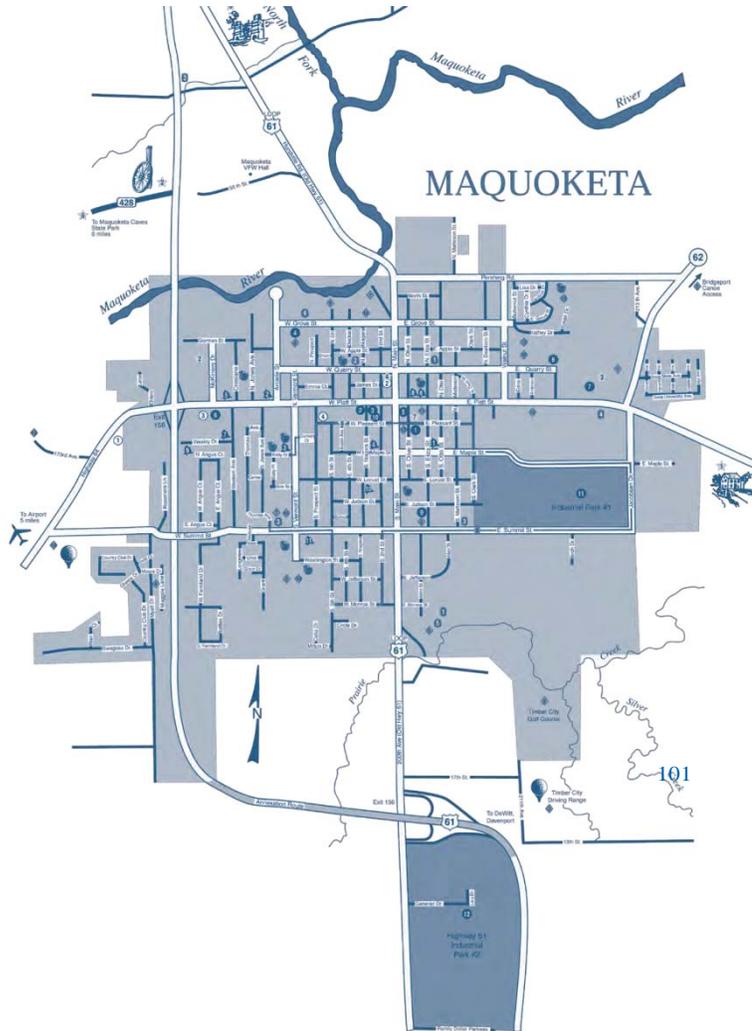


FUTURE CHOICES SURVEY

Sponsored by the Maquoketa Area Chamber of Commerce
and Office of Economic Development



FEBRUARY 2012

Conducted in cooperation with Iowa State University Extension Community and Economic Development and the Institute for Design Research and Outreach

Please have one adult, 18 years of age or older, in your household complete this questionnaire. Place the completed questionnaire in the enclosed envelope, seal it and place it in the enclosed plastic bag. Hang the bag on the handle of your front storm door for a community volunteer to pick up, or drop the sealed envelope at the Maquoketa Chamber of Commerce Office.



IOWA STATE UNIVERSITY
Extension and Outreach

MAQUOKETA FUTURE CHOICES SURVEY

Instructions: Please respond to each question with your own opinion or information. For each question, circle the number of the correct answer or write your answer in the space provided.

QUESTIONS ABOUT YOUR COMMUNITY

- How many years have you lived in the Maquoketa area? **33.0** years
- How important are the following factors in your decision to **LIVE in the Maquoketa area?**

	Not at all important(1)	Not Important(2)	Unsure/ don't know(3)	Somewhat important(4)	Very Important(5)	Average
<i>Economic</i>						
Employment/job opportunities	5.4%	4.8%	2.8%	26.3%	60.7%	4.3
Affordable housing	1.4	5.9	3.5	28.1	61.1	4.4
Good retail or shopping available	2.4	6.5	6.3	35.6	49.2	4.2
Learning opportunity/higher education	6.4	8.5	5.3	25.8	54.0	4.1
Good provision of basic services by city	4.3	3.5	8.4	36.3	47.5	4.2
Good provision of basic services by private/nonprofit agencies	3.5	6.5	24.0	38.6	27.4	3.8
Availability of national chains (e.g., Walmart, Target)	6.1	15.9	6.8	43.0	28.2	3.7
<i>Services</i>						
Convenient location (interstate access and proximity)	1.4	9.8	8.3	46.8	33.7	4.0
Amenities (banks, grocery stores, etc.)	2.5	1.2	1.8	35.5	59.0	4.5
Quality of public school education	1.6	5.5	4.0	17.4	71.5	4.5
Safe place (low crime rate)	0.6		2.6	16.7	80.1	4.8
Not overcrowded with people	3.3	5.4	4.5	40.7	46.1	4.2
<i>Personal</i>						
Close to my relatives	5.1	12.5	6.5	33.9	42.1	4.0
Family/kid-friendly activities available	3.8	6.4	8.1	35.7	46.1	4.1
Clean environment	2.4	0.5	6.1	27.9	63.1	4.5
Outdoor recreational facilities (sports, walking/	5.1	7.5	10.9	42.2	34.3	3.9
Indoor recreational facilities	9.2	9.2	16.1	39.0	26.5	3.6
Cultural opportunities (e.g., arts, museums such as fine arts center, city hall gallery, Rose's Portrait of Maquoketa, interpretive center)	5.0	16.1	18.0	36.7	24.2	3.6

