

# VISITOR SURVEY REPORT

FINAL SURVEY FINDINGS AND RESULTS

CITY OF EXCELSIOR SPRINGS, MISSOURI

February, 2008



**D·R·E·A·M**  
I N I T I A T I V E



# ACKNOWLEDGMENTS



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



PLANNING CONSULTANT



PREPARED BY



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## SECTION I

### EXECUTIVE SUMMARY

In the summer and early fall 2007, UNICOM-ARC coordinated with the City of Excelsior Springs to conduct a visitor's survey in various locations throughout downtown using volunteers to conduct the surveys. Data was entered directly into tablet computers by volunteers. A web version of the survey was also created to aid in completing more surveys. The purpose of the survey was to learn about perceptions of and priorities for the downtown area in collaboration with the DREAM Initiative.

Two hundred and sixty-six (266) surveys were completed from various zip codes outside of Excelsior Springs. Eighty (80) respondents took the survey via tablet computers at various events in downtown Excelsior Springs while the remaining one hundred and eighty-six respondents (186) took the survey via the Internet from an email sent out to the Elms Resort & Spa email list. (Residents living in the 64024 zip code were excluded from taking the survey.)

#### **A. Visiting Downtown Excelsior Springs**

Respondents were asked several questions about downtown Excelsior Springs. Respondents were first asked the main purpose of their current (or most recent visit) to downtown Excelsior Springs. One-third of respondents (32.8%) indicated that their main purpose for visiting downtown that day was to attend a special event. Close to one-fourth (23.8%) answered "shopping," while 7.0% were "visiting family/friends."

More than nine in ten (96.4%) respondents said that they had visited downtown Excelsior Springs before, although most don't come downtown on a regular basis. A majority of respondents (41.0%) reported visiting downtown "once a year or less," while 11.7% come downtown "more than 5 times a month." A substantial percentage answered "other," and these responses are available in a later section.

#### **B. Activities On This Visit To Downtown**

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

- Dine at restaurants (78.3%)
- Shop (67.5%)
- Visit Hall of Waters (50.6%)

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

- Attend special event (42.6%)
- Nightlife/entertainment (32.1%)
- Outdoor recreation (28.9%)
- Conducting business (16.1%)
- Government/Post Office (9.6%)

When asked to indicate the “top two reasons [they] most often visit downtown Excelsior Springs,” significant percentages answered shopping (48.5%), dining (42.7%) and special events (35.4%) as one of their top two reasons for visiting downtown. Smaller percentages answered “nightlife/entertainment” (12.8%) and “conducting business” (11.0%).

Close to four in five (78.3%) respondents indicated that they were staying overnight in Excelsior Springs on this (or their most recent) visit. Of this group, more than half (56.4%) responded that they were staying in a “hotel/motel/bed and breakfast in downtown Excelsior Springs,” with one in ten responding that they were staying with family (10.3%) or a hotel/motel/bed and breakfast in Excelsior Springs area but not downtown (9.7%).

Three in ten (30.0%) respondents said they would spend less than \$50 on this visit to downtown, and an additional one in four (25.9%) said they would spend between \$50 and \$99. Another 42.0% answered that they would spend in total more than \$100 on this visit.

Respondents were also asked whether “any children under the age of 18” came with them on this visit to downtown. One-fifth (19.0%) said that a child under the age of 18 had accompanied them on this visit downtown.

### **C. Using Downtown Excelsior Springs**

Respondents were asked about the ease and convenience of downtown Excelsior Springs. Less than half (45.8%) respondents said that it is “very” easy to find their way around downtown. Overall, more than eight in ten (80.3%) respondents said that it was “very” or “somewhat” easy to do so. Three-fourths (74.6%) of respondents said that parking downtown is “very” or “somewhat” convenient, and a slight majority (66.7%) indicated that downtown business hours are “very” or “somewhat” convenient.

Respondents were also asked how safe they feel in downtown Excelsior Springs both during the day and at night. Nearly every participant (90.0%) answered that they felt safe (a 4 and 5 on a five-point scale where a five indicated “very safe”) during the day while 57.8% felt safe at night.

### **D. Additions And Improvements To Downtown Excelsior Springs**

When asked “what kinds of additional businesses” would make them more likely to visit downtown Excelsior Springs, a large majority of respondents cited one item<sup>1</sup>: more/better restaurants (59.5%). Only one other item generated a significant level of support “more shops in general” (40.4%).

Smaller percentages cited four additional items:

- Clothing stores (18.3%)
- Specialty/upscale shops (15.8%)
- Antique shops (15.4%)
- Movie theater (15.2%)

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<sup>1</sup> Respondents were allowed to provide up to two responses to this question.

Respondents were also asked “what kinds of recreation or entertainment opportunities would make [them] more likely to visit downtown Excelsior Springs.” Interviewers recorded respondents’ first two responses to this question. Significant percentages cited four items:

- Bands/live concerts/music (47.1%)
- More restaurants (42.3%)
- Theaters/movies/plays (36.0%)
- More special events (27.9%)

Respondents were also asked “what other physical improvements” they believed “would make downtown Excelsior Springs more appealing.” Again, interviewers recorded respondents’ first two responses to this question. Only one response garnered a large percentage of respondents: an extremely large majority answered “renovation of historic buildings” (69.5%).

## **E. Respondent Profile**

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

- Fine dining (86.7%)
- Seeing live music (79.9%)
- Walking/hiking (75.1%)
- Retail/boutique shopping (62.7%)
- Antique shopping (58.2%)
- Artistic activities such as painting, photography or sculpting (52.6%)

Two hobbies were not practiced by as many respondents:

- Biking (34.5%)
- Golf (23.7%)

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

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## SECTION II

### OVERVIEW OF DATA

In the summer and early fall 2007, UNICOM-ARC coordinated with the City of Excelsior Springs to conduct a visitor's survey in various locations throughout downtown using volunteers to conduct the surveys. Data was entered directly into tablet computers by volunteers. A web version of the survey was also created to aid in completing more surveys. The purpose of the survey was to learn about perceptions of and priorities for the downtown area in collaboration with the DREAM Initiative.

Two hundred and sixty-six (266) surveys were completed from various zip codes surrounding Excelsior Springs. Eighty (80) respondents took the survey via tablet computers at various events in downtown Excelsior Springs while the remaining one hundred and eighty-six respondents (186) took the survey via the Internet from an email sent out to the Elms email list. (Residents living in the 64024 zip code were excluded from taking the survey.) This overview provides overall results of questions asked in the survey, in the order in which they were asked. In situations where wording is slightly different, the wording from the tablet surveys are printed below the question.

		%
02. What was the main purpose of your most recent visit to downtown Excelsior Springs?	Shopping	23.8%
	Visiting family/friends	7.0%
	Business	4.9%
	Special event	32.8%
	Government/Post Office	.8%
	Other	30.7%

*\* What is the main purpose of your visit to downtown Excelsior Springs today?*

		%
03. Did you staying overnight in Excelsior Springs on your most recent visit to downtown?	Yes	78.3%
	No	21.7%

*\*Are you staying overnight in Excelsior Springs?*

		%
04. Where did you stay overnight in Excelsior Springs?	Hotel/motel/bed and breakfast in downtown Excelsior Springs	56.4%
	Hotel/motel/bed and breakfast in Excelsior Springs area but not downtown	9.7%
	With family or friends	10.3%
	Campground/RV park	1.0%
	Other	22.6%

\* Where are you staying overnight in Excelsior Springs?

		%
05. Have you visited downtown Excelsior Springs before today?	Yes	96.4%
	No	3.6%

		%
06. How often do you visit downtown Excelsior Springs?	Once a year or less	41.0%
	More than once a year but less than once a month	3.8%
	One to five times per month	9.6%
	More than 5 times a month	11.7%
	Other	33.9%

On your most (this) recent visit to Excelsior Springs, which of these activities did (do) you do specifically in the downtown area?

	Yes	No	Other/do n't know
	%	%	%
07. Attend special event	42.6%	57.4%	.0%
08. Shop	67.5%	32.1%	.4%
09. Dine at restaurants	78.3%	21.3%	.4%
10. Nightlife/entertainment	32.1%	67.5%	.4%
11. Outdoor recreation	28.9%	71.1%	.0%
12. Visit Hall of Waters	50.6%	49.0%	.4%
13. Conduct business	16.1%	83.9%	.0%
14. Government/Post Office	9.6%	90.4%	.0%

		%
15. Please select the two reasons you most often visit downtown Excelsior Springs? (%'s are of those who chose response as first or second response)	Special event	35.4%
	Shopping	48.5%
	Dining	42.7%
	Nightlife/entertainment	12.8%
	Outdoor recreation	6.3%
	Conducting business	11.0%
	Government/Post Office	5.5%
	Art galleries/art events	6.3%
Other	31.9%	

\* What are the top two reasons you most often visit downtown Excelsior Springs? Was asked as an open-ended question on surveys taken with tablets whereas respondents were provided the list on the web surveys.

		%
16. How easy it is to find your way around downtown Excelsior Springs?	Very easy	45.8%
	Somewhat easy	34.5%
	Somewhat difficult	13.7%
	Very difficult	4.0%
	I don't know.	2.0%

		%
17. How convenient would you say that parking is in downtown Excelsior Springs?	Very convenient	30.2%
	Somewhat convenient	44.4%
	Somewhat inconvenient	14.3%
	Very inconvenient	9.5%
	I don't know.	1.6%

		%
18. How convenient would you say that hours of downtown businesses are?	Very convenient	27.0%
	Somewhat convenient	39.7%
	Somewhat inconvenient	20.6%
	Very inconvenient	9.5%
	I don't know.	3.2%

		%
19. How safe would you say you feel in downtown Excelsior Springs during the day?	Do not feel safe at all (1)	.4%
	2	.8%
	3	8.4%
	4	22.9%
	Very safe (5)	67.1%
	I don't know.	.4%
	<b>Does not feel safe (1-2)</b>	<b>1.2%</b>
<b>Feels safe (4-5)</b>	<b>90.0%</b>	

		%
20. How safe would you say you feel in downtown Excelsior Springs at night?	Do not feel safe at all (1)	4.0%
	2	8.4%
	3	23.3%
	4	28.9%
	Very safe (5)	28.9%
	I don't know.	6.4%
	<b>Does not feel safe (1-2)</b>	<b>12.4%</b>
<b>Feels safe (4-5)</b>	<b>57.8%</b>	

		%
21. What kinds of additional businesses do you think would make you most likely to visit downtown Excelsior Springs in the future? (%'s are of those who chose response as first or second response)	More/better restaurants	59.5%
	Clothing stores	18.3%
	More shops (in general)	40.4%
	Specialty/upscale shops	15.8%
	Antique shops	15.4%
	Coffee shop	12.8%
	Bookstore	9.2%
	Art galleries/shops	4.4%
	Bed and breakfasts/lodging	2.7%
	Grocery store	3.1%
	Movie theater	15.2%
Other	3.4%	

*\* Was asked as an open-ended question on interviews taken with tablets and respondents were provided a list on the web survey.*

		%
22. What kinds of additional recreation or entertainment opportunities would make you most likely to visit downtown Excelsior Springs? (%'s are of those who chose response as first or second response)	More special events	27.9%
	Bands/live concerts/music	47.1%
	More restaurants	42.3%
	More bars	11.8%
	Theaters/movies/plays	36.0%
	Family events	17.6%
	Art Galleries/events	15.5%
	Other	2.8%

*\* Was asked as an open-ended question on interviews taken with tablets and respondents were provided a list on the web survey.*

		%
23. What other physical improvements do you think would make downtown Excelsior Springs more appealing? (%'s are of those who chose response as first or second response)	Renovation of historic buildings	69.5%
	Better maintained buildings	10.4%
	More/better lighting	4.8%
	Better signage	4.8%
	Cleaner/less trash	1.2%
	More/better parking	3.2%
	New/better sidewalks	.8%
	Benches/more greenspace	2.8%
Other	2.4%	

\* Was asked as an open-ended question on interviews taken with tablets and respondents were provided a list on the web survey.

		%
24. Excluding lodging, how much money did you spend in downtown Excelsior Springs on your most recent visit?	less than \$50	30.0%
	\$50 - \$99	25.9%
	\$100 - \$199	17.7%
	\$200 or more	24.3%
	other/don't know	2.1%

\* Excluding lodging, how much money are you likely to spend in downtown Excelsior Springs during this visit?

For each of the following hobbies, please indicate whether it is a hobby of yours. ...

	Yes	No	Other/do n't know
	%	%	%
25. Retail/boutique shopping	62.7%	33.7%	3.6%
26. Biking	34.5%	62.2%	3.2%
27. Antique shopping	58.2%	39.4%	2.4%
28. Golf	23.7%	74.7%	1.6%
29. Seeing live music	79.9%	18.1%	2.0%
30. Walking/hiking	75.1%	23.3%	1.6%
31. Fine dining	86.7%	12.4%	.8%
32. Artistic activities such as painting, photography or sculpting	52.6%	43.4%	4.0%

		%
33. In which of the following age groups are you?	18-34	16.1%
	35-49	44.6%
	50-64	31.3%
	65 or over	6.4%
	other, don't know, refused	1.6%

		%
34. Did any children under the age of 18 come with you on your most recent visit downtown?	Yes	19.0%
	No	81.0%
	other, don't know	.0%

		%
35. Which category best describes your annual household income from 2006.	Under \$25,000	5.2%
	\$25,000 to \$49,999	12.0%
	\$50,000 to \$74,999	24.1%
	\$75,000 to \$99,999	25.7%
	\$100,000 plus	20.5%
	other, don't know, refused	12.4%

		%
36. Gender	Male	33.5%
	Female	66.5%

		%
Method of completion	Tablets	30.1%
	Web	69.9%

Zip code

Zipcode	Percent (%)						
50023	.4	64029	.4	64640	.4	68132	.4
50072	.4	64035	.4	64643	.4	68144	.8
50109	.4	64048	.4	64653	.4	68154	.8
50125	.4	64050	1.1	64772	.4	68164	.4
50213	.4	64052	.4	65101	.4	68410	.4
50310	.4	64054	.4	65109	1.5	68503	.4
50311	.8	64055	.8	65281	.4	72210	.4
50312	.4	64056	.8	66044	.8	72364	.4
50315	.4	64057	1.1	66047	.4	73107	.4
50321	.4	64058	.4	66049	1.1	80634	.4
50325	.8	64060	1.5	66050	.4	81004	.4
50327	.4	64062	1.5	66061	.8	85253	.4
50401	.4	64063	.8	66062	1.1	89120	.4
51535	.4	64068	2.6	66067	.4	94550	.4
51575	.4	64076	.4	66071	.4	95835	.4
51576	.4	64077	.8	66080	.4	99654	.4
52241	.4	64078	.4	66083	.4		
53090	.4	64083	.8	66102	.8		
55304	.4	64084	.4	66106	.4		
55555	7.5	64085	1.1	66109	.4		
60090	.4	64086	1.9	66203	.8		
62040	.4	64093	1.1	66204	.8		
62234	.4	64106	.4	66207	.4		
62301	.8	64112	.4	66208	.4		
63010	.4	64113	1.1	66210	1.1		
63012	.4	64116	1.1	66212	1.1		
63031	.4	64117	.4	66213	.8		
63069	.4	64118	1.5	66215	.8		
63084	.4	64119	.8	66216	1.5		
63105	.4	64123	.8	66224	.4		
63108	.4	64129	.4	66402	.4		
63111	.4	64131	.4	66413	.4		
63141	.4	64133	.4	66416	.4		
63146	.4	64138	.4	66534	.4		
63301	.8	64145	.4	66606	.4		
63303	.4	64150	.4	66610	.4		
63367	.4	64151	2.3	66801	.8		
63369	.4	64152	.4	67147	.4		
63447	.4	64153	.4	67211	.4		
64012	.8	64154	.4	67460	.4		
64015	.4	64155	1.1	68104	.4		

## SECTION III

### RESPONSES TO OPEN ENDED QUESTIONS

**Q2: What was the main purpose of your most recent visit to downtown Excelsior Springs?**

Spa at the Elms.  
Get away weekend.  
Dining.  
Fun get away.  
Dining.  
Weekend get away.  
Bicycle tour.  
Staying at the Elms.  
Visit.  
Weekend getaway.  
Vacation and exploring.  
To stay at the Elms.  
Visit to Spa.  
Dining out and shopping.  
The Elms.  
Looking, nothing open!  
Stay at the Elms.  
Stay at The Elms.  
Girls Weekend.  
Tourist/exploring.  
Sight seeing.  
Anniversary celebration at The Elms.  
Weekend getaway.  
Get away.  
Just looking.  
Mother/daughter weekend.  
Spa escape at the Elm's.  
Staying at The ELMS.  
Sight seeing on honeymoon.  
To go on a walk and see the Hall of Waters place.  
HISTORIC INTERESTS.  
Elms.  
Elms.  
Anniversary & vacation w/family.  
The Elms Hotel & Spa.  
The Elms Resort  
Pleasure.  
Visiting Elms.  
Celebrating anniversary.

A stay at the Elms.  
Relaxation.  
Weekend retreat.  
Stay at the Elms.  
Leisure/Vacationing.  
Vacation.  
Dining.  
Vacation at Elms.  
Wedding at Excelsior Springs.  
Elms Resort stays.  
Relax & vacation.  
Elms.  
Staying at the Elms.  
Family trip.  
Looking around.  
Ice cream.  
Site seeing.  
Elms visit.  
The Elms.  
r and r.  
Stay at the elms.  
Just looking around.  
Passing through.  
Navy reunion.  
Relaxation.  
Strolling.  
Looked around.  
Just looking around.  
The elms resort.  
Anniversary.  
Attempting to shop.  
Sight seeing.  
Weekend getaway.  
Mini vacation.

**Q15: Top reasons you most often visit downtown Excelsior Springs?**

Weddings.  
Work.  
Live here.  
Family Special event.  
Family.  
Volunteer.  
Weddings.  
Visit relatives.  
Elms Hotel.  
Spa.

The elms, hall of waters when it was opened.  
Spa.  
Annually friends get together in Excelsior Springs-Elms Resort and Wabash.  
Car club trip destination.  
The Elms Resort and Spa.  
Bicycle riding.  
Spa.  
Weekend getaway.  
Stay at the Elms.  
The spa resort.  
To stay at the Elms.  
Spa.  
Family.  
Visit The Elms  
Football in KC  
Historic Locations like the Elms.  
The Elms  
The Elms.  
Rest and Relaxation.  
Hall of waters.  
Spa.  
To stay at the elms.  
Relaxation.  
See what's new.  
Relaxation.  
SPA at the ELMS, Hall of Waters when it was open  
Spa @ The Elms.  
Nothing to do  
Vacation.  
Elms Resort  
Relaxation & Spa at the Elms Hotel  
Weekend getaways.  
Pleasure.  
Relaxation.  
Rest and relaxation.  
Passing through.  
History.  
Vacation.  
Massage.  
Historic sites.  
Spa at the Elms Hotel.  
Getaway.  
Staying at the Elms.  
Site seeing.  
Elms.  
Visit the Elms.  
The Elms.  
Stay at The Elms.

Stay at Elms, go eat.  
Wabash BBQ  
The Elms Resort.  
Spa service/relaxation.  
Relaxation.  
Staying at hotel.  
It was a one time trip to the Elms Resort

**Q21: What kinds of additional businesses do you think would make you most likely to visit downtown Excelsior Springs in the future?**

Museum.  
Community centre.  
Dance club.  
Family diner places that stays open later in the day.  
Bicycle shop.  
Stores be open on Sunday and Monday.  
Something where there is not as much smoking inside. A family café.

**Q22: What kinds of additional recreation or entertainment opportunities would make you most likely to visit downtown Excelsior Springs?**

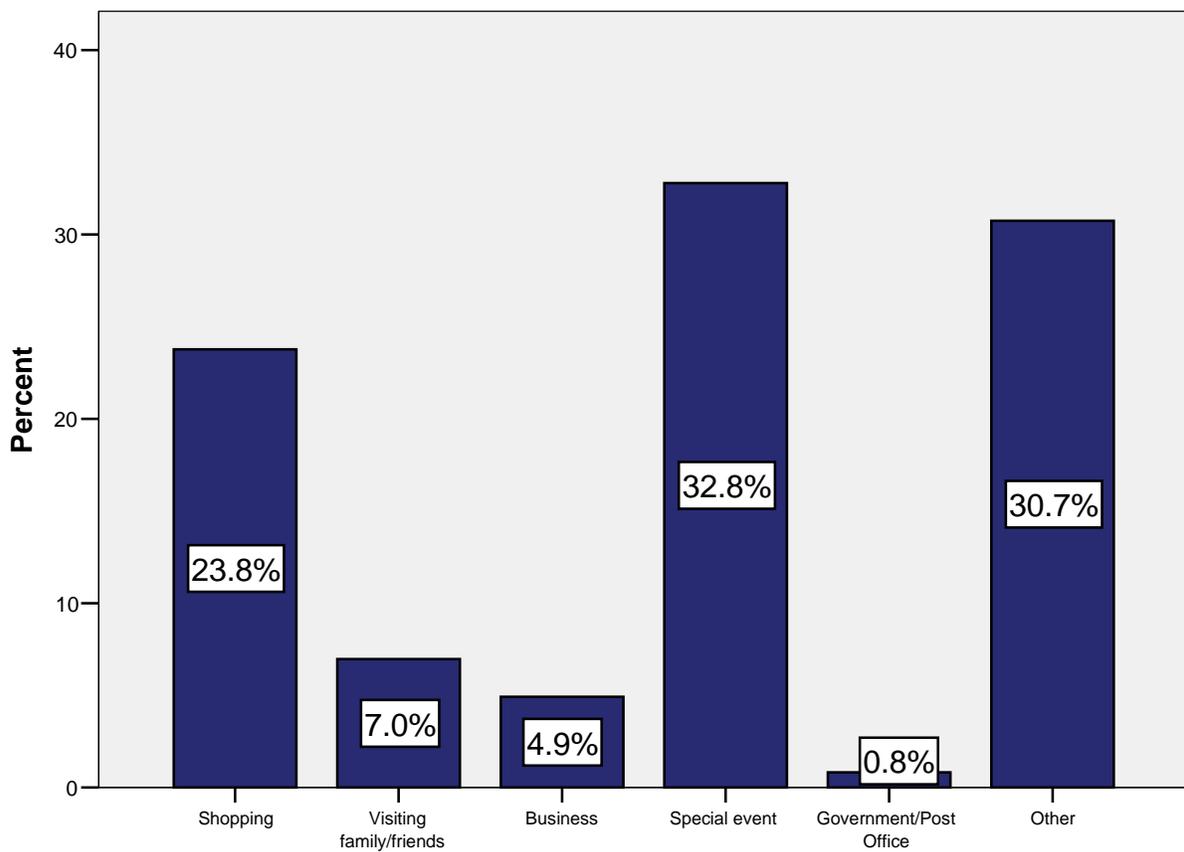
Bowling alley.  
Open pool.  
Spa Services.  
More unique stores to shop at.  
More focus on the towns' historic heritage.

**Q23: What other physical improvements do you think would make downtown Excelsior Springs more appealing?**

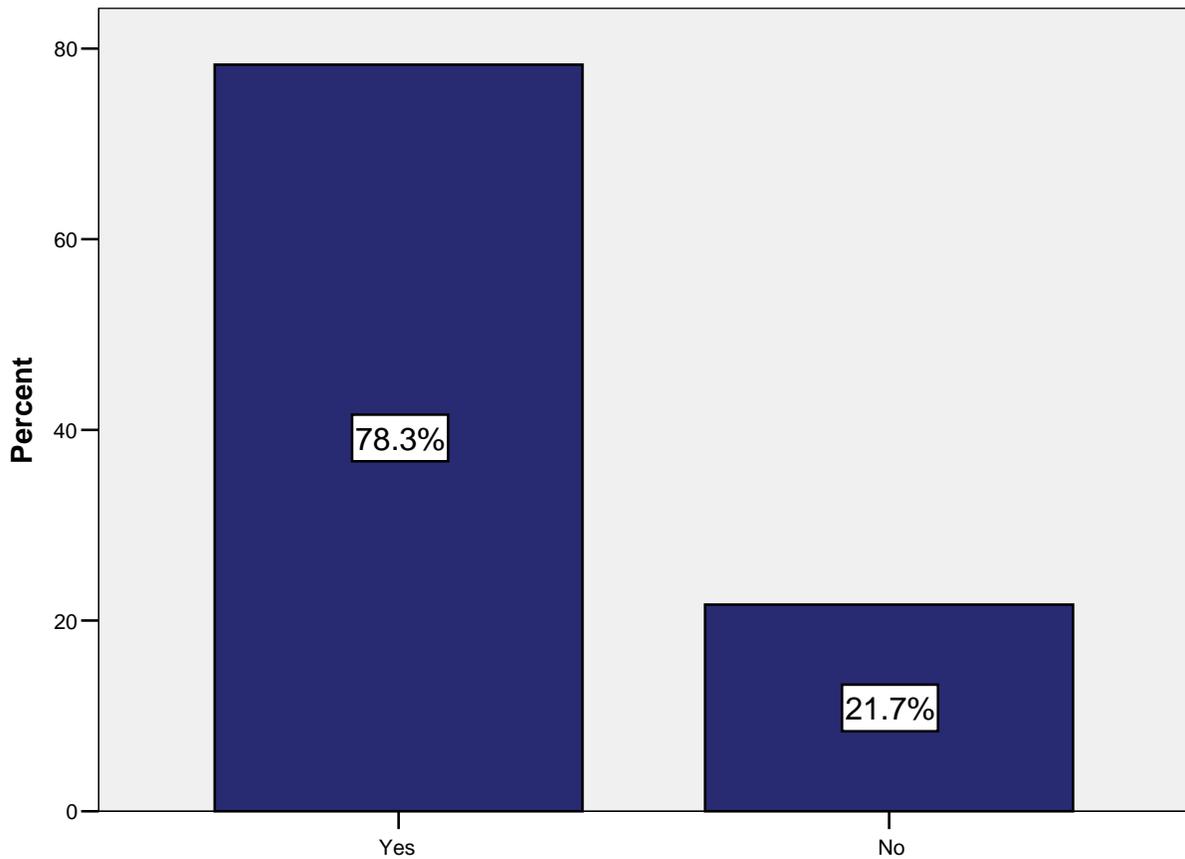
Center lines in the road.  
Traffic flow.  
Sunday hours.  
Brighter cleaner atmosphere.

