THE UNIVERSITY OF IOWA
IOWA INITIATIVE
FOR SUSTAINABLE COMMUNITIES

FINAL DELIVERABLE

Title	Grow Clinton Marketing and Strategic Communications Recommendations
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Date Completed	May 2023
UI Department	College of Business
Course Name	Marketing Institute, Field Immersion
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Community Partners	Grow Clinton

GROW CLINTON

CAMANCHE · CLINTON · FULTON

Executive Summary

MAY 2023

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Executive Summary

<mark>Objective</mark>

The client, Grow Clinton, is a nonprofit organization founded in March 2022. Grow Clinton is a merger of the Clinton Regional Development Corporation, Clinton Area Chamber of Commerce, and the Clinton Tourism Office. Its mission is to promote business growth, build community, and advocate for the sustainable economic success of the greater Clinton region, which includes Camanche and Fulton, through economic and community development and tourism Their funding comes from local investors and businesses. Andy Sokolovich, President and CEO of Grow Clinton, provided us with a project abstract that stated, "Over the past few years, Clinton embarked on transforming itself from a rural town to a sustainable self-contained community that offers all the conveniences of 'city living' without the headaches. As it continues to transform itself, it needs to create a dynamic marketing communication plan that gives people a reason to visit, attracts businesses to the area, and retain residents (especially younger workers)."

Our project scope and deliverables include a fresh, bold marketing communication plan to attract new residents, visitors, and businesses to the area. The marketing communication plan includes a review of similar, competitor cities; the opinions and perceptions of residents, non-residents, and local organizations/businesses; as well as branding messaging that is authentic and has identity and personality.

Problem Statement

Grow Clinton's goal is to create a marketing communication plan to assist the city of Clinton in their efforts to reinvigorate the city that will result in attracting visitors, businesses, and young professionals.

SWOT Analysis

To better understand our project, we developed a SWOT analysis for the City of Clinton. By assessing the internal Strengths (S) and Weaknesses (W) for Clinton, as well as the external Opportunities (O) and Threats (T), we were able to recognize areas of both risk and advancement.

Strengths

Strengths are an internal indicator of what a city like Clinton is doing well currently or has to offer to different groups that it is targeting. One of the biggest strengths that Clinton currently has to offer is the city's strong outdoor and natural attractions, mainly centered around the Mississippi

River. Via the river, Clinton delivers a strong natural presence, including scenic overlooks, beaches, fishing and boating opportunities, and more than 14 miles of trails. Clinton should capitalize on this strong attraction, which is something current residents are already proud of and can be leveraged to attract tourists and potential residents in the target market.

Clinton has other amenities that appeal across all age groups, including its collegiate-level baseball team and a touring showboat. For adults, the city offers a winery and casino. These attractions can be highlighted as potential fun activities beyond daily routines.

There is plenty of land available in Clinton for companies looking to start their business in the city, while existing major companies like Nestle Purina Petcare provide work opportunities. Recently, Big River Packaging made a $3 million dollar expansion to its warehouse, and Nestle Purina Petcare spent $156 million toward its facilities. The latter business intends to undertake a $110 million expansion soon. These additions to the Nestle Purina Petcare facilities will create more than 100 new jobs total.

Weaknesses

The city of Clinton is currently struggling with negative public perception. To combat this, it is important to portray all the positive and enticing aspects the city has to offer. However, until this negative perception is fully addressed and defeated through Clinton's renaissance, it will remain an obstacle to growth.

Additionally, Clinton has branding weaknesses. Different departments and functions use varying logos, color schemes, messaging, and other branding content. This discrepancy in branding creates a confusing message for visitors and residents alike, leading to a feeling of disunity between city functions.

While thousands of people currently commute into Clinton for work, a large portion of them are not residents of the city. This indicates that people see the value in employment within Clinton but not in living there permanently. To address this, Clinton can be promoted as a bedroom community for those working in larger surrounding cities and as a place closer to work for those already commuting to Clinton.

Opportunities

Clinton has many potential opportunities to attract visitors, young adults, and businesses. Currently, it offers an abundance of land plots of various sizes available for purchase, which provides an excellent opportunity for attracting businesses in any industry. The first step in attracting businesses to a community is to give them a place to work, and Clinton can use this to its advantage. The city already has a strong presence in the manufacturing industry, which can attract companies looking for large land plots to establish similar companies and warehouses. Additionally, smaller land plots can be used for other industries such as business buildings, shops,

and restaurants. Promoting the successes of businesses already established in the city, such as Nestle Purina Petcare Plant and Big River Packaging, can demonstrate how businesses are already succeeding in Clinton.

Clinton can also capitalize on being a river town. Many towns in Iowa and neighboring states do not have a major outdoor attraction like a major river, which gives Clinton a unique advantage. The city can promote riverboat rides and other outdoor parks and activities to attract visitors. Having viable parks, trails, beaches, and fishing locations can have a significant impact on bringing people into the city, as outdoor amenities are strong attractors for people of all ages. These features are also of strong interest to the target markets Clinton wishes to attract, from young adults to families to older demographics. Scenic river views, quality parks and trails, and specific attractions such as the new campground can give potential residents exciting options to create a more exciting, healthy, and lively lifestyle.

Threats

When considering the threats to the development and marketing of Clinton, it's essential to keep in mind the city's direct competitors. These are neighboring cities that can offer similar features and lifestyles to Clinton, both now and in the future. Several communities, such as Dewitt, Bettendorf, Dubuque, and Eldridge, have been identified as direct competitors to Clinton.

Communities like Dewitt and Eldridge provide a similar "small town Iowa" feel that Clinton currently offers and wishes to promote. These communities have a strong positive reputation both within and outside of the town. Potential residents seeking a robust, small-town community to be a part of may choose these towns, so it's important to keep them in mind.

Bettendorf and Dubuque are cities that have undergone similar rebranding to the one Clinton is working on, and they are more populous than Clinton. However, they are further into the process and have developed strong reputations based on their rebranding efforts. Bettendorf currently offers a large volume of affordable, quality housing, which is highly valued by young adults and professionals when choosing where to work and start their careers. This is something that could attract people away from Clinton and into Bettendorf. Dubuque offers similar strengths regarding the Mississippi River, as it is also located directly on the river. Their rebranding, a long multi-decade process, was successful and has developed a stronger public perception of the city. This city is also considerably larger than Clinton, which visitors and potential residents may view as a strength as larger cities typically offer more activities. Despite being viewed as a threat, Dubuque should remain a strong role model for Clinton as it works through its rebranding and renaissance.

Clinton is situated between Dubuque and the Quad Cities, which are two active metropolitan areas. Potential residents and visitors may choose these areas instead of Clinton for reasons similar to those listed earlier, such as an active lifestyle, more options, shorter commutes to jobs, and more extensive professional opportunities.

Secondary Research Findings

Key Finding 1: Markets/Demographics

Based on our abstract and client meetings, we determined specific markets that Grow Clinton intended to target. We used a powerful database called SimplyAnalytics to determine the current community makeup in Clinton and the extent to which their target market already resided in Clinton. We narrowed it down to the top three demographics named and reported by the database. Lo-Tech Singles make up 15% of the population and can be categorized as 65 years or older, with a generally lower income, and no children. Struggling Singles are 13% of the population and are typically less than 55 years old, with a lower income, and no children. Finally, the Hometown Retired demographic makes up 7% of Clinton's population. They are 55 years or older, have a more midscale income, do not have children living at home, and are typically established in their habits.

Implication

Clinton does not currently have a high percentage of the target market it seeks. As of now, the overall messaging and marketing do not attract the target market for which they are aiming.

Key Finding 2: Missed Opportunities

Since part of Grow Clinton's target market is young professionals, we wanted to learn more about this demographic. We found a study with the top outdoor activities for adults aged 25-44. From the survey, it was discovered that an overwhelming majority of respondents enjoy walking as a pastime. This was followed by relaxing outdoors (reading, gardening, etc.), and biking.

As young adults enjoy going out as well, we wanted to analyze the entertainment/nightlife businesses within Clinton. From our research, we found there has been an increase in the number of businesses started in Clinton within this industry. Right now, this industry is worth $12 million, and still has room for growth.

Implication

Clinton offers outdoor amenities and entertainment that are appealing to young adults. These characteristics such as walking trails and bars should be heavily marketed when looking to attract young professionals.

Key Finding 3: Attracting Businesses

When finding ways to attract new businesses to Clinton, our team found there are multiple properties available for purchase. In the fall, when we began our research, we found they ranged in size from 900-square-foot buildings to 450-acre parks. Additionally, some of these properties have direct rail access. For manufacturing firms, this is a huge asset. As we continued our research, we found no advertisements for the available land. To find the properties, one must specifically either visit the Clinton website or contact the city directly.

Implication

There should be more outreach to potential businesses through marketing collateral and other advertisements.

Primary Research Methodology

Our team conducted two surveys approved by the Institutional Review Board. One was administered to the University of Iowa mailing list, which includes current students, faculty, and alumni. The second survey was distributed by Grow Clinton. These surveys were live for 14 days, from February 9 to February 22. The surveys were created utilizing the University of Iowa's Qualtrics Tool. After two weeks, our surveys received a total of 1,220 clean responses. 1,007 or 82.5% of the responses came from the University's mailing list. The other 213 were provided via the client's distribution.

Primary Research Key Findings

Key Finding 1: The Impressions of Clinton are (Slightly) Below Average

When developing our survey, we wanted to gauge different peoples' opinions of the City of Clinton. We provided a scale for participants to rate the city on a number between 1 and 10, with 10 being the most positive. For those familiar with Clinton, we simply provided this question and allowed them to answer. For those not familiar with Clinton, we provided a brief description written by our client. Then, respondents were asked to give a number between 1 and 10. Overall, the average impression amongst all survey takers was a 5.28 out of 10. The average rating for current Clinton residents was one of the highest at 5.8 out of 10.

Next, we asked respondents to provide additional information regarding their opinion of Clinton. In terms of the positive words, most of them were extremely vague and broad. These included aspects such as "river," "community," "friendly," and "potential. On the opposite end, words were more specific and pointed to problems, such as "run down," "drugs," "dirty," and "crime."

Implication

When working to improve the Clinton, efforts need to begin internally. If current residents talk highly of the city, the positive impression will spread. To improve their perception, Grow Clinton

can analyze both the positive and negative aspects within the city. This will allow them to better understand what makes Clinton special and what areas need improvement.

Key Finding 2: Travel Distance for Tourism

In our survey, we provided a list of some of the activities Clinton offers. This included events such as the Tailgate N' Tallboys festival, a Christian music festival, and the Lumberjacks baseball team. We then followed this list by asking how far one would be willing to travel for these activities. From our study, we found that most people are only willing to travel a maximum of two hours. Only 15.6% of respondents indicated they would drive more than four hours away.

Implication

To create the most efficient tourism campaign, the marketing should be focused on cities within a two-hour radius of Clinton. Target cities may include Cedar Rapids, the Quad Cities, Peoria, and DeKalb. The farther away from Clinton, the less likely residents will be to visit for day trips.

Key Finding 3: Important City Characteristics for Young Adults

As one of the goals for this project is to attract young professionals, we wanted to learn what activities members of this demographic enjoy. In our survey, we provided a list of various attributes a city can offer, such as restaurants and a food scene, outdoor parks, and nightlife. We then asked respondents to "check all that apply" for the attributes they look for in a city. Finally, we cleaned our data to only show answers from those between the ages of 18 and 34-years-old. From our findings, we learned the top interests for young adults are restaurants/food scene, parks/outdoors, and shopping.

