

Historic Valley Junction Consumer Survey Market Study & Strategies Project

639 Total Responses

June 2023

Q1: Where do you live?


Answered: 639 Skipped: 0

ANSWER CHOICES	RESPONSES	
I live in Valley Junction	19.09%	122
I do not live in Valley Junction, but I am a West Des Moines city resident	41.47%	265
I am not a West Des Moines city resident, but I live in the Des Moines Metro area	30.83%	197
I live outside the Des Moines Metro area	8.61%	55
TOTAL		639

Q2: Do you work in Valley Junction?




Answered: 638 Skipped: 1

ANSWER CHOICES	RESPONSES	
Yes	12.54%	80
No	84.33%	538
I work remotely from Valley Junction	3.13%	20
TOTAL		638



Q3: For which of the following activities or purposes have you visited Valley Junction within the past year? (select all that apply)

Answered: 637 Skipped: 2

ANSWER CHOICES	RESPONSES	
Work	18.97%	121
Dining	 88.40%	564
Shopping	89.97%	574
Drinking	54.23%	346
Festivals/Special Events	 77.43%	494
Banking/Financial Services	9.25%	59
Office Visit	3.92%	25
Personal Services	12.70%	81
City Services	11.29%	72
Educational Classes	4.39%	28
Recreation	23.67%	151
Religious	0.78%	5
Arts & Culture	 43.42%	277
None	0.47%	3
TOTAL		2800

Q4: What is the name of the Valley Junction business or place that you visit most frequently? (Please enter just one business or place, NOT your place of employment).

Answered : 587 Skipped: 52

G Mig's	56
Bing's	40
Cooper's	35
Tavern	34
MoMere	32
St. Kilda's	31
Hinge	28
The Winchester	27
Farmer's Market	19
Reading in Public	19
Bix & Co.	15
Cindy's	15

Q5: How often do you visit Valley Junction to do errands or for office and service-related purposes? (Examples: library, city hall, post office, salon/barbershop, dentist, doctor, chiropractor, attorney, accountant, dry cleaning, auto repair, etc.)


Answered: 635 Skipped: 4

ANSWER CHOICES	RESPONSES	
Daily	2.52%	16
1 or 2 times a week	14.65%	93
Once or twice a month	24.25%	154
A few times a year	24.57%	156
Seldom or never	34.02%	216
TOTAL		635

Q6: How often do you visit Valley Junction for eating, drinking or entertainment?

Answered: 634 Skipped: 5


ANSWER CHOICES	RESPONSES	
Daily	0.79%	5
1 or 2 times a week	19.72%	125
Once or twice a month	43.38%	275
A few times a year	29.81%	189
Seldom or never	6.31%	40
TOTAL		634



Q7: How often do you shop in Valley Junction?

Answered: 636 Skipped: 3

ANSWER CHOICES	RESPONSES	
Daily	0.31%	2
1 or 2 times a week	8.65%	55
Once or twice a month	39.94%	254
A few times a year	44.97%	286
Seldom or never	6.13%	39
TOTAL		636



