

# COMMUNITY TELEPHONE SURVEY REPORT

## SURVEY FINDINGS AND RESULTS

CITY OF AURORA, MISSOURI

December 2008



**D·R·E·A·M**  
I N I T I A T I V E



# ACKNOWLEDGMENTS



CITY OF AURORA

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 Aurora, Missouri.
- The margin of error for this survey is  $\pm 5.7\%$ .
- The survey consisted of 62 questions and took, on average, slightly longer than 14 minutes to complete.
- Fieldwork was conducted through August 29, 2008 by Customer Research International (CRI) located in Austin, Texas.
  - CRI fields all studies from its outbound call center in San Marcos, TX at 135 S Guadalupe Street. Interviewers dial from 4:00 PM to 9:00 PM weeknights, 10:00 AM to 6:00 PM on Saturdays, and 1:00 PM to 7:00 PM on Sundays.
  - Interviews were conducted using computer-assisted telephone interviewing (CATI) software. This CATI software ensures all questions were asked correctly and all logic and skip patterns were implemented properly.
  - The electronic telephone sample was randomized and de-duped to ensure each household was only represented once. Telephone numbers were distributed equally among ten separate replicate groups. Telephone numbers were deemed exhausted once five calling attempts were made or an ending call result was encountered (completed survey, disconnected phone, terminate, refusal, etc.). There was a minimum of 1.5 hours between each call attempt.
  - Project supervisors validated 10% of each interviewer's completed surveys by calling back the respondent and verifying specific responses. Additionally, supervisors continually monitored live calls through CRI's call monitoring system in order to ensure proper interviewing procedures were maintained.

<b>CRI DAILY REPORT</b>					
<b>UNI052 - City of Aurora Survey</b>					
<b>Cumulative Thru 8/29/08</b>					
				<b>Dials</b>	
No Answer				1686	30.54%
Phone busy				485	8.79%
Disconnected Phone				563	10.20%
Business/Government				157	2.84%
Respondent Not Available				770	13.95%
Refusal				403	7.30%
Computer Tone				100	1.81%
Language Problem				22	0.40%
Schedule Callback				39	0.71%
Mid-Interview Terminate				8	0.14%
Answering Machine				843	15.27%
Terminate - No One in Household 18 or Older				12	0.22%
Overquota: Age				132	2.39%
<b>Completes</b>			<b>(Quota = 300)</b>	<b>300</b>	<b>5.43%</b>
<b>TOTAL DIALS</b>				<b>5520</b>	<b>100.00%</b>
<b>Incidence:</b>	<b>68.14%</b>				
<b>Length:</b>	<b>14.47 min.</b>				

## SECTION II

### EXECUTIVE SUMMARY

In August 2008, UNICOM-ARC conducted a telephone survey of residents in Aurora 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**

- ◆ For the community as a whole, respondents placed the highest priority on repairing streets, improving emergency services, and upgrading parks and recreation facilities.
- ◆ Most respondents indicated that they visit downtown Aurora once a month or more.
- ◆ A majority of respondents said they most often utilize downtown for the government or post office, for dining, and for conducting business.
- ◆ Regarding downtown in its current state, a majority of respondents felt good about the quality of parking, business hours, streets, signage, sidewalks, dining options, and preservation of historic structures. Respondents viewed less favorably available green space, the mix of businesses, occupied storefronts, and entertainment options.
- ◆ For downtown development, a majority of respondents placed high priorities on adding family or casual dining options, clothing stores, and a bakery downtown.
- ◆ Among several potential downtown improvements, a majority of respondents placed a high priority on improving building façades, making the area more pedestrian-friendly, and improving safety downtown.
- ◆ A majority of respondents felt that second-floor living space, either rental units or condominiums, would be a welcome improvement downtown.
- ◆ A majority of respondents receive their information about downtown Aurora through local newspapers and word-of-mouth.

## **B. KEY DEMOGRAPHIC INFORMATION**

### **By age:**

- ◆ A majority of respondents under 49 years old felt that Aurora is moving in the right direction.
- ◆ Parks and recreation are especially important to the 35-49 age group.
- ◆ Attracting big box retail is especially important to the 35-49 age group.
- ◆ Respondents ages 18 to 34 visit downtown Aurora most often.
- ◆ The 18-34 age grouping dined downtown more often than any other group.
- ◆ Older respondents viewed parking more favorably than younger respondents.
- ◆ Respondents 65 years old or more viewed dining options least favorably.
- ◆ Dining options are more important to younger respondents than older respondents; outdoor dining is important particularly to the 35-49 age grouping.
- ◆ Residents who are 35 to 49 were more interested in a coffee shop, a bakery, and a bookstore than other age groups.
- ◆ Younger respondents were more interested in bars and nightclubs than older respondents.
- ◆ The 65+ age group saw aesthetic improvements as less of a priority than other age groups did.
- ◆ Second-story residential space was more of a priority for respondents under 65 than to those over 65.
- ◆ The newspaper was much more often cited as a source of information about downtown events and businesses by younger respondents than by older respondents.

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

- ◆ Six in ten respondents who had lived in Aurora less than 10 years felt that Aurora is moving in the right direction
- ◆ Emergency services are important particularly to those who had lived in Aurora for three to five years—three-quarters of respondents in this group rated them as a high priority.

- ◆ The newest Aurora residents visit downtown more often for shopping than more long-time residents—three-quarters of 0 to 2-year residents visit often.
- ◆ The newest Aurora residents visit downtown more often for outdoor recreation than more long-time residents—half of 0 to 2-year residents visit often.
- ◆ A majority of the newest Aurora residents felt that downtown green space is “excellent” or “very good.”
- ◆ More than eight in ten residents who had lived in Aurora less than five years felt that family and casual dining should be a high priority, and Aurora’s newest residents are interested particularly in upscale dining.
- ◆ A majority of Aurora’s newest residents felt that art galleries and shops should be of high priority; significantly fewer residents who have been in Aurora longer felt the same.

**By income level:**

- ◆ Higher-income respondents felt better about Aurora’s direction than lower-income respondents.
- ◆ On the whole, aesthetic and structural improvements to downtown are of least interest to those who earn more than \$100,000 per year.
- ◆ Aurora’s highest-income respondents visit downtown more often for dining than other income groups.
- ◆ Higher-income respondents viewed dining options more favorably than lower-income respondents—three-quarters of those with household incomes over \$75,000 felt positive about downtown dining.
- ◆ Antique shops are of greater interest to lower-income residents than higher-income residents.
- ◆ A majority of respondents with incomes over \$100,000 were interested in a coffee shop.

**By gender:**

- ◆ There was little demographic variation by gender for most of the areas tested.

## C. COMMUNITY PRIORITIES AND FEEDBACK IN DETAIL

### Priorities for the Community:

- ✓ Respondents placed the highest priorities on repairing streets, improving emergency services, and upgrading parks and recreation facilities.

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. Close to two-thirds (62.3%) of respondents answered that “repairing major streets” should be a high priority for Aurora, 59.0% placed a high priority on “improving emergency services,” and 57.3% placed a high priority on “upgrading parks and recreation facilities.”

Respondents were somewhat less likely to place a priority on “attracting more big box retail development” (52.0%) and “revitalizing the downtown area” (48.3%).

### Visiting Downtown:

- ✓ Most respondents indicated that they visit downtown once a month or more.
- ✓ A majority of respondents said they most often utilize downtown for the government or post office, for dining, and for conducting business.

Respondents were asked how often they visit downtown. A plurality (42.7%) answered that they visit downtown “more than five times a month.” A little over one-third (35.7%) visit downtown “one to five times per month.” Smaller percentages of respondents said that they visit downtown “less than once a month” (11.3%), and “once a year or less” (6.3%).

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

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

- ◆ Government/post office (69.8%)
- ◆ Dining (62.2%)
- ◆ Conducting business (52.8%)
- ◆ Shopping (50.0%)
- ◆ Special events (29.9%)
- ◆ Entertainment (26.7%)
- ◆ Other outdoor recreation, such as walking (25.7%)

When asked which one of these reasons respondents would most often visit downtown, more than one in four respondents indicated “dining” (28.1%), and just fewer than one in four answered “government/post office” (24.3%). Fewer than one in five answered “conducting business” (19.1%) or “shopping” (17.4%).

### Views of Current Downtown Aurora:

- ✓ A majority of respondents felt good about the quality of parking, business hours, streets, signage, sidewalks, dining options, and preservation of historic structures.
- ✓ Respondents viewed less favorably available green space, the mix of businesses, occupied storefronts, and entertainment options.

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

Four characteristics were rated very highly, either “excellent” or “good,” by more than seven in ten respondents:

- ◆ Convenient parking (79.3)
- ◆ Convenient business hours (72.0%)
- ◆ Condition of streets (72.0%)
- ◆ Signs to help people find their way around (70.3%)

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

- ◆ Condition of sidewalks (68.3%)
- ◆ Dining options (61.7%)
- ◆ Preservation of historic structures (57.0%)

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

- ◆ Available green space (47.3%)
- ◆ Diverse mix of businesses (46.0%)
- ◆ Occupied storefronts (45.3%)
- ◆ Entertainment options (20.3%)

Just over three-quarters of respondents (76.7%) suggested that it is “very” or “somewhat” important that downtown Aurora work to retain its historic character. Only 12.7% 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 family or casual dining options, clothing stores, and a bakery downtown.

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

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

- ◆ Family or casual dining (72.3%)
- ◆ Clothing stores (56.0%)
- ◆ Bakery (51.3%)

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

- ◆ Restaurant with outdoor dining (48.0%)
- ◆ Bookstore (47.7%)
- ◆ Upscale dining (46.0%)
- ◆ Ice cream shop/soda fountain (44.7%)
- ◆ Hunting/fishing/outdoor sporting goods store (42.7%)
- ◆ Lodging such as hotel, motel, or bed and breakfast (39.0%)
- ◆ Coffee shop (34.7%)

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

- ◆ Art galleries and shops (31.0%)
- ◆ Upscale specialty shops (29.7%)
- ◆ Antique shops (28.7%)
- ◆ Bars/nightclubs (17.0%)

When asked to choose the one business respondents would most like to see in downtown Aurora, nearly one-fourth (24.3%) answered “family or casual style dining,” followed by “clothing stores” (14.3%) and “hunting/fishing/outdoor sporting goods store” (10.7%).

### Priorities for Other Downtown Improvements:

- ✓ Among several potential downtown improvements, a majority of respondents placed a high priority on improving building façades, making the area more pedestrian-friendly, and improving safety downtown.
- ✓ A majority of respondents felt that second-floor living space, either rental units or condominiums, would be a welcome improvement 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.

Three of the possible improvements were considered a “very high” or “high” priority to majorities of respondents:

- ◆ Improving building facades (61.3%)
- ◆ Making the area more pedestrian-friendly (57.3%)
- ◆ Improving safety downtown (51.3%)

Eight other potential improvements tested in the survey were considered a high priority to half or less than half of respondents:

- ◆ Moving utilities underground (50.0%)
- ◆ Improving lighting (47.7%)
- ◆ Adding green space (44.3%)
- ◆ Stricter code enforcement (41.7%)
- ◆ Improving signage to help people find their way around (39.7%)
- ◆ Developing second-story residential space (38.7%)
- ◆ Adding new parking spaces or lots (33.0%)
- ◆ Adding murals or other public art (29.0%)

When asked how they felt about Aurora developing second-story living space in downtown buildings, just under two-thirds (60.3%) felt that the City *should* develop these residential spaces. Of this 60.3%, 40.3% favored rental units, while 20.0% favored condominiums.

### Communication about Downtown:

- ✓ A majority of respondents receive their information about downtown Aurora through local newspapers and word-of-mouth.

When asked to indicate their primary and secondary sources of information about downtown Aurora, two-thirds (66.3%) indicated that the newspaper was either their primary (39.3%) or secondary (27.0%) source of information. Half (50.0%) indicated that word-of-mouth was either their primary (24.0%) or secondary (26.0%) source of information.

## D. DEMOGRAPHIC INFORMATION IN DETAIL

### Priorities for the Community:

- ✓ **A majority of respondents under 49 years old felt that Aurora is moving in the right direction.**

Respondents of different age groups were asked if Aurora as a whole was moving in the right direction, the wrong direction, or a mixed direction. Majorities of 18 to 34 year olds (51.0%) and the 35 to 49 year olds (56.7%) felt that Aurora is moving in the right direction. Close to half (47.8%) of the 65+ age group felt that Aurora is moving in the right direction, while significantly fewer 50 to 64 year olds (39.5%) felt the same.

- ✓ **Higher-income respondents felt better about Aurora's direction than lower-income respondents.**

Only 39.2% of respondents with a household income under \$25,000 felt that Aurora is moving in the right direction, while between 50% and 60% of those who earn more felt the same.

- ✓ **Six in ten respondents who have lived in Aurora under 10 years felt that Aurora is moving in the right direction**

Between 58.6% and 66.7% of respondents who have lived in Aurora under 10 years felt positive about Aurora's direction, while only 40.3-42.7% of people who have lived in Aurora longer felt the same.

- ✓ **Parks and recreation are important particularly to the 35-49 age group.**

Nearly two-thirds (64.9%) of the 35-49 age group felt that parks and recreation should be a high priority. The other age groups felt that they should be less of a priority, with the 18-34 age group at 59.2%, the 50-64 age group at 55.8%, and the 65+ age group at 47.8%.

- ✓ **Attracting big box retail is especially important to 35 to 49 year olds.**

Nearly two-thirds (62.9%) of the 35-49 age group felt that attracting big box retail should be a high priority. The other age groups felt that it should be less of a priority, with the 18-34 age group at 40.8%, the 50-64 age group at 52.3%, and the 65+ age group at 44.8%.

- ✓ **Emergency services are important particularly to those who have lived in Aurora for 3-5 years—three-quarters of respondents in this group rated them as a high priority.**

Three-fourths (75.9%) of respondents who have lived in Aurora for 3 to 5 years rated emergency services as a high priority, while fewer than 61% of other respondents felt the same.

- ✓ **On the whole, aesthetic and structural improvements to downtown are of least interest to those who earn more than \$100,000 per year.**

In areas such as revitalizing downtown, street repair, emergency services, and upgrading parks and recreation, respondents in this income group were significantly less interested than those in other income groups.

### Visiting Downtown:

- ✓ **The 18-34 age group visited downtown Aurora most often.**

Respondents were asked how often they visit downtown. The 18-34 age group was the only group in which a majority of people (55.1%) visit downtown Aurora more than five times a month.

- ✓ **The 18-34 age group visited downtown Aurora for dining more often than any other group.**

For dining, 77.6% of the 18-34 age group said they visit “very” or “somewhat” often. Two-thirds (64.9%) of the 35-49 age group, 58.0% of the 50-64 age group, and 50.8% of the 65+ age group indicated the same.

- ✓ **The newest Aurora residents visited downtown more often for shopping than more long-time residents—three-quarters of 0-2-year residents visited often.**

For shopping, 75% of Aurora’s newest residents visit downtown “very” or “somewhat” often, as compared to less than 50% of all groups of residents that have lived in Aurora over two years.

- ✓ **The newest Aurora residents visited downtown more often for outdoor recreation than more long-time residents—half of 0-2-year residents visited often.**

For outdoor recreation and walking, 50.0% of Aurora’s newest residents visit downtown “very” or “somewhat” often, as compared to 31.0% or fewer of all groups of residents that have lived in Aurora over two years.

- ✓ **Aurora’s highest-income respondents visited downtown more often for dining than other income groups.**

Close to nine in ten respondents (86%) in the \$100,000+ income group visited downtown for dining, as compared to under 73% of all other income groups.

### Views of Current Downtown Aurora:

- ✓ **Older respondents viewed parking more favorably than younger respondents.**

Slightly more than eight in ten (83.7%) respondents in the 50-64 age group and 83.6% of the 65+ age group felt that parking is “excellent” or “good,” compared to 79.4% of the 35-49 age group and 65.3% of the 18-34 age group.

- ✓ **Respondents 65 years of age and older viewed dining options least favorably.**

Less than a majority (44.8%) of the 65+ age group felt that dining options were “excellent” or “good,” compared to 67.4% of the 50-64 age group, 61.9% of the 35-49 age group, and 73.5% of the 18-34 age group.

- ✓ **Higher-income respondents viewed dining options more favorably than lower-income respondents—three-quarters of those with household incomes over \$75,000 felt positive about downtown dining.**

Over 73% of respondents in income groups over \$75,000 responded that dining options are “excellent” or “good,” compared to less than 60% of all other income groups who felt the same.

- ✓ **A majority of the newest Aurora residents felt that downtown green space is “excellent” or “very good.”**

Three in five respondents (61.9%) of those who have lived in Aurora for less than two years viewed the existing green space positively, as compared to 50.0% and fewer of all other groups.

### **Priorities for Types of Downtown Businesses:**

- ✓ **Dining options were more important to younger respondents than older respondents; outdoor dining was important particularly to 35 to 49 year olds.**

Only 64.2% of 65+ respondents felt that dining was a high priority, compared to over 73% in all other younger age groups. A solid majority of 35 to 49 year olds (61.9%) felt outdoor dining was important, as compared to less than 45% in every other age group.

- ✓ **More than eight in ten residents who had lived in Aurora under five years felt that family and casual dining should be a high priority, and Aurora’s newest residents were interested particularly in upscale dining.**

More than nine in ten residents (90.5%) who had lived in Aurora under two years rated dining a “high” or “very high” priority, and 82.8% of those who had lived in Aurora under five years felt the same. Of residents who had been in Aurora longer, less than three-quarters felt dining to be a high priority.

Three in five (61.9%) residents who have lived in Aurora less than two years rated upscale dining a “high” or “very high” priority, compared to under 50% of respondents in all other groups.

- ✓ **Respondents ages 35 to 49 years old were more interested in a coffee shop, a bakery, and a bookstore than other age groups.**

Over 10% *more* 35- to 49-year olds than *any other* age group felt these three businesses were of high priority.

- ✓ **Younger respondents were more interested in bars and nightclubs than older respondents.**

Three in ten (30.6%) respondents in the 18-34 age group saw bars and nightclubs as a priority, compared to only 21.6% of the 35-49 age group, 12.8% of the 50-64 age group, and 6% of the 65+ age group felt the same.

- ✓ **A majority of Aurora’s newest residents felt that art galleries and shops should be of high priority; significantly fewer residents who had been in Aurora longer felt the same.**

Three in five (61.9%) residents who had lived in Aurora under two years rated art galleries and shops as a “high” or “very high” priority. Less than 40% of other groups felt the same.

- ✓ **Antique shops were of greater interest to lower-income residents than higher-income residents.**

Two in five (40.5%) respondents with household incomes under \$25,000 felt that antique shops should be a “high” or “very high” priority, compared to under 28% of all other income groups who felt the same.

- ✓ **A majority of respondents with incomes over \$100,000 were interested in a coffee shop.**

A slight majority (53.3%) of those with a household income over \$100,000 felt that coffee shops should be a “high” or “very high” priority, compared with under 36% of all other income groups.

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

- ✓ **The 65+ age group saw aesthetic improvements as less of a priority than other age groups did.**

The 65+ age group was as interested as or more interested than other age groups in the functional downtown improvements, but the respondents younger than 65 felt more strongly about aesthetic improvements such as building facades, green space, lighting, and public art.

- ✓ **Higher-income residents saw aesthetic improvements as high priorities, while lower- to middle-income residents focused more on structural improvements, navigation, and pedestrian-friendliness.**

The income group over \$100,000 was significantly more interested in aesthetic improvements such as green space than other income groups, while lower income groups were significantly more interested in pedestrian-friendliness, signage, and building façades than the highest income group.

- ✓ **Second-story residential space is more of a priority for respondents under 65 than to those over 65.**

Over three-quarters (77.6%) of the 18-34 age group saw the need for either rental units (59.2%) or condominiums (18.4%). About two-thirds (66.3%) of the 35-49 age group saw the need for either rental units (38.1%) or condominiums (22.1%). Just over two-thirds (70.9%) of the 50-65 age group saw the need for either rental units (48.8%) or condominiums (22.1%). In contrast, under one-third, only 29.8%, of 65+ respondents saw the need for second-story housing at all.

- ✓ **Female respondents generally placed higher priorities on downtown improvements than male respondents.**

In all elements of downtown improvement, more female respondents answered “high” or “very high” priority than male respondents.

### **Communication about Downtown:**

- ✓ **The newspaper was much more often cited as a source of information about downtown events and businesses by younger respondents than by older respondents.**

Four in ten (40.8%) respondents in the 18-34 age group used the newspaper as their primary source of information about downtown, compared to between 16 % and 31% of other age groups.

- ✓ **The newspaper was much more often cited as a source of information about downtown events and businesses by those who have lived in Aurora more than 20 years than by those who had been in Aurora for a shorter time.**

Almost half (46.2%) of respondents that had lived in Aurora over 20 years chose the newspaper as their primary source of information, compared with 36.4% or fewer respondents of other groups.

### SECTION III

## OVERVIEW OF DATA

In August 2008, UNICOM • ARC conducted a telephone survey of residents in Aurora 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 ±5.4%. This Overview of Data provides raw frequencies to the questions. We give exact wording of each question, editing only some instructions in the interest of space. The list is sorted where appropriate and the most prevalent response is bolded in each section.

		%
1. Thinking about the Aurora, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?	<b>right direction</b>	<b>48.7%</b>
	wrong	26.0%
	mixed	13.7%
	other, don't know	11.7%

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.

	Mean	<i>Very High priority (5)</i>  %	total high priority (4-5)  %	3  %	total low priority (1-2)  %
4. Improving emergency services	<b>3.82</b>	<i>42.0%</i>	59.0%	17.7%	17.3%
3. Repairing major streets	<b>3.80</b>	<i>38.3%</i>	62.3%	20.3%	15.7%
5. Upgrading parks and recreation facilities	<b>3.60</b>	<i>31.7%</i>	57.3%	20.7%	20.3%
6. Attracting more big box retail development	<b>3.57</b>	<i>38.7%</i>	52.0%	21.7%	22.3%
2. Revitalizing the Aurora downtown area	<b>3.47</b>	<i>31.3%</i>	48.3%	28.0%	21.7%

	%
7. How often do you visit downtown Aurora?	
Once a year or less	6.3%
Less than once a month	11.3%
One to five times per month	35.7%
<b>More than five times a month</b>	<b>42.7%</b>
Other (specify)	3.3%
Don't visit downtown	.3%
Don't know	.3%

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
	%	%	%	%
<b>13. government/post office</b>	<b>36.1%</b>	<b>69.8%</b>	<b>29.2%</b>	<b>1.0%</b>
9. dining	23.3%	62.2%	37.8%	.0%
14. conducting business	23.3%	52.8%	46.2%	1.0%
8. shopping	19.8%	50.0%	49.3%	.7%
12. special events	9.4%	29.9%	69.8%	.3%
10. entertainment	6.9%	26.7%	73.3%	.0%
11. other outdoor recreation, such as walking	12.2%	25.7%	74.0%	.3%

	%
15. Of the items listed above, which would you say is the one reason you most often visit downtown Aurora?	
<b>Dining</b>	<b>28.1%</b>
government/post office	24.3%
Conducting business	19.1%
Shopping	17.4%
Entertainment	4.5%
Other outdoor recreation, such as walking	2.4%
Special events	1.0%
Other, don't know	3.1%

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

	<i>Excellent</i>	excellent/ good	not so good/ poor	Other, don't know
	%	%	%	%
<b>21. convenient parking</b>	<b>8.7%</b>	<b>79.3%</b>	<b>20.0%</b>	<b>.7%</b>
17. convenient business hours	8.7%	72.0%	26.3%	1.7%
25. condition of streets	4.7%	72.0%	27.0%	1.0%
16. signs to help people find their way around	6.3%	70.3%	27.0%	2.7%
26. condition of sidewalks	6.0%	68.3%	28.7%	3.0%
23. dining options	8.0%	61.7%	36.3%	2.0%
19. preservation of historic structures	5.0%	57.0%	37.0%	6.0%
18. available green space	5.7%	47.3%	43.0%	9.7%
22. diverse mix of businesses	4.3%	46.0%	48.3%	5.7%
20. occupied storefronts	3.3%	45.3%	50.7%	4.0%
24. entertainment options	1.7%	20.3%	74.0%	5.7%

	%	
27. How important would you say it is that Aurora work to retain its downtown's historic character? Would you say it is very important, somewhat, not very or not at all important?	<b>Very</b>	<b>43.7%</b>
	Somewhat	43.0%
	Not very	7.7%
	Not at all	5.0%
	Other, don't know	.7%
	<i>very/somewhat</i>	<i>86.7%</i>
	<i>not very/not at all</i>	<i>12.7%</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 Aurora 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	<i>Very High priority (5)</i> %	total high priority (4-5) %	3 %	total low priority (1-2) %
<b>29. family or casual style dining</b>	<b>3.99</b>	<b>42.3%</b>	<b>72.3%</b>	<b>15.0%</b>	<b>10.7%</b>
38. clothing stores	<b>3.57</b>	<i>31.0%</i>	56.0%	23.3%	20.0%
31. restaurant with outdoor dining	<b>3.55</b>	<i>25.7%</i>	48.0%	25.0%	25.3%
39. bakery	<b>3.41</b>	<i>26.3%</i>	51.3%	24.3%	23.3%
41. bookstore	<b>3.38</b>	<i>25.0%</i>	47.7%	27.3%	23.3%
37. upscale dining	<b>3.27</b>	<i>21.7%</i>	46.0%	26.0%	26.7%
32. ice cream shop/soda fountain	<b>3.24</b>	<i>23.7%</i>	44.7%	25.3%	29.3%
42. hunting/fishing/outdoor sporting goods store	<b>3.20</b>	<i>24.3%</i>	42.7%	26.0%	29.7%
28. lodging such as hotel, motel or bed and breakfast	<b>3.09</b>	<i>21.7%</i>	39.0%	24.7%	35.3%
36. coffee shop	<b>2.93</b>	<i>16.0%</i>	34.7%	24.0%	39.0%
33. upscale specialty shops	<b>2.86</b>	<i>15.0%</i>	29.7%	28.7%	38.3%
35. art galleries and shops	<b>2.80</b>	<i>15.3%</i>	31.7%	26.0%	41.3%
34. antique shops	<b>2.76</b>	<i>11.3%</i>	28.7%	28.0%	41.7%
40. bars/nightclubs	<b>2.05</b>	<i>7.7%</i>	17.0%	15.0%	65.3%

	Mean	<i>Very High priority (5)</i> %	total high priority (4-5) %	3 %	total low priority (1-2) %
<b>29. family or casual style dining</b>	<b>3.99</b>	<b>42.3%</b>	<b>72.3%</b>	<b>15.0%</b>	<b>10.7%</b>
38. clothing stores	<b>3.57</b>	<i>31.0%</i>	56.0%	23.3%	20.0%
31. restaurant with outdoor dining	<b>3.55</b>	<i>25.7%</i>	48.0%	25.0%	25.3%
39. bakery	<b>3.41</b>	<i>26.3%</i>	51.3%	24.3%	23.3%
41. bookstore	<b>3.38</b>	<i>25.0%</i>	47.7%	27.3%	23.3%
37. upscale dining	<b>3.27</b>	<i>21.7%</i>	46.0%	26.0%	26.7%
32. ice cream shop/soda fountain	<b>3.24</b>	<i>23.7%</i>	44.7%	25.3%	29.3%
42. hunting/fishing/outdoor sporting goods store	<b>3.20</b>	<i>24.3%</i>	42.7%	26.0%	29.7%
28. lodging such as hotel, motel or bed and breakfast	<b>3.09</b>	<i>21.7%</i>	39.0%	24.7%	35.3%
36. coffee shop	<b>2.93</b>	<i>16.0%</i>	34.7%	24.0%	39.0%
33. upscale specialty shops	<b>2.86</b>	<i>15.0%</i>	29.7%	28.7%	38.3%
35. art galleries and shops	<b>2.80</b>	<i>15.3%</i>	31.7%	26.0%	41.3%
34. antique shops	<b>2.76</b>	<i>11.3%</i>	28.7%	28.0%	41.7%
40. bars/nightclubs	<b>2.05</b>	<i>7.7%</i>	17.0%	15.0%	65.3%

	%
	<b>24.3%</b>
	14.3%
	10.7%
	7.7%
	6.7%
	6.3%
43. Of the items listed above, what business would you most like to see in downtown Aurora?	4.7%
	4.7%
	3.3%
	2.7%
	2.0%
	1.7%
	1.7%
	1.7%
	7.7%

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 Aurora using the same 5-point scale.