Implication

When attracting young professionals to the area, it would be beneficial to highlight the restaurants and parks Clinton offers. The Candlelight Inn is unique as it has patio seating along the river. This would be a great business to spotlight in a brochure. For the outdoor enthusiasts, it would be beneficial to feature the 14-miles of trails or scenic river views.

One common response from our client's distribution is a lack of restaurants and shopping within town. To combat this weakness, Clinton should draw in more stores and dining options. Since there is property available, they should reach out to local chefs and small businesses to help them begin their venture.

Key Finding 4: Top Industries for Young Adults

In order to attract young professionals looking to start their careers, our team found it important to identify which industries young adults are interested in working in. To assess this, for those who responded as college students, we asked what industry they intend on working in for their future

career. Business, STEM (Science, Technology, Engineering, Math), healthcare, non-profit, government, and education were all given as options, as well as an "Other" section for non-represented industries. From this data, we found the industries most young adults are interested in are business, healthcare, and STEM.

<u>Implication</u>

When working to attract young professionals and college graduates, promoting jobs within the business, healthcare, and STEM industries should be a top focus. Out of 394 qualified responses, 239 respondents (64.8%) stated they intend on working in one of these three industries. By promoting jobs within these industries at a higher rate, Clinton can attract young adults and professionals to the city.

Key Finding 5: Inconsistent Branding

Throughout our research, we saw many different logos and branding content for various departments of Clinton. This lack of consistency in branding, including variations in color schemes, logos, and wording, leads to confusion on the city's brand identity. There appears to be misalignment in branding across the different departments and groups that help Clinton function.

<u>Implication</u>

Clinton's current branding may lead to confusion for its target audience. Having inconsistent branding leads to a sense of disconnect between functions and departments within the city, which leads to an overall sense of confusion for visitors and residents alike. In order to minimize this, Clinton should find a stronger way to connect all these different facets with a consistent branding to unify a message across the city.

Recommendations

Recommendation 1: Overhaul of Clinton's Media

One of the first things we noticed throughout this project is that there is a lack of quality photos and videos of Clinton on Google Images or on Clinton's website and social media pages. We recommend that Grow Clinton hires a professional video production crew as well as a professional photographer. With this, they can capture Clinton's beauty and better represent it online for new visitors and residents to see. We also recommend they highlight the river as a focal point in this process.

To get these photos and videos circulating, Clinton should begin posting them on social media pages and any news related articles. To increase Search Engine Optimization (SEO) for these photos and to get them to appear earlier in searches, they should be posted frequently with descriptive tags and meta tags to be recognized by search engines. Hashtags can be utilized on

social media posts to increase their engagement on social media platforms, translating to earlier appearances on regular search engines.

We also suggest they re-vamp their social media pages. Grow Clinton is currently active on Facebook and Instagram' however they are not consistent. The pages lack a clear aesthetic and structure. We recommend they become active on TikTok. The graph below shows the breakdown of percentages of adults in various age groups that are active on different social media sites. 68% of 18-34 year olds; 76% of 35-54 year olds; and 66% of 55+ are active on Facebook. 61% of 18-34 year olds; 51% of 35-54 year olds; and 19% of 55+ are active on Instagram. And 47% of 18-34 year olds; 29% of 35-54 year olds; and 8% of 55+ are active on TikTok. The latter is a growing platform that can help Grow Clinton get content to the young professionals it seeks. By staying consistent and active on Facebook and Instagram, they can continue to get their message out to their other target markets. Additionally, we made a mockup of a before and after example of a potential Instagram feed. We added real photos from Clinton and broke up the graphics a bit. We also stayed with a consistent color scheme and edited the bio to create more white space and color with emojis. The ways in which we think the social media pages can gain followers are:

- Influencer marketing
- Giveaways
- Collaborations with local businesses
- Posting content that is unique to Grow Clinton
- Following local accounts (in hopes that they follow back) such as high school team accounts, local businesses, people who live in Clinton, etc.)
- NIL deals with local athletes
- Creating a cohesive feed with a color scheme and pleasing, uniform aesthetic
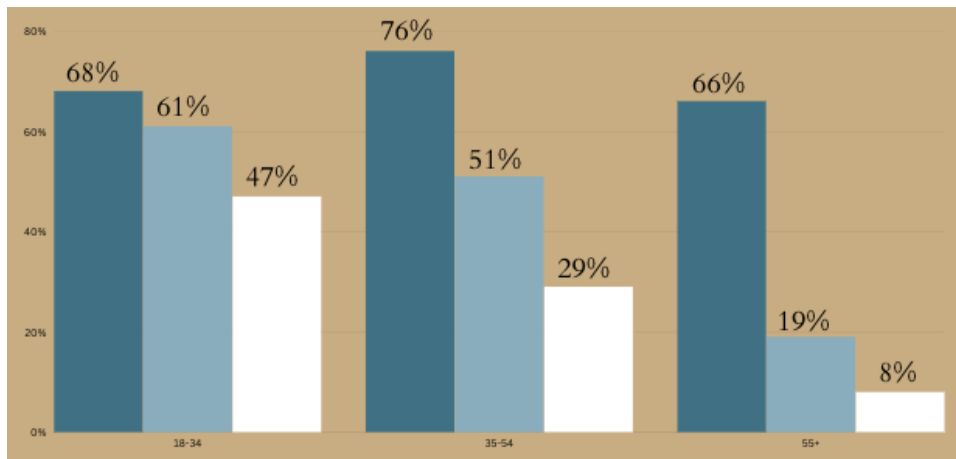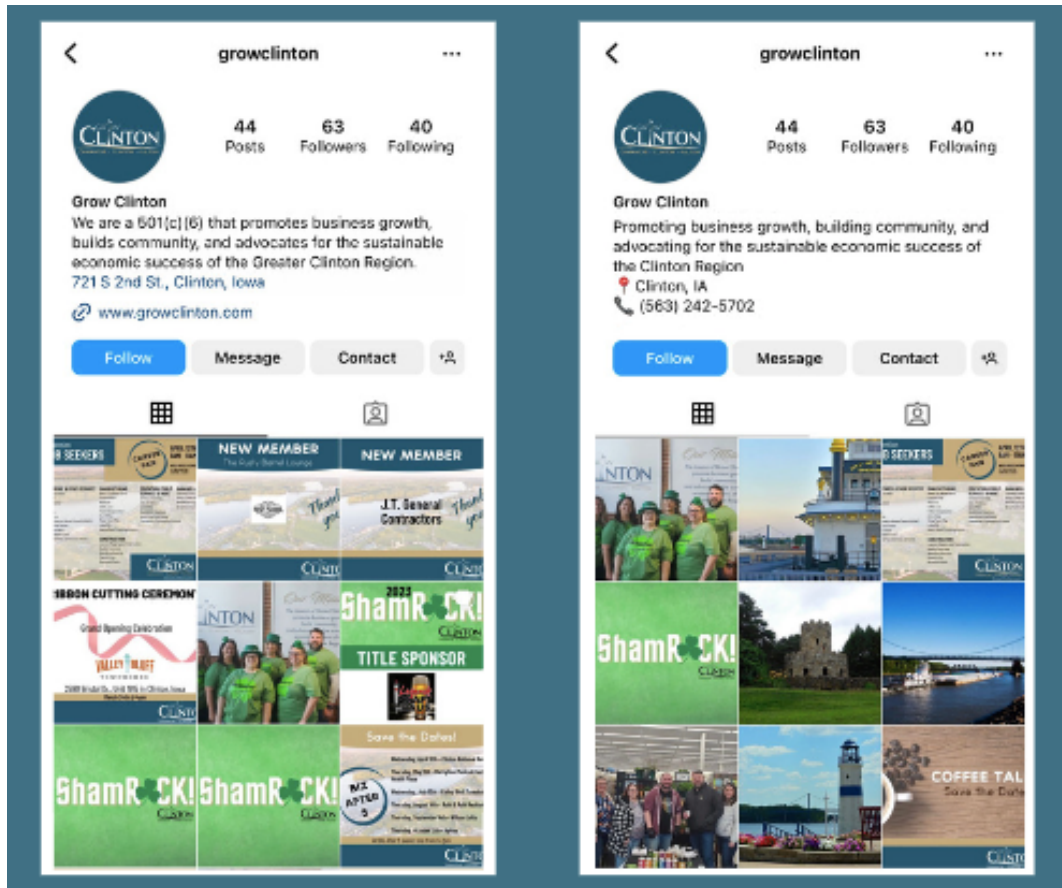
Recommendation 2: Develop "Quality of Life" Brochure

Dubuque's ongoing revitalization can provide inspiration for Clinton. Dubuque has created a unique website for people considering moving there. We recommend that Clinton translate this idea into a brochure. While we have created a temporary brochure for Grow Clinton, we encourage the Grow Clinton team to edit the content to best fit their own goals and reflect the current improvements in Clinton. A brochure could contribute to changing the negative perceptions of Clinton for both residents and potential tourists and future residents by highlighting everything the city has to offer and what it is working towards. The brochure can be displayed in Clinton City Hall, the Grow Clinton office, the library, businesses, and anywhere residents and visitors are looking for more information about the city. They can also be distributed at events like the 5k or the Tailgates N' Tallboys festival. This would be a way to share more about Clinton's renaissance and leave tourists with a positive impression of their visit.

Recommendation 3: Restructure the Target Market for Clinton Tourism

From our survey results, we found that the majority of people are only willing to travel a maximum of two hours for the attractions Clinton offers. Therefore, the target market for tourism should be

to those within a two-hour radius of Clinton. This may include cities such as Cedar Rapids, the Quad Cities, Peoria, and DeKalb. Items that may fall under this tourism category include but are not limited to day trips on the river, concerts and festivals, and sporting events. Targeting people who are more likely to come will increase participation and attendance at these events while maximizing the influence of the advertising budget.

Recommendation 4: Create and Advertise Events which Appeal to Young Adults' Interests

To draw in more young adults, the City of Clinton should cater to their interests. Since young adults highly value dining options, the city can host events such as a "Taste of Clinton" or a restaurant week. This would focus on what Clinton offers while supporting local restaurants.

Walking trails and nature tours should also be highlighted in marketing. As outdoor activities are important to the target market, these should be heavily showcased.

Part of what makes Clinton unique is that it sits along the Mississippi River. Kayaking, boating, and fishing should all be promoted. The city could also explore new water-based activities and adventures that would appeal to young adults.

Recommendation 5: Attend College Career Fairs

One way to bring young professionals to Clinton is by developing a connection with college students. To do so, Clinton should have a representative attend college career fairs. This would introduce the city to thousands of graduating students who are choosing jobs and new home bases. Focusing on STEAM, business, and healthcare is recommended.

Since Clinton is on the border of both Iowa and Illinois, there are plenty of nearby colleges from which to recruit, including the University of Iowa, University of Northern Iowa, and Northern Illinois University.

Recommendation 6: Take Advantage of Current Land and Opportunities Available

The City of Clinton owns a significant amount of land and business buildings that are available for purchase. It is difficult to find these properties. In order to reach interested buyers, Grow Clinton should better market available land and buildings. This would include an "Available Properties" page on the website, along with making them visible on larger real estate websites. Grow Clinton can also undertake the responsibility of targeting specific industries and reaching out to potential businesses and manufacturers that may not know the potential of Clinton.

Clinton should also take advantage of the hospitals in town. As mentioned in Key Finding 4, the second most popular industry among young adults was healthcare. Clinton is home to Mercy Hospital and other clinics, all great places for healthcare professionals to work. The city should use these facilities to attract those with careers in that industry.

