THE NCS™

THE NATIONAL COMMUNITY SURVEY™

River Falls, WI

The National Community Survey

Report of Results
2023

Report by:

National Research Center

POWERED BY POLCO

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

About The NCS™

The National Community Survey™ (The NCS™) report is about the "livability" of River Falls. A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. The survey was developed by the experts from National Research Center at Polco.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents' opinions considering ten central facets of a community:

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

The report provides the opinions of a representative sample of 524 residents of the City of River Falls collected from May 1, 2023 to June 12, 2023. The margin of error around any reported percentage is 4% for all respondents and the response rate for the 2023 survey was 19%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in River Falls.

How the results are reported

For the most part, the percentages presented in the following tabs represent the "percent positive." Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, etc.). On many of the questions in the survey respondents may answer "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in the tab "Complete data." However, these responses have been removed from the analyses presented in most of the tabs. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Comparisons to benchmarks

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 600 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community in the last five years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. In each tab, River Falls's results are noted as being "higher" than the benchmark, "lower" than the benchmark, or "similar" to the benchmark, meaning that the average rating given by River Falls residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as "higher" or "lower" than the benchmark means that River Falls's average rating for a particular item was more than 10 points different than the benchmark. If a rating was "much higher" or "much lower," then River Falls's average rating was more than 20 points different when compared to the benchmark.

The survey was administered after the COVID-19 pandemic, a time of challenge for many local governments. While we provide comparisons to national benchmarks, it is important to note that much of the benchmark data was collected prior to the pandemic. This may impact how your City's 2023 ratings compare to other communities' ratings from the past five years.

Trends over time

Trend data for River Falls represent important comparison data and should be examined for improvements or declines*. Deviations from stable trends over time represent opportunities for understanding how local policies, programs, or public information may have affected residents' opinions. Changes between survey years have been noted with an arrow and the percent difference. If the difference is greater than six percentage points between the 2021 and 2023 surveys, the change is statistically significant.

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

Methods

Selecting survey recipients

All households within the City of River Falls were eligible to participate in the survey. A list of all households within the zip codes serving River Falls was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of River Falls households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file. Addresses located outside of the City of River Falls boundaries were removed from the list of potential households to survey. From that list, addresses were randomly selected as survey recipients, with multi-family housing units (defined as those with a unit number) sampled at a rate of 5:3 compared to single family housing units.

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the introduction of the survey.

Conducting the survey

The 2,800 randomly selected households received mailings beginning on May 1, 2023 and the survey remained open for six weeks. The first mailing was a postcard inviting the household to participate in the survey. The next mailing contained a cover letter with instructions, the survey questionnaire, and a postage-paid return envelope. All mailings included a web link to give residents the opportunity to respond to the survey online. All follow-up mailings asked those who had not completed the survey to do so and those who had already done so to refrain from completing the survey again.

About 4% of the 2,800 mailed invitations or surveys were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,697 households that received the invitations to participate, 524 completed the survey, providing an overall response rate of 19%. The response rate was calculated using AAPOR's response rate #2 for mailed surveys of unnamed persons.*

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The margin of error for the City of River Falls survey is no greater than plus or minus four percentage points around any given percent reported for all respondents (524 completed surveys).

In addition to the randomly selected "probability sample" of households, a link to an online open participation survey was publicized by the City of River Falls. The open participation survey was identical to the probability sample survey with two small updates; it included a question at the beginning asking if the respondent lives within the City and a question at the end about where they heard about the survey. The open participation survey was open to all city residents and became available on May 29, 2023. The survey remained open for 2 weeks. The data presented in the following tabs exclude the open participation survey data, but a tab at the end provides the complete frequency of responses to questions by the open participation respondents.

Analyzing the data

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

The demographics of the survey respondents were compared to those found in the 2020 Census and 2022 American Community Survey estimates for adults in the City of River Falls. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, and housing tenure. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.* The results of the weighting scheme for the probability sample are presented in the following table.

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

		Unweighted	Weighted	Target*
Age	18-34	13%	51%	53%
	35-54	29%	25%	24%
	55+	58%	25%	24%
Hispanic origin	No, not of Hispanic, Latino/a/x, or Spanish origin	98%	98%	97%
	Yes, I consider myself to be of Hispanic, Latino/a/x, or Spanish origin	2%	2%	3%
Housing tenure	Own	75%	56%	56%
	Rent	25%	44%	44%
Housing type	Attached	36%	52%	52%
	Detached	64%	48%	48%
Race & Hispanic origin	Not white alone	5%	8%	8%
	White alone, not Hispanic or Latino	95%	92%	92%
Sex	Man	43%	42%	44%
	Woman	57%	58%	56%
Sex/age	Man 18-34	4%	18%	21%
	Man 35-54	14%	13%	13%
	Man 55+	25%	11%	10%
	Woman 18-34	10%	33%	32%
	Woman 35-54	15%	11%	11%
	Woman 55+	33%	14%	13%

The survey datasets were analyzed using all or some of a combination of the Statistical Package for the Social Sciences (SPSS), R, Python and Tableau. For the most part, the percentages presented in the reports represent the "percent positive." The percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, essential/very important, etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating "yes" or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in the tab "Complete data". However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Contact

The City of River Falls funded this research. Please contact Jennifer J. Smith of the City of River Falls at jsmith@rfcity.org if you have any questions about the survey.

Survey Validity

See the Polco Knowledge Base article on survey validity at https://info.polco.us/knowledge/statistical-vali

* See AAPOR's Standard Definitions for more information at https://www.aapor.org/Publications-Media/AAPOR-Journals/Standard-Definitions.aspx
* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf
* Targets come from the 2020 Census and 2023 American Community Survey

Key Findings

Residents show a renewed appreciation for education, arts, and culture in River Falls.

While 2021 survey results identified newfound concerns in several areas relating to education, arts, and culture, many 2023 ratings in this category surpassed those previous results. Areas exhibiting noticeable upward trends included community support for the arts (74% positive), adult educational opportunities (74%), and K-12 education (89%), all of which ranked higher than comparison communities. Also on the rise were ratings for opportunities to attend special events and festivals (79%), scoring similar to national benchmarks.

Other items maintained favorable ratings similar to the City's 2021 results. About 8 in 10 residents gave above-average marks to the overall opportunities for education, culture, and the arts in River Falls. Likewise, 7 in 10 offered excellent or good ratings for opportunities to attend cultural/arts/music activities. Evaluations of public library services remained very high, with 95% of respondents responding positively. An additional custom question developed by the City sought to evaluate certain aspects of the River Falls Public Library services. Nearly all respondents offered positive ratings for library programs (95% excellent or good), library building(s) and grounds (95%), and the availability of staff (94%). At least 8 in 10 were also satisfied with the library's hours of operation and computer services/internet/wi-fi services.

While there have been gains in the local economy, it remains an area of importance for residents.

Compared to other facets of livability, residents placed the highest importance on the overall economic health of the city, with 86% of respondents rating this an essential or very important focus area for the coming two years. While most individual assessments relating to the economy held steady with previous results, a few saw improvements since the 2021 survey. Nearly 7 in 10 residents continued to rate the overall economic health of River Falls as excellent or good, and three-quarters did the same for River Falls as a place to visit. Evaluations for the vibrancy of River Falls' downtown/commercial area and economic development services both remained strong, garnering positive assessments from 6 in 10. The City received more favorable marks this year for River Falls as a place to work (59%) and the overall quality of business and service establishments (69%), both of which represent the highest scores recorded since surveying began. Still, results indicated some opportunities for growth in the local economy: only 4 in 10 positively rated the variety of business and service establishments, and one-quarter of residents were pleased with the city's shopping opportunities, both scoring lower than national comparison communities.

The natural environment is both an asset and potential focus area.

Over 8 in 10 residents continued to place high importance on the quality of the natural environment. Despite generally high ratings in this area, some items experienced downward trends, indicating a potential need for focus. Areas exhibiting this slight decline included the overall quality of natural environment (falling from 93% positive in 2021 to 87% positive in 2023), preservation of natural areas (from 72% to 64%), and yard waste pick-up services (from 70% to 61%). Most other survey items pertaining to the natural environment remained strong and stable with prior results. At least 8 in 10 were pleased with the city's air quality, cleanliness, and recycling services, while two-thirds praised River Falls' open space and water resources. All items in this category remained similar to national benchmark comparisons.

Residents appreciate opportunities to engage with their community.

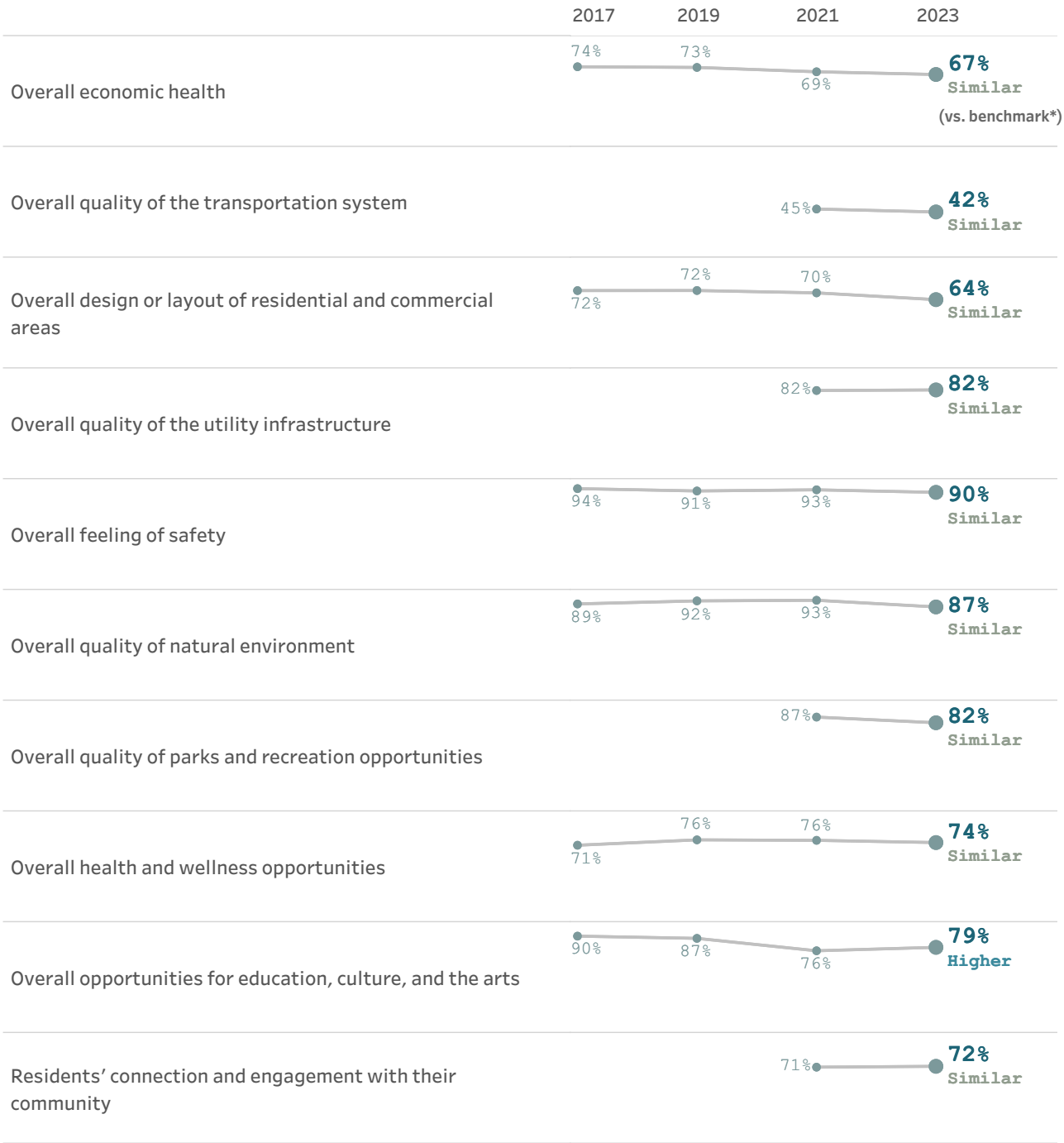
Most residents continued to experience a positive connection and engagement with their community, with 7 in 10 rating this area as excellent or good in River Falls. A slightly larger proportion, about three-quarters of residents, felt that the River Falls community does an excellent or good job at making all residents feel welcome. A similar number also gave high marks to the sense of civic/community pride and neighborliness of residents. A few related aspects also saw ratings bounce back after a brief decline in 2021, including opportunities to volunteer (81% positive in 2023), opportunities to participate in social events and activities (76%), and opportunities to participate in community matters (70%).

Facets of livability

Resident perceptions of quality and importance for each of the facets of community livability provide an overview of community strengths and challenges that are useful for planning, budgeting and performance evaluation.

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

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



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 or very important)

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

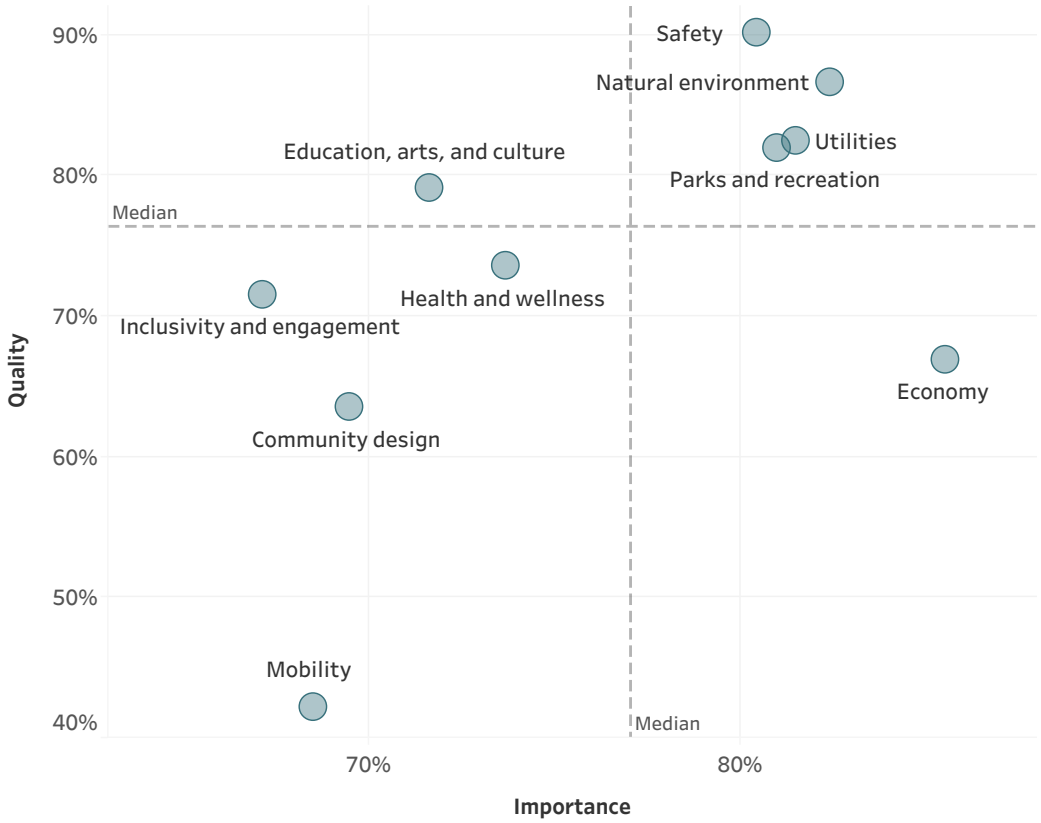
Balancing performance and importance

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

To help guide City staff and officials with decisions on future resource allocation, resident ratings of the importance of services were compared to their ratings of the quality of these services. To identify the services perceived by residents to have relatively lower quality at the same time as relatively higher importance, all services were ranked from highest perceived quality to lowest perceived quality and from highest perceived importance to lowest perceived importance. Some services were in the top half of both lists (higher quality and higher importance); some were in the top half of one list but the bottom half of the other (higher quality and lower importance or lower quality and higher importance); and some services were in the bottom half of both lists.

Services receiving quality ratings of excellent or good by 76% or more of respondents were considered of "higher quality" and those with ratings lower than 76% were considered to be of "lower quality." Services were classified as "more important" if they were rated as essential or very important by 77% or more of respondents. Services were rated as "less important" if they received a rating of less than 77%. This classification uses the median ratings for quality and importance to divide the services in half.

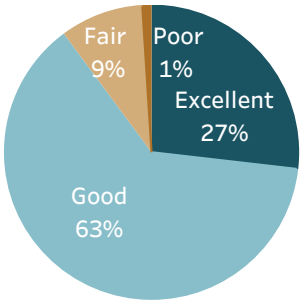
The quadrants in the figure below show which community facets were given higher or lower importance ratings (right-left) and which had higher or lower quality ratings (up-down). Facets of livability falling closer to a diagonal line from the lower left to the upper right are those where performance ratings are more commensurate with resident priorities. Facets scoring closest to the lower right hand corner of the matrix (higher in importance and lower in quality) are those that may warrant further investigation to see if changes to their delivery are necessary to improve their performance. This is the key part of this chart on which to focus. Facets falling in the top left hand corner of the chart (lower in importance but higher in quality) are areas where performance may outscore resident priorities, and may be a consideration for lower resource allocation.



