

# COMMUNITY TELEPHONE SURVEY REPORT

## SURVEY FINDINGS AND RESULTS

CITY OF CARUTHERSVILLE, MISSOURI

November 19, 2008



**D·R·E·A·M**  
I N I T I A T I V E



# ACKNOWLEDGMENTS



EST. 1857

DOWNTOWN REVITALIZATION AND ECONOMIC ASSISTANCE FOR  
MISSOURI (DREAM) PROGRAM SPONSORS:



*Strength, Dignity, Quality of Life*  
**MISSOURI HOUSING**  
DEVELOPMENT COMMISSION

PLANNING CONSULTANT



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## SECTION I

### METHODOLOGY

#### COMMUNITY SURVEY

- Three hundred (300) interviews were completed from a random telephone sample of residents of Caruthersville, Missouri.
- The margin of error for this survey is  $\pm 5.7\%$ .
- The survey consisted of 67 questions and took, on average, close to 15 minutes to complete.
- Fieldwork was conducted through September 26, 2008 by Customer Research International (CRI) located in Austin, Texas.
  - CRI fields all studies from its outbound call center in San Marcos, TX at 135 S Guadalupe Street. Interviewers dial from 4:00 PM to 9:00 PM weeknights, 10:00 AM to 6:00 PM on Saturdays, and 1:00 PM to 7:00 PM on Sundays.
  - Interviews were conducted using computer-assisted telephone interviewing (CATI) software. This CATI software ensures all questions were asked correctly and all logic and skip patterns were implemented properly.
  - The electronic telephone sample was randomized and de-duped to ensure each household was only represented once. Telephone numbers were distributed equally among ten separate replicate groups. Telephone numbers were deemed exhausted once five calling attempts were made or an ending call result was encountered (completed survey, disconnected phone, terminate, refusal, etc.). There was a minimum of 1.5 hours between each call attempt.
  - Project supervisors validated 10% of each interviewer's completed surveys by calling back the respondent and verifying specific responses. Additionally, supervisors continually monitored live calls through CRI's call monitoring system in order to ensure proper interviewing procedures were maintained.

**CRI DAILY REPORT**  
**UNI055 - City of Caruthersville Survey**  
**Cumulative Thru 9/26/08**

		<u>Dials</u>	
No Answer		5686	<b>44.56%</b>
Phone busy		1239	<b>9.71%</b>
Disconnected Phone		1670	<b>13.09%</b>
Business/Government		154	<b>1.21%</b>
Respondent Not Available		1152	<b>9.03%</b>
Refusal		897	<b>7.03%</b>
Computer Tone		139	<b>1.09%</b>
Language Problem		44	<b>0.34%</b>
Schedule Callback		86	<b>0.67%</b>
Mid-Interview Terminate		15	<b>0.12%</b>
Answering Machine		1200	<b>9.40%</b>
Terminate - No One in Household 18 or Older		47	<b>0.37%</b>
Overquota - Age		131	<b>1.03%</b>
<b>Completes</b>	<b>(Quota = 300)</b>	<b>301</b>	<b>2.36%</b>
<b>TOTAL DIALS</b>		<b>12761</b>	<b>100.00%</b>
<b>Incidence:</b>	<b>63.97%</b>		
<b>Length:</b>	<b>14.74 min.</b>		

## SECTION II

### EXECUTIVE SUMMARY

In August 2008, UNICOM-ARC conducted a telephone survey of residents in Caruthersville, Missouri, drawn from a random sample of residents throughout the community. The purpose of the survey was to learn about public perceptions of and priorities for the downtown area as part of the DREAM Initiative.

Three hundred (300) interviews were completed, and a sample of this size yields an overall error margin of  $\pm 5.4\%$ .

#### A. KEY POINTS: PRIORITIES AND FEEDBACK

- ◆ Approximately three-quarters of respondents felt that Caruthersville was moving in the right direction; another three-quarters felt that Caruthersville was moving in the wrong direction.
- ◆ Respondents placed the highest priority on repairing major streets
- ◆ Over four in five respondents indicated that they visit downtown once a month or more.
- ◆ Over two-thirds of respondents said they most often utilized downtown for the government or post office and/or for conducting business.
- ◆ A majority of respondents felt “excellent” or “good” about many characteristics of a downtown as they relate to Caruthersville.
- ◆ Almost nine in ten respondents felt that retaining the historic of downtown Caruthersville is “very” or “somewhat” important.
- ◆ Over six in ten respondents placed a high priority on adding family or casual dining options, clothing stores, an arcade or other attraction aimed at teenagers, and a shoe store downtown.
- ◆ Among several potential downtown improvements, over six in ten respondents placed a high priority on improving building façades, making the area more pedestrian-friendly, and keeping streets and sidewalks cleaner.
- ◆ Respondents were split on the idea of second-floor living space, either rental units or condominiums, downtown—nearly half felt it would be a welcome improvement, and nearly half felt there is no need for it.
- ◆ Most respondents received their information about downtown Caruthersville through word-of-mouth and local newspapers.

## B. KEY DEMOGRAPHIC INFORMATION

### By age:

- ◆ Revitalizing downtown and repairing major streets were particularly important to respondents over 65 years old.
- ◆ The 65+ age group viewed signage, business hours, and street conditions more favorably than other age groups.
- ◆ Caruthersville's younger residents were more interested in an arcade or other attractions aimed at teenagers than older residents.
- ◆ Caruthersville's oldest residents were more interested in a hardware store than younger residents.

### By amount of time respondents had lived in Caruthersville:

- ◆ Emergency services were most important to those who have lived in Caruthersville for 6-10 years.
- ◆ Attracting big box development was particularly important to those who have lived in Caruthersville 3-5 years.
- ◆ Respondents who have lived in Caruthersville 6-10 years indicated that they visit downtown Caruthersville more often than any other group does.
- ◆ Residents who have lived in Caruthersville for 0-2 years indicated that they visit downtown Caruthersville for shopping more often than any other group does.
- ◆ Respondents who have lived in Caruthersville 0-2 years viewed safety at night and during the day more favorably than all other groups—all of the respondents in this group viewed safety during the day favorably.
- ◆ Family or casual style dining was particularly important to residents who have been in Caruthersville 0-5 years.
- ◆ A coffee shop or Internet café was of particular interest to Caruthersville's residents who have lived in town for 0-2 years.
- ◆ Residents who have lived in town for 0-2 years were more interested in most aesthetic and structural improvements than any other group: adding green space, improving lighting, stricter code enforcement, developing second-story residential space, making the area more pedestrian-friendly, improving signage, and adding murals or other public art.
- ◆ The newspaper was more often cited as a primary source of information about downtown events and businesses by respondents who have lived in Caruthersville 3-5 years than by any other group.

### By income level:

- ◆ Attracting big box development was particularly important to respondents with an annual household income from \$50,000 to \$74,999.
- ◆ Residents with incomes over \$50,000 indicated that they visit downtown Caruthersville for dining more often than lower-income groups do.
- ◆ Residents with incomes from \$50,000 to \$75,000 indicated that they visit downtown Caruthersville for government or post office more often than residents in other income groups.
- ◆ Caruthersville's lowest-income respondents viewed occupied storefronts more favorably than all other groups.
- ◆ Respondents in the \$75,000-99,999 income group viewed safety at night and during the day more favorably than all other groups—all of the respondents in this group viewed safety during the day favorably.
- ◆ Caruthersville's lowest-income residents placed a higher priority on signage and pedestrian-friendliness than any other income group.
- ◆ Caruthersville's highest-income residents placed a higher priority on improving building façades than other income groups do.

### By gender:

- ◆ Over four in ten female respondents felt that Caruthersville was moving in the right direction.
- ◆ Revitalizing downtown was particularly important to female respondents.
- ◆ Female residents indicated that they visit downtown to attend church more often than male residents do.
- ◆ Female respondents viewed dining options more favorably than male respondents did.
- ◆ Most types of businesses were significantly more of a priority to female residents than to male residents: a shoe store, an ice cream shop or soda fountain, upscale specialty shops, antique shops, art galleries and shops, a coffee shop or Internet café, upscale dining, clothing stores, an arcade or other attractions aimed at teenagers, a bookstore, a hardware store, and a bakery.
- ◆ Many improvements were significantly more of a priority to female residents than to male residents: improving pedestrian-friendliness, improving building facades, adding murals or other public art, and keeping streets and sidewalks cleaner.

## C. COMMUNITY PRIORITIES AND FEEDBACK IN DETAIL

### Priorities for the Community:

- ✓ **Approximately three-quarters of respondents felt that Caruthersville is moving in the right direction; another three-quarters felt that Caruthersville is moving in the wrong direction.**

Two-thirds (36.2%) of respondents felt that Caruthersville is moving in the right direction, and 33.9% of respondents felt that Caruthersville is moving in the wrong direction.

- ✓ **Respondents placed the highest priority on repairing major streets**

At the beginning of the survey, respondents were asked to prioritize five potential improvements that “might be done to improve the quality of life in a given area” using a 5-point scale, where “5” indicated the improvement should be a top priority and “1” indicated the item should be a very low priority. Over two-thirds (69.1%) of respondents answered that “repairing major streets” should be a high priority for Caruthersville.

A majority of respondents placed a high priority on “improving emergency services” (63.1%), on “attracting more big box retail development” (63.1%), and on “revitalizing the Caruthersville downtown area” (54.2%). Less than half placed a high priority on “upgrading parks and recreation facilities” (45.8%).

### Visiting Downtown:

- ✓ **Over four in five respondents indicated that they visit downtown once a month or more.**
- ✓ **Over two-thirds of respondents said they most often utilize downtown for the government or post office and/or for conducting business.**

Respondents were asked how often they visit downtown. Over half of respondents (62.1%) answered that they visit downtown “more than five times a month.” One in five (20.3%) visit downtown “one to five times per month.” Smaller percentages of respondents said that they visit downtown “less than once a month” (6.3%), and “once a year or less” (6.6%).

Respondents were then given a list of reasons for visiting downtown and asked how often they conduct these activities in downtown Caruthersville. Respondents indicated they were most likely to visit downtown for the government or post office, for dining, and for conducting business.

The following percentages of people responded “very often” or “somewhat often”:

- ◆ Government/post office (70.4%)
- ◆ Conducting business (64.5%)
- ◆ Attending church (54.7%)
- ◆ Special events (46.3%)
- ◆ Other outdoor recreation, such as walking (45.6%)
- ◆ Shopping (41.5%)
- ◆ Dining (38.7%)
- ◆ Entertainment, not including casino (24.4%)
- ◆ Casino (16.7%)

When asked which one of these reasons respondents would most often visit downtown, nearly one in three respondents indicated “conducting business” (32.1%).

### Views of Current Downtown Caruthersville:

- ✓ A majority of respondents felt “excellent” or “good” about many characteristics of a downtown as they relate to Caruthersville.
- ✓ Almost nine in ten respondents felt that retaining the historic of downtown Caruthersville is “very” or “somewhat” important.

Respondents were read a list of eleven characteristics of a downtown and asked to rate conditions in downtown Caruthersville.

Five characteristics were rated very highly, either “excellent” or “good,” by more than two-thirds of respondents:

- ◆ Safety during the day (83.4%)
- ◆ Signs to help people find their way around (72.1%)
- ◆ Convenient business hours (68.8%)
- ◆ Convenient parking (66.4%)

Four others characteristics were rated highly, either “excellent” or “good,” by a majority of respondents:

- ◆ Preservation of historic structures (58.8%)
- ◆ Condition of sidewalks (58.1%)
- ◆ Available green space (52.5%)
- ◆ Safety at night (51.2%)

The only remaining characteristics were not considered descriptive of downtown Caruthersville, as less than a majority rated them “excellent” or “good”:

- ◆ Occupied storefronts (34.2%)
- ◆ Condition of streets (34.2%)
- ◆ Diverse mix of businesses (32.2%)
- ◆ Dining options (27.9%)
- ◆ Entertainment options (18.9%)

An overwhelming majority of respondents (86.4%) suggested that it is “very” or “somewhat” important that downtown Caruthersville work to retain its historic character. Only 11.6% thought that doing so was “not very” or “not at all” important.

### Priorities for Types of Downtown Businesses:

- ✓ Over six in ten respondents placed a high priority on adding family or casual dining options, clothing stores, an arcade or other attraction aimed at teenagers, and a shoe store downtown.

Respondents were read a list of many kinds of businesses “one might find in a downtown area” and asked how high of a priority Caruthersville should place on bringing each type of business to its own downtown area.

Four types of businesses were viewed as a “very high” or “high” priority to a majority of respondents:

- ◆ Clothing stores (71.4%)
- ◆ Family or casual dining (70.4%)
- ◆ Arcade or other attraction aimed at teenagers (64.1%)
- ◆ Shoe store (63.8%)
- ◆ Fine dining (59.5%)
- ◆ Bookstore (57.5%)
- ◆ Upscale dining (55.5%)
- ◆ Hardware store (51.2%)
- ◆ Lodging such as hotel, motel, or bed and breakfast (50.5%)

The remaining businesses were a “very high” or “high” priority for less than half of respondents:

- ◆ Ice cream shop/soda fountain (46.8%)
- ◆ Bakery (46.8%)
- ◆ Coffee shop or Internet café (48.8%)
- ◆ Upscale specialty shops (41.5%)
- ◆ Art galleries and shops (40.2%)
- ◆ Antique shops (31.2%)
- ◆ Bars/nightclubs (15.3%)

When asked to choose the one business respondents would most like to see in downtown Caruthersville, nearly one-quarter (24.9%) answered “clothing stores,” followed by “family or casual style dining” (18.6%).

### Priorities for Other Downtown Improvements:

- ✓ Among several potential downtown improvements, over six in ten respondents placed a high priority on improving building façades, making the area more pedestrian-friendly, and keeping streets and sidewalks cleaner.
- ✓ Respondents were split on the idea of second-floor living space, either rental units or condominiums, downtown—nearly half felt it would be a welcome improvement, and nearly half felt there is no need for it.

Using the same priority scale, respondents were read a list of other improvements that “might be made to a downtown area,” and asked to prioritize each.

Many possible improvements were considered a “very high” or “high” priority to over half of respondents:

- ◆ Improving building façades (65.8%)
- ◆ Making the area more pedestrian-friendly (64.8%)
- ◆ Keeping streets and sidewalks cleaner (61.5%)
- ◆ Improving lighting (57.1%)
- ◆ Stricter code enforcement (56.1%)
- ◆ Moving utilities underground (53.5%)

The other potential improvements tested in the survey were considered a high priority to less than half of respondents:

- ◆ Adding green space (43.5%)
- ◆ Adding murals or other public art (43.2%)
- ◆ Adding new parking spaces or lots (42.2%)
- ◆ Improving signage to help people find their way around (41.2%)
- ◆ Developing second-story residential space (41.2%)

When asked how they felt about Caruthersville developing second-story living space in downtown buildings, 45.2% felt that the City *should* develop these residential spaces and 48.8% felt that the City *should not*.

### **Communication about Downtown:**

- ✓ **Most respondents received their information about downtown Caruthersville through word-of-mouth and local newspapers.**

When asked to indicate their primary and secondary sources of information about downtown Caruthersville, nearly half (47.1%) indicated that word-of-mouth was either their primary (25.2%) or secondary (21.9%) source of information. Nearly half (47.6%) indicated that the newspaper was either their primary (21.3%) or secondary (26.3%) source of information.

## **D. DEMOGRAPHIC INFORMATION IN DETAIL**

### **Priorities for the Community:**

- ✓ **Over four in ten female respondents felt that Caruthersville is moving in the right direction.**

Respondents were asked if Caruthersville as a whole was moving in the right direction, the wrong direction, or a mixed direction. 46.0% of women felt that Caruthersville is moving in the right direction, compared to only 26.5% of men.

- ✓ **Revitalizing downtown and repairing major streets were particularly important to respondents over 65 years old.**

Nearly three-quarters (72.4%) of residents older than 65 felt that revitalizing downtown should be a high priority. In addition, over eight in ten (81.0%) of the 65+ age group felt that repairing major streets should be a high priority. The other age groups felt that they should be less of a priority, with all of them at or below 53.1% on revitalizing downtown and 69.9% on repairing major streets.

- ✓ **Revitalizing downtown was particularly important to female respondents.**

Six in ten (60.7%) female respondents felt that revitalizing downtown should be a high priority, compared to only 47.7% of male respondents

- ✓ **Emergency services were most important to those who have lived in Caruthersville for 6-10 years.**

Close to nine in ten (88.0%) respondents who have been in Caruthersville 6-10 years rated emergency services as a high priority, while less than 68.4% of all other groups felt the same.

- ✓ **Attracting more big box development was particularly important to those who have lived in Caruthersville 3-5 years.**

Over three-quarters of the residents that have been in Caruthersville for 3-5 years (78.9%) felt that attracting more big box retail development should be a high priority. Less than 64.3% of all other groups felt the same.

- ✓ **Attracting more big box development was particularly important to respondents with an annual household income from \$50,000 to \$74,999.**

Over three-quarters of the residents that with household incomes of \$50,000-\$74,999 per year (77.1%) felt that attracting more big box retail development should be a high priority. Less than 68.4% of all other groups felt the same.

### **Visiting Downtown:**

- ✓ **Respondents who have lived in Caruthersville 6-10 years indicated that they visit downtown Caruthersville more often than any other group does.**

Two in five (80.0%) of Caruthersville's residents who have lived in town 6-10 years visit downtown more than five times a month, as compared to less than 64.3% of other groups.

- ✓ **Residents who have lived in Caruthersville for 0-2 years indicated that they visit downtown Caruthersville for shopping more often than any other group does.**

For shopping, 76.9% of residents who have lived in Caruthersville 0-2 years visit downtown "very" or "somewhat" often, as compared to less than 48.0% of other groups.

- ✓ **Residents with incomes over \$50,000 indicated that they visit downtown Caruthersville for dining more often than lower-income groups do.**

For dining, over 50.0% of residents with annual household incomes of more than \$50,000 indicated that they visit downtown “very” or “somewhat” often, as compared to less than 30.4% of lower income groups.

- ✓ **Residents with incomes from \$50,000 to \$75,000 indicated that they visit downtown Caruthersville for government or post office more often than residents in other income groups.**

For “government/post office,” 86.7% of residents in this income group indicated that they visit downtown “very” or “somewhat” often, as compared to less than 77.8% of other income groups.

- ✓ **Female residents indicated that they visit downtown to attend church more often than male residents do.**

For “attending church,” 62.2% of female respondents indicated that they visit downtown “very” or “somewhat” often, as compared to 47.2% of male respondents.

### **Views of Current Downtown Caruthersville:**

- ✓ **The 65+ age group viewed signage, business hours, and street conditions more favorably than other age groups.**

Significant percentages of the 65+ age group viewed signage (84.5%), business hours (77.6%), and condition of streets (43.1%) as “excellent” or “good.” These differences ranged from 8% to 15% compared to other age groups.

- ✓ **Caruthersville’s lowest-income respondents viewed occupied storefronts more favorably than all other groups.**

A majority of respondents with incomes under \$25,000 (51.0%) felt that occupied storefronts are “excellent” or “good,” compared to less than 30.5% of all other income groups.

- ✓ **Female respondents viewed dining options more favorably than male respondents did.**

One-third (35.3%) of female respondents felt that dining options are “excellent” or “good,” compared to only 20.5% of male respondents.

- ✓ **Respondents who have lived in Caruthersville 0-2 years viewed safety at night and during the day more favorably than all other groups—all of the respondents in this group viewed safety during the day favorably.**

Every (100.0%) respondent in this group felt that safety during the day is “excellent” or good, and 64.3% felt that safety at night is “excellent” or “good.” These responses differed between 4% and 20% from other groups’ responses.

- ✓ Respondents in the \$75,000-99,999 income group viewed safety at night and during the day more favorably than all other groups—all of the respondents in this group viewed safety during the day favorably.

Every (100.0%) respondent in this group felt that safety during the day is “excellent” or good, and 63.2% felt that safety at night is “excellent” or “good.” These responses differed between 5% and 20% from other income groups’ responses.

### Priorities for Types of Downtown Businesses:

- ✓ Family or casual style dining was particularly important to residents who have been in Caruthersville 0-5 years.

Nine in ten (92.9%) respondents that have been in Caruthersville 0-2 years and 94.7% of the group that has been in Caruthersville 3-5 years felt that family or casual style dining was a high priority, compared to less than 76.0% of longer-term residents.

- ✓ Most types of businesses were significantly more of a priority to female residents than to male residents: a shoe store, an ice cream shop or soda fountain, upscale specialty shops, antique shops, art galleries and shops, a coffee shop or Internet café, upscale dining, clothing stores, an arcade or other attractions aimed at teenagers, a bookstore, a hardware store, and a bakery.

Significantly more women than men saw the following as priorities: a shoe store, an ice cream shop or soda fountain, upscale specialty shops, antique shops, art galleries and shops, a coffee shop or Internet café, upscale dining, clothing stores, an arcade or other attractions aimed at teenagers, a bookstore, a hardware store, and a bakery. These differences ranged from 5% to 20%.

- ✓ A coffee shop or Internet café was of particular interest to Caruthersville’s residents who have lived in town for 0-2 years.

Almost nine in ten (85.7%) respondents that have lived in Caruthersville 0-2 years felt that a coffee shop or Internet café was a high priority, compared to less than 68.4% of all other groups.

- ✓ Caruthersville’s younger residents were more interested in an arcade or other attractions aimed at teenagers than older residents.

Seven in ten (71.2%) 18-34 year old respondents and 71.9% of 35-49 year old respondents felt that these attractions were a high priority, compared to less than 57.5% of the older age groups.

- ✓ Caruthersville’s oldest residents were more interested in a hardware store than younger residents.

Two-thirds (67.2%) of 65+ year old respondents felt that a hardware store was a high priority, compared to less than 57.1% of the other age groups.

### Priorities for Other Downtown Improvements:

- ✓ **Residents who have lived in town for 0-2 years were more interested in most aesthetic and structural improvements than any other group: adding green space, improving lighting, stricter code enforcement, developing second-story residential space, making the area more pedestrian-friendly, improving signage, and adding murals or other public art.**

These residents viewed the following improvements as high priorities: adding green space (57.1%), improving lighting (78.6%), stricter code enforcement (71.4%), developing second-story residential space (50.0%), making the area more pedestrian-friendly (85.7%), improving signage (57.1%), and adding murals or other public art (85.7%). These percentages differed at least 8%, often up to 20%, and sometimes up to 40% as compared to other groups.

- ✓ **Caruthersville's lowest-income residents placed a higher priority on signage and pedestrian-friendliness than any other income group.**

Over half of residents with annual incomes of less than \$25,000 place a high or very high priority on signage (52.0%) and over three-quarters of them place a high or very high priority on pedestrian-friendliness (75.5%), while less than 39% of other income groups feel the same about signage and less than 39.0% feel the same about pedestrian-friendliness.

- ✓ **Caruthersville's highest-income residents placed a higher priority on improving building façades than other income groups do.**

Nine in ten residents with annual incomes of more than \$100,000 (89.3%) place a high or very high priority on improving building façades, while less than 65.3% of other groups feel the same.

- ✓ **Many improvements were significantly more of a priority to female residents than to male residents: improving pedestrian-friendliness, improving building facades, adding murals or other public art, and keeping streets and sidewalks cleaner.**

Significantly more women than men saw the following as priorities: improving pedestrian-friendliness (74.0%), improving building façades (72.0%), adding murals or other public art (48.0%), and keeping streets and sidewalks cleaner (66.7%). These differences were of at least 10% as compared to men.

### Communication about Downtown:

- ✓ **The newspaper was more often cited as a primary source of information about downtown events and businesses by respondents who have lived in Caruthersville 3-5 years than by any other group.**

Four in ten respondents who have lived in Caruthersville 3-5 years (42.1%) responded that they use the newspaper as their primary source of information about downtown, as compared to less than 28.0% of all other groups.

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### SECTION III

## OVERVIEW OF DATA

In August 2008, UNICOM • ARC conducted a telephone survey of residents in Caruthersville Missouri, drawn from a sample of residents throughout the community. The purpose of the survey was to learn about public perceptions of and priorities for the downtown area in collaboration with the DREAM Initiative.

Three hundred (300) interviews were completed, and a sample of this size yields an overall error margin of ±5.4%. This Overview of Data provides raw frequencies to the questions. We give exact wording of each question, editing only some instructions in the interest of space. The list is sorted where appropriate and the most prevalent response is bolded in each section.

		%
1. Thinking about the Caruthersville, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?	Right direction	36.2%
	Mixed	21.6%
	Wrong direction	33.9%
	Other, don't know	8.3%

I'm going to read a list of things that might be done to improve the quality of life in a given area. For each of the following items, please tell me how high a priority you would place on each by using a 5-point scale. If you think the item should be a top priority, rate it a 5. If you think it should be a very low priority, rate it a 1. Of course, you can use any number between 5 and 1.

	Mean	<i>Very High priority (5)</i>  %	total high priority (4-5)  %	3  %	total low priority (1-2)  %
<b>3. Repairing major streets</b>	<b>4.06</b>	<b>52.2%</b>	<b>69.1%</b>	<b>14.6%</b>	<b>12.3%</b>
6. Attracting more big box retail development	4.02	51.8%	63.1%	14.6%	13.0%
4. Improving emergency services	3.91	45.2%	63.1%	17.9%	14.3%
2. Revitalizing the Caruthersville downtown area	3.65	41.5%	54.2%	19.3%	23.3%
5. Upgrading parks and recreation facilities	3.40	30.9%	45.8%	26.6%	24.6%

	%	
7. How often do you visit downtown Caruthersville?	Once a year or less	6.6%
	Less than once a month	6.3%
	One to five times per month	20.3%
	<b>More than five times a month</b>	<b>62.1%</b>
	Other Specify	3.3%
	Don't visit downtown	1.3%
	Don't know	.0%

For each of the following, please tell me how often you visit downtown for these activities: very often, somewhat often, not very often or not at all.

	<i>Very often</i>	very/somewhat often	not very/not at all often	Other/don't know
	%	%	%	%
<b>13. government/post office</b>	<b>41.5%</b>	<b>70.4%</b>	<b>29.3%</b>	<b>.3%</b>
14. conducting business	33.1%	64.5%	34.5%	1.0%
15. attending church	42.2%	54.7%	45.3%	.0%
12. special events	15.3%	46.3%	53.0%	.7%
11. other outdoor recreation, such as walking	24.0%	45.6%	54.4%	.0%
8. shopping	19.9%	41.5%	58.5%	.0%
9. dining	14.3%	38.7%	60.6%	.7%
10. entertainment, not including casino	10.1%	24.4%	74.9%	.7%
16. visiting the casino	8.0%	16.7%	83.3%	.0%

	%	
17. Of the items listed above, which would you say is the one reason you most often visit downtown Caruthersville?	<b>Conducting business</b>	<b>32.1%</b>
	Government/post office	15.0%
	Shopping	11.5%
	Attending church	10.8%
	Other outdoor recreation, such as walking	7.0%
	Dining	4.9%
	Special events	3.8%
	Visiting the casino	3.8%
	Entertainment, not including casino	1.4%
	Other, don't know	9.8%

For each of the following characteristics of a downtown I read, please tell me if you think conditions in Caruthersville are excellent, good, not so good or poor. The first is...

	<i>Excellent</i>	excellent/ good	not so good/ poor	Other/ don't know
	%	%	%	%
<b>29. safety during the day</b>	<b>16.6%</b>	<b>83.4%</b>	<b>15.3%</b>	<b>1.3%</b>
18. signs to help people find their way around	12.0%	72.1%	26.6%	1.3%
19. convenient business hours	7.6%	68.8%	30.2%	1.0%
23. convenient parking	9.3%	66.4%	32.9%	.7%
21. preservation of historic structures	8.6%	58.8%	38.9%	2.3%
28. condition of sidewalks	13.6%	58.1%	38.5%	3.3%
20. available green space	8.6%	52.5%	39.2%	8.3%
30. safety at night	9.3%	51.2%	41.9%	7.0%
22. occupied storefronts	5.3%	34.2%	64.1%	1.7%
27. condition of streets	4.7%	34.2%	65.1%	.7%
24. diverse mix of businesses	5.3%	32.2%	63.5%	4.3%
25. dining options	4.0%	27.9%	70.1%	2.0%
26. entertainment options	4.0%	18.9%	78.1%	3.0%

	%	
31. How important would you say it is that Caruthersville work to retain its downtown's historic character? Would you say it is very important, somewhat, not very or not at all important?	Very	51.2%
	<b>Somewhat</b>	<b>35.2%</b>
	Not very	7.6%
	Not at all	4.0%
	Other, don't know	2.0%
	<i>very/somewhat</i>	<b>86.4%</b>
<i>not very/not at all</i>	<b>11.6%</b>	

I'm going to read a list of the kinds of businesses that one might find in a downtown area. For each, please tell me how high a priority Caruthersville should place on bringing or adding more of that type of business *to its own downtown area*. If you think an item should be a top priority, rate it a "5." If you think it shouldn't be a priority at all, rate it a "1." Of course, you can use any number between five and one. The first is...

	Mean	Very High priority (5) %	total high priority (4-5) %	3 %	total low priority (1-2) %
42. clothing stores	4.09	52.5%	71.4%	13.3%	12.0%
33. family or casual style dining	4.04	49.5%	70.4%	14.3%	12.0%
43. arcade or other attraction aimed at teenagers	3.88	50.8%	64.1%	16.3%	16.9%
35. shoe store	3.81	40.9%	63.8%	13.3%	17.9%
34. fine dining	3.77	43.5%	59.5%	19.9%	17.3%
45. bookstore	3.65	38.5%	57.5%	19.6%	19.6%
41. upscale dining	3.64	37.5%	55.5%	21.9%	19.6%
46. hardware store	3.52	35.5%	51.2%	21.9%	22.6%
32. lodging such as hotel, motel or bed and breakfast	3.43	30.6%	50.5%	18.6%	26.6%
36. ice cream shop/soda fountain	3.39	26.6%	46.8%	26.6%	22.9%
47. bakery	3.39	31.6%	46.8%	23.9%	24.6%
40. coffee shop or Internet café	3.37	32.6%	48.8%	19.9%	27.9%
37. upscale specialty shops	3.24	23.6%	41.5%	24.9%	27.9%
39. art galleries and shops	3.10	24.3%	40.2%	22.6%	33.2%
38. antique shops	2.93	15.6%	31.2%	29.6%	34.6%
44. bars/nightclubs	1.90	10.0%	15.3%	9.6%	71.4%

	%	
48. Of the items listed above, what business would you most like to see in downtown Caruthersville?	<b>Clothing stores</b>	<b>24.9%</b>
	Family or casual style dining	18.6%
	Upscale dining	8.6%
	Bookstore	6.0%
	Shoe store	5.6%
	Hardware store	3.0%
	Coffee shop or Internet cafe	3.0%
	Ice cream shop/soda fountain	2.7%
	Outdoor dining	2.0%
	Antique shops	1.7%
	Art galleries and shops	1.7%
	Bars/nightclubs	1.0%
	Upscale specialty shops	.7%
	Bakery	.7%
	Lodging such as hotel, motel or bed and breakfast	.3%
	Craft store	.3%
Other-specify	19.3%	

I'm going to read a list of other improvements that might be made to a downtown area. Again, please tell me how high a priority you think each should be for downtown Caruthersville using the same 5-point scale.

	Mean	Very High priority (5) %	total high priority (4-5) %	3 %	total low priority (1-2) %
<b>57. improving building facades</b>	<b>4.02</b>	<b>48.2%</b>	<b>65.8%</b>	<b>19.6%</b>	<b>10.6%</b>
55. making the area more pedestrian-friendly	3.95	45.2%	64.8%	18.9%	13.0%
59. keeping streets and sidewalks cleaner	3.80	42.2%	61.5%	16.9%	18.3%
50. improving lighting	3.71	38.2%	57.1%	21.6%	18.3%
53. stricter code enforcement	3.70	40.2%	56.1%	20.3%	19.3%
51. moving utilities underground	3.63	38.9%	53.5%	16.9%	22.3%
49. adding green space	3.40	26.6%	43.5%	27.6%	22.9%
56. improving signage to help people find their way around	3.30	26.2%	41.2%	27.6%	26.6%
58. adding murals or other public art	3.24	24.3%	43.2%	23.6%	28.6%
52. adding new parking spaces or lots	3.22	26.9%	42.2%	23.6%	30.9%
54. developing second-story residential space	3.21	27.6%	41.2%	20.9%	33.2%

		%
61. There has been some discussion about developing second story living space in downtown Caruthersville. Which of the following statements is closest to the way you feel?	<b>There is no need for second story living space downtown.</b>	<b>48.8%</b>
	Property owners should turn the second floors of their existing buildings into rental units.	30.9%
	Property owners should turn the second floors of their existing buildings into condominiums.	14.3%
	Other/don't know	6.0%

		%
62a. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Caruthersville?	<b>word-of-mouth</b>	<b>25.2%</b>
	Local newspaper	21.3%
	I live downtown.	13.6%
	Radio	10.6%
	Television	9.3%
	Chamber of Commerce web site	2.7%
	Other - Specify	7.0%
No others / don't know	10.3%	

		%
62b. And what is your second most likely source of information?	<b>Local newspaper</b>	<b>26.3%</b>
	word-of-mouth	21.9%
	Radio	15.9%
	Television	14.8%
	I live downtown.	1.9%
	Chamber of Commerce web site	1.5%
	Other - Specify	7.4%
No others / don't know	10.4%	

		%
63. How familiar are you with a state-sponsored program called the DREAM Initiative? Would you say you are very familiar, somewhat, not very or not at all familiar with the DREAM Initiative?	Very familiar	6.3%
	Somewhat familiar	19.3%
	Not very familiar	15.6%
	<b>Not at all familiar</b>	<b>56.8%</b>
	Other, don't know	2.0%
	<i>very/somewhat</i>	<i>25.6%</i>
	<i>not very/not at all</i>	<i>72.4%</i>

And now, a few final questions for classification purposes

		%
64. In which of the following age groups are you?	18-34	24.3%
	35-49	31.9%
	50-64	24.3%
	65 or over	19.3%
	Other, don't know, refused	.3%

		%
65. How long have you lived in the Caruthersville area?	0-2 years	4.7%
	3-5 years	6.3%
	6-10 years	8.3%
	11-20 years	12.6%
	More than 20 years	67.8%
	Other, don't know	.3%

		%
66. For statistical purposes only, please indicate which of the following categories best fits your total household income for 2007.	Under \$25,000	32.6%
	\$25,000 to \$49,999	27.2%
	\$50,000 to \$74,999	15.9%
	\$75,000 to \$99,999	6.3%
	\$100,000 plus	9.3%
	Other, don't know, refused	8.6%

		%
67. Gender	Male	50.2%
	Female	49.8%

## SECTION IV

### RESPONSE TO OPENENDED QUESTIONS

**7. How often do you visit downtown Caruthersville?**

Everyday (4)  
Live there (2)  
Twice a day (2)  
Work downtown

**48. of the items listed above, what business would you most like to see in downtown Caruthersville?**

Arcades and stuff for teenagers (14)

Place for kids (7)

Movie Theater (5)

Christian book store

Some of all of them; probed

A variety store and maybe some more industry

Recreation center or pool hall

Whatever will add more jobs

All of the shops are needed

Things that help the youth

Something for kids to do; they have nothing to keep the out of trouble

A little of everything

More transportation like buses

A mixture I want books and clothing

Social activities for families

Not sure but maybe something to create more jobs

All of them but especially stuff for kids

Add all types of stores; we need it all

Any kind of business

Entertainment aimed for everyone

Thrift stores

Any of them; all were good; maybe even something for the kids

A youth center for teenagers

Recreation center for all children; not just rich children

I think we need more industry

Shoes stores; arcade; clothes; dining

More recreation for kids

Something for the kids to do

A nicer children's clothing store

K mart

Jobs

Anything besides grizzle jigs

High school

Bowling alley or skating ring

A cat house

**60. Are there any other improvements you think should be made to downtown Caruthersville?**

River front should be developed more

I think the streets should be improved.

The sidewalks need to be repaired

More diversity; another reason to go downtown; different ethnic groups; more jobs available other than Wal-Mart and trinity

When they took all of the overheads off the buildings; people could walk downtown and not get wet; i think it's good for buildings that are not being used, you put a mural on it until somebody wants to move in

I think the roads need to be improved; they are terrible and there are holes everywhere you go

Something besides sonic; add other diners

More things for children to do; more enforcement of rules at the rec center and more security

Fortify the levees; I live right on the river, i can almost look out my door and see the water

They need to redo the schools in the city

Bring in some shoe stores, jobs and more housing; bring in more industry and bring schools back on track

I think that we need more industry; we don't have any more in our area

High school has been there a long, long time and it is terrible with broken windows; we need help - it should have already been improved

I think there needs to be some new businesses put in

There's a whole bunch that needs to be done but getting them to do it is the problem

More businesses

I think they should tear down the empty spaces between the buildings downtown and clean up around the buildings

I think they should go and tear down most of the buildings so they would give a clean slate for new construction and maybe put something in of the market texture

They could pick up the tree branches

I think we should get a new mayor

Our stores are old; things have gone out of business and no one has replaced it

Better cell phone reception

Downtown closes at 5; everything closed at 5 so there is nothing to do

Put some business in the area

We have a nice walking trail; our business is dealing with special needs children and there's nothing for special needs children; I'd like to see a park for special needs children and there is nowhere for them

Add something for the teenagers and younger kids to do

Too many abandoned store fronts

Try to attract more business

I think they can have more stores down there so people can shop

Put walls up so people can look and not be in danger from the water

People with very little income and can't afford to live in Caruthersville should be able to live there; they need to get it where people like me on 600 dollars a month can afford to live there and keep going

More stores like clothing stores

Just a new police department

A new police force

Make the neighborhoods a more important project by mowing the lawns

It could use more stores in the downtown area on the east part of town

Not just stop at 7th street but improve the whole town

Attracting more business

Strictly streets; keep them up and built

The law enforcement should treat everybody equally

Getting rid of the mayor and the legislature

Adding more handicapped parking spaces

Bike path

I think that all the buildings that are crumbling down and replace them with new stores with more greenery and better parking; i think it will look pretty

Something for kids; there's nothing for kids around here

We need people and industry and stores; some way to employ the people

Bringing more local business

More businesses

More business; we have nothing here but a Wal-mart

I think that they should replace the entire town

Adding places where we can buy cd's or music; need a movie theater; i also want more hobby shops and so people do not have to go out of town all of the time; more kid friendly activities to keep them out of trouble

Some buildings need to be condemned because half of them are

Falling in and improve the water

Things for kids and teens to do

More public entertainment for families other than the casino; and a city park

Add industry

More business

New businesses

Burn the place down and start from scratch

Just make it more attractive

We need a new high school really bad

Giving us something to do; anything for more entertainment

Need a movie theatre or skating rink or amusement parks

Drive in movie theatre

More businesses moved downtown and re-do some of the old buildings and everything might fall into place

Buildings need to be painted and road improvements need to be made

Eating places

More attention to building facades

Improve on the houses; lower rent

Finish off the high school; bowling alley, skating rink, movie theater

The store hours - I want them to be open longer, even until six

Something for the children to do and a nice place to eat; the tornado took the high school two years ago; the students have to learn and function in trailers not an actual school

It's not the downtown part, it's the poor part of town; they could actually fix it up; they haven't done anything to that part of town in years

The city is corrupt; the mayor and state rep are brother and sister and rip off the whole community through the utilities; we barely get our bills in time to pay and they cut it off and make you pay the reconnect fee

Anything that will create jobs in the area

More businesses

Anything will be an improvement

Businesses for jobs

Schools - don't have a high school, don't have a cafeteria

Anything they can do here will help; after the tornado it's just been a really bad situation and it's taking a lot of time to

Get everything back to normal

Build a new high school

We just need more businesses

Mow the empty lots

It's just real tight everything is so close

A theatre and something for the children

Child care services for them to watch our neglected children should be a priority

There needs to be more shops

I want more industrial businesses so that i don't have to go out of town to get a job; more factories

Re-doing the buildings

We just need more businesses and more stores; more places to go shopping

Needs a high school

More street patrols

More business to bring in jobs

Something for the youth

Preserve the old buildings

I think they should fix the school and not the sidewalks; these kids need somewhere to go to school at

Retails; restaurants

They should allow some of the businesses to not be empty

The streets need to be worked on

Some of the raggedy boards falling down need to be torn down

They need to do something for entertainment, i don't know what

I would like to see a downtown grocery store

More businesses; we've had several buildings torn down so we should have new ones where old ones were

More businesses

Get some businesses in town

I think it needs more stores

The streets should be fixed cause of dips

Having more things to do for the kids

I want more entertainment like more theaters; i want more teenager-friendly entertainment like skating rinks and arcades

I think there should be a place were kids should be able to hang out like play basketball

I would want to improve the way they treat the citizens

A nice coffee shop

Rebuild the buildings that are falling in

Bring businesses into downtown; there are a lot of empty areas; trying to find people to fill that empty space; second floor and store front facilities

My street needs to be paved; east wood avenue

They need more factories they need a place for teens to go and a place for people to work; some kind of something for the teens like a internet café, something for the kids to do

Upgrading the lower income houses

Not down town, everywhere else

The downtown area needs great improvement because they are torn down all over the place

They can do a lot to downtown; you got room to do so much; there needs to be a high school; something more for the kids to do; more variety of clothes

Things for the kids to do and if we had a few more factories for jobs

They need a new dog catcher; more factories so people can get off of welfare and work

Chief of police needs to be fired and the mayor is a lesbian; get rid of wal-mart; will bring someone who will bring jobs and bring in the high school; rebuild so our kids don't have to leave

Dining

On some streets a lot of the sidewalks are in poor conditions

Schools; making it a cleaner, safer place for the kids and better reading courses and everything

**62a. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Caruthersville?**

Library (3)

Banks

Just by visiting

Magazines

We don't have any information center and we need one

Police department

Looking around

Because I'm there everyday

Books

Visiting it

Riding around

City hall

Just living there

Council meetings and just driving through

Own observations

Work downtown

Internet

Local shops

I'm always out and about

**62b. and what is your second most likely source of information?**

Church (4)

Library (3)

By driving through it (2)

Visiting (2)

Magazines

Shop talk

Go down there and look

Books

The mayor

The counter government and office

City council member; being a active person in the community

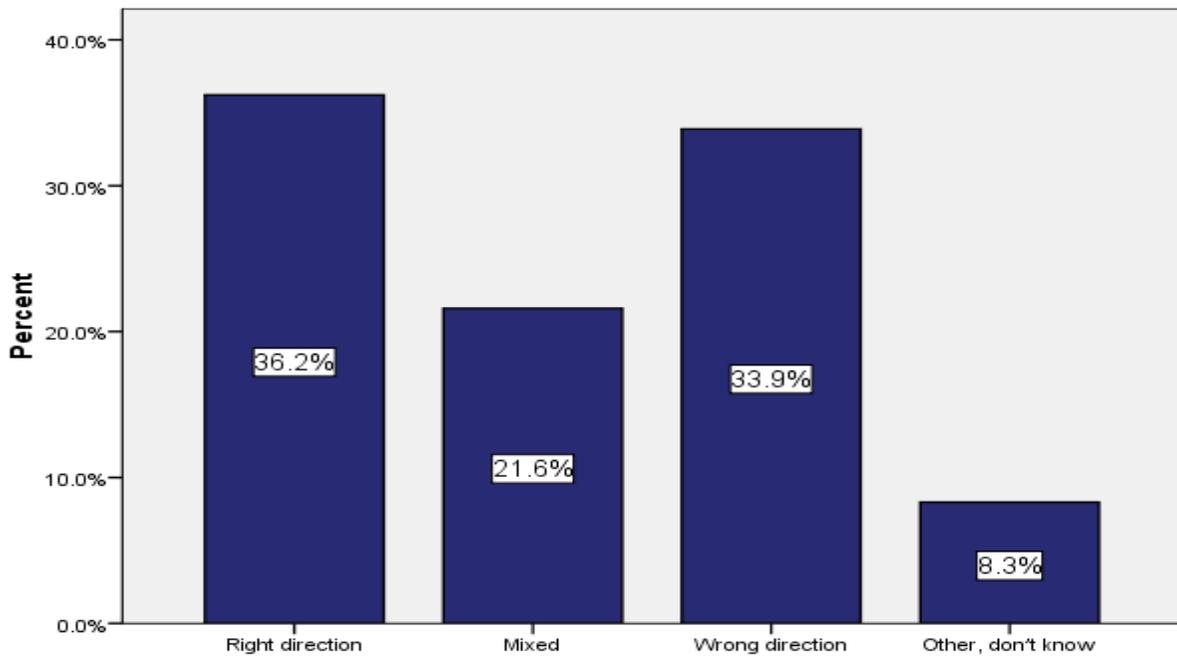
First hand experience

Store managers

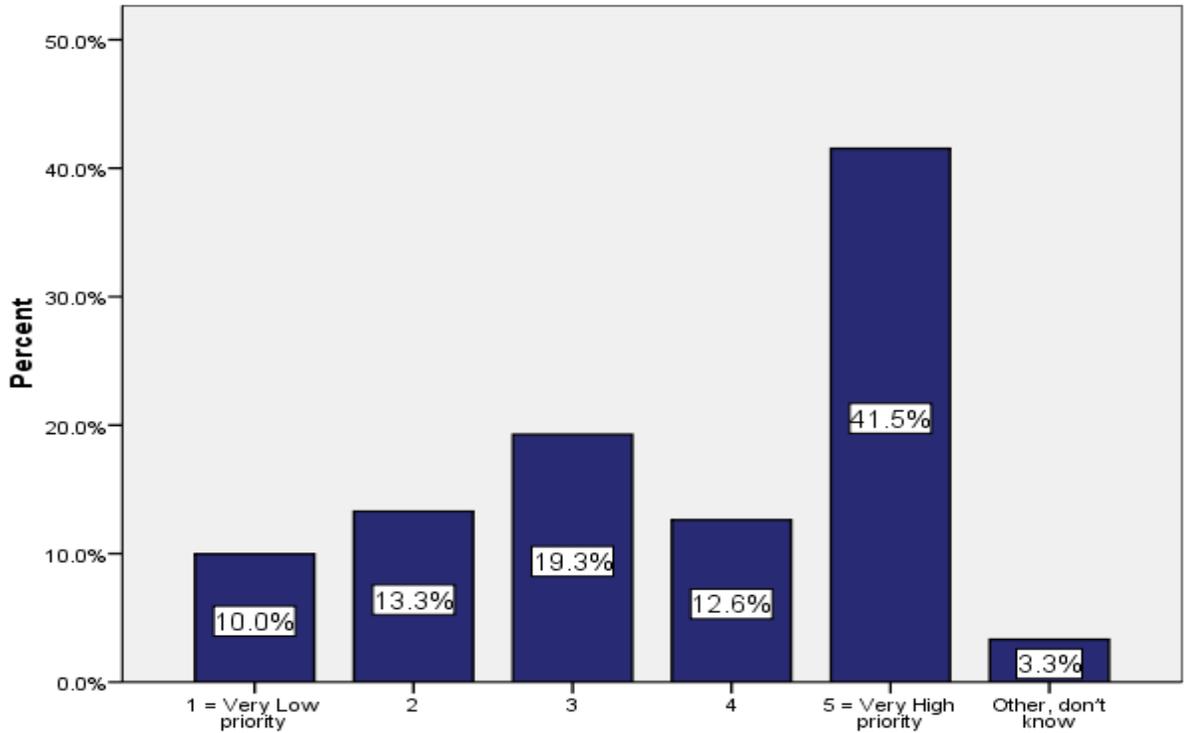
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## SECTION V