## SECTION IV

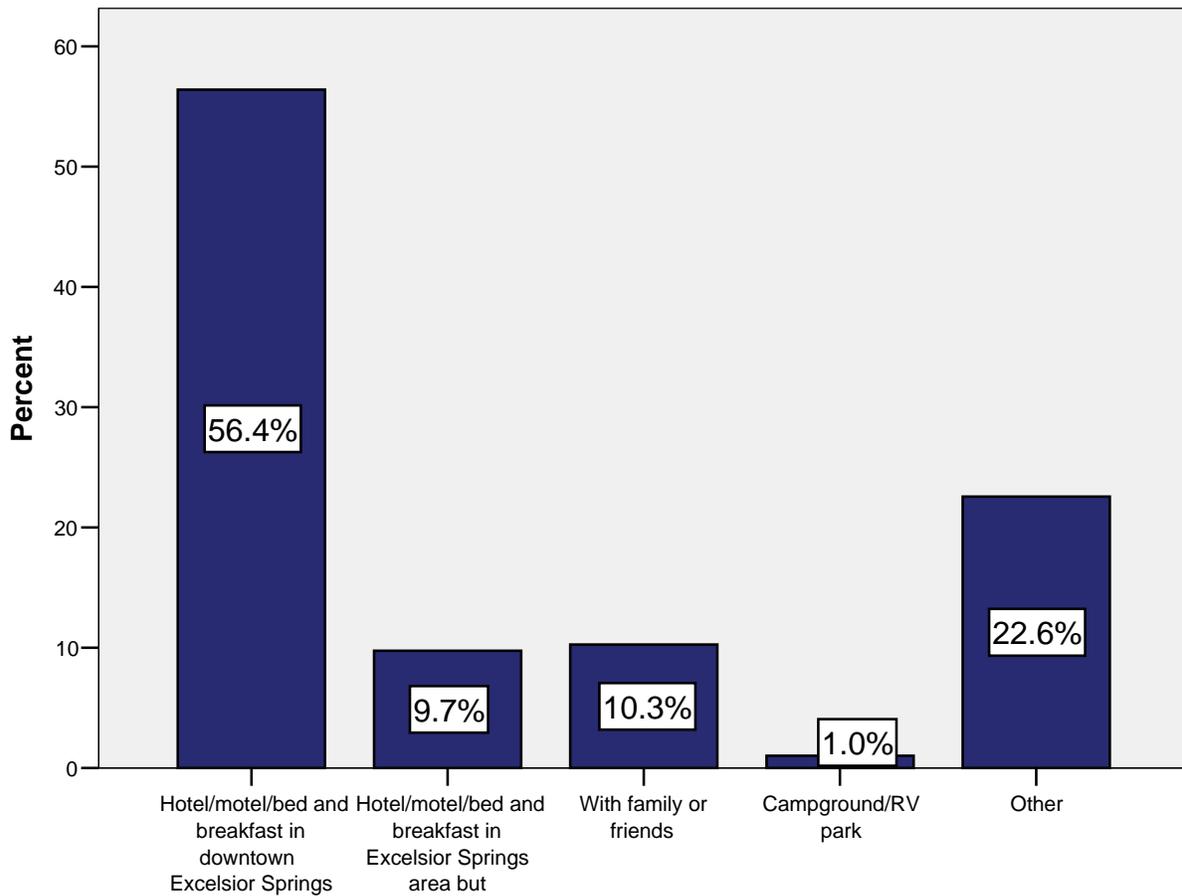
### VISITOR BAR CHARTS



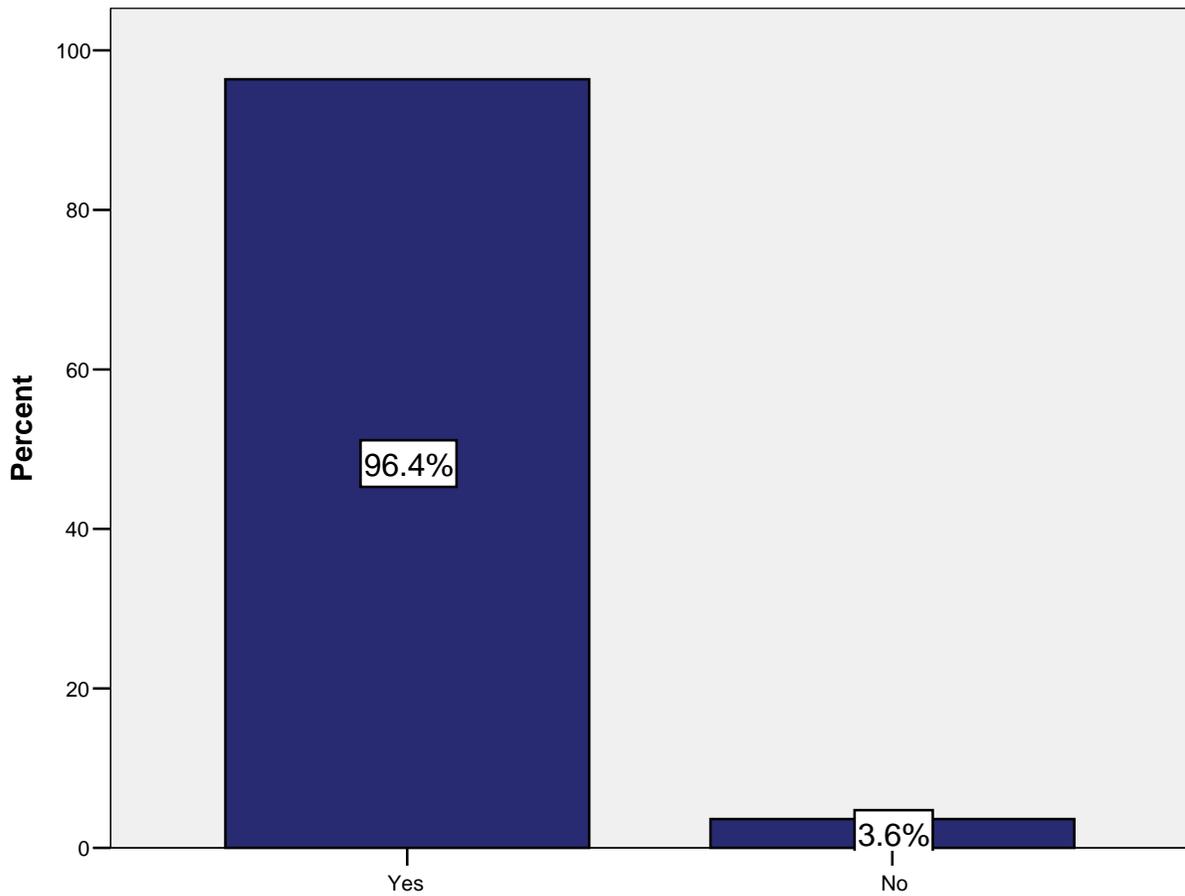
**02. What was the main purpose of your most recent visit to downtown Excelsior Springs?**



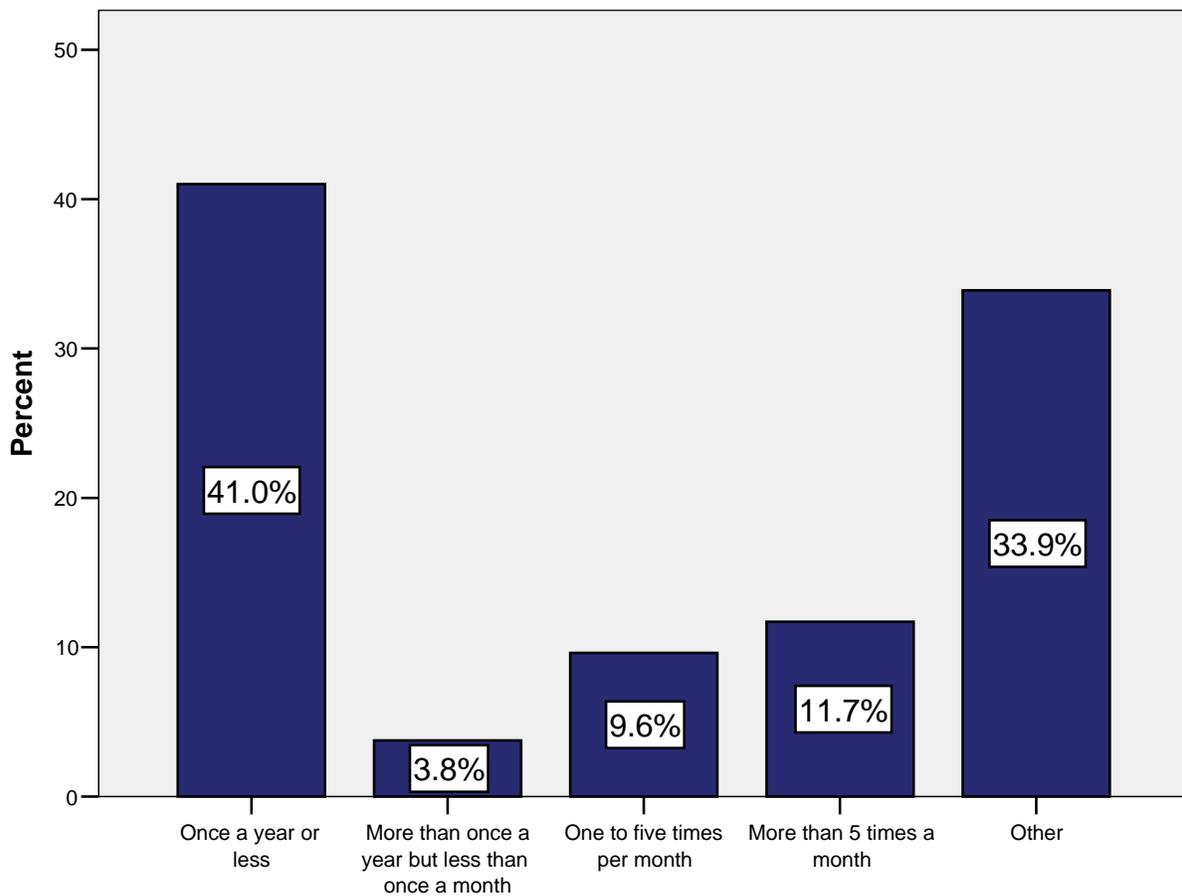
**03. Did you staying overnight in Excelsior Springs on your most recent visit to downtown?**



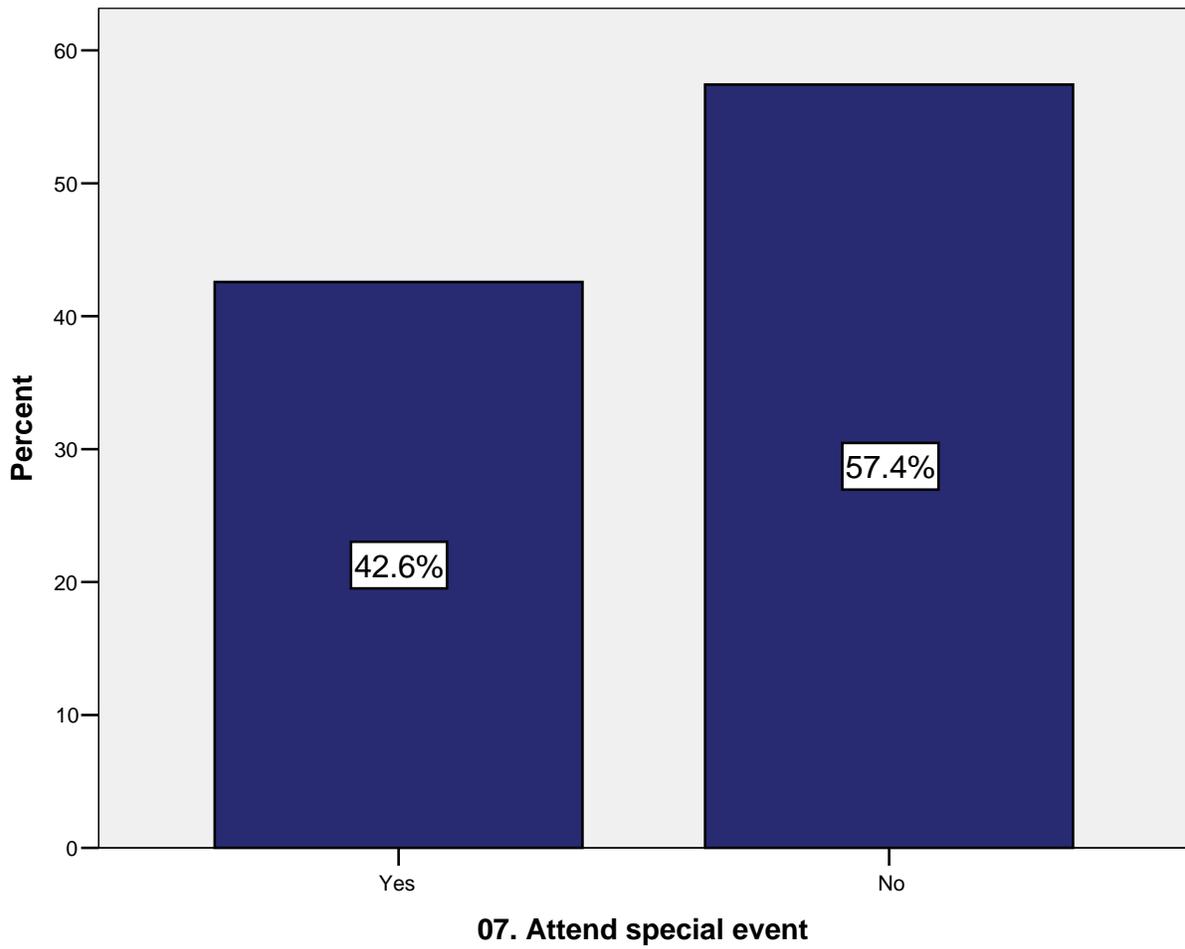
**04. Where did you stay overnight in Excelsior Springs?**

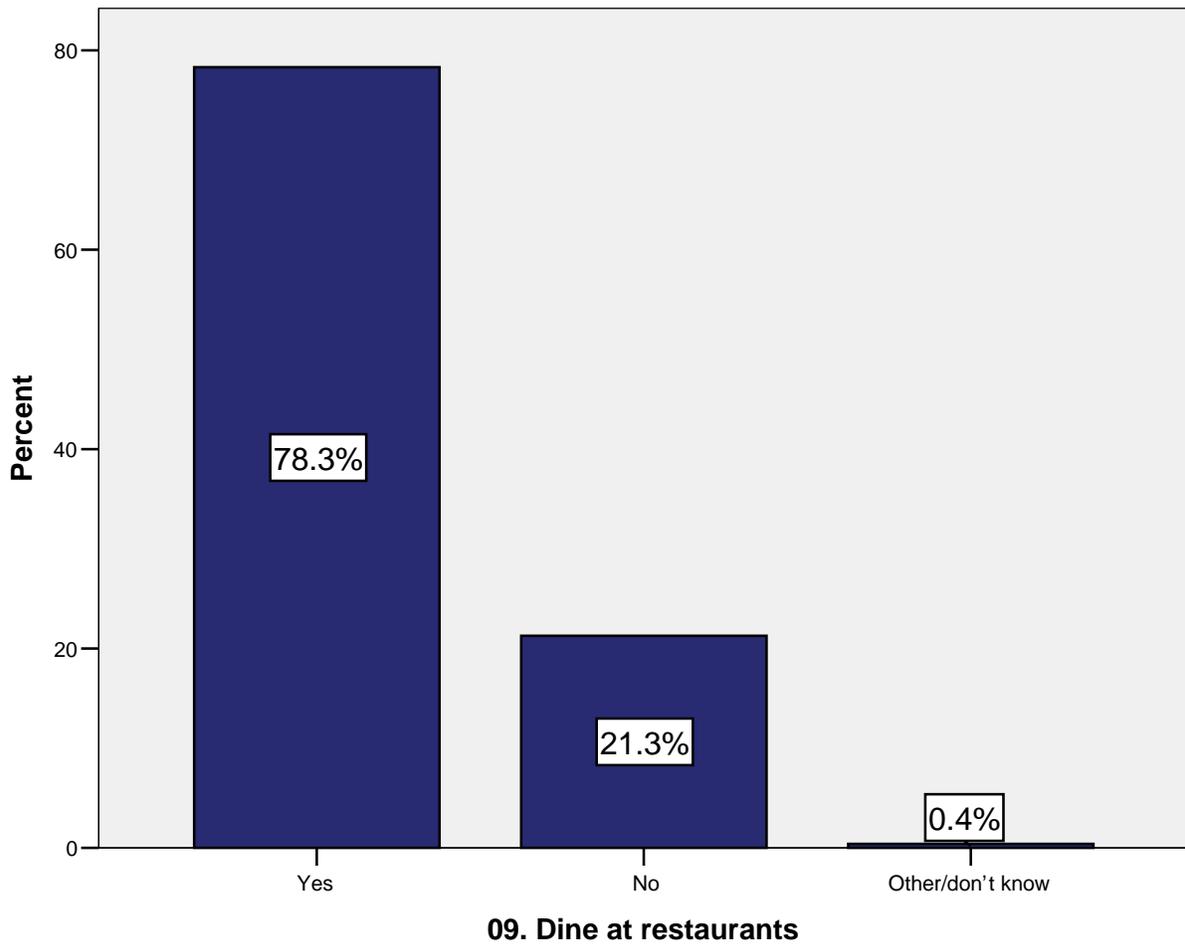


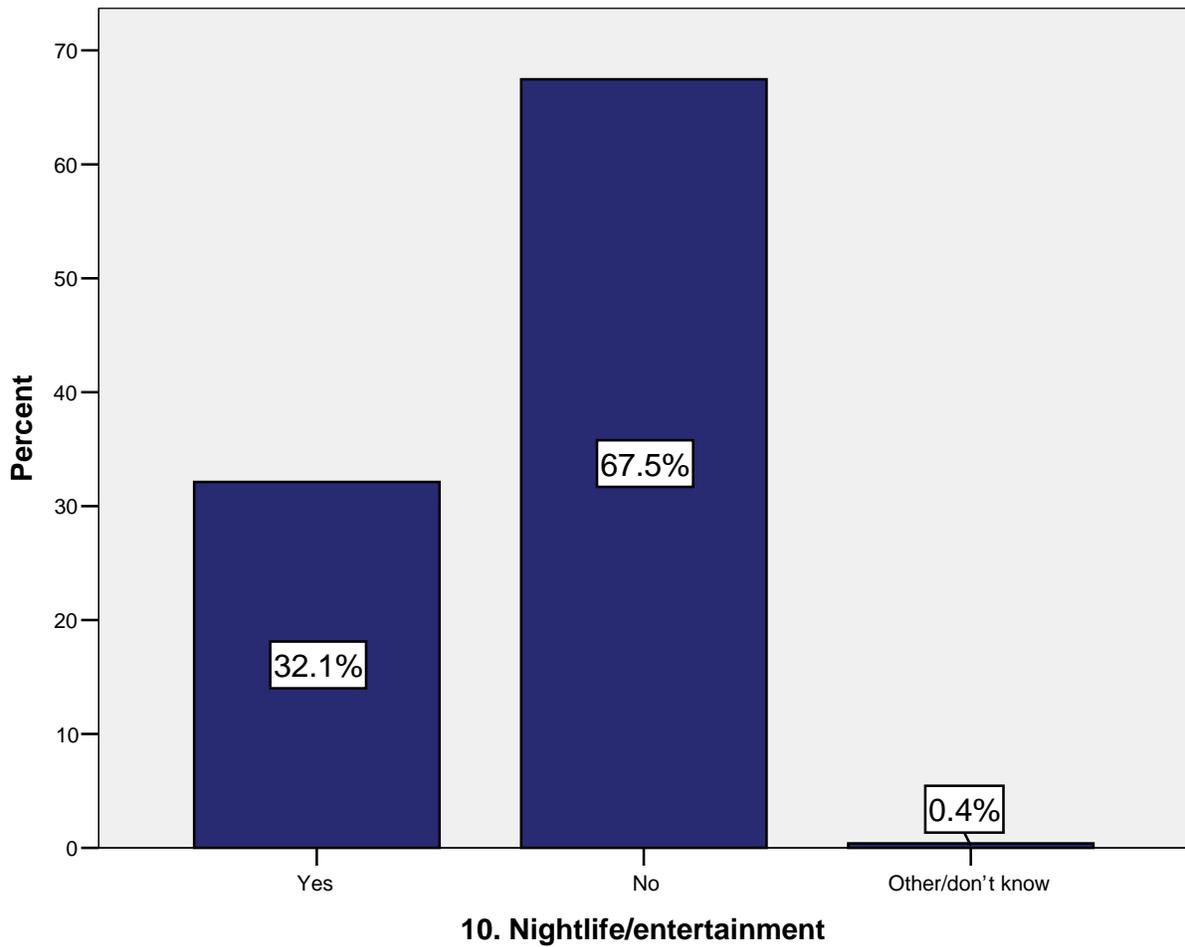
**05. Have you been to downtown Excelsior Springs?**

