

COMMUNITY TELEPHONE SURVEY REPORT

SURVEY FINDINGS AND RESULTS

CITY OF CLINTON, MISSOURI

January 12, 2009



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 Clinton, Missouri.
- The margin of error for this survey is $\pm 5.7\%$.
- The survey consisted of 65 questions and took, on average, 14 minutes to complete.
- Telephone interviewing was conducted October 20, 2008 through October 31, 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.

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SECTION II

EXECUTIVE SUMMARY

In October 2008, UNICOM-ARC conducted a telephone survey of residents in Clinton, 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

- ◆ A significant majority of respondents felt that Clinton is moving in the right direction.
- ◆ Among several possible improvements for the City of Clinton, respondents placed the highest priority on repairing major streets and improving emergency services.
- ◆ Nearly nine in ten respondents indicated that they visit downtown once a month or more.
- ◆ More than two-thirds of respondents said they most often utilize downtown for the government or post office.
- ◆ More than two-thirds of respondents felt “excellent” or “good” about most characteristics of a downtown as they relate to Clinton.
- ◆ Nine in ten respondents felt that retaining the historic character of downtown Clinton is “very” or “somewhat” important.
- ◆ Majorities of respondents placed a high priority on adding three types of businesses downtown: family or casual style dining, clothing stores, and attractions aimed at teenagers such as an arcade or skating rink.
- ◆ Among several potential downtown improvements, more than four in ten respondents placed a high priority on improving building façades, making the area more pedestrian-friendly, keeping streets and sidewalks cleaner, and moving utilities underground.
- ◆ A majority of respondents felt that there is no need for second-story living space downtown.
- ◆ Most respondents received their information about downtown Clinton through a local newspaper.

B. KEY DEMOGRAPHIC INFORMATION

By age:

- ◆ Upgrading parks and recreation facilities was particularly important to those in the 18-34 age group.
- ◆ 18-34 year old respondents were more likely than older respondents to indicate that they visit downtown Clinton for shopping and for parks.
- ◆ Respondents in the 18-34 age group were also most likely to indicate that shopping is the “number one” reason they visit downtown.
- ◆ The 65+ age group viewed business hours and parking more favorably than did other age groups.
- ◆ 18-34 year old respondents viewed occupied storefronts and the diverse mix of businesses more favorably than did other age groups.
- ◆ Younger respondents were also more interested in family or casual style dining, an outdoor sporting goods store, and attractions aimed at teenagers than older residents.
- ◆ Fine dining and clothing stores were of particular interest to 50-64 year old respondents.
- ◆ The 18-34 age group was most interested in adding green space.
- ◆ The 65+ age group was significantly *less* interested in developing second-story residential space than was any other group.
- ◆ A majority of respondents in the 18-34 age group were in favor of second-story rental units in downtown Clinton.
- ◆ The newspaper was more often cited as a primary source of information about downtown events and businesses by Clinton’s oldest residents than by younger residents.

By amount of time respondents had lived in Clinton:

- ◆ Nearly three-quarters of respondents who had lived in Clinton for 3-5 years felt that Clinton is moving in the right direction.
- ◆ Three proposed improvements were of *lower* priority to those who had lived in Clinton 6-10 years than to any other group: revitalizing downtown Clinton, repairing major streets, and attracting more big box retail development.

- ◆ Respondents who had lived in Clinton more than 20 years indicated that they visit downtown Clinton more often than any other group.
- ◆ Respondents who had lived in Clinton more than 20 years indicated that they visit downtown Clinton more often for conducting business than any other group.
- ◆ Respondents who had lived in Clinton 3-5 years viewed available green space more favorably than did all other groups.
- ◆ Art galleries and shops were of particular interest to respondents who had lived in Clinton for 11-20 years.
- ◆ Several types of businesses were of particular interest to respondents who had lived in Clinton for 0-2 years: lodging, fine dining, outdoor dining, and clothing stores.
- ◆ Respondents who had lived in town for 0-2 years were most interested in adding green space.
- ◆ Respondents who had lived in town for 11-20 years expressed more interest than any other group in moving utilities underground.

By income level:

- ◆ Revitalizing downtown Clinton was particularly important to respondents with annual household incomes of more than \$100,000.
- ◆ Respondents with incomes of \$50,000-\$74,999 were especially likely to answer that conducting business is the “number one” reason they visit downtown.
- ◆ Respondents in the \$75,000-99,999 income group viewed green space and sidewalks more favorably than did all other income groups.
- ◆ Respondents with annual incomes of less than \$25,000 viewed business hours, dining options, and entertainment options more favorably than other income groups.
- ◆ Respondents with annual incomes of greater than \$75,000 viewed safety and security more favorably than did lower income groups.
- ◆ A “specialty” grocery store was of particular interest to respondents with annual incomes of \$50,000-\$74,999.
- ◆ Fine dining was of particular interest to respondents with annual incomes over \$100,000.
- ◆ Respondents in the \$25,000-\$49,999 income group placed a higher priority on moving utilities underground than did any other income group.
- ◆ The \$75,000-\$99,999 income group was significantly *less* interested in developing second-story residential space and improving signage than was any other group.

By gender:

- ◆ More women than men felt that Clinton is moving in the right direction.
- ◆ *All* of the proposed improvements to the City of Clinton were of higher priority to women than men: revitalizing downtown Clinton, repairing major streets, improving emergency services, upgrading parks and recreation facilities, and attracting more big box retail development.
- ◆ Female respondents indicated that they visit downtown for shopping, for entertainment or special events, and for attending church more often than male residents do.
- ◆ Female respondents were most likely to indicate that shopping is the “number one” reason they visit downtown.
- ◆ Female respondents viewed business hours and entertainment options more favorably than male respondents did.
- ◆ *Almost every* type of business tested in the survey was more often cited as a priority by female respondents than by male respondents. These included family or casual style dining, outdoor dining, ice cream shop/soda fountain, upscale specialty shops, antique shops, art galleries and shops, shoe stores, clothing stores, bookstores, specialty grocery stores, art supply and crafts stores.
- ◆ Some improvements were significantly more of a priority to female residents than to male residents: improving lighting, adding new parking, making the area more pedestrian-friendly, and improving building façades.

C. COMMUNITY PRIORITIES AND FEEDBACK IN DETAIL

Priorities for the Community:

- ✓ **A significant majority of respondents felt that Clinton is moving in the right direction.**

Three in five (62.3%) respondents felt that Clinton was moving in the right direction, while only 14.0% of respondents felt that Clinton was moving in the wrong direction, and 12.3% of respondents felt that the direction was “mixed.”

- ✓ **Among several possible improvements for the City of Clinton, respondents placed the highest priorities on repairing major streets and improving emergency services.**

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. Approximately two-thirds of respondents placed a high priority on “repairing major streets” (64.0%) and on “improving emergency services” (60.3%). Approximately half placed a high priority on “attracting more big box retail development” (54.0%) and “revitalizing the Clinton downtown area” (51.3%). Less than a majority placed a high priority on “upgrading parks and recreation facilities” (40.0%).

Visiting Downtown:

- ✓ Nearly nine in ten respondents indicated that they visited downtown once a month or more.
- ✓ Over two-thirds of respondents said they most often utilized downtown for the government or post office.

Respondents were asked how often they visited downtown. Over half of respondents (53.3%) answered that they visited downtown “more than five times a month”, and over one-third answered that they visited “one to five times per month” (35.3%). Smaller percentages of respondents said that they visited downtown “less than once a month” (5.7%), and “once a year or less” (2.3%).

Respondents were then given a list of reasons for visiting downtown and asked how often they conducted these activities in downtown Clinton. Respondents indicated they were most likely to visit downtown for the government or post office.

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

- ◆ Government/post office (70.5%)
- ◆ Conducting business (59.0%)
- ◆ Shopping (54.9%)
- ◆ Entertainment or special events (49.5%)
- ◆ Dining (48.5%)
- ◆ Attending church (38.3%)
- ◆ Parks (34.2%)

When asked which one of these reasons respondents would most often visit downtown, over one-quarter of respondents indicated “conducting business” (28.8%).

Views of Current Downtown Clinton:

- ✓ Over two-thirds of respondents felt “excellent” or “good” about most characteristics of a downtown as they relate to Clinton.
- ✓ Nine in ten respondents felt that retaining the historic of downtown Clinton is “very” or “somewhat” important.

Respondents were read a list of thirteen characteristics of a downtown and asked to rate conditions in downtown Clinton.

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

- ◆ Convenient parking (87.7%)
- ◆ Preservation of historic structures (81.7%)
- ◆ Condition of sidewalks (81.0%)
- ◆ Safety and security (81.0%)
- ◆ Condition of streets (78.7%)
- ◆ Signs to help people find their way around (77.7%)
- ◆ Occupied storefronts (72.3%)
- ◆ Convenient business hours (72.0%)
- ◆ Available green space (72.0%)

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

- ◆ Diverse mix of businesses (61.7%)
- ◆ Dining options (50.3%)

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

- ◆ Condition of buildings (46.7%)
- ◆ Entertainment options (31.7%)

An overwhelming majority of respondents (91.3%) suggested that it is “very” or “somewhat” important that downtown Clinton work to retain its historic character. Only 6.7% 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 three types of businesses downtown: family or casual style dining, clothing stores, and attractions aimed at teenagers such as an arcade or skating rink.**

Respondents were read a list of many kinds of businesses “one might find in a downtown area” and asked how high of a priority Clinton 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 (59.3%)
- ◆ Clothing stores (57.3%)
- ◆ Attractions aimed at teenagers such as an arcade or skating rink (55.3%)

Five other types of businesses were viewed as a “very high” or “high” priority to over one-third of respondents:

- ◆ Bookstore (48.7%)
- ◆ Fine dining (48.3%)
- ◆ Shoe store (42.3%)
- ◆ Hardware store (39.7%)
- ◆ Ice cream shop/soda fountain (36.3%)

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

- ◆ Art supply and crafts store (34.3%)
- ◆ Outdoor sporting goods store (34.3%)
- ◆ Outdoor dining (31.7%)
- ◆ Specialty grocery store (30.3%)
- ◆ Upscale specialty shops (28.3%)
- ◆ Art galleries and shops (28.3%)
- ◆ Lodging such as hotel, motel, or bed and breakfast (26.3%)
- ◆ Antique shops (23.7%)
- ◆ Bars/nightclubs (10.0%)

When asked to choose the one business respondents would most like to see in downtown Clinton, the most respondents answered “arcade or skating rink or other attraction aimed at teenagers” (15.0%), followed by “clothing stores” (12.3%).

Priorities for Other Downtown Improvements:

- ✓ Among several potential downtown improvements, over four in ten respondents placed a high priority on improving building façades, making the area more pedestrian-friendly, keeping streets and sidewalks cleaner, and moving utilities underground.
- ✓ A majority of respondents felt that there is no need for 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.

Five possible improvements were considered a “very high” or “high” priority to over one-third of respondents:

- ◆ Improving building façades (47.3%)
- ◆ Making the area more pedestrian-friendly (46.7%)
- ◆ Keeping streets and sidewalks cleaner (43.0%)
- ◆ Moving utilities underground (41.3%)
- ◆ Stricter code enforcement (39.0%)

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

- ◆ Improving lighting (37.7%)
- ◆ Improving signage to help people find their way around (35.7%)
- ◆ Developing second-story residential space (26.3%)
- ◆ Adding green space (26.0%)
- ◆ Adding new parking spaces or lots (25.3%)

When asked how they felt about Clinton developing second-story living space in downtown buildings, only 39.3% felt that the City *should* develop these residential spaces, while 52.3% felt that the City *should not*.

Communication about Downtown:

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

When asked to indicate their primary and secondary sources of information about downtown Clinton, six in ten (62.6%) indicated that the newspaper was either their primary (33.0%) or secondary (29.6%) source of information. Word-of-mouth was either primary or secondary to 47.6% of respondents.

D. DEMOGRAPHIC INFORMATION IN DETAIL

Priorities for the Community:

- ✓ **Nearly three-quarters of respondents who had lived in Clinton for 3-5 years felt that Clinton was moving in the right direction.**

Respondents were asked if Clinton as a whole was moving in the right direction, the wrong direction, or a mixed direction. Three-fourths (73.9%) of those who have lived in Clinton for 3-5 years felt that Clinton was moving in the right direction, compared to less than 64.4% of respondents in other groups.

- ✓ **More women than men felt that Clinton is moving in the right direction.**

Respondents were asked if Clinton as a whole was moving in the right direction, the wrong direction, or a mixed direction. Seven in ten (70.0%) women felt that Clinton was moving in the right direction, compared to 54.7% of men.

- ✓ **All of the proposed improvements were of higher priority to women than men: revitalizing downtown Clinton, repairing major streets, improving emergency services, upgrading parks and recreation facilities, and attracting big box retail development.**

Female respondents rated all of these improvements at a higher priority than male respondents, with the differences between women's and men's rating of "high" or "very high" priority differing from 8% to 18%.

- ✓ **Upgrading parks and recreation facilities was particularly important to those in the 18-34 age group.**

Nearly two-thirds of 18-34 year old respondents (64.5%) felt that upgrading parks and recreation facilities should be a high priority. Less than 40.0% of all other groups felt the same.

- ✓ **Revitalizing downtown Clinton was particularly important to respondents with an annual household income of over \$100,000.**

Six in ten (61.3%) of the respondents with household incomes of over \$100,000 per year felt that revitalizing the Clinton downtown area should be a high priority. Less than 52.7% of all other groups felt the same.

- ✓ **Three proposed improvements were of *lower* priority to those who have lived in Clinton 6-10 years than to any other group: revitalizing downtown Clinton, repairing major streets, and attracting more big box retail development.**

Respondents in the 6-10 year resident group rated all of these improvements at a *lower* priority than respondents in other groups, with the differences ranging from 16% to 40%.

Visiting Downtown:

- ✓ **Respondents who have lived in Clinton more than 20 years indicated that they visit downtown Clinton more often than any other group does.**

Three in five (60.9%) Clinton residents who have lived in town 20+ years visited downtown more than five times a month, as compared to less than 50.0% of other groups.

- ✓ **Respondents who have lived in Clinton more than 20 years indicated that they visited downtown Clinton more often for conducting business than any other group did.**

For conducting business, 66.5% of Clinton's residents who have lived in town 20+ years visited downtown "very" or "somewhat" often, as compared to less than 56.5% of other groups.

- ✓ **18-34 year old respondents indicated that they visited downtown Clinton for shopping and for parks more often than any other group did.**

For shopping, 69.0% of 18-34 year old respondents visited downtown "very" or "somewhat" often, as compared to less than 59.0% of other groups. Similarly, for parks, 55.2% of 18-34 year old respondents visited downtown "very" or "somewhat" often, as compared to less than 41.0% of other groups.

- ✓ **Female residents indicated that they visited downtown for shopping, for entertainment or special events, and for attending church more often than male residents do.**

For shopping, 60.5% of female respondents indicated that they visited downtown "very" or "somewhat" often, as compared to 49.3% of male respondents. For entertainment or special events, 55.8% of female respondents indicated that they visited downtown "very" or "somewhat" often, as compared to 43.2% of male respondents. For attending church, 46.3% of female respondents indicated that they visit downtown "very" or "somewhat" often, as compared to 30.4% of male respondents.

- ✓ **More respondents with incomes of \$50,000-\$74,999 indicated that conducting business is the “number one” reason they visited downtown than respondents in other income groups.**

More than one-third (36.9%) of those in the \$50,000-\$74,999 income group indicated that conducting business is the “number one” reason they visit downtown Clinton, as compared to less than 27.0% of other income groups.

- ✓ **More respondents in the 18-34 age group indicated that shopping is the “number one” reason they visit downtown than respondents who have lived in Clinton longer.**

One-third (34.5%) of respondents in the 18-34 age group indicated that shopping is the “number one” reason they visit downtown Clinton, as compared to less than 23.6% of other groups.

- ✓ **More female respondents indicated that shopping is the “number one” reason they visit downtown than male respondents.**

One-third (32.0%) of female respondents indicated that shopping is the “number one” reason they visit downtown Clinton, as compared to 15.5% of male respondents.

Views of Current Downtown Clinton:

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

A very strong majority (85.9%) of the 65+ age group viewed business hours as “excellent” or “good,” as compared to less than 67.8% of younger age groups. Similarly, 94.6% of the 65+ age group viewed parking as “excellent” or “good,” as compared to less than 88.9% of younger age groups.

- ✓ **18-34 year old respondents viewed occupied storefronts and the diverse mix of businesses more favorably than other age groups.**

Almost nine in ten (87.1%) of the 18-34 age group viewed occupied storefronts as “excellent” or “good,” as compared to less than 74.7% of older age groups. Similarly, 74.2% of the 18-34 age group viewed occupied storefronts as “excellent” or “good,” as compared to less than 64.1% of older age groups.

- ✓ **Respondents who have lived in Clinton 3-5 years viewed available green space more favorably than all other groups.**

More than four in five (82.6%) respondents in this group felt that available green space is “excellent” or “good,” as compared to less than 71.8% of respondents in other groups.

- ✓ **Respondents in the \$75,000-99,999 income group viewed green space and sidewalks more favorably than all other income groups.**

Overwhelming majorities of respondents in this group felt that green space (91.7%) and sidewalks (95.8%) are “excellent” or “good.” These responses differed from 12% to 21% as compared to other groups’ responses.

- ✓ Respondents with annual incomes less than \$25,000 viewed business hours, dining options, and entertainment options more favorably than other income groups.

More respondents in this group than other groups viewed business hours (84.4%), dining options (65.6%), and entertainment options (42.2%) as “excellent” or “good,” and the responses differed from 10% to 28% as compared to other groups’ views.

- ✓ Respondents with annual incomes more than \$75,000 viewed safety and security more favorably than lower income groups.

Overwhelming majorities of respondents in the \$75,000-\$99,999 income group (91.7%) and the \$100,000+ income group (96.8%) viewed safety and security as “excellent” or “good,” as compared to less than 81.1% of lower income groups.

- ✓ Female respondents viewed business hours and entertainment options more favorably than male respondents did.

Four in five (80.7%) female respondents felt that business hours are “excellent” or “good,” compared to only 63.3% of male respondents. Similarly, 40.0% of female respondents felt that entertainment options are “excellent” or “good,” compared to only 23.3% of male respondents.

Priorities for Types of Downtown Businesses:

- ✓ Clinton’s youngest residents were more interested in family or casual style dining, an outdoor sporting goods store, and attractions aimed at teenagers than older residents.

Significantly more 18-34 year old respondents felt that family or casual style dining (80.6%), an outdoor sporting goods store (51.6%), and attractions aimed at teenagers such as an arcade or a skating rink (71.0%) were high priorities, as compared other age groups. These differences ranged from 9% to 30%.

- ✓ Fine dining and clothing stores were of particular interest to 50-64 year old respondents.

Three in five (60.0%) of the 50-64 year old respondents felt that fine dining was a high priority, compared to less than 51.6% of all other groups. Similarly, 68.9% of the 50-64 year old respondents felt that fine dining was a high priority, compared to less than 58.1% of all other groups.

- ✓ *Almost every* type of business was significantly more of a priority to female respondents than to male respondents. These included family or casual style dining, outdoor dining, ice cream shop/soda fountain, upscale specialty shops, antique shops, art galleries and shops, shoe stores, clothing stores, bookstores, specialty grocery stores, art supply and crafts stores.

Significantly more women than men saw the following as priorities: family or casual style dining, outdoor dining, ice cream shop/soda fountain, upscale specialty shops, antique shops, art galleries and shops, shoe stores, clothing stores, bookstores, specialty grocery stores, art supply and crafts stores. These responses differed at least 8% from the men’s responses.

- ✓ **Art galleries and shops were of particular interest to respondents who have lived in Clinton for 11-20 years.**

Close to half (44.4%) of the respondents that have lived in Clinton 11-20 years felt that art galleries and shops were a high priority, compared to less than 34.5% of all other groups.

- ✓ **Many businesses were of particular interest to respondents who have lived in Clinton for 0-2 years: lodging, fine dining, outdoor dining, and clothing stores.**

The 0-2 year resident group saw the following as higher priorities than other groups did: lodging, fine dining, outdoor dining, and clothing stores. These differences ranged from 10% to 30%.

- ✓ **A specialty grocery store was of particular interest to respondents with annual incomes of \$50,000-\$74,999.**

Two in five (40.3%) respondents in the \$50,000-\$74,999 income group felt that a specialty grocery store was a high priority, compared to less than 29.7% of all other income groups.

- ✓ **Fine dining was of particular interest to respondents with annual incomes over \$100,000.**

Seven in ten (71.0%) respondents in the \$100,000+ income group felt that fine dining was a high priority, compared to less than 52.7% of all other income groups.

Priorities for Other Downtown Improvements:

- ✓ **Respondents who have lived in town for 0-2 years were more interested in adding green space than any other group.**

Two-thirds (65.5%) of residents in the 0-2 year group viewed adding green space as a high priority, as compared to less than 53.6% of other groups.

- ✓ **Respondents who have lived in town for 11-20 years were more interested in moving utilities underground than any other group.**

Close to eight in ten (77.8%) residents in the 11-20 year group viewed moving utilities underground as a high priority, as compared to less than 65.5% of other groups.

- ✓ **The 18-34 age group was more interested in adding green space than any other group.**

Two-thirds (67.7%) of the 18-34 age group viewed adding green space as a high priority, as compared to less than 55.6% of other age groups.

- ✓ **The 65+ age group was significantly *less* interested in developing second-story residential space than any other group.**

Only 39.1% of the 65+ age group viewed second-story residential space as a high priority, as compared to more than 60.0% of other age groups.

- ✓ Respondents in the \$25,000-\$49,999 income group placed a higher priority on moving utilities underground than any other income group.

One-fourth (74.3%) of residents in the \$25,000-\$49,999 income group viewed moving utilities underground as a high priority, as compared to less than 65.7% of other income groups.

- ✓ The \$75,000-\$99,999 income group was significantly *less* interested in developing second-story residential space and improving signage than any other group.

Minorities of the \$75,000-\$99,999 income group viewed second-story residential space (33.3%) and improving signage (41.7%) as high priorities. These responses differed from other groups' responses by at least 20%, with majorities of *all* other groups viewing these as high priorities.

- ✓ Some improvements were significantly more of a priority to female residents than to male residents: improving lighting, adding new parking, making the area more pedestrian-friendly, and improving building façades.

Significantly more women than men saw the following as priorities: improving lighting (65.3% as compared to only 56.0% of men), improving building façades (77.3%, as compared to only 65.3% of men), adding new parking spaces or lots (53.3%, as compared to 44.0% of men), and making the area more pedestrian-friendly (73.3%, as compared to 61.3% of men).

- ✓ A majority of respondents in the 18-34 age group were in favor of second-story rental units in downtown Clinton.

Half (51.6%) of respondents in the 18-34 age group responded that they were in favor of second-story rental units, as compared to less than 31.3% of other age groups who felt the same.

Communication about Downtown:

- ✓ The newspaper was more often cited as a primary source of information about downtown events and businesses by Clinton's oldest residents than by younger residents.

Over four in ten respondents over the age of 65 (44.6%) responded that they use the newspaper as their primary source of information about downtown, as compared to less than 32.3% of all other age groups.

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SECTION III

OVERVIEW OF DATA

In October 2008, UNICOM•ARC conducted a telephone survey of residents in Clinton 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 $\pm 5.7\%$. 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 Clinton, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?	Right direction	62.3%
	Mixed	12.3%
	Wrong direction	14.0%
	Other, don't know	11.3%

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

	Mean	<i>very high priority (5)</i> %	total high priority (4-5) %	3 %	total low priority (1-2) %
3. Repairing major streets	3.91	38.0%	64.0%	22.3%	10.3%
4. Improving emergency services	3.84	<i>36.0%</i>	60.3%	18.7%	13.0%
6. Attracting more big box retail development	3.55	<i>34.7%</i>	54.3%	16.7%	23.7%
2. Revitalizing the Clinton downtown area	3.52	<i>30.0%</i>	51.3%	23.3%	21.0%
5. Upgrading parks and recreation facilities	3.29	<i>19.0%</i>	40.0%	29.0%	24.0%

	%	
7. How often do you visit downtown Clinton?	Once a year or less	2.3%
	Less than once a month	5.7%
	One to five times per month	35.3%
	More than five times a month	53.3%
	Other (specify)	1.7%
	Don't visit downtown	1.7%
	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
	%	%	%	%
12. government/post office	33.6%	70.5%	28.8%	.7%
13. conducting business	24.4%	59.0%	41.0%	.0%
8. shopping	20.7%	54.9%	44.7%	.3%
10. entertainment or special events	15.3%	49.5%	50.2%	.3%
9. dining	17.6%	48.5%	50.8%	.7%
14. attending church	27.1%	38.3%	60.7%	1.0%
11. parks	10.8%	34.2%	64.4%	1.4%

	%	
15. Of the items listed above, which would you say is the one reason you most often visit downtown Clinton?	conducting business	28.8%
	shopping	23.7%
	government/post office	15.9%
	dining	12.9%
	entertainment or special events	5.4%
	attending church	3.4%
	parks	2.0%
	other, don't know	7.8%

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

	<i>excellent</i>	excellent/ good	not so good/ poor	other/don't know
	%	%	%	%
21. convenient parking	15.7%	87.7%	11.7%	.7%
19. preservation of historic structures	20.3%	81.7%	15.3%	3.0%
26. condition of sidewalks	12.7%	81.0%	15.7%	3.3%
27. safety and security	13.7%	81.0%	16.0%	3.0%
25. condition of streets	8.3%	78.7%	21.3%	.0%
16. signs to help people find their way around	11.7%	77.7%	19.3%	3.0%
20. occupied storefronts	8.0%	72.3%	22.7%	5.0%
17. convenient business hours	7.3%	72.0%	25.7%	2.3%
18. available green space	10.7%	72.0%	19.3%	8.7%
22. diverse mix of businesses	5.3%	61.7%	36.0%	2.3%
23. dining options	6.7%	50.3%	47.0%	2.7%
28. condition of buildings	4.3%	46.7%	51.0%	2.3%
24. entertainment options	4.0%	31.7%	64.3%	4.0%

	%	
29. How important would you say it is that Clinton work to retain its downtown's historic character? Would you say it is very important, somewhat, not very or not at all important?	very	54.3%
	somewhat	37.0%
	not very	4.7%
	not at all	2.0%
	other, don't know	2.0%
	<i>very/somewhat</i>	<i>91.3%</i>
	<i>not very/not at all</i>	<i>6.7%</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 Clinton 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) %
31. family or casual style dining	3.68	29.0%	59.3%	23.0%	13.7%
40. clothing stores	3.62	29.3%	57.3%	20.3%	17.7%
41. attractions aimed at teenagers such as an arcade or skating rink	3.45	29.3%	55.3%	16.3%	24.7%
43. bookstore	3.43	27.7%	48.7%	22.7%	23.3%
32. fine dining	3.38	25.3%	48.3%	23.0%	23.7%
38. shoe store	3.17	19.7%	42.3%	24.0%	29.3%
34. ice cream shop/soda fountain	3.08	16.3%	36.3%	29.7%	29.3%
46. hardware store	3.07	18.7%	39.7%	21.7%	34.7%
45. art supply and crafts store	2.99	13.7%	34.3%	26.0%	33.3%
39. outdoor sporting good store	2.95	14.0%	34.3%	26.7%	34.3%
35. upscale specialty shops	2.82	11.7%	28.3%	30.3%	35.3%
33. outdoor dining	2.81	15.3%	31.7%	20.7%	42.3%
44. specialty grocery store	2.81	15.0%	30.3%	25.0%	39.7%
37. art galleries and shops	2.78	10.0%	28.3%	25.7%	39.7%
36. antique shops	2.55	10.3%	23.7%	21.7%	49.3%
30. lodging such as hotel, motel or bed and breakfast	2.52	11.3%	26.3%	17.7%	51.7%
42. bars/nightclubs	1.88	4.7%	10.0%	16.3%	69.7%

		%
47. Of the items listed above, what business would you most like to see in downtown Clinton?	Attraction aimed at teenagers such as an arcade or skating rink	15.0%
	Clothing stores	12.3%
	Fine dining	11.7%
	Family or casual style dining	10.7%
	Art supply and crafts store	6.3%
	Bookstore	5.7%
	Hardware store	5.7%
	Outdoor sporting good store	3.0%
	Specialty grocery store	2.7%
	Ice cream shop/soda fountain	2.7%
	Outdoor dining	2.7%
	Antique shops	2.0%
	Shoe store	2.0%
	Upscale specialty shops	1.7%
	Art galleries and shops	1.7%
	Bars/nightclubs	.7%
	Lodging such as hotel, motel or bed and breakfast	.3%
Other - Specify	13.3%	

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 Clinton using the same 5-point scale.

	Mean	<i>very high priority (5)</i> %	total high priority (4-5) %	3 %	total low priority (1-2) %
56. improving building facades	3.47	25.7%	47.3%	24.0%	21.7%
54. making the area more pedestrian-friendly	3.35	24.0%	46.7%	20.7%	27.0%
57. keeping streets and sidewalks cleaner	3.27	21.7%	43.0%	24.7%	27.0%
50. moving utilities underground	3.19	23.7%	41.3%	22.7%	30.3%
52. stricter code enforcement	3.17	22.0%	39.0%	23.7%	29.7%
55. improving signage to help people find their way around	3.06	16.7%	35.7%	29.0%	31.0%
49. improving lighting	3.06	17.7%	37.7%	23.0%	33.3%
53. developing second-story residential space	2.73	11.0%	26.3%	27.0%	41.0%
48. adding green space	2.71	11.0%	26.0%	25.3%	42.7%
51. adding new parking spaces or lots	2.60	11.3%	25.3%	23.3%	48.0%

		%
59. There has been some discussion about developing second story living space in downtown Clinton. 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.	26.0%
	Property owners should turn the second floors of their existing buildings into condominiums.	13.3%
	There is no need for second story living space downtown.	52.3%
	Other/don't know	8.3%

		%
60a. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Clinton?	Local newspaper	33.0%
	Word-of-mouth	22.0%
	I live downtown	12.7%
	Other -Specify	11.3%
	Radio	8.0%
	Chamber of Commerce web site	4.7%
	Television	.7%
	No others/don't know	7.7%

		%
60b. And what is your second most likely source of information?	Local newspaper	29.6%
	Word-of-mouth	25.6%
	Radio	18.1%
	Chamber of Commerce web site	2.5%
	I live downtown	2.2%
	Television	1.4%
	Other -Specify	7.6%
	No others/don't know	13.0%

		%
61. 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	.3%
	Somewhat familiar	13.7%
	Not very familiar	16.7%
	Not at all familiar	69.3%
	Other/don't know	.0%
	<i>very/somewhat</i>	<i>14.0%</i>
<i>not very/not at all</i>	<i>86.0%</i>	

And now, a few final questions for classification purposes.

		%
62. In which of the following age groups are you?	18-34	10.3%
	35-49	27.7%
	50-64	30.0%
	65 or over	30.7%
	Other, don't know, refused	1.3%

		%
63. How long have you lived in the Clinton area?	0-2 years	9.7%
	3-5 years	7.7%
	6-10 years	9.3%
	11-20 years	15.0%
	More than 20 years	58.0%
	Other, don't know	.3%

		%
64. 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	21.3%
	\$25,000 to \$49,999	24.7%
	\$50,000 to \$74,999	22.3%
	\$75,000 to \$99,999	8.0%
	\$100,000 plus	10.3%
	Other, don't know, refused	13.3%

		%
65. Gender	Male	50.0%
	Female	50.0%

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SECTION IV

RESPONSE TO OPEN ENDED QUESTIONS

7. How often do you visit downtown Clinton?

Once a week (2)

A few times a day

Daily

Every other day or so but sometimes less often

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

Good quilt shop

Electronics store

Box store

Pool hall; some place that doesn't sell booze; casual dining

Music shops

Something to do with what the real community needs like a youth center

Entertainment like theaters

Grocery store

Medium priced clothing store

Upscale dining but not too upscale

Anything, but fewer lawyers

Target

K-mart

Fabric shop

It doesn't need anything else

Sporting goods store

Places to take kids and things for them to do

Grocery store

General merchandise

Industry to help people get more jobs

The dollar store back again

Discount store

A budget clothing deal

Nothing

Variety store

Self service filling station

A store where you can get everything

Neo-quest

Any of them in a retail outlet; clothing, hardware, and all of the above

A place for laser tag like a place like main event

Dining

Stores that stays open later

Factories and stuff

58. Are there any other improvements you think should be made to downtown Clinton?

To add a farmer's market or that type of store to the square

All around retail business in downtown area

Better employment and a raise in wages

Concentrate on employment; get industry in area

To tear down the recent buildings and rebuild it in original style; improve the quality of the streets downtown

Getting new buildings

Need a good drug store downtown

I think that something should be done about the hole where the new buildings are; it shouldn't be left that way

Tear almost all the buildings down and rebuild because they are currently unsafe

A pool hall

Clinton caters more to tourists and pushes the agricultural community that has supported it over the years aside

Make sure stores are kept up - we don't like seeing bricks falling; more benches and advertising of special events; something for teenagers

See more businesses; fewer offices and more stores

People don't feel safe in the buildings structurally

There needs to be more to do for the kids

I want more shopping options for the elderly

Need ramps for wheelchair patrons for patrons to get around on their own

Need some more family businesses

More retail and less on offices

Do something about the buildings

There needs to be some p.r. Work done in the city about the safety of buildings

More variety of stores; more stuff for teens to do

I think Clinton should have some factories moved into town because the cost of living is too high

I would like a wholesale tool store

They need to make sure that the buildings are structurally sound to ensure safety; public safety, public safety, public safety

The administration; i would like a new mayor

Improvement of store fronts

Restoring the old buildings in town

Home furnishing shops

More retail to bring in more people; get rid of some of the attorneys to help bring in visitors and vacationers; our square should be a place to show off to tourists and businesses like

A wider variety of dining and shopping

Should bring more industry to town and create more jobs

Fix up all of the buildings; make them better take more care of it

They should tear down all the buildings because it is not safe

More businesses and less lawyer's offices

Need to put stoplight near ace hardware and wal-mart

My main concern about the downtown buildings is their safety; i don't think they are safe; there was one store where the ceiling tiles were falling down; i don't go into the buildings unless i absolutely have to

More store hours

Make the streets smoother

Something needs to be done with old buildings, better structures

To keep it viable and to keep the square going so that people will keep coming

I think they need to reaffirm to the public that it's safe so they need to work on the buildings even if that means they need to work on each building; there comes a time when they need to start changing buildings

Need to get a good police force in town

I think they need to mark the streets going around the square so that people know where the stops are and which areas are one-way

Blow it all to hell and start over; clean up courtyard; buildings caving in

To fix the hole left from the tom knot building; to repair the south side corner where the h&r tax block was torn down

I think there should be more family oriented stores and upscale stores; you can't keep locking industry out

I would like to see more updated shops; i would like to see more entertainment

Places on square so people who work there can go outside to relax on their lunch hours; hours stores keep are not convenient for people who work; would like to see shops that would bring people back downtown;

I think there should be an rv park

Make sure they get rid of the pigeons

More variety of the type of services and businesses downtown

Like to see more buildings and keep them looking nice instead of modernizing

City officials, don't think very much of them

Fill the vacant buildings

Hours of operation

Upscale restaurants; bring in some better entertainment to Benson center

Offer services for special education for adult children with mental problems

Having places that are affordable for people to buy things at

They've wasted enough money on downtown

I think we need some good paying jobs; i think you should get the railroad coming back into Clinton from St Louis

Just make the code enforcement stricter because the buildings are falling down

I want a hobby shop and arts and crafts shops

I would like to see like a Wal-Mart or maybe a grocery store to see more people in the downtown square; maybe a large

Clothing store to bring more people in the downtown square

Maybe a big umbrella; everything is great! Wonderful compared to what it was 30 years ago; looks like it did 50 years ago

I think all structures should be sound

They need more business downtown; they need more jobs

Building a hobby lobby in downtown Clinton; also more park benches in downtown Clinton; more places to put out cigarettes

Better police force

Safety is a concern for everyone; i would get engineers to check old buildings; hire engineers from somewhere else that were more credible

Re-do the inside of the buildings downtown

Open the stores on Saturday night; everyone used to meet on Saturday night

Fewer attorneys and insurance offices and more retail and businesses with convenient hours for working people

Enforcing one hour parking on the curb against the retail businesses because i do not believe anyone should park their car in front of a business for three hours; they are taking up valuable spaces in front of

More seating downtown to enjoy the green space; handicap areas added

24 hour waffle house that would make people in the town and people driving by to stop by

I would like to see more walking sidewalks for disabled people with ramps

Just the buildings need to be improved; side walks in Clinton need to be added outside of the square

Fine dining; because we do not have any

Legitimate structural building safety inspections

More localized charitable events like bands for charity and barbecue where money goes back to the community

More retail shops

We need an all night dance club

I would like more retail options

Everybody just needs to try and do the best they can

Sidewalks throughout town are very, very bad

60a. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Clinton?

