

Report on Build a Better Grinnell 2030 Needs Prioritization Survey

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Overview

The Build a Better Grinnell 2030 *Needs Prioritization Survey* was launched on May 9 and closed at the end of day on Sunday, July 16, 2023. We distributed the survey widely and promoted it frequently over the ten-week duration to individuals who live or work in Grinnell, or who rely on Grinnell for resources. The survey asked respondents to rank up to seven needs from a list of 46 needs identified in the initial open-ended *Visioning Survey* conducted during Phase I of the research (December '22 – March '23). Individuals also had the option to provide a write-in response and were asked to provide demographic data.

On closing the survey, we collected all “in progress” responses, which made for a total of 1301 responses. We then reviewed and cleaned the data. We re-entered write-in-responses that corresponded to one of the 46 options provided as the relevant option. We removed thirty-one surveys as duplicates, leaving a final total of 1270 responses.

We identified the top choices for a range of demographic groupings using a rank-order voting method. Tables are presented below. The top five issues that the project will further explore, and which will move into action and planning phases, were determined by taking the top two issues identified by lower income respondents and the next three issues from all respondents. Both the rank order method and the selection process were determined and publicized prior to distributing the survey. We defined lower income respondents as those individuals from households with annual incomes under \$25,000, combined with individuals from households of two or more persons with household incomes of \$25,000-\$50,000, combined with individuals from households of 6 or more with incomes of \$50,000-\$75,000. This corresponds to Iowa's definition of low income for use with Medicaid eligibility. We excluded individuals under 19 years of age and all Grinnell College students from the low-income group. For the grouping of “all respondents,” we weighted responses from Grinnell College students with a modifier of .31 to adjust for their disproportionately high response rate relative to their proportion of the population.

The top five issues identified through the prioritization survey are:

1. Improve Quality of Drinking Water
2. More Variety of Restaurants
3. Improve K-12 Buildings and Infrastructure
4. Improve or Expand Mental Health Care Services
5. Improve Roads and Road maintenance

The steering committee selected the final two issues to move to the next stages from among those highly ranked needs that did not make the top five through the prioritization survey. The committee took into consideration issues of equity and the overall welfare of the community, as well as what other initiatives are already underway in the community. The two issues selected were:

6. Less Racism
7. Higher Wages or Lower Prices

The materials to follow in this survey report provide additional information on outreach efforts, cleaning of the data, weighting of Grinnell College student responses, demographics of survey respondents, and survey results.

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Outreach Efforts

Our efforts to promote the Prioritization Survey continued through the ten weeks that the survey was open. They involved broad outreach as well as specific targeting of demographic groups that were participating at low rates relative to their proportion of the population.

At the start of the survey period, we shared a press-release in the Grinnell Herald Register, sent an every-door direct mailer to all households in the 50112 zip code, and used our outreach e-mailing list of over 800 individuals as well as the school district mailing list. We also publicized and held six public community engagement sessions at the local library. We conducted extensive tabling at Grinnell College in early May to collect student responses before the end of the academic year.

In addition to the initial kick-off strategies, we postered extensively in the community, including door-to-door posterage at large apartment and housing complexes (e.g., Spaulding, Seeland Park, Gracie Park, Brookside, Manufactured Home Dev., Arbors Apts, Reed St, Monroe Park, Sunset Apts). We separately conducted door knocking at most of these locations. We tabled at seven community events (music in the park, farmers market, 4th of July parade and fireworks, story time art in park). We sent out e-mail blasts every two weeks to our mailing list, as well as to a group of 43 local businesses and 12 large HR departments, and to the school district. We also reached out to or visited, in some cases multiple times, over 25 organizations providing various services to the community (MICA, Second Mile, LINK, Housing Authority, CIRSI, Iowa Valley Community College, Rec Dept., Rabbits Tavern, Rotary, Lions, Odd Fellows, Optimists, Grinnell Food Coalition, Grinnell Farm to Table, Welcoming Communities, COSI, Grinnell Churches (8 churches, 20 people), Girl Scouts, Boy Scouts, 4-H, Veterans Association, The Mayflower, Seeland Park/St Francis, Early Learning Center, Chamber of Commerce, City Council, Connections/Station Clubhouse, Mental Healthcare Providers (x6), Healthy Homes Family Services, Region 6, People Rides).

Finally, we also used many of these publicity channels to advertise for and hire as many community researchers as we could find ("survey scouts") to promote the survey among friends and acquaintances.

Data Cleaning

We cleaned the data cleaning to make sure that all responses were useable and legitimate.

Missing Ranked Selections. Prior to closing the survey, we identified responses that provided no ranked selections. In cases where individuals provided contact information, we reached out and invited them to retake the survey.

Review of Text Entries. Approximately 60 surveys provided a write-in response. In about half of these, the written response corresponded to a listed option. In many cases, the write-in was simply more specific. We saved a copy of all responses with a text entry, and then edited the original to provide the relevant listed option in its selected ranked position. This ensured that the individual's vote affects the final tally. In the process of reviewing text entries, we found a cluster of nearly identical responses with a high potential fraud score (produced through Qualtrics meta data review) that was reviewed, and all but one was eliminated as duplicates.

Potential Duplicates, Ballot Stuffing, or Other Problem Surveys to Remove. One hundred sixteen responses were tagged by Qualtrics fraud detection as potential duplicates. We reviewed all these responses against their identified duplicate looking at IP address, time to complete survey, demographic data, responses provided, and contact information when available. In total, we removed 31 surveys, retaining the first response for each identified duplicate. The removal of these surveys had no impact on the final seven prioritized issues.

Weighting Grinnell College Student Responses

Grinnell College students represented 30.6% of all survey responses (388/1270). This is significantly disproportionate to their relative proportion of the combined population of persons who live in Grinnell, work in Grinnell, or rely on Grinnell for key services. For the purposes of this study, we are taking that number to be 18,500, the population of Poweshiek County. The proportion of students to the county is 1750/18,500 (.095, or 9.5%), so we created a modifier for the college responses that gets us to .095 as a proportion of student responses to all responses ($388 \times /1270 = .095 \times = .31$). Thus, we multiplied student responses .31 and then combined them with the rest of the population to get the data for “all respondents”. Another option would have been to take the “daytime population” of the town, which provides a snapshot of the number of people in Grinnell at one time. One estimate provided by the City is 16,084, though this would be higher if looking at the total unique individuals over a longer time frame. Either number produces the same impact on the top issues identified.

Demographic Data

Total Survey Responses: 1270

- **Non-Grinnell College Students: 882 (69.45% of sample)**
- **Grinnell College Students: 388 (30.55% of sample)**

The following tables show the demographic profile of the final survey data set. Note that total response number may vary between demographic questions. This is because some questions allowed multiple answers per respondent (e.g., ethnicity), and respondents were not forced to answer any of the demographic questions. In most cases, except the location data, we provide the percent of responses relative to the total responses provided for that demographic question rather than as a percent of the entire survey sample. The City of Grinnell profiles highlighted in yellow show the demographic information for the entire city collected from census data.

Table 1. Location* (Excluding Grinnell College Students)

	Number of Responses	Percent of all survey respondents
I live within the Grinnell town limits (excluding Grinnell College students)	651	51.26%
I live in a rural area in the outskirts of Grinnell	120	9.45%
I live outside Grinnell but rely on Grinnell for a significant part of my resources	94	7.40%
I live outside Grinnell and commute to Grinnell for work	93	7.32%

* Respondents could provide more than one response. Percent does not add up to 100 as table excludes Grinnell College students and the percentages are relative to all respondents.

