

Report for Downtown Marshalltown Community Survey

Response Counts

Completion Rate:

78.8%



Complete



761

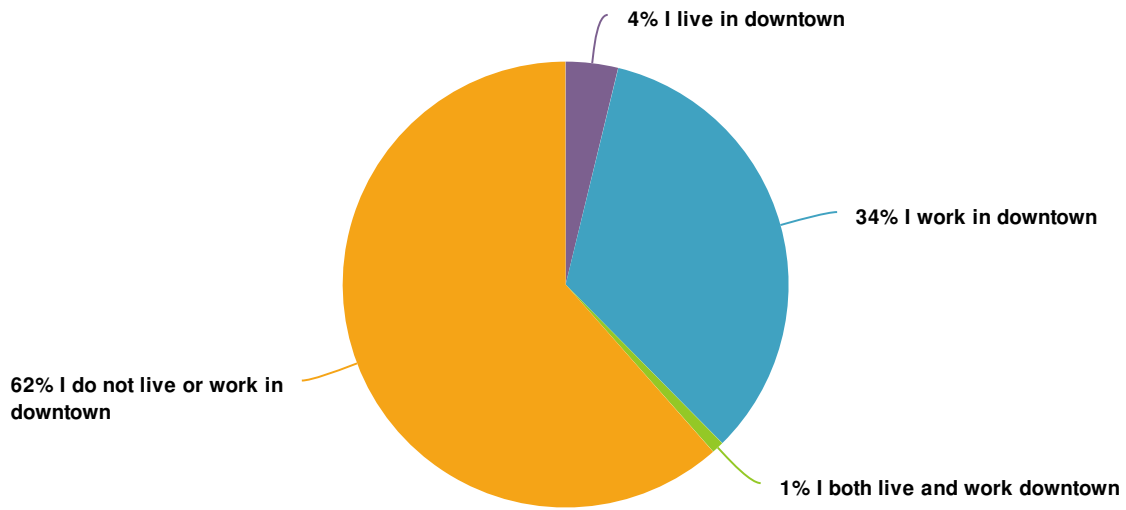
Partial



205

Totals: 966

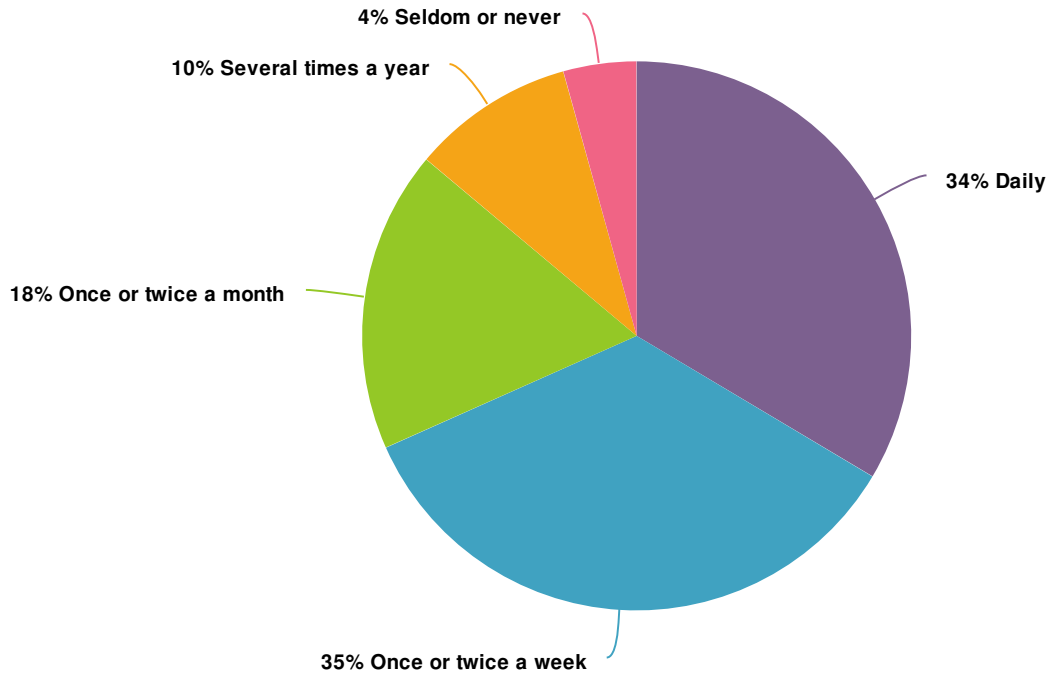
1. Do you live or work in the downtown area?



