

DOWNTOWN
REVITALIZATION &
ECONOMIC
ASSISTANCE FOR
MISSOURI

DECEMBER 2009

COMMUNITY TELEPHONE SURVEY REPORT

FINAL SURVEY
FINDINGS & RESULTS

Boonville, Missouri



PGAV**URBAN**CONSULTING



DOWNTOWN
REVITALIZATION &
ECONOMIC
ASSISTANCE FOR
MISSOURI

DECEMBER 2009
Boonville, Missouri

ACKNOWLEDGMENTS



DOWNTOWN REVITALIZATION AND ECONOMIC
ASSISTANCE FOR MISSOURI (DREAM)
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SECTION I

METHODOLOGY

COMMUNITY SURVEY

- Three hundred (300) interviews were completed from a random telephone sample of residents of Boonville, Missouri.
- The margin of error for this survey is $\pm 5.7\%$.
- The survey consisted of 70 questions and took, on average, almost 14 minutes to complete.
- Fieldwork was conducted through October 21, 2009 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.

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SECTION II

EXECUTIVE SUMMARY

In September and early October 2009, UNICOM-ARC conducted a telephone survey of residents in Boonville, Missouri. Respondents were drawn from a random sample of telephone numbers registered to Boonville residents. The purpose of the survey was to learn about public perceptions of Downtown and provide a basis to establish priorities for the DREAM Initiative.

Three hundred (300) interviews were completed, and a sample of this size yields an overall error margin of $\pm 5.7\%$.

A. KEY POINTS: PRIORITIES AND FEEDBACK

- A majority of respondents indicated they visit Downtown more than five times a month.
- A majority of respondents said they most often utilize Downtown for Government offices or the post office, conducting business, dining, shopping, special events and to attend church.
- The majority of respondents rated the characteristics of Downtown as "excellent" or "good" except for occupied storefronts and entertainment options.
- A majority of respondents placed a high priority on adding family or casual dining options, fine dining, clothing stores and a bookstore to Downtown.
- Asked about potential Downtown improvements, more than three-fourths of respondents placed a high priority on "offering activities for younger children and families." Respondents also placed priority on "improving building facades," "adding new parking spaces or lots," and "keeping streets and sidewalks cleaner."
- A plurality of respondents felt that upper floor living space in Downtown should be converted to either rental units or condominiums.
- A majority of respondents receive their information about Downtown Boonville through local newspapers and word-of-mouth.
- A majority of respondents favored a possible .5% sales tax increase to support Downtown development as well as development elsewhere in Boonville.
- Most respondents were not familiar with the DREAM Initiative.

B. KEY DEMOGRAPHIC INFORMATION

By age:

- The 18-34 age range visited Downtown Boonville most often.
- Younger respondents (18-34) were most likely to have visited Downtown for outdoor recreation such as walking.
- Younger respondents (18-34) were least likely to have visited Downtown in order to attend church.
- Younger respondents (18-34) were more likely to view the occupied storefronts favorably than any other age group.
- Older respondents (65+) were the least likely to view safety at night favorably.
- The majority of respondents over the age of 65 did not consider the addition of fine dining restaurants to be a high priority.
- Younger respondents (18-34) were more likely to consider adding an arcade or other attraction for teenagers as a high priority.
- Younger respondents (18-34) were more likely to consider the developing of upper floor residential space a priority for Downtown.
- Younger respondents (18-34) were most likely to consider making Downtown more bicycle friendly a high priority.

By amount of time respondents had lived in Boonville:

- Newer residents (0-2 years) were least likely to have visited Downtown for shopping.
- Newer residents (0-2 years) felt that moving utilities underground was a high priority.
- Respondents who have lived in Boonville between 11-20 years were least likely to view the Downtown dining options favorably.
- Respondents who have lived in Boonville for less than two years were least likely to view safety at night Downtown favorably.

By income level:

- Revitalizing Downtown was seen as less of a priority by respondents with incomes between \$75,000 and \$99,999.
- Repairing major streets was seen as less of a priority by respondents with incomes greater than \$100,000.

- Respondents with incomes greater than \$100,000 were less likely to view available green space in Downtown favorably than other income groups.
- Respondents with incomes greater than \$100,000 were least likely to view Downtown dining options favorably.

By gender:

- Female respondents were more likely to consider making the Downtown area more bike friendly a high priority.

C. COMMUNITY PRIORITIES AND FEEDBACK IN DETAIL

Priorities for the Community:

- ✓ 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.

Two-thirds (66.4%) of respondents answered **repairing major streets** should be a high priority for Boonville. The other improvements were ranked as follows: **Revitalizing the Downtown Boonville area** (59.5%); **improving emergency services** (57.1%); and **upgrading parks and recreation facilities** (50.2%). Respondents were less likely to place a priority on **attracting big box retail stores** (37.9%) as it was ranked last in order of priority.

Visiting Downtown:

- ✓ A majority of respondents indicated that they visited Downtown more than five times a month.
- ✓ A majority of respondents said they most often utilized Downtown for visiting government offices or the post office, conducting business, dining, shopping, special events and church.

Respondents were asked how often they visit Downtown. A majority (53.5%) answered that they visit Downtown **more than five times a month**. An additional 30.9% of respondents indicated that they visit **one to five times per month**.

Respondents were then given a list of reasons for visiting Downtown and asked how often they conduct these activities. Respondents indicated they were most likely to use Downtown for **Government offices, the post office, conducting business, dining, shopping, special events, and to attend church**.

The following percentages of respondents indicated “very often” or “somewhat often”:

- ◆ Government/post office (73.7%)
- ◆ Conducting business (66.7%)

- ◆ Dining (64.6%)
- ◆ Shopping (60.3%)
- ◆ Special events (57.2%)
- ◆ Attending church (53.5%)
- ◆ Other outdoor recreation such as walking (45.5%)
- ◆ Using the Katy Trail (34.0%)
- ◆ Entertainment (32.0%)
- ◆ Visiting the casino (13.8%)

When respondents were asked which of these reasons would most often result in them visiting Downtown Boonville, a plurality indicated **conducting business** (18.5%). Smaller percentages indicated **Government/post office** (17.8%) and **shopping** (17.5%).

Current Views of Downtown Boonville:

- ✓ **The majority of respondents rated most characteristics of Downtown as excellent or good, except for occupied storefronts and entertainment options.**

Respondents were read a list of fourteen characteristics of a downtown and asked to rate the same conditions in Downtown Boonville. Three characteristics were rated either “excellent” or “good” by more than three-fourths of respondents:

- ◆ **Safety during the day** (94.0%)
- ◆ **Signs to help motorists find their way around** (80.4%)
- ◆ **Preservation of historic structures** (79.7%)

Three other characteristics were rated either “excellent” or “good” by more than two-thirds of respondents:

- ◆ **Condition of sidewalks** (74.1%)
- ◆ **Signs to help pedestrians find their way around** (70.8%)
- ◆ **Condition of streets** (68.8%)

Six characteristics were rated either “excellent” or “good” by a majority of respondents:

- ◆ **Dining options** (64.8%)
- ◆ **Safety at night** (61.8%)
- ◆ **Convenient business hours** (60.8%)
- ◆ **Convenient parking** (58.1%)
- ◆ **Available green space** (56.8%)
- ◆ **Diverse mix of businesses** (53.5%)

The remaining characteristics were rated “excellent” or “good” by less than a majority of respondents:

- ◆ **Occupied storefronts** (41.9%)
- ◆ **Entertainment options** (25.2%)

More than eight in ten respondents (86.7%) indicated it is “very” or “somewhat” important that Downtown Boonville 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:

- ✓ **A majority of respondents placed a high priority on adding family or casual dining options, fine dining, clothing stores and a bookstore to Downtown.**

Respondents were read a list of kinds of businesses that one might find in a typical downtown area and asked how high of a priority should be placed on attracting or expanding each type of business in Downtown Boonville.

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

- ◆ **Family or casual style dining (68.1%)**
- ◆ **Clothing stores (58.8%)**
- ◆ **Fine dining (55.1%)**
- ◆ **Bookstore (51.2%)**

Six other types of businesses were seen as a “very high” or “high” priority to more than one-third of respondents:

- ◆ **Arcade or other attraction aimed at teenagers (45.5%)**
- ◆ **Hunting/fishing/outdoor sporting goods store (43.5%)**
- ◆ **Coffee shop (38.5%)**
- ◆ **Lodging such as hotel, motel or bed and breakfast (37.9%)**
- ◆ **Ice cream shop or soda fountain (35.2%)**
- ◆ **Art galleries and shops (33.6%)**

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

- ◆ **Winery (31.6%)**
- ◆ **Antique shops (27.9%)**
- ◆ **Bars/nightclubs (15.3%)**

When asked to choose the one business respondents would most like to see in Downtown Boonville, most respondents (22.9%) answered **clothing stores** followed by **family or casual style dining** (17.6%) and **arcade or other attraction aimed at teenagers** (13.6%).

Priorities for Other Downtown Improvements:

- ✓ Among several potential Downtown improvements, more than three-fourths of respondents placed a high priority on activities for younger children and families. A majority of respondents also indicated improving building facades, adding new parking spaces or lots, and keeping streets and sidewalks cleaner.
- ✓ A plurality of respondents felt that upper floor living space Downtown should be developed as either rental units or condominiums.

Respondents were read a list of improvements that might be made to a downtown and asked to prioritize each for Downtown Boonville.

Three-fourths of respondents considered one improvement a “very high” or “high” priority:

- ◆ **Offering activities for younger children and families (75.1%)**

Three improvements were considered “very high” or “high” priorities to more than half of respondents:

- ◆ **Improving building facades (63.5%)**
- ◆ **Adding new parking spaces or lots (53.2%)**
- ◆ **Keeping streets and sidewalks cleaner (51.8%)**

The remaining improvements were considered “very high” or “high” by smaller percentages of respondents:

- ◆ **Moving utilities underground (48.2%)**
- ◆ **Making the area more bike friendly (47.5%)**
- ◆ **Making the area more pedestrian friendly (47.5%)**
- ◆ **Improving lighting (46.5%)**
- ◆ **Developing second-story residential space (39.9%)**
- ◆ **Adding green space (36.9%)**
- ◆ **Improving signage to help pedestrians find their way around (36.2%)**
- ◆ **Stricter code enforcement (36.2%)**
- ◆ **Improving signage to help motorists find their way around (29.9%)**
- ◆ **Adding murals to Downtown Buildings (27.6%)**

When asked how they felt about Boonville developing upper floor living space in Downtown buildings, more than one-fourth (26.6%) felt there was no need to develop these residential spaces. Of those that felt this housing was necessary, more than one-third (39.5%) favored developing rental units while 21.3% favored condominiums.

Communication about Downtown:

- ✓ A majority of respondents indicated they receive their information about Downtown Boonville through local newspapers and word-of-mouth.

When asked to indicate their primary and secondary sources of information about Downtown Boonville, about two-thirds (63.7%) indicated the newspaper was either their primary (36.9%) or secondary (26.8%) source of information. More than half (50.4%) indicated that word-of-mouth was either their primary (23.6%) or secondary (26.8%) source of information.

Possible Sales Tax Increase:

- ✓ A majority of respondents favored a possible .5% sales tax increase to support Downtown development as well as development elsewhere in Boonville.

Respondents were asked to consider an additional one-half percent sales tax for Boonville, which would support economic development both Downtown and city-wide. They were then asked their likelihood of supporting such a sales tax increase. A majority of respondents (57.5%) answered that they would be either "very" or "somewhat" likely to consider this sales tax increase.

Familiarity with DREAM Initiative:

- ✓ Most respondents were not familiar with the DREAM Initiative.

Respondents were asked their familiarity with the DREAM Initiative. 16.3% answered they were either "very" (3.0%) or "somewhat" (13.3%) familiar with DREAM and 83.4% answered they were "not very" or "not at all" familiar.

D. DEMOGRAPHIC INFORMATION IN DETAIL

Priorities for the Community:

- ✓ Revitalizing the Downtown area was seen as less of a priority by respondents with incomes \$75,000 to \$99,999.
- ✓ Repairing major streets was seen as less of a priority by respondents with incomes greater than \$100,000.

The majority of each of the income categories considered **revitalizing Downtown** as a high priority, however, less than half (44.7%) of respondents with incomes \$75,000 to \$99,000 felt similarly.

Repairing major streets was considered a high priority by 47.5% of respondents who have incomes greater than \$100,000. The response rose to more than half for each of the other income categories.

Visiting Downtown:

- ✓ **Newer residents (0-2 years) were least likely to have visited Downtown for shopping.**

Six in ten (60.0%) respondents, who had lived in Boonville for 0-2 years, indicated they visited Downtown for shopping. A majority of respondents that had lived in Boonville for longer than two years indicated that they were “very” or “somewhat likely” to have visited Downtown for shopping: 74.4% of respondents living in Boonville for 3-5 years; 65.9% of respondents for 6-10 years; 61.5% for 11-20 years; and 56.8% of respondents who had lived in Boonville for more than 20 years.

- ✓ **Younger respondents were most likely to visit Downtown for outdoor recreation such as walking.**

Almost three-fourths (73.7%) of Boonville respondents between the ages of 18-34 indicated that they were “very” or “somewhat likely” to partake in other outdoor recreation, such as walking in Downtown Boonville. This compares to 46.2% of the 35-49 age group, 41.8% of the 50-64 age group and 34.9% of the 65 and older age group.

- ✓ **Younger respondents were the least likely to visit Downtown in order to attend church.**

Almost two-thirds (65.8%) of respondents ages 25-34 indicated that they were “not very” or “not at all likely” to visit Downtown to attend church. This compares to majorities in each of the other age categories that indicated they were “very” or “somewhat likely” to attend church Downtown.

Current Views of Downtown Boonville:

- ✓ **Respondents with incomes greater than \$100,000 were less likely to view the available green space Downtown favorably than other income groups.**

More than four in ten (42.1%) respondents in the \$100,000 or more income category felt that available green space in Downtown was “excellent” or “good” compared to 52.7% of the under \$25,000 group, 62.2% of the \$25,000 to \$49,999 group, 52.1% of the \$50,000 to \$74,999 group and 57.9% of the \$75,000 to \$99,999 group.

- ✓ **Younger respondents were more likely to view the occupied storefronts favorably than any other age group.**

Three in five (60.0%) respondents between the ages of 18-25 viewed Downtown’s occupied storefronts as “excellent” or “good,” compared to 37.5% of the 35-49 age group, 36.8% of the 50-64 age group and 43.7% of the respondents over the age of 65.

- ✓ **Respondents with incomes greater than \$100,000 and those respondents who have lived in Boonville between 11-20 years, were the least likely to view Downtown dining options favorably.**

Majorities of the respondents from all income and length of residence categories rated the Downtown dining options as either “excellent” or “good,” with the exceptions of 46.2% of the respondents who have lived in Boonville for 11-20 years and 47.4% of the respondents with incomes greater than \$100,000. These categories were less than 50%.

- ✓ **Older respondents and residents that have lived in Boonville for less than two years were the least likely to view safety at night in Downtown favorably.**

The majority of respondents from within each of the other age and length of residence categories rated safety at night as either “excellent” or “good,” compared to 46.0% of the respondents over the age of 65 and 46.7% of the respondents who have lived in Boonville for less than 2 years.

Priorities for Types of Downtown Businesses:

- ✓ **The majority of respondents over the age of 65 did not consider the addition of fine dining restaurants Downtown to be a high priority.**

Less than half (48.3%) of respondents over the age of 65 considered adding fine dining options to Downtown a high priority. The other age groups felt differently with 65.0% of the 25-34 age group, 57.7% of the 35-49 age group, and 54.4% of the 50-64 age group ranking fine dining options highly.

- ✓ **Younger respondents were more likely to consider adding an arcade or other attractions for teenagers to be a high priority.**

Six in ten (60.0%) respondents between the ages of 18-34 indicated that a high priority for Downtown should be the addition of an arcade or other attraction aimed at teenagers. Other groups ranked this a high priority to a lesser extent with 44.2% of the 35-49 age group, 48.5% of the 50-64 age group and 39.1% of the respondents ages 65 or older.

Priorities for Other Downtown Improvements:

- ✓ **Newer residents to Boonville (0-2 years) indicated moving utilities underground was a high priority.**

Residents who have lived in Boonville for 0-2 years viewed moving utilities underground as a priority more than any other group, with 60.0% ranking it a high priority. Less than 50.0% of all other groups felt it was a high priority.

- ✓ **Younger respondents (ages 18-34) were more likely to consider developing upper floor residential space a priority for Downtown.**

A majority (55.0%) of respondents between the ages of 18-34 considered upper floor residential space a priority compared to 38.5% of the 35-49 age group, 41.2% of the 50-64 age group and 33.3% of respondents over the age of 65.

- ✓ **Female respondents and younger respondents (ages 18-34) were most likely to consider making Downtown more bicycle friendly as a high priority.**

The majority of female respondents (54.3%) considered bicycle friendliness to be a high priority compared to 40.7% of the male respondents. A majority of respondents between the ages of 18-34 years of age also considered this to be a high priority compared to 48.1% of the 35-49 age group, 48.5% of the 50-64 age group and 41.4% of the respondents over the age of 65.

SECTION III

OVERVIEW OF DATA

This section provides the survey findings in table format and shows answers to the questions in raw frequencies. UNICOM-ARC provides exact wording of each question, editing only some instructions in the interest of space.

Each table contains the question asked and any required conversation that may precede the question. Responses are shown as a percentage of the total of responses and are sorted where appropriate with the sorting column shaded. Additionally, the most prevalent response for each question is indicated in bold font.

		%
	Right direction	64.8%
1. Thinking about Boonville, Missouri area, would you say things are moving in...	Mixed	16.6%
	Wrong direction	12.0%
	Other/don't know	6.6%

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 of 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. The first is...

	5-Very high priority	Total high priority (4-5)	3	Total low priority (1-2)	Other/don't know
	%	%	%	%	%
3. Repairing major streets	42.2%	66.4%	20.6%	11.3%	1.7%
2. Revitalizing the Boonville Downtown area	34.6%	59.5%	21.6%	16.9%	2.0%
4. Improving emergency services	33.6%	57.1%	24.6%	14.6%	3.7%
5. Upgrading parks and recreation facilities	20.9%	50.2%	26.2%	20.3%	3.3%
6. Attracting more big box retail development	21.9%	37.9%	27.6%	29.2%	5.3%

	%
Once a year or less	3.7%
Less than once a month	10.6%
One to five times per month	30.9%
More than five times a month	53.5%
Other	0.0%
Don't visit Downtown	0.3%
Don't know	1.0%

8-17. For each of the following, please tell me how often you visit Downtown for these activities.

	<i>Very often</i>	<i>Very/Somewhat often</i>	<i>Not very/Not at all</i>	<i>Other/don't know</i>
	%	%	%	%
13. Government/post office	34.7%	73.7%	25.3%	1.0%
14. Conducting business	35.4%	66.7%	32.7%	0.7%
9. Dining	24.2%	64.6%	34.3%	1.0%
8. Shopping	21.9%	60.3%	38.7%	1.0%
12. Special events	17.8%	57.2%	41.8%	1.0%
15. Attending church	39.1%	53.5%	45.8%	0.7%
11. Other outdoor recreation, such as walking	19.9%	45.5%	53.9%	0.7%
17. Using the Katy Trail	12.5%	34.0%	65.7%	0.3%
10. Entertainment	7.1%	32.0%	65.7%	2.4%
16. Visiting the casino	3.7%	13.8%	84.8%	1.3%

		%
18. What is the one reason you most often visit Downtown Boonville?	Conducting business	18.5%
	Government/post office	17.8%
	Shopping	17.5%
	Dining	12.5%
	Attending church	9.4%
	Other/don't know	8.8%
	Special events	5.1%
	Other outdoor recreation, such as walking, but not the Katy Trail	4.4%
	Visiting the casino	2.4%
	Entertainment, not including the casino	2.0%
	Using the Katy Trail	1.7%

19-31. For each of the following characteristics of a Downtown I read, please tell me if you think conditions in Boonville are...

	Excellent	Excellent/Good	Not so good/Poor	Other/don't know
	%	%	%	%
31. Safety during the day	24.9%	94.0%	4.7%	1.3%
20. Signs to help motorists find their way around	9.6%	80.4%	15.0%	4.7%
23. Preservation of historic structures	16.3%	79.7%	16.3%	4.0%
30. Condition of sidewalks	6.6%	74.1%	22.6%	3.3%
19. Signs to help pedestrians find their way around	10.0%	70.8%	22.9%	6.3%
29. Condition of streets	4.7%	68.8%	29.2%	2.0%
27. Dining options	7.6%	64.8%	33.9%	1.3%
32. Safety at night	6.3%	61.8%	21.9%	16.3%
21. Convenient business hours	5.3%	60.8%	36.2%	3.0%
25. Convenient parking	6.0%	58.1%	40.2%	1.7%
22. Available green space	7.0%	56.8%	34.2%	9.0%
26. Diverse mix of business	5.0%	53.5%	45.2%	1.3%
24. Occupied storefronts	4.0%	41.9%	56.5%	1.7%
28. Entertainment options	2.0%	25.2%	70.4%	4.3%

	%
Very important	53.2%
Somewhat important	33.6%
33. How important would you say it is that Boonville work to retain its Downtown's historic character?	9.0%
Not very important	2.7%
Not at all important	1.7%
Other/don't know	
Very/Somewhat important	86.7%
Not very/Not at all important	11.6%

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 Boonville 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...

	5-Very high priority	Total high priority (4-5)	3	Total low priority (1-2)	Other/don't know
	%	%	%	%	%
35. Family or casual style dining	36.9%	68.1%	20.9%	9.3%	1.7%
41. Clothing stores	28.9%	58.8%	20.9%	17.9%	2.3%
36. Fine dining	27.2%	55.1%	23.6%	19.3%	2.0%
40. Bookstore	23.3%	51.2%	23.6%	23.3%	2.0%
42. Arcade or other attraction aimed at teenagers	25.9%	45.5%	24.3%	28.9%	1.3%
46. Hunting/fishing/outdoor sporting goods store	19.3%	43.5%	20.6%	33.9%	2.0%
44. Coffee shop	17.9%	38.5%	32.9%	27.6%	1.0%
34. Lodging such as hotel, motel or bed and breakfast	14.6%	37.9%	26.2%	34.2%	1.7%
37. Ice cream shop	15.3%	35.2%	27.9%	34.9%	2.0%
39. Art galleries and shops	14.0%	33.6%	30.2%	34.9%	1.3%
45. Winery	10.3%	31.6%	20.6%	45.5%	2.3%
38. Antique shops	11.3%	27.9%	33.6%	36.2%	2.3%
43. Bars/nightclubs	6.3%	15.3%	21.6%	60.1%	3.0%

		%
	Clothing stores	22.9%
	Family or casual style dining	17.6%
	Arcade or other attraction aimed at teenagers	13.6%
	Fine dining	11.6%
	bookstore	10.0%
	Other	9.3%
47. Of the items I just listed, what business would you most like to see in Downtown Boonville?	Hunting/fishing/outdoor sporting goods store	8.0%
	Antique shops	1.7%
	Coffee shop	1.7%
	Winery	1.3%
	Art galleries and shops	1.0%
	Bars/nightclubs	0.7%
	Ice cream shop or soda fountain	0.3%
	Lodging such as hotel, motel or bed and breakfast	0.3%

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 Boonville using the same 5-point scale.

	5-Very high priority	Total high priority (1-5)	3	Total low priority (1-2)	Other/don't know
	%	%	%	%	%
60. Offering activities for younger children and families	47.2%	75.1%	13.6%	8.6%	2.7%
57. Improving building facades	29.9%	63.5%	22.3%	12.0%	2.3%
51. Adding new parking spaces or lots	29.9%	53.2%	23.9%	21.6%	1.3%
58. Keeping streets and sidewalks cleaner	23.9%	51.8%	26.9%	19.3%	2.0%
50. Moving utilities underground	27.6%	48.2%	22.6%	25.6%	3.7%
61. Making the area more bike friendly	21.6%	47.5%	18.9%	31.6%	2.0%
54. Making the area more pedestrian friendly	23.3%	47.5%	29.6%	20.3%	2.7%
49. Improving lighting	21.9%	46.5%	29.9%	20.6%	3.0%
53. Developing second-story residential space	18.6%	39.9%	28.6%	28.2%	3.3%
48. Adding green space	15.0%	36.9%	27.2%	33.2%	2.7%
55. Improving signage to help pedestrians find their way around	12.6%	36.2%	27.9%	32.9%	3.0%
52. Stricter code enforcement	16.9%	36.2%	25.6%	32.2%	6.0%
56. Improving signage to help motorists find their way around	11.0%	29.9%	31.6%	35.9%	2.7%
59. Adding murals to Downtown buildings	11.6%	27.6%	28.9%	41.2%	2.3%

		%
62. Are there any other improvements you think should be made to Downtown Boonville?	Yes	29.9%
	No	70.1%

		%
63. Property owners should turn the second floors of their existing buildings into...	Rental units	39.5%
	Condominiums	21.3%
	No need	26.6%
	Other/don't know	12.6%

		%
64a. What would you say is your main source of information about Downtown Boonville?	Local newspaper	36.9%
	Word-of-mouth	23.6%
	Other	11.6%
	Radio	10.3%
	I live Downtown	9.3%
	No others/don't know	5.6%
	City or Chamber of Commerce web site	1.7%
	Television	1.0%

		%
64c. What is your second most likely source of information?	Local newspaper	26.8%
	Word-of-mouth	26.8%
	Radio	18.7%
	Other	9.2%
	No others/don't know	6.7%
	Television	5.6%
	City or Chamber of Commerce web site	4.2%
	I live Downtown	2.1%

	%	
65. If there was a sales tax around .5% that would fund projects for Downtown development and/or other economic development projects, would you be very likely, somewhat, not very or not at all likely to support such a sales tax?	Very likely	22.6%
	Somewhat likely	34.9%
	Not very likely	16.9%
	Not at all likely	22.6%
	Other/don't know	3.0%
	Very/Somewhat likely	57.5%
	Not very/Not at all likely	39.5%

	%	
66. How familiar are you with the state-sponsored program called the DREAM Initiative?	Very familiar	3.0%
	Somewhat familiar	13.3%
	Not very familiar	16.9%
	Not at all familiar	66.4%
	Other/don't know	0.3%
	Very/Somewhat familiar	16.3%
	Not very/Not at all familiar	83.4%

	%	
67. In which of the following age groups are you?	18-34	13.3%
	35-49	34.6%
	50-64	22.6%
	65 or older	28.9%
	Other/don't know/refused	0.7%

		%
68. How long have you lived in Boonville?	0-2 years	5.0%
	3-5 years	13.0%
	6-10 years	13.6%
	11-20 years	13.0%
	More than 20 years	55.1%
	Other/don't know	0.3%

		%
69. For statistical purposes only, please indicate which of the following categories best fits your total household income for 2008?	under \$25,000	18.3%
	\$25,000 to \$49,999	27.2%
	\$50,000 to \$74,999	24.3%
	\$75,000 to \$99,999	12.6%
	\$100,000 or more	6.3%
	Other/don't know	11.3%

		%
70. Gender	Male	49.8%
	Female	50.2%

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SECTION IV

RESPONSE TO OPEN-ENDED QUESTIONS

47a. Which business would you most like to see in Downtown Boonville?

Movie theater (3)

Fabric shop (2)

A good steak house

A place where people can ride four wheelers and motorcycles

Ace hardware

Better drivers that use headlights and turn signals more

Cafeteria

Different variety for the locals and more locally known

Dime store

Does not make any difference

Fabric and sewing store

Family entertainment

Gift shop/tourist attraction

I like them all pretty good

Improve the YMCA or have something for young people like a pool or something

Manufacturing

Museum

Newspaper store that sells magazines, hobby shop, game stop

No opinion

Shoe store

Theaters

Variety store

62a. Are there any other improvements you think should be made to Downtown Boonville?

Activities for kids and teenagers

Activities for youth to do, stores to be open regular hours or later, more variety of shops

Adding a space for community gardens for those who don't have a place for a garden

All of them

An open-mindedness about the City and not be such a stifler about businesses, they're too picky

Attract more business

Because in the winter time the roads were terrible, they need new sidewalks, and they need a clothes store

Better library facilities

Bring in more family businesses, shopping, groceries, clothes, anything

Clean up around the river

Clothing stores for men and women

Emergency services; it needs to have a better and safer system when it comes to emergencies like fires; don't have enough man power in case of large emergencies

Expand the area with more up to date shopping; upgrade museums; pretty poor museums

Fill up empty buildings

Fire all the City Council and start with a new younger group; don't want to move other businesses in or out-of-town people running businesses; need jobs and industries into town; things for children like pool with slide or water park. People said they would go to Boonville to a water park. They don't want to grow.

Get people in there and away from Walmart

Getting in businesses that will succeed and stay

Help people out more; they don't have any places to go for food, water, etc; help low income people

I don't think that it's very safe in the evening or night hours; there's a lot of people that hang around there that don't invite people to that part of town like families

I just wish that we had more shopping areas; I like the bridge but they are going to get rid of it and I don't think they should

I think that there should be a strip of trees in front of the parking lot by the school and the library

Not enough plantings downtown

I think that there should be more little coffee shops where you can have coffee and a cigarette

I think the buildings should be occupied; they are very empty and need to be taken care of

I think the streets should be fixed

I think there should be a movie theater; I think a movie theater would be a great addition

I think there should be activities for students and kids besides the YMCA

I think there should be something for the children and teens to do

I think they need to be a little more lenient with their building specifications; too many regulations

I think they should concentrate more on handicap accessibility; most of the sidewalks don't have ramps for wheelchairs

I think they should redo the inside of stores

I think they should remove the two hour parking limit

I would just say a variety of businesses with flexible store hours that would be open Saturday and Sunday, Friday night, Thursday nights; they are open regular hours and not in evening

I would like to see a curfew in downtown Boonville

I would like to see more variety of merchant stores

I'd just like to see them get all the buildings up to shape and up to code because I think that's very important for when someone comes to see and it would look nice; make it customer friendly

I'd like to see more stores

Improve the stoplights

Improve water source

Improving the businesses, appearance of signs

Instituting a downtown renovation; loan programs for small businesses to fill the empty store fronts and give people jobs

It should be monitored and more lighting on corners and down streets and where people and kids sit; also more monitoring so that the things going on are kept under control

Keeping up with the buildings; rent out buildings for apartments or tear down and make into parking place

Library, more coffee shops; make it more educated

Lights; probed

More health minded things, like a health food store

More police presence on the streets and the back streets

More recreation areas for young people where they can meet without getting into trouble

More retail business

More signs out near the interstate so that people know what's around Downtown

More things for kids

More to attract more business; local artist more stores

More versatile entertainment; better road work in alleys and public parking areas and side streets; have a discount store; more outside public areas to sit; more smoking areas

Movie theater and more stuff for children to do like resource centers, after school tutoring

Movie theatre

Movie theatre

Need a movie theater

Need movie place

New management

Occupying empty spaces

One of the things that downtown people are hollering about is the grocery store; I would like to see a nicer grocery store

Open the store hours

Other types of businesses such as credit unions, artisan guild, crafts, glass, furniture, cabinetry

Outdoor lighting for fall or winter season

Outdoor performance area

Parking

Places for people to put their bikes at; put a walking patrol

Quality of the streets

Renovate a lot of the older buildings

Some good places to dine

Something for the kids

Stop unloading on Main Street

Stores stay open late Monday night; need more places to eat

Streets

Streets and sidewalks are major problem; traffic control

The buildings should be restored and brought up to code

The clerks in the stores ought to be a little bit more friendly

The main thing is make sure they have enough lighting downtown like in the alley's; it makes people feel safe when you walk around Downtown Boonville

The military school is sitting empty; it could be used for a junior college; it costs 20 thousand a year just to maintain the empty buildings; it will increase merchant activities and residential occupation; students will spend money; the school has historic value; this huge river front section which could be developed, even a park

The restoration of many of the buildings is a big item; people buy them but they don't restore them and they need to be restored

The streets because there are a lot of potholes

Their website www.goboonsville.com is horrible; work on all things on website; poorly organized; insufficient information

There needs to be more entertainment other than casinos

They need different shopping centers here; the beer joints need to go because you can smell it all over town; it used to be a lovely town

Traffic

Traffic lights flicker

We need a little more parking

We need more businesses and educated jobs; we need a movie theater

We need more stores and better storefronts

We really need all the empty buildings filled up or something done with them

Widen the streets

62b. Are there any other improvements you think should be made to Downtown Boonville?

Tip top shape

Marketing plan

64b. What would you say is your main source of information about Downtown Boonville?

Work downtown (3)

Observation (3)

Personal experience (2)

Bank

Casino

Chamber of Commerce

City Council meetings

Experience

Experience from being there

First hand

Going Downtown to find out my own source of information

Going through it everyday

History

I drive by it

I have more knowledge than others

Input from individuals who live in other communities

Internet

Just by driving Downtown going to places I need to go

Just visiting

Little historic town

Magazines

Me

My kid

Planning and Zoning Committee

Shop owners

The casino

The history of Boonville

The internet

Town meetings

Website

64d. What is your second most likely source of information?

