

## Independence Resident & Visitor Survey

### Q1 What comes to mind when you think of Independence, Iowa, or when someone asks you to describe the community?

Answered: 194 Skipped: 0

#	Responses	Date
1	The wonderful people here.	7/11/2016 9:57 AM
2	A welcoming community - home.	7/11/2016 9:22 AM
3	Small town, mental health institute	7/9/2016 10:51 AM
4	Small town pride. We value our history but are always working on expansion.	7/8/2016 12:04 PM
5	A small town that is safe and community focused. Excellent place to raise a family.	7/8/2016 8:57 AM
6	Safe	7/7/2016 9:33 PM
7	Small friendly farm town where everyone tries to help everyone which is in need	7/7/2016 5:15 PM
8	Home	7/7/2016 4:44 PM
9	A quite community. I am proud to live in Independence. I have tried living in other surrounding towns and none compare to Independence. This is a place where I want to raise my children.	7/7/2016 4:01 PM
10	Small friendly town with lots of needs and wants available, for example, shopping, grocery stores, gyms etc	7/7/2016 12:59 PM
11	Friendly, supportive, have each others backs. Excellent Parks & Recreation. Police officers very community oriented and approachable.	7/7/2016 9:12 AM
12	A great small town	7/7/2016 7:49 AM
13	Small	7/6/2016 11:23 PM
14	Small town charm. Way too many Caseys.	7/6/2016 10:24 PM
15	The river, not much going on here, small town.	7/6/2016 10:00 PM
16	The river, small, not a lot to do.	7/6/2016 9:52 PM
17	Great place to live. Good schools, great neighbors, low crime rate	7/6/2016 9:49 PM
18	A great pace to raise your kids but high property taxes.	7/6/2016 9:25 PM
19	It is a wonderful community. It is convenient because it is 30-60 minutes away from everything. I like to tell people that it is the center of the universe.	7/6/2016 8:46 PM
20	Warm and welcoming community	7/6/2016 8:01 PM
21	Expanding town that is investing in our children's future	7/6/2016 7:58 PM
22	Quaint small town, lots of parks and trees , community focused , great schools .	7/6/2016 6:47 PM
23	4th of July celebration	7/6/2016 6:34 PM
24	Home. Independence is home with all the good and the bad. It has changed a lot in the 63 years I've lived here but it is still home.	7/6/2016 5:15 PM
25	Growth	7/6/2016 4:21 PM
26	The river	7/6/2016 4:15 PM
27	Safe	7/6/2016 4:10 PM
28	River & historic buildings	7/6/2016 4:06 PM
29	A good community that is forward thinking with a young up and coming group of people who have taken leadership positions. They are making things happen.	7/6/2016 3:48 PM
30	Peaceful	7/6/2016 3:47 PM

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31	Clean, nice community,	7/6/2016 3:40 PM
32	Small town feel, nice community, heck of a fireworks display on the 4th of July, Brand-new high school with many up grades in sports complex,	7/6/2016 3:35 PM
33	Mayberry, with Aunt Bee and business men you know by name and just down home comforts.	7/6/2016 3:25 PM
34	My kind of town	7/6/2016 3:15 PM
35	Growing, friendly, pretty, good shopping	7/6/2016 2:58 PM
36	small town, family	7/6/2016 2:51 PM
37	The Wapsi/Mill	7/6/2016 2:46 PM
38	That's its my hometown, that there is alot of great things happening alot of the time	7/6/2016 2:46 PM
39	Home	7/6/2016 2:39 PM
40	Small, friendly community	7/6/2016 2:25 PM
41	Great place to grow up	7/6/2016 2:23 PM
42	Great community	7/6/2016 2:04 PM
43	Average Iowa County seat town.	7/6/2016 1:49 PM
44	Friendly hometown feel. We are that "Iowa Nice" town	7/6/2016 1:28 PM
45	Wapsie	7/6/2016 1:13 PM
46	Small town feel. Excellent teachers	7/6/2016 1:09 PM
47	Potential	7/6/2016 12:30 PM
48	The Mill, MHI	7/3/2016 8:15 AM
49	Growth. I grew up in Independence. There wasn't much to do and nothing had been maintained very well. Since I moved back to Independence as an adult I have witnesses a tremendous amount of growth in the community. The community now has facilities that people can enjoy in their free time, i.e. movie theater, RiversEdge. The parks have significantly improved as well. I have also been impressed with the community involvement. People no long just complain about how things need to improve, they actually get involved.	6/29/2016 8:11 PM
50	A mess	6/29/2016 10:23 AM
51	The first thing that comes to mind is 'home". It's a wonderful place to raise a family. There are things I'd like to change about our town though. It seems that the city council has many nonproductive arguments, things get petty, and things get personal. I wish we could change that. We have a wonderful library and schools. Although, there is some problems within the school board that could be fixed. But that takes a vote and the people of independence must do that. All in all though we have a wonderful little town.	6/29/2016 7:06 AM
52	Great community with much to offer its residents. Great place to raise a family. Wonderful new middle/ highschool, outstanding, progressive library, soon to be finished zero entrance swimming pool, hospital with wellness center, many churches, restaurants, shopping, parks, walking trails, airport, river activities etc. Close to four- lane highway and larger cities (Waterloo & Cedar Rapids).	6/28/2016 7:58 PM
53	Wapsi River	6/27/2016 7:32 PM
54	Needs an economic boost.	6/27/2016 11:30 AM
55	Friendly town	6/27/2016 9:07 AM
56	lots of nice SHOPS to shop downtown, in the community Grandma Debbie's, Laree's, K & S, Marys Flowers Patch, Hartig's, Primitive Peddler (not been there yet), gd eating places: Lucky B, Ariana's, Buttermilk, a new place to try soon Wachha's, a few friendlier people in small shops....on going activities at the Riverwalk (not been there yet), try soon. Lots of places to drive by for ideas, near golf course, MHI and NE part of town.	6/26/2016 9:55 PM
57	Small but growing, supportive community,	6/26/2016 5:04 PM
58	Gfhhn	6/26/2016 3:45 PM
59	4th of July celebration , MHI,	6/26/2016 3:12 PM
60	Great place to raise a family	6/26/2016 2:39 PM
61	small town Iowa	6/26/2016 11:40 AM

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62	Friendly, small town feel. Everyone knows everyone. Good hearts.	6/26/2016 8:35 AM
63	Small town hospitality and friendliness	6/25/2016 4:48 PM
64	The Mill	6/25/2016 8:51 AM
65	The Wapsi, what Downtown was when I was a kid in the 70's, and glad people are trying to bring business and people back downtown, our new high school and sports complex.	6/25/2016 7:56 AM
66	nice place	6/24/2016 10:09 PM
67	Friendly	6/24/2016 2:35 PM
68	I think of Independence as being historic town ,with a beautiful Mill.	6/24/2016 2:08 PM
69	Small hometown	6/23/2016 10:14 PM
70	Home	6/23/2016 8:30 PM
71	Recreation Opprotunities	6/23/2016 12:26 PM
72	Wapsie Mill and great farmers market	6/23/2016 9:18 AM
73	Hometown friendly	6/23/2016 6:43 AM
74	Keeps to themselves, activities are usually the same thing every year so its hard to find new people or groups to join because the activities arent always of interest to new people or even current residence (big fan of the zombie run, that was new and exciting...had a great time)	6/23/2016 6:23 AM
75	Self centered, everything happens here	6/22/2016 10:15 PM
76	Small Iowa town with friendly people	6/22/2016 9:53 PM
77	Friendly	6/22/2016 9:43 PM
78	beautiful city with nice location along the river...	6/22/2016 9:34 PM
79	River,mill	6/22/2016 9:06 PM
80	Small river town	6/22/2016 8:05 PM
81	Friendly, hard working	6/22/2016 6:23 PM
82	The Old Mill	6/22/2016 4:41 PM
83	Very political community, you have to have the right last name	6/22/2016 3:25 PM
84	Small town Iowa and mhi	6/22/2016 3:08 PM
85	good place to raise a family	6/22/2016 2:28 PM
86	People helping people.	6/22/2016 1:42 PM
87	I describe it as the home for my family! Nice quiet town with not a lot of crime	6/22/2016 12:28 PM
88	Growth and development	6/22/2016 11:55 AM
89	Community, acceptance, pride	6/22/2016 11:47 AM
90	Very clicky and not really welcoming to new residents.	6/22/2016 11:45 AM
91	History. Mill Race track	6/22/2016 11:41 AM
92	The old mill.	6/22/2016 11:32 AM
93	Small town and a place I was born and raised. Where I am raising my kids.	6/22/2016 11:32 AM
94	History... Americas Fame is in our name!	6/22/2016 11:19 AM
95	Quite friendly town.	6/22/2016 11:15 AM
96	Welfare office	6/22/2016 11:08 AM
97	Home	6/22/2016 11:06 AM
98	Small town living...where people in the businesses know you by first name;)	6/22/2016 11:04 AM
99	The Old Mill. The Wapsipinicon River. It is a growing community that has changed for the better over the last few decades! New library, new high school, new pool underway, new addition to hospital!	6/22/2016 10:57 AM

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100	Friendly	6/22/2016 10:48 AM
101	small town, friendly, family living	6/22/2016 10:43 AM
102	very peaceful and clean	6/22/2016 10:19 AM
103	Loving, caring community	6/22/2016 10:18 AM
104	Active and entertaining. Lots of activities to participate in. Many places of quality employment.	6/22/2016 8:51 AM
105	Public friendly but concerning that the public does not see much of our community leaders like the city manager.	6/22/2016 8:30 AM
106	great town	6/22/2016 8:01 AM
107	A town, that does not have what it should have for a town its' size. Poorly managed, bad decisions made for the town	6/21/2016 8:11 PM
108	Over taxed	6/21/2016 7:07 PM
109	4th of July and great small town atmosphere	6/21/2016 11:43 AM
110	bedroom town in mid America.	6/21/2016 7:32 AM
111	Quaint and friendly	6/21/2016 7:08 AM
112	Hometown	6/20/2016 11:38 PM
113	High taxes	6/20/2016 10:16 PM
114	Friendly caring folks, SAFE.	6/20/2016 8:20 PM
115	5-6000 people. Tight knit. Friendly. 4th of July	6/20/2016 8:19 PM
116	Small community located nicely between Cedar Rapids and Waterloo/Cedar Falls.	6/20/2016 8:06 PM
117	Family	6/20/2016 7:20 PM
118	Nice small town	6/20/2016 7:04 PM
119	Friendly community that continues to grow and thrive	6/20/2016 5:57 PM
120	Family	6/20/2016 5:29 PM
121	They have a great band!	6/20/2016 4:28 PM
122	A small friendly community that is a very good place to live and raise a family.	6/20/2016 4:23 PM
123	Small town with Walmart and other stores for most of your needs	6/20/2016 3:56 PM
124	Safe, family-like, proud.	6/20/2016 3:25 PM
125	Small town the river	6/20/2016 3:10 PM
126	The Mill, 4th of July Celebration, MHI, great schools with a tradition of excellence in music education. Long-time residents dedicated to the community.	6/20/2016 3:09 PM
127	Political	6/20/2016 3:08 PM
128	Home. Friendly. Small town. In need of more local business.	6/20/2016 2:58 PM
129	Wapsipinicon River town	6/20/2016 2:15 PM
130	Safe and friendly	6/20/2016 1:54 PM
131	Small town, great people, beautiful high school, library	6/20/2016 1:37 PM
132	small town Iowa/independence day celebration	6/20/2016 1:37 PM
133	Supportive, pride in history	6/20/2016 12:18 PM
134	Good neighborhoods	6/20/2016 12:13 PM
135	The old mill and MHI. Community is close knit but can be closed minded.	6/20/2016 11:49 AM
136	Great town to live in.	6/20/2016 11:46 AM
137	A city where there is a lot of potential, if everyone just puts in the effort to get it to the next level. There are lots of good things already happening, but we need to get the bar higher and more effort from everyone.	6/20/2016 10:49 AM
138	Boring. Dirty.	6/20/2016 10:32 AM

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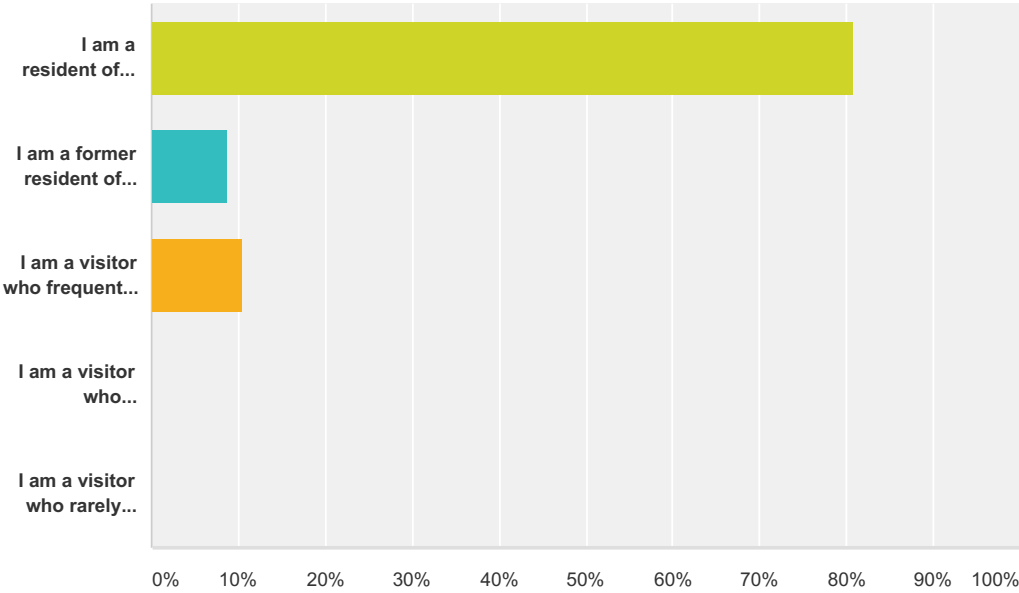
139	Small	6/20/2016 10:15 AM
140	Welcoming community of people of all abilities	6/20/2016 10:13 AM
141	Home	6/20/2016 10:04 AM
142	Small river town in Eastern Iowa.	6/20/2016 10:00 AM
143	Interesting shops and points of interest.	6/20/2016 9:56 AM
144	The slogan Americas fame is in our name. And a quiet small town which I love!	6/20/2016 9:45 AM
145	Friendly people, beautiful river, nice campground, great youth sports facilities.	6/20/2016 9:44 AM
146	Nice	6/20/2016 9:29 AM
147	Because of the name "Independence" I think of patriotism. I also think of the small business owners on main street plus the historic Mill.	6/20/2016 9:28 AM
148	A small town, which is very tight knit, if you know the right people or have the disposable income to participate in activities. Even trying to volunteer, we were passed over.	6/20/2016 9:28 AM
149	Our award winning band and our new junior/senior high school	6/20/2016 9:21 AM
150	Nice community but unfortunately school system is going down hill with bullying and overspendind	6/20/2016 9:20 AM
151	A nice community in which to live, work and raise your family.	6/20/2016 8:15 AM
152	Nice community.	6/20/2016 7:45 AM
153	Very CLOSED OFF, NOT INCLUSIVE TO OUTSIDERS, CLICK-ISH, LIKE A GROUP OF 'MEAN GIRLS.	6/20/2016 7:37 AM
154	Good schools, river,	6/20/2016 7:33 AM
155	small community, with growing amenities	6/20/2016 7:27 AM
156	Mustangs....everything is focused on sports.	6/20/2016 7:06 AM
157	Small town, home	6/20/2016 6:46 AM
158	A good place to live and raise a family	6/20/2016 4:29 AM
159	July 4th activities	6/20/2016 12:23 AM
160	Great small town living. Perfect place to raise your kids	6/19/2016 11:56 PM
161	Family community, long term home	6/19/2016 11:50 PM
162	Small town Iowa. River town. Warm people	6/19/2016 11:46 PM
163	America, small town pride, community involvement	6/19/2016 11:37 PM
164	A small town that has lots of things to do and a warm community	6/19/2016 11:27 PM
165	it has a beautiful library....I love it!!!	6/19/2016 10:51 PM
166	Stagnant with lots of potential for revival and updating.	6/19/2016 10:38 PM
167	A great place to live and raise a family.	6/19/2016 9:55 PM
168	Quaint and friendly, yet disconnected and uninformed.	6/19/2016 9:05 PM
169	pleasant	6/19/2016 9:04 PM
170	Close-knit, small community	6/19/2016 9:04 PM
171	midwest comminuty	6/19/2016 12:16 PM
172	Small town Iowa at it's best. All the necessary amenities you need so that you really never have to leave town to get anything (clothes/food/entertainment/etc)	6/19/2016 7:55 AM
173	Small town in NEIA that is growing slowly but surely.	6/18/2016 9:23 AM
174	Geographically well situated between Waterloo, Cedar Rapids, Dubuque, and Northeast Iowa. Pretty river town.	6/17/2016 8:53 PM
175	Independence fame is in our name	6/17/2016 8:33 PM
176	High taxes. Yes, it is a great place to live, but we almost can't afford to live here anymore due to all the taxes.	6/17/2016 8:23 PM
177	The Mill, MHI and the Wapsi River	6/16/2016 12:01 PM

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178	Small town and friendly	6/16/2016 10:34 AM
179	Wapsipinicon Mill. Clean community.	6/16/2016 7:51 AM
180	A scenic city.	6/15/2016 10:49 PM
181	the river, the Mill, the hub of the junction of 20 and 150, lots going on, new school	6/15/2016 9:42 PM
182	Non-diverse, selectively inclusive, expensive in comparison to quality.	6/15/2016 4:21 PM
183	A community with a great 4th of July celebration and many other events for the public. The community is very welcoming and has a great small town feel	6/14/2016 11:18 AM
184	Home. 4th of July. Small town. Safe. Close nit group. Friendly.	6/14/2016 11:02 AM
185	Just the right size to have access to conveniences with a small town feel. A place with good schools and library.	6/13/2016 10:08 PM
186	Nice community to raise a family in. Awesome school facility, library, recreation. A lot of politics.	6/13/2016 3:19 PM
187	A great place to live, lots of investment in the future	6/13/2016 2:49 PM
188	City transitioning from being divided on lots of issues to one that is progressing and evolving	6/13/2016 12:49 PM
189	home	6/13/2016 7:28 AM
190	a	6/11/2016 11:04 AM
191	Small town	6/11/2016 10:52 AM
192	.	6/10/2016 10:17 AM
193	Friendly, supportive and progressive	6/9/2016 7:01 PM
194	Hometown Wapsi Mill River Losing cohesion, but seeing more younger entrepreneurs. A few older vocal cheap grouches. Great school facility, several remarkable teachers & aides. On the brink of a resurgence. Need to nurture & involve new volunteers and leaders in some stalwart historical loving groups. Opportunities	6/9/2016 5:35 PM

### Q2 Which answer best describes your relationship to Independence?

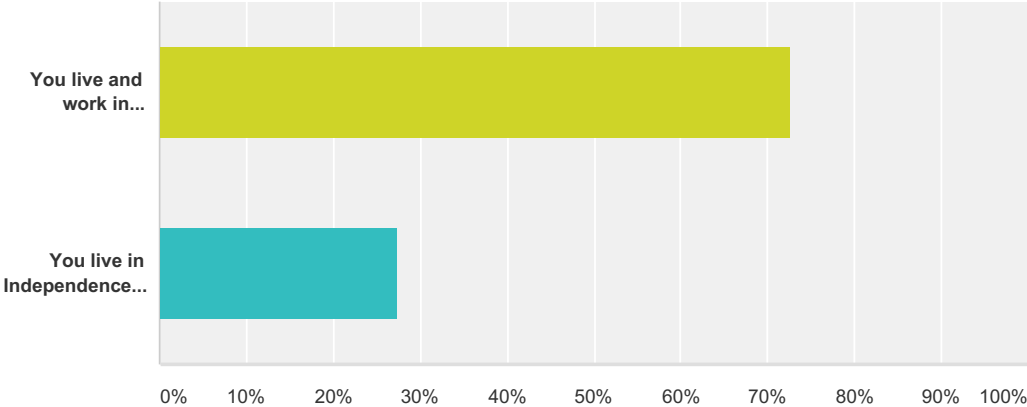
Answered: 192 Skipped: 2



Answer Choices	Responses	
I am a resident of Independence	80.73%	155
I am a former resident of Independence	8.85%	17
I am a visitor who frequently travels to Independence	10.42%	20
I am a visitor who occasionally travels to Independence	0.00%	0
I am a visitor who rarely travels to Independence	0.00%	0
<b>Total</b>		<b>192</b>

### Q3 Which of the following best describes you:

Answered: 154 Skipped: 40

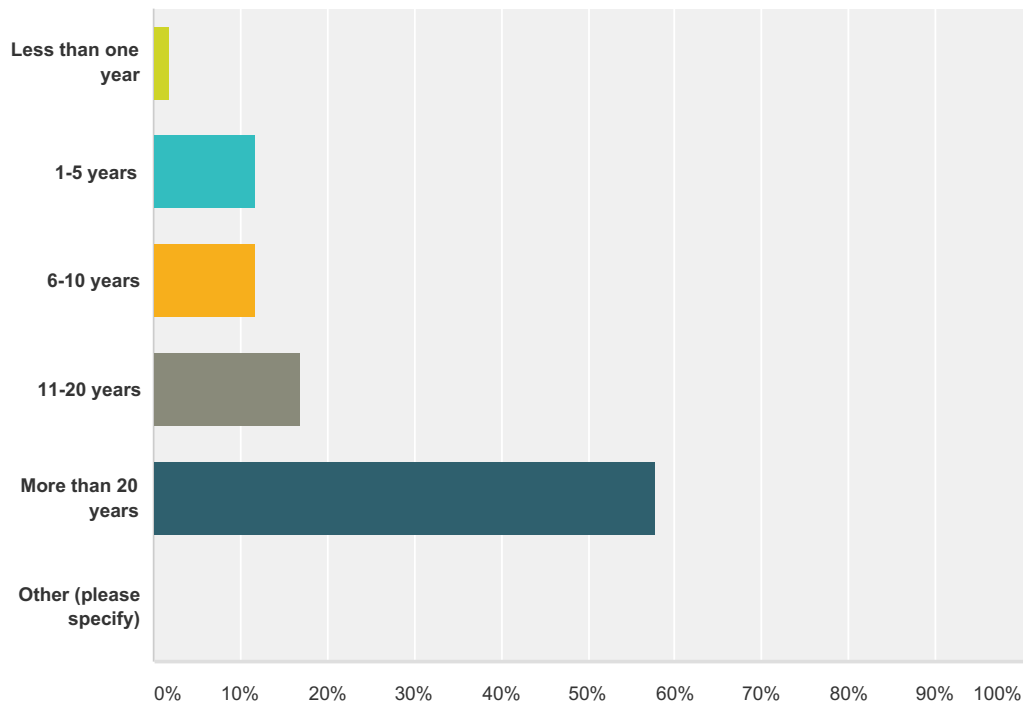


Answer Choices	Responses
You live and work in Independence	72.73% 112
You live in Independence, but work outside of Independence	27.27% 42
<b>Total</b>	<b>154</b>



### Q4 Approximately how many years have you been a resident of Independence?

Answered: 154 Skipped: 40



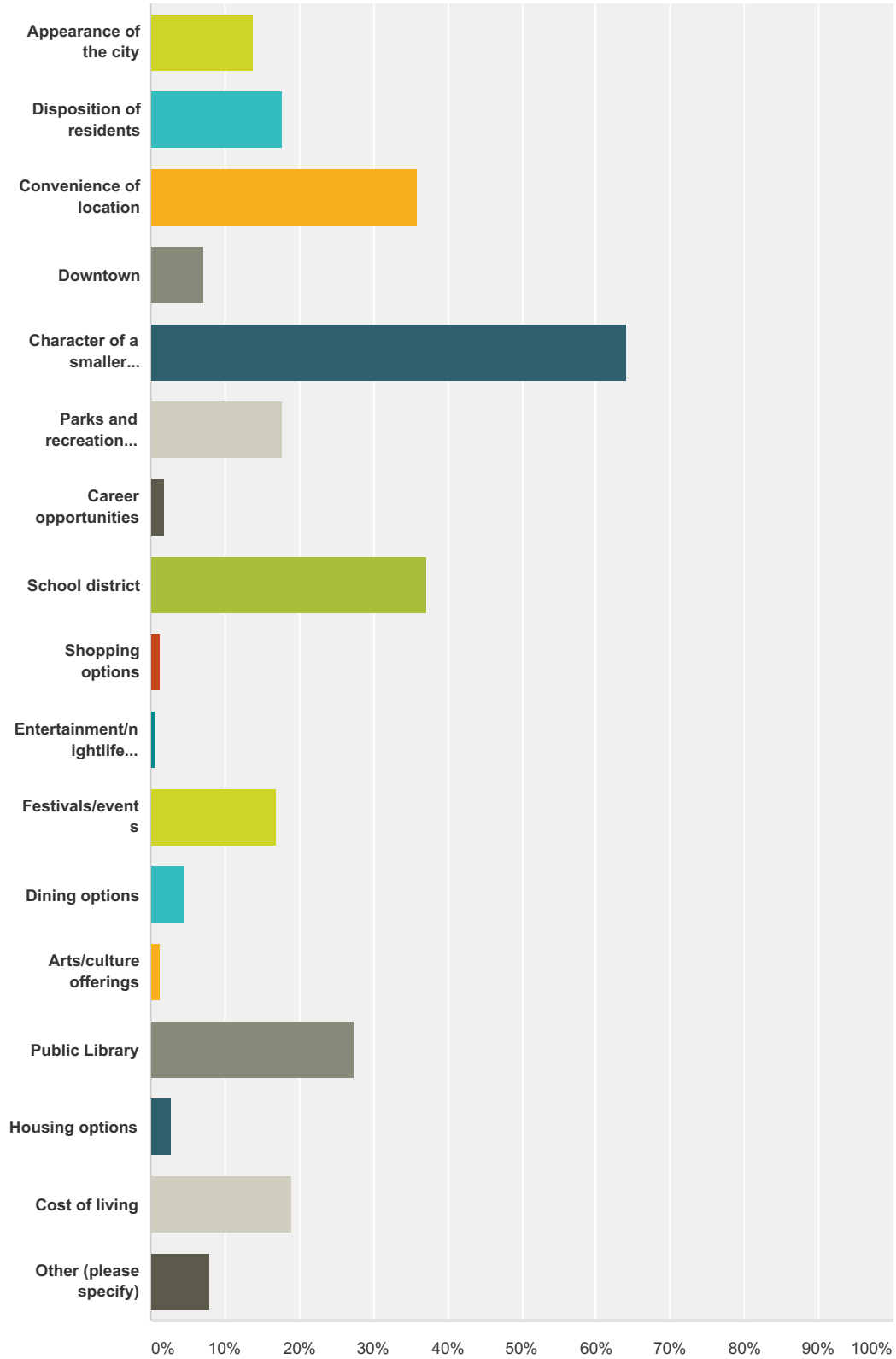
Answer Choices	Responses
Less than one year	1.95% 3
1-5 years	11.69% 18
6-10 years	11.69% 18
11-20 years	16.88% 26
More than 20 years	57.79% 89
Other (please specify)	0.00% 0
<b>Total</b>	<b>154</b>

#	Other (please specify)	Date
	There are no responses.	

**Q5 What do you like most about living in Independence? Please choose up to 3 answers.**

Answered: 153 Skipped: 41

# Independence Resident & Visitor Survey



Answer Choices	Responses
Appearance of the city	13.73% 21
Disposition of residents	17.65% 27

## Independence Resident & Visitor Survey

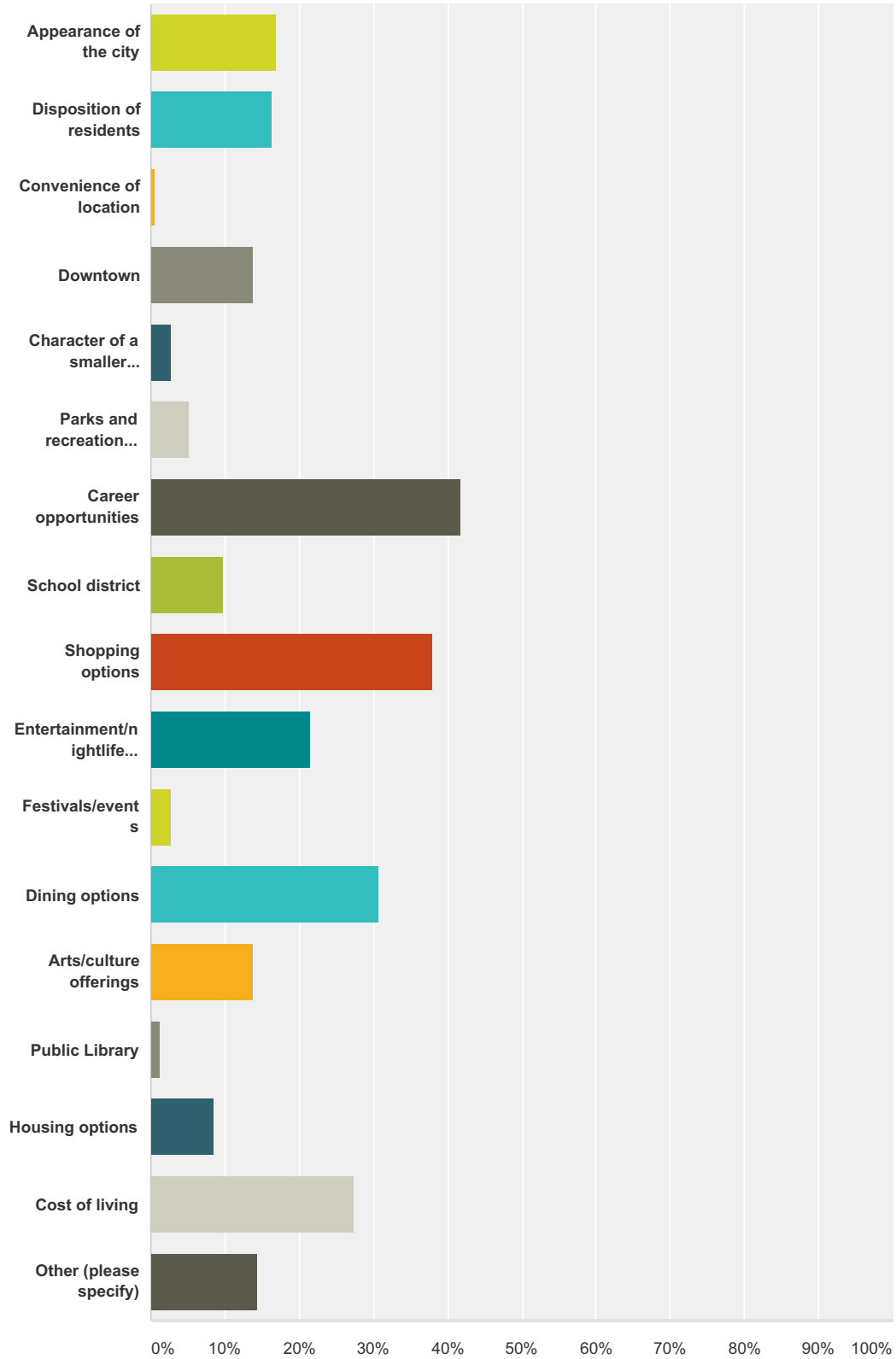
Convenience of location	35.95%	55
Downtown	7.19%	11
Character of a smaller community	64.05%	98
Parks and recreation opportunities	17.65%	27
Career opportunities	1.96%	3
School district	37.25%	57
Shopping options	1.31%	2
Entertainment/nightlife options	0.65%	1
Festivals/events	16.99%	26
Dining options	4.58%	7
Arts/culture offerings	1.31%	2
Public Library	27.45%	42
Housing options	2.61%	4
Cost of living	18.95%	29
Other (please specify)	7.84%	12
<b>Total Respondents: 153</b>		

#	Other (please specify)	Date
1	Many opportunities to volunteer and be with people.	7/11/2016 9:58 AM
2	Outstanding public services	7/7/2016 9:13 AM
3	Grew up here	7/6/2016 3:49 PM
4	Parks and bike trail	7/6/2016 2:40 PM
5	Friends live here	6/26/2016 2:41 PM
6	I feel safe and secure when I am in town, generally dont have to worry being alone (i live alone) at night or even in my apartment	6/23/2016 6:26 AM
7	The river	6/22/2016 10:49 AM
8	none of the above	6/21/2016 7:33 AM
9	my work brought me here	6/13/2016 12:51 PM
10	family here	6/11/2016 11:05 AM
11	Public Library	6/10/2016 10:22 AM
12	Family lives here.	6/9/2016 5:38 PM

**Q6 What do you like least about living in Independence? Please choose up to 3 answers.**

Answered: 153 Skipped: 41

# Independence Resident & Visitor Survey



Answer Choices	Responses
Appearance of the city	16.99% 26
Disposition of residents	16.34% 25

## Independence Resident & Visitor Survey

Convenience of location	0.65%	1
Downtown	13.73%	21
Character of a smaller community	2.61%	4
Parks and recreation opportunities	5.23%	8
Career opportunities	41.83%	64
School district	9.80%	15
Shopping options	37.91%	58
Entertainment/nightlife options	21.57%	33
Festivals/events	2.61%	4
Dining options	30.72%	47
Arts/culture offerings	13.73%	21
Public Library	1.31%	2
Housing options	8.50%	13
Cost of living	27.45%	42
Other (please specify)	14.38%	22
<b>Total Respondents: 153</b>		

#	Other (please specify)	Date
1	Cost of electricity	7/7/2016 4:46 PM
2	Ridiculously high property taxes	7/6/2016 8:49 PM
3	Property taxes very high	7/6/2016 4:13 PM
4	None	7/6/2016 3:50 PM
5	The the city energy rates are too high. It's better to live where you are hooked up to the REC for your electricity. The city spends a lot of money on the light plant.	6/29/2016 7:10 AM
6	High property taxes	6/28/2016 8:00 PM
7	Condition of older homes. Tear down or make fix up	6/26/2016 2:42 PM
8	Fix downtown store fronts	6/24/2016 2:37 PM
9	Opportunities for life long learning for adults	6/23/2016 9:22 AM
10	Not much for kids to do	6/22/2016 11:35 AM
11	Taxes	6/22/2016 11:06 AM
12	I don't like the way we vote on a new school or pool project and then harass, if you will, the businesses to contribute or continue to finance the project.	6/22/2016 8:09 AM
13	Needs some properties cleaned up, Weeds need sprayed at curb and parking lots. Theater is an eyesore.	6/20/2016 8:27 PM
14	High property taxes, unkempt parks	6/20/2016 1:56 PM
15	I think we could do a lot more to make this city beautiful.	6/20/2016 7:07 AM
16	Extremely high taxes	6/19/2016 11:57 PM
17	Lack of sidewalks where they need to be. Spending money on stupid projects that don't benefit the overall community.	6/19/2016 7:57 AM
18	Property Taxes and lack of cleaning up unsightly properties	6/16/2016 7:56 AM
19	Poor decision making in regards to spending tax payer money	6/15/2016 4:25 PM

## Independence Resident & Visitor Survey

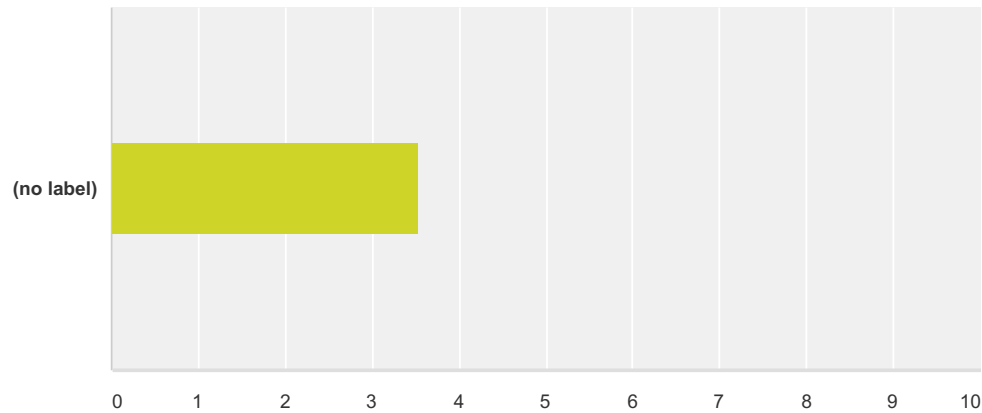
20	Electric Rates	6/13/2016 10:11 PM
21	cost of electricity is absolutely ridiculous	6/13/2016 2:50 PM
22	high property taxes, how still lot of division in town on issues, and lack of hoensty & ethics of many people in controlling roles	6/13/2016 12:51 PM



# Independence Resident & Visitor Survey

## Q7 In your opinion, how strong is community pride in Independence? (1 being weak and 5 being extremely strong)

Answered: 153 Skipped: 41

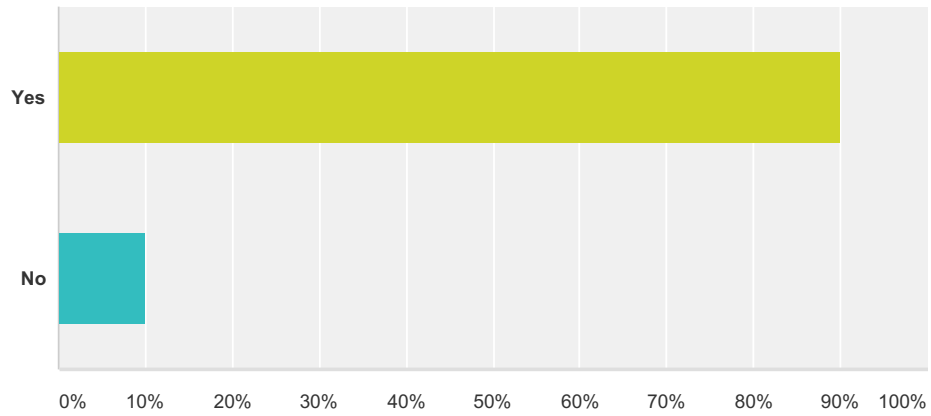


	1	2	3	4	5	Total	Weighted Average
(no label)	1.31% 2	9.80% 15	36.60% 56	39.87% 61	12.42% 19	153	3.52

#	Comments	Date
1	There is a core minority that is very proud of and active in the community but the majority are more noncommittal.	6/23/2016 9:24 AM
2	Yes we celebrate and all come together during holidays and festivities but part of taking pride of something is appearance, and downtown is in a very sad state. Our downtown is what makes independence different from other towns, or its supposed to at least.	6/23/2016 6:28 AM
3	The town tends to be a bunch of Independence factions in competition with one another. You can see this play out in many ways as small groups spearhead improvements. There tends not to be larger buy in. We are a busy, stratified community	6/22/2016 6:30 PM
4	I am seeing an increase in theft and vandalism in the town...breaks my heart we can't get a control on this.	6/22/2016 11:06 AM
5	There will always be negative people	6/22/2016 8:53 AM
6	I believe the residence of this community truly love this community and are very proud of it. My children are proud to say they are from Independence.	6/22/2016 8:12 AM
7	Depends on what group. Extremes of caring and dedicated to not my problem people.	6/20/2016 12:15 PM
8	Depends on your audience, most vested engaged residents are positive about the community	6/20/2016 10:18 AM
9	Pride runs strong with those who are active, engaged residents, but the other 70% seem to be disinterested in the community and the success of the community.	6/19/2016 9:09 PM
10	Pride is high among those who were born and raised here, not so much among new comers	6/15/2016 4:32 PM
11	community hasn't fully utilized it's ability to get town involved and take a team approach on a lot of issues - lots of division still but getting better since we moved here a little over 10 yrs ago	6/13/2016 12:53 PM

### Q8 Are you proud to be from Independence?

Answered: 151 Skipped: 43



Answer Choices	Responses
Yes	90.07% 136
No	9.93% 15
<b>Total</b>	<b>151</b>

#	Comments	Date
1	You misspelled "Commetts".	6/9/2016 5:40 PM

# Independence Resident & Visitor Survey

## Q9 Why or why not?

Answered: 148 Skipped: 46

#	Responses	Date
1	We are a good people doing good things.	7/11/2016 9:59 AM
2	It is a welcoming community that accepts "outsiders" not raised here.	7/11/2016 9:24 AM
3	People can be rude and mean and not welcoming to new residents. There isn't much to do here and the restaurants are only so good. People talk like everything is better than it really is	7/9/2016 10:52 AM
4	I love living in a smaller community where people know you and care about you.	7/8/2016 12:05 PM
5	I think we are a good community that is growing and focused on improving our city	7/8/2016 9:00 AM
6	Safe	7/7/2016 9:35 PM
7	One of the ones which help when can	7/7/2016 5:17 PM
8	Great community to live and work	7/7/2016 4:47 PM
9	Overall I feel like Independence is a safe and quite community to raise a family.	7/7/2016 4:05 PM
10	Born and raised here, always have treated me well	7/7/2016 1:01 PM
11	Love how the community accepts people. Public officials are willing to listen to and act upon input from the citizens.	7/7/2016 9:16 AM
12	Low crime overall	7/7/2016 7:51 AM
13	Overall I think Independence is a decent town	7/6/2016 10:26 PM
14	I just moved here. I have no opinion.	7/6/2016 9:55 PM
15	It is the first place I have ever lived that I felt part of the community and felt "home"	7/6/2016 9:54 PM
16	I love the people here	7/6/2016 9:27 PM
17	The community has evolved in the last 19 years that I have lived here. The restaurants have increased, the town pride, better school, more programs with the library and Falcon Center, more community events. Love this town.	7/6/2016 8:50 PM
18	It is my hometown . Born and raised here. Moved to Florida for 20 years and came back home because I missed it and family. .	7/6/2016 8:05 PM
19	Friendly residents and so proud of all the investments being made to make Independence a leader in all the surrounding towns, large or small	7/6/2016 8:04 PM
20	Small home town values	7/6/2016 6:50 PM
21	Those whom I have come in contact with are a great group of people	7/6/2016 6:37 PM
22	Over all its more good than bad. Good enough to be proud of and bad enough to be a comfortable home.	7/6/2016 5:39 PM
23	ldk	7/6/2016 4:22 PM
24	It's home all my life	7/6/2016 4:14 PM
25	It is a beautiful city! My hometown.	7/6/2016 4:07 PM
26	Nice community	7/6/2016 3:51 PM
27	It is a great town. Library is great.	7/6/2016 3:50 PM
28	Kinda in between, from a small town, like the small town atmosphere. Independence don't have that.	7/6/2016 3:43 PM
29	It is a nice community, low crime, adequate school district, people come together when things need to be done	7/6/2016 3:38 PM
30	Good police department and it is a clean little town	7/6/2016 3:29 PM
31	It's a nice place to live.	7/6/2016 3:16 PM
32	Born and raised here, proud to call Independence home.	7/6/2016 2:54 PM
33	The legacy my family has in this town.	7/6/2016 2:41 PM

## Independence Resident & Visitor Survey

34	Born and raised a Mustang. It's a connection you have with over half of the town.	7/6/2016 2:29 PM
35	Great memories growing up and the support the support people show no matter what the situation is.	7/6/2016 2:26 PM
36	Like being part of smaller community.	7/6/2016 2:07 PM
37	We are finally being progressive and people are finally supporting positive changes- new school, new pool, new library, new housing developments...	7/6/2016 1:32 PM
38	All of the new facilities, parks and school	7/6/2016 1:14 PM
39	I didn't really want to stay here but it just worked out that way.	7/6/2016 1:11 PM
40	I know lots of good people problem is the bad ones are the loudest	7/6/2016 12:32 PM
41	It's a nice place to live.	7/3/2016 8:18 AM
42	I am proud of being from Independence because of the growth that has occurred in the community within the last 10 years. The city has made a great effort to improve its public facilities and school. There is also a strong group of community members who are trying to make the city a better place and should be commended for their efforts.	6/29/2016 8:14 PM
43	Our children graduated from here and now our grandchildren are in school here. We have some excellent programs through the schools in which they participate. My husband and I worked I town for many years and I hope we represented Independence well.	6/29/2016 7:13 AM
44	Progressive community with lots of positive things going on.	6/28/2016 8:01 PM
45	The citizens have made some good improvements over the last 10 years.	6/27/2016 11:33 AM
46	It's a friendly town	6/27/2016 9:09 AM
47	I grew up here and am now raising my children here	6/26/2016 3:14 PM
48	Nice people here	6/26/2016 2:43 PM
49	lived here my entire life, like a smaller community within driving distance of Waterloo and Cedar rapids	6/26/2016 11:42 AM
50	Overall it's a medium sized small town with great charm and for the most part very friendly people.	6/25/2016 4:51 PM
51	I think being from here we don't always see the beautiful in our town and visitors do.	6/25/2016 8:01 AM
52	Born here	6/24/2016 2:38 PM
53	Lived here all my life and raised our children here. I feel safer here	6/24/2016 2:13 PM
54	I llke being in a small town	6/23/2016 10:16 PM
55	Well kept town with nice people	6/23/2016 8:31 PM
56	The unique offerings and the river	6/23/2016 12:28 PM
57	I responded "yes" because there are many good things happening here but I am sometimes embarrassed by our reputation for contention and negativity. Our new school buildings are nice but we continue to have a lot of negative issues related to our schools,	6/23/2016 9:27 AM
58	I hold numerous jobs and one of them I am owner of, I conduct my business downtown and the conditions of the buildings do not make me proud of try and bring new business in. structural safety is a large issue and I worry for my customers.	6/23/2016 6:31 AM
59	It's a nice clean town where the majority of people are wonderful.	6/22/2016 9:56 PM
60	It's a nice place to live and raise a family. Close to larger cities but without the big city hassles.	6/22/2016 9:45 PM
61	It's no worse or better than many Iowa small towns.	6/22/2016 8:08 PM
62	We have made some nice improvements such as Rivers Edge the school and a swimming pool in the past few years. It's a great start to bigger things	6/22/2016 6:32 PM
63	Indifferent	6/22/2016 3:27 PM
64	But our town is more than race cars and rednecks	6/22/2016 3:11 PM
65	been a good community to raise kids and work	6/22/2016 2:31 PM
66	So much good in the community with residents!	6/22/2016 1:44 PM
67	It is where we have raised our family	6/22/2016 12:30 PM

## Independence Resident & Visitor Survey

68	Born and raised here. Beautiful new school, soon to be new pool, new library, etc. People are really coming together to make our town great. Hoping the downtown is next!	6/22/2016 11:59 AM
69	Because we have a lot of positive things going for us right now, such as the new school, new aquatic center, etc	6/22/2016 11:49 AM
70	Wish people were friendly.	6/22/2016 11:48 AM
71	Clean town Clean School	6/22/2016 11:42 AM
72	I like the small town	6/22/2016 11:36 AM
73	Quite town.	6/22/2016 11:17 AM
74	Lots of minimum wage jobs. Poverty. No opportunity to advance in life. What the hell is there to do in this little town?	6/22/2016 11:11 AM
75	Good community	6/22/2016 11:09 AM
76	I am proud to say I am from Independence because of the small town living and pride that many of us have. Love a close knit community.	6/22/2016 11:07 AM
77	Great place to raise children and keep long term friends	6/22/2016 10:50 AM
78	i like living in a small town that appears to care about it's members and community. i do believe that the cost of house in independence has increased dramatically over the past 5 years and it's getting very difficult to afford housing	6/22/2016 10:45 AM
79	because I moved from a small town in michigan and it reminds me of there but the weather is better.	6/22/2016 10:24 AM
80	Great town	6/22/2016 10:20 AM
81	Independence has many great activities for its size but is still near larger communities for very specialized things that a smaller community could not maintain on its own	6/22/2016 8:56 AM
82	I have lived here all my life, it's home. The citizens of this community have been very good to my family.	6/22/2016 8:14 AM
83	I see growth and it's a good community and has a good amount to offer to its residents for its size	6/21/2016 11:46 AM
84	It's a stuck up town that seems to think wal mart is the best thing that ever happened to it.	6/21/2016 7:37 AM
85	I am raised my children here in a good school system, I love how safe we still are, and how we pull together in tragedies.	6/21/2016 7:10 AM
86	Sometimes --- needs better communication on city business, no grocery stores on the north side of town.	6/20/2016 11:41 PM
87	Community run by a few who only look out for themselves	6/20/2016 10:20 PM
88	Have a great neighborhood. Too much shopping out of town...need to stay local.	6/20/2016 8:28 PM
89	I have always been very proud to be from here. Always encourage friends from out of town to come and experience the 4th of July and the dirt track races.	6/20/2016 8:23 PM
90	Grew up here, raised our children here by choice.	6/20/2016 8:08 PM
91	I moved away at 21 and I moved back almost three years ago!!! I feel safe here!!!	6/20/2016 7:23 PM
92	X	6/20/2016 7:06 PM
93	Great community support	6/20/2016 4:30 PM
94	Don't really know why, my family has been here for three generations.	6/20/2016 4:26 PM
95	Because we are growing so progressively - finally have a new school, new library, new pool. The town was going downhill during the mayorship of Donna and Carl Scharf.	6/20/2016 3:28 PM
96	I'm part of developing and strengthening community ties and traditions. I know the residents that came before me had pride in their community, and I want to continue to help make Independence a positive place to live and work through sharing my gifts & talents.	6/20/2016 3:15 PM
97	I chose to move here from Waterloo to be closer to my family. I love it here the people are friendly and there isn't much crime	6/20/2016 3:13 PM
98	The school district has become a joke	6/20/2016 3:10 PM
99	Family history	6/20/2016 1:57 PM
100	like a lot of communities it is where I grew up.	6/20/2016 1:43 PM
101	Great people	6/20/2016 1:38 PM

## Independence Resident & Visitor Survey

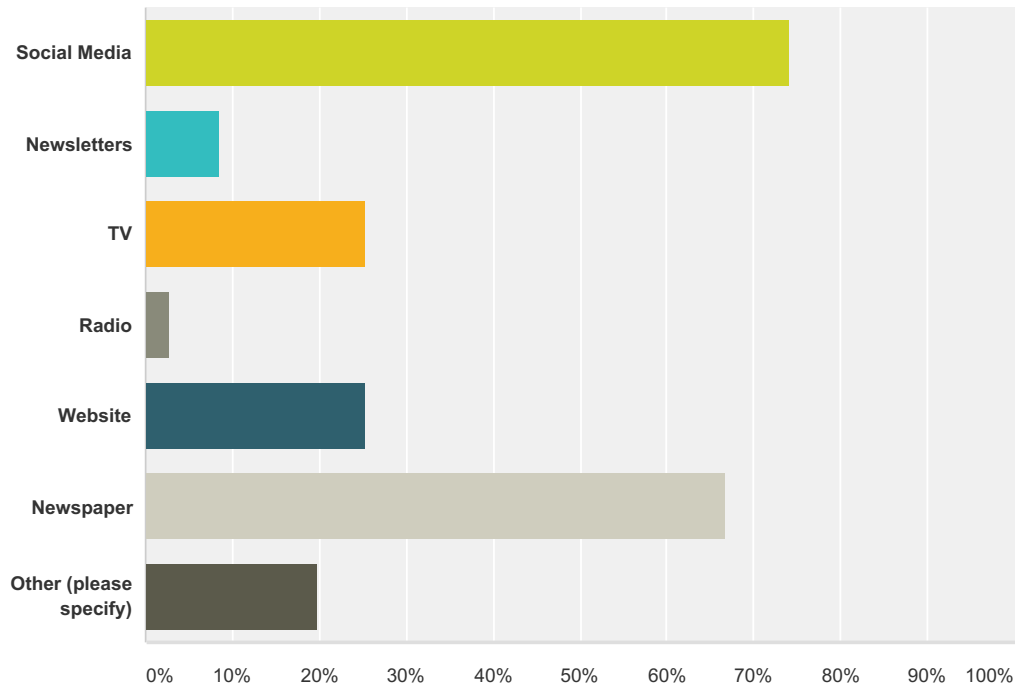
102	River town, mill, small town	6/20/2016 12:20 PM
103	Sometimes. Seems like embarrassing items in the news. Also parks and roads are a disgrace.	6/20/2016 12:16 PM
104	It has a lot of positives going for it except for the school system.	6/20/2016 11:51 AM
105	Nice town to live in.	6/20/2016 11:50 AM
106	I've lived here most of my life and want to see it continue to improve.	6/20/2016 10:52 AM
107	Town is always looking dirty. Utility rates too high. Pay is low.	6/20/2016 10:34 AM
108	Because it's home, it's where I'm from	6/20/2016 10:18 AM
109	A small town atmosphere where people truly care about their neighbors.	6/20/2016 10:16 AM
110	Would actually answer n/a. I am not either.	6/20/2016 10:03 AM
111	I fell in love with this town when I came to interview for my job and it would be very hard to ever leave.	6/20/2016 9:47 AM
112	It has been a good place to grow up and raise kids. I love the new Jr/Sr High, and the pride that it has brought to the community (best thing we've done in decades). The city needs more diversity though, and those diverse folks need to be accepted by the residents.	6/20/2016 9:32 AM
113	It's a nice little town.	6/20/2016 9:31 AM
114	See previous answer for describing Independence.	6/20/2016 9:30 AM
115	I am neutral. I live in Independence but feel I am from here.	6/20/2016 9:25 AM
116	Close knit community	6/20/2016 9:22 AM
117	We are a nice town with nice people.	6/20/2016 8:18 AM
118	Independence strives to do the right thing. Sometimes misguided, however.	6/20/2016 7:47 AM
119	It's where I chose to raise a family, if i wasn't, I would have moved	6/20/2016 7:35 AM
120	This is a caring and close community that reinforces family values.	6/20/2016 7:08 AM
121	I believe we have good things happening in our town such as the new school and coming aquatic center. Most people here are friendly and outgoing.	6/20/2016 4:39 AM
122	Graduated from here, moved away to go to college, moved back when my husband and I started out family to raise our kids here	6/19/2016 11:58 PM
123	I feel Independence is a great community to raise a family. Sometimes I feel people do not realize that when they move away to a larger city	6/19/2016 11:53 PM
124	Strong schools. Hard working residents	6/19/2016 11:48 PM
125	Friendly community with a lot of pride	6/19/2016 11:39 PM
126	It's where I've grown up and it's a good town. It's come together in the last few years a lot	6/19/2016 11:30 PM
127	I am because not many in the 20-30 demographic are returning home as their aren't enough quality affordable housing, there's not enough modern day job opportunities, and there certainly are not modern day amenities that will have name recognition to attract this demographic. I being one of a small minority of residents in the age range 20-30 feel that as generations come and go, the town will have to rely on our younger generations to continue trying to thrive or not.	6/19/2016 10:42 PM
128	We have a great community with a lot of potential. Friendly people, good schools	6/19/2016 9:58 PM
129	I am, because we do have great people and great amenities. I just wish that we could collectively work together to build up our assets while being fiscally responsible. I wish more would take a vested interest in the community and become involved.	6/19/2016 9:12 PM
130	I am not able to answer this...I'm not "not" proud but I'm not really proud either.	6/19/2016 9:06 PM
131	Progressive midwestern town	6/19/2016 12:18 PM
132	I grew up here and now I live and work in Indee. I'm proud to call it home.	6/19/2016 7:58 AM
133	Independence is a community where the citizens are friendly and we have a wonderful 4th of July celebration.	6/18/2016 9:27 AM