Table 2. Gender Identity

	Respondents Excluding Grinnell College Students (N=880)		Grinnell College Student Respondents (N=387)	
	Number of Responses	Percent of Responses	Number of Responses	Percent of Responses
Male	281	31.93%	119	30.75%
Female	573	65.11%	237	61.24%
Non-binary	12	1.36%	26	6.72%
Prefer not to say	13	1.48%	5	1.29%
Prefer to self-describe, below	1	0.11%	1	0.08%

Table 3. Age of Respondents

	Respondents Excluding Grinnell College Students (N=868)		All Respondents (N=1258)		City of Grinnell Age Profile
	Number of Responses	Percent of Responses	Number of Responses	Percent of Responses	Percent of Population
Less than 14 years	2	0.23%	2	0.16	13.70%
14-18	39	4.49%	74	5.88	15%
19 -25	33	3.80%	386	30.68	10.70%
26 – 35	141	16.24%	142	11.29	7.50%
36 – 45	162	18.66%	162	12.88	10.20%
46 – 55	155	17.86%	155	12.32	9.80%
56 – 65	186	21.43%	186	14.79	10.10%
66 – 75	98	11.29%	98	7.79	10.10%
Over 76	47	5.41%	47	3.74	8.90%
Prefer not to answer	5	0.58%	6	0.48	

Table 4. Employment Status (excluding Grinnell College Students) (N=880)

	Number of Responses	Percent of Responses (Excluding Grinnell College students)
Working (paid-employee)	594	67.5%
Working (self-employed)	78	8.86%
Not working (temp layoff)	2	0.23%
Not working (looking for work)	4	0.45%
Not working (retired)	139	15.80%
Not working (disabled)	10	1.14%
Full time student	21	2.39%
Not working (other)	24	2.73%
Prefer not to answer	8	0.91%

Table 5. Race/Ethnicity Self-Identification

	Respondents excluding Grinnell College Students			All Respondents		City of Grinnell Demographic Profile
	Number of Responses	Percent of Responses		Number of Responses	Percent of Responses	Percent of Population
White or Caucasian	821	91.22%		1085	81.83%	88%
Black or African American	13	1.44%		36	2.71%	2.5%
American Indian/Native American or Alaska Native	11	1.22%		16	1.21%	0%
Asian	17	1.89%		113	8.52%	4.5%
Native Hawaiian or Other Pacific Islander	2	0.22%		4	.3%	
Other	10	1.11%		35	2.64%	
Prefer not to say	26	2.89%		37	37%	
Total	900			1326		

Table 6. Spanish, Hispanic, or Latino Origin

	Respondents excluding Grinnell College Students (N=856)			Including Grinnell College Students (N=1253)		City of Grinnell Demographic Profile
	Number of Responses	Percent of Responses		Count	%	Percent of Population
Yes	16	1.84%		59	4.71%	3.3%
No	852	98.16%		1194	95.29%	

Table 7. Household Income (Excluding responses from Grinnell College students and respondents under 19)

	Survey Respondents (N=836)		City of Grinnell Household Economic Profile
	Number of Responses	Percent of Responses	Percent of Population
Less than \$25,000	45	5.38	22.80%
\$25,000 - \$49,999	96	11.48	26.8
\$50,000 - \$74,999	117	14.00	15.25
\$75,000 - \$99,999	144	17.22	10.3
\$100,000 - \$149,000	183	22.89	12.8
\$150,000 or more	165	19.74	12.3
Prefer not to say	86	10.29	

Table 8. Household Size (Excluding Grinnell College students)

	Number of Responses	Percent of Responses
1	148	16.88
2	349	39.79
3	115	13.11
4	159	18.13
5	66	7.53
6 or more	40	4.56
Total	836	

Ranking of Needs Tables

Overview

We asked survey respondents to select and rank up to seven needs from a list of 46 and provided the option to write-in a response. The following tables show the rankings for a range of demographic groups.

In addition to the list of issues, each table includes the following information. In the table title, N is the number of individuals in the relevant group on which the data is based. The **ranking counts** show the number of individuals who ranked each issue for each ranking option (e.g., how many ranked each option as the #1 issue, #2 issue, etc.). The **total count** shows the number individuals that ranked each issue anywhere in their top seven. The **ranking points** provides the total “points” that each issue gained when multiplying the rank count by its designated value. For example, an issue ranked as the first choice earned 7 points, 2nd choice 6 points etc. Thus, the total ranking points for an issue = (count for 1 * 7 points) + (count for 2 * 6 points) + (count for 3 * 5 points) + (count for 4 * 4 points) + (count for 5 * 3 points) + (count for 6 * 2 points) + (count for 7 * 1 point).

Each table is arranged to show the issues from top to bottom from highest ranking points to lowest. In cases where the ranking points were the same, the total count provides the “tie breaker.” Note that except for the table of all respondents (p.12) the other tables are only showing portions of the total demographic that took the survey but are not mutually exclusive. For example, individual responses reflected in the age tables are reflected again in the gender and income tables.

Seven issues were selected to move through to the next stages of the project (a deeper exploration of each issue with significant community input and an action planning stage) based on a prioritization process developed prior to the distribution of the survey and advertised to the community through the project website and information sessions. The first two issues selected were the top two issues prioritized by lower income respondents:

1. Improve Quality of Drinking Water
2. More Variety of Restaurants

The next three issues were the highest prioritized issues by the total population that had not already been selected by the lower income population. This included:

3. Improve K-12 Buildings and Infrastructure
4. Improve or Expand Mental Health Care Services
5. Improve Roads and Road Maintenance

The final two issues were selected by the steering committee from among those highly ranked needs that did not make the top five, taking into consideration issues of equity and the overall welfare of the community, as well as considering what other initiatives are already underway in the community. Those two issues are:

6. Less Racism
7. Higher Wages or Lower Prices

All seven issues are highlighted in green in each of the tables below.

Lower Income Respondents. Any individual with a household income under \$25,000, combined with individuals from households of two or more persons with a household income of \$25,000-\$50,000, combined with individuals from households of six or more persons with a household income of \$50,000-\$75,000. Excludes respondents under the age of 19 and all Grinnell College students. (N=102).

Issue	Ranking Counts							Total Count	Ranking Points
	#1	#2	#3	#4	#5	#6	#7		
Improve quality of drinking water	17	10	10	1	4	3	0	45	251
More variety of restaurants	7	2	3	9	9	10	6	46	165
Higher wages or lower prices	8	6	6	3	7	2	3	35	162
Improve or expand mental health care services	11	6	3	4	2	3	5	34	161
Improve roads & road maintenance	6	8	4	2	5	1	5	31	140
More fast-food options	2	7	7	2	5	1	2	26	118
Reduce taxes & fees	5	3	2	7	4	2	6	29	113
More housing options	6	3	2	5	3	1	4	24	105
More Job opportunities	4	4	3	4	2	0	0	17	89
Increase public transportation options	4	2	1	3	6	5	4	25	89
Improve k-12 buildings & infrastructure	6	1	3	3	2	1	1	17	84
Improve sidewalks & lighting	3	6	2	2	2	1	0	16	83
Improve or expanded healthcare services	3	3	4	0	3	5	1	19	79
More things to do in the evenings and nighttime	2	2	3	4	1	2	7	21	71
Increase options for shopping (retail) & services	1	4	1	5	1	4	3	19	70
More chain brand stores (such as Target or CVS)	2	2	3	2	3	4	3	19	69
More recycling services	0	3	3	2	5	2	3	18	63
Create a dog park	2	1	4	2	1	2	3	15	58
Reduce Grinnell College influence in the community	2	3	2	1	2	1	4	15	58
More indoor recreation spaces or activities	0	3	3	1	2	6	1	16	56
More activities for families or kids	2	0	3	1	3	4	3	16	53
Less racism	1	5	1	0	2	1	2	12	52
More activities or hangout spaces for teens	0	0	4	6	0	2	3	15	51
Improve K-12 education programming	0	2	3	2	1	4	0	12	46
More childcare or preschool options	2	4	0	1	0	1	1	9	45
Increase options for groceries & produce	0	2	2	1	4	2	2	13	44
Invest in or expand Grinnell businesses	0	0	2	4	2	3	2	13	40
Clean up or improve homes & yards, & public landscaping	1	0	3	2	1	2	1	10	38

