

DOWNTOWN
REVITALIZATION &
ECONOMIC
ASSISTANCE FOR
MISSOURI

APRIL 2009

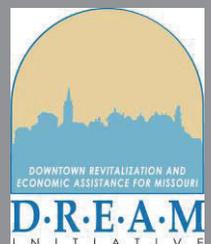
VISITOR SURVEY REPORT

FINAL SURVEY FINDINGS
AND RESULTS

Caruthersville, Missouri



PGA



ACKNOWLEDGMENTS



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



MISSOURI HOUSING
DEVELOPMENT COMMISSION

PLANNING CONSULTANT



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SECTION I

EXECUTIVE SUMMARY

In the summer, fall and winter of 2008, UNICOM-ARC coordinated with the City of Caruthersville to conduct a visitor's survey in various locations throughout Downtown using volunteers. Data was entered directly into PDA's or into a website by the volunteers. The purpose of the survey was to learn about perceptions and priorities of Downtown visitors.

Two-hundred and six (206) interviews were completed by visitors from various zip codes outside of Caruthersville. Residents living in the 63830 zip code were excluded from taking the survey.

A. VISITING DOWNTOWN CARUTHERSVILLE

Respondents were asked several questions about Downtown Caruthersville. Respondents were first asked the main purpose of their current visit to Downtown Caruthersville. Eight in ten respondents (79.5%) indicated that their main purpose for visiting Downtown that day was to attend a special event. Much smaller percentages answered "visiting family and friends" (8.3%), "casino" (6.8%) and "business" (3.9%).

Close to nine in ten (86.8%) respondents said that they had visited Downtown Caruthersville before, although most said that they do not come Downtown on a regular basis. A plurality of respondents (28.7%) reported visiting Downtown "one to five times per month," while 28.1% said that they come Downtown "more than five times a month." Smaller percentages said that they come Downtown "more than once a year but less than once a month" (23.6%) or "once a year or less" (18.5%).

B. ACTIVITIES ON THIS VISIT TO DOWNTOWN

When asked about eight different activities one might do on a visit to Downtown Caruthersville, majorities said that they had done or were planning to:

- Attend a special event (99.5%)
- Casino (54.9%)

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

- Dining (35.0%)
- Nightlife/entertainment (34.7%)
- Shopping (33.5%)
- Conducting business (15.9%)
- Going to church (11.5%)
- Government/Post Office (11.3%)

When asked to indicate the “top two reasons [they] most often visit Downtown Caruthersville,” significant percentages answered special events (52.3%) and casino (42.5%) as one of their top two reasons for visiting Downtown. Smaller percentages answered “nightlife/entertainment” (21.8%).

Most (77.6%) respondents indicated that they were not staying overnight in Caruthersville on this visit. Of this group, a plurality (47.5%) responded that they were staying in a hotel/motel/bed and breakfast in the Caruthersville area, with almost one in three responding that they were staying with family or friends (32.6%).

Two in five (41.5%) respondents said they would spend between \$50 and \$99 on this visit to Downtown excluding lodging, and an additional 26.3% said they would spend less than \$50. One in four said they would spend over \$100 (28.3%).

Respondents were also asked whether “any children under the age of 18” came with them on this visit to Downtown. Eight in ten respondents (80.3%) said that a child under the age of 18 had *not* accompanied them, while 19.7% did have a child with them on this visit.

C. USING DOWNTOWN CARUTHERSVILLE

Respondents were asked about the ease and convenience of Downtown Caruthersville. A solid majority (59.0%) said that it is “very” easy to find their way around Downtown. Overall, almost every respondent (94.1%) said that it was “very” or “somewhat” easy to do so. Seven in ten (70.4%) respondents said that parking Downtown is “very” or “somewhat” convenient. While only 32.3% indicated that Downtown business hours are “very” or “somewhat” convenient, a plurality (41.8%) answered “very” or “somewhat” inconvenient and 25.9% answered “I don’t know.”

When asked about how safe they feel in Downtown Caruthersville both during the day and at night, 83.9% answered that they feel safe *during the day*: “most of the time” (37.7%) or “all of the time” (46.2%), with very few feeling unsafe (8.5%). A majority (57.4%) answered that they feel safe *at night*: “all of the time” (21.6%) or “most of the time” (35.8%), with 26.0% answering they do not feel safe at least some of the time.

D. ADDITIONS AND IMPROVEMENTS TO DOWNTOWN CARUTHERSVILLE

When asked “what kinds of restaurants or entertainment opportunities” would make them more likely to visit Downtown Caruthersville, a plurality of respondents cited one item¹: family restaurants (37.9%). More than 20% of respondents cited only one other item: “bars/nightlife” (26.7%).

Smaller percentages cited five additional items:

- More special events (18.9%)
- Game room/arcade/pool room (14.6%)

¹ Respondents were allowed to provide up to two responses to this question.

- Art galleries/events (14.1%)
- Outdoor dining (13.6%)
- Fine dining (9.2%)

Respondents were also asked “what kinds of businesses would make [them] more likely to visit Downtown Caruthersville.” Interviewers recorded respondents’ first two responses to this question. Significant percentages cited three items:

- More retail shops (45.1%)
- Clothing stores (19.4%)
- Soda fountain/ice cream shop (14.1%)
- Bookstore (12.1%)
- Coffee shop/Internet café (11.2%)
- Gift shop (11.2%)

Respondents were also asked “what other physical improvements” they believed “would make Downtown Caruthersville more appealing.” Again, interviewers recorded respondents’ first two responses to this question. One response garnered a large percentage of respondents; “better maintained buildings” (45.1%). The responses of “cleaner” (32.0%), “renovation of historic buildings” (26.2%), “benches/more green space” (18.9%) and “more/better lighting” (14.1%) had smaller percentages.

E. RESPONDENT PROFILE

Respondents were presented with a list of hobbies and asked to indicate if each was a hobby of theirs. Only two hobbies were practiced by a majority:

- Retail/boutique shopping (65.2%)
- Casino gaming (53.6%)

Smaller percentages practiced the following hobbies:

- Walking/hiking (32.6%)
- Hunting/fishing (28.2%)
- Camping (27.2%)
- Fine dining (25.5%)
- Antique shopping (24.4%)
- Biking (5.7%)

Respondents were drawn from across a range of age and income levels. A demographic breakdown of respondents is included in the accompanying overview of data.

The remaining sections of this document present the data collected in various methods including an overview, open-ended responses, graphically, and cross-tabulated. Additionally the questionnaire used in the survey is in section V.

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SECTION II

OVERVIEW OF DATA

This section summarizes the data collected for each question in the survey and provides a zip code listing of the home address of respondents interviewed.

		%
2. What is the main purpose of your visit to Downtown Caruthersville today?	Special event	79.5%
	Visiting family/friends	8.3%
	Casino	6.8%
	Business	3.9%
	Shopping	0.5%
	Government/Post Office	0.5%
	Church	0.0%
	Dining	0.0%
	Other (Please specify below)	0.5%

		%
3. Are you staying overnight in Caruthersville?	Yes	22.4%
	No	77.6%

		%
4. Where are you staying overnight in Caruthersville?	Hotel/motel/bed and breakfast in Caruthersville area	47.8%
	With family or friends	32.6%
	Campground/RV park	19.6%
	Other (Please specify below)	0.0%

		%
5. Have you visited Downtown Caruthersville before today?	Yes	86.8%
	No	13.2%

		%
6. How often do you visit Downtown Caruthersville?	Once a year or less	18.5%
	More than once a year but less than once a month	23.6%
	One to five times per month	28.7%
	More than five times a month	28.1%
	Other (Please specify below)	1.1%

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

	Yes	No
	%	%
7a) Special event	99.5%	0.5%
7h) Casino	54.9%	44.6%
7c) Dining	35.0%	64.5%
7d) Nightlife/entertainment	34.7%	64.2%
7b) Shopping	33.5%	66.0%
7f) Conducting business	15.9%	83.6%
7e) Going to church	11.5%	88.0%
7g) Government/Post Office	11.3%	88.2%

		%
8. What are the top two reasons you most often visit downtown Caruthersville?	Special event	52.3%
	Casino	42.5%
	Nightlife/entertainment	21.8%
	Shopping	15.5%
	Conducting business	12.4%
	Dining	8.8%
	This is my first visit to downtown Caruthersville	8.8%
	Going to Church	7.3%
	Government/Post Office	6.7%
Other	3.1%	

		%
9. How easy would you say it is to find your way around Downtown Caruthersville?	Very easy	59.0%
	Somewhat easy	35.1%
	Somewhat difficult	4.9%
	Very difficult	0.0%
	I don't know	1.0%
	<i>Very/Somewhat easy</i>	<i>94.1%</i>
<i>Very/Somewhat difficult</i>	<i>4.9%</i>	

		%	
10. How convenient would you say that parking is Downtown?	Very convenient	37.4%	
	Somewhat convenient	33.0%	
	Somewhat inconvenient	13.3%	
	Very inconvenient	9.9%	
	I don't know	6.4%	
	<hr/>		
	<i>Very/Somewhat convenient</i>		<i>70.4%</i>
<i>Very/Somewhat inconvenient</i>		<i>23.2%</i>	

		%	
11. How convenient would you say that the hours of Downtown businesses are?	Very convenient	15.9%	
	Somewhat convenient	16.4%	
	Somewhat inconvenient	14.9%	
	Very inconvenient	26.9%	
	I don't know	25.9%	
	<hr/>		
	<i>Very/Somewhat convenient</i>		<i>32.3%</i>
<i>Very/Somewhat inconvenient</i>		<i>41.8%</i>	

		%	
12. How safe would you say you feel in Downtown Caruthersville during the day?	Do not feel safe at all	0.5%	
	Feel unsafe some of the time	8.0%	
	Feel safe most of the time	37.7%	
	Feel safe all of the time	46.2%	
	I don't know	7.5%	
	<hr/>		
	<i>Feel unsafe some of the time/ Do not feel safe at all</i>		<i>8.5%</i>
<i>Feel safe most/all of the time</i>		<i>83.9%</i>	

		%	
13. How safe would you say you feel in Downtown Caruthersville at night?	Do not feel safe at all	6.9%	
	Feel unsafe some of the time	19.1%	
	Feel safe most of the time	35.8%	
	Feel safe all of the time	21.6%	
	I don't know	16.7%	
	<hr/>		
	<i>Feel unsafe some of the time/ Do not feel safe at all</i>		<i>26.0%</i>
<i>Feel safe most/all of the time</i>		<i>57.4%</i>	

		%
14. What kinds of restaurants or entertainment opportunities would make you more likely to visit Downtown Caruthersville?	Family restaurants	37.9%
	Bars/nightlife	26.7%
	More special events	18.9%
	Game room/arcade/pool room	14.6%
	Arts Galleries/events	14.1%
	Outdoor dining	13.6%
	Fine dining	9.2%
	Skateboard park	4.4%
	Bowling alley	4.4%
	Outdoor dining	3.4%
	Children's attractions/activities	3.4%
	Family events	3.4%
	Movie Theater	2.4%
	Activities for teenagers	1.5%
	Bands/live concerts/music	0.5%
Other	0.0%	

		%
15. What other kinds of businesses do you think would make you more likely to visit Downtown Caruthersville?	More retail shops	45.1%
	Clothing stores	19.4%
	Soda fountain/ice cream shop	14.1%
	Bookstore	12.1%
	Coffee shop/Internet cafe	11.2%
	Gift shop	11.2%
	Specialty/upscale shops	8.7%
	Bakery	8.7%
	Antique shops	6.8%
	Bed and breakfasts/lodging	4.9%
	Shoe store	4.4%
	Tea room	2.9%
	Art galleries/shops	1.9%
	Hardware store	1.0%
	Other	2.9%

		%
16. What other physical improvements do you think would make Downtown Caruthersville more appealing?	Better maintained buildings	45.1%
	Cleaner	32.0%
	Renovation of historic buildings	26.2%
	Benches/more greenspace	18.9%
	More/better lighting	14.1%
	New/better sidewalks	8.7%
	Murals	8.7%
	Better signage	5.3%
	More/better parking	1.0%
Other	5.3%	

		%
17. Excluding lodging, how much money are you likely to spend in Downtown Caruthersville during this visit?	less than \$50	26.3%
	\$50 - \$99	41.5%
	\$100 - \$199	23.9%
	\$200 or more	4.4%
	Other/don't know	3.9%

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

	Yes	No
	%	%
18a) Retail/boutique shopping	65.2%	34.8%
18h) Casino gaming	53.6%	46.4%
18f) Walking/hiking	32.6%	67.4%
18e) Hunting/fishing	28.2%	71.8%
18c) Camping	27.2%	72.8%
18g) Fine dining	25.5%	74.5%
18d) Antique shopping	24.4%	75.6%
18b) Biking	5.7%	94.3%

		%
19. In which of the following age groups are you?	18-34	12.7%
	35-49	35.3%
	50-64	30.9%
	65 or over	20.1%
	Other, don't know, refused	1.0%

		%
20. Did any children under the age of 18 come with you Downtown today?	Yes	19.7%
	No	80.3%
	Other, don't know	0.0%

		%
21. Which category that best describes your annual household income for 2007?	Under \$25,000	9.3%
	\$25,000 to \$49,999	46.1%
	\$50,000 to \$74,999	27.9%
	\$75,000 to \$99,999	7.8%
	\$100,000 plus	0.5%
	Other, don't know, refused	8.3%

		%
22. Gender	Male	41.0%
	Female	59.0%

Zip Code Listing of Respondent Addresses

63851 (38)	38133 (2)	38120	63827
63877 (25)	38134 (2)	38201	63846
38024 (24)	38305 (2)	38260	63852
63857 (15)	38637 (2)	38301	63855
63873 (9)	63701 (2)	38343	63866
38025 (8)	63831 (2)	38351	63901
38019 (4)	63961 (2)	38366	63945
63879 (4)	72315 (2)	38368	63953
72364 (4)	72370 (2)	38611	64093
38059 (3)	72450 (2)	39047	72024
38355 (3)	38017	42001	72205
62940 (3)	38050	46801	72416
63801 (3)	38104	61111	72442
38026 (2)	38111	62460	72454
38079 (2)	38115	62863	
38128 (2)	38116	63755	

SECTION III

RESPONSES TO OPEN-ENDED QUESTIONS

Open-ended questions are opportunities for the respondent to fill in a blank, not just select a predetermined answer. There were five such questions on the survey. If more than one response was received, parentheses after the response indicate how many.

6. How often do you visit Downtown Caruthersville?

Every day
2 times a year

8. What are the top two reasons you most often visit Downtown Caruthersville?

Friends (2)
Family
Get some mo dope
Family
Friends
Special Events

14. What kinds of restaurants or entertainment opportunities would make you more likely to visit Downtown Caruthersville?

