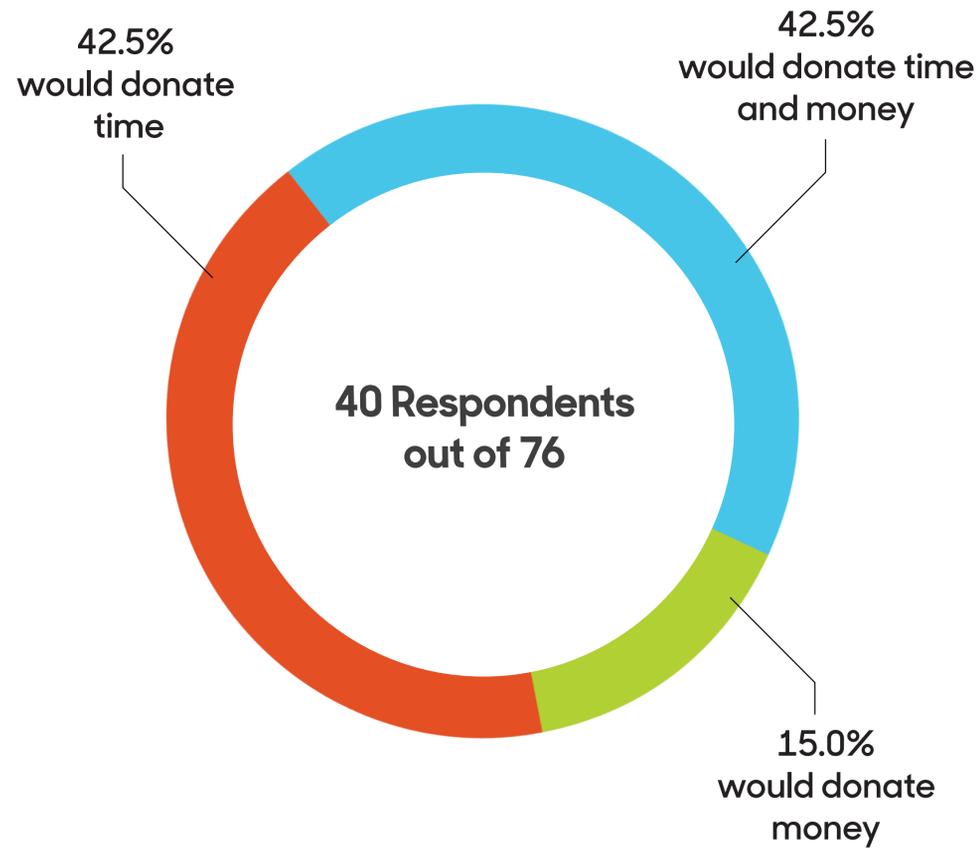


## ARE PEOPLE WILLING TO HELP?

# More than 52% said YES!



### Willingness to implement change

Most survey participants who answered yes to this question are willing to contribute their time to community improvements or contribute time and money (42.5% each). Fifteen percent of respondents indicated that they would be willing to contribute financially.

Compared to other small towns in Iowa, Princeton residents are more willing to become involved in improving their community. In 2014, on average, 43% of residents in small, rural towns volunteered to help with a community project.<sup>1</sup> Princeton exceeds this average by 9%.

<sup>1</sup> Sigma: A Profile of Iowa Small Towns 1994 to 2014 (Ames, IA: Iowa State University College of Agriculture and Life Sciences, 2015).

## WHAT DID PEOPLE SAY?

# Survey Participants Said...



"[I'm] looking forward to connect[ed] pathways throughout town and [a] connect[ion] to trails at the Princeton Wildlife Management."

• "...the River Bend Transit senior citizen shuttle only provides service to town one day per week, making it difficult to schedule medical appointments."



"I am very excited for this! I hope our sidewalks improve and bring more tourists to this great town!"

## HOW DO YOU GET PEOPLE TO HELP?

# Ask, Show, and Advertise Opportunities

In 2014, the most common reason residents in small-town Iowa said they didn't become involved in community projects is that no one asked them (34%). Twenty-eight percent on average said that they don't have time, which is significantly lower than the 2004 average of 59%. Sixteen percent indicated that they didn't know how to become involved, and 7% said that no community project needed volunteers.<sup>1</sup> These results indicate that the best ways to get people involved in community projects is to simply ask, along with advertising opportunities through traditional and social media outlets.

<sup>1</sup> Sigma: A Profile of Iowa Small Towns 1994 to 2014 (Ames, IA: Iowa State University College of Agriculture and Life Sciences, 2015).