



Iowa Mississippi River Parkway Commission  
**The 2013 IOWA GREAT RIVER ROAD  
VISITOR SURVEY**

**Iowa Great River Road**  
CORRIDOR MANAGEMENT PLAN

January 2014, updated March 2014

Prepared by:



DAVID L. DAHLQUIST ASSOCIATES, LLC



## The 2015 Corridor Management Plan Library for the Iowa Great River Road

A comprehensive collection of data, research findings, reports, maps, and presentations which provide additional detail and support for the 2015 Corridor Management Plan of the Iowa Great River Road. Each document is referenced with a lettered icon and title.

Document files can be downloaded at [www.iowadot.gov/iowasbyways/IAGRR-CMP.html](http://www.iowadot.gov/iowasbyways/IAGRR-CMP.html) and [www.ddaforum.com/DocumentLibrary.aspx](http://www.ddaforum.com/DocumentLibrary.aspx).



### Iowa Great River Road Designated Route Update

Map atlases for the ten Iowa Great River Road counties illustrating the routing of the Byway.



### Summary Report of Representative Intrinsic Qualities and Resources, Tabulation and Map Sets

Report, tabulations and map county atlases of the intrinsic resources of the Iowa Great River Road.



### Condition of the Road Report

A review of the existing conditions associated with the Iowa Great Road using 14 key topics recommended by the Federal Highway Administration.



### Iowa Great River Road Route Traffic Data and Safety Report

A tabular presentation of traffic data and safety indicators for segments of the Iowa Great River Road prepared by the Iowa Department of Transportation.



### Iowa Great River Road Document Library

An extensive listing of a wide variety of reference documents pertaining to the Mississippi River as well as the National and Iowa Great River Road.



### Report of Spring 2012 Stakeholder Meetings

A complete report of the production, results, and public direction provided during the Spring 2012 Stakeholder Meetings.



### The 2013 Iowa Great River Road Visitor Survey

Summary report, detailed result tabulation, and survey instrument for the 2013 Iowa Great River Road Visitor Survey.



### The 2013 Iowa Great River Road Resident Survey

Summary report, detailed result tabulation, and survey instrument for the 2013 Iowa Great River Road Resident Survey.



### Report of Spring 2014 Stakeholder Meetings

A complete report of the production, results, and public direction provided during the Spring 2014 Stakeholder Meetings.



### Iowa Mississippi River Parkway Commission Stakeholder List

A tabular presentation of the contact listing for the Iowa Mississippi River Parkway Commission current as of January 2015. (Available upon request to the Commission)



### Core Management Directions, Actions, and Financial Considerations

Detailed background and descriptions of Actions and financial considerations supporting the Core Management Directions of the Iowa Great River Road.



### Great River Road Interpretive Plan and Tool Kit

A comprehensive guide for themes and stories for interpreting the entire Great River Road.



## Survey Objectives:

The primary goal of the survey was to gather and report indicators of the needs, desires and perceptions of Iowa Great River Road National Scenic Byway travelers and area residents. The survey's findings can assist the Iowa Mississippi River Parkway Commission (IA MRPC) and its stakeholder organizations in providing information, services and facilities that is more effective for people to experience the Iowa Great River Road National Scenic Byway. The 2013 Iowa Great River Road Survey is part of the overall updating of the Corridor Management Plan for the National Scenic Byway.

### Survey Objectives:

1. Determine the current level of awareness of the Iowa Great River Road.
2. Determine whether the overall perceptions of the Byway are positive, neutral, or negative.
3. Recognize the degree to which visitors' trip expectations were or were not fulfilled.
4. Determine what qualities and/or amenities bring visitors to Iowa Great River Road counties.
5. Determine what community qualities or amenities residents value and how they feel the Iowa Great River Road impacts those qualities and amenities.
6. Collect information about the types of traveler/visitor service improvements that could be implemented along the Iowa Great River Road.
7. Collect demographic information about travelers to and residents of the region.
8. Identify the frequency of travel to the area, what else visitors do with their leisure time.
9. Collect information about spending patterns.
10. Develop a survey instrument and methodology that can be replicated in the future to measure changes in a variety of key indicators including visitor/resident needs, values, and perceptions of the Iowa Great River Road National Scenic Byway.
11. Provide visitor and user satisfaction indicators which may be useful to other state segments of the Great River Road National Scenic Byway.

## Methodology:

The 2013 Iowa Great River Road Survey involved surveying two self-identified groups: visitors and residents. Visitors generally identified themselves as being on a trip more than 30 miles from home. Residents generally identified themselves as a resident of the county from the where the survey request was made. Visitor and resident survey forms are included at the end of this report.

From June to October 2013, a survey representative approached individuals who were visiting selected locations or participating in selected events in the 10 counties of the Iowa Great River Road. The representative identified herself, her role with the survey project and asked if the individuals would answer a few questions. If the party agreed to complete a self-administered questionnaire, she provided three options for completing the appropriate visitor or resident survey:

- completion on the spot;
- completion later with a mail-in return; or
- on-line completion using SurveyMonkey.com.

All prospective survey respondents were offered the opportunity to enter a sweepstakes drawing for a \$100 Visa gift card--an expression of appreciation. The sweepstakes drawing



was conducted independent of the survey process. The identity of all survey and sweepstakes respondents is confidential and not reported.

Overall, approximately 817 visitor surveys were distributed and 430 returned. 834 resident surveys were distributed and 428 returned.

### Survey Data Reports:

This document presents the survey response data for a particular portion of the entire 2013 Iowa Great River Road Survey.

**Supplement 3A.1 | Visitor Response Data** (377 visitor respondents)

**Supplement 3A.2 | Great River Road Ramble Visitor Response Data** (53 visitor respondents for a special auto tour conducted on October 4, 2013)

**Supplement 3A.3 | Vettes on the River Visitor Response Data** (46 visitor respondents for a special auto show held in Dubuque, Iowa on September 7, 2013)

**Supplement 3B.1 | Resident Response Data** (428 resident respondents)

**Supplement 3B.2 | Vettes on the River Resident Response Data** (27 resident respondents for a special auto show held in Dubuque, Iowa on September 7, 2013)

### The Iowa Great River Road National Scenic Byway

The 326-mile-long Iowa Great River National Scenic Byway connects the 10 counties of the western bank of the Mississippi River in eastern Iowa.

### The Iowa Mississippi River Parkway Commission:

The Iowa Mississippi River Parkway Commission is the managing organization for the Iowa Great River Road National Scenic Byway. The Iowa Legislature established the Commission in 1959 to steward and promote the nationally recognized route paralleling the Mississippi River. The Commission's 10 members reside in each of the Iowa Mississippi River counties and are appointed by the Governor.

#### The Iowa Mississippi River Parkway Commission, 2014

Allamakee County | Jane Regan, Treasurer

Clayton County | Lori Wallace

Clinton County | Edith Pfeffer, Vice-Chair

Des Moines County | Debra Jochims, Secretary

Dubuque County | John Goodmann, Chair

Jackson County | Lori Roling

Lee County | Larry Kruse

Louisa County | Jay Schweitzer

Muscatine County | Daniel Petersen

Scott County | Glenn Pelecky

Iowa Department of Transportation | Mary Stahlhut, Iowa Byways Program Manager



The 2013 Iowa Great River Road Survey was planned, conducted and reported by:



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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.





# Iowa Great River Road 2013 VISITOR SURVEY



## Here's information about Iowa Great River Road VISITORS...

**50%** of visitors plan to spend **2-3 days** along the Mississippi River



**26%** of visitors plan to spend **4 days** or longer along the Mississippi River



...of **Visitors** are either "**Somewhat**" or "**Very Much Aware**" of the Iowa Great River Road. 20% of Visitors report they are "**Not Aware**" of the Iowa Great River Road



**42%** of Visitors report their trip **exceeded** expectations



**55%** of Visitors report their trip **met** expectations



**3%** of Visitors report their trip **was less than what they expected**



Byway signs,

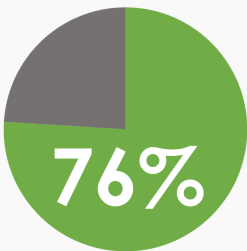


Maps,



and Word of Mouth...

...are the ways **75%** of **Visitors** became aware of the Iowa Great River Road



of **Visitors** say **no additional tourism services or visitor amenities** are needed in the area

From the **24% of Visitors** and **55% of Residents** who felt additional tourism services or visitor amenities were needed, the following were most requested:



Public restroom facilities



Maps



Guide signs and Attractions Signs



Bicycle trails and paths

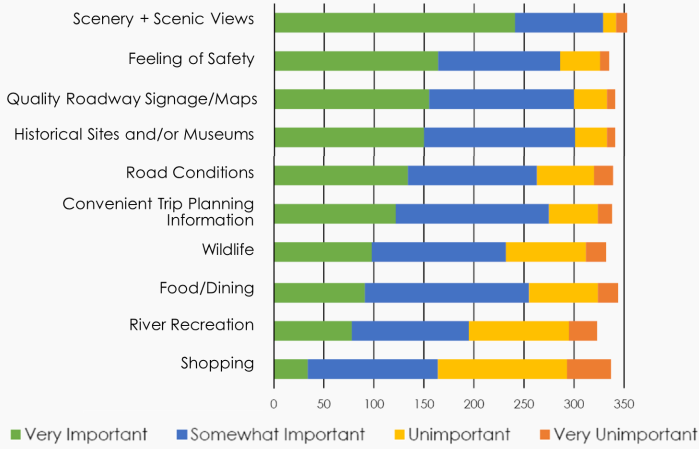


Expanded advertising and marketing of local attractions

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Visitors ranked the importance of various factors in their decision to visit the area



**70%** of visitors are **repeat visitors**

**40%** of repeat visitors have been visiting the area for

**25+** years



of repeat visitors feel the area has **changed for the better**. Only 1% feel it has changed for the worse.



plan to **visit again** specifically to experience the Iowa Great River Road

When traveling for pleasure, Visitors selected the following areas of interest:

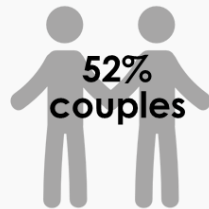


## Information about Visitors...

**75%**



of visitors plan to stay overnight along the River



**52%** couples

### Visitor Income Levels



**27%** \$100,000 +

**43%** \$50,000 - \$99,999

**30%** \$0 - \$49,999

**65.3**

Average Age of Visitor Respondents



**41%**



**59%**

**67%**

of Visitors are either **Retired** or work in **Management/Professional** fields

**62%**



of Visitors have at least an Associate's Degree



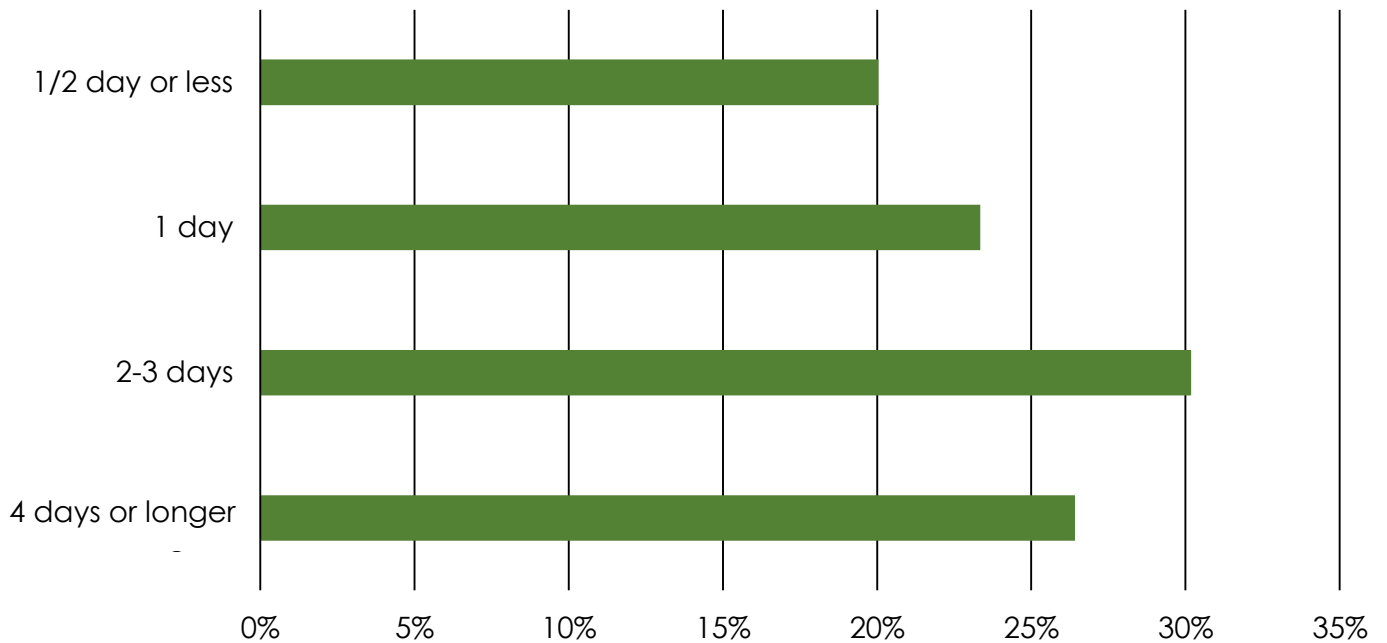
Iowa Great River Road  
2013 VISITOR SURVEY

For more information please contact John Goodmann, Chair, Iowa Mississippi River Parkway Commission, at 563-599-4350 or David L. Dahlquist Associates at 515-963-1989 or ddahlquist@outlook.com.