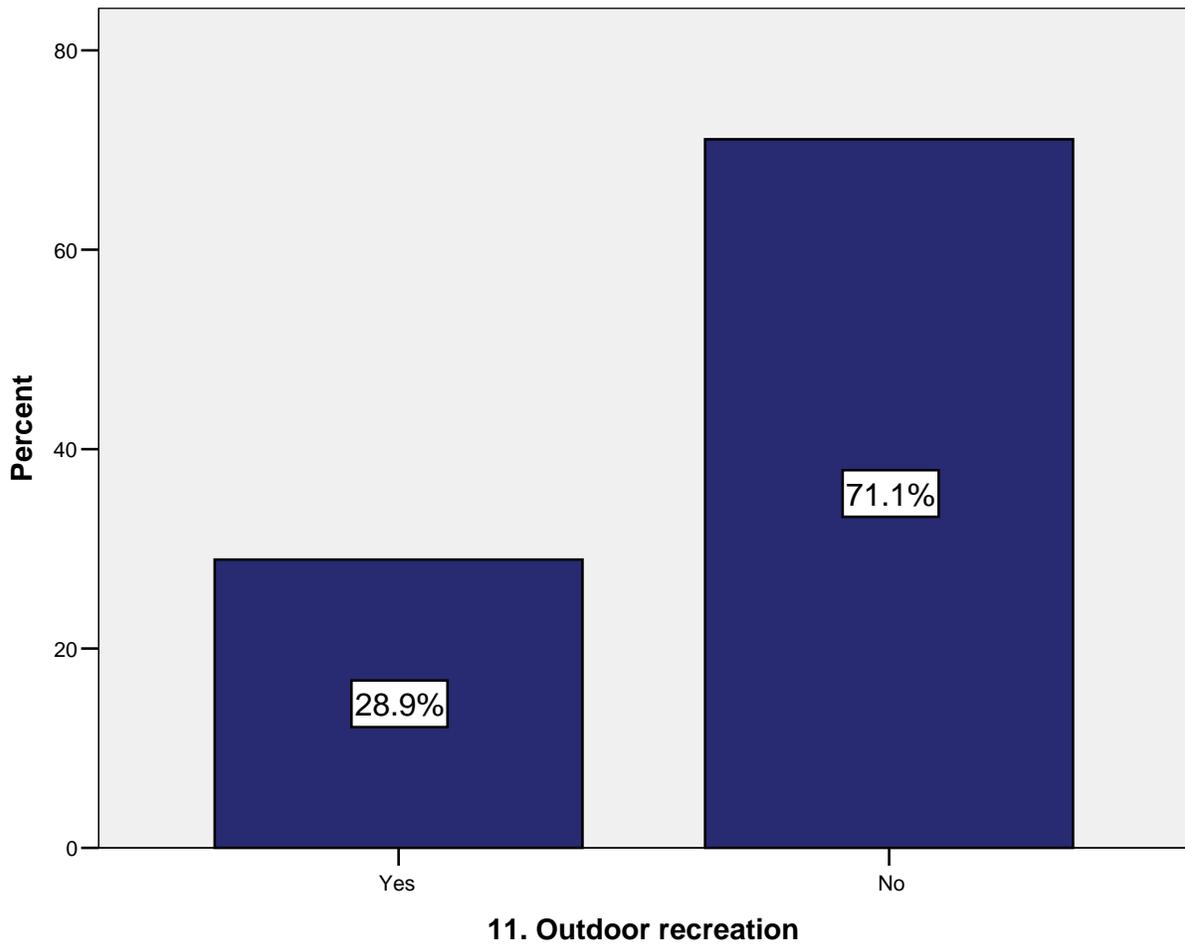


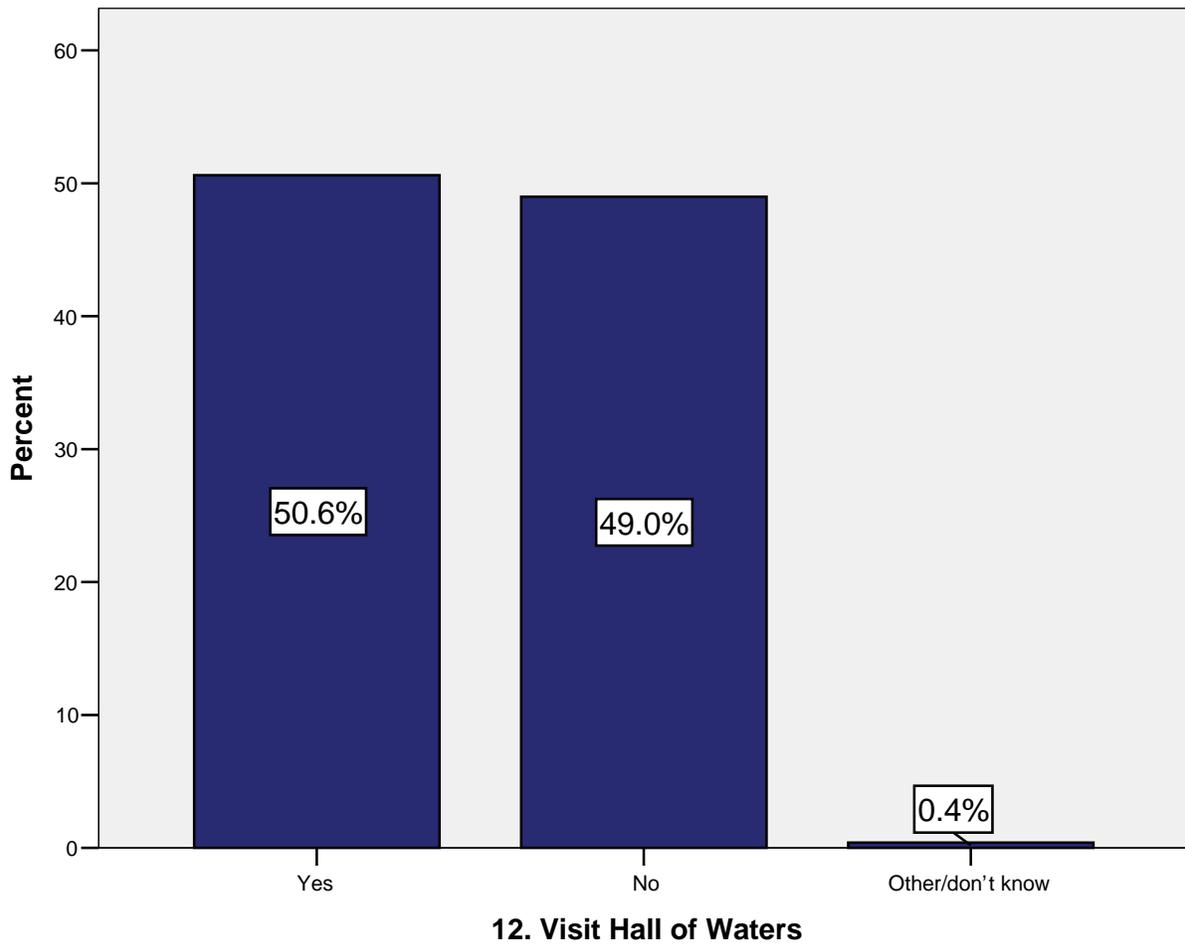
**06. How often do you visit downtown Excelsior Springs?**

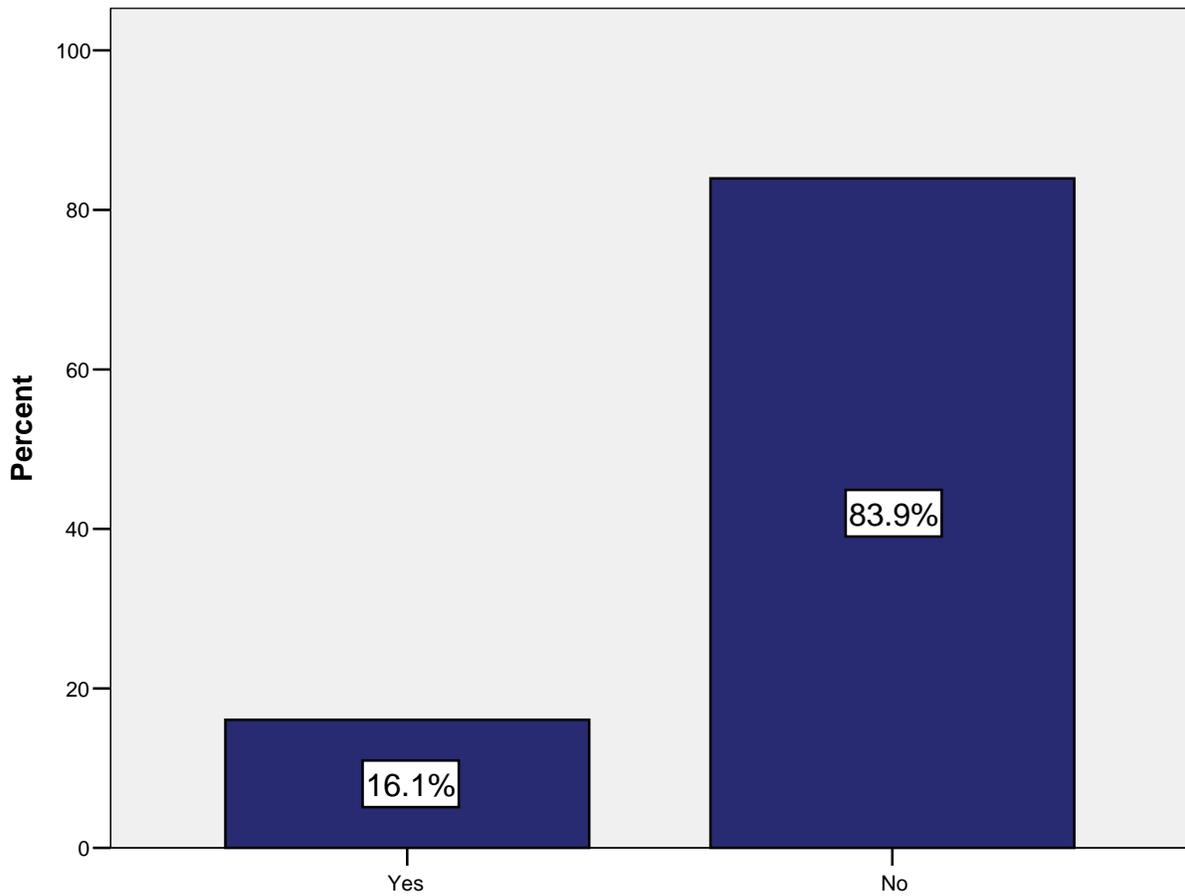




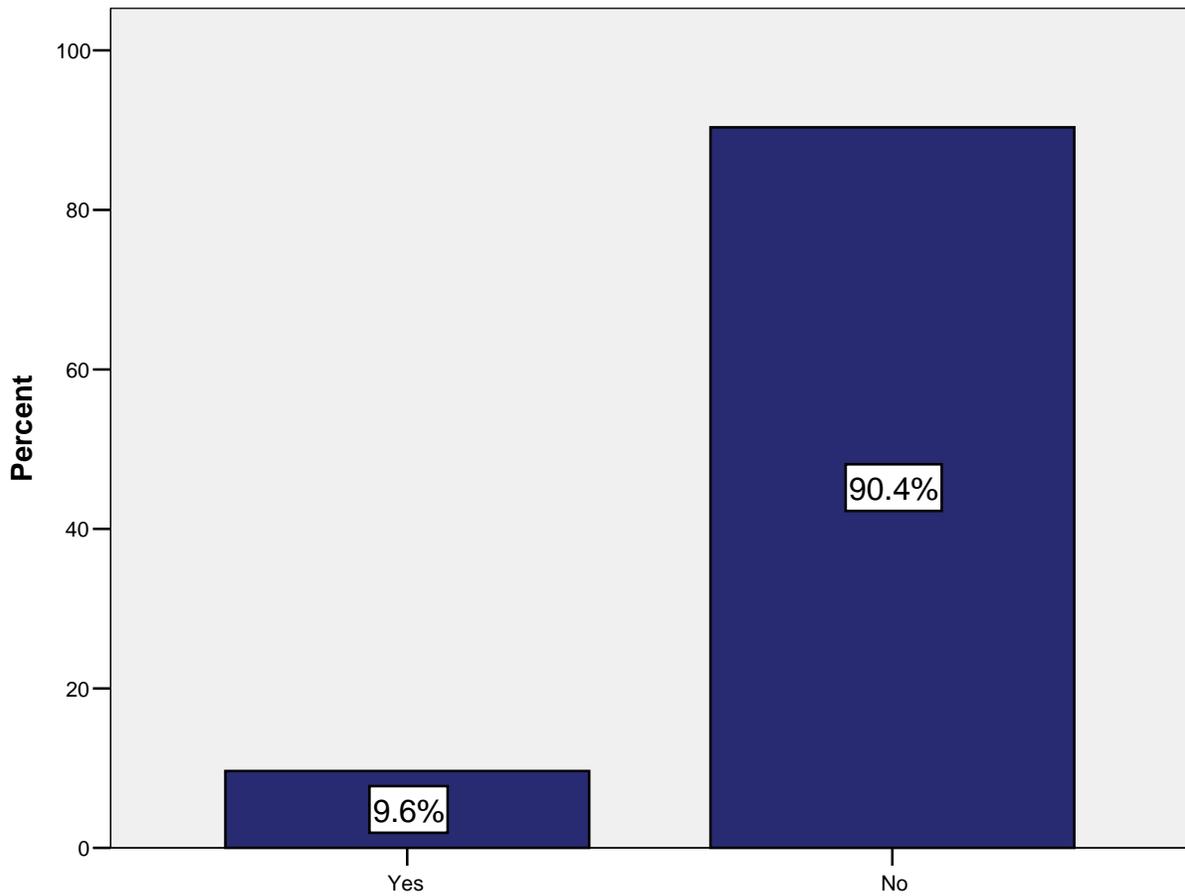




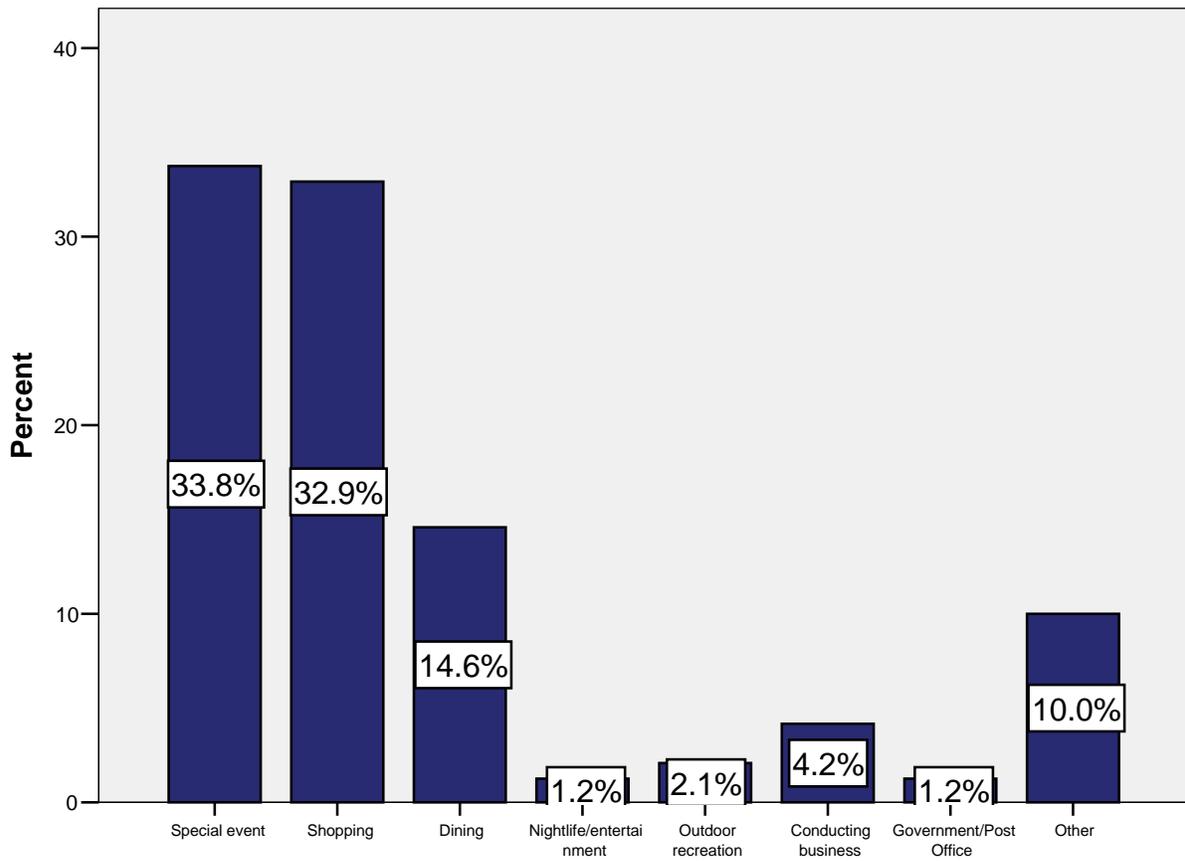




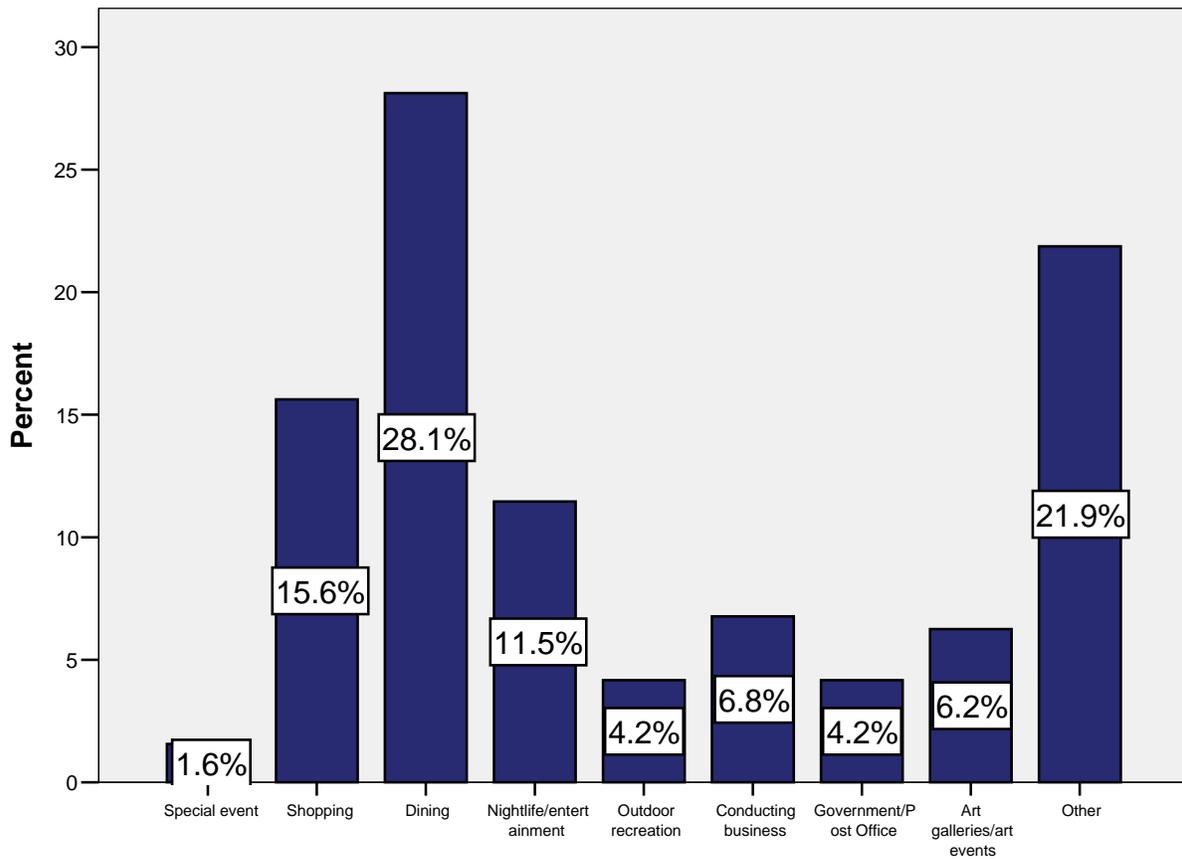
13. Conduct business



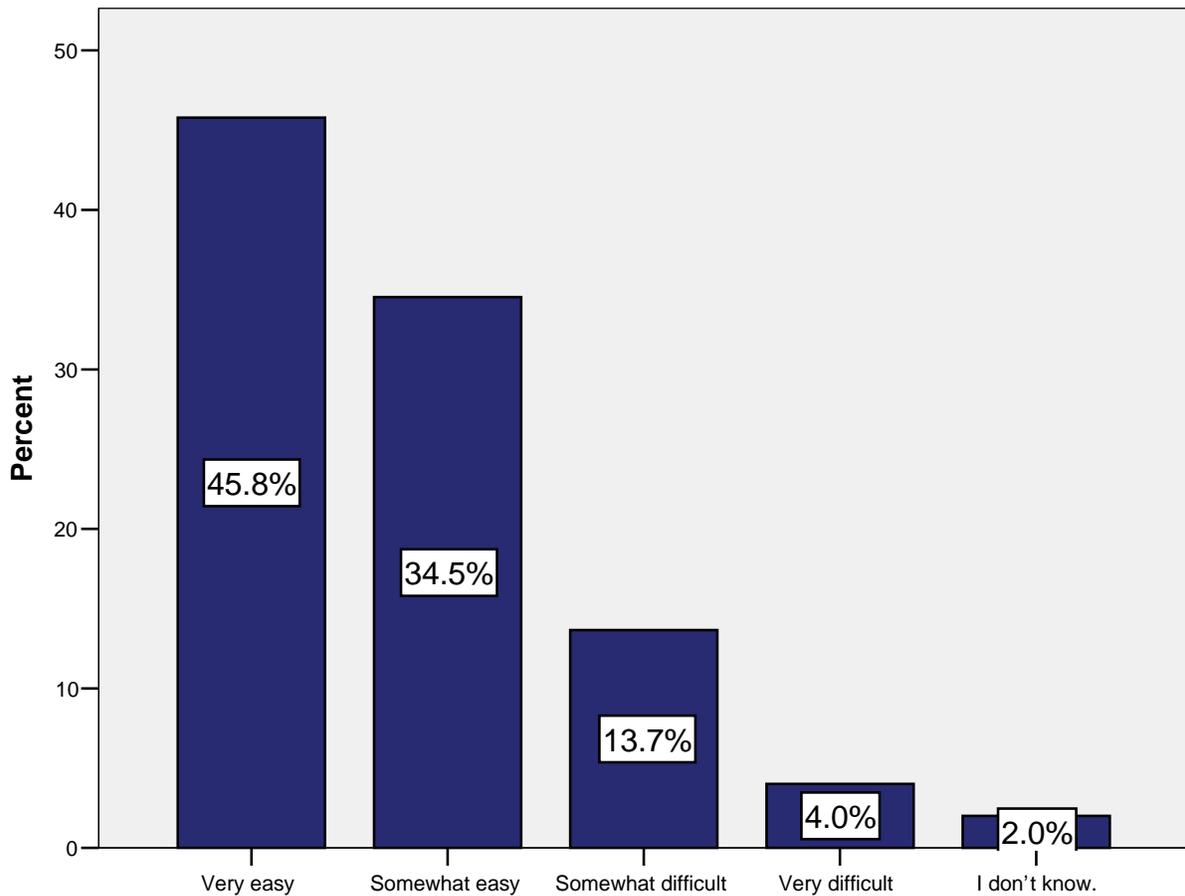
14. Government/Post Office



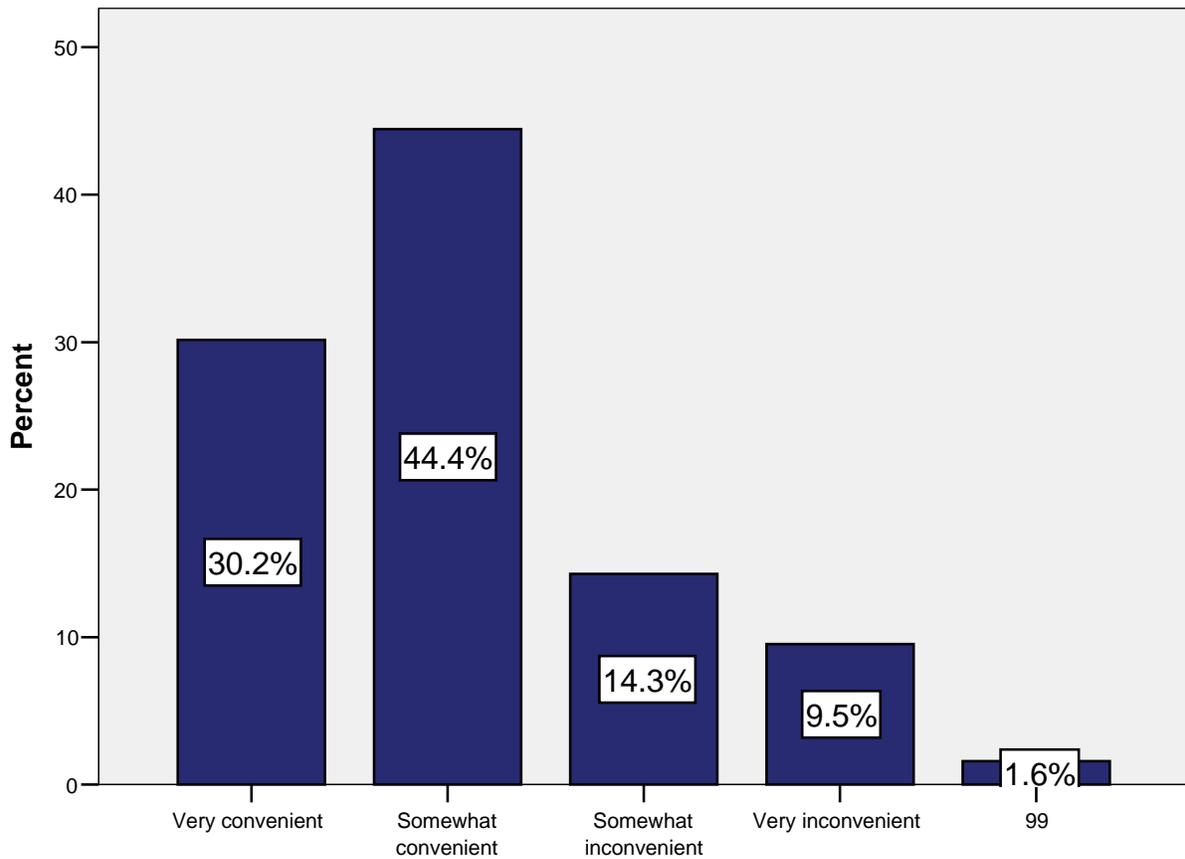
15a. Please select the two reasons you most often visit downtown Excelsior Springs?



