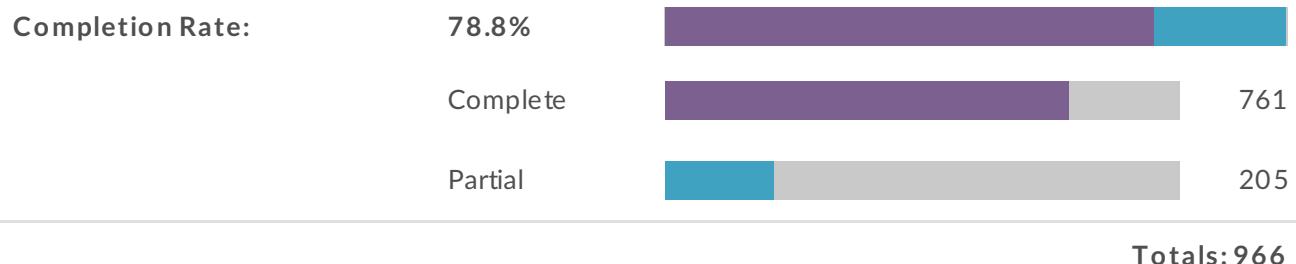
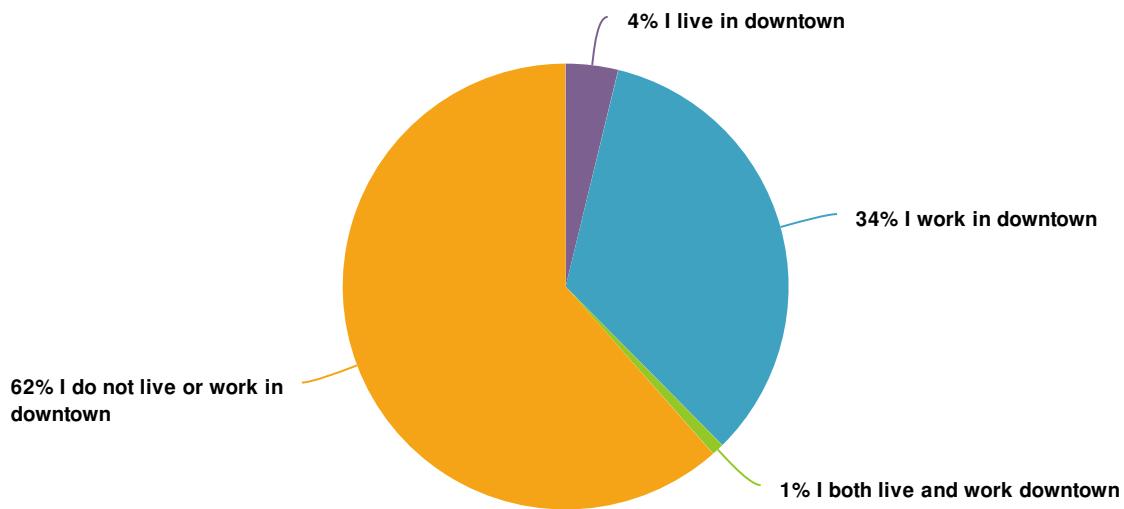


