Final Project Report

City of Harrisburg

Community Assessment Survey

18 October 2015

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Executive Summary

In June of 2015, the City of Harrisburg, South Dakota, contracted with USD's Government Research Bureau (GRB) to conduct a community assessment survey.

- After collaborating with city officials to develop the final survey instrument, the GRB sent invitation postcards for an online survey to 1,000 randomly selected households in Harrisburg. The survey link was also shared among community members making the sample not entirely random.

- A total of 381 respondents completed the survey online. The results reported below are all 381 respondents. In some cases not all respondents answered every question.

General Trends

The survey asked respondents to provide answers to 99 questions, many of which were focused on respondents' general observations about living in Harrisburg, or input pertaining to specific policy options in Harrisburg. The following represent the major findings from these questions:

TO BE ADDED

Survey Planning

Survey Materials and Procedures

The survey instrument was constructed by the USD Government Research Bureau (GRB) in coordination with the Harrisburg. The final survey included 99 questions. The questions were balanced among areas such as local economic development, overall satisfaction, accessibility, opinions about government services, retail options, and parks and recreation. The full survey instrument is included as Appendix A. The University of South Dakota's Institutional Review board approved the final survey version, all related materials, and the approach used in conducting the study. This board's purpose is to ensure the safety of human subjects participating in USD-related research and contract work.

Postcards inviting community members to participate in the online survey were sent to 1,000 households within the Harrisburg city limits during the last week of December 2014. The GRB selected the sample population using a random number generator from a roster of the city's municipal utility customers, provided by the City of Harrisburg. The GRB at the University of South Dakota has used similar approaches to conducting past surveys. One week later, we sent 1000 postcard reminders to the same sample of addresses. The online survey was created and implemented in Psychdata, a common online surveying platform.

The Harrisburg Community Survey received 381 responses. Based on the number of invitations we sent out the total response rate for the survey was 38.1%, however, due to sharing of the survey link between community members, some of these responses were not necessarily a part of the random sample invited. Since the survey was not a pure random sample a margin of error cannot be calculated.

The following section offers demographic details about the survey's respondents. Most importantly, it provides guidance regarding how the survey's respondent profile maps to the 2010 US Census figures for the City of Harrisburg.

Demographic Profile

Tables 1 & 2 offer some details about the response rates for the Harrisburg Community Survey by demographic characteristics. For each characteristic, the number and percentage of survey respondents are listed with the actual percentage of Harrisburg community residents as counted in the 2010 Census. The comparison reveals that within the sample of respondents, community members in the 30-39 year old age bracket are slightly over-represented. Those in this age bracket make up 55.1% of survey respondents but only 29.2% of community members (as of the 2010 census). Conversely, those in the 20-29 year old age bracket are slightly under-represented. This underrepresentation of younger age groups is common in survey research but it should be taken into consideration when interpreting results.

Table 1 – Age of Harrisburg Survey Respondents and Community Members

	Harrisburg 2015		Census 2010
Q93 Age Cohort (years)	**Count**	**%**	**%**
20-29	68	17.8%	39.9%
30-39	210	55.1%	29.2%
40-49	67	17.6%	14.5%
50-59	14	3.7%	9.9%
60+	22	5.8%	6.5%
Total	381	**100%**	**100%**

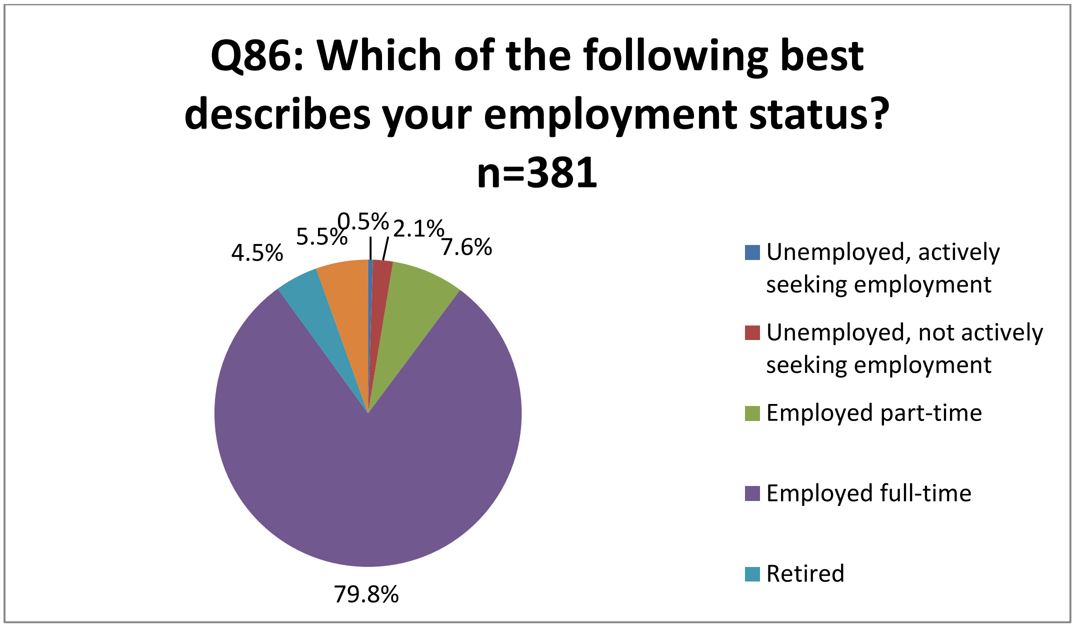
We also compared respondents of our survey with census data according to gender. While the community itself is split pretty close to half-and-half on gender lines, two-thirds of our survey respondents were female.

Table 2- Gender of Harrisburg Survey Respondents and Community Members

	Harrisburg 2015		2010 Census
Q84 Gender	**Count**	**%**	**%**
Male	127	33.3%	49.0%
Female	253	66.4%	51.0%
Other	1	0.3%	0.0%
Total	381	**100%**	**100%**

Respondents were also asked to indicate employment status. As illustrated in the Figure 1 below, a large majority of respondents (79.8%) indicated they are employed full-time; only 2.6% of respondents indicated they were unemployed. For respondents that selected the “Other” category, the top three provided responses were “stay at home parent”, “business owner”, or “self-employed”.

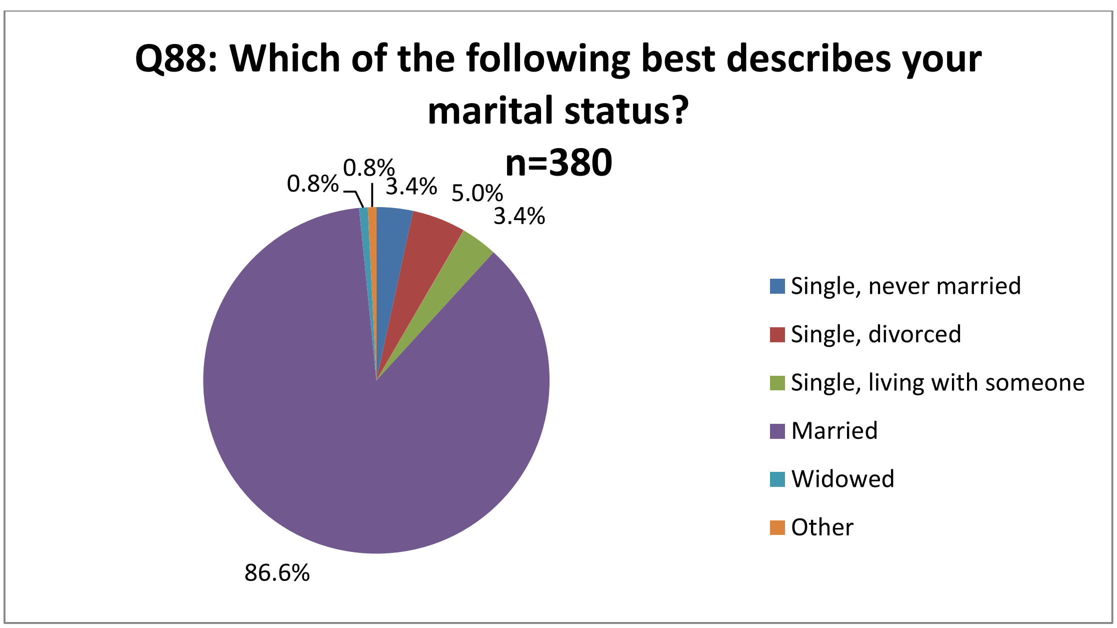
Figure 1: Employment Status



The survey also asked respondents to indicate which town or city they worked in if they were employed. Of the 340 respondents who provided an answer, 77% indicated they worked in Sioux Falls, while 14% indicted Harrisburg. Of the other cities listed Tea and Brandon occurred most frequently.

Next, respondents were asked to indicate their marital status. Of the 380 respondents, 86.6% indicated that they were married, with only 11.8% indicating they were single.

Figure 2: Marital Status



Respondents were also asked to indicate the number of individuals within age brackets that currently live in their households. A majority of respondents (76.8%) indicated that there were 2 individuals between the ages of 31-50 in their households. Most respondents also indicated having one or more children in the household:

- 80% of respondents indicated having at least one child between the ages of 11 and 15 in the house;
- 87.6% indicated having at least one child between the ages of 6 and 10; and
- 91.8% indicated having at least one child in the house under the age of five.

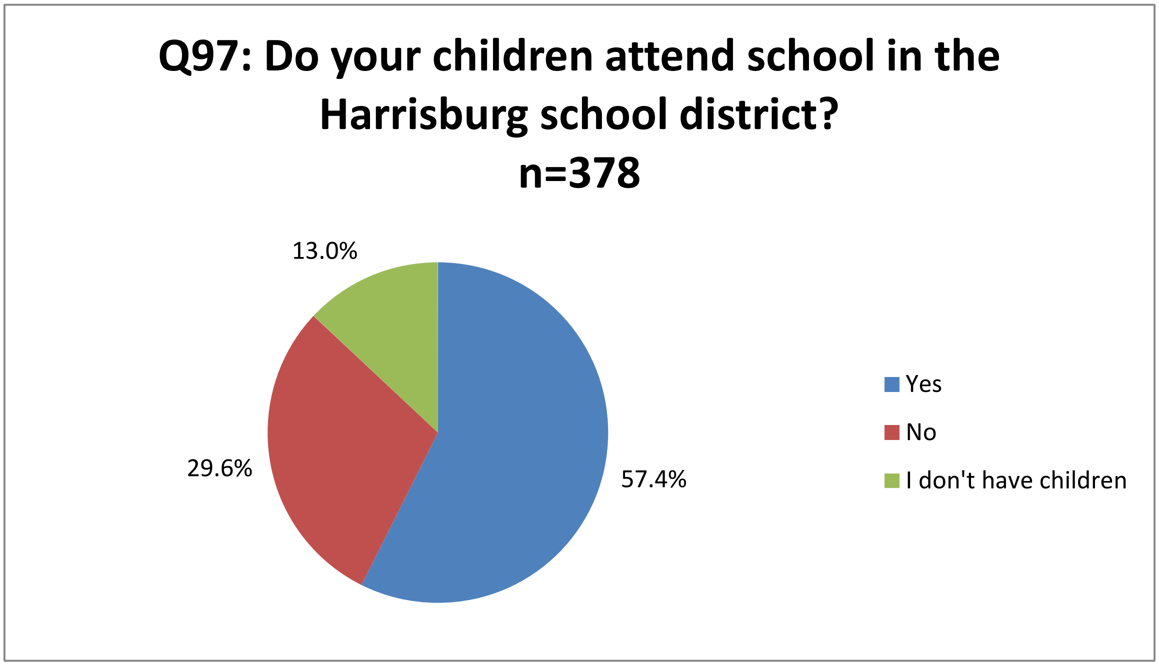
Collectively, this tells us that most survey respondents have families, particularly younger families.