Value	Percent	Responses
I live in downtown	3.8%	34
I work in downtown	33.8%	302
I both live and work downtown	0.9%	8
I do not live or work in downtown	61.5%	550

Totals: 894

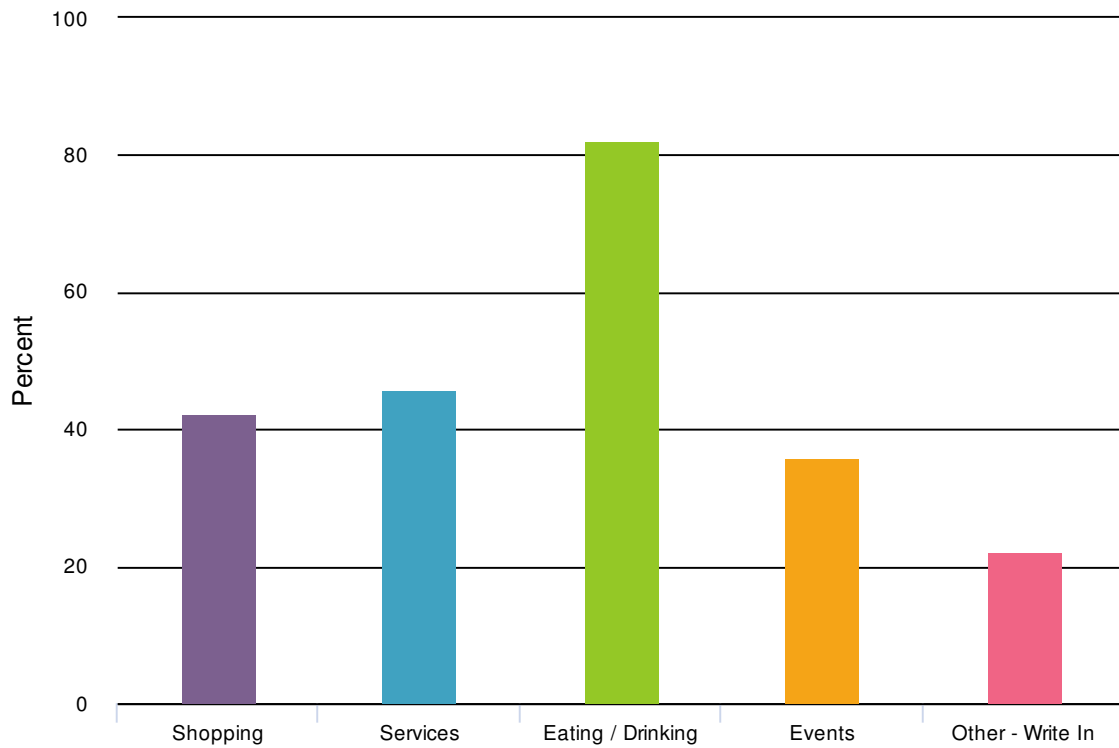
2. How often do you visit downtown?








Value	Percent	Responses
Daily	33.6%	292
Once or twice a week	34.8%	302
Once or twice a month	17.8%	155
Several times a year	9.6%	83
Seldom or never	4.3%	37