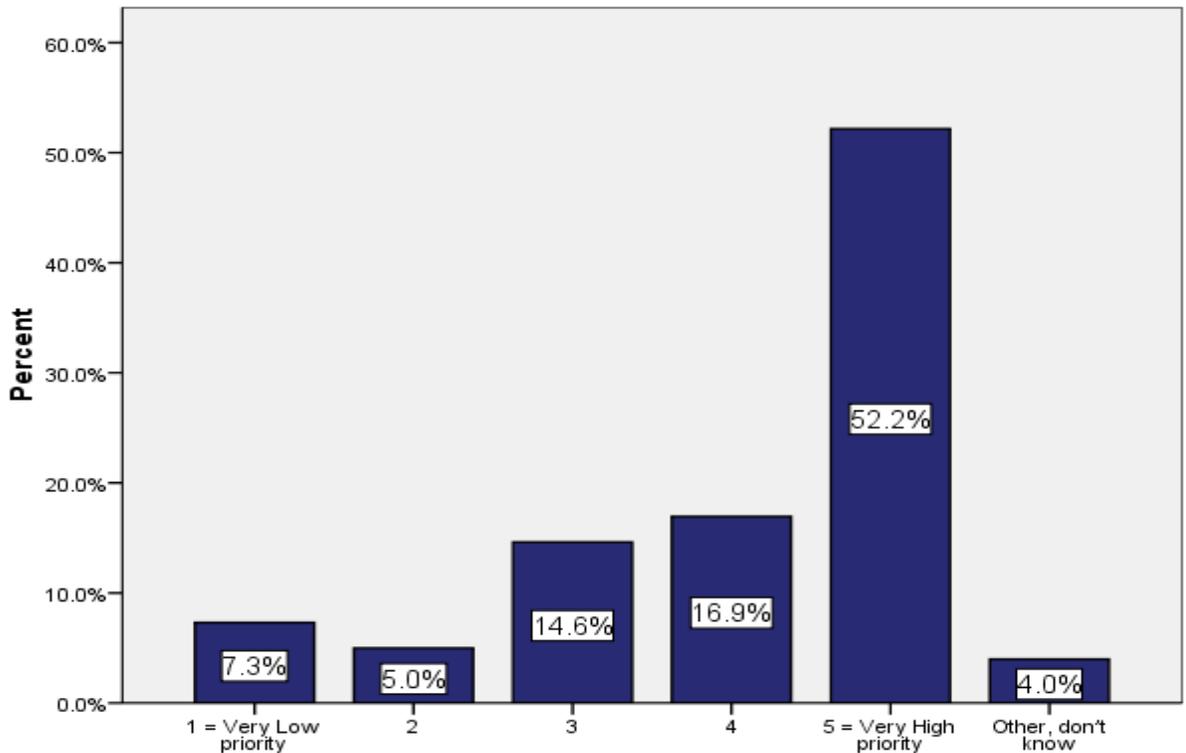
### BAR CHARTS



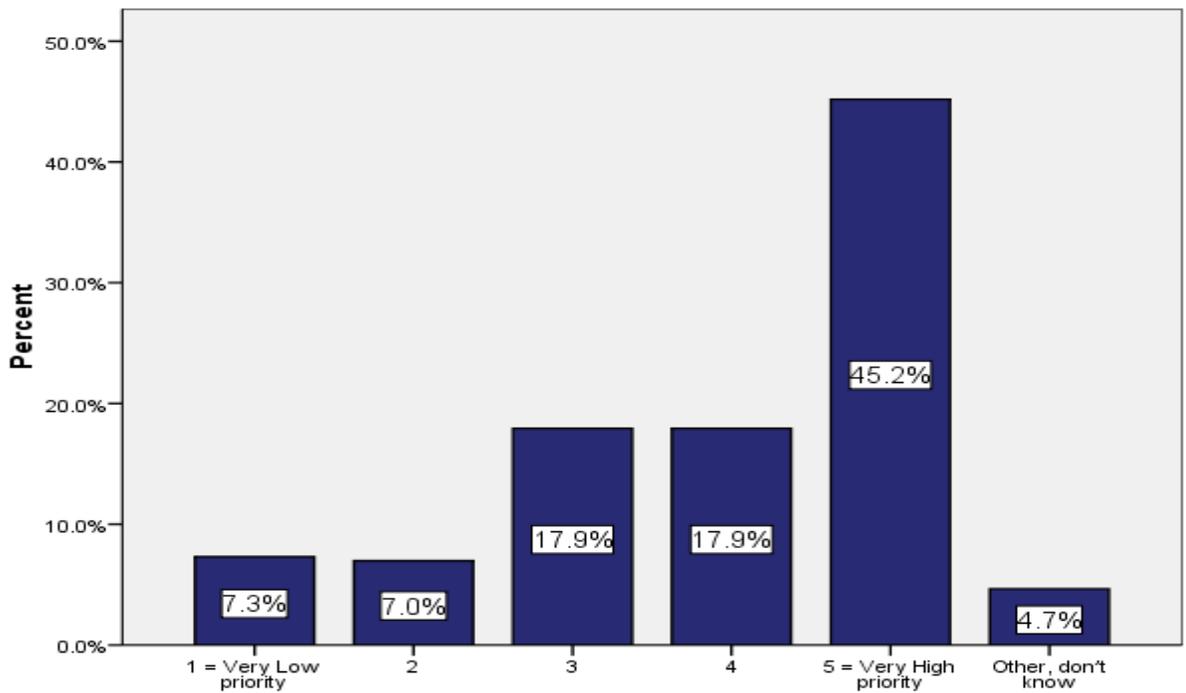
**1. Thinking about the Caruthersville, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?**



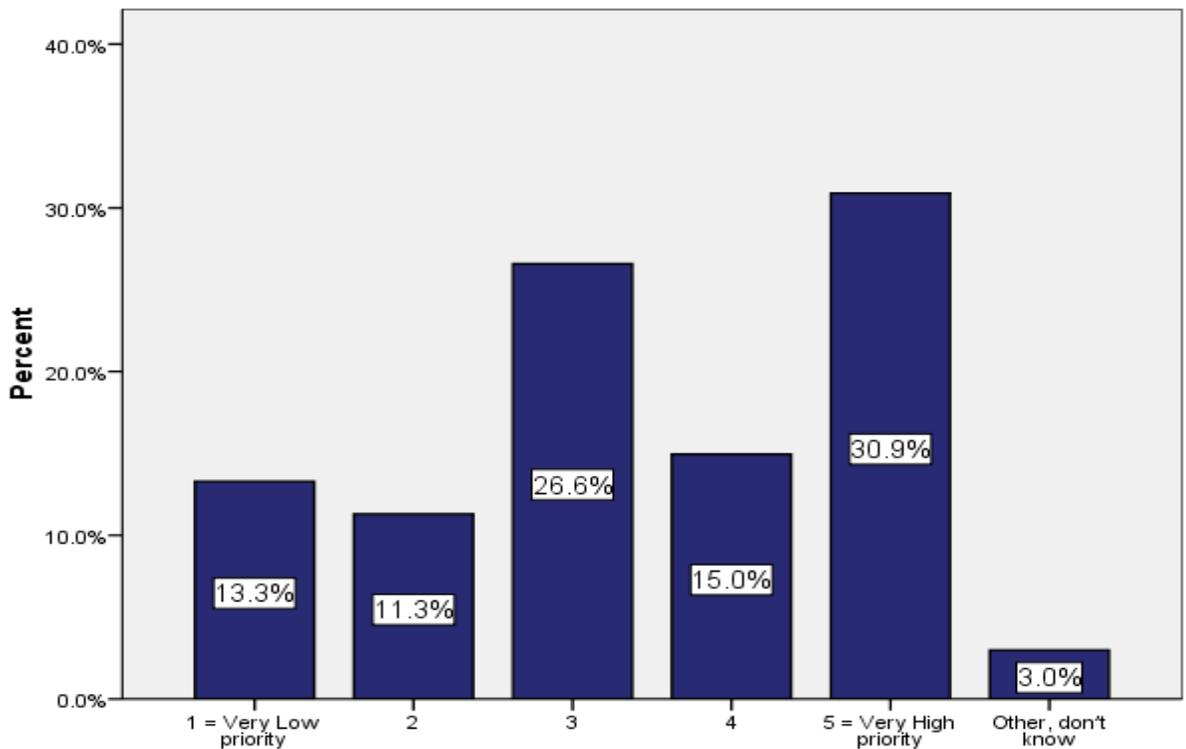
**2. Revitalizing the Caruthersville downtown area**



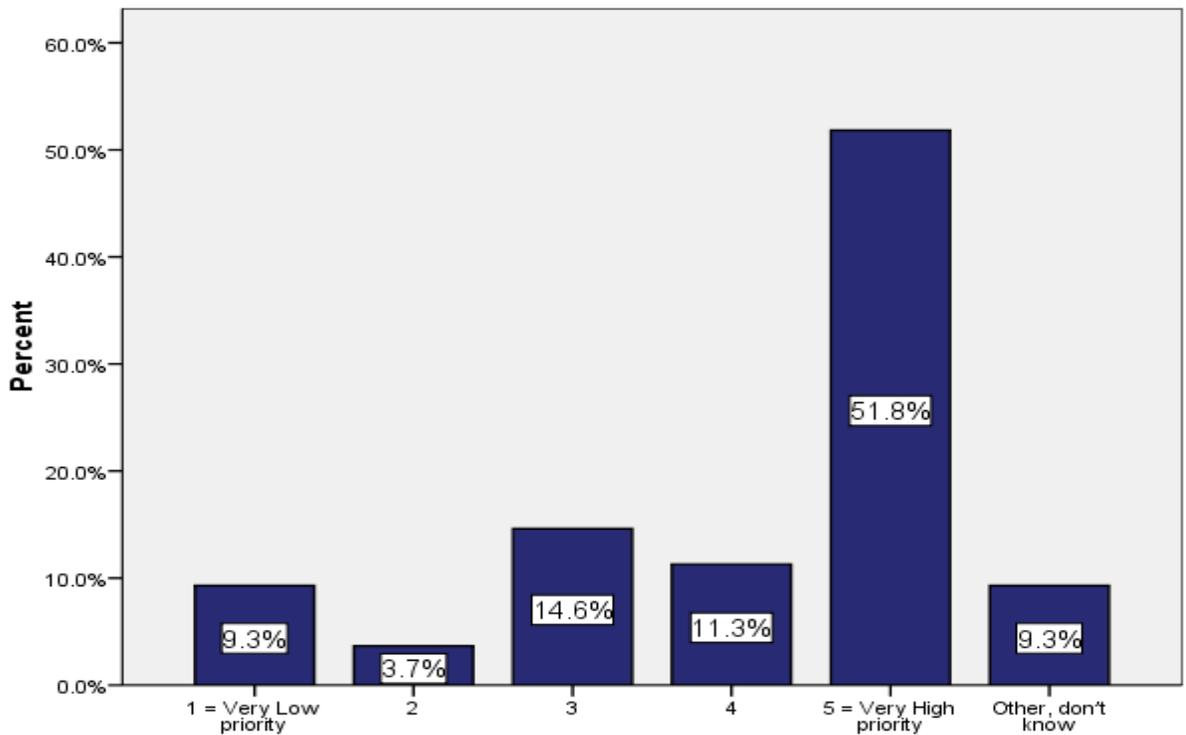
**3. Repairing major streets**



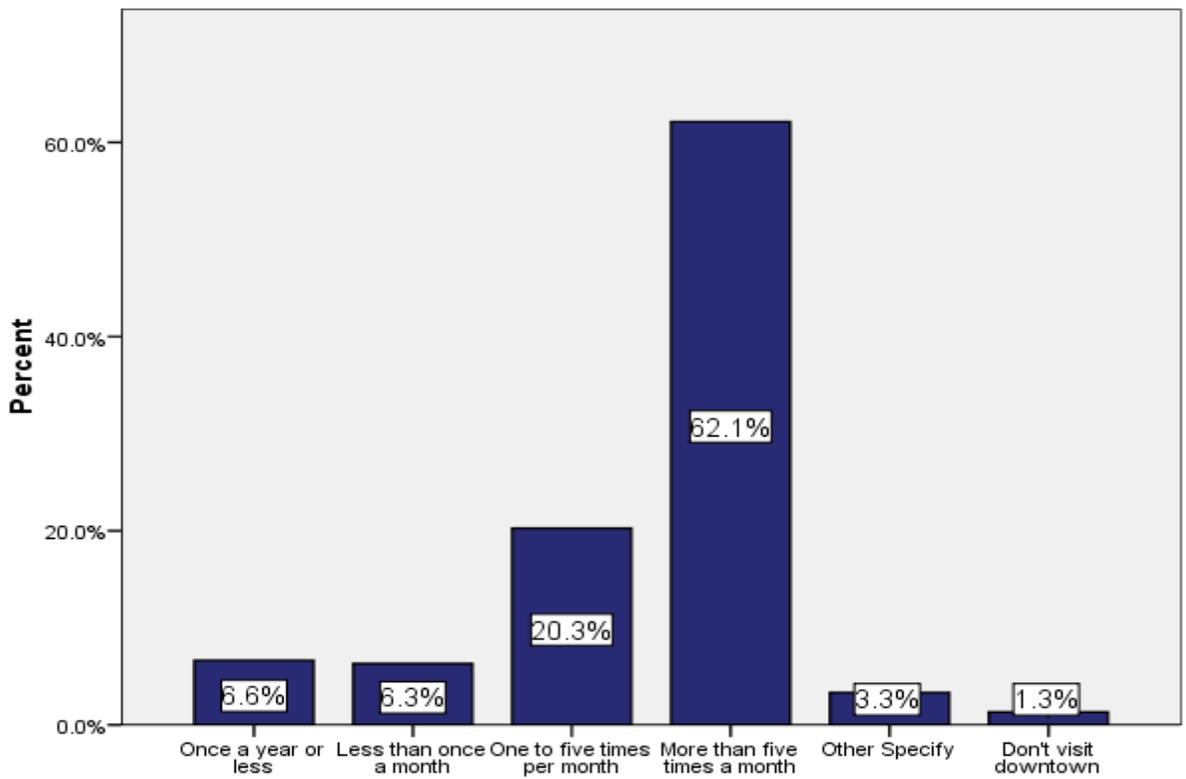
**4. Improving emergency services**



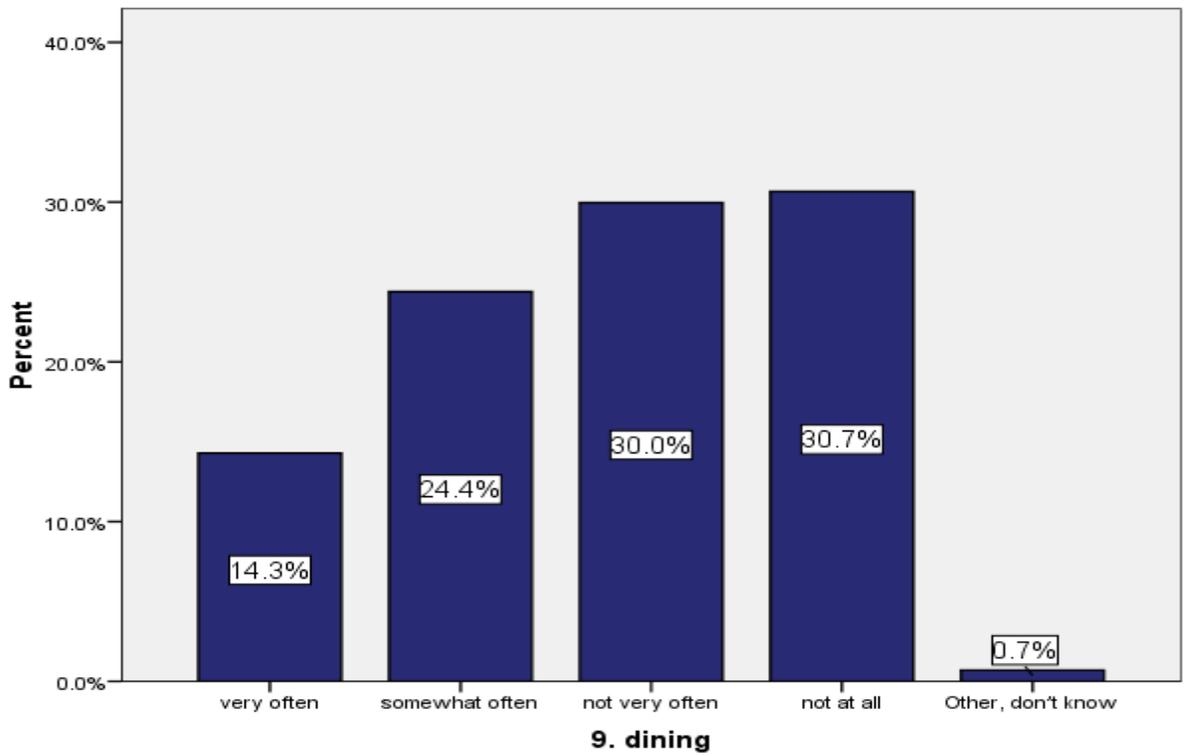
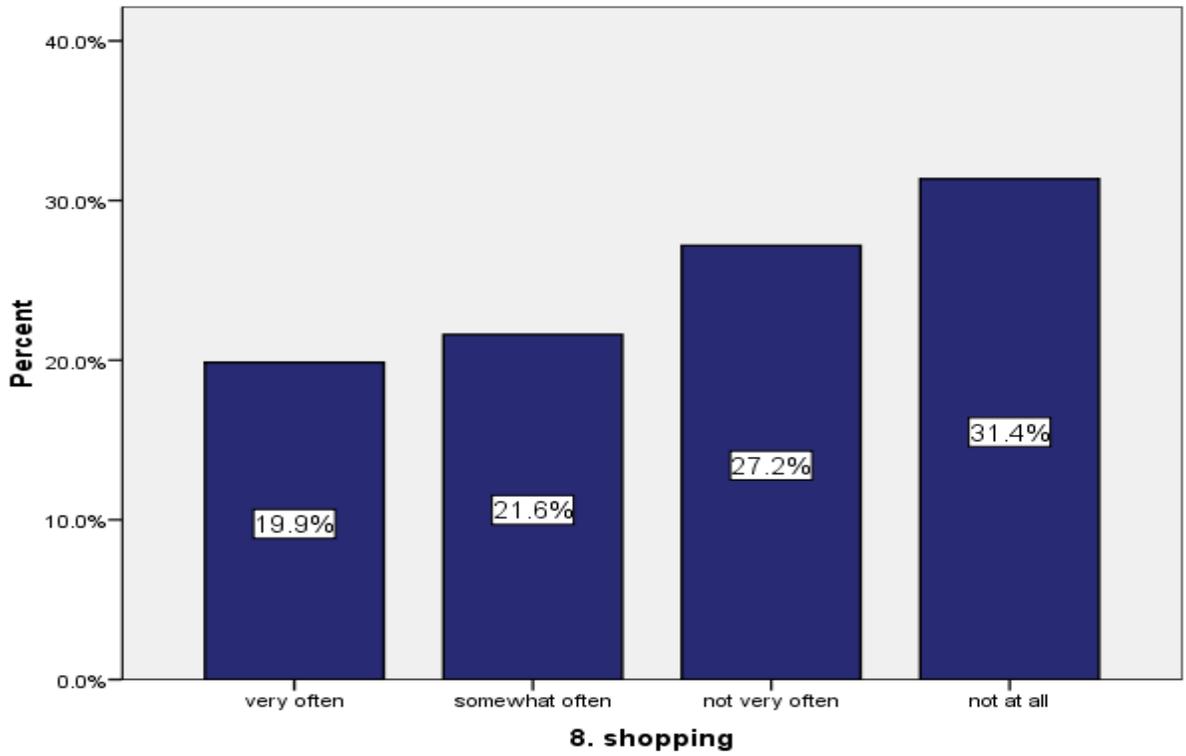
**5. Upgrading parks and recreation facilities**

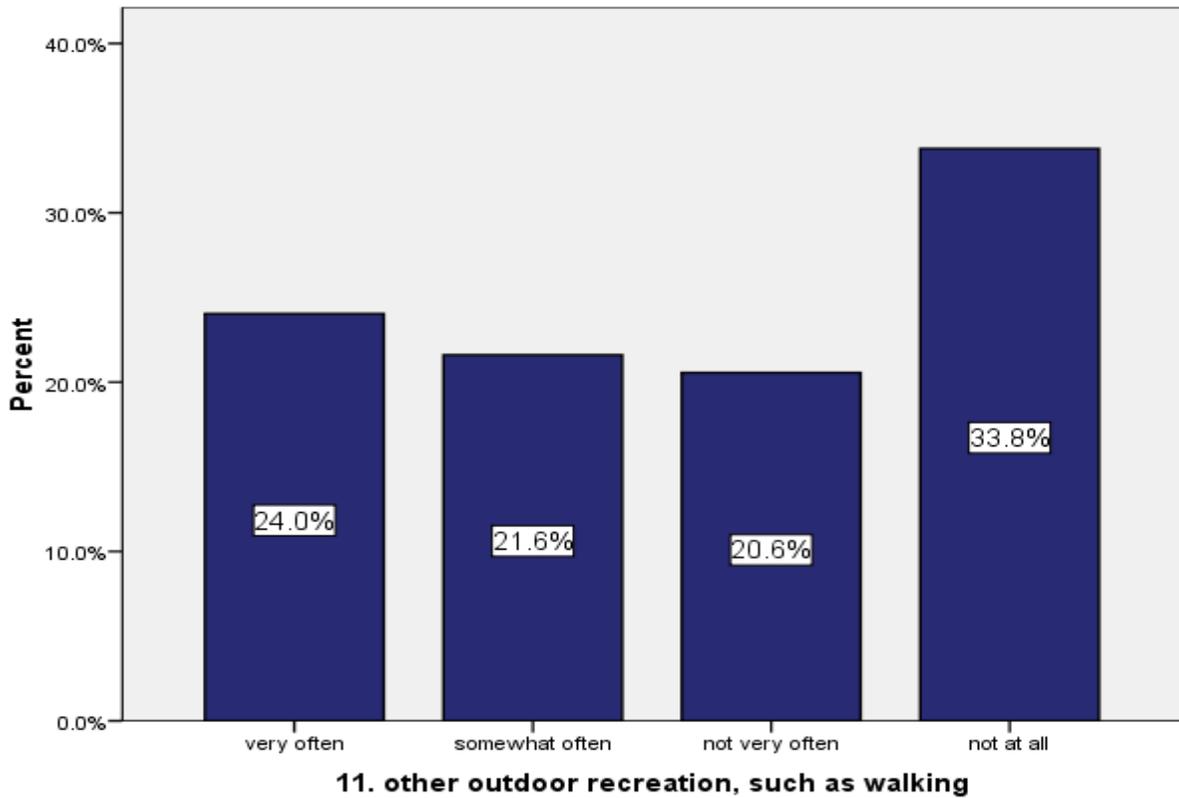
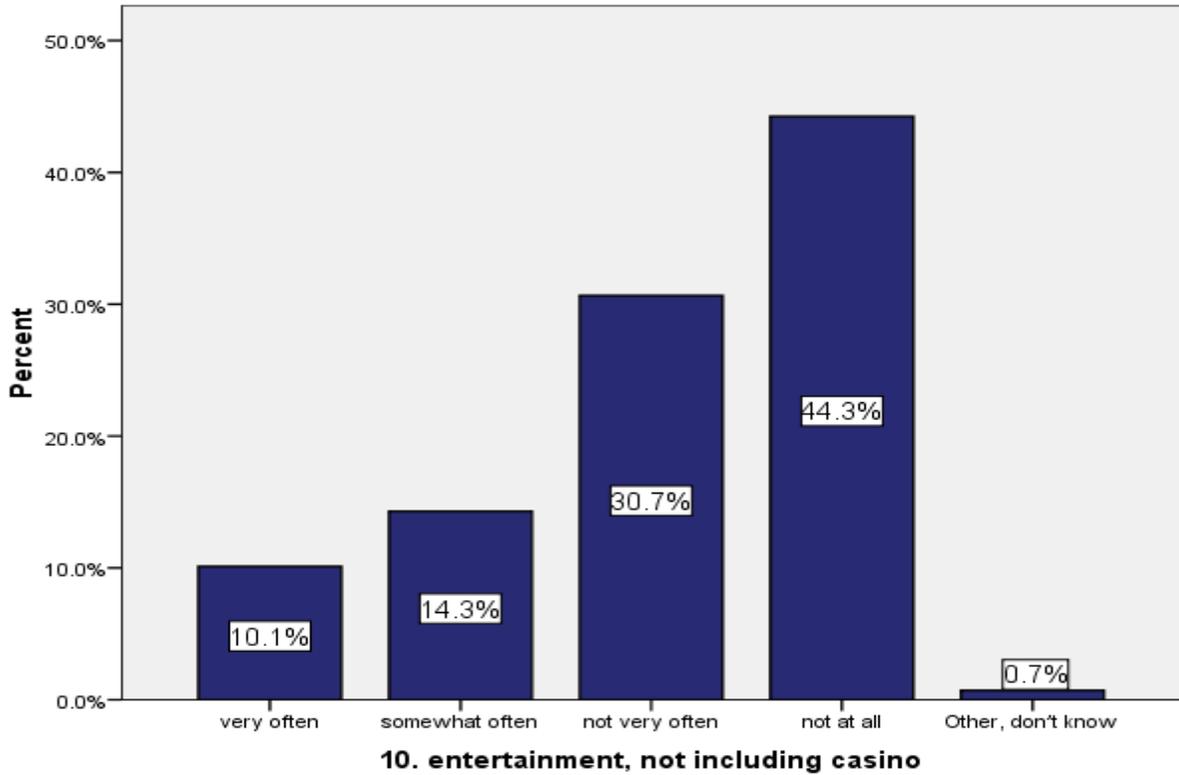


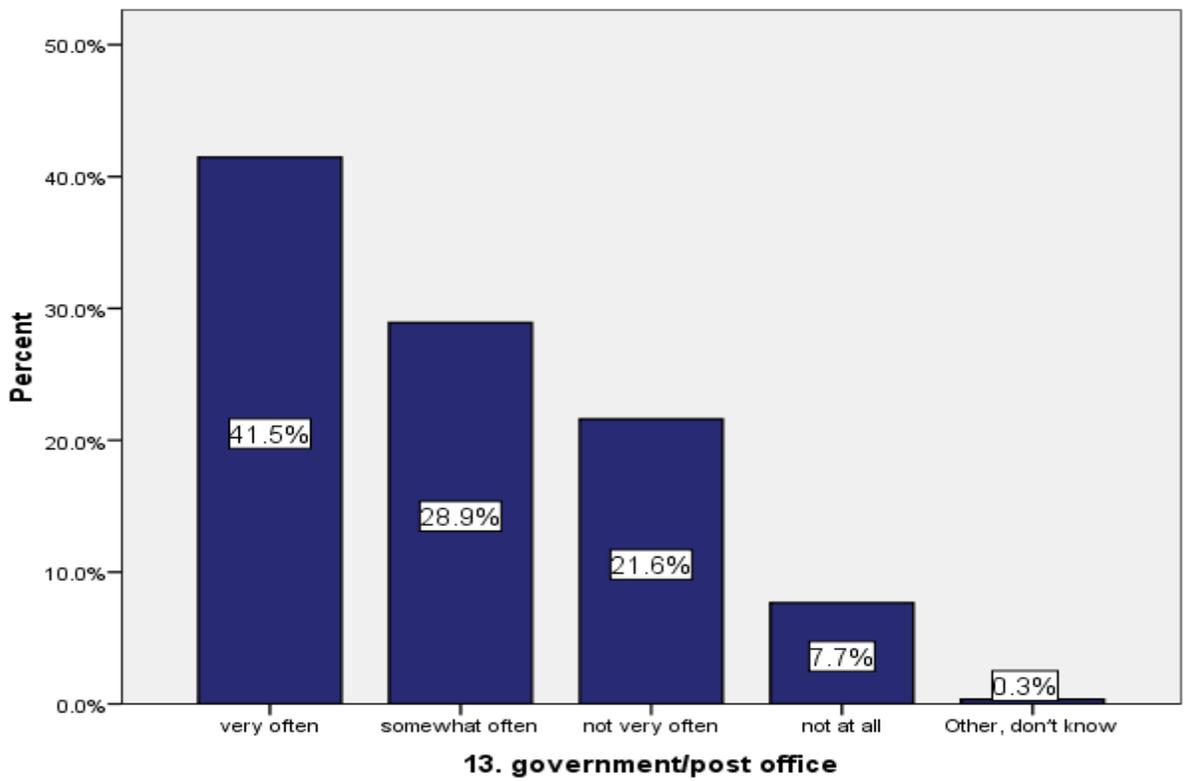
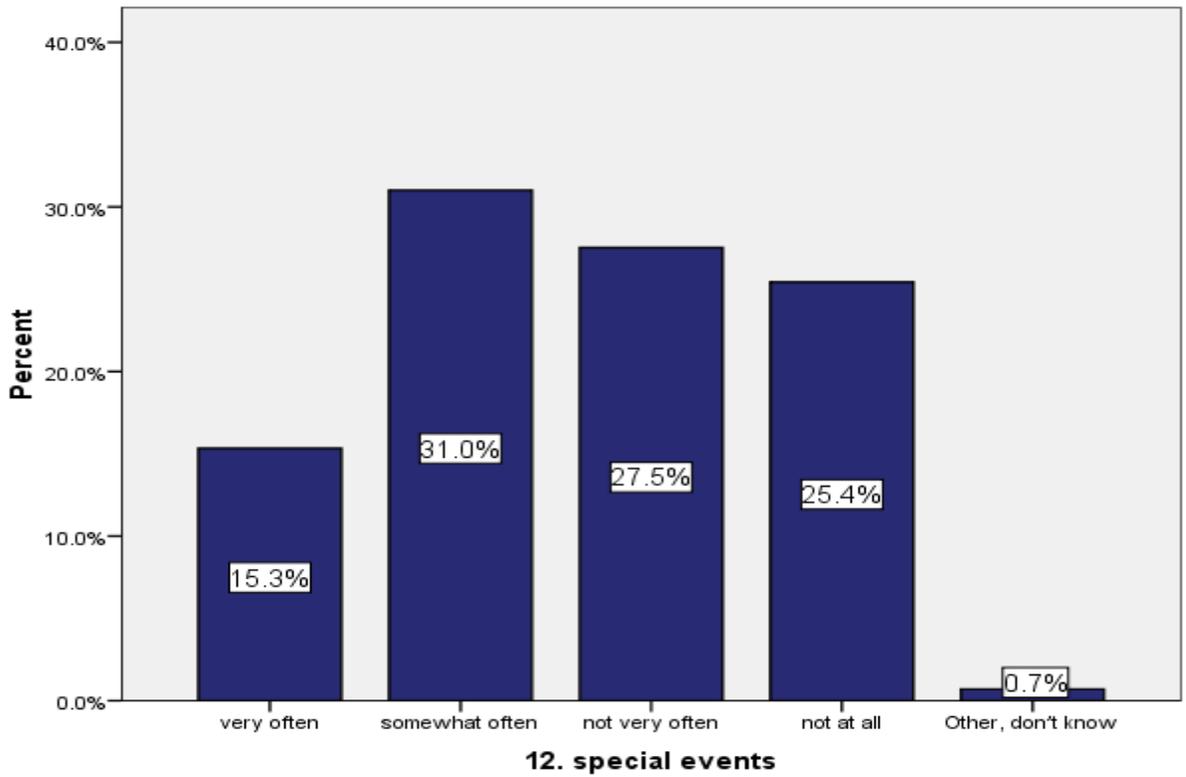
**6. Attracting more big box retail development**

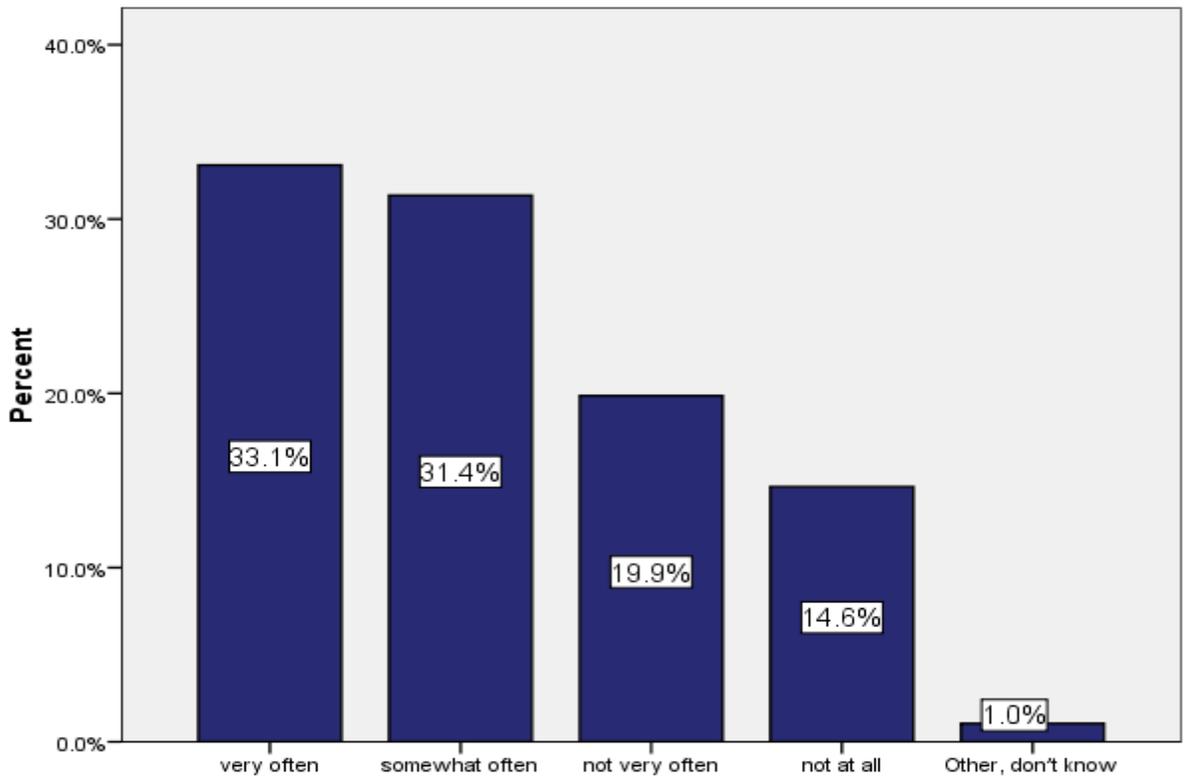


**7. How often do you visit downtown Caruthersville?**

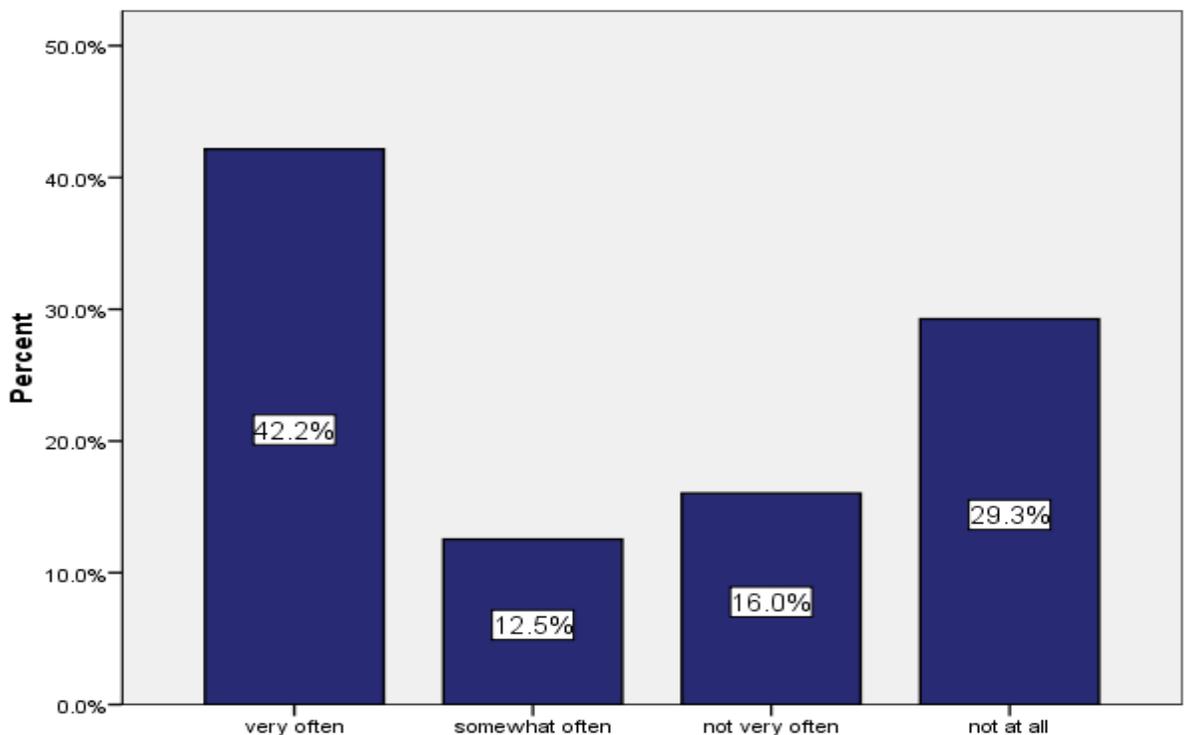




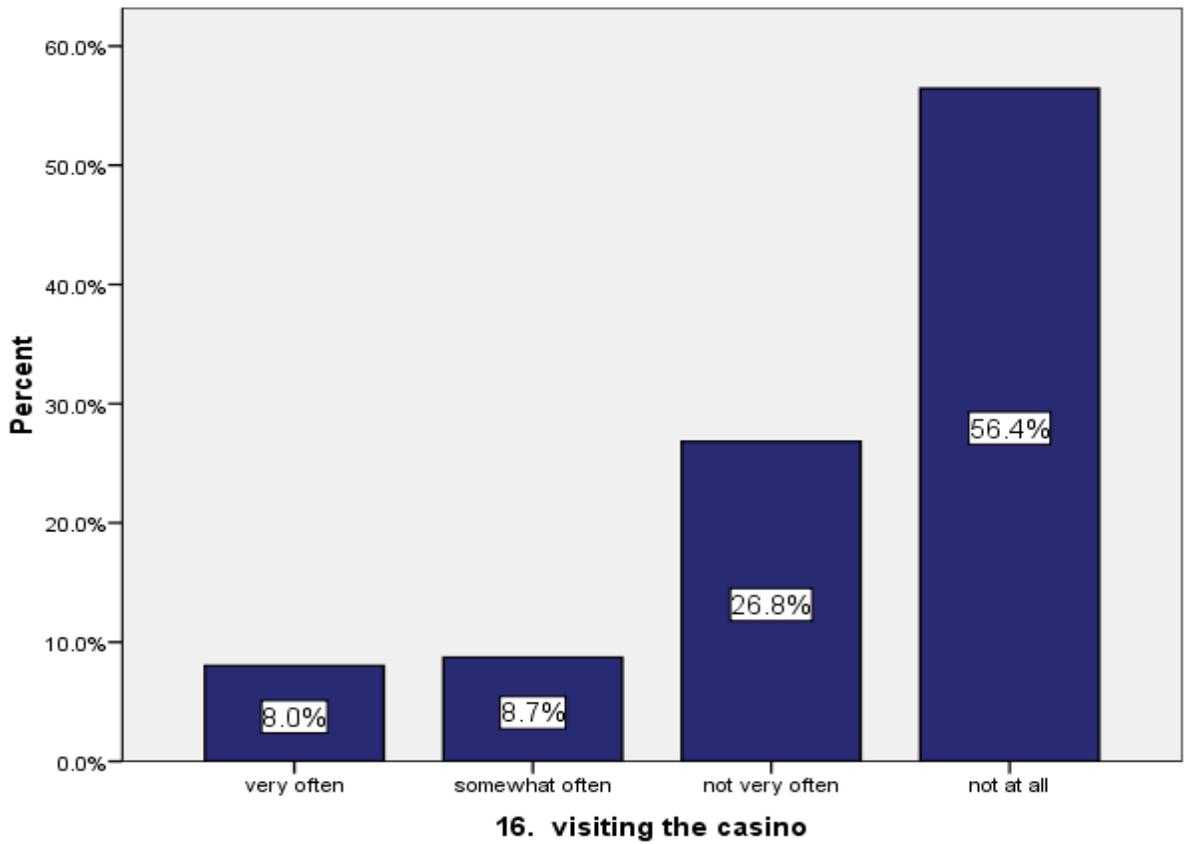


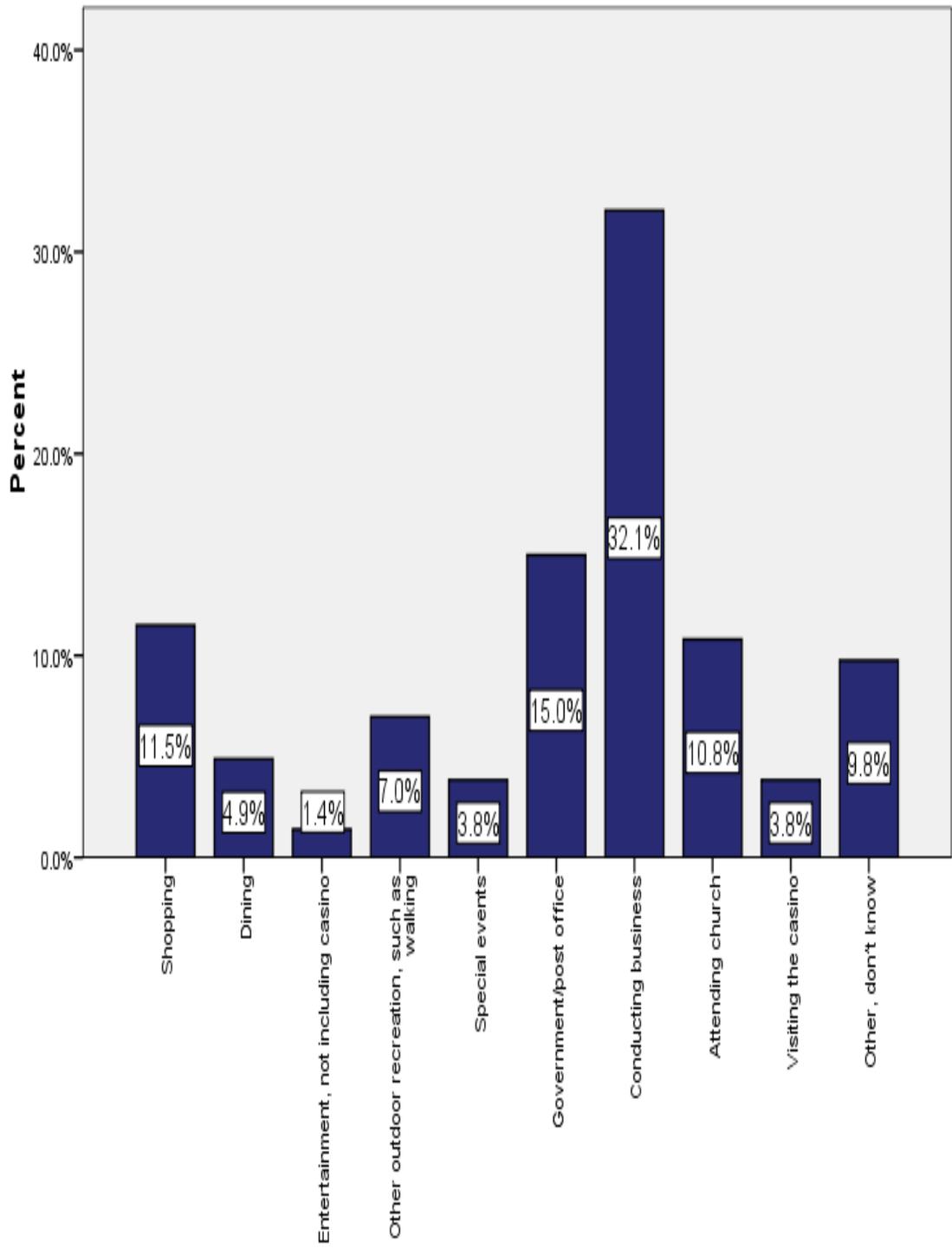


14. conducting business

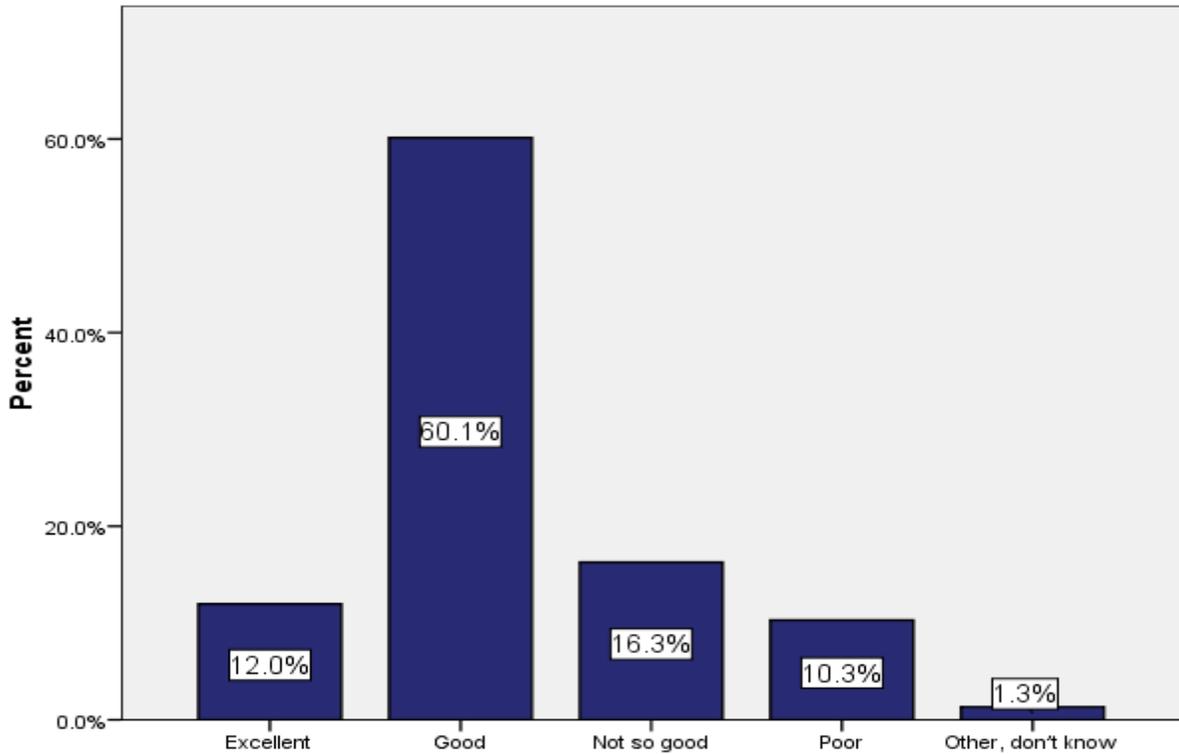


15. attending church

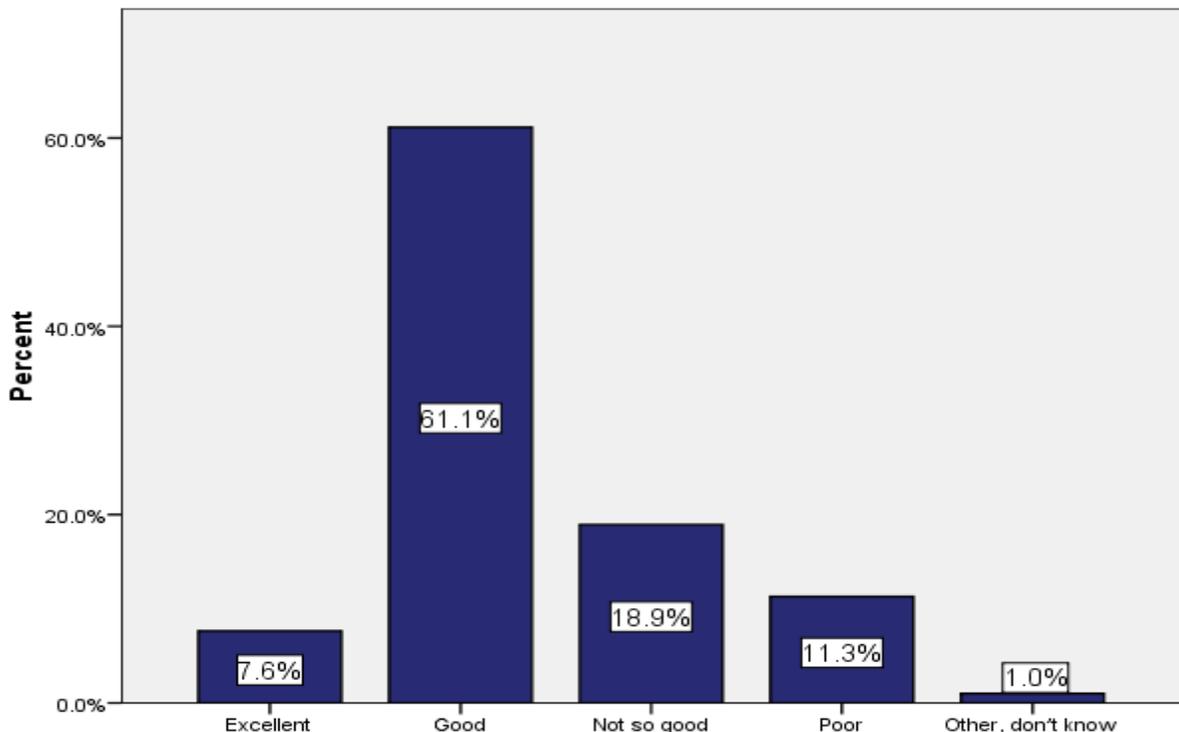




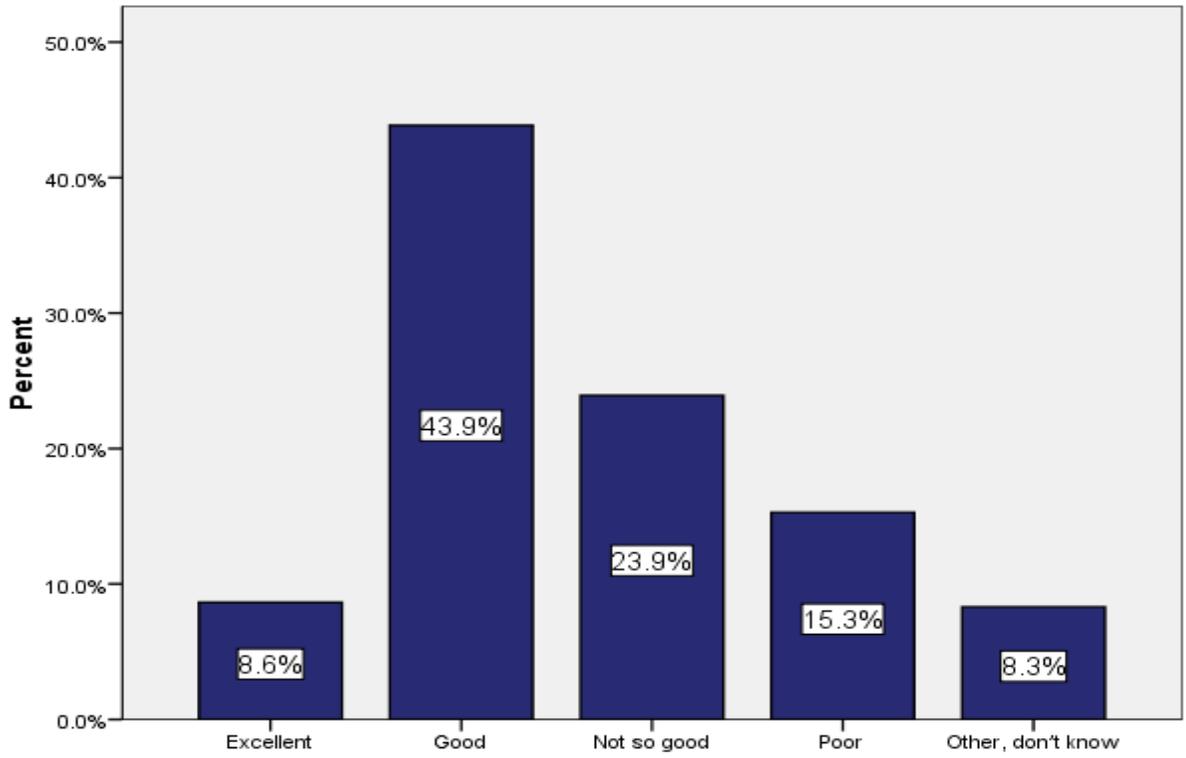
17. Of the items listed above, which would you say is the one reason you most often visit ...



