

# 2022

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## City of Preston Community Survey

**PREPARED BY**  
EAST CENTRAL  
INTERGOVERNMENTAL  
ASSOCIATION

**PRESENTED BY**  
DAN FOX  
SENIOR PLANNER

✉ [dfox@ecia.org](mailto:dfox@ecia.org)

🌐 <https://www.ecia.org>

# Purpose

The purpose of this report is to present the results of the Preston Community Survey that was conducted between June 30th, 2022 and August 29th, 2022. The results are based on a total of 50 responses. The first section of this report provides an overview of the survey methods and data collected. The following section will provide a summary of the survey responses.

# Survey Methods

The survey was completed as part of the public engagement process for the Preston Comprehensive Plan update. The survey included twenty-six questions related to existing and desired future conditions in Preston. ECIA worked with the City of Preston and the Comprehensive Plan Steering Committee to develop the questions and the questionnaire.

ECIA and the City of Preston used various communication channels to publicize the survey including word of mouth, online, and local water bills. The City of Preston encouraged residents to participate in the survey on its Facebook page, as well as the city website.

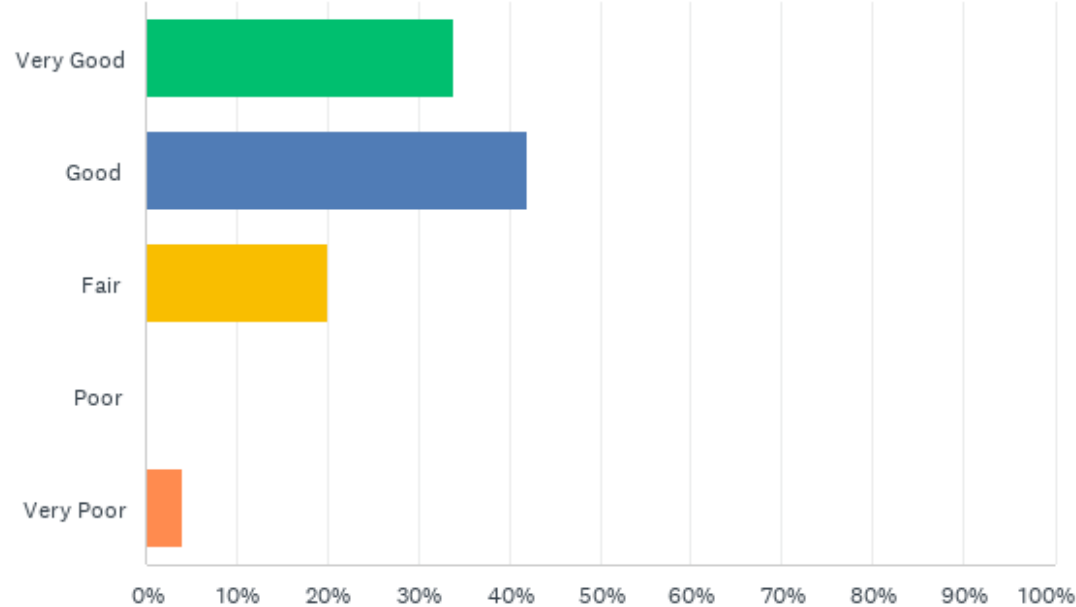
The online survey form was published on the city comprehensive plan project website <https://ecia.org/prestonplan/>. The survey page on the website included a link to the Survey Monkey form and instructions on how to fill it out. The City of Preston made paper forms available at City Hall.

# Survey Results

The following section contains a summary of the responses to all survey questions. Results are presented in both table and chart form where possible. Each question table includes the number of participants that answered the question and the number that skipped it.

# Question 1

How would you describe the quality of life in Preston today?