	Mean	Very High priority (5) %	total high priority (4-5) %	3 %	total low priority (1-2) %
<b>52. improving building facades</b>	<b>3.75</b>	<b>34.0%</b>	<b>61.3%</b>	<b>22.0%</b>	<b>14.7%</b>
50. making the area more pedestrian-friendly	3.61	33.7%	57.3%	22.0%	20.7%
54. improving safety downtown	3.41	33.7%	51.3%	19.3%	27.7%
46. moving utilities underground	3.36	33.0%	50.0%	14.0%	31.0%
45. improving lighting	3.28	24.7%	47.7%	22.3%	28.0%
44. adding green space	3.25	22.3%	44.3%	24.0%	28.0%
48. stricter code enforcement	3.21	28.3%	41.7%	22.0%	31.7%
51. improving signage to help people find their way around	3.17	21.7%	39.7%	29.0%	30.0%
49. developing second-story residential space	2.98	17.0%	38.7%	26.3%	34.3%
47. adding new parking spaces or lots	2.84	16.7%	33.0%	25.7%	41.0%
53. adding murals or other public art	2.73	14.7%	29.0%	25.3%	44.7%

	%
56. Aurora is looking at various ways to develop second story living space in downtown Aurora. Which of the following statements is closest to the way you feel?	
The City should turn the second floors of existing buildings into rental units.	40.3%
There is no need for second story living space downtown.	36.3%
The City should turn the second floors of existing buildings into condominiums.	20.0%
Other/don't know	3.3%

		%
56. Aurora is looking at various ways to develop second story living space in downtown Aurora. Which of the following statements is closest to the way you feel?	<b>The City should turn the second floors of existing buildings into rental units.</b>	<b>40.3%</b>
	There is no need for second story living space downtown.	36.3%
	The City should turn the second floors of existing buildings into condominiums.	20.0%
	Other/don't know	3.3%

		%
57a. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Aurora? And what is your second most likely source of information?	<b>Local newspaper</b>	<b>39.3%</b>
	word-of-mouth	24.0%
	Radio	7.3%
	I live downtown.	4.3%
	Chamber of Commerce web site	2.7%
	Television	1.0%
	Other	16.3%
No others/don't know	5.0%	

		%
57b. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Aurora? And what is your second most likely source of information?	<b>Local newspaper</b>	<b>27.0%</b>
	word-of-mouth	26.0%
	Radio	10.9%
	Television	5.3%
	Chamber of Commerce web site	2.5%
	I live downtown.	2.1%
	Other	9.8%
No others/don't know	16.5%	

		%
58. 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	3.3%
	Somewhat familiar	12.3%
	Not very familiar	15.7%
	<b>Not at all familiar</b>	<b>68.7%</b>
	Other, don't know	.0%
	<i>very/somewhat</i>	<i>15.7%</i>
	<i>not very/not at all</i>	<i>84.3%</i>

		%
59. In which of the following age groups are you?	18-34	16.3%
	35-49	32.3%
	50-64	28.7%
	65 or over	22.3%
	Other, don't know, refused	.3%

		%
60. How long have you lived in the Aurora area?	0-2 years	7.0%
	3-5 years	9.7%
	6-10 years	14.7%
	11-20 years	20.7%
	More than 20 years	47.7%
	Other, don't know	.3%

		%
61. For statistical purposes only, please indicate which of the following categories best fits your total household income for 2007.	Under \$25,000	24.7%
	\$25,000 to \$49,999	27.3%
	\$50,000 to \$74,999	22.3%
	\$75,000 to \$99,999	9.7%
	\$100,000 plus	5.0%
	Other, don't know, refused	11.0%

		%
62. Gender	Male	50.0%
	Female	50.0%

## SECTION IV

### RESPONSE TO OPENENDED QUESTIONS

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

Depends on the month

Twice a year but more during the holidays

Sometimes more than once a week sometimes less

I would say in the winter twice a week in the summer less

Once a day during the holidays

Sometimes more than once a month sometimes less

I go more during the holidays and less during the summer

Depends on the season

Really depends on the time of year

Everyday since I work there on the square

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

More grocery stores (3)

Something to bring new jobs to aurora; new restaurants only bring 10 people; we need more industry to build this town up

Factories for more employees because they have no work for younger people

Furniture store

I don't want to see any of it

Another dress shop and shoe store and a bookstore

Nothing really, don't go in that much

Healthy food store; natural foods and good wheat bread

More industry for more jobs; not much job-wise

I just want to see more businesses in general

More museums; art to show historical aurora

Shoes and purses store and also earrings

Shoe stores

I don't go to any of them so I don't know

I would just like to see more businesses in general; more specialty shops would be nice

Something like a famous bar or something like that; something that has shoes, shirts, pants and watches, a little bit of everything

Just more places to hire people

A museum or something might be kind of neat

Overpass

Those that are economically feasible and would make it in the community

Truthfully I would like to see more or better entertainment

**55a. Are there any other improvements you think should be made to downtown Aurora?**

I would just like to see more clothing stores; I would like to have more than one clothing store to go to

Like to see more businesses; more of small family shops no name in particular

I would like to see a larger variety of stores

I would love to see window boxes full of flowers and more security; i would like to see more police, beef up their making more rounds; don't ignore what you see actually do something about it

I want to see new business in lodging and family friendly restaurants and the draw for aurora is their restaurants

Just fix the railroad tracks; I'd like a way to get across them

They need more good business because there is nothing there; they need to improve the inside of their buildings; buildings leak, half are empty; economy is just not doing good; only things going is good schools

To have it family oriented without a lot of bars and night clubs

Mainly storm drainage; water drainage; stop signs

Wal-Mart is killing aurora; drive downtown and it looks like a ghost town; a soda shop; dram family's downtown, some other stores might get more business; bakery; there is not one thing you go

Fix the mold problems with the buildings and fix the bank motel

It would be nice to have more parks that are geared toward toddlers or young children; I only know of one place downtown that is made for youngsters

I hate to see all the empty buildings with all these historic buildings it would be nice to see something in them; with adding new business it would bring more jobs and more economy to the area

More jobs; more businesses that employ people; later hours so when you get out of work you have a place to go

Just to preserve its hometown atmosphere

I think that the factories such as the dog food factory should be moved away from the downtown area; factories and industry should be kept separate from downtown

I think we need more, i think we don't have a jewelry store here and only one nice gift shop; need a pharmacy and more restaurants

Security needs improving in all areas

More than easy access to a nice downtown; maybe some kind of storm shelter downtown during storms; an overpass for the railroads for emergency use and normal flow of traffic; no bike trail or walking paths downtown;

More security; more things for the kids to do; like an arcade for the kids to do

Bring more businesses into town

I would like to see a game room or something to interest kids to keep them out of trouble

A good ice cream parlor where the kids can go and get an ice cream and the adults

I would like to see more businesses being occupied; less empty buildings

There should be more businesses; doesn't matter just more businesses; more drug stores

There is always room for improvements; everything needs to be improved

I think there should be a train available to transfer people to Springfield and back to aurora; art shops are beautiful and would love to see a museum also

Paint it red, white and blue

I think they need to have more weekend activities for families; there are not any activities for my kid to partake in

Add more murals

Have a bridge that goes across to the north side

There's no entertainment for children

Better police department; takes forever to get them where they need to be

Bowling alley

They need to improve their old buildings; make aurora look nice; make it look like a town people would like to visit; have more markets; more grocery shopping; we have one Wal-Mart only;

Less government intrusion; when government becomes too involved it becomes arrogant and intrusive; this needs to be avoided

What aurora needs is a place to have breakfast and a decent tire shop

Lighting and cross walks would be nice and more retail shops and bookstores

I think they should provide more industrial jobs

Tear down old buildings because they are empty and falling down and unsafe

I would like to see more locally owned mom and pop businesses; not so much clothing stores

I would like our downtown area to be very friendly and busy with retail shops; attracting more people

No dips in driveways

The idea of second story residential living and really pushes new commercial industry

I would like to see more business downtown to bring in jobs

Viaduct across the railroad tracks so people don't get killed

There should be more activities for children to attend

No more coffee shops and more restaurants

Getting in and filling out the empty stores and trying to get more business

It needs more industry such as factories

More opportunities for family outings

Downtown needs a good source of restaurants because there aren't enough and it will bring more business

There should be a YMCA; there should also be city clean up

Clean up the trash on the street; have a street cleaner

Buildings should be upgraded because they are in bad shape and dangerous shape

I think they should wipe out the city council and add in new ones; they spent all the money on city hall and it was a lot

More business and more companies for more jobs and people to work

I wish that there were more places for younger college kids to work

The empty buildings and the grounds around them are ridiculous; the weeds growing around is making the city look bad and the radio shack building is falling down on the main street

Need more diversity

Cleanliness; making sure there is no trash; trash receptacles; get street sweepers  
They should put a water park, give kids something to do that would definitely  
bring the money to town

I would really like to see more retail to bring more customers and more revenue to  
the area; cooking stores, clothing shops, book stores

I feel they should put more industrial jobs there before they put any retail stores  
there; there are not enough jobs now there for people so they shouldn't try to add  
anything

Old Main Street is rotting and should be repaired; all of the businesses have  
closed down and I would like to see more business there

Need to put in a Christian center where the kids can get together and be safe;  
need to replace utilities under the ground like water pipes and stop

Make things more fun for younger adults

I think we need to have more face-lifted stores

Bring some businesses in, some casual dining and fix the sidewalks

Should make railroads more smooth and faster

Newer business and upgrade the stores

They need to have more things for the teenagers; there's too much vandalism;  
they should put more arcades, clubs and game rooms and things for kids to enjoy

Get all old buildings and restore them to look like they were in the 1800's

The main thing is to get more family-type business

I think there should be more business for people to work; I would like to see more  
lady clothing shops with variety

I would like to see more industry brought to aurora so that the town may collect  
more revenue and has more opportunity for employment and to grow

I would like to see more things for the children

I would just like to see aurora with any kind of shops such as clothing shops

Should have a way to fix the traffic over the railroad, adding a railroad  
underground or overpass

I would like to see more walking and biking trails

More police patrolling in downtown areas because of drug issues

Fix the street

A good swimming pool

Bridge be put over rail road tracks

In the rural area i think it should have more schools and places for kids to play at

By improving sidewalks and paving them; and safety

It would be nice to add some stores; good shoe store and clothing store;  
something like a department store

They need to have more things to do for kids

It costs too much to shop down there; I would but I go where the bargains are

They need an overpass because sometimes you have to sit at the railroad tracks  
for 20 or 30 minutes

I would like to see them maintain the historic integrity

I would like to see more types of stores such as hunting goods store in mainstream

I would like see something for the children; like to see more of a playscape

Need to get across the railroad track; need to put an overpass over that railroad  
track so people can get to the hospital

Better paying jobs in the town because you have to drive out of town to get a good  
paying job; need something for younger people like bars and night clubs

I would like to see an over or underpass put in for the vehicles

Getting more business and industry in town

I would like a bigger variety of businesses; overall appearance could be cleaned  
up

I think they need a boys and girls club; some other type of teenager club or pools  
or another form of entertainment family focused

I would like to see a kid friendly place such as a chuck-e-cheese for the ages of 10 and under

I would like to see a more diverse business area

I think they need to be stricter on loose dogs

Truck park; I'm a truck driver and there's no place for me to park my truck; i would like a place to park my truck and trailer

Like the sidewalks and make it safe for pedestrians; one thing i think they should do is for those train tracks in north town make an overpass or something

I think that they should provide industrial jobs; we need to rise to the job factor

Preservation of the buildings; make the appearance nicer

Fix the old buildings up and make them nicer

The police force is all downtown; there's a lot that goes on downtown and the police don't do anything about it; they need to improve the lawn mowing going on in cities

I think that aurora lacks major businesses downtown; it is kind of dying; that aspect I would like to see more general employment opportunities,

There are some buildings that need to be fixed up; they need to fix the drive through where people can pay their utility bill instead of taking their kids out of the car; they need to build an overpass by the tracks

There needs to be more business that can last more than 3 years

I would like to see the old buildings rebuilt; i would like to see more kid friendly places like swimming pools; I would also like to see amateur discovery zone

The smell of idf or adf, it makes it smell like old meat

I would like to see an overpass over the railroad tracks

I would like to see more landscaping around; there is too much concrete; i would like to see some more adult entertainment around the area such as bars

They need to do something about their side streets; they're dangerous

I would like to see more clothing stores; outlet malls and more activities for kids

Getting new businesses into downtown, adding signs to help people find their way around

The police department should be more strict; there are too many youngsters running around at night; I would like to see a curfew put into effect; especially during the school year

Once a year we used to have a thing called hound dog days at the end of September that brought a lot of revenue to aurora; they stopped doing that about eight years ago and I think that if it were to be brought

Billiards or game room, something like that

The government should butt out; let the individual businesses and the owners do what they are capable of doing; they are wasting tax money trying to revitalize the city instead of doing something

More businesses

**55b. Are there any other improvements you think should be made to downtown Aurora?**

Some sidewalks are in bad repair as you're getting to downtown; some cameras downtown might help people feel safer in that area

Lighting on the street; more sidewalks; improve the ditch; every house that has a ditch around

Tearing up the ground

Population, we are losing revenue

For the ambulance to get across and for emergency vehicles

Back that it would bring a lot of revenue to downtown; i would really like to see a coffee shop with a bookstore and ice cream

Building soccer fields

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

Visiting downtown (6)

Magazines (6)

Driving through it (6)

Yellow pages (3)

Post office (2)

My own observation (2)

I work there (2)

Personal vision (2)

Being in business (2)

Living here (3)

The library (3)

The phonebook

Chamber of commerce; not their web site though

Books

Advertisements in school and phonebooks

Signs around town

Shopping in the area downtown

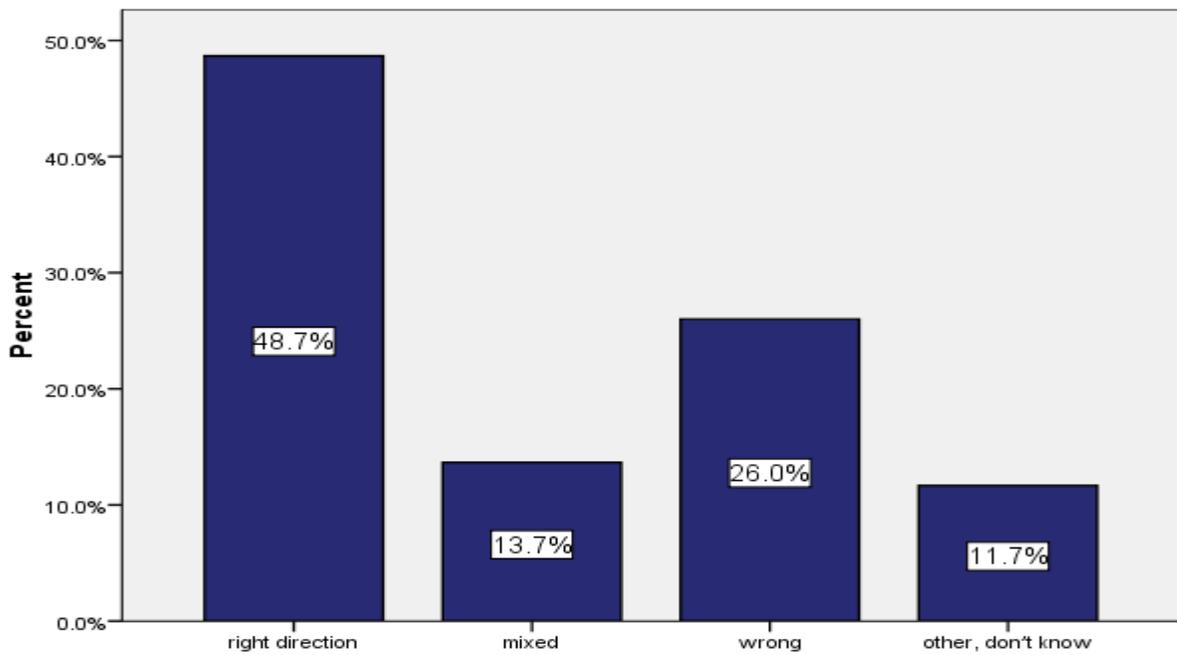
Pamphlets that are passed out

First hand sight

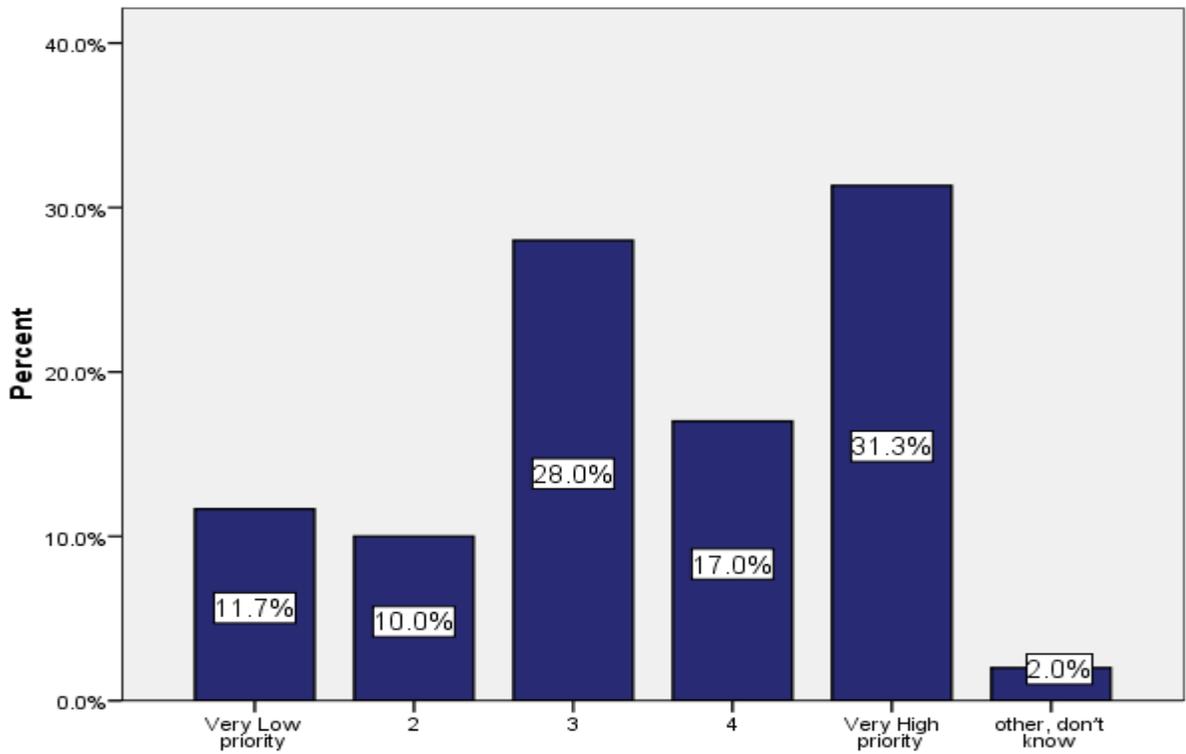
Involvement in community and government organizations

## SECTION V

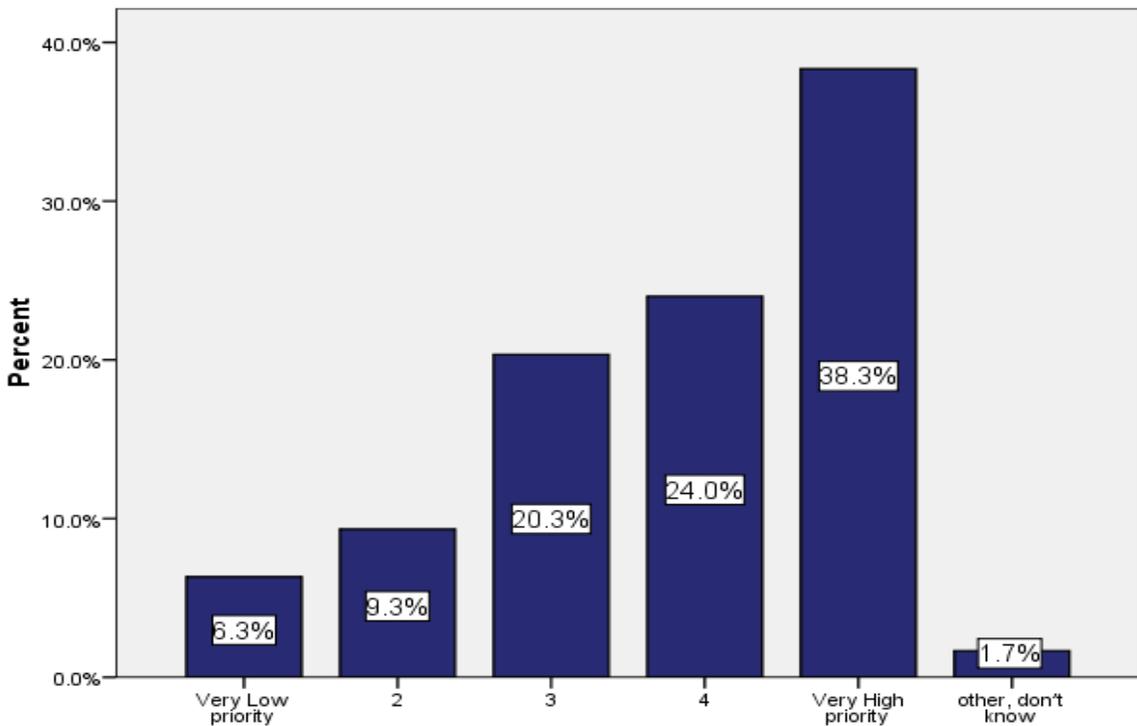
### BAR CHARTS



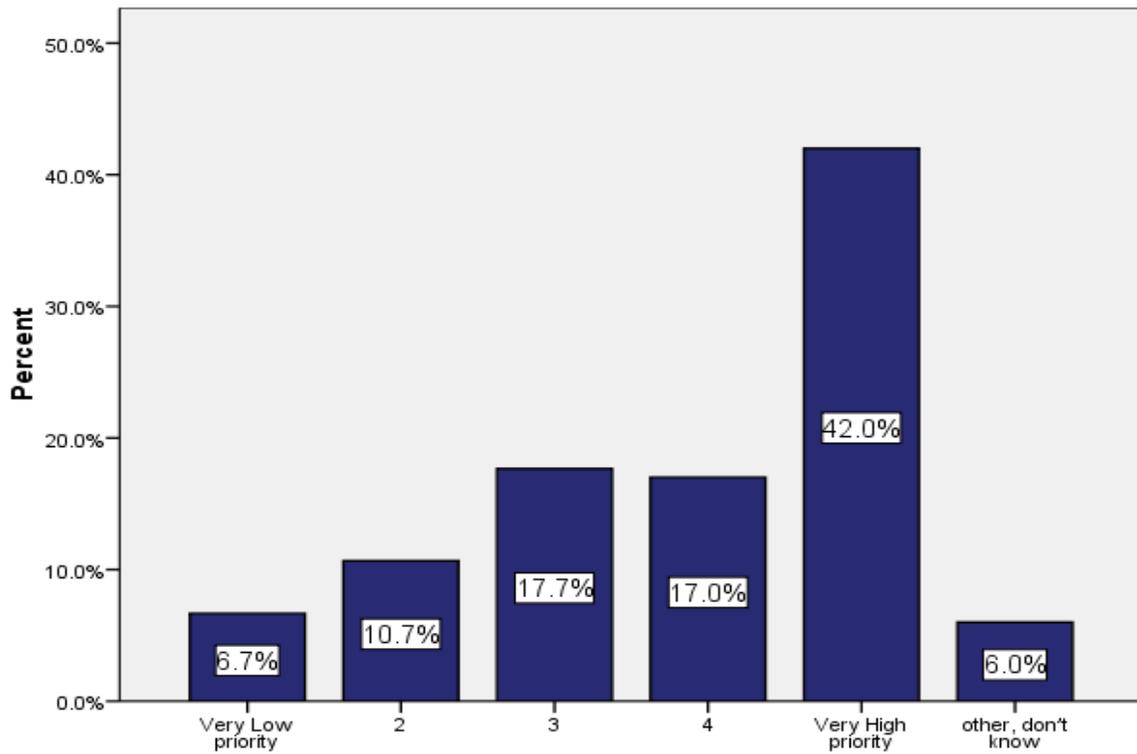
**1. Thinking about the Aurora, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?**



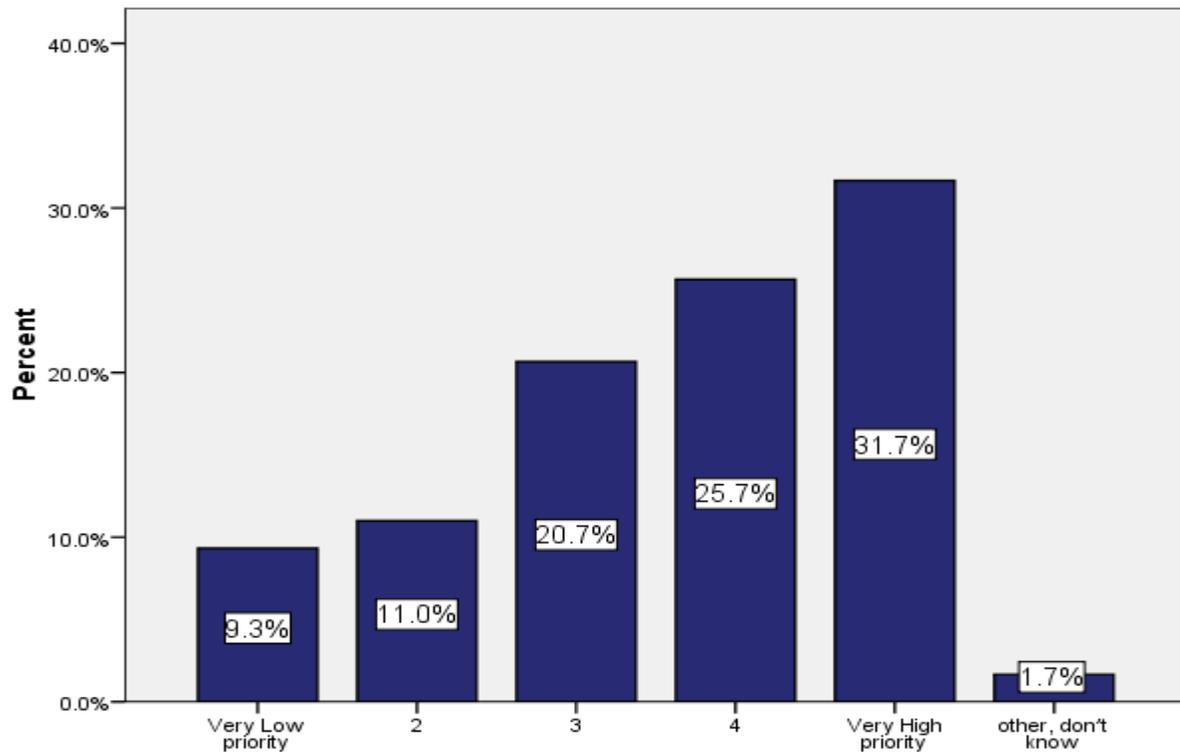
2. Revitalizing the Aurora downtown area