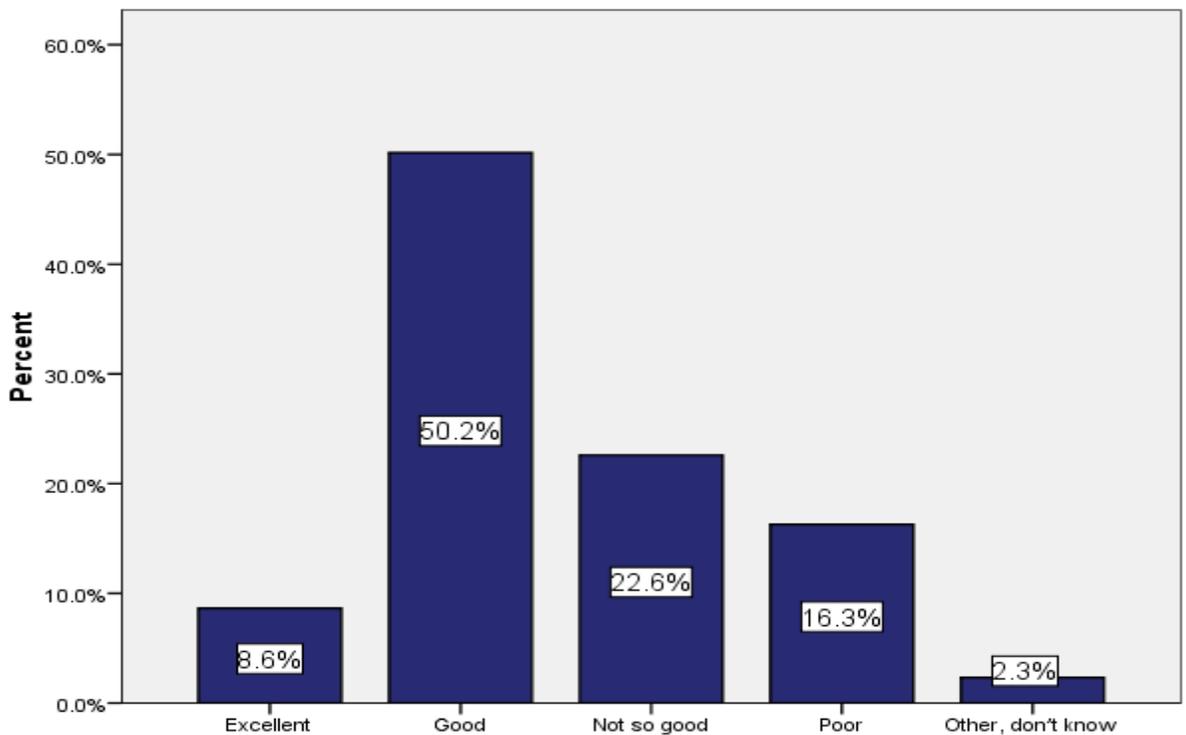
**18. signs to help people find their way around**



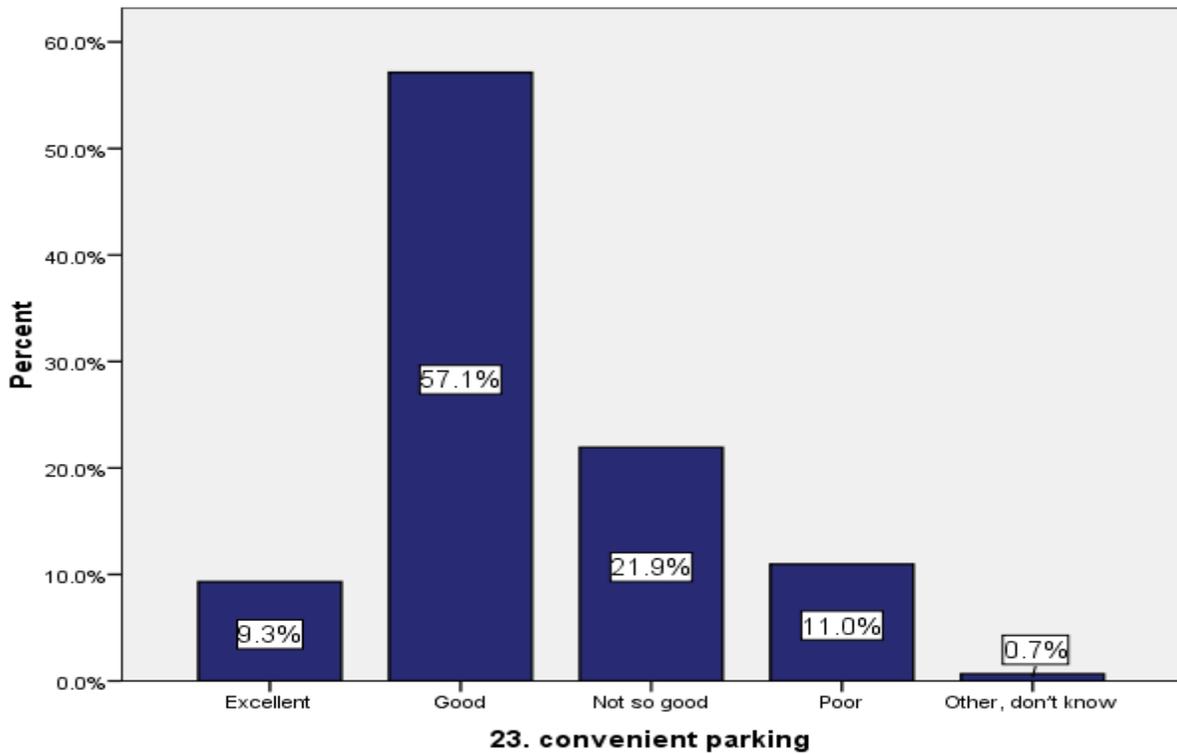
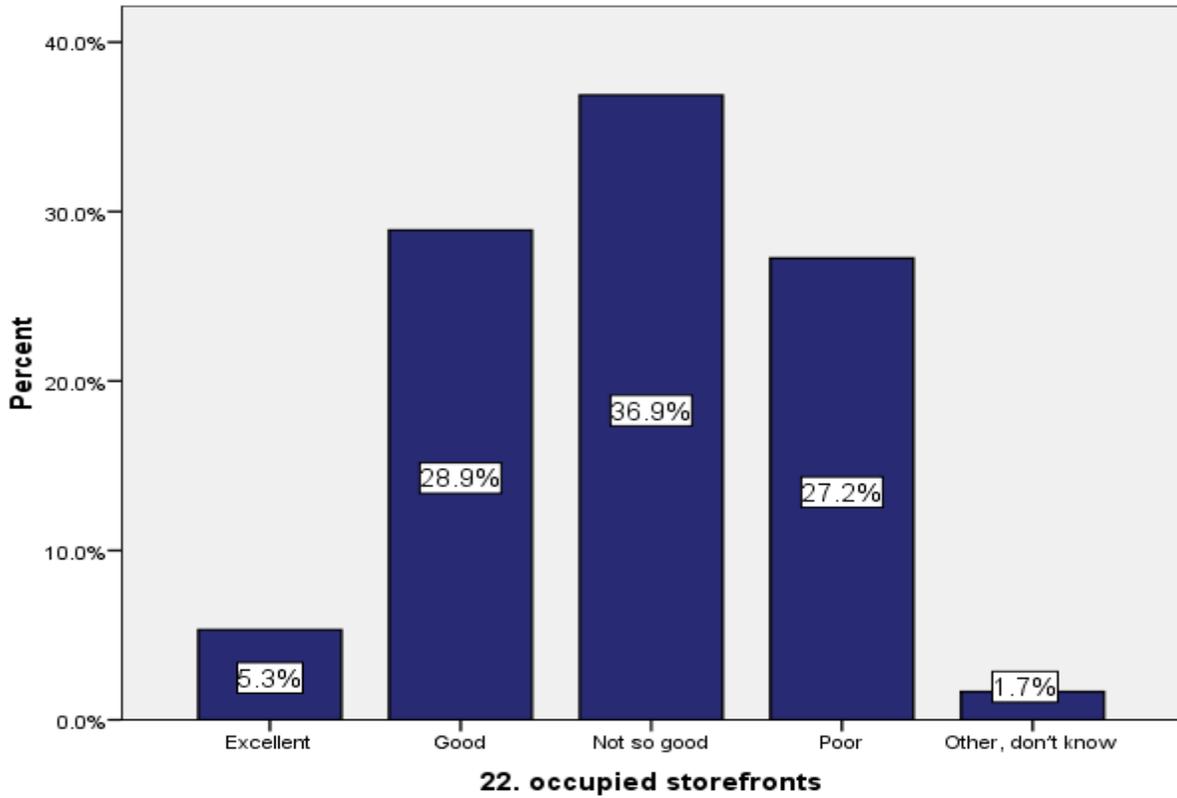
**19. convenient business hours**

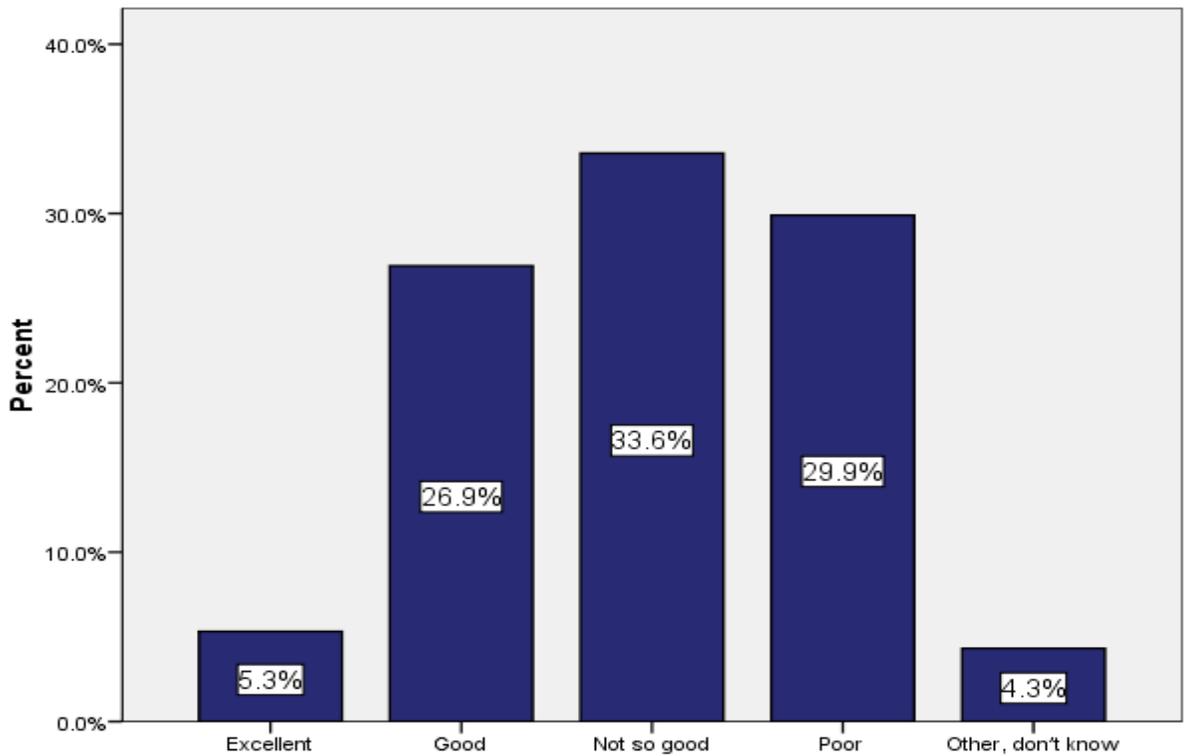


20. available green space

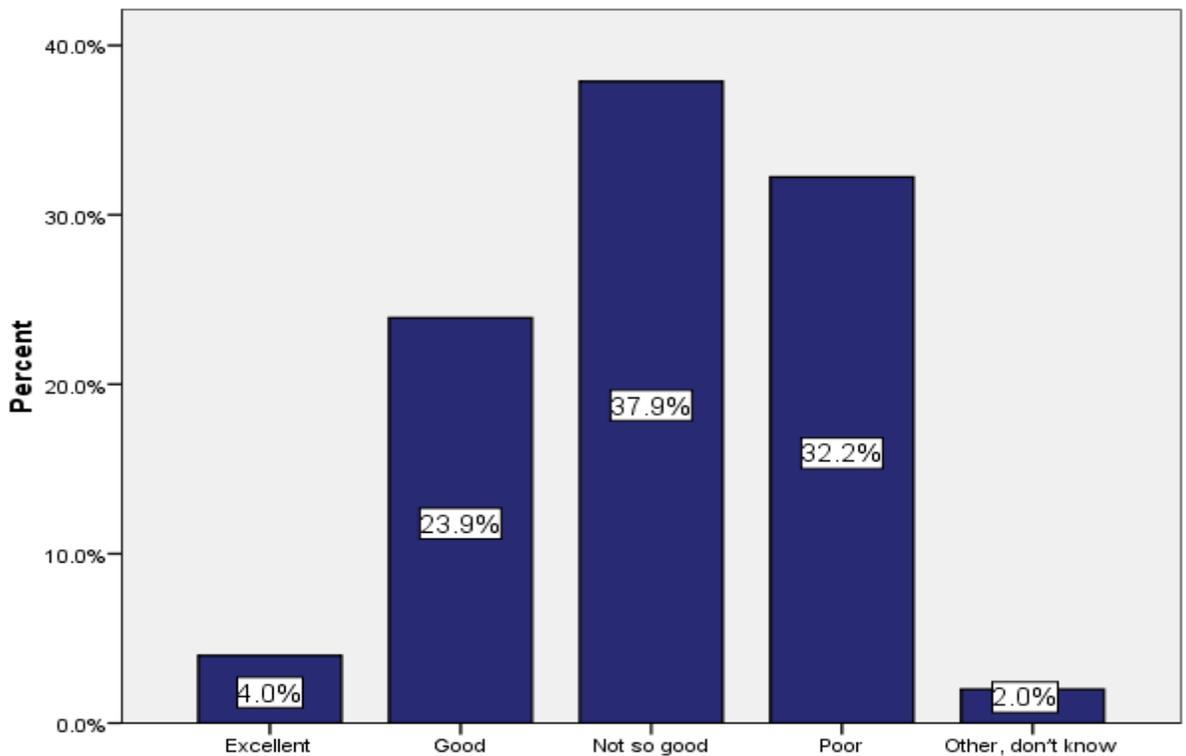


21. preservation of historic structures

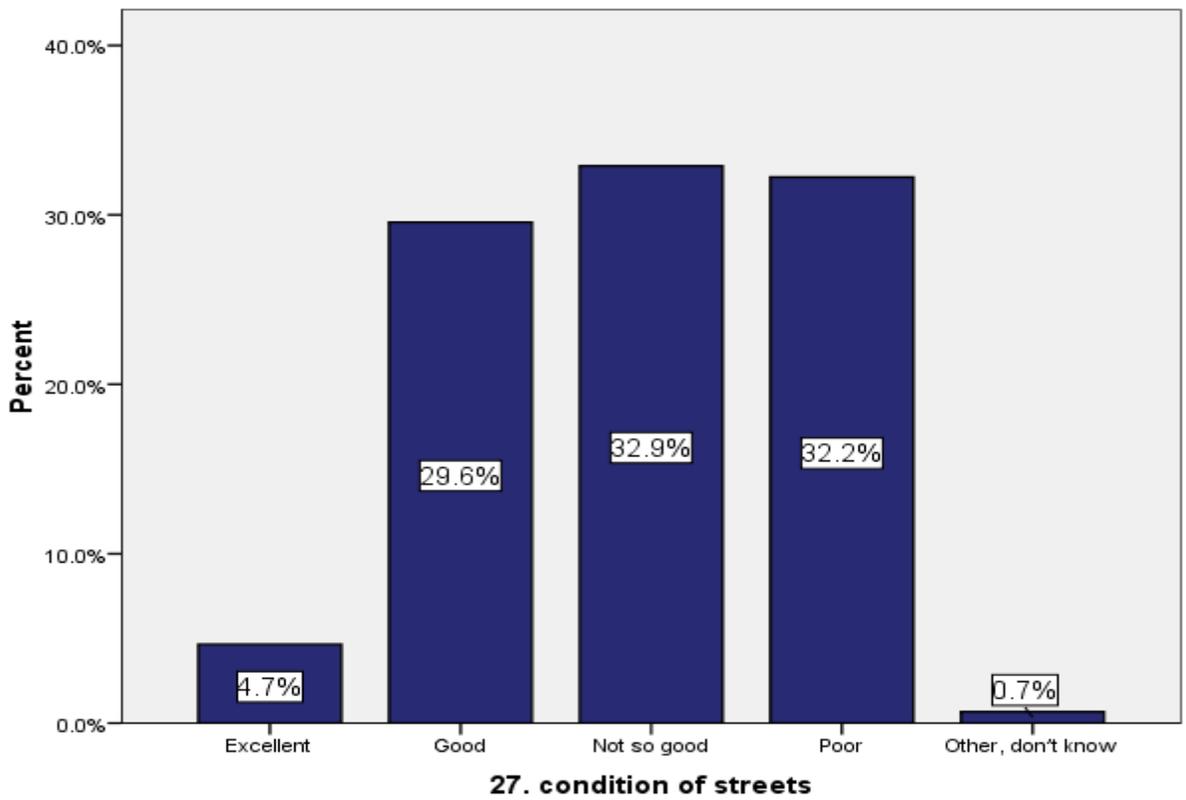
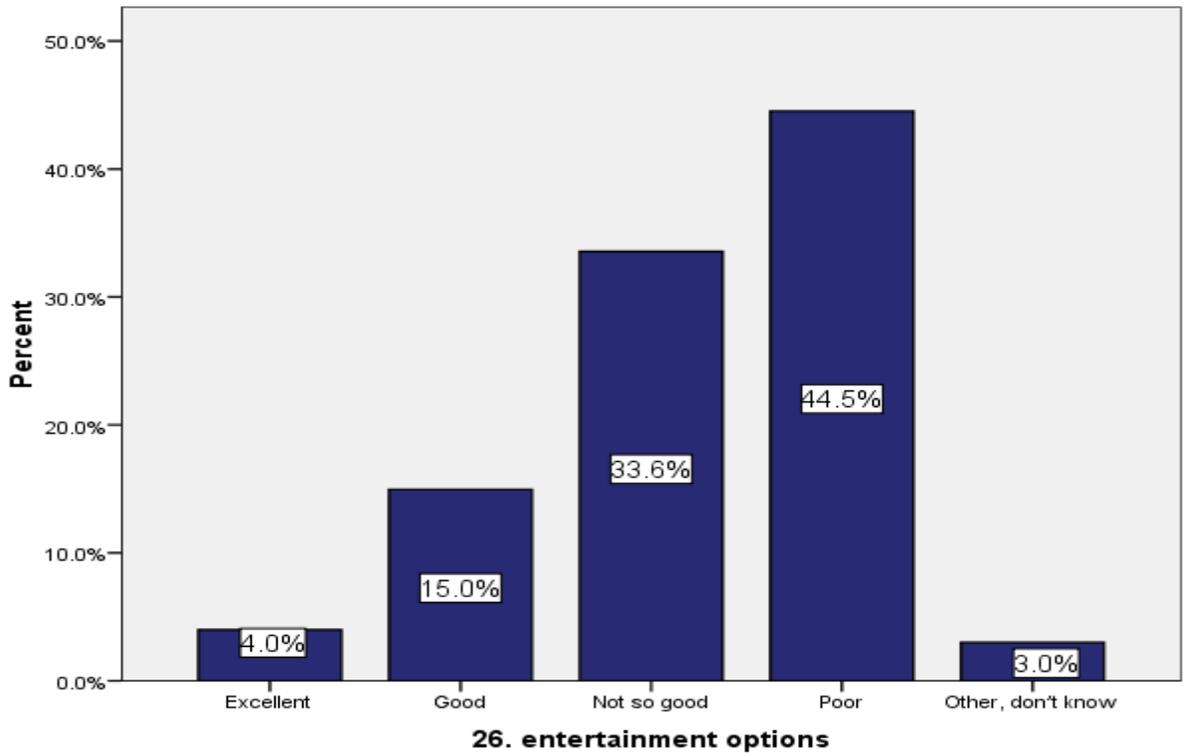


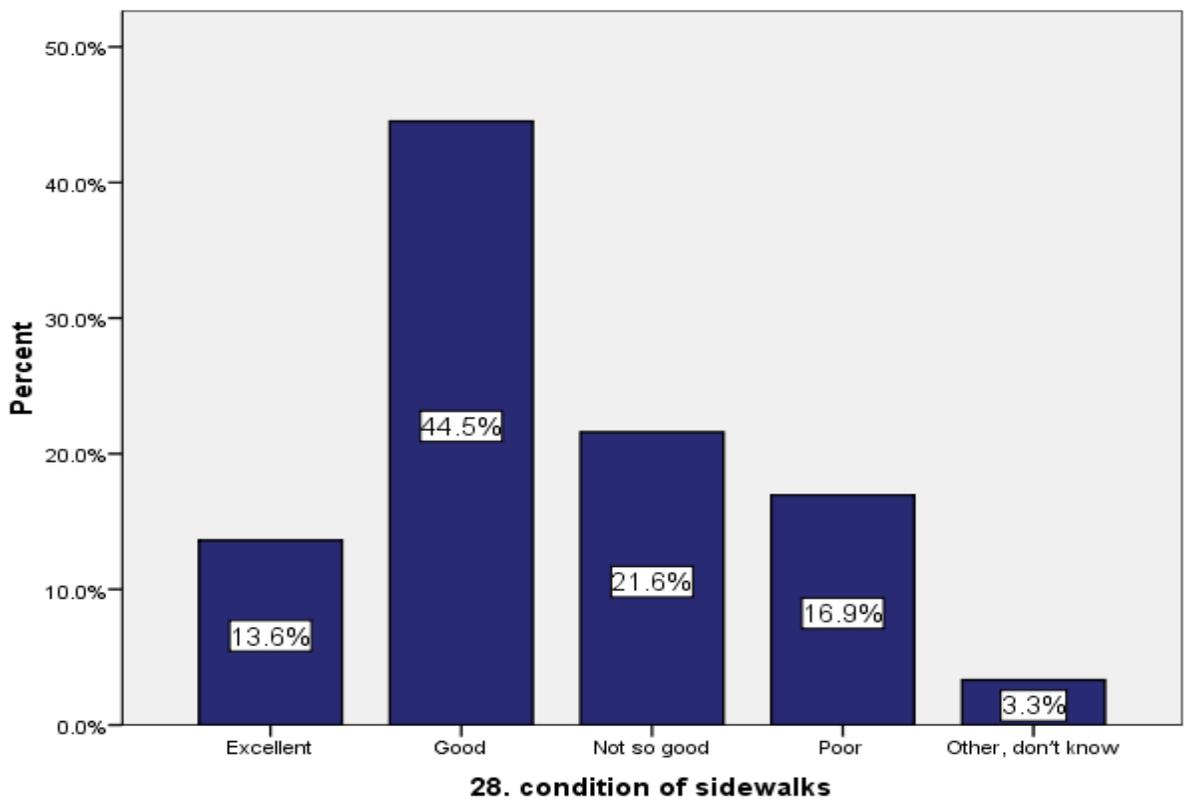


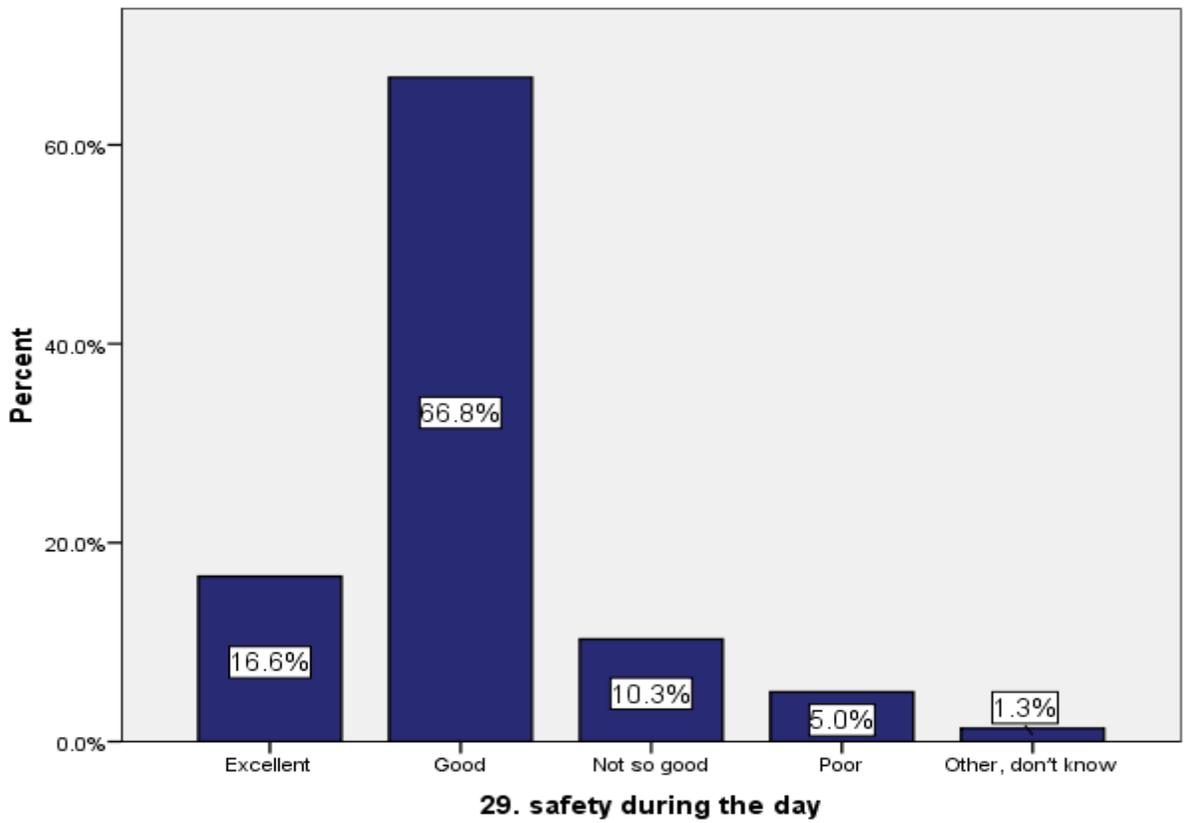
24. diverse mix of businesses

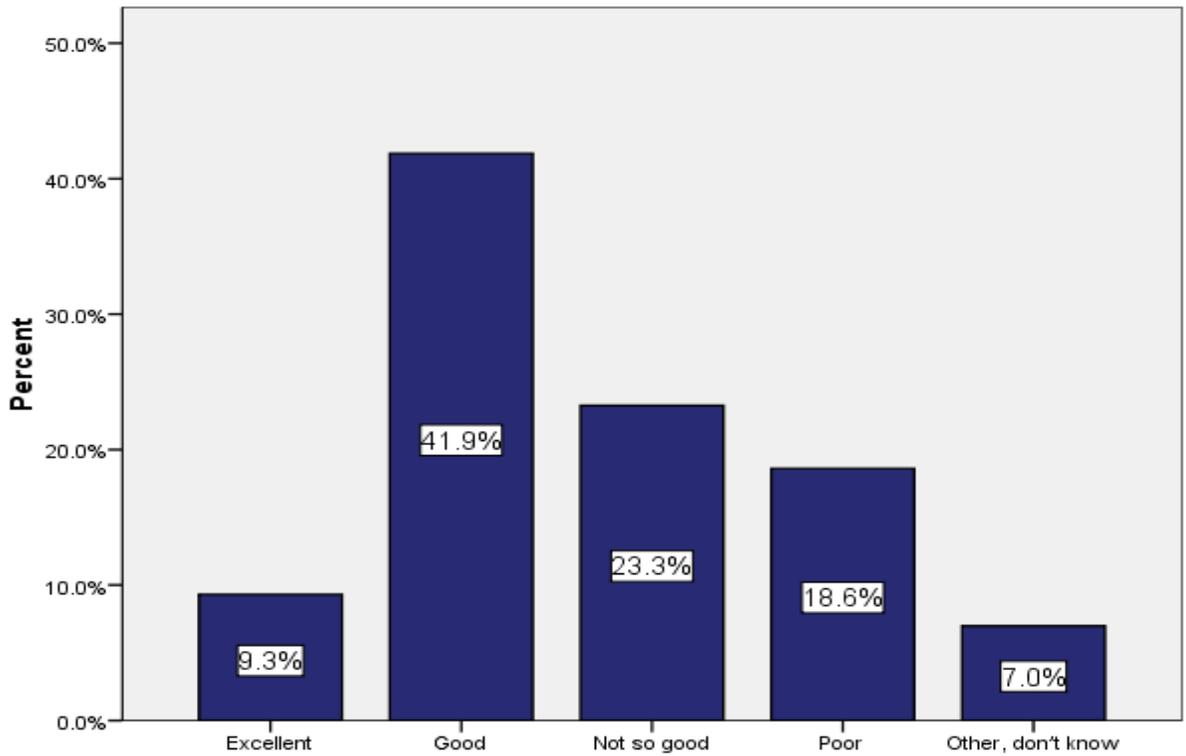


25. dining options

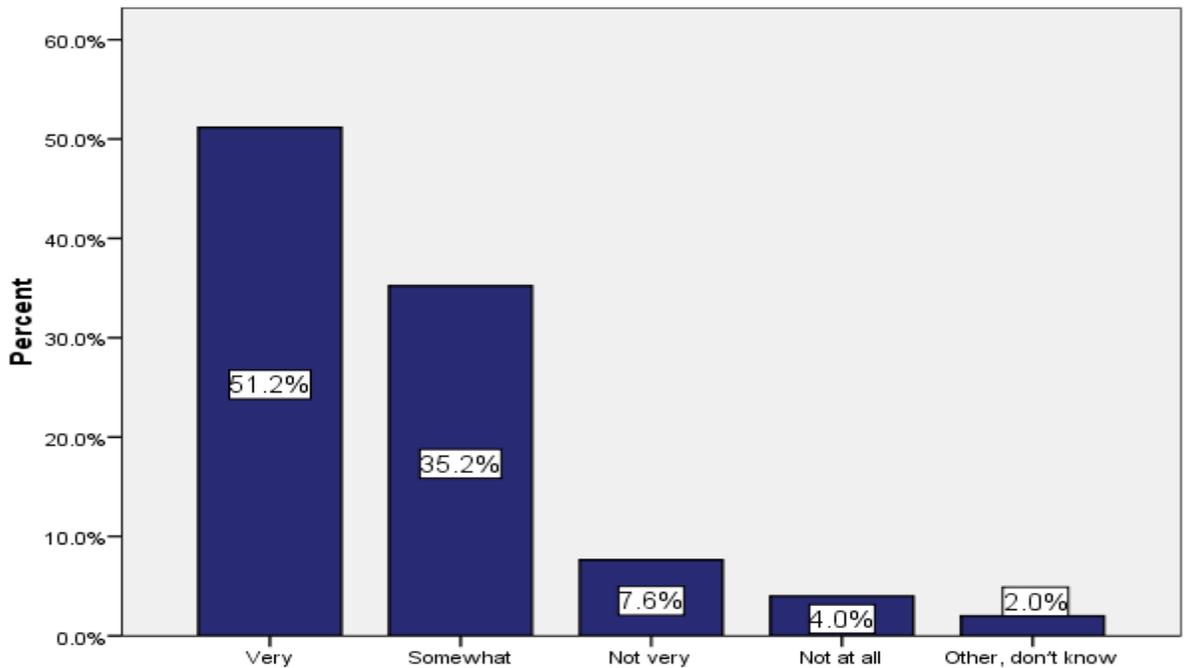




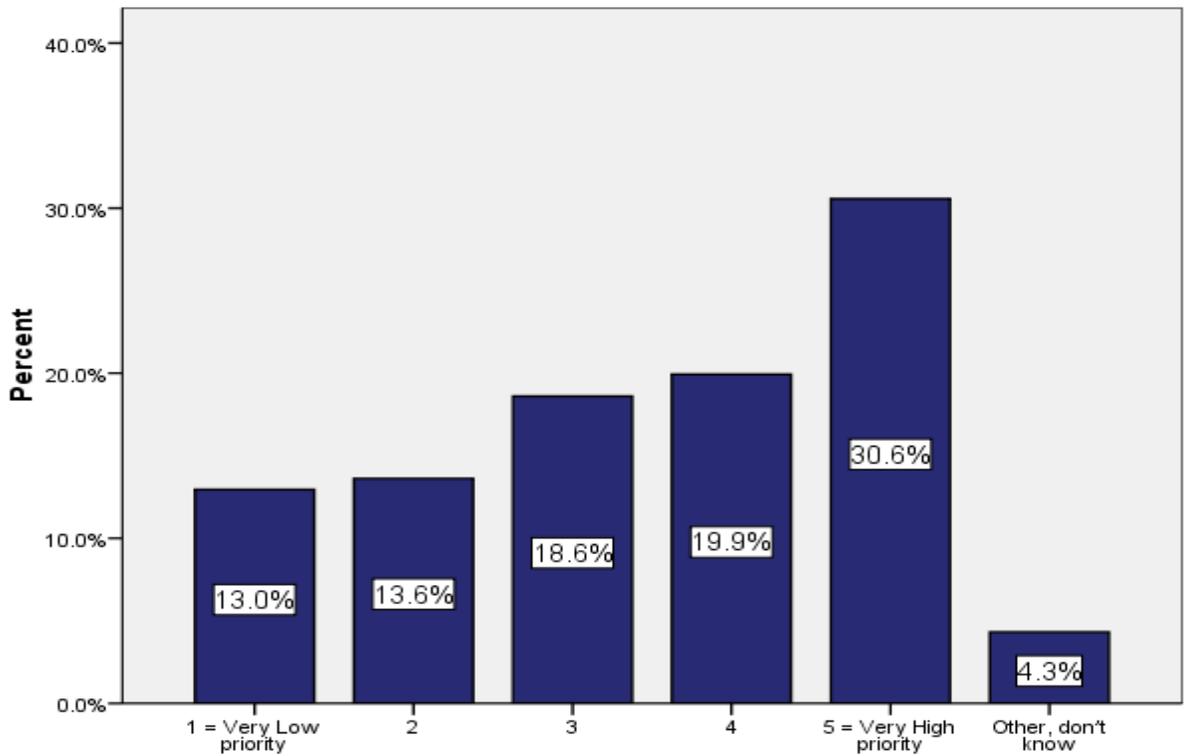




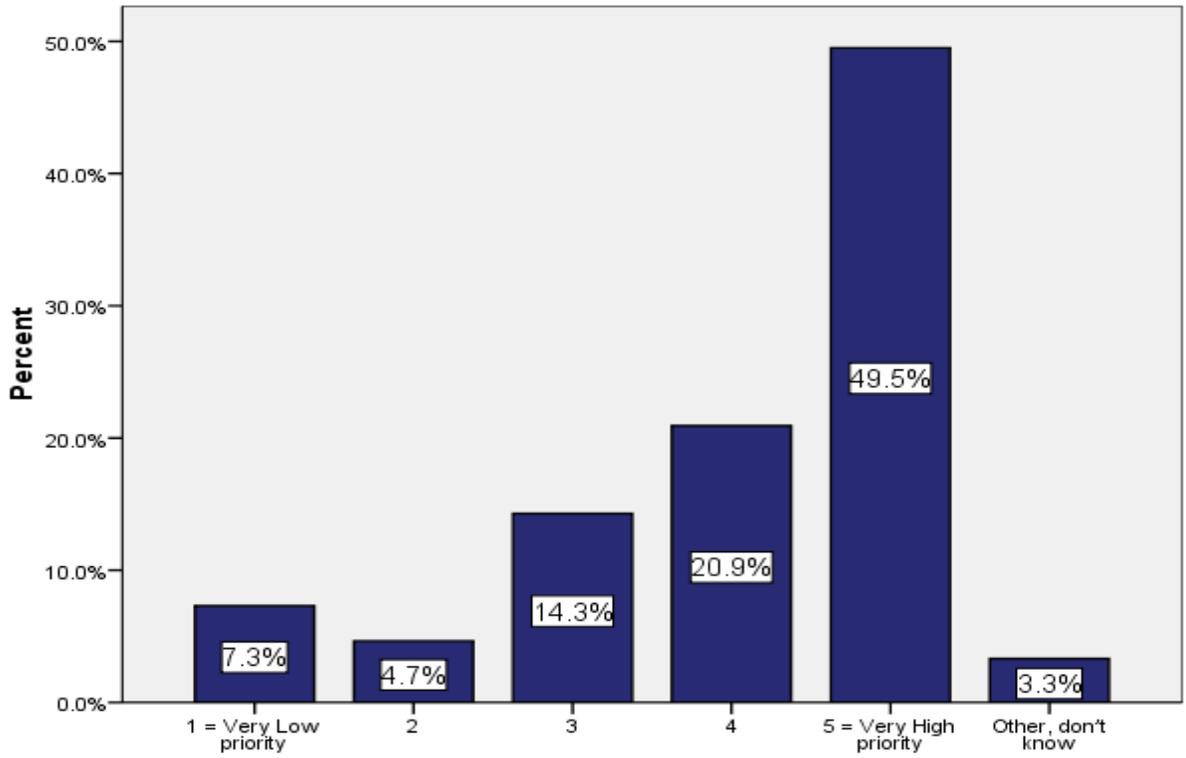
30. safety at night



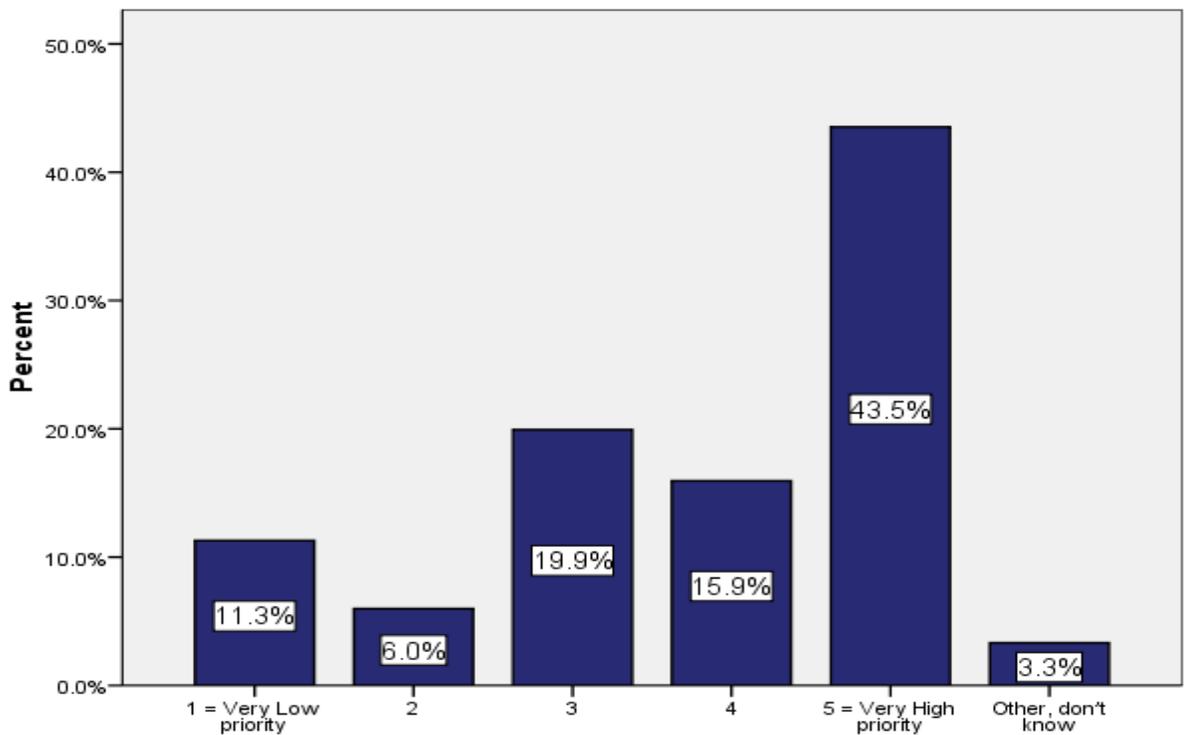
31. How important would you say it is that Caruthersville work to retain its downtown's historic character? Would you say it is very important, somewhat, not very or not at all important?