Table 3: Please indicate the number of individuals within each age bracket that currently live in your household.

Questions 89-96	0	1	2	3	4	5 or more
0-5 (n=243)	8.2%	49.4%	33.3%	3.3%	3.3%	2.5%
6-10(n=169)	12.4%	59.8%	24.3%	2.4%	0.0%	1.1%
11-15(n=105)	20.0%	68.6%	9.5%	1.9%	0.0%	0.0%
16-20(n=65)	40.0%	49.2%	6.2%	4.6%	0.0%	0.0%
21-30 (n=119)	17.6%	35.3%	47.1%	0.0%	0.0%	0.0%
31-50 (n=254)	2.8%	19.7%	76.8%	0.7%	0.0%	0.0%
51-70(n=62)	38.7%	29.0%	32.3%	0.0%	0.0%	0.0%
71 or older (n=30)	86.7%	13.3%	0.0%	0.0%	0.0%	0.0%

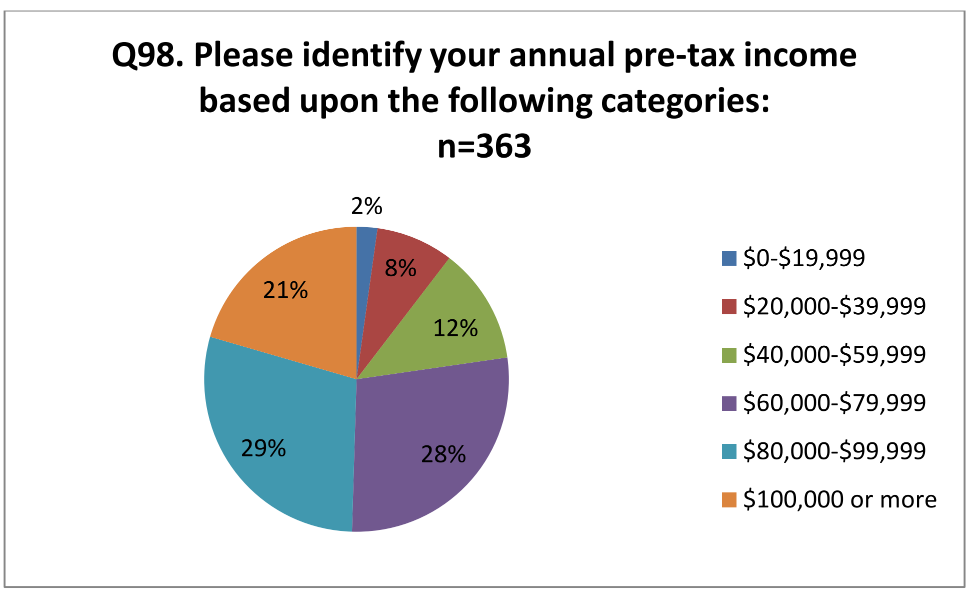
The survey also asked the respondents to indicate whether their children attended Harrisburg school district (Figure 3). Of the 378 responses, 57.4% indicated that their children do attend school in the Harrisburg school district, while 29.6% selected “no”, and 13.0% indicated that they do not have children.

Figure 3: Harrisburg School District



Finally, respondents were asked to indicate their pre-tax income. Responses varied, but the results showed that roughly half of respondents earn less than $80k a year. About 21% of respondents had an annual pre-tax income of more than $100,000 or more, and a small minority of 10% indicated that they had an annual pre-tax income of below $40,000.

Figure 4: Annual Pre-tax Income



COMMUNITY, EVENTS, AND RECREATION

To begin, we asked about general perceptions of Harrisburg and of local community events and recreational opportunities. First, we asked about the reasons people moved to Harrisburg, and what reasons (if any) would cause them to move away. The top three reasons for living in Harrisburg were proximity to Sioux Falls, small town feel, and the school system. The school system and small town feel were also common themes in the "Other" responses, in addition to personal or family history in Harrisburg. The top three potential reasons for leaving Harrisburg were better shopping opportunities or restaurants elsewhere, better housing elsewhere, and better employment opportunities elsewhere. Additional reasons specified for the "Other" category included cheaper utilities, lower taxes, a pool, more businesses, and more recreational activities.

Figure 5: Reasons for Living in Harrisburg

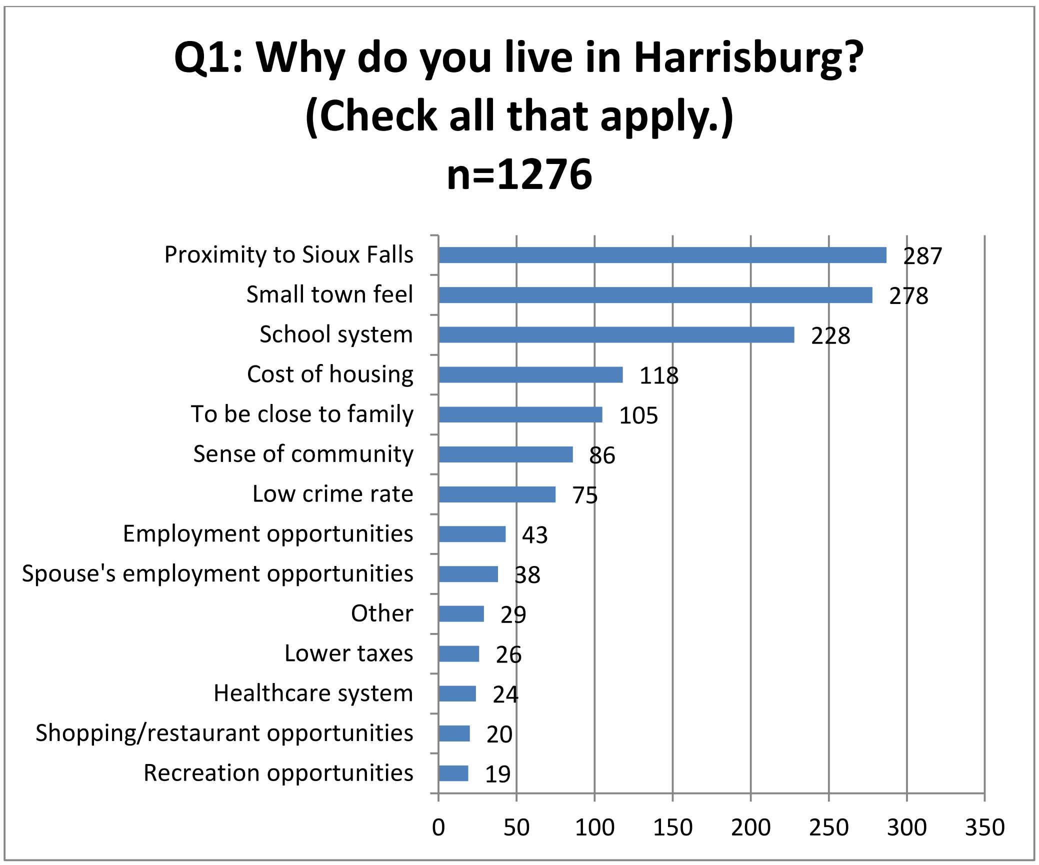
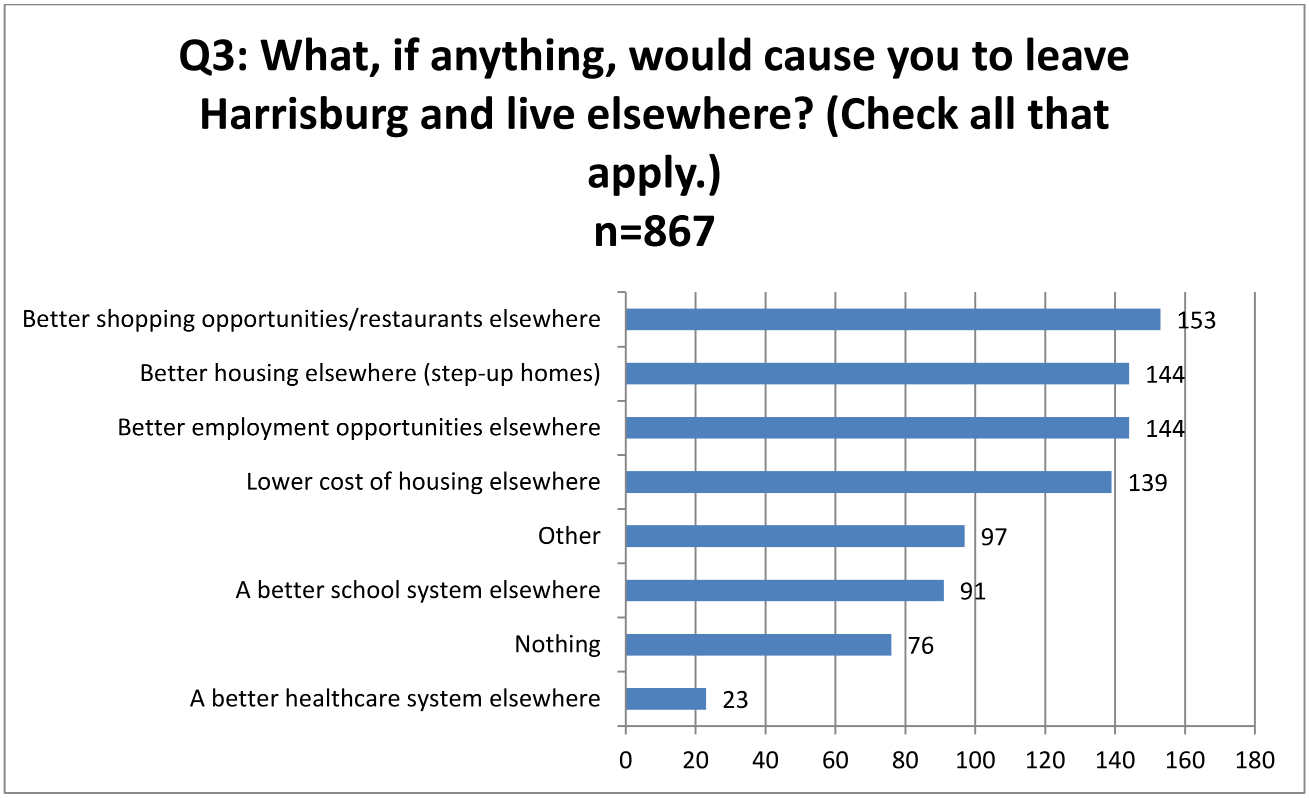
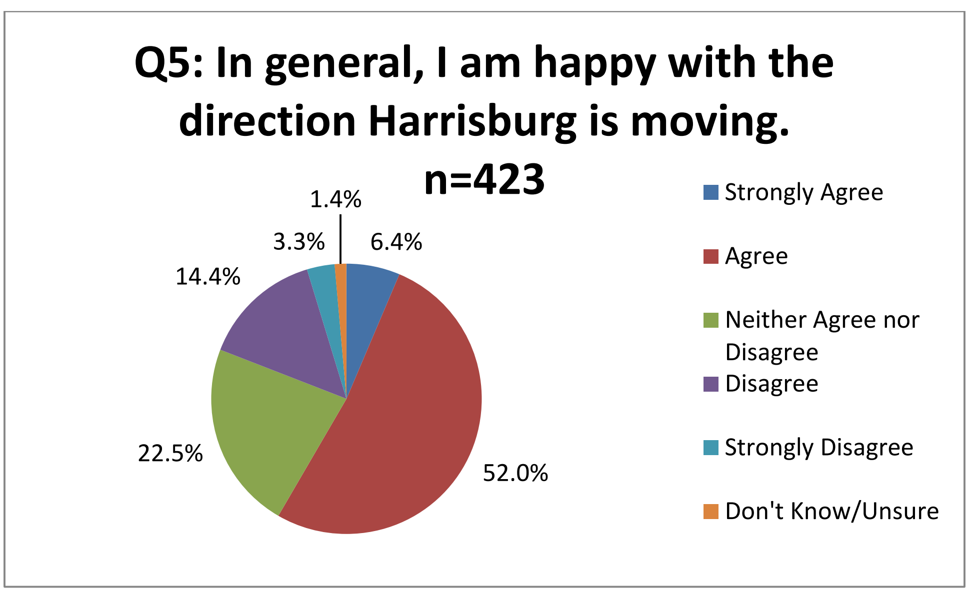