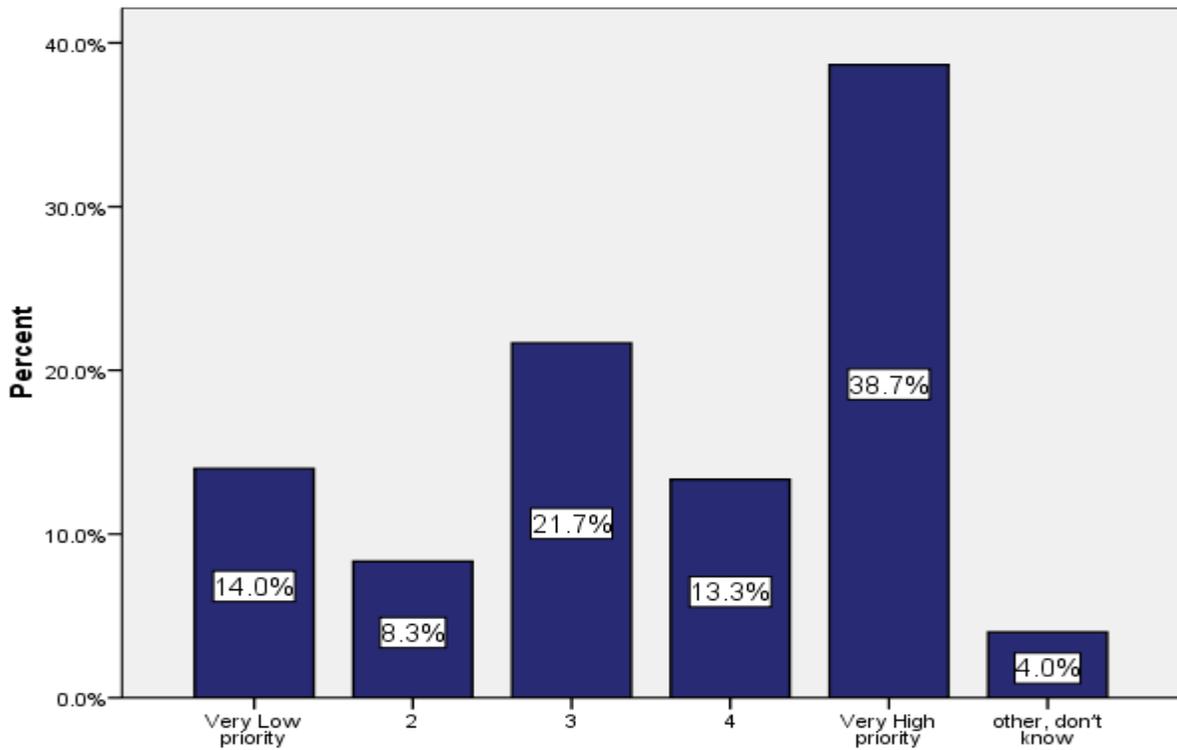
3. Repairing major streets



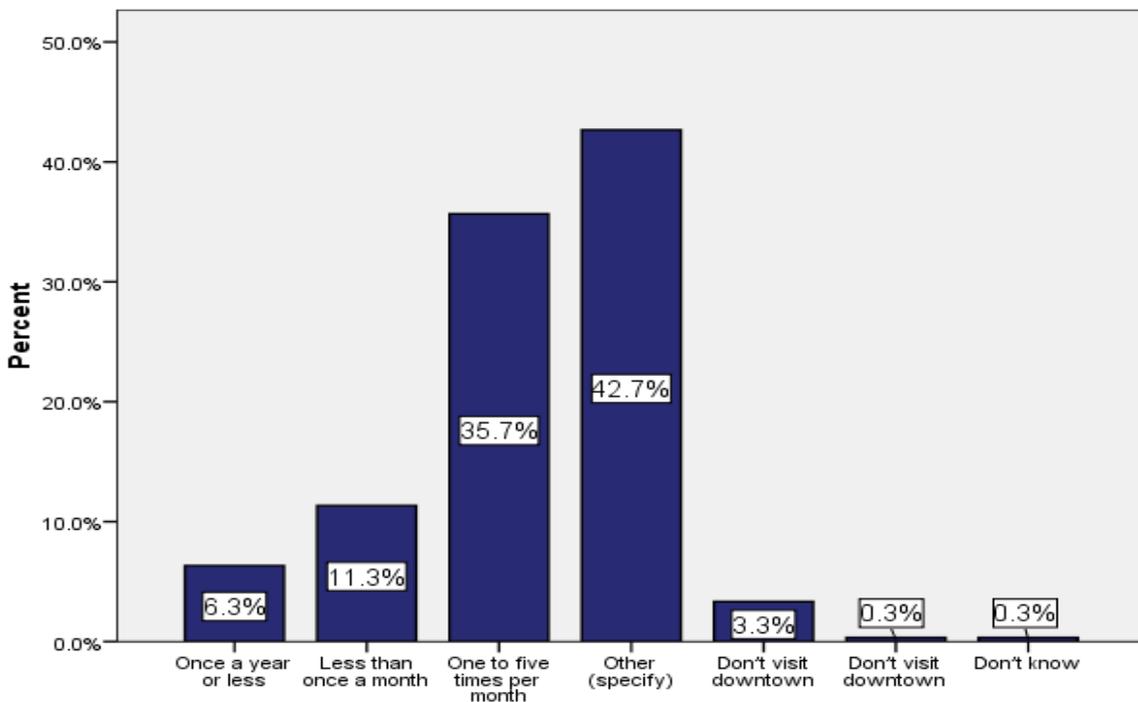
**4. Improving emergency services**



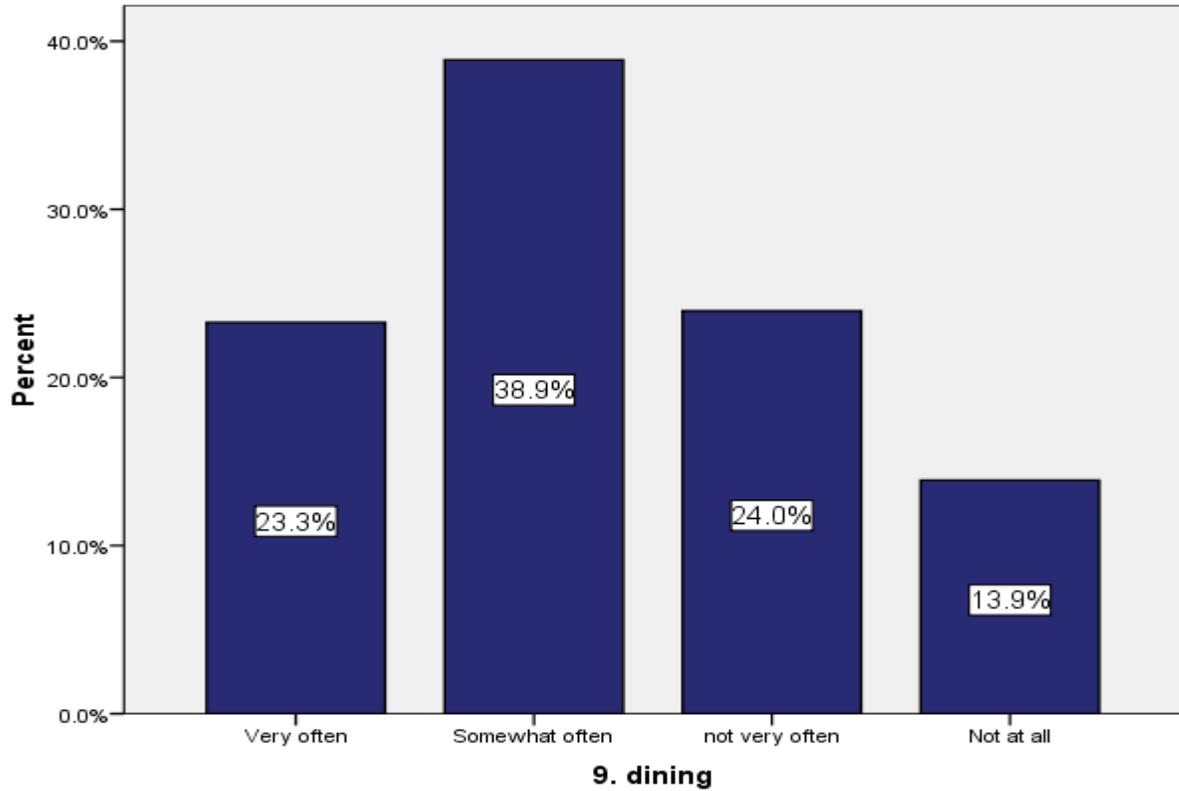
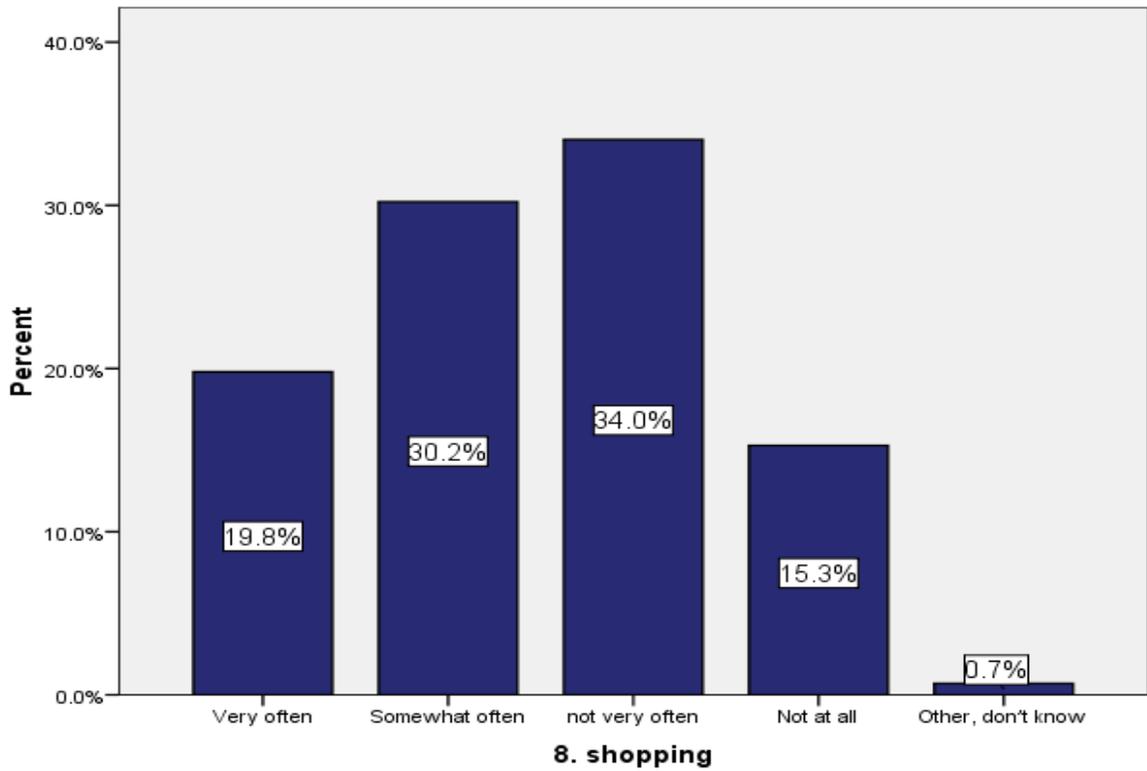
**5. Upgrading parks and recreation facilities**

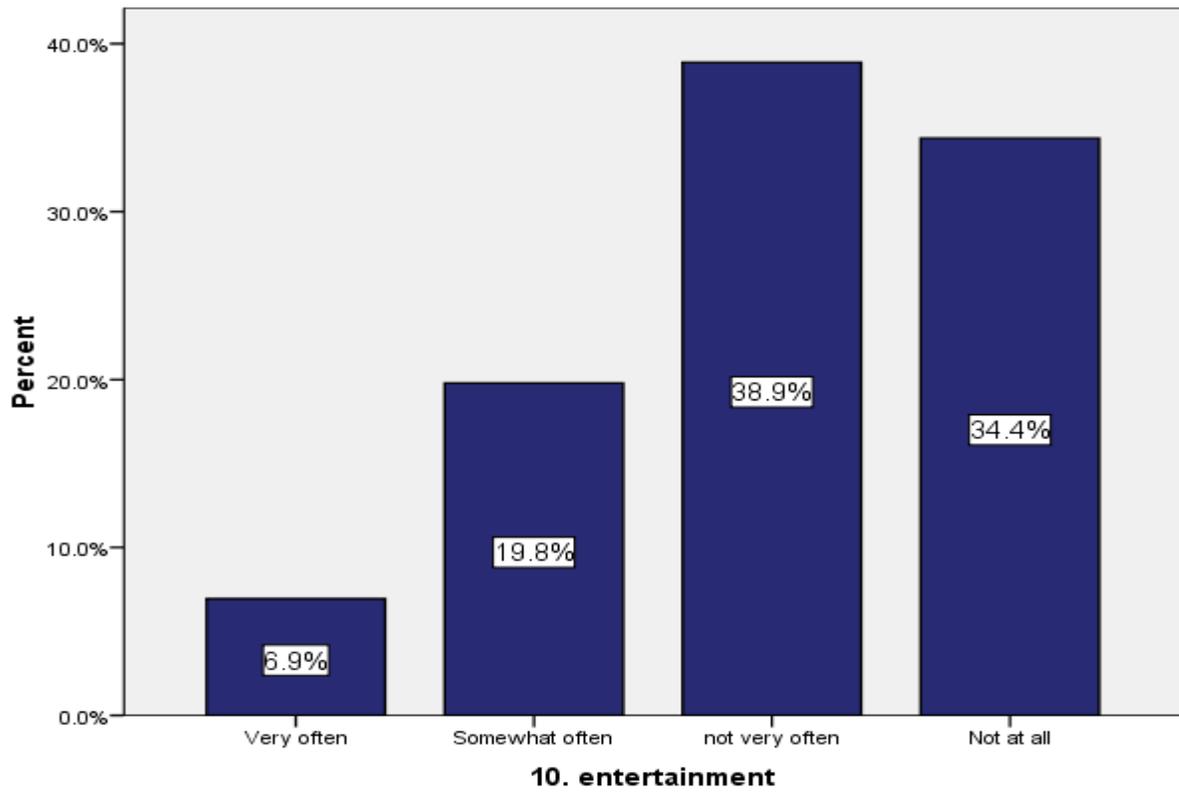


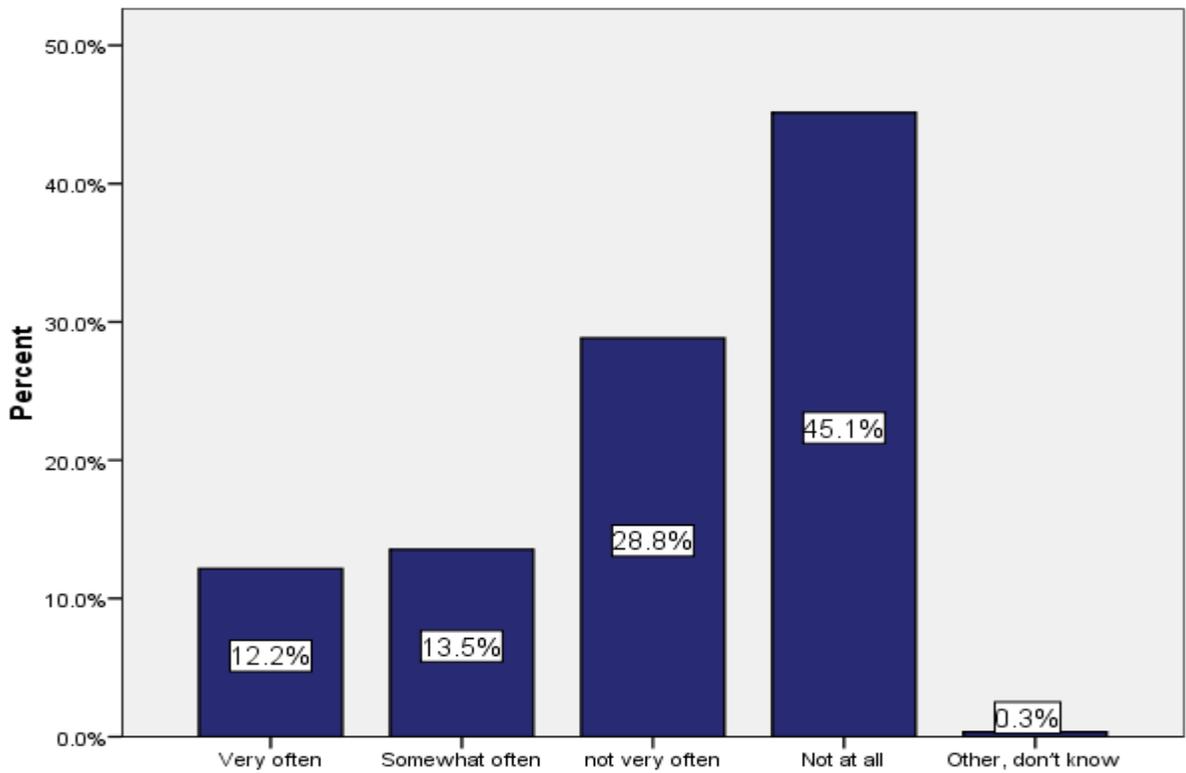
**6. Attracting more big box retail development**



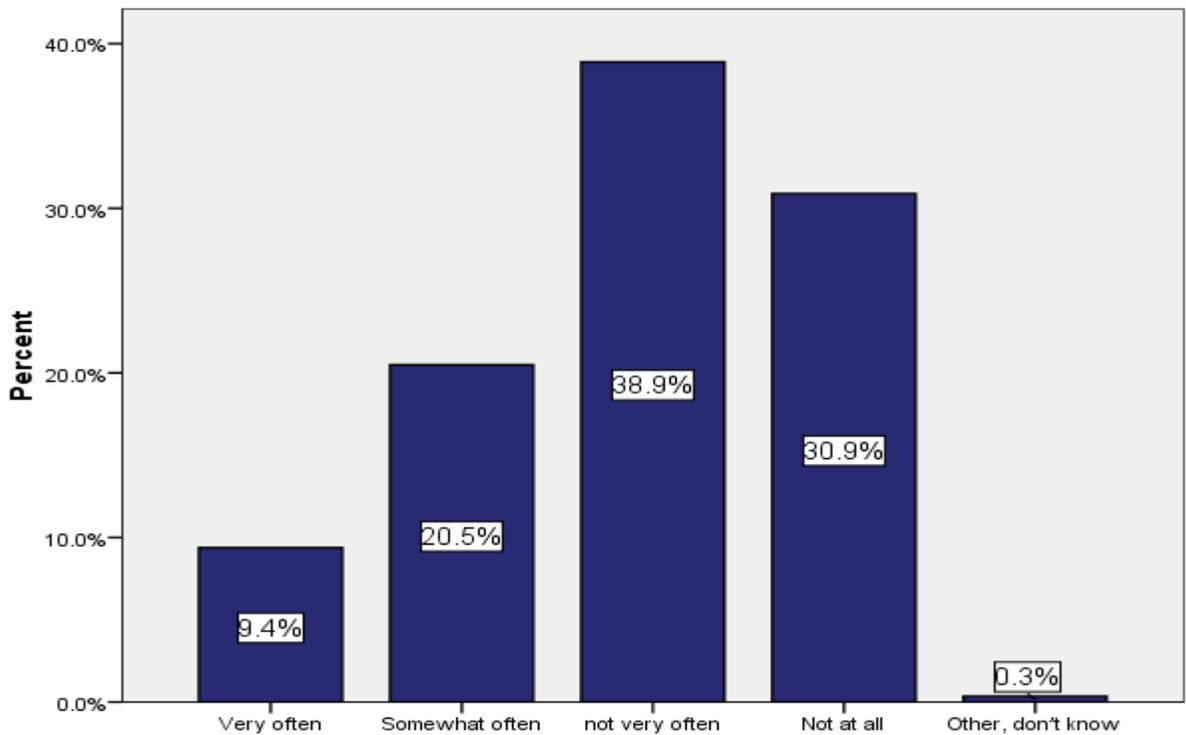
**7. How often do you visit downtown Aurora?**



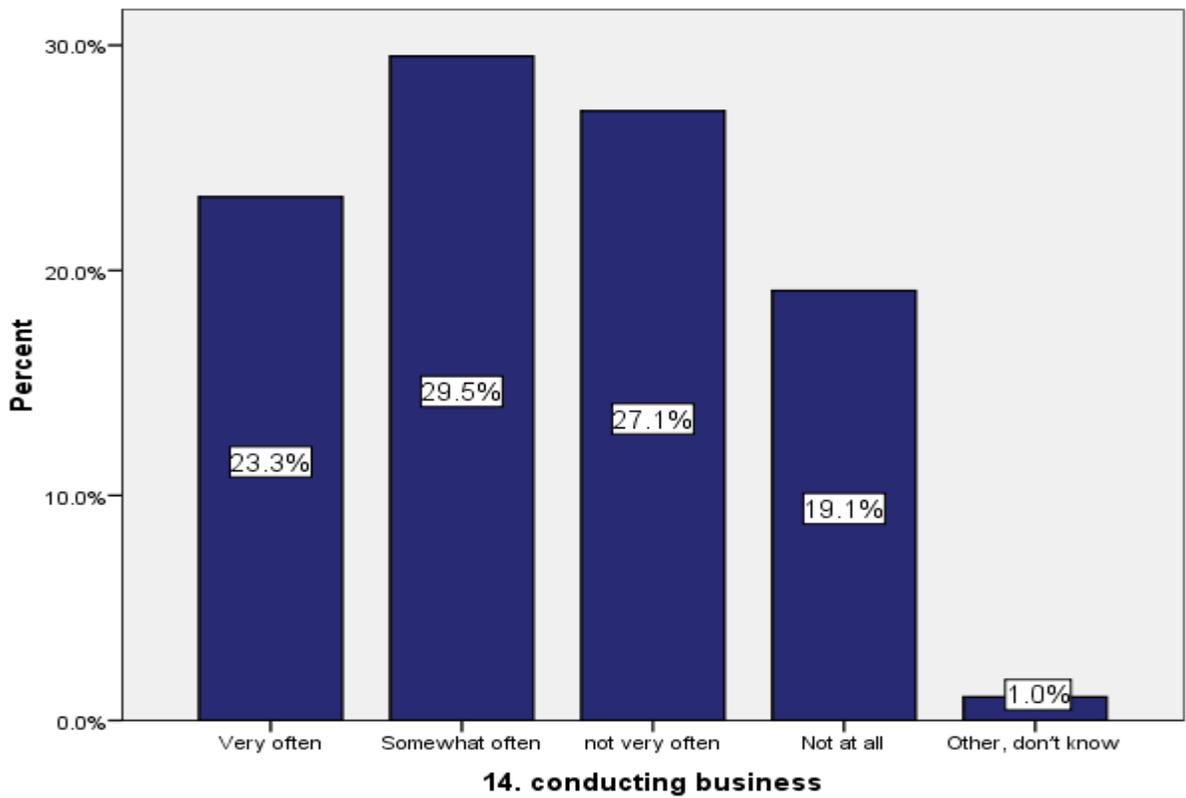
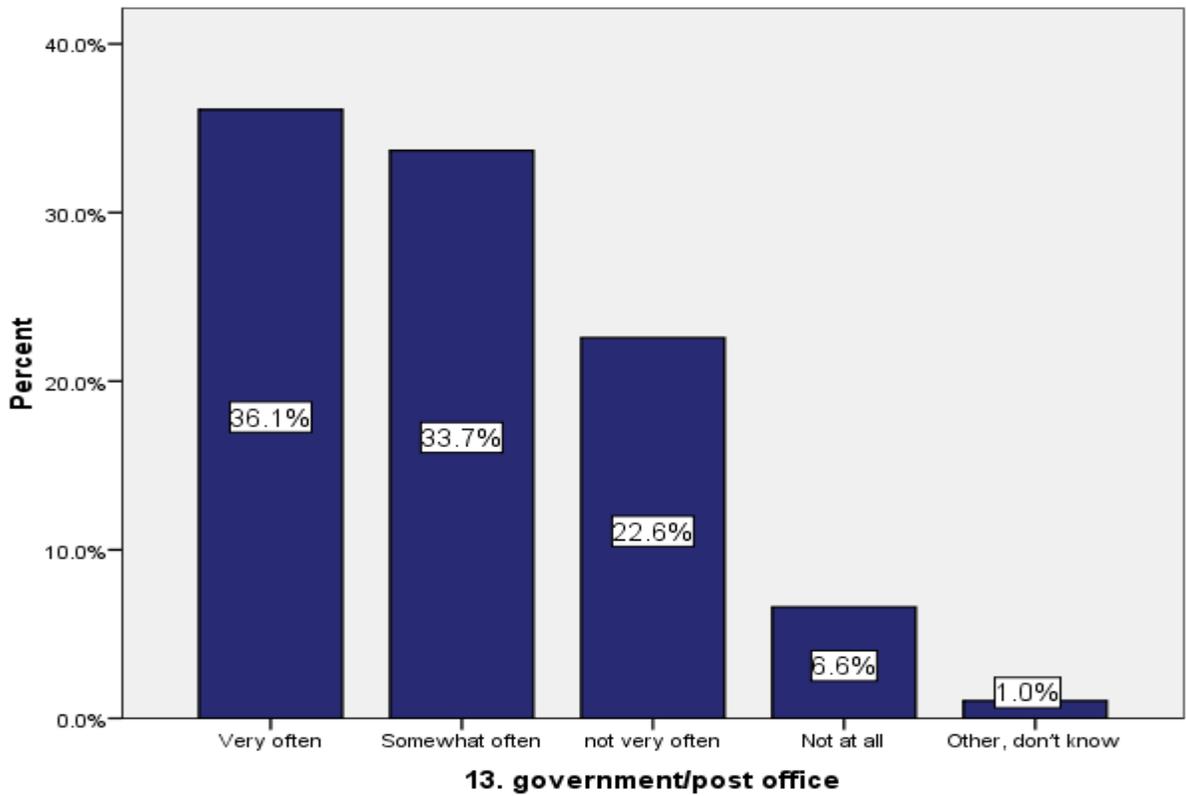


