

By Patricia Martin
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american life & culture survey

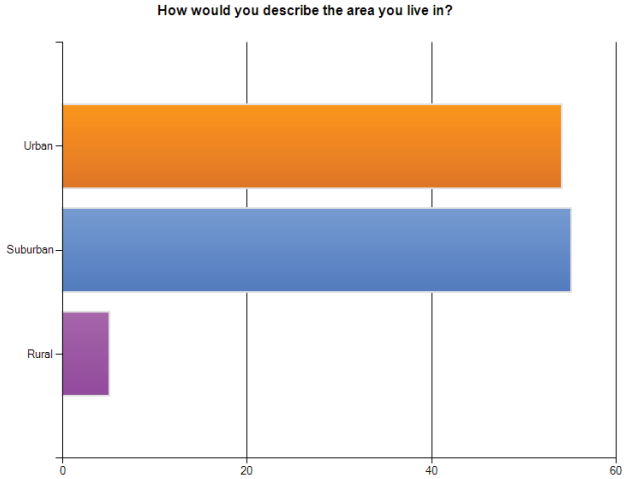
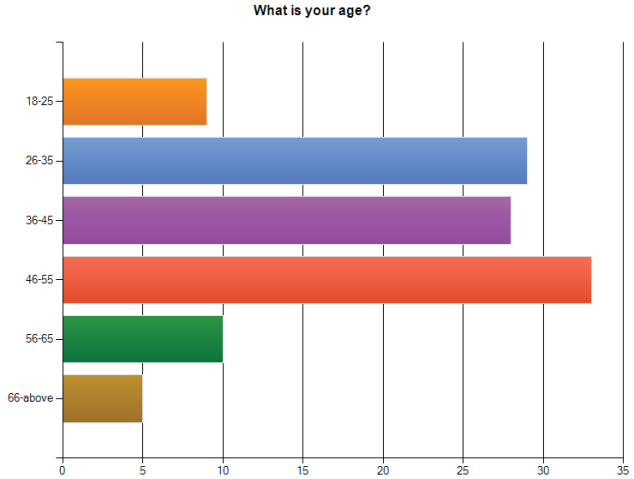
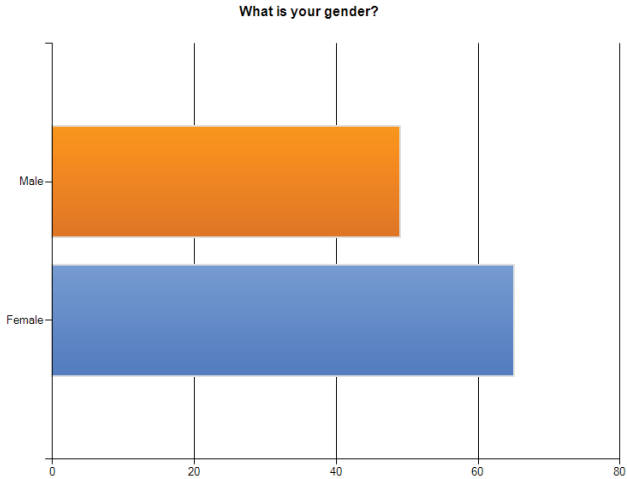
State Addendum: Iowa