## Independence Resident & Visitor Survey

134	The community has made great progress in improving itself over the past 10 years: Riverwalk Park, 4th of July Celebration, new library, downtown sidewalk replacement, new middle school/high school building, new swimming pool project, historical society tours (Wapsie Mill, Underground Tours, Cemetery tours), and Heartland Acres.	6/17/2016 9:02 PM
135	Because America's Fame is in our name	6/17/2016 8:47 PM
136	It's a nice community, but again, taxes are too high.	6/17/2016 8:25 PM
137	Independence is just the right size for enjoying each day and has enough food and shopping options, that you don't have to leave town often to enjoy yourself, but it is a short drive to larger towns	6/16/2016 10:39 AM
138	I like the area I live in, it is quiet.	6/16/2016 8:01 AM
139	I think Indee is on its way to great things. Ideas are flowing and there seems to be more action on them. Pride is also a function of living here for 40+ years. It is important to "grow where you are planted" and I/we have been fortunate to be planted here.	6/15/2016 9:47 PM
140	I am not welcome in Independence.	6/15/2016 4:33 PM
141	It's where I grew up. I like knowing people when we are out and around town.	6/14/2016 11:04 AM
142	There has been a lot of progress in recent years with the new library, school, and now the pool.	6/13/2016 10:12 PM
143	I feel like we've come a long way in the last few years. Community pride seems to be growing as the community grows and positive things are happening here.	6/13/2016 3:25 PM
144	It is a great community. Right on the river, lots of summer activities down by the river. new schools, new library, soon to be new pool.	6/13/2016 2:51 PM
145	I'm indifferent from this at this point - even though been here 10 yr and have business in town, I still don't feel as if that connected to the town due to the division that's out there still	6/13/2016 12:54 PM
146	it's home	6/13/2016 7:30 AM
147	myob	6/11/2016 11:07 AM
148	Our citizens have donated money for several projects so tax dollars would not be needed: Public Library, restoring the Wapsipinicon Mill, athletic building for players at the football field, new Jr.- Sr. High School, municipal swimming pool.	6/11/2016 10:58 AM

**Q10 How do you receive information about the city government? Please choose all that apply.**

Answered: 151 Skipped: 43



Answer Choices	Responses	Count
Social Media	74.17%	112
Newsletters	8.61%	13
TV	25.17%	38
Radio	2.65%	4
Website	25.17%	38
Newspaper	66.89%	101
Other (please specify)	19.87%	30
<b>Total Respondents: 151</b>		

#	Other (please specify)	Date
1	Other people	7/9/2016 10:52 AM
2	online newspaper	7/8/2016 9:00 AM
3	Council TV when it works and there is sound	7/7/2016 4:49 PM
4	Word of Mouth	7/7/2016 9:16 AM
5	Through others	7/6/2016 9:27 PM
6	Chamber of Commerce	7/6/2016 8:06 PM
7	wish I knew more	7/6/2016 6:38 PM

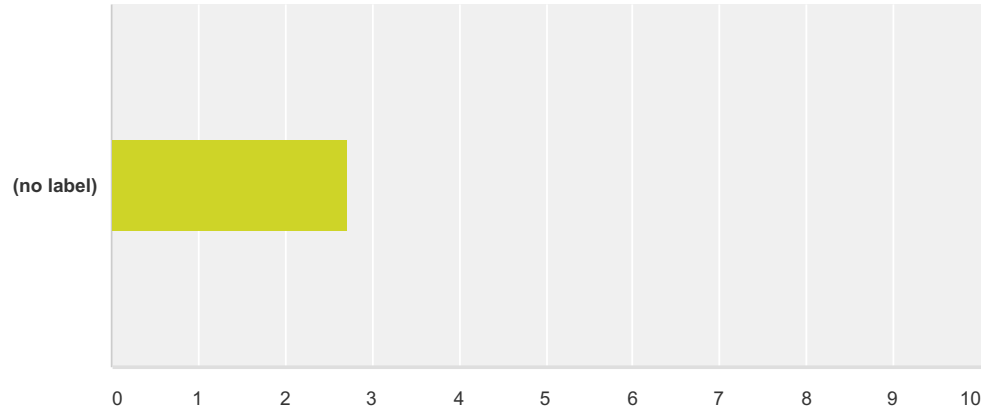


## Independence Resident & Visitor Survey

8	I don't. No idea what the government is doing.	7/6/2016 3:44 PM
9	Community members	7/6/2016 2:30 PM
10	I don't.	7/3/2016 8:18 AM
11	I don't know enough about it, not on social media, don't get the newspaper	6/25/2016 8:02 AM
12	word of mouth, i do not have cable or basic television due to the cost.	6/23/2016 6:32 AM
13	Facebook	6/22/2016 3:28 PM
14	Other people	6/22/2016 11:18 AM
15	Word of mouth	6/22/2016 8:57 AM
16	Phone	6/20/2016 10:20 PM
17	Legal page,	6/20/2016 8:29 PM
18	I don't receive	6/20/2016 10:18 AM
19	Word of mouth	6/20/2016 10:03 AM
20	I talk to our elected officials	6/20/2016 8:19 AM
21	Others in the community	6/19/2016 11:53 PM
22	Word of mouth	6/19/2016 9:12 PM
23	people	6/19/2016 9:07 PM
24	social interaction	6/19/2016 12:19 PM
25	I talk to my council-man	6/19/2016 7:58 AM
26	Word of mouth	6/18/2016 9:27 AM
27	direct conversation/committee work with leaders	6/15/2016 9:48 PM
28	Word of mouth	6/15/2016 4:33 PM
29	word of mouth	6/13/2016 12:54 PM
30	Church Bulletin	6/9/2016 5:40 PM

**Q11 In your opinion, how transparent is the city government? (1 being not at all transparent and 5 being extremely transparent)**

Answered: 150 Skipped: 44



	1	2	3	4	5	Total	Weighted Average
(no label)	14.67% 22	24.00% 36	41.33% 62	14.67% 22	5.33% 8	150	2.72

#	Comments	Date
1	They sometimes act like children during council meetings	7/9/2016 10:52 AM
2	I have no idea what they do.	7/6/2016 9:55 PM
3	Public is not involved in city politics.	7/6/2016 2:42 PM
4	don't know enough about it	6/25/2016 8:02 AM
5	They don't seem to actively pursue being transparent. It depends on who you talk to.	6/23/2016 9:29 AM
6	I do not believe I can accurately answer this, I rarely hear of or read anything about our local government which is partially because I am too busy going from one job to the next.	6/23/2016 6:33 AM
7	spending could be much more informative with more resident input.	6/22/2016 2:32 PM
8	I think our city government lacks. I feel the only time something is noticed, is when something goes wrong...very wrong. How about trying to get us noticed for something good.	6/22/2016 11:08 AM
9	On occasion it appears the council does not look fully into a final cost before approving	6/22/2016 8:58 AM
10	I feel there are a lot of hidden agendas	6/22/2016 8:16 AM
11	The recent move of the police station is one of the most head scratching things to have happend in recent memory	6/20/2016 8:25 PM
12	The way the city council spends my tax dollars really has me fuming. I think we need to wipe the slate clean and start over with new council members.	6/20/2016 7:08 PM
13	It is more transparent now that Alan Johnson is gone. It was NOT transparent when he was here.	6/20/2016 3:28 PM
14	I have no idea what they do.	6/20/2016 3:13 PM
15	need to make sure minutes get in all areas of media more then once. i know that cost money	6/20/2016 1:45 PM
16	I'm neutral because I have little involvement	6/20/2016 10:19 AM
17	I do not attend or watch city council meeting so I say my perception is probably inaccurate.	6/20/2016 7:09 AM

## Independence Resident & Visitor Survey

18	There's a lot of 'politics' happening behind the scenes that a lot of people don't see. And that's not in the best interests of the city and it's residents.	6/19/2016 8:00 AM
19	public disagrees on different projects, but Government goes ahead and proceeds anyway	6/17/2016 8:55 PM
20	Stop wasting our money.	6/17/2016 8:25 PM
21	I wish that they would broadcast the city council meetings with better audio and video. It is almost impossible to see and hear everyone!	6/16/2016 10:41 AM
22	City manager, GREAT!	6/16/2016 8:05 AM
23	First of all define transparency. They are trying but there needs to be more effort in to face to face and less in to indirect communication. We are all bombed with cyber stuff	6/15/2016 9:50 PM
24	ethics and honesty have been clearly lacking in the past - we need to work on this going forward	6/13/2016 12:54 PM

## Independence Resident & Visitor Survey

### Q12 Do you feel the residents of Independence have a cohesive vision for the future? Why/why not?

Answered: 148 Skipped: 46

#	Responses	Date
1	No. We have way too many silos. Organizations and people do their own thing. There is no unifying vision for the town.	7/11/2016 10:00 AM
2	Unsure	7/11/2016 9:24 AM
3	I don't know what that vision is or how good it can really get	7/9/2016 10:52 AM
4	I think we do. We all want our community to grow and have more opportunities brought to our town.	7/8/2016 12:06 PM
5	I think they do in a sense that we'd like to continue to grow and improve our city, but the exact plan to do that is not present or well known	7/8/2016 9:02 AM
6	Yes	7/7/2016 9:36 PM
7	Some di	7/7/2016 5:17 PM
8	No. Everyone seems to do their own thing	7/7/2016 4:50 PM
9	Yes.	7/7/2016 4:07 PM
10	Not sure	7/7/2016 1:02 PM
11	Yes	7/7/2016 9:16 AM
12	All towns need a vision to grow	7/7/2016 7:52 AM
13	I think some do and some don't. I think the younger generation has no clue.	7/6/2016 10:27 PM
14	Yes. I feel the majority want to see our community continue to grow in the positive way it has been.	7/6/2016 9:59 PM
15	No. I have heard nothing about a vision.	7/6/2016 9:55 PM
16	No. We need to get our community more involved	7/6/2016 9:27 PM
17	No. Many people disagree on what we should have. Some people think things are too extravagant, others want everything.	7/6/2016 8:51 PM
18	Not sure on that one. I do believe we try hard to work towards it but not sure we are there just yet.	7/6/2016 8:07 PM
19	Yes. The community seems to support each other.	7/6/2016 8:05 PM
20	I believe so , we are always seeing improvements in streets , downtown and new houses and businesses. And city does a good job of communicating needs and plans	7/6/2016 6:51 PM
21	In some ways yes and I others no	7/6/2016 6:38 PM
22	No, one of the things that makes us great is that we all have our own ideas.	7/6/2016 5:46 PM
23	No, everyone wants growth but we lack. Trying to grow but can't even own our own police department.	7/6/2016 4:24 PM
24	Not always I know some citizens want the best for the city, but at what cost	7/6/2016 4:17 PM
25	Ultimately yes, getting there, no.	7/6/2016 4:08 PM
26	Yes they try to up grade everything if it needs it	7/6/2016 3:53 PM
27	No. We have people who have a vision for our city and others who do nothing but complain. I don't know how to change this.	7/6/2016 3:52 PM
28	No idea.	7/6/2016 3:44 PM
29	City government and residents are not on the same page. I do not believe residence take a huge interest in their city government.	7/6/2016 3:39 PM
30	Yes; with our new school & ball diamonds and our new pool it looks like we are moving into the future for our city.	7/6/2016 3:31 PM

## Independence Resident & Visitor Survey

31	Yes	7/6/2016 3:17 PM
32	yes.	7/6/2016 2:56 PM
33	No. Not too many people in town are involved in the community.	7/6/2016 2:43 PM
34	Unlikely, as Much as I love our school district. Our town does need to stand on more than the school sports.	7/6/2016 2:32 PM
35	Somewhat	7/6/2016 2:28 PM
36	Not sure	7/6/2016 2:08 PM
37	It's getting better. I feel that we are finally at the changing of the guards and we are getting people in place that understand we need to do more to promote the city and make it a better, more inviting town.	7/6/2016 1:35 PM
38	No organized too many factions working apart	7/6/2016 1:15 PM
39	No. We should be giving business owners breaks to promote the downtown like other town do. Vinton, Charles city, etc.	7/6/2016 1:12 PM
40	Nobody is on the same page to many groups working separately	7/6/2016 12:33 PM
41	Not sure	7/3/2016 8:19 AM
42	I do not believe the residents have a cohesive vision of the future. Independence always feels like it is split into two groups. One group wants the city to grow and be progressive. The other group doesn't want anything to change. It would be nice if these two groups could find some middle ground.	6/29/2016 8:16 PM
43	There are times when the city makes a decision about our community and after the decision has been made then the residents find out. Take for example Monsanto. The city spent a lot of money putting in a road, etc. what did we get back? Not much that is for sure.	6/29/2016 7:22 AM
44	Not sure.	6/28/2016 8:03 PM
45	Yes. They showed that by approving the new school.	6/27/2016 11:35 AM
46	No. Funds are really not being prioritized correctly.	6/27/2016 9:10 AM
47	No, I am now sure what the vision is for the future of the community and don't think it is discussed. A lot of divide for the way the community was and how we can strive to be a better community for our children, business, attracting new business, downtown, etc	6/26/2016 3:16 PM
48	I personally have no idea where this town is headed or what its goals are	6/26/2016 2:44 PM
49	No, I feel the citizens are not being "listened" to	6/26/2016 11:43 AM
50	I believe most do that have a lot of pride in their community.	6/25/2016 4:52 PM
51	no, too many people are close minded and not open to change, too much "this is the way it's always been" so that makes it fine to leave as is.	6/25/2016 8:04 AM
52	yes	6/24/2016 2:38 PM
53	I feel some residents are afraid of change. Which can hinder progress.	6/24/2016 2:16 PM
54	We are not on the same page	6/23/2016 10:17 PM
55	I don't feel like I know what the future for indeed is. I wish there was more information available about issues/projects etc	6/23/2016 8:32 PM
56	Too many complainers and not enough doers!	6/23/2016 12:29 PM
57	We have lots of visions for the future. I'm not sure that they all come together. Sometimes folks are working at cross purposes. As I think about our council, it seems that they don't actually have a shared vision. That's Independence! Tons of potential here but a bit fragmented in efforts.	6/23/2016 9:32 AM
58	I doesn't appear to be so. if they did they would be taking better care of the town. I fear independence will turn into another Waterloo or Cedar Rapids...all the business are shoved into small areas with no side walks or driving space. I appreciate that we are still able to go for walks and be safe, everything is still close and within driving distance	6/23/2016 6:36 AM
59	Yes, there are a lot of civic groups that continue working well along with the city council to make Independence a place people want to live. The police and sheriff staff keep the town as safe as they can without being overly aggressive.	6/22/2016 10:01 PM
60	Yes	6/22/2016 9:46 PM
61	No, because everyone is pulling in a different direction.	6/22/2016 8:09 PM

## Independence Resident & Visitor Survey

62	No, once again there are competing factions in our community and as the population ages it will be harder and harder to pay for the things that we need to get done.	6/22/2016 6:35 PM
63	No	6/22/2016 3:28 PM
64	There are some that are too controlling. One on city council and one on school board.	6/22/2016 3:13 PM
65	no..lack of soliciting of resident input	6/22/2016 2:33 PM
66	Definitely, it is evident by the advancement of projects within the community. Although, I'm not a fan in the property tax increases though.	6/22/2016 1:45 PM
67	Yes	6/22/2016 12:31 PM
68	For the most part it feels like the residents appreciate the growth	6/22/2016 12:00 PM
69	Sometimes	6/22/2016 11:49 AM
70	No, town can be torn apart over simple issues.	6/22/2016 11:18 AM
71	No hope equals no vision.	6/22/2016 11:12 AM
72	I believe they do and do not. I believe we would have more of a cohesive vision if the city would actually help pull together the community...the entire community...not just those with \$\$\$\$\$.	6/22/2016 11:11 AM
73	Unsure	6/22/2016 11:09 AM
74	Seem to, with the new school and pool facility underway it seems the voters have the future of our children in their best interest.	6/22/2016 10:52 AM
75	im not sure	6/22/2016 10:46 AM
76	yes because this is a good area to have a family	6/22/2016 10:26 AM
77	Yes, we have a good plan	6/22/2016 10:20 AM
78	Yes, however I currently believe the school board is proving to be better leadees than the city council	6/22/2016 8:59 AM
79	I feel the city has its own version and is not always willing to listen to its residence.	6/22/2016 8:19 AM
80	No I don't. The ones who have a positive outlook are usually crushed by o many with negativity causing the ones who want more for the community to give up on it.	6/21/2016 11:49 AM
81	no	6/21/2016 7:39 AM
82	I think some are committed to having our community grow and some are committed to nothing ever changing (and then complaining about it.)	6/21/2016 7:11 AM
83	Yes	6/20/2016 11:42 PM
84	No.	6/20/2016 10:21 PM
85	Decent schools and new pool, park and rec....keep going.	6/20/2016 8:31 PM
86	No I do not. I think increased spending at the school and pool have fractured much of the cohesiveness that was gained when the new school was built.	6/20/2016 8:26 PM
87	Feels like the same people being proactive all the time. Others don't see their responsibility for planning for the future of Independence. The same can be said for donations to projects...same people over and over.	6/20/2016 8:10 PM
88	No there's a lot off farmers around	6/20/2016 7:23 PM
89	Not really. I think this idea of having a "brand" is a waste of \$25,000 of tax payer money. Again, my money is being pissed away.	6/20/2016 7:09 PM
90	No,	6/20/2016 4:30 PM
91	I believe that the residents have cohesive vision, as long as it isn't going to cost to much in tax dollars.	6/20/2016 4:27 PM
92	We did when we were trying to achieve something. Now that we have a new library, new school, and new pool, what is our vision going to be now? Maintain our facilities? Improve parks?	6/20/2016 3:29 PM
93	We are moving in this direction	6/20/2016 3:16 PM
94	No. I like it here but I feel very disconnected from the town. I don't know many people or any plans the city may have.	6/20/2016 3:14 PM
95	No, there is a need for strong open minded leaders	6/20/2016 3:11 PM

## Independence Resident & Visitor Survey

96	Yes, most of us want to improve the town	6/20/2016 1:59 PM
97	There is always going to be a clash between everyone but, we are America we really need to do more votes and majority and let it lay, then in 5 years see if it is viable again. Also on the other side remind people that they did vote the heads of government in so they need to live with that until the next term, and to remember to vote or get involved if they want to have change. or no change.	6/20/2016 1:51 PM
98	Not yet, but it is getting better	6/20/2016 1:39 PM
99	Yes	6/20/2016 12:20 PM
100	No. Too many don't care. The ones trying to make a difference are shut down.	6/20/2016 12:17 PM
101	No. Getting the new library was a fight over using the old or building new. Same struggle with building a new school and then the pool. There are people who are forward thinking and others that want it to stay the same.	6/20/2016 11:54 AM
102	Unsure.....	6/20/2016 11:53 AM
103	No. I think we need to get more on the same page with a vision of how to continue to improve our city and image. There are too many people who are trying really hard and there are too many people who are not doing anything.	6/20/2016 10:54 AM
104	No	6/20/2016 10:35 AM
105	No, many seperate agendas....old vs new	6/20/2016 10:19 AM
106	I can't answer that question, don't have enough knowledge.	6/20/2016 10:17 AM
107	I am not sure. Seems like city government is a mess.	6/20/2016 10:04 AM
108	Not outside of the government and some small groups of event planners and such	6/20/2016 9:48 AM
109	No, i don't see any signs of that.	6/20/2016 9:33 AM
110	Sure	6/20/2016 9:32 AM
111	Only those whose are chosen to voice their opinion are given a forum for the vision.	6/20/2016 9:31 AM
112	I think there is definitely a growing group with a progressive vision who are working to move our city forward.	6/20/2016 9:28 AM
113	Not really	6/20/2016 9:23 AM
114	Most people don't. Their focus is mostly on their immediate activities and family. The majority of people only become directly involved, after the fact and when something displeases them.	6/20/2016 8:21 AM
115	No. Some want to stay stagnate. Others understand the evolution that needs to happen.	6/20/2016 7:47 AM
116	It's getting there	6/20/2016 7:36 AM
117	Yes and no. I think there is an underlying divide between residents, however with outreach I feel this would be yes.	6/20/2016 7:10 AM
118	Not as much as I would like. I think too many residents are uninformed about future plans for our community, partly because some choose not to get involved and partly because city government needs to do a better job of sharing information with its residents	6/20/2016 4:44 AM
119	Not real sure. I think there a few that have some good ideas, but need to get more community involvement	6/19/2016 11:59 PM
120	No. There need to be more opportunities to come together in the community fir various things to help the city grow.	6/19/2016 11:54 PM
121	I think we have a small active group that does	6/19/2016 11:49 PM
122	I think they are getting there but need guidance and information	6/19/2016 11:39 PM
123	Yes, more and more people are becoming interested and working on or for future projects in interest of the town despite lack of support from others.	6/19/2016 11:33 PM
124	No. If you are over the age of 50 your vision is "it's great now because it was great then and what we had then is just as good now as it was then. Don't fix what's not broken". If you're 18-50, young family, single adult etc - the vision becomes expensive because these people believe the town is broken. Streets and infrastructure are desolate and in disrepair, downtown is old, out of date, and beyond its lifespan of effective use. History and the buildings are valuable but only if valued by alls including the owners who desperately need to invest or move on." The only current cohesive view is "taxes are too high, and we have nothing to show for it."	6/19/2016 10:45 PM
125	No, I think far too many are left in the dark when it comes to things being planned for the future. As with many communities, too few are kept informed and too many residents simply don't pay attention to what is going on	6/19/2016 10:02 PM

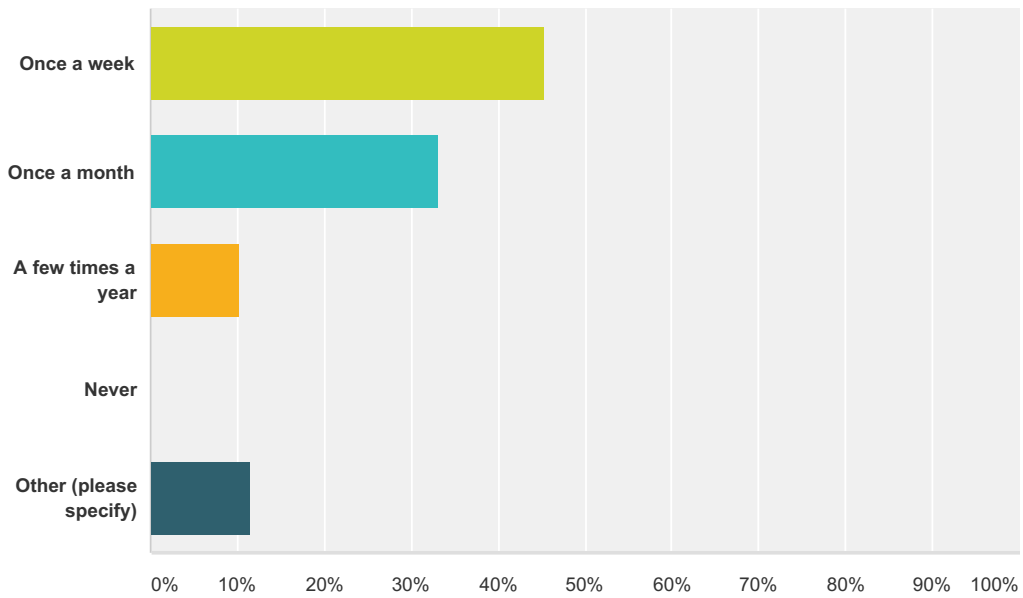
## Independence Resident & Visitor Survey

126	No. I think many dwell on the negative, rumors, or are just against change of any sort. Those actively involved in the community have a great vision of what we could be, but wonder if we ever will with the majority of residents stuck in the mud.	6/19/2016 9:16 PM
127	nope, I don't think the city council/mayor adequately represent the communiyt	6/19/2016 9:07 PM
128	no.	6/19/2016 12:20 PM
129	No. A lot of people want everything to just stay the same. But if you want to grow the city, tax base, get new residents, you need to provide the amenities that people desire and JOBS!!	6/19/2016 8:00 AM
130	No, because not everyone are informed of the changes that want to be made in the community and never will 100% of people agree on anything.	6/18/2016 9:28 AM
131	No. A number of groups promoting the community but no central leadership organization coordinating their efforts. Some groups tend to be turf protective and unwilling to spend their resources or share them, downtown merchants are difficult bring into the process for these reasons.	6/17/2016 9:06 PM
132	Depends on the cohesive vision at stake	6/17/2016 8:57 PM
133	No. People keep wanting to build new things that we don't need and can't afford.	6/17/2016 8:26 PM
134	No, partially because of poor communication	6/16/2016 10:42 AM
135	I would say yes but what a slow process to get anything done.	6/16/2016 8:07 AM
136	We seldom revisit visioning as we did with 20/20 and often visions sit it a manual some place as goals in words only. Again there is little dialogue about vision.	6/15/2016 9:51 PM
137	No, too much "us vs. them" bickering.	6/15/2016 5:21 PM
138	No. I feel it's divided between though wanting Indee to grow and prosper and those who don't want anything to change.	6/14/2016 11:06 AM
139	No. I think people a lot of people like the idea but there is difficulty getting to that point. When various entities get together they give reports instead of figuring out a direction, vision, and how to accomplish those.	6/13/2016 10:15 PM
140	I have no idea.	6/13/2016 3:26 PM
141	Yes, Just take a look at what is being invested in. The only thing I would like to see is for downtown to come alive a little more again.	6/13/2016 2:52 PM
142	no - too much division	6/13/2016 12:54 PM
143	too many opinions and they don't want to listen to anyone else	6/13/2016 7:31 AM
144	why	6/11/2016 11:08 AM
145	No. The city council is trying to be progressive but there are too many crabby, uninformed naysayers who don't want to spend a dime to improve the community.	6/11/2016 11:01 AM
146	No, everybody has different ideas and there isn't a coherent or cohesive vision. When different entities come together it isn't usually to work together, but to report on what they've been doing individually.	6/10/2016 10:23 AM
147	There is a cohesive vision for he future held by the 60% 'Silent Majority' It is activated for the most part by the 20% Indee Advocates	6/9/2016 7:05 PM
148	No - Some are busy just earning a living. They do not or can not educate themselves on future possibilities. Some key tourism people are old, set in their ways, and the groups languish. Some younger folks have vision, but busy. Many enjoy the events, but do not contribute time or ideas. It may help to have many examples of what other towns have done, where they started, where they failed, where they succeeded.	6/9/2016 6:18 PM



### Q13 How often do you leave Independence to shop?

Answered: 148 Skipped: 46



Answer Choices	Responses	Count
Once a week	45.27%	67
Once a month	33.11%	49
A few times a year	10.14%	15
Never	0.00%	0
Other (please specify)	11.49%	17
<b>Total</b>		<b>148</b>

#	Other (please specify)	Date
1	If you include online shopping almost daily	7/8/2016 9:02 AM
2	Every other month or so, usually for clothes or just to go some where different	7/7/2016 1:03 PM
3	As little as possible. Like to keep my business in town	7/6/2016 8:08 PM
4	We try to spend our money I town and support our local merchants	6/29/2016 7:23 AM
5	Approximately 2 X month	6/28/2016 8:04 PM
6	2 to 3 times per month	6/26/2016 11:44 AM
7	don't leave town like we use to when our kids were here	6/25/2016 8:07 AM
8	I try to shop locally as much as possible, resorting to WalMart only when I have to. I probably shop elsewhere once a month or less.	6/23/2016 9:34 AM
9	2 or 3 times a month	6/22/2016 10:02 PM
10	I work out of town so I buy out of town often because of the convenience.	6/22/2016 9:47 PM
11	I would say a few times a month.	6/22/2016 11:11 AM

## Independence Resident & Visitor Survey

12	Maybe twice a month and rarely is the main reason for leaving town but because we were going out of town for something else like visiting family, usually gas is cheaper in bigger vitiea	6/22/2016 9:02 AM
13	Shoe shopping out of town and warm attire.	6/20/2016 8:32 PM
14	Two or three times a month	6/19/2016 9:16 PM
15	Only when I cant get something in town or if the cost difference is too much. otherwise I try to shop local.	6/13/2016 2:53 PM
16	shop on internet	6/13/2016 7:31 AM
17	I get a lot of Big & Tall clothes from the Internet. While enjoy local movie theater (!), they don't get all of the movies.	6/9/2016 6:20 PM

## Independence Resident & Visitor Survey

### Q14 Are you able to buy everything you need in Independence? If not, what can't you buy?

Answered: 148 Skipped: 46

#	Responses	Date
1	No. Good, affordable clothing. Shoes. Good wine. A larger variety of restaurants. Sporting goods. Specialty foods. Bulk things like Sam's Club.	7/11/2016 10:02 AM
2	Many food items (must go to Waterloo Hy-Vee Health Market to obtain) and clothing.	7/11/2016 9:27 AM
3	Clothes, specific home items	7/9/2016 10:52 AM
4	No, clothing items are hard to find. The stores we do have that sell items are expensive. Also, home decor items we buy out of town because it's cheaper prices compared to downtown and Little Red Schoolhouse.	7/8/2016 12:07 PM
5	No, I regularly go out of town for clothes and shoes - especially for kids school or sporting equipment. I sometimes shop out of town for food... And I shop often at Amazon for items like books, hobby or crafting and legos.	7/8/2016 9:05 AM
6	No	7/7/2016 9:36 PM
7	Generally can but not cheaper always	7/7/2016 5:18 PM
8	Women's clothing, shoes, sporting goods	7/7/2016 4:52 PM
9	Yes.	7/7/2016 4:07 PM
10	Usually.	7/7/2016 1:03 PM
11	Yes but prices are lower elsewhere	7/7/2016 9:17 AM
12	Outdoor plants and such. Flooring like hard wood bulk supplies	7/7/2016 7:53 AM
13	For the most part, yes.	7/6/2016 10:27 PM
14	No. For quality sports equipment, we need to go to Dicks in Waterloo. House and yard items for projects, we usually end up at Menards.	7/6/2016 10:02 PM
15	I can buy it all but it sometimes costs more.	7/6/2016 9:56 PM
16	Athletic gear	7/6/2016 9:28 PM
17	No. I need professional work clothes that I get at clearance prices at Kohl's, Dress Barn, etc. Our kids often need sports gear (shoes, knee pads, other sports gear, etc). Our entire house needs nice shoes and have to go to bigger towns for quality shoes.	7/6/2016 8:53 PM
18	I usually buy most things here. I cannot buy clothes here though.	7/6/2016 8:09 PM
19	Yes. I try to buy as much as possible locally, due to a firm belief that buying local, means investing locally	7/6/2016 8:09 PM
20	No, there is nowhere to buy sporting equipment and athletic shoes	7/6/2016 6:52 PM
21	Sports shoes and some accessories	7/6/2016 6:39 PM
22	I cannot buy large size women's clothes or Christian books.	7/6/2016 5:55 PM
23	No	7/6/2016 4:24 PM
24	No Better selection of home furniture	7/6/2016 4:19 PM
25	Work clothing	7/6/2016 4:08 PM
26	Yes , but it's nice to try different things	7/6/2016 3:54 PM
27	Clothes, shoes, good party supplies. I like to have choices.	7/6/2016 3:53 PM
28	We need a Menards.	7/6/2016 3:45 PM
29	Yes	7/6/2016 3:39 PM
30	Usually yes but there is not a motorcycle shop for parts & labor.	7/6/2016 3:33 PM

## Independence Resident & Visitor Survey

31	Can't buy quality school shoes for my kids.	7/6/2016 3:18 PM
32	Sporting goods, clothes.	7/6/2016 2:58 PM
33	No. Shoes, clothing, furniture, building supplies, outdoor recreational items.	7/6/2016 2:45 PM
34	Some house/construction type stuff isn't available at Norby's, Spahn and Rose or Vern's. Also, adult female clothing. (other than Wal-Mart) I know there's one shop but it's for young ladies.	7/6/2016 2:43 PM
35	No Shoes Clothing in general	7/6/2016 2:29 PM
36	No. Not good clothing and shoe options	7/6/2016 2:09 PM
37	No- good running shoes, soccer shoes, sports equipment/ gear. Need more variety for clothing across all ages/gender. Bicycling gear (Circle 8 is building slowly but a ways to go); kitchen store - better quality then the discount stores, winter gear.	7/6/2016 1:41 PM
38	Shoes, athletic equipment	7/6/2016 1:15 PM
39	No.. Fare way is expensive. Walmart is white trash.	7/6/2016 1:13 PM
40	No.....clothing	7/6/2016 12:34 PM
41	No. I like Maurice's	7/3/2016 8:19 AM
42	No, I cannot. Independence doesn't have very many options when it comes to clothing, sporting equipment, craft supplies, etc. While the shopping is great for groceries and gift shops, it is very lacking in all other aspects.	6/29/2016 8:18 PM
43	Mostly clothing.	6/29/2016 7:23 AM
44	Can buy most things but often like more choices (clothes, cars, eyeglasses, etc.).	6/28/2016 8:08 PM
45	Yes	6/27/2016 11:47 AM
46	No, selection of products is limited.	6/27/2016 9:11 AM
47	No, there are no clothing stores in indee to purchase children clothes, shoes, or reasonable priced adult clothes.	6/26/2016 3:18 PM
48	For the most part.	6/26/2016 2:45 PM
49	No, all shoes, clothing, furniture, and remodeling purchases are made out of town, because I get better prices.	6/26/2016 11:46 AM
50	Clothing and shoes. It's more affordable to go to Waterloo or Williamsburg.	6/25/2016 4:52 PM
51	we bought our last car out of town (Subaru) not available here. Sporting equipment, higher end camping equipment (not WalMart), larger beer selection, unique grocery selection like at a co-op (New Pi)	6/25/2016 8:11 AM
52	Shoes.....Ladies clohing	6/24/2016 2:39 PM
53	I wish we had clothing and shoe stores. Have to go out of town for that	6/24/2016 2:17 PM
54	Name brand clothing	6/23/2016 10:18 PM
55	Clothing	6/23/2016 8:32 PM
56	sporting goods, shoes	6/23/2016 12:30 PM
57	Women's clothing, shoes, quality wines, crafting supplies, organic foods in the off season, books	6/23/2016 9:38 AM
58	most of my groceries I have to go out of town to hyvee because fareway will carry something once and never get it again, walmarts veggie and fruit selection is very minimal, I purchase alot of my books and stuff for my business on amazon because we do not have a book store or place to purchase items i need to do my job	6/23/2016 6:41 AM
59	No. Shoes, business supplies, some clothes, especially dress clothes, books, some grocery items.	6/22/2016 10:05 PM
60	For the most part I can get what I need.	6/22/2016 9:47 PM
61	Electronics, clothing, specialty foods, specialty medical care, (I dislike shopping at WalMart)	6/22/2016 8:10 PM
62	I can buy everything I need and do my best to do so.	6/22/2016 6:35 PM
63	Pretty much	6/22/2016 3:29 PM
64	No. Sports gear.	6/22/2016 3:14 PM
65	sometimes reasonably priced things with a large enough field of options	6/22/2016 2:34 PM
66	More clothing stores would be better.	6/22/2016 1:45 PM

## Independence Resident & Visitor Survey

67	Sometimes I like to shop at different places	6/22/2016 12:32 PM
68	Craft supplies for my business	6/22/2016 12:01 PM
69	Specific clothing brands	6/22/2016 11:50 AM
70	No, Menards.	6/22/2016 11:19 AM
71	Seriously? If it's anything other than the basics we drive to Waterloo. Indee Walmart is a pathetic excuse of a supercenter.	6/22/2016 11:13 AM
72	No...I end up purchasing much of what we need online such as shoes and sports supplies. We shop out of town for clothing also...not much for boys clothing in this town. I would shop small downtown stores if we had them.	6/22/2016 11:13 AM
73	Cosmetics, clothing, specialty food items	6/22/2016 11:10 AM
74	Usually yes, with a teenage daughter, she wants certain things that cannot always be found locally.	6/22/2016 10:53 AM
75	lots of things, sporting goods, clothing, every day items, with walmart, fareway and dollar general being the only options it doesn't leave a lot. i hate supporting walmart	6/22/2016 10:47 AM
76	yes but the your limited to where you can due there only one option	6/22/2016 10:28 AM
77	Clothing. High quality	6/22/2016 10:21 AM
78	Most generally,	6/22/2016 9:02 AM
79	shoes, women's clothing	6/22/2016 8:27 AM
80	There is a lack of name brand items and I either purchase those online or in Waterloo/ Cedar Rapids.	6/21/2016 11:51 AM
81	even if I could buy everything I need in independence I cant get merchants in independence to sell things to me.	6/21/2016 7:41 AM
82	No - I do all of my clothes shopping outside of Independence.	6/21/2016 7:12 AM
83	Yes. Like to buy from other store than Walmart.	6/20/2016 11:43 PM
84	No	6/20/2016 10:21 PM
85	Shoes,	6/20/2016 8:34 PM
86	I get most of our stuff from town but some supply's for our farm come from out of town.	6/20/2016 8:28 PM
87	I do not buy clothing, shoes, etc in Independence.	6/20/2016 8:11 PM
88	Yes	6/20/2016 7:25 PM
89	Mostly. I shop locally for groceries and household items but go to Waterloo for clothing/shoes.	6/20/2016 7:10 PM
90	Can buy everything in Independence, but sometimes not enough variety/quality of items.	6/20/2016 4:31 PM
91	yes	6/20/2016 4:28 PM
92	Clothing. No children's clothing options and only one women's clothing option which is mostly "out on the town" clothing and not work appropriate.	6/20/2016 3:30 PM
93	Good shoes, books, music & supplies.	6/20/2016 3:17 PM
94	I can get what I need in town	6/20/2016 3:15 PM
95	Quality groceries	6/20/2016 3:12 PM
96	Much of the building materials can only be had by special order.	6/20/2016 2:26 PM
97	yes, although if we could figure out women's new clothing store. but with web will be difficult.	6/20/2016 1:53 PM
98	Clothing is hard to purchase here. Shoes are not available. Furniture options are slim.	6/20/2016 1:40 PM
99	Large electronics: don't trust Walmart quality.	6/20/2016 12:21 PM
100	I like to buy on amazon for more convenience.	6/20/2016 12:18 PM
101	Crafting items like Hobby Lobby. Clothing for women besides Walmart. Antiques	6/20/2016 11:55 AM
102	Yes	6/20/2016 11:53 AM
103	No. We are able to buy most of our day to day living supplies but bigger items are not usually available, or at least in acceptable brands. Things included in this are often larger appliances, musical instruments and equipment, some home remodel items.	6/20/2016 10:57 AM

## Independence Resident & Visitor Survey

104	No. Business mostly open during hours most people work. No electronics stores other than Walmart.	6/20/2016 10:37 AM
105	No, clothing, shoes...some things are available but the cost difference can be double .	6/20/2016 10:20 AM
106	Shoes, clothing and sports equipment etc.	6/20/2016 10:17 AM
107	Clothing and apparel.	6/20/2016 10:05 AM
108	I don't really buy my clothes here and I like to shop at Aldis for my staples.	6/20/2016 9:49 AM
109	We shop at HyVee's "Health Market" section because those items are not available in Indee. Our preferred make of vehicles is not sold in Indee, so we purchase vehicles in Wloo or CR, and have them serviced and repaired there also.	6/20/2016 9:36 AM
110	Yes	6/20/2016 9:33 AM
111	I get better pricing on everything from Gas to Groceries out of town.	6/20/2016 9:32 AM
112	Clothing to fit my family	6/20/2016 9:29 AM
113	I try to shop In town but I watch the sales for the best deals in other towns	6/20/2016 9:24 AM
114	No. Clothing and electronics mostly.	6/20/2016 8:22 AM
115	Yes, but there are times that the convenience is not worth the price.	6/20/2016 7:48 AM
116	Yes, some specialty items	6/20/2016 7:36 AM
117	Yes, except name brand clothes.	6/20/2016 7:10 AM
118	No. Clothing, shoes and sporting goods are sorely lacking unless you are a Walmart shopper. I am not.	6/20/2016 4:46 AM
119	Kids clothes, shoes, certain women's clothes, mens clothes, sports equipment	6/20/2016 12:01 AM
120	No. I need crickets for a pet and cannot purchase them in town anymore because there is no power store.	6/19/2016 11:55 PM
121	Shoes if quality Plus size clothes	6/19/2016 11:50 PM
122	Mostly	6/19/2016 11:40 PM
123	No, videogames and music stuff (Best Buy/GameStop type stuff)	6/19/2016 11:33 PM
124	No, home repair supplies, higher quality home maintenance supplies, expanded grocery options, high quality hardware supplies, garden supplies, landscaping etc. Farm Fleet, Walmart, and the local hardware stores are small shops and only have the basics and can only stock so many products. Sometimes Menards, Sears, Home Depot, Hy Vee, etc are better options providing better selection and pricing even if it means driving 25-45 minutes.	6/19/2016 10:49 PM
125	No. Ladies clothing, shoes, sporting goods and children's clothes are not available in Indee unless a person is satisfied with the caliber of merchandise available at Walmart. This person is not satisfied with that option.	6/19/2016 10:06 PM
126	I do most of my shopping in town. I do purchase my attire out of town as I need more professional and affordable clothing options that independence has yet to offer. Unfortunately, I am not at a point in my life that I can comfortably and regularly shop at gift shops in town. I do most all of my necessities locally.	6/19/2016 9:21 PM
127	nope, clothing, sports equipment, shoes, some food items, gifts,	6/19/2016 9:08 PM
128	No. Some regular household items.	6/19/2016 12:20 PM
129	Yes. There's some dept stores that we visit in Waterloo/Cedar Falls.	6/19/2016 8:01 AM
130	No, the Walmart here in town is limited on the items that they stock, and I often have to leave the town to go to Waterloo/Cedar Falls for personal and medical necessities.	6/18/2016 9:29 AM
131	Primarily leave town for clothing, shoes, those types of things.	6/17/2016 9:08 PM
132	Can't buy quality clothing, including jewelry and shoes, and specialty items	6/17/2016 9:04 PM
133	Clothes, toys, books, yarn	6/17/2016 8:27 PM
134	No, need to go elsewhere to find items from health food stores, etc.	6/16/2016 10:43 AM
135	Yes	6/16/2016 8:07 AM
136	Shoes, quality sporting goods, higher end stuff	6/15/2016 9:53 PM
137	I could purchase most items I need in Independence, but choose to purchase them elsewhere, as it is often cheaper after the cost of driving to buy it out of town.	6/15/2016 5:23 PM

## Independence Resident & Visitor Survey

138	Need - yes. Want - no. I go out of town for higher quality items and products and more variety. Mostly for clothing, shoes, home decor and toys.	6/14/2016 11:07 AM
139	No, a good selection of women's clothing is not available. Shoes and many specialty items are also not available.	6/13/2016 10:17 PM
140	For the most part. If I were going to to out of town to shop it would be for clothes, sporting goods, home goods etc. I buy what I can here (considering cost) then purchase online.	6/13/2016 3:28 PM
141	Yes	6/13/2016 2:53 PM
142	we go elsewhere for more diverse dining options, and to Sam's club in Waterloo and menards and other home building stores for greater selection, as well as specialty stores (like Dick's for sporting goods, etc)	6/13/2016 12:56 PM
143	only buy groceries--buy everything else online	6/13/2016 7:32 AM
144	healthy organic food, fashionable clothing,	6/11/2016 11:10 AM
145	No. I do not find clothing I like.	6/11/2016 11:02 AM
146	Clothing	6/10/2016 10:23 AM
147	Yes, I am able to by everything I need for the most part, but we need a quality shoe outlet, a women's clothing for all ages. And a good steak house, just a dream of mine.	6/9/2016 7:07 PM
148	Big & Tall clothes. Shoes. My mom (upper 80s) always mentions dresses. She can find sweatshirts at Norby's.	6/9/2016 6:23 PM

## Independence Resident & Visitor Survey

### Q15 If you could choose 1 amenity from a larger nearby city to relocate to Independence, what would it be?

Answered: 146 Skipped: 48

#	Responses	Date
1	Brewery/restaurant.	7/11/2016 10:02 AM
2	A health food store	7/11/2016 9:27 AM
3	A department store	7/9/2016 10:52 AM
4	A mall of some sort.	7/8/2016 12:07 PM
5	I think I would prefer more things to do such as a bike path, rather than more commercial stores.	7/8/2016 9:06 AM
6	Hyevee	7/7/2016 9:37 PM
7	Another grocery store..... Like Hyvee or something	7/7/2016 5:19 PM
8	I would love to see a splash pad.	7/7/2016 4:09 PM
9	Target, mall outlet type stores	7/7/2016 1:04 PM
10	shopping center	7/7/2016 9:18 AM
11	Small town feel. A lot of people know you here	7/7/2016 7:54 AM
12	Target	7/6/2016 10:27 PM
13	Wendys!	7/6/2016 10:09 PM
14	The sportsplex that Waterloo has.	7/6/2016 9:56 PM
15	Improve our river by cleaning out the bottom	7/6/2016 9:29 PM
16	For a store, I would choose Kohl's or a sporting store.	7/6/2016 8:54 PM
17	Women's shopping. I miss Davidsons	7/6/2016 8:10 PM
18	Sports store	7/6/2016 8:10 PM
19	Scheels or sporting goods store	7/6/2016 6:52 PM
20	Something more for kids to do. Like go carts. Mini golf. Etc	7/6/2016 6:40 PM
21	I don't know.	7/6/2016 6:06 PM
22	New police department so the county seat actually looks like something official.	7/6/2016 4:25 PM
23	Menards	7/6/2016 4:20 PM
24	Texas road house	7/6/2016 3:55 PM
25	Taco Johns	7/6/2016 3:54 PM
26	Menards.	7/6/2016 3:45 PM
27	A better restaurant	7/6/2016 3:39 PM
28	A good dining establishment; not necessarily a expensive one but a one with good food and a Harley shop.	7/6/2016 3:34 PM
29	Shoe carnival	7/6/2016 3:18 PM
30	Shopping mall.	7/6/2016 2:59 PM
31	Starbucks	7/6/2016 2:45 PM
32	Chain type restaurant	7/6/2016 2:44 PM
33	Restaurant	7/6/2016 2:30 PM



## Independence Resident & Visitor Survey

34	Target	7/6/2016 2:10 PM
35	Miles of Paved trails for biking,I, walking and Rec use	7/6/2016 1:46 PM
36	Non	7/6/2016 1:15 PM
37	Walking trails and biking trails	7/6/2016 1:13 PM
38	Sporting good store	7/6/2016 12:35 PM
39	Maurice's	7/3/2016 8:20 AM
40	Better shopping, i.e. more stores so that there is a better selection.	6/29/2016 8:18 PM
41	An option that is better than Wal-Mart	6/29/2016 7:24 AM
42	More restaurants.	6/28/2016 8:10 PM
43	Hy-Vee	6/27/2016 11:54 AM
44	Nice restaurants or a HyVee	6/27/2016 9:12 AM
45	Downtown environment with shops, not businesses.	6/26/2016 3:19 PM
46	Recreational water activities, dredge the wapsie lake	6/26/2016 2:46 PM
47	A reasonably priced clothing and shoe store.	6/26/2016 11:46 AM
48	Better shopping as in clothing, shoes and electronics.	6/25/2016 4:53 PM
49	Micro brewery and small unique dining menu	6/25/2016 8:15 AM
50	Ladies ready to wear	6/24/2016 2:40 PM
51	Maurices clothing. How does Oelwein have one???	6/24/2016 2:19 PM
52	More eating places	6/23/2016 10:19 PM
53	Splash pad	6/23/2016 8:33 PM
54	none	6/23/2016 12:31 PM
55	Restaurants that serve local foods rather than an off-the-truck menu.	6/23/2016 9:38 AM
56	Panera bread, We need healthier options then what independence has. I can not eat fast food or at most of the restaurants in town because my health conditions dont allow the food they serve	6/23/2016 6:42 AM
57	A decent shoe store	6/22/2016 10:06 PM
58	Maybe another dept/grocery store.	6/22/2016 9:50 PM
59	HyVee or Panera	6/22/2016 8:11 PM
60	None	6/22/2016 6:36 PM
61	Restaurant	6/22/2016 3:29 PM
62	A mini mall	6/22/2016 3:14 PM
63	less expensive utilities..ie. electricity...high..very high for a community this size	6/22/2016 2:35 PM
64	Target	6/22/2016 1:46 PM
65	Target	6/22/2016 12:32 PM
66	Downtown shopping..less offices, more shops	6/22/2016 12:01 PM
67	Target because I love its vibe & message a lot more than Walmart	6/22/2016 11:50 AM
68	Menards	6/22/2016 11:19 AM
69	Cedar Valley Nature Trail	6/22/2016 11:14 AM
70	Haha...not another pizza place ;) A sporting goods store.	6/22/2016 11:14 AM
71	More options	6/22/2016 11:11 AM
72	Bigger bike trail system	6/22/2016 10:54 AM
73	sporting goods store	6/22/2016 10:48 AM

## Independence Resident & Visitor Survey

74	sport center swimming pool ice rink etc	6/22/2016 10:30 AM
75	Stores. Target?	6/22/2016 10:21 AM
76	Perhaps higher paying jobs, large warehouse type company	6/22/2016 9:05 AM
77	womens clothing store	6/22/2016 8:28 AM
78	Hardware store that is open past 6pm	6/21/2016 11:51 AM
79	jewelry store	6/21/2016 7:45 AM
80	hmmm....I'm not sure...	6/21/2016 7:13 AM
81	Another grocery store on north end of town.	6/20/2016 11:44 PM
82	Better dining	6/20/2016 10:21 PM
83	Maurices,	6/20/2016 8:45 PM
84	Hardee's. I love Hardee's.	6/20/2016 8:30 PM
85	Stores	6/20/2016 8:12 PM
86	Target	6/20/2016 7:25 PM
87	Department stores beside Walmart like Kohls or chain restaurants like Carlos o Kelly's, Applebee's, etc.	6/20/2016 7:22 PM
88	More businesses	6/20/2016 4:32 PM
89	Can't really think of anything.	6/20/2016 4:29 PM
90	Large company to employ residents at high wages.	6/20/2016 3:30 PM
91	Music store or bookstore; either used or new.	6/20/2016 3:19 PM
92	Hy-Vee	6/20/2016 3:15 PM
93	Hy-vee	6/20/2016 3:13 PM
94	Taco Bell	6/20/2016 2:27 PM
95	Target	6/20/2016 1:54 PM
96	Restaurants!!!!!!	6/20/2016 1:40 PM
97	Parks that are well kept!!!	6/20/2016 12:23 PM
98	Cedar valley nature trail	6/20/2016 12:22 PM
99	Bike trail in more of a nature setting. Arts store like the CLAM.	6/20/2016 12:03 PM
100	Better fitness options...like a planet fitness (cheaper fitness options)	6/20/2016 11:57 AM
101	Famous Daves	6/20/2016 10:59 AM
102	Better dining options.	6/20/2016 10:37 AM
103	Shoe store	6/20/2016 10:21 AM
104	Sporting goods store	6/20/2016 10:17 AM
105	Clothing and apparel store/shop.	6/20/2016 10:06 AM
106	Aldis	6/20/2016 9:49 AM
107	Arts and Cultural activities.	6/20/2016 9:38 AM
108	A drive thru coffee shop, i.e. Starbucks, CoffeeSmiths, etc.	6/20/2016 9:35 AM
109	Gym with daycare	6/20/2016 9:34 AM
110	Aldi	6/20/2016 9:29 AM
111	Career opportunities	6/20/2016 9:25 AM
112	Sears.	6/20/2016 8:23 AM
113	Better clothing options.	6/20/2016 7:48 AM
114	Large factory/employer	6/20/2016 7:37 AM

## Independence Resident & Visitor Survey

115	Indoor play park for children.	6/20/2016 7:11 AM
116	A quality department type store, similar to a Kohls or Youngers	6/20/2016 4:47 AM
117	Cedar Valley sportsplex	6/20/2016 12:01 AM
118	The faculty Finland in Waterloo with go karts and miniature golf.	6/19/2016 11:56 PM
119	Hycee	6/19/2016 11:51 PM
120	Long paved bike trails	6/19/2016 11:41 PM
121	A newer community recreation center	6/19/2016 11:35 PM
122	For the standard citizen : Hy-Vee (expanded selection, pricing competition with Walmart/Fareway) For Me: Menards	6/19/2016 10:50 PM
123	Kohls or Youngers store type shopping, located in the downtown area, not out on the edge of town	6/19/2016 10:08 PM
124	Target	6/19/2016 9:23 PM
125	splash park for tots	6/19/2016 9:09 PM
126	24 hour homecooking reasonably priced restaurant	6/19/2016 12:21 PM
127	I would increase our sidewalks and trail system, like Cedar Falls.	6/19/2016 8:02 AM
128	More food chains.	6/18/2016 9:30 AM
129	Gallagher Bluedorn Theater type entertainment.	6/17/2016 9:09 PM
130	Manufacturing with growth potential	6/17/2016 9:06 PM
131	Sorry, great question, but we can't afford to build any new buildings for a bit. Nobody is going to be able to afford to live in this town if you keep wasting taxpayer money by building new stuff. Just wait a few years. Let's get the pool taken care of first.	6/17/2016 8:29 PM
132	Create daily bus line connections and/or shuttle service to Amtrak stations and locations like Cedar Rapids Airport and Waterloo and Dubuque. This would attract a lot of people who travel and commute.	6/16/2016 10:52 AM
133	Better trail system. It is very dangerous for pedestrians to walk or ride bikes in the business district south of town. 150 south needs to be widened to accommodate better turning lanes.	6/16/2016 8:13 AM
134	Microbrewery with food	6/15/2016 9:53 PM
135	Well maintained streets and bridges.	6/15/2016 5:27 PM
136	Target!	6/14/2016 11:20 AM
137	connected trails	6/13/2016 10:18 PM
138	Not sure if you would call this an amenity but it would be the Cedar Falls down town area. The culture, atmosphere, shopping etc.	6/13/2016 3:29 PM
139	Nightlife	6/13/2016 2:54 PM
140	healthier living choices - hiking and biking trails, new swimming pools, better maintained streets to enable better walking / biking on them, and cleanliness of the city	6/13/2016 12:59 PM
141	more shopping	6/13/2016 7:32 AM
142	target or hyvee	6/11/2016 11:11 AM
143	Youngers, Kohls or JC Penny store....not a realistic desire.	6/11/2016 11:04 AM
144	connected trails	6/10/2016 10:23 AM
145	Shoe store	6/9/2016 7:07 PM
146	Wrigley Field (lol) Cabela's	6/9/2016 6:26 PM

## Independence Resident & Visitor Survey

### Q16 What are some common positive perceptions about businesses in Independence?

Answered: 144 Skipped: 50

#	Responses	Date
1	If you need a haircut or am auto part we are your kind of town. Most businesses are supportive of the community. Small. Friendly.	7/11/2016 10:03 AM
2	The small downtown businesses are friendly and helpful.	7/11/2016 9:28 AM
3	Some have good customer service which makes it easier to shop local even if selection is limited or price is more expensive but some do not an then it's not worth it to use the local business. If they can't compete on some level with another business I'm not going to shop there just because they are "local". Store hours are very limited for most businesses which makes it hard for those of us who work those some hours and can never get to that business when they are open	7/9/2016 10:55 AM
4	They have items that you can't just find at the mall. They are unique.	7/8/2016 12:08 PM
5	I think they all participate very actively in the community by supporting the local events.	7/8/2016 9:07 AM
6	Goodwill is great helping the community here in Indep	7/7/2016 9:38 PM
7	Small and personal	7/7/2016 5:28 PM
8	Personal and friendly	7/7/2016 4:10 PM
9	Kind, friendly service	7/7/2016 1:05 PM
10	Independently owned	7/7/2016 9:19 AM
11	Small shops	7/7/2016 7:54 AM
12	Small town customer service (this applies only to downtown stores NOT Walmart or Fareway)	7/6/2016 10:28 PM
13	Friendly. Personable.	7/6/2016 10:10 PM
14	Friendly people work there.	7/6/2016 9:57 PM
15	Family owned and friendly	7/6/2016 9:29 PM
16	They are generous to community events and try to keep their costs reasonable.	7/6/2016 8:55 PM
17	Local businesses seem to invest and support Indee in a proud way	7/6/2016 8:12 PM
18	They are very accommodating, friendly and helpful.	7/6/2016 8:11 PM
19	Community focused and donate a lot to the schools	7/6/2016 6:54 PM
20	Helpful	7/6/2016 6:41 PM
21	I consider most of the businesses in Independence to be reliable and friendly.	7/6/2016 6:06 PM
22	Expensive	7/6/2016 4:25 PM
23	Friendly	7/6/2016 4:22 PM
24	Friendly	7/6/2016 3:55 PM
25	They work together and try not to carry the same items. We have very good gift shops in our town.	7/6/2016 3:55 PM
26	Know what u want, before u do.	7/6/2016 3:47 PM
27	Nice people. Jobs are available but people aren't willing to work the jobs that are available.	7/6/2016 3:41 PM
28	Mostly friendly & personable	7/6/2016 3:35 PM
29	Friendly.	7/6/2016 3:19 PM
30	buy local stay local	7/6/2016 3:01 PM