Figure 6: Reasons for Living Elsewhere



Survey respondents were asked how strongly they agreed that they were happy with the direction Harrisburg is moving. The majority (58.4%) agreed (including agree and strongly agree), while only 17.7% disagreed. However, another 22.5% neither agreed nor disagreed, and 1.4% indicated that they did not know or were not sure.

Figure 7: Happiness with Harrisburg's Direction



Respondents were also asked to rate the extent to which they agreed that they were satisfied with Harrisburg's recreational opportunities. In general, more respondents indicated they were not satisfied with the recreational opportunities provided than were satisfied, although a noticeable proportion neither agreed nor disagreed or were unsure. The most satisfaction was found in recreational options for young children with 32.1% indicating agreement. The highest levels of disagreement were for regarding recreational options for young adults (62.7%) and adults (58.8%). More encouragingly, a majority of respondents (57.4%) agreed that they would be willing to pay slightly higher property taxes to pay for a new community pool. Respondents were most dissatisfied with the recreational opportunities for young adults, with 62.7% indicating that they disagreed that they were satisfied.

Table 4: Satisfaction with Recreational Options

Questions 6-11	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Don't Know/ Unsure
In general (n=422)	1.2%	22.3%	25.8%	38.6%	10.9%	1.2%
For young children (n=424)	2.4%	29.7%	15.8%	36.3%	12.3%	3.5%
For young adults (n=421)	0.7%	9.5%	20.7%	45.6%	17.1%	6.4%
For adults (n=410)	1.5%	11.2%	25.1%	41.7%	17.1%	3.4%
For senior citizens (n=422)	0.7%	4.5%	27.3%	30.3%	14.9%	22.3%
I would be willing to pay a bit more in property taxes for a new community pool. (n=422)	26.8%	30.6%	14.2%	9.9%	15.9%	2.6%

Next, respondents were given a series of questions to gauge the likelihood that they would attend events designed for specific demographics. In general, the majority were more likely than unlikely to attend events of all categories. Respondents were most likely to attend events for families/all ages, with 87% indicating that it was likely they would attend. The event category most unlikely to be attended was events for children under the age of five, however a majority (57.7%) still indicated they were likely to attend.

Table 5: Likelihood to Attend Events

Questions 12-15	Extremely Likely	Likely	Neither Likely nor Unlikely	Unlikely	Extremely Likely
Children under the age of five (n=414)	29.9%	27.8%	11.4%	16.4%	14.5%
School aged children (n=420)	34.3%	39.3%	12.4%	8.1%	5.9%
Adults only (n=425)	16.9%	48.7%	22.9%	10.1%	1.4%
Families/All ages (n=424)	42.7%	44.3%	8.3%	2.8%	1.9%

Respondents were also asked a series of questions about how they obtain information about community events and recreational opportunities. First, respondents were asked if they were aware of the City of Harrisburg Facebook page and the Tiger Times newsletter. The vast majority (88.1% and 95.1% respectively) answered "Yes".

Figure 8: City of Harrisburg Facebook Page

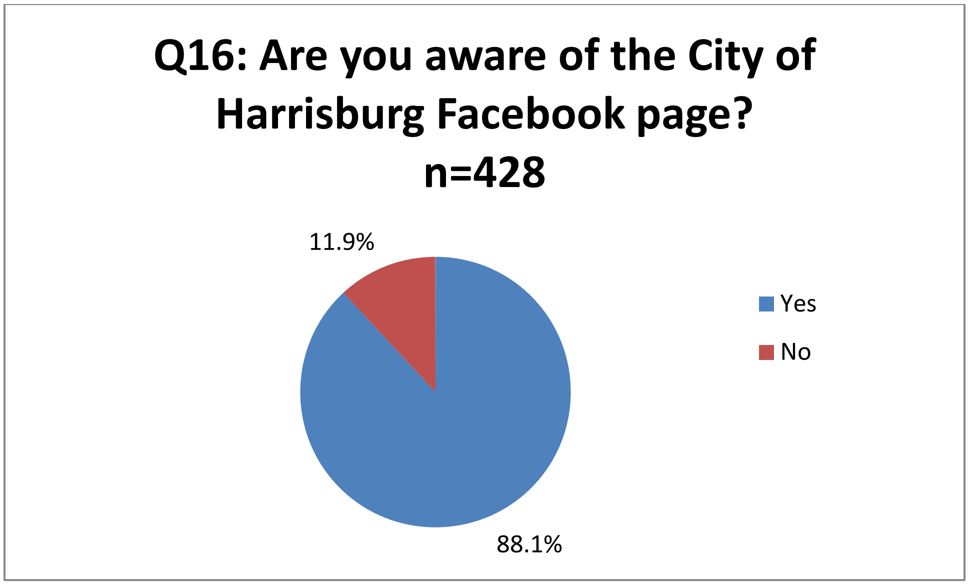
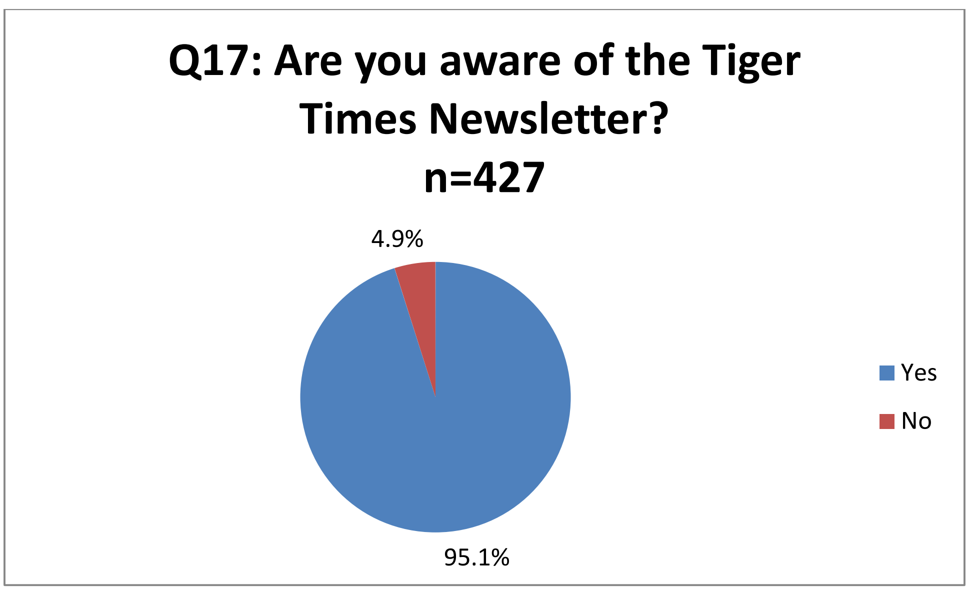


Figure 9: Tiger Times Newsletter



Respondents were then asked to identify all the ways they currently find out about community events, and the methods they would like to be able to use to find out about events. Facebook or other social media were in the top three responses for both questions. Additionally, respondents indicated they currently find out about events through word of mouth, and that they would like to find out through a local Harrisburg newspaper.