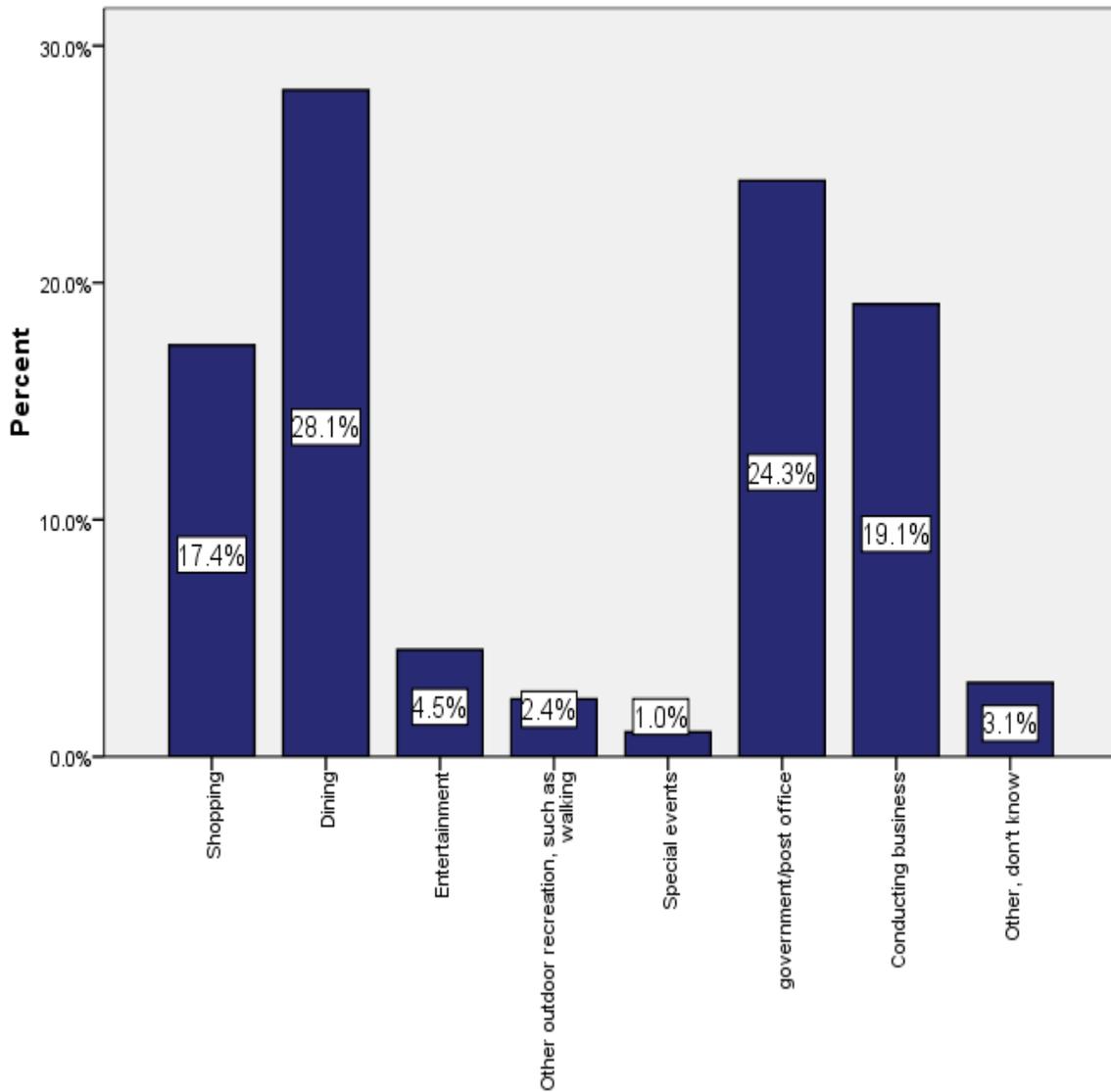


**11. other outdoor recreation, such as walking**

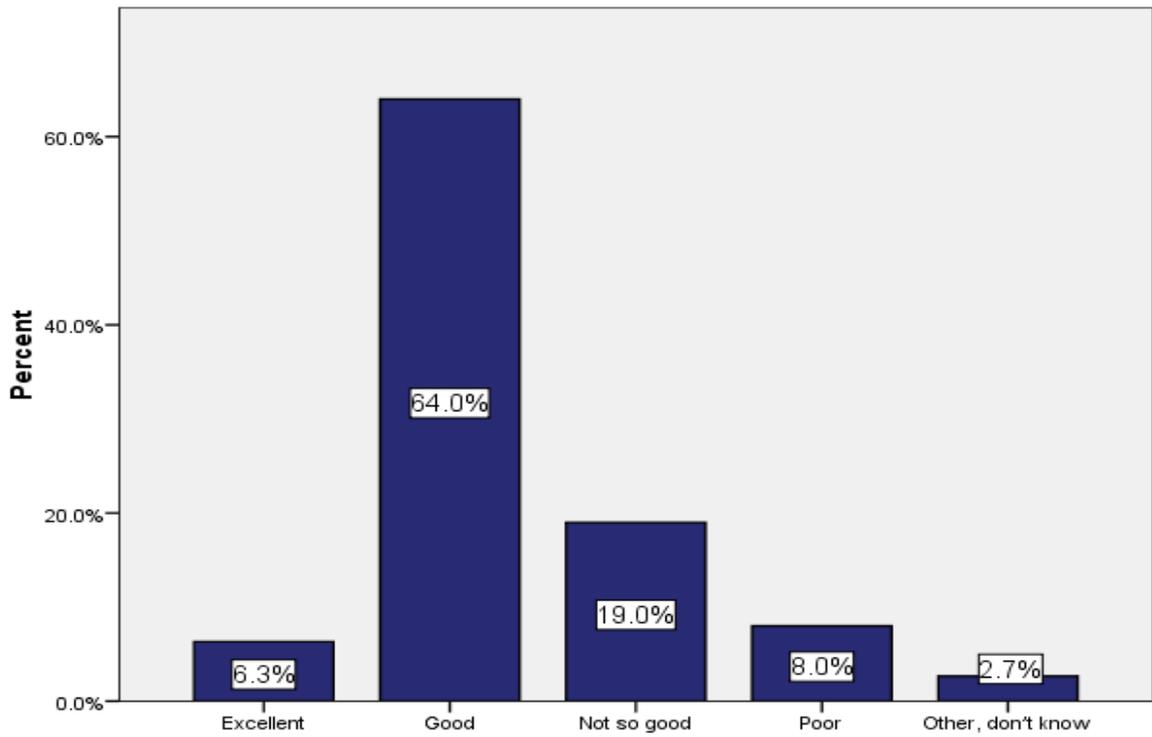


**12. special events**

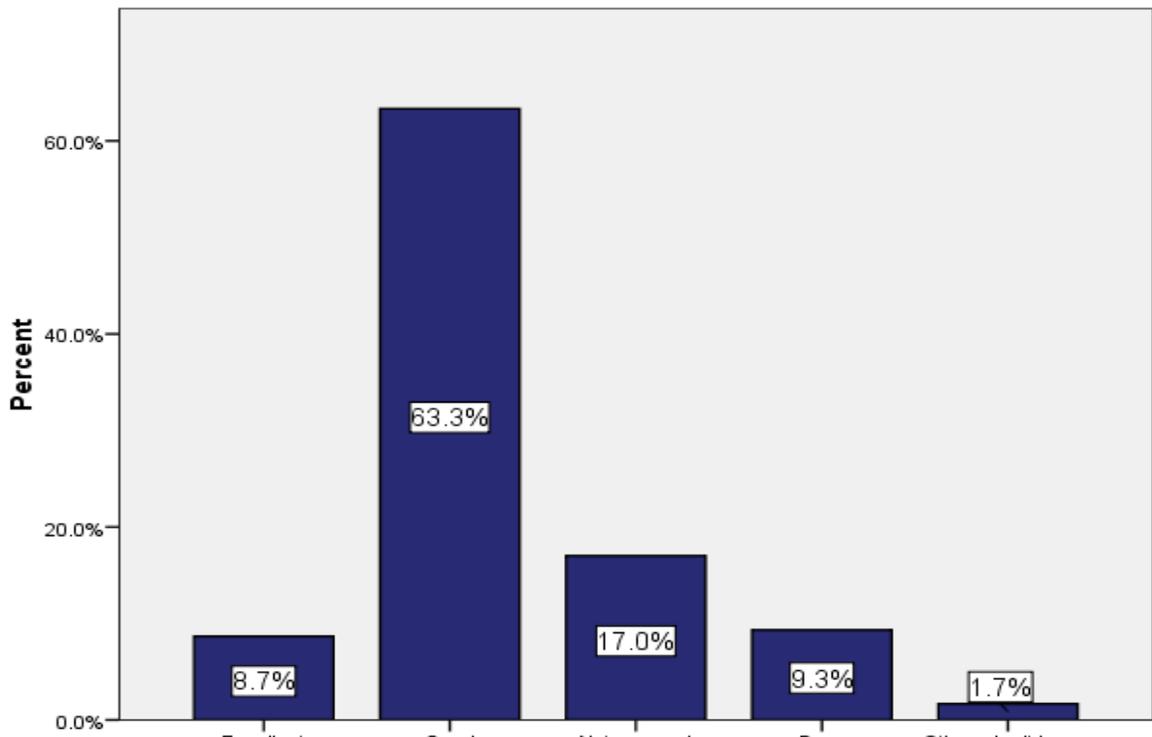




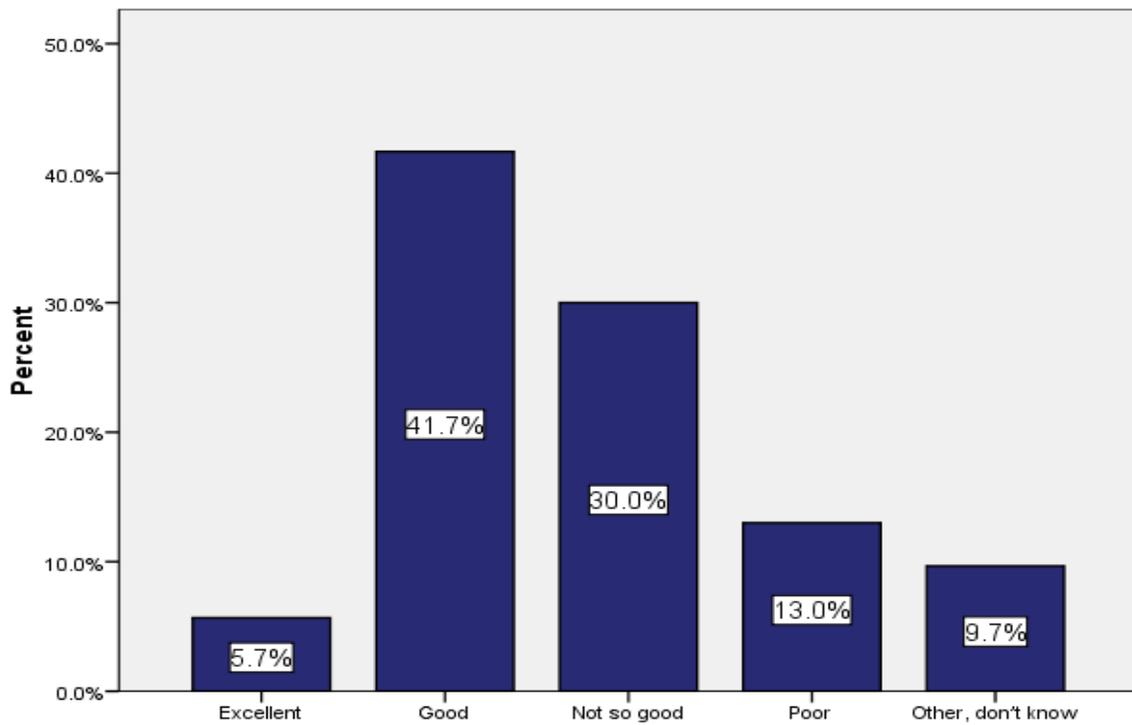
15. Of the items listed above, which would you say is the one reason you most often visit downtown ...



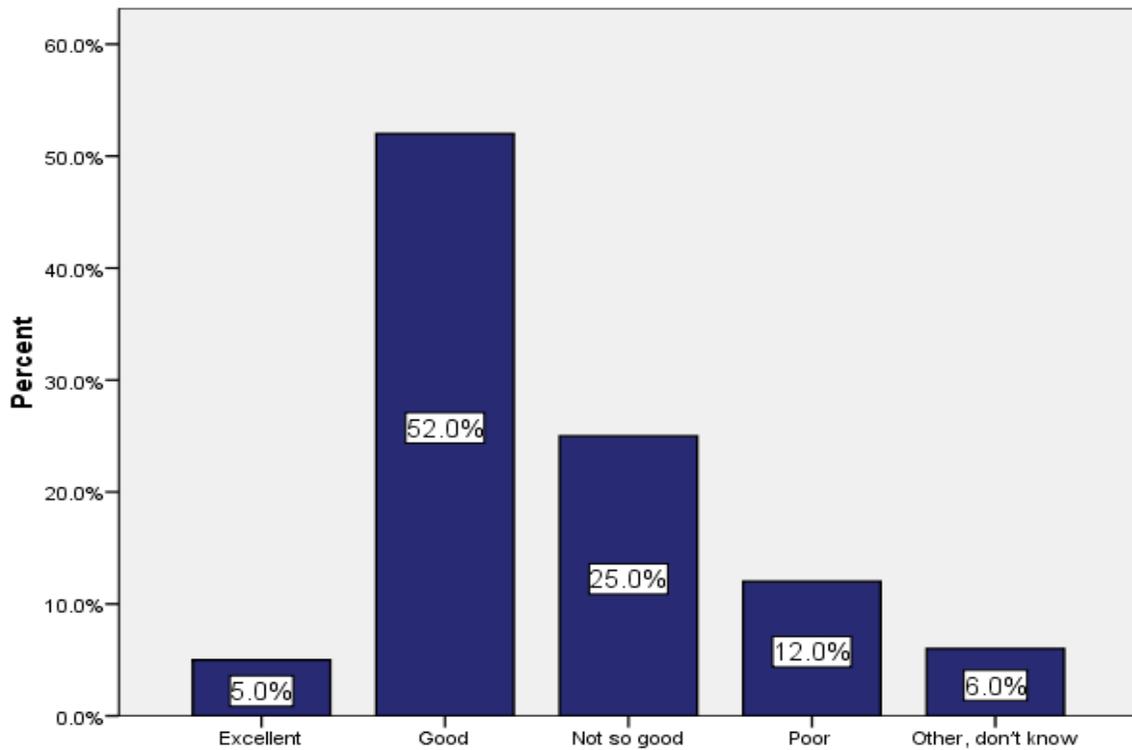
**16. signs to help people find their way around**



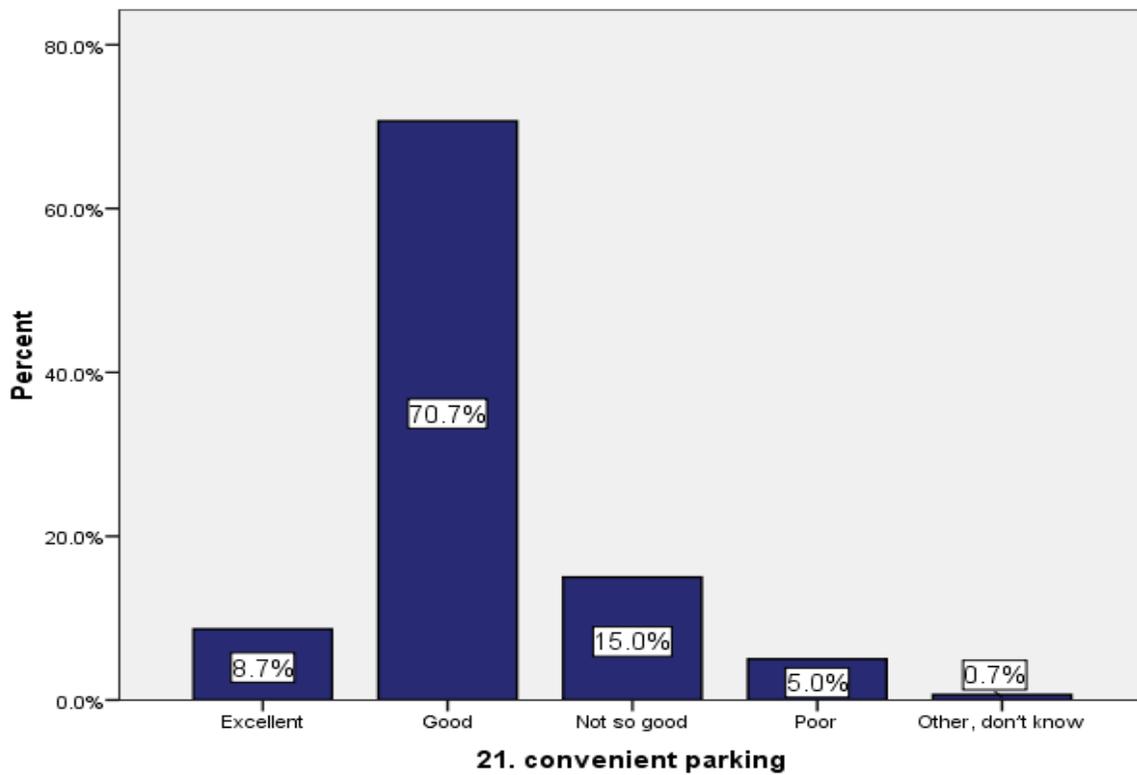
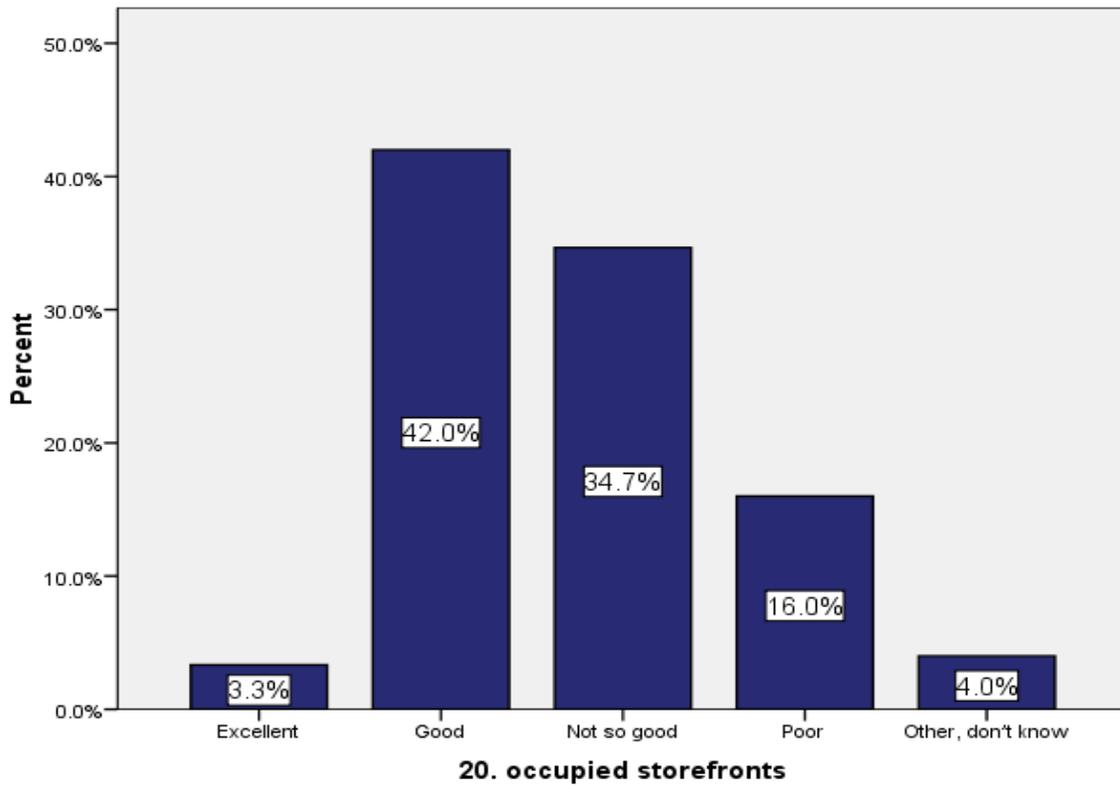
**17. convenient business hours**

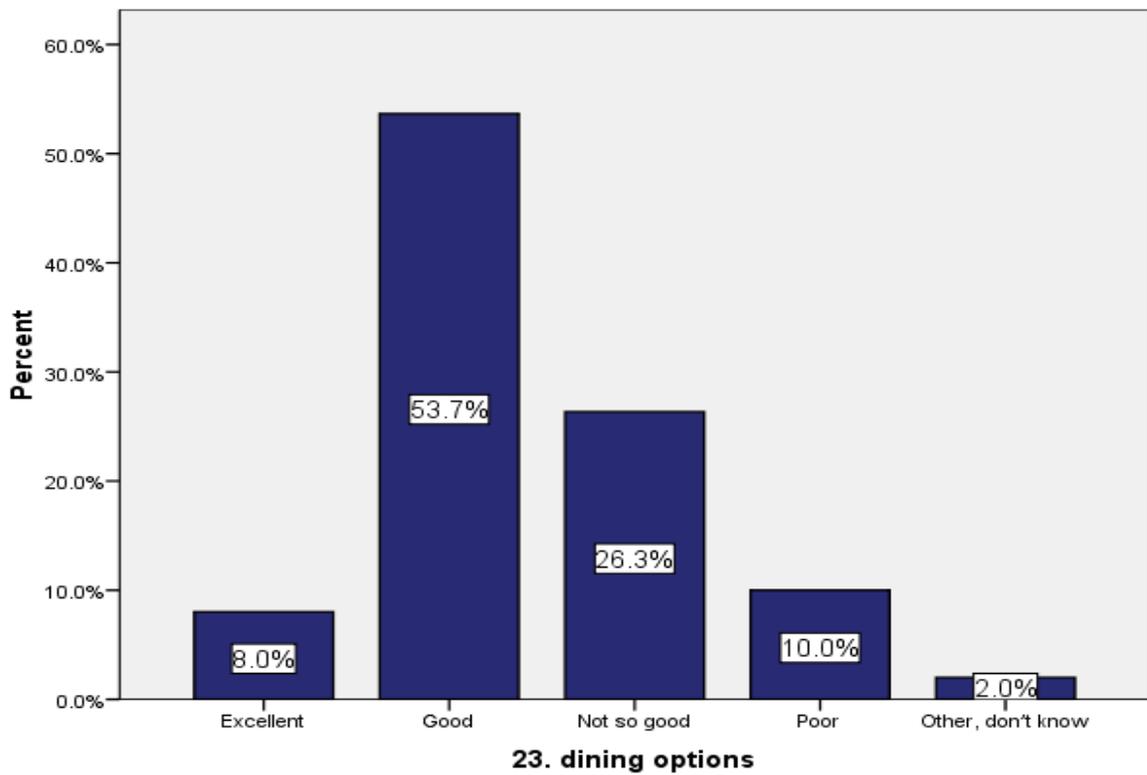
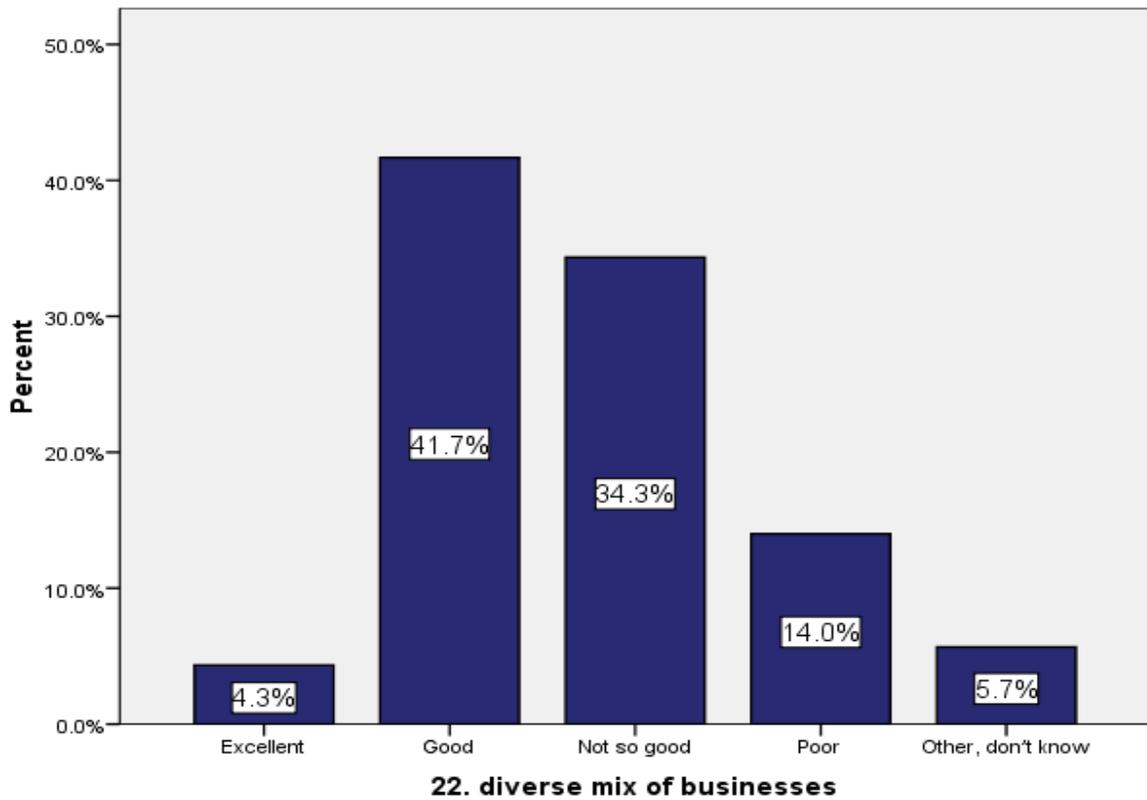