# Report for Downtown Marshalltown Community Survey

## Response Counts

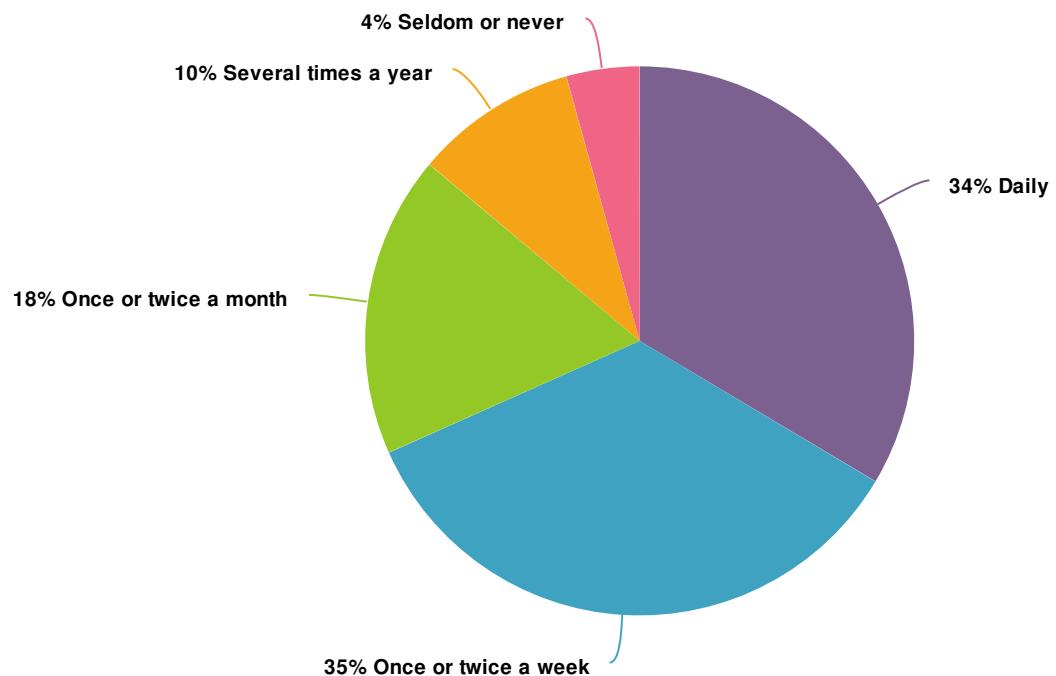


1. Do you live or work in the downtown area?



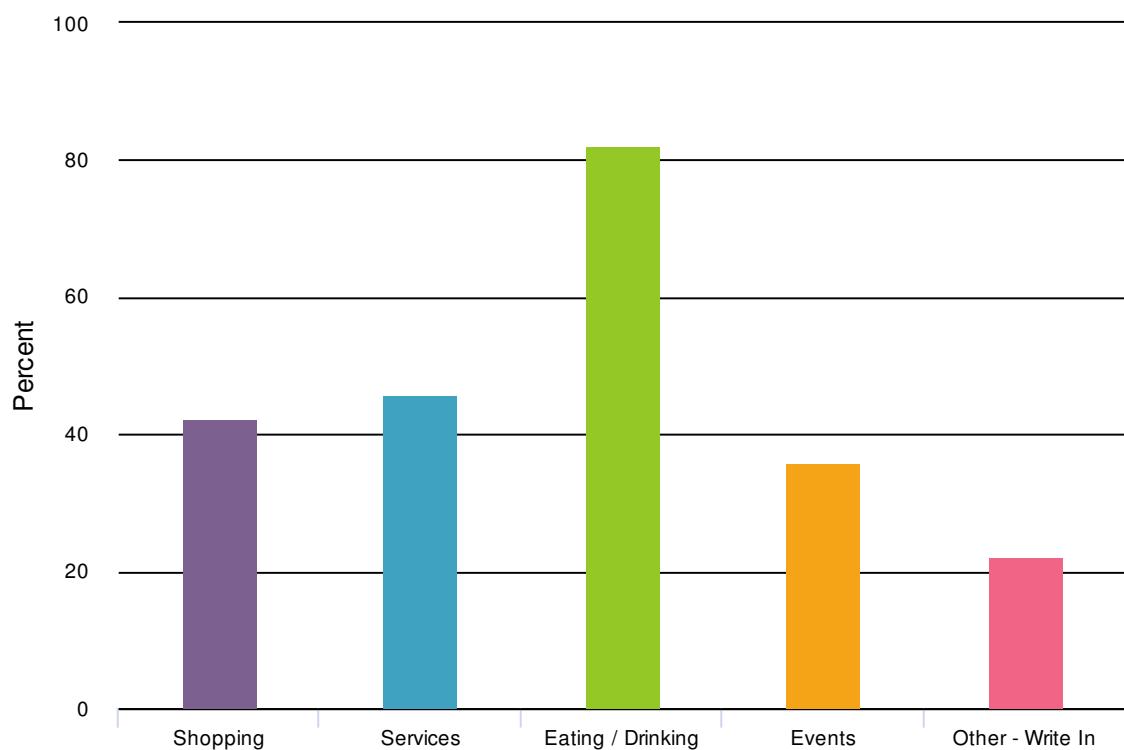
Value	Percent	Responses
I live in downtown	3.8%	34
I work in downtown	33.8%	302
I both live and work downtown	0.9%	8
I do not live or work in downtown	61.5%	550
<b>Totals: 894</b>		