Recommendation 7: Host Quarterly "Uncover Clinton" Meetings

Recently, Dubuque has been hosting "Distinctively Dubuque" meetings for new residents to learn more about the city. This is a free, five-night course sponsored by various organizations within the community. We feel it would be beneficial for Clinton to offer similar events, such as "Uncover Clinton" as a way to bring both new and current residents together in a social setting. It would also be an opportunity to improve residents' perception of Clinton by discussing successes such as the Nestle Purina Pet Care Plant Expansion and the Tailgate N' Tallboys Festival. The conversation should center on positive aspects of the past, present, and future of Clinton. City officials can explain the transformations that have already been made along with the goals they see for themselves in the future. Finally, in terms of employment, these meetings may include networking and job training events. Since a positive perception begins internally, it is important to bring both the new and old together.

Recommendation 8: Unify Messaging in Clinton

The disconnect in Clinton's logos and brand voice negatively impacts the success of any advertising or promotions that Clinton or Grow Clinton initiates. A key finding in phase one demonstrated the wide range of color schemes and brand colors that were being used in different areas of Clinton's office. We recommend that Grow Clinton initiates a conversation with both their office and City Hall to discuss the Clinton brand and perception. A two-way conversation with Clinton's long-term growth in mind should focus on unifying the city's branding. We also recommend surveying to see if one of Clinton's logos appeals to residents and potential tourists. Results from this will help guide the decision-makers and produce an effective brand.

Conclusions

In conclusion, the objective of the project for Grow Clinton, a nonprofit organization, is to create a marketing communication plan to attract visitors, businesses, and young professionals to the city of Clinton. Through a SWOT analysis, several strengths and weaknesses of the city were identified. Clinton's strengths include its strong outdoor/natural attractions, attractions for a lively lifestyle, and availability of land and major companies for business opportunities. Weaknesses include a negative public perception and branding discrepancies.

There are significant opportunities for Clinton, including the availability of land for businesses, the promotion of successes in the city, and its location on the Mississippi River. However, there are also threats from neighboring cities that offer similar features and have stronger reputations, such as Dewitt, Bettendorf, Dubuque, and Eldridge. Clinton is also located between Dubuque and the Quad Cities, which may attract potential residents and visitors with their larger communities and perceived professional opportunities.
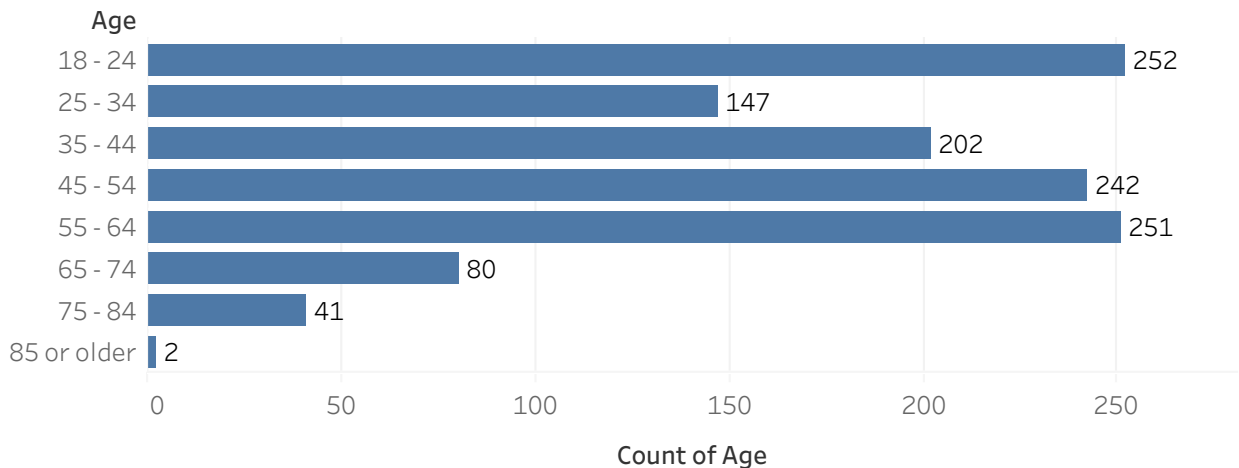
Secondary research findings highlighted the target demographics for Grow Clinton, including Metro Grads, Home Sweet Home, and Township Travelers. The research also revealed missed

opportunities to attract young professionals by promoting outdoor activities and entertainment businesses in Clinton. The primary research conducted through surveys indicated that the overall impression of Clinton was slightly below average, but current residents had a more positive perception. The travel distance for tourism was found to be within a two-hour radius of Clinton, and important city characteristics for young adults included restaurants/food scene, parks/outdoors, and shopping.

To improve the perception of Clinton and attract the target markets, efforts should begin internally by addressing positive and negative aspects of the city. Marketing efforts should focus on cities within a two-hour radius for tourism, and the marketing communication plan should highlight the restaurants, parks, and other attributes that are of interest to young professionals. By leveraging these findings, Grow Clinton can create a dynamic marketing communication plan to achieve its goals of attracting visitors, businesses, and young professionals to the greater Clinton region.

Age

Age

	Count of Age
18 - 24	252
25 - 34	147
35 - 44	202
45 - 54	242
55 - 64	251
65 - 74	80
75 - 84	41
85 or older	2

Count of Age for each Age.

Gender

Gender

	Count of Gender
Female / Woman	772
Male / Man	415
Non-binary / third gender	16
Prefer not to answer	8

Education

Education

Bachelor's Degree	241
Graduate Degree (Ex: MA, ..	195
Professional Degree (Ex: ..	144
Some college (but no degr..	52
Associates Degree	49
High school graduate or G..	15
Other (specify)	8
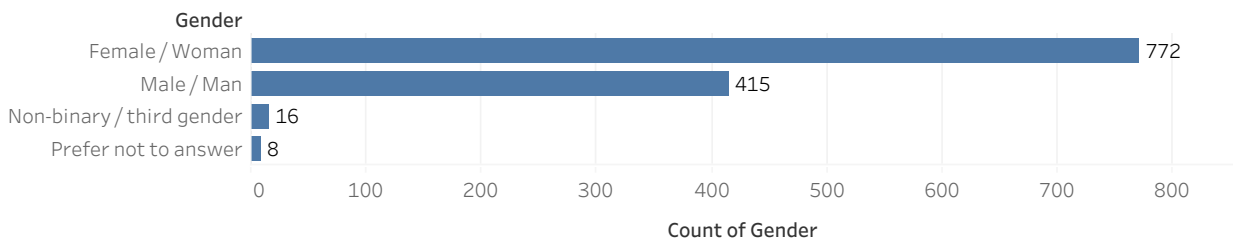
Count of Education
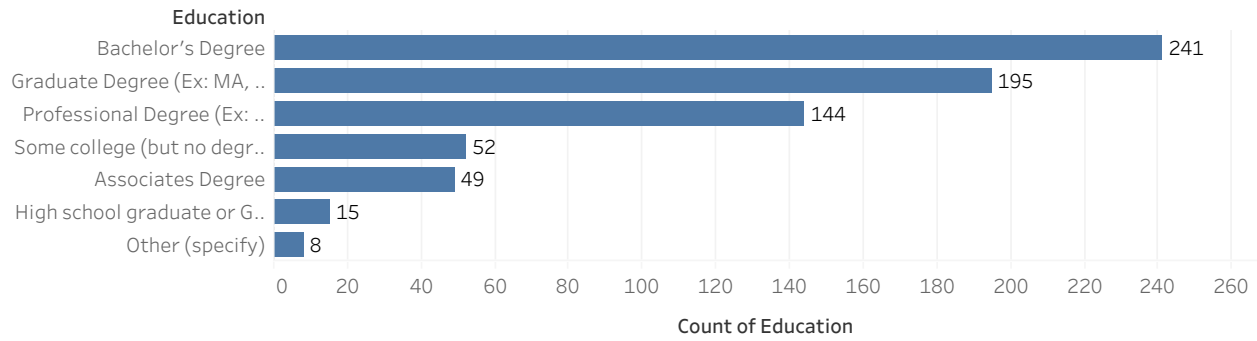
Iowa Resident

Iowa Resident?	
Current Resident	1,111
Former Resident	35
I have never been a resident of Iowa	70

Q17 - How likely are you to live in Iowa after graduation?
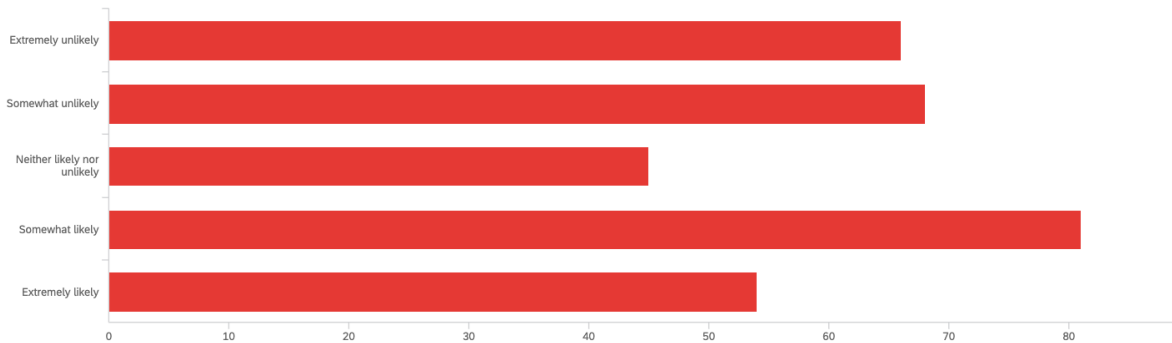
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How likely are you to live in Iowa after graduation?	1.00	5.00	2.96	1.41	2.00	314

#	Field		Choice Count
1	Extremely unlikely	21.02%	66
2	Somewhat unlikely	21.66%	68
3	Neither likely nor unlikely	14.33%	45
4	Somewhat likely	25.80%	81
5	Extremely likely	17.20%	54
			314

Industry

Industry	
Retired	11
Business	8
Sports	7
Entertainment	6
Non-profit	5
Law	5
Government	5
Unsure	4
Marketing and Communic..	4
Healthcare	4
Education	4
writing	3
STEM	2
Social Work	2
Research	2
Media	2
Manufacturing	2
Journalism	2
Homemaker	2
Gaming	2
Film and TV	2
Construction	2
Casino	2
Art	2
Utility	1
Transportation	1
Television	1
Telecommunications	1
Sustainability	1
Sociology	1
Self Employed	1
Retail	1
real estate	1
Publishing	1
Public Librarianship	1
Public Health	1
Petrochemical	1
Music Management	1
Library	1
legal	1
Human Resources	1
Hospitality	1
Grad school	1
Food Service	1
Finance	1
Event Management	1
Entrepreneurship	1
Employment	1
Criminology	1
Auto & Manufacturing	1
Ag	1
Advertising	1
Academia	1

Q4 - Are you currently a student at the University of Iowa?
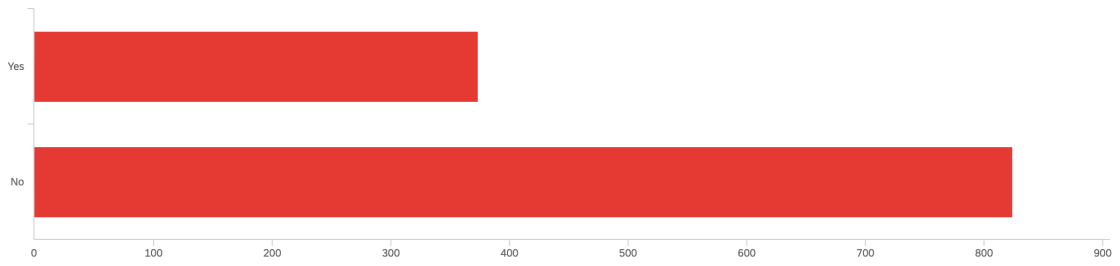
#	Field		Choice Count
1	Yes	31.22%	374
2	No	68.78%	824
			1198