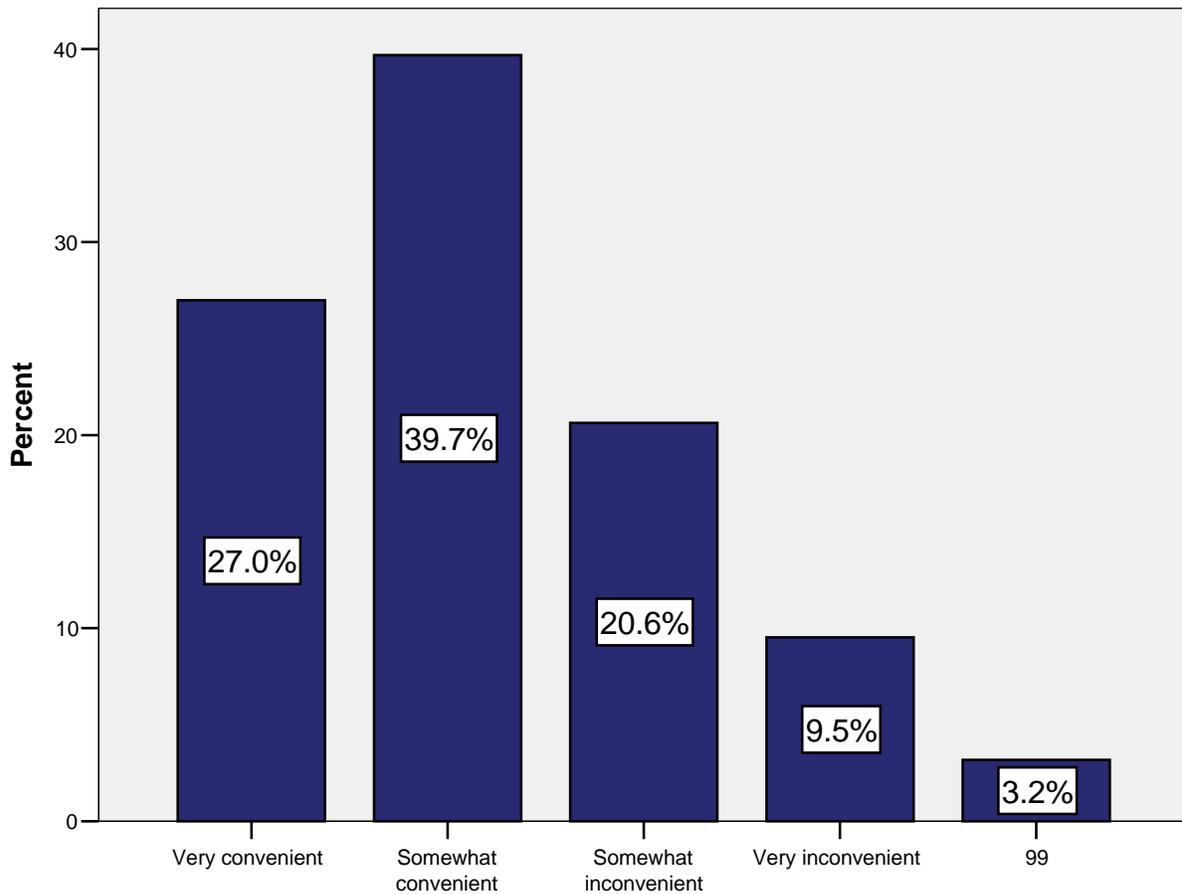
**15b. Please select the two reasons you most often visit downtown Excelsior Springs?**



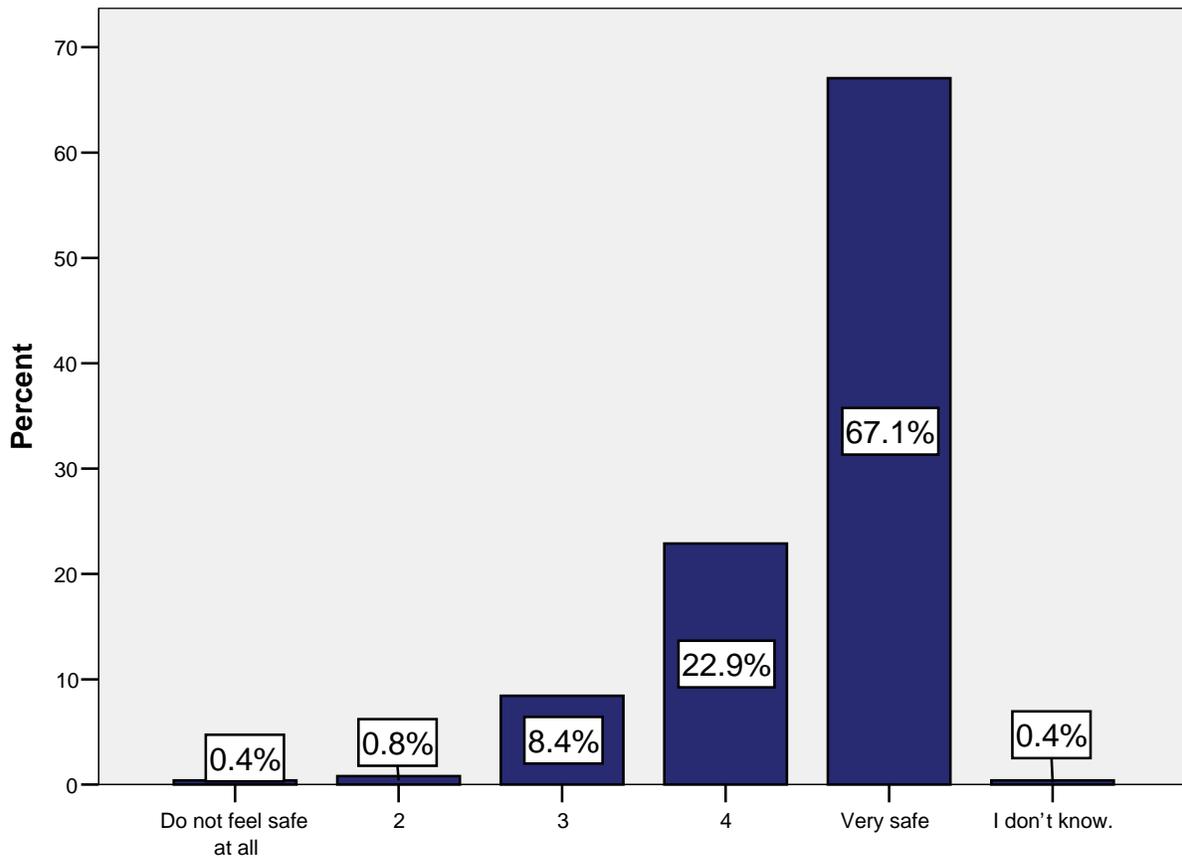
16. How easy it is to find your way around downtown Excelsior Springs?



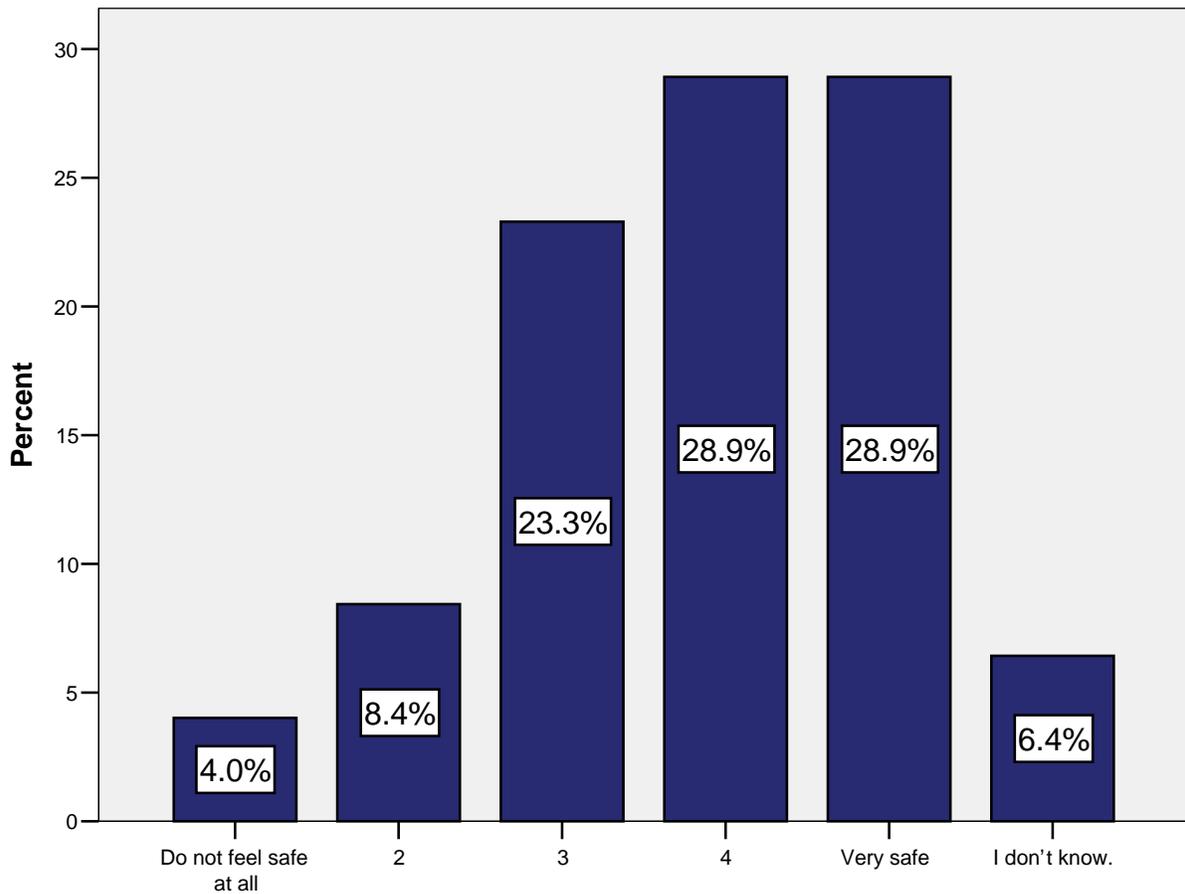
**17. How convenient would you say that parking is in downtown Excelsior Springs?**



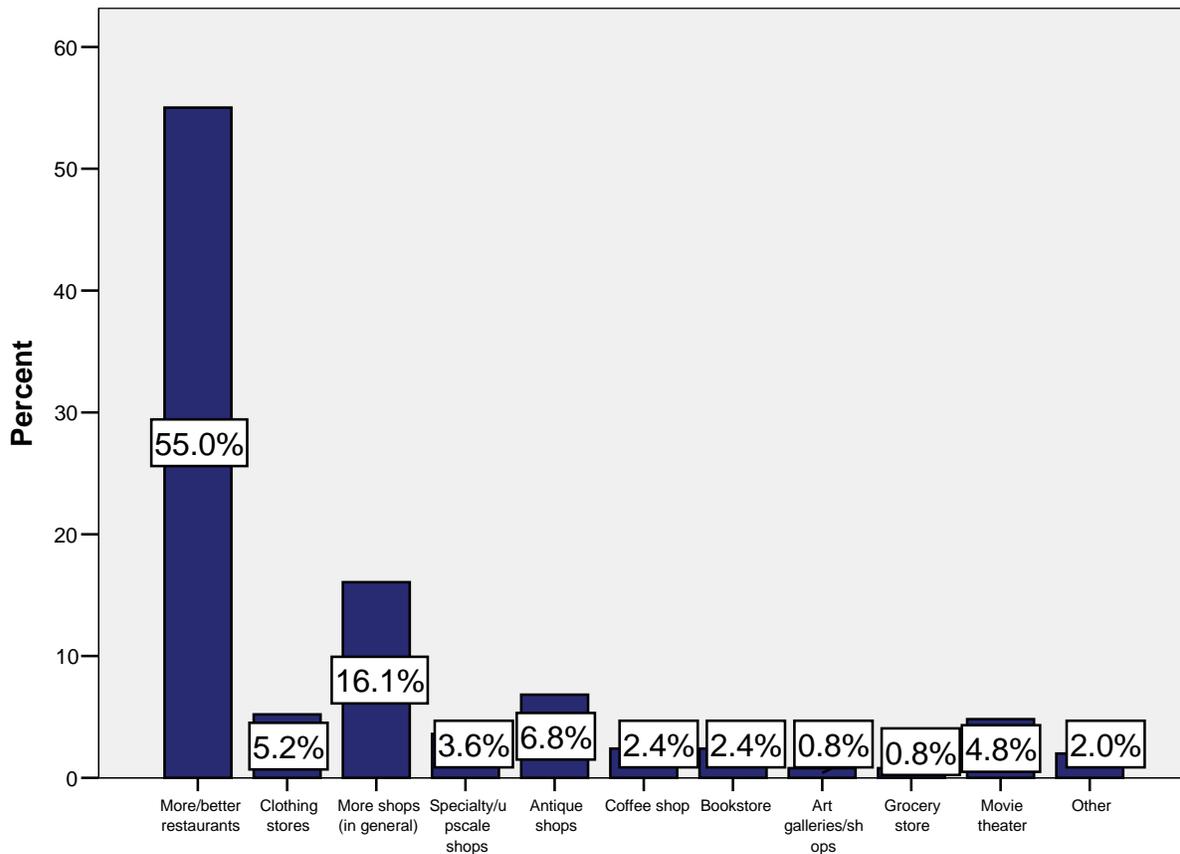
**18. How convenient would you say that hours of downtown businesses are?**



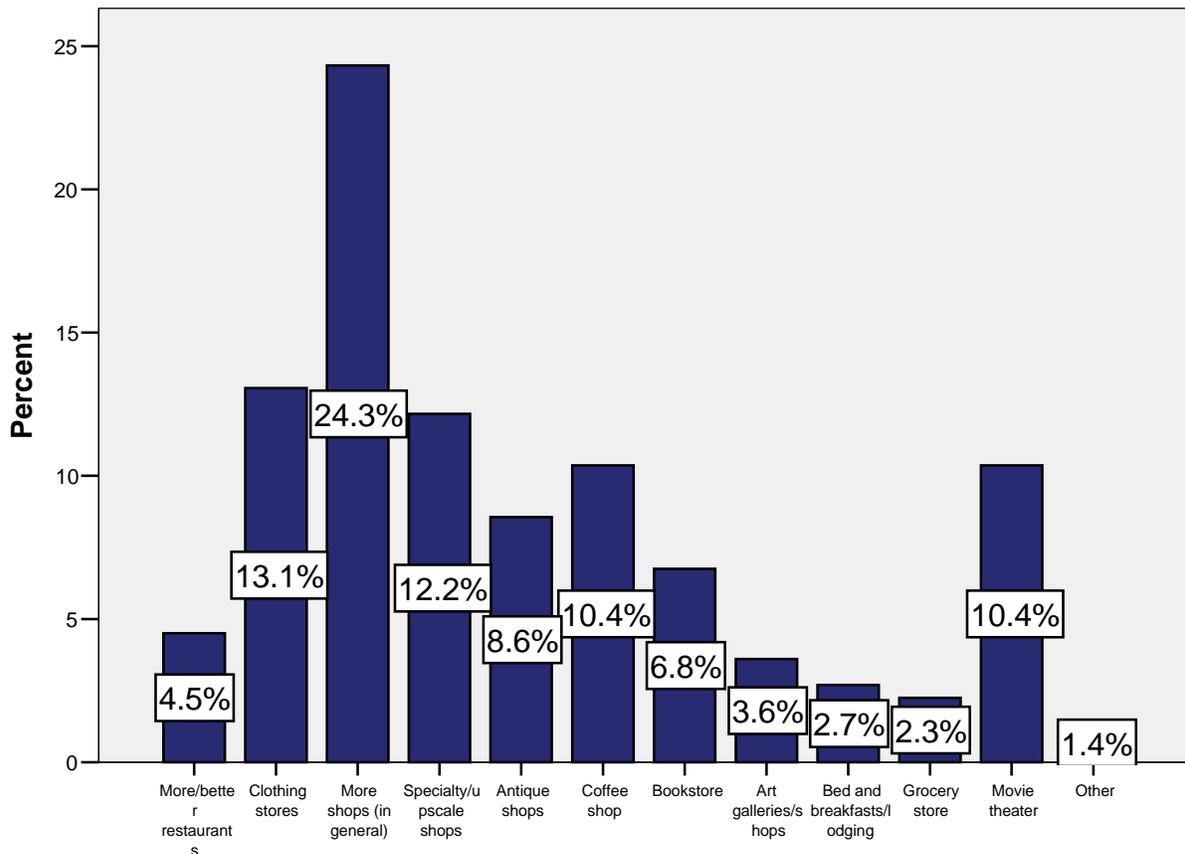
**19. How safe would you say you feel in downtown Excelsior Springs during the day?**



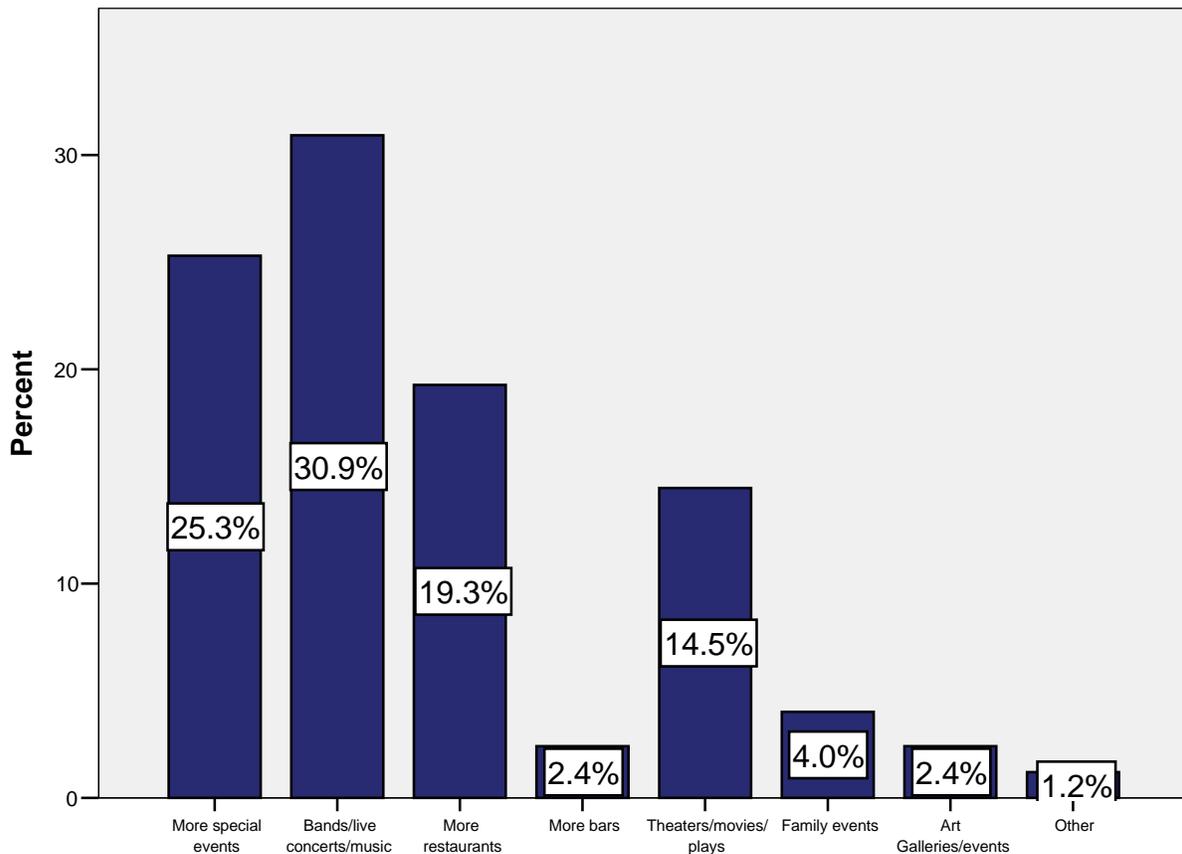
20. How safe would you say you feel in downtown Excelsior Springs at night?



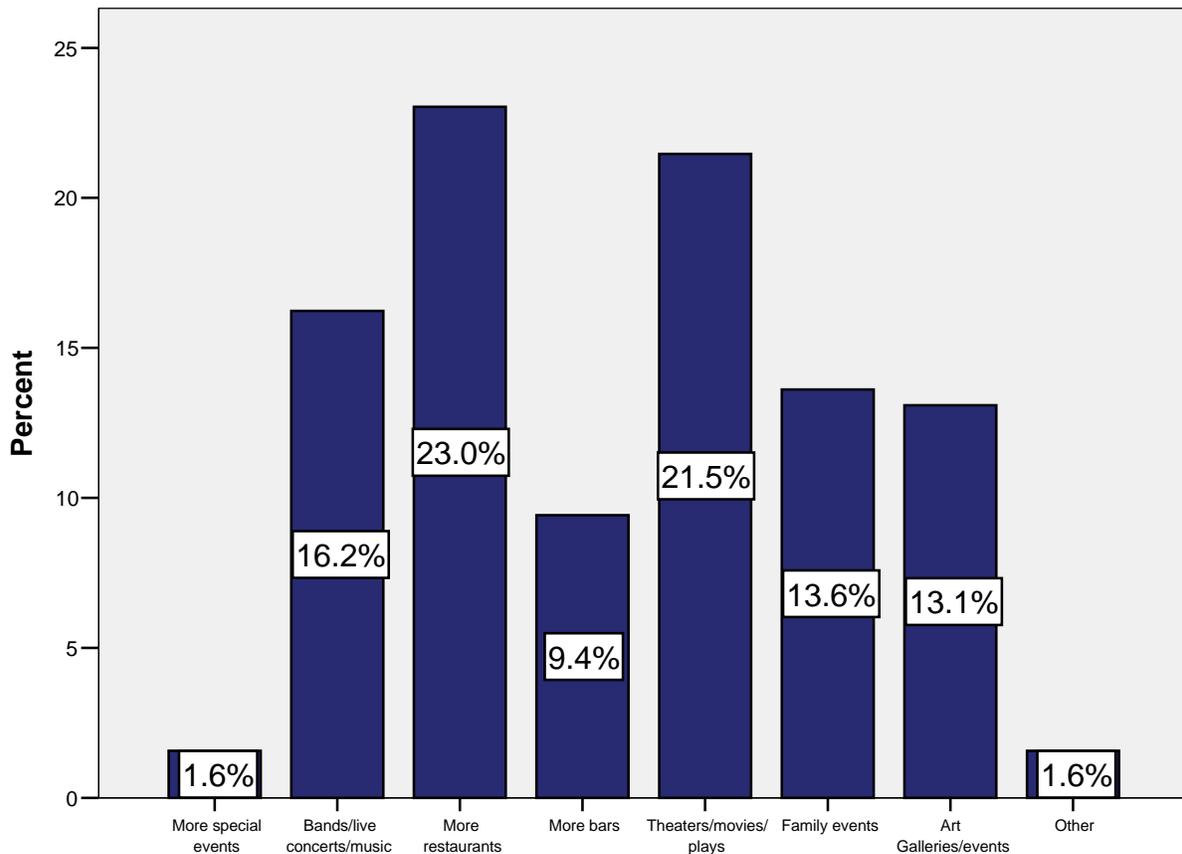
**21a. What kinds of additional businesses do you think would make you most likely to visit downtown Excelsior Springs in the future?**



