

DOWNTOWN
REVITALIZATION &
ECONOMIC
ASSISTANCE FOR
MISSOURI

MAY 2010

VISITOR SURVEY REPORT

FINAL SURVEY
FINDINGS & RESULTS

Maryville, Missouri



PGAV**PLANNERS**



DOWNTOWN
REVITALIZATION &
ECONOMIC
ASSISTANCE FOR
MISSOURI

MAY 2010
Maryville, Missouri

ACKNOWLEDGMENTS



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



PLANNING CONSULTANT:

PGAV**PLANNERS**

PREPARED BY:



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TABLE OF CONTENTS

<u>SECTION</u>	<u>PAGE</u>
I. EXECUTIVE SUMMARY	1
A. Visiting Downtown Maryville.....	1
B. Activities on This Visit To Downtown	2
C. Using Downtown Maryville.....	3
D. Additions and Improvements to Downtown Maryville.....	3
E. Respondent Profile	5
II. OVERVIEW OF DATA	7
III. RESPONSES TO OPEN-ENDED QUESTIONS	19
IV. VISITOR BAR CHARTS.....	27
V. QUESTIONNAIRE.....	43
VI. CROSS TABULATION	47

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SECTION I EXECUTIVE SUMMARY

A successful Downtown attracts visitors and understands its visitors' needs. It is important for Downtown Maryville to learn as much as possible about its visitors. The collection and analysis of visitor responses through a survey instrument is a necessary component in determining Downtown planning activities and issues in a visitor context.

This Visitor Survey Report provides a comprehensive survey of the visitors to Maryville. The availability of the information in this report provides a method for evaluating commonly held perceptions and beliefs about Downtown Maryville.

Through the DREAM Initiative, Maryville coordinated with UNICOM-ARC to conduct the visitor survey at locations within the City using local volunteers. Surveys were completed in 2009 and early 2010. Community volunteers entered data into either computer tablets or a website and resulted in five hundred and ninety-eight (598) responses from various zip codes outside of Maryville. As this was a visitor survey, volunteers excluded residents living in the 64468 zip code (Maryville) from taking the survey.

A large number of students from Northwest Missouri State University completed the survey. Although, these students are both "short-term residents" and "long-term visitors", their responses are included as they still provide a relatively unbiased viewpoint concerning the services Downtown has to offer.

A. VISITING DOWNTOWN MARYVILLE

The survey asked several questions of respondents concerning their visit to Downtown Maryville. Due to the large number of students that replied, many surveys indicated that the listed answers did not apply to the respondent's situation.

When asked the main purpose of their current visit to Downtown Maryville, nearly two-thirds (62.8%) of respondents indicated "other" as their main purpose for visiting. Many of the open-ended responses indicate that they lived Downtown in University residence halls or apartments. Much smaller percentages answered "visiting family and friends" (12.7%), "dining and entertainment" (8.7%) and "special event" (5.3%).

More than nine in ten (95.4%) respondents said that they had visited Downtown Maryville before, and over four in ten (40.8%) respondents indicated they visit more than 5 times a month, with nearly two-thirds (65.3%) visiting at least once a month. Just over one in five respondents (22.0%) reported visiting Downtown less than once a month.

In reviewing the cross tabulation tables and the student tabulation tables, some conclusion about the respondents include:

- In spite of the proximity of the University, 12.3% of the student respondents still indicated they visit Downtown less than once a month.

- There were minimal differences between why the student respondents visited Downtown from that of the other respondents.
- Wealthier respondents who were staying overnight tended to more likely to stay in a hotel, motel, or bed and breakfast in town.
- Younger respondents tended to be in town for shopping and dining.
- Wealthier, older respondents were less likely to be visiting for nightlife and entertainment opportunities.
- Student respondents tended to find parking less convenient than did non-student visitors.
- Younger respondents also found parking less convenient than did older visitors.
- Younger respondents tended to find business hours less convenient.
- Non-student visitors indicated a desire for more restaurant variety than did student respondents.
- Older respondents indicated fine dining as a desired additional business more than younger visitors did.
- Both student respondents and non-student visitors ranked a restaurant serving breakfast as the highest priority of all the types of business choices provided.
- Non-student visitors tended to desire better-maintained buildings and renovation of historic buildings more than did student respondents.
- Non-student visitors were almost three times more likely to spend over \$100 than were student respondents.
- Younger respondents tended to have the hobbies of biking and camping, while older respondents were more likely to be golfers.
- Student respondents tended to be young females. Non-student visitors tended to be older and wealthier than student respondents were.

B. ACTIVITIES ON THIS VISIT TO DOWNTOWN

When asked about different activities one might do on a visit to Downtown Maryville, majorities said that they had done or were planning to do three of these things:

- Dining (82.7%)
- Nightlife/entertainment (64.5%)
- Shopping (57.5%)

Smaller percentages of respondents reported doing four other activities tested in this section:

- Government/Post office (35.6%)
- Special event (27.9%)
- Conducting business (20.1%)
- Going to church (18.1%)

When asked to indicate the “top two reasons [they] most often visit Downtown Maryville,” significant percentages answered “dining” (61.6%), “nightlife/entertainment” (44.3%) and “shopping” (36.2%). Smaller percentages answered “other” (9.7%), “special event” (8.9%), “Government/Post office” (8.9%) and “conducting business” (8.0%). Less than one percent (0.6%) indicated that this was their first visit to Downtown Maryville.

Most (83.4%) respondents indicated that they were staying overnight in Maryville on this visit. Of those staying overnight, 21.5% responded that they were staying with family or friends, and 14.5% responded that they were staying in a hotel/motel/bed and breakfast in Maryville. A large majority (62.5%) answered “other,” many of whom were students who lived in either a Downtown apartment or a campus dorm.

39.4% of respondents said they would spend less than \$50 on this visit to Downtown excluding lodging, and an additional 24.1% said they would spend between \$50 and \$99. Just over one sixth (17.7%) responded that they would spend over \$100.

When asked if accompanied by any children under the age of 18 on this visit to Downtown, 91.6% of respondents indicated they were not visiting with children.

C. USING DOWNTOWN MARYVILLE

The survey asked respondents about the ease and convenience of Downtown Maryville. A majority (56.1%) said it is “very” easy to find their way around Downtown. Overall, 92.6% of respondents said it was “very” or “somewhat” easy to do so. A majority (54.3%) of respondents said parking Downtown is “very” or “somewhat” convenient, although only a very small percentage (11.8%) rated parking as “very convenient.” Nearly two-thirds (64.3%) indicated Downtown business hours are “very” or “somewhat” convenient, with over half (51.8%) answering “somewhat convenient.”

D. ADDITIONS AND IMPROVEMENTS TO DOWNTOWN MARYVILLE

Interviewers asked survey participants “what kinds of recreation or entertainment opportunities would make [them] more likely to visit Downtown Maryville” and recorded the participants first two responses from a list of choices. Significant percentages of respondents selected one of three items: “Activities for college students” (49.4%), “Bands/live concerts/music” (33.0%), and “More restaurants” (32.1%).

Smaller percentages cited additional items:

- Bars/nightlife (21.9%)

- Game room/arcade/pool room (10.7%)
- Sports bar (9.9%)
- Community theatre (9.4%)
- More special events (6.9%)
- Arts galleries/events (6.3%)
- Other (5.9%)
- More family events (5.3%)

The volunteers also asked survey participants “what kinds of businesses would make [them] more likely to visit Downtown Maryville.” Interviewers recorded respondents’ first two responses from a list of choices. The tops responses were “A restaurant serving breakfast” (31.7%), “Clothing stores” (25.8%) and “More retail shops in general” (23.3%). Another 7.3% indicated a “Coffee shop” would be a good addition to Downtown, making a “Coffee shop/breakfast restaurant” a clear first choice with 39%.

Smaller percentages cited the following types of businesses with “Other” being selected 4.8% of the time:

- Soda fountain/ice cream shop (19.8%)
- Family restaurants (17.4%)
- Bookstore (14.5%)
- Farmer’s market (13.9%)
- Hunting/fishing/outdoor sporting goods (9.7%)
- Fine dining (9.2%)
- Coffee shop (7.3%) – (combine with breakfast restaurant)
- Craft store (4.4%)
- Specialty/upscale shops (3.8%)
- Art galleries/shops (3.4%)
- Antique shops (3.6%)
- Bed and breakfasts/lodging (2.7%)

The survey also asked respondents about physical improvements they believed “would make Downtown Maryville more appealing.” Again, interviewers recorded the first two responses to this question. More than one in five respondents mentioned five items:

- More/better parking (28.4%)
- Renovations of historic buildings (27.3%)
- Better maintained buildings (27.1%)
- Benches/more green space (22.7%)
- Other * (20.6%)

* “Other” responses focused heavily on fixing streets and potholes.

Smaller percentages cited the following improvements:

- New/better sidewalks (14.5%)
- More/better lighting (11.8%)

- Better signage (9.8%)
- Murals (9.0%)
- Cleaner (9.0%)
- Crosswalks (5.3%)

E. RESPONDENT PROFILE

When interviewers presented respondents with a list of hobbies, a majority practiced two hobbies: "Walking/hiking" (67.1%) and "Retail/boutique shopping" (60.4%).

Smaller percentages of respondents indicated they practiced the following hobbies:

- Camping (48.7%)
- Boating (46.2%)
- Hunting/fishing (43.5%)
- Biking (35.6%)
- Golf (32.4%)
- Antique shopping (30.8%)

Survey participants came from a range of age and income levels. Because a large percentage of students took the survey, large majorities of respondents were between the ages of 18 to 34, with incomes under \$25,000. A demographic breakdown of respondents is included in the accompanying overview of data.

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SECTION II

OVERVIEW OF DATA

This section presents the survey findings in table format and shows answers to the questions in raw frequencies. UNICOM-ARC provides exact wording of each question as presented on the survey instrument, editing only some instructions in the interest of conserving space. This section also includes zip code information of the home addresses of respondents.

Each table contains the question asked and the responses from which the participant could select. The tables show each response as a percentage of the total responses, sorting where appropriate with the sorting column shaded. Additionally, the tables present the most prevalent response for each question in bold font.

		%
2. What is the main purpose of your visit to Maryville?	Other – (student related)	62.8%
	Visiting family/friends	12.7%
	Dining/entertainment	8.7%
	Special event	5.3%
	Business	5.1%
	Shopping	4.6%
	Church	0.6%
	Government/Post Office	0.2%

		%
3. Are you staying overnight in Maryville?	Yes	83.4%
	No	16.6%

		%
4. Where are you staying overnight in Maryville?	Other – (student related)	62.7%
	With family or friends	21.5%
	Hotel/motel/bed and breakfast in Maryville area	14.5%
	Campground/RV park	1.2%

		%
5. Have you visited Downtown Maryville before today?	Yes	95.4%
	No	4.6%

		%
6. How often do you visit Downtown Maryville?	Once a year or less	6.3%
	More than once a year but less than once a month	15.7%
	One to five times per month	24.5%
	More than 5 times a month	40.8%
	Other	12.7%

7. On this visit to Maryville, which of these activities do you plan to do specifically in the Downtown area?

	Yes (%)	No (%)	I don't know (%)
7c. Dining	82.7%	13.4%	3.9%
7d. Nightlife/entertainment	64.5%	28.3%	7.2%
7b. Shopping	57.5%	35.7%	6.7%
7g. Government/Post Office	35.6%	56.2%	8.2%
7a. Special event	27.9%	51.2%	20.9%
7f. Conducting business	20.1%	70.2%	9.7%
7e. Going to church	18.1%	73.2%	8.7%

	%	
8. What are the top two reasons you most often visit Downtown Maryville?	Dining	61.6%
	Nightlife/entertainment	44.3%
	Shopping	36.2%
	Other	9.7%
	Special event	8.9%
	Government/Post Office	8.9%
	Conducting business	8.0%
	Going to church	6.1%
	This is my first visit to Downtown Maryville.	0.6%

	%	
9. How easy would you say it is to find your way around Downtown Maryville?	Very easy	56.1%
	Somewhat easy	36.5%
	Somewhat difficult	5.7%
	Very difficult	1.3%
	I don't know	0.4%
	Very/somewhat easy	92.6%
	Somewhat/very difficult	7.0%

	%	
10. How convenient would you say that parking is Downtown?	Very convenient	11.8%
	Somewhat convenient	42.5%
	Somewhat inconvenient	27.8%
	Very inconvenient	12.2%
	I don't know	5.7%
	Very/somewhat convenient	54.3%
	Somewhat/very inconvenient	40.0%

		%
11. How convenient would you say that the hours of Downtown businesses are?	Very convenient	12.5%
	Somewhat convenient	51.8%
	Somewhat inconvenient	14.8%
	Very inconvenient	5.7%
	I don't know	15.2%
	Very/somewhat convenient	64.3%
	Somewhat/very inconvenient	20.5%

		%
12. What kinds of recreation or entertainment opportunities would make you more likely to visit Downtown Maryville?	Activities for college students	49.4%
	Bands/live concerts/music	33.0%
	More restaurants	32.1%
	Bars/nightlife	21.9%
	Game room/arcade/pool room	10.7%
	Sports bar	9.9%
	Community Theater	9.4%
	More special events	6.9%
	Arts Galleries/events	6.3%
	Other	5.9%
	More family events	5.3%

	%	
13. What kinds of additional businesses do you think would make you more likely to visit Downtown Maryville?	Restaurant serving breakfast	31.7%
	Clothing stores	25.8%
	More retail shops (in general)	23.3%
	Soda fountain/ice cream shop	19.8%
	Family restaurants	17.4%
	Bookstore	14.5%
	Farmer's market	13.9%
	Hunting/fishing/outdoor sporting goods	9.7%
	Fine dining	9.2%
	Coffee shop	7.3%
	Other	4.8%
	Craft store	4.4%
	Specialty/upscale shops	3.8%
	Art galleries/shops	3.4%
Antique shops	3.6%	
Bed and breakfasts/lodging	2.7%	

	%	
14. What other physical improvements do you think would make Downtown Maryville more appealing?	More/better parking	28.4%
	Renovation of historic buildings	27.3%
	Better maintained buildings	27.1%
	Benches/more greenspace	22.7%
	Other	20.6%
	New/better sidewalks	14.5%
	More/better lighting	11.8%
	Better signage	9.8%
	Murals	9.0%
	Cleaner	9.0%
	Crosswalks	5.3%

		%
15. Excluding lodging, how much money are you likely to spend in Downtown Maryville during this visit?	less than \$50	39.4%
	\$50 - \$99	24.1%
	\$100 - \$199	11.7%
	\$200 or more	6.0%
	Other/don't know	18.8%

16. Please indicate which of the following are hobbies of yours?

	Yes (%)	No (%)	I don't know (%)
16g. Walking/hiking	67.1%	30.4%	2.4%
16a. Retail/boutique shopping	60.4%	36.7%	2.8%
16c. Camping	48.7%	48.9%	2.5%
16h. Boating	46.2%	49.3%	4.6%
16e. Hunting/fishing	43.5%	55.1%	1.4%
16b. Biking	35.6%	59.7%	4.8%
16f. Golf	32.4%	66.2%	1.5%
16d. Antique shopping	30.8%	66.5%	2.7%

		%
17. In which of the following age groups are you?	18-34	84.7%
	35-49	7.6%
	50-64	5.7%
	65 or over	1.1%
	Other, don't know, refused	0.9%

		%
18. Did any children under the age of 18 come with you Downtown today?	Yes	7.4%
	No	91.6%
	Other, don't know	1.0%

		%
19. Which category that best describes your annual household income from 2007?	Under \$25,000	45.0%
	\$25,000 to \$49,999	11.4%
	\$50,000 to \$74,999	8.7%
	\$75,000 to \$99,999	5.9%
	\$100,000 plus	9.3%
	Other, don't know, refused	19.7%

		%
20. Gender	Male	36.1%
	Female	63.9%

The following table shows survey respondents zip codes within 75 miles of Maryville, sorted by frequency.

Respondent zip codes from within 75 miles of Maryville			
Zip code	City	State	Frequency
64468	Maysville	MO	60
64485	Savannah	MO	7
64461	Hopkins	MO	6
64489	Stanberry	MO	6
51632	Clarinda	IA	5
64466	Maitland	MO	5
64446	Fairfax	MO	4
64469	Maysville	MO	4
64079	Platte City	MO	4
64506	Saint Joseph	MO	4
64402	Albany	MO	3
64423	Bernard	MO	3
64428	Burlington Junction	MO	3
68355	Falls City	NE	3
64456	Grant City	MO	3
64482	Rock Port	MO	3
64503	Saint Joseph	MO	3
64507	Saint Joseph	MO	3
51631	Braddyville	IA	2
64429	Cameron	MO	2
51637	College Springs	IA	2
64434	Conception Junction	MO	2
50841	Corning	IA	2
50140	Lamoni	IA	2
64476	Pickering	MO	2
64479	Ravenwood	MO	2
51566	Red Oak	IA	2
64505	Saint Joseph	MO	2
50833	Bedford	IA	1
66008	Bendena	KS	1
64424	Bethany	MO	1
50836	Blockton	IA	1
64427	Bolckow	MO	1
64018	Camden Point	MO	1
50840	Clearfield	IA	1
64431	Clearmont	MO	1
64449	Filmore	MO	1
64455	Graham	MO	1
50848	Gravity	IA	1
64457	Guilford	MO	1
64459	Helena	MO	1
64463	King City	MO	1
50851	Lenox	IA	1
64467	Martinsville	MO	1
50854	Mount Ayr	IA	1
64475	Parnell	MO	1
64670	Pattonsburg	MO	1
64481	Ridgeway	MO	1
64483	Rosendale	MO	1
64501	Saint Joseph	MO	1
64504	Saint Joseph	MO	1
64491	Tarkio	MO	1
64494	Union Star	MO	1

The table on the following pages shows survey respondents zip codes from more than 75 miles away from Maryville, sorted by frequency.