More community diversity	2	1	0	3	0	1	2	9	36
More bike paths, lanes & infrastructure	1	1	1	1	1	2	0	7	29
Improve communication on community events & services	0	1	1	3	0	2	2	9	29
More coffee shops/cafes	0	1	1	1	2	2	2	9	27
Build a more welcoming & less isolating social environment	0	1	0	3	2	1	0	7	26
Reduce divisions in the community	2	0	0	0	2	2	2	8	26
More music events	0	0	2	2	0	3	1	8	25
Enhance safety & security for residents	0	0	1	1	4	1	0	7	23
More responsive leadership	0	1	1	1	1	2	1	7	23
More or improved parks & green spaces	0	0	1	2	2	1	0	6	21
More outdoor recreation spaces or activities	0	1	1	1	0	2	0	5	19
More indoor spaces for community events & gatherings	0	0	2	1	0	0	1	4	15
Improve Grinnell College dining hall	0	1	1	0	0	0	0	2	11
Improve work-life balance	0	0	0	0	2	1	1	4	9
Increase attractiveness of city entrances & downtown	0	0	0	0	1	1	2	4	7
Write IN	0	1	0	0	0	0	0	1	6
Improve Grinnell College dorms	0	0	1	0	0	0	0	1	5
More community events	0	0	0	0	0	1	2	3	4
Improve Grinnell College academic programs	0	0	0	1	0	0	0	1	4

All Respondents, with Grinnell College Students Weighted (.31 modifier) (N=1270; N modified = 1,002)

Issue	Ranking Counts							Total Count	Ranking Points
	#1	#2	#3	#4	#5	#6	#7		
More variety of restaurants	55	75	68	60	75	78	64	476	1863
Improve quality of drinking water	103	56	67	39	52	39	28	384	1812
Improve k-12 buildings & infrastructure	94	56	37	32	24	25	11	279	1438
Improve or expand mental health care services	51	47	55	43	36	28	21	282	1274
Improve roads & road maintenance	29	42	47	35	40	28	42	262	1049
Less racism	60	43	27	21	13	18	14	195	983
Higher wages or lower prices	43	42	28	29	29	20	15	206	951
Reduce taxes & fees	51	33	16	28	18	12	23	181	851
Improve K-12 education programming	24	46	27	30	13	20	9	168	782
More recycling services	11	30	31	35	44	24	38	213	771
More housing options	26	31	34	28	20	20	23	181	767
Improve or expanded healthcare services	25	33	27	30	22	19	15	173	757
Reduce divisions in the community	28	31	26	23	25	21	24	178	745
Reduce Grinnell College influence in the community	43	31	19	10	17	15	25	161	731
More childcare or preschool options	30	23	30	31	19	17	16	165	725
Invest in or expand Grinnell businesses	19	25	33	29	28	21	20	175	708
Increase options for shopping (retail) & services	7	16	26	40	24	55	30	198	649
More things to do in the evenings and nighttime	11	16	24	26	34	39	41	191	616
Improve sidewalks & lighting	13	26	21	23	28	31	24	166	614
More Job opportunities	17	22	24	25	21	18	10	138	581
Increase public transportation options	15	18	20	25	27	31	20	156	575
More chain brand stores (such as Target or CVS)	12	10	23	27	34	30	36	174	574
More fast-food options	9	25	21	25	21	16	23	140	535
Build a more welcoming & less isolating social environment	26	14	15	15	18	29	16	133	528
More bike paths, lanes & infrastructure	12	15	20	20	27	27	19	140	512
More community diversity	19	16	20	19	19	11	16	121	505
Clean up or improve homes & yards, & public landscaping	10	11	18	16	25	31	24	135	451
More indoor recreation spaces or activities	11	10	11	17	31	33	27	140	444
More activities for families or kids	15	6	23	16	24	16	13	113	433
Increase options for groceries & produce	15	16	13	17	18	15	10	104	425

Create a dog park	14	10	13	13	15	12	29	105	369
More outdoor recreation spaces or activities	12	10	17	12	9	18	17	94	355
Increase attractiveness of city entrances & downtown	13	11	7	15	11	16	31	104	348
More or improved parks & green spaces	11	8	13	16	15	12	19	93	338
More activities or hangout spaces for teens	5	11	10	22	12	18	23	100	331
More coffee shops/cafes	3	11	14	16	21	15	22	101	329
Improve work-life balance	11	12	12	6	9	6	6	62	277
Improve communication on community events & services	6	6	10	13	15	16	18	84	276
More responsive leadership	11	10	9	8	8	10	12	68	271
More community events	5	7	12	12	9	21	19	84	267
Enhance safety & security for residents	7	11	8	12	10	7	3	59	249
More music events	4	6	6	9	6	13	17	61	189
Improve Grinnell College dining hall	5	9	6	6	5	5	7	43	178
More indoor spaces for community events & gatherings	2	4	6	10	8	12	7	48	159
Improve Grinnell College dorms	2	4	5	6	9	6	5	36	129
Write IN	5	4	0	4	2	0	4	19	84
Improve Grinnell College academic programs	3	1	2	3	1	2	2	13	55

All Respondents Identifying with One or More Race/Ethnic Category Other than White, as well as Those Identifying as Being of Spanish, Hispanic, or Latino origin (N=228)

Issue	Ranking Counts							Total Count	Ranking Points
	#1	#2	#3	#4	#5	#6	#7		
Less racism	47	12	13	13	6	3	8	102	550
Improve quality of drinking water	23	15	21	5	12	10	7	93	439
Higher wages or lower prices	12	18	9	8	7	13	14	81	330
Improve or expand mental health care services	7	15	10	12	6	4	3	57	266
Increase public transportation options	10	13	7	4	7	7	8	56	242
Improve Grinnell College dining hall	8	11	8	7	6	11	7	58	237
More variety of restaurants	4	6	8	11	14	6	8	57	210
Improve Grinnell College dorms	5	7	6	8	15	8	8	57	208
More community diversity	8	10	5	5	10	5	3	46	204
Improve or expanded healthcare services	3	6	16	4	7	9	2	47	194
More things to do in the evenings and nighttime	3	8	6	7	10	12	6	52	187
Increase options for groceries & produce	7	7	6	6	6	6	0	38	175
More coffee shops/cafes	4	6	4	12	8	4	5	43	169
More chain brand stores (such as Target or CVS)	5	6	7	5	5	7	4	39	159
More Job opportunities	3	3	8	8	6	6	3	37	144
Build a more welcoming & less isolating social environment	5	4	7	6	1	6	9	38	142
Reduce divisions in the community	5	6	5	3	5	5	4	33	137
Improve sidewalks & lighting	2	4	5	7	7	8	6	39	134
More housing options	0	7	8	6	2	4	8	35	128
Increase options for shopping (retail) & services	2	1	3	11	5	9	4	35	116
Improve work-life balance	2	7	4	2	7	3	5	30	116
More bike paths, lanes & infrastructure	2	3	4	3	11	5	2	30	109
More recycling services	3	2	3	6	6	4	8	32	106
Improve K-12 education programming	4	4	3	6	2	3	3	25	106
More indoor recreation spaces or activities	4	3	4	5	2	5	3	26	105
Invest in or expand Grinnell businesses	4	2	5	5	4	1	4	25	103
Enhance safety & security for residents	3	1	2	6	8	6	1	27	98
Improve Grinnell College academic programs	5	1	4	4	2	4	3	23	94
More fast-food options	1	6	3	2	3	2	3	20	82