Museum (2)
More kids theatre (2)
More theatre
Hooters
Shopping
Mo dope

15. What other kinds of businesses do you think would make you more likely to visit Downtown Caruthersville?

Dance club
Sporting goods
Gas and dining
Museum
Bowling and movies
John Deere Dealership

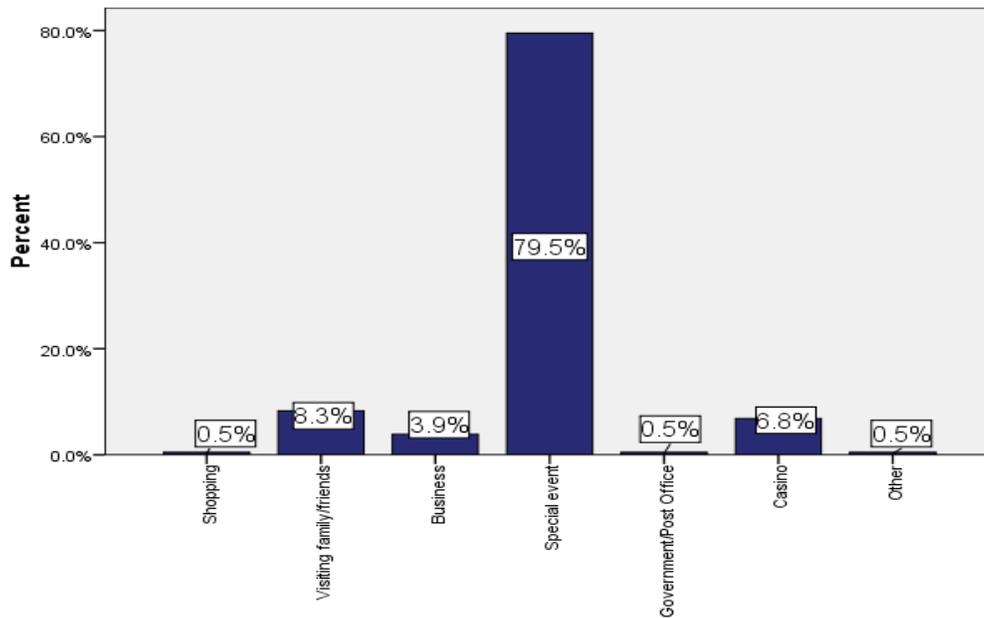
16. What other kinds of businesses do you think would make you more likely to visit Downtown Caruthersville?

Better roads (7)
Better roads without dips
Clean up dead trees
More routes to casino
School / road
street improvements
Trolley for walkers and cleaner parks

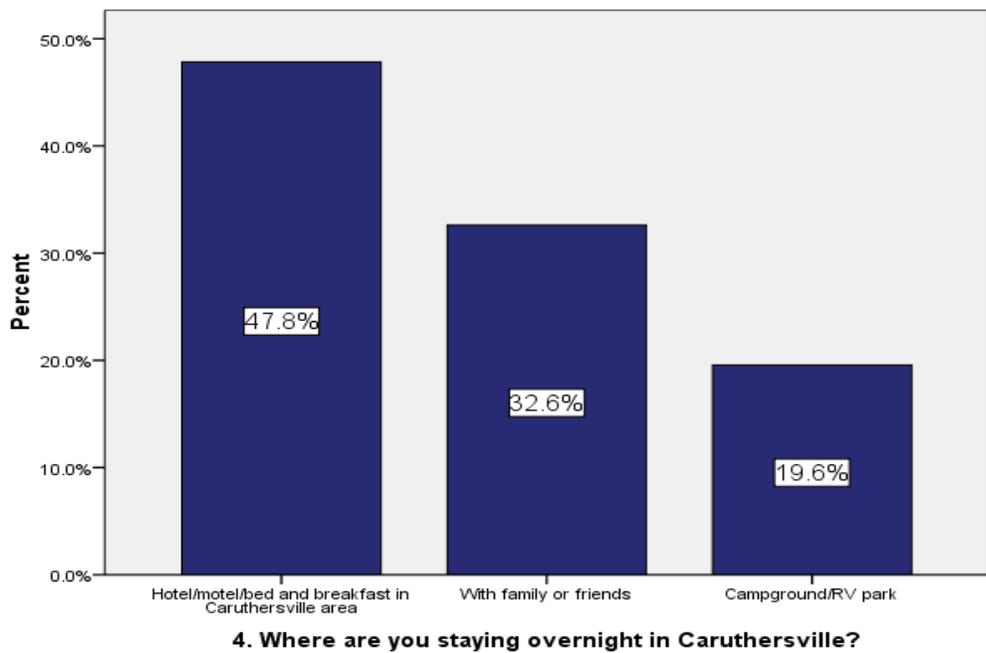
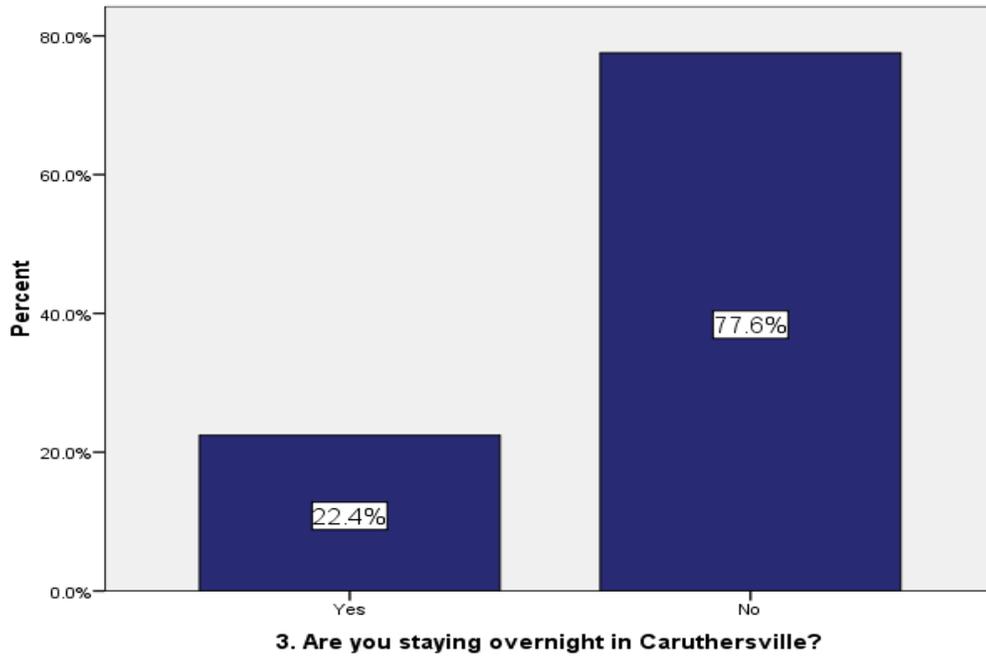
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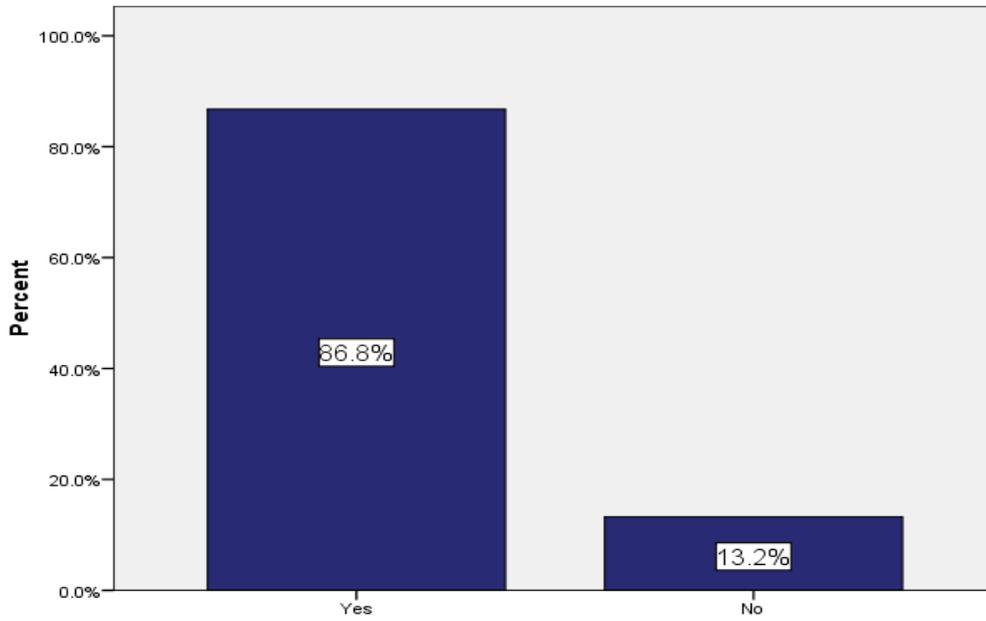
SECTION IV VISITOR BAR CHARTS

This section presents the responses to each survey question in a chart format.

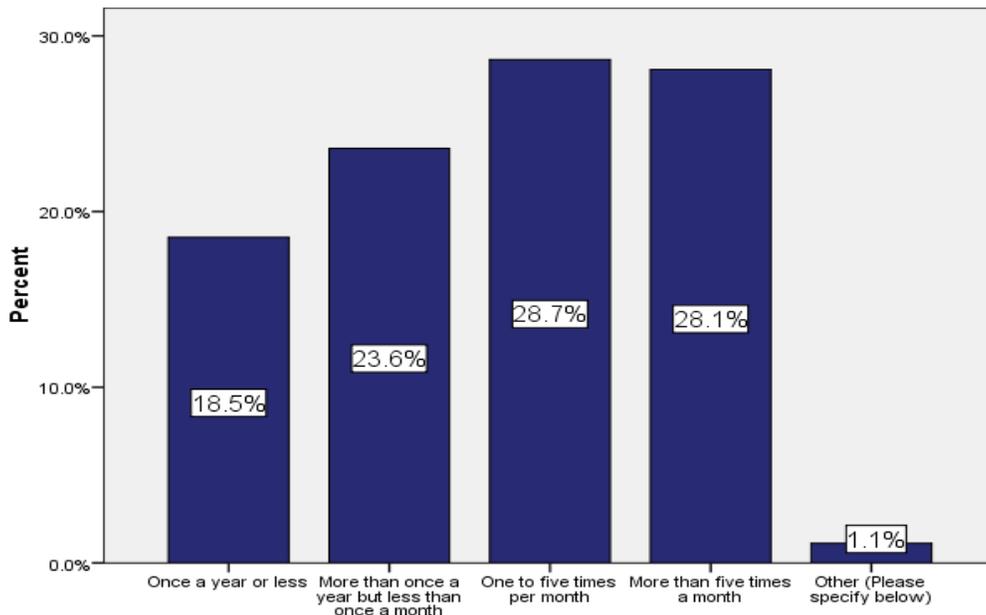


2. What is the main purpose of your visit to Downtown Caruthersville today?

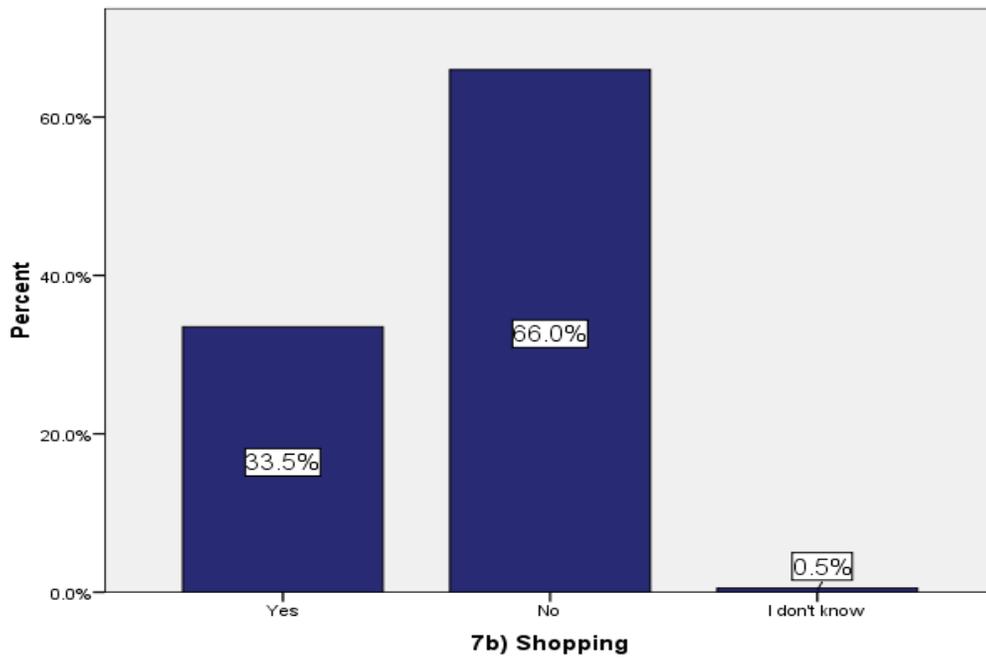
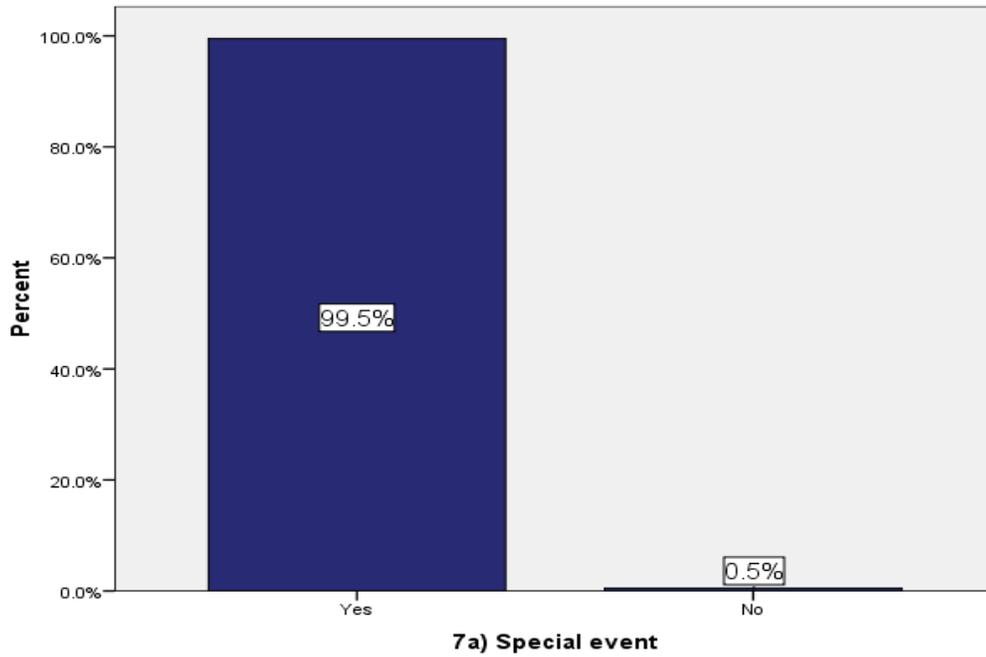