Q5 - What year in school are you?
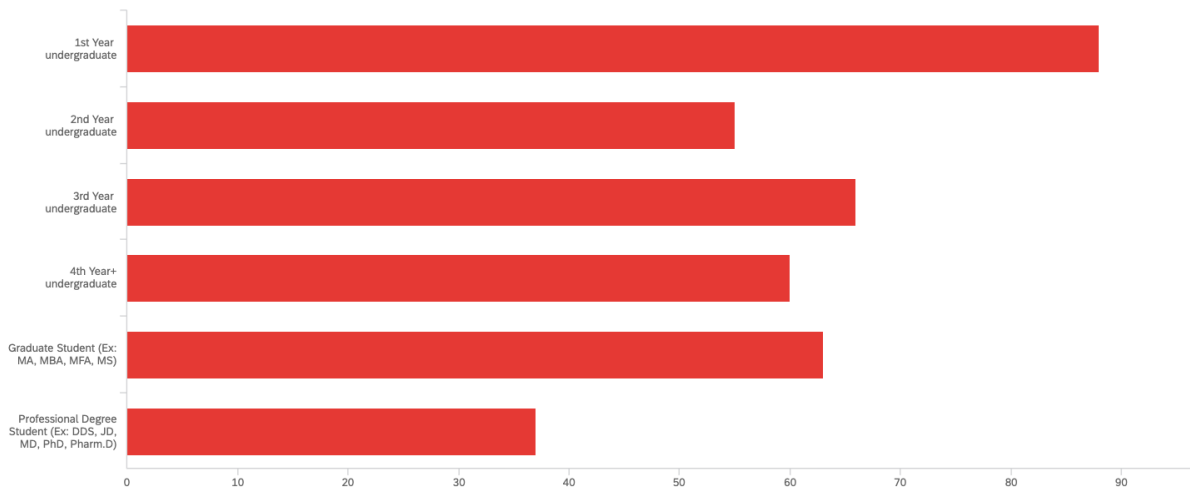
#	Field		Choice Count	
1	1st Year undergraduate		23.85%	88
2	2nd Year undergraduate		14.91%	55
3	3rd Year undergraduate		17.89%	66
4	4th Year+ undergraduate		16.26%	60
5	Graduate Student (Ex: MA, MBA, MFA, MS)		17.07%	63
6	Professional Degree Student (Ex: DDS, JD, MD, PhD, Pharm.D)		10.03%	37
				369

Q7 - What major or area of study are you currently pursuing?

Page Options ⌄
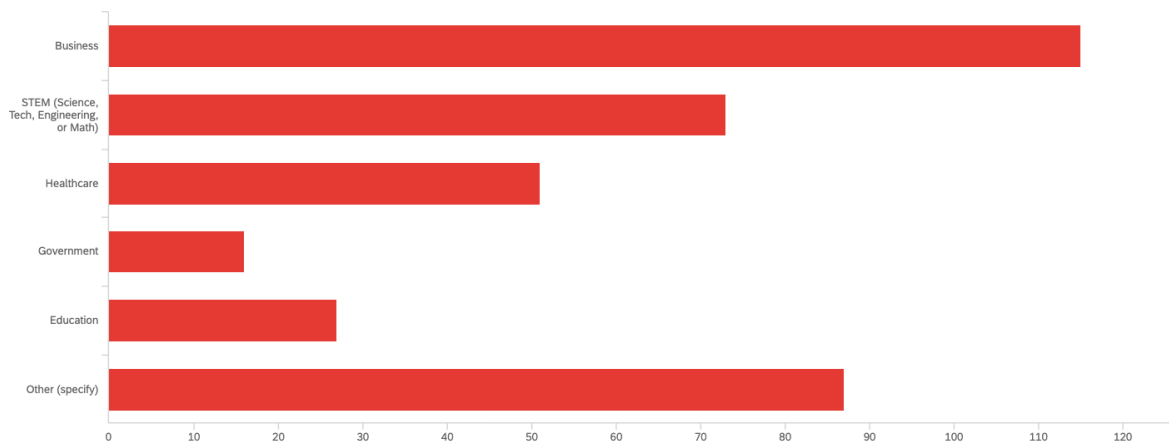
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What major or area of study are you currently pursuing? - Selected Choice	4.00	9.00	6.08	1.97	3.90	369

#	Field		Choice Count	
4	Business		31.17%	115
5	STEM (Science, Tech, Engineering, or Math)		19.78%	73
6	Healthcare		13.82%	51
7	Government		4.34%	16
8	Education		7.32%	27
9	Other (specify)		23.58%	87
				369

Q8 - What industry are you interested in pursuing or working after graduation?

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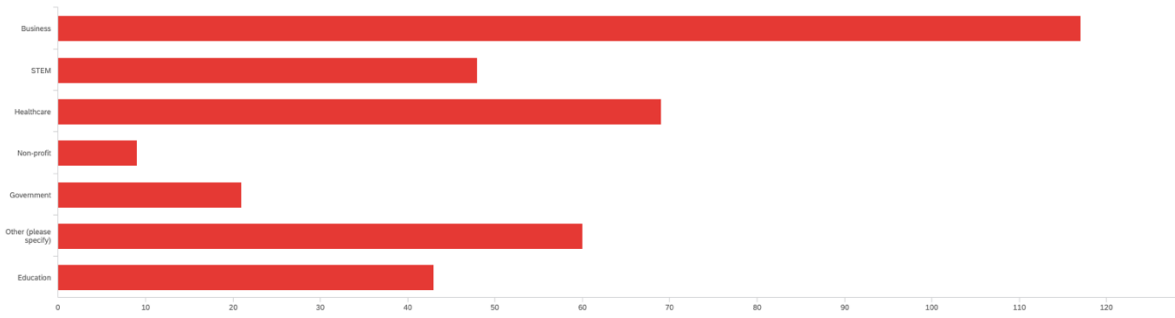
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What industry are you interested in pursuing or working after graduation? - Selected Choice	6.00	12.00	8.33	2.21	4.90	367

#	Field		Choice Count
6	Business	31.88%	117
7	STEM	13.08%	48
8	Healthcare	18.80%	69
9	Non-profit	2.45%	9
10	Government	5.72%	21
11	Other (please specify)	16.35%	60
12	Education	11.72%	43
			367

Q11 - Which statement best describes you? Select all that apply.

Page Options ⌄

University of Iowa mailing list
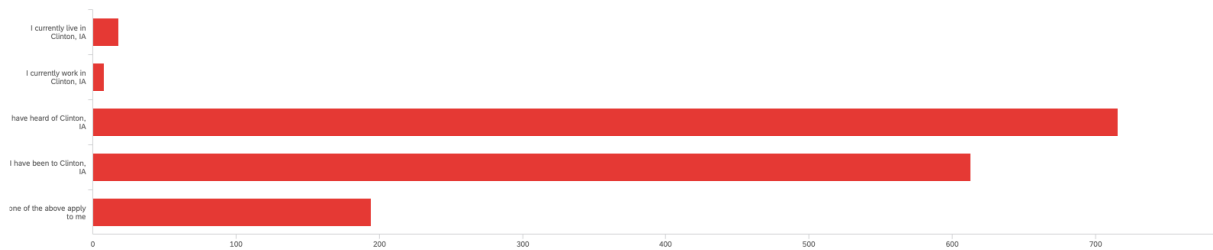
#	Field		Choice Count
1	I currently live in Clinton, IA	1.16%	18
2	I currently work in Clinton, IA	0.52%	8
5	I have heard of Clinton, IA	46.22%	716
6	I have been to Clinton, IA	39.57%	613
7	None of the above apply to me	12.52%	194
			1549

Q11 - Which statement best describes you? Select all that apply.

Page Options ⌄

Grow Clinton mailing list
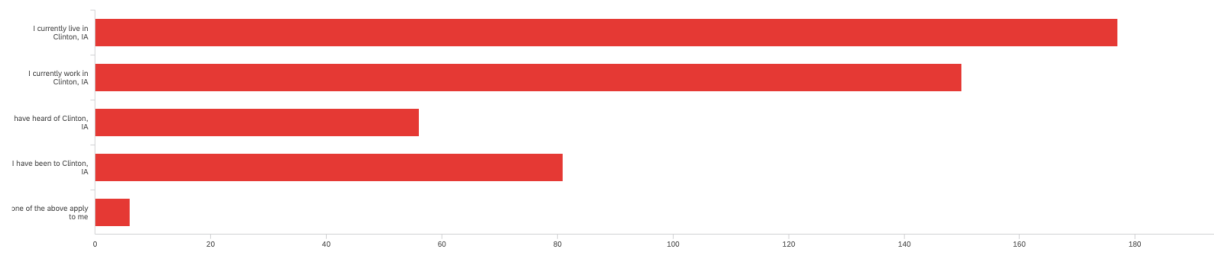
#	Field		Choice Count
1	I currently live in Clinton, IA	37.66%	177
2	I currently work in Clinton, IA	31.91%	150
5	I have heard of Clinton, IA	11.91%	56
6	I have been to Clinton, IA	17.23%	81
7	None of the above apply to me	1.28%	6
			470

Q12 - The following statement is a brief overview of Clinton, IA. Clinton, Iowa is a river town located in eastern Iowa dir...

Page Options ⌄

University of Iowa mailing list

#	Field		Choice Count
1	To visit	40.96%	77
2	To relocate / consider relocating	2.13%	4
3	It does not interest me	53.72%	101
4	Other (specify)	3.19%	6
			188

Q27_4_TEXT - Other - please specify

Other (specify)

home

University does businees with a company in Clinton

It's unclear from that short (a little non-specific) description that would make me want to visit.

have friends who live there

Sounds neat, but I love Iowa City, and my family is here.

Q12 - The following statement is a brief overview of Clinton, IA. Clinton, Iowa is a river town located in eastern Iowa dir...