	Not at all important	Not important	Unsure/	Somewhat important	Very important	Average
Tourism						
Availability of natural resources that attract tourists (Caves State Park, etc.)	7.1	8.4	7.8	47.0	29.7	3.8
Builds environmental and cultural awareness and respect	3.9	10.7	15.4	47.0	23.0	3.7
Provides financial benefits and employs local people	3.3	2.6	8.2	30.9	55.0	4.3
Accessibility to locally grown products	3.7	5.5	11.7	41.7	37.4	4.0
Other (please specify)						

Others: conveniently located between Dubuque and QC, Allow for more tourist activities, community interests, hospital, retirement, variety of business

3. Do you work in Maquoketa? (Circle one answer)
- Yes (**44.6%**)
 - No (**55.4%**)

MAQUOKETA AT PRESENT

1. Please indicate how much you agree or disagree with the following statements. **Maquoketa stands out when compared to other Iowa towns because ...**

	Strongly disagree ⁽¹⁾	Disagree ⁽²⁾	Uncertain ⁽³⁾	Agree ⁽⁴⁾	Strongly agree ⁽⁵⁾	Average
Agricultural significance	3.9	8.0	31.0	42.9	14.1	3.6
Attractive—clean, well maintained	9.1	27.0	20.2	34.9	8.8	3.1
Safe place to live	2.8	4.9	15.2	58.5	18.5	3.8
Small-town feel	3.0	3.3	5.4	68.5	19.8	4.0
Convenient location—interstate access and proximity	2.3	2.7	4.9	66.7	23.4	4.1
Recreation services—parks, trails, open spaces, parks and rec/YMCA	4.3	8.9	16.6	54.6	15.6	3.7
Good schools	3.4	3.9	15.1	53.5	24.2	3.9
Access to community college program	2.2	1.7	14.1	51.9	30.0	4.1
Locally owned and operated shops and restaurants	7.5	19.3	20.2	41.7	11.3	3.3
Ethnically diverse	7.1	15.0	40.8	35.2	1.9	3.1
Lots of opportunities offered	13.0	42.6	23.4	16.6	4.4	2.6
Family/kid-friendly activities	4.2	18.2	25.0	45.0	7.6	3.3
Good medical care and facilities	6.3	16.0	12.8	50.6	14.3	3.5
Culturally vibrant—fine arts center, city hall gallery, art community (Rose's Portrait of Maquoketa), interpretive	2.9	7.2	27.3	53.7	8.8	3.6
Lots of natural attractions for tourism (e.g., Caves State Park)	4.0	13.1	15.6	56.1	11.2	3.6
Main Street is an attractive place to be	31.3	40.7	15.9	9.8	2.3	2.1
Housing is affordable	5.3	10.6	27.9	48.5	7.7	3.4

2. **How serious are the following issues in the Maquoketa area?** Please rate by checking the rating scale for each issue.