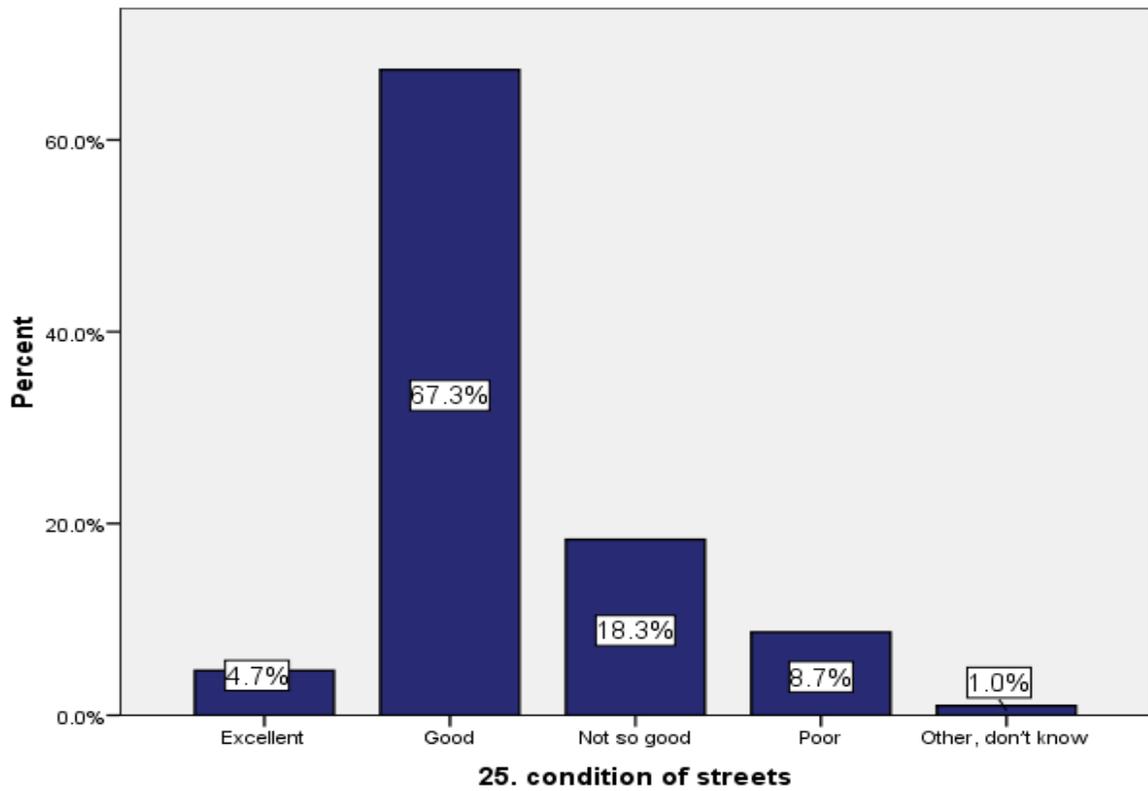
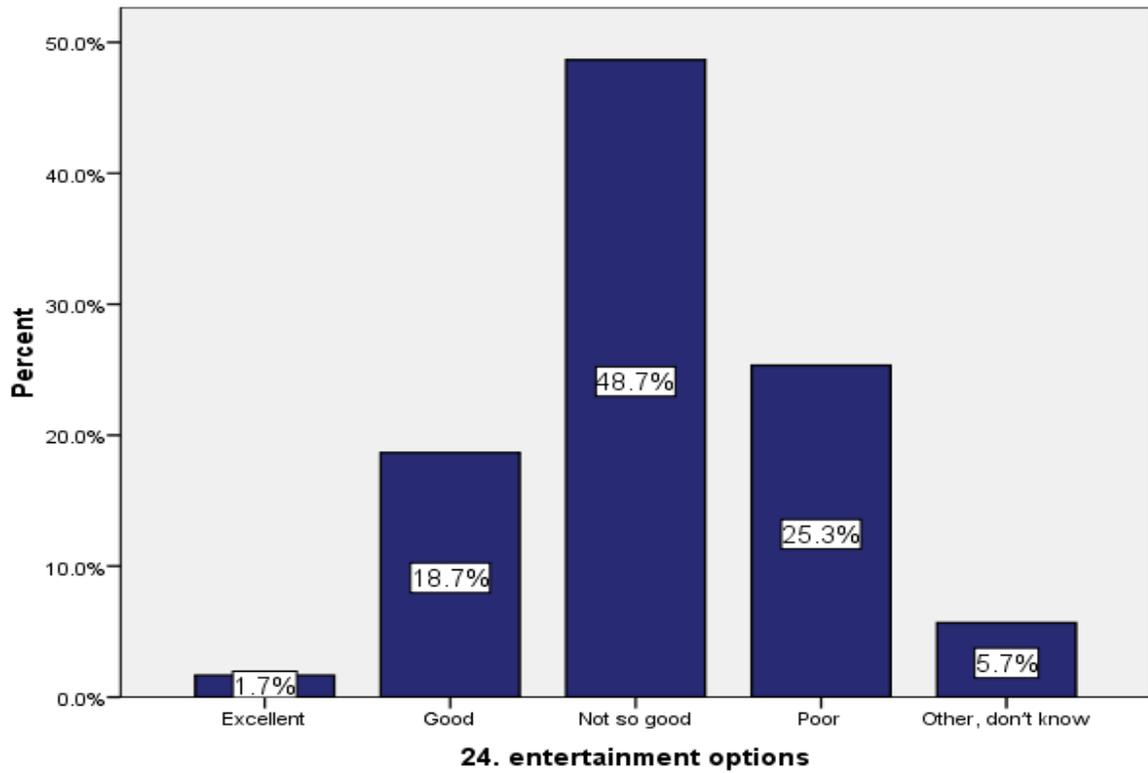
18. available green space

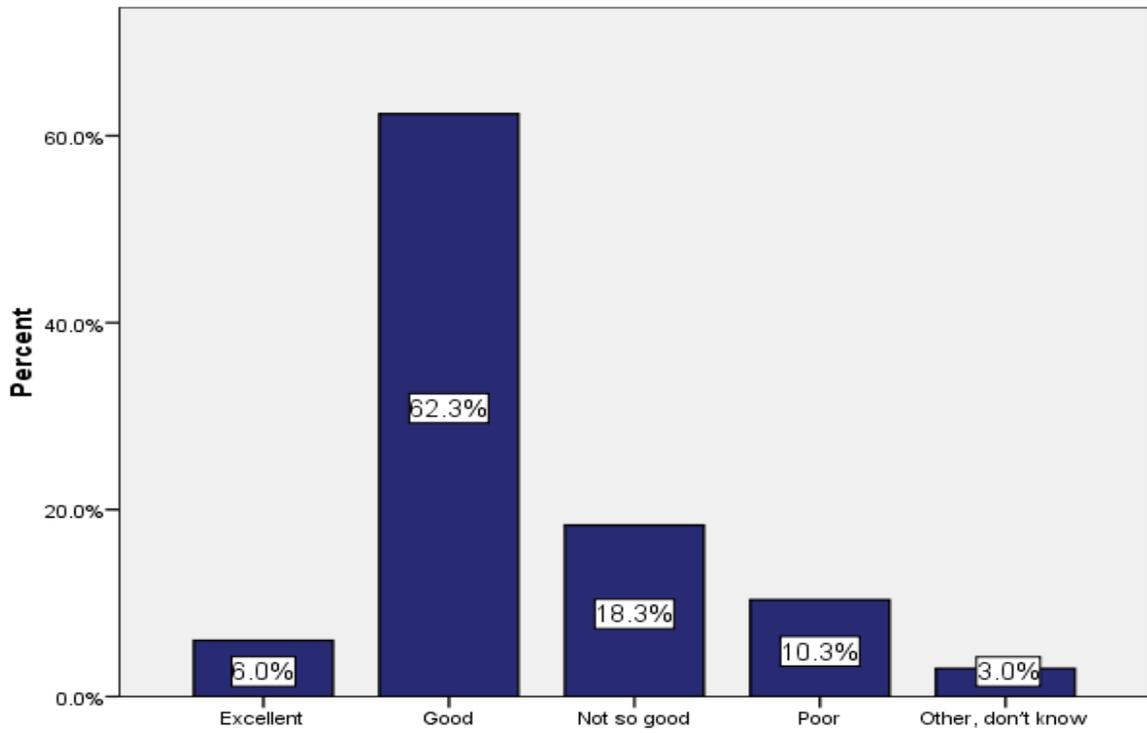


19. preservation of historic structures

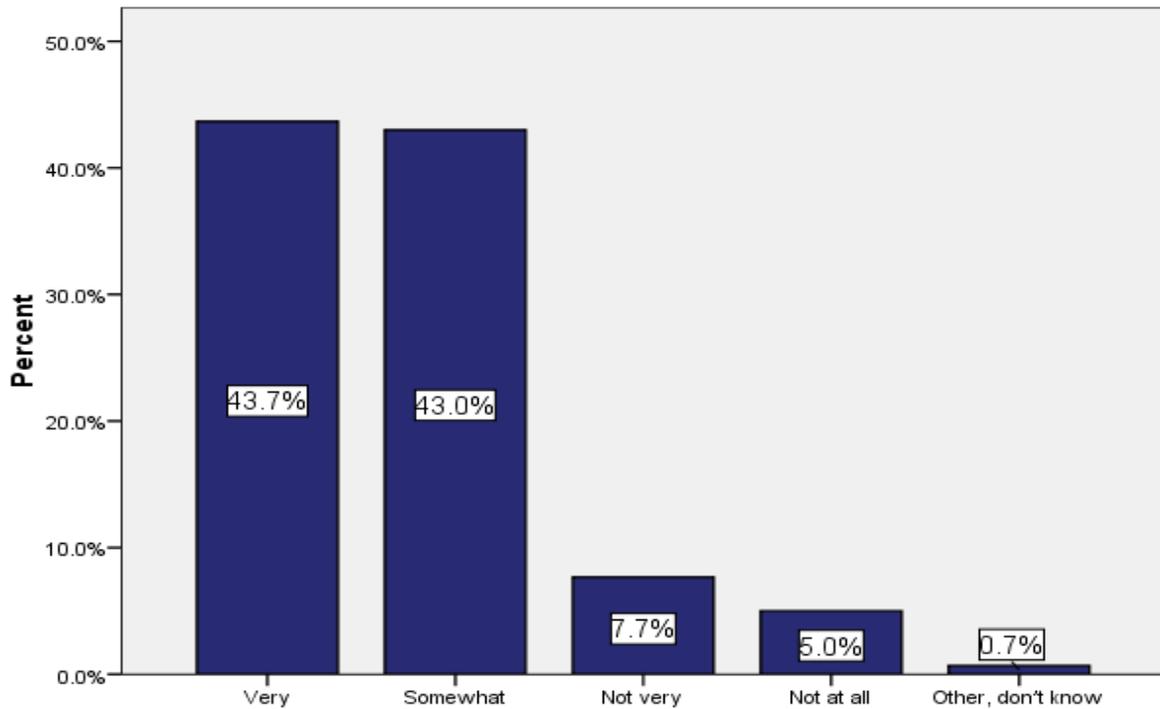




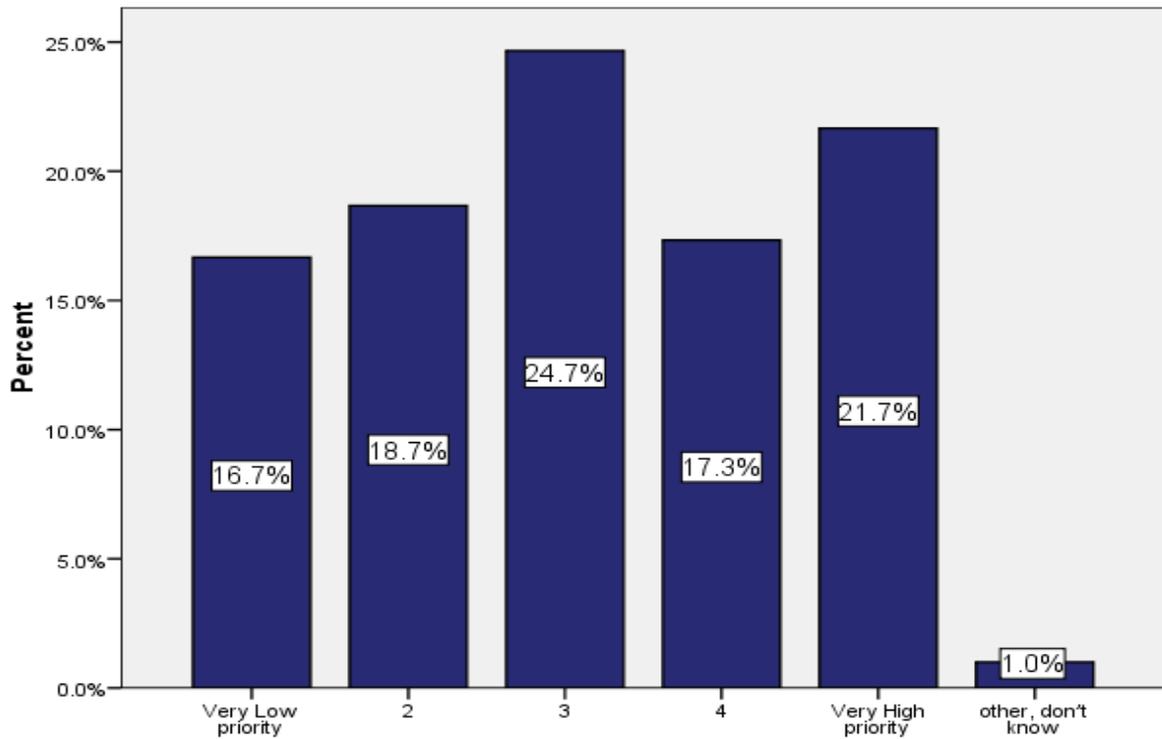




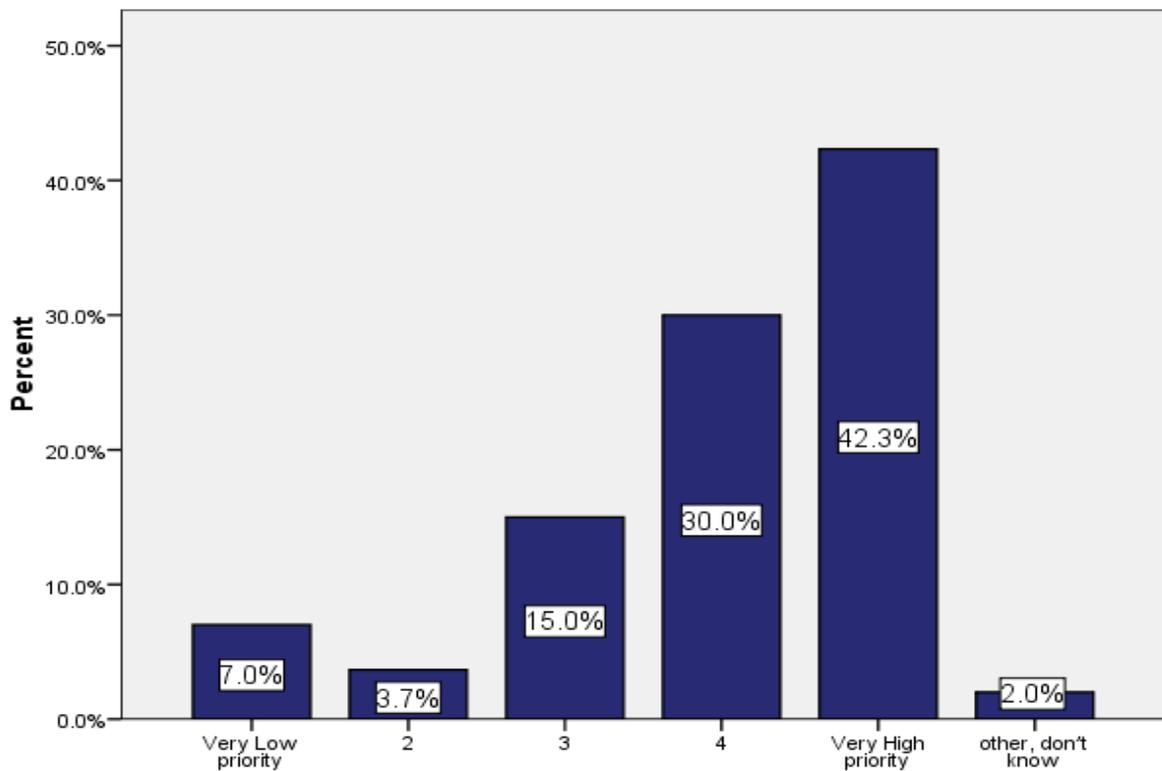
26. condition of sidewalks



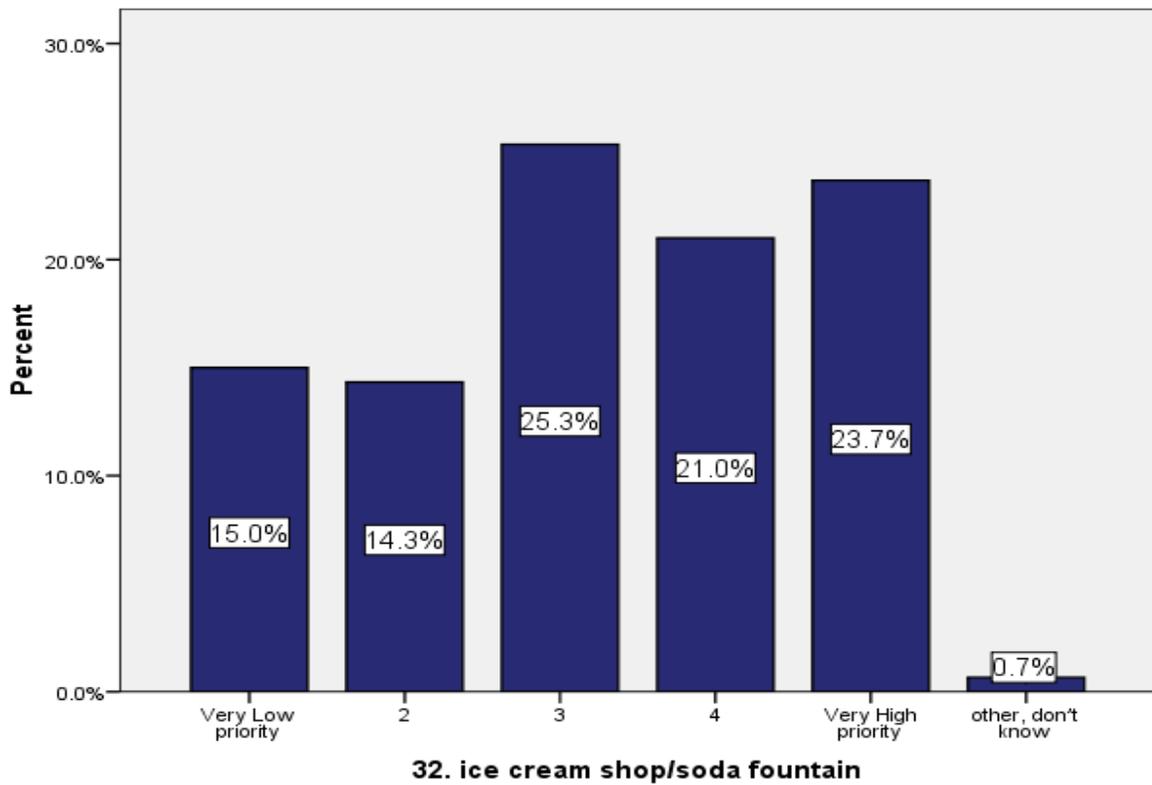
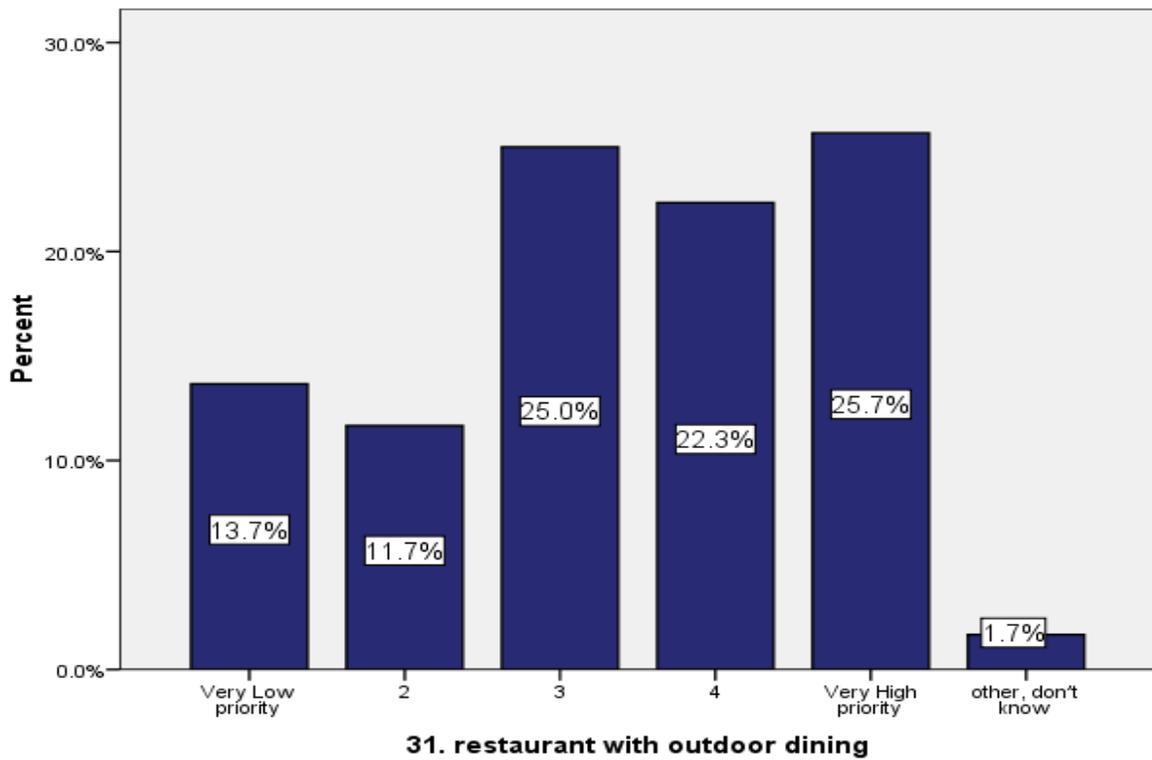
27. How important would you say it is that Aurora work to retain its downtown's historic character? Would you say it is very important, somewhat, not very or not at all important?