Totals: 869

3. Why do you visit downtown? (Check all that apply)

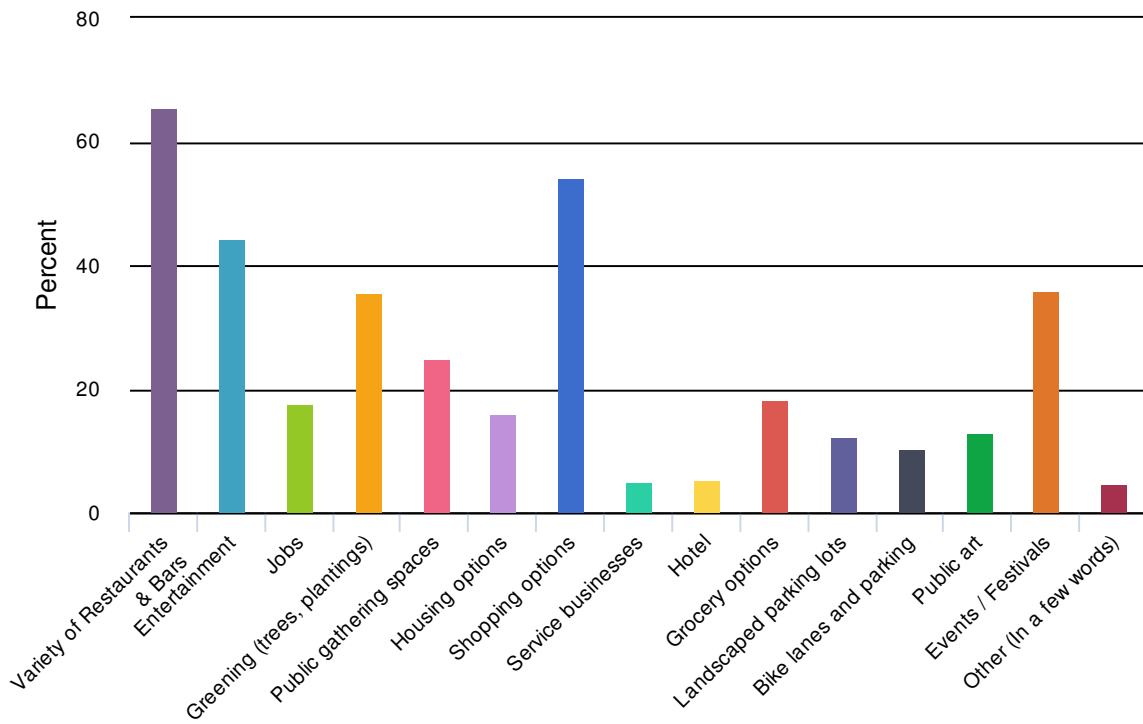


Value		Percent	Responses
Shopping		42.3%	316
Services		45.6%	341
Eating / Drinking		82.2%	614
Events		35.9%	268
Other - Write In		22.1%	165

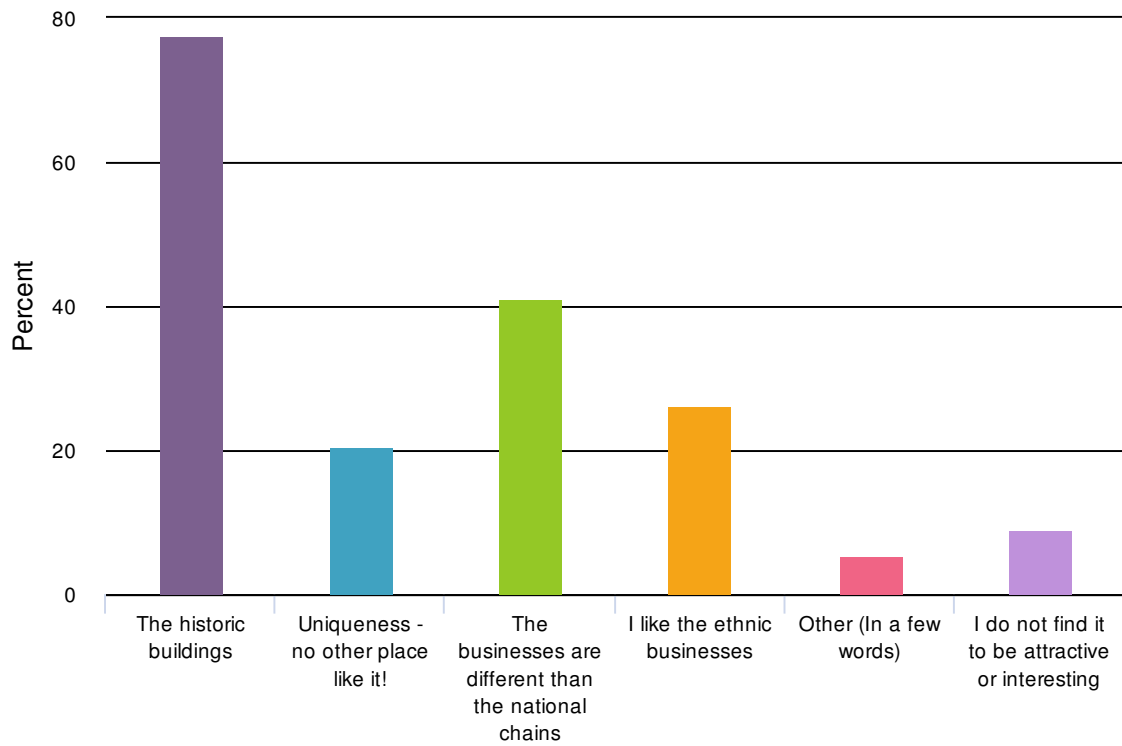
4. How frequently do you visit the following businesses or facilities?

