

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 Tama residents. Surveys were mailed to 280 randomly selected residents living in Tama 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 252. A total of 67 people returned surveys, for a response rate of 26.6%. (A response rate of 20% is considered valid.)

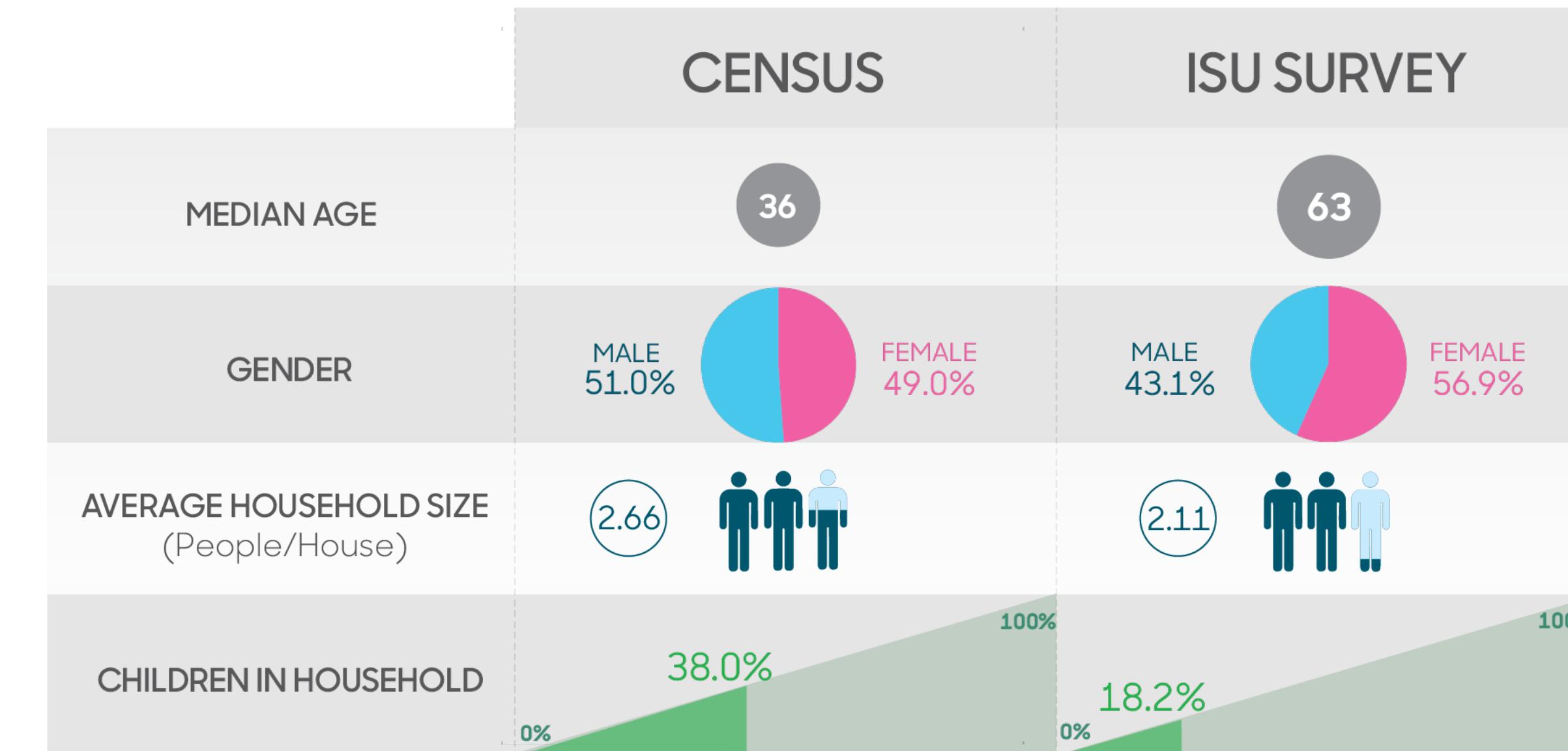
What Did We Find Out?