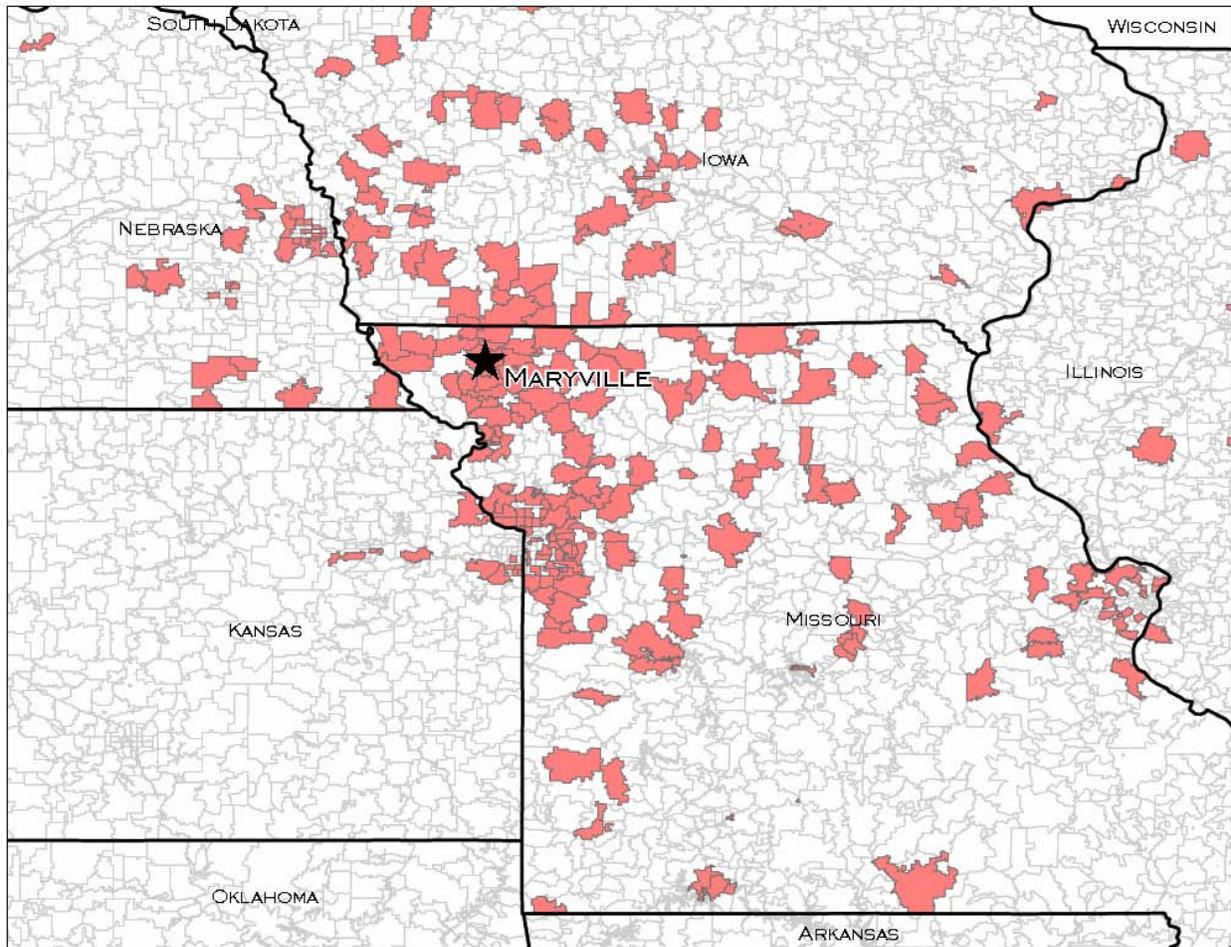
Respondent zip codes from more than 75 miles away from Maryville							
Zip code	City	State	Frequency	Zip code	City	State	Frequency
64152	Kansas City	MO	8	52761	Muscatine	IA	2
64068	Liberty	MO	8	64076	Odessa	MO	2
64015	Blue Springs	MO	7	66061	Olathe	KS	2
64057	Independence	MO	7	66062	Olathe	KS	2
64118	Kansas City	MO	7	68116	Omaha	NE	2
64151	Kansas City	MO	7	68117	Omaha	NE	2
64014	Blue Springs	MO	6	68127	Omaha	NE	2
51503	Council Bluffs	IA	6	68164	Omaha	NE	2
64138	Kansas City	MO	6	66223	Overland Park	KS	2
64050	Independence	MO	5	66224	Overland Park	KS	2
64119	Kansas City	MO	5	64080	Pleasant Hill	MO	2
64133	Kansas City	MO	5	64085	Richmond	MO	2
64155	Kansas City	MO	5	63123	Saint Louis	MO	2
64064	Lee's Summit	MO	5	63129	Saint Louis	MO	2
64081	Lee's Summit	MO	5	68434	Seward	NE	2
64089	Smithville	MO	5	64088	Sibley	MO	2
64465	Lathrop	MO	4	63382	Vandalia	MO	2
68046	Papillion	NE	4	65775	West Plains	MO	2
68022	Elkhorn	NE	3	51002	Alta	IA	1
64024	Excelsior Springs	MO	3	50010	Ames	IA	1
64030	Grandview	MO	3	50021	Ankeny	IA	1
64131	Kansas City	MO	3	51004	Anthon	IA	1
64060	Kearney	MO	3	64725	Archie	MO	1
64086	Lee's Summit	MO	3	63010	Arnold	MO	1
68144	Omaha	NE	3	60505	Aurora	IL	1
64083	Raymore	MO	3	63021	Ballwin	MO	1
63304	Saint Charles	MO	3	63531	Baring	MO	1
50322	Urbandale	IA	3	50029	Bayard	IA	1
64720	Adrian	MO	2	68310	Beatrice	NE	1
68123	Bellevue	NE	2	90210	Beverly Hills	CA	1
64012	Belton	MO	2	50035	Bondurant	IA	1
68007	Bennington	NE	2	50036	Boone	IA	1
65616	Branson	MO	2	57005	Brandon	SD	1
63017	Chesterfield	MO	2	64624	Braymer	MO	1
64735	Clinton	MO	2	51436	Breda	IA	1
65203	Columbia	MO	2	65236	Brunswick	MO	1
65032	Eugene	MO	2	76028	Burleson	TX	1
51534	Glenwood	IA	2	52722	Buttendorf	IA	1
64029	Grain Valley	MO	2	63534	Callao	MO	1
64034	Greenwood	MO	2	51401	Carroll	IA	1
63401	Hannibal	MO	2	63005	Chesterfield	MO	1
65259	Huntsville	MO	2	82007	Cheyenne	WY	1
64055	Independence	MO	2	60657	Chicago	IL	1
52245	Iowa City	IA	2	99567	Chugiak	AK	1
65109	Jefferson City	MO	2	68629	Clarkson	NE	1
64153	Kansas City	MO	2	50325	Clive	IA	1
64158	Kansas City	MO	2	77840	College Station	TX	1
64154	Kansas City	MO	2	50056	Colo	IA	1
66209	Leawood	KS	2	80921	Colorado Springs	CO	1
68507	Lincoln	NE	2	62236	Columbia	IL	1
65340	Marshall	MO	2	64739	Creighton	MO	1
64659	Meadville	MO	2	65453	Cuba	MO	1
64661	Mercer	MO	2	50061	Cumming	IA	1

Respondent zip codes from more than 75 miles away from Maryville

Zip code	City	State	Frequency	Zip code	City	State	Frequency
64740	Deepwater	MO	1	63501	Kirksville	MO	1
63341	Defiance	MO	1	65336	Knob Knoster	MO	1
50315	Des Moines	IA	1	68128	La Vista	NE	1
50327	Des Moines	IA	1	63352	Laddonia	MO	1
51529	Dunlap	IA	1	65049	Lake Ozark	MO	1
54736	Durand	WI	1	64759	Lamar	MO	1
51533	Emerson	IA	1	51241	Larchwood	IA	1
65327	Emma	MO	1	66049	Lawrence	KS	1
50536	Emmetsburg	IA	1	64062	Lawson	MO	1
63440	Ewing	MO	1	66048	Leavenworth	KS	1
63345	Faber	MO	1	64082	Lee's Summit	MO	1
63026	Fenton	MO	1	60439	Lemont	IL	1
63028	Festus	MO	1	63452	Lewistown	MO	1
68357	Filley	NE	1	68504	Lincoln	NE	1
63031	Florissant	MO	1	68516	Lincoln	NE	1
63034	Florissant	MO	1	68522	Lincoln	NE	1
29708	Fort Mill	SC	1	80130	Littleton	CO	1
63441	Frankford	MO	1	65682	Lockwood	MO	1
68025	Fremont	NE	1	51546	Logan	IA	1
92835	Fullerton	CA	1	50155	Macksburg	IA	1
64641	Galt	MO	1	64658	Marceline	MO	1
75043	Garland	TX	1	63043	Maryland Hieghts	MO	1
99588	Glennallen	AK	1	53560	Mazomanie	WI	1
63541	Glenwood	MO	1	32934	Melbourne	FL	1
51443	Glidden	IA	1	64660	Mendon	MO	1
85395	Goodyear	AZ	1	79536	Merkel	TX	1
68028	Greina	NE	1	63556	Milan	MO	1
51536	Hancock	IA	1	65270	Moberly	MO	1
51537	Harlan	IA	1	71655	Monticello	AR	1
64701	Harrisonville	MO	1	61270	Morrison	IL	1
65040	Henley	MO	1	48858	Mount Pleasant	MI	1
31313	Hinesville	GA	1	52641	Mount Pleasant	IA	1
88240	Hobbs	NM	1	51559	Neola	IA	1
55941	Hokah	MN	1	64667	Newtown	MO	1
51025	Holstein	IA	1	64854	Noel	MO	1
55350	Hutchinson	MN	1	50211	Norwalk	IA	1
69033	Imperial	NE	1	63368	O Fallon	MO	1
64054	Independence	MO	1	51560	Oakland	IA	1
64056	Independence	MO	1	68415	Odell	NE	1
64058	Independence	MO	1	79762	Odessa	TX	1
62650	Jacksonville	IL	1	68106	Omaha	NE	1
50129	Jefferson	IA	1	68114	Omaha	NE	1
50131	Johnston	IA	1	68136	Omaha	NE	1
64109	Kansas City	MO	1	68138	Omaha	NE	1
64113	Kansas City	MO	1	52321	Onslow	IA	1
64116	Kansas City	MO	1	50213	Osceola	IA	1
64126	Kansas City	MO	1	52577	Oskaloosa	IA	1
64127	Kansas City	MO	1	66212	Overland Park	KS	1
64157	Kansas City	MO	1	66213	Overland Park	KS	1
99337	Kennewick	WA	1	92211	Palm Desert	CA	1
51543	Kimballton	IA	1	68420	Pawnee City	NE	1
64650	Kingston	MO	1	64078	Peculiar	MO	1
77345	Kingwood	TX	1	61604	Peoria	IL	1

Respondent zip codes from more than 75 miles away from Maryville			
Zip code	City	State	Frequency
50220	Perry	IA	1
85018	Phoenix	AZ	1
62305	Qunicy	IL	1
64084	Rayville	MO	1
65737	Reeds Spring	MO	1
64150	Riverside	MO	1
72758	Rogers	AR	1
50581	Rolfe	IA	1
78681	Round Rock	TX	1
64862	Sacoxie	MO	1
63301	Saint Charles	MO	1
63077	Saint Clair	MO	1
63121	Saint Louis	MO	1
63122	Saint Louis	MO	1
63135	Saint Louis	MO	1
63137	Saint Louis	MO	1
63138	Saint Louis	MO	1
63145	Saint Louis	MO	1
78217	San Antonio	TX	1
92675	San Juan Capistrano	CA	1
78383	Sandia	TX	1
64783	Schell City	MO	1
85260	Scottsdale	AZ	1
85255	Scottsdale	AZ	1
65746	Seymour	MO	1
50244	Slater	IA	1
65809	Springfield	MO	1
62704	Springfield	IL	1
65285	Thompson	MO	1
64682	Tina	MO	1
66610	Topeka	KS	1
66605	Topeka	KS	1
64683	Trenton	MO	1
63084	Union	MO	1
63565	Unionville	MO	1
68456	Utica	NE	1
51465	Vail	IA	1
40175	Vine Grove	KY	1
68066	Wahoo	NE	1
99654	Wasilla	AK	1
50263	Waukee	IA	1
64097	Wellington	MO	1
65360	Windsor	MO	1
68789	Winnetoon	NE	1
50273	Winterset	IA	1
50275	Woodburn	IA	1
63390	Wright City	MO	1
63474	Wyaconda	MO	1

The following illustration depicts a majority of the zip codes of the respondents' home addresses that were within 75 miles of Maryville.



SECTION III

RESPONSES TO OPEN-ENDED QUESTIONS

Open-ended questions are opportunities for the respondent to fill in a blank and not just select a predetermined answer. There were eight such questions on the survey. Numbers in parentheses indicate the frequency of any multiple responses.

2. What is the main purpose of your visit to Maryville?

Attending college (325)
Visiting friends or family at college (10)
Work (9)
Golf (7)
Alumni visit (4)
Bringing children to college (3)
College visit with children (3)
Family Reunion / visiting family not college (3)
Wal-Mart (3)
All of the above
Carson's/the bars
College close to home
College students to party
Conference
Family lives here
Football Game at University
I am an out of town student that lives in town during the school year only
I am student teaching and like to go visit friends that still attend the university
I go to college here and sometimes go out for fun
I live on campus and usually go to town for Wal-Mart
I'm an alumni/grad student from St. Joe
My work, college, friends, and shopping are in Maryville
Northwest as student and part time job in area
NWMSU Alumni
NWMSU Homecoming
Shopping, Dining, Movies
The only time I leave NW campus is to catch a movie or eat something besides campus food
Vacation
Visit daughter in college, church, dining, university events
Visiting friends
Walking around
Work at NWMSU

4. Where are you staying overnight in Maryville?

NWMSU Campus (153)
Apartment (75)
House (14)
Rental House (19)
Rental Property (5)
South Complex (2)
Alpha Kappa Lambda fraternity
At place I rent
Duplex
Fraternity House
Fraternity House
Holiday inn
Home
Housing for the semester
I have temporary residence
I live here
I live on 1st street for school
I stay part time at a rented apartment
I stay with my old roommates
I stay with my sister periodically
Mozingo Cabin
On Buchanan Street
Own place
Part time resident
Sister at Fox Alley Apartments
Temporary apartment
Tower Suites
Village O
With friends

6. How often do you visit downtown Maryville?

Every day (20)
Almost every day (8)
I live here (7)
Weekly (6)
I go to college here (3)
All the time (2)
We come every 18 months or so (2)
1-2 times per week (2)
All Year long (2)
Every other week
3 or 4 times a month
3-4 days a week
9 months of the year

About 5 times a week
August through May
Been in the same hotel room for the last 6 months
College 30 years ago
During the fall and spring semesters
During the school year
Every other day about
Every two years
I eat out with friends every week so I go to the downtown area
I like to get off campus once a week.
I'm driving through town at least 4 times a week
Just when I'm here for school
Most of the week each month
On a regular basis
Pay bills and run errands
QUITE OFTEN
Semester long at a time
Several times a week
Stay for school year
This is my second time.
Used to live here 30 years ago
When driving from one side of town to the other
Whenever I drive to places

8. What are the top two reasons you most often visit downtown Maryville?

School (25)
Family (12)
Friends (6)
Work (5)
Antique store shopping
Business
Carson's
Church
College and in high school, for contests
Hair cut
I like to eat
I live on the square, so I am there daily.
I mainly go to wal mart and hyvee, there is not much for a college student in downtown
except bars
It's very small...you drive through it every day to get anywhere in Maryville
My daughter attends dance class at Bearcat Boogie
Movies
There is nothing else to do there
Visiting
Walk around and take pictures

12. What kinds of recreation or entertainment opportunities would make you more likely to visit downtown Maryville?

- Shopping / more variety (8)
- New Restaurant (6)
- Breakfast place / IHOP / Coffee Shop (6)
- A (nice, classy) small restaurant or pub (5)
- A gym (4)
- All of the above (2)
- \$1 store
- A music shop, and would probably be cheaper for the university
- Target
- Dance bar with karaoke
- Dancing
- Don't know live 550 miles away
- Art galleries
- Fix your streets; they are THE worst in the NATION
- Good places to eat so we don't have to drive to St. Joseph all the time to eat and shop!
- Having businesses stay open later than 5 pm
- I would like to see a new restaurant maybe like a Village Inn or Chipotle
- If NWMSU added wrestling to their programs
- Just need to know the various shops and if they can provide any better deals than others
- Maryville really needs a downtown diner - open early and closes late
- Micro-Brewery
- Mini golf
- Move something closer to downtown like, Applebee's
- Non-Trashy Bar
- Okay the way it is
- Piano bar, late night food
- Rec center including rock climbing wall, ice rink, and indoor pool
- Skating rink
- Some kind of mall or something
- Taco Bell, Chipotle, Starbucks, a Mall
- University Run Child Care Center
- Victoria's Secret
- Vitamins/supplement store like GNC
- We live in a different state

13. What kinds of additional businesses do you think would make you more likely to visit downtown Maryville?

- Bars (3)
- A 24-hour diner (4)
- IHOP (3)
- Electronics Store (2)
- Chipotle (2)
- Starbucks (2)

Denny's, Pancake City or Waffle House
Panera Bread, Fazoli's, Jimmie John's, Italian, Village Inn, Wendy's, Buffalo Wild Wings
All of the above
Everything listed but sporting goods would make me more likely to visit downtown
ANYTHING
Apparel stores
Bicycle Shop
Chain restaurants
Chain stores
Chili's restaurant
Farmer's Market
Gay bar
Good as is
Live music....Everything from classical to alternative
Most of the students at Northwest are studying to be teachers!
Nicer, bigger thrift stores and consignment shops
Pool hall
There are very few shopping areas, other than Wal-Mart in Maryville.
There needs to be somewhere QUICK to get something to eat on this side of town!
Variety of restaurants
Victoria's Secret
Why am I being limited on my choices? Give me a break

14. What other physical improvements do you think would make downtown Maryville more appealing?

Repair streets and roads (83)
Stop lights with sensors, not timers / Improve lights (7)
Street lane improvements (7)
Courthouse square improvements (3)
Better lighting, including parking lots (2)
Fill vacant buildings (2)
"Looks" has go to go! Terrible store front, focus on improving the square
A fountain or water feature for sight & play
A no-alcohol hangout place
All of the above
An outdoor place to hang out/ throw a football around something like that
Be more like Zona Rosa, which makes you want to get out and walk around
Better landscaping.
Better retail stores
Better restaurants
Better roads around the entire town, roads in Baghdad and Kabul are extremely better
Better roads!
BETTER ROADS! 4 LANES and FIX THE ROADS THAT EAT CARS!
Better roads, fix potholes, 16 th street for example
turning lanes at all intersections
Downtown should have better walking conditions for a college town.

Floral gardens
FOR THE LOVE OF GOD! FIX THE DAMN ROADS!
I would improve the quality of the roads and add more bike paths through Maryville
I'd like to add: Before renovating the downtown area, fix the streets. Market St is
horrible!!!!
It's all about the art
Landscaping/hardscaping
Less abandoned buildings
Less Signage, improved parking, green space
Lose the bars, they pull this place down
Love Maryville, already
Main street doesn't go in a straight line
Make available map of Maryville for visitors
More hotels
More road access to major businesses
Most side walks around the square are nice, but the rest have awkward ramp accesses.
Need to fix roads first before un-needed renovations
New roads!!!!!!!!!!!!!!
New/improved roads and sidewalks would make the atmosphere MUCH more appealing
and SAFE!
Newer buildings/more entertainment...Maryville is DEPRESSING
Signs to off the beaten path places, i.e. the post office, parks (not just stumble upon them)
Smoother roads!!!!!! would be a huge benefit
Something other than a bar or UPS to interest me in going there
The roads in Maryville are terrible!!!!
The roads need improved badly. the potholes are horrible
The roads should be repaved. There are too many pot holes!
Try for a more community feel like I know that your store friendly
Utilization of empty building space, which would create more opportunities for any type of
business
You are getting there. Love what Carson's has done!

