



Iowa Great River Road Visitor 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 and enjoy your visit.

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 web-site address:

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

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 is the overall anticipated length of your current trip, including the time you will spend along or near the Mississippi River?

- 1/2 day or less
- 1 day
- 2-3 days
- 4 days or longer

2. How much time do you plan to spend along or near the Mississippi River in Iowa?

- 1/2 day or less
- 1 day
- 2-3 days
- 4 days or longer

3. What overnight accommodations did you or will you use while traveling along or near the Mississippi River? Please check all that apply.

- Hotel/motel
- Bed & Breakfast
- State/county campgrounds
- Resort
- Other (please specify)
- Commercial campground
- Home of family/friends
- Will not stay overnight along the Mississippi River

4. What has been or will be your primary mode of travel during this trip? Please select one.

- Automobile (car/pickup truck/SUV)
- Motorcycle
- RV/Motorhome
- Other (please specify)
- Bicycle
- Group tour bus

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5. During this trip, which of the following navigational or information aids did you use? Please select all that apply.

- | | |
|--|---|
| <input type="checkbox"/> Highway signage | <input type="checkbox"/> Iowa Visitors Guide |
| <input type="checkbox"/> State highway map | <input type="checkbox"/> Google or other web-based navigation aide or mapping website |
| <input type="checkbox"/> Free road atlas | <input type="checkbox"/> Hand-held or in-car navigation device (GPS) |
| <input type="checkbox"/> Map of the Iowa portion of the Great River Road National Scenic Byway | <input type="checkbox"/> Smart phone or tablet application |
| <input type="checkbox"/> Map of the 10-state Great River Road | <input type="checkbox"/> Purchased map |
| <input type="checkbox"/> Iowa Great River Road signs (white with green pilot wheel) | <input type="checkbox"/> Purchased guide book |
| <input type="checkbox"/> Free community or regional guide book | <input type="checkbox"/> None |
| <input type="checkbox"/> Purchased road atlas | |
| <input type="checkbox"/> Other (please specify) | |

6. What is the main purpose for this trip?

- | | |
|--|--|
| <input type="radio"/> Vacation/leisure/shopping/recreation | <input type="radio"/> Personal or company business |
| <input type="radio"/> Visit friends/family | <input type="radio"/> Weekend Getaway |
| <input type="radio"/> Group meeting/convention | <input type="radio"/> Take a Scenic Drive |
| <input type="radio"/> Other (please specify) | |

7. What best describes your travel party?

- | | |
|---|--|
| <input type="radio"/> Myself | <input type="radio"/> Friends |
| <input type="radio"/> Couple (in a romantic relationship) | <input type="radio"/> Family & Friends |
| <input type="radio"/> Family (with children under 18) | <input type="radio"/> Business individual(s) |
| <input type="radio"/> Family (no children under 18) | <input type="radio"/> Group tour |
| <input type="radio"/> Other (please specify) | |

8. How many people are in your travel party?

- | | | |
|--------------------------------|----------------------------------|---|
| <input type="radio"/> 1 Person | <input type="radio"/> 3-5 People | <input type="radio"/> 10 or More People |
| <input type="radio"/> 2 People | <input type="radio"/> 6-9 People | |

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9. On this trip, what is your travel party's average DAILY spending for:

Lodging	<input type="text"/>
Entertainment	<input type="text"/>
Transportation	<input type="text"/>
Food	<input type="text"/>
Shopping	<input type="text"/>
Other	<input type="text"/>

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

- | | |
|---|--|
| <input type="checkbox"/> Information | <input type="checkbox"/> Recreation |
| <input type="checkbox"/> Travel break | <input type="checkbox"/> Restrooms |
| <input type="checkbox"/> Shopping | <input type="checkbox"/> Food/beverage |
| <input type="checkbox"/> Other (please specify) | |

11. Is this your first visit to this portion of the Mississippi River area in Iowa?

- Yes No

12. If no, how many years have you been visiting this portion of the Mississippi River area in Iowa?

- | | | |
|-----------------------------|-----------------------------|-----------------------------|
| <input type="radio"/> 1-5 | <input type="radio"/> 16-25 | <input type="radio"/> 41-50 |
| <input type="radio"/> 6-10 | <input type="radio"/> 26-35 | <input type="radio"/> 51-60 |
| <input type="radio"/> 11-15 | <input type="radio"/> 36 + | <input type="radio"/> 61-80 |

13. If you've visited before, do you feel the area has changed in the years you've been visiting?

- | | |
|---|--|
| <input type="radio"/> Yes, changed for the better | <input type="radio"/> Yes, changed for the worse |
| <input type="radio"/> No change | <input type="radio"/> Not sure |

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

15. How has this trip met your expectations?

- | | |
|--|---|
| <input type="radio"/> Not at all what I expected | <input type="radio"/> Generally what I expected |
| <input type="radio"/> Less than what I expected | <input type="radio"/> Exceeded what I expected |

Please provide any comments

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16. Before this current trip, how aware were you of the existence 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

17. 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

18. What effects, if any, did the existence of the Iowa Great River Road have on your visit? Please check all that apply.

- Visited the region specifically because of the Iowa Great River Road
- Traveled through the region on the way somewhere else specifically because of the Iowa Great River Road
- Stayed longer in the region in order to experience the Iowa Great River Road
- Intend to visit again in order to experience the Iowa Great River Road
- No effect on my travel plans (you should not check any of the above if you select this option)

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

- Yes
- No

20. 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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21. How important were the following factors in your decision to visit the area?

	Very Important	Somewhat Important	Unimportant	Very Unimportant	Not Sure
River recreation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scenery and scenic views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wildlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historical sites and/or museums	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food/dining	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Road conditions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feeling of safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality roadway signage/maps; overall ease of navigation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenient trip planning information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. What other factors were important in your decision to visit the area?

23. When you travel for pleasure, what are your main areas of interest? Please select all that apply.

- Casino gaming
- Wineries
- Outdoor recreation
- Visit friends/family
- Other (please specify)
- Historical areas
- Shopping
- Museum
- Participatory sports (youth & adult)
- Spectator sports
- Scenic byways
- Festivals/events
- National & State Parks

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

25. 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 visitors of the Mississippi River region in Iowa. Unless otherwise indicated, please select only one response.

26. I identify my gender as:

- Man Woman Trans

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

28. 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

29. 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)

30. 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

31. 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.