

# COMMUNITY TELEPHONE SURVEY REPORT

## SURVEY FINDINGS AND RESULTS

CITY OF CHILLICOTHE, MISSOURI

December 2008



**D·R·E·A·M**  
I N I T I A T I V E



# ACKNOWLEDGMENTS



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



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## SECTION I

### METHODOLOGY

#### COMMUNITY SURVEY

- Three hundred (300) interviews were completed from a random telephone sample of residents of Chillicothe, Missouri.
- The margin of error for this survey is  $\pm 5.7\%$ .
- The survey consisted of 66 questions and took, on average, close to 14 minutes to complete.
- Fieldwork was conducted through September 30, 2008 by Customer Research International (CRI) located in Austin, Texas.
  - CRI fields all studies from its outbound call center in San Marcos, TX at 135 S Guadalupe Street. Interviewers dial from 4:00 PM to 9:00 PM weeknights, 10:00 AM to 6:00 PM on Saturdays, and 1:00 PM to 7:00 PM on Sundays.
  - Interviews were conducted using computer-assisted telephone interviewing (CATI) software. This CATI software ensures all questions were asked correctly and all logic and skip patterns were implemented properly.
  - The electronic telephone sample was randomized and de-duped to ensure each household was only represented once. Telephone numbers were distributed equally among ten separate replicate groups. Telephone numbers were deemed exhausted once five calling attempts were made or an ending call result was encountered (completed survey, disconnected phone, terminate, refusal, etc.). There was a minimum of 1.5 hours between each call attempt.
  - Project supervisors validated 10% of each interviewer's completed surveys by calling back the respondent and verifying specific responses. Additionally, supervisors continually monitored live calls through CRI's call monitoring system in order to ensure proper interviewing procedures were maintained.

<b>CRI DAILY REPORT</b>				
<b>UNI056 - City of Chillicothe Survey</b>				
<b>Cumulative Thru 9/30/08</b>				
<b>Dials</b>				
No Answer			3682	41.46%
Phone busy			800	9.01%
Disconnected Phone			758	8.54%
Business/Government			269	3.03%
Respondent Not Available			981	11.05%
Refusal			689	7.76%
Computer Tone			178	2.00%
Language Problem			22	0.25%
Schedule Callback			71	0.80%
Mid-Interview Terminate			12	0.14%
Answering Machine			952	10.72%
Terminate - No One in Household 18 or Older			61	0.69%
Overquota - Age			105	1.18%
<b>Completes</b>		(Quota = 300)	300	3.38%
<b>TOTAL DIALS</b>			8880	100.00%
<b>Incidence:</b>	83.65%			
<b>Length:</b>	13.8 min.			

## SECTION II

### EXECUTIVE SUMMARY

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

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

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

- ◆ Approximately three-quarters of respondents felt that Chillicothe is moving in the right direction.
- ◆ Respondents placed the highest priority on repairing major streets.
- ◆ Over four in five respondents indicated that they visit downtown once a month or more.
- ◆ Over two-thirds of respondents said they most often utilized downtown for conducting business.
- ◆ A majority of respondents felt “excellent” or “good” about almost all of the characteristics of a downtown as they relate to Chillicothe.
- ◆ Over nine in ten respondents felt that retaining the historic of downtown Chillicothe was “very” or “somewhat” important.

#### B. KEY DEMOGRAPHIC INFORMATION

##### By age:

- ◆ Revitalizing downtown and improving emergency services were more important to respondents over 35 years old than those under 35.
- ◆ The youngest respondents indicated that they visit downtown Chillicothe more often than any other age group does.
- ◆ The 65+ age group viewed signage, business hours, parking, dining, and entertainment more favorably than other age groups.
- ◆ Respondents younger than 50 were more interested in family or casual dining than residents older than 50.

- ◆ Chillicothe's youngest residents were more interested in bars and nightclubs than older residents.
- ◆ The 35-49 age group was more interested in museums than respondents in other age groups.
- ◆ The 50-64 age group was more interested in making the area more pedestrian-friendly than other groups.

#### **By amount of time respondents had lived in Chillicothe:**

- ◆ Attracting big box development was particularly important to those who have lived in Chillicothe 0-2 years.
- ◆ Residents who have lived in Chillicothe for 0-2 years indicated that they visit downtown Chillicothe for entertainment and government/post office *much less* often than any other group does.
- ◆ Residents who have lived in Chillicothe for 6-10 years indicated that they visit downtown Chillicothe more often for special events, government/post office, and conducting business than any other group does.
- ◆ Respondents who have lived in Chillicothe 6-10 years viewed signage and the condition of streets more favorably than all other groups.
- ◆ Chillicothe's newest residents viewed safety at night and the condition of sidewalks more favorably than all other groups.
- ◆ Many types of businesses were particularly important to respondents who have been in Chillicothe 6-10 years: fine dining, upscale specialty shops, antique shops, art galleries and shops, and clothing stores.
- ◆ Lodging and a bookstore were of particular interest to Chillicothe's residents who have lived in town for 0-2 years.
- ◆ Fine dining was of particular interest to Chillicothe's residents who have lived in town for 6-10 years.
- ◆ Residents who have lived in town for 0-2 years were more interested in adding green space and stricter code enforcement than other groups.
- ◆ Residents who have lived in town for 3-5 years were more interested in improving lighting and keeping streets and sidewalks cleaner than other groups.
- ◆ The newspaper was more often cited as a primary source of information about downtown events and businesses by respondents who have lived in Chillicothe 6-10 years than by any other group.

### By income level:

- ◆ Revitalizing downtown and improving emergency services were most important to respondents with annual incomes of under \$25,000.
- ◆ Residents with incomes over \$100,000 indicated that they visit downtown Chillicothe for dining and entertainment more often than lower-income groups do.
- ◆ Chillicothe's highest-income residents saw lodging, outdoor dining, and a bakery as higher priorities than other income groups.
- ◆ Chillicothe's highest-income residents placed a higher priority on signage than any other income group.

### By gender:

- ◆ Revitalizing downtown and improving emergency services were particularly important to female respondents.
- ◆ Upscale specialty shops, art galleries and shops, a bookstore, and a bakery were significantly more of a priority to female residents than to male residents.

## C. COMMUNITY PRIORITIES AND FEEDBACK IN DETAIL

### Priorities for the Community:

- ✓ **Approximately three-quarters of respondents felt that Chillicothe is moving in the right direction.**

Three-fourths (76.3%) of respondents felt that Chillicothe is moving in the right direction, while only 13.0% of respondents felt that Chillicothe is moving in the wrong direction.

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

At the beginning of the survey, respondents were asked to prioritize five potential improvements that "might be done to improve the quality of life in a given area" using a 5-point scale, where "5" indicated the improvement should be a top priority and "1" indicated the item should be a very low priority. Over two-thirds (71.7%) of respondents answered that "repairing major streets" should be a high priority for Chillicothe.

A majority of respondents placed a high priority on "improving emergency services" (55.0%), on "attracting more big box retail development" (54.0%), and on "revitalizing the Chillicothe downtown area" (51.3%). Less than half placed a high priority on "upgrading parks and recreation facilities" (45.3%).

### Visiting Downtown:

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

Respondents were asked how often they visit downtown. Over half of respondents (60.0%) answered that they visit downtown "more than five times a month." Almost one quarter (24.7%) visit downtown "one to five times per month." Smaller percentages of respondents said that they visit downtown "less than once a month" (7.3%), and "once a year or less" (5.0%).

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

The following percentages of people responded "very often" or "somewhat often":

- ◆ Conducting business (70.1%)
- ◆ Shopping (61.5%)
- ◆ Government/post office (60.1%)
- ◆ Special events (59.5%)
- ◆ Dining (55.0%)
- ◆ Attending church (46.7%)
- ◆ Entertainment (37.5%)
- ◆ Other outdoor recreation, such as walking (36.4%)

When asked which one of these reasons respondents would most often visit downtown, more than one in three respondents indicated "conducting business" (35.7%).

### Views of Current Downtown Chillicothe:

- ✓ A majority of respondents felt "excellent" or "good" about almost all of the characteristics of a downtown as they relate to Chillicothe.
- ✓ Over nine in ten respondents felt that retaining the historic of downtown Chillicothe is "very" or "somewhat" important.

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

The following characteristics were rated very highly, either "excellent" or "good," by more than three-quarters of respondents:

- ◆ Safety during the day (94.7%)
- ◆ Safety at night (83.0%)
- ◆ Condition of sidewalks (81.3%)
- ◆ Preservation of historic structures (78.3%)
- ◆ Signs to help people find their way around (77.3%)
- ◆ Convenient business hours (76.7%)

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

- ◆ Convenient parking (70.7%)
- ◆ Condition of streets (68.7%)
- ◆ Available green space (64.7%)
- ◆ Diverse mix of businesses (62.3%)
- ◆ Occupied storefronts (60.7%)
- ◆ Dining options (56.7%)

The only remaining characteristic was not considered descriptive of downtown Chillicothe, as less than a majority rated them “excellent” or “good”:

- ◆ Entertainment options (42.7%)

The respondents almost unanimously (92.7%) suggested that it is “very” or “somewhat” important that downtown Chillicothe work to retain its historic character. Only 7.0% 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, clothing stores, and fine dining downtown.**

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

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

- ◆ Family or casual dining (64.0%)
- ◆ Clothing stores (56.7%)
- ◆ Fine dining (50.3%)

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

- ◆ Arcade or other attraction aimed at teenagers (47.3%)
- ◆ Ice cream shop/soda fountain (46.0%)
- ◆ Bookstore (44.0%)
- ◆ Lodging such as hotel, motel, or bed and breakfast (43.0%)
- ◆ Hunting/fishing or outdoor sporting goods store (42.7%)
- ◆ Bank (38.7%)
- ◆ Outdoor dining (38.3%)
- ◆ Bakery (36.0%)
- ◆ Upscale specialty shops (35.3%)
- ◆ Coffee shop (30.0%)

- ◆ Museums (28.3%)
- ◆ Art galleries and shops (28.0%)
- ◆ Antique shops (21.7%)
- ◆ Bars/nightclubs (13.7%)

When asked to choose the one business respondents would most like to see in downtown Chillicothe, one in five (20.3%) answered “clothing stores,” followed by “family or casual style dining” (19.7%).

### **Priorities for Other Downtown Improvements:**

- ✓ Presented with several potential downtown improvements, between 37% and 49% of respondents felt that each improvement was a priority.
- ✓ The respondents were in favor of second-story living space downtown.

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

All possible improvements were considered a “very high” or “high” priority to between 37% and 49% of respondents:

- ◆ Moving utilities underground (48.7%)
- ◆ Making the area more pedestrian-friendly (48.3%)
- ◆ Keeping streets and sidewalks cleaner (47.3%)
- ◆ Improving building façades (45.0%)
- ◆ Stricter code enforcement (43.7%)
- ◆ Adding green space (41.7%)
- ◆ Developing second-story residential space (41.7%)
- ◆ Adding new parking spaces or lots (41.7%)
- ◆ Improving lighting (37.0%)
- ◆ Improving signage to help people find their way around (37.0%)

When asked how they felt about Chillicothe developing second-story living space in downtown buildings, 59.3% felt that the City *should* develop these residential spaces, with 42.0% favoring rental units over condominiums.

### **Communication about Downtown:**

- ✓ Most respondents received their information about downtown Chillicothe through the local newspaper.

When asked to indicate their primary and secondary sources of information about downtown Chillicothe, half (49.7%) indicated that the newspaper was their primary source of information, and another quarter (27.0%) indicated that it was their secondary source of information.

## D. DEMOGRAPHIC INFORMATION IN DETAIL

### Priorities for the Community:

- ✓ **Revitalizing downtown and improving emergency services were more important to respondents over 35 years old than those under 35.**

A majority of residents older than 35, between 50.6% and 53.8%, felt that revitalizing downtown should be a high priority, as compared to only 29.4% of respondents under 35. In addition, a majority of residents older than 35, between 54.8% and 62.1%, felt that repairing major streets should be a high priority, as compared to only 32.4% of respondents under 35.

- ✓ **Revitalizing downtown and improving emergency services were particularly important to female respondents.**

A majority (56.0%) of female respondents felt that revitalizing downtown should be a high priority, compared to only 46.7% of male respondents, and 61.3% of female respondents felt that improving emergency services should be a high priority, compared to only 48.7% of male respondents.

- ✓ **Revitalizing downtown and improving emergency services were most important to respondents with annual incomes of under \$25,000.**

Close to two-thirds (63.0%) of respondents in the under \$25,000 income group felt that revitalizing downtown should be a high priority, compared to less than 53.3% of other income groups, and 66.7% of respondents in the under \$25,000 income group felt that revitalizing downtown should be a high priority, compared to between 40% and 60% of other income groups.

- ✓ **Attracting big box development was particularly important to those who have lived in Chillicothe 0-2 years.**

Three-quarters of the residents that have been in Chillicothe for 2-3 years (75.0%) felt that attracting more big box retail development should be a high priority. Less than 63.2% of all other groups felt the same.

### Visiting Downtown:

- ✓ **The youngest respondents indicated that they visit downtown Chillicothe more often than any other age group does.**

Three-fourths (73.4%) of Chillicothe's residents who have lived in town 0-2 years visited downtown more than five times a month, as compared to less than 62.4% of other age groups.

- ✓ **Residents who have lived in Chillicothe for 0-2 years indicated that they visit downtown Chillicothe for entertainment and government/post office *much less* often than any other group does.**

No (0%) residents who have lived in Chillicothe 0-2 years visit downtown “very” or “somewhat” often for entertainment, as compared to more than 33.3% of other groups. Similarly, 30.0% of residents who have lived in Chillicothe 0-2 years visit downtown “very” or “somewhat” often for government/post office, as compared to more than 53.8% of other groups.

- ✓ **Residents who have lived in Chillicothe for 6-10 years indicated that they visit downtown Chillicothe more often for special events, government/post office, and conducting business than any other group does.**

For these three reasons, residents who have lived in Chillicothe 6-10 years visit downtown “very” or “somewhat” often, with a difference of between 7% and 30% from all other groups.

- ✓ **Residents with incomes over \$100,000 indicated that they visit downtown Chillicothe for dining and entertainment more often than lower-income groups do.**

For dining, 69.0% of residents with annual household incomes of more than \$100,000 indicated that they visit downtown “very” or “somewhat” often, as compared to less than 57.7% of other income groups. For entertainment, 58.6% of residents with annual household incomes of more than \$100,000 indicated that they visit downtown “very” or “somewhat” often, as compared to less than 38.7% of other income groups.

### **Views of Current Downtown Chillicothe:**

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

Significant percentages of the 65+ age group viewed signage (83.9%), business hours (85.1%), parking (83.9%), dining (71.3%), and entertainment (51.7%) as “excellent” or “good.” These differences ranged from 6% to 30% compared to other age groups.

- ✓ **Respondents who have lived in Chillicothe 6-10 years viewed signage and the condition of streets more favorably than all other groups.**

Over eight in ten respondents who have lived in Chillicothe 6-10 years (86.8%) felt that signage is “excellent” or “good,” compared to less than 77.5% of all other groups. Similarly, nearly eight in ten respondents who have lived in Chillicothe 6-10 years (78.9%) felt that the condition of streets is “excellent” or “good,” compared to less than 68.8% of all other groups.

- ✓ **Chillicothe’s newest residents viewed safety at night and the condition of sidewalks more favorably than all other groups.**

Over nine in ten respondents who have lived in Chillicothe 0-2 years (91.7%) felt that the condition of sidewalks is “excellent” or “good,” compared to less than 83.2% of all other groups. All respondents who have lived in Chillicothe 0-2 years (100.0%) felt that the safety at night is “excellent” or “good,” compared to less than 92.1% of all other groups.

### Priorities for Types of Downtown Businesses:

- ✓ **Many types of businesses were particularly important to respondents who have been in Chillicothe 6-10 years: fine dining, upscale specialty shops, antique shops, art galleries and shops, and clothing stores.**

Respondents who have lived in Chillicothe 6-10 years rated each of these types of businesses as high priorities, and more. The other groups found these businesses significantly less important, with differences of between 10% and 25% between the 6-10-year group and the other groups.

- ✓ **Upscale specialty shops, art galleries and shops, a bookstore, and a bakery were significantly more of a priority to female residents than to male residents.**

Significantly more women than men saw these businesses as a priority, with a difference of at least 10%.

- ✓ **Chillicothe's highest-income residents saw lodging, outdoor dining, and a bakery as higher priorities than other income groups.**

Respondents with annual incomes of over \$100,000 rated lodging (63.3%, compared to less than 43.5% of other income groups), outdoor dining (60.0%, compared to less than 40.7% of other income groups), and a bakery (60.0%, compared to less than 42.6% of other income groups) as high priorities.

- ✓ **Lodging and a bookstore were of particular interest to Chillicothe's residents who have lived in town for 0-2 years.**

More than four in five (83.3%) respondents who have lived in Chillicothe 0-2 years felt that lodging was a high priority, compared to less than 61.5% of all other groups. Similarly, 75.0% of the respondents who have lived in Chillicothe 0-2 years felt that a bookstore was a high priority, compared to less than 47.4% of all other groups.

- ✓ **Fine dining was of particular interest to Chillicothe's residents who have lived in town for 6-10 years.**

Three in five (60.5%) respondents who have lived in Chillicothe 6-10 years felt that lodging was a high priority, compared to less than 49.7% of all other groups.

- ✓ **Respondents younger than 50 were more interested in family or casual dining than residents older than 50.**

Seven in ten (70.6%) respondents in the 18-34 age group and 76.3% of the 35-49 age group felt that family or casual style dining was a high priority, compared to less than 56.5% of older age groups.

- ✓ **Chillicothe's youngest residents were more interested in bars and nightclubs than older residents.**

Three in ten (29.4%) respondents in the 18-34 age group felt that bars/nightclubs were a high priority, compared to less than 12.9% of older age groups.

- ✓ **The 35-49 age group was more interested in museums than respondents in other age groups.**

Two in five (40.9%) respondents in the 35-49 age group felt that museums were a high priority, compared to less than 24.7% of other age groups.

### **Priorities for Other Downtown Improvements:**

- ✓ **Residents who have lived in town for 0-2 years were more interested in adding green space and stricter code enforcement than other groups.**

These residents viewed adding green space (66.7%, as compared to less than 52.6% of other groups) and stricter code enforcement (66.7%, as compared to less than 47.6% of other groups) as more of a high priority than respondents in other groups.

- ✓ **Residents who have lived in town for 3-5 years were more interested in improving lighting and keeping streets and sidewalks cleaner than other groups.**

These residents viewed improving lighting (50.0%, as compared to less than 38.7% of other groups) and keeping streets and sidewalks cleaner (76.9%, as compared to less than 58.3% of other groups) as more of a high priority than respondents in other groups.

- ✓ **The 50-64 age group was more interested in making the area more pedestrian-friendly than other groups.**

A majority (56.5%) of the 50-64 age group viewed making the area more pedestrian-friendly as a high priority, as compared to less than 48.5% of other age groups.

- ✓ **Chillicothe's highest-income residents placed a higher priority on signage than any other income group.**

Over half of residents with annual incomes of more than \$100,000 placed a high or very high priority on signage (56.7%), while less than 37.0% of other income groups feel the same about signage.

### **Communication about Downtown:**

- ✓ **The newspaper was more often cited as a primary source of information about downtown events and businesses by respondents who have lived in Chillicothe 6-10 years than by any other group.**

Six in ten respondents who have lived in Chillicothe 6-10 years (63.2%) responded that they use the newspaper as their primary source of information about downtown, as compared to less than 50.8% of all other groups.

### SECTION III

## OVERVIEW OF DATA

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

Three hundred (300) interviews were completed, and a sample of this size yields an overall error margin of  $\pm 5.4\%$ . This Overview of Data provides overall results of every question asked. We give exact wording of each question, editing only some instructions in the interest of space. Each set of responses is sorted by frequency of response where appropriate and the most prevalent response is bolded in each section.

		%
1. Thinking about the Chillicothe, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?	<b>Right direction</b>	<b>76.3%</b>
	Mixed	7.7%
	Wrong direction	13.0%
	Other, don't know	3.0%

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. The first is...

	Mean	very high priority (5) %	total high priority (4-5) %	3 %	total low priority (1-2) %
3. Repairing major streets	<b>3.97</b>	<b>40.0%</b>	<b>71.7%</b>	<b>16.7%</b>	<b>4.7%</b>
4. Improving emergency services	<b>3.67</b>	<b>33.3%</b>	55.0%	23.0%	8.3%
2. Revitalizing the Chillicothe downtown area	<b>3.59</b>	<b>31.0%</b>	51.3%	29.3%	6.0%
6. Attracting more big box retail development	<b>3.53</b>	<b>31.0%</b>	54.0%	20.7%	12.0%
5. Upgrading parks and recreation facilities	<b>3.29</b>	<b>24.7%</b>	45.3%	25.7%	14.0%

	%	
7. How often do you visit downtown Chillicothe?	Once a year or less	5.0%
	Less than once a month	7.3%
	One to five times per month	24.7%
	<b>More than five times a month</b>	<b>60.0%</b>
	Other -Specify	3.0%
	Don't visit downtown	.0%
	Don't know	.0%

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

	<i>very often</i>	very/somewhat often	not very/not at all often	other/don't know
	%	%	%	%
14. conducting business	<b>36.1%</b>	<b>70.1%</b>	<b>29.9%</b>	<b>.0%</b>
8. shopping	28.9%	61.5%	38.1%	.3%
13. government/post office	26.5%	60.1%	38.1%	1.7%
12. special events	16.2%	59.5%	40.5%	.0%
9. dining	23.4%	55.0%	44.7%	.3%
15. attending church	36.8%	46.7%	52.6%	.7%
10. entertainment	9.3%	37.5%	62.5%	.0%
11. other outdoor recreation, such as walking	16.5%	36.4%	63.6%	.0%

	%	
16. Of the items listed above, which would you say is the one reason you most often visit downtown Chillicothe?	<b>Conducting business</b>	<b>35.7%</b>
	Shopping	25.4%
	Dining	8.9%
	Special events	5.5%
	Government/post office	5.2%
	Attending church	5.2%
	Other outdoor recreation, such as walking	3.1%
	Entertainment	2.7%
	Other, don't know	8.2%

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

	<i>excellent</i>	excellent/ good	not so good/ poor	other/don't know
	%	%	%	%
<b>28. safety during the day</b>	<b>30.3%</b>	<b>94.7%</b>	<b>5.0%</b>	<b>.3%</b>
29. safety at night	15.0%	83.0%	10.0%	7.0%
27. condition of sidewalks	11.7%	81.3%	17.0%	1.7%
20. preservation of historic structures	13.3%	78.3%	21.7%	.0%
17. signs to help people find their way around	13.3%	77.3%	20.0%	2.7%
18. convenient business hours	11.3%	76.7%	22.0%	1.3%
22. convenient parking	9.0%	70.7%	28.7%	.7%
26. condition of streets	3.7%	68.7%	30.7%	.7%
19. available green space	9.0%	64.7%	28.3%	7.0%
23. diverse mix of businesses	7.0%	62.3%	35.0%	2.7%
21. occupied storefronts	8.0%	60.7%	37.3%	2.0%
24. dining options	11.7%	56.7%	41.7%	1.7%
25. entertainment options	6.3%	42.7%	54.3%	3.0%

	%
	<b>53.0%</b>
<b>Very</b>	<b>53.0%</b>
Somewhat	39.7%
Not very	5.0%
Not at all	2.0%
Other, don't know	.3%
<i>very/somewhat</i>	<i>92.7%</i>
<i>not very/not at all</i>	<i>7.0%</i>

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 Chillicothe should place on bringing or adding more of that type of business *to its own downtown area*. If you think an item should be a top priority, rate it a "5." If you think it shouldn't be a priority at all, rate it a "1." Of course, you can use any number between five and one. The first is...

	Mean	very high priority (5) %	total high priority (4-5) %	3 %	total low priority (1-2) %
32. family or casual style dining	<b>3.77</b>	<b>35.3%</b>	<b>64.0%</b>	<b>18.0%</b>	<b>16.3%</b>
41. clothing stores	<b>3.63</b>	30.0%	56.7%	26.3%	15.7%
33. fine dining	<b>3.44</b>	27.3%	50.3%	26.7%	22.3%
35. ice cream shop/soda fountain	<b>3.35</b>	24.0%	46.0%	30.3%	22.7%
42. arcade or other attraction aimed at teenagers	<b>3.28</b>	28.0%	47.3%	21.3%	30.3%
44. bookstore	<b>3.27</b>	24.0%	44.0%	28.0%	28.0%
45. hunting/fishing or outdoor sporting goods store	<b>3.20</b>	24.0%	42.7%	26.3%	29.7%
31. lodging such as hotel, motel or bed and breakfast	<b>3.10</b>	19.3%	43.0%	19.0%	36.3%
46. bakery	<b>3.05</b>	16.7%	36.0%	30.3%	33.0%
34. outdoor dining	<b>3.03</b>	16.0%	38.3%	26.3%	34.0%
36. upscale specialty shops	<b>2.98</b>	14.7%	35.3%	28.7%	34.7%
38. art galleries and shops	<b>2.82</b>	14.7%	28.0%	30.7%	39.7%
40. bank	<b>2.81</b>	27.3%	38.7%	12.0%	49.3%
39. coffee shop	<b>2.76</b>	14.0%	30.0%	25.3%	43.3%
47. museums	<b>2.73</b>	15.3%	28.3%	26.7%	44.3%
37. antique shops	<b>2.56</b>	10.0%	21.7%	27.3%	50.0%
43. bars/nightclubs	<b>2.02</b>	6.0%	13.7%	15.3%	68.3%

		%
48. Of the items listed above, what business would you most like to see in downtown Chillicothe?	<b>Clothing stores</b>	<b>20.3%</b>
	Family or casual style dining	19.7%
	Hunting/fishing or outdoor sporting goods store	11.0%
	Arcade or other attraction aimed at teenagers	8.3%
	Fine dining	7.7%
	Bookstore	5.7%
	Ice cream shop/soda fountain	4.0%
	Upscale specialty shops	3.7%
	Outdoor dining	2.7%
	Lodging such as hotel, motel or bed and breakfast	2.0%
	Coffee shop	1.7%
	More museums	1.3%
	Bakery	1.3%
	Bank	1.3%
	Art galleries and shops	1.3%
Antique shops	1.0%	
Bars/nightclubs	.7%	
Other - Specify	6.3%	

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 Chillicothe using the same 5-point scale.

	<b>Mean</b>	<i>very high priority (5)</i> %	total high priority (4-5) %	3 %	total low priority (1-2) %
51. moving utilities underground	<b>3.40</b>	<b>27.3%</b>	<b>48.7%</b>	<b>23.0%</b>	<b>24.7%</b>
57. improving building facades	<b>3.40</b>	<b>25.3%</b>	45.0%	34.0%	20.0%
55. making the area more pedestrian-friendly	<b>3.38</b>	<b>25.3%</b>	48.3%	26.0%	24.3%
53. stricter code enforcement	<b>3.31</b>	<b>23.7%</b>	43.7%	26.3%	25.7%
58. keeping streets and sidewalks cleaner	<b>3.25</b>	<b>21.3%</b>	47.3%	23.7%	28.7%
49. adding green space	<b>3.20</b>	<b>22.3%</b>	41.7%	27.7%	29.0%
54. developing second-story residential space	<b>3.20</b>	<b>19.0%</b>	41.7%	25.0%	29.3%
52. adding new parking spaces or lots	<b>3.17</b>	<b>20.0%</b>	41.7%	27.0%	30.7%
50. improving lighting	<b>3.03</b>	<b>16.0%</b>	37.0%	28.3%	33.3%
56. improving signage to help people find their way around	<b>3.03</b>	<b>15.7%</b>	37.0%	28.0%	33.7%

	Mean	very high priority (5) %	total high priority (4-5) %	3 %	total low priority (1-2) %
51. moving utilities underground	3.40	27.3%	48.7%	23.0%	24.7%
57. improving building facades	3.40	25.3%	45.0%	34.0%	20.0%
55. making the area more pedestrian-friendly	3.38	25.3%	48.3%	26.0%	24.3%
53. stricter code enforcement	3.31	23.7%	43.7%	26.3%	25.7%
58. keeping streets and sidewalks cleaner	3.25	21.3%	47.3%	23.7%	28.7%
49. adding green space	3.20	22.3%	41.7%	27.7%	29.0%
54. developing second-story residential space	3.20	19.0%	41.7%	25.0%	29.3%
52. adding new parking spaces or lots	3.17	20.0%	41.7%	27.0%	30.7%
50. improving lighting	3.03	16.0%	37.0%	28.3%	33.3%
56. improving signage to help people find their way around	3.03	15.7%	37.0%	28.0%	33.7%

	%
Local newspaper	49.7%
word-of-mouth	16.7%
61a. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Chillicothe?	
I live downtown	6.7%
Radio	6.3%
Chamber of Commerce web site	5.0%
Television	1.0%
Other [specify]	9.7%
No Others/don't know	5.0%

	%
Local newspaper	27.0%
Radio	26.0%
word-of-mouth	25.3%
61b. And what is your second most likely source of information?	
Chamber of Commerce web site	5.3%
I live downtown	3.2%
Television	2.1%
Other [specify]	7.7%
No Others/don't know	3.5%

		%
62. How familiar are you with a state-sponsored program called the DREAM Initiative? Would you say you are very familiar, somewhat, not very or not at all familiar with the DREAM Initiative?	Very familiar	5.7%
	Somewhat familiar	15.7%
	Not very familiar	21.7%
	<b>Not at all familiar</b>	<b>56.3%</b>
	Other, don't know	.7%
	<i>very/somewhat familiar</i>	<i>21.3%</i>
	<i>not very/not at all</i>	<i>78.0%</i>

And now, a few final questions for classification purposes.

		%
63. In which of the following age groups are you?	18-34	11.3%
	35-49	31.0%
	50-64	28.3%
	65 or over	29.0%
	Other, don't know, refused	.3%

		%
64. How long have you lived in the Chillicothe area?	0-2 years	4.0%
	3-5 years	8.7%
	6-10 years	12.7%
	11-20 years	10.7%
	More than 20 years	63.7%
	Other, don't know	.3%

		%
65. For statistical purposes only, please indicate which of the following categories best fits your total household income for 2007. Just stop me when I get to your category.	Under \$25,000	18.0%
	\$25,000 to \$49,999	28.3%
	\$50,000 to \$74,999	23.0%
	\$75,000 to \$99,999	10.3%
	\$100,000 plus	10.0%
	Other, don't know, refused	10.3%

		%
66. Gender	Male	50.0%
	Female	50.0%

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## SECTION IV

### RESPONSE TO OPENENDED QUESTIONS

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

- Every day (7)
- Once a month
- Twice a week on bus

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

- Fast food restaurants on the north end of town
- Recreation
- Home style restaurant
- Sewing/fabric store (Joanne's, hobby lobby, etc)
- Ladies shoe store
- Bicycle shop
- Hardware store
- Dollar general
- A federal agency that someone can sit down and talk to officials about what they think about laws; a place to voice opinions and use freedom of speech
- Grocery store

**59. Are there any other improvements you think should be made to downtown Chillicothe?**

- Picnic tables for shoppers, tourists, employees
- I would like to see more parking and stores; i would like to walk around the square and go to the stores instead of Having to travel all over town
- Having affordable housing in Chillicothe for residents
- Sidewalk improvements make it easier for disabled people to walk around
- I would like to see a reasonable priced clothing store;

Something that a senior citizen can afford on a fixed income;

Something not geared toward teenagers and young people.

More coffee shops

Need to make streets go all the way through town; too many dead end streets; just looks like they threw house up and built around it; all streets dead end

Remodel Citizens bank and make it look like it should

On the corner of the square a big old hotel with a drug store in the bottom; big brick building, boarded up windows; something should be done

The city police need more education for the officers that are trying to better our community

Clothing shops for people that need larger sizes; a major bookstore that has more variety for children all the way to adults; college kids could buy books locally; more of the businesses should be wheelchair friendly

Cleaning up junk houses; it makes the neighborhoods look bad; need to be torn down

See something done with abandoned buildings

Make more young people friendly

We have a lot of empty stores in the downtown area

Cleaning up the businesses that have clothes

Make more attractive so people will come add more shops;

Shops are too spread out

More businesses because there are empty spaces

Need more salvation army

Just need some trees and grass around the courthouse and some of the older buildings restored

Tear buildings that need to be torn down like the old hotel

More businesses

It needs to be more kid friendly

I think there are so many empty buildings we should be utilizing first and foremost to bring in business

We need businesses; need to keep downtown alive; a store with ladies clothing and jewelry and little goodies like old navy; i see the mixture of having the coffee shop and book store

More businesses to stay uptown

Something should be done with the leeper hotel

Blacktop, new yellow lines

See them finish the curbing, guttering in the residential area because one street just a block west has deep ditches and the street isn't that wide and it isn't that safe; there is a lot of traffic

Something for the kids to do; there is just the youth - they don't have any places for the teenagers to go; they go out and drink and get hurt; they need more youth orientated things

Their sidewalks are terrible; add a kohls or jcpenny's department store

More businesses

Make an area for concerts and musicians and artists; need more seats in public area; better parking; old theatres;

Improve police departments and curfews for teenagers

I would like to see a lot of green space in general; just think it is more appealing

Losing a lot of small businesses; need to get places like long john's back; they have been shutting down

More police patrol out when all the kids are out; not enough patrol around

Need more factories, parks and recreational stuff for jobs and stuff for people do; need a music store so you don't have to drive an hour to get music stuff

Need to fix the stop lights

Adding more things for the kids and more restaurants

Adding another music venue or better entertainment options

Beautification of old buildings

Tear it down and start over; that's all i can think making the city more viable; more attractive to outside; more retail shops

More shops, more clothing shops

Improve getting business to come in; add more buildings in vacant lots

More local stores and certain businesses

More businesses

More stuff to do

Better quality restaurants

Better job of maintaining emergency services because of bad treatment

Factories and places to work

I think it should be more friendly to the businessmen and better investment; cell phone; family owned; they tend to rubber stamp things

Get rid of the murals

I would like to have more artsy things like art galleries, theatres, museums, and more cultural displays and events showing the diversity of the area

We just need to work on improving stuff we already got like the streets

They have a lot of abandoned buildings that they should use for something

I want more fast food chains like Arby's, Wendy's, and Ruby Tuesdays; a safety light near Chillicothe high school

Fix the sidewalks because they look bad; do away with bricks in sidewalk

Making buildings full; having buildings kept up; longer store hours - all stores close at 5:00

More signs to show locations of things

I want fewer banks; more specialty stores; improving building facades

Better judicial system; better society that treats elderly better; need a hospital; smooth streets; better personal relations in between paid officials and civilians

Schools are our priority

I think there should be more room; we have a lot of businesses downtown but not enough places to park; all the businesses are too crowded together

Mini mall

There should be bicycle lanes

Need more stores so you don't have to travel so far especially clothing stores and nicer restaurants

More green space; community needs a good high quality bed and breakfast

**61a. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Chillicothe?**

Driving through (4)

Ad pages (3)

Main Street Program (3)

Just by visiting (2)

Library

Friendly little town

Organizations like welcoming hands, coffee club

Observation of the downtown area in person

Daily in area

Find out on my own

Court house

Job

Lived there most of my life

Personal observations from doing business down there

Walking to downtown

Work downtown

Court house

Reading information at the courthouse

Wife's work

City leaders

Occupation

**60b. and what is your second most likely source of information?**

I live there (2)

The main street program

There are bulletin boards in the stores

Oats best

Parks department

Observation

I am with radio station

Job

Internet

Business news

Telephone books

Ad page

Driving by the downtown area

Library

Family services

Phone book and yellow pages

Patrons

Watching corrupt people sell drugs and watching corrupt officials

Observation

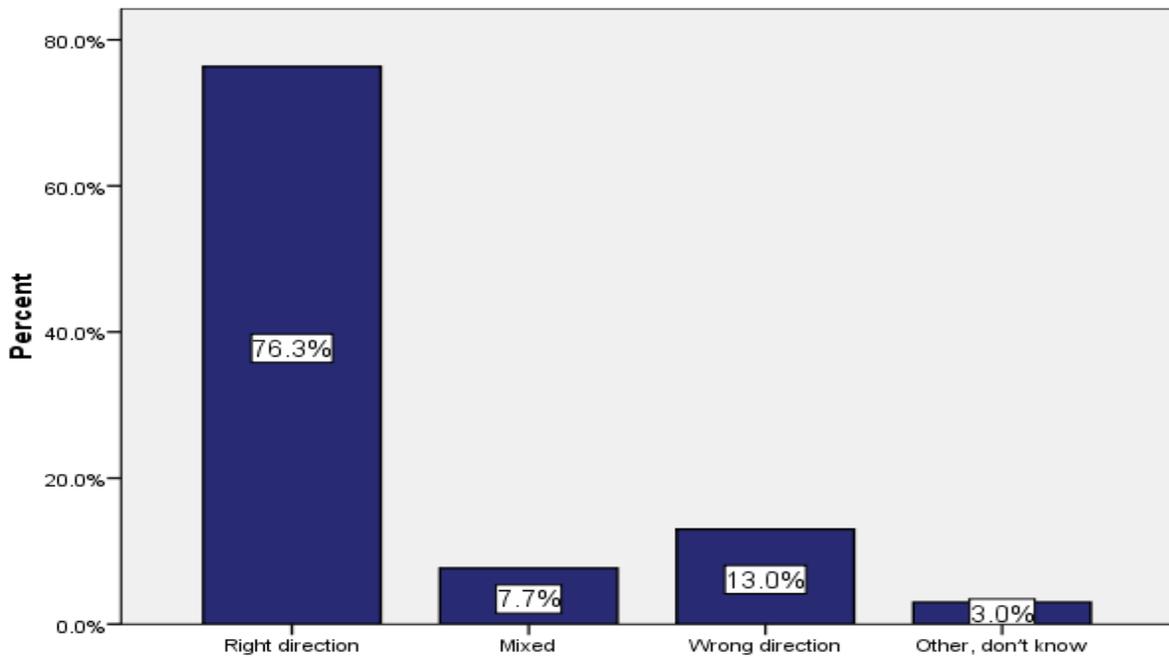
City council meetings

Chillicothe development corp.