Internet (4)

Driving through (2)

At golf course

Business

Driving in area

Experience myself

Groups that meet at McDonalds

Highway signs

I already know most of the information

I grew up here

I work Downtown

Local church

Magazines

Observations

Seeing it

Signs

Signs such as advertisements

Store advertising

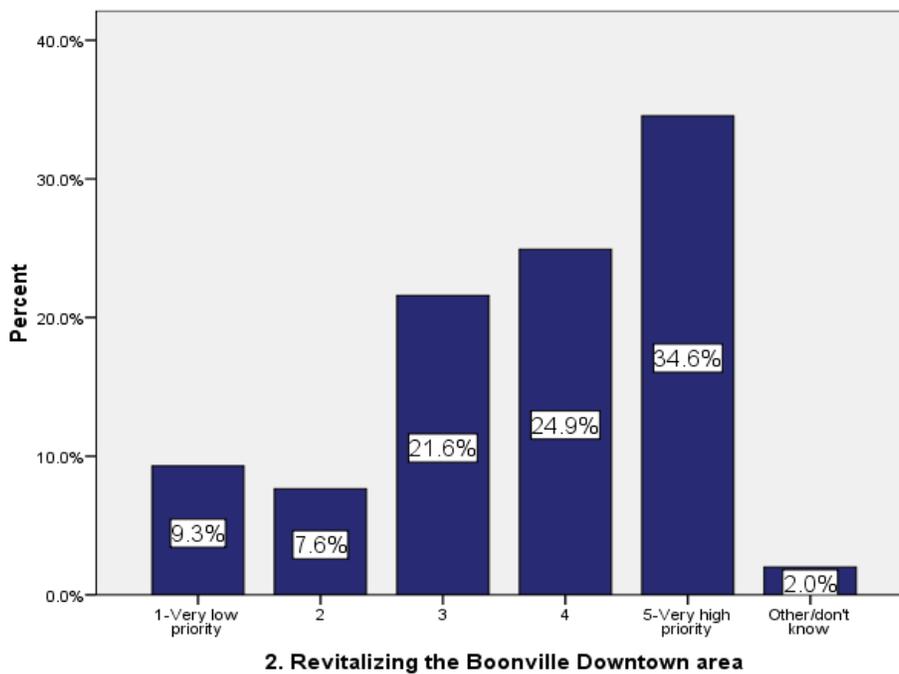
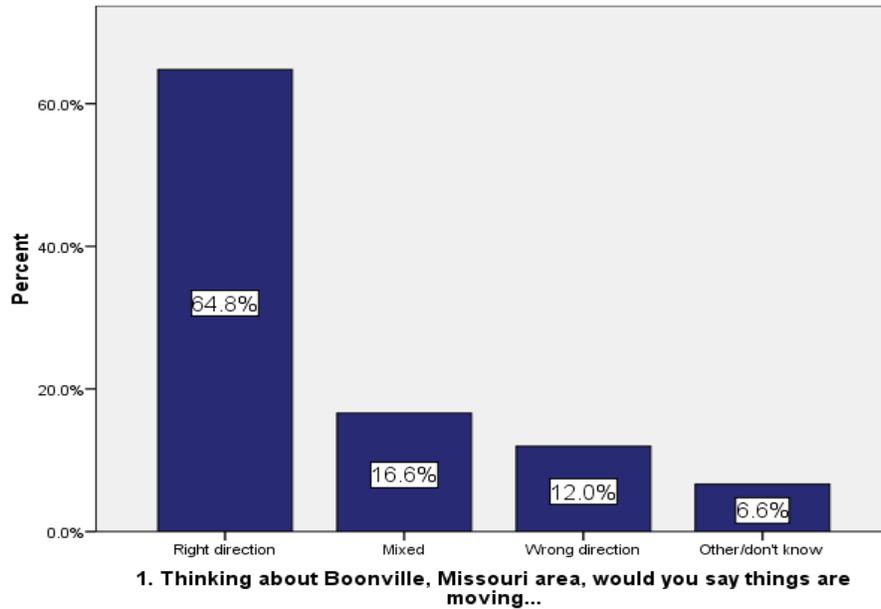
Visually seeing what's going on

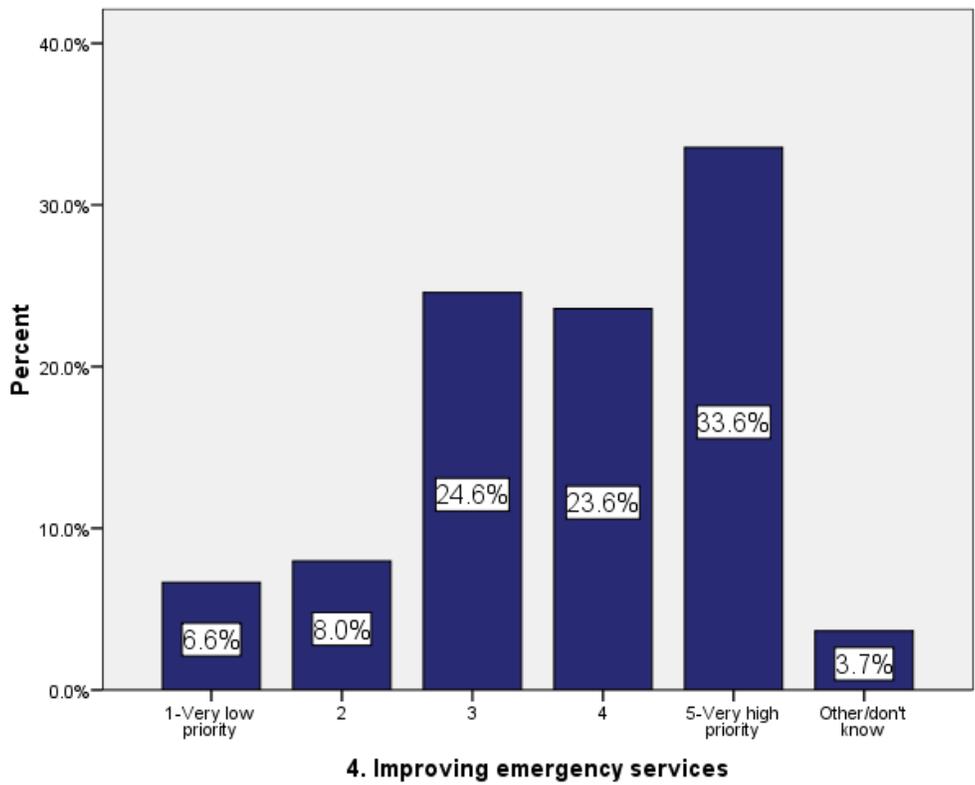
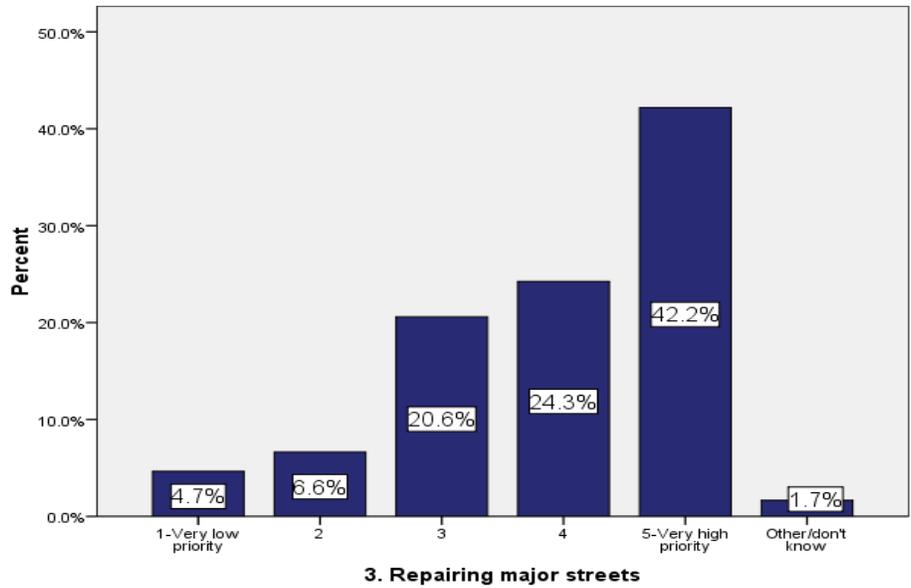
Website

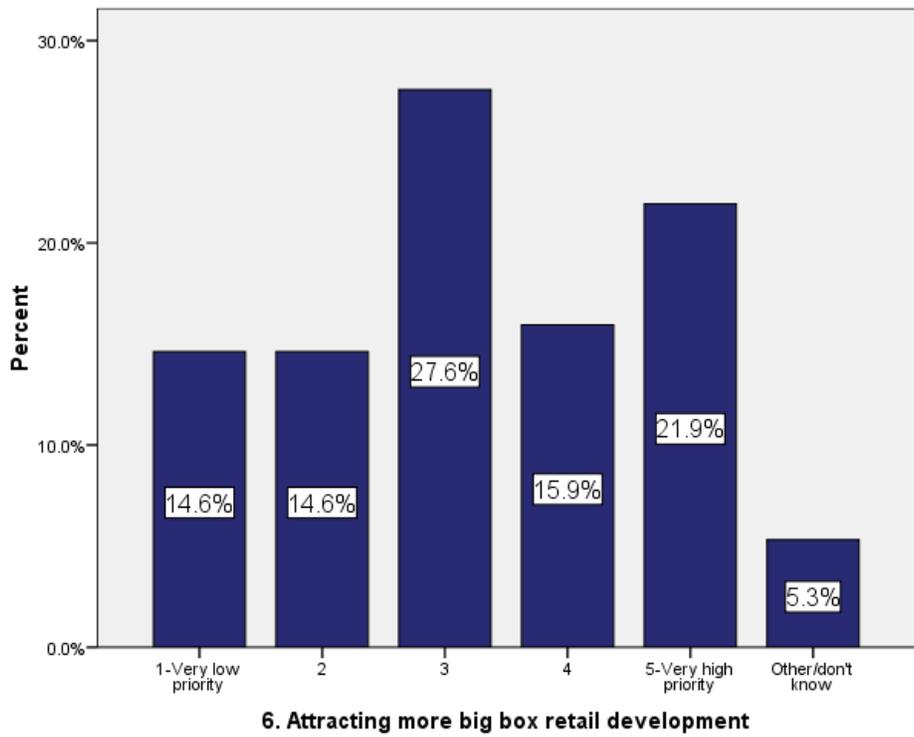
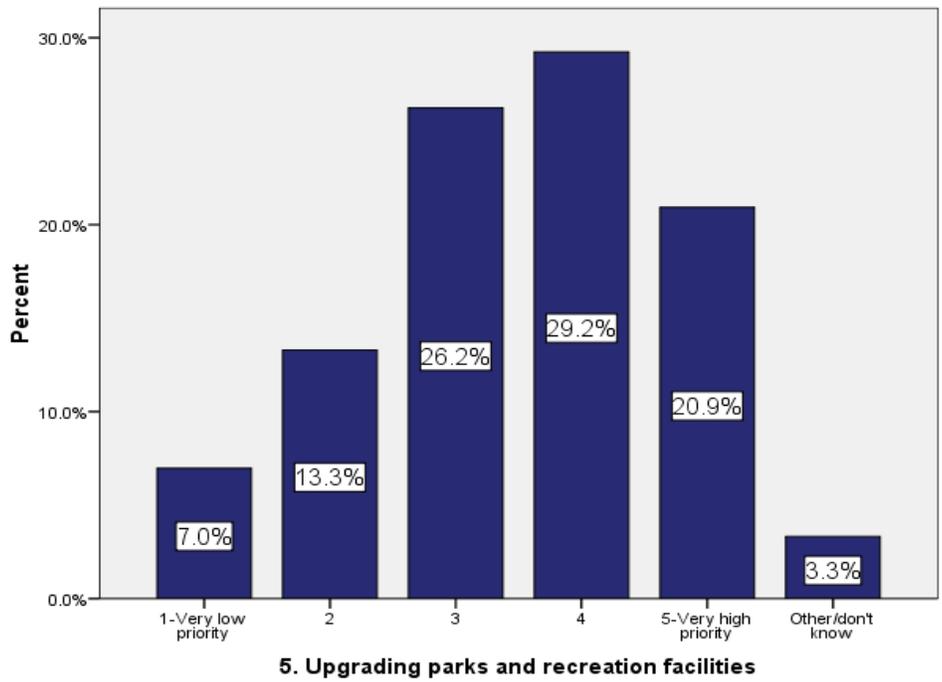
Working Downtown everyday

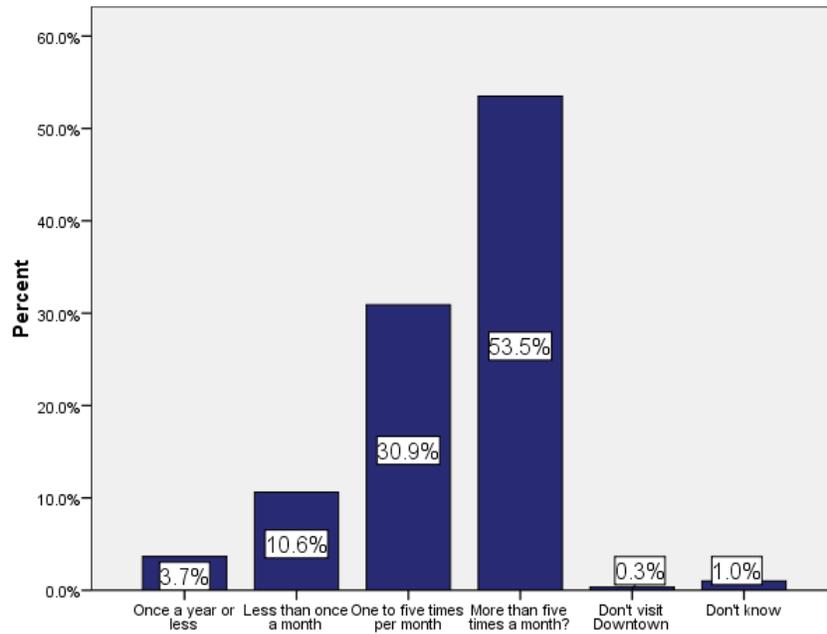
Working in the Downtown area

SECTION V BAR CHARTS

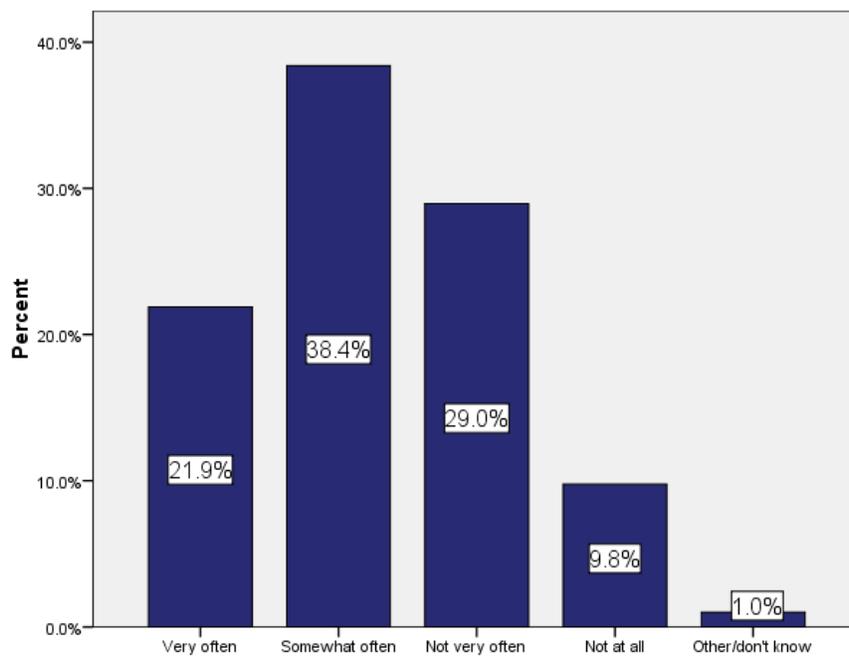




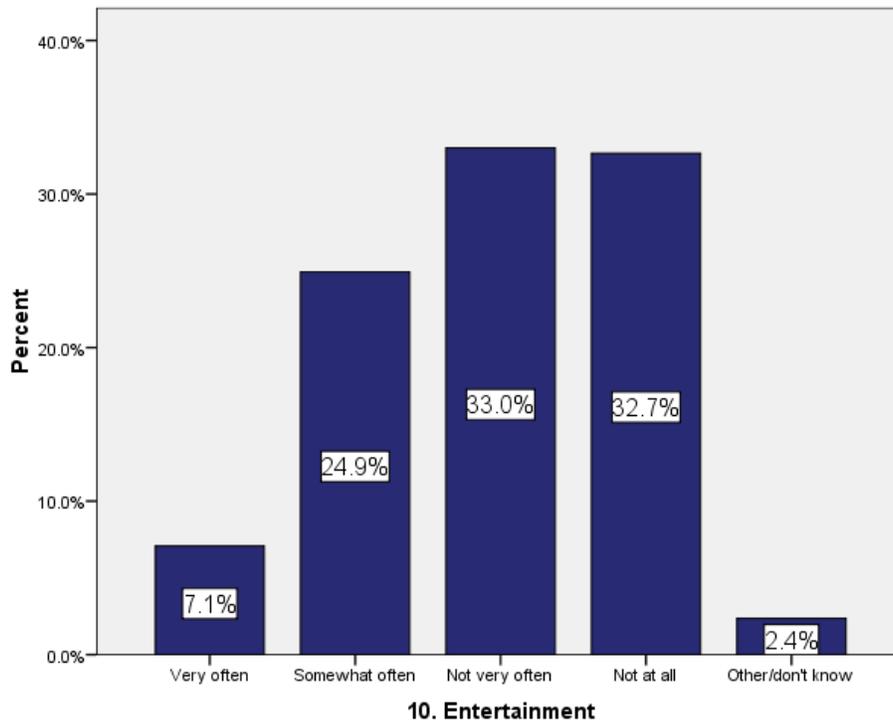
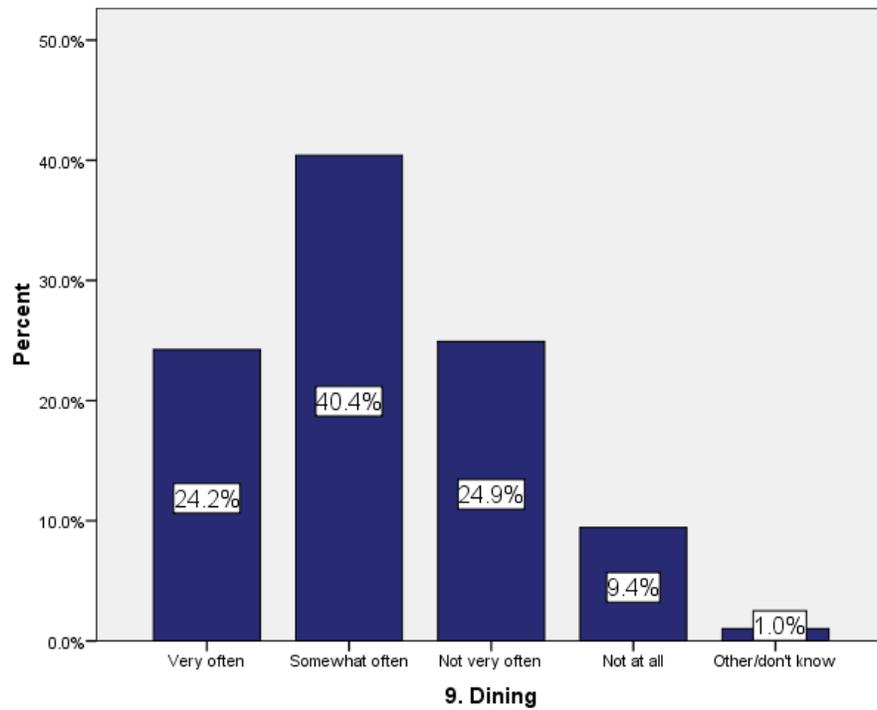


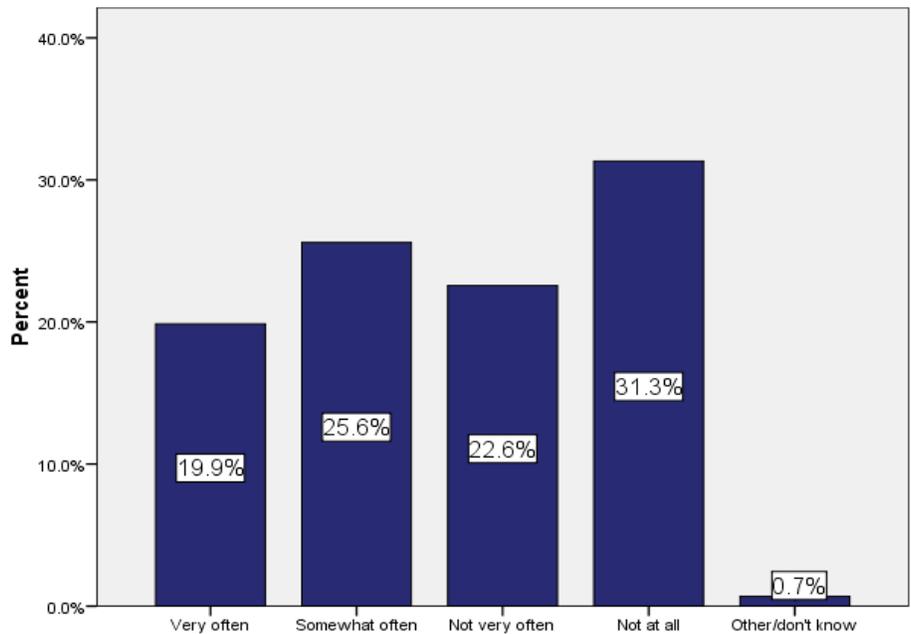


7. How often do you visit Downtown Boonville?

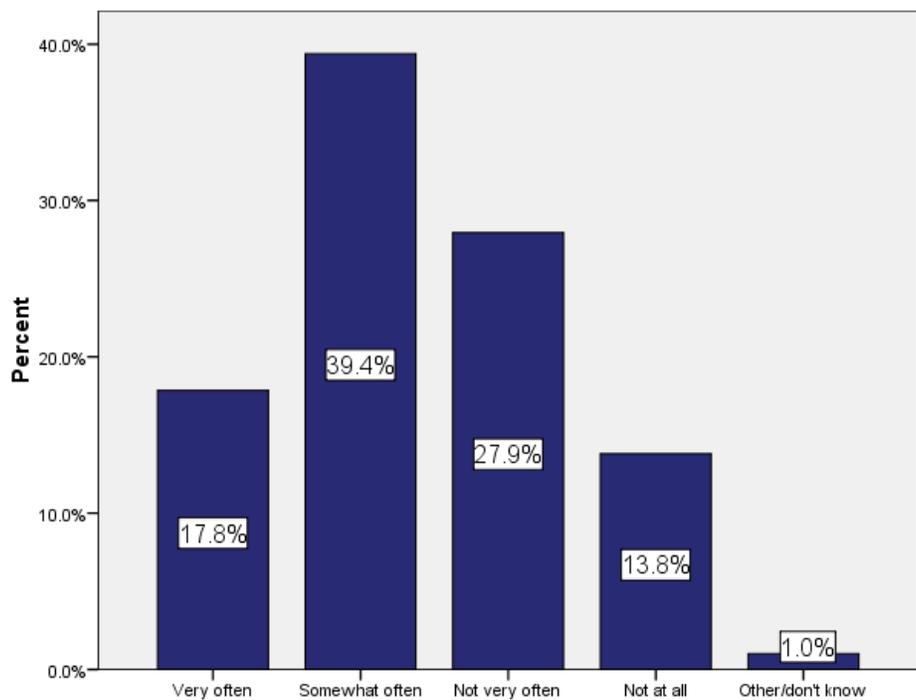


8. Shopping

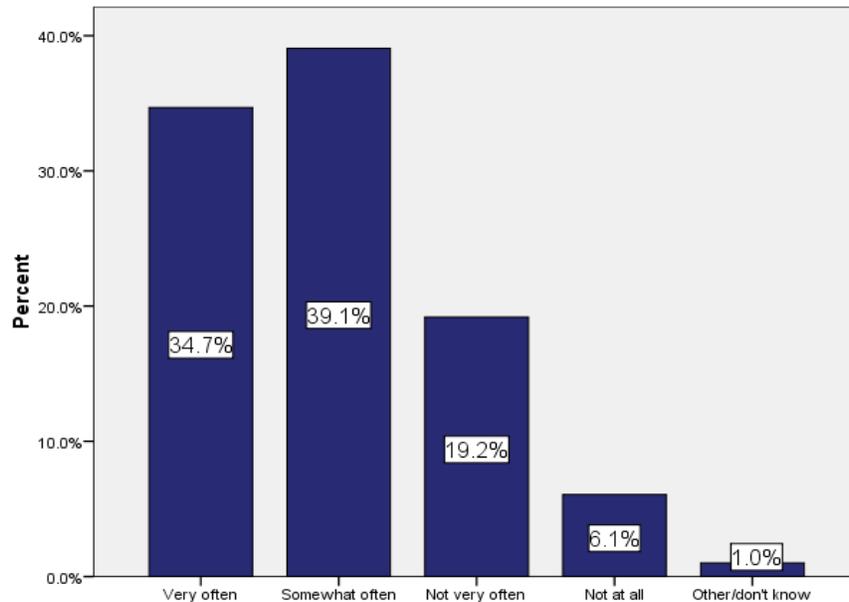




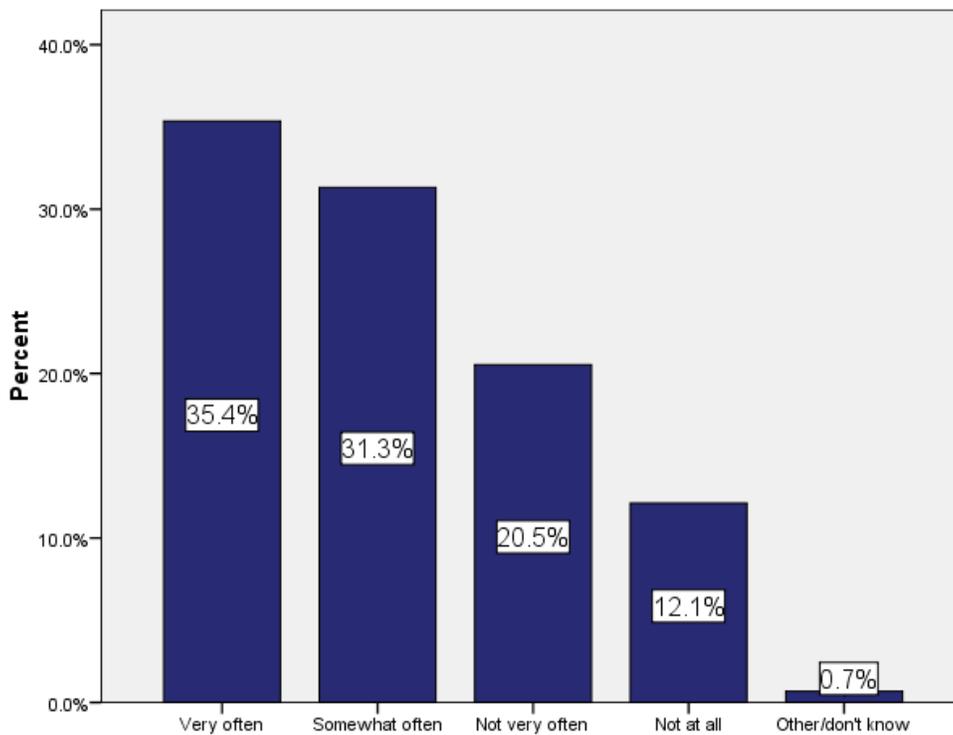
11. Other outdoor recreation, such as walking



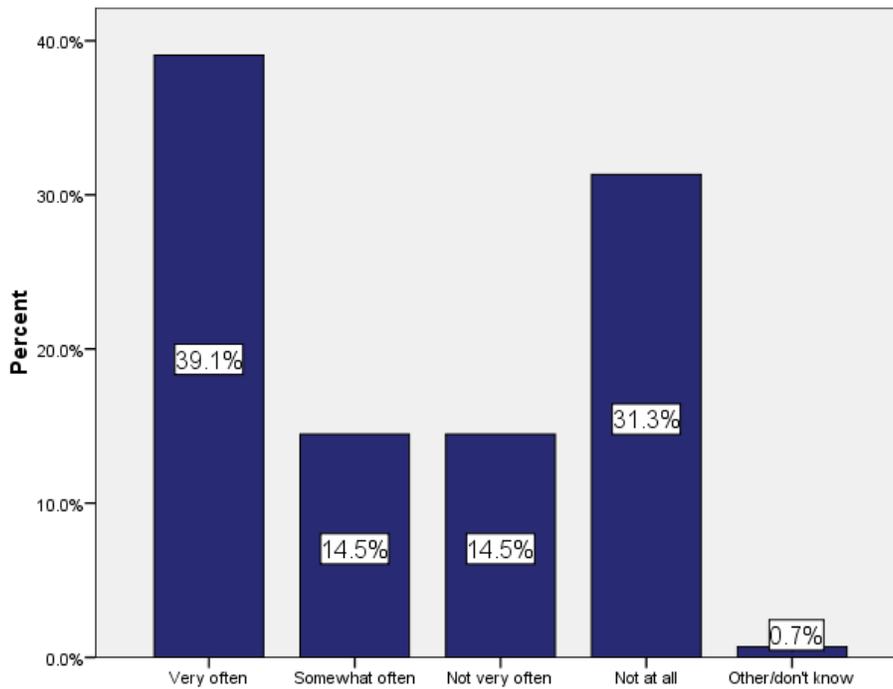
12. Special events



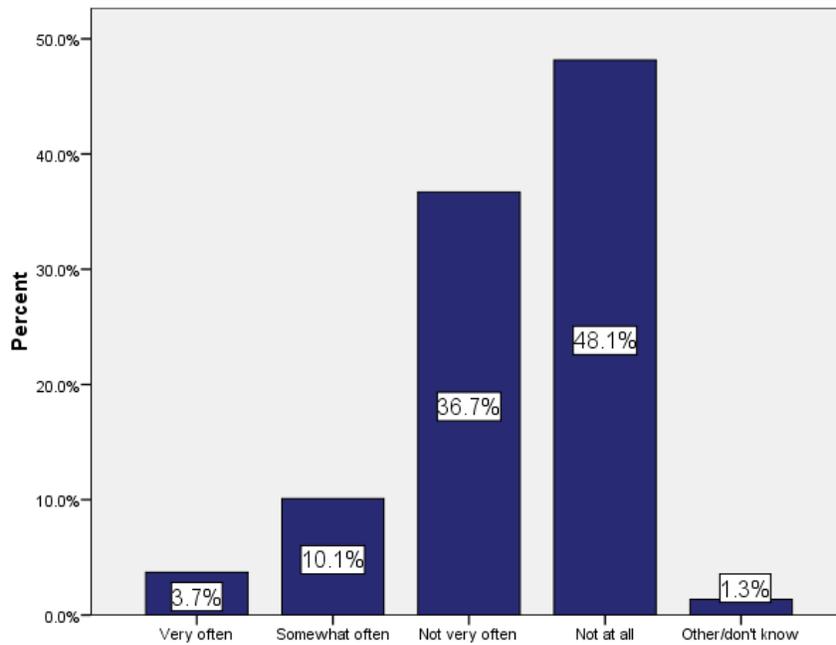
13. Government/post office



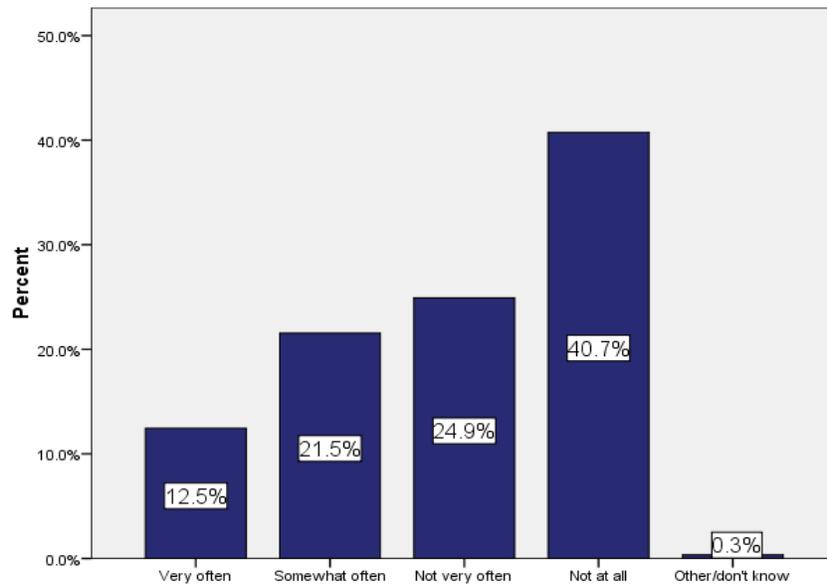
14. Conducting business



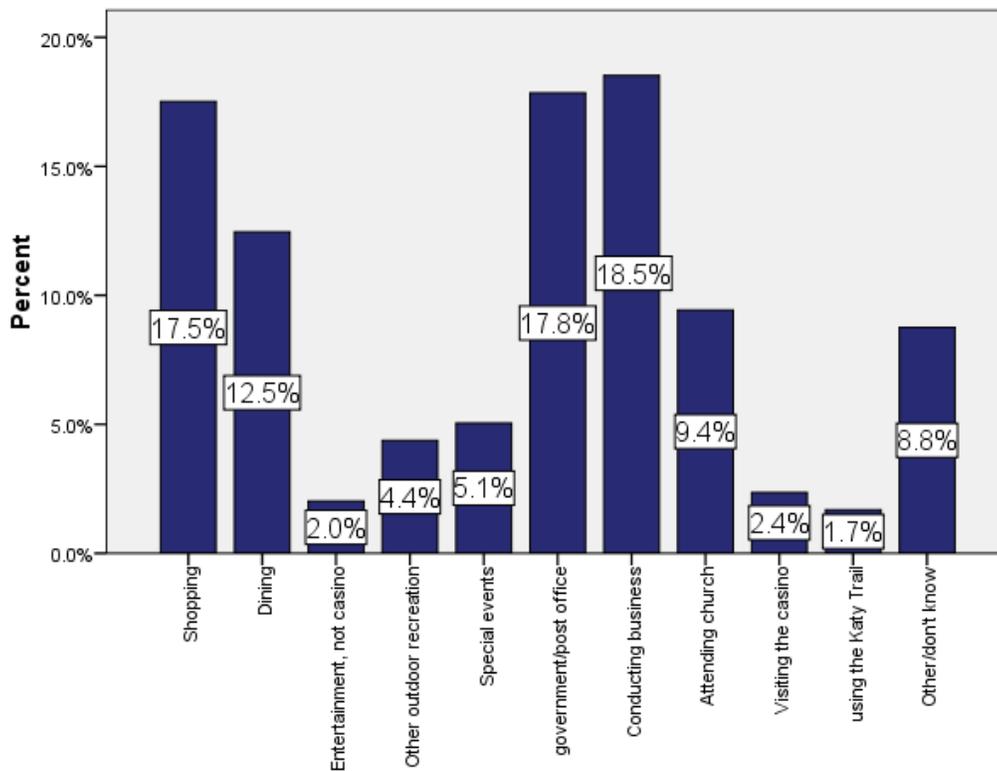
15. Attending church



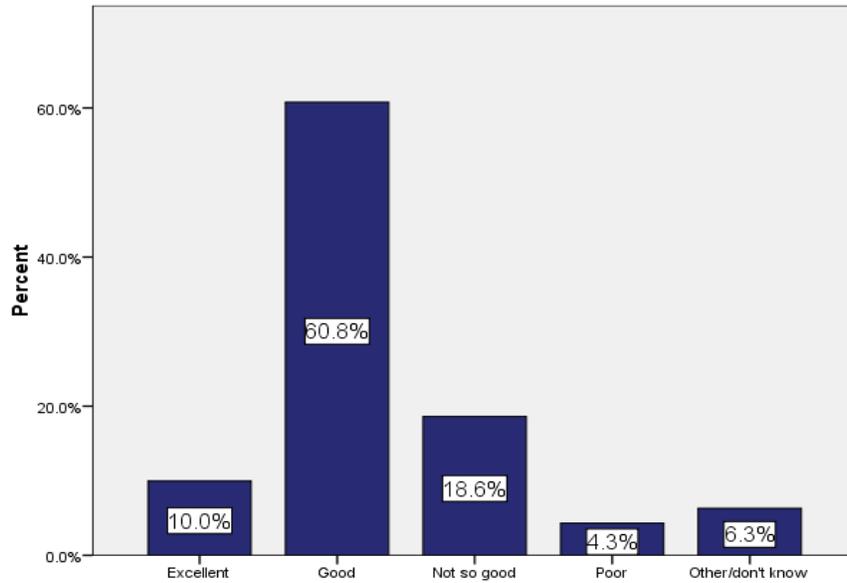
16. Visiting the casino



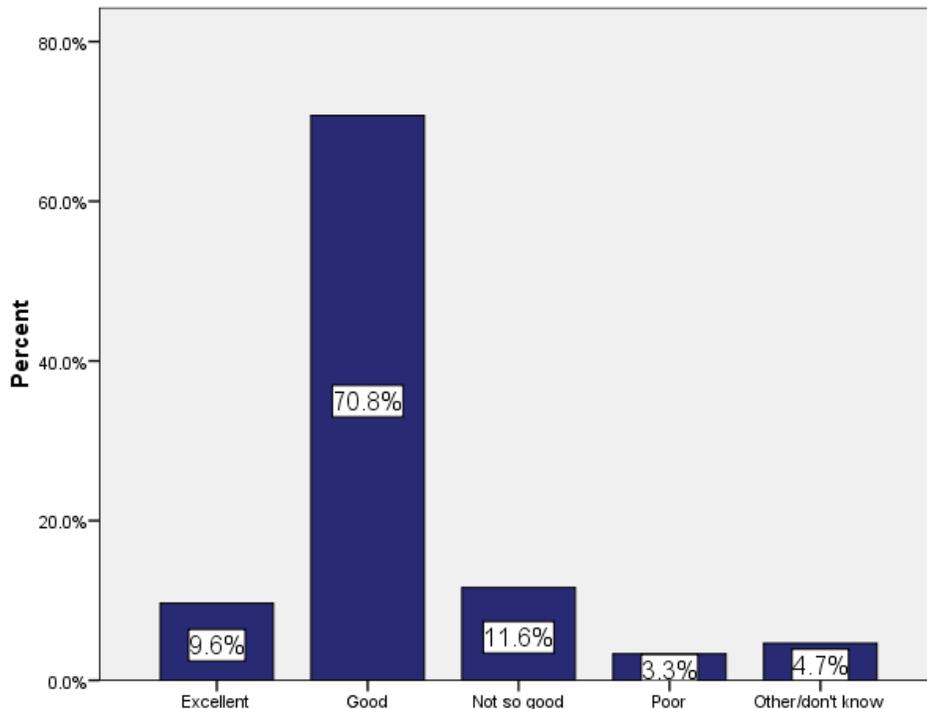
17. Using the Katy Trail



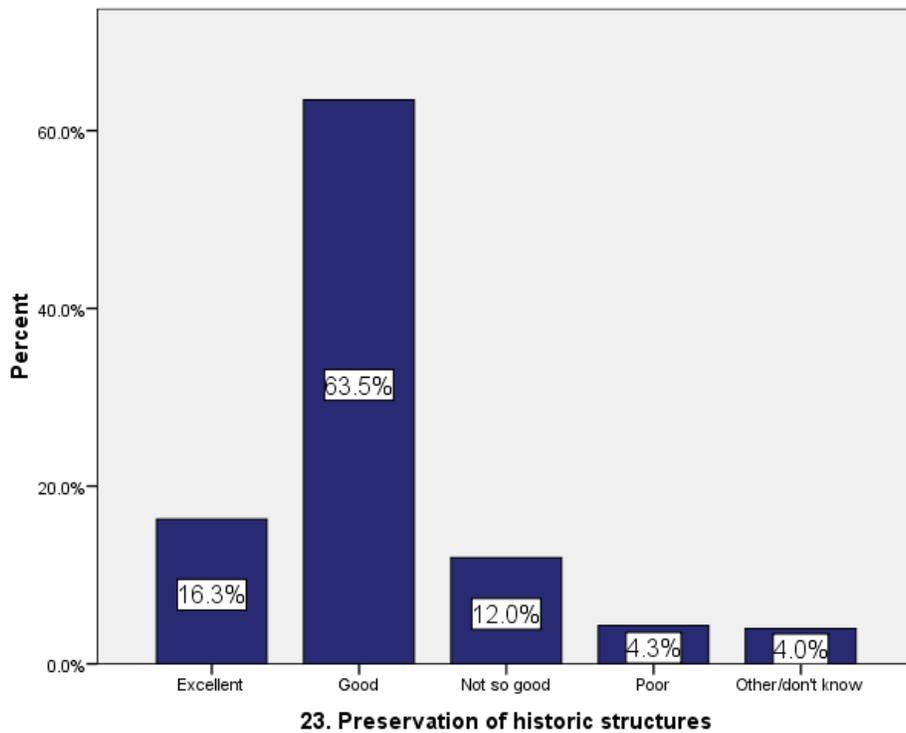
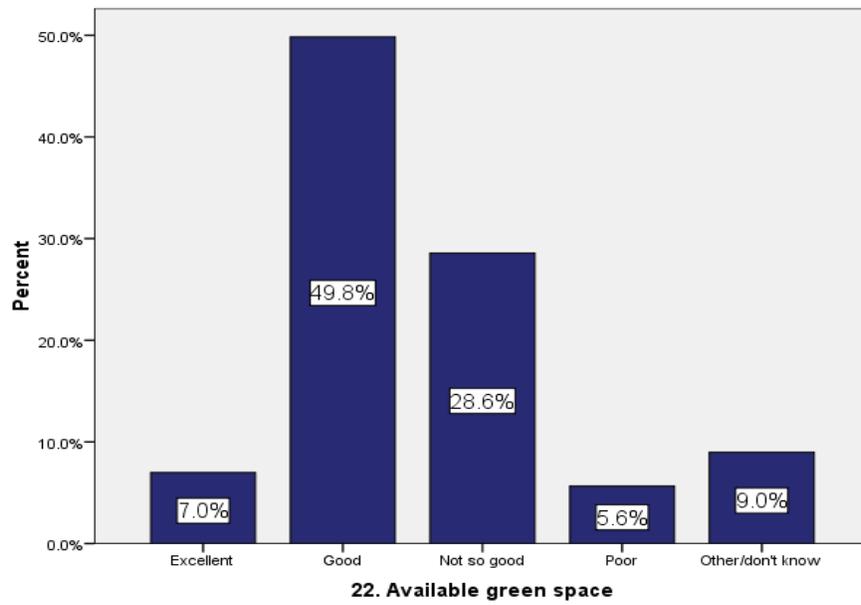
18. What is the one reason you most often visit Downtown Boonville?