## 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
<b>Totals: 869</b>		

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



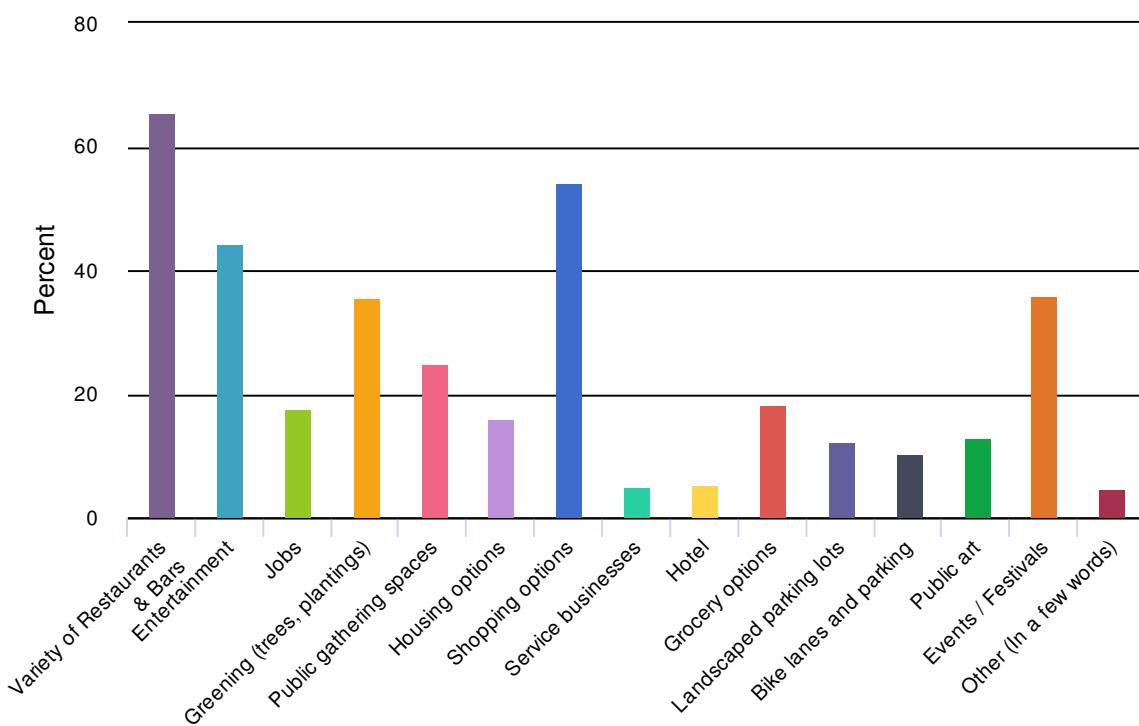
Value	Percent	Responses
Shopping	42.3%	316
Services	45.6%	341
Eating / Drinking	82.2%	614
Events	35.9%	268
Other - Write In	22.1%	165

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

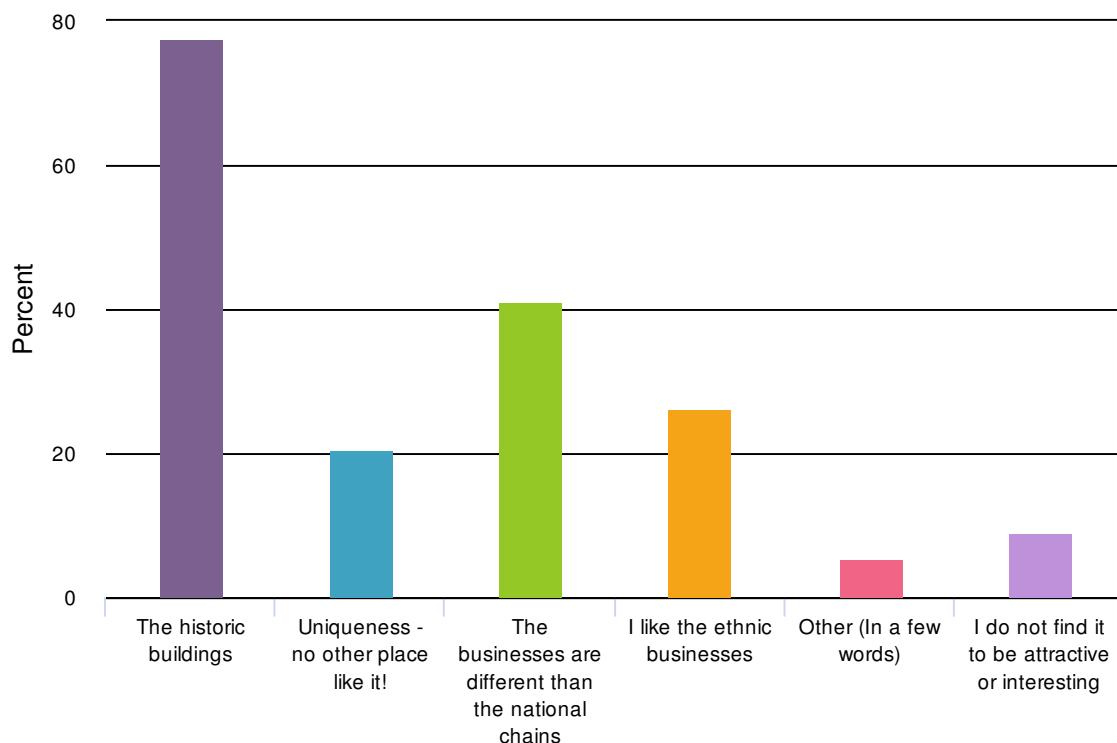
	Once or more per week	Several times per month	Several times per year	Never	Responses
Retail shops					
Count	83	167	376	172	798
Row %	10.4%	20.9%	47.1%	21.6%	
Restaurants / Bars					
Count	211	294	270	25	800
Row %	26.4%	36.8%	33.8%	3.1%	
Service business					
Count	87	126	352	201	766
Row %	11.4%	16.4%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