Figure 10: Communication about Community Events

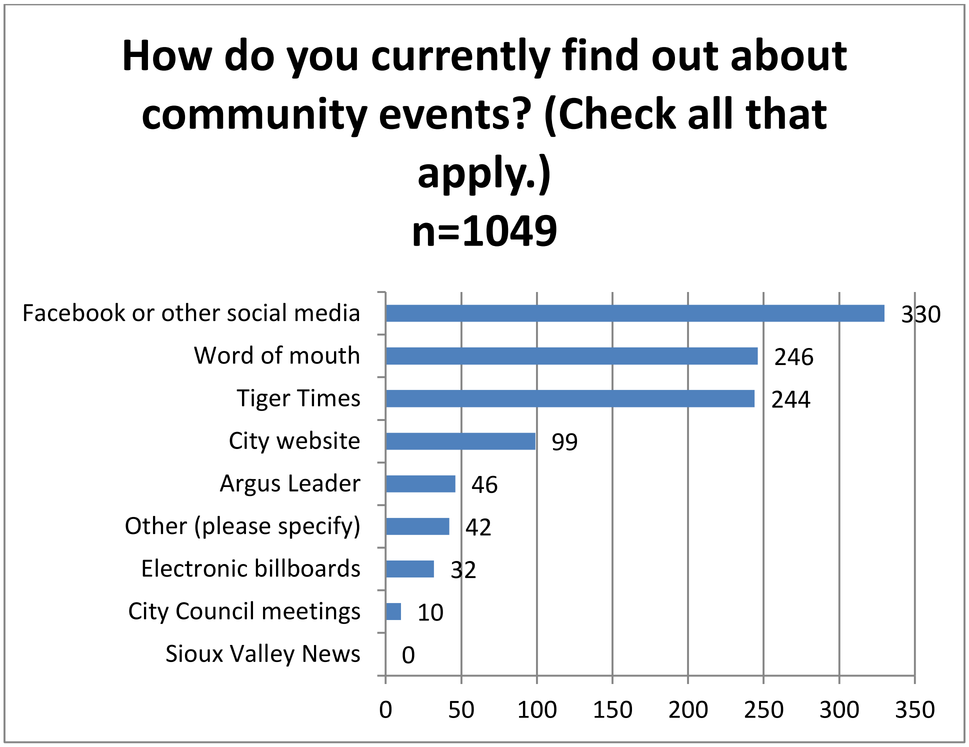
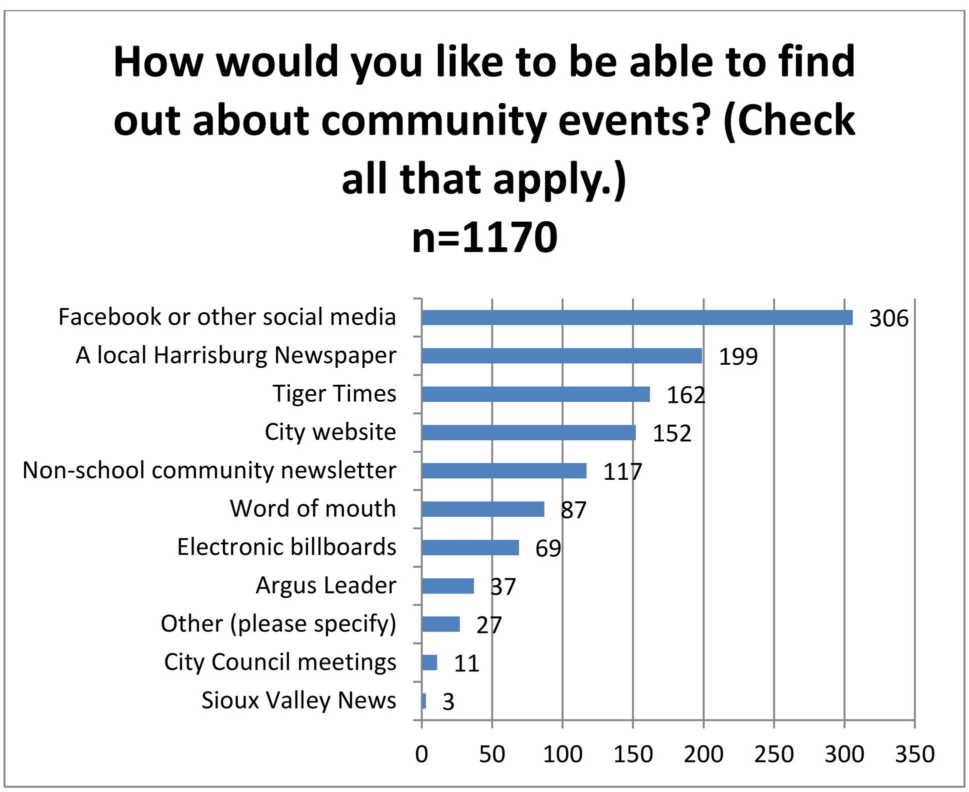
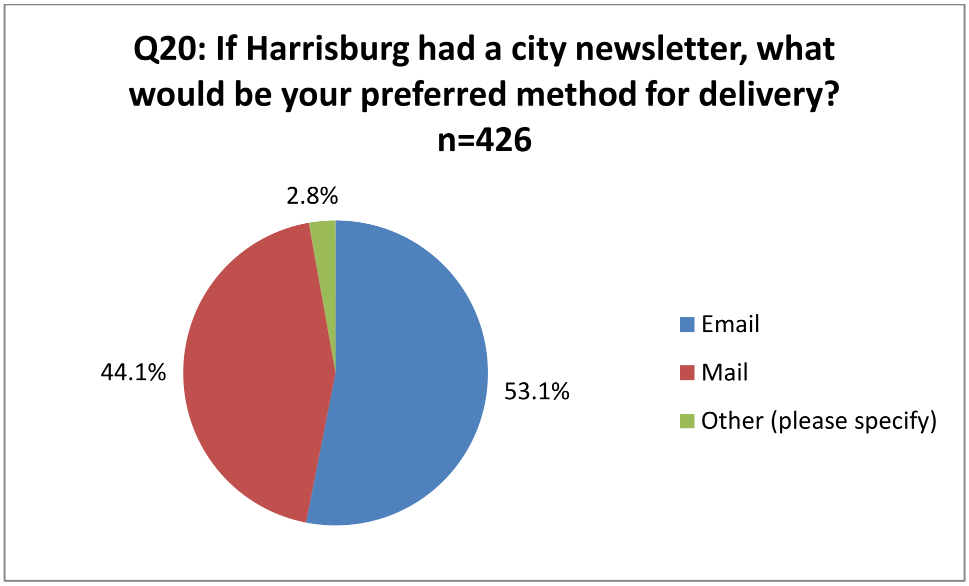


Figure 11: Preferred Communication about Community Events



When asked about the preferred delivery method for a possible city newsletter, the majority of respondents (53.1%) indicated they would like to receive the newsletter via email. A notable proportion though (44.1%) responded that they would prefer the newsletter be mailed to them. Only 2.8% of respondents selected the "Other" option. The most common "Other" responses were “either” or social media. Given the sizable proportions that selected each option, it would be advisable to provide both formats should the city move in this direction.

Figure 12: City Newsletter Delivery



The next questions asked respondents to indicate how likely they would be to make use of various facilities. An overwhelming majority indicated that they would be likely to use Harrisburg parks, a splash park, and bike trails. Bike trails were the most likely to be used, with 87.5% of respondents selecting either "Extremely Likely" or "Likely". Respondents were about as likely (38.6%) as unlikely (39.1%) to use an archery range, and more unlikely (46.6%) than likely (30.6%) to use a shuttle service to pools and recreational destinations in Sioux Falls.

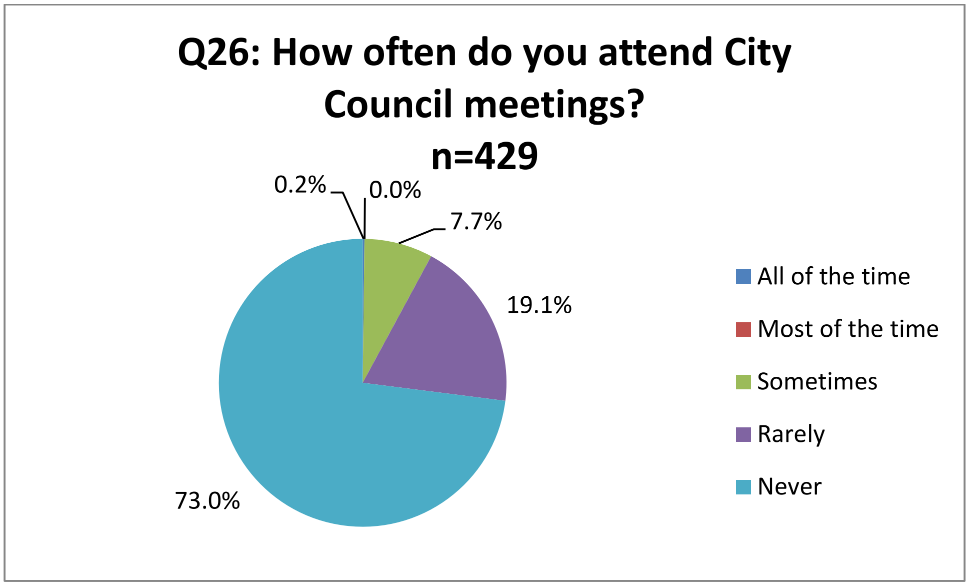
Table 6: Likelihood to Use Facilities

Questions 21-25	Extremely Likely	Likely	Neither Likely nor Unlikely	Unlikely	Extremely Unlikely
Harrisburg parks (n=430)	53.0%	37.9%	6.3%	2.1%	0.7%
Splash park (n=429)	55.5%	21.2%	7.5%	7.2%	8.6%
Bike trails (n=428)	55.6%	31.9%	8.9%	2.6%	1.2%
Archery range (n=422)	15.6%	23.0%	22.3%	20.6%	18.5%
A shuttle service to pools and other recreational destinations in Sioux Falls (n=429)	12.6%	18.0%	22.8%	26.6%	20.0%

LOCAL GOVERNANCE

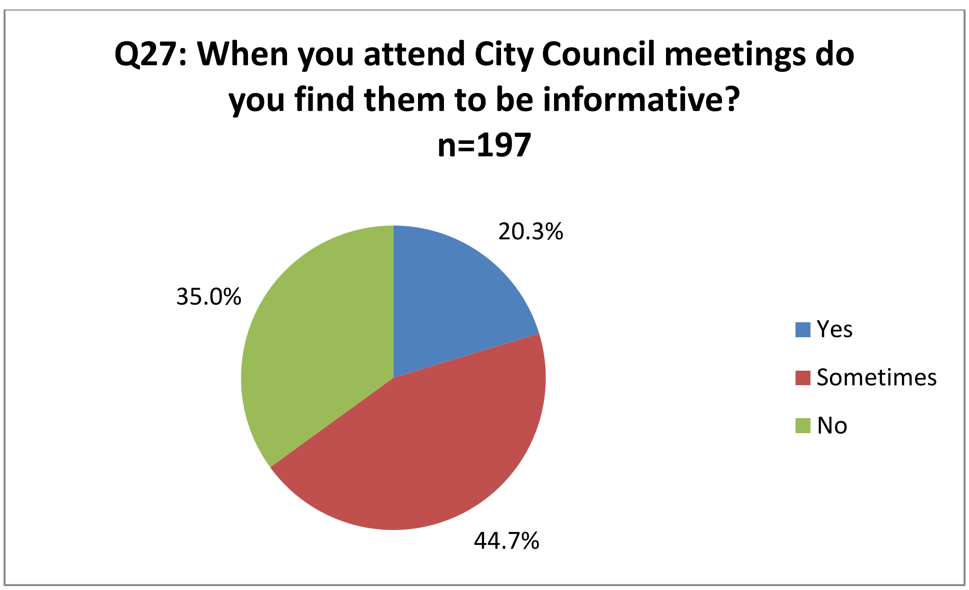
In the next section, respondents were asked a few questions about local governance in Harrisburg. When asked how often they attend City Council meetings, Figure 13 shows that the vast majority of respondents (73.0%) responded "Never". Only 0.2% indicated that they attend "All of the time".