	Once or more per week	Several times per month	Several times per year	Never	Responses
Retail shops Count Row %	83 10.4%	167 20.9%	376 47.1%	172 21.6%	798
Restaurants / Bars Count Row %	211 26.4%	294 36.8%	270 33.8%	25 3.1%	800
Service business Count Row %	87 11.4%	126 16.4%	352 46.0%	201 26.2%	766
Medical appointment Count Row %	14 1.8%	86 11.2%	458 59.6%	211 27.4%	769
Library Count Row %	67 8.7%	128 16.5%	322 41.6%	257 33.2%	774
Work-related meeting Count Row %	131 17.2%	75 9.8%	160 21.0%	396 52.0%	762
Government services Count Row %	53 6.9%	51 6.6%	442 57.2%	227 29.4%	773
Special events Count Row %	7 0.9%	44 5.7%	546 70.6%	176 22.8%	773
Family or friends home Count Row %	44 5.8%	67 8.8%	157 20.7%	492 64.7%	760
Totals Total Responses					800

5. What would you like to see more of in downtown? (Choose up to 4)



6. What do you find attractive or interesting about the downtown?

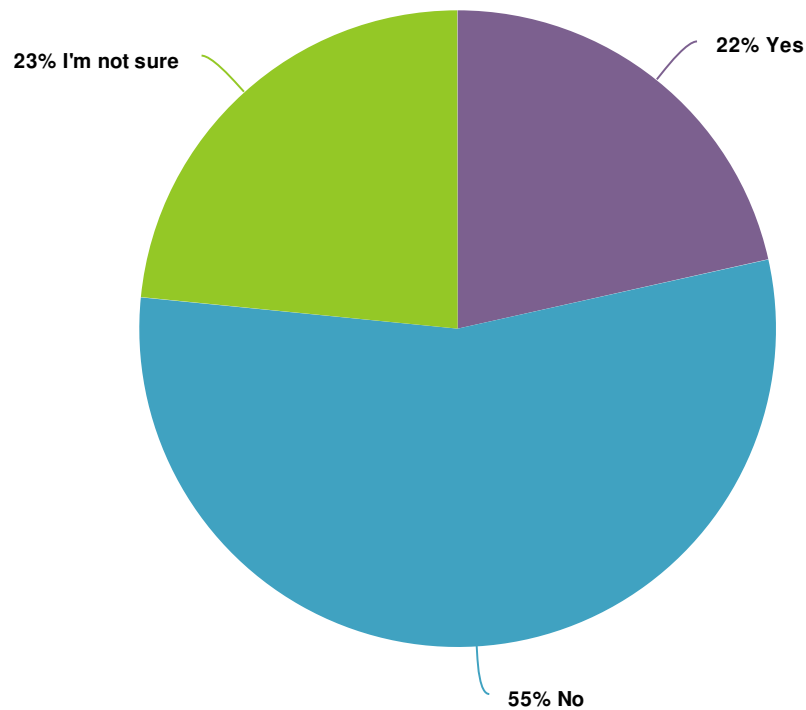





Value	Percent	Responses
The historic buildings	77.7%	616
Uniqueness - no other place like it!	20.6%	163
The businesses are different than the national chains	41.0%	325
I like the ethnic businesses	26.1%	207
Other (In a few words)	5.3%	42
I do not find it to be attractive or interesting	8.8%	70

7. What do you dislike most about downtown? (In a few words)



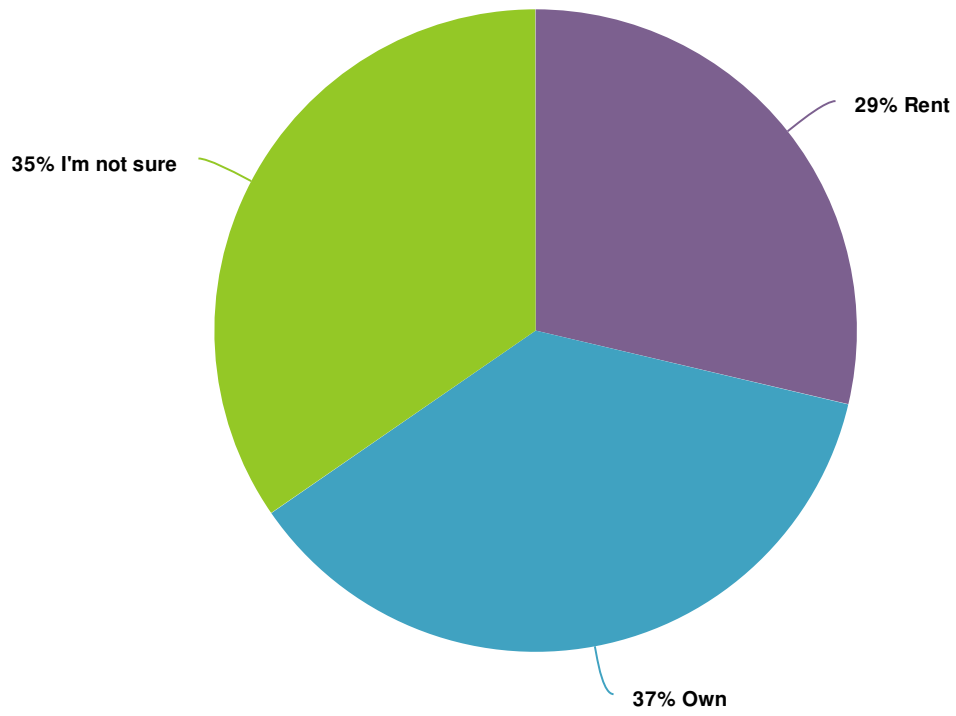
8. If there were a variety of new and renovated housing choices would you consider living in the downtown?