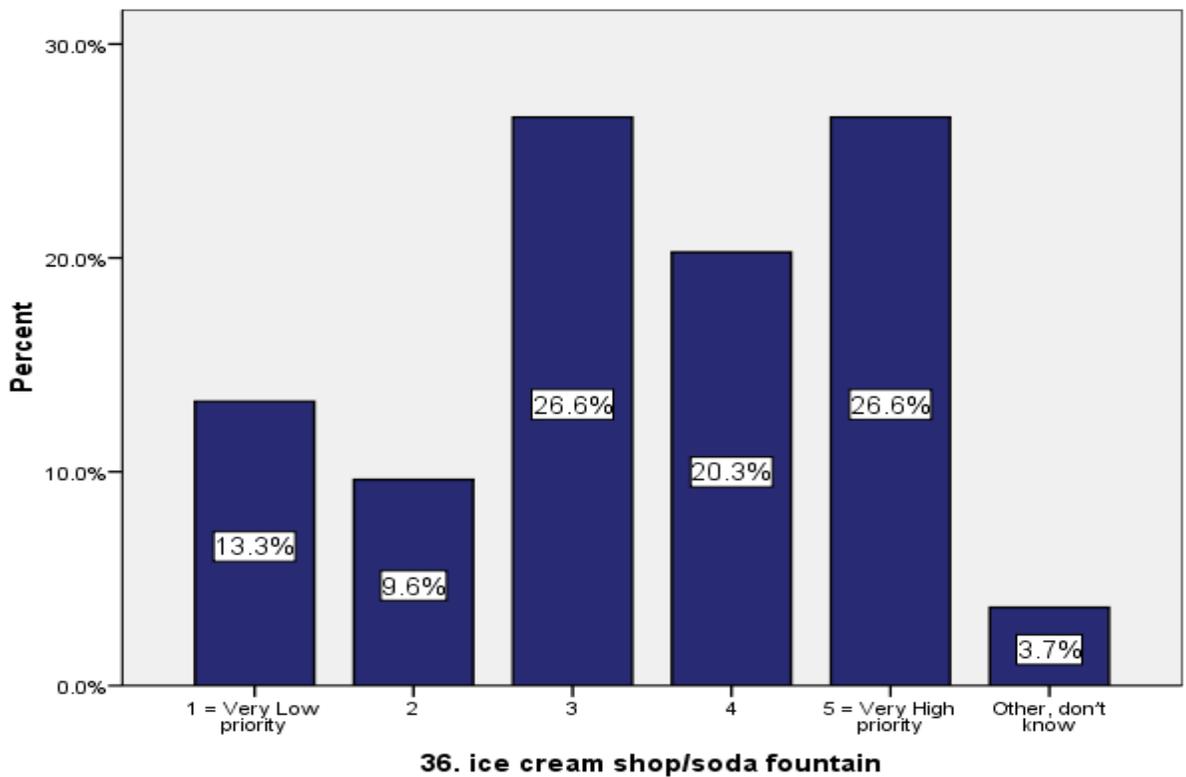
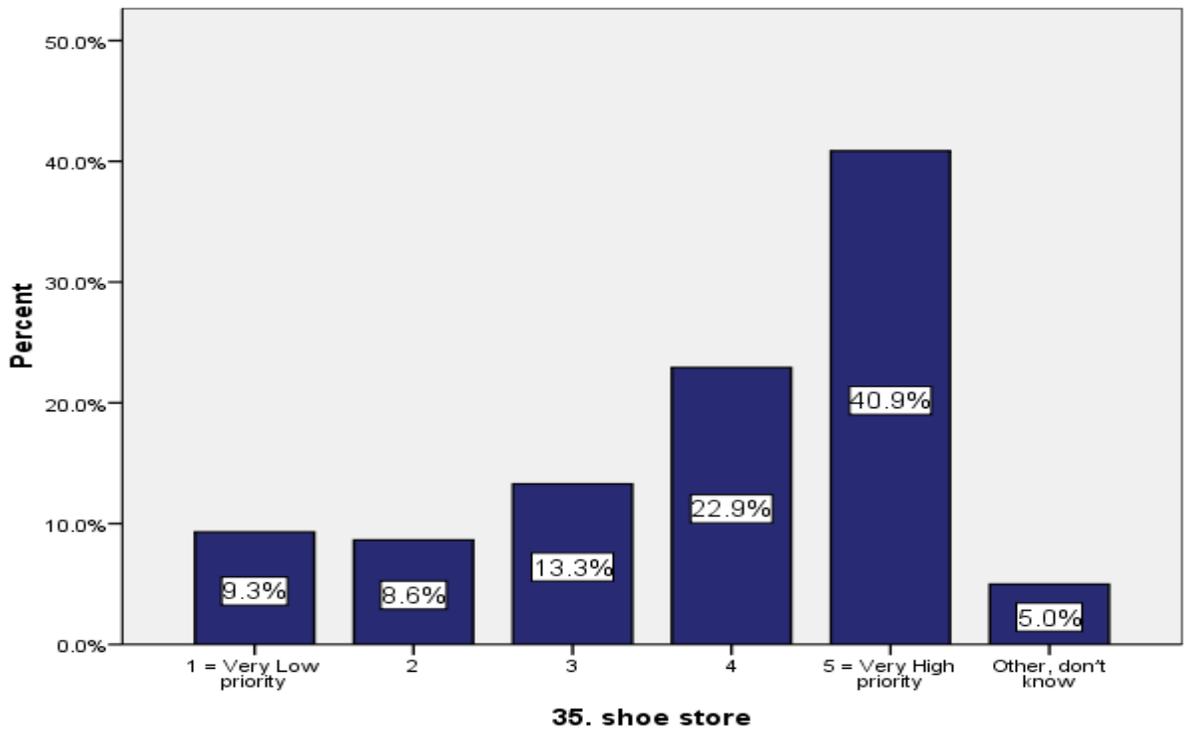
**32. lodging such as hotel, motel or bed and breakfast**

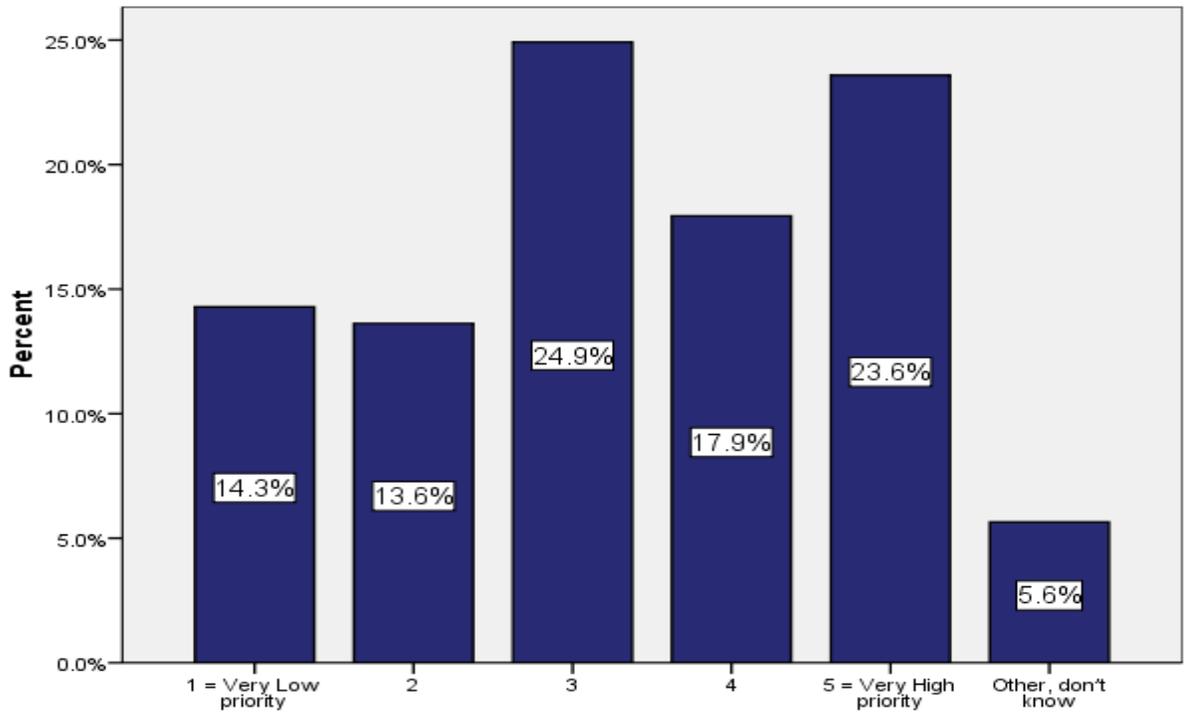


**33. family or casual style dining**

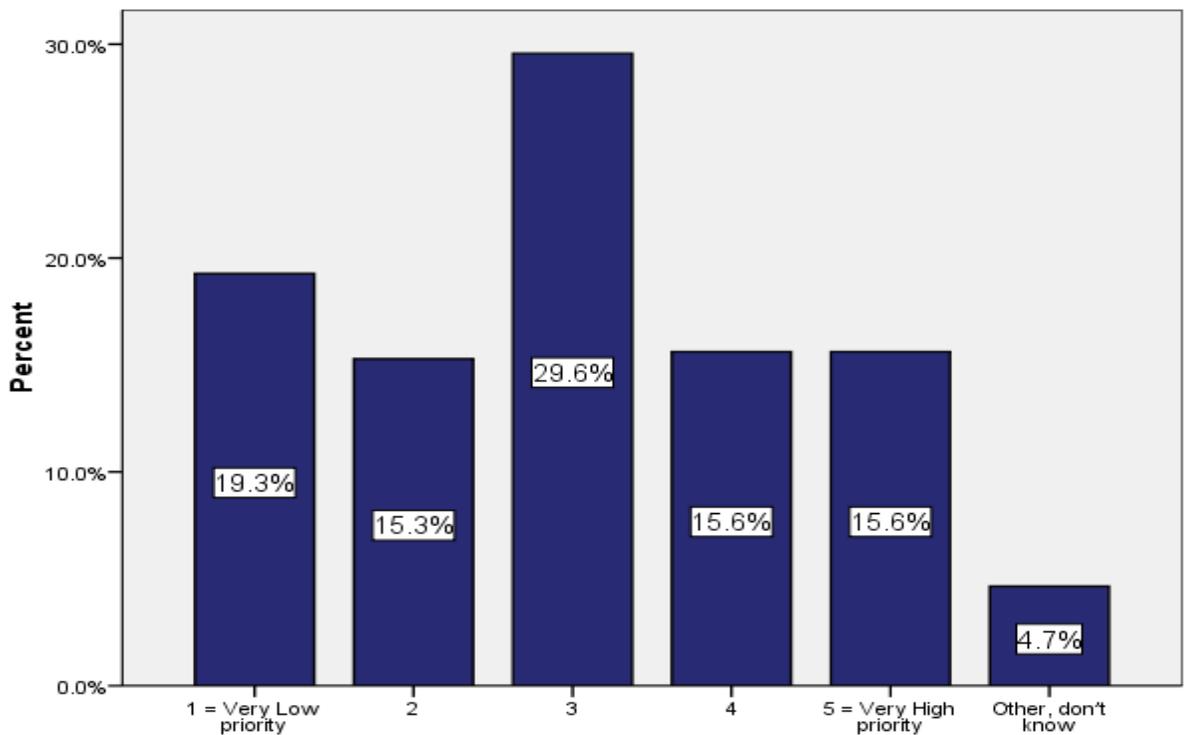


**34. fine dining**

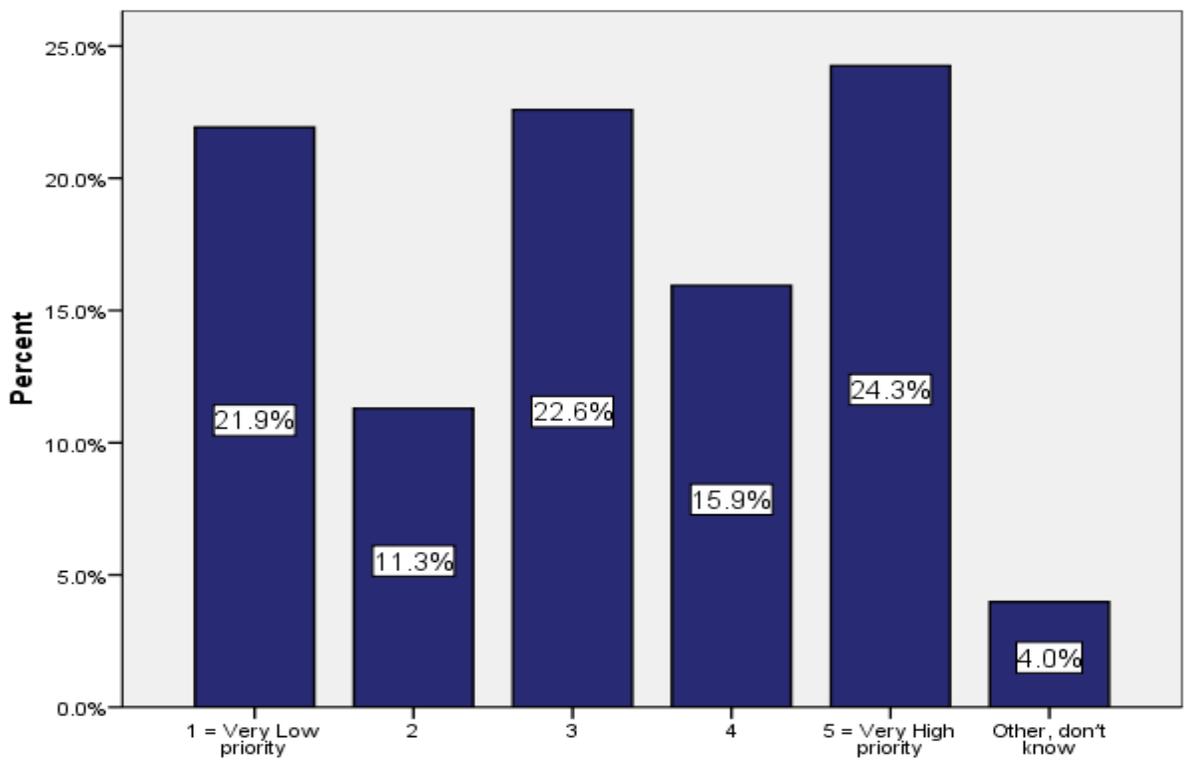




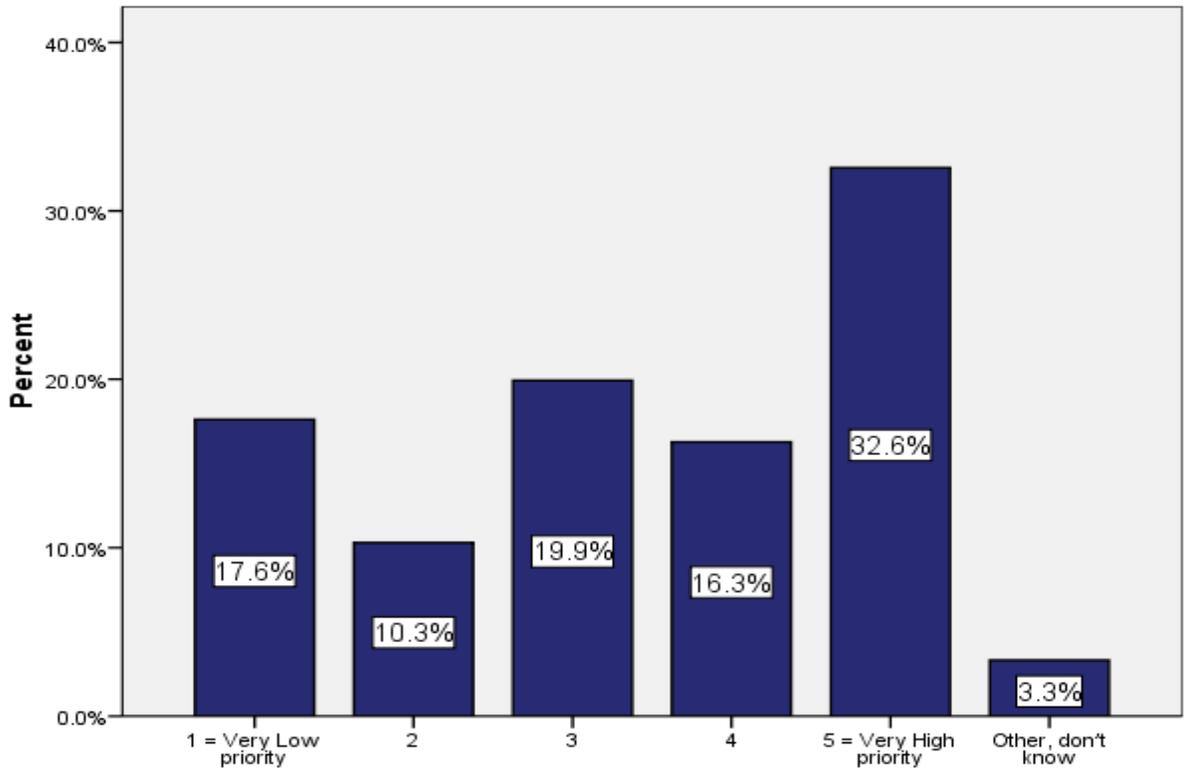
37. upscale specialty shops



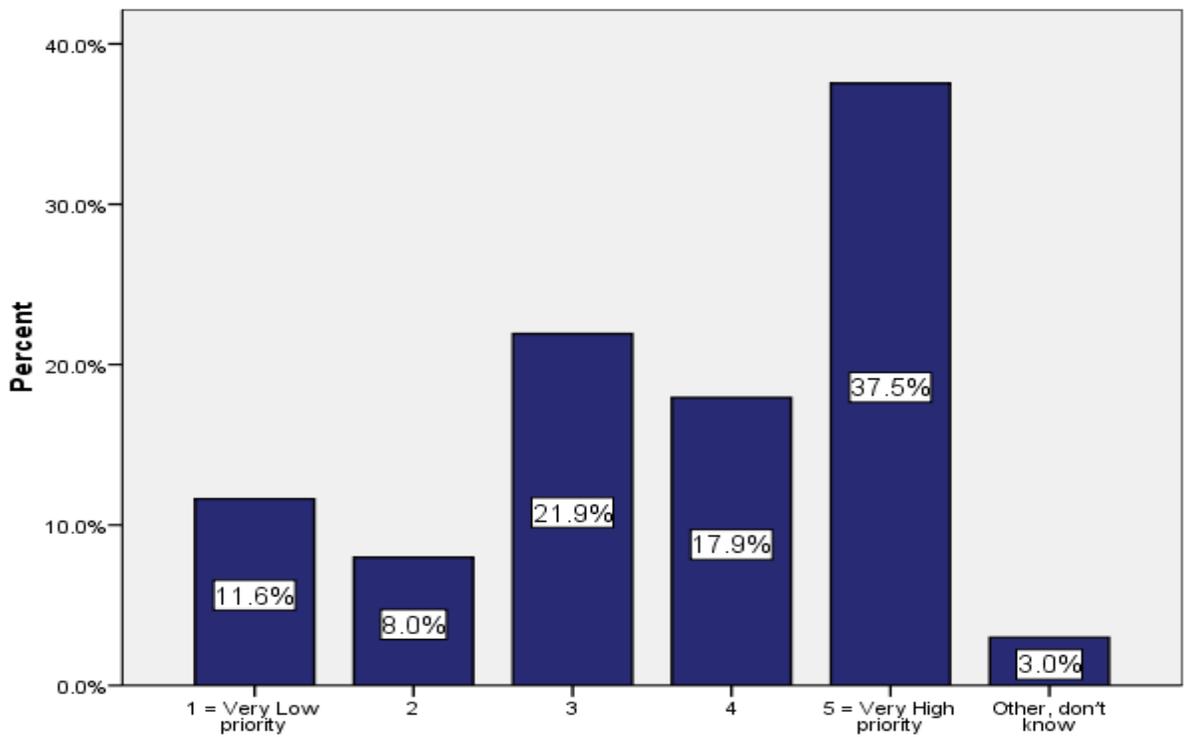
38. antique shops



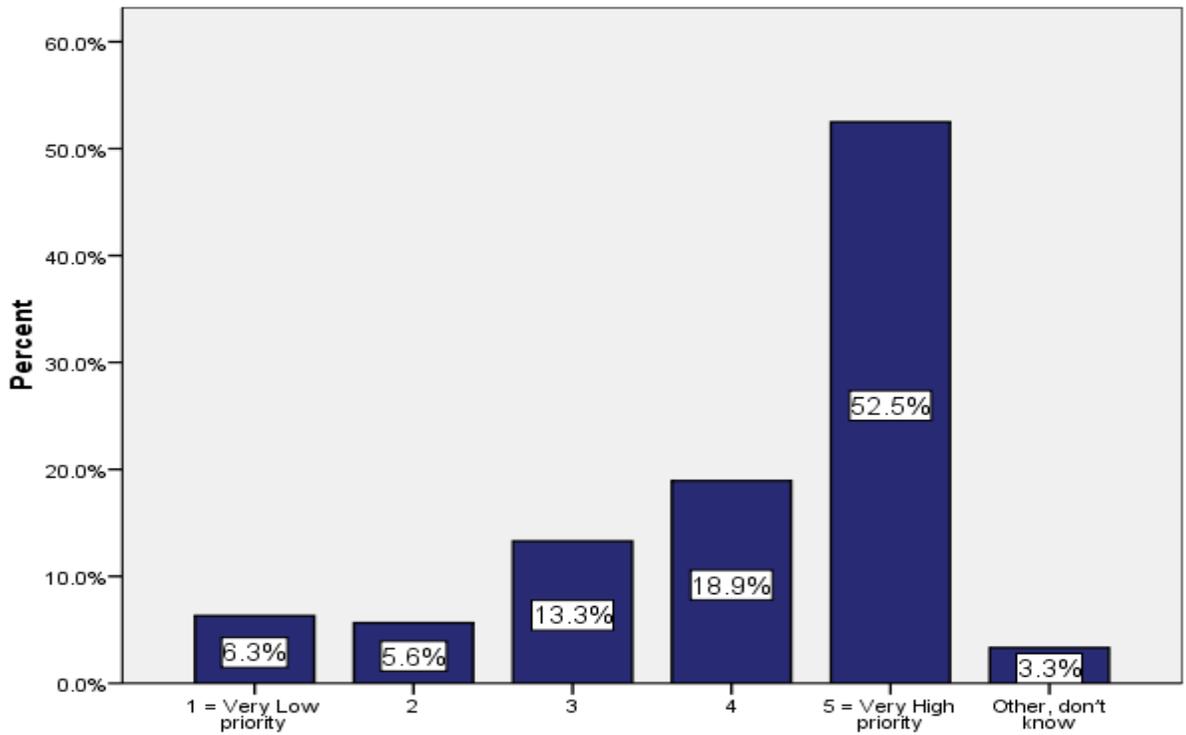
39. art galleries and shops



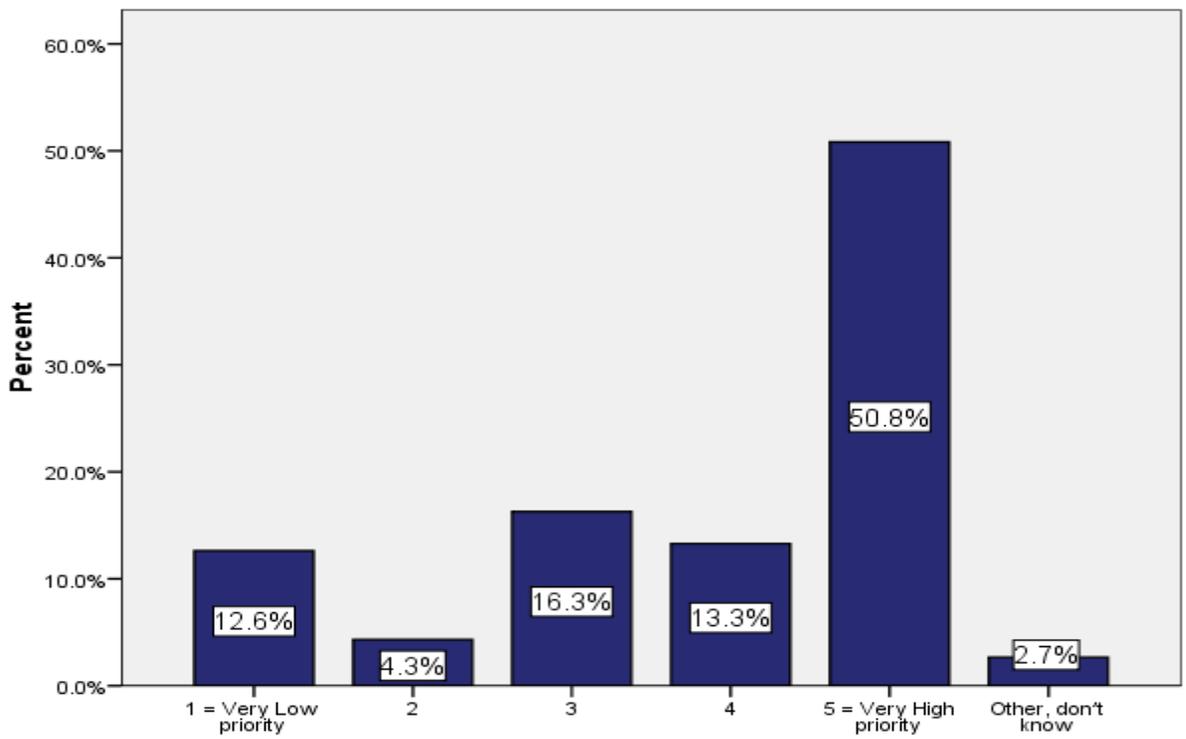
40. coffee shop or Internet café



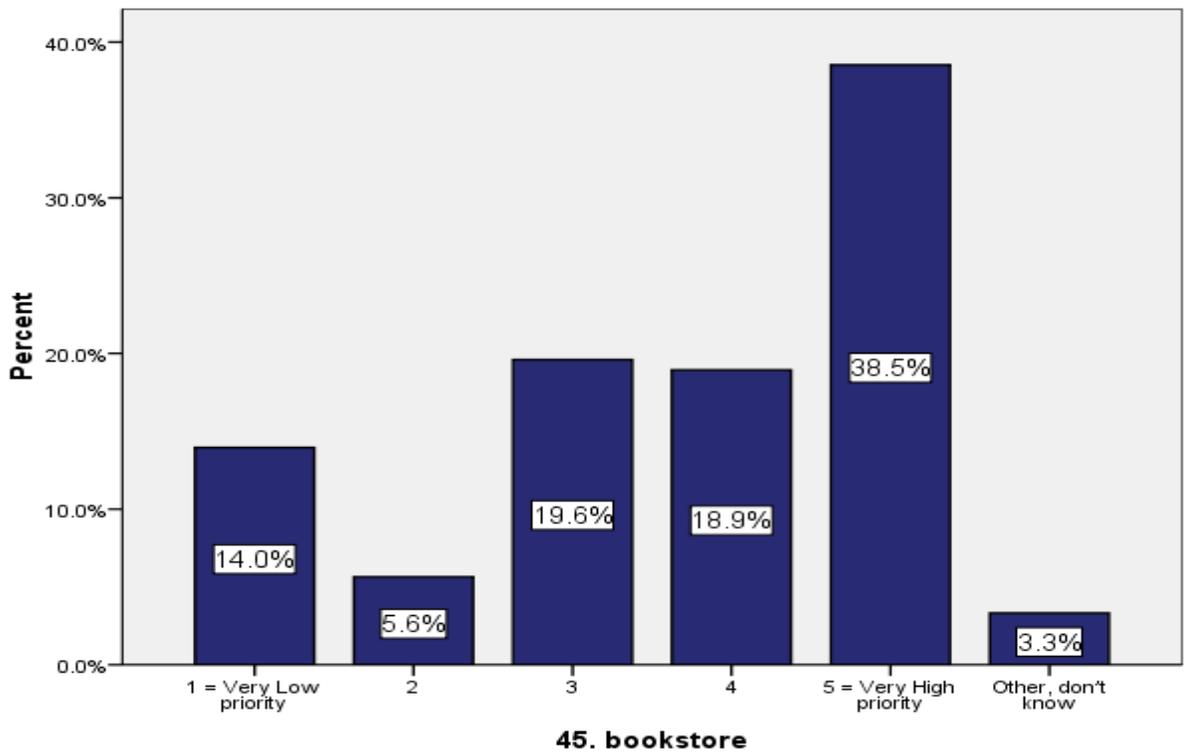
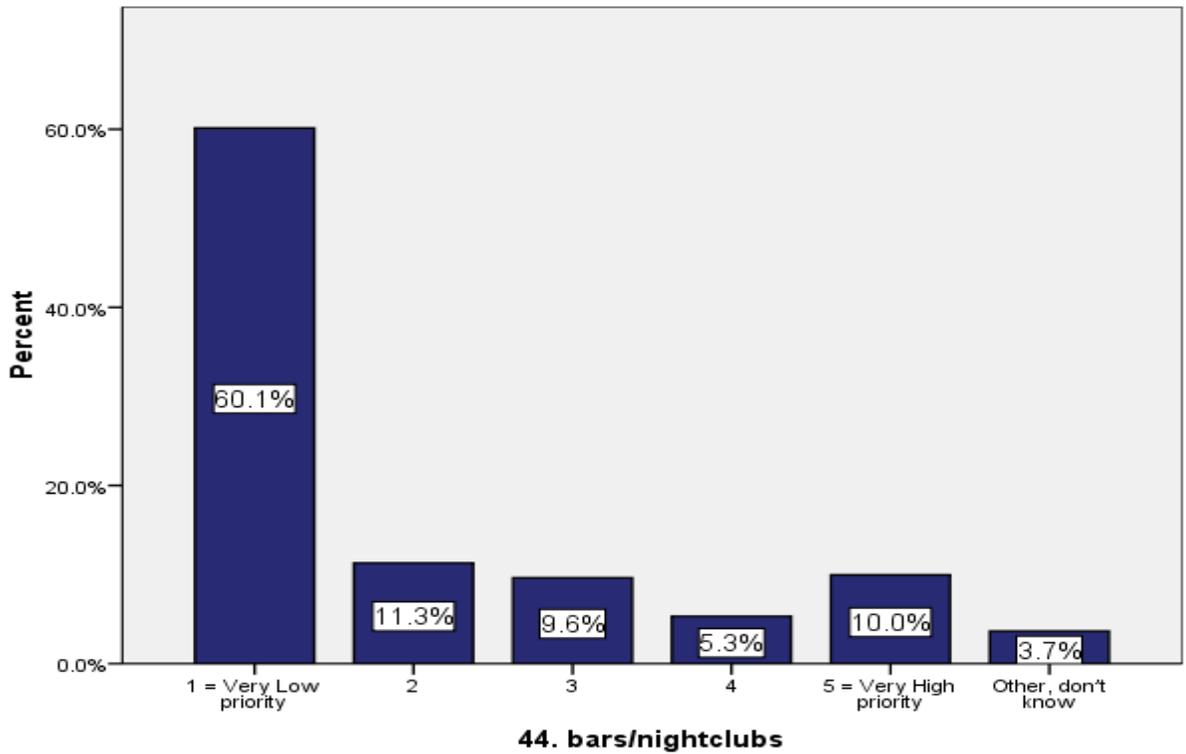
41. upscale dining

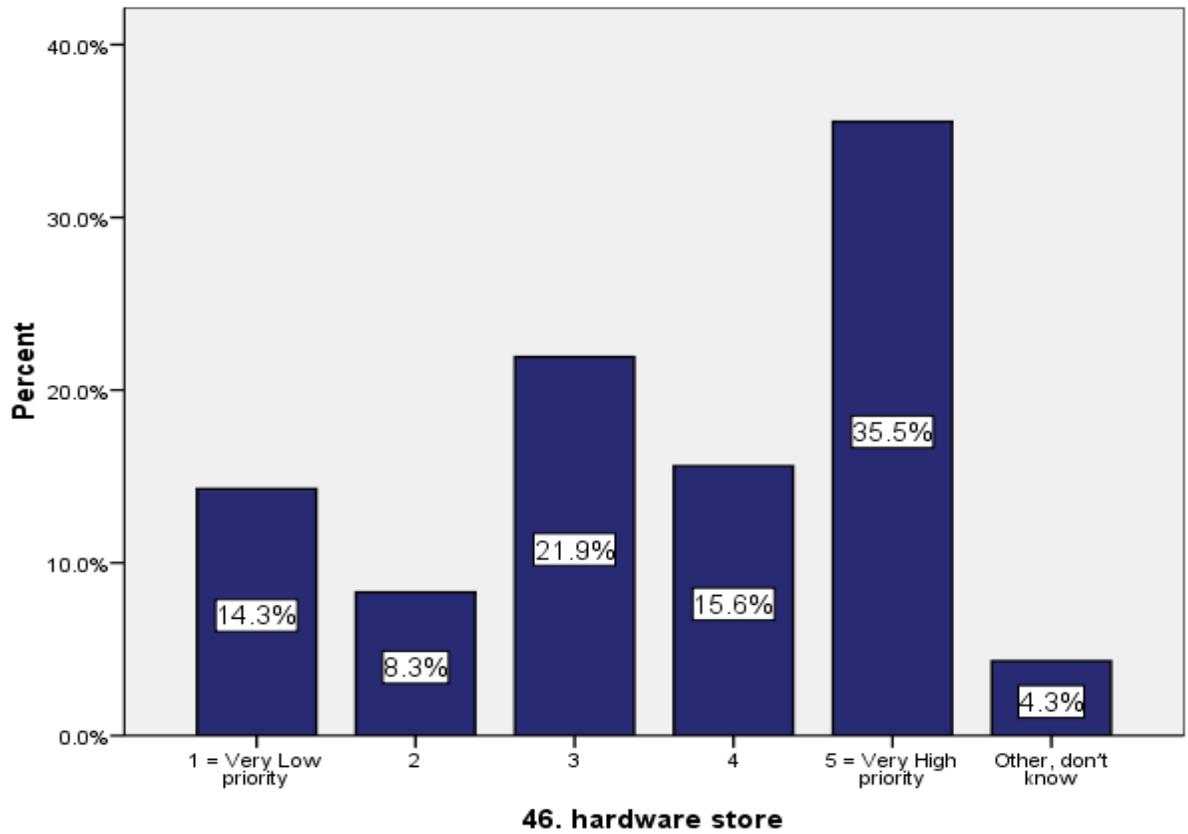


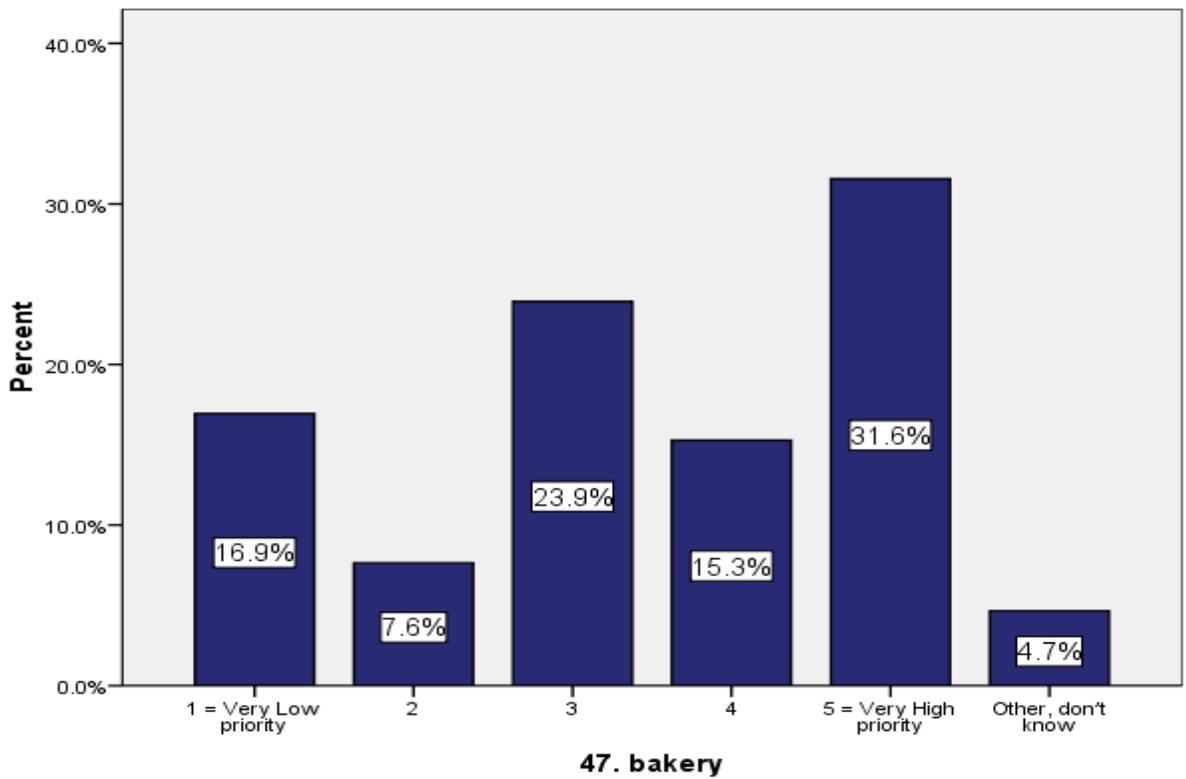
42. clothing stores

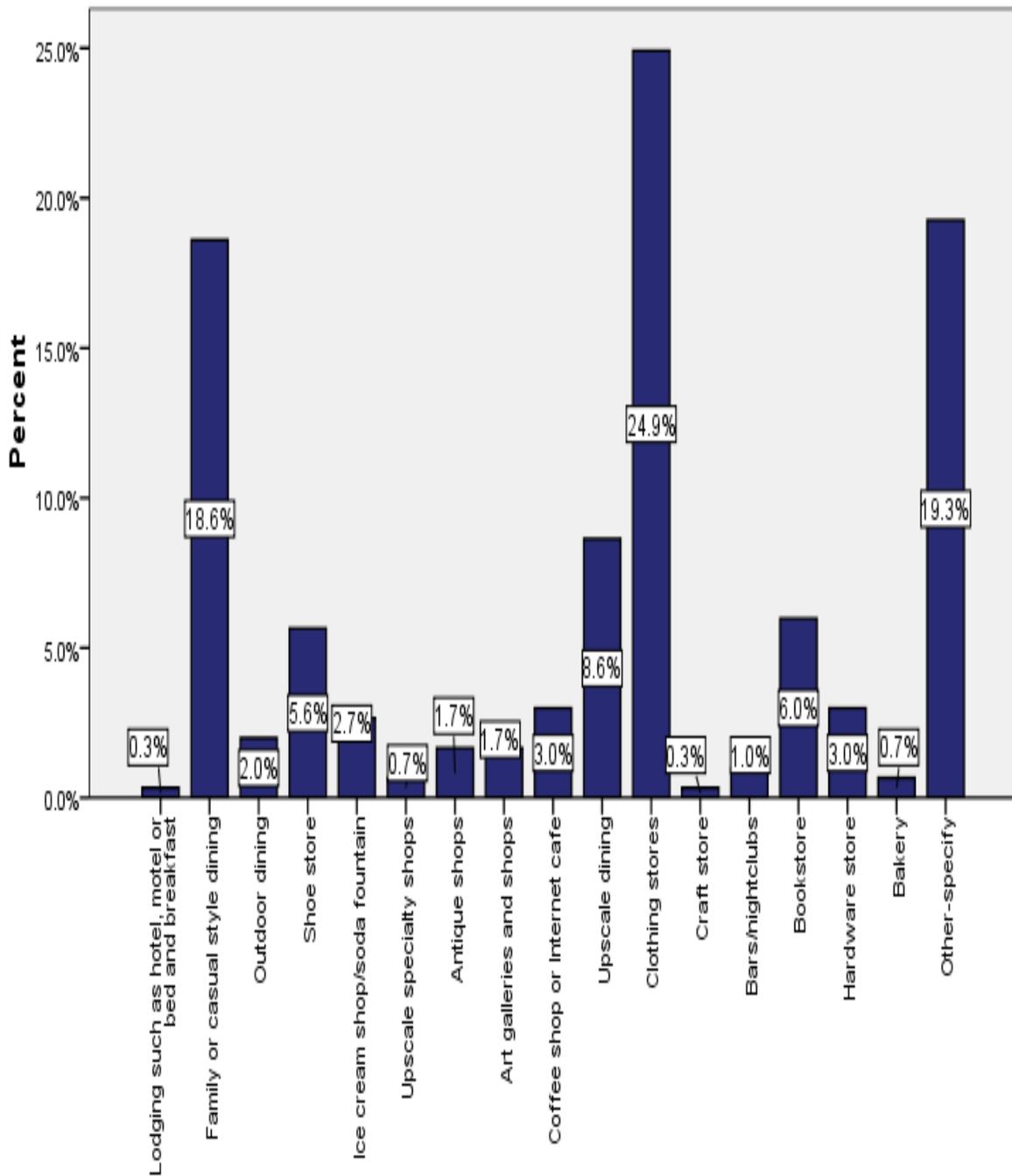


43. arcade or other attraction aimed at teenagers

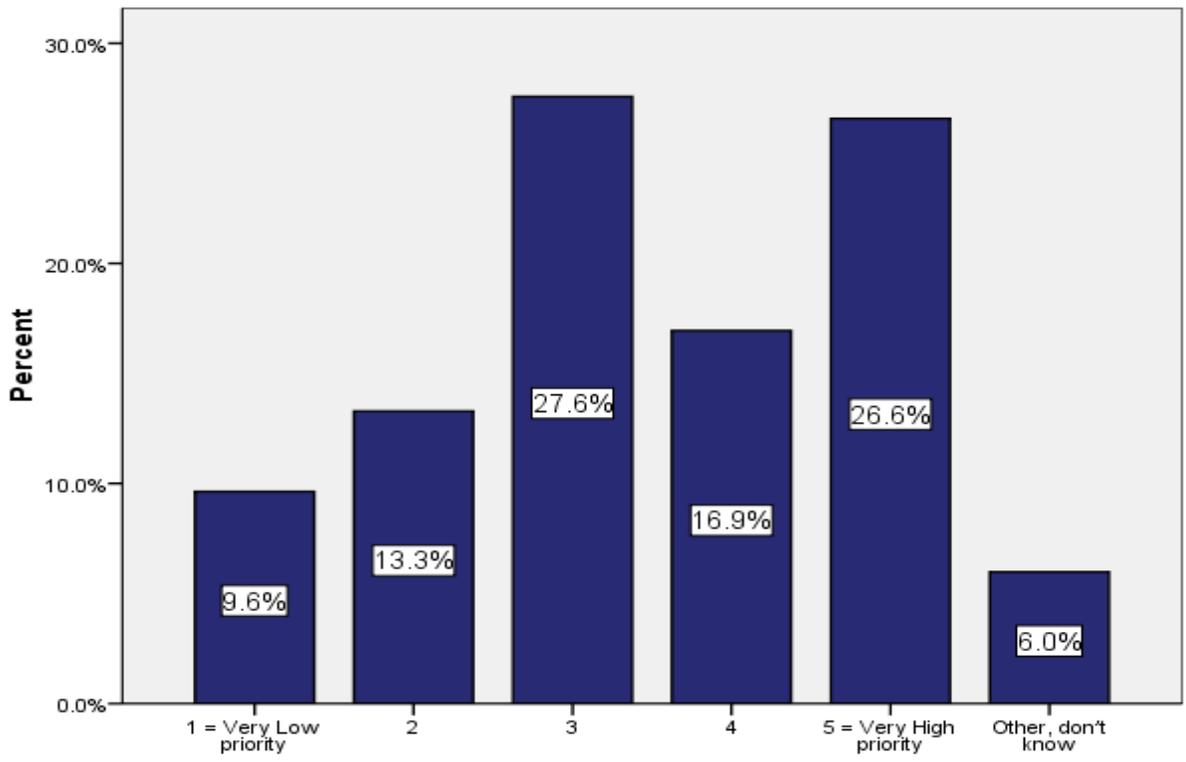




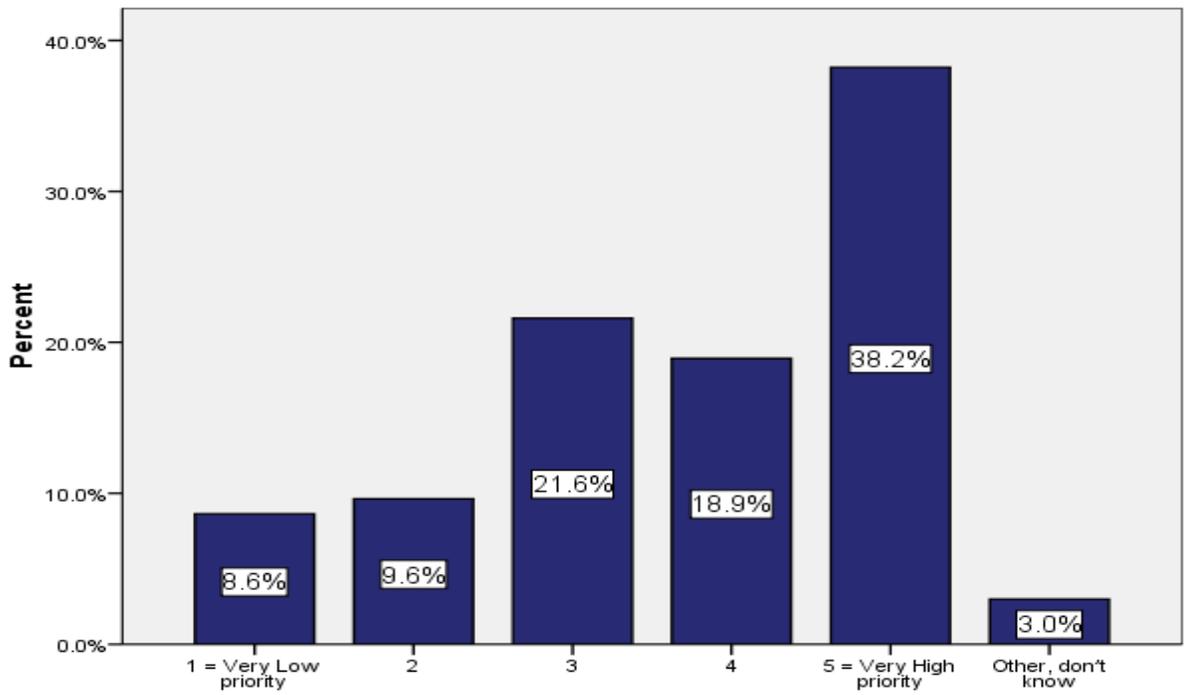




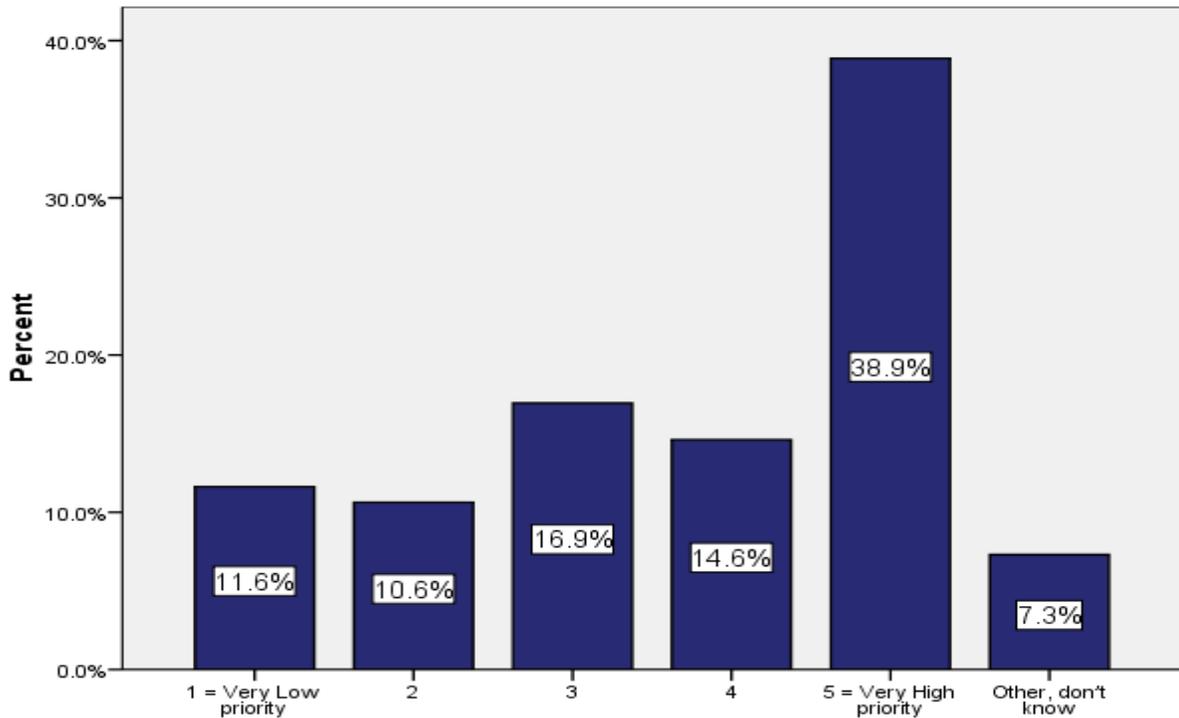
48. Of the items listed above, what business would you most like to see in downtown ...