Figure 13: City Council Meeting Attendance



The survey also inquired residents of Harrisburg about how informative they found City Council meetings when they attended. As shown in Figure 14, only 20.3% indicated that they found the meetings informative, while the plurality (44.7%) only found the meetings to be informative "Sometimes". Over a third (35.0%) answered that they did not find City Council meetings informative.

Figure 14: Informative Meetings



Figures 15 & 16 below offer some details about the responses for the Harrisburg Community Survey concerning City Council meeting times.

Figure 15: Meeting Day

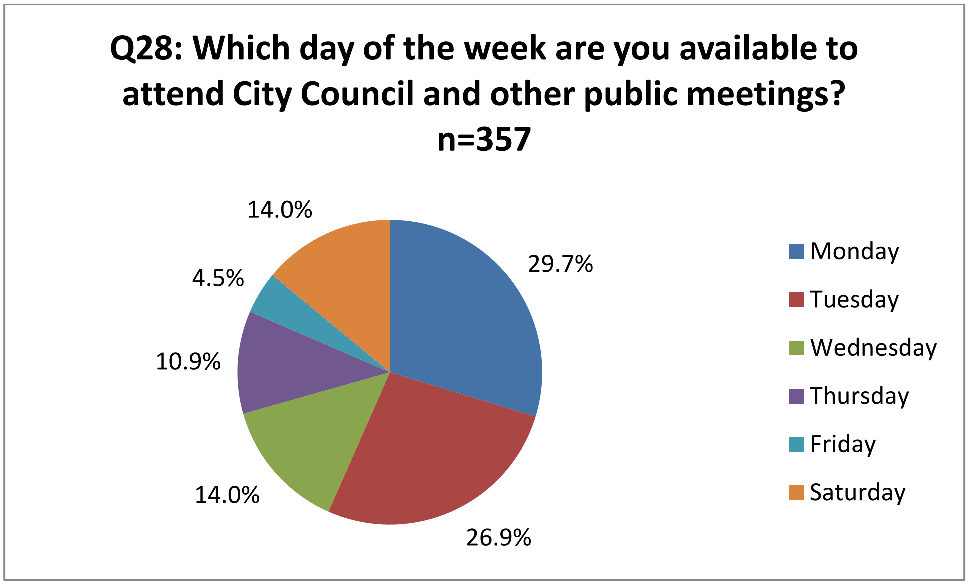


Figure 15 provides the days of the week that Harrisburg residents are most available to attend city council meetings and other public meetings. The largest percentage of respondents (29.7%) were available to attend meetings on Mondays, but a similar proportion (26.9%) chose Tuesdays. Friday was the least common response, selected by only 4.5%.

Figure 16: Meeting Time

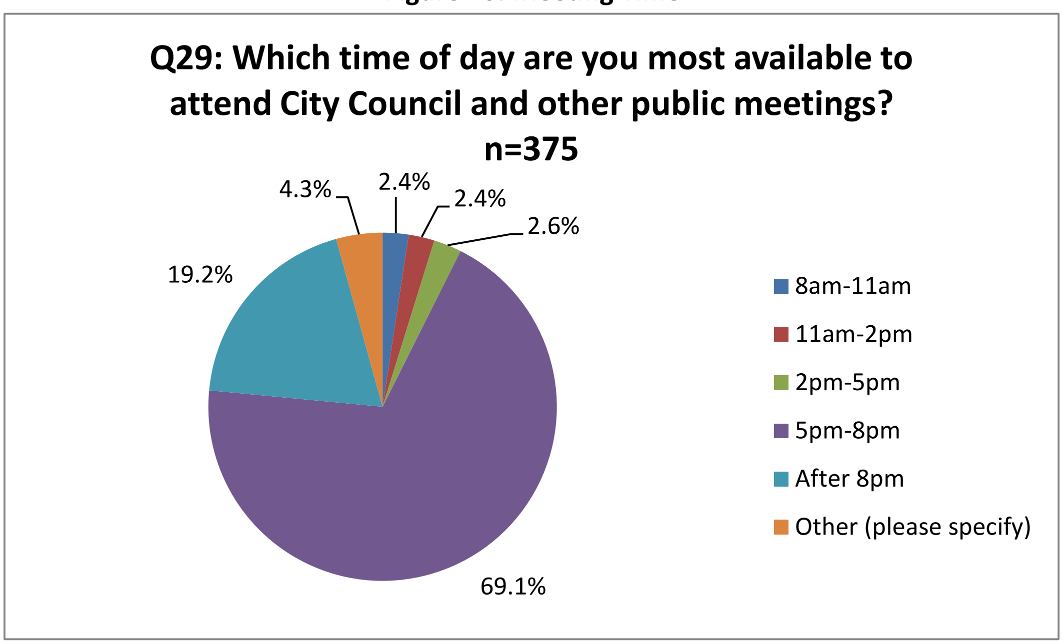
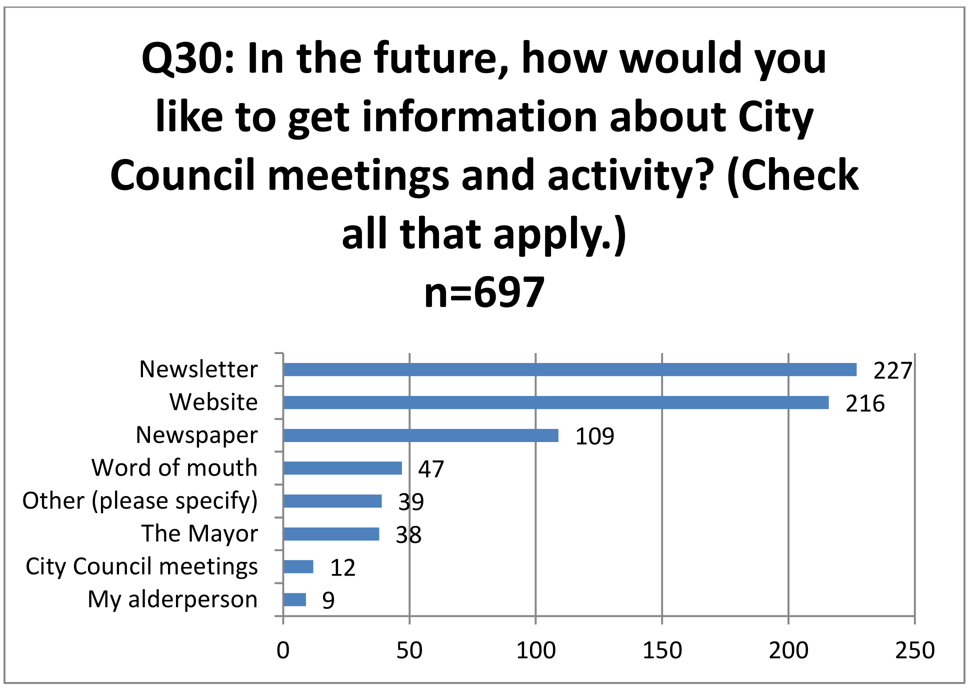


Figure 16 above illustrates the time of day that residents of Harrisburg are available to attend City Council and other public meetings. According to the survey results, the majority of respondents (69.1%) were available to attend City Council meetings between 5pm and 8pm. The next largest is after 8 p.m. with 19.2%, and the remainder of the time slots had a response of less than 5%.

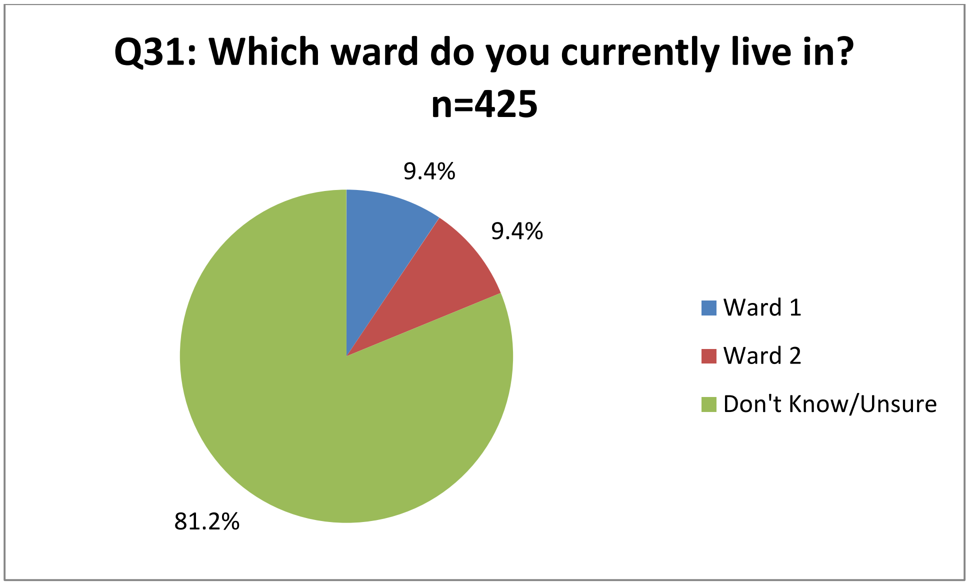
The next item on the Harrisburg Community Survey asked residents to indicate how they would like to receive their information about City Council meetings and other activities. The answers varied across several mediums including the newspaper, internet, word of mouth, etc. Figure 13 below shows these results. The top three responses (from greatest to least) were newsletter, website, and newspaper. However, newsletter and website were close in response rate with 11 residents more in favor of a newsletter. The newspaper had 105 fewer responses from website. "Other" responses provided by respondents included email, Facebook, and social media.