Value		Percent	Responses
Yes		21.5%	169
No		55.0%	432
I'm not sure		23.4%	184

Totals: 785

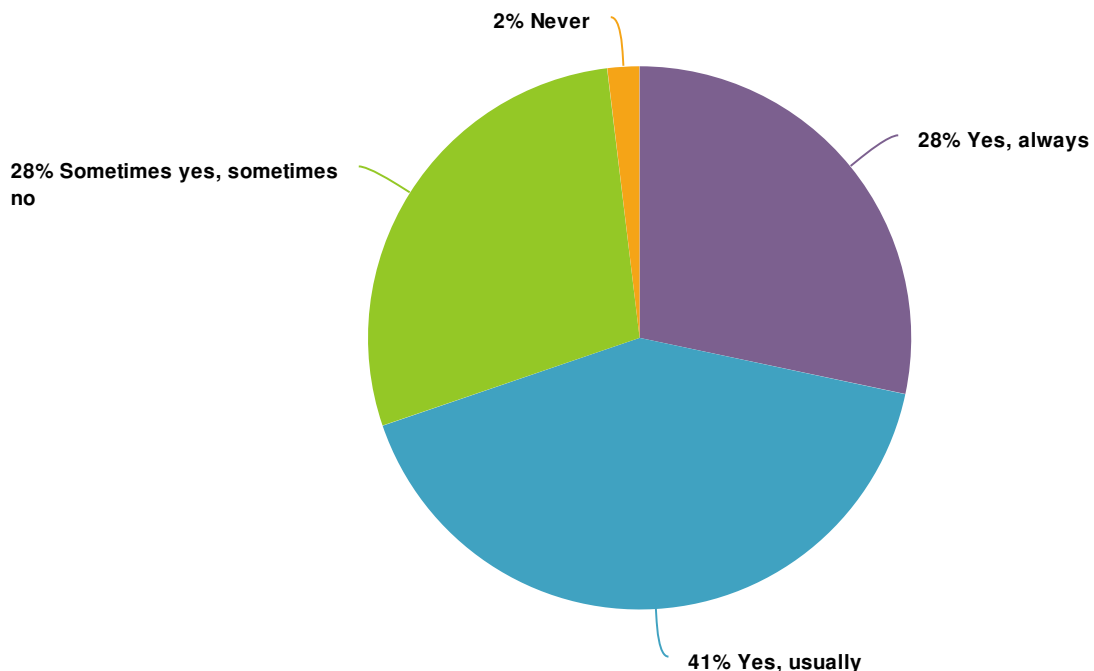
9. If you lived in downtown, would you prefer to rent or own?



