



NEWTON



NEWTON COMMUNITY ATTITUDE SURVEY

SEPTEMBER 1995

IOWA STATE UNIVERSITY
OF SCIENCE AND TECHNOLOGY

Ames, Iowa



UNIVERSITY OF MICHIGAN

1954

I. COMMUNITY IMAGE

A. How do you rate Newton as a place to live? To answer this question, please read the statements below and indicate whether you AGREE or DISAGREE with each by circling the appropriate number. Note that some of the questions are stated as positive statements while others are negatively worded, so be sure to read EACH statement carefully.

	<u>STRONGLY DISAGREE</u>	<u>DISAGREE</u>	<u>AGREE</u>	<u>STRONGLY AGREE</u>	<u>DON'T KNOW</u>	<u>NO ANSWER</u>
1. Newton is a friendly place in which to live.	3%	9%	58%	29%	1%	(3)
2. People in Newton actively participate in local community affairs	2%	15%	68%	8%	7%	(0)
3. Newton does a poor job of planning ahead for the future	7%	50%	23%	8%	12%	(7)
4. I feel safe living in Newton	4%	10%	58%	28%	0%	(4)
5. The economic outlook for Newton appears bright	3%	29%	52%	9%	7%	(1)
6. People in Newton speak well about this community	3%	19%	62%	14%	2%	(3)
7. Newton has weak leadership	4%	51%	26%	6%	13%	(5)
8. People in Newton show little pride in their community	22%	63%	9%	5%	1%	(3)
9. Newton's city government effectively deals with community problems.	6%	26%	52%	3%	13%	(5)
10. Overall, the city services available in Newton are satisfactory	3%	14%	74%	8%	1%	(1)
11. Newton appears incapable of solving its own problems	12%	61%	15%	4%	8%	(3)
12. Newton discourages citizens from getting involved in local community affairs. . .	12%	69%	12%	3%	4%	(1)
13. The general appearance of the community is attractive.	1%	9%	73%	16%	1%	(1)
14. The general appearance of downtown is attractive	2%	16%	74%	8%	0%	(4)
15. The general appearance of community entrances is attractive.	5%	13%	76%	6%	0%	(5)
16. Vacant lots in Newton are well maintained	8%	38%	40%	2%	12%	(7)
17. Overall, Newton has a good quality of life	0%	9%	71%	18%	2%	(4)

II. GOVERNMENTAL SPENDING

A. Please circle the number to indicate whether you feel MORE, LESS or the SAME amount of money should be spent for each of the following services. Please keep in mind that an increase in one area may require either a reduction in another area or an increase in taxes.

	SPEND LESS	SPEND SAME	SPEND MORE	NO ANSWER
1. Enforcement of traffic laws	18%	71%	11%	(7)
2. Enforcement of drug and alcohol violations.	5%	44%	51%	(5)
3. Investigation of crimes against property.	2%	67%	31%	(6)
4. Investigation of crimes against persons	3%	57%	40%	(7)
5. D.A.R.E., School Resource Officer, Police Satellite Station, and other crime prevention programs.	8%	60%	32%	(8)
6. Animal control.	22%	72%	6%	(9)
7. Enforcement of property maintenance standards such as junk cars, junk accumulation, building conditions, weeds, etc.	16%	53%	31%	(6)
8. Fire fighting	3%	86%	11%	(7)
9. Fire prevention programs.	8%	87%	5%	(6)
10. Ambulance services.	6%	82%	12%	(7)
11. Street repairs.	2%	62%	36%	(6)
12. Snow removal.	2%	84%	14%	(6)
13. Street sweeping	20%	77%	3%	(6)
14. Street lighting	3%	83%	14%	(5)
15. Construction of sidewalks and walkways.	10%	72%	18%	(9)
16. Sanitary sewer system	7%	88%	5%	(7)
17. Street drainage system.	5%	84%	11%	(7)
18. Traffic control	10%	83%	7%	(6)
19. Garbage collection.	7%	89%	4%	(5)
20. Curbside recycling.	15%	79%	6%	(5)
21. Water pressure.	2%	90%	8%	(5)
22. Water quality	1%	84%	15%	(6)
23. Maintenance of public parks	5%	87%	8%	(6)
24. Recreational programs for adults.	21%	63%	16%	(5)
25. Recreational programs for teens	9%	52%	39%	(7)
26. Summer and after-school recreational programs for children.	10%	53%	37%	(6)
27. Public library.	20%	71%	9%	(6)
28. Developing off-street parking downtown.	27%	56%	17%	(10)
29. Visitor and Conference Bureau	32%	65%	3%	(5)
30. Retired Senior Volunteer Program (RSVP)/Jasper County Volunteer Program (JCVP)	14%	79%	7%	(5)
31. Economic development.	13%	59%	28%	(5)