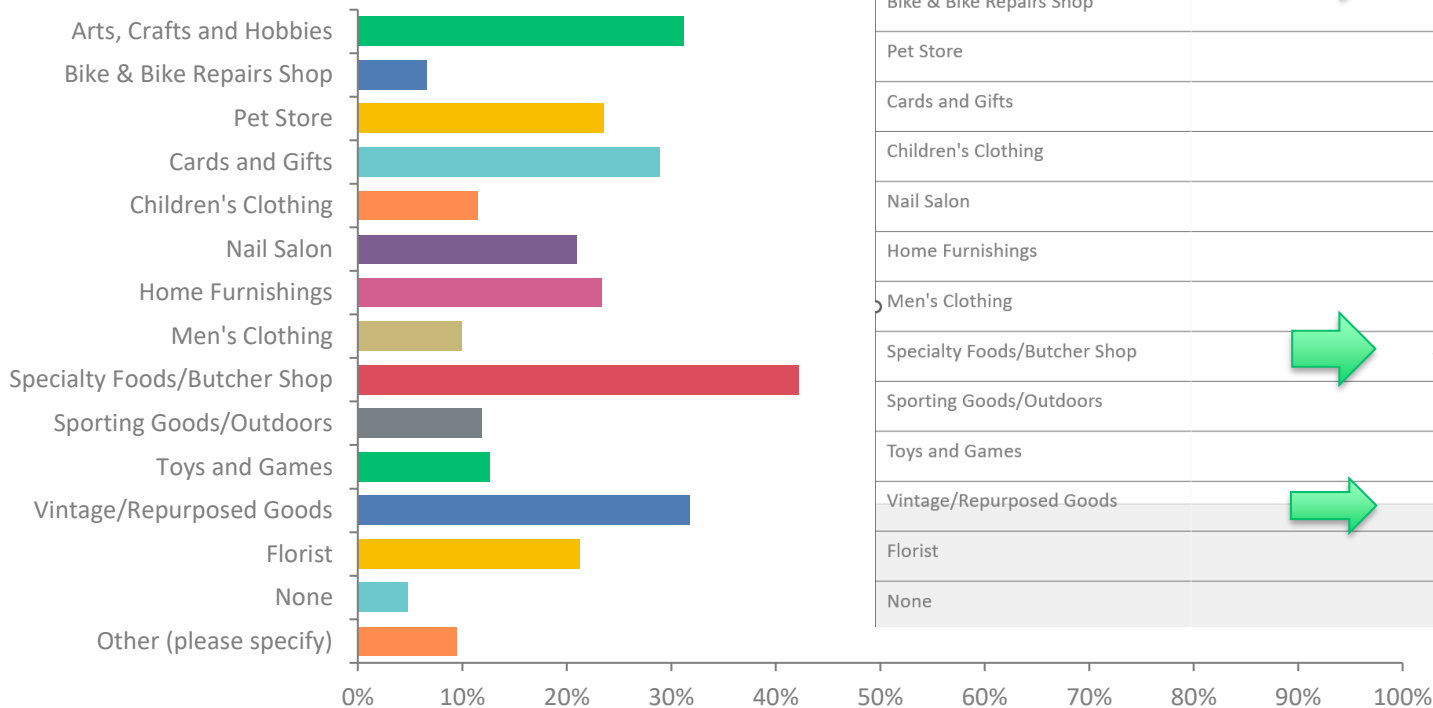
Q8: Which of the following types of eating, drinking or entertainment establishments would make you visit Valley Junction more often? (Select up to three)

Answered: 634 Skipped: 5

ANSWER CHOICES	RESPONSES	
Ethnic Restaurant	25.08%	159
Bakery	41.80%	265
Breakfast/Brunch Restaurant	43.38%	275
Brewery or Brewpub	27.44%	174
Wine Bar	22.56%	143
Seafood/Sushi	20.66%	131
Coffee Shop	33.44%	212
Deli/Sandwich Shop	31.39%	199
Healthy Menu Eatery	20.82%	132
Ice Cream & Sweets Shop	26.03%	165
Italian/Brick Oven Pizza	26.50%	168
Live Music Venue	38.80%	246
Steakhouse	17.19%	109
None	1.74%	11
Other (please specify)	8.68%	55
TOTAL		2444

Q9: Which of the following types of retail establishments would make you visit Valley Junction more often? (select up to three)

Answered: 626 Skipped: 13



ANSWER CHOICES	RESPONSES
Arts, Crafts and Hobbies	31.15% 195
Bike & Bike Repairs Shop	6.55% 41
Pet Store	23.48% 147
Cards and Gifts	28.91% 181
Children's Clothing	11.50% 72
Nail Salon	20.93% 131
Home Furnishings	23.32% 146
Men's Clothing	9.90% 62
Specialty Foods/Butcher Shop	42.17% 264
Sporting Goods/Outdoors	11.82% 74
Toys and Games	12.62% 79
Vintage/Repurposed Goods	31.79% 199
Florist	21.25% 133
None	4.79% 30

Q10: What type(s) of products have you purchased on the Internet or left Valley Junction to purchase within the within the last twelve months? (select all that apply)

Answered: 610 Skipped: 29

ANSWER CHOICES	RESPONSES	
Beauty Supplies	35.25%	215
Books	31.80%	194
Children's Clothing	18.52%	113
Electronics	25.25%	154
Flowers	23.77%	145
Gifts	41.48%	253
Hobbies and Crafts	26.72%	163
Home Furnishings	33.77%	206
Jewelry	21.15%	129
Men's Clothing	21.64%	132
Pharmacy	26.07%	159
Specialty Foods	27.21%	166
Sporting Goods	17.70%	108
Women's Clothing	49.84%	304
None	14.75%	90
Other (please specify)	4.92%	30

Q11: Of the following, which two (2) media sources do you most rely on for Valley Junction neighborhood news and information?