## Independence Resident & Visitor Survey

31	Friendly and eager to help	7/6/2016 2:46 PM
32	Friendly, helpful- if they don't have they still try to find a way to find it for you	7/6/2016 2:45 PM
33	Majority of major businesses have been here for a long time	7/6/2016 2:31 PM
34	Know you by first name. Very helpful	7/6/2016 2:10 PM
35	Willing to support the community and invest dollars in community events. Reasonable prices	7/6/2016 1:48 PM
36	Na	7/6/2016 1:16 PM
37	They want to please the residents of independence.	7/6/2016 1:14 PM
38	Honest owners mostly	7/6/2016 12:35 PM
39	They really get into Halloween and it's great to see all the kids having fun.	7/3/2016 8:21 AM
40	The majority of the businesses are sole proprietorships and the owners put a lot of time and effort into making them successful.	6/29/2016 8:19 PM
41	The merchants are helpful and will do as much as they can to assist you in obtaining what you need or want.	6/29/2016 7:25 AM
42	They support community events, friendly, helpful, accommodating, trustworthy.	6/28/2016 8:23 PM
43	Nice to have locally owned businesses downtown.	6/27/2016 9:12 AM
44	Friendly, local people	6/26/2016 3:19 PM
45	Good	6/26/2016 2:46 PM
46	Very thankful we have Fareway and Walmart.	6/26/2016 11:47 AM
47	Friendly, knowledgeable and eager to help you in anyway they can.	6/25/2016 4:54 PM
48	nice gift shops, amenity of some of the salons, the available repair of the appliances and vehicles - the hometown feel	6/25/2016 8:18 AM
49	Varied, Thoughtful, clean	6/24/2016 2:41 PM
50	We get a lot of out of town shoppers, bcuz larger towns do not have speciality shops anymore.	6/24/2016 2:20 PM
51	Helpful	6/23/2016 10:19 PM
52	Friendly people!	6/23/2016 8:33 PM
53	good employers	6/23/2016 12:31 PM
54	We have excellent gift, decorating, novelty shops. It is becoming a destination for women shoppers.	6/23/2016 9:40 AM
55	They know you by name, I like the feeling of being spoke to as a person not just another customer.	6/23/2016 6:43 AM
56	friendly staff, small town values	6/22/2016 10:07 PM
57	Involved in the city by donating back time or \$'s	6/22/2016 9:51 PM
58	Many of the local merchants will bend over backwards to fulfill your needs.	6/22/2016 8:12 PM
59	Nice downtown	6/22/2016 6:36 PM
60	Young adults starting new businesses	6/22/2016 3:30 PM
61	They know who you are and are willing to help you. Prompt service. You are not just a number.	6/22/2016 3:15 PM
62	they try hard to assist and serve	6/22/2016 2:35 PM
63	Small town feel with people that have familiar faces working there	6/22/2016 1:46 PM
64	Na	6/22/2016 12:32 PM
65	Variety of offerings	6/22/2016 12:01 PM
66	Generous	6/22/2016 11:50 AM
67	Small town with big options	6/22/2016 11:19 AM
68	.	6/22/2016 11:15 AM
69	Love our small town business owners. They do try. If they don't have something, they sure as heck will try to get it if it's in their reach.	6/22/2016 11:15 AM

## Independence Resident & Visitor Survey

70	Small	6/22/2016 11:11 AM
71	They are friendly mom and pops.	6/22/2016 10:55 AM
72	the are friendly and community focused	6/22/2016 10:48 AM
73	there locally owned	6/22/2016 10:30 AM
74	Kind and loving people and employees at most places	6/22/2016 10:22 AM
75	School is on a huge upswing	6/22/2016 9:06 AM
76	great people	6/22/2016 8:28 AM
77	personable and care for your satisfaction	6/21/2016 11:52 AM
78	Are there any positive perceptions?	6/21/2016 7:46 AM
79	Service is second to none! Personable, unique and quality things are sold here by people who live and pay taxes here:)	6/21/2016 7:14 AM
80	Family owned	6/20/2016 11:44 PM
81	None	6/20/2016 10:22 PM
82	Our shops are carry a great variety of iyrms and are very friendly.	6/20/2016 8:48 PM
83	If you work hard you can make your business successful.	6/20/2016 8:31 PM
84	Small town service...	6/20/2016 8:12 PM
85	People are honest	6/20/2016 7:25 PM
86	They try to be accommodating to locals and returning customers.	6/20/2016 7:22 PM
87	Helpful, willing to go the extra mile, good service	6/20/2016 4:32 PM
88	Family owned, good customer service, and profits stay local.	6/20/2016 4:30 PM
89	Helpful.	6/20/2016 3:31 PM
90	People like the variety of eating & drinking establishments	6/20/2016 3:20 PM
91	Friendly people working there	6/20/2016 3:16 PM
92	Supportive of community events	6/20/2016 3:15 PM
93	Helpful, informative and knowledgeable staff.	6/20/2016 2:28 PM
94	Downtown is small town at its best they are helpful, generous, and want to have repeat business so will try there best to make you happy	6/20/2016 1:56 PM
95	Cute places to shop. Lacking variety	6/20/2016 1:40 PM
96	Friendly people. Good selection.	6/20/2016 12:23 PM
97	Helpful, locally owned, friendly	6/20/2016 12:22 PM
98	Great service that you can count on.	6/20/2016 12:03 PM
99	Small town feel.	6/20/2016 11:57 AM
100	There are some places that you can find things there that you won't be able to find anywhere else.	6/20/2016 11:00 AM
101	Supportive of community events	6/20/2016 10:38 AM
102	They are engaged members of our community	6/20/2016 10:21 AM
103	They care about their employees	6/20/2016 10:18 AM
104	Most are friendly.	6/20/2016 10:06 AM
105	They are kind, friendly and support the community	6/20/2016 9:50 AM
106	They give back and support the community, they try to offer as much as they can, given their limitations.	6/20/2016 9:39 AM
107	They are small business owners.	6/20/2016 9:35 AM
108	Supportive of community organizations and our school district	6/20/2016 9:30 AM

## Independence Resident & Visitor Survey

109	They are friendly and try to help you.	6/20/2016 9:26 AM
110	Mostly mom and pop, knick-knack stores with lovely owners.	6/20/2016 8:25 AM
111	Friendly	6/20/2016 7:48 AM
112	Helpful, personable	6/20/2016 7:38 AM
113	Good, caring, home grown.	6/20/2016 7:11 AM
114	Friendly owners and staff in most locally owned businesses. Good service from most.	6/20/2016 4:49 AM
115	Nice, friendly, honest staff and business owners	6/20/2016 12:02 AM
116	Variety of things downtown	6/19/2016 11:57 PM
117	Variety of restaurants and shops for home things. Friendly	6/19/2016 11:52 PM
118	Friendly with a lot to offer and unique	6/19/2016 11:41 PM
119	Close knit	6/19/2016 11:38 PM
120	The ones who give money or volunteer and support local events/schools/ groups etc are absolutely great and are typically the only few who volunteer or support anything. A Majority Do not. Those that do everyone knows - Dunlaps, Pinicon, BChC, Wapsi Valley Creamery, Bank Iowa, Indytel, Veridian, SSB, Walmart, WCF Bank. That's about it	6/19/2016 10:52 PM
121	Nice shops, friendly business owners and staff	6/19/2016 10:10 PM
122	Most are very friendly and personable. They know exactly what your loved ones have been looking at in their stores. They know your family, share in your excitement, and don't treat you like another big city number	6/19/2016 9:24 PM
123	most are friendly, unique shopping experience.	6/19/2016 9:09 PM
124	Welcoming	6/19/2016 12:21 PM
125	There's a lot of family owned small businesses as well as 'mom and pop' shops. Those are always nice to see. Usually you get a lot better service.	6/19/2016 8:03 AM
126	Personable.	6/18/2016 9:31 AM
127	Manufacturing businesses are working hard to be state of the art in their areas. We have 3 or 4 nice gift shops in town that carry nice things that you don't see in mall type stores.	6/17/2016 9:13 PM
128	Friendly and willing to assist in your purchases	6/17/2016 9:09 PM
129	Friendly business owners	6/17/2016 8:29 PM
130	Friendly	6/16/2016 10:52 AM
131	Not sure	6/16/2016 8:14 AM
132	Friendly, helpful, good service, nice people	6/15/2016 9:54 PM
133	? Limited competition inside city limits allows business to charge higher prices.	6/15/2016 5:37 PM
134	Buy local. You know the owner personally.	6/14/2016 11:20 AM
135	Many bring in people from outside of town to shop. There are many industrial opportunities.	6/13/2016 10:22 PM
136	Friendly, helpful if you are looking for something.	6/13/2016 3:30 PM
137	Most of the business owners will work with you to try to find what you need at a reasonable price.	6/13/2016 2:54 PM
138	local, small town with good customer service and easy access	6/13/2016 1:02 PM
139	they do not care about the customer	6/13/2016 7:33 AM
140	idk	6/11/2016 11:12 AM
141	Friendly shop owners. If they don't have what you want they will suggest competitor stores in town.	6/11/2016 11:05 AM
142	friendly and community-oriented	6/10/2016 10:23 AM
143	For the most part our businesses are supportive of Indee needs	6/9/2016 7:08 PM
144	Friendly, Try to get what you want, Contribute to various causes and events.	6/9/2016 6:28 PM

## Independence Resident & Visitor Survey

### Q17 What are some common negative perceptions about businesses in Independence?

Answered: 142 Skipped: 52

#	Responses	Date
1	Poor selection. Higher pricing.	7/11/2016 10:03 AM
2	The small downtown businesses don't get enough business and go out of business, or are at risk of going out of business, quickly.	7/11/2016 9:29 AM
3	I listed positive and negative in the previous question	7/9/2016 10:55 AM
4	There isn't a huge variety of stores and the prices sometimes tend to be on the higher side.	7/8/2016 12:08 PM
5	It's often easier/cheaper to shop online than local due to store hours and pricing.	7/8/2016 9:09 AM
6	Drugs and rift RAF coming in from surround town Manchester ect	7/7/2016 9:38 PM
7	Hiring friends/ friends and giving no one else a chance . No 2 ndchances for anyone	7/7/2016 5:29 PM
8	Some stores don't carry what you want	7/7/2016 4:11 PM
9	None I can think of	7/7/2016 1:05 PM
10	Hours of operation	7/7/2016 9:19 AM
11	One grocery store or Wal-Mart. Only options	7/7/2016 7:55 AM
12	Not a big enough selection.	7/6/2016 10:28 PM
13	Cliquish	7/6/2016 10:12 PM
14	High high taxes flood zones	7/6/2016 9:30 PM
15	The hours are not always long enough for professionals to visit.	7/6/2016 8:55 PM
16	The only possible negative would be salary / pay	7/6/2016 8:13 PM
17	Not enough senior housing.	7/6/2016 8:11 PM
18	Low pay and minimal career growth	7/6/2016 6:56 PM
19	Some are rude and maybe a little more expensive	7/6/2016 6:41 PM
20	I don't know.	7/6/2016 6:08 PM
21	Lack diversity	7/6/2016 4:25 PM
22	High cost	7/6/2016 4:23 PM
23	To high prices	7/6/2016 3:56 PM
24	Prices are high. Not much choice.	7/6/2016 3:55 PM
25	Know what u want before u do.	7/6/2016 3:47 PM
26	Hard to get good trustworthy people to work.	7/6/2016 3:41 PM
27	Act like they are doing you a favor by selling you their products. And not carrying a full line of them.	7/6/2016 3:37 PM
28	Some pricey.	7/6/2016 3:19 PM
29	not enough products	7/6/2016 3:02 PM
30	Too many of exactly the same thing. 10 bars 20 hair salons etc	7/6/2016 2:47 PM
31	Maybe selection? I don't hear negative about our businesses.	7/6/2016 2:47 PM
32	Not enough	7/6/2016 2:32 PM
33	Alot of them carry the same thing. Need a hallmark store or something	7/6/2016 2:11 PM



## Independence Resident & Visitor Survey

34	Just not enough variety. Plus Main Street businesses should embrace the historical aspects of their businesses downtown and not be allowed to cover them with siding and shingle awnings to takes away from the charm. There is no reason why we can't be as attractive to visitors as Galena. We need the eye appeal as well as the variety of stores to attract more shoppers/money for our businesses/town	7/6/2016 1:52 PM
35	Na	7/6/2016 1:16 PM
36	None	7/6/2016 1:15 PM
37	Nobody supports new businesses fellow businesses see it as a threat. Bad mouth new ones	7/6/2016 12:36 PM
38	Cost	7/3/2016 8:21 AM
39	Many of the businesses in town do not give back to the community, i.e. donations of time or money.	6/29/2016 8:19 PM
40	They aren't able to offer everything that is available in a larger town	6/29/2016 7:26 AM
41	Buildings (especially Main Street - exterior of the old, brick buildings) need to be maintained & kept up better. Mental Health Institute suffering cuts and more likely to occur.	6/28/2016 8:23 PM
42	Many are behind technology	6/27/2016 9:13 AM
43	Limited options, not think outside the box for striving for online business as well	6/26/2016 3:20 PM
44	Smaller business come with higher prices. More over head	6/26/2016 2:46 PM
45	Not enough businesses that cater to everyday shopping, such as clothes and shoes.	6/26/2016 11:48 AM
46	Overpriced and standoffish. I've never experienced that myself since moving here in 2013.	6/25/2016 4:55 PM
47	dining options are too limited, not enough variety of festivals, and community events. I seem to feel we have to leave town to find entertainment	6/25/2016 8:20 AM
48	Locals do not support local shops. Thank goodness for the out of towners	6/24/2016 2:42 PM
49	Need more shops	6/24/2016 2:21 PM
50	Costly	6/23/2016 10:20 PM
51	Hard to keep a business going in indee	6/23/2016 8:33 PM
52	not enough	6/23/2016 12:31 PM
53	Hours that they are open seem limited to those who work.	6/23/2016 9:41 AM
54	More expensive	6/23/2016 6:44 AM
55	limited inventory in stores and not enough employment options for decent wages	6/22/2016 10:08 PM
56	Don't provide all the services or goods like a larger town.	6/22/2016 9:52 PM
57	Nothing useful or reasonably priced can be purchased in Independence.	6/22/2016 8:12 PM
58	None	6/22/2016 6:36 PM
59	Embarrassed by our downtown.we should be a "little Galena" with all the unique buildings downtown..	6/22/2016 3:31 PM
60	Some are too pricey	6/22/2016 3:16 PM
61	not enough options	6/22/2016 2:36 PM
62	Main Street buildings sort of run down business.	6/22/2016 1:46 PM
63	Na	6/22/2016 12:32 PM
64	It seems people want more but don't support what we have	6/22/2016 12:03 PM
65	Small	6/22/2016 11:50 AM
66	Small town equals small minded	6/22/2016 11:20 AM
67	Customers have to travel to Waterloo or CR to shop because options in Indee are very limited.	6/22/2016 11:16 AM
68	Lack of...we do not have much for smaller businesses downtown. Our downtown would attract more if it were kept up. Much of it is falling apart. I believe the city needs to give out grants to help give our downtown a facelift.	6/22/2016 11:16 AM
69	Small	6/22/2016 11:11 AM
70	Cost comparisons.	6/22/2016 10:55 AM

## Independence Resident & Visitor Survey

71	they tend to be priced quite a bit higher than big box stores	6/22/2016 10:49 AM
72	not much compition to shop	6/22/2016 10:31 AM
73	.	6/22/2016 10:22 AM
74	City council misspending or approving purchases without figuring in additional needs. EX. Buying old freeway store without knowing cost of converting to city offices	6/22/2016 9:08 AM
75	they won't have what I need	6/22/2016 8:32 AM
76	Not as much to offer as bigger cities. Cant always find what your looking for and the prices are higher locally	6/21/2016 11:53 AM
77	If your not the right person your money isn't green here	6/21/2016 7:49 AM
78	There is a negative perception that there isn't much choice here...	6/21/2016 7:14 AM
79	Not open enough hours at different times of the year.	6/20/2016 11:44 PM
80	No variety	6/20/2016 10:23 PM
81	They need to keep the same hours.	6/20/2016 8:48 PM
82	Lack of local support.	6/20/2016 8:31 PM
83	Services aren't up to date.	6/20/2016 8:12 PM
84	The hours that there open	6/20/2016 7:25 PM
85	?	6/20/2016 7:23 PM
86	Not enough choices, downtown needs to be revived	6/20/2016 4:33 PM
87	Prices to high and profits go to outside corporations.	6/20/2016 4:31 PM
88	They are struggling. Not a negative perception, just a fact.	6/20/2016 3:31 PM
89	?	6/20/2016 3:21 PM
90	Too expensive hard to find parking downtown	6/20/2016 3:16 PM
91	Lack of pride, appearance and up keep of buildings and restaurants	6/20/2016 3:16 PM
92	Overpriced, never open, old inventory	6/20/2016 2:29 PM
93	Maybe some more signs on where to go with all the new places. Parking available but out of towners don't know where to go always.	6/20/2016 2:00 PM
94	Lacking options	6/20/2016 1:40 PM
95	Exterior of business is shabby so assume nothing inside worth the time.	6/20/2016 12:24 PM
96	Too high of property taxes for small businesses.	6/20/2016 12:23 PM
97	Service providers won't work with you if it's a smaller job like plumping and electrical.	6/20/2016 12:05 PM
98	Would love to see something done with all the empty stores in Indee.	6/20/2016 12:00 PM
99	Not maintaining buildings appearance, businesses not always willing to work with community events/organizations, prices are more expensive than comparable stores in metro areas, not a lot of good quality dining options.	6/20/2016 11:06 AM
100	Prices are supposedly higher (i don't necessarily agree)	6/20/2016 10:39 AM
101	No evening hours downtown....hard to support when they are not open	6/20/2016 10:22 AM
102	unsure	6/20/2016 10:18 AM
103	High cost.	6/20/2016 10:06 AM
104	They are more expensive	6/20/2016 9:50 AM
105	Will they be in business next year? Can they offer the professionalism and expertise needed?	6/20/2016 9:39 AM
106	Hours, pricing not competitive.	6/20/2016 9:36 AM
107	Rude employees, poor customer service	6/20/2016 9:32 AM
108	Some of them are getting run down on Main Street. A lot of empty store fronts	6/20/2016 9:26 AM
109	Limited offerings. But in today's business climate of big box stores, it is almost impossible for small stores to survive.	6/20/2016 8:26 AM

## Independence Resident & Visitor Survey

110	Expensive. No desire to stay open past normal business hours, other than Thursdays.	6/20/2016 7:49 AM
111	Some businesses havent kept up with times	6/20/2016 7:38 AM
112	Everything is about who you are and who you know.	6/20/2016 7:12 AM
113	Too expensive, not enough choices	6/20/2016 4:49 AM
114	Small town convenience equals much more money in some cases for certain items	6/20/2016 12:02 AM
115	Hard to start	6/19/2016 11:57 PM
116	No shoe store No grocery store open on Sundays except walmart	6/19/2016 11:53 PM
117	Hours	6/19/2016 11:41 PM
118	Many don't bother to engage the community or it's people by volunteering, donating, or working with area groups. Some on mainstreet who complain about slow store traffic also don't do anything to help, many close at or around 5pm nightly...the time most are getting off work and might have time to shop. Most shops also don't offer products in a large enough selection to draw customers in. Mainstreet gets the worst wrap by virtue of doing nothing in the past 20 years to update, maintain, or reinvent their store fronts. Downtown has lost it's true warmth and beauty with years of layered dried out and chipped paint. Many say it costs too much, may say business is to slow to warrant these projects without help.	6/19/2016 10:55 PM
119	Too expensive, not enough choices	6/19/2016 10:10 PM
120	Ran down, expensive, lacking in variety.	6/19/2016 9:28 PM
121	unable to find what you want or need, higher prices	6/19/2016 9:09 PM
122	Not very enticing downtown.	6/19/2016 12:22 PM
123	The stores you'd like to see on main street aren't there. Main street is filled with Real Estate offices, insurance, and empty store fronts. Not really businesses that you'd stroll down main street and pop in and visit.	6/19/2016 8:04 AM
124	Out-dated, not used by the younger generations.	6/18/2016 9:34 AM
125	Not all downtown stores keep the same open hours. A number of the downtown stores need to do updating and improve product displays. Local industries do no pay as high of hourly wages as John Deere in Waterloo or Rockwell Collins in Cedar Rapids.	6/17/2016 9:16 PM
126	Wal-Marts motto is If we don't have it you don't need it anyway	6/17/2016 9:11 PM
127	Lack of selection. High prices. Really, not many businesses.	6/17/2016 8:30 PM
128	Small selection	6/16/2016 10:53 AM
129	Not sure	6/16/2016 8:14 AM
130	I really do not know many negatives other than the need for update of store fronts and enhancements of the history of our down town which is a gem	6/15/2016 9:56 PM
131	High prices in comparison to quality	6/15/2016 5:38 PM
132	Some are over priced.	6/14/2016 11:21 AM
133	The hours are limited and it's difficult to be successful in the retail sector.	6/13/2016 10:22 PM
134	Expensive, inconvenient hours.	6/13/2016 3:30 PM
135	If you are a newcomer and don't know the right people you may be ignored for a while and definitely wont get the best deals in town	6/13/2016 2:55 PM
136	downtown parking is not user-friendly, can't get everything you need due to lack of selection, and lack of variety and options	6/13/2016 1:02 PM
137	they do not care about the customer	6/13/2016 7:33 AM
138	high prices, not much selection	6/11/2016 11:12 AM
139	Not enough inventory.	6/11/2016 11:05 AM
140	fadfads	6/10/2016 10:23 AM
141	Perception no, but we have a high percentage of sole proprietorships, people who are aging and will age out with a high probability that the doors will close to await the next entrepreneur.	6/9/2016 7:09 PM

# Independence Resident & Visitor Survey

142	On-hand selection. Availability after 5 p.m.	6/9/2016 6:30 PM
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## Independence Resident & Visitor Survey

### Q18 What job fields or specific positions do you feel Independence is lacking?

Answered: 140 Skipped: 54

#	Responses	Date
1	Service industry. Local restaurants struggle to find quality help.	7/11/2016 10:04 AM
2	Unsure	7/11/2016 9:29 AM
3	More social services jobs or jobs that allow for movement up the company. More than entry level jobs	7/9/2016 10:59 AM
4	A little bit of everything. We could always use more job opportunities.	7/8/2016 12:09 PM
5	not sure	7/8/2016 9:09 AM
6	None	7/7/2016 9:39 PM
7	Drs. & nurses	7/7/2016 5:56 PM
8	Office type of jobs	7/7/2016 4:11 PM
9	Cant think of any	7/7/2016 9:20 AM
10	Computer engineering	7/7/2016 7:56 AM
11	More professional jobs.	7/6/2016 10:29 PM
12	Cannot think of any	7/6/2016 10:16 PM
13	We need higher paying jobs	7/6/2016 9:30 PM
14	More mid-level white collar jobs	7/6/2016 8:56 PM
15	We are fairly diversified and I cannot really think of anything at this time	7/6/2016 8:20 PM
16	Blue and white collar jobs	7/6/2016 8:14 PM
17	Information technology , engineering , science related	7/6/2016 7:00 PM
18	Nothing particular	7/6/2016 6:42 PM
19	I don't know	7/6/2016 6:10 PM
20	Office	7/6/2016 4:25 PM
21	Home businesses	7/6/2016 4:24 PM
22	MHI seems to be ready to close. This is very bad. I would like to see more businesses that bring in jobs and a tax base as our city and school taxes are high.	7/6/2016 3:58 PM
23	Not sure	7/6/2016 3:57 PM
24	Manufacturing. Health-care.	7/6/2016 3:47 PM
25	Unknown.	7/6/2016 3:42 PM
26	Not sure.....	7/6/2016 3:38 PM
27	Not sure.	7/6/2016 3:19 PM
28	factory work	7/6/2016 3:02 PM
29	Maybe a chain type store too, that's not Wal-Mart. The only problem with that is I wouldn't want to hurt existing smaller stores.	7/6/2016 2:48 PM
30	Child care.	7/6/2016 2:47 PM
31	Better paying	7/6/2016 2:32 PM
32	we have a lot of individuals that travel out of town for professional level positions.	7/6/2016 1:55 PM
33	Na	7/6/2016 1:16 PM

## Independence Resident & Visitor Survey

34	None.	7/6/2016 1:15 PM
35	Higher paying jobs	7/6/2016 12:36 PM
36	There are jobs just not a lot.	7/3/2016 8:21 AM
37	Employment for people with Bachelor's degrees or higher.	6/29/2016 8:20 PM
38	I think that sometimes people don't think they can make a living from the jobs available because of the salaries that are offered.	6/29/2016 7:27 AM
39	Computer & tech support.	6/28/2016 8:25 PM
40	No opinion	6/27/2016 9:13 AM
41	Professional opportunity, non manufacturing, hard for people with advanced degrees to obtain jobs in town because business owners see us as over qualified	6/26/2016 3:22 PM
42	Engineering, manufacturing	6/26/2016 2:47 PM
43	none	6/26/2016 11:48 AM
44	Nothing really. It's a matter if you want to work or not. I found a job within 3 days of moving here in 2013.	6/25/2016 4:56 PM
45	unknown	6/25/2016 8:23 AM
46	Manufacturing,	6/24/2016 2:42 PM
47	Industry	6/24/2016 2:22 PM
48	Everything	6/23/2016 10:20 PM
49	Decent pay entry level	6/23/2016 8:33 PM
50	manufacturing	6/23/2016 12:32 PM
51	Quality family doctors, chamber director who is NOT an event coordinator but one who focuses on promoting the town, cultural coordinator for city. (Note: it would be wonderful if the school was not so stingy about the use of the auditorium. It was promoted as a community asset during the fundraising to build phase; now it costs a lot to use it so we don't have much more in the way of cultural events. The school district is a huge money pit for the town...always wanting more...when there are many needs. The school admin seems disconnected from the broader perspective of the community.	6/23/2016 9:48 AM
52	variety, the only available jobs are production work or hog barns. Clean retail employment	6/23/2016 6:45 AM
53	Decent paying factory or office jobs.	6/22/2016 10:11 PM
54	Technical jobs	6/22/2016 9:52 PM
55	A way for local merchants to reach their market, without having to spend a lot.	6/22/2016 8:13 PM
56	I think we are fairly diversified in this respect.	6/22/2016 6:37 PM
57	Office	6/22/2016 3:32 PM
58	On doctors. Exercise instructors for adults	6/22/2016 3:17 PM
59	more industry	6/22/2016 2:36 PM
60	More administrative jobs	6/22/2016 1:47 PM
61	Na	6/22/2016 12:33 PM
62	A really good chamber director who really cares about our town and it's development	6/22/2016 12:04 PM
63	Adequate school administrators	6/22/2016 11:51 AM
64	None	6/22/2016 11:20 AM
65	I believe we are lacking someone to advocate for our town...someone to help bring out the character of our community. We need someone who isn't afraid to get on a one on one personal level with the residents of Independence.	6/22/2016 11:18 AM
66	All!	6/22/2016 11:16 AM
67	Unsure	6/22/2016 11:11 AM
68	None really	6/22/2016 10:56 AM

## Independence Resident & Visitor Survey

69	its not that we are lacking more that bigger cities pay more	6/22/2016 10:49 AM
70	special medical fields clinics	6/22/2016 10:40 AM
71	No comment	6/22/2016 10:22 AM
72	Warehousing, forklift, transportation type jobs	6/22/2016 9:11 AM
73	?	6/22/2016 8:32 AM
74	High level jobs that would draw more money to the community	6/21/2016 11:54 AM
75	Natural resources	6/21/2016 7:51 AM
76	I'd like to see some more higher-paying white collar positions created here to attract young professionals.	6/21/2016 7:15 AM
77	Jobs for seniors.	6/20/2016 11:45 PM
78	All	6/20/2016 10:23 PM
79	computer repair	6/20/2016 8:51 PM
80	Higher wage jobs	6/20/2016 8:31 PM
81	Professional business with employment opportunities.	6/20/2016 8:13 PM
82	Pool hall	6/20/2016 7:26 PM
83	Manufacturing	6/20/2016 7:23 PM
84	More medical positions and/or manufacturing.	6/20/2016 4:33 PM
85	I think Independence has a good cross section of jobs.	6/20/2016 4:31 PM
86	Professional jobs that are not banking, insurance, or financial services.	6/20/2016 3:31 PM
87	Fewer available jobs for college-educated people; more entry-level jobs	6/20/2016 3:23 PM
88	Needs more good paying office jobs	6/20/2016 3:17 PM
89	Technology	6/20/2016 3:17 PM
90	Technology,	6/20/2016 2:31 PM
91	can always use more manufacturing the question is always being able to get the company to come how about the alternative energy field (wind mills, solar,etc)	6/20/2016 2:03 PM
92	None	6/20/2016 1:41 PM
93	No opinion	6/20/2016 12:24 PM
94	Professional	6/20/2016 12:23 PM
95	Part time jobs that make a good wage.	6/20/2016 12:06 PM
96	Unsure.....	6/20/2016 12:01 PM
97	Need more highly educated jobs.	6/20/2016 11:07 AM
98	Technology	6/20/2016 10:39 AM
99	I think we have a good variety. Need more industry, trade positions	6/20/2016 10:23 AM
100	We have a lot to offer but many people would rather work out of town	6/20/2016 10:19 AM
101	I'm not sure.	6/20/2016 10:07 AM
102	I have what I need job wise but maybe more daycare options	6/20/2016 9:51 AM
103	We need to get more of the younger generation interested in skilled positions such as electrical, plumbing, HVAC, welding.. jobs which do not require a 4-yr degree (think "Mike Rowe Works Foundation"). It seems those business owners are getting older with no younger replacements. We also need high paying professional jobs. I suspect the Independence professionals think they are getting paid well, but if you go to CR or Wloo the potential salaries are much, much higher than Indee's.	6/20/2016 9:46 AM
104	Teen/Young Adult entry level positions.	6/20/2016 9:37 AM
105	Good restaurants	6/20/2016 9:35 AM

## Independence Resident & Visitor Survey

106	Need more variety. Manufacture jobs	6/20/2016 9:28 AM
107	GOOD paying jobs of any stripe. A good paying job in independence is \$15 an hour...or \$31,000 a year. We can do better!	6/20/2016 8:27 AM
108	Not sure.	6/20/2016 7:49 AM
109	Mid level factory/office complex	6/20/2016 7:39 AM
110	Entry level, I feel the loss of L and M was a big hit.	6/20/2016 7:12 AM
111	Manufacturing and more retail in the downtown	6/20/2016 4:52 AM
112	Manufacturing and retail	6/20/2016 12:03 AM
113	None come to mind	6/19/2016 11:58 PM
114	Don't know	6/19/2016 11:53 PM
115	Marketing	6/19/2016 11:42 PM
116	Technology related jobs, and expanded manufacturing.	6/19/2016 10:56 PM
117	Manufacturing, technology	6/19/2016 10:13 PM
118	White collar jobs. Jobs for those with an education that pay well enough to make living in Independence comfortable for a family.	6/19/2016 9:29 PM
119	community planners	6/19/2016 9:10 PM
120	Unsure	6/19/2016 12:22 PM
121	We need more high paying (\$60K+) jobs, so that people can afford to live in a decent house in Indee. There a lot of people that work in Indee and live in Oelwein because of the cost of living. And the taxes in Indee is a lot higher than living out of city limits or in Oelwein. Manufacturing jobs are always good and stable.	6/19/2016 8:06 AM
122	None that I know of.	6/18/2016 9:37 AM
123	Technology related jobs that could maximize what Indytel has to offer and bring in new residents. Also these can be smaller numbers employers that would not create a workforce demand that would cannibalize current employer workforces.	6/17/2016 9:21 PM
124	Varied , retail and manufacturing and repairmen willing to fix older products instead of buying new	6/17/2016 9:17 PM
125	Very limited in employment options. To find a decent paying job, you will have to look elsewhere unfortunately.	6/17/2016 8:30 PM
126	Apparently we don't have anyone keeping the streets in good repair	6/16/2016 10:54 AM
127	Not sure	6/16/2016 8:15 AM
128	I do not know. My main concern is that Indee could so much more to encourage business start ups	6/15/2016 9:57 PM
129	? I don't think we are so much lacking jobs, as we are lacking well paid jobs.	6/15/2016 5:40 PM
130	Big Business	6/14/2016 11:21 AM
131	Technology sector	6/13/2016 10:25 PM
132	Arts, marketing, technology related positions/companies.	6/13/2016 3:31 PM
133	General Labor positions that pay a little better than whats here.	6/13/2016 2:56 PM
134	I can't think of any for this	6/13/2016 1:03 PM
135	professional. even though there are a lot of teachers in independence--they don't act like professionals (i.e., Cannon trial)	6/13/2016 7:37 AM
136	idk	6/11/2016 11:12 AM
137	Technology	6/11/2016 11:06 AM
138	adfdewt rerffddf	6/10/2016 10:23 AM
139	I am not familiar with these needs. I am aware that they exist, I just do not know specifics	6/9/2016 7:10 PM
140	1) Don't know all that we have and what we could have. 2) Full-Time Experienced Chamber Director to work in concert with Econ Development, other Chambers, Local Businesses, and Government officials at appropriate levels. A new funding model should be implemented and event planning & execution put to a committee.	6/9/2016 6:41 PM



# Independence Resident & Visitor Survey

## Q19 What Independence company/shop/establishment do you feel embodies what business should be like in Independence?

Answered: 139 Skipped: 55

#	Responses	Date
1	Bills Pizza and Smokehouse.	7/11/2016 10:04 AM
2	Lareer's, S & K Collectable, and BE Music	7/11/2016 9:30 AM
3	Del Rio or Los jintes or chungong garden	7/9/2016 10:59 AM
4	Hartig Drug.	7/8/2016 12:09 PM
5	again not sure	7/8/2016 9:09 AM
6	Downtown	7/7/2016 9:44 PM
7	None	7/7/2016 6:02 PM
8	Eschens provides great service. Del Rio also has a friendly atmosphere.	7/7/2016 4:13 PM
9	Del Rio	7/7/2016 9:21 AM
10	S and k	7/7/2016 7:56 AM
11	Not sure	7/6/2016 10:29 PM
12	Del Rio	7/6/2016 10:18 PM
13	Fabulous Fridays	7/6/2016 9:31 PM
14	Hartig Drug, Em's Coffee shop, Kriss McGraws business (can't recall the name right now), and Del Rio are all good examples of stellar Indee businesses.	7/6/2016 8:59 PM
15	Wow there are so many and our businesses strive to be top notch in all areas	7/6/2016 8:22 PM
16	Down town	7/6/2016 8:15 PM
17	Signs and More	7/6/2016 7:00 PM
18	State farm, flower place on 1st. ( can't remember name)	7/6/2016 6:42 PM
19	I don't know	7/6/2016 6:12 PM
20	No answer	7/6/2016 4:30 PM
21	Del rio	7/6/2016 4:26 PM
22	I would not choose a single business. They all have their strengths and weaknesses.	7/6/2016 3:59 PM
23	Hardware hank	7/6/2016 3:57 PM
24	Hardware hank on main St. All businesses should be like this.	7/6/2016 3:48 PM
25	S&K Collectibles, Larson, BCHC, Medical Associates, Ryan Pharmacy, Pries, Geater, Bachman	7/6/2016 3:44 PM
26	Deans barber shop..... Kwik Star.....Dunlap Motors	7/6/2016 3:40 PM
27	Hartig drug.	7/6/2016 3:20 PM
28	every business in town, small town with big hearts.	7/6/2016 3:04 PM
29	Signs and More, Hartig Drug and Em's, El Dorrio, Norby's, Sanity	7/6/2016 2:50 PM
30	Del rio	7/6/2016 2:48 PM
31	Not sure	7/6/2016 2:33 PM

## Independence Resident & Visitor Survey

32	Banklowa - they contribute thousands of dollars to the community, their employees volunteer in all aspects, their hours are flexible and allow for Saturday servic	7/6/2016 1:58 PM
33	Athletic equipmwnt	7/6/2016 1:16 PM
34	Cy and Charley's	7/6/2016 1:15 PM
35	Home Indeed	7/6/2016 12:36 PM
36	Signs and More	7/3/2016 8:22 AM
37	Bill's Pizza & Smokehouse	6/29/2016 8:21 PM
38	The Wapsi Valley creamery, Jenson trucking, Greater, Bachman, Larson, Spahn and Rose, Cy and Charley's, Farm Fleet, Fareway, Hardware Hank, Mary's Flower patch, S&k, Mcgraws carpets,etc.	6/29/2016 7:31 AM
39	Library & Wellness center	6/28/2016 8:26 PM
40	No opinion	6/27/2016 9:13 AM
41	Clothing stores, home stores,	6/26/2016 3:23 PM
42	Napa	6/26/2016 2:48 PM
43	The small manufactures.	6/26/2016 11:49 AM
44	Both Hardware Hank and Del Rio Restaurant	6/25/2016 4:57 PM
45	Cy and Charley's - many available types of services	6/25/2016 8:27 AM
46	Marys flower patch	6/24/2016 2:44 PM
47	Cy and Charlys, Dunlap, specialty shops	6/24/2016 2:27 PM
48	Can't think of any place	6/23/2016 10:21 PM
49	I don't know	6/23/2016 8:33 PM
50	geaters	6/23/2016 12:32 PM
51	Actually, there are a number of them that offer friendly, personalized service: S&K, Laree, hardware Hanks, Wapsie Realty, Plush. I could go on...	6/23/2016 9:51 AM
52	Bank Iowa - Main bank, friendly quick service but not impatient...you are able to speak to employees without being rushed out the door. They know you by name and care about more then just getting their job done.	6/23/2016 6:47 AM
53	Dunlap Motors would be first because they quietly give back to the community. Geater's Machining, Little Red Schoolhouse and Distinctions, Cy and Charlies, True Value and Appliance Plus are all assets to the community.	6/22/2016 10:15 PM
54	Cy & Charlies	6/22/2016 9:53 PM
55	Cy & Charley's. Multi-generational, excellent service, ability and willingness to change when market changes. Verizon has the best-educated and most friendly service people you can hope to meet. Fareway always works hard to employ local people and train them well.	6/22/2016 8:15 PM
56	Geater Mfg	6/22/2016 6:37 PM
57	Sanity room	6/22/2016 3:32 PM
58	Cy and Charlies and crawford engineering	6/22/2016 3:17 PM
59	verns tru value..excellent example	6/22/2016 2:37 PM
60	More restaurants other than pizza, fast food,and Mexican!	6/22/2016 1:48 PM
61	State farm	6/22/2016 12:33 PM
62	Several of our downtown businesses do this. S&K, fab Fridays for example. Both really care about our town and helping grow our downtown.	6/22/2016 12:06 PM
63	Mary's Flower Shop	6/22/2016 11:51 AM
64	Bachmann	6/22/2016 11:20 AM
65	S&K is a great example and so is Hartig. Along with Dean's Barber Shop and Laree's.	6/22/2016 11:19 AM
66	.	6/22/2016 11:16 AM
67	Unsure	6/22/2016 11:12 AM

## Independence Resident & Visitor Survey

68	Napa, Del Rio.	6/22/2016 10:56 AM
69	indee park and rec with the community orchard, and the sports for kids! love the organization although i wish there was more options for girls not just little boys	6/22/2016 10:50 AM
70	medical clinic speciality	6/22/2016 10:41 AM
71	Home Indeed..Primitive Peddler...Little Red Schoolhouse...Plush Salon	6/22/2016 10:27 AM
72	Greater machining seams to portray a good image along with their employees	6/22/2016 9:13 AM
73	No sure I can answer that but I know the businesses try very hard to provide for community and it is difficult when the community does not support them and shops out of town.	6/22/2016 8:36 AM
74	Dunlap Motors is a great community supporter and very good customer service	6/21/2016 11:56 AM
75	no idea	6/21/2016 7:51 AM
76	If you're asking for just one, I can't give it. Cy & Charlie's, Pinicon Ford, True Value, Hardware Hank, Little Red School House, Distinctions, all of our restaurants, Sanity Room, S & K Collectibles, LaRees, are all great examples of value for your dollar, great customer service, and good selections	6/21/2016 7:17 AM
77	S&K Collectables, Hardware Hank, Vern's Tru Value,	6/20/2016 11:47 PM
78	Lauree	6/20/2016 10:24 PM
79	Hartig drug. Could we get a bakery	6/20/2016 8:53 PM
80	The recent growth of Signs and More has been very impressive	6/20/2016 8:32 PM
81	Banklowa	6/20/2016 8:14 PM
82	Target	6/20/2016 7:26 PM
83	Fareway	6/20/2016 7:23 PM
84	Hartig Drug Store	6/20/2016 4:34 PM
85	not sure	6/20/2016 4:33 PM
86	Banklowa and DelRio	6/20/2016 3:32 PM
87	Former Connie's Hallmark; Fareway, Farm Fleet, Em's, First St Deli, Buttermilk Cafe, Andy's Barber Shop, Hartig Drug, Eschen's Clothing	6/20/2016 3:26 PM
88	I don't know	6/20/2016 3:17 PM
89	Distinctions	6/20/2016 3:17 PM
90	Verbs Tru-value	6/20/2016 2:31 PM
91	cant choose, Plush salon, Tim Reed Insurance, Bank Iowa, La Santos, Wilson Photo, Jim Evers insurance, Del Rios, Em & Gerrys	6/20/2016 2:09 PM
92	Primitive Peddler, S & K, Larees, Geater, Gissel Construction, Spahn & Rose, Sanity Room, several others	6/20/2016 1:42 PM
93	Little red schoolhouse. Geaters. Bankiowa.	6/20/2016 12:25 PM
94	?	6/20/2016 12:24 PM
95	Bill's, Sanity room, Laree's, Bachman's.	6/20/2016 12:08 PM
96	Unsure...	6/20/2016 12:01 PM
97	Bank Iowa?, Pinicon Ford?	6/20/2016 11:18 AM
98	Pinicon Ford. Awesome service department, friendly sales staff. If something goes wrong, they will make it right.	6/20/2016 10:40 AM
99	To be honest....the sanity room. They have embraced a downtown spirit and have engaged all ages and demographics of patrons. They use events , social media ect to engage and grow	6/20/2016 10:24 AM
100	I enjoy going into S & K. They are friendly and it just 'feels' nice to go there. I am a business owner and I try to make my business a welcoming place both for the client's we serve and the staff we employ.	6/20/2016 10:20 AM
101	S&K Collectibles	6/20/2016 10:08 AM

## Independence Resident & Visitor Survey

102	Long-standing family owned larger businesses: Bachman Tool & Die, Geater's, Wapsie Valley Creamery. Representing smaller businesses: Cy & Charley's, Henderson Event Center, Heartland Acres, DelRio, Laree's, Walter Aviation. Note that I did not mention any franchises or big box stores.	6/20/2016 10:03 AM
103	Em's coffee shop	6/20/2016 9:52 AM
104	LaTonya's Nail Salon. The owner is personable, active in community service, strives to please every customer and extends hours to meet the needs of her customers.	6/20/2016 9:39 AM
105	S&K	6/20/2016 9:35 AM
106	Bill's family dining, McGraws, Little Red Schoohouse	6/20/2016 9:30 AM
107	Cy and Charlies, Geater, Dunlap,	6/20/2016 8:28 AM
108	Em's coffee, hardware Hank, true value.	6/20/2016 7:50 AM
109	Hartig Drug, Bagby Auto repair, Cy & Charlies	6/20/2016 7:40 AM
110	Brands Flower Shop, Sanity Room, Kegler Dental, and Eye Care Associates	6/20/2016 7:13 AM
111	Cy and Chalies is a good example. Many years in the community and a history of good service.	6/20/2016 4:54 AM
112	N/A	6/20/2016 12:03 AM
113	None come to mind	6/19/2016 11:58 PM
114	Bankiowa	6/19/2016 11:54 PM
115	Larees and S&K	6/19/2016 11:42 PM
116	Dunlap Motors, Buchanan County Health Center, Independence Community Schools	6/19/2016 10:56 PM
117	Dunlap Motors, Sanity Room, Bills, S&K, McGraws, Cy & Charlies, Banklowa, BCHC, First Street Deli	6/19/2016 9:32 PM
118	Verve salon, friendly, helpful, accommodating, price appropriate	6/19/2016 9:11 PM
119	Library	6/19/2016 12:22 PM
120	I like Laree's. Very freindly owner, good selection of interesting merchandise. And definitely a street that deserves to be on main street.	6/19/2016 8:07 AM
121	Banklowa.	6/18/2016 9:37 AM
122	Distinctions home furnishings and decorations items. Geater Manufacturing.	6/17/2016 9:45 PM
123	WalMart has ruined small individual enterprises in smaller communities - including Independence.	6/17/2016 9:21 PM
124	The public library. They are welcoming to everybody. Friendly, genuinely want to help you and want to be a part of the community.	6/17/2016 8:31 PM
125	Cy and Charley's	6/16/2016 10:56 AM
126	Farm Fleet	6/16/2016 8:17 AM
127	There are many cool stores. I can not pick one	6/15/2016 9:57 PM
128	Fareway and the library. Best customer service	6/15/2016 5:42 PM
129	Larees, Pink PolkaDot, Fabulous Fridays, The Sanity Room, The BCHC	6/14/2016 11:23 AM
130	Banklowa	6/13/2016 10:28 PM
131	Plush, Color Divine, Sanity Room, Mary's Flower Patch - Friendly hometown feel	6/13/2016 3:32 PM
132	S and K Collectibles is definitely one of them very high on the list. Very friendly and helpful. , Bills Pizza and Smokehouse. - Bill will make sure you are taken care of very well.	6/13/2016 2:57 PM
133	Subway - friendly, polite, hard working and know their customers well	6/13/2016 1:04 PM
134	I don't know of any that would want to put up with the things that go on in independence	6/13/2016 7:37 AM
135	ppd	6/11/2016 11:13 AM
136	Bank Iowa	6/11/2016 11:07 AM
137	Banklowa	6/10/2016 10:23 AM
138	Bill's, True Value, S & K Collectables, Eschens Clothing, Lauree's, and perhaps Hardware Hanks	6/9/2016 7:11 PM

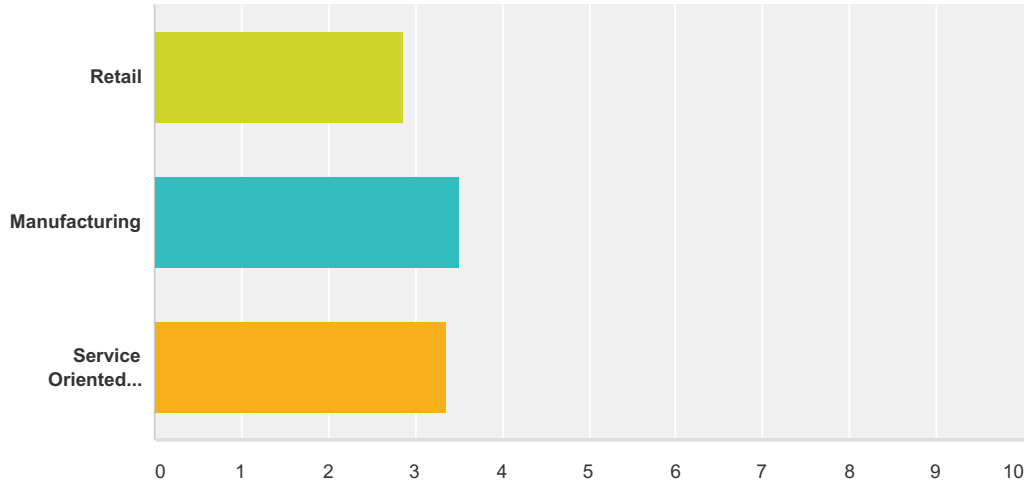
# Independence Resident & Visitor Survey

139	Walter Aviation Fabulous Fridays / S&K / Larees / Em's Coffee / Quilter's Quarters Geater's / Wapsie Valley Creamery	6/9/2016 6:47 PM
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## Independence Resident & Visitor Survey

### Q20 Please rate the strength of each business sector in Independence. (1 being poor and 5 being excellent)

Answered: 139 Skipped: 55



	1	2	3	4	5	Total	Weighted Average
Retail	8.63% 12	27.34% 38	39.57% 55	19.42% 27	5.04% 7	139	2.85
Manufacturing	2.88% 4	11.51% 16	33.09% 46	37.41% 52	15.11% 21	139	3.50
Service Oriented (Healthcare, legal, hotels etc.)	2.16% 3	14.39% 20	35.97% 50	39.57% 55	7.91% 11	139	3.37

#	Comments	Date
1	Healthcare I would rate a 3	7/6/2016 8:24 PM
2	Library & Wellness Center would get a "5" from me.	6/28/2016 8:30 PM
3	I really don't know about manufacturing; BCHC is making great strides; I like our retail but it has gaps and too many empty buildings ( wish we didn't have to have storefront churches).	6/23/2016 9:54 AM
4	more of each would be better.	6/22/2016 2:38 PM
5	To be honest...antique stores and specialty stores bring in the tourists and tourists bring in the money. That's why they are here...to shop.	6/22/2016 11:20 AM
6	Independence should be looking towards the future as a 'destination point' - not only for early history, but great shopping and eating. This could be utilized as a destination point of NE Iowa and/or Hwy. #20 corridor.	6/17/2016 9:26 PM

## Independence Resident & Visitor Survey

### Q21 What type of new business development do you feel would benefit Independence the most? Why?

Answered: 135 Skipped: 59

#	Responses	Date
1	Unique businesses - like a brew pub, a wine store, a specialty food store.	7/11/2016 10:05 AM
2	Health Food Store - to provide healthy food options and to get away from "Big Box" stores that dominate.	7/11/2016 9:32 AM
3	Anything that expands out of the basics of nurses/nursing home care, farm work, trucking jobs- that adds are the main ones in the paper.	7/9/2016 11:00 AM
4	More food options or a small mall or strip mall. It would provide the most variety of jobs and provide the community with more options.	7/8/2016 12:10 PM
5	something related to tourism or leisure to help bring more visitors to the community	7/8/2016 9:10 AM
6	Walmart	7/7/2016 9:45 PM
7	More health care, more job opportunities	7/7/2016 6:15 PM
8	Unsure	7/7/2016 4:15 PM
9	Clothing store, Family owned dining, sporting goods, cyber cafe	7/7/2016 9:24 AM
10	Grocery store. Manufacturing	7/7/2016 7:57 AM
11	Not sure	7/6/2016 10:29 PM
12	More variety of restaurants	7/6/2016 10:19 PM
13	More small shops locally owned to help our local economy. Any nice manufacturing companies to draw more jobs	7/6/2016 9:32 PM
14	It would be great to have more mid-level white collar jobs so people with degrees could remain gainfully employed in Indee.	7/6/2016 9:00 PM
15	Better health care	7/6/2016 8:25 PM
16	Again more blue and white collar jobs	7/6/2016 8:16 PM
17	Sports store	7/6/2016 7:01 PM
18	Not sure!	7/6/2016 6:43 PM
19	I don't know	7/6/2016 6:16 PM
20	Not sure	7/6/2016 4:31 PM
21	Target, another hotel	7/6/2016 4:27 PM
22	Clothing and shoe stores for adults and children.	7/6/2016 4:00 PM
23	Not sure	7/6/2016 3:58 PM
24	? Meaningful jobs that provide at least a median income position (not low or moderate paying)	7/6/2016 3:58 PM
25	A nice non rockwell Collins manufacturing business.	7/6/2016 3:49 PM
26	Uncertain	7/6/2016 3:44 PM
27	Another motel chain.....one not outrageous but more family oriented.	7/6/2016 3:42 PM
28	Not sure.	7/6/2016 3:20 PM
29	not for sure? but that is a good question.	7/6/2016 3:05 PM
30	Retail	7/6/2016 2:51 PM
31	Shopping mall	7/6/2016 2:48 PM
32	Not sure	7/6/2016 2:33 PM

## Independence Resident & Visitor Survey

33	Factory bring more residenta	7/6/2016 1:16 PM
34	Don't know	7/6/2016 1:15 PM
35	Not sure	7/6/2016 12:37 PM
36	Probably another manufacturing facility because it would create more jobs.	6/29/2016 8:22 PM
37	I'd like to see more options downtown that would make us more unique and somewhere that is a destination	6/29/2016 7:33 AM
38	Something that would bring in more jobs to the area.	6/28/2016 8:31 PM
39	Clinic like unity point	6/27/2016 9:14 AM
40	We have a amenity in our town that is often forgotten from a business prospective. The river can offer alot to indee as an attraction. Marine sales, cabins along the river, boating, tubing. It can bring in sales to the community for trips and create more tourism.	6/26/2016 3:27 PM
41	Agriculture, manufacturing	6/26/2016 2:48 PM
42	A small manufacturing company	6/26/2016 11:50 AM
43	Manufactory, they usually pay well and more employment the better the other places will do.	6/25/2016 4:59 PM
44	apartment living - to give young people a chance to move here and find out what our town has to offer	6/25/2016 8:30 AM
45	Ladies large sizes SHOES	6/24/2016 2:46 PM
46	Sho r e S H Shoe8 Shoe	6/24/2016 2:30 PM
47	Something for kids to do	6/23/2016 10:23 PM
48	Clothing store	6/23/2016 8:34 PM
49	retail sports shoes equipment etc	6/23/2016 12:33 PM
50	I'd like to see a concerted effort to revive our downtown. It is a historic district and is worth keeping alive. It has the potential to become something like Galena. If we add to our manufacturing sector, I don't think we have enough housing to support it. Also, I think we need to keep our focus on offering a quality of life that is not available in larger towns.	6/23/2016 9:58 AM
51	Sports complex, barnes and noble, different restaurants!	6/23/2016 6:49 AM
52	Manufacturing because that would bring job which could lead to more people moving to town, more income for ones already here, and more businesses to provide services to the new residents.	6/22/2016 10:17 PM
53	Some type of manufacturing	6/22/2016 9:53 PM
54	Taxi or delivery service that all businesses could use.	6/22/2016 8:17 PM
55	Agriculture, it's a niche to be filled.	6/22/2016 6:38 PM
56	Something that would attract more of the younger residents. Something that would keep them here	6/22/2016 3:34 PM
57	A convenience store on the sw corner of town . By mhi and high school	6/22/2016 3:18 PM
58	more entertainment...more retail	6/22/2016 2:38 PM
59	New restaurants!!!! It is tiring because when my family comes to town we end up leaving again to find a different restaurant.	6/22/2016 1:48 PM
60	N	6/22/2016 12:33 PM
61	Downtown growth..but I feel it takes a village. We have to draw people downtown and get them shopping local before other businesses are going to want to move down here.	6/22/2016 12:07 PM
62	I'm not sure	6/22/2016 11:51 AM
63	I had said earlier that a sporting goods store would be beneficial. I believe we have so many small towns surrounding us that use sporting goods of many varieties.	6/22/2016 11:22 AM
64	The aquatic center will be a big deal.	6/22/2016 11:21 AM
65	This survey is WAY too long!	6/22/2016 11:17 AM
66	sporting goods store	6/22/2016 11:01 AM
67	More dining options. Especially along the, river	6/22/2016 10:58 AM