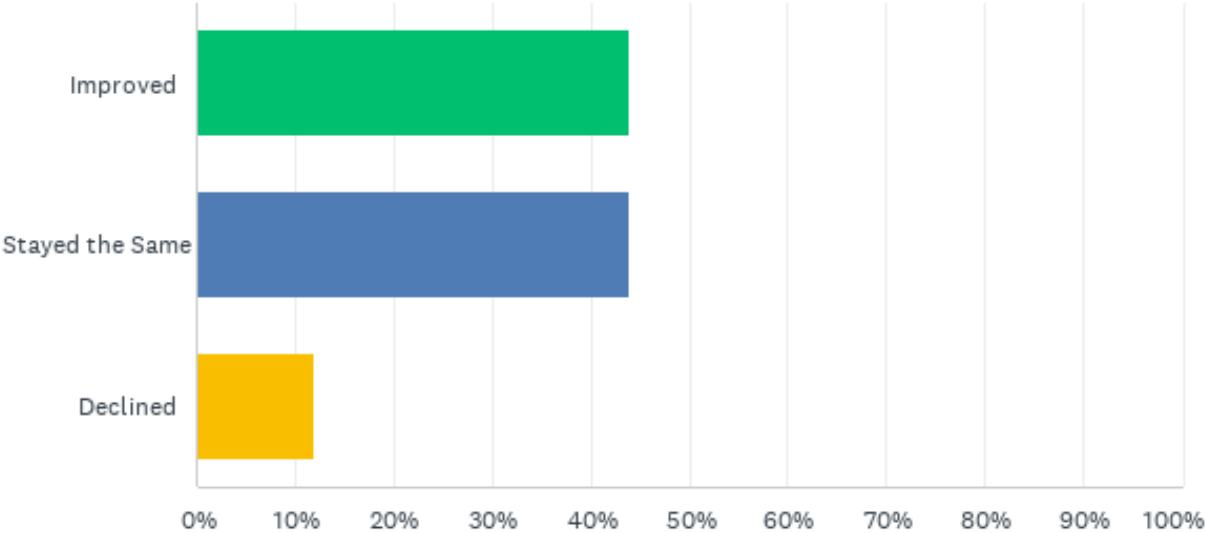


Answer Choices	Responses	Respondents
Very Good	34%	17
Good	42%	21
Fair	20%	10
Poor	0%	0
Very Poor	4%	2


**96%** 96 percent of respondents described the quality of life in preston as fair or better.

# Question 2

How would say the quality of life in Preston has changed over the past five years?



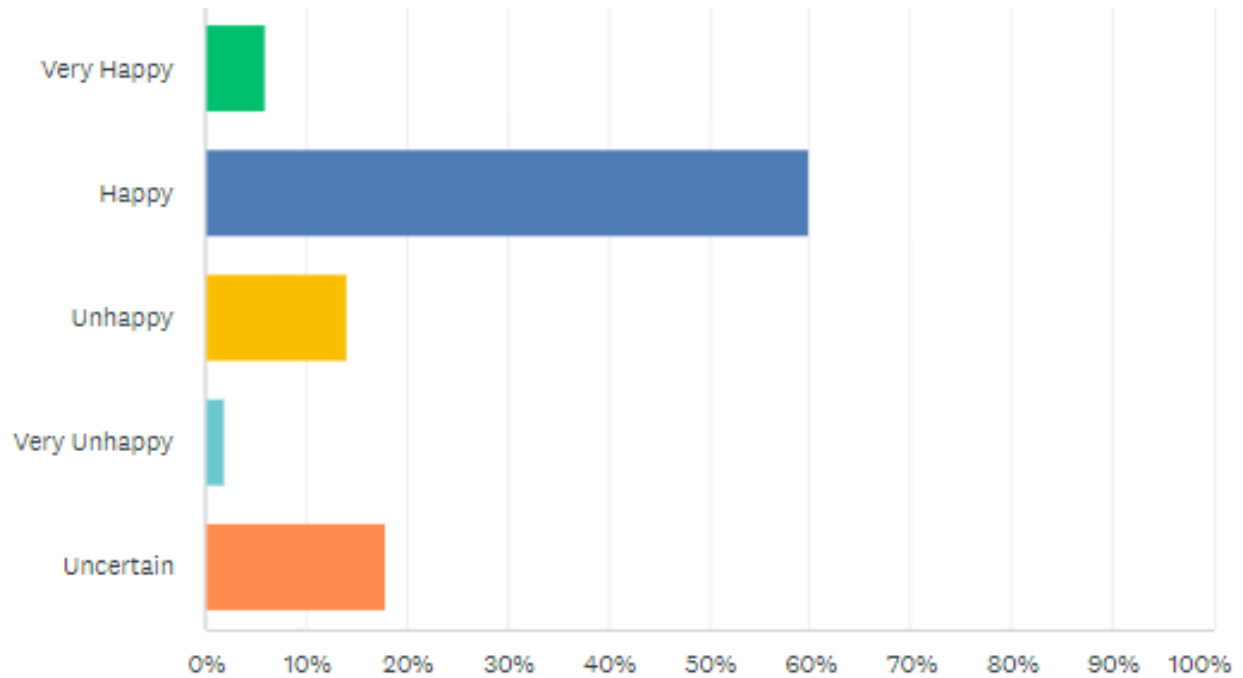
Answer Choices	Responses	Respondents
Improved	44%	22
Stayed the Same	44%	22
Declined	12	6



56 percent of respondents felt that the quality of life has stayed the same or gotten worse in the past five years

# Question 3

How happy are you with current economic conditions in Preston?



Answer Choices	Responses	Respondents
Very Happy	6%	3
Happy	60%	30
Unhappy	14%	7
Very Unhappy	2%	1
Uncertain	18%	9

 **66%** Most respondents indicated that they are happy or very happy with the economic conditions within the city.

# Question 4

Please provide us with two or three ways the quality of life in Preston might be improved.

This question was open ended, so the results could not be completely captured using quantitative methods. A summary of the most popular answers is included below.

## Public Infrastructure

30% of respondents mentioned that improvements to curbs and sidewalks were improvements that would help boost the quality of life for residents.

## Private Property Upkeep

23% of respondents had answers that included private property upkeep as an important quality of life improvement. Cleaning gutters and removing nuisances on residential and commercial properties were the most cited issues that respondents wanted to see addressed.