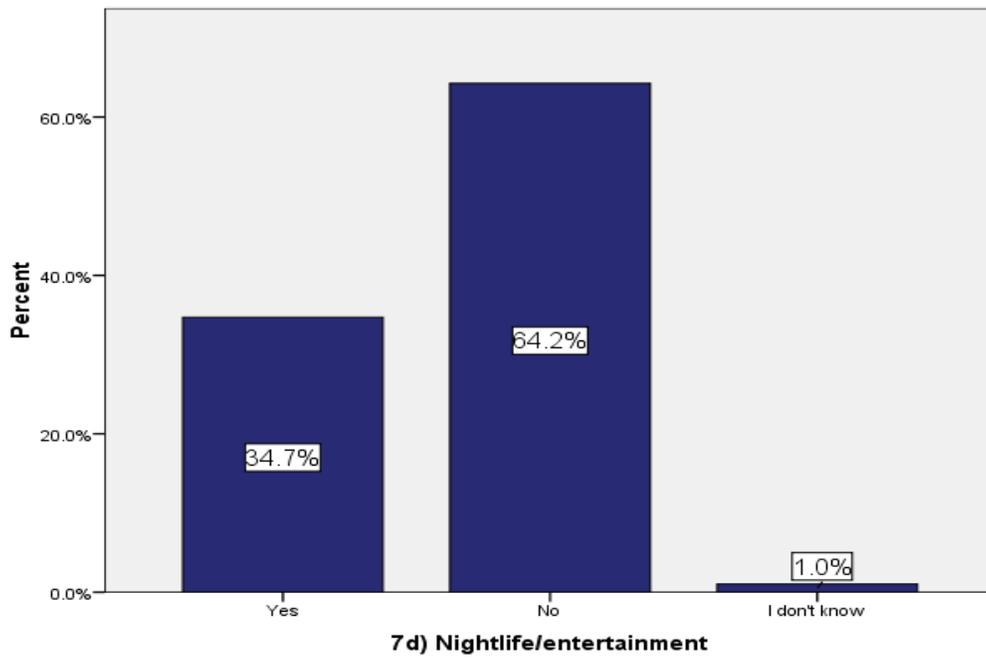
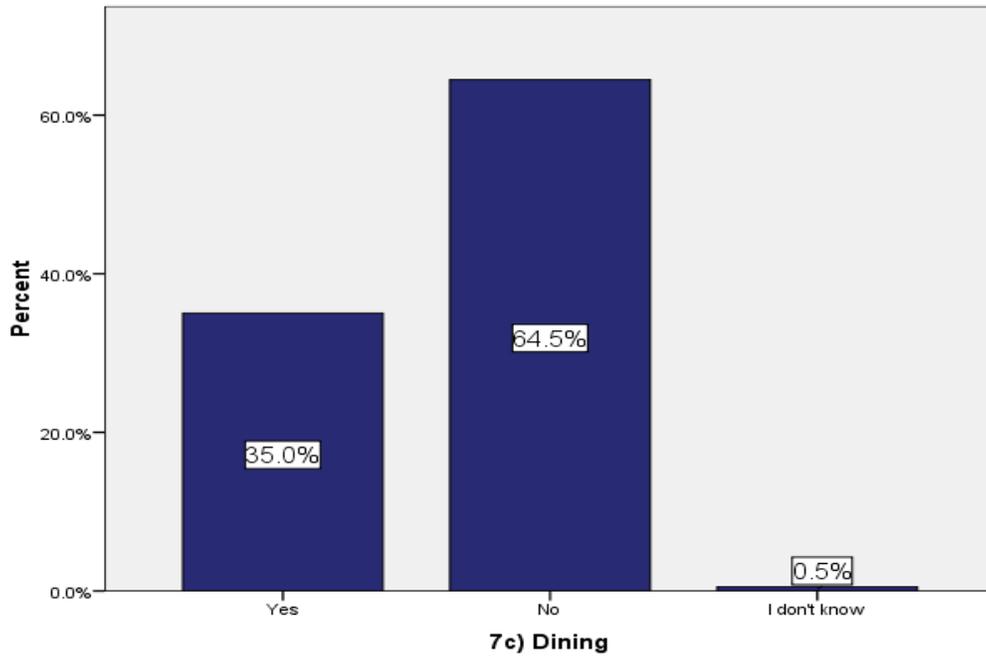


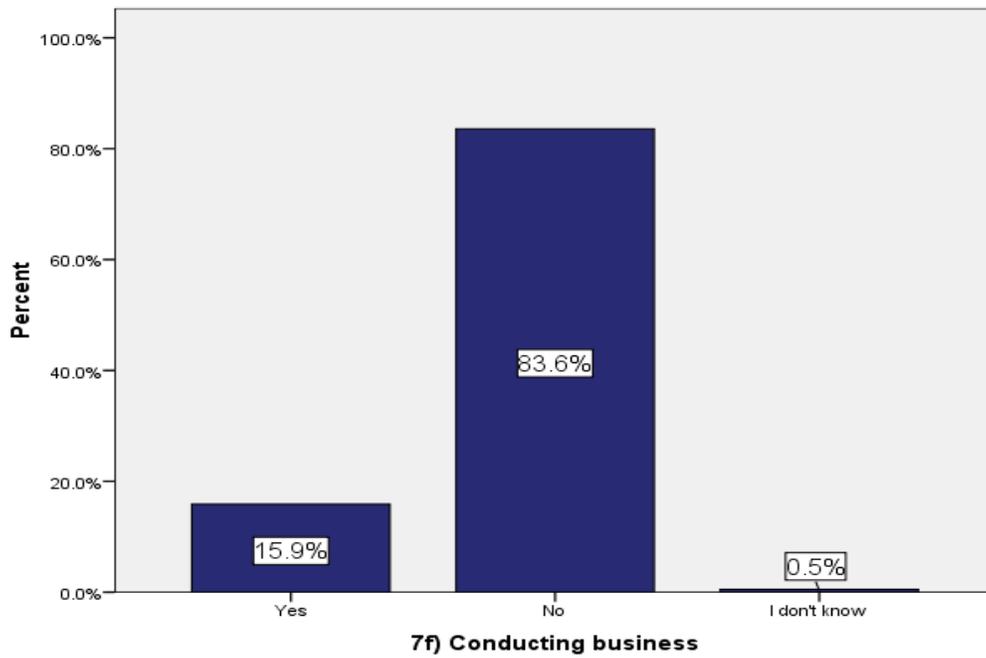
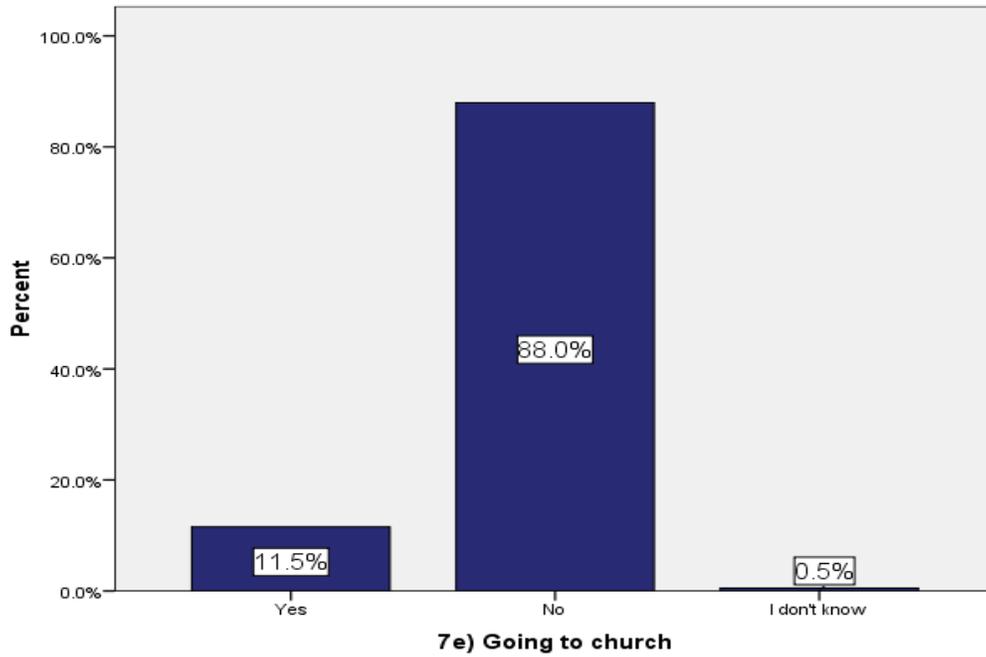
5. Have you visited Downtown Caruthersville before today?

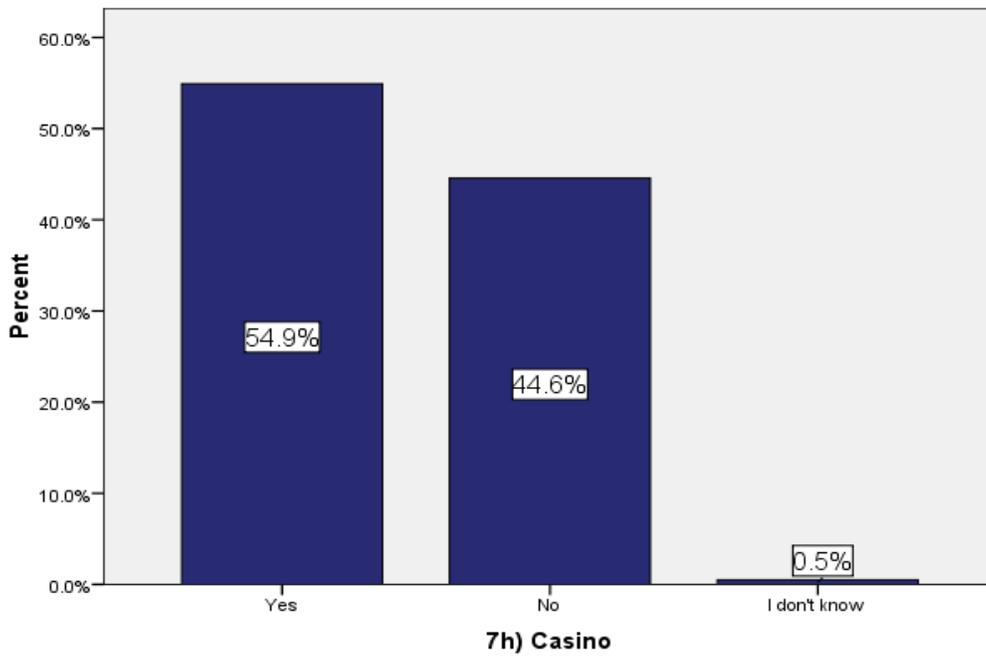
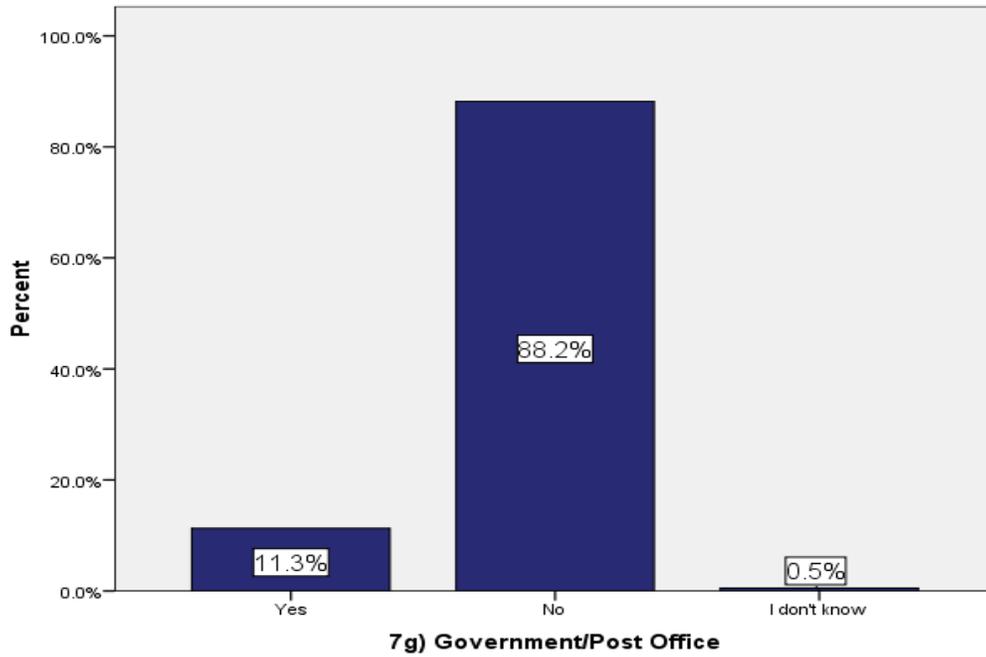


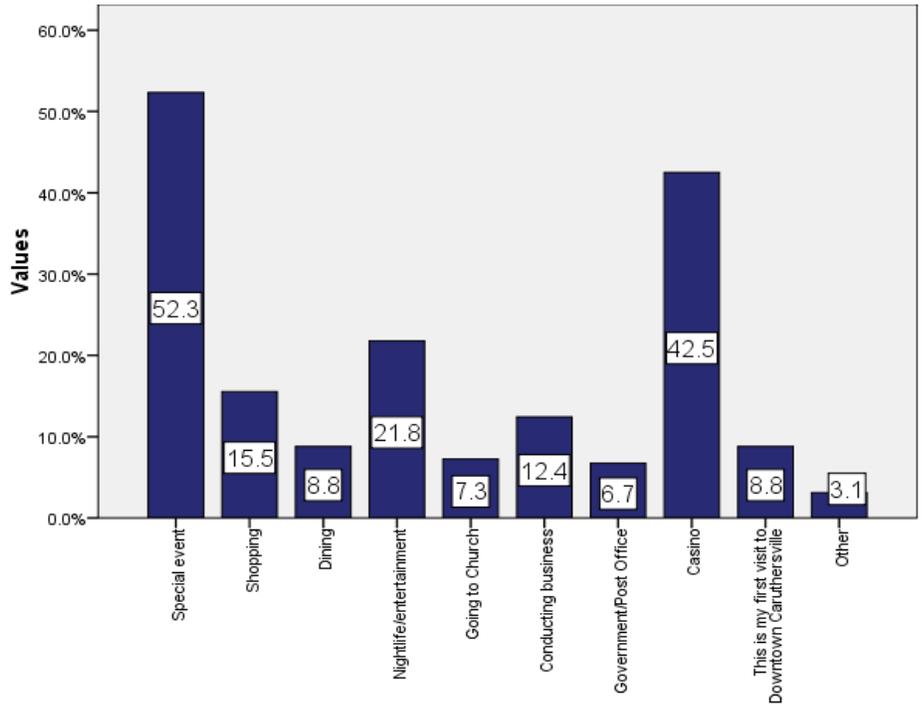
6. How often do you visit Downtown Caruthersville?