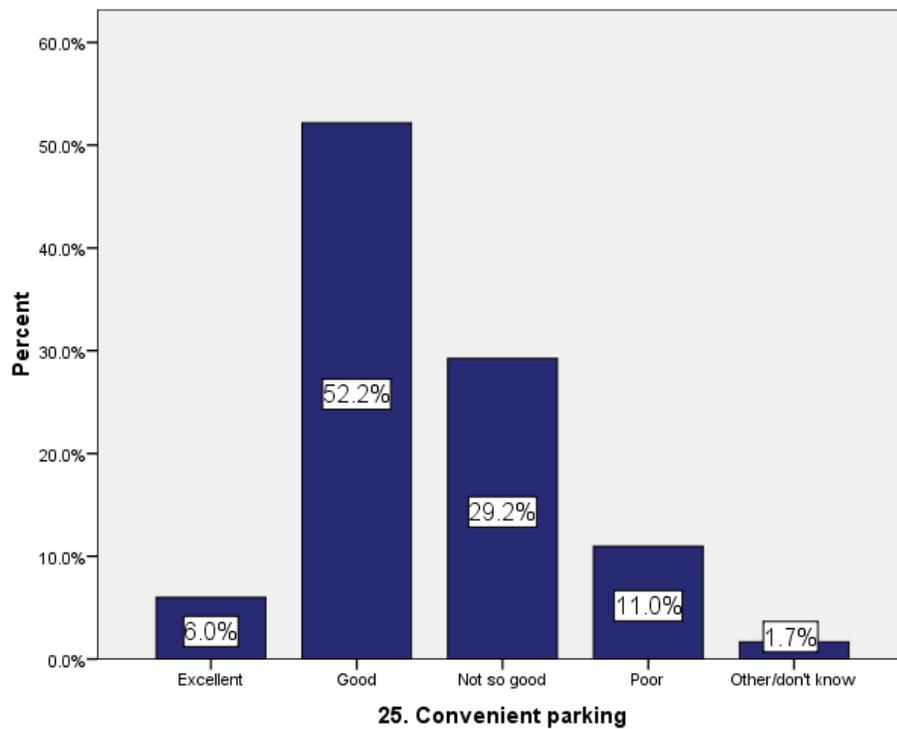
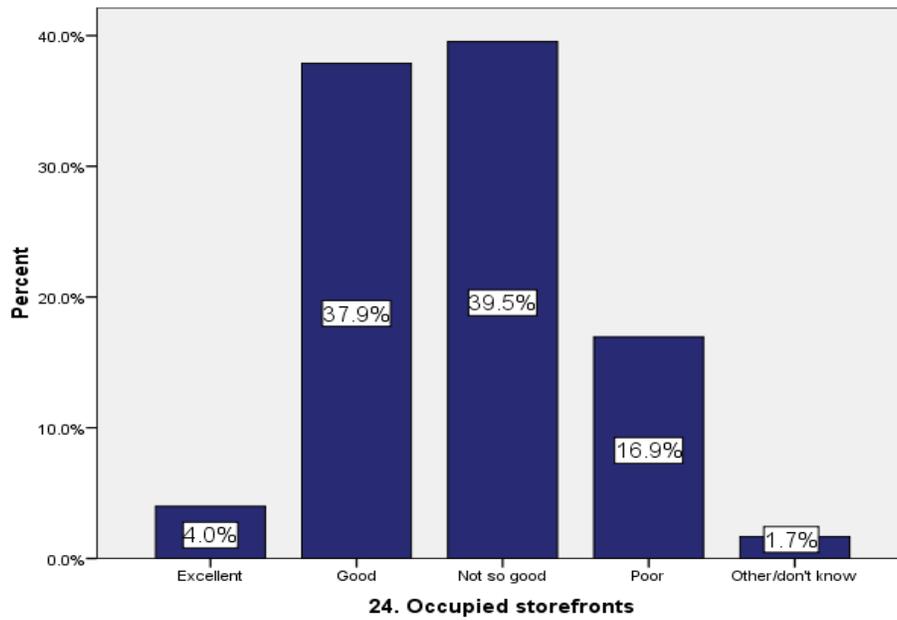


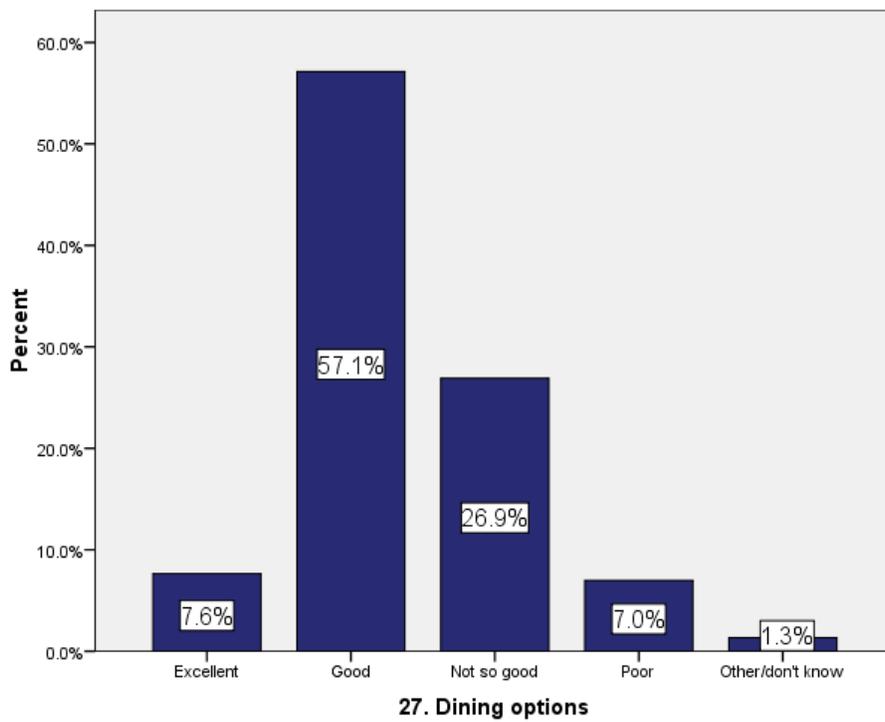
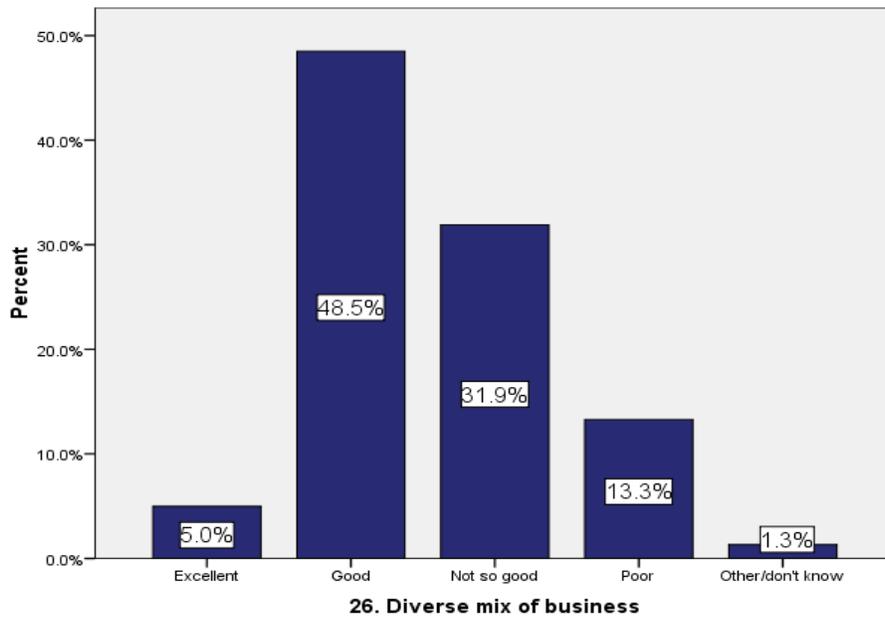
19. Signs to help pedestrians find their way around

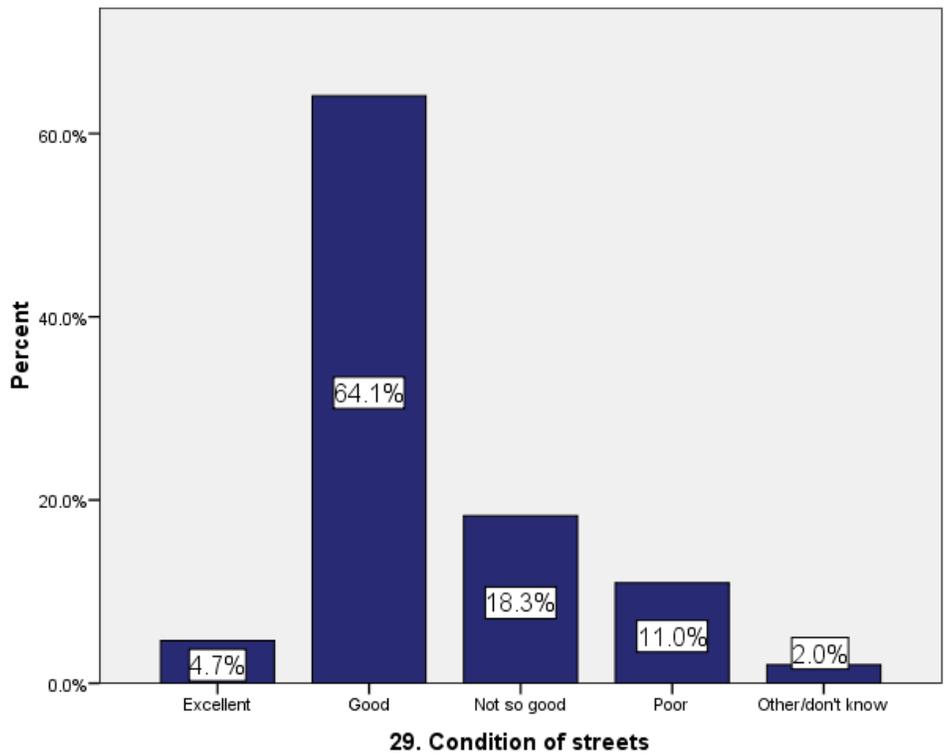
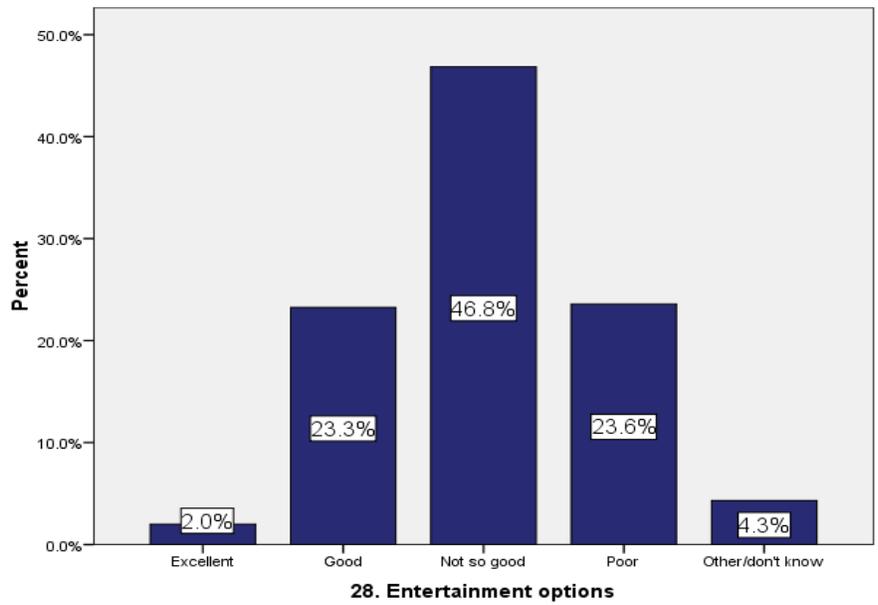


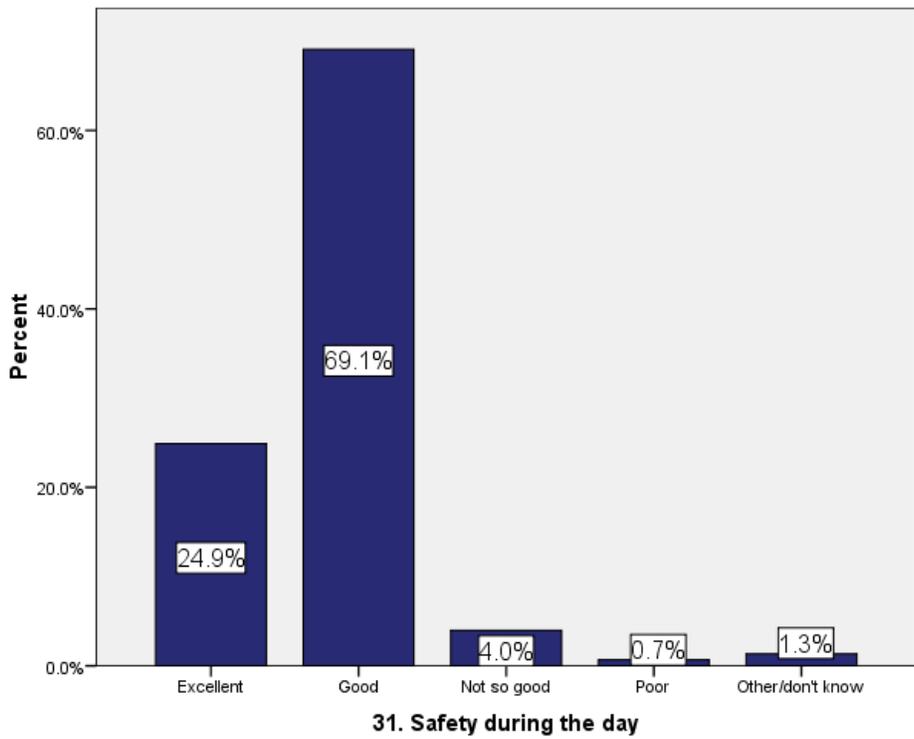
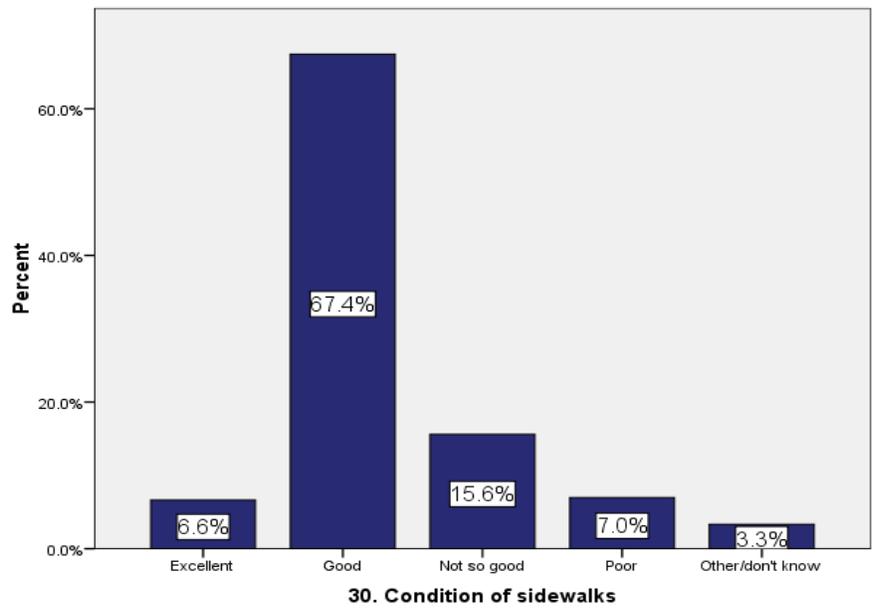
20. Signs to help motorists find their way around

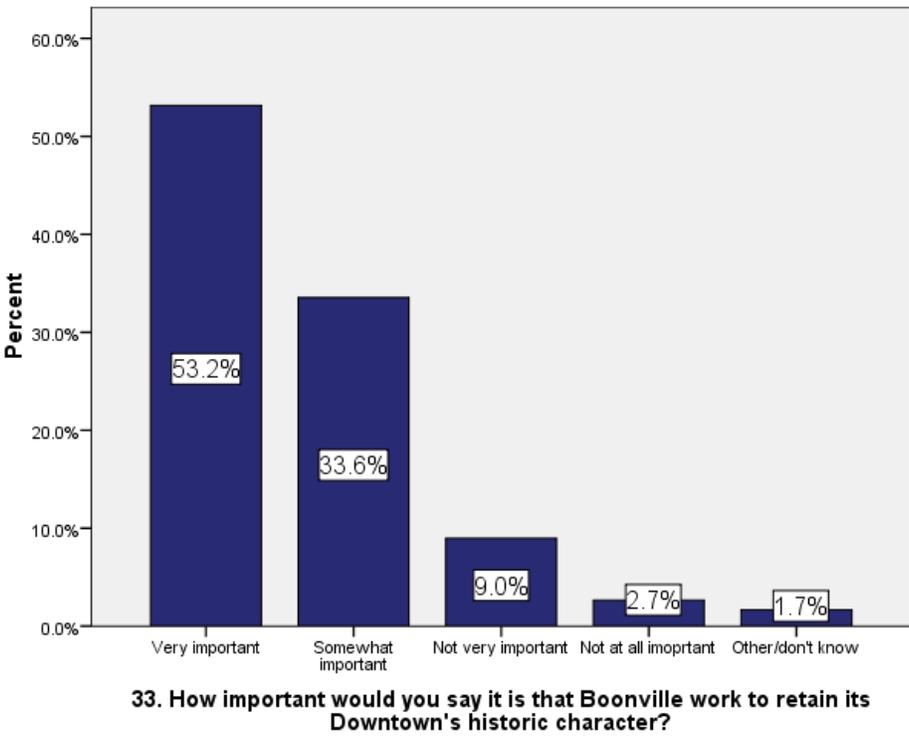
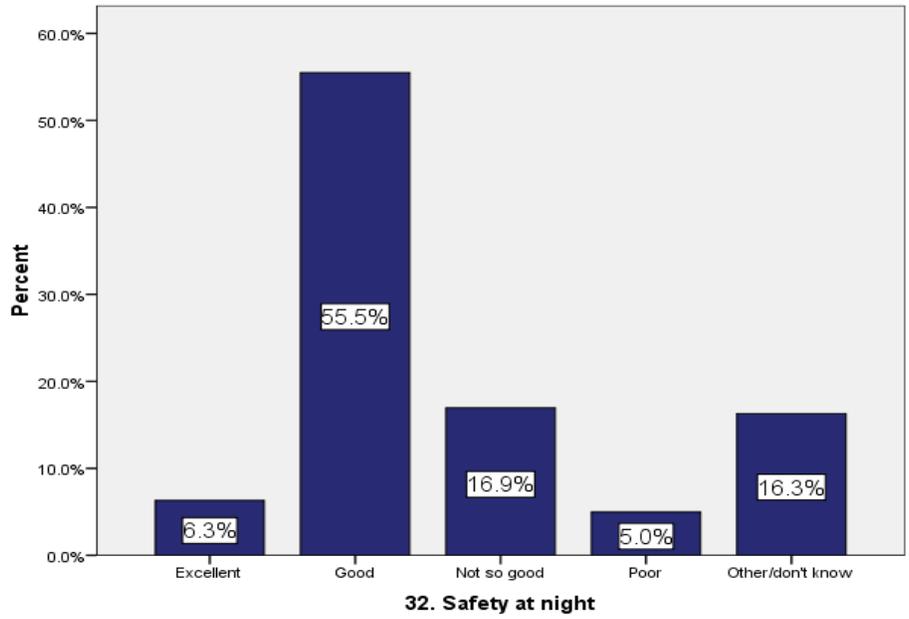


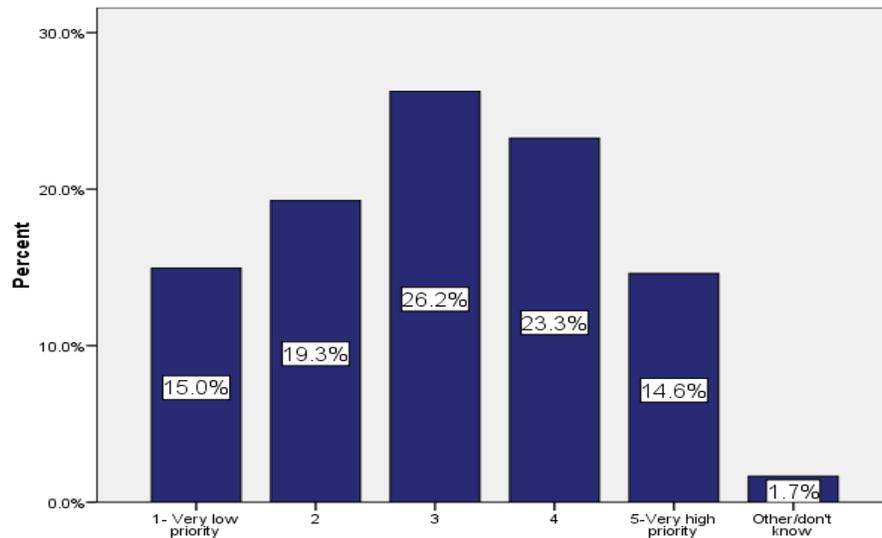




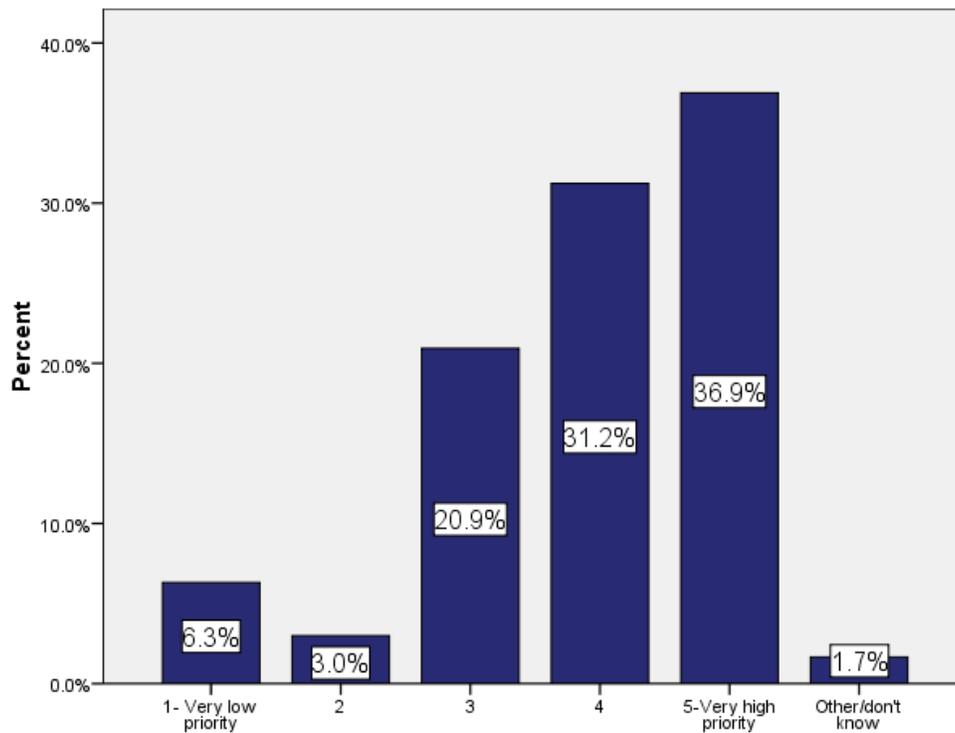




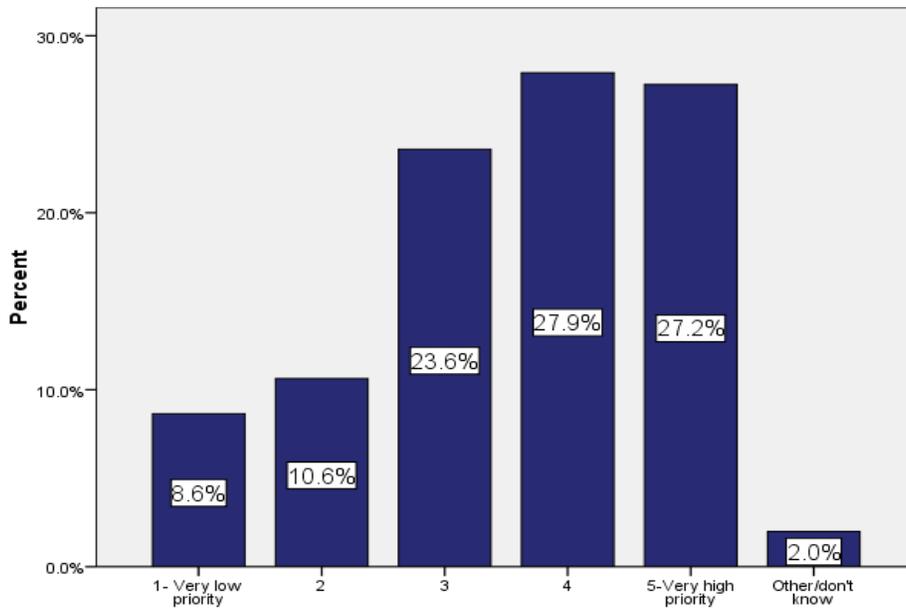




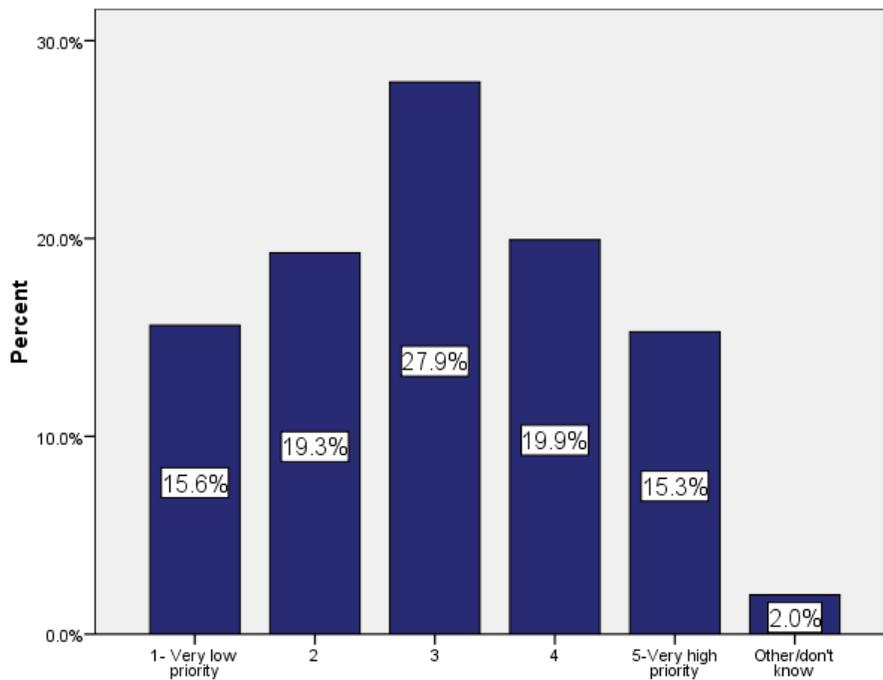
34. Lodging such as hotel, motel or bed and breakfast



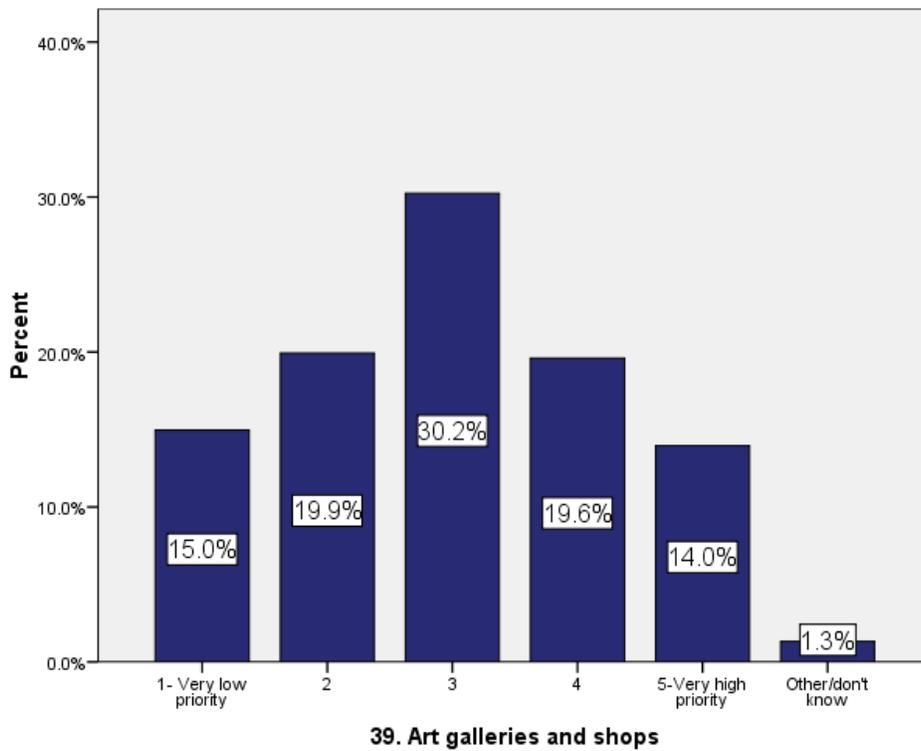
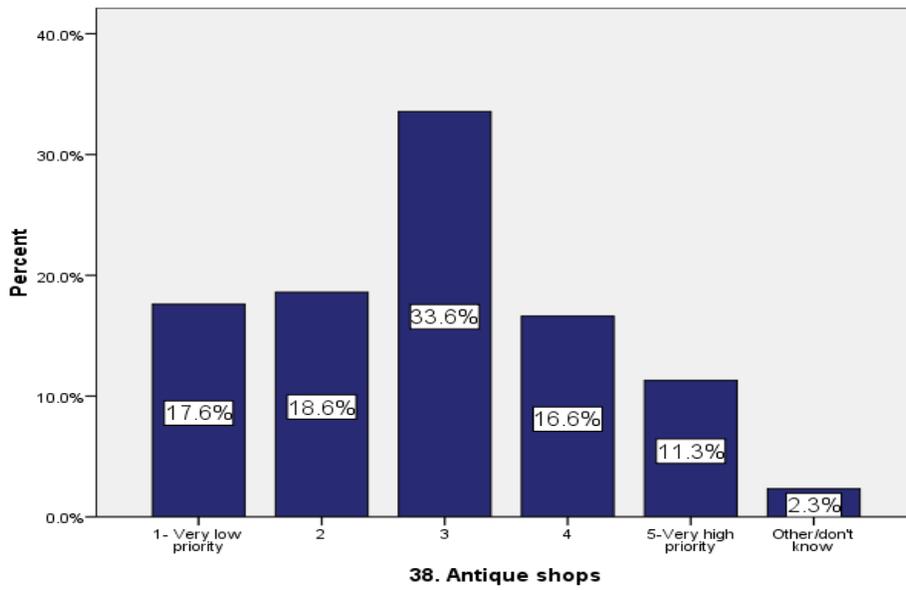
35. Family or casual style dining