Survey Highlights

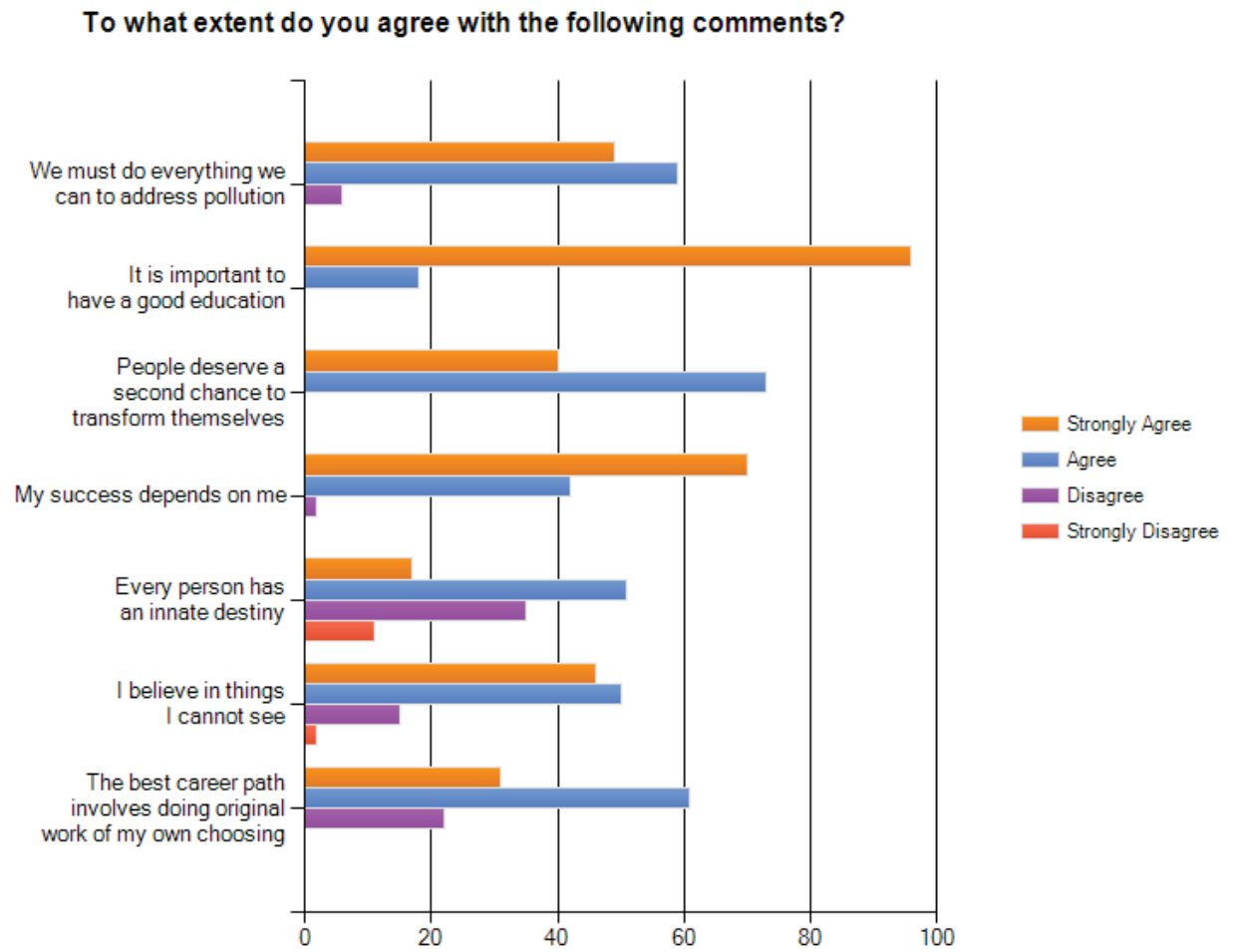
- The majority of respondents were female, age 26-55, and 95% live equally in urban and suburban areas.
- Personal Values: The majority strongly agree that it is important to have a good education (84.2%) and that success depends on oneself (61.4%).
- American Life: 60.9% agree individuals can succeed through hard work and striving, 58.3% agree a free-market economy keeps America competitive, and 58.2% agree it is important to love your work.
- Personal Statements: Over 60% frequently vote in national and local elections, recycle, use the Internet for more than one hour each day, and feel a sense of fulfillment when sharing original ideas.
- Amenities and Experiences: The majority of the respondents have access to and take advantage of all the amenities and experiences available to them, with the exception of year-round farmer's markets which are not available but desired by 45.8%.
- Budget: When balancing their budget, 73.6% are willing to pay for cable television, followed closely by books or magazines, live theater, and renting a movie.
- Free Events and Experiences: The majority of respondents frequently or sometimes take advantage of free events and experiences, with the exception of film festivals (rarely) and online games (never).
- Organizations: 96.2% agree or strongly agree that arts and cultural organizations help keep the local economy strong.
- Tax Dollars: Public education (81.9%) ranked first as most deserving of tax dollars.