More responsive leadership	1	5	3	5	1	1	3	19	80
More community events	3	1	2	5	2	4	4	21	75
More or improved parks & green spaces	2	2	2	2	6	4	4	22	74
Increase attractiveness of city entrances & downtown	3	3	3	1	2	2	5	19	73
More indoor spaces for community events & gatherings	3	3	1	1	3	4	4	19	69
Reduce Grinnell College influence in the community	3	4	2	0	3	2	1	15	69
Create a dog park	5	1	2	2	1	2	1	14	67
Improve roads & road maintenance	2	2	1	3	2	4	6	20	63
Improve k-12 buildings & infrastructure	2	1	2	3	2	5	3	18	61
More childcare or preschool options	1	2	4	3	2	1	1	14	60
More outdoor recreation spaces or activities	2	2	1	1	3	5	4	18	58
Reduce taxes & fees	3	0	2	3	1	2	7	18	57
More activities or hangout spaces for teens	0	1	4	2	2	4	4	17	52
More music events	0	3	2	2	1	1	5	14	46
Clean up or improve homes & yards, & public landscaping	1	3	0	2	2	1	4	13	45
Improve communication on community events & services	1	0	1	3	1	4	7	17	42
More activities for families or kids	2	0	1	1	2	0	3	9	32
Write IN	2	0	0	1	0	0	1	4	19

Respondents Identifying with One or More Race/Ethnic Category other than White, as well as Those Identifying as Being of Spanish, Hispanic, or Latino Origin, Excluding Grinnell College Students (N=61)

Issue	Ranking Counts							Total Count	Ranking Points
	#1	#2	#3	#4	#5	#6	#7		
Improve quality of drinking water	10	6	8	1	4	1	2	32	166
More variety of restaurants	1	2	4	4	4	3	4	22	77
Less racism	5	3	2	1	1	2	1	15	75
Improve sidewalks & lighting	1	4	2	3	3	4	2	19	72
More housing options	0	5	4	3	1	2	1	16	70
Improve or expanded healthcare services	0	2	5	3	2	4	0	16	63
Improve roads & road maintenance	2	2	1	2	1	3	5	16	53
Improve K-12 education programming	2	2	2	3	1	0	2	12	53
Increase options for groceries & produce	2	3	3	0	1	1	0	10	52
Increase public transportation options	4	0	3	0	1	2	1	11	51
More recycling services	1	1	1	3	2	3	6	17	48
More community diversity	3	0	1	3	2	1	1	11	47
Improve or expand mental health care services	1	1	3	2	2	1	0	10	44
Build a more welcoming & less isolating social environment	2	1	2	1	1	2	2	11	43
Reduce Grinnell College influence in the community	2	3	0	0	2	2	1	10	43
More or improved parks & green spaces	1	1	1	2	4	2	0	11	42
Invest in or expand Grinnell businesses	2	0	1	3	3	0	1	10	41
More indoor recreation spaces or activities	3	1	0	1	1	3	0	9	40
More bike paths, lanes & infrastructure	1	1	2	0	4	1	1	10	38
More coffee shops/cafes	1	2	0	3	1	1	1	9	37
Create a dog park	4	0	0	2	0	0	1	7	37
Higher wages or lower prices	2	3	0	0	1	0	1	7	36
Reduce divisions in the community	0	3	1	0	1	3	1	9	33
Reduce taxes & fees	2	0	1	3	0	0	2	8	33
More things to do in the evenings and nighttime	0	1	1	0	5	2	2	11	32
Increase options for shopping (retail) & services	0	0	0	6	1	2	1	10	32
Improve k-12 buildings & infrastructure	1	0	1	3	1	2	1	9	32
More Job opportunities	1	1	2	1	0	1	1	7	30
More fast-food options	0	2	2	1	0	0	2	7	28

More childcare or preschool options	1	1	2	0	1	0	0	5	26
More chain brand stores (such as Target or CVS)	0	1	1	1	1	3	1	8	25
Increase attractiveness of city entrances & downtown	0	2	1	0	1	1	2	7	24
Clean up or improve homes & yards, & public landscaping	1	1	0	1	0	1	2	6	21
More activities for families or kids	1	0	0	1	2	0	2	6	19
Enhance safety & security for residents	0	0	1	1	3	0	0	5	18
More community events	1	0	0	1	0	2	1	5	16
More responsive leadership	0	1	0	1	1	1	0	4	15
More activities or hangout spaces for teens	0	0	1	1	1	1	0	4	14
More outdoor recreation spaces or activities	0	1	0	0	0	2	3	6	13
More music events	0	2	0	0	0	0	1	3	13
Improve communication on community events & services	1	0	0	0	0	2	1	4	12
Improve work-life balance	0	1	0	0	1	0	0	2	9
Write IN	1	0	0	0	0	0	1	2	8
More indoor spaces for community events & gatherings	0	1	0	0	0	0	1	2	7
Improve Grinnell College academic programs	1	0	0	0	0	0	0	1	7
Improve Grinnell College dorms	0	0	1	0	0	0	1	2	6
Improve Grinnell College dining hall	0	0	1	0	0	0	0	1	5

Respondents Under 19 Years of Age, Excluding Grinnell College Students (N=43)

Issue	Ranking Counts							Total Count	Ranking Points
	#1	#2	#3	#4	#5	#6	#7		
Improve k-12 buildings & infrastructure	5	1	3	1	2	1	0	13	68
Reduce Grinnell College influence in the community	4	5	1	0	0	0	1	11	64
Improve quality of drinking water	3	0	3	3	2	2	0	13	58
Improve K-12 education programming	1	7	1	0	0	1	2	12	58
Improve roads & road maintenance	2	1	1	3	4	2	4	17	57
More activities or hangout spaces for teens	3	1	1	2	0	5	6	18	56
Higher wages or lower prices	2	4	1	2	0	0	1	10	52
More variety of restaurants	2	3	1	1	0	2	3	12	48
More chain brand stores (such as Target or CVS)	1	0	1	2	5	4	3	16	46
More things to do in the evenings and nighttime	0	3	0	4	0	2	5	14	43
More activities for families or kids	2	1	0	1	4	1	0	9	38
More fast-food options	0	1	2	2	2	1	1	9	33
Less racism	2	2	1	0	0	1	0	6	33
More indoor recreation spaces or activities	2	1	0	1	1	2	0	7	31
Improve or expand mental health care services	1	0	2	1	1	1	1	7	27
More Job opportunities	0	2	1	1	2	0	0	6	27
More community events	0	0	2	1	1	3	3	10	26
Increase options for shopping (retail) & services	0	0	2	0	2	3	2	9	24
Increase attractiveness of city entrances & downtown	0	0	2	2	1	1	1	7	24
Reduce taxes & fees	2	0	1	1	0	0	0	4	23
Reduce divisions in the community	0	1	2	1	0	1	0	5	22
Invest in or expand Grinnell businesses	0	0	3	1	0	0	2	6	21
More outdoor recreation spaces or activities	0	0	2	2	1	0	0	5	21
Increase options for groceries & produce	1	0	1	1	0	2	0	5	20
Enhance safety & security for residents	1	1	0	1	0	1	1	5	20
More community diversity	1	0	1	1	1	0	0	4	19
More coffee shops/cafes	0	1	1	1	0	1	1	5	18
Build a more welcoming & less isolating social environment	1	0	1	0	1	1	1	5	18
Improve sidewalks & lighting	0	0	1	1	3	0	0	5	18

Respondents Under Age 25 (Gen Z), Excluding Grinnell College Students (N=76)