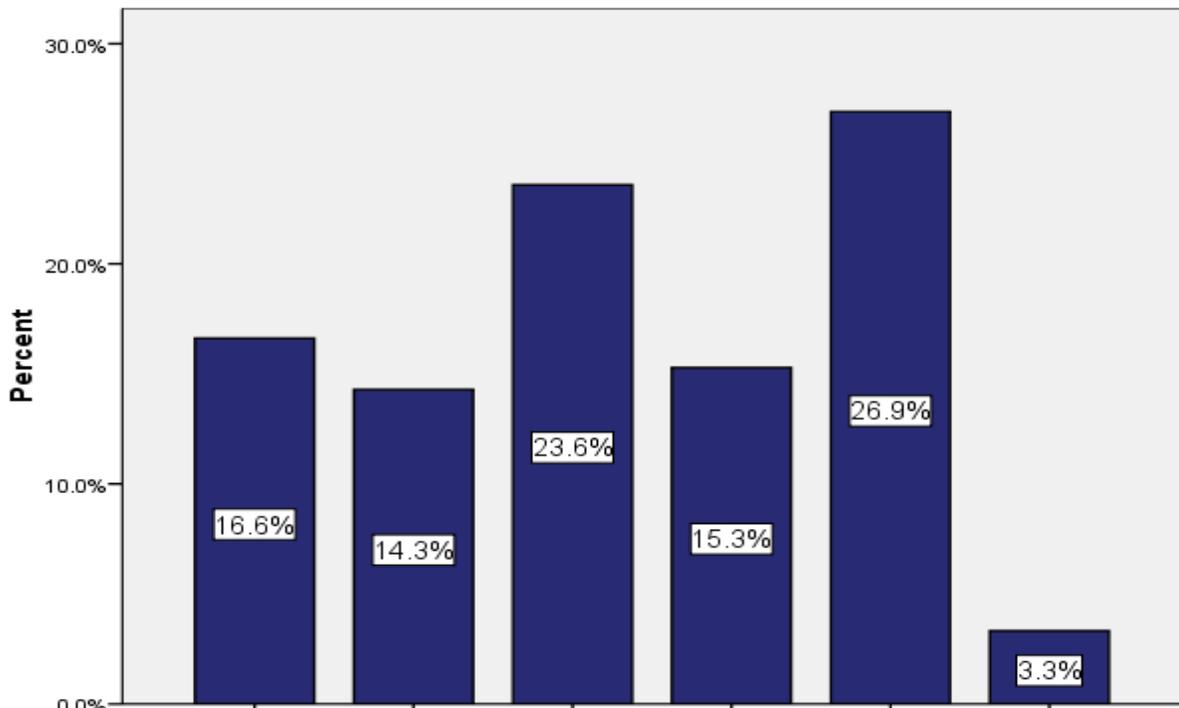
49. adding green space



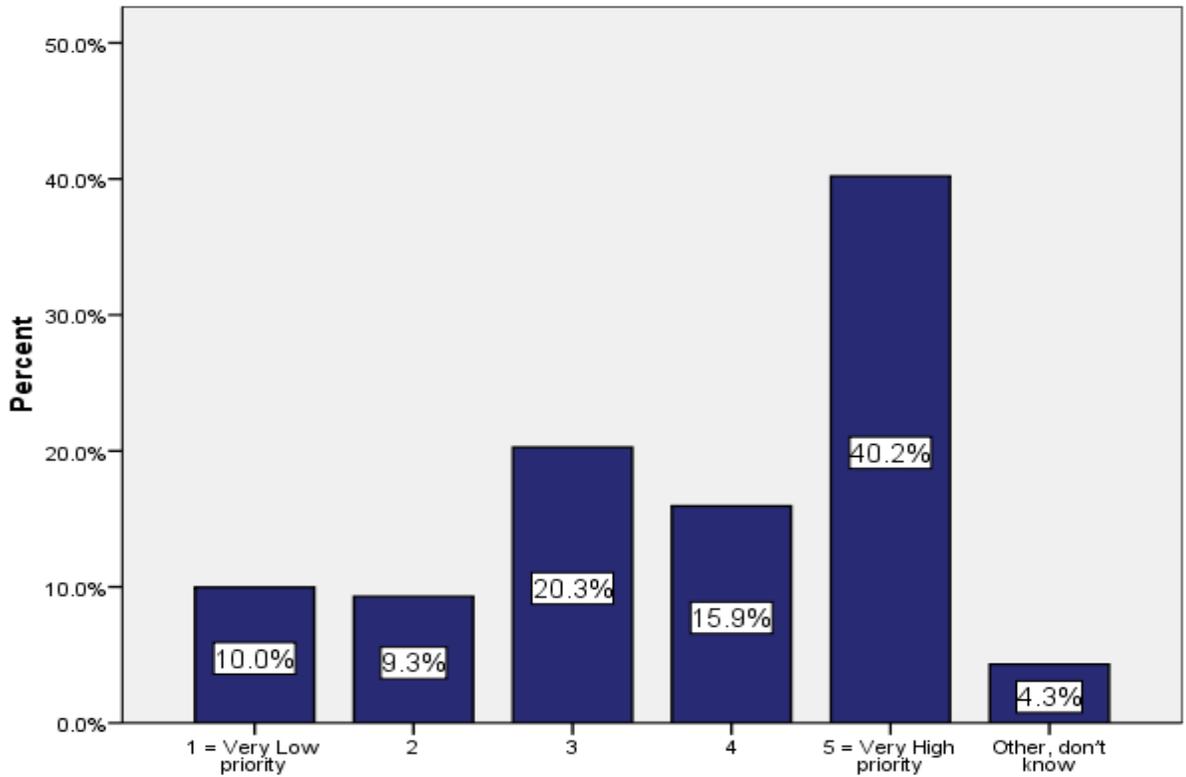
50. improving lighting



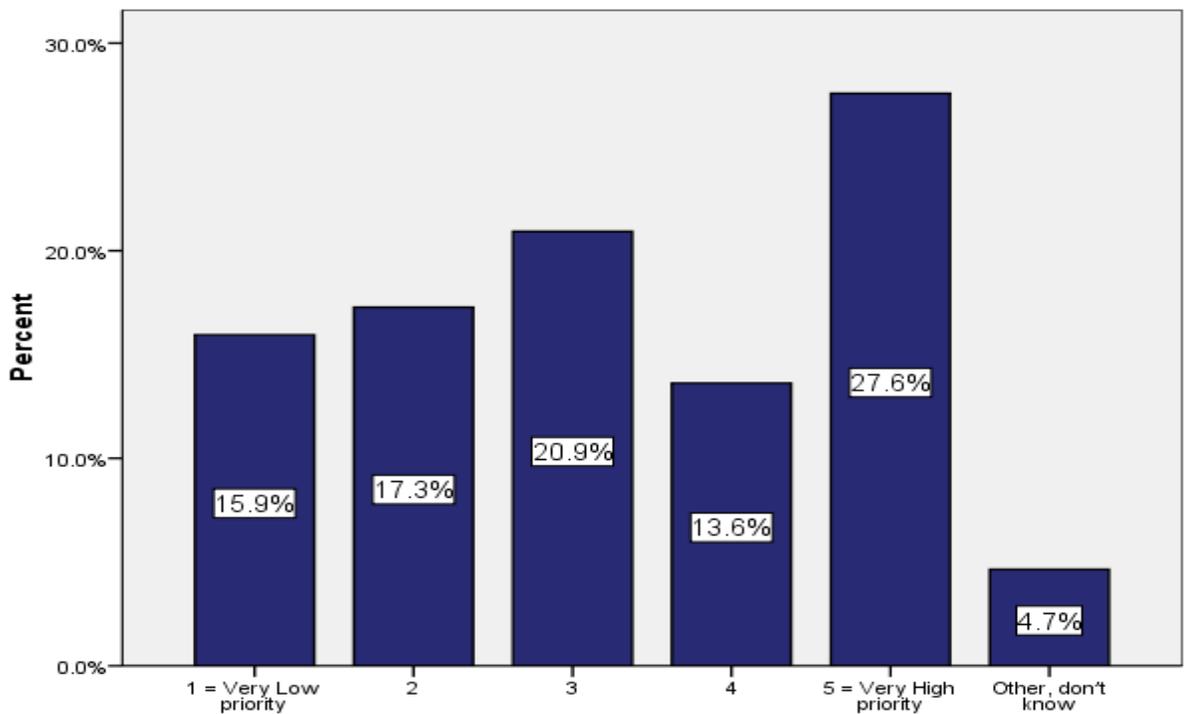
51. moving utilities underground



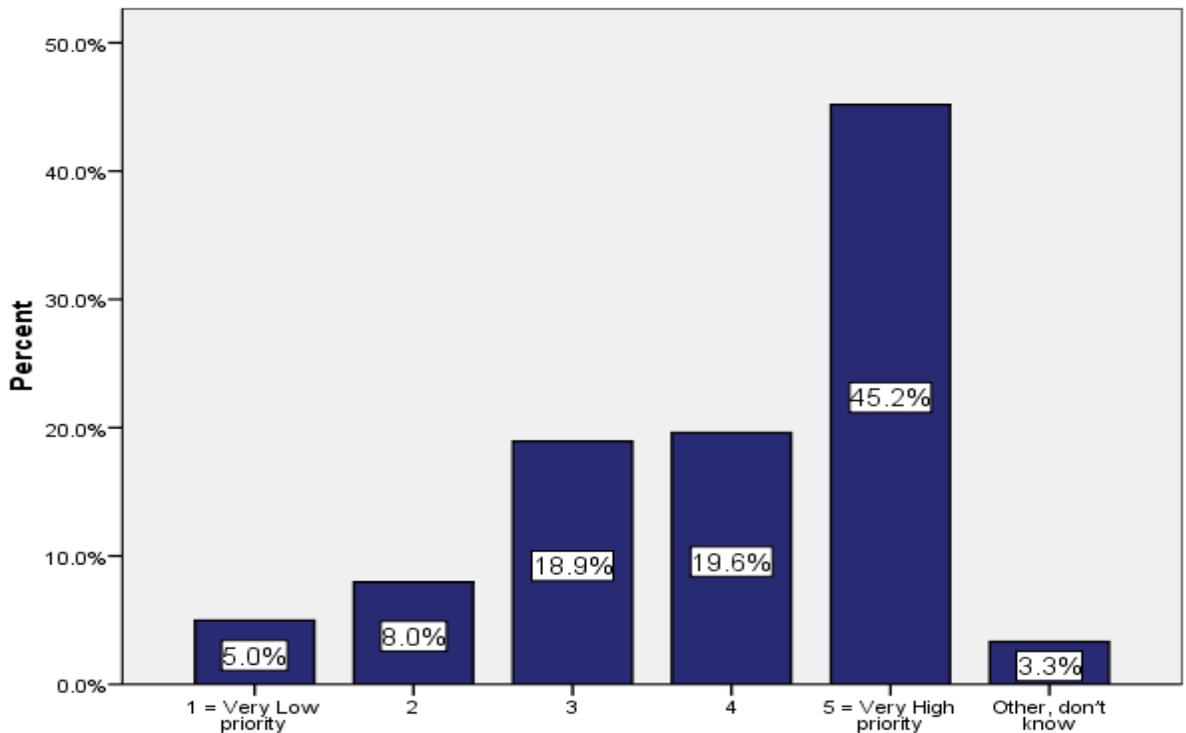
52. adding new parking spaces or lots



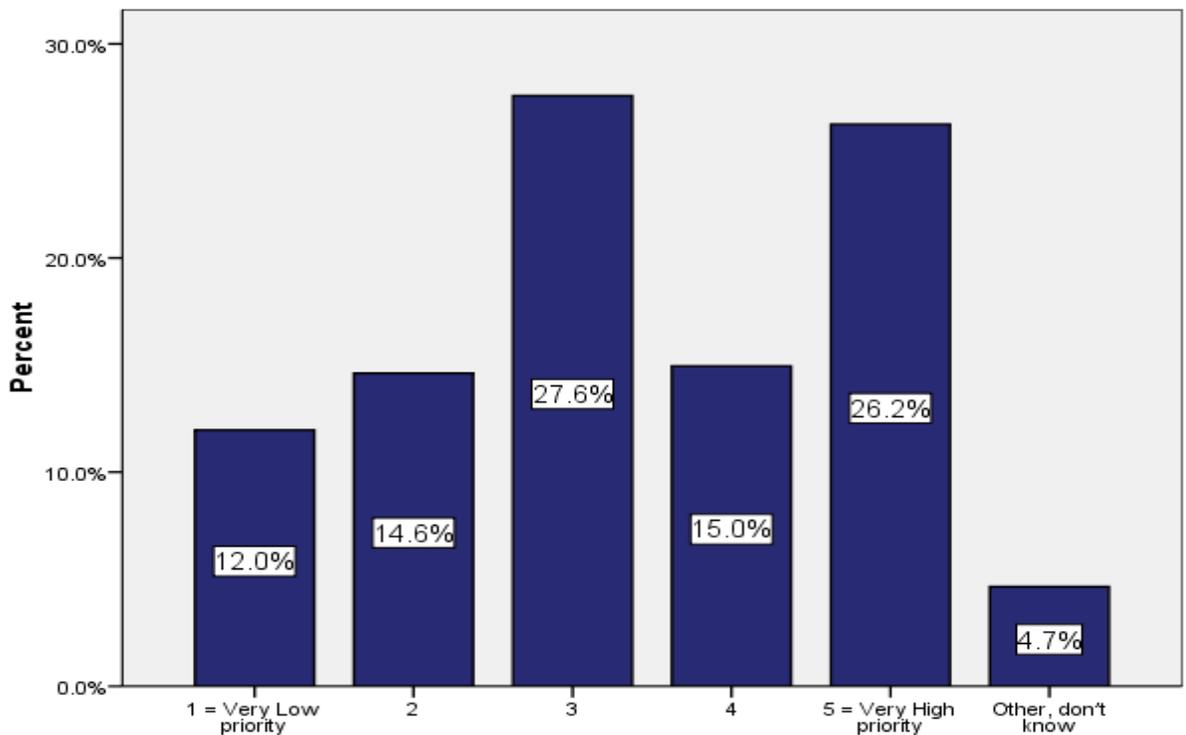
**53. stricter code enforcement**



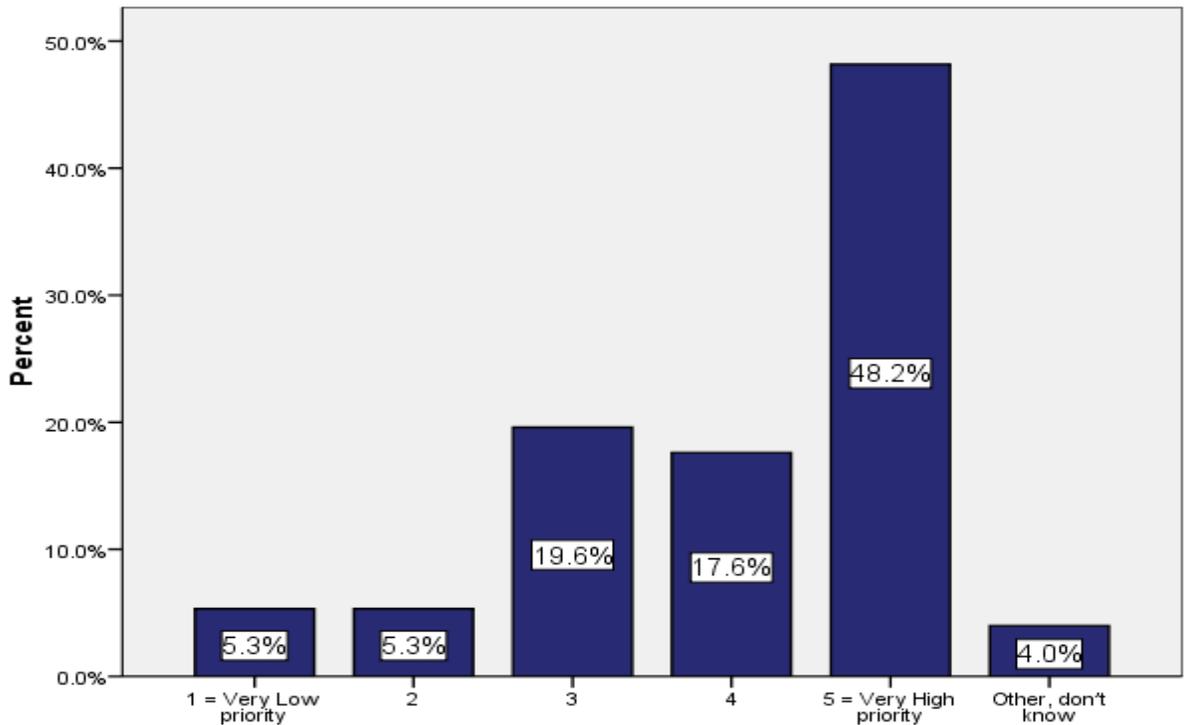
**54. developing second-story residential space**



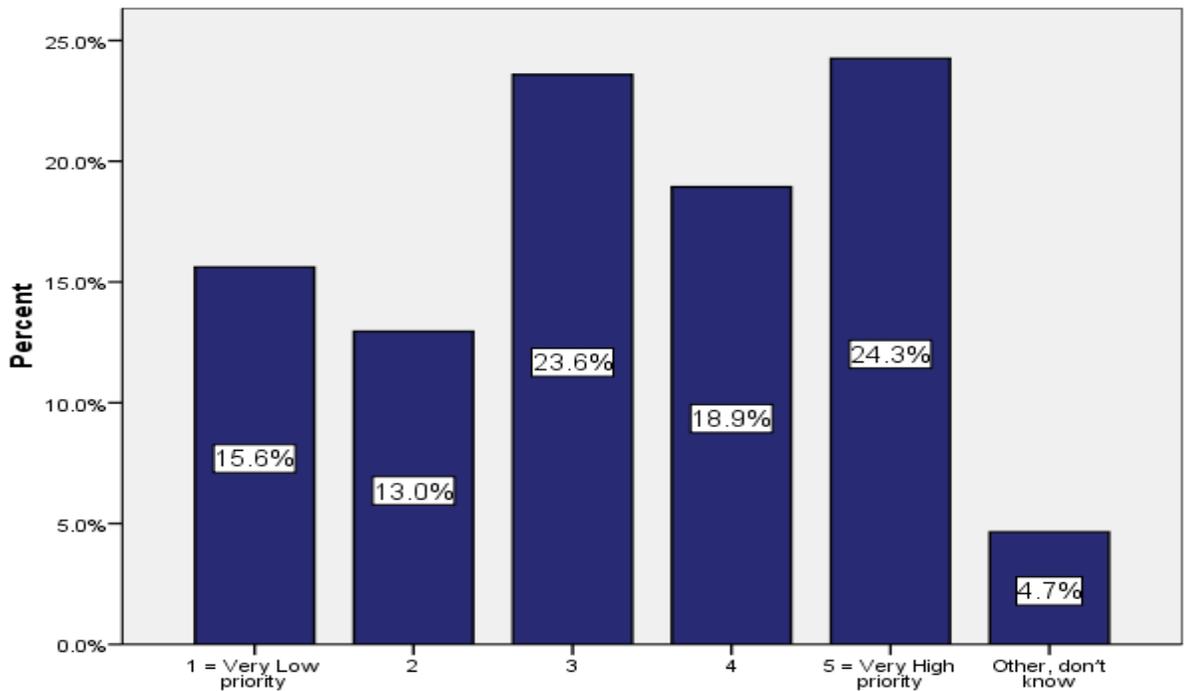
**55. making the area more pedestrian-friendly**



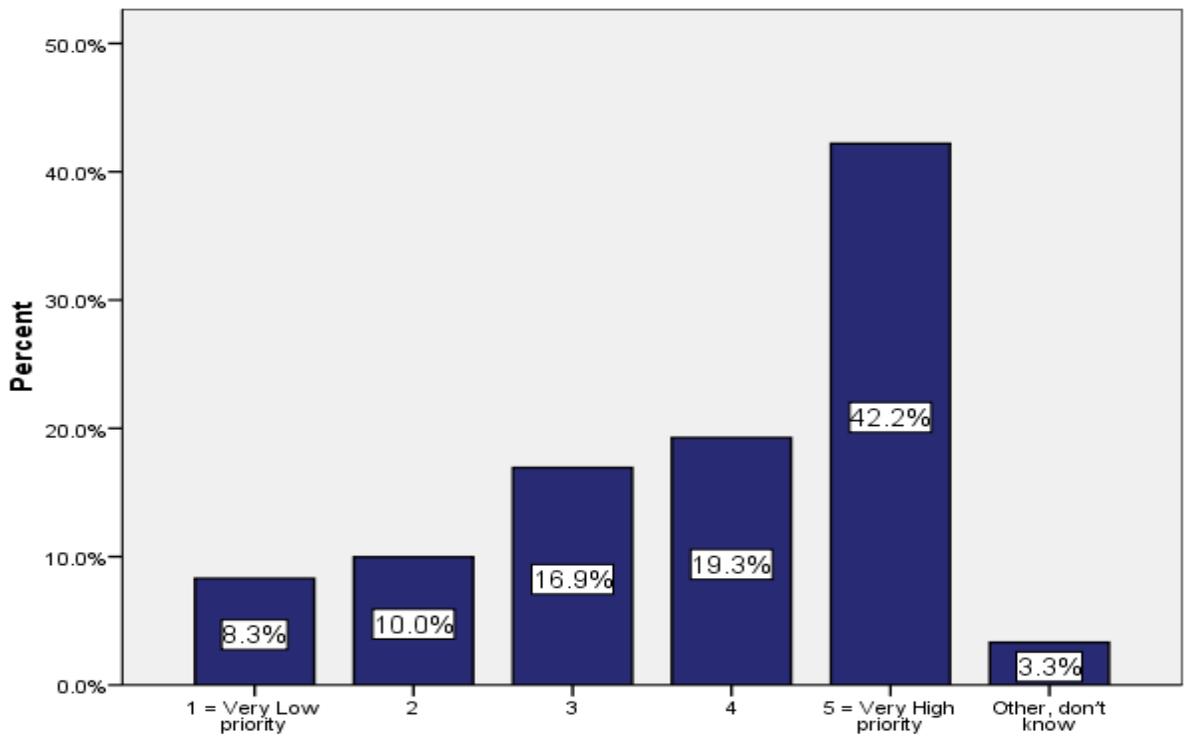
**56. improving signage to help people find their way around**



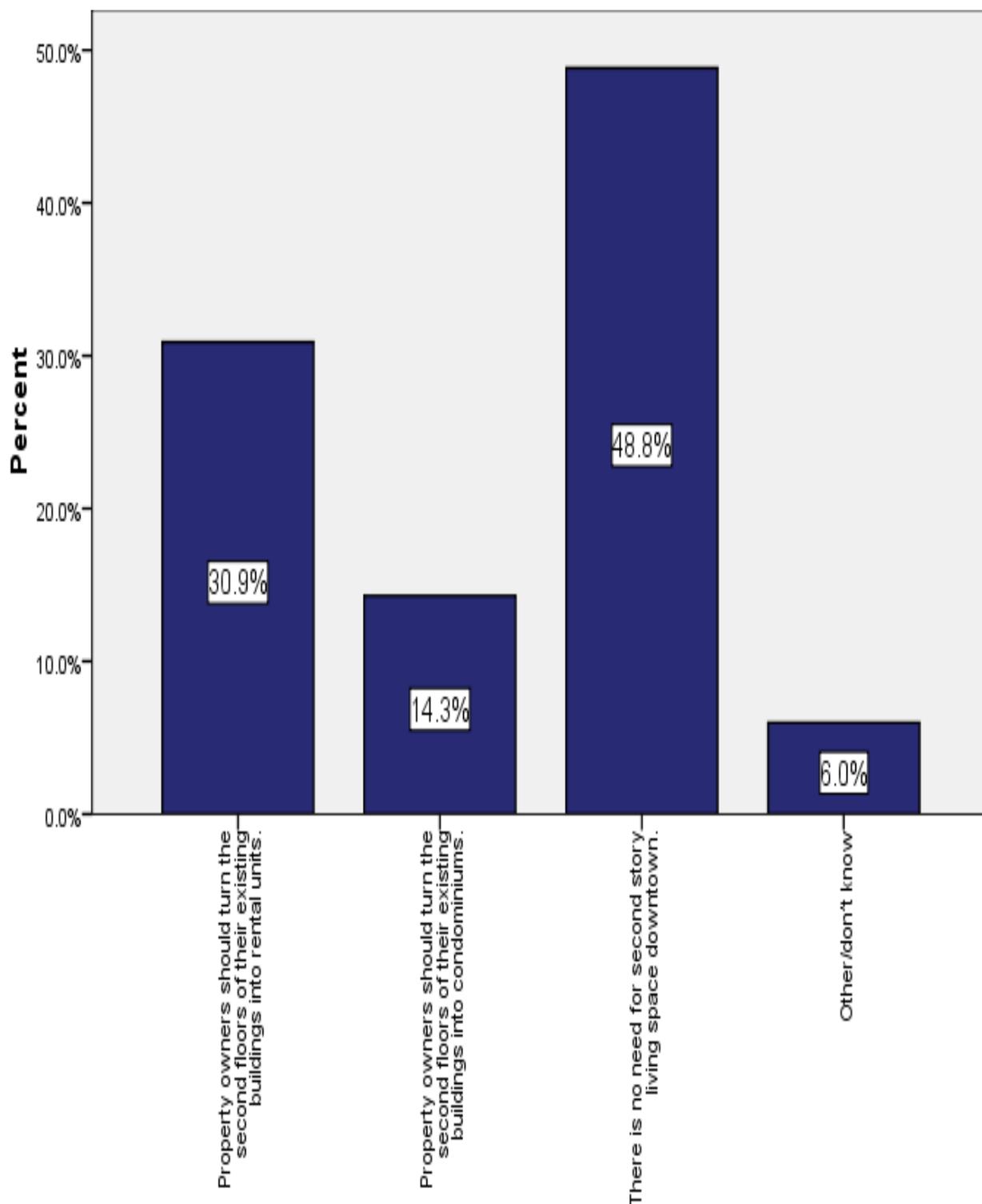
57. improving building facades



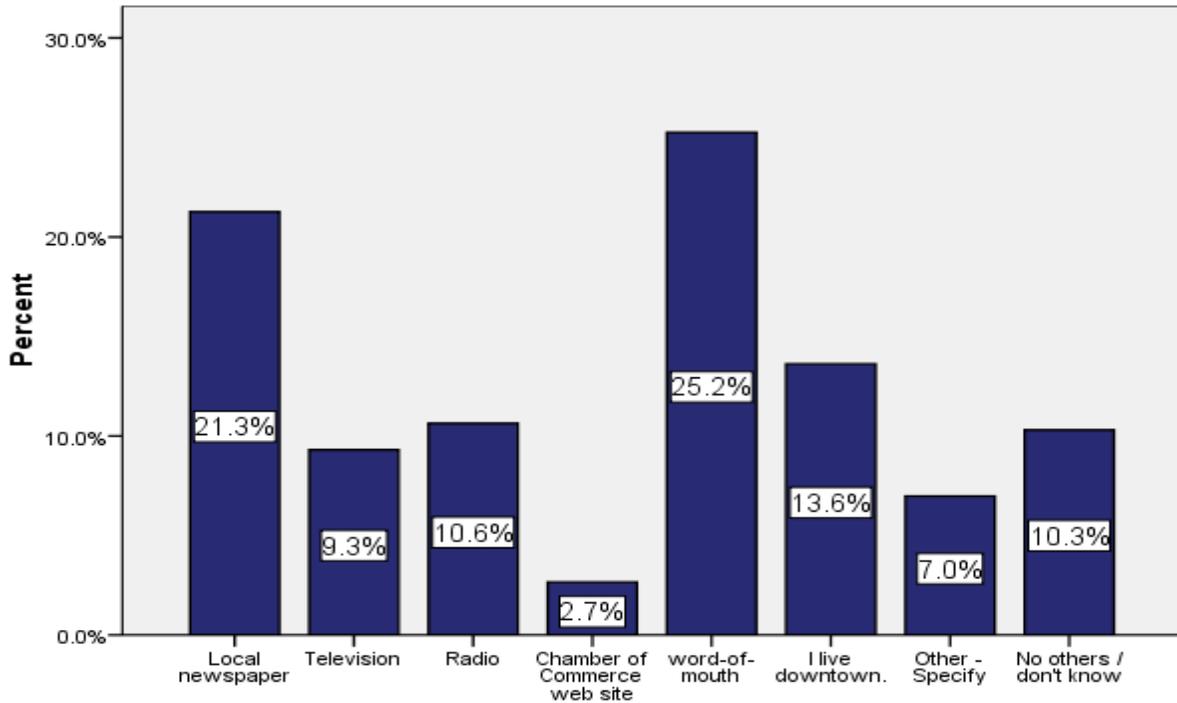
58. adding murals or other public art



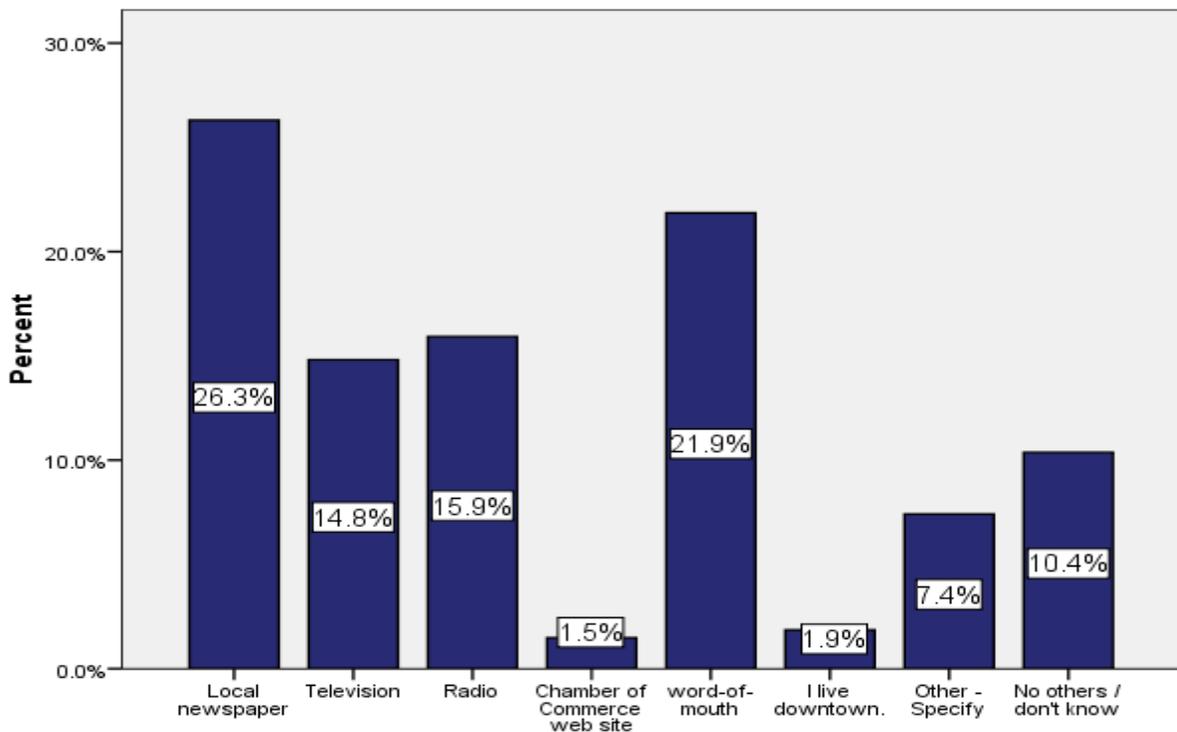
**59. keeping streets and sidewalks cleaner**



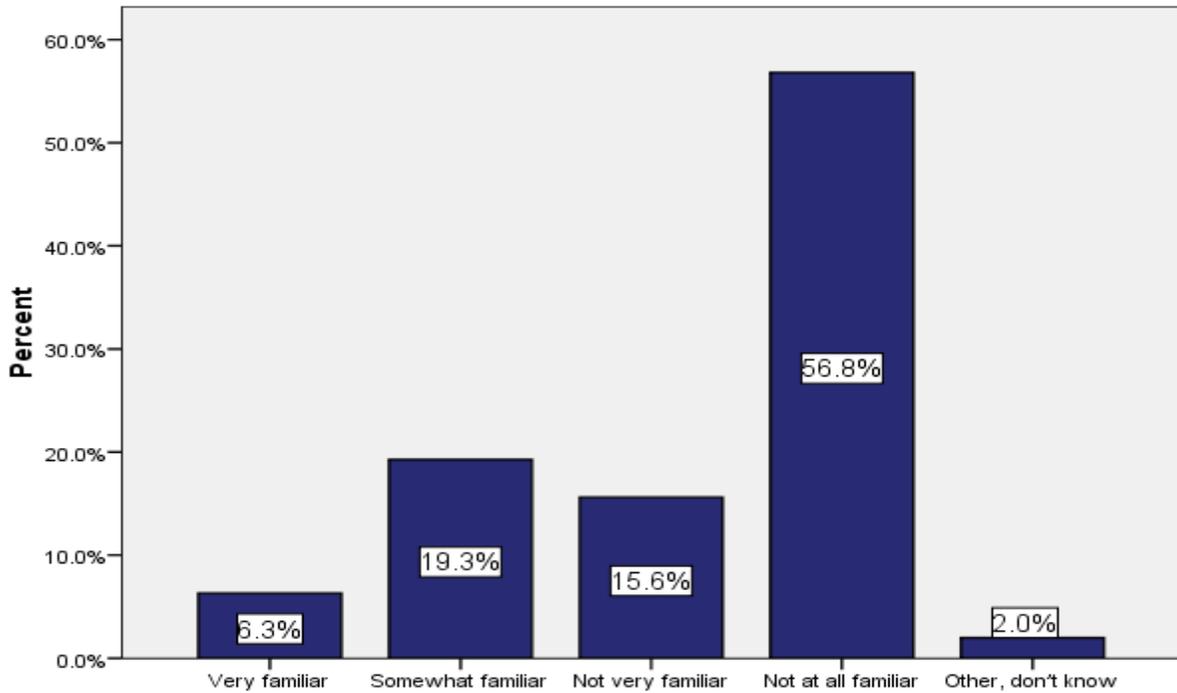
61. There has been some discussion about developing second story living space i...



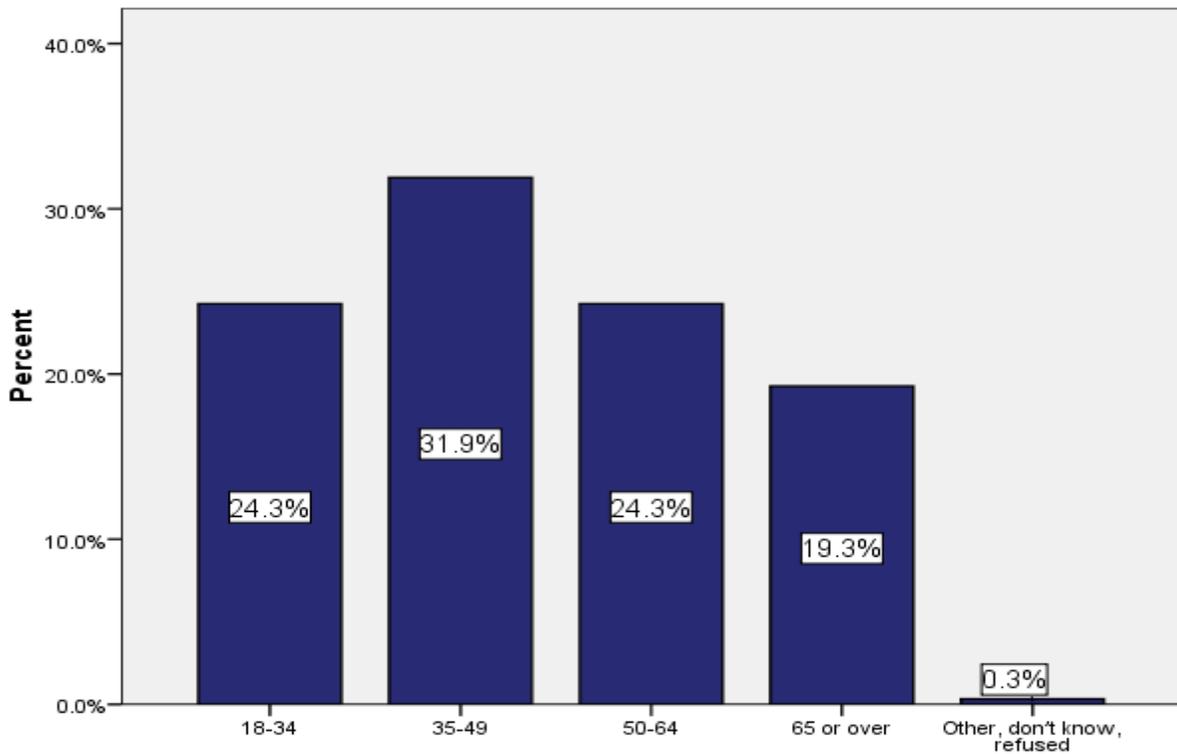
**62a. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Caruthersville?**



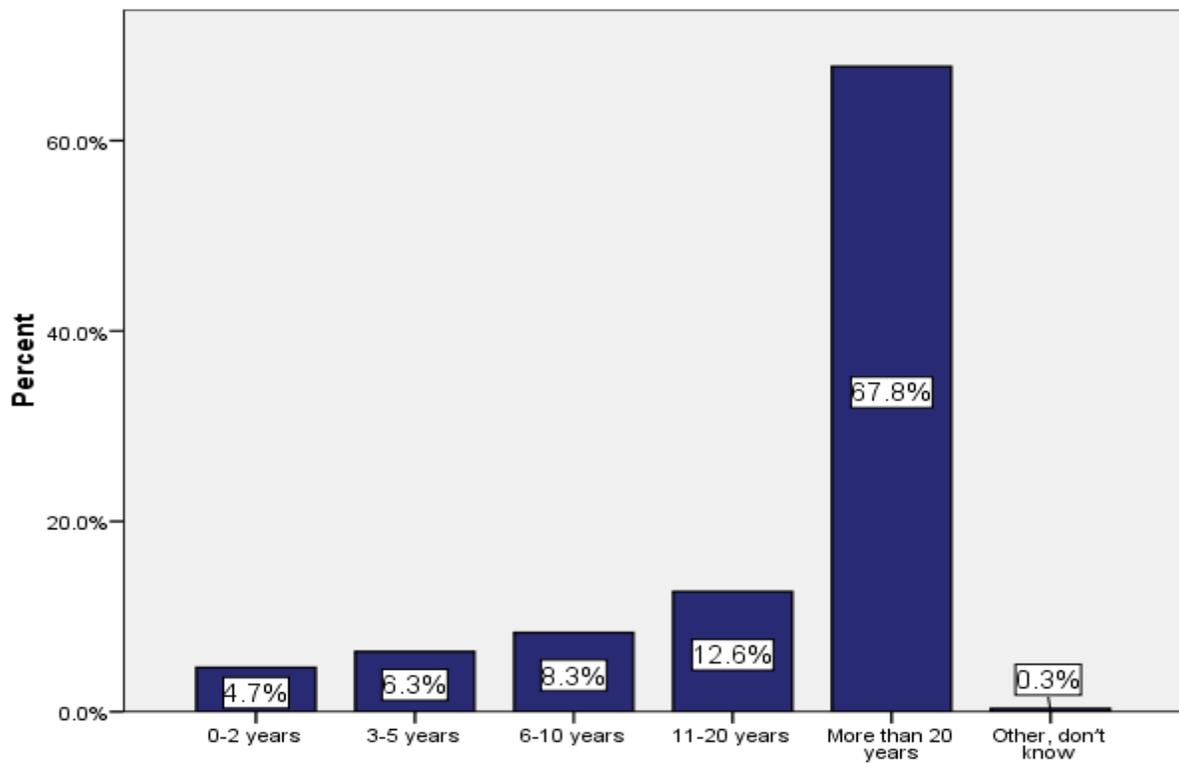
**62b. And what is your second most likely source of information?**



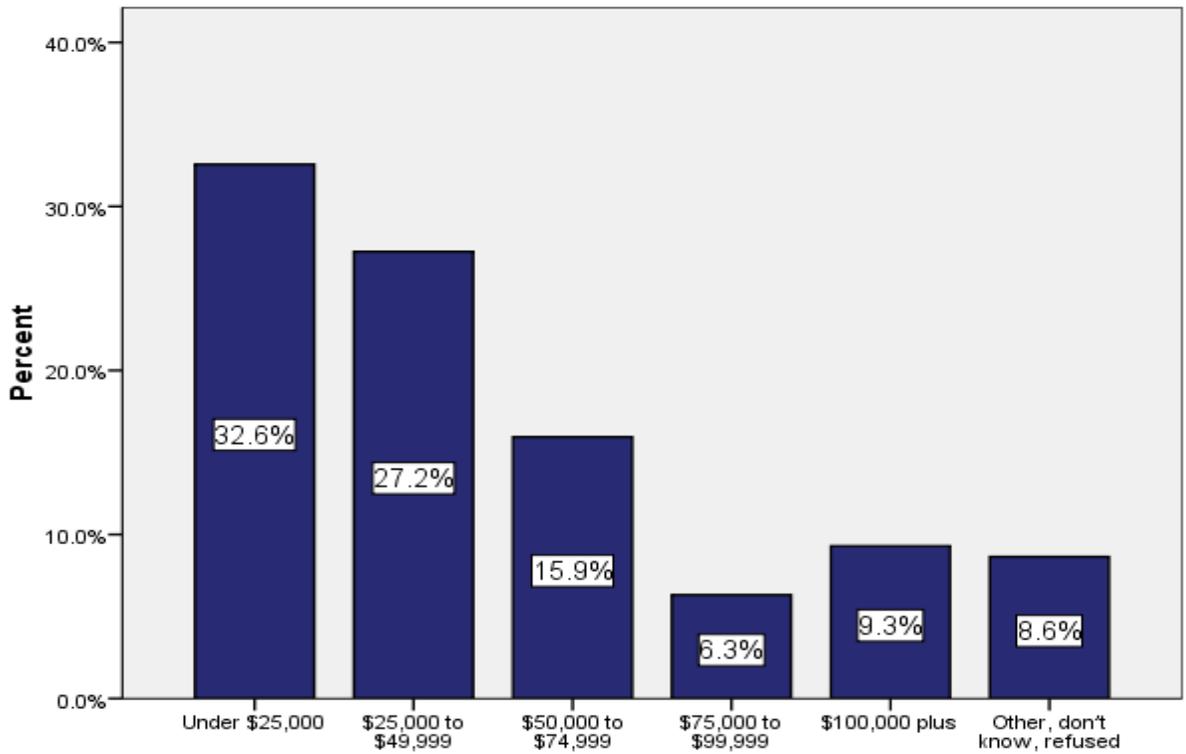
**63. How familiar are you with a state-sponsored program called the DREAM Initiative? Would you say you are very familiar, somewhat, not very or not at all familiar with the DREAM Initiative?**



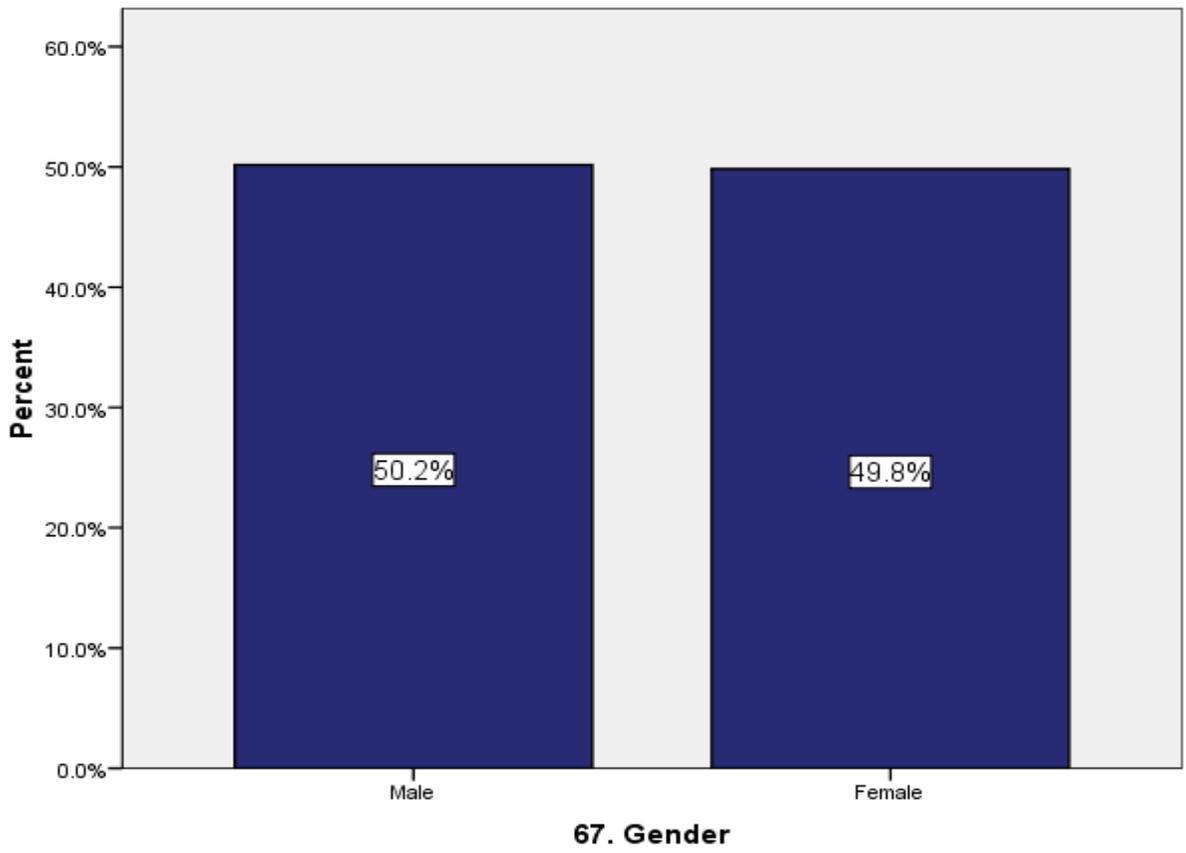
**64. In which of the following age groups are you?**



65. How long have you lived in the Caruthersville area?



**66. For statistical purposes only, please indicate which of the following categories best fits your total household income for 2007.**



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## SECTION VI

### QUESTIONNAIRE

Hello, I'm \_\_\_\_\_ calling from Attitude Research Company on behalf of the City of Caruthersville. We're conducting a survey to learn more about people's attitudes concerning the community, and this phone number was selected at random. According to our research procedure, I have to speak to a (male or female) over the age of 18 who is at home when I place this call.