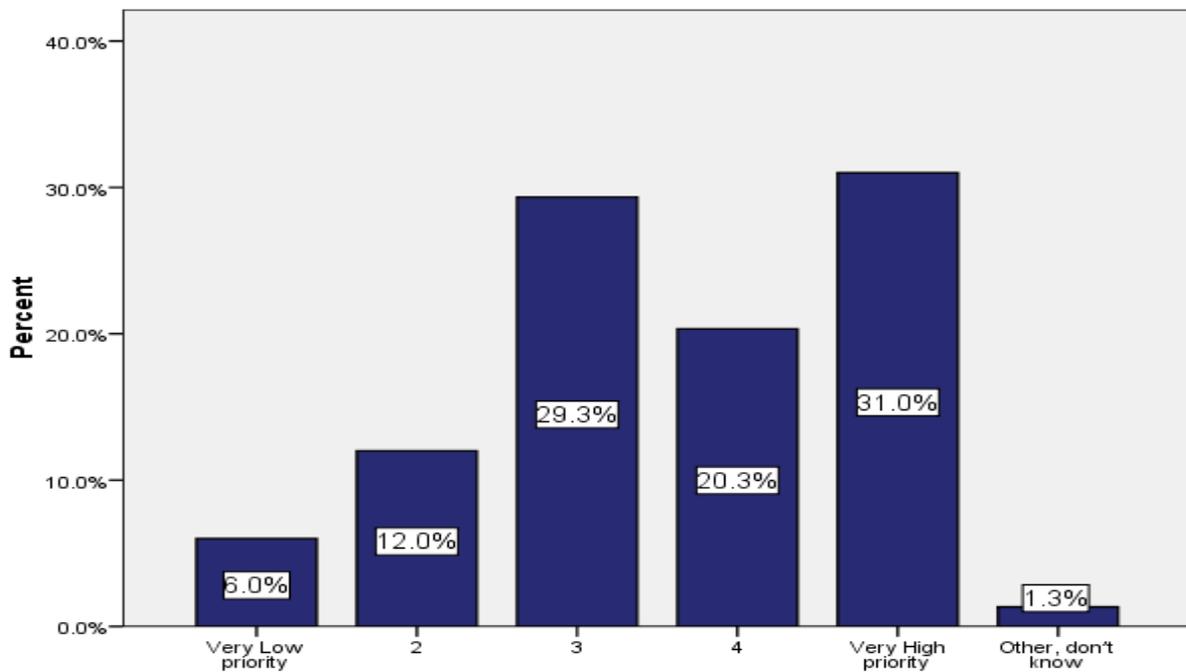
## SECTION V

### BAR CHARTS

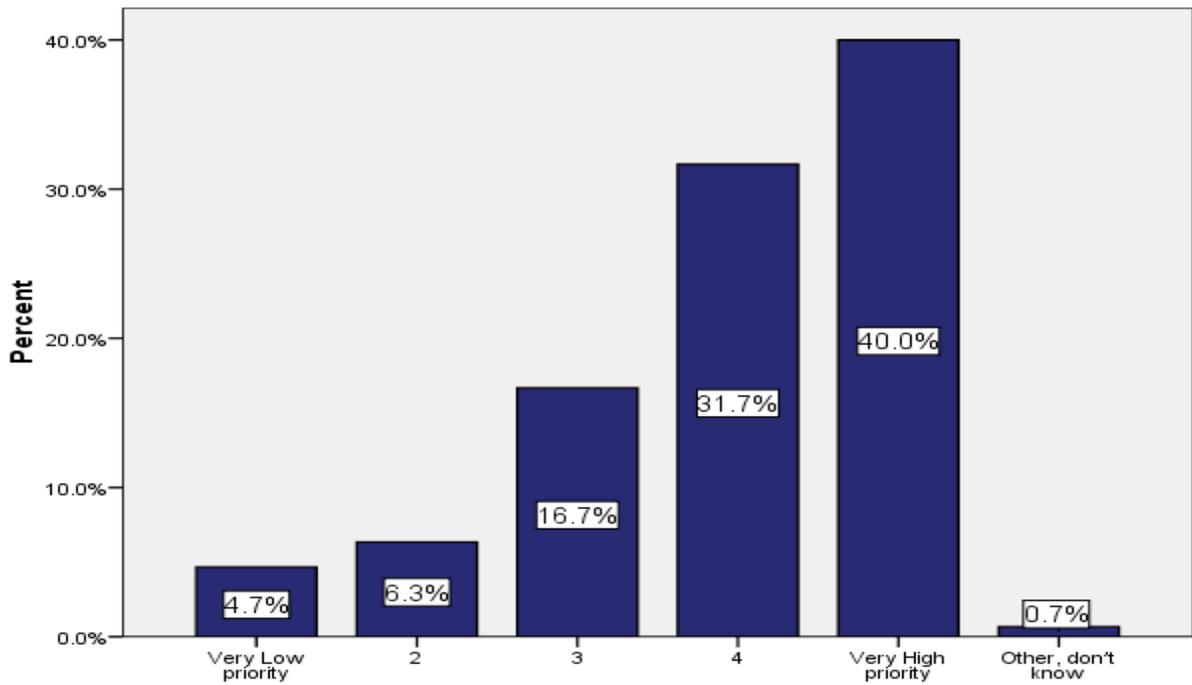
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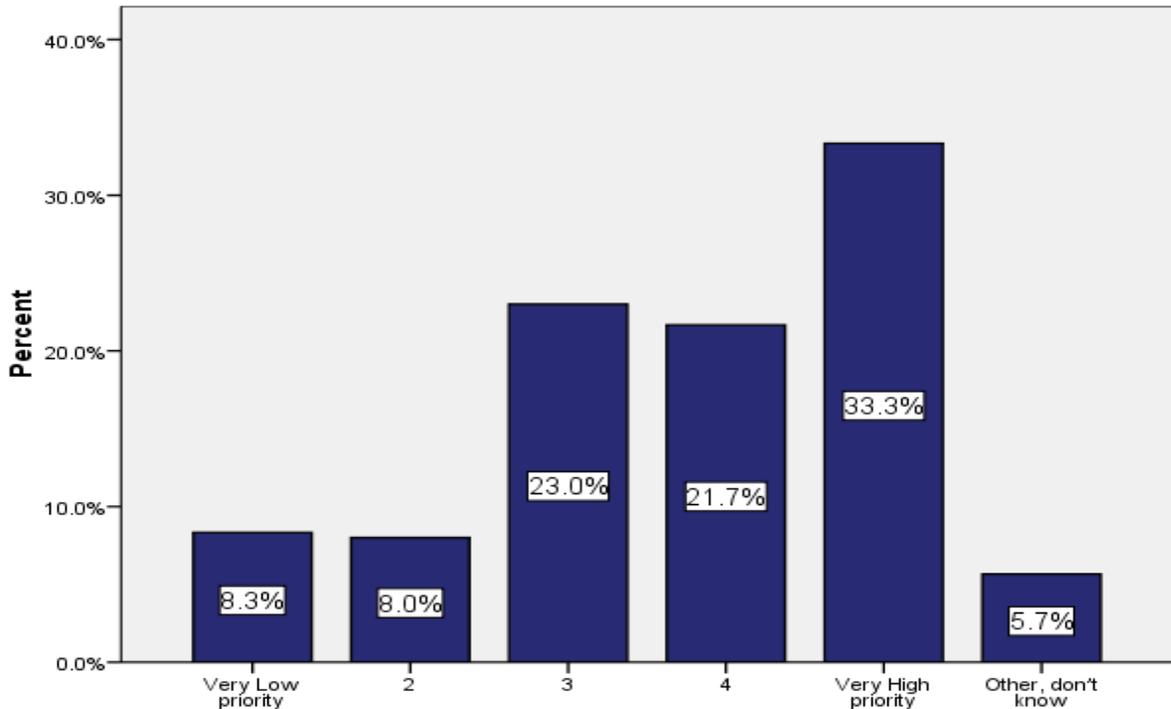
**1. Thinking about the Chillicothe, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?**



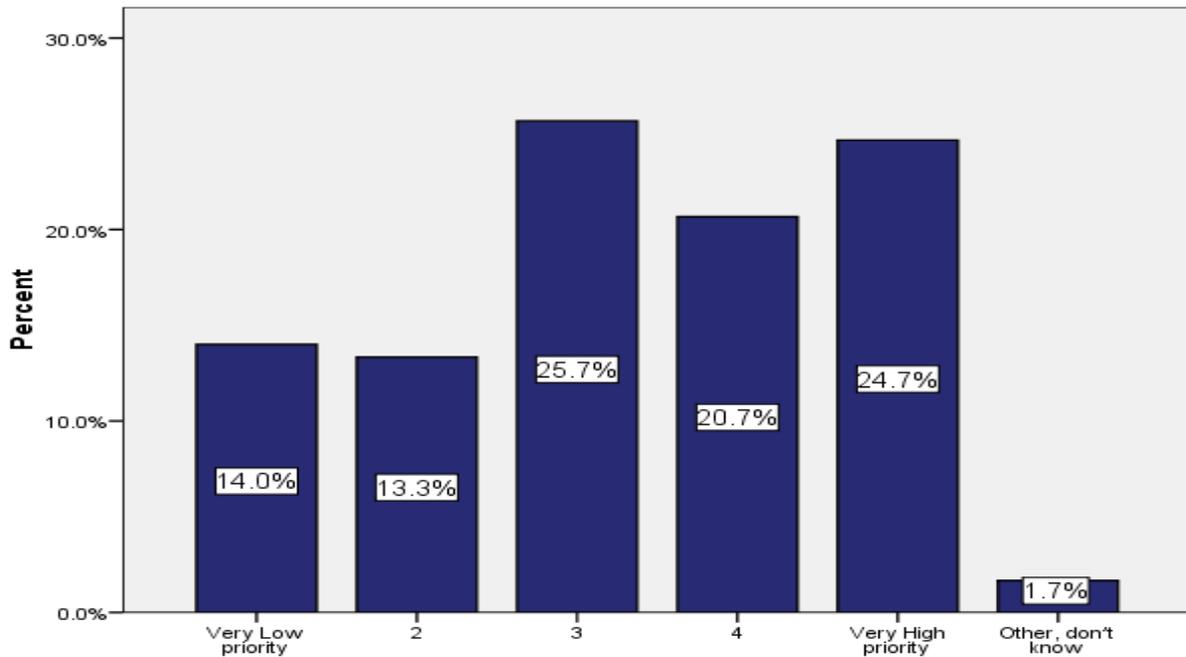
**2. Revitalizing the Chillicothe downtown area**



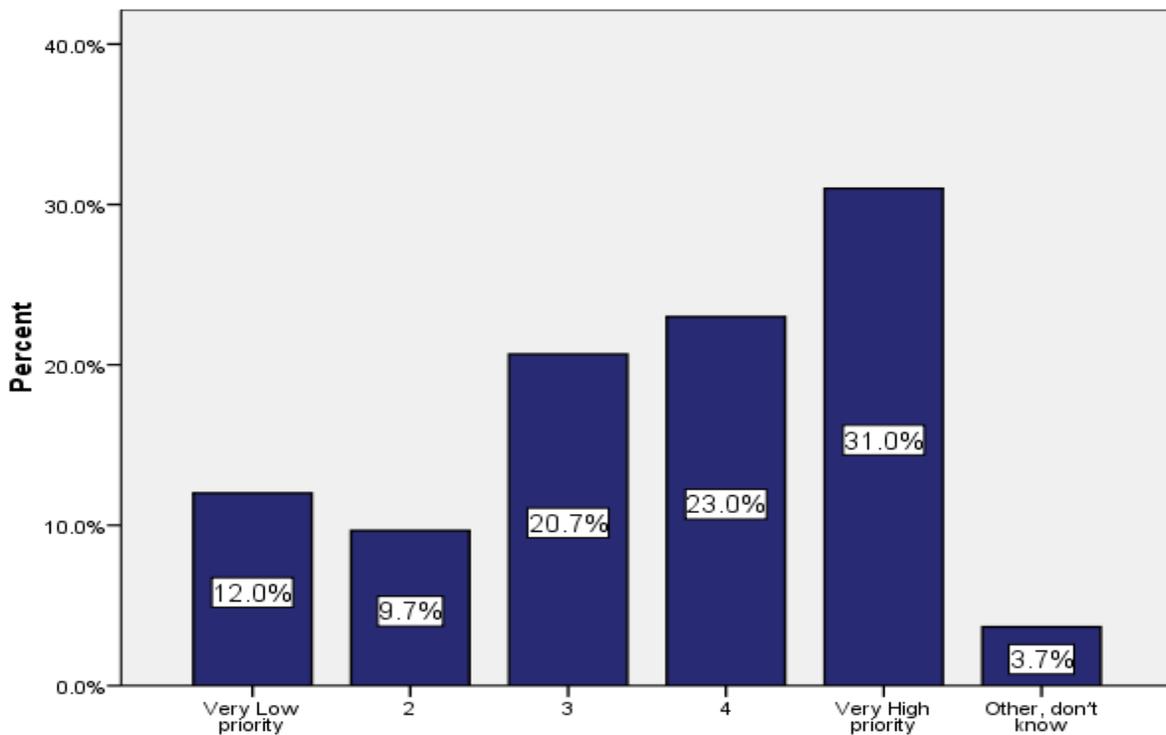
**3. Repairing major streets**



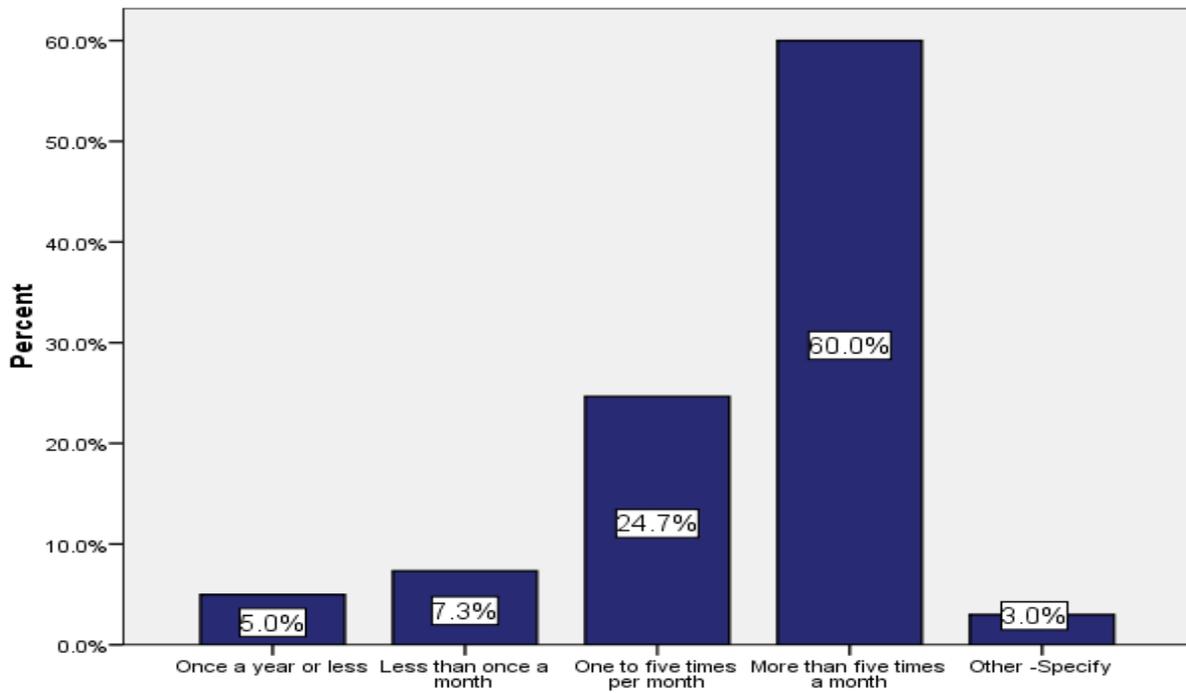
**4. Improving emergency services**



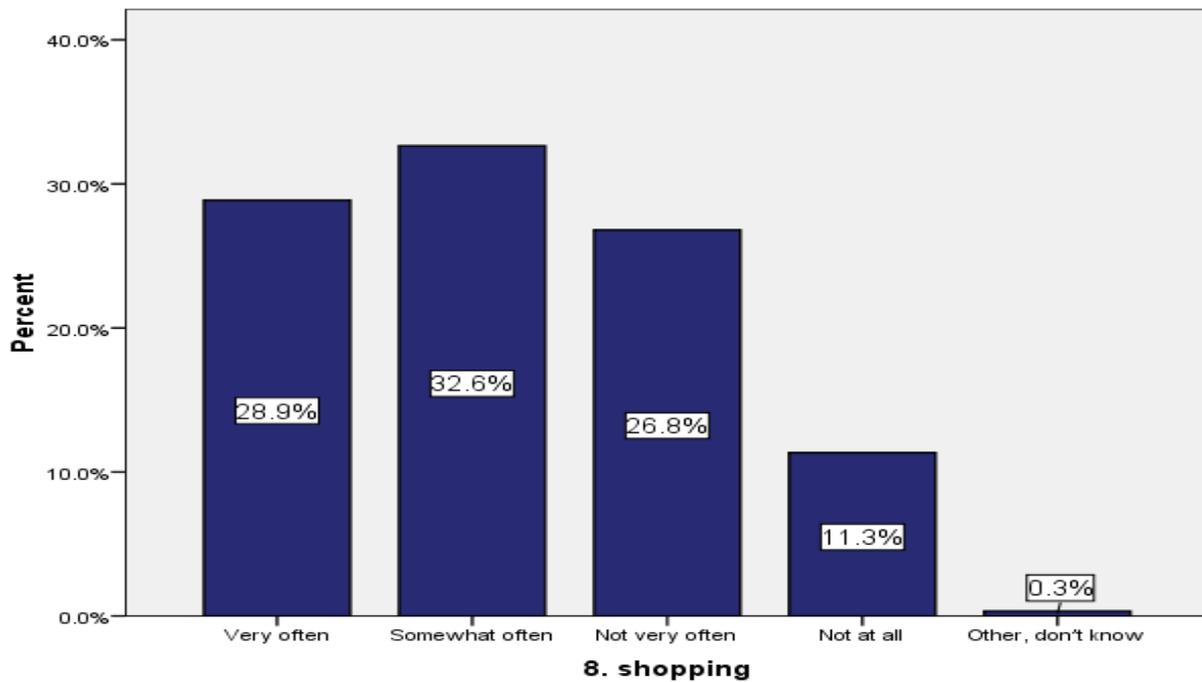
5. Upgrading parks and recreation facilities



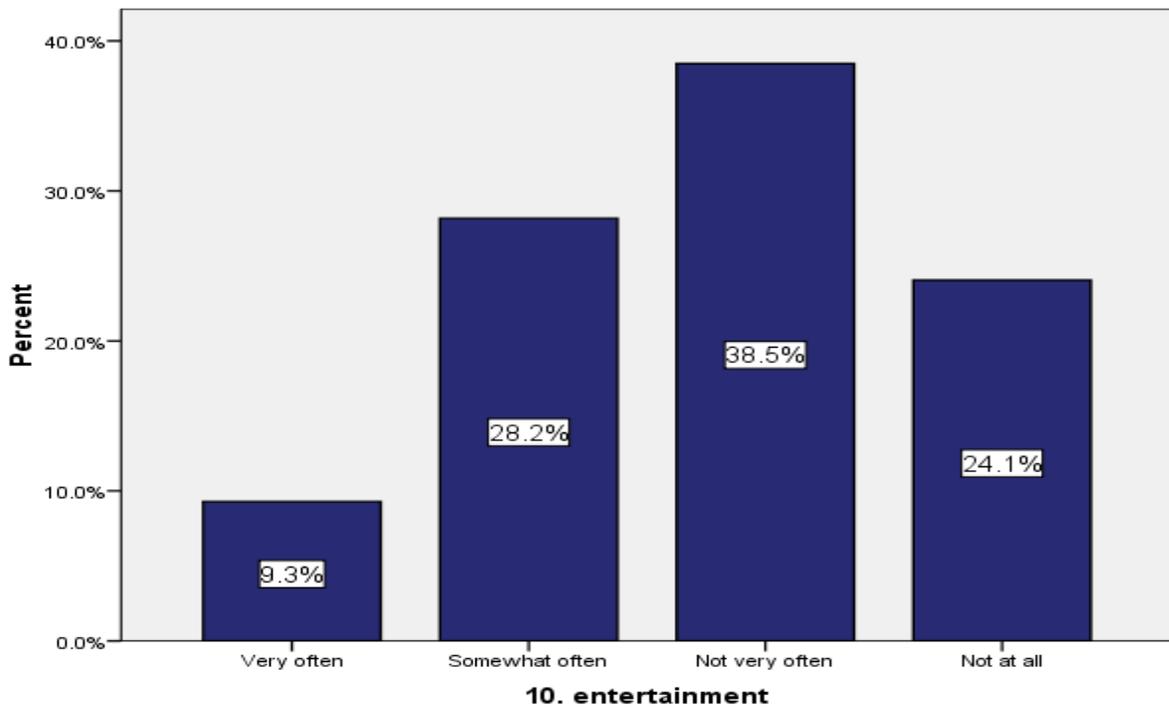
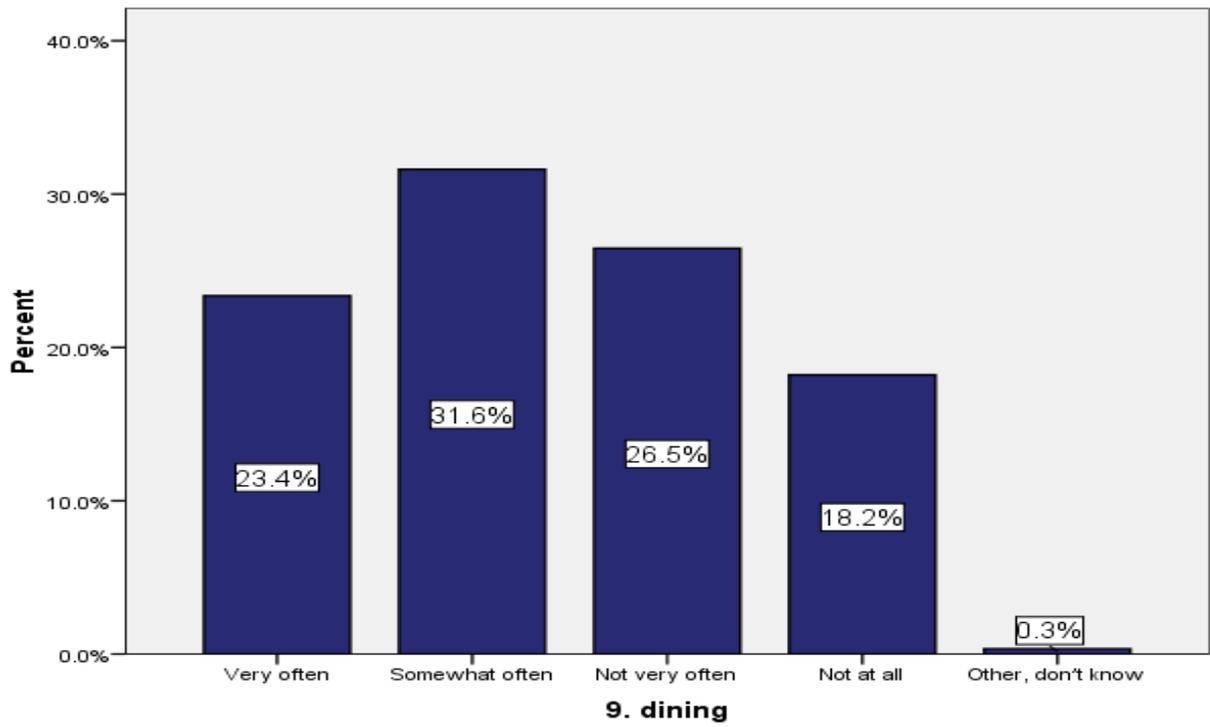
6. Attracting more big box retail development

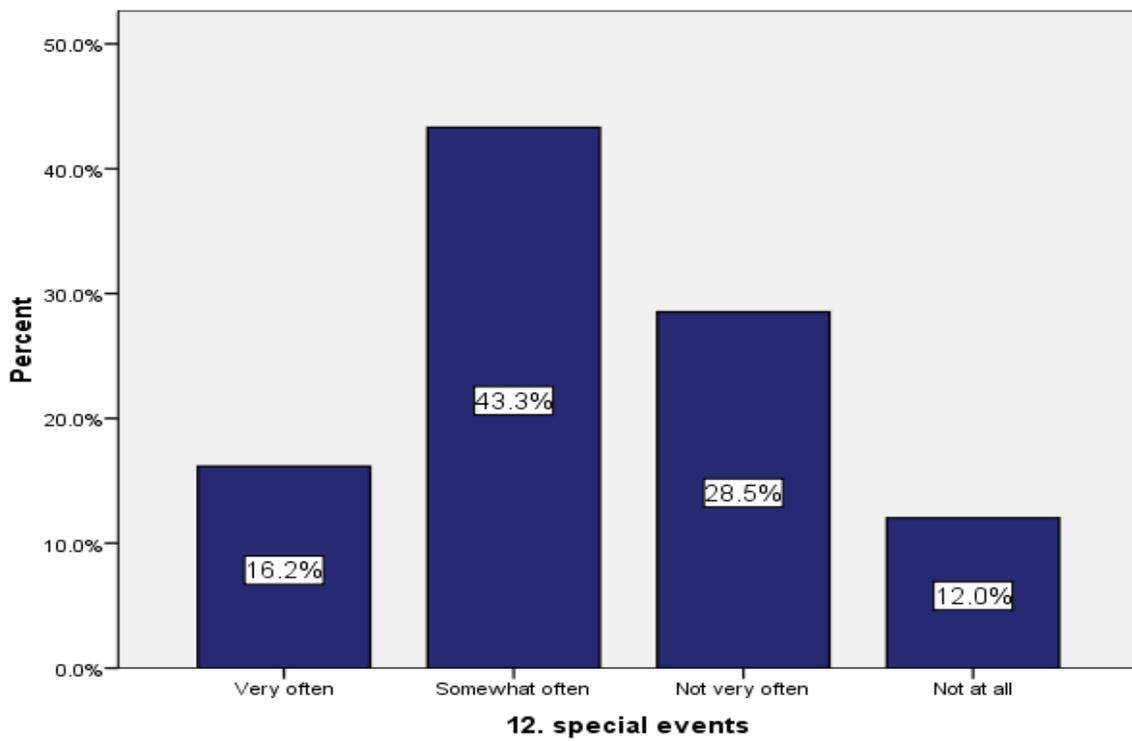
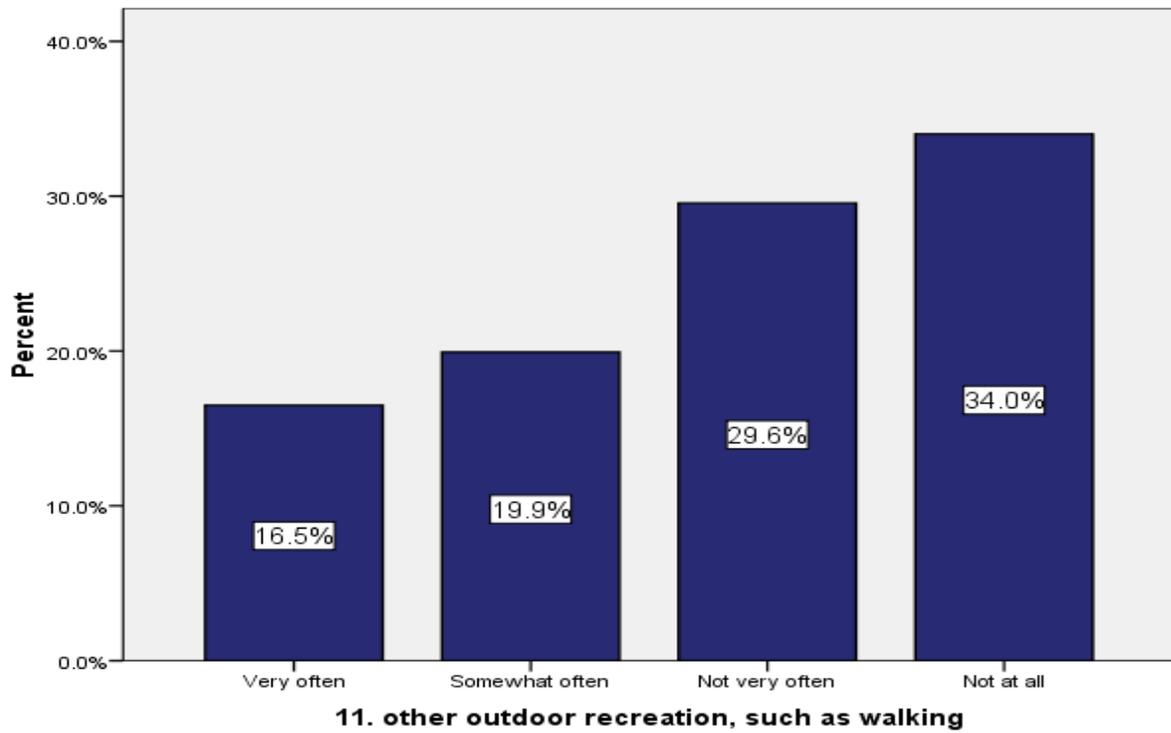


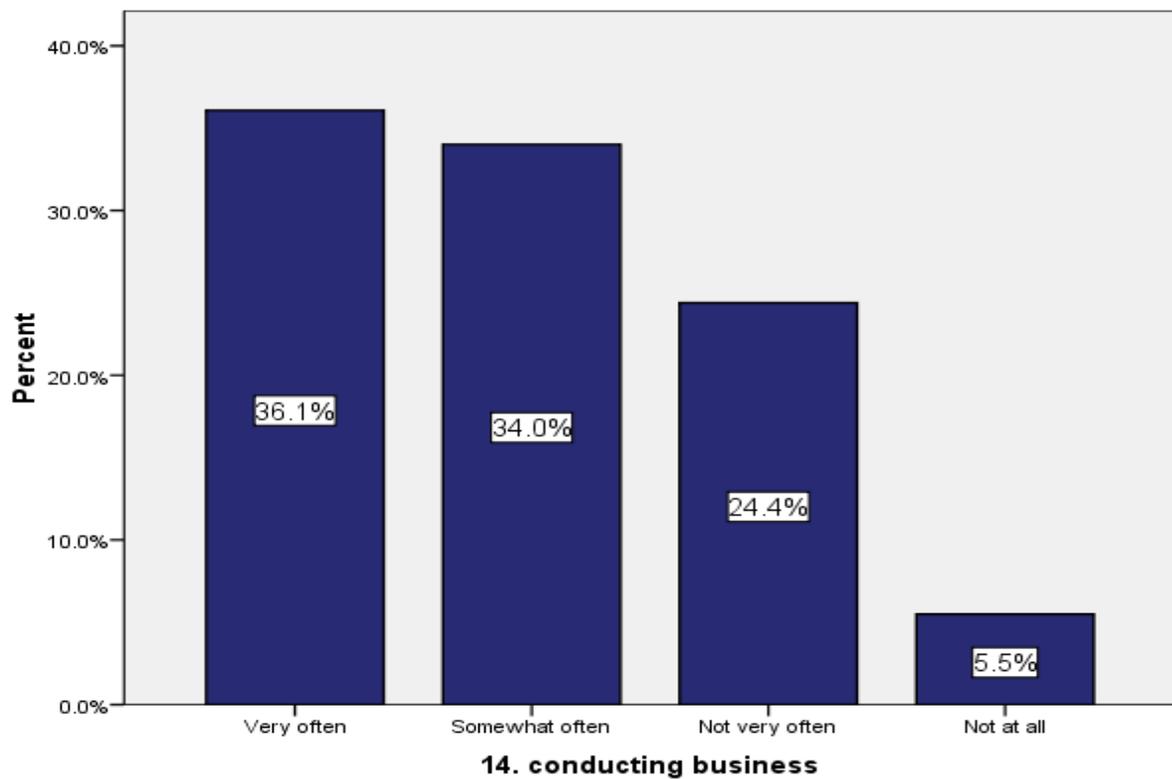
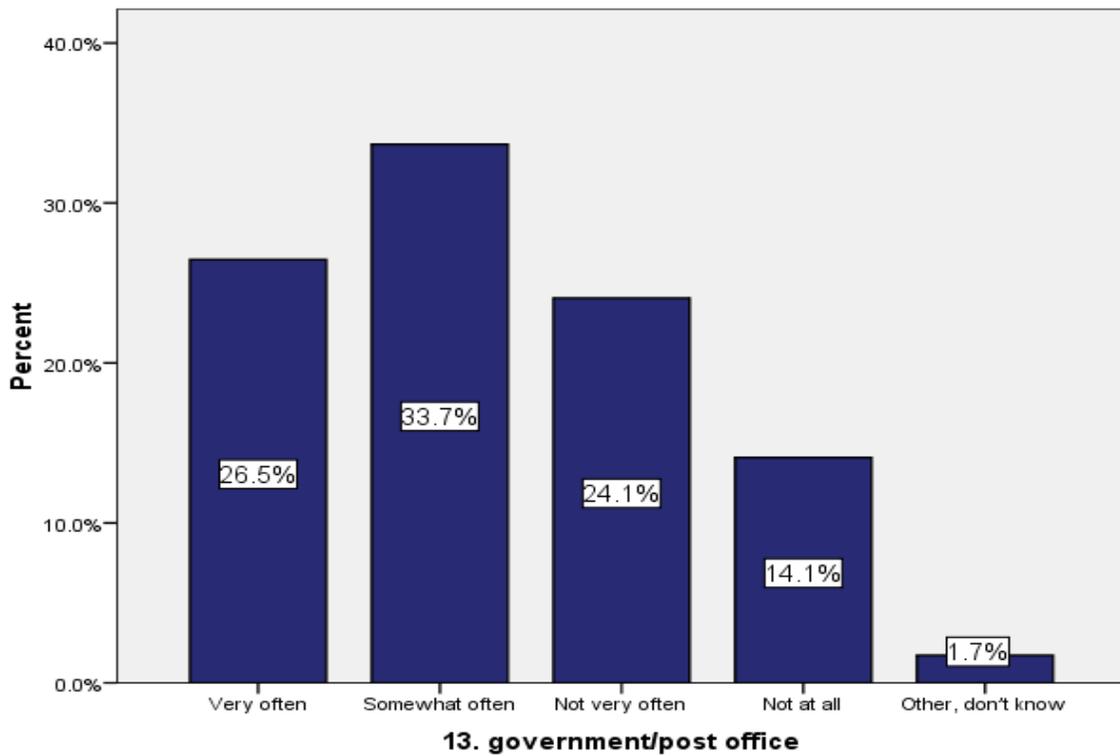
7. How often do you visit downtown Chillicothe?

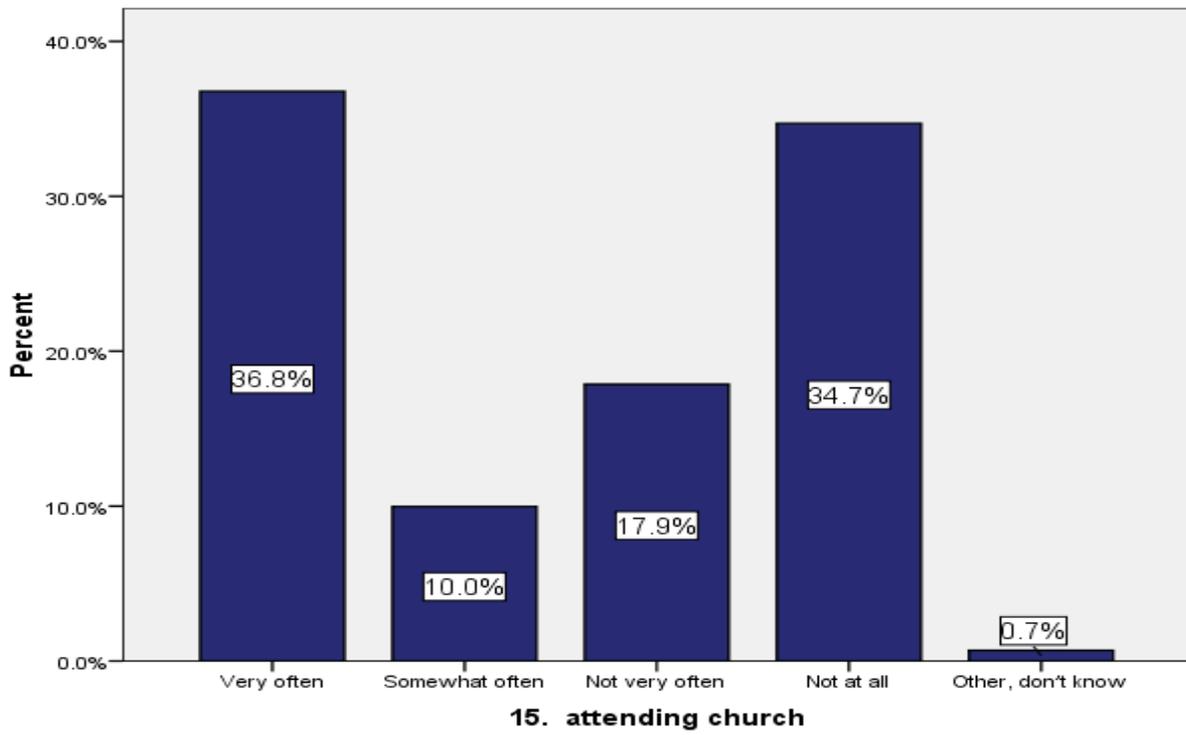


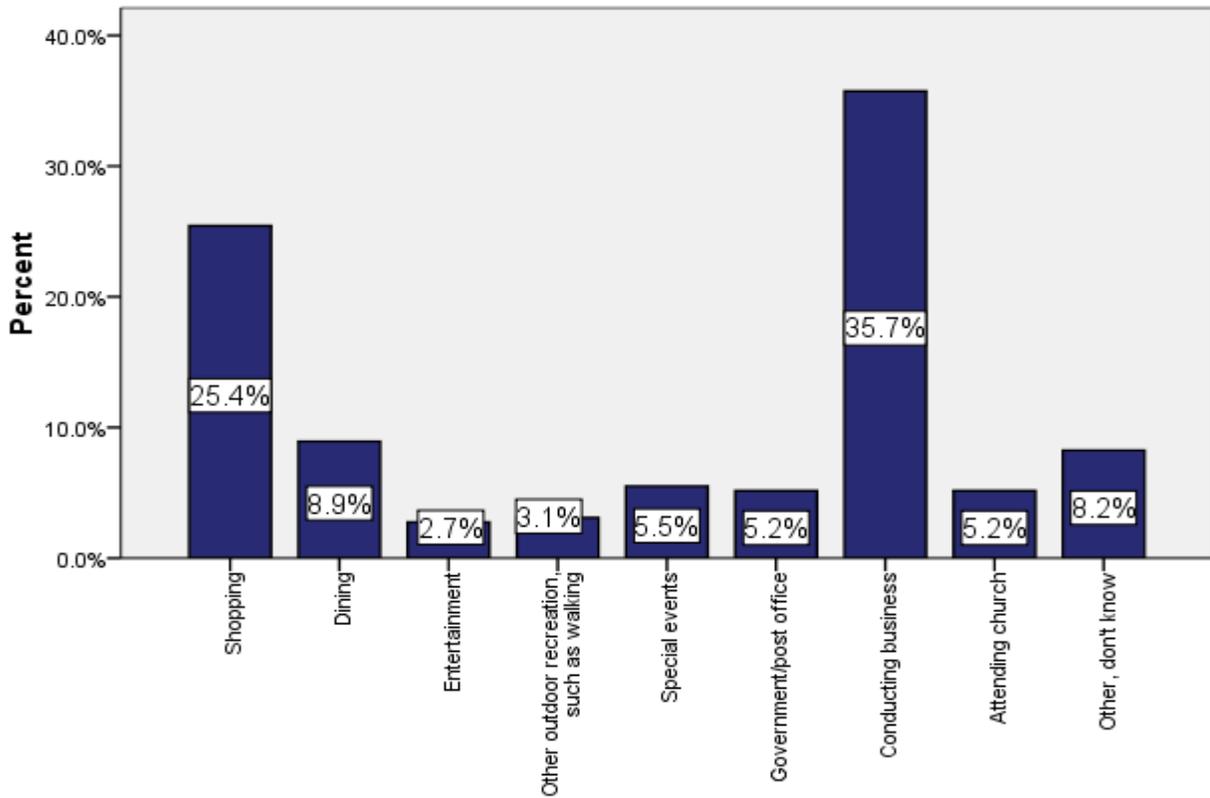
8. shopping



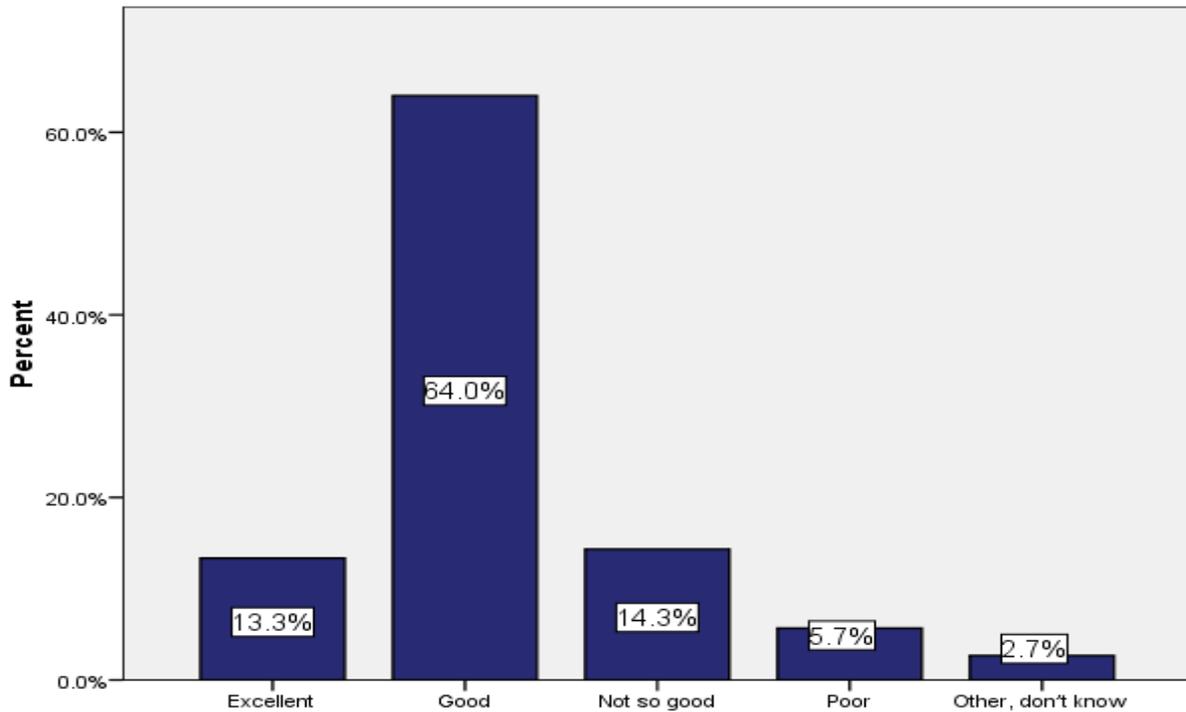




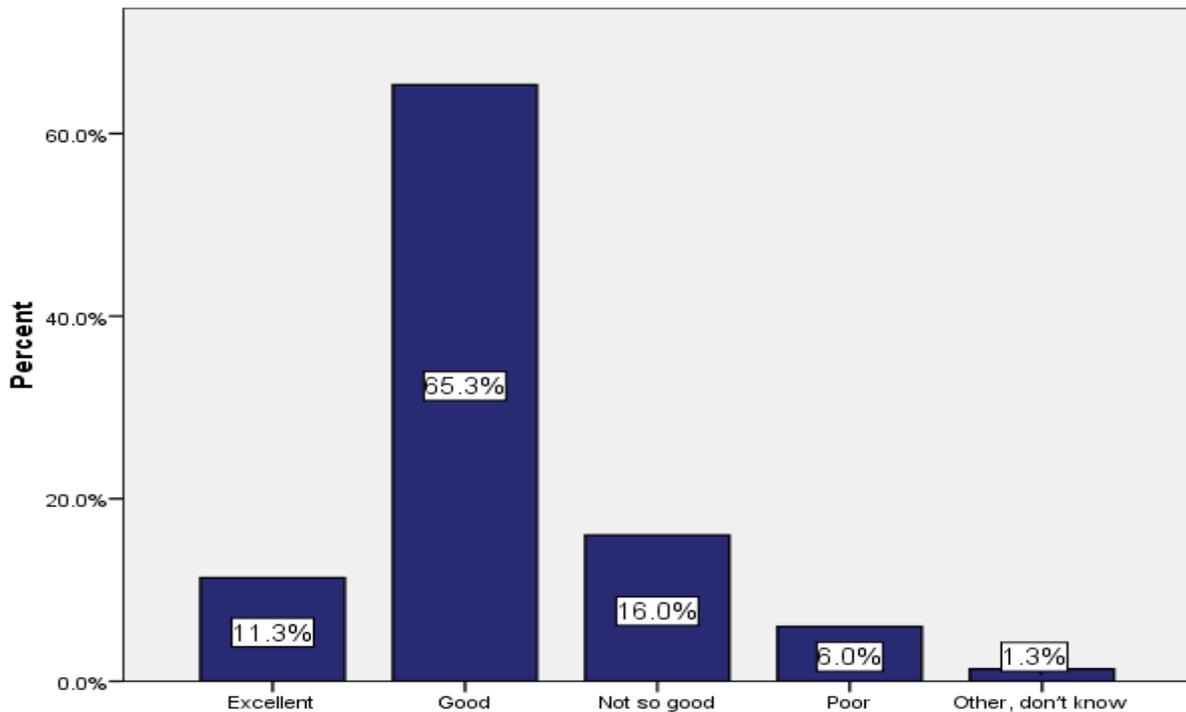




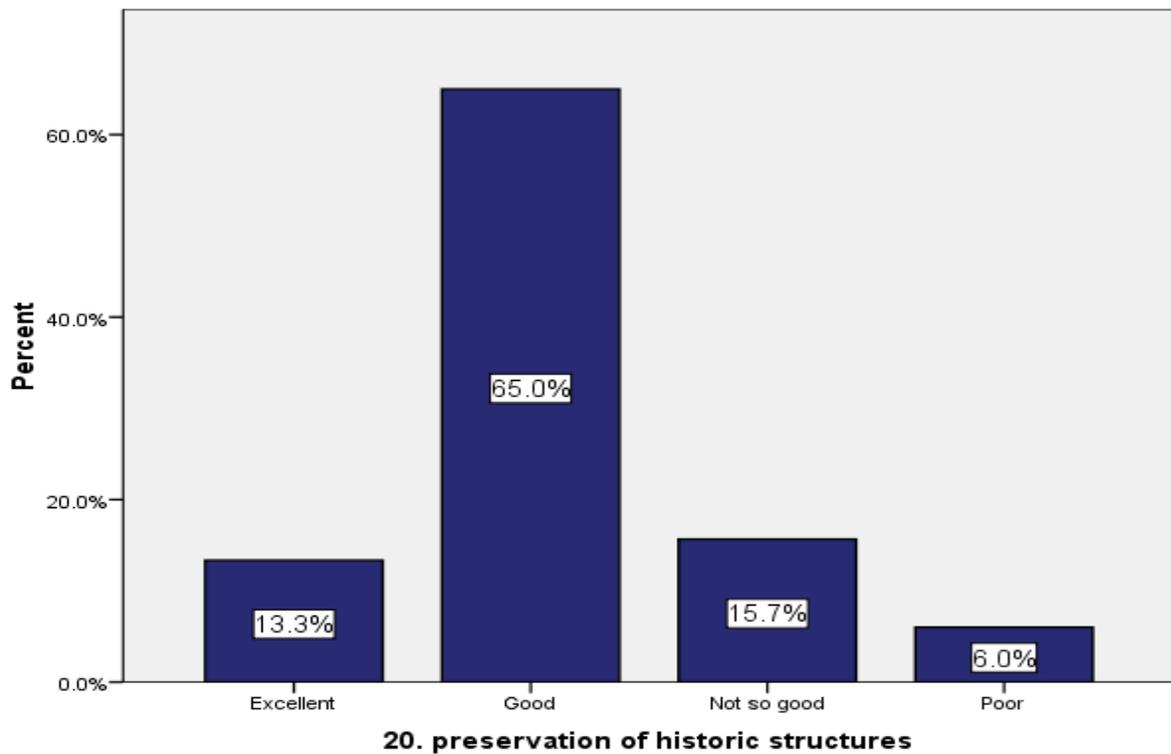
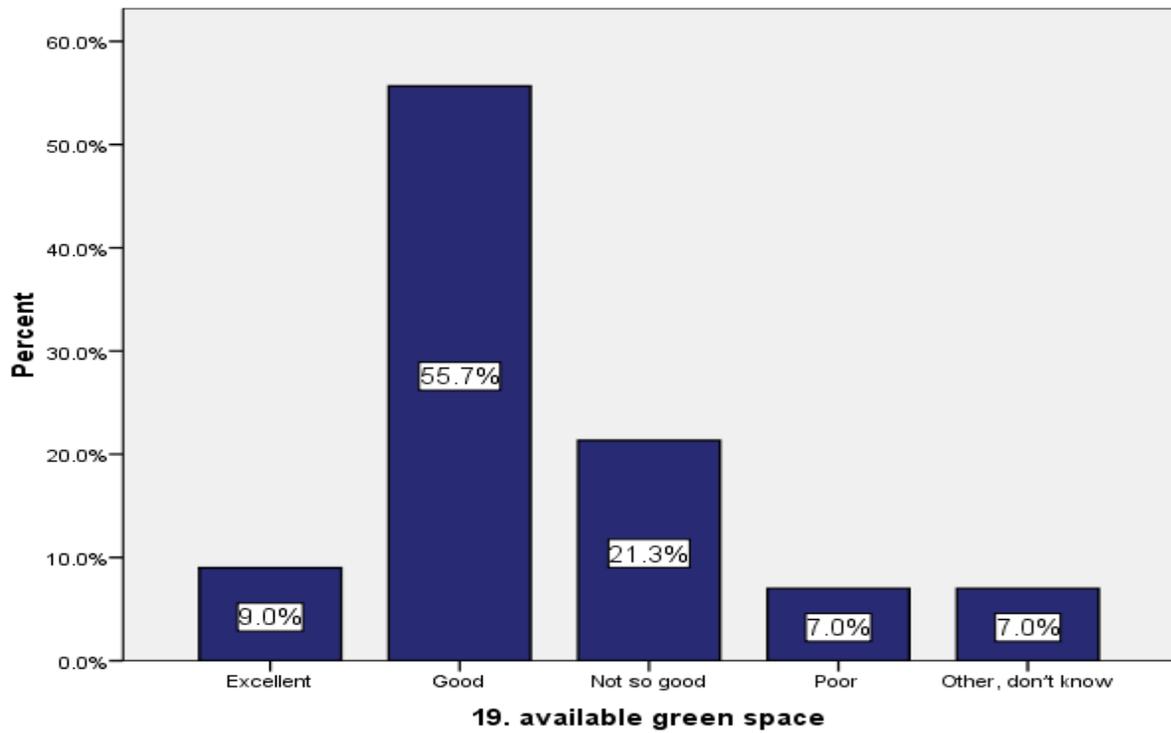
16. Of the items listed above, which would you say is the one reason you most often visit ...