Going down there (12)

Own a business (4)

Working downtown (3)

Local business shopping so I am down there

Internet

I work with my husband at a construction company downtown

I'm one of the grunt dudes so I drive through

Library

Advertisements

Courthouse

Lived here all my life

Senior center

Just public knowledge of just being there

Church

Hotels

Democrats

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

Coffee shop

Organizations

Visiting sheriff Thomas

Information from owners of stores

Visiting stores and things I see in ads

Yellow pages and ads

Traveling through

Internet

Library

Main street program

Postings around town

Daughter's school

Looking around

Restaurant

Internet

Road signs

Visiting downtown

Business

Internet

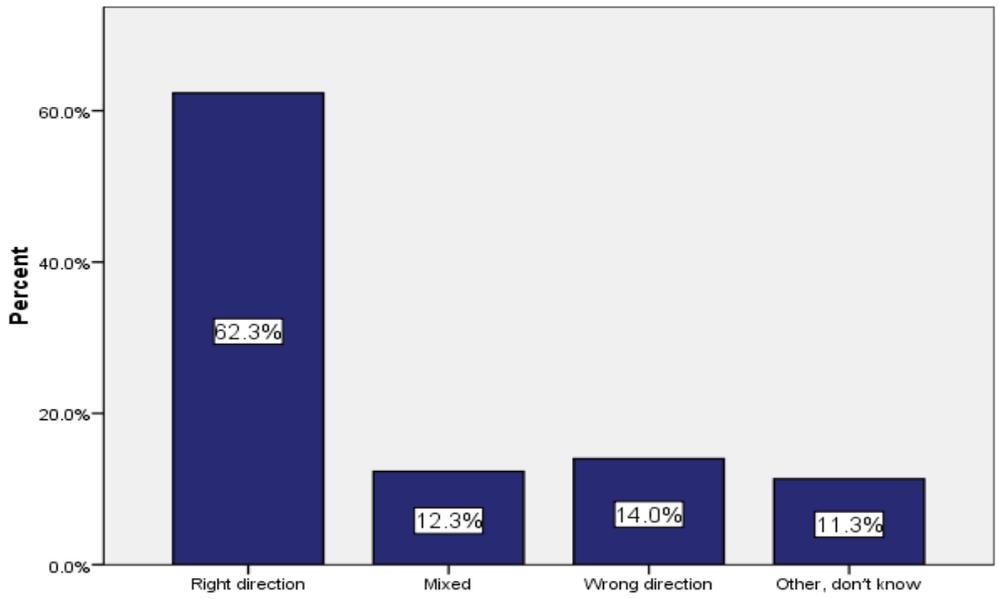
Statues and memorials

Phone book

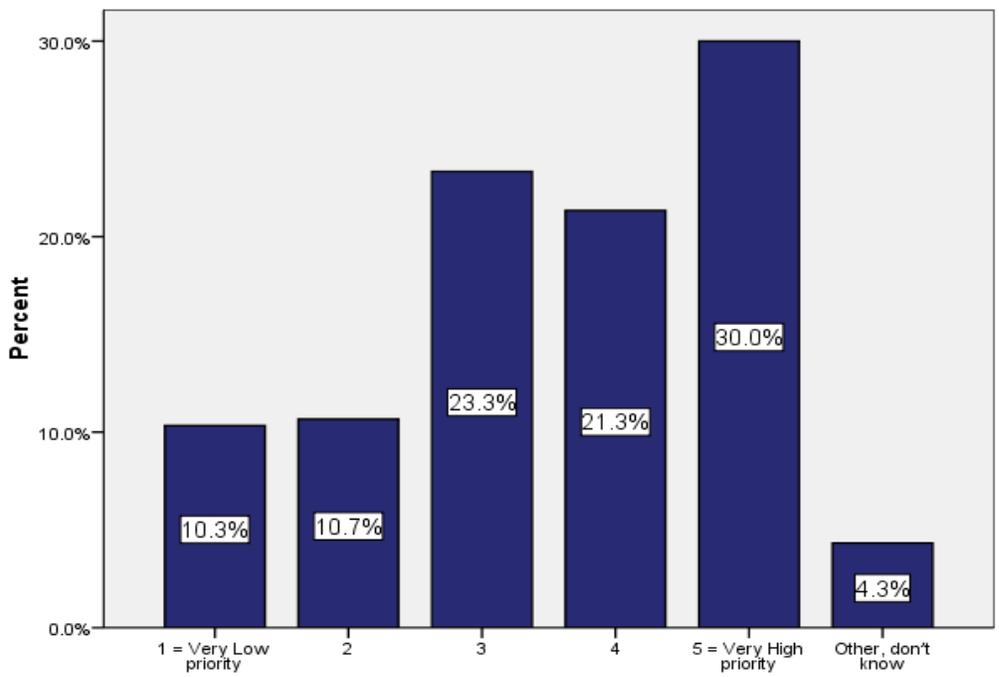
SECTION V

BAR CHARTS

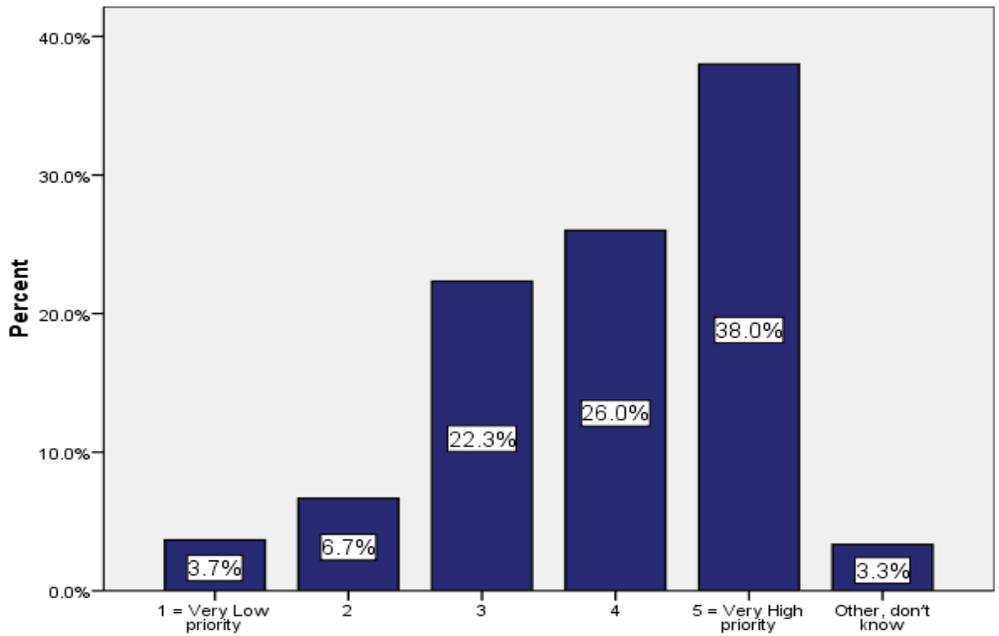
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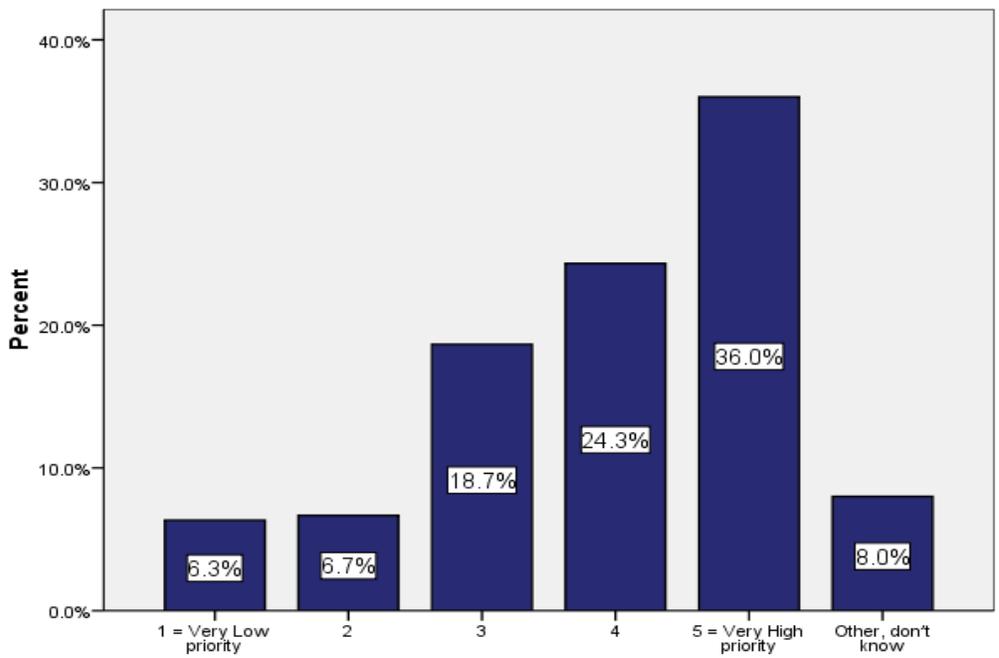
1. Thinking about the Clinton, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?



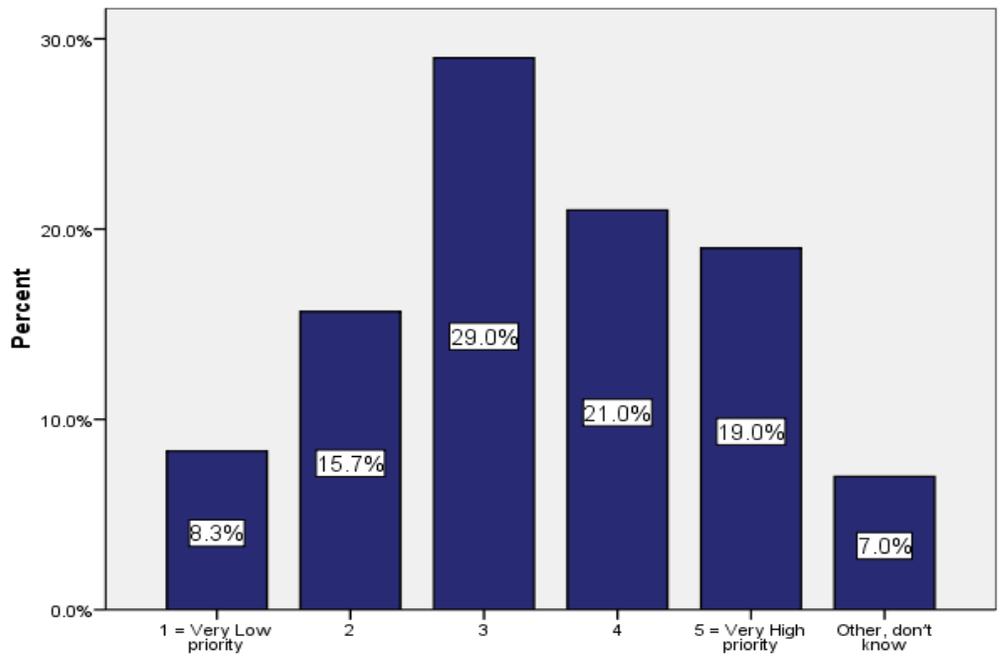
2. Revitalizing the Clinton downtown area



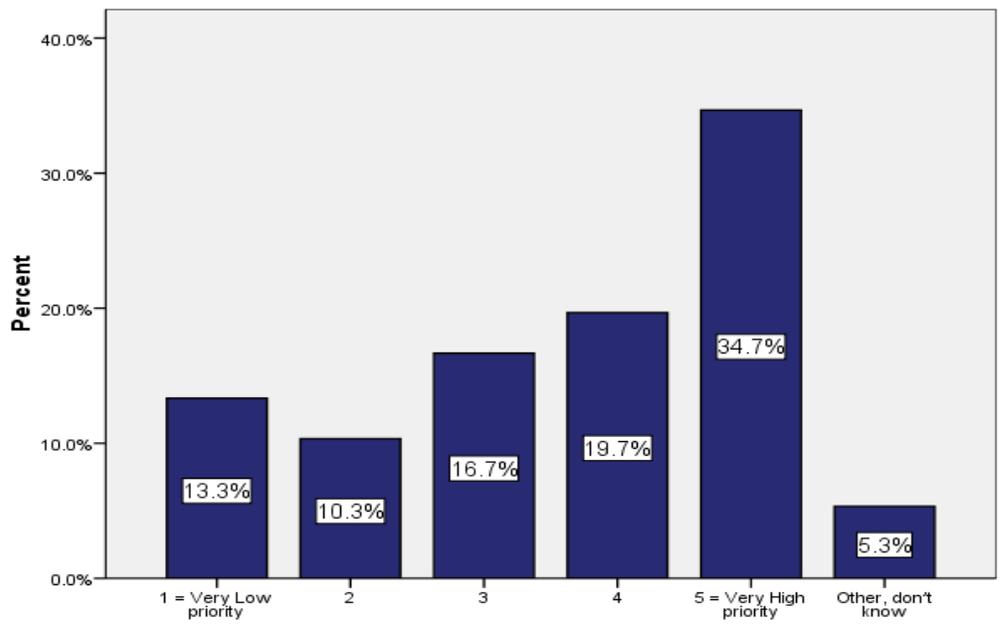
3. Repairing major streets



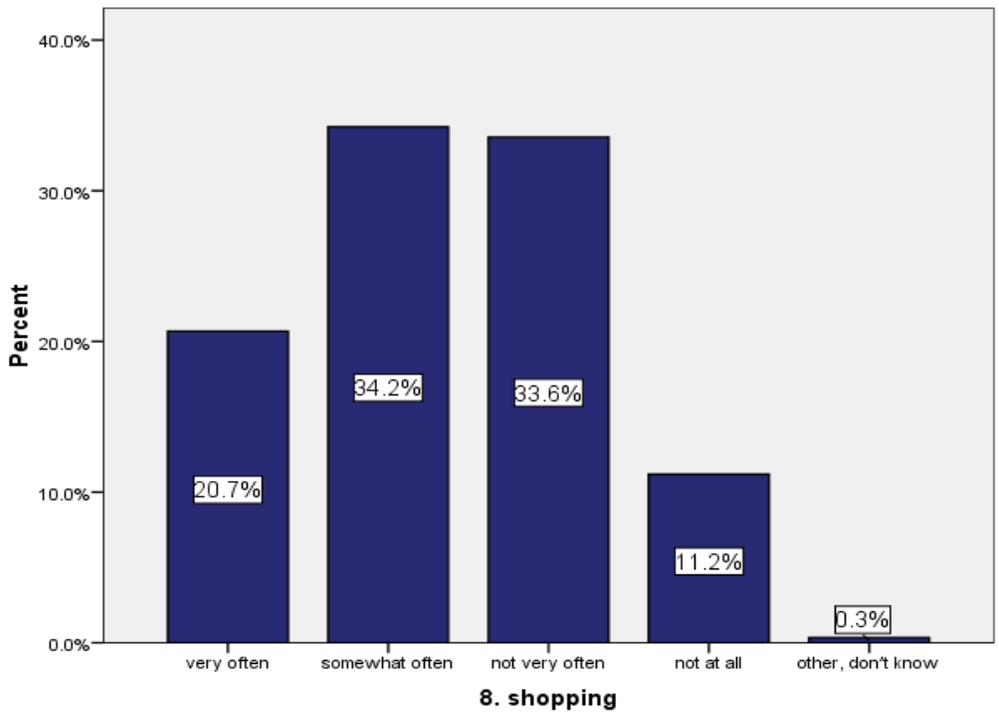
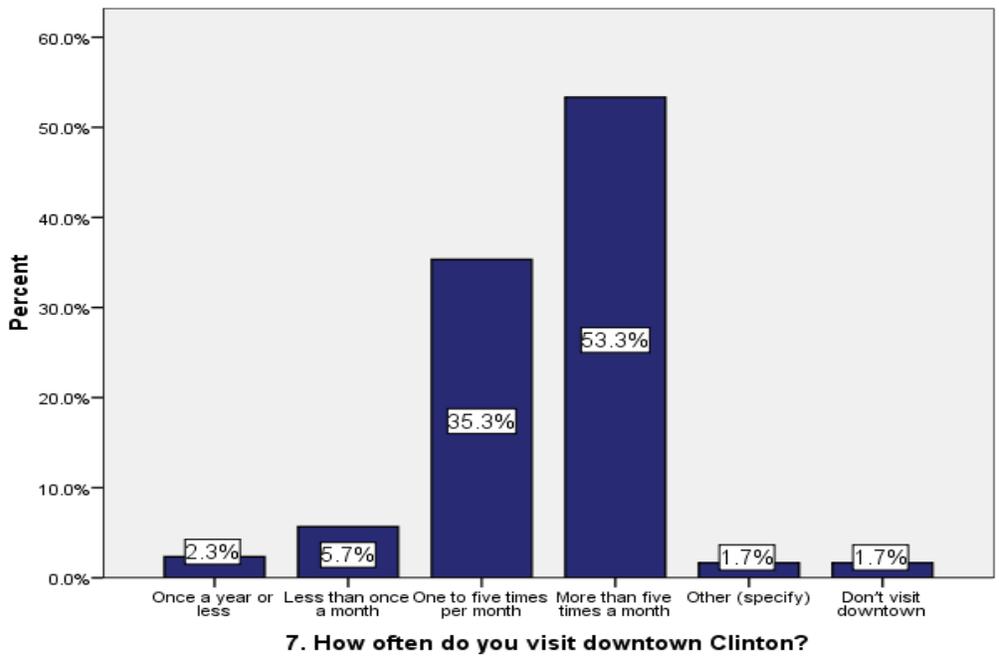
4. Improving emergency services

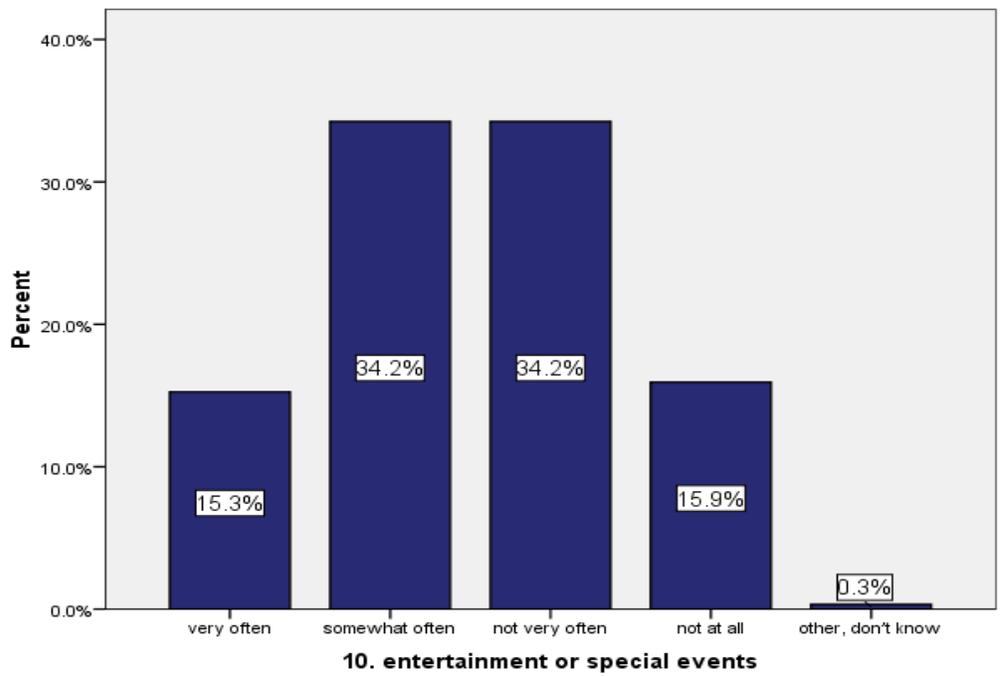
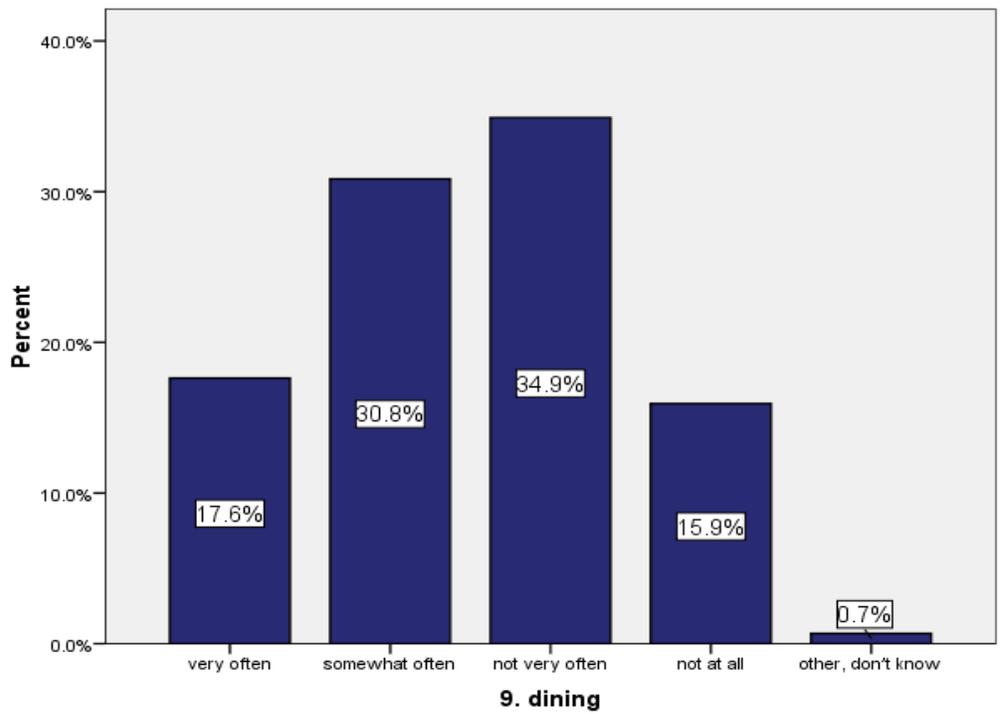


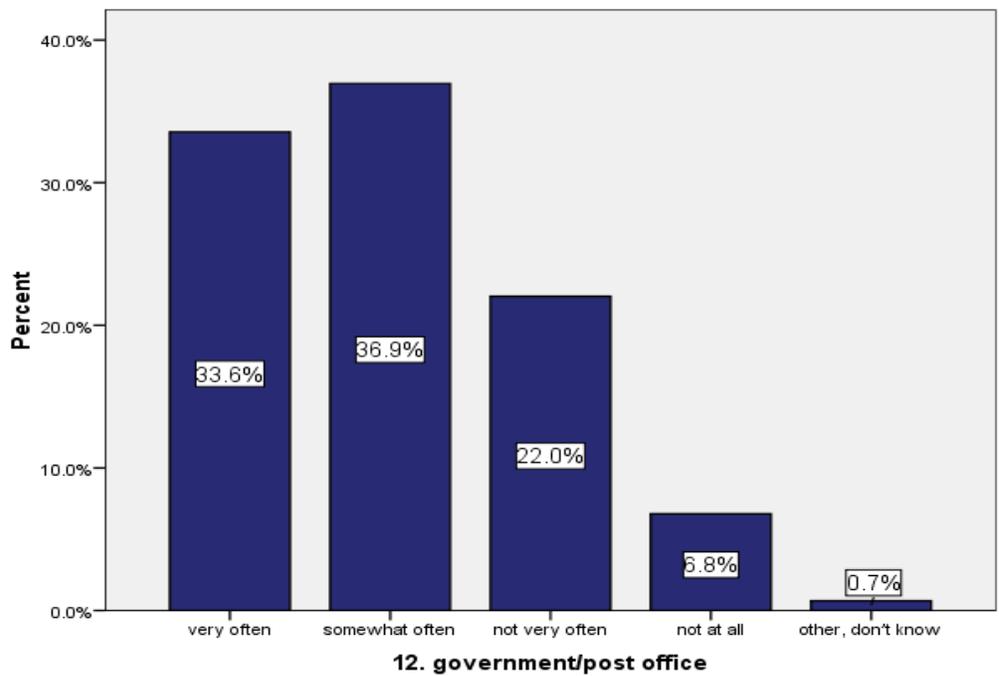
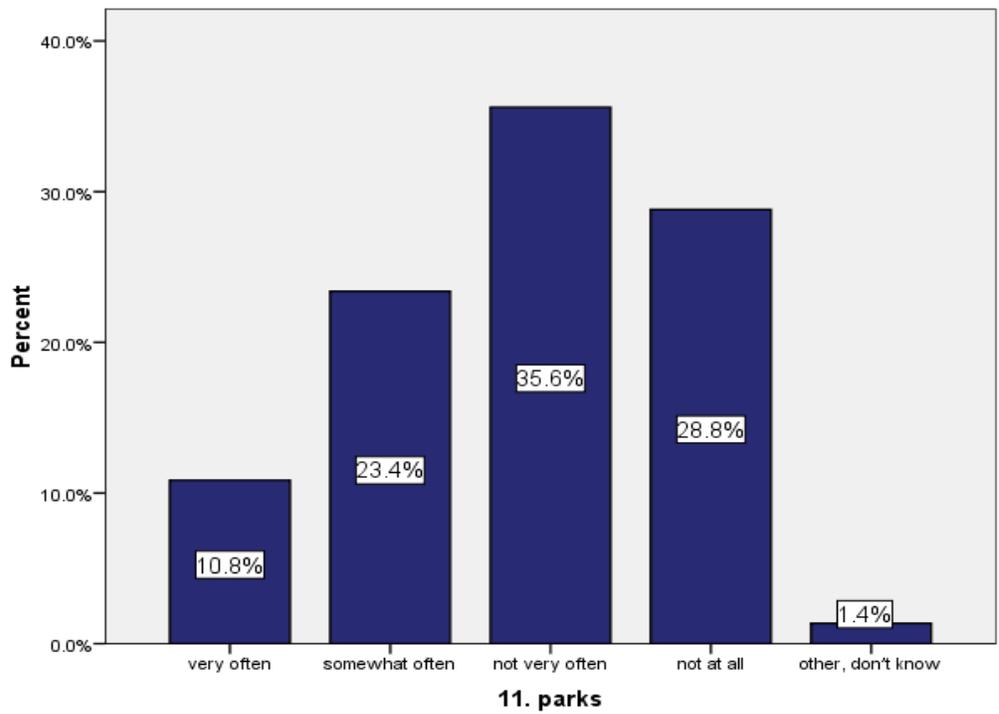
5. Upgrading parks and recreation facilities

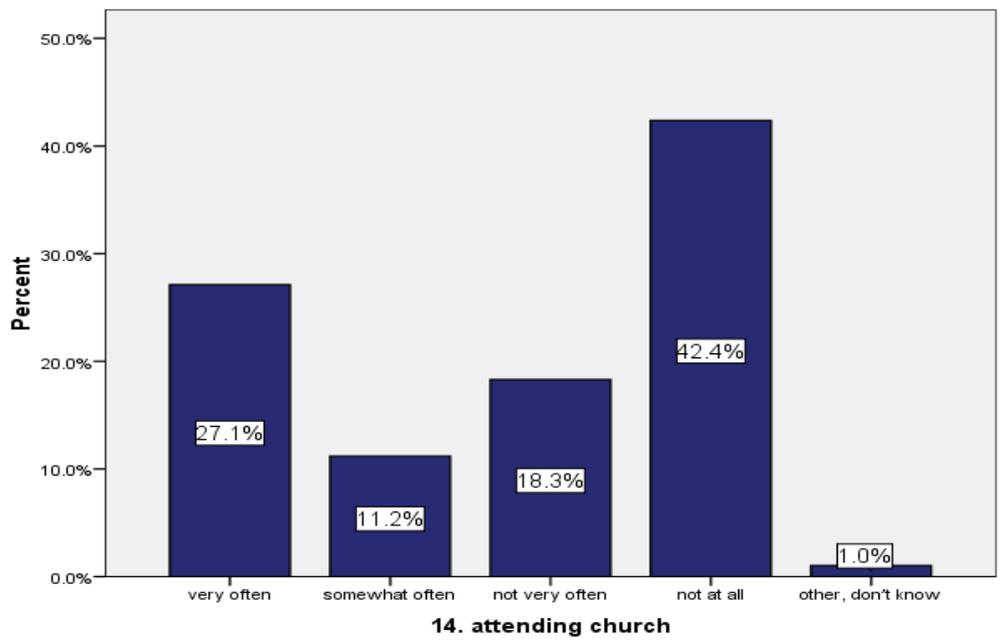
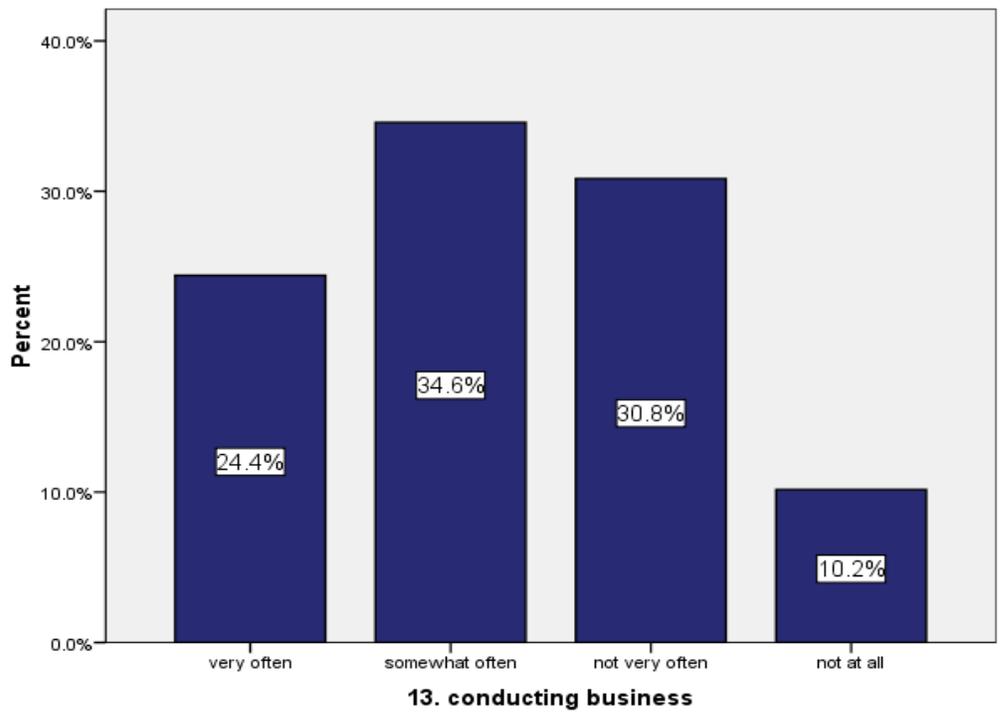


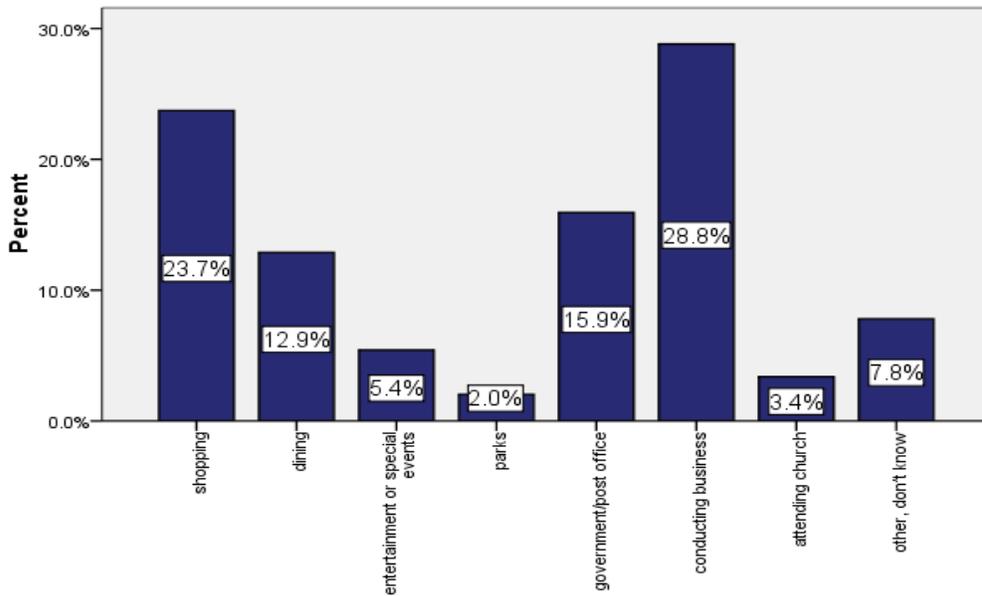
6. Attracting more big box retail development