16. Please indicate which of the following are hobbies of yours?

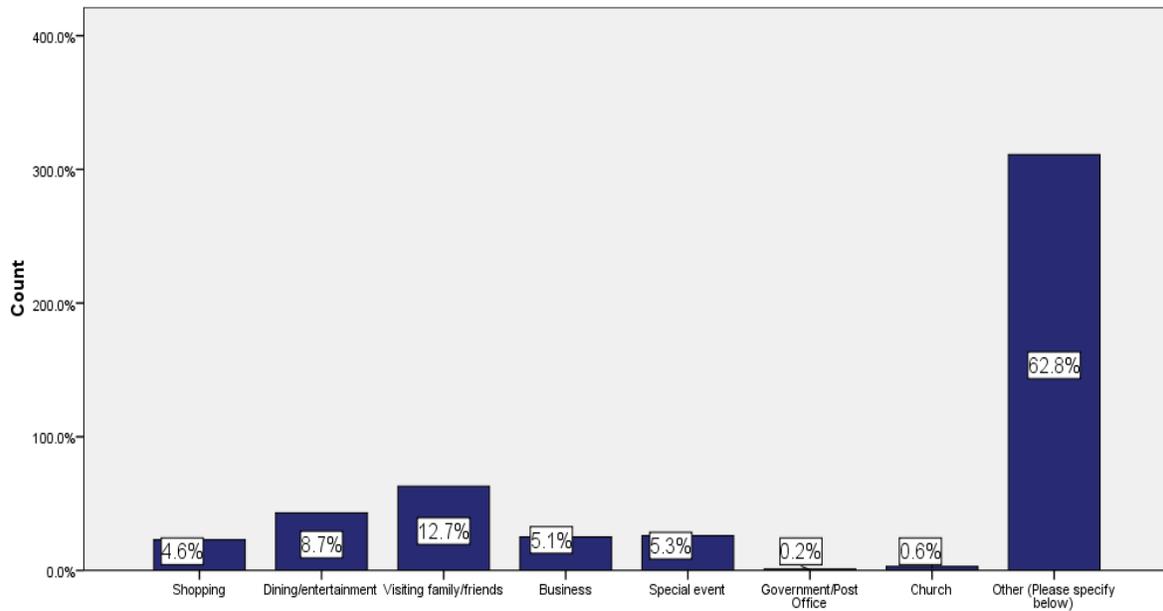
Reading (24)
Sports (20)
Music / playing instruments (14)
Art appreciation (9)
Exercise / working out (8)
Performing Art / Dance / Theatre (8)
Running (8)
Music / concerts / listening (7)
Crafts (6)
Knitting / Quilting / Sewing (6)
Scrapbooking (6)
Gaming, Arcade / computer / video (5)
Photography (5)

Shopping (4)
Swimming (4)
Writing (4)
Collecting (3)
Horseback Riding (3)
Movies (3)
Dining out (2)
Drinking (2)
Family (2)
Gardening (2)
Nightlife (2)
Paintball (2)
Pottery (2)
Travel / sightseeing (2)
Bowling
Classic car restoration
Eating breakfast
Fishing
Gaming
Extreme sports
Nascar
Pets
Downhill skiing (out of state)
Ping pong
Kayaking
Role playing Games
Skating
Mini golf
Yoga

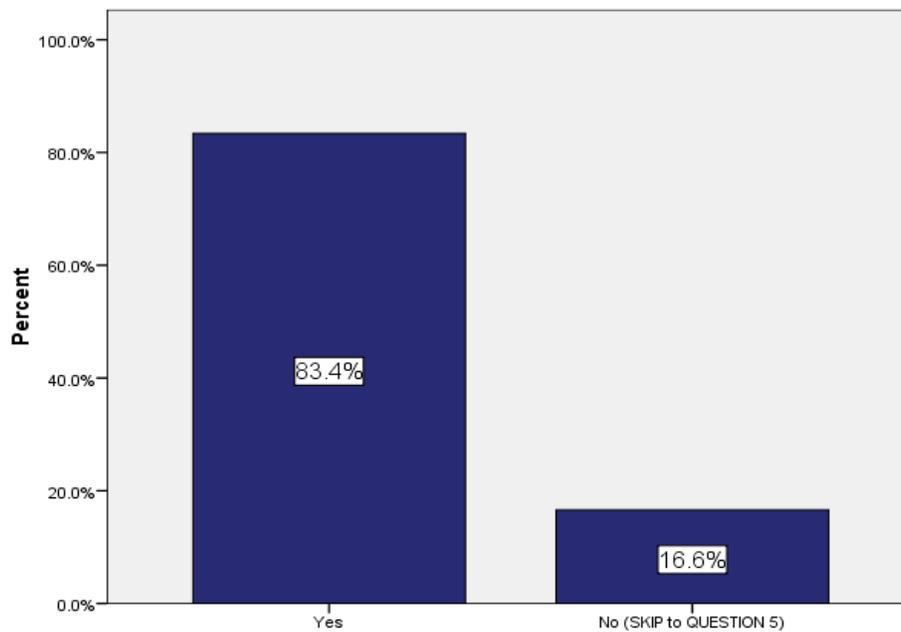
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SECTION IV

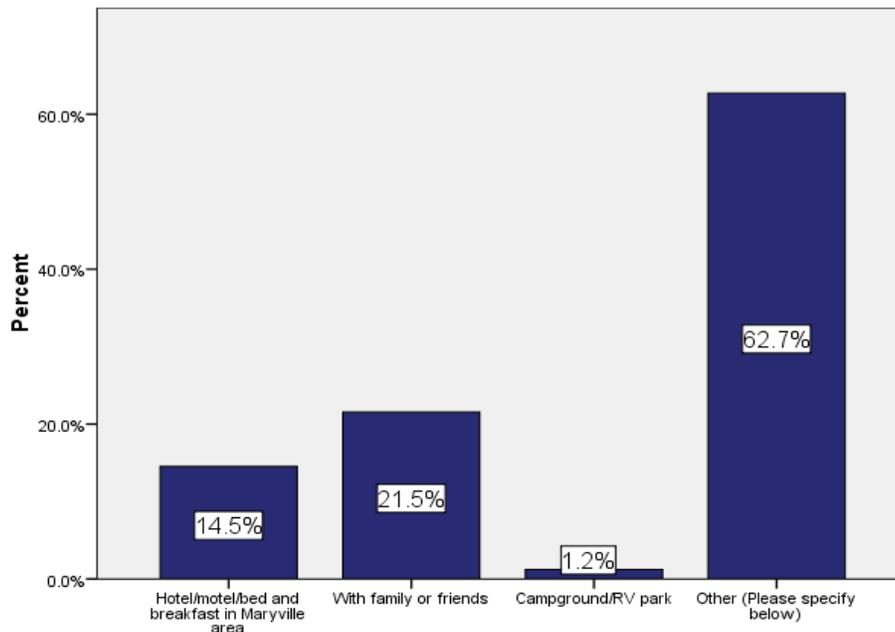
VISITOR BAR CHARTS



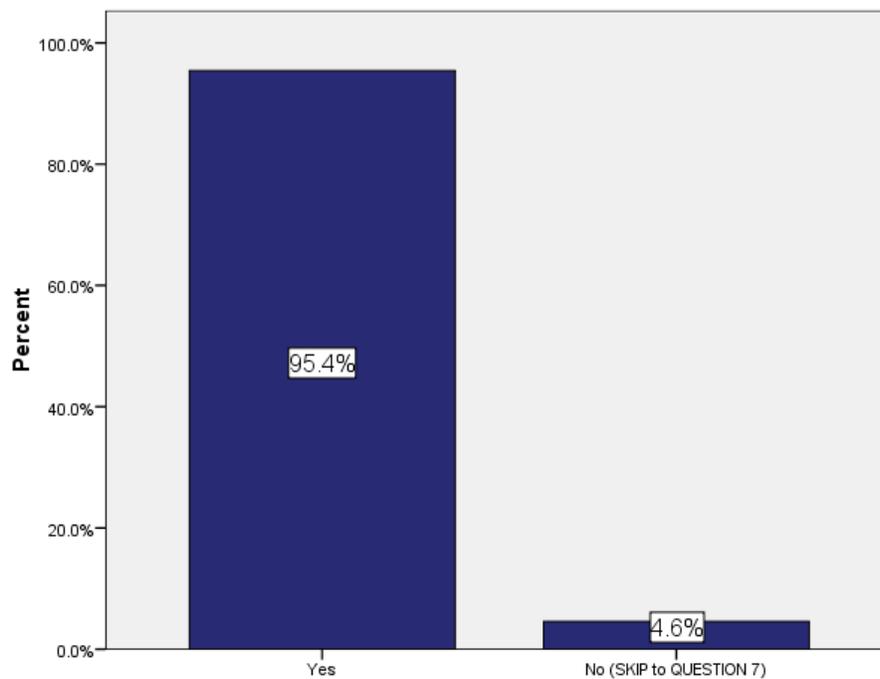
2. What is the main purpose of your visit to Maryville?



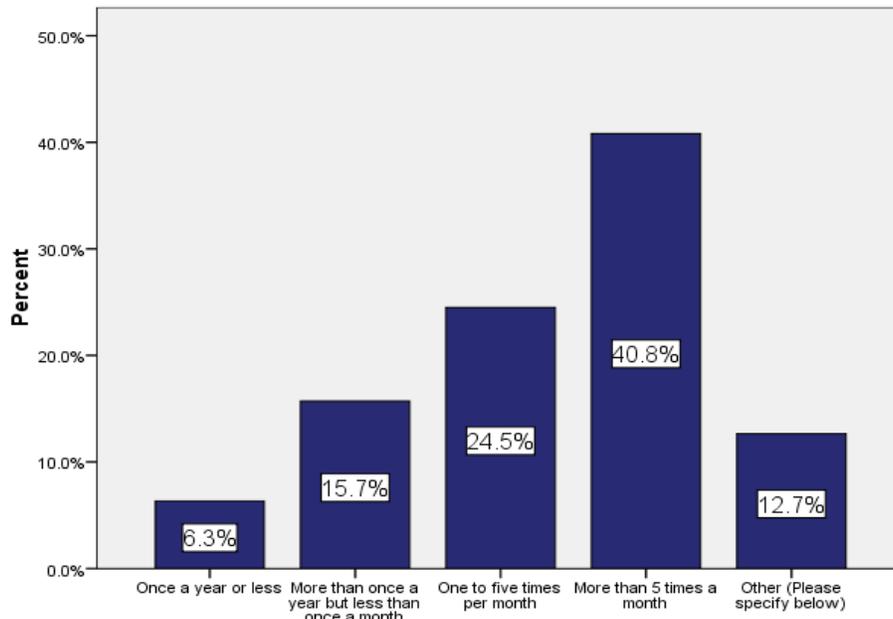
3. Are you staying overnight in Maryville?



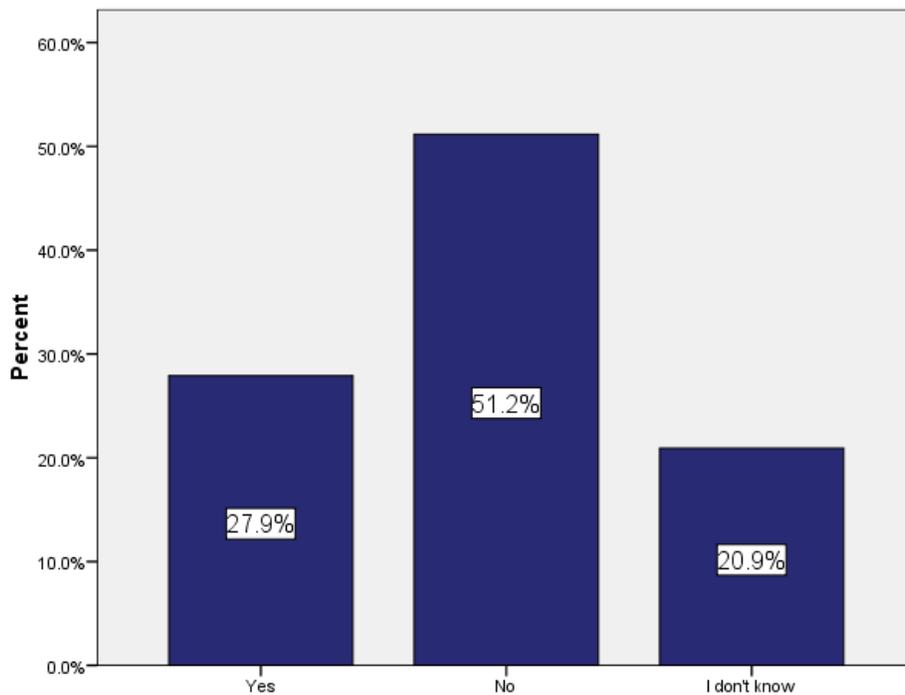
4. Where are you staying overnight in Maryville?



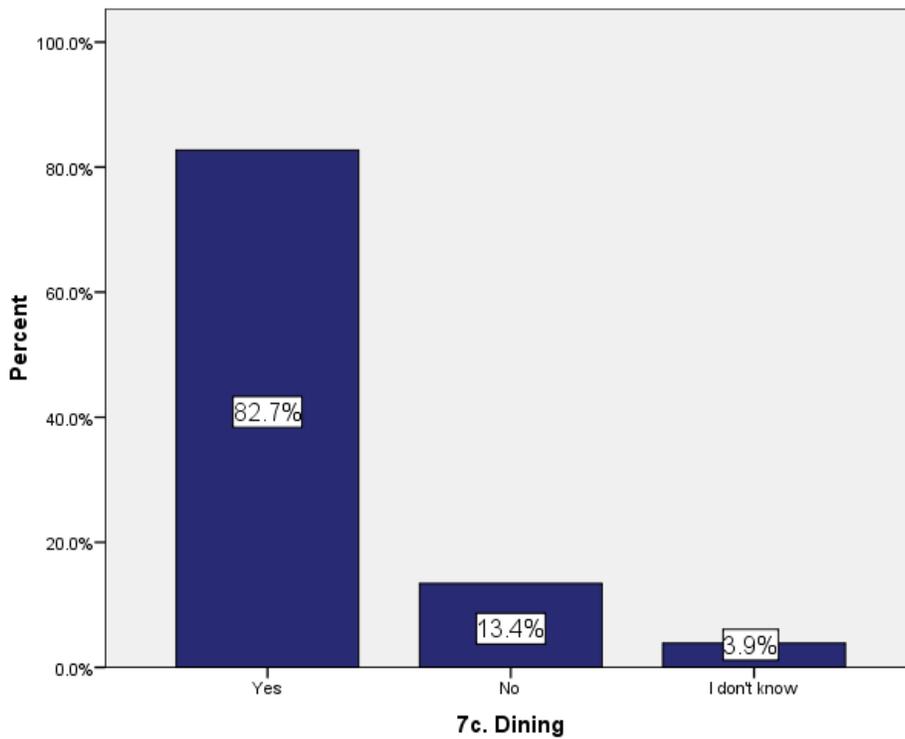
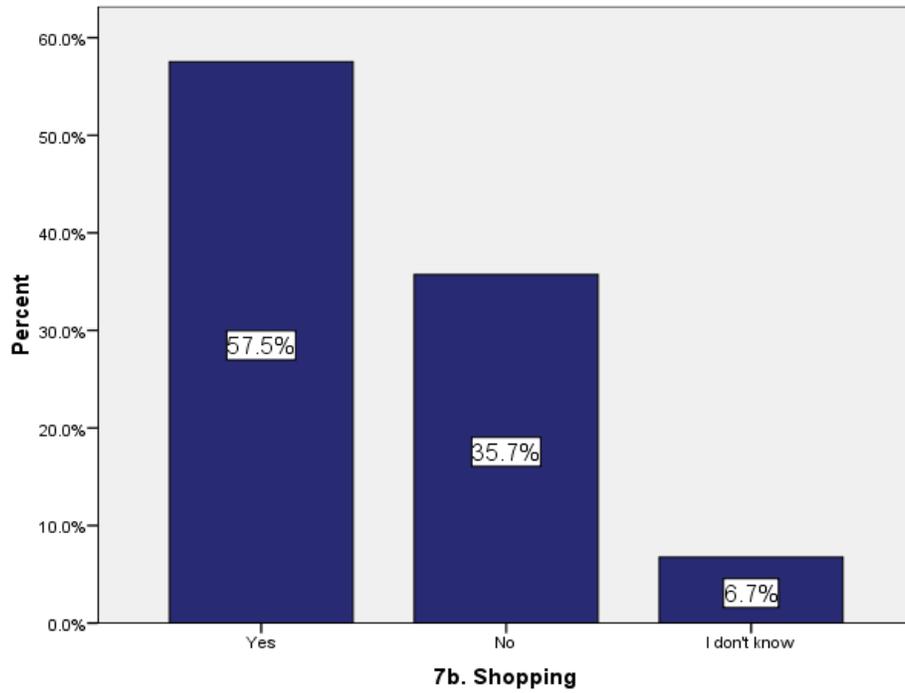
5. Have you visited Downtown Maryville before today?