Quality of life

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

The overall quality of life in River Falls, 2023



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

	2017	2019	2021	2023	
River Falls as a place to live	93%	93%	92%	92%	Similar vs. benchmark*
The overall quality of life	90%	90%	88%	90%	Similar

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

	2017	2019	2021	2023	
Recommend living in River Falls to someone who asks	94%	92%	92%	91%	Similar
Remain in River Falls for the next five years	87%	83%	83%	84%	Similar

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

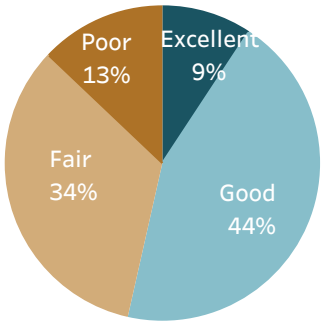
	2017	2019	2021	2023	
Overall image or reputation	86%	85%	80%	82%	Similar

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

Governance

Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

Overall confidence in River Falls government, 2023

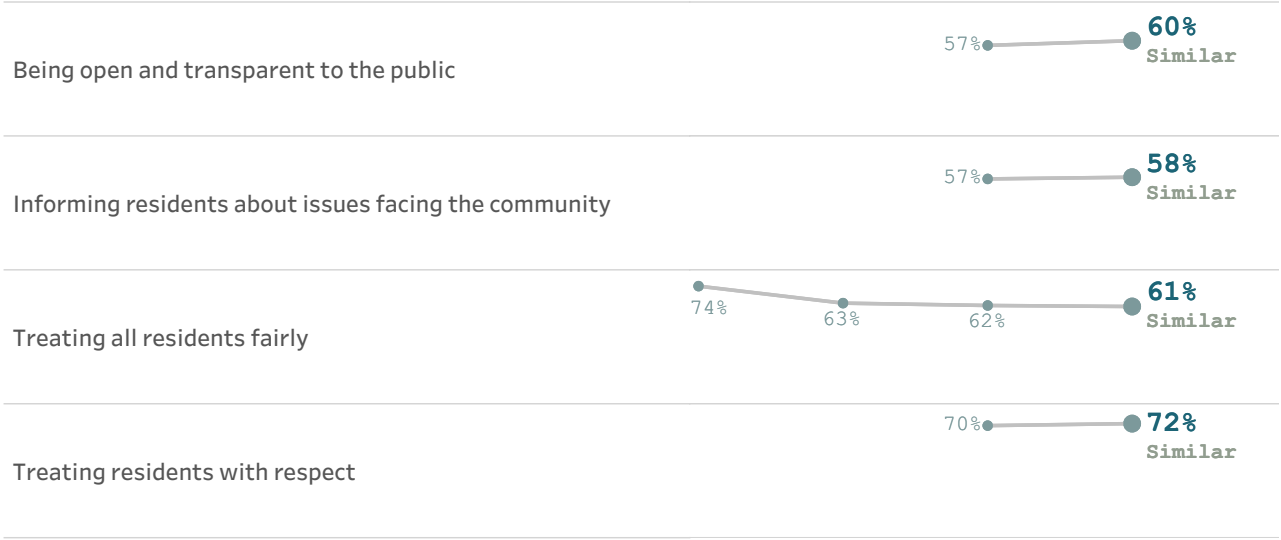


Please rate the quality of each of the following services in River Falls.
(% excellent or good)

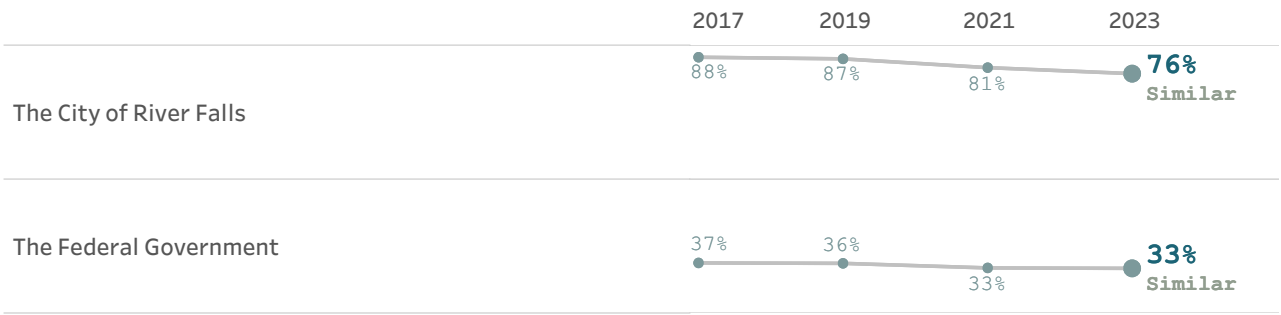
	2017	2019	2021	2023	
Public information services	77%	75%	68%	74%	Similar
Overall customer service by River Falls employees	86%		88%	83%	Similar vs. benchmark*

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

	2017	2019	2021	2023	
The value of services for the taxes paid to River Falls	64%	54%	59%	62%	Similar
The overall direction that River Falls is taking	73%	66%	65%	63%	Similar
The job River Falls government does at welcoming resident involvement	69%	58%	56%	63%	Similar
Overall confidence in River Falls government	70%	61%	55%	53%	Similar
Generally acting in the best interest of the community	76%	62%	63%	62%	Similar
Being honest	76%	67%	62%	67%	Similar



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

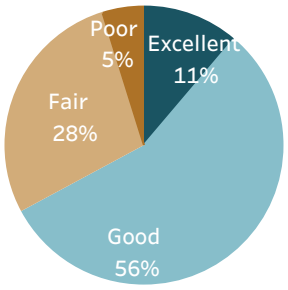


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

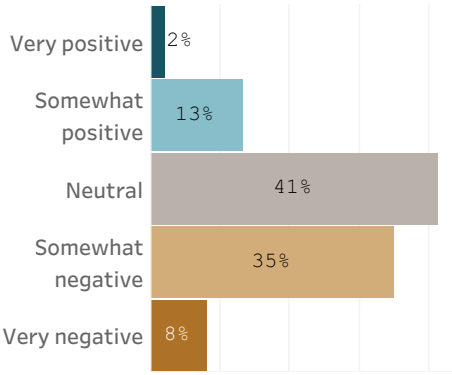
Economy

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

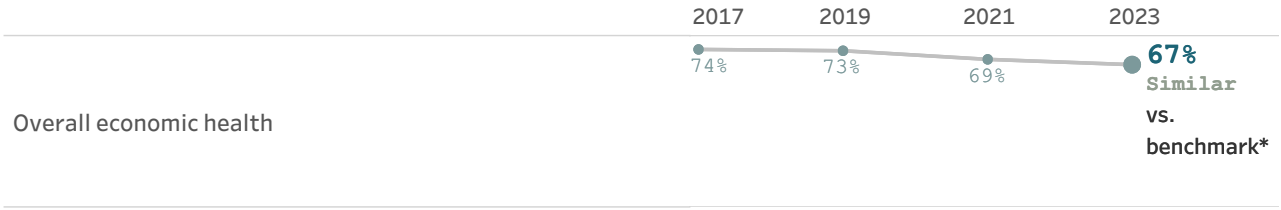
Overall economic health of River Falls, 2023



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:

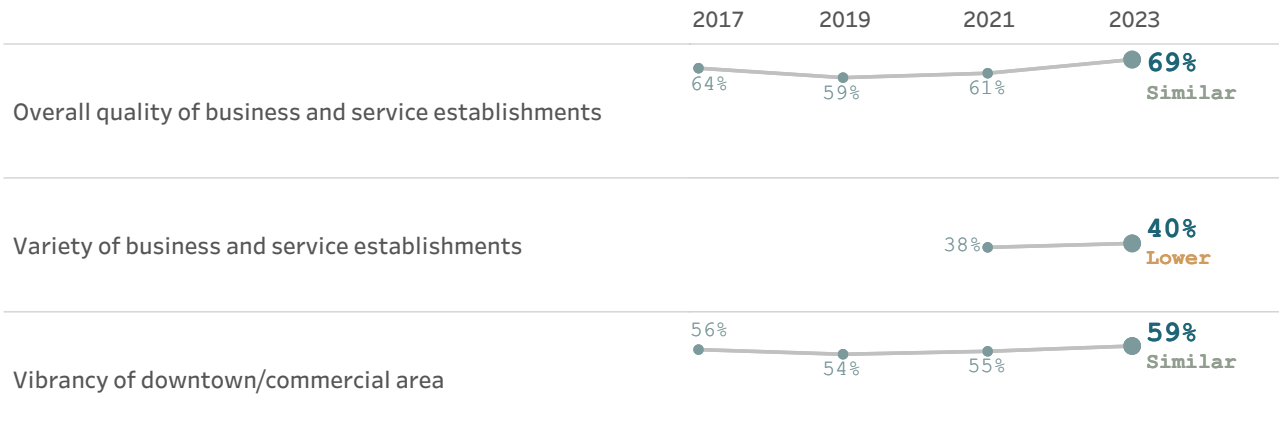


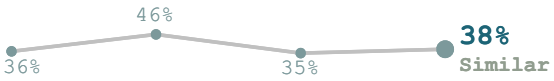
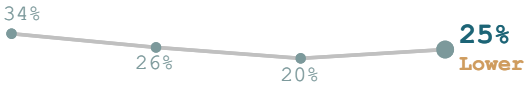
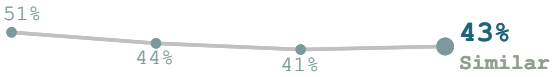
Please rate each of the following characteristics as they relate to River Falls as a whole.
(% excellent or good)



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

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

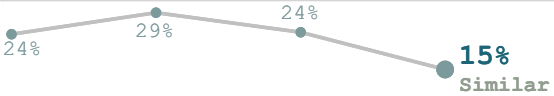


Employment opportunities	
Shopping opportunities	
Cost of living	

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

	2017	2019	2021	2023
Economic development				

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

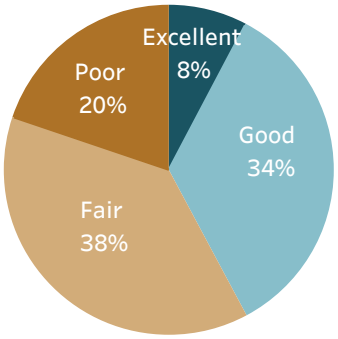
	2017	2019	2021	2023
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:				

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

Mobility

The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.

Overall quality of the transportation system in River Falls, 2023



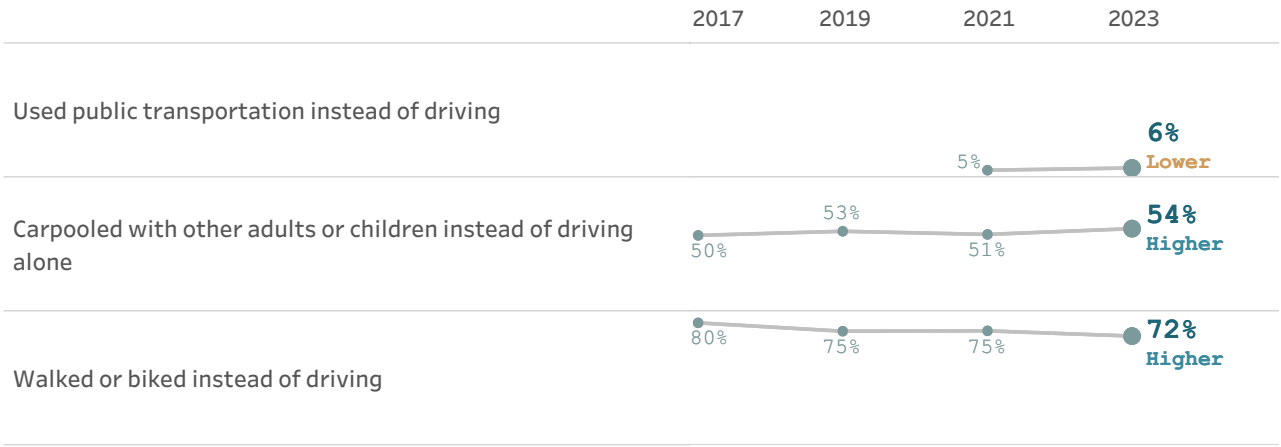
Please rate each of the following characteristics as they relate to River Falls as a whole.
(% excellent or good)

	2017	2019	2021	2023
Overall quality of the transportation system			45%	42% Similar vs. benchmark*

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

	2017	2019	2021	2023
Traffic flow on major streets	58%	56%	61%	63% Similar
Ease of public parking	58%	55%	72%	61% Similar
Ease of travel by car	74%	76%	84%	80% Similar
Ease of travel by public transportation		25%	20%	21% Lower
Ease of travel by bicycle	74%	69%	66%	60% Similar
Ease of walking	90%	89%	85%	79% Higher

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



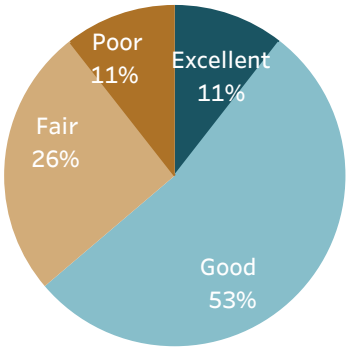
Please rate the quality of each of the following services in River Falls.
(% excellent or good)

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

Community design

A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.

Overall design or layout of River Falls's residential and commercial areas, 2023



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

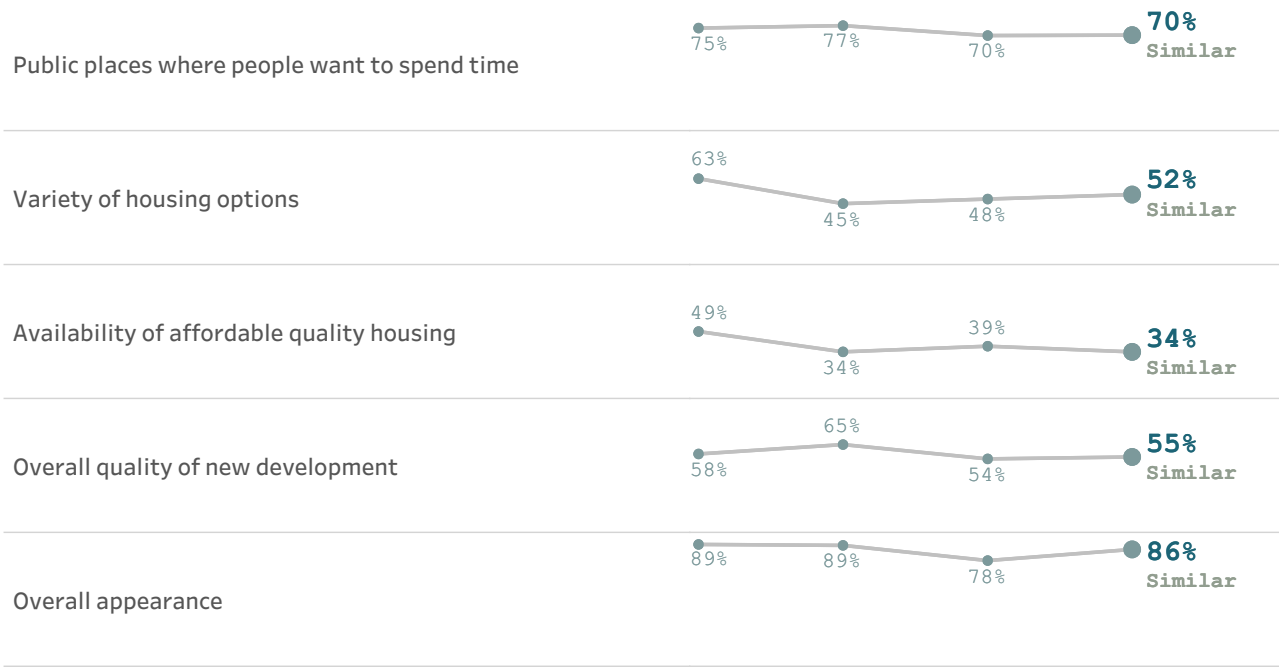
	2017	2019	2021	2023	
Overall design or layout of residential and commercial areas	72%	72%	70%	64%	Similar vs. benchmark*

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

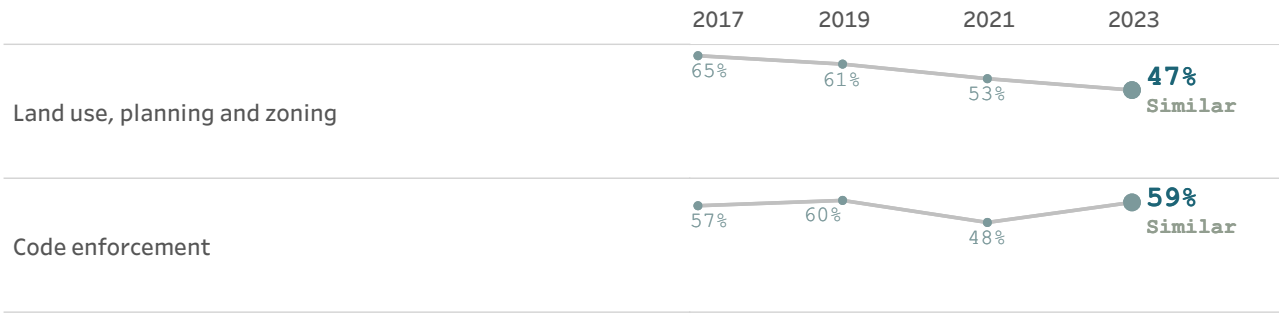
	2017	2019	2021	2023	
Your neighborhood as a place to live	86%	88%	85%	78%	Similar

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

	2017	2019	2021	2023	
Well-planned residential growth			61%	58%	Similar
Well-planned commercial growth			44%	52%	Similar
Well-designed neighborhoods			59%	61%	Similar
Preservation of the historical or cultural character of the community			69%	73%	Similar



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

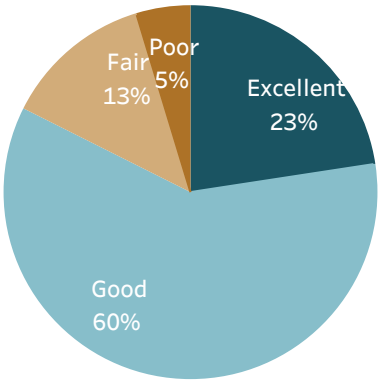


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

Overall quality of the utility infrastructure in River Falls, 2023



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

	2017	2019	2021	2023	
Overall quality of the utility infrastructure			82%	82%	Similar vs. benchmark*

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

	2017	2019	2021	2023	
Affordable high-speed internet access			49%	54%	Similar
Garbage collection	89%	78%	86%	89%	Similar
Drinking water	79%	75%	75%	75%	Similar
Sewer services	90%	87%	85%	89%	Similar
Storm water management	84%	70%	86%	88%	Higher
Power (electric and/or gas) utility	90%	90%	87%	89%	Similar

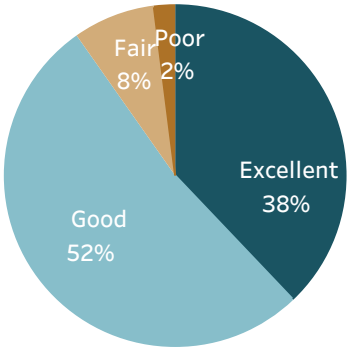
Utility billing	84%	84%	83%	80%	Similar

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

Safety

Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.