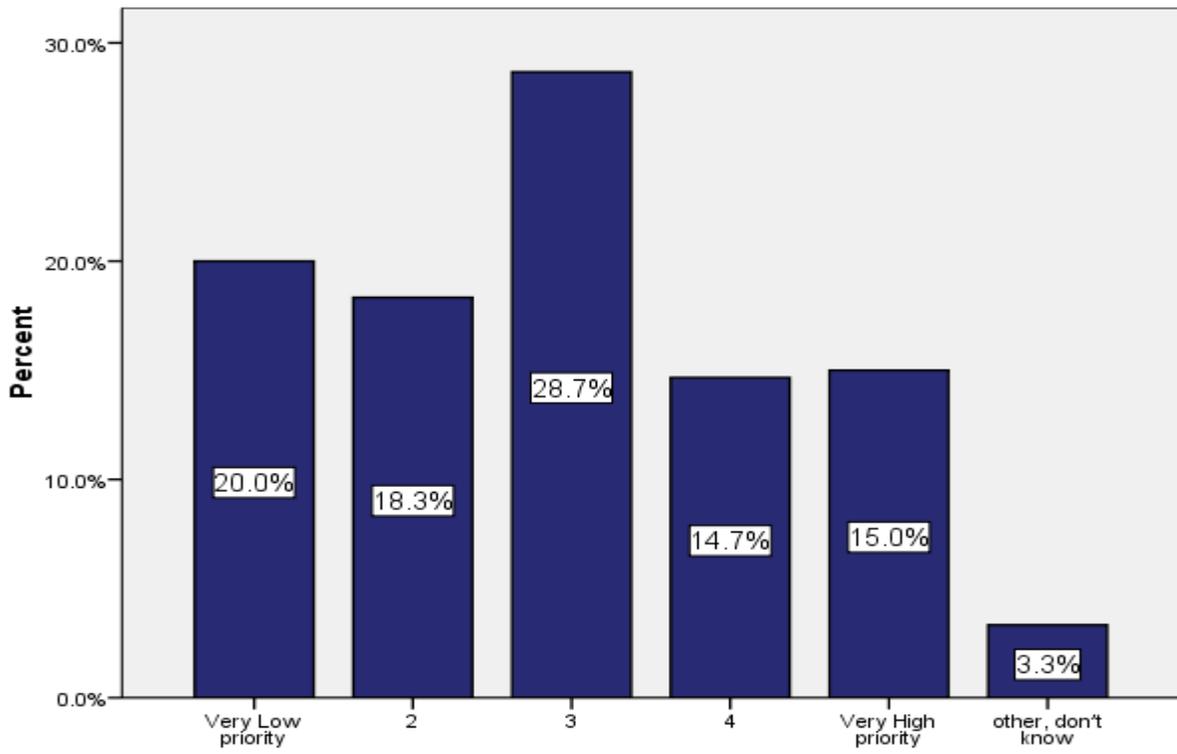


**28. lodging such as hotel, motel or bed and breakfast**

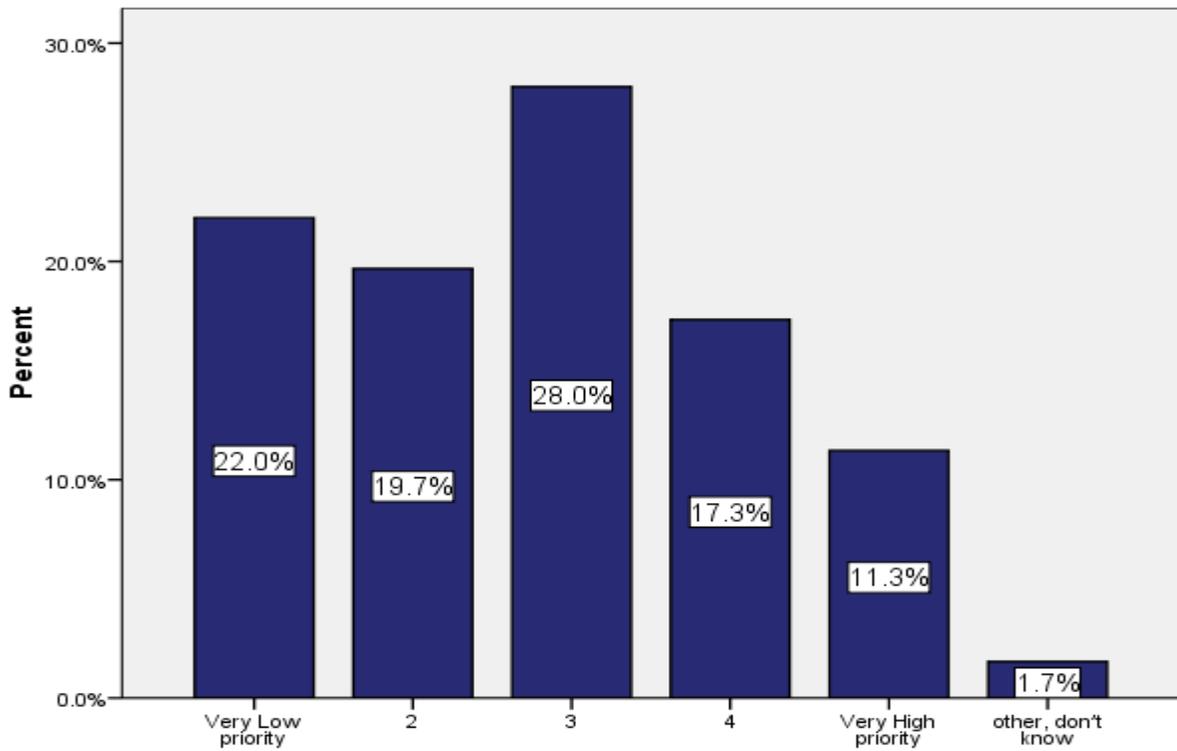


**29. family or casual style dining**

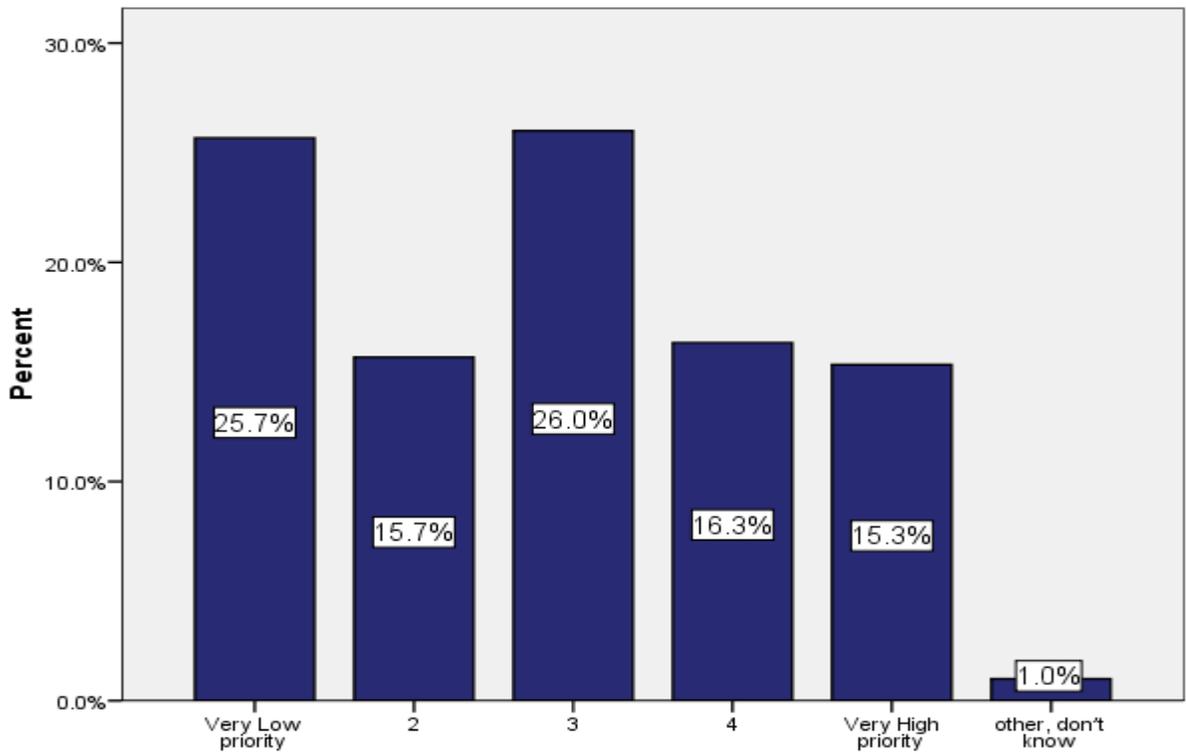




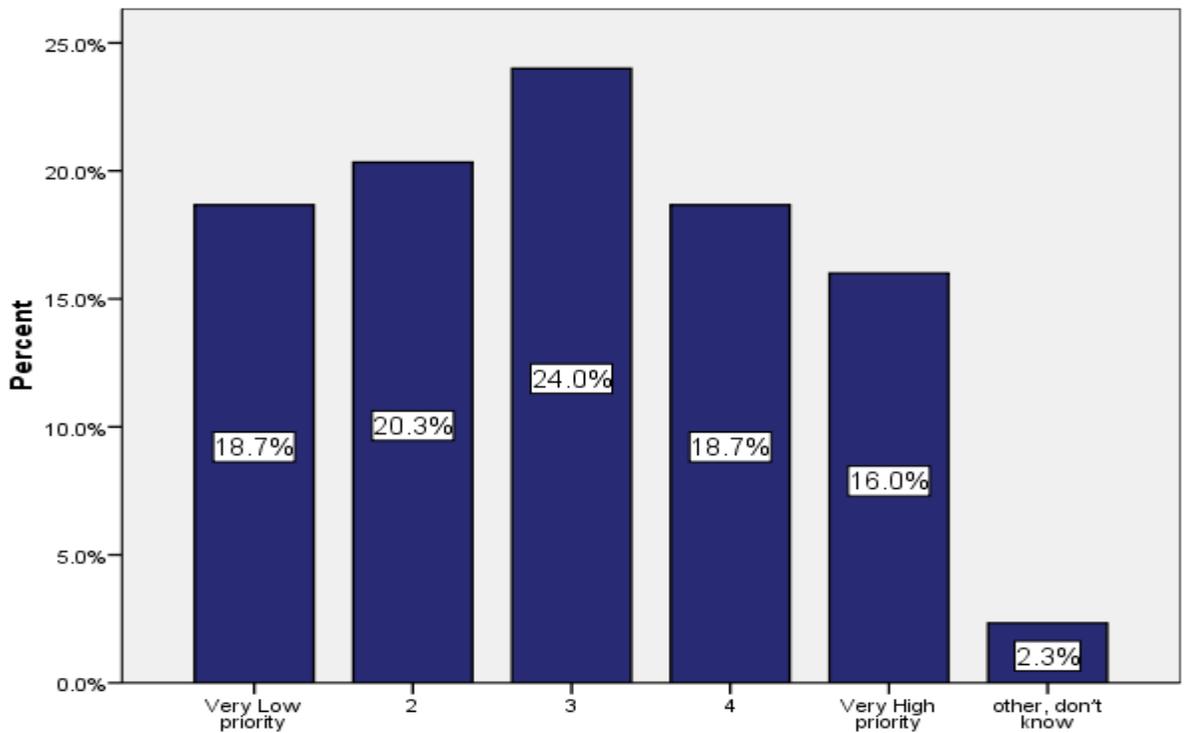
33. upscale specialty shops



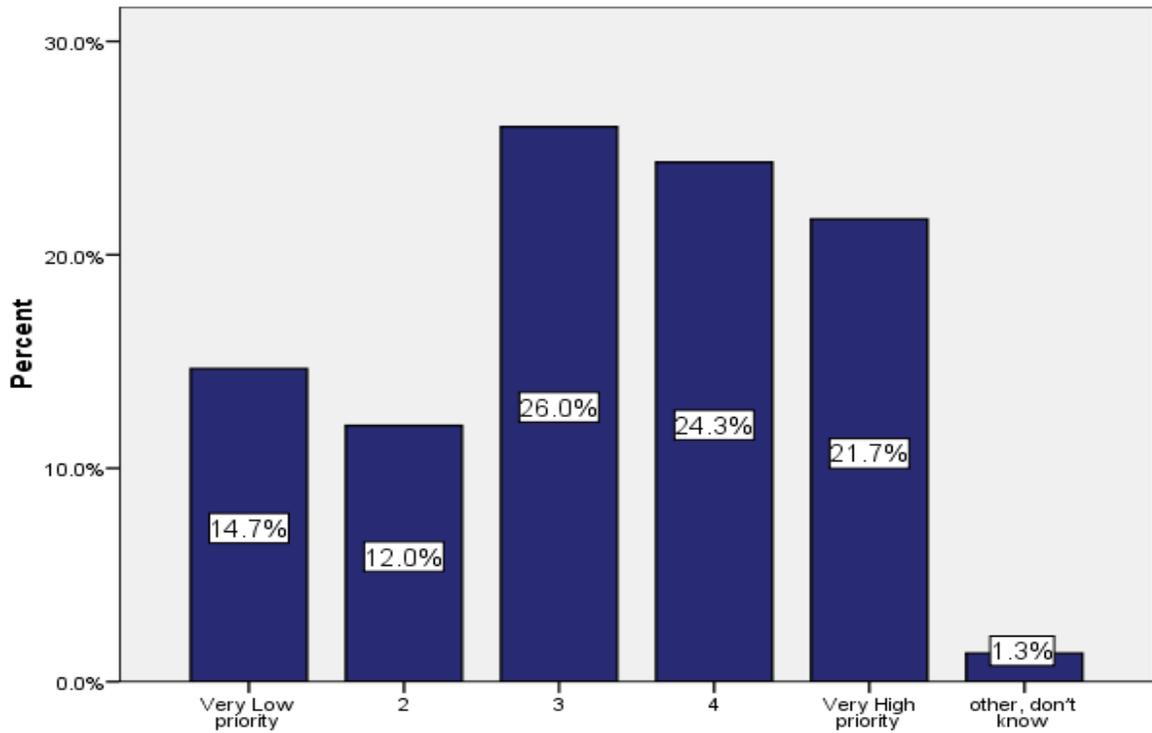
34. antique shops



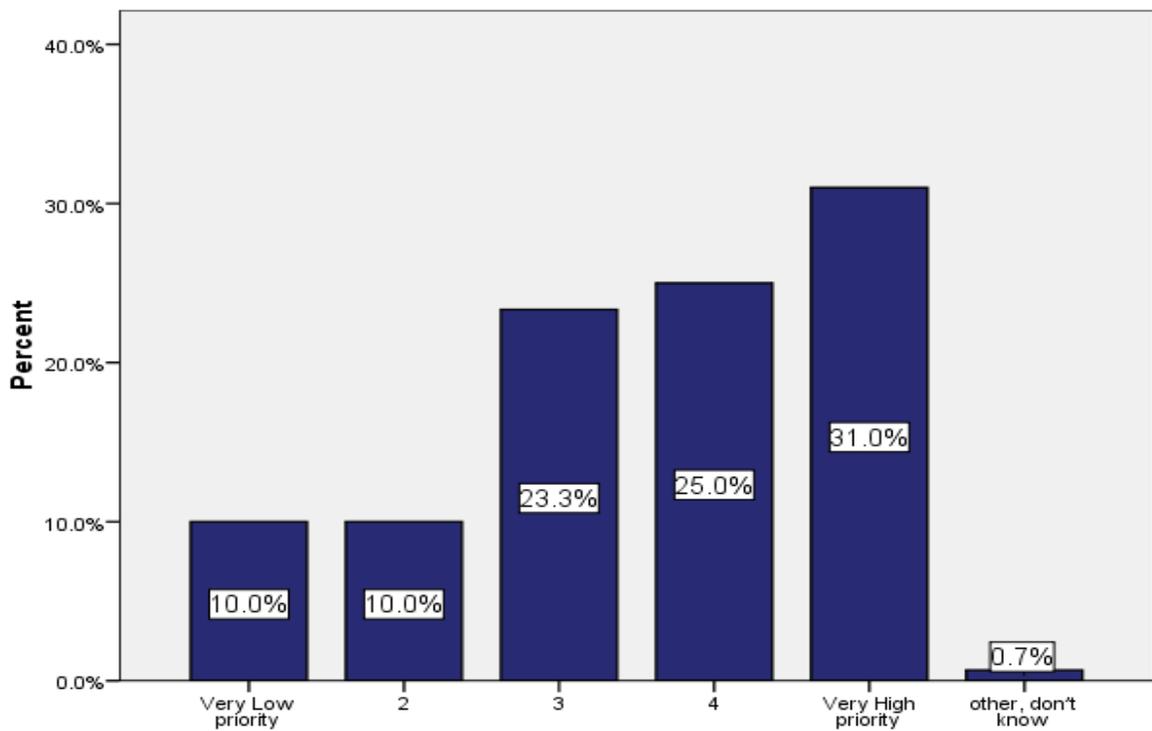
35. art galleries and shops



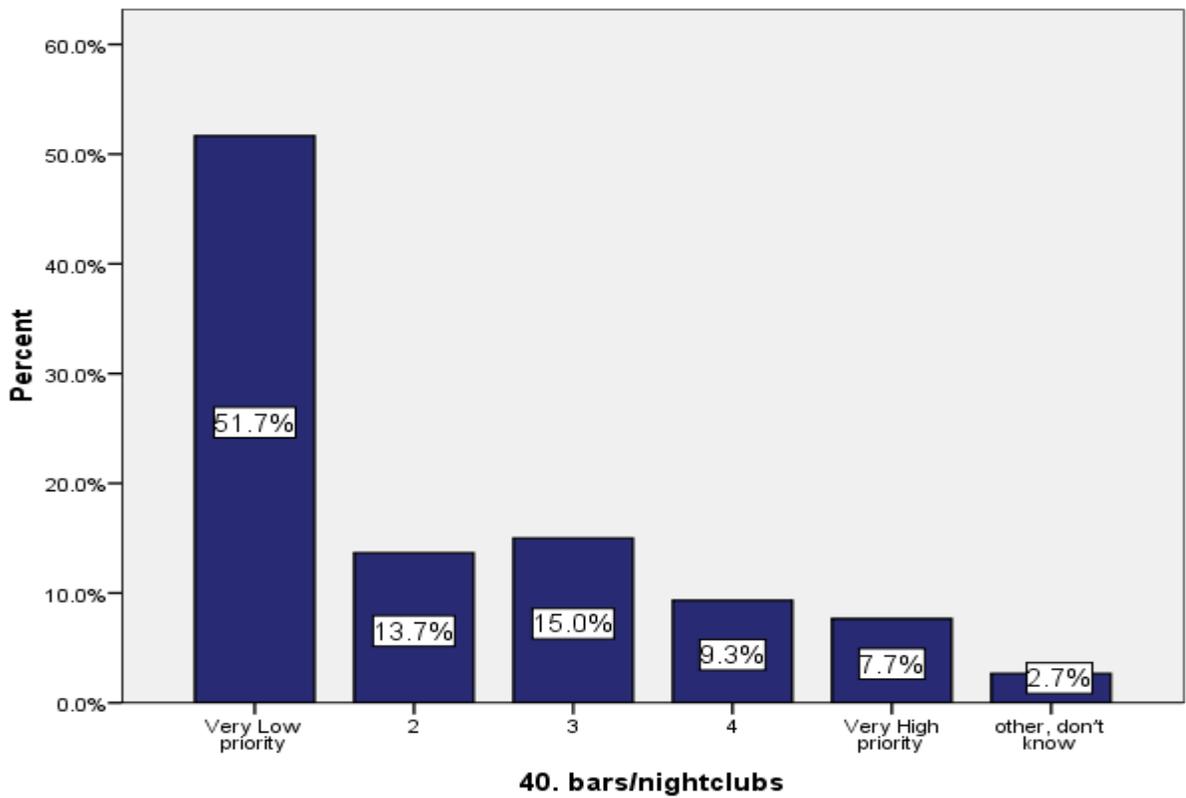
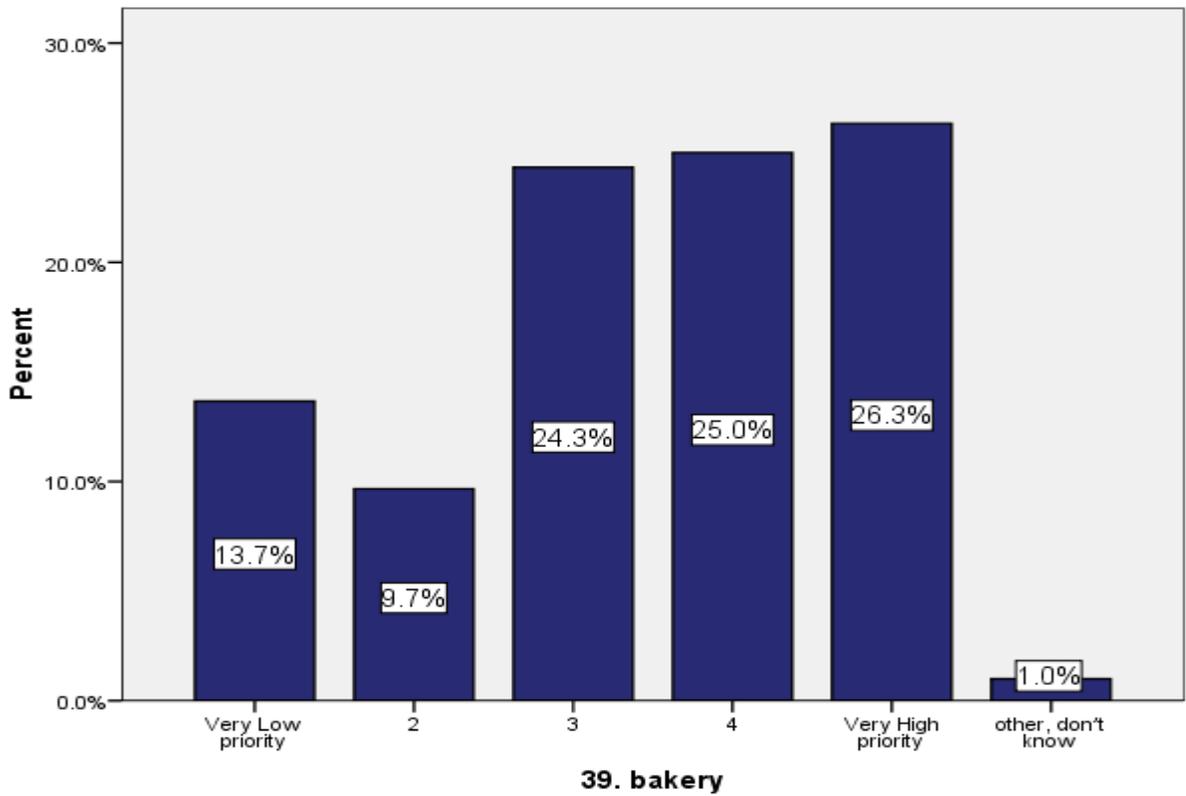
36. coffee shop

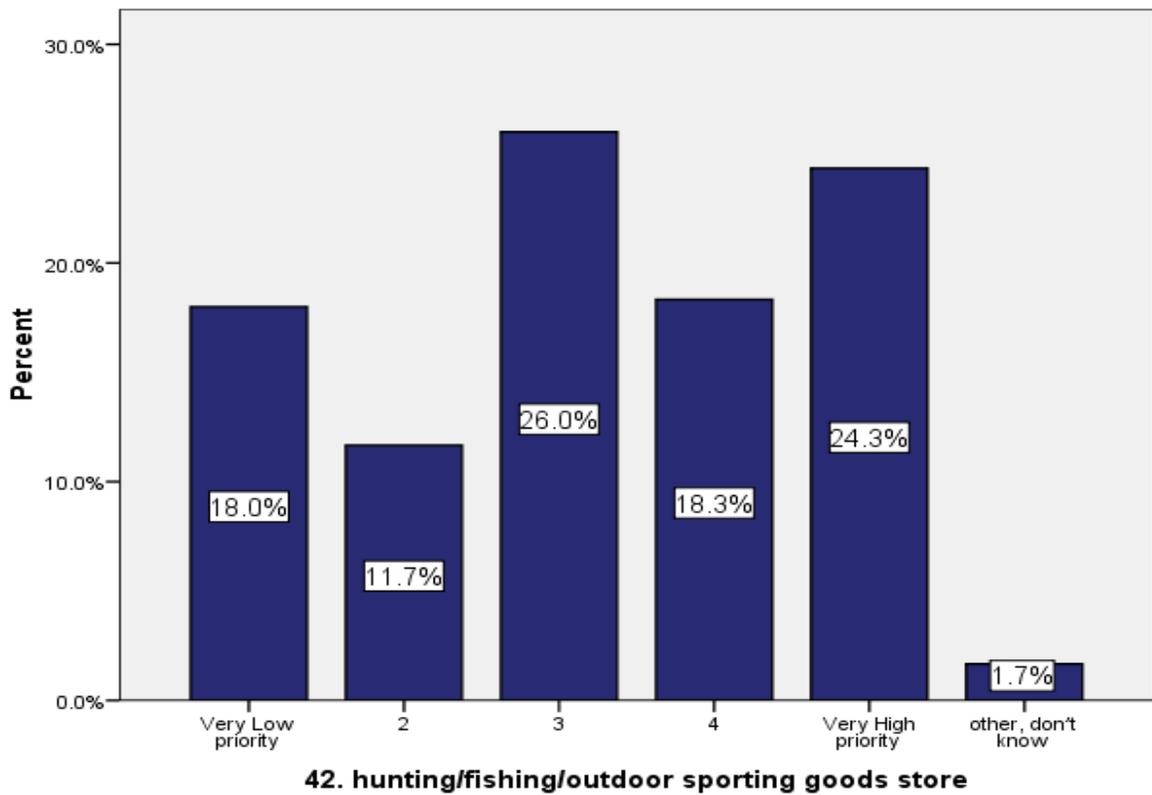
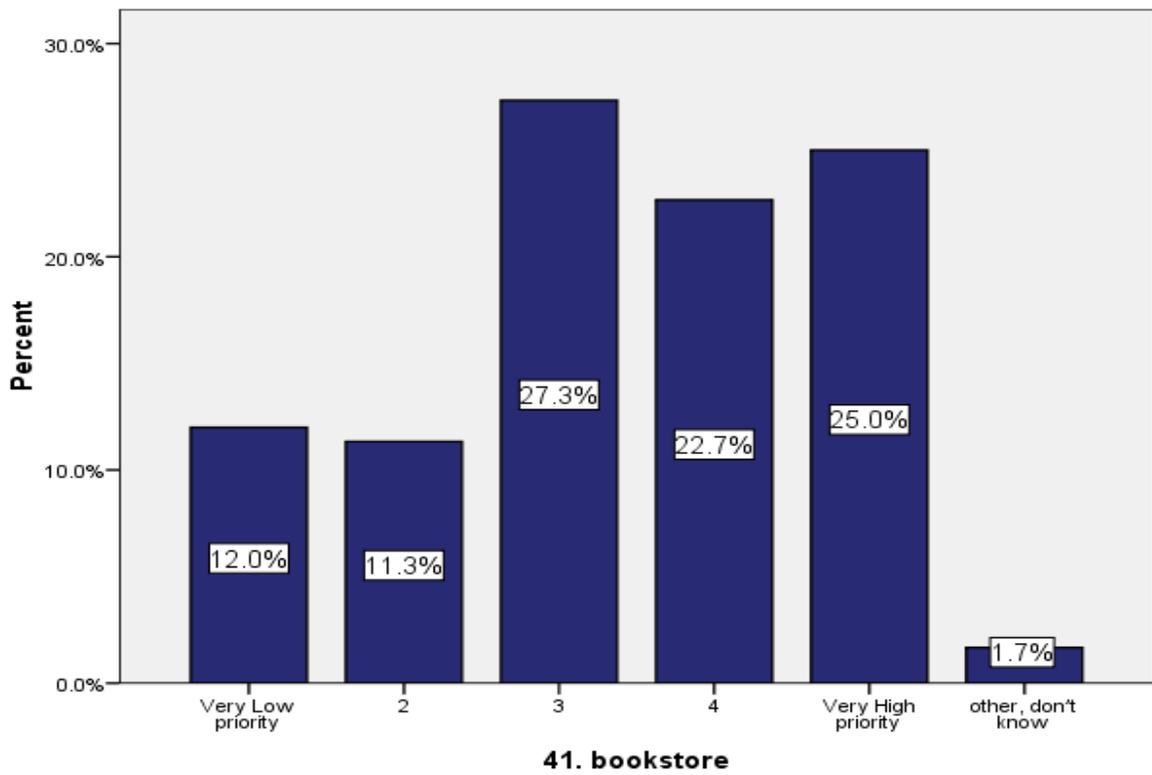


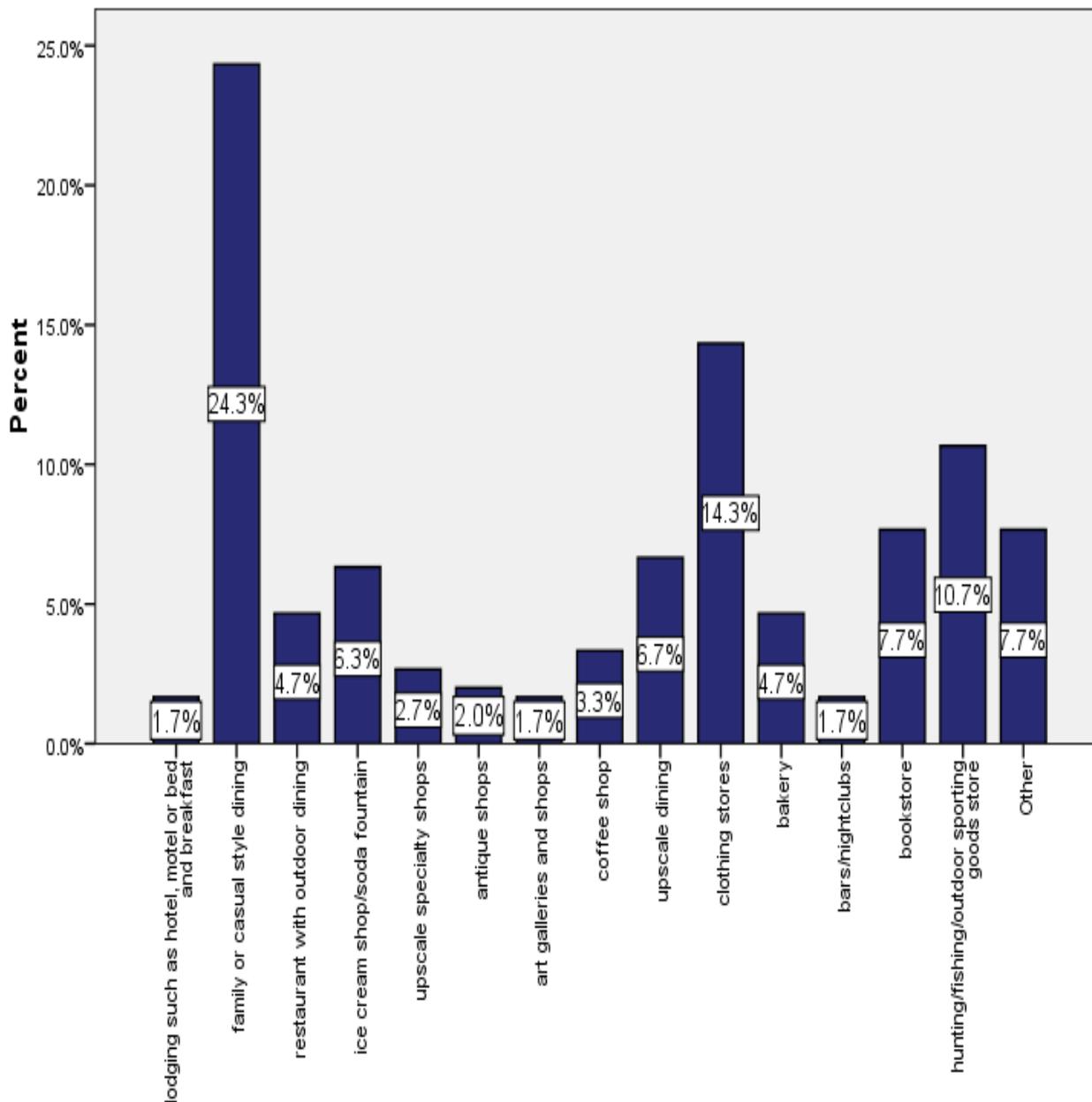
37. upscale dining



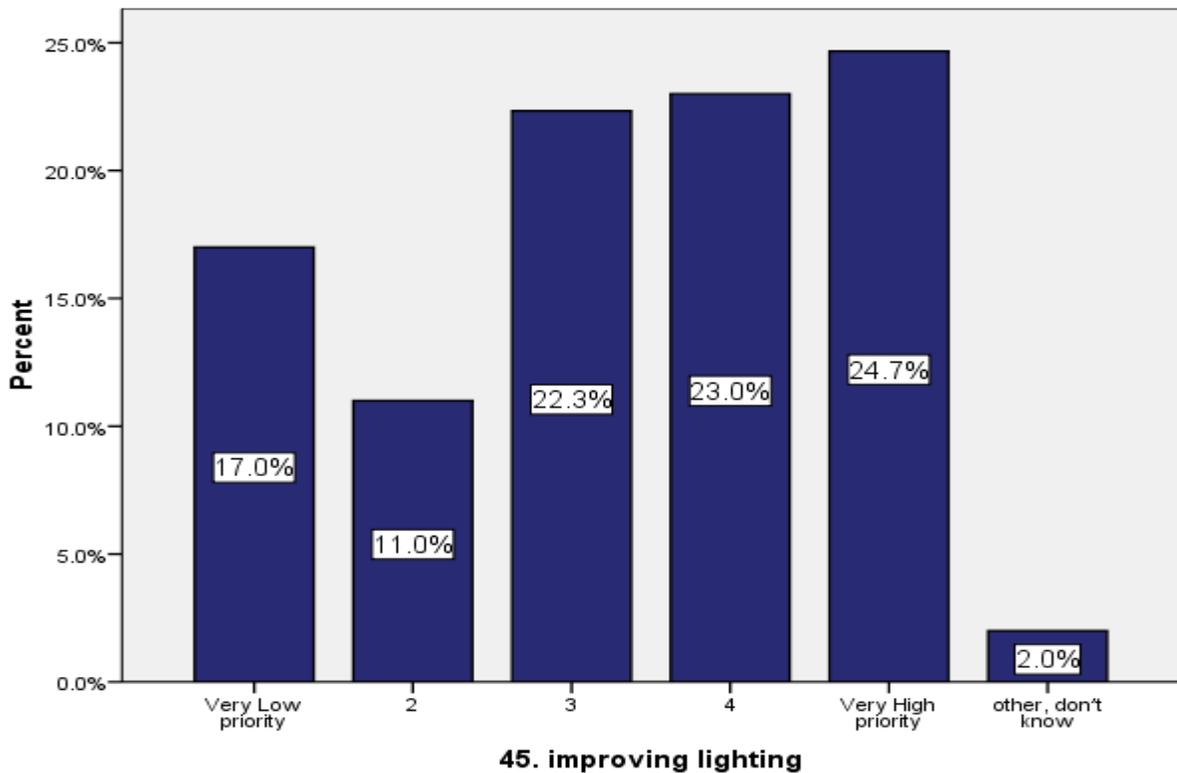
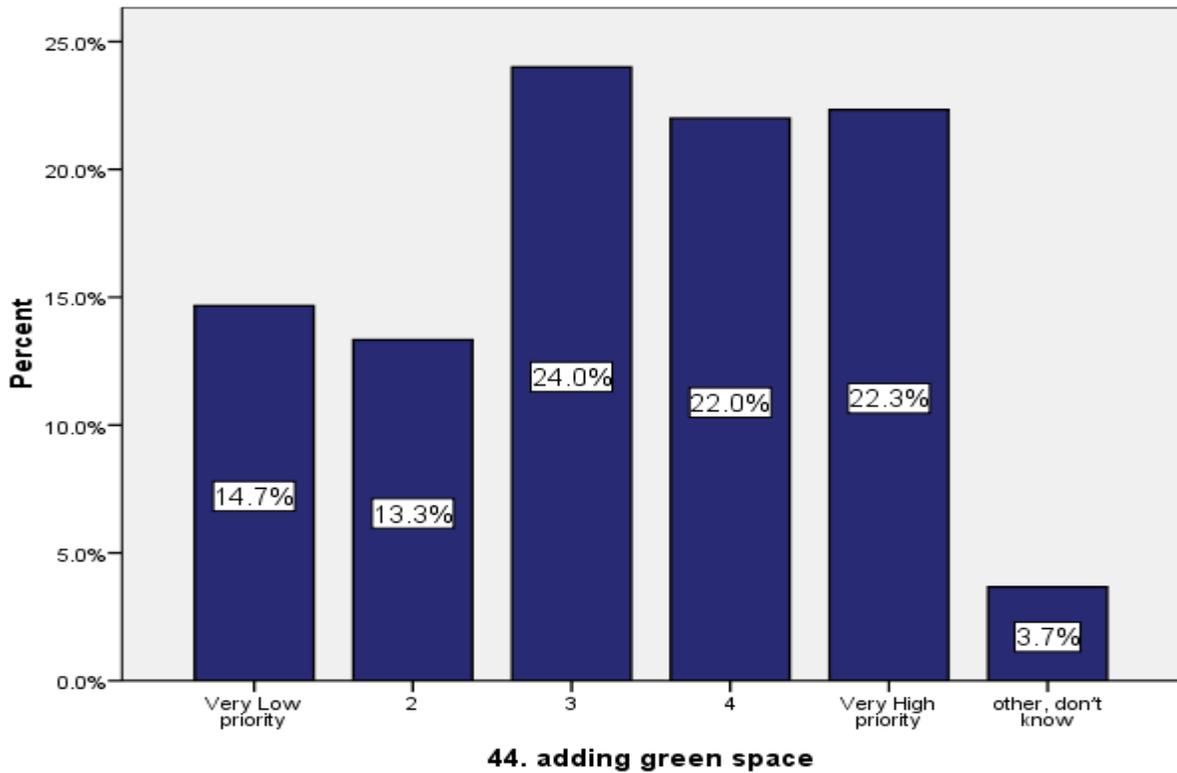
38. clothing stores