B. Of all the services listed on the previous page, which ONE (if any) do you feel is in greatest need of MORE spending? _____

1. Enforcement of traffic laws	3%
2. Enforcement of drug and alcohol violations.	22%
3. Investigation of crimes against property.	2%
4. Investigation of crimes against persons	2%
5. D.A.R.E., School Resource Officer, Police Satellite Station, and other crime prevention programs.	8%
6. Animal control.	1%
7. Enforcement of property maintenance standards such as junk cars, junk accumulation, building, conditions, weeds, etc.	6%
8. Fire fighting	0%
9. Fire prevention programs.	0%
10. Ambulance services.	1%
11. Street repairs.	13%
12. Snow removal.	2%
13. Street sweeping	0%
14. Street lighting	1%
15. Construction of sidewalks and walkways.	2%
16. Sanitary sewer system	1%
17. Street drainage system.	1%
18. Traffic control	0%
19. Garbage collection.	1%
20. Curbside recycling.	0%
21. Water pressure.	0%
22. Water quality	1%
23. Maintenance of public parks	2%
24. Recreational programs for adults.	1%
25. Recreational programs for teens	12%
26. Summer and after-school recreational programs for children.	4%
27. Public library.	3%
28. Developing off-street parking downtown.	2%
29. Visitor and Conference Bureau	0%
30. Retired Senior Volunteer Program (RSVP)/Jasper County Volunteer Program (JCVP)	0%
31. Economic development.	9%
NO ANSWER	(70)

Of all the services listed on the previous page, which ONE (if any) do you feel is in greatest need of REDUCED spending?

1. Enforcement of traffic laws	10%	1
2. Enforcement of drug and alcohol violations.	0%	0
3. Investigation of crimes against property.	0%	0
4. Investigation of crimes against persons	0%	0
5. D.A.R.E., School Resource Officer, Police Satellite Station, and other crime prevention programs.	1%	1
6. Animal control.	4%	4
7. Enforcement of property maintenance standards such as junk cars, junk accumulation, building conditions, weeds, etc.	8%	8
8. Fire fighting	1%	1
9. Fire prevention programs.	0%	0
10. Ambulance services.	0%	0
11. Street repairs.	0%	0
12. Snow removal.	0%	0
13. Street sweeping	11%	11
14. Street lighting	0%	0
15. Construction of sidewalks and walkways.	4%	4
16. Sanitary sewer system	1%	1
17. Street drainage system.	0%	0
18. Traffic control	1%	1
19. Garbage collection.	1%	1
20. Curbside recycling.	3%	3
21. Water pressure.	0%	0
22. Water quality	0%	0
23. Maintenance of public parks	1%	1
24. Recreational programs for adults.	7%	7
25. Recreational programs for teens	1%	1
26. Summer and after-school recreational programs for children.	1%	1
27. Public library.	15%	15
28. Developing off-street parking downtown.	16%	16
29. Visitor and Conference Bureau	9%	9
30. Retired Senior Volunteer Program (RSVP)/Jasper County Volunteer Program (JCVP)	4%	4
31. Economic development.	1%	1
NO ANSWER	(97)	97

- D. In order to improve the services you mentioned on the previous page as needing more spending, please rank the following methods of generating additional funds. Place a "1" alongside your most preferred choice, a "2" next to your second choice, a "3" alongside your third choice, and a "4" next to your least preferred choice.

Increase property taxes

Establish a local sales tax of no more than one percent

Institute new fees for services such as residential garbage collection

Reduce or eliminate spending on other services

<u>1ST</u>	<u>2ND</u>	<u>3RD</u>	<u>4TH</u>	<u>NO ANSWER</u>
4%	8%	14%	74%	(54)
21%	35%	33%	11%	(47)
8%	39%	47%	6%	(53)
68%	17%	6%	9%	(43)

III. HOUSING

- A. Please rate the following housing characteristics of Newton.