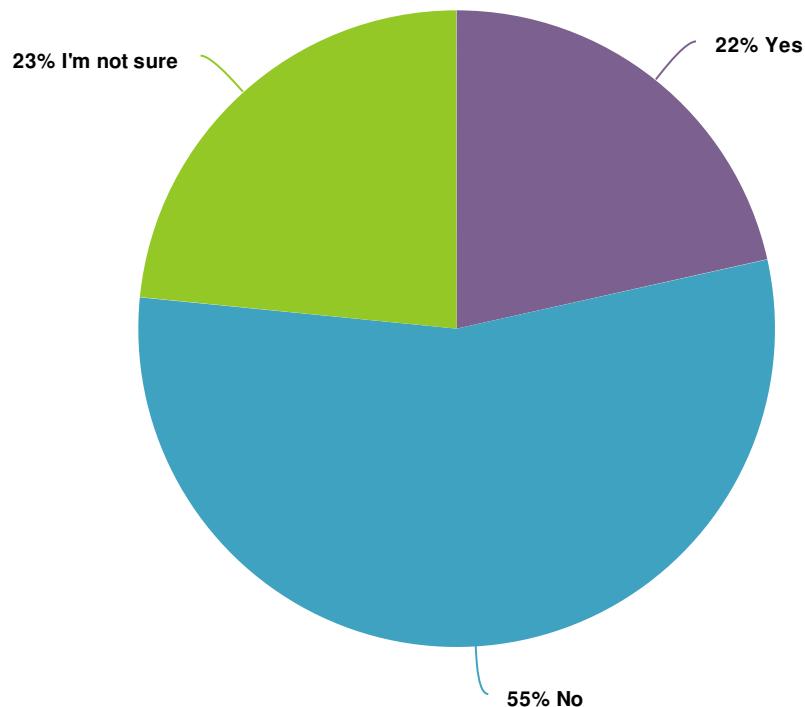


Value	Percent	Responses
The historic buildings	77.7%	616
Uniqueness - no other place like it!	20.6%	163
The businesses are different than the national chains	41.0%	325
I like the ethnic businesses	26.1%	207
Other (In a few words)	5.3%	42
I do not find it to be attractive or interesting	8.8%	70

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

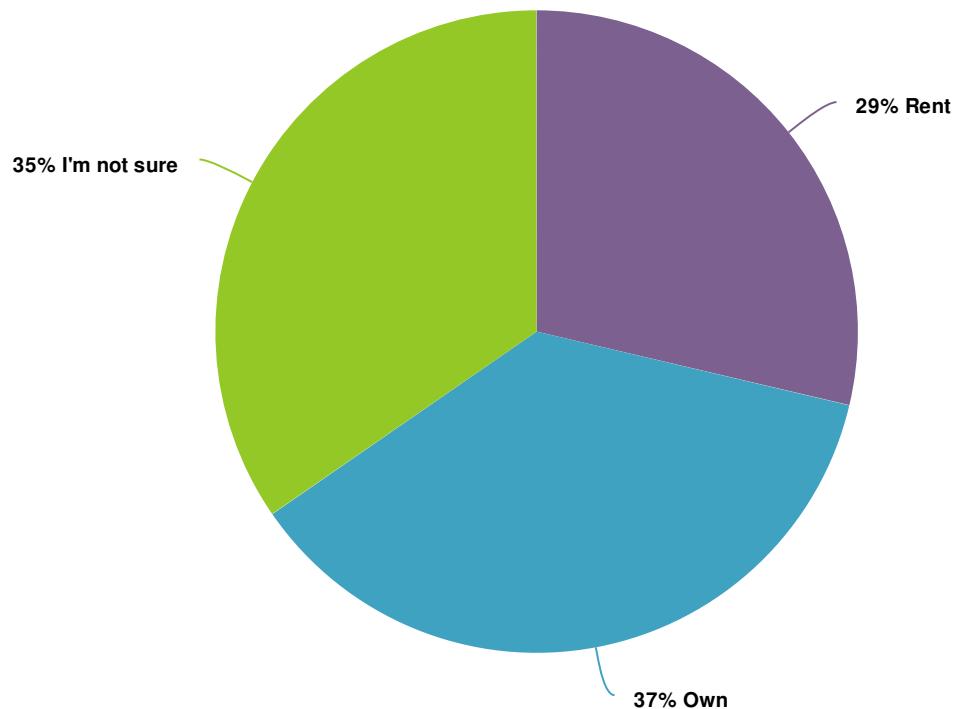
space  
business people shops building  
downtown shopping fronts  
retail buildings run  
lack or store main  
**parking**  
empty businesses  
stores options tornado  
restaurants places parallel dirty