Overall feeling of safety in River Falls, 2023



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

	2017	2019	2021	2023	
Overall feeling of safety	94%	91%	93%	90%	Similar vs. benchmark*

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

	2017	2019	2021	2023	
In your neighborhood during the day	98%	97%	96%	97%	Similar
In River Falls's downtown/commercial area during the day	99%	97%	96%	96%	Similar
From property crime			85%	85%	Similar
From violent crime			93%	89%	Similar
From fire, flood, or other natural disaster			92%	92%	Similar

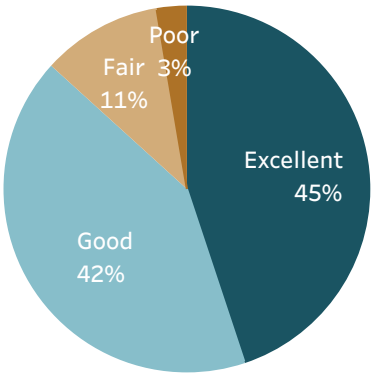
Please rate the quality of each of the following services in River Falls.
(% excellent or good)

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

Natural environment

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

Overall quality of natural environment in River Falls, 2023



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

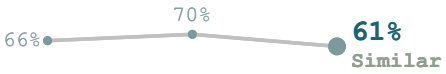
	2017	2019	2021	2023	vs. benchmark*
Overall quality of natural environment	89%	92%	93%	87%	Similar

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

	2017	2019	2021	2023	vs. benchmark*
Cleanliness	93%	89%	86%	85%	Similar
Water resources			65%	67%	Similar
Air quality	96%	94%	90%	90%	Similar

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

	2017	2019	2021	2023	vs. benchmark*
Preservation of natural areas	77%	66%	72%	64%	Similar
River Falls open space	75%	67%	70%	66%	Similar

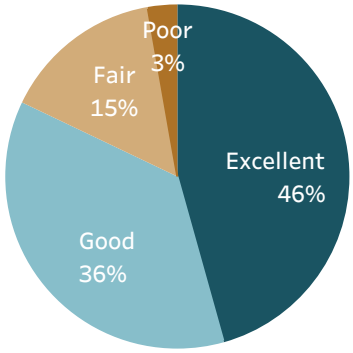
Recycling		
Yard waste pick-up		

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

Parks and recreation

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

Overall quality of parks and recreation opportunities, 2023



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

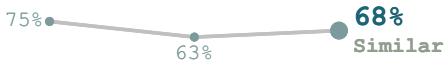
	2017	2019	2021	2023	vs. benchmark*
Overall quality of parks and recreation opportunities			87%	82%	Similar

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

	2017	2019	2021	2023	vs. benchmark*
Availability of paths and walking trails	87%	83%	84%	82%	Similar
Fitness opportunities	77%	73%	81%	75%	Similar
Recreational opportunities	76%	72%	75%	80%	Similar

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

	2017	2019	2021	2023	vs. benchmark*
City parks	93%	93%	89%	88%	Similar
Recreation programs or classes	82%	85%	70%	79%	Similar

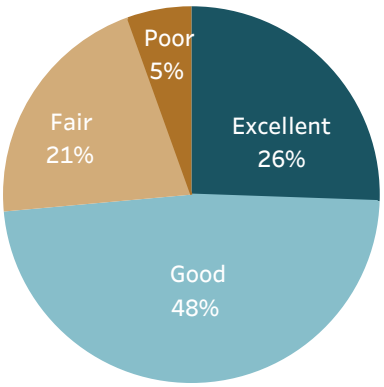
Recreation centers or facilities		

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

Health and wellness

The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.

Overall health and wellness opportunities in River Falls, 2023



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

	2017	2019	2021	2023	vs. benchmark*
Overall health and wellness opportunities	71%	76%	76%	74%	Similar

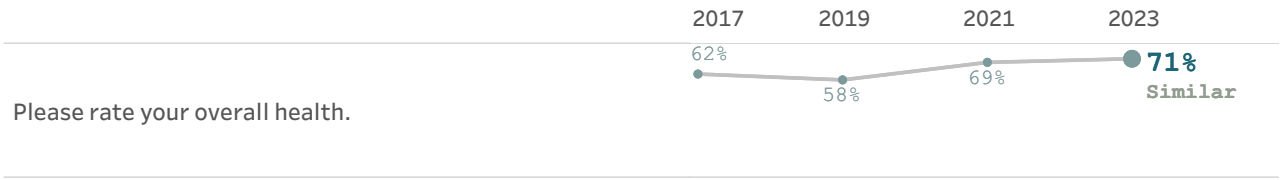
Please also rate each of the following in the River Falls community.
(% excellent or good)

	2017	2019	2021	2023	vs. benchmark*
Availability of affordable quality food	66%	72%	63%	61%	Similar
Availability of affordable quality health care	66%	69%	65%	63%	Similar
Availability of preventive health services	69%	75%	68%	67%	Similar
Availability of affordable quality mental health care	41%	43%	35%	42%	Similar

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

	2017	2019	2021	2023	vs. benchmark*
Health services	72%	69%	74%	70%	Similar

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

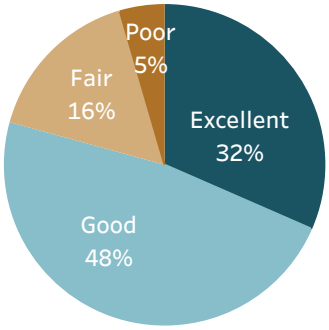


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Education, arts, and culture

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

Overall opportunities for education, culture and the arts, 2023



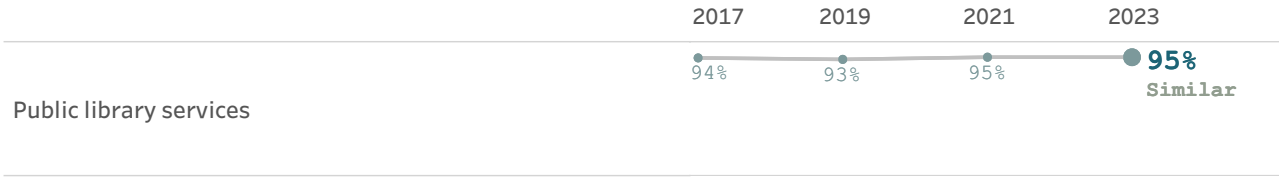
Please rate each of the following characteristics as they relate to River Falls as a whole.
(% excellent or good)

	2017	2019	2021	2023	
Overall opportunities for education, culture, and the arts	90%	87%	76%	79%	Higher vs. benchmark*

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

	2017	2019	2021	2023	
Opportunities to attend cultural/arts/music activities	77%	72%	67%	69%	Similar
Community support for the arts			66%	74%	Higher
Availability of affordable quality childcare/preschool	65%	61%	53%	57%	Similar
K-12 education	92%	87%	83%	89%	Higher
Adult educational opportunities	79%	75%	67%	74%	Higher
Opportunities to attend special events and festivals	77%	73%	71%	79%	Similar

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

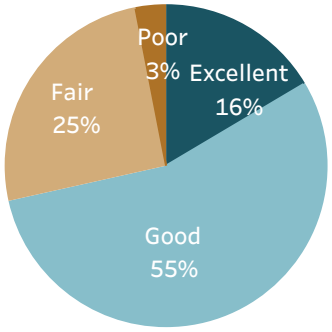


* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Inclusivity and engagement

Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.

Residents' connection and engagement with their community, 2023



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

	2017	2019	2021	2023
Residents' connection and engagement with their community			71%	72% Similar vs. benchmark*

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

	2017	2019	2021	2023
River Falls as a place to raise children	94%	92%	93%	88% Similar
River Falls as a place to retire	69%	72%	77%	79% Similar
Sense of community	75%	74%	74%	73% Similar

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

	2017	2019	2021	2023
Making all residents feel welcome			79%	76% Similar

Attracting people from diverse backgrounds	
Valuing/respecting residents from diverse backgrounds	
Taking care of vulnerable residents	

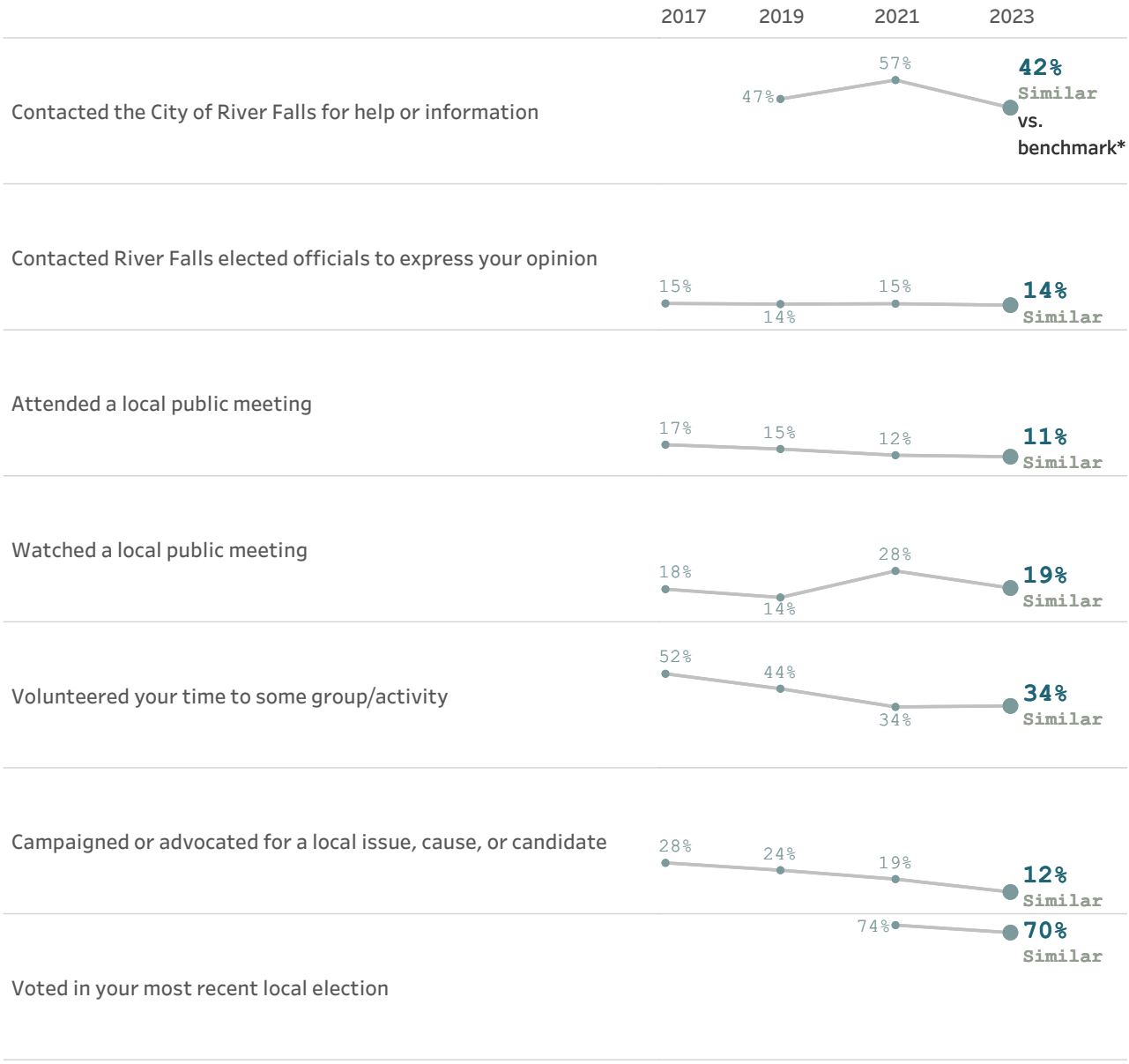
Please also rate each of the following in the River Falls community.
(% excellent or good)

	2017	2019	2021	2023
Sense of civic/community pride			72%	75% Similar
Neighborliness of residents	72%	69%	75%	74% Similar
Opportunities to participate in social events and activities	76%	74%	69%	76% Similar
Opportunities to volunteer	82%	76%	69%	81% Similar
Opportunities to participate in community matters	77%	71%	60%	70% Similar
Openness and acceptance of the community toward people of diverse backgrounds	65%	60%	53%	54% Similar

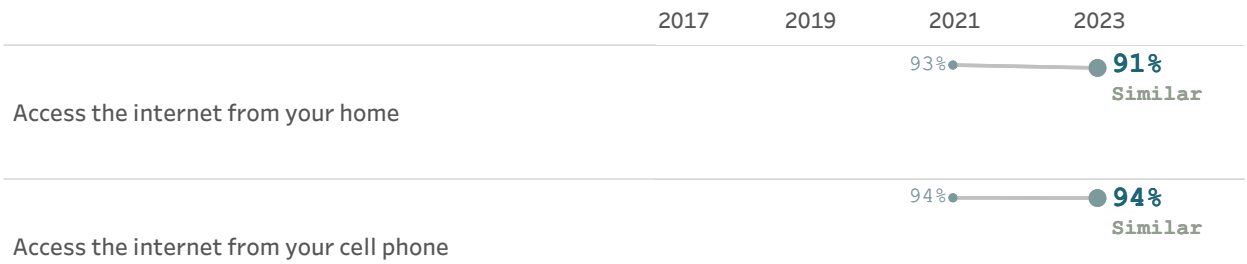
* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Residents' participation levels

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



In general, how many times do you:
(% a few times a week or more)

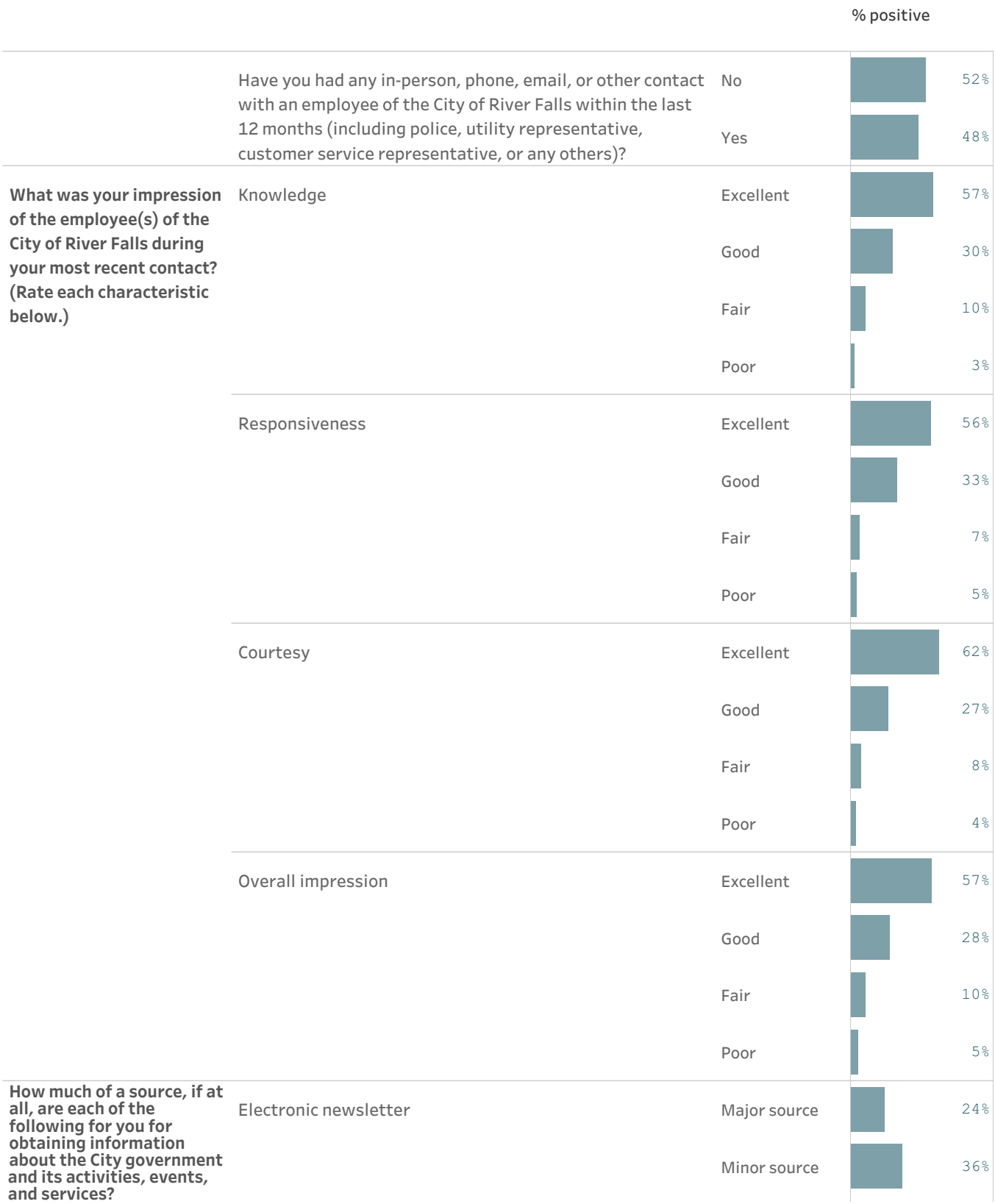


Visit social media sites	
Use or check email	
Share your opinions online	
Shop online	