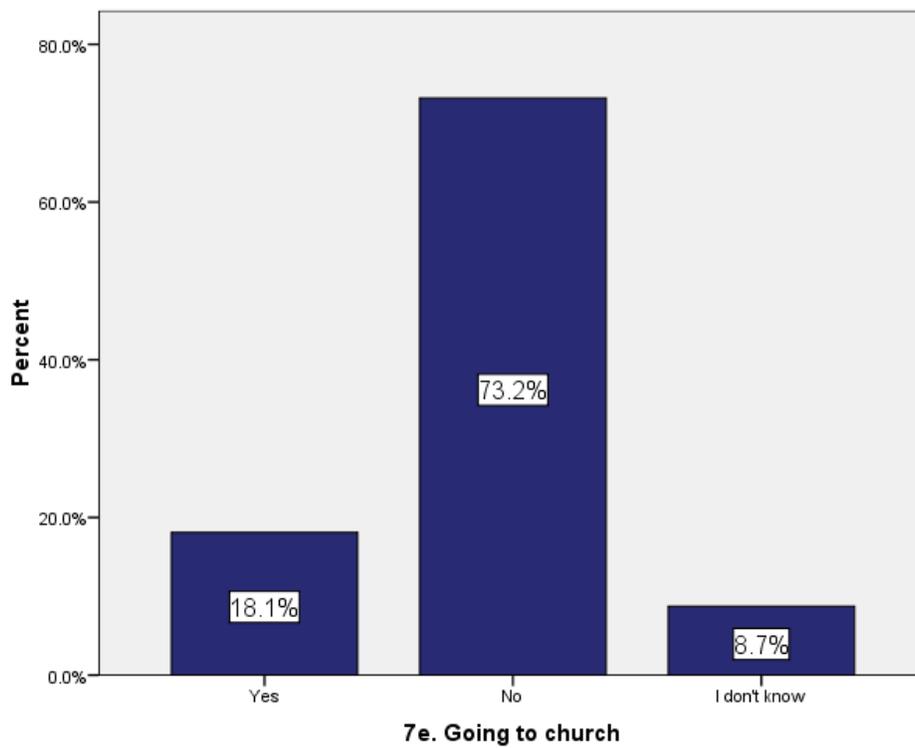
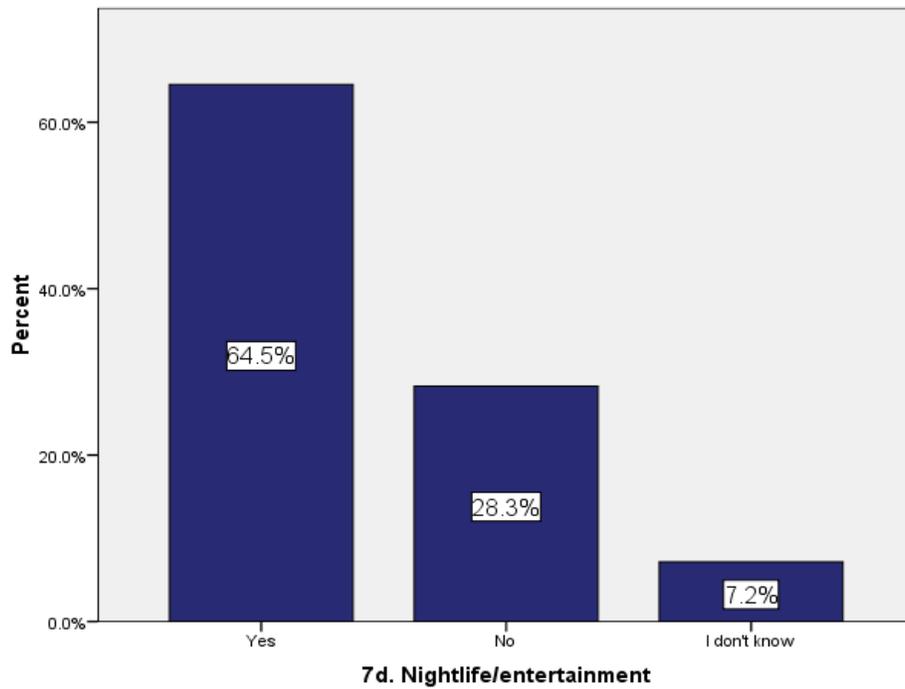


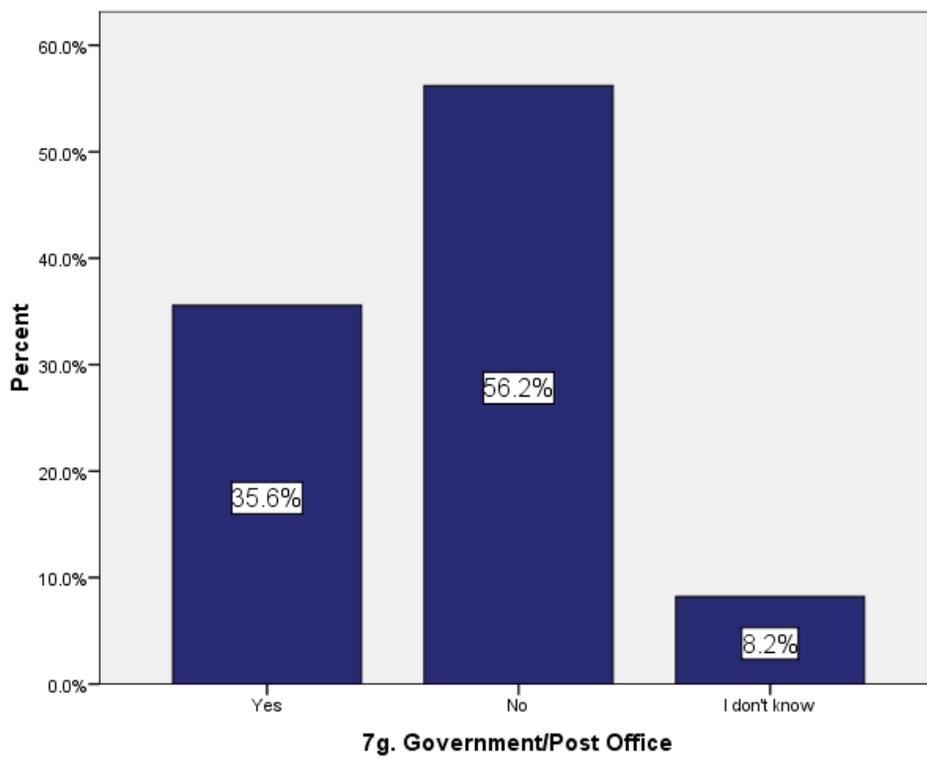
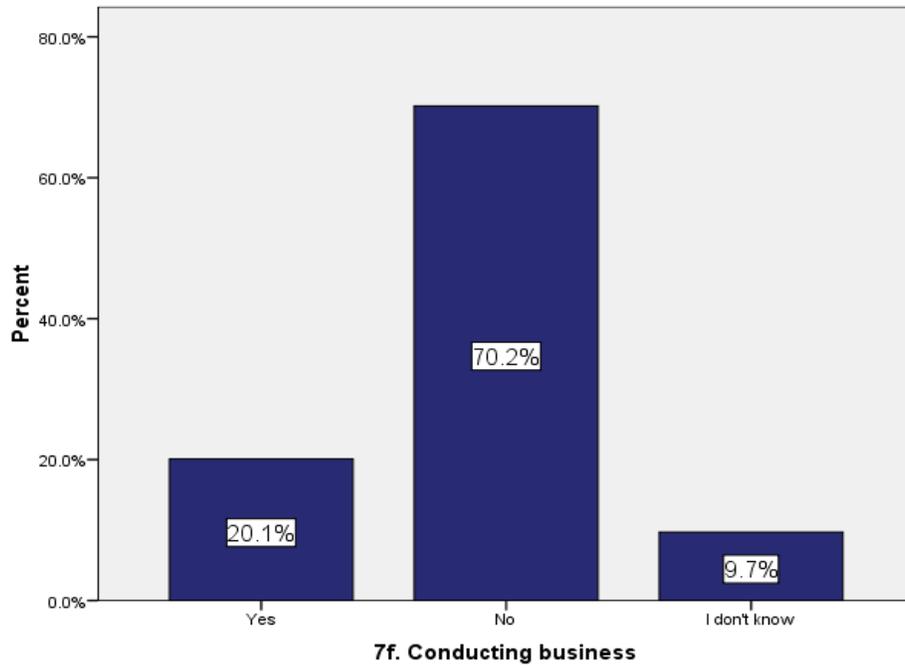
6. How often do you visit Downtown Maryville?

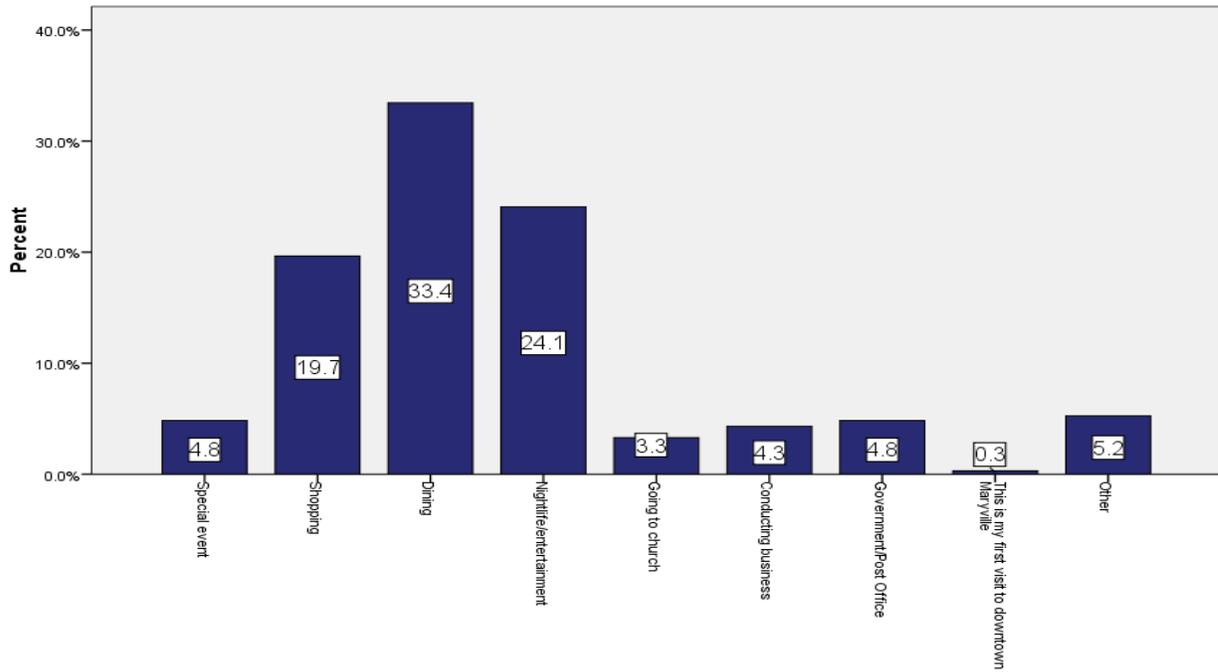


7a. Special event

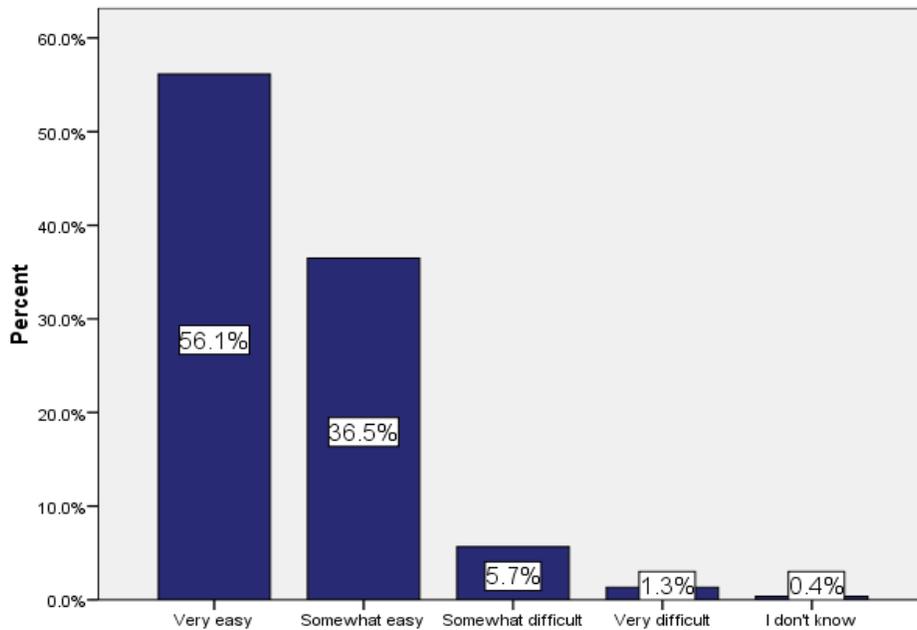




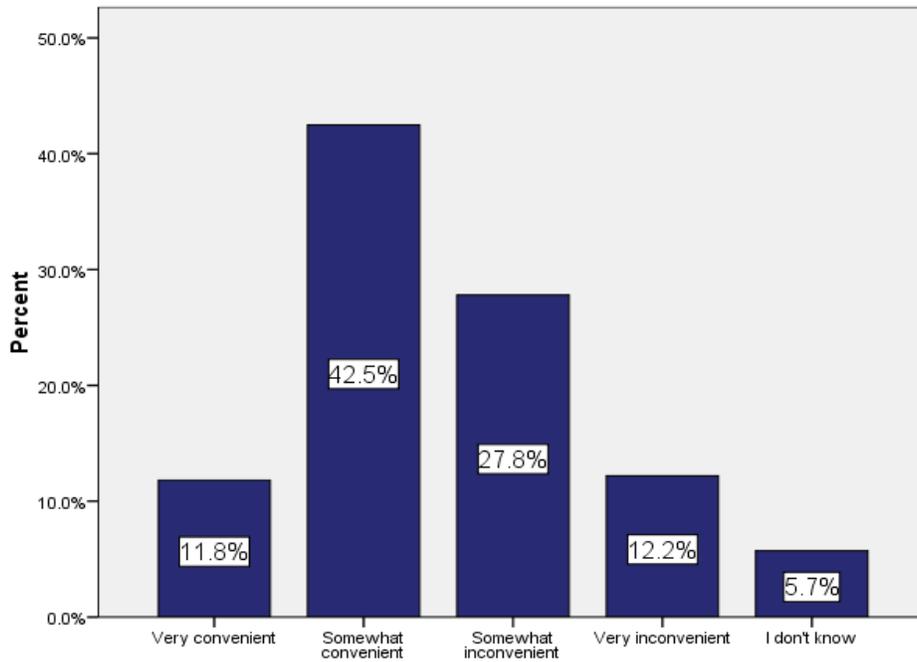




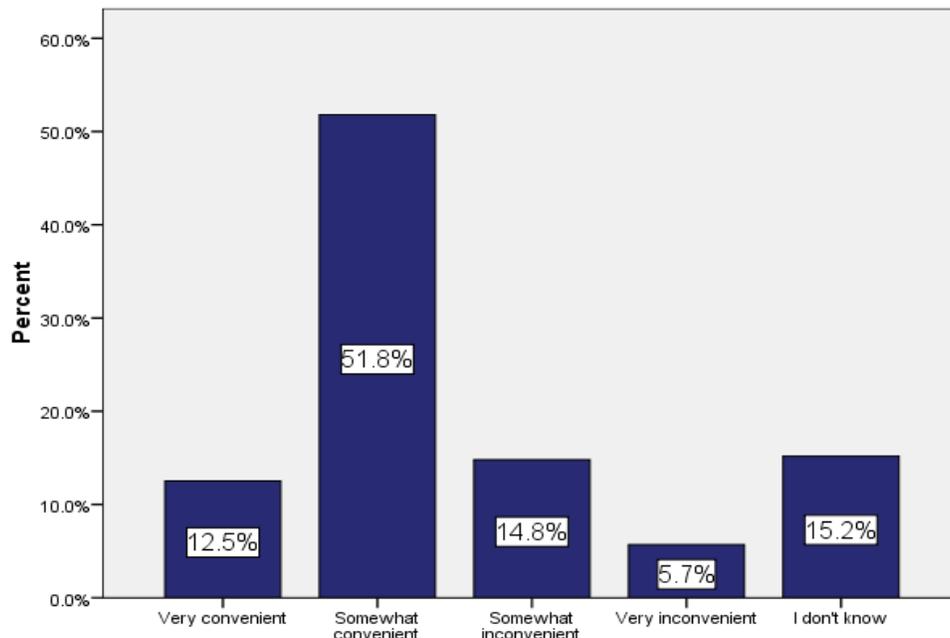
8. What are the top two reasons you most often visit downtown Maryville?



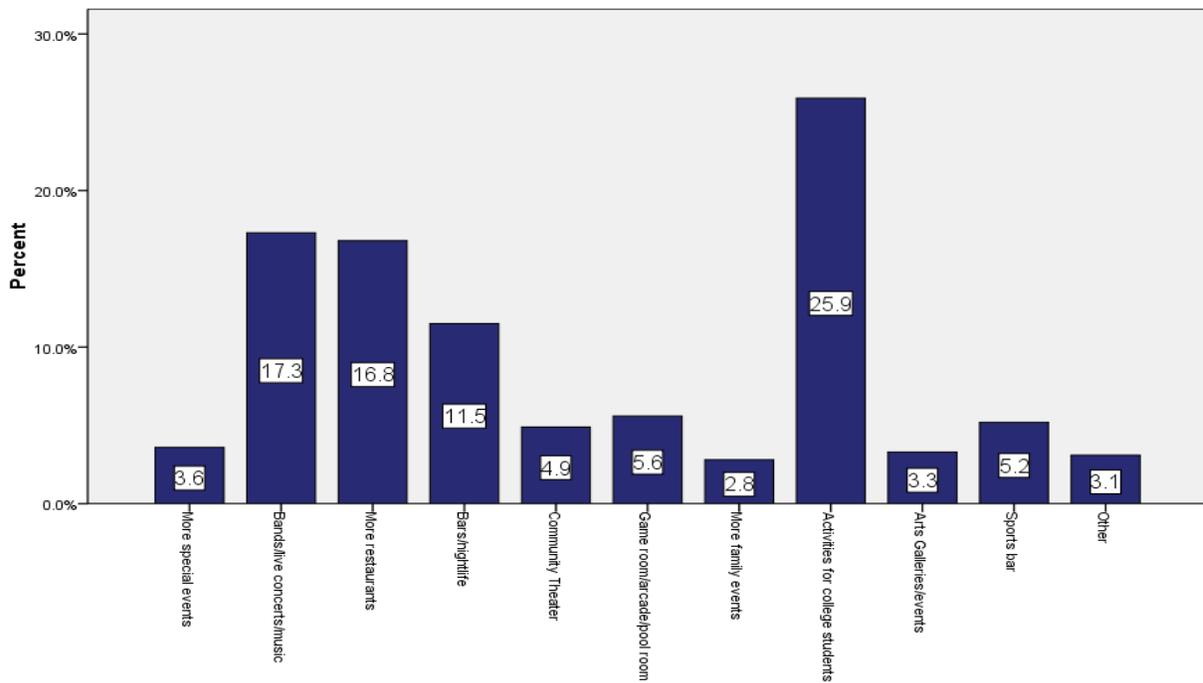
9. How easy would you say it is to find your way around Downtown Maryville?



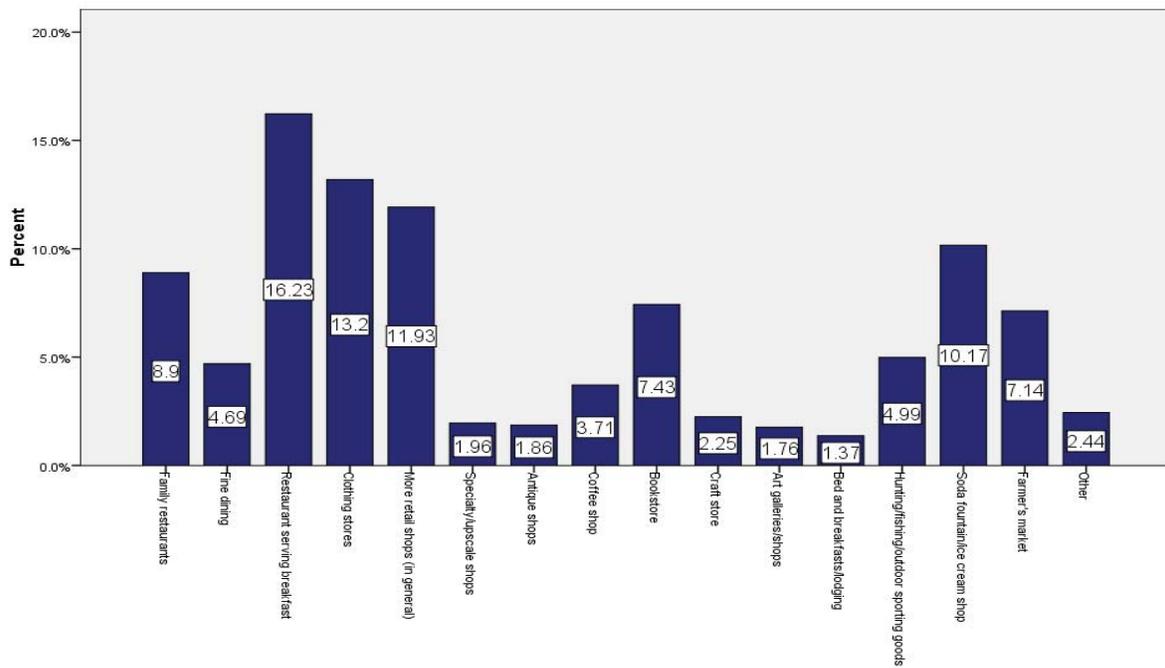
10. How convenient would you say that parking is Downtown?