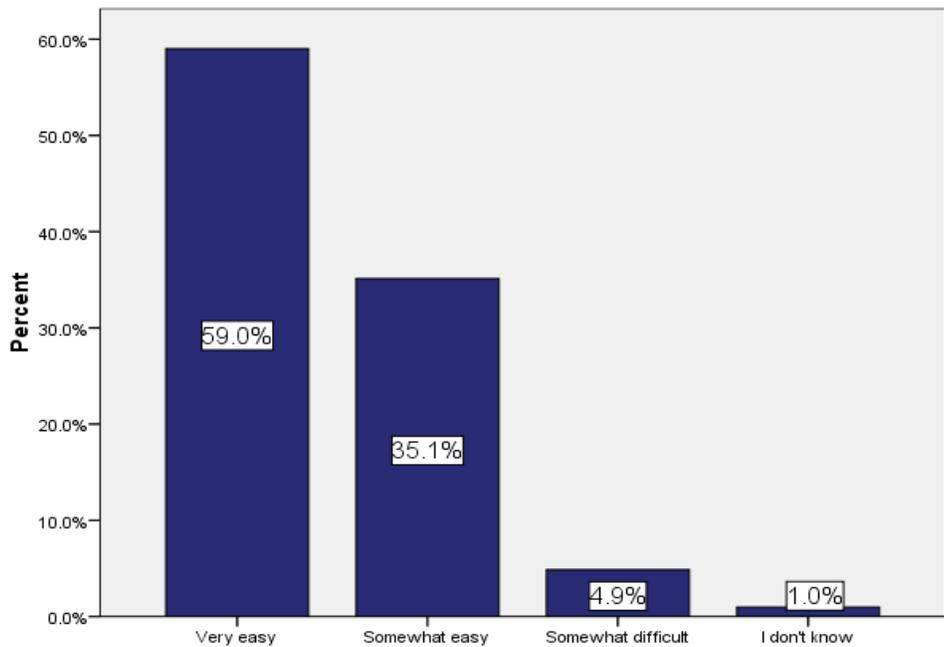




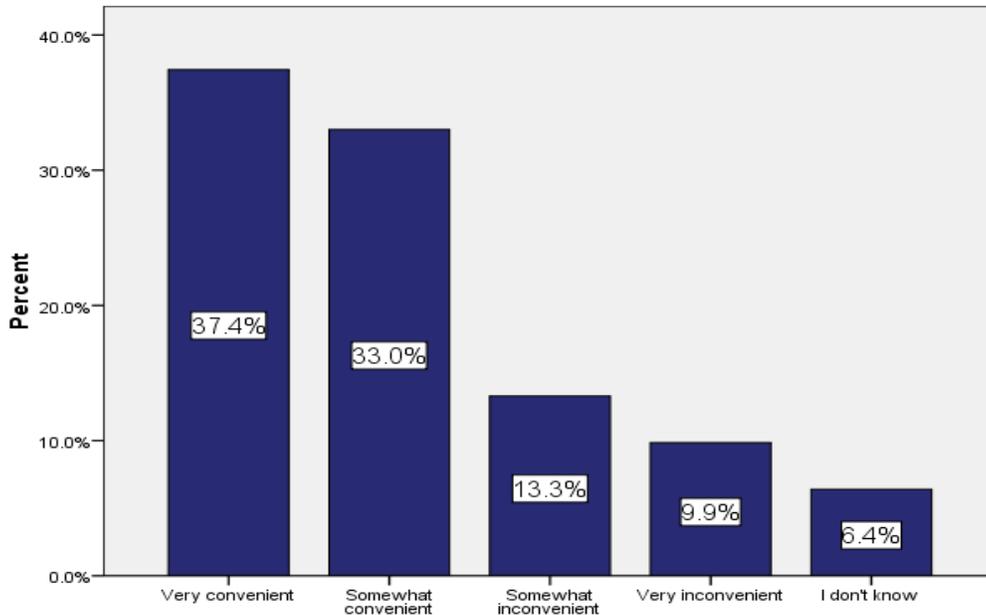




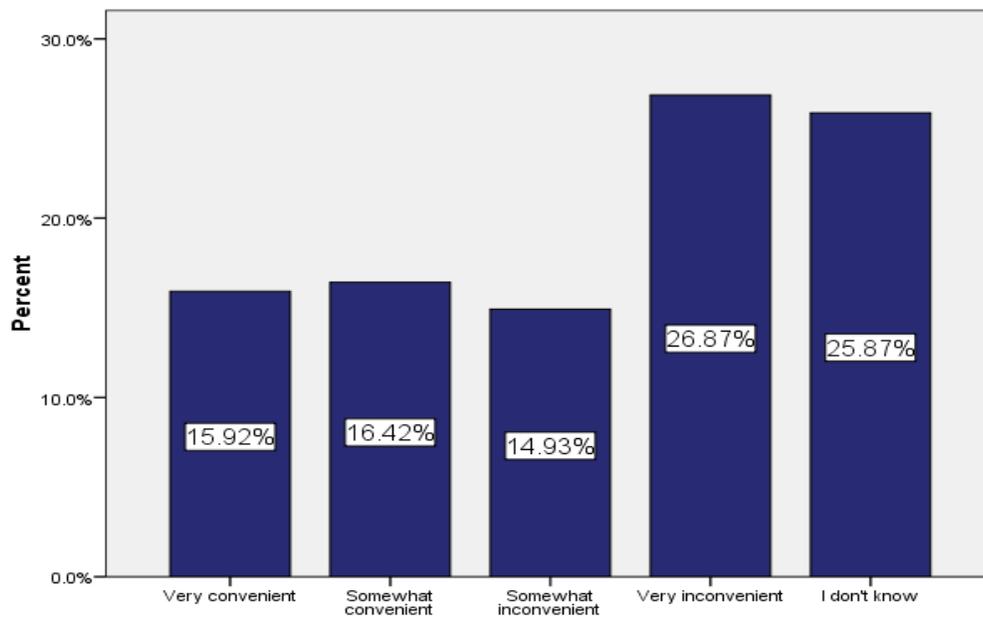
8. What are the top two reasons you most often visit Downtown Caruthersville?



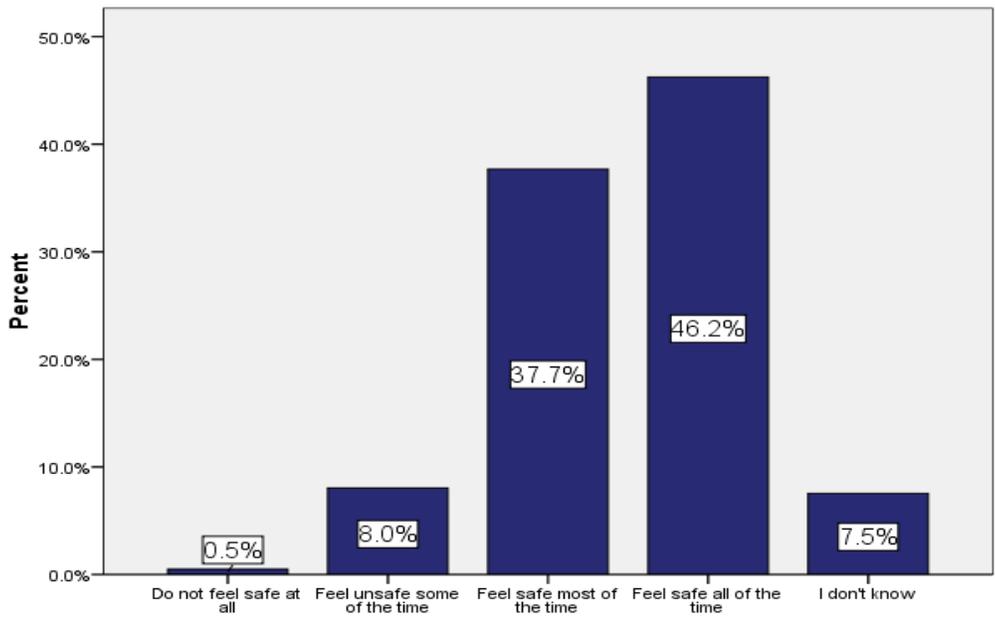
9. How easy would you say it is to find your way around downtown Caruthersville?



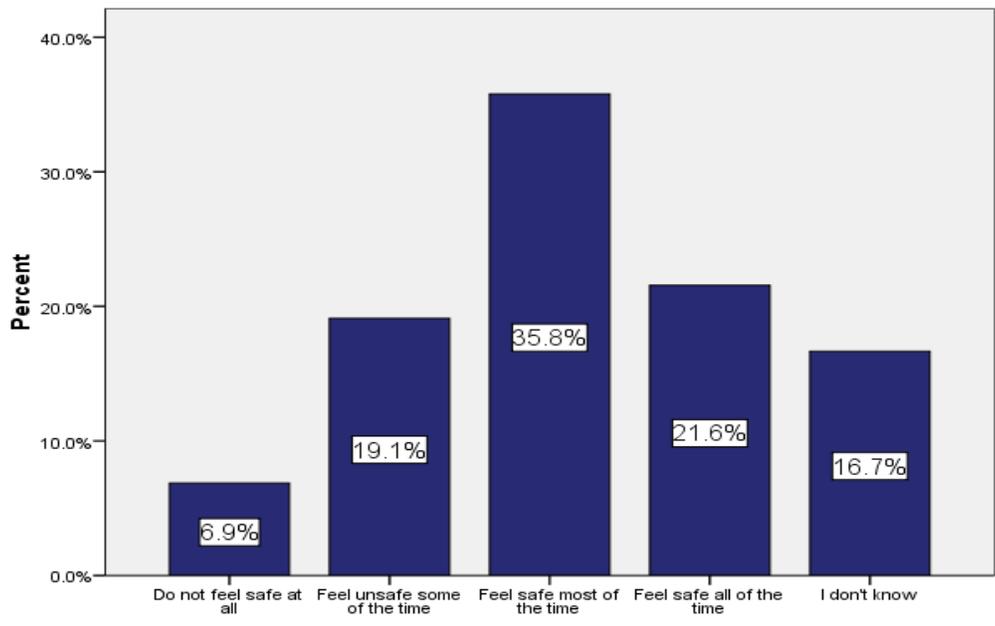
10. How convenient would you say that parking is Downtown?



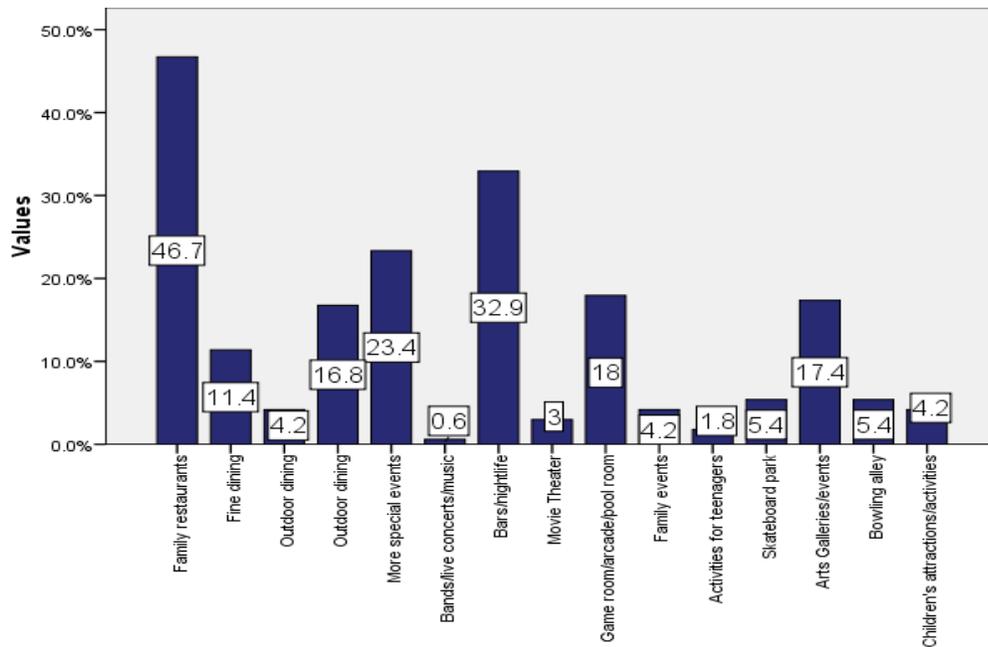
11. How convenient would you say that the hours of Downtown businesses are?



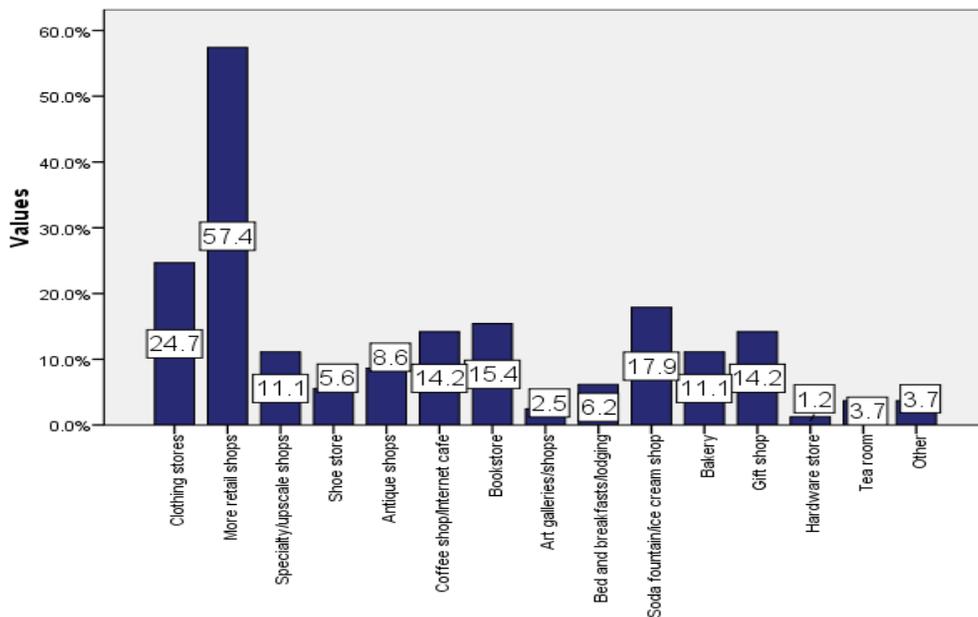
12. How safe would you say you feel in Downtown Caruthersville during the day?



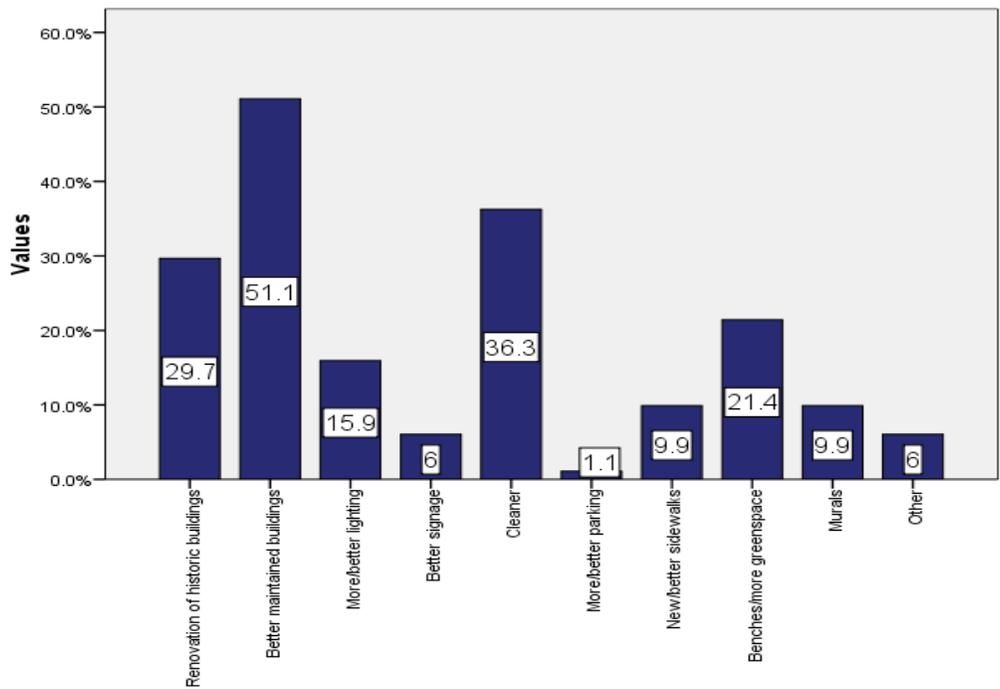
13. How safe would you say you feel in Downtown Caruthersville at night?