## Independence Resident & Visitor Survey

68	specialty clinic	6/22/2016 10:42 AM
69	No comment	6/22/2016 10:27 AM
70	Perhaps 1 more large manufacturer, waeehousing type employer to help keep people from traveling out of town and maybe even bring others into the community	6/22/2016 9:17 AM
71	It would be nice if we could capitalize on our river, perhaps kayak shops or sporting goods. We need to have something that will draw folks from out of town to support it, as I don't feel local support a lone will keep it open.	6/22/2016 8:42 AM
72	Specific oriented retail. (Sporting goods, Shoe store, name brand apparel)	6/21/2016 11:58 AM
73	renewable resource teck	6/21/2016 7:53 AM
74	I feel that the whole town would benefit from more specialty shops like Galena has - (and we have a few). I have many friends from out of town who make the trip here to go to Little Red School House, Distinctions and the Primitive Peddler. I'd like to see out downtown filled with these shops!	6/21/2016 7:18 AM
75	Grocery store on the north side of town.	6/20/2016 11:48 PM
76	More camping area,better streets, good bakery	6/20/2016 8:59 PM
77	A corporate office for a bigger company wanting a small town feel would be awesome.	6/20/2016 8:36 PM
78	More manufacturing for entry level jobs. Along with professional offices with positions.	6/20/2016 8:15 PM
79	Target our Walmart never has the stuff you need	6/20/2016 7:27 PM
80	Manufacturing. It would bring in families to independence and therefore help the tax base.	6/20/2016 7:25 PM
81	No idea	6/20/2016 4:37 PM
82	Manufacturing to help people find jobs here in our community.	6/20/2016 4:35 PM
83	Technology company.	6/20/2016 3:33 PM
84	Expansion and support of current school system, MHI, and Buchanan Co Health Center	6/20/2016 3:29 PM
85	Not sure	6/20/2016 3:19 PM
86	Get more manufacturers in town they usually pay well and people will get good jobs	6/20/2016 3:18 PM
87	Skilled manufacturing. Better paying jobs	6/20/2016 2:33 PM
88	????	6/20/2016 2:10 PM
89	Manufacturing & restaurant	6/20/2016 1:43 PM
90	Why not advance what's is here? Or pay better to those who choose to stay in town.	6/20/2016 12:26 PM
91	Another medical clinic with urgent care	6/20/2016 12:24 PM
92	Mental health services, therapists (many suicides in this town).	6/20/2016 12:12 PM
93	Unsure....	6/20/2016 12:02 PM
94	Updating and improvement of downtown business area/buildings.	6/20/2016 11:33 AM
95	A Taco Bell, even though Del Rio is amazing.	6/20/2016 10:42 AM
96	Industry gives jobs to all demographics plus keeps money and persons spending it local	6/20/2016 10:25 AM
97	Sporting goods store downtown. As a mother of 4 children I have to leave town for shopping every time a new sport season arrives. Many other parents have also mentioned that in conversation.	6/20/2016 10:22 AM
98	Recreation	6/20/2016 10:09 AM
99	Sustainable small businesses. It is disheartening to see so many try and fail. Also, development of river-related activities.	6/20/2016 10:04 AM
100	Some chain clothing stores like old navy or maurices	6/20/2016 9:53 AM
101	Name brand retail. Variety and options are what drives people to shop elsewhere.	6/20/2016 9:40 AM
102	I think a restoration of Downtown would benefit Independence the most. I think it would increase pride in our town, begin to beautify 1st Street, draw more visitors, increase business at the downtown business establishments....	6/20/2016 9:38 AM
103	Manufacture jobs, healthcare, retail	6/20/2016 9:32 AM

## Independence Resident & Visitor Survey

104	A larger manufacturer. They usually pay better wages and would have a much deep ripple effect for the entire community.	6/20/2016 8:30 AM
105	Better retail	6/20/2016 7:50 AM
106	Anything large number of employees, use the monsanto site	6/20/2016 7:41 AM
107	Indoor play area for our communities children to provide activities and socialization year round. Better clothing options to increase revenue.	6/20/2016 7:14 AM
108	New retail in the downtown area. We have amazing buildings downtown that could become a huge draw for our community. We have far too many offices and service business in our downtown. It's very sad to remember what our downtown used to be like compared to what it is now. Lack of concern and support from city government for our downtown area needs to be addressed.	6/20/2016 4:59 AM
109	Outdoor store line hunting and fishing. Lots of opportunities around here to do that.	6/19/2016 11:59 PM
110	Grocery	6/19/2016 11:54 PM
111	Clothing/shoe store, sporting goods - items available so everything can be bought here	6/19/2016 11:43 PM
112	expanded retail. Younger generations who are looking for convenience, availability, and quality will look for name brand stores or chain stores over mom and pop small mainstreet stores. Time is money and in this day in age, people are looking for as few of stops as possible to get as many products as possible which is often more than what downtown Independence stores can offer by virtue of no name recognition, business space, and limited stock.	6/19/2016 10:59 PM
113	More name recognizable stores - chain stores and restaurants. This would provide a greater selection for young families, keeping them local and growing the local economy and jobs. This would provide convenience along with affordability, which may challenge current businesses to become more competitive in pricing. (Specifically fareway and walmart)	6/19/2016 9:40 PM
114	healthcare	6/19/2016 9:12 PM
115	Unsure	6/19/2016 12:23 PM
116	We need to do more to attract big manufacturing sites. LIke Deka in Oelwein. They're adding 400 jobs!! We need to give incentives to businesses like that.	6/19/2016 8:09 AM
117	I do not know.	6/18/2016 9:38 AM
118	Technology based and or distribution center facilities.	6/17/2016 9:46 PM
119	A good Manufacturing plant that would employ a decent number of employees and pay a decent wage, that would appear they would stay and expand	6/17/2016 9:29 PM
120	More variety.	6/17/2016 8:32 PM
121	Home health care, because of our aging population	6/16/2016 10:57 AM
122	Visual Arts	6/16/2016 8:19 AM
123	Business incubation in multiple directions. It is not realistic to expect one business to make us. Rather we should focus on being a community people WANT to live and work in as well as get support for their ideas.	6/15/2016 10:00 PM
124	? Whatever business would provide the most citizens with full-time permanent employment	6/15/2016 5:45 PM
125	Not sure	6/14/2016 11:23 AM
126	I'm not sure.	6/13/2016 10:30 PM
127	Unsure	6/13/2016 3:32 PM
128	Commercial - good paying jobs are always needed.	6/13/2016 2:58 PM
129	I feel we need to work on getting the downtown revived. Poor parking, inconsistent face fronts, and lack of cleanliness and quality / appeal takes away from look for the town. That being said, businesses have evolved outside of downtown, but the city is loosing significant tax revenue due to locations outside of town, so they need to consider this as the property tax burden has gotten high on this living in town	6/13/2016 1:07 PM
130	I have no idea	6/13/2016 7:38 AM
131	target	6/11/2016 11:14 AM
132	Manufacturing. We have lost some.	6/11/2016 11:08 AM
133	reagegzkuf	6/10/2016 10:23 AM

## Independence Resident & Visitor Survey

134	Again, I cannot answer this type of question	6/9/2016 7:12 PM
135	Transportation around town connecting sports/shopping/entertainment/government/airport venues. Fairly handicap accessible, but looks touristy. Thinking of the trolleys in Chicago in summer. Connect with route through Amish area and Fontana Park. Not everybody can walk or ride a bike.	6/9/2016 7:00 PM

Independence Resident & Visitor Survey

**Q22 Do you make an effort to shop local?**

Answered: 134 Skipped: 60

#	Responses	Date
1	Yes	7/11/2016 10:05 AM
2	I try to, especially around Christmas time.	7/11/2016 9:32 AM
3	When I can I will look there first	7/9/2016 11:00 AM
4	Yes. It is more convenient trying to buy local than it is to spend a half an hour in the car driving out of town to purchase items.	7/8/2016 12:11 PM
5	occasionally	7/8/2016 9:11 AM
6	Goodwill!	7/7/2016 9:45 PM
7	When I can	7/7/2016 6:16 PM
8	Yes	7/7/2016 4:15 PM
9	Absolutely	7/7/2016 9:24 AM
10	Yes	7/7/2016 7:57 AM
11	Yes	7/6/2016 10:29 PM
12	Yes	7/6/2016 10:19 PM
13	Yes	7/6/2016 9:32 PM
14	Yes. As much as possible.	7/6/2016 9:01 PM
15	Yes I always try to	7/6/2016 8:25 PM
16	Yes	7/6/2016 8:16 PM
17	Most of the time	7/6/2016 7:02 PM
18	Yes	7/6/2016 6:43 PM
19	yes	7/6/2016 6:16 PM
20	Most of the time	7/6/2016 4:31 PM
21	Yes	7/6/2016 4:27 PM
22	Yes	7/6/2016 4:01 PM
23	Yes	7/6/2016 3:59 PM
24	Yes, at the downtown businesses as much as possible	7/6/2016 3:58 PM
25	Try to. But walmart is not local.	7/6/2016 3:50 PM
26	Yes	7/6/2016 3:44 PM
27	Yes; keep the money in town.	7/6/2016 3:42 PM
28	Yes	7/6/2016 3:20 PM
29	every time I can.	7/6/2016 3:05 PM
30	Yes	7/6/2016 2:51 PM
31	Yes. Support the small business.....when you can!	7/6/2016 2:49 PM
32	Yes	7/6/2016 2:33 PM
33	Yep	7/6/2016 1:16 PM
34	Yes	7/6/2016 1:16 PM
35	No	7/6/2016 12:37 PM

## Independence Resident & Visitor Survey

36	Yes	6/29/2016 8:22 PM
37	Yes!!! We do everything we can to stay local.	6/29/2016 7:33 AM
38	Yes	6/28/2016 8:31 PM
39	Occasionally	6/27/2016 9:15 AM
40	Yes, as much as possible	6/26/2016 3:27 PM
41	Yes	6/26/2016 2:48 PM
42	no	6/26/2016 11:50 AM
43	Yes, as much as possible6	6/25/2016 4:59 PM
44	yes	6/25/2016 8:30 AM
45	yes	6/24/2016 2:46 PM
46	Sometimes	6/23/2016 10:23 PM
47	Sometimes	6/23/2016 8:34 PM
48	sometimes, need to more	6/23/2016 12:33 PM
49	YES!	6/23/2016 9:58 AM
50	I try to but its very hard when there isnt anything here that I need.	6/23/2016 6:49 AM
51	Yes! As much as we can. We spend more for appliances buying them locally but if they need service they can usually help us the same or next day.	6/22/2016 10:18 PM
52	Yes,when I can especially for large purchases	6/22/2016 9:54 PM
53	Yes. Local or internet	6/22/2016 8:17 PM
54	Yes	6/22/2016 6:38 PM
55	Yes	6/22/2016 3:34 PM
56	Yes	6/22/2016 3:18 PM
57	always.	6/22/2016 2:39 PM
58	Yes! I visit Main Street try to visit local hardware stores before going elsewhere.	6/22/2016 1:49 PM
59	Yes	6/22/2016 12:33 PM
60	Yes.	6/22/2016 12:07 PM
61	Yes	6/22/2016 11:51 AM
62	Oh most definitely. If I need something that Independence carries, I will purchase it here in town.	6/22/2016 11:26 AM
63	Yes	6/22/2016 11:21 AM
64	Oh hell no.	6/22/2016 11:18 AM
65	yes but my budget doesn't always allow it	6/22/2016 11:01 AM
66	As much as possible.	6/22/2016 10:58 AM
67	yes	6/22/2016 10:42 AM
68	Yes	6/22/2016 10:27 AM
69	Yes	6/22/2016 9:18 AM
70	yes	6/22/2016 8:52 AM
71	yes	6/21/2016 11:58 AM
72	no	6/21/2016 7:53 AM
73	I shop local if it is at all possible.	6/21/2016 7:19 AM
74	Sometimes	6/20/2016 11:48 PM
75	YES	6/20/2016 8:59 PM

## Independence Resident & Visitor Survey

76	Yes	6/20/2016 8:37 PM
77	Yes	6/20/2016 8:15 PM
78	Yes	6/20/2016 7:27 PM
79	Yes	6/20/2016 7:25 PM
80	Yes	6/20/2016 4:37 PM
81	Yes	6/20/2016 4:35 PM
82	YES!	6/20/2016 3:33 PM
83	Yes	6/20/2016 3:29 PM
84	Yes	6/20/2016 3:19 PM
85	Yes	6/20/2016 3:18 PM
86	No	6/20/2016 2:34 PM
87	yes	6/20/2016 2:10 PM
88	Yes, try local first & if I can't find it head to Waterloo	6/20/2016 1:43 PM
89	At walmart	6/20/2016 12:27 PM
90	Yes	6/20/2016 12:25 PM
91	Yes.	6/20/2016 12:12 PM
92	Yes	6/20/2016 12:03 PM
93	Yes, sometimes. Totally depends on what I'm in need of. I can shop local probably about 75% of the time.	6/20/2016 11:34 AM
94	Yes. As much as possible. I try to buy at Vern's, Spahn and Rose, Fareway, etc. I've bought my last 8 vehicles at Independence dealerships.	6/20/2016 10:44 AM
95	Yes	6/20/2016 10:25 AM
96	Yes	6/20/2016 10:23 AM
97	Yes	6/20/2016 10:09 AM
98	Sometimes.	6/20/2016 10:04 AM
99	Yes as much as possible	6/20/2016 9:53 AM
100	Yes, when I can. Due to working out of town, most businesses are closed by time I return to town.	6/20/2016 9:41 AM
101	Yes, especially at Laree's, Em's, Verve, and S&K.	6/20/2016 9:39 AM
102	I try to	6/20/2016 9:32 AM
103	yes	6/20/2016 8:30 AM
104	Yes	6/20/2016 7:50 AM
105	Yes	6/20/2016 7:42 AM
106	Absolutely	6/20/2016 7:15 AM
107	Absolutely, I buy nothing out of town if I can buy it here unless my only choice is Walmart. I will not spend my money there.	6/20/2016 5:01 AM
108	As much as I can	6/19/2016 11:59 PM
109	Yes	6/19/2016 11:54 PM
110	Yes	6/19/2016 11:43 PM
111	Yes but it's a stretch because very few offer a quality product at a reasonable price. Many don't offer products I'm even looking for. It's hard to shop local for products/services you don't need. I shop local at the hardware stores, Plush for a haircut (downtown) and Bankiowa for finances.	6/19/2016 11:01 PM
112	As much as I can. I do have to leave town for apparel. If stores do not have the selection I need, I do look elsewhere.	6/19/2016 9:42 PM
113	yes	6/19/2016 9:12 PM

## Independence Resident & Visitor Survey

114	Yes	6/19/2016 12:23 PM
115	Yes, if it's convenient.	6/19/2016 8:13 AM
116	Not really.	6/18/2016 9:38 AM
117	Yes	6/17/2016 9:46 PM
118	Yes	6/17/2016 9:29 PM
119	Sometimes, but it it gets to be very expensive quickly.	6/17/2016 8:32 PM
120	Yes	6/16/2016 10:57 AM
121	Yes	6/16/2016 8:19 AM
122	Absolutely committed to this!!!	6/15/2016 10:00 PM
123	No	6/15/2016 5:45 PM
124	Yes	6/14/2016 11:23 AM
125	I try, but it is difficult to find time to shop the locally-owned businesses because I work during business hours.	6/13/2016 10:39 PM
126	I try, but sometimes online pricing/convenience is just too good.	6/13/2016 3:33 PM
127	Yes - Always	6/13/2016 2:58 PM
128	yes, but we could do better	6/13/2016 1:07 PM
129	sometimes for immediate needs	6/13/2016 7:38 AM
130	just because i dont have time	6/11/2016 11:14 AM
131	Yes	6/11/2016 11:08 AM
132	yes, but many of the shops aren't open during hours when I'm not working	6/10/2016 10:23 AM
133	YES!	6/9/2016 7:12 PM
134	YES!	6/9/2016 7:00 PM

## Independence Resident & Visitor Survey

### Q23 Are the signs in town attractive? Are directional signs to attractions available and easy to follow?

Answered: 19 Skipped: 175

#	Responses	Date
1	No	7/6/2016 4:15 PM
2	Yes, the newer signs are very nice	6/29/2016 10:24 AM
3	Yes	6/23/2016 6:44 AM
4	yes, very well done	6/22/2016 9:35 PM
5	Never paid attention	6/22/2016 9:08 PM
6	The town (old "I" logo) sign needs updating. The "newer" logo signs need landscaping to help make them visible or stand out. (the newer signs) really are not large enough for speed of traffic at the sites. We need better (& more signage) to major destinations.	6/22/2016 11:10 AM
7	I like the new signage	6/21/2016 8:12 PM
8	Not attractive , some misleading	6/21/2016 7:08 PM
9	Signage is neat & clean & easy to follow	6/20/2016 5:57 PM
10	Just ok	6/20/2016 5:30 PM
11	Need update	6/20/2016 3:58 PM
12	Signage works for me	6/20/2016 2:15 PM
13	Yes	6/20/2016 9:57 AM
14	Yes	6/20/2016 7:38 AM
15	I think the decorative signage/flags that are put along main street are awesome, but thought the rest of town I wouldn't say they are necessarily attractive. No big signs that sea library, pool, movie theatre, etc this way.	6/20/2016 7:28 AM
16	Somewhat depends on the attraction	6/20/2016 12:24 AM
17	yes	6/16/2016 12:02 PM
18	Yes, very well done!	6/15/2016 10:50 PM
19	I don't really notice any signs.	6/14/2016 11:19 AM



Independence Resident & Visitor Survey

**Q24 Are you aware of a visitor station or another place to get information about Independence? If yes, is it easy to find?**

Answered: 19 Skipped: 175

#	Responses	Date
1	No	7/6/2016 4:15 PM
2	Is it the chamber? Not sure	6/29/2016 10:24 AM
3	Yes	6/23/2016 6:44 AM
4	no	6/22/2016 9:35 PM
5	Yes,yes	6/22/2016 9:08 PM
6	I know there is information at ISU Extension at Heartland Acres building.	6/22/2016 11:10 AM
7	I live in the county, so not needed. Not sure???? The chamber office????	6/21/2016 8:13 PM
8	Yes , it's ok	6/21/2016 7:09 PM
9	Not aware	6/20/2016 5:57 PM
10	No	6/20/2016 5:30 PM
11	No	6/20/2016 3:59 PM
12	No	6/20/2016 2:15 PM
13	Yes. Yes.	6/20/2016 9:58 AM
14	No	6/20/2016 7:38 AM
15	I was not aware.	6/20/2016 7:28 AM
16	I am but I don't think it would be easy for non community members	6/20/2016 12:25 AM
17	No	6/16/2016 12:02 PM
18	NO?	6/15/2016 10:50 PM
19	No	6/14/2016 11:20 AM

## Independence Resident & Visitor Survey

### Q25 Do you find the shop fronts and street front areas attractive and inviting? Are the operating hours convenient for visitors?

Answered: 19 Skipped: 175

#	Responses	Date
1	Dated	7/6/2016 4:16 PM
2	Some buildings need some spiffing up	6/29/2016 10:25 AM
3	Yes	6/23/2016 6:44 AM
4	no, not really, not like it once was, but the new down town side walks are an improvement.	6/22/2016 9:38 PM
5	They are ok	6/22/2016 9:09 PM
6	Somewhat attractive. The old brick buildings could be so much better with a few enhancements. Small improvements are being made. The downtown buildings are historic and a great asset. We need to encourage to save the historic and rich history of town. South entrance on Hwy 150 looks like an industrial park. It needs an update to help invite visitors to more areas of town. Many places downtown close at 5pm or soon after. So if you "work" it is hard to get to the stores.	6/22/2016 11:10 AM
7	No, some of the buildings need a paint job,	6/21/2016 8:13 PM
8	No & no	6/21/2016 7:09 PM
9	Very! Downtown has become a very attractive place to visit in the past few years. Kudos to all those who have worked hard to improve it.	6/20/2016 5:58 PM
10	For the most part	6/20/2016 5:30 PM
11	Fair	6/20/2016 4:00 PM
12	Yes Yes	6/20/2016 2:16 PM
13	Yes. Think they should be open all weekend though, including Sunday. Sunday is a popular day to be out and about. Close Mondays instead.	6/20/2016 10:01 AM
14	Storefronts MOSTLY attractive. Operating hours NOT convenient	6/20/2016 7:38 AM
15	Love the little shops. I really wish some where open past five especially the flower shops.	6/20/2016 7:29 AM
16	Hours good. Fairly attractive storefronts updates would help	6/20/2016 12:26 AM
17	Yes, I especially like the flowers. Yes, I like the fact that some are open later on Thursdays too.	6/16/2016 12:03 PM
18	Yes, nicely done. They look inviting.	6/15/2016 10:51 PM
19	The town seems a little run down . Some of the buildings need painted and cleaned up. The operating hours of downtown businesses don't work too well for someone that works out of town till 5pm. You might get 1 day a week where they stay open past 5pm, but that does not really help. To be a destination place, businesses would need to be open longer on Saturday, and open on Sunday.	6/14/2016 11:24 AM

## Independence Resident & Visitor Survey

### Q26 As a visitor, what do you find most appealing about the community?

Answered: 19 Skipped: 175

#	Responses	Date
1	Walmart. Main st businesses and restaurants	7/6/2016 4:16 PM
2	The river	6/29/2016 10:25 AM
3	Shops	6/23/2016 6:44 AM
4	The library would top my list of places to go, followed by the First Street deli	6/22/2016 9:39 PM
5	Convenient everything is there	6/22/2016 9:13 PM
6	Close access to the stores. I like the small shops. Easy parking. I love the parks near the river! Great service from local businesses!	6/22/2016 11:10 AM
7	The name	6/21/2016 8:13 PM
8	County seat	6/21/2016 7:10 PM
9	Welcoming businesses. Variety of local businesses.	6/20/2016 5:59 PM
10	It's not a big city	6/20/2016 5:31 PM
11	Frendly people and RV park that works for us	6/20/2016 4:04 PM
12	Variety of activities available for everyone. I appreciate the local historical attractions: The Mill, Lee Mansion, The Depot, Buchanan County Fair, Community Band, school and activities, etc	6/20/2016 2:18 PM
13	The river and downtown area.	6/20/2016 10:02 AM
14	LEAVING. NOT actually having to LIVE there.	6/20/2016 7:39 AM
15	Easy to get around. There is definitely a sense of community.	6/20/2016 7:29 AM
16	Variety of businesses	6/20/2016 12:26 AM
17	The Public Library, the Mill and Farmers Market	6/16/2016 12:03 PM
18	The beautiful library and the Fareway store.	6/15/2016 10:53 PM
19	I find the caring people in the community the most appealing. Working with several volunteer committees, I see people who care about the community and want to help others.	6/14/2016 11:25 AM

## Independence Resident & Visitor Survey

### Q27 Name three things you liked about your visit in Independence.

Answered: 18 Skipped: 176

#	Responses	Date
1	Good food, simple layout	7/6/2016 4:17 PM
2	The river, teachers park, ease of getting around	6/29/2016 10:26 AM
3	Shops, eating places, events	6/23/2016 6:45 AM
4	the ball park, river walk, and the post office i guess	6/22/2016 9:41 PM
5	Walmart, fareway, eating places	6/22/2016 9:16 PM
6	Clean town. Friendly people. Wonderful library.	6/22/2016 11:10 AM
7	The damn, the mill, and Teacher's park	6/21/2016 8:14 PM
8	Restaurant's ,bank's	6/21/2016 7:11 PM
9	Visiting family, restaurants, quietness	6/20/2016 5:31 PM
10	RV park, Walmart, Internet	6/20/2016 4:06 PM
11	Shopping Farner's Market County Fair	6/20/2016 2:19 PM
12	Unique shops and pts. Of interest.	6/20/2016 10:02 AM
13	The Wapsi. The Wapsi. The Wapsi.	6/20/2016 7:40 AM
14	Growing selection of restaurants, liked the Pink Polka dot, lots of hair salons.	6/20/2016 7:30 AM
15	Different stores access to Highway 20 and dining	6/20/2016 12:27 AM
16	Easy parking, the Riverwalk park and visiting the library	6/16/2016 12:04 PM
17	The City library, school system and Fareway.	6/15/2016 10:54 PM
18	The history, the parks and friendly people.	6/14/2016 11:26 AM

## Independence Resident & Visitor Survey

### Q28 Name three things you disliked about your visit in Independence.

Answered: 18 Skipped: 176

#	Responses	Date
1	Not cohesive	7/6/2016 4:17 PM
2	Lack of nicer dining, nice to have Wacha's!	6/29/2016 10:27 AM
3	No thing	6/23/2016 6:45 AM
4	walmart, verns true value and some of the properties that and not kept up.	6/22/2016 9:43 PM
5	Traffic, streets,	6/22/2016 9:25 PM
6	Lose of trees. Does not look like they are being replaced. Sad. Unattractive entrance from south on Hwy 150.	6/22/2016 11:12 AM
7	Lack of cultural things, city needed to be beautified, includes private property on main street, and Wal Mart	6/21/2016 8:16 PM
8	Truck traffick down town , gas station congestion ,	6/21/2016 7:15 PM
9	Could have more dine in restaurants, more unique shops, more community activities	6/20/2016 5:33 PM
10	Streets are rough not enough restaurants. Traffic on Hwy 150	6/20/2016 4:09 PM
11	Nothing	6/20/2016 2:20 PM
12	Nothing going comes to mind.	6/20/2016 10:03 AM
13	SO MANY DEMOCRAT ELECTION SIGNS EVERYWHERE ALL THE TIME. UNFRIENDLY PEOPLE. CLOSED OFF "GENERATIONAL" CLICKS OF PEOPLE	6/20/2016 7:41 AM
14	Wish there were more activities for young professionals, would love a wine bar/brewery, hard to find out what local events are going on.	6/20/2016 7:32 AM
15	Parking downtown having law enforcement city hall etc apart from each other and lack of long bike and walkingytrails	6/20/2016 12:28 AM
16	would like to see more restaurants available, would like to see a safer crosswalk to the public library, streets need repaired badly in the same area of 1st street west.	6/16/2016 12:09 PM
17	It's police department is a huge negative for the community.	6/15/2016 10:56 PM
18	Too much traffic in downtown (the 150 jog through downtown), seeing old run-down houses/yards especially along 1st street,	6/14/2016 11:32 AM

## Independence Resident & Visitor Survey

### Q29 Do you feel the community is friendly? Why or why not?

Answered: 152 Skipped: 42

#	Responses	Date
1	Yes - but it depends. We have an abundance of CAVE people (citizens against virtually everything). But we have a great group of friendly people ready to roll up their sleeves and get to work.	7/11/2016 10:06 AM
2	Yes, as previously mentioned.	7/11/2016 9:33 AM
3	They can be generally but also can be very much into spreading gossip and lies as weapons against each other. People think they can make judgements and ask questions they have no right to ask.	7/9/2016 11:02 AM
4	Yes, overall I do. We greet visitors with open arms. That's apparent with our 4th of July celebration, if people didn't enjoy the people of Independence, they wouldn't come.	7/8/2016 12:12 PM
5	very friendly, we moved her several years ago and were welcomed. We are established in the community and rarely go somewhere that we don't know people.	7/8/2016 9:12 AM
6	Yes very friendly	7/7/2016 9:45 PM
7	Most are	7/7/2016 6:16 PM
8	Yes	7/7/2016 4:15 PM
9	Yes	7/7/2016 9:24 AM
10	Yes as previously mentioned you know people here	7/7/2016 7:58 AM
11	For the most part yes.	7/6/2016 10:29 PM
12	Very much so. People are willing to help when needed. They smile and say hello, they care.	7/6/2016 10:21 PM
13	Yes they seem to pitch I. To help each other out.	7/6/2016 9:33 PM
14	Yes. I think the majority of residents are friendly and welcoming.	7/6/2016 9:01 PM
15	Yes I do but I have heard that a lot about our city from others also	7/6/2016 8:26 PM
16	Yes. Just stop in ANY shop and you will know	7/6/2016 8:17 PM
17	Yes	7/6/2016 7:02 PM
18	Yes	7/6/2016 6:44 PM
19	yes	7/6/2016 6:17 PM
20	Yes	7/6/2016 4:32 PM
21	Sort of	7/6/2016 4:27 PM
22	No	7/6/2016 4:17 PM
23	Yes, very friendly	7/6/2016 4:01 PM
24	Yes , but we still have bad eggs like every community	7/6/2016 4:00 PM
25	Yes! But somehow we need to figure out how to get different age groups overlapping more in their activities.	7/6/2016 3:59 PM
26	Can be. Seems if your not born or raised in indy, you are in another league.	7/6/2016 3:51 PM
27	Yes	7/6/2016 3:44 PM
28	I love my neighbors and the biggest percentage of the business people.	7/6/2016 3:43 PM
29	Yes	7/6/2016 3:20 PM
30	yes	7/6/2016 3:05 PM
31	Yes, people make small talk, help one-another and strangers	7/6/2016 2:52 PM
32	Some are and some have a circle of people they deal with over and over again.	7/6/2016 2:50 PM

## Independence Resident & Visitor Survey

33	Somewhat It's like any other town. You either fit in or you don't.	7/6/2016 2:34 PM
34	No	7/6/2016 1:17 PM
35	For the most part yes. Out superintendent needs to own a house in town though.	7/6/2016 1:16 PM
36	As a whole yes	7/6/2016 12:37 PM
37	I feel that the community in general tries to be friendly. However, I have noticed that members of the community often times are only superficially friendly or are even unfriendly to newcomers or "outsiders."	6/29/2016 8:24 PM
38	Overall the business yes, regular people no	6/29/2016 10:28 AM
39	Yes, for the most part. There we some who feel they are a BIG fish in a little pond and try to use their "power" to get their way. But all in all we have an excellent small town.	6/29/2016 7:35 AM
40	Yes	6/28/2016 8:31 PM
41	Yes	6/27/2016 9:15 AM
42	Yes, we have a great community but lack of effort by community members and govt to make it better.	6/26/2016 3:28 PM
43	Yes	6/26/2016 2:48 PM
44	It is friendly, if you try to be friendly first.	6/26/2016 11:51 AM
45	Yes, in 3 years I've only had two bad experiences, not bad for a big bald heavily tattooed man.	6/25/2016 5:00 PM
46	yes. We personally know many of the business owners and are interested in what their kids are doing or how their parents are doing	6/25/2016 8:31 AM
47	Very much so	6/24/2016 2:46 PM
48	Not very	6/23/2016 10:23 PM
49	Yes	6/23/2016 8:34 PM
50	no, too many complainers, not enough progress supporters...	6/23/2016 12:33 PM
51	In general, I'd say "yes." There are some groups that don't seem as open to newcomers... Or perhaps it is new ideas. The business sector seems very friendly. School sector, more disengaged,	6/23/2016 10:02 AM
52	Everyone is very friendly to your face but this town is a gossip, your business gets around even if its not true in just a matter of hours. People dont have anything to do here but talk...give us activities!	6/23/2016 6:50 AM
53	Somewhat. Lots of weirdos tho	6/23/2016 6:46 AM
54	Yes, about 90% friendly and 10% grumps.	6/22/2016 10:20 PM
55	Yes	6/22/2016 9:54 PM
56	its okay	6/22/2016 9:43 PM
57	Yes ,the ones working in the stores	6/22/2016 9:27 PM
58	If you are friendly.	6/22/2016 8:17 PM
59	Yes and no. Strong opinions abound. The people you agree with are great, others, not so much. Initially, this is a very welcoming town.	6/22/2016 6:41 PM
60	No very two faced	6/22/2016 3:40 PM
61	Yes for the most part. But if you have an wnemy, it's pretty hard to get away from them.	6/22/2016 3:19 PM
62	most elements are	6/22/2016 2:39 PM
63	Yes, for the most part everyone I meet is friendly.	6/22/2016 1:49 PM
64	Yes	6/22/2016 12:33 PM
65	Absolutely.	6/22/2016 12:07 PM
66	Sometimes	6/22/2016 11:52 AM
67	I do believe our community is friendly. It isn't as "clicky" as some of the other communities I have been involved in.	6/22/2016 11:29 AM
68	Yes, people are for the most part always friendly and helpful.	6/22/2016 11:22 AM
69	No	6/22/2016 11:18 AM

## Independence Resident & Visitor Survey

70	Yes they are! Clerks in stores greet you and are helpful.	6/22/2016 11:13 AM
71	yes i do	6/22/2016 11:01 AM
72	Absolutely, small Midwest town stereotypes live here. Doors get held for others and a thank you always follows.	6/22/2016 11:00 AM
73	some are if you act like them but if your not in the in crowd or the crowd nope	6/22/2016 10:43 AM
74	Yes, I know lots of people	6/22/2016 10:27 AM
75	Almost every business you go into you can find employees that are able to help even if it is not something that they offer and share the knowledge of the community	6/22/2016 9:19 AM
76	yes	6/22/2016 8:52 AM
77	Not really, seems to be who you KNOW, as to how you are treated, or who you are.	6/21/2016 8:16 PM
78	Pretty clicky	6/21/2016 7:15 PM
79	Yes. Having lived here a long time I feel every knows my name and always says hi.	6/21/2016 11:59 AM
80	no	6/21/2016 7:53 AM
81	Most of the community is friendly but there are some that like to be negative as well.	6/21/2016 7:19 AM
82	Yes, because of family owned businesses.	6/20/2016 11:48 PM
83	Vert friendly	6/20/2016 8:59 PM
84	I feel it is very friendly. Sometimes too much so with everyone knowing what goes on with everyone else.	6/20/2016 8:38 PM
85	For the most part, yes.	6/20/2016 8:15 PM
86	For the most part	6/20/2016 7:28 PM
87	Yes	6/20/2016 7:25 PM
88	Yes, I have had good experiences	6/20/2016 5:33 PM
89	I think it is a very friendly community.	6/20/2016 4:37 PM
90	Yes, most people are willing to help others	6/20/2016 4:35 PM
91	Yes	6/20/2016 4:10 PM
92	Yes, generally. I am from Independence so I know many people but I really try to be welcoming to newcomers.	6/20/2016 3:33 PM
93	People working together for a common cause seem to be friendly; we are not so open to outsiders all the time	6/20/2016 3:30 PM
94	No, does not have a welcoming feel	6/20/2016 3:19 PM
95	Yes. I have met lots of nice people since I moved here in Dec	6/20/2016 3:18 PM
96	Yes, complete strangers will help you get a car unstuck in the winter.	6/20/2016 2:35 PM
97	Yes	6/20/2016 2:20 PM
98	for business yes for city government no	6/20/2016 2:11 PM
99	Absolutely	6/20/2016 1:43 PM
100	Sometimes. Definitely had its small groups. Lots of loners too.	6/20/2016 12:28 PM
101	Yes	6/20/2016 12:25 PM
102	Yes, for people passing through. But new people moving in may find it hard to fit in because they aren't welcomed much by the community.	6/20/2016 12:14 PM
103	Yes	6/20/2016 12:03 PM
104	For the most part. But there are business owners and certain people who are involved in various organizations and events who are not so much.	6/20/2016 11:34 AM
105	Yes and no. They weren't very welcoming when we moved here, would ask why we moved to Independence as if it were aa bad thing. As they get to know you yes, they are friendly.	6/20/2016 10:45 AM
106	Yes...but I make an effort to be part of the community, no one is knocking down doors to welcome or envelope new members	6/20/2016 10:26 AM



## Independence Resident & Visitor Survey

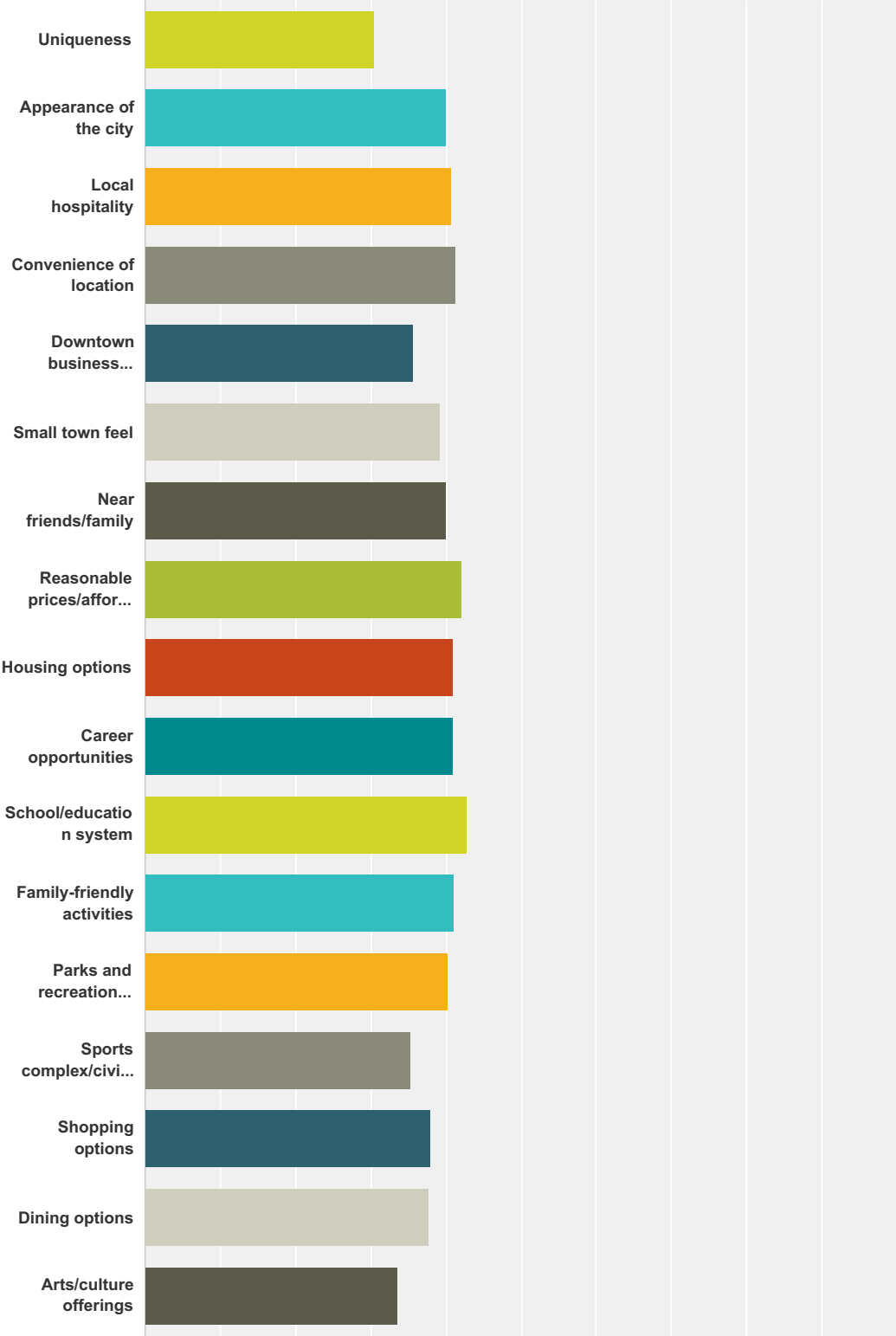
107	Yes, I feel it is friendly. But 15 years ago when I was fairly new to the area I don't think it was very welcoming. I don't know if business owners have changed or if since I know more people I feel more welcomed?	6/20/2016 10:24 AM
108	Most of the time. Some staff in city and government agencies/entities are not. Certain staff at the court house and Indee Light and Power could use some training in customer service skills.	6/20/2016 10:11 AM
109	Yes. Especially shop owners. Most residents seem willing to offer assistance if asked.	6/20/2016 10:05 AM
110	If you were raised here, you would likely say yes. But I hear from others that it is sometimes hard moving here and finding that friendly-factor.	6/20/2016 10:05 AM
111	Very much so	6/20/2016 9:53 AM
112	Friendly, as in everyone says Hello...Yes, on the surface, but as a resident, not born here or related to anyone here, No.	6/20/2016 9:42 AM
113	For the most part, yes.	6/20/2016 9:40 AM
114	Yes	6/20/2016 9:32 AM
115	yes	6/20/2016 8:30 AM
116	Some are. Others are not	6/20/2016 7:51 AM
117	NO! I have LITERALLY been told "You will NEVER be an Iowan, if you weren't BORN here."	6/20/2016 7:42 AM
118	Yes	6/20/2016 7:42 AM
119	Yes, everyone seems quite helpful.	6/20/2016 7:32 AM
120	Yes, many always smiling and easily reach out and welcome others.	6/20/2016 7:15 AM
121	For the most part I do although we do have folks who have a better-than-thou attitude.	6/20/2016 5:03 AM
122	Public is neutral about city officials as I do not see them out getting to know businesses and community members	6/20/2016 12:29 AM
123	Yes. Overall it feels friendly	6/20/2016 12:00 AM
124	Yes	6/19/2016 11:55 PM
125	Yes, everyone is willing to help	6/19/2016 11:44 PM
126	Yes, it has a very inviting persona. The people are inviting and inclusive.	6/19/2016 11:01 PM
127	Yes. I think we have a lot of great people and families young and old in independence. Regardless of a person's background, most everyone I have met or have encountered with has been friendly. I do think independence is extremely "clicky", however.	6/19/2016 9:45 PM
128	sometimes, we tend to make the regional news more for our weird activities...	6/19/2016 9:12 PM
129	Yes	6/19/2016 12:23 PM
130	Yes, people are overall very friendly and wave.	6/19/2016 8:13 AM
131	Yes, its small town Iowa.	6/18/2016 9:38 AM
132	It has improved over the years but still has a way to go in overcoming a tendency to look inward first and protect the status quo due large core family groups as a result of an unusually high number of people having continued to live in the community while working in Waterloo or Cedar Rapids.	6/17/2016 9:46 PM
133	Yes, because the people seem friendly	6/17/2016 9:32 PM
134	To a point. My church was very welcoming. New people are welcome at the library. The new patron packets seem to be a mystery and a hit and miss among new people. Seems like you have to know the right people to get one, which if you are new to town is a bit hard to do.	6/17/2016 8:33 PM
135	Yes, I have had a good experience with retail stores and restaurants and everyone is friendly and helpful.	6/16/2016 12:11 PM
136	Yes, people are easy to talk to	6/16/2016 10:58 AM
137	Somewhat.	6/16/2016 8:23 AM
138	Yes, of course, Independence people always want to talk and pass the time. Friendly bunch.	6/15/2016 10:57 PM
139	Friendly but not inclusive over time. To many silos	6/15/2016 10:01 PM
140	No, I have never been welcomed in this community, and have been told directly on multiple occasions that I do not belong here because "Independence is a christian community"	6/15/2016 5:48 PM

## Independence Resident & Visitor Survey

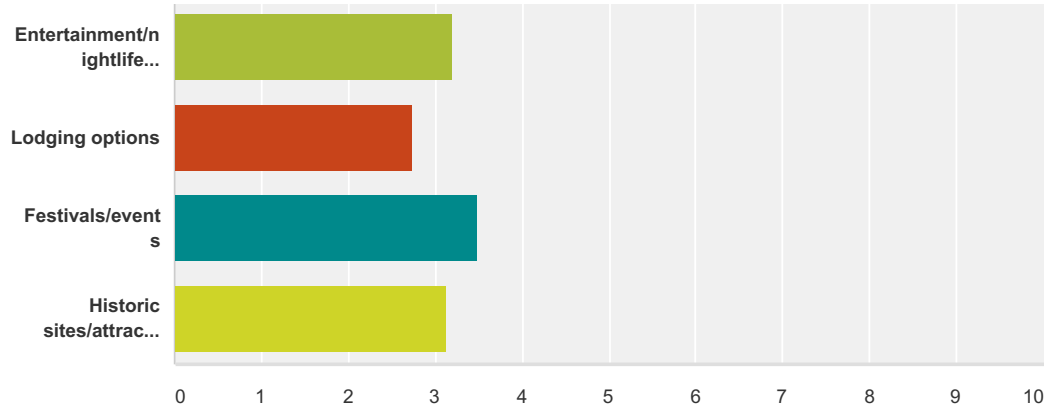
141	For the most part, yes. There are lots of events for the public to participate in, which for me helps make it a friendly place.	6/14/2016 11:35 AM
142	For the most part, yes.	6/14/2016 11:23 AM
143	Yes, though many are close-minded to people who did not grow up in Independence. For a city with so many citizens expressing the desire to grow, that isn't reflected in a positive manner when the "native" Independence citizens are, by and large, less than welcoming to people new to Independence.	6/13/2016 10:39 PM
144	Yes	6/13/2016 3:33 PM
145	Most of the community is friendly - Most places will help you with about anything you need. The community events at River Walk parks help as well.	6/13/2016 2:59 PM
146	kind of - again lots of division and we have a negative stigma on our ethics and culture here. We definitely need to improve on those aspects	6/13/2016 1:08 PM
147	no--there has always been a divided between the rich who believe they are entitled and everybody else. they need to get rid of that golf club (riverview)	6/13/2016 7:40 AM
148	no	6/11/2016 11:14 AM
149	Yes	6/11/2016 11:08 AM
150	Not very friendly to people who didn't grow up here	6/10/2016 10:23 AM
151	Yes. I typically have good relations with the people.	6/9/2016 7:13 PM
152	Mostly. Some are clique-y, meaning people like to do what they like to do, but no respect for other groups or events. I see this mostly between those connected or not to school events, or some churches, or sports.	6/9/2016 7:05 PM

**Q30 Please indicate how important the following items are when you are making a decision about where to live. (1 being not at all important and 5 being extremely important)**

Answered: 151 Skipped: 43



## Independence Resident & Visitor Survey



	1	2	3	4	5	Total	Weighted Average
Uniqueness	9.93% 15	15.89% 24	38.41% 58	31.79% 48	3.97% 6	151	3.04
Appearance of the city	3.31% 5	3.97% 6	11.92% 18	49.67% 75	31.13% 47	151	4.01
Local hospitality	1.99% 3	3.97% 6	10.60% 16	50.99% 77	32.45% 49	151	4.08
Convenience of location	1.32% 2	2.65% 4	13.25% 20	47.02% 71	35.76% 54	151	4.13
Downtown business district	1.32% 2	8.61% 13	37.75% 57	36.42% 55	15.89% 24	151	3.57
Small town feel	4.64% 7	3.97% 6	14.57% 22	47.68% 72	29.14% 44	151	3.93
Near friends/family	4.64% 7	7.28% 11	19.21% 29	20.53% 31	48.34% 73	151	4.01
Reasonable prices/affordability	0.66% 1	1.99% 3	14.57% 22	41.72% 63	41.06% 62	151	4.21
Housing options	0.66% 1	3.31% 5	17.22% 26	43.71% 66	35.10% 53	151	4.09
Career opportunities	1.32% 2	2.65% 4	23.84% 36	30.46% 46	41.72% 63	151	4.09
School/education system	6.62% 10	2.65% 4	10.60% 16	17.22% 26	62.91% 95	151	4.27
Family-friendly activities	2.65% 4	1.32% 2	18.54% 28	37.75% 57	39.74% 60	151	4.11
Parks and recreation opportunities	1.99% 3	3.31% 5	19.21% 29	41.06% 62	34.44% 52	151	4.03
Sports complex/civic centers	7.28% 11	11.26% 17	27.81% 42	28.48% 43	25.17% 38	151	3.53
Shopping options	1.99% 3	5.96% 9	25.17% 38	44.37% 67	22.52% 34	151	3.79
Dining options	3.31% 5	5.30% 8	24.50% 37	43.71% 66	23.18% 35	151	3.78
Arts/culture offerings	5.96% 9	9.93% 15	40.40% 61	29.80% 45	13.91% 21	151	3.36

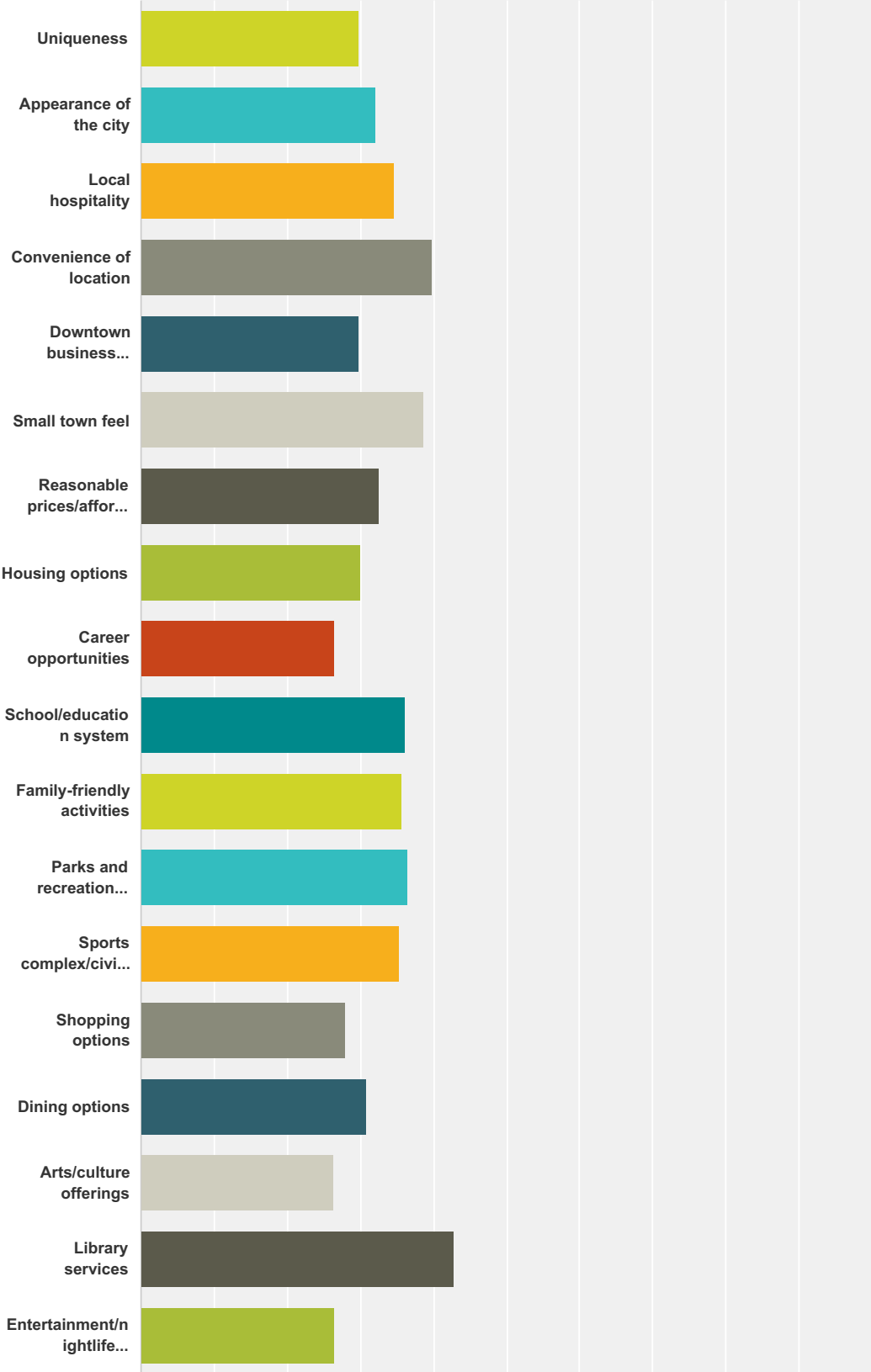
## Independence Resident & Visitor Survey

Entertainment/nightlife options	<b>5.30%</b> 8	<b>15.89%</b> 24	<b>41.72%</b> 63	<b>27.81%</b> 42	<b>9.27%</b> 14	151	3.20
Lodging options	<b>13.91%</b> 21	<b>21.19%</b> 32	<b>45.03%</b> 68	<b>17.88%</b> 27	<b>1.99%</b> 3	151	2.73
Festivals/events	<b>1.32%</b> 2	<b>11.92%</b> 18	<b>37.75%</b> 57	<b>35.10%</b> 53	<b>13.91%</b> 21	151	3.48
Historic sites/attractions	<b>6.62%</b> 10	<b>18.54%</b> 28	<b>40.40%</b> 61	<b>23.84%</b> 36	<b>10.60%</b> 16	151	3.13

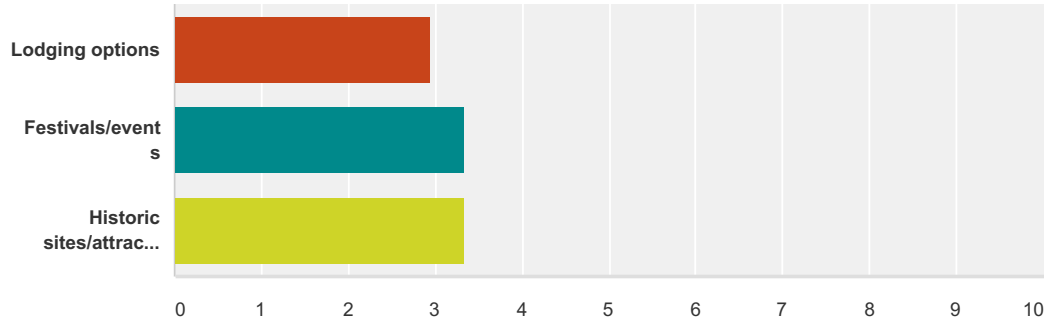
#	Comments	Date
1	My responses are affected by the fact that I am retired and have no children/grandchildren living here.	6/23/2016 10:08 AM
2	It's a nice quiet town	6/22/2016 9:31 PM
3	Independence area is a great place to live!	6/22/2016 11:15 AM
4	I would not have my kids in the Indee School system, after things that have happened there	6/21/2016 8:21 PM
5	Improve streets	6/20/2016 9:02 PM
6	Health care is very important	6/19/2016 9:47 PM
7	Independence - America's Fame is in our Name this logo should say it all	6/17/2016 9:36 PM
8	A good library is a must	6/15/2016 5:54 PM
9	The public library is not included in this list, but is very important.	6/13/2016 10:39 PM
10	Church, while important spiritually, would only rank a 3 when deciding where to live.	6/9/2016 7:10 PM