Issue	Ranking Counts							Total Count	Ranking Points
	#1	#2	#3	#4	#5	#6	#7		
Improve quality of drinking water	6	2	6	5	2	4	0	25	118
More variety of restaurants	4	4	3	3	3	7	5	29	107
Improve k-12 buildings & infrastructure	6	4	3	3	2	2	0	20	103
Higher wages or lower prices	5	6	2	2	3	0	2	20	100
Reduce Grinnell College influence in the community	5	6	1	0	1	0	1	14	80
Improve roads & road maintenance	2	2	2	4	4	3	9	26	79
More fast-food options	0	4	5	3	3	1	3	19	75
Improve K-12 education programming	2	7	2	1	0	1	2	15	74
More things to do in the evenings and nighttime	0	4	3	4	1	3	5	20	69
Less racism	5	3	1	0	1	3	0	13	67
More activities or hangout spaces for teens	3	1	1	3	0	7	8	23	66
Improve or expand mental health care services	4	1	3	2	1	2	1	14	65
Increase options for groceries & produce	4	1	2	1	2	3	0	13	60
More chain brand stores (such as Target or CVS)	1	0	2	2	7	5	4	21	60
More Job opportunities	2	3	1	3	2	1	1	13	58
More indoor recreation spaces or activities	4	1	0	2	4	2	0	13	58
Reduce taxes & fees	3	2	2	2	1	0	2	12	56
Invest in or expand Grinnell businesses	1	0	5	3	2	0	2	13	52
Improve sidewalks & lighting	0	2	1	2	5	4	1	15	49
More activities for families or kids	3	1	0	1	4	2	0	11	47
Build a more welcoming & less isolating social environment	1	1	1	4	2	2	1	12	45
Increase options for shopping (retail) & services	0	1	2	2	2	6	2	15	44
Improve work-life balance	3	2	0	1	0	1	0	7	39
More housing options	1	1	2	1	3	0	0	8	36
Increase attractiveness of city entrances & downtown	0	1	2	3	1	1	2	10	35
Improve or expanded healthcare services	3	1	0	0	2	0	0	6	33
More or improved parks & green spaces	0	0	4	1	2	0	3	10	33
Reduce divisions in the community	0	2	2	1	1	2	0	8	33
More childcare or preschool options	3	0	2	0	0	1	0	6	33

All Respondents Aged 26-45 (N=301)

	Ranking Counts							Total Count	Ranking Points
	#1	#2	#3	#4	#5	#6	#7		
Improve quality of drinking water	39	25	20	11	21	12	12	140	666
Improve k-12 buildings & infrastructure	44	24	14	12	4	8	5	111	603
More variety of restaurants	14	20	23	17	28	25	21	148	556
Improve roads & road maintenance	5	11	17	12	19	6	15	85	318
More childcare or preschool options	13	11	15	13	6	4	5	67	315
Improve or expand mental health care services	12	12	14	10	6	8	5	67	305
Improve K-12 education programming	8	18	12	10	5	7	4	64	297
More housing options	10	14	11	10	4	8	9	66	286
Higher wages or lower prices	12	10	12	3	11	9	2	59	269
Reduce taxes & fees	14	7	7	8	9	5	8	58	252
Reduce Grinnell College influence in the community	17	7	7	6	6	4	5	52	251
More activities for families or kids	7	3	15	10	8	11	8	62	236
More recycling services	6	7	6	12	14	6	11	62	227
Less racism	10	12	10	2	3	4	6	47	223
Improve sidewalks & lighting	6	9	8	6	7	9	7	52	206
More indoor recreation spaces or activities	5	6	6	8	9	16	12	62	204
Invest in or expand Grinnell businesses	3	13	4	9	9	5	10	53	202
More chain brand stores (such as Target or CVS)	5	2	6	11	14	9	14	61	195
More things to do in the evenings and nighttime	2	5	12	6	8	11	16	60	190
More fast-food options	4	9	6	6	7	8	10	50	183
Reduce divisions in the community	7	6	4	5	5	6	8	41	160
Increase options for groceries & produce	5	9	3	7	5	4	3	36	158
More Job opportunities	3	5	7	9	6	6	4	40	156
Improve or expanded healthcare services	3	4	9	11	3	5	3	38	156
More bike paths, lanes & infrastructure	3	3	7	5	11	8	7	44	150
Create a dog park	6	4	1	4	7	5	10	37	128
Increase options for shopping (retail) & services	2	2	3	12	4	9	9	41	128
More activities or hangout spaces for teens	0	6	3	8	5	6	6	34	116
More outdoor recreation spaces or activities	3	4	5	3	3	11	3	32	116
More coffee shops/cafes	0	3	6	5	9	6	5	34	112

All Respondents Aged 66 and Over (N=153)

Issue	Ranking Counts							Total Count	Ranking Points
	#1	#2	#3	#4	#5	#6	#7		
More variety of restaurants	10	12	11	11	11	10	15	80	309
Improve or expand mental health care services	11	7	11	9	10	6	4	58	256
Improve quality of drinking water	13	5	9	8	6	5	4	50	230
Improve or expanded healthcare services	9	13	8	3	5	4	2	44	218
Improve k-12 buildings & infrastructure	10	8	6	3	4	5	1	37	183
More recycling services	1	7	11	6	10	7	5	47	177
Improve roads & road maintenance	5	7	10	5	1	5	4	37	164
Reduce taxes & fees	7	9	1	6	2	4	3	32	149
Increase options for shopping (retail) & services	2	4	8	7	4	9	6	40	142
Clean up or improve homes & yards, & public landscaping	3	3	5	5	11	8	7	42	140
Reduce divisions in the community	6	7	3	5	3	4	3	31	139
More childcare or preschool options	6	6	2	6	4	5	1	30	135
Invest in or expand Grinnell businesses	6	2	8	4	6	1	3	30	133
Improve sidewalks & lighting	1	5	5	8	4	6	10	39	128
Improve K-12 education programming	6	6	3	3	2	5	0	25	121
Increase public transportation options	1	4	2	8	8	7	6	36	117
Less racism	5	4	3	3	3	3	1	22	102
Increase attractiveness of city entrances & downtown	6	3	1	4	2	2	8	26	99
More housing options	2	3	5	4	5	3	1	23	95
Improve communication on community events & services	2	1	4	5	7	1	3	23	86
More community diversity	3	3	5	2	2	3	1	19	85
Build a more welcoming & less isolating social environment	6	3	3	0	2	1	1	16	84
Reduce Grinnell College influence in the community	5	4	3	0	1	1	3	17	82
More responsive leadership	4	1	2	3	2	2	4	18	70
Create a dog park	2	4	2	2	1	2	2	15	65
More fast-food options	2	3	2	2	3	1	2	15	63
More chain brand stores (such as Target or CVS)	1	0	3	3	4	6	4	21	62
Enhance safety & security for residents	0	3	4	2	2	0	0	11	52
More Job opportunities	2	3	1	2	1	1	1	11	51
More bike paths, lanes & infrastructure	2	1	1	4	0	3	3	14	50

Respondents Identifying as Commuters, Excluding those Living in Grinnell's Rural Outskirts (N=72)