	<u>POOR</u>	<u>FAIR</u>	<u>GOOD</u>	<u>VERY GOOD</u>	<u>DON'T KNOW</u>	<u>NO ANSWER</u>
1. General condition and appearance of housing.	0%	17%	68%	15%	0%	(5)
2. Availability of housing for low-income families	26%	34%	14%	6%	20%	(3)
3. Availability of housing for the elderly.	17%	28%	26%	9%	20%	(5)
4. Availability of apartments and houses for rent less than \$400.	31%	30%	7%	2%	30%	(4)
5. Availability of apartments and houses for rent over \$400	8%	17%	30%	12%	33%	(5)
6. Availability of existing houses for sale less than \$70,000.	19%	33%	24%	3%	21%	(6)
7. Availability of existing houses for sale over \$70,000	6%	13%	43%	16%	22%	(5)
8. Availability of NEW homes for sale between \$70,000-\$100,000	17%	16%	29%	12%	26%	(5)
9. Availability of NEW homes for sale over \$100,000	5%	14%	26%	21%	34%	(5)

IV. CITY GOVERNMENT POLICIES

A. The City of Newton has adopted several programs in recent years as a way to generate local economic development. Please indicate whether you are VERY familiar, SOMEWHAT familiar, or NOT AT ALL familiar with each of the following programs by circling the appropriate numbers.

	NOT AT ALL FAMILIAR	SOMEWHAT FAMILIAR	VERY FAMILIAR	NO ANSWER
1. Urban Renewal/Tax Increment Financing Areas.	50%	38%	12%	(6)
2. Urban Revitalization/Tax Abatement	45%	44%	11%	(7)
3. Dangerous and Dilapidated Structures Program	48%	41%	11%	(6)

B. Please answer the following questions by circling the numbers which best represent your views.

	STRONGLY DISAGREE	DISAGREE	AGREE	STRONGLY AGREE	DON'T KNOW	NO ANSWER
1. City's building and zoning code is too strict	3%	36%	26%	9%	26%	(4)
2. City's sign code is too strict	3%	32%	26%	14%	25%	(4)
3. Efforts to attract retail development to Newton should be increased.	1%	4%	42%	50%	3%	(2)
4. Efforts to attract industrial development to Newton should be increased.	1%	5%	41%	49%	4%	(2)
5. Efforts to attract insurance and other type of office operations to Newton should be increased	5%	18%	42%	27%	8%	(2)

C. Leaf burning is presently allowed in Newton only during designated periods in the spring and fall. Do you favor:

- 1. EXPANDING THE DATES 23%
- 2. MAINTAINING THE SAME DATES 49%
- 3. ELIMINATING LEAF BURNING ALTOGETHER 20%
- 4. UNDECIDED 1%
- 5. DON'T CARE ONE WAY OR THE OTHER 7%
- NO ANSWER (1)

D. Presently brush, garden waste and non-food household waste can be burned year-round either by open burning or in an incinerator. Do you favor:

- 1. ALLOWING THIS PRACTICE TO CONTINUE 51%
- 2. ALLOWING BURNING TO OCCUR ONLY WITHIN THE TIME PERIODS LEAF BURNING IS ALLOWED 13%
- 3. ELIMINATING PRACTICE ALTOGETHER 25%
- 4. UNDECIDED 4%
- 5. DON'T CARE ONE WAY OR THE OTHER 7%
- NO ANSWER (1)

E. Please answer ONE of the two following questions that pertains to you:

E1. If you live in a single-family house, duplex, threeplex, or fourplex that has recycling service, how frequently do you use the City's recycling service?

- | | |
|-----------------------------------|------|
| 1. WEEKLY | 62% |
| 2. ONCE EVERY TWO WEEKS | 17% |
| 3. LESS THAN ONCE EVERY TWO WEEKS | 15% |
| 4. NEVER | 6% |
| NO ANSWER | (24) |

E2. If you live in an apartment complex or housing unit that does not receive recycling service, would you likely use the City's recycling service if it were offered?