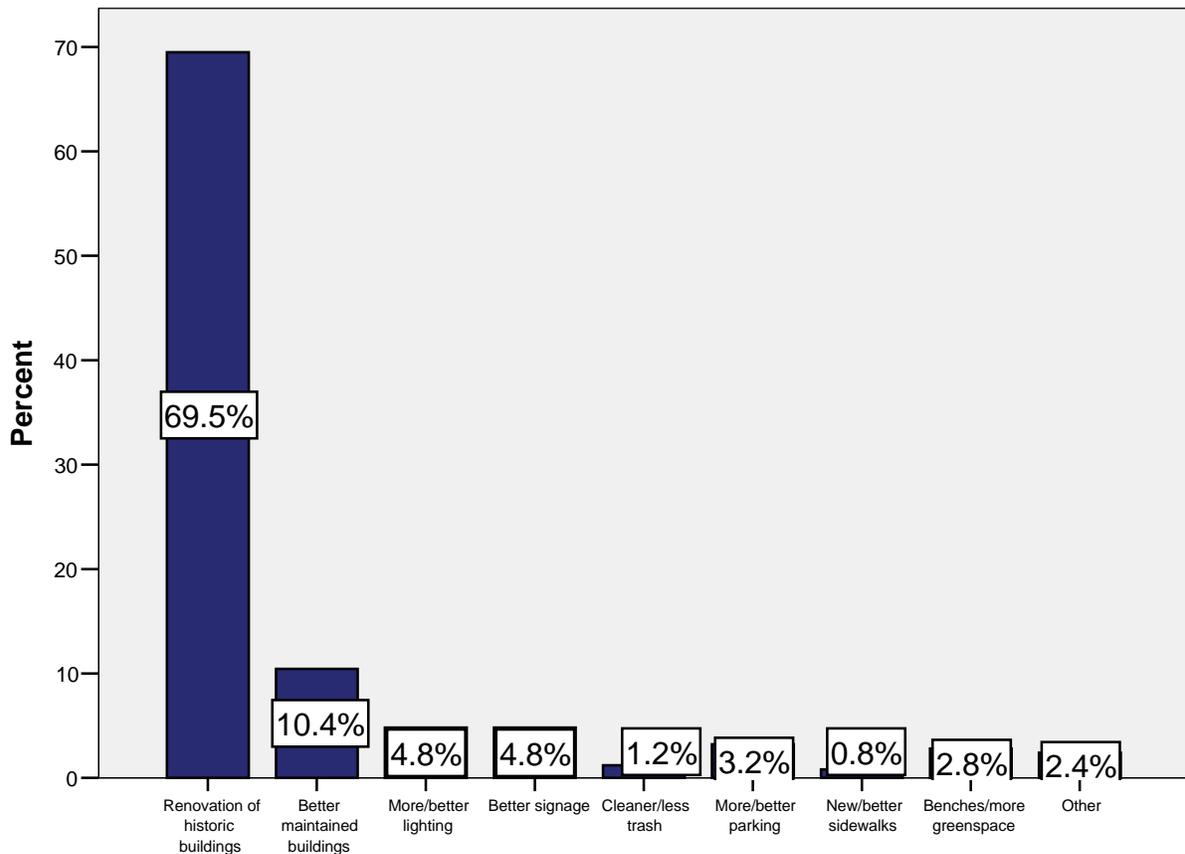
**21b. What kinds of additional businesses do you think would make you most likely to visit downtown Excelsior Springs in the future?**



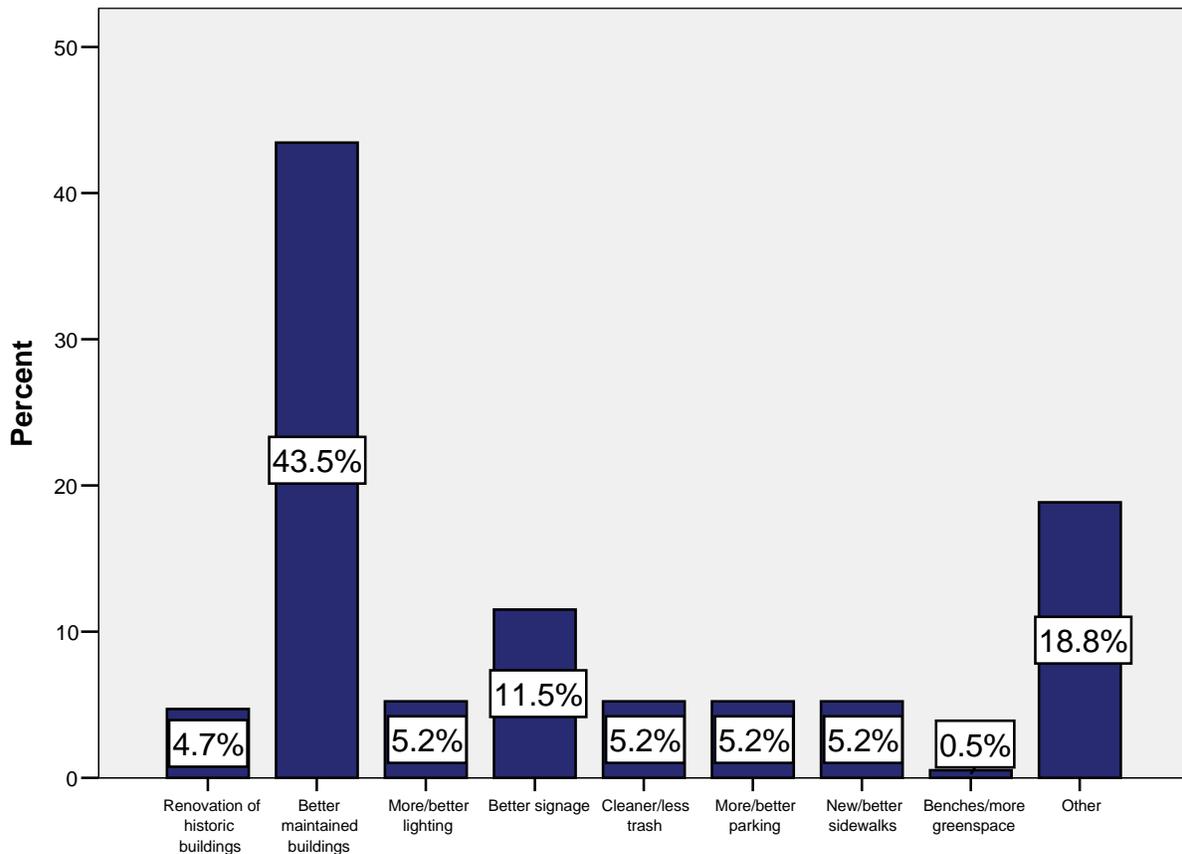
**22a. What kinds of additional recreation or entertainment opportunities would make you most likely to visit downtown Excelsior Springs?**



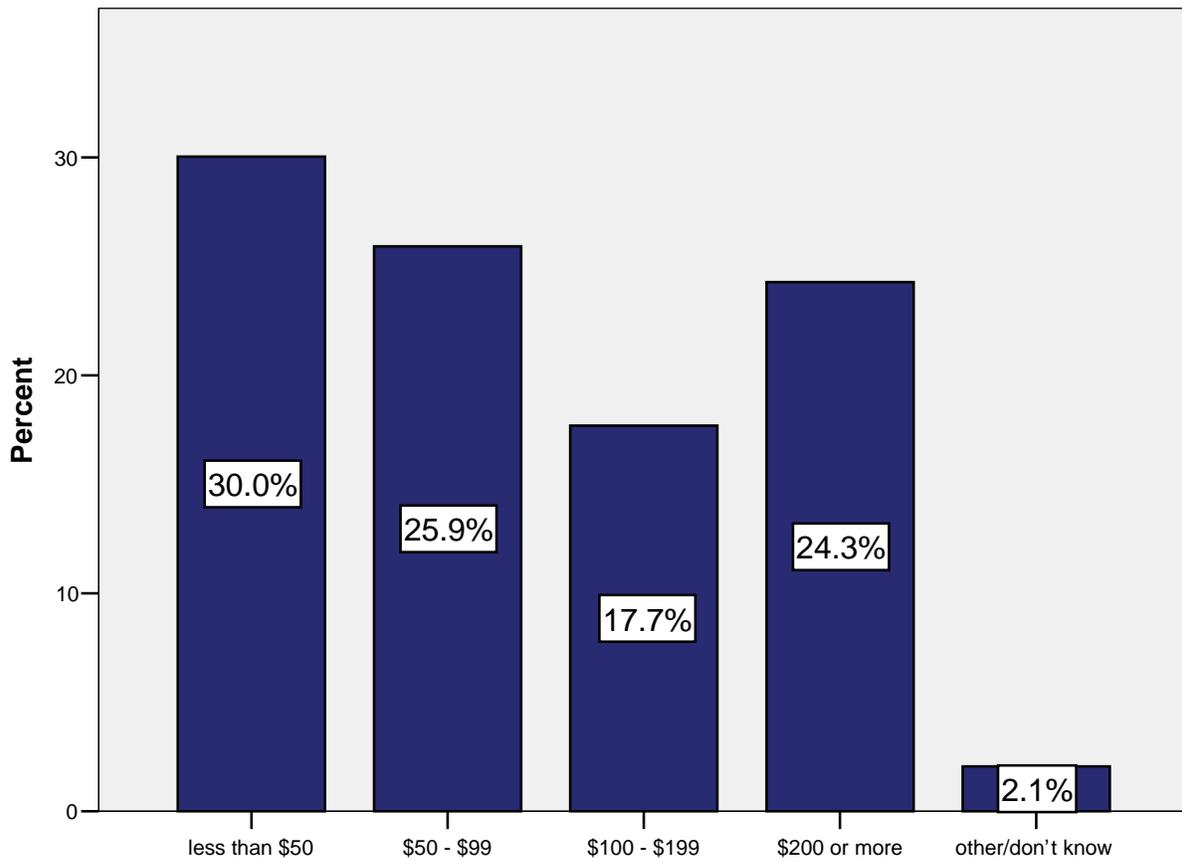
**22b. What kinds of additional recreation or entertainment opportunities would make you most likely to visit downtown Excelsior Springs?**



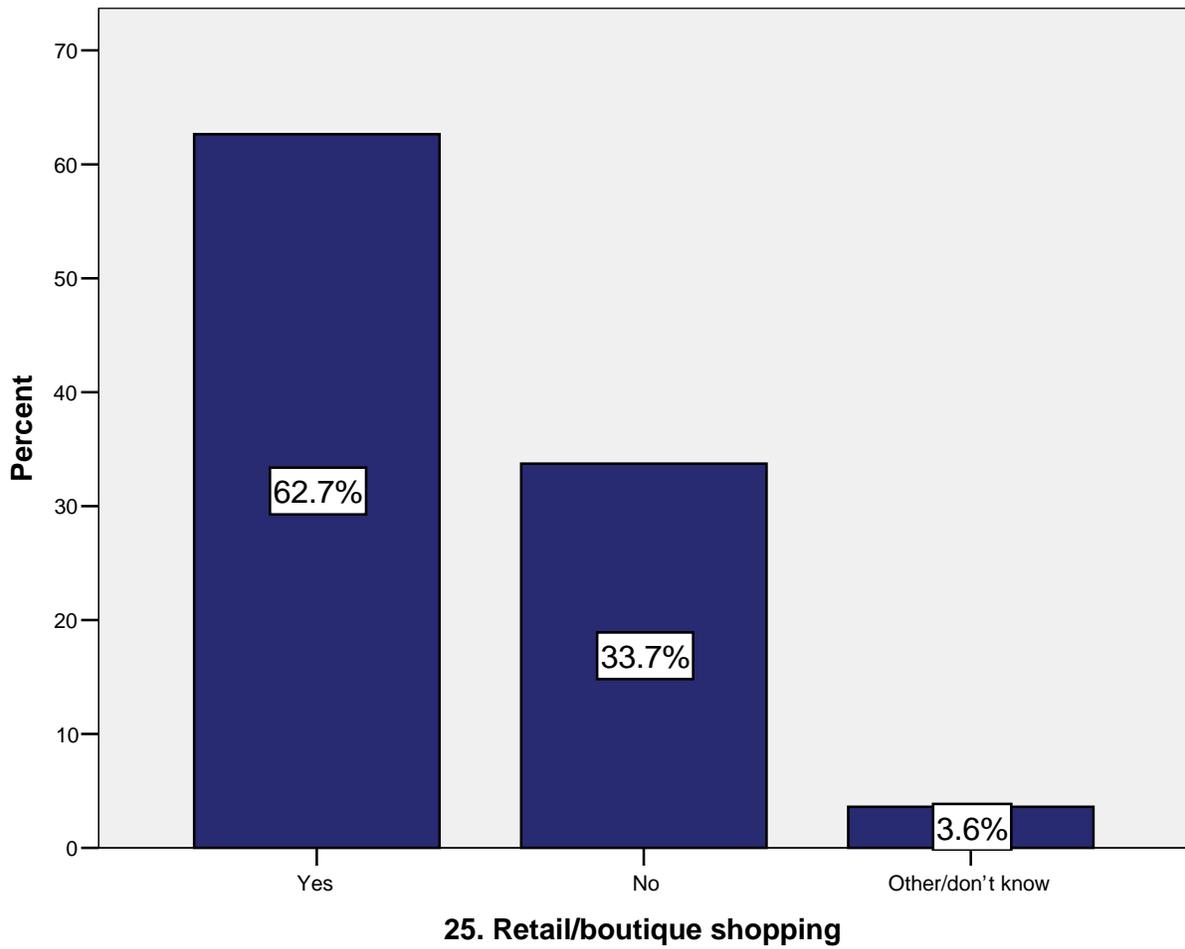
**23a. What other physical improvements do you think would make downtown Excelsior Springs more appealing?**

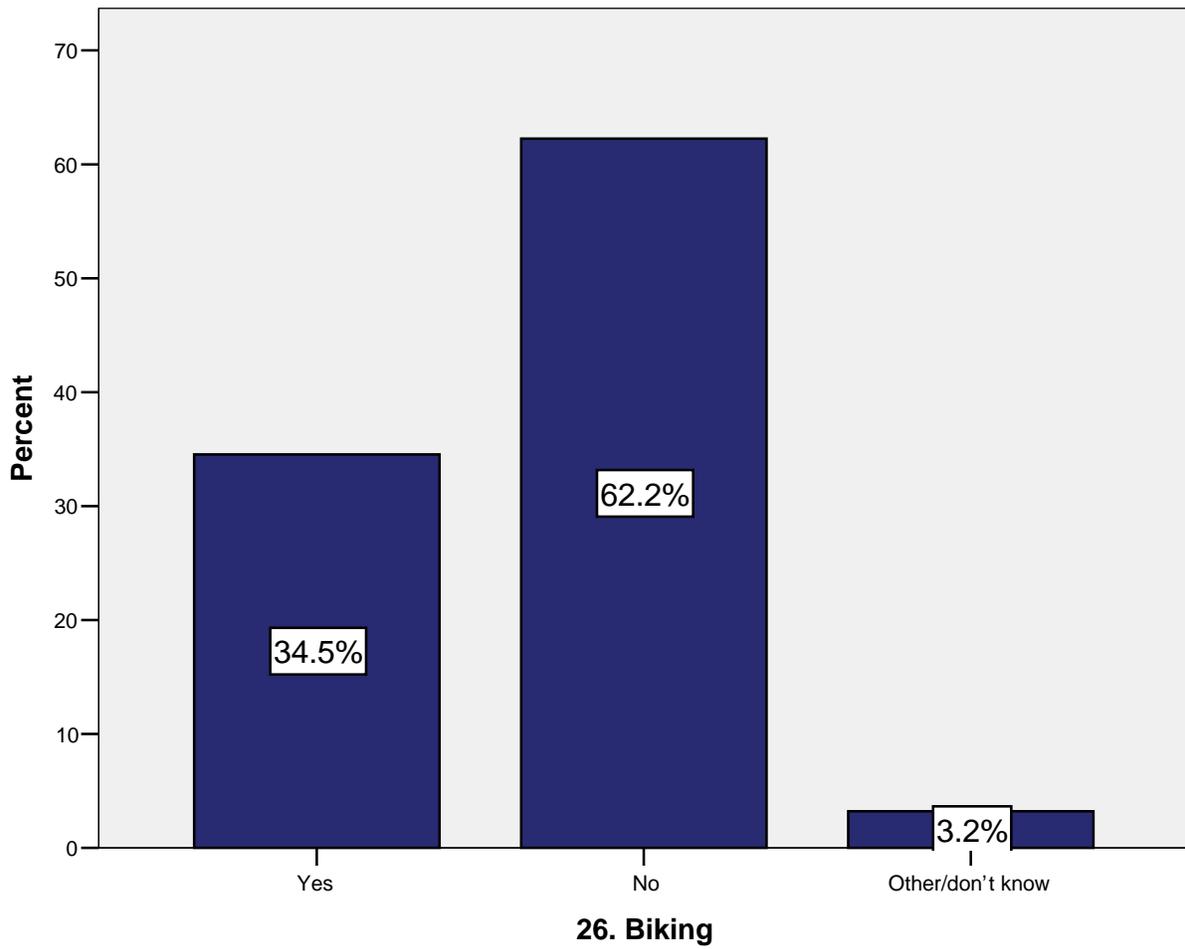


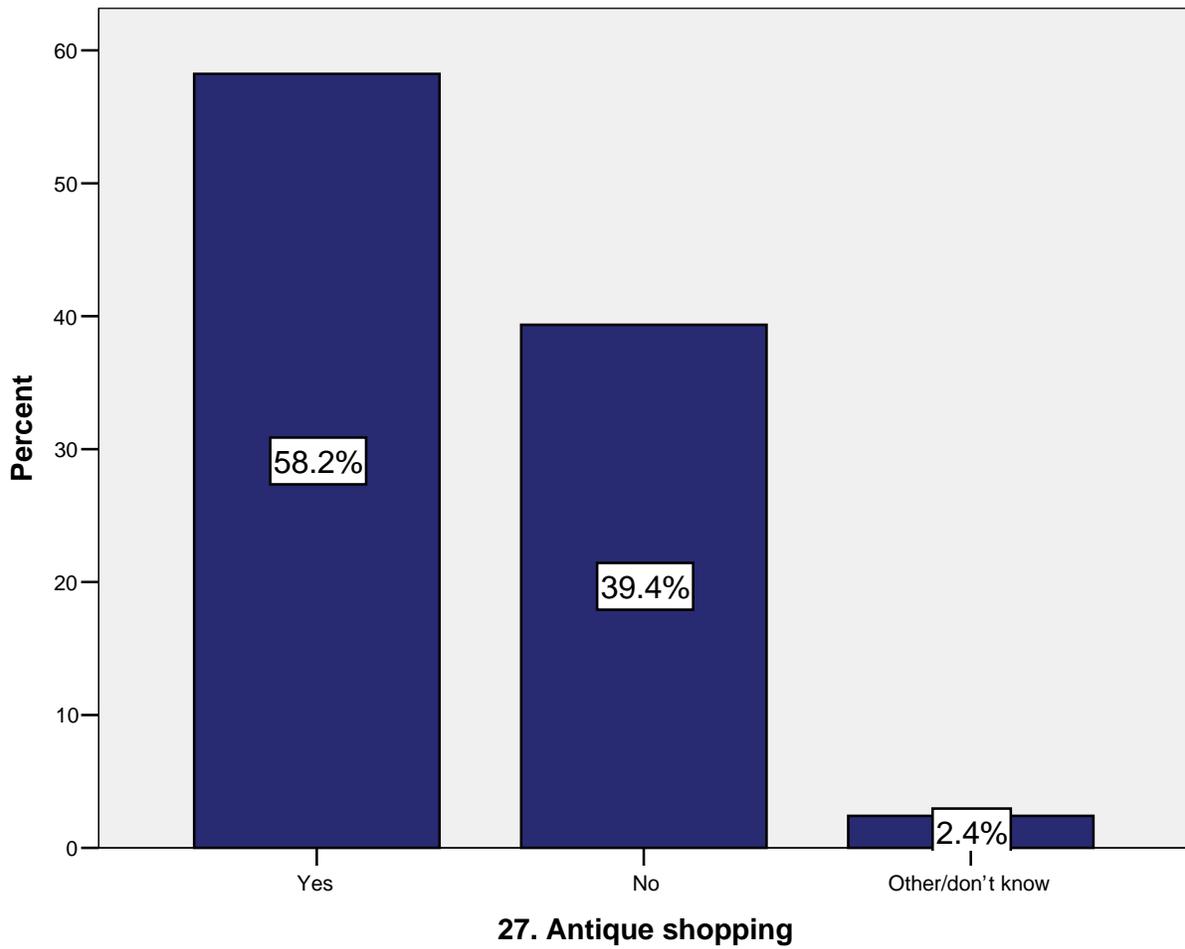
**23b. What other physical improvements do you think would make downtown Excelsior Springs more appealing?**

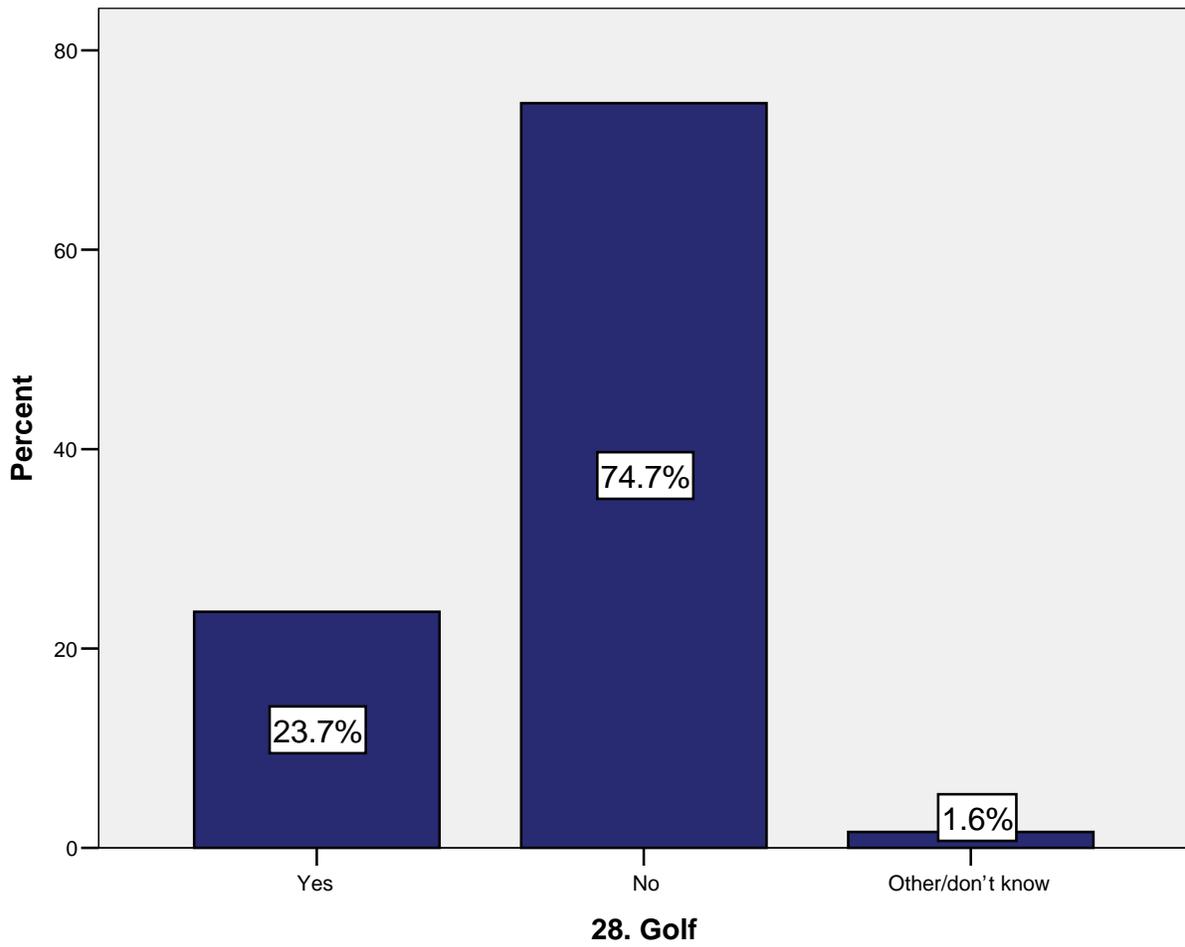


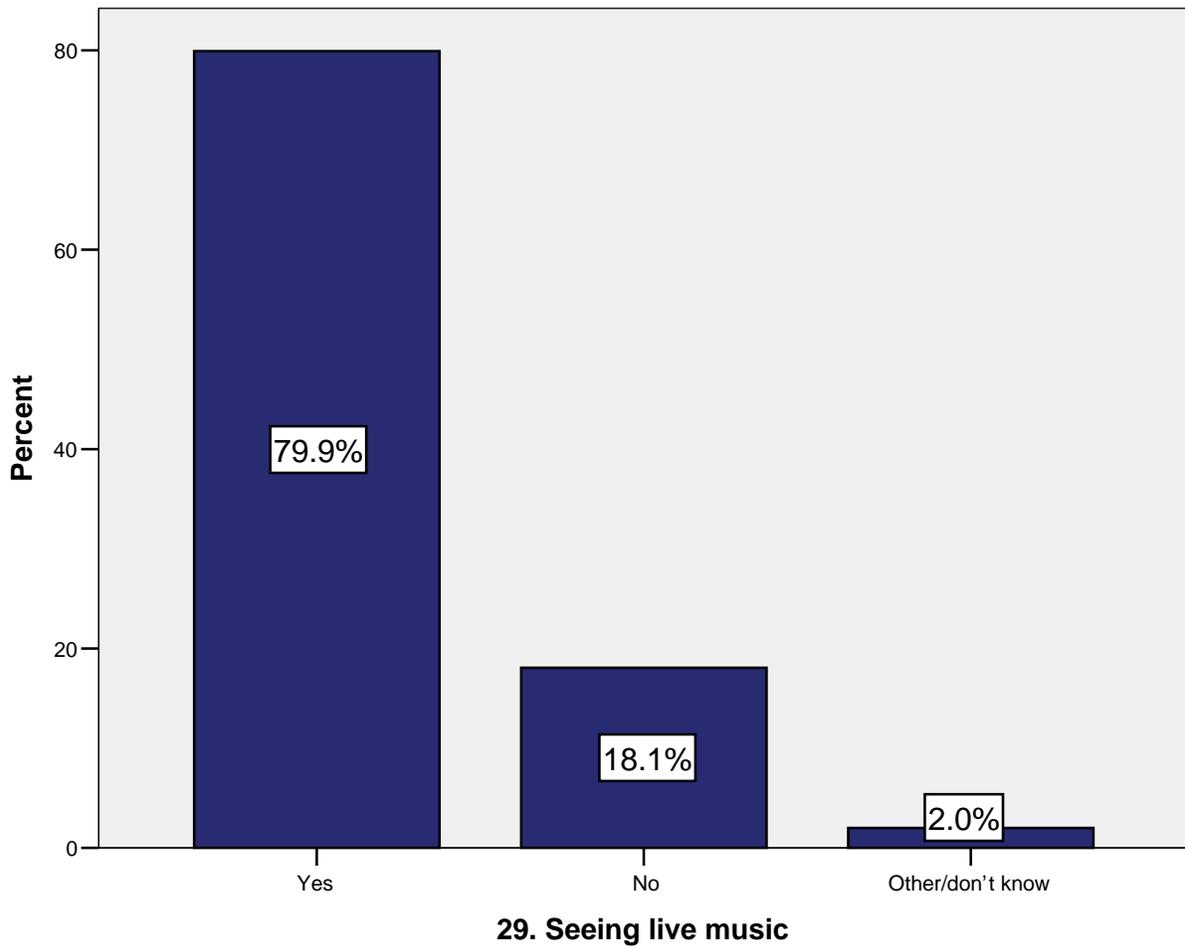
**24. Excluding lodging, how much money did you spend in downtown Excelsior Springs on your most recent visit?**