Grow Clinton mailing list

#	Field		Choice Count
1	To visit	42.86%	3
2	To relocate / consider relocating	0.00%	0
3	It does not interest me	14.29%	1
4	Other (specify)	42.86%	3
			7

Q27_4_TEXT - Other - please specify

Other (specify)

No diverse activities in the town

We live north of Clinton in a rural area

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Perception	0.00	10.00	4.76	1.75	3.07	957

Q13 - Based on your knowledge of Clinton, Iowa, please rate your perception of it with 1 = negative and 10 = very positive. To rate, place your cursor on the slide and move it back and … Page Options ⌄

This page will not appear in public reports and will be deselected by default in report exports. Hide

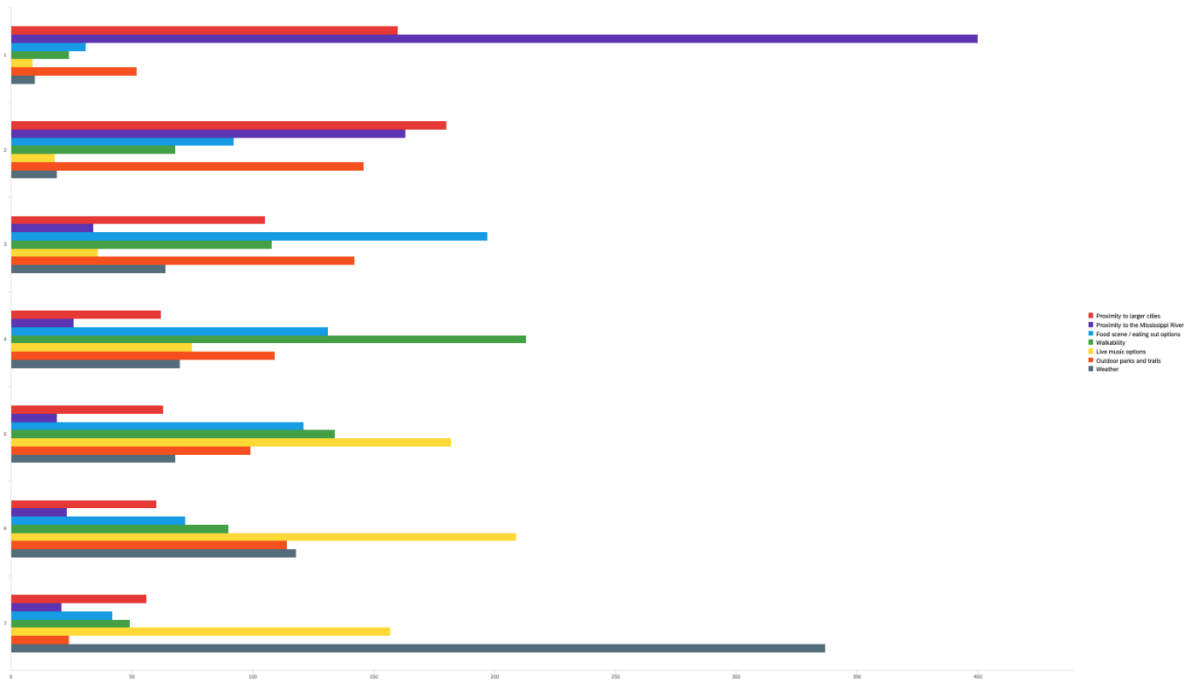| #	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Perception	1.00	10.00	6.08	1.98	3.93	246

Q15 - What do you like most and least about Clinton, IA? Rank your answers with 1 = most liked and 7 = least liked. To rank, place your cursor on the item and move it up or down. Page Options ⌄

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Proximity to larger cities	1.00	7.00	3.13	1.93	3.73	686
2	Proximity to the Mississippi River	1.00	7.00	1.91	1.53	2.33	686
3	Food scene / eating out options	1.00	7.00	3.88	1.54	2.36	686
4	Walkability	1.00	7.00	4.21	1.48	2.19	686
5	Live music options	1.00	7.00	5.42	1.35	1.81	686
6	Outdoor parks and trails	1.00	7.00	3.72	1.67	2.79	686
7	Weather	1.00	7.00	5.72	1.60	2.57	686

#	Field	1	2	3	4	5	6	7	Total
1	Proximity to larger cities	23.32% 160	26.24% 180	15.31% 105	9.04% 62	9.18% 63	8.75% 60	8.16% 56	686
2	Proximity to the Mississippi River	58.31% 400	23.76% 163	4.96% 34	3.79% 26	2.77% 19	3.35% 23	3.06% 21	686
3	Food scene / eating out options	4.52% 31	13.41% 92	28.72% 197	19.10% 131	17.64% 121	10.50% 72	6.12% 42	686
4	Walkability	3.50% 24	9.91% 68	15.74% 108	31.05% 213	19.53% 134	13.12% 90	7.14% 49	686
5	Live music options	1.31% 9	2.62% 18	5.25% 36	10.93% 75	26.53% 182	30.47% 209	22.89% 157	686
6	Outdoor parks and trails	7.58% 52	21.28% 146	20.70% 142	15.89% 109	16.43% 99	16.62% 114	3.50% 24	686
7	Weather	1.46% 10	2.77% 19	9.33% 64	10.20% 70	9.91% 68	17.20% 118	49.13% 337	686

Showing rows 1 - 7 of 7

Q15 - What do you like most and least about Clinton, IA? Rank your answers with 1 = most liked and 7 = least liked. To rank, place your cursor on the item and move it up or down.
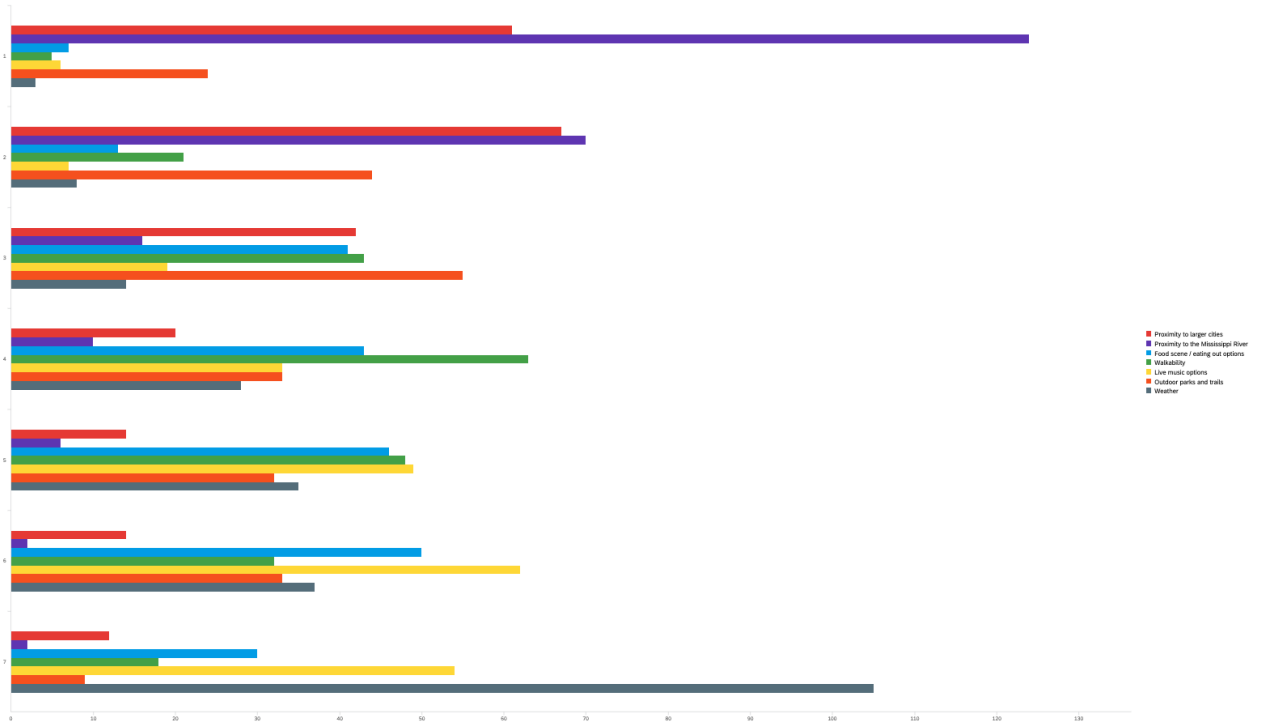
Page Options ⌄

Legend:
- Proximity to larger cities
- Proximity to the Mississippi River
- Food scene / eating out options
- Walkability
- Live music options
- Outdoor parks and trails
- Weather

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Proximity to larger cities	1.00	7.00	2.78	1.74	3.02	230
2	Proximity to the Mississippi River	1.00	7.00	1.77	1.15	1.32	230
3	Food scene / eating out options	1.00	7.00	4.64	1.58	2.51	230
4	Walkability	1.00	7.00	4.29	1.46	2.14	230
5	Live music options	1.00	7.00	5.23	1.52	2.32	230
6	Outdoor parks and trails	1.00	7.00	3.61	1.69	2.86	230
7	Weather	1.00	7.00	5.67	1.56	2.42	230

#	Field	1	2	3	4	5	6	7	Total
1	Proximity to larger cities	26.52% 61	29.13% 67	18.26% 42	8.70% 20	6.09% 14	6.09% 14	5.22% 12	230
2	Proximity to the Mississippi River	53.91% 124	30.43% 70	6.96% 16	4.35% 10	2.61% 6	0.87% 2	0.87% 2	230
3	Food scene / eating out options	3.04% 7	5.65% 13	17.83% 41	18.70% 43	20.00% 46	21.74% 50	13.04% 30	230
4	Walkability	2.17% 5	9.13% 21	18.70% 43	27.39% 63	20.87% 48	13.91% 32	7.83% 18	230
5	Live music options	2.61% 6	3.04% 7	8.26% 19	14.35% 33	21.30% 49	26.96% 62	23.48% 54	230
6	Outdoor parks and trails	10.43% 24	19.13% 44	23.91% 55	14.35% 33	13.91% 32	14.35% 33	3.91% 9	230
7	Weather	1.30% 3	3.48% 8	6.09% 14	12.17% 28	15.22% 35	16.09% 37	45.65% 105	230

Showing rows 1 - 7 of 7

Q16 - From the list below, what attributes do you find most appealing about cities in general?
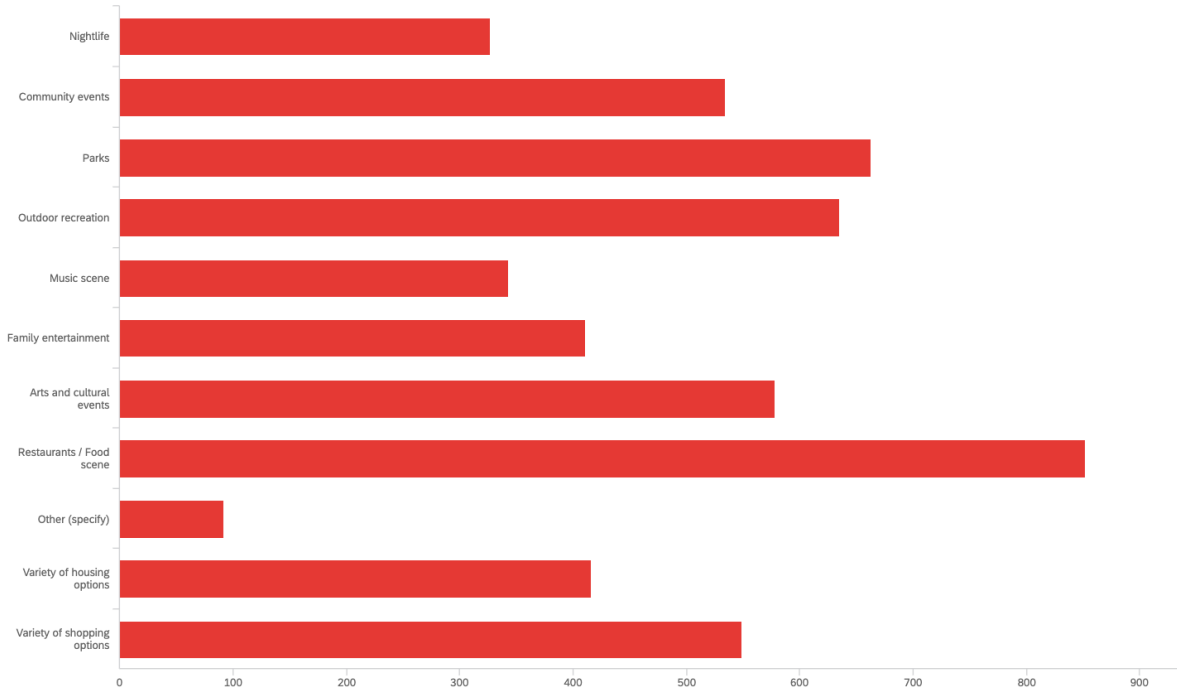
#	Field	Choice Count	
1	Nightlife	6.06%	327
2	Community events	9.89%	534
3	Parks	12.28%	663
4	Outdoor recreation	11.76%	635
5	Music scene	6.35%	343
6	Family entertainment	7.61%	411
7	Arts and cultural events	10.70%	578
8	Restaurants / Food scene	15.78%	852
9	Other (specify)	1.70%	92
12	Variety of housing options	7.70%	416
13	Variety of shopping options	10.17%	549
			5400