## Public Space

17% of respondents wanted to see new or improved community facilities. A large majority of these respondents wanted spaces that would serve a wide variety age groups.

## Amenities

28% of respondents believed that Preston's quality of life could be improved by increased amenities. Of this 28% the majority wanted to see a larger number of restaurants, local retail, and public events like a farmer's market that attract young adults and families.

Total # Answered (40)

Total # Skipped (10)

# Question 5

Please provide us with two or three reasons you decided on Preston as a place to live.

This question was open ended, so the results could not be completely captured using quantitative methods. A summary of the most popular answers is included below.

## Family Oriented

30% of respondents mentioned that improvements to curbs and sidewalks were improvements that would help boost the quality of life for residents.

## Private Property Upkeep

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Total # Answered (44)

Total # Skipped (6)

## Question 6

Total # Answered (47)

Total # Skipped (3)

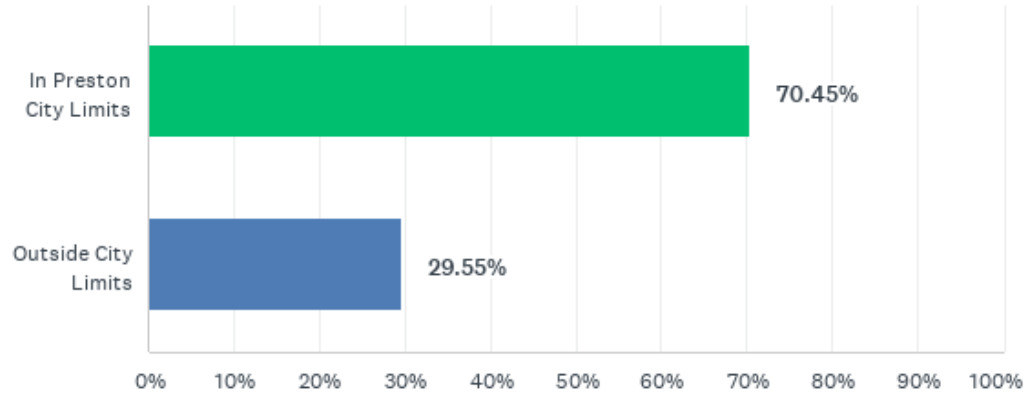
Preston stands out when compared to other lowan towns because...?

Answer Choices	Number that strongly agreed or agreed with statement
It is a safe place to live	46
Its small town feel	45
Its recreation services - parks, trails, and open spaces	40
It is attractive, clean, and well maintained	36
It has good schools	35
Its natural environment	35
It is conveniently located	35
Housing is affordable	34
Its locally owned and operated shops and restaurants	32
It has family/kid friendly activities	30
It has good medical care and facilities	26
Downtown is an attractive place to be	24
It is an easy to start a business	16
It is ethnically diverse	15
It has active artistic events	5



# Question 7

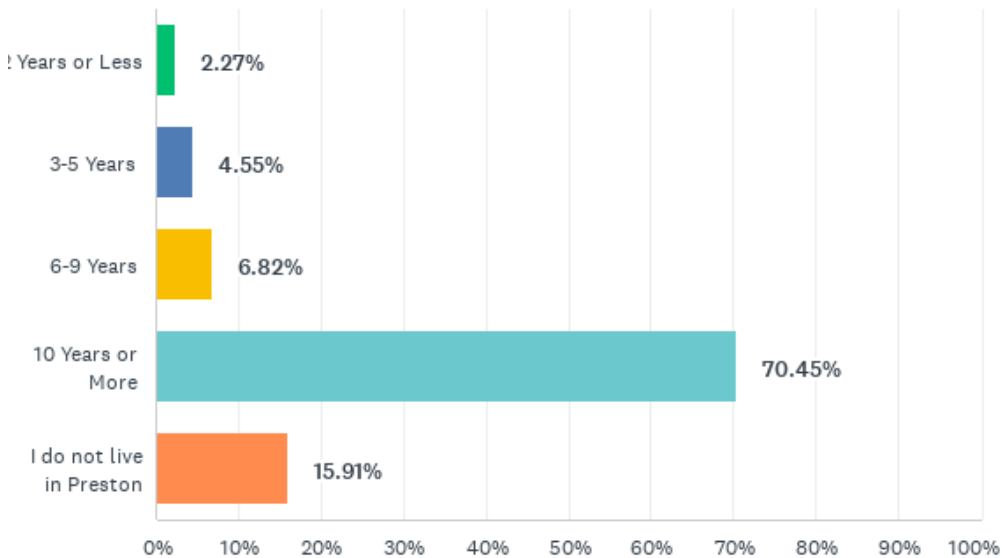
Where do you live?