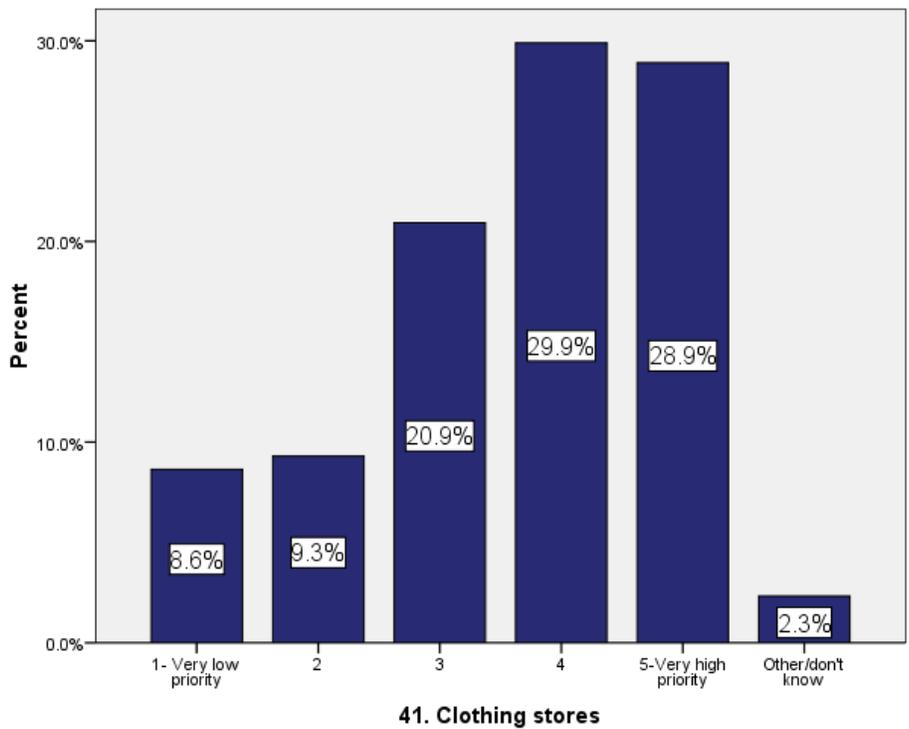
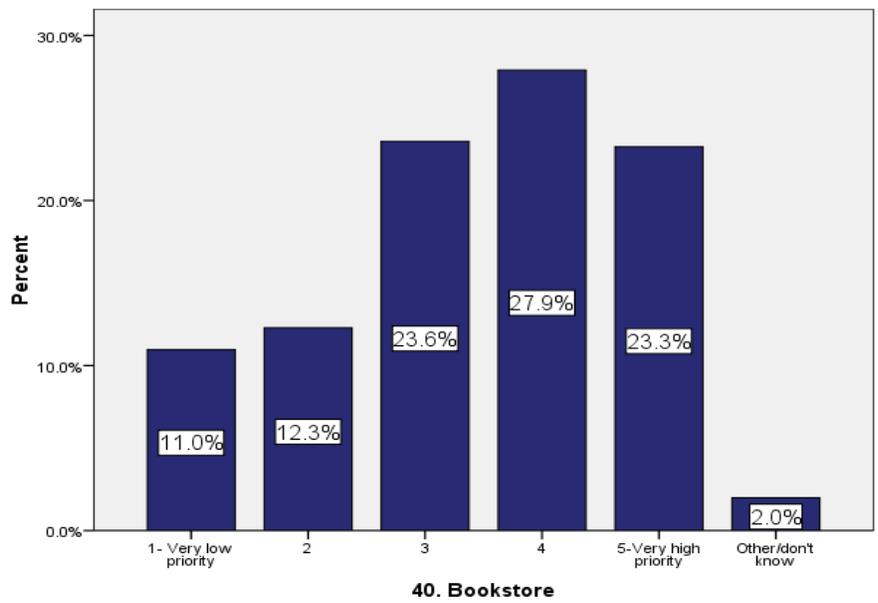


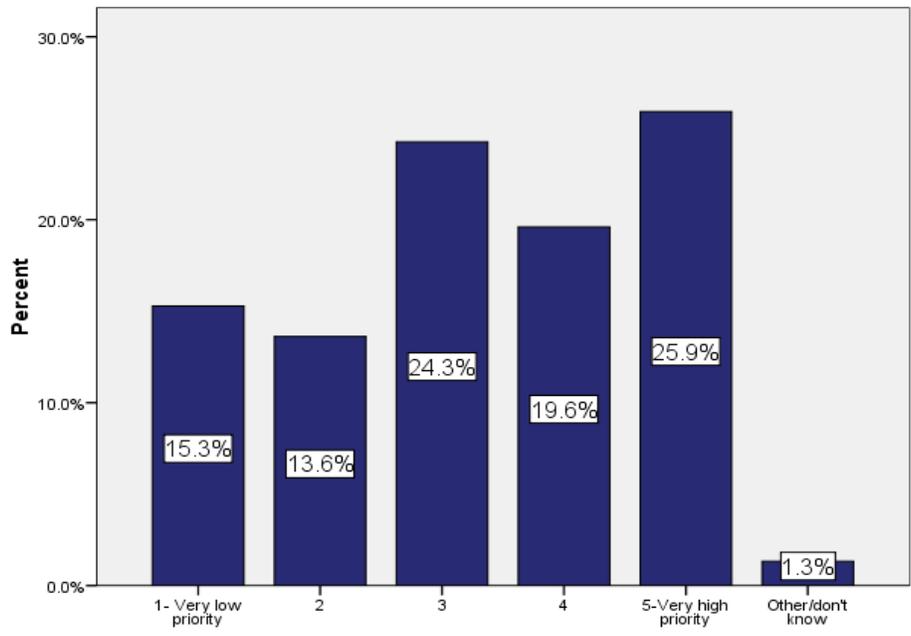
36. Fine dining



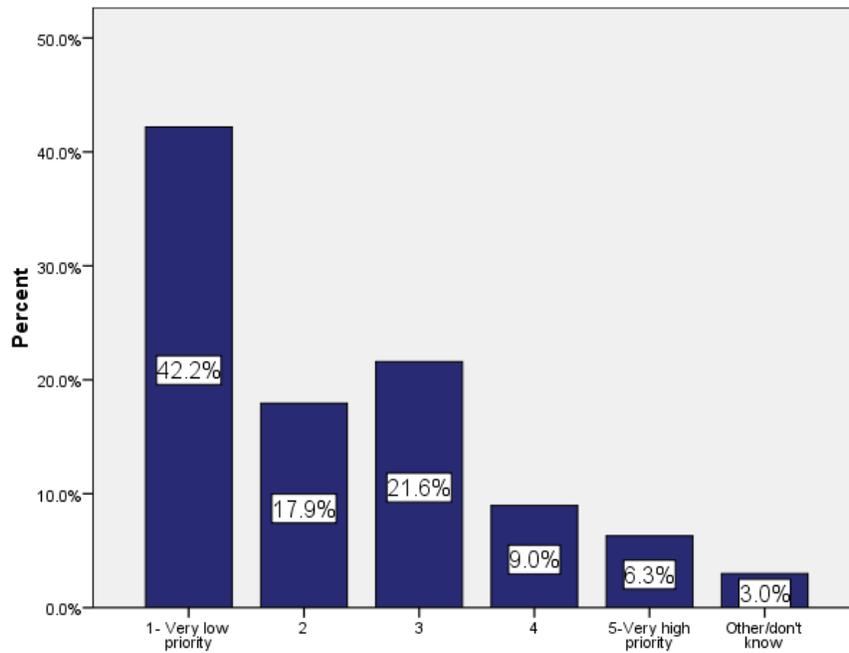
37. Ice cream shop



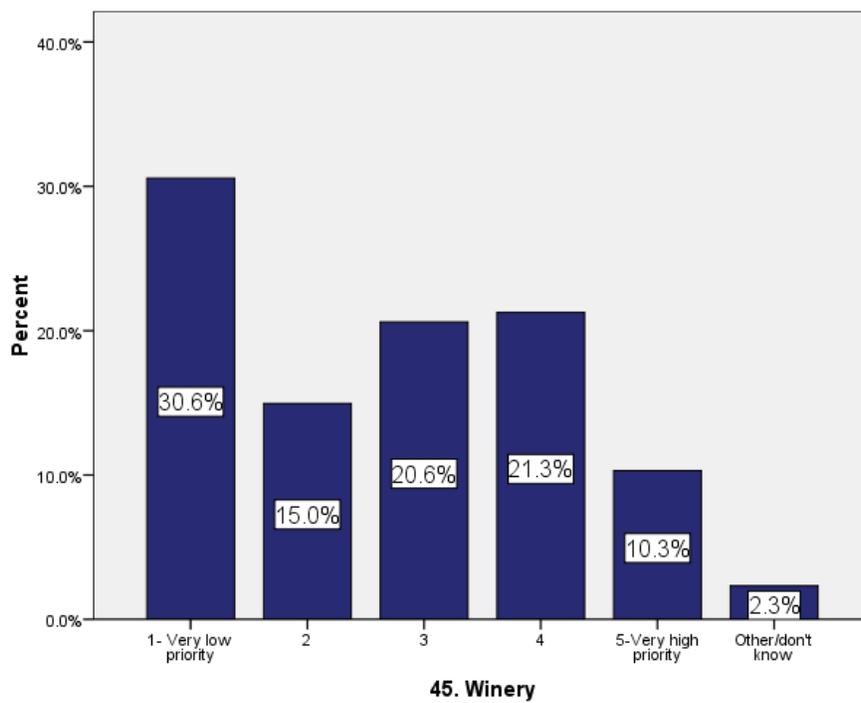
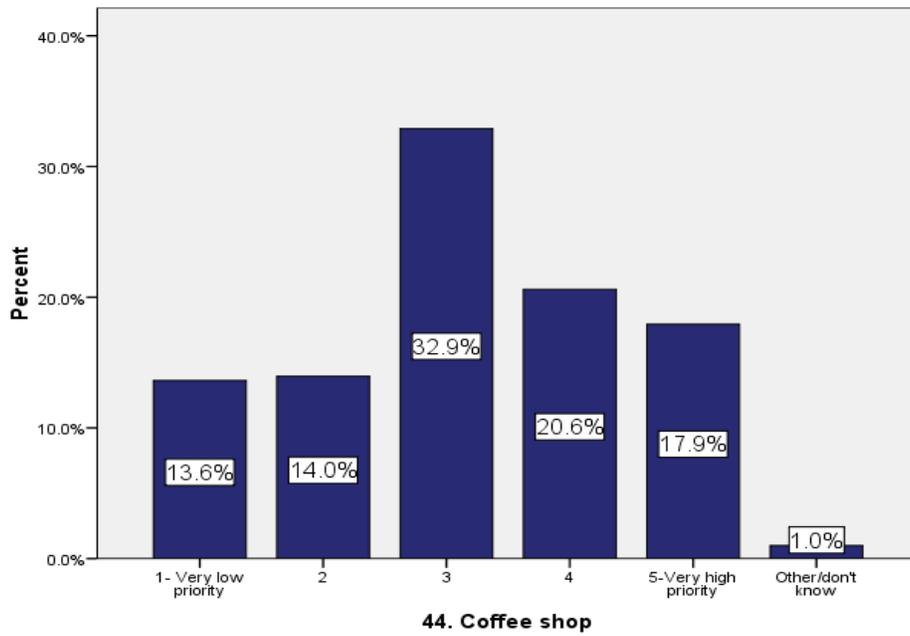


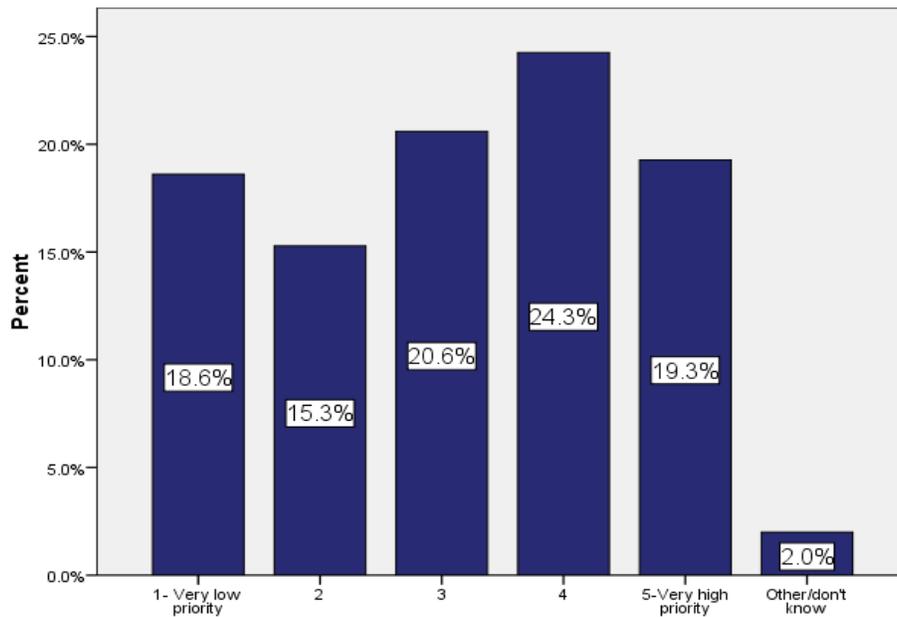


42. Arcade or other attraction aimed at teenagers

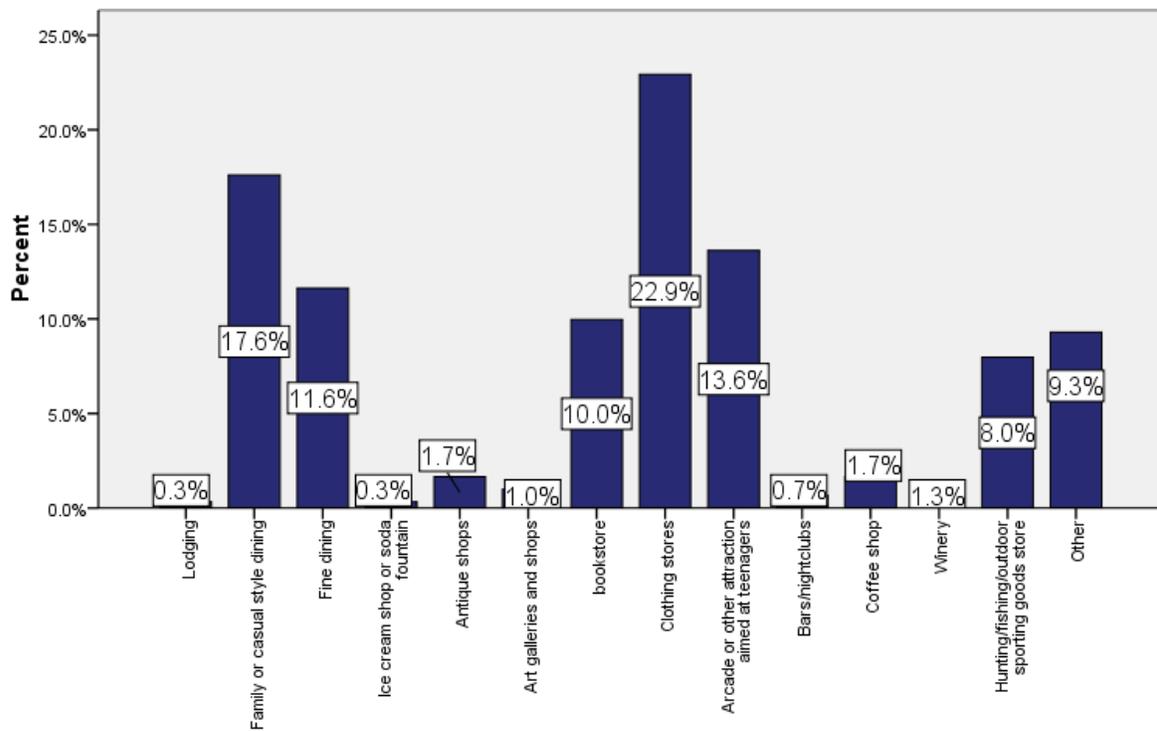


43. Bars/nightclubs

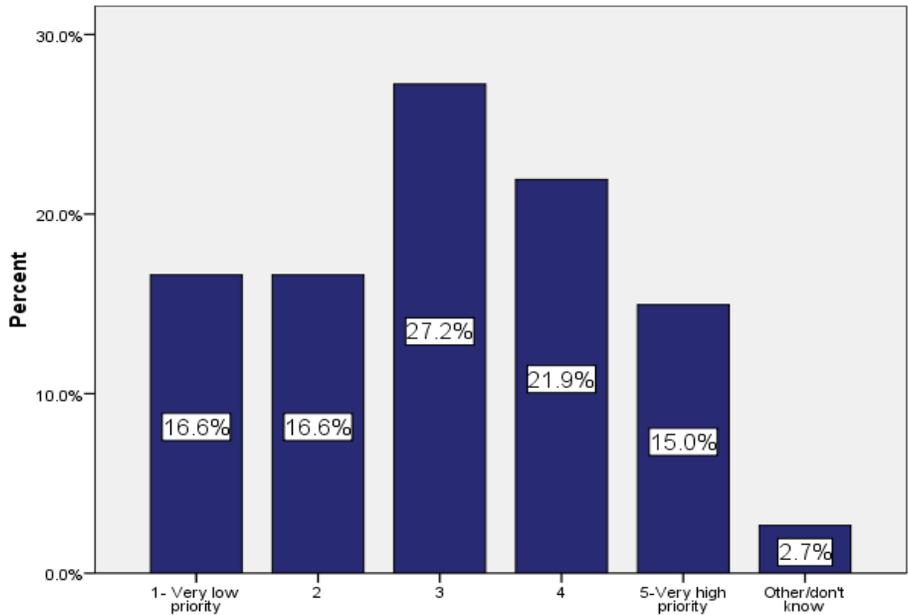




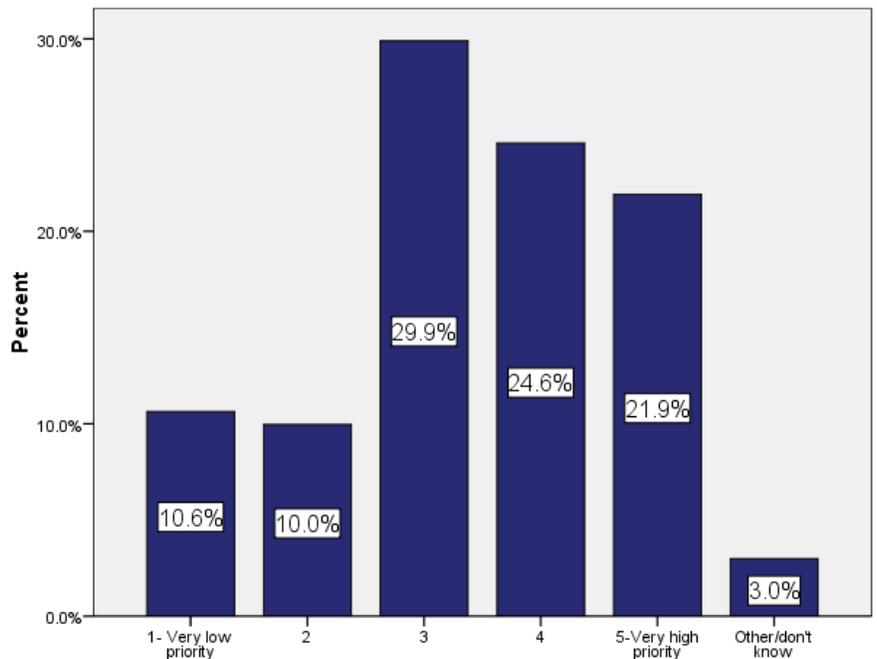
46. Hunting/fishing/outdoor sporting goods store



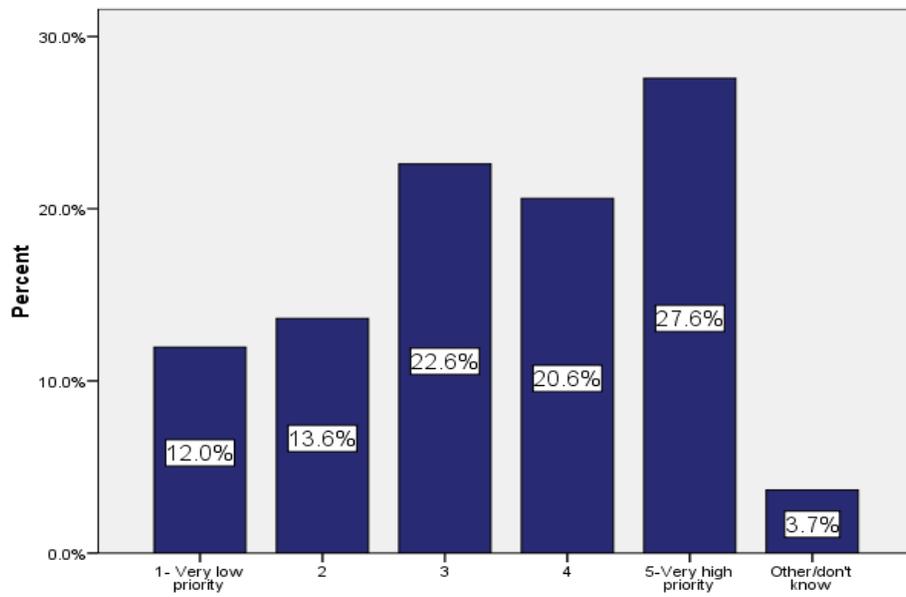
47. Of the items I just listed, what business would you most like to see in Downtown Boonville?



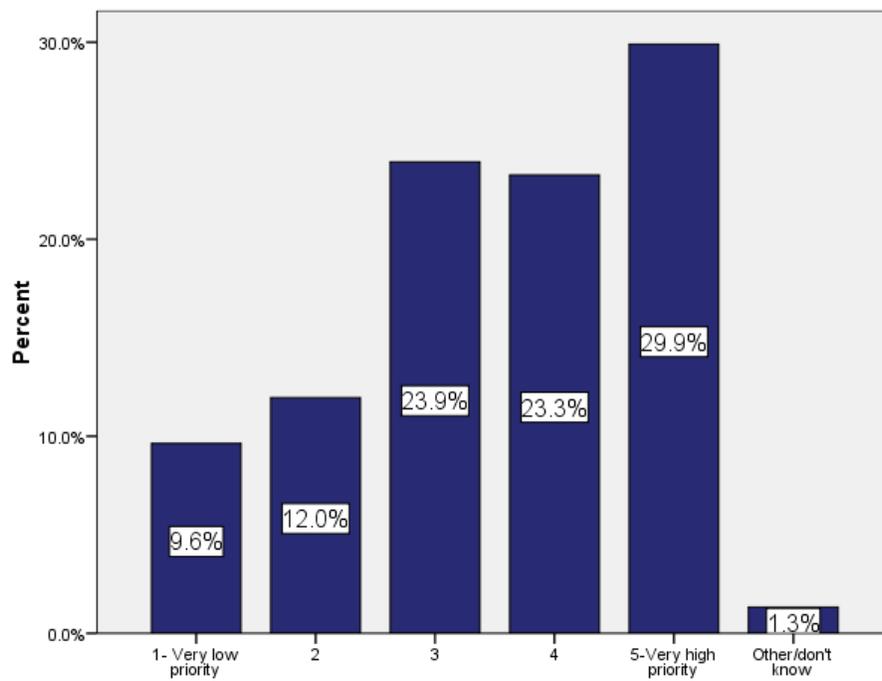
48. Adding green space and landscaping such as trees or plantings



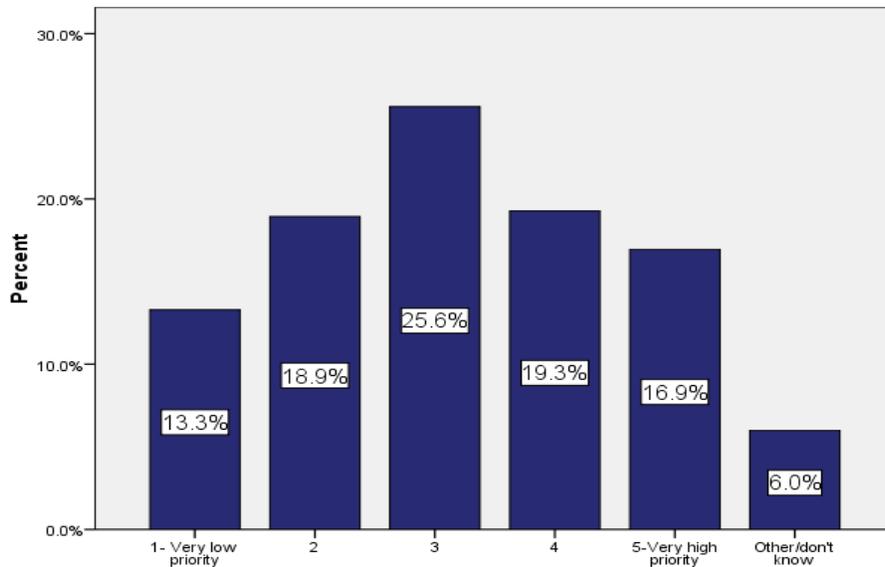
49. Improving lighting



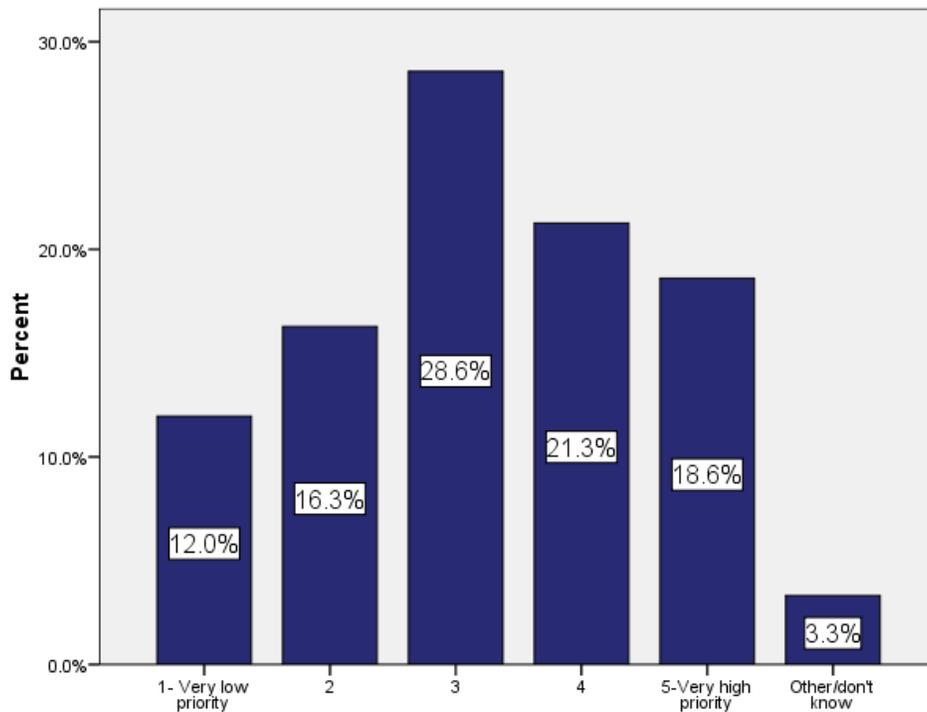
50. Moving utilities underground



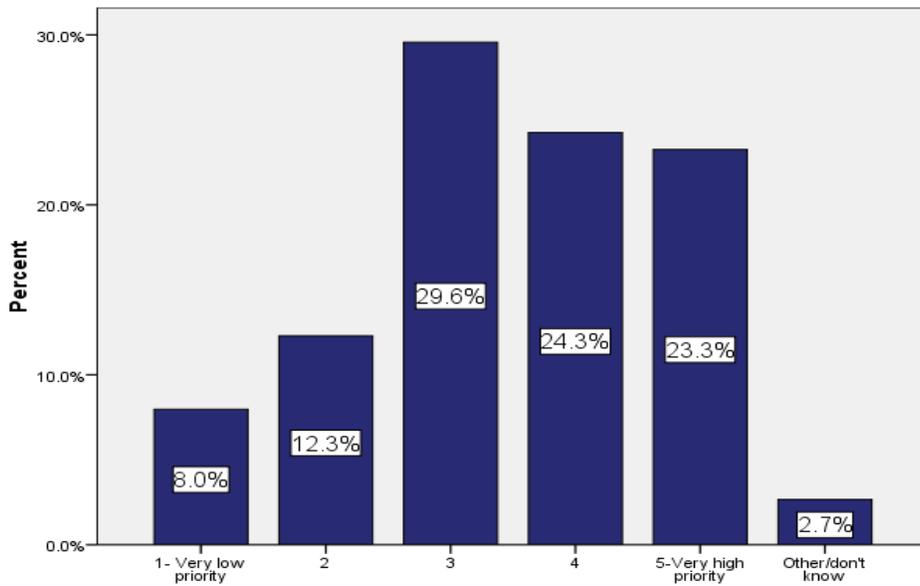
51. Adding new parking spaces or lots



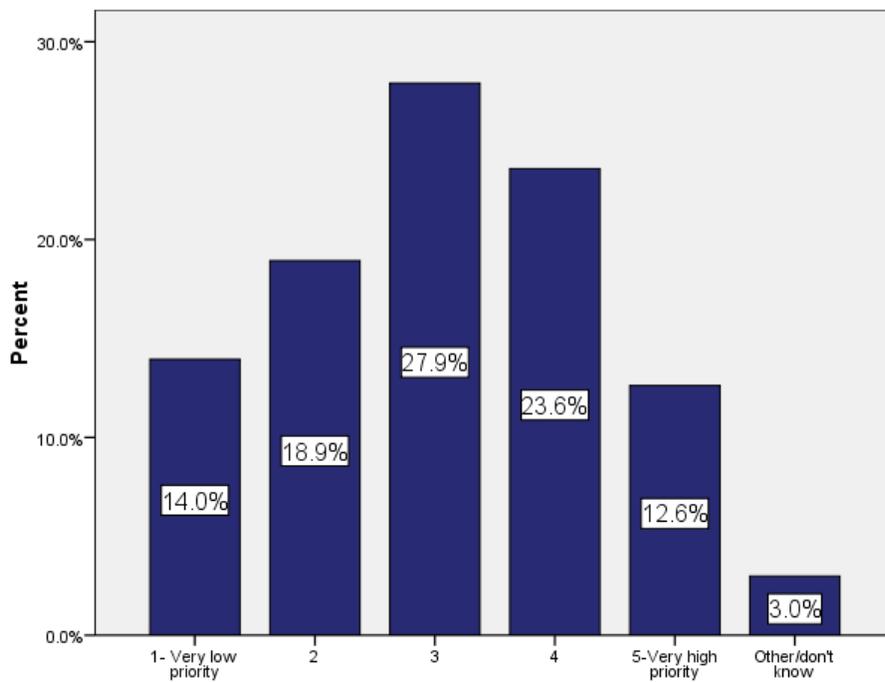
52. Stricter code enforcement



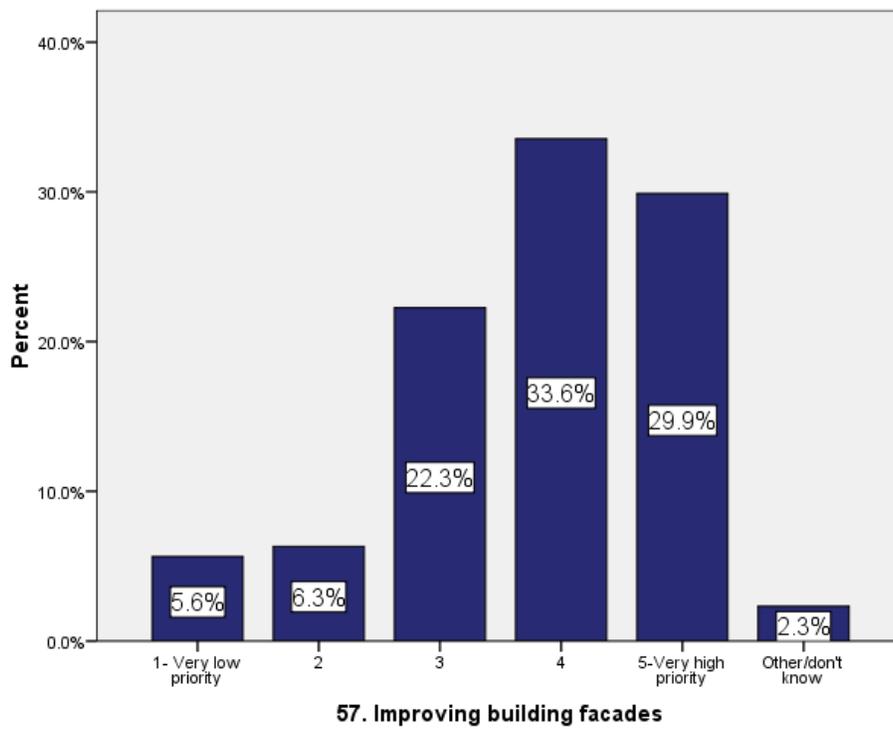
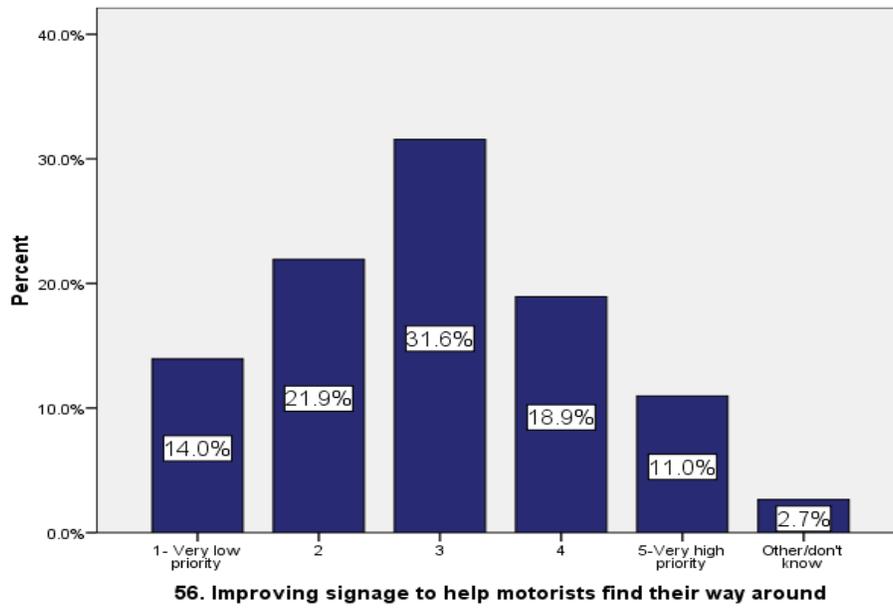
53. Developing second-story residential space