Survey Results

Demographics

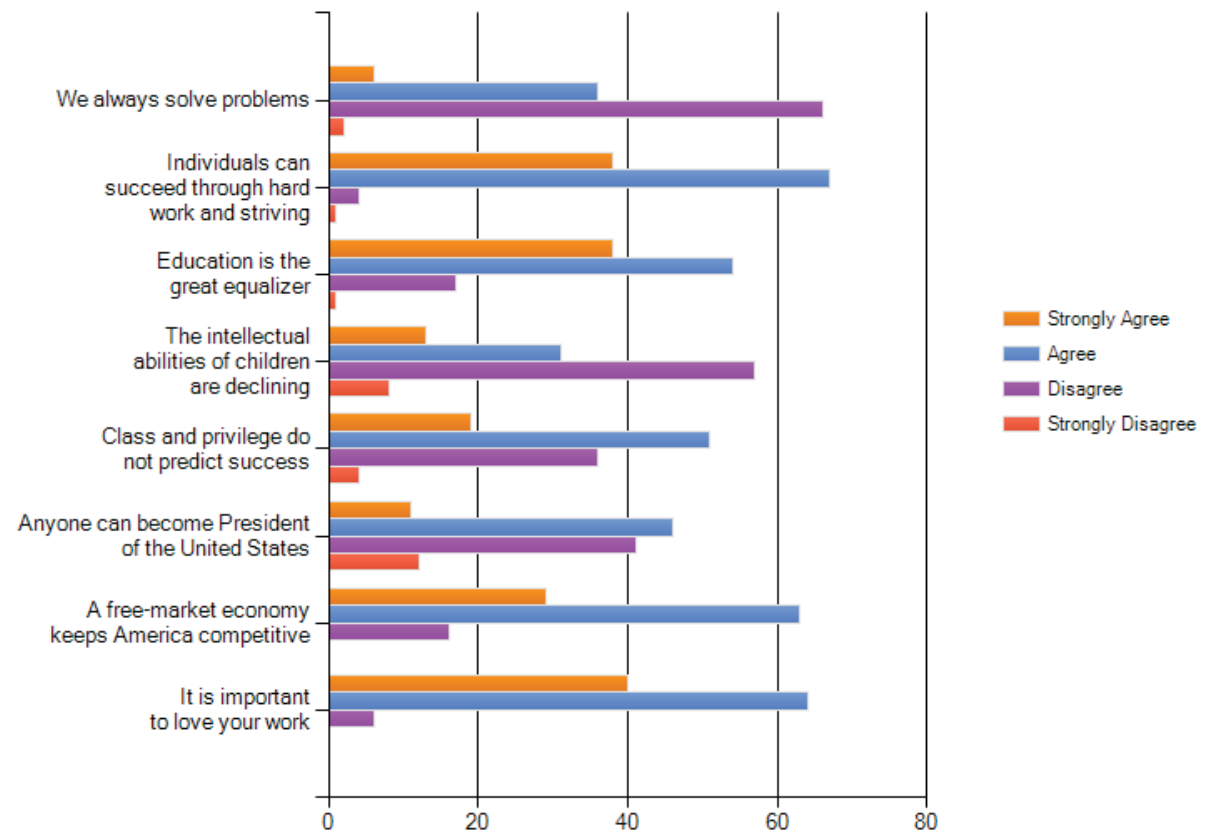


Personal Values



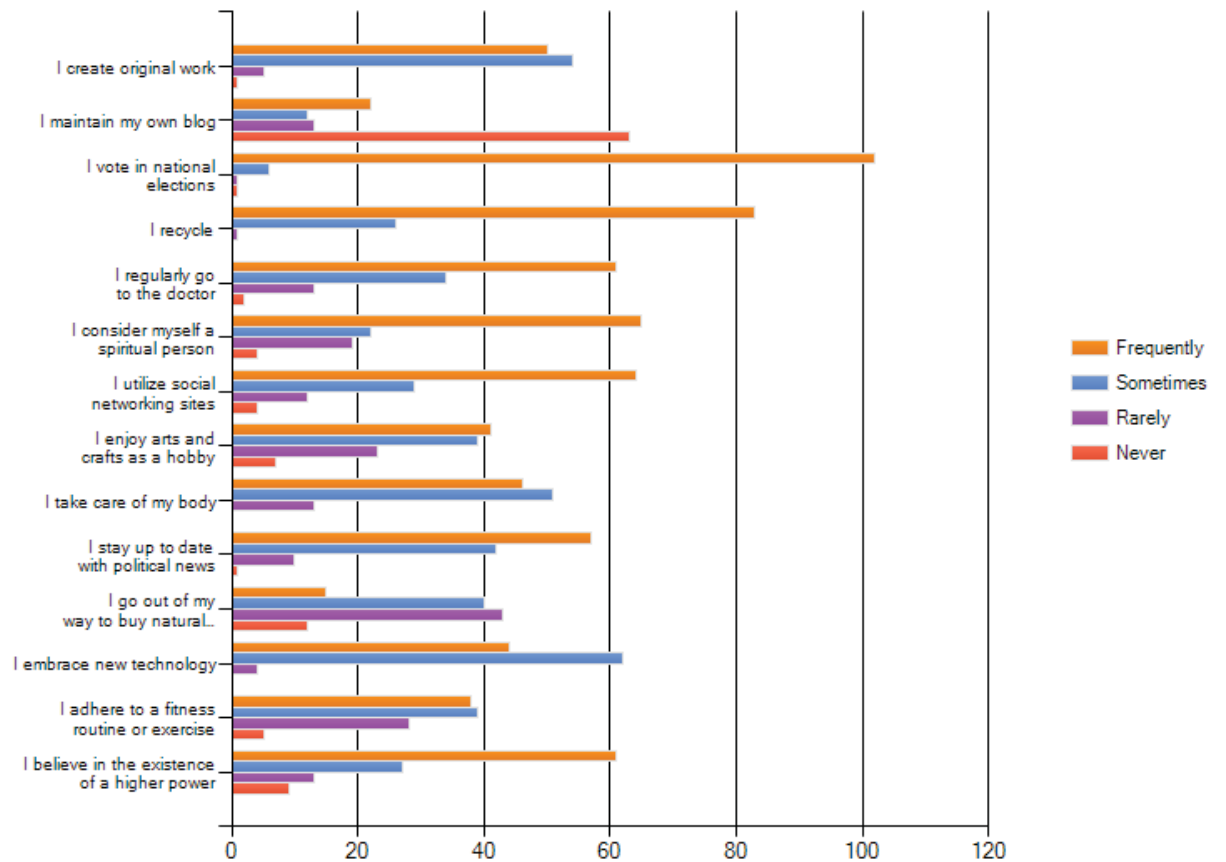
American Life

To what extent do you agree with the following statements about American life?