Figure 17: Information about City Council



In order to provide context and to ensure representativeness, the survey then asked the citizens which ward they currently live in. Figure 14 highlights these responses. Somewhat surprisingly, the majority of residents (81.2%) actually did not know or were unsure of which ward they live in. Of the remainder, equal percentages (9.4% each) indicated they live in Wards 1 & 2.

Figure 18: Wards



Next, respondents were asked to rate the effectiveness of various news sources.

Table 7: Effectiveness of News Sources

Questions 32-41	Completely Effective	Somewhat Effective	Somewhat Ineffective	Completely Ineffective
Newspaper (n=402)	10.7%	44.5%	25.1%	19.7%
Tiger Times Newsletter (n=414)	20.8%	59.9%	12.6%	6.7%
City of Harrisburg website (n=413)	15.3%	60.5%	18.4%	5.8%
City of Harrisburg Facebook page (n=416)	40.4%	43.5%	9.1%	7.0%
Lincoln County Sheriff's Facebook page (n=377)	15.4%	45.6%	22.3%	16.7%
The Mayor's Facebook page (n=373)	13.1%	41.4%	27.3%	18.2%
Word of mouth (n=374)	5.4%	51.6%	27.8%	15.2%
My alderperson (n=361)	2.2%	16.1%	36.5%	45.2%
The Mayor (n=367)	4.6%	32.4%	34.1%	28.9%
City Council meetings (n=364)	3.3%	36.0%	35.7%	25.0%

As can be seen in Table 7, only the alderperson, the mayor, and City Council meetings were considered more ineffective than effective as potential news sources. The "my alderperson" option was rated the most ineffective, with 81.7% of respondents selecting "Completely Ineffective" or "Somewhat Ineffective".

The City of Harrisburg Facebook page was the most effective, with 83.9% of respondents selecting "Somewhat Effective" or "Completely Effective". The majority of respondents (80.7%) also found the Tighter Times Newsletter to be an effective source of news.

Next, residents were asked their opinions on the City Council. Specifically they were asked to rate the extent to which they agreed or disagreed with the statements listed. Table 5 below details their responses.

Table 8: City Council

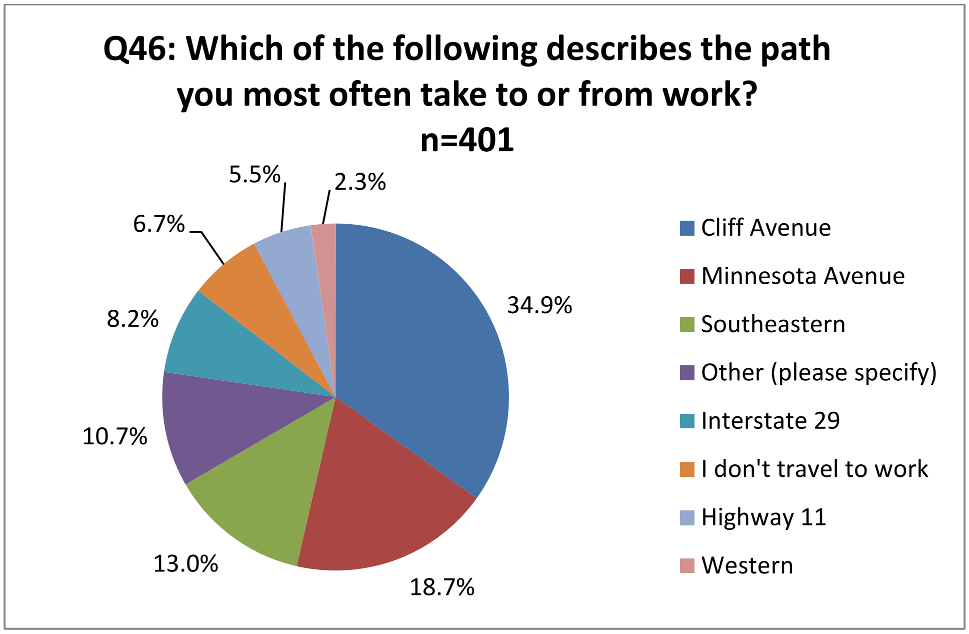
Questions 42-45	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
I know the members of the Harrisburg City Council. (n=395)	2.3%	11.6%	13.7%	33.2%	39.2%
I am satisfied with the performance and decisions of the Harrisburg City Council. (n=393)	2.3%	19.3%	60.3%	12.0%	6.1%
City Council members care what people like me think. (n=394)	2.4%	21.1%	57.4%	13.5%	5.6%
City Council members are accessible to people like me. (n=393)	3.1%	17.3%	60.4%	15.3%	4.1%

The majority (72.4%) indicated that they did now know members of the Harrisburg City Council (39.2% strongly disagreed with the statement and 33.2% disagreed). For each of the remaining questions concerning City Council performance and accessibility, the majority of respondents selected the "Neither Agree nor Disagree" response. It is worth noting though that a larger proportion of respondents agreed than disagreed with each of these questions, but the difference is relatively small. Collectively, these responses indicate a level of disconnectedness between City Council members in Harrisburg and residents.

STREETS, SERVICES, AND UTILITIES

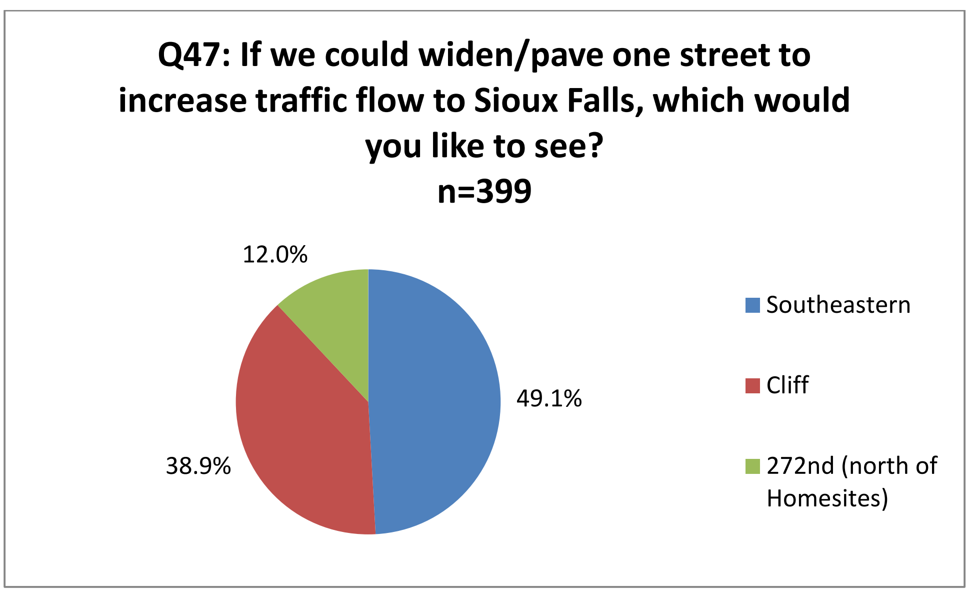
The Harrisburg Community Survey also asked respondents about the services and utilities provided in Harrisburg. First, respondents were asked to identify the path they use most often to travel to or from work. This information is useful in contextualizing their later responses as well as for planning future street improvements. Figure 19 on the next page shows that the largest proportion of respondents (34.9%) indicated that they most commonly use Cliff Avenue. The most common "Other" response provided by respondents was Louise Avenue.

Figure 19: Path to or from Work



Respondents were also asked to indicate which road, out of three options, they would most like to see widened or paved. Almost half of respondents (49.1%) selected Southeastern, while 38.9% selected Cliff. Only 12.0% of respondents chose 272nd.

Figure 20: Widened/Paved Road



Next, respondents were asked about their satisfaction with the city's attention to certain areas by indicating the extent to which they agreed or disagreed with several statements. Table 9 provides the details for each of these responses.

Table 9: Satisfaction with Services and Utilities

Questions 48-55	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Don't Know/ Unsure
Street Repairs (n=396)	5.6%	43.4%	21.0%	17.9%	11.6%	0.5%
Street Cleaning (n=397)	6.0%	55.7%	22.2%	10.3%	4.3%	1.5%
Snow Removal (n=396)	14.4%	56.4%	13.6%	9.8%	3.8%	2.0%
Street Lighting (n=396)	7.8%	53.3%	17.2%	13.6%	6.8%	1.3%
Water and Sewer Services (n=393)	4.8%	44.0%	22.4%	14.5%	13.5%	0.8%
City Rates for Water and Sewer (n=397)	2.0%	12.8%	11.6%	25.4%	46.7%	1.5%
I know where to call when a street light is out. (n=397)	6.6%	38.5%	12.8%	20.7%	13.1%	8.3%
I would be willing to pay a bit more in property taxes for improved roads. (n=396)	5.1%	28.5%	28.3%	20.7%	15.7%	1.7%

The majority of people agreed that they were satisfied with the city's attention to street cleaning (61.7% agreement), snow removal (70.8% agreement), and street lighting (61.1% agreement). Almost half of respondents agreed that they were satisfied with street repairs (49.0% agreement), water and sewer services (48.8% agreement), and that they knew where to call when a street light is out (45.1% agreement). Opinions about paying more in property taxes to improve roads were decidedly mixed. More respondents (36.4%) disagreed than agreed (33.6%) but the proportions were close; another 28.3% of respondents neither agreed nor disagreed. The highest level of dissatisfaction was in regards to the rates they pay for water and sewer; a healthy majority (72.1%) disagreed that they were satisfied with city rates for water and sewer.