**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	20.0%
1 day	23.3%
2-3 days	30.2%
4 days or longer	26.4%
<b>Grand Total</b>	<b>100.0%</b>

Total Question Response: 377

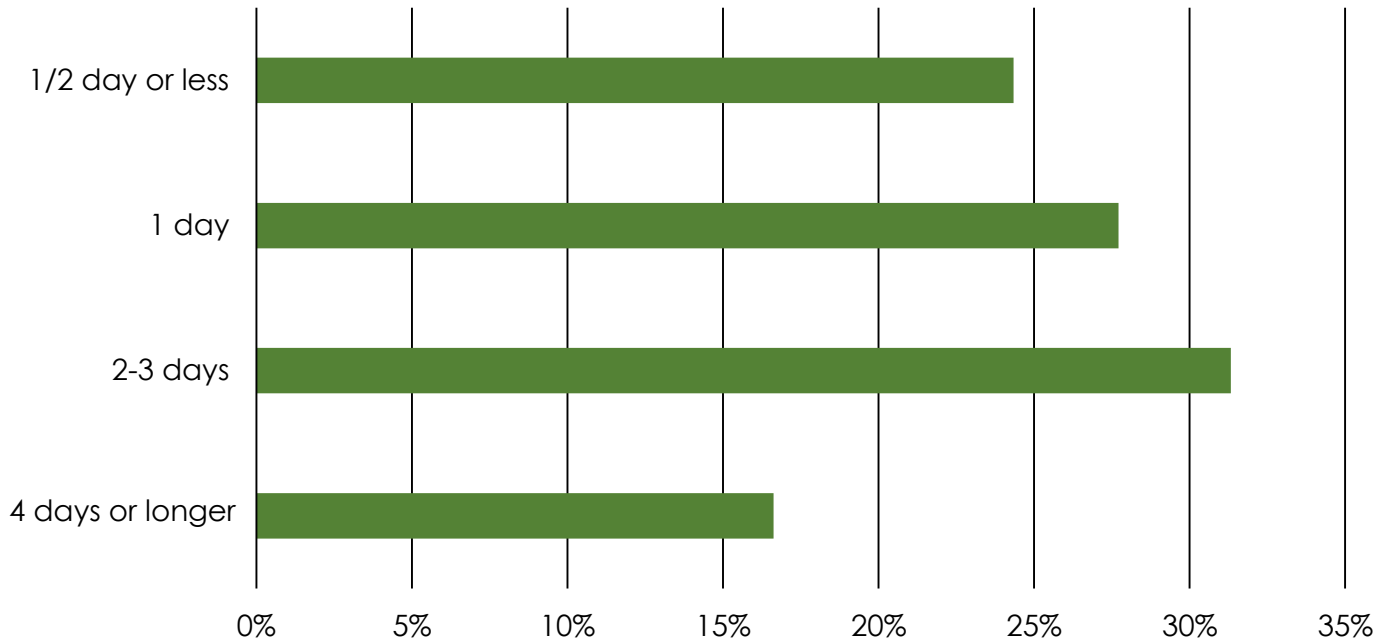




## 2. How much time do you plan to spend along or near the Mississippi River in Iowa?

1/2 day or less	24.3%
1 day	27.7%
2-3 days	31.3%
4 days or longer	16.6%
<b>Grand Total</b>	<b>100.0%</b>

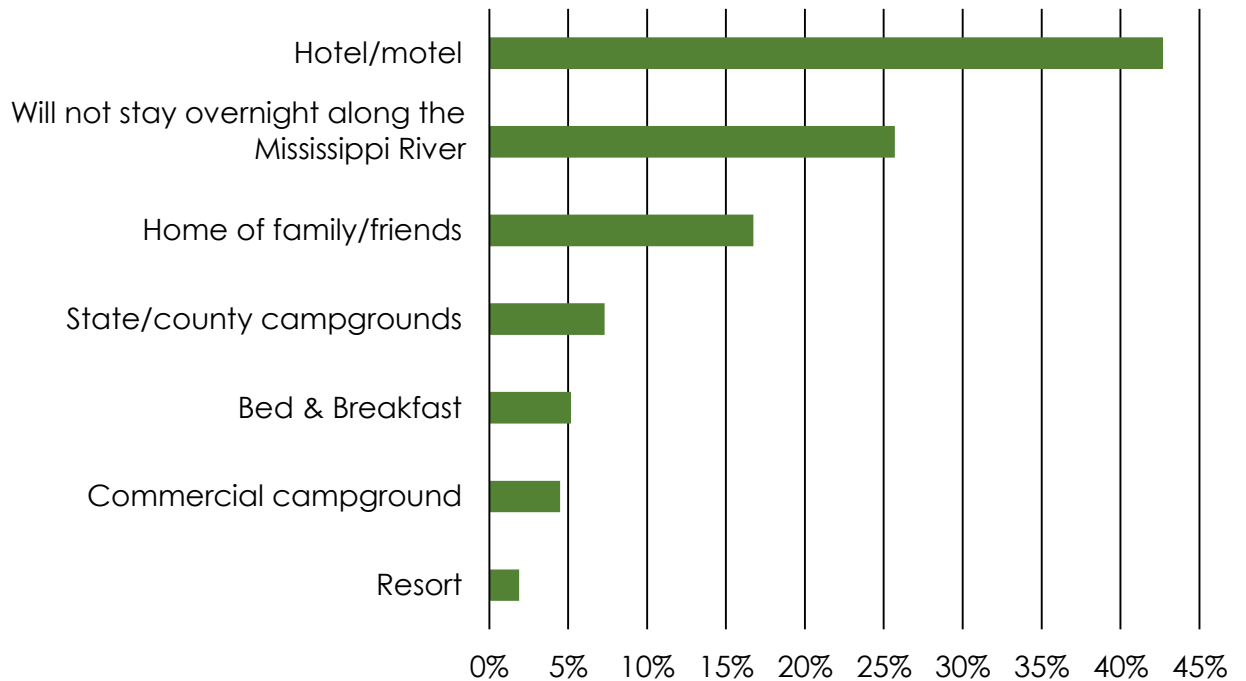
Total Question Response: 377



### 3. What overnight accommodations did or will you use while traveling along or near the Mississippi River?

Hotel/motel	42.7%
Will not stay overnight along the Mississippi River	25.7%
Home of family/friends	16.7%
State/county campgrounds	7.3%
Bed & Breakfast	5.2%
Commercial campground	4.5%
Resort	1.9%

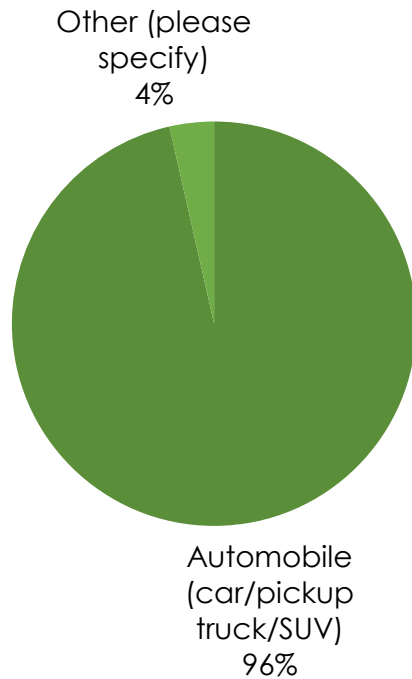
Total Question Response: 377



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

Automobile (car/pickup truck/SUV)	96.4%
Motorcycle	0.0%
RV/Motorhome	0.0%
Bicycle	0.0%
Group tour bus	0.0%
Other (please specify)	3.6%
<b>Grand Total</b>	<b>100.0%</b>

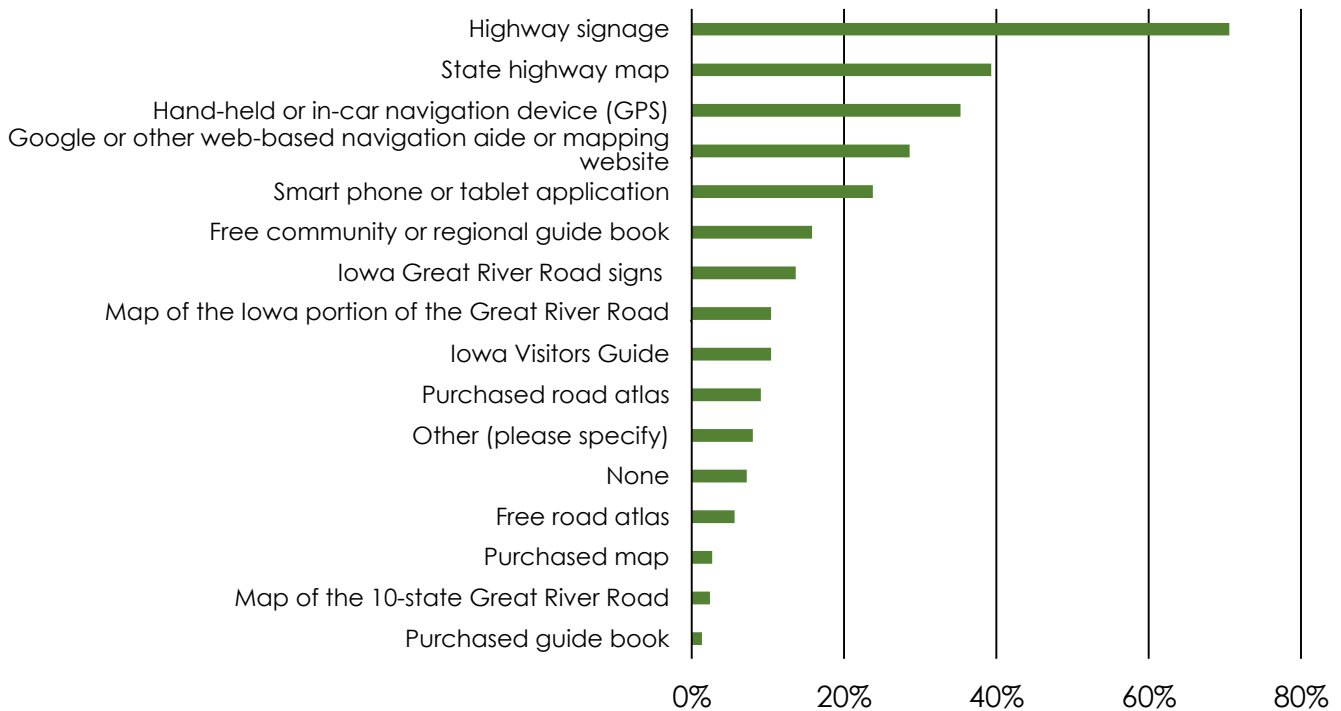
Total Question Response: 338



**5. During this trip, which of the following navigational or information aids did you use?**

Highway signage	70.6%
State highway map	39.3%
Hand-held or in-car navigation device (GPS)	35.3%
Google or other web-based navigation aide or mapping website	28.6%
Smart phone or tablet application	23.8%
Free community or regional guide book	15.8%
Iowa Great River Road signs	13.6%
Map of the Iowa portion of the Great River Road National Scenic Byway	10.4%
Iowa Visitors Guide	10.4%
Purchased road atlas	9.1%
Other (please specify)	8.0%
None	7.2%
Free road atlas	5.6%
Purchased map	2.7%
Map of the 10-state Great River Road	2.4%
Purchased guide book	1.3%

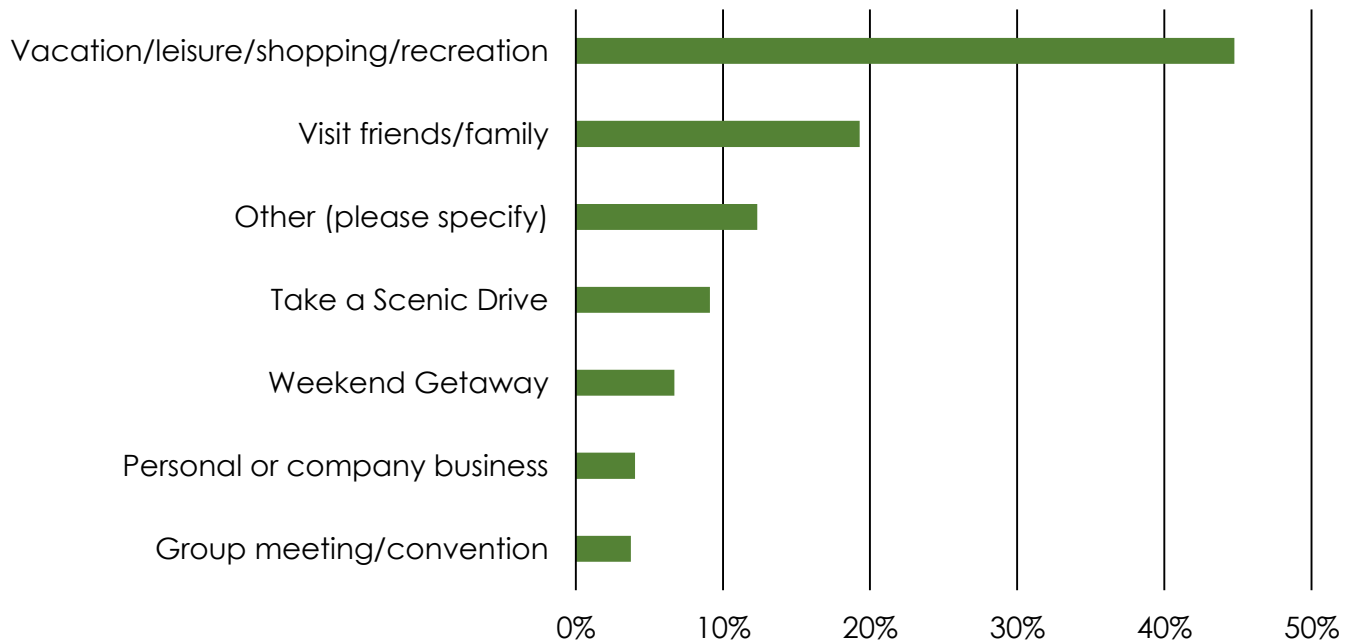
Total Question Response: 374



## 6. What is the main purpose for this trip?

Vacation/leisure/shopping/recreation	44.8%
Visit friends/family	19.3%
Other (please specify)	12.3%
Take a Scenic Drive	9.1%
Weekend Getaway	6.7%
Personal or company business	4.0%
Group meeting/convention	3.8%
<b>Grand Total</b>	<b>100.0%</b>