**Q31 Please rate Independence on its delivery of each of the following items. (1 being poor and 5 being excellent)**

Answered: 146 Skipped: 48



## Independence Resident & Visitor Survey



	N/A	1	2	3	4	5	Total	Weighted Average
Uniqueness	0.00% 0	5.48% 8	26.71% 39	40.41% 59	24.66% 36	2.74% 4	146	2.98
Appearance of the city	0.00% 0	6.16% 9	19.18% 28	33.56% 49	34.93% 51	6.16% 9	146	3.22
Local hospitality	2.05% 3	3.42% 5	10.96% 16	31.51% 46	38.36% 56	13.70% 20	146	3.47
Convenience of location	0.00% 0	0.68% 1	5.48% 8	17.81% 26	47.26% 69	28.77% 42	146	3.99
Downtown business district	0.00% 0	8.22% 12	21.23% 31	48.63% 71	15.07% 22	6.85% 10	146	2.99
Small town feel	0.00% 0	2.05% 3	8.22% 12	19.86% 29	43.84% 64	26.03% 38	146	3.86
Reasonable prices/affordability	1.37% 2	4.11% 6	11.64% 17	47.95% 70	26.03% 38	8.90% 13	146	3.25
Housing options	1.37% 2	3.42% 5	23.97% 35	44.52% 65	22.60% 33	4.11% 6	146	3.01
Career opportunities	2.74% 4	11.64% 17	34.25% 50	36.30% 53	13.70% 20	1.37% 2	146	2.65
School/education system	5.48% 8	4.11% 6	10.27% 15	21.92% 32	29.45% 43	28.77% 42	146	3.62
Family-friendly activities	1.37% 2	2.74% 4	7.53% 11	34.25% 50	38.36% 56	15.75% 23	146	3.57
Parks and recreation opportunities	0.68% 1	4.11% 6	10.96% 16	23.29% 34	40.41% 59	20.55% 30	146	3.65
Sports complex/civic centers	1.37% 2	6.16% 9	11.64% 17	26.03% 38	36.99% 54	17.81% 26	146	3.52
Shopping options	1.37% 2	10.27% 15	29.45% 43	40.41% 59	15.75% 23	2.74% 4	146	2.79
Dining options	0.00% 0	8.90% 13	20.55% 30	39.04% 57	26.03% 38	5.48% 8	146	3.08
Arts/culture offerings	3.42% 5	15.75% 23	28.77% 42	38.36% 56	11.64% 17	2.05% 3	146	2.64
Library services	1.40% 2	2.80% 4	3.50% 5	7.69% 11	33.57% 48	51.05% 73	143	4.27
Entertainment/nightlife options	2.05% 3	13.70% 20	32.88% 48	36.99% 54	12.33% 18	2.05% 3	146	2.66
Lodging options	2.05% 3	4.11% 6	29.45% 43	37.67% 55	20.55% 30	6.16% 9	146	2.95

## Independence Resident & Visitor Survey

Festivals/events	<b>0.68%</b> 1	<b>6.16%</b> 9	<b>19.86%</b> 29	<b>26.71%</b> 39	<b>32.19%</b> 47	<b>14.38%</b> 21	146	3.34
Historic sites/attractions	<b>0.68%</b> 1	<b>3.42%</b> 5	<b>19.86%</b> 29	<b>33.56%</b> 49	<b>27.40%</b> 40	<b>15.07%</b> 22	146	3.33

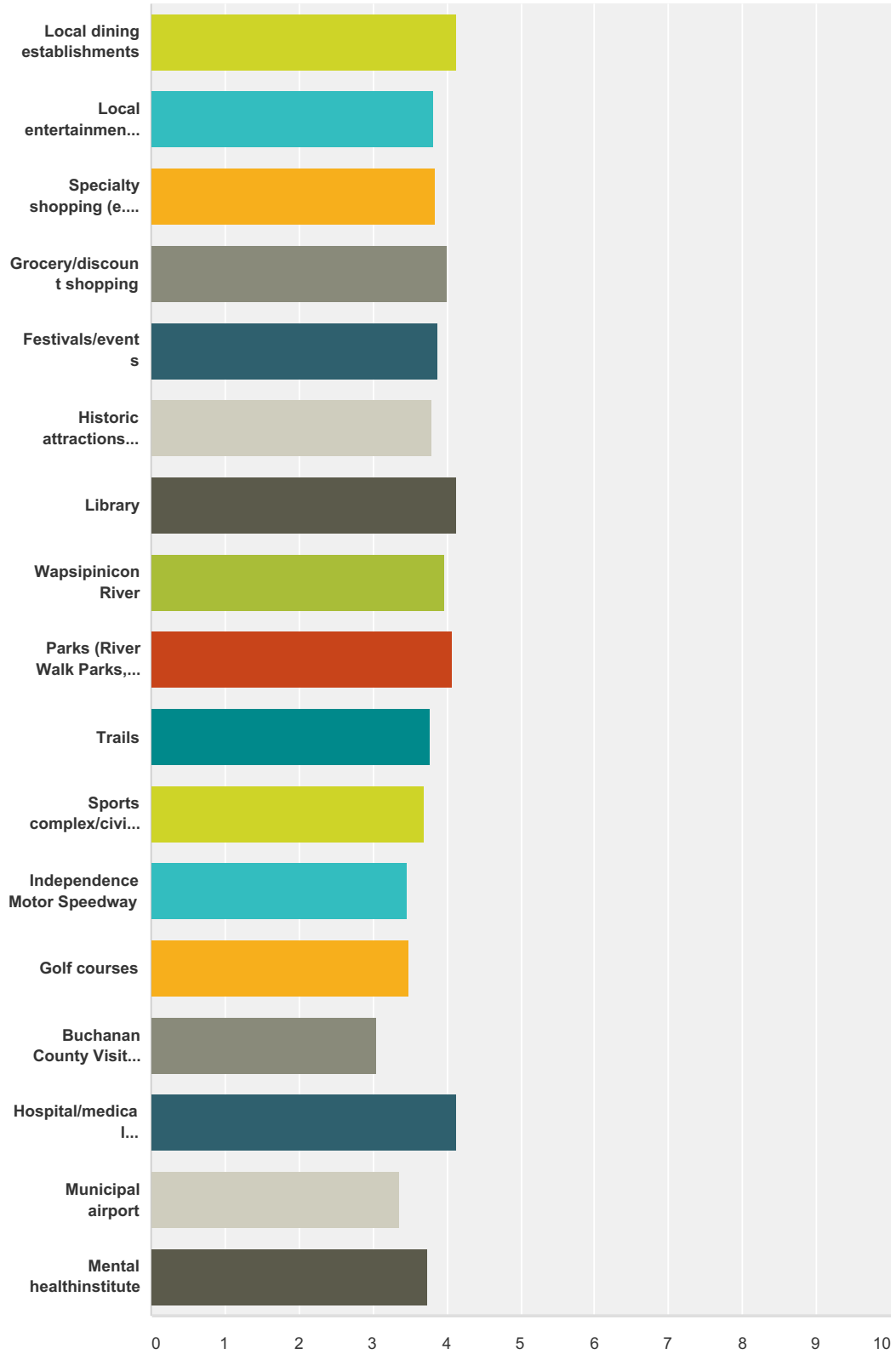
#	Comments	Date
1	Parks & Rec. lacks a dog park, other wise I would have rated it higher	7/11/2016 9:35 AM
2	My job brought me here and my husband is why I stayed. We love our home and friends but sometimes wished we lived in a place like Decorah where there is a greater diversity of things to do, people and ides.	6/23/2016 10:13 AM
3	Independence does some things very well!	6/22/2016 11:17 AM
4	Taxes are insane compared to other areas	6/20/2016 10:45 AM
5	Lots of potential, currently lots of poorly executed projects, ideas. Lots of strong individual groups , no on working together. Makes the town pretty mediocre and one easy to over look.	6/19/2016 11:06 PM
6	Health care-5	6/19/2016 9:48 PM
7	Dining: this town does not have a real chef; all out of the box	6/15/2016 10:05 PM
8	Transportation - 2	6/9/2016 7:13 PM



**Q32 How valuable do you believe each of the following assets are to Independence? (1 being not at all valuable and 5 being extremely valuable)**

Answered: 141 Skipped: 53

## Independence Resident & Visitor Survey



	1	2	3	4	5	Total	Weighted Average
Local dining establishments	0.71% 1	1.42% 2	14.89% 21	48.94% 69	34.04% 48	141	4.14

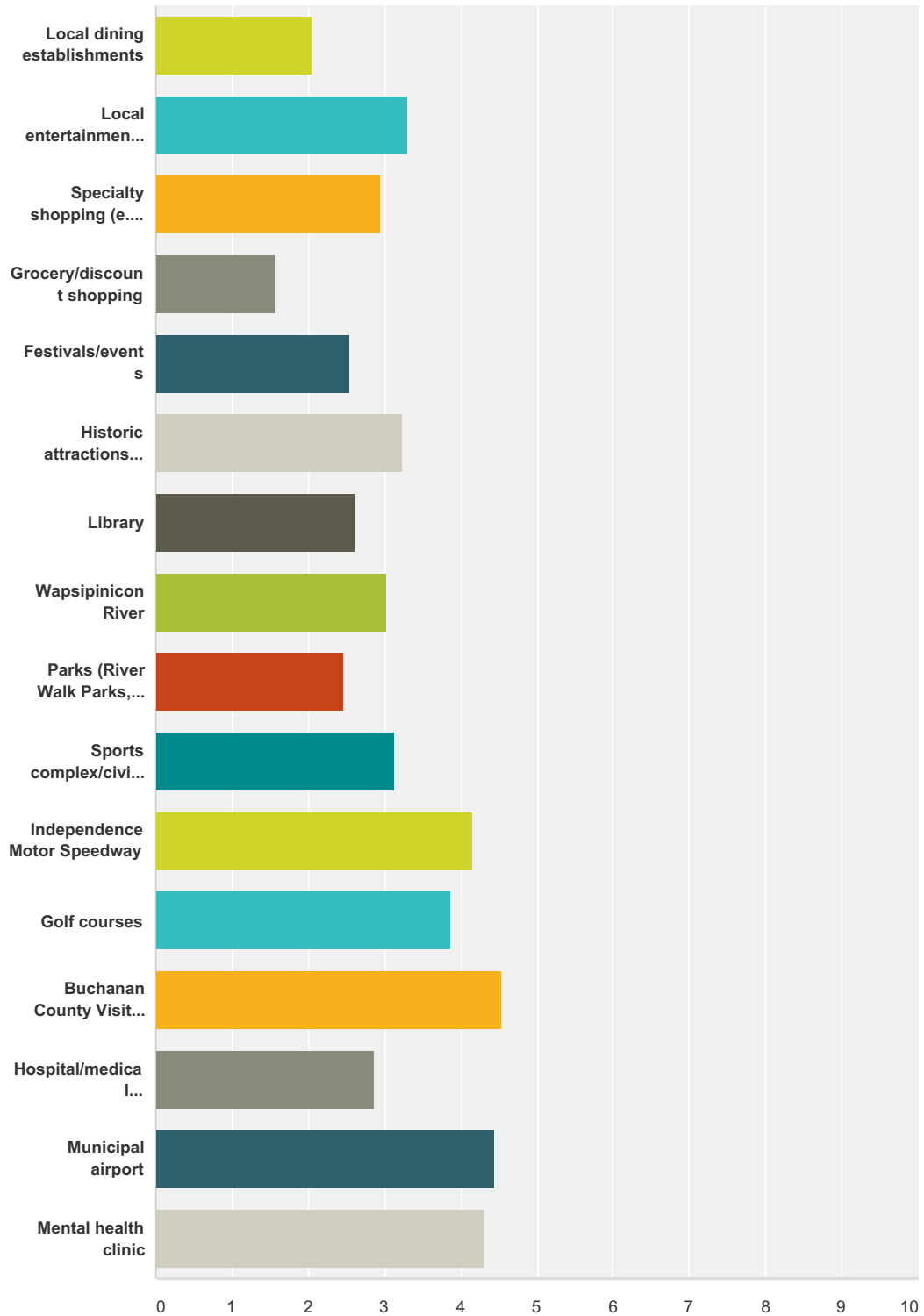
## Independence Resident & Visitor Survey

Local entertainment venues (e.g. bowling alley)	<b>0.71%</b> 1	<b>7.80%</b> 11	<b>23.40%</b> 33	<b>45.39%</b> 64	<b>22.70%</b> 32	141	3.82
Specialty shopping (e.g. local stores, boutique shops, antiques, rare items)	<b>0.71%</b> 1	<b>7.09%</b> 10	<b>30.50%</b> 43	<b>31.21%</b> 44	<b>30.50%</b> 43	141	3.84
Grocery/discount shopping	<b>0.71%</b> 1	<b>3.55%</b> 5	<b>21.99%</b> 31	<b>42.55%</b> 60	<b>31.21%</b> 44	141	4.00
Festivals/events	<b>1.42%</b> 2	<b>7.80%</b> 11	<b>24.11%</b> 34	<b>34.04%</b> 48	<b>32.62%</b> 46	141	3.89
Historic attractions (e.g. Wapsipinicon Mill, Underground City Tour, Heartland Acres Agribition Center)	<b>2.13%</b> 3	<b>9.93%</b> 14	<b>24.11%</b> 34	<b>34.75%</b> 49	<b>29.08%</b> 41	141	3.79
Library	<b>3.55%</b> 5	<b>4.26%</b> 6	<b>14.89%</b> 21	<b>29.08%</b> 41	<b>48.23%</b> 68	141	4.14
Wapsipinicon River	<b>2.84%</b> 4	<b>8.51%</b> 12	<b>20.57%</b> 29	<b>24.82%</b> 35	<b>43.26%</b> 61	141	3.97
Parks (River Walk Parks, Liberty Park, etc.)	<b>1.42%</b> 2	<b>4.26%</b> 6	<b>20.57%</b> 29	<b>33.33%</b> 47	<b>40.43%</b> 57	141	4.07
Trails	<b>2.84%</b> 4	<b>10.64%</b> 15	<b>24.11%</b> 34	<b>30.50%</b> 43	<b>31.91%</b> 45	141	3.78
Sports complex/civic centers	<b>3.55%</b> 5	<b>8.51%</b> 12	<b>28.37%</b> 40	<b>34.75%</b> 49	<b>24.82%</b> 35	141	3.69
Independence Motor Speedway	<b>7.80%</b> 11	<b>14.18%</b> 20	<b>24.82%</b> 35	<b>29.79%</b> 42	<b>23.40%</b> 33	141	3.47
Golf courses	<b>4.26%</b> 6	<b>13.48%</b> 19	<b>29.79%</b> 42	<b>35.46%</b> 50	<b>17.02%</b> 24	141	3.48
Buchanan County Visitors Center	<b>11.35%</b> 16	<b>24.11%</b> 34	<b>24.82%</b> 35	<b>28.37%</b> 40	<b>11.35%</b> 16	141	3.04
Hospital/medical clinics/long-term care facilities/public health services	<b>2.13%</b> 3	<b>4.96%</b> 7	<b>15.60%</b> 22	<b>32.62%</b> 46	<b>44.68%</b> 63	141	4.13
Municipal airport	<b>10.64%</b> 15	<b>11.35%</b> 16	<b>30.50%</b> 43	<b>25.53%</b> 36	<b>21.99%</b> 31	141	3.37
Mental health institute	<b>7.09%</b> 10	<b>6.38%</b> 9	<b>26.95%</b> 38	<b>24.82%</b> 35	<b>34.75%</b> 49	141	3.74

#	Comments	Date
1	Bring more to mental health. Someone needs to stand up for that place. Sad	6/26/2016 2:53 PM
2	I didn't know we had a Buchanan County Visitors Center ... where is it ???	6/25/2016 8:38 AM
3	I could easily say that all of things are valuable to our town so this is kind of arbitrary. Some are less valuable to me personally.	6/23/2016 10:17 AM
4	We have a visitor center?	6/22/2016 11:19 AM
5	Didn't know there was a vister center	6/20/2016 4:21 PM
6	The airport is useless	6/20/2016 3:22 PM
7	I hate racing and think the Speedway is a nuisance	6/20/2016 10:49 AM
8	MHI is valuable from a jobs perspective but not from a service perspective	6/15/2016 10:06 PM
9	As they exist (or don't exist), the trails are not as valuable as they could be and there is not a visitors center so it is not currently an asset.	6/13/2016 10:47 PM
10	Visitors Center SHOULD be important, but I preceive it is not the asset it could be.	6/9/2016 7:16 PM

**Q33 On average, how often do you utilize each of the following community assets? (Never, Rarely, Occasionally, Frequently, Routinely)**

Answered: 140 Skipped: 54



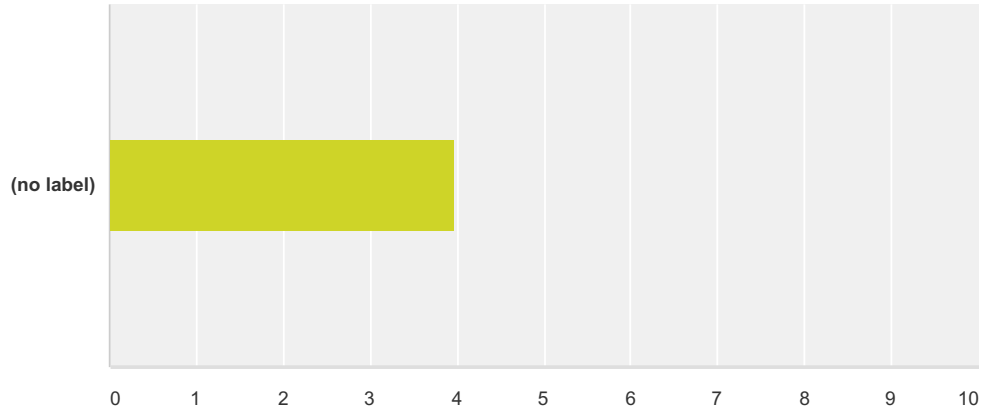
## Independence Resident & Visitor Survey

	Never	Rarely	Occasionally	Frequently	Routinely	Total	Weighted Average
Local dining establishments	0.00% 0	5.00% 7	22.14% 31	45.71% 64	27.14% 38	140	2.05
Local entertainment venues (e.g. bowling alley)	7.86% 11	32.86% 46	43.57% 61	11.43% 16	4.29% 6	140	3.29
Specialty shopping (e.g. local stores, boutique shops, antiques, rare items)	1.43% 2	25.71% 36	45.00% 63	22.14% 31	5.71% 8	140	2.95
Grocery/discount shopping	0.71% 1	2.14% 3	10.71% 15	26.43% 37	60.00% 84	140	1.57
Festivals/events	2.14% 3	14.29% 20	37.14% 52	28.57% 40	17.86% 25	140	2.54
Historic attractions (e.g. Wapsipinicon Mill, Underground City Tour, Heartland Acres Agribition Center)	7.86% 11	33.57% 47	40.00% 56	11.43% 16	7.14% 10	140	3.24
Library	9.29% 13	17.86% 25	26.43% 37	18.57% 26	27.86% 39	140	2.62
Wapsipinicon River	11.43% 16	25.71% 36	31.43% 44	17.14% 24	14.29% 20	140	3.03
Parks (River Walk Parks, Liberty Park, etc.) & trails	2.14% 3	11.43% 16	36.43% 51	31.43% 44	18.57% 26	140	2.47
Sports complex/civic centers	15.00% 21	30.71% 43	22.86% 32	16.43% 23	15.00% 21	140	3.14
Independence Motor Speedway	53.57% 75	22.86% 32	13.57% 19	6.43% 9	3.57% 5	140	4.16
Golf courses	47.86% 67	19.29% 27	15.00% 21	7.86% 11	10.00% 14	140	3.87
Buchanan County Visitors Center	67.14% 94	21.43% 30	9.29% 13	2.14% 3	0.00% 0	140	4.54
Hospital/medical clinics/long-term care facilities/public health services	7.14% 10	21.43% 30	36.43% 51	20.00% 28	15.00% 21	140	2.86
Municipal airport	62.14% 87	23.57% 33	11.43% 16	1.43% 2	1.43% 2	140	4.44
Mental health clinic	66.67% 2	0.00% 0	33.33% 1	0.00% 0	0.00% 0	3	4.33

#	Comments	Date
1	Again, the town needs a dog park	7/11/2016 9:37 AM
2	We have a visitors center???	7/6/2016 2:54 PM
3	Fortunately, I'm a healthy person so little use of medical services so far.	6/23/2016 10:20 AM
4	All of my 'rarely' answers are due to lack of options, not because i dont want to. i believe strongly in supporting local business but simply nothing there for me	6/23/2016 6:55 AM
5	Just because I don't use a venue doesn't mean I think they are useless (except for Visitors Center at Christmas)	6/9/2016 7:18 PM

**Q34 How important do you feel historical assets/landmarks (Wapsipinicon Mill, Heartland Acres Agribition Center etc.) are to Independence? (1 being not important and 5 being very important)**

Answered: 140 Skipped: 54



	1	2	3	4	5	Total	Weighted Average
(no label)	1.43% 2	8.57% 12	23.57% 33	25.00% 35	41.43% 58	140	3.96

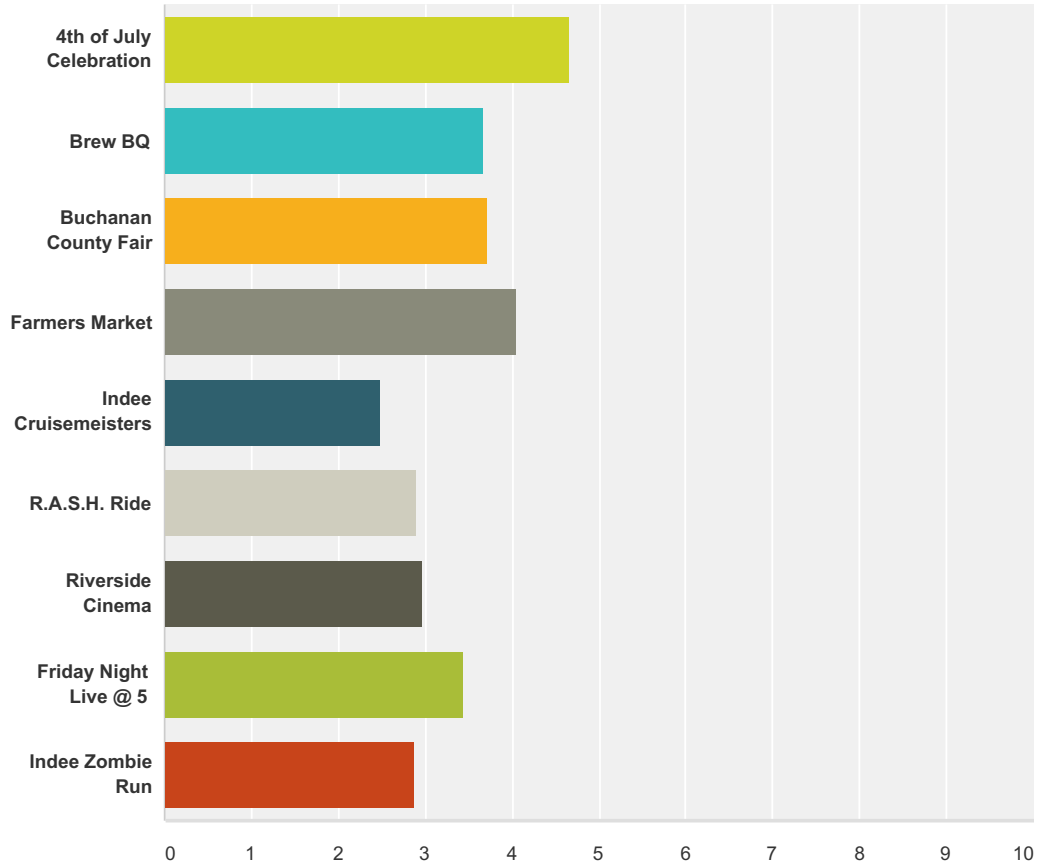
#	Comments	Date
1	What about MHI. BEAUTIFUL building packed with history.	7/6/2016 2:55 PM
2	These sites help make Independence unique. We need to capitalize on them, adding our historic downtown to the mix.	6/23/2016 10:21 AM
3	If all the money we poured into these were spent on downtown options, we would have a lovely community.	6/22/2016 8:22 PM
4	they could be attractants for the community but need more marketing	6/22/2016 2:46 PM
5	I believe a town needs to embrace their history, and these assets/landmarks are something we need to embrace. There are other places Indee has let go that I believe we should have utilized grants to restore them.	6/22/2016 11:35 AM
6	These assets help Independece stand out.	6/22/2016 11:21 AM
7	they bring out of town visitors	6/22/2016 9:27 AM
8	It's what makes our community unique	6/20/2016 4:39 PM
9	we need to teach the past but we need to have actual hands on for kids to make it understood.	6/20/2016 2:22 PM
10	I feel this is undervalued in our community and needs to be taken advantage of. MHI history also is interesting.	6/20/2016 12:19 PM
11	We have a unique and special history in Indee with wonderful architecture. It's a shame more has not been done to share that history with both residents and visitors to our town. If the city is going to spend money on branding, that should be a huge part of it in my opinion.	6/20/2016 5:14 AM
12	It gives our community a place on the map. It's our history that we can only build upon.	6/19/2016 9:52 PM
13	America's Fame is in our Name every community needs to have 'local history' in front of locals and visitors. This community should be a destination point for NE Iowa.	6/17/2016 9:40 PM
14	I believe that the Mill and Ag Center are extremely valuable to the area.	6/15/2016 11:06 PM

## Independence Resident & Visitor Survey

15	It's important to maintain and promote our history, but they are disproportionately advertised and celebrated as compared to many other amenities and opportunities in Independence. There should be less focus on history and more focus on current amenities if we want to draw young families to Independence.	6/13/2016 10:51 PM
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**Q35 Of the following events that you have attended, how valuable do you feel each is to the local community? (1 being not at all valuable and 5 being extremely valuable)**

Answered: 140 Skipped: 54



	N/A	1	2	3	4	5	Total	Weighted Average
4th of July Celebration	0.00% 0	0.71% 1	1.43% 2	7.86% 11	12.86% 18	77.14% 108	140	4.65
Brew BQ	5.71% 8	5.71% 8	7.14% 10	20.71% 29	30.00% 42	30.71% 43	140	3.67
Buchanan County Fair	2.14% 3	5.00% 7	8.57% 12	22.86% 32	34.29% 48	27.14% 38	140	3.71
Farmers Market	2.86% 4	0.71% 1	2.86% 4	22.86% 32	27.86% 39	42.86% 60	140	4.04
Indee Cruisemeisters	24.29% 34	10.71% 15	17.86% 25	27.14% 38	13.57% 19	6.43% 9	140	2.49
R.A.S.H. Ride	16.43% 23	11.43% 16	12.86% 18	23.57% 33	23.57% 33	12.14% 17	140	2.91
Riverside Cinema	17.14% 24	8.57% 12	11.43% 16	30.00% 42	15.71% 22	17.14% 24	140	2.96



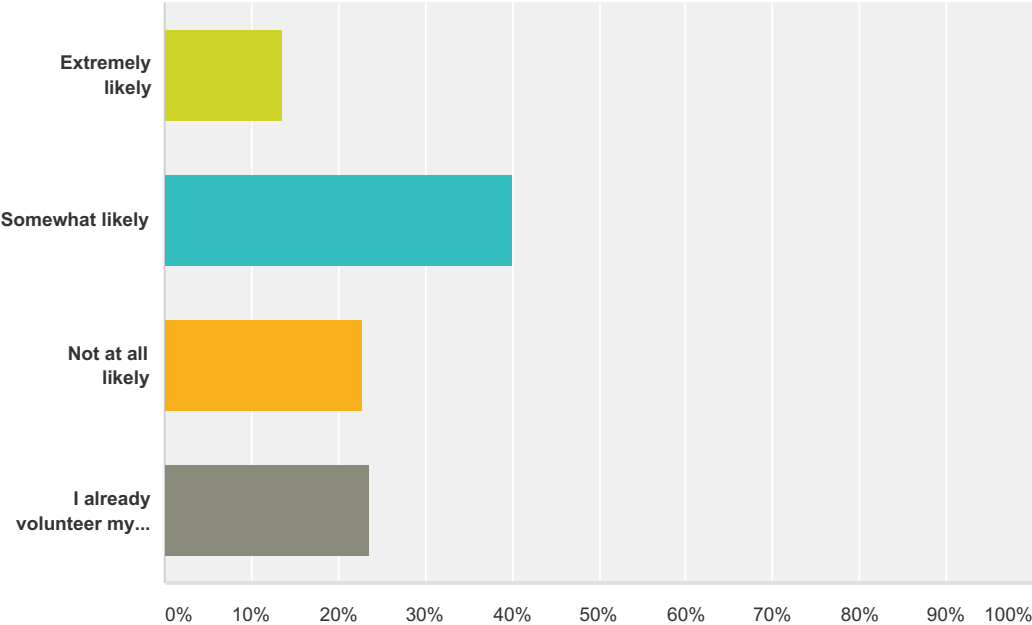
## Independence Resident & Visitor Survey

Friday Night Live @ 5	<b>5.71%</b> 8	<b>5.71%</b> 8	<b>12.86%</b> 18	<b>23.57%</b> 33	<b>30.71%</b> 43	<b>21.43%</b> 30	140	3.44
Indee Zombie Run	<b>16.43%</b> 23	<b>11.43%</b> 16	<b>13.57%</b> 19	<b>25.00%</b> 35	<b>21.43%</b> 30	<b>12.14%</b> 17	140	2.88

#	Other (please specify)	Date
1	Riverside cinema? I have lived here my entire life. Never even heard of it.	7/6/2016 2:56 PM
2	The fair could be hide. Make the investment and get the rewards. Or just shit it down. It's embarrassing. Nothing for kids to do. All agriculture.	6/26/2016 2:55 PM
3	any events that brings the community out and pulls people into our town is valuable	6/25/2016 8:43 AM
4	Riverside Cinema no longer exists. River Arts Theater productions are a good addition as is Art Under the Oaks.	6/23/2016 10:24 AM
5	again, #3 and #2's are due to lack of options...its the same thing every year, never anything new so no reason to go back.	6/23/2016 6:57 AM
6	need more activities for kids	6/22/2016 2:47 PM
7	Art Under The Oaks - 5	6/16/2016 8:36 AM
8	Indee Cruisemeisters held "final" event this year. Riverside Cinema has been gone for a few years. Used to really enjoy it, but low turnout.	6/9/2016 7:21 PM

### Q36 How likely are you to consider volunteering to assist with a local community event?

Answered: 140 Skipped: 54



Answer Choices	Responses
Extremely likely	13.57% 19
Somewhat likely	40.00% 56
Not at all likely	22.86% 32
I already volunteer my time to help with local community events	23.57% 33
<b>Total</b>	<b>140</b>

## Independence Resident & Visitor Survey

### Q37 Please indicate which events you would volunteer for:

Answered: 75 Skipped: 119

#	Responses	Date
1	Zombie run	7/7/2016 9:49 PM
2	Races, co cessions	7/7/2016 6:32 PM
3	Maybe any events like Live @ 5	7/7/2016 4:23 PM
4	Brew B Q, Live @ 5	7/7/2016 9:30 AM
5	Zombie run	7/7/2016 4:34 AM
6	brew bbq,	7/6/2016 10:27 PM
7	Ragbrai events, BrewBBQ, Live at 5	7/6/2016 9:14 PM
8	Fair and we have helped with Live @5	7/6/2016 8:34 PM
9	School sports. Back packs	7/6/2016 8:28 PM
10	Not sure	7/6/2016 4:10 PM
11	I would not know at this time.	7/6/2016 4:09 PM
12	Not sure	7/6/2016 3:25 PM
13	4th of july	7/6/2016 3:10 PM
14	Zombie Run, Rash, Cruise, Underground Tours. I'd like to help at the 4th, but small kids and large family at my home is tradition.	7/6/2016 3:03 PM
15	Live at 5, 4th, brew bq. I would volunteer for everything if I felt included. It seems the same groups do these things. I would love to be more involved.	7/6/2016 2:58 PM
16	Park and rec	7/6/2016 1:21 PM
17	It depends on my availability. I have previously volunteered for Brew BQ, the 4th of July celebration, R.A.S.H. Ride, etc.	6/29/2016 8:28 PM
18	Library events, hospital events	6/29/2016 10:33 AM
19	No opinion	6/27/2016 9:19 AM
20	Any	6/26/2016 2:55 PM
21	Zombie Run and 4th July parade	6/25/2016 5:06 PM
22	festival	6/25/2016 8:44 AM
23	runs	6/23/2016 12:38 PM
24	4th of July, BrewBQ, farmers market, Art under the Oaks	6/23/2016 10:26 AM
25	4th of July. School events. Swim meets. Road runs.	6/22/2016 3:27 PM
26	Buchan	6/22/2016 2:05 PM
27	Na	6/22/2016 12:37 PM
28	Fourth of July	6/22/2016 11:55 AM
29	Have done Ragbri	6/22/2016 11:27 AM
30	.	6/22/2016 10:29 AM
31	brew b que, live @5	6/21/2016 12:05 PM
32	?	6/21/2016 7:23 AM
33	The fair	6/20/2016 11:58 PM

## Independence Resident & Visitor Survey

34	I am gone on the weekend	6/20/2016 9:08 PM
35	County fair, 4th of July	6/20/2016 8:45 PM
36	The forth and at the hospital	6/20/2016 7:33 PM
37	I already volunteer in any veterans activities that go on in the city.	6/20/2016 4:46 PM
38	Buchanan Co Fair Library Events Church Events RAGBRAI	6/20/2016 3:38 PM
39	I don't know I've never seen volunteer opportunities yet	6/20/2016 3:25 PM
40	?	6/20/2016 3:25 PM
41	Buchanan County Fair	6/20/2016 2:25 PM
42	???	6/20/2016 2:24 PM
43	Any if they asked, but with four very involved children not likely to have time.	6/20/2016 1:50 PM
44	I've volunteered for 4th of July for many years. I refuse to volunteer for parks when the resources are there to do a much better job.	6/20/2016 12:38 PM
45	Not sure	6/20/2016 12:30 PM
46	Movie in the park.	6/20/2016 12:21 PM
47	Any that need specific help that fits my talents/knowledge base	6/20/2016 11:46 AM
48	Brew b q	6/20/2016 10:50 AM
49	Any depending on schedule	6/20/2016 10:50 AM
50	varies on the date	6/20/2016 10:29 AM
51	Not sure	6/20/2016 10:18 AM
52	4th July, farmers market, brew bq	6/20/2016 10:14 AM
53	?	6/20/2016 10:10 AM
54	I am usually taking pictures of events for the paper	6/20/2016 9:58 AM
55	I have volunteered at numerous events	6/20/2016 9:38 AM
56	4th of July, Brew BQ	6/20/2016 8:36 AM
57	4th of July and bbq	6/20/2016 8:00 AM
58	The ones where people aren't DRUNK and CURSING.	6/20/2016 7:51 AM
59	Farmer Market, Live at Five	6/20/2016 7:38 AM
60	I have volunteered for July 4th, Chamber events and RAGBRAI in the past. I would consider doing some of them again.	6/20/2016 5:19 AM
61	Abby that I an available for.	6/20/2016 12:04 AM
62	FNL, RASH, 4th of July	6/19/2016 9:54 PM
63	4th of July	6/19/2016 12:53 PM
64	Depends on my schedule.	6/19/2016 8:20 AM
65	Depends	6/18/2016 9:43 AM
66	Rash Ride, Brew Brbequ	6/17/2016 9:54 PM
67	historical	6/17/2016 9:41 PM
68	5k runs	6/17/2016 8:38 PM
69	I volunteer when asked. We need a functioning volunteer data base that matches interest/skill with need which is different from selling tickets/beer etc. Both forms of volunteering are needed and i would do both	6/15/2016 10:10 PM
70	Events that promoted community education, and inclusion of a diverse population, such as the Orphan Train Events.	6/15/2016 6:06 PM
71	Friday Night Live	6/14/2016 11:28 AM

## Independence Resident & Visitor Survey

72	It depends on schedule.	6/13/2016 10:53 PM
73	Unknown at this time	6/13/2016 3:39 PM
74	4th of July / Brew BBQ	6/13/2016 3:03 PM
75	July 4 BrewBQue	6/11/2016 11:16 AM

## Independence Resident & Visitor Survey

### Q38 What prevents you from volunteering at events?

Answered: 32 Skipped: 162

#	Responses	Date
1	Commitments with family	7/11/2016 9:39 AM
2	Schedule issues and certain people	7/9/2016 11:08 AM
3	I have health problems and most events are outside and during the summertime.	7/8/2016 12:17 PM
4	Time constraints	7/7/2016 8:04 AM
5	My health	7/6/2016 6:51 PM
6	Work	7/6/2016 4:40 PM
7	Personal reasons.....	7/6/2016 3:51 PM
8	Lack of respect. Somebody is always complaining how thing are done but they won't volunteer	7/6/2016 2:41 PM
9	Time	7/6/2016 1:20 PM
10	Not really interested in many of the events, usually have out of state visitors to entertain,	6/26/2016 11:56 AM
11	Go to my cabin on week ends	6/24/2016 2:52 PM
12	No time	6/23/2016 10:30 PM
13	99% of events are people getting drunk all night...does not interest me one bit. I want fun entertainment to help with...not promote potential accidents	6/23/2016 6:58 AM
14	Work schedule conflicts with weekend events.	6/22/2016 10:27 PM
15	Work and time	6/22/2016 9:58 PM
16	too busy right now	6/22/2016 9:52 PM
17	Working 7 days	6/22/2016 9:40 PM
18	My age....I've done my time, and now enjoy watching others stretch their wings.	6/22/2016 8:23 PM
19	Dont want to deal with the public, i work with them all week long	6/22/2016 3:46 PM
20	Social anxiety	6/22/2016 11:06 AM
21	not enough time	6/22/2016 9:31 AM
22	Busy	6/21/2016 7:24 PM
23	Busy with my child. Sometimes I just need to stay home.	6/20/2016 7:32 PM
24	I don't live in Indepence, just visit ever two weeks	6/20/2016 5:39 PM
25	I don't belong to the community	6/20/2016 4:26 PM
26	I work 60 to 70 hours a week and commute 50 minutes each way,	6/20/2016 3:51 PM
27	Time	6/20/2016 12:12 PM
28	Time past involvement	6/20/2016 12:36 AM
29	Family time too precious to give up	6/20/2016 12:01 AM
30	Health	6/16/2016 11:04 AM
31	Not interested.	6/15/2016 11:08 PM
32	physical disability; snottiness from people who run the programs	6/13/2016 7:46 AM

## Independence Resident & Visitor Survey

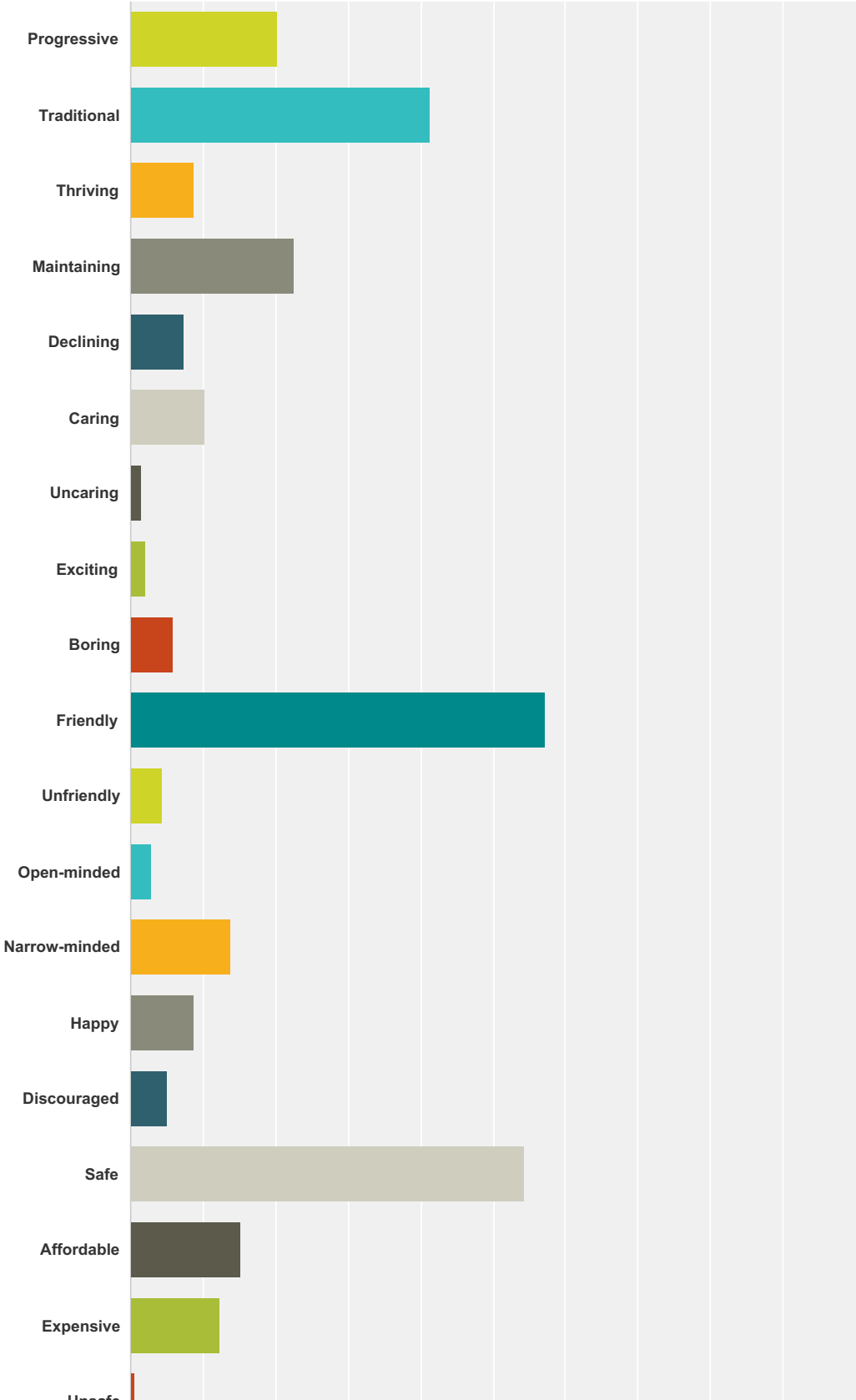
### Q39 Please indicate the events you currently volunteer for:

Answered: 31 Skipped: 163

#	Responses	Date
1	4th of July Brew B Q	7/11/2016 10:11 AM
2	Na	7/6/2016 9:45 PM
3	Brew BBQ , 4th of July	7/6/2016 7:07 PM
4	Parks and rec	7/6/2016 4:41 PM
5	July 4th	7/6/2016 12:41 PM
6	I volunteer frequently for library events. I help with the semi- annual book sales. Occasionally I volunteer for school events.	6/28/2016 8:56 PM
7	4th fo july celebration , local 5k for aquatic center,	6/26/2016 3:33 PM
8	4th of July zombie run	6/23/2016 8:39 PM
9	4th of July, Zombie Run	6/22/2016 6:46 PM
10	4th july	6/22/2016 2:48 PM
11	Buchanan county fair	6/22/2016 2:05 PM
12	Live @ 5 and 4th of July	6/22/2016 11:36 AM
13	July 4th event.	6/22/2016 11:23 AM
14	4th of July, ragbrai	6/22/2016 9:29 AM
15	Live at 5, parade	6/20/2016 8:20 PM
16	Parade, school events	6/20/2016 4:40 PM
17	4th of July, Brew-B-Q, RASH Ride	6/20/2016 3:36 PM
18	4th of July, desserts for Live at 5, library events, school sponsored events	6/20/2016 9:49 AM
19	RAGBRAI, July 4th, Brew BBQ	6/20/2016 9:49 AM
20	Brew B Q, school events, fundraisers	6/20/2016 7:47 AM
21	5k walks, live at 5	6/20/2016 7:19 AM
22	Live at 5 Zombie Run Chamber events Rotary events Wapsie bowhunters Ragbrai	6/19/2016 11:50 PM
23	4th of July	6/19/2016 11:13 PM
24	lots	6/19/2016 9:16 PM
25	4th of July pancake breakfast	6/16/2016 12:23 PM
26	Mill	6/16/2016 8:36 AM
27	BrewBQ, Underground tour, Heartland Acres, 4th of July	6/14/2016 11:43 AM
28	Friday night live	6/13/2016 1:27 PM
29	n	6/11/2016 11:24 AM
30	July 4 ticket sales. BrewBQ ticket sales and in the past at brew tasting tickets. My church's community dinners and internal events. Used to help with Riverside Cinema. Still part of Friends of the Library. LACES & River Arts Theater. School Mentoring activities. RAGBRAI (when they come to town). By working for the local paper I consider myself a marketing resource for almost all major (and a few minor) non-profit events.	6/9/2016 7:33 PM
31	Not a fair question as my volunteer time is past. I was involved in the creation or operating of 90% of the festival events and have retired, opening space for the younger, fresher faces.	6/9/2016 7:21 PM

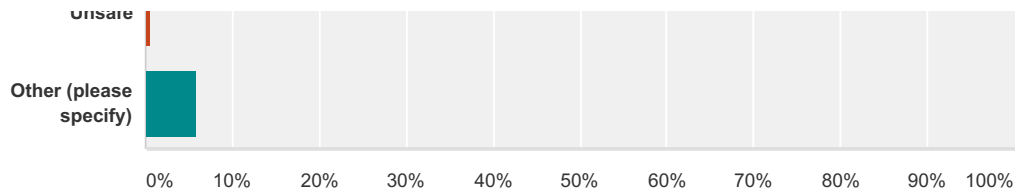
### Q40 Which 3 words do you believe best describe Independence?

Answered: 138 Skipped: 56





## Independence Resident & Visitor Survey

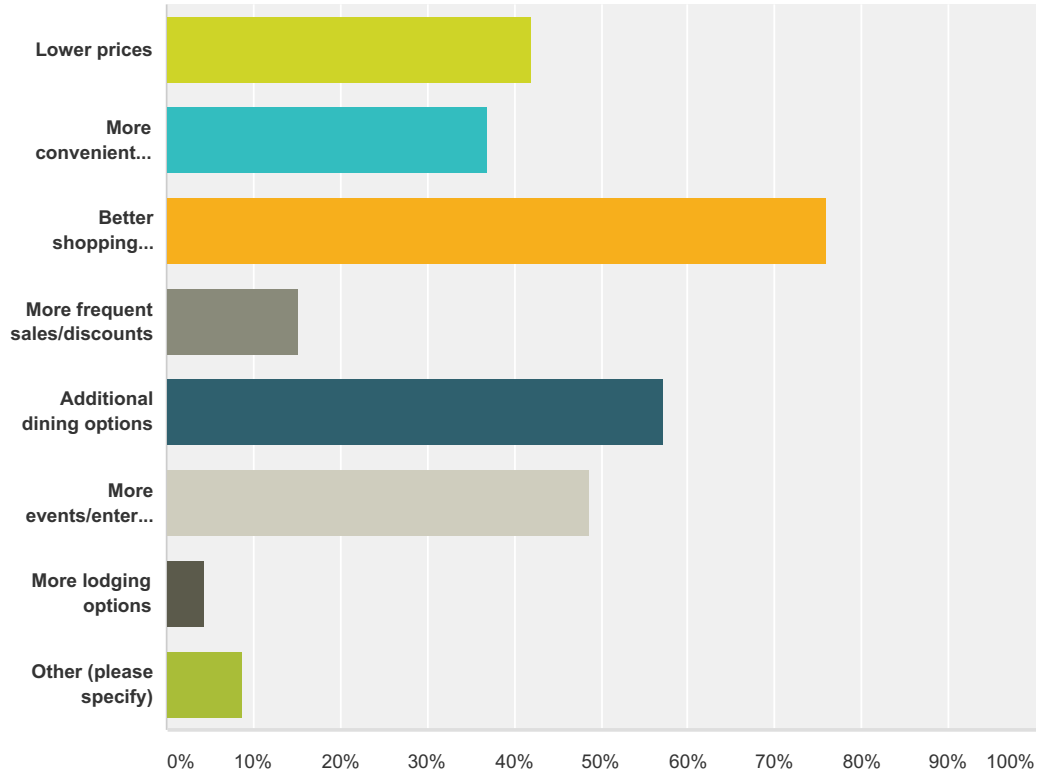


Answer Choices	Responses	
Progressive	20.29%	28
Traditional	41.30%	57
Thriving	8.70%	12
Maintaining	22.46%	31
Declining	7.25%	10
Caring	10.14%	14
Uncaring	1.45%	2
Exciting	2.17%	3
Boring	5.80%	8
Friendly	57.25%	79
Unfriendly	4.35%	6
Open-minded	2.90%	4
Narrow-minded	13.77%	19
Happy	8.70%	12
Discouraged	5.07%	7
Safe	54.35%	75
Affordable	15.22%	21
Expensive	12.32%	17
Unsafe	0.72%	1
Other (please specify)	5.80%	8
<b>Total Respondents: 138</b>		

#	Other (please specify)	Date
1	Improving	6/23/2016 10:28 AM
2	becoming unsafe with all the vandalism lately	6/23/2016 6:59 AM
3	Worn out	6/22/2016 8:24 PM
4	High taxes	6/22/2016 11:36 AM
5	Growing	6/20/2016 3:40 PM
6	I said declining only because of infrastructure like old water pipes and roads	6/20/2016 12:31 PM
7	Safe as in playing it safe.	6/20/2016 12:24 PM
8	Expensive	6/15/2016 6:07 PM

**Q41 Which of the following may cause you to increase the amount of business/activities you do in Independence? Please choose all that apply.**

Answered: 138 Skipped: 56



Answer Choices	Responses
Lower prices	42.03% 58
More convenient store hours	36.96% 51
Better shopping selection/variety	76.09% 105
More frequent sales/discounts	15.22% 21
Additional dining options	57.25% 79
More events/entertainment options	48.55% 67
More lodging options	4.35% 6
Other (please specify)	8.70% 12
<b>Total Respondents: 138</b>	

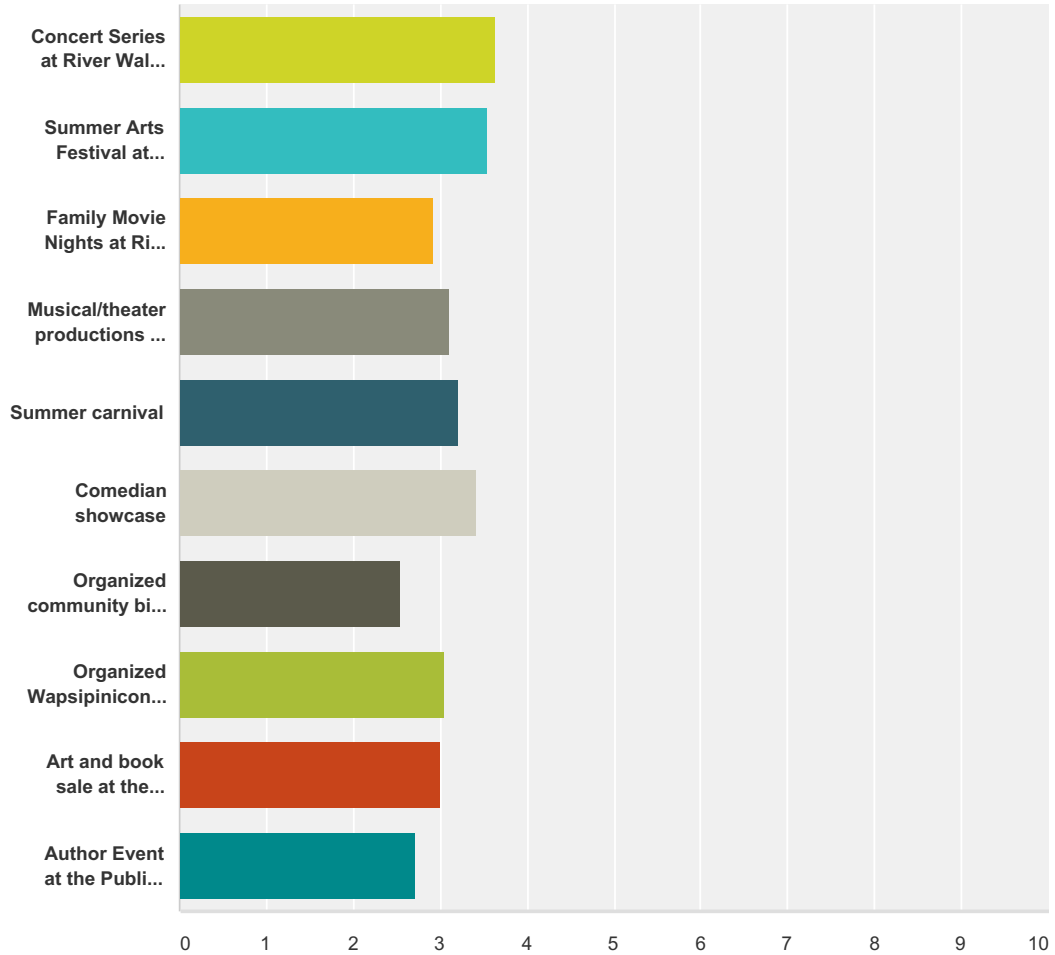
#	Other (please specify)	Date
1	miss Thursday night downtown and Saturday	6/25/2016 8:45 AM
2	I know we have a coffee shop but it does not have a very inviting atmosphere. Would love another one!	6/23/2016 10:30 AM

## Independence Resident & Visitor Survey

3	None of the above	6/21/2016 7:26 PM
4	Another grocery store on the north side of town.	6/20/2016 11:59 PM
5	Dressing up the downtown to be inviting.	6/20/2016 12:40 PM
6	FRIENDLIER, MORE INCLUSIVE PEOPLE	6/20/2016 7:52 AM
7	I already do most of my business and activities in Independence.	6/20/2016 5:22 AM
8	Grocery store open on sundays	6/20/2016 12:02 AM
9	not sure	6/16/2016 8:40 AM
10	customer appreciation and other fun mini events	6/15/2016 10:12 PM
11	better wages	6/15/2016 6:07 PM
12	But it's not just about me! What do other people look for when selecting/staying in a community?	6/9/2016 7:36 PM

**Q42 If Independence offered the following arts and entertainment options, how likely would you be to attend? (1 being not at all likely and 5 being extremely likely)**

Answered: 136 Skipped: 58



	1	2	3	4	5	Total	Weighted Average
Concert Series at River Walk Park	8.09% 11	11.76% 16	17.65% 24	33.82% 46	28.68% 39	136	3.63
Summer Arts Festival at River Walk Park	7.35% 10	15.44% 21	20.59% 28	29.41% 40	27.21% 37	136	3.54
Family Movie Nights at River Walk Park	19.85% 27	20.59% 28	22.06% 30	22.06% 30	15.44% 21	136	2.93
Musical/theater productions in the park or event center	16.18% 22	16.18% 22	25.74% 35	24.26% 33	17.65% 24	136	3.11
Summer carnival	13.97% 19	14.71% 20	27.21% 37	24.26% 33	19.85% 27	136	3.21
Comedian showcase	10.29% 14	15.44% 21	17.65% 24	34.56% 47	22.06% 30	136	3.43

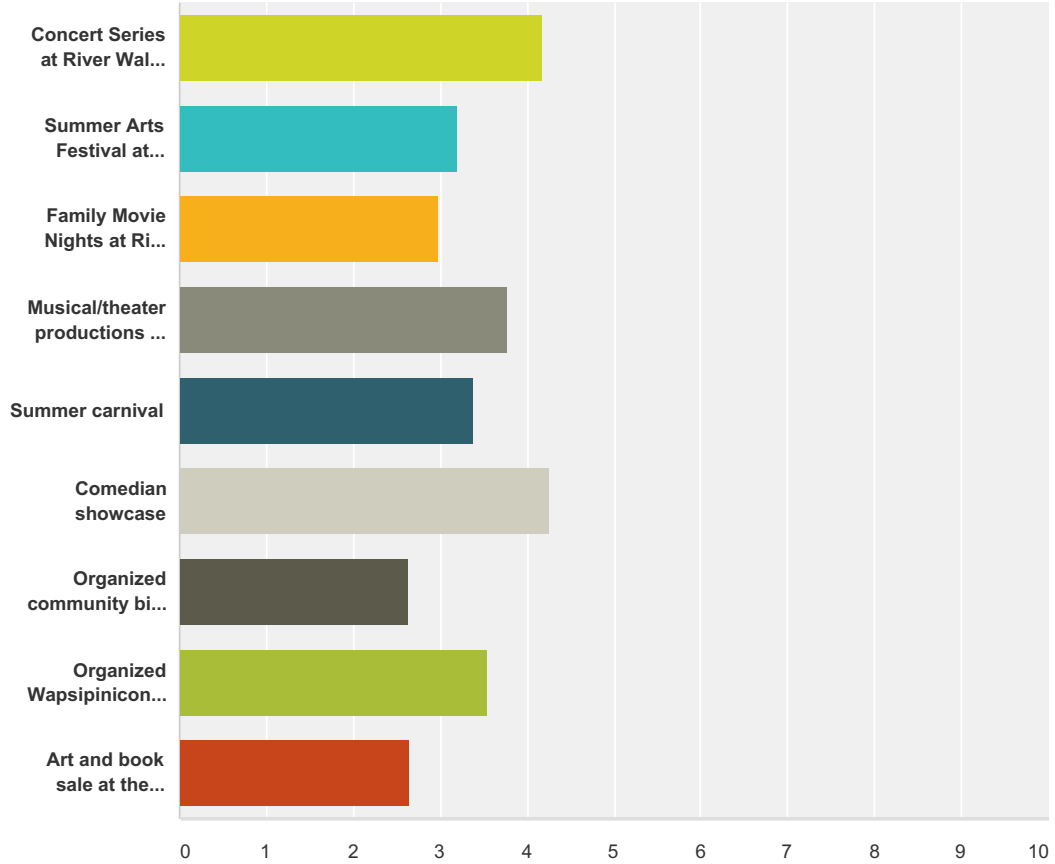
## Independence Resident & Visitor Survey

Organized community bike ride	<b>27.21%</b> 37	<b>20.59%</b> 28	<b>31.62%</b> 43	<b>11.76%</b> 16	<b>8.82%</b> 12	136	2.54
Organized Wapsipinicon River activities (e.g. canoeing, tubing)	<b>20.59%</b> 28	<b>15.44%</b> 21	<b>23.53%</b> 32	<b>20.59%</b> 28	<b>19.85%</b> 27	136	3.04
Art and book sale at the Wapsipinicon Mill	<b>19.85%</b> 27	<b>15.44%</b> 21	<b>29.41%</b> 40	<b>13.97%</b> 19	<b>21.32%</b> 29	136	3.01
Author Event at the Public Library	<b>27.07%</b> 36	<b>20.30%</b> 27	<b>23.31%</b> 31	<b>12.03%</b> 16	<b>17.29%</b> 23	133	2.72

#	Other (please specify)	Date
1	Boat races? Bring them back. Dredge the lake	6/26/2016 2:57 PM
2	Canoe rental on the Wapsie would be great you could probably make money with it too.	6/20/2016 3:29 PM
3	Art fests are great, but the items would have to be affordable to really spend money. Might be interesting to have a flea market.	6/9/2016 7:39 PM

### Q43 If Independence offered the following arts and entertainment options, how much would you be willing to pay to attend?

