

Figure 1. Respondents' modes of commuting (79 responses)

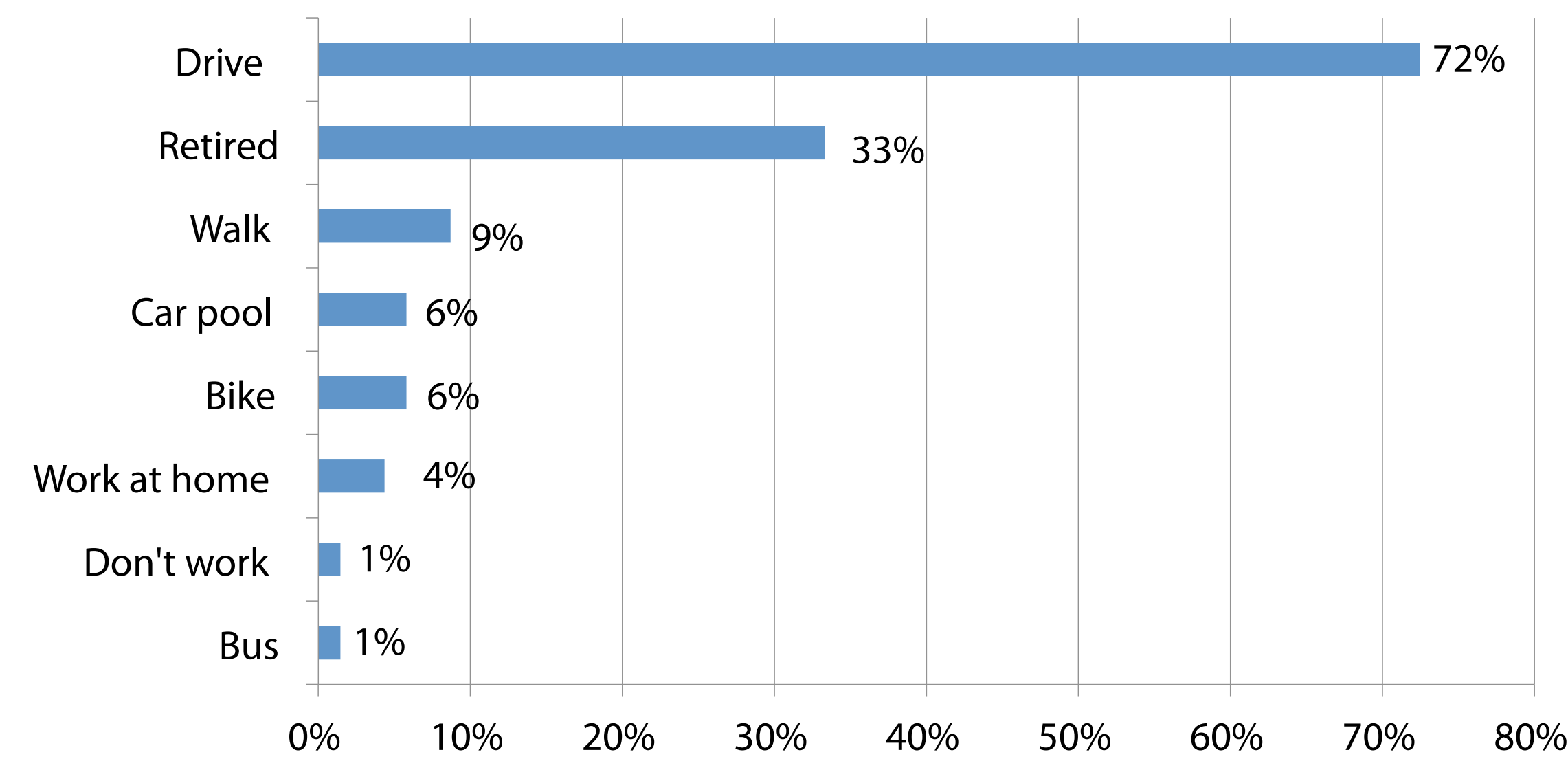


Figure 1 shows the modes of transportation that Madrid respondents use to get to work. Sixty-six percent of study participants in Madrid are employed. A clear majority of survey respondents drive alone to work. Between 1 and 9% of respondents use other methods of transportation. One-third of the respondents are retired. The percentages for each transportation mode are shown in figure 1. Please note that some respondents indicated that they use more than one mode of transportation to get to work; therefore, percentages add up to more than 100%.

Preferred Commuting Routes

This map shows the commuting routes identified in the survey. Study participants who work out of town primarily use Highway 17 both north and south to get to work. Several people also take Highway 210, both east and west. In town, West 1st Street (Hwy 210), East 6th Street, and East and West North Street (Hwy 210) are heavily traveled by commuters. The circulation patterns that emerge when survey participants' biking, walking, and commuting routes are overlaid are useful indicators of important areas where transportation enhancements may be employed. Such improvements could include reducing the conflicts between vehicular and pedestrian traffic by creating better visibility, defining crossing points, and improving signage.

Table 1. Respondents' demographic information (70 responses)

	ISU survey	US Census
Median age	54	35.5
Female	26.5%	50.5%
Male	73.5%	49.5%
Married	80%	63.6%
Single/divorced	14.3%	29.3%
Widowed	5.7%	71.1%

Methodology

Madrid has a population of 2,360. A random sample of Madrid residents received postcards requesting that they complete the survey. The sample size desired was 320 responses, and a total of 81 surveys were completed, for a response rate of 15.03%. The demographics of the respondents are somewhat different from the actual demographics of Madrid, particularly in terms of gender. Only 26.5% of respondents were women, but according to the census, 50.5% of Madrid's population is female. The respondents' median age was 54, while the actual median age is 35.5 years old. Of the responses received, only 4.9% or 4 were from the original random sample. The remaining 77 responses were self-selected—that is, the participants did not receive postcards.

Madrid

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