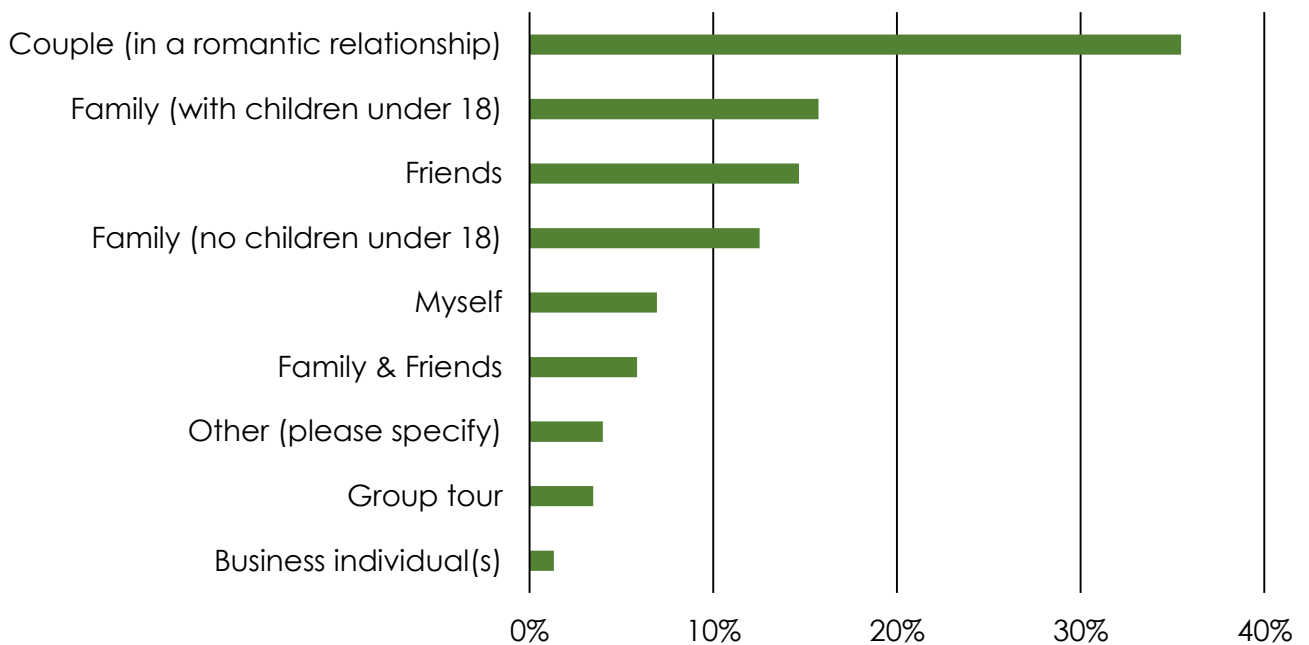
Total Question Response: 373



## 7. What best describes your travel party?

Couple (in a romantic relationship)	35.5%
Friends	15.7%
Family (no children under 18)	14.7%
Family & Friends	12.5%
Other (please specify)	6.9%
Group tour	5.9%
Myself	4.0%
Family (with children under 18)	3.5%
Business Individual(s)	1.3%
<b>Grand Total</b>	<b>100.0%</b>

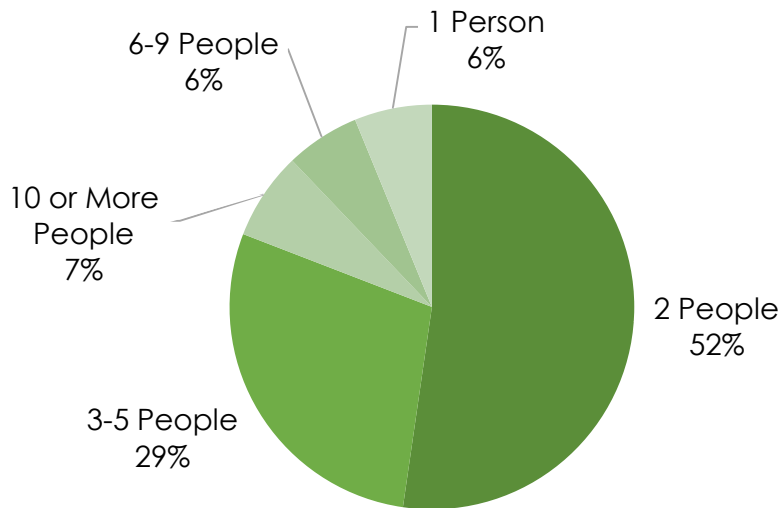
Total Question Response: 375



## 8. How many people are in your travel party?

1 Person	6.2%
2 People	52.3%
3-5 People	28.6%
6-9 People	5.9%
10 or More People	7.0%
<b>Grand Total</b>	<b>100.0%</b>

Total Question Response: 371



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

Lodging	Average: \$94.40	Range: \$11.00 - \$270.00
Entertainment	Average: \$52.60	Range: \$5.00 - \$600.00
Transportation	Average: \$49.80	Range: \$4.00 - \$400.00
Food	Average: \$51.80	Range: \$1.00 - \$400.00
Shopping	Average: \$52.83	Range: \$5.00 - \$400.00
Other	Average: \$38.40	Range: \$10.00 - \$300.00

Total Question Response: 371

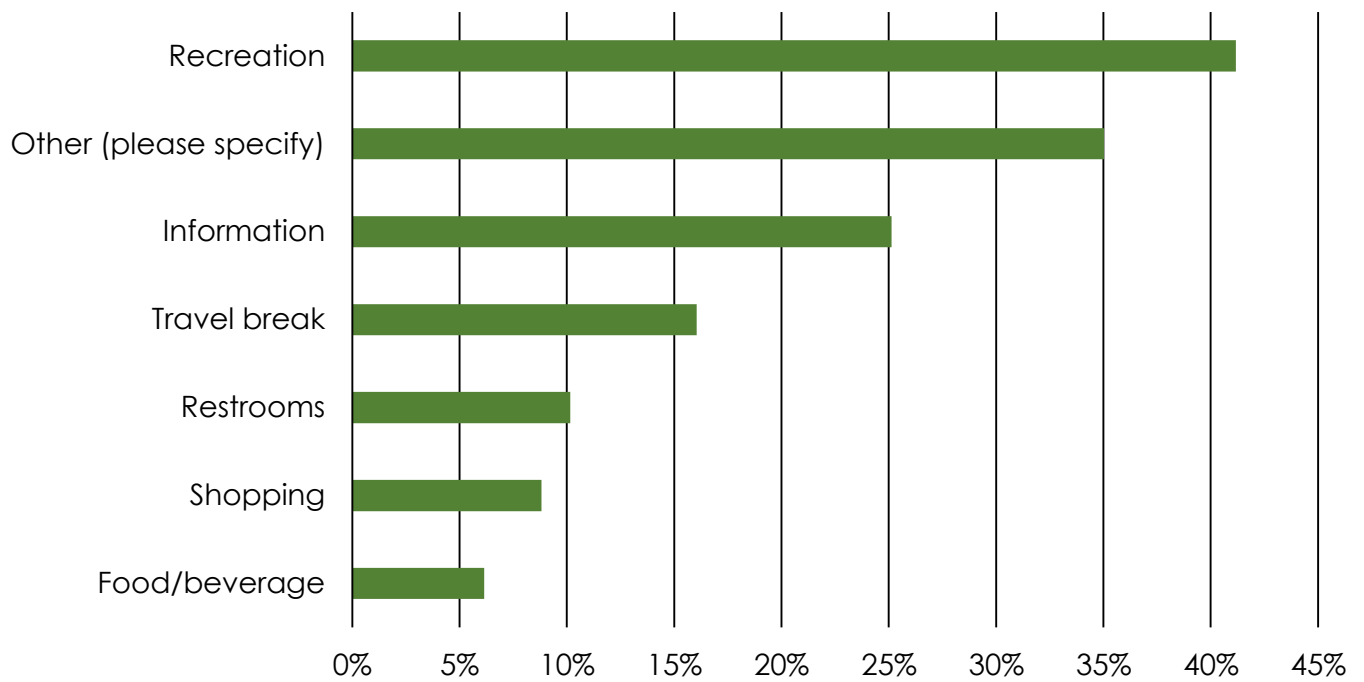




## 10. What was the purpose of your stop?

Recreation	41.2%
Other (please specify)	35.0%
Information	25.1%
Travel Break	16.0%
Restrooms	10.2%
Shopping	8.8%
Food/beverage	6.1%

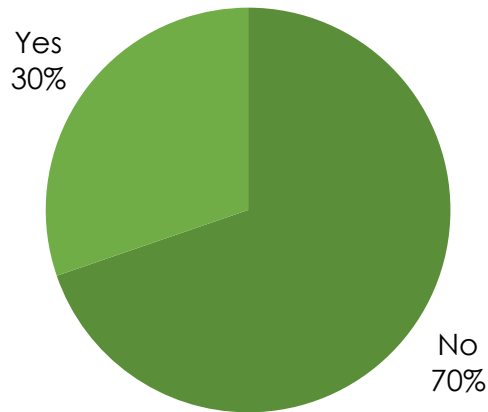
Total Question Response: 374



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

No	69.7%
Yes	30.3%
<b>Grand Total</b>	<b>100.0%</b>

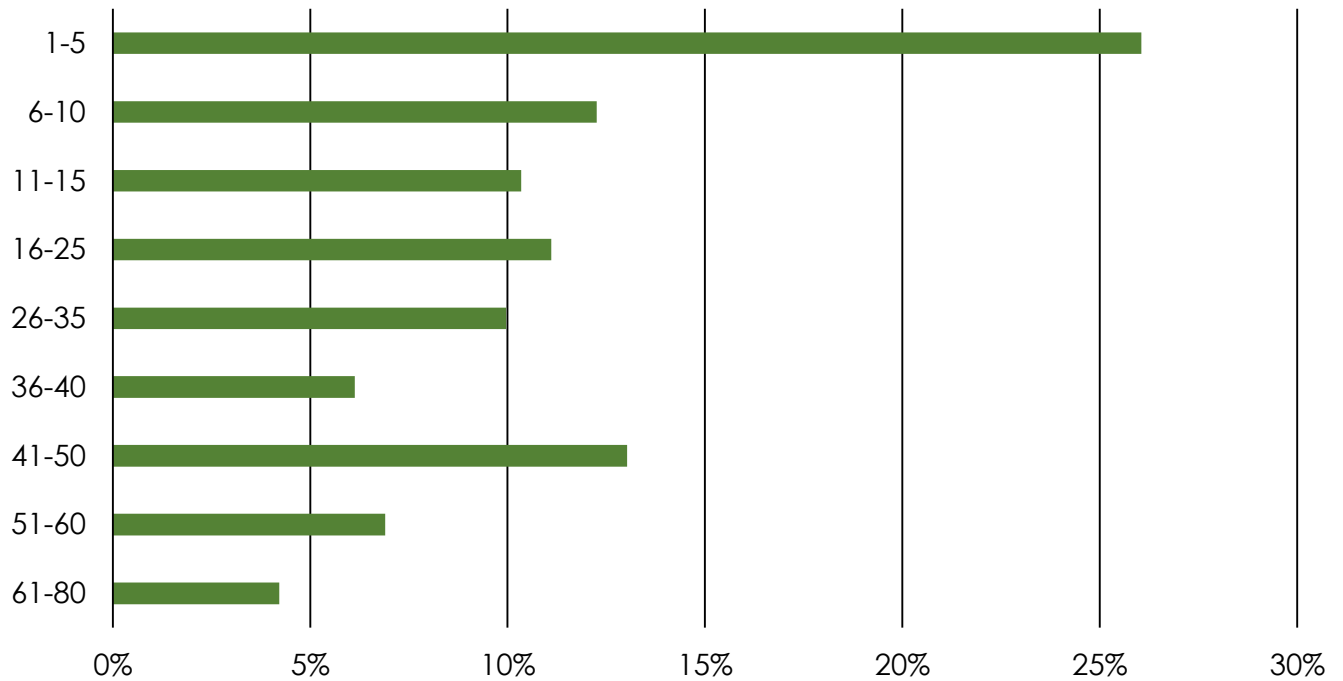
Total Question Response: 370



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

1-5	26.1%
6-10	12.3%
11-15	10.3%
16-25	11.1%
26-35	10.0%
36-40	6.1%
41-50	13.0%
51-60	6.9%
61-80	4.2%
<b>Grand Total</b>	<b>100.0%</b>

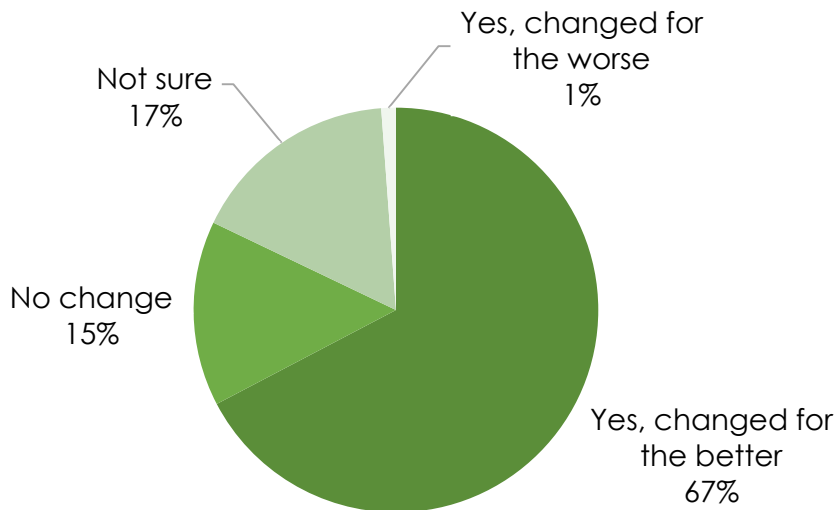
Total Question Response: 261



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

Yes, changed for the better	67.3%
No change	14.8%
Not sure	16.7%
Yes, changed for the worse	1.2%
<b>Grand Total</b>	<b>100.0%</b>

Total Question Response: 257



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

### INDIVIDUAL RESPONDENT COMMENTS

Great improvement along the Mississippi River in Dubuque

I've been here once a year for about 7 years so may have gradual change.

Highways are better- more travelers on road

More businesses and activities

Waterfront at Dubuque = cleaner, water friendly.

There is more business along the way.

Towns are more helpful with tourists.

Improved commercial facilities

I started coming to the area in the mid 80's as a teenager now I am bringing my kids to the same places. I didn't pay attention as to how things change with time.

Things seem to be better kept.

Changes to be more inviting for tourism, some loss of shops which is bad

Beautification

Tourism has increased because the area has worked to draw people here. Used to just be a couple of nice parks and antique shops. Now there is something to do nearly every weekend.

More pride in community - super volunteers. Love this area!!!

Have really cleaned it up. It's safe + kid friendly as we watch barges go through the Lock + Dam with my kids.

Better signage. More tourist friendly.

Mississippi Ferry in new Nice Visitors Center at dam

The River Wall has been a great improvement.

More tourist

More choices to stop for food, bathrooms, gas, etc.

Everything is fixed up better.

More to do, cleaner

Nicely manicured area. Nice info booth with snacks.

More tourist friendly

Improvement

New Eco-Center/building at campground - Rock Creek.

I love the Ecotourism Center.

Camping, fishing, boating. Have spent almost a lifetime on the river. Used to swim in it as a child. No more, too much pollution.

Cleaned up, updated facilities

Development of Rock Creek area.

Just moved back to area after living out of state for 28 years. Love development of Rock Creek Campground and marina. Love river access. We like to camp and boat.

Improvements on riverfront

Better eco awareness



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

New lodge

Better amenities

Expanded to include wonderful interpretive center.

Bike path and recreational areas added which is good!

Better roads, more places to stop due to increased traffic and tourism.

Improved the streets- shore area Shopping

Poverty level, little community interest in the arts

Cleaner, more interest in tourism.

Mistake to take riverboat away from Burlington

People who give their support/time

The river is the draw. You can place us at the water's edge and provide services. Thank you.

Historic Preservation efforts greatly improved.