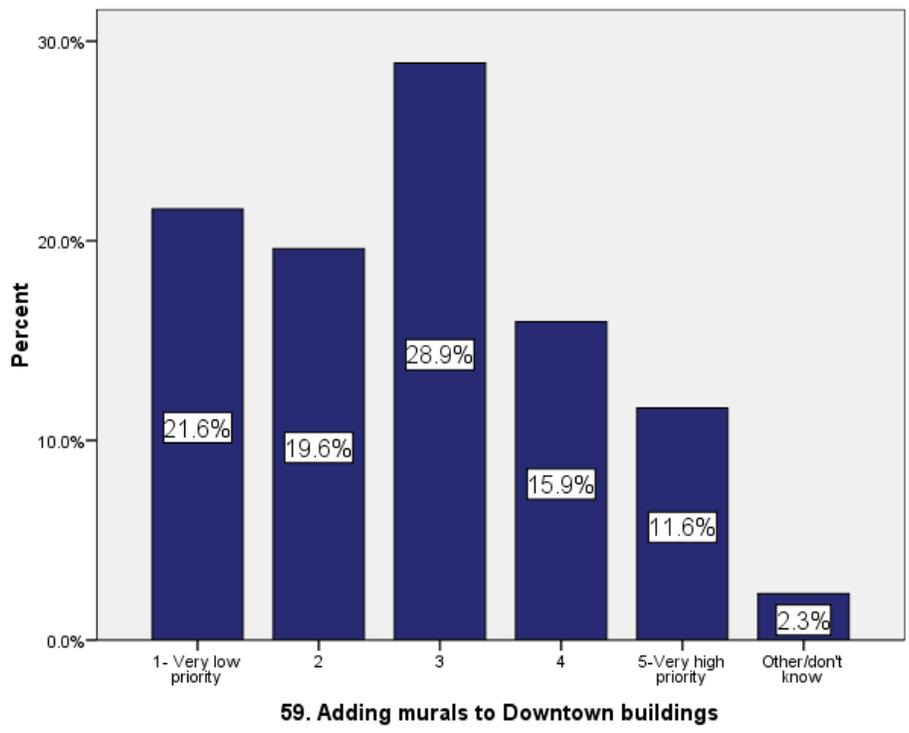
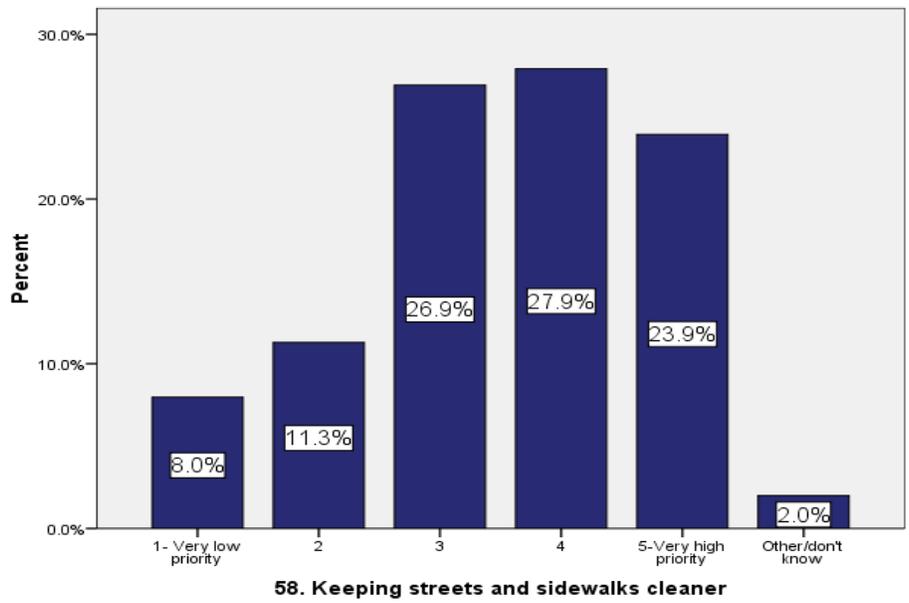


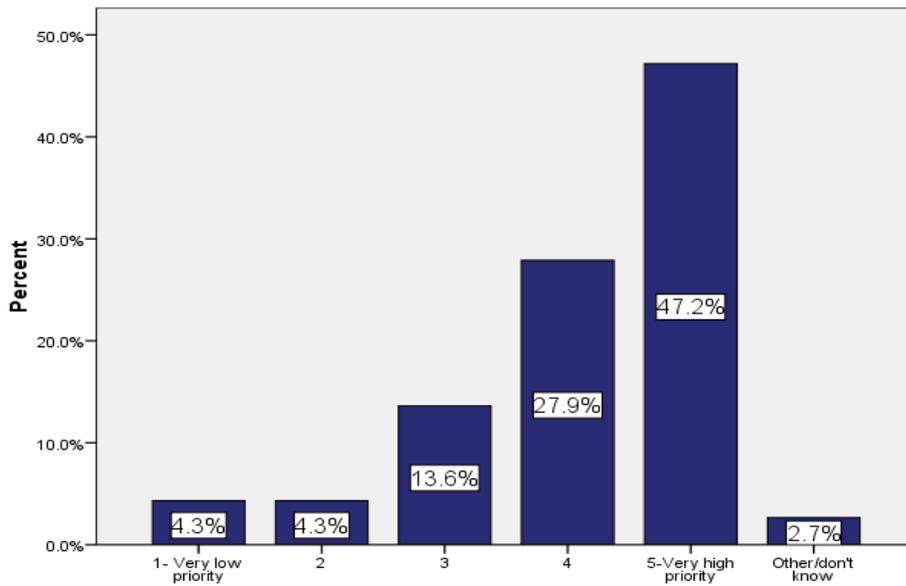
54. Making the area more pedestrian friendly



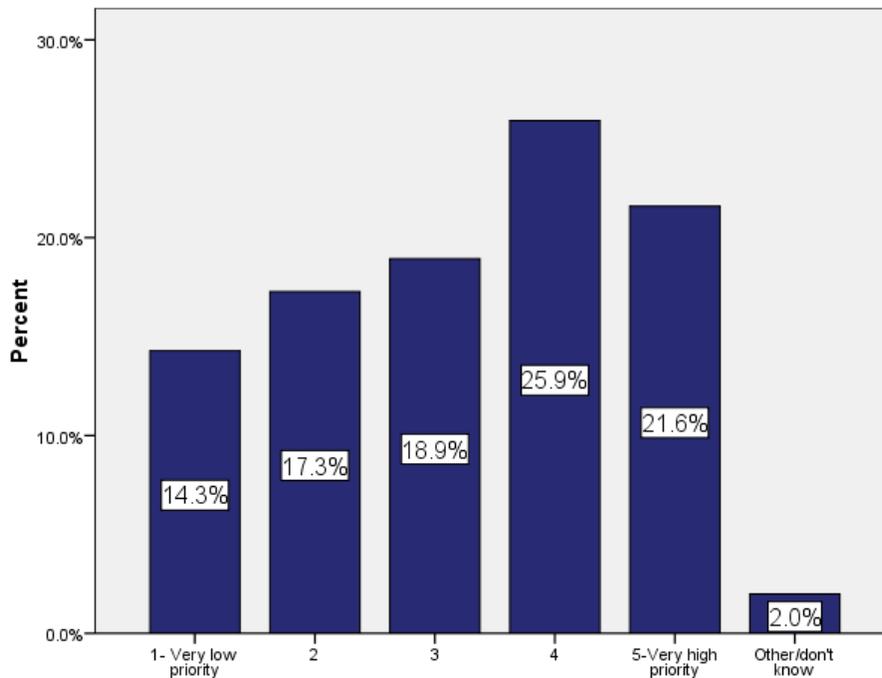
55. Improving signage to help pedestrians find their way around



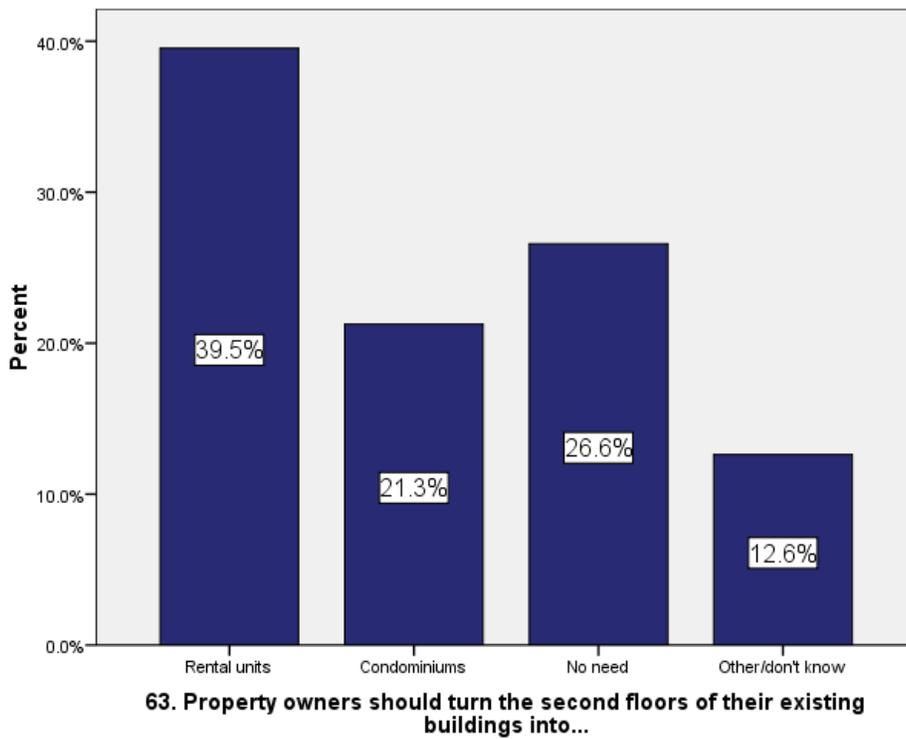
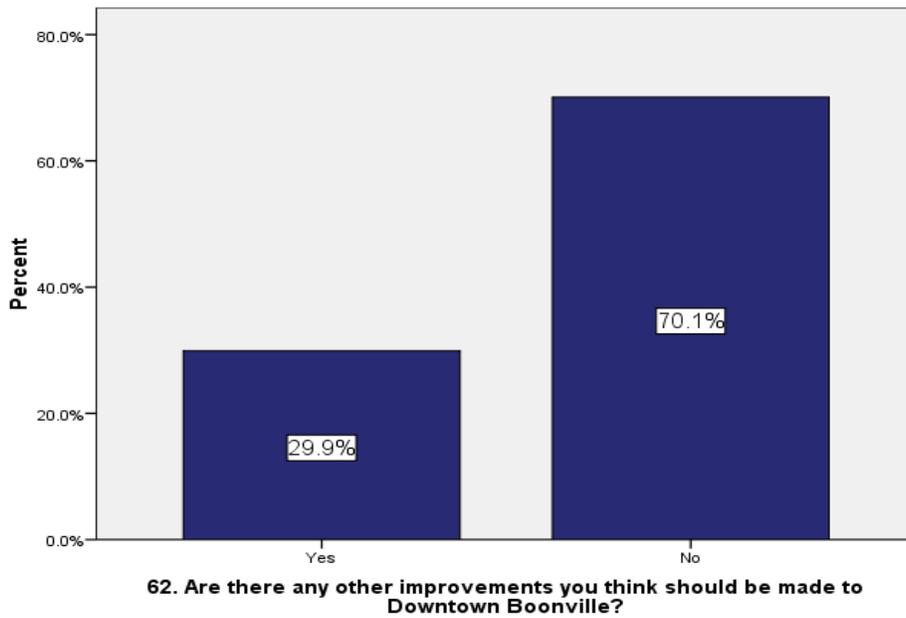


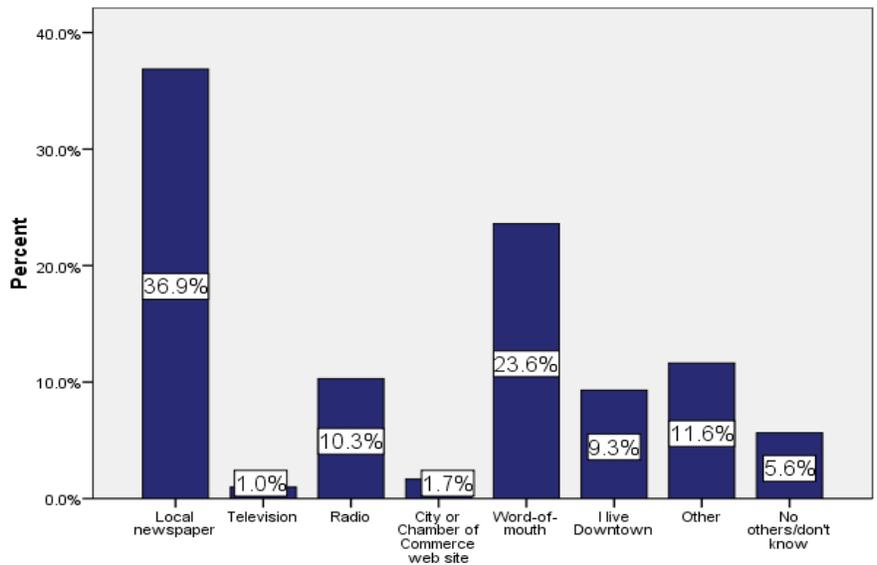


60. Offering activities for younger children and families

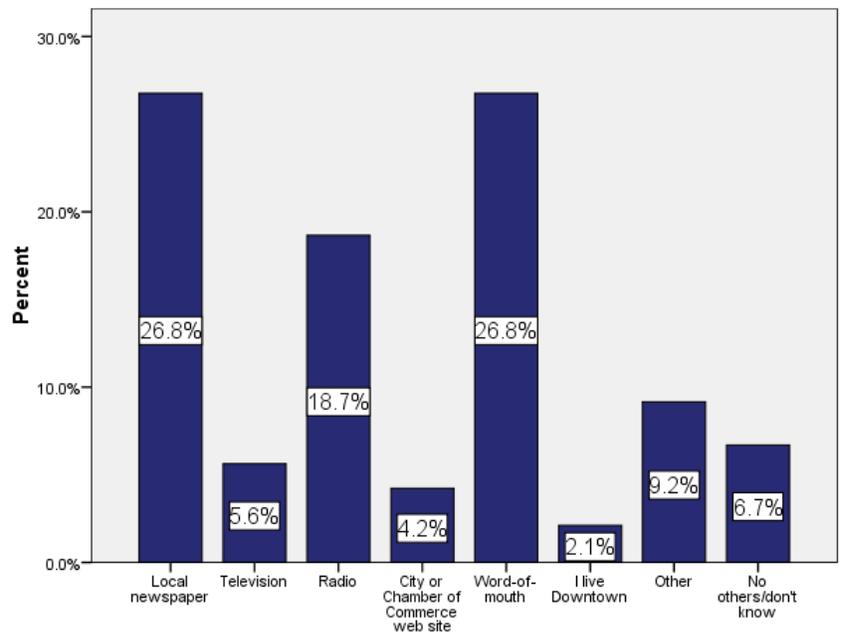


61. Making the area more bike friendly

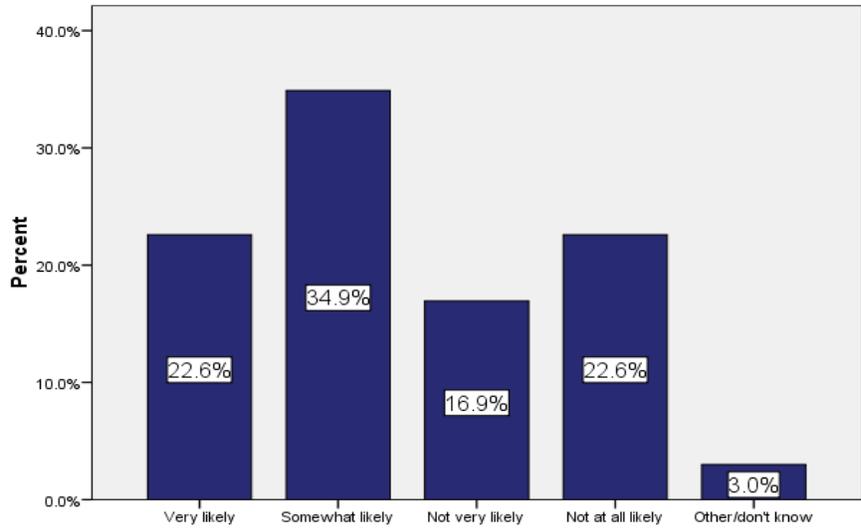




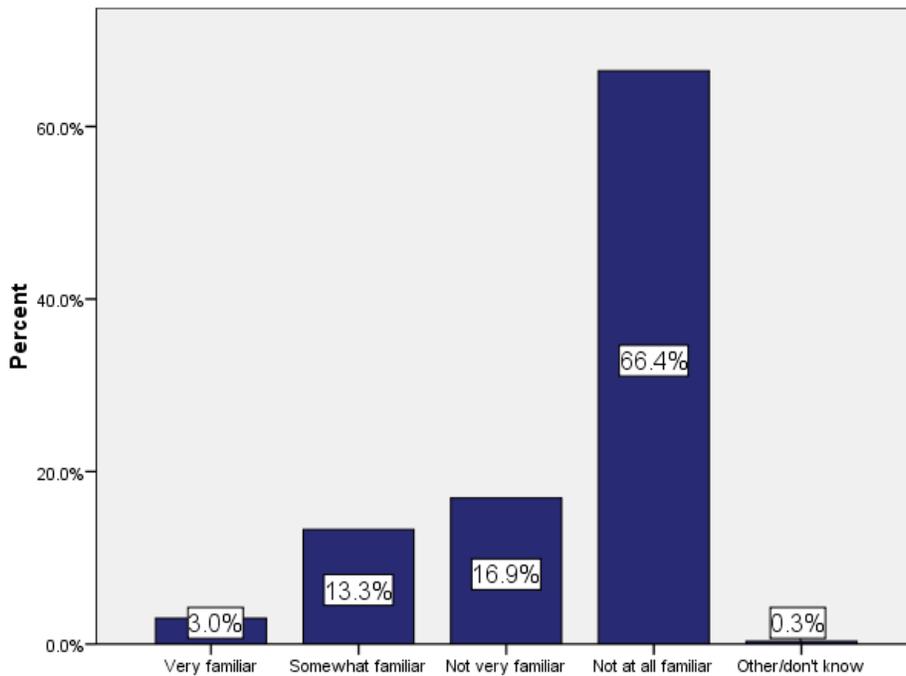
64a. What would you say is your main source of information about Downtown Boonville?



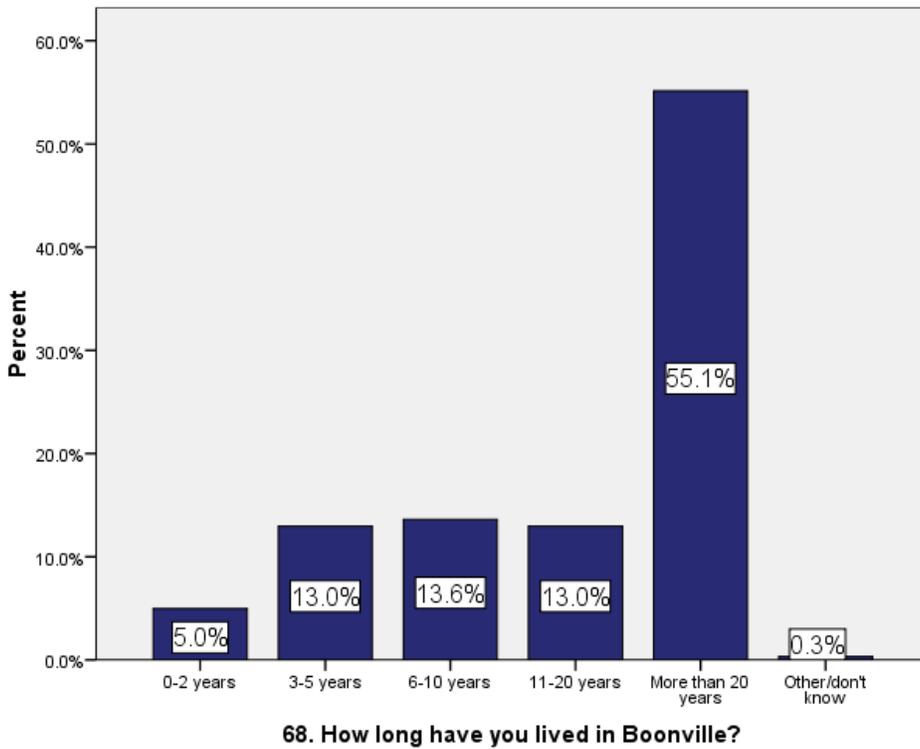
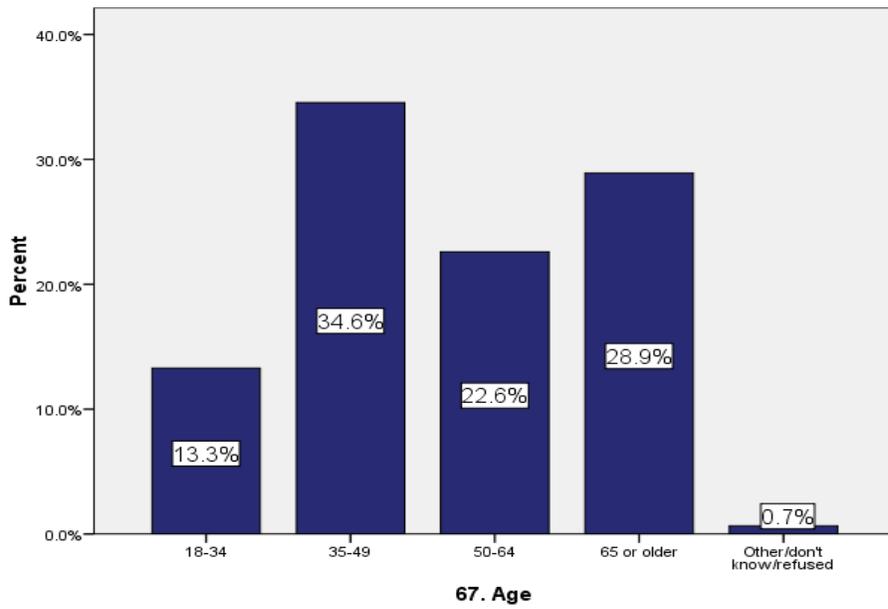
64c. What is your second most likely source of information?

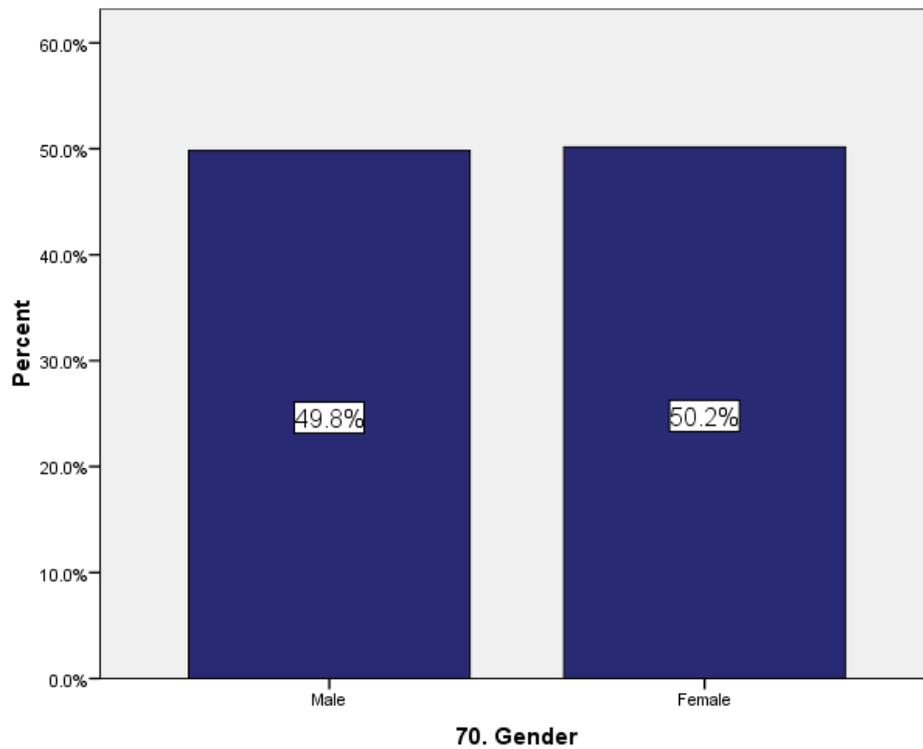
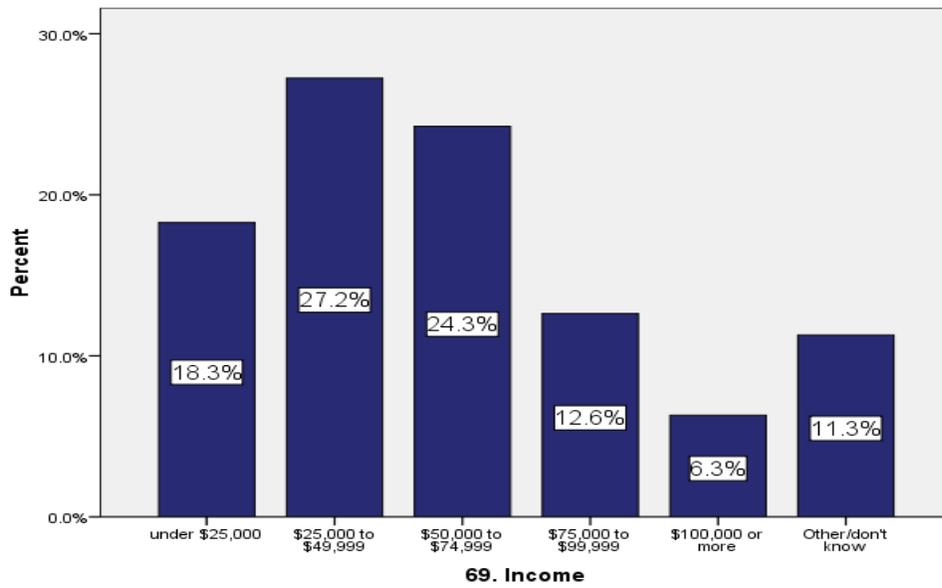


65. If there was a sales tax around .5% that would fund projects for Downtown development and/or other economic development projects, would you be very likely, somewhat, not very or not at all likely to support such a sales tax?



66. How familiar are you with the state-sponsored program called the DREAM initiative?





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SECTION VI

QUESTIONNAIRE

Hello, I'm _____ calling from Attitude Research Company on behalf of the City of Boonville. 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 Boonville, 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 Downtown Boonville 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 Boonville?

- 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 8-17 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 the casino
11. other outdoor recreation, such as walking, but not the Katy Trail
12. special events
13. government/post office
14. conducting business
15. Attending Church
16. visiting the casino
17. using the Katy Trail

[ask only if answered 1-4 to Q7] 18. Of the items listed above, which would you say is the one reason you most often visit Downtown Boonville? [repeat list if necessary, code responses as follows]

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

For each of the following characteristics of a downtown I read, please tell me if you think conditions in Boonville 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]

- 19. signs to help pedestrians find their way around
- 20. signs to help motorists find their way around
- 21. convenient business hours
- 22. available green space
- 23. preservation of historic structures
- 24. occupied storefronts
- 25. convenient parking
- 26. diverse mix of businesses
- 27. dining options
- 28. entertainment options
- 29. condition of streets
- 30. condition of sidewalks
- 31. safety during the day
- 32. safety at night
- 33. How important would you say it is that Boonville 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 Boonville 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, CODE 1-5, 9=OTHER, DON'T KNOW

[rotate order]

34. lodging such as hotel, motel or bed and breakfast
35. family or casual style dining
36. fine dining
37. ice cream shop or soda fountain
38. antique shops
39. art galleries and shops
40. bookstore
41. clothing stores
42. arcade or other attraction aimed at teenagers
43. bars/nightclubs
44. coffee shop
45. winery
46. hunting/fishing/outdoor sporting goods store
47. Of the items listed above, what business would you most like to see in Downtown Boonville?
[Read choices again if necessary]

1. lodging such as hotel, motel or bed and breakfast
2. family or casual style dining
3. fine dining
4. ice cream shop or soda fountain
5. antique shops
6. art galleries and shops
7. bookstore
8. clothing stores
9. arcade or other attraction aimed at teenagers

10. bars/nightclubs
11. coffee shop
12. winery
13. hunting/fishing/outdoor sporting goods store
- 99) other, don't know

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 Boonville using the same 5-point scale. *[Repeat scale again if necessary, 9=other, don't know]*

[rotate order]

48. adding green space
49. improving lighting
50. moving utilities underground
51. adding new parking spaces or lots
52. stricter code enforcement
53. developing second-story residential space
54. making the area more pedestrian-friendly
55. improving signage to help pedestrians find their way around
56. improving signage to help motorists find their way around
57. improving building facades
58. keeping streets and sidewalks cleaner
59. adding murals to Downtown buildings
60. offering activities for younger children and families
61. making the area more bike friendly, like adding bike racks, share the road signs and designated bike areas
62. Are there any other improvements you think should be made to Downtown Boonville?
[open-ended, record first two responses]
63. There has been some discussion about developing upper floor living space in Downtown Boonville. 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 more second story living space Downtown.
 - 9) other, don't know

64. Other than your own personal knowledge from living in the community, what would you say is your main source of information about Downtown Boonville? 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) City or Chamber of Commerce web site
- 5) word-of-mouth
- 6) I live Downtown.
- 9) other *[specify]*

65. Hypothetically speaking, if there was a sales tax around .5% that would fund projects for downtown development and/or other economic development projects, would you be very likely, somewhat, not very or not at all likely to support such a sales tax?

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

66. 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.

67. 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

68. How long have you lived in the Boonville 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

69. For statistical purposes only, please indicate which of the following categories best fits your total household income for 2008. 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

70. Gender *[do not ask – code as follows]*

- 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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		67. Age				68. How long have you lived in Boonville?					69. Income					70. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
1. Thinking about Boonville, Missouri area, would you say things are moving...	Right direction	70.0%	60.6%	67.6%	64.4%	46.7%	61.5%	65.9%	69.2%	65.7%	54.5%	70.7%	72.6%	60.5%	68.4%	63.3%	66.2%
	Mixed	10.0%	15.4%	19.1%	19.5%	20.0%	15.4%	12.2%	15.4%	18.1%	18.2%	9.8%	16.4%	13.2%	21.1%	15.3%	17.9%
	Wrong direction	12.5%	17.3%	10.3%	6.9%	13.3%	15.4%	12.2%	5.1%	12.7%	18.2%	12.2%	8.2%	21.1%	5.3%	15.3%	8.6%
	Other/don't know	7.5%	6.7%	2.9%	9.2%	20.0%	7.7%	9.8%	10.3%	3.6%	9.1%	7.3%	2.7%	5.3%	5.3%	6.0%	7.3%
		67. Age				68. How long have you lived in Boonville?					69. Income					70. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
2. Revitalizing the Boonville Downtown area	5-Very high priority	40.0%	33.7%	35.3%	33.3%	46.7%	46.2%	29.3%	33.3%	31.9%	41.8%	34.1%	24.7%	34.2%	47.4%	26.7%	42.4%
	4	22.5%	26.9%	29.4%	19.5%	33.3%	20.5%	24.4%	20.5%	26.5%	20.0%	29.3%	32.9%	10.5%	26.3%	26.0%	23.8%
	3	17.5%	25.0%	17.6%	23.0%	20.0%	30.8%	19.5%	25.6%	19.3%	20.0%	18.3%	23.3%	34.2%	10.5%	26.0%	17.2%
	2	10.0%	8.7%	7.4%	4.6%	0.0%	2.6%	17.1%	12.8%	6.0%	7.3%	7.3%	6.8%	10.5%	5.3%	8.0%	7.3%
	1-Very low priority	10.0%	4.8%	8.8%	14.9%	0.0%	0.0%	9.8%	2.6%	13.9%	9.1%	9.8%	11.0%	10.5%	5.3%	13.3%	5.3%
	Other/don't know	0.0%	1.0%	1.5%	4.6%	0.0%	0.0%	0.0%	5.1%	2.4%	1.8%	1.2%	1.4%	0.0%	5.3%	0.0%	4.0%
	Total high priority (4-5)	62.5%	60.6%	64.7%	52.9%	80.0%	66.7%	53.7%	53.8%	58.4%	61.8%	63.4%	57.5%	44.7%	73.7%	52.7%	66.2%
	Total low priority (1-2)	20.0%	13.5%	16.2%	19.5%	0.0%	2.6%	26.8%	15.4%	19.9%	16.4%	17.1%	17.8%	21.1%	10.5%	21.3%	12.6%
		67. Age				68. How long have you lived in Boonville?					69. Income					70. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
3. Repairing major streets	5-Very high priority	50.0%	41.3%	39.7%	42.5%	33.3%	59.0%	36.6%	30.8%	43.4%	45.5%	41.5%	39.7%	57.9%	26.3%	38.0%	46.4%
	4	20.0%	25.0%	19.1%	29.9%	20.0%	23.1%	24.4%	30.8%	22.9%	23.6%	23.2%	26.0%	26.3%	21.1%	26.0%	22.5%
	3	20.0%	23.1%	25.0%	13.8%	26.7%	7.7%	26.8%	25.6%	20.5%	18.2%	23.2%	21.9%	5.3%	26.3%	22.7%	18.5%
	2	5.0%	5.8%	7.4%	8.0%	13.3%	5.1%	9.8%	5.1%	6.0%	5.5%	7.3%	6.8%	2.6%	21.1%	7.3%	6.0%
	1-Very low priority	5.0%	2.9%	7.4%	3.4%	6.7%	5.1%	2.4%	2.6%	5.4%	7.3%	4.9%	4.1%	5.3%	0.0%	6.0%	3.3%
	Other/don't know	0.0%	1.9%	1.5%	2.3%	0.0%	0.0%	0.0%	5.1%	1.8%	0.0%	0.0%	1.4%	2.6%	5.3%	0.0%	3.3%
	Total high priority (4-5)	70.0%	66.3%	58.8%	72.4%	53.3%	82.1%	61.0%	61.5%	66.3%	69.1%	64.6%	65.8%	84.2%	47.4%	64.0%	68.9%
	Total low priority (1-2)	10.0%	8.7%	14.7%	11.5%	20.0%	10.3%	12.2%	7.7%	11.4%	12.7%	12.2%	11.0%	7.9%	21.1%	13.3%	9.3%
		67. Age				68. How long have you lived in Boonville?					69. Income					70. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
4. Improving emergency services	5-Very high priority	32.5%	38.5%	22.1%	35.6%	33.3%	30.8%	31.7%	28.2%	36.1%	43.6%	28.0%	34.2%	31.6%	31.6%	29.3%	37.7%
	4	20.0%	25.0%	22.1%	25.3%	13.3%	20.5%	22.0%	38.5%	21.7%	20.0%	28.0%	20.5%	18.4%	31.6%	22.7%	24.5%
	3	25.0%	25.0%	33.8%	17.2%	26.7%	35.9%	26.8%	17.9%	22.9%	20.0%	23.2%	27.4%	31.6%	21.1%	28.7%	20.5%
	2	12.5%	5.8%	8.8%	8.0%	6.7%	5.1%	9.8%	7.7%	8.4%	3.6%	11.0%	9.6%	5.3%	10.5%	8.0%	7.9%
	1-Very low priority	10.0%	4.8%	8.8%	5.7%	0.0%	2.6%	9.8%	5.1%	7.8%	5.5%	7.3%	8.2%	10.5%	0.0%	8.0%	5.3%
	Other/don't know	0.0%	1.0%	4.4%	8.0%	20.0%	5.1%	0.0%	2.6%	3.0%	7.3%	2.4%	0.0%	2.6%	5.3%	3.3%	4.0%
	Total high priority (4-5)	52.5%	63.5%	44.1%	60.9%	46.7%	51.3%	53.7%	66.7%	57.8%	63.6%	56.1%	54.8%	50.0%	63.2%	52.0%	62.3%
	Total low priority (1-2)	22.5%	10.6%	17.6%	13.8%	6.7%	7.7%	19.5%	12.8%	16.3%	9.1%	18.3%	17.8%	15.8%	10.5%	16.0%	13.2%
		67. Age				68. How long have you lived in Boonville?					69. Income					70. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
5. Upgrading parks and recreation facilities	5-Very high priority	22.5%	22.1%	17.6%	21.8%	6.7%	15.4%	26.8%	15.4%	23.5%	21.8%	24.4%	12.3%	21.1%	42.1%	22.0%	19.9%
	4	35.0%	29.8%	29.4%	24.1%	46.7%	43.6%	26.8%	15.4%	28.3%	23.6%	29.3%	31.5%	28.9%	31.6%	30.7%	27.8%
	3	30.0%	27.9%	26.5%	23.0%	20.0%	28.2%	22.0%	38.5%	24.1%	27.3%	25.6%	30.1%	28.9%	5.3%	26.0%	26.5%
	2	12.5%	13.5%	13.2%	13.8%	13.3%	5.1%	12.2%	15.4%	15.1%	16.4%	13.4%	12.3%	15.8%	15.8%	12.7%	13.9%
	1-Very low priority	0.0%	4.8%	11.8%	9.2%	6.7%	5.1%	9.8%	12.8%	5.4%	7.3%	4.9%	9.6%	5.3%	5.3%	7.3%	6.6%
	Other/don't know	0.0%	1.9%	1.5%	8.0%	6.7%	2.6%	2.4%	2.6%	3.6%	3.6%	2.4%	4.1%	0.0%	0.0%	1.3%	5.3%
	Total high priority (4-5)	57.5%	51.9%	47.1%	46.0%	53.3%	59.0%	53.7%	30.8%	51.8%	45.5%	53.7%	43.8%	50.0%	73.7%	52.7%	47.7%
	Total low priority (1-2)	12.5%	18.3%	25.0%	23.0%	20.0%	10.3%	22.0%	28.2%	20.5%	23.6%	18.3%	21.9%	21.1%	20.0%	20.5%	