	Not at all problem ⁽¹⁾	Not very serious ⁽²⁾	Unsure/ don't know ⁽³⁾	Somewhat serious ⁽⁴⁾	Very Serious ⁽⁵⁾	Averag
Affordable housing	11.1	24.8	28.7	21.3	14.2	3.0
Energy costs, including household utilities	2.8	20.0	12.0	33.5	31.7	3.7
Unemployment rate	3.4	3.8	24.3	38.0	30.6	3.9
Availability of good paying jobs	0.5	4.1	10.2	34.5	50.7	4.3
Number of manufacturing industries	0.7	9.8	15.7	36.7	37.0	4.0
Professional job opportunities	3.2	4.3	16.3	36.1	40.1	4.1
Sense of community	5.9	21.5	26.5	31.2	14.8	3.3
New residents feel welcome	9.8	17.7	39.1	19.5	14.0	3.1
Population diversity	10.5	24.4	42.7	17.2	5.2	2.8
Pollution	11.0	32.9	27.7	14.8	13.6	2.9
Drug abuse, including alcohol abuse	4.9		15.0	37.4	42.7	4.2
Health care costs	3.0	14.9	17.3	34.0	30.9	3.7
Availability of employer-sponsored health	4.2	5.3	40.0	22.2	28.3	3.7
Downtown retail	1.2	5.7	6.7	30.9	55.5	4.3
Attractiveness of downtown area/store fronts	3.9	6.8	6.1	34.8	48.5	4.2
Selection of products in the downtown area	2.8	1.8	12.1	28.8	54.5	4.3
Redevelopment of downtown fire/cleanup site	5.5	3.1	9.3	36.6	45.5	4.1
Efficiency of recycling programs	22.6	27.6	18.0	20.9	10.9	2.7
Adequacy of basic services/utilities provided by the city	10.7	25.3	23.5	26.4	14.1	3.1
Condition of parks (e.g., Little Bear Park)	8.8	20.1	18.7	33.7	18.8	3.3
Reconstruction of existing streets	1.1	17.3	15.6	36.4	29.6	3.8
Sidewalk maintenance	2.9	23.2	16.6	35.9	21.4	3.5
Availability of recreational facilities	10.3	27.7	20.3	30.4	11.4	3.0
Downtown parking	19.5	34.2	16.9	20.7	8.6	2.6
Bike path improvement	12.9	30.4	29.7	19.2	7.8	2.8
Library facilities improvement	27.2	28.4	22.3	15.3	6.8	2.5
Storm water drainage improvements or	6.5	16.9	40.6	24.5	11.5	3.2
Coordination between local government agencies and other local private/nonprofit	6.3	12.6	45.7	24.3	11.1	3.2
Crime	0.7	29.4	11.6	34.5	23.8	3.5
Other (please specify)						

3. All things considered, how would you rate your community as a place to live? Is your community...(select one answer) (**average=2.8** (1=worst to 5=best))
- a. One of the best communities in the eastern half of the state (**0%**)
 - b. Above average (**13.8%**)
 - c. Average (**56.5%**)
 - d. Below average (**22.9%**)
 - e. One of the worst communities in the eastern half of the state (**6.7%**)

VISION FOR THE MAQUOKETA COMMUNITY

1. How far is the Maquoketa of today from the ideal Maquoketa **YOU** envision for the future? (**average=2.2** (1=very far away to 5=not at all far away))
- a. Very far away (**20.1%**)
 - b. Somewhat far away (**49.9%**)
 - c. Uncertain (**20.8%**)
 - d. Not very far away (**7.1%**)
 - e. Not at all far away (**2.2%**)
2. How happy are you with the present economic conditions in Maquoketa? (**average=2.4** (1=very unhappy to 5=very happy))
- a. Very happy (**0.7%**)
 - b. Happy (**10.5%**)
 - c. Uncertain (**30.0%**)
 - d. Unhappy (**42.5%**)
 - e. Very unhappy (**16.2%**)

3. **How would you like Maquoketa to be 10 years from now?** Please indicate how much you agree or disagree with the following statements.

<i>I would like Maquoketa to be ...</i>	Strongly disagree ⁽¹⁾	Disagree ⁽²⁾	Uncertain ⁽³⁾	Agree ⁽⁴⁾	Strongly agree ⁽⁵⁾	Average
The same as today	34.6	44.7	15.2	3.7	1.7	1.9
Tourist capital of Jackson County (with lots of small-scale “eco” or “cultural” tourism activities, e.g., boat trips or cave tour, small gift shop but most sales are directly through local craftspeople)	4.6	4.6	28.4	48.4	14.0	3.6
A culturally diverse community (e.g., with an active museum, fine arts center, interpretive center, the art community such as Rose’s Portrait of Maquoketa, Clinton Engine Museum, Maquoketa High School Hall of Fame, etc.) that displays visual art created locally, attracting a large number of visitors	3.3	7.9	24.5	50.6	13.7	3.6
An environmentally clean community	1.7	3.3	9.9	54.3	30.9	4.1
A community with a diverse, vibrant downtown	3.7	3.4	12.9	32.4	47.6	4.2
A bedroom community	9.6	19.9	52.6	13.4	4.5	2.8
A vibrant community with lots of recreational facilities and activities	4.3	3.4	17.4	44.2	30.7	3.9