Highway 151 is much improved

Dubuque appears better maintained and clean. People seemed to be very friendly to strangers.

Envisioning and dedication of community leaders. We watched it happen. Very positive healthy changes.

Focus on tourism - improved food and lodging opportunities, better RV campgrounds

Good walkways.

Port of Dubuque

Ice Harbor & Public river area

The good people of Dubuque

Flood wall and businesses have changed area

Flood wall built and new businesses in the area now.

Much more interesting city

Better travel signs for tourists

Businesses added

The main part of Bellevue and Dubuque have improved Good vision of city planning

People who care about the river front

Progress

More development, more urban blight

Improvement to parks, rec areas, development along riverfront

Port of Dubuque, big improvement

Better + more facilities

The arts council was formed and members are active with great leadership.

Bellevue has become more of a tourist destination so the town is spending more money on the way it presents itself.

New construction, supply and demand.

More festivals/shopping

Increased access to waterway and parks. Increased awareness of the economic benefit of tourism.

Probably funding and upkeep has been cut. People don't pick up after themselves or their pets.

More to do- especially in Dubuque area. Our kids love the Mississippi River Museum.



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

Interpretive Center - was not familiar with this. Dubuque Mississippi Museum has added a lot. Nice H2O park - new to us - had not stayed before.

Using the river for public visits

Downtown areas have reached out to outer limits of towns and makes shopping better but would like to see more leather, blacksmith, candy store and other hands on craft shops in the downtown area

Better signs/roads

Conscious people and nature conservancy

More commercial than it used to be.

More stuff. High Quality.

Good management

Cleaned to better see the river at many more areas.

More informative and hands-on DNR Naturalists.

We wanted to drive around Keokuk to look at some of the old homes and noticed that some of the residential areas were looking a little rough. I'm sure it is due to hard economic times.

Looks like in Keokuk they have worked to make it visitor friendly

Years ago, we used to boat, fish, hunt, camp - now we do parks, hike, museums, historical places

Signs for bicycling are better

Roads

Indian mound area improved

Road - surface - signs

Building new interactive nature center

its only changed because we have laws of eminent domain that steals land from people just cuz the law says they can for public use

Bypass roads, historical interests

riverfront development

Area is better because of better maintenance or restoration of buildings, better public facilities (parks, rest areas)

Industry has changed, times have changed. New shops, points of interest to see.

Cleaned up streets, looks neater, not as old + run down. Improved parking.

Cleaner. Awareness of Mother Nature's beauty + history

More downtown nice areas by the river in Muscatine

Playground and picnic areas are nice touches

Tourism, travel, increased development

River front, Tug Fest, The Pickers, etc.

Involvement by city officials

LeClaire seems to have gained new life. I'm guessing as a result of American Pickers TV show. We have family in this area so we knew LeClaire a long time as a sleepy town. It seems alive now.

Overall nicer looking, just love people in the area!

The buildings are so well kept up for the age of them. Everything is so clean and neat in LeClaire. Lots of nice bushes along the street. The river is so scenic. The tour guides at Buffalo Bill Museum were so special - we learned so much river history about the Lone Star boat, etc.

Highways have improved



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

Economic Development  
None  
Riverside parks and trails  
Some areas have gotten very old and run down. Other areas are new, but more (unreadable).  
New businesses, buildings  
Enlightened leadership- especially city of Rock Island  
Entertainment  
Cleaner, more growth.  
Great improvement along the Mississippi River in Dubuque  
Improvements along the Mississippi River in Dubuque  
(Dubuque area) Nicer hotels, shops, river walk, casino, Mississippi River Museum. Generally cleaned up compared to 35 years ago.  
This area has really been cleaned up  
More informational with signs  
Better roads, more stopping places  
Better roads, looks better  
More shopping/recreational opportunities.  
Dubuque was a lot nicer than it used to be.  
Better restaurants and lodging  
Gambling casinos  
Roads are better  
Better roads and signs  
Improved riverfront with Grand Harbor  
Better shopping/ rec trails  
Dubuque - Community Development  
DBQ Harbor area, downtown DBQ  
Progress!  
People friendly, informative - beautiful!!!  
Additional funding

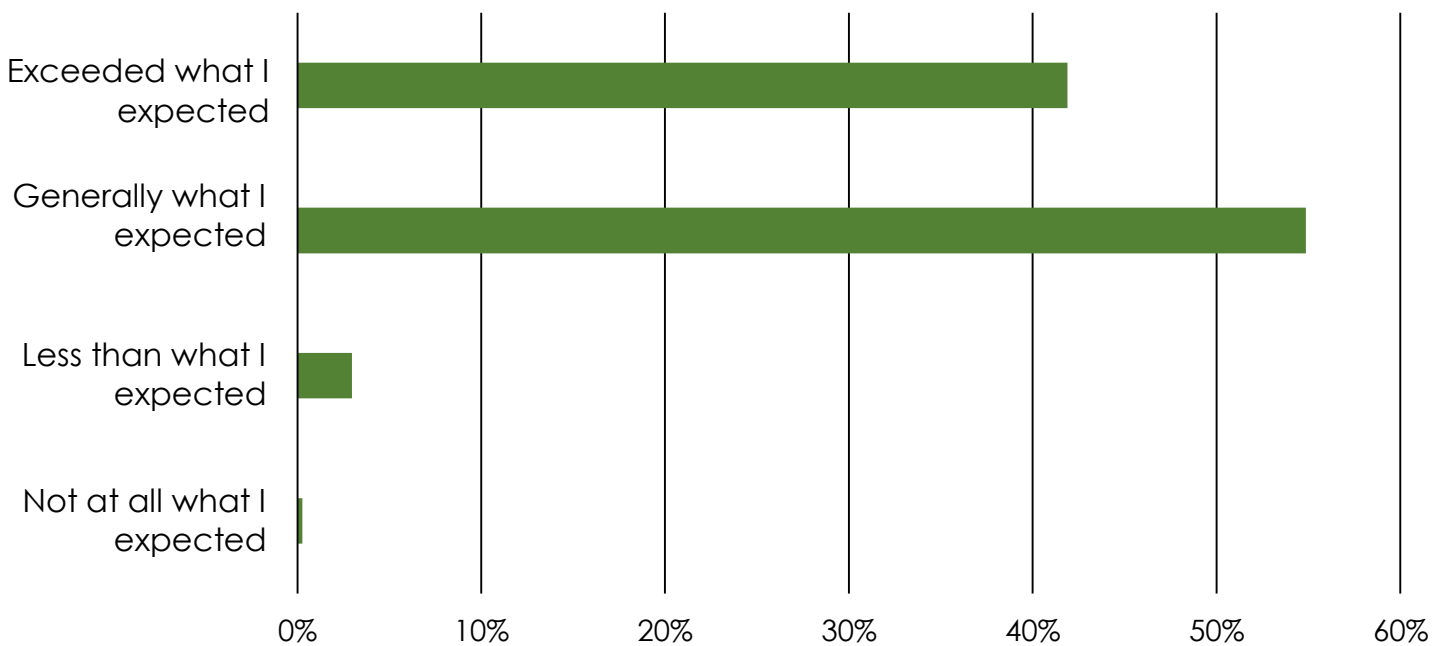




## 15. How has this trip met your expectations?

Exceeded what I expected	41.9%
Generally what I expected	54.9%
Less than what I expected	3.0%
Not at all what I expected	.3%
<b>Grand Total</b>	<b>100.0%</b>

Total Question Response: 370



## Trip Expectations Comments

### INDIVIDUAL RESPONDENT COMMENTS

Beautiful country!

Beautiful scenery

We came for the Guttenberg Germanfest and were pleasantly surprised. We will be back.

Germanfest!

We will come again - hopefully in the fall next time to enjoy that season.

Guttenberg's Germanfest was better than expected.

Guttenberg is a beautiful community. We were impressed with the quality of parks along the riverfront and the amount/access of public restrooms.

There were more vendors and people in attendance than the last time we came to Germanfest

What a beautiful area - it seems very unspoiled with lots of history to learn about.

Love the area

Not much for restaurants.

I never knew how beautiful this area was!

It was beautiful!

Signage at Fish Mounds was none existent

Beautiful area!! Vista view magnificent!! Trails, waterfall, lovely, kept cool on trails

Reviews on Pikes Peak Campground were not as flattering as they need to be. Campground was exceptional - facilities very clean, was quiet, staff friendly.

I especially liked seeing the river towns along the Mississippi River and the beauty of the park.

We enjoyed all the change.

Great educational facility - beautifully done.

Beautiful campground - Rock Creek.

Wet to see exhibit and was hoping for more animals.

This place is so cool! Everybody is very nice and the rangers and others don't bother you at all times like @ Scott County Park. Excellent for if you're in love.

Fantastic campground, very friendly staff. Loved the Blue Heron Cruise.

Excellent facilities, cabin was fantastic, very friendly and helpful staff

Riverview and recreational areas are beautiful plus dinner @ Candlelight Inn, Clinton, IA very nice.

Sawmill Museum in Clinton

Nice festival- enjoyed competitions. Good museum- lots of info, demos, good for kids

Everything is more clean / people put more pride

The overlook was awesome and to be able to drive up to the lock and dam.

Really enjoyed the riverwalk and the barges on the river

Very beautiful and relaxing

Enjoy watching the people and boats on the river.

Enjoy scenic views.

More scenic than expected. Very friendly people!

Love this place - E.B. Lyons. Great service.

Bellevue special events like fishival are wonderful.

Great waterfront access - nice place!



Kids love seeing the bee hive and (something) train - all the live and other animal exhibits. They also love the outdoor activities.

Having a great time!

Always love the drive along the river and the rest stops in Iowa are great! Info and nature centers too!

Very impressed

Anne - Delightful with our grandsons. At Hurst on 61.

Lived in Dubuque all my life (59 years) - my 1st time to Maquoketa Caves was this spring (2013). Totally amazed at how beautiful it is.

Loved the positive and knowledgeable Naturalists and DNR person on staff.

We spent most of our time near the Mississippi River front enjoying the view and the tow boat museum.

Needs activities to do

Excellent visitors guide told us what to expect. Also, very friendly and helpful locals were an additional treat.

Beautiful drive in NE part of Iowa, casino every night (hadn't planned on that), fun things to do along the way in towns.

Good things to do in Keokuk

Did not realize Indian Mounds were there. Very interesting.

Anytime on a river in a kayak is good!!

We often choose the River Road or scenic route. Points of interest are always a plus.

The Toolesboro Visitor Center was a surprise. Nice, active, good info.

I was very impressed with the Pearl Button Museum.

Visited Pearl Button Museum in Muscatine. Awesome info.

Description of mill and history is WONDERFUL!

Great time at Tug Fest!

Never a disappointment

Never been to the Buffalo Bill Museum. Pretty nice! Will not go to Sneaky Pete's though. Can never get served.

Buffalo Bill Museum was nice, more information would be nice. Steamship to walk around was nice.

Had a good time at Buffalo Bill Museum

I always enjoy visiting LeClaire, IA. Celebrated my 60th birthday at Sneaky Pete's.

The tour of the Buffalo Bill Museum was just great and good parking. We ate at the "Crane + Pelican" - really good food and decor. Here are unlimited things to see and do in the Quad Cities!! I don't like malls, but that is a way of life now I guess.

Actually came to see the American Pickers store. They were closed for filming so ventured to the Museum instead.

Nice stores, but not much in them.

Parking was easy and free!

lots of stuff to do in quad cities, our boys had researched on internet before we went wanted to walk along the river, but it's flooded in areas

I grew up here. The flood hampered some bike trails and boating.

Looking for views/dining on the river

Having a great time

Several coffee shops closed at 3pm just when I was looking for a coffee break. Many vacant buildings, little to no clothing stores. Museum closed on Monday - my visiting day and River Cruise as well - so disappointing!



Disappointed the brewery was closed

---

Nice old historic buildings

---

NICE HISTORIC BUILDINGS!!

---

Expected food and merchandise vendors

---

Lack of show food and merchandise vendors was disappointing.

---

We were impressed with how much cleaner and well-kept Dubuque has gotten.

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Star brewery out of business, Liked the outdoor seating on the roof - looking over river

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Enjoy the Park View - McGregor overlook of 3-4 states

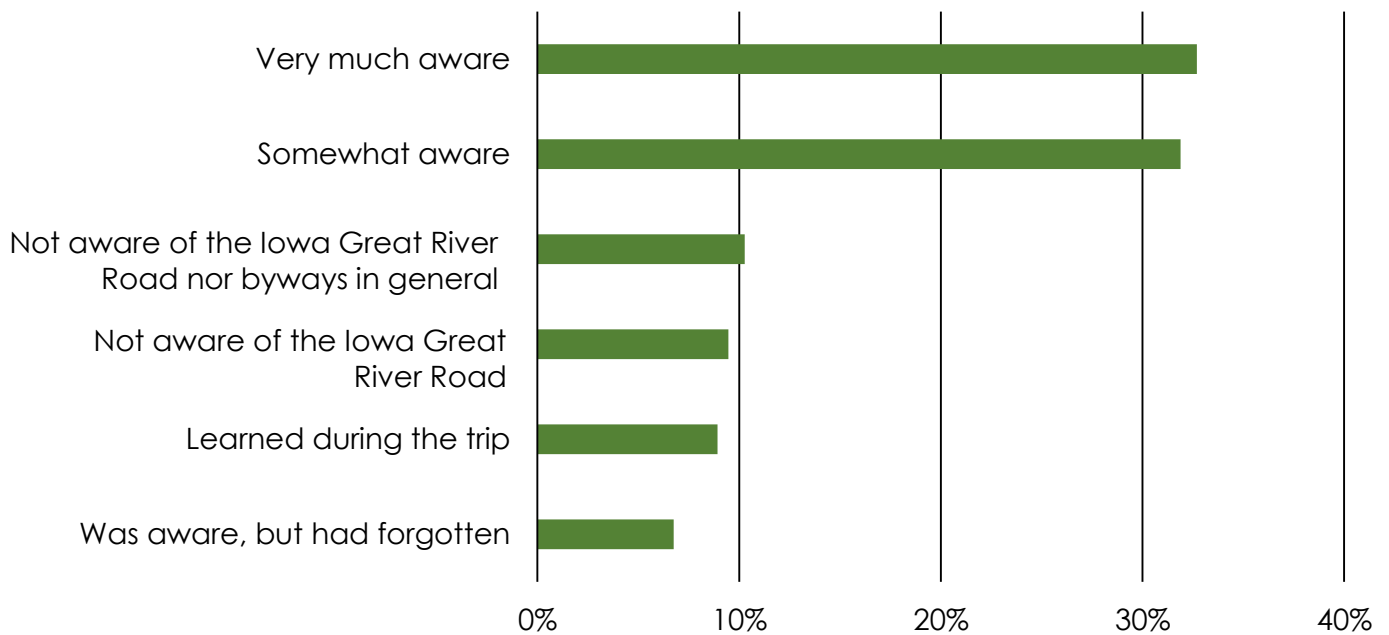
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**16. Before this current trip, how aware were you of the existence of the Iowa Great River Road National Scenic Byway?**