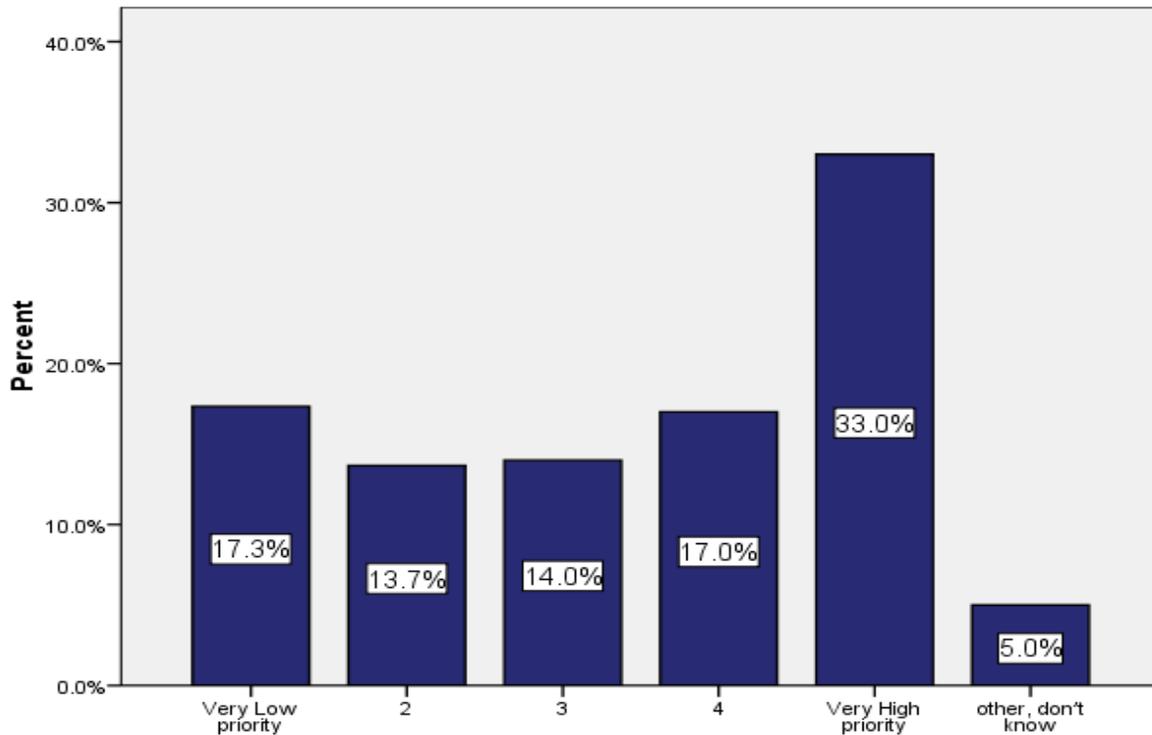




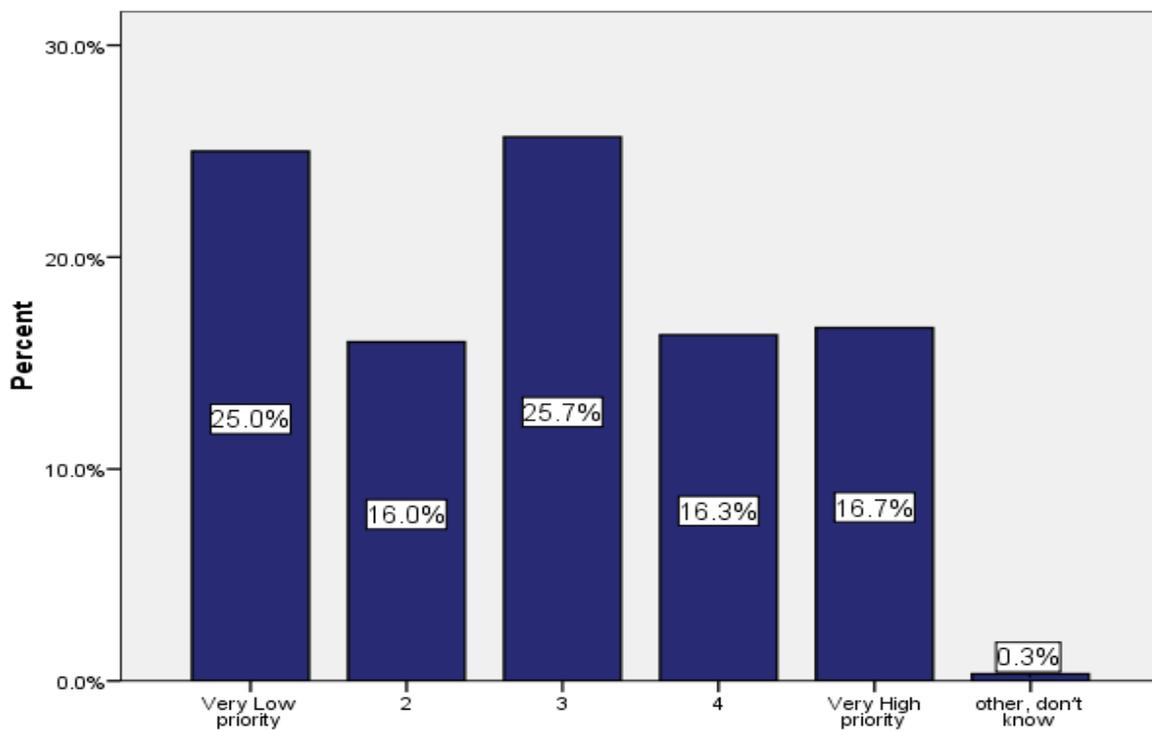


43. Of the items listed above, what business would you most like to see in downtown Aurora?

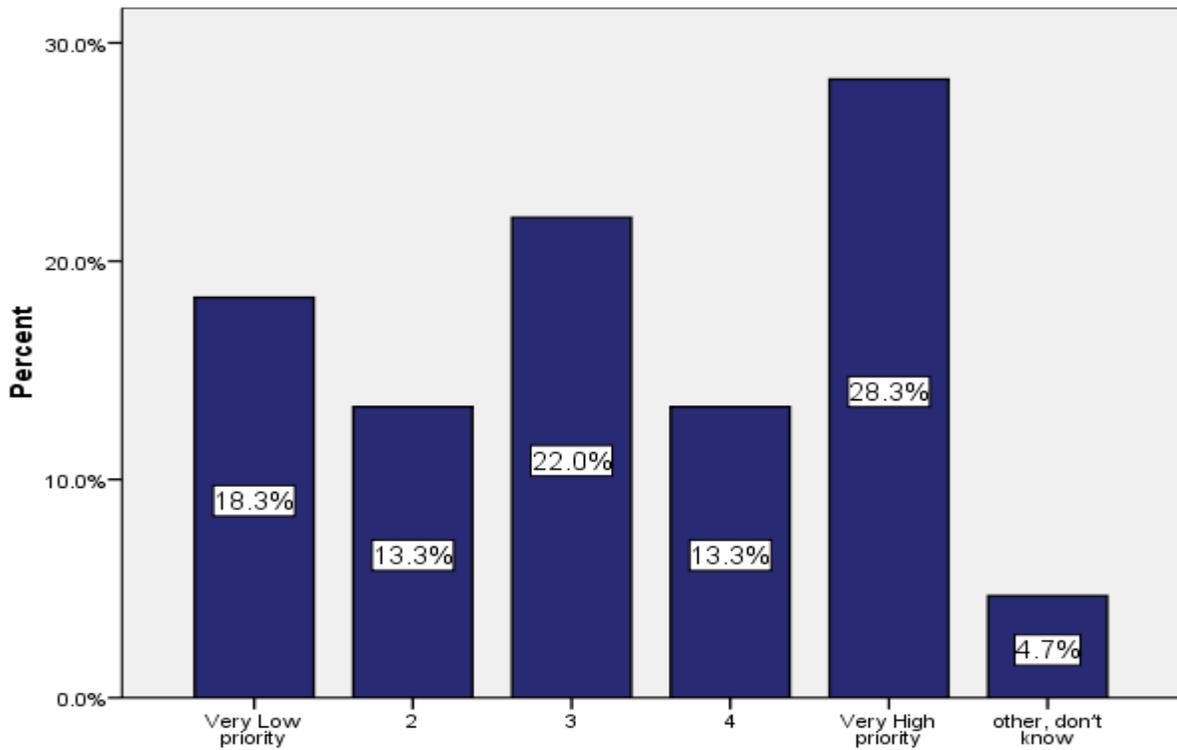




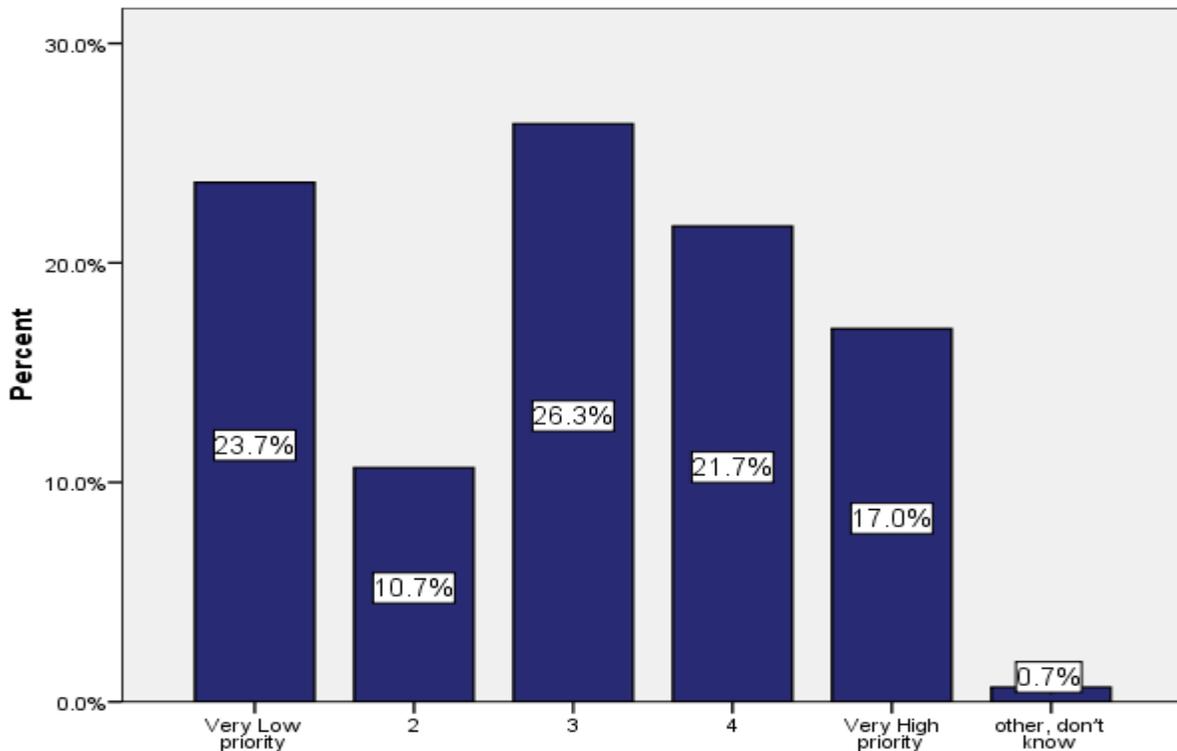
46. moving utilities underground



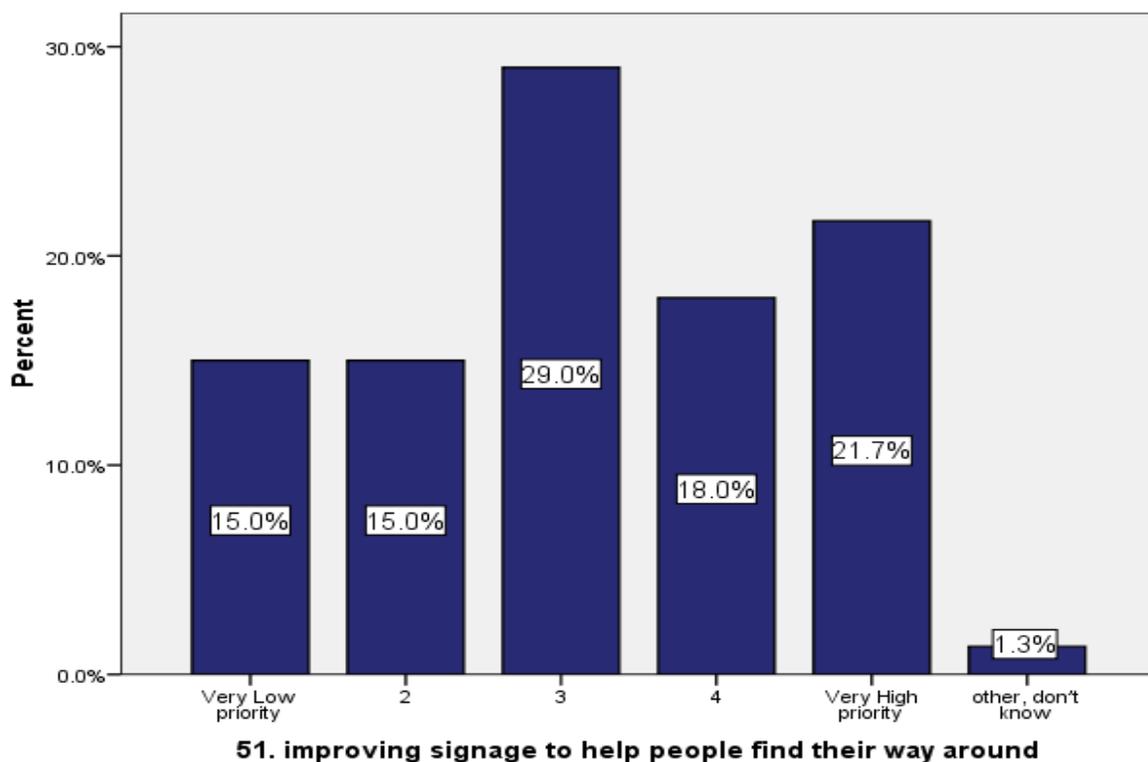
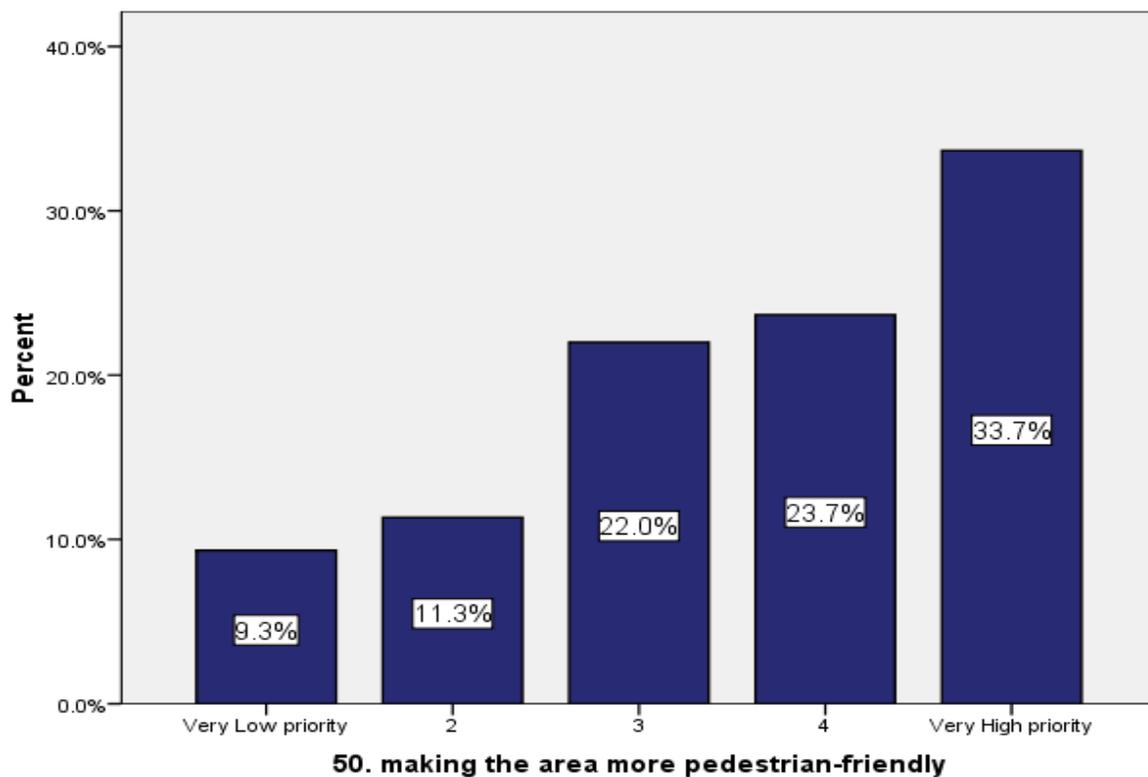
47. adding new parking spaces or lots