Q16 - From the list below, what attributes do you find most appealing about cities in general?
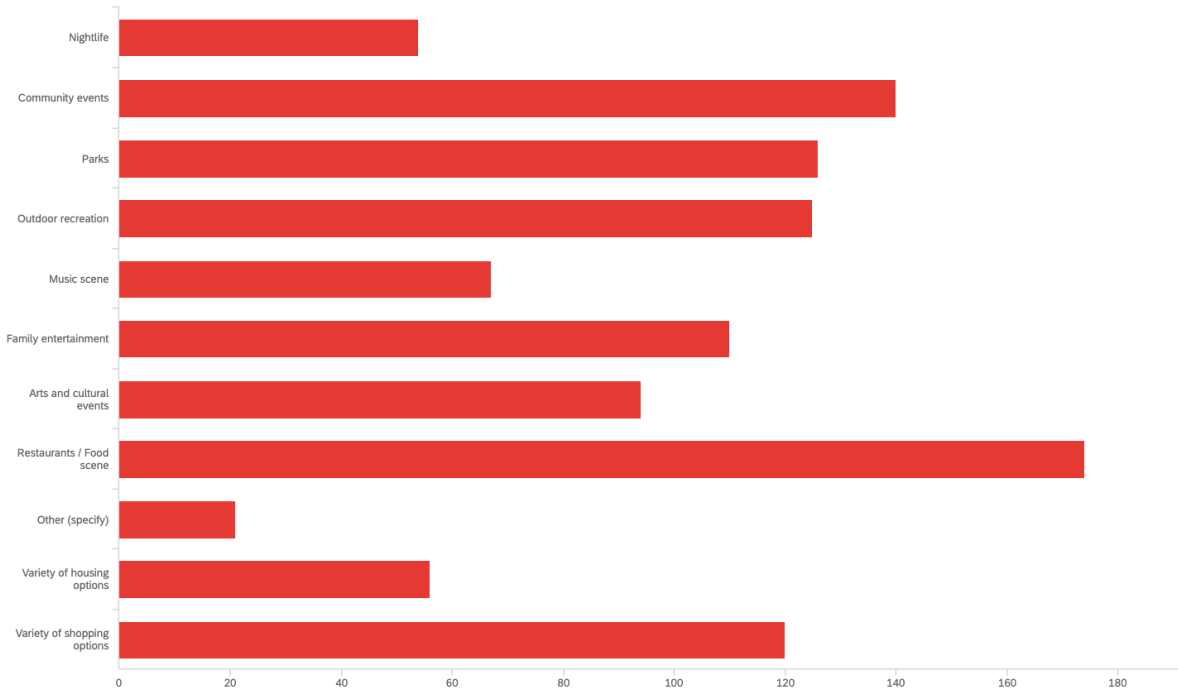
#	Field	Choice Count	
1	Nightlife	4.97%	54
2	Community events	12.88%	140
3	Parks	11.59%	126
4	Outdoor recreation	11.50%	125
5	Music scene	6.16%	67
6	Family entertainment	10.12%	110
7	Arts and cultural events	8.65%	94
8	Restaurants / Food scene	16.01%	174
9	Other (specify)	1.93%	21
12	Variety of housing options	5.15%	56
13	Variety of shopping options	11.04%	120
			1087

Legend:
- Distance from home
- Weather / climate
- Activities or events
- Cost
- Visiting family or friends
- Food scene / options
- Variety & quality of overnight accommodations

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Distance from home	1.00	7.00	3.52	2.12	4.49	238
2	Weather / climate	1.00	7.00	4.71	1.87	3.48	238
3	Activities or events	1.00	7.00	2.76	1.63	2.66	238
4	Cost	1.00	7.00	3.62	1.78	3.16	238
5	Visiting family or friends	1.00	7.00	4.34	2.03	4.13	238
6	Food scene / options	1.00	7.00	4.61	1.71	2.91	238
7	Variety & quality of overnight accommodations	1.00	7.00	4.44	2.02	4.09	238

#	Field	1	2	3	4	5	6	7	Total
1	Distance from home	24.37% 58	15.97% 38	15.55% 37	9.24% 22	10.50% 25	11.34% 27	13.03% 31	238
2	Weather / climate	5.88% 14	8.40% 20	14.29% 34	17.23% 41	12.18% 29	18.49% 44	23.53% 56	238
3	Activities or events	30.25% 72	21.85% 52	15.13% 36	14.29% 34	12.18% 29	5.04% 12	1.26% 3	238
4	Cost	13.45% 32	18.07% 43	17.65% 42	18.91% 45	14.71% 35	10.08% 24	7.14% 17	238
5	Visiting family or friends	13.87% 33	9.66% 23	11.76% 28	10.92% 26	20.17% 48	14.71% 35	18.91% 45	238
6	Food scene / options	2.94% 7	10.92% 26	15.97% 38	15.97% 38	14.71% 35	25.63% 61	13.87% 33	238
7	Variety & quality of overnight accommodations	9.24% 22	15.13% 36	9.66% 23	13.45% 32	15.55% 37	14.71% 35	22.27% 53	238

Showing rows 1 - 7 of 7

Q18 - What are the most important things you take into consideration when traveling for a recreational overnight trip? Rank your answers with 1 = most important and 7 = least important. To rank, place your cursor on the item and move it up or down.

Legend:
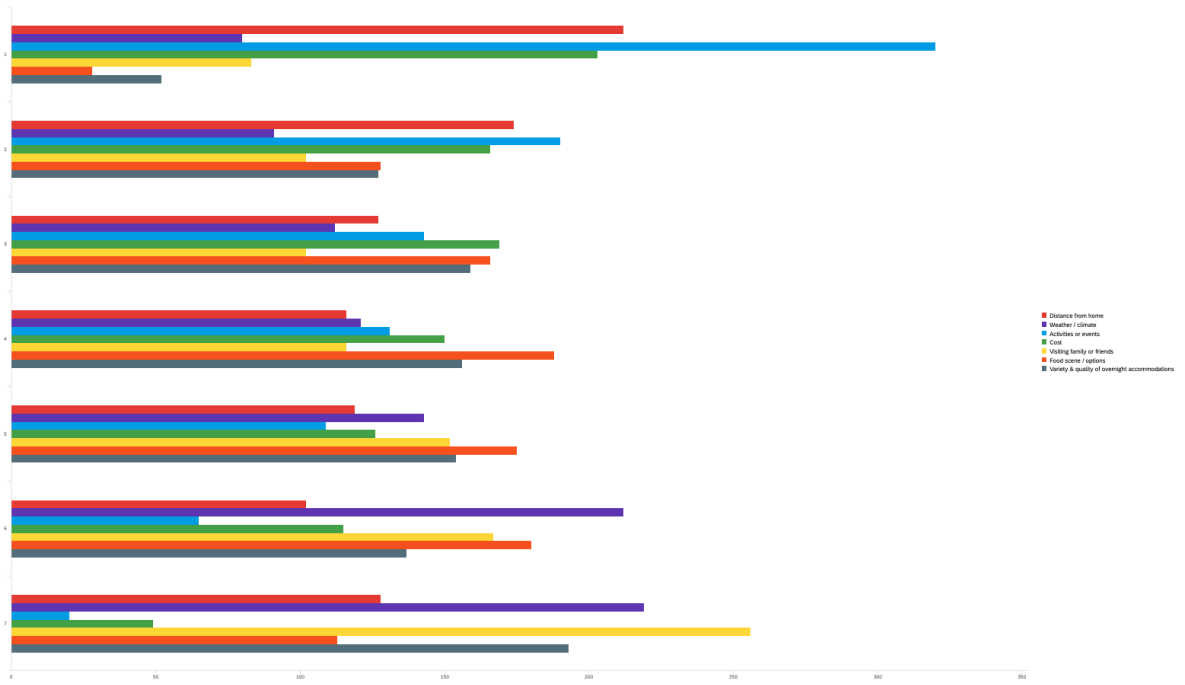- Distance from home
- Weather / climate
- Activities or events
- Cost
- Visiting family or friends
- Food scene / options
- Variety & quality of overnight accommodations

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Distance from home	1.00	7.00	3.59	2.08	4.34	978
2	Weather / climate	1.00	7.00	4.71	1.94	3.75	978
3	Activities or events	1.00	7.00	2.79	1.72	2.96	978
4	Cost	1.00	7.00	3.38	1.84	3.38	978
5	Visiting family or friends	1.00	7.00	4.71	1.99	3.97	978
6	Food scene / options	1.00	7.00	4.38	1.66	2.76	978
7	Variety & quality of overnight accommodations	1.00	7.00	4.45	1.86	3.45	978

#	Field	1	2	3	4	5	6	7	Total
1	Distance from home	21.68% 212	17.79% 174	12.99% 127	11.86% 116	12.17% 119	10.43% 102	13.09% 128	978
2	Weather / climate	8.18% 80	9.30% 91	11.45% 112	12.37% 121	14.62% 143	21.68% 212	22.39% 219	978
3	Activities or events	32.72% 320	19.43% 190	14.62% 143	13.39% 131	11.15% 109	6.65% 65	2.04% 20	978
4	Cost	20.76% 203	16.97% 166	17.28% 169	15.34% 150	12.88% 126	11.76% 115	5.01% 49	978
5	Visiting family or friends	8.49% 83	10.43% 102	10.43% 102	11.86% 116	15.54% 152	17.08% 167	26.18% 256	978
6	Food scene / options	2.86% 28	13.09% 128	16.97% 166	19.22% 188	17.89% 175	18.40% 180	11.55% 113	978
7	Variety & quality of overnight accommodations	5.32% 52	12.99% 127	16.26% 159	15.95% 156	15.75% 154	14.01% 137	19.73% 193	978

Showing rows 1 - 7 of 7

Q19 - Have you ever visited a new city for any of the reasons listed below? Select all that apply.