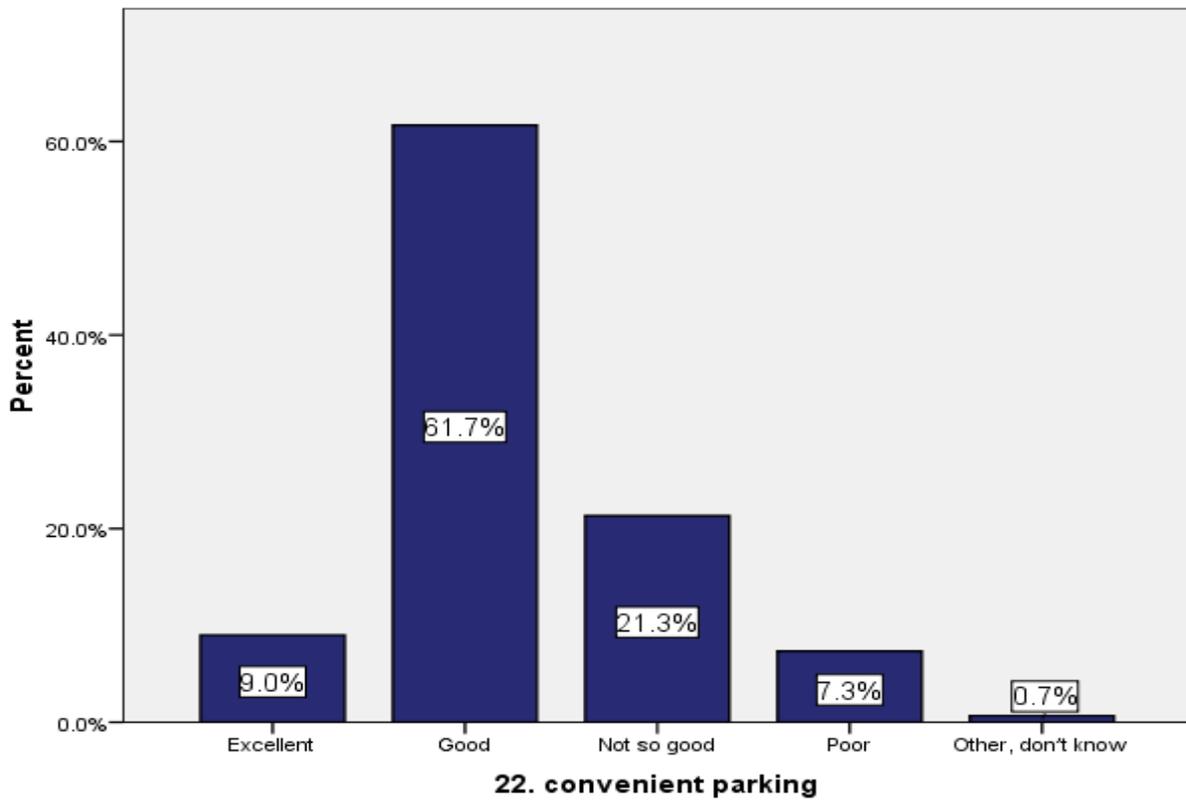
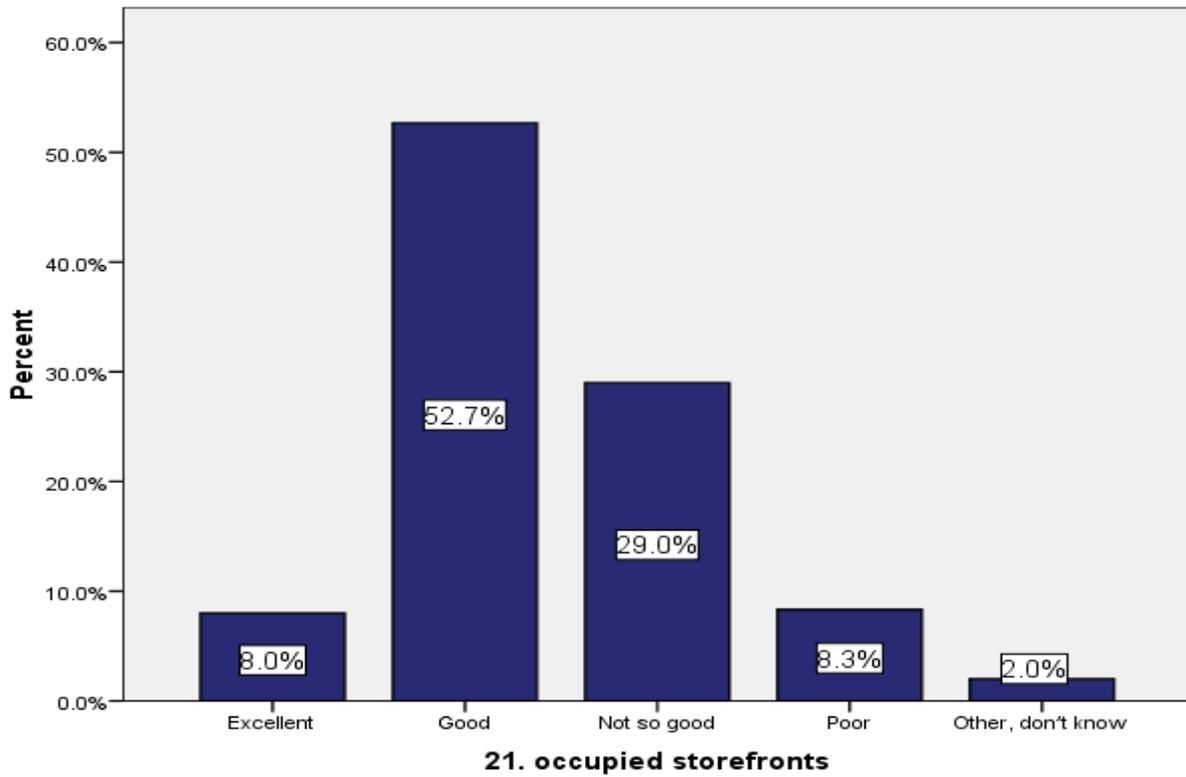


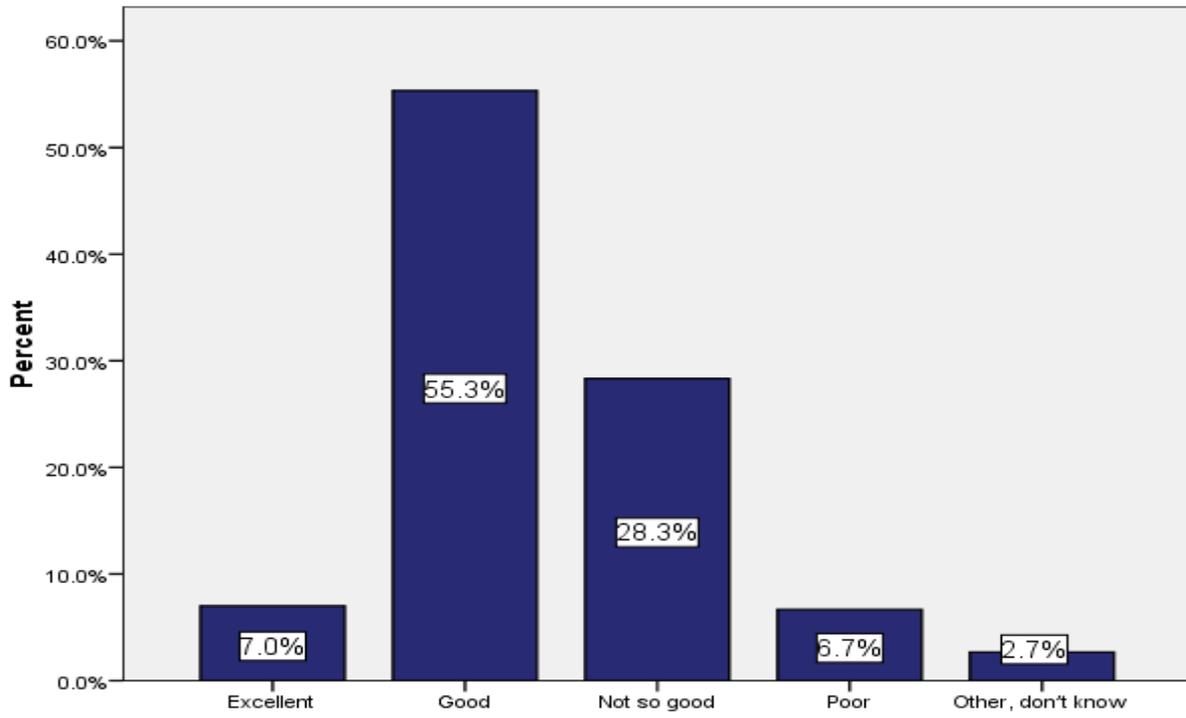
**17. signs to help people find their way around**



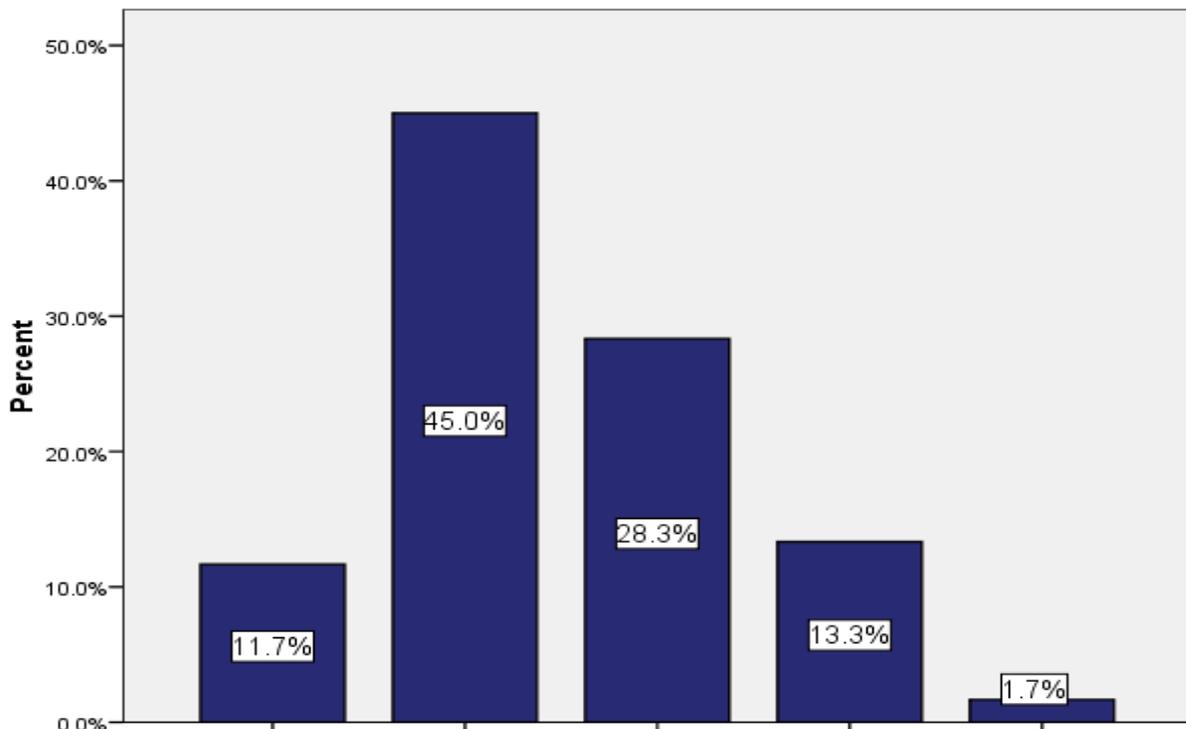
**18. convenient business hours**



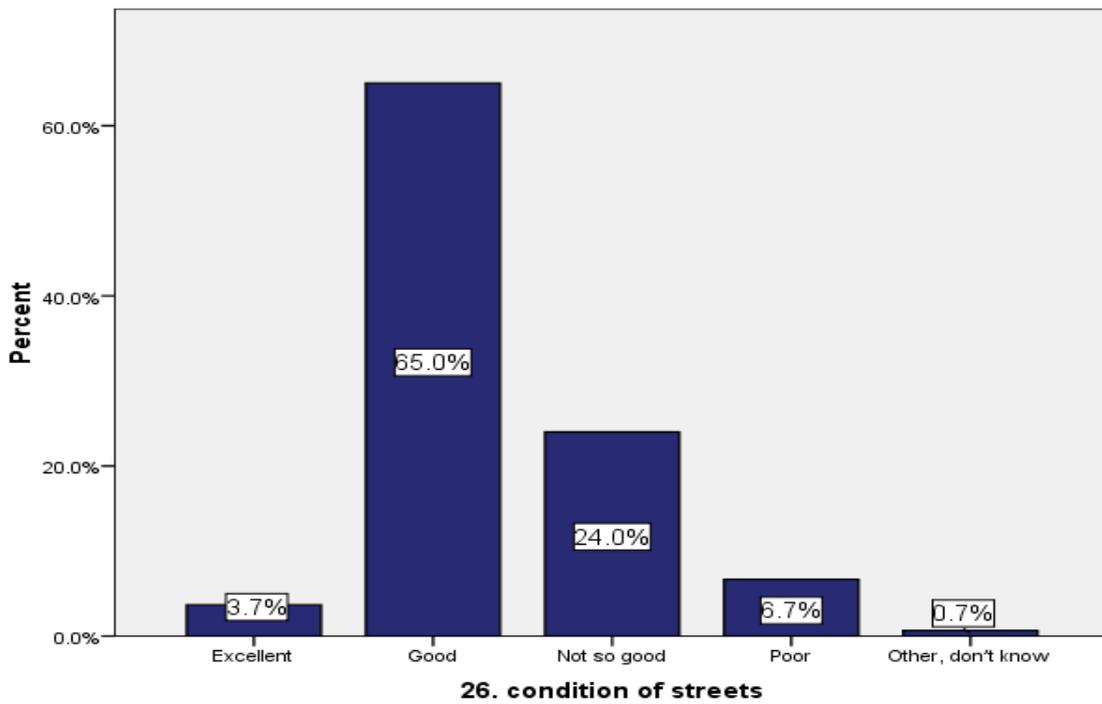
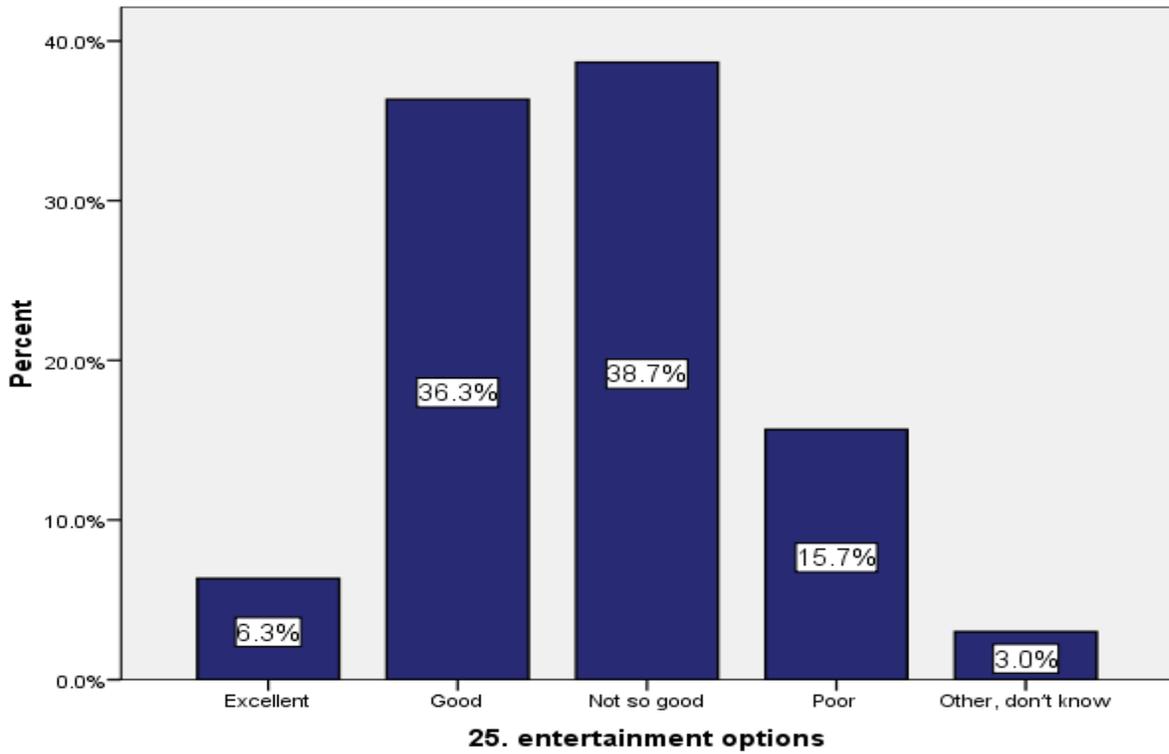


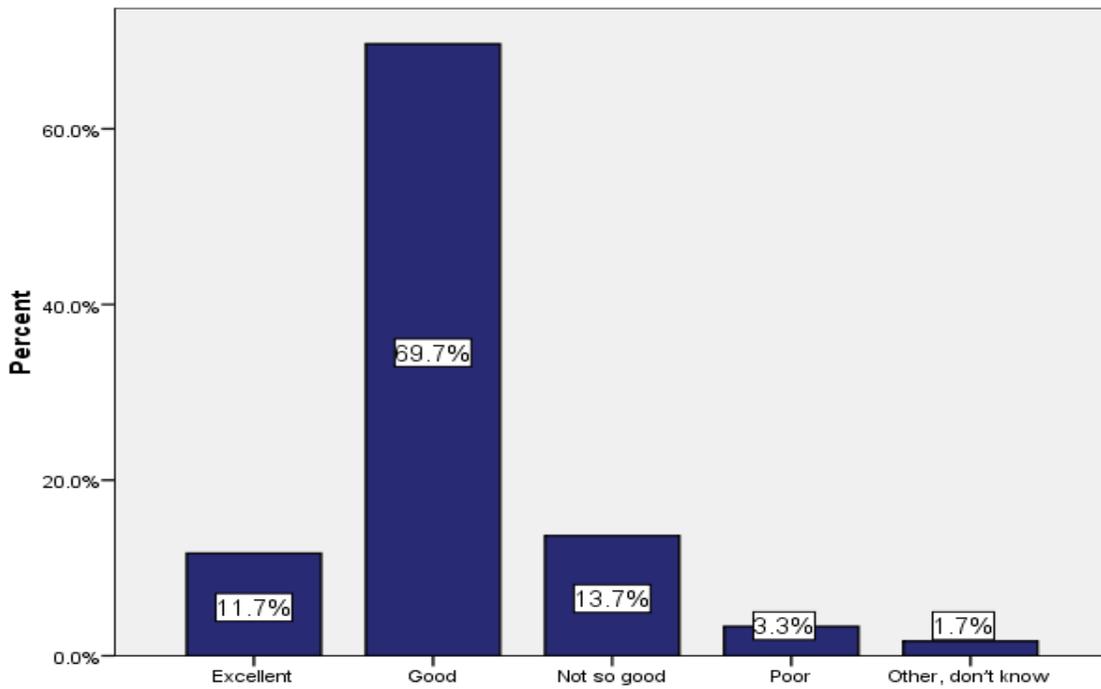


**23. diverse mix of businesses**

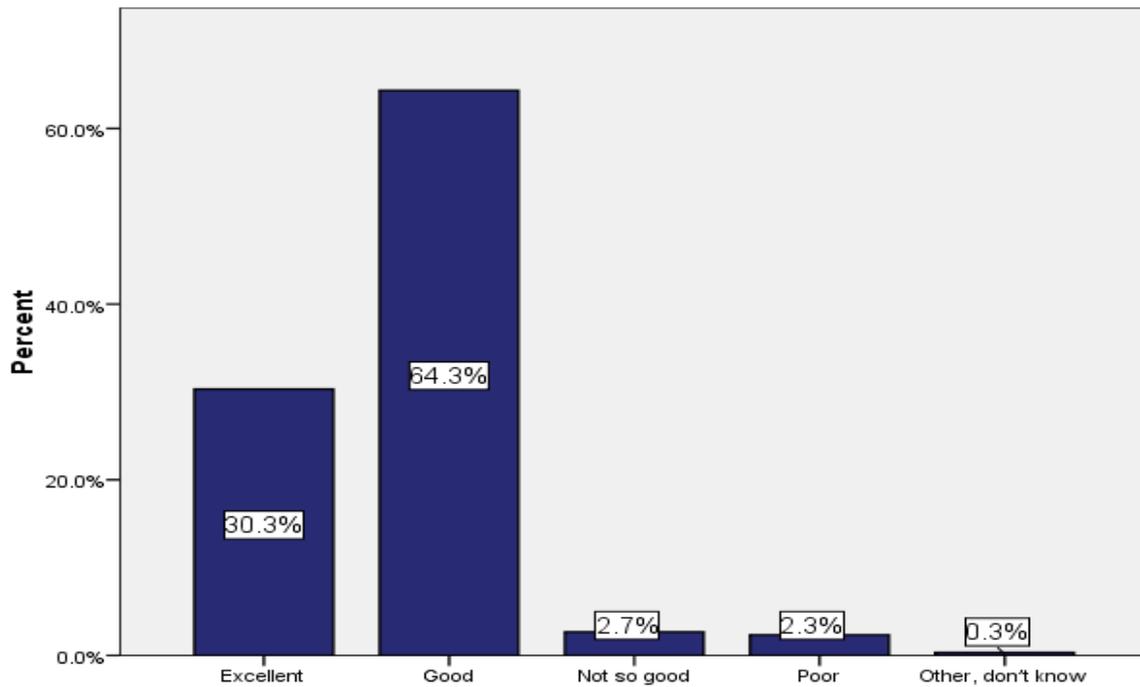


**24. dining options**

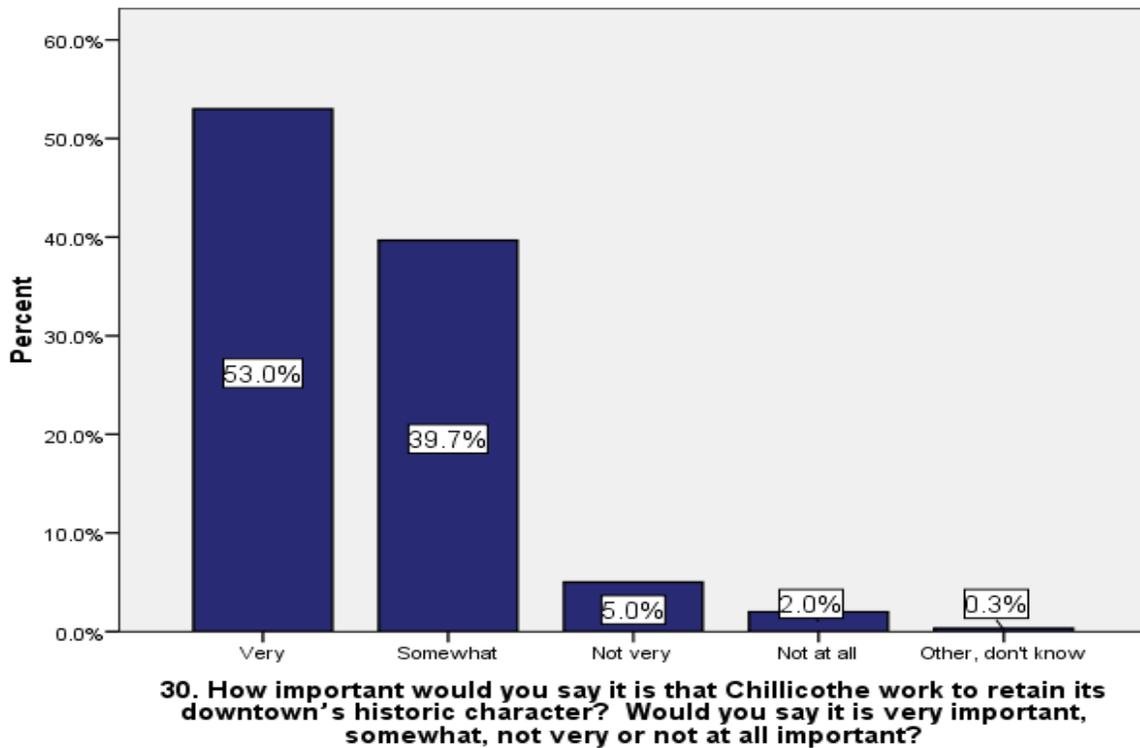
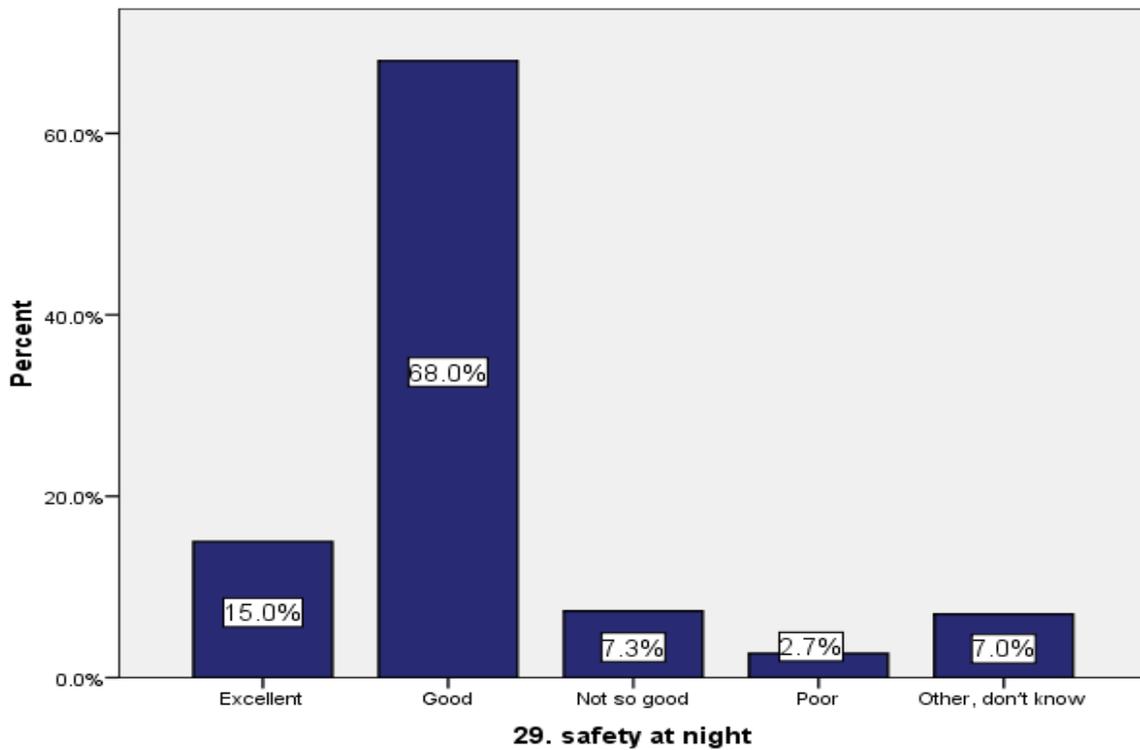


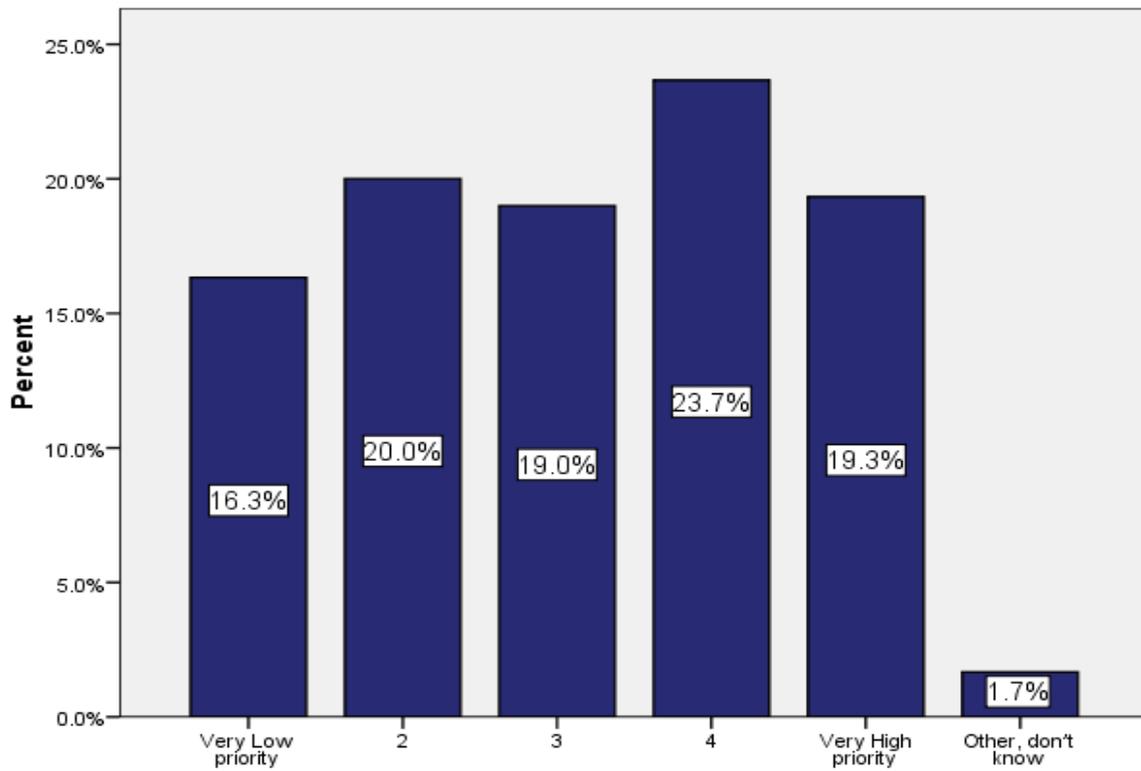


27. condition of sidewalks

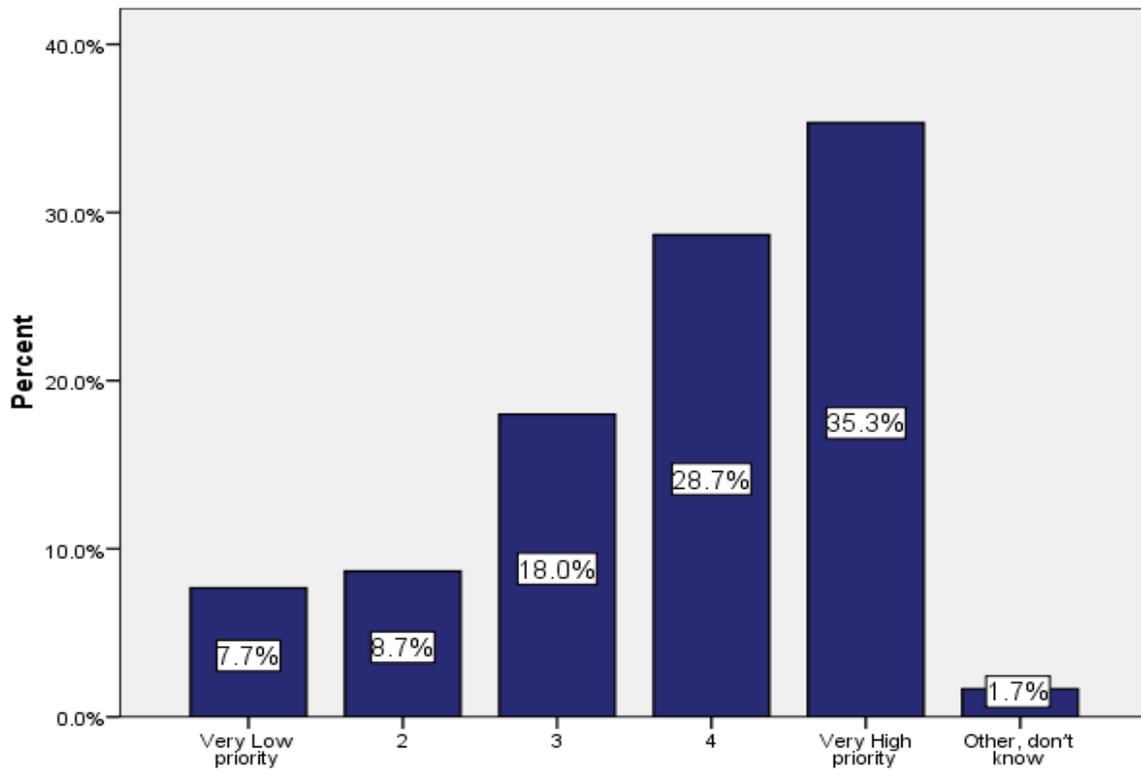


28. safety during the day

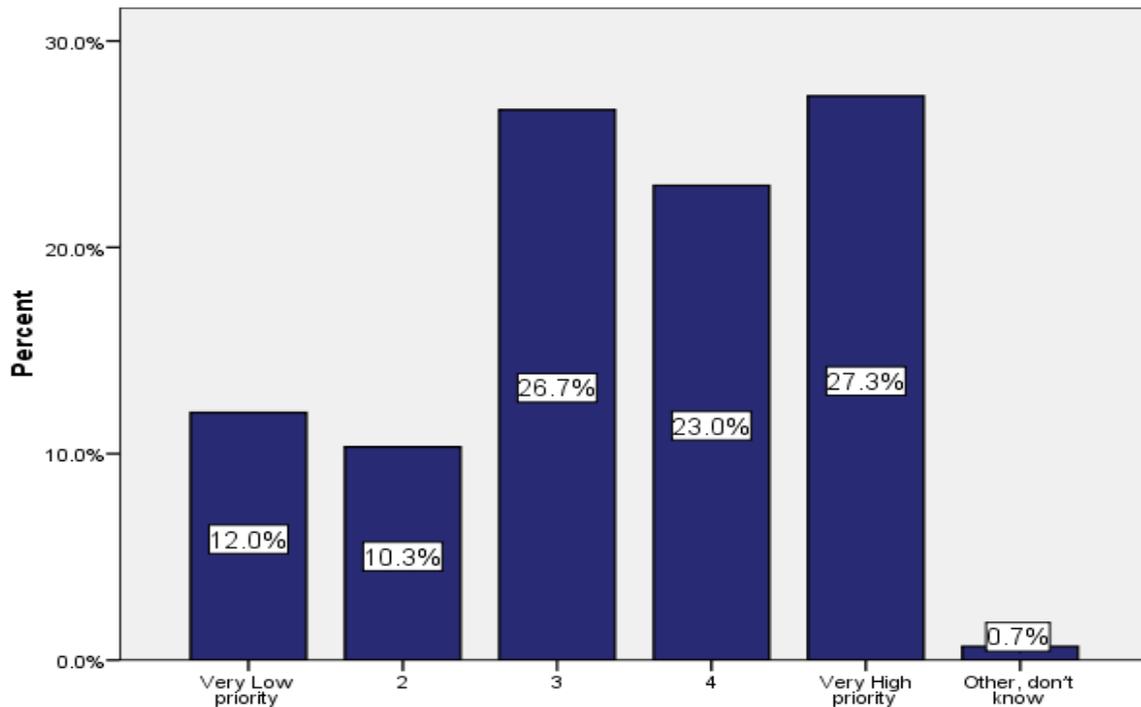




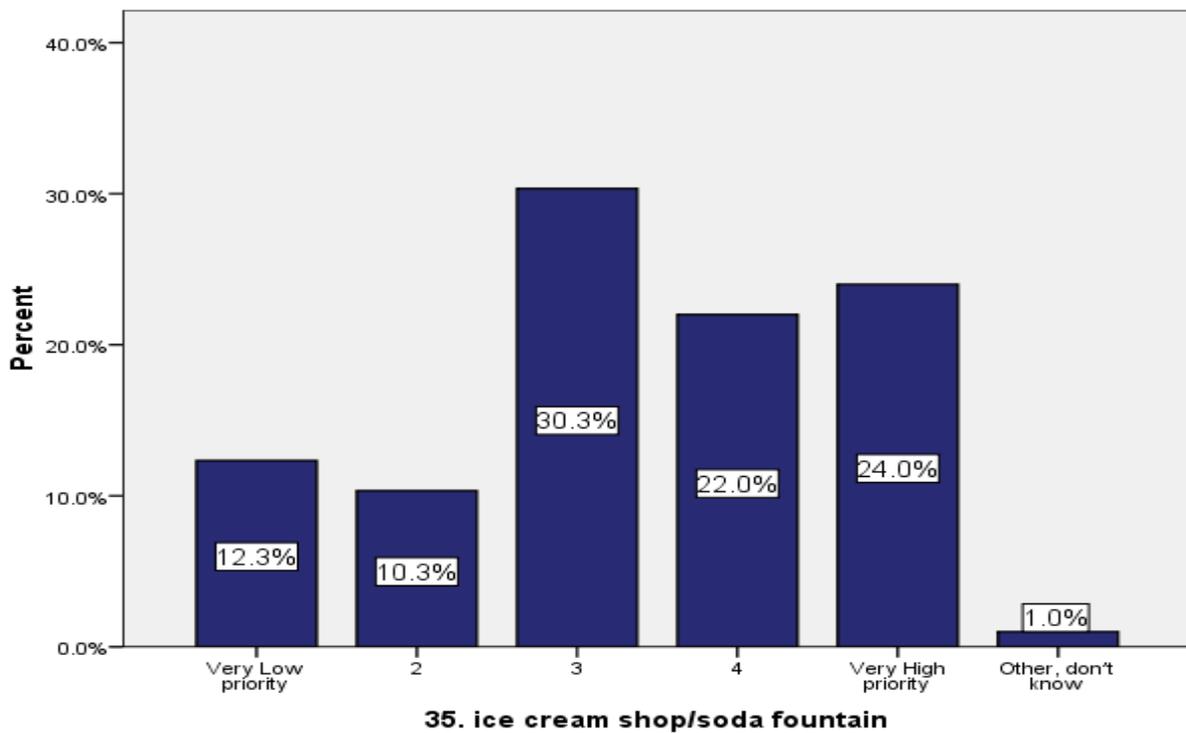
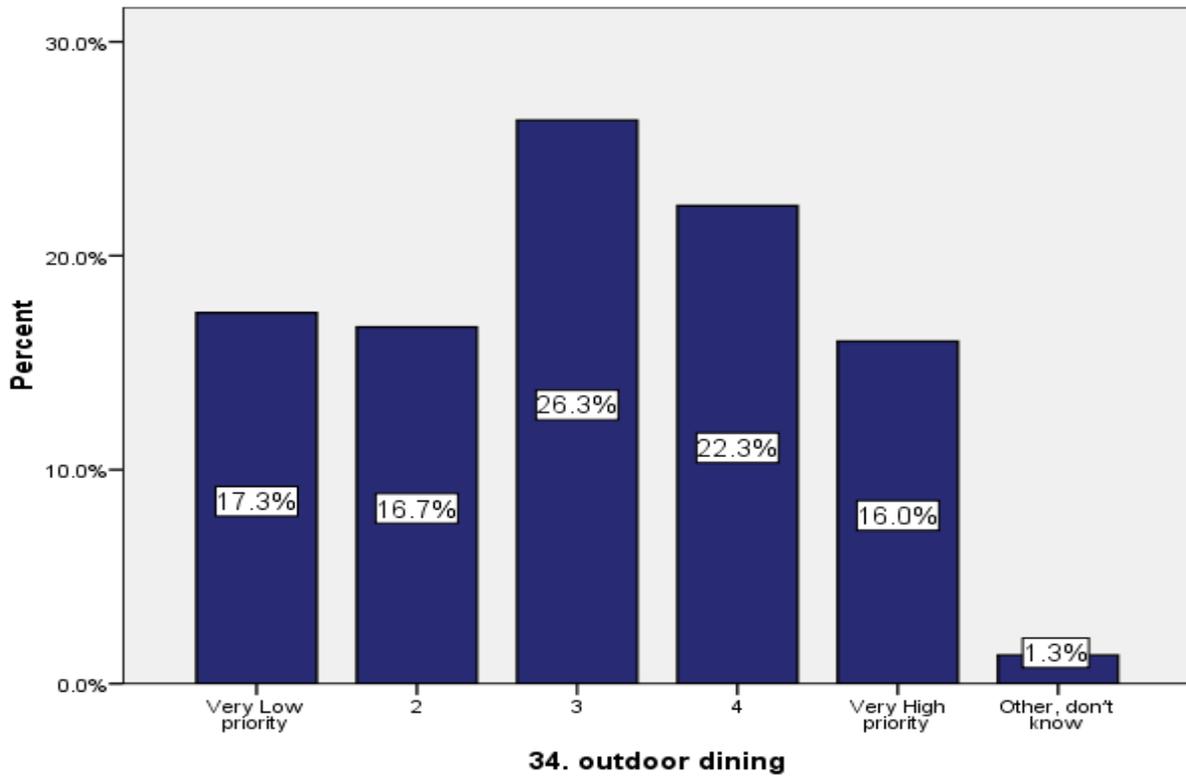
**31. lodging such as hotel, motel or bed and breakfast**

