

Why Do A Survey?

The survey gives the visioning steering committee objective, representative information for the goal-setting phase of community visioning. The quantitative data collected from survey responses complements the qualitative information gathered from the focus groups at the transportation assets and barriers workshop.

The modes of transportation that residents use and the routes they take suggest suitable types of transportation enhancements in these areas. Having a sense for people's willingness to help either financially or with their time is important because many transportation enhancements are funded from multiple sources, including grants, private donations, in-kind contributions, and volunteers. Understanding what types of improvements are important to residents gives the committee insight into how to prioritize projects.

How Is It Done?

With assistance from Iowa State University's Survey Research Services staff in the Center for Survey Statistics and Methodology (CSSM-SRS), ISU visioning program staff conducted a survey to better understand the transportation patterns and behaviors, needs and desires of Clarion residents. Surveys were mailed to 400 randomly selected residents living in Clarion and the surrounding area. To increase the response rate, the study was publicized through the local media and follow-up packets were mailed to nonrespondents. With adjustments for ineligible respondents (e.g., incorrect addresses, no longer living in the community), the final sample size was 345. A total of 174 people returned surveys, for a response rate of 50.4%. (A response rate of 20% is considered valid.)

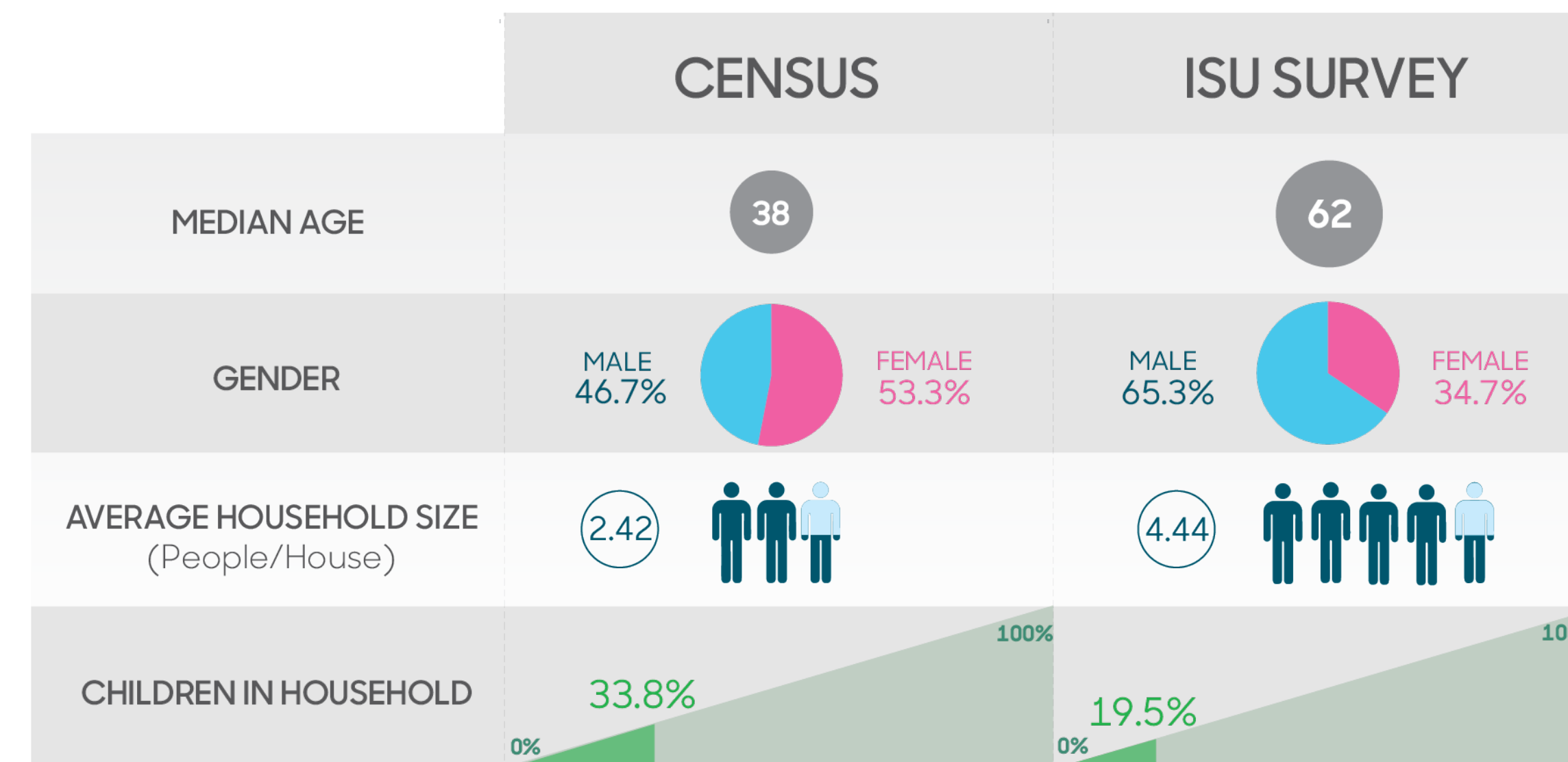
What Did We Find Out?