Answered: 629 Skipped: 10

ANSWER CHOICES	RESPONSES	
Local Newspaper	6.68%	42
City View Magazine	8.90%	56
Television	11.45%	72
Radio	6.52%	41
Internet Website(s)	32.91%	207
Email or News Feeds	32.43%	204
Social Media (Facebook, Twitter, etc.)	85.37%	537
None	2.54%	16
Other (please specify)	4.45%	28
TOTAL		1203

Q12: Which of the following social media networks or online applications do you regularly use? (select all that apply)

Answered: 634 Skipped: 5

ANSWER CHOICES	RESPONSES	
Facebook	88.01%	558
Etsy	16.88%	107
TikTok	20.50%	130
Instagram	57.41%	364
LinkedIn	17.35%	110
Pinterest	20.66%	131
Snapchat	19.72%	125
Twitter	15.93%	101
Yelp	3.94%	25
YouTube	25.87%	164
None	2.05%	13
Other (please specify)	3.31%	21
TOTAL		1849

Q13: Using a scale from 1 (Completely Disagree) to 5 (Completely Agree), please indicate your level of agreement with the following statements about Valley Junction:

Answered: 635
Skipped: 4

	(1) COMPLE TELY DISAGRE E	(2) SOM EWHAT DISAGRE E	(3) NEUT RAL	(4) SOM EWHAT AGREE	(5) COM PLETELY AGREE	TOTAL	WEIGHTE D AVERAGE
Things for many age groups.	1.27% 8	9.65% 61	16.14% 102	46.52% 294	26.42% 167	632	3.87
Clean and inviting.	0.79% 5	1.90% 12	4.27% 27	31.44% 199	61.61% 390	633	4.51
Positive image to visitors.	0.63% 4	1.43% 9	5.07% 32	30.11% 190	62.76% 396	631	4.53
Pedestrian-friendly.	0.47% 3	3.00% 19	6.94% 44	32.65% 207	56.94% 361	634	4.43
Bicycle-friendly.	1.76% 11	11.34% 71	42.49% 266	25.56% 160	18.85% 118	626	3.48
I tell family to shop in Valley	2.06% 13	5.24% 33	13.33% 84	28.25% 178	51.11% 322	630	4.21

Q13: Using a scale from 1 (Completely Disagree) to 5 (Completely Agree), please indicate your level of agreement with the following statements about Valley Junction:

Answered: 635 Skipped: 4

I feel safe in Valley Junction, even at night.	1.11% 7	2.07% 13	12.88% 81	25.28% 159	58.66% 369	629	4.38
Special events create vibrancy in Valley Junction.	0.79% 5	1.42% 9	4.89% 31	17.67% 112	75.24% 477	634	4.65
Customer service is exceptional in Valley Junction	0.63% 4	2.22% 14	19.49% 123	32.17% 203	45.48% 287	631	4.20
Valley Junction is a good investment.	1.57% 10	0.94% 6	10.55% 67	17.95% 114	68.98% 438	635	4.52

Q14: On a scale of 1 (lowest) to 5 (highest), what level of priority would you place on possible Valley Junction enhancement efforts to:

Answered: 635 Skipped: 4

	1-LOW	2	3	4	5-HIGH	TOTAL	WEIGHTED AVERAGE
Restore historic character.	1.26% 8	2.52% 16	12.78% 81	22.40% 142	61.04% 387	634	1
Improve streets, sidewalks, green spaces, trails, etc.	1.27% 8	4.76% 30	21.59% 136	31.59% 199	40.79% 257	630	1
Additional festivals	3.15% 20	5.05% 32	23.34% 148	31.23% 198	37.22% 236	634	1
Create incentives for businesses.	2.38% 15	4.60% 29	18.86% 119	33.44% 211	40.73% 257	631	1
Improve or create more housing	18.70% 118	17.27% 109	25.36% 160	16.96% 107	21.71% 137	631	1

Q15: Would you consider living in Valley Junction?

