

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, behaviors, needs, and desires of Madrid residents. Surveys were mailed to 300 randomly selected residents living in Madrid 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 279. A total of 102 people returned surveys, for a response rate of 36.6%. (A response rate of 20% is considered valid.)

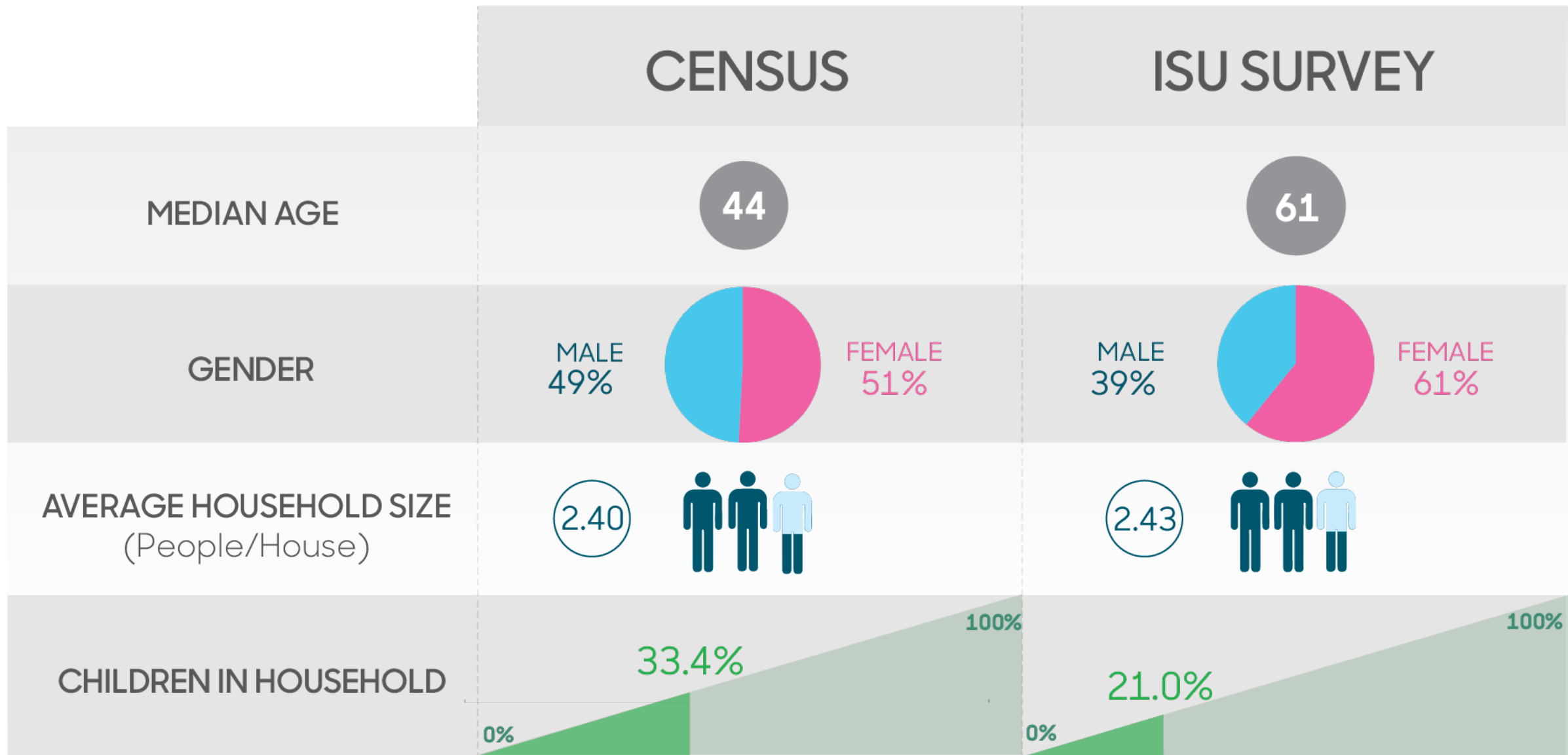
What Did We Find Out?

We asked survey recipients what routes they use most often for going to work and walking. In addition, we asked what qualities and features are important to cyclists and trail users. 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 Madrid. This series of boards summarizes the results of the survey as follows:

- Willingness to Help
 - Enhancement Priorities
 - Commuting Routes
- Walking Routes
 - Desired Qualities

How Did We Do?

The demographics of the respondents are somewhat different from those obtained from the 2019 American Community Survey Five-Year Estimate. For example, the survey respondents median age of 61 is significantly older than the 2019 estimated average age for Madrid residents of 44. In terms of gender, the percentage of female survey respondents is 10% higher than that of the census. Average household size of survey respondents is slightly higher than the 2019 estimate. The percentage of households with children among survey respondents is significantly lower than that of the 2019 estimated percentage.



How Do Madrid Residents Travel?

Most survey respondents drive to important destinations such as the convenience store, the post office, school, and church (86.9%). More than 22% car pool or ride with someone else. More than 21% of participants indicated that they walk, and 13.1% bike to destinations.