Very much aware	32.7%
Somewhat aware	31.9%
Not aware of the Iowa Great River Road nor byways in general	10.3%
Not aware of the Iowa Great River Road	9.5%
Learned during the trip	8.9%
Was aware, but had forgotten	6.8%
<b>Grand Total</b>	<b>100.0%</b>

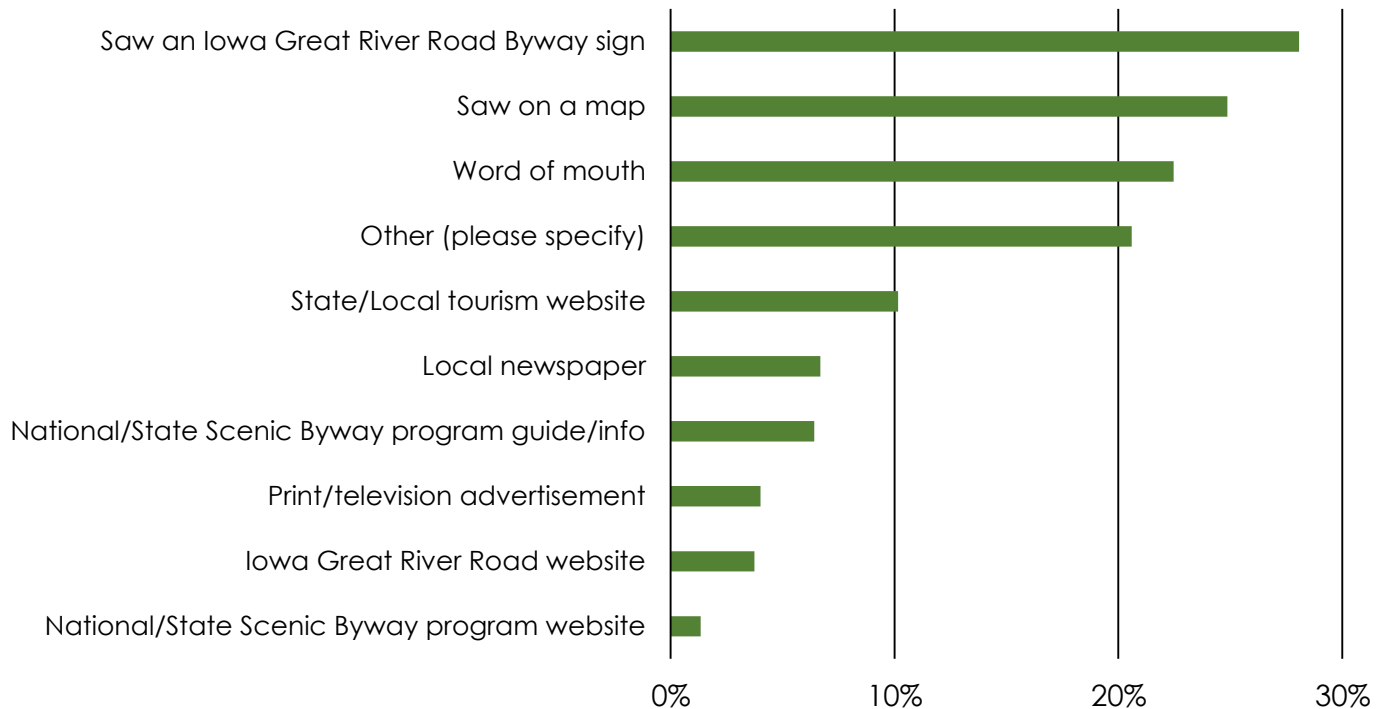
Total Question Response: 370



**17. If you were aware of the Iowa Great River Road, how did you find out about it?**

Saw an Iowa Great River Road Byway sign	28.1%
Saw on a map	24.9%
Word of mouth	22.5%
Other (please specify)	20.6%
State/Local tourism website	10.2%
Local newspaper	6.7%
National/State Scenic Byway program guide/info	6.4%
Print/television advertisement	4.0%
Iowa Great River Road website	3.7%
National/State Scenic Byway program website	1.3%

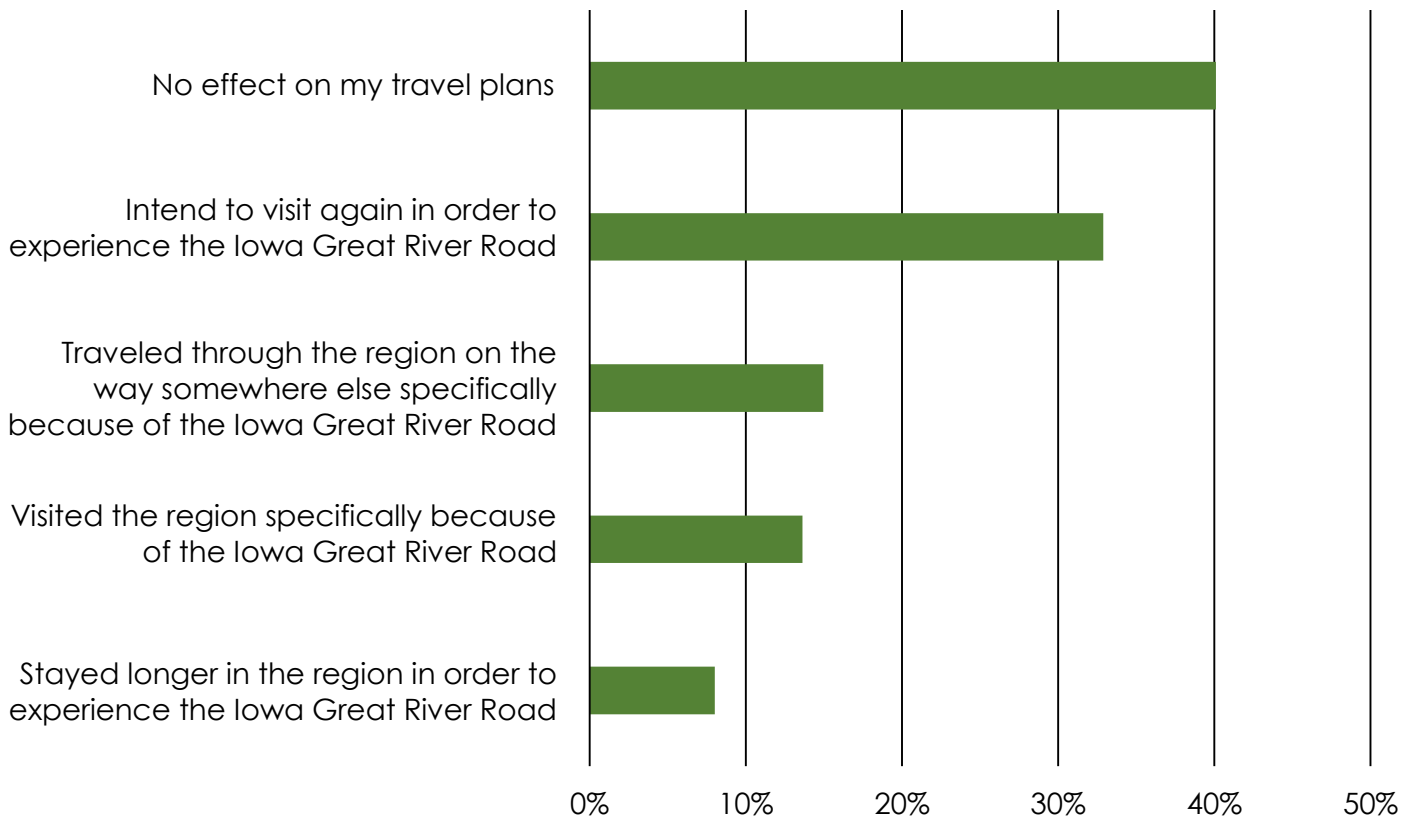
Total Question Response: 374



**18. What effects, if any, did the existence of the Iowa Great River Road have on your visit?**

No effect on my travel plans	40.1%
Intend to visit again in order to experience the Iowa Great River Road	32.9%
Traveled through the region on the way somewhere else specifically because of the Iowa Great River Road	15.0%
Visited the region specifically because of the Iowa Great River Road	13.6%
Stayed longer in the region in order to experience the Iowa Great River Road	8.0%

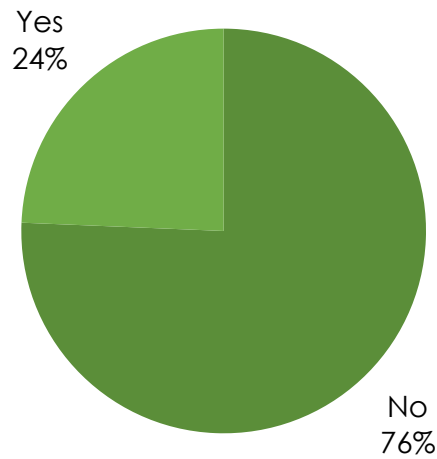
Total Question Response: 377



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

No	75.7%
Yes	24.3%
<b>Grand Total</b>	<b>100.0%</b>

Total Question Response: 345





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

**INDIVIDUAL RESPONDENT COMMENTS**

GRR Map white all Lock & Dams including more longer and specialty, that the map we have now.

More recycling; appreciated the services offered now.

More signs! We missed Pike's Peak because of lack of signs

Better signs for the Great River Road, especially before turns.

Better marked stop signs. Hard to see at night if unfamiliar with roads.

Are there good bike routes along the river?

We miss the Welcome Center in the Quad Cities - BIG TIME

A new road by my house!

Bicycle trails

Wal-Mart

There needs to be stores/restaurants that cater to special dietary needs

Always could use more advertisements for anything. Just seeing it is inspirational

Restaurants

Information area - highlighting "must see" areas; dog parks

More campground spaces, larger signage

More information about specific spots - also more info on scenic overlooks

Better signage inside Guttenberg leading back out of Guttenberg to the Great River Road.

The connection from Guttenberg to the Great River Road going north was very difficult to find. We needed help from a "local" to find it. The map didn't show the route.

Keep up the good work

Better signs - Hwy, County roads, street, + etc.

Paper towels in bathroom.

Restrooms along the bike trail, like every 5 miles or so.

More camping and reasonable rates for docking your boat

More animals in exhibit.

Laundry and showers

Better signs directing you as it was difficult to find coming from the east.

More campgrounds along the river

More community events

Keep advertising about area to enlighten travelers

Better bicycle map info. Could not find bicycle trail map (for heritage).

We did not feel Dubuque was set up for tourism. I was difficult to find where to sign up for cable car and other attractions.

Quick, easy tourism needed. Wanted bike rental, could not find.

RV parks

Restrooms, food

Outdoor eating, restrooms

Bicycle trail to keep them off the highway



Better signage

More welcome centers needed

Places to turn off the road and view the great vistas - places available to 2 wheeled cycles

Cheap care for pets so people can take day trips and leave their pets in good care.

Great trip; everyone helpful! God bless

Underground tours in Dubuque

Visitors Center that is accessible.

More camping facilities

Better promotion of Bellevue, IA State Park scenic overlook

We live in the area, so we enjoy the scenic ride along the river.

Better signage, butterfly garden, incubator for baby chicks - at the interpretive center.

Bellevue, Sabula, Savanna, Clinton, QCs

More quality camping and outdoor activities

More opportunities for river based ride for those without boat. Not much offered outside of LeClaire. Sadly, many small towns have very few businesses. Always looking for good food (not fancy is fine). Unusual places with handcrafted items - art, welding, repurpose, printing, homegrown. Clean up websites and eliminate places no longer operating.

Maquoketa Caves needs an area to purchase water bottles and bigger (+stalls) restrooms.

Did not have a map of Maquoketa Caves. Would have liked to have had one since don't know area.

Visitor checklist on website suggesting waterproof shoes or headlamps for cave activities.

I'm not sure. While in the area we enjoyed the scenic drive and learning about the history of the area and nature.

Activities + pull off areas on the road for picnics

Develop the Riverboat. No real signage drawing in tourists.

Southern portion of Iowa seems to be lacking versus the northern portion.

Better signs for parking and observation deck

Planned driving tour. Where do you find information if you don't have a guide about (?), National Cemetery, "the river", the Powerhouse - Visitor Center in Keokuk

Develop river tourism more fully

Possibly advertise to other parts of state (may already do?). IA Tourism? AAA magazine? Local public access TV/radio stations?

Haven't traveled the Great River Road extensively but I'm a big bird watcher. Have you done any signage for birding areas?

More info about farming and alternatives to Monsantos

Only that any historical markers or recreational opportunities are always welcome additions.

H2O, beverage, food

Drinking water Vending machines

Restaurants. It's tough though - needs to be destination dining. A restaurant with overlook view would be great compared to being down by the water and bugs and noise. It could help the area but really takes good marketing, creating events, advertising places where people are that will drive 45-90 minutes for something special.

Better parking, better signs directing you to major attractions, especially in city areas. River towns very confusing to drive around in.

Greater awareness to the public

I'd like more history information to look at. Have a mill stone out for kids to see, demonstration - would show sustainability and how food is reproduced.

The Iowa Visitors Center (in LeClaire) needs to reopen to welcome visitors to this area!



Maybe advertise more about individual things of interest like the museums and parks along the river and people who are unique in their interests/capabilities.

More signs on the main roads to attract to side areas. We just happened to look down the street and saw the museum.

More restaurants

Commerce open on Sunday afternoon, near river area. Found one coffee shop open on a Sunday afternoon in East Davenport Village. Park was full of ballgame spectators and having shops open would give people something else to do.

- Have brochures about farmers market, art museum, ball park, channel cat, Logmarcino's, bike rental, segway tours. We stayed at the Radisson for our anniversary. We live in Moline but I was not aware of your Visitors Center or the products here. Need more signage (open sign) hanging outside by road to bring attention.

Access to river, shops, bars, restaurants, entertainment. We like historical markers.

Better signage to Arsenal

More signage

Can't think of any

It seems people that live here don't know of the vast history and its sites to recommend. Also we didn't see billboards or signs to indicate sites to see.

Rest area with bathroom

Extend more information to further distance areas

More "local" signs and advertisements.

More restroom/rest area with clear signage.