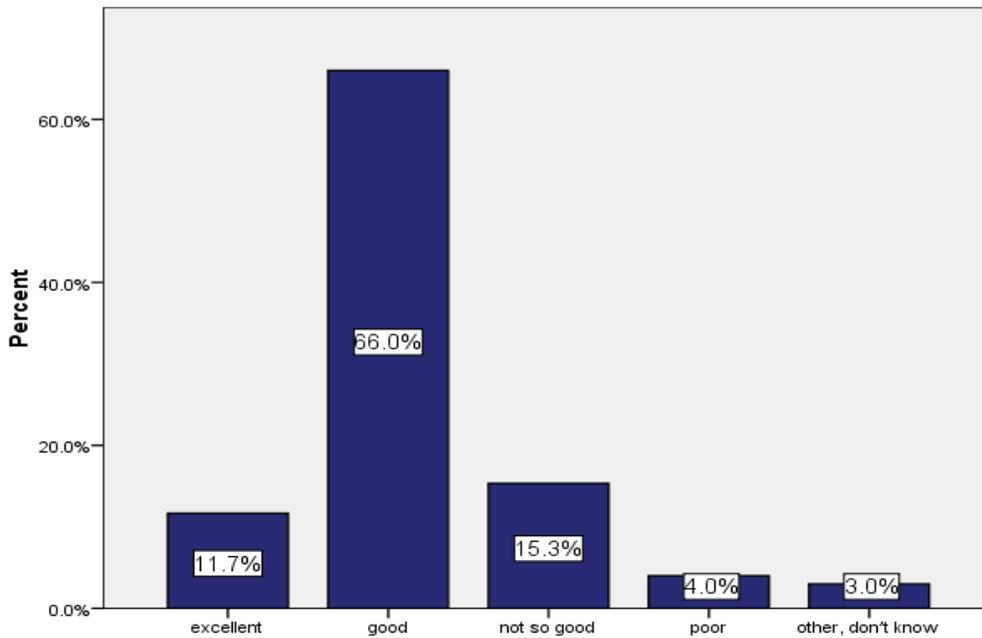




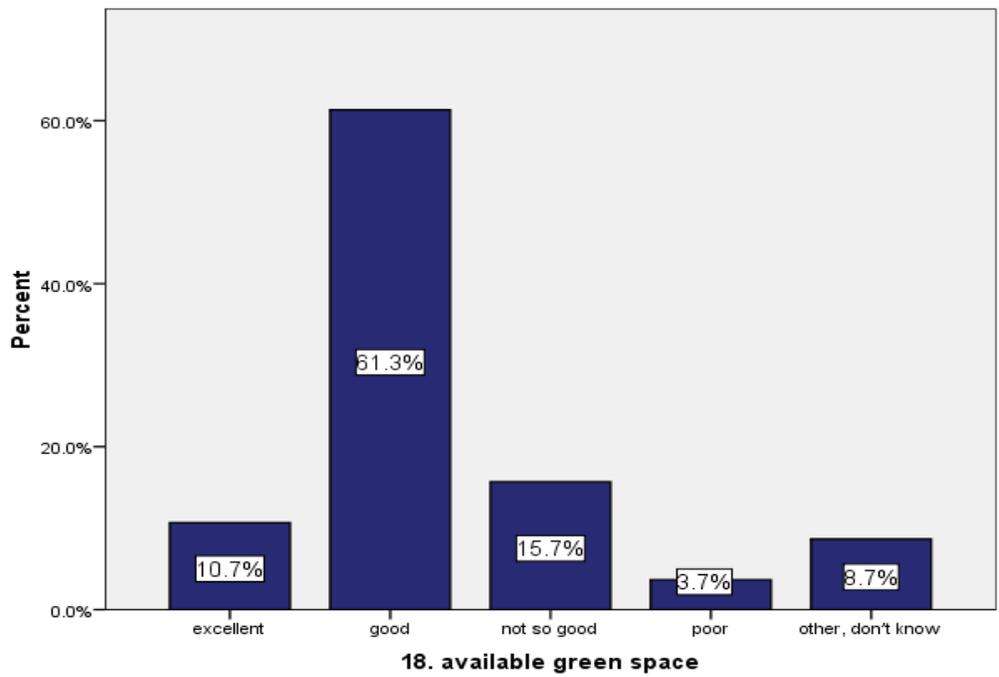
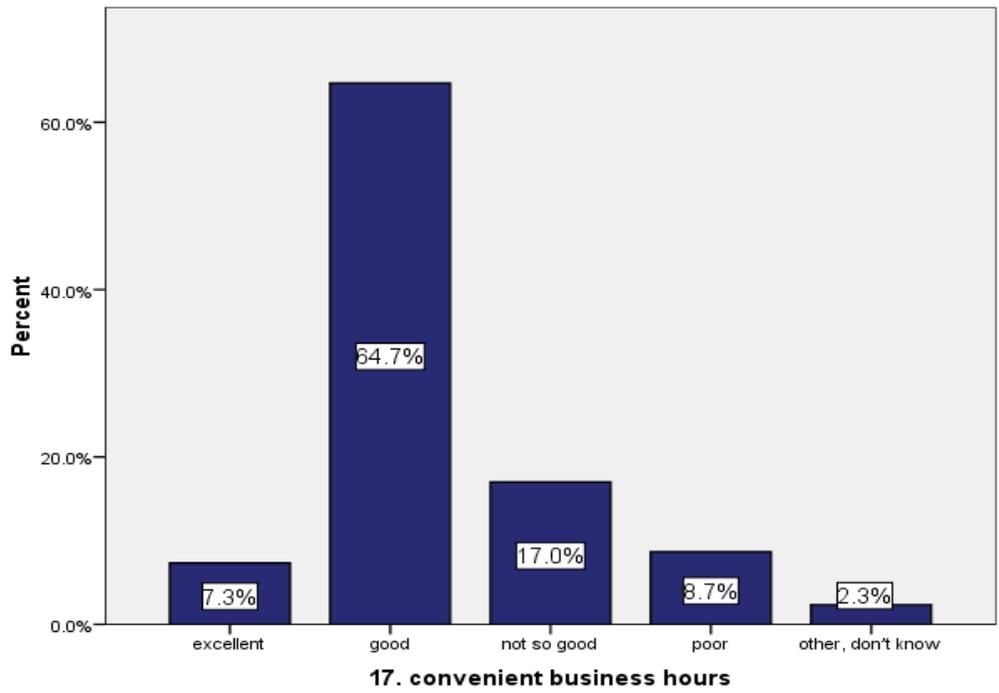


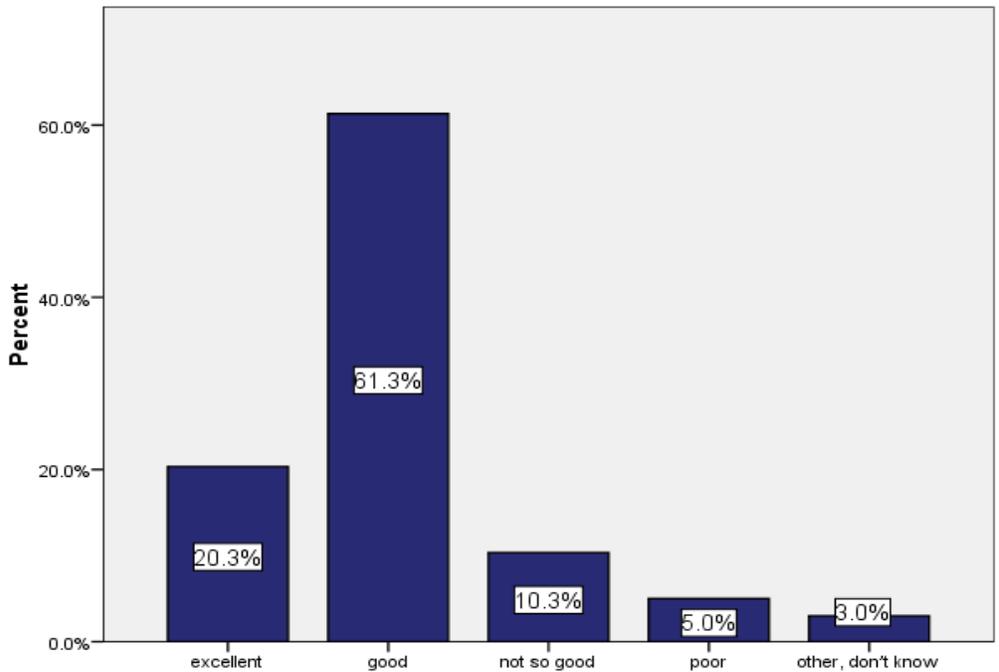


15. Of the items listed above, which would you say is the one reason you most often visit ...

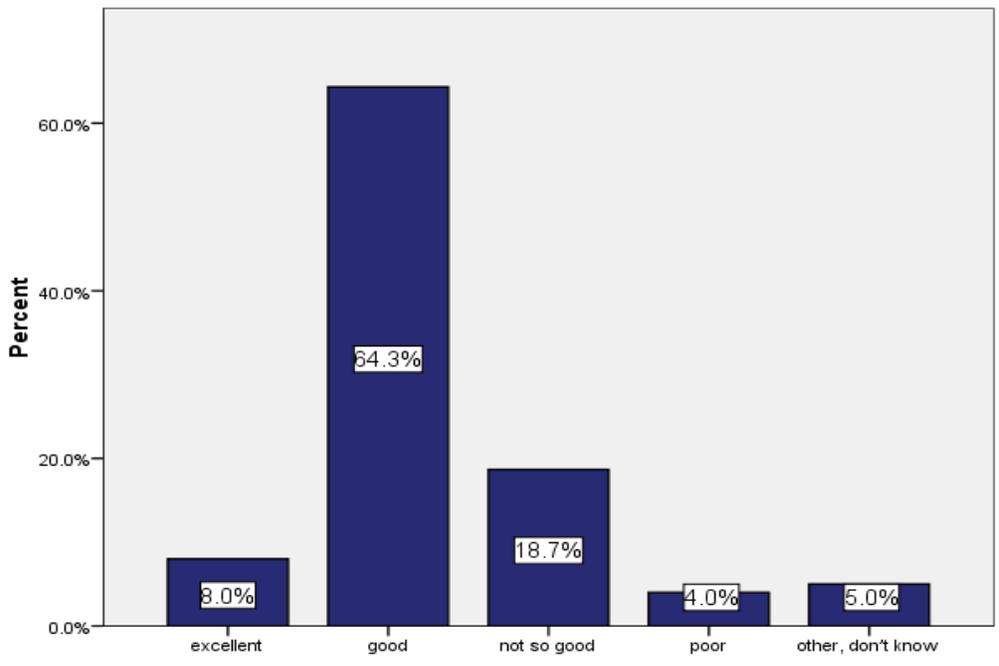


16. signs to help people find their way around

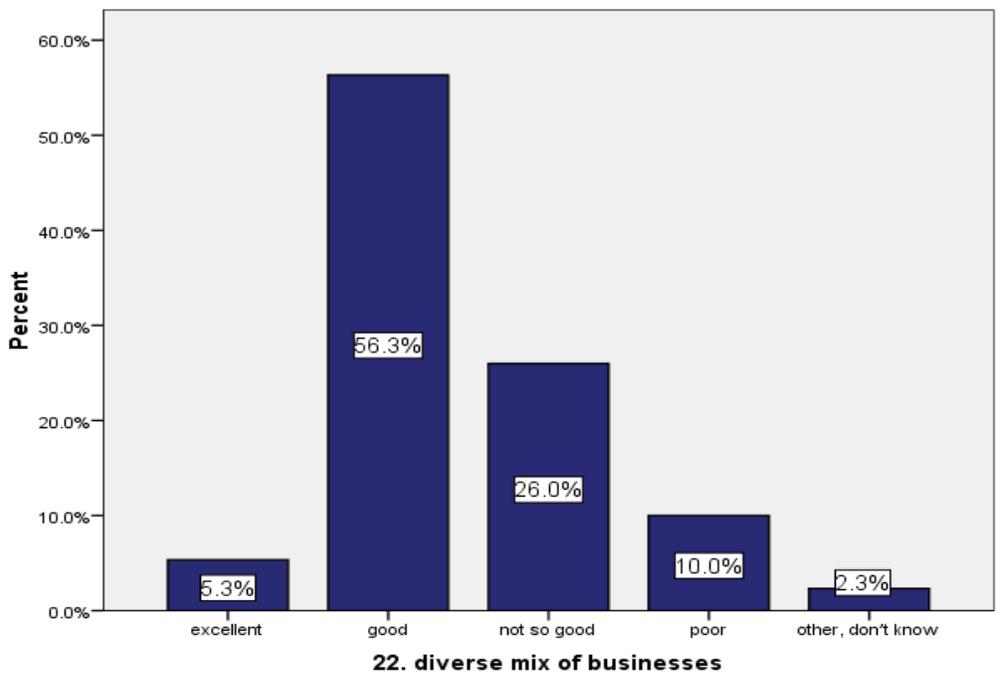
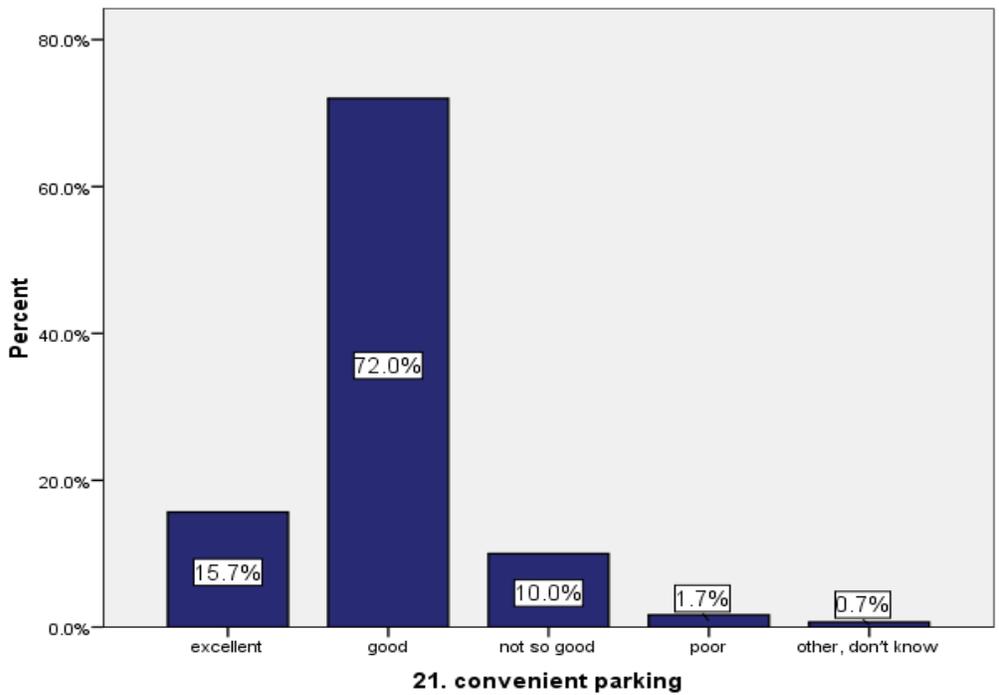


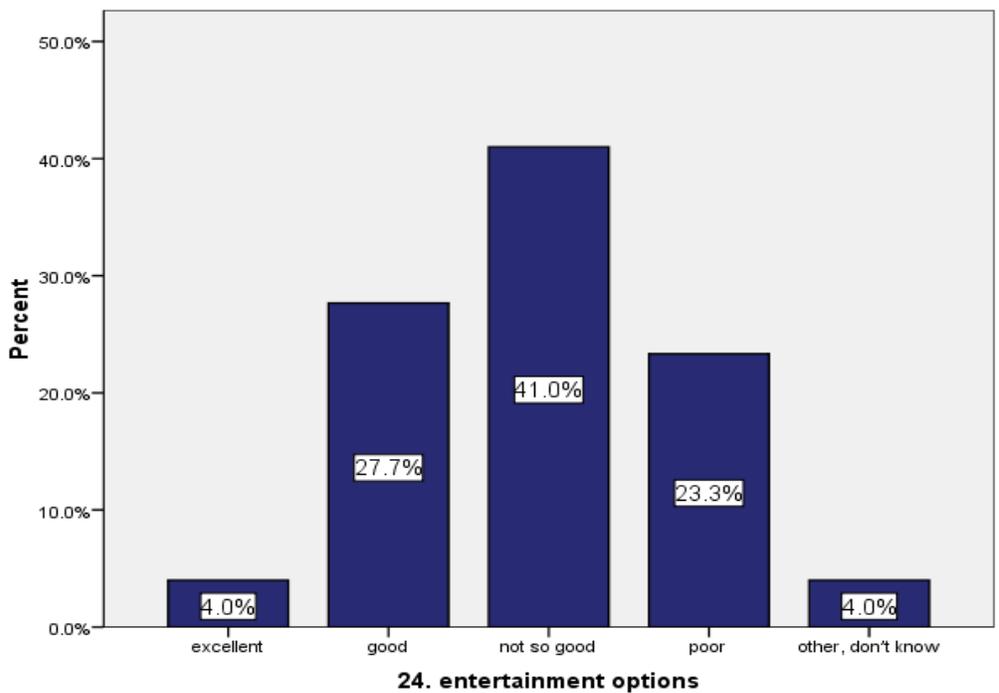
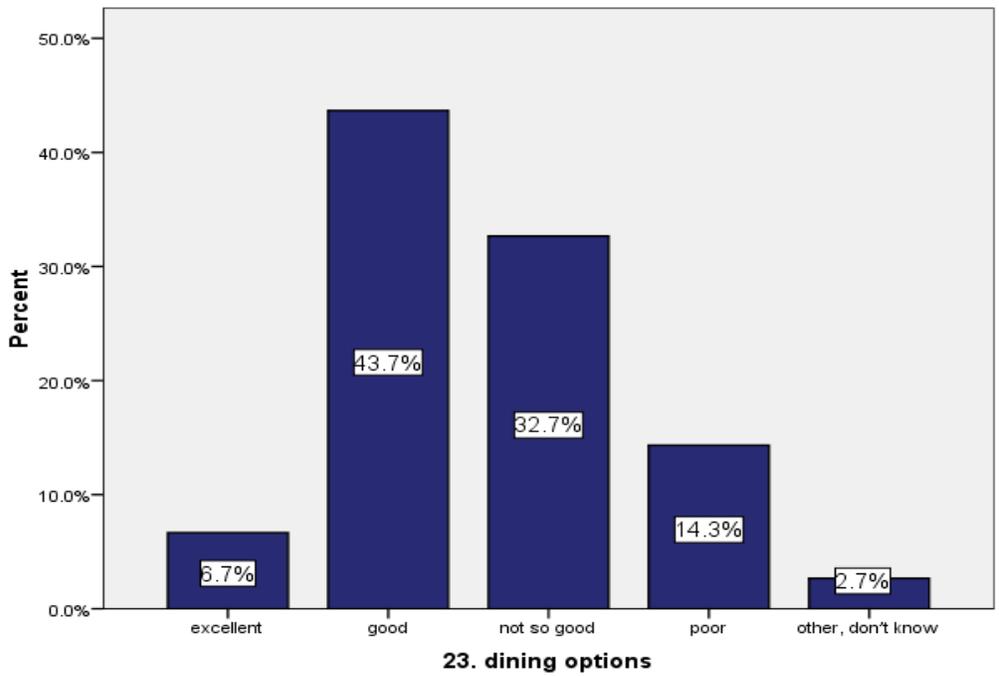


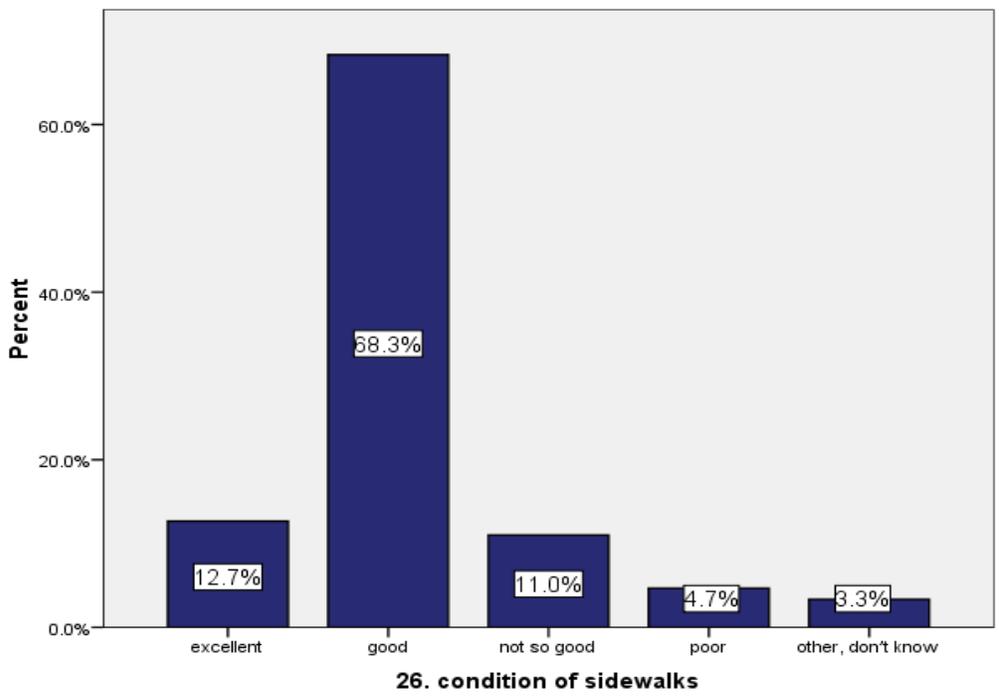
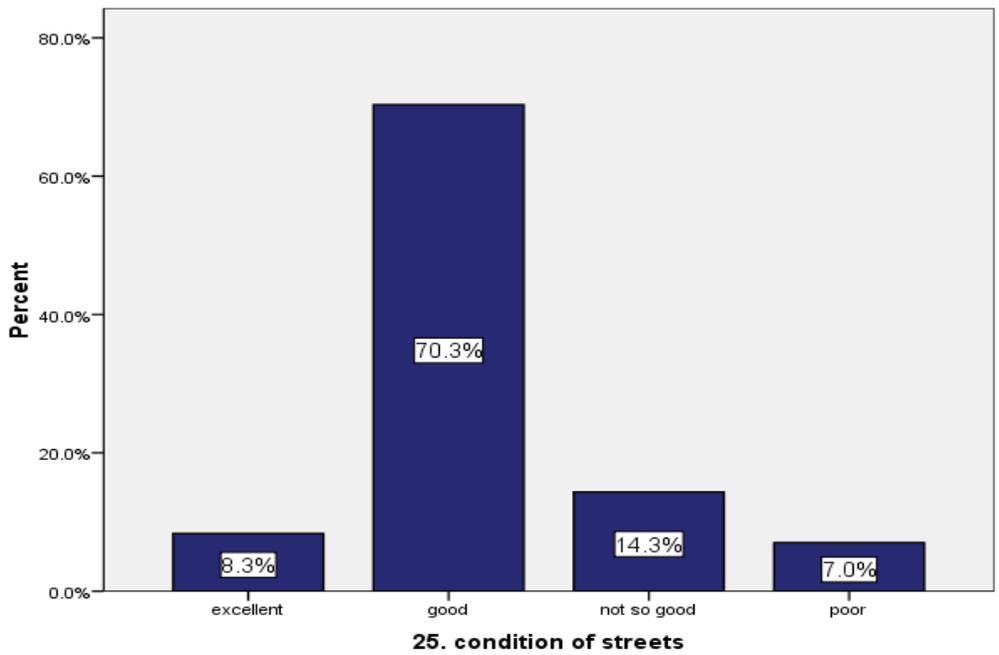
19. preservation of historic structures

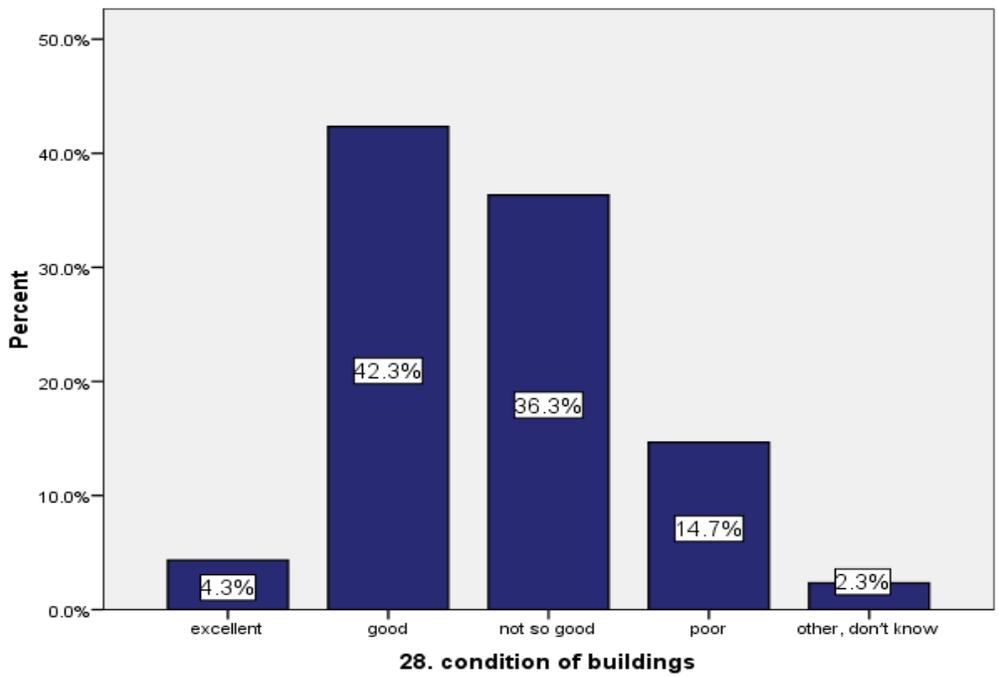
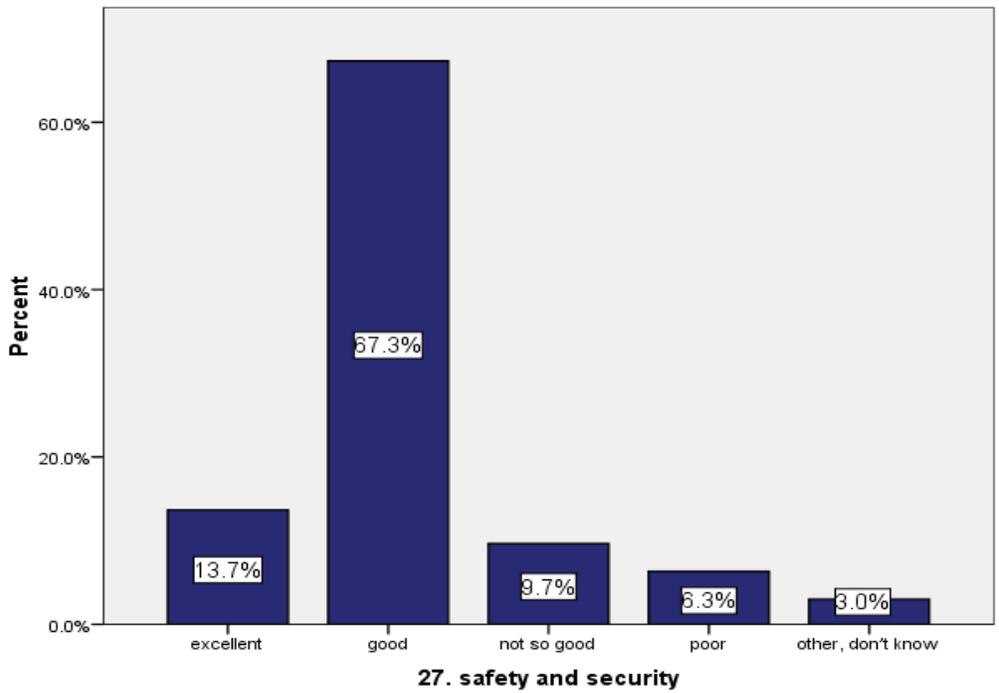


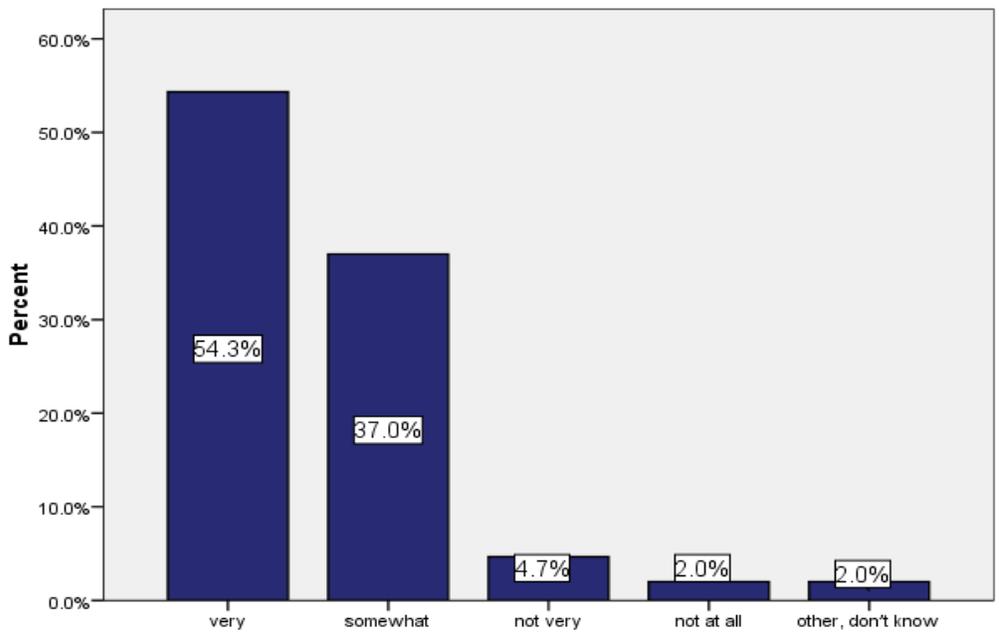
20. occupied storefronts



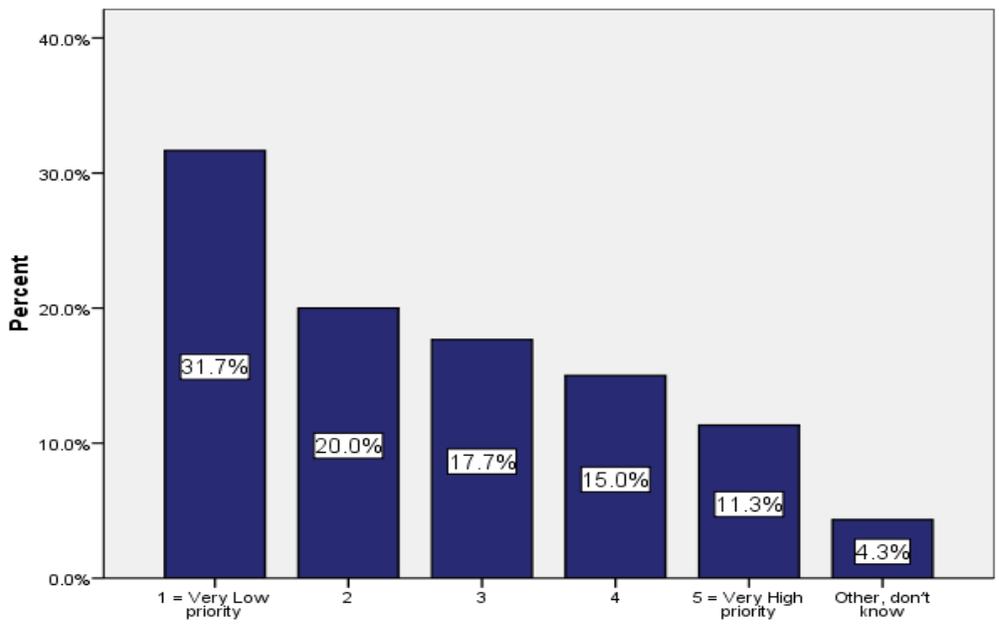




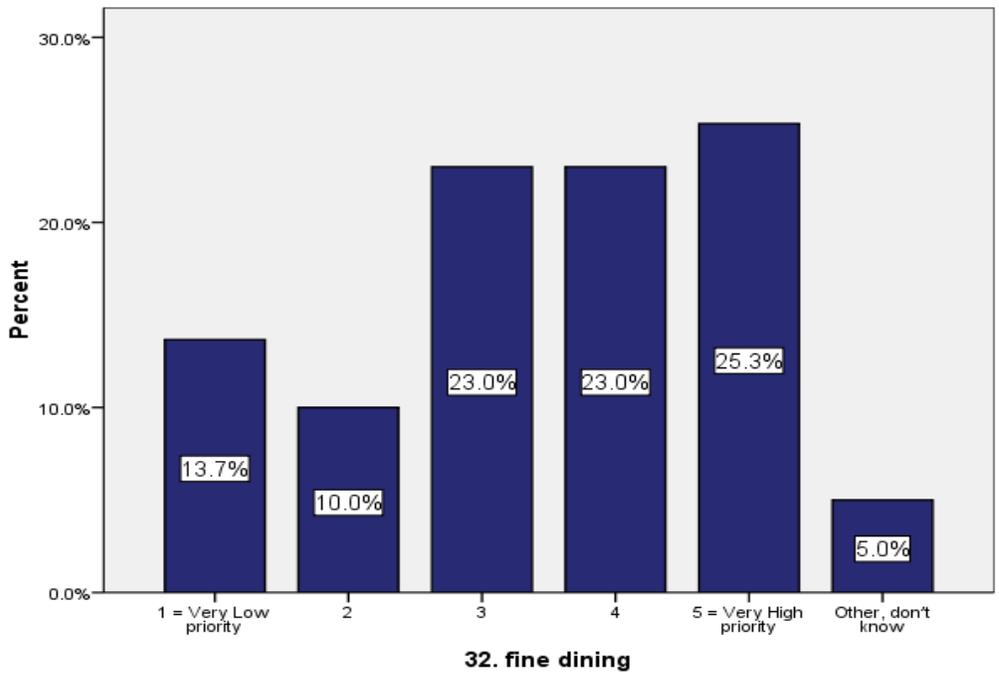
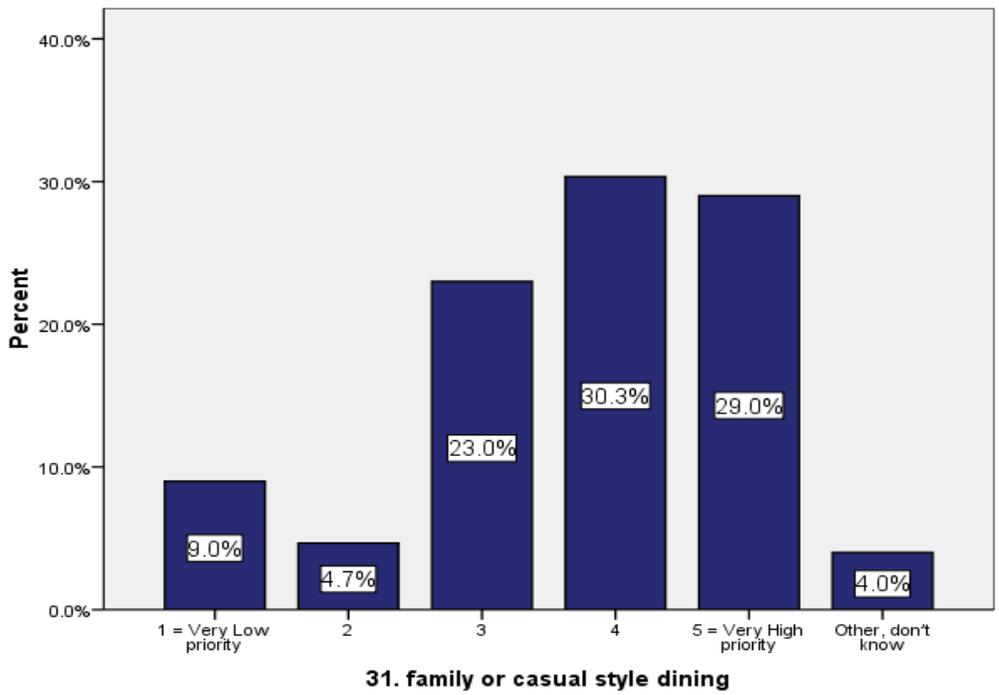


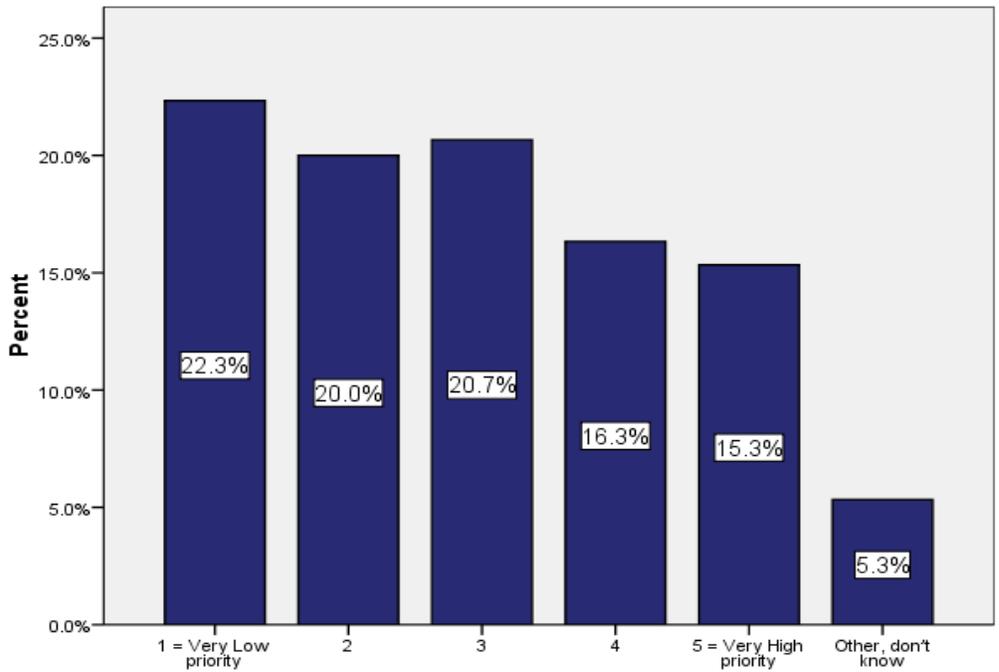


29. How important would you say it is that Clinton work to retain its downtown's historic character? Would you say it is very important, somewhat, not very or not at all important?