Total # Answered (44)      Total # Skipped (6)

# Question 8

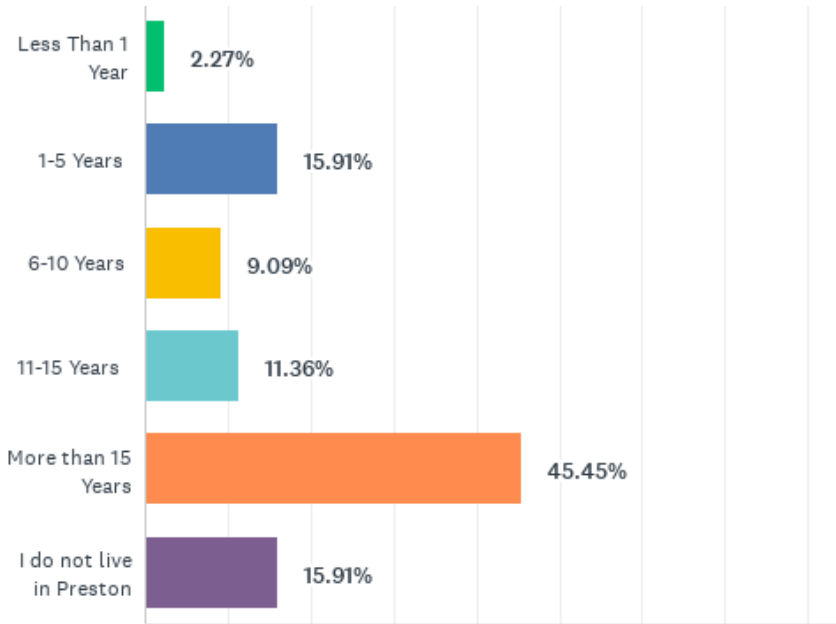
If you live in Preston, how long have lived there?



Total # Answered (44)      Total # Skipped (6)

## Question 9

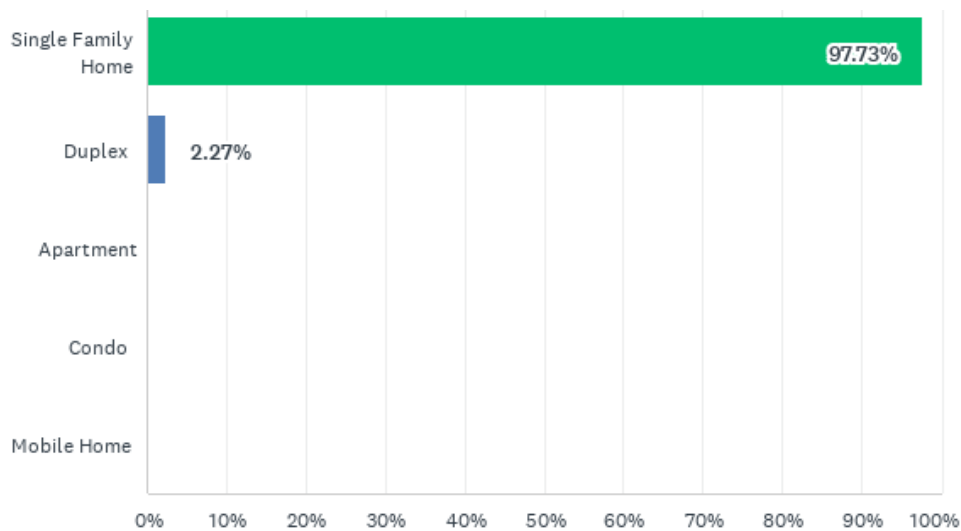
If you live in Preston, how long do you see yourself living there?



Total # Answered (44)      Total # Skipped (6)

## Question 10

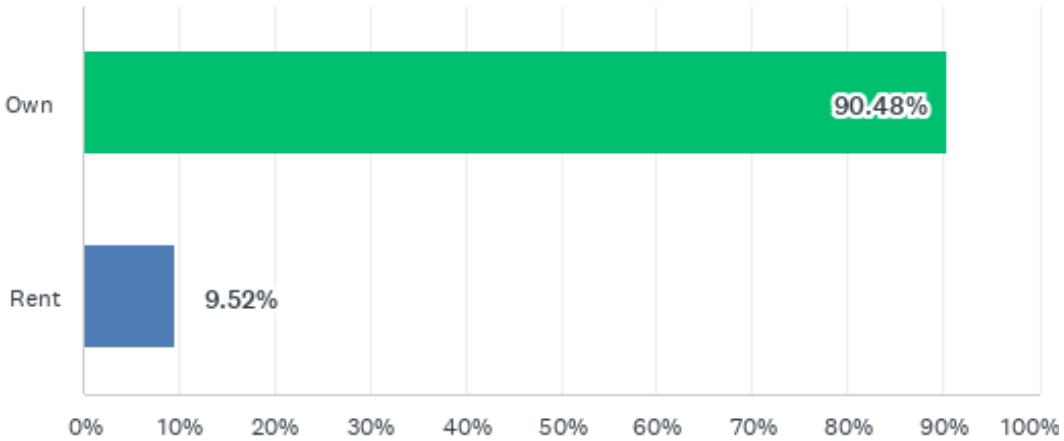
What type of housing do you currently occupy?