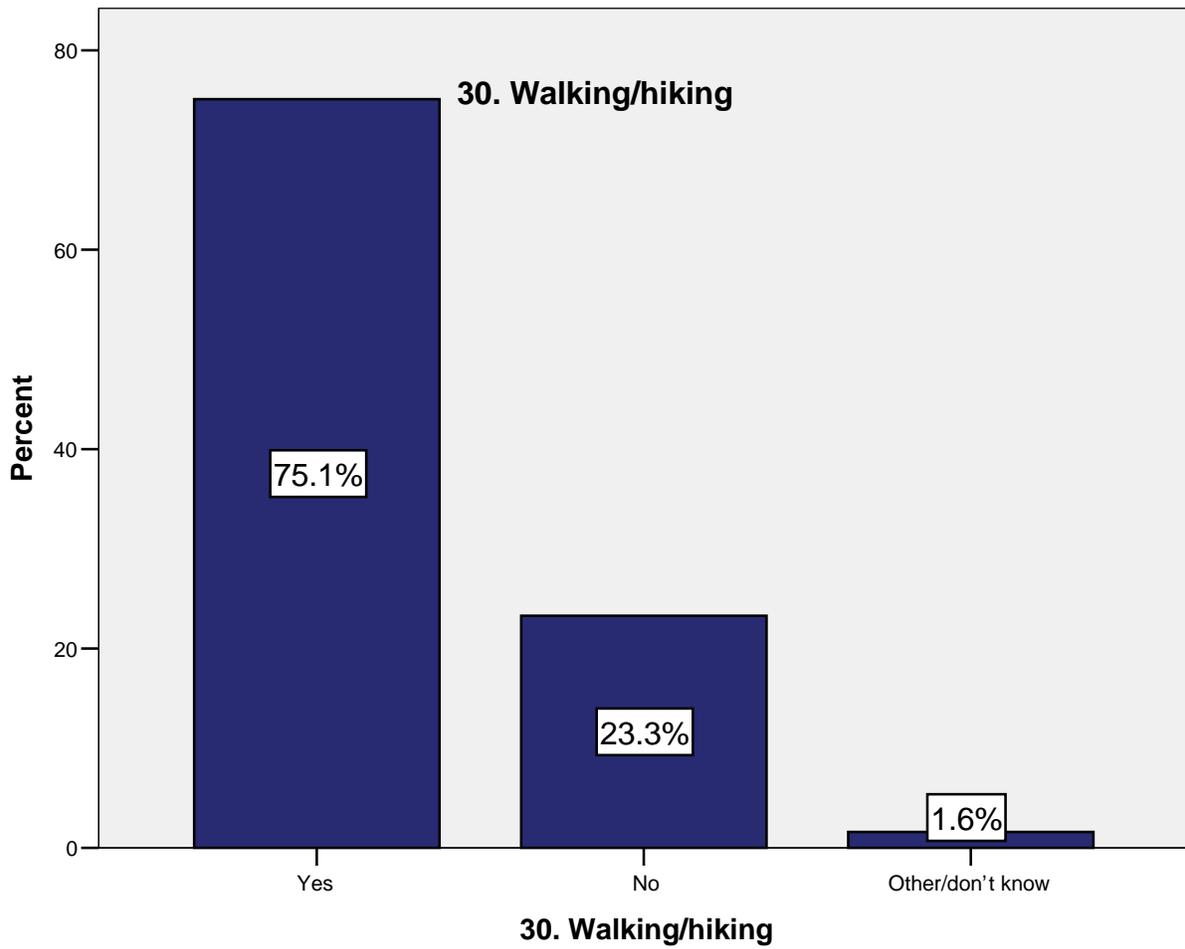


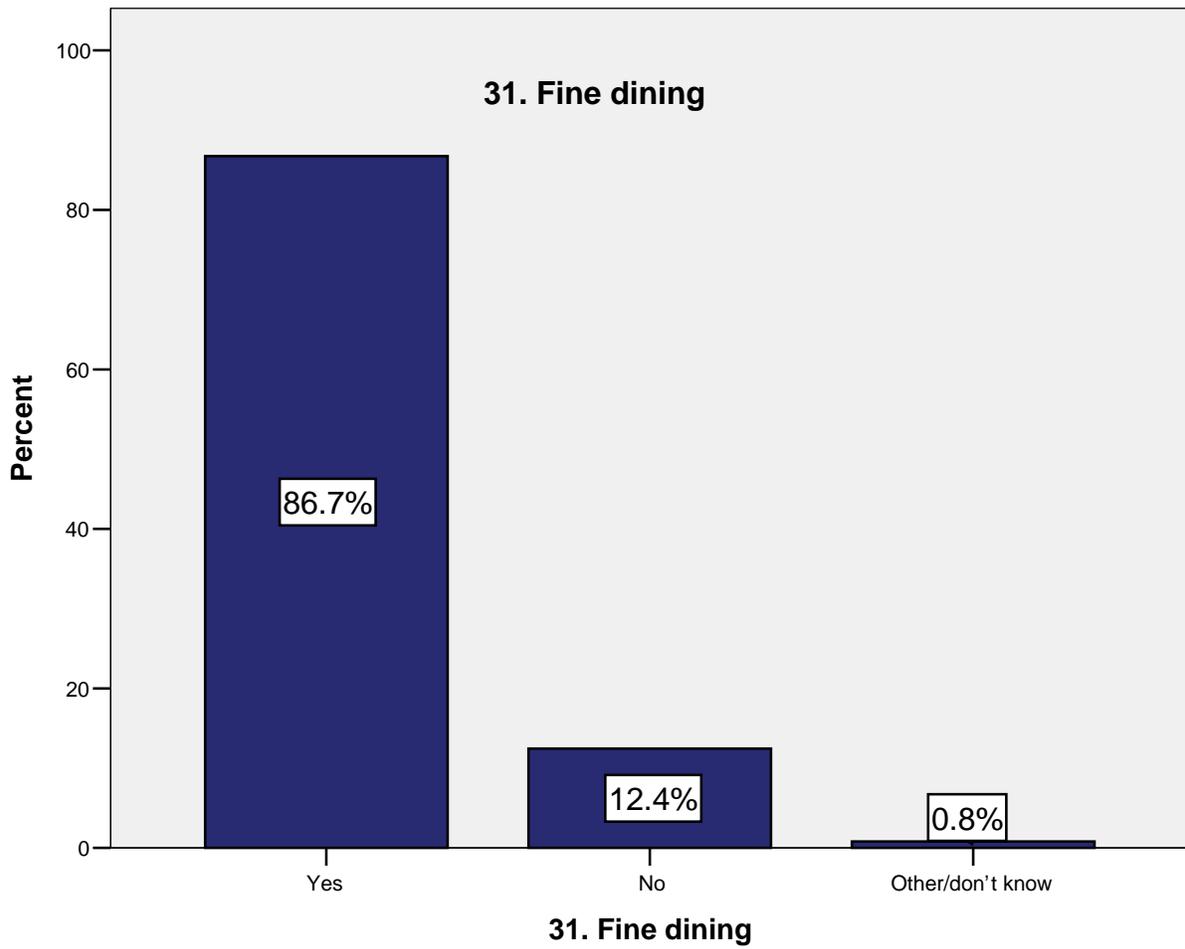


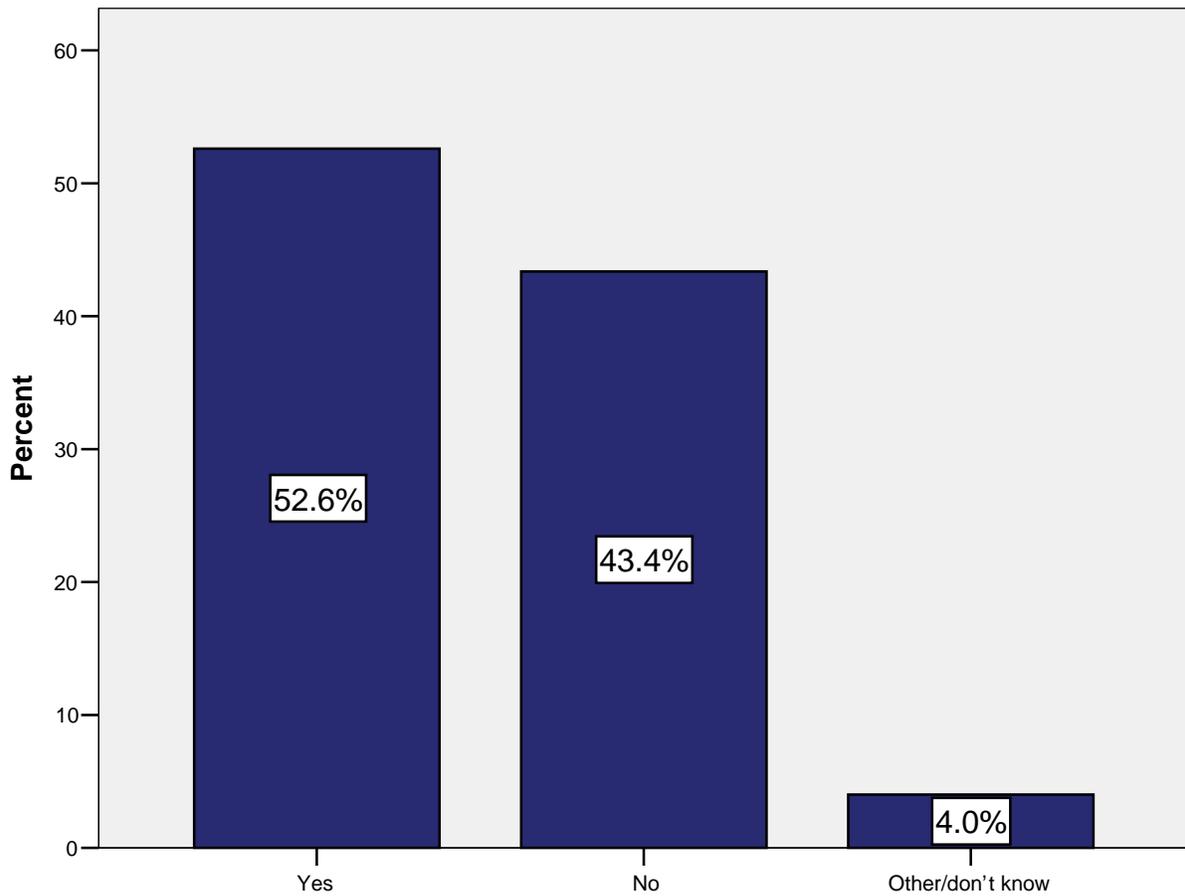




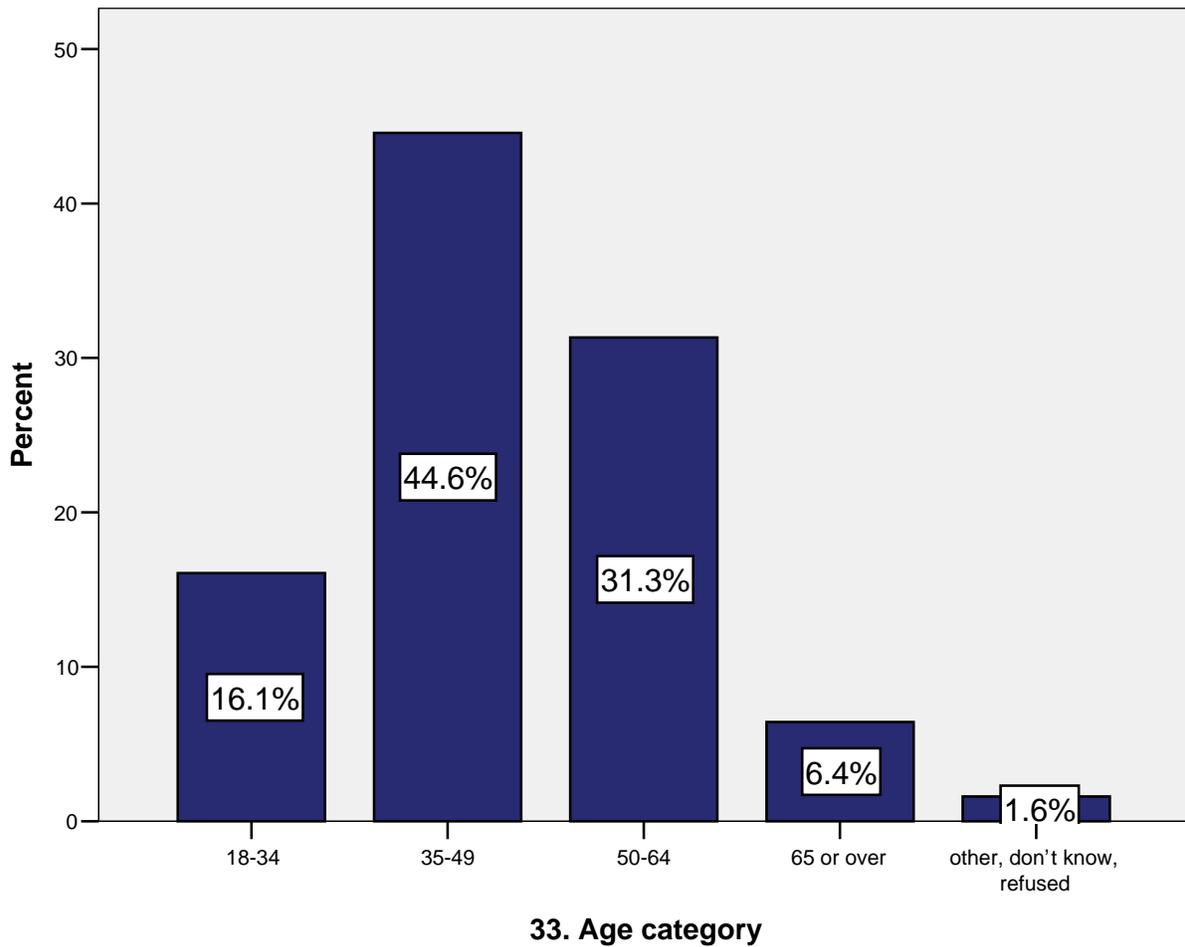


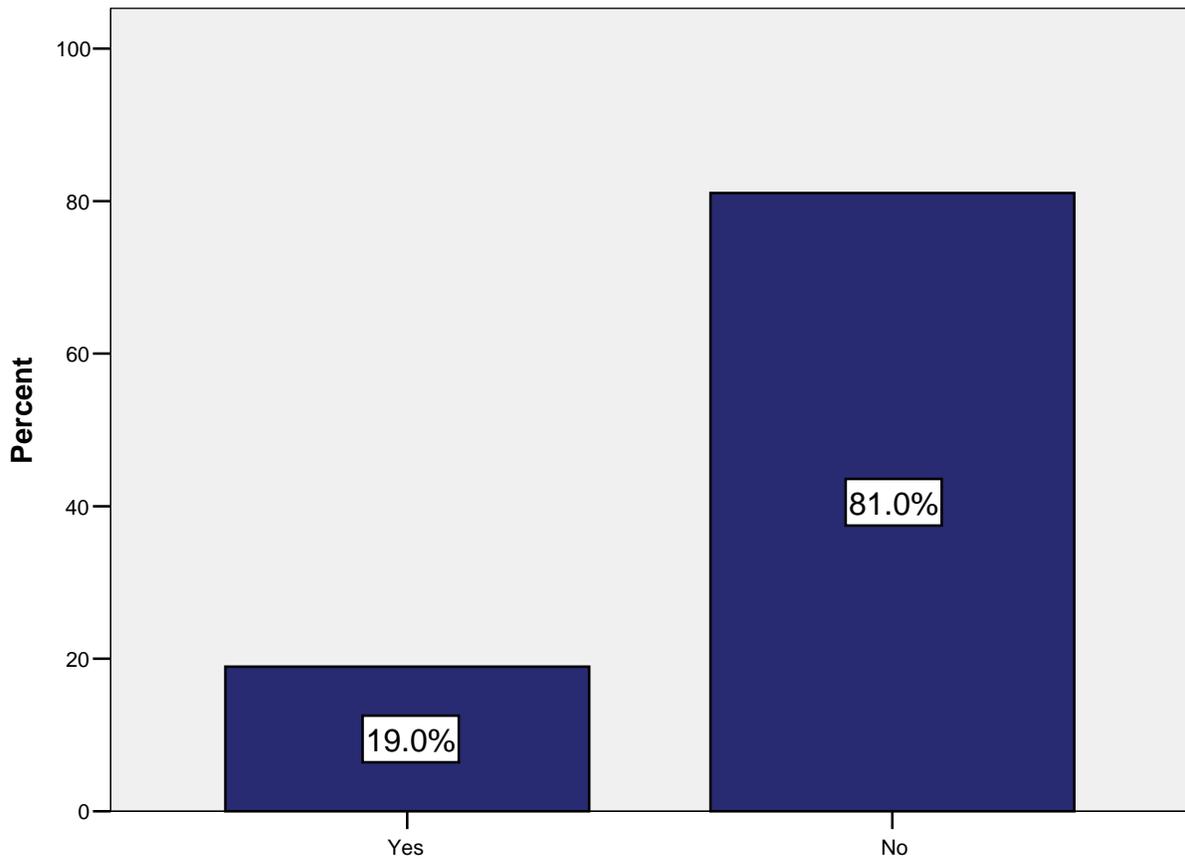




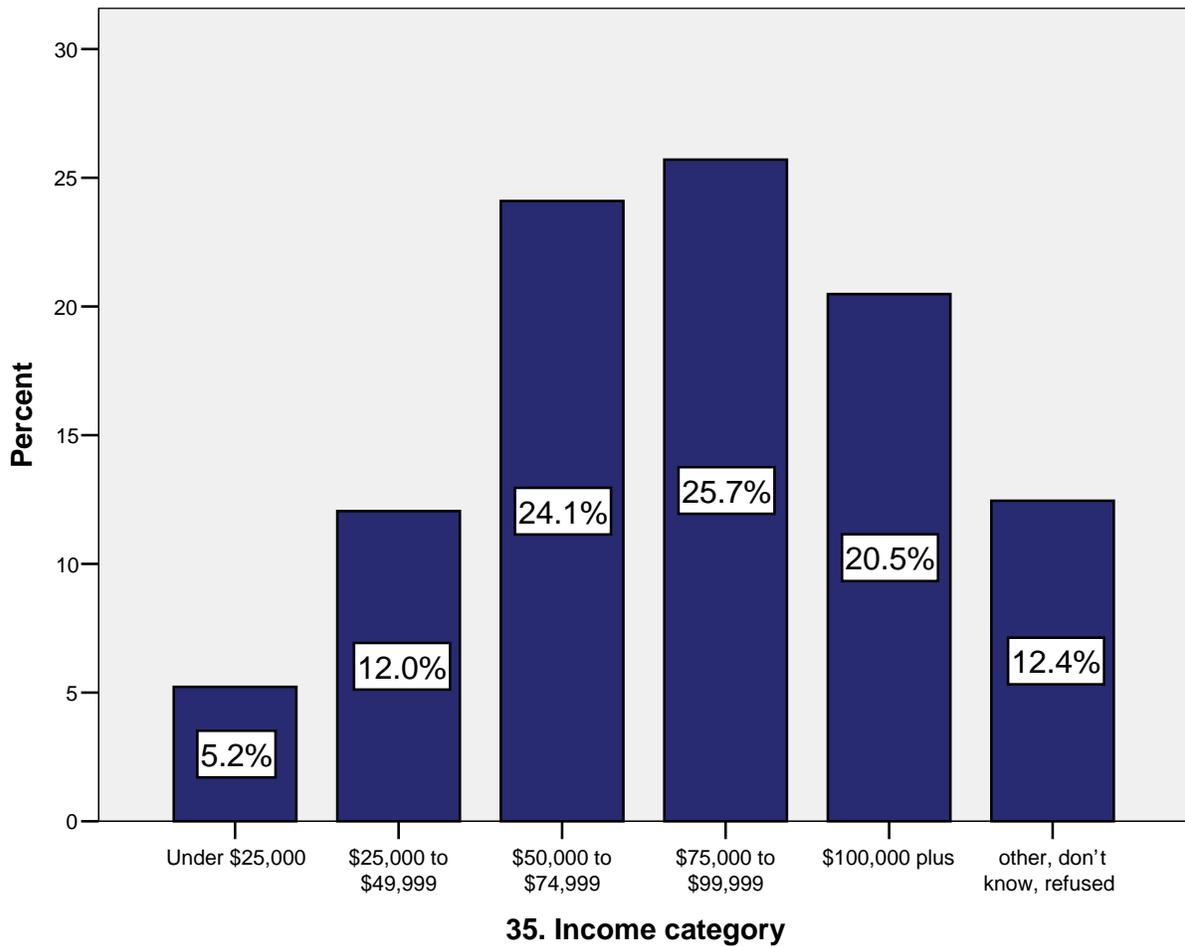


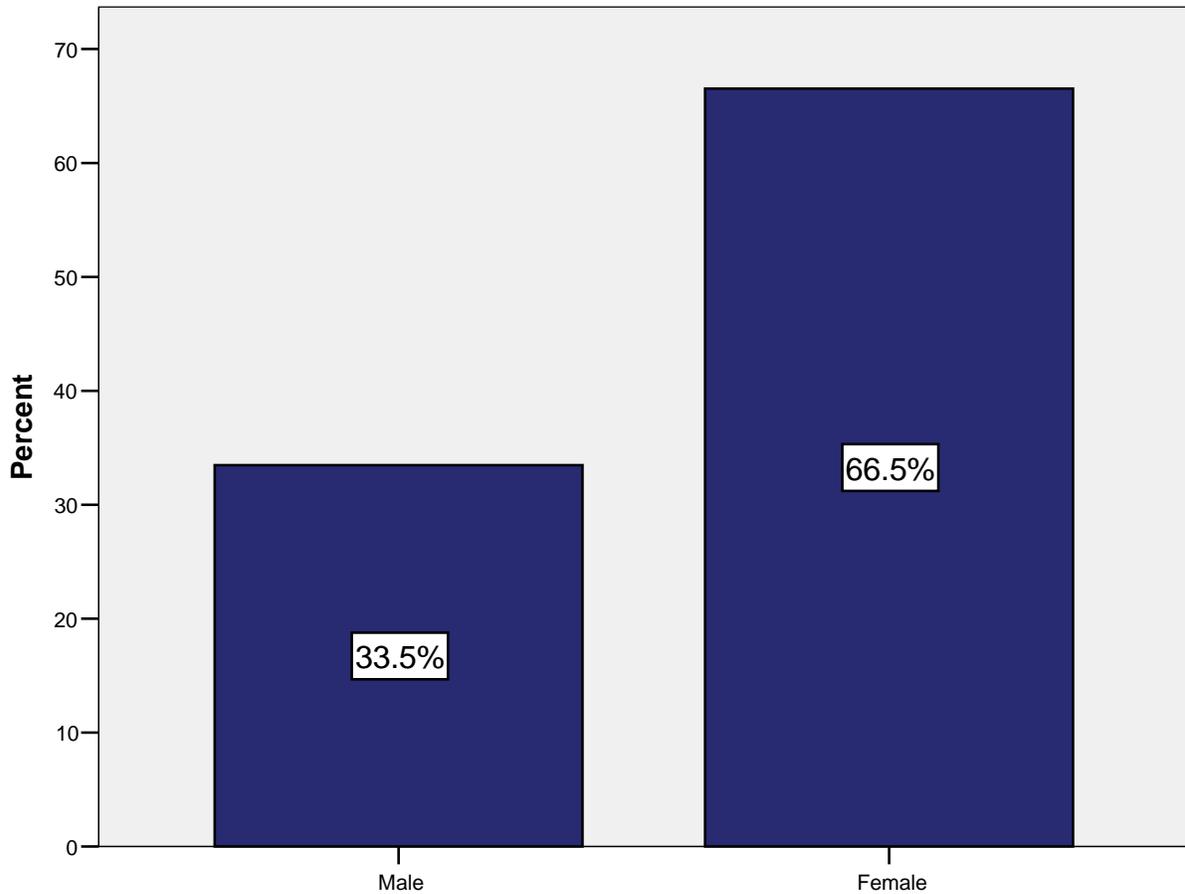
**32. Artistic activities such as painting, photography or sculpting**





**34. Did any children under the age of 18 come with you on your most recent visit downtown?**





36. Gender

## SECTION V

### QUESTIONNAIRE

1. What is your zipcode? (RECORD EXACT ZIPCODE) If respondent answers "64024," terminate interview.
2. What is the main purpose of your visit to downtown Excelsior Springs today? DO NOT READ CHOICES. (DONT ASK DURING THE WATER FEST. RECORD AS "4" FOR SPECIAL EVENT)
  - 1) Shopping
  - 2) Visiting family/friends
  - 3) Business
  - 4) Special event
  - 5) Government/Post Office
  - 9) Other (Specify) \_\_\_\_\_
3. Are you staying overnight in Excelsior Springs?
  - 1) Yes
  - 2) No (SKIP to QUESTION 5)
4. Where are you staying overnight in Excelsior Springs?
  - 1) Hotel/motel/bed and breakfast in downtown Excelsior Springs
  - 2) Hotel/motel/bed and breakfast in Excelsior Springs area but not downtown
  - 3) With family or friends
  - 4) Campground/RV park
  - 9) Other (specify) \_\_\_\_\_
5. Have you visited downtown Excelsior Springs before today?
  - 1) Yes
  - 2) No (SKIP to QUESTION 7)
6. How often do you visit downtown Excelsior Springs?
  - 1) Once a year or less
  - 2) More than once a year but less than once a month
  - 3) One to five times per month
  - 4) More than 5 times a month
  - 9) Other (specify) \_\_\_\_\_

On this visit to Excelsior Springs, which of these activities do you plan to do specifically in the downtown area?