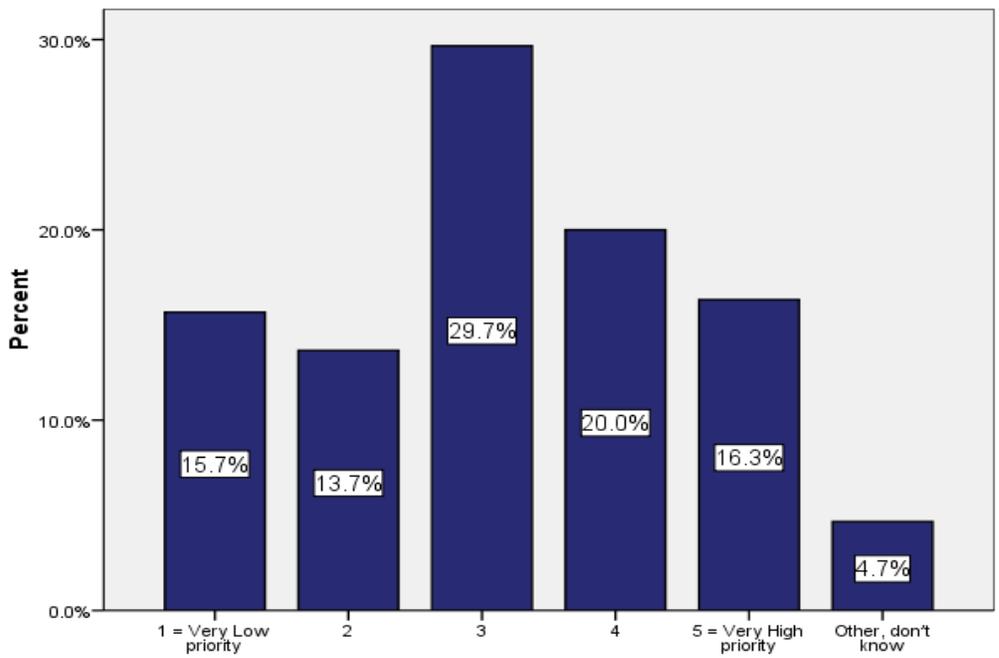


30. Lodging such as hotel, motel or bed and breakfast

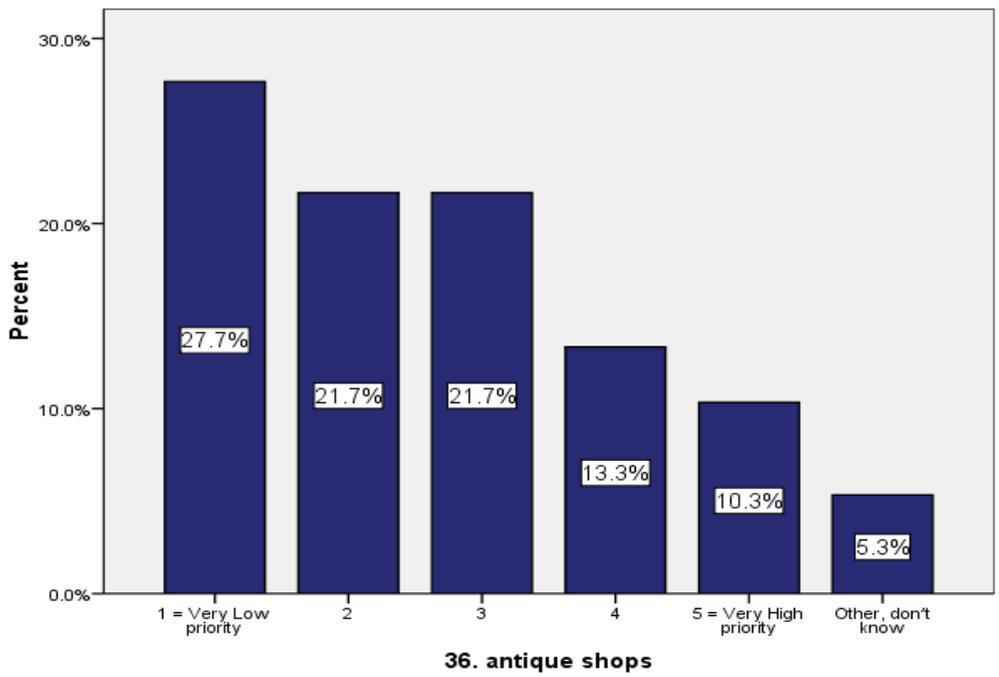
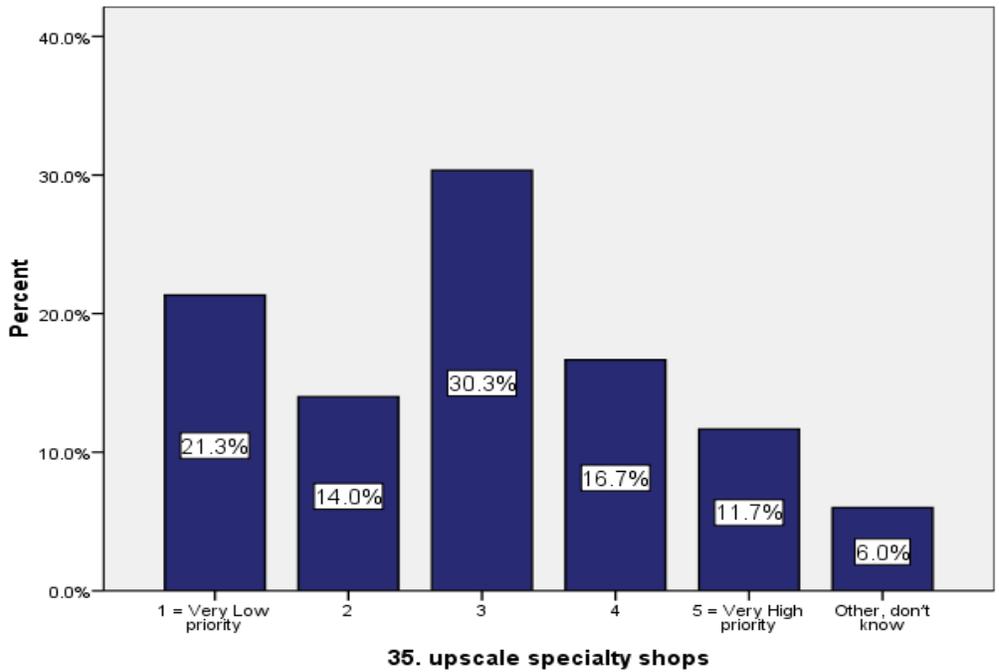


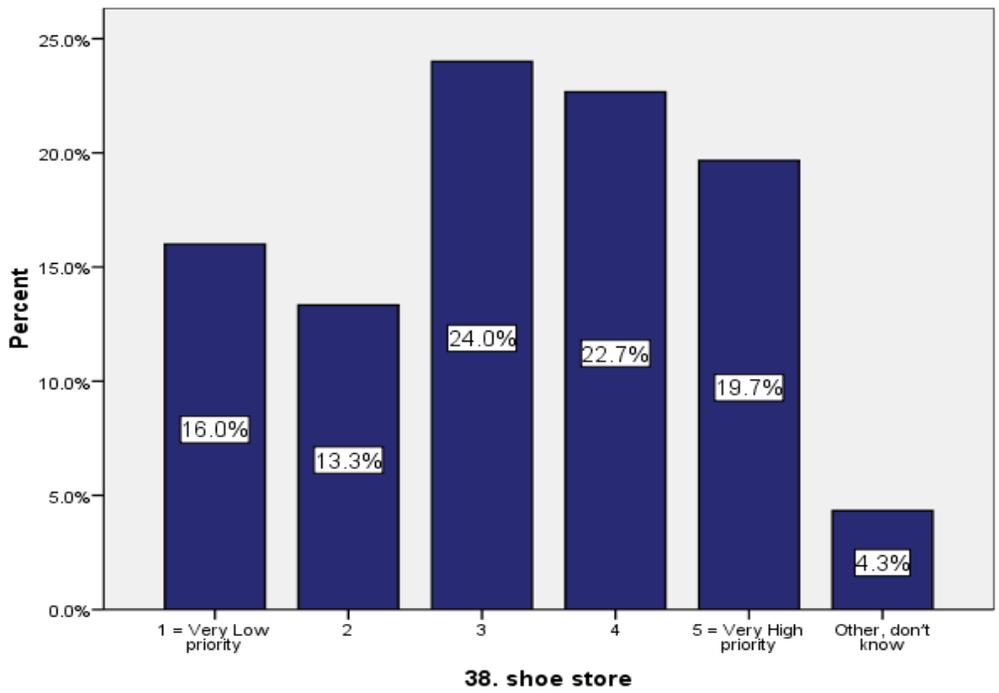
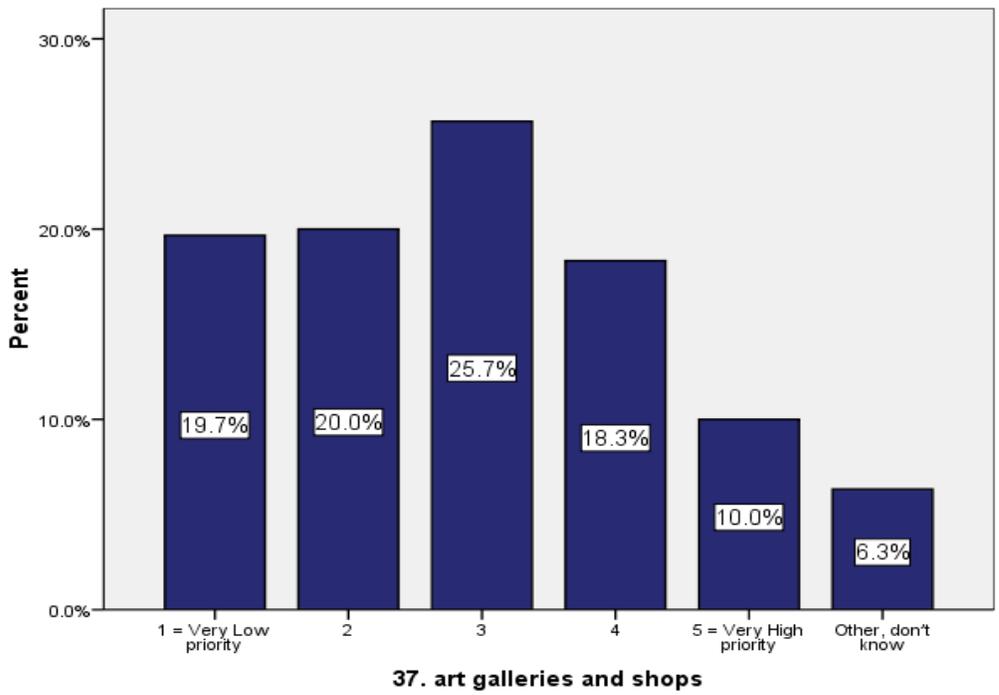


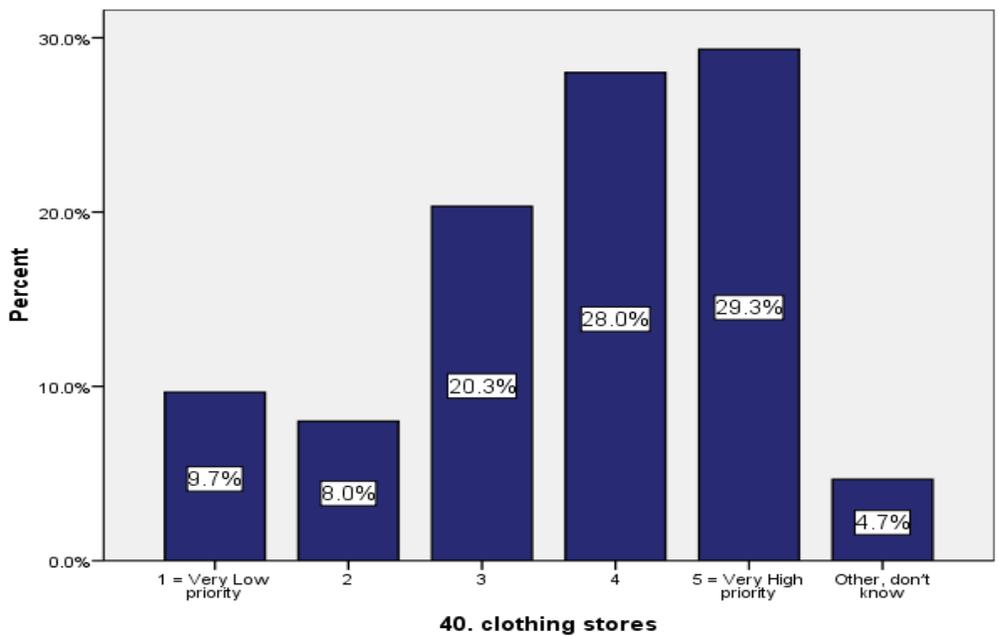
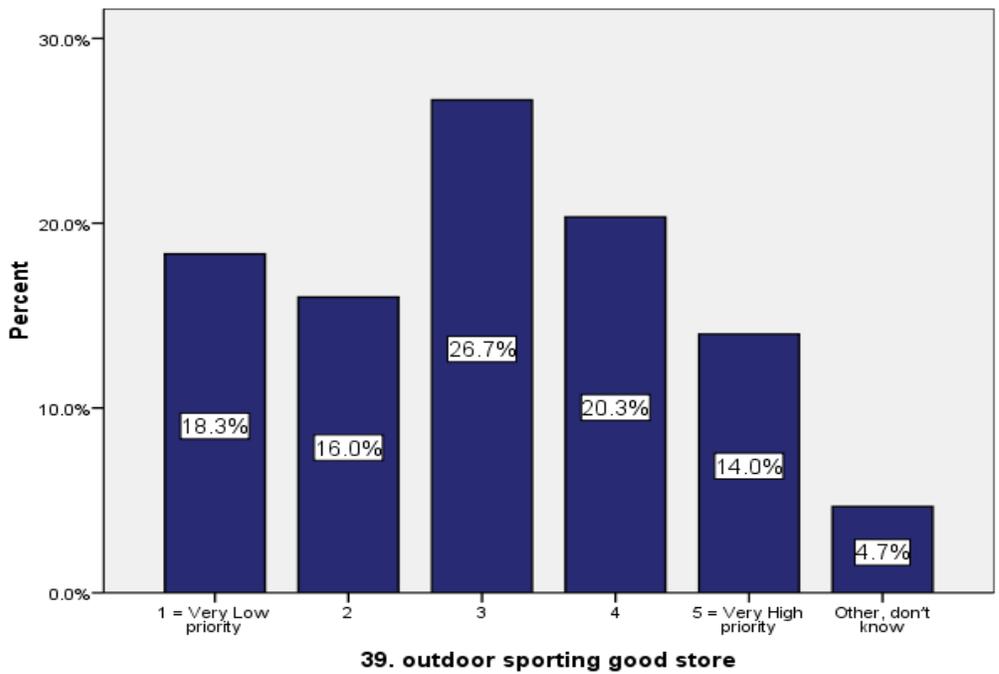
33. outdoor dining

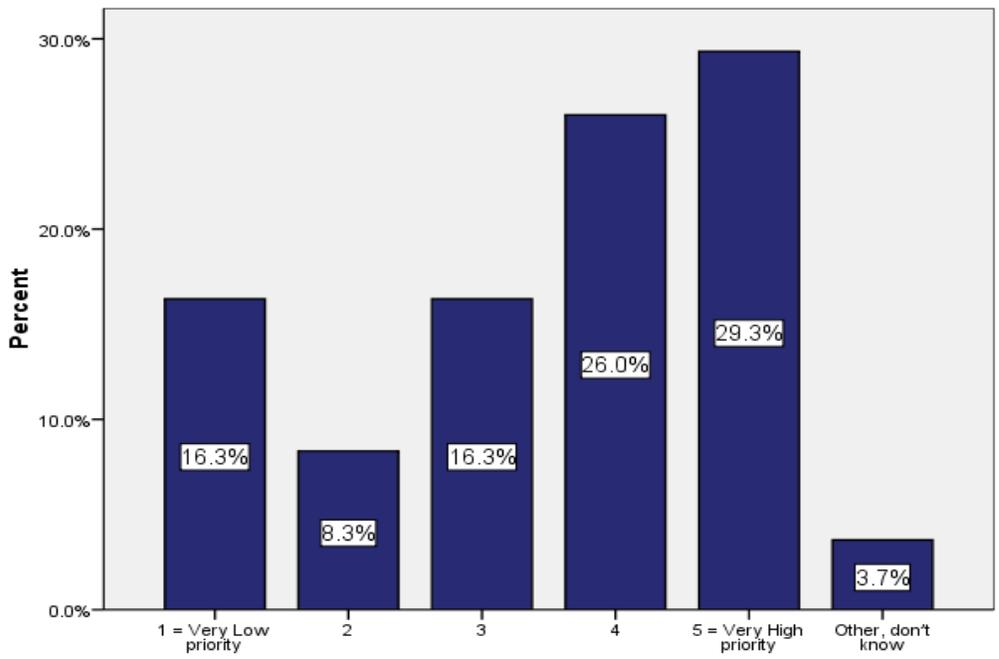


34. ice cream shop/soda fountain

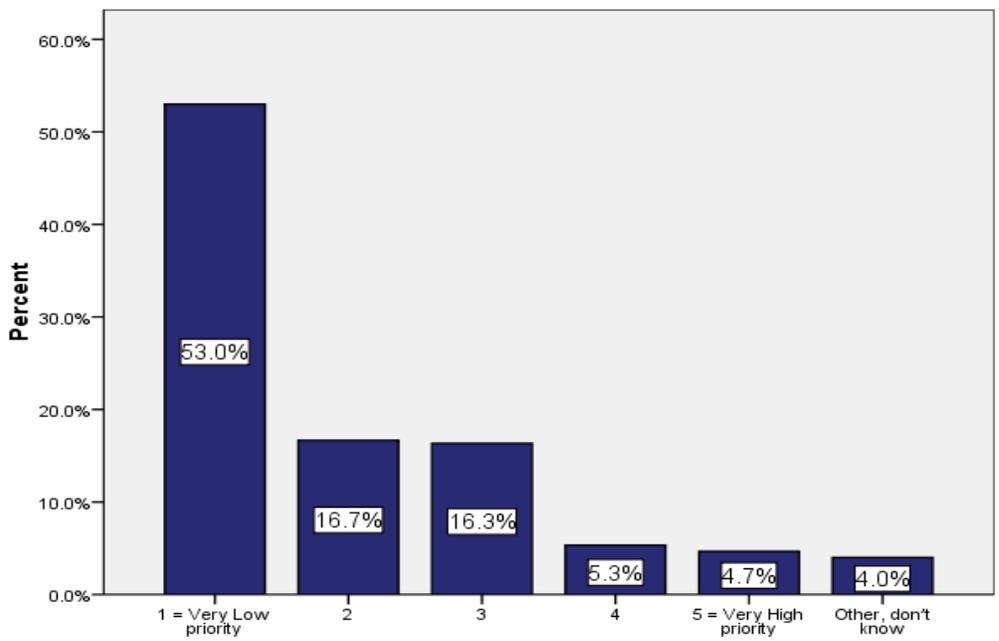




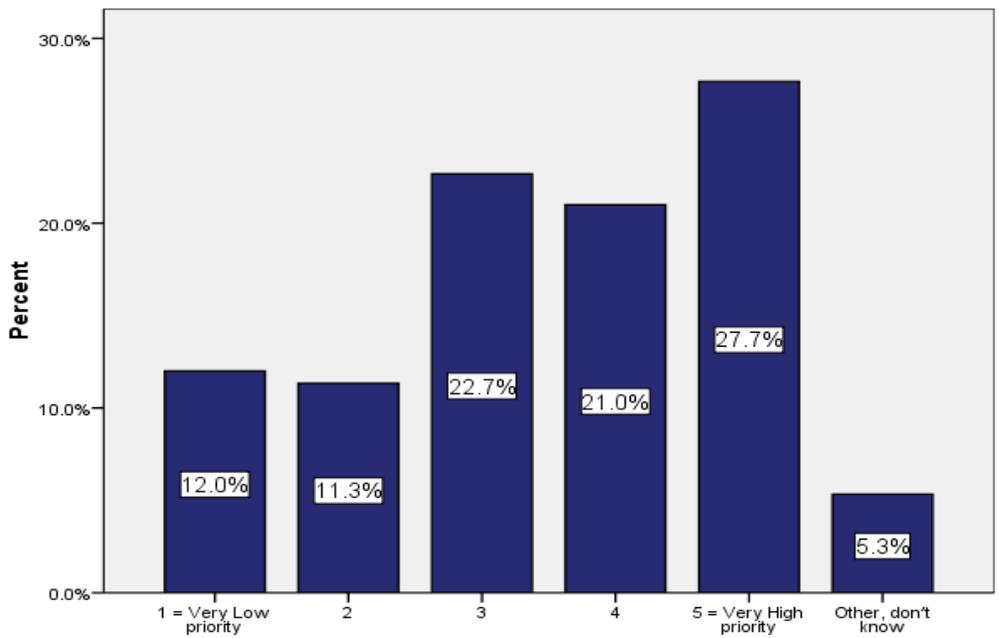




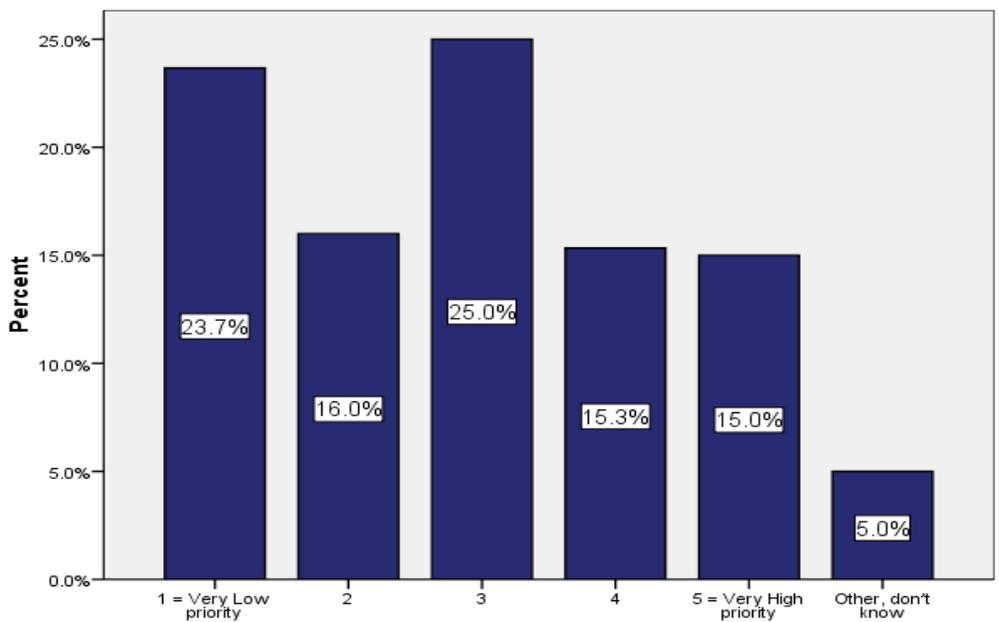
41. attractions aimed at teenagers such as an arcade or skating rink



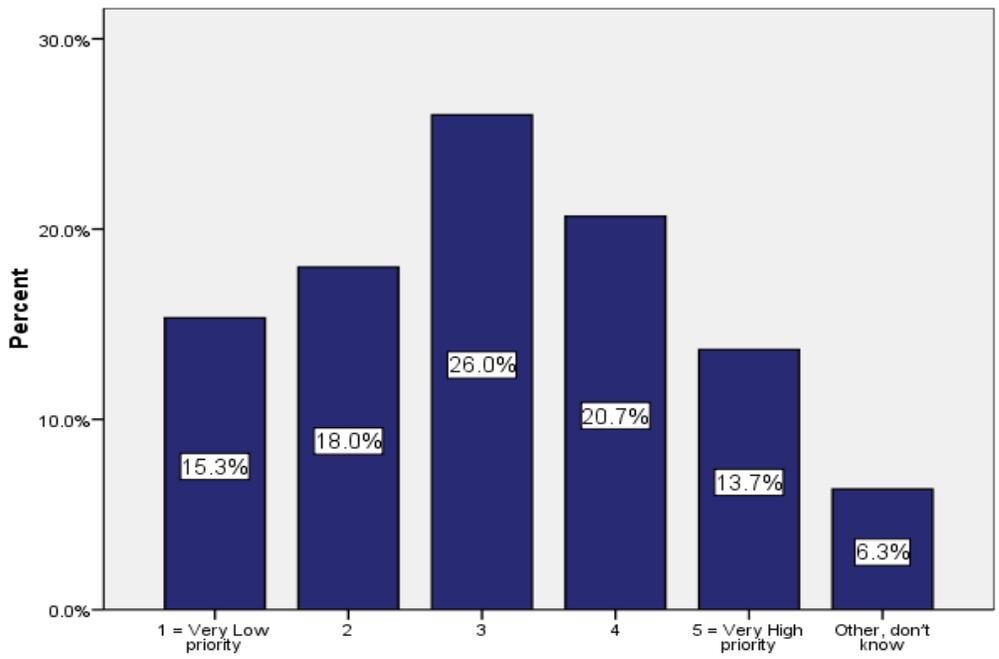
42. bars/nightclubs



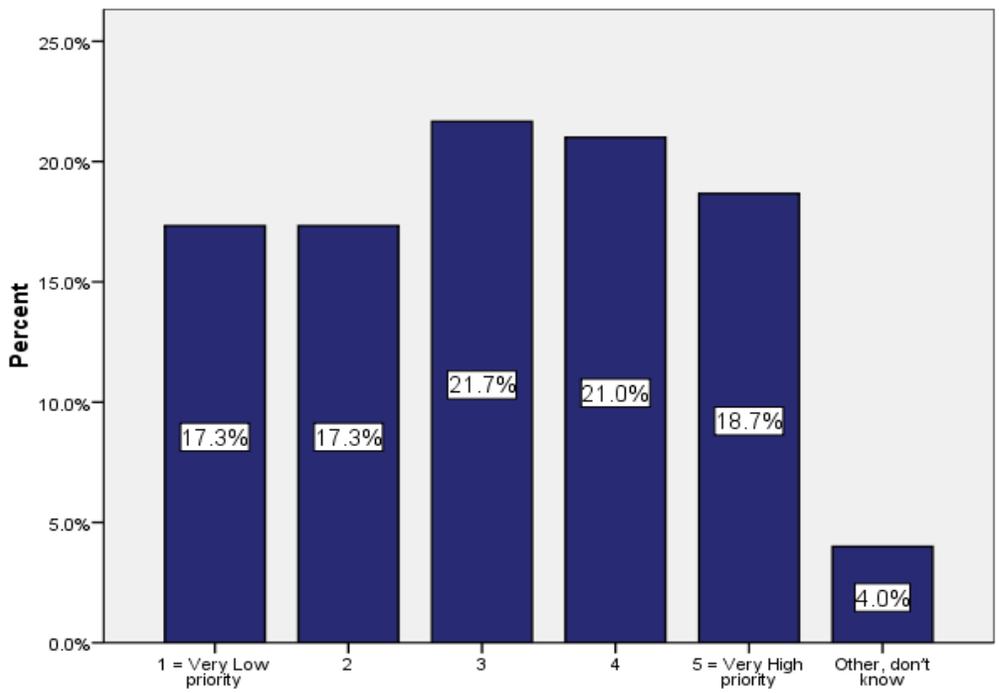
43. bookstore



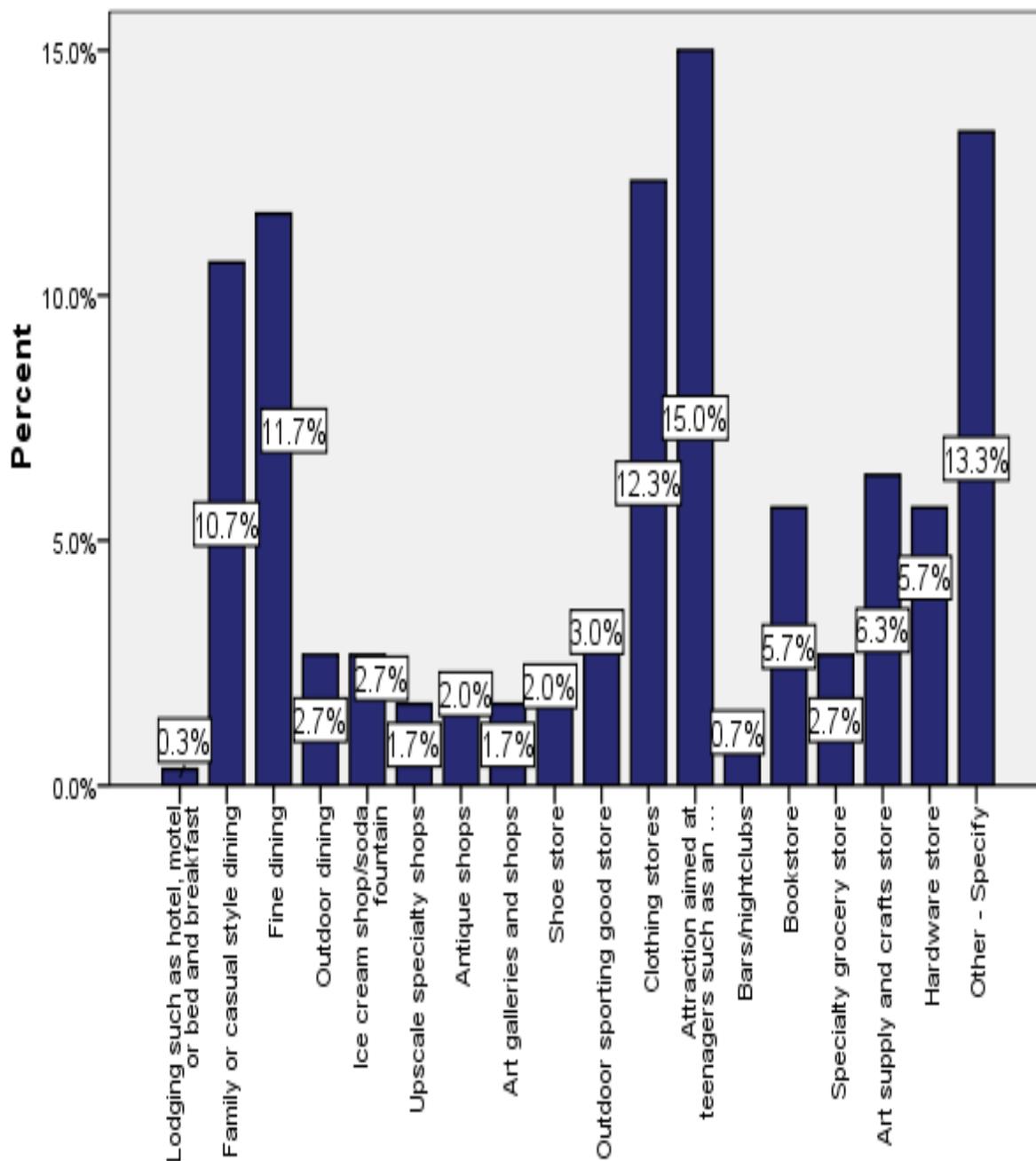
44. specialty grocery store



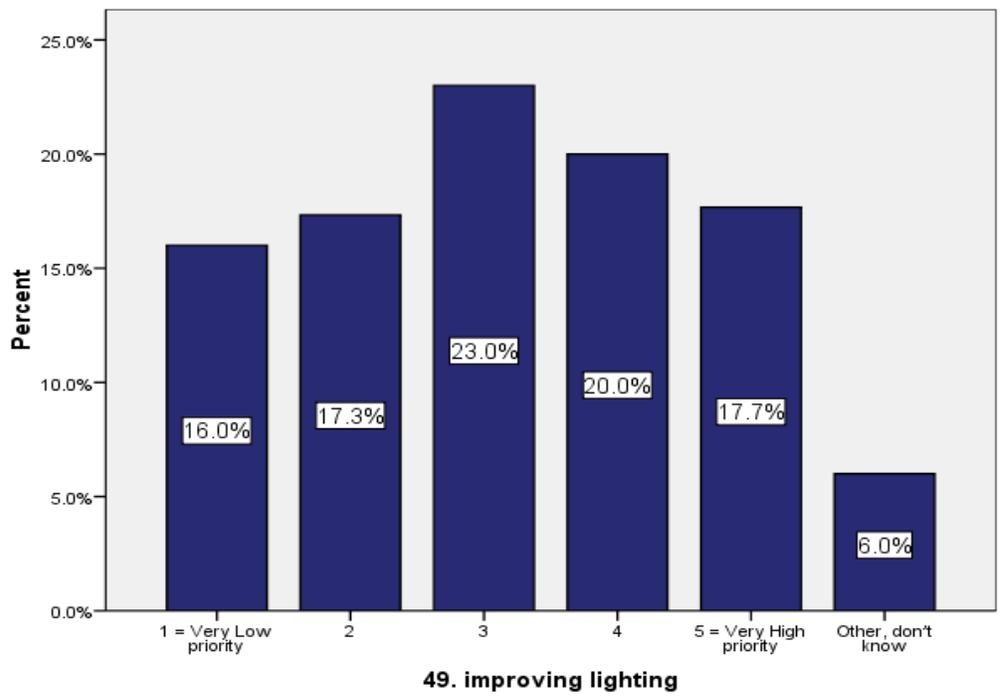
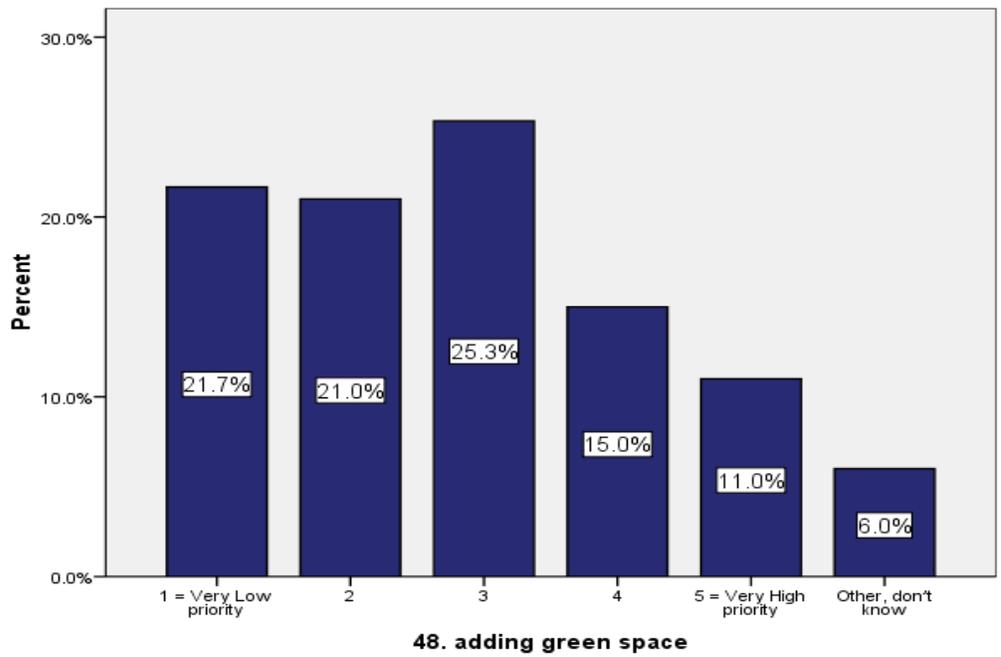
45. art supply and crafts store