Total # Answered (44)      Total # Skipped (6)

## Question 11

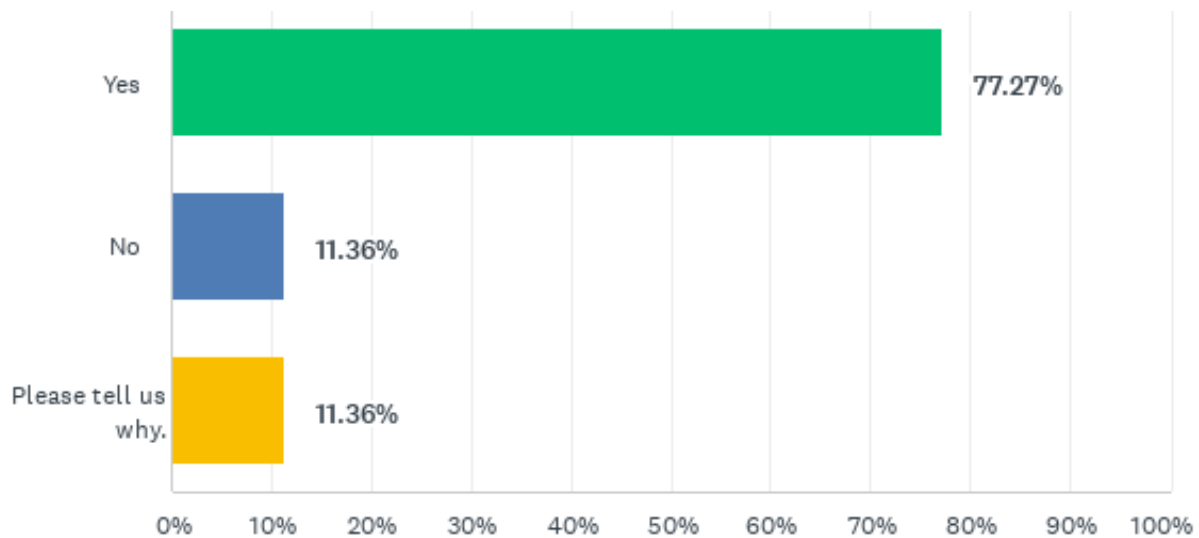
Do you own or rent your current place of residence?



Total # Answered (44)      Total # Skipped (6)

## Question 12

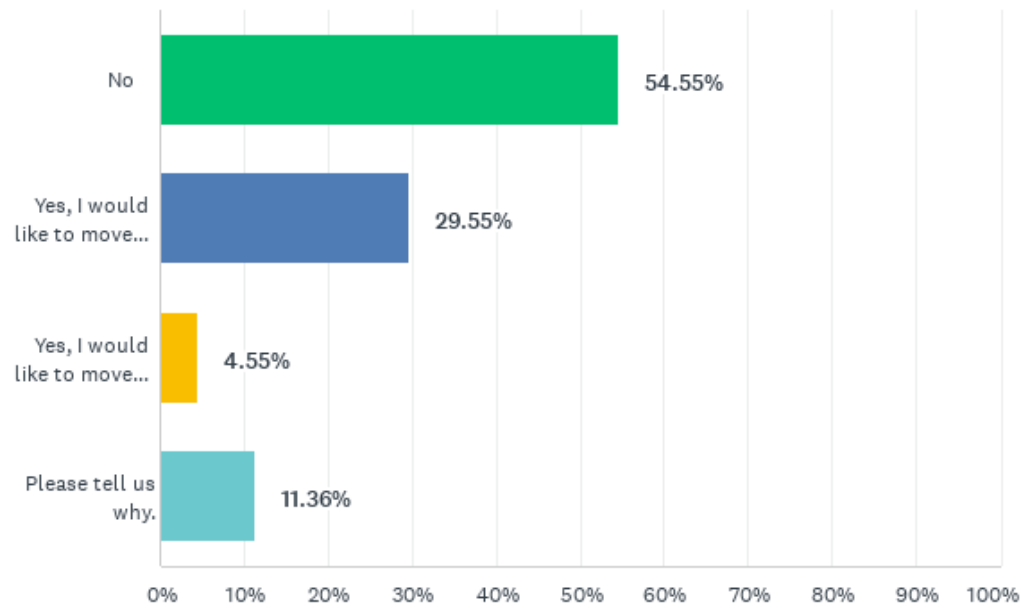
Are you satisfied with your current housing situation?



Total # Answered (44)      Total # Skipped (6)

## Question 13

Would you like to move to a different house or apartment?