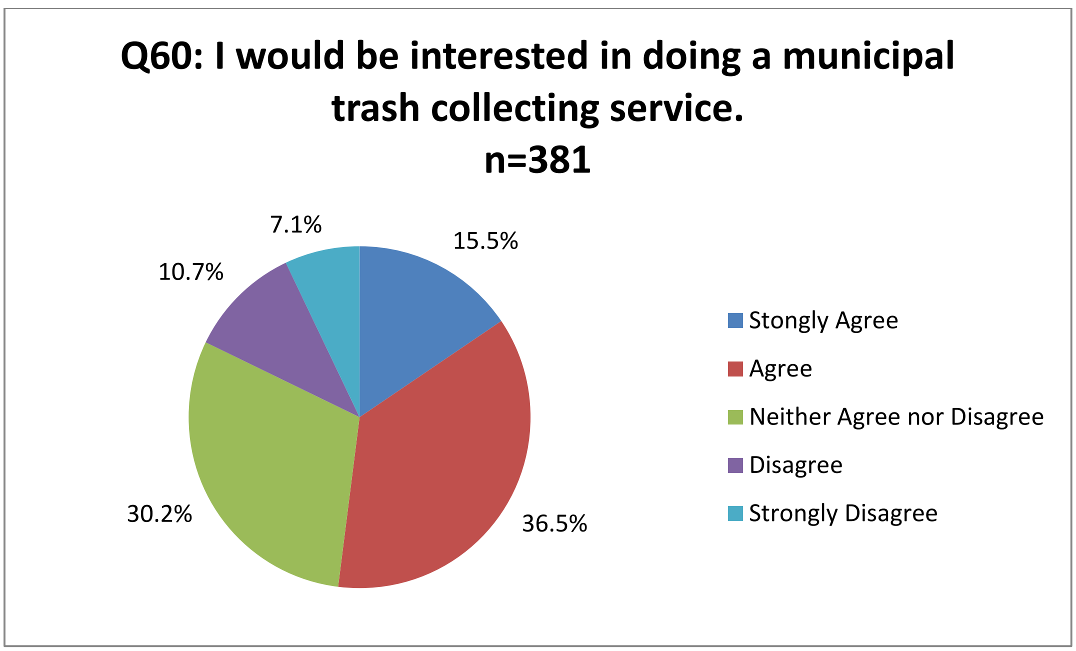
The next item in the Harrisburg Community Survey asked citizens about their willingness to pay a fee each month in order to improve the sewer system in Harrisburg. First respondents were provided the following explanation: *"The City of Harrisburg has experienced substantial population growth in the last decade. Due to this growth, our sewage and waste system occasionally experiences difficulties in keeping up with the community's needs. Projects are currently underway to improve existing systems and replace old pipes with new pipes that would increase the efficiency of our sewage system. However, funding restraints limit the rate at which we can improve these services."* Then, the online survey instrument randomized the amount that each respondent was asked if they would be willing to pay; no respondent was asked about more than one price point. This method allows us to better determine willingness to pay for a particular service by seeing how willingness changes as the price asked increases. As can be seen in Table 10 on the next page, while the $10 price point had the highest percentage of "Yes" responses (17.2%), the majority of respondents at all price points indicated "No". Overall, respondents did not want to pay more per month in order to improve the sewer system, and the percentage of respondents who selected "no" increased with the increase of payment.

Table 10: Willingness to pay monthly fee

Questions 56-59	Yes	No	Maybe
Would you be willing to pay an additional $10 per month to improve Harrisburg's sewer system at a faster rate? (n=99)	17.2%	50.5%	32.3%
Would you be willing to pay an additional $20 per month to improve Harrisburg's sewer system at a faster rate? (n=96)	12.5%	58.3%	29.2%
Would you be willing to pay an additional $30 per month to improve Harrisburg's sewer system at a faster rate? (n=103)	6.8%	59.2%	34.0%
Would you be willing to pay an additional $40 per month to improve Harrisburg's sewer system at a faster rate? (n=98)	1.1%	72.4%	26.5%

The survey also asked respondents about their interest in a municipal trash collecting service. First, the survey provided the following explanation, "*The City of Harrisburg does not currently offer a municipal trash collecting service. If Harrisburg offered this service, it would allow the city to collect revenue to put toward important community projects. The amount you pay could change either up or down depending on your current provider, but would only change slightly*." Then the respondents were asked to indicate whether they would be interested in having a municipal trash collecting service. Of the 381 responses, Figure 21 illustrates that a slight majority (52.0%) of citizens were interested, while 30.2% were indifferent and 17.8% were not interested in a municipal trash collecting service.

Figure 21: Municipal Trash Collecting Service



SAFETY

The survey then asked respondents a few questions about safety in Harrisburg. Respondents were asked to indicated there level of agreement with two statements about the policing service provided by the Lincoln County Sheriff's Department and their overall perception of safety in Harrisburg. A majority of respondents (66.2%) felt satisfied with the policing services provided, with only 17.5% indicating dissatisfaction. Concerning overall perception of safety in Harrisburg, a supermajority of 84.2% indicated they feel safe, with only 3.4% indicating any level of disagreement.

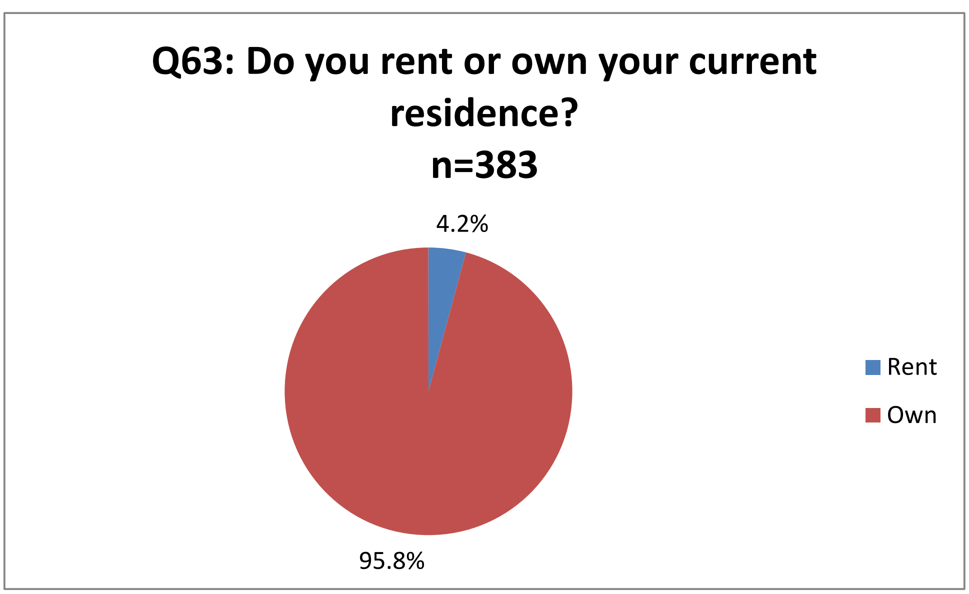
Table 11: Safety

Questions 61-62	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
I am satisfied with the policing services currently provided by the Lincoln County Sheriff's Department. (n=381)	13.4%	52.8%	16.3%	12.6%	4.9%
I feel safe in Harrisburg. (n=361)	21.9%	62.3%	12.4%	2.8%	0.6%

BUSINESS AND ECONOMIC DEVELOPMENT

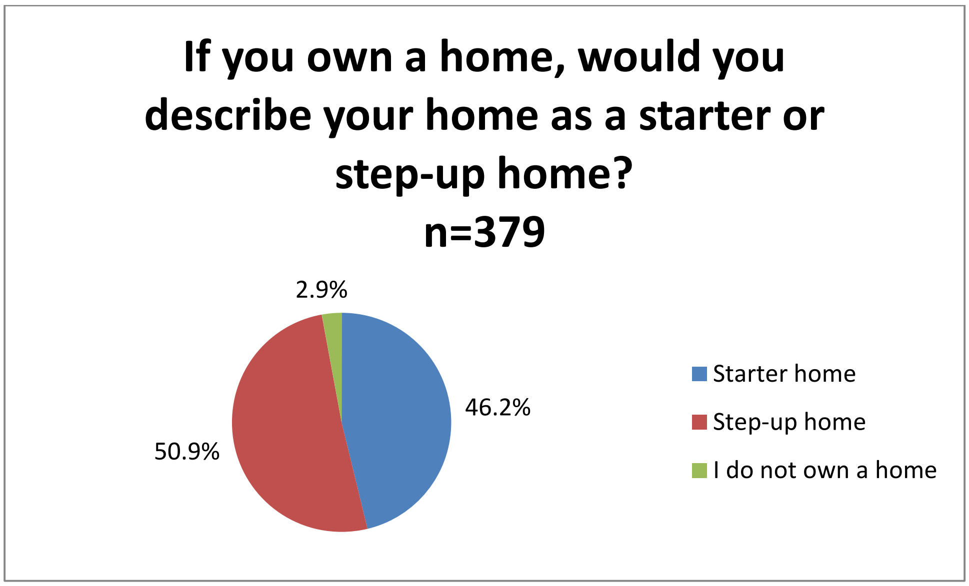
The Harrisburg Community Survey also asked the respondents a series of questions about business and economic development in Harrisburg including housing options. First, respondents were asked whether they own or rent their current residence. A supermajority of 95.8% indicated they own their current residence, with only a small minority of 4.2% indicating they rent.

Figure 22: Ownership of Residence



The next item on the survey asked respondents to indicate whether they would describe their home as a starter or step-up home. They survey explained that "*For the purposes of this survey, a starter home is a smaller and generally less expensive home typically purchased by young couples or small families. A step-up home is a more expensive, larger home typically purchased by couples or families who have outgrown or want to "step-up" from their starter home.*" As can be seen in Figure 23, a small majority (50.9%) described their home as a step-up home, with 46.2% describing their home as a starter home, and only 2.9% indicating that they do not own a home.

Figure 23: Type of Residence



Next, the survey asked the Harrisburg Community members to indicated their level of agreement with nine questions related to the cost and availability of housing in the community. Table 12 on the next page shows that a majority of respondents agreed that homes in Harrisburg are affordable (79.4% agreement), that Harrisburg has enough starter homes (74.4% agreement), that Harrisburg has a good selection of housing options (52.4% agreement), and more respondents agreed than disagreed that they would likely buy their next home in Harrisburg. (A plurality of respondents (45.7%) indicated that they neither agree nor disagree that Harrisburg has too many starter homes, and 31.7% of respondents indicated that they neither agree nor disagree when asked if the next house they buy will most likely be in Harrisburg.)