Answered: 134 Skipped: 60



	\$0	\$1	\$3	\$5	\$10	\$15	\$20	Total	Weighted Average
Concert Series at River Walk Park	14.18% 19	2.99% 4	8.21% 11	34.33% 46	19.40% 26	8.21% 11	12.69% 17	134	4.17
Summer Arts Festival at River Walk Park	25.37% 34	6.72% 9	14.18% 19	36.57% 49	13.43% 18	1.49% 2	2.24% 3	134	3.19
Family Movie Nights at River Walk Park	24.63% 33	7.46% 10	27.61% 37	32.09% 43	4.48% 6	0.00% 0	3.73% 5	134	2.99
Musical/theater productions in the park or event center	19.40% 26	4.48% 6	14.18% 19	25.37% 34	21.64% 29	6.72% 9	8.21% 11	134	3.78
Summer carnival	24.63% 33	5.22% 7	12.69% 17	36.57% 49	12.69% 17	2.24% 3	5.97% 8	134	3.38
Comedian showcase	14.93% 20	5.22% 7	8.96% 12	21.64% 29	22.39% 30	12.69% 17	14.18% 19	134	4.26
Organized community bike ride	52.99% 71	3.73% 5	8.96% 12	11.19% 15	13.43% 18	4.48% 6	5.22% 7	134	2.63
Organized Wapsipinicon River activities (e.g. canoeing, tubing)	33.58% 45	1.49% 2	6.72% 9	18.66% 25	21.64% 29	9.70% 13	8.21% 11	134	3.55

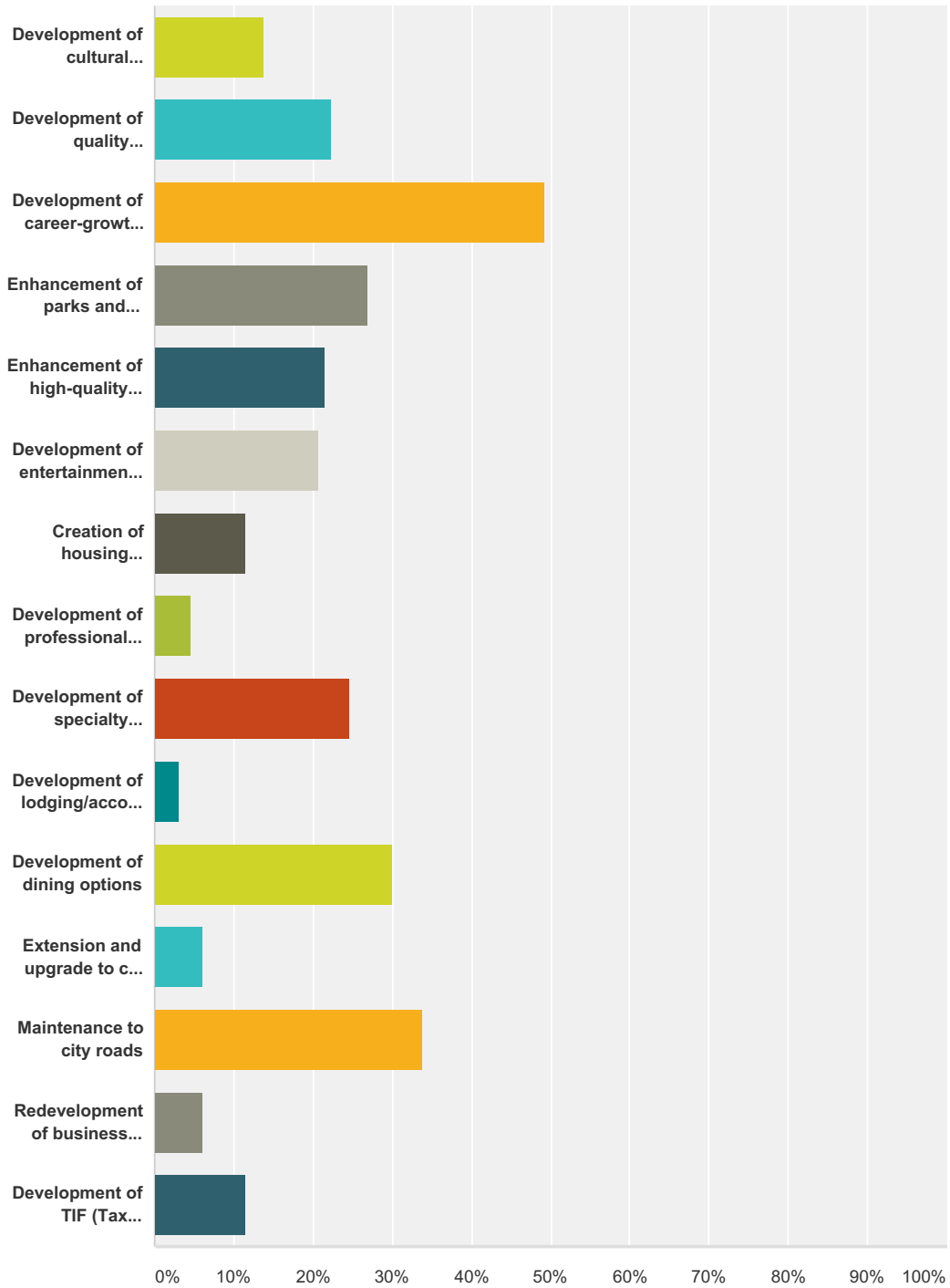
## Independence Resident & Visitor Survey

Art and book sale at the Wapsipinicon Mill	44.78% 60	5.97% 8	12.69% 17	22.39% 30	7.46% 10	2.24% 3	4.48% 6	134	2.66
--------------------------------------------	--------------	------------	--------------	--------------	-------------	------------	------------	-----	------

#	Comments	Date
1	Art book sale, free to get in, then purchase	6/29/2016 10:36 AM
2	gate admission ??	6/25/2016 8:48 AM
3	If it's a sale, seems there shouldn't be admission. I can afford to pay, but it would be nice to have free events if they are at River Walk Park.	6/23/2016 10:36 AM
4	Would depend on who is performing or what is going on at the event.	6/22/2016 3:30 PM
5	Price would depend what the act was....who the performers are. Well known acts?	6/22/2016 11:28 AM
6	I am single therefore - I don't always participate in family events - but I think they are a huge attraction to our community.	6/21/2016 7:26 AM
7	Amount would change depending on the type of entertainment. If it's FNL, admission should be \$0. If it's a national act, I would be willing to pay more.	6/19/2016 9:59 PM
8	retired - can't attend (and pay for) many of the events	6/17/2016 9:46 PM
9	If part of proceeds go to a designated cause, I will pay more	6/15/2016 10:14 PM
10	I would be willing to pay more if the proceeds were going to charity.	6/15/2016 6:10 PM
11	musical theater productions at event center only	6/13/2016 8:16 AM

**Q44 Which of the following, if addressed in the next 2-5 years, do you believe would make the most positive impact on quality of life for current and future citizens of Independence? Please choose up to 3 answers.**

Answered: 130 Skipped: 64





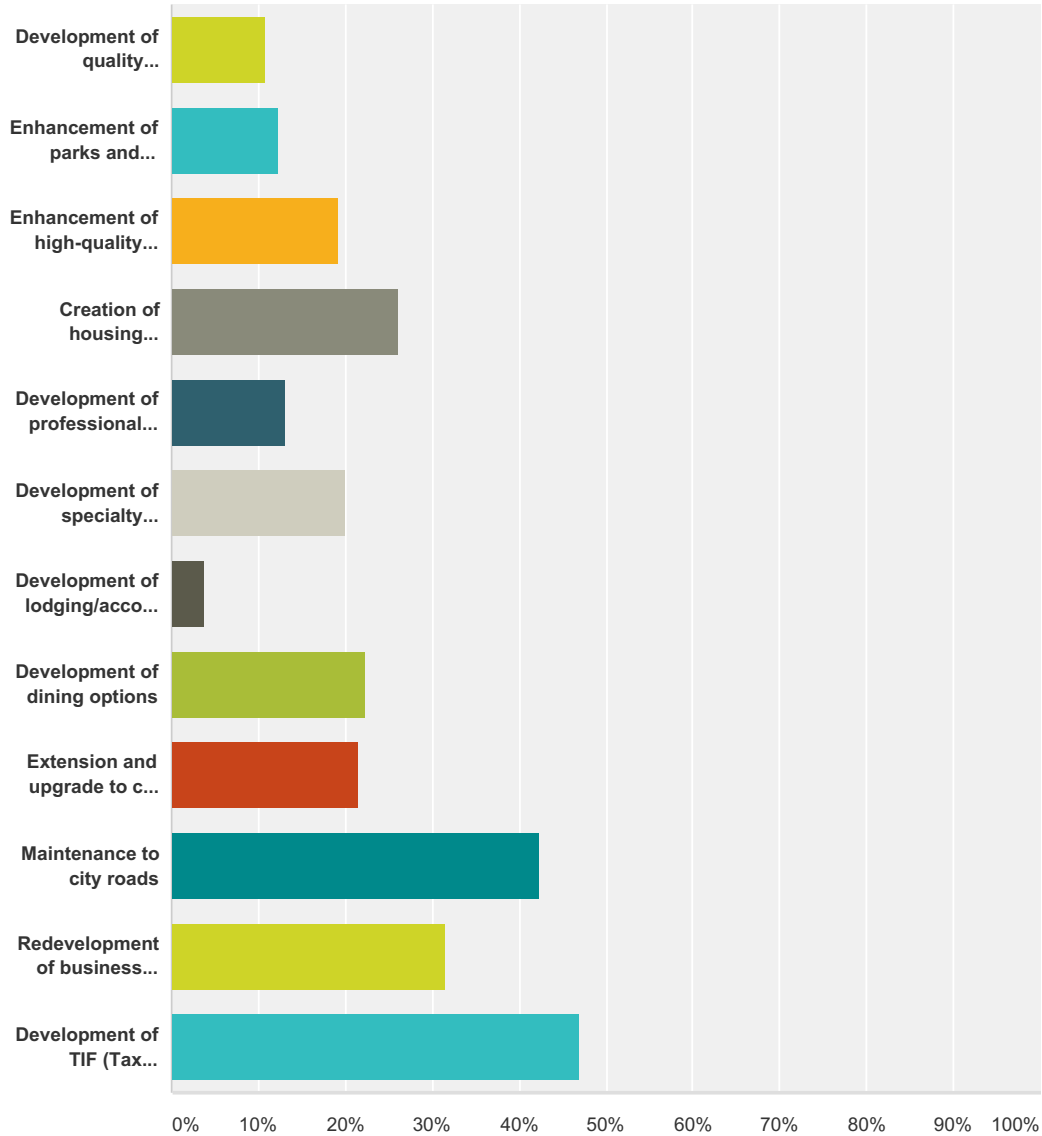
## Independence Resident & Visitor Survey

Answer Choices	Responses	
Development of cultural festivities and/or arts offerings	13.85%	18
Development of quality entertainment options	22.31%	29
Development of career-growth opportunities	49.23%	64
Enhancement of parks and recreation opportunities (e.g. bike trails)	26.92%	35
Enhancement of high-quality education for children	21.54%	28
Development of entertainment for younger residents and teens	20.77%	27
Creation of housing development opportunities	11.54%	15
Development of professional services (e.g. accounting, legal, land survey/mapping, chiropractor, medical)	4.62%	6
Development of specialty shopping (e.g. local stores, boutique shops, antiques, rare items)	24.62%	32
Development of lodging/accommodation options	3.08%	4
Development of dining options	30.00%	39
Extension and upgrade to city utility services	6.15%	8
Maintenance to city roads	33.85%	44
Redevelopment of business park properties	6.15%	8
Development of TIF (Tax Incentive Financing) District for business expansion	11.54%	15
<b>Total Respondents: 130</b>		

#	Other (please specify)	Date
1	The city needs a dog park and the board of education needs to fix problem in our schools - too many budget cuts have hurt the education our children receive	7/11/2016 9:44 AM
2	Aquatic CENTER	6/23/2016 12:41 PM
3	No TIF.....Flec rates Too High	6/20/2016 9:15 PM
4	And housing	6/20/2016 10:53 AM
5	Reduced cost of city utilities	6/20/2016 10:28 AM
6	Get the jobs, and the housing will follow.	6/19/2016 8:24 AM
7	Downtown revitalization.	6/13/2016 3:06 PM

**Q45 Which of the following, if addressed in the next 2-5 years, do you believe would help drive new business development? Please choose up to 3 answers.**

Answered: 130 Skipped: 64



Answer Choices	Responses
Development of quality entertainment options	10.77% 14
Enhancement of parks and recreation opportunities (e.g. connecting trails)	12.31% 16
Enhancement of high-quality education for children	19.23% 25
Creation of housing development opportunities	26.15% 34
Development of professional services (e.g. accounting, legal, land survey/ mapping, chiropractor, medical)	13.08% 17

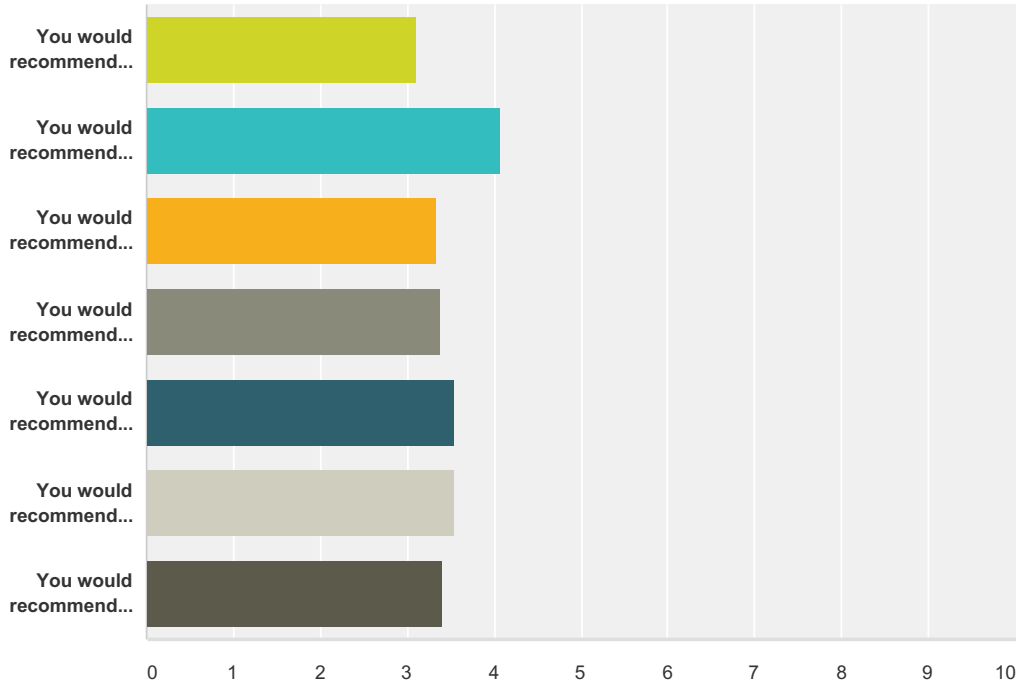
## Independence Resident & Visitor Survey

Development of specialty shopping (e.g. local stores, boutique shops, antiques, rare items)	<b>20.00%</b>	26
Development of lodging/accommodation options	<b>3.85%</b>	5
Development of dining options	<b>22.31%</b>	29
Extension and upgrade to city utility services	<b>21.54%</b>	28
Maintenance to city roads	<b>42.31%</b>	55
Redevelopment of business park properties	<b>31.54%</b>	41
Development of TIF (Tax Incentive Financing) District for business industries	<b>46.92%</b>	61
<b>Total Respondents: 130</b>		

#	Other (please specify)	Date
1	Build a new police department. Oelwein pd and downtown surpass us.	7/6/2016 4:46 PM
2	AQUATIC CENTER	6/23/2016 12:41 PM
3	Enhancing technical education opportunities for young people, as in welding, plumbing, car repair, construction, HVAC.	6/22/2016 8:29 PM
4	None of above	6/21/2016 7:31 PM
5	Seeing other businesses, small and large, taking a vested interest in their business -appearance and growth	6/19/2016 10:02 PM
6	Entertainment options don't attract businesses to a town. You need the financial incentives and infrastructure.	6/19/2016 8:25 AM
7	small business incubation, better utilize dead building space down town	6/15/2016 10:17 PM

**Q46 What is the likelihood of the following?  
(1 being not at all likely and 5 being extremely likely)**

Answered: 130 Skipped: 64



	1	2	3	4	5	Total	Weighted Average
You would recommend Independence as a place to visit/vacation	10.77% 14	24.62% 32	23.85% 31	23.85% 31	16.92% 22	130	3.12
You would recommend Independence as a place to raise a family	3.08% 4	6.92% 9	11.54% 15	36.92% 48	41.54% 54	130	4.07
You would recommend Independence as a place to work	4.62% 6	16.15% 21	33.85% 44	32.31% 42	13.08% 17	130	3.33
You would recommend Independence as a place to start a new business	3.85% 5	14.62% 19	35.38% 46	32.31% 42	13.85% 18	130	3.38
You would recommend Independence as a place to expand an existing business	4.62% 6	10.00% 13	28.46% 37	40.77% 53	16.15% 21	130	3.54
You would recommend Independence as a place to retire	6.92% 9	13.85% 18	22.31% 29	30.77% 40	26.15% 34	130	3.55
You would recommend Independence as a place to make friends	6.15% 8	18.46% 24	25.38% 33	28.46% 37	21.54% 28	130	3.41

#	Comments	Date
1	Don't know much about business expansion.	6/23/2016 10:44 AM
2	lower taxes for small businesses	6/20/2016 12:34 PM

## Independence Resident & Visitor Survey

### Q47 In your own words, what could Independence improve upon to become a better community?

Answered: 128 Skipped: 66

#	Responses	Date
1	Breakdown the silos. Minimize the against everything people. Focus on making this a family friendly town. This community struggles to go from being good to great.	7/11/2016 10:16 AM
2	As previously mentioned, Independence needs 3 things: 1. A health food store; 2. A dog park; and 3. Fix our schools that can be done by reducing administration and hiring more teachers. Classroom sizes are too big and it hurts our children's education. We have a beautiful school building, now we need to fix the system.	7/11/2016 9:48 AM
3	Needs to look forward not back and not let people hold them back	7/9/2016 11:13 AM
4	Providing more entertainment options to all age groups and provide more shopping and dining places.	7/8/2016 12:20 PM
5	More for kids do	7/7/2016 9:52 PM
6	Unsure	7/7/2016 4:29 PM
7	More for kids to do in the summer instead of vandalize and steal	7/7/2016 9:36 AM
8	More fire department members. More police patrol and speed checks. People drive way too fast here	7/7/2016 8:10 AM
9	Need to work on lowering the electricity rates!!!	7/7/2016 4:38 AM
10	Nothing	7/6/2016 10:34 PM
11	Taxes are two high it's driving people away. We have to work on getting property taxes down	7/6/2016 9:50 PM
12	It would be great to continue to expand the dining community and bring a bigger variety of shopping options with lower prices than most boutiques are able to offer.	7/6/2016 9:20 PM
13	I feel we are working hard at that with the many new additions to our town. Brand new beautiful school. New pool going in. New business coming to town to name a few.	7/6/2016 8:53 PM
14	Fix the roads and make housing more affordable for younger couples	7/6/2016 8:37 PM
15	More variety of career opportunities. Current jobs are mostly construction, fast food , manufacturing and retail	7/6/2016 7:11 PM
16	Quit spending & spending & work on the cost of our taxes	7/6/2016 4:49 PM
17	New police station. Not a rented building. Seems very unofficial.	7/6/2016 4:47 PM
18	Not sure	7/6/2016 4:20 PM
19	Improve communication between school district and stakeholders. We seldom know what events are going on until after. School needs to address some of the bad press they have received. A new school should mean a better one. Much of this community does not feel that is occurring.	7/6/2016 4:18 PM
20	Bring back a downtown old fashion movie house	7/6/2016 3:57 PM
21	More community functions.	7/6/2016 3:29 PM
22	I know this has nothing to do with businesses, but we are a growing town and it would be wonderful to get rid of hwy 150 going through it!! There is more than enough traffic with just our residents. The highway makes it congested anymore.	7/6/2016 3:13 PM
23	Be a community! Maybe set up volunteer groups per ward?	7/6/2016 3:03 PM
24	Better communication between city government and residents.	7/6/2016 2:47 PM
25	Put economic director to work for independence, how does Oelwein land industry...	7/6/2016 1:28 PM
26	Make it more affordable..	7/6/2016 1:24 PM
27	Work together	7/6/2016 12:44 PM
28	Independence needs to create more job opportunities for people with higher education.	6/29/2016 8:32 PM

## Independence Resident & Visitor Survey

29	Better school system, I would not want my kids enrolled in the Indee School System, so messed up!!!!	6/29/2016 10:39 AM
30	Welcome & encourage new businesses to come to Independence. Improve the appeal & look of the downtown businesses. Property taxes are high - that discourages people from moving here/ starting a new business here. Continue to support & encourage the current positive things that are going on.	6/28/2016 9:24 PM
31	Take care of the streets, parks and figure out the taxes, they are very skewed.	6/27/2016 9:24 AM
32	We need to use our assets a little better bad manage our existing facilities in better detail. Growing the downtown to have flourishing shops can help drive ppl into town and create a unique feel. Utilizing the Wapsie to drive a destination for tourism for cabins or B&B's along the river and boating or tubing will also help develop while utilizing something that already exists.	6/26/2016 3:42 PM
33	Roads and appearance	6/26/2016 3:04 PM
34	more job opportunities, more retail shops, lower taxes	6/26/2016 12:01 PM
35	Better upkeep on Roads and bring in new businesses	6/25/2016 5:12 PM
36	add businesses we don't currently have and not continue to repeat adding the same businesses	6/25/2016 9:09 AM
37	Be more welcoming	6/23/2016 10:34 PM
38	More community activities would be great! I love the idea of more entertainment leisure activities for kids	6/23/2016 8:43 PM
39	It isnt the community or city it is about the people that make it those things...	6/23/2016 12:42 PM
40	Working together, coordinating efforts, making the most of the talents within our community rather than looking outside to tell us what to do, seeking leaders with vision and leadership skills, listening to each other and looking for compromise, remembering the value of respect and courtesy.	6/23/2016 10:47 AM
41	I believe i covered everything i needed to. As a current resident and have been so for 29 years, I do not plan to stay here much longer because this town does not offer much as far as my interests go. Every event is made up of drinking ...no matter the event. I would like to see groups being put together, book clubs, out door adventures type clubs, dancing...	6/23/2016 7:05 AM
42	We have a beautiful new school but a building does not educate the kids. The majority of the school staff do a decent job, a few do an excellent job and a few make it difficult for to recommend the Independence school district as a high quality education opportunity. Some improvements have been made, more need to be.	6/22/2016 10:37 PM
43	Develop more business	6/22/2016 10:02 PM
44	better community leaders	6/22/2016 10:00 PM
45	More jobs	6/22/2016 9:56 PM
46	Consensus toward a common goal.	6/22/2016 8:30 PM
47	Housing improvement incentives, continued development of biking, running and walking trails and river usage (kayak, canoeing runs)	6/22/2016 7:03 PM
48	Get rid of the mayor, improve the downtown	6/22/2016 3:52 PM
49	Encourage youth to become involved citizens and volunteer. Coordinate activities so they don't all fall on the same date or time.	6/22/2016 3:34 PM
50	lower taxes...better dining/entertainment...return school programs to a level of excellence that it once enjoyed.	6/22/2016 2:56 PM
51	Fix Main Street buildings and add more restaurants	6/22/2016 2:09 PM
52	I believe Independence could improve by pulling the community together. As I said previous, not all of us are wealthy, and it takes all of us, monetarily poor or rich.	6/22/2016 11:41 AM
53	Marketing of the fun things already going on here. Many people do not know what is available. Perhaps more signage. The local paper does a GREAT job reporting what has happended and what is coming up. I hope the B-J will be here a long time as the paper is key to a thriving community!	6/22/2016 11:33 AM
54	More options along the river for dining with better access for boaters to tie up and grab some lunch. Our river is such a wonderful asset, it would be great to be able to use all of it. As well as dock closer to downtown.	6/22/2016 11:14 AM
55	School district	6/22/2016 10:32 AM
56	Get a better control on the cities spending	6/22/2016 9:37 AM
57	Quit tax and spend	6/21/2016 7:33 PM

## Independence Resident & Visitor Survey

58	stronger city government that pays better attention to were the dollar is going. spending on things that will grow the community long term and not just looking at how to get by till next year	6/21/2016 12:11 PM
59	Not sure, sorry	6/21/2016 7:28 AM
60	Another grocery store on the north side of town, more open city meetings, listening to residents.	6/21/2016 12:05 AM
61	Promote thr arts, music, enrichment peograms for all chilren in the community during the summer.	6/20/2016 9:20 PM
62	Do better	6/20/2016 8:52 PM
63	Reach out to younger families of all economic status and involve them with activities, city planning, etc.	6/20/2016 8:26 PM
64	Spend tax dollars more wisely therefore lowering or staying even with taxes. Isn't believe a new police station and city hall is necessary. I think the city council snuck it through without being up front with the citizens. I also think some of the street projects are ridiculous.	6/20/2016 7:41 PM
65	The hours places are open and not!!! When your power is out it doesn't matter when you call about it!!!	6/20/2016 7:40 PM
66	More shopping, dining and housing options	6/20/2016 6:11 PM
67	Better parks and rec areas, more things for children to do.	6/20/2016 5:00 PM
68	More career and business opportunities for younger people	6/20/2016 4:44 PM
69	Better streets, restaurants	6/20/2016 4:37 PM
70	Properly maintain and update city infrastructure (roads, water pipelines, etc. are in horrible shape all across the city), better/more dining options, downtown revitalization, continue to develop opportunities and entertainment for young people/young families, use the talents/skillsets of the many people in our community. Lots of people would be willing to assist/volunteer with projects, but too often the people who become leaders of organizations or projects don't know how to be good leaders and therefor knowledgable people choose to not get involved. With proper leadership who seeks out talented and skilled volunteers, lots of good things would begin happening in town. The community is right on the border of blooming, but it's going to take everyone involved to step up and help push us into a new era. We are only as strong as our weakest community member, and right now, that's the image we portray.	6/20/2016 4:16 PM
71	Better quality jobs and clean up the parks	6/20/2016 3:57 PM
72	We believe in our community but need to be more proactive in promoting and developing the already good things about Independence to bring more people and jobs here.	6/20/2016 3:48 PM
73	Keep the momentum going - we need to stay progressive. Keep young families involved in strategic planning for the future.	6/20/2016 3:39 PM
74	You need to get rid of Independence Light and power and have Mid American take over utility services. It's crazy how much we are charged for electricity. If it was cheaper more people would live here and it may be easier for a business to start up The Internet needs to be faster as well. I pay \$50 just for Internet an fits not very fast. We need more community activities for families and kids.	6/20/2016 3:35 PM
75	Cleaning up local government	6/20/2016 3:29 PM
76	Open friendly atmosphere.	6/20/2016 2:30 PM
77	Increased options. The people who live here are great. We just need to keep going	6/20/2016 1:55 PM
78	Taxes are as high as a college town without that vibe of trendy shops, clean parks and nice roads. Community betterment should be priority 1.	6/20/2016 12:47 PM
79	Updating infrastructure (Everytime a pipe moves, water starts seeping in the streets)	6/20/2016 12:35 PM
80	Offer incentives for new businesses, bike trial, places to visit of historical nature, better looking downtown- we could have a Mini Galena here if things were changed and marketed that way.	6/20/2016 12:31 PM
81	Unsure	6/20/2016 12:19 PM
82	Lower electric and Internet rates. More housing, lower property taxes (how??)	6/20/2016 10:55 AM
83	More employment opportunity, with work come worth and pride	6/20/2016 10:55 AM
84	Independence needs to take advantage of its natural assets. For example, the Wapsi is a great natural asset and could be a huge draw to our community, but it doesn't seem as though city government wants to put any resources into it so more residents and visitors will/can utilize it.	6/20/2016 10:38 AM
85	Take advantage of the river with different events	6/20/2016 10:33 AM

## Independence Resident & Visitor Survey

86	It has a great school but too much firing and laying off of staff. Offer better and higher paying jobs. Get a better trail system going. ... i. e. Finish up ongoing trail projects and add more. Provide older and ill residents with better transportation options both in and out of town for Dr. Apps. And so forth.	6/20/2016 10:26 AM
87	Add sustainable small businesses (ie Main Street businesses). Improve the aesthetics of the town. Be more open minded and welcoming to others, especially those from a different background and/or culture than ours.	6/20/2016 10:16 AM
88	More reasonably priced options for clothing, and opportunities to come together as a family to learn about arts and culture	6/20/2016 10:04 AM
89	Working together in a positive focused manner	6/20/2016 9:56 AM
90	More inclusive.	6/20/2016 9:53 AM
91	Town is getting run down	6/20/2016 9:43 AM
92	Better housing options.	6/20/2016 8:42 AM
93	Parks. Enough with the trees. Keep the parks up. Act like you want the community to use them by taking care of them	6/20/2016 8:04 AM
94	Be more 'outsider friendly'!!!!!!	6/20/2016 7:55 AM
95	Get smarter city council members who let the people that work for the city do their jobs	6/20/2016 7:52 AM
96	n/a	6/20/2016 7:42 AM
97	Improve communications and relationships between city government and residents, strengthen the downtown area, and find ways to bring new good jobs to Indee. Give our young people more reasons and opportunities to live and work here.	6/20/2016 5:33 AM
98	More quality childcare better mental health providers and access more job opportunities and housing	6/20/2016 12:40 AM
99	Fix the downtown store fronts. Sidewalks look good, now let's do the buildings.	6/20/2016 12:09 AM
100	Make downtown more attractive	6/20/2016 12:07 AM
101	Grow our downtown and get the community involved in change	6/19/2016 11:55 PM
102	Give the tax payers something to show for their tax dollars. Fix the roads and infrastructure including downtown.	6/19/2016 11:20 PM
103	Where do I begin? There are so many opportunities, but so many things and people who need to change before any of this can happen. I think the largest thing that would transform independence is our appearance - roads, downtown, personal properties, etc. I also think the community could be better if the old school mindset would change.	6/19/2016 10:06 PM
104	Improving community hospitality	6/19/2016 9:20 PM
105	Attending the functions that are offered in the community. As a community, I think, that the events are not well attended by current residents.	6/19/2016 1:17 PM
106	Get more jobs and business development. That will drive the housing market up, increase property taxes, expand the city, and those people will help with the volunteering and entertainment options. The population in Indee has been stagnant for decades. And in that time we've built a new school, library, improved roads, etc. None of this lead to the community expanding. You've got to have the jobs!	6/19/2016 8:28 AM
107	Expanding the options of everything; shops, dining, medical, etc.	6/18/2016 9:47 AM
108	Keep upgrading and improving its infrastructure.	6/17/2016 10:01 PM
109	WE as a community need to participate in, volunteer more, and have a more positive attitude.	6/17/2016 9:49 PM
110	Spend tax money wiser. Stop wasting money.	6/17/2016 8:42 PM
111	To develop more entertainment options and restaurants. Retail shopping stores besides Wal-Mart.	6/16/2016 12:38 PM
112	Fix the streets and get the Police to get out of their cars and walk and/or bike through the streets and get to know the people they are serving and protecting. They could engage youth in a positive manner and be role models, instead of a threatening military style presence.	6/16/2016 11:12 AM
113	More arts in the community and adding to the trail system	6/16/2016 8:52 AM
114	Improve upon the image of the local police department. Let's face it, the last court trial (Cannon) had to leave a mark. I read the papers and wonder what is going on in that community? That whole thing was just crazy! When I see an obese officer I wonder how they can function? Maybe that can get out of the car once in a while and walk? I don't know.....All of this looks really bad to many of us.....All we can do is shake our heads and avoid them.	6/15/2016 11:36 PM



## Independence Resident & Visitor Survey

115	Develop clear targets and refer to them as indicators of progress. Repeated exposure to goals and citizen engagement in adjusting them over time. BREAK DOWN THE SILOS Leverage our assets: river, downtown and its history, school, etc in as many ways as possible	6/15/2016 10:22 PM
116	Tolerance of diversity, the criteria for acceptance in Independence should be a little wider than white and christian.	6/15/2016 6:26 PM
117	Clean up the community. Houses with yards that are 2ft high, buildings downtown with paint chipping and falling off, and old ugly buildings setting empty do not put a good foot forward for the community.	6/14/2016 11:53 AM
118	Clean, up kept and maintained appearance. "WOW" visitors and residents at first encounter.	6/14/2016 11:36 AM
119	A defined direction developed with ownership across many groups, organizations and the city.	6/13/2016 11:06 PM
120	give community members a voice, let us help improve the city.	6/13/2016 3:58 PM
121	Keep focusing on the community as a whole, trying to engage those who aren't participating in community activities and community decisions.	6/13/2016 3:08 PM
122	more comradery, less dishonestly, better ethics, broader tax base to spread taxes out to surrounding "areas of town" that are actually in county and take away from tax revenue, better streets and road maintenance, better water drainage (we take and fill in old storm sewers and don't replace!), and less division in town	6/13/2016 1:34 PM
123	be friendlier	6/13/2016 8:18 AM
124	more genuine, activities for working mothers and children, any activietis for babies and young children, sidewalks on west side of town, not so much official interference and spending on stupid things	6/11/2016 11:30 AM
125	Maintain streets, beautify the community	6/11/2016 11:22 AM
126	Inform residents of our assets; whether physical, spiritual, or financial. Get everyone to understand how good it is here and then everyone can become an ambassador with a vision for a long-term prosperous future. Shut down the nay-sayers (in a loving, caring, neighborly way) with facts. Listen to their objections and, to a degree, incorporate their concerns if real.	6/9/2016 7:54 PM
127	Grab ideas, add enthusiasm, map the direction, maintain and sustain.	6/9/2016 7:28 PM
128	dofijgdoigjl	6/9/2016 4:48 PM

## Independence Resident & Visitor Survey

### Q48 Please provide any additional thoughts or feelings you have about Independence.

Answered: 65 Skipped: 129

#	Responses	Date
1	Good right now. Lot's of potential to be better.	7/11/2016 10:16 AM
2	I love that we now have a music store.	7/11/2016 9:49 AM
3	N/a	7/9/2016 11:13 AM
4	I think it is a great place to live if you are looking for the small town feel but I do feel that with the cost of taxes and prices of rent and housing it is getting harder to live here. It's great we are improving and always expanding but unfortunately that also shows with our taxes raising and cost of living getting more expensive.	7/8/2016 12:22 PM
5	Love this city	7/7/2016 9:36 AM
6	Na	7/7/2016 8:11 AM
7	None	7/7/2016 4:38 AM
8	I love Indee. It is a great place to live and raise a family.	7/6/2016 9:20 PM
9	Good survey and great questions	7/6/2016 8:53 PM
10	Need shoe store / athletic clothing store	7/6/2016 7:12 PM
11	New pd	7/6/2016 4:49 PM
12	It's just a great place	7/6/2016 4:20 PM
13	??	7/6/2016 3:57 PM
14	New blood in city council and school board is always recommended for any town.	7/6/2016 3:14 PM
15	Love the new book exchanges. Please keep improving the parks!	7/6/2016 3:04 PM
16	N/A	6/29/2016 8:32 PM
17	High property taxes!	6/29/2016 10:39 AM
18	It's a great community & great place to live. Hope that continues & that the city will continue to see growth & progress.	6/28/2016 9:26 PM
19	We need to get more opportunities for our kids. They are the future of our town. The current park and rec activities and library activities do not hit all age groups. Facilities aren't well managed and I am excited for the new pool but equally concerned that it will not keep its appeal for very long because it is not managed well by city	6/26/2016 3:44 PM
20	i would like to see more retail in the downtown area, lower taxes so more young people would settle here and more jobs.	6/26/2016 12:02 PM
21	Overall I'm happier with Independence than my home town of West Liberty Iowa.	6/25/2016 5:13 PM
22	victims..	6/23/2016 12:43 PM
23	I have come to love this town and see so much potential here. Let's capitalize on what we have...our history, our downtown, our river setting... To make it really viable again!	6/23/2016 10:51 AM
24	sadly town is in a fast decline, town is expanding but isnt giving the community things to keep them happy and occupied.	6/23/2016 7:06 AM
25	strange place	6/22/2016 10:01 PM
26	Busy volunteers are overworked and tired. Local businesses are unappreciated and just hanging on. City council and mayor cannot promote the city because they can't work together.	6/22/2016 8:32 PM
27	Life long residents need to be more open to new people if they want the town to grow and develop. They give the superiority feel to new residents. Not too willing to meet or accept new people.	6/22/2016 3:36 PM
28	Indy is a good town to live and raise kids. it needs more options available and more resident participation in governance. taxes are excessive for services provided.	6/22/2016 2:59 PM

## Independence Resident & Visitor Survey

29	Love my small town...but as a resident, I do believe our taxes are a bit high. If we had more to show for our taxes, I wouldn't mind our higher taxes ;)	6/22/2016 11:42 AM
30	Great town. Glad it is here and I live nearby. I am sad the clothing store closed downtown. The wellness center is a great asset to town.	6/22/2016 11:34 AM
31	Love this town. If the dam was more controllable that would be nice.	6/22/2016 11:15 AM
32	I like living and growing up here. I hope it continues to grow and improve quality of life.	6/21/2016 12:12 PM
33	?	6/21/2016 7:28 AM
34	As a senior citizen i love this community and feel safe. Neighbors reach out to help you.	6/20/2016 9:21 PM
35	I love this town and am glad people are working and care to make the city better.	6/20/2016 8:53 PM
36	Great place to live and play. Family oriented community.	6/20/2016 5:00 PM
37	A small town can't be like a big town. Keep it simple	6/20/2016 4:39 PM
38	It's a great town, let's keep it that way.	6/20/2016 3:58 PM
39	It's my home-I'm Mustang Proud!	6/20/2016 3:48 PM
40	I love living here but we need a Hyvee and lower tax rates.	6/20/2016 3:36 PM
41	See previous	6/20/2016 12:47 PM
42	I love Independence and will be a "lifer"	6/20/2016 12:37 PM
43	Stop charging residents for road work done next to their home. It's a city street not private and I didn't ask for it.	6/20/2016 12:33 PM
44	None	6/20/2016 12:19 PM
45	ILPT should be sold to REC. Gigabit Internet for reasonable rates (eg Google Fiber). Run the street sweeper and repair 1st Street and Hwy 150.	6/20/2016 10:57 AM
46	Thank you for providing an opportunity for us to express our thoughts and views.	6/20/2016 10:16 AM
47	I love Independence and feel there are areas that could be improved but overall it is a wonderful place to live	6/20/2016 10:05 AM
48	Lived in the area 25 years. Tried to EXPAND our business by renting a downtown storefront. We were told that we were BASICALLY not welcome. Treated as though we couldn't AFFORD to rent a storefront. Person showing us the building were LATE, NO APOLOGIES. Never judge a book by its cover, nor a stranger by their Lack of being from Iowa	6/20/2016 7:58 AM
49	I love our town and will always live here. I would love to see more residents feel like they are valued and involved in community plans and decisions instead of the small select group we have now. We have many good things here but lots of room for improvement, residents need to feel their ideas and opinions matter.	6/20/2016 5:39 AM
50	None	6/20/2016 12:07 AM
51	A lot of potential but need everyone to work together and back it.	6/19/2016 11:56 PM
52	The wapsi needs to be dredged to help curb potential flooding. It hasn't been done in the last 40 years. Cleaning and clearing the river would allow for safer and expanded recreation. The Roads, water lines, storm sewers need to be addressed in many areas of town. Stop Lights need to be added near the school complex to alleviate congestion during the school year on main street, also near the three elms road turnoff and near Farm fleet at the three way intersection as it's a dangerous intersection otherwise. The city parks , namely riverwalk park and key areas of the city should be beautified to look more modern. Planters, bushes, and decorative landscaping (compare to othercities like Charles City or Spencer Iowa.)	6/19/2016 11:23 PM
53	I'm happy to be here, but I'm frustrated with the complacency of the community members and business/city leaders. We have a lot to be proud of, but have so much room to grow. Also-this survey is beneficial, but too long!	6/19/2016 10:09 PM
54	I think it's ridiculous that we're spending \$30K for some outside company to come into Independence to make a "branding" plan for the city. Do you really think that anyone cares that all the city letterheads have the same format or that the flags on main street have the same logo as the sign at city hall? And THIRTY THOUSAND DOLLARS AND A YEAR LONG PROJECT TO DO THIS?! We could have gotten together a committee of 5 people who have lived in Independence for decades and knocked this out in 2 months, and spent a fraction of the price that we wasted on these "consultants". This money would have been better spent on sidewalks or attracting a new business to Independence. At the end of this branding, these consultants are going to walk away from the city and won't care what we do with the work they did. And the next time we get a new mayor/city council, they'll want to waste all this money again because they'll want to update it all. It's same as what the city did with the long term planning information they have together. I'm betting they spend thousands of dollars putting that together, then they throw it on a shelf and continue to do whatever they feel is right at the time vs. looking at the long term payback.	6/19/2016 8:36 AM

## Independence Resident & Visitor Survey

55	Develop the second floors of the downtown buildings into nice rental living areas.	6/17/2016 10:03 PM
56	Independence could be another "Galena". Many people would not think so, but people like to tour and make a destination point of historic places. Independence could be this place - need the extra push	6/17/2016 9:50 PM
57	The city has a very nice library and school system.	6/16/2016 12:39 PM
58	Independence has many great assets, three great draws to the community would be: Geater and Bachman manufacturing, along with the beautiful new Middle/High School. These three stand out.	6/15/2016 11:39 PM
59	Independence is a cool town in so many ways but we can do much better if we learn how to work together at all levels	6/15/2016 10:23 PM
60	It is unfortunate that the social dynamics of Independence make becoming a part of the community so difficult.	6/15/2016 6:32 PM
61	Independence has a lot of people that want to help improve the community and make it a great place to live for everyone. But they need to figure out how get the C.A.V.E. people in Independence to be more forward thinking and stop living in the past.	6/14/2016 11:55 AM
62	It is a very good place to raise a family.	6/13/2016 11:06 PM
63	city council displays adolescent behavior at their televised meetings--grow up!	6/13/2016 8:19 AM
64	This is my hometown and I want to see prosperity. To do that I (and others) need to get out of town to see what "could be". I want to know what will it take - time, money, attitude, luck - for everyone to be happy, healthy, and live in harmony. Cue the Coca-Cola commercial. Maybe that could be a primary goal in this branding initiative - A truthful video people around the world would play and replay (and replay) in the future, touting the history of this adventure and how the community came together to work for prosperity, and entice them to visit or actually live & work here? Thinking of America's Got Talent Golden Buzzer for a scrapper with talent. Make Simon cry. Either that or open a casino and stripper bar leveraging the Legend of Wapsi and Pinicon.	6/9/2016 8:12 PM
65	heogrhnjgrdkl;nld	6/9/2016 4:48 PM

## Independence Resident & Visitor Survey

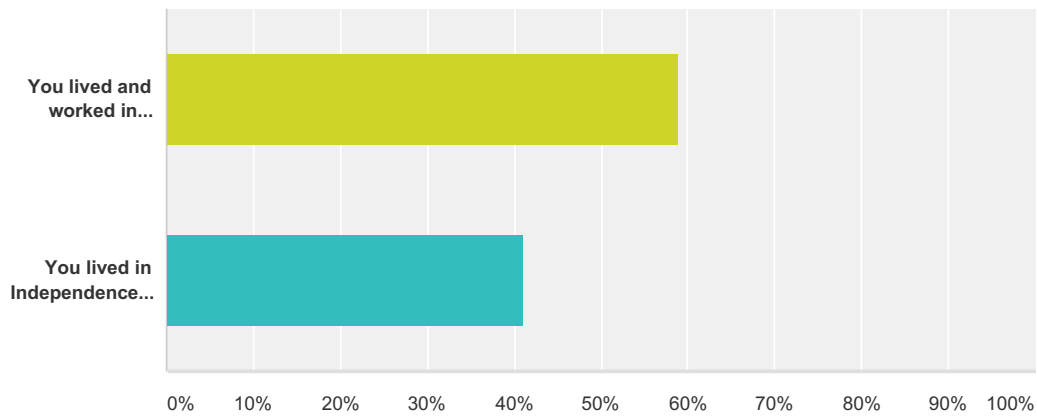
### Q49 What was your primary reason for moving away from Independence?