Value		Percent	Responses
Rent		28.7%	212
Own		36.7%	271
I'm not sure		34.6%	256

Totals: 739

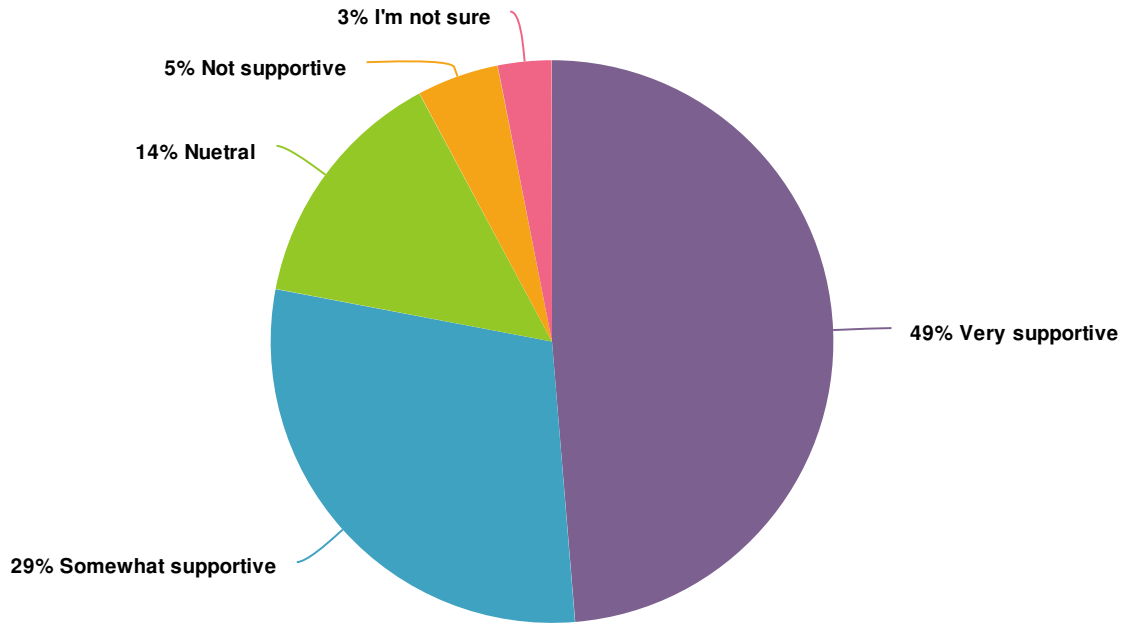
10. Do you feel safe downtown?



Value	Percent	Responses
Yes, always	28.3%	223
Yes, usually	41.4%	326
Sometimes yes, sometimes no	28.3%	223
Never	1.9%	15

Totals: 787

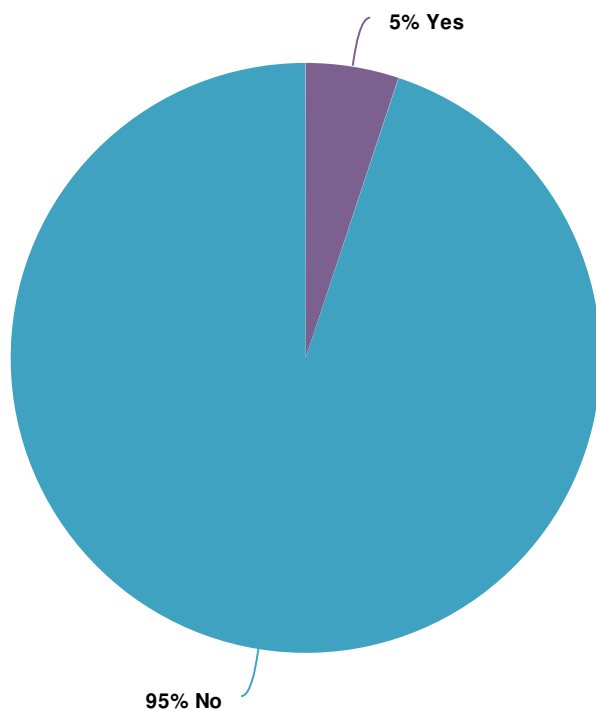
11. How supportive are you of City investment in downtown revitalization projects?



Value	Percent	Responses
Very supportive	48.7%	381
Somewhat supportive	29.3%	229
Nuetral	14.2%	111
Not supportive	4.7%	37
I'm not sure	3.1%	24