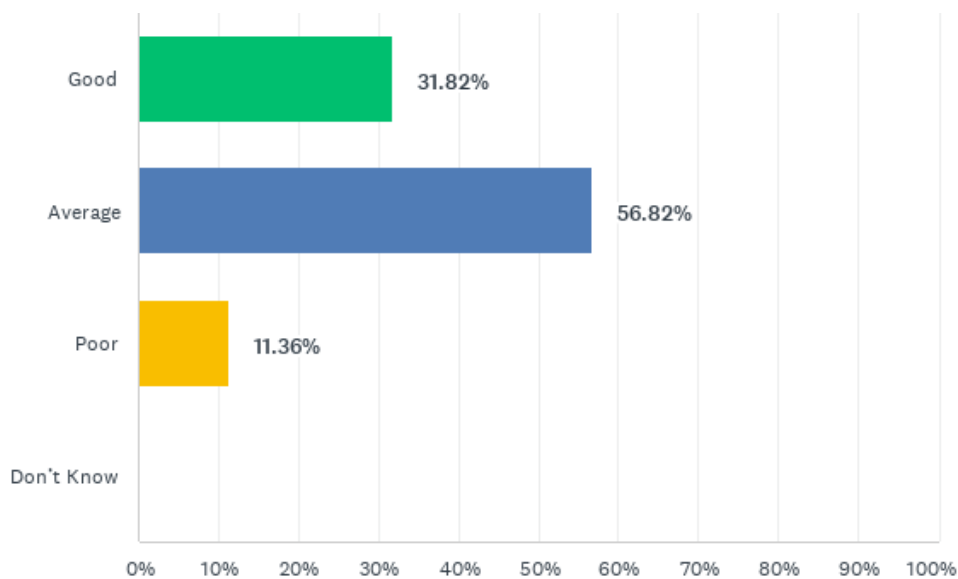


Total # Answered (44)

Total # Skipped (6)

## Question 14

How would you rate the quality of housing in Preston overall?



Total # Answered (44)

Total # Skipped (6)

**SURVEY RESULTS**

## Question 15

Total # Answered (43)

Total # Skipped (7)

Please think for a moment about the mix of housing in Preston today. Please indicate how much you agree or disagree in regards to the availability of housing for each group of people.

Answer Choices	Number that strongly agreed or agreed with statement
Families	31
People over 65	23
First time home buyers	20
Renters	15
Young professionals	12
People with disabilities	12
People needing nursing care	8



A large 72 percent majority of respondents believe that Preston offers housing that serves families.

# Question 16

Total # Answered (41)

Total # Skipped (9)

Please think for a moment about what you want the community to focus on in the future. Rank the following items based on their importance to the future growth and development of the community. Rank the following items from 1 to 16. 1 is the most important and 16 is the least important.



## Question 17

Total # Answered (41)

Total # Skipped (9)

Please think for a moment about the quality of services provided in Preston. Please indicate your level of satisfaction with each of the services listed below.

Answer Choices	Number that were "Very Satisfied" or "Somewhat Satisfied"
Public Library	40
City Parks	38
Internet	37
Fire protection	36
Ambulance service	35
Public water and sewer	34
Police protection	33
Snow removal	33
Schools	32
Electrical service	32
Street/road maintenance	30
Health care	20
Cable TV	20
Recreational programs for youth	19
Recreational programs for adults	14

## Question 18

Total # Answered (41)

Total # Skipped (9)

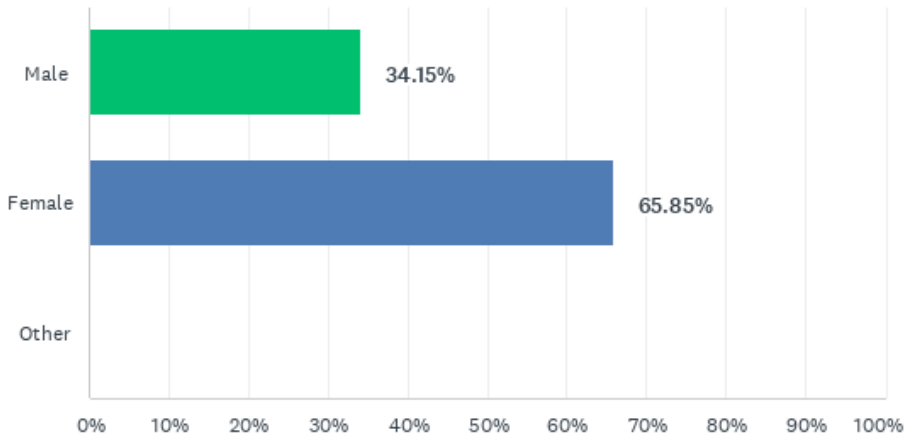
Please think for a moment about the condition of Preston. Please indicate your level of satisfaction with each of the items listed below.

Answer Choices	Number that were "Very Satisfied" or "Somewhat Satisfied"
Parks	38
Recreational areas	38
School facilities	38
Industrial properties	33
Streets	32
Commercial properties	32
Agricultural properties	27
Residential properties	26
Sidewalks	15



# Question 19

What is your gender?