Answered: 17 Skipped: 177

#	Responses	Date
1	My boyfriend	7/6/2016 11:23 PM
2	Divorce	7/6/2016 2:59 PM
3	Work	7/6/2016 2:47 PM
4	The Jesup school district	7/6/2016 2:46 PM
5	Retirement	7/6/2016 1:50 PM
6	A job post-college graduation.	6/27/2016 7:33 PM
7	let go from employer, worst place to work, but did so for 10 years = WALMART!	6/26/2016 9:56 PM
8	Moved south for a new job... didn't want to deal with winter anymore.	6/26/2016 8:36 AM
9	A long time ago there was nothing to do.	6/25/2016 8:52 AM
10	purchase home in another area	6/24/2016 10:09 PM
11	Marriage	6/22/2016 10:16 PM
12	Employment.	6/22/2016 11:32 AM
13	A relationship. The move is only temporary until we move from Rowley to Independence.	6/22/2016 11:19 AM
14	Marriage	6/20/2016 2:59 PM
15	Work	6/20/2016 9:45 AM
16	Not enough job opportunities in my field	6/20/2016 6:46 AM
17	retired to country home.	6/19/2016 10:51 PM

### Q50 Which of the following best describes you:

Answered: 17 Skipped: 177

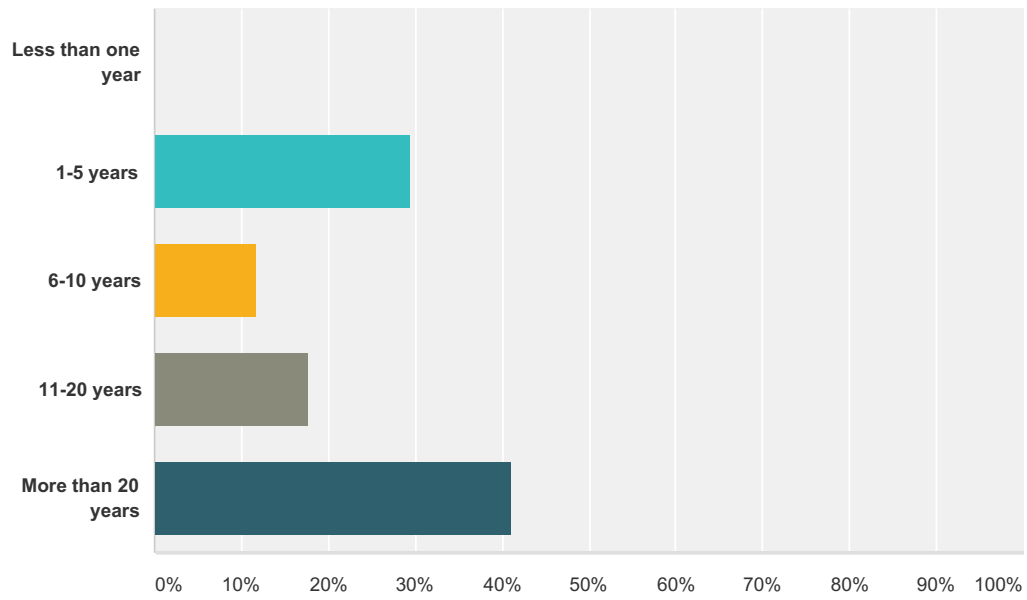


Answer Choices	Responses
You lived and worked in Independence	58.82% 10
You lived in Independence, but worked outside of Independence	41.18% 7
<b>Total</b>	<b>17</b>

#	Comments	Date
1	I was born and raised in indee	7/6/2016 2:47 PM
2	Commuted to Waterloo/Cedar Falls	6/26/2016 8:37 AM
3	Still work in Indee	6/22/2016 10:17 PM
4	I had previously worked in Independence but before moving away had worked outside town	6/20/2016 6:47 AM

### Q51 Approximately how many years were you a resident of Independence?

Answered: 17 Skipped: 177

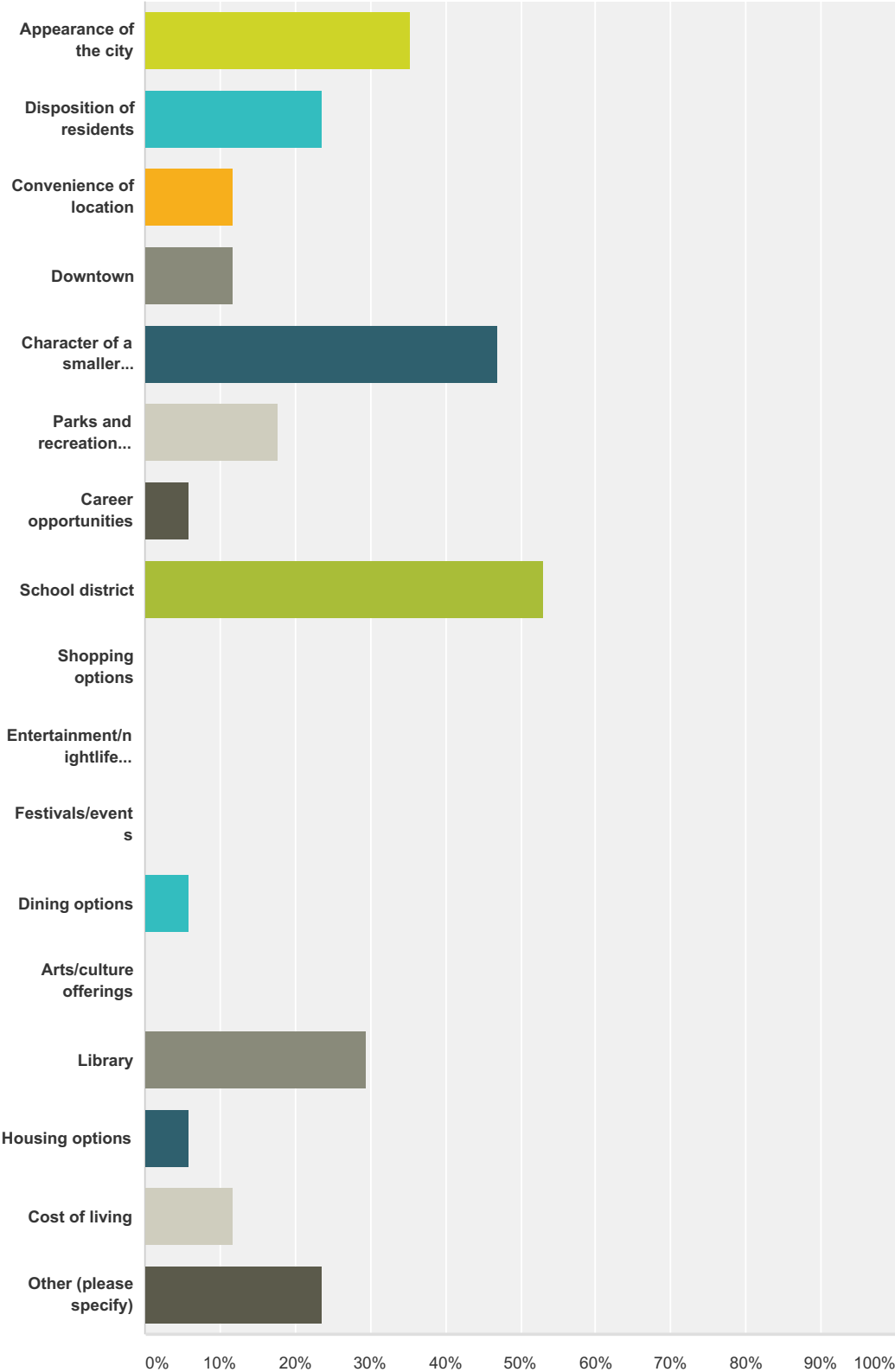


Answer Choices	Responses
Less than one year	0.00% 0
1-5 years	29.41% 5
6-10 years	11.76% 2
11-20 years	17.65% 3
More than 20 years	41.18% 7
<b>Total</b>	<b>17</b>

#	Comments	Date
1	loved growing up here	6/20/2016 9:46 AM

### Q52 What did you like most about living in Independence? Please choose up to 3

Answered: 17 Skipped: 177





## Independence Resident & Visitor Survey

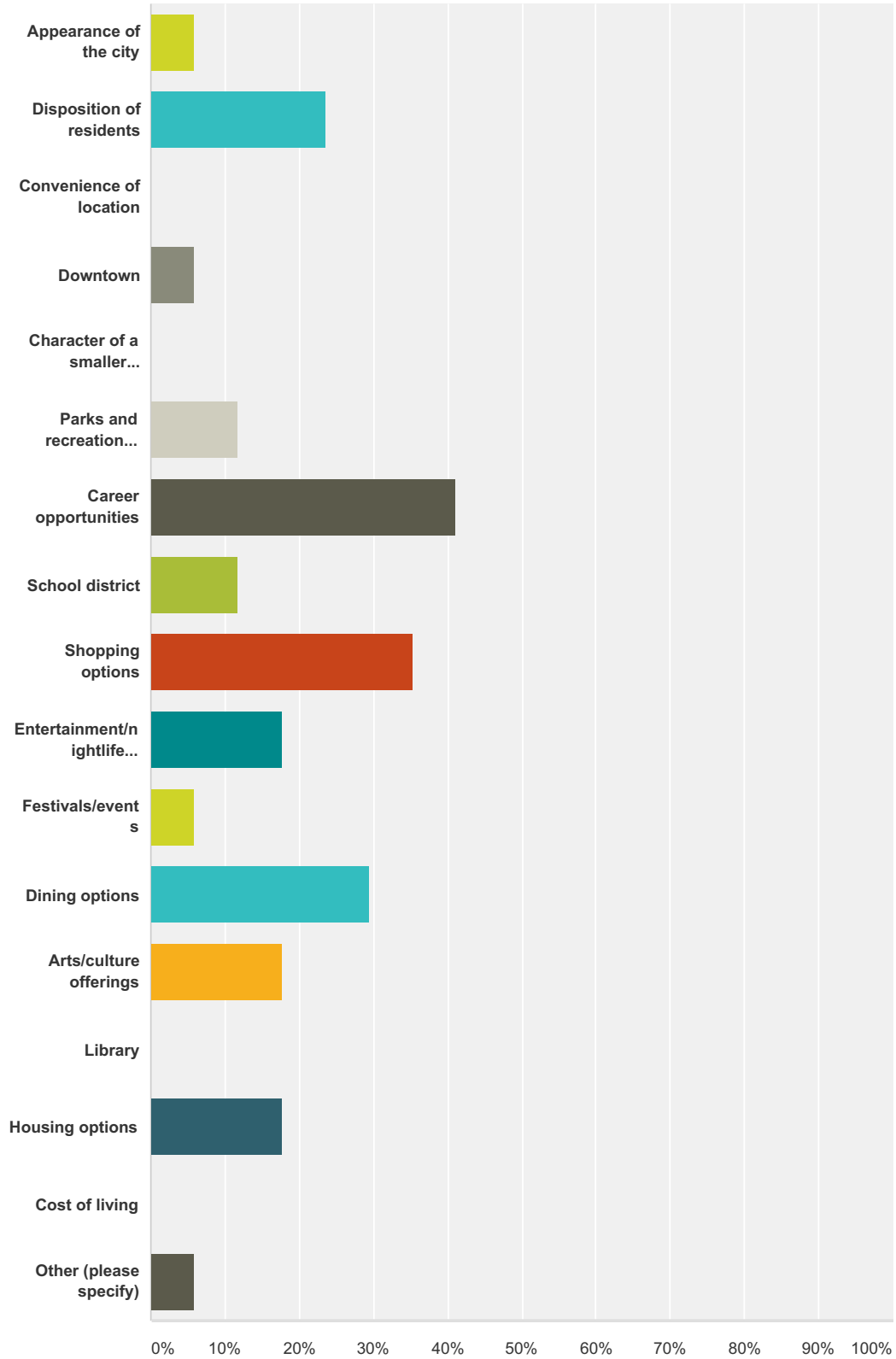
Answer Choices	Responses
Appearance of the city	35.29% 6
Disposition of residents	23.53% 4
Convenience of location	11.76% 2
Downtown	11.76% 2
Character of a smaller community	47.06% 8
Parks and recreation opportunities	17.65% 3
Career opportunities	5.88% 1
School district	52.94% 9
Shopping options	0.00% 0
Entertainment/nightlife options	0.00% 0
Festivals/events	0.00% 0
Dining options	5.88% 1
Arts/culture offerings	0.00% 0
Library	29.41% 5
Housing options	5.88% 1
Cost of living	11.76% 2
Other (please specify)	23.53% 4
<b>Total Respondents: 17</b>	

#	Other (please specify)	Date
1	Family	7/6/2016 11:24 PM
2	Church	6/22/2016 11:34 AM
3	Friends	6/20/2016 2:59 PM
4	Proximity to family	6/20/2016 6:48 AM

**Q53 What did you like least about living in Independence? Please choose up to 3 answers.**

Answered: 17 Skipped: 177

## Independence Resident & Visitor Survey



Answer Choices	Responses
Appearance of the city	5.88% 1
Disposition of residents	23.53% 4

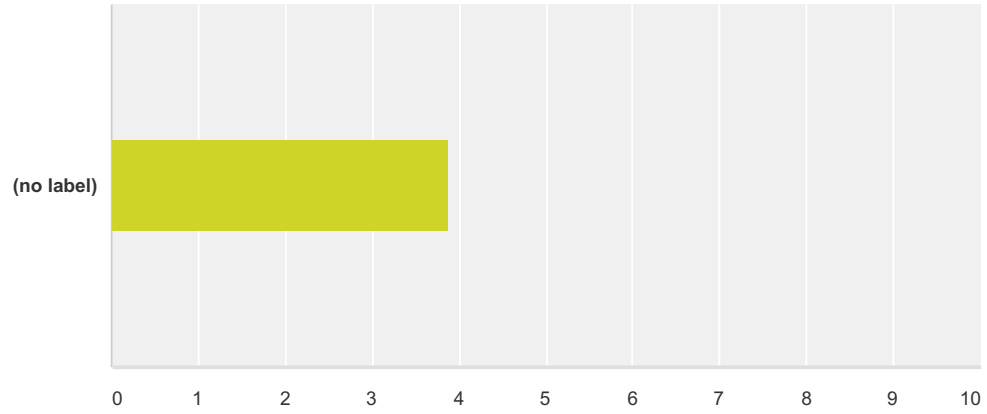
## Independence Resident & Visitor Survey

Convenience of location	0.00%	0
Downtown	5.88%	1
Character of a smaller community	0.00%	0
Parks and recreation opportunities	11.76%	2
Career opportunities	41.18%	7
School district	11.76%	2
Shopping options	35.29%	6
Entertainment/nightlife options	17.65%	3
Festivals/events	5.88%	1
Dining options	29.41%	5
Arts/culture offerings	17.65%	3
Library	0.00%	0
Housing options	17.65%	3
Cost of living	0.00%	0
Other (please specify)	5.88%	1
<b>Total Respondents: 17</b>		

#	Other (please specify)	Date
1	Too small	6/20/2016 6:49 AM

**Q54 In your opinion, how strong was the community pride in Independence? (1 being weak and 5 being an very strong)**

Answered: 17 Skipped: 177

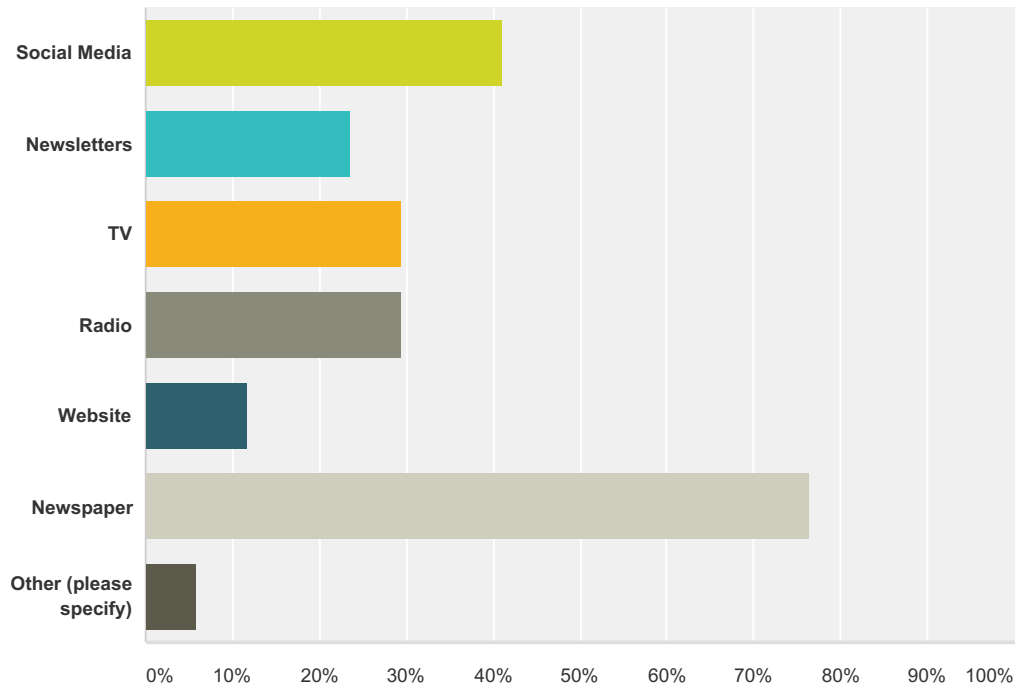


	1	2	3	4	5	Total	Weighted Average
(no label)	0.00% 0	0.00% 0	23.53% 4	64.71% 11	11.76% 2	17	3.88

#	Comments	Date
	There are no responses.	

**Q55 How did you receive information about the city government? Please choose all that apply.**

Answered: 17 Skipped: 177

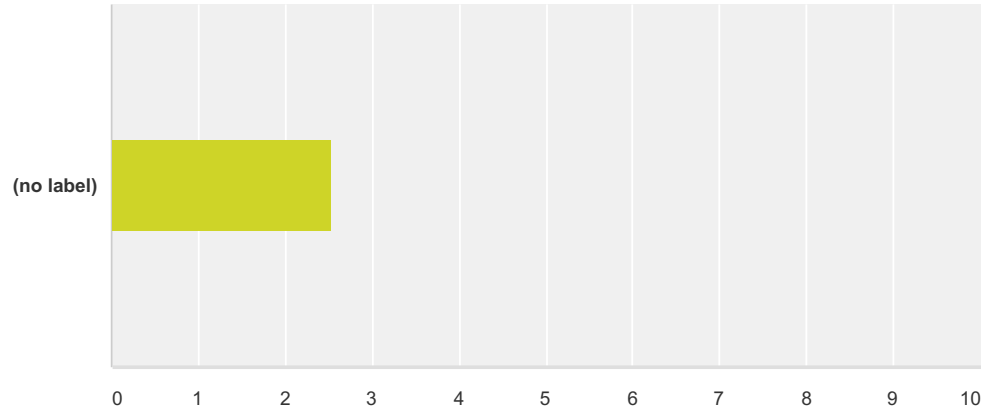


Answer Choices	Responses
Social Media	41.18% 7
Newsletters	23.53% 4
TV	29.41% 5
Radio	29.41% 5
Website	11.76% 2
Newspaper	76.47% 13
Other (please specify)	5.88% 1
<b>Total Respondents: 17</b>	

#	Other (please specify)	Date
1	Leaders	7/6/2016 2:50 PM

**Q56 In your opinion, how transparent was the city government? (1 being not at all transparent and 5 being extremely transparent)**

Answered: 17 Skipped: 177



	1	2	3	4	5	Total	Weighted Average
(no label)	29.41%	17.65%	23.53%	29.41%	0.00%	17	2.53
	5	3	4	5	0		

#	Comments	Date
1	The community made big changes for the better in this area in recent years.	7/6/2016 1:54 PM
2	They just didn't publicize anything too much.	6/20/2016 6:50 AM

## Independence Resident & Visitor Survey

### Q57 Do you feel the residents of Independence had a cohesive vision for the future? Why/why not?

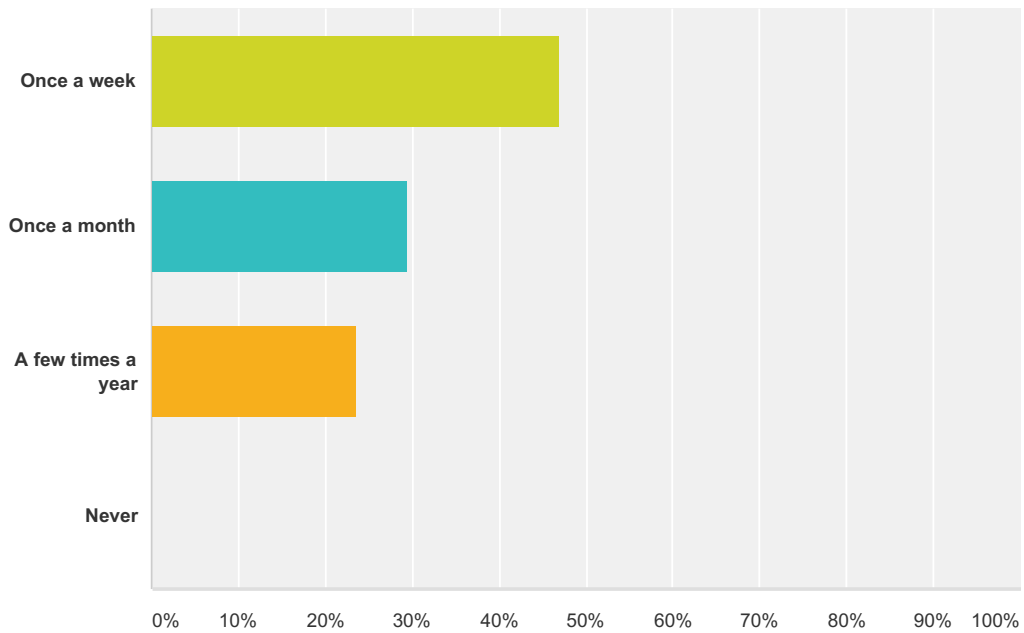
Answered: 17 Skipped: 177

#	Responses	Date
1	No	7/6/2016 11:25 PM
2	Don't know.	7/6/2016 3:03 PM
3	N/A, too young.	7/6/2016 2:53 PM
4	I truly think SOME residents try to put too much effort into a smaller community's reach	7/6/2016 2:52 PM
5	No, There are those leaders who are quite involved with the city, but most just look at it as a place to live. Everywhere I volunteered the same people were there. So I guess most are just willing to let others lead.	7/6/2016 1:56 PM
6	When I lived in Independence, I was too young to pay much attention to this type of thing.	6/27/2016 7:40 PM
7	several business where I worked, am sure it takes place at others too.....not to FAVOR a resident over someone who has moved new to the area.....favoritism is not good anywhere, happens too often.	6/26/2016 10:00 PM
8	Not really. Seems to be a huge disconnect between new and older generation. The new school vote a few years back comes to mind as an example. Some people really wanted to invest in that for the future of the community... others (mostly older and living on a fixed income) were really upset about how it would affect their taxes.	6/26/2016 8:41 AM
9	Teenager back then and did not really think about it	6/25/2016 8:55 AM
10	some did, while others could have cared less	6/24/2016 10:13 PM
11	No. We are better than them.	6/22/2016 10:46 PM
12	Yes	6/22/2016 11:36 AM
13	No, there were a select group of residents who seemed to work together but as a whole. No.	6/22/2016 11:22 AM
14	I think that the parents that I knew were pretty cohesive about what their vision was.	6/20/2016 3:01 PM
15	Yes, as a general rule, residents look to the future and what is needed here to draw younger families to the area.	6/20/2016 9:53 AM
16	No, older residents want it to stay the same and younger ones are open to lots of change.	6/20/2016 6:51 AM
17	some do and others don't. It depends upon who you talk to.	6/19/2016 10:56 PM



### Q58 How often did you leave Independence to shop?

Answered: 17 Skipped: 177



Answer Choices	Responses
Once a week	47.06% 8
Once a month	29.41% 5
A few times a year	23.53% 4
Never	0.00% 0
<b>Total</b>	<b>17</b>

#	Comments	Date
1	When I lived there... all the time.	6/26/2016 8:42 AM
2	Don't live there anymore	6/25/2016 8:55 AM
3	This was the 60's-80's. We had all that we need in Indee. 3 grocery stores. Fabric stores. Restaurants, bakery, movie theater, clothing stores, shoe stores, etc.	6/20/2016 3:03 PM

## Independence Resident & Visitor Survey

### Q59 Were you able to buy everything you needed in Independence? If not, what couldn't you buy?

Answered: 17 Skipped: 177

#	Responses	Date
1	Yes	7/6/2016 11:25 PM
2	Almost everything. Shoes and sports equipment/uniforms were not available	7/6/2016 3:04 PM
3	Yes	7/6/2016 2:53 PM
4	I could almost buy anything I ever needed in Independence	7/6/2016 2:53 PM
5	Food options are limited by Fareway and Walmart. Fareway has a fine meat department, but poor quality and variety of produce. I refuse to shop at Walmart- low wages, no longer a proponent of Made in America, a real killer of communities such as Independence. The Farmers market it really good for such a small town, but climate limits options.	7/6/2016 2:01 PM
6	Women's clothes.	6/27/2016 7:41 PM
7	preferred stores in Oelwein, esp. clothes at Kmart, personal items, some can find at Wlmart and vitamins cheaper at Walmart than those in Oelwein	6/26/2016 10:04 PM
8	Shoes, clothes, makeup, accessories. Pretty much anything fashion-forward. And some groceries... I have a Sam's Club membership so have to go to Waterloo to buy in bulk.	6/26/2016 8:44 AM
9	Clothing	6/25/2016 8:56 AM
10	no, Waterloo has more to offer	6/24/2016 10:14 PM
11	Shoes	6/22/2016 10:47 PM
12	Quality footwear, nice clothes.	6/22/2016 11:37 AM
13	No. Sporting equipment, many craft supplies, certain kinds of clothing and home goods dependent on your needs.	6/22/2016 11:23 AM
14	I could have bought everything there. There were even 2 shops to buy wedding gowns! But it was fun to go to the mall.	6/20/2016 3:04 PM
15	Home building supplies, cloths, shoes, furniture, yard decorations and furniture.	6/20/2016 9:55 AM
16	Clothing, shoes, some food items	6/20/2016 6:51 AM
17	most of the time.	6/19/2016 10:57 PM

Independence Resident & Visitor Survey

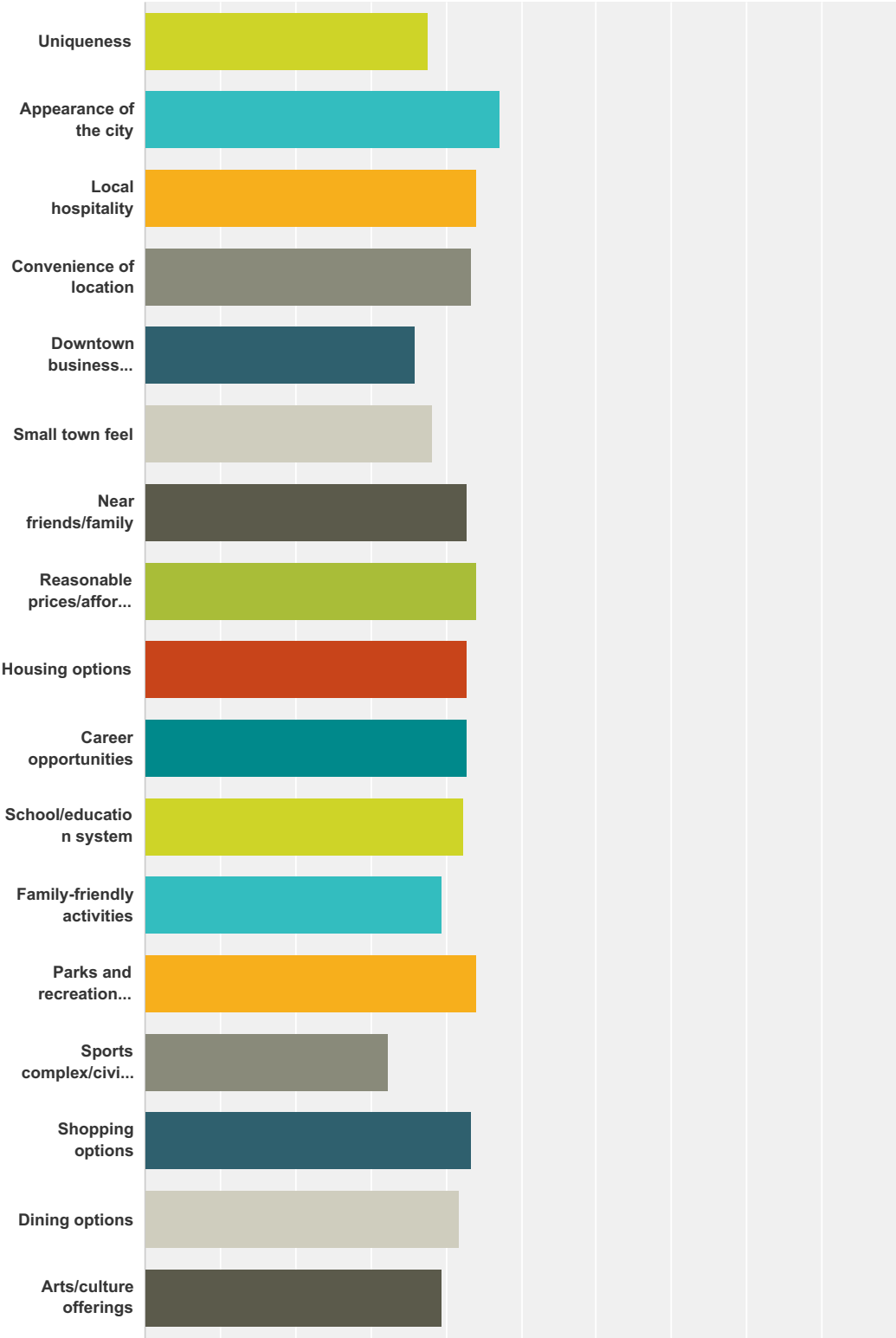
**Q60 If you could have chosen 1 amenity from a larger nearby city to relocate to Independence, what would it have been?**

Answered: 17 Skipped: 177

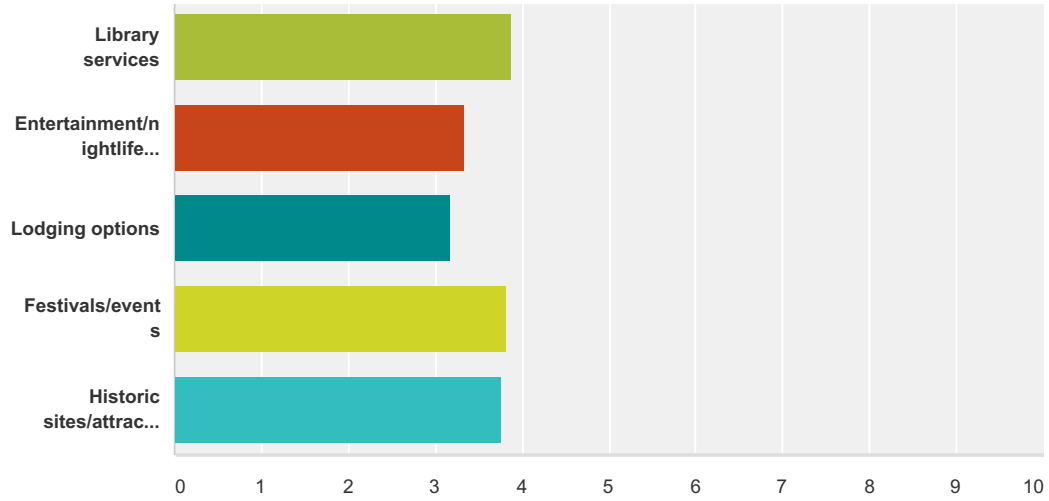
#	Responses	Date
1	Another store	7/6/2016 11:26 PM
2	No idea	7/6/2016 3:05 PM
3	Starbucks?	7/6/2016 2:54 PM
4	A distribution center, or state prison	7/6/2016 2:54 PM
5	Ethnic dining other than just Mexican.	7/6/2016 2:03 PM
6	Women's clothing stores	6/27/2016 7:43 PM
7	better optomitrist	6/26/2016 10:04 PM
8	Some kind of actual performance theatre. It would be nice if there could be community plays or shows that came through every now and again... other than just seasonal high school plays. City could use more culture and places to hold events indoors.	6/26/2016 8:47 AM
9	Clothing stores	6/25/2016 8:56 AM
10	not sure?	6/24/2016 10:15 PM
11	Lower cost for housing	6/22/2016 10:49 PM
12	Red Lobster	6/22/2016 11:37 AM
13	Something similar to the new Waterloo Rex center. Including an indoor pool for recreational and competitive purposes to include a High School swim team.	6/22/2016 11:25 AM
14	Not Walmart. A nice restaurant.	6/20/2016 3:05 PM
15	Discount lumberstore	6/20/2016 9:57 AM
16	Brewery	6/20/2016 6:52 AM
17	dinner theater would be great. Love it!!!	6/19/2016 10:59 PM

**Q61 Please indicate how important the following items are when you are making a decision about where to live. (1 being not at all important and 5 being extremely important)**

Answered: 17 Skipped: 177



## Independence Resident & Visitor Survey



	1	2	3	4	5	Total	Weighted Average
Uniqueness	0.00% 0	17.65% 3	17.65% 3	35.29% 6	29.41% 5	17	3.76
Appearance of the city	0.00% 0	0.00% 0	0.00% 0	29.41% 5	70.59% 12	17	4.71
Local hospitality	0.00% 0	0.00% 0	11.76% 2	35.29% 6	52.94% 9	17	4.41
Convenience of location	0.00% 0	5.88% 1	5.88% 1	35.29% 6	52.94% 9	17	4.35
Downtown business district	0.00% 0	17.65% 3	35.29% 6	17.65% 3	29.41% 5	17	3.59
Small town feel	5.88% 1	11.76% 2	17.65% 3	23.53% 4	41.18% 7	17	3.82
Near friends/family	0.00% 0	11.76% 2	11.76% 2	11.76% 2	64.71% 11	17	4.29
Reasonable prices/affordability	0.00% 0	0.00% 0	5.88% 1	47.06% 8	47.06% 8	17	4.41
Housing options	0.00% 0	0.00% 0	11.76% 2	47.06% 8	41.18% 7	17	4.29
Career opportunities	5.88% 1	5.88% 1	5.88% 1	17.65% 3	64.71% 11	17	4.29
School/education system	5.88% 1	5.88% 1	11.76% 2	11.76% 2	64.71% 11	17	4.24
Family-friendly activities	11.76% 2	5.88% 1	17.65% 3	5.88% 1	58.82% 10	17	3.94
Parks and recreation opportunities	0.00% 0	0.00% 0	23.53% 4	11.76% 2	64.71% 11	17	4.41
Sports complex/civic centers	17.65% 3	11.76% 2	29.41% 5	11.76% 2	29.41% 5	17	3.24
Shopping options	0.00% 0	0.00% 0	5.88% 1	52.94% 9	41.18% 7	17	4.35
Dining options	0.00% 0	5.88% 1	17.65% 3	29.41% 5	47.06% 8	17	4.18

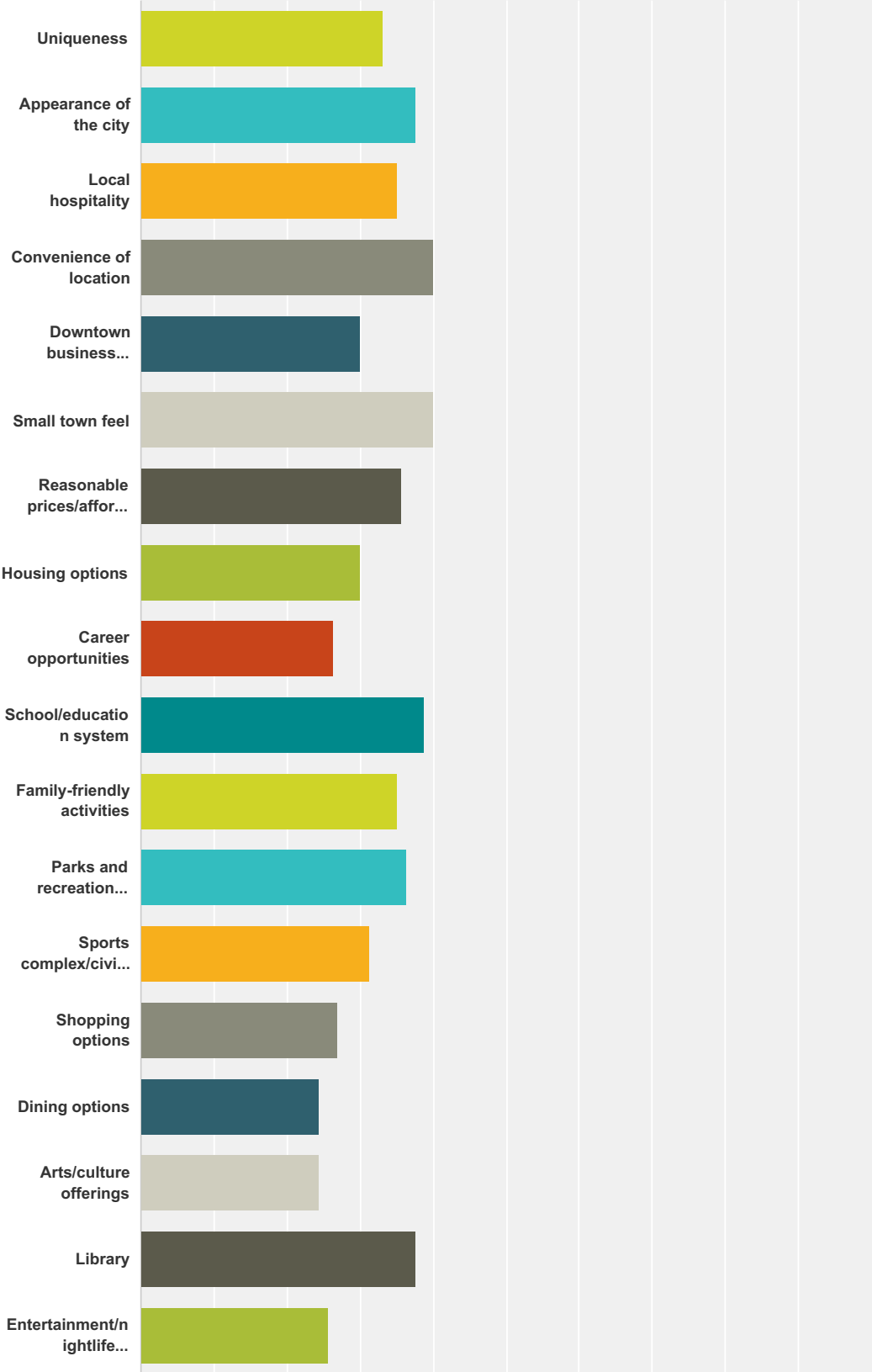
## Independence Resident & Visitor Survey

Arts/culture offerings	5.88% 1	5.88% 1	11.76% 2	41.18% 7	35.29% 6	17	3.94
Library services	5.88% 1	11.76% 2	17.65% 3	17.65% 3	47.06% 8	17	3.88
Entertainment/nightlife options	5.88% 1	23.53% 4	29.41% 5	11.76% 2	29.41% 5	17	3.35
Lodging options	5.88% 1	23.53% 4	35.29% 6	17.65% 3	17.65% 3	17	3.18
Festivals/events	0.00% 0	11.76% 2	17.65% 3	47.06% 8	23.53% 4	17	3.82
Historic sites/attractions	5.88% 1	17.65% 3	11.76% 2	23.53% 4	41.18% 7	17	3.76

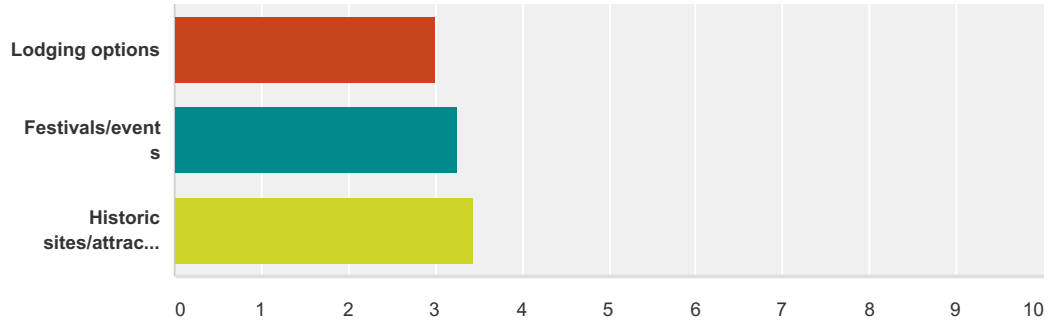
#	Other (please specify)	Date
1	Everything always has a gift in uniqueness	7/6/2016 2:58 PM
2	Outdoor recreation activities and a clean and healthy environment. Buchanan County has done well in this regard, as has the city in its development of the river front. Always more to be done.	7/6/2016 2:06 PM

**Q62 Please rate Independence on its delivery of each the following items. (1 being poor and 5 being excellent)**

Answered: 16 Skipped: 178



## Independence Resident & Visitor Survey



	N/A	1	2	3	4	5	Total	Weighted Average
Uniqueness	0.00% 0	6.25% 1	31.25% 5	18.75% 3	18.75% 3	25.00% 4	16	3.31
Appearance of the city	0.00% 0	0.00% 0	12.50% 2	31.25% 5	25.00% 4	31.25% 5	16	3.75
Local hospitality	0.00% 0	0.00% 0	18.75% 3	31.25% 5	31.25% 5	18.75% 3	16	3.50
Convenience of location	0.00% 0	0.00% 0	6.25% 1	18.75% 3	43.75% 7	31.25% 5	16	4.00
Downtown business district	6.25% 1	12.50% 2	18.75% 3	31.25% 5	18.75% 3	12.50% 2	16	3.00
Small town feel	0.00% 0	0.00% 0	6.25% 1	25.00% 4	31.25% 5	37.50% 6	16	4.00
Reasonable prices/affordability	0.00% 0	6.25% 1	12.50% 2	31.25% 5	25.00% 4	25.00% 4	16	3.56
Housing options	0.00% 0	6.25% 1	18.75% 3	56.25% 9	12.50% 2	6.25% 1	16	3.00
Career opportunities	0.00% 0	18.75% 3	50.00% 8	6.25% 1	18.75% 3	6.25% 1	16	2.63
School/education system	0.00% 0	0.00% 0	12.50% 2	18.75% 3	37.50% 6	31.25% 5	16	3.88
Family-friendly activities	6.25% 1	0.00% 0	6.25% 1	37.50% 6	31.25% 5	18.75% 3	16	3.50
Parks and recreation opportunities	6.25% 1	0.00% 0	6.25% 1	25.00% 4	43.75% 7	18.75% 3	16	3.63
Sports complex/civic centers	6.25% 1	12.50% 2	25.00% 4	18.75% 3	12.50% 2	25.00% 4	16	3.13
Shopping options	0.00% 0	18.75% 3	37.50% 6	25.00% 4	12.50% 2	6.25% 1	16	2.69
Dining options	0.00% 0	25.00% 4	37.50% 6	31.25% 5	6.25% 1	0.00% 0	16	2.44
Arts/culture offerings	0.00% 0	37.50% 6	37.50% 6	12.50% 2	6.25% 1	6.25% 1	16	2.44
Library	6.25% 1	6.25% 1	12.50% 2	6.25% 1	31.25% 5	37.50% 6	16	3.75
Entertainment/nightlife options	6.25% 1	12.50% 2	37.50% 6	31.25% 5	6.25% 1	6.25% 1	16	2.56
Lodging options	0.00% 0	6.25% 1	25.00% 4	43.75% 7	18.75% 3	6.25% 1	16	3.00



## Independence Resident & Visitor Survey

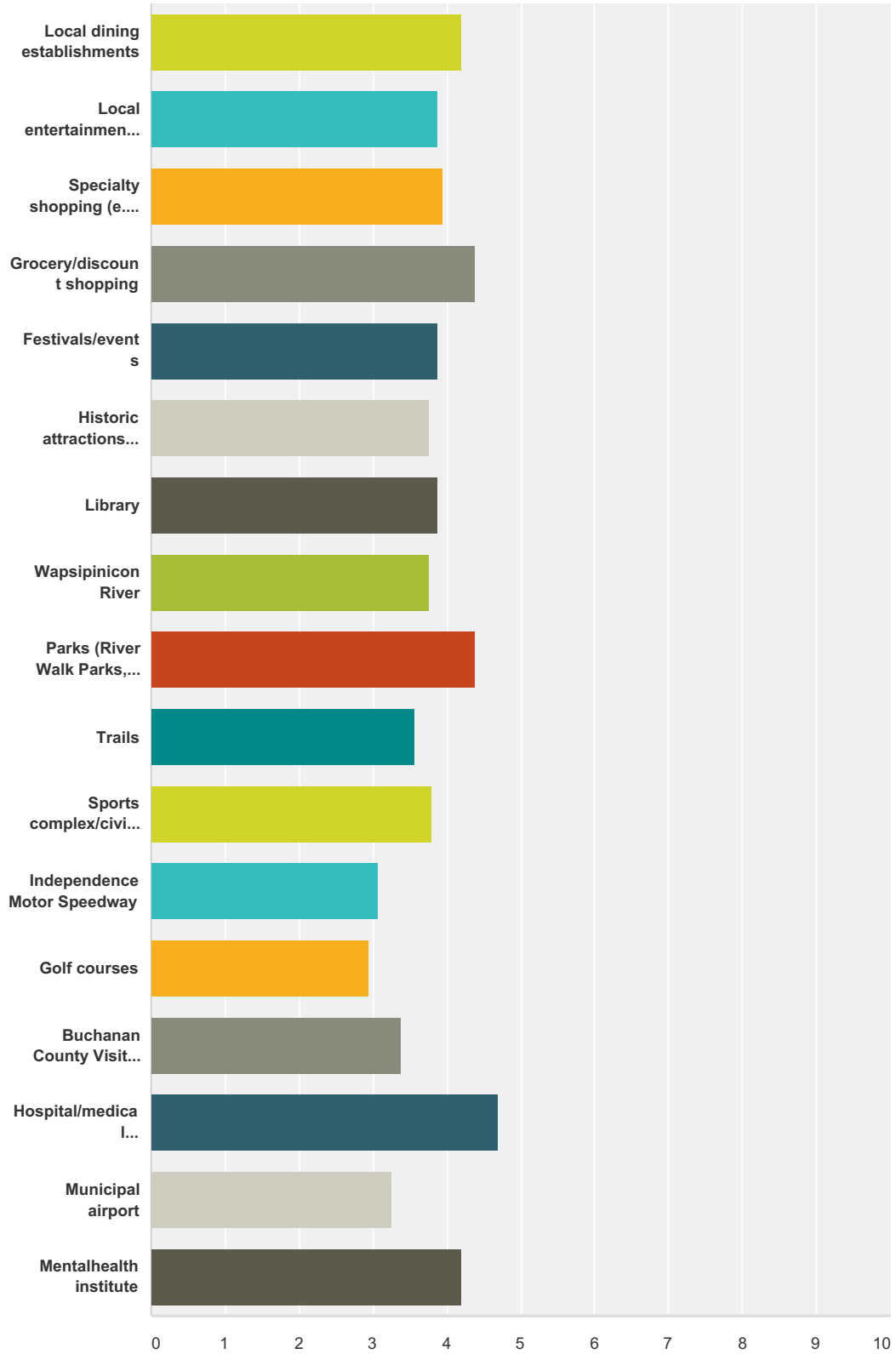
Festivals/events	0.00% 0	12.50% 2	18.75% 3	31.25% 5	18.75% 3	18.75% 3	16	3.25
Historic sites/attractions	0.00% 0	6.25% 1	25.00% 4	12.50% 2	37.50% 6	18.75% 3	16	3.44

#	Other (please specify)	Date
1	Need more to do than just hang out in a bar	6/22/2016 11:41 AM

**Q63 How valuable do you believe each of the following assets are to Independence? (1 being not at all valuable and 5 being extremely valuable)**

Answered: 16 Skipped: 178

# Independence Resident & Visitor Survey



	1	2	3	4	5	Total	Weighted Average
Local dining establishments	0.00% 0	6.25% 1	6.25% 1	50.00% 8	37.50% 6	16	4.19

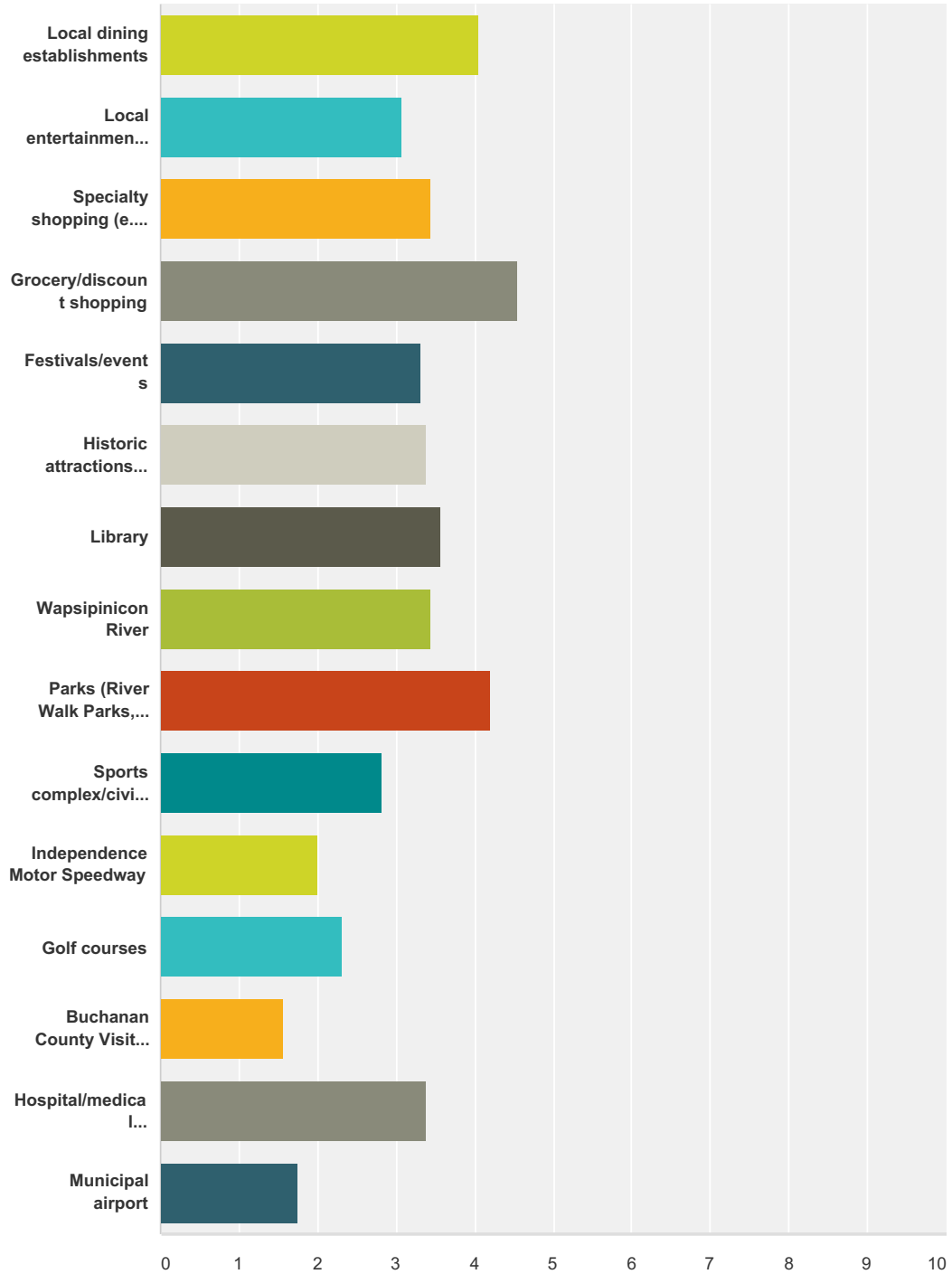
## Independence Resident & Visitor Survey

Local entertainment venues (e.g. bowling alley)	0.00%	6.25%	31.25%	31.25%	31.25%	16	3.88
	0	1	5	5	5		
Specialty shopping (e.g. local stores, boutique shops, antiques, rare items)	0.00%	18.75%	6.25%	37.50%	37.50%	16	3.94
	0	3	1	6	6		
Grocery/discount shopping	0.00%	0.00%	18.75%	25.00%	56.25%	16	4.38
	0	0	3	4	9		
Festivals/events	6.25%	6.25%	12.50%	43.75%	31.25%	16	3.88
	1	1	2	7	5		
Historic attractions (e.g. Wapsipinicon Mill, Underground City Tour, Heartland Acres Agribition Center)	6.25%	12.50%	18.75%	25.00%	37.50%	16	3.75
	1	2	3	4	6		
Library	6.25%	6.25%	18.75%	31.25%	37.50%	16	3.88
	1	1	3	5	6		
Wapsipinicon River	6.25%	25.00%	6.25%	12.50%	50.00%	16	3.75
	1	4	1	2	8		
Parks (River Walk Parks, Liberty Park, etc.)	0.00%	6.25%	6.25%	31.25%	56.25%	16	4.38
	0	1	1	5	9		
Trails	0.00%	31.25%	12.50%	25.00%	31.25%	16	3.56
	0	5	2	4	5		
Sports complex/civic centers	0.00%	12.50%	31.25%	18.75%	37.50%	16	3.81
	0	2	5	3	6		
Independence Motor Speedway	31.25%	12.50%	6.25%	18.75%	31.25%	16	3.06
	5	2	1	3	5		
Golf courses	31.25%	18.75%	0.00%	25.00%	25.00%	16	2.94
	5	3	0	4	4		
Buchanan County Visitors Center	6.25%	18.75%	31.25%	18.75%	25.00%	16	3.38
	1	3	5	3	4		
Hospital/medical clinics/long-term care facilities/public health services	0.00%	0.00%	6.25%	18.75%	75.00%	16	4.69
	0	0	1	3	12		
Municipal airport	18.75%	18.75%	18.75%	6.25%	37.50%	16	3.25
	3	3	3	1	6		
Mentalhealth institute	0.00%	6.25%	18.75%	25.00%	50.00%	16	4.19
	0	1	3	4	8		

#	Other (please specify)	Date
1	more the independence motor speedway farther away from the city, it's too noisy.	6/24/2016 10:20 PM
2	I didn't know we had a visitors center	6/20/2016 6:56 AM

**Q64 On average, how often did you utilize the following community assets? (Never, Rarely, Occasionally, Frequently, Routinely)**

Answered: 16 Skipped: 178



	Never	Rarely	Occasionally	Frequently	Routinely	Total	Weighted Average
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## Independence Resident & Visitor Survey

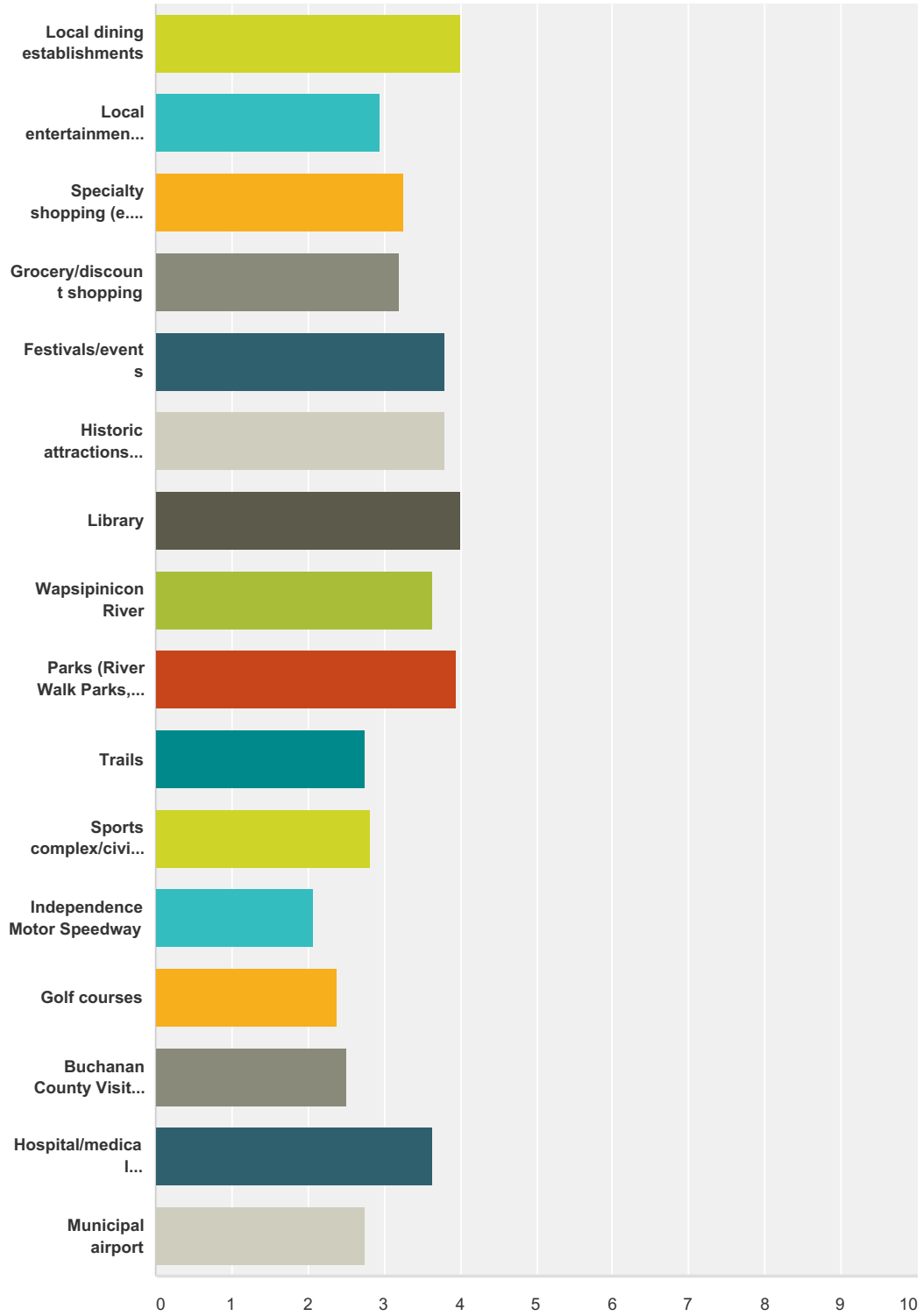
Local dining establishments	0.00% 0	0.00% 0	25.00% 4	43.75% 7	31.25% 5	16	4.06
Local entertainment venues (e.g. bowling alley)	0.00% 0	31.25% 5	43.75% 7	12.50% 2	12.50% 2	16	3.06
Specialty shopping (e.g. local stores, boutique shops, antiques, rare items)	0.00% 0	18.75% 3	31.25% 5	37.50% 6	12.50% 2	16	3.44
Grocery/discount shopping	0.00% 0	0.00% 0	6.25% 1	31.25% 5	62.50% 10	16	4.56
Festivals/events	6.25% 1	6.25% 1	50.00% 8	25.00% 4	12.50% 2	16	3.31
Historic attractions (e.g. Wapsipinicon Mill, Underground City Tour, Heartland Acres Agribition Center)	0.00% 0	18.75% 3	37.50% 6	31.25% 5	12.50% 2	16	3.38
Library	6.25% 1	25.00% 4	12.50% 2	18.75% 3	37.50% 6	16	3.56
Wapsipinicon River	12.50% 2	18.75% 3	12.50% 2	25.00% 4	31.25% 5	16	3.44
Parks (River Walk Parks, Liberty Park, etc.) & trails	0.00% 0	0.00% 0	18.75% 3	43.75% 7	37.50% 6	16	4.19
Sports complex/civic centers	12.50% 2	31.25% 5	25.00% 4	25.00% 4	6.25% 1	16	2.81
Independence Motor Speedway	43.75% 7	31.25% 5	12.50% 2	6.25% 1	6.25% 1	16	2.00
Golf courses	37.50% 6	25.00% 4	12.50% 2	18.75% 3	6.25% 1	16	2.31
Buchanan County Visitors Center	68.75% 11	18.75% 3	6.25% 1	0.00% 0	6.25% 1	16	1.56
Hospital/medical clinics/long-term care facilities/public health services	0.00% 0	25.00% 4	25.00% 4	37.50% 6	12.50% 2	16	3.38
Municipal airport	50.00% 8	37.50% 6	6.25% 1	0.00% 0	6.25% 1	16	1.75

#	Comments	Date
	There are no responses.	

**Q65 What is the likelihood you would recommend the following activity/attraction to a friend or family member? (1 being extremely unlikely and 5 being extremely likely)**

Answered: 16 Skipped: 178

## Independence Resident & Visitor Survey



	1	2	3	4	5	Total	Weighted Average
Local dining establishments	0.00% 0	6.25% 1	18.75% 3	43.75% 7	31.25% 5	16	4.00
Local entertainment venues (e.g. bowling alley)	12.50% 2	18.75% 3	43.75% 7	12.50% 2	12.50% 2	16	2.94



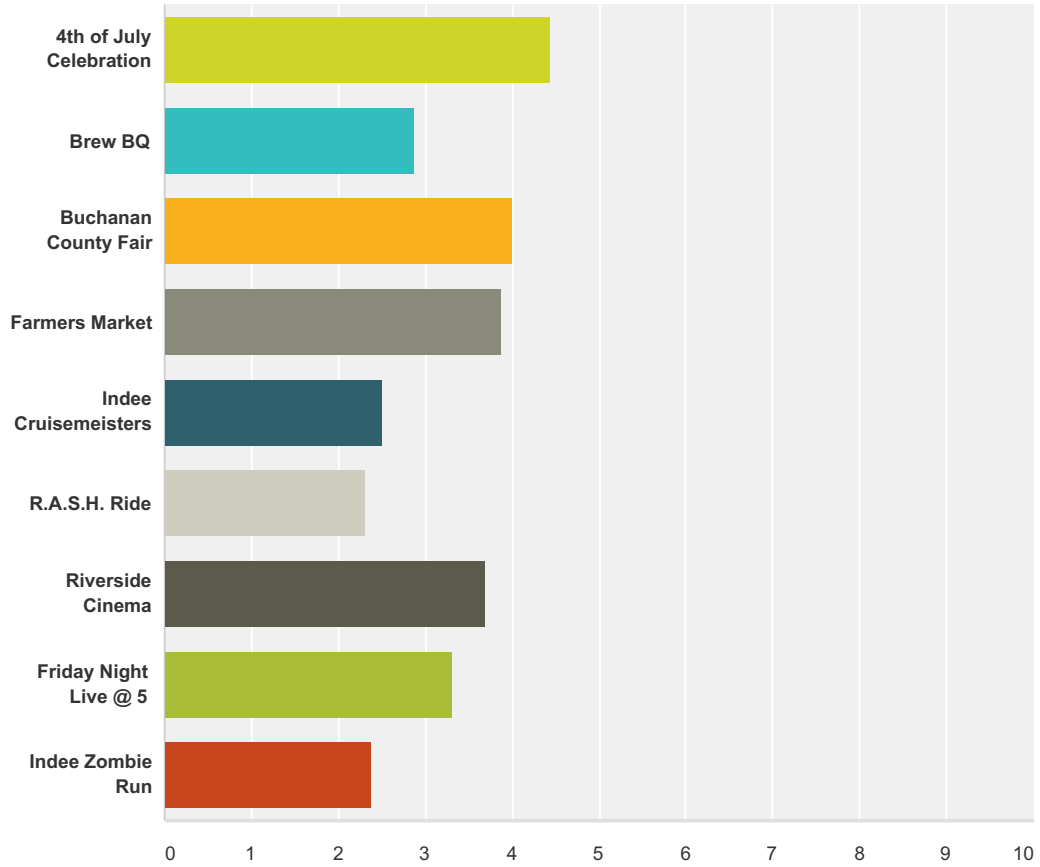
## Independence Resident & Visitor Survey