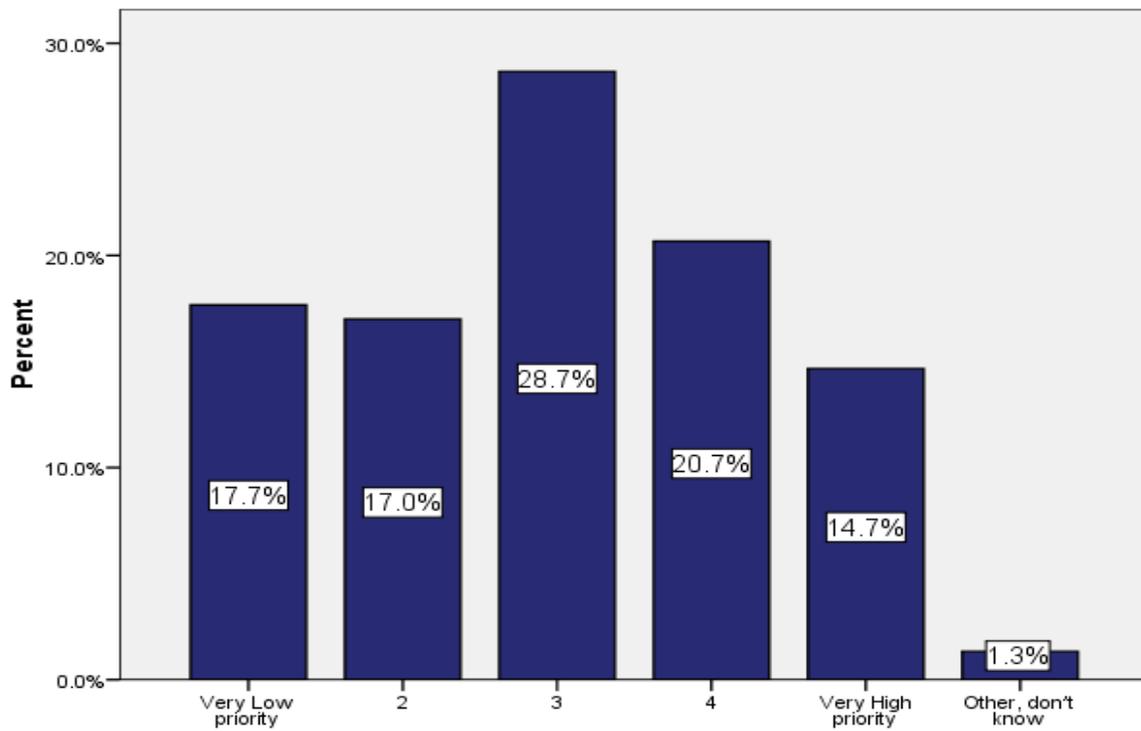


32. family or casual style dining

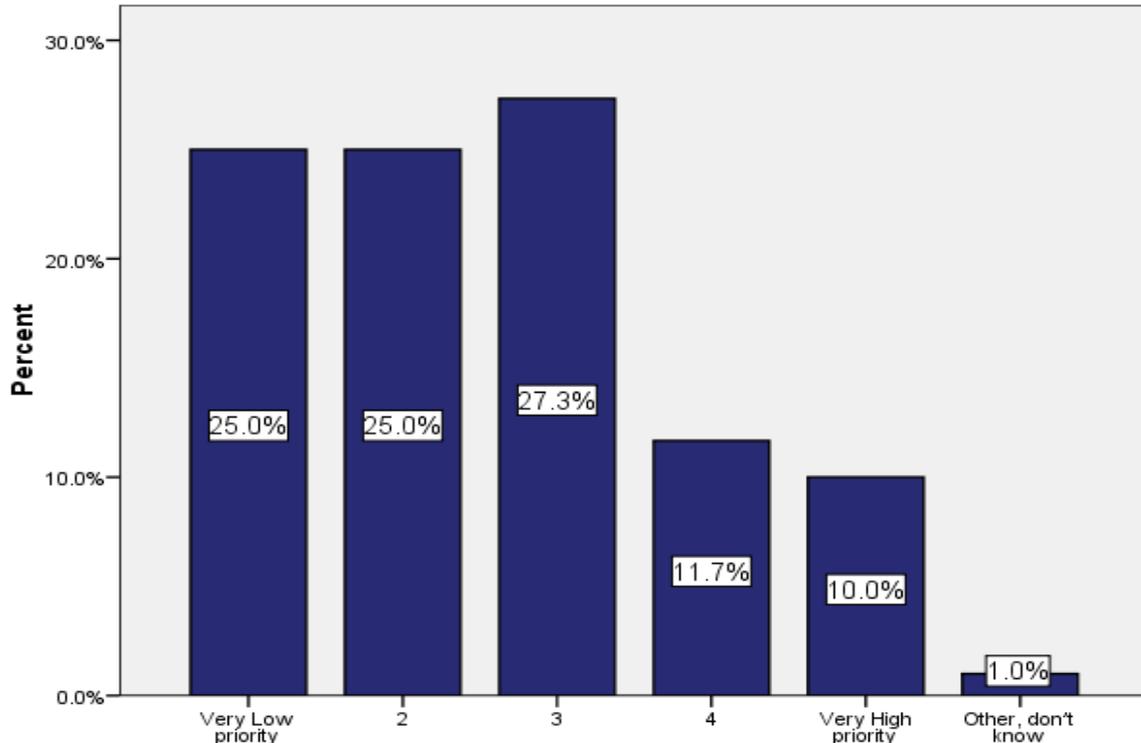


33. fine dining

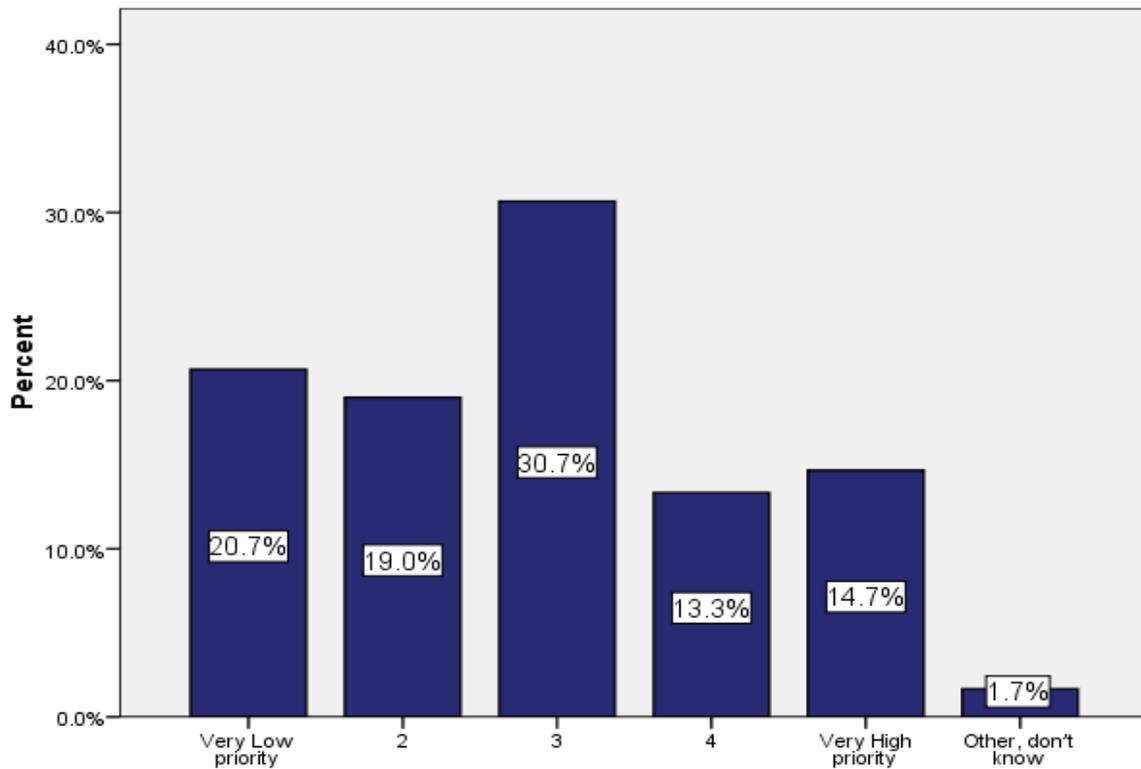




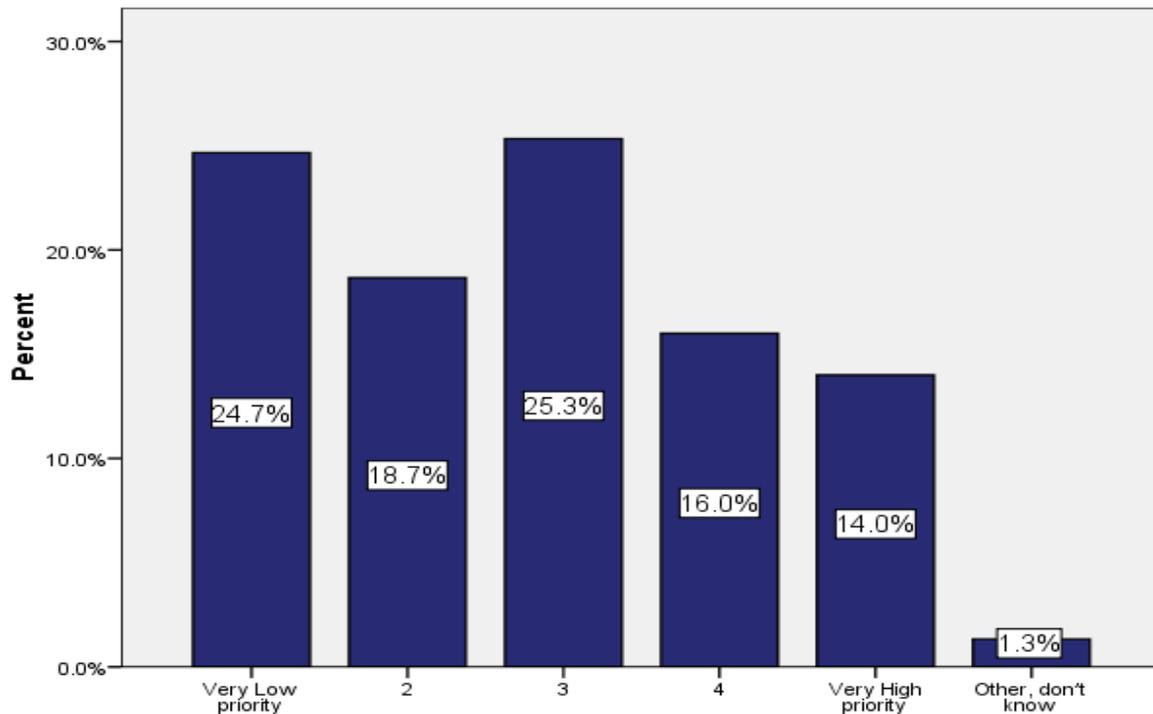
36. upscale specialty shops



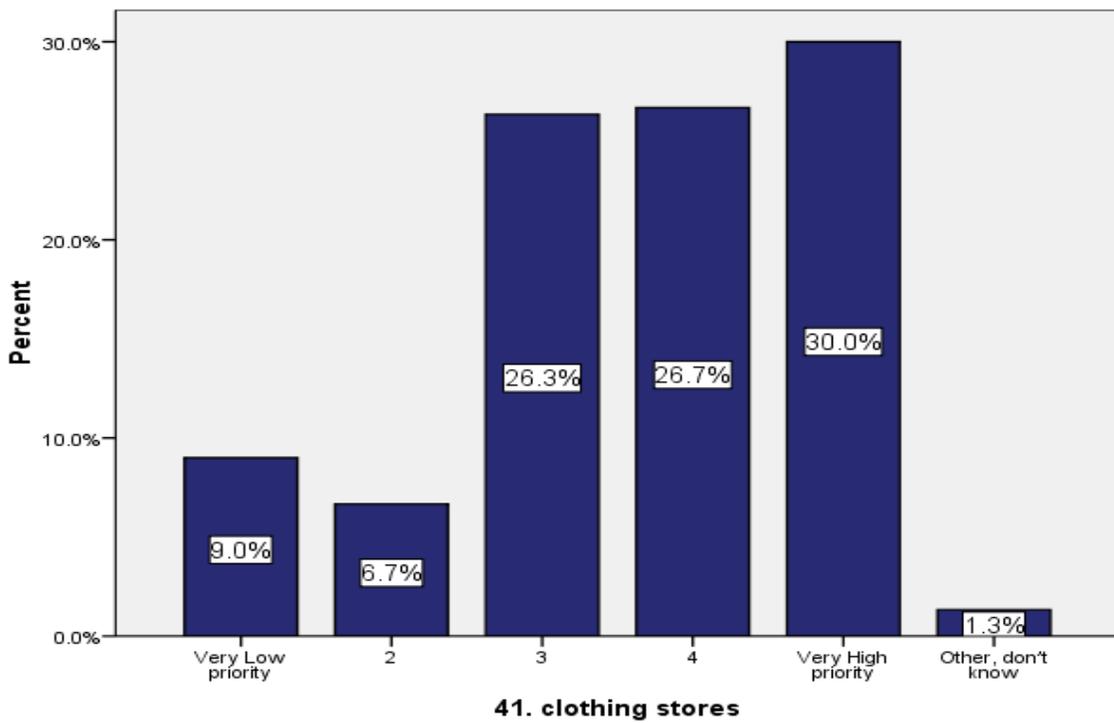
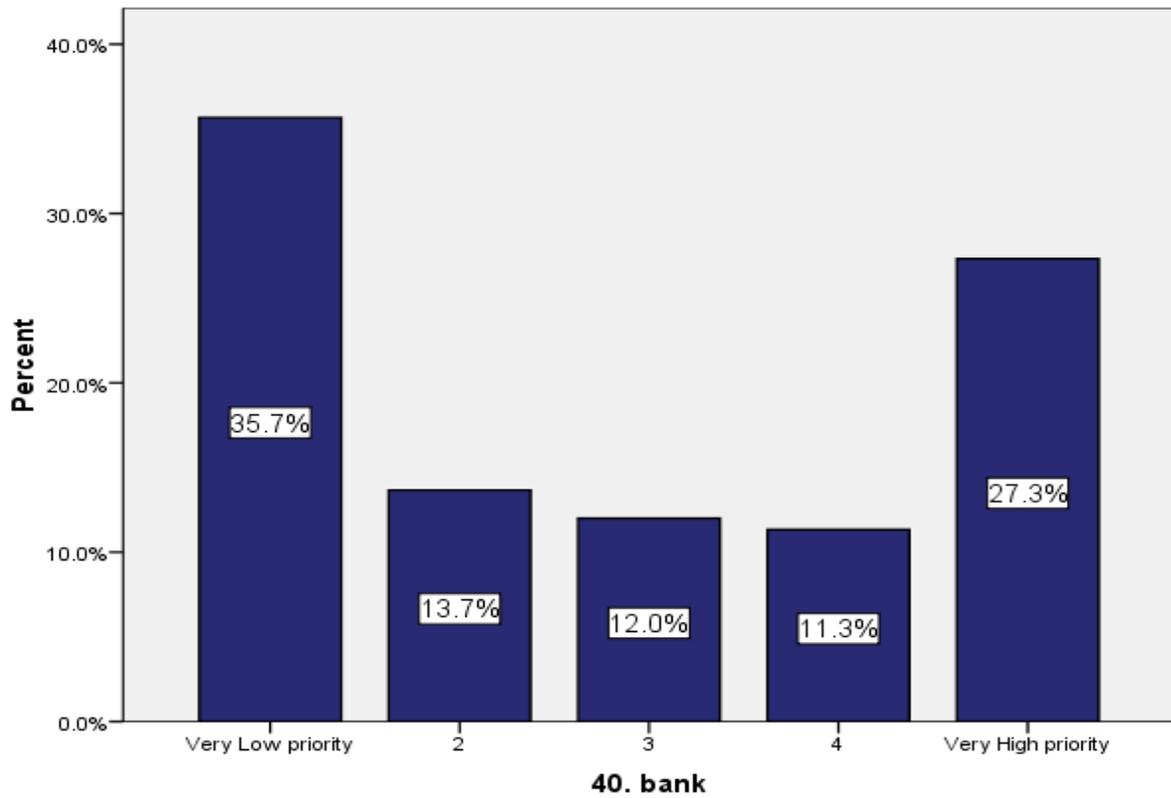
37. antique shops

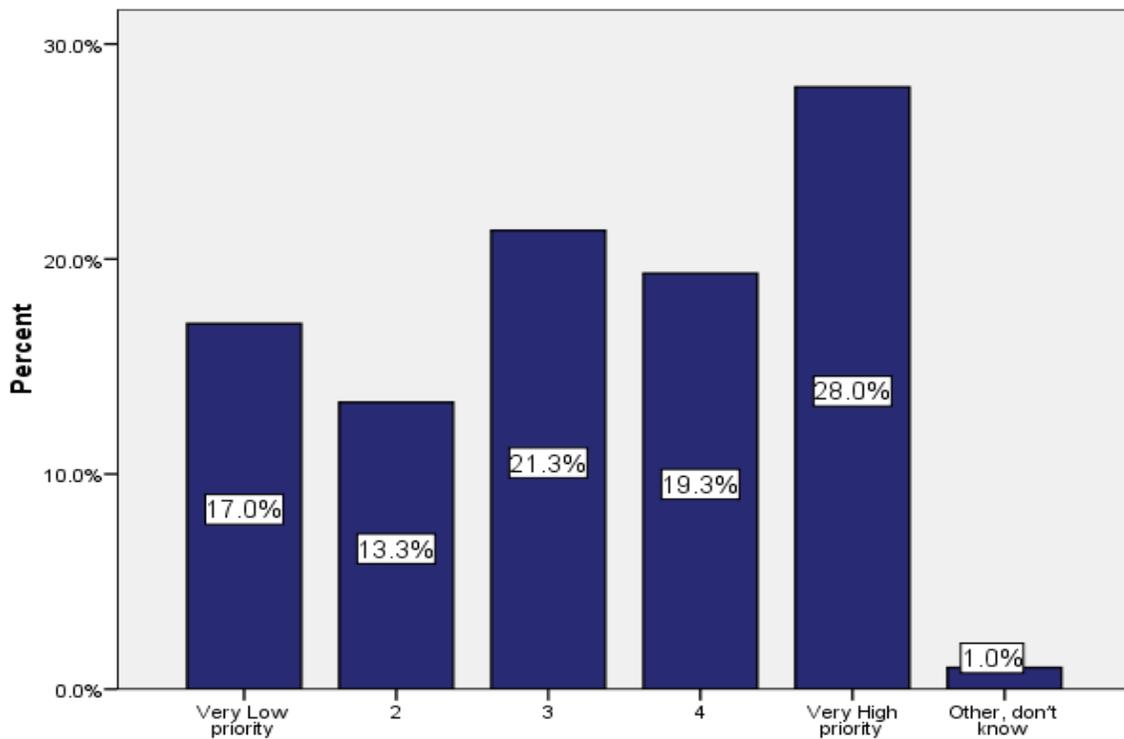


38. art galleries and shops

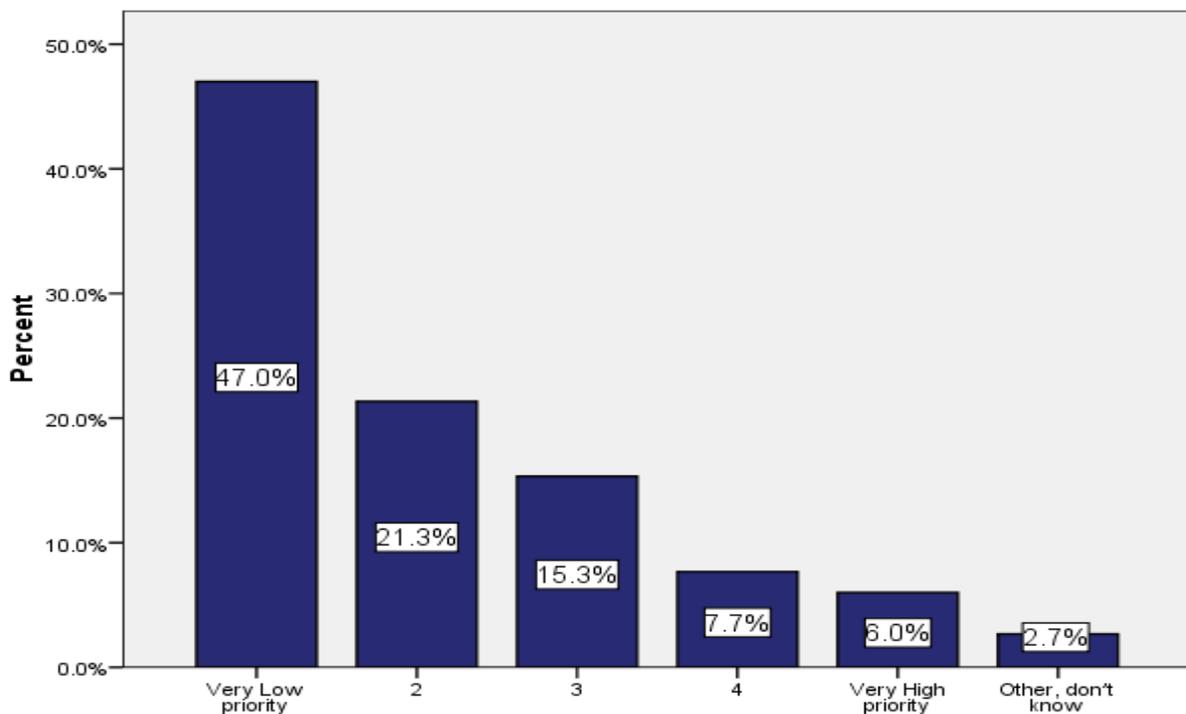


39. coffee shop

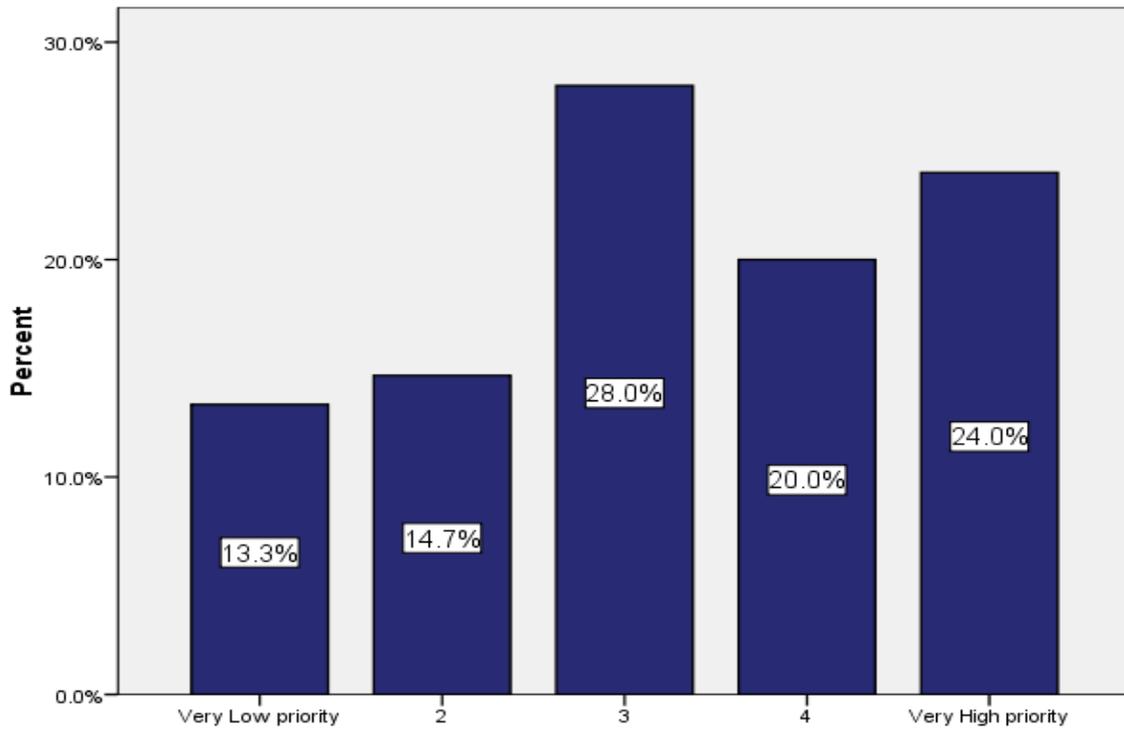




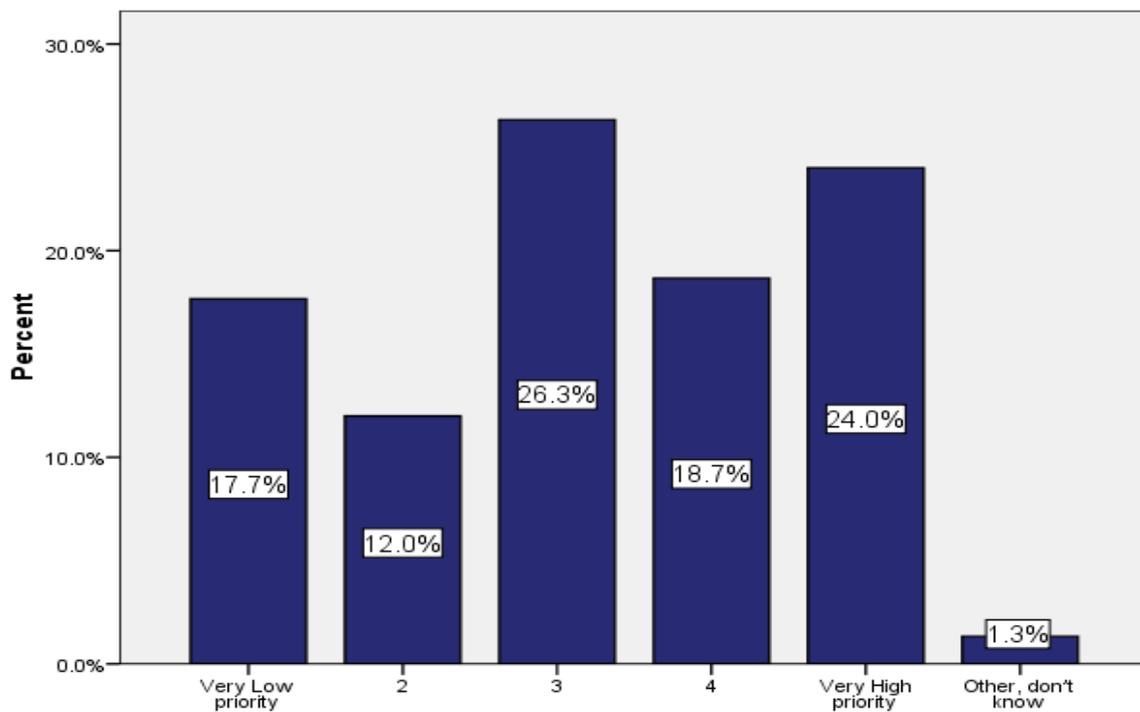
**42. arcade or other attraction aimed at teenagers**



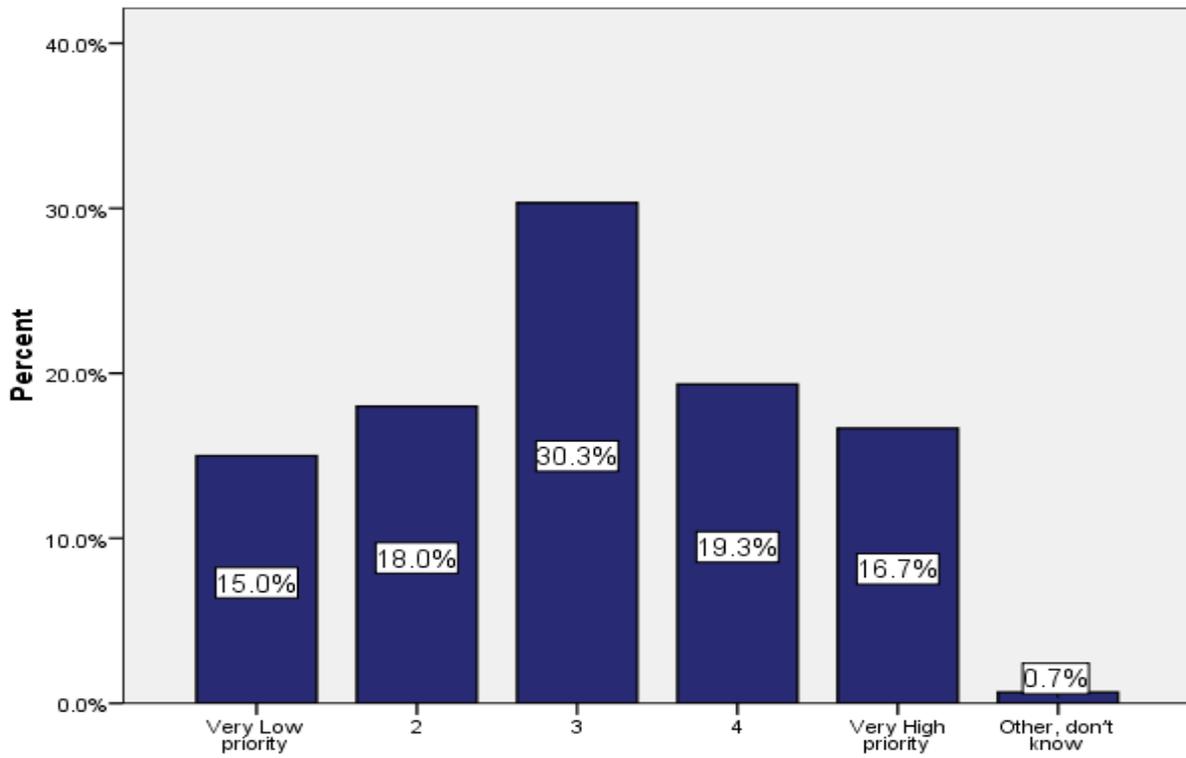
**43. bars/nightclubs**



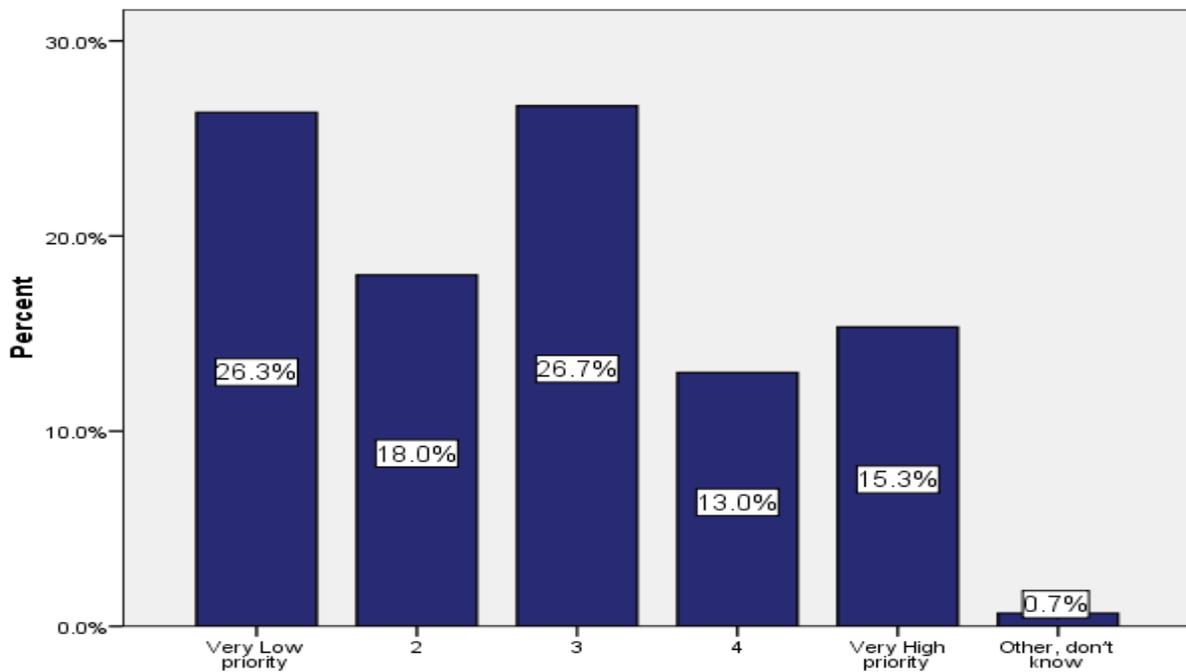
44. bookstore



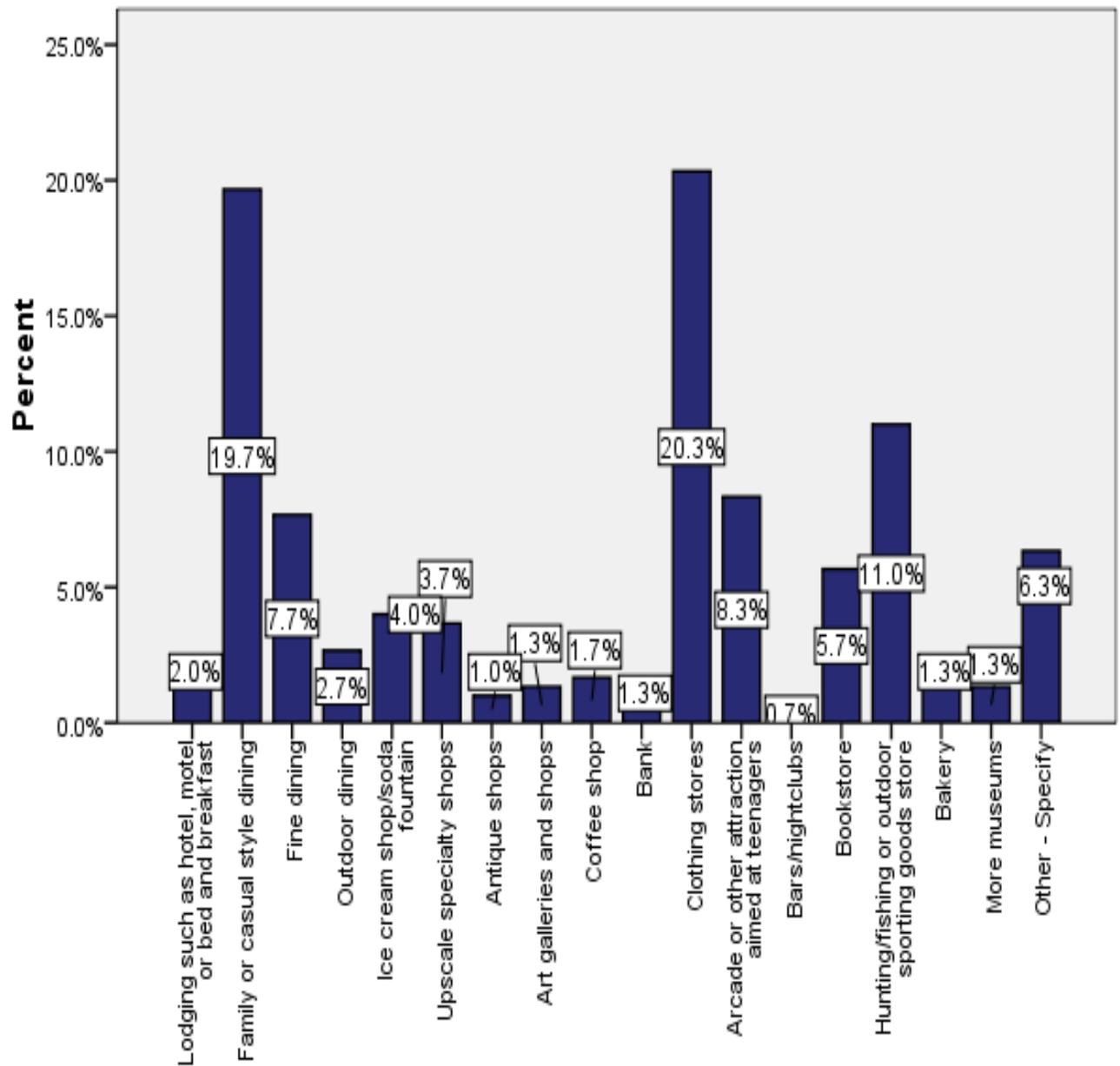
45. hunting/fishing or outdoor sporting goods store



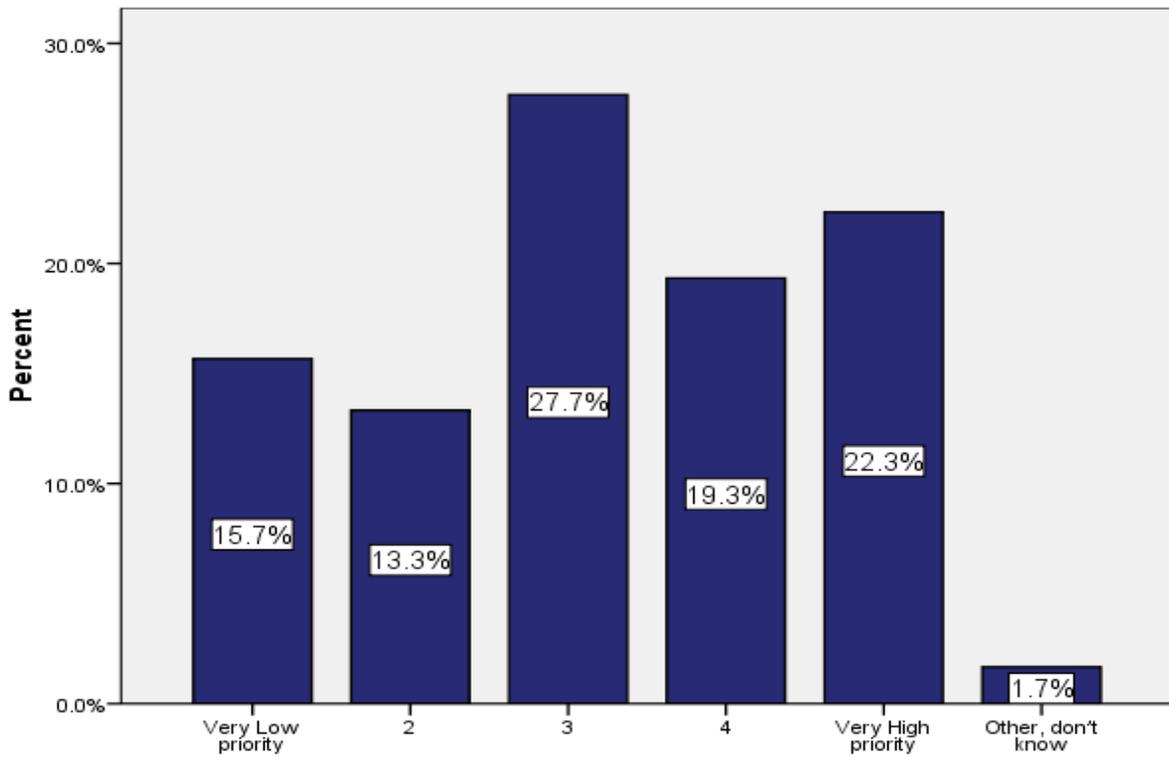
46. bakery



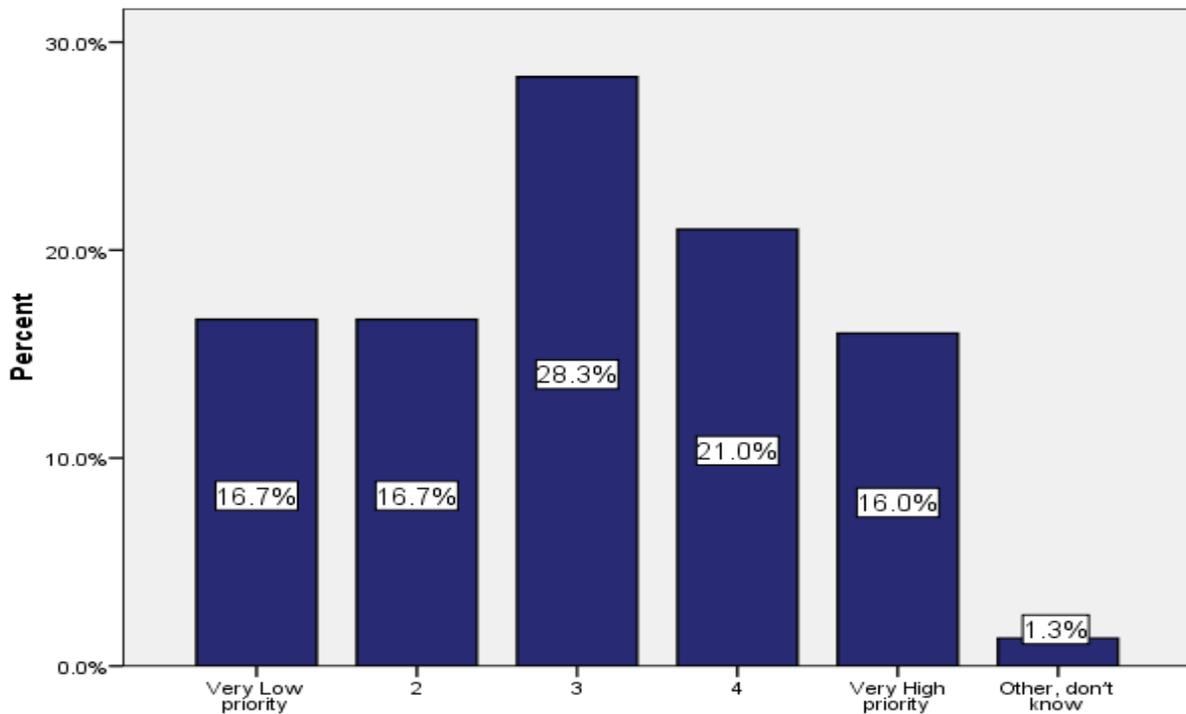
47. museums



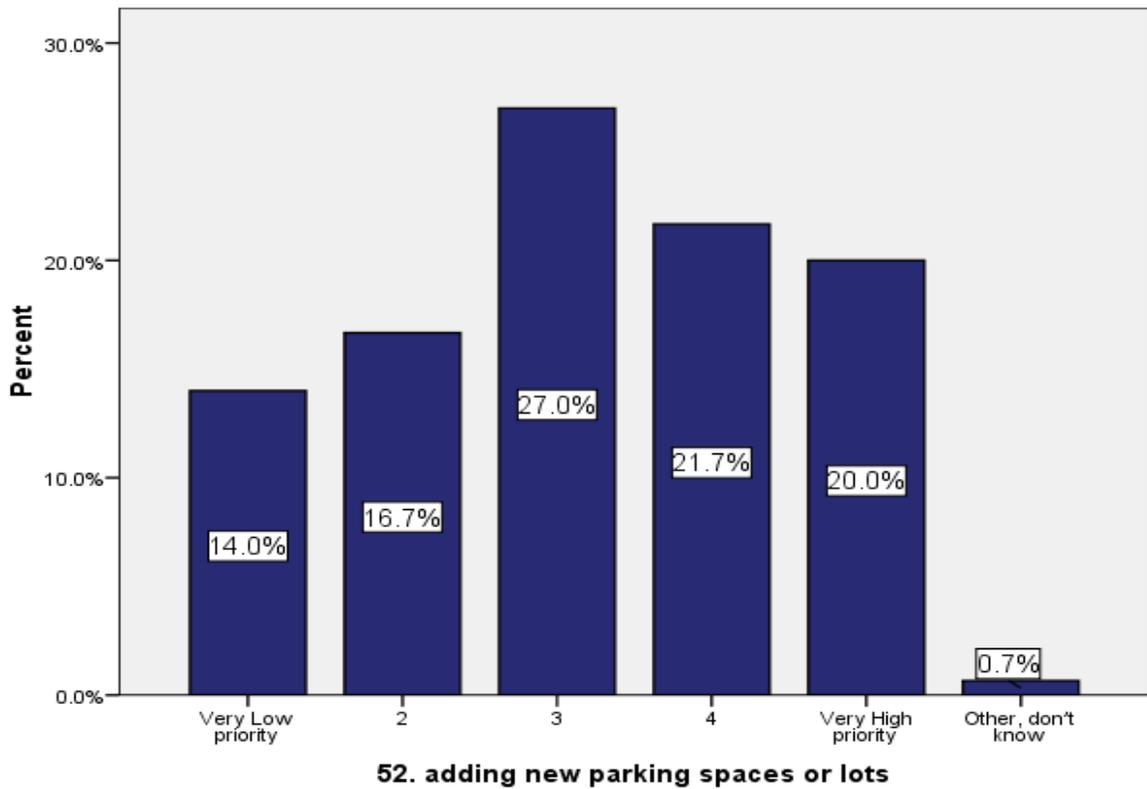
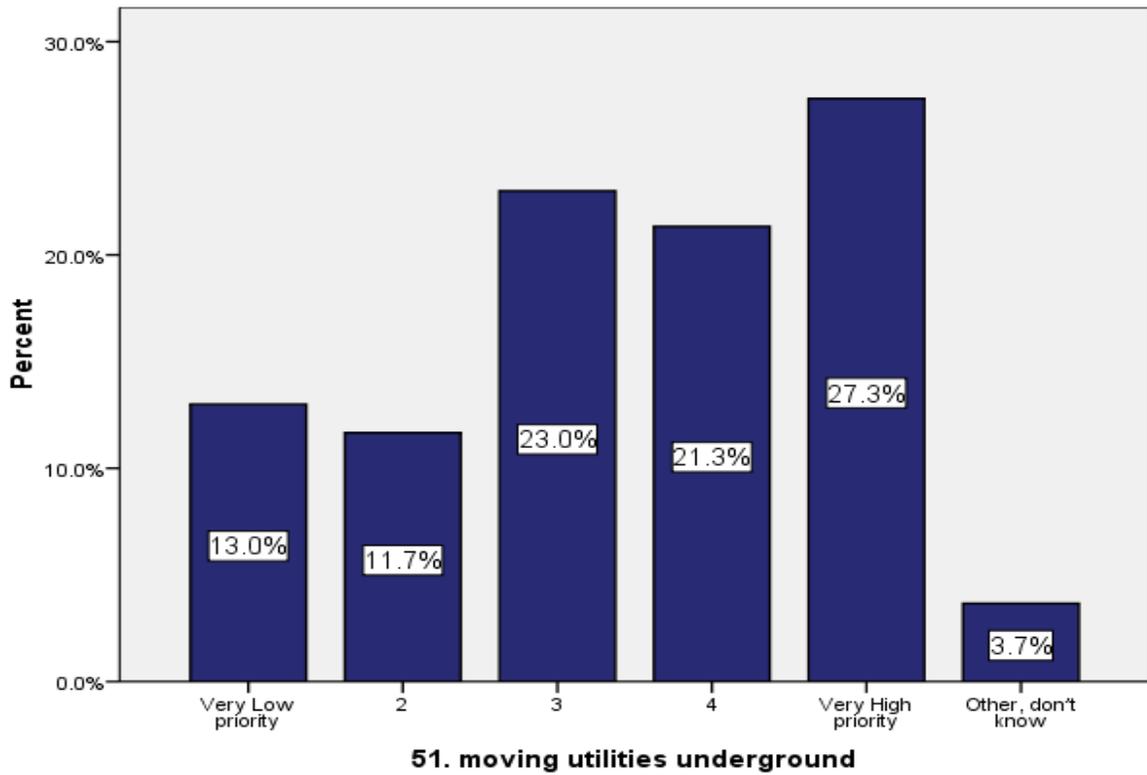
48. Of the items listed above, what business would you most like to see...