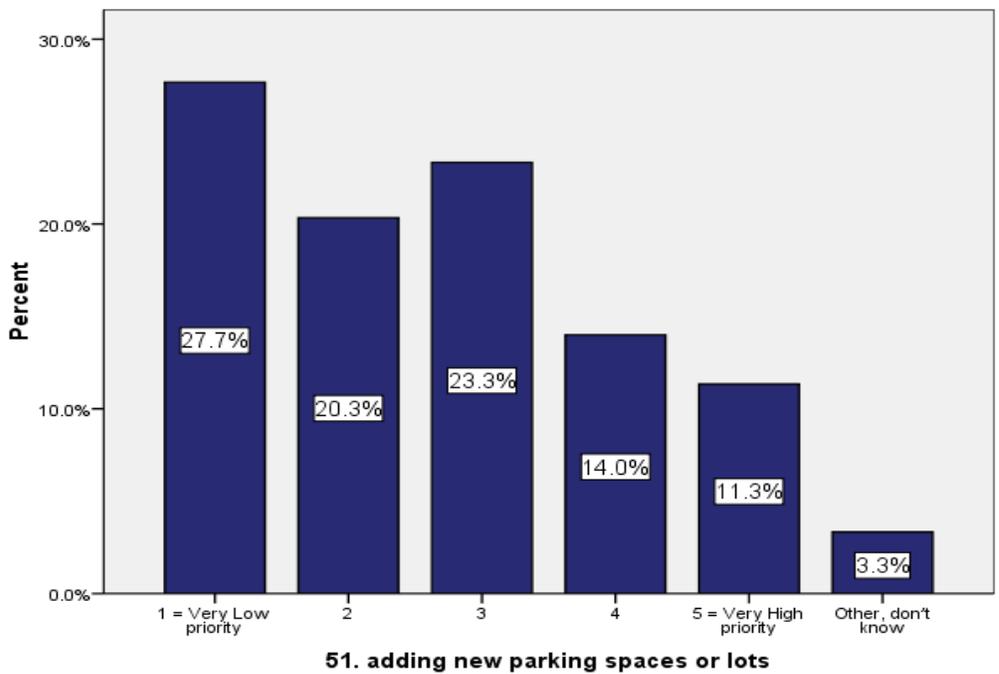
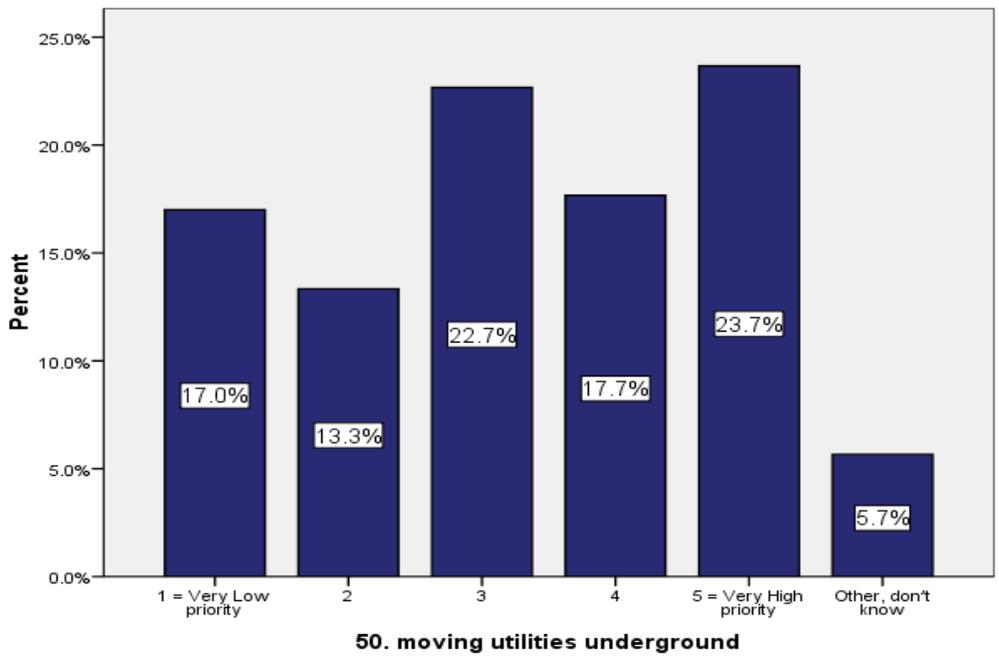


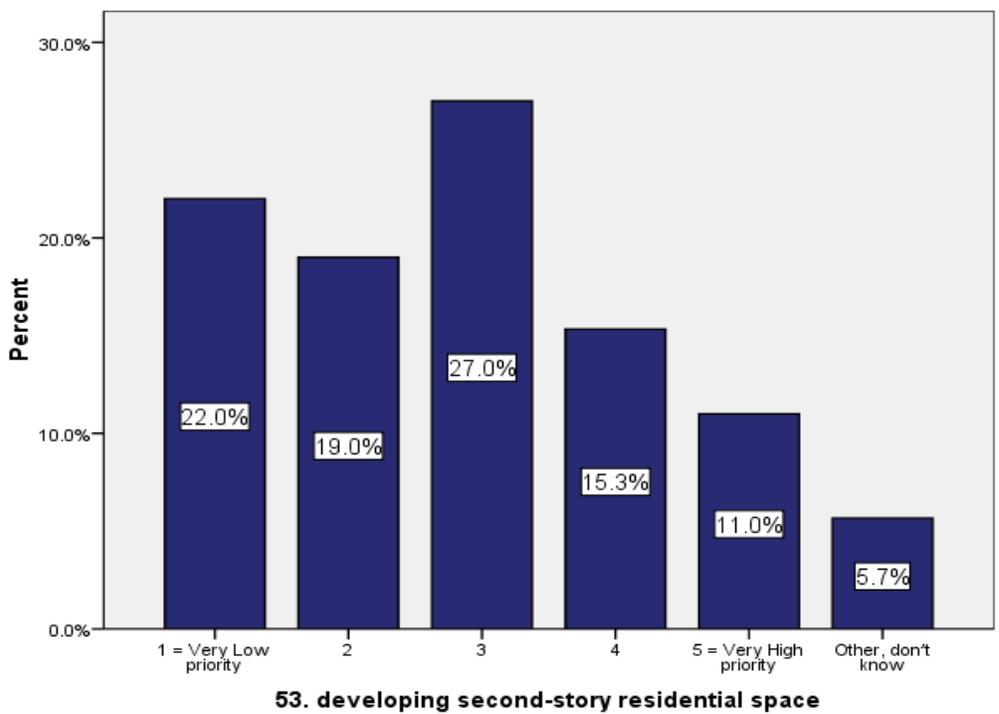
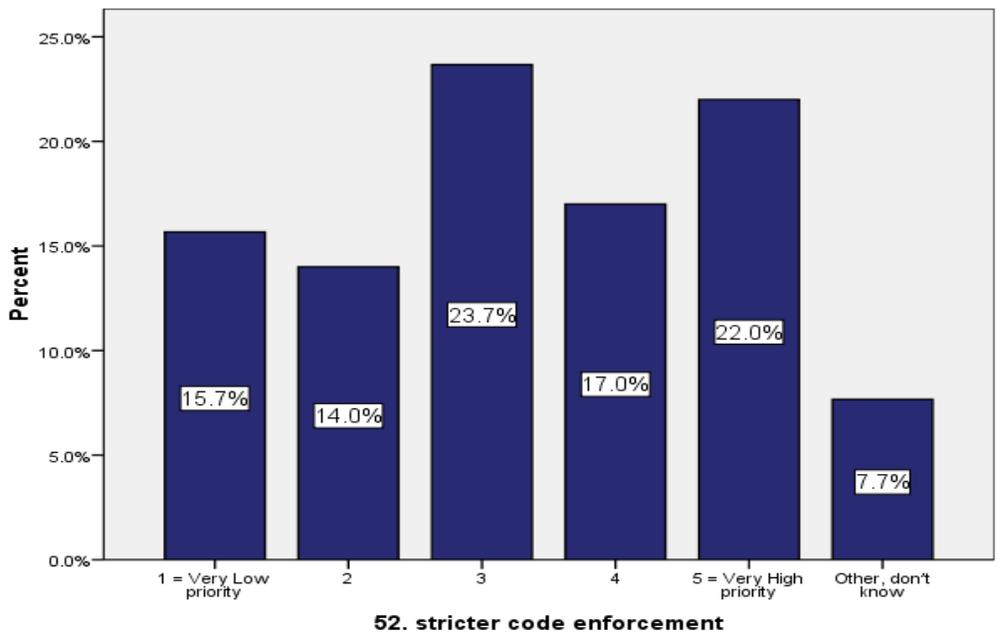
46. hardware store

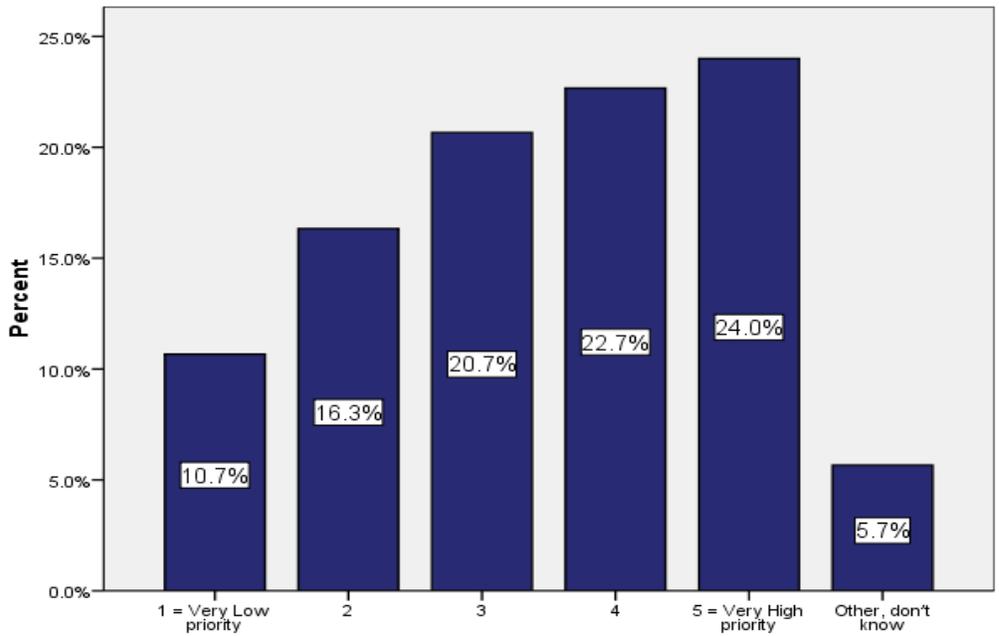


47. Of the items listed above, what business would you most like to see...

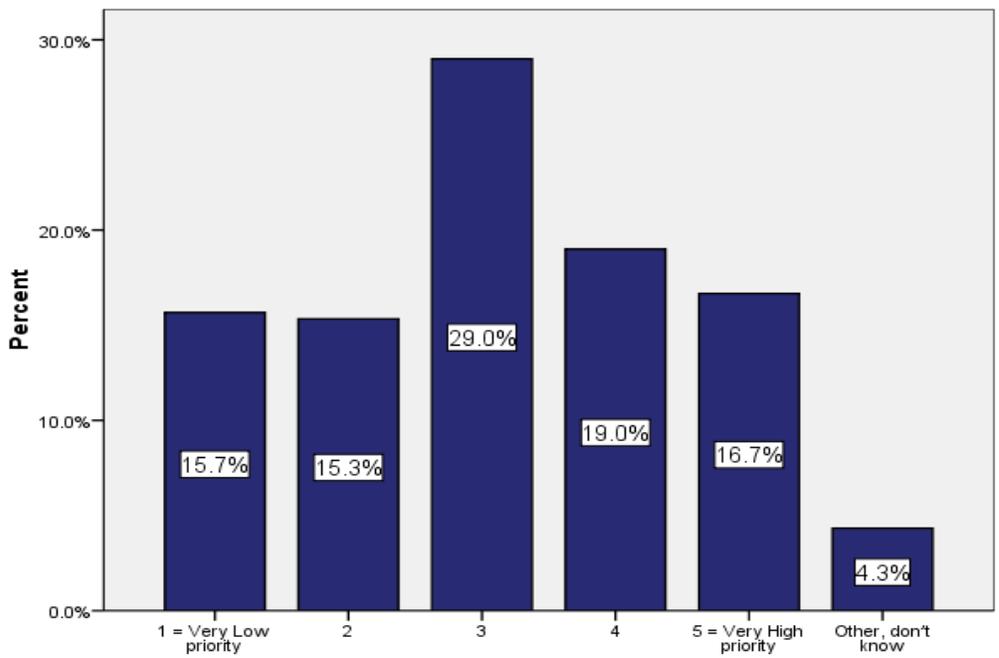




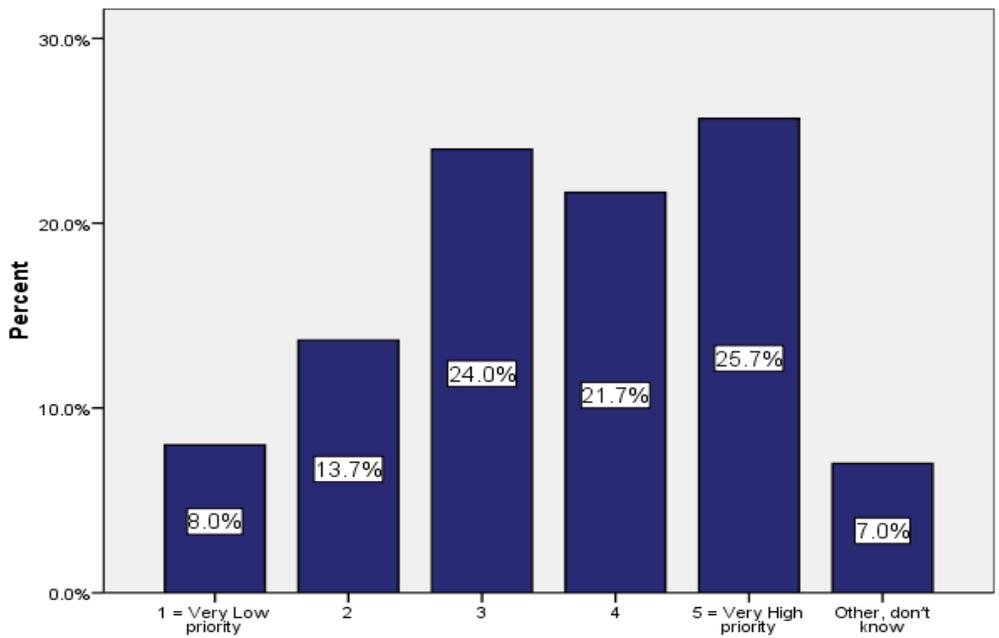




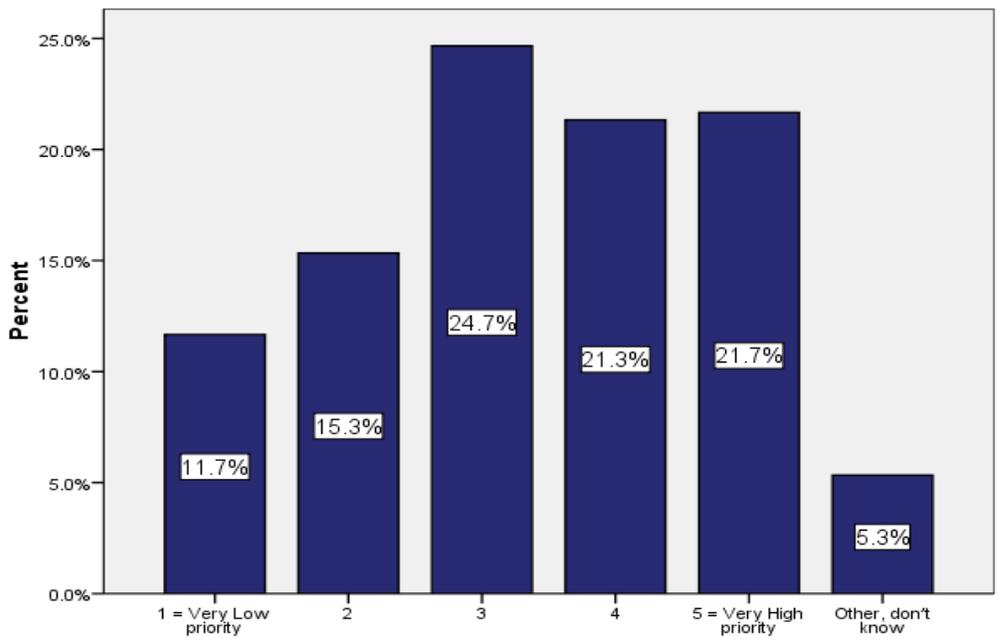
54. making the area more pedestrian-friendly



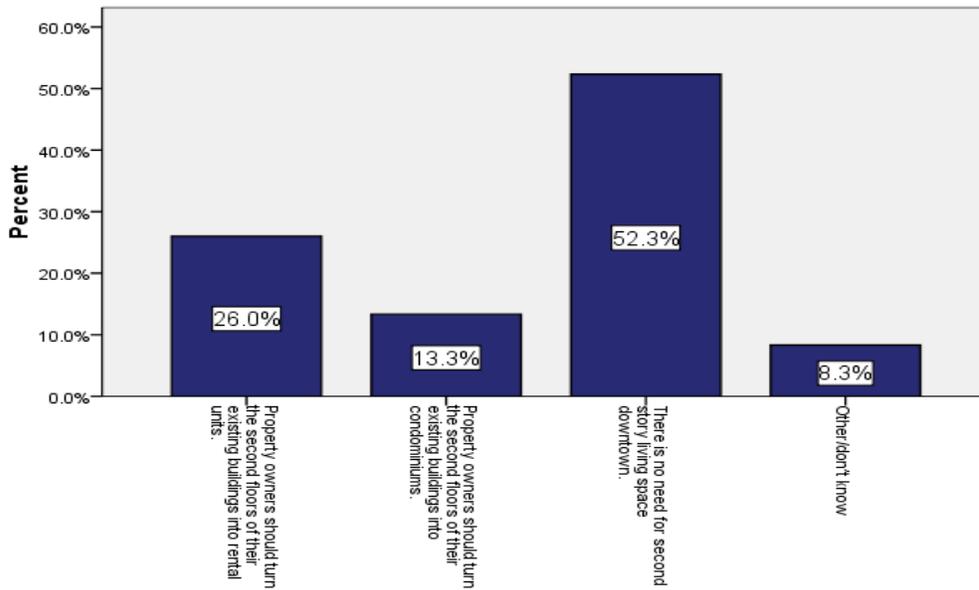
55. improving signage to help people find their way around



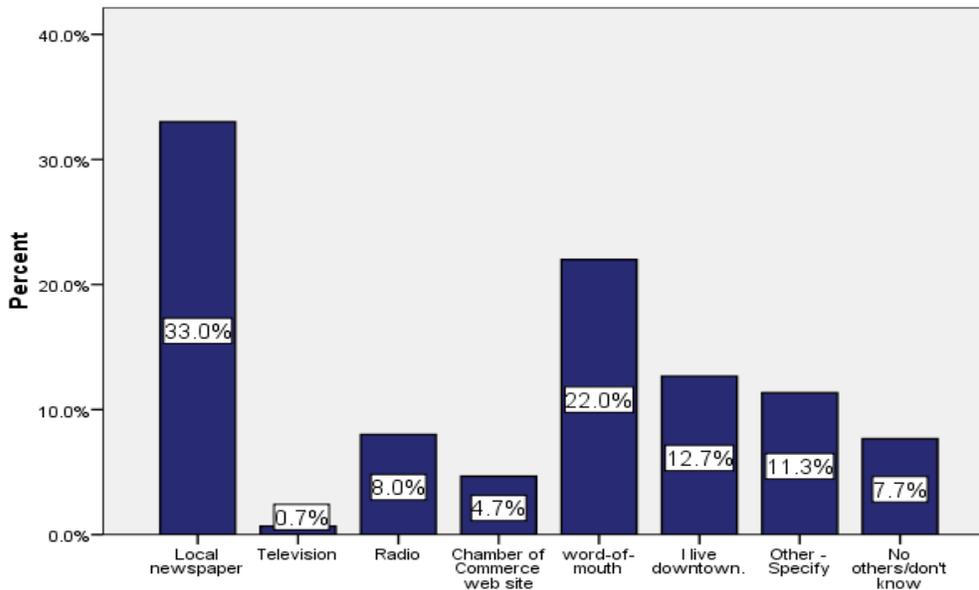
56. improving building facades



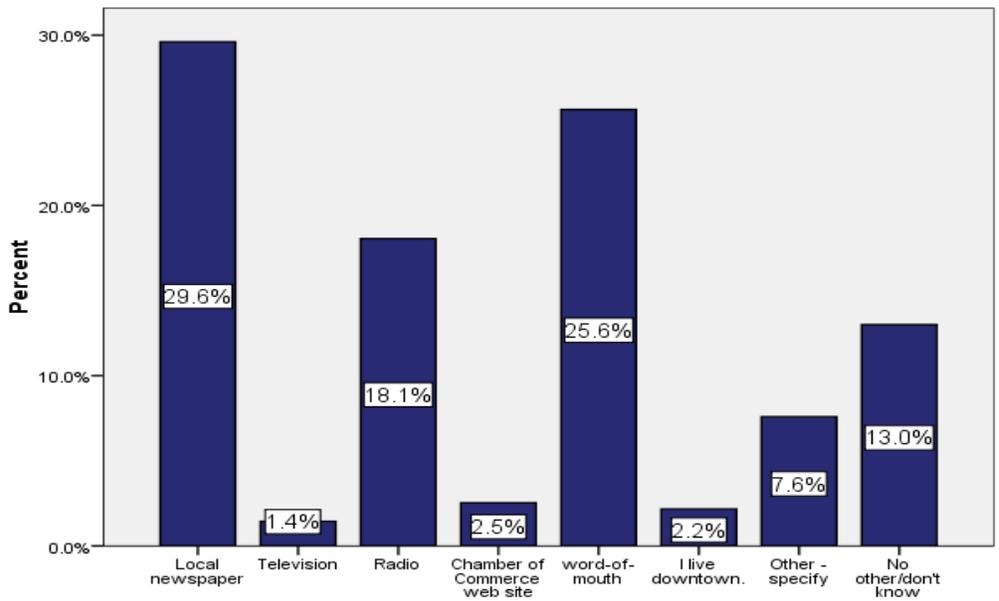
57. keeping streets and sidewalks cleaner



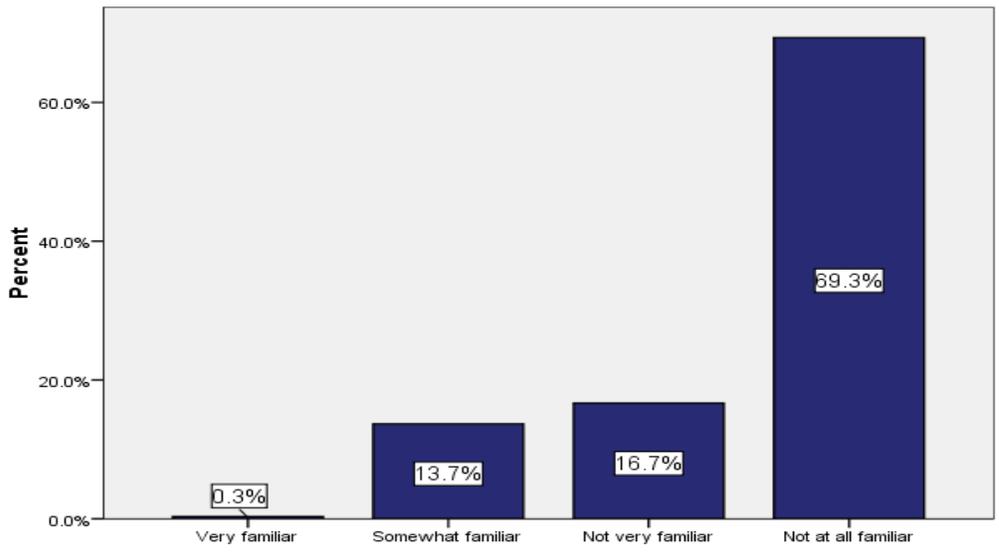
59. There has been some discussion about developing second story ...



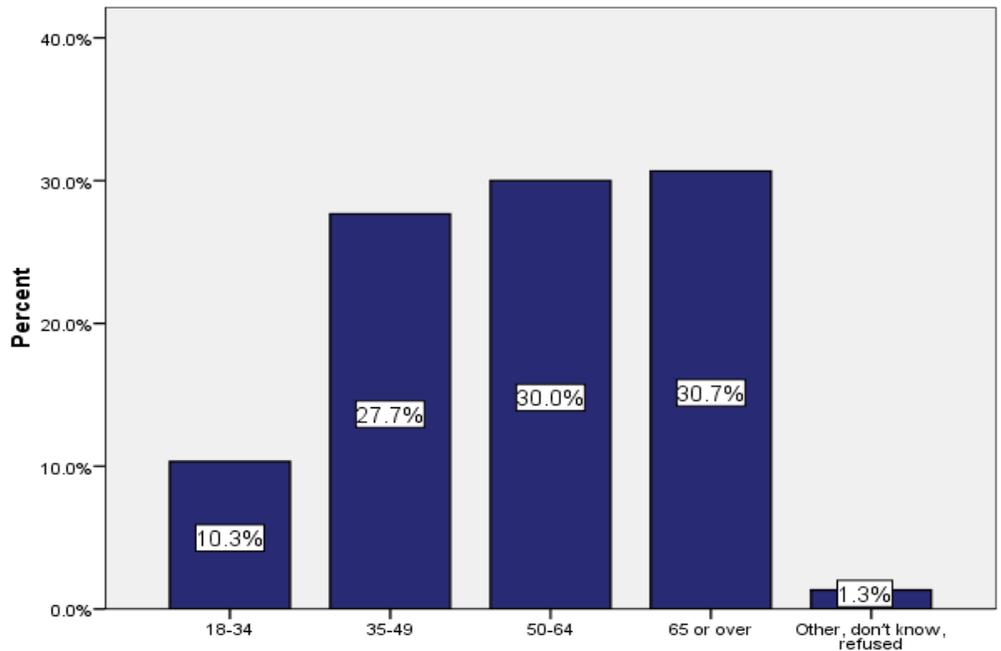
60a. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Clinton?



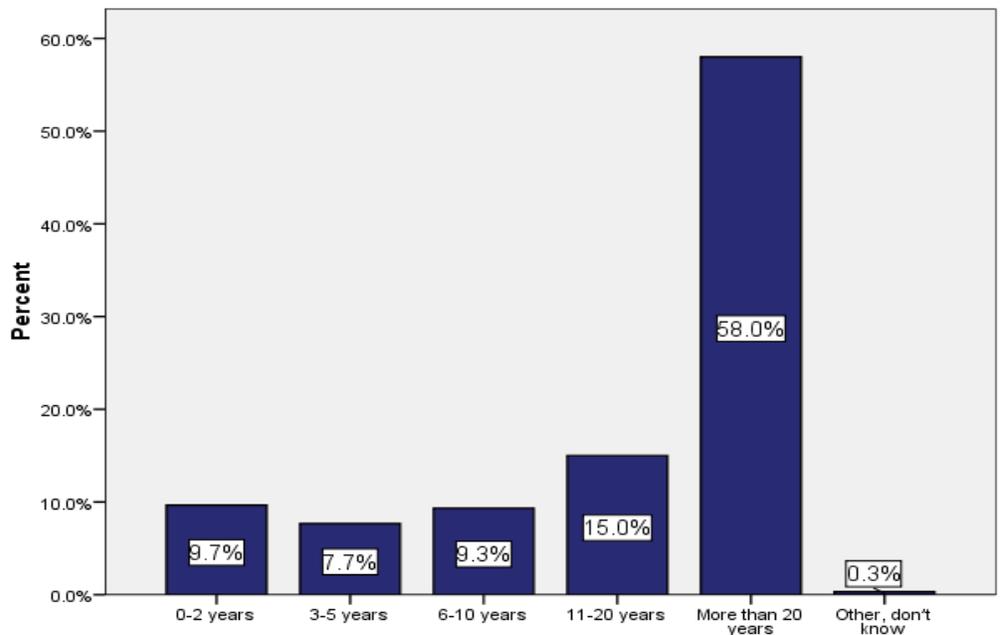
60b. And what is your second most likely source of information?



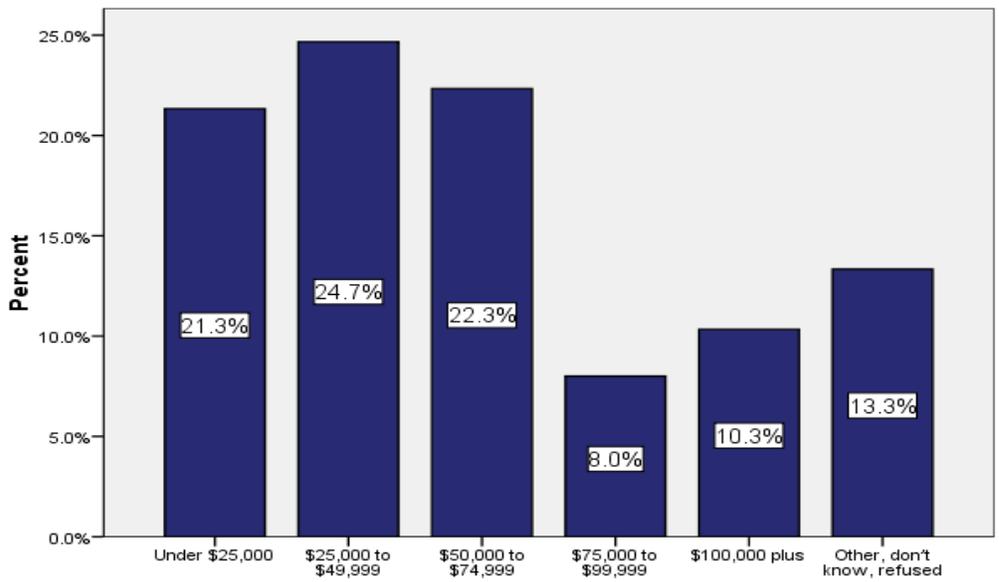
61. How familiar are you with a state-sponsored program called the DREAM Initiative? Would you say you are very familiar, somewhat, not very or not at all familiar with the DREAM Initiative?