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



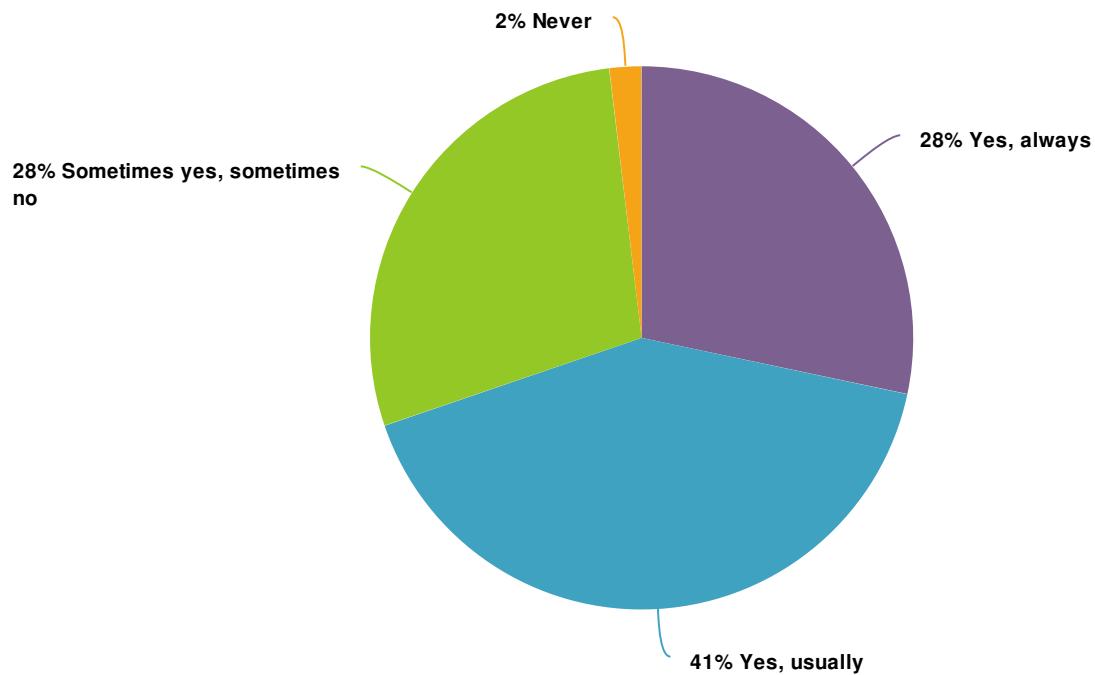
Value	Percent	Responses
Yes	21.5%	169
No	55.0%	432
I'm not sure	23.4%	184
<b>Totals: 785</b>		