<i>I would like Maquoketa to be ...</i>	Strongly disagree ⁽¹⁾	Disagree ⁽²⁾	Uncertain ⁽³⁾	Agree ⁽⁴⁾	Strongly agree ⁽⁵⁾	Average
A community with services owned and operated by the city (e.g., water, electricity, fire, sewer, etc., not shared with another community)	4.0	8.3	26.5	40.7	20.4	3.7
A community that provides employment to its residents and surrounding communities	2.8		2.3	48.8	46.1	4.4
A community that provides decent wages to its residents	2.8	1.3	1.0	27.8	67.1	4.6
A community of many volunteers and good coordination among	2.3	0.5	9.0	50.6	37.6	4.2
A community with good leaders	2.4		2.9	34.7	60.0	4.5
A community where everybody knows each other	2.7	7.0	26.4	44.1	19.8	3.7
A community with excellent K–12 education	2.4		2.5	30.7	64.4	4.5
A competitive community with higher education	2.4		8.0	42.9	46.7	4.3
A community with excellent health care service and facilities	2.5	1.1	3.2	37.7	55.5	4.4
A community with attractive, affordable housing opportunities for families, elderly, special needs	2.7	1.0	4.9	42.1	49.2	4.3
A community with more outstanding ethnic, family-owned	3.5	5.0	26.2	44.6	20.7	3.7
A community that caters to senior citizens	4.1	9.1	21.6	45.2	20.0	3.7

4. Please indicate how much you agree or disagree with the following statements.

<i>In Maquoketa...</i>	Strongly disagree ⁽¹⁾	Disagree ⁽²⁾	Uncertain ⁽³⁾	Agree ⁽⁴⁾	Strongly agree ⁽⁵⁾	Average
<i>People</i>						
Professional opportunities are available in Maquoketa	13.1	32.7	32.8	17.6	3.8	2.7
Our city population is declining	2.4	9.6	42.7	35.4	9.9	3.4
Many people have moved out because they could no longer afford to live here	6.0	34.1	40.9	14.0	5.0	2.8
We have an aging population	2.3	1.4	25.4	58.3	12.5	3.8
We have declining school enrollment	2.3	6.5	46.0	36.4	8.9	3.4
We lack younger families and lack a certain creative energy to move our town forward	2.6	11.5	23.6	41.9	20.5	3.7
<i>Economic Opportunity</i>						
Maquoketa residents shop in other towns	2.4	2.5	2.9	50.7	41.5	4.3
We have not achieved the appropriate level of economic development in Maquoketa	2.8	1.4	13.7	47.9	34.3	4.1
We need more businesses, companies, more job opportunities	2.4	0.7	1.3	44.4	51.2	4.4
There is a lack of restaurants	3.1	19.5	14.8	35.2	27.5	3.6
There is a lack of shopping areas	2.5	5.3	3.5	43.5	45.2	4.2
I'd like to see more business development	2.5	2.3	5.3	41.8	48.1	4.3
Everyone is looking toward a better future	3.0	7.6	14.9	40.0	34.5	4.0

<i>In Maquoketa...</i>	Strongly disagree(1)	Disagree(2)	Uncertain(3)	Agree(4)	Strongly agree(5)	Average
6. We need a more diversified business community with a better mix of companies	2.4	0.3	11.3	59.5	26.5	4.1
The most important concern of residents should be the community's economic growth	2.8	7.2	14.6	60.8	14.6	3.8
I'd like to see more entertainment activities in the city (at Ohnward Center, the fairgrounds, etc.)	2.8	7.5	25.7	56.0	8.0	3.6
<i>Support Change</i>						
I want to promote Maquoketa because I support change	2.5	1.8	24.6	56.9	14.2	3.8
I'm happy with Maquoketa the way it is right now	20.5	49.2	23.2	6.2	0.9	2.2
Everything you need is in Maquoketa	36.5	51.7	4.5	5.9	1.3	1.8
Maquoketa is a really nice place to live but it could be nicer or improved	5.4	3.6	6.0	56.0	29.1	4.0
<i>Decision-making Process</i>						
Maquoketa community leaders want economic opportunity, but haven't agreed how to get there.	3.4	2.3	34.3	44.3	15.7	3.7
Maquoketa community leaders want cultural diversity, but haven't agreed how to get there	3.5	6.5	46.1	33.1	10.8	3.4
I think that local governments make decisions and laws that benefit my quality of life	9.3	26.8	40.1	23.4	0.4	2.8
The use of Maquoketa's currently available cultural assets such as the fine arts center, city hall gallery, the art community (Rose's Portrait of Maquoketa), interpretive center and other facilities for tourism is beneficial to the economic and cultural well-being of	4.0	5.3	28.5	52.8	9.5	3.6
The city's recreation system, as managed by the YMCA, is on the right track	18.4	21.5	32.4	24.1	3.6	2.7
Adding more money to the city's tax levy for downtown projects is a worthwhile investment	10.4	13.1	42.1	27.0	7.4	3.1
Historic preservation in residential and business areas is important for the city	4.3	9.6	33.3	43.8	9.0	3.4
<i>Environmental Responsibility</i>						
Conserving natural resources is not necessary, because alternatives will always be found	28.0	47.6	17.6	5.3	1.4	2.0
Industries in Maquoketa are doing everything they can to prevent environmental damage	4.2	22.8	54.0	17.0	2.0	2.9
My current lifestyle is environmentally sustainable	2.6	8.4	26.0	58.7	4.3	3.5
Reducing the environmental impact of everyday life is the responsibility of every resident	2.6	0.7	11.3	62.0	23.5	4.0
The city provides enough practical support to residents who want to reduce the environmental	3.6	18.5	51.3	24.9	1.7	3.0
As residents, we have a moral obligation to protect our local green spaces	2.8	2.9	14.1	64.3	15.9	3.9
The lack of parks, recreational facilities and playgrounds negatively affects residents' quality	4.1	14.9	30.5	42.7	7.8	3.4
I know enough about global warming	5.0	21.2	26.1	20.2	7.5	3.1