Answered: 635 Skipped: 4

ANSWER CHOICES	RESPONSES	
Yes	20.94%	133
Maybe	24.41%	155
No	37.17%	236
I live in Valley Junction.	17.48%	111
TOTAL		635

Q16: Would you prefer to own or rent housing in Valley Junction?

Answered: 286 Skipped: 353

ANSWER CHOICES	RESPONSES	
Own	79.37%	227
Rent	20.63%	59
TOTAL		286

Q17: What style of housing in Valley Junction would you look for or consider?

Answered: 287 Skipped: 352

ANSWER CHOICES	RESPONSES	
Apartment/Loft	24.04%	69
Single Family Home	64.11%	184
Condo	24.04%	69
Townhouse	34.49%	99
Senior Housing	15.33%	44
Other (please specify)	1.39%	4
TOTAL		469

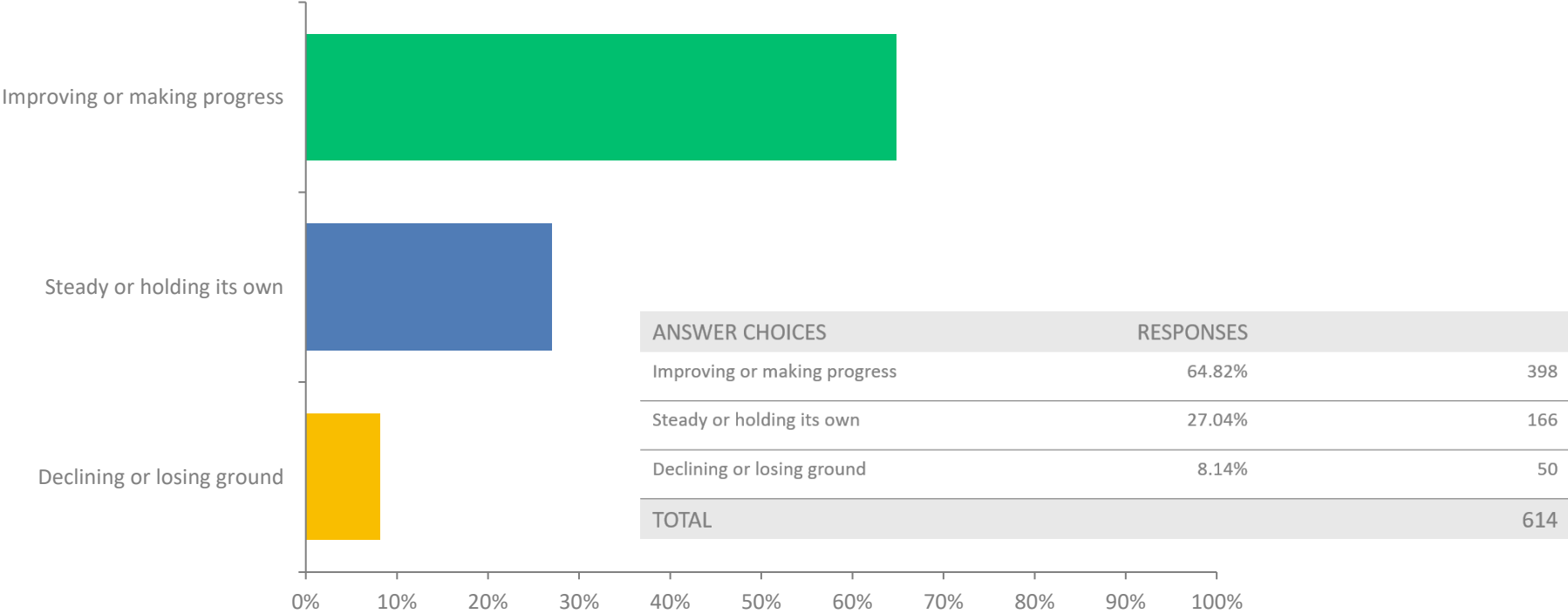
Q18: What is the monthly mortgage payment or rent amount you would be able and willing to pay for your choice of housing in Valley Junction?