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



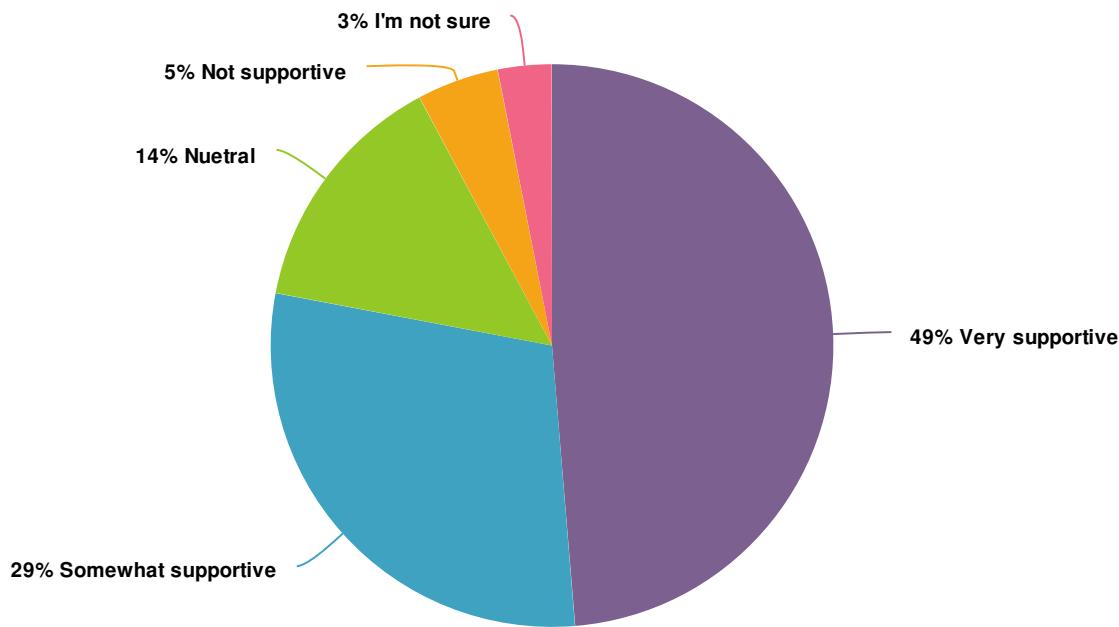
Value	Percent	Responses
Rent	28.7%	212
Own	36.7%	271
I'm not sure	34.6%	256
<b>Totals: 739</b>		

## 10. Do you feel safe downtown?



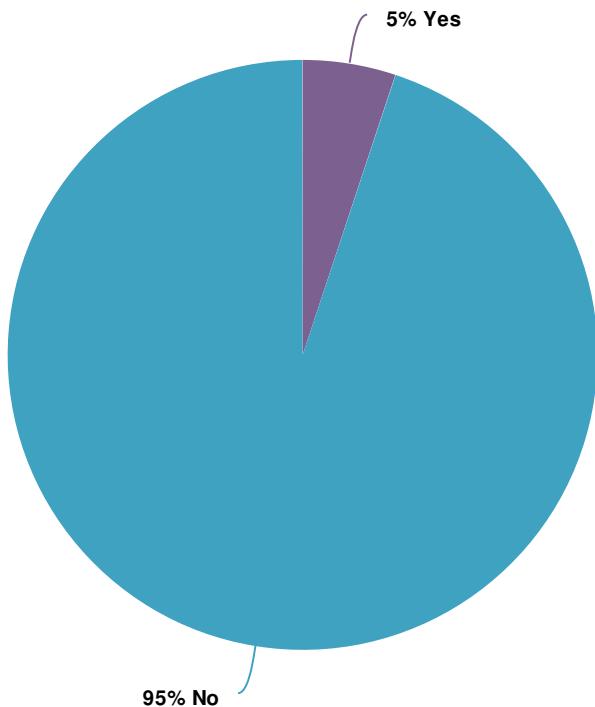
Value	Percent	Responses
Yes, always	28.3%	223
Yes, usually	41.4%	326
Sometimes yes, sometimes no	28.3%	223
Never	1.9%	15
<b>Totals: 787</b>		

## 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
Neutral	14.2%	111
Not supportive	4.7%	37
I'm not sure	3.1%	24
<b>Totals: 782</b>		