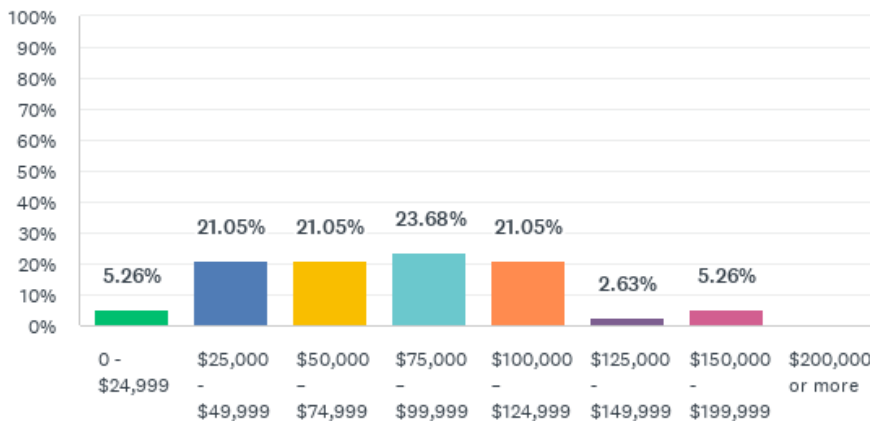


Answer Choices	Responses
Male	14
Female	27
Other	0

Total # Answered (41)      Total # Skipped (9)

# Question 20

Which of the following categories includes your total annual household income before taxes.

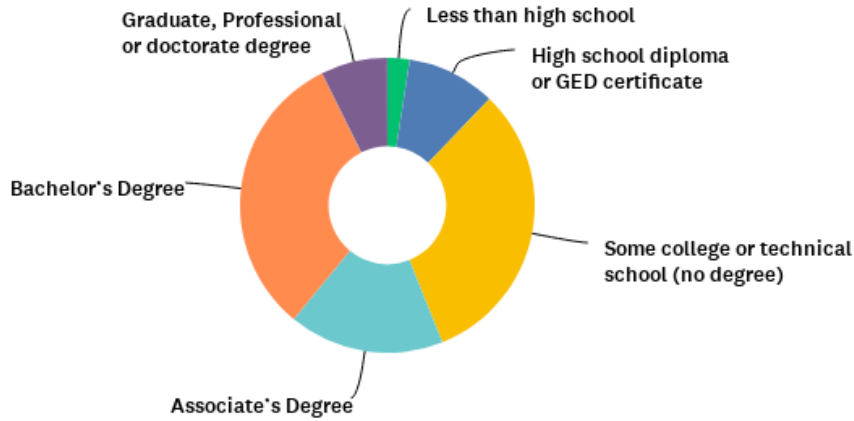


Answer Choices	Responses
0-\$24,999	2
\$25,000-\$49,999	8
\$50,000-\$74,999	8
\$75,000-\$99,999	9
\$100,000-\$124,999	8
\$125,000-\$149,999	1
\$150,000-\$199,999	2
\$200,000 or more	0

Total # Answered (38)      Total # Skipped (12)

# Question 21

What is the highest level of formal education that you have completed?



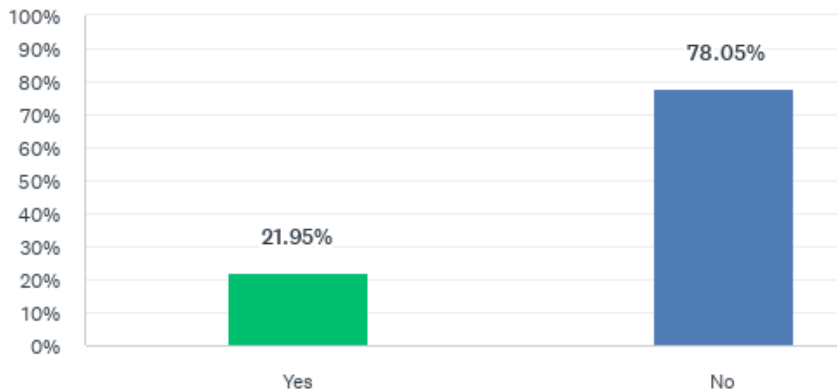
Answer Choices	Responses
Less than highschool	1
High school/GED	4
Some College	13
Associates	7
Bachelor's	13
Graduate or Professional	3

Total # Answered (41)

Total # Skipped (9)

# Question 22

Do you own a business in Preston?



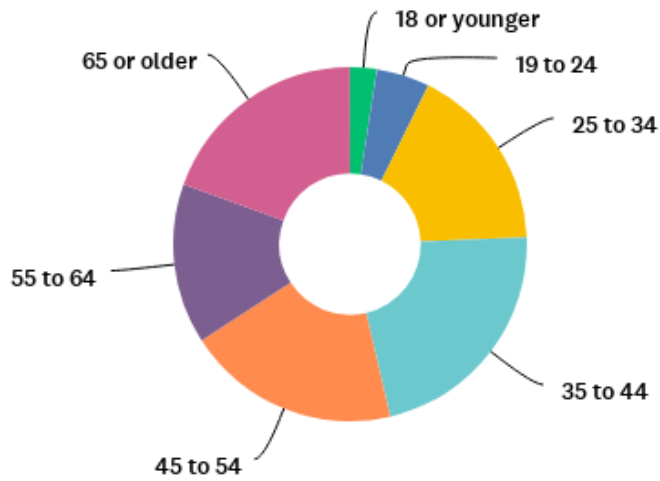
Answer Choices	Responses
Yes	9
No	32

Total # Answered (41)

Total # Skipped (9)

# Question 23

Which of the following categories includes your age?