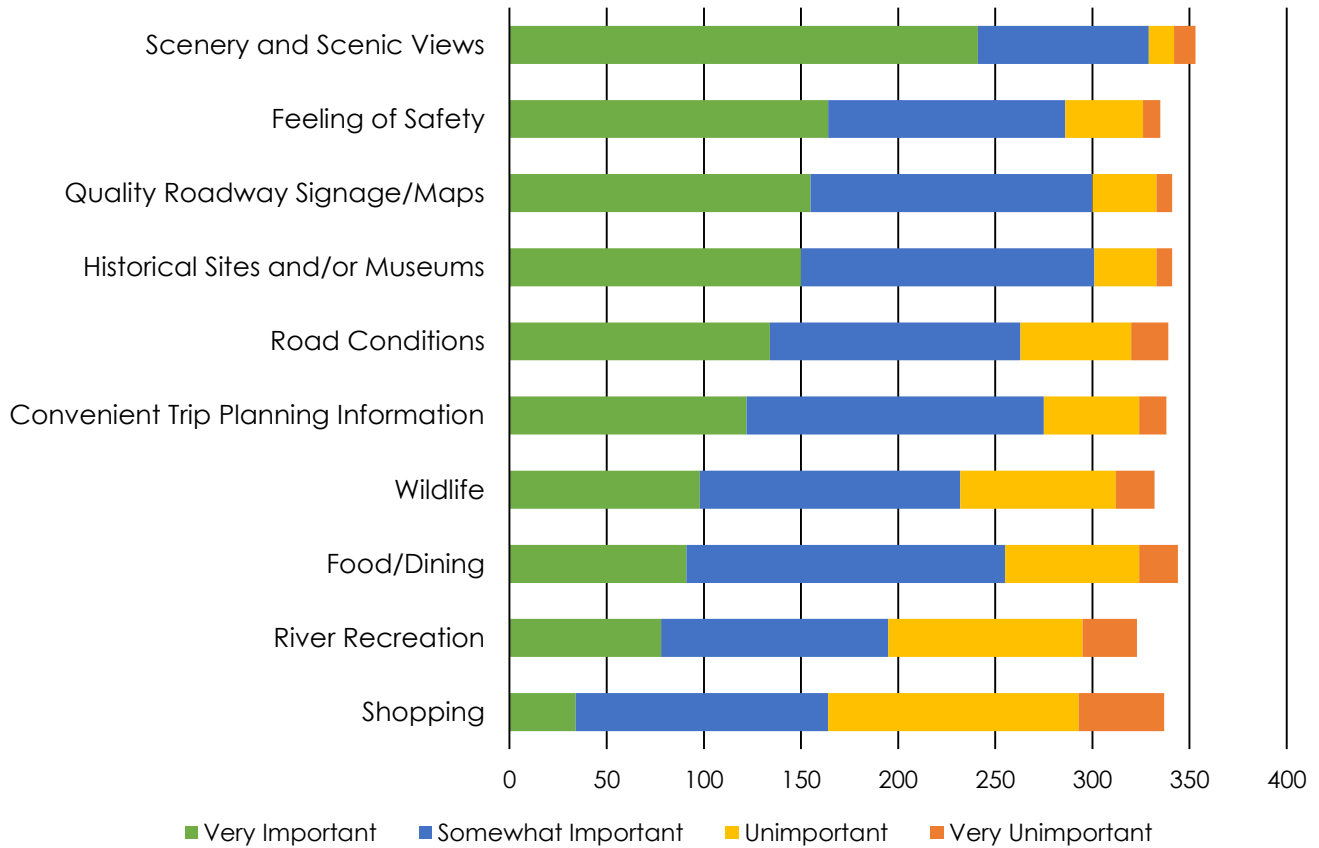
Rest areas, parks. Better roads in places.

Rest rooms, picnic areas

Drive - roads with Corvette Club. Not aware of the name - Iowa Great River Road.



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



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

### INDIVIDUAL RESPONDENT COMMENTS

My family is visiting the 99 counties so this area is the second section on this quest.

Consensus of group where to go for a few days Spent with friends on vacation

Advice of friends who planned the trip/outing

Family recommended

On a tour of National Parks. 300 so far.

Good views and scenic roadways.

We met friends from the Twin Cities and this is a midpoint.

Visiting friends, proximity to home, 210 miles



Road, ease of access, close to travel to

---

Visiting friends in the area.

---

Relatively close to home in central Iowa, lots of fun things to do, always doing/going/eating somewhere new.

---

Entertainment, music

---

Visit with friends who live in the area

---

Watching river activity - i.e. boats, barges, tugs, canoes.

---

Family

---

Family home

---

Festivals/etc. going on in the area in addition to local features

---

Markets and sales

---

Love the river - sit and watch for hours

---

Close to home

---

I have been coming here for a lot of years and plan on coming as my kids grow up.

---

Pikes Peak

---

Places to eat & drink, fishing

---

Family in area

---

Visiting son who just moved to Prairie du Chien.

---

Visiting son who lives nearby. We hail from Lansing, Michigan.

---

Proximity to home in Des Moines

---

Returning to its beauty

---

Something new along the river

---

Full hook-up campgrounds

---

It's close to where I live

---

Campground, river access, fishing

---

Everything is great!

---

Sawmill Museum & Candlelight Inn, Clinton, IA

---

Lumberjacks!

---

Sawmill Festival

---

Came for Lumberjack Festival

---

The pretty lady who invited me on this trip

---

I was here for business.

---

RAGBRAI has educated us on many Iowa treasures

---

Iowa is a nice state to visit for many reasons. If you lived in Illinois you would understand.

---

Work assignment, but have and will return for personal recreation.

---

We have always enjoyed past visits.

---

Had family who worked at Mercy years ago

---

Medical services & colleges

---

Casino across from motel and river

---

Relax

---

The beauty of the Mississippi.

---

Wedding

---

We came down to gamble and to meet a friend who works on a boat

---

Saw a friend and boats on river. Exercise of walking.

---

Museums, historical areas, walking attractions

---

Motels and prices of them

---



Lots of blacktop roads.

We were on a riverboat ride.

Cost

The "groupon" we bought for the Hotel Julien brought us here!

Groupon discount

We have never traveled in Iowa before and wanted to see it.

Mines of Spain were recommended to us by a friend

Part of the Silos and Smokestacks Heritage Trail

National Park Silos and Smokestacks

Kid friendly

Recommendations from others who have visited the area

Found and bought a second home.

Distance from where we live - close by.

Returning for high school class reunion.

Weather, Fishtival, Bellevue

Nice people in Bellevue, IA

It was a scenic area on the way to our final destination out east

Children's entertainment healthy and affordable

Cost effective to stay in Iowa and experience more than our state has to offer. Market this area to Iowans!

It was/is on the way to where I am going.

Main reason for the trip was to go to the Jackson County Fair.

Our travel was for pleasure

Business trip - tourism/recreation not a factor

Cost

Family

Family

Within four hours travel time from here

The Maquoketa Caves!

It was on our way to climb the highpoint of Iowa & Illinois.

Lived in area all my life and hadn't been to Maquoketa Caves till this spring (2013).

Iowa Outdoors program on Public Television - also in Magazine Iowa Outdoors.

Time of year. We love visiting these areas during the fall season. Cooler temperatures and beautiful fall colors.

We mainly traveled to experience geode hunting.

Daughter's family and grandchildren.

Would not have gone, had the area not had some designation (low GRR).

Recommended by family who lived here years ago.

Recommended by someone who lived here a long time ago

Good things to do

More signage on HWY 218 saying "To River Road". We missed sign to "Morning Sun".

1st and foremost - kayaking opportunities, birding, nature appreciation, photos

Mom wants to see mounds

Traveling through

The shopping was only important in that we were looking for fresh fruit/vegetable stands in the Muscatine area



Bicycle route to food

Specifically water trails. They weren't marked as well or with "put in" information. Current info about water level for the trail would have helped. I found water level info in general, but being the first time, it doesn't tell me the impact on the trail.

Shop I wanted to visit

that is where the shopping was

Trying to visit points of interest in the area. We too an excursion to the (illegible) out of Rock Island, Illinois recently too.

The Strawberry Farm Bed + Breakfast. They told us about the Button Factory Museum.

Unique things to do and see

Awareness of history

Weather - good forecast.

American Pickers and Buffalo Bill Museum

I portray Buffalo Bill Cody and travel extensively doing so

A lot to offer

History - visiting Rock Island Arsenal. Added LeClaire when noticed it close to Quad City area.

It was convenient- we were heading to the airport in Moline

See historical places and learn about history.

Visiting specific sites

Family

museum dollar days; views of river; cathedral

Have to visit elderly parents, but looking for other things to do as they cannot get out much.

Palmer College of Chiropractic - several alumni in our group.

Parents

From Southampton, England (this is response to what zip code question)

Returning to area (Bettendorf) where I lived 35 years ago.

Bix Beiderbecke Memorial Jazz Festival

We visited because of a family function. We only learned of things to see by dropping into the visitor's center.

John Deere tour & pavilion

This is where the Corvette Show was being held.

Easy access to other areas

Car show and shopping

Planned convention location

Corvette club car show

How smooth the roads are, engineers need to ride motorcycles down some roads!!

The quality of road conditions is vital to the trip.

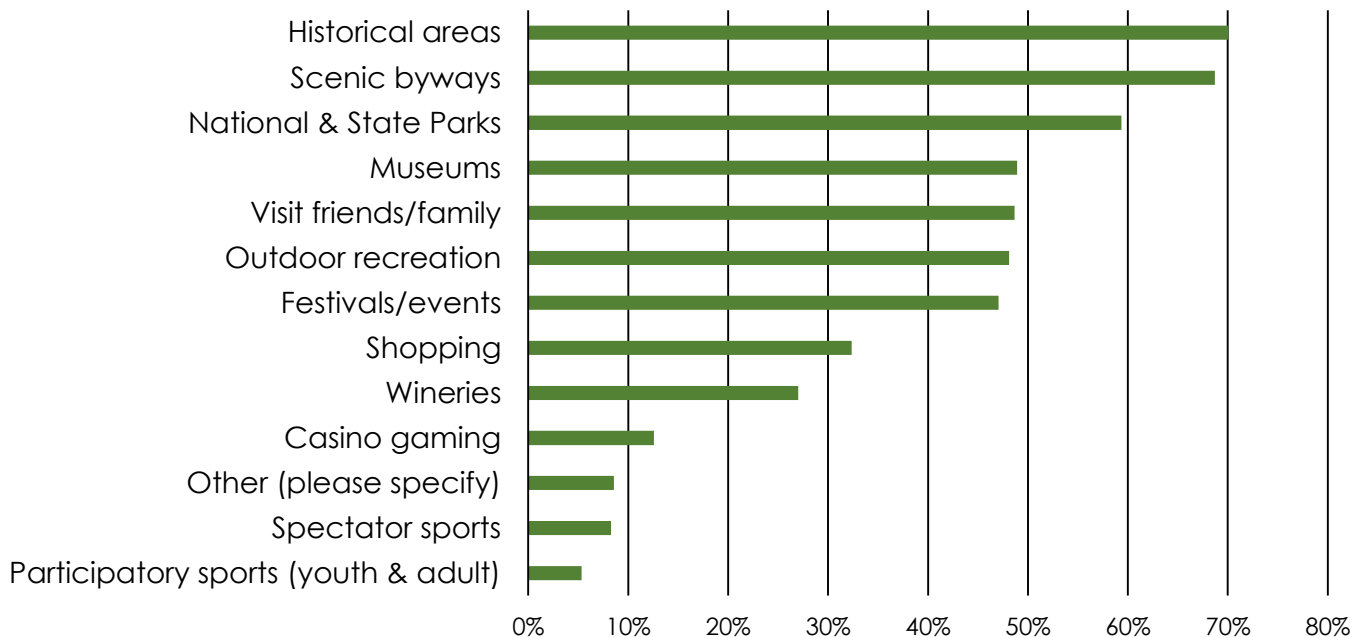
Events



### 23. When you travel for pleasure, what are your main areas of interest?

Historical areas	70.1%
Scenic byways	68.7%
National & State Parks	59.4%
Museums	48.9%
Visit friends/family	48.7%
Outdoor recreation	48.1%
Festivals/events	47.1%
Shopping	32.4%
Wineries	27.0%
Casino gaming	12.6%
Other (please specify)	8.6%
Spectator sports	8.3%
Participatory sports (youth & adult)	5.3%

Total Question Response: 377





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

### INDIVIDUAL RESPONDENT COMMENTS

I was disappointed the constructed eagles nest was no longer at Effigy Mounds Welcome Center. The Center is very convenient and useful!

Enjoyed it and the film too Friendly atmosphere

Very friendly, helpful folks!

Effigy Mounds- information was good

Guttenberg is a great little town to stop in. Loved seeing the festival and hearing the German band.

We had a great time at the Germanfest in Guttenberg - people were friendly, accommodations were great and entertainment was abundant.

We stopped because someone on the ferry suggested we visit Guttenberg - they were having their Germanfest. The town was friendly, nicely clean and we also enjoyed watching the boats at Lock + Dam 10.

Enjoyed the Guttenberg Germanfest. Nice variety of craft booths, always live music being performed, fun to taste and judge the area wines and beers. Great venue along the Mississippi River.

A very fun time at the German festival!

It was a fun festival. The town offered so much: art gallery, dashhound races, polish food, dancers.

Visited Lock & Dam No. 10 in Guttenberg. Visit this regularly to see barges go by, etc...

Very nice area. We like to come here a couple times a year and enjoy the river.

Survey taker was very helpful and friendly.

Mary was very informed and had a great attitude.

None at this time. :)

No, don't change Pikes Peak Park. It's great the way it is.

Effigy Mounds - Excellent!

Was a great stop! Watched the movie.

Pikes Peak is a beautiful state park - one of the best views of the Mississippi River - I needs more publicity.

The campground at Pike's Peak was well-maintained, and the Campground was very clean and quiet as well.

We enjoyed our stay at Pike's Peak State Park. Enjoyed hiking the trails and seeing Bridal Veil Falls. Viewing the vista site at 5:00am was breathtaking. A lasting memory. Enjoyed watching the very active hummingbirds. The plantings were gorgeous - healthy and well-constructed. Appreciate that very much. A cut above most State Park site plantings!!

Very beautiful site - Pike's Peak. Surveyor was friendly + knowledgeable.

A beautiful site at Pike's Peak while having a picnic lunch. The young woman intern was friendly but not obtrusive.

No, great workout and views!

Wish the flooding could be controlled so family camping would be uninterrupted. The building is fantastic quality construction.

Would like long-term campground sites with full hook-ups.

Rock Creek Campground and Marina is awesome. Love all the improvements. Great area- keep up the great work!



I enjoyed site but thought more exhibits would be there.

Was pleasantly surprised to see it up and running.

It was very nice - being from Wyoming it was great to see such a great structure and all that you have done at the Eco-tourism Center.

Very nice Sawmill Museum. Good job keep Iowa history alive.