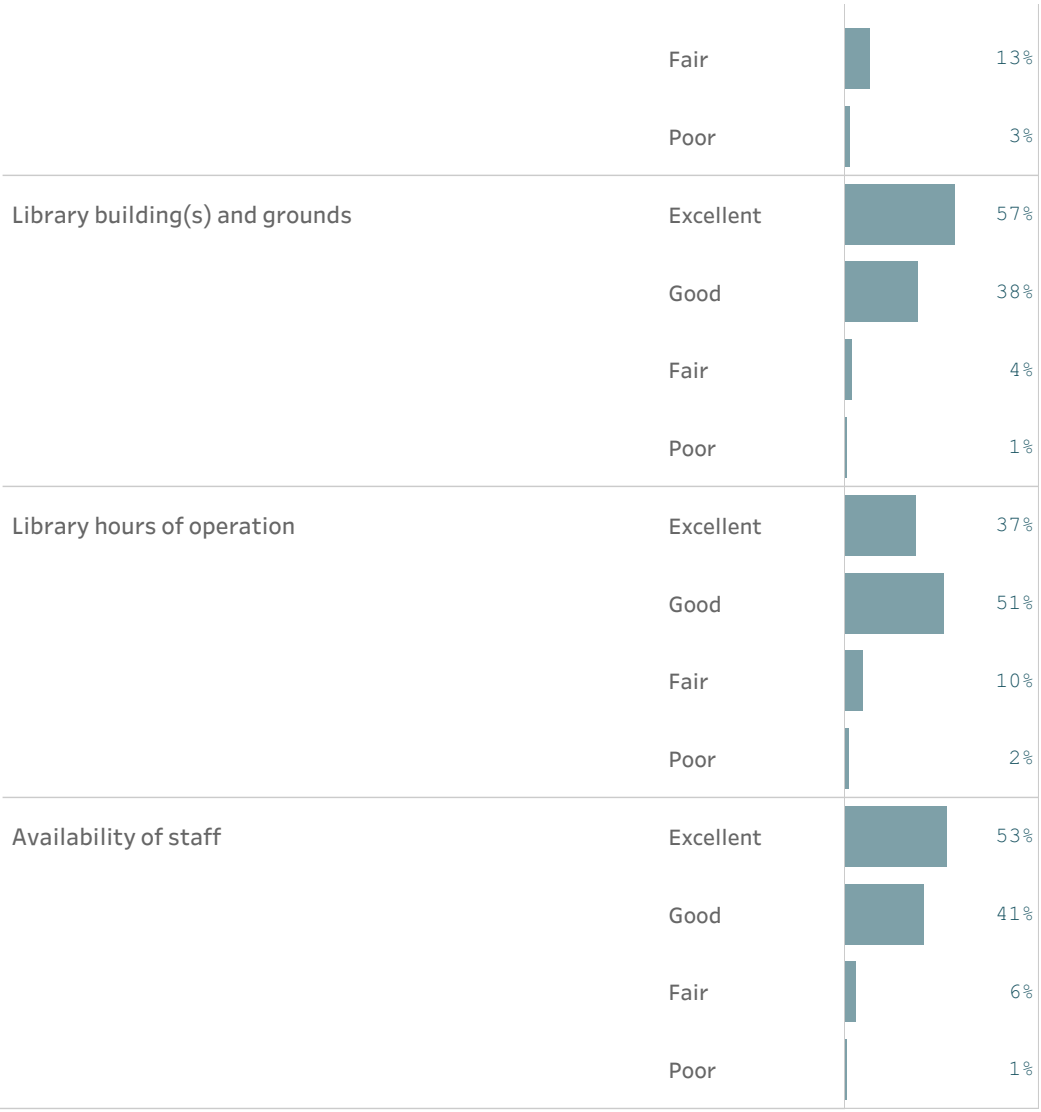
* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Custom questions

Below are the complete set of responses to each custom question on the survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter below.



		Not a source	40%
	City website (www.rfcity.org)	Major source	41%
		Minor source	37%
		Not a source	22%
	Facebook	Major source	46%
		Minor source	26%
		Not a source	28%
	LinkedIn	Major source	1%
		Minor source	11%
		Not a source	89%
	Instagram	Major source	4%
		Minor source	18%
		Not a source	78%
	Newspaper	Major source	18%
		Minor source	29%
		Not a source	54%
	In-person meetings	Major source	11%
		Minor source	24%
		Not a source	65%
Please rate the quality of each of the following areas of the River Falls Public Library services.	Library programs (e.g., story time, classes, etc.)	Excellent	57%
		Good	38%
		Fair	4%
		Poor	1%
	Computer services/internet/wi-fi services	Excellent	41%
		Good	43%


Fair 13%
Poor 3%
Library building(s) and grounds
Excellent 57%
Good 38%
Fair 4%
Poor 1%
Library hours of operation
Excellent 37%
Good 51%
Fair 10%
Poor 2%
Availability of staff
Excellent 53%
Good 41%
Fair 6%
Poor 1%

National benchmark tables

This table contains the comparisons of River Falls's results to those from other communities. The first column shows the comparison of River Falls's rating to the benchmark. River Falls's results are noted as being "higher", "lower" or "similar" to the benchmark, meaning that the average rating given by River Falls residents is statistically similar to or different than the benchmark. The second column is River Falls's "percent positive." Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good). The third column is the rank assigned to River Falls's rating among communities where a similar question was asked. The fourth column is the number of communities that asked a similar question. The fifth column shows the percentile for River Falls's result -- that is what percent of surveyed communities had a lower rating than River Falls.

			% positive	Rank	Number of communities	Percentile
Please rate each of the following aspects of quality of life in River Falls.	River Falls as a place to live	Similar	92%	150	345	56
	Your neighborhood as a place to live	Similar	78%	210	307	31
	River Falls as a place to raise children	Similar	88%	137	349	61
	River Falls as a place to work	Similar	59%	234	341	31
	River Falls as a place to visit	Similar	74%	97	305	68
	River Falls as a place to retire	Similar	79%	68	346	80
	The overall quality of life	Similar	90%	151	363	58
	Sense of community	Similar	73%	46	314	85
Please rate each of the following characteristics as they relate to River Falls as a whole.	Overall economic health	Similar	67%	155	299	48
	Overall quality of the transportation system	Similar	42%	157	235	33
	Overall design or layout of residential and commercial areas	Similar	64%	148	292	49
	Overall quality of the utility infrastructure	Similar	82%	49	226	78
	Overall feeling of safety	Similar	90%	92	334	72
	Overall quality of natural environment	Similar	87%	61	301	80
	Overall quality of parks and recreation opportunities	Similar	82%	76	232	67
	Overall health and wellness opportunities	Similar	74%	139	294	53
	Overall opportunities for education, culture, and the arts	Higher	79%	52	296	82
	Residents' connection and engagement with their community	Similar	72%	33	229	86
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in River Falls to someone who asks	Similar	91%	101	299	66

Please indicate how likely or unlikely you are to do each of the following.	Remain in River Falls for the next five years	Similar	84%	140	297	53
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Similar	97%	63	316	80
	In River Falls's downtown/commercial area during the day	Similar	96%	36	306	88
	From property crime	Similar	85%	52	237	78
	From violent crime	Similar	89%	88	237	63
	From fire, flood, or other natural disaster	Similar	92%	36	227	84
Please rate the job you feel the River Falls community does at each of the following.	Making all residents feel welcome	Similar	76%	66	234	72
	Attracting people from diverse backgrounds	Similar	48%	169	231	27
	Valuing/respecting residents from diverse backgrounds	Similar	60%	136	232	41
	Taking care of vulnerable residents	Similar	59%	89	228	61
Please rate each of the following in the River Falls community.	Overall quality of business and service establishments	Similar	69%	169	301	44
	Variety of business and service establishments	Lower	40%	195	229	15
	Vibrancy of downtown/commercial area	Similar	59%	112	281	60
	Employment opportunities	Similar	38%	224	312	28
	Shopping opportunities	Lower	25%	264	303	13
	Cost of living	Similar	43%	139	292	52
	Overall image or reputation	Similar	82%	131	340	61
Please also rate each of the following in the River Falls community.	Traffic flow on major streets	Similar	63%	96	315	69
	Ease of public parking	Similar	61%	134	279	52
	Ease of travel by car	Similar	80%	72	309	77
	Ease of travel by public transportation	Lower	21%	233	281	17
	Ease of travel by bicycle	Similar	60%	92	309	70
	Ease of walking	Higher	79%	57	312	82
	Well-planned residential growth	Similar	58%	77	230	66
	Well-planned commercial growth	Similar	52%	80	230	65
	Well-designed neighborhoods	Similar	61%	96	228	58

Please also rate each of the following in the River Falls community.	Preservation of the historical or cultural character of the community	Similar	73%	67	227	70
	Public places where people want to spend time	Similar	70%	97	287	66
	Variety of housing options	Similar	52%	130	299	56
	Availability of affordable quality housing	Similar	34%	134	320	58
	Overall quality of new development	Similar	55%	136	309	56
	Overall appearance	Similar	86%	93	319	71
	Cleanliness	Similar	85%	105	316	67
	Water resources	Similar	67%	83	210	60
	Air quality	Similar	90%	52	286	82
	Availability of paths and walking trails	Similar	82%	81	312	74
	Fitness opportunities	Similar	75%	133	289	54
	Recreational opportunities	Similar	80%	102	306	66
	Availability of affordable quality food	Similar	61%	148	282	47
	Availability of affordable quality health care	Similar	63%	121	292	58
	Availability of preventive health services	Similar	67%	100	279	64
	Availability of affordable quality mental health care	Similar	42%	133	282	53
	Opportunities to attend cultural/arts/music activities	Similar	69%	74	301	75
	Community support for the arts	Higher	74%	50	227	78
	Availability of affordable quality childcare/preschool	Similar	57%	108	292	63
	K-12 education	Higher	89%	63	295	78
	Adult educational opportunities	Higher	74%	29	287	90
	Sense of civic/community pride	Similar	75%	46	228	80
	Neighborliness of residents	Similar	74%	61	288	79
	Opportunities to participate in social events and activities	Similar	76%	54	297	82
	Opportunities to attend special events and festivals	Similar	79%	62	291	79
	Opportunities to volunteer	Similar	81%	49	292	83

Please also rate each of the following in the River Falls community.	Opportunities to participate in community matters	Similar	70%	68	293	77
	Openness and acceptance of the community toward people of diverse backgrounds	Similar	54%	210	310	32
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of River Falls for help or information	Similar	42%	214	315	32
	Contacted River Falls elected officials to express your opinion	Similar	14%	186	285	35
	Attended a local public meeting	Similar	11%	268	289	7
	Watched a local public meeting	Similar	19%	196	277	29
	Volunteered your time to some group/activity	Similar	34%	115	292	60
	Campaigned or advocated for a local issue, cause, or candidate	Similar	12%	244	282	13
	Voted in your most recent local election	Similar	70%	168	227	26
	Used public transportation instead of driving	Lower	6%	217	267	19
	Carpooled with other adults or children instead of driving alone	Higher	54%	36	284	87
	Walked or biked instead of driving	Higher	72%	42	286	85
Please rate the quality of each of the following services in River Falls.	Public information services	Similar	74%	115	301	62
	Economic development	Similar	60%	132	296	55
	Traffic enforcement	Similar	73%	108	334	67
	Traffic signal timing	Similar	66%	55	291	81
	Street repair	Similar	43%	211	334	37
	Street cleaning	Similar	74%	115	301	62
	Street lighting	Similar	66%	121	323	62
	Snow removal	Similar	72%	91	249	63
	Sidewalk maintenance	Similar	59%	161	302	47
	Bus or transit services	Much lower	15%	248	272	9
	Land use, planning and zoning	Similar	47%	150	304	50
	Code enforcement	Similar	59%	99	327	70
	Affordable high-speed internet access	Similar	54%	115	224	49
	Garbage collection	Similar	89%	115	313	63

Please rate the quality of each of the following services in River Falls.	Drinking water	Similar	75%	144	298	52
	Sewer services	Similar	89%	73	296	75
	Storm water management	Higher	88%	37	308	88
	Power (electric and/or gas) utility	Similar	89%	36	254	86
	Utility billing	Similar	80%	50	276	82
	Police/Sheriff services	Similar	84%	158	356	55
	Crime prevention	Similar	84%	78	333	76
	Animal control	Similar	78%	117	309	62
	Ambulance or emergency medical services	Similar	89%	145	303	52
	Fire services	Similar	94%	139	323	57
	Fire prevention and education	Similar	86%	79	297	73
	Emergency preparedness	Similar	75%	95	299	68
	Preservation of natural areas	Similar	64%	133	286	53
	River Falls open space	Similar	66%	128	283	55
	Recycling	Similar	81%	109	316	65
	Yard waste pick-up	Similar	61%	215	278	23
	City parks	Similar	88%	94	312	70
	Recreation programs or classes	Similar	79%	90	307	71
	Recreation centers or facilities	Similar	68%	159	295	46
	Health services	Similar	70%	119	273	56
	Public library services	Similar	95%	63	308	79
	Overall customer service by River Falls employees	Similar	83%	91	342	73
Please rate the following categories of River Falls government performance.	The value of services for the taxes paid to River Falls	Similar	62%	118	347	66
	The overall direction that River Falls is taking	Similar	63%	135	326	58
	The job River Falls government does at welcoming resident involvement	Similar	63%	90	323	72
	Overall confidence in River Falls government	Similar	53%	141	295	52

Please rate the following categories of River Falls government performance.	Generally acting in the best interest of the community	Similar	62%	119	299	60
	Being honest	Similar	67%	102	290	65
	Being open and transparent to the public	Similar	60%	89	234	62
	Informing residents about issues facing the community	Similar	58%	76	239	68
	Treating all residents fairly	Similar	61%	129	296	56
	Treating residents with respect	Similar	72%	87	230	62
Overall, how would you rate the quality of the services provided by each of the following?	The City of River Falls	Similar	76%	127	342	63
	The Federal Government	Similar	33%	217	282	23
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.	Overall economic health	Similar	86%	233	275	15
	Overall quality of the transportation system	Similar	68%	151	226	33
	Overall design or layout of residential and commercial areas	Similar	69%	216	276	21
	Overall quality of the utility infrastructure	Similar	81%	208	225	8
	Overall feeling of safety	Similar	80%	242	276	12
	Overall quality of natural environment	Similar	82%	171	276	38
	Overall quality of parks and recreation opportunities	Similar	81%	117	227	48
	Overall health and wellness opportunities	Similar	74%	169	276	38
	Overall opportunities for education, culture, and the arts	Similar	72%	177	275	35
	Residents' connection and engagement with their community	Similar	67%	177	275	35
In general, how many times do you:	Access the internet from your home	Similar	91%	179	225	20
	Access the internet from your cell phone	Similar	94%	122	227	46
	Visit social media sites	Similar	87%	8	226	96
	Use or check email	Similar	97%	124	227	45
	Share your opinions online	Similar	23%	198	227	13
	Shop online	Similar	49%	171	226	24
	Please rate your overall health.	Similar	71%	144	282	49
	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:	Similar	15%	218	284	23

Complete set of frequencies

This dashboard contains a complete set of responses to each question on the survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. In some tables, the percentages may not sum to 100%; this is either because the question permitted the respondent to "choose all that apply", or for a question that asked the respondent to select one answer, it is due to the customary practice of rounding values to the nearest whole number.