- | | |
|-----------|-------|
| 1. YES | 65% |
| 2. NO | 35% |
| NO ANSWER | (213) |

F. Are you in favor of a City-wide bus service that would be funded primarily through a combination of charges to passengers, advertising on the side of the buses, and \$18,000 of City property taxes?

- | | |
|---------------|-----|
| 1. YES | 36% |
| 2. NO | 47% |
| 3. DON'T KNOW | 17% |
| NO ANSWER | (4) |

G. If a City-wide bus service were established, how frequently do you think you would use it?

- | | |
|---|-----|
| 1. TWO OR MORE TIMES PER WEEK | 10% |
| 2. ONCE PER WEEK | 7% |
| 3. 1-3 TIMES PER MONTH | 5% |
| 4. LESS FREQUENTLY THAN 1-3 TIMES PER MONTH | 17% |
| 5. NEVER | 61% |
| NO ANSWER | (4) |

H. How much do you think a one-way bus trip should cost, assuming a City-wide bus service was started?

- | | |
|----------------|------|
| 1. \$.50 | 54% |
| 2. \$.75 | 21% |
| 3. \$1.00 | 16% |
| 4. OTHER _____ | 9% |
| NO ANSWER | (28) |

I. In order to remain open, the City pool located in Maytag Park will need to be reconstructed and improved at a cost of approximately \$2 million. Would you SUPPORT or OPPOSE a referendum for a \$2 million bond issue funded by property taxes to reconstruct and improve the City pool?

- | | |
|--------------|-----|
| 1. SUPPORT | 39% |
| 2. OPPOSE | 33% |
| 3. UNDECIDED | 28% |
| NO ANSWER | (4) |

J. Would you SUPPORT or OPPOSE the development of a six-field soccer complex in Newton to be funded by property taxes?

- | | |
|---------------|-----|
| 1. SUPPORT | 23% |
| 2. OPPOSE | 60% |
| 3. DON'T KNOW | 17% |
| NO ANSWER | (3) |

K. Do you SUPPORT or OPPOSE the City planning for an interchange at Interstate 80 and East 12th Street South?

- 1. SUPPORT 28%
- 2. OPPOSE 54%
- 3. DON'T CARE 7%
- 4. DON'T KNOW 11%
- NO ANSWER (6)

L. Please rank the following reasons for your opposition. Place a "1" alongside your most important reason, a "2" next to your next most important reason, etc.

	1	2	3	4	5	NO ANSWER
INCREASE PROPERTY TAXES	48%	39%	8%	5%	0%	(132)
CHANGE TRAFFIC PATTERNS	12%	15%	61%	10%	2%	(155)
REDUCE VALUE OF MY PROPERTY NOT NEEDED IN FORESEEABLE FUTURE	2%	13%	17%	66%	2%	(168)
OTHER	46%	40%	7%	7%	0%	(126)
	25%	8%	8%	26%	33%	(224)

M. Do you SUPPORT or OPPOSE the creation of a cooperative agreement among the Greater Newton Area Chamber of Commerce, Newton Development Corporation, Jasper County Economic Development Corporation and Newton Visitor and Conference Bureau to combine resources and work together on economic development?

- 1. SUPPORT 67%
- 2. OPPOSE 5%
- 3. DON'T CARE 11%
- 4. DON'T KNOW 17%
- NO ANSWER (1)

N. During the past 12 months, have you experienced backup of the sanitary sewer system into your home or business?

- 1. YES, ONE TIME 4%
- 2. YES, MORE THAN ONE TIME 4%
- 3. NO 92%
- NO ANSWER (1)

O. During the past 12 months, have you experienced storm water flooding into your home or business?

- 1. YES, ONE TIME 10%
- 2. YES, MORE THAN ONE TIME 6%
- 3. NO 84%
- NO ANSWER (0)

P. Do you SUPPORT or OPPOSE a city law requiring cats to be restrained on a leash when not on the owner's premises?

- 1. SUPPORT 67%
- 2. OPPOSE 23%
- 3. UNDECIDED 10%
- NO ANSWER (0)

Q. What is your PRIMARY source of information about City government? (Select one only.)

- 1. NEWSPAPERS 64%
- 2. RADIO STATIONS 3%
- 3. CITY NEWSLETTER (CITY REPORT) 22%
- 4. CITY OFFICIALS AND EMPLOYEES 1%
- 5. OTHER PEOPLE - FRIENDS AND NEIGHBORS 8%
- 6. OTHER 1%
- 7. DON'T KNOW 1%
- NO ANSWER (18)

R. During the past 12 months, have you or any member of your household had any direct contact by phone or in person with a city employee?