Code responses as:

- 1) Yes
- 2) No
- 9) Other/don't know

7. Attending special event (DO NOT READ DURING WATER FEST. JUST CHECK YES)
8. Shopping
9. Dining
10. Nightlife/entertainment
11. Outdoor recreation
12. Visiting Hall of Waters
13. Conducting business
14. Government/Post Office
15. (IF NO TO QUESTION 5, WILL NOT ASK QUESTION 13) What are the top two reasons you most often visit downtown Excelsior Springs? (DO NOT READ CHOICES. RECORD ONE OR TWO RESPONSES, AS APPROPRIATE)
  - 1) Special event
  - 2) Shopping
  - 3) Dining
  - 4) Nightlife/entertainment
  - 5) Outdoor recreation
  - 6) Conducting business
  - 7) Government/Post Office
  - 8) Art galleries/art events
  - 9) Other (specify)\_\_\_\_\_
16. How easy would you say it is to find your way around downtown Excelsior Springs?
  - 1) Very easy
  - 2) Somewhat easy
  - 3) Somewhat difficult
  - 4) Very difficult
  - 9) I don't know.
17. How convenient would you say that parking is downtown?
  - 1) Very convenient
  - 2) Somewhat convenient
  - 3) Somewhat inconvenient
  - 4) Very inconvenient
  - 9) I don't know.
18. How convenient would you say that hours of downtown businesses are?
  - 1) Very convenient
  - 2) Somewhat convenient
  - 3) Somewhat inconvenient
  - 4) Very inconvenient
  - 9) I don't know.

19. Using a five-point scale where "5" means you feel very safe and a "1" means you do not feel safe at all, how safe would you say you feel in downtown Excelsior Springs during the day? Of course, you can use any number between "1" and "5."

- 1) Do not feel safe at all
- 2) 2
- 3) 3
- 4) 4
- 5) Very safe
- 9) I don't know.

20. Using the same scale (REPEAT IF NECESSARY), how safe would you say you feel in downtown Excelsior Springs at night? Again, you can use any number between "1" and "5."

- 1) Do not feel safe at all
- 2) 2
- 3) 3
- 4) 4
- 5) Very safe
- 9) I don't know.

21. What kinds of additional businesses do you think would make you more likely to visit downtown Excelsior Springs? (DO NOT READ CHOICES. RECORD ONE OR TWO RESPONSES, AS APPROPRIATE.) IF RESPONDENT GIVES ONE ANSWER, PROBE "IS THERE ANOTHER KIND OF BUSINESS YOU WOULD LIKE TO SEE DOWNTOWN?"

- 1) More/better restaurants
- 2) Clothing stores
- 3) More shops (in general)
- 4) Specialty/upscale shops (IF RESPONDENT GIVES SPECIFIC TYPE OF STORE, RECORD AS "OTHER" AND SPECIFY RESPONSE)
- 5) Antique shops
- 6) Coffee shop
- 7) Bookstore
- 8) Art galleries/shops
- 9) Bed and breakfasts/lodging
- 10) Grocery store
- 11) Movie theater
- 12) Other (specify)\_\_\_\_\_

22. What kinds of recreation or entertainment opportunities would make you more likely to visit downtown Excelsior Springs? (DO NOT READ CHOICES. RECORD ONE OR TWO RESPONSES, AS APPROPRIATE.)

- 1) More special events
- 2) Bands/live concerts/music
- 3) More restaurants
- 4) More bars
- 5) Theaters/movies/plays
- 6) Family events
- 7) Art Galleries/events
- 9) Other (specify)\_\_\_\_\_

23. What other physical improvements do you think would make downtown Excelsior Springs more appealing? (DO NOT READ CHOICES. RECORD ONE OR TWO RESPONSES, AS APPROPRIATE. IF RESPONDENT GIVES ONE ANSWER, PROBE "IS THERE ANOTHER KIND OF IMPROVEMENT YOU WOULD LIKE TO SEE MADE TO DOWNTOWN?")

- 1) Renovation of historic buildings
- 2) Better maintained buildings
- 3) More/better lighting
- 4) Better signage
- 5) Cleaner/less trash
- 6) More/better parking
- 7) New/better sidewalks
- 8) Benches/more greenspace
- 9) Other (specify)\_\_\_\_\_

24. Excluding lodging, how much money are you likely to spend in downtown Excelsior Springs during this visit?

- 1) less than \$50
- 2) \$50 - \$99
- 3) \$100 - \$199
- 4) \$200 or more
- 9) other/don't know

I'm going to read several hobbies people might have. For each item I read, please tell if it is a hobby of yours. ...

Code responses as:

- 1) Yes
- 2) No
- 9) Other/don't know

25. Retail/boutique shopping

26. Biking

27. Antique shopping

28. Golf
29. Seeing live music
30. Walking/hiking
31. Fine dining
32. Artistic activities such as painting, photography or sculpting
33. 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
34. Did any children under the age of 18 come with you downtown today?
  - 1) yes
  - 2) no
  - 9) other, don't know
35. Please stop me when I get to the category that best describes your annual household income from 2006.
  - 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
36. Gender [don't ask, code as follows]
  - 1) male
  - 2) female

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

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## QUESTIONNAIRE ON-LINE VERSION

1. What is your zipcode? (RECORD EXACT ZIPCODE) If respondent answers "64024," terminate interview. (JOHN – please ask the same as we did in Sedalia.)
2. Have you been to downtown Excelsior Springs?
  - 1) Yes
  - 2) No (terminate interview)
3. What was the main purpose of your most recent visit to downtown Excelsior Springs?
  - 1) Shopping
  - 2) Visiting family/friends
  - 3) Business
  - 4) Special event
  - 5) Government/Post Office
  - 9) Other (Specify) \_\_\_\_\_
4. Did you staying overnight in Excelsior Springs on your most recent visit to downtown?
  - 1) Yes
  - 2) No (SKIP to QUESTION 6)
5. Where did you stay overnight in Excelsior Springs?
  - 1) Hotel/motel/bed and breakfast in downtown Excelsior Springs
  - 2) Hotel/motel/bed and breakfast in Excelsior Springs area but not downtown
  - 3) With family or friends
  - 4) Campground/RV park
  - 9) Other (specify) \_\_\_\_\_
6. How often do you visit downtown Excelsior Springs?
  - 1) Once a year or less
  - 2) More than once a year but less than once a month
  - 3) One to five times per month
  - 4) More than 5 times a month
  - 9) Other (specify) \_\_\_\_\_

On your most recent visit to Excelsior Springs, which of these activities did you do specifically in the downtown area?

Code responses as:

- 1) Yes
- 2) No
- 9) Other/don't know

7. Attend special event
8. Shop
9. Dine at restaurants
10. Nightlife/entertainment
11. Outdoor recreation
12. Visit Hall of Waters
13. Conduct business
14. Government/Post Office
15. Please select the *two* reasons you most often visit downtown Excelsior Springs? *Please select up to two responses.*
  - 1) Special event
  - 2) Shopping
  - 3) Dining
  - 4) Nightlife/entertainment
  - 5) Outdoor recreation
  - 6) Conducting business
  - 7) Government/Post Office
  - 8) Art galleries/art events
  - 9) Other (specify)\_\_\_\_\_
16. How easy it is to find your way around downtown Excelsior Springs?
  - 1) Very easy
  - 2) Somewhat easy
  - 3) Somewhat difficult
  - 4) Very difficult
  - 9) I don't know.
17. How convenient would you say that parking is in downtown Excelsior Springs?
  - 1) Very convenient
  - 2) Somewhat convenient
  - 3) Somewhat inconvenient
  - 4) Very inconvenient
  - 9) I don't know.
18. How convenient would you say that hours of downtown businesses are?
  - 1) Very convenient
  - 2) Somewhat convenient
  - 3) Somewhat inconvenient
  - 4) Very inconvenient
  - 9) I don't know.

19. How safe would you say you feel in downtown Excelsior Springs during the day? Use a five-point scale where "5" means you feel very safe and a "1" means you do not feel safe at all.

- 1) Do not feel safe at all
- 2) 2
- 3) 3
- 4) 4
- 5) Very safe
- 9) I don't know.

20. Using the same scale, how safe would you say you feel in downtown Excelsior Springs at night?

- 1) Do not feel safe at all
- 2) 2
- 3) 3
- 4) 4
- 5) Very safe
- 9) I don't know.

21. Below is a list of potential businesses that could be in downtown Excelsior Springs. What kinds of additional businesses do you think would make you most likely to visit downtown Excelsior Springs in the future? Please select up to two responses.

- 1) More/better restaurants
- 2) Clothing stores
- 3) More shops (in general)
- 4) Specialty/upscale shops
- 5) Antique shops
- 6) Coffee shop
- 7) Bookstore
- 8) Art galleries/shops
- 9) Bed and breakfasts/lodging
- 10) Grocery store
- 11) Movie theater
- 12) Other (specify)\_\_\_\_\_

22. What kinds of additional recreation or entertainment opportunities would make you most likely to visit downtown Excelsior Springs? Please select up to two responses.

- 1) More special events
- 2) Bands/live concerts/music
- 3) More restaurants
- 4) More bars
- 5) Theaters/movies/plays
- 6) Family events
- 7) Art Galleries/events
- 9) Other (specify)\_\_\_\_\_

23. What other physical improvements do you think would make downtown Excelsior Springs more appealing? Please select up to two responses.

- 1) Renovation of historic buildings
- 2) Better maintained buildings
- 3) More/better lighting
- 4) Better signage
- 5) Cleaner/less trash
- 6) More/better parking
- 7) New/better sidewalks
- 8) Benches/more greenspace
- 9) Other (specify) \_\_\_\_\_

24. Excluding lodging, how much money did you spend in downtown Excelsior Springs on your most recent visit?

- 1) less than \$50
- 2) \$50 - \$99
- 3) \$100 - \$199
- 4) \$200 or more
- 9) other/don't know

For each of the following hobbies, please indicate whether it is a hobby of yours. ...

Code responses as:

- 1) Yes
- 2) No
- 9) Other/don't know

25. Retail/boutique shopping

26. Biking

27. Antique shopping

28. Golf

29. Seeing live music

30. Walking/hiking

31. Fine dining

32. Artistic activities such as painting, photography or sculpting

33. 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

34. Did any children under the age of 18 come with you on your most recent visit downtown?

- 1) yes
- 2) no
- 9) other, don't know

35. Which category that best describes your annual household income from 2006?

- 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

36. Gender

- 1) male
- 2) female

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

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## SECTION VI

### CROS TABULATION

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		33. Age category				Child <18 DT		35. Income category					36. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25- \$49,999	\$50- \$74,999	\$75- \$99,999	\$100 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
02. What was the main purpose of your most recent visit to downtown Excelsior Springs?	Shopping	25.0%	18.7%	29.9%	25.0%	12.8%	26.0%	15.4%	16.7%	25.9%	17.2%	38.8%	25.3%	23.1%
	Visiting family/friends	2.5%	6.5%	7.8%	18.8%	17.0%	4.6%	7.7%	6.7%	8.6%	7.8%	4.1%	7.2%	6.9%
	Business	5.0%	7.5%	2.6%	0.0%	6.4%	4.6%	0.0%	6.7%	6.9%	4.7%	6.1%	8.4%	3.1%
	Special event	40.0%	34.6%	26.0%	25.0%	42.6%	30.6%	61.5%	36.7%	27.6%	35.9%	16.3%	36.1%	30.6%
	Government/Post Office	0.0%	0.0%	2.6%	0.0%	2.1%	0.5%	7.7%	0.0%	1.7%	0.0%	0.0%	1.2%	0.6%
	Other	27.5%	32.7%	31.2%	31.3%	19.1%	33.7%	7.7%	33.3%	29.3%	34.4%	34.7%	21.7%	35.6%

		33. Age category				Child <18 DT		35. Income category					36. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25- \$49,999	\$50- \$74,999	\$75- \$99,999	\$100 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
03. Did you staying overnight in Excelsior Springs on your most recent visit to downtown?	Yes	77.5%	82.9%	73.1%	68.8%	70.2%	80.1%	69.2%	73.3%	83.3%	73.4%	84.3%	73.5%	80.6%
	No	22.5%	17.1%	26.9%	31.3%	29.8%	19.9%	30.8%	26.7%	16.7%	26.6%	15.7%	26.5%	19.4%

		33. Age category				Child <18 DT		35. Income category					36. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25- \$49,999	\$50- \$74,999	\$75- \$99,999	\$100 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
04. Where did you stay overnight in Excelsior Springs?	Hotel/motel/bed and breakfast in downtown Excelsior Springs	61.3%	56.5%	59.6%	27.3%	48.5%	57.8%	22.2%	54.5%	56.0%	55.3%	69.8%	63.9%	53.4%
	Hotel/motel/bed and breakfast in Excelsior Springs area but	9.7%	7.6%	12.3%	18.2%	6.1%	10.6%	11.1%	9.1%	16.0%	8.5%	4.7%	9.8%	9.8%
	With family or friends	16.1%	9.8%	3.5%	27.3%	24.2%	7.5%	44.4%	18.2%	8.0%	6.4%	4.7%	14.8%	7.5%
	Campground/RV park	0.0%	2.2%	0.0%	0.0%	3.0%	0.6%	0.0%	0.0%	0.0%	2.1%	2.3%	3.3%	0.0%
	Other	12.9%	23.9%	24.6%	27.3%	18.2%	23.6%	22.2%	18.2%	20.0%	27.7%	18.6%	8.2%	29.3%

		33. Age category				Child <18 DT		35. Income category					36. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25- \$49,999	\$50- \$74,999	\$75- \$99,999	\$100 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
05. Have you been to downtown Excelsior Springs?	Yes	90.0%	98.2%	98.7%	93.8%	89.4%	98.0%	69.2%	100.0%	98.3%	98.4%	98.0%	90.4%	99.4%
	No	10.0%	1.8%	1.3%	6.3%	10.6%	2.0%	30.8%	0.0%	1.7%	1.6%	2.0%	9.6%	0.6%

		33. Age category				Child <18 DT		35. Income category					36. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25- \$49,999	\$50- \$74,999	\$75- \$99,999	\$100 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
06. How often do you visit downtown Excelsior Springs?	Once a year or less	38.9%	47.7%	36.8%	26.7%	14.3%	46.9%	22.2%	26.7%	40.7%	47.6%	46.9%	29.3%	46.6%
	More than once a year but less than once a month	8.3%	3.7%	2.6%	0.0%	4.8%	3.6%	22.2%	10.0%	0.0%	4.8%	0.0%	6.7%	2.5%
	One to five times per month	11.1%	10.1%	6.6%	20.0%	14.3%	8.7%	11.1%	10.0%	8.5%	14.3%	4.1%	10.7%	9.2%
	More than 5 times a month	8.3%	11.0%	11.8%	20.0%	23.8%	9.2%	44.4%	16.7%	13.6%	7.9%	6.1%	20.0%	7.4%
	Other	33.3%	27.5%	42.1%	33.3%	42.9%	31.6%	0.0%	36.7%	37.3%	25.4%	42.9%	33.3%	34.4%

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		33. Age category				Child <18 DT		35. Income category					36. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25- \$49,999	\$50- \$74,999	\$75- \$99,999	\$100 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
07. Attend special event	Yes	47.5%	40.5%	39.7%	50.0%	61.7%	38.3%	76.9%	46.7%	33.3%	48.4%	29.4%	54.2%	36.4%
	No	52.5%	59.5%	60.3%	50.0%	38.3%	61.7%	23.1%	53.3%	66.7%	51.6%	70.6%	45.8%	63.6%
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
08. Shop	Yes	67.5%	64.9%	70.5%	75.0%	66.0%	67.7%	76.9%	63.3%	68.3%	59.4%	78.4%	62.7%	69.7%
	No	32.5%	35.1%	29.5%	25.0%	31.9%	32.3%	23.1%	36.7%	31.7%	40.6%	21.6%	36.1%	30.3%
	Other/don't know	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
09. Dine at restaurants	Yes	70.0%	81.1%	78.2%	75.0%	76.6%	78.6%	69.2%	80.0%	78.3%	73.4%	82.4%	81.9%	76.4%
	No	30.0%	18.9%	20.5%	25.0%	23.4%	20.9%	30.8%	20.0%	21.7%	25.0%	17.6%	18.1%	23.0%
	Other/don't know	0.0%	0.0%	1.3%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.6%
10. Nightlife/entertainment	Yes	30.0%	38.7%	21.8%	31.3%	36.2%	31.3%	53.8%	33.3%	20.0%	25.0%	39.2%	34.9%	30.3%
	No	70.0%	60.4%	78.2%	68.8%	63.8%	68.2%	46.2%	66.7%	80.0%	73.4%	60.8%	63.9%	69.7%
	Other/don't know	0.0%	0.9%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	1.6%	0.0%	1.2%	0.0%
11. Outdoor recreation	Yes	22.5%	30.6%	26.9%	31.3%	46.8%	24.4%	61.5%	16.7%	33.3%	25.0%	23.5%	39.8%	23.6%
	No	77.5%	69.4%	73.1%	68.8%	53.2%	75.6%	38.5%	83.3%	66.7%	75.0%	76.5%	60.2%	76.4%
	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%
12. Visit Hall of Waters	Yes	52.5%	49.5%	47.4%	68.8%	51.1%	50.7%	61.5%	53.3%	48.3%	51.6%	51.0%	57.8%	46.7%
	No	47.5%	50.5%	51.3%	31.3%	48.9%	48.8%	38.5%	46.7%	51.7%	46.9%	49.0%	41.0%	53.3%
	Other/don't know	0.0%	0.0%	1.3%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	1.6%	0.0%	1.2%	0.0%
13. Conduct business	Yes	10.0%	18.9%	14.1%	18.8%	27.7%	13.4%	23.1%	30.0%	8.3%	20.3%	15.7%	22.9%	12.1%
	No	90.0%	81.1%	85.9%	81.3%	72.3%	86.6%	76.9%	70.0%	91.7%	79.7%	84.3%	77.1%	87.9%
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
14. Government/Post Office	Yes	2.5%	11.7%	7.7%	25.0%	19.1%	7.5%	15.4%	16.7%	10.0%	14.1%	3.9%	9.6%	9.1%
	No	97.5%	88.3%	92.3%	75.0%	80.9%	92.5%	84.6%	83.3%	90.0%	85.9%	96.1%	90.4%	90.9%
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

		33. Age category				Child <18 DT		35. Income category					36. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25- \$49,999	\$50- \$74,999	\$75- \$99,999	\$100 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
15a. Please select the two reasons you most often visit downtown Excelsior Springs?	Special event	30.6%	40.4%	28.6%	20.0%	28.6%	35.0%	44.4%	33.3%	35.6%	33.3%	30.0%	33.3%	34.1%
	Shopping	38.9%	26.6%	37.7%	40.0%	19.0%	35.5%	44.4%	10.0%	39.0%	31.7%	38.0%	25.3%	36.0%
	Dining	19.4%	11.0%	15.6%	26.7%	21.4%	13.2%	0.0%	30.0%	10.2%	14.3%	16.0%	18.7%	12.8%
	Nightlife/entertainment	0.0%	1.8%	1.3%	0.0%	2.4%	1.0%	0.0%	3.3%	0.0%	1.6%	2.0%	0.0%	1.8%
	Outdoor recreation	0.0%	2.8%	2.6%	0.0%	4.8%	1.5%	0.0%	3.3%	3.4%	1.6%	2.0%	2.7%	1.8%
	Conducting business	2.8%	3.7%	3.9%	6.7%	9.5%	3.0%	11.1%	10.0%	0.0%	4.8%	4.0%	6.7%	3.0%
	Government/Post Office	0.0%	1.8%	1.3%	0.0%	4.8%	0.5%	0.0%	3.3%	3.4%	0.0%	0.0%	1.3%	1.2%
	Art galleries/art events	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other	8.3%	11.9%	9.1%	6.7%	9.5%	10.2%	0.0%	6.7%	8.5%	12.7%	8.0%	12.0%	9.1%

		33. Age category				Child <18 DT		35. Income category					36. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25- \$49,999	\$50- \$74,999	\$75- \$99,999	\$100 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
15b. Please select the two reasons you most often visit downtown Excelsior Springs?	Special event	0.0%	2.2%	1.5%	0.0%	2.8%	1.3%	0.0%	3.7%	2.0%	2.0%	0.0%	3.4%	0.8%
	Shopping	20.8%	15.6%	12.1%	25.0%	8.3%	17.3%	33.3%	33.3%	11.8%	8.0%	14.6%	10.2%	18.2%
	Dining	33.3%	26.7%	30.3%	16.7%	22.2%	29.5%	16.7%	11.1%	37.3%	30.0%	29.3%	30.5%	27.3%
	Nightlife/entertainment	12.5%	14.4%	9.1%	0.0%	8.3%	12.2%	16.7%	3.7%	7.8%	16.0%	17.1%	13.6%	10.6%
	Outdoor recreation	0.0%	4.4%	4.5%	8.3%	11.1%	2.6%	16.7%	0.0%	5.9%	2.0%	7.3%	1.7%	5.3%
	Conducting business	8.3%	7.8%	3.0%	16.7%	8.3%	6.4%	0.0%	11.1%	7.8%	8.0%	4.9%	8.5%	5.3%
	Government/Post Office	4.2%	4.4%	1.5%	16.7%	5.6%	3.8%	0.0%	7.4%	3.9%	6.0%	0.0%	8.5%	2.3%
	Art galleries/art events	4.2%	2.2%	13.6%	0.0%	5.6%	6.4%	16.7%	7.4%	2.0%	2.0%	12.2%	5.1%	6.8%
	Other	16.7%	22.2%	24.2%	16.7%	27.8%	20.5%	0.0%	22.2%	21.6%	26.0%	14.6%	18.6%	23.5%