Page Options ⌄

Retrieving data...
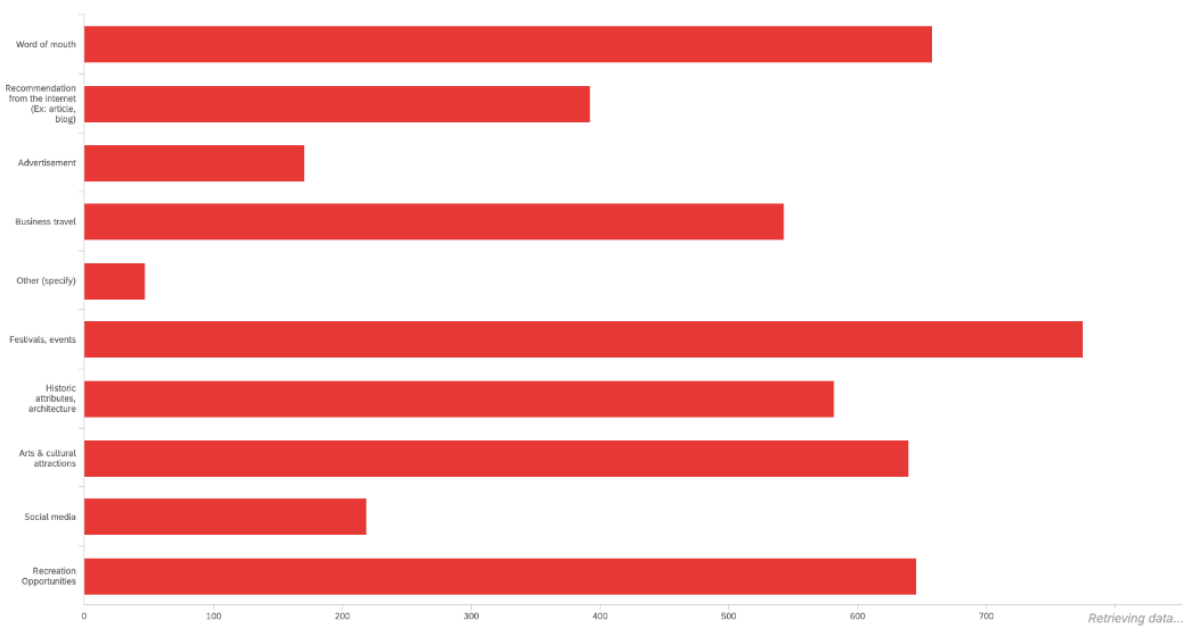
#	Field		Choice Count
1	Word of mouth	14.08%	658
2	Recommendation from the internet (Ex: article, blog)	8.41%	393
3	Advertisement	3.66%	171
4	Business travel	11.62%	543
6	Other (specify)	1.01%	47
7	Festivals, events	16.58%	775
8	Historic attributes, architecture	12.45%	582
9	Arts & cultural attractions	13.69%	640
10	Social media	4.69%	219
11	Recreation Opportunities	13.82%	646
			4674

Q19 - Have you ever visited a new city for any of the reasons listed below? Select all that apply.

Page Options ⌄
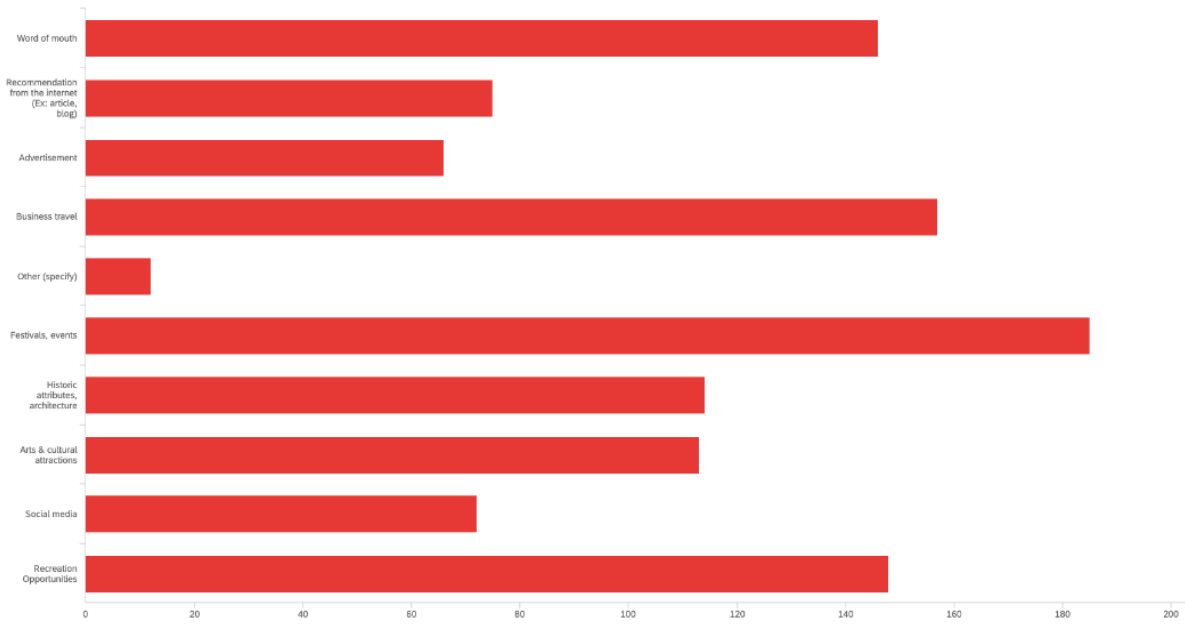
#	Field		Choice Count
1	Word of mouth	13.42%	146
2	Recommendation from the internet (Ex: article, blog)	6.89%	75
3	Advertisement	6.07%	66
4	Business travel	14.43%	157
6	Other (specify)	1.10%	12
7	Festivals, events	17.00%	185
8	Historic attributes, architecture	10.48%	114
9	Arts & cultural attractions	10.39%	113
10	Social media	6.62%	72
11	Recreation Opportunities	13.60%	148
			1088

Q20 - After graduation, what things will you take into consideration when relocating to a new city? Select all that apply.
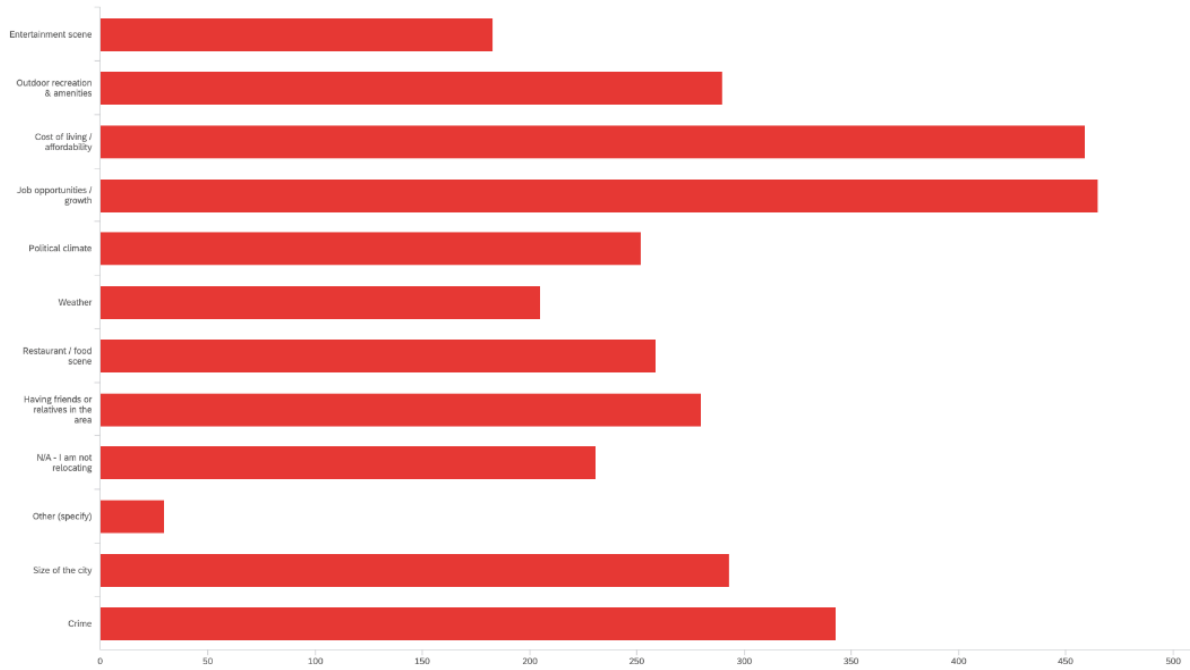
Page Options ⌄
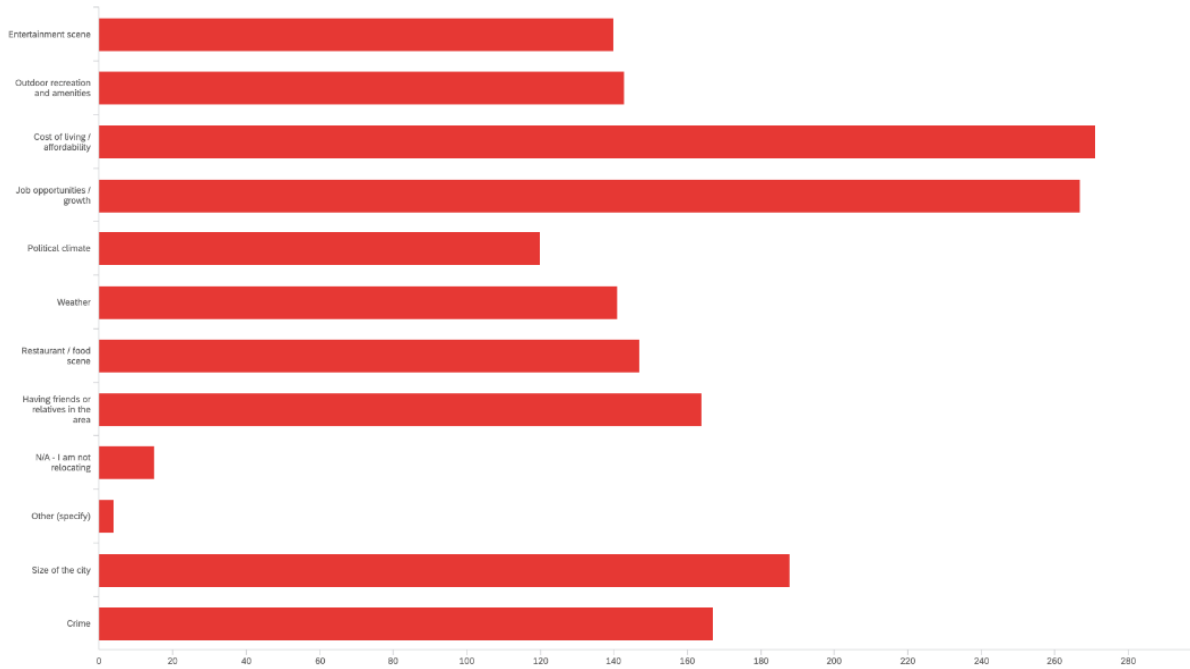
#	Field		Choice Count
1	Entertainment scene	7.92%	140
2	Outdoor recreation and amenities	8.09%	143
3	Cost of living / affordability	15.34%	271
4	Job opportunities / growth	15.11%	267
5	Political climate	6.79%	120
6	Weather	7.98%	141
7	Restaurant / food scene	8.32%	147
8	Having friends or relatives in the area	9.28%	164
11	N/A - I am not relocating	0.85%	15
12	Other (specify)	0.23%	4
13	Size of the city	10.64%	188
14	Crime	9.45%	167
			1767

Q21 - What things do you take into consideration when relocating to a new city? Select all that apply.