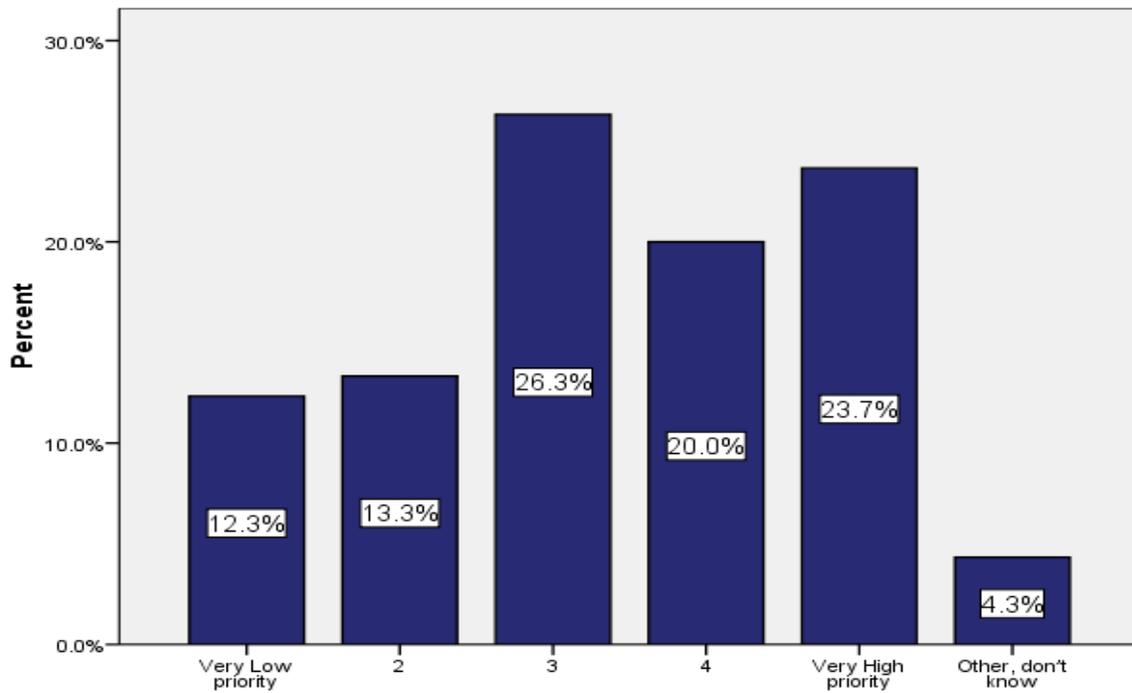


49. adding green space

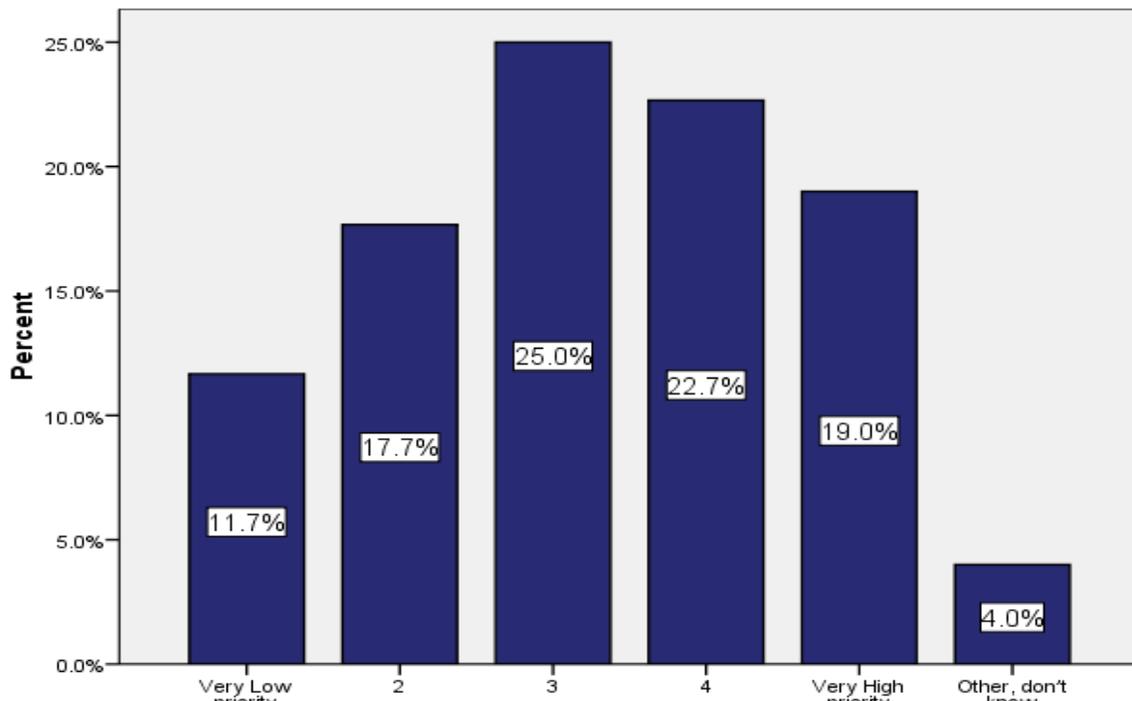


50. improving lighting

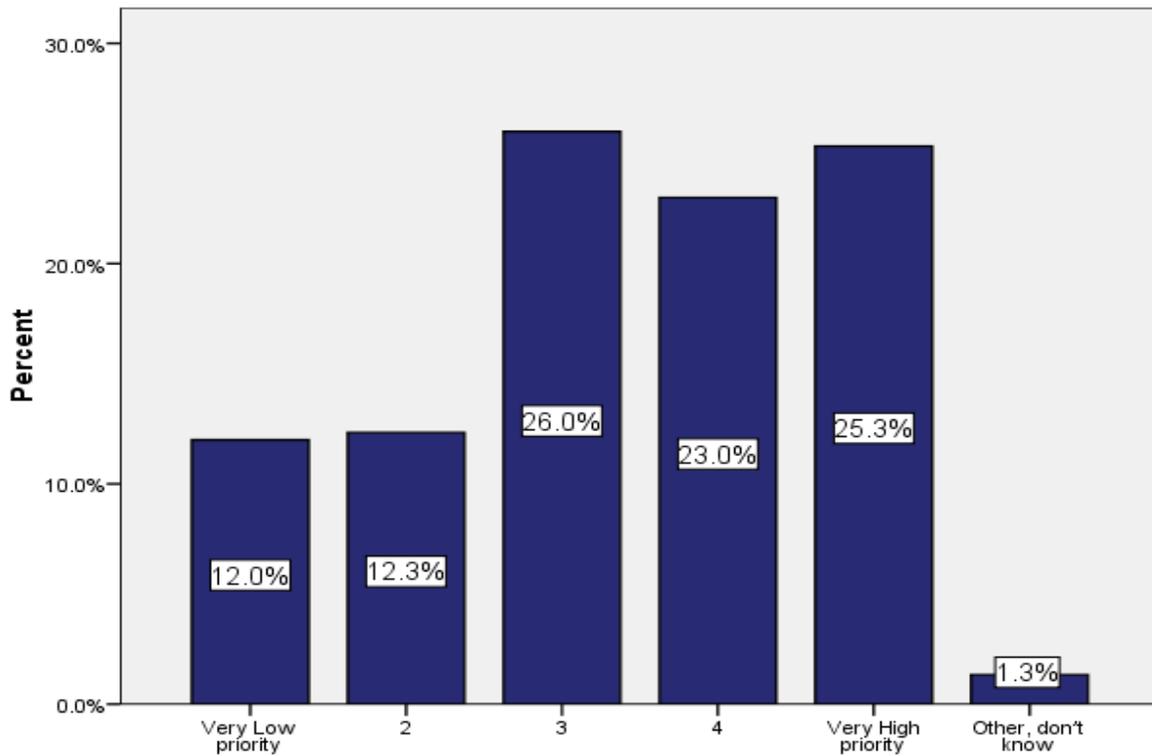




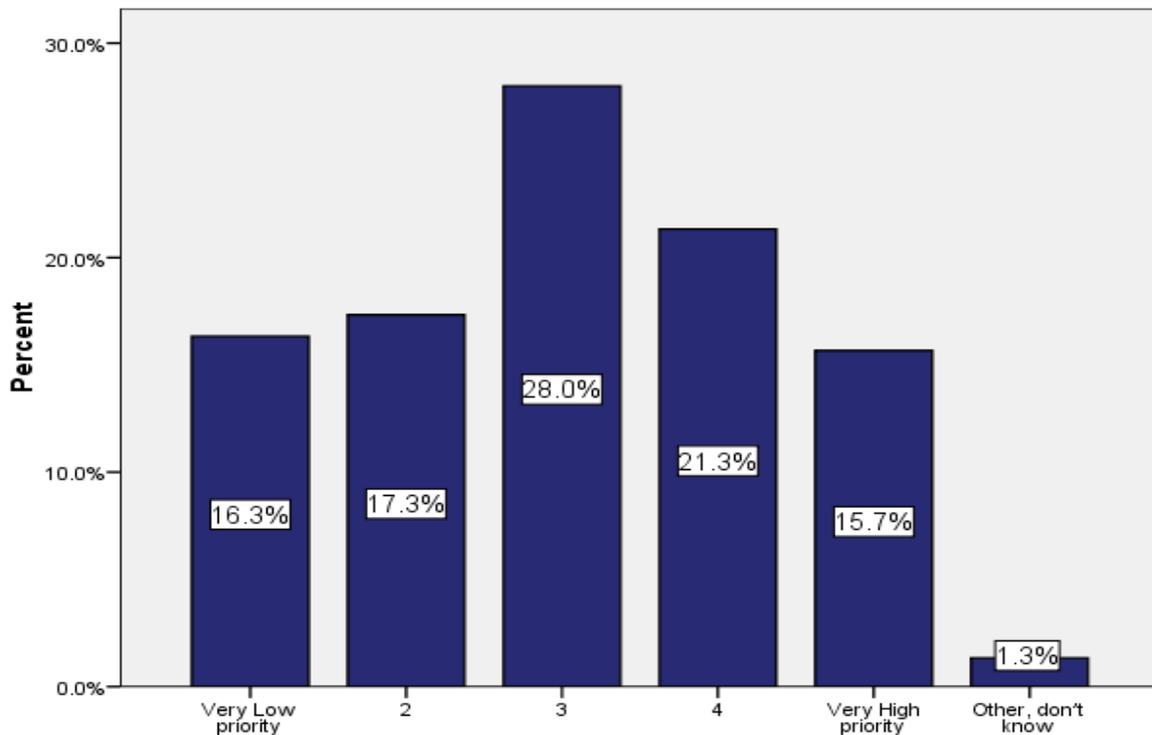
**53. stricter code enforcement**



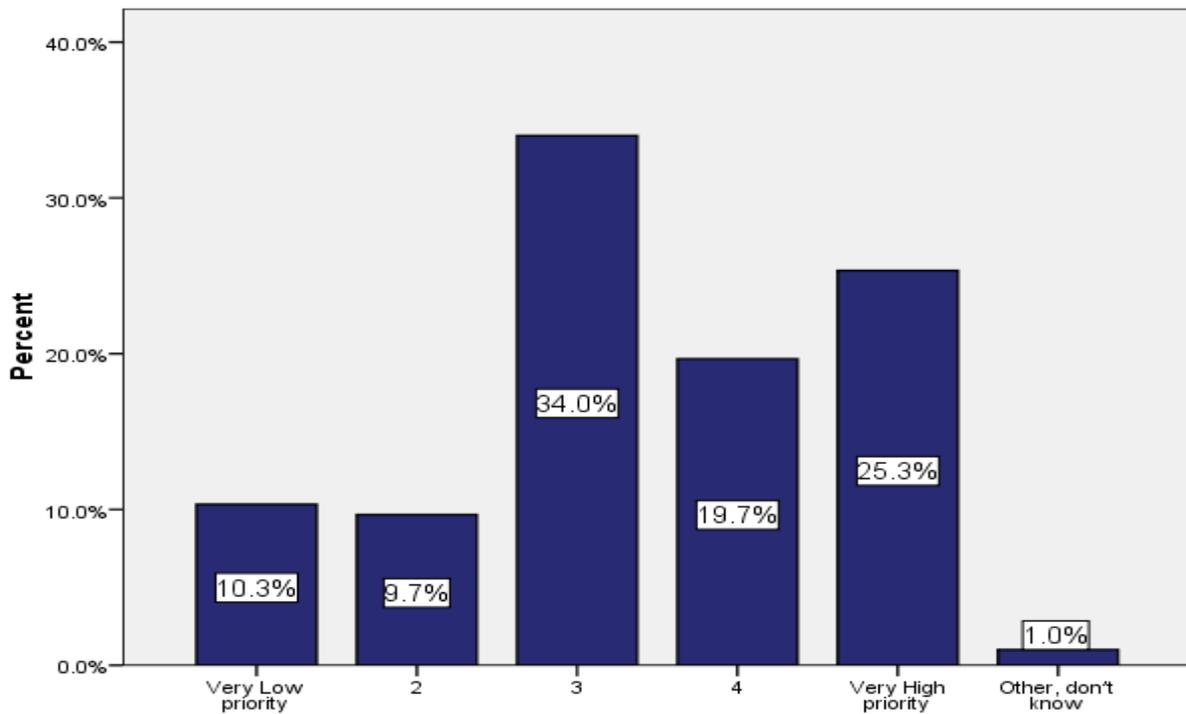
**54. developing second-story residential space**



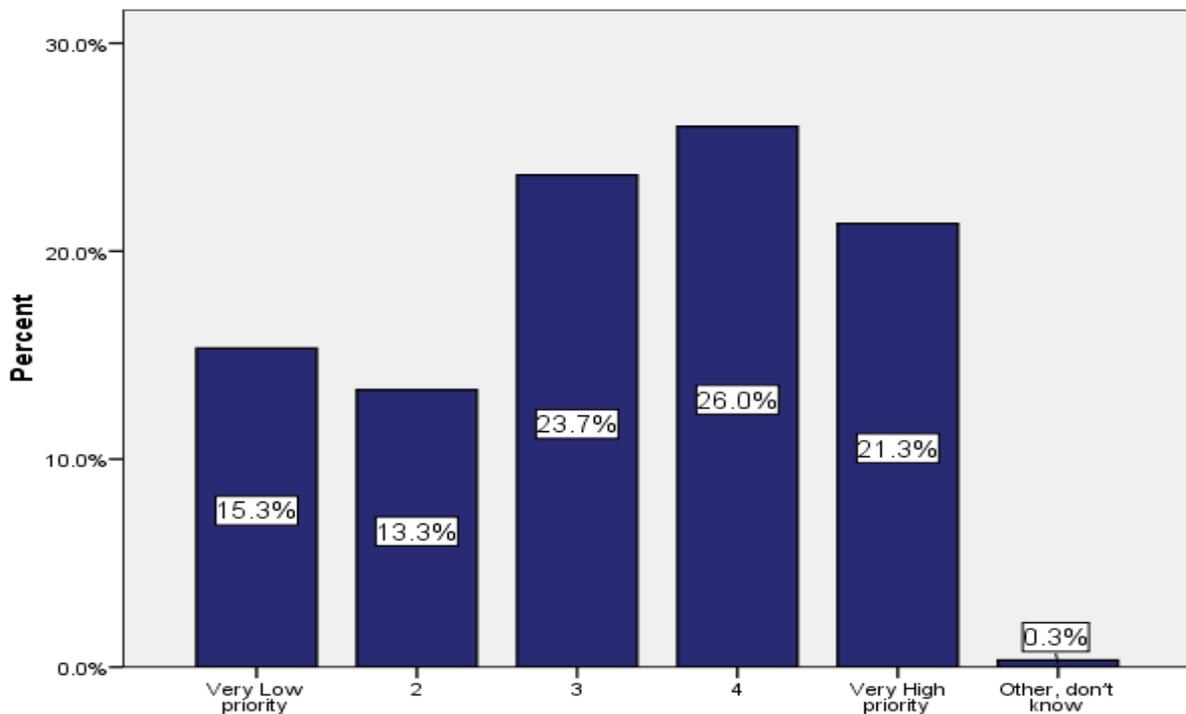
**55. making the area more pedestrian-friendly**



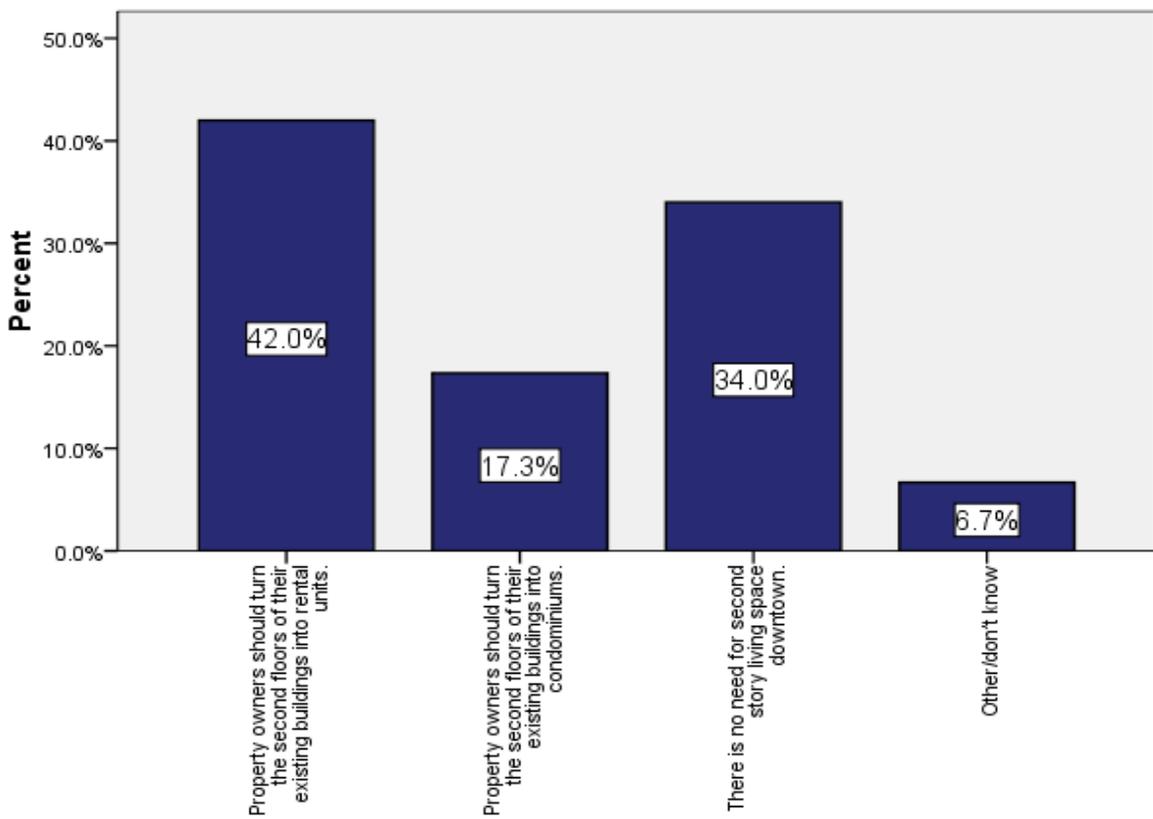
**56. improving signage to help people find their way around**



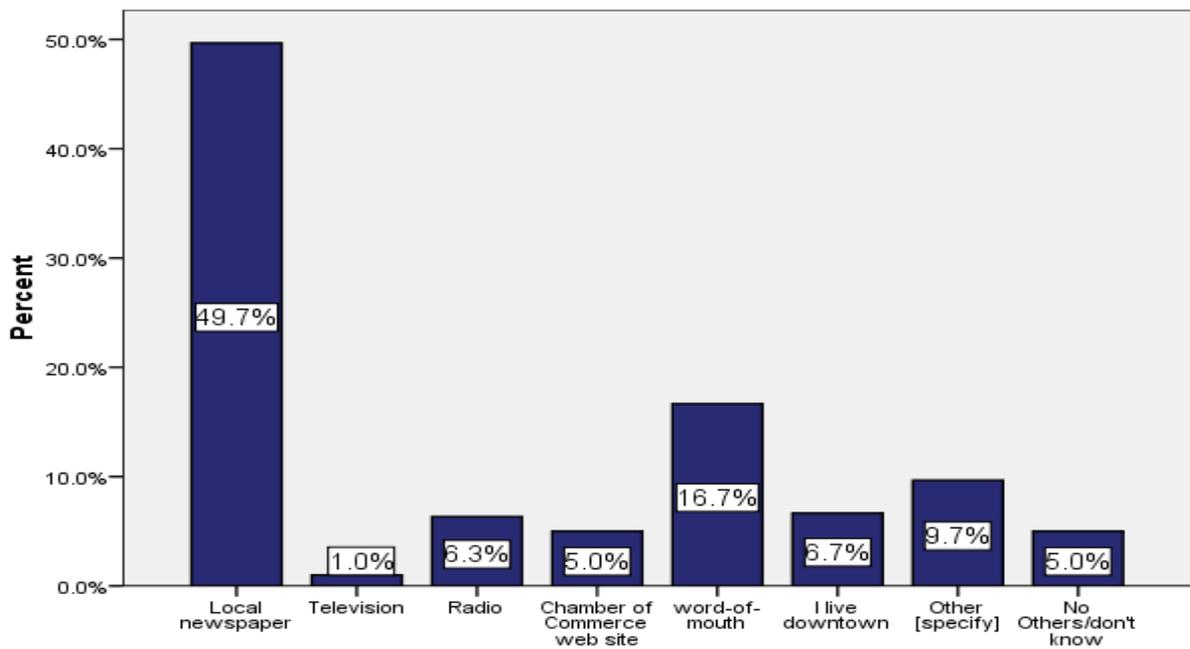
**57. improving building facades**



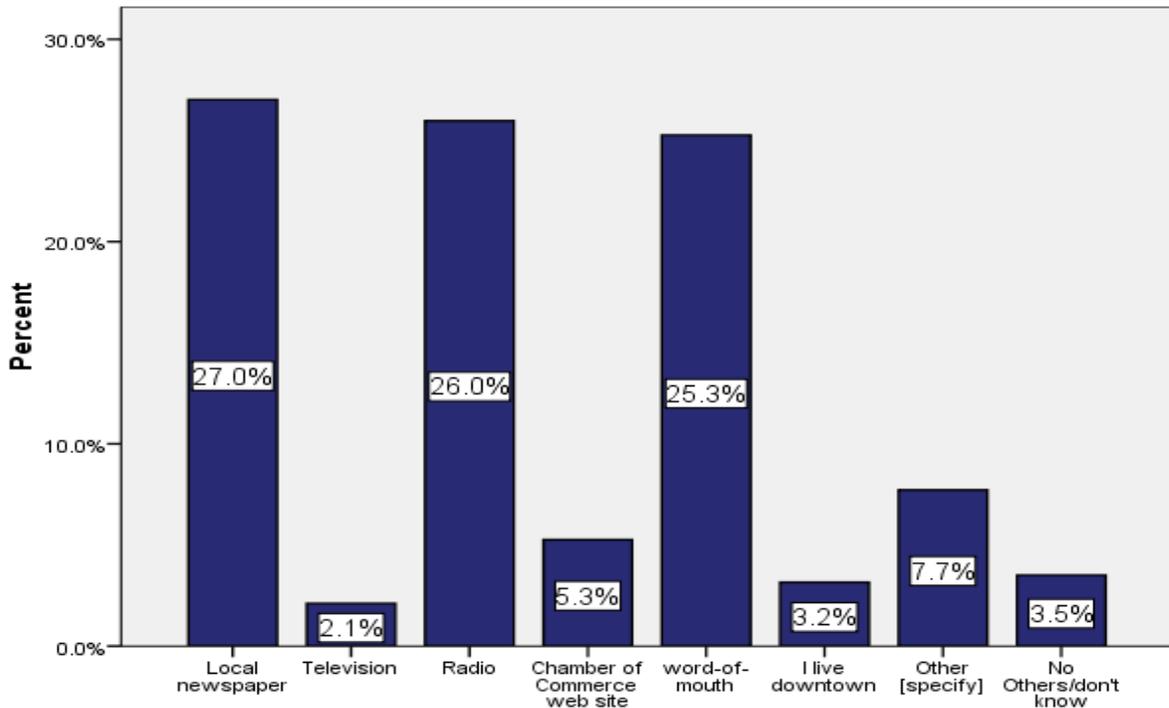
**58. keeping streets and sidewalks cleaner**



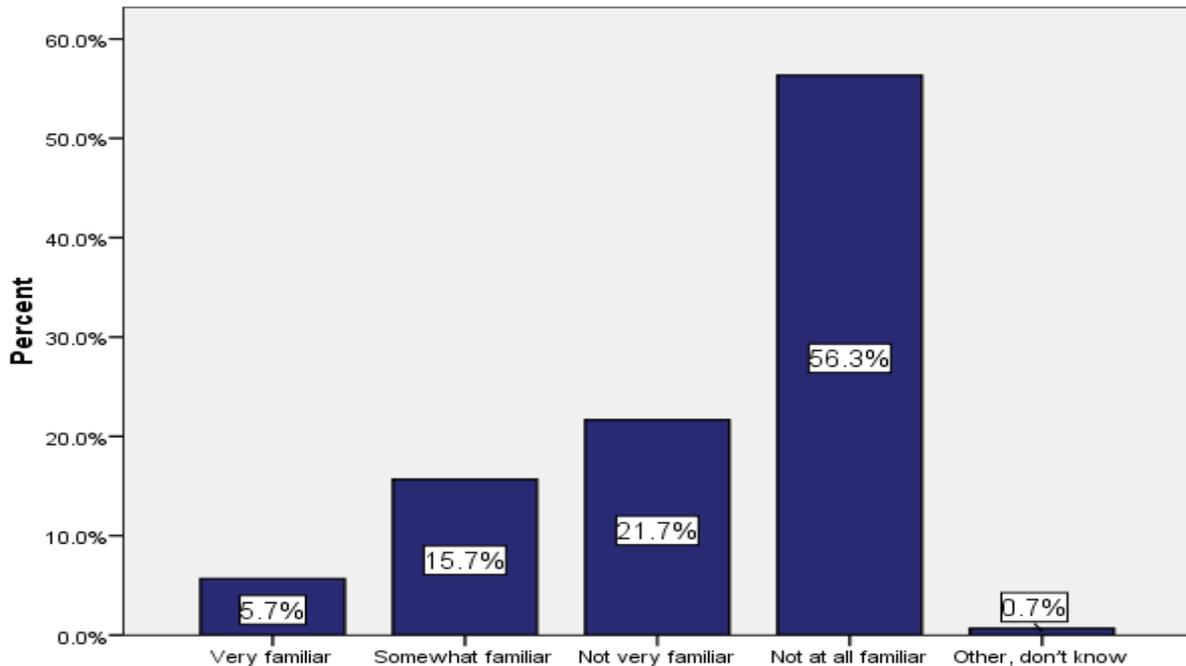
60. There has been some discussion about developing second story ...



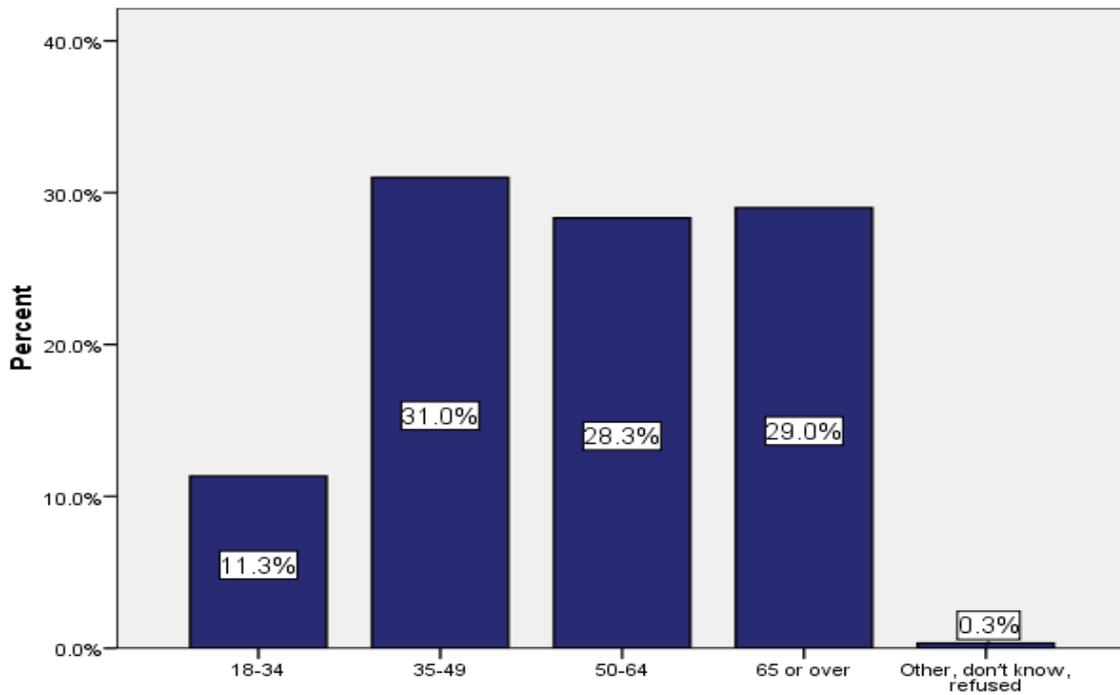
61a. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Chillicothe?



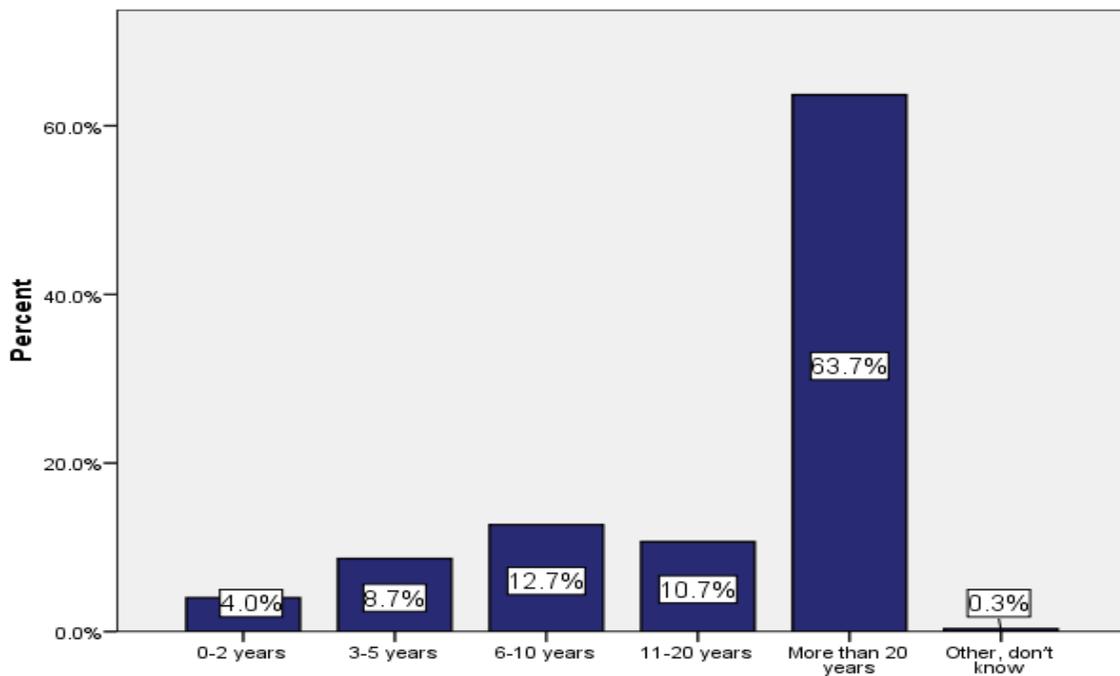
**61b. And what is your second most likely source of information?**



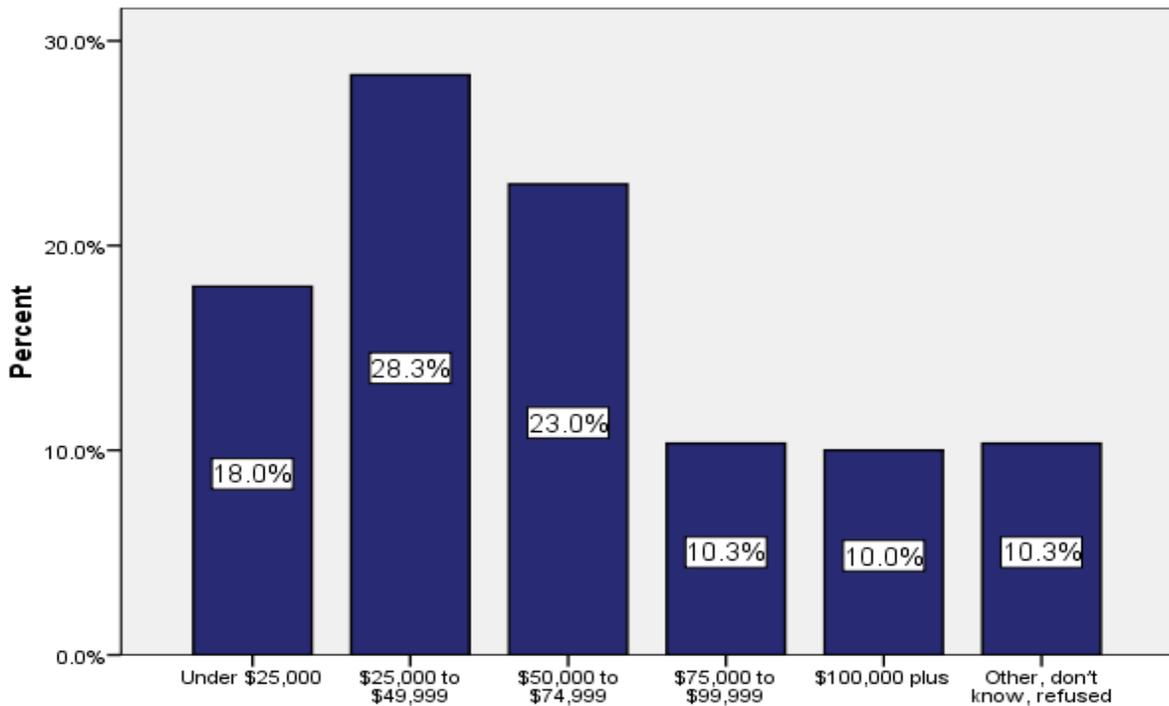
**62. How familiar are you with a state-sponsored program called the DREAM Initiative? Would you say you are very familiar, somewhat, not very or not at all familiar with the DREAM Initiative?**



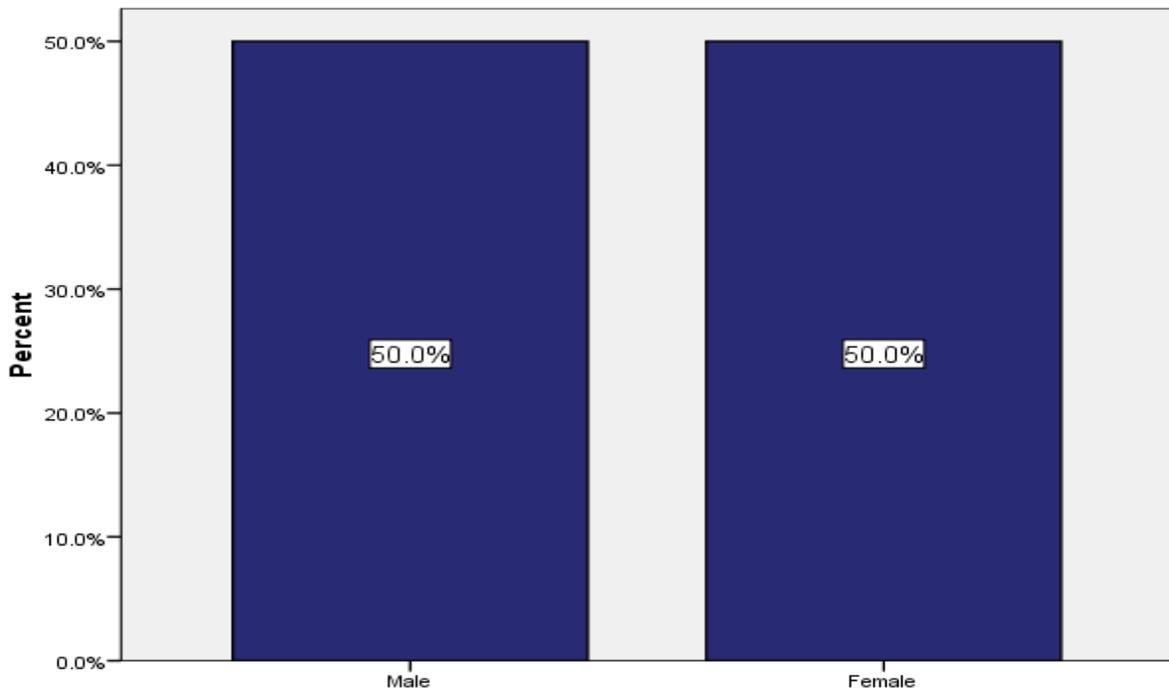
63. In which of the following age groups are you?



64. How long have you lived in the Chillicothe area?



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



**66. Gender**

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## SECTION VI

### QUESTIONNAIRE

Hello, I'm \_\_\_\_\_ calling from Attitude Research Company on behalf of the City of Chillicothe. 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 Chillicothe, 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 Chillicothe downtown area**

3. **Repairing major streets**

4. **Improving emergency services**

5. **Upgrading parks and recreation facilities**

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

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

- 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 17)
- 6) Don't visit downtown (Skip to question 17)
- 9) Don't know (Skip to question 17)

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

*Read list, code as follows:*

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

(ROTATE ORDER)

- 8. shopping
- 9. dining
- 10. entertainment
- 11. other outdoor recreation, such as walking
- 12. special events
- 13. government/post office
- 14. conducting business
- 15. attending church

[ASK ONLY IF ANSWERED 1-4 TO Q7] 16. Of the items listed above, which would you say is the one reason you most often visit downtown Chillicothe? [*repeat list if necessary, code responses as follows*]

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

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

- 17. signs to help people find their way around
- 18. convenient business hours
- 19. available green space
- 20. preservation of historic structures
- 21. occupied storefronts
- 22. convenient parking
- 23. diverse mix of businesses
- 24. dining options
- 25. entertainment options
- 26. condition of streets
- 27. condition of sidewalks
- 28. safety during the day
- 29. safety at night
- 30. How important would you say it is that Chillicothe 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 Chillicothe should place on bringing or adding more of that type of business *to its own downtown area*. If you think an item should be a top priority, rate it a "5." If you think it shouldn't be a priority at all, rate it a "1." Of course, you can use any number between five and one. The first is...

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

(ROTATE ORDER)

31. lodging such as hotel, motel or bed and breakfast
32. family or casual style dining
33. fine dining
34. outdoor dining
35. ice cream shop/soda fountain
36. upscale specialty shops
37. antique shops
38. art galleries and shops
39. coffee shop
40. bank
41. clothing stores
42. arcade or other attraction aimed at teenagers
43. bars/nightclubs
44. bookstore
45. hunting/fishing or outdoor sporting goods store
46. bakery
47. museums

**48. Of the items listed above, what business would you most like to see in downtown Chillicothe? (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) outdoor dining
- 5) ice cream shop/soda fountain
- 6) upscale specialty shops
- 7) antique shops
- 8) art galleries and shops
- 9) coffee shop
- 10) bank
- 11) clothing stores
- 12) arcade or other attraction aimed at teenagers
- 13) bars/nightclubs
- 14) bookstore
- 15) hunting/fishing or outdoor sporting goods store
- 16) bakery
- 17) more museums
- 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 Chillicothe using the same 5-point scale. *(Repeat scale again if necessary, record other/don't know as 9)*

(ROTATE ORDER)

- 49. adding green space**
- 50. improving lighting**
- 51. moving utilities underground**
- 52. adding new parking spaces or lots**
- 53. stricter code enforcement**
- 54. developing second-story residential space**
- 55. making the area more pedestrian-friendly**
- 56. improving signage to help people find their way around**
- 57. improving building facades**
- 58. keeping streets and sidewalks cleaner**

59. Are there any other improvements you think should be made to downtown Chillicothe?  
[open-ended, record first two responses]
60. There has been some discussion about developing second story living space in downtown Chillicothe. Which of the following statements is closest to the way you feel?
- 1) Property owners should turn the second floors of their existing buildings into rental units.
  - 2) Property owners should turn the second floors of their existing buildings into condominiums.
  - 3) There is no need for second story living space downtown.
  - 9) other/don't know
61. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Chillicothe? And what is your second most likely source of information? [do not read list – code first two responses as follows]
- 1) local newspaper
  - 2) television
  - 3) radio
  - 4) Chamber of Commerce web site
  - 5) word-of-mouth
  - 6) I live downtown.
  - 9) other [specify]
62. 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.