Specialty shopping (e.g. local stores, boutique shops, antiques, rare items)	6.25% 1	18.75% 3	37.50% 6	18.75% 3	18.75% 3	16	3.25
Grocery/discount shopping	12.50% 2	18.75% 3	31.25% 5	12.50% 2	25.00% 4	16	3.19
Festivals/events	0.00% 0	12.50% 2	31.25% 5	18.75% 3	37.50% 6	16	3.81
Historic attractions (e.g. Wapsipinicon Mill, Underground City Tour, Heartland Acres Agribition Center)	6.25% 1	6.25% 1	31.25% 5	12.50% 2	43.75% 7	16	3.81
Library	12.50% 2	0.00% 0	12.50% 2	25.00% 4	50.00% 8	16	4.00
Wapsipinicon River	0.00% 0	25.00% 4	25.00% 4	12.50% 2	37.50% 6	16	3.63
Parks (River Walk Parks, Liberty Park, etc.)	0.00% 0	6.25% 1	31.25% 5	25.00% 4	37.50% 6	16	3.94
Trails	18.75% 3	18.75% 3	43.75% 7	6.25% 1	12.50% 2	16	2.75
Sports complex/civic centers	25.00% 4	18.75% 3	18.75% 3	25.00% 4	12.50% 2	16	2.81
Independence Motor Speedway	56.25% 9	12.50% 2	12.50% 2	6.25% 1	12.50% 2	16	2.06
Golf courses	37.50% 6	18.75% 3	25.00% 4	6.25% 1	12.50% 2	16	2.38
Buchanan County Visitors Center	37.50% 6	12.50% 2	25.00% 4	12.50% 2	12.50% 2	16	2.50
Hospital/medical clinics/long-term care facilities/public health services	0.00% 0	12.50% 2	31.25% 5	37.50% 6	18.75% 3	16	3.63
Municipal airport	18.75% 3	31.25% 5	25.00% 4	6.25% 1	18.75% 3	16	2.75

#	Other (please specify)	Date
1	Though not in the city I often recommend the Frank Lloyd Wright house in the county. This is a jewel and the city would be wise to promote it. People travel from all over the world to look at his buildings and they need places to eat and to stay and to shop.	7/6/2016 2:14 PM
2	where is the visitors center located?	6/24/2016 10:22 PM

**Q66 Of the following events that you have attended, how valuable do you feel each isto the local community? (1 being not at all valuable and 5 being extremely valuable)**

Answered: 16 Skipped: 178



	N/A	1	2	3	4	5	Total	Weighted Average
4th of July Celebration	0.00% 0	6.25% 1	6.25% 1	6.25% 1	6.25% 1	75.00% 12	16	4.44
Brew BQ	25.00% 4	18.75% 3	12.50% 2	0.00% 0	18.75% 3	25.00% 4	16	2.88
Buchanan County Fair	0.00% 0	12.50% 2	6.25% 1	18.75% 3	6.25% 1	56.25% 9	16	4.00
Farmers Market	18.75% 3	0.00% 0	0.00% 0	6.25% 1	25.00% 4	50.00% 8	16	3.88
Indee Cruisemeisters	31.25% 5	6.25% 1	25.00% 4	12.50% 2	6.25% 1	18.75% 3	16	2.50
R.A.S.H. Ride	31.25% 5	12.50% 2	25.00% 4	12.50% 2	6.25% 1	12.50% 2	16	2.31
Riverside Cinema	18.75% 3	0.00% 0	0.00% 0	12.50% 2	31.25% 5	37.50% 6	16	3.69

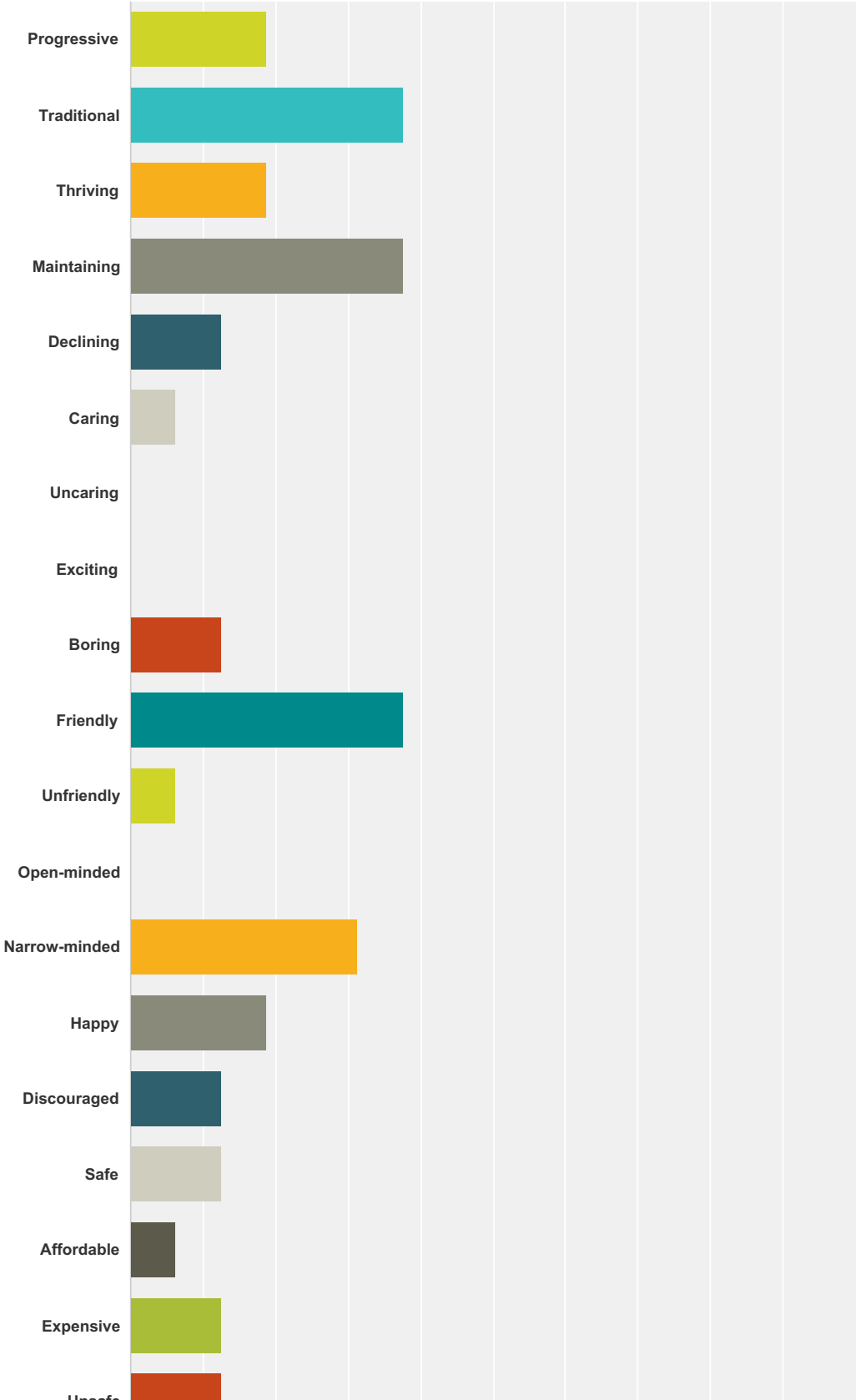
## Independence Resident & Visitor Survey

Friday Night Live @ 5	<b>18.75%</b> 3	<b>6.25%</b> 1	<b>12.50%</b> 2	<b>12.50%</b> 2	<b>12.50%</b> 2	<b>37.50%</b> 6	16	3.31
Indee Zombie Run	<b>37.50%</b> 6	<b>18.75%</b> 3	<b>6.25%</b> 1	<b>12.50%</b> 2	<b>12.50%</b> 2	<b>12.50%</b> 2	16	2.38

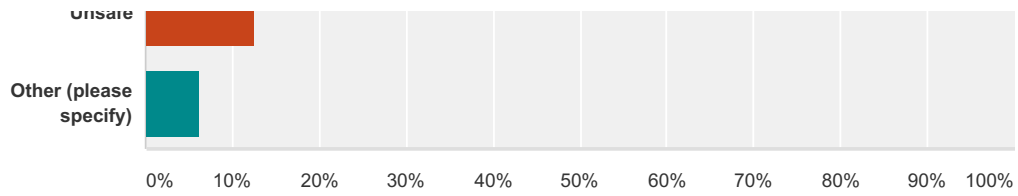
#	Other (please specify)	Date
1	Campground improvements	6/20/2016 10:11 AM

### Q67 Which 3 words do you believe best describe Independence?

Answered: 16 Skipped: 178



## Independence Resident & Visitor Survey

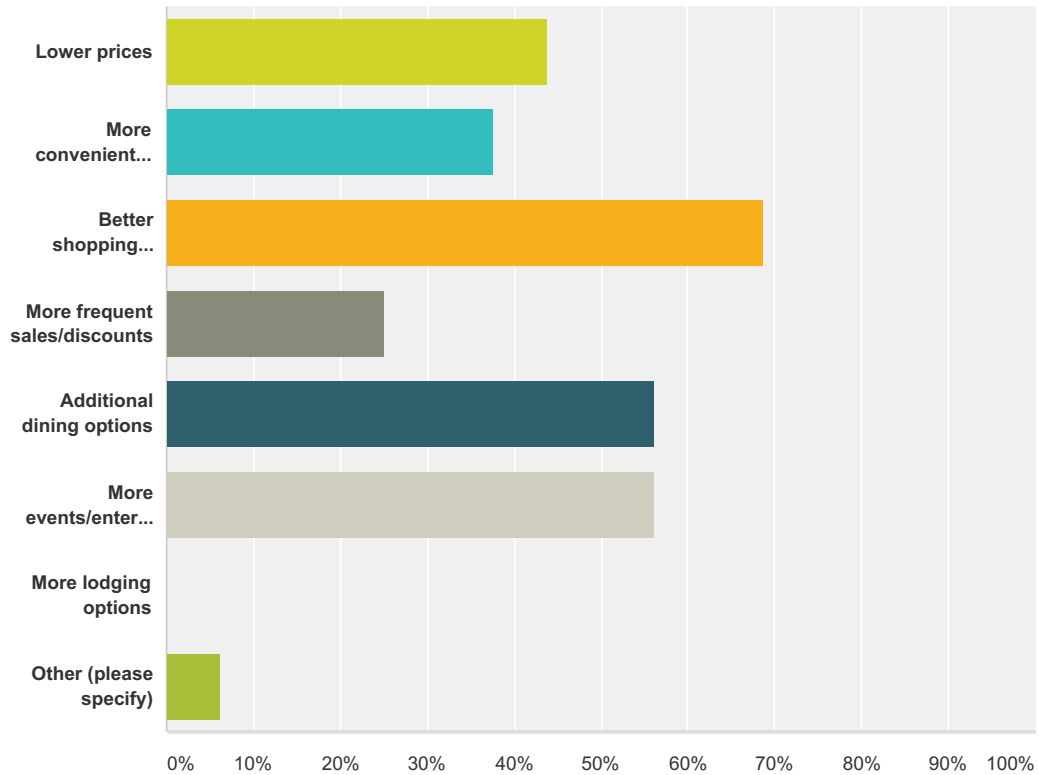


Answer Choices	Responses
Progressive	18.75% 3
Traditional	37.50% 6
Thriving	18.75% 3
Maintaining	37.50% 6
Declining	12.50% 2
Caring	6.25% 1
Uncaring	0.00% 0
Exciting	0.00% 0
Boring	12.50% 2
Friendly	37.50% 6
Unfriendly	6.25% 1
Open-minded	0.00% 0
Narrow-minded	31.25% 5
Happy	18.75% 3
Discouraged	12.50% 2
Safe	12.50% 2
Affordable	6.25% 1
Expensive	12.50% 2
Unsafe	12.50% 2
Other (please specify)	6.25% 1
<b>Total Respondents: 16</b>	

#	Other (please specify)	Date
1	Comfortable	6/20/2016 6:59 AM

**Q68 Which of the following things might have caused you to increase the amount of business/activities you did in Independence? Please choose all that apply.**

Answered: 16 Skipped: 178

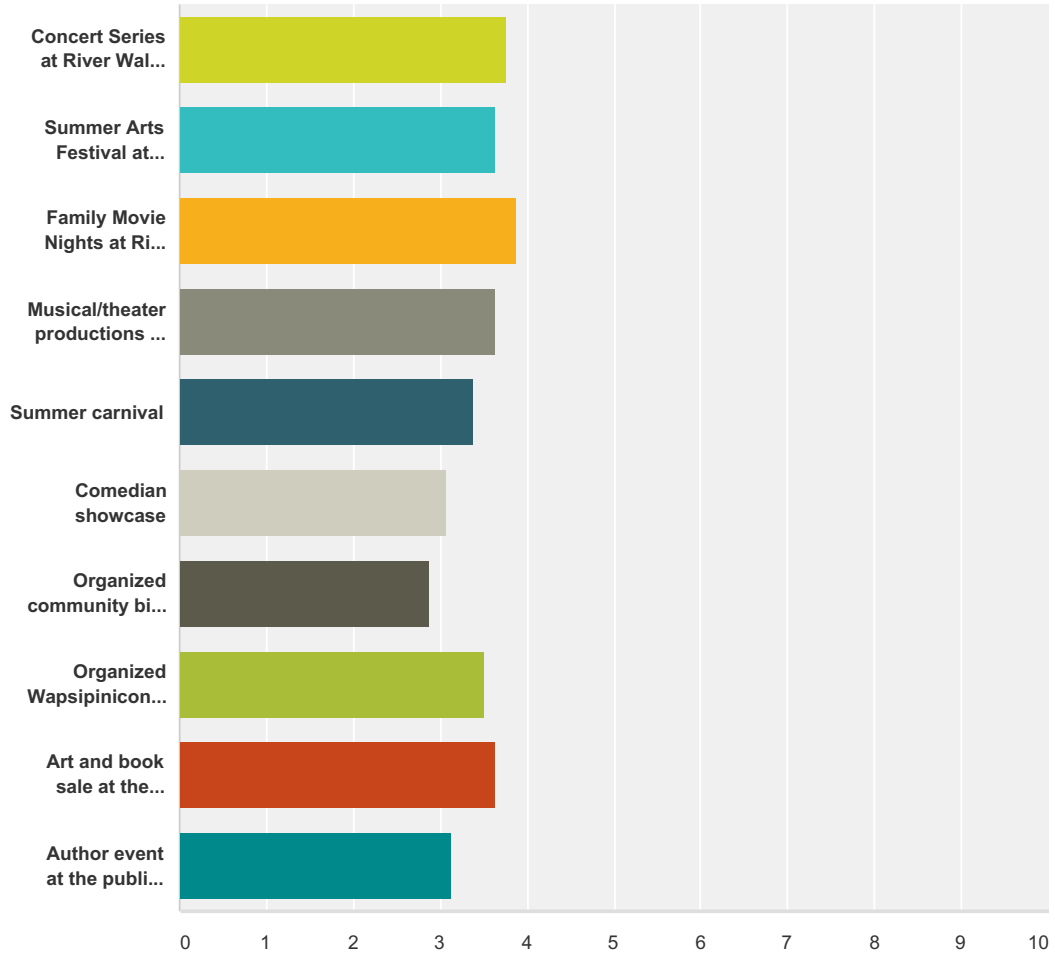


Answer Choices	Responses
Lower prices	43.75% 7
More convenient store hours	37.50% 6
Better shopping selection/variety	68.75% 11
More frequent sales/discounts	25.00% 4
Additional dining options	56.25% 9
More events/entertainment options	56.25% 9
More lodging options	0.00% 0
Other (please specify)	6.25% 1
<b>Total Respondents: 16</b>	

#	Other (please specify)	Date
1	Camping, fishing, kayaking	6/20/2016 10:14 AM

**Q69 If you still resided in Independence and it offered the following arts and entertainment options, how likely would you be to attend? (1 being not at all likely and 5 being extremely likely)**

Answered: 16 Skipped: 178



	1	2	3	4	5	Total	Weighted Average
Concert Series at River Walk Park	12.50% 2	0.00% 0	18.75% 3	37.50% 6	31.25% 5	16	3.75
Summer Arts Festival at River Walk Park	12.50% 2	12.50% 2	6.25% 1	37.50% 6	31.25% 5	16	3.63
Family Movie Nights at River Walk Park	6.25% 1	6.25% 1	12.50% 2	43.75% 7	31.25% 5	16	3.88
Musical/theater productions in the park or event center	18.75% 3	0.00% 0	25.00% 4	12.50% 2	43.75% 7	16	3.63
Summer carnival	18.75% 3	18.75% 3	6.25% 1	18.75% 3	37.50% 6	16	3.38
Comedian showcase	31.25% 5	0.00% 0	31.25% 5	6.25% 1	31.25% 5	16	3.06

## Independence Resident & Visitor Survey

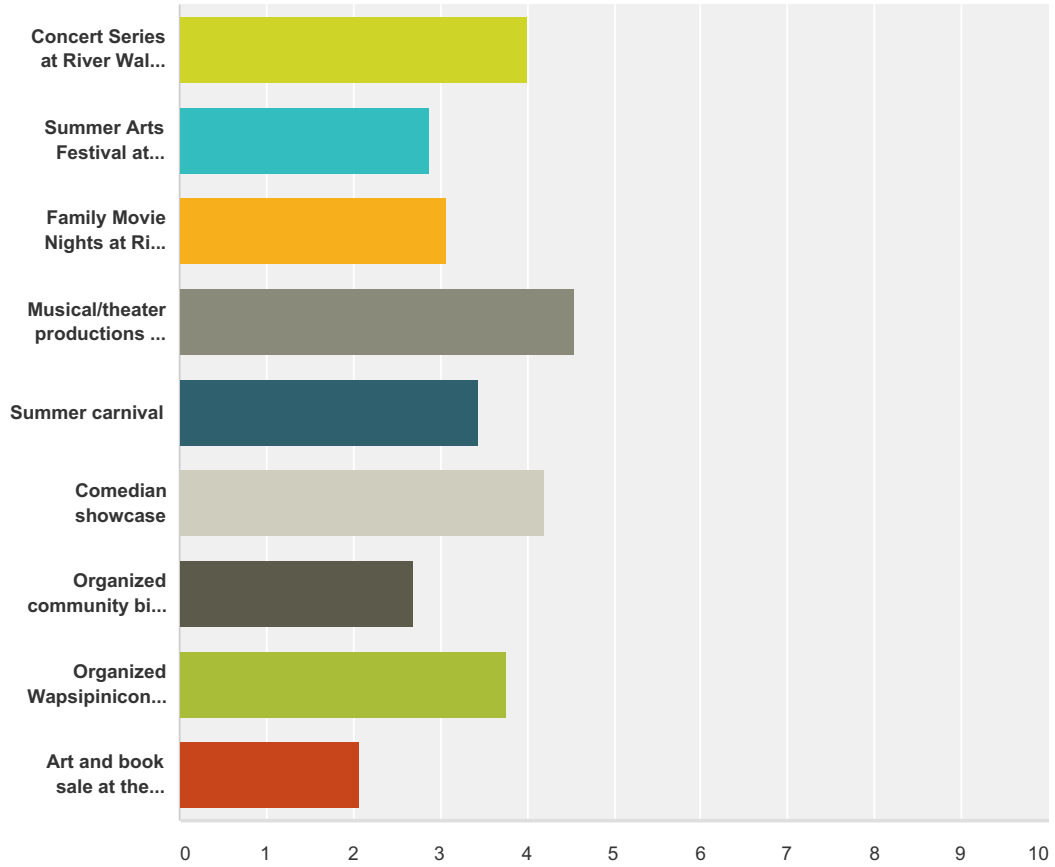
Organized community bike ride	<b>25.00%</b> 4	<b>25.00%</b> 4	<b>6.25%</b> 1	<b>25.00%</b> 4	<b>18.75%</b> 3	16	2.88
Organized Wapsipinicon River activities (e.g. canoeing, tubing)	<b>18.75%</b> 3	<b>12.50%</b> 2	<b>6.25%</b> 1	<b>25.00%</b> 4	<b>37.50%</b> 6	16	3.50
Art and book sale at the Wapsipinicon Mill	<b>6.25%</b> 1	<b>12.50%</b> 2	<b>18.75%</b> 3	<b>37.50%</b> 6	<b>25.00%</b> 4	16	3.63
Author event at the public library	<b>12.50%</b> 2	<b>31.25%</b> 5	<b>18.75%</b> 3	<b>6.25%</b> 1	<b>31.25%</b> 5	16	3.13

#	Comments	Date
1	could have movie night at campground	6/20/2016 10:17 AM



**Q70 If Independence offered the following arts and entertainment options, how much would you have been willing to pay to attend?**

Answered: 16 Skipped: 178



	\$0	\$1	\$3	\$5	\$10	\$15	\$20	Total	Weighted Average
Concert Series at River Walk Park	18.75% 3	6.25% 1	6.25% 1	18.75% 3	31.25% 5	12.50% 2	6.25% 1	16	4.00
Summer Arts Festival at River Walk Park	37.50% 6	0.00% 0	12.50% 2	37.50% 6	12.50% 2	0.00% 0	0.00% 0	16	2.88
Family Movie Nights at River Walk Park	18.75% 3	25.00% 4	6.25% 1	43.75% 7	0.00% 0	0.00% 0	6.25% 1	16	3.06
Musical/theater productions in the park or event center	18.75% 3	0.00% 0	6.25% 1	18.75% 3	18.75% 3	12.50% 2	25.00% 4	16	4.56
Summer carnival	37.50% 6	6.25% 1	6.25% 1	12.50% 2	18.75% 3	0.00% 0	18.75% 3	16	3.44
Comedian showcase	25.00% 4	6.25% 1	6.25% 1	12.50% 2	12.50% 2	12.50% 2	25.00% 4	16	4.19
Organized community bike ride	50.00% 8	12.50% 2	0.00% 0	6.25% 1	25.00% 4	0.00% 0	6.25% 1	16	2.69

## Independence Resident & Visitor Survey

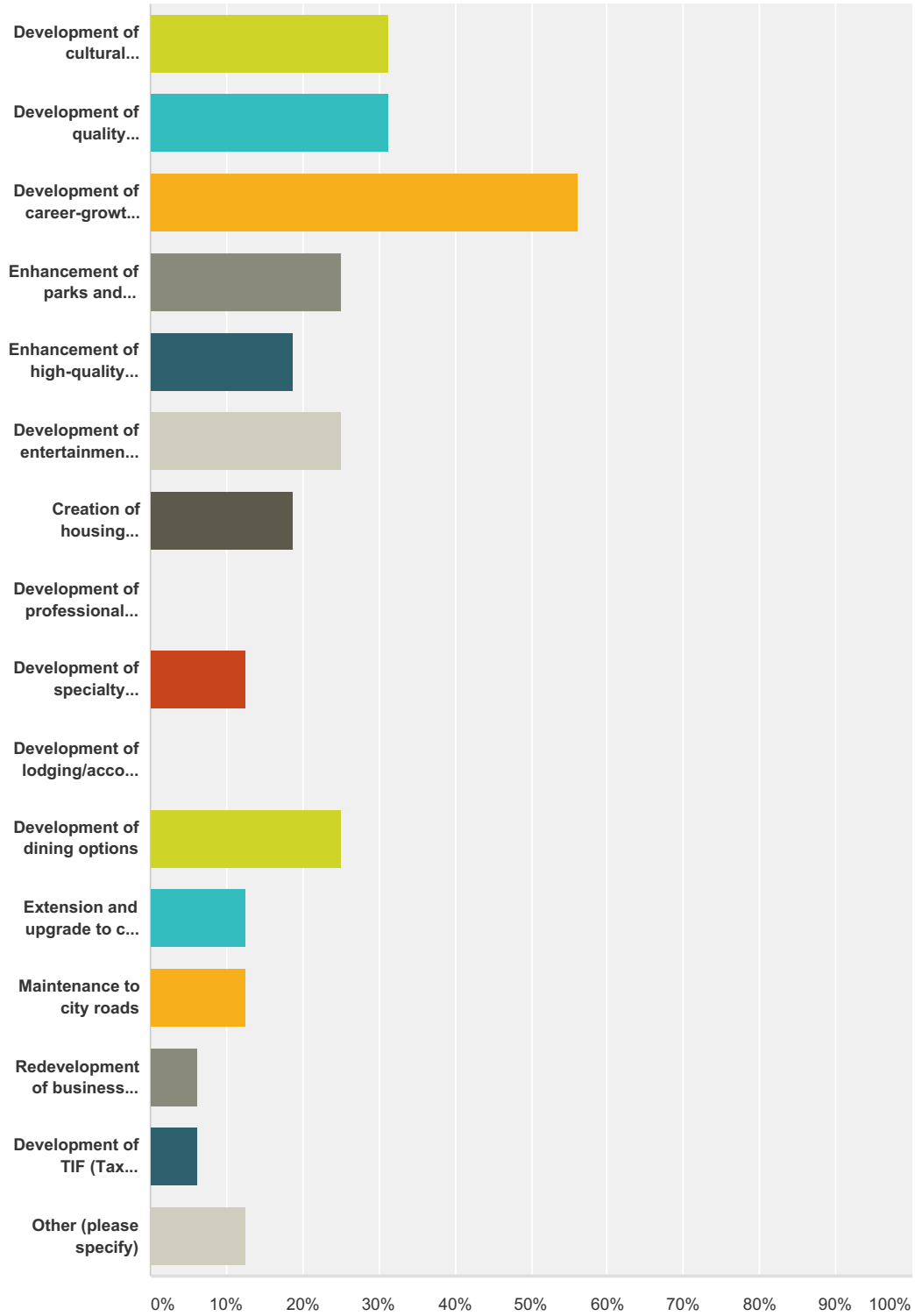
Organized Wapsipinicon River activities (e.g. canoeing, tubing)	<b>31.25%</b> 5	<b>6.25%</b> 1	<b>0.00%</b> 0	<b>18.75%</b> 3	<b>18.75%</b> 3	<b>12.50%</b> 2	<b>12.50%</b> 2	16	3.75
Art and book sale at the Wapsipinicon Mill	<b>56.25%</b> 9	<b>6.25%</b> 1	<b>18.75%</b> 3	<b>12.50%</b> 2	<b>6.25%</b> 1	<b>0.00%</b> 0	<b>0.00%</b> 0	16	2.06

#	Other (please specify)	Date
	There are no responses.	

**Q71 Which of the following, if addressed in the next 2-5 years, do you believe would make the most positive impact on quality of life for current and future citizens of Independence? Please choose up to 3 answers.**

Answered: 16 Skipped: 178

## Independence Resident & Visitor Survey



Answer Choices	Responses
Development of cultural festivities and/or arts offerings	31.25% 5
Development of quality entertainment options	31.25% 5
Development of career-growth opportunities	56.25% 9
Enhancement of parks and recreation opportunities (e.g. bike trails)	25.00% 4

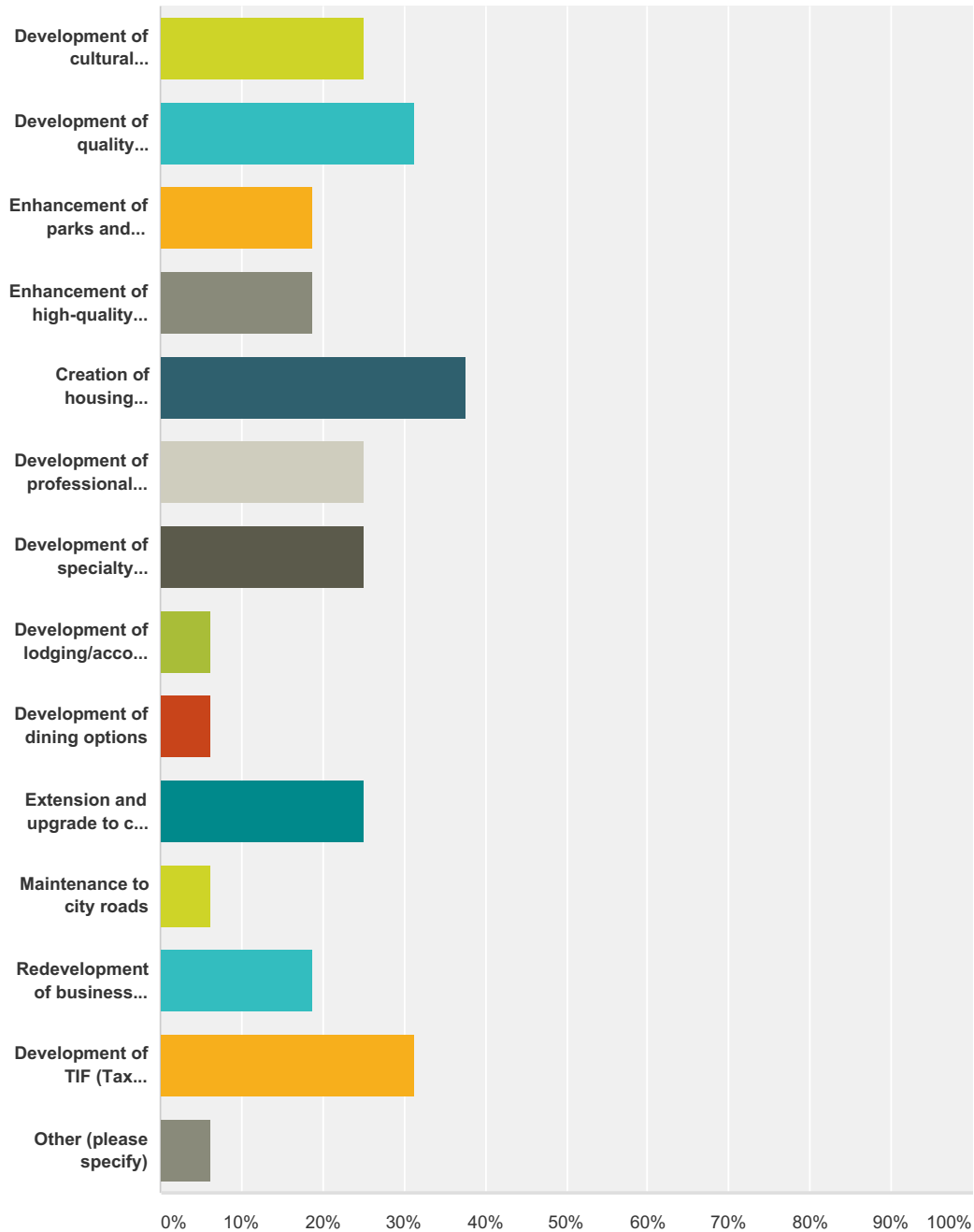
## Independence Resident & Visitor Survey

Enhancement of high-quality education for children	18.75%	3
Development of entertainment for younger residents and teens	25.00%	4
Creation of housing development opportunities	18.75%	3
Development of professional services (e.g. accounting, legal, land survey/mapping, chiropractor, medical)	0.00%	0
Development of specialty shopping (e.g. local stores, boutique shops, antiques, rare items)	12.50%	2
Development of lodging/accommodation options	0.00%	0
Development of dining options	25.00%	4
Extension and upgrade to city utility services	12.50%	2
Maintenance to city roads	12.50%	2
Redevelopment of business park properties	6.25%	1
Development of TIF (Tax Incentive Financing) District for business expansion	6.25%	1
Other (please specify)	12.50%	2
<b>Total Respondents: 16</b>		

#	Other (please specify)	Date
1	better leadership within the police department	6/24/2016 10:29 PM
2	need to add to the campground fishing dock, better sites, improve the lighting and wiring, plant flowering trees and shrubs	6/20/2016 10:24 AM

**Q72 Which of the following, if addressed in the next 2-5 years, do you believe would help drive new business development? Please choose up to 3 answers.**

Answered: 16 Skipped: 178



Answer Choices	Responses
Development of cultural festivities and/or arts offerings	25.00% 4
Development of quality entertainment options	31.25% 5

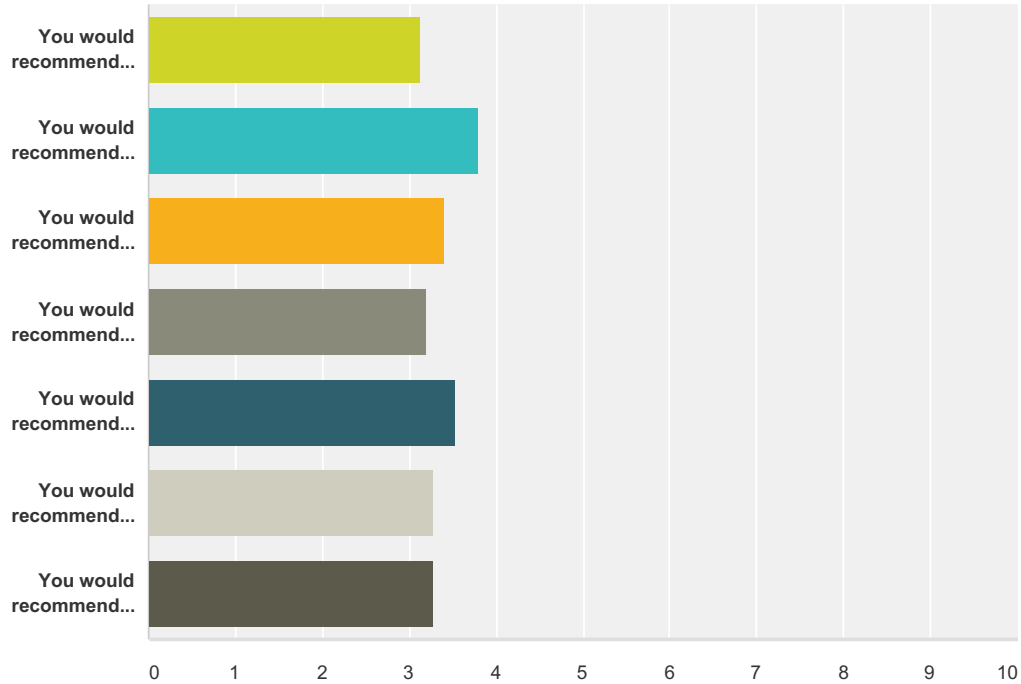
## Independence Resident & Visitor Survey

Enhancement of parks and recreation opportunities (e.g. connecting trails)	18.75%	3
Enhancement of high-quality education for children	18.75%	3
Creation of housing development opportunities	37.50%	6
Development of professional services (e.g. accounting, legal, land survey/ mapping, chiropractor, medical)	25.00%	4
Development of specialty shopping (e.g. local stores, boutique shops, antiques, rare items)	25.00%	4
Development of lodging/accommodation options	6.25%	1
Development of dining options	6.25%	1
Extension and upgrade to city utility services	25.00%	4
Maintenance to city roads	6.25%	1
Redevelopment of business park properties	18.75%	3
Development of TIF (Tax Incentive Financing) District for business industries	31.25%	5
Other (please specify)	6.25%	1
<b>Total Respondents: 16</b>		

#	Other (please specify)	Date
1	medical services top priority in any community, like how the BCHC has upgraded everything in I spot	6/26/2016 10:20 PM

**Q73 What is the likelihood of the following?  
(1 being not at all likely and 5 being extremely likely)**

Answered: 15 Skipped: 179



	1	2	3	4	5	Total	Weighted Average
You would recommend Independence as a place to visit/vacation	6.67% 1	20.00% 3	33.33% 5	33.33% 5	6.67% 1	15	3.13
You would recommend Independence as a place to raise a family	13.33% 2	0.00% 0	20.00% 3	26.67% 4	40.00% 6	15	3.80
You would recommend Independence as a place to work	0.00% 0	13.33% 2	53.33% 8	13.33% 2	20.00% 3	15	3.40
You would recommend Independence as a place to start a new business	6.67% 1	26.67% 4	26.67% 4	20.00% 3	20.00% 3	15	3.20
You would recommend Independence as a place to expand an existing business	6.67% 1	6.67% 1	33.33% 5	33.33% 5	20.00% 3	15	3.53
You would recommend Independence as a place to retire	6.67% 1	26.67% 4	26.67% 4	13.33% 2	26.67% 4	15	3.27
You would recommend Independence as a place to make friends	13.33% 2	6.67% 1	40.00% 6	20.00% 3	20.00% 3	15	3.27

#	Comments	Date
	There are no responses.	



## Independence Resident & Visitor Survey

### Q74 In your own words, what could Independence improve upon to become a better community?

Answered: 15 Skipped: 179

#	Responses	Date
1	N/A	7/6/2016 3:17 PM
2	Bringing in more job opportunities and better housing.	7/6/2016 3:13 PM
3	N/A	7/6/2016 3:01 PM
4	Access to outdoor activities for all. The Wapsipinicon River is key here. Can I rent kayaks or canoes or paddle boards in town? Is the Rivers water quality an issue for its recreational use? Yes, and it needs to be addressed. Is it safe? The lower "beauty dam" is a hazard that should be removed. Is there easy safe access for fishing? The River Walks Park is a start, but is it well connected to other trails, to the Cedar Valley trail? to Fontana? Trees downtown would be nice. Look at downtown Cedar Falls for guidance in this. There is plenty of parking behind the businesses, so would not have to be just on the main street. Are there places to sit? Are there bike racks? Is there shade?	7/6/2016 2:29 PM
5	Beautify the downtown main street and continue to look for opportunities to associate with the river. Very few communities have such a unique and beautiful setting.	6/27/2016 8:09 PM
6	like all communities, get rid of the favorites in any business, store, school, everywhere, not fair for the little guy	6/26/2016 10:22 PM
7	City needs more culture. And more incentives to keep young adults in town. More job opportunities. More things to do on the weekend. And more housing options. Kids aren't ready to buy homes right out of college. There needs to be more mid-range apartments/town homes for rent.	6/26/2016 9:05 AM
8	More advertisement and things to do besides going to bars	6/25/2016 9:12 AM
9	improve the imagine of the local police department. I'm not sure how that can be done, maybe have officers walk the downtown area and make contact with people. In other words, get out of the car. spend some time in the parks went people are using it. Maybe talk to us? How about spending some time in Walmart near the entrance greeting the public when they come in. Did I mention, get out of the car?	6/24/2016 10:36 PM
10	Get rid of outspoken negative residents	6/22/2016 11:25 PM
11	Better bike trails and paths that would connect all four quadrants of the city.	6/22/2016 11:54 AM
12	There are many things our community should try to work on as a whole instead of select groups trying to pull the weight for all.	6/22/2016 11:33 AM
13	Road coming off 150 by campground big holes, upgrade wiring and lighting in campground, do something with riverbank so it don't grow up in weeds, could use a dock or benches to fish off of on campground side. Screen in Pavillion so people can play cards or have a gathering without bugs	6/20/2016 12:36 PM
14	The right business opportunities along with good planning and more input from its residents. The city council can't be so cheap as they have been in the past and they need to have more of a social media presents to have interaction with citizens.	6/20/2016 7:06 AM
15	better law enforcement.	6/19/2016 11:24 PM

## Independence Resident & Visitor Survey

### Q75 What was your favorite thing to do in Independence?

Answered: 15 Skipped: 179

#	Responses	Date
1	Meet friends	7/6/2016 3:17 PM
2	Going to the races and playing pool with my friends of MANY years	7/6/2016 3:14 PM
3	City pool!	7/6/2016 3:02 PM
4	Spend time at the library or visiting friends for coffee downtown.	7/6/2016 2:30 PM
5	River activities - boating, skiing, canoeing, ice skating, snowmobiling	6/27/2016 8:12 PM
6	Grandma Debbies, Lucky Buffet and Goodwill.....we from out of town take everything to GW or Grma Debbies, always greeting with a smile and helpful	6/26/2016 10:23 PM
7	4th of July celebration was always well done. I also enjoyed the trail expansion in my last years there. It was nice to be able to run/walk outside at any time of the day without the fears one gets used to in a bigger city.	6/26/2016 9:07 AM
8	River raft on Wapsie	6/25/2016 9:12 AM
9	visiting the library, love it! It lowers my blood pressure. Also the library sets up some great programs/classes in the community room.	6/24/2016 10:38 PM
10	Friday night football	6/22/2016 11:26 PM
11	Back when we live there going to church was.	6/22/2016 11:55 AM
12	Friday Night Live	6/22/2016 11:33 AM
13	Roller skating, going to the Que.	6/20/2016 12:37 PM
14	Be with friends and family.	6/20/2016 7:06 AM
15	visit the library. The staff there is great! They are so helpful! Many fun things to do at the library and then there are the adult classes to attend.	6/19/2016 11:28 PM

## Independence Resident & Visitor Survey

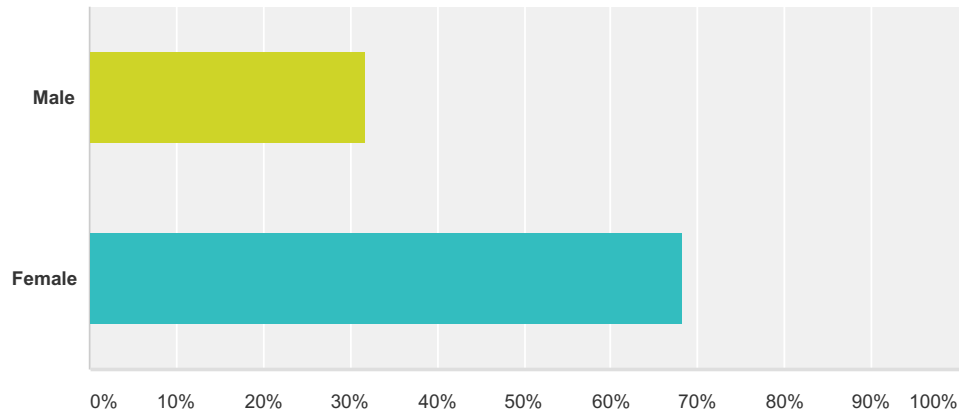
### Q76 Please provide any additional thoughts or feelings you have about Independence.

Answered: 13 Skipped: 181

#	Responses	Date
1	At some things Independence needs to know that it's a smaller community. Not to try to make it like it's a major city. If these people want a major city move to one	7/6/2016 3:18 PM
2	It's great.	7/6/2016 3:02 PM
3	I wish you luck. Look to partners in the county and surrounding area; promote and support them- partners such as Buchanan County Conservation, Cedar Rock, and the smaller communities. In truth you're all in it together, make Independence the hub of this greater area. No one goes it alone and makes it.	7/6/2016 2:34 PM
4	Great school district. Make the downtown a priority- don't let shopping malls on the outskirts of town to kill the downtown. Develop beautiful entrances for each highway entrance N, S, E, W. Being at the crossroads of two highways is a great opportunity - how can you capitalize on that? Study other beautiful cities, such as Galena IL and Spencer, IA (I believe that's the community in N Iowa I have seen that is beautiful.)	6/27/2016 8:24 PM
5	don't visit too often, maybe once a month	6/26/2016 10:24 PM
6	Really not a bad town. Just a little small/bland for 18-30 demo without kids.	6/26/2016 9:10 AM
7	Needs more things down town and maybe spruced up	6/25/2016 9:13 AM
8	?	6/24/2016 10:39 PM
9	Nice town, nice people. Just need higher paying jobs. More opportunity.	6/22/2016 11:56 AM
10	As a resident of Rowley but a business owner in Independence I am excited to see the downtown area to thrive and grow.	6/22/2016 11:34 AM
11	Try to get some specialty stores with better clothing, sports equipment.	6/20/2016 12:39 PM
12	Won't move back unless there are additional career opportunities for me to access, that becomes the bottom line.	6/20/2016 7:07 AM
13	I would rather avoid Independence.	6/19/2016 11:29 PM

### Q77 Please select your gender.

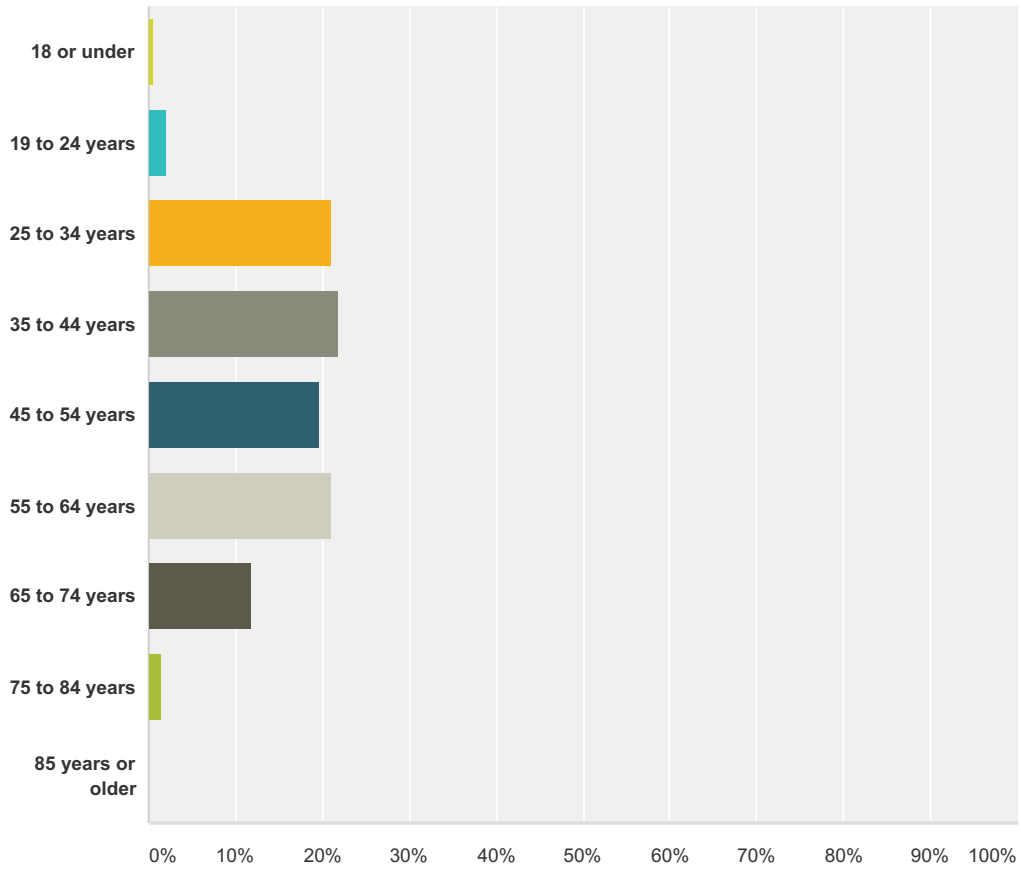
Answered: 142 Skipped: 52



Answer Choices	Responses
Male	31.69% 45
Female	68.31% 97
<b>Total</b>	<b>142</b>

**Q78 Please select your age range:**

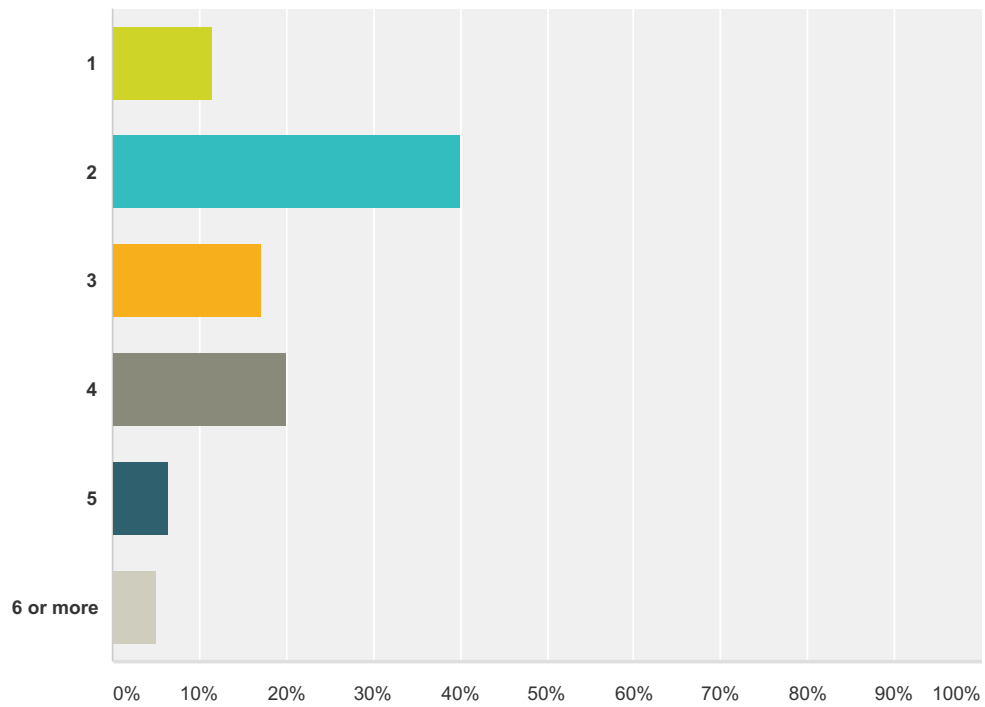
Answered: 142 Skipped: 52



Answer Choices	Responses	
18 or under	0.70%	1
19 to 24 years	2.11%	3
25 to 34 years	21.13%	30
35 to 44 years	21.83%	31
45 to 54 years	19.72%	28
55 to 64 years	21.13%	30
65 to 74 years	11.97%	17
75 to 84 years	1.41%	2
85 years or older	0.00%	0
<b>Total</b>		<b>142</b>

### Q79 How many people currently live in your household?

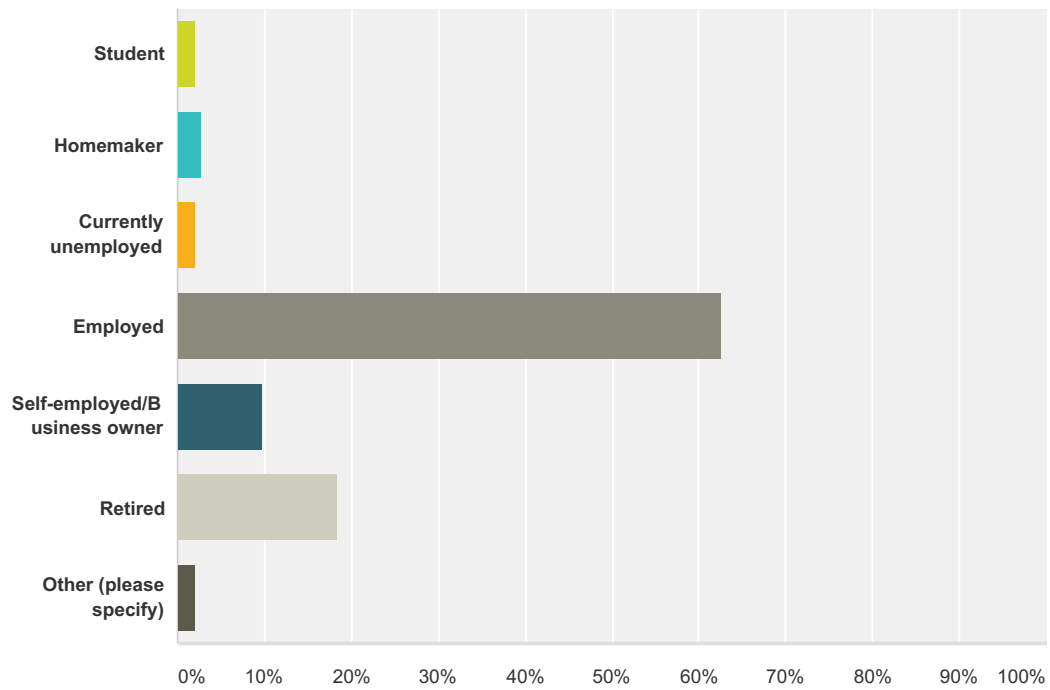
Answered: 140 Skipped: 54



Answer Choices	Responses	
1	11.43%	16
2	40.00%	56
3	17.14%	24
4	20.00%	28
5	6.43%	9
6 or more	5.00%	7
<b>Total</b>		<b>140</b>

### Q80 What best describes your current employment status?

Answered: 142 Skipped: 52

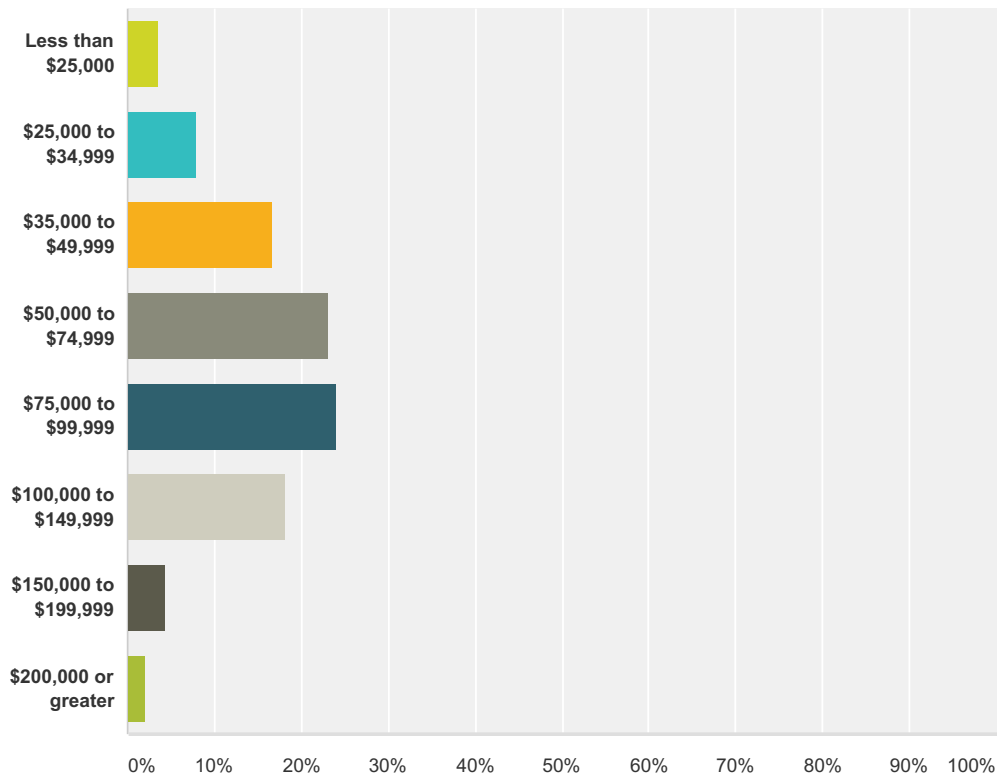


Answer Choices	Responses
Student	2.11% 3
Homemaker	2.82% 4
Currently unemployed	2.11% 3
Employed	62.68% 89
Self-employed/Business owner	9.86% 14
Retired	18.31% 26
Other (please specify)	2.11% 3
<b>Total</b>	<b>142</b>

#	Other (please specify)	Date
1	Seasonal employee currently	7/8/2016 12:22 PM
2	employed here in town and business owner	6/23/2016 7:06 AM
3	retired/part-time	6/15/2016 11:40 PM

### Q81 What is your total gross annual household income?

Answered: 138 Skipped: 56



Answer Choices	Responses
Less than \$25,000	3.62% 5
\$25,000 to \$34,999	7.97% 11
\$35,000 to \$49,999	16.67% 23
\$50,000 to \$74,999	23.19% 32
\$75,000 to \$99,999	23.91% 33
\$100,000 to \$149,999	18.12% 25
\$150,000 to \$199,999	4.35% 6
\$200,000 or greater	2.17% 3
<b>Total</b>	<b>138</b>