

Future Choices Survey, 2012
Summary of Data Analysis

Data gathering:

500 respondents were randomly selected using the salesgenie.com database
45 community volunteers distributed and collected the completed surveys
Data gathering lasted for 1 week
297 surveys were completed with a response rate of 67%

Respondent Profile based on original data:

Average age= 58 ranging from 24 to 91 years of age
65% were married
Household composition: 51% have at least one member of the household within the 45 to 64 years old, 33% with 65 years old and older
Education: 95% have at least HS diploma and higher
Employment: 63% employed; while 31% were retirees.
Workplace: Less than half of the respondents work in Maquoketa area.
The average years lived in Maquoketa area was 35 years.

Data analysis:

After presenting the in-depth analysis of the data to the steering committee, the data was recalculated using the weighting method due to over representation of 45-64 and 65+ age range. The 2006-2010 American Survey census indicates that there are 34% within the 45-64 years old and 26% in the over 65+ age bracket. However, the survey shows that were 49% of the respondents within the 45-64 years olds and 31% within the 65+ bracket. Another discrepancy is the over representation of those who have some college degree and over (27.7% and 36.7% from the survey compared to 17.3% and 19.8% from the census data). The data was weighted against age and education.

For data details, please see the questionnaire with corresponding data on each category. Also available is the grouping of the data in a separate file.

The questions revolved around residents' perception on the economic status of Maquoketa, their future vision for Maquoketa, and quality of life assessments.

Living in Maquoketa

1) Most important factors **why they live** in Maquoketa:

- a. safe place (low crime rate) (4.8),
- b. clean environment, amenities (banks, grocery stores, etc.), quality of public school education (4.5),
- c. affordable housing (4.4),
- d. employment or job opportunities, provides financial benefits and employs local people (4.3),
- e. good provision of basic services by city, availability of good retail or shopping, not overcrowded with people (4.2),
- f. learning opportunity/higher education, family-kid friendly activities available (4.1),
- g. convenient location, and accessibility to locally grown products (4.40)

2) Why Maquoketa **stands-out** compared to other towns:

- a) accessibility to community college program , convenient location (4.1),
- b) small-town feel (4.0)

3) **Serious Issues** in Maquoketa

- a) availability of good paying jobs, downtown retail, selection of products in the downtown area (4.3),
- b) attractiveness of downtown area/store fronts, Drug abuse, including alcohol abuse (4.2),
- c) professional job opportunities, redevelopment of downtown fire/cleanup site (4.1), and
- d) number of manufacturing industries (4.0)

4) Only 11% of the total respondents were **happy with the economic condition** in Maquoketa (average score= 2.2)

5) 14% rated Maquoketa as a **good place to live** (average score=2.8)

Vision for Maquoketa

6) More than 2/3 (70%) of the respondents think that Maquoketa is still **far away from the ideal** Maquoketa they envisioned (average score=2.2).

7) How would like Maquoketa to be **10 years from now**

A community with:	Average score
Decent wages to its employees	4.6
Good leaders	4.5
Excellent K–12 education	4.5
Employment to its residents and surrounding communities	4.4
Excellent health care service and facilities	4.4
Higher education	4.3
Attractive, affordable housing opportunities for families, elderly, special needs populations	4.3
Diverse, vibrant downtown	4.2
Many volunteers and good coordination among government/private/nonprofit agencies	4.2
Environmentally clean community	4.1
A bedroom community	2.8
The same as today	1.9

8) Priorities for economic development

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

2nd (30.4%)

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

4th (28.5%)

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

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

Increase the number of jobs in the city

Pay higher wages

Provide more benefits to employees

Hire local residents

Bring more skilled workers to our community

Do not pollute the environment

9) To be constructed at 121 S.Main Street

- a. Retail (68.3%)
- b. A city park (10.8%)
- c. Nothing (2.7%)
- d. Downtown parking (3.5%)
- e. Retirement village (1.9%)
- c. Residential housing (0.7%)
- f. Gas station (0.1%)
- g. Office (0.6%)

10) **Volunteerism** - If there are changes/improvements to your city, would you be willing to help in one of the following ways?

- a) Financially to the project (6.7%)
- b) Volunteer time or talent (74.1%)
- c) Both financially and with time and talent (19.2%)

11) Property Tax Increase

- a) Yes (36.5%)
- b) No (63.5%)

12) **Housing** – shortage of housing by type

- a. There is enough housing for all housing types (new housing, housing less than \$100,000, apartments, elderly housing, and housing between \$100,000 and \$200,000). Average score ranges from 1.6 to 2.0 (1=shortage to 3=more than adequate).

13) Shopping behavior

- a. Shopping Areas: Maquoketa for convenience – Major appliances, Hardware, Lawn/garden needs, Groceries, Meat, TV/electronics, Pharmacy services, Gift shop items, Jewelry, Barbers, Beauty shops, Dry cleaning, New & used autos, Automotive service, Gasoline, Fast foods , Restaurants , Paint & wallpaper , Books , Entertainment, Farm supplies, and Financial services
- b. Quad City for wider selection - Men’s clothing, Women’s clothing, Children’s clothing, Shoes, Furniture, Carpet/drapes, etc., and Sporting goods
- c. Dubuque for wider selection – Building supplies, Fabric/craft

14) Special request for in-depth analysis was done as per request by members of the steering committee. Demographic characteristics such as age, gender, income, education, employment and other perception questions were correlated with health issues, drug abuse as major issue, willingness to have property tax increase and volunteer pattern. For actual values, see “org_vs_weighted_indepth_analysis.xls”.

	Rating as a place to live	Drug abuse as an issue	Stands out-medical care/facility	Employer-sponsored health insurance as serious issue	Excellent health care service/facility-10 years from now	Property tax increase	Volunteer Time/talent/financial
Age	+ cor	- cor	+ cor	not sig	+ cor	sig	sig
Gender	not sig	not sig	not sig	sig	not sig	not sig	not sig
Education	sig	not sig	sig	sig	sig	sig	sig
Employment	sig	sig	sig	sig	sig	not sig	not sig
HH income	sig	not sig	not sig	not sig	sig	sig	sig
Number of years lived	+ cor	not sig	+ cor	not sig	+ cor	not sig	not sig
Residence (inside/outside city limit)	not sig	not sig	not sig	not sig	not sig	not sig	not sig
Works in Maquoketa	sig	not sig	sig	sig	not sig	not sig	not sig
How far Maquoketa is from ideal Maquoketa (1=very far away to 5=not all far away)	+ cor	not sig	+ cor	not sig	not sig	not sig	not sig
happy with the present economic condition	+ cor	not sig	+ cor	not sig	+ cor	not sig	not sig
Downtown Serious issue	not sig	not sig	+ cor	+ cor	+ cor	sig	sig
Rating as a place to live		not sig		not sig	+ cor	not sig	not sig