63. 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

**64. How long have you lived in the Chillicothe 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

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

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

**66. Gender [do not ask – just record below]**

- 1) male
- 2) female

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

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## SECTION VII

### CROSS TABULATION

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

Chillicothe, Missouri

		Age				Length of residence					Household Income					Gender		
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
1. Thinking about the Chillicothe, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?	Right direction	67.6%	78.5%	80.0%	73.6%	75.0%	84.6%	81.6%	78.1%	74.3%	64.8%	71.8%	82.6%	83.9%	83.3%	72.7%	80.0%	
	Mixed	5.9%	4.3%	8.2%	11.5%	8.3%	11.5%	7.9%	3.1%	7.3%	11.1%	5.9%	8.7%	9.7%	3.3%	8.0%	7.3%	
	Wrong direction	20.6%	16.1%	10.6%	9.2%	8.3%	3.8%	10.5%	12.5%	15.2%	20.4%	18.8%	7.2%	6.5%	10.0%	16.0%	10.0%	
	Other, don't know	5.9%	1.1%	1.2%	5.7%	8.3%	0.0%	0.0%	6.2%	3.1%	3.7%	3.5%	1.4%	0.0%	3.3%	3.3%	2.7%	
2. Revitalizing the Chillicothe downtown area	1 = Very Low priority	8.8%	4.3%	2.4%	10.3%	8.3%	11.5%	0.0%	3.1%	6.8%	7.4%	4.7%	4.3%	9.7%	10.0%	8.0%	4.0%	
	2	14.7%	9.7%	10.6%	14.9%	25.0%	15.4%	7.9%	15.6%	11.0%	3.7%	12.9%	15.9%	9.7%	10.0%	14.0%	10.0%	
	3	47.1%	32.3%	25.9%	23.0%	25.0%	23.1%	50.0%	31.2%	25.7%	22.2%	28.2%	31.9%	45.2%	26.7%	29.3%	29.3%	
	4	8.8%	22.6%	25.9%	16.1%	16.7%	26.9%	21.1%	21.9%	19.4%	24.1%	18.8%	21.7%	19.4%	26.7%	23.3%	17.3%	
	5= Very High priority	20.6%	31.2%	31.8%	34.5%	25.0%	19.2%	18.4%	28.1%	36.1%	38.9%	34.1%	24.6%	16.1%	26.7%	23.3%	38.7%	
	Other, don't know	0.0%	0.0%	3.5%	1.1%	0.0%	3.8%	2.6%	0.0%	1.0%	3.7%	1.2%	1.4%	0.0%	0.0%	2.0%	0.7%	
	<b>total low priority (1-2)</b>	<b>23.5%</b>	<b>14.0%</b>	<b>12.9%</b>	<b>25.3%</b>	<b>33.3%</b>	<b>26.9%</b>	<b>7.9%</b>	<b>18.8%</b>	<b>17.8%</b>	<b>11.1%</b>	<b>17.6%</b>	<b>20.3%</b>	<b>19.4%</b>	<b>20.0%</b>	<b>22.0%</b>	<b>14.0%</b>	
	<b>total high priority (4-5)</b>	<b>29.4%</b>	<b>53.8%</b>	<b>57.6%</b>	<b>50.6%</b>	<b>41.7%</b>	<b>46.2%</b>	<b>39.5%</b>	<b>50.0%</b>	<b>55.5%</b>	<b>63.0%</b>	<b>52.9%</b>	<b>46.4%</b>	<b>35.5%</b>	<b>53.3%</b>	<b>46.7%</b>	<b>56.0%</b>	
	3. Repairing major streets	1 = Very Low priority	8.8%	4.3%	3.5%	4.6%	0.0%	7.7%	2.6%	6.2%	4.7%	5.6%	2.4%	5.8%	6.5%	3.3%	6.7%	2.7%
		2	11.8%	4.3%	3.5%	9.2%	0.0%	7.7%	13.2%	3.1%	5.8%	7.4%	5.9%	2.9%	12.9%	3.3%	7.3%	5.3%
3		14.7%	19.4%	16.5%	14.9%	16.7%	19.2%	26.3%	18.8%	14.1%	16.7%	17.6%	14.5%	9.7%	30.0%	18.0%	15.3%	
4		32.4%	38.7%	28.2%	26.4%	25.0%	15.4%	31.6%	40.6%	32.5%	16.7%	31.8%	31.9%	48.4%	43.3%	31.3%	32.0%	
5= Very High priority		32.4%	33.3%	48.2%	42.5%	50.0%	50.0%	26.3%	31.2%	42.4%	53.7%	42.4%	44.9%	19.4%	20.0%	36.7%	43.3%	
Other, don't know		0.0%	0.0%	0.0%	2.3%	8.3%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	1.3%	
<b>total low priority (1-2)</b>		<b>20.6%</b>	<b>8.6%</b>	<b>7.1%</b>	<b>13.8%</b>	<b>0.0%</b>	<b>15.4%</b>	<b>15.8%</b>	<b>9.4%</b>	<b>10.5%</b>	<b>13.0%</b>	<b>8.2%</b>	<b>8.7%</b>	<b>19.4%</b>	<b>6.7%</b>	<b>14.0%</b>	<b>8.0%</b>	
<b>total high priority (4-5)</b>		<b>64.7%</b>	<b>72.0%</b>	<b>76.5%</b>	<b>69.0%</b>	<b>75.0%</b>	<b>65.4%</b>	<b>57.9%</b>	<b>71.9%</b>	<b>74.9%</b>	<b>70.4%</b>	<b>74.1%</b>	<b>76.8%</b>	<b>67.7%</b>	<b>63.3%</b>	<b>68.0%</b>	<b>75.3%</b>	
4. Improving emergency services		1 = Very Low priority	11.8%	8.6%	3.5%	11.5%	16.7%	11.5%	2.6%	3.1%	9.4%	3.7%	9.4%	10.1%	6.5%	10.0%	11.3%	5.3%
		2	20.6%	7.5%	7.1%	4.6%	0.0%	7.7%	10.5%	9.4%	7.3%	5.6%	5.9%	5.8%	16.1%	20.0%	10.0%	6.0%
	3	26.5%	28.0%	23.5%	16.1%	41.7%	15.4%	21.1%	25.0%	23.0%	18.5%	22.4%	27.5%	25.8%	23.3%	25.3%	20.7%	
	4	11.8%	21.5%	25.9%	21.8%	8.3%	23.1%	23.7%	25.0%	21.5%	27.8%	18.8%	24.6%	19.4%	20.0%	24.0%	19.3%	
	5= Very High priority	20.6%	33.3%	30.6%	40.2%	16.7%	38.5%	31.6%	34.4%	34.0%	38.9%	41.2%	24.6%	22.6%	20.0%	24.7%	42.0%	
	Other, don't know	8.8%	1.1%	9.4%	5.7%	16.7%	3.8%	10.5%	3.1%	4.7%	5.6%	2.4%	7.2%	9.7%	6.7%	4.7%	6.7%	
	<b>total low priority (1-2)</b>	<b>32.4%</b>	<b>16.1%</b>	<b>10.6%</b>	<b>16.1%</b>	<b>16.7%</b>	<b>19.2%</b>	<b>13.2%</b>	<b>12.5%</b>	<b>16.8%</b>	<b>9.3%</b>	<b>15.3%</b>	<b>15.9%</b>	<b>22.6%</b>	<b>30.0%</b>	<b>21.3%</b>	<b>11.3%</b>	
	<b>total high priority (4-5)</b>	<b>32.4%</b>	<b>54.8%</b>	<b>56.5%</b>	<b>62.1%</b>	<b>25.0%</b>	<b>61.5%</b>	<b>55.3%</b>	<b>59.4%</b>	<b>55.5%</b>	<b>66.7%</b>	<b>60.0%</b>	<b>49.3%</b>	<b>41.9%</b>	<b>40.0%</b>	<b>48.7%</b>	<b>61.3%</b>	
	5. Upgrading parks and recreation facilities	1 = Very Low priority	14.7%	12.9%	10.6%	18.4%	8.3%	11.5%	10.5%	9.4%	16.2%	14.8%	11.8%	13.0%	12.9%	23.3%	14.0%	14.0%
		2	14.7%	16.1%	12.9%	10.3%	16.7%	15.4%	18.4%	9.4%	12.0%	16.7%	10.6%	14.5%	16.1%	13.3%	17.3%	9.3%
3		35.3%	25.8%	31.8%	16.1%	25.0%	23.1%	34.2%	28.1%	24.1%	25.9%	30.6%	26.1%	29.0%	13.3%	24.7%	26.7%	
4		14.7%	23.7%	23.5%	16.1%	8.3%	19.2%	18.4%	28.1%	20.9%	14.8%	20.0%	29.0%	16.1%	23.3%	22.7%	18.7%	
5= Very High priority		20.6%	20.4%	20.0%	35.6%	33.3%	23.1%	18.4%	21.9%	26.2%	25.9%	23.5%	15.9%	25.8%	26.7%	20.0%	29.3%	
Other, don't know		0.0%	1.1%	1.2%	3.4%	8.3%	7.7%	0.0%	0.5%	1.9%	3.5%	1.4%	0.0%	0.0%	1.3%	2.0%		
<b>total low priority (1-2)</b>		<b>29.4%</b>	<b>29.0%</b>	<b>23.5%</b>	<b>28.7%</b>	<b>25.0%</b>	<b>26.9%</b>	<b>28.9%</b>	<b>18.8%</b>	<b>28.3%</b>	<b>31.5%</b>	<b>22.4%</b>	<b>27.5%</b>	<b>29.0%</b>	<b>36.7%</b>	<b>31.3%</b>	<b>23.3%</b>	
<b>total high priority (4-5)</b>		<b>35.3%</b>	<b>44.1%</b>	<b>43.5%</b>	<b>51.7%</b>	<b>41.7%</b>	<b>42.3%</b>	<b>36.8%</b>	<b>50.0%</b>	<b>47.1%</b>	<b>40.7%</b>	<b>43.5%</b>	<b>44.9%</b>	<b>41.9%</b>	<b>50.0%</b>	<b>42.7%</b>	<b>48.0%</b>	

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

Chillicothe, Missouri

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
6. Attracting more big box retail development	1 = Very Low priority	14.7%	12.9%	10.6%	11.5%	8.3%	7.7%	5.3%	12.5%	14.1%	7.4%	9.4%	15.9%	19.4%	6.7%	14.7%	9.3%
	2	11.8%	12.9%	5.9%	8.0%	0.0%	7.7%	5.3%	34.4%	7.3%	13.0%	12.9%	4.3%	16.1%	0.0%	9.3%	10.0%
	3	14.7%	21.5%	24.7%	18.4%	16.7%	23.1%	21.1%	12.5%	22.0%	16.7%	23.5%	20.3%	16.1%	30.0%	22.0%	19.3%
	4	26.5%	21.5%	23.5%	23.0%	33.3%	30.8%	21.1%	18.8%	22.0%	14.8%	17.6%	33.3%	25.8%	26.7%	25.3%	20.7%
	5= Very High priority	29.4%	30.1%	31.8%	32.2%	41.7%	26.9%	42.1%	21.9%	30.4%	40.7%	31.8%	23.2%	22.6%	33.3%	28.0%	36.0%
	Other, don't know	2.9%	1.1%	3.5%	6.9%	0.0%	3.8%	0.0%	0.0%	4.2%	7.4%	4.7%	2.9%	0.0%	3.3%	2.7%	4.7%
	<b>total low priority (1-2)</b>	<b>26.5%</b>	<b>25.8%</b>	<b>16.5%</b>	<b>19.5%</b>	<b>8.3%</b>	<b>15.4%</b>	<b>10.5%</b>	<b>46.9%</b>	<b>21.5%</b>	<b>20.4%</b>	<b>22.4%</b>	<b>20.3%</b>	<b>35.5%</b>	<b>6.7%</b>	<b>24.0%</b>	<b>19.3%</b>
	<b>total high priority (4-5)</b>	<b>55.9%</b>	<b>51.6%</b>	<b>55.3%</b>	<b>55.2%</b>	<b>75.0%</b>	<b>57.7%</b>	<b>63.2%</b>	<b>40.6%</b>	<b>52.4%</b>	<b>55.6%</b>	<b>49.4%</b>	<b>56.5%</b>	<b>48.4%</b>	<b>60.0%</b>	<b>51.3%</b>	<b>56.7%</b>
7. How often do you visit downtown Chillicothe?																	
	Once a year or less	2.9%	5.4%	5.9%	4.6%	8.3%	11.5%	0.0%	0.0%	5.8%	9.3%	7.1%	1.4%	6.5%	3.3%	6.7%	3.3%
	Less than once a month	5.9%	7.5%	5.9%	9.2%	0.0%	3.8%	5.3%	3.1%	9.4%	13.0%	5.9%	5.8%	0.0%	6.7%	3.3%	11.3%
	One to five times per month	14.7%	22.6%	23.5%	32.2%	50.0%	19.2%	13.2%	21.9%	26.7%	18.5%	30.6%	24.6%	25.8%	16.7%	23.3%	26.0%
	More than five times a month	73.5%	62.4%	60.0%	51.7%	25.0%	65.4%	78.9%	68.8%	56.0%	55.6%	51.8%	66.7%	67.7%	70.0%	63.3%	56.7%
	Other -Specify	2.9%	2.2%	4.7%	2.3%	16.7%	0.0%	2.6%	6.2%	2.1%	3.7%	4.7%	1.4%	0.0%	3.3%	3.3%	2.7%
	Don't visit downtown	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 know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
8. shopping																	
	Very often	36.4%	28.6%	29.6%	25.9%	0.0%	34.6%	27.0%	20.0%	31.0%	30.8%	30.9%	30.9%	16.1%	41.4%	25.5%	32.2%
	Somewhat often	30.3%	36.3%	32.1%	29.4%	40.0%	26.9%	45.9%	53.3%	27.3%	36.5%	27.2%	32.4%	45.2%	24.1%	35.9%	29.5%
	Not very often	21.2%	26.4%	27.2%	29.4%	40.0%	26.9%	24.3%	16.7%	28.3%	23.1%	28.4%	29.4%	25.8%	24.1%	26.9%	26.7%
	Not at all	12.1%	8.8%	11.1%	14.1%	20.0%	11.5%	2.7%	6.7%	13.4%	9.6%	13.6%	7.4%	12.9%	10.3%	11.0%	11.6%
	Other, don't know	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
	<b>very/somewhat often</b>	<b>66.7%</b>	<b>64.8%</b>	<b>61.7%</b>	<b>55.3%</b>	<b>40.0%</b>	<b>61.5%</b>	<b>73.0%</b>	<b>73.3%</b>	<b>58.3%</b>	<b>67.3%</b>	<b>58.0%</b>	<b>63.2%</b>	<b>61.3%</b>	<b>65.5%</b>	<b>61.4%</b>	<b>61.6%</b>
	<b>not very/not at all often</b>	<b>33.3%</b>	<b>35.2%</b>	<b>38.3%</b>	<b>43.5%</b>	<b>60.0%</b>	<b>38.5%</b>	<b>27.0%</b>	<b>23.3%</b>	<b>41.7%</b>	<b>32.7%</b>	<b>42.0%</b>	<b>36.8%</b>	<b>38.7%</b>	<b>34.5%</b>	<b>37.9%</b>	<b>38.4%</b>
9. dining																	
	Very often	27.3%	18.7%	27.2%	23.5%	10.0%	34.6%	24.3%	23.3%	21.9%	28.8%	16.0%	17.6%	25.8%	34.5%	24.1%	22.6%
	Somewhat often	27.3%	37.4%	28.4%	30.6%	40.0%	34.6%	37.8%	33.3%	29.4%	28.8%	24.7%	39.7%	29.0%	34.5%	33.8%	29.5%
	Not very often	27.3%	25.3%	27.2%	25.9%	30.0%	23.1%	29.7%	23.3%	26.7%	28.8%	38.3%	29.4%	22.6%	6.9%	26.2%	26.7%
	Not at all	18.2%	18.7%	17.3%	18.8%	20.0%	7.7%	8.1%	20.0%	21.4%	13.5%	21.0%	13.2%	22.6%	24.1%	15.9%	20.5%
	Other, don't know	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	<b>very/somewhat often</b>	<b>54.5%</b>	<b>56.0%</b>	<b>55.6%</b>	<b>54.1%</b>	<b>50.0%</b>	<b>69.2%</b>	<b>62.2%</b>	<b>56.7%</b>	<b>51.3%</b>	<b>57.7%</b>	<b>40.7%</b>	<b>57.4%</b>	<b>54.8%</b>	<b>69.0%</b>	<b>57.9%</b>	<b>52.1%</b>
	<b>not very/not at all often</b>	<b>45.5%</b>	<b>44.0%</b>	<b>44.4%</b>	<b>44.7%</b>	<b>50.0%</b>	<b>30.8%</b>	<b>37.8%</b>	<b>43.3%</b>	<b>48.1%</b>	<b>42.3%</b>	<b>59.3%</b>	<b>42.6%</b>	<b>45.2%</b>	<b>31.0%</b>	<b>42.1%</b>	<b>47.3%</b>
10. entertainment																	
	Very often	6.1%	12.1%	12.3%	4.7%	0.0%	19.2%	18.9%	3.3%	7.5%	13.5%	9.9%	2.9%	9.7%	17.2%	7.6%	11.0%
	Somewhat often	45.5%	28.6%	29.6%	20.0%	30.0%	30.8%	35.1%	30.0%	25.7%	19.2%	25.9%	35.3%	29.0%	41.4%	33.1%	23.3%
	Not very often	39.4%	37.4%	33.3%	43.5%	30.0%	42.3%	40.5%	43.3%	37.4%	44.2%	43.2%	39.7%	32.3%	17.2%	37.2%	39.7%
	Not at all	9.1%	22.0%	24.7%	31.8%	40.0%	7.7%	5.4%	23.3%	29.4%	23.1%	21.0%	22.1%	29.0%	24.1%	22.1%	26.0%
	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%	0.0%	0.0%	0.0%
	<b>very/somewhat often</b>	<b>51.5%</b>	<b>40.7%</b>	<b>42.0%</b>	<b>24.7%</b>	<b>30.0%</b>	<b>50.0%</b>	<b>54.1%</b>	<b>33.3%</b>	<b>33.2%</b>	<b>32.7%</b>	<b>35.8%</b>	<b>38.2%</b>	<b>38.7%</b>	<b>58.6%</b>	<b>40.7%</b>	<b>34.2%</b>
	<b>not very/not at all often</b>	<b>48.5%</b>	<b>59.3%</b>	<b>58.0%</b>	<b>75.3%</b>	<b>70.0%</b>	<b>50.0%</b>	<b>45.9%</b>	<b>66.7%</b>	<b>66.8%</b>	<b>67.3%</b>	<b>64.2%</b>	<b>61.8%</b>	<b>61.3%</b>	<b>41.4%</b>	<b>59.3%</b>	<b>65.8%</b>

	Age				Length of residence					Household Income					Gender		
	18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
11. other outdoor recreation, such as walking	Very often	18.2%	20.9%	13.6%	14.1%	0.0%	38.5%	18.9%	10.0%	15.0%	25.0%	13.6%	13.2%	9.7%	27.6%	16.6%	16.4%
	Somewhat often	21.2%	22.0%	21.0%	16.5%	0.0%	15.4%	29.7%	23.3%	18.7%	19.2%	16.0%	23.5%	25.6%	17.2%	19.3%	20.5%
	Not very often	24.2%	33.0%	33.3%	23.5%	30.0%	23.1%	35.1%	33.3%	28.9%	25.0%	35.8%	32.4%	22.6%	27.6%	29.0%	30.1%
	Not at all	36.4%	24.2%	32.1%	45.9%	70.0%	23.1%	16.2%	33.3%	37.4%	30.8%	34.6%	30.9%	41.9%	27.6%	35.2%	32.9%
	Other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>very/somewhat often</b>	<b>39.4%</b>	<b>42.9%</b>	<b>34.6%</b>	<b>30.6%</b>	<b>0.0%</b>	<b>53.8%</b>	<b>48.6%</b>	<b>33.3%</b>	<b>33.7%</b>	<b>44.2%</b>	<b>29.6%</b>	<b>36.8%</b>	<b>35.5%</b>	<b>44.8%</b>	<b>35.9%</b>	<b>37.0%</b>
<b>not very/not at all often</b>	<b>60.6%</b>	<b>57.1%</b>	<b>65.4%</b>	<b>69.4%</b>	<b>100.0%</b>	<b>46.2%</b>	<b>51.4%</b>	<b>66.7%</b>	<b>66.3%</b>	<b>55.8%</b>	<b>70.4%</b>	<b>63.2%</b>	<b>64.5%</b>	<b>55.2%</b>	<b>64.1%</b>	<b>63.0%</b>	
12. special events	Very often	18.2%	15.4%	25.9%	7.1%	0.0%	19.2%	10.8%	16.7%	17.6%	15.4%	14.8%	19.1%	16.1%	24.1%	16.6%	15.8%
	Somewhat often	48.5%	49.5%	34.6%	42.4%	50.0%	38.5%	67.6%	43.3%	38.5%	34.6%	44.4%	50.0%	35.5%	44.8%	40.0%	46.6%
	Not very often	27.3%	25.3%	27.2%	34.1%	20.0%	30.8%	21.6%	20.0%	31.6%	38.5%	25.9%	23.5%	32.3%	27.6%	29.0%	28.1%
	Not at all	6.1%	9.9%	12.3%	16.5%	30.0%	11.5%	0.0%	20.0%	12.3%	11.5%	14.8%	7.4%	16.1%	3.4%	14.5%	9.6%
	Other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>very/somewhat often</b>	<b>66.7%</b>	<b>64.8%</b>	<b>60.5%</b>	<b>49.4%</b>	<b>50.0%</b>	<b>57.7%</b>	<b>78.4%</b>	<b>60.0%</b>	<b>56.1%</b>	<b>50.0%</b>	<b>59.3%</b>	<b>69.1%</b>	<b>51.6%</b>	<b>69.0%</b>	<b>56.6%</b>	<b>62.3%</b>
<b>not very/not at all often</b>	<b>33.3%</b>	<b>35.2%</b>	<b>39.5%</b>	<b>50.6%</b>	<b>50.0%</b>	<b>42.3%</b>	<b>21.6%</b>	<b>40.0%</b>	<b>43.9%</b>	<b>50.0%</b>	<b>40.7%</b>	<b>30.9%</b>	<b>48.4%</b>	<b>31.0%</b>	<b>43.4%</b>	<b>37.7%</b>	
13. government/post office	Very often	6.1%	26.4%	38.3%	23.5%	10.0%	26.9%	18.9%	23.3%	29.4%	21.2%	19.8%	32.4%	32.3%	48.3%	22.8%	30.1%
	Somewhat often	39.4%	33.0%	27.2%	37.6%	20.0%	26.9%	48.6%	33.3%	32.1%	40.4%	33.3%	33.8%	22.6%	27.6%	33.1%	34.2%
	Not very often	30.3%	24.2%	24.7%	21.2%	40.0%	26.9%	18.9%	23.3%	24.1%	26.9%	25.9%	20.6%	22.6%	17.2%	29.7%	18.5%
	Not at all	21.2%	15.4%	9.9%	14.1%	20.0%	15.4%	10.8%	20.0%	13.4%	9.6%	19.8%	11.8%	19.4%	6.9%	11.7%	16.4%
	Other, don't know	3.0%	1.1%	0.0%	3.5%	10.0%	3.8%	2.7%	0.0%	1.1%	1.9%	1.2%	1.5%	3.2%	0.0%	2.8%	0.7%
	<b>very/somewhat often</b>	<b>45.5%</b>	<b>59.3%</b>	<b>65.4%</b>	<b>61.2%</b>	<b>30.0%</b>	<b>53.8%</b>	<b>67.6%</b>	<b>56.7%</b>	<b>61.5%</b>	<b>61.5%</b>	<b>53.1%</b>	<b>66.2%</b>	<b>54.8%</b>	<b>75.9%</b>	<b>55.9%</b>	<b>64.4%</b>
<b>not very/not at all often</b>	<b>51.5%</b>	<b>39.6%</b>	<b>34.6%</b>	<b>35.3%</b>	<b>60.0%</b>	<b>42.3%</b>	<b>29.7%</b>	<b>43.3%</b>	<b>37.4%</b>	<b>36.5%</b>	<b>45.7%</b>	<b>32.4%</b>	<b>41.9%</b>	<b>24.1%</b>	<b>41.4%</b>	<b>34.9%</b>	
14. conducting business	Very often	42.4%	35.2%	44.4%	25.9%	30.0%	34.6%	27.0%	46.7%	36.4%	32.7%	28.4%	41.2%	35.5%	62.1%	36.6%	35.6%
	Somewhat often	36.4%	36.3%	28.4%	36.5%	10.0%	23.1%	56.8%	23.3%	34.2%	23.1%	42.0%	36.8%	38.7%	13.8%	31.7%	36.3%
	Not very often	18.2%	24.2%	19.8%	31.8%	60.0%	30.8%	16.2%	26.7%	23.0%	36.5%	23.5%	17.6%	16.1%	20.7%	26.9%	21.9%
	Not at all	3.0%	4.4%	7.4%	5.9%	0.0%	11.5%	0.0%	3.3%	6.4%	7.7%	6.2%	4.4%	9.7%	3.4%	4.8%	6.2%
	Other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>very/somewhat often</b>	<b>78.8%</b>	<b>71.4%</b>	<b>72.8%</b>	<b>62.4%</b>	<b>40.0%</b>	<b>57.7%</b>	<b>83.8%</b>	<b>70.0%</b>	<b>70.6%</b>	<b>55.8%</b>	<b>70.4%</b>	<b>77.9%</b>	<b>74.2%</b>	<b>75.9%</b>	<b>68.3%</b>	<b>71.9%</b>
<b>not very/not at all often</b>	<b>21.2%</b>	<b>28.6%</b>	<b>27.2%</b>	<b>37.6%</b>	<b>60.0%</b>	<b>42.3%</b>	<b>16.2%</b>	<b>30.0%</b>	<b>29.4%</b>	<b>44.2%</b>	<b>29.6%</b>	<b>22.1%</b>	<b>25.8%</b>	<b>24.1%</b>	<b>31.7%</b>	<b>28.1%</b>	
15. attending church	Very often	33.3%	38.5%	33.3%	40.0%	30.0%	42.3%	32.4%	40.0%	36.9%	42.3%	29.6%	39.7%	32.3%	41.4%	32.4%	41.1%
	Somewhat often	15.2%	8.8%	11.1%	8.2%	10.0%	15.4%	8.1%	10.0%	9.6%	7.7%	12.3%	11.8%	12.9%	6.9%	13.8%	6.2%
	Not very often	18.2%	16.5%	18.5%	17.8%	0.0%	11.5%	29.7%	10.0%	18.7%	13.5%	21.0%	22.1%	12.9%	17.2%	18.6%	17.1%
	Not at all	30.3%	36.3%	37.0%	32.9%	60.0%	30.8%	27.0%	40.0%	34.2%	36.5%	37.0%	26.5%	38.7%	34.5%	34.5%	34.9%
	Other, don't know	3.0%	0.0%	0.0%	1.2%	0.0%	0.0%	2.7%	0.0%	0.5%	0.0%	0.0%	0.0%	3.2%	0.0%	0.7%	0.7%
	<b>very/somewhat often</b>	<b>48.5%</b>	<b>47.3%</b>	<b>44.4%</b>	<b>40.2%</b>	<b>40.0%</b>	<b>57.7%</b>	<b>40.5%</b>	<b>50.0%</b>	<b>46.5%</b>	<b>50.0%</b>	<b>42.0%</b>	<b>51.5%</b>	<b>45.2%</b>	<b>48.3%</b>	<b>46.2%</b>	<b>47.3%</b>
<b>not very/not at all often</b>	<b>48.5%</b>	<b>52.7%</b>	<b>55.6%</b>	<b>50.6%</b>	<b>60.0%</b>	<b>42.3%</b>	<b>56.8%</b>	<b>50.0%</b>	<b>52.9%</b>	<b>50.0%</b>	<b>58.0%</b>	<b>48.5%</b>	<b>51.6%</b>	<b>51.7%</b>	<b>53.1%</b>	<b>52.1%</b>	

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

Chillicothe, Missouri

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
16. Of the items listed above, which would you say is the one reason you most often visit downtown Chillicothe?	Shopping	30.3%	23.1%	21.0%	30.6%	40.0%	46.2%	24.3%	20.0%	22.5%	34.6%	17.3%	26.5%	22.6%	27.6%	19.3%	31.5%
	Dining	6.1%	11.0%	6.2%	10.6%	10.0%	15.4%	8.1%	13.3%	7.5%	9.6%	7.4%	12.9%	3.4%	6.9%	11.0%	
	Entertainment	6.1%	1.1%	2.5%	3.5%	0.0%	0.0%	8.1%	3.3%	2.1%	0.0%	8.6%	0.0%	0.0%	0.0%	2.1%	3.4%
	Other outdoor recreation, such as walking	3.0%	2.2%	6.2%	1.2%	0.0%	7.7%	0.0%	0.0%	3.7%	5.8%	3.7%	4.4%	0.0%	0.0%	4.8%	1.4%
	Special events	6.1%	7.7%	7.4%	1.2%	20.0%	0.0%	2.7%	3.3%	6.4%	5.8%	3.7%	8.8%	3.2%	6.9%	6.9%	4.1%
	Government/post office	0.0%	7.7%	6.2%	3.5%	10.0%	7.7%	2.7%	0.0%	5.9%	0.0%	3.7%	7.4%	12.9%	3.4%	6.9%	3.4%
	Conducting business	36.4%	36.3%	37.0%	32.9%	10.0%	7.7%	37.8%	40.0%	40.1%	26.9%	38.3%	32.4%	45.2%	48.3%	40.0%	31.5%
	Attending church	6.1%	5.5%	4.9%	4.7%	10.0%	0.0%	8.1%	10.0%	4.3%	1.9%	4.9%	8.8%	0.0%	6.9%	6.9%	3.4%
	Other, don't know	6.1%	5.5%	8.6%	11.8%	0.0%	15.4%	8.1%	10.0%	7.5%	15.4%	12.3%	4.4%	3.2%	3.4%	6.2%	10.3%
			11.8%	14.0%	12.9%	13.8%	16.7%	11.5%	26.3%	12.5%	11.0%	13.0%	14.1%	8.7%	16.1%	10.0%	12.0%
17. signs to help people find their way around	Excellent	11.8%	14.0%	12.9%	13.8%	16.7%	11.5%	26.3%	12.5%	11.0%	13.0%	14.1%	8.7%	16.1%	10.0%	12.0%	14.7%
	Good	52.9%	63.4%	63.5%	70.1%	58.3%	57.7%	60.5%	62.5%	66.5%	63.0%	64.7%	68.1%	61.3%	60.0%	61.3%	66.7%
	Not so good	20.6%	15.1%	16.5%	8.0%	8.3%	23.1%	10.5%	18.8%	13.6%	7.4%	16.5%	15.9%	12.9%	23.3%	16.0%	12.7%
	Poor	14.7%	4.3%	4.7%	4.6%	8.3%	7.7%	0.0%	6.2%	5.8%	11.1%	3.5%	4.3%	6.5%	6.7%	8.0%	3.3%
	Other, don't know	0.0%	3.2%	2.4%	3.4%	8.3%	0.0%	2.6%	0.0%	3.1%	5.6%	1.2%	2.9%	3.2%	0.0%	2.7%	2.7%
	<b>excellent/good</b>	<b>64.7%</b>	<b>77.4%</b>	<b>76.5%</b>	<b>83.9%</b>	<b>75.0%</b>	<b>69.2%</b>	<b>86.8%</b>	<b>75.0%</b>	<b>77.5%</b>	<b>75.9%</b>	<b>78.8%</b>	<b>76.8%</b>	<b>77.4%</b>	<b>70.0%</b>	<b>73.3%</b>	<b>81.3%</b>
	<b>not so good/poor</b>	<b>35.3%</b>	<b>19.4%</b>	<b>21.2%</b>	<b>12.6%</b>	<b>16.7%</b>	<b>30.8%</b>	<b>10.5%</b>	<b>25.0%</b>	<b>19.4%</b>	<b>18.5%</b>	<b>20.0%</b>	<b>20.3%</b>	<b>19.4%</b>	<b>30.0%</b>	<b>24.0%</b>	<b>16.0%</b>
		8.8%	11.8%	12.9%	10.3%	16.7%	7.7%	18.4%	12.5%	9.3%	15.3%	10.1%	16.1%	0.0%	10.7%	12.0%	
18. convenient business hours	Excellent	8.8%	11.8%	12.9%	10.3%	16.7%	7.7%	18.4%	12.5%	9.3%	15.3%	10.1%	16.1%	0.0%	10.7%	12.0%	
	Good	61.8%	59.1%	63.5%	74.7%	41.7%	76.9%	50.0%	71.9%	67.0%	75.9%	63.5%	66.7%	54.8%	56.7%	66.0%	64.7%
	Not so good	23.5%	18.3%	17.6%	9.2%	25.0%	7.7%	21.1%	9.4%	16.8%	11.1%	14.1%	18.8%	16.1%	36.7%	14.7%	17.3%
	Poor	5.9%	9.7%	4.7%	3.4%	8.3%	7.7%	10.5%	6.2%	4.7%	1.9%	4.7%	4.3%	12.9%	6.7%	8.0%	4.0%
	Other, don't know	0.0%	1.1%	1.2%	2.3%	8.3%	0.0%	0.0%	0.0%	1.6%	1.9%	2.4%	0.0%	0.0%	0.0%	0.7%	2.0%
	<b>excellent/good</b>	<b>70.6%</b>	<b>71.0%</b>	<b>76.5%</b>	<b>85.1%</b>	<b>58.3%</b>	<b>84.6%</b>	<b>68.4%</b>	<b>84.4%</b>	<b>77.0%</b>	<b>85.2%</b>	<b>78.8%</b>	<b>76.8%</b>	<b>71.0%</b>	<b>56.7%</b>	<b>76.7%</b>	<b>76.7%</b>
<b>not so good/poor</b>	<b>29.4%</b>	<b>28.0%</b>	<b>22.4%</b>	<b>12.6%</b>	<b>33.3%</b>	<b>15.4%</b>	<b>31.6%</b>	<b>15.6%</b>	<b>21.5%</b>	<b>13.0%</b>	<b>18.8%</b>	<b>23.2%</b>	<b>29.0%</b>	<b>43.3%</b>	<b>22.7%</b>	<b>21.3%</b>	
		5.9%	9.7%	5.9%	11.5%	8.3%	0.0%	10.5%	9.4%	9.9%	3.7%	14.1%	7.2%	12.9%	0.0%	10.7%	7.3%
19. available green space	Excellent	5.9%	9.7%	5.9%	11.5%	8.3%	0.0%	10.5%	9.4%	9.9%	3.7%	14.1%	7.2%	12.9%	0.0%	10.7%	7.3%
	Good	55.9%	51.6%	55.3%	60.9%	16.7%	65.4%	42.1%	56.2%	59.7%	64.8%	60.0%	56.5%	41.9%	43.3%	54.0%	57.3%
	Not so good	23.5%	25.8%	25.9%	11.5%	25.0%	23.1%	36.8%	25.0%	17.3%	11.1%	17.6%	23.2%	29.0%	40.0%	20.0%	22.7%
	Poor	11.8%	8.6%	5.9%	4.6%	33.3%	7.7%	2.6%	9.4%	5.8%	9.3%	1.2%	11.6%	12.9%	10.0%	10.7%	3.3%
	Other, don't know	2.9%	4.3%	7.1%	11.5%	16.7%	3.8%	7.9%	0.0%	7.3%	11.1%	7.1%	1.4%	3.2%	6.7%	4.7%	9.3%
	<b>excellent/good</b>	<b>61.8%</b>	<b>61.3%</b>	<b>61.2%</b>	<b>72.4%</b>	<b>25.0%</b>	<b>65.4%</b>	<b>52.6%</b>	<b>65.6%</b>	<b>69.6%</b>	<b>68.5%</b>	<b>74.1%</b>	<b>63.8%</b>	<b>54.8%</b>	<b>43.3%</b>	<b>64.7%</b>	<b>64.7%</b>
<b>not so good/poor</b>	<b>35.3%</b>	<b>34.4%</b>	<b>31.8%</b>	<b>16.1%</b>	<b>58.3%</b>	<b>30.8%</b>	<b>39.5%</b>	<b>34.4%</b>	<b>23.0%</b>	<b>20.4%</b>	<b>18.8%</b>	<b>34.8%</b>	<b>41.9%</b>	<b>50.0%</b>	<b>30.7%</b>	<b>26.0%</b>	
		17.6%	14.0%	10.6%	13.8%	25.0%	15.4%	26.3%	12.5%	9.9%	9.3%	16.5%	8.7%	12.9%	16.7%	14.0%	12.7%
20. preservation of historic structures	Excellent	17.6%	14.0%	10.6%	13.8%	25.0%	15.4%	26.3%	12.5%	9.9%	9.3%	16.5%	8.7%	12.9%	16.7%	14.0%	12.7%
	Good	58.8%	61.3%	71.8%	65.5%	50.0%	53.8%	55.3%	46.9%	72.3%	66.7%	64.7%	72.5%	71.0%	60.0%	62.7%	67.3%
	Not so good	14.7%	17.2%	12.9%	16.1%	0.0%	26.9%	18.4%	28.1%	12.6%	18.5%	14.1%	11.6%	12.9%	16.7%	14.7%	16.7%
	Poor	8.8%	7.5%	4.7%	4.6%	25.0%	3.8%	0.0%	12.5%	5.2%	5.6%	4.7%	7.2%	3.2%	6.7%	8.7%	3.3%
	Other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>excellent/good</b>	<b>76.5%</b>	<b>75.3%</b>	<b>82.4%</b>	<b>79.3%</b>	<b>75.0%</b>	<b>69.2%</b>	<b>81.6%</b>	<b>59.4%</b>	<b>82.2%</b>	<b>75.9%</b>	<b>81.2%</b>	<b>81.2%</b>	<b>83.9%</b>	<b>76.7%</b>	<b>76.7%</b>	<b>80.0%</b>
<b>not so good/poor</b>	<b>23.5%</b>	<b>24.7%</b>	<b>17.6%</b>	<b>20.7%</b>	<b>25.0%</b>	<b>30.8%</b>	<b>18.4%</b>	<b>40.6%</b>	<b>17.8%</b>	<b>24.1%</b>	<b>18.8%</b>	<b>18.8%</b>	<b>16.1%</b>	<b>23.3%</b>	<b>23.3%</b>	<b>20.0%</b>	