*[If criteria cannot be met, politely terminate call]*

1. **Thinking about the Caruthersville, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?**

- 1) right direction
- 2) mixed (*do not read*)
- 3) wrong
- 9) other, don't know

I'm going to read a list of things that might be done to improve the quality of life in a given area. For each of the following items, please tell me how high a priority you would place on each by using a 5-point scale. If you think the item should be a top priority, rate it a 5. If you think it should be a very low priority, rate it a 1. Of course, you can use any number between 5 and 1. Okay? *[pause, repeat instructions if necessary]* The first is...

(ROTATE ORDER)

2. **Revitalizing the Caruthersville downtown area**

3. **Repairing major streets**

4. **Improving emergency services**

5. **Upgrading parks and recreation facilities**

6. **Attracting more big box retail development**

7. **How often do you visit downtown Caruthersville?**

- 1) Once a year or less
- 2) Less than once a month
- 3) One to five times per month
- 4) More than five times a month
- 5) Other (specify) (Skip to question 18)
- 6) Don't visit downtown (Skip to question 18)
- 9) Don't know (Skip to question 18)

[ASK 8-16 ONLY IF ANSWERED 1-4 TO Q7] For each of the following, please tell me how often you visit downtown for these activities: very often, somewhat often, not very often or not at all.

Read list, code as follows:

- 1) very often
- 2) somewhat often
- 3) not very often
- 4) not at all
- 9) other, don't know

(ROTATE ORDER)

- 8. shopping
- 9. dining
- 10. entertainment, not including casino
- 11. other outdoor recreation, such as walking
- 12. special events
- 13. government/post office
- 14. conducting business
- 15. attending church
- 16. visiting the casino

[ASK ONLY IF ANSWERED 1-4 TO Q7] 17. Of the items listed above, which would you say is the one reason you most often visit downtown Caruthersville? [repeat list if necessary, code responses as follows]

- 1) shopping
- 2) dining
- 3) entertainment, not including casino
- 4) other outdoor recreation, such as walking
- 5) special events
- 6) government/post office
- 7) conducting business
- 8) attending church
- 9) visiting the casino
- 99) other, don't know

For each of the following characteristics of a downtown I read, please tell me if you think conditions in Caruthersville are excellent, good, not so good or poor. The first is...

*Read list, code as follows:*

- 1) excellent
- 2) good
- 3) not so good
- 4) poor
- 9) other, don't know

(ROTATE ORDER)

- 18. signs to help people find their way around
- 19. convenient business hours
- 20. available green space
- 21. preservation of historic structures
- 22. occupied storefronts
- 23. convenient parking
- 24. diverse mix of businesses
- 25. dining options
- 26. entertainment options
- 27. condition of streets
- 28. condition of sidewalks
- 29. safety during the day
- 30. safety at night
- 31. How important would you say it is that Caruthersville work to retain its downtown's historic character? Would you say it is very important, somewhat, not very or not at all important?
  - 1) very
  - 2) somewhat
  - 3) not very
  - 4) not at all
  - 9) other, don't know

I'm going to read a list of the kinds of businesses that one might find in a downtown area. For each, please tell me how high a priority Caruthersville should place on bringing or adding more of that type of business *to its own downtown area*. If you think an item should be a top priority, rate it a "5." If you think it shouldn't be a priority at all, rate it a "1." Of course, you can use any number between five and one. The first is...

**READ LIST, RECORD ANSWER, 9=OTHER, DON'T KNOW**

(ROTATE ORDER)

32. lodging such as hotel, motel or bed and breakfast
33. family or casual style dining
34. fine dining
35. shoe store
36. ice cream shop/soda fountain
37. upscale specialty shops
38. antique shops
39. art galleries and shops
40. coffee shop or Internet café
41. upscale dining
42. clothing stores
43. arcade or other attraction aimed at teenagers
44. bars/nightclubs
45. bookstore
46. hardware store
47. bakery
48. Of the items listed above, what business would you most like to see in downtown Caruthersville? (Read choices again if necessary.)
  - 1) lodging such as hotel, motel or bed and breakfast
  - 2) family or casual style dining

- 3) outdoor dining
- 4) shoe store
- 5) ice cream shop/soda fountain
- 6) upscale specialty shops
- 7) antique shops
- 8) art galleries and shops
- 9) coffee shop or Internet café
- 10) upscale dining
- 11) clothing stores
- 12) craft store
- 13) bars/nightclubs
- 14) bookstore
- 15) hardware store
- 16) bakery
- 99) other (specify)

I'm going to read a list of other improvements that might be made to a downtown area. Again, please tell me how high a priority you think each should be for downtown Caruthersville using the same 5-point scale. *(Repeat scale again if necessary, record other/don't know as 9)*

(ROTATE ORDER)

49. adding green space
50. improving lighting
51. moving utilities underground
52. adding new parking spaces or lots
53. stricter code enforcement
54. developing second-story residential space
55. making the area more pedestrian-friendly
56. improving signage to help people find their way around
57. improving building facades
58. adding murals or other public art
59. keeping streets and sidewalks cleaner
60. Are there any other improvements you think should be made to downtown Caruthersville?  
[open-ended, record first two responses]

**61. There has been some discussion about developing second story living space in downtown Caruthersville. Which of the following statements is closest to the way you feel?**

- 1) Property owners should turn the second floors of their existing buildings into rental units.
- 2) Property owners should turn the second floors of their existing buildings into condominiums.
- 3) There is no need for second story living space downtown.
- 9) other/don't know

**62. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Caruthersville? And what is your second most likely source of information? [do not read list – code first two responses as follows]**

- 1) local newspaper
- 2) television
- 3) radio
- 4) Chamber of Commerce web site
- 5) word-of-mouth
- 6) I live downtown.
- 9) other [specify]

**63. How familiar are you with a state-sponsored program called the DREAM Initiative? Would you say you are very familiar, somewhat, not very or not at all familiar with the DREAM Initiative?**

- 1) very familiar
- 2) somewhat familiar
- 3) not very familiar
- 4) not at all familiar
- 9) other, don't know

**AND NOW, A FEW FINAL QUESTIONS FOR CLASSIFICATION PURPOSES.**

**64. In which of the following age groups are you?**

- 1) 18-34
- 2) 35-49
- 3) 50-64
- 4) 65 or over
- 9) other, don't know, refused

**65. How long have you lived in the Caruthersville area?**

- 1) 0-2 years
- 2) 3-5 years
- 3) 6-10 years

- 4) 11-20 years
- 5) more than 20 years
- 9) other, don't know

66. For statistical purposes only, please indicate which of the following categories best fits your total household income for 2007. Just stop me when I get to your category.

- 1) Under \$25,000
- 2) \$25,000 to \$49,999
- 3) \$50,000 to \$74,999
- 4) \$75,000 to \$99,999
- 5) \$100,000 plus
- 9) other, don't know, refused

67. Gender [do not ask – just record below]

- 1) male
- 2) female

That concludes our survey. Thank you for your time and cooperation.

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## SECTION VII

### CROSS TABULATION

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**Downtown Revitalization and Economic Assistance for Missouri  
Community Survey Telephone Report  
Final Survey Findings and Results**

**Caruthersville, Missouri**

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
1. Thinking about the Caruthersville, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?	Right direction	28.8%	34.4%	39.7%	44.8%	50.0%	47.4%	24.0%	47.4%	33.8%	40.8%	29.3%	37.5%	42.1%	35.7%	26.5%	46.0%
	Mixed	21.9%	21.9%	19.2%	24.1%	35.7%	15.8%	24.0%	18.4%	21.6%	15.3%	22.0%	22.9%	26.3%	14.3%	23.2%	20.0%
	Wrong direction	41.1%	37.5%	34.2%	17.2%	0.0%	36.8%	36.0%	26.3%	37.3%	34.7%	34.1%	35.4%	26.3%	50.0%	40.4%	27.3%
	other, don't know	8.2%	6.2%	6.8%	13.8%	14.3%	0.0%	16.0%	7.9%	7.4%	9.2%	14.6%	4.2%	5.3%	0.0%	9.9%	6.7%
	<b>total low priority</b>	<b>28.8%</b>	<b>34.4%</b>	<b>39.7%</b>	<b>44.8%</b>	<b>50.0%</b>	<b>47.4%</b>	<b>24.0%</b>	<b>47.4%</b>	<b>33.8%</b>	<b>40.8%</b>	<b>29.3%</b>	<b>37.5%</b>	<b>42.1%</b>	<b>35.7%</b>	<b>26.5%</b>	<b>46.0%</b>
2. Revitalizing the Caruthersville downtown area	1 = Very Low priority	12.3%	8.3%	8.2%	10.3%	0.0%	5.3%	4.0%	7.9%	12.3%	11.2%	6.1%	14.6%	10.5%	7.1%	11.9%	8.0%
	2	16.4%	14.6%	11.0%	10.3%	14.3%	15.8%	12.0%	15.8%	12.7%	10.2%	15.9%	10.4%	21.1%	17.9%	17.2%	9.3%
	3	23.3%	16.7%	28.8%	6.9%	28.6%	26.3%	16.0%	18.4%	18.1%	16.3%	22.0%	25.0%	5.3%	25.0%	18.5%	20.0%
	4	17.8%	13.5%	9.6%	8.6%	14.3%	10.5%	16.0%	21.1%	10.8%	14.3%	12.2%	14.6%	15.8%	3.6%	12.6%	12.7%
	5 = Very High priority	26.0%	39.6%	42.5%	63.8%	35.7%	36.8%	44.0%	26.3%	45.1%	42.9%	43.9%	33.3%	36.8%	42.9%	35.1%	48.0%
other, don't know	4.1%	7.3%	0.0%	0.0%	7.1%	5.3%	8.0%	10.5%	1.0%	5.1%	0.0%	2.1%	10.5%	3.6%	4.6%	2.0%	
<b>total low priority</b>	<b>28.8%</b>	<b>22.9%</b>	<b>19.2%</b>	<b>20.7%</b>	<b>14.3%</b>	<b>21.1%</b>	<b>16.0%</b>	<b>23.7%</b>	<b>25.0%</b>	<b>21.4%</b>	<b>22.0%</b>	<b>25.0%</b>	<b>31.6%</b>	<b>25.0%</b>	<b>29.1%</b>	<b>17.3%</b>	
<b>total high priority</b>	<b>43.8%</b>	<b>53.1%</b>	<b>52.1%</b>	<b>72.4%</b>	<b>50.0%</b>	<b>47.4%</b>	<b>60.0%</b>	<b>47.4%</b>	<b>55.9%</b>	<b>57.1%</b>	<b>56.1%</b>	<b>47.9%</b>	<b>52.6%</b>	<b>46.4%</b>	<b>47.7%</b>	<b>60.7%</b>	
3. Repairing major streets	1 = Very Low priority	9.6%	6.2%	8.2%	5.2%	7.1%	5.3%	0.0%	2.6%	9.3%	7.1%	4.9%	8.3%	5.3%	10.7%	6.0%	8.7%
	2	6.8%	4.2%	5.5%	3.4%	7.1%	5.3%	0.0%	13.2%	3.9%	3.1%	6.1%	8.3%	0.0%	3.6%	6.0%	4.0%
	3	13.7%	18.8%	15.1%	8.6%	7.1%	26.3%	12.0%	7.9%	15.7%	12.2%	11.0%	22.9%	15.8%	21.4%	18.5%	10.7%
	4	19.2%	15.6%	12.3%	22.4%	21.4%	15.8%	28.0%	18.4%	15.2%	20.4%	12.2%	12.5%	31.6%	10.7%	16.6%	17.3%
	5 = Very High priority	45.2%	49.0%	57.5%	58.6%	57.1%	42.1%	52.0%	52.6%	52.5%	52.0%	64.6%	43.8%	36.8%	46.4%	47.0%	57.3%
other, don't know	5.5%	6.2%	1.4%	1.7%	0.0%	5.3%	8.0%	3.4%	5.1%	1.2%	4.2%	10.5%	7.1%	6.0%	2.0%	2.0%	
<b>total low priority</b>	<b>16.4%</b>	<b>10.4%</b>	<b>13.7%</b>	<b>8.6%</b>	<b>14.3%</b>	<b>10.5%</b>	<b>0.0%</b>	<b>15.8%</b>	<b>13.2%</b>	<b>10.2%</b>	<b>11.0%</b>	<b>16.7%</b>	<b>5.3%</b>	<b>14.3%</b>	<b>11.9%</b>	<b>12.7%</b>	
<b>total high priority</b>	<b>64.4%</b>	<b>64.6%</b>	<b>69.9%</b>	<b>81.0%</b>	<b>78.6%</b>	<b>57.9%</b>	<b>80.0%</b>	<b>71.1%</b>	<b>67.6%</b>	<b>72.4%</b>	<b>76.8%</b>	<b>56.2%</b>	<b>68.4%</b>	<b>57.1%</b>	<b>63.6%</b>	<b>74.7%</b>	
4. Improving emergency services	1 = Very Low priority	8.2%	6.2%	5.5%	10.3%	0.0%	0.0%	0.0%	15.8%	7.8%	6.1%	3.7%	6.2%	10.5%	17.9%	7.3%	7.3%
	2	9.6%	5.2%	8.2%	5.2%	7.1%	10.5%	4.0%	5.3%	7.4%	8.2%	2.4%	12.5%	5.3%	10.7%	7.9%	6.0%
	3	15.1%	21.9%	11.0%	24.1%	21.4%	10.5%	4.0%	15.8%	20.6%	13.3%	17.1%	25.0%	5.3%	21.4%	15.2%	20.7%
	4	16.4%	16.7%	23.3%	15.5%	14.3%	21.1%	20.0%	26.3%	16.2%	17.3%	19.5%	12.5%	26.3%	28.6%	17.9%	18.0%
	5 = Very High priority	46.6%	43.8%	49.3%	39.7%	50.0%	47.4%	68.0%	34.2%	43.6%	48.0%	56.1%	39.6%	42.1%	21.4%	47.0%	43.3%
other, don't know	4.1%	6.2%	2.7%	5.2%	7.1%	10.5%	4.0%	2.6%	4.4%	7.1%	1.2%	4.2%	10.5%	0.0%	4.6%	4.7%	
<b>total low priority</b>	<b>17.8%</b>	<b>11.5%</b>	<b>13.7%</b>	<b>15.5%</b>	<b>7.1%</b>	<b>10.5%</b>	<b>4.0%</b>	<b>21.1%</b>	<b>15.2%</b>	<b>14.3%</b>	<b>6.1%</b>	<b>18.8%</b>	<b>15.8%</b>	<b>28.6%</b>	<b>15.2%</b>	<b>13.3%</b>	
<b>total high priority</b>	<b>63.0%</b>	<b>60.4%</b>	<b>72.6%</b>	<b>55.2%</b>	<b>64.3%</b>	<b>68.4%</b>	<b>88.0%</b>	<b>60.5%</b>	<b>59.8%</b>	<b>65.3%</b>	<b>75.6%</b>	<b>52.1%</b>	<b>68.4%</b>	<b>50.0%</b>	<b>64.9%</b>	<b>61.3%</b>	
5. Upgrading parks and recreation facilities	1 = Very Low priority	13.7%	11.5%	12.3%	15.5%	0.0%	5.3%	4.0%	15.8%	15.7%	10.2%	6.1%	27.1%	15.8%	17.9%	15.2%	11.3%
	2	8.2%	12.5%	8.2%	17.2%	21.4%	10.5%	8.0%	15.8%	10.3%	4.1%	22.0%	2.1%	5.3%	14.3%	10.6%	12.0%
	3	34.2%	21.9%	32.9%	17.2%	21.4%	42.1%	36.0%	31.6%	23.0%	23.5%	31.7%	31.2%	31.6%	17.9%	25.8%	27.3%
	4	12.3%	15.6%	17.8%	13.8%	14.3%	5.3%	8.0%	7.9%	18.1%	16.3%	8.5%	12.5%	26.3%	17.9%	15.9%	14.0%
	5 = Very High priority	27.4%	32.3%	28.8%	36.2%	42.9%	31.6%	36.0%	23.7%	30.9%	42.9%	31.7%	25.0%	5.3%	28.6%	28.5%	33.3%
other, don't know	4.1%	6.2%	0.0%	0.0%	0.0%	5.3%	8.0%	5.3%	2.0%	3.1%	0.0%	2.1%	15.8%	3.6%	4.0%	2.0%	
<b>total low priority</b>	<b>21.9%</b>	<b>24.0%</b>	<b>20.5%</b>	<b>32.8%</b>	<b>21.4%</b>	<b>15.8%</b>	<b>12.0%</b>	<b>31.6%</b>	<b>26.0%</b>	<b>14.3%</b>	<b>28.0%</b>	<b>29.2%</b>	<b>21.1%</b>	<b>32.1%</b>	<b>25.8%</b>	<b>23.3%</b>	
<b>total high priority</b>	<b>39.7%</b>	<b>47.9%</b>	<b>46.6%</b>	<b>50.0%</b>	<b>57.1%</b>	<b>36.8%</b>	<b>44.0%</b>	<b>31.6%</b>	<b>49.0%</b>	<b>59.2%</b>	<b>40.2%</b>	<b>37.5%</b>	<b>31.6%</b>	<b>46.4%</b>	<b>44.4%</b>	<b>47.3%</b>	
6. Attracting more big box retail development	1 = Very Low priority	6.8%	10.4%	6.8%	13.8%	0.0%	10.5%	4.0%	10.5%	10.3%	9.2%	8.5%	6.2%	5.3%	14.3%	7.3%	11.3%
	2	5.5%	0.0%	6.8%	3.4%	7.1%	0.0%	4.0%	5.3%	3.4%	3.1%	4.9%	2.1%	0.0%	3.6%	2.6%	4.7%
	3	20.5%	7.3%	15.1%	19.0%	21.4%	5.3%	24.0%	21.1%	12.7%	10.2%	17.1%	12.5%	21.1%	17.9%	15.2%	14.0%
	4	13.7%	14.6%	8.2%	6.9%	7.1%	10.5%	4.0%	10.5%	12.7%	10.2%	8.5%	18.8%	10.5%	7.1%	11.9%	10.7%
	5 = Very High priority	38.4%	57.3%	61.6%	46.6%	57.1%	68.4%	40.0%	39.5%	53.4%	50.0%	56.1%	58.3%	57.9%	46.4%	52.3%	51.3%
other, don't know	15.1%	10.4%	1.4%	10.3%	7.1%	5.3%	24.0%	13.2%	7.4%	17.3%	4.9%	2.1%	5.3%	10.7%	10.6%	8.0%	
<b>total low priority</b>	<b>12.3%</b>	<b>10.4%</b>	<b>13.7%</b>	<b>17.2%</b>	<b>7.1%</b>	<b>10.5%</b>	<b>8.0%</b>	<b>13.7%</b>	<b>12.2%</b>	<b>13.4%</b>	<b>8.3%</b>	<b>5.3%</b>	<b>17.9%</b>	<b>9.9%</b>	<b>16.0%</b>		
<b>total high priority</b>	<b>52.1%</b>	<b>71.9%</b>	<b>69.9%</b>	<b>53.4%</b>	<b>64.3%</b>	<b>78.9%</b>	<b>44.0%</b>	<b>50.0%</b>	<b>66.2%</b>	<b>60.2%</b>	<b>64.6%</b>	<b>77.5%</b>	<b>68.4%</b>	<b>53.6%</b>	<b>64.2%</b>	<b>62.0%</b>	

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Downtown Revitalization and Economic Assistance for Missouri  
Community Survey Telephone Report  
Final Survey Findings and Results

Caruthersville, Missouri

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
7. How often do you visit downtown Caruthersville?	Once a year or less	8.2%	7.3%	5.5%	5.2%	7.1%	0.0%	12.0%	5.3%	6.9%	6.1%	7.3%	4.2%	10.5%	7.1%	6.0%	7.3%
	Less than once a month	2.7%	5.2%	11.0%	6.9%	0.0%	10.5%	0.0%	7.9%	6.9%	5.1%	7.3%	8.3%	0.0%	7.1%	5.3%	7.3%
	One to five times per month	20.5%	18.8%	20.5%	22.4%	21.4%	31.6%	8.0%	18.4%	20.6%	20.4%	17.1%	25.0%	21.1%	17.9%	20.5%	20.0%
	More than five times a month	63.0%	64.6%	58.9%	62.1%	64.3%	52.6%	80.0%	63.2%	60.8%	64.3%	64.6%	56.2%	63.2%	64.3%	63.6%	60.7%
	Other Specify	2.7%	3.1%	4.1%	3.4%	7.1%	5.3%	0.0%	2.6%	3.4%	3.1%	2.4%	4.2%	5.3%	3.6%	2.6%	4.0%
	Don't visit downtown	2.7%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	1.5%	1.0%	1.2%	2.1%	0.0%	0.0%	2.0%	0.7%
	Don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
8. shopping	very often	24.6%	23.9%	11.4%	17.9%	15.4%	5.6%	16.0%	25.0%	21.1%	20.2%	17.7%	24.4%	11.1%	22.2%	18.1%	21.7%
	somewhat often	23.2%	23.9%	25.7%	10.7%	61.5%	33.3%	32.0%	8.3%	19.1%	22.3%	21.5%	20.0%	44.4%	14.8%	26.4%	16.8%
	not very often	26.1%	29.3%	22.9%	30.4%	7.7%	44.4%	28.0%	33.3%	25.8%	24.5%	29.1%	28.9%	22.2%	33.3%	29.2%	25.2%
	not at all	26.1%	22.8%	40.0%	41.1%	15.4%	16.7%	24.0%	33.3%	34.0%	33.0%	31.6%	26.7%	22.2%	29.6%	26.4%	36.4%
	other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>very/somewhat</b>	<b>47.8%</b>	<b>47.8%</b>	<b>37.1%</b>	<b>28.6%</b>	<b>76.9%</b>	<b>38.9%</b>	<b>48.0%</b>	<b>33.3%</b>	<b>40.2%</b>	<b>42.6%</b>	<b>39.2%</b>	<b>44.4%</b>	<b>55.6%</b>	<b>37.0%</b>	<b>44.4%</b>	<b>38.5%</b>
	<b>not very/not at all</b>	<b>52.2%</b>	<b>52.2%</b>	<b>62.9%</b>	<b>71.4%</b>	<b>23.1%</b>	<b>61.1%</b>	<b>52.0%</b>	<b>66.7%</b>	<b>57.4%</b>	<b>60.8%</b>	<b>55.6%</b>	<b>44.4%</b>	<b>63.0%</b>	<b>55.6%</b>	<b>61.5%</b>	
9. dining	very often	17.4%	17.4%	12.9%	7.1%	7.7%	11.1%	16.0%	11.1%	15.5%	7.4%	10.1%	22.2%	33.3%	14.8%	16.0%	12.6%
	somewhat often	23.2%	26.1%	21.4%	26.8%	23.1%	27.8%	28.0%	22.2%	24.2%	19.1%	20.3%	31.1%	16.7%	40.7%	23.6%	25.2%
	not very often	31.9%	29.3%	24.3%	35.7%	23.1%	38.9%	32.0%	25.0%	30.4%	30.9%	36.7%	26.7%	33.3%	22.2%	29.9%	30.1%
	not at all	26.1%	27.2%	41.4%	28.6%	38.5%	22.2%	24.0%	41.7%	29.4%	41.5%	32.9%	20.0%	16.7%	22.2%	29.9%	31.5%
	other, don't know	1.4%	0.0%	0.0%	1.8%	7.7%	0.0%	0.0%	0.0%	0.5%	1.1%	0.0%	0.0%	0.0%	0.0%	0.7%	0.7%
	<b>very/somewhat</b>	<b>40.6%</b>	<b>43.5%</b>	<b>34.3%</b>	<b>33.9%</b>	<b>30.8%</b>	<b>38.9%</b>	<b>44.0%</b>	<b>33.3%</b>	<b>39.7%</b>	<b>26.6%</b>	<b>30.4%</b>	<b>53.3%</b>	<b>50.0%</b>	<b>55.6%</b>	<b>39.6%</b>	<b>37.8%</b>
	<b>not very/not at all</b>	<b>58.0%</b>	<b>56.5%</b>	<b>65.7%</b>	<b>64.3%</b>	<b>61.5%</b>	<b>61.1%</b>	<b>56.0%</b>	<b>66.7%</b>	<b>59.8%</b>	<b>72.3%</b>	<b>69.6%</b>	<b>46.7%</b>	<b>50.0%</b>	<b>44.4%</b>	<b>59.7%</b>	
10. entertainment, not including casino	very often	13.0%	14.1%	8.6%	1.8%	15.4%	0.0%	8.0%	8.3%	11.3%	10.6%	5.1%	15.6%	0.0%	22.2%	7.6%	12.6%
	somewhat often	20.3%	17.4%	7.1%	10.7%	38.5%	16.7%	12.0%	8.3%	13.9%	13.8%	10.1%	20.0%	27.8%	14.8%	14.6%	14.0%
	not very often	30.4%	35.9%	27.1%	26.8%	7.7%	61.1%	36.0%	33.3%	28.4%	28.7%	36.7%	31.1%	27.8%	25.9%	31.9%	29.4%
	not at all	36.2%	31.5%	57.1%	58.9%	30.8%	22.2%	44.0%	50.0%	45.9%	44.7%	48.1%	33.3%	44.4%	37.0%	44.4%	44.1%
	other, don't know	0.0%	1.1%	0.0%	1.8%	7.7%	0.0%	0.0%	0.0%	0.5%	2.1%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%
	<b>very/somewhat</b>	<b>33.3%</b>	<b>31.5%</b>	<b>15.7%</b>	<b>12.5%</b>	<b>53.8%</b>	<b>16.7%</b>	<b>20.0%</b>	<b>16.7%</b>	<b>25.3%</b>	<b>24.5%</b>	<b>15.2%</b>	<b>35.6%</b>	<b>27.8%</b>	<b>37.0%</b>	<b>22.2%</b>	<b>26.6%</b>
	<b>not very/not at all</b>	<b>66.7%</b>	<b>67.4%</b>	<b>84.3%</b>	<b>85.7%</b>	<b>38.5%</b>	<b>83.3%</b>	<b>80.0%</b>	<b>83.3%</b>	<b>74.2%</b>	<b>73.4%</b>	<b>84.8%</b>	<b>72.2%</b>	<b>63.0%</b>	<b>76.4%</b>	<b>73.4%</b>	
11. other outdoor recreation, such as walking	very often	31.9%	28.3%	14.3%	19.6%	38.5%	16.7%	20.0%	27.8%	23.7%	33.0%	21.5%	20.0%	5.6%	22.2%	20.1%	28.0%
	somewhat often	23.2%	21.7%	25.7%	14.3%	38.5%	33.3%	20.0%	19.4%	20.1%	17.0%	24.1%	22.2%	27.8%	29.6%	20.1%	23.1%
	not very often	23.2%	20.7%	21.4%	16.1%	0.0%	44.4%	12.0%	13.9%	22.2%	17.0%	21.5%	20.0%	38.9%	18.5%	22.9%	18.2%
	not at all	21.7%	29.3%	38.6%	50.0%	23.1%	5.6%	48.0%	38.9%	34.0%	33.0%	32.9%	37.8%	27.8%	29.6%	36.8%	30.8%
	other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>very/somewhat</b>	<b>55.1%</b>	<b>50.0%</b>	<b>40.0%</b>	<b>33.9%</b>	<b>76.9%</b>	<b>50.0%</b>	<b>40.0%</b>	<b>47.2%</b>	<b>43.8%</b>	<b>50.0%</b>	<b>45.6%</b>	<b>42.2%</b>	<b>33.3%</b>	<b>51.9%</b>	<b>40.3%</b>	<b>51.0%</b>
	<b>not very/not at all</b>	<b>44.9%</b>	<b>50.0%</b>	<b>60.0%</b>	<b>66.1%</b>	<b>23.1%</b>	<b>50.0%</b>	<b>60.0%</b>	<b>52.8%</b>	<b>56.2%</b>	<b>50.0%</b>	<b>54.4%</b>	<b>57.8%</b>	<b>66.7%</b>	<b>48.1%</b>	<b>59.7%</b>	
12. special events	very often	14.5%	20.7%	15.7%	7.1%	15.4%	16.7%	12.0%	13.9%	16.0%	13.8%	10.1%	24.4%	5.6%	22.2%	16.7%	14.0%
	somewhat often	37.7%	26.1%	34.3%	26.8%	30.8%	38.9%	40.0%	30.6%	29.4%	24.5%	30.4%	37.8%	38.9%	37.0%	31.2%	30.8%
	not very often	27.5%	28.3%	22.9%	32.1%	15.4%	33.3%	24.0%	22.2%	29.4%	27.7%	32.9%	15.6%	44.4%	33.3%	26.4%	28.7%
	not at all	18.8%	25.0%	25.7%	33.9%	38.5%	11.1%	24.0%	30.6%	24.7%	33.0%	26.6%	22.2%	11.1%	7.4%	24.3%	26.6%
	other, don't know	1.4%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	2.8%	0.5%	1.1%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%
	<b>very/somewhat</b>	<b>52.2%</b>	<b>46.7%</b>	<b>50.0%</b>	<b>33.9%</b>	<b>46.2%</b>	<b>55.6%</b>	<b>52.0%</b>	<b>44.4%</b>	<b>45.4%</b>	<b>38.3%</b>	<b>40.5%</b>	<b>62.2%</b>	<b>44.4%</b>	<b>59.3%</b>	<b>47.9%</b>	<b>44.8%</b>
	<b>not very/not at all</b>	<b>46.4%</b>	<b>53.3%</b>	<b>48.6%</b>	<b>66.1%</b>	<b>53.8%</b>	<b>44.4%</b>	<b>48.0%</b>	<b>52.8%</b>	<b>54.1%</b>	<b>60.6%</b>	<b>59.5%</b>	<b>37.8%</b>	<b>55.6%</b>	<b>40.7%</b>	<b>50.7%</b>	

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Downtown Revitalization and Economic Assistance for Missouri  
Community Survey Telephone Report  
Final Survey Findings and Results

Caruthersville, Missouri

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
13. government/post office	very often	43.5%	44.6%	44.3%	30.4%	30.8%	44.4%	32.0%	41.7%	43.3%	30.9%	35.4%	64.4%	50.0%	59.3%	42.4%	40.6%
	somewhat often	26.1%	32.6%	24.3%	32.1%	46.2%	16.7%	20.0%	30.6%	29.4%	31.9%	34.2%	22.2%	16.7%	18.5%	27.1%	30.8%
	not very often	17.4%	17.4%	27.1%	26.8%	7.7%	22.2%	32.0%	19.4%	21.6%	25.5%	24.1%	6.7%	27.8%	18.5%	21.5%	21.7%
	not at all	13.0%	5.4%	2.9%	10.7%	15.4%	16.7%	16.0%	8.3%	5.2%	11.7%	5.1%	6.7%	5.6%	3.7%	9.0%	6.3%
	other, don't know	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.7%
	<b>very/somewhat</b> <b>not very/not at all</b>	<b>69.6%</b> <b>30.4%</b>	<b>77.2%</b> <b>22.8%</b>	<b>68.6%</b> <b>30.0%</b>	<b>62.5%</b> <b>37.5%</b>	<b>76.9%</b> <b>23.1%</b>	<b>61.1%</b> <b>38.9%</b>	<b>52.0%</b> <b>48.0%</b>	<b>72.2%</b> <b>27.8%</b>	<b>72.7%</b> <b>26.8%</b>	<b>62.8%</b> <b>37.2%</b>	<b>69.6%</b> <b>29.1%</b>	<b>86.7%</b> <b>13.3%</b>	<b>66.7%</b> <b>33.3%</b>	<b>77.8%</b> <b>22.2%</b>	<b>69.4%</b> <b>30.6%</b>	<b>71.3%</b> <b>28.0%</b>
14. conducting business	very often	27.5%	44.6%	35.7%	17.9%	46.2%	22.2%	36.0%	19.4%	35.6%	28.7%	35.4%	37.8%	27.8%	55.6%	35.4%	30.8%
	somewhat often	36.2%	26.1%	40.0%	23.2%	30.8%	44.4%	20.0%	41.7%	29.4%	29.8%	30.4%	35.6%	50.0%	22.2%	28.5%	34.3%
	not very often	23.2%	16.3%	12.9%	30.4%	7.7%	16.7%	24.0%	19.4%	20.6%	19.1%	22.8%	22.2%	11.1%	11.1%	20.1%	19.6%
	not at all	13.0%	10.9%	11.4%	26.8%	15.4%	11.1%	20.0%	16.7%	13.9%	21.3%	11.4%	4.4%	11.1%	11.1%	15.3%	14.0%
	other, don't know	0.0%	2.2%	0.0%	1.8%	0.0%	5.6%	0.0%	2.8%	0.5%	1.1%	0.0%	0.0%	0.0%	0.0%	0.7%	1.4%
	<b>very/somewhat</b> <b>not very/not at all</b>	<b>63.8%</b> <b>36.2%</b>	<b>70.7%</b> <b>27.2%</b>	<b>75.7%</b> <b>24.3%</b>	<b>41.1%</b> <b>57.1%</b>	<b>76.9%</b> <b>23.1%</b>	<b>66.7%</b> <b>27.8%</b>	<b>56.0%</b> <b>44.0%</b>	<b>61.1%</b> <b>36.1%</b>	<b>64.9%</b> <b>34.5%</b>	<b>58.5%</b> <b>40.4%</b>	<b>65.8%</b> <b>34.2%</b>	<b>73.3%</b> <b>26.7%</b>	<b>77.8%</b> <b>22.2%</b>	<b>77.8%</b> <b>22.2%</b>	<b>63.9%</b> <b>35.4%</b>	<b>65.0%</b> <b>33.6%</b>
15. attending church	very often	30.4%	39.1%	48.6%	53.6%	61.5%	22.2%	36.0%	47.2%	42.8%	35.1%	45.6%	46.7%	50.0%	40.7%	34.0%	50.3%
	somewhat often	15.9%	13.0%	10.0%	10.7%	7.7%	11.1%	4.0%	11.1%	14.4%	10.6%	7.6%	15.6%	22.2%	29.6%	13.2%	11.9%
	not very often	15.9%	20.7%	14.3%	10.7%	7.7%	38.9%	16.0%	13.9%	14.4%	18.1%	12.7%	13.3%	11.1%	18.5%	21.5%	10.5%
	not at all	37.7%	27.2%	27.1%	25.0%	23.1%	27.8%	44.0%	27.8%	28.4%	36.2%	34.2%	24.4%	16.7%	11.1%	31.2%	27.3%
	other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>very/somewhat</b> <b>not very/not at all</b>	<b>46.4%</b> <b>53.6%</b>	<b>52.2%</b> <b>47.8%</b>	<b>58.6%</b> <b>41.4%</b>	<b>64.3%</b> <b>35.7%</b>	<b>69.2%</b> <b>30.8%</b>	<b>33.3%</b> <b>66.7%</b>	<b>40.0%</b> <b>60.0%</b>	<b>58.3%</b> <b>41.7%</b>	<b>57.2%</b> <b>42.8%</b>	<b>45.7%</b> <b>54.3%</b>	<b>53.2%</b> <b>46.8%</b>	<b>62.2%</b> <b>37.8%</b>	<b>72.2%</b> <b>27.8%</b>	<b>70.4%</b> <b>29.6%</b>	<b>47.2%</b> <b>52.8%</b>	<b>62.2%</b> <b>37.8%</b>
16. visiting the casino	very often	5.8%	14.1%	5.7%	3.6%	15.4%	5.6%	20.0%	5.3%	6.7%	11.7%	7.6%	4.4%	0.0%	3.7%	8.3%	7.7%
	somewhat often	14.5%	5.4%	8.6%	7.1%	15.4%	11.1%	8.0%	16.7%	6.7%	7.4%	5.1%	13.3%	22.2%	3.7%	8.3%	9.1%
	not very often	26.1%	26.1%	28.6%	26.8%	0.0%	38.9%	28.0%	22.2%	28.4%	18.1%	30.4%	28.9%	27.8%	33.3%	29.9%	23.8%
	not at all	53.6%	54.3%	57.1%	62.5%	69.2%	44.4%	44.0%	55.6%	58.2%	62.8%	57.0%	53.3%	50.0%	59.3%	53.5%	59.4%
	other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>very/somewhat</b> <b>not very/not at all</b>	<b>20.3%</b> <b>79.7%</b>	<b>19.6%</b> <b>80.4%</b>	<b>14.3%</b> <b>85.7%</b>	<b>10.7%</b> <b>89.3%</b>	<b>30.8%</b> <b>69.2%</b>	<b>16.7%</b> <b>83.3%</b>	<b>28.0%</b> <b>72.0%</b>	<b>22.2%</b> <b>77.8%</b>	<b>13.4%</b> <b>86.6%</b>	<b>19.1%</b> <b>80.9%</b>	<b>12.7%</b> <b>87.3%</b>	<b>17.8%</b> <b>82.2%</b>	<b>22.2%</b> <b>77.8%</b>	<b>7.4%</b> <b>92.6%</b>	<b>16.7%</b> <b>83.3%</b>	<b>16.8%</b> <b>83.2%</b>
17. Of the items listed above, which would you say is the one reason you most often visit downtown Caruthersville?	Shopping	10.1%	16.3%	10.0%	7.1%	7.7%	16.7%	16.0%	11.1%	10.8%	13.8%	12.7%	8.9%	11.1%	7.4%	15.3%	7.7%
	Dining	10.1%	2.2%	5.7%	1.8%	7.7%	11.1%	8.0%	0.0%	4.6%	3.2%	2.5%	6.7%	16.7%	7.4%	4.9%	4.9%
	Entertainment, not including casino	1.4%	1.1%	2.9%	0.0%	0.0%	0.0%	0.0%	2.8%	1.5%	0.0%	1.3%	4.4%	0.0%	0.0%	1.4%	1.4%
	Other outdoor recreation, such as walking	11.6%	8.7%	4.3%	1.8%	7.7%	5.6%	8.0%	11.1%	6.2%	8.5%	8.9%	4.4%	0.0%	3.7%	6.9%	7.0%
	Special events	5.8%	3.3%	2.9%	3.6%	7.7%	5.6%	0.0%	5.6%	3.6%	4.3%	0.0%	4.4%	5.6%	7.4%	2.8%	4.9%
	Government/post office	13.0%	15.2%	14.3%	17.9%	7.7%	16.7%	0.0%	16.7%	16.5%	16.0%	13.9%	22.2%	5.6%	11.1%	13.2%	16.8%
	Conducting business	31.9%	30.4%	37.1%	28.6%	38.5%	38.9%	36.0%	27.8%	31.4%	29.8%	38.0%	24.4%	27.8%	44.4%	32.6%	31.5%
	Attending church	5.8%	12.0%	10.0%	16.1%	15.4%	0.0%	12.0%	13.9%	10.8%	6.4%	13.9%	11.1%	22.2%	11.1%	7.6%	14.0%
	Visiting the casino	1.4%	4.3%	2.9%	7.1%	0.0%	5.6%	4.0%	0.0%	4.6%	4.3%	2.5%	2.2%	5.6%	3.7%	4.9%	2.8%
	other, don't know	8.7%	6.5%	10.0%	16.1%	7.7%	0.0%	16.0%	11.1%	9.8%	13.8%	6.3%	11.1%	5.6%	3.7%	10.4%	9.1%
18. signs to help people find their way around	Excellent	5.5%	15.6%	11.0%	15.5%	0.0%	5.3%	4.0%	13.2%	14.2%	12.2%	13.4%	8.3%	10.5%	7.1%	11.9%	12.0%
	Good	64.4%	53.1%	58.9%	69.0%	64.3%	52.6%	44.0%	57.9%	63.2%	56.1%	59.8%	75.0%	73.7%	57.1%	58.9%	61.3%
	Not so good	15.1%	17.7%	20.5%	10.3%	21.4%	26.3%	24.0%	21.1%	13.2%	20.4%	15.9%	10.4%	0.0%	21.4%	16.6%	16.0%
	Poor	15.1%	11.5%	6.8%	5.2%	7.1%	15.8%	24.0%	5.3%	8.8%	10.2%	7.3%	6.2%	15.8%	14.3%	11.9%	8.7%
	other, don't know	0.0%	2.1%	2.7%	0.0%	7.1%	0.0%	4.0%	2.6%	0.5%	1.0%	3.7%	0.0%	0.0%	0.0%	0.7%	2.0%
	<b>excellent/good</b> <b>not so good/poor</b>	<b>69.9%</b> <b>30.1%</b>	<b>68.8%</b> <b>29.2%</b>	<b>69.9%</b> <b>27.4%</b>	<b>84.5%</b> <b>15.5%</b>	<b>64.3%</b> <b>28.6%</b>	<b>57.9%</b> <b>42.1%</b>	<b>48.0%</b> <b>48.0%</b>	<b>71.1%</b> <b>26.3%</b>	<b>77.5%</b> <b>22.1%</b>	<b>68.4%</b> <b>30.6%</b>	<b>73.2%</b> <b>23.2%</b>	<b>83.3%</b> <b>16.7%</b>	<b>84.2%</b> <b>15.8%</b>	<b>64.3%</b> <b>35.7%</b>	<b>70.9%</b> <b>28.5%</b>	<b>73.3%</b> <b>24.7%</b>

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Downtown Revitalization and Economic Assistance for Missouri  
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Caruthersville, Missouri