Totals: 782

12. Do you own a downtown building or business?



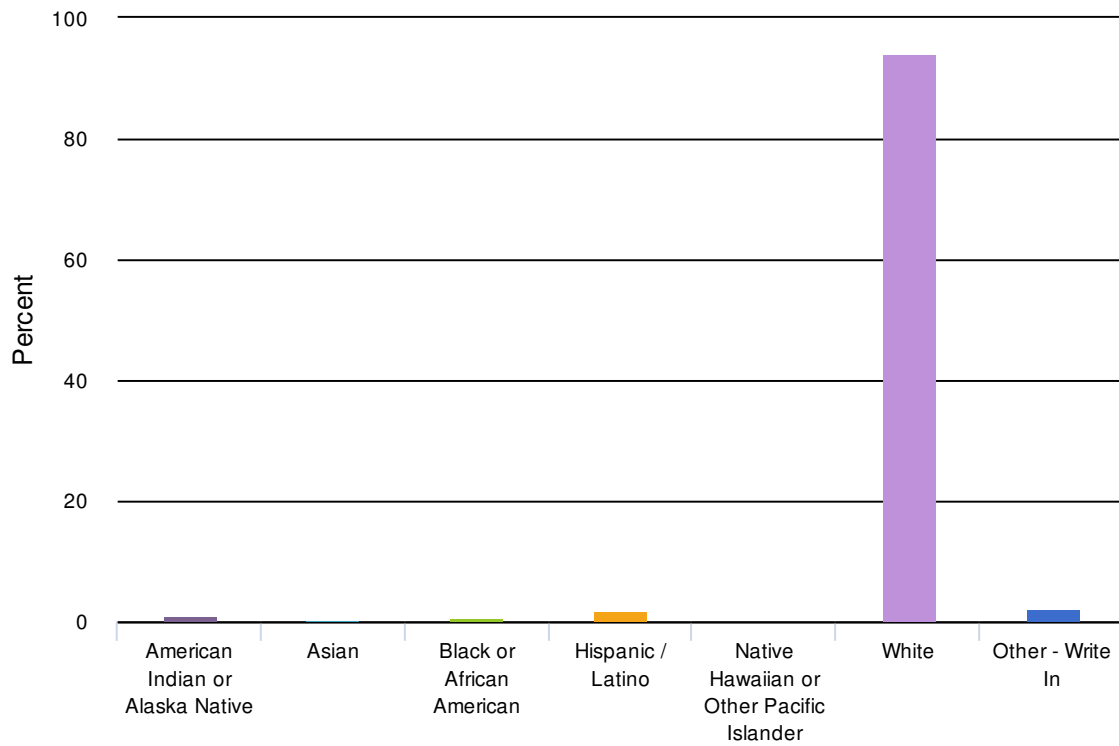
Value	Percent	Responses
Yes	5.1%	40
No	94.9%	743

Totals: 783

13. Are you interested in participating in the downtown plan?

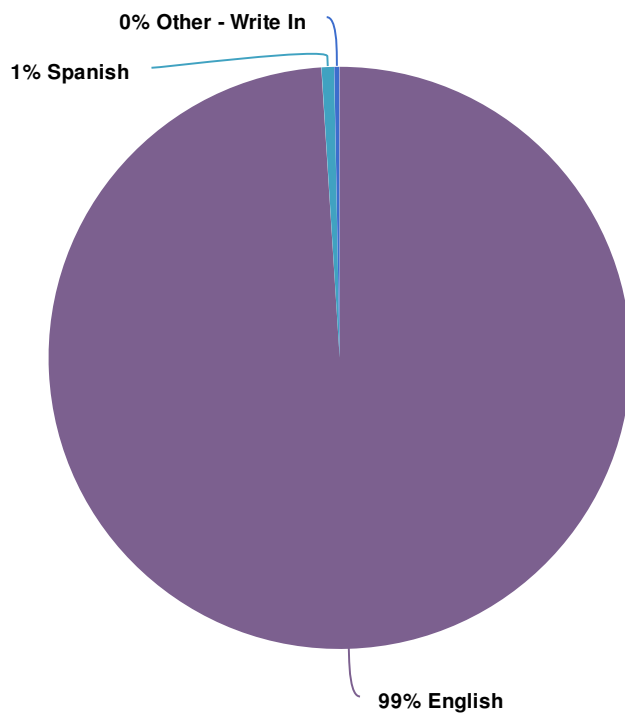
	Yes	No	Maybe	Responses
Public meetings held in the evening				
Count	179	254	306	739
Row %	24.2%	34.4%	41.4%	
Public meetings held in the late afternoon				
Count	97	402	211	710
Row %	13.7%	56.6%	29.7%	
Public meetings held over the lunch hour				
Count	102	461	140	703
Row %	14.5%	65.6%	19.9%	
Public meetings held in the morning				
Count	49	516	122	687
Row %	7.1%	75.1%	17.8%	
Online questionnaires				
Count	587	42	107	736
Row %	79.8%	5.7%	14.5%	
Email notifications				
Count	342	230	148	720
Row %	47.5%	31.9%	20.6%	
Newspaper articles				
Count	437	158	133	728
Row %	60.0%	21.7%	18.3%	
Visiting the project website				
Count	472	91	168	731
Row %	64.6%	12.4%	23.0%	
Totals				
Total Responses				739

15. How would you describe yourself?



Value	Percent	Responses
American Indian or Alaska Native	0.9%	7
Asian	0.4%	3
Black or African American	0.8%	6
Hispanic / Latino	2.0%	15
Native Hawaiian or Other Pacific Islander	0.1%	1
White	94.3%	697
Other - Write In	2.3%	17

