



Iowa Great River Road Resident Survey

Greetings!

The Iowa Mississippi River Parkway Commission is in the process of updating the planning document for the Iowa Great River Road National Scenic Byway, which parallels the Mississippi River. Your feedback about the region and Byway is very valuable and I invite you to take 5-10 minutes to complete this survey.

The Iowa Mississippi River Parkway Commission has contracted with David L. Dahlquist Associates, an independent planning firm, to conduct this study. Your responses will remain confidential, and if you choose to enter the sweepstakes your contact information will remain separate. If you have any questions about the survey or the planning process please contact Breann Bye, Survey Project Manager, at 641-521-9340 or breannashlie@hotmail.com.

Thank you for your time.

Sincerely,

John Goodmann

Chair, Iowa Mississippi River Parkway Commission

If you'd prefer to fill out the attached survey on a later date, please use the accompanying self-addressed, stamped envelope to return the survey to the following address:

David L. Dahlquist
1321 SW 31st Lane
Ankeny, IA 50023

If it is more convenient, you may also fill out the survey at any time online at the following website address:

<https://www.surveymonkey.com/s/IowaGreatRiverRoadResidentSurvey>

The following code is **required** to submit your survey. If returning your survey via mail, please DO NOT remove this cover page. If submitting your survey online, please enter the following code as the answer to the first question. Thank you.

Survey Number Code:

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1. What best describes your travel party?

- Myself
- Couple (in a romantic relationship)
- Family (with children under 18)
- Family (no children under 18)
- Other (please specify)
- Friends
- Family & Friends
- Business individual(s)
- Group tour

2. How many people are in your travel party?

- 1 Person
- 2 People
- 3-5 People
- 6-9 People
- 10 or More People

3. What was the purpose of your stop? (the stop during which you received this survey) Please check all that apply.

- Information
- Travel break
- Shopping
- Other (please specify)
- Recreation
- Restrooms
- Food/beverage

4. Do you feel the area (this portion of the Mississippi River region in Iowa) has changed in the years you've been a resident?

- Yes, changed for the better
- No change
- Yes, changed for the worse
- Not sure

5. If you feel the area has changed, what has changed and what do you think has caused this change?

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6. Before this current trip, how aware were you of the presence of the Iowa Great River Road National Scenic Byway?

- Very much aware
- Somewhat aware
- Was aware, but had forgotten
- Learned during the trip
- Not aware of the Iowa Great River Road
- Not aware of the Iowa Great River Road nor byways in general

7. If you were aware of the Iowa Great River Road, how did you find out about it? Please check all that apply.

- Iowa Great River Road website
- State/Local tourism website
- National/State Scenic Byway program website
- National/State Scenic Byway program guide/info
- Saw on a map
- Other (please specify)
- Saw an Iowa Great River Road Byway sign (green pilot wheel)
- Local newspaper
- Print/television advertisement
- Word of mouth

8. Are you employed in the tourism industry?

- Yes
- No

9. How important do you think tourism is to the local area economy?

- Not at all important
- Somewhat important
- Important
- Very important
- Extremely important

10. To what extent does the Iowa Great River Road contribute to local area tourism?

- Not at all
- Perhaps somewhat
- Contributes
- Contributes significantly
- Contributes to a great extent

11. Are there any additional tourism services or visitor amenities that you feel are needed in this area?

- Yes
- No

12. If you answered yes to the previous question, what additional tourism services or visitor amenities do you feel are needed in this area?

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13. For each of the local and regional characteristics listed below, please indicate how important each is TO YOU.

	Not at all important	Somewhat important	Important	Very important	Extremely important
A diverse economy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Proper zoning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traffic control	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My property value	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Area unity and pride	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good jobs for residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feeling safe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality outdoor recreation opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural scenery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Biking & hiking trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good public transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plenty of fairs, festivals & museums	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sharing the history & culture of the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community appearance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural area preservation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Preservation of cultural/historic sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protection of Mississippi River resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to Mississippi River resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Commercial use of the Mississippi River	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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14. For each of the local and regional characteristics listed below, please indicate HOW THE IOWA GREAT RIVER ROAD IMPACTS that characteristic.

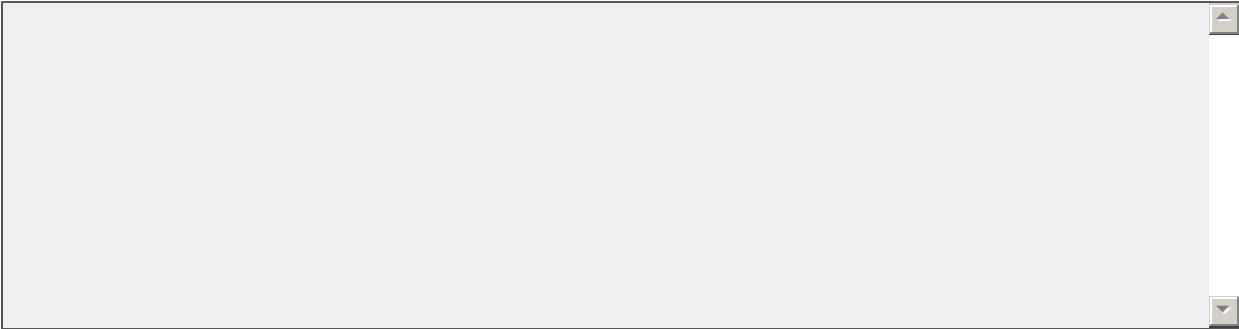
	Impacts are greatly negative	Impacts are somewhat negative	Impacts are neutral	Impacts are mostly positive	Impacts are greatly positive
A diverse economy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Proper zoning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traffic control	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My property value	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Area unity and pride	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good jobs for residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feeling safe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality outdoor recreation opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural scenery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Biking & hiking trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Plenty of fairs, festivals & museums	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sharing the history & culture of the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community appearance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural area preservation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Commercial use of the Mississippi River	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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15. Do you have any comments or suggestions about the site at which you received this survey?

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16. Do you have any additional comments today?

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Your answers to these questions help ensure that we understand demographic and user characteristics of residents of the Mississippi River region in Iowa. Unless otherwise indicated, please select only one response.

17. I identify my gender as:

- Man Woman Trans

18. In what year were you born? (enter 4-digit birth year; for example, 1976)

19. What is the highest level of school you have completed or the highest degree you have received?

- Less than high school degree Associate degree
 High school degree or equivalent (e.g., GED) Bachelor degree
 Some college but no degree Graduate degree

20. Which of the following best describes your current occupation?

- Management/professional Student
 Clerical, sales, other service areas Homemaker
 Agriculture Retired
 Technician Unemployed
 Trades
 Other (please specify)

21. What is your approximate average household income?

- \$0-\$24,999 \$75,000-\$99,999 \$150,000-\$174,999
 \$25,000-\$49,999 \$100,000-\$124,999 \$175,000-\$199,999
 \$50,000-\$74,999 \$125,000-\$149,999 \$200,000 and up

22. For how many years have you been a resident of the area?

- Less than 1 year 6-10 years
 1-5 years 11 years or longer

23. In what ZIP code is your home located? (enter 5-digit ZIP code; for example, 00544 or 94305)

Thank you for completing this survey. Please visit www.iowagreatriverroad.com to learn more about the Iowa Great River Road National Scenic Byway.