<i>In Maquoketa...</i>	Strongly disagree ⁽¹⁾	Disagree ⁽²⁾	Uncertain ⁽³⁾	Agree ⁽⁴⁾	Strongly agree ⁽⁵⁾	Average
Plastic bags should go into household recycling	4.0	5.2	19.9	50.3	20.5	3.8
Household environmental sustainability should be the responsibility of each	2.9	1.0	10.2	67.0	18.9	4.0
It is often difficult to act in environmentally friendly ways because I don't know where to	8.7	41.7	24.6	23.6	1.3	2.7

5. If there are changes/improvements to your city, would you be willing to help in one of the following ways? (Please note: your response to this question does not obligate you and your personal information will remain confidential.) (Please select one answer.)
- Contribute financially to the project (**6.7%**)
 - Volunteer time or talent (**74.1%**)
 - Contribute both financially and with time and talent (**19.2%**)
6. Would you be willing to have a property tax increase to make improvements in your city?
- Yes (**36.5%**)
 - No (**63.5%**)
7. There are five lots that are vacant because of the fire in 2008. These lots are located downtown at 121 S. Main Street. What should be constructed on this site? (Select one answer)
- Retail (**68.3%**)
 - A city park (**10.8%**)
 - Nothing (**2.7%**)
 - Downtown parking (**3.5%**)
 - Retirement village (**1.9%**)
 - Residential housing (**0.7%**)
 - Gas station (**0.1%**)
 - Office (**0.6%**)
 - Others (please specify) _____
8. What priorities would you like to see in Maquoketa's economic development efforts? Please rank the following qualities from 1 to 6, with 1 as your highest priority and 6 as your lowest priority. (Please indicate your ranking on the spaces provided.)

1st (47.6%), 2nd (31.7%)

Increase the number of jobs in the city

2nd (30.4%)

Pay higher wages

3rd (30.7%), 4th (28.7%)

Provide more benefits to employees

4th (28.5%)

Hire local residents

5th (28.1%), 6th (41.9%)

Bring more skilled workers to our community

5th (28.2%), 6th (41.4%)

Do not pollute the environment

9. Please rank the **types of industries** you would like to see in Maquoketa from 1 to 9, with 1 as your highest preference and 9 as your lowest preference. (Please indicate your ranking on the spaces provided.)

1st (48.1%) Manufacturing
2nd (37.2%) Retail
3rd (21.1%) Tourism (food, hotel, recreational)
4th (17.1%), 5th (22.4%) Health care (hospital, personnel, clinic, etc.)
5th (22.2%); 6th (18.4%) Professional services (administrative, personal care, pet care, etc.)
6th (15.3%) Agricultural/mining
7th (17.7%); 8th (22.4%); 9th (30.4%) Financial services (finance, insurance, etc.)
 _____ Transportation
 _____ Construction
 _____ Other (please specify) _____

10. When you need local information, how USEFUL are the following sources? Please rate the usefulness of the following sources.

	Not at all useful (1)	Not Useful (2)	Uncertain (3)	Useful (4)	Very Useful (5)	Do not use	Average (don't use excluded)
Chamber/City website	8.5	9.1	24.8	23.8	7.4	26.4	3.2
Chamber Facebook page	8.8	9.4	32.8	12.5	4.5	32.0	2.9
e-Chamber First	8.3	8.7	33.4	9.8	4.0	35.8	2.9
Chamber Newsletter	7.9	7.8	27.3	18.1	7.7	31.2	3.1
Maquoketa Sentinel-Press	3.8	2.6	4.6	48.0	39.2	1.7	4.2
Shopper	3.5	3.7	7.4	47.3	36.4	1.7	4.1
Quad City Times	5.3	10.1	19.2	25.2	21.0	19.2	3.6
Dubuque Telegraph Herald	5.9	11.1	19.5	22.1	11.1	30.3	3.3
Documents at the library	6.4	4.3	27.2	24.6	11.3	26.1	3.4
KMAQ Radio	2.8	1.4	6.5	37.0	40.0	12.3	4.3
Jackson County Extension Office	4.2	6.0	23.0	27.6	12.2	27.0	3.5
Other (please specify) _____							