Please rate each of the following aspects of quality of life in River Falls.	River Falls as a place to live	Excellent	38% N=198
		Good	54% N=280
		Fair	8% N=41
		Poor	0% N=3
	Your neighborhood as a place to live	Excellent	34% N=177
		Good	45% N=232
		Fair	20% N=103
		Poor	2% N=9
	River Falls as a place to raise children	Excellent	43% N=190
		Good	45% N=199
		Fair	9% N=41
		Poor	3% N=13
	River Falls as a place to work	Excellent	17% N=66
		Good	41% N=156
		Fair	23% N=88
		Poor	18% N=68
	River Falls as a place to visit	Excellent	26% N=133
		Good	48% N=242

Please rate each of the following aspects of quality of life in River Falls.	River Falls as a place to visit	Fair	21% N=109
		Poor	5% N=24
	River Falls as a place to retire	Excellent	32% N=117
		Good	47% N=176
		Fair	17% N=61
		Poor	5% N=17
	The overall quality of life	Excellent	27% N=140
		Good	63% N=329
		Fair	9% N=48
		Poor	1% N=5
	Sense of community	Excellent	29% N=149
		Good	44% N=227
		Fair	23% N=120
		Poor	3% N=16
Please rate each of the following characteristics as they relate to River Falls as a whole.	Overall economic health	Excellent	11% N=50
		Good	56% N=248
		Fair	28% N=124
		Poor	5% N=21
	Overall quality of the transportation system	Excellent	8% N=38
		Good	34% N=170

Please rate each of the following characteristics as they relate to River Falls as a whole.	Overall quality of the transportation system	Fair	38% N=187
		Poor	20% N=98
	Overall design or layout of residential and commercial areas	Excellent	11% N=53
		Good	53% N=270
		Fair	26% N=130
		Poor	11% N=54
	Overall quality of the utility infrastructure	Excellent	23% N=111
		Good	60% N=295
		Fair	13% N=64
		Poor	5% N=23
	Overall feeling of safety	Excellent	38% N=197
		Good	52% N=272
		Fair	8% N=40
		Poor	2% N=10
	Overall quality of natural environment	Excellent	45% N=232
		Good	42% N=216
		Fair	11% N=55
		Poor	3% N=14
	Overall quality of parks and recreation opportunities	Excellent	46% N=229
		Good	36% N=182

Please rate each of the following characteristics as they relate to River Falls as a whole.	Overall quality of parks and recreation opportunities	Fair	15% N=76
		Poor	3% N=14
	Overall health and wellness opportunities	Excellent	26% N=125
		Good	48% N=235
		Fair	21% N=103
		Poor	5% N=27
	Overall opportunities for education, culture, and the arts	Excellent	32% N=154
		Good	48% N=233
		Fair	16% N=79
		Poor	5% N=22
	Residents' connection and engagement with their community	Excellent	16% N=79
		Good	55% N=264
		Fair	25% N=122
		Poor	3% N=15
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in River Falls to someone who asks	Very likely	53% N=275
		Somewhat likely	37% N=192
		Somewhat unlikely	6% N=30
		Very unlikely	4% N=18
	Remain in River Falls for the next five years	Very likely	56% N=282
		Somewhat likely	28% N=139

Please indicate how likely or unlikely you are to do each of the following.	Remain in River Falls for the next five years	Somewhat unlikely	10% N=51
		Very unlikely	6% N=31
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe	82% N=429
		Somewhat safe	15% N=77
		Neither safe nor unsafe	2% N=12
		Somewhat unsafe	1% N=4
	In River Falls's downtown/commercial area during the day	Very safe	80% N=418
		Somewhat safe	16% N=81
		Neither safe nor unsafe	4% N=20
		Somewhat unsafe	0% N=3
	From property crime	Very safe	43% N=223
		Somewhat safe	42% N=215
		Neither safe nor unsafe	8% N=43
		Somewhat unsafe	6% N=32
		Very unsafe	1% N=3
	From violent crime	Very safe	55% N=283
		Somewhat safe	35% N=179
		Neither safe nor unsafe	8% N=41
		Somewhat unsafe	2% N=9
		Very unsafe	1% N=5

Please rate how safe or unsafe you feel:	From fire, flood, or other natural disaster	Very safe	54% N=276
		Somewhat safe	37% N=189
		Neither safe nor unsafe	7% N=34
		Somewhat unsafe	1% N=6
		Very unsafe	0% N=2
Please rate the job you feel the River Falls community does at each of the following.	Making all residents feel welcome	Excellent	24% N=122
		Good	52% N=264
		Fair	20% N=102
		Poor	3% N=17
	Attracting people from diverse backgrounds	Excellent	17% N=78
		Good	31% N=139
		Fair	33% N=149
		Poor	19% N=89
	Valuing/respecting residents from diverse backgrounds	Excellent	18% N=80
		Good	42% N=185
		Fair	30% N=135
		Poor	10% N=43
	Taking care of vulnerable residents	Excellent	20% N=93
		Good	38% N=175
		Fair	28% N=128

Please rate the job you feel the River Falls community does at each of the following.	Taking care of vulnerable residents	Poor	13% N=60
Please rate each of the following in the River Falls community.	Overall quality of business and service establishments	Excellent	15% N=78
		Good	54% N=279
		Fair	22% N=115
		Poor	8% N=42
	Variety of business and service establishments	Excellent	8% N=38
		Good	33% N=169
		Fair	36% N=184
		Poor	23% N=119
	Vibrancy of downtown/commercial area	Excellent	13% N=66
		Good	46% N=233
		Fair	33% N=167
		Poor	8% N=43
	Employment opportunities	Excellent	6% N=23
		Good	32% N=131
		Fair	38% N=156
		Poor	24% N=99
	Shopping opportunities	Excellent	4% N=21
		Good	21% N=111
		Fair	38% N=197

Please rate each of the following in the River Falls community.	Shopping opportunities	Poor	36% N=188
	Cost of living	Excellent	8% N=40
		Good	35% N=183
		Fair	36% N=185
		Poor	21% N=110
	Overall image or reputation	Excellent	22% N=113
		Good	60% N=307
		Fair	15% N=76
		Poor	3% N=16
Please also rate each of the following in the River Falls community.	Traffic flow on major streets	Excellent	11% N=59
		Good	52% N=270
		Fair	24% N=126
		Poor	13% N=65
	Ease of public parking	Excellent	18% N=93
		Good	43% N=222
		Fair	26% N=132
		Poor	14% N=71
	Ease of travel by car	Excellent	28% N=146
		Good	52% N=272
		Fair	18% N=92

Please also rate each of the following in the River Falls community.	Ease of travel by car	Poor	2% N=9
	Ease of travel by public transportation	Excellent	2% N=9
		Good	19% N=67
		Fair	22% N=77
		Poor	57% N=206
	Ease of travel by bicycle	Excellent	16% N=70
		Good	43% N=185
		Fair	33% N=139
		Poor	7% N=32
	Ease of walking	Excellent	30% N=152
		Good	49% N=253
		Fair	16% N=85
		Poor	5% N=24
	Well-planned residential growth	Excellent	13% N=51
		Good	45% N=181
		Fair	24% N=96
		Poor	18% N=74
	Well-planned commercial growth	Excellent	11% N=44
		Good	41% N=162
		Fair	26% N=101

Please also rate each of the following in the River Falls community.	Well-planned commercial growth	Poor	22% N=86
	Well-designed neighborhoods	Excellent	12% N=60
		Good	49% N=231
		Fair	29% N=140
		Poor	10% N=46
	Preservation of the historical or cultural character of the community	Excellent	14% N=63
		Good	59% N=256
		Fair	21% N=90
		Poor	6% N=27
	Public places where people want to spend time	Excellent	20% N=99
		Good	51% N=258
		Fair	22% N=111
		Poor	8% N=40
	Variety of housing options	Excellent	11% N=54
		Good	40% N=192
		Fair	27% N=129
		Poor	21% N=101
	Availability of affordable quality housing	Excellent	9% N=43
		Good	25% N=116
		Fair	33% N=150

Please also rate each of the following in the River Falls community.	Availability of affordable quality housing	Poor	33% N=150
	Overall quality of new development	Excellent	9% N=39
		Good	47% N=206
		Fair	33% N=148
		Poor	11% N=49
	Overall appearance	Excellent	24% N=124
		Good	62% N=318
		Fair	12% N=63
		Poor	2% N=10
	Cleanliness	Excellent	32% N=165
		Good	53% N=274
		Fair	13% N=66
		Poor	3% N=14
	Water resources	Excellent	22% N=106
		Good	45% N=219
		Fair	28% N=136
		Poor	5% N=24
	Air quality	Excellent	40% N=204
		Good	50% N=253
		Fair	9% N=45

Please also rate each of the following in the River Falls community.	Air quality	Poor	1% N=5
	Availability of paths and walking trails	Excellent	39% N=201
		Good	43% N=217
		Fair	12% N=61
		Poor	6% N=30
	Fitness opportunities	Excellent	28% N=138
		Good	47% N=231
		Fair	16% N=81
		Poor	8% N=41
	Recreational opportunities	Excellent	23% N=113
		Good	57% N=285
		Fair	17% N=82
		Poor	3% N=16
	Availability of affordable quality food	Excellent	18% N=90
		Good	43% N=223
		Fair	29% N=148
		Poor	10% N=54
	Availability of affordable quality health care	Excellent	20% N=88
		Good	43% N=194
		Fair	26% N=115

Please also rate each of the following in the River Falls community.	Availability of affordable quality health care	Poor	11% N=50
	Availability of preventive health services	Excellent	18% N=77
		Good	49% N=209
		Fair	26% N=109
		Poor	7% N=30
	Availability of affordable quality mental health care	Excellent	12% N=38
		Good	30% N=97
		Fair	30% N=96
		Poor	28% N=90
	Opportunities to attend cultural/arts/music activities	Excellent	22% N=108
		Good	46% N=224
		Fair	25% N=121
		Poor	6% N=30
	Community support for the arts	Excellent	23% N=105
		Good	51% N=227
		Fair	23% N=103
		Poor	3% N=12
	Availability of affordable quality childcare/preschool	Excellent	12% N=31
		Good	45% N=114
		Fair	22% N=55

Please also rate each of the following in the River Falls community.	Availability of affordable quality childcare/preschool	Poor	21% N=55
	K-12 education	Excellent	36% N=118
		Good	53% N=176
		Fair	9% N=29
		Poor	2% N=7
	Adult educational opportunities	Excellent	26% N=113
		Good	48% N=208
		Fair	22% N=94
		Poor	5% N=21
	Sense of civic/community pride	Excellent	22% N=101
		Good	54% N=252
		Fair	21% N=96
		Poor	4% N=19
	Neighborliness of residents	Excellent	19% N=97
		Good	55% N=273
		Fair	22% N=109
		Poor	4% N=19
	Opportunities to participate in social events and activities	Excellent	19% N=93
		Good	58% N=284
		Fair	19% N=94

Please also rate each of the following in the River Falls community.	Opportunities to participate in social events and activities	Poor	4% N=22
	Opportunities to attend special events and festivals	Excellent	23% N=117
		Good	56% N=287
		Fair	17% N=89
		Poor	4% N=18
	Opportunities to volunteer	Excellent	23% N=98
		Good	58% N=246
		Fair	16% N=68
		Poor	3% N=12
	Opportunities to participate in community matters	Excellent	17% N=75
		Good	53% N=227
		Fair	25% N=110
		Poor	4% N=19
	Openness and acceptance of the community toward people of diverse backgrounds	Excellent	13% N=55
		Good	41% N=170
		Fair	33% N=138
		Poor	13% N=54
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of River Falls for help or information	No	58% N=302
		Yes	42% N=219
	Contacted River Falls elected officials to express your opinion	No	86% N=449

Please indicate whether or not you have done each of the following in the last 12 months.	Contacted River Falls elected officials to express your opinion	Yes	14% N=72
	Attended a local public meeting	No	89% N=466
		Yes	11% N=56
	Watched a local public meeting	No	81% N=423
		Yes	19% N=98
	Volunteered your time to some group/activity	No	66% N=343
		Yes	34% N=179
	Campaigned or advocated for a local issue, cause, or candidate	No	88% N=458
		Yes	12% N=64
	Voted in your most recent local election	No	30% N=155
		Yes	70% N=366
	Used public transportation instead of driving	No	94% N=489
		Yes	6% N=32
	Carpooled with other adults or children instead of driving alone	No	46% N=239
		Yes	54% N=283
	Walked or biked instead of driving	No	28% N=148
		Yes	72% N=374
Please rate the quality of each of the following services in River Falls.	Public information services	Excellent	14% N=61
		Good	60% N=258
		Fair	20% N=87

Please rate the quality of each of the following services in River Falls.	Public information services	Poor	6% N=24
	Economic development	Excellent	10% N=40
		Good	50% N=196
		Fair	27% N=104
		Poor	13% N=50
	Traffic enforcement	Excellent	13% N=57
		Good	60% N=271
		Fair	18% N=81
		Poor	9% N=40
	Traffic signal timing	Excellent	15% N=75
		Good	51% N=259
		Fair	21% N=107
		Poor	13% N=63
	Street repair	Excellent	4% N=23
		Good	39% N=201
		Fair	34% N=174
		Poor	23% N=121
	Street cleaning	Excellent	22% N=107
		Good	52% N=257
		Fair	17% N=85

Please rate the quality of each of the following services in River Falls.	Street cleaning	Poor	9% N=43
	Street lighting	Excellent	18% N=92
		Good	49% N=252
		Fair	26% N=136
		Poor	7% N=37
	Snow removal	Excellent	26% N=132
		Good	47% N=240
		Fair	20% N=102
		Poor	8% N=39
	Sidewalk maintenance	Excellent	12% N=57
		Good	47% N=229
		Fair	26% N=124
		Poor	15% N=72
	Bus or transit services	Excellent	8% N=23
		Good	8% N=24
		Fair	19% N=58
		Poor	66% N=202
	Land use, planning and zoning	Excellent	8% N=29
		Good	39% N=144
		Fair	33% N=120

Please rate the quality of each of the following services in River Falls.	Land use, planning and zoning	Poor	20% N=73
	Code enforcement	Excellent	14% N=42
		Good	45% N=138
		Fair	26% N=79
		Poor	16% N=48
	Affordable high-speed internet access	Excellent	13% N=62
		Good	41% N=199
		Fair	26% N=127
		Poor	20% N=97
	Garbage collection	Excellent	30% N=155
		Good	59% N=300
		Fair	10% N=53
		Poor	1% N=4
	Drinking water	Excellent	28% N=144
		Good	47% N=242
		Fair	16% N=82
		Poor	9% N=48
	Sewer services	Excellent	33% N=154
		Good	56% N=267
		Fair	10% N=46

Please rate the quality of each of the following services in River Falls.	Sewer services	Poor	1% N=6
	Storm water management	Excellent	29% N=135
		Good	59% N=273
		Fair	9% N=42
		Poor	3% N=14
	Power (electric and/or gas) utility	Excellent	32% N=160
		Good	58% N=292
		Fair	10% N=52
		Poor	1% N=3
	Utility billing	Excellent	28% N=141
		Good	52% N=257
		Fair	14% N=71
		Poor	6% N=28
	Police/Sheriff services	Excellent	33% N=160
		Good	51% N=245
		Fair	12% N=57
		Poor	4% N=20
	Crime prevention	Excellent	27% N=118
		Good	57% N=249
		Fair	13% N=56

Please rate the quality of each of the following services in River Falls.	Crime prevention	Poor	3% N=11
	Animal control	Excellent	19% N=62
		Good	59% N=192
		Fair	16% N=53
		Poor	5% N=17
	Ambulance or emergency medical services	Excellent	41% N=155
		Good	49% N=186
		Fair	8% N=31
		Poor	3% N=10
	Fire services	Excellent	45% N=180
		Good	49% N=198
		Fair	6% N=26
	Fire prevention and education	Excellent	31% N=104
		Good	55% N=182
		Fair	13% N=42
		Poor	1% N=3
	Emergency preparedness	Excellent	23% N=80
		Good	52% N=182
		Fair	18% N=62
		Poor	7% N=26

Please rate the quality of each of the following services in River Falls.	Preservation of natural areas	Excellent	19% N=88
		Good	45% N=206
		Fair	23% N=106
		Poor	12% N=56
	River Falls open space	Excellent	19% N=80
		Good	47% N=199
		Fair	25% N=106
		Poor	10% N=41
	Recycling	Excellent	28% N=139
		Good	53% N=261
		Fair	12% N=58
		Poor	8% N=38
	Yard waste pick-up	Excellent	21% N=77
		Good	41% N=150
		Fair	18% N=68
		Poor	20% N=74
	City parks	Excellent	36% N=179
		Good	52% N=263
		Fair	10% N=53
		Poor	1% N=7

Please rate the quality of each of the following services in River Falls.	Recreation programs or classes	Excellent	24% N=93
		Good	55% N=217
		Fair	19% N=74
		Poor	2% N=9
	Recreation centers or facilities	Excellent	19% N=77
		Good	49% N=203
		Fair	23% N=93
		Poor	9% N=38
	Health services	Excellent	17% N=75
		Good	53% N=230
		Fair	24% N=105
		Poor	6% N=25
	Public library services	Excellent	49% N=238
		Good	46% N=221
		Fair	4% N=22
		Poor	1% N=3
	Overall customer service by River Falls employees	Excellent	36% N=169
		Good	47% N=220
		Fair	15% N=69
		Poor	3% N=13

Please rate the following categories of River Falls government performance.	The value of services for the taxes paid to River Falls	Excellent	12% N=52
		Good	50% N=218
		Fair	25% N=110
		Poor	12% N=54
	The overall direction that River Falls is taking	Excellent	10% N=46
		Good	54% N=247
		Fair	25% N=115
		Poor	11% N=53
	The job River Falls government does at welcoming resident involvement	Excellent	11% N=45
		Good	52% N=204
		Fair	26% N=104
		Poor	11% N=42
	Overall confidence in River Falls government	Excellent	9% N=41
		Good	44% N=197
		Fair	34% N=149
		Poor	13% N=58
	Generally acting in the best interest of the community	Excellent	12% N=52
		Good	50% N=226
		Fair	27% N=123
		Poor	11% N=50

Please rate the following categories of River Falls government performance.	Being honest	Excellent	12% N=48
		Good	55% N=214
		Fair	23% N=88
		Poor	10% N=38
	Being open and transparent to the public	Excellent	12% N=49
		Good	48% N=197
		Fair	29% N=117
		Poor	12% N=47
	Informing residents about issues facing the community	Excellent	15% N=62
		Good	43% N=175
		Fair	28% N=114
		Poor	14% N=56
	Treating all residents fairly	Excellent	15% N=58
		Good	46% N=178
		Fair	27% N=104
		Poor	12% N=46
	Treating residents with respect	Excellent	20% N=85
		Good	51% N=217
		Fair	24% N=99
		Poor	5% N=21

Overall, how would you rate the quality of the services provided by each of the following?	The City of River Falls	Excellent	23% N=116
		Good	53% N=265
		Fair	19% N=95
		Poor	4% N=21
	The Federal Government	Excellent	3% N=15
		Good	29% N=134
		Fair	37% N=172
		Poor	30% N=137
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.	Overall economic health	Essential	40% N=201
		Very important	46% N=233
		Somewhat important	14% N=70
		Not at all important	1% N=3
	Overall quality of the transportation system	Essential	29% N=149
		Very important	40% N=205
		Somewhat important	28% N=144
		Not at all important	4% N=19
	Overall design or layout of residential and commercial areas	Essential	29% N=148
		Very important	41% N=212
		Somewhat important	27% N=138
		Not at all important	4% N=20