		67. Age				68. How long have you lived in Boonville?					69. Income					70. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
6. Attracting more big box retail development	5-Very high priority	22.5%	22.1%	19.1%	23.0%	40.0%	30.8%	19.5%	20.5%	19.3%	27.3%	23.2%	13.7%	26.3%	21.1%	22.7%	21.2%
	4	15.0%	14.4%	23.5%	12.6%	6.7%	12.8%	14.6%	17.9%	17.5%	25.5%	17.1%	12.3%	7.9%	5.3%	16.0%	15.9%
	3	27.5%	30.8%	33.8%	19.5%	26.7%	30.8%	31.7%	33.3%	24.1%	20.0%	31.7%	37.0%	31.6%	21.1%	26.7%	28.5%
	2	20.0%	13.5%	14.7%	12.6%	13.3%	17.9%	7.3%	17.5%	7.3%	15.9%	13.7%	21.1%	21.1%	14.0%	15.2%	
	1-Very low priority	7.5%	17.3%	5.9%	21.8%	13.3%	7.7%	17.1%	17.9%	15.1%	12.7%	9.8%	17.8%	13.2%	21.1%	16.7%	12.6%
	Other/don't know	7.5%	1.9%	2.9%	10.3%	0.0%	0.0%	9.8%	2.6%	6.6%	7.3%	2.4%	5.5%	0.0%	10.5%	4.0%	6.6%
	Total high priority (4-5)	37.5%	36.5%	42.6%	35.6%	46.7%	43.6%	34.1%	38.5%	36.7%	52.7%	40.2%	26.0%	34.2%	26.3%	38.7%	37.1%
Total low priority (1-2)	27.5%	30.8%	20.6%	34.5%	26.7%	25.6%	24.4%	25.6%	32.5%	20.0%	25.6%	31.5%	34.2%	42.1%	30.7%	27.8%	
7. How often do you visit Downtown Boonville?	Once a year or less	2.5%	4.8%	2.9%	3.4%	6.7%	0.0%	2.4%	10.3%	3.0%	1.8%	6.1%	2.7%	2.6%	5.3%	2.7%	4.6%
	Less than once a month	17.5%	11.5%	10.3%	6.9%	13.3%	7.7%	9.8%	12.8%	10.8%	16.4%	11.0%	9.6%	13.2%	5.3%	6.7%	14.6%
	One to five times per month	32.5%	38.5%	29.4%	21.8%	46.7%	30.8%	26.8%	30.8%	30.1%	23.6%	28.0%	43.8%	36.8%	21.1%	31.3%	30.5%
	More than five times a month?	42.5%	45.2%	55.9%	66.7%	33.3%	61.5%	61.0%	46.2%	53.6%	54.5%	54.9%	41.1%	47.4%	68.4%	56.7%	50.3%
	Other	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%
	Don't visit downtown	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	1.4%	0.0%	0.0%	0.7%	0.0%
	Don't know	2.5%	0.0%	1.5%	1.1%	0.0%	0.0%	0.0%	0.0%	1.8%	3.6%	0.0%	1.4%	0.0%	0.0%	2.0%	0.0%
8. Shopping	Very often	15.8%	20.2%	28.4%	20.9%	13.3%	23.1%	24.4%	25.6%	21.0%	18.9%	28.0%	14.1%	21.1%	26.3%	23.3%	20.5%
	Somewhat often	50.0%	48.1%	26.9%	31.4%	26.7%	51.3%	41.5%	35.9%	35.8%	45.3%	36.6%	35.2%	50.0%	42.1%	37.7%	39.1%
	Not very often	26.3%	23.1%	32.8%	34.9%	40.0%	20.5%	26.8%	25.6%	31.5%	28.3%	19.5%	39.4%	23.7%	26.3%	31.5%	26.5%
	Not at all	7.9%	8.7%	10.4%	10.5%	20.0%	5.1%	7.3%	12.8%	9.9%	5.7%	15.9%	9.9%	5.3%	5.3%	6.8%	12.6%
	Other/don't know	0.0%	0.0%	1.5%	2.3%	0.0%	0.0%	0.0%	0.0%	1.9%	1.9%	0.0%	1.4%	0.0%	0.0%	0.7%	1.3%
	Very/Somewhat often	65.8%	68.3%	55.2%	52.3%	40.0%	74.4%	65.9%	61.5%	56.8%	64.2%	64.6%	49.3%	71.1%	68.4%	61.0%	59.6%
	Not very/Not at all often	34.2%	31.7%	43.3%	45.3%	60.0%	25.6%	34.1%	38.5%	41.4%	34.0%	35.4%	49.3%	28.9%	31.6%	38.4%	39.1%
9. Dining	Very often	39.5%	23.1%	20.9%	20.9%	26.7%	23.1%	24.4%	17.9%	25.9%	15.1%	24.4%	26.8%	21.1%	47.4%	24.7%	23.8%
	Somewhat often	44.7%	45.2%	32.8%	38.4%	33.3%	53.8%	34.1%	30.8%	41.4%	39.6%	39.0%	47.9%	34.2%	42.1%	41.8%	39.1%
	Not very often	13.2%	23.1%	35.8%	24.4%	20.0%	20.5%	29.3%	43.6%	21.0%	30.2%	23.2%	16.9%	36.8%	5.3%	24.7%	25.2%
	Not at all	2.6%	7.7%	9.0%	15.1%	20.0%	2.6%	9.8%	7.7%	10.5%	13.2%	13.4%	7.0%	7.9%	5.3%	8.2%	10.6%
	Other/don't know	0.0%	1.0%	1.5%	1.2%	0.0%	0.0%	2.4%	0.0%	1.2%	1.9%	0.0%	1.4%	0.0%	0.0%	0.7%	1.3%
	Very/Somewhat often	84.2%	68.3%	53.7%	59.3%	60.0%	76.9%	58.5%	48.7%	67.3%	54.7%	63.4%	74.6%	55.3%	89.5%	66.4%	62.9%
	Not very/Not at all often	15.8%	30.8%	44.8%	39.5%	40.0%	23.1%	39.0%	51.3%	31.5%	43.4%	36.6%	23.9%	44.7%	10.5%	32.9%	35.8%
10. Entertainment	Very often	21.1%	4.8%	4.5%	5.8%	0.0%	10.3%	2.4%	5.1%	8.6%	7.5%	9.8%	5.6%	5.3%	5.3%	6.8%	7.3%
	Somewhat often	21.1%	30.8%	34.3%	12.8%	26.7%	35.9%	22.0%	20.5%	24.1%	26.4%	25.6%	19.7%	28.9%	47.4%	21.2%	28.5%
	Not very often	23.7%	35.6%	34.3%	33.7%	40.0%	25.6%	36.6%	38.5%	32.1%	28.3%	32.9%	35.2%	42.1%	15.8%	34.2%	31.8%
	Not at all	34.2%	26.9%	25.4%	43.0%	33.3%	28.2%	36.6%	33.3%	32.1%	35.8%	30.5%	36.6%	23.7%	26.3%	35.6%	29.8%
	Other/don't know	0.0%	1.9%	1.5%	4.7%	0.0%	0.0%	2.4%	2.6%	3.1%	1.9%	1.2%	2.8%	0.0%	5.3%	2.1%	2.6%
	Very/Somewhat often	42.1%	35.6%	38.8%	18.6%	26.7%	46.2%	24.4%	25.6%	32.7%	34.0%	35.4%	25.4%	34.2%	52.6%	28.1%	35.8%
	Not very/Not at all often	57.9%	62.5%	59.7%	76.7%	73.3%	53.8%	73.2%	71.8%	64.2%	64.2%	63.4%	71.8%	65.8%	42.1%	69.9%	61.6%

		67. Age				68. How long have you lived in Boonville?					69. Income					70. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
11. Other outdoor recreation, such as walking	Very often	36.8%	18.3%	16.4%	16.3%	13.3%	17.9%	17.1%	15.4%	22.8%	26.4%	18.3%	16.9%	18.4%	15.8%	17.1%	22.5%
	Somewhat often	36.8%	27.9%	25.4%	18.6%	20.0%	23.1%	26.8%	30.8%	25.3%	24.5%	32.9%	28.2%	26.3%	15.8%	20.5%	30.5%
	Not very often	10.5%	23.1%	31.3%	20.9%	40.0%	30.8%	17.1%	30.8%	17.9%	17.0%	18.3%	23.9%	26.3%	36.8%	28.8%	16.6%
	Not at all	15.8%	30.8%	25.4%	43.0%	26.7%	28.2%	39.0%	23.1%	32.7%	30.2%	30.5%	31.0%	28.9%	31.6%	33.6%	29.1%
	Other/don't know	0.0%	0.0%	1.5%	1.2%	0.0%	0.0%	0.0%	0.0%	1.2%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
	Very/Somewhat often	73.7%	46.2%	41.8%	34.9%	33.3%	41.0%	43.9%	46.2%	48.1%	50.9%	51.2%	45.1%	44.7%	31.6%	37.7%	53.0%
Not very/Not at all often	26.3%	53.8%	56.7%	64.0%	66.7%	59.0%	56.1%	53.8%	50.6%	47.2%	48.8%	54.9%	55.3%	68.4%	62.3%	45.7%	
12. Special events	Very often	21.1%	18.3%	20.9%	12.8%	6.7%	20.5%	17.1%	12.8%	19.1%	18.9%	19.5%	15.5%	18.4%	15.8%	15.8%	19.9%
	Somewhat often	36.8%	41.3%	40.3%	37.2%	40.0%	43.6%	46.3%	35.9%	37.7%	34.0%	40.2%	39.4%	42.1%	52.6%	35.6%	43.0%
	Not very often	26.3%	29.8%	25.4%	29.1%	26.7%	30.8%	22.0%	41.0%	25.9%	26.4%	25.6%	31.0%	31.6%	15.8%	30.8%	25.2%
	Not at all	15.8%	9.6%	11.9%	19.8%	26.7%	5.1%	12.2%	10.3%	16.0%	18.9%	14.6%	12.7%	7.9%	15.8%	17.1%	10.6%
	Other/don't know	0.0%	1.0%	1.5%	1.2%	0.0%	0.0%	2.4%	0.0%	1.2%	1.9%	0.0%	1.4%	0.0%	0.0%	0.7%	1.3%
	Very/Somewhat often	57.9%	59.6%	61.2%	50.0%	46.7%	64.1%	63.4%	48.7%	56.8%	52.8%	59.8%	54.9%	60.5%	68.4%	51.4%	62.9%
Not very/Not at all often	42.1%	39.4%	37.3%	48.8%	53.3%	35.9%	34.1%	51.3%	42.0%	45.3%	40.2%	43.7%	39.5%	31.6%	47.9%	35.8%	
13. Government/post office	Very often	26.3%	30.8%	40.3%	38.4%	20.0%	35.9%	29.3%	33.3%	37.7%	32.1%	34.1%	31.0%	36.8%	42.1%	28.8%	40.4%
	Somewhat often	39.5%	37.5%	35.8%	43.0%	33.3%	41.0%	31.7%	51.3%	37.7%	39.6%	37.8%	46.5%	28.9%	36.8%	39.7%	38.4%
	Not very often	28.9%	22.1%	17.9%	12.8%	33.3%	20.5%	22.0%	10.3%	19.1%	22.6%	19.5%	16.9%	23.7%	15.8%	23.3%	15.2%
	Not at all	5.3%	8.7%	4.5%	4.7%	13.3%	2.6%	14.6%	5.1%	4.3%	3.8%	8.5%	4.2%	10.5%	5.3%	7.5%	4.6%
	Other/don't know	0.0%	1.0%	1.5%	1.2%	0.0%	0.0%	2.4%	0.0%	1.2%	1.9%	0.0%	1.4%	0.0%	0.0%	0.7%	1.3%
	Very/Somewhat often	65.8%	68.3%	76.1%	81.4%	53.3%	76.9%	61.0%	84.6%	75.3%	71.7%	72.0%	77.5%	65.8%	78.9%	68.5%	78.8%
Not very/Not at all often	34.2%	30.8%	22.4%	17.4%	46.7%	23.1%	36.6%	15.4%	23.5%	26.4%	28.0%	21.1%	34.2%	21.1%	30.8%	19.9%	
14. Conducting business	Very often	31.6%	38.5%	40.3%	29.1%	26.7%	25.6%	36.6%	25.6%	40.1%	32.1%	34.1%	35.2%	39.5%	42.1%	31.5%	39.1%
	Somewhat often	21.1%	32.7%	26.9%	37.2%	53.3%	33.3%	24.4%	41.0%	28.4%	24.5%	29.3%	33.8%	31.6%	36.8%	33.6%	29.1%
	Not very often	28.9%	20.2%	13.4%	23.3%	0.0%	33.3%	19.5%	23.1%	19.1%	26.4%	14.6%	19.7%	26.3%	15.8%	23.3%	17.9%
	Not at all	18.4%	8.7%	17.9%	9.3%	20.0%	7.7%	19.5%	10.3%	11.1%	15.1%	22.0%	11.3%	2.6%	5.3%	11.6%	12.6%
	Other/don't know	0.0%	0.0%	1.5%	1.2%	0.0%	0.0%	0.0%	0.0%	1.2%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
	Very/Somewhat often	52.6%	71.2%	67.2%	66.3%	80.0%	59.0%	61.0%	66.7%	68.5%	56.6%	63.4%	69.0%	71.1%	78.9%	65.1%	68.2%
Not very/Not at all often	47.4%	28.8%	31.3%	32.6%	20.0%	41.0%	39.0%	33.3%	30.2%	41.5%	36.6%	31.0%	28.9%	21.1%	34.9%	30.5%	
15. Attending church	Very often	15.8%	35.6%	44.8%	47.7%	20.0%	25.6%	34.1%	41.0%	44.4%	32.1%	36.6%	42.3%	42.1%	36.8%	30.1%	47.7%
	Somewhat often	18.4%	18.3%	10.4%	11.6%	20.0%	17.9%	7.3%	12.8%	15.4%	15.1%	8.5%	16.9%	18.4%	21.1%	15.8%	13.2%
	Not very often	15.8%	15.4%	17.9%	10.5%	6.7%	10.3%	19.5%	15.4%	14.8%	22.6%	12.2%	12.7%	15.8%	5.3%	19.9%	9.3%
	Not at all	50.0%	29.8%	26.9%	29.1%	53.3%	46.2%	39.0%	28.2%	24.7%	28.3%	42.7%	28.2%	23.7%	31.6%	34.2%	28.5%
	Other/don't know	0.0%	1.0%	0.0%	1.2%	0.0%	0.0%	0.0%	2.6%	0.6%	1.9%	0.0%	0.0%	0.0%	5.3%	0.0%	1.3%
	Very/Somewhat often	34.2%	53.8%	55.2%	59.3%	40.0%	43.6%	41.5%	53.8%	59.9%	47.2%	45.1%	59.2%	60.5%	57.9%	45.9%	60.9%
Not very/Not at all often	65.8%	45.2%	44.8%	39.5%	60.0%	56.4%	58.5%	43.6%	39.5%	50.9%	54.9%	40.8%	39.5%	36.8%	54.1%	37.7%	

		67. Age				68. How long have you lived in Boonville?					69. Income					70. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
16. Visiting the casino	Very often	2.6%	4.8%	1.5%	4.7%	13.3%	0.0%	2.4%	5.1%	3.7%	0.0%	3.7%	5.6%	5.3%	5.3%	4.8%	2.6%
	Somewhat often	18.4%	6.7%	7.5%	12.8%	13.3%	17.9%	4.9%	7.7%	9.9%	15.1%	9.8%	15.5%	2.6%	0.0%	11.6%	8.6%
	Not very often	47.4%	30.8%	43.3%	32.6%	20.0%	41.0%	43.9%	38.5%	35.2%	26.4%	43.9%	33.8%	42.1%	42.1%	39.0%	34.4%
	Not at all	31.6%	56.7%	46.3%	47.7%	53.3%	41.0%	46.3%	48.7%	49.4%	56.6%	42.7%	42.3%	50.0%	52.6%	43.2%	53.0%
	Other/don't know	0.0%	1.0%	1.5%	2.3%	0.0%	0.0%	2.4%	0.0%	1.9%	1.9%	0.0%	2.8%	0.0%	0.0%	1.4%	1.3%
	Very/Somewhat often	21.1%	11.5%	9.0%	17.4%	26.7%	17.9%	7.3%	12.8%	13.6%	15.1%	13.4%	21.1%	7.9%	5.3%	16.4%	11.3%
	Not very/Not at all often	78.9%	87.5%	89.6%	80.2%	73.3%	82.1%	90.2%	87.2%	84.6%	83.0%	86.6%	76.1%	92.1%	94.7%	82.2%	87.4%
17. Using the Katy Trail	Very often	13.2%	19.2%	9.0%	5.8%	13.3%	23.1%	12.2%	17.9%	8.0%	11.3%	15.9%	9.9%	18.4%	5.3%	12.3%	12.6%
	Somewhat often	36.8%	27.9%	17.9%	10.5%	13.3%	25.6%	31.7%	30.8%	16.7%	11.3%	22.0%	28.2%	31.6%	21.1%	21.9%	21.2%
	Not very often	23.7%	25.0%	34.3%	18.6%	33.3%	23.1%	14.6%	28.2%	26.5%	26.4%	19.5%	23.9%	26.3%	42.1%	27.4%	22.5%
	Not at all	26.3%	27.9%	38.8%	64.0%	40.0%	28.2%	41.5%	23.1%	48.1%	49.1%	42.7%	38.0%	23.7%	31.6%	38.4%	43.0%
	Other/don't know	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.6%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	Very/Somewhat often	50.0%	47.1%	26.9%	16.3%	26.7%	48.7%	43.9%	48.7%	24.7%	22.6%	37.8%	38.0%	50.0%	26.3%	34.2%	33.8%
	Not very/Not at all often	50.0%	52.9%	73.1%	82.6%	73.3%	51.3%	56.1%	51.3%	74.7%	75.5%	62.2%	62.0%	50.0%	73.7%	65.8%	65.6%
18. What is the one reason you most often visit Downtown Boonville?	Shopping	10.5%	19.2%	11.9%	23.3%	13.3%	20.5%	17.1%	20.5%	16.0%	20.8%	18.3%	11.3%	23.7%	21.1%	20.5%	14.6%
	Dining	28.9%	16.3%	7.5%	4.7%	33.3%	17.9%	17.1%	10.3%	8.6%	15.1%	11.0%	15.5%	7.9%	10.5%	15.1%	9.9%
	Entertainment, not including the casino	0.0%	2.9%	3.0%	1.2%	0.0%	10.3%	0.0%	0.0%	1.2%	1.9%	1.2%	2.8%	5.3%	0.0%	3.4%	0.7%
	Other outdoor recreation, such as walking, but not the Katy Trail	21.1%	2.9%	1.5%	1.2%	6.7%	5.1%	4.9%	7.7%	3.1%	1.9%	8.5%	4.2%	2.6%	0.0%	5.5%	3.3%
	Special events	7.9%	4.8%	7.5%	2.3%	0.0%	2.6%	9.8%	2.6%	5.6%	7.5%	6.1%	2.8%	2.6%	15.8%	4.8%	5.3%
	Government/post office	10.5%	14.4%	25.4%	19.8%	0.0%	12.8%	12.2%	25.6%	20.4%	13.2%	19.5%	22.5%	26.3%	5.3%	15.8%	19.9%
	Conducting business	10.5%	22.1%	13.4%	20.9%	20.0%	17.9%	17.1%	15.4%	19.8%	17.0%	11.0%	21.1%	18.4%	21.1%	13.0%	23.8%
	Attending church	0.0%	8.7%	14.9%	10.5%	6.7%	10.3%	7.3%	7.7%	10.5%	11.3%	7.3%	8.5%	5.3%	21.1%	7.5%	11.3%
	Visiting the casino	5.3%	1.0%	1.5%	3.5%	13.3%	2.6%	0.0%	2.6%	1.9%	0.0%	1.2%	5.6%	2.6%	0.0%	2.7%	2.0%
	using the Katy Trail	2.6%	2.9%	1.5%	0.0%	0.0%	0.0%	2.4%	0.0%	2.5%	0.0%	4.9%	1.4%	0.0%	0.0%	2.7%	0.7%
	Other/don't know	2.6%	4.8%	11.9%	12.8%	6.7%	0.0%	12.2%	7.7%	10.5%	11.3%	11.0%	4.2%	5.3%	5.3%	8.9%	8.6%
19. Signs to help pedestrians find their way around	Excellent	22.5%	5.8%	11.8%	8.0%	6.7%	12.8%	7.3%	7.7%	10.8%	10.9%	7.3%	8.2%	10.5%	21.1%	6.7%	13.2%
	Good	47.5%	57.7%	64.7%	67.8%	80.0%	46.2%	48.8%	56.4%	66.3%	63.6%	67.1%	63.0%	44.7%	36.8%	58.7%	62.9%
	Not so good	27.5%	24.0%	11.8%	12.6%	6.7%	35.9%	26.8%	15.4%	14.5%	14.5%	17.1%	16.4%	34.2%	15.8%	22.0%	15.2%
	Poor	2.5%	3.8%	5.9%	4.6%	0.0%	2.6%	9.8%	7.7%	3.0%	1.8%	3.7%	6.8%	5.3%	5.3%	7.3%	1.3%
	Other/don't know	0.0%	8.7%	5.9%	6.9%	6.7%	2.6%	7.3%	12.8%	5.4%	9.1%	4.9%	5.5%	5.3%	21.1%	5.3%	7.3%
	Excellent/Good	70.0%	63.5%	76.5%	75.9%	86.7%	59.0%	56.1%	64.1%	77.1%	74.5%	74.4%	71.2%	55.3%	57.9%	65.3%	76.2%
	Not so good/Poor	30.0%	27.9%	17.6%	17.2%	6.7%	38.5%	36.6%	23.1%	17.5%	16.4%	20.7%	23.3%	39.5%	21.1%	29.3%	16.6%
20. Signs to help motorists find their way around	Excellent	17.5%	7.7%	10.3%	8.0%	0.0%	15.4%	12.2%	12.8%	7.8%	12.7%	7.3%	6.8%	10.5%	21.1%	8.7%	10.6%
	Good	67.5%	62.5%	75.0%	79.3%	93.3%	53.8%	63.4%	61.5%	76.5%	72.7%	75.6%	78.1%	57.9%	47.4%	70.7%	70.9%
	Not so good	12.5%	19.2%	7.4%	5.7%	0.0%	25.6%	14.6%	10.3%	9.0%	5.5%	11.0%	8.2%	21.1%	15.8%	12.7%	10.6%
	Poor	2.5%	1.9%	4.4%	3.4%	0.0%	5.1%	4.9%	5.1%	2.4%	3.6%	2.4%	4.1%	2.6%	5.3%	5.3%	1.3%
	Other/don't know	0.0%	8.7%	2.9%	3.4%	6.7%	0.0%	4.9%	10.3%	4.2%	5.5%	3.7%	2.7%	7.9%	10.5%	2.7%	6.6%
	Excellent/Good	85.0%	70.2%	85.3%	87.4%	93.3%	69.2%	75.6%	74.4%	84.3%	85.5%	82.9%	84.9%	68.4%	68.4%	79.3%	81.5%
	Not so good/Poor	15.0%	21.2%	11.8%	9.2%	0.0%	30.8%	19.5%	15.4%	11.4%	9.1%	13.4%	12.3%	23.7%	21.1%	18.0%	11.9%

		67. Age				68. How long have you lived in Boonville?					69. Income					70. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
21. Convenient business hours	Excellent	7.5%	2.9%	5.9%	6.9%	6.7%	7.7%	0.0%	5.1%	6.0%	5.5%	1.2%	2.7%	5.3%	15.8%	3.3%	7.3%
	Good	62.5%	47.1%	55.9%	63.2%	53.3%	59.0%	56.1%	59.0%	53.6%	60.0%	65.9%	50.7%	50.0%	26.3%	55.3%	55.6%
	Not so good	17.5%	39.4%	23.5%	13.8%	26.7%	23.1%	31.7%	20.5%	25.9%	21.8%	20.7%	30.1%	28.9%	47.4%	27.3%	23.8%
	Poor	10.0%	7.7%	13.2%	11.5%	13.3%	10.3%	9.8%	12.8%	10.2%	7.3%	9.8%	13.7%	13.2%	10.5%	11.3%	9.9%
	Other/don't know	2.5%	2.9%	1.5%	4.6%	0.0%	0.0%	2.4%	2.6%	4.2%	5.5%	2.4%	2.7%	2.6%	0.0%	2.7%	3.3%
	Excellent/Good	70.0%	50.0%	61.8%	70.1%	60.0%	66.7%	56.1%	64.1%	59.6%	65.5%	67.1%	53.4%	55.3%	42.1%	58.7%	62.9%
Not so good/Poor	27.5%	47.1%	36.8%	25.3%	40.0%	33.3%	41.5%	33.3%	36.1%	29.1%	30.5%	43.8%	42.1%	57.9%	38.7%	33.8%	
		67. Age				68. How long have you lived in Boonville?					69. Income					70. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
22. Available green space	Excellent	10.0%	2.9%	5.9%	11.5%	0.0%	7.7%	4.9%	10.3%	7.2%	9.1%	6.1%	5.5%	7.9%	5.3%	5.3%	8.6%
	Good	57.5%	48.1%	45.6%	50.6%	66.7%	61.5%	56.1%	38.5%	47.0%	43.6%	56.1%	46.6%	50.0%	36.8%	56.0%	43.7%
	Not so good	17.5%	38.5%	33.8%	18.4%	26.7%	25.6%	26.8%	33.3%	28.9%	30.9%	24.4%	34.2%	26.3%	36.8%	28.0%	29.1%
	Poor	5.0%	5.8%	7.4%	4.6%	0.0%	5.1%	2.4%	7.7%	6.0%	3.6%	4.9%	8.2%	10.5%	5.3%	6.0%	5.3%
	Other/don't know	10.0%	4.8%	7.4%	14.9%	6.7%	0.0%	9.8%	10.3%	10.8%	12.7%	8.5%	5.5%	5.3%	15.8%	4.7%	13.2%
	Excellent/Good	67.5%	51.0%	51.5%	62.1%	66.7%	69.2%	61.0%	48.7%	54.2%	52.7%	62.2%	52.1%	57.9%	42.1%	61.3%	52.3%
Not so good/Poor	22.5%	44.2%	41.2%	23.0%	26.7%	30.8%	29.3%	41.0%	34.9%	34.5%	29.3%	42.5%	36.8%	42.1%	34.0%	34.4%	
		67. Age				68. How long have you lived in Boonville?					69. Income					70. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
23. Preservation of historic structures	Excellent	25.0%	14.4%	14.7%	16.1%	6.7%	17.9%	9.8%	23.1%	16.9%	21.8%	13.4%	11.0%	21.1%	31.6%	12.0%	20.5%
	Good	57.5%	63.5%	64.7%	65.5%	73.3%	61.5%	65.9%	46.2%	66.3%	47.3%	65.9%	75.3%	60.5%	47.4%	66.7%	60.3%
	Not so good	10.0%	14.4%	11.8%	9.2%	13.3%	12.8%	12.2%	20.5%	9.6%	12.7%	13.4%	6.8%	13.2%	10.5%	13.3%	10.6%
	Poor	7.5%	2.9%	7.4%	2.3%	0.0%	5.1%	7.3%	7.7%	3.0%	9.1%	4.9%	5.5%	0.0%	0.0%	4.7%	4.0%
	Other/don't know	0.0%	4.8%	1.5%	6.9%	6.7%	2.6%	4.9%	2.6%	4.2%	9.1%	2.4%	1.4%	5.3%	10.5%	3.3%	4.6%
	Excellent/Good	82.5%	77.9%	79.4%	81.6%	80.0%	79.5%	75.6%	69.2%	83.1%	69.1%	79.3%	86.3%	81.6%	78.9%	78.7%	80.8%
Not so good/Poor	17.5%	17.3%	19.1%	11.5%	13.3%	17.9%	19.5%	28.2%	12.7%	21.8%	18.3%	12.3%	13.2%	10.5%	18.0%	14.6%	
		67. Age				68. How long have you lived in Boonville?					69. Income					70. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
24. Occupied storefronts	Excellent	7.5%	2.9%	5.9%	2.3%	0.0%	10.3%	2.4%	5.1%	3.0%	7.3%	1.2%	4.1%	2.6%	5.3%	2.7%	5.3%
	Good	52.5%	34.6%	30.9%	41.4%	40.0%	43.6%	41.5%	41.0%	34.9%	29.1%	51.2%	27.4%	44.7%	31.6%	38.7%	37.1%
	Not so good	30.0%	47.1%	38.2%	35.6%	46.7%	35.9%	31.7%	38.5%	42.2%	40.0%	28.0%	47.9%	42.1%	57.9%	38.0%	41.1%
	Poor	7.5%	13.5%	25.0%	18.4%	13.3%	10.3%	22.0%	12.8%	18.1%	21.8%	18.3%	19.2%	7.9%	5.3%	18.0%	15.9%
	Other/don't know	2.5%	1.9%	0.0%	2.3%	0.0%	0.0%	2.4%	2.6%	1.8%	1.8%	1.2%	1.4%	2.6%	0.0%	2.7%	0.7%
	Excellent/Good	60.0%	37.5%	36.8%	43.7%	40.0%	53.8%	43.9%	46.2%	38.0%	36.4%	52.4%	31.5%	47.4%	36.8%	41.3%	42.4%
Not so good/Poor	37.5%	60.6%	63.2%	54.0%	60.0%	46.2%	53.7%	60.2%	61.8%	61.8%	46.3%	67.1%	50.0%	63.2%	56.0%	57.0%	
		67. Age				68. How long have you lived in Boonville?					69. Income					70. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
25. Convenient parking	Excellent	5.0%	5.8%	7.4%	5.7%	6.7%	12.8%	2.4%	5.1%	5.4%	5.5%	2.4%	6.8%	7.9%	21.1%	6.7%	5.3%
	Good	50.0%	46.2%	52.9%	60.9%	53.3%	48.7%	43.9%	30.8%	60.2%	49.1%	62.2%	43.8%	34.2%	57.9%	50.7%	53.6%
	Not so good	35.0%	32.7%	27.9%	21.8%	40.0%	30.8%	34.1%	48.7%	22.3%	27.3%	23.2%	37.0%	44.7%	10.5%	30.0%	28.5%
	Poor	10.0%	12.5%	8.8%	11.5%	0.0%	7.7%	17.1%	15.4%	9.6%	16.4%	9.8%	11.0%	10.5%	10.5%	12.0%	9.9%
	Other/don't know	0.0%	2.9%	2.9%	0.0%	0.0%	0.0%	2.4%	0.0%	2.4%	1.8%	2.4%	1.4%	2.6%	0.0%	0.7%	2.6%
	Excellent/Good	55.0%	51.9%	60.3%	66.7%	60.0%	61.5%	46.3%	35.9%	65.7%	54.5%	64.6%	50.7%	42.1%	78.9%	57.3%	58.9%
Not so good/Poor	45.0%	45.2%	36.8%	33.3%	40.0%	38.5%	51.2%	64.1%	31.9%	43.6%	32.9%	47.9%	55.3%	21.1%	42.0%	38.4%	