- 1. YES 50%
- 2. NO 48%
- 3. DON'T KNOW 2%
- NO ANSWER (8)

S. How SATISFIED or DISSATISFIED were you with the service and courtesy shown in their response?

- 1. VERY DISSATISFIED 15%
- 2. DISSATISFIED 13%
- 3. SATISFIED 53%
- 4. VERY SATISFIED 19%
- NO ANSWER (120)

T. Would you SUPPORT or OPPOSE the adoption of a local sales tax of no more than one percent if the tax was used entirely to reduce property taxes?

- 1. SUPPORT 51%
- 2. OPPOSE 27%
- 3. UNDECIDED 22%
- NO ANSWER (5)

U. Please answer the questions below by circling the appropriate numbers.

	STRONGLY DISAGREE	DISAGREE	AGREE	STRONGLY AGREE	DON'T KNOW	NO ANSWER
1. The city has too many top-level administrative employees	1%	15%	35%	19%	30%	(3)
2. I read the City Report newsletter thoroughly	4%	23%	55%	15%	3%	(5)
3. There are too many traffic signals in Newton.	8%	66%	12%	10%	4%	(4)
4. I feel safe walking alone at night in the downtown square area.	15%	36%	30%	7%	12%	(2)
5. I am well informed regarding city issues	4%	44%	41%	3%	8%	(6)
6. The city has too many employees.	1%	25%	25%	12%	37%	(4)

V. RETAIL BUSINESS

A. Please indicate your SATISFACTION or DISSATISFACTION with shopping in Newton by answering the following questions.

	VERY DISSATISFIED	DISSATISFIED	SATISFIED	VERY SATISFIED	DON'T KNOW	NO ANSWER
1. Variety of merchandise.	24%	47%	27%	2%	0%	(6)
2. Quality of merchandise.	7%	27%	63%	3%	0%	(4)
3. Price of merchandise.	18%	38%	43%	1%	0%	(9)
4. Convenience of store hours.	8%	17%	70%	4%	1%	(3)
5. Efforts to maintain clean and attractive stores	2%	7%	85%	6%	0%	(3)
6. Courtesy and assistance offered by sales staff.	4%	17%	68%	10%	1%	(5)
7. Friendliness of merchants	3%	12%	70%	14%	1%	(4)
8. Merchants concern about the well-being of the community	4%	16%	60%	8%	12%	(2)
9. Special promotions.	4%	29%	54%	3%	10%	(7)
10. Parking availability.	6%	18%	73%	3%	0%	(2)
11. Traffic control	3%	12%	81%	4%	0%	(5)
12. Attractiveness of business area.	2%	14%	80%	3%	1%	(2)

B. Which evening, if any, would you prefer downtown Newton stores to be open? (Circle one only.)

- | | | | |
|--------------|-----|-----------------------------------|-----|
| 1. MONDAY | 15% | 5. FRIDAY | 17% |
| 2. TUESDAY | 1% | 6. SATURDAY | 6% |
| 3. WEDNESDAY | 2% | 7. ONE EVENING, BUT NO PREFERENCE | 43% |
| 4. THURSDAY | 5% | 8. NO EVENING | 11% |
| | | NO ANSWER | (8) |

C. What store hours in downtown Newton would be most convenient to you? (Circle one for opening and one for closing.)

Stores <u>Open</u> at:		Stores <u>Close</u> at:	
1. 8:00 a.m.	37%	1. 5:00 p.m.	10%
2. 9:00 a.m.	30%	2. 6:00 p.m.	29%
3. 10:00 a.m.	3%	3. 7:00 p.m.	9%
4. No difference to me	29%	4. 8:00 p.m.	25%
5. Other _____	1%	5. No difference to me	22%
NO ANSWER	(6)	6. Other _____	5%
		NO ANSWER	(1)

D. Assuming downtown stores were open during your preferred hours, how would your shopping patterns change? (Circle one only.)