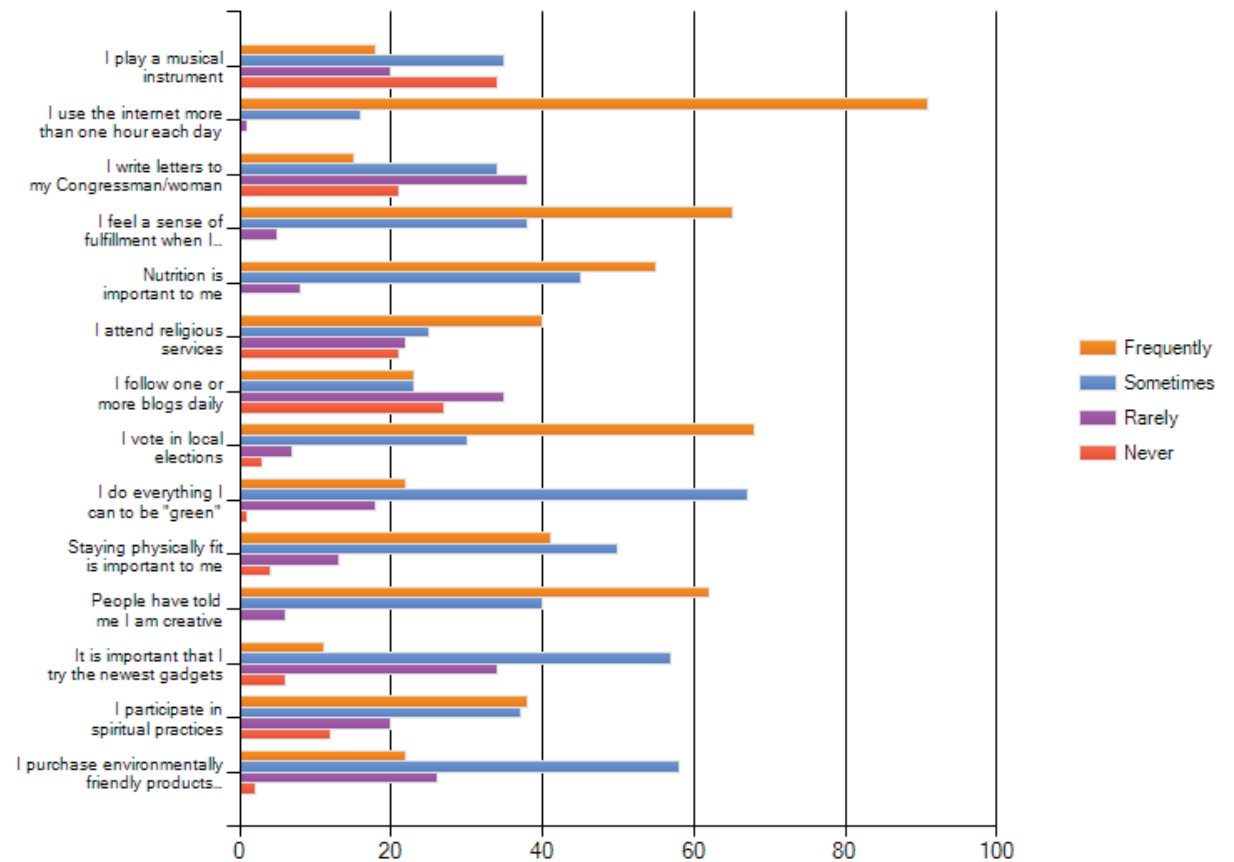
Personal Statements

Please describe how frequently these statements can be applied to you