It was very interesting and well done. Very clean! Liked the children's area.

Hope to explore it more. Looking forward to the Sawmill demonstration

Have recycling containers available on site, especially for the Lumberjack Festival

If included with the Festival offer a discount or incentive to entice additional guests to enter [the museum]

The Sawmill is nice what they have done. Seems funding is an issue for the facility to continue to grow.

1. Helpful staff 2. Friendly staff 3. Clean 4. Full of information - handouts, etc.

Dubuque Farmers Market was fabulous!

I feel your person (female) that was at your stand on 9/28/13 was very knowledgeable and friendly - very warm personality and she offered CHOCOLATE!

Very nice and well kept.

We received it on the beautiful river walk from a very nice lady. Well done!

Great site down by the river.

We enjoy area and walk often.

Great job!

Port of Dubuque is beautiful

Beautiful area along the river. (Grand Harbor and Grand River Center)

It was a very helpful place with friendly people.

Do not like roundabouts. Keep signs that only pertain to the area not food, hotels, etc.

Advertising signs to museum to a minimum to keep scenery

Beautiful riverwalk on the Twilight boat, good food, friendly staff along the River, interesting islands and birds

Byway that has no big trucks

This office is very well done. Friendly staff and useful information.

It was very pleasant to shop and look at information about the area.

Workers were helpful. Excellent!

Inconvenient location for motorhome travelers. Pleasant surroundings and staff. Good information available.

Signage was very poor. Had to ask two people for directions. Very frustrating.

We had a hard time finding the EB Center. Not well marked.

The Mines of Spain site at Dubuque is spectacular. I'll return. Will also return to other Dubuque area sites.

Road signage to find Lyons Interpretive Center was awful from Old Massey Road and heading north of 52. I first drove into quarry and then onto 61. I only found it after turning around and heading south on 52.

None. Great Service. Really Enjoy.

The booth was not too well marked. The survey distributor easily missed.

Traveling and shopping go hand in hand. If there is a way to encourage river road stops (i.e. shops, stands, etc.) that would appeal to me.



It would be nice if the banks to the river weren't so steep. It would make it easier access to fish for seniors and local residents to fish which in turn would bring more sales to bait and supply shops and local sale shops.

Our frequent daytrip includes stopping at the Bellevue Butterfly garden. While it looks like some upkeep + refurbishing is being done; it has been run down for a few years, the Park office with restroom facilities in not always open.

I would like to see grounds a little better cared for. Weeds could be pulled. Some of the water areas especially the sun pond better taken care of.

Great facility- unexpected surprise.

Very nice and well maintained area!!

Beautiful, well-kept, restful.

Great site. We've always driving by, decided we should stop.

No. Very informative Visitor's Center. Learn more and more each time we visit.

Very nice center. I wish there were more.

We enjoyed our stop at Hurst. Our grandsons 9 + 6 enjoyed the train and Ann's explanation of the town. And of course the Bees.

Very nice. Enjoyed it.

Nice to have in remote area.

It was a treasure! What a wonderful surprise to find a caves park in Iowa - we spent the whole day there.

It's a beautiful area. Grandkids loved the hiking. Great bonding time.

I have a 9 and year old and we took advantage of the Naturalist presentations onsite. Excellent activities.

The gentleman at the museum was very knowledgeable of the area and the tow that we were touring. We definitely enjoy our experience.

We really enjoyed the tour (Verity) of the steamboat. Our guide Louise was so passionate and enjoyable.

The man who led the tour was very knowledgeable of the ship and local history

Bad signs

More effective signage showing where attraction or information is

A great spot but could have used more info about the river. The Powerhouse and the bridge that we were on.

Very nice museum; very interesting. Excellent displays. Clean and nice surrounding grounds, well kept.

Toolesboro Mounds. The woman manning the museum was Rebecca Beaver. She was kind and generous. The definition of hospitality.

Interesting - probably spent 30 minutes in the museum reading about the Mounds site.

Enjoyed; pleased we stopped. Not much to see by interesting - and very informative.

Thanks for the wireless!

The site was well done. As we had never stopped at the Toolesboro Mounds before we found it most interesting.

There was no drinking water available at Toolesboro Indian Mounds site due to tainted water.

It was a great Bicycle ride, with great signage. Suggestion: should have restroom availability at beginning of bicyclists loading on bus in Burlington, IA.

We should have a starting point in Burlington with a M/W restroom available.

Nicely displayed and friendly guide

Very interesting!



Very nice people, knowledgeable

Very well done. My visit was enhanced by the friendly, knowledgeable staff at the museum.

Button Museum - nice displays. The displays by industries are also an added feature.

The Button Factory Museum was VERY interesting. I grew up in Burlington but now live in West Des Moines but had never visited it prior to this time. I will return again with more family - tour guides were great - also very informative.

Received survey at Muscatine Pearl Button Museum. Docents were wonderful - friendly, helpful, + knowledgeable. Visit to Button Museum was delightful thank to them. Also great improvement had been made to museum in last 2 years. More exhibits + remodeling to make it modern + pleasant.

Museum in Muscatine - very informative. Well done.

Very interesting - enjoyed the history of button making. Wonderful experience.

Park - bathrooms, playground, parking lot - everything is tidy. Like the rustic feel, not commercialized.

Great museum and river front development. Tug Fest is GREAT! Keep up the good work.

Enjoyed it a lot, but someone should check the display signs for typos and grammar

Received this survey at Buffalo Bill Museum in LeClaire. Our tour of the museum was very interesting and led by the very friendly and knowledgeable director.

It was excellent

The town and site was clean and looked nice.

We came to visit the Nina + Pinta. It was great seeing the replicas of these ships and knowing the background of the building of them.

beautiful building; great customer service; too bad it was flooded nearby when we visited

Closed on Sundays was surprising when many people are off work.

Gentleman working was helpful. Loved the farmers markets. Loved the flowers.

Excellent tourism facility. Excellent staff at facility.

One of the best we've been to get a feel of the area.

The parking lot for the car show was very nice and well organized event.

The car show was very well organized and the parking lot was big enough for all cars

Great event

Nice clean area

The event sponsors didn't provide good signage/location information.

It is good that the Governor's office has volunteers doing this. After all, the Mississippi IS America's River. It needs all the attention we can give it.

Received at the Port of Dubuque. Dubuque has done an excellent job at drawing tourists to this area.

Dubuque needs public outdoor restrooms (on the water front).

Friendly staff

I thought it was very nice

No, it was very kind. People friendly, professional and Dubuque Corvettes on the River Car Show.



## 25. Do you have any additional comments today?

### INDIVIDUAL RESPONDENT COMMENTS

At we stay at home and plan this trip, we stay at Internet site for the whole GRR and we want Tourist information for all GRR states, but it was only 3 states they give (send!) us information books. Iowa not! A friend bring us a guide-book from his us-trip to Switzerland. You cannot find anything for the GRR in Europe!

Had a great trip and good food and fun places recommended by guide books and/or friends.

Too hot!!! Awful heat! I know you are unable to put A.C. on the Mounds!

The people are so very friendly and welcoming. Always very helpful.

Reroute the portion of the road where I live. The road is not fit to drive on. Visitors should not have to drive on this road.

I make several trips a year to the area as I have my camper in a seasonal spot in Guttenberg.

Always looking for bicycle friendly road ways and bicycle trails.

We moved to NE Iowa from west central Wisconsin a little over a year ago and are finding this part of the state beautiful, full of history, and very friendly people.

I enjoy seeing the Mississippi River. Going to Pikes Peak, Guttenberg down to Dubuque. I go to Davenport every other week for work and I make sure I drive along the river.

My family + I visit Guttenberg every year many times throughout the year. From fishing, boating to hiking, picnics + parks. I truly enjoy God's beautiful country here. We are truly blessed to have such a historic town close by with awesome sites for my kids to learn about.

Will be back again.

Guttenberg is a good river town.

No. Well....Don't change the area to suffice the greedy and ruin everything for money.

We enjoyed chatting with Becca - a delightfully friendly and knowledgeable young lady with a bright future!!

The trip and the beauty of the area and its historic river towns were outstanding. I hope this survey helps you in preserving the area. Thank you for wanting to learn about the reactions to the Great River Road. I hope they are mostly positive and you will continue to keep it a special scenic byway.

We will be more prepared for the bugs.

Everyone I know would be more than happy to pay for the pontoon ride...a must for any guests in the area.

Great site - keep up good work.

Love you have full hook-ups offered at campground and seasonal lots! Guess it would long-term lots.

I love Rock Creek Marina!

We'll be back to further enjoy.

I'd like to see more parks and camp areas and the river and bluffs. I know it floods often but more river access and vista points would be nice. It's our home, show it off!

An enjoyable day

The moderator for the surveys is excellent, informative and friendly. Keep her around!

Keep up the good work

Thank you all!



We came on a leisure trip with no plan. We thought we would come and see what to do and where to go when we got here. We expected a place to sign up to do the different things. We wasted time trying to find things.

Very clean and well-kept overlook, park, marina.

Glad you are doing research. The river is a huge blessing to us all. We must protect it.

Wonderful time and people who helped us.

Nice trip

We like coming out to find local products, honey, meat and vegetables. We enjoy finding opportunities to be out in nature.

Thank you!

A beautiful area. It is close to Madison (Farmers' Market, bike trails) and we are happy w continued on to Dubuque.

This is our first trip on the Great River Road. It won't be our last. We intend to travel the Road in all 10 states. When we began our trip, 4.5 months ago, we had no plans to visit Iowa. We've found so much of interest that we'll be back.

Worth the visit when we did get there.

Came to USA from Sweden

Given my tax \$ pay for the DNR, I want them to be easier to find with more use.

Wayne + Eileen Coursey of Dubuque guided me + a cousin on a fabulous tour of all the river sites in the Dubuque area.

Will return.

Our primary residence is within 25 miles of our festival destination.

Thanks for keeping the beautiful Great River Road in good shape.

Very nice center with activities to engage children of all ages

Great experience. Kids very much enjoy! Take them away from TV and let them be informed of the natural area.

We had a lovely time and will happily return to explore more of the area/state.

Nothing else.

Great value for seniors

Observation deck was really cool. :)

Nice place

Show other mounds (Indian related spots) in whole state of Iowa on maps? Map of Iowa.

I am hoping to travel the Great River Road from the Minnesota border to Missouri in the next year.

We enjoyed our trip.

I think bicycling in Iowa is key. If you can create safe, challenging, interesting rides (routes) and events specific or coordinated with bicycling - that is an opportunity but also takes marketing plus improvements and information access.

Great ride

It was a tremendous bike ride except for the head wind.

Always enjoy our visits to Louisa County - lots to offer!

Thank you!

Beautiful facility!

I would be very interested in visiting other museums along the river.



The library, which has some wonderful photo on the walls of the Ob(illegible) glass slides. Want to come back and view some of these again. I had a great (aunt?) who worked in the button factory years ago - probably 20s-30s. My mother's relations - Russell (George?) lived and owned Octagon House years ago. He was a traveling music teacher and traveled the world. We live near the river and are in Burlington at least twice a week. Always a great view of the river from the (illegible). Our son has a cabin on the Illinois side above Gulf Park (?) which they enjoy. I like watching the rivers. Mr. Meiner, Burlington has written a book about an Indian boy who followed the river south to see where it went - neat! Maybe some ag tours - certain days.

Button Museum needed more "button" related souvenirs to buy. My sister is a shopaholic + was quite disappointed at lack of stuff to buy. Also, get rid of parking meters in downtown Muscatine, a real pain to find change + only for 2 hours. Definitely NOT visitor friendly.

The lady in charge knew and told the facts very well. All enjoyed this stop.

Would like to see more continuity of the IA Great River Road and the towns. Historical avenues.

Thank you!

This is a beautiful area, please continue to improve and maintain.

Had a great trip!

Thank you! 8)

We used the skywalk to see the river. Unfortunately the skywalk elevator had been used as a restroom facility - not anyone's fault except the person who used a poor choice - perhaps having a safety officer on deck to help prevent this activity and closing sidewalk at certain time. Thanks you!

Congratulations! You have nice, polite, helpfully people in the Midwest. Love to be here!

Streets in Quad Cities poorly marked. Places on interest poorly marked. Wanted to go to Arsenal Island Museum & after crossing bridge didn't know where to go. Same for Lock + Dams. So we missed these places. Area lodging needs to provide more detailed road maps of area.

KEEP UP THE GOOD WORK

Good idea

I was very impressed by the Dubuque river area. It was very clean and a lot of things to see.

There could be better marking and smoother roads for bike travel, there are many, many motorcyclists using these roads.

Enjoy taking day trips along the river

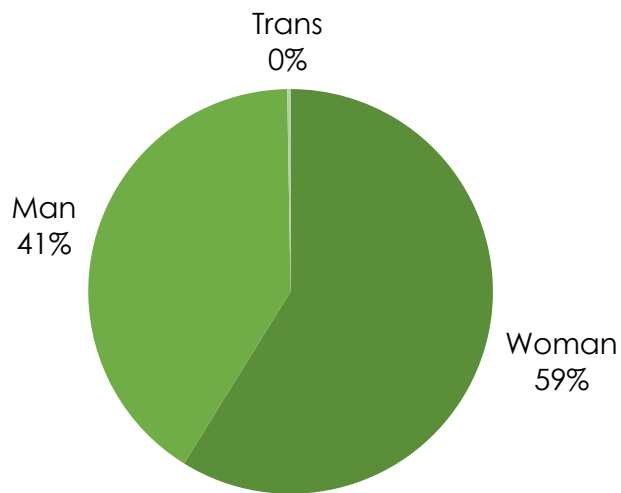
Keep up the great job in keeping the Great River Road so beautiful and quality travel.