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		33. Age category				Child <18 DT		35. Income category					36. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25- \$49,999	\$50- \$74,999	\$75- \$99,999	\$100 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
16. How easy it is to find your way around downtown Excelsior Springs?	Very easy	32.5%	46.8%	52.6%	43.8%	40.4%	46.8%	46.2%	43.3%	46.7%	40.6%	51.0%	48.2%	44.2%
	Somewhat easy	42.5%	31.5%	32.1%	43.8%	38.3%	33.8%	23.1%	40.0%	40.0%	29.7%	31.4%	30.1%	37.0%
	Somewhat difficult	15.0%	18.0%	9.0%	6.3%	14.9%	13.4%	23.1%	13.3%	11.7%	21.9%	9.8%	14.5%	13.3%
	Very difficult	7.5%	2.7%	2.6%	6.3%	6.4%	3.5%	7.7%	0.0%	0.0%	6.3%	5.9%	7.2%	2.4%
	I don't know.	2.5%	0.9%	3.8%	0.0%	0.0%	2.5%	0.0%	3.3%	1.7%	1.6%	2.0%	0.0%	3.0%
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25- \$49,999	\$50- \$74,999	\$75- \$99,999	\$100 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
17. How convenient would you say that parking is in downtown Excelsior Springs?	Very convenient	13.3%	28.6%	37.5%	50.0%	30.0%	30.2%	25.0%	11.1%	33.3%	43.8%	50.0%	39.4%	20.7%
	Somewhat convenient	40.0%	47.6%	43.8%	50.0%	45.0%	44.2%	58.3%	55.6%	25.0%	43.8%	0.0%	48.5%	37.9%
	Somewhat inconvenient	20.0%	14.3%	12.5%	0.0%	10.0%	16.3%	8.3%	11.1%	33.3%	6.3%	50.0%	0.0%	31.0%
	Very inconvenient	20.0%	9.5%	6.3%	0.0%	10.0%	9.3%	0.0%	8.3%	8.3%	6.3%	0.0%	9.1%	10.3%
	I don't know.	6.7%	0.0%	0.0%	0.0%	5.0%	0.0%	8.3%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25- \$49,999	\$50- \$74,999	\$75- \$99,999	\$100 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
18. How convenient would you say that hours of downtown businesses are?	Very convenient	20.0%	9.5%	43.8%	37.5%	25.0%	27.9%	16.7%	22.2%	16.7%	37.5%	50.0%	33.3%	20.7%
	Somewhat convenient	53.3%	42.9%	18.8%	50.0%	35.0%	41.9%	33.3%	33.3%	41.7%	43.8%	0.0%	42.4%	34.5%
	Somewhat inconvenient	20.0%	28.6%	18.8%	12.5%	30.0%	16.3%	25.0%	33.3%	33.3%	6.3%	0.0%	15.2%	27.6%
	Very inconvenient	0.0%	19.0%	12.5%	0.0%	5.0%	11.6%	8.3%	11.1%	8.3%	12.5%	50.0%	9.1%	10.3%
	I don't know.	6.7%	0.0%	6.3%	0.0%	5.0%	2.3%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	6.9%
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25- \$49,999	\$50- \$74,999	\$75- \$99,999	\$100 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
19. How safe would you say you feel in downtown Excelsior Springs during the day?	Do not feel safe at all	0.0%	0.0%	0.0%	6.3%	0.0%	0.5%	0.0%	0.0%	0.0%	1.6%	0.0%	1.2%	0.0%
	2	2.5%	0.9%	0.0%	0.0%	0.0%	1.0%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%
	3	15.0%	9.0%	6.4%	0.0%	8.5%	8.5%	7.7%	6.7%	11.7%	10.9%	3.9%	7.2%	9.1%
	4	25.0%	20.7%	25.6%	25.0%	27.7%	21.9%	23.1%	16.7%	21.7%	25.0%	25.5%	21.7%	23.6%
	Very safe	55.0%	69.4%	67.9%	68.8%	61.7%	68.2%	53.8%	76.7%	66.7%	62.5%	70.6%	68.7%	66.1%
	I don't know.	2.5%	0.0%	0.0%	0.0%	2.1%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
	Does not feel safe (1-2)	2.5%	0.9%	0.0%	6.3%	0.0%	1.5%	7.7%	0.0%	0.0%	1.6%	0.0%	1.2%	1.2%
	Does feel safe (4-5)	80.0%	90.1%	93.6%	93.8%	89.4%	90.0%	76.9%	93.3%	88.3%	87.5%	96.1%	90.4%	89.7%
			18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25- \$49,999	\$50- \$74,999	\$75- \$99,999	\$100 +	Male
		%	%	%	%	%	%	%	%	%	%	%	%	%
20. How safe would you say you feel in downtown Excelsior Springs at night?	Do not feel safe at all	12.5%	2.7%	2.6%	0.0%	4.3%	4.0%	0.0%	6.7%	1.7%	3.1%	2.0%	3.6%	4.2%
	2	7.5%	9.9%	7.7%	0.0%	10.6%	8.0%	15.4%	6.7%	3.3%	15.6%	3.9%	7.2%	9.1%
	3	32.5%	19.8%	24.4%	18.8%	25.5%	22.4%	15.4%	10.0%	26.7%	17.2%	31.4%	21.7%	24.2%
	4	27.5%	28.8%	29.5%	37.5%	27.7%	29.4%	15.4%	30.0%	36.7%	28.1%	29.4%	27.7%	29.7%
	Very safe	15.0%	32.4%	33.3%	25.0%	19.1%	31.3%	30.8%	40.0%	28.3%	28.1%	29.4%	28.9%	29.1%
	I don't know.	5.0%	6.3%	2.6%	18.8%	12.8%	5.0%	23.1%	6.7%	3.3%	7.8%	3.9%	10.8%	3.6%
	Does feel safe (4-5)	42.5%	61.3%	62.8%	62.5%	46.8%	60.7%	46.2%	70.0%	65.0%	56.3%	58.8%	56.6%	58.8%
	Does not feel safe (1-2)	20.0%	12.6%	10.3%	0.0%	14.9%	11.9%	15.4%	13.3%	5.0%	18.8%	5.9%	10.8%	13.3%
			18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25- \$49,999	\$50- \$74,999	\$75- \$99,999	\$100 +	Male
		%	%	%	%	%	%	%	%	%	%	%	%	%

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		33. Age category				Child <18 DT		35. Income category					36. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25- \$49,999	\$50- \$74,999	\$75- \$99,999	\$100 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
21a. What kinds of additional businesses do you think would make you most likely to visit downtown Excelsior Springs in the future?	More/better restaurants	50.0%	58.6%	53.8%	50.0%	46.8%	57.2%	7.7%	56.7%	51.7%	59.4%	70.6%	55.4%	55.2%
	Clothing stores	10.0%	7.2%	0.0%	0.0%	2.1%	5.5%	15.4%	0.0%	6.7%	3.1%	3.9%	2.4%	6.1%
	More shops (in general)	7.5%	18.9%	17.9%	12.5%	17.0%	15.9%	7.7%	16.7%	16.7%	12.5%	17.6%	10.8%	18.8%
	Specialty/upscale shops	7.5%	0.9%	5.1%	0.0%	8.5%	2.5%	0.0%	6.7%	1.7%	6.3%	2.0%	7.2%	1.8%
	Antique shops	2.5%	5.4%	9.0%	18.8%	8.5%	6.5%	0.0%	13.3%	5.0%	9.4%	3.9%	2.4%	9.1%
	Coffee shop	5.0%	2.7%	1.3%	0.0%	2.1%	2.5%	7.7%	3.3%	3.3%	1.6%	2.0%	4.8%	1.2%
	Bookstore	0.0%	1.8%	3.8%	6.3%	0.0%	3.0%	0.0%	5.0%	0.0%	4.7%	0.0%	4.8%	1.2%
	Art galleries/shops	0.0%	0.0%	1.3%	6.3%	0.0%	1.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	1.2%
	Bed and breakfasts/lodging	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%
	Grocery store	0.0%	0.9%	1.3%	0.0%	0.0%	1.0%	7.7%	0.0%	1.7%	0.0%	0.0%	0.0%	1.2%
	Movie theater	12.5%	3.6%	2.6%	6.3%	10.6%	3.5%	46.2%	3.3%	3.3%	1.6%	0.0%	9.6%	2.4%
Other	5.0%	0.0%	3.8%	0.0%	4.3%	1.5%	7.7%	0.0%	1.7%	1.6%	0.0%	2.4%	1.8%	

		33. Age category				Child <18 DT		35. Income category					36. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25- \$49,999	\$50- \$74,999	\$75- \$99,999	\$100 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
21b. What kinds of additional businesses do you think would make you most likely to visit downtown Excelsior Springs in the future?	More/better restaurants	10.8%	2.0%	4.4%	7.7%	2.5%	5.0%	22.2%	6.7%	5.6%	1.9%	0.0%	7.6%	3.2%
	Clothing stores	24.3%	8.9%	16.2%	0.0%	12.5%	13.3%	22.2%	10.0%	9.3%	11.3%	22.4%	12.1%	13.5%
	More shops (in general)	24.3%	25.7%	19.1%	30.8%	12.5%	26.5%	11.1%	23.3%	27.8%	26.4%	28.6%	25.8%	23.7%
	Specialty/upscale shops	5.4%	14.9%	11.8%	15.4%	5.0%	13.8%	0.0%	10.0%	5.6%	11.3%	22.4%	9.1%	13.5%
	Antique shops	5.4%	6.9%	13.2%	7.7%	10.0%	8.3%	0.0%	11.1%	5.7%	12.2%	9.1%	8.3%	
	Coffee shop	13.5%	10.9%	8.8%	7.7%	15.0%	9.4%	11.1%	13.3%	9.3%	17.0%	4.1%	9.1%	10.9%
	Bookstore	5.4%	6.9%	5.9%	7.7%	10.0%	6.1%	22.2%	6.7%	1.9%	9.4%	0.0%	7.6%	6.4%
	Art galleries/shops	2.7%	5.9%	1.5%	0.0%	5.0%	3.3%	0.0%	5.6%	3.8%	4.1%	4.5%	3.2%	
	Bed and breakfasts/lodging	0.0%	2.0%	5.9%	0.0%	5.0%	2.2%	0.0%	6.7%	3.7%	0.0%	4.1%	4.5%	1.9%
	Grocery store	0.0%	4.0%	0.0%	7.7%	7.5%	1.1%	0.0%	6.7%	3.7%	1.9%	0.0%	3.0%	1.9%
	Movie theater	8.1%	11.9%	8.8%	15.4%	10.0%	10.5%	11.1%	16.7%	14.8%	9.4%	2.0%	6.1%	12.2%
Other	0.0%	0.0%	4.4%	0.0%	5.0%	0.6%	0.0%	0.0%	1.9%	1.9%	0.0%	1.5%	1.3%	

		33. Age category				Child <18 DT		35. Income category					36. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25- \$49,999	\$50- \$74,999	\$75- \$99,999	\$100 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
22a. What kinds of additional recreation or entertainment opportunities would make you most likely to visit downtown Excelsior Springs?	More special events	42.5%	21.6%	23.1%	25.0%	12.8%	28.4%	30.8%	20.0%	18.3%	25.0%	41.2%	21.7%	27.3%
	Bands/live concerts/music	27.5%	28.8%	41.0%	12.5%	25.5%	32.3%	23.1%	33.3%	40.0%	26.6%	29.4%	30.1%	30.9%
	More restaurants	12.5%	22.5%	17.9%	25.0%	14.9%	20.4%	7.7%	16.7%	10.0%	28.1%	17.6%	19.3%	19.4%
	More bars	2.5%	2.7%	2.6%	0.0%	0.0%	3.0%	0.0%	3.3%	3.3%	1.6%	2.0%	3.6%	1.8%
	Theaters/movies/plays	10.0%	17.1%	10.3%	25.0%	23.4%	11.9%	23.1%	13.3%	23.3%	14.1%	3.9%	14.5%	14.5%
	Family events	2.5%	5.4%	1.3%	0.0%	14.9%	1.5%	15.4%	3.3%	3.3%	3.1%	3.9%	7.2%	2.4%
	Art Galleries/events	0.0%	0.9%	3.8%	6.3%	2.1%	2.5%	0.0%	3.3%	1.7%	0.0%	2.0%	1.2%	3.0%
	Other	2.5%	0.9%	0.0%	6.3%	6.4%	0.0%	0.0%	6.7%	0.0%	1.6%	0.0%	2.4%	0.6%

		33. Age category				Child <18 DT		35. Income category					36. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25- \$49,999	\$50- \$74,999	\$75- \$99,999	\$100 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
22b. What kinds of additional recreation or entertainment opportunities would make you most likely to visit downtown Excelsior Springs?	More special events	0.0%	2.3%	1.7%	0.0%	0.0%	1.9%	16.7%	4.3%	2.2%	0.0%	0.0%	1.7%	1.5%
	Bands/live concerts/music	29.4%	14.9%	12.1%	10.0%	13.9%	16.9%	0.0%	26.1%	17.4%	16.0%	15.9%	18.6%	15.3%
	More restaurants	20.6%	20.7%	27.6%	30.0%	19.4%	24.0%	0.0%	13.0%	21.7%	22.0%	34.1%	16.9%	25.2%
	More bars	8.8%	14.9%	1.7%	10.0%	2.8%	11.0%	0.0%	8.7%	13.0%	8.0%	9.1%	13.6%	7.6%
	Theaters/movies/plays	20.6%	17.2%	29.3%	20.0%	19.4%	22.1%	33.3%	26.1%	19.6%	28.0%	6.8%	22.0%	21.4%
	Family events	11.8%	16.1%	10.3%	10.0%	30.6%	9.1%	33.3%	8.7%	19.6%	16.0%	6.8%	13.6%	13.7%
	Art Galleries/events	5.9%	13.8%	13.8%	20.0%	13.9%	13.0%	16.7%	13.0%	6.5%	10.0%	25.0%	11.9%	13.7%
Other	2.9%	0.0%	3.4%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	2.3%	1.7%	1.5%	

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		33. Age category				Child <18 DT		35. Income category					36. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25- \$49,999	\$50- \$74,999	\$75- \$99,999	\$100 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
23a. What other physical improvements do you think would make downtown Excelsior Springs more appealing?	Renovation of historic buildings	70.0%	70.3%	71.8%	62.5%	61.7%	71.6%	38.5%	63.3%	78.3%	62.5%	86.3%	66.3%	71.5%
	Better maintained buildings	12.5%	11.7%	5.1%	18.8%	17.0%	9.0%	0.0%	13.3%	14.1%	5.9%	10.8%	9.7%	
	More/better lighting	5.0%	4.5%	5.1%	0.0%	2.1%	5.0%	7.7%	6.7%	0.0%	6.3%	5.9%	4.8%	
	Better signage	2.5%	5.4%	5.1%	6.3%	2.1%	5.5%	0.0%	10.0%	5.0%	4.7%	2.0%	4.8%	
	Cleaner/less trash	2.5%	1.8%	0.0%	0.0%	2.1%	1.0%	15.4%	0.0%	0.0%	1.6%	0.0%	1.2%	
	More/better parking	2.5%	1.8%	3.8%	6.3%	4.3%	3.0%	15.4%	6.7%	1.7%	0.0%	3.6%	3.0%	
	New/better sidewalks	0.0%	1.8%	0.0%	0.0%	2.1%	0.5%	0.0%	0.0%	0.0%	1.6%	0.0%	1.2%	
	Benches/more greenspace	5.0%	1.8%	2.6%	6.3%	6.4%	2.0%	15.4%	3.3%	1.7%	3.1%	0.0%	3.6%	
	Other	0.0%	0.9%	6.4%	0.0%	2.1%	2.5%	7.7%	0.0%	0.0%	6.3%	0.0%	3.6%	

		33. Age category				Child <18 DT		35. Income category					36. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25- \$49,999	\$50- \$74,999	\$75- \$99,999	\$100 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
23b. What other physical improvements do you think would make downtown Excelsior Springs more appealing?	Renovation of historic buildings	3.1%	6.5%	3.5%	0.0%	11.1%	3.2%	0.0%	4.0%	6.4%	6.5%	0.0%	6.9%	
	Better maintained buildings	56.3%	38.0%	47.4%	33.3%	44.4%	43.5%	40.0%	44.0%	34.0%	45.7%	44.4%	44.4%	
	More/better lighting	0.0%	3.3%	8.8%	22.2%	5.6%	5.2%	0.0%	6.4%	4.3%	11.1%	6.9%	4.5%	
	Better signage	9.4%	15.2%	3.5%	22.2%	11.1%	11.0%	40.0%	16.0%	10.6%	10.9%	11.1%	17.2%	
	Cleaner/less trash	6.3%	5.4%	3.5%	11.1%	5.6%	5.2%	0.0%	4.0%	6.4%	8.7%	2.2%	5.2%	
	More/better parking	0.0%	8.7%	3.5%	0.0%	5.6%	5.2%	0.0%	8.0%	6.4%	6.5%	4.4%	3.4%	
	New/better sidewalks	6.3%	5.4%	5.3%	0.0%	0.0%	6.5%	20.0%	4.0%	2.1%	4.3%	6.7%	5.3%	
	Benches/more greenspace	3.1%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	2.2%	0.0%	1.7%	0.0%	
	Other	15.6%	17.4%	24.6%	11.1%	13.9%	20.1%	0.0%	20.0%	27.7%	10.9%	20.0%	12.1%	

		33. Age category				Child <18 DT		35. Income category					36. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25- \$49,999	\$50- \$74,999	\$75- \$99,999	\$100 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
24. Excluding lodging, how much money did you spend in downtown Excelsior Springs on your most recent visit?	less than \$50	42.1%	30.6%	24.4%	33.3%	25.5%	31.3%	69.2%	48.3%	37.3%	24.2%	11.8%	29.6%	
	\$50 - \$99	26.3%	20.4%	33.3%	26.7%	25.5%	25.6%	23.1%	31.0%	30.5%	29.0%	13.7%	23.5%	
	\$100 - \$199	15.8%	16.7%	17.9%	26.7%	17.0%	17.9%	7.7%	10.3%	16.9%	14.5%	31.4%	19.8%	
	\$200 or more	15.8%	31.5%	23.1%	6.7%	29.8%	23.1%	0.0%	6.9%	15.3%	30.6%	43.1%	22.2%	
	other/don't know	0.0%	0.9%	1.3%	6.7%	2.1%	2.1%	0.0%	3.4%	0.0%	1.6%	0.0%	4.9%	
25. Retail/boutique shopping	Yes	70.0%	60.4%	67.9%	37.5%	57.4%	64.2%	69.2%	53.3%	61.7%	59.4%	72.5%	39.8%	
	No	27.5%	35.1%	28.2%	62.5%	38.3%	32.3%	30.8%	33.3%	34.4%	25.5%	55.4%	23.0%	
	Other/don't know	2.5%	4.5%	3.8%	0.0%	4.3%	3.5%	0.0%	0.0%	5.0%	6.3%	2.0%	4.8%	
26. Biking	Yes	35.0%	38.7%	30.8%	25.0%	36.2%	34.3%	61.5%	16.7%	23.3%	43.8%	41.2%	44.6%	
	No	62.5%	57.7%	65.4%	75.0%	59.6%	62.7%	38.5%	83.3%	70.0%	54.7%	52.9%	51.8%	
	Other/don't know	2.5%	3.6%	3.8%	0.0%	4.3%	3.0%	0.0%	0.0%	6.7%	1.6%	5.9%	3.6%	
27. Antique shopping	Yes	50.0%	55.9%	65.4%	62.5%	55.3%	58.7%	46.2%	53.3%	56.7%	56.3%	66.7%	53.0%	
	No	50.0%	41.4%	30.8%	37.5%	42.6%	38.8%	53.8%	46.7%	40.0%	40.6%	29.4%	43.4%	
	Other/don't know	0.0%	2.7%	3.8%	0.0%	2.1%	2.5%	0.0%	0.0%	3.3%	3.1%	3.9%	3.6%	
28. Golf	Yes	25.0%	23.4%	24.4%	18.8%	25.5%	22.9%	7.7%	10.0%	20.0%	25.0%	37.3%	37.3%	
	No	75.0%	74.8%	73.1%	81.3%	74.5%	75.1%	92.3%	90.0%	78.3%	70.3%	62.7%	61.4%	
	Other/don't know	0.0%	1.8%	2.6%	0.0%	0.0%	2.0%	0.0%	0.0%	1.7%	4.7%	0.0%	1.2%	
29. Seeing live music	Yes	80.0%	85.6%	78.2%	50.0%	80.9%	80.1%	84.6%	76.7%	83.3%	82.8%	78.4%	78.3%	
	No	20.0%	14.4%	16.7%	43.8%	19.1%	17.4%	15.4%	20.0%	15.0%	17.2%	19.6%	20.5%	
	Other/don't know	0.0%	0.0%	5.1%	6.3%	0.0%	2.5%	0.0%	3.3%	1.7%	0.0%	2.0%	2.4%	
30. Walking/hiking	Yes	75.0%	74.8%	74.4%	81.3%	76.6%	74.6%	76.9%	70.0%	73.3%	81.3%	78.4%	74.7%	
	No	25.0%	24.3%	21.8%	18.8%	21.3%	23.9%	23.1%	30.0%	26.7%	17.2%	17.6%	22.9%	
	Other/don't know	0.0%	0.9%	3.8%	0.0%	2.1%	1.5%	0.0%	0.0%	0.0%	1.6%	3.9%	2.4%	
31. Fine dining	Yes	82.5%	89.2%	85.9%	81.3%	80.9%	88.1%	69.2%	86.7%	86.7%	90.6%	94.1%	88.0%	
	No	17.5%	9.9%	12.8%	18.8%	17.0%	11.4%	30.8%	13.3%	7.8%	5.9%	10.8%	13.3%	
	Other/don't know	0.0%	0.9%	1.3%	0.0%	2.1%	0.5%	0.0%	0.0%	1.6%	0.0%	1.2%	0.6%	
32. Artistic activities such as painting, photography or sculpting	Yes	55.0%	53.2%	50.0%	56.3%	59.6%	51.2%	61.5%	66.7%	50.0%	51.6%	49.0%	44.6%	
	No	37.5%	44.1%	44.9%	43.8%	38.3%	44.3%	38.5%	30.0%	45.0%	43.8%	47.1%	51.8%	
	Other/don't know	7.5%	2.7%	5.1%	0.0%	2.1%	4.5%	0.0%	3.3%	5.0%	4.7%	3.9%	3.6%	

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		33. Age category				Child <18 DT		35. Income category					36. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25- \$49,999	\$50- \$74,999	\$75- \$99,999	\$100 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
33. Age category	18-34	100.0%	0.0%	0.0%	0.0%	17.8%	16.0%	46.2%	16.7%	16.7%	12.5%	8.0%	16.0%	16.6%
	35-49	0.0%	100.0%	0.0%	0.0%	53.3%	43.5%	30.8%	43.3%	45.0%	56.3%	48.0%	42.0%	46.6%
	50-64	0.0%	0.0%	100.0%	0.0%	24.4%	33.5%	23.1%	20.0%	35.0%	26.6%	40.0%	32.1%	31.9%
	65 or over	0.0%	0.0%	0.0%	100.0%	4.4%	7.0%	0.0%	20.0%	3.3%	4.7%	4.0%	9.9%	4.9%

		33. Age category				Child <18 DT		35. Income category					36. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25- \$49,999	\$50- \$74,999	\$75- \$99,999	\$100 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
Child <18 DT	Yes	20.0%	21.6%	14.1%	12.5%	100.0%	0.0%	38.5%	26.7%	21.7%	15.6%	15.7%	22.0%	17.6%
	No	80.0%	78.4%	85.9%	87.5%	0.0%	100.0%	61.5%	73.3%	78.3%	84.4%	84.3%	78.0%	82.4%

		33. Age category				Child <18 DT		35. Income category					36. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25- \$49,999	\$50- \$74,999	\$75- \$99,999	\$100 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
35. Income category	Under \$25,000	18.2%	3.8%	4.5%	0.0%	11.4%	4.6%	100.0%	0.0%	0.0%	0.0%	0.0%	9.7%	4.1%
	\$25- \$49,999	15.2%	12.5%	9.0%	46.2%	18.2%	12.6%	0.0%	100.0%	0.0%	0.0%	0.0%	9.7%	15.9%
	\$50- \$74,999	30.3%	26.0%	31.3%	15.4%	29.5%	27.0%	0.0%	0.0%	100.0%	0.0%	0.0%	22.2%	30.3%
	\$75- \$99,999	24.2%	34.6%	25.4%	23.1%	22.7%	31.0%	0.0%	0.0%	0.0%	100.0%	0.0%	31.9%	27.6%
	\$100 +	12.1%	23.1%	29.9%	15.4%	18.2%	24.7%	0.0%	0.0%	0.0%	0.0%	100.0%	26.4%	22.1%

		33. Age category				Child <18 DT		35. Income category					36. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25- \$49,999	\$50- \$74,999	\$75- \$99,999	\$100 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
36. Gender	Male	32.5%	30.9%	33.3%	50.0%	38.3%	32.0%	53.8%	23.3%	26.7%	36.5%	37.3%	100.0%	0.0%
	Female	67.5%	69.1%	66.7%	50.0%	61.7%	68.0%	46.2%	76.7%	73.3%	63.5%	62.7%	0.0%	100.0%

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