		67. Age				68. How long have you lived in Boonville?					69. Income					70. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
26. Diverse mix of business	Excellent	7.5%	4.8%	7.4%	2.3%	6.7%	12.8%	4.9%	5.1%	3.0%	3.6%	2.4%	5.5%	5.3%	10.5%	3.3%	6.6%
	Good	52.5%	51.0%	42.6%	48.3%	53.3%	48.7%	53.7%	53.8%	45.8%	41.8%	50.0%	41.1%	52.6%	57.9%	53.3%	43.7%
	Not so good	30.0%	30.8%	32.4%	34.5%	26.7%	33.3%	24.4%	25.6%	35.5%	30.9%	34.1%	38.4%	34.2%	15.8%	30.7%	33.1%
	Poor	10.0%	11.5%	16.2%	13.8%	13.3%	5.1%	14.6%	15.4%	13.9%	20.0%	12.2%	15.1%	5.3%	15.8%	11.3%	15.2%
	Other/don't know	0.0%	1.9%	1.5%	1.1%	0.0%	0.0%	2.4%	0.0%	1.8%	3.6%	1.2%	0.0%	2.6%	0.0%	1.3%	1.3%
	Excellent/Good	60.0%	55.8%	50.0%	50.6%	60.0%	61.5%	58.5%	59.0%	48.8%	45.5%	52.4%	46.6%	57.9%	68.4%	56.7%	50.3%
Not so good/Poor	40.0%	42.3%	48.5%	48.3%	40.0%	38.5%	39.0%	41.0%	49.4%	50.9%	46.3%	53.4%	39.5%	31.6%	42.0%	48.3%	
27. Dining options	Excellent	17.5%	6.7%	5.9%	5.7%	0.0%	5.1%	9.8%	10.3%	7.8%	3.6%	7.3%	8.2%	5.3%	15.8%	7.3%	7.9%
	Good	55.0%	49.0%	57.4%	67.8%	60.0%	64.1%	56.1%	35.9%	60.8%	65.5%	62.2%	50.7%	60.5%	31.6%	52.0%	62.3%
	Not so good	25.0%	36.5%	25.0%	18.4%	33.3%	25.6%	24.4%	46.2%	22.3%	21.8%	28.0%	27.4%	23.7%	47.4%	28.0%	25.8%
	Poor	2.5%	5.8%	10.3%	6.9%	6.7%	5.1%	7.3%	7.7%	7.2%	7.3%	2.4%	12.3%	7.9%	5.3%	11.3%	2.6%
	Other/don't know	0.0%	1.9%	1.5%	1.1%	0.0%	0.0%	2.4%	0.0%	1.8%	1.8%	0.0%	1.4%	2.6%	0.0%	1.3%	1.3%
	Excellent/Good	72.5%	55.8%	63.2%	73.6%	60.0%	69.2%	65.9%	46.2%	68.7%	69.1%	69.5%	58.9%	65.8%	47.4%	59.3%	70.2%
Not so good/Poor	27.5%	42.3%	35.3%	25.3%	40.0%	30.8%	31.7%	53.8%	29.5%	29.1%	30.5%	39.7%	31.6%	52.6%	39.3%	28.5%	
28. Entertainment options	Excellent	5.0%	1.0%	2.9%	1.1%	0.0%	2.6%	2.4%	0.0%	2.4%	3.6%	1.2%	1.4%	0.0%	5.3%	2.0%	2.0%
	Good	30.0%	22.1%	20.6%	24.1%	33.3%	33.3%	19.5%	17.9%	22.3%	14.5%	23.2%	26.0%	28.9%	31.6%	26.0%	20.5%
	Not so good	50.0%	55.8%	45.6%	35.6%	46.7%	41.0%	51.2%	46.2%	47.6%	49.1%	56.1%	46.6%	42.1%	36.8%	42.0%	51.7%
	Poor	15.0%	19.2%	29.4%	27.6%	20.0%	23.1%	24.4%	28.2%	22.3%	23.6%	17.1%	24.7%	28.9%	21.1%	26.7%	20.5%
	Other/don't know	0.0%	1.9%	1.5%	11.5%	0.0%	0.0%	2.4%	7.7%	5.4%	9.1%	2.4%	1.4%	0.0%	5.3%	3.3%	5.3%
	Excellent/Good	35.0%	23.1%	23.5%	25.3%	33.3%	35.9%	22.0%	17.9%	24.7%	18.2%	24.4%	27.4%	28.9%	36.8%	28.0%	22.5%
Not so good/Poor	65.0%	75.0%	75.0%	63.2%	66.7%	64.1%	75.6%	74.4%	69.9%	72.7%	73.2%	71.2%	71.1%	57.9%	68.7%	72.2%	
29. Condition of streets	Excellent	5.0%	3.8%	4.4%	5.7%	0.0%	7.7%	0.0%	0.0%	6.6%	3.6%	1.2%	4.1%	13.2%	10.5%	5.3%	4.0%
	Good	67.5%	67.3%	57.4%	64.4%	73.3%	56.4%	58.5%	66.7%	65.7%	54.5%	64.6%	69.9%	55.3%	84.2%	68.7%	59.6%
	Not so good	10.0%	19.2%	25.0%	14.9%	13.3%	28.2%	24.4%	15.4%	15.7%	20.0%	23.2%	17.8%	23.7%	0.0%	16.0%	20.5%
	Poor	15.0%	7.7%	13.2%	11.5%	13.3%	7.7%	14.6%	12.8%	10.2%	18.2%	9.8%	8.2%	5.3%	0.0%	8.7%	13.2%
	Other/don't know	2.5%	1.9%	0.0%	3.4%	0.0%	0.0%	2.4%	5.1%	1.8%	3.6%	1.2%	0.0%	2.6%	5.3%	1.3%	2.6%
	Excellent/Good	72.5%	71.2%	61.8%	70.1%	73.3%	64.1%	58.5%	66.7%	72.3%	58.2%	65.9%	74.0%	68.4%	94.7%	74.0%	63.6%
Not so good/Poor	25.0%	26.9%	38.2%	26.4%	26.7%	35.9%	39.0%	28.2%	25.9%	38.2%	32.9%	26.0%	28.9%	0.0%	24.7%	33.8%	
30. Condition of sidewalks	Excellent	10.0%	3.8%	11.8%	4.6%	0.0%	7.7%	2.4%	2.6%	9.0%	7.3%	6.1%	4.1%	13.2%	15.8%	6.0%	7.3%
	Good	60.0%	74.0%	55.9%	73.6%	86.7%	69.2%	70.7%	74.4%	62.7%	58.2%	65.9%	72.6%	73.7%	68.4%	67.3%	67.5%
	Not so good	15.0%	17.3%	17.6%	11.5%	6.7%	15.4%	14.6%	15.4%	16.9%	16.4%	18.3%	17.8%	10.5%	0.0%	19.3%	11.9%
	Poor	12.5%	1.9%	10.3%	6.9%	0.0%	7.7%	9.8%	5.1%	7.2%	16.4%	7.3%	4.1%	0.0%	0.0%	3.3%	10.6%
	Other/don't know	2.5%	2.9%	4.4%	3.4%	6.7%	0.0%	2.4%	2.6%	4.2%	1.8%	2.4%	1.4%	2.6%	15.8%	4.0%	2.6%
	Excellent/Good	70.0%	77.9%	67.6%	78.2%	86.7%	76.9%	73.2%	76.9%	71.7%	65.5%	72.0%	76.7%	86.8%	84.2%	73.3%	74.8%
Not so good/Poor	27.5%	19.2%	27.9%	18.4%	6.7%	23.1%	24.4%	20.5%	24.1%	32.7%	25.6%	21.9%	10.5%	0.0%	22.7%	22.5%	

		67. Age				68. How long have you lived in Boonville?					69. Income					70. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
31. Safety during the day	Excellent	40.0%	24.0%	29.4%	16.1%	20.0%	28.2%	26.8%	25.6%	24.1%	16.4%	19.5%	23.3%	28.9%	57.9%	24.7%	25.2%
	Good	55.0%	71.2%	67.6%	74.7%	73.3%	71.8%	68.3%	71.8%	67.5%	69.1%	79.3%	69.9%	68.4%	42.1%	68.7%	69.5%
	Not so good	2.5%	3.8%	1.5%	6.9%	6.7%	0.0%	2.4%	2.6%	5.4%	7.3%	1.2%	6.8%	2.6%	0.0%	6.0%	2.0%
	Poor	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.6%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
	Other/don't know	0.0%	1.0%	1.5%	2.3%	0.0%	0.0%	0.0%	0.0%	2.4%	5.5%	0.0%	0.0%	0.0%	0.0%	0.7%	2.0%
	Excellent/Good	95.0%	95.2%	97.1%	90.8%	93.3%	100.0%	95.1%	97.4%	91.6%	85.5%	98.8%	93.2%	97.4%	100.0%	93.3%	94.7%
Not so good/Poor	5.0%	3.8%	1.5%	6.9%	6.7%	0.0%	4.9%	2.6%	6.0%	9.1%	1.2%	6.8%	2.6%	0.0%	6.0%	3.3%	
		67. Age				68. How long have you lived in Boonville?					69. Income					70. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
32. Safety at night	Excellent	12.5%	2.9%	11.8%	3.4%	13.3%	10.3%	2.4%	2.6%	6.6%	5.5%	4.9%	6.8%	2.6%	21.1%	8.0%	4.6%
	Good	62.5%	65.4%	52.9%	42.5%	33.3%	53.8%	61.0%	74.4%	51.8%	43.6%	64.6%	57.5%	60.5%	52.6%	58.0%	53.0%
	Not so good	10.0%	20.2%	19.1%	14.9%	20.0%	7.7%	19.5%	12.8%	19.3%	16.4%	12.2%	21.9%	21.1%	15.8%	17.3%	16.6%
	Poor	7.5%	4.8%	2.9%	5.7%	0.0%	5.1%	4.9%	2.6%	6.0%	9.1%	2.4%	5.5%	2.6%	5.3%	6.0%	4.0%
	Other/don't know	7.5%	6.7%	13.2%	33.3%	33.3%	23.1%	12.2%	7.7%	16.3%	25.5%	15.9%	8.2%	13.2%	5.3%	10.7%	21.9%
	Excellent/Good	75.0%	68.3%	64.7%	46.0%	46.7%	64.1%	63.4%	76.9%	58.4%	49.1%	69.5%	64.4%	63.2%	73.7%	66.0%	57.6%
Not so good/Poor	17.5%	25.0%	22.1%	20.7%	20.0%	12.8%	24.4%	15.4%	25.3%	25.5%	14.6%	27.4%	23.7%	21.1%	23.3%	20.5%	
		67. Age				68. How long have you lived in Boonville?					69. Income					70. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
33. How important would you say it is that Boonville work to retain its Downtown's historic character?	Very important	60.0%	53.8%	60.3%	43.7%	86.7%	71.8%	61.0%	43.6%	45.8%	54.5%	53.7%	50.7%	50.0%	68.4%	48.0%	58.3%
	Somewhat important	32.5%	31.7%	30.9%	37.9%	6.7%	23.1%	26.8%	41.0%	38.6%	36.4%	34.1%	34.2%	31.6%	21.1%	36.0%	31.1%
	Not very important	0.0%	10.6%	5.9%	13.8%	6.7%	2.6%	9.8%	12.8%	9.6%	3.6%	8.5%	8.2%	13.2%	10.5%	10.0%	7.9%
	Not at all important	2.5%	2.9%	2.9%	2.3%	0.0%	0.0%	2.4%	2.6%	3.6%	1.8%	3.7%	2.7%	5.3%	0.0%	3.3%	2.0%
	Other/don't know	5.0%	1.0%	0.0%	2.3%	0.0%	2.6%	0.0%	0.0%	2.4%	3.6%	0.0%	4.1%	0.0%	0.0%	2.7%	0.7%
	Very/somewhat important	92.5%	85.6%	91.2%	81.6%	93.3%	94.9%	87.8%	84.6%	84.3%	90.9%	87.8%	84.9%	81.6%	89.5%	84.0%	89.4%
Not very/Not at all important	2.5%	13.5%	8.8%	16.1%	6.7%	2.6%	12.2%	15.4%	13.3%	5.5%	12.2%	11.0%	18.4%	10.5%	13.3%	9.9%	
		67. Age				68. How long have you lived in Boonville?					69. Income					70. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
34. Lodging such as hotel, motel or bed and breakfast	5-Very high priority	7.5%	15.4%	10.3%	20.7%	13.3%	10.3%	14.6%	7.7%	17.5%	16.4%	15.9%	8.2%	13.2%	10.5%	12.0%	17.2%
	4	32.5%	21.2%	25.0%	18.4%	40.0%	28.2%	24.4%	25.6%	19.9%	32.7%	22.0%	23.3%	13.2%	26.3%	24.0%	22.5%
	3	25.0%	29.8%	27.9%	21.8%	20.0%	25.6%	31.7%	25.6%	25.9%	20.0%	30.5%	27.4%	28.9%	15.8%	27.3%	25.2%
	2	17.5%	22.1%	17.6%	18.4%	13.3%	17.9%	17.1%	28.2%	18.1%	10.9%	19.5%	16.4%	39.5%	36.8%	22.0%	16.6%
	1-Very low priority	17.5%	10.6%	16.2%	18.4%	13.3%	17.9%	9.8%	7.7%	17.5%	18.2%	11.0%	20.5%	5.3%	10.5%	14.0%	15.9%
	Other/don't know	0.0%	1.0%	2.9%	2.3%	0.0%	0.0%	2.4%	5.1%	1.2%	1.8%	1.2%	4.1%	0.0%	0.0%	0.7%	2.6%
Total low priority (1-2)	40.0%	36.5%	35.3%	39.1%	53.3%	38.5%	39.0%	33.3%	37.3%	49.1%	37.8%	31.5%	26.3%	36.8%	36.0%	39.7%	
Total low priority (1-2)	35.0%	32.7%	33.8%	36.8%	26.7%	35.9%	26.8%	35.9%	35.5%	29.1%	30.5%	37.0%	44.7%	47.4%	36.0%	32.5%	
		67. Age				68. How long have you lived in Boonville?					69. Income					70. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
35. Family or casual style dining	5-Very high priority	47.5%	46.2%	25.0%	29.9%	40.0%	25.6%	34.1%	43.6%	38.0%	49.1%	41.5%	30.1%	31.6%	42.1%	34.0%	39.7%
	4	25.0%	33.7%	41.2%	24.1%	26.7%	46.2%	29.3%	28.2%	29.5%	12.7%	32.9%	30.1%	44.7%	42.1%	33.3%	29.1%
	3	20.0%	14.4%	23.5%	26.4%	26.7%	20.5%	24.4%	23.1%	19.3%	20.0%	17.1%	26.0%	18.4%	10.5%	20.7%	21.2%
	2	2.5%	1.9%	1.5%	5.7%	6.7%	5.1%	2.4%	0.0%	3.0%	1.8%	3.7%	6.8%	0.0%	0.0%	3.3%	2.6%
	1-Very low priority	5.0%	3.8%	7.4%	9.2%	0.0%	2.6%	7.3%	2.6%	8.4%	12.7%	4.9%	2.7%	5.3%	5.3%	6.7%	6.0%
	Other/don't know	0.0%	0.0%	1.5%	4.6%	0.0%	0.0%	2.4%	2.6%	1.8%	3.6%	0.0%	4.1%	0.0%	0.0%	2.0%	1.3%
Total high priority (4-5)	72.5%	79.8%	66.2%	54.0%	66.7%	71.8%	63.4%	71.8%	67.5%	61.8%	74.4%	60.3%	76.3%	84.2%	67.3%	68.9%	
Total low priority (1-2)	7.5%	5.8%	8.8%	14.9%	6.7%	7.7%	9.8%	2.6%	11.4%	14.5%	8.5%	9.6%	5.3%	5.3%	10.0%	8.6%	

		67. Age				68. How long have you lived in Boonville?					69. Income					70. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
36. Fine dining	5-Very high priority	35.0%	25.0%	33.8%	20.7%	40.0%	28.2%	24.4%	41.0%	23.5%	32.7%	24.4%	23.3%	26.3%	42.1%	29.3%	25.2%
	4	30.0%	32.7%	20.6%	27.6%	20.0%	33.3%	26.8%	23.1%	28.9%	21.8%	31.7%	24.7%	31.6%	36.8%	26.7%	29.1%
	3	15.0%	26.9%	29.4%	19.5%	26.7%	20.5%	26.8%	20.5%	23.5%	23.6%	25.6%	27.4%	28.9%	5.3%	20.7%	26.5%
	2	12.5%	12.5%	5.9%	11.5%	6.7%	10.3%	14.6%	7.7%	10.8%	9.1%	9.8%	13.7%	7.9%	5.3%	11.3%	9.9%
	1-Very low priority	7.5%	2.9%	8.8%	14.9%	6.7%	7.7%	7.3%	5.1%	10.2%	7.3%	8.5%	8.2%	5.3%	10.5%	10.0%	7.3%
	Other/don't know	0.0%	0.0%	1.5%	5.7%	0.0%	0.0%	0.0%	2.6%	3.0%	5.5%	0.0%	2.7%	0.0%	0.0%	2.0%	2.0%
	Total high priority (4-5)	65.0%	57.7%	54.4%	48.3%	60.0%	61.5%	51.2%	64.1%	52.4%	54.5%	56.1%	47.9%	57.9%	78.9%	56.0%	54.3%
Total low priority (1-2)	20.0%	15.4%	14.7%	26.4%	13.3%	17.9%	22.0%	12.8%	21.1%	16.4%	18.3%	21.9%	13.2%	15.8%	21.3%	17.2%	
37. Ice cream shop	5-Very high priority	15.0%	17.3%	13.2%	14.9%	13.3%	15.4%	22.0%	12.8%	14.5%	20.0%	15.9%	12.3%	15.8%	21.1%	14.7%	15.9%
	4	20.0%	24.0%	14.7%	18.4%	13.3%	17.9%	12.2%	30.8%	20.5%	20.0%	20.7%	17.8%	13.2%	26.3%	17.3%	22.5%
	3	30.0%	28.8%	35.3%	20.7%	20.0%	30.8%	26.8%	30.8%	27.7%	23.6%	30.5%	34.2%	28.9%	26.3%	28.7%	27.2%
	2	17.5%	20.2%	22.1%	17.2%	40.0%	20.5%	19.5%	17.9%	16.9%	14.5%	18.3%	17.8%	26.3%	21.1%	22.7%	15.9%
	1-Very low priority	17.5%	9.6%	13.2%	23.0%	13.3%	15.4%	17.1%	5.1%	18.1%	18.2%	14.6%	13.7%	15.8%	5.3%	14.0%	17.2%
	Other/don't know	0.0%	0.0%	1.5%	5.7%	0.0%	0.0%	2.4%	2.6%	2.4%	3.6%	0.0%	4.1%	0.0%	0.0%	2.7%	1.3%
	Total high priority (4-5)	35.0%	41.3%	27.9%	33.3%	26.7%	33.3%	34.1%	43.6%	34.9%	40.0%	36.6%	30.1%	28.9%	47.4%	32.0%	38.4%
Total low priority (1-2)	35.0%	29.8%	35.3%	40.2%	53.3%	35.9%	36.6%	23.1%	34.9%	32.7%	32.9%	31.5%	42.1%	26.3%	36.7%	33.1%	
38. Antique shops	5-Very high priority	7.5%	12.5%	10.3%	12.6%	13.3%	10.3%	12.2%	12.8%	10.8%	16.4%	7.3%	11.0%	7.9%	26.3%	10.0%	12.6%
	4	12.5%	20.2%	14.7%	16.1%	20.0%	25.6%	12.2%	10.3%	16.9%	12.7%	28.0%	11.0%	13.2%	10.5%	14.0%	19.2%
	3	32.5%	35.6%	41.2%	25.3%	40.0%	30.8%	34.1%	35.9%	33.1%	30.9%	34.1%	38.4%	42.1%	26.3%	32.7%	34.4%
	2	22.5%	18.3%	14.7%	19.5%	20.0%	15.4%	24.4%	15.4%	18.1%	18.2%	15.9%	17.8%	21.1%	26.3%	22.0%	15.2%
	1-Very low priority	25.0%	13.5%	16.2%	20.7%	6.7%	15.4%	17.1%	20.5%	18.7%	20.0%	13.4%	20.5%	13.2%	10.5%	19.3%	15.9%
	Other/don't know	0.0%	0.0%	2.9%	5.7%	0.0%	2.6%	0.0%	5.1%	2.4%	1.8%	1.2%	1.4%	2.6%	0.0%	2.0%	2.6%
	Total high priority (4-5)	20.0%	32.7%	25.0%	28.7%	33.3%	35.9%	24.4%	23.1%	27.7%	29.1%	35.4%	21.9%	21.1%	36.8%	24.0%	31.8%
Total low priority (1-2)	47.5%	31.7%	30.9%	40.2%	26.7%	30.8%	41.5%	35.9%	36.7%	38.2%	29.3%	38.4%	34.2%	36.8%	41.3%	31.1%	
39. Art galleries and shops	5-Very high priority	17.5%	13.5%	17.6%	10.3%	26.7%	20.5%	19.5%	10.3%	10.8%	16.4%	14.6%	13.7%	10.5%	15.8%	10.0%	17.9%
	4	20.0%	24.0%	17.6%	14.9%	13.3%	28.2%	14.6%	15.4%	20.5%	23.6%	20.7%	20.5%	15.8%	21.1%	18.0%	21.2%
	3	25.0%	30.8%	32.4%	31.0%	33.3%	17.9%	31.7%	38.5%	30.1%	25.5%	30.5%	27.4%	34.2%	47.4%	32.7%	27.8%
	2	20.0%	20.2%	20.6%	18.4%	26.7%	25.6%	17.1%	23.1%	18.1%	14.5%	22.0%	19.2%	21.1%	10.5%	20.7%	19.2%
	1-Very low priority	17.5%	11.5%	10.3%	21.8%	0.0%	7.7%	17.1%	12.8%	18.1%	18.2%	12.2%	17.8%	18.4%	5.3%	16.7%	13.2%
	Other/don't know	0.0%	0.0%	1.5%	3.4%	0.0%	0.0%	0.0%	0.0%	2.4%	1.8%	0.0%	1.4%	0.0%	0.0%	2.0%	0.7%
	Total high priority (4-5)	37.5%	37.5%	35.3%	25.3%	40.0%	48.7%	34.1%	25.6%	31.3%	40.0%	35.4%	34.2%	26.3%	36.8%	28.0%	39.1%
Total low priority (1-2)	37.5%	31.7%	30.9%	40.2%	26.7%	33.3%	34.1%	35.9%	36.1%	32.7%	34.1%	37.0%	39.5%	15.8%	37.3%	32.5%	
40. Bookstore	5-Very high priority	27.5%	24.0%	25.0%	18.4%	26.7%	28.2%	31.7%	23.1%	19.9%	40.0%	22.0%	13.7%	28.9%	21.1%	18.7%	27.8%
	4	30.0%	35.6%	22.1%	23.0%	40.0%	25.6%	22.0%	28.2%	28.3%	25.5%	34.1%	28.8%	15.8%	26.3%	24.7%	31.1%
	3	30.0%	19.2%	23.5%	26.4%	13.3%	25.6%	26.8%	20.5%	24.1%	20.0%	29.3%	16.4%	34.2%	21.1%	23.3%	23.8%
	2	2.5%	11.5%	19.1%	12.6%	20.0%	15.4%	9.8%	15.4%	10.8%	1.8%	9.8%	13.7%	21.1%	21.1%	15.3%	9.3%
	1-Very low priority	10.0%	9.6%	8.8%	13.8%	0.0%	5.1%	7.3%	10.3%	14.5%	9.1%	4.9%	23.3%	0.0%	10.5%	15.3%	6.6%
	Other/don't know	0.0%	0.0%	1.5%	5.7%	0.0%	0.0%	2.4%	2.6%	2.4%	3.6%	0.0%	4.1%	0.0%	0.0%	2.7%	1.3%
	Total high priority (4-5)	57.5%	59.6%	47.1%	41.4%	66.7%	53.8%	53.7%	51.3%	48.2%	65.5%	56.1%	42.5%	44.7%	47.4%	43.3%	58.9%
Total low priority (1-2)	12.5%	21.2%	27.9%	26.4%	20.0%	20.5%	17.1%	25.6%	25.3%	10.9%	14.6%	37.0%	21.1%	31.6%	30.7%	15.9%	

		67. Age				68. How long have you lived in Boonville?					69. Income					70. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
41. Clothing stores	5-Very high priority	27.5%	26.0%	26.5%	34.5%	40.0%	10.3%	31.7%	25.6%	32.5%	29.1%	32.9%	23.3%	31.6%	21.1%	23.3%	34.4%
	4	32.5%	30.8%	33.8%	25.3%	26.7%	35.9%	4.9%	35.9%	33.1%	29.1%	23.2%	35.6%	31.6%	47.4%	30.0%	29.8%
	3	22.5%	29.8%	19.1%	11.5%	26.7%	30.8%	39.0%	23.1%	13.3%	16.4%	28.0%	20.5%	18.4%	14.8%	24.0%	17.9%
	2	12.5%	7.7%	10.3%	9.2%	0.0%	17.9%	17.1%	7.7%	6.6%	10.9%	8.5%	9.6%	13.2%	0.0%	11.3%	7.3%
	1-Very low priority	5.0%	4.8%	7.4%	14.9%	6.7%	2.6%	4.9%	5.1%	12.0%	10.9%	4.9%	9.6%	5.3%	15.8%	9.3%	7.9%
	Other/don't know	0.0%	1.0%	2.9%	4.6%	0.0%	2.6%	2.4%	2.6%	2.4%	3.6%	2.4%	1.4%	0.0%	0.0%	2.0%	2.6%
	Total high priority (4-5)	60.0%	56.7%	60.3%	59.8%	66.7%	46.2%	36.6%	61.5%	65.7%	58.2%	56.1%	58.9%	63.2%	68.4%	53.3%	64.2%
Total low priority (1-2)	17.5%	12.5%	17.6%	24.1%	6.7%	20.5%	22.0%	12.8%	18.7%	21.8%	13.4%	19.2%	18.4%	15.8%	20.7%	15.2%	
42. Arcade or other attraction aimed at teenagers	5-Very high priority	35.0%	21.2%	26.5%	27.6%	33.3%	17.9%	29.3%	23.1%	27.1%	43.6%	30.5%	16.4%	21.1%	15.8%	24.0%	27.8%
	4	25.0%	23.1%	22.1%	11.5%	13.3%	17.9%	31.7%	12.8%	18.7%	14.5%	19.5%	27.4%	18.4%	21.1%	23.3%	15.9%
	3	27.5%	23.1%	23.0%	23.0%	33.3%	38.5%	12.2%	20.5%	24.1%	14.5%	29.3%	24.7%	31.6%	15.8%	23.3%	25.2%
	2	7.5%	18.3%	14.7%	9.2%	6.7%	17.9%	14.6%	17.9%	12.0%	5.5%	7.3%	16.4%	21.1%	26.3%	14.0%	13.2%
	1-Very low priority	2.5%	13.5%	8.8%	27.6%	13.3%	7.7%	12.2%	23.1%	16.3%	20.0%	12.2%	13.7%	7.9%	15.8%	14.7%	15.9%
	Other/don't know	2.5%	1.0%	1.5%	1.1%	0.0%	0.0%	0.0%	2.6%	1.8%	1.8%	1.2%	1.4%	0.0%	5.3%	0.7%	2.0%
	Total high priority (4-5)	60.0%	44.2%	48.5%	39.1%	46.7%	35.9%	61.0%	35.9%	45.8%	58.2%	50.0%	43.8%	39.5%	36.8%	47.3%	43.7%
Total low priority (1-2)	10.0%	31.7%	23.5%	36.8%	20.0%	25.6%	26.8%	41.0%	28.3%	25.5%	19.5%	30.1%	28.9%	42.1%	28.7%	29.1%	
43. Bars/nightclubs	5-Very high priority	10.0%	7.7%	1.5%	5.7%	6.7%	5.1%	7.3%	5.1%	6.6%	14.5%	7.3%	1.4%	2.6%	5.3%	6.7%	6.0%
	4	15.0%	10.6%	10.3%	3.4%	13.3%	15.4%	12.2%	5.1%	7.2%	5.5%	12.2%	11.0%	15.8%	0.0%	14.0%	4.0%
	3	20.0%	19.2%	25.0%	23.0%	13.3%	15.4%	24.4%	12.8%	25.3%	23.6%	17.1%	26.0%	15.8%	36.8%	26.0%	17.2%
	2	20.0%	23.1%	13.2%	14.9%	26.7%	15.4%	14.6%	25.6%	16.9%	14.5%	14.6%	21.9%	26.3%	21.1%	16.7%	19.2%
	1-Very low priority	35.0%	36.5%	47.1%	48.3%	40.0%	46.2%	41.5%	46.2%	40.4%	40.0%	47.6%	38.4%	34.2%	31.6%	35.3%	49.0%
	Other/don't know	0.0%	2.9%	2.9%	4.6%	0.0%	2.6%	0.0%	5.1%	3.6%	1.8%	1.2%	1.4%	5.3%	5.3%	1.3%	4.6%
	Total high priority (4-5)	25.0%	18.3%	11.8%	9.2%	20.0%	20.5%	19.5%	10.3%	13.9%	20.0%	19.5%	12.3%	18.4%	5.3%	20.7%	9.9%
Total low priority (1-2)	55.0%	59.6%	60.3%	63.2%	66.7%	61.5%	56.1%	71.8%	57.2%	54.5%	62.2%	60.3%	60.5%	52.6%	52.0%	68.2%	
44. Coffee shop	5-Very high priority	5.0%	18.3%	20.6%	20.7%	26.7%	28.2%	17.1%	12.8%	16.3%	23.6%	18.3%	11.0%	13.2%	21.1%	12.7%	23.2%
	4	30.0%	21.2%	17.6%	18.4%	20.0%	23.1%	22.0%	30.8%	17.5%	23.6%	22.0%	15.1%	23.7%	15.8%	18.7%	22.5%
	3	25.0%	38.5%	36.8%	27.6%	33.3%	23.1%	34.1%	28.2%	36.1%	30.9%	31.7%	38.4%	28.9%	31.6%	38.0%	27.8%
	2	17.5%	12.5%	11.8%	14.9%	0.0%	12.8%	7.3%	17.9%	15.7%	7.3%	17.1%	11.0%	23.7%	15.8%	14.7%	13.2%
	1-Very low priority	22.5%	9.6%	11.8%	16.1%	20.0%	12.8%	19.5%	10.3%	12.7%	10.9%	11.0%	23.3%	10.5%	15.8%	15.3%	11.9%
	Other/don't know	0.0%	0.0%	1.5%	2.3%	0.0%	0.0%	0.0%	0.0%	1.8%	3.6%	0.0%	1.4%	0.0%	0.0%	0.7%	1.3%
	Total high priority (4-5)	35.0%	39.4%	38.2%	39.1%	46.7%	51.3%	39.0%	43.6%	33.7%	47.3%	40.2%	26.0%	36.8%	36.8%	31.3%	45.7%
Total low priority (1-2)	40.0%	22.1%	23.5%	31.0%	20.0%	25.6%	26.8%	28.2%	28.3%	18.2%	28.0%	34.2%	34.2%	31.6%	30.0%	25.2%	
45. Winery	5-Very high priority	12.5%	18.3%	2.9%	5.7%	6.7%	15.4%	19.5%	5.1%	8.4%	16.4%	6.1%	9.6%	10.5%	21.1%	10.7%	9.9%
	4	32.5%	16.3%	23.5%	19.5%	20.0%	23.1%	12.2%	25.6%	22.3%	25.5%	14.6%	21.9%	28.9%	21.1%	22.7%	19.9%
	3	20.0%	24.0%	20.6%	17.2%	40.0%	17.9%	22.0%	12.8%	21.1%	10.9%	30.5%	20.5%	18.4%	15.8%	19.3%	21.9%
	2	12.5%	14.4%	20.6%	12.6%	13.3%	7.7%	14.6%	25.6%	14.5%	18.2%	23.2%	11.0%	13.2%	10.5%	16.0%	13.9%
	1-Very low priority	22.5%	25.0%	29.4%	41.4%	20.0%	33.3%	31.7%	25.6%	31.3%	27.3%	25.6%	37.0%	26.3%	26.3%	30.0%	31.1%
	Other/don't know	0.0%	1.9%	2.9%	3.4%	0.0%	2.6%	0.0%	5.1%	2.4%	1.8%	0.0%	0.0%	2.6%	5.3%	1.3%	3.3%
	Total high priority (4-5)	45.0%	34.6%	26.5%	25.3%	26.7%	38.5%	31.7%	30.8%	30.7%	41.8%	20.7%	31.5%	39.5%	42.1%	33.3%	29.8%
Total low priority (1-2)	35.0%	39.4%	50.0%	54.0%	33.3%	41.0%	46.3%	51.3%	45.8%	45.5%	48.8%	47.9%	39.5%	36.8%	46.0%	45.0%	

		67. Age				68. How long have you lived in Boonville?					69. Income					70. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
46. Hunting/fishing/outdoor sporting goods store	5-Very high priority	20.0%	24.0%	11.8%	18.4%	33.3%	20.5%	17.1%	23.1%	17.5%	27.3%	17.1%	15.1%	31.6%	10.5%	23.3%	15.2%
	4	15.0%	28.8%	33.8%	16.1%	20.0%	35.9%	22.0%	28.2%	21.7%	12.7%	24.4%	23.3%	28.9%	42.1%	21.3%	27.2%
	3	27.5%	24.0%	17.6%	16.1%	13.3%	15.4%	24.4%	23.1%	20.5%	10.9%	22.0%	30.1%	21.1%	15.8%	24.7%	16.6%
	2	15.0%	10.6%	17.6%	19.5%	20.0%	12.8%	12.2%	10.3%	17.5%	16.4%	13.4%	12.3%	10.5%	21.1%	16.7%	13.9%
	1-Very low priority	22.5%	11.5%	16.2%	26.4%	13.3%	12.8%	24.4%	12.8%	20.5%	29.1%	20.7%	19.2%	7.9%	5.3%	12.7%	24.5%
	Other/don't know	0.0%	1.0%	2.9%	3.4%	0.0%	2.6%	0.0%	2.6%	2.4%	3.6%	2.4%	0.0%	0.0%	5.3%	1.3%	2.6%
	Total high priority (4-5)	35.0%	52.9%	45.6%	34.5%	53.3%	56.4%	39.0%	51.3%	39.2%	40.0%	41.5%	38.4%	60.5%	52.6%	44.7%	42.4%
	Total low priority (1-2)	37.5%	22.1%	33.8%	46.0%	33.3%	25.6%	36.6%	23.1%	38.0%	45.5%	34.1%	31.5%	18.4%	26.3%	29.3%	38.4%
		67. Age				68. How long have you lived in Boonville?					69. Income					70. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
47. Of the items I just listed, what business would you most like to see in Downtown Boonville?	Lodging such as hotel, motel or bed and breakfast	0.0%	1.0%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.7%	
	Family or casual style dining	22.5%	21.2%	19.1%	10.3%	13.3%	30.8%	19.5%	28.2%	12.0%	5.5%	19.5%	23.3%	21.1%	21.1%	20.0%	15.2%
	Fine dining	15.0%	10.6%	10.3%	11.5%	20.0%	17.9%	7.3%	10.3%	10.8%	3.6%	6.1%	17.8%	13.2%	21.1%	17.3%	6.0%
	Ice cream shop or soda fountain	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.8%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
	Antique shops	0.0%	1.0%	1.5%	3.4%	0.0%	0.0%	0.0%	2.6%	2.4%	1.8%	1.2%	2.7%	0.0%	5.3%	1.3%	2.0%
	Art galleries and shops	0.0%	2.9%	0.0%	0.0%	0.0%	2.6%	4.9%	0.0%	0.0%	1.8%	1.2%	0.0%	0.0%	5.3%	0.7%	1.3%
	bookstore	12.5%	6.7%	16.2%	8.0%	6.7%	12.8%	14.6%	5.1%	9.6%	12.7%	12.2%	8.2%	5.3%	10.5%	7.3%	12.6%
	Clothing stores	5.0%	15.4%	25.0%	37.9%	20.0%	5.1%	17.1%	20.5%	29.5%	30.9%	22.0%	19.2%	18.4%	10.5%	14.7%	31.1%
	Arcade or other attraction aimed at teenagers	25.0%	15.4%	14.7%	5.7%	13.3%	5.1%	22.0%	2.6%	15.7%	25.5%	17.1%	11.0%	10.5%	0.0%	13.3%	13.9%
	Bars/nightclubs	0.0%	1.0%	1.5%	0.0%	0.0%	2.6%	0.0%	0.0%	0.6%	0.0%	1.2%	0.0%	2.6%	0.0%	0.7%	0.7%
	Coffee shop	0.0%	2.9%	1.5%	1.1%	6.7%	2.6%	0.0%	2.6%	1.2%	0.0%	3.7%	1.4%	0.0%	0.0%	0.7%	2.6%
	Winery	2.5%	2.9%	0.0%	0.0%	0.0%	0.0%	2.4%	5.1%	0.6%	0.0%	0.0%	1.4%	0.0%	10.5%	1.3%	1.3%
	Hunting/fishing/outdoor sporting goods store	12.5%	9.6%	5.9%	5.7%	6.7%	7.7%	0.0%	12.8%	9.0%	7.3%	6.1%	11.0%	10.5%	5.3%	13.3%	2.6%
Other	5.0%	9.6%	2.9%	16.1%	6.7%	12.8%	12.2%	10.3%	7.8%	9.1%	9.8%	4.1%	15.8%	10.5%	8.7%	9.9%	
		67. Age				68. How long have you lived in Boonville?					69. Income					70. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
48. Adding green space and landscaping such as trees or plantings	5-Very high priority	10.0%	19.2%	14.7%	12.6%	13.3%	17.9%	14.6%	10.3%	15.1%	20.0%	11.0%	16.4%	21.1%	10.5%	15.3%	14.6%
	4	37.5%	16.3%	29.4%	14.9%	20.0%	15.4%	17.1%	23.1%	24.7%	25.5%	25.6%	19.2%	21.1%	15.8%	17.3%	26.5%
	3	25.0%	31.7%	22.1%	26.4%	33.3%	41.0%	19.5%	38.5%	22.9%	20.0%	25.6%	30.1%	31.6%	21.1%	26.7%	27.8%
	2	12.5%	20.2%	16.2%	14.9%	20.0%	17.9%	19.5%	17.9%	15.1%	9.1%	15.9%	17.8%	15.8%	47.4%	22.7%	10.6%
	1-Very low priority	12.5%	10.6%	14.7%	27.6%	13.3%	7.7%	22.0%	7.7%	19.9%	23.6%	17.1%	13.7%	10.5%	5.3%	16.0%	17.2%
	Other/don't know	2.5%	1.9%	2.9%	3.4%	0.0%	0.0%	7.3%	2.6%	2.4%	1.8%	4.9%	2.7%	0.0%	0.0%	2.0%	3.3%
	Total high priority (4-5)	47.5%	35.6%	44.1%	27.6%	33.3%	33.3%	31.7%	33.3%	39.8%	45.5%	36.6%	35.6%	42.1%	26.3%	32.7%	41.1%
	Total low priority (1-2)	25.0%	30.8%	30.9%	42.5%	33.3%	25.6%	41.5%	25.6%	34.9%	32.7%	32.9%	31.5%	26.3%	52.6%	38.7%	27.8%
		67. Age				68. How long have you lived in Boonville?					69. Income					70. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
49. Improving lighting	5-Very high priority	17.5%	21.2%	20.6%	26.4%	13.3%	17.9%	17.1%	15.4%	26.5%	25.5%	17.1%	24.7%	26.3%	15.8%	22.0%	21.9%
	4	30.0%	24.0%	22.1%	23.0%	13.3%	28.2%	26.8%	33.3%	21.7%	20.0%	26.8%	23.3%	34.2%	15.8%	22.0%	27.2%
	3	25.0%	33.7%	35.3%	24.1%	33.3%	28.2%	29.3%	25.6%	31.3%	25.5%	32.9%	35.6%	18.4%	36.8%	33.3%	26.5%
	2	12.5%	9.6%	8.8%	10.3%	13.3%	17.9%	4.9%	12.8%	8.4%	10.9%	7.3%	11.0%	10.5%	15.8%	11.3%	8.6%
	1-Very low priority	15.0%	8.7%	10.3%	11.5%	26.7%	5.1%	17.1%	10.3%	9.0%	14.5%	14.6%	4.1%	7.9%	10.5%	10.7%	10.6%
	Other/don't know	0.0%	2.9%	2.9%	4.6%	0.0%	2.6%	4.9%	2.6%	3.0%	3.6%	1.2%	1.4%	2.6%	5.3%	0.7%	5.3%
	Total high priority (4-5)	47.5%	45.2%	42.6%	49.4%	26.7%	46.2%	43.9%	48.7%	48.2%	45.5%	43.9%	47.9%	60.5%	31.6%	44.0%	49.0%
	Total low priority (1-2)	27.5%	18.3%	19.1%	21.8%	40.0%	23.1%	22.0%	23.1%	17.5%	25.5%	22.0%	15.1%	18.4%	26.3%	22.0%	19.2%