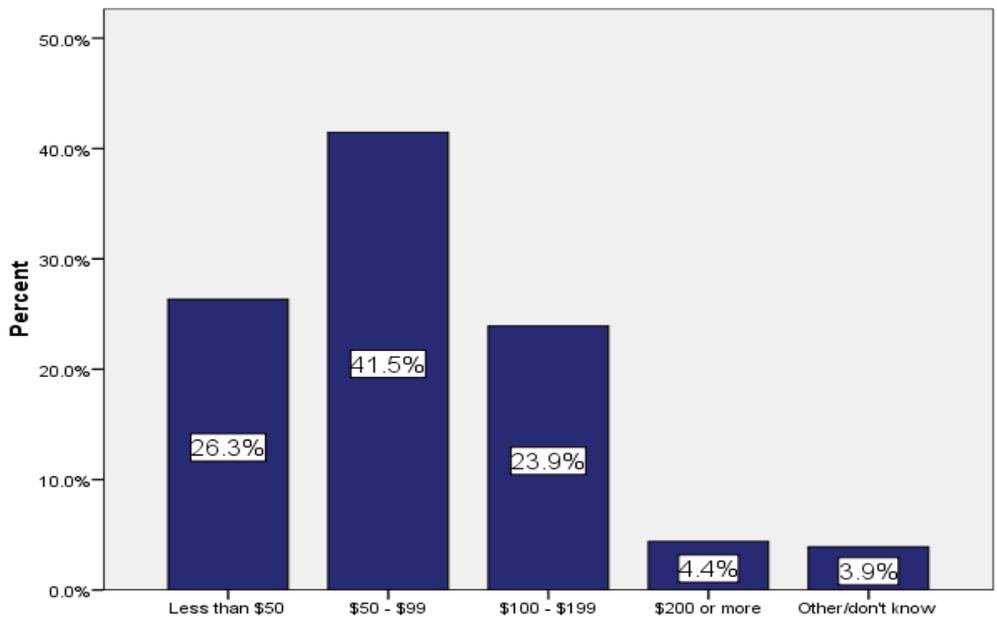
14. What kinds of restaurants or entertainment opportunities would make you more likely to visit Downtown Caruthersville?



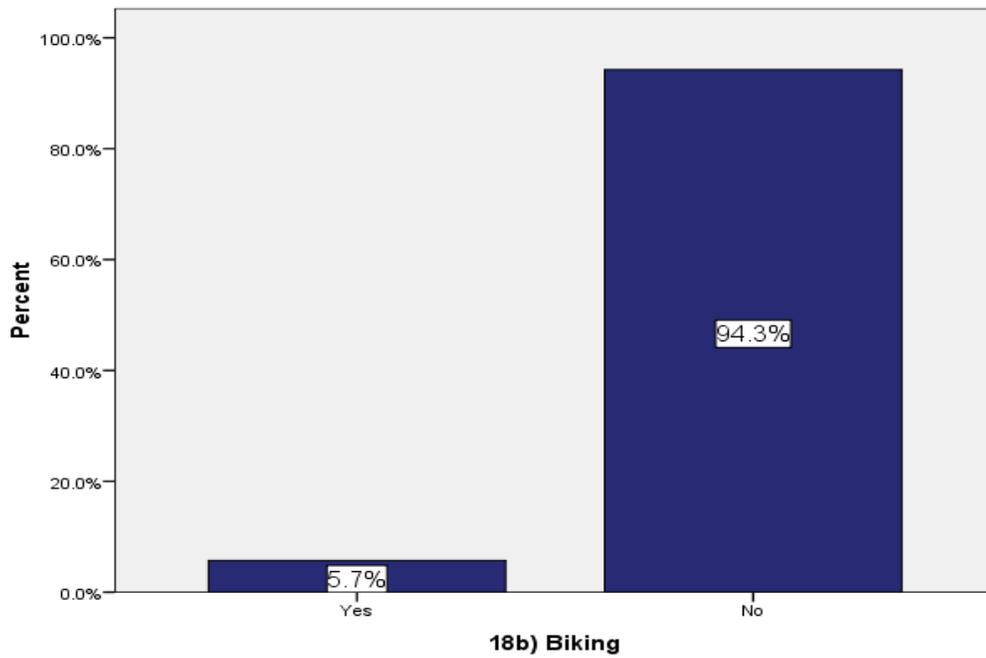
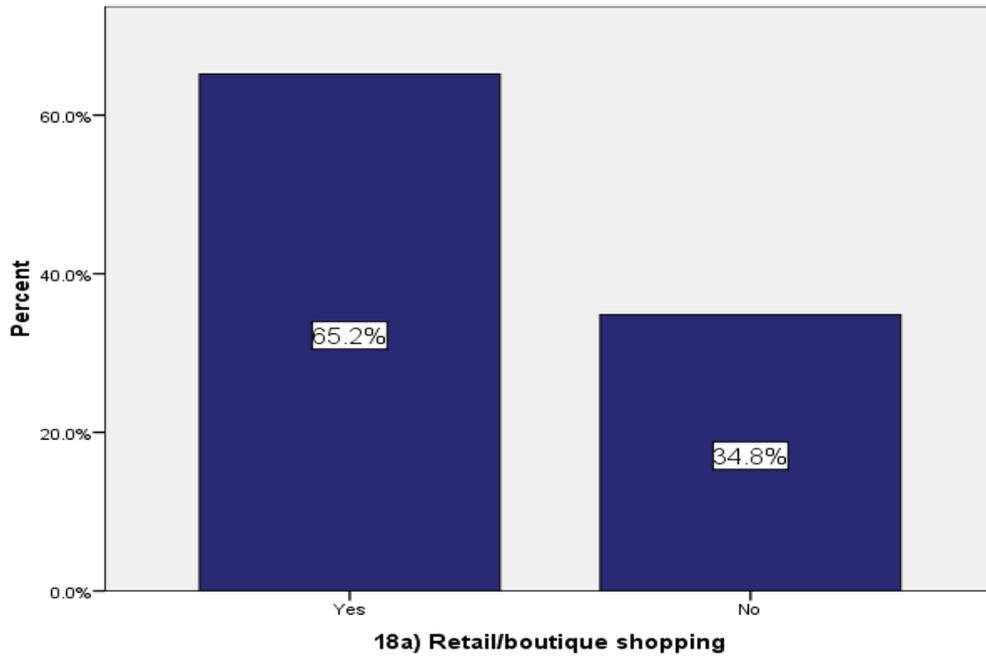
15. What other kinds of businesses do you think would make you more likely to visit Downtown Caruthersville?

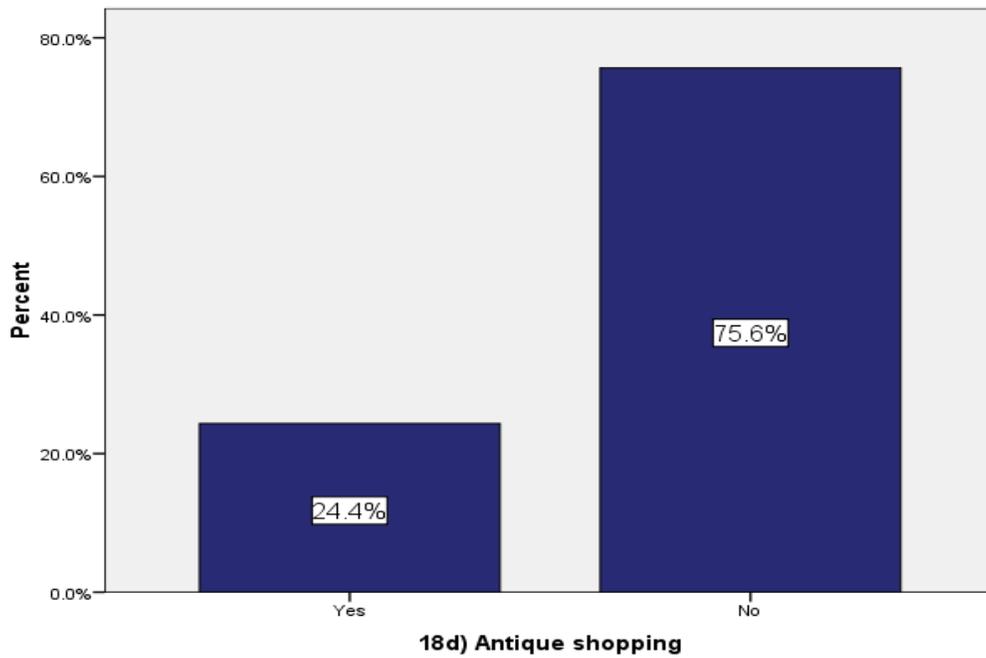
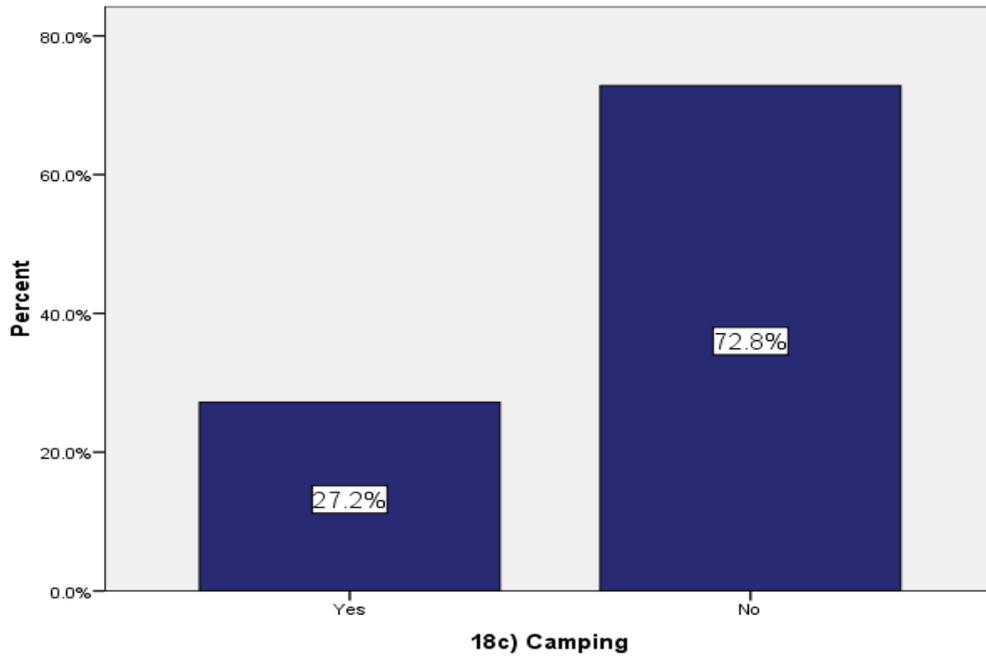


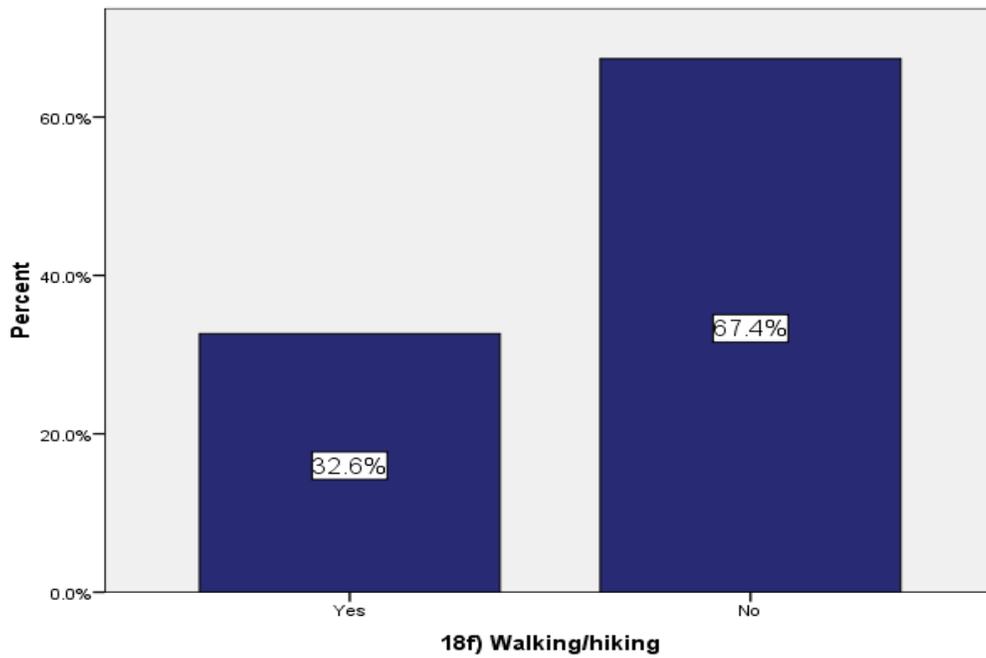
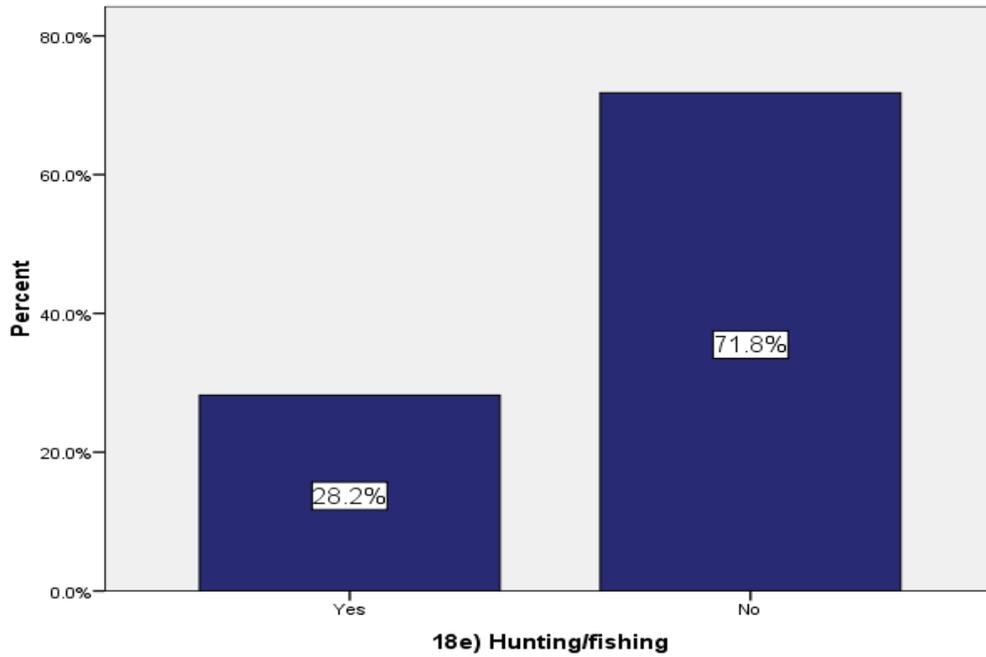
16. What other physical improvements do you think would make Downtown Caruthersville more appealing?