## 26. I identify my gender as:

Woman	58.8%
Man	40.9%
Trans	0.3%
<b>Grand Total</b>	<b>100.0%</b>

Total Question Response: 374





## 27. What is your age in years?

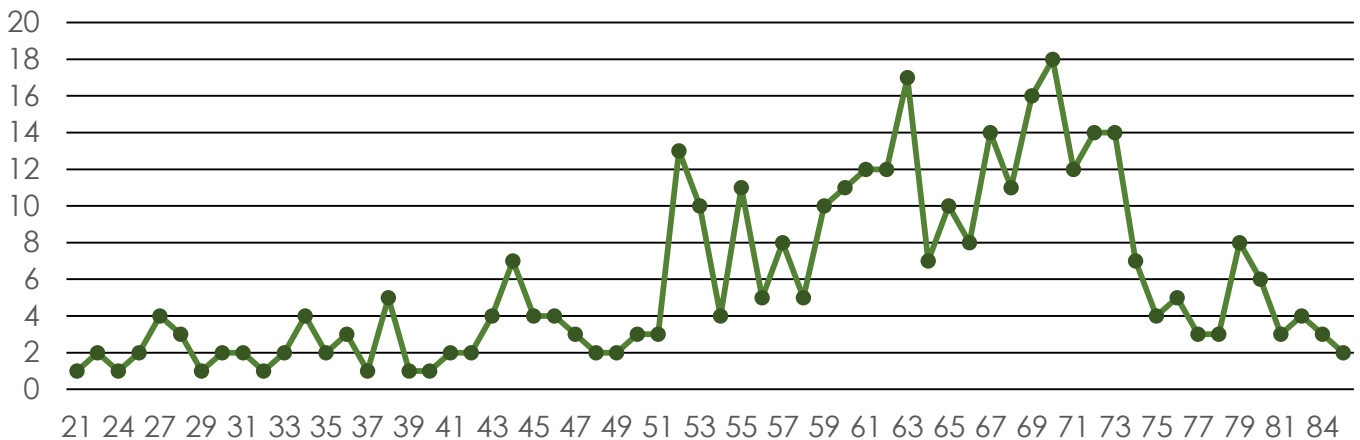
21	1
23	2
24	1
25	2
27	4
28	3
29	1
30	2
31	2
32	1
33	2
34	4
35	2
36	3
37	1
38	5
39	1
40	1
41	2
42	2
43	4
44	7
45	4
46	4
47	3
48	2
49	2
50	3
51	3
52	13
53	10
54	4
55	11
56	5
57	8
58	5



59	10
60	11
61	12
62	12
63	17
64	7
65	10
66	8
67	14
68	11
69	16
70	18
71	12
72	14
73	14
74	7
75	4
76	5
77	3
78	3
79	8
80	6
81	3
82	4
84	3
85	2
<b>Grand Total</b>	<b>364</b>

**Average Age: 65.3**

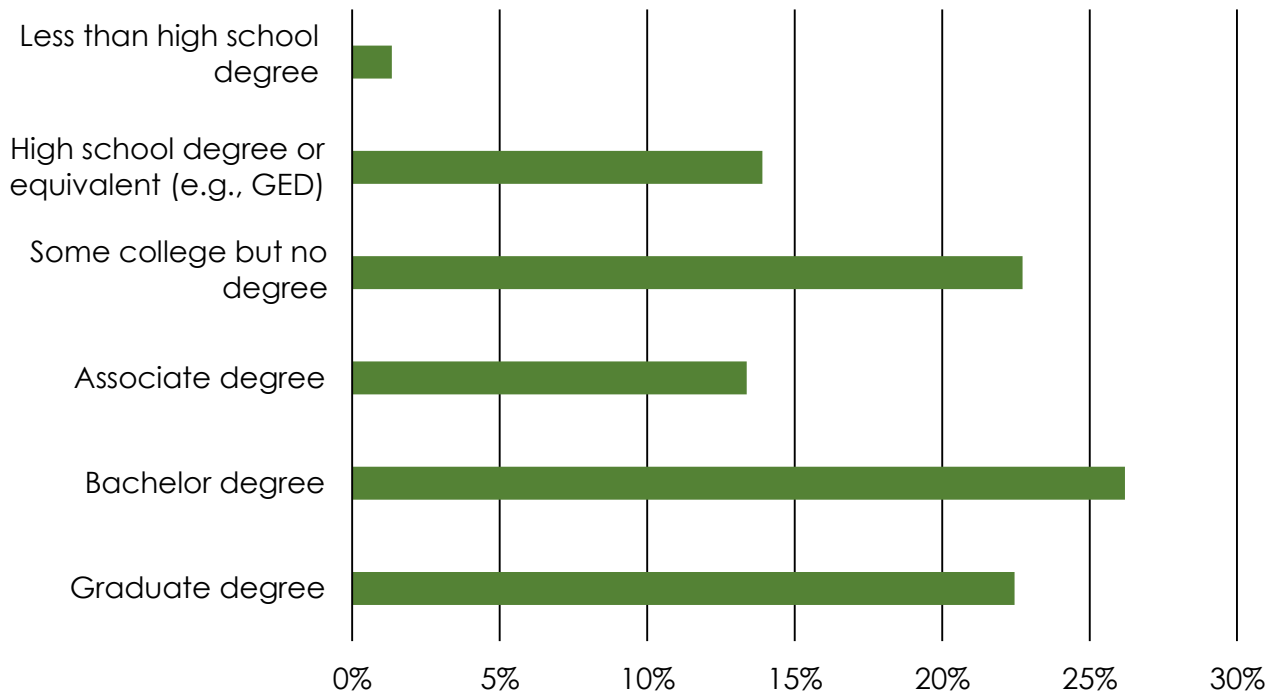
Total Question Response: 364



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

Less than high school degree	1.3%
High school degree or equivalent (e.g., GED)	13.9%
Some college but no degree	22.7%
Associate degree	13.4%
Bachelor degree	26.2%
Graduate degree	22.5%
<b>Grand Total</b>	<b>100.0%</b>

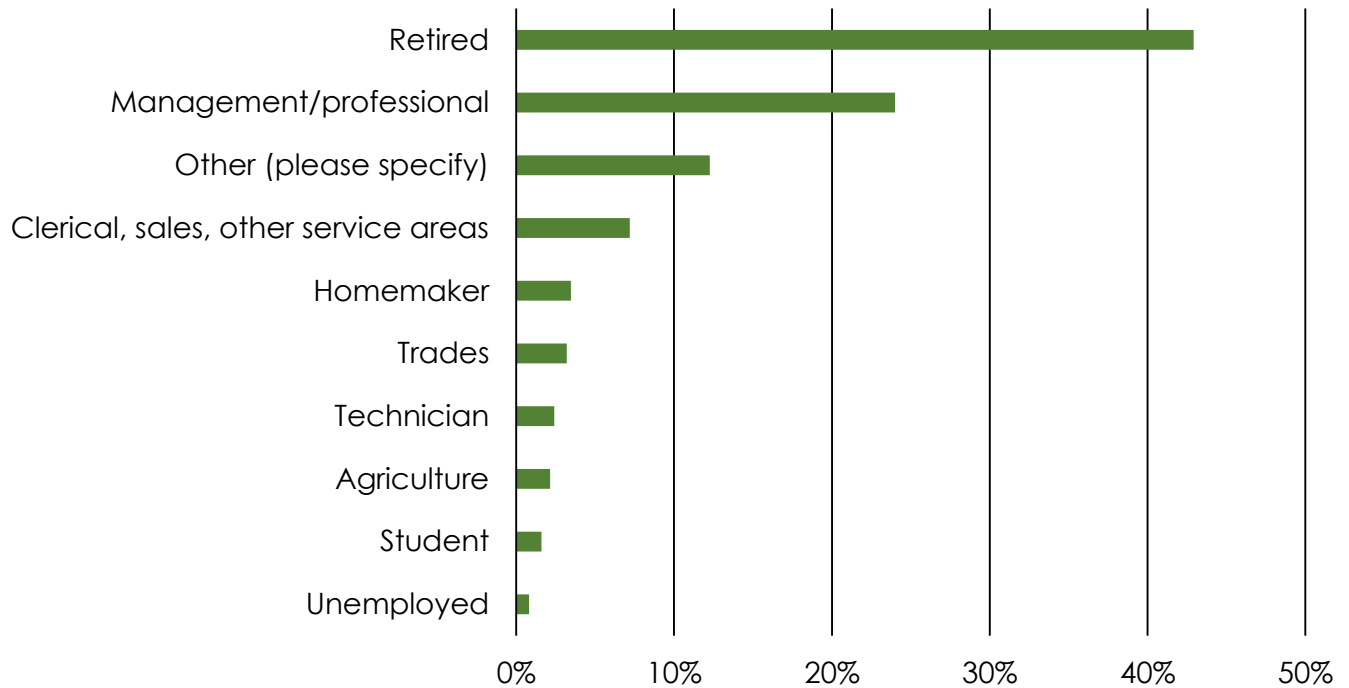
Total Question Response: 374



## 29. Which of the following best describes your current occupation?

Retired	42.9%
Management/professional	24.0%
Other (please specify)	12.3%
Clerical, sales, other service areas	7.2%
Homemaker	3.5%
Trades	3.2%
Technician	2.4%
Agriculture	2.1%
Student	1.6%
Unemployed	0.8%
<b>Grand Total</b>	<b>100.0%</b>

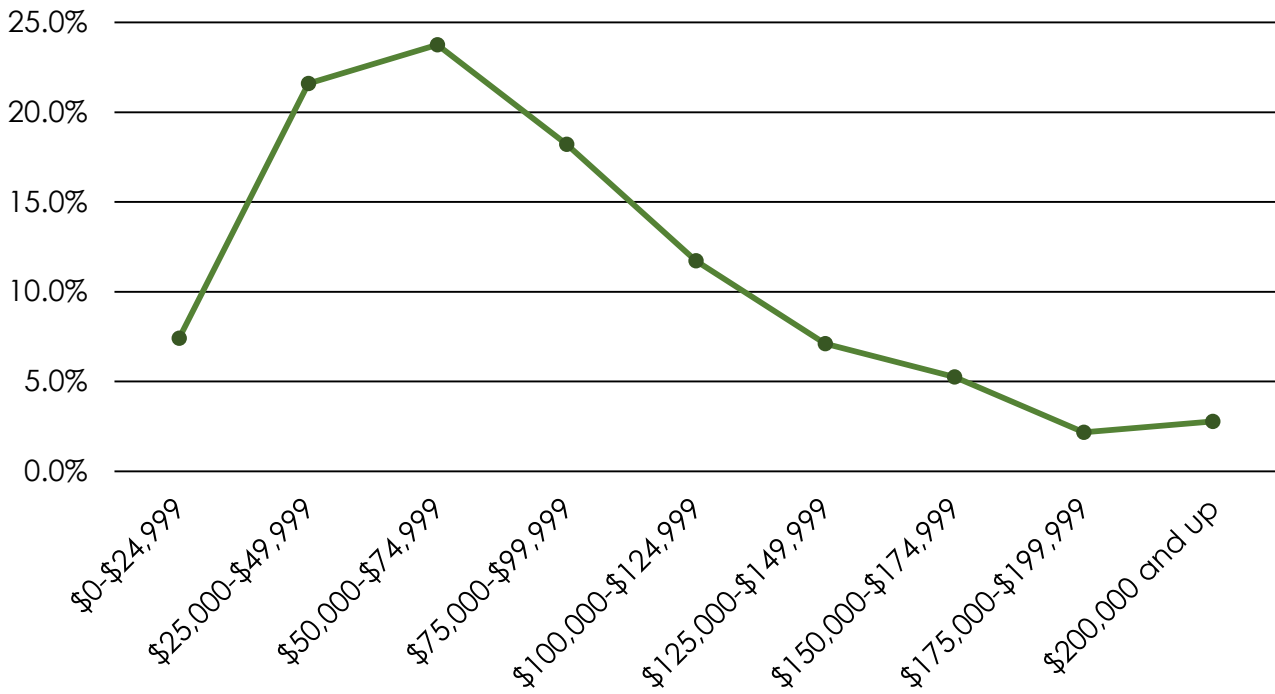
Total Question Response: 375



### 30. What is your approximate average household income?

\$0-\$24,999	7.6%
\$25,000-\$49,999	22.1%
\$50,000-\$74,999	24.3%
\$75,000-\$99,999	18.6%
\$100,000-\$124,999	12.0%
\$125,000-\$149,999	7.3%
\$150,000-\$174,999	5.4%
\$175,000-\$199,999	2.2%
\$200,000 and up	2.8%
<b>Grand Total</b>	<b>100.0%</b>

Total Question Response: 317



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

10002	1
17842	1
18914	1
21057	1
28304	2
29672	1
30097	1
32536	1
34114	2
37067	1
37138	1
42431	1
42437	1
45309	1
45440	1
46366	2
46563	2
46725	1
50001	1
50005	1
50010	1
50021	1
50022	1
50023	1
50109	2
50112	4
50131	3
50152	1
50153	1
50162	1
50208	3
50213	3
50220	1
50225	1



50246	2
50247	1
50263	1
50265	2
50266	1
50310	1
50311	1
50312	1
50313	1
50317	1
50322	1
50325	2
50427	2
50436	1
50468	2
50480	1
50557	1
50585	1
50595	1
50613	2
50626	1
50635	1
50641	1
50654	1
50662	1
50668	1
50670	1
50672	1
50677	3
50701	4
50830	1
51351	1
51401	1
51526	1
51534	1
51639	2
52001	7
52002	2
52003	5



52031	3
52035	1
52040	3
52043	2
52046	1
52057	1
52060	2
52069	1
52078	1
52083	1
52142	1
52161	3
52172	1
52201	1
52205	4
52213	1
52214	1
52228	2
52240	2
52244	1
52245	3
52246	1
52254	2
52302	4
52314	1
52317	1
52328	1
52338	1
52340	1
52353	2
52356	2
52402	7
52403	2
52404	2
52405	4
52556	2
52591	1
52601	1
52625	1





52632	1
52638	1
52640	2
52649	1
52653	2
52660	1
52722	1
52735	1
52737	1
52738	1
52742	1
52748	2
52750	1
52752	1
52753	4
52755	1
52756	2
52760	1
52761	2
52777	2
52803	1
52804	3
52806	2
52807	4
53039	1
53072	1
53085	2
53089	1
53125	1
53126	1
53132	1
53151	2
53190	1
53402	1
53511	2
53527	1
53546	1
53593	1
53701	1



53801	1
53818	1
53820	3
53830	1
54107	1
54311	2
54601	1
54843	1
54911	2
55040	1
55068	2
55120	1
55122	1
55345	1
55346	1
55362	1
55369	1
55792	1
55901	1
55987	2
56125	1
56128	2
56168	1
56266	1
57532	1
60005	2
60010	2
60013	1
60014	1
60030	2
60048	1
60053	1
60115	2
60188	1
60265	1
60435	1
60446	1
60460	1
60503	1



60540	1
60555	1
60640	2
61025	1
61028	4
61071	1
61081	2
61114	1
61201	1
61252	2
61254	1
61256	1
61264	1
61265	5
61275	1
61281	1
61282	1
61284	1
61326	2
61401	1
61413	1
61442	1
61474	1
61531	1
61542	1
61614	1
61615	1
61761	1
61821	1
62219	1
62539	1
62650	1
62704	1
63430	1
63548	1
64093	1
64111	1
64659	1
64735	1



66047	1
66070	1
67054	1
67209	1
68137	1
68415	1
70118	1
74021	1
77339	1
77480	1
78681	1
78746	1
82009	1
85248	1
85262	2
85755	1
92563	1
92578	1
92591	1
94965	1
95841	1
96521	1
97473	1
<b>Grand Total</b>	<b>363</b>

Total Question Response: 363