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
21. occupied storefronts	Excellent	2.9%	10.8%	5.9%	9.2%	16.7%	11.5%	10.5%	6.2%	6.8%	5.6%	11.8%	4.3%	16.1%	3.3%	8.7%	7.3%
	Good	64.7%	50.5%	47.1%	55.2%	33.3%	50.0%	55.3%	65.6%	51.3%	57.4%	54.1%	52.2%	35.5%	53.3%	54.7%	50.7%
	Not so good	23.5%	31.2%	34.1%	24.1%	25.0%	23.1%	28.9%	25.0%	30.9%	22.2%	27.1%	34.8%	41.9%	30.0%	24.7%	33.3%
	Poor	8.8%	6.5%	9.4%	9.2%	25.0%	11.5%	2.6%	3.1%	8.9%	7.4%	7.1%	8.7%	3.2%	13.3%	10.7%	6.0%
	Other, don't know	0.0%	1.1%	3.5%	2.3%	0.0%	3.8%	2.6%	0.0%	2.1%	7.4%	0.0%	0.0%	3.2%	0.0%	1.3%	2.7%
	<b>excellent/good</b>	<b>67.6%</b>	<b>61.3%</b>	<b>52.9%</b>	<b>64.4%</b>	<b>50.0%</b>	<b>61.5%</b>	<b>65.8%</b>	<b>71.9%</b>	<b>58.1%</b>	<b>63.0%</b>	<b>65.9%</b>	<b>56.5%</b>	<b>51.6%</b>	<b>56.7%</b>	<b>63.3%</b>	<b>58.0%</b>
	<b>not so good/poor</b>	<b>32.4%</b>	<b>37.6%</b>	<b>43.5%</b>	<b>33.3%</b>	<b>50.0%</b>	<b>34.6%</b>	<b>31.6%</b>	<b>28.1%</b>	<b>39.8%</b>	<b>29.6%</b>	<b>34.1%</b>	<b>43.5%</b>	<b>45.2%</b>	<b>43.3%</b>	<b>35.3%</b>	<b>39.3%</b>
22. convenient parking	Excellent	2.9%	11.8%	10.6%	6.9%	16.7%	7.7%	13.2%	12.5%	7.3%	1.9%	15.3%	5.8%	6.5%	10.0%	10.0%	8.0%
	Good	44.1%	49.5%	65.9%	77.0%	41.7%	53.8%	50.0%	46.9%	68.6%	66.7%	63.5%	63.8%	54.8%	46.7%	61.3%	62.0%
	Not so good	32.4%	31.2%	17.6%	10.3%	25.0%	23.1%	34.2%	31.2%	16.8%	20.4%	15.3%	23.2%	25.8%	36.7%	18.7%	24.0%
	Poor	20.6%	7.5%	5.9%	3.4%	16.7%	11.5%	2.6%	9.4%	6.8%	9.3%	4.7%	7.2%	12.9%	6.7%	9.3%	5.3%
	Other, don't know	0.0%	0.0%	0.0%	2.3%	0.0%	3.8%	0.0%	0.0%	0.5%	1.9%	1.2%	0.0%	0.0%	0.0%	0.7%	0.7%
	<b>excellent/good</b>	<b>47.1%</b>	<b>61.3%</b>	<b>76.5%</b>	<b>83.9%</b>	<b>58.3%</b>	<b>61.5%</b>	<b>63.2%</b>	<b>59.4%</b>	<b>75.9%</b>	<b>68.5%</b>	<b>78.8%</b>	<b>69.6%</b>	<b>61.3%</b>	<b>56.7%</b>	<b>71.3%</b>	<b>70.0%</b>
	<b>not so good/poor</b>	<b>52.9%</b>	<b>38.7%</b>	<b>23.5%</b>	<b>13.8%</b>	<b>41.7%</b>	<b>34.6%</b>	<b>36.8%</b>	<b>40.6%</b>	<b>23.6%</b>	<b>29.6%</b>	<b>20.0%</b>	<b>30.4%</b>	<b>38.7%</b>	<b>43.3%</b>	<b>28.0%</b>	<b>29.3%</b>
23. diverse mix of businesses	Excellent	5.9%	7.5%	3.5%	10.3%	8.3%	0.0%	18.4%	9.4%	5.2%	5.6%	4.3%	12.9%	0.0%	8.7%	5.3%	
	Good	58.8%	61.3%	54.1%	48.3%	50.0%	73.1%	55.3%	59.4%	52.4%	50.0%	57.6%	58.0%	58.1%	60.0%	59.3%	51.3%
	Not so good	29.4%	26.9%	32.9%	25.3%	25.0%	15.4%	21.1%	28.1%	31.9%	31.5%	24.7%	30.4%	25.6%	36.7%	23.3%	33.3%
	Poor	5.9%	4.3%	7.1%	9.2%	8.3%	7.7%	2.6%	3.1%	7.9%	11.1%	5.9%	7.2%	3.2%	3.3%	7.3%	6.0%
	Other, don't know	0.0%	0.0%	2.4%	6.9%	8.3%	3.8%	2.6%	0.0%	2.6%	1.9%	3.5%	0.0%	0.0%	0.0%	1.3%	4.0%
	<b>excellent/good</b>	<b>64.7%</b>	<b>68.8%</b>	<b>57.6%</b>	<b>58.6%</b>	<b>58.3%</b>	<b>73.1%</b>	<b>73.7%</b>	<b>68.8%</b>	<b>57.6%</b>	<b>55.6%</b>	<b>65.9%</b>	<b>62.3%</b>	<b>71.0%</b>	<b>60.0%</b>	<b>68.0%</b>	<b>56.7%</b>
	<b>not so good/poor</b>	<b>35.3%</b>	<b>31.2%</b>	<b>40.0%</b>	<b>34.5%</b>	<b>33.3%</b>	<b>23.1%</b>	<b>23.7%</b>	<b>31.2%</b>	<b>39.8%</b>	<b>42.6%</b>	<b>30.6%</b>	<b>37.7%</b>	<b>29.0%</b>	<b>40.0%</b>	<b>30.7%</b>	<b>39.3%</b>
24. dining options	Excellent	5.9%	12.9%	9.4%	14.9%	16.7%	11.5%	10.5%	12.5%	11.5%	18.5%	11.8%	10.1%	12.9%	3.3%	12.0%	11.3%
	Good	35.3%	35.5%	47.1%	56.3%	33.3%	50.0%	39.5%	50.0%	45.0%	50.0%	50.6%	40.6%	35.5%	33.3%	45.3%	44.7%
	Not so good	47.1%	37.6%	23.5%	16.1%	25.0%	26.9%	47.4%	21.9%	26.2%	20.4%	22.4%	37.7%	32.3%	40.0%	26.7%	30.0%
	Poor	11.8%	14.0%	17.6%	9.2%	25.0%	11.5%	2.6%	12.5%	15.2%	5.6%	14.1%	11.6%	19.4%	23.3%	14.7%	12.0%
	Other, don't know	0.0%	0.0%	2.4%	3.4%	0.0%	0.0%	0.0%	3.1%	2.1%	5.6%	1.2%	0.0%	0.0%	0.0%	1.3%	2.0%
	<b>excellent/good</b>	<b>41.2%</b>	<b>48.4%</b>	<b>56.5%</b>	<b>71.3%</b>	<b>50.0%</b>	<b>61.5%</b>	<b>50.0%</b>	<b>62.5%</b>	<b>56.5%</b>	<b>68.5%</b>	<b>62.4%</b>	<b>50.7%</b>	<b>48.4%</b>	<b>36.7%</b>	<b>57.3%</b>	<b>56.0%</b>
	<b>not so good/poor</b>	<b>58.8%</b>	<b>51.6%</b>	<b>41.2%</b>	<b>25.3%</b>	<b>50.0%</b>	<b>38.5%</b>	<b>50.0%</b>	<b>34.4%</b>	<b>41.4%</b>	<b>25.9%</b>	<b>36.5%</b>	<b>49.3%</b>	<b>51.6%</b>	<b>63.3%</b>	<b>41.3%</b>	<b>42.0%</b>
25. entertainment options	Excellent	11.8%	6.5%	3.5%	6.9%	0.0%	7.7%	7.9%	12.5%	5.2%	5.6%	9.4%	2.9%	9.7%	3.3%	5.3%	7.3%
	Good	20.6%	35.5%	34.1%	44.8%	25.0%	30.8%	42.1%	40.6%	36.1%	38.9%	38.8%	31.9%	25.8%	33.3%	36.0%	36.7%
	Not so good	47.1%	44.1%	40.0%	28.7%	33.3%	50.0%	47.4%	31.2%	36.6%	33.3%	35.3%	44.9%	45.2%	56.7%	37.3%	40.0%
	Poor	20.6%	14.0%	17.6%	13.8%	25.0%	7.7%	2.6%	15.6%	18.8%	14.8%	11.8%	18.8%	19.4%	6.7%	19.3%	12.0%
	Other, don't know	0.0%	0.0%	4.7%	5.7%	16.7%	3.8%	0.0%	0.0%	3.1%	7.4%	4.7%	1.4%	0.0%	0.0%	2.0%	4.0%
	<b>excellent/good</b>	<b>32.4%</b>	<b>41.9%</b>	<b>37.6%</b>	<b>51.7%</b>	<b>25.0%</b>	<b>38.5%</b>	<b>50.0%</b>	<b>53.1%</b>	<b>41.4%</b>	<b>44.4%</b>	<b>48.2%</b>	<b>34.8%</b>	<b>35.5%</b>	<b>36.7%</b>	<b>41.3%</b>	<b>44.0%</b>
	<b>not so good/poor</b>	<b>67.6%</b>	<b>58.1%</b>	<b>57.6%</b>	<b>42.5%</b>	<b>58.3%</b>	<b>57.7%</b>	<b>50.0%</b>	<b>46.9%</b>	<b>55.5%</b>	<b>48.1%</b>	<b>47.1%</b>	<b>63.8%</b>	<b>64.5%</b>	<b>63.3%</b>	<b>56.7%</b>	<b>52.0%</b>

	Age				Length of residence					Household Income					Gender		
	18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
26. condition of streets	Excellent	0.0%	8.6%	2.4%	1.1%	16.7%	7.7%	7.9%	3.1%	1.6%	1.9%	2.4%	1.4%	12.9%	0.0%	4.7%	2.7%
	Good	67.6%	59.1%	65.9%	69.0%	50.0%	57.7%	71.1%	65.6%	65.4%	57.4%	67.1%	73.9%	61.3%	66.7%	58.7%	71.3%
	Not so good	20.6%	26.9%	23.5%	23.0%	25.0%	26.9%	21.1%	25.0%	24.1%	25.9%	20.0%	21.7%	22.6%	33.3%	28.7%	19.3%
	Poor	11.8%	5.4%	7.1%	5.7%	0.0%	7.7%	0.0%	0.0%	6.2%	8.4%	14.8%	10.6%	2.9%	0.0%	7.3%	6.0%
	Other, don't know	0.0%	0.0%	1.2%	1.1%	8.3%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	3.2%	0.0%	0.7%	0.7%
	<b>excellent/good</b>	<b>67.6%</b>	<b>67.7%</b>	<b>68.2%</b>	<b>70.1%</b>	<b>66.7%</b>	<b>65.4%</b>	<b>78.9%</b>	<b>68.8%</b>	<b>67.0%</b>	<b>59.3%</b>	<b>69.4%</b>	<b>75.4%</b>	<b>74.2%</b>	<b>66.7%</b>	<b>63.3%</b>	<b>74.0%</b>
<b>not so good/poor</b>	<b>32.4%</b>	<b>32.3%</b>	<b>30.6%</b>	<b>28.7%</b>	<b>25.0%</b>	<b>34.6%</b>	<b>21.1%</b>	<b>31.2%</b>	<b>32.5%</b>	<b>40.7%</b>	<b>30.6%</b>	<b>24.6%</b>	<b>22.6%</b>	<b>33.3%</b>	<b>36.0%</b>	<b>25.3%</b>	
27. condition of sidewalks	Excellent	5.9%	15.1%	8.2%	13.8%	0.0%	7.7%	21.1%	15.6%	10.5%	0.0%	20.0%	8.7%	12.9%	10.0%	11.3%	12.0%
	Good	79.4%	66.7%	76.5%	63.2%	91.7%	73.1%	55.3%	59.4%	72.8%	74.1%	62.4%	79.7%	67.7%	73.3%	69.3%	70.0%
	Not so good	11.8%	14.0%	10.6%	16.1%	8.3%	19.2%	21.1%	15.6%	11.5%	18.5%	11.8%	7.2%	19.4%	6.7%	13.3%	14.0%
	Poor	2.9%	1.1%	3.5%	5.7%	0.0%	0.0%	2.6%	3.1%	3.7%	7.4%	2.4%	1.4%	0.0%	10.0%	4.0%	2.7%
	Other, don't know	0.0%	3.2%	1.2%	1.1%	0.0%	0.0%	0.0%	6.2%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	1.3%
	<b>excellent/good</b>	<b>85.3%</b>	<b>81.7%</b>	<b>84.7%</b>	<b>77.0%</b>	<b>91.7%</b>	<b>80.8%</b>	<b>76.3%</b>	<b>75.0%</b>	<b>83.2%</b>	<b>74.1%</b>	<b>82.4%</b>	<b>88.4%</b>	<b>80.6%</b>	<b>83.3%</b>	<b>80.7%</b>	<b>82.0%</b>
<b>not so good/poor</b>	<b>14.7%</b>	<b>15.1%</b>	<b>14.1%</b>	<b>21.8%</b>	<b>8.3%</b>	<b>19.2%</b>	<b>23.7%</b>	<b>18.8%</b>	<b>15.2%</b>	<b>25.9%</b>	<b>14.1%</b>	<b>8.7%</b>	<b>19.4%</b>	<b>16.7%</b>	<b>17.3%</b>	<b>16.7%</b>	
28. safety during the day	Excellent	41.2%	41.9%	25.9%	17.2%	58.3%	23.1%	50.0%	40.6%	23.6%	13.0%	25.9%	29.0%	51.6%	50.0%	32.0%	28.7%
	Good	50.0%	54.8%	68.2%	77.0%	41.7%	73.1%	50.0%	56.2%	69.1%	74.1%	69.4%	69.6%	48.4%	43.3%	61.3%	67.3%
	Not so good	8.8%	1.1%	0.0%	4.6%	0.0%	3.8%	0.0%	3.1%	3.1%	5.6%	3.5%	1.4%	0.0%	0.0%	2.0%	3.3%
	Poor	0.0%	2.2%	4.7%	1.1%	0.0%	0.0%	0.0%	0.0%	3.7%	7.4%	0.0%	0.0%	0.0%	6.7%	4.0%	0.7%
	Other, don't know	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.7%	0.0%
	<b>excellent/good</b>	<b>91.2%</b>	<b>96.8%</b>	<b>94.1%</b>	<b>94.3%</b>	<b>100.0%</b>	<b>96.2%</b>	<b>100.0%</b>	<b>96.9%</b>	<b>92.7%</b>	<b>87.0%</b>	<b>95.3%</b>	<b>98.6%</b>	<b>100.0%</b>	<b>93.3%</b>	<b>93.3%</b>	<b>96.0%</b>
<b>not so good/poor</b>	<b>8.8%</b>	<b>3.2%</b>	<b>4.7%</b>	<b>5.7%</b>	<b>0.0%</b>	<b>3.8%</b>	<b>0.0%</b>	<b>3.1%</b>	<b>6.8%</b>	<b>13.0%</b>	<b>3.5%</b>	<b>1.4%</b>	<b>0.0%</b>	<b>6.7%</b>	<b>6.0%</b>	<b>4.0%</b>	
29. safety at night	Excellent	17.6%	21.5%	12.9%	9.2%	33.3%	3.8%	34.2%	15.6%	11.5%	3.7%	16.5%	13.0%	22.6%	23.3%	16.0%	14.0%
	Good	70.6%	65.6%	71.8%	65.5%	66.7%	73.1%	57.9%	75.0%	68.1%	61.1%	70.6%	78.3%	67.7%	63.3%	67.3%	68.7%
	Not so good	5.9%	10.8%	5.9%	5.7%	0.0%	19.2%	5.3%	6.2%	6.8%	16.7%	5.9%	4.3%	3.2%	6.7%	6.7%	8.0%
	Poor	5.9%	2.2%	2.4%	2.3%	0.0%	3.8%	0.0%	0.0%	3.7%	5.6%	2.4%	1.4%	0.0%	0.0%	4.0%	1.3%
	Other, don't know	0.0%	0.0%	7.1%	17.2%	0.0%	0.0%	2.6%	3.1%	9.9%	13.0%	4.7%	2.9%	6.5%	6.7%	6.0%	8.0%
	<b>excellent/good</b>	<b>88.2%</b>	<b>87.1%</b>	<b>84.7%</b>	<b>74.7%</b>	<b>100.0%</b>	<b>76.9%</b>	<b>92.1%</b>	<b>90.6%</b>	<b>79.6%</b>	<b>64.8%</b>	<b>87.1%</b>	<b>91.3%</b>	<b>90.3%</b>	<b>86.7%</b>	<b>83.3%</b>	<b>82.7%</b>
<b>not so good/poor</b>	<b>11.8%</b>	<b>12.9%</b>	<b>8.2%</b>	<b>8.0%</b>	<b>0.0%</b>	<b>23.1%</b>	<b>5.3%</b>	<b>6.2%</b>	<b>10.5%</b>	<b>22.2%</b>	<b>8.2%</b>	<b>5.8%</b>	<b>3.2%</b>	<b>6.7%</b>	<b>10.7%</b>	<b>9.3%</b>	
30. How important would you say it is that Chillicothe work to retain its downtown's historic character? Would you say it is very important, somewhat, not very or not at all important?	Very	47.1%	52.7%	56.5%	51.7%	58.3%	38.5%	60.5%	43.8%	55.0%	55.6%	51.8%	60.9%	45.2%	46.7%	52.0%	54.0%
	Somewhat	38.2%	39.8%	41.2%	39.1%	25.0%	38.5%	39.5%	50.0%	38.7%	35.2%	40.0%	33.3%	48.4%	46.7%	38.7%	40.7%
	Not very	8.8%	4.3%	2.4%	6.9%	16.7%	11.5%	0.0%	3.1%	4.7%	5.6%	5.9%	5.8%	0.0%	3.3%	6.0%	4.0%
	Not at all	5.9%	3.2%	0.0%	1.1%	0.0%	11.5%	0.0%	3.1%	1.0%	1.9%	2.4%	0.0%	6.5%	3.3%	3.3%	0.7%
	Other, don't know	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.5%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	<b>very/somewhat</b>	<b>85.3%</b>	<b>92.5%</b>	<b>97.6%</b>	<b>90.8%</b>	<b>83.3%</b>	<b>76.9%</b>	<b>100.0%</b>	<b>93.8%</b>	<b>93.7%</b>	<b>90.7%</b>	<b>91.8%</b>	<b>94.2%</b>	<b>93.5%</b>	<b>93.3%</b>	<b>90.7%</b>	<b>94.7%</b>
<b>not very/not at all</b>	<b>14.7%</b>	<b>7.5%</b>	<b>2.4%</b>	<b>8.0%</b>	<b>16.7%</b>	<b>23.1%</b>	<b>0.0%</b>	<b>6.2%</b>	<b>5.8%</b>	<b>7.4%</b>	<b>8.2%</b>	<b>5.8%</b>	<b>6.5%</b>	<b>6.7%</b>	<b>9.3%</b>	<b>4.7%</b>	

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

Chillicothe, Missouri

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
31. lodging such as hotel, motel or bed and breakfast	1 = Very Low priority	14.7%	17.2%	9.4%	23.0%	8.3%	7.7%	13.2%	12.5%	19.4%	20.4%	17.6%	20.3%	9.7%	6.7%	15.3%	17.3%
	2	23.5%	24.7%	21.2%	12.6%	8.3%	15.4%	21.1%	25.0%	19.9%	18.5%	18.8%	18.8%	48.4%	6.7%	24.7%	15.3%
	3	20.6%	17.2%	22.4%	16.1%	0.0%	15.4%	15.8%	31.2%	19.4%	20.4%	18.8%	17.4%	16.1%	20.0%	16.7%	21.3%
	4	23.5%	23.7%	23.5%	24.1%	33.3%	30.8%	18.4%	21.9%	23.6%	16.7%	23.5%	23.2%	16.1%	40.0%	20.0%	27.3%
	5= Very High priority	14.7%	17.2%	20.0%	23.0%	50.0%	30.8%	26.3%	9.4%	16.2%	22.2%	18.8%	20.3%	9.7%	23.3%	22.0%	16.7%
	Other, don't know	2.9%	0.0%	3.5%	1.1%	0.0%	0.0%	5.3%	0.0%	1.6%	1.9%	2.4%	0.0%	0.0%	3.3%	1.3%	2.0%
	<b>total low priority (1-2)</b>	<b>38.2%</b>	<b>41.9%</b>	<b>30.6%</b>	<b>35.6%</b>	<b>16.7%</b>	<b>23.1%</b>	<b>34.2%</b>	<b>37.5%</b>	<b>39.3%</b>	<b>38.9%</b>	<b>36.5%</b>	<b>39.1%</b>	<b>58.1%</b>	<b>13.3%</b>	<b>40.0%</b>	<b>32.7%</b>
	<b>total high priority (4-5)</b>	<b>38.2%</b>	<b>40.9%</b>	<b>43.5%</b>	<b>47.1%</b>	<b>83.3%</b>	<b>61.5%</b>	<b>44.7%</b>	<b>31.2%</b>	<b>39.8%</b>	<b>38.9%</b>	<b>42.4%</b>	<b>43.5%</b>	<b>25.8%</b>	<b>63.3%</b>	<b>42.0%</b>	<b>44.0%</b>
32. family or casual style dining	1 = Very Low priority	5.9%	5.4%	7.1%	11.5%	8.3%	7.7%	7.9%	0.0%	8.9%	14.8%	7.1%	5.8%	6.5%	6.7%	5.3%	10.0%
	2	5.9%	6.5%	8.2%	12.6%	0.0%	3.8%	10.5%	12.5%	8.9%	7.4%	12.9%	8.7%	6.5%	6.7%	11.3%	6.0%
	3	17.6%	11.8%	25.9%	17.2%	8.3%	7.7%	7.9%	15.6%	22.5%	16.7%	18.8%	14.5%	29.0%	13.3%	16.0%	20.0%
	4	32.4%	39.8%	23.5%	19.5%	26.0%	26.9%	34.2%	46.9%	24.6%	27.8%	21.2%	40.6%	26.8%	20.0%	34.7%	22.7%
	5= Very High priority	38.2%	36.6%	32.9%	35.6%	50.0%	53.8%	36.8%	25.0%	33.5%	27.8%	40.0%	30.4%	32.3%	53.3%	32.0%	38.7%
	Other, don't know	0.0%	0.0%	2.4%	3.4%	8.3%	0.0%	2.6%	0.0%	1.6%	5.6%	0.0%	0.0%	0.0%	0.0%	0.7%	2.7%
	<b>total low priority (1-2)</b>	<b>11.8%</b>	<b>11.8%</b>	<b>15.3%</b>	<b>24.1%</b>	<b>8.3%</b>	<b>11.5%</b>	<b>18.4%</b>	<b>12.5%</b>	<b>17.8%</b>	<b>22.2%</b>	<b>20.0%</b>	<b>14.5%</b>	<b>12.9%</b>	<b>13.3%</b>	<b>16.7%</b>	<b>16.0%</b>
	<b>total high priority (4-5)</b>	<b>70.6%</b>	<b>76.3%</b>	<b>56.5%</b>	<b>55.2%</b>	<b>75.0%</b>	<b>80.8%</b>	<b>71.1%</b>	<b>71.9%</b>	<b>58.1%</b>	<b>55.6%</b>	<b>61.2%</b>	<b>71.0%</b>	<b>58.1%</b>	<b>73.3%</b>	<b>66.7%</b>	<b>61.3%</b>
33. fine dining	1 = Very Low priority	2.9%	7.5%	10.6%	21.8%	8.3%	19.2%	7.9%	3.1%	13.6%	20.4%	15.3%	7.2%	6.5%	6.7%	11.3%	12.7%
	2	8.8%	9.7%	8.2%	13.8%	8.3%	3.8%	7.9%	9.4%	12.0%	13.0%	11.8%	5.8%	9.7%	3.3%	10.0%	10.7%
	3	23.5%	25.8%	29.4%	26.4%	25.0%	34.6%	21.1%	40.6%	24.1%	24.1%	29.4%	23.2%	29.0%	26.7%	27.3%	26.0%
	4	29.4%	26.9%	22.4%	16.1%	8.3%	26.9%	23.7%	25.0%	23.0%	16.7%	21.2%	30.4%	25.8%	26.7%	22.7%	23.3%
	5= Very High priority	32.4%	30.1%	29.4%	20.7%	50.0%	15.4%	36.8%	21.9%	26.7%	24.1%	22.4%	33.3%	29.0%	33.3%	28.0%	26.7%
	Other, don't know	2.9%	0.0%	0.0%	1.1%	0.0%	0.0%	2.6%	0.0%	0.5%	1.9%	0.0%	0.0%	0.0%	3.3%	0.7%	0.7%
	<b>total low priority (1-2)</b>	<b>11.8%</b>	<b>17.2%</b>	<b>18.8%</b>	<b>35.6%</b>	<b>16.7%</b>	<b>23.1%</b>	<b>15.8%</b>	<b>12.5%</b>	<b>25.7%</b>	<b>33.3%</b>	<b>27.1%</b>	<b>13.0%</b>	<b>16.1%</b>	<b>10.0%</b>	<b>21.3%</b>	<b>23.3%</b>
	<b>total high priority (4-5)</b>	<b>61.8%</b>	<b>57.0%</b>	<b>51.8%</b>	<b>36.8%</b>	<b>58.3%</b>	<b>42.3%</b>	<b>60.5%</b>	<b>46.9%</b>	<b>49.7%</b>	<b>40.7%</b>	<b>43.5%</b>	<b>63.8%</b>	<b>54.8%</b>	<b>60.0%</b>	<b>50.7%</b>	<b>50.0%</b>
34. outdoor dining	1 = Very Low priority	0.0%	12.9%	12.9%	33.3%	0.0%	11.5%	15.8%	18.8%	19.4%	14.8%	20.0%	11.6%	9.7%	6.7%	19.3%	15.3%
	2	20.6%	10.8%	17.6%	20.7%	16.7%	7.7%	10.5%	25.0%	17.3%	22.2%	20.0%	14.5%	9.7%	13.3%	17.3%	16.0%
	3	23.5%	24.7%	31.8%	23.0%	16.7%	15.4%	26.3%	31.2%	27.7%	20.4%	23.5%	33.3%	38.7%	20.0%	25.3%	27.3%
	4	26.5%	28.0%	27.1%	10.3%	25.0%	42.3%	21.1%	15.6%	20.9%	22.2%	18.8%	30.4%	22.6%	33.3%	22.0%	22.7%
	5= Very High priority	26.5%	23.7%	9.4%	10.3%	33.3%	23.1%	23.7%	9.4%	13.6%	18.5%	17.6%	10.1%	16.1%	26.7%	15.3%	16.7%
	Other, don't know	2.9%	0.0%	1.2%	2.3%	8.3%	0.0%	2.6%	0.0%	1.0%	1.9%	0.0%	0.0%	3.2%	0.0%	0.7%	2.0%
	<b>total low priority (1-2)</b>	<b>20.6%</b>	<b>23.7%</b>	<b>30.6%</b>	<b>54.0%</b>	<b>16.7%</b>	<b>19.2%</b>	<b>26.3%</b>	<b>43.8%</b>	<b>36.6%</b>	<b>37.0%</b>	<b>40.0%</b>	<b>26.1%</b>	<b>19.4%</b>	<b>20.0%</b>	<b>36.7%</b>	<b>31.3%</b>
	<b>total high priority (4-5)</b>	<b>52.9%</b>	<b>51.6%</b>	<b>36.5%</b>	<b>20.7%</b>	<b>58.3%</b>	<b>65.4%</b>	<b>44.7%</b>	<b>25.0%</b>	<b>34.6%</b>	<b>40.7%</b>	<b>36.5%</b>	<b>40.6%</b>	<b>38.7%</b>	<b>60.0%</b>	<b>37.3%</b>	<b>39.3%</b>
35. ice cream shop/soda fountain	1 = Very Low priority	5.9%	8.6%	9.4%	21.8%	0.0%	19.2%	7.9%	12.5%	13.1%	16.7%	14.1%	2.9%	9.7%	10.0%	10.0%	14.7%
	2	5.9%	9.7%	9.4%	13.8%	0.0%	11.5%	5.3%	15.6%	11.0%	13.0%	12.9%	11.6%	6.5%	6.7%	12.0%	8.7%
	3	44.1%	32.3%	25.9%	27.6%	33.3%	34.6%	23.7%	37.5%	29.3%	20.4%	35.3%	33.3%	32.3%	26.7%	35.3%	25.3%
	4	17.6%	24.7%	27.1%	14.9%	41.7%	15.4%	18.4%	21.9%	22.5%	14.8%	12.9%	31.9%	25.8%	26.7%	23.3%	20.7%
	5= Very High priority	20.6%	24.7%	28.2%	20.7%	25.0%	19.2%	42.1%	12.5%	23.0%	33.3%	24.7%	20.3%	22.6%	26.7%	18.0%	30.0%
	Other, don't know	5.9%	0.0%	0.0%	1.1%	0.0%	0.0%	2.6%	0.0%	1.0%	1.9%	0.0%	0.0%	3.2%	3.3%	1.3%	0.7%
	<b>total low priority (1-2)</b>	<b>11.8%</b>	<b>18.3%</b>	<b>18.8%</b>	<b>35.6%</b>	<b>0.0%</b>	<b>30.8%</b>	<b>13.2%</b>	<b>28.1%</b>	<b>24.1%</b>	<b>29.6%</b>	<b>27.1%</b>	<b>14.5%</b>	<b>16.1%</b>	<b>16.7%</b>	<b>22.0%</b>	<b>23.3%</b>
	<b>total high priority (4-5)</b>	<b>38.2%</b>	<b>49.5%</b>	<b>55.3%</b>	<b>35.6%</b>	<b>66.7%</b>	<b>34.6%</b>	<b>60.5%</b>	<b>34.4%</b>	<b>45.5%</b>	<b>48.1%</b>	<b>37.6%</b>	<b>52.2%</b>	<b>48.4%</b>	<b>53.3%</b>	<b>41.3%</b>	<b>50.7%</b>

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

Chillicothe, Missouri

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
36. upscale specialty shops	1 = Very Low priority	17.6%	9.7%	11.8%	32.2%	16.7%	7.7%	10.5%	25.0%	18.8%	22.2%	18.8%	10.1%	16.1%	13.3%	16.0%	19.3%
	2	26.5%	16.1%	18.8%	12.6%	8.3%	15.4%	13.2%	28.1%	16.8%	18.5%	20.0%	18.8%	6.5%	13.3%	18.7%	15.3%
	3	17.6%	35.5%	32.9%	21.8%	25.0%	38.5%	26.3%	18.8%	29.8%	22.2%	28.2%	33.3%	38.7%	26.7%	35.3%	22.0%
	4	17.6%	20.4%	23.5%	18.4%	25.0%	23.1%	28.9%	12.5%	19.9%	14.8%	12.9%	26.1%	29.0%	30.0%	20.0%	21.3%
	5= Very High priority	20.6%	18.3%	12.9%	10.3%	16.7%	11.5%	21.1%	15.6%	13.6%	18.5%	18.8%	11.6%	9.7%	16.7%	9.3%	20.0%
	Other, don't know	0.0%	0.0%	0.0%	4.6%	8.3%	3.8%	0.0%	0.0%	1.0%	3.7%	1.2%	0.0%	0.0%	0.0%	0.7%	2.0%
	<b>total low priority (1-2)</b>	<b>44.1%</b>	<b>25.8%</b>	<b>30.6%</b>	<b>44.8%</b>	<b>25.0%</b>	<b>23.1%</b>	<b>23.7%</b>	<b>53.1%</b>	<b>35.6%</b>	<b>40.7%</b>	<b>38.8%</b>	<b>29.0%</b>	<b>22.6%</b>	<b>26.7%</b>	<b>34.7%</b>	<b>34.7%</b>
<b>total high priority (4-5)</b>	<b>38.2%</b>	<b>38.7%</b>	<b>36.5%</b>	<b>28.7%</b>	<b>41.7%</b>	<b>34.6%</b>	<b>50.0%</b>	<b>28.1%</b>	<b>33.5%</b>	<b>33.3%</b>	<b>31.8%</b>	<b>37.7%</b>	<b>38.7%</b>	<b>46.7%</b>	<b>29.3%</b>	<b>41.3%</b>	
37. antique shops	1 = Very Low priority	44.1%	16.1%	23.5%	28.7%	25.0%	19.2%	21.1%	18.8%	27.7%	25.9%	22.4%	20.3%	29.0%	36.7%	27.3%	22.7%
	2	23.5%	28.0%	23.5%	24.1%	25.0%	30.8%	15.8%	28.1%	25.1%	33.3%	25.9%	27.5%	22.6%	20.0%	24.7%	25.3%
	3	14.7%	29.0%	31.8%	26.4%	25.0%	19.2%	28.9%	34.4%	27.2%	20.4%	23.5%	33.3%	22.6%	30.0%	28.0%	26.7%
	4	14.7%	8.6%	14.1%	10.3%	8.3%	11.5%	15.8%	6.2%	12.0%	13.0%	12.9%	14.5%	12.9%	3.3%	9.3%	14.0%
	5= Very High priority	2.9%	17.2%	7.1%	8.0%	8.3%	15.4%	18.4%	9.4%	7.9%	7.4%	12.9%	4.3%	12.9%	10.0%	9.3%	10.7%
	Other, don't know	0.0%	1.1%	0.0%	2.3%	8.3%	3.8%	0.0%	3.1%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	1.3%	0.7%
	<b>total low priority (1-2)</b>	<b>67.6%</b>	<b>44.1%</b>	<b>47.1%</b>	<b>52.9%</b>	<b>50.0%</b>	<b>50.0%</b>	<b>36.8%</b>	<b>46.9%</b>	<b>52.9%</b>	<b>59.3%</b>	<b>48.2%</b>	<b>47.8%</b>	<b>51.6%</b>	<b>56.7%</b>	<b>52.0%</b>	<b>48.0%</b>
<b>total high priority (4-5)</b>	<b>17.6%</b>	<b>25.8%</b>	<b>21.2%</b>	<b>18.4%</b>	<b>16.7%</b>	<b>26.9%</b>	<b>34.2%</b>	<b>15.6%</b>	<b>19.9%</b>	<b>20.4%</b>	<b>25.9%</b>	<b>18.8%</b>	<b>25.8%</b>	<b>13.3%</b>	<b>18.7%</b>	<b>24.7%</b>	
38. art galleries and shops	1 = Very Low priority	32.4%	9.7%	14.1%	34.5%	8.3%	26.9%	2.6%	21.9%	24.1%	27.8%	24.7%	13.0%	16.1%	13.3%	21.3%	20.0%
	2	14.7%	23.7%	15.3%	19.5%	8.3%	15.4%	21.1%	21.9%	19.4%	16.7%	17.6%	18.8%	22.6%	23.3%	19.3%	18.7%
	3	35.3%	34.4%	34.1%	20.7%	41.7%	34.6%	18.4%	34.4%	30.9%	20.4%	30.6%	39.1%	29.0%	33.3%	36.0%	25.3%
	4	11.8%	14.0%	17.6%	9.2%	8.3%	7.7%	31.6%	9.4%	11.5%	16.7%	9.4%	14.5%	19.4%	13.3%	12.0%	14.7%
	5= Very High priority	5.9%	18.3%	17.6%	11.5%	25.0%	11.5%	23.7%	12.5%	13.1%	14.8%	16.5%	13.0%	12.9%	16.7%	10.7%	18.7%
	Other, don't know	0.0%	0.0%	1.2%	4.6%	8.3%	3.8%	2.6%	0.0%	1.0%	3.7%	1.2%	1.4%	0.0%	0.0%	0.7%	2.7%
	<b>total low priority (1-2)</b>	<b>47.1%</b>	<b>33.3%</b>	<b>29.4%</b>	<b>54.0%</b>	<b>16.7%</b>	<b>42.3%</b>	<b>23.7%</b>	<b>43.8%</b>	<b>43.5%</b>	<b>44.4%</b>	<b>42.4%</b>	<b>31.9%</b>	<b>38.7%</b>	<b>36.7%</b>	<b>40.7%</b>	<b>38.7%</b>
<b>total high priority (4-5)</b>	<b>17.6%</b>	<b>32.3%</b>	<b>35.3%</b>	<b>20.7%</b>	<b>33.3%</b>	<b>19.2%</b>	<b>55.3%</b>	<b>21.9%</b>	<b>24.6%</b>	<b>31.5%</b>	<b>25.9%</b>	<b>27.5%</b>	<b>32.3%</b>	<b>30.0%</b>	<b>22.7%</b>	<b>33.3%</b>	
39. coffee shop	1 = Very Low priority	35.3%	22.6%	18.8%	28.7%	16.7%	30.8%	23.7%	31.2%	23.6%	24.1%	28.2%	17.4%	25.8%	16.7%	24.7%	24.7%
	2	23.5%	18.3%	23.5%	12.6%	16.7%	15.4%	18.4%	18.8%	18.8%	14.8%	20.0%	13.0%	29.0%	23.3%	22.0%	15.3%
	3	17.6%	35.5%	21.2%	21.8%	41.7%	34.6%	18.4%	18.8%	25.7%	22.2%	24.7%	30.4%	25.8%	30.0%	27.3%	23.3%
	4	8.8%	10.8%	20.0%	19.5%	25.0%	7.7%	13.2%	21.9%	16.2%	14.8%	15.3%	23.2%	9.7%	13.3%	16.0%	16.0%
	5= Very High priority	14.7%	12.9%	15.3%	13.8%	0.0%	11.5%	23.7%	9.4%	14.1%	20.4%	11.8%	15.9%	9.7%	16.7%	10.0%	18.0%
	Other, don't know	0.0%	0.0%	1.2%	3.4%	0.0%	0.0%	2.6%	0.0%	1.6%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%
	<b>total low priority (1-2)</b>	<b>58.8%</b>	<b>40.9%</b>	<b>42.4%</b>	<b>41.4%</b>	<b>33.3%</b>	<b>46.2%</b>	<b>42.1%</b>	<b>50.0%</b>	<b>42.4%</b>	<b>38.9%</b>	<b>48.2%</b>	<b>30.4%</b>	<b>54.8%</b>	<b>40.0%</b>	<b>46.7%</b>	<b>40.0%</b>
<b>total high priority (4-5)</b>	<b>23.5%</b>	<b>23.7%</b>	<b>35.3%</b>	<b>33.3%</b>	<b>25.0%</b>	<b>19.2%</b>	<b>36.8%</b>	<b>31.2%</b>	<b>30.4%</b>	<b>35.2%</b>	<b>27.1%</b>	<b>39.1%</b>	<b>19.4%</b>	<b>30.0%</b>	<b>26.0%</b>	<b>34.0%</b>	
40. bank	1 = Very Low priority	44.1%	32.3%	35.3%	36.8%	25.0%	23.1%	47.4%	28.1%	36.6%	25.9%	35.3%	36.2%	38.7%	46.7%	33.3%	38.0%
	2	17.6%	18.3%	9.4%	11.5%	25.0%	11.5%	18.4%	15.6%	12.0%	16.7%	15.3%	14.5%	6.5%	10.0%	14.0%	13.3%
	3	14.7%	14.0%	14.1%	6.9%	25.0%	19.2%	10.5%	31.2%	7.3%	13.0%	7.1%	15.9%	16.1%	10.0%	12.7%	11.3%
	4	5.9%	10.8%	11.8%	12.6%	0.0%	15.4%	5.3%	12.5%	12.6%	5.6%	14.1%	14.5%	16.1%	3.3%	14.0%	8.7%
	5= Very High priority	17.6%	24.7%	29.4%	32.2%	25.0%	30.8%	18.4%	12.5%	31.4%	38.9%	28.2%	18.8%	22.6%	30.0%	26.0%	28.7%
	Other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>total low priority (1-2)</b>	<b>61.8%</b>	<b>50.5%</b>	<b>44.7%</b>	<b>48.3%</b>	<b>50.0%</b>	<b>34.6%</b>	<b>65.8%</b>	<b>43.8%</b>	<b>48.7%</b>	<b>42.6%</b>	<b>50.6%</b>	<b>50.7%</b>	<b>45.2%</b>	<b>56.7%</b>	<b>47.3%</b>	<b>51.3%</b>
<b>total high priority (4-5)</b>	<b>23.5%</b>	<b>35.5%</b>	<b>41.2%</b>	<b>44.8%</b>	<b>25.0%</b>	<b>46.2%</b>	<b>23.7%</b>	<b>25.0%</b>	<b>44.0%</b>	<b>44.4%</b>	<b>42.4%</b>	<b>33.3%</b>	<b>38.7%</b>	<b>33.3%</b>	<b>40.0%</b>	<b>37.3%</b>	

Downtown Revitalization and Economic Assistance for Missouri  
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Chillicothe, Missouri

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
41. clothing stores	1 = Very Low priority	5.9%	7.5%	7.1%	13.8%	0.0%	11.5%	5.3%	0.0%	11.5%	16.7%	11.8%	1.4%	3.2%	6.7%	10.7%	7.3%
	2	8.8%	4.3%	10.6%	4.6%	0.0%	7.7%	13.2%	6.2%	5.8%	11.1%	3.5%	5.8%	9.7%	3.3%	6.7%	6.7%
	3	23.5%	33.3%	24.7%	21.8%	41.7%	26.9%	15.8%	40.6%	24.6%	16.7%	25.9%	30.4%	35.5%	30.0%	31.3%	21.3%
	4	23.5%	29.0%	25.9%	25.3%	25.0%	26.9%	26.3%	25.0%	27.2%	18.5%	27.1%	34.8%	19.4%	33.3%	28.0%	25.3%
	5= Very High priority	35.3%	24.7%	31.8%	32.2%	33.3%	26.9%	36.8%	25.0%	29.8%	35.2%	30.6%	27.5%	32.3%	23.3%	22.0%	38.0%
	Other, don't know	2.9%	1.1%	0.0%	2.3%	0.0%	0.0%	2.6%	3.1%	1.0%	1.9%	1.2%	0.0%	0.0%	3.3%	1.3%	1.3%
	<b>total low priority (1-2)</b>	<b>14.7%</b>	<b>11.8%</b>	<b>17.6%</b>	<b>18.4%</b>	<b>0.0%</b>	<b>19.2%</b>	<b>18.4%</b>	<b>6.2%</b>	<b>17.3%</b>	<b>27.8%</b>	<b>15.3%</b>	<b>7.2%</b>	<b>12.9%</b>	<b>10.0%</b>	<b>17.3%</b>	<b>14.0%</b>
	<b>total high priority (4-5)</b>	<b>58.8%</b>	<b>53.8%</b>	<b>57.6%</b>	<b>57.5%</b>	<b>58.3%</b>	<b>53.8%</b>	<b>63.2%</b>	<b>50.0%</b>	<b>57.1%</b>	<b>53.7%</b>	<b>57.6%</b>	<b>62.3%</b>	<b>51.6%</b>	<b>56.7%</b>	<b>50.0%</b>	<b>63.3%</b>
42. arcade or other attraction aimed at teenagers	1 = Very Low priority	8.8%	11.8%	16.5%	26.4%	0.0%	3.8%	21.1%	21.9%	18.3%	20.4%	17.6%	11.6%	3.2%	23.3%	14.7%	19.3%
	2	17.6%	17.2%	11.8%	9.2%	16.7%	15.4%	13.2%	12.5%	13.1%	9.3%	12.9%	8.7%	29.0%	13.3%	16.7%	10.0%
	3	17.6%	23.7%	15.3%	26.4%	25.0%	23.1%	13.2%	25.0%	23.2%	20.4%	20.0%	23.2%	19.4%	23.3%	22.7%	20.0%
	4	29.4%	16.1%	27.1%	11.5%	8.3%	23.1%	18.4%	21.9%	18.8%	18.5%	14.1%	31.9%	19.4%	20.0%	21.3%	17.3%
	5= Very High priority	26.5%	31.2%	28.2%	24.1%	41.7%	34.6%	34.2%	18.8%	26.7%	29.6%	34.1%	24.6%	29.0%	20.0%	24.0%	32.0%
	Other, don't know	0.0%	0.0%	1.2%	2.3%	8.3%	0.0%	0.0%	0.0%	1.0%	1.9%	1.2%	0.0%	0.0%	0.0%	0.7%	1.3%
	<b>total low priority (1-2)</b>	<b>26.5%</b>	<b>29.0%</b>	<b>28.2%</b>	<b>35.6%</b>	<b>16.7%</b>	<b>19.2%</b>	<b>34.2%</b>	<b>34.4%</b>	<b>31.4%</b>	<b>29.6%</b>	<b>30.6%</b>	<b>20.3%</b>	<b>32.3%</b>	<b>36.7%</b>	<b>31.3%</b>	<b>29.3%</b>
	<b>total high priority (4-5)</b>	<b>55.9%</b>	<b>47.3%</b>	<b>55.3%</b>	<b>35.6%</b>	<b>50.0%</b>	<b>57.7%</b>	<b>52.6%</b>	<b>40.6%</b>	<b>45.5%</b>	<b>48.1%</b>	<b>48.2%</b>	<b>56.5%</b>	<b>48.4%</b>	<b>40.0%</b>	<b>45.3%</b>	<b>49.3%</b>
43. bars/nightclubs	1 = Very Low priority	47.1%	38.7%	48.2%	54.0%	33.3%	50.0%	52.6%	59.4%	44.5%	61.1%	49.4%	36.2%	41.9%	36.7%	40.7%	53.3%
	2	8.8%	29.0%	25.9%	13.8%	41.7%	15.4%	21.1%	9.4%	23.0%	16.7%	18.8%	29.0%	25.8%	20.0%	24.7%	18.0%
	3	14.7%	19.4%	14.1%	12.6%	8.3%	7.7%	13.2%	21.9%	15.7%	11.1%	11.8%	20.3%	16.1%	23.3%	22.0%	8.7%
	4	14.7%	7.5%	9.4%	3.4%	0.0%	11.5%	10.5%	0.0%	8.4%	5.6%	8.2%	8.7%	9.7%	13.3%	4.0%	11.3%
	5= Very High priority	14.7%	5.4%	2.4%	6.9%	8.3%	11.5%	2.6%	6.2%	5.8%	1.9%	10.6%	4.3%	6.5%	6.7%	6.7%	5.3%
	Other, don't know	0.0%	0.0%	0.0%	9.2%	8.3%	3.8%	0.0%	3.1%	2.6%	3.7%	1.2%	1.4%	0.0%	0.0%	2.0%	3.3%
	<b>total low priority (1-2)</b>	<b>55.9%</b>	<b>67.7%</b>	<b>74.1%</b>	<b>67.8%</b>	<b>75.0%</b>	<b>65.4%</b>	<b>73.7%</b>	<b>68.8%</b>	<b>67.5%</b>	<b>77.8%</b>	<b>68.2%</b>	<b>65.2%</b>	<b>67.7%</b>	<b>56.7%</b>	<b>65.3%</b>	<b>71.3%</b>
	<b>total high priority (4-5)</b>	<b>29.4%</b>	<b>12.9%</b>	<b>11.8%</b>	<b>10.3%</b>	<b>8.3%</b>	<b>23.1%</b>	<b>13.2%</b>	<b>6.2%</b>	<b>14.1%</b>	<b>7.4%</b>	<b>18.8%</b>	<b>13.0%</b>	<b>16.1%</b>	<b>20.0%</b>	<b>10.7%</b>	<b>16.7%</b>
44. bookstore	1 = Very Low priority	17.6%	7.5%	7.1%	24.1%	8.3%	23.1%	2.6%	9.4%	15.2%	14.8%	14.1%	11.6%	9.7%	13.3%	14.0%	12.7%
	2	23.5%	14.0%	12.9%	13.8%	0.0%	11.5%	15.8%	18.8%	15.2%	14.8%	12.9%	13.0%	29.0%	6.7%	14.7%	14.7%
	3	20.6%	31.2%	31.8%	23.0%	16.7%	23.1%	34.2%	37.5%	26.7%	24.1%	22.4%	34.8%	22.6%	40.0%	32.7%	23.3%
	4	20.6%	18.3%	22.4%	19.5%	16.7%	15.4%	15.8%	12.5%	22.5%	11.1%	27.1%	21.7%	19.4%	13.3%	18.0%	22.0%
	5= Very High priority	17.6%	29.0%	25.9%	19.5%	58.3%	26.9%	31.6%	21.9%	20.4%	35.2%	23.5%	18.8%	19.4%	26.7%	20.7%	27.3%
	Other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>total low priority (1-2)</b>	<b>41.2%</b>	<b>21.5%</b>	<b>20.0%</b>	<b>37.9%</b>	<b>8.3%</b>	<b>34.6%</b>	<b>18.4%</b>	<b>28.1%</b>	<b>30.4%</b>	<b>29.6%</b>	<b>27.1%</b>	<b>24.6%</b>	<b>38.7%</b>	<b>20.0%</b>	<b>28.7%</b>	<b>27.3%</b>
	<b>total high priority (4-5)</b>	<b>38.2%</b>	<b>47.3%</b>	<b>48.2%</b>	<b>39.1%</b>	<b>75.0%</b>	<b>42.3%</b>	<b>47.4%</b>	<b>34.4%</b>	<b>42.9%</b>	<b>46.3%</b>	<b>50.6%</b>	<b>40.6%</b>	<b>38.7%</b>	<b>40.0%</b>	<b>38.7%</b>	<b>49.3%</b>
45. hunting/fishing or outdoor sporting goods store	1 = Very Low priority	20.6%	10.8%	14.1%	27.6%	8.3%	7.7%	21.1%	15.6%	19.4%	25.9%	16.5%	13.0%	3.2%	23.3%	14.7%	20.7%
	2	8.8%	8.6%	18.8%	10.3%	16.7%	15.4%	10.5%	12.5%	11.5%	11.1%	17.6%	10.1%	12.9%	6.7%	9.3%	14.7%
	3	5.9%	19.4%	20.0%	21.8%	16.7%	19.2%	13.2%	9.4%	20.9%	13.0%	15.3%	20.3%	22.6%	30.0%	24.0%	13.3%
	4	20.6%	18.3%	22.4%	19.5%	16.7%	15.4%	15.8%	12.5%	22.5%	11.1%	27.1%	21.7%	19.4%	13.3%	18.0%	22.0%
	5= Very High priority	44.1%	35.5%	18.8%	9.2%	33.3%	38.5%	23.7%	28.1%	20.9%	24.1%	27.1%	21.7%	29.0%	23.3%	26.7%	21.3%
	Other, don't know	0.0%	0.0%	1.2%	3.4%	16.7%	3.8%	0.0%	0.5%	1.9%	2.2%	2.4%	33.3%	32.3%	16.7%	24.7%	28.0%
	<b>total low priority (1-2)</b>	<b>29.4%</b>	<b>19.4%</b>	<b>32.9%</b>	<b>37.9%</b>	<b>25.0%</b>	<b>23.1%</b>	<b>31.6%</b>	<b>28.1%</b>	<b>30.9%</b>	<b>37.0%</b>	<b>34.1%</b>	<b>23.2%</b>	<b>16.1%</b>	<b>30.0%</b>	<b>24.0%</b>	<b>35.3%</b>
	<b>total high priority (4-5)</b>	<b>50.0%</b>	<b>54.8%</b>	<b>38.8%</b>	<b>31.0%</b>	<b>50.0%</b>	<b>57.7%</b>	<b>36.8%</b>	<b>37.5%</b>	<b>41.9%</b>	<b>37.0%</b>	<b>42.4%</b>	<b>42.0%</b>	<b>51.6%</b>	<b>53.3%</b>	<b>50.7%</b>	<b>34.7%</b>