#	Field		Choice Count
1	Entertainment scene	5.56%	183
2	Outdoor recreation & amenities	8.81%	290
3	Cost of living / affordability	13.95%	459
4	Job opportunities / growth	14.13%	465
5	Political climate	7.66%	252
6	Weather	6.23%	205
7	Restaurant / food scene	7.87%	259
8	Having friends or relatives in the area	8.51%	280
9	N/A - I am not relocating	7.02%	231
10	Other (specify)	0.91%	30
11	Size of the city	8.91%	293
12	Crime	10.43%	343
			3290

Q21 - What things do you take into consideration when relocating to a new city? Select all that apply.
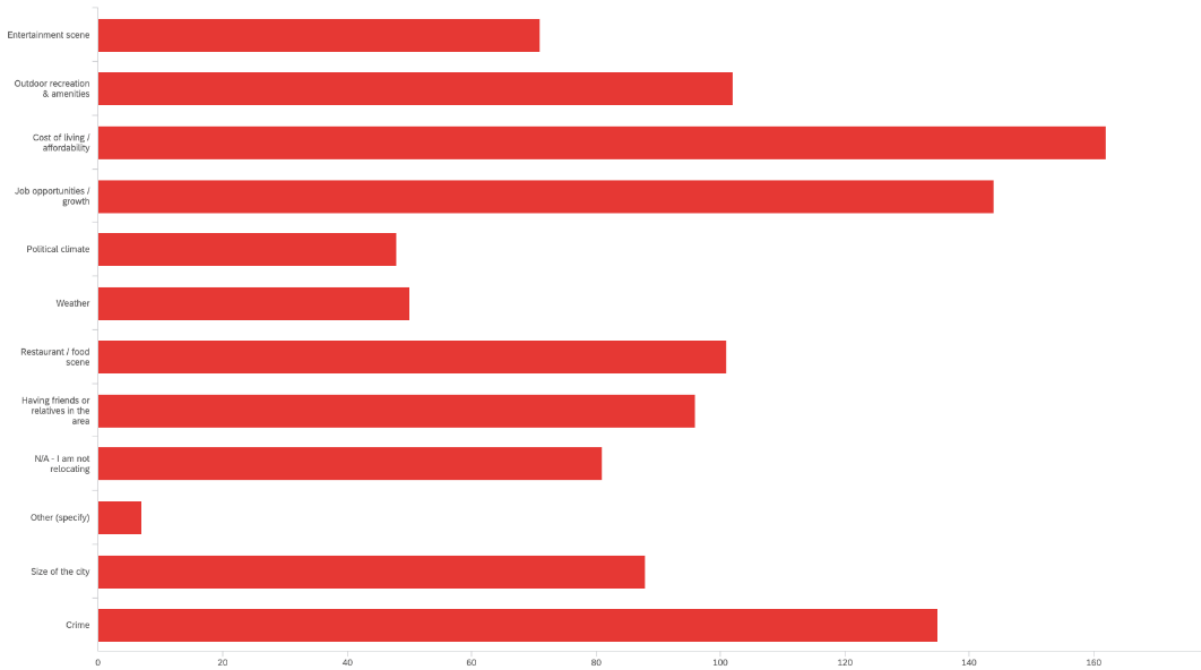
#	Field		Choice Count
1	Entertainment scene	6.54%	71
2	Outdoor recreation & amenities	9.40%	102
3	Cost of living / affordability	14.93%	162
4	Job opportunities / growth	13.27%	144
5	Political climate	4.42%	48
6	Weather	4.61%	50
7	Restaurant / food scene	9.31%	101
8	Having friends or relatives in the area	8.85%	96
9	N/A - I am not relocating	7.47%	81
10	Other (specify)	0.65%	7
11	Size of the city	8.11%	88
12	Crime	12.44%	135
			1085

Q22 - In general, would you be interested in attending any of these activities / events? Select all that apply.
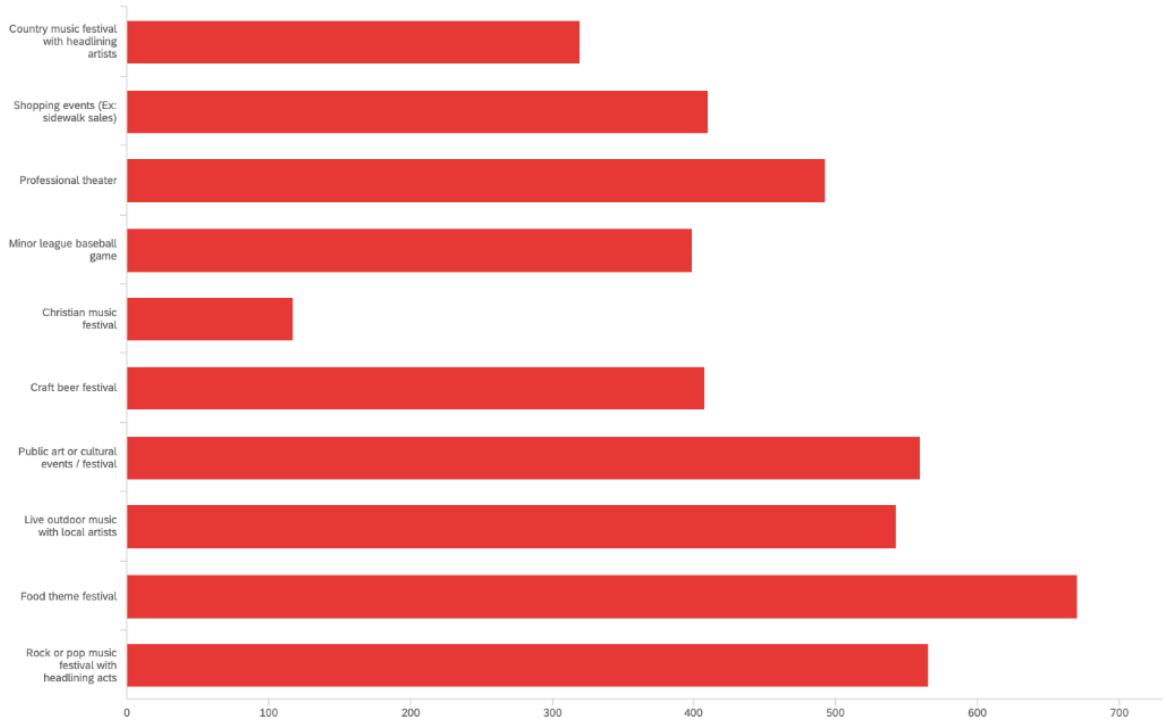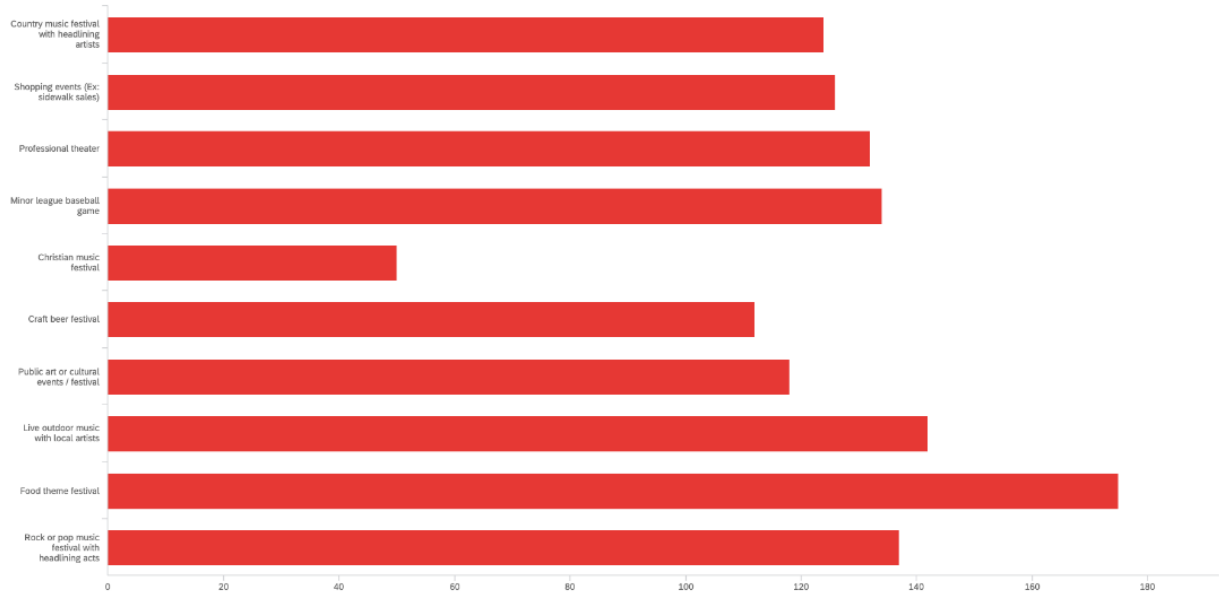
#	Field		Choice Count
1	Country music festival with headlining artists	7.13%	320
2	Shopping events (Ex: sidewalk sales)	9.14%	410
3	Professional theater	10.99%	493
4	Minor league baseball game	8.89%	399
5	Christian music festival	2.61%	117
6	Craft beer festival	9.09%	408
7	Public art or cultural events / festival	12.48%	560
8	Live outdoor music with local artists	12.10%	543
9	Food theme festival	14.95%	671
10	Rock or pop music festival with headlining acts	12.61%	566
			4487

## Q22 - In general, would you be interested in attending any of these activities / events? Select all that apply.

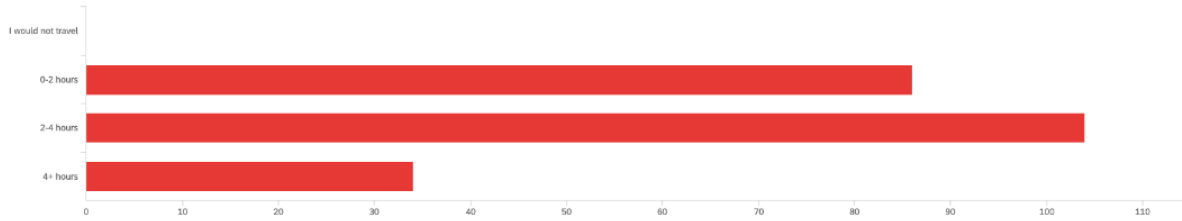| #	Field		Choice Count
1	Country music festival with headlining artists	9.92%	124
2	Shopping events (Ex: sidewalk sales)	10.08%	126
3	Professional theater	10.56%	132
4	Minor league baseball game	10.72%	134
5	Christian music festival	4.00%	50
6	Craft beer festival	8.96%	112
7	Public art or cultural events / festival	9.44%	118
8	Live outdoor music with local artists	11.36%	142
9	Food theme festival	14.00%	175
10	Rock or pop music festival with headlining acts	10.96%	137
			1250
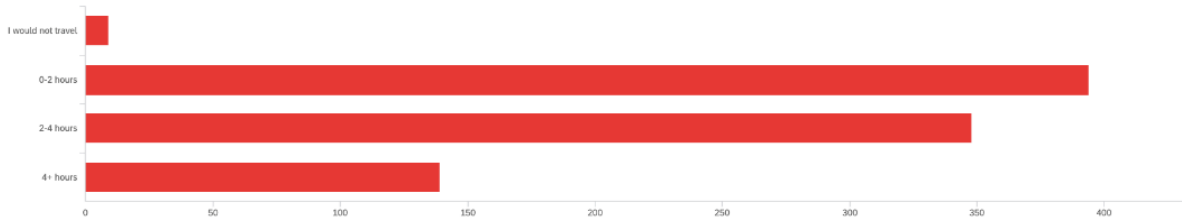
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How far are you willing to travel by car to attend any of these activities / events?	1.00	4.00	2.69	0.74	0.55	890

#	Field		Choice Count
1	I would not travel	1.01%	9
2	0-2 hours	44.27%	394
3	2-4 hours	39.10%	348
4	4+ hours	15.62%	139
			890

Q23 - How far are you willing to travel by car to attend any of these activities / events?

Page Options ⌄

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How far are you willing to travel by car to attend any of these activities / events?	2.00	4.00	2.77	0.69	0.48	224

#	Field		Choice Count
1	I would not travel	0.00%	0
2	0-2 hours	38.39%	86
3	2-4 hours	46.43%	104
4	4+ hours	15.18%	34
			224