12. Do you own a downtown building or business?

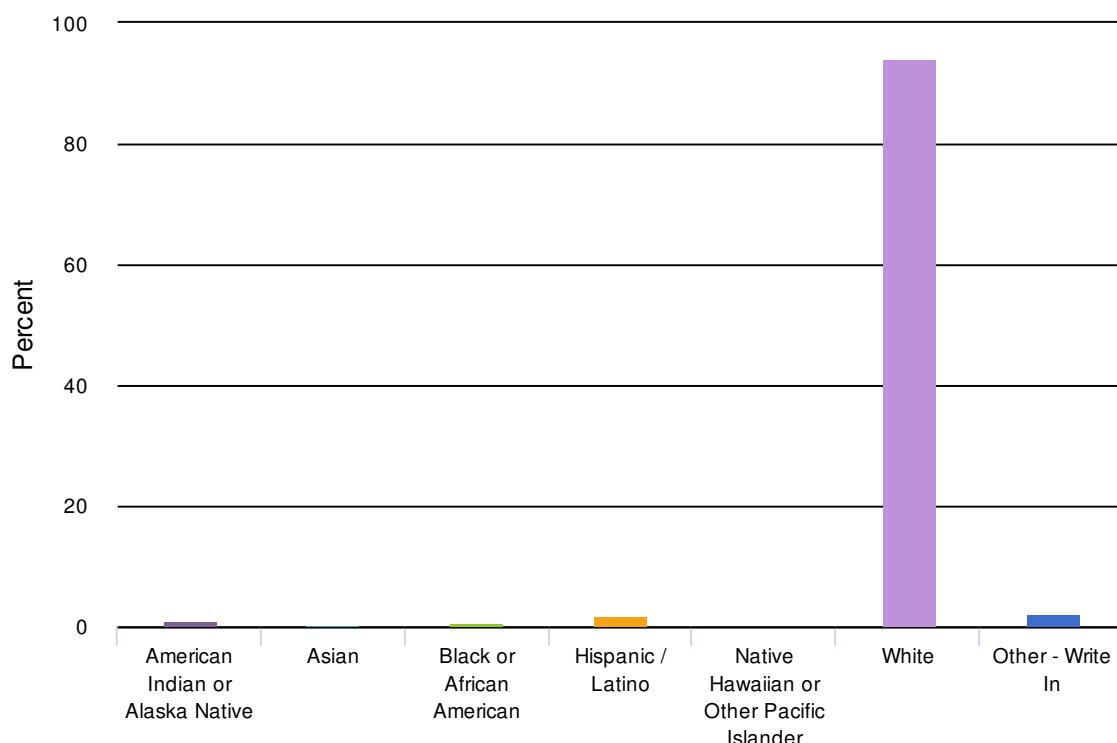


Value	Percent	Responses
Yes	5.1%	40
No	94.9%	743
<b>Totals: 783</b>		

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

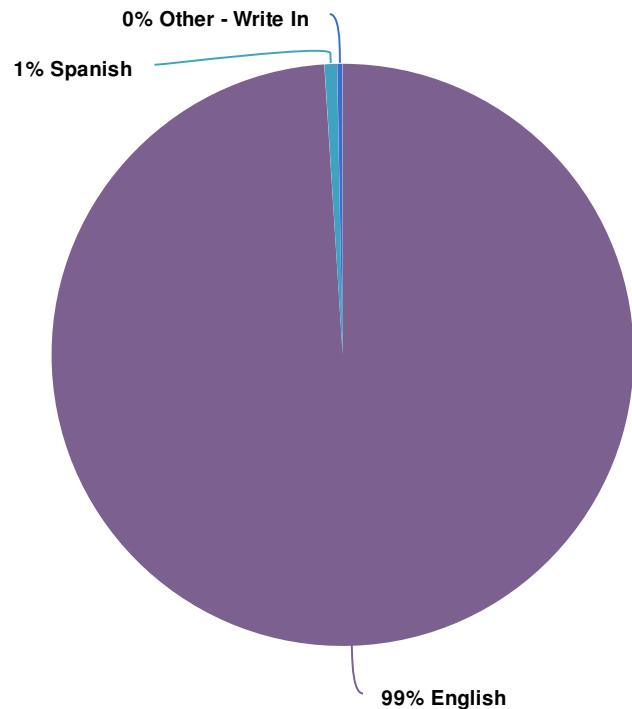
	Yes	No	Maybe	Responses
Public meetings held in the evening				
Count	179	254	306	739
Row %	24.2%	34.4%	41.4%	
Public meetings held in the late afternoon				
Count	97	402	211	710
Row %	13.7%	56.6%	29.7%	
Public meetings held over the lunch hour				
Count	102	461	140	703
Row %	14.5%	65.6%	19.9%	
Public 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%	
<b>Totals</b>				
Total Responses				739