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.	Overall quality of the utility infrastructure	Essential	40% N=207
		Very important	41% N=214
		Somewhat important	17% N=87
		Not at all important	2% N=8
	Overall feeling of safety	Essential	48% N=246
		Very important	33% N=167
		Somewhat important	17% N=86
		Not at all important	3% N=14
	Overall quality of natural environment	Essential	36% N=186
		Very important	46% N=239
		Somewhat important	14% N=73
		Not at all important	3% N=18
	Overall quality of parks and recreation opportunities	Essential	32% N=166
		Very important	49% N=251
		Somewhat important	16% N=84
		Not at all important	3% N=13
	Overall health and wellness opportunities	Essential	29% N=152
		Very important	44% N=229
		Somewhat important	23% N=120
		Not at all important	3% N=15

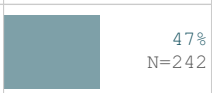
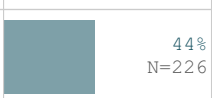
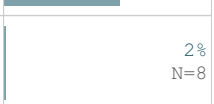
Please rate how important, if at all, you think it is for the River Falls community to focus on each of the following in the coming two years.	Overall opportunities for education, culture, and the arts	Essential	30% N=155
		Very important	41% N=211
		Somewhat important	23% N=120
		Not at all important	5% N=25
	Residents' connection and engagement with their community	Essential	21% N=106
		Very important	47% N=242
		Somewhat important	32% N=164
		Not at all important	1% N=6
	Have you had any in-person, phone, email, or other contact with an employee of the City of River Falls within the last 12 months (including police, utility representative, customer service representative, or any others)?	No	52% N=257
		Yes	48% N=233
What was your impression of the employee(s) of the City of River Falls during your most recent contact? (Rate each characteristic below.)	Knowledge	Excellent	57% N=145
		Good	30% N=75
		Fair	10% N=26
		Poor	3% N=7
	Responsiveness	Excellent	56% N=144
		Good	33% N=83
		Fair	7% N=17
		Poor	5% N=12
	Courtesy	Excellent	62% N=159
		Good	27% N=67

What was your impression of the employee(s) of the City of River Falls during your most recent contact? (Rate each characteristic below.)	Courtesy	Fair	8% N=19
		Poor	4% N=9
	Overall impression	Excellent	57% N=146
		Good	28% N=71
		Fair	10% N=26
		Poor	5% N=13
How much of a source, if at all, are each of the following for you for obtaining information about the City government and its activities, events, and services?	Electronic newsletter	Major source	24% N=119
		Minor source	36% N=179
		Not a source	40% N=199
	City website (www.rfcity.org)	Major source	41% N=206
		Minor source	37% N=187
		Not a source	22% N=109
	Facebook	Major source	46% N=233
		Minor source	26% N=132
		Not a source	28% N=138
	LinkedIn	Major source	1% N=3
		Minor source	11% N=53
		Not a source	89% N=442
	Instagram	Major source	4% N=20
		Minor source	18% N=88

How much of a source, if at all, are each of the following for you for obtaining information about the City government and its activities, events, and services?	Instagram	Not a source	78% N=387
	Newspaper	Major source	18% N=89
		Minor source	29% N=143
		Not a source	54% N=269
	In-person meetings	Major source	11% N=55
		Minor source	24% N=119
		Not a source	65% N=322
Please rate the quality of each of the following areas of the River Falls Public Library services.	Library programs (e.g., story time, classes, etc.)	Excellent	57% N=197
		Good	38% N=130
		Fair	4% N=15
		Poor	1% N=2
	Computer services/internet/wi-fi services	Excellent	41% N=130
		Good	43% N=136
		Fair	13% N=42
		Poor	3% N=10
	Library building(s) and grounds	Excellent	57% N=251
		Good	38% N=166
		Fair	4% N=17
		Poor	1% N=4
	Library hours of operation	Excellent	37% N=150

Please rate the quality of each of the following areas of the River Falls Public Library services.	Library hours of operation	Good	51% N=207
		Fair	10% N=40
		Poor	2% N=10
	Availability of staff	Excellent	53% N=202
		Good	41% N=155
		Fair	6% N=23
		Poor	1% N=2
In general, how many times do you:	Access the internet from your home	Several times a day	76% N=394
		Once a day	6% N=33
		A few times a week	8% N=40
		Every few weeks	1% N=6
		Less often or never	8% N=43
	Access the internet from your cell phone	Several times a day	89% N=459
		Once a day	2% N=11
		A few times a week	2% N=12
		Every few weeks	0% N=2
		Less often or never	6% N=30
	Visit social media sites	Several times a day	74% N=380
		Once a day	8% N=43
		A few times a week	5% N=23

In general, how many times do you:	Visit social media sites	Every few weeks	2% N=9
		Less often or never	11% N=58
	Use or check email	Several times a day	73% N=372
		Once a day	17% N=90
		A few times a week	7% N=34
		Every few weeks	1% N=7
		Less often or never	2% N=10
	Share your opinions online	Several times a day	7% N=33
		Once a day	2% N=8
		A few times a week	14% N=73
		Every few weeks	14% N=69
		Less often or never	64% N=322
	Shop online	Several times a day	13% N=67
		Once a day	7% N=35
		A few times a week	29% N=149
		Every few weeks	34% N=174
		Less often or never	17% N=88
	Please rate your overall health.	Excellent	20% N=103
		Very good	51% N=266
		Good	24% N=123

Please rate your overall health.	Fair	5% N=24	
	Poor	1% N=3	
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Very positive	2% N=11	
	Somewhat positive	13% N=68	
	Neutral	41% N=212	
	Somewhat negative	35% N=181	
	Very negative	8% N=42	
How many years have you lived in River Falls?	Less than 2 years	11% N=58	
	2-5 years	31% N=163	
	6-10 years	15% N=79	
	11-20 years	17% N=87	
	More than 20 years	26% N=134	
Which best describes the building you live in?	Single-family detached home	47% N=242	
	Townhouse or duplex (may share walls but no units above or below you)	21% N=111	
	Condominium or apartment (have units above or below you)	29% N=153	
	Mobile home	0% N=1	
	Other	2% N=13	
Do you rent or own your home?	Rent	44% N=226	
	Own	56% N=291	
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Less than $300	2% N=8	

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)?	$300 to $599	9% N=45
	$600 to $999	23% N=121
	$1,000 to $1,499	27% N=138
	$1,500 to $2,499	33% N=167
	$2,500 to $3,999	5% N=25
	$4,000 to $6,999	1% N=7
	$7,000 to $9,999	0% N=1
	$10,000 or more	0% N=2
Do any children 17 or under live in your household?	No	76% N=396
	Yes	24% N=123
Are you or any other members of your household aged 65 or older?	No	81% N=420
	Yes	19% N=99
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Less than $25,000	9% N=44
	$25,000 to $49,999	19% N=94
	$50,000 to $74,999	22% N=110
	$75,000 to $99,999	16% N=82
	$100,000 to $149,999	21% N=104
	$150,000 to $199,999	9% N=45
	$200,000 to $299,999	4% N=20
	$300,000 or more	1% N=6

Are you of Hispanic, Latino/a/x, or Spanish origin?	No, not of Hispanic, Latino/a/x, or Spanish origin	98% N=507
	Yes, I consider myself to be of Hispanic, Latino/a/x, or Spanish origin	2% N=10
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaska Native	1% N=5
	Asian	2% N=10
	Black or African American	2% N=12
	Native Hawaiian or Other Pacific Islander	0% N=2
	White	96% N=498
	A race not listed	2% N=11
In which category is your age?	18-24 years	13% N=67
	25-34 years	38% N=196
	35-44 years	12% N=64
	45-54 years	12% N=65
	55-64 years	7% N=34
	65-74 years	10% N=50
	75 years or older	8% N=43
What is your gender?	Woman	57% N=297
	Man	42% N=219
	Identify in another way	0% N=1
If you identify in another way, how would you describe your gender?	Agender/I don't identify with any gender	19% N=
	Non-binary	66% N=1

	If you identify in another way, how would you describe your gender?	Identify in another way		16% N=

Full trends

This table contains the trends over time for the City of River Falls. The combined "percent positive" responses for each survey year are presented (e.g., excellent/good or yes). If an item was not included during an administration of the survey, no percentage will be shown in the table. If the difference between the 2021 and 2023 surveys is greater than six percentage points, the change is statistically significant.

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

		2013	2015	2017	2019	2021	2023
Please rate each of the following aspects of quality of life in River Falls.	River Falls as a place to live	92%	92%	93%	93%	92%	92%
	Your neighborhood as a place to live	84%	78%	86%	88%	85%	78%
	River Falls as a place to raise children	89%	86%	94%	92%	93%	88%
	River Falls as a place to work	53%	45%	55%	57%	53%	59%
	River Falls as a place to visit		67%	69%	71%	71%	74%
	River Falls as a place to retire	68%	71%	69%	72%	77%	79%
	The overall quality of life	86%	87%	90%	90%	88%	90%
	Sense of community	83%	81%	75%	74%	74%	73%
Please rate each of the following characteristics as they relate to River Falls as a whole.	Overall economic health		74%	74%	73%	69%	67%
	Overall quality of the transportation system					45%	42%
	Overall design or layout of residential and commercial areas		69%	72%	72%	70%	64%
	Overall quality of the utility infrastructure					82%	82%
	Overall feeling of safety		90%	94%	91%	93%	90%
	Overall quality of natural environment	89%	89%	89%	92%	93%	87%
	Overall quality of parks and recreation opportunities					87%	82%
	Overall health and wellness opportunities		67%	71%	76%	76%	74%
	Overall opportunities for education, culture, and the arts		88%	90%	87%	76%	79%

Please rate each of the following characteristics as they relate to River Falls as a whole.	Residents' connection and engagement with their community					71%	72%
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in River Falls to someone who asks	89%	94%	94%	92%	92%	91%
	Remain in River Falls for the next five years	81%	79%	87%	83%	83%	84%
Please rate how safe or unsafe you feel:	In your neighborhood during the day	98%	98%	98%	97%	96%	97%
	In River Falls's downtown/commercial area during the day	98%	97%	99%	97%	96%	96%
	From property crime	76%				85%	85%
	From violent crime	90%				93%	89%
	From fire, flood, or other natural disaster					92%	92%
Please rate the job you feel the River Falls community does at each of the following.	Making all residents feel welcome					79%	76%
	Attracting people from diverse backgrounds					45%	48%
	Valuing/respecting residents from diverse backgrounds					60%	60%
	Taking care of vulnerable residents					64%	59%
Please rate each of the following in the River Falls community.	Overall quality of business and service establishments	55%	61%	64%	59%	61%	69%
	Variety of business and service establishments					38%	40%
	Vibrancy of downtown/commercial area			61%	56%	54%	55%	59%
	Employment opportunities	32%	31%	36%	46%	35%	38%
	Shopping opportunities	27%	27%	34%	26%	20%	25%
	Cost of living			53%	51%	44%	41%	43%
	Overall image or reputation	80%	84%	86%	85%	80%	82%
Please also rate each of the following in the River Falls community.	Traffic flow on major streets	53%	49%	58%	56%	61%	63%
	Ease of public parking			60%	58%	55%	72%	61%
	Ease of travel by car	65%	72%	74%	76%	84%	80%
	Ease of travel by public transportation					25%	20%	21%

Please also rate each of the following in the River Falls community.	Ease of travel by bicycle	68% 71% 74% 69% 66% 60%
	Ease of walking	84% 89% 90% 89% 85% 79%
	Well-planned residential growth	61% 58%
	Well-planned commercial growth	44% 52%
	Well-designed neighborhoods	59% 61%
	Preservation of the historical or cultural character of the community	69% 73%
	Public places where people want to spend time	76% 75% 77% 70% 70%
	Variety of housing options	65% 63% 63% 45% 48% 52%
	Availability of affordable quality housing	60% 55% 49% 34% 39% 34%
	Overall quality of new development	67% 65% 58% 65% 54% 55%
	Overall appearance	85% 87% 89% 89% 78% 86%
	Cleanliness	86% 86% 93% 89% 86% 85%
	Water resources	65% 67%
	Air quality	93% 95% 96% 94% 90% 90%
	Availability of paths and walking trails	74% 78% 87% 83% 84% 82%
	Fitness opportunities	75% 77% 73% 81% 75%
	Recreational opportunities	72% 73% 76% 72% 75% 80%
	Availability of affordable quality food	74% 60% 66% 72% 63% 61%
	Availability of affordable quality health care	60% 62% 66% 69% 65% 63%
	Availability of preventive health services	75% 74% 69% 75% 68% 67%
	Availability of affordable quality mental health care	40% 41% 43% 35% 42%
	Opportunities to attend cultural/arts/music activities	53% 77% 77% 72% 67% 69%
	Community support for the arts	66% 74%

Please also rate each of the following in the River Falls community.	Availability of affordable quality childcare/preschool	63%	64%	65%	61%	53%	57%
	K-12 education	87%	91%	92%	87%	83%	89%
	Adult educational opportunities		84%	79%	75%	67%	74%
	Sense of civic/community pride					72%	75%
	Neighborliness of residents		70%	72%	69%	75%	74%
	Opportunities to participate in social events and activities	78%	72%	76%	74%	69%	76%
	Opportunities to attend special events and festivals		78%	77%	73%	71%	79%
	Opportunities to volunteer	75%	73%	82%	76%	69%	81%
	Opportunities to participate in community matters	72%	72%	77%	71%	60%	70%
	Openness and acceptance of the community toward people of diverse backgrounds	66%	64%	65%	60%	53%	54%
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of River Falls for help or information	61%			47%	57%	42%
	Contacted River Falls elected officials to express your opinion		17%	15%	14%	15%	14%
	Attended a local public meeting	27%	16%	17%	15%	12%	11%
	Watched a local public meeting	27%	21%	18%	14%	28%	19%
	Volunteered your time to some group/activity	53%	55%	52%	44%	34%	34%
	Campaigned or advocated for a local issue, cause, or candidate		21%	28%	24%	19%	12%
	Voted in your most recent local election	85%				74%	70%
	Used public transportation instead of driving					5%	6%
	Carpooled with other adults or children instead of driving alone		42%	50%	53%	51%	54%
	Walked or biked instead of driving		79%	80%	75%	75%	72%
Please rate the quality of each of the following services in River Falls.	Public information services	82%	77%	77%	75%	68%	74%
	Economic development	59%	55%	67%	56%	57%	60%
	Traffic enforcement	74%	74%	81%	79%	70%	73%

Please rate the quality of each of the following services in River Falls.	Traffic signal timing	60% 62% 70% 66% 66% 66%
	Street repair	52% 53% 56% 55% 59% 43%
	Street cleaning	73% 73% 78% 77% 80% 74%
	Street lighting	72% 70% 79% 78% 73% 66%
	Snow removal	62% 72% 77% 73% 71% 72%
	Sidewalk maintenance	57% 63% 66% 65% 62% 59%
	Bus or transit services	29% 15% 15%
	Land use, planning and zoning	60% 61% 65% 61% 53% 47%
	Code enforcement	55% 54% 57% 60% 48% 59%
	Affordable high-speed internet access	49% 54%
	Garbage collection	84% 84% 89% 78% 86% 89%
	Drinking water	79% 77% 79% 75% 75% 75%
	Sewer services	87% 90% 90% 87% 85% 89%
	Storm water management	80% 82% 84% 70% 86% 88%
	Power (electric and/or gas) utility	86% 90% 90% 90% 87% 89%
	Utility billing	78% 84% 84% 83% 80%
	Police/Sheriff services	87% 82% 89% 93% 80% 84%
	Crime prevention	78% 73% 85% 87% 82% 84%
	Animal control	71% 73% 76% 76% 78%
	Ambulance or emergency medical services	95% 96% 90% 93% 90% 89%
	Fire services	94% 95% 95% 98% 95% 94%
	Fire prevention and education	88% 86% 88% 85% 90% 86%
	Emergency preparedness	71% 61% 71% 68% 75% 75%

Please rate the quality of each of the following services in River Falls.	Preservation of natural areas	73% 71% 77% 66% 72% 64%
	River Falls open space	70% 75% 67% 70% 66%
	Recycling	87% 83% 89% 81% 84% 81%
	Yard waste pick-up	66% 70% 61%
	City parks	93% 87% 93% 93% 89% 88%
	Recreation programs or classes	89% 77% 82% 85% 70% 79%
	Recreation centers or facilities	75% 63% 68%
	Health services	77% 75% 72% 69% 74% 70%
	Public library services	96% 90% 94% 93% 95% 95%
	Overall customer service by River Falls employees	87% 86% 88% 83%
Please rate the following categories of River Falls government performance.	The value of services for the taxes paid to River Falls	62% 53% 64% 54% 59% 62%
	The overall direction that River Falls is taking	64% 69% 73% 66% 65% 63%
	The job River Falls government does at welcoming resident involvement	65% 62% 69% 58% 56% 63%
	Overall confidence in River Falls government	63% 70% 61% 55% 53%
	Generally acting in the best interest of the community	65% 76% 62% 63% 62%
	Being honest	68% 76% 67% 62% 67%
	Being open and transparent to the public	57% 60%
	Informing residents about issues facing the community	57% 58%
	Treating all residents fairly	63% 74% 63% 62% 61%
	Treating residents with respect	70% 72%
Overall, how would you rate the quality of the services provided by each of the following?	The City of River Falls	83% 87% 88% 87% 81% 76%
	The Federal Government	41% 30% 37% 36% 33% 33%
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.	Overall economic health	88% 86% 86% 87% 86%

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.	Overall quality of the transportation system	67% 68%
	Overall design or layout of residential and commercial areas	72% 74% 73% 68% 69%
	Overall quality of the utility infrastructure	84% 81%
	Overall feeling of safety	83% 81% 86% 77% 80%
	Overall quality of natural environment	83% 79% 89% 83% 82%
	Overall quality of parks and recreation opportunities	85% 81%
	Overall health and wellness opportunities	73% 76% 77% 79% 74%
	Overall opportunities for education, culture, and the arts	81% 75% 78% 76% 72%
	Residents' connection and engagement with their community	73% 74% 81% 70% 67%
In general, how many times do you:	Access the internet from your home	93% 91%
	Access the internet from your cell phone	94% 94%
	Visit social media sites	88% 87%
	Use or check email	98% 97%
	Share your opinions online	27% 23%
	Shop online	53% 49%
	Please rate your overall health.	57% 62% 58% 69% 71%
	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:	26% 24% 24% 29% 24% 15%

Methods (open participation)

As part of its participation in The National Community Survey™ (The NCS™), the City of River Falls conducted a survey of 524 residents. Survey invitations were mailed to randomly selected households and data were collected from May 1, 2023 to June 12, 2023. The results from this main survey effort represent the most robust estimate of your residents' opinions.