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
19. convenient business hours	Excellent	6.8%	11.5%	2.7%	8.6%	7.1%	21.1%	4.0%	5.3%	7.4%	8.2%	9.8%	0.0%	5.3%	10.7%	7.3%	8.0%
	Good	54.8%	57.3%	67.1%	69.0%	50.0%	36.8%	60.0%	73.7%	61.8%	62.2%	58.5%	64.6%	68.4%	53.6%	58.9%	63.3%
	Not so good	20.5%	20.8%	20.5%	12.1%	42.9%	26.3%	24.0%	15.8%	16.7%	17.3%	23.2%	14.6%	15.8%	25.0%	18.5%	19.3%
	Poor	15.1%	10.4%	9.6%	8.6%	0.0%	15.8%	12.0%	5.3%	12.7%	12.2%	8.5%	14.6%	10.5%	10.7%	13.9%	8.7%
	other, don't know	2.7%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	6.2%	0.0%	0.0%	1.3%	0.7%
	<b>excellent/good</b>	<b>61.6%</b>	<b>68.8%</b>	<b>69.9%</b>	<b>77.6%</b>	<b>57.1%</b>	<b>57.9%</b>	<b>64.0%</b>	<b>78.9%</b>	<b>69.1%</b>	<b>70.4%</b>	<b>68.3%</b>	<b>64.6%</b>	<b>73.7%</b>	<b>64.3%</b>	<b>66.2%</b>	<b>71.3%</b>
<b>not so good/poor</b>	<b>35.6%</b>	<b>31.2%</b>	<b>30.1%</b>	<b>20.7%</b>	<b>42.9%</b>	<b>42.1%</b>	<b>36.0%</b>	<b>21.1%</b>	<b>29.4%</b>	<b>29.6%</b>	<b>31.7%</b>	<b>29.2%</b>	<b>26.3%</b>	<b>35.7%</b>	<b>32.5%</b>	<b>28.0%</b>	
20. available green space	Excellent	5.5%	8.3%	11.0%	10.3%	0.0%	10.5%	12.0%	5.3%	9.3%	7.1%	12.2%	6.2%	10.5%	10.7%	8.6%	8.7%
	Good	39.7%	44.8%	45.2%	46.6%	64.3%	47.4%	40.0%	44.7%	42.2%	43.9%	39.0%	47.9%	52.6%	46.4%	45.0%	42.7%
	Not so good	28.8%	25.0%	26.0%	13.8%	21.4%	31.6%	28.0%	31.6%	21.6%	21.4%	20.7%	20.8%	26.3%	32.1%	22.5%	25.3%
	Poor	20.5%	15.6%	9.6%	13.8%	7.1%	10.5%	12.0%	13.2%	17.2%	15.3%	18.3%	18.8%	10.5%	7.1%	16.6%	14.0%
	other, don't know	5.5%	6.2%	8.2%	15.5%	7.1%	0.0%	8.0%	5.3%	9.8%	12.2%	9.8%	6.2%	0.0%	3.6%	7.3%	9.3%
	<b>excellent/good</b>	<b>45.2%</b>	<b>53.1%</b>	<b>56.2%</b>	<b>56.9%</b>	<b>64.3%</b>	<b>57.9%</b>	<b>52.0%</b>	<b>50.0%</b>	<b>51.5%</b>	<b>51.0%</b>	<b>51.2%</b>	<b>54.2%</b>	<b>63.2%</b>	<b>57.1%</b>	<b>53.6%</b>	<b>51.3%</b>
<b>not so good/poor</b>	<b>49.3%</b>	<b>40.6%</b>	<b>35.6%</b>	<b>27.6%</b>	<b>28.6%</b>	<b>42.1%</b>	<b>40.0%</b>	<b>44.7%</b>	<b>38.7%</b>	<b>36.7%</b>	<b>39.0%</b>	<b>39.6%</b>	<b>36.8%</b>	<b>39.3%</b>	<b>39.1%</b>	<b>39.3%</b>	
21. preservation of historic structures	Excellent	6.8%	9.4%	5.5%	13.8%	7.1%	0.0%	8.0%	7.9%	9.8%	8.2%	9.8%	2.1%	5.3%	10.7%	7.3%	10.0%
	Good	61.6%	49.0%	45.2%	43.1%	64.3%	63.2%	52.0%	57.9%	46.6%	51.0%	47.6%	54.2%	57.9%	50.0%	52.3%	48.0%
	Not so good	13.7%	22.9%	32.9%	20.7%	21.4%	15.8%	24.0%	21.1%	23.5%	26.5%	23.2%	22.9%	10.5%	21.4%	18.5%	26.7%
	Poor	16.4%	15.6%	15.1%	19.0%	7.1%	15.8%	16.0%	7.9%	18.1%	13.3%	17.1%	18.8%	21.1%	17.9%	19.2%	13.3%
	other, don't know	1.4%	3.1%	1.4%	3.4%	0.0%	5.3%	0.0%	5.3%	2.0%	1.0%	2.4%	2.1%	5.3%	0.0%	2.6%	2.0%
	<b>excellent/good</b>	<b>68.5%</b>	<b>58.3%</b>	<b>50.7%</b>	<b>56.9%</b>	<b>71.4%</b>	<b>63.2%</b>	<b>60.0%</b>	<b>65.8%</b>	<b>56.4%</b>	<b>59.2%</b>	<b>57.3%</b>	<b>56.2%</b>	<b>63.2%</b>	<b>60.7%</b>	<b>59.6%</b>	<b>58.0%</b>
<b>not so good/poor</b>	<b>30.1%</b>	<b>38.5%</b>	<b>47.9%</b>	<b>39.7%</b>	<b>28.6%</b>	<b>31.6%</b>	<b>40.0%</b>	<b>28.9%</b>	<b>41.7%</b>	<b>39.8%</b>	<b>40.2%</b>	<b>41.7%</b>	<b>31.6%</b>	<b>39.3%</b>	<b>37.7%</b>	<b>40.0%</b>	
22. occupied storefronts	Excellent	1.4%	8.3%	2.7%	8.6%	0.0%	10.5%	0.0%	2.6%	6.4%	10.2%	4.9%	0.0%	0.0%	7.1%	4.6%	6.0%
	Good	30.1%	29.2%	26.0%	31.0%	28.6%	26.3%	36.0%	39.5%	26.5%	40.8%	25.6%	22.9%	5.3%	14.3%	29.8%	28.0%
	Not so good	34.2%	35.4%	41.1%	37.9%	28.6%	31.6%	44.0%	39.5%	36.3%	29.6%	37.8%	35.4%	68.4%	42.9%	36.4%	37.3%
	Poor	31.5%	26.0%	30.1%	19.0%	42.9%	31.6%	16.0%	18.4%	28.9%	18.4%	28.0%	41.7%	26.3%	35.7%	27.2%	27.3%
	other, don't know	2.7%	1.0%	0.0%	3.4%	0.0%	0.0%	4.0%	0.0%	2.0%	1.0%	3.7%	0.0%	0.0%	0.0%	2.0%	1.3%
	<b>excellent/good</b>	<b>31.5%</b>	<b>37.5%</b>	<b>28.8%</b>	<b>39.7%</b>	<b>28.6%</b>	<b>36.8%</b>	<b>36.0%</b>	<b>42.1%</b>	<b>32.8%</b>	<b>51.0%</b>	<b>30.5%</b>	<b>22.9%</b>	<b>5.3%</b>	<b>21.4%</b>	<b>34.4%</b>	<b>34.0%</b>
<b>not so good/poor</b>	<b>65.8%</b>	<b>61.5%</b>	<b>71.2%</b>	<b>56.9%</b>	<b>71.4%</b>	<b>63.2%</b>	<b>60.0%</b>	<b>57.9%</b>	<b>65.2%</b>	<b>48.0%</b>	<b>65.9%</b>	<b>94.7%</b>	<b>78.6%</b>	<b>63.6%</b>	<b>64.7%</b>		
23. convenient parking	Excellent	2.7%	11.5%	8.2%	15.5%	0.0%	0.0%	0.0%	5.3%	12.7%	9.2%	13.4%	4.2%	5.3%	10.7%	9.3%	9.3%
	Good	47.9%	52.1%	68.5%	68.8%	71.4%	68.4%	68.0%	52.6%	54.4%	52.0%	52.4%	62.5%	78.9%	64.3%	53.6%	60.7%
	Not so good	37.0%	21.9%	19.2%	6.9%	14.3%	15.8%	20.0%	34.2%	21.1%	25.5%	22.0%	27.1%	10.5%	10.7%	27.8%	16.0%
	Poor	12.3%	14.6%	4.1%	10.3%	14.3%	15.8%	12.0%	7.9%	10.8%	11.2%	12.2%	6.2%	5.3%	14.3%	9.3%	12.7%
	other, don't know	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	1.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
	<b>excellent/good</b>	<b>50.7%</b>	<b>63.5%</b>	<b>76.7%</b>	<b>79.3%</b>	<b>71.4%</b>	<b>68.4%</b>	<b>68.0%</b>	<b>57.9%</b>	<b>67.2%</b>	<b>61.2%</b>	<b>65.9%</b>	<b>66.7%</b>	<b>84.2%</b>	<b>75.0%</b>	<b>62.9%</b>	<b>70.0%</b>
<b>not so good/poor</b>	<b>49.3%</b>	<b>36.5%</b>	<b>23.3%</b>	<b>17.2%</b>	<b>28.6%</b>	<b>31.6%</b>	<b>32.0%</b>	<b>42.1%</b>	<b>31.9%</b>	<b>36.7%</b>	<b>34.1%</b>	<b>33.3%</b>	<b>15.8%</b>	<b>25.0%</b>	<b>37.1%</b>	<b>28.7%</b>	
24. diverse mix of businesses	Excellent	6.8%	7.3%	1.4%	5.2%	14.3%	5.3%	4.0%	2.6%	5.4%	10.2%	3.7%	0.0%	5.3%	7.1%	6.0%	4.7%
	Good	27.4%	37.5%	23.3%	13.8%	35.7%	26.3%	28.0%	39.5%	23.5%	30.6%	24.4%	35.4%	10.5%	21.4%	26.5%	27.3%
	Not so good	35.6%	28.1%	37.0%	36.2%	21.4%	31.6%	52.0%	26.3%	33.8%	29.6%	32.9%	33.3%	57.9%	28.6%	37.1%	30.0%
	Poor	26.0%	26.0%	34.2%	34.5%	28.6%	31.6%	12.0%	26.3%	32.8%	23.5%	34.1%	29.2%	21.1%	42.9%	25.2%	34.7%
	other, don't know	4.1%	1.0%	4.1%	10.3%	0.0%	5.3%	4.0%	5.3%	4.4%	6.1%	4.9%	2.1%	5.3%	0.0%	5.3%	3.3%
	<b>excellent/good</b>	<b>34.2%</b>	<b>44.8%</b>	<b>24.7%</b>	<b>19.0%</b>	<b>50.0%</b>	<b>31.6%</b>	<b>32.0%</b>	<b>42.1%</b>	<b>28.9%</b>	<b>40.8%</b>	<b>28.0%</b>	<b>35.4%</b>	<b>15.8%</b>	<b>28.6%</b>	<b>32.5%</b>	<b>32.0%</b>
<b>not so good/poor</b>	<b>61.6%</b>	<b>54.2%</b>	<b>71.2%</b>	<b>70.7%</b>	<b>50.0%</b>	<b>63.2%</b>	<b>64.0%</b>	<b>52.6%</b>	<b>66.7%</b>	<b>53.1%</b>	<b>67.1%</b>	<b>62.5%</b>	<b>78.9%</b>	<b>71.4%</b>	<b>62.3%</b>	<b>64.7%</b>	

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Downtown Revitalization and Economic Assistance for Missouri  
Community Survey Telephone Report  
Final Survey Findings and Results

Caruthersville, Missouri

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
25. dining options	Excellent	2.7%	5.2%	2.7%	5.2%	7.1%	5.3%	4.0%	5.3%	3.4%	8.2%	1.2%	0.0%	0.0%	7.1%	3.3%	4.7%
	Good	16.4%	26.0%	21.9%	32.8%	14.3%	10.5%	20.0%	28.9%	25.5%	28.6%	17.1%	33.3%	21.1%	10.7%	17.2%	30.7%
	Not so good	39.7%	36.5%	41.1%	34.5%	42.9%	47.4%	44.0%	36.8%	35.8%	28.6%	45.1%	33.3%	52.6%	46.4%	47.0%	28.7%
	Poor	39.7%	29.2%	32.9%	25.9%	35.7%	36.8%	28.0%	23.7%	33.8%	29.6%	35.4%	33.3%	26.3%	35.7%	31.1%	33.3%
	other, don't know	1.4%	3.1%	1.4%	1.7%	0.0%	0.0%	4.0%	5.3%	1.5%	5.1%	1.2%	0.0%	0.0%	0.0%	1.3%	2.7%
	<b>excellent/good</b>	<b>19.2%</b>	<b>31.2%</b>	<b>24.7%</b>	<b>37.9%</b>	<b>21.4%</b>	<b>15.8%</b>	<b>24.0%</b>	<b>34.2%</b>	<b>28.9%</b>	<b>36.7%</b>	<b>18.3%</b>	<b>33.3%</b>	<b>21.1%</b>	<b>17.9%</b>	<b>20.5%</b>	<b>35.3%</b>
	<b>not so good/poor</b>	<b>79.5%</b>	<b>65.6%</b>	<b>74.0%</b>	<b>60.3%</b>	<b>78.6%</b>	<b>84.2%</b>	<b>72.0%</b>	<b>60.5%</b>	<b>69.6%</b>	<b>58.2%</b>	<b>80.5%</b>	<b>66.7%</b>	<b>78.9%</b>	<b>82.1%</b>	<b>78.1%</b>	<b>62.0%</b>
26. entertainment options	Excellent	1.4%	6.2%	4.1%	3.4%	0.0%	0.0%	0.0%	2.6%	5.4%	8.2%	1.2%	0.0%	0.0%	7.1%	5.3%	2.7%
	Good	13.7%	16.7%	16.4%	12.1%	21.4%	10.5%	20.0%	18.4%	13.7%	22.4%	9.8%	14.6%	10.5%	14.3%	12.6%	17.3%
	Not so good	30.1%	35.4%	35.6%	31.0%	57.1%	31.6%	36.0%	36.8%	30.9%	33.7%	31.7%	37.5%	47.4%	21.4%	36.4%	30.7%
	Poor	53.4%	38.5%	42.5%	46.6%	21.4%	52.6%	44.0%	39.5%	46.6%	32.7%	53.7%	45.8%	42.1%	53.6%	43.7%	45.3%
	other, don't know	1.4%	3.1%	1.4%	6.9%	0.0%	5.3%	0.0%	2.6%	3.4%	3.1%	3.7%	2.1%	0.0%	3.6%	2.0%	4.0%
	<b>excellent/good</b>	<b>15.1%</b>	<b>22.9%</b>	<b>20.5%</b>	<b>15.5%</b>	<b>21.4%</b>	<b>10.5%</b>	<b>20.0%</b>	<b>21.1%</b>	<b>19.1%</b>	<b>30.6%</b>	<b>11.0%</b>	<b>14.6%</b>	<b>10.5%</b>	<b>21.4%</b>	<b>17.9%</b>	<b>20.0%</b>
	<b>not so good/poor</b>	<b>83.6%</b>	<b>74.0%</b>	<b>78.1%</b>	<b>77.6%</b>	<b>78.6%</b>	<b>84.2%</b>	<b>80.0%</b>	<b>76.3%</b>	<b>77.5%</b>	<b>66.3%</b>	<b>85.4%</b>	<b>83.3%</b>	<b>89.5%</b>	<b>75.0%</b>	<b>80.1%</b>	<b>76.0%</b>
27. condition of streets	Excellent	1.4%	9.4%	4.1%	1.7%	0.0%	5.3%	4.0%	5.3%	4.9%	7.1%	2.4%	6.2%	0.0%	7.1%	5.3%	4.0%
	Good	28.8%	22.9%	30.1%	41.4%	7.1%	31.6%	20.0%	36.8%	30.9%	31.6%	26.8%	29.2%	21.1%	35.7%	27.8%	31.3%
	Not so good	32.9%	33.3%	32.9%	32.8%	64.3%	31.6%	40.0%	34.2%	29.9%	32.7%	30.5%	31.2%	52.6%	21.4%	30.5%	35.3%
	Poor	37.0%	34.4%	31.5%	22.4%	28.6%	31.6%	36.0%	21.1%	33.8%	28.6%	39.0%	33.3%	26.3%	35.7%	35.8%	28.7%
	other, don't know	0.0%	0.0%	1.4%	1.7%	0.0%	0.0%	0.0%	2.6%	0.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.7%	0.7%
	<b>excellent/good</b>	<b>30.1%</b>	<b>32.3%</b>	<b>34.2%</b>	<b>43.1%</b>	<b>7.1%</b>	<b>36.8%</b>	<b>24.0%</b>	<b>42.1%</b>	<b>35.8%</b>	<b>38.8%</b>	<b>29.3%</b>	<b>35.4%</b>	<b>21.1%</b>	<b>42.9%</b>	<b>33.1%</b>	<b>35.3%</b>
	<b>not so good/poor</b>	<b>69.9%</b>	<b>67.7%</b>	<b>64.4%</b>	<b>55.2%</b>	<b>92.9%</b>	<b>63.2%</b>	<b>76.0%</b>	<b>55.3%</b>	<b>63.7%</b>	<b>61.2%</b>	<b>69.5%</b>	<b>64.6%</b>	<b>78.9%</b>	<b>57.1%</b>	<b>66.2%</b>	<b>64.0%</b>
28. condition of sidewalks	Excellent	6.8%	14.6%	16.4%	17.2%	7.1%	15.8%	4.0%	7.9%	16.2%	10.2%	13.4%	14.6%	21.1%	28.6%	12.6%	14.7%
	Good	47.9%	45.8%	45.2%	36.2%	57.1%	42.1%	64.0%	42.1%	42.2%	51.0%	41.5%	43.8%	47.4%	39.3%	50.3%	38.7%
	Not so good	23.3%	20.8%	19.2%	24.1%	35.7%	15.8%	20.0%	34.2%	19.1%	13.3%	22.0%	29.2%	26.3%	17.9%	19.2%	24.0%
	Poor	19.2%	16.7%	17.8%	13.8%	0.0%	10.5%	12.0%	13.2%	19.6%	20.4%	22.0%	12.5%	5.3%	14.3%	15.2%	18.7%
	other, don't know	2.7%	2.1%	1.4%	8.6%	0.0%	15.8%	0.0%	2.6%	2.9%	5.1%	1.2%	0.0%	0.0%	0.0%	2.6%	4.0%
	<b>excellent/good</b>	<b>54.8%</b>	<b>60.4%</b>	<b>61.6%</b>	<b>53.4%</b>	<b>64.3%</b>	<b>57.9%</b>	<b>68.0%</b>	<b>50.0%</b>	<b>58.3%</b>	<b>61.2%</b>	<b>54.9%</b>	<b>58.3%</b>	<b>68.4%</b>	<b>67.9%</b>	<b>62.9%</b>	<b>53.3%</b>
	<b>not so good/poor</b>	<b>42.5%</b>	<b>37.5%</b>	<b>37.0%</b>	<b>37.9%</b>	<b>35.7%</b>	<b>26.3%</b>	<b>32.0%</b>	<b>47.4%</b>	<b>38.7%</b>	<b>33.7%</b>	<b>43.9%</b>	<b>41.7%</b>	<b>31.6%</b>	<b>32.1%</b>	<b>34.4%</b>	<b>42.7%</b>
29. safety during the day	Excellent	11.0%	20.8%	20.5%	12.1%	14.3%	31.6%	16.0%	21.1%	14.7%	16.3%	14.6%	12.5%	15.8%	28.6%	19.9%	13.3%
	Good	72.6%	61.5%	64.4%	70.7%	85.7%	57.9%	80.0%	57.9%	66.2%	64.3%	68.3%	68.8%	84.2%	57.1%	64.9%	68.7%
	Not so good	9.6%	9.4%	13.7%	8.6%	0.0%	10.5%	4.0%	15.8%	10.8%	11.2%	11.0%	10.4%	0.0%	10.7%	8.6%	12.0%
	Poor	6.8%	8.3%	0.0%	3.4%	0.0%	0.0%	0.0%	2.6%	6.9%	6.1%	4.9%	6.2%	0.0%	3.6%	4.6%	5.3%
	other, don't know	0.0%	0.0%	1.4%	5.2%	0.0%	0.0%	0.0%	2.6%	1.5%	2.0%	1.2%	2.1%	0.0%	0.0%	2.0%	0.7%
	<b>excellent/good</b>	<b>83.6%</b>	<b>82.3%</b>	<b>84.9%</b>	<b>82.8%</b>	<b>100.0%</b>	<b>89.5%</b>	<b>96.0%</b>	<b>78.9%</b>	<b>80.9%</b>	<b>80.6%</b>	<b>82.9%</b>	<b>81.2%</b>	<b>100.0%</b>	<b>85.7%</b>	<b>84.8%</b>	<b>82.0%</b>
	<b>not so good/poor</b>	<b>16.4%</b>	<b>17.7%</b>	<b>13.7%</b>	<b>12.1%</b>	<b>0.0%</b>	<b>10.5%</b>	<b>4.0%</b>	<b>18.4%</b>	<b>17.6%</b>	<b>17.3%</b>	<b>15.9%</b>	<b>16.7%</b>	<b>0.0%</b>	<b>14.3%</b>	<b>13.2%</b>	<b>17.3%</b>
30. safety at night	Excellent	2.7%	17.7%	6.8%	6.9%	14.3%	21.1%	8.0%	10.5%	7.8%	11.2%	6.1%	4.2%	10.5%	17.9%	12.6%	6.0%
	Good	49.3%	34.4%	45.2%	41.4%	50.0%	26.3%	40.0%	44.7%	42.6%	40.8%	54.2%	52.6%	32.1%	43.0%	40.7%	
	Not so good	23.3%	21.9%	21.9%	27.6%	14.3%	26.3%	36.0%	15.8%	23.5%	21.4%	28.0%	18.8%	21.1%	21.4%	19.2%	27.3%
	Poor	23.3%	20.8%	17.8%	8.6%	21.4%	10.5%	8.0%	21.1%	19.6%	17.3%	15.9%	22.9%	10.5%	25.0%	18.5%	18.7%
	other, don't know	1.4%	5.2%	8.2%	15.5%	0.0%	15.8%	8.0%	7.9%	6.4%	9.2%	9.8%	0.0%	5.3%	3.6%	6.6%	7.3%
	<b>excellent/good</b>	<b>52.1%</b>	<b>52.1%</b>	<b>52.1%</b>	<b>48.3%</b>	<b>64.3%</b>	<b>47.4%</b>	<b>48.0%</b>	<b>55.3%</b>	<b>50.5%</b>	<b>52.0%</b>	<b>46.3%</b>	<b>58.3%</b>	<b>63.2%</b>	<b>50.0%</b>	<b>55.6%</b>	<b>46.7%</b>
	<b>not so good/poor</b>	<b>46.6%</b>	<b>42.7%</b>	<b>39.7%</b>	<b>36.2%</b>	<b>35.7%</b>	<b>36.8%</b>	<b>44.0%</b>	<b>36.8%</b>	<b>43.1%</b>	<b>38.8%</b>	<b>43.9%</b>	<b>41.7%</b>	<b>31.6%</b>	<b>46.4%</b>	<b>37.7%</b>	<b>46.0%</b>

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Caruthersville, Missouri

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
31. How important would you say it is that Caruthersville work to retain its downtown's historic character? Would you say it is very important, somewhat, not very or not at all important?	Very	49.3%	55.2%	47.9%	51.7%	71.4%	57.9%	56.0%	55.3%	48.0%	54.1%	47.6%	45.8%	52.6%	53.6%	49.0%	53.3%
	Somewhat	39.7%	31.2%	41.1%	29.3%	14.3%	31.6%	36.0%	36.8%	36.3%	33.7%	39.0%	39.6%	42.1%	21.4%	35.1%	35.3%
	Not very	6.8%	9.4%	6.8%	6.9%	0.0%	6.0%	4.0%	7.9%	8.3%	6.1%	6.1%	10.4%	0.0%	17.9%	9.3%	6.0%
	Not at all	2.7%	3.1%	2.7%	6.9%	0.0%	0.0%	0.0%	0.0%	5.9%	3.1%	4.9%	2.1%	5.3%	7.1%	4.0%	4.0%
	other, don't know	1.4%	1.0%	1.4%	5.2%	14.3%	0.0%	4.0%	0.0%	1.5%	3.1%	2.4%	2.1%	0.0%	0.0%	2.6%	1.3%
	<b>very/somewhat</b>	<b>89.0%</b>	<b>86.5%</b>	<b>89.0%</b>	<b>81.0%</b>	<b>85.7%</b>	<b>89.5%</b>	<b>92.0%</b>	<b>92.1%</b>	<b>84.3%</b>	<b>87.8%</b>	<b>86.6%</b>	<b>85.4%</b>	<b>94.7%</b>	<b>75.0%</b>	<b>84.1%</b>	<b>88.7%</b>
<b>not very/not at all</b>	<b>9.6%</b>	<b>12.5%</b>	<b>9.6%</b>	<b>13.8%</b>	<b>0.0%</b>	<b>10.5%</b>	<b>4.0%</b>	<b>7.9%</b>	<b>14.2%</b>	<b>9.2%</b>	<b>11.0%</b>	<b>12.5%</b>	<b>5.3%</b>	<b>25.0%</b>	<b>13.2%</b>	<b>10.0%</b>	
32. lodging such as hotel, motel or bed and breakfast	1 = Very Low priority	12.3%	8.3%	16.4%	15.5%	7.1%	0.0%	16.0%	7.9%	15.2%	15.3%	13.4%	14.6%	15.8%	3.6%	12.6%	13.3%
	2	19.2%	15.6%	11.0%	6.9%	7.1%	26.3%	16.0%	10.5%	13.2%	9.2%	19.5%	12.5%	5.3%	17.9%	16.6%	10.7%
	3	21.9%	15.6%	16.4%	22.4%	7.1%	15.8%	32.0%	21.1%	17.6%	15.3%	17.1%	33.3%	31.6%	7.1%	20.5%	16.7%
	4	19.2%	18.8%	20.5%	22.4%	28.6%	26.3%	16.0%	21.1%	19.1%	19.4%	17.1%	20.8%	15.8%	21.4%	19.9%	20.0%
	5 = Very High priority	20.5%	34.4%	35.6%	31.0%	42.9%	26.3%	16.0%	34.2%	30.9%	35.7%	31.7%	14.6%	15.8%	42.9%	25.2%	36.0%
	other, don't know	6.8%	7.3%	0.0%	1.7%	7.1%	5.3%	4.0%	5.3%	3.9%	5.1%	1.2%	4.2%	15.8%	7.1%	5.3%	3.3%
	<b>total low priority</b>	<b>31.5%</b>	<b>24.0%</b>	<b>27.4%</b>	<b>22.4%</b>	<b>14.3%</b>	<b>26.3%</b>	<b>32.0%</b>	<b>18.4%</b>	<b>28.4%</b>	<b>24.5%</b>	<b>32.9%</b>	<b>27.1%</b>	<b>21.1%</b>	<b>21.4%</b>	<b>29.1%</b>	<b>24.0%</b>
	<b>total high priority</b>	<b>39.7%</b>	<b>53.1%</b>	<b>56.2%</b>	<b>53.4%</b>	<b>71.4%</b>	<b>52.6%</b>	<b>32.0%</b>	<b>55.3%</b>	<b>50.0%</b>	<b>55.1%</b>	<b>48.8%</b>	<b>35.4%</b>	<b>31.6%</b>	<b>64.3%</b>	<b>45.0%</b>	<b>56.0%</b>
	1 = Very Low priority	12.3%	3.1%	6.8%	6.9%	0.0%	0.0%	8.0%	13.2%	7.4%	10.2%	8.5%	8.3%	0.0%	0.0%	7.3%	7.3%
	2	4.1%	4.2%	1.4%	10.3%	0.0%	0.0%	4.0%	5.3%	5.4%	7.1%	4.9%	2.1%	0.0%	0.0%	4.6%	4.7%
	3	13.7%	9.4%	21.9%	13.8%	7.1%	0.0%	8.0%	13.2%	17.2%	13.3%	14.6%	18.8%	15.8%	10.7%	16.6%	12.0%
4	27.4%	19.8%	19.2%	17.2%	28.6%	31.6%	36.0%	23.7%	17.2%	14.3%	23.2%	18.8%	36.8%	25.0%	27.2%	14.7%	
5 = Very High priority	38.4%	59.4%	50.7%	46.6%	64.3%	63.2%	40.0%	42.1%	49.5%	51.0%	46.3%	47.9%	42.1%	60.7%	40.4%	58.7%	
other, don't know	4.1%	4.2%	0.0%	5.2%	0.0%	5.3%	4.0%	2.6%	3.4%	4.1%	2.4%	4.2%	5.3%	3.6%	4.0%	2.7%	
<b>total low priority</b>	<b>16.4%</b>	<b>7.3%</b>	<b>8.2%</b>	<b>17.2%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>12.0%</b>	<b>18.4%</b>	<b>12.7%</b>	<b>17.3%</b>	<b>13.4%</b>	<b>10.4%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>11.9%</b>	<b>12.0%</b>	
<b>total high priority</b>	<b>65.8%</b>	<b>79.2%</b>	<b>69.9%</b>	<b>63.8%</b>	<b>92.9%</b>	<b>94.7%</b>	<b>76.0%</b>	<b>65.8%</b>	<b>66.7%</b>	<b>65.3%</b>	<b>69.5%</b>	<b>66.7%</b>	<b>78.9%</b>	<b>85.7%</b>	<b>67.5%</b>	<b>73.3%</b>	
33. family or casual style dining	1 = Very Low priority	16.4%	5.2%	11.0%	13.8%	7.1%	0.0%	8.0%	5.3%	14.2%	12.2%	11.0%	10.4%	10.5%	10.7%	11.9%	10.7%
	2	4.1%	7.3%	8.2%	3.4%	0.0%	0.0%	8.0%	5.3%	6.9%	6.1%	8.5%	2.1%	0.0%	7.1%	7.3%	4.7%
	3	21.9%	14.6%	19.2%	27.6%	21.4%	26.3%	20.0%	23.7%	18.1%	17.3%	18.3%	22.9%	26.3%	14.3%	18.5%	21.3%
	4	20.5%	13.5%	15.1%	15.5%	7.1%	10.5%	24.0%	21.1%	15.2%	14.3%	18.3%	12.5%	21.1%	21.4%	15.2%	16.7%
	5 = Very High priority	32.9%	53.1%	46.6%	37.9%	57.1%	57.9%	36.0%	39.5%	43.1%	45.9%	41.5%	47.9%	36.8%	42.9%	42.4%	44.7%
	other, don't know	4.1%	6.2%	0.0%	1.7%	7.1%	5.3%	4.0%	5.3%	2.5%	4.1%	2.4%	4.2%	5.3%	3.6%	4.6%	2.0%
	<b>total low priority</b>	<b>20.5%</b>	<b>12.5%</b>	<b>19.2%</b>	<b>17.2%</b>	<b>7.1%</b>	<b>0.0%</b>	<b>16.0%</b>	<b>10.5%</b>	<b>21.1%</b>	<b>18.4%</b>	<b>19.5%</b>	<b>12.5%</b>	<b>10.5%</b>	<b>17.9%</b>	<b>19.2%</b>	<b>15.3%</b>
	<b>total high priority</b>	<b>53.4%</b>	<b>66.7%</b>	<b>61.6%</b>	<b>53.4%</b>	<b>64.3%</b>	<b>68.4%</b>	<b>60.0%</b>	<b>60.5%</b>	<b>58.3%</b>	<b>60.2%</b>	<b>59.8%</b>	<b>60.4%</b>	<b>57.9%</b>	<b>64.3%</b>	<b>57.6%</b>	<b>61.3%</b>
	1 = Very Low priority	9.6%	7.3%	13.7%	6.9%	0.0%	0.0%	12.0%	2.6%	11.8%	10.2%	11.0%	12.5%	5.3%	3.6%	11.3%	7.3%
	2	11.0%	7.3%	11.0%	5.2%	0.0%	5.3%	8.0%	7.9%	9.8%	6.1%	12.2%	6.2%	21.1%	7.1%	10.6%	6.7%
	3	12.3%	13.5%	12.3%	15.5%	14.3%	15.8%	8.0%	5.3%	14.7%	11.2%	14.6%	18.8%	10.5%	14.3%	13.2%	13.3%
4	26.0%	27.1%	19.2%	17.2%	50.0%	36.8%	32.0%	31.6%	17.2%	19.4%	19.5%	25.0%	26.3%	32.1%	25.2%	20.7%	
5 = Very High priority	34.2%	37.5%	43.8%	50.0%	28.6%	36.8%	28.0%	44.7%	43.1%	48.0%	41.5%	31.2%	26.3%	35.7%	33.1%	48.7%	
other, don't know	6.8%	7.3%	0.0%	5.2%	7.1%	5.3%	12.0%	7.9%	3.4%	5.1%	1.2%	6.2%	10.5%	7.1%	6.6%	3.3%	
<b>total low priority</b>	<b>20.5%</b>	<b>14.6%</b>	<b>24.7%</b>	<b>12.1%</b>	<b>0.0%</b>	<b>5.3%</b>	<b>20.0%</b>	<b>10.5%</b>	<b>21.6%</b>	<b>16.3%</b>	<b>23.2%</b>	<b>18.8%</b>	<b>26.3%</b>	<b>10.7%</b>	<b>21.9%</b>	<b>14.0%</b>	
<b>total high priority</b>	<b>60.3%</b>	<b>64.6%</b>	<b>63.0%</b>	<b>67.2%</b>	<b>78.6%</b>	<b>73.7%</b>	<b>60.0%</b>	<b>76.3%</b>	<b>60.3%</b>	<b>67.3%</b>	<b>61.0%</b>	<b>56.2%</b>	<b>52.6%</b>	<b>67.9%</b>	<b>58.3%</b>	<b>69.3%</b>	
34. fine dining	1 = Very Low priority	13.7%	9.4%	16.4%	13.8%	0.0%	5.3%	16.0%	10.5%	15.2%	18.4%	14.6%	0.0%	7.1%	15.2%	11.3%	
	2	13.7%	9.4%	9.6%	5.2%	14.3%	21.1%	24.0%	5.3%	7.4%	6.1%	8.5%	6.2%	47.4%	10.7%	11.9%	
	3	26.0%	22.9%	35.6%	22.4%	21.4%	15.8%	20.0%	31.6%	27.5%	22.4%	29.3%	5.3%	32.1%	25.8%	27.3%	
	4	17.8%	22.9%	20.5%	19.0%	14.3%	26.3%	24.0%	28.9%	18.1%	19.4%	17.1%	16.7%	10.5%	32.1%	21.9%	
	5 = Very High priority	23.3%	29.2%	17.8%	37.9%	42.9%	26.3%	12.0%	18.4%	28.9%	30.6%	29.3%	20.8%	21.1%	14.3%	19.9%	
	other, don't know	5.5%	6.2%	0.0%	1.7%	7.1%	5.3%	4.0%	5.3%	2.9%	3.1%	1.2%	6.2%	15.8%	3.6%	2.0%	
	<b>total low priority</b>	<b>27.4%</b>	<b>18.8%</b>	<b>26.0%</b>	<b>19.0%</b>	<b>14.3%</b>	<b>26.3%</b>	<b>40.0%</b>	<b>15.8%</b>	<b>22.5%</b>	<b>24.5%</b>	<b>23.2%</b>	<b>18.8%</b>	<b>47.4%</b>	<b>17.9%</b>	<b>27.2%</b>	
	<b>total high priority</b>	<b>41.1%</b>	<b>52.1%</b>	<b>38.4%</b>	<b>56.9%</b>	<b>57.1%</b>	<b>52.6%</b>	<b>36.0%</b>	<b>47.4%</b>	<b>47.1%</b>	<b>50.0%</b>	<b>46.3%</b>	<b>37.5%</b>	<b>31.6%</b>	<b>46.4%</b>	<b>41.7%</b>	
	1 = Very Low priority	13.7%	9.4%	16.4%	13.8%	0.0%	5.3%	16.0%	10.5%	15.2%	18.4%	14.6%	0.0%	7.1%	15.2%	11.3%	
	2	13.7%	9.4%	9.6%	5.2%	14.3%	21.1%	24.0%	5.3%	7.4%	6.1%	8.5%	6.2%	47.4%	10.7%	11.9%	
	3	26.0%	22.9%	35.6%	22.4%	21.4%	15.8%	20.0%	31.6%	27.5%	22.4%	29.3%	5.3%	32.1%	25.8%	27.3%	
4	17.8%	22.9%	20.5%	19.0%	14.3%	26.3%	24.0%	28.9%	18.1%	19.4%	17.1%	16.7%	10.5%	32.1%	21.9%		
5 = Very High priority	23.3%	29.2%	17.8%	37.9%	42.9%	26.3%	12.0%	18.4%	28.9%	30.6%	29.3%	20.8%	21.1%	14.3%	19.9%		
other, don't know	5.5%	6.2%	0.0%	1.7%	7.1%	5.3%	4.0%	5.3%	2.9%	3.1%	1.2%	6.2%	15.8%	3.6%	2.0%		
<b>total low priority</b>	<b>27.4%</b>	<b>18.8%</b>	<b>26.0%</b>	<b>19.0%</b>	<b>14.3%</b>	<b>26.3%</b>	<b>40.0%</b>	<b>15.8%</b>	<b>22.5%</b>	<b>24.5%</b>	<b>23.2%</b>	<b>18.8%</b>	<b>47.4%</b>	<b>17.9%</b>	<b>27.2%</b>		
<b>total high priority</b>	<b>41.1%</b>	<b>52.1%</b>	<b>38.4%</b>	<b>56.9%</b>	<b>57.1%</b>	<b>52.6%</b>	<b>36.0%</b>	<b>47.4%</b>	<b>47.1%</b>	<b>50.0%</b>	<b>46.3%</b>	<b>37.5%</b>	<b>31.6%</b>	<b>46.4%</b>	<b>41.7%</b>		

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Downtown Revitalization and Economic Assistance for Missouri  
Community Survey Telephone Report  
Final Survey Findings and Results

Caruthersville, Missouri

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
37. upscale specialty shops	1 = Very Low priority	12.3%	8.3%	19.2%	19.0%	7.1%	5.3%	12.0%	7.9%	17.2%	15.3%	13.4%	12.5%	10.5%	17.9%	17.2%	11.3%
	2	19.2%	12.5%	6.8%	17.2%	14.3%	15.8%	20.0%	10.5%	13.2%	8.2%	18.3%	16.7%	5.3%	10.7%	12.6%	14.7%
	3	26.0%	25.0%	30.1%	17.2%	28.6%	31.6%	20.0%	31.6%	23.0%	22.4%	22.0%	27.1%	47.4%	32.1%	27.2%	22.7%
	4	13.7%	21.9%	23.3%	10.3%	21.4%	21.1%	12.0%	21.1%	17.6%	18.4%	14.6%	25.0%	15.8%	10.7%	15.2%	20.7%
	5 = Very High priority	20.5%	25.0%	20.5%	29.3%	21.4%	21.1%	28.0%	18.4%	24.5%	31.6%	26.8%	12.5%	5.3%	25.0%	21.2%	26.0%
	other, don't know	8.2%	7.3%	0.0%	6.9%	7.1%	5.3%	8.0%	10.5%	4.4%	4.1%	4.9%	6.2%	15.8%	3.6%	6.6%	4.7%
	<b>total low priority</b>	<b>31.5%</b>	<b>20.8%</b>	<b>26.0%</b>	<b>36.2%</b>	<b>21.4%</b>	<b>21.1%</b>	<b>32.0%</b>	<b>18.4%</b>	<b>30.4%</b>	<b>23.5%</b>	<b>31.7%</b>	<b>29.2%</b>	<b>15.8%</b>	<b>28.6%</b>	<b>29.8%</b>	<b>26.0%</b>
	<b>total high priority</b>	<b>34.2%</b>	<b>46.9%</b>	<b>43.8%</b>	<b>39.7%</b>	<b>42.9%</b>	<b>42.1%</b>	<b>40.0%</b>	<b>39.5%</b>	<b>42.2%</b>	<b>50.0%</b>	<b>41.5%</b>	<b>37.5%</b>	<b>21.1%</b>	<b>35.7%</b>	<b>36.4%</b>	<b>46.7%</b>
38. antique shops	1 = Very Low priority	28.8%	9.4%	15.1%	27.6%	14.3%	15.8%	16.0%	13.2%	21.6%	22.4%	20.7%	20.8%	5.3%	14.3%	20.5%	18.0%
	2	16.4%	17.7%	15.1%	10.3%	7.1%	21.1%	20.0%	18.4%	14.2%	11.2%	18.3%	12.5%	26.3%	14.3%	17.2%	13.3%
	3	31.5%	29.2%	31.5%	25.9%	42.9%	36.8%	32.0%	28.9%	27.9%	24.5%	34.1%	33.3%	21.1%	28.6%	27.2%	32.0%
	4	8.2%	16.7%	21.9%	15.5%	21.4%	5.3%	12.0%	10.5%	17.2%	19.4%	9.8%	20.8%	21.1%	14.3%	16.6%	14.7%
	5 = Very High priority	9.6%	17.7%	16.4%	19.0%	7.1%	15.8%	12.0%	18.4%	16.2%	17.3%	15.9%	6.2%	10.5%	25.0%	11.9%	19.3%
	other, don't know	5.5%	9.4%	0.0%	1.7%	7.1%	5.3%	8.0%	10.5%	2.9%	5.1%	1.2%	6.2%	15.8%	3.6%	6.6%	2.7%
	<b>total low priority</b>	<b>45.2%</b>	<b>27.1%</b>	<b>30.1%</b>	<b>37.9%</b>	<b>21.4%</b>	<b>36.8%</b>	<b>36.0%</b>	<b>31.6%</b>	<b>35.8%</b>	<b>33.7%</b>	<b>39.0%</b>	<b>33.3%</b>	<b>31.6%</b>	<b>28.6%</b>	<b>37.7%</b>	<b>31.3%</b>
	<b>total high priority</b>	<b>17.8%</b>	<b>34.4%</b>	<b>38.4%</b>	<b>34.5%</b>	<b>28.6%</b>	<b>21.1%</b>	<b>24.0%</b>	<b>28.9%</b>	<b>33.3%</b>	<b>36.7%</b>	<b>25.6%</b>	<b>27.1%</b>	<b>31.6%</b>	<b>39.3%</b>	<b>28.5%</b>	<b>34.0%</b>
39. art galleries and shops	1 = Very Low priority	28.8%	14.6%	20.5%	25.9%	7.1%	0.0%	20.0%	10.5%	27.5%	23.5%	20.7%	20.8%	15.8%	25.0%	25.8%	18.0%
	2	6.8%	11.5%	12.3%	15.5%	7.1%	10.5%	16.0%	5.3%	12.3%	11.2%	12.2%	8.3%	26.3%	10.7%	13.2%	9.3%
	3	24.7%	21.9%	24.7%	19.0%	35.7%	31.6%	20.0%	36.8%	18.1%	14.3%	26.8%	31.2%	26.3%	17.9%	24.5%	20.7%
	4	20.5%	18.8%	17.8%	3.4%	21.4%	31.6%	24.0%	18.4%	12.7%	17.3%	13.4%	20.8%	5.3%	17.9%	14.6%	17.3%
	5 = Very High priority	16.4%	27.1%	24.7%	29.3%	21.4%	21.1%	16.0%	18.4%	27.0%	29.6%	25.6%	12.5%	10.5%	25.0%	17.2%	31.3%
	other, don't know	2.7%	6.2%	0.0%	6.9%	7.1%	5.3%	4.0%	10.5%	2.5%	4.1%	1.2%	6.2%	15.8%	3.6%	4.6%	3.3%
	<b>total low priority</b>	<b>35.6%</b>	<b>26.0%</b>	<b>32.9%</b>	<b>41.4%</b>	<b>14.3%</b>	<b>10.5%</b>	<b>36.0%</b>	<b>15.8%</b>	<b>39.7%</b>	<b>34.7%</b>	<b>32.9%</b>	<b>29.2%</b>	<b>42.1%</b>	<b>35.7%</b>	<b>39.1%</b>	<b>27.3%</b>
	<b>total high priority</b>	<b>37.0%</b>	<b>45.8%</b>	<b>42.5%</b>	<b>32.8%</b>	<b>42.9%</b>	<b>52.6%</b>	<b>40.0%</b>	<b>36.8%</b>	<b>39.7%</b>	<b>46.9%</b>	<b>39.0%</b>	<b>33.3%</b>	<b>15.8%</b>	<b>42.9%</b>	<b>31.8%</b>	<b>48.7%</b>
40. coffee shop or Internet café	1 = Very Low priority	21.9%	13.5%	21.9%	12.1%	7.1%	5.3%	8.0%	5.3%	22.5%	17.3%	22.0%	20.8%	10.5%	14.3%	23.8%	11.3%
	2	12.3%	7.3%	6.8%	17.2%	0.0%	5.3%	8.0%	21.1%	9.8%	10.2%	7.3%	12.5%	5.3%	10.7%	9.3%	11.3%
	3	20.5%	18.8%	21.9%	19.0%	0.0%	15.8%	32.0%	23.7%	19.6%	18.4%	20.7%	16.7%	21.1%	21.4%	21.2%	18.7%
	4	12.3%	14.6%	23.3%	15.5%	21.4%	36.8%	12.0%	13.2%	15.2%	14.3%	12.2%	20.8%	21.1%	25.0%	15.2%	17.3%
	5 = Very High priority	30.1%	38.5%	26.0%	34.5%	64.3%	31.6%	32.0%	31.6%	30.9%	35.7%	36.6%	25.0%	26.3%	28.6%	26.5%	38.7%
	other, don't know	2.7%	7.3%	0.0%	1.7%	7.1%	5.3%	8.0%	5.3%	2.0%	4.1%	1.2%	4.2%	15.8%	0.0%	4.0%	2.7%
	<b>total low priority</b>	<b>34.2%</b>	<b>20.8%</b>	<b>28.8%</b>	<b>29.3%</b>	<b>7.1%</b>	<b>10.5%</b>	<b>16.0%</b>	<b>26.3%</b>	<b>32.4%</b>	<b>27.6%</b>	<b>29.3%</b>	<b>33.3%</b>	<b>15.8%</b>	<b>25.0%</b>	<b>33.1%</b>	<b>22.7%</b>
	<b>total high priority</b>	<b>42.5%</b>	<b>53.1%</b>	<b>49.3%</b>	<b>50.0%</b>	<b>85.7%</b>	<b>68.4%</b>	<b>44.0%</b>	<b>44.7%</b>	<b>46.1%</b>	<b>50.0%</b>	<b>48.8%</b>	<b>45.8%</b>	<b>47.4%</b>	<b>53.6%</b>	<b>41.7%</b>	<b>56.0%</b>
41. upscale dining	1 = Very Low priority	13.7%	7.3%	12.3%	13.8%	0.0%	0.0%	12.0%	7.9%	14.2%	12.2%	11.0%	16.7%	10.5%	3.6%	13.2%	10.0%
	2	9.6%	8.3%	9.6%	3.4%	0.0%	5.3%	8.0%	7.9%	8.8%	6.1%	14.6%	6.2%	0.0%	7.1%	9.3%	6.7%
	3	26.0%	14.6%	24.7%	25.9%	35.7%	31.6%	20.0%	15.8%	21.1%	19.4%	20.7%	31.2%	10.5%	17.9%	20.5%	23.3%
	4	17.8%	18.8%	17.8%	17.2%	14.3%	15.8%	36.0%	28.9%	14.2%	15.3%	15.9%	14.6%	36.8%	21.4%	19.9%	16.0%
	5 = Very High priority	30.1%	44.8%	35.6%	37.9%	42.9%	42.1%	20.0%	34.2%	39.7%	43.9%	35.4%	29.2%	31.6%	46.4%	33.8%	41.3%
	other, don't know	2.7%	6.2%	0.0%	1.7%	7.1%	5.3%	4.0%	5.3%	2.0%	3.1%	2.4%	2.1%	10.5%	3.6%	3.3%	2.7%
	<b>total low priority</b>	<b>23.3%</b>	<b>15.6%</b>	<b>21.9%</b>	<b>17.2%</b>	<b>0.0%</b>	<b>5.3%</b>	<b>20.0%</b>	<b>15.8%</b>	<b>23.0%</b>	<b>18.4%</b>	<b>25.6%</b>	<b>22.9%</b>	<b>10.5%</b>	<b>10.7%</b>	<b>22.5%</b>	<b>16.7%</b>
	<b>total high priority</b>	<b>47.9%</b>	<b>63.5%</b>	<b>53.4%</b>	<b>55.2%</b>	<b>57.1%</b>	<b>57.9%</b>	<b>56.0%</b>	<b>63.2%</b>	<b>53.9%</b>	<b>59.2%</b>	<b>51.2%</b>	<b>43.8%</b>	<b>68.4%</b>	<b>67.9%</b>	<b>53.6%</b>	<b>57.3%</b>
42. clothing stores	1 = Very Low priority	6.8%	3.1%	11.0%	3.4%	0.0%	0.0%	12.0%	2.6%	7.4%	8.2%	6.1%	4.2%	0.0%	8.6%	4.0%	
	2	5.5%	4.2%	8.2%	5.2%	7.1%	10.5%	4.0%	5.9%	5.4%	5.1%	6.1%	8.3%	0.0%	7.1%	6.6%	4.7%
	3	15.1%	13.5%	11.0%	13.8%	7.1%	21.1%	24.0%	7.9%	12.7%	13.3%	13.4%	12.5%	15.8%	14.3%	16.6%	10.0%
	4	16.4%	22.9%	19.2%	15.5%	42.9%	15.8%	24.0%	10.5%	18.6%	16.3%	19.5%	18.8%	21.1%	28.6%	23.8%	14.0%
	5 = Very High priority	50.7%	50.0%	50.7%	62.1%	35.7%	47.4%	28.0%	65.8%	54.4%	52.0%	54.9%	56.2%	47.4%	42.9%	39.1%	66.0%
	other, don't know	5.5%	6.2%	0.0%	0.0%	7.1%	5.3%	8.0%	7.9%	1.5%	5.1%	0.0%	0.0%	10.5%	7.1%	5.3%	1.3%
	<b>total low priority</b>	<b>12.3%</b>	<b>7.3%</b>	<b>19.2%</b>	<b>8.6%</b>	<b>7.1%</b>	<b>10.5%</b>	<b>16.0%</b>	<b>7.9%</b>	<b>12.7%</b>	<b>13.3%</b>	<b>12.2%</b>	<b>12.5%</b>	<b>5.3%</b>	<b>7.1%</b>	<b>15.2%</b>	<b>8.7%</b>
	<b>total high priority</b>	<b>67.1%</b>	<b>72.9%</b>	<b>69.9%</b>	<b>77.6%</b>	<b>78.6%</b>	<b>63.2%</b>	<b>52.0%</b>	<b>76.3%</b>	<b>73.0%</b>	<b>68.4%</b>	<b>74.4%</b>	<b>75.0%</b>	<b>68.4%</b>	<b>71.4%</b>	<b>62.9%</b>	<b>80.0%</b>

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Downtown Revitalization and Economic Assistance for Missouri  
Community Survey Telephone Report  
Final Survey Findings and Results