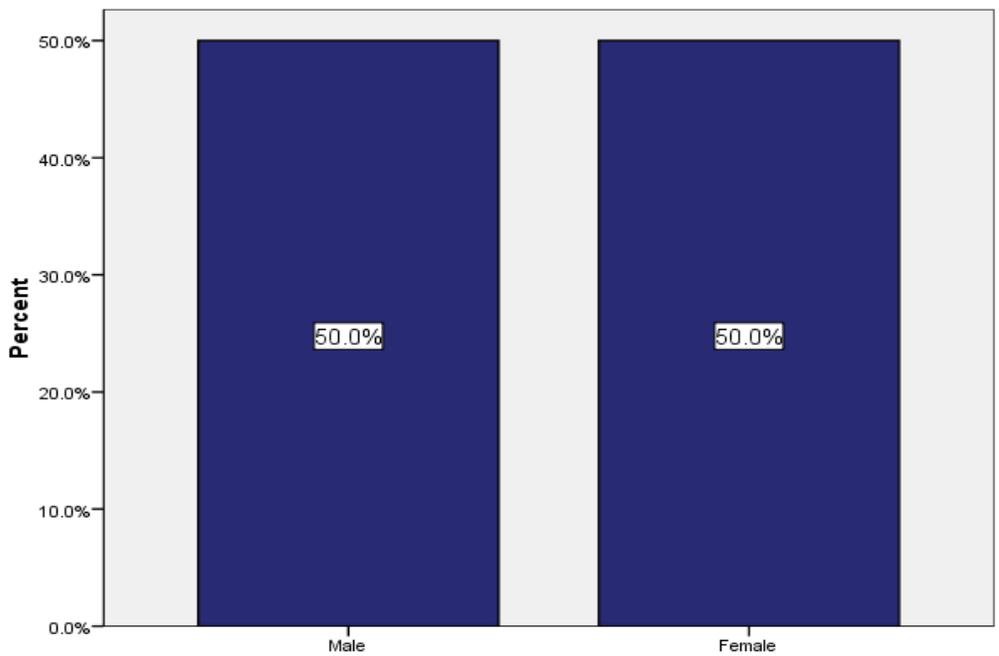
62. In which of the following age groups are you?



63. How long have you lived in the Clinton area?



64. 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.



65. Gender

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SECTION VI

QUESTIONNAIRE

Hello, I'm _____ calling from Attitude Research Company on behalf of the City of Clinton. 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, terminate interview]

1. **Thinking about the Clinton, 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 Clinton 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 Clinton?**

- 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)
- 6) Don't visit downtown (Skip to question 16)
- 9) Don't know (Skip to question 16)

[ASK 8-14 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 or special events
11. parks
12. government/post office
13. conducting business
14. attending church

[ASK ONLY IF ANSWERED 1-4 TO Q7] 15. Of the items listed above, which would you say is the one reason you most often visit downtown Clinton? [*repeat list if necessary, code responses as follows*]

- 1) shopping
- 2) dining
- 3) entertainment or special events
- 4) parks
- 5) government/post office
- 6) conducting business
- 7) 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 Clinton 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)

16. signs to help people find their way around
17. convenient business hours
18. available green space
19. preservation of historic structures
20. occupied storefronts
21. convenient parking
22. diverse mix of businesses
23. dining options
24. entertainment options
25. condition of streets
26. condition of sidewalks
27. safety and security
28. condition of buildings
29. How important would you say it is that Clinton 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 Clinton 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)

30. lodging such as hotel, motel or bed and breakfast

31. family or casual style dining
32. fine dining
33. outdoor dining
34. ice cream shop/soda fountain
35. upscale specialty shops
36. antique shops
37. art galleries and shops
38. shoe store
39. outdoor sporting good store
40. clothing stores
41. attractions aimed at teenagers such as an arcade or skating rink
42. bars/nightclubs
43. bookstore
44. specialty grocery store
45. art supply and crafts store
46. hardware store
47. Of the items listed above, what business would you most like to see in downtown Clinton?
(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. shoe store
 10. outdoor sporting good store
 11. clothing stores
 12. attractions aimed at teenagers such as an arcade or skating rink

- 13. bars/nightclubs
- 14. bookstore
- 15. specialty grocery store
- 16. art supply and crafts store
- 17. hardware store
- 99. other, don't know

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

(ROTATE ORDER)

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

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

61. 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.

62. 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

63. How long have you lived in the Clinton 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

64. 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

65. 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

Clinton, 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	\$25to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
1. Thinking about the Clinton, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?	Right direction	67.7%	51.8%	62.2%	71.7%	55.2%	73.9%	60.7%	55.6%	64.4%	51.6%	59.5%	65.7%	66.7%	74.2%	54.7%	70.0%
	Mixed	9.7%	15.7%	13.3%	9.8%	17.2%	8.7%	7.1%	15.6%	12.1%	14.1%	14.9%	11.9%	4.2%	9.7%	14.0%	10.7%
	Wrong direction	19.4%	20.5%	14.4%	4.3%	10.3%	13.0%	25.0%	13.3%	13.2%	15.6%	13.5%	14.9%	20.8%	9.7%	18.7%	9.3%
	Other, don't know	3.2%	12.0%	10.0%	14.1%	17.2%	4.3%	7.1%	15.6%	10.3%	18.8%	12.2%	7.5%	8.3%	6.5%	12.7%	10.0%

		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	\$25to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
2. Revitalizing the Clinton downtown area	1 = Very Low priority	6.5%	6.0%	16.7%	8.7%	0.0%	8.7%	17.9%	11.1%	10.9%	9.4%	5.4%	11.9%	12.5%	16.1%	13.3%	7.3%
	2	16.1%	16.9%	6.7%	6.5%	6.9%	8.7%	25.0%	8.9%	9.8%	17.2%	12.2%	10.4%	8.3%	3.2%	9.3%	12.0%
	3	25.8%	27.7%	21.1%	21.7%	27.6%	26.1%	28.6%	17.8%	23.0%	20.3%	27.0%	22.4%	29.2%	19.4%	28.7%	18.0%
	4	12.9%	22.9%	17.8%	25.0%	37.9%	8.7%	7.1%	22.2%	22.4%	17.2%	18.9%	25.4%	25.0%	25.8%	17.3%	25.3%
	5 = Very High priority	35.5%	22.9%	37.8%	28.3%	24.1%	39.1%	14.3%	35.6%	31.0%	34.4%	33.8%	25.4%	16.7%	35.5%	25.3%	34.7%
	Other, don't know	3.2%	3.6%	0.0%	9.8%	3.4%	8.7%	7.1%	4.4%	2.9%	1.6%	2.7%	4.5%	8.3%	0.0%	6.0%	2.7%
	total low priority	22.6%	22.9%	23.3%	15.2%	6.9%	17.4%	42.9%	20.0%	20.7%	26.6%	17.6%	22.4%	20.8%	19.4%	22.7%	19.3%
total high priority	48.4%	45.8%	55.6%	53.3%	62.1%	47.8%	21.4%	57.8%	53.4%	51.6%	52.7%	50.7%	41.7%	61.3%	42.7%	60.0%	

		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	\$25to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
3. Repairing major streets	1 = Very Low priority	3.2%	3.6%	3.3%	3.3%	3.4%	0.0%	10.7%	4.4%	2.9%	6.2%	2.7%	4.5%	0.0%	0.0%	5.3%	2.0%
	2	6.5%	6.0%	3.3%	10.9%	10.3%	4.3%	10.7%	2.2%	6.9%	9.4%	4.1%	13.4%	0.0%	0.0%	7.3%	6.0%
	3	19.4%	21.7%	30.0%	16.3%	13.8%	21.7%	39.3%	15.6%	23.0%	20.3%	18.9%	22.4%	45.8%	25.8%	21.3%	23.3%
	4	25.8%	21.7%	28.9%	27.2%	17.2%	39.1%	25.0%	28.9%	25.3%	28.1%	33.8%	19.4%	20.8%	38.7%	26.7%	25.3%
	5 = Very High priority	45.2%	42.2%	32.2%	39.1%	51.7%	34.8%	7.1%	44.4%	39.1%	34.4%	39.2%	35.8%	20.8%	35.5%	33.3%	42.7%
	Other, don't know	0.0%	4.8%	2.2%	3.3%	3.4%	0.0%	7.1%	4.4%	2.9%	1.6%	1.4%	4.5%	12.5%	0.0%	6.0%	0.7%
	total low priority	9.7%	9.6%	6.7%	14.1%	13.8%	4.3%	21.4%	6.7%	9.8%	15.6%	6.8%	17.9%	0.0%	0.0%	12.7%	8.0%
total high priority	71.0%	63.9%	61.1%	66.3%	69.0%	73.9%	32.1%	73.3%	64.4%	62.5%	73.0%	55.2%	41.7%	74.2%	60.0%	68.0%	

		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	\$25to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
4. Improving emergency services	1 = Very Low priority	0.0%	3.6%	10.0%	6.5%	3.4%	0.0%	7.1%	4.4%	7.5%	9.4%	5.4%	6.0%	0.0%	9.7%	6.7%	6.0%
	2	9.7%	6.0%	7.8%	5.4%	6.9%	4.3%	7.1%	11.1%	5.7%	4.7%	9.5%	4.5%	4.2%	9.7%	8.0%	5.3%
	3	19.4%	16.9%	22.2%	16.3%	31.0%	17.4%	25.0%	20.0%	15.5%	14.1%	23.0%	26.9%	25.0%	9.7%	21.3%	16.0%
	4	25.8%	28.9%	18.9%	25.0%	10.3%	39.1%	25.0%	20.0%	25.9%	20.3%	23.0%	28.4%	33.3%	32.3%	22.0%	26.7%
	5 = Very High priority	38.7%	36.1%	37.8%	33.7%	37.9%	30.4%	32.1%	35.6%	37.4%	39.1%	35.1%	31.3%	33.3%	35.5%	33.3%	38.7%
	Other, don't know	6.5%	8.4%	3.3%	13.0%	10.3%	8.7%	3.6%	8.9%	8.0%	12.5%	4.1%	3.0%	4.2%	3.2%	8.7%	7.3%
	total low priority	9.7%	9.6%	17.8%	12.0%	10.3%	4.3%	14.3%	15.6%	13.2%	14.1%	14.9%	10.4%	4.2%	19.4%	14.7%	11.3%
total high priority	64.5%	65.1%	56.7%	58.7%	48.3%	69.6%	57.1%	55.6%	63.2%	59.4%	58.1%	59.7%	66.7%	67.7%	55.3%	65.3%	

		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	\$25to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
5. Upgrading parks and recreation facilities	1 = Very Low priority	0.0%	8.4%	8.9%	9.8%	0.0%	4.3%	17.9%	13.3%	7.5%	10.9%	8.1%	7.5%	4.2%	9.7%	11.3%	5.3%
	2	3.2%	21.7%	14.4%	15.2%	13.8%	21.7%	14.3%	17.8%	14.9%	14.1%	21.6%	10.4%	12.5%	16.1%	16.0%	15.3%
	3	29.0%	28.9%	31.1%	26.1%	17.2%	39.1%	42.9%	22.2%	29.3%	20.3%	28.4%	32.8%	37.5%	38.7%	28.0%	30.0%
	4	38.7%	15.7%	24.4%	17.4%	31.0%	8.7%	17.9%	22.2%	21.3%	20.3%	24.3%	28.4%	12.5%	22.6%	18.7%	23.3%
	5 = Very High priority	25.8%	19.3%	15.6%	20.7%	24.1%	17.4%	7.1%	17.8%	20.7%	25.0%	14.9%	16.4%	20.8%	12.9%	16.0%	22.0%
	Other, don't know	3.2%	6.0%	5.6%	10.9%	13.8%	8.7%	0.0%	6.7%	6.3%	9.4%	2.7%	4.5%	12.5%	0.0%	10.0%	4.0%
	total low priority	3.2%	30.1%	23.3%	25.0%	13.8%	26.1%	32.1%	31.1%	22.4%	25.0%	29.7%	17.9%	16.7%	25.8%	27.3%	20.7%
total high priority	64.5%	34.9%	40.0%	38.0%	55.2%	26.1%	25.0%	40.0%	42.0%	45.3%	39.2%	44.8%	33.3%	35.5%	34.7%	45.3%	

		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	\$25to \$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	12.9%	18.1%	8.9%	13.0%	10.3%	13.0%	28.6%	15.6%	10.9%	17.2%	14.9%	7.5%	8.3%	16.1%	16.0%	10.7%
	2	12.9%	9.6%	14.4%	6.5%	13.8%	13.0%	10.7%	13.3%	8.6%	4.7%	13.5%	14.9%	20.8%	9.7%	14.0%	6.7%
	3	22.6%	15.7%	13.3%	19.6%	20.7%	8.7%	21.4%	13.3%	17.2%	21.9%	12.2%	14.9%	29.2%	16.1%	16.7%	16.7%
	4	16.1%	22.9%	17.8%	19.6%	24.1%	26.1%	10.7%	15.6%	20.7%	17.2%	21.6%	20.9%	25.0%	16.1%	14.0%	25.3%
	5 = Very High priority	35.5%	28.9%	42.2%	31.5%	27.6%	34.8%	25.0%	35.6%	36.8%	32.8%	36.5%	38.8%	4.2%	38.7%	34.7%	34.7%
	Other, don't know	0.0%	4.8%	3.3%	9.8%	3.4%	4.3%	3.6%	6.7%	5.7%	6.2%	1.4%	3.0%	12.5%	3.2%	4.7%	6.0%
	total low priority	25.8%	27.7%	23.3%	19.6%	24.1%	26.1%	39.3%	28.9%	19.5%	21.9%	28.4%	22.4%	29.2%	25.8%	30.0%	17.3%
total high priority	51.6%	51.8%	60.0%	51.1%	51.7%	60.9%	35.7%	51.1%	57.5%	50.0%	58.1%	59.7%	29.2%	54.8%	48.7%	60.0%	

		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	\$25to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
7. How often do you visit downtown Clinton?	Once a year or less	3.2%	2.4%	1.1%	3.3%	3.4%	4.3%	0.0%	6.7%	1.1%	0.0%	2.7%	3.0%	4.2%	0.0%	2.0%	2.7%
	Less than once a month	0.0%	7.2%	5.6%	5.4%	10.3%	0.0%	10.7%	8.9%	4.0%	6.2%	8.1%	7.5%	0.0%	0.0%	3.3%	8.0%
	One to five times per month	35.5%	36.1%	32.2%	38.0%	48.3%	56.5%	35.7%	35.6%	29.9%	40.6%	35.1%	25.4%	37.5%	32.3%	34.0%	36.7%
	More than five times a month	51.6%	51.8%	58.9%	51.1%	31.0%	39.1%	50.0%	48.9%	60.9%	46.9%	50.0%	61.2%	58.3%	64.5%	57.3%	49.3%
	Other (specify)	3.2%	2.4%	1.1%	0.0%	6.9%	0.0%	0.0%	0.0%	1.7%	1.6%	4.1%	0.0%	0.0%	3.2%	2.0%	1.3%
	Don't visit downtown	6.5%	0.0%	1.1%	2.2%	0.0%	0.0%	3.6%	0.0%	2.3%	4.7%	0.0%	3.0%	0.0%	0.0%	1.3%	2.0%
	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%

		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	\$25to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
8. shopping	very often	27.6%	20.5%	22.5%	17.8%	17.2%	17.4%	14.8%	22.2%	22.4%	23.0%	18.9%	21.5%	16.7%	25.8%	20.3%	21.1%
	somewhat often	41.4%	38.6%	36.0%	26.7%	31.0%	26.1%	37.0%	33.3%	35.9%	31.1%	40.5%	37.0%	29.2%	32.3%	29.1%	39.5%
	not very often	27.6%	26.5%	29.2%	45.6%	34.5%	52.2%	37.0%	22.2%	32.9%	32.8%	31.1%	32.3%	33.3%	32.3%	38.5%	28.6%
	not at all	0.0%	14.5%	12.4%	10.0%	17.2%	0.0%	11.1%	22.2%	8.8%	13.1%	9.5%	10.8%	20.8%	9.7%	11.5%	10.9%
	other, don't know	3.4%	0.0%	0.0%	0.0%	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
	very/somewhat	69.0%	59.0%	58.4%	44.4%	48.3%	43.5%	51.9%	55.6%	58.2%	54.1%	59.5%	56.9%	45.8%	58.1%	49.3%	60.5%
	not very/not at all	27.6%	41.0%	41.6%	55.6%	51.7%	52.2%	48.1%	44.4%	41.8%	45.9%	40.5%	43.1%	54.2%	41.9%	50.0%	39.5%

		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	\$25to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
9. dining	very often	10.3%	18.1%	20.2%	17.8%	10.3%	17.4%	18.5%	11.1%	20.6%	11.5%	16.2%	20.0%	16.7%	35.5%	16.9%	18.4%
	somewhat often	41.4%	30.1%	31.5%	28.9%	34.5%	21.7%	25.9%	33.3%	31.8%	27.9%	41.9%	30.8%	29.2%	29.0%	33.1%	28.6%
	very/somewhat	51.7%	48.2%	51.7%	46.7%	44.8%	39.1%	44.4%	44.4%	52.4%	39.3%	58.1%	50.8%	45.8%	64.5%	50.0%	46.9%
	not very often	41.4%	31.3%	30.3%	38.9%	37.9%	47.8%	29.6%	31.1%	34.1%	42.6%	24.3%	38.5%	33.3%	29.0%	35.1%	34.7%
	not at all	3.4%	20.5%	18.0%	13.3%	17.2%	8.7%	22.2%	24.4%	13.5%	18.0%	16.2%	10.8%	20.8%	6.5%	13.5%	18.4%
	other, don't know	3.4%	0.0%	0.0%	1.1%	0.0%	4.3%	3.7%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	1.4%	0.0%
	very/somewhat	51.7%	48.2%	51.7%	46.7%	44.8%	39.1%	44.4%	44.4%	52.4%	39.3%	58.1%	50.8%	45.8%	64.5%	50.0%	46.9%
not very/not at all	44.8%	51.8%	48.3%	52.2%	55.2%	56.5%	51.9%	55.6%	47.6%	60.7%	40.5%	49.2%	54.2%	35.5%	48.6%	53.1%	

		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	\$25to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
10. entertainment or special events	very often	10.3%	15.7%	16.9%	15.6%	13.8%	17.4%	11.1%	13.3%	16.5%	11.5%	16.2%	18.5%	8.3%	25.8%	12.8%	17.7%
	somewhat often	48.3%	38.6%	39.3%	22.2%	37.9%	34.8%	37.0%	33.3%	33.5%	27.9%	35.1%	41.5%	45.8%	38.7%	30.4%	38.1%
	not very often	27.6%	27.7%	31.5%	44.4%	27.6%	39.1%	25.9%	31.1%	37.1%	32.8%	35.1%	32.3%	33.3%	25.8%	37.8%	30.6%
	not at all	10.3%	18.1%	12.4%	17.8%	20.7%	4.3%	25.9%	22.2%	12.9%	27.9%	13.5%	7.7%	12.5%	9.7%	18.2%	13.6%
	other, don't know	3.4%	0.0%	0.0%	0.0%	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
	very/somewhat	58.6%	54.2%	56.2%	37.8%	51.7%	52.2%	48.1%	46.7%	50.0%	39.3%	51.4%	60.0%	54.2%	64.5%	43.2%	55.8%
	not very/not at all	37.9%	45.8%	43.8%	62.2%	48.3%	43.5%	51.9%	53.3%	50.0%	60.7%	48.6%	40.0%	45.8%	35.5%	56.1%	44.2%

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

Clinton, 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	\$25to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
11. parks	very often	20.7%	18.1%	9.0%	3.3%	6.9%	13.0%	14.8%	15.6%	9.4%	13.1%	10.8%	13.8%	8.3%	9.7%	10.1%	11.6%
	somewhat often	34.5%	22.9%	23.6%	21.1%	24.1%	8.7%	22.2%	20.0%	26.5%	16.4%	29.7%	29.2%	25.0%	22.6%	22.3%	24.5%
	not very often	13.8%	27.7%	44.9%	41.1%	34.5%	30.4%	33.3%	26.7%	38.8%	32.8%	31.1%	36.9%	45.8%	32.3%	37.8%	33.3%
	not at all	24.1%	31.3%	21.3%	33.3%	31.0%	43.5%	29.6%	37.8%	24.1%	36.1%	28.4%	18.5%	20.8%	35.5%	27.7%	29.9%
	other, don't know	6.9%	0.0%	1.1%	1.1%	3.4%	4.3%	0.0%	0.0%	1.2%	1.6%	0.0%	1.5%	0.0%	0.0%	2.0%	0.7%
	very/somewhat	55.2%	41.0%	32.6%	24.4%	31.0%	21.7%	37.0%	35.6%	35.9%	29.5%	40.5%	43.1%	33.3%	32.3%	32.4%	36.1%
not very/not at all	37.9%	59.0%	66.3%	74.4%	65.5%	73.9%	63.0%	64.4%	62.9%	68.9%	59.5%	55.4%	66.7%	67.7%	65.5%	63.3%	
12. government/post office	very often	27.6%	28.9%	34.8%	37.8%	34.5%	30.4%	40.7%	28.9%	34.1%	27.9%	35.1%	33.8%	45.8%	51.6%	34.5%	32.7%
	somewhat often	37.9%	39.8%	38.2%	33.3%	37.9%	39.1%	29.6%	42.2%	36.5%	37.7%	45.9%	38.5%	29.2%	25.8%	33.1%	40.8%
	not very often	24.1%	24.1%	20.2%	21.1%	13.8%	21.7%	25.9%	22.2%	22.4%	23.0%	17.6%	21.0%	20.8%	19.4%	24.3%	19.7%
	not at all	6.9%	7.2%	6.7%	6.7%	13.8%	4.3%	3.7%	6.7%	6.5%	9.8%	1.4%	7.7%	4.2%	3.2%	6.8%	6.8%
	other, don't know	3.4%	0.0%	0.0%	1.1%	0.0%	4.3%	0.0%	0.0%	0.6%	1.6%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%
	very/somewhat	65.5%	68.7%	73.0%	71.1%	72.4%	69.6%	70.4%	71.1%	70.6%	65.6%	81.1%	72.3%	75.0%	77.4%	67.6%	73.5%
not very/not at all	31.0%	31.3%	27.0%	27.8%	27.6%	26.1%	29.6%	28.9%	28.8%	32.8%	18.9%	27.7%	25.0%	22.6%	31.1%	26.5%	
13. conducting business	very often	6.9%	27.7%	32.6%	20.0%	27.6%	17.4%	18.5%	31.1%	24.1%	18.0%	17.6%	33.8%	20.8%	48.4%	25.7%	23.1%
	somewhat often	58.6%	33.7%	29.2%	34.4%	13.8%	39.1%	29.6%	20.0%	42.4%	34.4%	37.8%	30.8%	54.2%	22.6%	31.1%	38.1%
	not very often	27.6%	27.7%	30.3%	33.3%	44.8%	34.8%	40.7%	35.6%	24.7%	34.4%	35.1%	27.7%	20.8%	25.8%	33.1%	28.6%
	not at all	6.9%	10.8%	7.9%	12.2%	13.8%	8.7%	11.1%	13.3%	8.8%	13.1%	9.5%	7.7%	4.2%	3.2%	10.1%	10.2%
	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%
	very/somewhat	65.5%	61.4%	61.8%	54.4%	41.4%	56.5%	48.1%	51.1%	66.5%	52.5%	55.4%	64.6%	75.0%	71.0%	56.8%	61.2%
not very/not at all	34.5%	38.6%	38.2%	45.6%	58.6%	43.5%	51.9%	48.9%	33.5%	47.5%	44.6%	35.4%	25.0%	29.0%	43.2%	38.8%	
14. attending church	very often	20.7%	16.9%	30.3%	34.4%	27.6%	17.4%	44.4%	11.1%	30.0%	24.6%	24.3%	20.0%	33.3%	41.9%	22.3%	32.0%
	somewhat often	10.3%	14.5%	10.1%	10.0%	6.9%	0.0%	3.7%	22.2%	11.8%	6.6%	12.2%	15.4%	12.5%	12.9%	8.1%	14.3%
	not very often	24.1%	16.9%	23.6%	12.2%	13.8%	21.7%	11.1%	13.3%	21.2%	19.7%	14.9%	23.1%	29.2%	12.9%	24.3%	12.2%
	not at all	41.4%	50.6%	34.8%	43.3%	48.3%	56.5%	40.7%	53.3%	36.5%	49.2%	48.6%	40.0%	25.0%	32.3%	43.2%	41.5%
	other, don't know	3.4%	1.2%	1.1%	0.0%	3.4%	4.3%	0.0%	0.0%	0.6%	0.0%	0.0%	1.5%	0.0%	0.0%	2.0%	0.0%
	very/somewhat	31.0%	31.3%	40.4%	44.4%	34.5%	17.4%	48.1%	33.3%	41.8%	31.1%	36.5%	35.4%	45.8%	54.8%	30.4%	46.3%
not very/not at all	65.5%	67.5%	58.4%	55.6%	62.1%	78.3%	51.9%	66.7%	57.6%	68.9%	63.5%	63.1%	54.2%	45.2%	67.6%	53.7%	
15. Of the items listed above, which would you say is the one reason you most often visit downtown Clinton?	shopping	34.5%	22.9%	23.6%	22.2%	24.1%	17.4%	18.5%	22.2%	25.3%	24.6%	29.7%	18.5%	16.7%	6.5%	15.5%	32.0%
	dining	3.4%	14.5%	11.2%	16.7%	24.1%	13.0%	11.1%	8.9%	12.4%	8.2%	16.2%	18.5%	8.3%	6.5%	12.2%	13.6%
	entertainment or special events	10.3%	6.0%	4.5%	4.4%	3.4%	17.4%	0.0%	4.4%	5.3%	9.8%	4.1%	4.6%	0.0%	6.5%	5.4%	5.4%
	parks	3.4%	4.8%	1.1%	0.0%	0.0%	0.0%	7.4%	4.4%	1.2%	4.9%	0.0%	1.5%	4.2%	3.2%	2.7%	1.4%
	government/post office	20.7%	10.8%	14.6%	18.9%	10.3%	4.3%	25.9%	17.8%	16.5%	18.0%	14.9%	15.4%	20.8%	19.4%	18.2%	13.6%
	conducting business	24.1%	30.1%	30.3%	27.8%	27.6%	43.5%	22.2%	31.1%	27.6%	18.0%	27.0%	36.9%	25.0%	45.2%	33.1%	24.5%
attending church	0.0%	3.6%	6.7%	0.0%	6.9%	0.0%	0.0%	4.4%	3.5%	1.6%	4.1%	3.1%	0.0%	6.5%	3.4%	3.4%	
other, don't know	3.4%	7.2%	7.9%	10.0%	3.4%	4.3%	14.8%	6.7%	8.2%	14.8%	4.1%	1.5%	25.0%	6.5%	9.5%	6.1%	

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		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	\$25to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
16. signs to help people find their way around	excellent	6.5%	12.0%	14.4%	10.9%	6.9%	26.1%	14.3%	6.7%	11.5%	12.5%	6.8%	14.9%	12.5%	16.1%	9.3%	14.0%
	good	64.5%	59.0%	63.3%	73.9%	62.1%	56.5%	50.0%	62.2%	71.3%	56.2%	73.0%	65.7%	75.0%	61.3%	66.0%	66.0%
	not so good	22.6%	22.9%	13.3%	8.7%	20.7%	13.0%	21.4%	20.0%	12.6%	18.8%	13.5%	14.9%	8.3%	12.9%	15.3%	15.3%
	poor	0.0%	4.8%	6.7%	2.2%	6.9%	0.0%	10.7%	6.7%	2.3%	4.7%	4.1%	3.0%	4.2%	9.7%	6.0%	2.0%
	other, don't know	6.5%	1.2%	2.2%	4.3%	3.4%	4.3%	3.6%	4.4%	2.3%	7.8%	2.7%	1.5%	0.0%	0.0%	3.3%	2.7%
	excellent/good	71.0%	71.1%	77.8%	84.8%	69.0%	82.6%	64.3%	68.9%	82.8%	68.8%	79.7%	80.6%	87.5%	77.4%	75.3%	80.0%
	not so good/poor	22.6%	27.7%	20.0%	10.9%	27.6%	13.0%	32.1%	26.7%	23.4%	17.6%	17.9%	12.5%	22.6%	21.3%	17.3%	
17. convenient business hours	excellent	0.0%	7.2%	8.9%	8.7%	10.3%	4.3%	7.1%	6.7%	7.5%	12.5%	4.1%	10.4%	4.2%	3.2%	5.3%	9.3%
	good	67.7%	54.2%	58.9%	77.2%	72.4%	65.2%	42.9%	64.4%	66.7%	71.9%	63.5%	59.7%	66.7%	54.8%	58.0%	71.3%
	not so good	12.9%	25.3%	21.1%	7.6%	6.9%	17.4%	21.4%	17.8%	17.8%	7.8%	18.9%	17.9%	16.7%	22.6%	22.0%	12.0%
	poor	12.9%	10.8%	10.0%	4.3%	6.9%	8.7%	21.4%	8.9%	6.9%	6.2%	10.8%	9.0%	12.5%	16.1%	10.0%	7.3%
	other, don't know	6.5%	2.4%	1.1%	2.2%	3.4%	4.3%	7.1%	2.2%	1.1%	1.6%	2.7%	3.0%	0.0%	3.2%	4.7%	0.0%
	excellent/good	67.7%	61.4%	67.8%	85.9%	82.8%	69.6%	50.0%	71.1%	74.1%	84.4%	67.6%	70.1%	70.8%	58.1%	63.3%	80.7%
	not so good/poor	25.8%	36.1%	31.1%	12.0%	13.8%	26.1%	42.9%	26.7%	14.1%	29.7%	26.9%	29.2%	38.7%	32.0%	19.3%	
18. available green space	excellent	0.0%	12.0%	16.7%	7.6%	6.9%	21.7%	10.7%	8.9%	10.3%	10.9%	12.2%	11.9%	8.3%	12.9%	11.3%	10.0%
	good	64.5%	60.2%	51.1%	70.7%	62.1%	60.9%	57.1%	62.2%	61.5%	59.4%	64.9%	59.7%	83.3%	58.1%	58.7%	64.0%
	not so good	19.4%	15.7%	18.9%	10.9%	20.7%	13.0%	10.7%	8.9%	17.8%	15.6%	12.2%	13.4%	8.3%	19.4%	16.7%	14.7%
	poor	6.5%	6.0%	3.3%	1.1%	0.0%	0.0%	7.1%	6.7%	3.4%	3.1%	2.7%	7.5%	0.0%	6.5%	4.7%	2.7%
	other, don't know	9.7%	6.0%	10.0%	9.8%	10.3%	4.3%	14.3%	13.3%	6.9%	10.9%	8.1%	7.5%	0.0%	3.2%	8.7%	8.7%
	excellent/good	64.5%	72.3%	67.8%	78.3%	69.0%	82.6%	67.9%	71.1%	71.8%	70.3%	77.0%	71.6%	91.7%	71.0%	70.0%	74.0%
	not so good/poor	25.8%	21.7%	22.2%	12.0%	20.7%	13.0%	17.9%	15.6%	18.8%	14.9%	20.9%	8.3%	25.8%	21.3%	17.3%	
19. preservation of historic structures	excellent	3.2%	15.7%	23.3%	27.2%	13.8%	17.4%	17.9%	15.6%	23.6%	17.2%	20.3%	23.9%	12.5%	32.3%	21.3%	19.3%
	good	71.0%	59.0%	61.1%	59.8%	75.9%	47.8%	60.7%	55.6%	62.6%	57.8%	55.4%	65.7%	75.0%	61.3%	62.0%	60.7%
	not so good	12.9%	18.1%	6.7%	6.5%	3.4%	21.7%	10.7%	13.3%	9.2%	12.5%	13.5%	6.0%	8.3%	0.0%	10.0%	10.7%
	poor	9.7%	6.0%	5.6%	2.2%	3.4%	4.3%	10.7%	11.1%	2.9%	7.8%	6.8%	4.5%	4.2%	3.2%	4.7%	5.3%
	other, don't know	3.2%	1.2%	3.3%	4.3%	3.4%	8.7%	0.0%	4.4%	1.7%	4.7%	4.1%	0.0%	0.0%	3.2%	2.0%	4.0%
	excellent/good	74.2%	74.7%	84.4%	87.0%	89.7%	65.2%	78.6%	71.1%	86.2%	75.0%	75.7%	89.6%	87.5%	93.5%	83.3%	80.0%
	not so good/poor	22.6%	24.1%	12.2%	8.7%	6.9%	21.4%	24.4%	12.1%	20.3%	20.3%	10.4%	12.5%	3.2%	14.7%	16.0%	
20. occupied storefronts	excellent	9.7%	8.4%	6.7%	8.7%	0.0%	8.7%	3.6%	8.9%	9.8%	14.1%	9.5%	4.5%	4.2%	9.7%	8.7%	7.3%
	good	77.4%	66.3%	60.0%	63.0%	65.5%	65.2%	75.0%	64.4%	62.6%	60.9%	62.2%	65.7%	70.8%	67.7%	66.7%	62.0%
	not so good	6.5%	16.9%	25.6%	16.3%	20.7%	13.0%	14.3%	15.6%	20.7%	12.5%	21.6%	20.9%	25.0%	16.1%	14.7%	22.7%
	poor	3.2%	6.0%	4.4%	2.2%	3.4%	4.3%	7.1%	4.4%	3.4%	4.7%	2.7%	7.5%	0.0%	6.5%	5.3%	2.7%
	other, don't know	3.2%	2.4%	3.3%	9.8%	10.3%	8.7%	0.0%	6.7%	3.4%	7.8%	4.1%	1.5%	0.0%	0.0%	4.7%	5.3%
	excellent/good	87.1%	74.7%	66.7%	71.7%	65.5%	73.9%	78.6%	73.3%	72.4%	75.0%	71.6%	70.1%	75.0%	77.4%	75.3%	69.3%
	not so good/poor	9.7%	22.9%	30.0%	18.5%	24.1%	17.4%	21.4%	20.0%	17.2%	24.3%	28.4%	25.0%	22.6%	20.0%	25.3%	

