



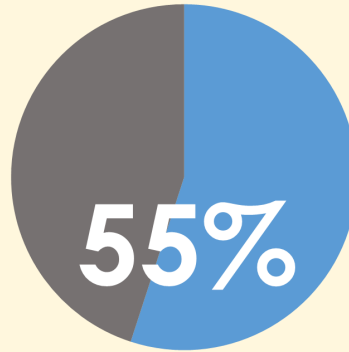
Iowa Great River Road 2013 RESIDENT SURVEY



Here's information about Iowa Great River Road **RESIDENTS**...



of residents feel the area has **changed for the better**.
4.3% feel it has changed for the worse.



of **Residents** say **additional** tourism services or visitor amenities are needed in the area

78% of residents feel tourism is either **Very Important** or **Extremely Important** to the local area economy



57% of residents feel the Iowa Great River Road **Contributes to a Great Extent** or **Contributes Significantly** to local area tourism



...of **Residents** are either **"Somewhat"** or **"Very Much Aware"** of the Iowa Great River Road. 10% of Residents report they are **"Not Aware"** of the Iowa Great River Road

"Completion of the Great River Road has increased the number of people coming into our community. More tourists mean more money being spent in our communities." - resident from Guttenberg

The opinions, findings, and conclusions expressed in this publication are those of the author and not necessarily those of the Iowa Department of Transportation or of the Federal Highway Administration.

The document was prepared with financial support provided by the Federal Highway Administration with a National Scenic Byways Program Grant as well as financial and in-kind assistance provided by the Iowa Mississippi River Parkway Commission.

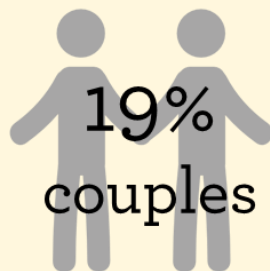


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Information about Residents...

81.4% have been a resident of the area for **11+** years



Visitor Income Levels



21.4%	\$100,000 +
39%	\$50,000 - \$99,999
40%	\$0 - \$49,999

62% of Residents are either **Retired** or work in **Management/Professional** fields



39%

62%

61%



of Residents have at least an Associate's Degree

56.9

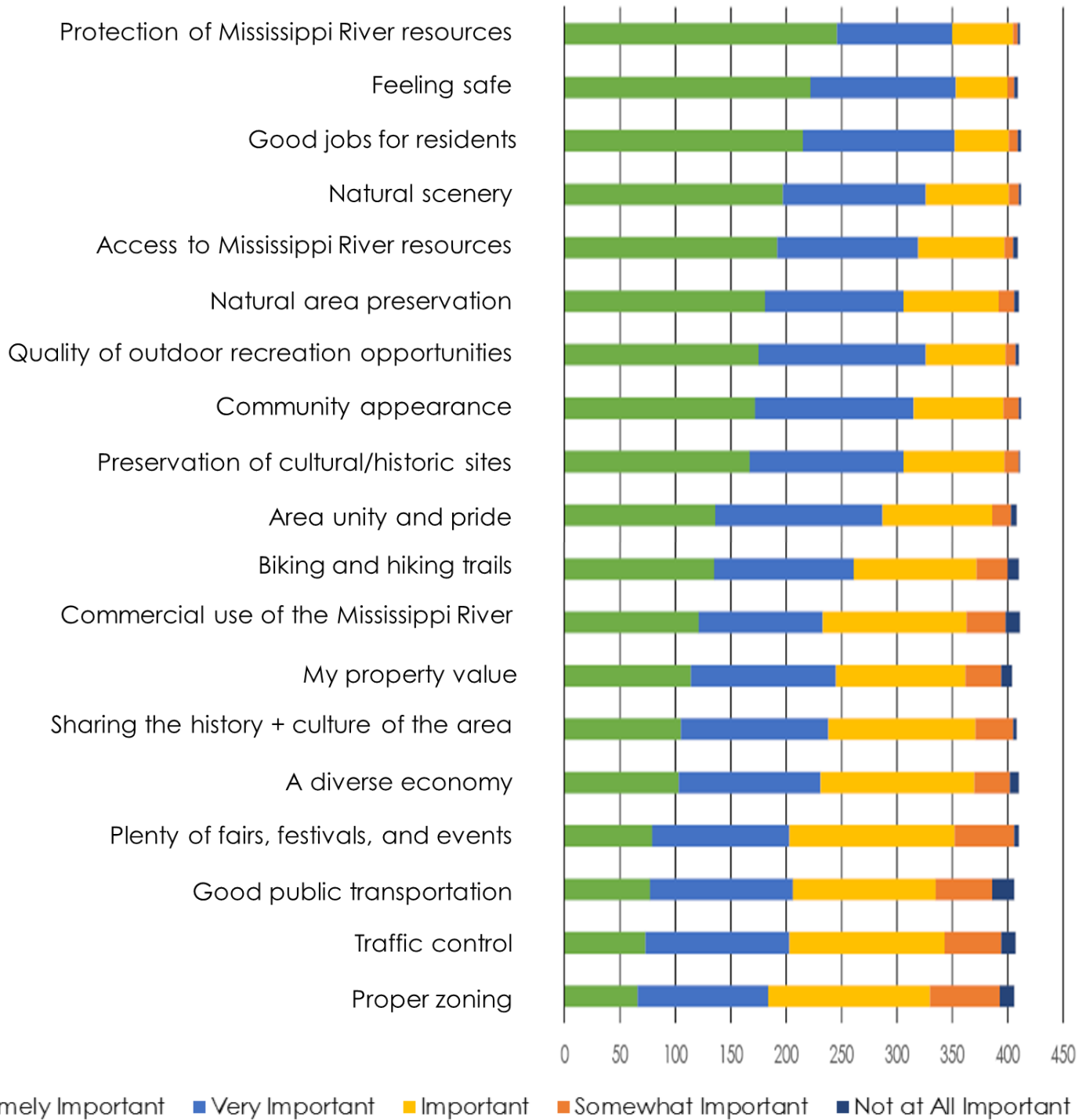
Average Age of Resident Respondents



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Residents rated the importance of a variety of local and regional characteristics





Iowa Great River Road 2013 RESIDENT SURVEY



Residents rated the impacts the Iowa Great River Road has on local and regional characteristics