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		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
46. bakery	1 = Very Low priority	14.7%	11.8%	14.1%	19.5%	0.0%	15.4%	13.2%	12.5%	16.8%	14.8%	18.8%	11.6%	19.4%	10.0%	14.7%	15.3%
	2	23.5%	15.1%	16.5%	20.7%	25.0%	11.5%	10.5%	25.0%	18.8%	18.5%	18.8%	13.0%	29.0%	13.3%	22.0%	14.0%
	3	41.2%	25.8%	34.1%	27.6%	16.7%	26.9%	21.1%	34.4%	32.5%	22.2%	35.3%	34.8%	25.8%	16.7%	32.0%	28.7%
	4	5.9%	30.1%	18.8%	12.6%	33.3%	26.9%	18.4%	12.5%	18.8%	14.8%	12.9%	29.0%	16.1%	30.0%	16.7%	22.0%
	5= Very High priority	14.7%	17.2%	15.3%	18.4%	25.0%	19.2%	36.8%	15.6%	12.0%	27.8%	12.9%	11.6%	9.7%	30.0%	14.0%	19.3%
	Other, don't know	0.0%	0.0%	1.2%	1.1%	0.0%	0.0%	0.0%	0.0%	1.0%	1.9%	1.2%	0.0%	0.0%	0.0%	0.7%	0.7%
	<b>total low priority (1-2)</b>	<b>38.2%</b>	<b>26.9%</b>	<b>30.6%</b>	<b>40.2%</b>	<b>25.0%</b>	<b>26.9%</b>	<b>23.7%</b>	<b>37.5%</b>	<b>35.6%</b>	<b>33.3%</b>	<b>37.6%</b>	<b>24.6%</b>	<b>48.4%</b>	<b>23.3%</b>	<b>36.7%</b>	<b>29.3%</b>
	<b>total high priority (4-5)</b>	<b>20.6%</b>	<b>47.3%</b>	<b>34.1%</b>	<b>31.0%</b>	<b>58.3%</b>	<b>46.2%</b>	<b>55.3%</b>	<b>28.1%</b>	<b>30.9%</b>	<b>42.6%</b>	<b>25.9%</b>	<b>40.6%</b>	<b>25.8%</b>	<b>60.0%</b>	<b>30.7%</b>	<b>41.3%</b>
47. museums	1 = Very Low priority	32.4%	14.0%	25.9%	37.9%	8.3%	15.4%	18.4%	28.1%	29.8%	29.6%	30.6%	14.5%	22.6%	26.7%	18.7%	34.0%
	2	17.6%	19.4%	20.0%	14.9%	8.3%	15.4%	23.7%	15.6%	18.3%	11.1%	18.8%	21.7%	25.8%	23.3%	23.3%	12.7%
	3	29.4%	25.8%	29.4%	24.1%	33.3%	23.1%	26.3%	31.2%	26.2%	22.2%	21.2%	33.3%	35.5%	23.3%	28.7%	24.7%
	4	11.8%	20.4%	8.2%	9.2%	16.7%	23.1%	7.9%	9.4%	13.1%	11.1%	11.8%	20.3%	6.5%	6.7%	14.0%	12.0%
	5= Very High priority	5.9%	20.4%	16.5%	12.6%	25.0%	23.1%	21.1%	15.6%	12.6%	25.9%	17.6%	10.1%	9.7%	16.7%	14.7%	16.0%
	Other, don't know	2.9%	0.0%	0.0%	1.1%	8.3%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.7%	0.7%
	<b>total low priority (1-2)</b>	<b>50.0%</b>	<b>33.3%</b>	<b>45.9%</b>	<b>52.9%</b>	<b>16.7%</b>	<b>30.8%</b>	<b>42.1%</b>	<b>43.8%</b>	<b>48.2%</b>	<b>40.7%</b>	<b>49.4%</b>	<b>36.2%</b>	<b>48.4%</b>	<b>50.0%</b>	<b>42.0%</b>	<b>46.7%</b>
	<b>total high priority (4-5)</b>	<b>17.6%</b>	<b>40.9%</b>	<b>24.7%</b>	<b>21.8%</b>	<b>41.7%</b>	<b>46.2%</b>	<b>28.9%</b>	<b>25.0%</b>	<b>25.7%</b>	<b>37.0%</b>	<b>29.4%</b>	<b>30.4%</b>	<b>16.1%</b>	<b>23.3%</b>	<b>28.7%</b>	<b>28.0%</b>
48. Of the items listed above, what business would you most like to see in downtown Chillicothe?	Lodging such as hotel, motel or bed and breakfast	0.0%	4.3%	1.2%	1.1%	0.0%	0.0%	0.0%	6.2%	2.1%	0.0%	2.4%	1.4%	3.2%	3.3%	2.7%	1.3%
	Family or casual style dining	11.8%	22.6%	21.2%	17.2%	16.7%	23.1%	10.5%	9.4%	23.0%	11.1%	24.7%	20.3%	16.1%	26.7%	22.0%	17.3%
	Fine dining	5.9%	5.4%	11.8%	6.9%	16.7%	3.8%	13.2%	9.4%	6.3%	5.6%	3.5%	7.2%	9.7%	16.7%	9.3%	6.0%
	Outdoor dining	8.8%	3.2%	2.4%	0.0%	0.0%	0.0%	5.3%	0.0%	3.1%	0.0%	2.9%	3.2%	10.0%	2.7%	2.7%	2.7%
	Ice cream shop/soda fountain	5.9%	3.2%	5.9%	2.3%	0.0%	0.0%	10.5%	0.0%	4.2%	1.9%	3.5%	2.9%	9.7%	6.7%	5.3%	2.7%
	Upscale specialty shops	0.0%	3.2%	7.1%	2.3%	0.0%	0.0%	5.3%	0.0%	4.2%	3.7%	3.5%	7.2%	0.0%	3.3%	4.0%	3.3%
	Antique shops	0.0%	1.1%	0.0%	2.3%	0.0%	3.8%	0.0%	0.0%	1.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.7%	1.3%
	Art galleries and shops	0.0%	2.2%	1.2%	1.1%	0.0%	0.0%	2.6%	3.1%	1.0%	1.9%	2.4%	0.0%	0.0%	0.0%	0.0%	2.7%
	Coffee shop	0.0%	1.1%	2.4%	2.3%	0.0%	0.0%	5.3%	6.2%	0.5%	1.9%	3.5%	1.4%	0.0%	0.0%	1.3%	2.0%
	Bank	2.9%	3.2%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	1.6%	3.7%	1.2%	1.4%	0.0%	0.0%	1.3%	1.3%
	Clothing stores	11.8%	11.8%	16.5%	36.8%	8.3%	26.9%	15.8%	15.6%	22.0%	29.6%	18.8%	18.8%	16.1%	10.0%	10.7%	30.0%
	Arcade or other attraction aimed at	20.6%	9.7%	8.2%	2.3%	0.0%	7.7%	5.3%	15.6%	8.4%	9.3%	9.4%	8.7%	19.4%	0.0%	8.0%	8.7%
	Bars/nightclubs	2.9%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	6.2%	0.0%	0.0%	1.2%	0.0%	3.2%	0.0%	0.7%	0.7%
	Bookstore	2.9%	4.3%	8.2%	5.7%	25.0%	0.0%	7.9%	3.1%	5.2%	9.3%	4.7%	7.2%	3.2%	0.0%	4.0%	7.3%
	Hunting/fishing or outdoor sporting goods store	17.6%	19.4%	8.2%	2.3%	16.7%	23.1%	5.3%	15.6%	8.9%	7.4%	12.9%	11.6%	16.1%	13.3%	18.0%	4.0%
	Bakery	2.9%	1.1%	0.0%	2.3%	0.0%	0.0%	2.6%	3.1%	1.0%	0.0%	1.2%	1.4%	0.0%	6.7%	2.7%	0.0%
	More museums	2.9%	1.1%	2.4%	0.0%	8.3%	3.8%	2.6%	3.1%	0.0%	5.6%	0.0%	1.4%	0.0%	0.0%	1.3%	1.3%
	Other - Specify	2.9%	2.2%	3.5%	14.9%	8.3%	3.8%	7.9%	0.0%	7.3%	9.3%	3.5%	5.8%	0.0%	3.3%	5.3%	7.3%
49. adding green space	1 = Very Low priority	11.8%	10.8%	15.3%	23.0%	8.3%	15.4%	7.9%	12.5%	18.3%	14.8%	18.8%	14.5%	16.1%	13.3%	18.0%	13.3%
	2	17.6%	11.8%	12.9%	13.8%	0.0%	7.7%	21.1%	18.8%	12.6%	13.0%	15.3%	16.1%	6.7%	14.7%	12.0%	
	3	29.4%	29.0%	28.2%	24.1%	25.0%	26.9%	15.8%	40.6%	27.7%	27.8%	24.7%	33.3%	29.0%	26.7%	25.3%	30.0%
	4	20.6%	23.7%	18.8%	14.9%	25.0%	26.9%	23.7%	12.5%	18.3%	9.3%	14.1%	27.5%	32.3%	20.0%	19.3%	19.3%
	5= Very High priority	20.6%	23.7%	23.5%	20.7%	41.7%	15.4%	28.9%	15.6%	22.0%	33.3%	23.5%	11.6%	6.5%	33.3%	21.3%	23.3%
	Other, don't know	0.0%	1.1%	1.2%	3.4%	0.0%	7.7%	2.6%	0.0%	1.0%	1.9%	3.5%	0.0%	0.0%	0.0%	1.3%	2.0%
	<b>total low priority (1-2)</b>	<b>29.4%</b>	<b>22.6%</b>	<b>28.2%</b>	<b>36.8%</b>	<b>8.3%</b>	<b>23.1%</b>	<b>28.9%</b>	<b>31.2%</b>	<b>30.9%</b>	<b>27.8%</b>	<b>34.1%</b>	<b>27.5%</b>	<b>32.3%</b>	<b>20.0%</b>	<b>32.7%</b>	<b>25.3%</b>
	<b>total high priority (4-5)</b>	<b>41.2%</b>	<b>47.3%</b>	<b>42.4%</b>	<b>35.6%</b>	<b>66.7%</b>	<b>42.3%</b>	<b>52.6%</b>	<b>28.1%</b>	<b>40.3%</b>	<b>42.6%</b>	<b>37.6%</b>	<b>39.1%</b>	<b>38.7%</b>	<b>53.3%</b>	<b>40.7%</b>	<b>42.7%</b>

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Chillicothe, Missouri

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
50. improving lighting	1 = Very Low priority	14.7%	11.8%	17.6%	21.8%	8.3%	7.7%	15.8%	9.4%	19.9%	16.7%	16.5%	15.9%	16.1%	13.3%	14.0%	19.3%
	2	26.5%	21.5%	11.8%	12.6%	16.7%	7.7%	23.7%	15.6%	16.2%	9.3%	18.8%	18.8%	25.8%	20.0%	19.3%	14.0%
	3	38.2%	31.2%	29.4%	20.7%	58.3%	30.8%	26.3%	46.9%	23.6%	29.6%	30.6%	27.5%	19.4%	30.0%	30.0%	26.7%
	4	11.8%	23.7%	23.5%	18.4%	0.0%	26.9%	28.9%	15.6%	20.9%	18.5%	12.9%	29.0%	32.3%	26.7%	22.0%	20.0%
	5= Very High priority	8.8%	11.8%	17.6%	21.8%	16.7%	23.1%	5.3%	12.5%	17.8%	24.1%	17.6%	8.7%	6.5%	10.0%	14.0%	18.0%
	Other, don't know	0.0%	0.0%	0.0%	4.6%	0.0%	3.8%	0.0%	0.0%	1.6%	1.9%	3.5%	0.0%	0.0%	0.0%	0.7%	2.0%
	<b>total low priority (1-2)</b>	<b>41.2%</b>	<b>33.3%</b>	<b>29.4%</b>	<b>34.5%</b>	<b>25.0%</b>	<b>15.4%</b>	<b>39.5%</b>	<b>25.0%</b>	<b>36.1%</b>	<b>25.9%</b>	<b>35.3%</b>	<b>34.8%</b>	<b>41.9%</b>	<b>33.3%</b>	<b>33.3%</b>	<b>33.3%</b>
	<b>total high priority (4-5)</b>	<b>20.6%</b>	<b>35.5%</b>	<b>41.2%</b>	<b>40.2%</b>	<b>16.7%</b>	<b>50.0%</b>	<b>34.2%</b>	<b>28.1%</b>	<b>38.7%</b>	<b>42.6%</b>	<b>30.6%</b>	<b>37.7%</b>	<b>38.7%</b>	<b>36.7%</b>	<b>36.0%</b>	<b>38.0%</b>
51. moving utilities underground	1 = Very Low priority	11.8%	7.5%	16.5%	16.1%	8.3%	19.2%	10.5%	0.0%	15.2%	16.7%	12.9%	11.6%	12.9%	16.7%	12.7%	13.3%
	2	14.7%	14.0%	10.6%	9.2%	16.7%	7.7%	18.4%	15.6%	9.9%	9.3%	9.4%	14.5%	16.1%	20.0%	11.3%	12.0%
	3	41.2%	23.7%	20.0%	18.4%	8.3%	23.1%	26.3%	34.4%	21.5%	27.8%	25.9%	21.7%	16.1%	13.3%	22.7%	23.3%
	4	11.8%	24.7%	24.7%	18.4%	8.3%	15.4%	15.8%	21.9%	24.1%	13.0%	14.1%	33.3%	35.5%	23.3%	23.3%	19.3%
	5= Very High priority	20.6%	28.0%	28.2%	27.6%	50.0%	26.9%	28.9%	28.1%	25.1%	25.9%	32.9%	18.8%	16.1%	26.7%	28.0%	26.7%
	Other, don't know	0.0%	2.2%	0.0%	10.3%	8.3%	7.7%	0.0%	0.0%	4.2%	7.4%	4.7%	0.0%	3.2%	0.0%	2.0%	5.3%
	<b>total low priority (1-2)</b>	<b>26.5%</b>	<b>21.5%</b>	<b>27.1%</b>	<b>25.3%</b>	<b>25.0%</b>	<b>26.9%</b>	<b>28.9%</b>	<b>15.6%</b>	<b>25.1%</b>	<b>25.9%</b>	<b>22.4%</b>	<b>26.1%</b>	<b>29.0%</b>	<b>36.7%</b>	<b>24.0%</b>	<b>25.3%</b>
	<b>total high priority (4-5)</b>	<b>32.4%</b>	<b>52.7%</b>	<b>52.9%</b>	<b>46.0%</b>	<b>58.3%</b>	<b>42.3%</b>	<b>44.7%</b>	<b>50.0%</b>	<b>49.2%</b>	<b>38.9%</b>	<b>47.1%</b>	<b>52.2%</b>	<b>51.6%</b>	<b>50.0%</b>	<b>51.3%</b>	<b>46.0%</b>
52. adding new parking spaces or lots	1 = Very Low priority	8.8%	8.6%	16.5%	19.5%	8.3%	11.5%	7.9%	6.2%	17.3%	16.7%	18.8%	11.6%	6.5%	6.7%	11.3%	16.7%
	2	17.6%	21.5%	14.1%	13.8%	41.7%	15.4%	21.1%	15.6%	14.1%	16.7%	17.6%	17.4%	12.9%	20.0%	20.7%	12.7%
	3	26.5%	22.6%	31.8%	27.6%	16.7%	23.1%	21.1%	28.1%	29.3%	22.2%	29.4%	27.5%	35.5%	26.7%	30.7%	23.3%
	4	23.5%	24.7%	21.2%	17.2%	25.0%	30.8%	26.3%	21.9%	19.4%	22.2%	16.5%	26.1%	19.4%	23.3%	20.7%	22.7%
	5= Very High priority	20.6%	22.6%	15.3%	21.8%	8.3%	19.2%	23.7%	28.1%	18.8%	22.2%	16.5%	17.4%	22.6%	23.3%	16.0%	24.0%
	Other, don't know	2.9%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	1.2%	0.0%	3.2%	0.0%	0.7%	0.7%
	<b>total low priority (1-2)</b>	<b>26.5%</b>	<b>30.1%</b>	<b>30.6%</b>	<b>33.3%</b>	<b>50.0%</b>	<b>26.9%</b>	<b>28.9%</b>	<b>21.9%</b>	<b>31.4%</b>	<b>33.3%</b>	<b>36.5%</b>	<b>29.0%</b>	<b>19.4%</b>	<b>26.7%</b>	<b>32.0%</b>	<b>29.3%</b>
	<b>total high priority (4-5)</b>	<b>44.1%</b>	<b>47.3%</b>	<b>36.5%</b>	<b>39.1%</b>	<b>33.3%</b>	<b>50.0%</b>	<b>50.0%</b>	<b>50.0%</b>	<b>38.2%</b>	<b>44.4%</b>	<b>32.9%</b>	<b>43.5%</b>	<b>41.9%</b>	<b>46.7%</b>	<b>36.7%</b>	<b>46.7%</b>
53. stricter code enforcement	1 = Very Low priority	14.7%	12.9%	10.6%	12.6%	0.0%	11.5%	15.8%	9.4%	13.1%	5.6%	16.5%	10.1%	12.9%	16.7%	14.0%	10.7%
	2	23.5%	17.2%	10.6%	8.0%	8.3%	7.7%	23.7%	25.0%	10.5%	9.3%	14.1%	11.6%	35.5%	6.7%	16.7%	10.0%
	3	29.4%	29.0%	21.2%	27.6%	8.3%	50.0%	26.3%	18.8%	25.1%	27.8%	21.2%	27.5%	29.0%	30.0%	25.3%	27.3%
	4	23.5%	16.1%	21.2%	20.7%	25.0%	0.0%	7.9%	18.8%	25.1%	18.5%	20.0%	27.5%	6.5%	23.3%	19.3%	20.7%
	5= Very High priority	5.9%	22.6%	32.9%	23.0%	41.7%	26.9%	21.1%	25.0%	22.5%	33.3%	25.9%	18.8%	12.9%	16.7%	21.3%	26.0%
	Other, don't know	2.9%	2.2%	3.5%	8.0%	16.7%	3.8%	5.3%	3.1%	3.7%	5.6%	2.4%	4.3%	3.2%	6.7%	3.3%	5.3%
	<b>total low priority (1-2)</b>	<b>38.2%</b>	<b>30.1%</b>	<b>21.2%</b>	<b>20.7%</b>	<b>8.3%</b>	<b>19.2%</b>	<b>39.5%</b>	<b>34.4%</b>	<b>23.6%</b>	<b>14.8%</b>	<b>30.6%</b>	<b>21.7%</b>	<b>46.4%</b>	<b>23.3%</b>	<b>30.7%</b>	<b>20.7%</b>
	<b>total high priority (4-5)</b>	<b>29.4%</b>	<b>38.7%</b>	<b>54.1%</b>	<b>43.7%</b>	<b>66.7%</b>	<b>26.9%</b>	<b>28.9%</b>	<b>43.8%</b>	<b>47.6%</b>	<b>51.9%</b>	<b>45.9%</b>	<b>46.4%</b>	<b>19.4%</b>	<b>40.0%</b>	<b>40.7%</b>	<b>46.7%</b>
54. developing second-story residential space	1 = Very Low priority	5.9%	9.7%	10.6%	17.2%	8.3%	15.4%	2.6%	6.2%	14.1%	3.7%	9.4%	14.5%	16.1%	16.7%	9.3%	14.0%
	2	23.5%	20.4%	15.3%	14.9%	16.7%	7.7%	13.2%	25.0%	18.8%	11.1%	18.8%	18.8%	22.6%	23.3%	22.7%	12.7%
	3	26.5%	24.7%	24.7%	25.3%	50.0%	15.4%	31.6%	18.8%	24.1%	24.1%	22.4%	29.0%	22.6%	26.7%	22.0%	28.0%
	4	26.5%	26.9%	25.9%	13.8%	16.7%	34.6%	18.4%	21.9%	22.5%	16.7%	25.9%	23.2%	22.6%	23.3%	24.0%	21.3%
	5= Very High priority	14.7%	17.2%	21.2%	19.5%	8.3%	19.2%	28.9%	25.0%	16.8%	33.3%	20.0%	14.5%	16.1%	6.7%	18.7%	19.3%
	Other, don't know	2.9%	1.1%	2.4%	9.2%	0.0%	7.7%	5.3%	3.7%	11.1%	3.5%	0.0%	0.0%	0.0%	3.3%	3.3%	4.7%
	<b>total low priority (1-2)</b>	<b>29.4%</b>	<b>30.1%</b>	<b>25.9%</b>	<b>32.2%</b>	<b>25.0%</b>	<b>23.1%</b>	<b>15.8%</b>	<b>31.2%</b>	<b>33.0%</b>	<b>14.8%</b>	<b>28.2%</b>	<b>33.3%</b>	<b>38.7%</b>	<b>40.0%</b>	<b>32.0%</b>	<b>26.7%</b>
	<b>total high priority (4-5)</b>	<b>41.2%</b>	<b>44.1%</b>	<b>47.1%</b>	<b>33.3%</b>	<b>25.0%</b>	<b>53.8%</b>	<b>47.4%</b>	<b>46.9%</b>	<b>39.3%</b>	<b>50.0%</b>	<b>45.9%</b>	<b>37.7%</b>	<b>38.7%</b>	<b>30.0%</b>	<b>42.7%</b>	<b>40.7%</b>

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		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
55. making the area more pedestrian-friendly	1 = Very Low priority	23.5%	7.5%	10.6%	13.8%	8.3%	11.5%	2.6%	6.2%	15.2%	14.8%	10.6%	14.5%	12.9%	13.3%	10.7%	13.3%
	2	14.7%	18.3%	8.2%	9.2%	25.0%	7.7%	26.3%	12.5%	9.4%	9.3%	14.1%	10.1%	22.6%	10.0%	13.3%	11.3%
	3	32.4%	24.7%	24.7%	26.4%	25.0%	26.9%	15.8%	40.6%	25.1%	22.2%	21.2%	24.6%	29.0%	30.0%	27.3%	24.7%
	4	5.9%	28.0%	31.8%	16.1%	0.0%	23.1%	31.6%	12.5%	24.6%	16.7%	22.4%	37.7%	22.6%	23.3%	22.0%	24.0%
	5= Very High priority	23.5%	20.4%	24.7%	31.0%	41.7%	26.9%	23.7%	28.1%	24.1%	33.3%	30.6%	13.0%	12.9%	20.0%	26.0%	24.7%
	Other, don't know	0.0%	1.1%	0.0%	3.4%	0.0%	3.8%	0.0%	0.0%	1.6%	3.7%	1.2%	0.0%	0.0%	3.3%	0.7%	2.0%
	<b>total low priority (1-2)</b>	<b>38.2%</b>	<b>25.8%</b>	<b>18.8%</b>	<b>23.0%</b>	<b>33.3%</b>	<b>19.2%</b>	<b>28.9%</b>	<b>18.8%</b>	<b>24.6%</b>	<b>24.1%</b>	<b>24.7%</b>	<b>24.6%</b>	<b>35.5%</b>	<b>23.3%</b>	<b>24.0%</b>	<b>24.7%</b>
	<b>total high priority (4-5)</b>	<b>29.4%</b>	<b>48.4%</b>	<b>56.5%</b>	<b>47.1%</b>	<b>41.7%</b>	<b>50.0%</b>	<b>55.3%</b>	<b>40.6%</b>	<b>48.7%</b>	<b>50.0%</b>	<b>52.9%</b>	<b>50.7%</b>	<b>35.5%</b>	<b>43.3%</b>	<b>48.0%</b>	<b>48.7%</b>
56. improving signage to help people find their way around	1 = Very Low priority	20.6%	12.9%	14.1%	20.7%	8.3%	11.5%	13.2%	9.4%	19.4%	16.7%	15.3%	21.7%	19.4%	3.3%	14.0%	18.7%
	2	23.5%	17.2%	17.6%	14.9%	33.3%	11.5%	23.7%	25.0%	14.7%	9.3%	22.4%	17.4%	19.4%	16.7%	18.0%	18.0%
	3	14.7%	32.3%	28.2%	28.7%	16.7%	42.3%	26.3%	21.9%	28.3%	35.2%	29.4%	23.2%	29.0%	20.0%	28.7%	27.3%
	4	26.5%	20.4%	23.5%	17.2%	16.7%	23.1%	15.8%	28.1%	20.9%	14.8%	16.5%	26.1%	22.6%	36.7%	24.0%	18.7%
	5= Very High priority	11.8%	17.2%	14.1%	17.2%	25.0%	11.5%	18.4%	15.6%	15.2%	22.2%	15.3%	10.1%	9.7%	20.0%	15.3%	16.0%
	Other, don't know	2.9%	0.0%	2.4%	1.1%	0.0%	0.0%	2.6%	0.0%	1.6%	1.9%	1.2%	1.4%	0.0%	3.3%	1.3%	1.3%
	<b>total low priority (1-2)</b>	<b>44.1%</b>	<b>30.1%</b>	<b>31.8%</b>	<b>35.6%</b>	<b>41.7%</b>	<b>23.1%</b>	<b>36.8%</b>	<b>34.4%</b>	<b>34.0%</b>	<b>25.9%</b>	<b>37.6%</b>	<b>39.1%</b>	<b>38.7%</b>	<b>20.0%</b>	<b>30.7%</b>	<b>36.7%</b>
	<b>total high priority (4-5)</b>	<b>38.2%</b>	<b>37.6%</b>	<b>37.6%</b>	<b>34.5%</b>	<b>41.7%</b>	<b>34.6%</b>	<b>34.2%</b>	<b>43.8%</b>	<b>36.1%</b>	<b>37.0%</b>	<b>31.8%</b>	<b>36.2%</b>	<b>32.3%</b>	<b>56.7%</b>	<b>39.3%</b>	<b>34.7%</b>
57. improving building facades	1 = Very Low priority	8.8%	6.5%	7.1%	18.4%	8.3%	15.4%	2.6%	3.1%	12.6%	11.1%	12.9%	7.2%	12.9%	6.7%	11.3%	9.3%
	2	5.9%	9.7%	10.6%	10.3%	16.7%	3.8%	7.9%	10.5%	5.6%	10.6%	11.6%	9.7%	10.0%	9.3%	10.0%	10.0%
	3	47.1%	38.7%	29.4%	28.7%	25.0%	34.6%	34.2%	37.5%	34.0%	33.3%	29.4%	37.7%	41.9%	30.0%	34.7%	33.3%
	4	14.7%	21.5%	22.4%	17.2%	25.0%	19.2%	18.4%	12.5%	20.4%	16.7%	17.6%	23.2%	22.6%	23.3%	19.3%	20.0%
	5= Very High priority	23.5%	22.6%	30.6%	23.0%	25.0%	23.1%	36.8%	37.5%	21.5%	29.6%	28.2%	20.3%	12.9%	30.0%	24.0%	26.7%
	Other, don't know	0.0%	1.1%	0.0%	2.3%	0.0%	3.8%	0.0%	0.0%	1.0%	3.7%	1.2%	0.0%	0.0%	0.0%	1.3%	0.7%
	<b>total low priority (1-2)</b>	<b>14.7%</b>	<b>16.1%</b>	<b>17.6%</b>	<b>28.7%</b>	<b>25.0%</b>	<b>19.2%</b>	<b>10.5%</b>	<b>12.5%</b>	<b>23.0%</b>	<b>16.7%</b>	<b>23.5%</b>	<b>18.8%</b>	<b>22.6%</b>	<b>16.7%</b>	<b>20.7%</b>	<b>19.3%</b>
	<b>total high priority (4-5)</b>	<b>38.2%</b>	<b>44.1%</b>	<b>52.9%</b>	<b>40.2%</b>	<b>50.0%</b>	<b>42.3%</b>	<b>55.3%</b>	<b>50.0%</b>	<b>41.9%</b>	<b>46.3%</b>	<b>45.9%</b>	<b>43.5%</b>	<b>35.5%</b>	<b>53.3%</b>	<b>43.3%</b>	<b>46.7%</b>
58. keeping streets and sidewalks cleaner	1 = Very Low priority	17.6%	11.8%	16.5%	17.2%	0.0%	11.5%	18.4%	9.4%	17.3%	9.3%	18.8%	14.5%	22.6%	20.0%	14.0%	16.7%
	2	20.6%	16.1%	12.9%	8.0%	25.0%	3.8%	26.3%	12.5%	11.5%	9.3%	14.1%	20.3%	12.9%	10.0%	12.7%	14.0%
	3	23.5%	21.5%	15.3%	33.3%	16.7%	7.7%	21.1%	37.5%	24.6%	29.6%	23.5%	18.8%	22.6%	16.7%	25.3%	22.0%
	4	23.5%	32.3%	28.2%	18.4%	33.3%	34.6%	21.1%	15.6%	26.7%	24.1%	17.6%	33.3%	35.5%	30.0%	27.3%	24.7%
	5= Very High priority	14.7%	18.3%	25.9%	23.0%	25.0%	42.3%	13.2%	25.0%	19.4%	27.8%	24.7%	13.0%	6.5%	23.3%	20.7%	22.0%
	Other, don't know	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.7%
	<b>total low priority (1-2)</b>	<b>38.2%</b>	<b>28.0%</b>	<b>29.4%</b>	<b>25.3%</b>	<b>25.0%</b>	<b>15.4%</b>	<b>44.7%</b>	<b>21.9%</b>	<b>28.8%</b>	<b>18.5%</b>	<b>32.9%</b>	<b>34.8%</b>	<b>35.5%</b>	<b>30.0%</b>	<b>26.7%</b>	<b>30.7%</b>
	<b>total high priority (4-5)</b>	<b>38.2%</b>	<b>50.5%</b>	<b>54.1%</b>	<b>41.4%</b>	<b>58.3%</b>	<b>76.9%</b>	<b>34.2%</b>	<b>40.6%</b>	<b>46.1%</b>	<b>51.9%</b>	<b>42.4%</b>	<b>46.4%</b>	<b>41.9%</b>	<b>53.3%</b>	<b>48.0%</b>	<b>46.7%</b>
60. There has been some discussion about developing second story living space in downtown Chillicothe. Which of the following statements is closest to the way you feel?	Property owners should turn the second floors of their existing buildings into rental units.	44.1%	52.7%	38.8%	33.3%	25.0%	46.2%	55.3%	53.1%	38.2%	46.3%	50.6%	34.8%	38.7%	40.0%	38.0%	46.0%
	Property owners should turn the second floors of their existing buildings into condominiums.	23.5%	16.1%	18.8%	13.8%	16.7%	15.4%	23.7%	15.6%	16.2%	13.0%	11.8%	20.3%	19.4%	30.0%	21.3%	13.3%
	There is no need for second story living space downtown.	29.4%	25.8%	32.9%	46.0%	58.3%	38.5%	10.5%	31.2%	37.2%	29.6%	34.1%	40.6%	32.3%	23.3%	35.3%	32.7%
	Other/don't know	2.9%	5.4%	9.4%	6.9%	0.0%	0.0%	10.5%	0.0%	8.4%	11.1%	3.5%	4.3%	9.7%	6.7%	5.3%	8.0%

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
61a. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Chillicothe?	Local newspaper	52.9%	44.1%	51.8%	52.9%	25.0%	50.0%	63.2%	37.5%	50.8%	33.3%	52.9%	59.4%	38.7%	60.0%	46.7%	52.7%
	Television	0.0%	1.1%	1.2%	1.1%	8.3%	3.8%	0.0%	0.0%	0.5%	0.0%	1.2%	1.4%	0.0%	0.0%	0.0%	2.0%
	Radio	2.9%	9.7%	7.1%	3.4%	0.0%	7.7%	5.3%	9.4%	6.3%	7.4%	10.6%	2.9%	9.7%	3.3%	6.0%	6.7%
	Chamber of Commerce web site	2.9%	6.5%	2.4%	5.7%	8.3%	0.0%	5.3%	9.4%	4.7%	1.9%	1.2%	7.2%	12.9%	3.3%	3.3%	6.7%
	word-of-mouth	17.6%	17.2%	14.1%	18.4%	16.7%	11.5%	13.2%	25.0%	16.2%	20.4%	18.8%	13.0%	16.1%	10.0%	20.7%	12.7%
	I live downtown	2.9%	5.4%	8.2%	8.0%	0.0%	7.7%	2.6%	6.2%	7.9%	11.1%	5.9%	5.8%	3.2%	6.7%	8.7%	4.7%
	Other [specify]	17.6%	10.8%	9.4%	5.7%	33.3%	11.5%	5.3%	12.5%	8.4%	9.3%	7.1%	8.7%	16.1%	16.7%	10.0%	9.3%
	No Others/don't know	2.9%	5.4%	5.9%	4.6%	8.3%	7.7%	5.3%	0.0%	5.2%	16.7%	2.4%	1.4%	3.2%	0.0%	4.7%	5.3%

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
61b. And what is your second most likely source of information?	Local newspaper	21.2%	31.8%	27.5%	24.1%	36.4%	20.8%	13.9%	34.4%	28.7%	22.2%	31.3%	30.9%	30.0%	13.3%	26.6%	27.5%
	Television	0.0%	1.1%	2.5%	3.6%	0.0%	8.3%	0.0%	3.1%	1.7%	2.2%	3.6%	3.8%	0.0%	0.0%	3.5%	0.7%
	Radio	27.3%	19.3%	32.5%	26.5%	9.1%	16.7%	19.4%	15.6%	30.9%	22.2%	26.5%	30.9%	23.3%	16.7%	28.0%	23.9%
	Chamber of Commerce web site	3.0%	5.7%	6.2%	4.8%	0.0%	4.2%	11.1%	3.1%	5.0%	4.4%	4.8%	4.4%	0.0%	13.3%	4.9%	5.6%
	word-of-mouth	24.2%	27.3%	23.8%	24.1%	27.3%	29.2%	44.4%	18.8%	22.1%	26.7%	22.9%	22.1%	26.7%	40.0%	19.6%	31.0%
	I live downtown	3.0%	4.5%	1.2%	3.6%	0.0%	4.2%	2.8%	6.2%	2.8%	2.2%	3.6%	5.9%	3.3%	0.0%	4.2%	2.1%
	Other [specify]	15.2%	8.0%	6.2%	6.0%	9.1%	12.5%	5.6%	18.8%	5.5%	17.8%	2.4%	4.4%	6.7%	16.7%	9.8%	5.6%
	No Others/don't know	6.1%	2.3%	0.0%	7.2%	18.2%	4.2%	2.8%	0.0%	3.3%	2.2%	4.8%	0.0%	10.0%	0.0%	3.5%	3.5%

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
62. How familiar are you with a state-sponsored program called the DREAM Initiative? Would you say you are very familiar, somewhat, not very or not at all familiar with the DREAM Initiative?	Very familiar	2.9%	7.5%	3.5%	6.9%	16.7%	7.7%	5.3%	3.1%	5.2%	3.7%	3.5%	7.2%	9.7%	6.7%	4.7%	6.7%
	Somewhat familiar	11.8%	16.1%	21.2%	10.3%	8.3%	7.7%	15.8%	18.8%	16.8%	3.7%	15.3%	20.3%	25.8%	20.0%	12.7%	18.7%
	Not very familiar	17.6%	21.5%	24.7%	20.7%	16.7%	26.9%	23.7%	18.8%	21.5%	22.2%	16.5%	29.0%	9.7%	23.3%	26.0%	17.3%
	Not at all familiar	67.6%	53.8%	50.6%	60.9%	58.3%	57.7%	55.3%	59.4%	55.5%	68.5%	64.7%	43.5%	54.8%	50.0%	56.7%	56.0%
	Other, don't know	0.0%	1.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	1.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
	<b>very/somewhat</b>	<b>14.7%</b>	<b>23.7%</b>	<b>24.7%</b>	<b>17.2%</b>	<b>25.0%</b>	<b>15.4%</b>	<b>21.1%</b>	<b>21.9%</b>	<b>22.0%</b>	<b>7.4%</b>	<b>18.8%</b>	<b>27.5%</b>	<b>35.5%</b>	<b>26.7%</b>	<b>17.3%</b>	<b>25.3%</b>
	<b>not very/not at all</b>	<b>85.3%</b>	<b>75.3%</b>	<b>75.3%</b>	<b>81.6%</b>	<b>75.0%</b>	<b>84.6%</b>	<b>78.9%</b>	<b>78.1%</b>	<b>77.0%</b>	<b>90.7%</b>	<b>81.2%</b>	<b>72.5%</b>	<b>64.5%</b>	<b>73.3%</b>	<b>82.7%</b>	<b>73.3%</b>

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
63. In which of the following age groups are you?	18-34	100.0%	0.0%	0.0%	0.0%	16.7%	19.2%	15.8%	18.8%	7.9%	11.1%	9.4%	11.6%	25.8%	13.3%	13.3%	9.3%
	35-49	0.0%	100.0%	0.0%	0.0%	41.7%	50.0%	44.7%	37.5%	23.6%	18.5%	35.3%	29.0%	41.9%	46.7%	38.0%	24.0%
	50-64	0.0%	0.0%	100.0%	0.0%	16.7%	11.5%	26.3%	15.6%	34.0%	25.9%	23.5%	40.6%	25.8%	33.3%	27.3%	29.3%
	65 or over	0.0%	0.0%	0.0%	100.0%	25.0%	19.2%	13.2%	25.0%	34.6%	44.4%	31.8%	17.4%	6.5%	6.7%	20.7%	37.3%
	Other, don't know, refused	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.7%	0.0%

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
64. How long have you lived in the Chillicothe area?	0-2 years	5.9%	5.4%	2.4%	3.4%	100.0%	0.0%	0.0%	0.0%	0.0%	1.9%	3.5%	5.8%	3.2%	3.3%	4.7%	3.3%
	3-5 years	14.7%	14.0%	3.5%	5.7%	0.0%	100.0%	0.0%	0.0%	0.0%	13.0%	8.2%	4.3%	9.7%	16.7%	9.3%	8.0%
	6-10 years	17.6%	18.3%	11.8%	5.7%	0.0%	0.0%	100.0%	0.0%	0.0%	11.1%	7.1%	10.1%	22.6%	20.0%	9.3%	16.0%
	11-20 years	17.6%	12.9%	5.9%	9.2%	0.0%	0.0%	0.0%	100.0%	0.0%	11.1%	10.6%	15.9%	6.5%	3.3%	13.3%	8.0%
	> 20 years	44.1%	48.4%	76.5%	75.9%	0.0%	0.0%	0.0%	0.0%	100.0%	63.0%	70.6%	63.8%	58.1%	53.3%	62.7%	64.7%
	Other, don't know	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.7%	0.0%

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
65. For statistical purposes only, please indicate which of the following categories best fits your total household income for 2007. Just stop me when I get to your category.	< 20 years	17.6%	10.8%	16.5%	27.6%	8.3%	26.9%	15.8%	18.8%	17.8%	100.0%	0.0%	0.0%	0.0%	0.0%	14.7%	21.3%
	\$25,000 to \$49,999	23.5%	32.3%	23.5%	31.0%	25.0%	26.9%	15.8%	28.1%	31.4%	0.0%	100.0%	0.0%	0.0%	0.0%	30.0%	26.7%
	\$50,000 to \$74,999	23.5%	21.5%	32.9%	13.8%	33.3%	11.5%	18.4%	34.4%	23.0%	0.0%	0.0%	100.0%	0.0%	0.0%	24.0%	22.0%
	\$75,000 to \$99,999	23.5%	14.0%	9.4%	2.3%	8.3%	11.5%	18.4%	6.2%	9.4%	0.0%	0.0%	100.0%	0.0%	0.0%	11.3%	9.3%
	\$100,000 plus	11.8%	15.1%	11.8%	2.3%	8.3%	19.2%	15.8%	3.1%	8.4%	0.0%	0.0%	0.0%	0.0%	100.0%	14.0%	6.0%
	Other, don't know, refused	0.0%	6.5%	5.9%	23.0%	16.7%	3.8%	15.8%	9.4%	9.9%	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%	14.7%

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
66. Gender	Male	58.8%	61.3%	48.2%	35.6%	58.3%	53.8%	36.8%	62.5%	49.2%	40.7%	52.9%	52.2%	54.8%	70.0%	100.0%	0.0%
	Female	41.2%	38.7%	51.8%	64.4%	41.7%	46.2%	63.2%	37.5%	50.8%	59.3%	47.1%	47.8%	45.2%	30.0%	0.0%	100.0%