Answered: 277 Skipped: 362

ANSWER CHOICES	RESPONSES	
Less than \$600	3.25%	9
\$600 to \$700	3.61%	10
\$701 to \$800	3.61%	10
\$801 to 900	9.75%	27
\$901 to \$1,000	14.44%	40
\$1,001 to \$1,100	11.91%	33
\$1,101 to \$1,200	13.00%	36
\$1,201 to \$1,300	11.19%	31
\$1,301 to \$1,400	3.97%	11
\$1,401 to \$1,500	7.58%	21
\$1,501 to \$1,600	6.50%	18
\$1,601 or more	11.19%	31
TOTAL		277

Q19: Which of the following best describes recent trends in Valley Junction?

Answered: 614 Skipped: 25



Q20: What is the first thing you would do to improve Valley Junction?

Answered : 480 Skipped: 159

Most frequent answers – not in order

- Historic preservation of buildings – maintenance of buildings – rehab vacant storefronts
- Keep it historic – fewer modern buildings – Maintain charm
- Improve parking – add more, better signage
- General cleaning – garbage, weeds
- Repair sidewalks, better walkability
- Extend shopping hours – especially evening. Desire to shop after work hours.
- More businesses that reflect the Valley Junction image – locally owned businesses
- Better trail access
- Kid friendly areas
- Flip Farmer's Market so vendors face inside – congestion on sidewalks

Q21: What is the one thing that you love most about Valley Junction?

Answered : 527 Skipped: 112

Most frequent responses – in no order:

- Local small businesses – please don't change that!
- No chain stores/restaurants
- The variety of shops and restaurants – unique shopping
- Historic nature – historic buildings – so charming
- Small town feel inside of a city
- The “vibe” is the thing I love the most
- Farmer's Market – Music in the Junction
- Love it at Christmas time!
- Walkability – neighborhood feel
- Friendly people
- So much fun in a couple of blocks radius!
- Cultural hotspot

Q22: What is your gender?

Answered: 612 Skipped: 27

ANSWER CHOICES	RESPONSES	
Female	83.82%	513
Male	13.89%	85
Prefer Not to Say	1.80%	11
Prefer to Self-Describe	0.49%	3
TOTAL		612

Q23: Which category below includes your age?

Answered: 608 Skipped: 31

ANSWER CHOICES	RESPONSES	
19 or younger	0.66%	4
20 to 24	1.81%	11
25 to 34	18.75%	114
35 to 44	18.59%	113
45 to 54	16.61%	101
55 to 64	24.51%	149
65 to 74	15.13%	92
75 or older	3.95%	24
TOTAL		608

Q24: Which of the following best describes you?

Answered: 607 Skipped: 32

ANSWER CHOICES	RESPONSES	
Asian or Pacific Islander	0.66%	4
Black or African-American	1.15%	7
Hispanic or Latino	2.97%	18
Native American or Alaska Native	0.49%	3
White or Caucasian	92.26%	560
Other (please specify)	2.47%	15
TOTAL		607

Q25: How many people (including yourself) currently live in your household?

Answered: 609 Skipped: 30

ANSWER CHOICES	RESPONSES	
1	21.18%	129
2	45.81%	279
3	14.45%	88
4	11.66%	71
5	5.58%	34
6 or more	1.31%	8
TOTAL		609

Q26: Which category below includes your estimated total gross annual household income? (for all earners in the household before taxes and deductions)

Answered: 564 Skipped: 75

ANSWER CHOICES	RESPONSES	
Less than \$15,000	0.89%	5
\$15,000 to \$24,999	1.95%	11
\$25,000 to \$34,999	2.66%	15
\$35,000 to \$49,999	8.69%	49
\$50,000 to \$74,999	15.07%	85
\$75,000 to \$99,999	15.96%	90
\$100,000 to \$149,999	23.40%	132
\$150,000 to \$199,999	17.38%	98
\$200,000 or greater	14.01%	79
TOTAL		564