11. How would you rate the adequacy of housing in the Maquoketa area? Please rate each type of housing.

Housing type	There is a shortage	Enough or adequate	More than adequate (too much)	Average
Elderly housing	26.4	67.0	6.6	1.8
Apartments	35.5	58.4	6.1	1.7
Housing less than \$100,000	40.9	53.4	5.6	1.6
Housing between \$100,000 and \$200,000	19.2	59.5	21.3	2.0
New housing	44.1	49.9	6.0	1.6
Other (please specify) _____				

A. Where do you usually shop for the following items?								
	Do not buy	Maquoketa	Online	Dubuque	Quad Cities	Clinton	Iowa City/ Cedar Rapids	Other community (write name in blank)
Men's clothing	9.0	30.8	7.8	33.7	42.2	5.9	2.3	Davenport
Women's clothing	13.8	18	8.3	38.5	45.2	6.7	3.6	Davenport, Dewitt, Burlington
Children's clothing	28.3	20.5	6.7	27.9	36.2	4.8	2.4	Davenport
Shoes	0.1	23.5	9.6	37.4	47.8	7.8	2.7	Davenport
Major appliances	2.6	46.0	1.7	26.7	31.6	2.2	1.6	Davenport, Dewitt, Preston
Furniture	8.1	11.3	0.1	32.2	46.3	6.3	1.6	Davenport, Dewitt, Kewanee, Morrison, IL
Hardware	2.7	68.1	2.2	22.4	22.9	3.9	2.4	Davenport
Carpet/drapes, etc.	15.9	25.3	3.9	30.7	31.0	3.6	1.2	Davenport, Bellevue, DeWitt
Building supplies	8.6	33.6	0.3	41.6	37.0	4.7	1.9	Davenport
Lawn/garden needs	4.3	71.7	0.2	12.6	13.3	1.0	0.7	Davenport, Delmar, Preston
Groceries		95.5		12.5	8.0	1.2	1.6	
Meat	1.7	89.0		5.7	4.8	0.7	1.2	Davenport, Dewitt, Preston
TV/electronics	3.2	44.5	3.5	23.8	32.3	1.1	1.6	Davenport, Preston
Pharmacy services	0.4	91.0	0.9	2.7	2.4	0.5	0.8	Davenport, mail order
Gift shop items	14.7	51.1	5.5	18.7	26.8	3.2	1.9	Davenport, Dewitt, Des Moines
Jewelry	27.8	27.4	4.3	19.7	26.9	4.3	2.0	Davenport, Dewitt
Sporting goods	22.9	16.1	5.0	26.2	37.7	1.0	2.4	Davenport
Barbers	25.8	62.7	0.1	2.8	1.2		0.5	Bellevue, Preston, Springbrook
Beauty shops	21.1	62.9		5.7	5.1	1.0	0.2	Davenport, Dewitt, Preston, Springbrook
Dry cleaning	38.5	58.2	0.1	2.0	0.1	0.1		
New & used autos	5.4	66.8	3.2	16.8	11.4	1.7	2.7	Bellevue, Davenport, DeWitt, East Dubuque
Automotive service	4.0	85.4		4.7	2.3	0.9		Bellevue, Davenport, DeWitt, East Dubuque, Preston
Gasoline	1.3	89.8	0.1	5.5	6.7	1.0	2.9	Baldwin, Davenport, DeWitt, Preston
Fast foods	10.8	73.6		22.5	16.7	5.2	1.9	Davenport, DeWitt
Restaurants	2.6	65.1		33.9	32.2	7.2	3.1	Davenport, DeWitt, Bellevue, others
Paint & wallpaper	18.5	46.5	1.2	22.5	20.3	2.1	1.4	Davenport
Books	27.5	31.9	10.4	20.0	23.5	2.8	2.4	Chicago, Davenport
Entertainment	10.5	43.9	0.8	22.7	32.3	1.2	2.7	Bellevue, Davenport, Des Moines
Farm supplies	58.4	35.0		2.3	1.7	0.4		Bellevue, DeWitt
Music supplies	49.7	14.7	7.5	15.6	20.5	3.1	1.9	Davenport, Bettendorf
Fabric/craft	42.9	22.6	1.7	21.0	19.7	0.6	1.5	Davenport, Des Moines, Dubuque
Financial services	8.3	77.2	2.2	7.9	5.2	0.7	0.5	Baldwin, Clinton, Chicago, Davenport, DeWitt