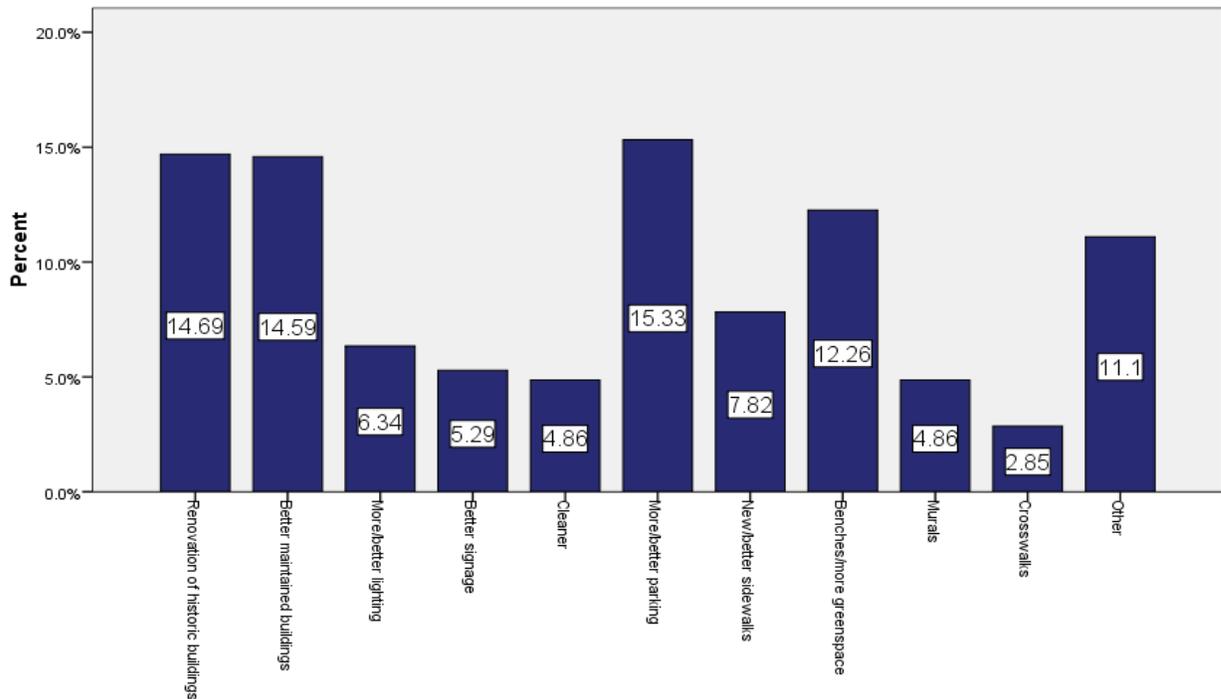
11. How convenient would you say that the hours of Downtown businesses are?



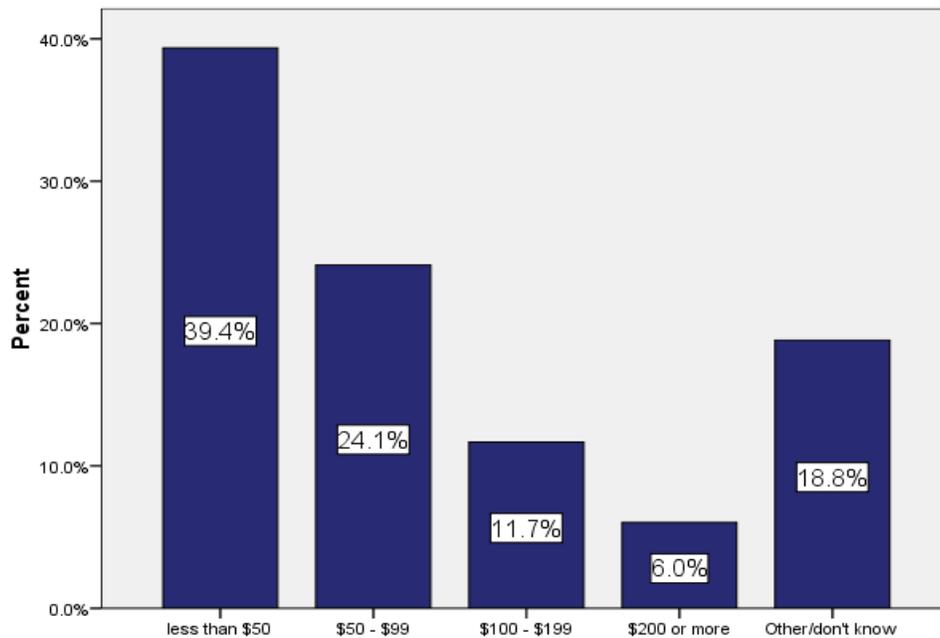
12. What kinds of recreation or entertainment opportunities would make you more likely to visit downtown Maryville?



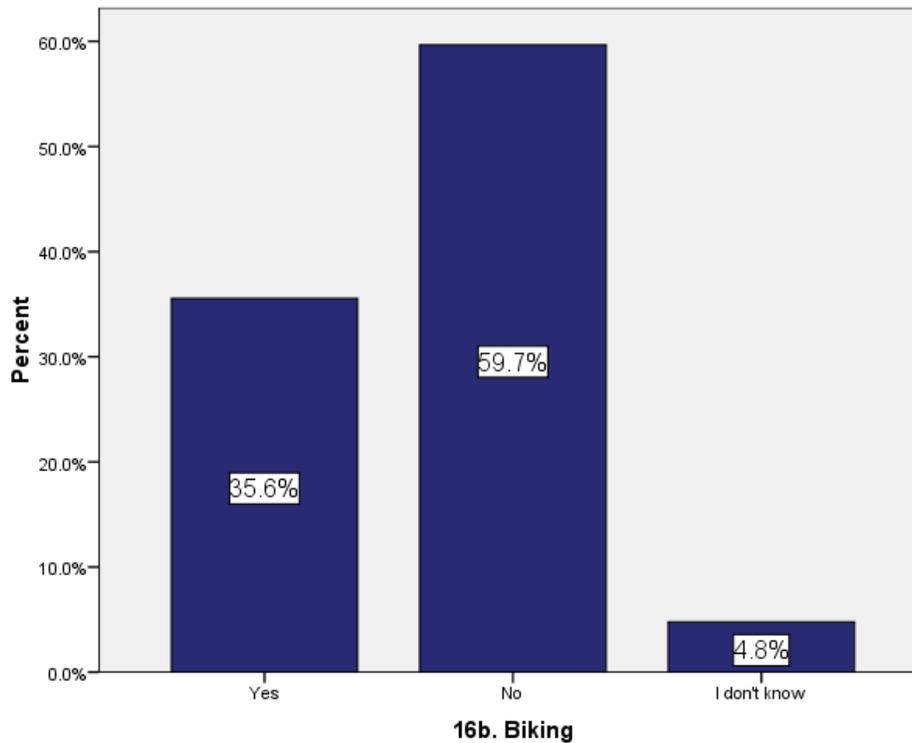
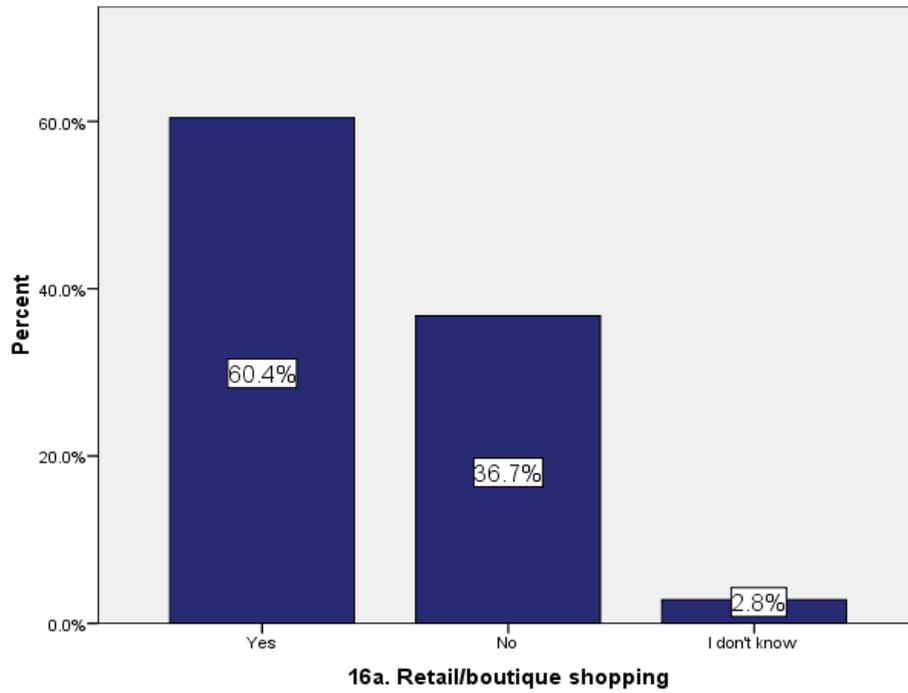
13. What kinds of additional businesses do you think would make you more likely to visit downtown Maryville?

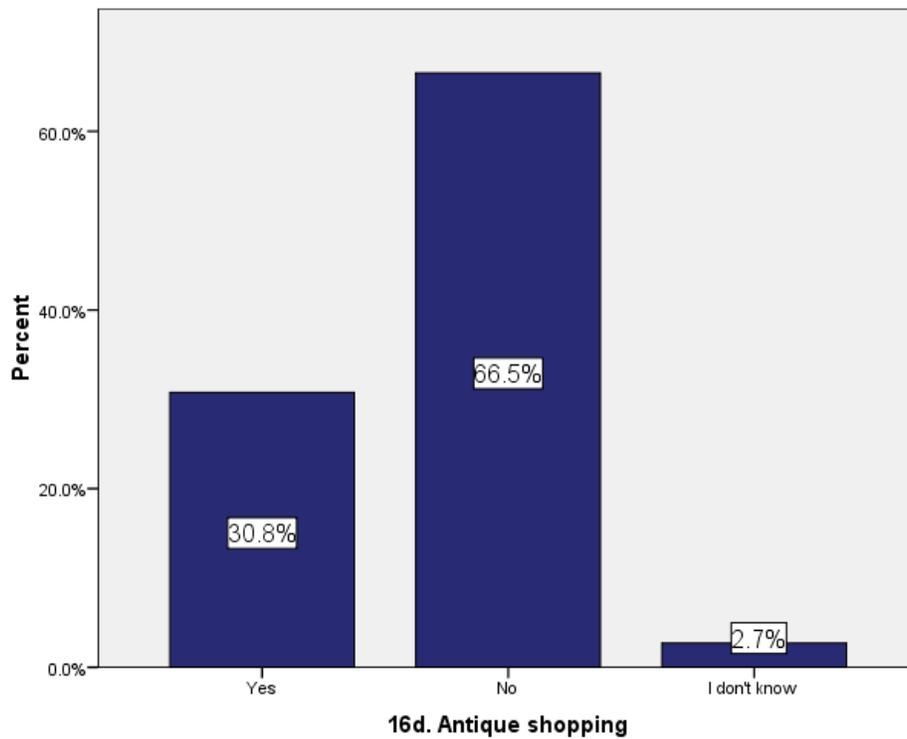
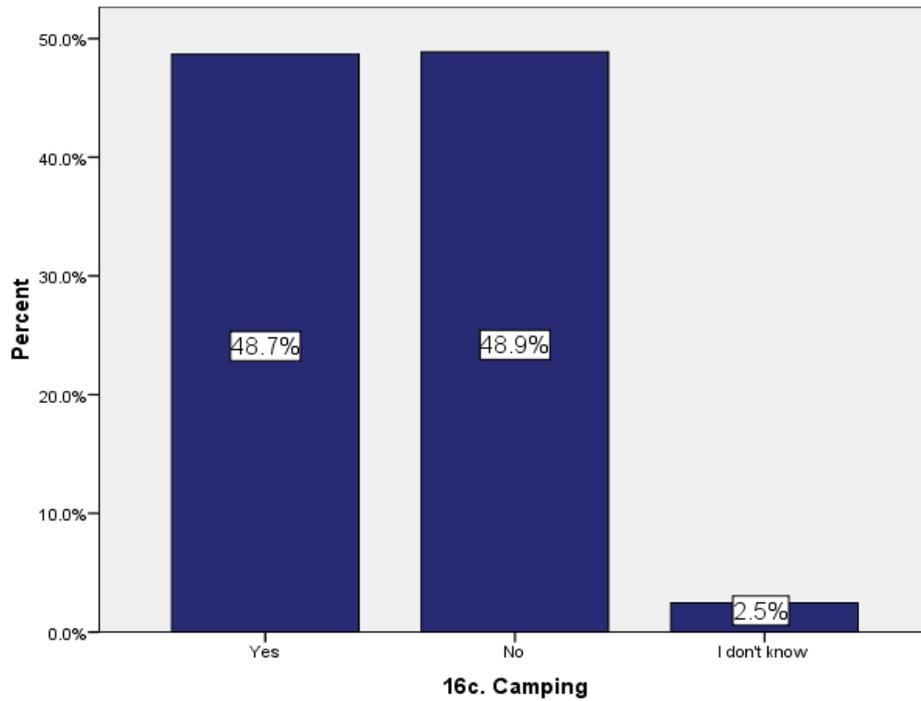


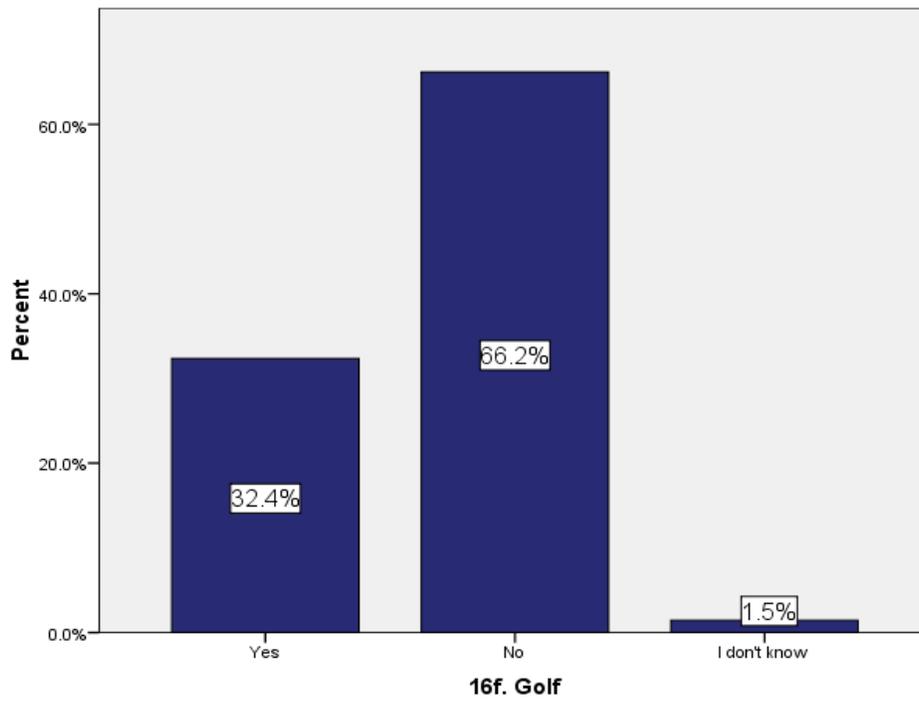
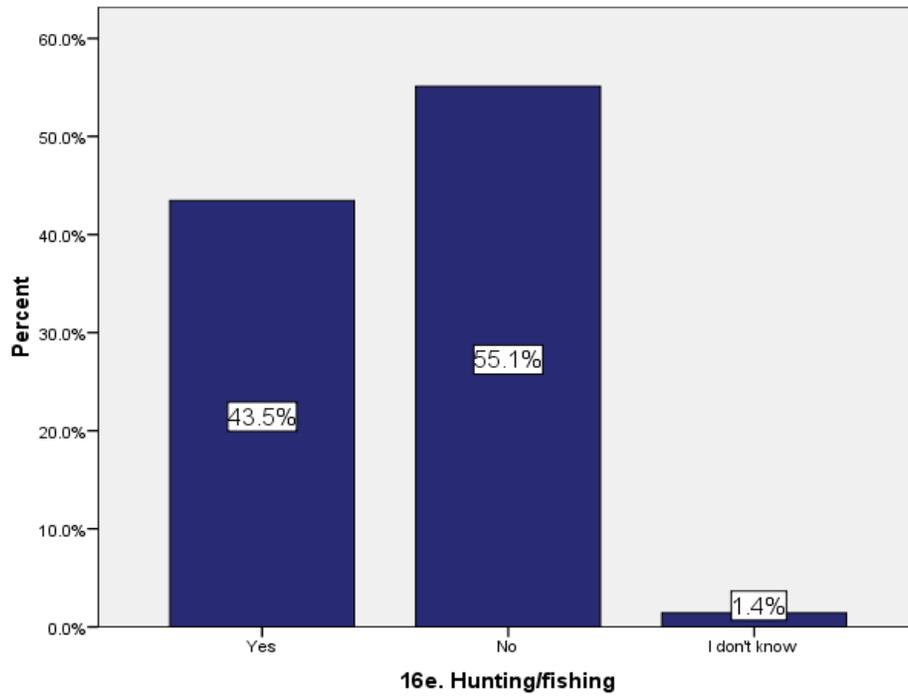
14. What other physical improvements do you think would make downtown Maryville more appealing?