- | | |
|---|-----|
| 1. I would probably buy more merchandise in Newton. | 22% |
| 2. I would probably buy the same amount of merchandise in Newton, but it would be more convenient for me. | 41% |
| 3. It would probably have little or no effect on me. | 36% |
| 4. Other (Specify) _____ | 1% |
| NO ANSWER | (3) |

E. If there were more entertainment establishments such as movie theaters, restaurants, ice cream parlors, coffee houses, etc. in Newton, how often would you likely visit them?

- | | |
|---------------------|-----|
| 1. AT LEAST WEEKLY | 47% |
| 2. AT LEAST MONTHLY | 36% |
| 3. LESS FREQUENTLY | 10% |
| 4. NEVER | 7% |
| NO ANSWER | (6) |

F. Considering your household's total retail purchases during the past 12 months, about what percent was spent in Newton? (Circle one only.)

- | | |
|------------------|-----|
| 1. MORE THAN 90% | 17% |
| 2. 75-90% | 28% |
| 3. 50-74% | 27% |
| 4. 25-49% | 20% |
| 5. LESS THAN 25% | 8% |
| NO ANSWER | (3) |

G. If Newton businesses are going to keep residents from shopping elsewhere, what is the ONE most important suggestion you would offer them?

H. What are THREE retail businesses or services presently not available or too few in Newton?

I. Please circle the one number under the community where you most frequently purchase the following items or services. Also indicate the main reason you shop where you do by circling the appropriate number. (Please remember to circle only one community and one reason for each item.)

NOTE: IF YOU DO NOT PURCHASE A PARTICULAR ITEM, CIRCLE "1" UNDER "DO NOT BUY" AND GO ON TO NEXT ITEM.

	WHERE								WHY							
	Do Not Buy	Newton	Des Moines	Nearby Small Town	Other Community (Specify)	Mail Order	No Answer	Lower Cost	Wider Selection	Better Service	Better Product Quality	More Convenient	Not Available in Newton	No Answer		
1. Groceries	0%	99%	1%	0%	0%	0%	(5)	1%	1%	1%	1%	96%	0%	(29)		
2. Women's Clothing	16%	17%	50%	7%	1%	8%	1%	(14)	9%	55%	1%	2%	21%	12%	(61)	
3. Children's Clothing	39%	15%	40%	5%	1%	0%	0%	(16)	16%	50%	1%	4%	23%	6%	(107)	
4. Men's Clothing	20%	19%	50%	5%	0%	5%	1%	(10)	17%	51%	2%	4%	21%	5%	(66)	
5. Furniture	20%	36%	41%	1%	1%	1%	0%	(13)	35%	16%	5%	3%	40%	1%	(66)	
6. Major Appliances	16%	58%	24%	0%	2%	0%	0%	(7)	26%	7%	13%	2%	52%	0%	(61)	
7. Hardware	6%	81%	12%	1%	0%	0%	0%	(5)	9%	6%	6%	2%	77%	0%	(38)	
8. Auto/Truck Sales	19%	52%	22%	2%	3%	0%	2%	(16)	27%	8%	11%	1%	50%	3%	(68)	
9. Auto/Truck Service	13%	75%	10%	1%	0%	0%	1%	(15)	6%	2%	15%	2%	74%	1%	(54)	
10. Lumber & Building Materials	17%	46%	34%	3%	0%	0%	0%	(9)	34%	10%	4%	1%	50%	1%	(63)	
11. Fabrics	54%	30%	15%	0%	1%	0%	0%	(11)	13%	29%	3%	3%	52%	0%	(139)	
12. Crafts/Hobbies	45%	27%	25%	1%	0%	1%	1%	(14)	10%	41%	4%	0%	40%	5%	(122)	
13. Banking	1%	93%	5%	1%	0%	0%	0%	(3)	1%	0%	17%	1%	81%	0%	(32)	
14. Restaurant	2%	63%	32%	1%	2%	0%	0%	(9)	0%	34%	5%	2%	58%	1%	(36)	
15. Pharmacy Items	3%	94%	1%	0%	1%	1%	0%	(5)	5%	0%	6%	1%	88%	0%	(36)	
16. Toys	40%	20%	37%	1%	1%	1%	0%	(15)	14%	48%	2%	1%	33%	2%	(110)	
17. Beautician/Barber Shop	7%	85%	5%	1%	1%	0%	1%	(7)	4%	1%	11%	4%	79%	1%	(43)	
18. Catalog Store	47%	39%	3%	1%	0%	10%	0%	(13)	1%	8%	1%	1%	83%	6%	(128)	
19. Dry Cleaners/Laundry	27%	71%	1%	0%	1%	0%	0%	(10)	0%	0%	6%	1%	92%	1%	(85)	
20. Bakery	23%	68%	5%	0%	2%	0%	2%	(16)	1%	2%	5%	6%	80%	6%	(80)	
21. Pet Supplies	46%	48%	5%	0%	1%	0%	0%	(13)	5%	8%	3%	2%	80%	2%	(125)	
22. Printing Services	61%	37%	1%	0%	1%	0%	0%	(14)	6%	1%	6%	4%	82%	1%	(154)	
23. Shoes	1%	38%	51%	3%	5%	0%	2%	(4)	19%	41%	3%	2%	33%	2%	(24)	
24. Sporting goods	40%	18%	37%	2%	0%	2%	1%	(13)	11%	52%	2%	2%	29%	4%	(10)	