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
21. convenient parking	excellent	9.7%	20.5%	20.0%	9.8%	13.8%	17.4%	25.0%	15.6%	14.4%	14.1%	8.1%	22.4%	20.8%	25.8%	18.7%	12.7%
	good	74.2%	59.0%	68.9%	84.8%	82.8%	65.2%	57.1%	60.0%	76.4%	71.9%	78.4%	65.7%	62.5%	67.7%	68.7%	75.3%
	not so good	16.1%	14.5%	10.0%	4.3%	3.4%	13.0%	10.7%	17.8%	8.6%	12.5%	10.8%	9.0%	8.3%	6.5%	10.0%	10.0%
	poor	0.0%	4.8%	1.1%	0.0%	0.0%	4.3%	3.6%	4.4%	0.6%	0.0%	1.4%	3.0%	8.3%	0.0%	2.0%	1.3%
	other, don't know	0.0%	1.2%	0.0%	1.1%	0.0%	0.0%	3.6%	2.2%	0.0%	1.6%	1.4%	0.0%	0.0%	0.0%	0.7%	0.7%
	excellent/good	83.9%	79.5%	88.9%	94.6%	96.6%	82.6%	82.1%	75.6%	90.8%	85.9%	86.5%	88.1%	83.3%	93.5%	87.3%	88.0%
	not so good/poor	16.1%	19.3%	11.1%	4.3%	3.4%	17.4%	14.3%	22.2%	9.2%	12.5%	12.2%	11.9%	16.7%	12.0%	11.3%	
22. diverse mix of businesses	excellent	3.2%	6.0%	5.6%	5.4%	0.0%	8.7%	7.1%	4.4%	5.7%	6.2%	4.1%	6.0%	4.2%	3.2%	4.7%	6.0%
	good	71.0%	47.0%	57.8%	58.7%	55.2%	47.8%	60.7%	51.1%	58.6%	60.9%	56.8%	47.8%	62.5%	58.1%	56.7%	56.0%
	not so good	12.9%	34.9%	25.6%	23.9%	27.6%	30.4%	25.0%	24.4%	25.9%	21.9%	25.7%	34.3%	29.2%	19.4%	22.7%	29.3%
	poor	9.7%	10.8%	10.0%	7.6%	13.8%	8.7%	7.1%	13.3%	9.2%	7.8%	10.8%	11.9%	4.2%	19.4%	12.7%	7.3%
	other, don't know	3.2%	1.2%	1.1%	4.3%	3.4%	4.3%	0.0%	6.7%	0.6%	3.1%	2.7%	0.0%	0.0%	0.0%	3.3%	1.3%
	excellent/good	74.2%	53.0%	63.3%	64.1%	55.2%	56.5%	67.9%	55.6%	64.4%	67.2%	60.8%	53.7%	66.7%	61.3%	61.3%	62.0%
	not so good/poor	22.6%	45.8%	35.6%	31.5%	41.4%	39.1%	32.1%	37.8%	29.7%	36.5%	46.3%	33.3%	38.7%	35.3%	36.7%	
23. dining options	excellent	0.0%	8.4%	5.6%	7.6%	0.0%	8.7%	7.1%	4.4%	8.0%	14.1%	2.7%	4.5%	4.2%	9.7%	5.3%	8.0%
	good	48.4%	41.0%	42.2%	47.8%	51.7%	47.8%	28.6%	40.0%	45.4%	51.6%	52.7%	37.3%	33.3%	35.5%	40.7%	46.7%
	not so good	35.5%	38.6%	31.1%	28.3%	27.6%	34.8%	42.9%	28.9%	32.8%	18.8%	33.8%	43.3%	41.7%	29.0%	33.3%	32.0%
	poor	12.9%	12.0%	18.9%	10.9%	13.8%	8.7%	17.9%	22.2%	12.6%	12.5%	9.5%	13.4%	20.8%	25.8%	17.3%	11.3%
	other, don't know	3.2%	0.0%	2.2%	5.4%	6.9%	0.0%	3.6%	4.4%	1.1%	3.1%	1.4%	1.5%	0.0%	0.0%	3.3%	2.0%
	excellent/good	48.4%	49.4%	47.8%	55.4%	51.7%	56.5%	35.7%	44.4%	53.4%	65.6%	55.4%	41.8%	37.5%	45.2%	46.0%	54.7%
	not so good/poor	48.4%	50.6%	50.0%	39.1%	41.4%	43.5%	60.7%	51.1%	45.4%	31.2%	43.2%	56.7%	62.5%	54.8%	50.7%	43.3%
24. entertainment options	excellent	0.0%	2.4%	3.3%	7.6%	3.4%	4.3%	7.1%	0.0%	4.6%	10.9%	1.4%	3.0%	0.0%	0.7%	7.3%	
	good	35.5%	16.9%	28.9%	34.8%	20.7%	26.1%	28.6%	26.7%	29.3%	31.2%	31.1%	25.4%	25.0%	16.1%	22.7%	32.7%
	not so good	38.7%	56.6%	38.9%	29.3%	62.1%	56.5%	28.6%	33.3%	39.7%	32.8%	40.5%	43.3%	45.8%	41.9%	44.0%	38.0%
	poor	25.8%	22.9%	24.4%	20.7%	13.8%	13.0%	28.6%	35.6%	22.4%	18.8%	21.6%	28.4%	29.2%	35.5%	28.7%	18.0%
	other, don't know	0.0%	1.2%	4.4%	7.6%	0.0%	0.0%	7.1%	4.4%	4.0%	6.2%	5.4%	0.0%	0.0%	6.5%	4.0%	4.0%
	excellent/good	35.5%	19.3%	32.2%	42.4%	24.1%	30.4%	35.7%	26.7%	33.9%	42.2%	32.4%	28.4%	25.0%	16.1%	23.3%	40.0%
	not so good/poor	64.5%	79.5%	63.3%	50.0%	75.9%	69.6%	57.1%	68.9%	62.1%	51.6%	62.2%	71.6%	75.0%	77.4%	72.7%	56.0%
25. condition of streets	excellent	3.2%	4.8%	14.4%	7.6%	3.4%	17.4%	3.6%	6.7%	9.2%	7.8%	6.8%	11.9%	12.5%	9.7%	8.0%	8.7%
	good	74.2%	73.5%	63.3%	71.7%	79.3%	69.6%	64.3%	68.9%	70.1%	70.3%	66.2%	68.7%	66.7%	71.0%	71.3%	69.3%
	not so good	12.9%	15.7%	15.6%	13.0%	10.3%	8.7%	21.4%	11.1%	15.5%	14.1%	18.9%	13.4%	8.3%	12.9%	14.0%	14.7%
	poor	9.7%	6.0%	6.7%	7.6%	6.9%	4.3%	10.7%	13.3%	5.2%	7.8%	8.1%	6.0%	12.5%	6.5%	6.7%	7.3%
	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%
	excellent/good	77.4%	78.3%	77.8%	79.3%	82.8%	87.0%	67.9%	75.6%	79.3%	78.1%	73.0%	80.6%	79.2%	80.6%	79.3%	78.0%
	not so good/poor	22.6%	21.7%	22.2%	20.7%	17.2%	13.0%	32.1%	24.4%	20.7%	21.9%	27.0%	19.4%	20.8%	19.4%	20.7%	22.0%

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
26. condition of sidewalks	excellent	6.5%	13.3%	15.6%	12.0%	6.9%	8.7%	7.1%	6.7%	16.7%	10.9%	12.2%	16.4%	12.5%	19.4%	12.0%	13.3%
	good	71.0%	65.1%	71.1%	67.4%	82.8%	56.5%	75.0%	77.8%	64.4%	68.8%	70.3%	56.7%	83.3%	64.5%	67.3%	69.3%
	not so good	12.9%	15.7%	6.7%	10.9%	3.4%	34.8%	10.7%	8.9%	9.8%	12.5%	10.8%	17.9%	0.0%	6.5%	11.3%	10.7%
	poor	6.5%	3.6%	4.4%	5.4%	3.4%	0.0%	3.6%	4.4%	5.7%	3.1%	2.7%	7.5%	4.2%	6.5%	6.7%	2.7%
	other, don't know	3.2%	2.4%	2.2%	4.3%	3.4%	0.0%	3.6%	2.2%	3.4%	4.7%	4.1%	1.5%	0.0%	3.2%	2.7%	4.0%
	excellent/good	77.4%	78.3%	86.7%	79.3%	89.7%	65.2%	82.1%	84.4%	81.0%	79.7%	82.4%	73.1%	95.8%	83.9%	79.3%	82.7%
	not so good/poor	19.4%	19.3%	11.1%	16.3%	6.9%	34.8%	14.3%	13.3%	15.5%	15.6%	13.5%	25.4%	4.2%	12.9%	18.0%	13.3%
27. safety and security	excellent	3.2%	16.9%	15.6%	13.0%	10.3%	21.7%	3.6%	13.3%	14.9%	7.8%	16.2%	17.9%	4.2%	22.6%	15.3%	12.0%
	good	77.4%	59.0%	67.8%	70.7%	72.4%	65.2%	71.4%	68.9%	66.1%	67.2%	64.9%	61.2%	87.5%	74.2%	65.3%	69.3%
	not so good	6.5%	14.5%	10.0%	5.4%	6.9%	4.3%	14.3%	6.7%	10.9%	10.9%	8.1%	11.9%	8.3%	0.0%	8.7%	10.7%
	poor	6.5%	7.2%	5.6%	6.5%	10.3%	0.0%	10.7%	8.9%	5.2%	10.9%	5.4%	7.5%	0.0%	3.2%	7.3%	5.3%
	other, don't know	6.5%	2.4%	1.1%	4.3%	0.0%	8.7%	0.0%	2.2%	2.9%	3.1%	5.4%	1.5%	0.0%	0.0%	3.3%	2.7%
	excellent/good	80.6%	75.9%	83.3%	83.7%	82.8%	87.0%	75.0%	82.2%	81.0%	75.0%	81.1%	79.1%	91.7%	96.8%	80.7%	81.3%
	not so good/poor	12.9%	21.7%	15.6%	12.0%	17.2%	4.3%	25.0%	15.6%	16.1%	21.9%	13.5%	19.4%	8.3%	3.2%	16.0%	16.0%
28. condition of buildings	excellent	0.0%	2.4%	4.4%	7.6%	0.0%	0.0%	0.0%	4.4%	6.3%	4.7%	2.7%	6.0%	0.0%	9.7%	4.7%	4.0%
	good	41.9%	39.8%	33.3%	52.2%	55.2%	47.8%	50.0%	33.3%	40.8%	42.2%	47.3%	31.3%	50.0%	41.9%	38.7%	46.0%
	not so good	35.5%	38.6%	47.8%	25.0%	37.9%	34.8%	32.1%	33.3%	37.9%	31.2%	35.1%	49.3%	25.0%	35.5%	34.7%	38.0%
	poor	19.4%	16.9%	14.4%	10.9%	3.4%	8.7%	17.9%	26.7%	13.8%	21.9%	12.2%	13.4%	25.0%	12.9%	20.0%	9.3%
	other, don't know	3.2%	2.4%	0.0%	4.3%	3.4%	8.7%	0.0%	2.2%	1.1%	0.0%	2.7%	0.0%	0.0%	0.0%	2.0%	2.7%
	excellent/good	41.9%	42.2%	37.8%	59.8%	55.2%	47.8%	50.0%	37.8%	41.1%	46.9%	50.0%	37.3%	50.0%	51.6%	43.3%	50.0%
	not so good/poor	54.8%	55.4%	62.2%	35.9%	41.4%	43.5%	50.0%	60.0%	51.7%	53.1%	47.3%	62.7%	50.0%	48.4%	54.7%	47.3%
29. How important would you say it is that Clinton work to retain its downtown's historic character? Would you say it is very important, somewhat, not very or not at all important?	very	58.1%	43.4%	55.6%	62.0%	62.1%	39.1%	42.9%	55.6%	56.9%	57.8%	58.1%	44.8%	62.5%	61.3%	50.0%	58.7%
	somewhat	29.0%	44.6%	37.8%	31.5%	27.6%	43.5%	42.9%	28.9%	39.1%	34.4%	31.1%	49.3%	25.0%	32.3%	40.7%	33.3%
	not very	6.5%	6.0%	3.3%	4.3%	10.3%	8.7%	3.6%	8.9%	2.3%	4.7%	6.8%	4.5%	4.2%	3.2%	4.0%	5.3%
	not at all	0.0%	3.6%	2.2%	1.1%	0.0%	4.3%	7.1%	2.2%	1.1%	1.6%	2.7%	0.0%	4.2%	3.2%	2.7%	1.3%
	other, don't know	6.5%	2.4%	1.1%	1.1%	0.0%	4.3%	3.6%	4.4%	0.6%	1.6%	1.4%	1.5%	4.2%	0.0%	2.7%	1.3%
	very/somewhat	87.1%	88.0%	93.3%	93.5%	89.7%	82.6%	85.7%	84.4%	96.0%	92.2%	89.2%	94.0%	87.5%	93.5%	90.7%	92.0%
	not very/not at all	6.5%	9.6%	5.6%	5.4%	10.3%	13.0%	10.7%	11.1%	3.4%	6.2%	9.5%	4.5%	8.3%	6.5%	6.7%	6.7%
30. lodging such as hotel, motel or bed and breakfast	1 = Very Low priority	41.9%	26.5%	31.1%	34.8%	31.0%	34.8%	35.7%	26.7%	32.2%	25.0%	29.7%	32.8%	33.3%	38.7%	33.3%	30.0%
	2	16.1%	24.1%	20.0%	17.4%	20.7%	8.7%	21.4%	28.9%	19.0%	21.9%	21.6%	20.9%	12.5%	29.0%	20.7%	19.3%
	3	16.1%	20.5%	16.7%	16.3%	6.9%	34.8%	14.3%	15.6%	18.4%	18.8%	23.0%	16.4%	20.8%	12.9%	16.0%	19.3%
	4	22.6%	14.5%	16.7%	12.0%	20.7%	17.4%	7.1%	20.0%	13.8%	14.1%	14.9%	17.9%	16.7%	12.9%	14.7%	15.3%
	5 = Very High priority	3.2%	10.8%	13.3%	12.0%	17.2%	0.0%	17.9%	4.4%	12.6%	15.6%	9.5%	9.0%	8.3%	6.5%	10.7%	12.0%
	Other, don't know	0.0%	3.6%	2.2%	7.6%	3.4%	4.3%	3.6%	4.4%	4.0%	4.7%	1.4%	3.0%	8.3%	0.0%	4.7%	4.0%
	total low priority	58.1%	50.6%	51.1%	52.2%	51.7%	43.5%	57.1%	55.6%	51.1%	46.9%	51.4%	53.7%	45.8%	67.7%	54.0%	49.3%
total high priority	25.8%	25.3%	30.0%	23.9%	37.9%	17.4%	25.0%	24.4%	26.4%	29.7%	24.3%	26.9%	25.0%	19.4%	25.3%	27.3%	

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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	\$25to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
31. family or casual style dining	1 = Very Low priority	3.2%	8.4%	5.6%	13.0%	3.4%	4.3%	14.3%	13.3%	8.0%	18.8%	6.8%	3.0%	4.2%	0.0%	9.3%	8.7%
	2	3.2%	2.4%	5.6%	6.5%	3.4%	4.3%	7.1%	4.4%	4.6%	7.8%	4.1%	1.5%	0.0%	9.7%	5.3%	4.0%
	3	9.7%	21.7%	25.6%	25.0%	20.7%	26.1%	17.9%	20.0%	24.7%	25.0%	17.6%	31.3%	25.0%	16.1%	23.3%	22.7%
	4	45.2%	36.1%	24.4%	27.2%	34.5%	39.1%	32.1%	33.3%	27.6%	23.4%	47.3%	26.9%	16.7%	38.7%	32.0%	28.7%
	5 = Very High priority	35.5%	26.5%	36.7%	22.8%	31.0%	21.7%	25.0%	26.7%	31.0%	20.3%	23.0%	35.8%	41.7%	35.5%	23.3%	34.7%
	Other, don't know	3.2%	4.8%	2.2%	5.4%	6.9%	4.3%	3.6%	2.2%	4.0%	4.7%	1.4%	1.5%	12.5%	0.0%	6.7%	1.3%
	total low priority	6.5%	10.8%	11.1%	19.6%	6.9%	8.7%	21.4%	17.8%	12.6%	26.6%	10.8%	4.5%	4.2%	9.7%	14.7%	12.7%
total high priority	80.6%	62.7%	61.1%	50.0%	65.5%	60.9%	57.1%	60.0%	58.6%	43.8%	70.3%	62.7%	58.3%	74.2%	55.3%	63.3%	
32. fine dining	1 = Very Low priority	9.7%	13.3%	10.0%	18.5%	0.0%	8.7%	14.3%	13.3%	16.1%	17.2%	16.2%	14.9%	4.2%	3.2%	12.7%	14.7%
	2	16.1%	12.0%	8.9%	6.5%	6.9%	8.7%	10.7%	11.1%	10.3%	17.2%	9.5%	10.4%	8.3%	6.5%	8.7%	11.3%
	3	22.6%	22.9%	18.9%	26.1%	17.2%	26.1%	28.6%	26.7%	21.8%	26.6%	20.3%	23.9%	25.0%	19.4%	24.0%	22.0%
	4	19.4%	22.9%	31.1%	17.4%	41.4%	30.4%	17.9%	28.9%	18.4%	14.1%	31.1%	19.4%	20.8%	41.9%	26.7%	19.3%
	5 = Very High priority	32.3%	22.9%	28.9%	22.8%	31.0%	17.4%	28.6%	17.8%	20.0%	18.8%	21.6%	31.3%	29.2%	29.0%	22.7%	28.0%
	Other, don't know	0.0%	6.0%	2.2%	8.7%	3.4%	8.7%	0.0%	2.2%	6.3%	6.2%	1.4%	0.0%	12.5%	0.0%	5.3%	4.7%
	total low priority	25.8%	25.3%	18.9%	25.0%	6.9%	17.4%	25.0%	24.4%	26.4%	34.4%	25.7%	25.4%	12.5%	9.7%	21.3%	26.0%
total high priority	51.6%	45.8%	60.0%	40.2%	72.4%	47.8%	46.4%	46.7%	45.4%	32.8%	52.7%	50.7%	50.0%	71.0%	49.3%	47.3%	
33. outdoor dining	1 = Very Low priority	12.9%	12.0%	24.4%	30.4%	13.8%	13.0%	17.9%	17.8%	27.0%	23.4%	20.3%	20.9%	20.8%	6.5%	22.7%	22.0%
	2	9.7%	21.7%	16.7%	25.0%	6.9%	8.7%	25.0%	24.4%	21.8%	20.3%	24.3%	16.4%	20.8%	25.8%	22.7%	17.3%
	3	25.8%	24.1%	22.2%	15.2%	27.6%	39.1%	17.9%	22.2%	17.2%	25.0%	21.6%	22.4%	8.3%	22.6%	21.3%	20.0%
	4	19.4%	20.5%	15.6%	13.0%	17.2%	13.0%	14.3%	20.0%	16.1%	6.2%	17.6%	19.4%	20.8%	29.0%	16.0%	16.7%
	5 = Very High priority	25.8%	18.1%	18.9%	6.5%	27.6%	17.4%	21.4%	11.1%	13.2%	17.2%	14.9%	16.7%	16.1%	16.1%	10.7%	20.0%
	Other, don't know	6.5%	3.6%	2.2%	9.8%	6.9%	8.7%	3.6%	4.4%	4.6%	7.8%	1.4%	3.0%	12.5%	0.0%	6.7%	4.0%
	total low priority	22.6%	33.7%	41.1%	55.4%	20.7%	21.7%	42.9%	42.2%	48.9%	43.8%	44.6%	37.3%	41.7%	32.3%	45.3%	39.3%
total high priority	45.2%	38.6%	34.4%	19.6%	44.8%	30.4%	35.7%	31.1%	29.3%	23.4%	32.4%	37.3%	37.5%	45.2%	26.7%	36.7%	
34. ice cream shop/soda fountain	1 = Very Low priority	9.7%	13.3%	18.9%	14.1%	6.9%	8.7%	17.9%	15.6%	17.2%	14.1%	12.2%	14.9%	12.5%	19.4%	15.3%	16.0%
	2	6.5%	14.5%	8.9%	20.7%	3.4%	13.0%	21.4%	15.6%	13.8%	20.3%	9.5%	14.9%	8.3%	19.4%	16.7%	10.7%
	3	35.5%	32.5%	27.8%	27.2%	37.9%	26.1%	35.7%	26.7%	28.7%	29.7%	33.8%	31.3%	29.2%	22.6%	28.7%	30.7%
	4	32.3%	18.1%	23.3%	15.2%	31.0%	30.4%	10.7%	20.0%	18.4%	10.9%	36.5%	16.4%	25.0%	19.4%	20.7%	19.3%
	5 = Very High priority	16.1%	16.9%	18.9%	14.1%	13.8%	17.4%	10.7%	17.8%	17.2%	20.3%	6.8%	19.4%	12.5%	19.4%	12.0%	20.7%
	Other, don't know	0.0%	4.8%	2.2%	8.7%	6.9%	4.3%	3.6%	4.4%	4.6%	4.7%	1.4%	3.0%	12.5%	0.0%	6.7%	2.7%
	total low priority	16.1%	27.7%	27.8%	34.8%	10.3%	21.7%	39.3%	31.1%	31.0%	34.4%	21.6%	29.9%	20.8%	38.7%	32.0%	26.7%
total high priority	48.4%	34.9%	42.2%	29.3%	44.8%	47.8%	21.4%	37.8%	35.6%	31.2%	43.2%	35.8%	37.5%	38.7%	32.7%	40.0%	
35. upscale specialty shops	1 = Very Low priority	19.4%	21.7%	17.8%	23.9%	17.2%	8.7%	25.0%	22.2%	22.4%	34.4%	14.9%	19.4%	12.5%	12.9%	20.0%	22.7%
	2	16.1%	10.8%	14.4%	16.3%	13.8%	17.4%	14.3%	15.6%	13.2%	12.5%	17.6%	13.4%	8.3%	16.1%	14.7%	13.3%
	3	41.9%	31.3%	30.0%	27.2%	31.0%	26.1%	32.1%	24.4%	32.2%	21.9%	33.8%	34.3%	29.2%	45.2%	34.7%	26.0%
	4	9.7%	15.7%	25.6%	12.0%	20.7%	34.8%	3.6%	15.6%	16.1%	12.5%	21.6%	14.9%	20.8%	19.4%	14.0%	19.3%
	5 = Very High priority	9.7%	14.5%	11.1%	8.7%	13.8%	4.3%	21.4%	17.8%	9.2%	14.1%	8.1%	13.4%	16.7%	6.5%	9.3%	14.0%
	Other, don't know	3.2%	6.0%	1.1%	12.0%	3.4%	8.7%	3.6%	4.4%	6.9%	4.7%	4.1%	4.5%	12.5%	0.0%	7.3%	4.7%
	total low priority	35.5%	32.5%	32.2%	40.2%	31.0%	26.1%	39.3%	37.8%	35.6%	46.9%	32.4%	32.8%	20.8%	29.0%	34.7%	36.0%
total high priority	19.4%	30.1%	36.7%	20.7%	34.5%	39.1%	25.0%	33.3%	25.3%	26.6%	29.7%	28.4%	37.5%	25.8%	23.3%	33.3%	

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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	\$25to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
36. antique shops	1 = Very Low priority	29.0%	26.5%	25.6%	30.4%	27.6%	21.7%	50.0%	28.9%	24.7%	31.2%	21.6%	19.4%	20.8%	38.7%	29.3%	26.0%
	2	25.8%	19.3%	23.3%	20.7%	24.1%	21.7%	21.4%	20.0%	21.8%	29.7%	20.3%	22.4%	16.7%	32.3%	22.0%	21.3%
	3	22.6%	24.1%	16.7%	23.9%	20.7%	13.0%	17.9%	33.3%	20.7%	15.6%	29.7%	23.9%	29.2%	16.1%	24.0%	19.3%
	4	12.9%	14.5%	14.4%	12.0%	13.8%	21.7%	7.1%	8.9%	14.4%	12.5%	17.6%	11.9%	16.7%	3.2%	13.3%	13.3%
	5 = Very High priority	6.5%	10.8%	16.7%	5.4%	6.9%	13.0%	3.6%	4.4%	12.6%	6.2%	9.5%	19.4%	4.2%	9.7%	4.0%	16.7%
	Other, don't know	3.2%	4.8%	3.3%	7.6%	6.9%	8.7%	0.0%	4.4%	5.7%	4.7%	1.4%	3.0%	12.5%	0.0%	7.3%	3.3%
	total low priority	54.8%	45.8%	48.9%	51.1%	51.7%	43.5%	71.4%	48.9%	46.6%	60.9%	41.9%	41.8%	37.5%	71.0%	51.3%	47.3%
total high priority	19.4%	25.3%	31.1%	17.4%	20.7%	34.8%	10.7%	13.3%	27.0%	18.8%	27.0%	31.3%	20.8%	12.9%	17.3%	30.0%	
37. art galleries and shops	1 = Very Low priority	19.4%	14.5%	17.8%	26.1%	20.7%	17.4%	21.4%	17.8%	19.5%	20.3%	12.2%	11.9%	16.7%	25.8%	18.7%	20.7%
	2	19.4%	16.9%	17.8%	25.0%	17.2%	13.0%	10.7%	8.9%	25.9%	23.4%	20.3%	17.9%	0.0%	32.3%	23.3%	16.7%
	3	29.0%	27.7%	28.9%	20.7%	24.1%	30.4%	32.1%	24.4%	24.7%	28.1%	33.8%	26.9%	37.5%	22.6%	26.0%	25.3%
	4	16.1%	22.9%	21.1%	13.0%	24.1%	13.0%	14.3%	33.3%	14.9%	14.1%	24.3%	23.9%	16.7%	12.9%	17.3%	19.3%
	5 = Very High priority	9.7%	10.8%	12.2%	6.5%	10.3%	17.4%	14.3%	11.1%	8.0%	10.9%	6.8%	11.9%	12.5%	6.5%	5.3%	14.7%
	Other, don't know	6.5%	7.2%	2.2%	8.7%	3.4%	8.7%	7.1%	4.4%	6.9%	3.1%	2.7%	7.5%	16.7%	0.0%	9.3%	3.3%
	total low priority	38.7%	31.3%	35.6%	51.1%	37.9%	30.4%	32.1%	26.7%	45.4%	43.8%	32.4%	29.9%	16.7%	58.1%	42.0%	37.3%
total high priority	25.8%	33.7%	33.3%	19.6%	34.5%	30.4%	28.6%	44.4%	23.0%	25.0%	31.1%	35.8%	29.2%	19.4%	22.7%	34.0%	
38. shoe store	1 = Very Low priority	16.1%	15.7%	14.4%	17.4%	24.1%	8.7%	17.9%	17.8%	14.9%	15.6%	18.9%	14.9%	12.5%	19.4%	19.3%	12.7%
	2	12.9%	10.8%	17.8%	12.0%	13.8%	13.0%	10.7%	11.1%	14.4%	18.8%	12.2%	9.0%	8.3%	25.8%	14.7%	12.0%
	3	29.0%	28.9%	18.9%	21.7%	20.7%	34.8%	32.1%	22.2%	22.4%	29.7%	20.3%	29.9%	25.0%	19.4%	27.3%	20.7%
	4	19.4%	22.9%	25.6%	21.7%	20.7%	26.1%	17.9%	28.9%	21.8%	12.5%	31.1%	22.4%	25.0%	22.6%	20.0%	25.3%
	5 = Very High priority	16.1%	18.1%	22.2%	19.6%	17.2%	13.0%	17.9%	15.6%	22.4%	18.8%	17.6%	19.4%	20.8%	12.9%	13.3%	26.0%
	Other, don't know	6.5%	3.6%	1.1%	7.6%	3.4%	4.3%	3.6%	4.4%	4.0%	4.7%	0.0%	4.5%	8.3%	0.0%	5.3%	3.3%
	total low priority	29.0%	26.5%	32.2%	29.3%	37.9%	21.7%	28.6%	28.9%	29.3%	34.4%	31.1%	23.9%	20.8%	45.2%	34.0%	24.7%
total high priority	35.5%	41.0%	47.8%	41.3%	37.9%	39.1%	35.7%	44.4%	44.3%	31.2%	48.6%	41.8%	45.8%	35.5%	33.3%	51.3%	
39. outdoor sporting good store	1 = Very Low priority	19.4%	9.6%	23.3%	20.7%	17.2%	8.7%	21.4%	15.6%	20.1%	21.9%	16.2%	17.9%	12.5%	12.9%	15.3%	21.3%
	2	0.0%	9.6%	18.9%	23.9%	10.3%	26.1%	14.3%	13.3%	16.7%	21.9%	18.9%	7.5%	16.7%	19.4%	14.0%	18.0%
	3	25.8%	32.5%	22.2%	25.0%	20.7%	26.1%	32.1%	22.2%	28.2%	28.1%	18.9%	37.3%	20.8%	35.5%	26.7%	26.7%
	4	32.3%	21.7%	25.6%	10.9%	31.0%	8.7%	14.3%	33.3%	17.8%	10.9%	29.7%	23.9%	16.7%	19.4%	23.3%	17.3%
	5 = Very High priority	19.4%	20.5%	8.9%	12.0%	17.2%	21.7%	14.3%	11.1%	13.2%	15.6%	14.9%	11.9%	16.7%	12.9%	14.7%	13.3%
	Other, don't know	3.2%	6.0%	1.1%	7.6%	3.4%	8.7%	3.6%	4.4%	4.0%	1.6%	1.4%	1.5%	16.7%	0.0%	6.0%	3.3%
	total low priority	19.4%	19.3%	42.2%	44.6%	27.6%	34.8%	35.7%	28.9%	36.8%	43.8%	35.1%	25.4%	29.2%	32.3%	29.3%	39.3%
total high priority	51.6%	42.2%	34.4%	22.8%	48.3%	30.4%	28.6%	44.4%	31.0%	26.6%	44.6%	35.8%	33.3%	32.3%	38.0%	30.7%	
40. clothing stores	1 = Very Low priority	16.1%	10.8%	8.9%	7.6%	6.9%	0.0%	28.6%	8.9%	8.6%	15.6%	9.5%	9.0%	8.3%	3.2%	13.3%	6.0%
	2	6.5%	6.0%	8.9%	9.8%	0.0%	21.7%	3.6%	8.9%	8.0%	7.8%	12.2%	9.0%	0.0%	6.5%	9.3%	6.7%
	3	16.1%	25.3%	12.2%	23.9%	17.2%	13.0%	25.0%	20.0%	21.3%	21.9%	9.5%	26.9%	25.0%	25.8%	22.7%	18.0%
	4	29.0%	33.7%	32.2%	18.5%	31.0%	21.7%	28.6%	37.8%	25.9%	26.6%	37.8%	22.4%	20.8%	25.8%	30.0%	26.0%
	5 = Very High priority	29.0%	19.3%	36.7%	31.5%	41.4%	39.1%	10.7%	20.0%	31.6%	25.0%	28.4%	29.9%	33.3%	38.7%	18.7%	40.0%
	Other, don't know	3.2%	4.8%	1.1%	8.7%	3.4%	4.3%	3.6%	4.4%	4.6%	3.1%	2.7%	3.0%	12.5%	0.0%	6.0%	3.3%
	total low priority	22.6%	16.9%	17.8%	17.4%	6.9%	21.7%	32.1%	17.8%	16.7%	23.4%	21.6%	17.0%	8.3%	9.7%	22.7%	12.7%
total high priority	58.1%	53.0%	68.9%	50.0%	72.4%	60.9%	39.3%	57.8%	57.5%	51.6%	66.2%	52.2%	54.2%	64.5%	48.7%	66.0%	

		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	\$25to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
41. attractions aimed at teenagers such as an arcade or skating rink	1 = Very Low priority	3.2%	14.5%	15.6%	23.9%	20.7%	26.1%	14.3%	17.8%	14.4%	15.6%	20.3%	10.4%	20.8%	12.9%	16.0%	16.7%
	2	0.0%	9.6%	11.1%	7.6%	3.4%	8.7%	10.7%	8.9%	8.6%	10.9%	9.5%	6.0%	12.5%	12.9%	10.0%	6.7%
	3	22.6%	15.7%	10.0%	20.7%	6.9%	26.1%	17.9%	8.9%	18.4%	17.2%	13.5%	22.4%	20.8%	9.7%	14.0%	18.7%
	4	22.6%	26.5%	31.1%	21.7%	48.3%	13.0%	25.0%	28.9%	23.6%	17.2%	28.4%	32.8%	16.7%	41.9%	27.3%	24.7%
	5 = Very High priority	48.4%	31.3%	31.1%	20.7%	17.2%	17.4%	25.0%	33.3%	32.2%	37.5%	28.4%	25.4%	16.7%	22.6%	26.7%	32.0%
	Other, don't know	3.2%	2.4%	1.1%	5.4%	3.4%	8.7%	7.1%	2.2%	2.9%	1.6%	0.0%	3.0%	12.5%	0.0%	6.0%	1.3%
	total low priority	3.2%	24.1%	26.7%	31.5%	24.1%	34.8%	25.0%	26.7%	23.0%	26.6%	29.7%	16.4%	33.3%	25.8%	26.0%	23.3%
total high priority	71.0%	57.8%	62.2%	42.4%	65.5%	30.4%	50.0%	62.2%	55.7%	54.7%	56.8%	58.2%	33.3%	64.5%	54.0%	56.7%	
42. bars/nightclubs	1 = Very Low priority	45.2%	48.2%	43.3%	67.4%	51.7%	39.1%	64.3%	55.6%	52.3%	64.1%	45.9%	44.8%	58.3%	41.9%	52.0%	54.0%
	2	9.7%	19.3%	21.1%	13.0%	10.3%	13.0%	7.1%	17.8%	19.5%	14.1%	24.3%	14.9%	16.7%	25.8%	16.7%	16.7%
	3	19.4%	16.9%	22.2%	9.8%	17.2%	21.7%	10.7%	17.8%	16.1%	6.2%	16.2%	31.3%	16.7%	16.1%	16.7%	16.0%
	4	9.7%	7.2%	6.7%	1.1%	17.2%	8.7%	10.7%	4.4%	2.3%	3.1%	6.8%	3.0%	4.2%	9.7%	4.7%	6.0%
	5 = Very High priority	9.7%	6.0%	3.3%	3.3%	3.4%	13.0%	3.6%	2.2%	4.6%	4.7%	6.8%	3.0%	0.0%	6.5%	6.0%	3.3%
	Other, don't know	6.5%	2.4%	3.3%	5.4%	0.0%	4.3%	3.6%	2.2%	5.2%	7.8%	0.0%	3.0%	4.2%	0.0%	4.0%	4.0%
	total low priority	54.8%	67.5%	64.4%	80.4%	62.1%	52.2%	71.4%	73.3%	71.8%	78.1%	70.3%	59.7%	75.0%	67.7%	68.7%	70.7%
total high priority	19.4%	13.3%	10.0%	4.3%	20.7%	21.7%	14.3%	6.7%	6.9%	7.8%	13.5%	6.0%	4.2%	16.1%	10.7%	9.3%	
43. bookstore	1 = Very Low priority	6.5%	7.2%	11.1%	17.4%	3.4%	8.7%	17.9%	8.9%	13.8%	14.1%	10.8%	10.4%	4.2%	6.5%	11.3%	12.7%
	2	16.1%	10.8%	12.2%	8.7%	6.9%	21.7%	14.3%	4.4%	12.1%	10.9%	10.8%	10.4%	8.3%	19.4%	15.3%	7.3%
	3	25.8%	28.9%	20.0%	19.6%	37.9%	21.7%	10.7%	17.8%	23.6%	25.0%	24.3%	23.9%	20.8%	22.6%	26.7%	18.7%
	4	12.9%	21.7%	26.7%	18.5%	10.3%	13.0%	28.6%	35.6%	19.0%	10.9%	29.7%	20.9%	29.2%	19.4%	17.3%	24.7%
	5 = Very High priority	35.5%	24.1%	27.8%	29.3%	34.5%	30.4%	28.6%	26.7%	25.9%	32.8%	20.3%	31.3%	25.0%	32.3%	21.3%	34.0%
	Other, don't know	3.2%	7.2%	2.2%	6.5%	6.9%	4.3%	0.0%	6.7%	5.7%	6.2%	4.1%	3.0%	12.5%	0.0%	8.0%	2.7%
	total low priority	22.6%	18.1%	23.3%	26.1%	10.3%	30.4%	32.1%	13.3%	25.9%	25.0%	21.6%	20.9%	12.5%	25.8%	26.7%	20.0%
total high priority	48.4%	45.8%	54.4%	47.8%	44.8%	43.5%	57.1%	62.2%	44.8%	43.8%	50.0%	52.2%	54.2%	51.6%	38.7%	58.7%	
44. specialty grocery store	1 = Very Low priority	25.8%	19.3%	18.9%	29.3%	13.8%	39.1%	32.1%	24.4%	21.8%	20.3%	23.0%	25.4%	29.2%	6.5%	25.3%	22.0%
	2	9.7%	18.1%	12.2%	20.7%	17.2%	0.0%	17.9%	11.1%	19.0%	25.0%	13.5%	11.9%	4.2%	25.8%	18.7%	13.3%
	3	35.5%	22.9%	26.7%	22.8%	24.1%	39.1%	21.4%	26.7%	23.6%	21.9%	35.1%	16.4%	29.2%	38.7%	25.3%	24.7%
	4	12.9%	16.9%	25.6%	5.4%	13.8%	13.0%	17.9%	13.3%	16.1%	10.9%	14.9%	23.9%	16.7%	19.4%	11.3%	19.3%
	5 = Very High priority	9.7%	18.1%	13.3%	15.2%	24.1%	0.0%	7.1%	22.2%	14.9%	18.8%	12.2%	16.4%	8.3%	9.7%	12.7%	17.3%
	Other, don't know	6.5%	4.8%	3.3%	6.5%	6.9%	8.7%	3.6%	2.2%	4.6%	3.1%	1.4%	6.0%	12.5%	0.0%	6.7%	3.3%
	total low priority	35.5%	37.3%	31.1%	50.0%	31.0%	39.1%	50.0%	35.6%	40.8%	45.3%	36.5%	37.3%	33.3%	32.3%	44.0%	35.3%
total high priority	22.6%	34.9%	38.9%	20.7%	37.9%	13.0%	25.0%	35.6%	31.0%	29.7%	27.0%	40.3%	25.0%	29.0%	24.0%	36.7%	
45. art supply and crafts store	1 = Very Low priority	12.9%	13.3%	14.4%	19.6%	13.8%	17.4%	14.3%	13.3%	16.1%	14.1%	9.5%	16.4%	8.3%	19.4%	17.3%	13.3%
	2	12.9%	20.5%	22.2%	13.0%	20.7%	21.7%	21.4%	20.0%	16.1%	15.6%	23.0%	16.1%	25.0%	32.3%	28.0%	8.0%
	3	29.0%	22.9%	22.2%	31.5%	17.2%	13.0%	17.9%	22.2%	31.6%	26.6%	31.1%	28.4%	12.5%	38.7%	22.0%	30.0%
	4	25.8%	24.1%	22.2%	15.2%	20.7%	26.1%	28.6%	22.2%	18.4%	23.4%	18.9%	22.4%	29.2%	9.7%	16.0%	25.3%
	5 = Very High priority	16.1%	12.0%	14.4%	13.0%	24.1%	13.0%	14.3%	15.6%	11.5%	17.2%	13.5%	8.3%	0.0%	7.3%	20.0%	20.0%
	Other, don't know	3.2%	7.2%	4.4%	7.6%	3.4%	8.7%	3.6%	6.7%	6.3%	3.1%	4.1%	4.5%	16.7%	0.0%	9.3%	3.3%
	total low priority	25.8%	33.7%	36.7%	32.6%	34.5%	39.1%	35.7%	33.3%	32.2%	29.7%	32.4%	29.9%	33.3%	51.6%	45.3%	21.3%
total high priority	41.9%	36.1%	36.7%	28.3%	44.8%	39.1%	42.9%	37.8%	29.9%	40.6%	32.4%	37.3%	37.5%	9.7%	23.3%	45.3%	