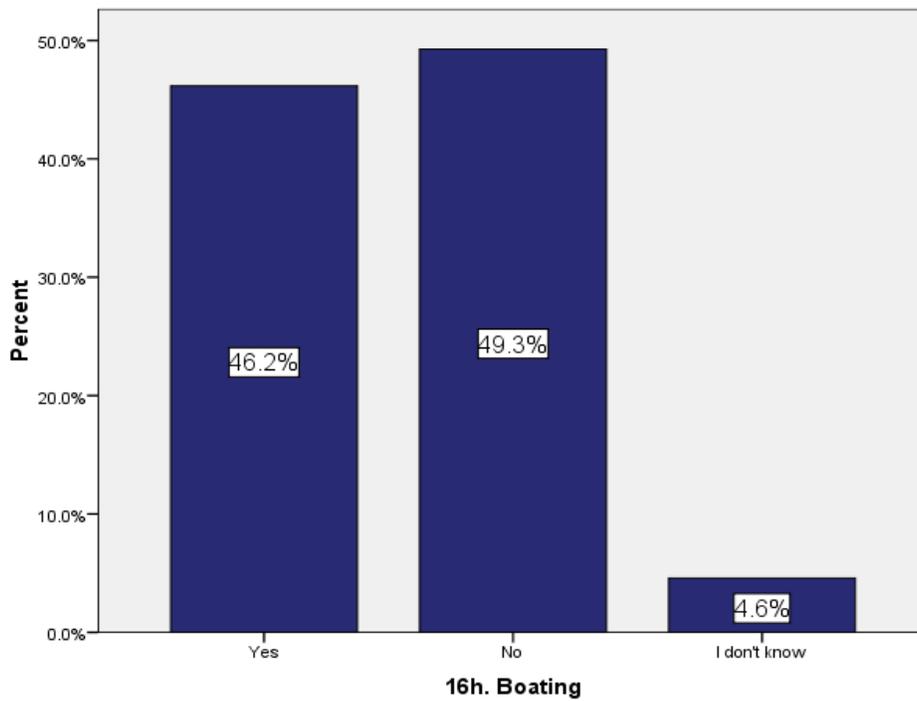
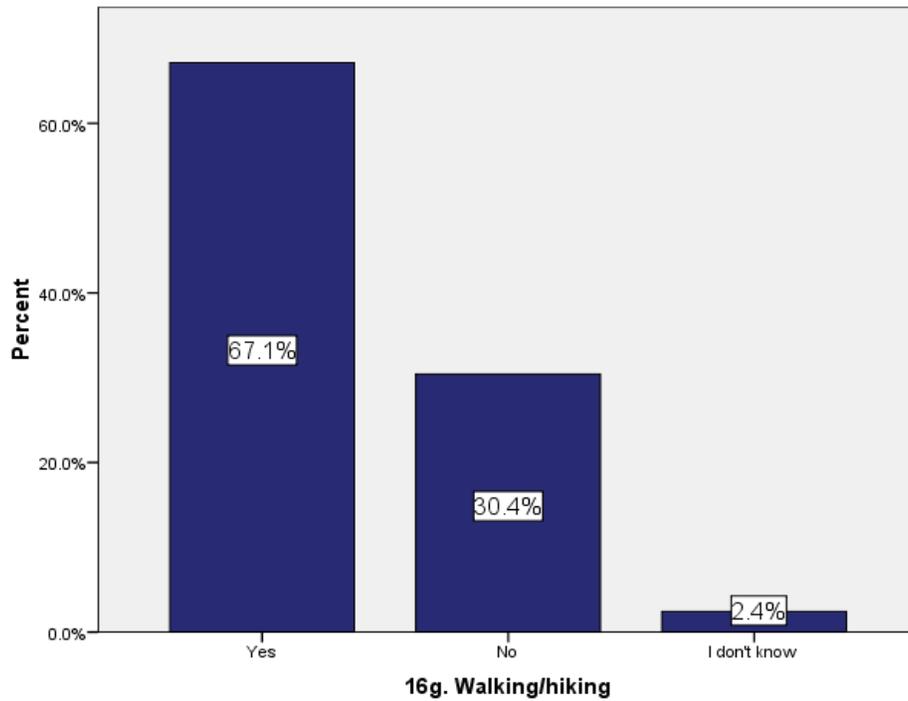


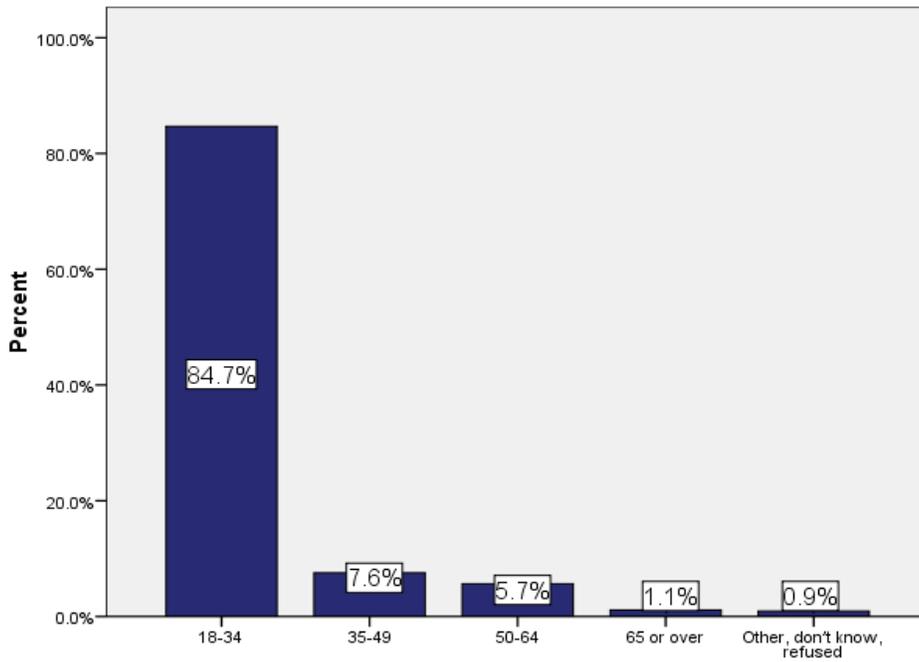
15. Excluding lodging, how much money are you likely to spend in Downtown Maryville during this visit?



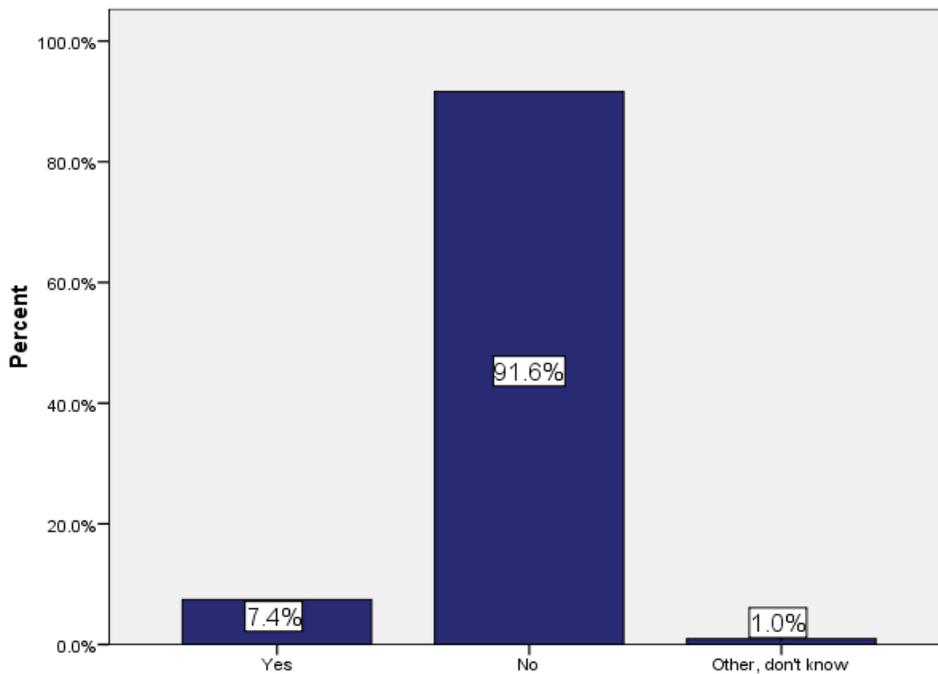




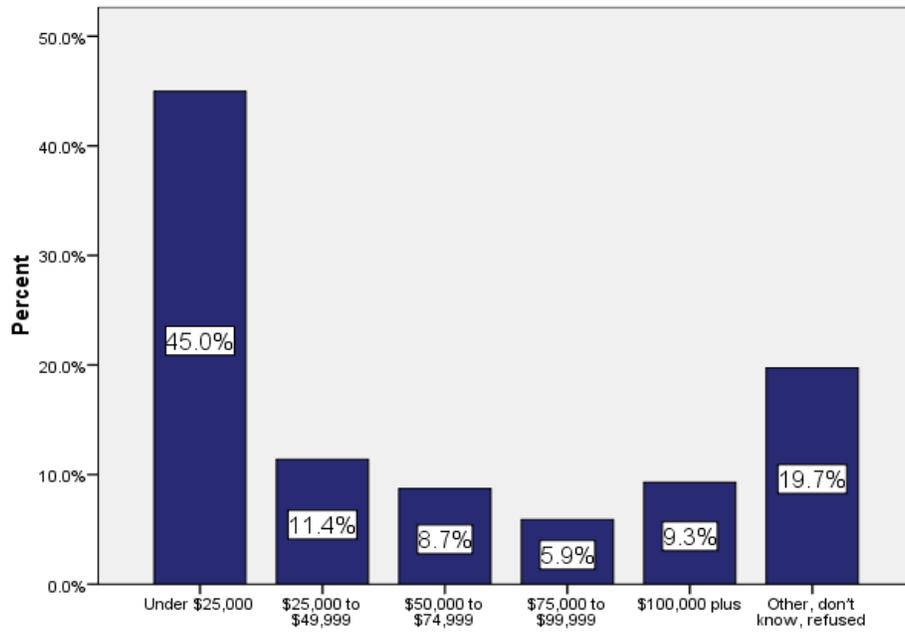




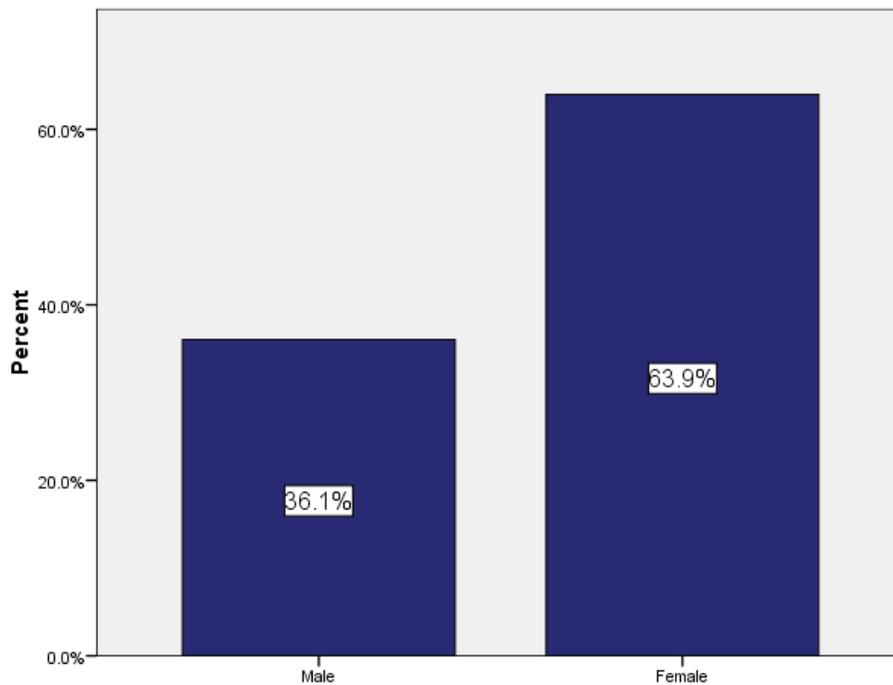
17. In which of the following age groups are you?



18. Did any children under the age of 18 come with you Downtown today?



19. Which category that best describes your annual household income from 2007?



20. Gender

SECTION V QUESTIONNAIRE

Downtown Maryville Visitor Survey

1. **What is your Zipcode?**
(If respondent answers "64468," interview will terminate.)

2. **What is the main purpose of your visit to Maryville?**

- | | |
|--|---|
| <input type="checkbox"/> Shopping | <input type="checkbox"/> Special event |
| <input type="checkbox"/> Dining/entertainment | <input type="checkbox"/> Government/Post Office |
| <input type="checkbox"/> Visiting family/friends | <input type="checkbox"/> Church |
| <input type="checkbox"/> Business | <input type="checkbox"/> Other (Please specify below) |

Please specify

3. **Are you staying overnight in Maryville?**

- Yes
 No (SKIP to QUESTION 5)

4. **Where are you staying overnight in Maryville?**

- | | |
|--|---|
| <input type="checkbox"/> Hotel/motel/bed and breakfast in Maryville area | <input type="checkbox"/> Campground/RV park |
| <input type="checkbox"/> With family or friends | <input type="checkbox"/> Other (Please specify below) |

Please specify

5. **Have you visited downtown Maryville before today?**

- Yes
 No (SKIP to QUESTION 7)

6. **How often do you visit downtown Maryville?**

- | | |
|---|---|
| <input type="checkbox"/> Once a year or less | <input type="checkbox"/> More than 5 times a month |
| <input type="checkbox"/> More than once a year but less than once a month | <input type="checkbox"/> Other (Please specify below) |
| <input type="checkbox"/> One to five times per month | |

Please specify

7. On this visit to Maryville, which of these activities do you plan to do specifically in the downtown area?

	Yes	No	I don't know
a) Special event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Dining	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Nightlife/entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Going to church	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Conducting business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Government/Post Office	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. What are the top two reasons you *most often* visit downtown Maryville?

(Please select up to two responses)

- | | |
|--|---|
| <input type="checkbox"/> Special event | <input type="checkbox"/> Conducting business |
| <input type="checkbox"/> Shopping | <input type="checkbox"/> Government/Post Office |
| <input type="checkbox"/> Dining | <input type="checkbox"/> This is my first visit to downtown Maryville |
| <input type="checkbox"/> Nightlife/entertainment | <input type="checkbox"/> Other (Please specify below) |
| <input type="checkbox"/> Going to Church | |

Please specify

9. How easy would you say it is to find your way around downtown Maryville?

- | | |
|---|---|
| <input type="checkbox"/> Very easy | <input type="checkbox"/> Very difficult |
| <input type="checkbox"/> Somewhat easy | <input type="checkbox"/> I don't know |
| <input type="checkbox"/> Somewhat difficult | |

10. How convenient would you say that parking is downtown?

- | | |
|--|--|
| <input type="checkbox"/> Very convenient | <input type="checkbox"/> Very inconvenient |
| <input type="checkbox"/> Somewhat convenient | <input type="checkbox"/> I don't know |
| <input type="checkbox"/> Somewhat inconvenient | |

11. How convenient would you say that the hours of downtown businesses are?

- | | |
|--|--|
| <input type="checkbox"/> Very convenient | <input type="checkbox"/> Very inconvenient |
| <input type="checkbox"/> Somewhat convenient | <input type="checkbox"/> I don't know |
| <input type="checkbox"/> Somewhat inconvenient | |

12. What kinds of recreation or entertainment opportunities would make you more likely to visit downtown Maryville?

Please select up to two responses.

- | | |
|---|--|
| <input type="checkbox"/> More special events | <input type="checkbox"/> More family events |
| <input type="checkbox"/> Bands/live concerts/music | <input type="checkbox"/> Activities for college students |
| <input type="checkbox"/> More restaurants | <input type="checkbox"/> Arts Galleries/events |
| <input type="checkbox"/> Bars/nightlife | <input type="checkbox"/> Sports bar |
| <input type="checkbox"/> Community Theater | <input type="checkbox"/> Other (Please specify below) |
| <input type="checkbox"/> Game room/arcade/pool room | |

Please specify

13. What kinds of additional businesses do you think would make you more likely to visit downtown Maryville?

Please select up to two responses.

- | | |
|---|---|
| <input type="checkbox"/> Family restaurants | <input type="checkbox"/> Bookstore |
| <input type="checkbox"/> Fine dining | <input type="checkbox"/> Craft store |
| <input type="checkbox"/> Restaurant serving breakfast | <input type="checkbox"/> Art galleries/shops |
| <input type="checkbox"/> Clothing stores | <input type="checkbox"/> Bed and breakfasts/lodging |
| <input type="checkbox"/> More retail shops (in general) | <input type="checkbox"/> Hunting/fishing/outdoor sporting goods |
| <input type="checkbox"/> Specialty/upscale shops | <input type="checkbox"/> Soda fountain/ice cream shop |
| <input type="checkbox"/> Antique shops | <input type="checkbox"/> Farmer's market |
| <input type="checkbox"/> Coffee shop | <input type="checkbox"/> Other (Please specify below) |

Please specify

14. What other physical improvements do you think would make downtown Maryville more appealing?

Please select up to two responses.