We asked survey recipients what routes they use most often for going to work, walking, and biking. In addition, we asked what qualities and features are important during these activities. 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 Tama. This series of boards summarizes the results of the survey as follows:

- Willingness to Help
- Enhancement Priorities
- Commuting Routes
- Walking Routes
- Biking Routes
- Regional Biking Routes

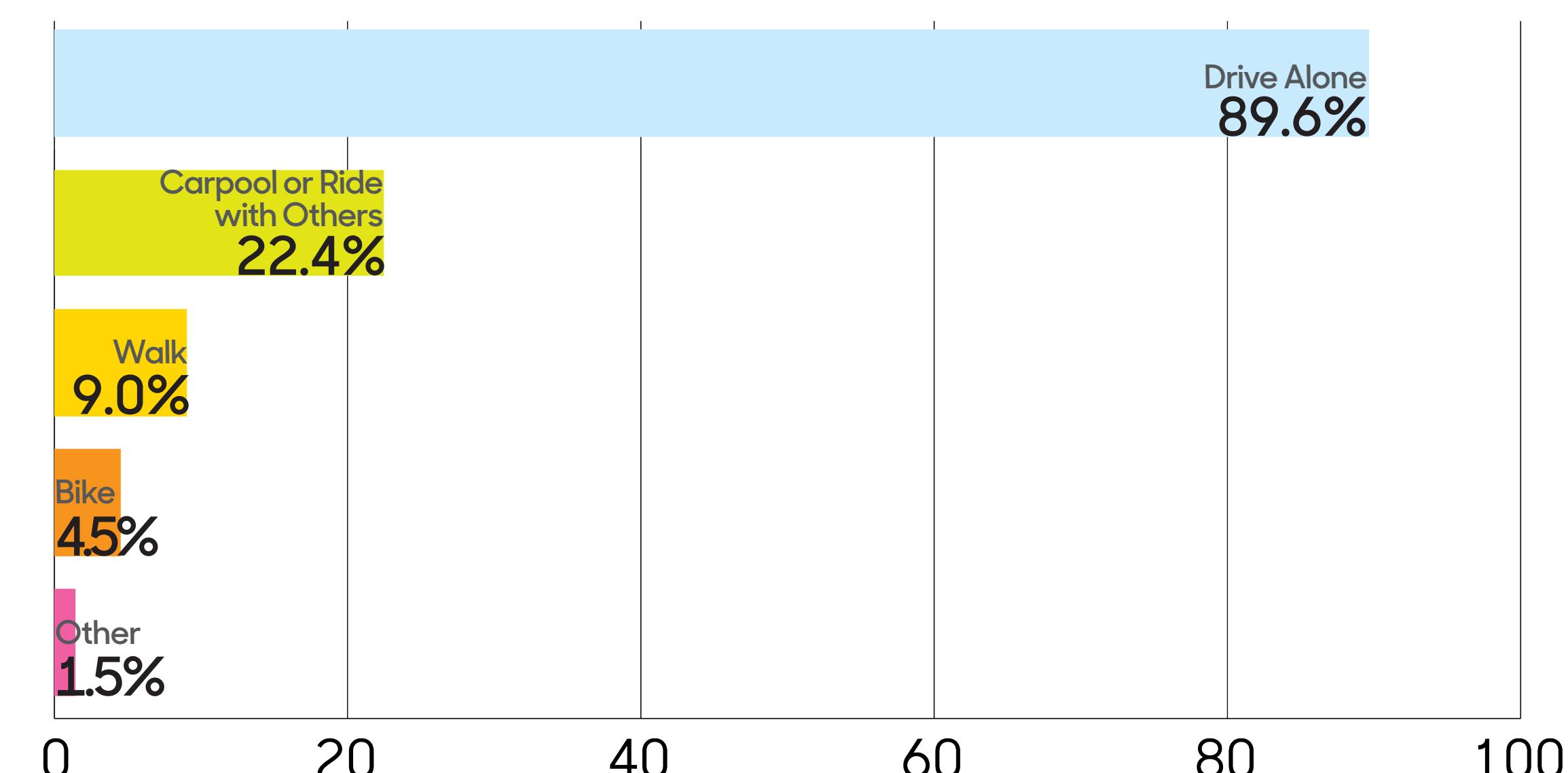
How Did We Do?

The demographics of the respondents are quite different from those obtained from the 2019 American Community Survey Five-Year Estimate and the World Population Review. For example, the survey respondents median age of 63 is nearly twice that of the 2019 estimated average age for Tama residents of 36. In terms of gender, the percentage of female survey respondents is significantly higher than that of the census. Average household size of survey respondents is much lower than the 2019 estimate, as is the percentage of households with children among survey respondents compared to census data.



How Do Tama Residents Travel?

Most survey respondents drive to important destinations such as the convenience store, the post office, school, and church (89.6%). More than 22% car pool or ride with someone else. Nine percent of participants indicated that they walk, 4.5% bike, and 1.5% use another form of transportation.



*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%.