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

Clinton, 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	\$25to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
46. hardware store	1 = Very Low priority	12.9%	13.3%	18.9%	20.7%	13.8%	21.7%	17.9%	15.6%	17.8%	14.1%	8.1%	19.4%	16.7%	19.4%	18.0%	16.7%
	2	12.9%	15.7%	21.1%	17.4%	10.3%	17.4%	21.4%	24.4%	16.1%	21.9%	17.6%	14.9%	25.0%	22.6%	16.0%	18.7%
	3	25.8%	22.9%	18.9%	21.7%	24.1%	30.4%	10.7%	20.0%	22.4%	15.6%	25.7%	31.3%	16.7%	19.4%	21.3%	22.0%
	4	22.6%	19.3%	22.2%	20.7%	27.6%	13.0%	21.4%	22.2%	20.7%	18.8%	29.7%	14.9%	29.2%	19.4%	18.0%	24.0%
	5 = Very High priority	19.4%	24.1%	17.8%	14.1%	20.7%	13.0%	28.6%	15.6%	17.8%	23.4%	17.6%	17.9%	4.2%	19.4%	22.0%	15.3%
	Other, don't know	6.5%	4.8%	1.1%	5.4%	3.4%	4.3%	0.0%	2.2%	5.2%	6.2%	1.4%	1.5%	8.3%	0.0%	4.7%	3.3%
	total low priority	25.8%	28.9%	40.0%	38.0%	24.1%	39.1%	39.3%	40.0%	33.9%	35.9%	25.7%	34.3%	41.7%	41.9%	34.0%	35.3%
total high priority	41.9%	43.4%	40.0%	34.8%	48.3%	26.1%	50.0%	37.8%	38.5%	42.2%	47.3%	32.8%	33.3%	38.7%	40.0%	39.3%	

		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	\$25to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
47. Of the items listed above, what business would you most like to see in downtown Clinton?	Lodging such as hotel, motel or bed and breakfast	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.7%	0.0%
	Family or casual style dining	9.7%	4.8%	12.2%	13.0%	13.8%	13.0%	7.1%	8.9%	10.9%	10.9%	9.5%	17.9%	4.2%	6.5%	12.0%	9.3%
	Fine dining	6.5%	9.6%	13.3%	14.1%	20.7%	13.0%	17.9%	6.7%	10.3%	3.1%	9.5%	11.9%	20.8%	19.4%	14.0%	9.3%
	Outdoor dining	3.2%	3.6%	2.2%	2.2%	0.0%	8.7%	0.0%	6.7%	1.7%	1.6%	5.4%	0.0%	4.2%	3.2%	3.3%	2.0%
	Ice cream shop/soda fountain	0.0%	4.8%	1.1%	3.3%	3.4%	4.3%	3.6%	0.0%	2.9%	6.2%	1.4%	1.5%	0.0%	0.0%	1.3%	4.0%
	Upscale specialty shops	0.0%	2.4%	1.1%	2.2%	0.0%	0.0%	0.0%	2.2%	2.3%	0.0%	2.7%	1.5%	4.2%	3.2%	1.3%	2.0%
	Antique shops	3.2%	2.4%	3.3%	0.0%	0.0%	4.3%	0.0%	2.2%	2.3%	1.6%	1.4%	1.5%	4.2%	3.2%	0.0%	4.0%
	Art galleries and shops	3.2%	4.8%	0.0%	0.0%	0.0%	8.7%	3.6%	4.4%	0.0%	3.1%	1.4%	0.0%	4.2%	0.0%	2.0%	1.3%
	Shoe store	0.0%	0.0%	3.3%	3.3%	0.0%	0.0%	0.0%	4.4%	2.3%	1.6%	1.4%	1.5%	8.3%	0.0%	0.0%	4.0%
	Outdoor sporting good store	0.0%	6.0%	3.3%	1.1%	3.4%	8.7%	0.0%	0.0%	3.4%	3.1%	6.8%	3.0%	0.0%	0.0%	4.7%	1.3%
	Clothing stores	12.9%	6.0%	13.3%	17.4%	17.2%	13.0%	0.0%	6.7%	14.4%	9.4%	14.9%	10.4%	12.5%	16.1%	8.0%	16.7%
	Attraction aimed at teenagers such as an arcade or skating rink	38.7%	19.3%	15.6%	3.3%	10.3%	4.3%	10.7%	22.2%	16.1%	15.6%	16.2%	22.4%	4.2%	16.1%	18.7%	11.3%
	Bars/nightclubs	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	1.5%	0.0%	3.2%	1.3%	0.0%
	Bookstore	12.9%	4.8%	5.6%	4.3%	6.9%	4.3%	10.7%	6.7%	4.6%	6.2%	4.1%	7.5%	12.5%	6.5%	5.3%	6.0%
	Specialty grocery store	0.0%	2.4%	1.1%	5.4%	3.4%	0.0%	0.0%	0.0%	4.0%	3.1%	4.1%	0.0%	0.0%	0.0%	2.0%	3.3%
	Art supply and crafts store	3.2%	7.2%	7.8%	5.4%	10.3%	4.3%	10.7%	11.1%	4.0%	10.9%	2.7%	6.0%	4.2%	0.0%	1.3%	11.3%
	Hardware store	3.2%	7.2%	6.7%	4.3%	10.3%	0.0%	7.1%	2.2%	6.3%	3.1%	4.1%	7.5%	8.3%	6.5%	10.0%	1.3%
Other - Specify	3.2%	10.8%	10.0%	20.7%	0.0%	13.0%	28.6%	13.3%	13.2%	20.3%	13.5%	6.0%	8.3%	16.1%	14.0%	12.7%	

		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	\$25to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
48. adding green space	1 = Very Low priority	12.9%	20.5%	16.7%	29.3%	6.9%	21.7%	32.1%	26.7%	21.3%	20.3%	20.3%	19.4%	29.2%	25.8%	25.3%	18.0%
	2	12.9%	24.1%	23.3%	18.5%	20.7%	26.1%	10.7%	20.0%	22.4%	18.8%	24.3%	19.4%	20.8%	25.8%	20.7%	21.3%
	4	22.6%	15.7%	16.7%	10.9%	17.2%	21.7%	7.1%	13.3%	15.5%	10.9%	21.6%	19.4%	16.7%	9.7%	14.0%	16.0%
	5 = Very High priority	12.9%	14.5%	12.2%	6.5%	31.0%	4.3%	7.1%	11.1%	9.2%	14.1%	8.1%	11.9%	0.0%	6.5%	10.7%	11.3%
	3	32.3%	22.9%	26.7%	25.0%	17.2%	13.0%	39.3%	26.7%	25.9%	34.4%	21.6%	25.4%	25.0%	32.3%	23.3%	27.3%
	Other, don't know	6.5%	2.4%	4.4%	9.8%	6.9%	13.0%	3.6%	2.2%	5.7%	1.6%	4.1%	4.5%	8.3%	0.0%	6.0%	6.0%
	total low priority	25.8%	44.6%	40.0%	47.8%	27.6%	47.8%	42.9%	46.7%	43.7%	39.1%	44.6%	38.8%	50.0%	51.6%	46.0%	39.3%
total high priority	67.7%	53.0%	55.6%	42.4%	65.5%	39.1%	53.6%	51.1%	50.6%	59.4%	51.4%	56.7%	41.7%	48.4%	48.0%	54.7%	

		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	\$25to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
49. improving lighting	1 = Very Low priority	12.9%	13.3%	18.9%	15.2%	10.3%	8.7%	17.9%	15.6%	17.2%	14.1%	16.2%	11.9%	16.7%	19.4%	19.3%	12.7%
	2	12.9%	14.5%	18.9%	19.6%	10.3%	17.4%	25.0%	15.6%	17.8%	21.9%	16.2%	20.9%	12.5%	16.1%	17.3%	17.3%
	3	19.4%	28.9%	25.6%	17.4%	17.2%	39.1%	32.1%	22.2%	20.7%	18.8%	24.3%	34.3%	12.5%	38.7%	20.7%	25.3%
	4	32.3%	16.9%	18.9%	20.7%	34.5%	8.7%	10.7%	24.4%	19.5%	18.8%	28.4%	11.9%	29.2%	19.4%	21.3%	18.7%
	5 = Very High priority	12.9%	22.9%	14.4%	18.5%	24.1%	13.0%	10.7%	20.0%	17.8%	20.3%	13.5%	17.9%	16.7%	6.5%	14.0%	21.3%
	Other, don't know	9.7%	3.6%	3.3%	8.7%	3.4%	13.0%	3.6%	2.2%	6.9%	6.2%	1.4%	3.0%	12.5%	0.0%	7.3%	4.7%
	total low priority	25.8%	27.7%	37.8%	34.8%	20.7%	26.1%	42.9%	31.1%	35.1%	35.9%	32.4%	32.9%	29.2%	35.5%	36.7%	30.0%
total high priority	64.5%	68.7%	58.9%	56.5%	75.9%	60.9%	53.6%	66.7%	58.0%	57.8%	66.2%	64.2%	58.3%	64.5%	56.0%	65.3%	

		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	\$25to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
50. moving utilities underground	1 = Very Low priority	9.7%	10.8%	21.1%	19.6%	13.8%	13.0%	25.0%	8.9%	19.0%	18.8%	12.2%	14.9%	12.5%	16.1%	14.7%	19.3%
	2	16.1%	14.5%	12.2%	13.0%	17.2%	26.1%	14.3%	8.9%	12.1%	12.5%	10.8%	13.4%	25.0%	19.4%	12.7%	14.0%
	3	29.0%	21.7%	22.2%	21.7%	17.2%	21.7%	32.1%	17.8%	23.6%	29.7%	23.0%	25.4%	25.0%	16.1%	24.0%	21.3%
	4	16.1%	19.3%	17.8%	17.4%	13.8%	13.0%	14.3%	31.1%	16.1%	14.1%	27.0%	19.4%	8.3%	16.1%	20.0%	15.3%
	5 = Very High priority	25.8%	30.1%	25.6%	16.3%	34.5%	21.7%	10.7%	28.9%	22.4%	21.9%	24.3%	20.9%	20.8%	32.3%	22.7%	24.7%
	Other, don't know	3.2%	3.6%	1.1%	12.0%	3.4%	4.3%	3.6%	4.4%	6.9%	3.1%	2.7%	6.0%	8.3%	0.0%	6.0%	5.3%
	total low priority	25.8%	25.3%	33.3%	32.6%	31.0%	39.1%	39.3%	17.8%	31.0%	31.2%	23.0%	28.4%	37.5%	35.5%	27.3%	33.3%
total high priority	71.0%	71.1%	65.6%	55.4%	65.5%	56.5%	57.1%	77.8%	62.1%	65.6%	74.3%	65.7%	54.2%	64.5%	66.7%	61.3%	
51. adding new parking spaces or lots	1 = Very Low priority	22.6%	25.3%	30.0%	28.3%	27.6%	26.1%	42.9%	24.4%	25.9%	25.0%	23.0%	32.8%	20.8%	29.0%	34.0%	21.3%
	2	29.0%	20.5%	21.1%	15.2%	13.8%	26.1%	7.1%	24.4%	21.8%	18.8%	23.0%	22.4%	25.0%	22.6%	17.3%	23.3%
	3	22.6%	26.5%	20.0%	25.0%	31.0%	26.1%	25.0%	15.6%	23.6%	28.1%	23.0%	17.9%	25.0%	32.3%	19.3%	27.3%
	4	9.7%	10.8%	18.9%	14.1%	10.3%	8.7%	10.7%	17.8%	14.9%	12.5%	17.6%	14.9%	12.5%	12.9%	16.0%	12.0%
	5 = Very High priority	12.9%	14.5%	8.9%	10.9%	13.8%	8.7%	14.3%	15.6%	9.8%	14.1%	13.5%	10.4%	8.3%	0.0%	8.7%	14.0%
	Other, don't know	3.2%	2.4%	1.1%	6.5%	3.4%	4.3%	0.0%	2.2%	4.0%	1.6%	0.0%	1.5%	8.3%	3.2%	4.7%	2.0%
	total low priority	51.6%	45.8%	51.1%	43.5%	41.4%	52.2%	50.0%	48.9%	47.7%	43.8%	45.9%	55.2%	45.8%	51.6%	51.3%	44.7%
total high priority	45.2%	51.8%	47.8%	50.0%	55.2%	43.5%	50.0%	48.9%	48.3%	54.7%	54.1%	43.3%	45.8%	45.2%	44.0%	53.3%	
52. stricter code enforcement	1 = Very Low priority	16.1%	14.5%	15.6%	15.2%	17.2%	4.3%	17.9%	26.7%	13.8%	14.1%	14.9%	11.9%	16.7%	19.4%	19.3%	12.0%
	2	9.7%	18.1%	14.4%	10.9%	20.7%	13.0%	14.3%	6.7%	14.9%	21.9%	6.8%	11.9%	20.8%	19.4%	12.0%	16.0%
	3	29.0%	20.5%	23.3%	26.1%	17.2%	26.1%	25.0%	17.8%	25.9%	15.6%	28.4%	34.3%	33.3%	19.4%	20.7%	26.7%
	4	25.8%	16.9%	17.8%	14.1%	17.2%	26.1%	17.9%	13.3%	16.7%	14.1%	24.3%	17.9%	0.0%	22.6%	19.3%	14.7%
	5 = Very High priority	12.9%	25.3%	25.6%	19.6%	20.7%	17.4%	21.4%	28.9%	21.3%	25.0%	21.6%	19.4%	20.8%	19.4%	22.0%	22.0%
	Other, don't know	6.5%	4.8%	3.3%	14.1%	6.9%	13.0%	3.6%	6.7%	7.5%	9.4%	4.1%	4.5%	8.3%	0.0%	6.7%	8.7%
	total low priority	25.8%	32.5%	30.0%	26.1%	37.9%	17.4%	32.1%	33.3%	28.7%	35.9%	21.6%	23.9%	37.5%	38.7%	31.3%	28.0%
total high priority	67.7%	62.7%	66.7%	59.8%	55.2%	69.6%	64.3%	60.0%	63.8%	54.7%	74.3%	71.6%	54.2%	61.3%	62.0%	63.3%	
53. developing second-story residential space	1 = Very Low priority	12.9%	15.7%	18.9%	31.5%	27.6%	13.0%	25.0%	22.2%	21.8%	17.2%	25.7%	16.4%	20.8%	22.6%	24.0%	20.0%
	2	19.4%	18.1%	20.0%	19.6%	13.8%	21.7%	21.4%	11.1%	21.3%	23.4%	14.9%	33.3%	19.4%	18.0%	20.0%	
	3	19.4%	13.3%	18.9%	13.0%	6.9%	21.7%	17.9%	11.1%	16.7%	10.9%	24.3%	17.9%	8.3%	16.1%	14.0%	16.7%
	4	25.8%	32.5%	31.1%	18.5%	34.5%	26.1%	21.4%	33.3%	25.3%	31.2%	25.7%	35.8%	20.8%	25.8%	28.7%	25.3%
	5 = Very High priority	16.1%	14.5%	10.0%	7.6%	13.8%	8.7%	10.7%	15.6%	9.8%	12.5%	6.8%	10.4%	4.2%	16.1%	9.3%	12.7%
	Other, don't know	6.5%	6.0%	1.1%	9.8%	3.4%	8.7%	3.6%	6.7%	5.2%	4.7%	2.7%	4.5%	12.5%	0.0%	6.0%	5.3%
	total low priority	32.3%	33.7%	38.9%	51.1%	41.4%	34.8%	46.4%	33.3%	43.1%	40.6%	40.5%	31.3%	54.2%	41.9%	42.0%	40.0%
total high priority	61.3%	60.2%	60.0%	39.1%	55.2%	56.5%	50.0%	60.0%	51.7%	54.7%	56.8%	64.2%	33.3%	58.1%	52.0%	54.7%	
54. making the area more pedestrian-friendly	1 = Very Low priority	3.2%	6.0%	11.1%	15.2%	6.9%	8.7%	10.7%	8.9%	12.1%	15.6%	12.2%	7.5%	4.2%	12.9%	9.3%	12.0%
	2	25.8%	19.3%	15.6%	9.8%	13.8%	13.0%	28.6%	15.6%	15.5%	14.1%	16.2%	20.8%	22.6%	21.3%	11.3%	
	3	22.6%	18.1%	27.8%	22.8%	37.9%	26.1%	28.6%	13.3%	21.3%	21.9%	27.0%	23.9%	33.3%	16.1%	22.7%	22.7%
	4	22.6%	18.1%	27.8%	22.8%	37.9%	26.1%	28.6%	13.3%	21.3%	21.9%	27.0%	23.9%	33.3%	16.1%	22.7%	22.7%
	5 = Very High priority	32.3%	31.3%	20.0%	19.6%	27.6%	17.4%	17.9%	33.3%	22.4%	26.6%	23.0%	23.9%	12.5%	12.9%	19.3%	28.7%
	Other, don't know	16.1%	19.3%	22.2%	22.8%	10.3%	30.4%	10.7%	20.0%	23.0%	17.2%	18.9%	23.9%	16.7%	35.5%	19.3%	22.0%
	total low priority	29.0%	25.3%	26.7%	25.0%	20.7%	21.7%	39.3%	24.4%	27.6%	29.7%	28.4%	23.9%	25.0%	35.5%	30.7%	23.3%
total high priority	71.0%	68.7%	70.0%	65.2%	75.9%	73.9%	57.1%	66.7%	66.7%	65.6%	68.9%	71.6%	62.5%	64.5%	61.3%	73.3%	

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

Clinton, 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	\$25to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
55. improving signage to help people find their way around	1 = Very Low priority	12.9%	10.8%	18.9%	16.3%	17.2%	26.1%	17.9%	11.1%	14.9%	18.8%	12.2%	14.9%	20.8%	12.9%	16.0%	15.3%
	2	22.6%	13.3%	15.6%	13.0%	24.1%	13.0%	14.3%	24.4%	12.1%	10.9%	20.3%	14.9%	25.0%	12.9%	17.3%	13.3%
	3	29.0%	30.1%	32.2%	26.1%	13.8%	34.8%	25.0%	28.9%	31.6%	23.4%	28.4%	34.3%	20.8%	35.5%	28.7%	29.3%
	4	6.5%	24.1%	16.7%	21.7%	13.8%	17.4%	17.9%	17.8%	20.7%	20.3%	25.7%	14.9%	8.3%	22.6%	14.7%	23.3%
	5 = Very High priority	22.6%	18.1%	14.4%	16.3%	27.6%	0.0%	25.0%	15.6%	15.5%	21.9%	13.5%	16.4%	12.5%	16.1%	18.0%	15.3%
	Other, don't know	6.5%	3.6%	2.2%	6.5%	3.4%	8.7%	0.0%	2.2%	5.2%	4.7%	0.0%	4.5%	12.5%	0.0%	5.3%	3.3%
	total low priority	35.5%	24.1%	34.4%	29.3%	41.4%	39.1%	32.1%	35.6%	27.0%	29.7%	32.4%	29.9%	45.8%	25.8%	33.3%	28.7%
	total high priority	58.1%	72.3%	63.3%	64.1%	55.2%	52.2%	67.9%	62.2%	67.8%	65.6%	67.6%	65.7%	41.7%	74.2%	61.3%	68.0%
56. improving building facades	1 = Very Low priority	3.2%	8.4%	6.7%	9.8%	3.4%	17.4%	3.6%	13.3%	6.9%	14.1%	9.5%	3.0%	4.2%	3.2%	11.3%	4.7%
	2	12.9%	13.3%	8.9%	17.4%	13.8%	17.4%	42.9%	6.7%	10.3%	17.2%	13.5%	10.4%	16.7%	16.1%	15.3%	12.0%
	3	16.1%	26.5%	25.6%	23.9%	34.5%	21.7%	17.9%	20.0%	24.7%	21.9%	32.4%	22.4%	20.8%	19.4%	20.0%	28.0%
	4	22.6%	20.5%	25.6%	18.5%	20.7%	13.0%	7.1%	28.9%	23.6%	17.2%	24.3%	25.4%	20.8%	29.0%	20.0%	23.3%
	5 = Very High priority	35.5%	27.7%	30.0%	17.4%	24.1%	21.7%	21.4%	24.4%	27.6%	26.6%	18.9%	29.2%	29.2%	32.3%	25.3%	26.0%
	Other, don't know	9.7%	3.6%	3.3%	13.0%	3.4%	8.7%	7.1%	6.7%	6.9%	3.1%	1.4%	9.0%	8.3%	0.0%	8.0%	6.0%
	total low priority	16.1%	21.7%	15.6%	27.2%	17.2%	34.8%	46.4%	20.0%	17.2%	31.2%	23.0%	13.4%	20.8%	19.4%	26.7%	16.7%
	total high priority	74.2%	74.7%	81.1%	59.8%	79.3%	56.5%	46.4%	73.3%	75.9%	65.6%	75.7%	77.6%	70.8%	80.6%	65.3%	77.3%
57. keeping streets and sidewalks cleaner	1 = Very Low priority	16.1%	10.8%	5.6%	15.2%	0.0%	0.0%	25.0%	15.6%	12.1%	17.2%	14.9%	6.0%	4.2%	6.5%	14.7%	8.7%
	2	6.5%	18.1%	20.0%	10.9%	17.2%	21.7%	14.3%	15.6%	14.4%	14.1%	20.3%	13.4%	12.5%	22.6%	14.7%	16.0%
	3	29.0%	20.5%	30.0%	22.8%	31.0%	39.1%	25.0%	26.7%	21.3%	28.1%	23.0%	28.4%	16.7%	41.9%	25.3%	24.0%
	4	16.1%	26.5%	18.9%	20.7%	17.2%	26.1%	10.7%	11.1%	25.9%	12.5%	25.7%	26.9%	33.3%	9.7%	19.3%	23.3%
	5 = Very High priority	32.3%	19.3%	23.3%	19.6%	31.0%	8.7%	21.4%	28.9%	20.1%	25.0%	16.2%	29.2%	20.8%	19.4%	19.3%	24.0%
	Other, don't know	0.0%	4.8%	2.2%	10.9%	3.4%	4.3%	3.6%	2.2%	6.3%	3.1%	0.0%	6.0%	12.5%	0.0%	6.7%	4.0%
	total low priority	22.6%	28.9%	25.6%	26.1%	17.2%	21.7%	39.3%	31.1%	26.4%	31.2%	35.1%	19.4%	16.7%	29.0%	29.3%	24.7%
	total high priority	77.4%	66.3%	72.2%	63.0%	79.3%	73.9%	57.1%	67.7%	67.2%	65.6%	64.9%	74.6%	70.8%	71.0%	69.0%	71.3%
59. There has been some discussion about developing second story living space in downtown Clinton. 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.	51.6%	31.3%	26.7%	13.0%	27.6%	26.1%	28.6%	20.0%	27.0%	31.2%	29.7%	32.8%	20.8%	16.1%	26.0%	26.0%
	Property owners should turn the second floors of their existing buildings into condominiums.	9.7%	15.7%	16.7%	8.7%	0.0%	8.7%	10.7%	17.8%	15.5%	12.5%	12.2%	13.4%	12.5%	16.1%	12.0%	14.7%
	There is no need for second story living space downtown.	29.0%	45.8%	47.8%	69.6%	62.1%	56.5%	53.6%	51.1%	50.6%	51.6%	48.6%	47.8%	66.7%	48.4%	50.7%	54.0%
	Other/don't know	9.7%	7.2%	8.9%	8.7%	10.3%	8.7%	7.1%	11.1%	6.9%	4.7%	9.5%	6.0%	0.0%	19.4%	11.3%	5.3%
60a. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Clinton?	Local newspaper	32.3%	22.9%	30.0%	44.6%	20.7%	26.1%	25.0%	31.1%	37.4%	28.1%	35.1%	31.3%	20.8%	32.3%	32.0%	34.0%
	Television	0.0%	1.2%	0.0%	1.1%	0.0%	0.0%	0.0%	2.2%	0.6%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
	Radio	6.5%	6.0%	13.3%	4.3%	3.4%	4.3%	17.9%	6.7%	8.0%	9.4%	9.5%	9.0%	16.7%	3.2%	9.3%	6.7%
	Chamber of Commerce web site	6.5%	7.2%	2.2%	4.3%	3.4%	13.0%	0.0%	4.4%	4.6%	1.6%	5.4%	6.0%	8.3%	6.5%	4.0%	5.3%
	word-of-mouth	19.4%	30.1%	22.2%	15.2%	48.3%	21.7%	25.0%	26.7%	16.1%	34.4%	24.3%	9.0%	29.2%	29.0%	24.7%	19.3%
	I live downtown.	12.9%	10.8%	16.7%	10.9%	3.4%	8.7%	14.3%	15.6%	13.8%	6.2%	10.8%	14.9%	12.5%	16.1%	12.7%	12.7%
	Other [specify]	12.9%	13.3%	11.1%	9.8%	10.3%	13.0%	10.7%	8.9%	12.1%	7.8%	9.5%	19.4%	12.5%	9.7%	10.0%	12.7%
	No others/don't know	9.7%	8.4%	4.4%	9.8%	10.3%	13.0%	7.1%	4.4%	7.5%	9.4%	5.4%	10.4%	0.0%	3.2%	7.3%	8.0%

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

Clinton, 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	\$25to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
60b. And what is your second most likely source of information?	Local newspaper	21.4%	28.9%	36.0%	26.5%	34.6%	25.0%	34.6%	39.5%	26.1%	32.8%	37.1%	31.7%	33.3%	26.7%	30.9%	28.3%
	Television	3.6%	0.0%	1.2%	2.4%	3.8%	0.0%	0.0%	2.3%	1.2%	3.4%	0.0%	0.0%	4.2%	0.0%	1.4%	1.4%
	Radio	14.3%	21.1%	12.8%	21.7%	15.4%	10.0%	11.5%	23.3%	18.6%	15.5%	7.1%	25.0%	16.7%	23.3%	19.4%	16.7%
	Chamber of Commerce web site	0.0%	1.3%	3.5%	3.6%	0.0%	10.0%	0.0%	0.0%	3.1%	0.0%	2.9%	1.7%	0.0%	10.0%	2.9%	2.2%
	word-of-mouth	32.1%	22.4%	31.4%	20.5%	15.4%	35.0%	34.6%	18.6%	26.7%	19.0%	31.4%	21.7%	25.0%	16.7%	23.0%	28.3%
	I live downtown.	0.0%	3.9%	1.2%	2.4%	0.0%	5.0%	0.0%	2.3%	2.5%	1.7%	0.0%	3.3%	0.0%	6.7%	1.4%	2.9%
	Other [specify]	10.7%	11.8%	5.8%	4.8%	23.1%	10.0%	7.7%	4.7%	5.6%	5.2%	10.0%	10.0%	8.3%	3.3%	8.6%	6.5%
No others/don't know	17.9%	10.5%	8.1%	18.1%	7.7%	5.0%	11.5%	9.3%	16.1%	22.4%	11.4%	6.7%	12.5%	13.3%	12.2%	13.8%	

		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	\$25to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
61. 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	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.7%	0.0%
	Somewhat familiar	9.7%	14.5%	15.6%	13.0%	3.4%	17.4%	14.3%	6.7%	16.7%	9.4%	9.5%	13.4%	20.8%	32.3%	10.0%	17.3%
	Not very familiar	12.9%	12.0%	20.0%	19.6%	13.8%	4.3%	17.9%	20.0%	17.8%	14.1%	10.8%	19.4%	20.8%	19.4%	18.7%	14.7%
	Not at all familiar	77.4%	72.3%	64.4%	67.4%	82.8%	78.3%	67.9%	71.1%	65.5%	76.6%	79.7%	67.2%	58.3%	45.2%	70.7%	68.0%
	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%
	very/somewhat	9.7%	15.7%	15.6%	13.0%	3.4%	17.4%	14.3%	8.9%	16.7%	9.4%	9.5%	13.4%	20.8%	35.5%	10.7%	17.3%
not very/not at all	90.3%	84.3%	84.4%	87.0%	96.6%	82.6%	85.7%	91.1%	83.3%	90.6%	90.5%	86.6%	79.2%	64.5%	89.3%	82.7%	

		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	\$25to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
62. In which of the following age groups are you?	18-34	100.0%	0.0%	0.0%	0.0%	13.8%	17.4%	21.4%	11.1%	6.9%	10.9%	13.5%	11.9%	16.7%	3.2%	13.3%	7.3%
	35-49	0.0%	100.0%	0.0%	0.0%	27.6%	21.7%	42.9%	40.0%	23.0%	29.7%	23.0%	29.9%	29.2%	29.0%	30.7%	24.7%
	50-64	0.0%	0.0%	100.0%	0.0%	41.4%	30.4%	10.7%	24.4%	32.8%	17.2%	28.4%	35.8%	41.7%	51.6%	30.0%	30.0%
	65 or over	0.0%	0.0%	0.0%	100.0%	17.2%	30.4%	21.4%	24.4%	35.6%	39.1%	35.1%	22.4%	12.5%	16.1%	24.0%	37.3%
	Other, don't know, refused	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	1.7%	3.1%	0.0%	0.0%	0.0%	0.0%	2.0%	0.7%

		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	\$25to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
63. How long have you lived in the Clinton area?	0-2 years	12.9%	9.6%	13.3%	5.4%	100.0%	0.0%	0.0%	0.0%	0.0%	10.9%	9.5%	10.4%	12.5%	6.5%	10.0%	9.3%
	3-5 years	12.9%	6.0%	7.8%	7.6%	0.0%	100.0%	0.0%	0.0%	0.0%	4.7%	6.8%	6.0%	12.5%	6.5%	8.7%	6.7%
	6-10 years	19.4%	14.5%	3.3%	6.5%	0.0%	0.0%	100.0%	0.0%	0.0%	15.6%	5.4%	10.4%	16.7%	3.2%	12.0%	6.7%
	11-20 years	16.1%	21.7%	12.2%	12.0%	0.0%	0.0%	0.0%	100.0%	0.0%	14.1%	25.7%	10.4%	12.5%	12.9%	18.7%	11.3%
	More than 20 years	38.7%	48.2%	63.3%	67.4%	0.0%	0.0%	0.0%	0.0%	100.0%	54.7%	52.7%	62.7%	45.8%	71.0%	50.7%	65.3%
	Other, don't know	0.0%	0.0%	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%	0.7%

		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	\$25to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
64. 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	22.6%	22.9%	12.2%	27.2%	24.1%	13.0%	35.7%	20.0%	20.1%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.7%	28.0%
	\$25,000 to \$49,999	32.3%	20.5%	23.3%	28.3%	24.1%	21.7%	14.3%	42.2%	22.4%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	28.7%	20.7%
	\$50,000 to \$74,999	25.8%	24.1%	26.7%	16.3%	24.1%	17.4%	25.0%	15.6%	24.1%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	22.0%	22.7%
	\$75,000 to \$99,999	12.9%	8.4%	11.1%	3.3%	10.3%	13.0%	14.3%	6.7%	6.3%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	9.3%	6.7%
	\$100,000 plus	3.2%	10.8%	17.8%	5.4%	6.9%	8.7%	3.6%	8.9%	12.6%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	15.3%	5.3%
	Other, don't know, refused	3.2%	13.3%	8.9%	19.6%	10.3%	26.1%	7.1%	6.7%	14.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	16.7%
		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	\$25to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
65. Gender	Male	64.5%	55.4%	50.0%	39.1%	51.7%	56.5%	64.3%	62.2%	43.7%	34.4%	58.1%	49.3%	58.3%	74.2%	100.0%	0.0%	
	Female	35.5%	44.6%	50.0%	60.9%	48.3%	43.5%	35.7%	37.8%	56.3%	65.6%	41.9%	50.7%	41.7%	25.8%	0.0%	100.0%	