While a majority of respondents (52.9%) also agreed that it was important for them to shop in Harrisburg, a substantial majority of respondents indicated dissatisfaction with the number and quality of both businesses and restaurants in Harrisburg (86.6% and 86.9% respectively). In addition, 60.5% of respondents indicated that they would shop in Harrisburg over Sioux Falls if there were more shopping

Table 12: Satisfaction with Housing and Businesses

Questions 65-73	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Don't Know/Unsure
In general, homes in Harrisburg are affordable. (n=382)	7.9%	71.5%	11.8%	6.0%	1.8%	1.0%
Harrisburg has enough starter homes. (n=382)	19.4%	55.0%	17.8%	5.5%	0.5%	1.8%
Harrisburg has too many starter homes. (n=381)	13.1%	18.1%	45.7%	18.6%	2.1%	2.4%
Harrisburg has a good selection of housing options. (n=380)	5.3%	47.1%	23.2%	18.9%	4.5%	1.0%
The next house I buy will most likely be in Harrisburg. (n=379)	6.9%	29.5%	31.7%	12.9%	9.0%	10.0%
I am satisfied with the number and quality of businesses in town. (n=380)	0.0%	3.4%	8.9%	40.0%	46.6%	1.1%
I am satisfied with the number and quality of restaurants in town. (n=380)	0.0%	4.7%	7.1%	31.3%	55.6%	1.3%
It is important for me to buy in Harrisburg. (n=380)	12.9%	40.0%	28.4%	11.6%	7.1%	0.0%
Even if there were more shopping options in Harrisburg, I would likely still do most of my shopping in Sioux Falls. (n=382)	2.6%	8.6%	25.9%	41.4%	19.1%	2.4%

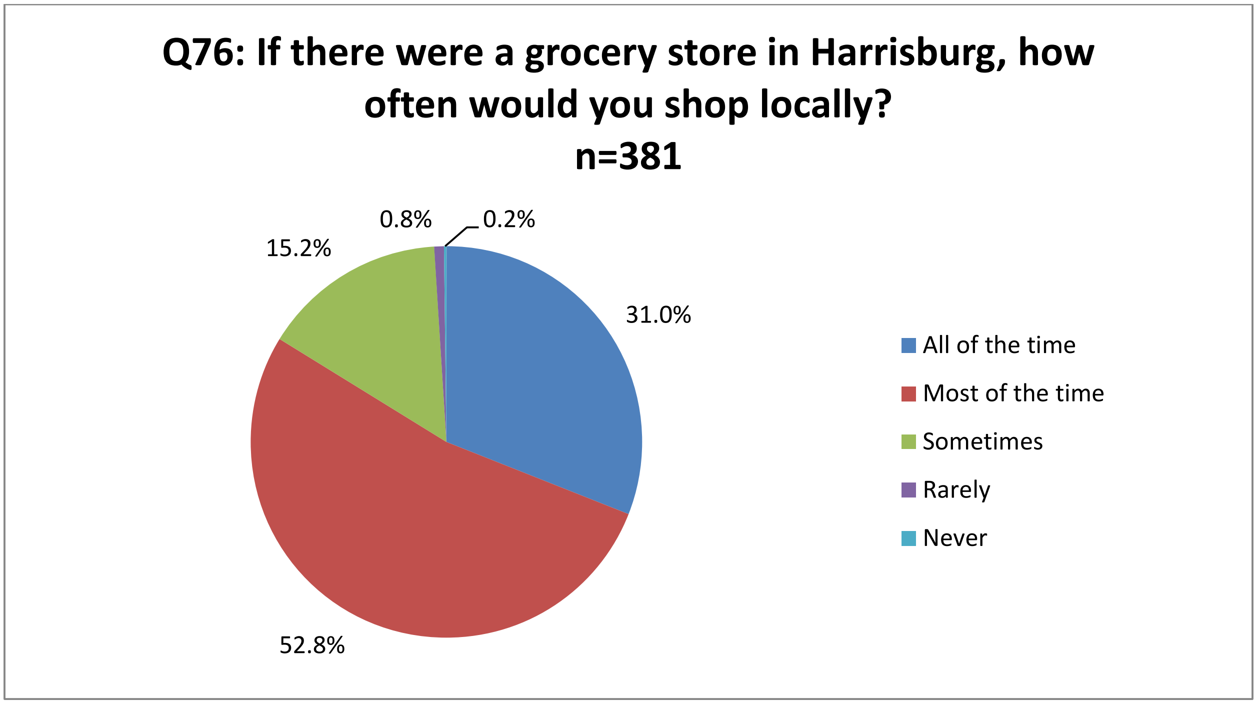
The next few questions of the Harrisburg Community Survey asked the respondents to indicate which retail shops and restaurants they would like most like to see in Harrisburg. A full list of responses is available in Appendix B. The top 5 responses for retail stores and restaurants were as follows:

Table 13: Desired Store and Restaurants

Retail Stores N=331	Restaurants N=325
Grocery Store	Family Restaurant
Dollar Store	Sit-Down Restaurant
Clothing Store	Fast Food Restaurant
Drug Store	Mexican Restaurant
Hardware Store	Bar and Grille

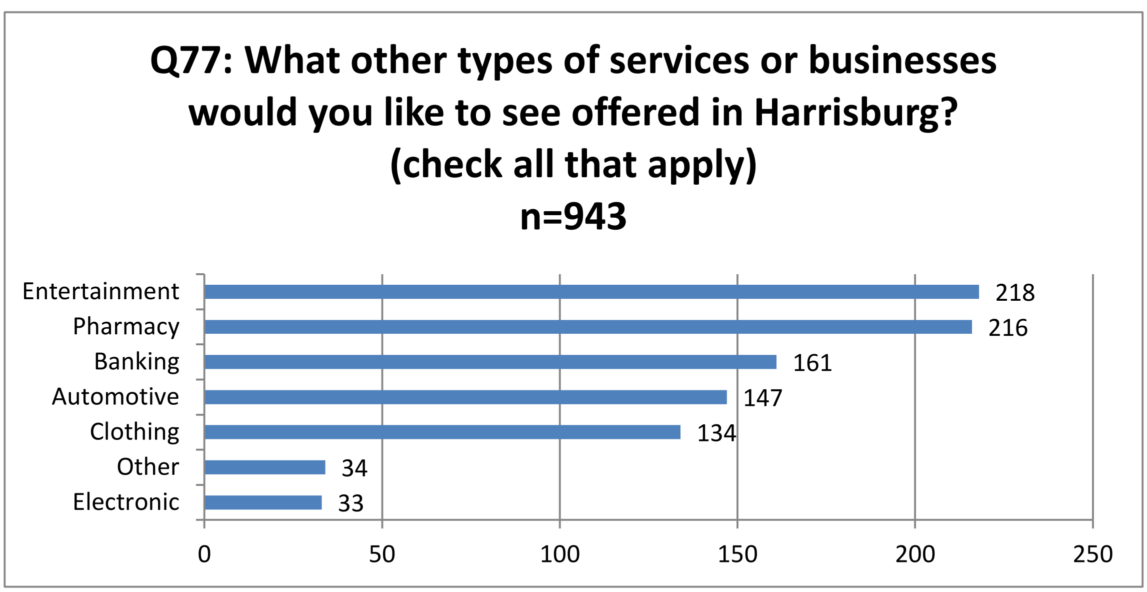
Respondents were also specifically asked about the likelihood of shopping locally if Harrisburg had a grocery store. A substantial majority of respondents (83.8%) indicated that they would shop at a grocery store in Harrisburg most or all of the time. 15.2% indicated that they would shop sometimes, 0.8% would shop rarely, and only a small percentage of respondents (0.2%) indicated that they would never shop at a local grocery store in Harrisburg.

Figure 24: Local Grocery Store



The Harrisburg Community Survey also asked citizens to indicate what types of services or businesses they would like to see offered in Harrisburg from a provided list. Respondents could select as many as the liked. As can be seen in Figure 25, the top three responses were Entertainment, Pharmacy, and Banking. Automotive and clothing services were also popular responses.

Figure 25: Services and Businesses



The survey also asked respondents to indicate what businesses or services they believed would bring Harrisburg more economic activity. The top five responses were Grocery, Restaurant, Retail, Recreation and Entertainment. A full list of responses is available in Appendix B.

Next, respondents were asked to indicate a particular church denomination they would like to see in Harrisburg. This question was included to allow the city to better attract needed services from particular denominations. The top two responses were Catholic and Lutheran, with many respondents simply indicating “No.” A full list of responses is available in Appendix B.

COMMUNITY VOLUNTEERING

Finally, respondents answered a few questions about their knowledge of and/or participation in volunteer opportunities offered in Harrisburg. First, when asked about their current knowledge of volunteer opportunities, a majority of respondents (67.9%) indicated that they were not aware of volunteer opportunities in Harrisburg. Roughly half of those that indicated they were not aware of opportunities also 34.2% indicated they are not interested in volunteering (34.2%), however the other half was interested in volunteering despite not being aware of which opportunities exist (33.7%). This latter group presents an opportunity for Harrisburg to increase the proportion of residents volunteering through greater awareness of opportunities. Only 32.1% of respondents were aware of Harrisburg’s volunteer opportunities; these respondents are split in terms of their actual interest in volunteering. Only 12.2% of respondents indicated that they are currently volunteering in the community. When asked specifically about their willingness to volunteer in order to bring more economic opportunities to Harrisburg a majority of respondents (68.4%) said they would not volunteer, however a sizable minority (31.6%) indicated that they would be willing to volunteer for this purpose (See Figure 27 on the next page).

Figure 26: Knowledge of Volunteer Opportunities

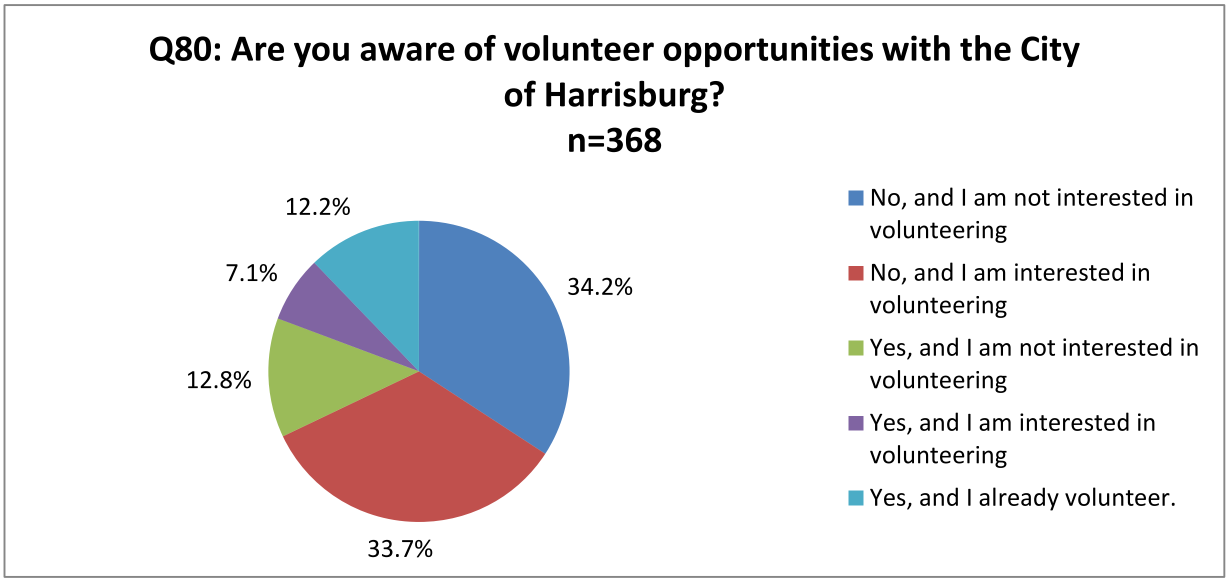


Figure 27: Willingness to Volunteer