



Jingle in the Junction

Dec. 10th, 2015

Visitor Survey

Background

Visitors were asked a few short questions at Jingle in the Junction. Most visitors we engaged were families waiting to see Santa. In total 59 respondents completed the survey, and an additional 15 provided ideas on the idea board. All were entered into a raffle for a \$50 Valley Junction gift certificate (Agnes Ansong of West Des Moines was the winner!).

1. **How often have you visited Valley Junction in the past 6 months?**
 - a. 46% - 2 to 5 times
 - b. 30% - 6 or more times (this includes some that live in the area)
 - c. 24% - first time
2. What is your favorite thing about Valley Junction?
 - a. 50% events
 - b. 25% Shops
 - c. 13% Restaurants
 - d. 12% Other
3. What types of stores, restaurants or events would bring you to this area more frequently?
 - a. 37% - Additional events
 - b. 35% - Greater variety of restaurants
 - c. 13% - Other
 - d. 12% - More unique shops
 - e. 3% - more everyday shopping
4. Where do you live?
 - a. 37% Des Moines
 - b. 32% - Other (4 from Waukee, 2 each from Urbandale, Norwalk and Boundurant, others)
 - c. 24% - Historic West Des Moines
 - d. 7% - West Des Moines (outside HWD)
5. If you live in HWD, why did you choose to live here?
 - a. 43% - Near friends and family
 - b. 21% - Affordable price
 - c. 21% - Other
 - d. 14% - Close to work
6. If you were looking for a new place to live, would you consider Historic West Des Moines?
 - a. Yes – 53%



- b. No – 47%
- 7. If Yes, why?
 - a. Near Friends and family – 35%
 - b. Affordable price – 24%
 - c. Other – 18%
 - d. Close to work – 15%
 - e. Close to shops and dining – 8%
- 8. If No, why?
 - a. Other – 62%
 - b. Not close to work – 21%
 - c. Not the right selection of housing – 17%

Idea Board Comments

- More places for kids / teens to hangout (5 votes)
- More playgrounds / parks (2 votes)
- Bring back the Toy Store (2 votes)
- More parking / garage (2 votes)
- More things like 'Jingle in the Junction'
- A brewery or movie theater
- Better restaurants / more family friendly vs. bars
- Girls Night Out – shop and dine
- Riverwalk Idea – walk / pedestrian area
- More crosswalks – safer intersection crossings for pedestrians
- Indoor playground for bad weather
- More places to live that are historic
- Food trucks
- More nightlife
- Comic Con
- Wine / painting activities
- More carriage / horse rides
- Enhance the 'local' scene – music venue / showcase local talent
- Have exhibits for history (learning to bring families in – i.e. Display or Event on the Pilgrims/Mayflower at Thanksgiving time)