VI. PERSONAL AND SOCIAL CHARACTERISTICS

The information needed in this section is included to make certain that a broad cross section of all people living in Newton have been part of this survey. As with other answers, all of the information will be confidential.

A. How long have you lived in Newton? _____ YEARS

LESS THAN 5	14%
5-19	18%
20-34	30%
35-48	22%
49 OR MORE	16%
NO ANSWER	(3)

B. What is your age? _____ YEARS

LESS THAN 25	3%
25-34	17%
35-44	20%
45-54	19%
55-64	14%
65-74	14%
75 AND OVER	13%
NO ANSWER	(4)

C. Your sex?

1. MALE	43%
2. FEMALE	57%
NO ANSWER	(2)

D. Your present marital status?

1. NEVER MARRIED	7%
2. MARRIED	57%
3. WIDOWED, SEPARATED OR DIVORCED	36%
NO ANSWER	(2)

E. Your highest level of education attained?

1. NO FORMAL EDUCATION	0%
2. ELEMENTARY (GRADES 1-8)	4%
3. SOME HIGH SCHOOL (GRADES 9-11)	6%
4. COMPLETED HIGH SCHOOL (GRADE 12)	39%
5. SOME COLLEGE (LESS THAN 4 YEARS)	28%
6. COLLEGE GRADUATE (4 YEARS OR MORE)	23%
NO ANSWER	(5)

F. How many people, including yourself, currently live in your household? (Do not include college students living away from home while at school.) _____ PERSONS

1=27% 2=37% 3=18% 4=12% 5=5% 6=1% NO ANSWER=(4)

G. Do you own or rent your home?

1. OWN	85%
2. RENT	15%
NO ANSWER	(4)

H. What type of housing do you presently live in?

- | | |
|---|-----|
| 1. HOUSE OR DUPLEX | 92% |
| 2. APARTMENT | 7% |
| 3. MOBILE HOME | 0% |
| 4. NURSING HOME OR OTHER GROUP QUARTERS | 0% |
| 5. OTHER (SPECIFY _____) | 1% |
| NO ANSWER | (2) |

I. What are your housing plans for the next three years?

- | | |
|--|-----|
| 1. PURCHASE OR BUILD A <u>NEW</u> HOME IN NEWTON | 4% |
| 2. PURCHASE AN EXISTING HOME IN NEWTON | 5% |
| 3. MAJOR REMODELING OF PRESENT HOME | 7% |
| 4. MOVE FROM NEWTON | 5% |
| 5. OTHER (SPECIFY _____) | 3% |
| 6. NO PLANS FOR MAJOR CHANGE | 76% |
| NO ANSWER | (6) |

J. How long do you expect to live in Newton?

- | | |
|-----------------------|------|
| 1. LESS THAN ONE YEAR | 1% |
| 2. 1-5 YEARS | 16% |
| 3. 6-10 YEARS | 9% |
| 4. OVER 10 YEARS | 74% |
| NO ANSWER | (15) |