After the above data collection period was underway, a link to an online open participation survey was publicized by the City of River Falls. The open participation survey was identical to the probability sample survey with two small updates; it included a question at the beginning asking if the respondent lives within the City and also a question at the end about where they heard about the survey. The open participation survey was open to all city residents and became available on May 29, 2023. The survey remained open for 2 weeks and there were 161 responses.

The open participation survey data were not collected through a random sample and it is unknown who in the community was aware of the survey; therefore, a level of confidence in the representativeness of the sample cannot be estimated. However, to reduce bias where possible, these data were statistically weighted to match the demographic characteristics of the 2020 Census and 2022 American Community Survey estimates for adults in the City of River Falls. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, and housing tenure. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.* The results of the weighting scheme for the open participation survey are presented in the following table.

* Pasek, J. (2010). ANES Weighting Algorithm. Retrieved from https://web.stanford.edu/group/iriss/cgi-bin/anesrake/resources/RakingDescription.pdf

		Unweighted	Weighted	Target*
Age	18-34	18%	53%	53%
	35-54	45%	24%	24%
	55+	37%	24%	24%
Hispanic origin	No, not of Hispanic, Latino/a/x, or Spanish ..	96%	96%	97%
	Yes, I consider myself to be of Hispanic, La..	4%	4%	3%
Housing tenure	Own	79%	56%	56%
	Rent	21%	44%	44%
Housing type	Attached	26%	52%	52%
	Detached	74%	48%	48%
Race & Hispanic origin	Not white alone	11%	8%	8%
	White alone, not Hispanic or Latino	89%	92%	92%
Sex	Man	32%	44%	44%
	Woman	68%	56%	56%
Sex/age	Man 18-34	6%	21%	21%
	Man 35-54	17%	13%	13%
	Man 55+	8%	10%	10%
	Woman 18-34	12%	32%	32%
	Woman 35-54	29%	11%	11%
	Woman 55+	27%	13%	13%

Open participation survey results

This dashboard contains a complete set of responses to each question on the open participation survey. By default, "don't know" responses are excluded, but may be added to the table using the response filter to the right. In some tables, the percentages may not sum to 100%; this is either because the question permitted the respondent to "choose all that apply", or for a question that asked the respondent to select one answer, it is due to the customary practice of rounding values to the nearest whole number.

	Do you live within the city limits of River Falls?	Yes	93% N=150
		No	6% N=10
		I don't know	0% N=1
Please rate each of the following aspects of quality of life in River Falls.	River Falls as a place to live	Excellent	34% N=55
		Good	29% N=47
		Fair	35% N=56
		Poor	2% N=3
	Your neighborhood as a place to live	Excellent	34% N=53
		Good	47% N=75
		Fair	19% N=30
		Poor	0% N=
	River Falls as a place to raise children	Excellent	40% N=55
		Good	40% N=55
		Fair	18% N=25
		Poor	2% N=2
	River Falls as a place to work	Excellent	21% N=28
		Good	15% N=19

Please rate each of the following aspects of quality of life in River Falls.	River Falls as a place to work	Fair	23% N=30
		Poor	41% N=54
	River Falls as a place to visit	Excellent	22% N=34
		Good	28% N=44
		Fair	41% N=66
		Poor	9% N=15
	River Falls as a place to retire	Excellent	17% N=18
		Good	39% N=40
		Fair	33% N=34
		Poor	11% N=12
	The overall quality of life	Excellent	18% N=28
		Good	47% N=73
		Fair	32% N=50
		Poor	4% N=6
	Sense of community	Excellent	24% N=37
		Good	43% N=66
		Fair	22% N=35
		Poor	12% N=18
Please rate each of the following characteristics as they relate to River Falls as a whole.	Overall economic health	Excellent	3% N=5
		Good	38% N=53

Please rate each of the following characteristics as they relate to River Falls as a whole.	Overall economic health	Fair	41% N=57
		Poor	18% N=24
	Overall quality of the transportation system	Excellent	6% N=9
		Good	23% N=36
		Fair	39% N=62
		Poor	33% N=52
	Overall design or layout of residential and commercial areas	Excellent	7% N=11
		Good	42% N=67
		Fair	32% N=51
		Poor	20% N=32
	Overall quality of the utility infrastructure	Excellent	20% N=30
		Good	49% N=73
		Fair	21% N=31
		Poor	10% N=15
	Overall feeling of safety	Excellent	38% N=60
		Good	40% N=63
		Fair	19% N=29
		Poor	4% N=7
	Overall quality of natural environment	Excellent	36% N=57
		Good	46% N=73

Please rate each of the following characteristics as they relate to River Falls as a whole.	Overall quality of natural environment	Fair	15% N=24
		Poor	4% N=6
	Overall quality of parks and recreation opportunities	Excellent	32% N=50
		Good	46% N=73
		Fair	18% N=28
		Poor	5% N=8
	Overall health and wellness opportunities	Excellent	18% N=26
		Good	45% N=65
		Fair	25% N=36
		Poor	13% N=18
	Overall opportunities for education, culture, and the arts	Excellent	27% N=40
		Good	37% N=56
		Fair	25% N=38
		Poor	12% N=18
	Residents' connection and engagement with their community	Excellent	11% N=17
		Good	42% N=62
		Fair	36% N=54
		Poor	11% N=16
Please indicate how likely or unlikely you are to do each of the following.	Recommend living in River Falls to someone who asks	Very likely	40% N=64
		Somewhat likely	38% N=61

Please indicate how likely or unlikely you are to do each of the following.	Recommend living in River Falls to someone who asks	Somewhat unlikely	10% N=16
		Very unlikely	13% N=20
	Remain in River Falls for the next five years	Very likely	50% N=79
		Somewhat likely	23% N=37
		Somewhat unlikely	9% N=15
		Very unlikely	18% N=28
Please rate how safe or unsafe you feel:	In your neighborhood during the day	Very safe	77% N=123
		Somewhat safe	15% N=24
		Neither safe nor unsafe	1% N=1
		Somewhat unsafe	7% N=11
		Very unsafe	1% N=2
	In River Falls's downtown/commercial area during the day	Very safe	70% N=112
		Somewhat safe	22% N=36
		Neither safe nor unsafe	7% N=11
		Somewhat unsafe	0% N=1
		Very unsafe	0% N=1
	From property crime	Very safe	42% N=66
		Somewhat safe	37% N=58
		Neither safe nor unsafe	8% N=12
		Somewhat unsafe	8% N=13

Please rate how safe or unsafe you feel:	From property crime	Very unsafe	5% N=8
	From violent crime	Very safe	60% N=91
		Somewhat safe	28% N=42
		Neither safe nor unsafe	7% N=11
		Somewhat unsafe	4% N=7
		Very unsafe	1% N=1
	From fire, flood, or other natural disaster	Very safe	48% N=74
		Somewhat safe	37% N=57
		Neither safe nor unsafe	13% N=21
		Somewhat unsafe	1% N=2
		Very unsafe	0% N=1
Please rate the job you feel the River Falls community does at each of the following.	Making all residents feel welcome	Excellent	16% N=26
		Good	47% N=75
		Fair	31% N=49
		Poor	6% N=9
	Attracting people from diverse backgrounds	Excellent	7% N=11
		Good	26% N=39
		Fair	34% N=51
		Poor	32% N=47
	Valuing/respecting residents from diverse backgrounds	Excellent	13% N=17

Please rate the job you feel the River Falls community does at each of the following.	Valuing/respecting residents from diverse backgrounds	Good	29% N=39
		Fair	27% N=36
		Poor	32% N=43
	Taking care of vulnerable residents	Excellent	11% N=15
		Good	27% N=37
		Fair	33% N=45
		Poor	30% N=40
Please rate each of the following in the River Falls community.	Overall quality of business and service establishments	Excellent	9% N=14
		Good	45% N=71
		Fair	29% N=46
		Poor	17% N=27
	Variety of business and service establishments	Excellent	2% N=4
		Good	13% N=21
		Fair	30% N=48
		Poor	55% N=88
	Vibrancy of downtown/commercial area	Excellent	9% N=14
		Good	31% N=49
		Fair	40% N=63
		Poor	21% N=33
	Employment opportunities	Excellent	7% N=9

Please rate each of the following in the River Falls community.	Employment opportunities	Good	17% N=22
		Fair	36% N=48
		Poor	41% N=54
	Shopping opportunities	Excellent	0% N=1
		Good	6% N=10
		Fair	30% N=47
		Poor	63% N=98
	Cost of living	Excellent	5% N=8
		Good	14% N=22
		Fair	46% N=71
		Poor	35% N=54
	Overall image or reputation	Excellent	12% N=19
		Good	50% N=81
		Fair	24% N=39
		Poor	13% N=22
Please also rate each of the following in the River Falls community.	Traffic flow on major streets	Excellent	9% N=15
		Good	45% N=73
		Fair	29% N=46
		Poor	17% N=27
	Ease of public parking	Excellent	11% N=17

Please also rate each of the following in the River Falls community.	Ease of public parking	Good	42% N=65
		Fair	33% N=50
		Poor	14% N=22
	Ease of travel by car	Excellent	22% N=34
		Good	59% N=92
		Fair	16% N=24
		Poor	3% N=5
	Ease of travel by public transportation	Excellent	7% N=8
		Good	5% N=6
		Fair	16% N=19
		Poor	71% N=83
	Ease of travel by bicycle	Excellent	14% N=20
		Good	37% N=52
		Fair	35% N=50
		Poor	14% N=21
	Ease of walking	Excellent	29% N=46
		Good	33% N=52
		Fair	34% N=54
		Poor	4% N=6
	Well-planned residential growth	Excellent	8% N=11

Please also rate each of the following in the River Falls community.	Well-planned residential growth	Good	21% N=30
		Fair	37% N=52
		Poor	34% N=49
	Well-planned commercial growth	Excellent	6% N=8
		Good	16% N=21
		Fair	33% N=43
		Poor	46% N=61
	Well-designed neighborhoods	Excellent	9% N=14
		Good	36% N=56
		Fair	38% N=59
		Poor	17% N=26
	Preservation of the historical or cultural character of the community	Excellent	13% N=18
		Good	42% N=56
		Fair	34% N=45
		Poor	11% N=15
	Public places where people want to spend time	Excellent	19% N=29
		Good	35% N=54
		Fair	34% N=52
		Poor	11% N=17
	Variety of housing options	Excellent	7% N=10

Please also rate each of the following in the River Falls community.	Variety of housing options	Good	23% N=34
		Fair	26% N=38
		Poor	44% N=63
	Availability of affordable quality housing	Excellent	5% N=8
		Good	10% N=14
		Fair	24% N=34
		Poor	61% N=88
	Overall quality of new development	Excellent	4% N=6
		Good	33% N=50
		Fair	38% N=58
		Poor	25% N=37
	Overall appearance	Excellent	17% N=27
		Good	57% N=90
		Fair	25% N=39
		Poor	1% N=2
	Cleanliness	Excellent	36% N=58
		Good	42% N=67
		Fair	22% N=36
		Poor	0% N=
	Water resources	Excellent	28% N=44

Please also rate each of the following in the River Falls community.	Water resources	Good	28% N=45
		Fair	40% N=63
		Poor	3% N=6
	Air quality	Excellent	45% N=71
		Good	40% N=63
		Fair	13% N=20
		Poor	2% N=3
	Availability of paths and walking trails	Excellent	28% N=46
		Good	41% N=66
		Fair	27% N=43
		Poor	4% N=7
	Fitness opportunities	Excellent	19% N=28
		Good	43% N=62
		Fair	29% N=42
		Poor	9% N=13
	Recreational opportunities	Excellent	14% N=20
		Good	43% N=63
		Fair	28% N=42
		Poor	15% N=22
	Availability of affordable quality food	Excellent	20% N=30

Please also rate each of the following in the River Falls community.	Availability of affordable quality food	Good	25% N=39
		Fair	35% N=53
		Poor	20% N=31
	Availability of affordable quality health care	Excellent	17% N=25
		Good	34% N=49
		Fair	34% N=49
		Poor	16% N=23
	Availability of preventive health services	Excellent	21% N=29
		Good	39% N=55
		Fair	22% N=31
		Poor	18% N=25
	Availability of affordable quality mental health care	Excellent	10% N=11
		Good	15% N=18
		Fair	27% N=31
		Poor	48% N=54
	Opportunities to attend cultural/arts/music activities	Excellent	18% N=27
		Good	43% N=66
		Fair	32% N=48
		Poor	7% N=11
	Community support for the arts	Excellent	24% N=33

Please also rate each of the following in the River Falls community.	Community support for the arts	Good	44% N=59
		Fair	25% N=35
		Poor	7% N=9
	Availability of affordable quality childcare/preschool	Excellent	18% N=17
		Good	13% N=12
		Fair	29% N=27
		Poor	40% N=36
	K-12 education	Excellent	38% N=43
		Good	48% N=55
		Fair	11% N=12
		Poor	4% N=4
	Adult educational opportunities	Excellent	26% N=36
		Good	39% N=54
		Fair	23% N=32
		Poor	11% N=15
	Sense of civic/community pride	Excellent	14% N=20
		Good	53% N=78
		Fair	27% N=40
		Poor	6% N=9
	Neighborliness of residents	Excellent	21% N=33

Please also rate each of the following in the River Falls community.	Neighborliness of residents	Good	41% N=64
		Fair	24% N=37
		Poor	14% N=21
	Opportunities to participate in social events and activities	Excellent	15% N=22
		Good	45% N=66
		Fair	29% N=44
		Poor	11% N=17
	Opportunities to attend special events and festivals	Excellent	22% N=34
		Good	45% N=69
		Fair	30% N=46
		Poor	3% N=5
	Opportunities to volunteer	Excellent	28% N=32
		Good	45% N=50
		Fair	23% N=26
		Poor	4% N=4
	Opportunities to participate in community matters	Excellent	21% N=26
		Good	44% N=56
		Fair	27% N=35
		Poor	9% N=11
	Openness and acceptance of the community toward people of diverse backgrounds	Excellent	17% N=22

Please also rate each of the following in the River Falls community.	Openness and acceptance of the community toward people of diverse backgrounds	Good	26% N=35
		Fair	22% N=29
		Poor	35% N=46
Please indicate whether or not you have done each of the following in the last 12 months.	Contacted the City of River Falls for help or information	No	49% N=77
		Yes	51% N=79
	Contacted River Falls elected officials to express your opinion	No	78% N=125
		Yes	22% N=36
	Attended a local public meeting	No	86% N=137
		Yes	14% N=23
	Watched a local public meeting	No	66% N=106
		Yes	34% N=55
	Volunteered your time to some group/activity	No	51% N=82
		Yes	49% N=78
	Campaigned or advocated for a local issue, cause, or candidate	No	73% N=117
		Yes	27% N=43
	Voted in your most recent local election	No	13% N=21
		Yes	87% N=140
	Used public transportation instead of driving	No	93% N=146
		Yes	7% N=11
	Carpooled with other adults or children instead of driving alone	No	46% N=73

Please indicate whether or not you have done each of the following in the last 12 months.	Carpooled with other adults or children instead of driving alone	Yes	54% N=87
	Walked or biked instead of driving	No	20% N=32
		Yes	80% N=129
Please rate the quality of each of the following services in River Falls.	Public information services	Excellent	9% N=13
		Good	41% N=58
		Fair	34% N=48
		Poor	16% N=22
	Economic development	Excellent	10% N=13
		Good	22% N=29
		Fair	37% N=49
		Poor	31% N=41
	Traffic enforcement	Excellent	14% N=20
		Good	41% N=59
		Fair	27% N=39
		Poor	18% N=26
	Traffic signal timing	Excellent	11% N=17
		Good	50% N=79
		Fair	19% N=30
		Poor	20% N=32
	Street repair	Excellent	10% N=15

Please rate the quality of each of the following services in River Falls.	Street repair	Good	26% N=40
		Fair	32% N=50
		Poor	32% N=49
	Street cleaning	Excellent	34% N=54
		Good	40% N=64
		Fair	21% N=33
		Poor	5% N=8
	Street lighting	Excellent	21% N=34
		Good	43% N=69
		Fair	24% N=38
		Poor	12% N=19
	Snow removal	Excellent	39% N=62
		Good	31% N=50
		Fair	20% N=32
		Poor	9% N=15
	Sidewalk maintenance	Excellent	17% N=26
		Good	42% N=64
		Fair	25% N=39
		Poor	16% N=25
	Bus or transit services	Excellent	1% N=2