Issue	Ranking Counts							Total Count	Ranking Points
	#1	#2	#3	#4	#5	#6	#7		
Improve or expand mental health care services	10	5	4	1	3	2	3	28	140
More housing options	7	6	2	2	5	2	2	26	124
More variety of restaurants	5	1	4	6	2	11	5	34	118
Higher wages or lower prices	7	5	1	4	2	3	1	23	113
More Job opportunities	3	3	6	4	1	0	1	18	89
Improve k-12 buildings & infrastructure	6	3	1	2	2	1	1	16	82
More fast-food options	0	4	5	2	5	0	1	17	73
Improve roads & road maintenance	1	5	2	3	1	2	6	20	72
Improve quality of drinking water	3	3	4	1	0	4	0	15	71
More childcare or preschool options	2	2	5	3	0	0	1	13	64
Improve work-life balance	3	3	3	0	2	0	1	12	61
Improve or expanded healthcare services	2	2	1	4	2	2	3	16	60
Less racism	4	4	0	0	1	0	1	10	56
More chain brand stores (such as Target or CVS)	1	1	0	4	7	2	1	16	55
Increase options for shopping (retail) & services	0	0	5	4	2	1	4	16	53
Increase public transportation options	2	3	1	0	2	3	2	13	51
Reduce Grinnell College influence in the community	2	2	2	0	2	1	2	11	46
Increase options for groceries & produce	0	3	1	2	3	2	1	12	45
Build a more welcoming & less isolating social environment	2	1	2	2	0	3	0	10	44
Improve K-12 education programming	2	2	2	1	0	0	1	8	41
Invest in or expand Grinnell businesses	2	0	0	3	2	4	0	11	40
Reduce taxes & fees	1	2	0	3	1	1	2	10	38
More activities for families or kids	1	0	1	4	1	2	2	11	37
Improve sidewalks & lighting	0	2	2	1	1	2	3	11	36
Reduce divisions in the community	1	1	1	0	3	3	2	11	35
More bike paths, lanes & infrastructure	1	0	1	1	3	3	1	10	32
More community diversity	0	2	3	1	0	0	0	6	31
More coffee shops/cafes	0	0	1	2	5	0	2	10	30
Create a dog park	1	0	1	2	1	1	1	7	26
More indoor recreation spaces or activities	0	0	1	0	5	1	2	9	24

All Respondents Identifying as Rural (N=121)

Issue	Ranking Counts							Total Count	Ranking Points
	#1	#2	#3	#4	#5	#6	#7		
More variety of restaurants	8	13	14	8	12	7	5	67	291
Reduce Grinnell College influence in the community	17	5	2	5	4	2	5	40	200
Improve k-12 buildings & infrastructure	14	5	5	2	5	3	0	34	182
Improve K-12 education programming	6	11	3	7	1	3	0	31	160
More childcare or preschool options	6	4	4	4	7	4	3	32	134
Improve roads & road maintenance	4	5	5	4	6	2	7	33	128
Improve or expand mental health care services	1	7	10	3	3	2	2	28	126
Increase options for shopping (retail) & services	2	3	5	6	5	12	4	37	124
Invest in or expand Grinnell businesses	1	7	7	4	4	4	4	31	124
Reduce taxes & fees	9	2	2	5	0	1	3	22	110
More chain brand stores (such as Target or CVS)	4	2	7	0	7	3	3	26	105
More things to do in the evenings and nighttime	1	2	5	5	8	4	8	33	104
Improve or expanded healthcare services	3	5	3	6	1	2	0	20	97
Improve quality of drinking water	4	5	2	3	3	2	1	20	94
More activities for families or kids	4	2	5	3	2	1	4	21	89
Higher wages or lower prices	5	3	3	2	2	1	0	16	84
More housing options	2	3	3	6	2	1	4	21	83
Less racism	3	5	4	1	1	2	1	17	83
More Job opportunities	2	4	1	3	2	4	0	16	69
More coffee shops/cafes	0	3	5	3	2	1	5	19	68
Reduce divisions in the community	1	3	4	2	2	2	2	16	65
More fast-food options	0	3	1	4	4	5	3	20	64
More indoor recreation spaces or activities	2	1	1	0	7	7	2	20	62
Clean up or improve homes & yards, & public landscaping	2	2	0	1	2	5	5	17	51
More recycling services	0	2	1	1	4	4	6	18	47
More activities or hangout spaces for teens	2	1	0	3	2	2	4	14	46
More responsive leadership	3	1	1	1	2	1	1	10	45
More outdoor recreation spaces or activities	0	3	1	2	1	3	3	13	43
Increase attractiveness of city entrances & downtown	1	3	0	1	2	2	3	12	42

Respondents Reporting a Household Income under \$25k, Excluding Those Under 19 Years of Age and Grinnell College Students (N=45)

Issue	Ranking Counts							Total Count	Ranking Points
	#1	#2	#3	#4	#5	#6	#7		
Improve quality of drinking water	9	6	4	0	3	0	0	22	128
Improve or expand mental health care services	7	3	2	2	0	1	1	16	88
Improve or expanded healthcare services	3	3	3	0	1	3	1	14	64
More fast-food options	2	4	2	0	4	0	1	13	61
Higher wages or lower prices	2	3	2	2	2	0	3	14	59
More variety of restaurants	3	0	1	1	5	4	3	17	56
Improve roads & road maintenance	3	3	2	1	0	0	2	11	55
Reduce taxes & fees	3	2	2	1	2	0	1	11	54
More housing options	2	1	1	3	3	1	3	14	51
Increase public transportation options	3	1	1	1	3	1	1	11	48
More things to do in the evenings and nighttime	1	1	2	3	1	0	3	11	41
Increase options for shopping (retail) & services	0	2	1	3	1	3	1	11	39
Improve sidewalks & lighting	1	3	1	1	1	1	0	8	39
More Job opportunities	2	0	2	2	0	0	0	6	32
More community diversity	1	1	0	3	0	1	1	7	28
Increase options for groceries & produce	0	1	2	0	2	1	1	7	25
More indoor recreation spaces or activities	0	1	1	1	0	3	1	7	22
More recycling services	0	0	2	1	1	1	2	7	21
Improve K-12 education programming	0	2	1	0	0	2	0	5	21
Improve k-12 buildings & infrastructure	1	0	1	1	1	1	0	5	21
Less racism	0	1	1	0	1	1	2	6	18
Enhance safety & security for residents	0	0	1	1	3	0	0	5	18
Clean up or improve homes & yards, & public landscaping	1	0	1	1	0	1	0	4	18
More activities or hangout spaces for teens	0	0	0	3	0	2	0	5	16
More childcare or preschool options	0	2	0	1	0	0	0	3	16
More music events	0	0	2	1	0	0	1	4	15
More bike paths, lanes & infrastructure	0	1	1	1	0	0	0	3	15
More or improved parks & green spaces	0	0	1	1	1	1	0	4	14
More outdoor recreation spaces or activities	0	0	1	1	0	2	0	4	13

More chain brand stores (such as Target or CVS)	0	1	0	1	0	1	1	4	13
More responsive leadership	0	0	0	1	1	2	1	5	12
Improve communication on community events & services	0	0	1	1	0	1	1	4	12
Create a dog park	0	0	1	0	0	2	1	4	10
More activities for families or kids	0	0	0	1	1	0	2	4	9
Build a more welcoming & less isolating social environment	0	0	0	1	1	0	0	2	7
Reduce Grinnell College influence in the community	1	0	0	0	0	0	0	1	7
More coffee shops/cafes	0	0	0	0	1	1	1	3	6
Increase attractiveness of city entrances & downtown	0	0	0	0	1	1	1	3	6
Invest in or expand Grinnell businesses	0	0	0	0	2	0	0	2	6
Improve Grinnell College dining hall	0	1	0	0	0	0	0	1	6
Write IN	0	1	0	0	0	0	0	1	6
Reduce divisions in the community	0	0	0	0	1	1	0	2	5
Improve Grinnell College dorms	0	0	1	0	0	0	0	1	5
More indoor spaces for community events & gatherings	0	0	0	1	0	0	0	1	4
Improve Grinnell College academic programs	0	0	0	1	0	0	0	1	4
More community events	0	0	0	0	0	1	1	2	3
Improve work-life balance	0	0	0	0	0	1	0	1	2

Respondents Reporting a Household Income of \$25-\$50k in Households of Two or More Persons, Excluding Those Under 19 Years of Age and Grinnell College Students (N=54)