K. Your present employment status?

- | | |
|--|------|
| 1. EMPLOYED OR SELF-EMPLOYED ON A <u>FULL-TIME</u> BASIS | 57% |
| 2. EMPLOYED OR SELF-EMPLOYED ON A <u>PART-TIME</u> BASIS | 5% |
| 3. RETIRED | 28% |
| 4. FULL-TIME HOMEMAKER | 6% |
| 5. STUDENT | 1% |
| 6. UNEMPLOYED | 3% |
| NO ANSWER | (13) |

IF EMPLOYED OR SELF-EMPLOYED

Please describe your present occupation:

<u>OCCUPATION</u>		<u>COMMUNITY</u>	
PROFESSIONAL	21%	NEWTON	84%
MANAGERS	22%	DES MOINES	15%
SALES	13%	PELLA	1%
CLERICAL	13%	NO ANSWER	(109)
CRAFTSMEN	2%		
OPERATIVES	8%		
TRANSPORT	2%		
LABORERS	2%		
SERVICE WORKERS	16%		
PRIVATE HOUSEHOLD WORKERS	1%		
NO ANSWER	(112)		

L. TO BE ANSWERED IF YOU ARE PRESENTLY MARRIED:

What is your husband's/wife's present employment status?

- | | |
|---|-------|
| 1. EMPLOYED OR SELF-EMPLOYED ON A FULL-TIME BASIS | 60% |
| 2. EMPLOYED OR SELF-EMPLOYED ON A PART-TIME BASIS | 8% |
| 3. RETIRED | 22% |
| 4. FULL-TIME HOMEMAKER | 9% |
| 5. STUDENT | 0% |
| 6. UNEMPLOYED | 1% |
| NO ANSWER | (105) |

IF EMPLOYED OR SELF-EMPLOYED

Please describe husband's/wife's present occupation:

<u>OCCUPATION</u>		<u>COMMUNITY</u>	
PROFESSIONAL	25%	NEWTON	86%
MANAGERS	15%	DES MOINES	6%
SALES	10%	OTHER	2%
CLERICAL	15%	PELLA	6%
CRAFTSMEN	5%	NO ANSWER	(154)
OPERATIVES	12%		
TRANSPORT	3%		
LABORERS	5%		
SERVICE WORKERS	10%		
NO ANSWER	(158)		

M. What was your approximate gross family income from all sources, before taxes, for 1994?

- | | | | |
|-------------------------|-----|-------------------------|------|
| 1. LESS THAN \$9,999 | 6% | 5. \$40,000 TO \$49,999 | 14% |
| 2. \$10,000 TO \$19,999 | 19% | 6. \$50,000 TO \$59,999 | 9% |
| 3. \$20,000 TO \$29,999 | 18% | 7. \$60,000 TO \$74,999 | 8% |
| 4. \$30,000 TO \$39,999 | 18% | 8. \$75,000 AND OVER | 8% |
| | | NO ANSWER | (19) |

N. What are the three most important issues that you feel Newton will have to address over the next five years?

1. _____
2. _____
3. _____

O. Please use the next page to indicate any comments or suggestions for the City of Newton or the Greater Newton Area Chamber of Commerce.

What is the purpose of the following experiment?



Explain the principle of the experiment.

Observation	Conclusion
The liquid level in the tube is higher than the level in the reservoir.	The pressure in the tube is lower than the pressure in the reservoir.
The liquid level in the tube is lower than the level in the reservoir.	The pressure in the tube is higher than the pressure in the reservoir.
The liquid level in the tube is equal to the level in the reservoir.	The pressure in the tube is equal to the pressure in the reservoir.

11. What are the three main types of motion? Give examples of each.

1. Rectilinear motion: A ball falling from a height.

2. Curvilinear motion: A ball moving in a circular path.

3. Oscillatory motion: A pendulum swinging back and forth.

12. What are the three main types of energy? Give examples of each.

1. Kinetic energy: A moving car.

2. Potential energy: A ball held at a height.

3. Thermal energy: Heat from a fire.

13. How is energy transferred from one object to another? Give examples of each.

1. Conduction: Heat from a hot object to a cold object.

2. Convection: Heat from a hot object to a cold object through a fluid.

3. Radiation: Heat from the sun to the earth.