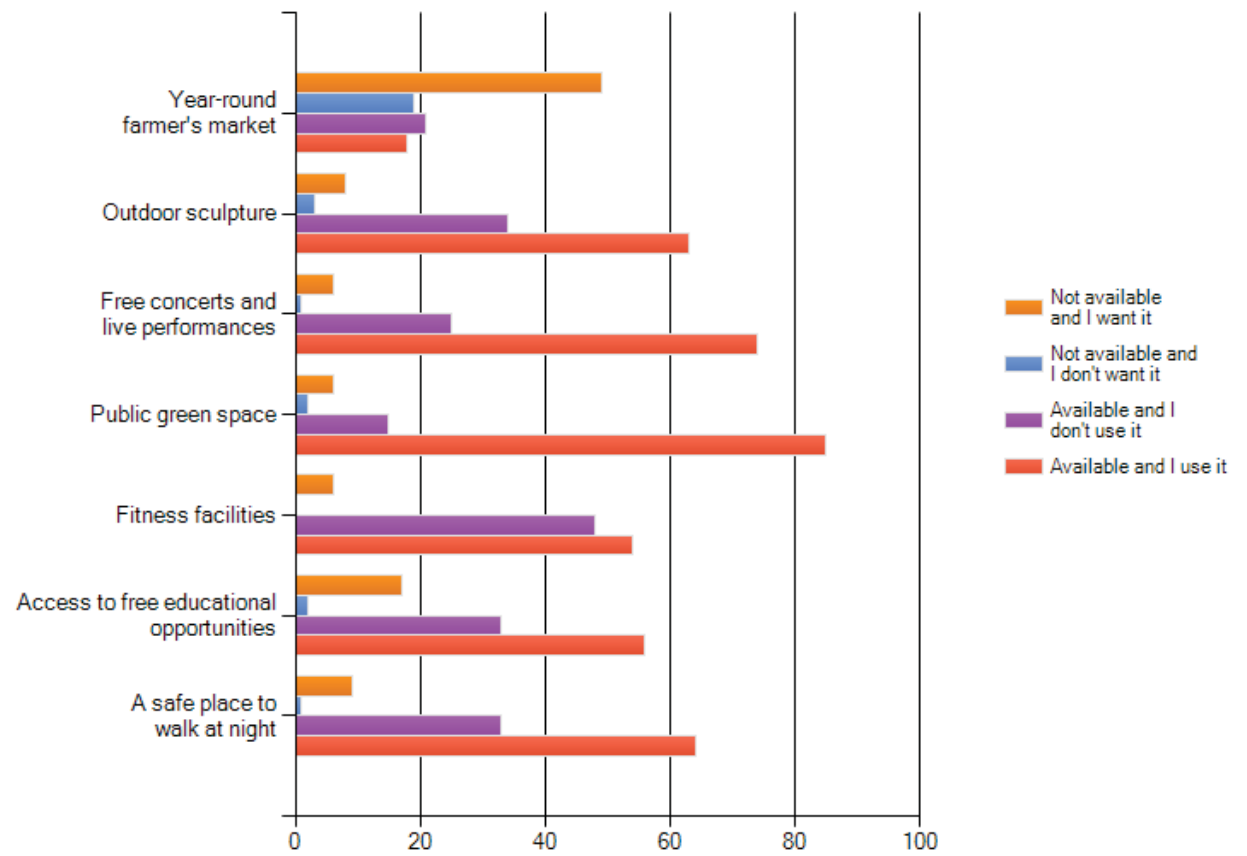
Personal Statements

Please describe how frequently these statements can be applied to you:



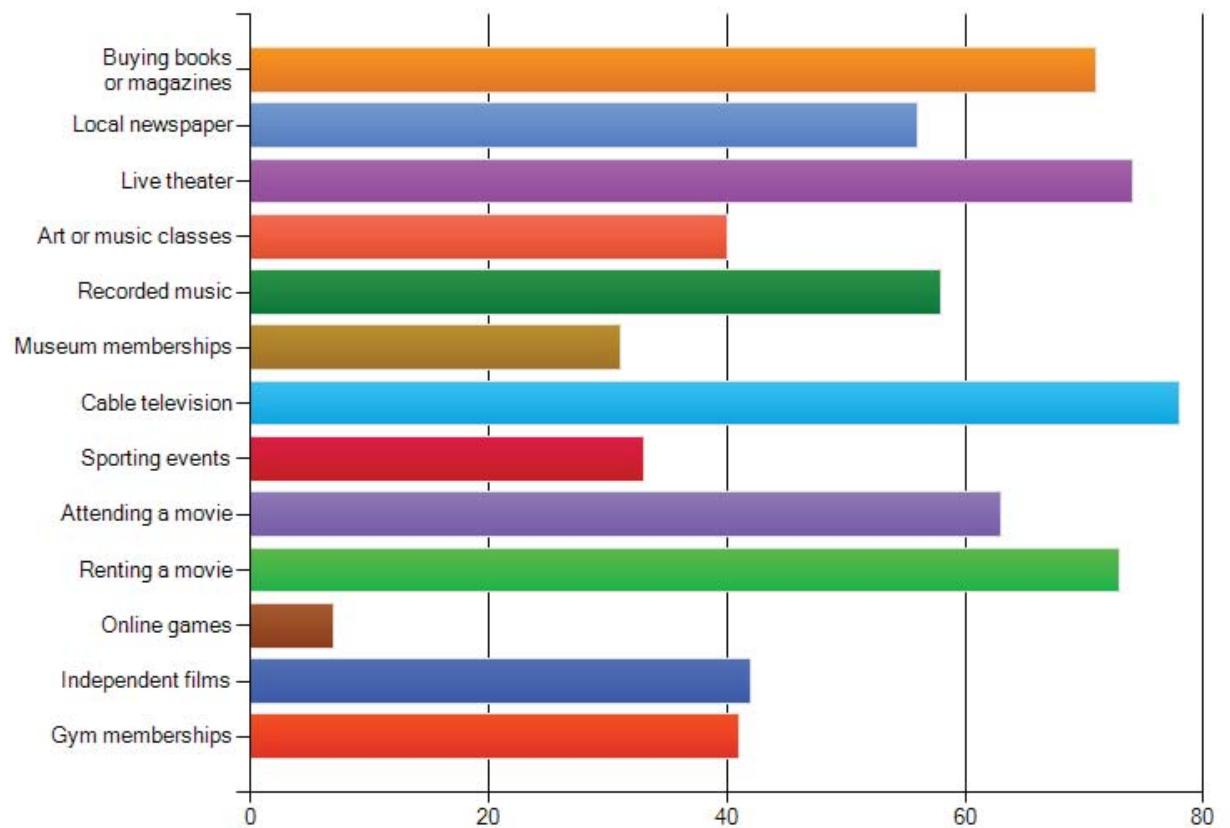
Amenities and Experiences

Which of the following amenities and experiences are available and valued by you?