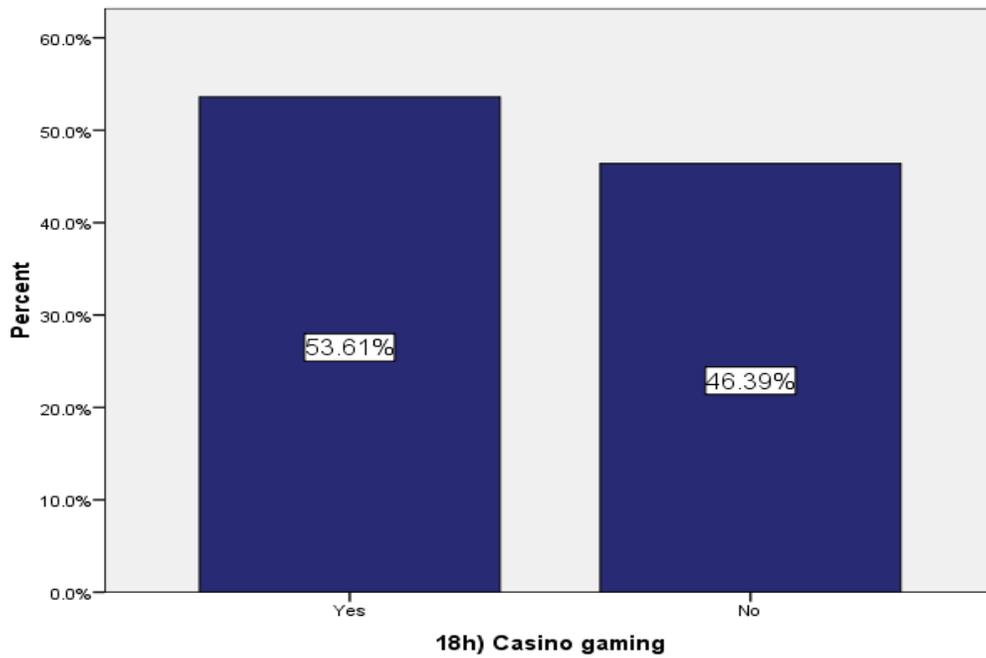
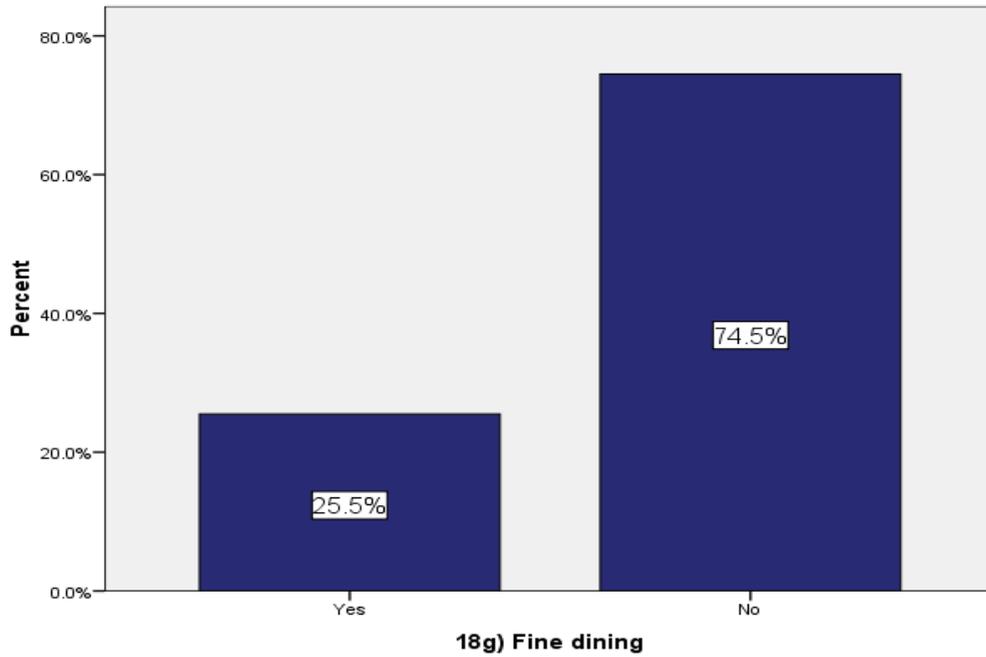


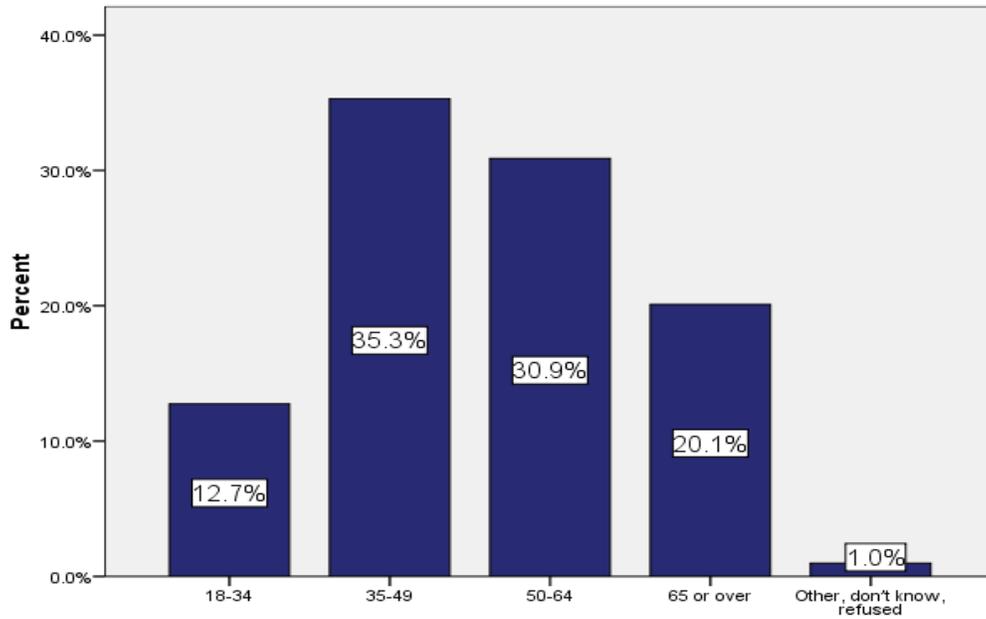
17. Excluding lodging, how much money are you likely to spend in Downtown Caruthersville during this visit?



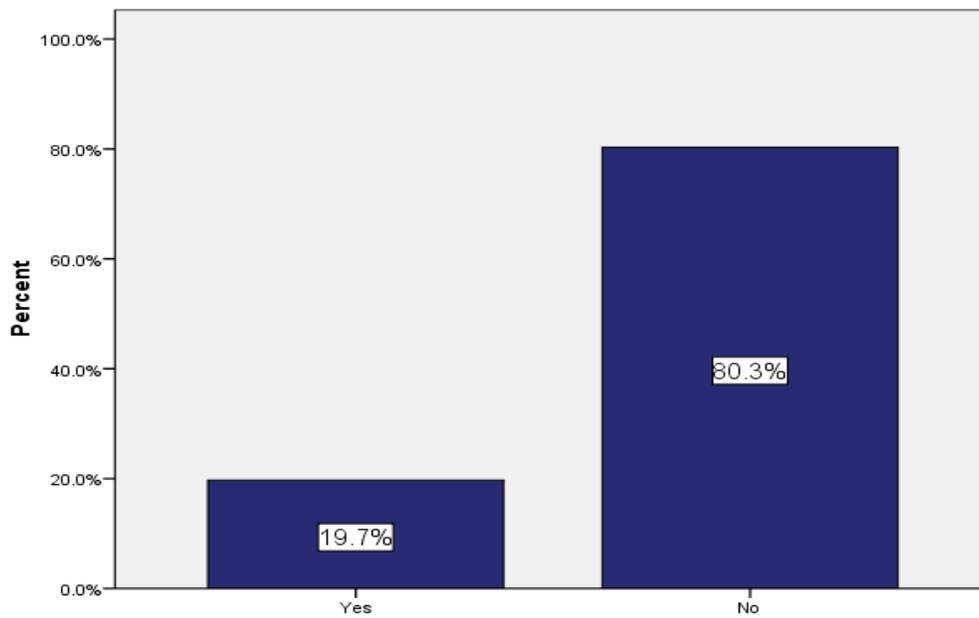




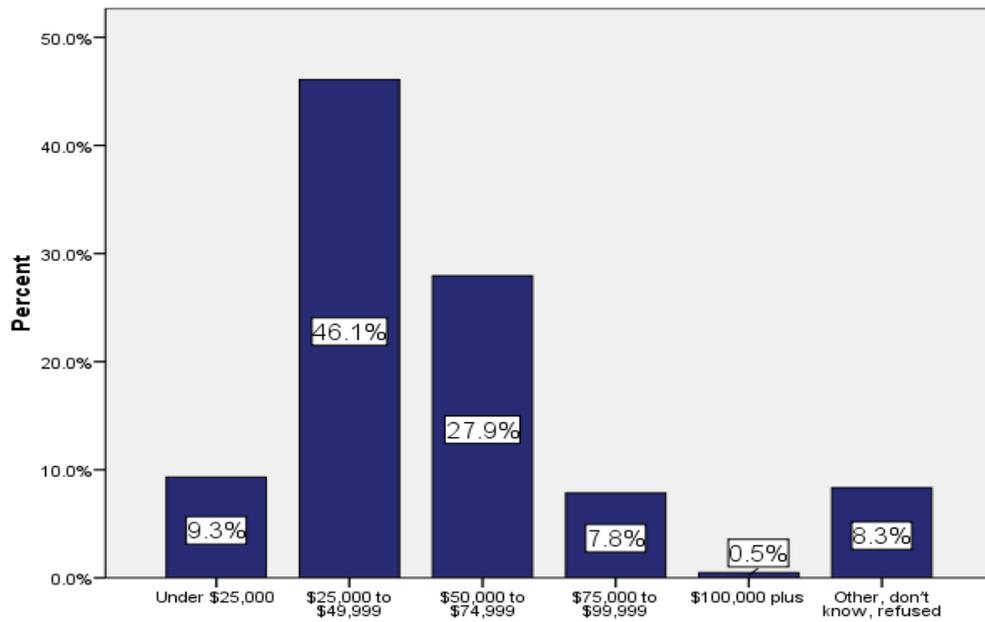




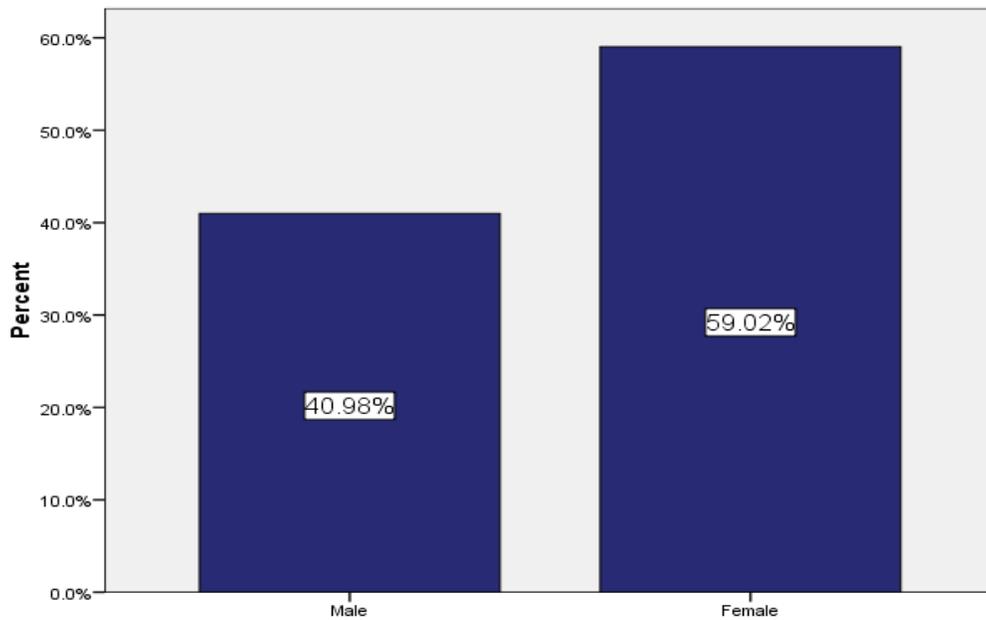
19. In which of the following age groups are you?



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



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



22. Gender

SECTION V

QUESTIONNAIRE

The section depicts the actual Visitor Survey questionnaire.

1. **What is your zip code?**
(If respondent answers "63830," interview will terminate.)

2. **What is the main purpose of your visit to Downtown Caruthersville today?**

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

Please specify

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

- Yes
 No (SKIP to QUESTION 5)

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

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

Please specify

5. **Have you visited Downtown Caruthersville before today?**

- Yes
 No (SKIP to QUESTION 7)

6. **How often do you visit Downtown Caruthersville?**

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

Please specify

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

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

8. What are the top two reasons you *most often* visit Downtown Caruthersville?

(Please select up to two responses)

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

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

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

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

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

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

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

12. How safe would you say you feel in Downtown Caruthersville *during the day*?

- | | |
|---|--|
| <input type="checkbox"/> Do not feel safe at all | <input type="checkbox"/> Feel safe all of the time |
| <input type="checkbox"/> Feel unsafe some of the time | <input type="checkbox"/> I don't know |
| <input type="checkbox"/> Feel safe most of the time | |

13. How safe would you say you feel in Downtown Caruthersville *at night*?

- | | |
|---|--|
| <input type="checkbox"/> Do not feel safe at all | <input type="checkbox"/> Feel safe all of the time |
| <input type="checkbox"/> Feel unsafe some of the time | <input type="checkbox"/> I don't know |
| <input type="checkbox"/> Feel safe most of the time | |

14. What kinds of restaurants or entertainment opportunities would make you more likely to visit Downtown Caruthersville?

Please select up to two responses.

- | | |
|---|--|
| <input type="checkbox"/> Family restaurants | <input type="checkbox"/> Family events |
| <input type="checkbox"/> Fine dining | <input type="checkbox"/> Activities for teenagers |
| <input type="checkbox"/> Outdoor dining | <input type="checkbox"/> Skateboard park |
| <input type="checkbox"/> More special events | <input type="checkbox"/> Arts Galleries/events |
| <input type="checkbox"/> Bands/live concerts/music | <input type="checkbox"/> Bowling alley |
| <input type="checkbox"/> Bars/nightlife | <input type="checkbox"/> Children's attractions/activities |
| <input type="checkbox"/> Movie Theater | <input type="checkbox"/> Other (Please specify below) |
| <input type="checkbox"/> Game room/arcade/pool room | |

Please specify

15. What other kinds of businesses do you think would make you more likely to visit Downtown Caruthersville?

Please select up to two responses.

- | | |
|---|---|
| <input type="checkbox"/> Clothing stores | <input type="checkbox"/> Bed and breakfasts/lodging |
| <input type="checkbox"/> More retail shops (in general) | <input type="checkbox"/> Soda fountain/ice cream shop |
| <input type="checkbox"/> Specialty/upscale shops | <input type="checkbox"/> Bakery |
| <input type="checkbox"/> Shoe store | <input type="checkbox"/> Gift shop |
| <input type="checkbox"/> Antique shops | <input type="checkbox"/> Hardware store |
| <input type="checkbox"/> Coffee shop/Internet cafe | <input type="checkbox"/> Tea room |
| <input type="checkbox"/> Bookstore | <input type="checkbox"/> Other (Please specify below) |
| <input type="checkbox"/> Art galleries/shops | |

Please specify

16. What other physical improvements do you think would make Downtown Caruthersville more appealing?

Please select up to two responses.