We asked survey recipients what routes they used most often for going to work, walking, and biking. We also asked whether or not residents would like a recreation trail and where they think it should be. We also discovered what residents think is most important in terms of transportation enhancements that address issues such as accessibility, mobility, and safety. Finally, we learned whether or not residents are willing to contribute their time or their financial resources to making enhancements to Clarion. This series of boards summarizes the results of the survey as follows:

- Willingness to Help
- Enhancement Priorities
- Commuting Routes
- Walking Routes
- Biking Routes
- Desired Trail Routes

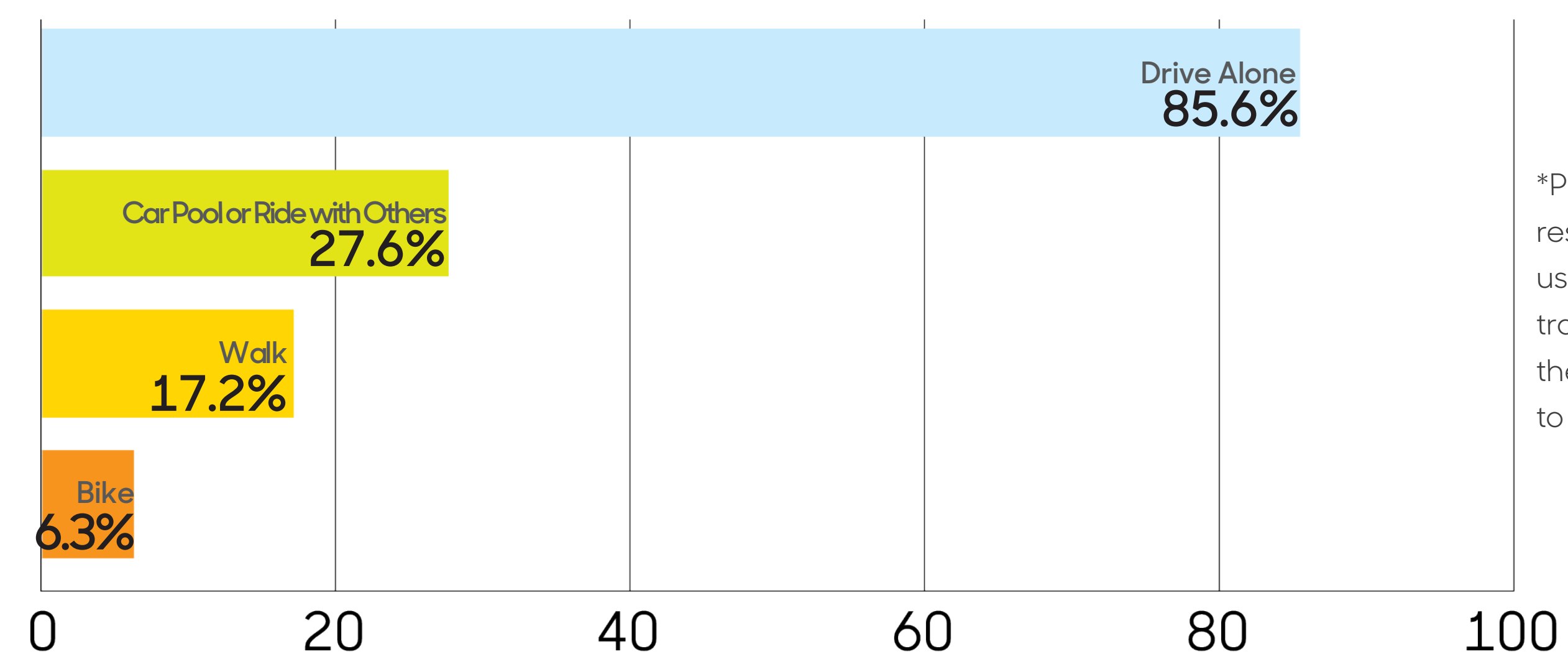
How Did We Do?

The demographics of the respondents are somewhat different from those obtained from the 2015 American Community Survey Five-Year Estimate. For example, the survey respondents median age of 62 is significantly older than the 2015 estimated average age for Clarion residents of 38. In terms of gender, males are overrepresented in the survey sample. The average household size from the survey sample is significantly higher than the 2015 estimates, but the number of children in the household is significantly lower.



How Do Clarion Residents Travel?

Most survey respondents drive to important destinations such as the convenience store, the post office, school, and church (85.6%). Nearly 30% car pool or ride with someone else. Some people indicated that they walk or bike, but the primary mode of transportation in Clarion is by vehicle.



*Please note that some respondents indicated that they use more than one mode of transportation to get to work; therefore, percentages add up to more than 100%.