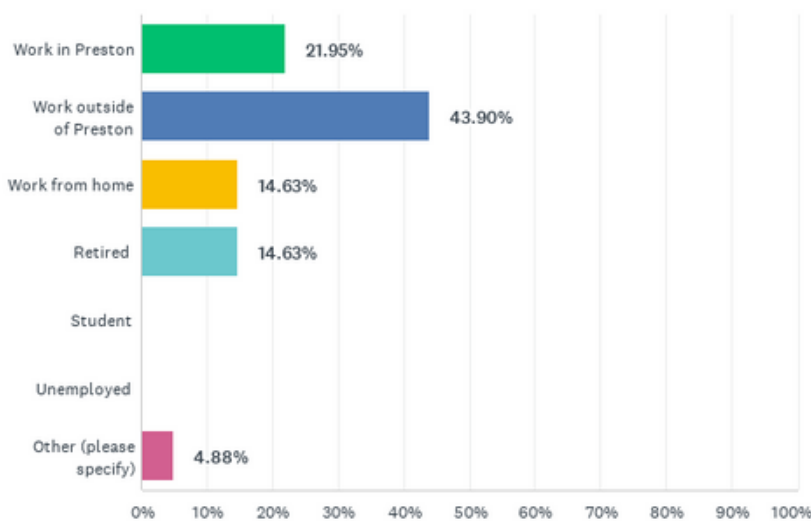


Total # Answered (41)      Total # Skipped (9)

Answer Choices	Responses
18 or younger	1
19 to 24	2
25 to 34	7
35 to 44	9
45 to 54	8
55 to 64	6
65 or older	8

# Question 24

Please select the option below that best reflects your current work situation?

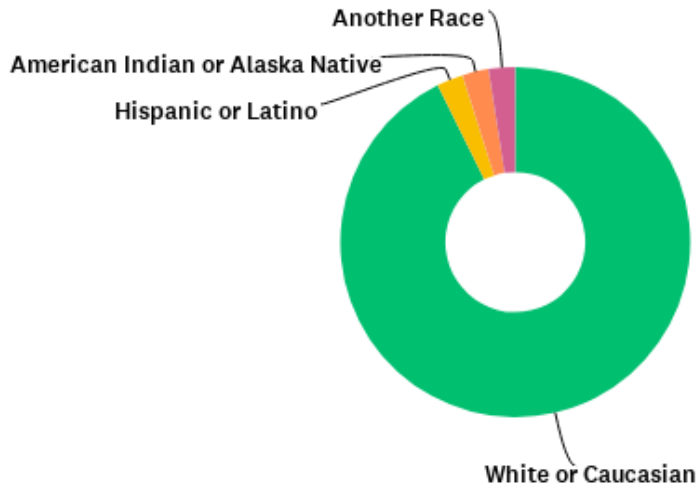


Total # Answered (41)      Total # Skipped (9)

Answer Choices	Responses
Work in Preston	9
Work outside Preston	18
Work from home	6
Retired	6
Student	0
Unemployed	0
Other	2

## Question 25

Which race/ethnicity best describes you?



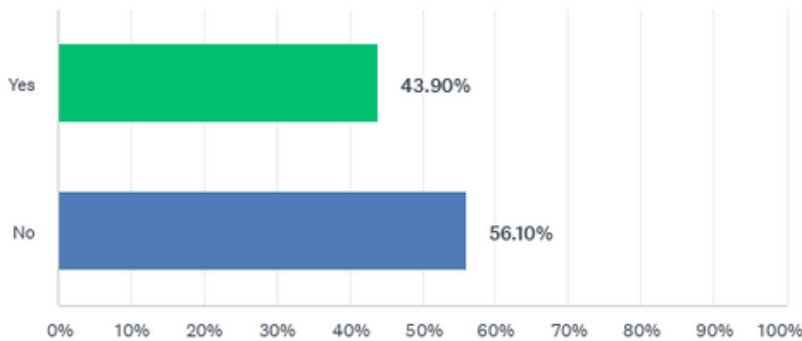
Total # Answered (41)

Total # Skipped (9)

Answer Choices	Responses
White	38
Black or African American	0
Hispanic or Latino	1
Asian or Asian American	0
American Indian or Alaska Native	1
Native Hawaiian or Pacific Islander	0
Other Race	1

## Question 26

Do you have any children under age 18 living at home?



Total # Answered (41)

Total # Skipped (9)

Answer Choices	Responses
Yes	18
No	23

## Question 27

Please provide us with any additional comments on the City of Preston or the survey questions.

Total # Answered (10)      Total # Skipped (40)