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

Please specify

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

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

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

- | | Yes | No | I don't know |
|-----------------------------|--------------------------|--------------------------|--------------------------|
| a) Retail/boutique shopping | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b) Biking | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c) Camping | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d) Antique shopping | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e) Hunting/fishing | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f) Walking/hiking | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| g) Fine dining | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| h) Casino gaming | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

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

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

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

- Yes No Other, don't know

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

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

22. Gender

- Male Female

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

SECTION VI

CROSS TABULATION

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		Age groups				Children under 18		Income					22. Gender		
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female	
		%	%	%	%	%	%	%	%	%	%	%	%	%	
2. What is the main purpose of your visit to Downtown Caruth...	Shopping	0.0%	0.0%	1.6%	0.0%	0.0%	0.6%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
	Visiting family/friends	3.8%	8.3%	9.5%	9.8%	5.0%	9.2%	10.5%	9.6%	8.8%	0.0%	0.0%	8.3%	8.3%	
	Business	11.5%	5.6%	1.6%	0.0%	7.5%	3.1%	5.3%	5.3%	3.5%	0.0%	0.0%	3.6%	4.1%	
	Special event	80.8%	76.4%	77.8%	85.4%	77.5%	79.8%	73.7%	79.8%	80.7%	81.2%	100.0%	77.4%	81.0%	
	Government/Post Office	0.0%	1.4%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	1.2%	0.0%	
	Church	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%	
	Casino	0.0%	8.3%	9.5%	4.9%	5.0%	7.4%	10.5%	4.3%	5.3%	18.8%	0.0%	8.3%	5.8%	
	Dining	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%	
Other (Please specify below)	3.8%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%		

		Age groups				Children under 18		Income					22. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
3. Are you staying overnight in Caruthersville?	Yes	15.4%	22.2%	27.0%	19.5%	22.5%	22.1%	15.8%	20.2%	22.8%	43.8%	0.0%	26.2%	19.8%
	No (SKIP to QUESTION 5)	84.6%	77.8%	73.0%	80.5%	77.5%	77.9%	84.2%	79.8%	77.2%	56.2%	100.0%	73.8%	80.2%

		Age groups				Children under 18		Income					22. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
4. Where are you staying overnight in Caruthersville?	Hotel/motel/bed and breakfast in Caruthersville area	25.0%	43.8%	52.9%	62.5%	11.1%	55.6%	100.0%	47.4%	46.2%	28.6%	0.0%	54.5%	41.7%
	With family or friends	50.0%	43.8%	23.5%	12.5%	44.4%	30.6%	0.0%	42.1%	23.1%	28.6%	0.0%	22.7%	41.7%
	Campground/RV park	25.0%	12.5%	23.5%	25.0%	44.4%	13.9%	0.0%	10.5%	30.8%	42.9%	0.0%	22.7%	16.7%
	Other (Please specify below)	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%

		Age groups				Children under 18		Income					22. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
5. Have you visited Downtown Caruthersville before today?	Yes	96.2%	88.9%	82.5%	82.5%	95.0%	84.6%	84.2%	85.1%	87.7%	93.8%	100.0%	83.3%	89.2%
	No (SKIP to QUESTION 7)	3.8%	11.1%	17.5%	17.5%	5.0%	15.4%	15.8%	14.9%	12.3%	6.2%	0.0%	16.7%	10.8%

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

Caruthersville, Missouri

		Age groups				Children under 18		Income					22. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
6. How often do you visit Downtown Caruthersville?	Once a year or less	12.0%	18.8%	15.4%	29.4%	10.5%	21.0%	25.0%	18.8%	26.0%	0.0%	0.0%	20.0%	17.6%
	More than once a year but less than once a month	24.0%	15.6%	28.8%	29.4%	26.3%	23.2%	12.5%	23.8%	14.0%	73.3%	100.0%	22.9%	24.1%
	One to five times per month	32.0%	21.9%	36.5%	26.5%	26.3%	29.0%	43.8%	22.5%	30.0%	20.0%	0.0%	27.1%	29.6%
	More than five times a month	28.0%	43.8%	19.2%	11.8%	34.2%	26.1%	18.8%	35.0%	28.0%	6.7%	0.0%	28.6%	27.8%
	Other (Please specify below)	4.0%	0.0%	0.0%	2.9%	2.6%	0.7%	0.0%	0.0%	2.0%	0.0%	0.0%	1.4%	0.9%

		Age groups				Children under 18		Income					22. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
7a) Special event	Yes	100.0%	98.6%	100.0%	100.0%	97.4%	100.0%	100.0%	100.0%	98.2%	100.0%	100.0%	98.8%	100.0%
	No	0.0%	1.4%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	1.2%	0.0%
	I don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
7b) Shopping	Yes	42.3%	39.4%	27.6%	22.2%	40.0%	30.9%	27.8%	26.1%	38.2%	33.3%	100.0%	32.5%	34.2%
	No	57.7%	59.2%	72.4%	77.8%	60.0%	68.4%	72.2%	72.7%	61.8%	66.7%	0.0%	66.2%	65.8%
	I don't know	0.0%	1.4%	0.0%	0.0%	0.0%	0.7%	0.0%	1.1%	0.0%	0.0%	0.0%	1.3%	0.0%
7c) Dining	Yes	38.5%	37.5%	35.6%	27.0%	35.0%	34.2%	38.9%	29.2%	36.4%	37.5%	100.0%	34.6%	35.3%
	No	61.5%	61.1%	64.4%	73.0%	65.0%	65.2%	61.1%	69.7%	63.6%	62.5%	0.0%	64.1%	64.7%
	I don't know	0.0%	1.4%	0.0%	0.0%	0.0%	0.6%	0.0%	1.1%	0.0%	0.0%	0.0%	1.3%	0.0%
7d) Nightlife/entertainment	Yes	40.0%	48.6%	29.3%	13.5%	43.6%	32.2%	33.3%	34.8%	35.2%	42.9%	100.0%	36.8%	33.3%
	No	60.0%	50.0%	70.7%	83.8%	56.4%	66.4%	66.7%	64.0%	64.8%	57.1%	0.0%	61.8%	65.8%
	I don't know	0.0%	1.4%	0.0%	2.7%	0.0%	1.3%	0.0%	1.1%	0.0%	0.0%	0.0%	1.3%	0.9%
7e) Going to church	Yes	23.1%	11.6%	5.3%	11.1%	20.0%	9.4%	0.0%	9.3%	11.1%	20.0%	0.0%	10.7%	12.1%
	No	76.9%	87.0%	94.7%	88.9%	80.0%	89.9%	100.0%	89.5%	88.9%	80.0%	100.0%	88.0%	87.9%
	I don't know	0.0%	1.4%	0.0%	0.0%	0.0%	0.7%	0.0%	1.2%	0.0%	0.0%	0.0%	1.3%	0.0%
7f) Conducting business	Yes	19.2%	26.4%	8.6%	2.8%	20.0%	14.4%	11.1%	12.5%	20.0%	12.5%	100.0%	19.2%	13.7%
	No	80.8%	72.2%	91.4%	97.2%	80.0%	85.0%	88.9%	86.4%	80.0%	87.5%	0.0%	79.5%	86.3%
	I don't know	0.0%	1.4%	0.0%	0.0%	0.0%	0.7%	0.0%	1.1%	0.0%	0.0%	0.0%	1.3%	0.0%
7g) Government/Post Office	Yes	11.5%	20.8%	1.7%	5.6%	12.5%	10.5%	5.6%	10.2%	12.7%	6.2%	0.0%	12.8%	10.3%
	No	88.5%	77.8%	98.3%	94.4%	87.5%	88.9%	94.4%	88.6%	87.3%	93.8%	100.0%	85.9%	89.7%
	I don't know	0.0%	1.4%	0.0%	0.0%	0.0%	0.7%	0.0%	1.1%	0.0%	0.0%	0.0%	1.3%	0.0%
7h) Casino	Yes	57.7%	53.6%	50.9%	60.5%	37.5%	60.3%	55.6%	55.2%	50.0%	40.0%	100.0%	53.2%	56.0%
	No	42.3%	44.9%	49.1%	39.5%	62.5%	39.1%	44.4%	43.7%	50.0%	60.0%	0.0%	45.5%	44.0%
	I don't know	0.0%	1.4%	0.0%	0.0%	0.0%	0.7%	0.0%	1.1%	0.0%	0.0%	0.0%	1.3%	0.0%

		Age groups				Children under 18		Income					22. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
8. What are the top two reasons you most often visit Downtown Caruthersville?	Special event	65.4%	38.9%	50.8%	53.7%	60.0%	47.2%	36.8%	52.1%	52.6%	56.2%	100.0%	58.3%	43.0%
	Shopping	30.8%	18.1%	12.7%	2.4%	32.5%	10.4%	21.1%	12.8%	19.3%	6.2%	0.0%	11.9%	16.5%
	Dining	3.8%	1.4%	22.2%	2.4%	5.0%	8.6%	21.1%	5.3%	8.8%	12.5%	100.0%	8.3%	8.3%
	Nightlife/entertainment	19.2%	27.8%	14.3%	17.1%	22.5%	19.6%	5.3%	20.2%	28.1%	31.2%	0.0%	22.6%	19.0%
	Going to Church	7.7%	8.3%	4.8%	7.3%	15.0%	4.9%	0.0%	7.4%	7.0%	18.8%	0.0%	2.4%	9.9%
	Conducting business	7.7%	25.0%	1.6%	4.9%	15.0%	10.4%	5.3%	13.8%	10.5%	6.2%	0.0%	13.1%	10.7%
	Government/Post Office	0.0%	12.5%	1.6%	7.3%	7.5%	5.5%	5.3%	5.3%	5.3%	6.2%	0.0%	4.8%	7.4%
	Casino	46.2%	31.9%	41.3%	48.8%	37.5%	41.1%	57.9%	37.2%	31.6%	56.2%	0.0%	36.9%	42.1%
	This is my first visit to Downtown Caruthersville	3.8%	6.9%	9.5%	12.2%	0.0%	10.4%	10.5%	9.6%	8.8%	0.0%	0.0%	10.7%	6.6%
Other	3.8%	2.8%	3.2%	2.4%	5.0%	2.5%	0.0%	3.2%	3.5%	0.0%	0.0%	2.4%	3.3%	

		Age groups				Children under 18		Income					22. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
9. How easy would you say it is to find your way around down...	Very easy	53.8%	54.2%	61.9%	63.4%	45.0%	63.2%	84.2%	48.9%	57.9%	56.2%	100.0%	56.0%	61.2%
	Somewhat easy	38.5%	38.9%	31.7%	34.1%	50.0%	30.7%	15.8%	42.6%	36.8%	43.8%	0.0%	40.5%	31.4%
	Somewhat difficult	7.7%	6.9%	4.8%	0.0%	5.0%	4.9%	0.0%	7.4%	5.3%	0.0%	0.0%	3.6%	5.8%
	Very difficult	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%
	I don't know	0.0%	0.0%	1.6%	2.4%	0.0%	1.2%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	1.7%
	Very/Somewhat easy	92.3%	93.1%	93.6%	97.5%	95.0%	93.9%	100.0%	91.5%	94.7%	100.0%	100.0%	96.5%	92.6%
	Very/Somewhat difficult	7.7%	6.9%	4.8%	0.0%	5.0%	4.9%	0.0%	7.4%	5.3%	0.0%	0.0%	3.6%	5.8%

		Age groups				Children under 18		Income					22. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
10. How convenient would you say that parking is Downtown?	Very convenient	30.8%	29.2%	44.4%	43.6%	22.5%	41.6%	52.6%	29.0%	41.1%	37.5%	100.0%	40.2%	35.5%
	Somewhat convenient	30.8%	43.1%	27.0%	25.6%	47.5%	29.2%	31.6%	35.5%	33.9%	31.2%	0.0%	26.8%	37.2%
	Somewhat inconvenient	11.5%	19.4%	9.5%	10.3%	10.0%	13.7%	15.8%	9.7%	17.9%	31.2%	0.0%	17.1%	10.7%
	Very inconvenient	26.9%	6.9%	7.9%	7.7%	20.0%	7.5%	0.0%	17.2%	3.6%	0.0%	0.0%	11.0%	9.1%
	I don't know	0.0%	1.4%	11.1%	12.8%	0.0%	8.1%	0.0%	8.6%	3.6%	0.0%	0.0%	4.9%	7.4%
	Very/Somewhat convenient	61.6%	72.3%	71.4%	69.2%	70.0%	70.8%	84.2%	64.5%	75.0%	68.7%	100.0%	67.0%	72.7%
	Very/Somewhat inconvenient	38.4%	26.3%	17.4%	18.0%	30.0%	21.2%	15.8%	26.9%	21.5%	31.2%	0.0%	28.1%	19.8%

		Age groups				Children under 18		Income					22. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
11. How convenient would you say that the hours of Downtown b...	Very convenient	20.0%	12.9%	16.1%	17.1%	15.4%	15.6%	36.8%	11.1%	15.8%	12.5%	100.0%	18.3%	14.3%
	Somewhat convenient	16.0%	8.6%	19.4%	24.4%	15.4%	16.9%	10.5%	13.3%	12.3%	25.0%	0.0%	15.9%	16.8%
	Somewhat inconvenient	12.0%	15.7%	12.9%	19.5%	12.8%	15.6%	15.8%	14.4%	15.8%	18.8%	0.0%	19.5%	11.8%
	Very inconvenient	36.0%	47.1%	11.3%	12.2%	43.6%	22.5%	15.8%	30.0%	28.1%	43.8%	0.0%	19.5%	31.9%
	I don't know	16.0%	15.7%	40.3%	26.8%	12.8%	29.4%	21.1%	31.1%	28.1%	0.0%	0.0%	26.8%	25.2%
	Very/Somewhat convenient	36.0%	21.5%	35.5%	41.5%	30.8%	32.5%	47.3%	24.4%	28.1%	37.5%	100.0%	34.2%	31.1%
	Very/Somewhat inconvenient	48.0%	62.8%	24.2%	31.7%	56.4%	38.1%	31.6%	44.4%	43.9%	62.6%	0.0%	39.0%	43.7%

		Age groups				Children under 18		Income					22. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
12. How safe would you say you feel in Downtown Caruthersvill...	Do not feel safe at all	4.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
	Feel unsafe some of the time	16.0%	11.8%	4.8%	2.4%	15.4%	5.7%	5.3%	12.4%	5.4%	6.2%	0.0%	4.9%	10.3%
	Feel safe most of the time	40.0%	42.6%	35.5%	31.7%	33.3%	39.2%	15.8%	34.8%	44.6%	50.0%	0.0%	39.0%	36.8%
	Feel safe all of the time	40.0%	41.2%	50.0%	53.7%	43.6%	46.8%	68.4%	42.7%	46.4%	43.8%	100.0%	50.0%	43.6%
	I don't know	0.0%	4.4%	9.7%	12.2%	5.1%	8.2%	10.5%	10.1%	3.6%	0.0%	0.0%	4.9%	9.4%
	Do not feel safe at all/unsafe some of the time	20.0%	11.8%	4.8%	2.4%	18.0%	5.7%	5.3%	12.4%	5.4%	6.2%	0.0%	6.1%	10.3%
	Feel safe all/most of the time	80.0%	83.8%	85.5%	85.4%	76.9%	86.0%	84.2%	77.5%	91.0%	93.8%	100.0%	89.0%	80.4%