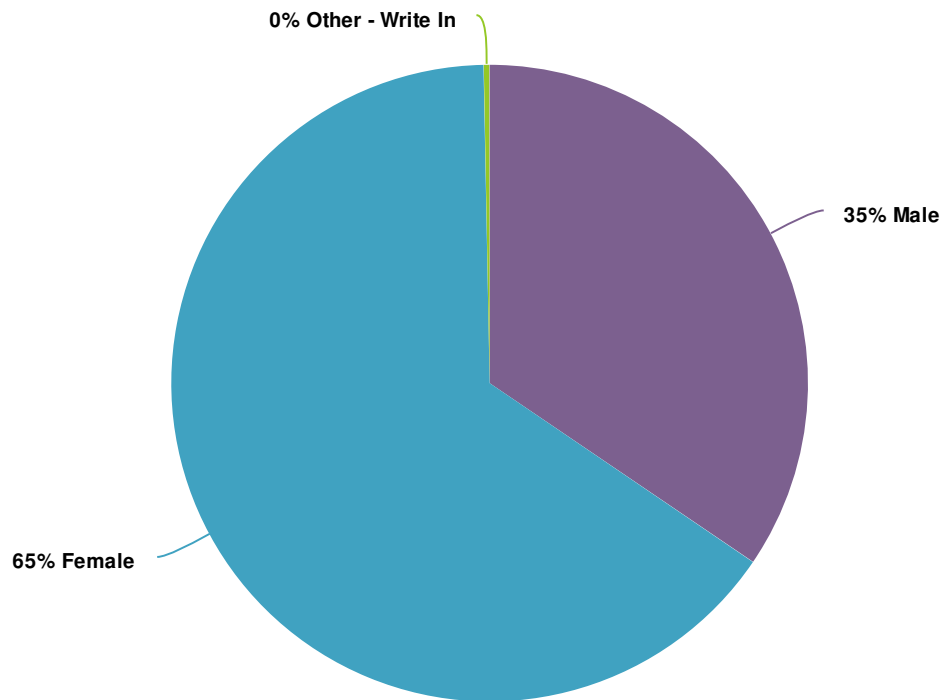
16. What is your primary language?



Value	Percent	Responses
English	99.0%	690
Spanish	0.7%	5
Other - Write In	0.3%	2

Totals: 697

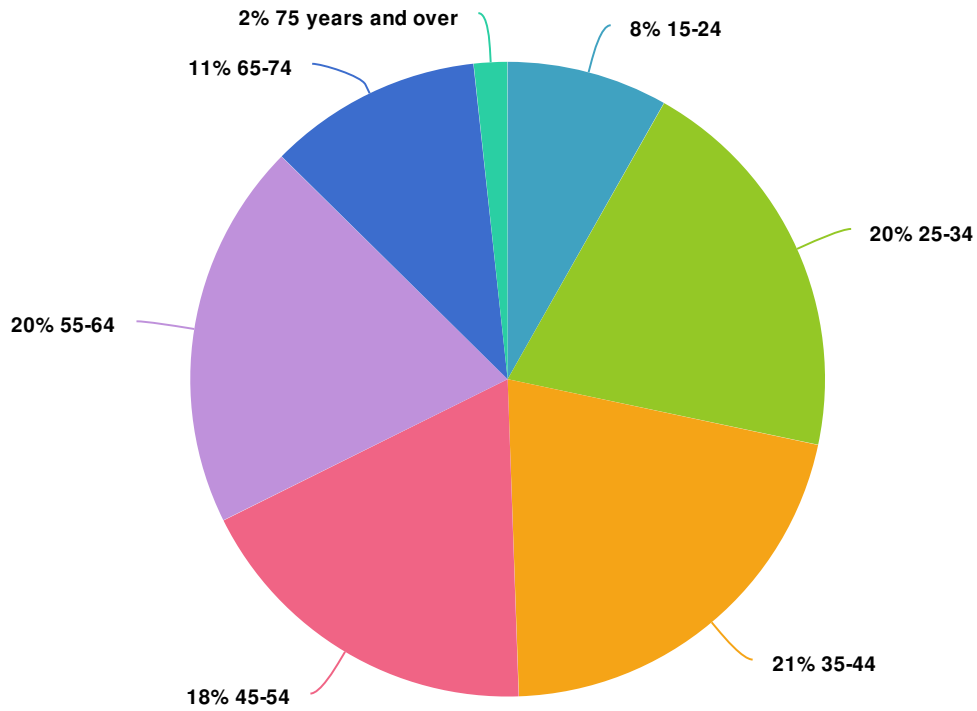
17. How do you identify



Value	Percent	Responses
Male	34.5%	236
Female	65.2%	446
Other - Write In	0.3%	2

Totals: 684

18. What is your age range?



Value	Percent	Responses
15-24	8.2%	56
25-34	20.1%	138
35-44	21.1%	145
45-54	18.2%	125
55-64	19.7%	135
65-74	10.9%	75
75 years and over	1.7%	12

Totals: 686