B. What is the major reason you shop where you do? (Check as all that apply)								
	Lower cost	Wider selection	Product quality	Store personnel	Convenience	Service	To support that community	City shops
Men's clothing	27.2	83.9	26.7	7.0	11.5	8.8	0.3	Quad City
Women's clothing	30.5	80.6	26.9	5.1	9.7	5.7	1.2	Quad City
Children's clothing	31.6	78.0	30.1	4.9	9.2	7.3	0.3	Quad City
Shoes	26.8	81.0	36.2	4.9	7.7	6.3		Quad City
Major appliances	11.0	13.0	9.2	5.9	40.9	23.2	26.7	Maquoketa
Furniture	36.6	75.8	28.2	7.4	6.0	6.5	0.9	Quad City
Hardware	9.9	17.4	10.3	3.6	54.7	6.0	16.3	Maquoketa
Carpet/drapes, etc.	30.1	74.1	19.3	10.4	10.9	11.5	1.8	Quad City
Building supplies	44.5	53.6	20.7	3.5	13.9	10.0	7.0	Dubuque
Lawn/garden needs	12.3	10.7	5.9	3.0	56.1	6.7	17.5	Maquoketa
Groceries	19.8	15.4	12.9	7.2	69.6	7.9	21.4	Maquoketa
Meat	16.3	14.3	22.3	7.0	62.5	7.1	17.6	Maquoketa
TV/electronics	21.8	21.8	5.7	0.8	44.5	6.1	13.3	Maquoketa
Pharmacy services	14.4	6.5	6.8	9.3	66.3	13.2	14.0	Maquoketa
Gift shop items	17.1	23.4	7.2	6.0	48.7	5.5	11.3	Maquoketa
Jewelry	20.2	8.1	7.5	3.7	47.3	3.0	15.3	Maquoketa
Sporting goods	25.8	83.3	21.9	5.5	8.7	6.6	0.6	Quad City
Barbers	9.8	2.0	5.1	16.5	68.6	14.1	18.7	Maquoketa
Beauty shops	9.5	8.1	5.8	18.4	59.5	13.4	18.0	Maquoketa
Dry cleaning	3.8	2.0	4.2	7.8	63.9	9.9	26.5	Maquoketa
New & used autos	13.1	13.9	9.1	11.5	47.5	17.4	26.3	Maquoketa
Automotive service	14.4	8.5	12.1	13.6	57.5	22.8	20.3	Maquoketa
Gasoline	16.1	5.8	3.6	6.6	68.0	7.0	18.9	Maquoketa
Fast foods	13.3	12.2	3.7	3.0	70.1	4.9	10.9	Maquoketa
Restaurants	14.5	17.3	12.0	8.6	60.3	8.1	16.8	Maquoketa
Paint & wallpaper	11.3	16.3	6.2	1.9	59.0	4.8	15.4	Maquoketa
Books	27.8	26.4	5.1	5.3	53.7	3.9	3.3	Maquoketa
Entertainment	18.2	18.3	4.7	3.9	60.6	3.7	7.2	Maquoketa
Farm supplies	8.6	7.9	6.1	3.1	60.1	11.0	23.5	Maquoketa
Music supplies	31.3	58.6	24.7	10.6	13.8	8.9	1.8	Quad City
Fabric/craft	19.5	64.0	15.9	9.7	19.8	8.7	1.8	Dubuque
Financial services	6.2	4.3	7.7	13.0	56.1	18.8	15.7	Maquoketa

C. Rate Maquoketa as a place to buy the following items						
	Poor(1)	Fair(2)	Don't Know(3)	Good(4)	Very Good(5)	Average
Men's clothing	60.4	24.4	6.9	7.7	0.6	1.6
Women's clothing	59.5	22.2	13.0	4.5	0.7	1.6
Children's clothing	43.8	27.0	19.9	4.9	4.4	2.0
Shoes	68.3	22.7	3.1	5.3	0.7	1.5
Major appliances	30.3	34.3	6.8	23.1	5.5	2.4
Furniture	78.0	7.1	11.6	2.4	0.8	1.4
Hardware	9.0	39.7	6.4	34.1	10.7	3.0
Carpet/drapes, etc.	42.4	27.3	19.6	9.6	1.1	2.0
Building supplies	25.2	39.6	10.8	19.3	5.1	2.4
Lawn/garden needs	7.4	39.1	7.4	37.5	8.7	3.0
Groceries	3.9	20.3	2.3	48.4	25.1	3.7
Meat	2.3	19.5	5.7	39.2	33.2	3.8
TV/electronics	27.7	38.5	6.4	20.3	7.2	2.4
Pharmacy services	5.9	13.0	4.0	47.2	29.9	3.8
Gift shop items	24.3	33.3	15.5	18.8	8.2	2.5
Jewelry	28.9	29.6	21.7	15.0	4.7	2.4
Sporting goods	53.8	17.2	18.5	8.5	2.1	1.9
Barbers	2.3	23.6	21.2	37.5	15.4	3.4
Beauty shops	4.0	25.8	23.8	32.5	13.8	3.3
Dry cleaning	7.0	19.4	28.8	29.4	15.5	3.3
New & used autos	12.5	28.4	7.0	37.3	14.8	3.1
Automotive service	9.4	19.9	2.8	44.1	23.7	3.5
Gasoline	7.6	25.8	2.8	45.0	18.7	3.4
Fast foods	33.3	30.3	8.1	22.0	6.2	2.4
Restaurants	37.0	32.1	5.4	21.6	3.9	2.2
Paint & wallpaper	26.4	32.4	22.4	15.5	3.3	2.4
Books	36.6	29.5	25.7	7.3	1.0	2.1
Entertainment	35.5	35.4	13.4	13.2	2.4	2.1
Farm supplies	4.3	17.9	43.4	20.5	13.9	3.2
Music supplies	33.1	20.7	42.8	2.0	1.4	2.2
Fabric/craft	35.5	25.0	35.3	3.0	1.1	2.1
Financial services	7.4	27.8	9.6	42.8	12.4	3.3