- | | |
|---|---|
| <input type="checkbox"/> Renovation of historic buildings | <input type="checkbox"/> New/better sidewalks |
| <input type="checkbox"/> Better maintained buildings | <input type="checkbox"/> Benches/more greenspace |
| <input type="checkbox"/> More/better lighting | <input type="checkbox"/> Murals |
| <input type="checkbox"/> Better signage | <input type="checkbox"/> Crosswalks |
| <input type="checkbox"/> Cleaner | <input type="checkbox"/> Other (Please specify below) |
| <input type="checkbox"/> More/better parking | |

Please specify

15. Excluding lodging, how much money are you likely to spend in *downtown* Maryville during this visit?

- less than \$50 \$100 - \$199 Other/don't know
 \$50 - \$99 \$200 or more

16. Please indicate which of the following are hobbies of yours...

	Yes	No	I don't know
a) Retail/boutique shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Biking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Camping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Antique shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Hunting/fishing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Golf	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Walking/hiking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Boating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Other hobbies (please specify below)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please indicate other hobby:

17. In which of the following age groups are you?

- 18-34 50-64 Other, don't know, refused
 35-49 65 or over

18. Did any children under the age of 18 come with you downtown today?

- Yes No Other, don't know

19. Which category that best describes your annual household income from 2007?

- Under \$25,000 \$50,000 to \$74,999 \$100,000 plus
 \$25,000 to \$49,999 \$75,000 to \$99,999 Other, don't know, refused

20. Gender

- Male Female

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

SECTION VI

CROSS TABULATION

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		Age				Children under 18		Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
2. What is the main purpose of your visit to Maryville?	Shopping	4.10%	5.00%	10.70%	0.00%	7.70%	4.10%	5.40%	4.00%	2.40%	6.70%	4.20%	4.50%	4.50%
	Dining/entertainment	9.90%	2.50%	3.60%	0.00%	10.30%	8.80%	10.30%	6.00%	7.30%	20.00%	4.20%	8.50%	8.60%
	Visiting family/friends	11.40%	22.50%	14.30%	50.00%	28.20%	11.50%	9.40%	18.00%	24.40%	20.00%	16.70%	12.40%	13.10%
	Business	3.40%	15.00%	17.90%	0.00%	2.60%	5.40%	2.70%	18.00%	0.00%	6.70%	12.50%	7.90%	3.50%
	Special event	2.90%	15.00%	25.00%	16.70%	5.10%	5.20%	2.20%	8.00%	19.50%	3.30%	10.40%	7.30%	4.10%
	Government/Post Office	0.00%	0.00%	3.60%	0.00%	0.00%	0.20%	0.40%	0.00%	0.00%	0.00%	0.00%	0.60%	0.00%
	Church	0.70%	0.00%	0.00%	0.00%	0.00%	0.70%	0.40%	0.00%	0.00%	0.00%	0.00%	0.60%	0.60%
	Other (Please specify below)	67.60%	40.00%	25.00%	33.30%	46.20%	64.10%	69.10%	46.00%	46.30%	43.30%	52.10%	58.20%	65.60%
		Age				Children under 18		Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
3. Are you staying overnight in Maryville?	Yes	85.90%	69.20%	70.00%	83.30%	87.20%	83.40%	84.40%	81.40%	73.90%	74.20%	81.60%	82.50%	84.50%
	No	14.10%	30.80%	30.00%	16.70%	12.80%	16.60%	15.60%	18.60%	26.10%	25.80%	18.40%	17.50%	15.50%
		Age				Children under 18		Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
4. Where are you staying overnight in Maryville?	Hotel/motel/bed and breakfast in Maryville area	5.10%	71.40%	90.50%	60.00%	20.60%	14.10%	4.30%	23.80%	31.20%	31.80%	48.60%	18.60%	12.50%
	With family or friends	22.70%	21.40%	4.80%	20.00%	29.40%	21.10%	21.60%	33.30%	31.20%	18.20%	13.50%	23.40%	20.80%
	Campground/RV park	0.60%	3.60%	4.80%	20.00%	5.90%	0.50%	0.00%	0.00%	0.00%	9.10%	5.40%	1.40%	0.80%
	Other (Please specify below)	71.70%	3.60%	0.00%	0.00%	44.10%	64.20%	74.10%	42.90%	37.50%	40.90%	32.40%	56.60%	66.00%
		Age				Children under 18		Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
5. Have you visited Downtown Maryville before today?	Yes	96.40%	92.50%	83.30%	100.00%	97.40%	95.10%	96.20%	96.60%	97.80%	83.90%	91.70%	94.10%	96.10%
	No	3.60%	7.50%	16.70%	0.00%	2.60%	4.90%	3.80%	3.40%	2.20%	16.10%	8.30%	5.90%	3.90%
		Age				Children under 18		Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
6. How often do you visit Downtown Maryville?	Once a year or less	2.40%	19.40%	36.00%	83.30%	7.90%	5.90%	1.80%	7.40%	5.00%	19.20%	17.80%	6.40%	6.10%
	More than once a year but less than once a month	12.00%	41.70%	40.00%	0.00%	21.10%	14.70%	10.90%	16.70%	30.00%	19.20%	35.60%	16.90%	14.60%
	One to five times per month	26.70%	16.70%	0.00%	0.00%	23.70%	24.70%	26.20%	20.40%	20.00%	19.20%	15.60%	21.50%	26.40%
	More than 5 times a month	46.40%	2.80%	20.00%	0.00%	34.20%	42.10%	47.10%	51.90%	30.00%	23.10%	24.40%	42.40%	40.40%
	Other (Please specify below)	12.50%	19.40%	4.00%	16.70%	13.20%	12.70%	14.00%	3.70%	15.00%	19.20%	6.70%	12.80%	12.40%
		Age				Children under 18		Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
7a. Special event	Yes	25.80%	20.50%	65.40%	50.00%	24.30%	27.80%	26.90%	17.60%	40.90%	37.90%	42.20%	33.90%	24.30%
	No	50.60%	71.80%	30.80%	50.00%	51.40%	51.60%	48.10%	70.60%	50.00%	55.20%	42.20%	52.30%	50.70%
	I don't know	23.50%	7.70%	3.80%	0.00%	24.30%	20.60%	25.00%	11.80%	9.10%	6.90%	15.60%	13.80%	25.00%
7b. Shopping	Yes	59.20%	41.00%	53.60%	33.30%	75.70%	55.40%	58.10%	55.40%	59.10%	56.70%	45.70%	49.70%	61.80%
	No	34.00%	51.30%	39.30%	66.70%	21.60%	37.30%	34.40%	39.30%	36.40%	36.70%	50.00%	42.50%	32.00%
	I don't know	6.80%	7.70%	7.10%	0.00%	2.70%	7.20%	7.50%	5.40%	4.50%	6.70%	4.30%	7.70%	6.30%
7c. Dining	Yes	85.60%	71.80%	59.30%	50.00%	76.90%	83.20%	86.60%	78.90%	75.60%	80.60%	78.70%	78.50%	85.20%
	No	10.30%	25.60%	37.00%	50.00%	20.50%	12.70%	9.10%	17.50%	24.40%	19.40%	17.00%	18.30%	10.50%
	I don't know	4.10%	2.60%	3.70%	0.00%	2.60%	4.10%	4.30%	3.50%	0.00%	0.00%	4.30%	3.20%	4.30%

		Age				Children under 18		Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
7d. Nightlife/entertainment	Yes	72.20%	17.90%	26.90%	16.70%	35.90%	67.20%	72.40%	70.20%	51.20%	43.30%	43.50%	60.30%	66.60%
	No	20.30%	76.90%	65.40%	83.30%	56.40%	25.80%	20.00%	22.80%	44.20%	53.30%	56.50%	32.60%	26.10%
	I don't know	7.50%	5.10%	7.70%	0.00%	7.70%	7.00%	7.60%	7.00%	4.70%	3.30%	0.00%	7.10%	7.30%
7e. Going to church	Yes	19.80%	7.90%	8.00%	16.70%	21.60%	17.70%	20.40%	11.80%	13.60%	3.60%	16.30%	17.10%	18.90%
	No	70.10%	92.10%	88.00%	83.30%	73.00%	73.10%	69.20%	84.30%	77.30%	96.40%	76.70%	74.70%	72.10%
	I don't know	10.20%	0.00%	4.00%	0.00%	5.40%	9.20%	10.40%	3.90%	9.10%	0.00%	7.00%	8.20%	9.10%
7f. Conducting business	Yes	19.00%	33.30%	23.10%	0.00%	13.50%	20.00%	18.80%	24.00%	18.60%	17.90%	18.20%	25.00%	16.80%
	No	69.90%	64.10%	73.10%	100.00%	75.70%	70.20%	69.50%	70.00%	67.40%	82.10%	77.30%	66.90%	72.50%
	I don't know	11.10%	2.60%	3.80%	0.00%	10.80%	9.90%	11.70%	6.00%	14.00%	0.00%	4.50%	8.10%	10.70%
7g. Government/Post Office	Yes	39.50%	13.90%	19.20%	0.00%	24.30%	36.50%	46.80%	26.90%	27.90%	11.10%	22.00%	29.20%	39.10%
	No	51.20%	83.30%	76.90%	100.00%	70.30%	54.80%	44.40%	65.40%	69.80%	88.90%	68.30%	62.50%	52.60%
	I don't know	9.20%	2.80%	3.80%	0.00%	5.40%	8.70%	8.80%	7.70%	2.30%	0.00%	9.80%	8.30%	8.20%
		Age				Children under 18		Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
8. What are the top two reasons you most often visit Downtown Maryville?	Special event	5.60%	28.20%	34.50%	16.70%	15.80%	8.40%	2.50%	11.70%	24.40%	12.90%	25.50%	11.60%	7.20%
	Shopping	37.10%	25.60%	27.60%	16.70%	44.70%	35.10%	39.70%	28.30%	35.60%	25.80%	21.30%	32.30%	38.50%
	Dining	65.10%	48.70%	24.10%	50.00%	52.60%	62.30%	67.10%	56.70%	51.10%	61.30%	59.60%	59.80%	62.70%
	Nightlife/entertainment	50.30%	15.40%	10.30%	0.00%	28.90%	45.80%	51.10%	51.70%	31.10%	32.30%	34.00%	43.90%	44.50%
	Going to church	6.30%	0.00%	6.90%	16.70%	7.90%	5.90%	5.90%	1.70%	6.70%	3.20%	6.40%	4.80%	6.90%
	Conducting business	6.00%	25.60%	17.20%	0.00%	13.20%	7.70%	4.60%	10.00%	17.80%	6.50%	17.00%	11.60%	6.00%
	Government/Post Office	9.60%	7.70%	3.40%	0.00%	10.50%	8.40%	11.00%	8.30%	13.30%	0.00%	4.30%	6.30%	10.40%
	This is my first visit to Downtown Maryville	0.20%	2.60%	3.40%	0.00%	2.60%	0.40%	0.00%	0.00%	0.00%	6.50%	2.10%	1.60%	0.00%
Other	7.40%	17.90%	27.60%	33.30%	5.30%	10.00%	5.90%	11.70%	11.10%	25.80%	10.60%	10.60%	9.00%	
		Age				Children under 18		Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
9. How easy would you say it is to find your way around Downtown Maryville?	Very easy	55.40%	55.00%	66.70%	100.00%	43.60%	57.50%	51.50%	53.30%	63.00%	74.20%	66.70%	56.30%	56.10%
	Somewhat easy	36.80%	37.50%	33.30%	0.00%	53.80%	34.70%	38.80%	43.30%	37.00%	22.60%	29.20%	35.80%	37.00%
	Somewhat difficult	6.50%	0.00%	0.00%	0.00%	2.60%	6.10%	8.40%	3.30%	0.00%	0.00%	0.00%	5.80%	5.70%
	Very difficult	1.10%	5.00%	0.00%	0.00%	0.00%	1.30%	1.30%	0.00%	0.00%	3.20%	2.10%	1.60%	0.90%
	I don't know	0.20%	2.50%	0.00%	0.00%	0.00%	0.40%	0.00%	0.00%	0.00%	0.00%	2.10%	0.50%	0.30%
	Very/somewhat easy	92.20%	92.50%	100.00%	100.00%	97.40%	92.30%	90.30%	96.70%	100.00%	96.80%	95.80%	92.10%	93.10%
	Somewhat/very difficult	7.60%	5.00%	0.00%	0.00%	2.60%	7.30%	9.70%	3.30%	0.00%	3.20%	2.10%	7.40%	6.60%
		Age				Children under 18		Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
10. How convenient would you say that parking is Downtown?	Very convenient	10.60%	15.00%	24.10%	33.30%	13.20%	11.60%	9.80%	16.70%	6.50%	22.60%	22.40%	16.50%	9.30%
	Somewhat convenient	40.60%	60.00%	51.70%	33.30%	31.60%	43.40%	42.30%	46.70%	47.80%	38.70%	51.00%	44.70%	40.80%
	Somewhat inconvenient	31.40%	10.00%	3.40%	0.00%	36.80%	27.40%	27.80%	26.70%	28.30%	16.10%	12.20%	21.30%	31.80%
	Very inconvenient	13.50%	7.50%	3.40%	0.00%	5.30%	12.60%	16.70%	6.70%	10.90%	6.50%	10.20%	12.20%	12.00%
	I don't know	3.80%	7.50%	17.20%	33.30%	13.20%	5.10%	3.40%	3.30%	6.50%	16.10%	4.10%	5.30%	6.00%
	Very/somewhat convenient	51.20%	75.00%	75.90%	66.70%	44.70%	54.90%	52.10%	63.30%	54.30%	61.30%	73.50%	61.20%	50.20%
Somewhat/very inconvenient	44.90%	17.50%	6.90%	0.00%	42.10%	40.00%	44.40%	33.30%	39.10%	22.60%	22.40%	33.50%	43.80%	

		Age				Children under 18		Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
11. How convenient would you say that the hours of Downtown businesses are?	Very convenient	11.00%	20.00%	23.30%	16.70%	10.30%	12.20%	12.20%	13.30%	8.70%	19.40%	20.40%	13.30%	11.90%
	Somewhat convenient	54.10%	40.00%	40.00%	33.30%	41.00%	53.20%	53.60%	56.70%	56.50%	51.60%	40.80%	47.90%	54.00%
	Somewhat inconvenient	15.80%	15.00%	3.30%	0.00%	20.50%	14.50%	18.60%	15.00%	17.40%	6.50%	12.20%	15.40%	14.30%
	Very inconvenient	5.90%	2.50%	6.70%	0.00%	10.30%	5.50%	5.50%	5.00%	8.70%	3.20%	6.10%	6.90%	5.10%
	I don't know	13.30%	22.50%	26.70%	50.00%	17.90%	14.70%	10.10%	10.00%	8.70%	19.40%	20.40%	16.50%	14.60%
	Very/somewhat convenient	65.10%	60.00%	63.30%	50.00%	51.30%	65.40%	65.80%	70.00%	65.20%	71.00%	61.20%	61.20%	66.00%
	Somewhat/very inconvenient	21.60%	17.50%	10.00%	0.00%	30.80%	19.90%	24.10%	20.00%	26.10%	9.70%	18.40%	22.30%	19.40%
		Age				Children under 18		Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	
12. What kinds of recreation or entertainment opportunities would make you more likely to visit Downtown Maryville?	More special events	4.90%	17.90%	25.90%	0.00%	5.40%	7.20%	5.90%	1.70%	10.90%	13.30%	21.70%	9.00%	5.40%
	Bands/live concerts/music	33.50%	28.20%	40.70%	33.30%	27.00%	34.10%	30.80%	47.50%	23.90%	30.00%	41.30%	37.00%	31.10%
	More restaurants	33.00%	33.30%	14.80%	33.30%	40.50%	31.60%	29.10%	35.60%	37.00%	30.00%	21.70%	23.80%	37.20%
	Bars/nightlife	24.10%	12.80%	7.40%	0.00%	5.40%	23.60%	24.10%	22.00%	15.20%	26.70%	15.20%	24.90%	19.90%
	Community Theater	7.80%	15.40%	18.50%	0.00%	21.60%	8.40%	11.00%	8.50%	15.20%	3.30%	6.50%	5.80%	11.20%
	Game room/arcade/pool room	11.60%	5.10%	7.40%	0.00%	10.80%	10.70%	12.20%	8.50%	15.20%	6.70%	0.00%	13.80%	9.10%
	More family events	3.10%	20.50%	11.10%	100.00%	18.90%	4.40%	3.00%	5.10%	13.00%	6.70%	10.90%	4.80%	5.70%
	Activities for college students	54.50%	15.40%	14.80%	0.00%	37.80%	50.10%	57.80%	37.30%	37.00%	20.00%	37.00%	40.70%	54.40%
	Arts Galleries/events	5.80%	7.70%	7.40%	0.00%	0.00%	6.70%	7.20%	5.10%	4.30%	10.00%	4.30%	7.40%	5.70%
	Sports bar	10.30%	10.30%	7.40%	0.00%	8.10%	10.10%	6.30%	11.90%	6.50%	16.70%	21.70%	14.80%	7.30%
	Other	4.90%	15.40%	11.10%	0.00%	16.20%	4.60%	5.50%	6.80%	8.70%	20.00%	2.20%	7.40%	4.80%
		Age				Children under 18		Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	
13. What kinds of additional businesses do you think would make you more likely to visit Downtown Maryville?	Family restaurants	14.80%	23.10%	50.00%	25.00%	15.80%	17.30%	13.10%	23.30%	25.00%	22.60%	28.30%	19.30%	16.20%
	Fine dining	7.80%	10.30%	17.90%	75.00%	5.30%	9.30%	5.90%	13.30%	11.40%	6.50%	17.40%	11.20%	8.10%
	Restaurant serving breakfast	33.20%	33.30%	14.30%	0.00%	36.80%	31.60%	35.20%	16.70%	29.50%	29.00%	37.00%	28.90%	33.00%
	Clothing stores	27.40%	23.10%	7.10%	25.00%	23.70%	26.50%	25.40%	31.70%	29.50%	16.10%	13.00%	12.80%	33.00%
	More retail shops (in general)	24.70%	20.50%	10.70%	0.00%	23.70%	23.20%	24.20%	21.70%	34.10%	16.10%	21.70%	23.00%	23.10%
	Specialty/upscale shops	4.00%	5.10%	0.00%	0.00%	0.00%	4.00%	2.50%	10.00%	4.50%	0.00%	8.70%	4.30%	3.60%
	Antique shops	2.20%	7.70%	14.30%	0.00%	5.30%	3.60%	3.00%	1.70%	6.80%	3.20%	6.50%	2.70%	4.20%
	Coffee shop	7.00%	10.30%	10.70%	0.00%	7.90%	7.40%	5.50%	13.30%	9.10%	6.50%	8.70%	6.40%	7.80%
	Bookstore	15.50%	5.10%	7.10%	0.00%	21.10%	13.90%	19.50%	13.30%	6.80%	9.70%	4.30%	10.70%	16.80%
	Craft store	4.50%	2.60%	3.60%	0.00%	0.00%	4.40%	5.90%	3.30%	4.50%	0.00%	0.00%	2.10%	5.70%
	Art galleries/shops	3.80%	2.60%	0.00%	0.00%	2.60%	3.60%	3.80%	3.30%	0.00%	3.20%	2.20%	4.30%	3.00%
	Bed and breakfasts/lodging	1.60%	10.30%	7.10%	25.00%	13.20%	1.90%	1.70%	1.70%	0.00%	16.10%	6.50%	5.30%	1.20%
	Hunting/fishing/outdoor sporting goods	10.10%	7.70%	10.70%	0.00%	5.30%	10.30%	11.00%	8.30%	4.50%	12.90%	6.50%	23.50%	2.10%
	Soda fountain/ice cream shop	20.40%	15.40%	17.90%	25.00%	15.80%	20.00%	20.80%	15.00%	18.20%	19.40%	13.00%	15.00%	22.80%
	Farmer's market	14.10%	10.30%	17.90%	0.00%	18.40%	13.90%	14.00%	18.30%	9.10%	16.10%	10.90%	13.90%	14.10%
Other	4.70%	7.70%	0.00%	0.00%	2.60%	4.60%	4.70%	3.30%	4.50%	9.70%	4.30%	7.00%	3.00%	