Caruthersville, Missouri

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
43. arcade or other attraction aimed at teenagers	1 = Very Low priority	11.0%	8.3%	15.1%	17.2%	7.1%	0.0%	28.0%	10.5%	12.7%	16.3%	14.6%	8.3%	5.3%	10.7%	17.2%	8.0%
	2	2.7%	2.1%	9.6%	3.4%	0.0%	10.5%	0.0%	5.3%	4.4%	4.1%	1.2%	6.2%	10.5%	7.1%	6.0%	2.7%
	3	13.7%	15.6%	16.4%	20.7%	14.3%	26.3%	24.0%	13.2%	14.7%	11.2%	18.3%	14.6%	15.8%	28.6%	17.2%	15.3%
	4	15.1%	11.5%	12.3%	15.5%	7.1%	10.5%	12.0%	10.5%	14.7%	10.2%	8.5%	16.7%	21.1%	25.0%	13.9%	12.7%
	5 = Very High priority	56.2%	60.4%	45.2%	36.2%	71.4%	47.4%	36.0%	57.9%	50.5%	54.1%	54.9%	52.1%	42.1%	28.6%	43.0%	58.7%
	other, don't know	1.4%	2.1%	1.4%	6.9%	0.0%	5.3%	0.0%	2.6%	2.9%	4.1%	2.4%	2.1%	5.3%	0.0%	2.6%	2.7%
	<b>total low priority</b>	<b>13.7%</b>	<b>10.4%</b>	<b>24.7%</b>	<b>20.7%</b>	<b>7.1%</b>	<b>10.5%</b>	<b>28.0%</b>	<b>15.8%</b>	<b>17.2%</b>	<b>20.4%</b>	<b>15.9%</b>	<b>14.6%</b>	<b>15.8%</b>	<b>17.9%</b>	<b>23.2%</b>	<b>10.7%</b>
	<b>total high priority</b>	<b>71.2%</b>	<b>71.9%</b>	<b>57.5%</b>	<b>51.7%</b>	<b>78.6%</b>	<b>57.9%</b>	<b>48.0%</b>	<b>68.4%</b>	<b>65.2%</b>	<b>64.3%</b>	<b>63.4%</b>	<b>68.8%</b>	<b>63.2%</b>	<b>53.6%</b>	<b>57.0%</b>	<b>71.3%</b>
44. bars/nightclubs	1 = Very Low priority	47.9%	57.3%	64.4%	74.1%	57.1%	57.9%	52.0%	57.9%	61.8%	57.1%	68.3%	58.3%	63.2%	57.1%	52.3%	68.0%
	2	16.4%	9.4%	13.7%	5.2%	21.4%	5.3%	12.0%	10.5%	11.3%	7.1%	12.2%	20.8%	10.5%	14.3%	12.6%	10.0%
	3	16.4%	9.4%	5.5%	6.9%	7.1%	21.1%	16.0%	13.2%	7.4%	14.3%	6.1%	8.3%	0.0%	10.7%	8.6%	10.7%
	4	2.7%	7.3%	8.2%	1.7%	0.0%	10.5%	4.0%	2.6%	5.9%	3.1%	6.1%	2.1%	15.8%	0.0%	7.9%	2.7%
	5 = Very High priority	13.7%	10.4%	8.2%	6.9%	7.1%	0.0%	8.0%	13.2%	10.8%	14.3%	4.9%	8.3%	5.3%	14.3%	14.6%	5.3%
	other, don't know	2.7%	6.2%	0.0%	5.2%	7.1%	5.3%	8.0%	2.6%	2.9%	4.1%	2.4%	2.1%	5.3%	3.6%	4.0%	3.3%
	<b>total low priority</b>	<b>64.4%</b>	<b>66.7%</b>	<b>78.1%</b>	<b>79.3%</b>	<b>78.6%</b>	<b>63.2%</b>	<b>64.0%</b>	<b>68.4%</b>	<b>73.0%</b>	<b>64.3%</b>	<b>80.5%</b>	<b>79.2%</b>	<b>73.7%</b>	<b>71.4%</b>	<b>64.9%</b>	<b>78.0%</b>
	<b>total high priority</b>	<b>16.4%</b>	<b>17.7%</b>	<b>16.4%</b>	<b>8.6%</b>	<b>7.1%</b>	<b>10.5%</b>	<b>12.0%</b>	<b>15.8%</b>	<b>16.7%</b>	<b>17.3%</b>	<b>11.0%</b>	<b>10.4%</b>	<b>21.1%</b>	<b>14.3%</b>	<b>22.5%</b>	<b>8.0%</b>
45. bookstore	1 = Very Low priority	16.4%	6.2%	15.1%	22.4%	0.0%	0.0%	16.0%	7.9%	17.2%	17.3%	17.1%	12.5%	5.3%	7.1%	14.6%	13.3%
	2	5.5%	6.2%	6.8%	3.4%	0.0%	10.5%	4.0%	5.3%	5.9%	6.1%	2.4%	8.3%	10.5%	3.6%	7.9%	3.3%
	3	13.7%	20.8%	21.9%	22.4%	21.4%	5.3%	8.0%	18.4%	22.1%	11.2%	23.2%	27.1%	26.3%	32.1%	19.9%	19.3%
	4	24.7%	22.9%	13.7%	12.1%	21.4%	31.6%	36.0%	23.7%	14.7%	20.4%	17.1%	14.6%	5.3%	25.0%	20.5%	17.3%
	5 = Very High priority	35.6%	37.5%	42.5%	39.7%	50.0%	47.4%	28.0%	42.1%	37.7%	40.8%	40.2%	35.4%	36.8%	32.1%	33.1%	44.0%
	other, don't know	4.1%	6.2%	0.0%	0.0%	7.1%	5.3%	8.0%	2.6%	2.5%	4.1%	0.0%	2.1%	15.8%	0.0%	4.0%	2.7%
	<b>total low priority</b>	<b>21.9%</b>	<b>12.5%</b>	<b>21.9%</b>	<b>25.9%</b>	<b>0.0%</b>	<b>10.5%</b>	<b>20.0%</b>	<b>13.2%</b>	<b>23.0%</b>	<b>23.5%</b>	<b>19.5%</b>	<b>20.8%</b>	<b>15.8%</b>	<b>10.7%</b>	<b>22.5%</b>	<b>16.7%</b>
	<b>total high priority</b>	<b>60.3%</b>	<b>60.4%</b>	<b>56.2%</b>	<b>51.7%</b>	<b>71.4%</b>	<b>78.9%</b>	<b>64.0%</b>	<b>65.8%</b>	<b>52.5%</b>	<b>61.2%</b>	<b>57.3%</b>	<b>50.0%</b>	<b>42.1%</b>	<b>57.1%</b>	<b>53.6%</b>	<b>61.3%</b>
46. hardware store	1 = Very Low priority	17.8%	10.4%	19.2%	8.6%	0.0%	5.3%	16.0%	7.9%	17.2%	11.2%	15.9%	12.5%	10.5%	21.4%	15.9%	12.7%
	2	12.3%	10.4%	5.5%	3.4%	7.1%	15.8%	8.0%	10.5%	7.4%	9.2%	6.1%	8.3%	5.3%	14.3%	9.9%	6.7%
	3	21.9%	19.8%	27.4%	19.0%	28.6%	26.3%	20.0%	23.7%	21.1%	24.5%	25.6%	18.8%	15.8%	25.0%	19.9%	24.0%
	4	20.5%	13.5%	12.3%	17.2%	21.4%	15.8%	36.0%	18.4%	12.3%	17.3%	12.2%	18.8%	15.8%	10.7%	13.9%	17.3%
	5 = Very High priority	21.9%	37.5%	35.6%	50.0%	35.7%	31.6%	12.0%	28.9%	39.7%	32.7%	40.2%	35.4%	42.1%	21.4%	34.4%	36.7%
	other, don't know	5.5%	8.3%	0.0%	1.7%	7.1%	5.3%	8.0%	10.5%	2.5%	5.1%	0.0%	6.2%	10.5%	7.1%	6.0%	2.7%
	<b>total low priority</b>	<b>30.1%</b>	<b>20.8%</b>	<b>24.7%</b>	<b>12.1%</b>	<b>7.1%</b>	<b>21.1%</b>	<b>24.0%</b>	<b>18.4%</b>	<b>24.5%</b>	<b>20.4%</b>	<b>22.0%</b>	<b>20.8%</b>	<b>15.8%</b>	<b>35.7%</b>	<b>25.8%</b>	<b>19.3%</b>
	<b>total high priority</b>	<b>42.5%</b>	<b>51.0%</b>	<b>47.9%</b>	<b>67.2%</b>	<b>57.1%</b>	<b>47.4%</b>	<b>48.0%</b>	<b>47.4%</b>	<b>52.0%</b>	<b>50.0%</b>	<b>52.4%</b>	<b>54.2%</b>	<b>57.9%</b>	<b>32.1%</b>	<b>48.3%</b>	<b>54.0%</b>
47. bakery	1 = Very Low priority	17.8%	11.5%	16.4%	24.1%	0.0%	0.0%	20.0%	15.8%	19.6%	19.4%	20.7%	20.8%	0.0%	10.7%	17.9%	16.0%
	2	9.6%	7.3%	8.2%	5.2%	0.0%	15.8%	0.0%	10.5%	7.8%	4.1%	11.0%	10.4%	5.3%	0.0%	7.9%	7.3%
	3	27.4%	22.9%	24.7%	20.7%	28.6%	15.8%	16.0%	28.9%	24.0%	20.4%	28.0%	20.8%	31.6%	28.6%	23.8%	24.0%
	4	15.1%	16.7%	16.4%	12.1%	21.4%	26.3%	28.0%	15.8%	12.3%	17.3%	14.6%	10.4%	15.8%	21.4%	16.6%	14.0%
	5 = Very High priority	26.0%	32.3%	34.2%	34.5%	42.9%	36.8%	28.0%	21.1%	32.8%	33.7%	23.2%	33.3%	31.6%	35.7%	28.5%	34.7%
	other, don't know	4.1%	9.4%	0.0%	3.4%	7.1%	5.3%	8.0%	7.9%	3.4%	5.1%	2.4%	4.2%	15.8%	3.6%	5.3%	4.0%
	<b>total low priority</b>	<b>27.4%</b>	<b>18.8%</b>	<b>24.7%</b>	<b>29.3%</b>	<b>0.0%</b>	<b>15.8%</b>	<b>20.0%</b>	<b>26.3%</b>	<b>27.5%</b>	<b>23.5%</b>	<b>31.7%</b>	<b>31.2%</b>	<b>5.3%</b>	<b>10.7%</b>	<b>25.8%</b>	<b>23.3%</b>
	<b>total high priority</b>	<b>41.1%</b>	<b>49.0%</b>	<b>50.7%</b>	<b>46.6%</b>	<b>64.3%</b>	<b>63.2%</b>	<b>56.0%</b>	<b>36.8%</b>	<b>45.1%</b>	<b>51.0%</b>	<b>37.8%</b>	<b>43.8%</b>	<b>47.4%</b>	<b>57.1%</b>	<b>45.0%</b>	<b>48.7%</b>

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Downtown Revitalization and Economic Assistance for Missouri  
Community Survey Telephone Report  
Final Survey Findings and Results

Caruthersville, Missouri

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
48. Of the items listed above, what business would you most like to see in downtown Caruthersville?	Lodging such as hotel, motel or bed and breakfast	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Family or casual style dining	17.8%	21.9%	24.7%	6.9%	7.1%	5.3%	20.0%	15.8%	20.6%	14.3%	19.5%	22.9%	15.8%	28.6%	20.5%	
	Outdoor dining	1.4%	1.0%	5.5%	0.0%	0.0%	0.0%	4.0%	0.0%	2.5%	1.0%	2.4%	2.1%	5.3%	3.6%	3.3%	
	Shoe store	5.5%	6.2%	6.8%	3.4%	7.1%	0.0%	4.0%	10.5%	5.4%	7.1%	7.3%	2.1%	5.3%	0.0%	4.6%	
	Ice cream shop/soda fountain	4.1%	4.2%	0.0%	1.7%	0.0%	0.0%	0.0%	2.6%	3.4%	3.1%	2.4%	4.2%	0.0%	3.6%	2.0%	
	Upscale specialty shops	0.0%	1.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	7.1%	0.7%	
	Antique shops	1.4%	3.1%	0.0%	1.7%	0.0%	10.5%	0.0%	0.0%	1.5%	2.0%	0.0%	0.0%	0.0%	7.1%	2.0%	
	Art galleries and shops	5.5%	1.0%	0.0%	0.0%	0.0%	0.0%	4.0%	5.3%	1.0%	1.0%	1.2%	2.1%	5.3%	3.6%	0.7%	
	Coffee shop or Internet cafe	1.4%	4.2%	5.5%	0.0%	7.1%	5.3%	8.0%	2.6%	2.0%	1.0%	3.7%	6.2%	0.0%	7.1%	4.0%	
	Upscale dining	8.2%	8.3%	9.6%	8.6%	0.0%	31.6%	8.0%	2.6%	8.3%	5.1%	7.3%	8.3%	31.6%	10.7%	13.9%	
	Clothing stores	13.7%	18.8%	21.9%	53.4%	21.4%	5.3%	24.0%	31.6%	26.0%	28.6%	25.6%	18.8%	26.3%	14.3%	13.2%	
	Craft store	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.5%	1.0%	0.0%	0.0%	0.0%	0.0%	0.7%	
	Bars/nightclubs	2.7%	1.0%	0.0%	0.0%	0.0%	5.3%	0.0%	2.6%	0.5%	2.0%	1.2%	0.0%	0.0%	0.0%	1.3%	
	Bookstore	9.6%	9.4%	1.4%	1.7%	21.4%	5.3%	8.0%	5.3%	4.9%	7.1%	8.5%	8.3%	0.0%	0.0%	6.6%	
Hardware store	0.0%	3.1%	5.5%	3.4%	0.0%	0.0%	0.0%	0.0%	4.4%	1.0%	3.7%	6.2%	0.0%	7.1%	4.6%		
Bakery	0.0%	0.0%	2.7%	0.0%	0.0%	5.3%	0.0%	0.0%	0.5%	1.0%	0.0%	0.0%	0.0%	3.6%	0.7%		
Other-specify	27.4%	16.7%	15.1%	17.2%	35.7%	26.3%	20.0%	18.4%	17.6%	23.5%	17.1%	18.8%	10.5%	3.6%	18.5%		
49. adding green space	1 = Very Low priority	12.3%	4.2%	9.6%	15.5%	0.0%	10.5%	12.0%	10.5%	9.8%	9.2%	12.2%	5.3%	7.1%	10.6%	8.7%	
	2	12.3%	12.5%	15.1%	13.8%	7.1%	10.5%	16.0%	7.9%	14.7%	7.1%	17.1%	18.8%	15.8%	10.7%	15.2%	
	3	24.7%	27.1%	35.6%	22.4%	28.6%	36.8%	20.0%	28.9%	27.0%	26.5%	19.5%	37.5%	15.8%	46.4%	25.2%	
	4	17.8%	12.5%	21.9%	17.2%	28.6%	21.1%	20.0%	10.5%	16.7%	18.4%	15.9%	12.5%	31.6%	10.7%	15.9%	
	5 = Very High priority	26.0%	34.4%	17.8%	24.1%	28.6%	15.8%	24.0%	34.2%	26.5%	30.6%	31.7%	20.8%	15.8%	21.4%	27.2%	
	other, don't know	6.8%	9.4%	0.0%	6.9%	7.1%	5.3%	8.0%	7.9%	5.4%	8.2%	3.7%	2.1%	15.8%	3.6%	6.0%	
	<b>total low priority</b>	<b>24.7%</b>	<b>16.7%</b>	<b>24.7%</b>	<b>29.3%</b>	<b>7.1%</b>	<b>21.1%</b>	<b>28.0%</b>	<b>18.4%</b>	<b>24.5%</b>	<b>16.3%</b>	<b>29.3%</b>	<b>27.1%</b>	<b>21.1%</b>	<b>17.9%</b>	<b>25.8%</b>	
	<b>total high priority</b>	<b>43.8%</b>	<b>46.9%</b>	<b>39.7%</b>	<b>41.4%</b>	<b>57.1%</b>	<b>36.8%</b>	<b>44.0%</b>	<b>44.7%</b>	<b>43.1%</b>	<b>49.0%</b>	<b>47.6%</b>	<b>33.3%</b>	<b>47.4%</b>	<b>32.1%</b>	<b>43.0%</b>	
	50. improving lighting	1 = Very Low priority	9.6%	4.2%	12.3%	10.3%	0.0%	5.3%	8.0%	13.2%	8.8%	6.1%	13.4%	8.3%	0.0%	10.7%	7.3%
		2	13.7%	9.4%	8.2%	6.9%	0.0%	15.8%	20.0%	7.9%	8.8%	3.1%	7.3%	18.8%	10.5%	14.3%	11.9%
		3	16.4%	19.8%	23.3%	29.3%	21.4%	10.5%	12.0%	23.7%	23.5%	16.3%	29.3%	25.0%	21.1%	14.3%	20.5%
		4	17.8%	19.8%	20.5%	17.2%	42.9%	26.3%	20.0%	18.4%	16.7%	21.4%	14.6%	20.8%	26.3%	17.9%	18.5%
		5 = Very High priority	38.4%	40.6%	35.6%	36.2%	35.7%	36.8%	32.0%	28.9%	40.7%	48.0%	35.4%	25.0%	31.6%	39.3%	39.3%
		other, don't know	4.1%	6.2%	0.0%	0.0%	0.0%	5.3%	8.0%	7.9%	1.5%	5.1%	0.0%	2.1%	10.5%	3.6%	1.3%
<b>total low priority</b>		<b>23.3%</b>	<b>13.5%</b>	<b>20.5%</b>	<b>17.2%</b>	<b>0.0%</b>	<b>21.1%</b>	<b>28.0%</b>	<b>21.1%</b>	<b>17.6%</b>	<b>9.2%</b>	<b>20.7%</b>	<b>27.1%</b>	<b>10.5%</b>	<b>25.0%</b>	<b>19.2%</b>	
<b>total high priority</b>		<b>56.2%</b>	<b>60.4%</b>	<b>56.2%</b>	<b>53.4%</b>	<b>78.6%</b>	<b>63.2%</b>	<b>52.0%</b>	<b>47.4%</b>	<b>57.4%</b>	<b>69.4%</b>	<b>50.0%</b>	<b>45.8%</b>	<b>57.9%</b>	<b>57.1%</b>	<b>55.6%</b>	
51. moving utilities underground		1 = Very Low priority	20.5%	6.2%	11.0%	10.3%	7.1%	0.0%	8.0%	15.8%	12.7%	15.3%	11.0%	4.2%	15.8%	17.9%	15.2%
		2	12.3%	7.3%	13.7%	10.3%	7.1%	26.3%	8.0%	10.5%	9.8%	6.1%	17.1%	14.8%	0.0%	10.7%	13.2%
		3	17.8%	19.8%	17.8%	10.3%	28.6%	31.6%	16.0%	26.3%	13.2%	18.4%	15.9%	12.5%	21.1%	14.3%	13.2%
		4	17.8%	12.5%	15.1%	13.8%	14.3%	5.3%	20.0%	10.5%	15.7%	13.3%	11.0%	20.8%	21.1%	17.9%	13.9%
		5 = Very High priority	26.0%	43.8%	38.4%	48.3%	28.6%	26.3%	40.0%	26.3%	42.6%	39.8%	39.0%	39.6%	31.6%	35.7%	37.7%
		other, don't know	5.5%	10.4%	4.1%	6.9%	14.3%	10.5%	8.0%	10.5%	5.9%	7.1%	6.1%	8.3%	10.5%	3.6%	6.6%
	<b>total low priority</b>	<b>32.9%</b>	<b>13.5%</b>	<b>24.7%</b>	<b>20.7%</b>	<b>14.3%</b>	<b>26.3%</b>	<b>16.0%</b>	<b>26.3%</b>	<b>22.5%</b>	<b>21.4%</b>	<b>28.0%</b>	<b>18.8%</b>	<b>15.8%</b>	<b>28.6%</b>	<b>28.5%</b>	
	<b>total high priority</b>	<b>43.8%</b>	<b>56.2%</b>	<b>53.4%</b>	<b>62.1%</b>	<b>42.9%</b>	<b>31.6%</b>	<b>60.0%</b>	<b>36.8%</b>	<b>58.3%</b>	<b>53.1%</b>	<b>50.0%</b>	<b>60.4%</b>	<b>52.6%</b>	<b>53.6%</b>	<b>51.7%</b>	

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		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
52. adding new parking spaces or lots	1 = Very Low priority	13.7%	12.5%	13.7%	31.0%	0.0%	10.5%	8.0%	18.4%	19.1%	16.3%	19.5%	12.5%	5.3%	14.3%	13.9%	19.3%
	2	12.3%	11.5%	19.2%	15.5%	14.3%	21.1%	12.0%	7.9%	15.2%	8.2%	14.6%	20.8%	15.8%	25.0%	17.2%	11.3%
	3	27.4%	19.8%	31.5%	15.5%	35.7%	15.8%	28.0%	21.1%	23.5%	28.6%	19.5%	27.1%	26.3%	25.0%	24.5%	22.7%
	4	12.3%	19.8%	17.8%	8.6%	7.1%	26.3%	16.0%	18.4%	13.7%	13.3%	12.2%	18.8%	26.3%	17.9%	14.6%	16.0%
	5 = Very High priority	30.1%	32.3%	17.8%	24.1%	42.9%	21.1%	32.0%	31.6%	25.0%	30.6%	34.1%	12.5%	15.8%	17.9%	25.8%	28.0%
	other, don't know	4.1%	4.2%	0.0%	5.2%	0.0%	5.3%	4.0%	2.6%	3.4%	3.1%	0.0%	8.3%	10.5%	0.0%	4.0%	2.7%
	<b>total low priority</b>	<b>26.0%</b>	<b>24.0%</b>	<b>32.9%</b>	<b>46.6%</b>	<b>14.3%</b>	<b>31.6%</b>	<b>20.0%</b>	<b>26.3%</b>	<b>34.3%</b>	<b>24.5%</b>	<b>34.1%</b>	<b>33.3%</b>	<b>21.1%</b>	<b>39.3%</b>	<b>31.1%</b>	<b>30.7%</b>
	<b>total high priority</b>	<b>42.5%</b>	<b>52.1%</b>	<b>35.6%</b>	<b>32.8%</b>	<b>50.0%</b>	<b>47.4%</b>	<b>48.0%</b>	<b>50.0%</b>	<b>38.7%</b>	<b>43.9%</b>	<b>46.3%</b>	<b>31.2%</b>	<b>42.1%</b>	<b>35.7%</b>	<b>40.4%</b>	<b>44.0%</b>
53. stricter code enforcement	1 = Very Low priority	15.1%	7.3%	11.0%	5.2%	0.0%	5.3%	8.0%	7.9%	11.8%	9.2%	11.0%	12.5%	5.3%	7.1%	11.3%	8.7%
	2	9.6%	10.4%	11.0%	5.2%	7.1%	10.5%	8.0%	15.8%	8.3%	6.1%	11.0%	14.6%	5.3%	10.7%	13.2%	5.3%
	3	15.1%	17.7%	23.3%	27.6%	21.4%	26.3%	20.0%	21.1%	19.1%	19.4%	25.6%	22.9%	21.1%	7.1%	17.9%	22.0%
	4	20.5%	14.6%	16.4%	12.1%	7.1%	15.8%	20.0%	13.2%	16.7%	13.3%	11.0%	14.6%	31.6%	32.1%	15.9%	16.7%
	5 = Very High priority	35.6%	43.8%	37.0%	44.8%	64.3%	31.6%	36.0%	39.5%	40.2%	48.0%	40.2%	31.2%	26.3%	35.7%	36.4%	44.0%
	other, don't know	4.1%	6.2%	1.4%	5.2%	0.0%	10.5%	8.0%	2.6%	3.9%	4.1%	4.2%	10.5%	7.1%	5.3%	3.3%	3.3%
	<b>total low priority</b>	<b>24.7%</b>	<b>17.7%</b>	<b>21.9%</b>	<b>10.3%</b>	<b>7.1%</b>	<b>15.8%</b>	<b>16.0%</b>	<b>23.7%</b>	<b>20.1%</b>	<b>15.3%</b>	<b>22.0%</b>	<b>27.1%</b>	<b>10.5%</b>	<b>17.9%</b>	<b>24.5%</b>	<b>14.0%</b>
	<b>total high priority</b>	<b>56.2%</b>	<b>58.3%</b>	<b>53.4%</b>	<b>56.9%</b>	<b>71.4%</b>	<b>47.4%</b>	<b>56.0%</b>	<b>52.6%</b>	<b>56.9%</b>	<b>61.2%</b>	<b>51.2%</b>	<b>45.8%</b>	<b>57.9%</b>	<b>67.9%</b>	<b>52.3%</b>	<b>60.0%</b>
54. developing second-story residential space	1 = Very Low priority	12.3%	10.4%	20.5%	22.4%	0.0%	5.3%	12.0%	13.2%	19.1%	14.3%	17.1%	16.7%	5.3%	21.4%	16.6%	15.3%
	2	15.1%	20.8%	20.5%	10.3%	7.1%	36.8%	16.0%	15.8%	16.7%	10.2%	15.9%	35.4%	21.1%	17.9%	21.9%	12.7%
	3	30.1%	16.7%	16.4%	22.4%	35.7%	15.8%	24.0%	23.7%	19.1%	15.3%	26.8%	22.9%	31.6%	17.9%	19.9%	22.0%
	4	9.6%	15.6%	17.8%	10.3%	35.7%	5.3%	12.0%	21.1%	11.8%	16.3%	11.0%	15.8%	10.7%	13.9%	13.3%	
	5 = Very High priority	28.8%	29.2%	24.7%	27.6%	14.3%	31.6%	28.0%	21.1%	29.4%	37.8%	28.0%	8.3%	10.5%	32.1%	23.2%	32.0%
	other, don't know	4.1%	7.3%	0.0%	6.9%	7.1%	5.3%	8.0%	5.3%	3.9%	6.1%	1.2%	4.2%	15.8%	0.0%	4.6%	4.7%
	<b>total low priority</b>	<b>27.4%</b>	<b>31.2%</b>	<b>41.1%</b>	<b>32.8%</b>	<b>7.1%</b>	<b>42.1%</b>	<b>28.0%</b>	<b>28.9%</b>	<b>35.8%</b>	<b>24.5%</b>	<b>32.9%</b>	<b>52.1%</b>	<b>26.3%</b>	<b>39.3%</b>	<b>38.4%</b>	<b>28.0%</b>
	<b>total high priority</b>	<b>38.4%</b>	<b>44.8%</b>	<b>42.5%</b>	<b>37.9%</b>	<b>50.0%</b>	<b>36.8%</b>	<b>40.0%</b>	<b>42.1%</b>	<b>41.2%</b>	<b>54.1%</b>	<b>39.0%</b>	<b>20.8%</b>	<b>26.3%</b>	<b>42.9%</b>	<b>37.1%</b>	<b>45.3%</b>
55. making the area more pedestrian-friendly	1 = Very Low priority	4.1%	3.1%	5.5%	6.9%	0.0%	0.0%	0.0%	5.3%	6.4%	4.1%	4.9%	4.2%	0.0%	7.1%	5.3%	4.7%
	2	8.2%	8.3%	5.5%	10.3%	0.0%	15.8%	16.0%	0.0%	8.3%	2.0%	11.0%	10.4%	21.1%	7.1%	10.6%	5.3%
	3	17.8%	18.8%	20.5%	19.0%	14.3%	26.3%	24.0%	21.1%	17.6%	14.3%	19.5%	29.2%	15.8%	21.4%	23.8%	14.0%
	4	17.8%	15.6%	24.7%	22.4%	21.4%	21.1%	12.0%	15.8%	21.1%	15.3%	19.5%	22.9%	15.8%	28.6%	20.5%	18.7%
	5 = Very High priority	47.9%	49.0%	42.5%	39.7%	64.3%	31.6%	40.0%	55.3%	43.6%	60.2%	45.1%	29.2%	31.6%	32.1%	35.1%	55.3%
	other, don't know	4.1%	5.2%	1.4%	1.7%	0.0%	5.3%	8.0%	2.6%	2.9%	4.1%	0.0%	4.2%	15.8%	3.6%	4.6%	2.0%
	<b>total low priority</b>	<b>12.3%</b>	<b>11.5%</b>	<b>11.0%</b>	<b>17.2%</b>	<b>0.0%</b>	<b>15.8%</b>	<b>16.0%</b>	<b>5.3%</b>	<b>14.7%</b>	<b>6.1%</b>	<b>15.9%</b>	<b>14.6%</b>	<b>21.1%</b>	<b>14.3%</b>	<b>15.9%</b>	<b>10.0%</b>
	<b>total high priority</b>	<b>65.8%</b>	<b>64.6%</b>	<b>67.1%</b>	<b>62.1%</b>	<b>85.7%</b>	<b>52.6%</b>	<b>52.0%</b>	<b>71.1%</b>	<b>64.7%</b>	<b>75.5%</b>	<b>64.6%</b>	<b>52.1%</b>	<b>47.4%</b>	<b>60.7%</b>	<b>55.6%</b>	<b>74.0%</b>
56. improving signage to help people find their way around	1 = Very Low priority	20.5%	9.4%	9.6%	6.9%	0.0%	5.3%	16.0%	10.5%	13.2%	8.2%	11.0%	18.8%	5.3%	7.1%	12.8%	11.3%
	2	15.1%	12.5%	13.7%	19.0%	0.0%	26.3%	16.0%	10.5%	15.2%	9.2%	23.2%	14.6%	5.3%	17.9%	13.9%	15.3%
	3	19.2%	26.0%	37.0%	29.3%	35.7%	21.1%	20.0%	36.8%	27.0%	24.5%	25.6%	31.2%	47.4%	35.7%	28.5%	26.7%
	4	12.3%	12.5%	21.9%	13.8%	21.4%	10.5%	12.0%	18.4%	14.7%	16.3%	13.4%	12.5%	15.8%	14.3%	13.9%	16.0%
	5 = Very High priority	26.0%	32.3%	17.8%	27.6%	35.7%	31.6%	28.0%	15.8%	26.5%	35.7%	25.6%	16.7%	10.5%	21.4%	24.5%	28.0%
	other, don't know	6.8%	7.3%	0.0%	3.4%	7.1%	5.3%	8.0%	7.9%	3.4%	6.1%	1.2%	15.8%	3.6%	6.8%	6.8%	2.7%
	<b>total low priority</b>	<b>35.6%</b>	<b>21.9%</b>	<b>23.3%</b>	<b>25.9%</b>	<b>0.0%</b>	<b>31.6%</b>	<b>32.0%</b>	<b>21.1%</b>	<b>28.4%</b>	<b>17.3%</b>	<b>34.1%</b>	<b>33.3%</b>	<b>10.5%</b>	<b>25.0%</b>	<b>26.5%</b>	<b>26.7%</b>
	<b>total high priority</b>	<b>38.4%</b>	<b>44.8%</b>	<b>39.7%</b>	<b>41.4%</b>	<b>57.1%</b>	<b>42.1%</b>	<b>40.0%</b>	<b>34.2%</b>	<b>41.2%</b>	<b>52.0%</b>	<b>39.0%</b>	<b>29.2%</b>	<b>26.3%</b>	<b>35.7%</b>	<b>38.4%</b>	<b>44.0%</b>

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Downtown Revitalization and Economic Assistance for Missouri  
Community Survey Telephone Report  
Final Survey Findings and Results

Caruthersville, Missouri

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
57. improving building facades	1 = Very Low priority	4.1%	4.2%	2.7%	10.3%	0.0%	0.0%	0.0%	2.6%	7.4%	9.2%	4.9%	2.1%	0.0%	3.6%	6.0%	4.7%
	2	4.1%	6.2%	5.5%	5.2%	7.1%	5.3%	8.0%	0.0%	5.9%	3.1%	11.0%	6.2%	0.0%	0.0%	6.0%	4.7%
	3	19.2%	17.7%	24.7%	17.2%	21.4%	21.1%	20.0%	28.9%	17.6%	16.3%	20.7%	25.0%	31.6%	7.1%	23.2%	16.0%
	4	17.8%	16.7%	15.1%	22.4%	7.1%	26.3%	20.0%	13.2%	18.1%	17.3%	18.3%	16.7%	21.1%	17.9%	18.5%	16.7%
	5 = Very High priority	47.9%	51.0%	52.1%	39.7%	64.3%	36.8%	44.0%	47.4%	48.5%	48.0%	43.9%	45.8%	36.8%	71.4%	41.1%	55.3%
	other, don't know	6.8%	4.2%	0.0%	5.2%	0.0%	10.5%	8.0%	7.9%	2.5%	6.1%	1.2%	4.2%	10.5%	0.0%	5.3%	2.7%
	<b>total low priority</b>	<b>8.2%</b>	<b>10.4%</b>	<b>8.2%</b>	<b>15.5%</b>	<b>7.1%</b>	<b>5.3%</b>	<b>8.0%</b>	<b>2.6%</b>	<b>13.2%</b>	<b>12.2%</b>	<b>15.9%</b>	<b>8.3%</b>	<b>0.0%</b>	<b>3.6%</b>	<b>11.9%</b>	<b>9.3%</b>
<b>total high priority</b>	<b>65.8%</b>	<b>67.7%</b>	<b>67.1%</b>	<b>62.1%</b>	<b>71.4%</b>	<b>63.2%</b>	<b>64.0%</b>	<b>60.5%</b>	<b>66.7%</b>	<b>65.3%</b>	<b>62.2%</b>	<b>62.5%</b>	<b>57.9%</b>	<b>89.3%</b>	<b>59.6%</b>	<b>72.0%</b>	
58. adding murals or other public art	1 = Very Low priority	11.0%	12.5%	15.1%	25.9%	0.0%	5.3%	8.0%	10.5%	19.1%	18.4%	13.4%	14.6%	15.8%	14.3%	16.6%	14.7%
	2	17.8%	9.4%	15.1%	10.3%	7.1%	36.8%	20.0%	15.8%	9.8%	8.2%	11.0%	25.0%	15.8%	17.9%	15.9%	10.0%
	3	17.8%	24.0%	23.3%	31.0%	0.0%	31.6%	24.0%	31.6%	23.0%	21.4%	23.2%	22.9%	15.8%	28.6%	22.5%	24.7%
	4	27.4%	20.8%	16.4%	8.6%	35.7%	5.3%	24.0%	23.7%	17.6%	20.4%	20.7%	12.5%	31.6%	14.3%	17.9%	20.0%
	5 = Very High priority	23.3%	25.0%	28.8%	19.0%	50.0%	15.8%	16.0%	10.5%	27.0%	25.5%	29.3%	18.8%	10.5%	21.4%	20.5%	28.0%
	other, don't know	2.7%	8.3%	1.4%	5.2%	7.1%	5.3%	8.0%	7.9%	3.4%	6.1%	2.4%	6.2%	10.5%	3.6%	6.6%	2.7%
	<b>total low priority</b>	<b>28.8%</b>	<b>21.9%</b>	<b>30.1%</b>	<b>36.2%</b>	<b>7.1%</b>	<b>42.1%</b>	<b>28.0%</b>	<b>26.3%</b>	<b>28.9%</b>	<b>26.5%</b>	<b>24.4%</b>	<b>39.6%</b>	<b>31.6%</b>	<b>32.1%</b>	<b>32.5%</b>	<b>24.7%</b>
<b>total high priority</b>	<b>50.7%</b>	<b>45.8%</b>	<b>45.2%</b>	<b>27.6%</b>	<b>85.7%</b>	<b>21.1%</b>	<b>40.0%</b>	<b>34.2%</b>	<b>44.6%</b>	<b>45.9%</b>	<b>50.0%</b>	<b>31.2%</b>	<b>42.1%</b>	<b>35.7%</b>	<b>38.4%</b>	<b>48.0%</b>	
59. keeping streets and sidewalks cleaner	1 = Very Low priority	6.8%	6.2%	9.6%	10.3%	7.1%	0.0%	0.0%	10.5%	9.8%	11.2%	7.3%	6.2%	5.3%	3.6%	11.3%	5.3%
	2	17.8%	9.4%	9.6%	1.7%	0.0%	15.8%	16.0%	10.5%	9.3%	4.1%	12.2%	14.6%	10.5%	17.9%	11.9%	8.0%
	3	11.0%	21.9%	15.1%	19.0%	21.4%	15.8%	8.0%	26.3%	16.2%	14.3%	17.1%	22.9%	31.6%	3.6%	15.9%	18.0%
	4	20.5%	19.8%	16.4%	20.7%	21.4%	26.3%	24.0%	18.4%	17.6%	16.3%	20.7%	12.5%	15.8%	35.7%	21.2%	17.3%
	5 = Very High priority	39.7%	37.5%	49.3%	44.8%	50.0%	36.8%	44.0%	34.2%	43.6%	51.0%	41.5%	39.6%	21.1%	35.7%	35.1%	49.3%
	other, don't know	4.1%	5.2%	0.0%	3.4%	0.0%	5.3%	8.0%	0.0%	3.4%	3.1%	1.2%	4.2%	15.8%	3.6%	4.6%	2.0%
	<b>total low priority</b>	<b>24.7%</b>	<b>15.6%</b>	<b>19.2%</b>	<b>12.1%</b>	<b>7.1%</b>	<b>15.8%</b>	<b>16.0%</b>	<b>21.1%</b>	<b>19.1%</b>	<b>15.3%</b>	<b>19.5%</b>	<b>20.8%</b>	<b>15.8%</b>	<b>21.4%</b>	<b>23.2%</b>	<b>13.3%</b>
<b>total high priority</b>	<b>60.3%</b>	<b>57.3%</b>	<b>65.8%</b>	<b>65.5%</b>	<b>71.4%</b>	<b>63.2%</b>	<b>68.0%</b>	<b>52.6%</b>	<b>61.3%</b>	<b>67.3%</b>	<b>62.2%</b>	<b>52.1%</b>	<b>36.8%</b>	<b>71.4%</b>	<b>56.3%</b>	<b>66.7%</b>	
61. There has been some discussion about developing second story living space in downtown Caruthersville. Which of the following statements is closest to the way you feel?	Property owners should turn the second floors of their existing buildings into rental units.	39.7%	36.5%	27.4%	15.5%	28.6%	47.4%	24.0%	31.6%	30.4%	26.5%	37.8%	31.2%	15.8%	35.7%	27.8%	34.0%
	Property owners should turn the second floors of their existing buildings into condominiums.	17.8%	15.6%	17.8%	3.4%	21.4%	21.1%	20.0%	15.8%	12.3%	17.3%	8.5%	18.8%	21.1%	14.3%	15.2%	13.3%
	There is no need for second story living space downtown.	38.4%	44.8%	46.6%	70.7%	35.7%	31.6%	52.0%	52.6%	50.0%	49.0%	50.0%	47.9%	57.9%	42.9%	52.3%	45.3%
	Other/don't know	4.1%	3.1%	8.2%	10.3%	14.3%	0.0%	4.0%	0.0%	7.4%	7.1%	3.7%	2.1%	5.3%	7.1%	4.6%	7.3%

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**Downtown Revitalization and Economic Assistance for Missouri  
Community Survey Telephone Report  
Final Survey Findings and Results**

**Caruthersville, Missouri**

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
62a. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Caruthersville?	Local newspaper	23.3%	27.1%	12.3%	20.7%	14.3%	42.1%	28.0%	18.4%	19.6%	24.5%	17.1%	20.8%	42.1%	14.3%	18.5%	24.0%
	Television	8.2%	10.4%	11.0%	6.9%	0.0%	10.5%	8.0%	5.3%	10.8%	9.2%	8.5%	10.4%	5.3%	10.7%	7.3%	11.3%
	Radio	2.7%	4.2%	9.6%	32.8%	7.1%	5.3%	8.0%	5.3%	12.7%	12.2%	8.5%	14.6%	10.5%	7.1%	6.6%	14.7%
	Chamber of Commerce web site	1.4%	2.1%	4.1%	3.4%	0.0%	0.0%	4.0%	2.6%	2.9%	1.0%	2.4%	4.2%	0.0%	10.7%	2.0%	3.3%
	word-of-mouth	32.9%	24.0%	30.1%	12.1%	42.9%	15.8%	36.0%	26.3%	23.0%	18.4%	31.7%	22.9%	26.3%	28.6%	31.1%	19.3%
	I live downtown.	11.0%	15.6%	16.4%	8.6%	14.3%	10.5%	8.0%	13.2%	14.7%	13.3%	18.3%	8.3%	5.3%	10.7%	15.2%	12.0%
	Other - Specify	2.7%	9.4%	6.8%	8.6%	7.1%	10.5%	4.0%	7.9%	6.9%	7.1%	7.3%	4.2%	0.0%	14.3%	9.3%	4.7%
	No others / don't know	17.8%	7.3%	9.6%	6.9%	14.3%	5.3%	4.0%	21.1%	9.3%	14.3%	6.1%	14.6%	10.5%	3.6%	9.9%	10.7%
		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
62b. And what is your second most likely source of information?	Local newspaper	30.0%	19.1%	27.3%	33.3%	33.3%	16.7%	25.0%	26.7%	26.5%	25.0%	23.4%	36.6%	29.4%	18.5%	26.5%	26.1%
	Television	13.3%	18.0%	15.2%	11.1%	0.0%	16.7%	12.5%	20.0%	15.1%	20.2%	14.3%	17.1%	11.8%	3.7%	16.9%	12.7%
	Radio	13.3%	14.6%	19.7%	16.7%	8.3%	16.7%	16.7%	10.0%	17.3%	16.7%	13.0%	9.8%	11.8%	29.6%	12.5%	19.4%
	Chamber of Commerce web site	1.7%	1.1%	1.5%	1.9%	0.0%	0.0%	4.2%	3.3%	1.1%	0.0%	5.2%	0.0%	0.0%	0.0%	2.2%	0.7%
	word-of-mouth	20.0%	23.6%	21.2%	20.4%	25.0%	22.2%	16.7%	13.3%	23.8%	19.0%	19.5%	26.8%	41.2%	22.2%	21.3%	22.4%
	I live downtown.	3.3%	2.2%	0.0%	1.9%	8.3%	0.0%	0.0%	3.3%	1.6%	2.4%	2.6%	0.0%	0.0%	3.7%	2.9%	0.7%
	Other - Specify	8.3%	7.9%	4.5%	9.3%	25.0%	11.1%	8.3%	13.3%	4.9%	4.8%	10.4%	4.9%	0.0%	11.1%	4.4%	10.4%
	No others / don't know	10.0%	13.5%	10.6%	5.6%	0.0%	16.7%	16.7%	10.0%	9.7%	11.9%	11.7%	4.9%	5.9%	11.1%	13.2%	7.5%
		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
63. How familiar are you with a state-sponsored program called the DREAM Initiative? Would you say you are very familiar, somewhat, not very or not at all familiar, somewhat, not very or not at all familiar with the DREAM Initiative?	Very familiar	2.7%	4.2%	11.0%	8.6%	7.1%	10.5%	4.0%	2.6%	6.9%	4.1%	7.3%	10.4%	5.3%	7.1%	7.3%	5.3%
	Somewhat familiar	17.8%	20.8%	21.9%	15.5%	21.4%	15.8%	16.0%	18.4%	20.1%	8.2%	30.5%	20.8%	15.8%	32.1%	21.9%	16.7%
	very/somewhat	20.5%	25.0%	32.9%	24.1%	28.6%	26.3%	20.0%	21.1%	27.0%	12.2%	37.8%	31.2%	21.1%	39.3%	29.1%	22.0%
	Not very familiar	16.4%	15.6%	15.1%	15.5%	7.1%	26.3%	20.0%	7.9%	16.2%	17.3%	12.2%	10.4%	31.6%	21.4%	15.2%	16.0%
	Not at all familiar	63.0%	57.3%	50.7%	55.2%	64.3%	47.4%	60.0%	71.1%	53.9%	69.4%	50.0%	52.1%	47.4%	39.3%	55.0%	58.7%
	not very/not at all	79.5%	72.9%	65.8%	70.7%	71.4%	73.7%	80.0%	78.9%	70.1%	86.2%	62.2%	62.5%	78.9%	60.7%	70.2%	74.7%
	other, don't know	0.0%	2.1%	1.4%	5.2%	0.0%	0.0%	0.0%	0.0%	2.9%	1.0%	0.0%	6.2%	0.0%	0.0%	0.7%	3.3%
			Age				Length of residence					Household Income					Gender
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Age	18-34	100.0%	0.0%	0.0%	0.0%	35.7%	36.8%	40.0%	42.1%	17.2%	25.5%	22.0%	31.2%	31.6%	17.9%	27.8%	20.7%
	35-49	0.0%	100.0%	0.0%	0.0%	42.9%	42.1%	36.0%	31.6%	29.4%	34.7%	26.8%	33.3%	26.3%	50.0%	39.7%	24.0%
	50-64	0.0%	0.0%	100.0%	0.0%	21.4%	21.1%	16.0%	7.9%	28.9%	18.4%	26.8%	31.2%	31.6%	25.0%	23.8%	24.7%
	65 or over	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	8.0%	18.4%	24.0%	21.4%	24.4%	4.2%	10.5%	7.1%	7.9%	30.7%
	other, don't know, refused	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
			Age				Length of residence					Household Income					Gender
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Length of residence	0-2 years	6.8%	6.2%	4.1%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	7.1%	6.1%	2.1%	5.3%	0.0%	4.0%	5.3%
	3-5 years	9.6%	8.3%	5.5%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	6.1%	3.7%	6.2%	15.8%	7.1%	7.9%	4.7%
	6-10 years	13.7%	9.4%	5.5%	3.4%	0.0%	0.0%	100.0%	0.0%	0.0%	6.1%	11.0%	6.2%	10.5%	7.1%	12.6%	4.0%
	11-20 years	21.9%	12.5%	4.1%	12.1%	0.0%	0.0%	0.0%	100.0%	0.0%	17.3%	9.8%	12.5%	5.3%	3.6%	13.2%	12.0%
	More than 20 years	47.9%	62.5%	80.8%	84.5%	0.0%	0.0%	0.0%	0.0%	100.0%	63.3%	68.3%	72.9%	63.2%	82.1%	62.3%	73.3%
	other, don't know	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.7%
		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Household Income	Under \$25,000	34.2%	35.4%	24.7%	36.2%	50.0%	31.6%	24.0%	44.7%	30.4%	100.0%	0.0%	0.0%	0.0%	0.0%	29.8%	35.3%
	\$25,000 to \$49,999	24.7%	22.9%	30.1%	34.5%	35.7%	15.8%	36.0%	21.1%	27.5%	0.0%	100.0%	0.0%	0.0%	0.0%	25.2%	29.3%
	\$50,000 to \$74,999	20.5%	16.7%	20.5%	3.4%	7.1%	15.8%	12.0%	15.8%	17.2%	0.0%	0.0%	100.0%	0.0%	0.0%	17.9%	14.0%
	\$75,000 to \$99,999	8.2%	5.2%	8.2%	3.4%	7.1%	15.8%	8.0%	2.6%	5.9%	0.0%	0.0%	0.0%	100.0%	0.0%	9.3%	3.3%
	\$100,000 plus	6.8%	14.6%	9.6%	3.4%	0.0%	10.5%	8.0%	2.6%	11.3%	0.0%	0.0%	0.0%	0.0%	100.0%	11.9%	6.7%
	other, don't know, refused	5.5%	5.2%	6.8%	19.0%	0.0%	10.5%	12.0%	13.2%	7.8%	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%	11.3%
			Age				Length of residence					Household Income					Gender
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Gender	Male	57.5%	62.5%	49.3%	20.7%	42.9%	63.2%	76.0%	52.6%	46.1%	45.9%	46.3%	56.2%	73.7%	64.3%	100.0%	0.0%
	Female	42.5%	37.5%	50.7%	79.3%	57.1%	36.8%	24.0%	47.4%	53.9%	54.1%	53.7%	43.8%	26.3%	35.7%	0.0%	100.0%