Please rate the quality of each of the following services in River Falls.	Bus or transit services	Good	4% N=5
		Fair	16% N=19
		Poor	79% N=92
	Land use, planning and zoning	Excellent	5% N=6
		Good	18% N=24
		Fair	46% N=59
		Poor	31% N=39
	Code enforcement	Excellent	7% N=8
		Good	23% N=28
		Fair	34% N=42
		Poor	36% N=44
	Affordable high-speed internet access	Excellent	17% N=26
		Good	22% N=33
		Fair	30% N=46
		Poor	31% N=48
	Garbage collection	Excellent	32% N=49
		Good	45% N=69
		Fair	20% N=31
		Poor	3% N=5
	Drinking water	Excellent	23% N=37

Please rate the quality of each of the following services in River Falls.	Drinking water	Good	49% N=76
		Fair	16% N=25
		Poor	12% N=19
	Sewer services	Excellent	31% N=43
		Good	61% N=83
		Fair	7% N=10
		Poor	1% N=1
	Storm water management	Excellent	25% N=32
		Good	61% N=80
		Fair	11% N=15
		Poor	3% N=4
	Power (electric and/or gas) utility	Excellent	30% N=44
		Good	49% N=73
		Fair	17% N=25
		Poor	5% N=7
	Utility billing	Excellent	28% N=42
		Good	40% N=59
		Fair	20% N=29
		Poor	12% N=18
	Police/Sheriff services	Excellent	34% N=47

Please rate the quality of each of the following services in River Falls.	Police/Sheriff services	Good	51% N=70
		Fair	13% N=17
		Poor	2% N=3
	Crime prevention	Excellent	27% N=37
		Good	51% N=72
		Fair	16% N=23
		Poor	6% N=9
	Animal control	Excellent	22% N=23
		Good	43% N=46
		Fair	28% N=29
		Poor	8% N=8
	Ambulance or emergency medical services	Excellent	30% N=38
		Good	52% N=65
		Fair	15% N=18
		Poor	4% N=5
	Fire services	Excellent	37% N=48
		Good	57% N=74
		Fair	6% N=7
	Fire prevention and education	Excellent	26% N=28
		Good	57% N=59

Please rate the quality of each of the following services in River Falls.	Fire prevention and education	Fair	16% N=17
		Poor	1% N=1
	Emergency preparedness	Excellent	13% N=14
		Good	50% N=55
		Fair	26% N=29
		Poor	11% N=12
	Preservation of natural areas	Excellent	17% N=24
		Good	42% N=59
		Fair	25% N=35
		Poor	16% N=22
	River Falls open space	Excellent	11% N=15
		Good	47% N=64
		Fair	23% N=31
		Poor	20% N=27
	Recycling	Excellent	27% N=39
		Good	45% N=64
		Fair	21% N=30
		Poor	7% N=10
	Yard waste pick-up	Excellent	17% N=19
		Good	35% N=39

Please rate the quality of each of the following services in River Falls.	Yard waste pick-up	Fair	25% N=28
		Poor	23% N=26
	City parks	Excellent	28% N=45
		Good	58% N=92
		Fair	13% N=21
		Poor	1% N=1
	Recreation programs or classes	Excellent	20% N=25
		Good	45% N=57
		Fair	27% N=35
		Poor	9% N=11
	Recreation centers or facilities	Excellent	16% N=20
		Good	30% N=38
		Fair	30% N=38
		Poor	25% N=32
	Health services	Excellent	15% N=20
		Good	40% N=55
		Fair	31% N=42
		Poor	14% N=19
	Public library services	Excellent	69% N=92
		Good	27% N=37

Please rate the quality of each of the following services in River Falls.	Public library services	Fair	4% N=5
		Poor	0% N=
	Overall customer service by River Falls employees	Excellent	33% N=49
		Good	39% N=58
		Fair	24% N=36
		Poor	4% N=6
Please rate the following categories of River Falls government performance.	The value of services for the taxes paid to River Falls	Excellent	9% N=12
		Good	37% N=50
		Fair	33% N=45
		Poor	20% N=27
	The overall direction that River Falls is taking	Excellent	13% N=19
		Good	26% N=36
		Fair	31% N=44
		Poor	30% N=43
	The job River Falls government does at welcoming resident involvement	Excellent	10% N=14
		Good	47% N=66
		Fair	30% N=42
		Poor	13% N=18
	Overall confidence in River Falls government	Excellent	7% N=11
		Good	32% N=49

Please rate the following categories of River Falls government performance.	Overall confidence in River Falls government	Fair	30% N=45
		Poor	31% N=48
	Generally acting in the best interest of the community	Excellent	11% N=16
		Good	31% N=46
		Fair	30% N=45
		Poor	28% N=42
	Being honest	Excellent	12% N=15
		Good	43% N=56
		Fair	24% N=32
		Poor	20% N=26
	Being open and transparent to the public	Excellent	9% N=11
		Good	36% N=47
		Fair	35% N=45
		Poor	21% N=28
	Informing residents about issues facing the community	Excellent	11% N=16
		Good	23% N=33
		Fair	29% N=42
		Poor	38% N=56
	Treating all residents fairly	Excellent	15% N=20
		Good	37% N=50

Please rate the following categories of River Falls government performance.	Treating all residents fairly	Fair	26% N=35
		Poor	23% N=31
	Treating residents with respect	Excellent	17% N=24
		Good	37% N=53
		Fair	33% N=46
		Poor	13% N=18
Overall, how would you rate the quality of the services provided by each of the following?	The City of River Falls	Excellent	19% N=29
		Good	41% N=64
		Fair	26% N=41
		Poor	14% N=21
	The Federal Government	Excellent	2% N=3
		Good	24% N=31
		Fair	41% N=54
		Poor	33% N=43
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.	Overall economic health	Essential	44% N=70
		Very important	37% N=58
		Somewhat important	19% N=29
	Overall quality of the transportation system	Essential	35% N=55
		Very important	33% N=52
		Somewhat important	30% N=47

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.	Overall quality of the transportation system	Not at all important	2% N=2
	Overall design or layout of residential and commercial areas	Essential	35% N=55
		Very important	42% N=66
		Somewhat important	20% N=31
		Not at all important	4% N=6
	Overall quality of the utility infrastructure	Essential	49% N=78
		Very important	33% N=51
		Somewhat important	17% N=27
		Not at all important	1% N=1
	Overall feeling of safety	Essential	47% N=73
		Very important	41% N=63
		Somewhat important	12% N=19
	Overall quality of natural environment	Essential	42% N=67
		Very important	46% N=74
		Somewhat important	11% N=17
		Not at all important	1% N=1
	Overall quality of parks and recreation opportunities	Essential	34% N=55
		Very important	51% N=81
		Somewhat important	14% N=23
		Not at all important	0% N=1

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.	Overall health and wellness opportunities	Essential	31% N=49
		Very important	46% N=73
		Somewhat important	23% N=36
		Not at all important	1% N=1
	Overall opportunities for education, culture, and the arts	Essential	26% N=41
		Very important	48% N=77
		Somewhat important	21% N=33
		Not at all important	5% N=8
	Residents' connection and engagement with their community	Essential	28% N=44
		Very important	40% N=64
		Somewhat important	31% N=50
		Not at all important	1% N=1
	Have you had any in-person, phone, email, or other contact with an employee of the City of River Falls within the last 12 months (including police, utility representative, customer service representative, or any others)?	No	21% N=34
		Yes	79% N=126
What was your impression of the employee(s) of the City of River Falls during your most recent contact? (Rate each characteristic below.)	Knowledge	Excellent	40% N=50
		Good	39% N=50
		Fair	17% N=21
		Poor	4% N=5
	Responsiveness	Excellent	45% N=56
		Good	28% N=35

What was your impression of the employee(s) of the City of River Falls during your most recent contact? (Rate each characteristic below.)	Responsiveness	Fair	20% N=25
		Poor	8% N=9
	Courtesy	Excellent	48% N=60
		Good	29% N=36
		Fair	12% N=15
		Poor	11% N=13
	Overall impression	Excellent	45% N=56
		Good	33% N=42
		Fair	17% N=21
		Poor	5% N=6
How much of a source, if at all, are each of the following for you for obtaining information about the City government and its activities, events, and services?	Electronic newsletter	Major source	37% N=58
		Minor source	30% N=48
		Not a source	33% N=53
	City website (www.rfcity.org)	Major source	47% N=73
		Minor source	48% N=74
		Not a source	5% N=7
	Facebook	Major source	54% N=85
		Minor source	37% N=59
		Not a source	9% N=14
	LinkedIn	Minor source	4% N=6

How much of a source, if at all, are each of the following for you for obtaining information about the City government and its activities, events, and services?	LinkedIn	Not a source	96% N=152
	Instagram	Major source	5% N=7
		Minor source	15% N=23
		Not a source	81% N=129
	Newspaper	Major source	9% N=13
		Minor source	44% N=69
		Not a source	48% N=75
	In-person meetings	Major source	14% N=22
		Minor source	34% N=55
		Not a source	52% N=83
Please rate the quality of each of the following areas of the River Falls Public Library services.	Library programs (e.g., story time, classes, etc.)	Excellent	62% N=68
		Good	35% N=39
		Fair	2% N=2
		Poor	2% N=2
	Computer services/internet/wi-fi services	Excellent	40% N=44
		Good	46% N=50
		Fair	12% N=13
		Poor	1% N=1
	Library building(s) and grounds	Excellent	56% N=74
		Good	38% N=50

Please rate the quality of each of the following areas of the River Falls Public Library services.	Library building(s) and grounds	Fair	5% N=7
		Poor	0% N=
	Library hours of operation	Excellent	39% N=49
		Good	42% N=53
		Fair	19% N=24
		Poor	0% N=
	Availability of staff	Excellent	60% N=69
		Good	35% N=40
		Fair	5% N=6
In general, how many times do you:	Access the internet from your home	Several times a day	89% N=139
		Once a day	3% N=4
		A few times a week	1% N=2
		Every few weeks	5% N=8
		Less often or never	2% N=4
	Access the internet from your cell phone	Several times a day	95% N=150
		Once a day	3% N=5
		A few times a week	1% N=2
		Every few weeks	0% N=1
		Less often or never	0% N=1
	Visit social media sites	Several times a day	86% N=136

In general, how many times do you:	Visit social media sites	Once a day	9% N=14
		A few times a week	4% N=6
		Less often or never	2% N=3
	Use or check email	Several times a day	83% N=133
		Once a day	17% N=26
	Share your opinions online	Several times a day	5% N=8
		Once a day	4% N=6
		A few times a week	18% N=29
		Every few weeks	20% N=32
		Less often or never	53% N=84
	Shop online	Several times a day	8% N=13
		Once a day	15% N=24
		A few times a week	36% N=57
		Every few weeks	38% N=60
		Less often or never	3% N=5
	Please rate your overall health.	Excellent	27% N=43
		Very good	36% N=57
		Good	31% N=49
		Fair	5% N=7
		Poor	2% N=4

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Very positive	7% N=12
	Somewhat positive	9% N=14
	Neutral	38% N=60
	Somewhat negative	30% N=47
	Very negative	17% N=27
How many years have you lived in River Falls?	Less than 2 years	11% N=17
	2-5 years	29% N=47
	6-10 years	15% N=24
	11-20 years	16% N=26
	More than 20 years	29% N=46
Which best describes the building you live in?	Single-family detached home	48% N=76
	Townhouse or duplex (may share walls but no units above or below you)	30% N=47
	Condominium or apartment (have units above or below you)	21% N=34
	Mobile home	1% N=2
	Other	0% N=
Do you rent or own your home?	Rent	44% N=70
	Own	56% N=90
About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Less than $300	1% N=1
	$300 to $599	10% N=15
	$600 to $999	23% N=37

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)?	$1,000 to $1,499	21% N=33
	$1,500 to $2,499	36% N=57
	$2,500 to $3,999	8% N=13
	$4,000 to $6,999	1% N=2
Do any children 17 or under live in your household?	No	67% N=106
	Yes	33% N=53
Are you or any other members of your household aged 65 or older?	No	86% N=137
	Yes	14% N=23
How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Less than $25,000	5% N=8
	$25,000 to $49,999	14% N=21
	$50,000 to $74,999	25% N=38
	$75,000 to $99,999	18% N=28
	$100,000 to $149,999	17% N=26
	$150,000 to $199,999	14% N=22
	$200,000 to $299,999	5% N=8
	$300,000 or more	0% N=1
Are you of Hispanic, Latino/a/x, or Spanish origin?	No, not of Hispanic, Latino/a/x, or Spanish origin	96% N=153
	Yes, I consider myself to be of Hispanic, Latino/a/x, or Spanish origin	4% N=6
What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	American Indian or Alaska Native	4% N=7
	Asian	0% N=1

What is your race? (Mark one or more races to indicate what race you consider yourself to be.)	Black or African American	0% N=
	White	99% N=158
	A race not listed	1% N=1
In which category is your age?	18-24 years	11% N=17
	25-34 years	42% N=67
	35-44 years	16% N=26
	45-54 years	7% N=12
	55-64 years	11% N=18
	65-74 years	11% N=18
	75 years or older	0% N=1
What is your gender?	Woman	55% N=88
	Man	44% N=70
	Identify in another way	1% N=2
If you identify in another way, how would you describe your gender?	Non-binary	100% N=2
How did you hear about this survey? (Select all that apply.)	The City's website	10% N=16
	The City's social media (Facebook, Twitter, Instagram, etc.)	71% N=113
	Received an email from the City	7% N=12
	In a City newsletter or utility bill	5% N=8
	Received a postcard or letter from the City	1% N=1
	In my Facebook feed	24% N=39

How did you hear about this survey? (Select all that apply.)	Saw a flyer or poster about it		2% N=4
	Heard about it from a family member, friend or neighbor		3% N=5
	Heard about it from a business or social organization in my community		3% N=5
	Other		0% N=

The City of River Falls 2023 Community Survey

Please complete this survey if you are the adult (age 18 or older) in the household who most recently had a birthday (the year of birth does not matter). Your responses are confidential and no identifying information will be shared.

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

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

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

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

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

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know
Recommend living in River Falls to someone who asks	1	2	3	4	5
Remain in River Falls for the next five years	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

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

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

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

6. Please rate each of the following in the River Falls community.

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

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7. Please also rate each of the following in the River Falls community.

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

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

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

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9. Please rate the quality of each of the following services in River Falls.

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

10. Please rate the following categories of River Falls government performance.

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

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

	Excellent	Good	Fair	Poor	Don't know
The City of River Falls	1	2	3	4	5
The Federal Government	1	2	3	4	5

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12. 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
Overall economic health of River Falls	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in River Falls	1	2	3	4
Overall design or layout of River Falls' residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4
Overall quality of the utility infrastructure in River Falls (water, sewer, storm water, electric/gas, broadband)	1	2	3	4
Overall feeling of safety in River Falls	1	2	3	4
Overall quality of natural environment in River Falls	1	2	3	4
Overall quality of parks and recreation opportunities	1	2	3	4
Overall health and wellness opportunities in River Falls	1	2	3	4
Overall opportunities for education, culture, and the arts	1	2	3	4
Residents' connection and engagement with their community	1	2	3	4

13. Have you had any in-person, phone, email, or other contact with an employee of the City of River Falls within the last 12 months (including police, utility representative, customer service representative, or any others)?
❍ No ➔ Go to Question 15 ❍ Yes ➔ Go to Question 14

14. What was your impression of the employee(s) of the City of River Falls during your most recent contact? (Rate each characteristic below.)

	Excellent	Good	Fair	Poor	Don't know
Knowledge	1	2	3	4	5
Responsiveness	1	2	3	4	5
Courtesy	1	2	3	4	5
Overall impression	1	2	3	4	5

15. How much of a source, if at all, are each of the following for you for obtaining information about the City government and its activities, events, and services?

	Major source	Minor source	Not a source
Electronic newsletter	1	2	3
City website (www.rfcity.org)	1	2	3
Facebook	1	2	3
LinkedIn	1	2	3
Instagram	1	2	3
Newspaper	1	2	3
In-person meetings	1	2	3

16. Please rate the quality of each of the following areas of the River Falls Public Library services.

	Excellent	Good	Fair	Poor	Don't know
Library programs (e.g., story time, classes, etc.)	1	2	3	4	5
Computer services/internet/wi-fi services	1	2	3	4	5
Library building(s) and grounds	1	2	3	4	5
Library hours of operation	1	2	3	4	5
Availability of staff	1	2	3	4	5

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The City of River Falls 2023 Community Survey

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

D1. In general, how many times do you:

	Several times a day	Once a day	A few times a week	Every few weeks	Less often or never	Don't know
Access the internet from your home using a computer, laptop, or tablet computer	1	2	3	4	5	6
Access the internet from your cell phone	1	2	3	4	5	6
Visit social media sites such as Facebook, Twitter, Nextdoor, etc.	1	2	3	4	5	6
Use or check email	1	2	3	4	5	6
Share your opinions online	1	2	3	4	5	6
Shop online	1	2	3	4	5	6

D2. Please rate your overall health.

❍ Excellent ❍ Very good ❍ Good ❍ Fair ❍ Poor

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

❍ Very positive ❍ Somewhat positive ❍ Neutral ❍ Somewhat negative ❍ Very negative

D4. How many years have you lived in River Falls?

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

D5. Which best describes the building you live in?

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

D6. Do you rent or own your home?

❍ Rent
❍ Own

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

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

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

❍ No ❍ Yes

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

❍ No ❍ Yes

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

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

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

❍ No ❍ Yes

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

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

D13. In which category is your age?

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

D14. What is your gender?

❍ Woman
❍ Man
❍ Identify in another way → go to D14a

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

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

Thank you! Please return the completed survey in the postage-paid envelope to:
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502

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