Issue	Ranking Counts							Total Count	Ranking Points
	#1	#2	#3	#4	#5	#6	#7		
Improve quality of drinking water	8	4	6	1	1	3	0	23	123
More variety of restaurants	4	2	2	7	4	6	3	28	105
Higher wages or lower prices	6	3	4	1	5	1	0	20	101
Improve roads & road maintenance	3	4	2	1	5	1	3	19	79
Improve or expand mental health care services	4	3	1	2	2	1	3	16	70
Reduce taxes & fees	2	1	0	6	2	2	5	18	59
More fast-food options	0	3	5	2	1	1	1	13	57
More Job opportunities	2	4	1	2	2	0	0	11	57
More chain brand stores (such as Target or CVS)	2	1	3	1	3	3	2	15	56
Improve k-12 buildings & infrastructure	4	1	2	1	1	0	1	10	52
Reduce Grinnell College influence in the community	1	3	2	1	2	1	4	14	51
More housing options	4	2	0	2	0	0	1	9	49
Create a dog park	2	1	3	2	1	0	2	11	48
More activities for families or kids	2	0	3	0	2	4	1	12	44
Increase public transportation options	1	1	0	2	3	4	3	14	41
Improve sidewalks & lighting	1	3	1	1	1	0	0	7	37
More recycling services	0	3	1	0	4	0	1	9	36
More activities or hangout spaces for teens	0	0	4	3	0	0	3	10	35
Invest in or expand Grinnell businesses	0	0	2	4	0	3	2	11	34
More indoor recreation spaces or activities	0	2	2	0	2	3	0	9	34
Increase options for shopping (retail) & services	1	2	0	2	0	1	2	8	31
Less racism	1	4	0	0	0	0	0	5	31
More things to do in the evenings and nighttime	1	1	1	1	0	2	3	9	29
More childcare or preschool options	2	1	0	0	0	1	1	5	23
More coffee shops/cafes	0	1	1	1	1	1	1	6	21
Improve K-12 education programming	0	0	1	2	1	2	0	6	20
Increase options for groceries & produce	0	1	0	1	2	1	1	6	19
Improve communication on community events & services	0	1	0	2	0	1	1	5	17
Improve or expanded healthcare services	0	0	1	0	2	2	0	5	15

All Respondents, Excluding Grinnell College Students (N=882)

Issue	Ranking Counts							Total Count	Ranking Points
	#1	#2	#3	#4	#5	#6	#7		
More variety of restaurants	53	72	65	57	69	74	61	451	1772
Improve quality of drinking water	95	50	59	33	46	33	24	340	1620
Improve k-12 buildings & infrastructure	93	55	36	31	22	24	10	271	1409
Improve or expand mental health care services	45	39	49	37	32	25	17	244	1105
Improve roads & road maintenance	29	42	47	34	39	27	41	259	1038
Reduce taxes & fees	51	33	16	28	17	11	21	177	841
Improve K-12 education programming	22	45	25	28	11	18	7	156	737
Higher wages or lower prices	35	31	21	23	22	13	10	155	730
More housing options	25	29	31	26	19	18	20	168	721
Reduce Grinnell College influence in the community	43	30	18	10	17	14	25	157	715
More recycling services	10	28	28	31	41	22	35	195	704
More childcare or preschool options	30	22	29	29	18	16	15	159	704
Improve or expanded healthcare services	23	31	22	28	18	15	13	150	666
Invest in or expand Grinnell businesses	18	24	30	27	26	19	18	162	662
Reduce divisions in the community	23	27	21	19	21	19	22	152	627
Less racism	29	31	21	14	8	16	11	130	617
Increase options for shopping (retail) & services	6	14	24	37	23	52	28	184	595
Improve sidewalks & lighting	11	24	19	21	26	29	22	152	558
More Job opportunities	15	21	21	22	19	16	9	123	522
More chain brand stores (such as Target or CVS)	10	8	20	25	32	28	32	155	502
More fast-food options	8	23	20	24	19	15	22	131	499
More things to do in the evenings and nighttime	6	13	19	21	31	33	37	160	495
Increase public transportation options	12	11	16	22	22	27	15	125	453
More bike paths, lanes & infrastructure	11	13	18	17	23	22	16	120	442
Clean up or improve homes & yards, & public landscaping	10	10	18	15	24	31	23	131	437
More activities for families or kids	14	5	23	16	23	16	13	110	421
More indoor recreation spaces or activities	10	9	9	15	29	31	25	128	403
Build a more welcoming & less isolating social environment	20	10	12	10	16	22	10	100	402
More community diversity	16	10	16	16	15	7	13	93	388

Increase options for groceries & produce	13	13	11	13	14	12	9	85	351
Create a dog park	14	9	11	12	14	11	28	99	347
Increase attractiveness of city entrances & downtown	12	11	6	14	11	14	29	97	326
More activities or hangout spaces for teens	5	10	8	21	11	17	21	93	307
More outdoor recreation spaces or activities	10	9	14	11	6	16	15	81	303
More or improved parks & green spaces	9	7	11	15	12	9	17	80	291
More coffee shops/cafes	1	9	12	12	18	12	20	84	267
Improve communication on community events & services	6	6	8	11	13	15	14	73	245
More responsive leadership	10	8	7	6	8	9	10	58	229
More community events	4	5	10	9	8	17	17	70	219
Improve work-life balance	10	8	8	3	6	4	3	42	199
Enhance safety & security for residents	5	9	6	9	7	5	3	44	189
More music events	3	5	5	7	5	12	13	50	156
More indoor spaces for community events & gatherings	1	3	5	9	7	10	5	40	132
Write IN	4	4	0	4	2	0	4	18	78
Improve Grinnell College dining hall	1	4	2	1	0	0	0	8	45
Improve Grinnell College dorms	0	0	2	1	2	1	1	7	23
Improve Grinnell College academic programs	1	0	0	1	0	0	0	2	11

All Grinnell College Students (N=388)

Issue	Ranking Counts							Total Count	Ranking Points
	#1	#2	#3	#4	#5	#6	#7		
Less racism	101	39	18	21	15	5	10	209	1180
Higher wages or lower prices	26	36	23	19	22	21	17	164	714
Improve quality of drinking water	26	20	26	19	20	19	12	142	618
Improve or expand mental health care services	20	26	20	18	14	11	13	122	545
Improve Grinnell College dining hall	12	17	14	17	17	16	21	114	428
Build a more welcoming & less isolating social environment	19	13	9	16	7	23	18	105	405
Increase public transportation options	10	23	12	10	15	13	16	99	395
More things to do in the evenings and nighttime	15	10	16	15	11	20	13	100	391
Reduce divisions in the community	15	14	15	13	14	8	6	85	380
More community diversity	11	20	12	10	14	14	9	90	376
Improve Grinnell College dorms	5	13	11	17	21	15	12	94	341
More variety of restaurants	7	11	9	10	18	14	11	80	293
Improve or expanded healthcare services	8	8	17	8	13	12	8	74	292
Improve work-life balance	4	13	12	9	9	5	11	63	250
Increase options for groceries & produce	6	9	5	14	13	10	3	60	239
More chain brand stores (such as Target or CVS)	8	7	11	8	6	7	14	61	231
More bike paths, lanes & infrastructure	4	7	8	9	14	15	9	66	227
More recycling services	3	8	9	12	10	7	10	59	216
More coffee shops/cafes	5	5	7	12	9	9	7	54	200
Enhance safety & security for residents	7	5	6	9	11	8	1	47	195
More Job opportunities	5	4	10	10	8	6	4	47	189
Improve sidewalks & lighting	7	6	6	6	8	6	6	45	181
Increase options for shopping (retail) & services	4	5	7	11	4	9	6	46	173
More outdoor recreation spaces or activities	6	3	10	4	9	5	5	42	168
More community events	2	5	5	11	4	12	7	46	156
More or improved parks & green spaces	6	3	6	3	9	9	5	41	152
More housing options	2	6	9	5	3	8	9	42	149
Invest in or expand Grinnell businesses	3	4	9	5	7	5	8	41	149
Improve K-12 education programming	5	3	6	6	7	5	6	38	144