		Age groups				Children under 18		Income					22. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
13. How safe would you say you feel in Downtown Caruthersvill...	Do not feel safe at all	7.7%	6.9%	1.6%	14.6%	2.5%	8.0%	5.3%	5.3%	5.4%	12.5%	0.0%	4.8%	8.3%
	Feel unsafe some of the time	30.8%	22.2%	16.1%	12.2%	42.5%	13.0%	10.5%	19.1%	21.4%	25.0%	0.0%	13.3%	23.1%
	Feel safe most of the time	42.3%	31.9%	40.3%	31.7%	32.5%	37.0%	31.6%	33.0%	33.9%	56.2%	100.0%	42.2%	31.4%
	Feel safe all of the time	11.5%	27.8%	17.7%	22.0%	15.0%	22.8%	42.1%	21.3%	23.2%	6.2%	0.0%	22.9%	20.7%
	I don't know	7.7%	11.1%	24.2%	19.5%	7.5%	19.1%	10.5%	21.3%	16.1%	0.0%	0.0%	16.9%	16.5%
	Do not feel safe at all/unsafe some of the time	38.5%	29.1%	17.7%	26.8%	45.0%	21.0%	15.8%	24.4%	26.8%	37.5%	0.0%	18.1%	31.4%
	Feel safe all/most of the time	53.8%	59.7%	58.0%	53.7%	47.5%	59.8%	73.7%	54.3%	57.1%	62.4%	100.0%	65.1%	52.1%

		Age groups				Children under 18		Income					22. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
14. What kinds of restaurants or entertainment opportunities would make you more likely to visit Downtown Caruthersville?	Family restaurants	38.5%	45.8%	31.7%	34.1%	50.0%	35.0%	57.9%	41.5%	36.8%	18.8%	100.0%	29.8%	43.8%
	Fine dining	3.8%	6.9%	11.1%	12.2%	2.5%	10.4%	5.3%	9.6%	5.3%	25.0%	0.0%	10.7%	8.3%
	Outdoor dining	7.7%	4.2%	3.2%	0.0%	2.5%	3.7%	5.3%	3.2%	5.3%	0.0%	0.0%	4.8%	2.5%
	Outdoor dining	11.5%	6.9%	17.5%	22.0%	15.0%	13.5%	10.5%	16.0%	14.0%	18.8%	0.0%	15.5%	12.4%
	More special events	19.2%	12.5%	25.4%	19.5%	17.5%	19.6%	26.3%	21.3%	19.3%	18.8%	0.0%	22.6%	16.5%
	Bands/live concerts/music	3.8%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
	Bars/nightlife	30.8%	29.2%	27.0%	22.0%	27.5%	26.4%	31.6%	27.7%	28.1%	31.2%	0.0%	27.4%	26.4%
	Movie Theater	11.5%	2.8%	0.0%	0.0%	5.0%	1.8%	5.3%	1.1%	1.8%	12.5%	0.0%	3.6%	1.7%
	Game room/arcade/pool room	19.2%	15.3%	14.3%	9.8%	17.5%	13.5%	5.3%	14.9%	17.5%	18.8%	100.0%	16.7%	13.2%
	Family events	7.7%	4.2%	1.6%	2.4%	10.0%	1.8%	0.0%	3.2%	3.5%	6.2%	0.0%	0.0%	5.8%
	Activities for teenagers	0.0%	0.0%	3.2%	0.0%	2.5%	1.2%	0.0%	0.0%	3.5%	6.2%	0.0%	1.2%	1.7%
	Skateboard park	0.0%	5.6%	4.8%	4.9%	0.0%	5.5%	15.8%	2.1%	7.0%	0.0%	0.0%	4.8%	4.1%
	Arts Galleries/events	15.4%	15.3%	12.7%	14.6%	12.5%	14.7%	5.3%	13.8%	14.0%	25.0%	0.0%	20.2%	9.9%
	Bowling alley	11.5%	5.6%	1.6%	2.4%	17.5%	1.2%	5.3%	4.3%	5.3%	0.0%	0.0%	1.2%	6.6%
Children's attractions/activities	3.8%	2.8%	0.0%	7.3%	7.5%	2.5%	0.0%	1.1%	3.5%	6.2%	0.0%	4.8%	2.5%	
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%	

		Age groups				Children under 18		Income					22. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
15. What other kinds of businesses do you think would make you more likely to visit Downtown Caruthersville?	Clothing stores	19.2%	23.6%	19.0%	9.8%	20.0%	19.6%	15.8%	22.3%	12.3%	31.2%	100.0%	13.1%	24.0%
	More retail shops	57.7%	51.4%	36.5%	41.5%	57.5%	41.7%	47.4%	55.3%	43.9%	25.0%	0.0%	45.2%	45.5%
	Specialty/upscale shops	11.5%	5.6%	11.1%	9.8%	7.5%	8.6%	10.5%	7.4%	10.5%	18.8%	0.0%	10.7%	7.4%
	Shoe store	3.8%	2.8%	3.2%	7.3%	2.5%	4.9%	0.0%	3.2%	1.8%	18.8%	100.0%	3.6%	5.0%
	Antique shops	0.0%	2.8%	11.1%	9.8%	2.5%	7.4%	15.8%	2.1%	8.8%	18.8%	0.0%	11.9%	3.3%
	Coffee shop/Internet cafe	11.5%	5.6%	19.0%	9.8%	12.5%	11.0%	15.8%	9.6%	12.3%	25.0%	0.0%	15.5%	8.3%
	Bookstore	19.2%	8.3%	14.3%	12.2%	10.0%	12.9%	10.5%	14.9%	14.0%	6.2%	0.0%	10.7%	13.2%
	Art galleries/shops	7.7%	2.8%	0.0%	0.0%	5.0%	1.2%	0.0%	3.2%	1.8%	0.0%	0.0%	1.2%	2.5%
	Bed and breakfasts/lodging	7.7%	0.0%	4.8%	12.2%	2.5%	5.5%	0.0%	6.4%	5.3%	0.0%	0.0%	4.8%	5.0%
	Soda fountain/ice cream shop	15.4%	18.1%	11.1%	9.8%	30.0%	10.4%	0.0%	13.8%	22.8%	18.8%	0.0%	20.2%	9.9%
	Bakery	7.7%	9.7%	12.7%	2.4%	17.5%	6.7%	5.3%	7.4%	14.0%	0.0%	0.0%	6.0%	10.7%
	Gift shop	15.4%	13.9%	7.9%	9.8%	15.0%	10.4%	26.3%	8.5%	12.3%	18.8%	0.0%	13.1%	9.9%
	Hardware store	0.0%	0.0%	3.2%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	6.2%	0.0%	1.2%	0.8%
	Tea room	3.8%	4.2%	1.6%	2.4%	2.5%	3.1%	10.5%	2.1%	1.8%	0.0%	0.0%	2.4%	3.3%
Other	3.8%	2.8%	0.0%	7.3%	2.5%	3.1%	10.5%	2.1%	1.8%	0.0%	0.0%	4.8%	1.7%	

		Age groups				Children under 18		Income					22. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
16. What other physical improvements do you think would make Downtown Caruthersville more appealing?	Renovation of historic buildings	23.1%	26.4%	25.4%	29.3%	20.0%	27.6%	47.4%	23.4%	31.6%	12.5%	0.0%	28.6%	24.8%
	Better maintained buildings	57.7%	41.7%	44.4%	43.9%	62.5%	40.5%	52.6%	48.9%	36.8%	68.8%	100.0%	38.1%	50.4%
	More/better lighting	19.2%	11.1%	14.3%	14.6%	25.0%	11.7%	5.3%	16.0%	10.5%	31.2%	0.0%	20.2%	9.9%
	Better signage	3.8%	5.6%	7.9%	0.0%	5.0%	5.5%	0.0%	3.2%	10.5%	6.2%	0.0%	10.7%	1.7%
	Cleaner	46.2%	36.1%	31.7%	19.5%	47.5%	28.8%	10.5%	35.1%	40.4%	31.2%	100.0%	28.6%	34.7%
	More/better parking	3.8%	0.0%	1.6%	0.0%	2.5%	0.6%	0.0%	0.0%	1.8%	6.2%	0.0%	2.4%	0.0%
	New/better sidewalks	3.8%	11.1%	6.3%	12.2%	2.5%	10.4%	15.8%	8.5%	7.0%	12.5%	0.0%	6.0%	10.7%
	Benches/more greenspace	11.5%	22.2%	19.0%	17.1%	22.5%	17.8%	21.1%	18.1%	24.6%	6.2%	0.0%	19.0%	19.0%
	Murals	15.4%	11.1%	7.9%	2.4%	5.0%	9.8%	0.0%	11.7%	8.8%	12.5%	0.0%	11.9%	6.6%
Other	0.0%	2.8%	6.3%	12.2%	0.0%	6.7%	10.5%	3.2%	5.3%	0.0%	0.0%	6.0%	5.0%	

		Age groups				Children under 18		Income					22. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
17. Excluding lodging, how much money are you likely to spend...	less than \$50	34.6%	25.0%	25.4%	26.8%	32.5%	24.5%	42.1%	29.8%	17.5%	12.5%	0.0%	22.6%	28.9%
	\$50 - \$99	46.2%	47.2%	39.7%	34.1%	45.0%	41.1%	47.4%	41.5%	45.6%	31.2%	100.0%	44.0%	39.7%
	\$100 - \$199	15.4%	19.4%	30.2%	24.4%	15.0%	25.8%	10.5%	26.6%	29.8%	25.0%	0.0%	25.0%	23.1%
	\$200 or more	0.0%	8.3%	1.6%	4.9%	5.0%	4.3%	0.0%	1.1%	7.0%	25.0%	0.0%	6.0%	3.3%
	Other/don't know	3.8%	0.0%	3.2%	9.8%	2.5%	4.3%	0.0%	1.1%	0.0%	6.2%	0.0%	2.4%	5.0%

		Age groups				Children under 18		Income					22. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
18a) Retail/boutique shopping	Yes	69.2%	75.7%	62.9%	47.5%	82.5%	61.6%	57.9%	68.8%	68.5%	62.5%	100.0%	54.3%	72.5%
	No	30.8%	24.3%	37.1%	52.5%	17.5%	38.4%	42.1%	31.2%	31.5%	37.5%	0.0%	45.7%	27.5%
	I don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
18b) Biking	Yes	11.5%	4.4%	5.2%	5.4%	5.0%	5.3%	0.0%	5.7%	5.7%	13.3%	0.0%	6.7%	5.1%
	No	88.5%	95.6%	94.8%	94.6%	95.0%	94.7%	100.0%	94.3%	94.3%	86.7%	100.0%	93.3%	94.9%
	I don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
18c) Camping	Yes	42.3%	30.4%	27.1%	13.2%	20.0%	28.8%	26.3%	27.6%	29.6%	31.2%	0.0%	32.5%	23.7%
	No	57.7%	69.6%	72.9%	86.8%	80.0%	71.2%	73.7%	72.4%	70.4%	68.8%	100.0%	67.5%	76.3%
	I don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
18d) Antique shopping	Yes	15.4%	26.5%	24.1%	26.3%	27.5%	23.8%	11.1%	18.2%	28.3%	46.7%	0.0%	22.1%	25.9%
	No	84.6%	73.5%	75.9%	73.7%	72.5%	76.2%	88.9%	81.8%	71.7%	53.3%	100.0%	77.9%	74.1%
	I don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
18e) Hunting/fishing	Yes	26.9%	18.8%	25.4%	50.0%	15.0%	31.4%	22.2%	20.2%	32.7%	53.3%	0.0%	48.1%	14.7%
	No	73.1%	81.2%	74.6%	50.0%	85.0%	68.6%	77.8%	79.8%	67.3%	46.7%	100.0%	51.9%	85.3%
	I don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
18f) Walking/hiking	Yes	48.0%	30.9%	23.7%	38.5%	38.5%	30.9%	33.3%	24.7%	39.6%	33.3%	0.0%	31.6%	33.3%
	No	52.0%	69.1%	76.3%	61.5%	61.5%	69.1%	66.7%	75.3%	60.4%	66.7%	100.0%	68.4%	66.7%
	I don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
18g) Fine dining	Yes	11.5%	28.6%	25.4%	26.3%	17.5%	27.9%	5.6%	24.4%	24.5%	56.2%	100.0%	22.1%	27.7%
	No	88.5%	71.4%	74.6%	73.7%	82.5%	72.1%	94.4%	75.6%	75.5%	43.8%	0.0%	77.9%	72.3%
	I don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
18h) Casino gaming	Yes	60.0%	43.5%	54.2%	63.2%	46.2%	55.6%	66.7%	51.7%	41.5%	73.3%	0.0%	50.0%	56.1%
	No	40.0%	56.5%	45.8%	36.8%	53.8%	44.4%	33.3%	48.3%	58.5%	26.7%	100.0%	50.0%	43.9%
	I don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
		Age groups				Children under 18		Income					22. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
19. In which of the following age groups are you?	18-34	100.0%	0.0%	0.0%	0.0%	35.0%	7.4%	15.8%	17.0%	5.4%	6.2%	100.0%	12.0%	13.2%
	35-49	0.0%	100.0%	0.0%	0.0%	50.0%	32.1%	15.8%	36.2%	48.2%	25.0%	0.0%	27.7%	40.5%
	50-64	0.0%	0.0%	100.0%	0.0%	10.0%	35.8%	31.6%	30.9%	37.5%	37.5%	0.0%	37.3%	26.4%
	65 or over	0.0%	0.0%	0.0%	100.0%	5.0%	23.5%	36.8%	16.0%	8.9%	31.2%	0.0%	21.7%	19.0%
	Other, don't know, refused	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.8%
		Age groups				Children under 18		Income					22. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
20. Did any children under the age of 18 come with you downto...	Yes	53.8%	27.8%	6.5%	5.0%	100.0%	0.0%	22.2%	16.0%	21.1%	33.3%	0.0%	12.0%	25.0%
	No	46.2%	72.2%	93.5%	95.0%	0.0%	100.0%	77.8%	84.0%	78.9%	66.7%	100.0%	88.0%	75.0%
	Other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

		Age groups				Children under 18		Income					22. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
21. Which category that best describes your annual household ...	Under \$25,000	12.0%	4.2%	9.5%	17.1%	10.3%	8.6%	100.0%	0.0%	0.0%	0.0%	0.0%	8.4%	9.9%
	\$25,000 to \$49,999	64.0%	47.2%	46.0%	36.6%	38.5%	48.5%	0.0%	100.0%	0.0%	0.0%	0.0%	43.4%	47.9%
	\$50,000 to \$74,999	12.0%	37.5%	33.3%	12.2%	30.8%	27.6%	0.0%	0.0%	100.0%	0.0%	0.0%	33.7%	24.0%
	\$75,000 to \$99,999	4.0%	5.6%	9.5%	12.2%	12.8%	6.1%	0.0%	0.0%	0.0%	100.0%	0.0%	10.8%	5.8%
	Other, don't know, refused	4.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.8%
		4.0%	5.6%	1.6%	22.0%	7.7%	8.6%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	11.6%
		Age groups				Children under 18		Income					22. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
22. Gender	Male	38.5%	31.9%	49.2%	43.9%	25.0%	44.8%	36.8%	38.3%	49.1%	56.2%	0.0%	100.0%	0.0%
	Female	61.5%	68.1%	50.8%	56.1%	75.0%	55.2%	63.2%	61.7%	50.9%	43.8%	100.0%	0.0%	100.0%