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

Maryville, Missouri

		Age				Children under 18		Income					Gender			
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female		
		%	%	%	%	%	%	%	%	%	%	%	%	%		
14. What other physical improvements do you think would make Downtown Maryville more appealing?	Renovation of historic buildings	24.70%	38.90%	53.80%	75.00%	23.70%	27.50%	28.00%	30.50%	23.80%	32.10%	44.40%	29.80%	25.80%		
	Better maintained buildings	26.00%	41.70%	30.80%	25.00%	26.30%	27.30%	25.90%	27.10%	40.50%	32.10%	42.20%	33.10%	24.00%		
	More/better lighting	11.90%	8.30%	15.40%	25.00%	15.80%	11.70%	13.40%	11.90%	14.30%	17.90%	6.70%	11.00%	12.30%		
	Better signage	9.40%	11.10%	15.40%	25.00%	10.50%	10.00%	7.30%	3.40%	7.10%	17.90%	20.00%	7.70%	10.80%		
	Cleaner	9.10%	5.60%	3.80%	0.00%	21.10%	7.80%	7.30%	20.30%	7.10%	7.10%	6.70%	12.70%	7.10%		
	More/better parking	31.70%	8.30%	11.50%	0.00%	18.40%	29.90%	30.20%	23.70%	33.30%	7.10%	17.80%	19.30%	33.50%		
	New/better sidewalks	15.80%	5.60%	7.70%	25.00%	5.30%	15.20%	14.70%	8.50%	9.50%	7.10%	17.80%	14.40%	14.80%		
	Benches/more greenspace	22.40%	22.20%	26.90%	0.00%	23.70%	22.50%	26.30%	28.80%	21.40%	21.40%	11.10%	20.40%	23.70%		
	Murals	9.60%	5.60%	3.80%	0.00%	13.20%	8.20%	9.90%	10.20%	4.80%	17.90%	2.20%	8.30%	9.20%		
	Crosswalks	5.00%	5.60%	0.00%	0.00%	5.30%	5.00%	5.20%	3.40%	7.10%	0.00%	4.40%	3.30%	6.50%		
Other	21.00%	25.00%	11.50%	0.00%	26.30%	20.10%	19.00%	16.90%	19.00%	21.40%	17.80%	25.40%	17.80%			
15. Excluding lodging, how much money are you likely to spend in Downtown Maryville during this visit?	less than \$50	41.70%	25.00%	23.30%	16.70%	25.60%	41.00%	47.30%	38.30%	32.60%	32.30%	26.50%	36.30%	41.20%		
	\$50 - \$99	24.80%	30.00%	10.00%	33.30%	25.60%	24.40%	23.20%	31.70%	34.80%	29.00%	14.30%	20.00%	26.70%		
	\$100 - \$199	8.90%	22.50%	36.70%	16.70%	25.60%	10.20%	10.50%	11.70%	19.60%	22.60%	22.40%	15.80%	9.20%		
	\$200 or more	3.80%	17.50%	23.30%	16.70%	10.30%	5.60%	2.50%	5.00%	6.50%	12.90%	22.40%	8.90%	4.20%		
	Other/don't know	20.80%	5.00%	6.70%	16.70%	12.80%	18.80%	16.50%	13.30%	6.50%	3.20%	14.30%	18.90%	18.70%		
	16a. Retail/boutique shopping	Yes	62.90%	42.10%	57.10%	20.00%	59.50%	60.40%	59.70%	67.90%	67.40%	64.30%	55.60%	29.50%	77.20%	
		No	34.20%	57.90%	35.70%	80.00%	37.80%	36.70%	37.20%	32.10%	27.90%	35.70%	42.20%	66.50%	20.60%	
		I don't know	2.90%	0.00%	7.10%	0.00%	2.70%	2.90%	3.10%	0.00%	4.70%	0.00%	2.20%	4.00%	2.20%	
		16b. Biking	Yes	36.50%	34.20%	22.20%	20.00%	27.80%	36.30%	35.50%	36.40%	34.90%	24.10%	43.50%	40.10%	33.00%
			No	58.50%	63.20%	74.10%	80.00%	63.90%	59.10%	59.20%	60.00%	62.80%	75.90%	54.30%	56.40%	61.40%
I don't know			4.90%	2.60%	3.70%	0.00%	8.30%	4.60%	5.20%	3.60%	2.30%	0.00%	2.20%	3.50%	5.60%	
16c. Camping		Yes	51.50%	41.00%	25.90%	20.00%	45.90%	48.80%	52.10%	65.50%	40.50%	46.70%	29.50%	51.10%	47.10%	
		No	45.90%	59.00%	70.40%	80.00%	51.40%	48.80%	44.70%	34.50%	57.10%	53.30%	70.50%	47.70%	49.70%	
		I don't know	2.70%	0.00%	3.70%	0.00%	2.70%	2.50%	3.20%	0.00%	2.40%	0.00%	0.00%	1.10%	3.20%	
16d. Antique shopping		Yes	29.00%	26.30%	62.10%	20.00%	34.20%	30.60%	31.60%	40.40%	30.20%	28.60%	30.20%	19.90%	36.70%	
	No	68.00%	73.70%	34.50%	80.00%	63.20%	66.70%	64.20%	59.60%	69.80%	71.40%	69.80%	77.70%	60.40%		
	I don't know	3.00%	0.00%	3.40%	0.00%	2.60%	2.80%	4.20%	0.00%	0.00%	0.00%	0.00%	2.40%	2.90%		
16e. Hunting/fishing	Yes	43.90%	35.90%	46.40%	40.00%	29.70%	44.70%	43.90%	50.90%	38.60%	48.40%	45.70%	57.50%	35.40%		
	No	54.60%	64.10%	50.00%	60.00%	64.90%	54.20%	53.30%	49.10%	59.10%	51.60%	54.30%	41.30%	63.00%		
	I don't know	1.50%	0.00%	3.60%	0.00%	5.40%	1.10%	2.80%	0.00%	2.30%	0.00%	0.00%	1.10%	1.60%		
16f. Golf	Yes	29.70%	46.20%	46.40%	60.00%	37.80%	31.50%	29.20%	39.30%	34.10%	53.30%	44.40%	50.30%	21.50%		
	No	68.80%	53.80%	50.00%	40.00%	59.50%	67.10%	68.40%	60.70%	65.90%	46.70%	55.60%	48.60%	76.80%		
	I don't know	1.50%	0.00%	3.60%	0.00%	2.70%	1.40%	2.40%	0.00%	0.00%	0.00%	0.00%	1.10%	1.70%		
16g. Walking/hiking	Yes	69.70%	55.30%	42.90%	80.00%	65.80%	67.80%	71.20%	82.10%	54.80%	58.60%	62.20%	65.90%	67.50%		
	No	27.60%	44.70%	53.60%	20.00%	34.20%	29.50%	26.00%	17.90%	42.90%	41.40%	37.80%	31.80%	29.90%		
	I don't know	2.60%	0.00%	3.60%	0.00%	0.00%	2.70%	2.70%	0.00%	2.40%	0.00%	0.00%	2.30%	2.50%		
16h. Boating	Yes	47.90%	41.00%	28.60%	40.00%	29.70%	47.60%	45.90%	54.50%	44.40%	43.30%	48.90%	51.40%	43.20%		
	No	47.40%	56.40%	67.90%	60.00%	64.90%	48.10%	48.80%	45.50%	53.30%	53.30%	48.90%	45.10%	51.80%		
	I don't know	4.70%	2.60%	3.60%	0.00%	5.40%	4.30%	5.30%	0.00%	2.20%	3.30%	2.20%	3.40%	5.00%		
16i. Other hobbies (please specify below)	Yes	35.20%	45.50%	50.00%	50.00%	37.90%	36.20%	40.90%	59.40%	30.80%	18.80%	38.50%	33.90%	38.50%		
	No	39.90%	54.50%	16.70%	50.00%	44.80%	39.80%	35.20%	31.20%	46.20%	68.80%	38.50%	46.80%	36.20%		
	I don't know	24.80%	0.00%	33.30%	0.00%	17.20%	24.00%	23.90%	9.40%	23.10%	12.50%	23.10%	19.40%	25.40%		

		Age				Children under 18		Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
17. In which of the following age groups are you?	18-34	100.00%	0.00%	0.00%	0.00%	56.40%	87.30%	98.30%	85.00%	60.90%	56.70%	46.90%	79.50%	88.10%
	35-49	0.00%	100.00%	0.00%	0.00%	33.30%	5.40%	0.00%	5.00%	21.70%	30.00%	26.50%	11.60%	5.10%
	50-64	0.00%	0.00%	100.00%	0.00%	5.10%	5.60%	1.30%	6.70%	13.00%	13.30%	20.40%	6.30%	5.10%
	65 or over	0.00%	0.00%	0.00%	100.00%	0.00%	1.20%	0.00%	3.30%	0.00%	0.00%	6.10%	1.60%	0.90%
	Other, don't know, refused	0.00%	0.00%	0.00%	0.00%	5.10%	0.40%	0.40%	0.00%	4.30%	0.00%	0.00%	1.10%	0.90%
		Age				Children under 18		Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
18. Did any children under the age of 18 come with you Downtown today?	Yes	5.00%	32.50%	6.90%	0.00%	100.00%	0.00%	3.80%	6.70%	17.80%	23.30%	6.10%	7.40%	7.50%
	No	94.40%	65.00%	93.10%	100.00%	0.00%	100.00%	95.30%	93.30%	82.20%	73.30%	93.90%	92.10%	91.60%
	Other, don't know	0.70%	2.50%	0.00%	0.00%	0.00%	0.00%	0.80%	0.00%	0.00%	3.30%	0.00%	0.50%	0.90%
		Age				Children under 18		Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
19. Which category that best describes your annual household income from 2007?	Under \$25,000	52.40%	0.00%	10.00%	0.00%	23.10%	47.00%	100.00%	0.00%	0.00%	0.00%	0.00%	42.10%	47.00%
	\$25,000 to \$49,999	11.50%	7.50%	13.30%	33.30%	10.30%	11.70%	0.00%	100.00%	0.00%	0.00%	0.00%	12.60%	10.80%
	\$50,000 to \$74,999	6.30%	25.00%	20.00%	0.00%	20.50%	7.70%	0.00%	0.00%	100.00%	0.00%	0.00%	8.90%	8.40%
	\$75,000 to \$99,999	3.80%	22.50%	13.30%	0.00%	17.90%	4.60%	0.00%	0.00%	0.00%	100.00%	0.00%	8.40%	3.90%
	\$100,000 plus	5.20%	32.50%	33.30%	50.00%	7.70%	9.60%	0.00%	0.00%	0.00%	0.00%	100.00%	14.20%	6.60%
	Other, don't know, refused	20.90%	12.50%	10.00%	16.70%	20.50%	19.40%	0.00%	0.00%	0.00%	0.00%	0.00%	13.70%	23.40%
		Age				Children under 18		Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
20. Gender	Male	33.80%	56.40%	41.40%	50.00%	35.90%	36.40%	33.80%	40.00%	37.80%	55.20%	55.10%	100.00%	0.00%
	Female	66.20%	43.60%	58.60%	50.00%	64.10%	63.60%	66.20%	60.00%	62.20%	44.80%	44.90%	0.00%	100.00%

STUDENT CROSSTABS

		Status	
		Student	Not a student
		%	%
2. What is the main purpose of your visit to Maryville?	Shopping	0.00%	11.00%
	Dining/entertainment	0.00%	20.50%
	Visiting family/friends	0.00%	30.00%
	Business	0.00%	11.90%
	Special event	0.00%	12.40%
	Government/Post Office	0.00%	0.50%
	Church	0.00%	1.40%
	Other (Please specify below)	100.00%	12.40%
		Status	
		Student	Not a student
		%	%
3. Are you staying overnight in Maryville?	Yes	90.50%	75.20%
	No (SKIP to QUESTION 5)	9.50%	24.80%
		Status	
		Student	Not a student
		%	%
4. Where are you staying overnight in Maryville?	Hotel/motel/bed and breakfast in Maryville area	2.00%	33.50%
	With family or friends	5.60%	45.70%
	Campground/RV park	0.00%	3.00%
	Other (Please specify below)	92.40%	17.70%
		Status	
		Student	Not a student
		%	%
5. Have you visited downtown Maryville before today?	Yes	97.80%	92.70%
	No (SKIP to QUESTION 7)	2.20%	7.30%
		Status	
		Student	Not a student
		%	%
6. How often do you visit downtown Maryville?	Once a year or less	2.90%	10.70%
	More than once a year but less than once a month	9.40%	23.80%
	One to five times per month	22.80%	26.60%
	More than 5 times a month	47.50%	32.20%
	Other (Please specify below)	17.40%	6.50%

STUDENT CROSSTABS

		Status	
		Student	Not a student
		%	%
7a. Special event	Yes	20.20%	36.40%
	No	50.00%	52.40%
	I don't know	29.80%	11.10%
7b. Shopping	Yes	61.80%	52.60%
	No	30.10%	42.20%
	I don't know	8.10%	5.20%
7c. Dining	Yes	84.80%	80.30%
	No	9.70%	17.60%
	I don't know	5.40%	2.10%
7d. Nightlife/entertainment	Yes	69.30%	59.10%
	No	20.40%	37.50%
	I don't know	10.40%	3.40%
7e. Going to church	Yes	20.90%	14.70%
	No	67.60%	79.70%
	I don't know	11.50%	5.50%
7f. Conducting business	Yes	19.80%	20.50%
	No	66.40%	74.50%
	I don't know	13.80%	5.00%
7g. Government/Post Office	Yes	42.40%	27.70%
	No	45.90%	68.20%
	I don't know	11.80%	4.10%
		Status	
		Student	Not a student
		%	%
8. What are the top two reasons you most often visit downtown Maryville?	Special event	2.50%	16.40%
	Shopping	40.80%	30.70%
	Dining	65.80%	56.60%
	Nightlife/entertainment	45.10%	43.40%
	Going to church	7.00%	4.90%
	Conducting business	5.60%	10.70%
	Government/Post Office	12.70%	4.50%
	This is my first visit to downtown Maryville	0.00%	1.20%
	Other	7.70%	11.90%
		Status	
		Student	Not a student
		%	%
9. How easy would you say it is to find your way around downtown Maryville?	Very easy	53.20%	59.50%
	Somewhat easy	36.90%	36.00%
	Somewhat difficult	8.50%	2.40%
	Very difficult	1.40%	1.20%
	I don't know	0.00%	0.80%

STUDENT CROSSTABS

		Status	
		Student	Not a student
		%	%
10. How convenient would you say that parking is downtown?	Very convenient	9.30%	14.60%
	Somewhat convenient	39.80%	45.50%
	Somewhat inconvenient	30.80%	24.40%
	Very inconvenient	14.30%	9.80%
	I don't know	5.70%	5.70%
		Status	
		Student	Not a student
		%	%
11. How convenient would you say that the hours of downtown businesses are?	Very convenient	11.00%	14.20%
	Somewhat convenient	52.30%	51.20%
	Somewhat inconvenient	13.50%	16.30%
	Very inconvenient	6.40%	4.90%
	I don't know	16.70%	13.40%
		Status	
		Student	Not a student
		%	%
12. What kinds of recreation or entertainment opportunities would make you more likely to visit downtown Maryville?	More special events	4.20%	10.00%
	Bands/live concerts/music	33.10%	32.90%
	More restaurants	27.50%	37.50%
	Bars/nightlife	22.20%	21.70%
	Community Theater	8.80%	10.00%
	Game room/arcade/pool room	13.40%	7.50%
	More family events	2.50%	8.80%
	Activities for college students	60.20%	36.70%
	Arts Galleries/events	6.70%	5.80%
	Sports bar	8.80%	11.20%
	Other	5.60%	6.20%

STUDENT CROSSTABS

		Status		
		Student	Not a student	
		%	%	
13. What kinds of additional businesses do you think would make you more likely to visit downtown Maryville?	Family restaurants	13.50%	21.80%	
	Fine dining	6.80%	11.90%	
	Restaurant serving breakfast	33.10%	30.00%	
	Clothing stores	26.70%	24.70%	
		Status		
		Student	Not a student	
		%	%	
	More retail shops (in general)	26.30%	19.80%	
	Specialty/upscale shops	3.90%	3.70%	
	Antique shops	2.80%	4.50%	
	Coffee shop	6.00%	8.60%	
	Bookstore	17.40%	11.10%	
	Craft store	5.00%	3.70%	
	Art galleries/shops	3.20%	3.70%	
	Bed and breakfasts/lodging	1.10%	4.50%	
Hunting/fishing/outdoor sporting goods	10.00%	9.50%		
Soda fountain/ice cream shop	21.40%	18.10%		
Farmer's market	12.80%	15.20%		
Other	5.00%	4.50%		
		Status		
		Student	Not a student	
		%	%	
14. What other physical improvements do you think would make downtown Maryville more appealing?	Renovation of historic buildings	24.80%	30.20%	
	Better maintained buildings	24.10%	30.60%	
	More/better lighting	10.40%	13.40%	
	Better signage	10.10%	9.50%	
	Cleaner	8.60%	9.50%	
	More/better parking	30.90%	25.40%	
	New/better sidewalks	13.70%	15.50%	
	Benches/more greenspace	21.60%	24.10%	
	Murals	11.50%	6.00%	
	Crosswalks	5.80%	4.70%	
	Other	24.50%	15.90%	

STUDENT CROSSTABS

		Status	
		Student	Not a student
		%	%
15. Excluding lodging, how much money are you likely to spend in downtown Maryville during this visit?	less than \$50	42.30%	36.00%
	\$50 - \$99	20.80%	27.90%
	\$100 - \$199	6.70%	17.40%
	\$200 or more	2.80%	9.70%
	Other/don't know	27.50%	8.90%
		Status	
		Student	Not a student
		%	%
16a. Retail/boutique shopping	Yes	60.40%	60.40%
	No	37.30%	36.10%
	I don't know	2.20%	3.50%
16b. Biking	Yes	34.10%	37.20%
	No	59.60%	59.70%
	I don't know	6.30%	3.10%
16c. Camping	Yes	47.90%	49.60%
	No	49.00%	48.70%
	I don't know	3.10%	1.80%
16d. Antique shopping	Yes	29.50%	32.30%
	No	67.40%	65.50%
	I don't know	3.10%	2.20%
16e. Hunting/fishing	Yes	40.30%	47.10%
	No	57.80%	52.00%
	I don't know	1.90%	0.90%
16f. Golf	Yes	25.00%	40.70%
	No	73.00%	58.40%
	I don't know	2.00%	0.90%
16g. Walking/hiking	Yes	65.00%	69.60%
	No	31.60%	29.10%
	I don't know	3.40%	1.30%
16h. Boating	Yes	43.50%	49.10%
	No	49.40%	49.10%
	I don't know	7.10%	1.80%

STUDENT CROSSTABS

		Status	
		Student	Not a student
		%	%
17. In which of the following age groups are you?	18-34	96.10%	71.50%
	35-49	1.80%	14.20%
	50-64	0.70%	11.40%
	65 or over	0.00%	2.40%
	Other, don't know, refused	1.40%	0.40%
		Status	
		Student	Not a student
		%	%
18. Did any children under the age of 18 come with you downtown today?	Yes	5.40%	9.80%
	No	93.60%	89.30%
	Other, don't know	1.10%	0.80%
		Status	
		Student	Not a student
		%	%
19. Which category that best describes your annual household income from 2007?	Under \$25,000	53.90%	34.80%
	\$25,000 to \$49,999	6.80%	16.60%
	\$50,000 to \$74,999	5.70%	12.10%
	\$75,000 to \$99,999	2.90%	9.30%
	\$100,000 plus	5.70%	13.40%
	Other, don't know, refused	25.00%	13.80%
		Status	
		Student	Not a student
		%	%
20. Gender	Male	33.20%	39.30%
	Female	66.80%	60.70%