Improve Grinnell College academic programs	7	3	5	5	3	7	7	37	142
More responsive leadership	3	7	5	8	1	4	5	33	136
More indoor recreation spaces or activities	2	3	7	6	6	7	8	39	131
More fast-food options	2	8	3	3	5	4	4	29	116
More music events	2	3	3	8	3	2	14	35	106
Improve communication on community events & services	1	0	6	6	6	4	12	35	99
Improve k-12 buildings & infrastructure	2	3	4	2	7	4	3	25	92
More indoor spaces for community events & gatherings	4	2	2	2	4	5	7	26	87
More activities or hangout spaces for teens	1	2	6	2	2	4	6	23	77
Increase attractiveness of city entrances & downtown	3	1	3	2	1	5	8	23	71
Create a dog park	1	2	5	3	2	3	2	18	70
More childcare or preschool options	0	2	4	6	2	2	3	19	69
Reduce Grinnell College influence in the community	1	2	3	1	1	4	1	13	50
Clean up or improve homes & yards, & public landscaping	0	4	0	2	3	1	3	13	46
More activities for families or kids	2	2	1	0	2	1	1	9	40
Improve roads & road maintenance	1	0	1	2	3	2	2	11	35
Reduce taxes & fees	1	0	1	1	2	2	7	14	33
Write IN	2	0	0	1	0	0	0	3	18

Women Aged 19-45, Excluding Grinnell College Students (N=222)

Issue	Ranking Counts							Total Count	Ranking Points
	#1	#2	#3	#4	#5	#6	#7		
Improve quality of drinking water	33	19	14	8	14	9	6	513	103
Improve k-12 buildings & infrastructure	28	21	10	8	2	6	3	425	78
More variety of restaurants	7	15	17	15	22	20	15	405	111
More childcare or preschool options	11	8	17	5	4	3	4	252	52
Higher Wages or lower prices	13	10	8	3	8	6	2	241	50
Improve or expand mental health care services	11	5	11	7	6	6	3	223	49
Improve K-12 education programming	5	11	9	9	3	5	3	204	45
More activities for families or kids	6	2	11	10	7	9	8	196	53
Improve roads & road maintenance	2	9	10	5	11	4	13	192	54
Less racism	9	10	9	1	2	4	4	190	39
Reduce Grinnell College influence in the community	14	6	3	4	5	3	4	190	39
Reduce Taxes & fees	10	7	4	6	7	0	5	182	39
More housing options	6	9	6	5	3	5	6	171	40
More recycling services	4	5	4	8	15	5	6	171	47
Increase options for groceries & produce	5	10	4	5	5	5	2	162	36
More fast-food options	3	8	6	5	4	7	10	155	43
More indoor recreation spaces or activities	4	3	6	4	7	12	10	147	46
More chain branded stores	3	1	5	6	13	8	11	142	47
Reduce divisions in the community	5	7	4	2	4	6	7	136	35
Improve sidewalks & lighting	5	7	1	5	5	6	6	135	35
More things to do in the evenings and nighttime	2	2	10	4	4	8	14	134	44
Improve or expanded healthcare services	3	3	5	10	3	3	1	120	28
Increase options for shopping (retail) & services	1	1	3	11	4	10	8	112	38
More activities or hangout spaces for teens	0	5	3	7	3	7	6	102	31
Invest in or expand Grinnell businesses	1	6	0	8	6	2	5	102	28
More Job opportunities	2	3	4	8	3	2	3	100	25
Create dog park	5	3	2	3	4	3	6	99	26
Increase public transportation options	4	3	2	4	3	6	5	98	27
Build a more welcoming & less isolating social environment	4	1	2	5	4	2	3	83	21
More outdoor recreation spaces or activities	3	2	3	2	3	4	4	77	21

Men Aged 19-55, Excluding Grinnell College Students (N=156)

	Ranking Counts							Total Count	Ranking Points
	#1	#2	#3	#4	#5	#6	#7		
More variety of restaurants	11	11	12	9	11	14	9	77	309
Improve quality of drinking water	10	10	7	8	13	7	8	63	258
Improve k-12 buildings & infrastructure	25	9	7	7	5	4	3	60	318
Improve roads & road maintenance	6	8	12	10	11	6	6	59	241
Invest in or expand Grinnell businesses	5	8	8	6	5	4	5	41	175
Reduce Taxes & fees	10	3	4	4	4	6	6	37	154
Improve K-12 education programming	5	11	6	8	2	2	1	35	174
More housing options	7	6	5	5	3	3	5	34	150
Improve sidewalks & lighting	1	4	7	2	8	8	3	33	117
More indoor recreation spaces or activities	4	4	1	5	8	7	3	32	118
Reduce Grinnell College influence in the community	6	5	7	5	4	2	3	32	146
More Job opportunities	4	5	5	4	4	6	2	30	125
Improve or expand mental health care services	4	9	4	5	2	3	3	30	137
More bike paths, lanes & infrastructure	3	3	4	5	6	4	5	30	110
More things to do in the evenings and nighttime	1	5	5	2	6	7	3	29	105
More recycling services	2	2	8	3	3	3	7	28	100
More outdoor recreation spaces or activities	3	4	4	4	1	7	3	26	101
Clean up or improve homes & yards, & public landscaping	2	2	4	4	3	6	3	24	86
More chain branded stores	1	1	3	5	4	2	6	22	70
More fast-food options	3	4	3	4	3	1	4	22	91
More childcare or preschool options	4	3	0	8	2	2	3	22	91
Increase attractiveness of city entrances & downtown	4	3	1	1	3	3	7	22	77
Higher Wages or lower prices	4	4	4	0	5	3	1	21	94
Less racism	4	6	2	2	2	4	1	21	97
Create dog park	3	0	1	2	5	2	7	20	60
More or improved parks & green spaces	2	1	3	4	1	2	5	18	63
More activities for families or kids	2	1	6	2	2	4	0	17	72
Build a more welcoming & less isolating social environment	3	3	0	0	4	6	1	17	64
More community diversity	3	0	2	4	5	1	2	17	66
Reduce divisions in the community	3	1	2	5	1	2	3	17	67

Improve or expanded healthcare services	1	3	5	2	0	3	2	16	66
Increase options for shopping (retail) & services	1	2	1	2	2	6	2	16	52
More community events	2	2	2	1	1	3	3	14	52
More coffee shops/cafes	0	2	3	3	3	0	3	14	51
Increase options for groceries & produce	3	1	2	3	2	1	2	14	59
More activities or hangout spaces for teens	0	1	0	3	2	2	4	12	32
More responsive leadership	1	2	0	1	1	2	3	10	33
Improve work-life balance	2	1	1	2	1	0	1	8	37
Increase public transportation options	0	0	2	1	3	1	1	8	26
Improve communication on community events & services	0	0	0	1	2	3	2	8	18
More music events	0	1	0	1	0	0	4	6	14
Improve Grinnell College dining hall	0	3	1	1	0	0	0	5	27
Write IN	1	2	0	1	1	0	0	5	26
More indoor spaces for community events & gatherings	0	0	1	0	1	0	2	4	10
Enhance safety & security for residents	0	0	0	0	1	1	2	4	7
Improve Grinnell College Dorms	0	0	1	0	0	1	0	2	7
Improve Grinnell College academic programs	0	0	0	1	0	0	0	1	4