		67. Age				68. How long have you lived in Boonville?					69. Income					70. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
50. Moving utilities underground	5-Very high priority	27.5%	27.9%	27.9%	26.4%	26.7%	23.1%	36.6%	23.1%	27.7%	25.5%	24.4%	26.0%	31.6%	31.6%	31.3%	23.8%
	4	17.5%	19.2%	20.6%	24.1%	33.3%	20.5%	12.2%	20.5%	21.1%	20.0%	22.0%	28.8%	15.8%	10.5%	17.3%	23.8%
	3	25.0%	24.0%	23.5%	19.5%	20.0%	30.8%	31.7%	30.8%	16.9%	25.5%	22.0%	21.9%	23.7%	26.3%	23.3%	21.9%
	2	15.0%	15.4%	14.7%	10.3%	6.7%	12.8%	9.8%	12.8%	15.7%	10.9%	14.6%	11.0%	21.1%	21.1%	15.3%	11.9%
	1-Very low priority	10.0%	12.5%	10.3%	13.8%	6.7%	12.8%	7.3%	7.7%	14.5%	12.7%	14.6%	8.2%	7.9%	10.5%	10.0%	13.9%
	Other/don't know	5.0%	1.0%	2.9%	5.7%	6.7%	0.0%	2.4%	5.1%	4.2%	5.5%	2.4%	4.1%	0.0%	0.0%	2.7%	4.6%
	Total high priority (4-5)	45.0%	47.1%	48.5%	50.6%	60.0%	43.6%	48.8%	43.6%	48.8%	45.5%	46.3%	54.8%	47.4%	42.1%	48.7%	47.7%
Total low priority (1-2)	25.0%	27.9%	25.0%	24.1%	13.3%	25.6%	17.1%	20.5%	30.1%	23.6%	29.3%	19.2%	28.9%	31.6%	25.3%	25.8%	
51. Adding new parking spaces or lots	5-Very high priority	35.0%	29.8%	29.4%	27.6%	40.0%	20.5%	34.1%	33.3%	28.9%	41.8%	35.4%	26.0%	31.6%	10.5%	27.3%	32.5%
	4	20.0%	26.9%	23.5%	19.5%	13.3%	38.5%	14.6%	33.3%	20.5%	20.0%	11.0%	26.0%	39.5%	31.6%	22.7%	23.8%
	3	25.0%	24.0%	23.5%	24.1%	26.7%	17.9%	24.4%	30.8%	23.5%	18.2%	35.4%	19.2%	10.5%	26.3%	26.0%	21.9%
	2	10.0%	13.5%	14.7%	9.2%	13.3%	15.4%	14.6%	0.0%	13.3%	5.5%	11.0%	17.8%	10.5%	26.3%	13.3%	10.6%
	1-Very low priority	7.5%	5.8%	7.4%	17.2%	6.7%	7.7%	12.2%	0.0%	12.0%	14.5%	7.3%	8.2%	7.9%	5.3%	10.0%	9.3%
	Other/don't know	2.5%	0.0%	1.5%	2.3%	0.0%	0.0%	2.6%	1.8%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.7%	2.0%
	Total high priority (4-5)	55.0%	56.7%	52.9%	47.1%	53.3%	59.0%	48.8%	66.7%	49.4%	61.8%	46.3%	52.1%	71.1%	42.1%	50.0%	56.3%
Total low priority (1-2)	17.5%	19.2%	22.1%	26.4%	20.0%	23.1%	26.8%	0.0%	25.3%	20.0%	18.3%	26.0%	18.4%	31.6%	23.3%	19.9%	
52. Stricter code enforcement	5-Very high priority	15.0%	18.3%	10.3%	20.7%	20.0%	15.4%	17.1%	17.9%	16.9%	14.5%	13.4%	15.1%	13.2%	26.3%	15.3%	18.5%
	4	30.0%	17.3%	19.1%	17.2%	13.3%	15.4%	22.0%	20.5%	19.3%	21.8%	28.0%	15.1%	23.7%	0.0%	16.7%	21.9%
	3	25.0%	28.8%	23.5%	24.1%	13.3%	33.3%	22.0%	38.5%	22.9%	27.3%	26.8%	27.4%	28.9%	26.3%	28.0%	23.2%
	2	12.5%	18.3%	25.0%	17.2%	0.0%	20.5%	17.1%	12.8%	22.3%	14.5%	15.9%	21.9%	21.1%	26.3%	21.3%	16.6%
	1-Very low priority	15.0%	12.5%	16.2%	11.5%	40.0%	12.8%	14.6%	5.1%	12.7%	16.4%	11.0%	12.3%	13.2%	10.5%	14.7%	11.9%
	Other/don't know	2.5%	4.8%	5.9%	9.2%	13.3%	2.6%	7.3%	5.1%	6.0%	5.5%	4.9%	8.2%	0.0%	10.5%	4.0%	7.9%
	Total high priority (4-5)	45.0%	35.6%	29.4%	37.9%	33.3%	30.8%	39.0%	38.5%	36.1%	36.4%	41.5%	30.1%	36.8%	26.3%	32.0%	40.4%
Total low priority (1-2)	27.5%	30.8%	41.2%	28.7%	40.0%	33.3%	31.7%	17.9%	34.9%	30.9%	26.8%	34.2%	34.2%	36.8%	36.0%	28.5%	
53. Developing second-story residential space	5-Very high priority	30.0%	17.3%	17.6%	16.1%	46.7%	17.9%	19.5%	10.3%	18.1%	25.5%	23.2%	13.7%	13.2%	15.8%	17.3%	19.9%
	4	25.0%	21.2%	23.5%	17.2%	0.0%	20.5%	24.4%	25.6%	21.1%	23.6%	24.4%	20.5%	15.8%	26.3%	18.0%	24.5%
	3	32.5%	26.9%	33.8%	25.3%	20.0%	41.0%	17.1%	35.9%	27.7%	21.8%	26.8%	28.8%	44.7%	21.1%	30.7%	26.5%
	2	5.0%	21.2%	7.4%	21.8%	26.7%	15.4%	26.8%	10.3%	14.5%	12.7%	15.9%	17.8%	18.4%	10.5%	18.7%	13.9%
	1-Very low priority	5.0%	11.5%	13.2%	14.9%	0.0%	5.1%	9.8%	12.8%	15.1%	10.9%	8.5%	15.1%	7.9%	15.8%	13.3%	10.6%
	Other/don't know	2.5%	1.9%	4.4%	4.6%	6.7%	0.0%	2.4%	5.1%	3.6%	5.5%	1.2%	4.1%	0.0%	10.5%	2.0%	4.6%
	Total high priority (4-5)	55.0%	38.5%	41.2%	33.3%	46.7%	38.5%	43.9%	35.9%	39.2%	49.1%	47.6%	34.2%	28.9%	42.1%	35.3%	44.4%
Total low priority (1-2)	10.0%	32.7%	20.6%	36.8%	26.7%	20.5%	36.6%	23.1%	29.5%	23.6%	24.4%	32.9%	26.3%	26.3%	32.0%	24.5%	
54. Making the area more pedestrian friendly	5-Very high priority	30.0%	21.2%	20.6%	24.1%	20.0%	17.9%	17.1%	23.1%	25.9%	38.2%	26.8%	13.7%	21.1%	0.0%	20.7%	25.8%
	4	20.0%	27.9%	29.4%	18.4%	26.7%	17.9%	31.7%	33.3%	21.7%	21.8%	24.4%	21.9%	23.7%	42.1%	24.7%	23.8%
	3	27.5%	31.7%	29.4%	27.6%	13.3%	38.5%	34.1%	33.3%	27.1%	16.4%	29.3%	41.1%	34.2%	36.8%	32.0%	27.2%
	2	15.0%	11.5%	10.3%	13.8%	20.0%	17.9%	4.9%	2.6%	14.5%	12.7%	8.5%	13.7%	13.2%	15.8%	12.0%	12.6%
	1-Very low priority	7.5%	6.7%	7.4%	10.3%	20.0%	5.1%	7.3%	5.1%	8.4%	7.3%	8.5%	6.8%	7.9%	5.3%	10.0%	6.0%
	Other/don't know	0.0%	1.0%	2.9%	5.7%	0.0%	2.6%	4.9%	2.6%	2.4%	3.6%	2.4%	2.7%	0.0%	0.0%	0.7%	4.6%
	Total high priority (4-5)	50.0%	49.0%	50.0%	42.5%	46.7%	35.9%	48.8%	56.4%	47.6%	60.0%	51.2%	35.6%	44.7%	42.1%	45.3%	49.7%
Total low priority (1-2)	22.5%	18.3%	17.6%	24.1%	40.0%	23.1%	12.2%	7.7%	22.9%	20.0%	17.1%	20.5%	21.1%	21.1%	22.0%	18.5%	

		67. Age				68. How long have you lived in Boonville?					69. Income					70. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
55. Improving signage to help pedestrians find their way around	5-Very high priority	15.0%	15.4%	5.9%	12.6%	6.7%	20.5%	9.8%	10.3%	12.7%	14.5%	12.2%	6.8%	15.8%	10.5%	10.7%	14.6%
	4	30.0%	26.0%	23.5%	18.4%	13.3%	28.2%	29.3%	25.6%	21.7%	27.3%	32.9%	15.1%	28.9%	15.8%	22.7%	24.5%
	3	20.0%	25.0%	35.3%	29.9%	26.7%	28.2%	22.0%	35.9%	27.1%	18.2%	24.4%	35.6%	28.9%	31.6%	28.7%	27.2%
	2	20.0%	20.2%	16.2%	18.4%	26.7%	7.7%	24.4%	15.4%	20.5%	14.5%	17.1%	23.3%	13.2%	36.8%	22.0%	15.9%
	1-Very low priority	15.0%	12.5%	16.2%	13.8%	26.7%	12.8%	9.8%	10.3%	15.1%	21.8%	11.0%	15.1%	13.2%	5.3%	14.0%	13.9%
	Other/don't know	0.0%	1.0%	2.9%	6.9%	0.0%	2.6%	4.9%	2.6%	3.0%	3.6%	2.4%	4.1%	0.0%	0.0%	4.0%	4.0%
	Total high priority (4-5)	45.0%	41.3%	29.4%	31.0%	20.0%	48.7%	39.0%	35.9%	34.3%	41.8%	45.1%	21.9%	44.7%	26.3%	33.3%	39.1%
Total low priority (1-2)	35.0%	32.7%	32.4%	32.2%	53.3%	20.5%	34.1%	25.6%	35.5%	36.4%	28.0%	38.4%	26.3%	42.1%	36.0%	29.8%	
56. Improving signage to help motorists find their way around	5-Very high priority	20.0%	11.5%	1.5%	12.6%	6.7%	12.8%	14.6%	5.1%	11.4%	16.4%	8.5%	4.1%	13.2%	10.5%	9.3%	12.6%
	4	17.5%	20.2%	19.1%	18.4%	20.0%	28.2%	24.4%	17.9%	15.7%	27.3%	25.6%	11.0%	18.4%	10.5%	18.7%	19.2%
	3	22.5%	29.8%	41.2%	29.9%	20.0%	30.8%	19.5%	43.6%	32.5%	25.5%	28.0%	38.4%	34.2%	31.6%	30.0%	33.1%
	2	22.5%	26.0%	20.6%	18.4%	40.0%	12.8%	31.7%	17.9%	21.1%	12.7%	23.2%	27.4%	21.1%	36.8%	26.7%	17.2%
	1-Very low priority	17.5%	9.6%	14.7%	17.2%	13.3%	15.4%	7.3%	10.3%	16.3%	14.5%	13.4%	16.4%	10.5%	5.3%	13.3%	14.6%
	Other/don't know	0.0%	2.9%	2.9%	3.4%	0.0%	0.0%	2.4%	5.1%	3.0%	3.6%	1.2%	2.7%	2.6%	5.3%	2.0%	3.3%
	Total high priority (4-5)	37.5%	31.7%	20.6%	31.0%	26.7%	41.0%	39.0%	23.1%	27.1%	43.6%	34.1%	15.1%	31.6%	21.1%	28.0%	31.8%
Total low priority (1-2)	40.0%	35.6%	35.3%	35.6%	53.3%	28.2%	39.0%	28.2%	37.3%	27.3%	36.6%	43.8%	31.6%	42.1%	40.0%	31.8%	
57. Improving building facades	5-Very high priority	32.5%	25.0%	30.9%	33.3%	33.3%	38.5%	34.1%	23.1%	28.3%	36.4%	28.0%	26.0%	36.8%	21.1%	29.3%	30.5%
	4	35.0%	36.5%	36.8%	27.6%	40.0%	25.6%	31.7%	33.3%	35.5%	21.8%	34.1%	41.1%	28.9%	47.4%	33.3%	33.8%
	3	22.5%	25.0%	17.6%	21.8%	13.3%	25.6%	24.4%	28.2%	19.9%	21.8%	24.4%	20.5%	26.3%	26.3%	25.3%	19.2%
	2	5.0%	9.6%	0.0%	8.0%	13.3%	0.0%	7.3%	7.7%	6.6%	9.1%	8.5%	1.4%	5.3%	0.0%	5.3%	7.3%
	1-Very low priority	0.0%	3.8%	11.8%	5.7%	0.0%	10.3%	2.4%	5.1%	6.0%	9.1%	4.9%	5.5%	2.6%	5.3%	4.7%	6.6%
	Other/don't know	5.0%	0.0%	2.9%	3.4%	0.0%	0.0%	0.0%	2.6%	3.6%	1.8%	0.0%	5.5%	0.0%	0.0%	2.0%	2.6%
	Total high priority (4-5)	67.5%	61.5%	67.6%	60.9%	73.3%	64.1%	65.9%	56.4%	63.9%	58.2%	62.2%	67.1%	65.8%	68.4%	62.7%	64.2%
Total low priority (1-2)	5.0%	13.5%	11.8%	13.8%	13.3%	10.3%	9.8%	12.8%	12.7%	18.2%	13.4%	6.8%	7.9%	5.3%	10.0%	13.9%	
58. Keeping streets and sidewalks cleaner	5-Very high priority	22.5%	27.9%	19.1%	23.0%	20.0%	30.8%	29.3%	25.6%	20.5%	36.4%	20.7%	15.1%	31.6%	21.1%	22.0%	25.8%
	4	27.5%	28.8%	26.5%	27.6%	0.0%	15.4%	29.3%	33.3%	31.9%	21.8%	31.7%	34.2%	15.8%	15.8%	25.3%	30.5%
	3	32.5%	22.1%	25.0%	32.2%	40.0%	28.2%	29.3%	23.1%	25.9%	20.0%	30.5%	31.5%	23.7%	31.6%	30.7%	23.2%
	2	12.5%	13.5%	13.2%	6.9%	13.3%	15.4%	7.3%	10.3%	11.4%	10.9%	9.8%	8.2%	18.4%	26.3%	13.3%	9.3%
	1-Very low priority	5.0%	7.7%	13.2%	5.7%	26.7%	10.3%	2.4%	5.1%	7.8%	9.1%	7.3%	6.8%	10.5%	5.3%	7.3%	8.6%
	Other/don't know	0.0%	0.0%	2.9%	4.6%	0.0%	0.0%	2.4%	2.6%	2.4%	1.8%	0.0%	4.1%	0.0%	0.0%	1.3%	2.6%
	Total high priority (4-5)	50.0%	56.7%	45.6%	50.6%	20.0%	46.2%	58.5%	59.0%	52.4%	58.2%	52.4%	49.3%	47.4%	36.8%	47.3%	56.3%
Total low priority (1-2)	17.5%	21.2%	26.5%	12.6%	40.0%	25.6%	9.8%	15.4%	19.3%	20.0%	17.1%	15.1%	28.9%	31.6%	20.7%	17.9%	
59. Adding murals to Downtown buildings	5-Very high priority	10.0%	11.5%	13.2%	11.5%	6.7%	7.7%	12.2%	17.9%	11.4%	12.7%	18.3%	8.2%	7.9%	10.5%	9.3%	13.9%
	4	15.0%	17.3%	19.1%	12.6%	20.0%	25.6%	19.5%	12.8%	13.3%	14.5%	20.7%	11.0%	18.4%	31.6%	15.3%	16.6%
	3	35.0%	31.7%	25.0%	25.3%	33.3%	28.2%	24.4%	17.9%	31.9%	32.7%	29.3%	26.0%	28.9%	21.1%	26.7%	31.1%
	2	22.5%	22.1%	13.2%	20.7%	20.0%	15.4%	19.5%	35.9%	16.9%	14.5%	17.1%	24.7%	26.3%	15.8%	25.3%	13.9%
	1-Very low priority	12.5%	16.3%	26.5%	27.6%	20.0%	23.1%	19.5%	12.8%	24.1%	23.6%	12.2%	26.0%	18.4%	21.1%	21.3%	21.9%
	Other/don't know	5.0%	1.0%	2.9%	2.3%	0.0%	0.0%	4.9%	2.6%	2.4%	1.8%	2.4%	4.1%	0.0%	0.0%	2.0%	2.6%
	Total high priority (4-5)	25.0%	28.8%	32.4%	24.1%	26.7%	33.3%	31.7%	30.8%	24.7%	27.3%	39.0%	19.2%	26.3%	42.1%	24.7%	30.5%
Total low priority (1-2)	35.0%	38.5%	39.7%	48.3%	40.0%	38.5%	39.0%	48.7%	41.0%	38.2%	29.3%	50.7%	44.7%	36.8%	46.7%	35.8%	

		67. Age				68. How long have you lived in Boonville?					69. Income					70. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
60. Offering activities for younger children and families	5-Very high priority	52.5%	50.0%	54.4%	35.6%	53.3%	38.5%	58.5%	35.9%	48.2%	56.4%	52.4%	39.7%	55.3%	42.1%	45.3%	49.0%
	4	35.0%	29.8%	25.0%	25.3%	26.7%	43.6%	17.1%	38.5%	24.7%	20.0%	25.6%	32.9%	28.9%	31.6%	28.7%	27.2%
	3	5.0%	14.4%	10.3%	18.4%	0.0%	15.4%	14.6%	17.9%	13.3%	10.9%	11.0%	15.1%	13.2%	15.8%	14.0%	13.2%
	2	5.0%	2.9%	2.9%	6.9%	13.3%	0.0%	2.4%	0.0%	6.0%	3.6%	4.9%	8.2%	2.6%	0.0%	6.0%	2.6%
	1-Very low priority	0.0%	2.9%	2.9%	9.2%	0.0%	0.0%	7.3%	5.1%	4.8%	5.5%	3.7%	1.4%	0.0%	5.3%	4.0%	4.6%
	Other/don't know	2.5%	0.0%	4.4%	4.6%	6.7%	2.6%	0.0%	2.6%	3.0%	3.6%	2.4%	2.7%	0.0%	5.3%	2.0%	3.3%
	Total high priority (4-5)	87.5%	79.8%	79.4%	60.9%	80.0%	82.1%	75.6%	74.4%	72.9%	76.4%	78.0%	72.6%	84.2%	73.7%	74.0%	76.2%
Total low priority (1-2)	5.0%	5.8%	5.9%	16.1%	13.3%	0.0%	9.8%	5.1%	10.8%	9.1%	8.5%	9.6%	2.6%	5.3%	10.0%	7.3%	
		67. Age				68. How long have you lived in Boonville?					69. Income					70. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
61. Making the area more bike friendly	5-Very high priority	22.5%	23.1%	19.1%	20.7%	33.3%	30.8%	19.5%	5.1%	22.9%	32.7%	22.0%	16.4%	23.7%	5.3%	21.3%	21.9%
	4	35.0%	25.0%	29.4%	20.7%	6.7%	15.4%	29.3%	38.5%	25.9%	20.0%	35.4%	24.7%	15.8%	26.3%	19.3%	32.5%
	3	25.0%	14.4%	17.6%	23.0%	20.0%	28.2%	14.6%	15.4%	18.7%	20.0%	17.1%	19.2%	23.7%	15.8%	20.0%	17.9%
	2	12.5%	23.1%	16.2%	12.6%	33.3%	15.4%	24.4%	17.9%	14.5%	12.7%	18.3%	17.8%	23.7%	31.6%	22.0%	12.6%
	1-Very low priority	5.0%	13.5%	14.7%	19.5%	6.7%	10.3%	9.8%	17.9%	16.3%	12.7%	7.3%	17.8%	13.2%	15.8%	16.0%	12.6%
	Other/don't know	0.0%	1.0%	2.9%	3.4%	0.0%	0.0%	2.4%	5.1%	1.8%	1.8%	0.0%	4.1%	0.0%	5.3%	1.3%	2.6%
	Total high priority (4-5)	57.5%	48.1%	48.5%	41.4%	40.0%	46.2%	48.8%	43.6%	48.8%	52.7%	57.3%	41.1%	39.5%	31.6%	40.7%	54.3%
Total low priority (1-2)	17.5%	36.5%	30.9%	32.2%	40.0%	25.6%	34.1%	35.9%	30.7%	25.5%	25.6%	35.6%	36.8%	47.4%	38.0%	25.2%	
		67. Age				68. How long have you lived in Boonville?					69. Income					70. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
62. Are there any other improvements you think should be made to Downtown Boonville?	Yes	30.0%	29.8%	32.4%	27.6%	33.3%	28.2%	41.5%	25.6%	28.3%	34.5%	25.6%	21.9%	31.6%	47.4%	29.3%	30.5%
	No	70.0%	70.2%	67.6%	72.4%	66.7%	71.8%	58.5%	74.4%	71.7%	65.5%	74.4%	78.1%	68.4%	52.6%	70.7%	69.5%
		67. Age				68. How long have you lived in Boonville?					69. Income					70. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
63. Property owners should turn the second floors of their existing buildings into...	Rental units	47.5%	46.2%	35.3%	31.0%	53.3%	43.6%	31.7%	48.7%	36.7%	40.0%	53.7%	41.1%	34.2%	31.6%	32.7%	46.4%
	Condominiums	25.0%	21.2%	23.5%	18.4%	13.3%	20.5%	26.8%	28.2%	19.3%	25.5%	17.1%	20.5%	26.3%	36.8%	28.7%	13.9%
	No need	22.5%	22.1%	26.5%	34.5%	13.3%	28.2%	22.0%	17.9%	30.7%	27.3%	20.7%	28.8%	28.9%	10.5%	24.7%	28.5%
	Other/don't know	5.0%	10.6%	14.7%	16.1%	20.0%	7.7%	19.5%	5.1%	13.3%	7.3%	8.5%	9.6%	10.5%	21.1%	14.0%	11.3%
		67. Age				68. How long have you lived in Boonville?					69. Income					70. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
64a. What would you say is your main source of information about Downtown Boonville?	Local newspaper	47.5%	39.4%	33.8%	31.0%	26.7%	48.7%	36.6%	41.0%	34.3%	34.5%	37.8%	43.8%	31.6%	36.8%	31.3%	42.4%
	Television	2.5%	1.9%	0.0%	0.0%	0.0%	0.0%	2.4%	2.6%	0.6%	1.8%	0.0%	1.4%	2.6%	0.0%	1.3%	0.7%
	Radio	2.5%	8.7%	17.6%	10.3%	6.7%	0.0%	2.4%	20.5%	12.7%	12.7%	12.2%	11.0%	2.6%	10.5%	9.3%	11.3%
	City or Chamber of Commerce web site	5.0%	1.0%	1.5%	1.1%	0.0%	0.0%	2.4%	0.0%	2.4%	3.6%	1.2%	1.4%	0.0%	5.3%	0.7%	2.6%
	Word-of-mouth	20.0%	26.0%	17.6%	27.6%	33.3%	30.8%	24.4%	15.4%	22.3%	20.0%	23.2%	27.4%	23.7%	15.8%	28.0%	19.2%
	I live Downtown	5.0%	7.7%	10.3%	11.5%	20.0%	10.3%	7.3%	5.1%	9.6%	10.9%	9.8%	4.1%	7.9%	15.8%	7.3%	11.3%
	Other	10.0%	11.5%	13.2%	11.5%	13.3%	10.3%	17.1%	12.8%	10.2%	3.6%	11.0%	8.2%	31.6%	5.3%	15.3%	7.9%
	No others/don't know	7.5%	3.8%	5.9%	6.9%	0.0%	0.0%	7.3%	2.6%	7.8%	12.7%	4.9%	2.7%	0.0%	10.5%	6.7%	4.6%

		67. Age				68. How long have you lived in Boonville?					69. Income					70. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
64c. What is your second most likely source of information?	Local newspaper	27.0%	32.0%	26.6%	21.0%	60.0%	17.9%	31.6%	28.9%	23.5%	29.2%	23.1%	28.2%	34.2%	23.5%	31.4%	22.2%
	Television	2.7%	3.0%	7.8%	8.6%	6.7%	7.7%	0.0%	0.0%	7.8%	4.2%	5.1%	4.2%	7.9%	0.0%	5.0%	6.2%
	Radio	5.4%	17.0%	14.1%	29.6%	0.0%	2.6%	13.2%	18.4%	26.1%	14.6%	23.1%	19.7%	13.2%	11.8%	15.7%	21.5%
	City or Chamber of Commerce web site	8.1%	3.0%	4.7%	3.7%	6.7%	7.7%	2.6%	5.3%	3.3%	2.1%	3.8%	2.8%	7.9%	11.8%	4.3%	4.2%
	Word-of-mouth	37.8%	30.0%	26.6%	17.3%	26.7%	46.2%	34.2%	28.9%	19.6%	22.9%	26.9%	29.6%	21.1%	47.1%	25.0%	28.5%
	I live Downtown	5.4%	1.0%	1.6%	2.5%	0.0%	0.0%	0.0%	5.3%	2.6%	2.1%	3.8%	1.4%	0.0%	0.0%	2.1%	2.1%
	Other	8.1%	10.0%	7.8%	9.9%	0.0%	7.7%	13.2%	5.3%	10.5%	10.4%	7.7%	11.3%	13.2%	5.9%	10.0%	8.3%
	No others/don't know	5.4%	4.0%	10.9%	7.4%	0.0%	10.3%	5.3%	7.9%	6.5%	14.6%	6.4%	2.8%	2.6%	0.0%	6.4%	6.9%
		67. Age				68. How long have you lived in Boonville?					69. Income					70. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
65. If there was a sales tax around .5% that would fund projects for Downtown development and/or other economic development projects, would you be very likely, somewhat, not very or not at all likely to support such a sales tax?	Very likely	27.5%	26.0%	26.5%	12.6%	13.3%	28.2%	36.6%	17.9%	19.9%	25.5%	24.4%	19.2%	23.7%	36.8%	22.0%	23.2%
	Somewhat likely	35.0%	37.5%	36.8%	31.0%	60.0%	38.5%	26.8%	35.9%	33.1%	30.9%	39.0%	38.4%	39.5%	31.6%	32.0%	37.7%
	Not very likely	20.0%	12.5%	16.2%	20.7%	20.0%	20.5%	14.6%	15.4%	16.9%	10.9%	17.1%	16.4%	10.5%	21.1%	19.3%	14.6%
	Not at all likely	10.0%	24.0%	16.2%	32.2%	6.7%	10.3%	19.5%	30.8%	25.9%	29.1%	17.1%	21.9%	26.3%	10.5%	25.3%	19.9%
	Other/don't know	7.5%	0.0%	4.4%	3.4%	0.0%	2.6%	2.4%	0.0%	4.2%	3.6%	2.4%	4.1%	0.0%	0.0%	1.3%	4.6%
	Very/Somewhat likely	62.5%	63.5%	63.2%	43.7%	73.3%	66.7%	63.4%	53.8%	53.0%	56.4%	63.4%	57.5%	63.2%	68.4%	54.0%	60.9%
	Not very/Not at all likely	30.0%	36.5%	32.4%	52.9%	26.7%	30.8%	34.1%	46.2%	42.8%	40.0%	34.1%	38.4%	36.8%	31.6%	44.7%	34.4%
		67. Age				68. How long have you lived in Boonville?					69. Income					70. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
66. How familiar are you with the state-sponsored program called the DREAM initiative?	Very familiar	5.0%	2.9%	4.4%	1.1%	0.0%	0.0%	2.4%	5.1%	3.6%	1.8%	3.7%	1.4%	2.6%	10.5%	2.0%	4.0%
	Somewhat familiar	12.5%	12.5%	13.2%	14.9%	0.0%	5.1%	4.9%	17.9%	17.5%	9.1%	11.0%	12.3%	18.4%	15.8%	11.3%	15.2%
	Not very familiar	20.0%	20.2%	14.7%	13.8%	20.0%	7.7%	17.1%	17.9%	18.1%	12.7%	24.4%	19.2%	2.6%	36.8%	16.7%	17.2%
	Not at all familiar	62.5%	64.4%	67.6%	69.0%	80.0%	87.2%	73.2%	59.0%	60.8%	76.4%	59.8%	67.1%	76.3%	36.8%	69.3%	63.6%
	Other/don't know	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.7%	0.0%
	Very/Somewhat familiar	17.5%	15.4%	17.6%	16.1%	0.0%	5.1%	7.3%	23.1%	21.1%	10.9%	14.6%	13.7%	21.1%	26.3%	13.3%	19.2%
	Not very/Not at all familiar	82.5%	84.6%	82.4%	82.8%	100.0%	94.9%	90.2%	76.9%	78.9%	89.1%	84.1%	86.3%	78.9%	73.7%	86.0%	80.8%
		67. Age				68. How long have you lived in Boonville?					69. Income					70. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
67. Age	18-34	100.0%	0.0%	0.0%	0.0%	20.0%	12.8%	12.2%	15.4%	12.7%	16.4%	17.1%	17.8%	7.9%	0.0%	14.0%	12.6%
	35-49	0.0%	100.0%	0.0%	0.0%	40.0%	48.7%	51.2%	46.2%	23.5%	27.3%	31.7%	32.9%	60.5%	63.2%	35.3%	33.8%
	50-64	0.0%	0.0%	100.0%	0.0%	26.7%	15.4%	24.4%	17.9%	24.7%	20.0%	23.2%	30.1%	13.2%	26.3%	22.0%	23.2%
	65 or older	0.0%	0.0%	0.0%	100.0%	13.3%	20.5%	12.2%	20.5%	38.6%	36.4%	28.0%	19.2%	18.4%	10.5%	28.0%	29.8%
	Other/don't know/refused	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.7%
			67. Age				68. How long have you lived in Boonville?					69. Income					70. Gender
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
68. How long have you lived in Boonville?	0-2 years	7.5%	5.8%	5.9%	2.3%	100.0%	0.0%	0.0%	0.0%	0.0%	5.5%	6.1%	4.1%	5.3%	10.5%	5.3%	4.6%
	3-5 years	12.5%	18.3%	8.8%	9.2%	0.0%	100.0%	0.0%	0.0%	0.0%	9.1%	11.0%	12.3%	31.6%	0.0%	12.7%	13.2%
	6-10 years	12.5%	20.2%	14.7%	5.7%	0.0%	0.0%	100.0%	0.0%	0.0%	7.3%	19.5%	13.7%	13.2%	21.1%	20.0%	7.3%
	11-20 years	15.0%	17.3%	10.3%	9.2%	0.0%	0.0%	0.0%	100.0%	0.0%	5.5%	13.4%	13.7%	15.8%	26.3%	12.0%	13.9%
	More than 20 years	52.5%	37.5%	60.3%	73.6%	0.0%	0.0%	0.0%	0.0%	100.0%	72.7%	48.8%	56.2%	34.2%	42.1%	50.0%	60.3%
	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%

		67. Age				68. How long have you lived in Boonville?					69. Income					70. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
69. Income	under \$25,000	22.5%	14.4%	16.2%	23.0%	20.0%	12.8%	9.8%	7.7%	24.1%	100.0%	0.0%	0.0%	0.0%	0.0%	14.0%	22.5%
	\$25,000 to \$49,999	35.0%	25.0%	27.9%	26.4%	33.3%	23.1%	39.0%	28.2%	24.1%	0.0%	100.0%	0.0%	0.0%	0.0%	23.3%	31.1%
	\$50,000 to \$74,999	32.5%	23.1%	32.4%	16.1%	20.0%	23.1%	24.4%	25.6%	24.7%	0.0%	0.0%	100.0%	0.0%	0.0%	30.0%	18.5%
	\$75,000 to \$99,999	7.5%	22.1%	7.4%	8.0%	13.3%	30.8%	12.2%	15.4%	7.8%	0.0%	0.0%	0.0%	100.0%	0.0%	16.0%	9.3%
	\$100,000 or more	0.0%	11.5%	7.4%	2.3%	13.3%	0.0%	9.8%	12.8%	4.8%	0.0%	0.0%	0.0%	0.0%	100.0%	8.0%	4.6%
	Other/don't know	2.5%	3.8%	8.8%	24.1%	0.0%	10.3%	4.9%	10.3%	14.5%	0.0%	0.0%	0.0%	0.0%	0.0%	8.7%	13.9%
		67. Age				68. How long have you lived in Boonville?					69. Income					70. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
70. Gender	Male	52.5%	51.0%	48.5%	48.3%	53.3%	48.7%	73.2%	46.2%	45.2%	38.2%	42.7%	61.6%	63.2%	63.2%	100.0%	0.0%
	Female	47.5%	49.0%	51.5%	51.7%	46.7%	51.3%	26.8%	53.8%	54.8%	61.8%	57.3%	38.4%	36.8%	36.8%	0.0%	100.0%