## 15. How would you describe yourself?



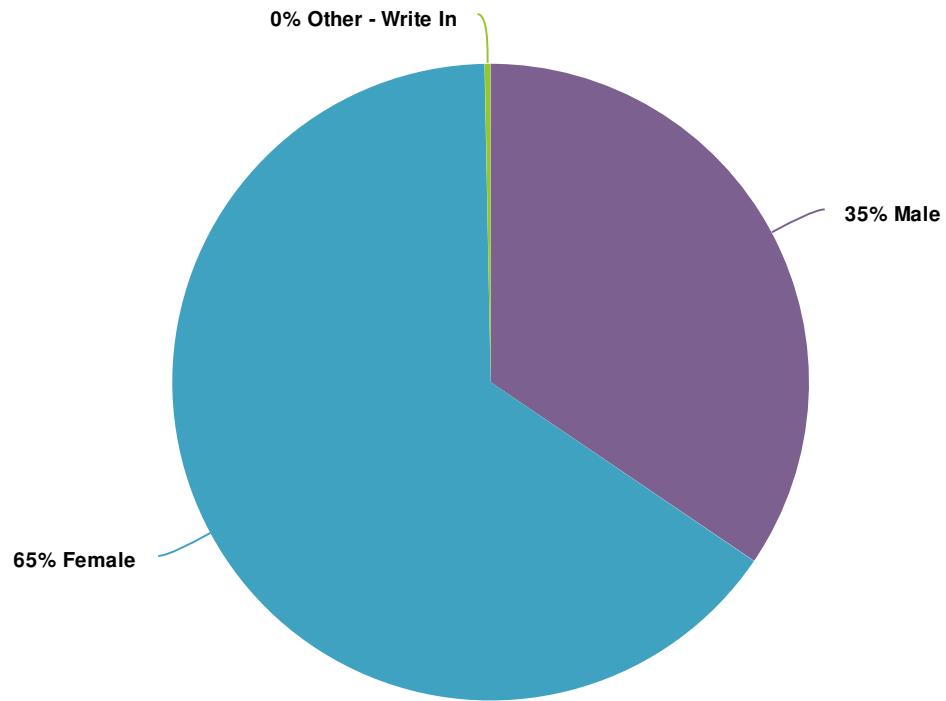
Value	Percent	Responses
American Indian or Alaska Native	0.9%	7
Asian	0.4%	3
Black or African American	0.8%	6
Hispanic / Latino	2.0%	15
Native Hawaiian or Other Pacific Islander	0.1%	1
White	94.3%	697
Other - Write In	2.3%	17

16. What is your primary language?



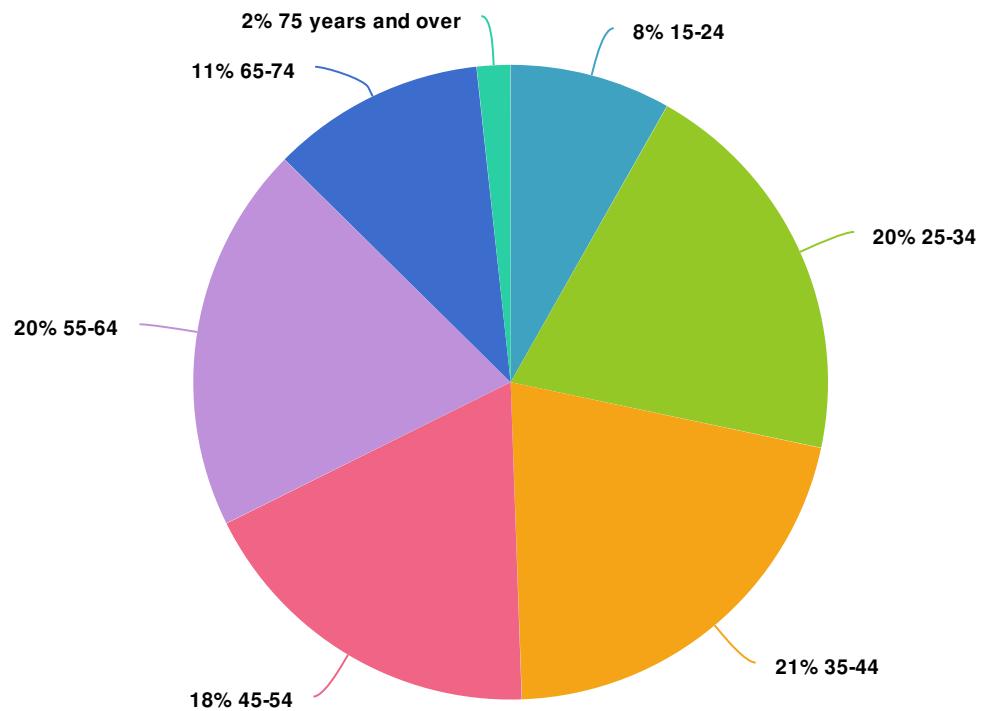
Value	Percent	Responses
English	99.0%	690
Spanish	0.7%	5
Other - Write In	0.3%	2
<b>Totals: 697</b>		

## 17. How do you identify



Value	Percent	Responses
Male	34.5%	236
Female	65.2%	446
Other - Write In	0.3%	2
<b>Totals: 684</b>		

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
<b>Totals: 686</b>		