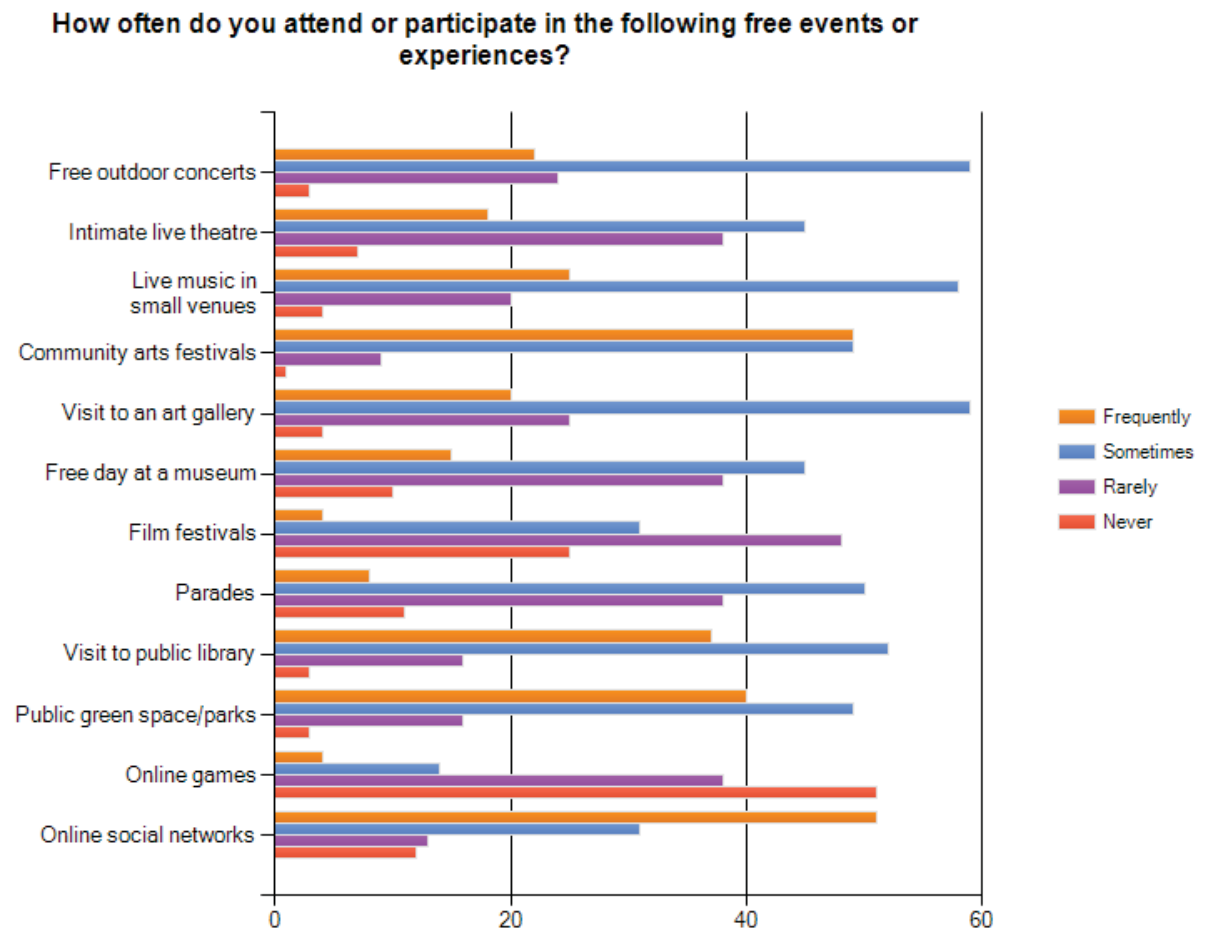


Budget

**When balancing your budget, which of the following are you still willing to pay for?
(Choose all that apply)**

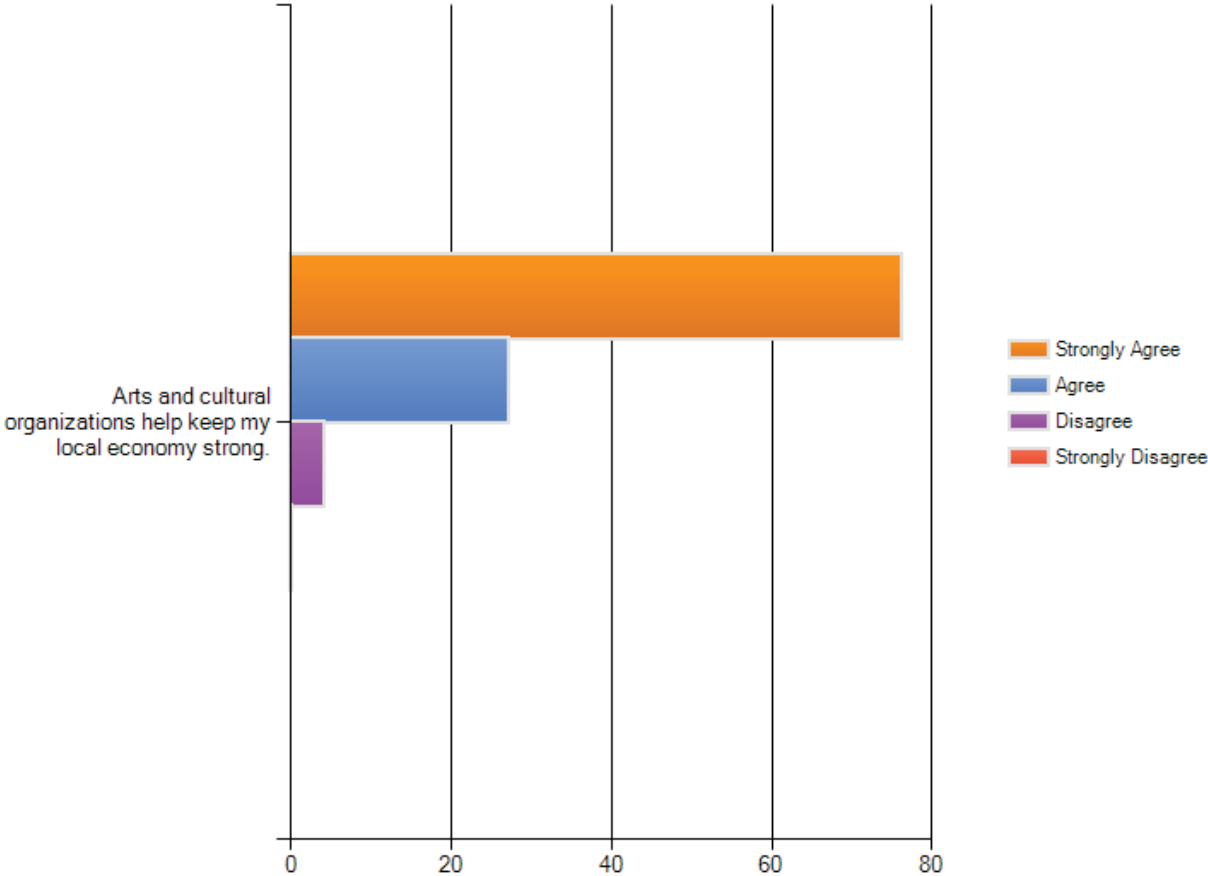


Free Events and Experiences



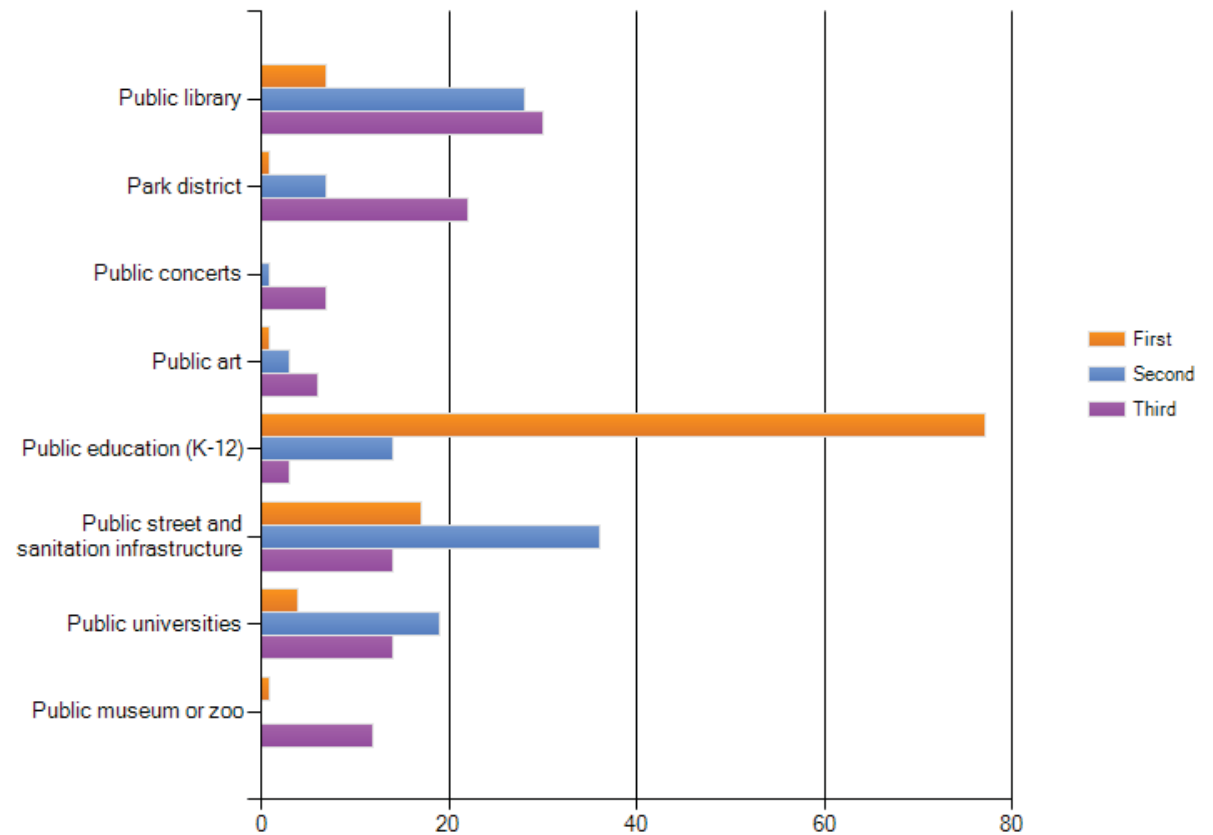
Organizations

To what extent do you agree with the following statement?



Tax Dollars

In your community, which amenities do you feel are most deserving of your tax dollars? Please rank your top three choices.



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