DEMOGRAPHIC INFORMATION

In this section, demographic information is requested to give an accurate profile of respondents in your area. **To ensure confidentiality, your responses will be combined with the responses from others so that your individual information cannot be identified.**

1. To what extent have you participated in Maquoketa city government or city affairs in the past? (Choose all that apply)
 - a. Attended a city council meeting, city public forum or open house **(26.3%)**
 - b. Written/called local news media (e.g., newspaper, local radio, etc.) about city issues **(16.3%)**
 - c. Volunteered for something related to city issues **(11.9%)**
 - d. Been part of a city board/commission/task force **(4.2%)**
 - e. Ran for office **(2.5%)**
 - f. Regularly viewed televised government meetings **(27.3%)**

2. How old are you? 51.8 Years (range=24 to 92 years old)

3. Are you:
 - a. Male **(54.8%)**
 - b. Female **(45.2%)**

4. What is the highest level of formal education that you have completed? (Circle ONE)
 - a. Less than high school **(16.2%)**
 - b. High school diploma or GED certificate **(46.6%)**
 - c. Some college or technical school (no degree) **(17.4%)**
 - d. Undergraduate, graduate, or professional degree **(19.8%)**

5. What is your current marital status (Circle all that apply)
 - a. Married **(61.7%)**
 - b. Divorced or separated **(11.8%)**
 - c. Widowed **(12.0%)**
 - d. Single, living with a partner **(3.8%)**
 - e. Single, living without a partner **(10.7%)**

6. Please circle any of the following age ranges for everyone living in your household. (Circle all that apply)
 - a. Less than 5 years old **(16.7%)**
 - b. 5–18 **(39.9%)**
 - c. 19–29 **(19.8%)**
 - d. 30–44 **(35.8%)**
 - e. 45–64 **(37.6%)**
 - f. 65 and older **(27.5%)**

7. What is your present employment status? (Circle ALL that apply)
- a. Employed or self-employed on a full-time basis **(57.1%)**
 - b. Employed or self-employed on a part-time basis **(10.0%)**
 - c. Full-time homemaker **(4.7%)**
 - d. Retired **(24.2%)**
 - e. Unemployed **(4.0%)**
 - g. Other (please specify) _____
8. Circle the number for the category that best estimates your 2011 total household income (before taxes).
- a. Under \$25,000 **(26.7%)**
 - b. \$25,000–\$49,999 **(33.2%)**
 - c. \$50,000–\$74,999 **(20.5%)**
 - d. \$75,000–\$99,999 **(10.2%)**
 - e. \$100,000–\$124,999 **(5.0%)**
 - f. \$125,000–\$149,999 **(1.8%)**
 - g. \$150,000–\$199,999 **(1.3%)**
 - h. \$200,000 or more **(1.2%)**
9. Do you own or rent your current residence?
- 1. Own **(81.7%)**
 - 2. Rent **(18.3 %)**
 - 3. Other (please specify) _____
10. What type of home do you live in? (Circle ONE)
- a. Single family home **(85.1%)**
 - b. Condominium **(0.7%)**
 - c. Townhouse or duplex **(3.9%)**
 - d. Apartment **(5.0%)**
 - e. Mobile home **(4.0%)**
 - f. Other (please specify) _____

In the space below, please write any comment(s)/concern(s) you have regarding the future of Maquoketa.

Thank you for completing this questionnaire!

Please place the completed questionnaire in the enclosed envelope, seal it and place it in the enclosed plastic bag. Hang the bag on the handle of your front storm door for a community volunteer to pick up, or drop the sealed envelope at the Maquoketa Chamber of Commerce Office..