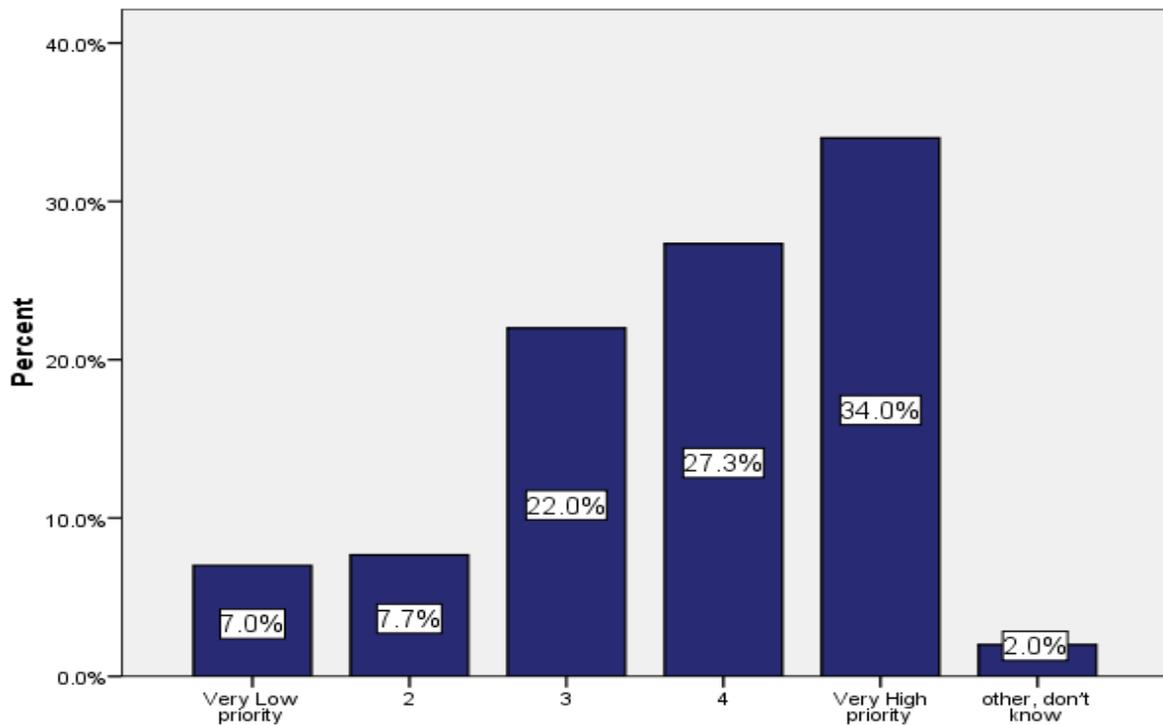


48. stricter code enforcement

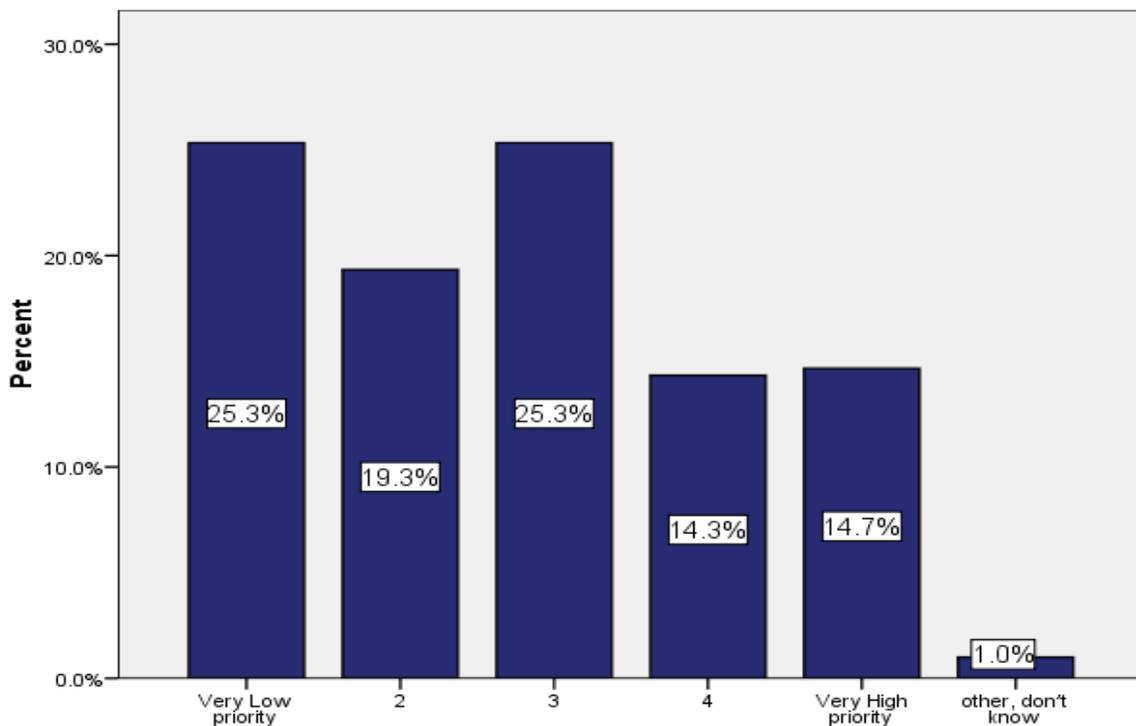


49. developing second-story residential space

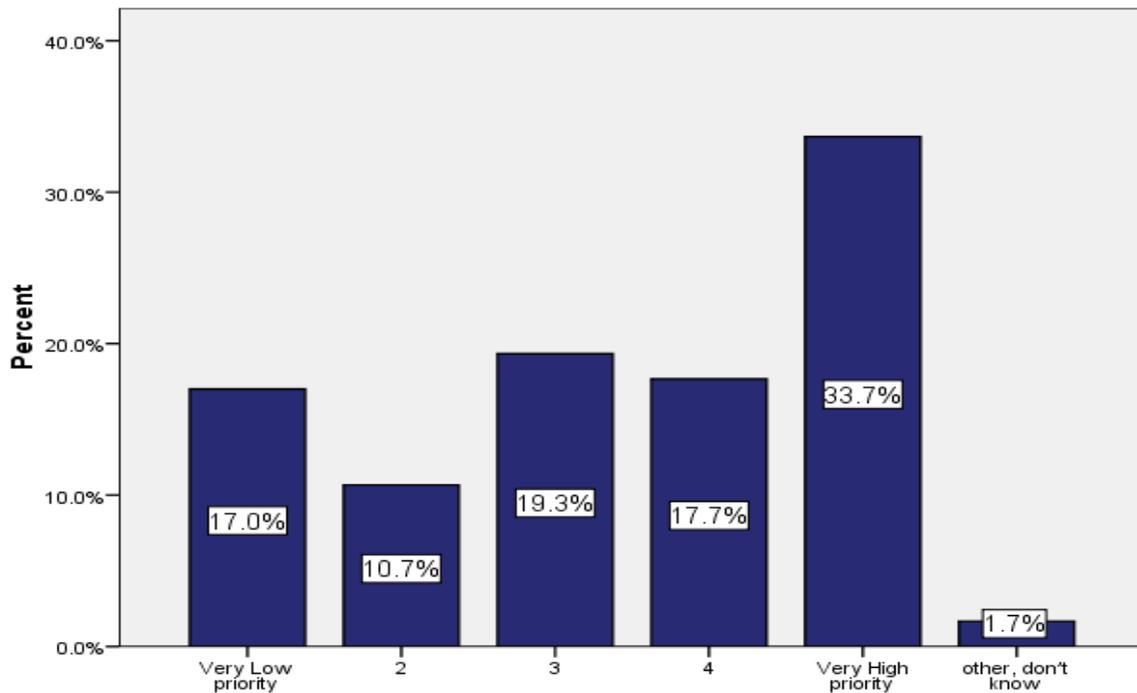




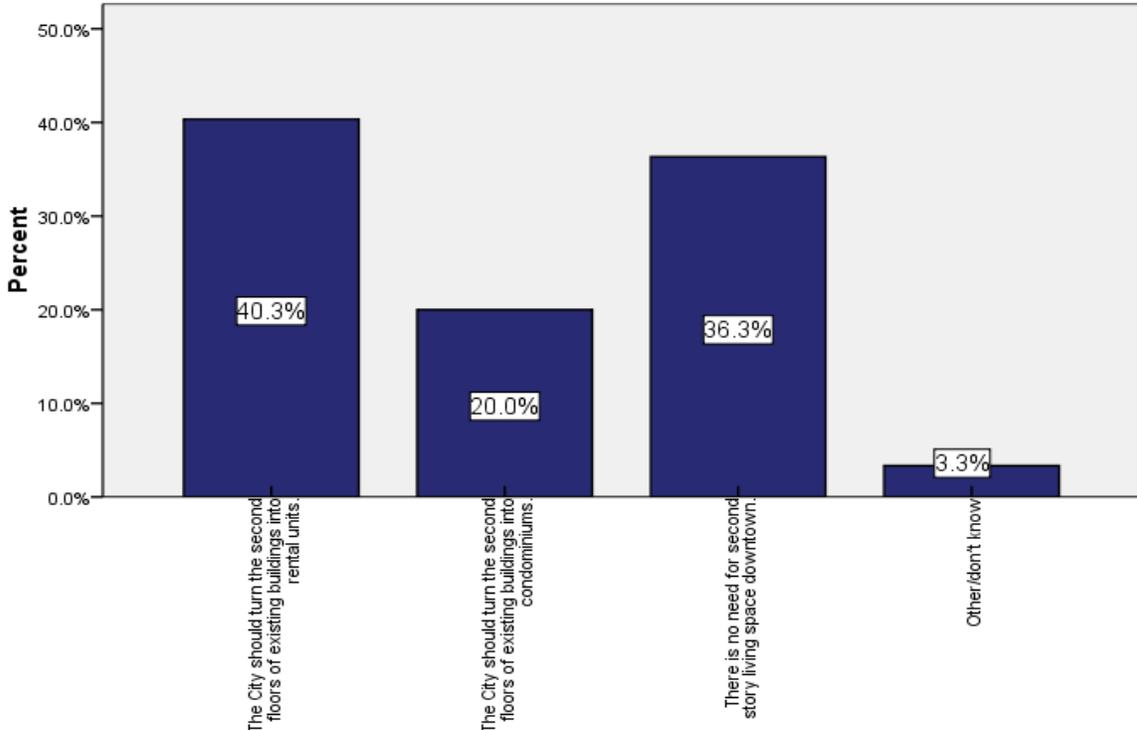
**52. improving building facades**



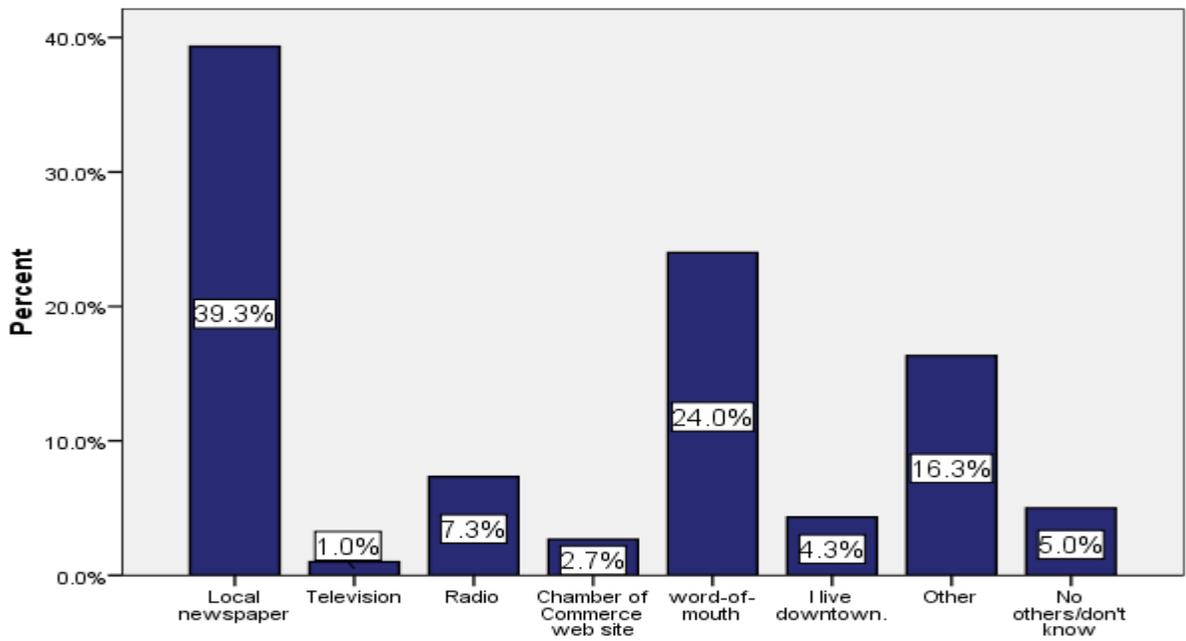
**53. adding murals or other public art**



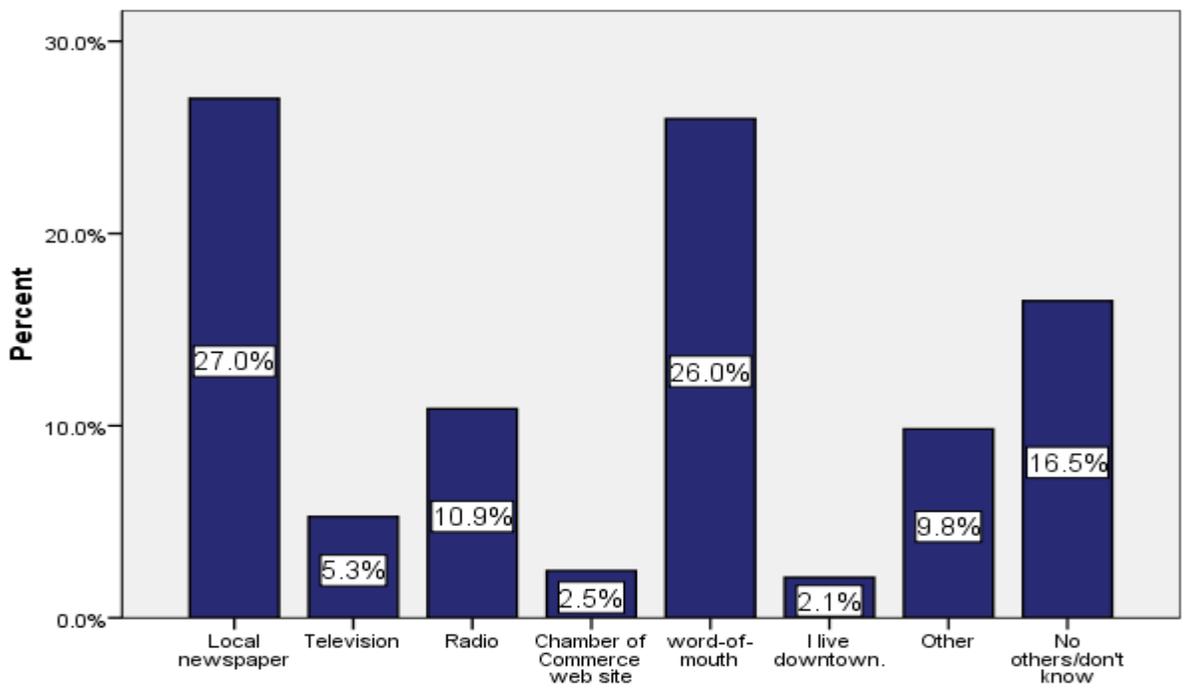
54. improving safety downtown



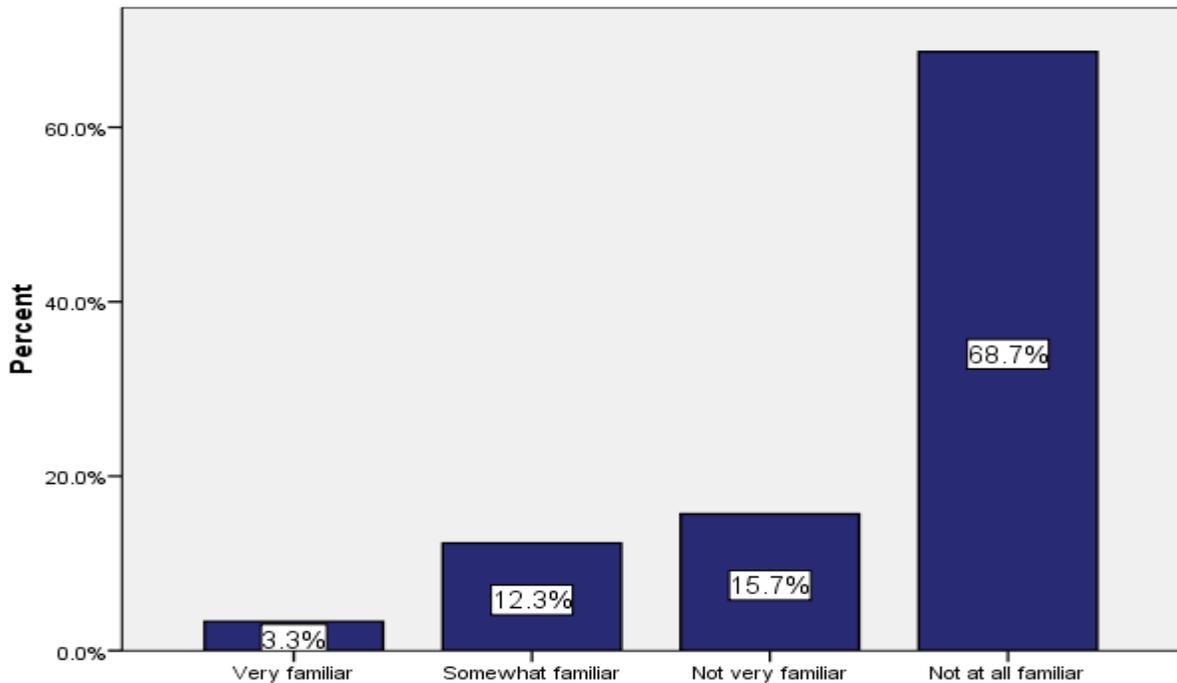
56. Aurora is looking at various ways to develop second story living space in ...



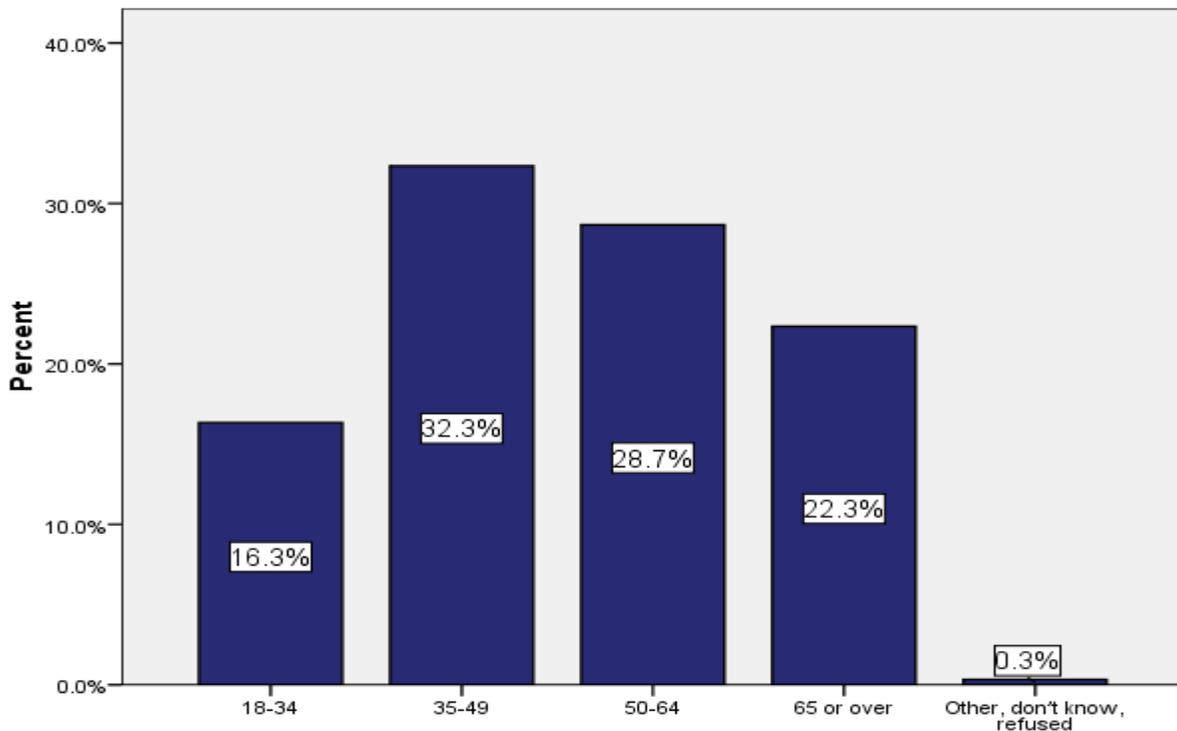
**57a. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Aurora? And what is your second most likely source of information?**



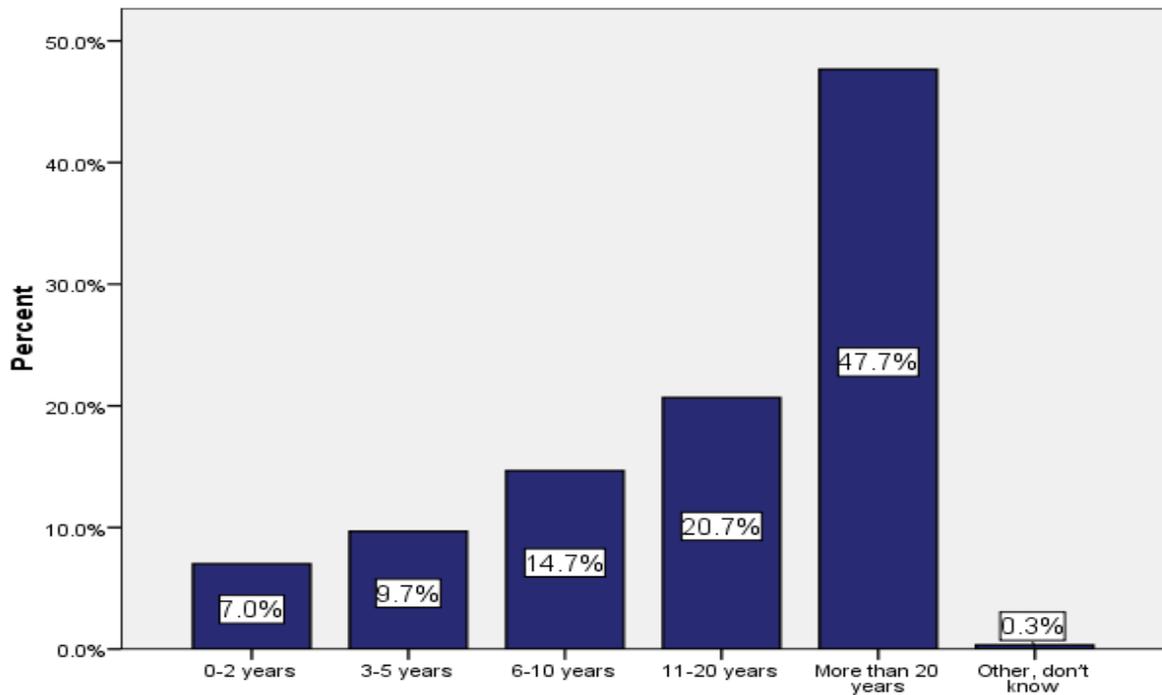
**57b. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Aurora? And what is your second most likely source of information?**



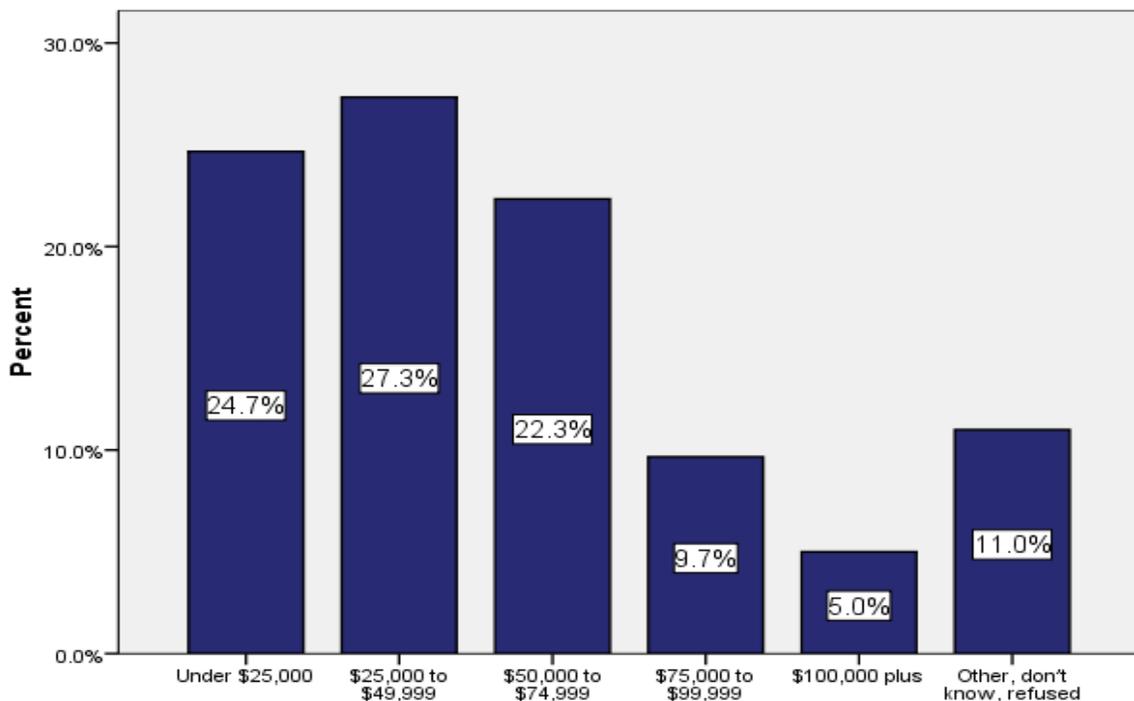
**58. How familiar are you with a state-sponsored program called the DREAM Initiative? Would you say you are very familiar, somewhat, not very or not at all familiar with the DREAM Initiative?**



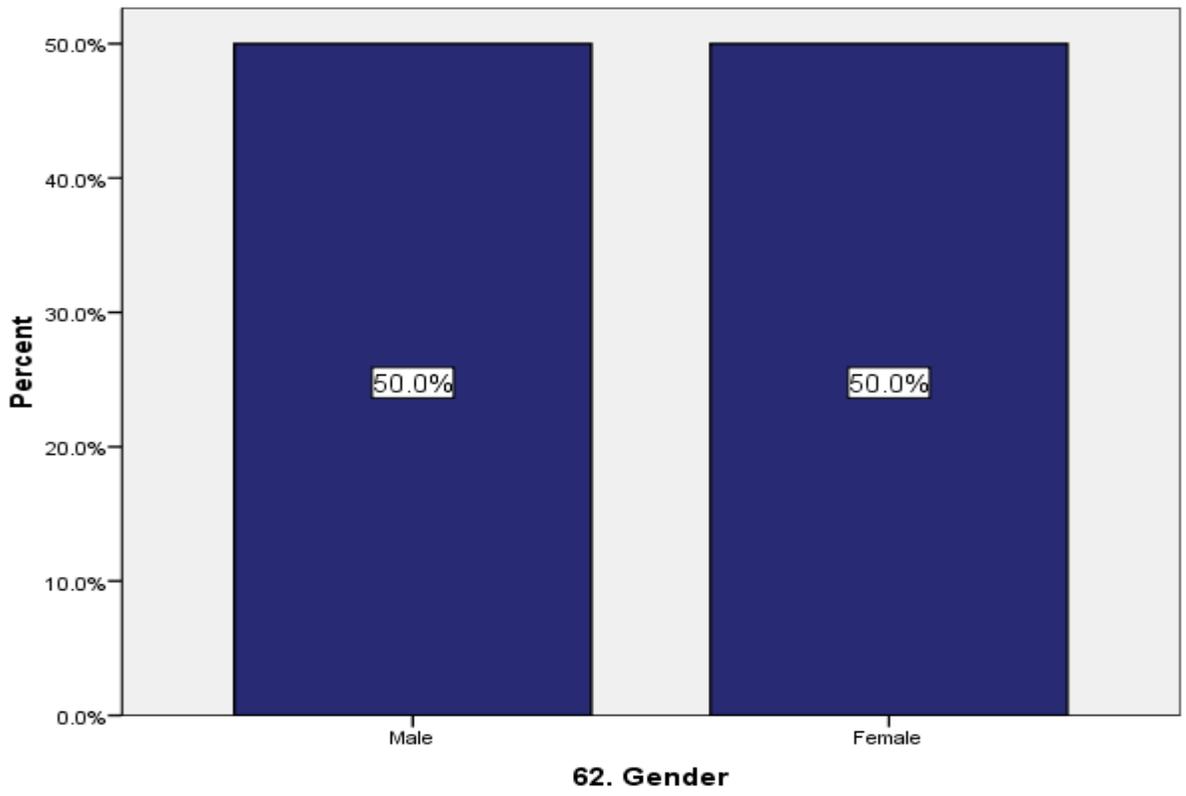
**59. In which of the following age groups are you?**



60. How long have you lived in the Aurora area?



61. For statistical purposes only, please indicate which of the following categories best fits your total household income for 2007.



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## SECTION VI

### QUESTIONNAIRE

Hello, I'm \_\_\_\_\_ calling from Attitude Research Company on behalf of the City of Aurora. We're conducting a survey to learn more about people's attitudes concerning the community, and this phone number was selected at random. According to our research procedure, I have to speak to a (male or female) over the age of 18 who is at home when I place this call.

*[If criteria cannot be met, politely terminate call]*

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

- 1) Once a year or less
- 2) Less than once a month
- 3) One to five times per month
- 4) More than five times a month
- 5) Other (specify) (Skip to question 16)
- 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
11. other outdoor recreation, such as walking
12. special events
13. government/post office
14. conducting business

[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 Aurora ? [repeat list if necessary, code responses as follows]

- 1) shopping
- 2) dining
- 3) entertainment
- 4) other outdoor recreation, such as walking
- 5) special events
- 6) government/post office
- 7) conducting business
- 9) other, don't know

For each of the following characteristics of a downtown I read, please tell me if you think conditions in Aurora 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. How important would you say it is that Aurora 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 Aurora 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)

28. lodging such as hotel, motel or bed and breakfast
29. family or casual style dining

31. restaurant with outdoor dining
32. ice cream shop/soda fountain
33. upscale specialty shops
34. antique shops
35. art galleries and shops
36. coffee shop
37. upscale dining
38. clothing stores
39. bakery
40. bars/nightclubs
41. bookstore
42. hunting/fishing/outdoor sporting goods store
43. Of the items listed above, what business would you most like to see in downtown Aurora?

(Read choices again if necessary.)

- 1) lodging such as hotel, motel or bed and breakfast
- 2) family or casual style dining
- 3) restaurant with outdoor dining
- 4) ice cream shop/soda fountain
- 5) upscale specialty shops
- 5) antique shops
- 6) art galleries and shops
- 7) coffee shop
- 8) upscale dining
- 9) clothing stores
- 10) bakery
- 11) bars/nightclubs
- 12) bookstore
- 13) hunting/fishing/outdoor sporting goods store
- 99) other (specify)

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 Aurora using the same 5-point scale. *(Repeat scale again if necessary, record other/don't know as 9)*

(ROTATE ORDER)

44. adding green space
45. improving lighting
46. moving utilities underground
47. adding new parking spaces or lots
48. stricter code enforcement
49. developing second-story residential space
50. making the area more pedestrian-friendly
51. improving signage to help people find their way around
52. improving building facades
53. adding murals or other public art
54. improving safety downtown
55. Are there any other improvements you think should be made to downtown Aurora? [open-ended, record first two responses]
56. Aurora is looking at various ways to develop second story living space in downtown Aurora. Which of the following statements is closest to the way you feel?
  - 1) The City should turn the second floors of existing buildings into rental units.
  - 2) The City should turn the second floors of existing buildings into condominiums.
  - 3) There is no need for second story living space downtown.
  - 9) other/don't know
57. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Aurora? 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]

**58. 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.

**59. 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

**60. How long have you lived in the Aurora 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

**61. 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

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

- 1) male
- 2) female

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

## SECTION VII

### CROSS TABULATION

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

Aurora, Missouri

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
1. Thinking about the Aurora, Missouri area would you say things are moving in the right direction or off track and moving in the wrong direction?	Right direction	51.0%	56.7%	39.5%	47.8%	66.7%	58.6%	63.6%	40.3%	42.7%	39.2%	51.2%	53.7%	51.7%	60.0%	47.3%	50.0%
	Mixed	30.6%	10.3%	15.1%	4.5%	19.0%	13.8%	13.6%	16.1%	11.9%	16.2%	15.9%	14.9%	10.3%	6.7%	12.7%	14.7%
	Wrong direction	10.2%	25.8%	32.6%	28.4%	9.5%	10.3%	15.9%	33.9%	31.5%	25.7%	23.2%	26.9%	34.5%	13.3%	27.3%	24.7%
	other, don't know	8.2%	7.2%	12.8%	19.4%	4.8%	17.2%	6.8%	9.7%	14.0%	18.9%	9.8%	4.5%	3.4%	20.0%	12.7%	10.7%
2. Revitalizing the Aurora downtown area		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	1 = Very Low priority	6.1%	9.3%	12.8%	16.4%	0.0%	13.8%	11.4%	14.5%	11.9%	16.2%	13.4%	6.0%	10.3%	6.7%	12.7%	10.7%
	2	10.2%	10.3%	14.0%	4.5%	9.5%	6.9%	6.8%	6.5%	13.3%	5.4%	8.5%	9.0%	20.7%	33.3%	12.7%	7.3%
	3	36.7%	29.9%	25.6%	22.4%	28.6%	27.6%	27.3%	29.0%	28.0%	24.3%	30.5%	31.3%	24.1%	26.7%	26.7%	29.3%
	4	16.3%	19.6%	11.6%	20.9%	14.3%	24.1%	20.5%	14.5%	16.1%	14.9%	17.1%	16.4%	24.1%	20.0%	16.7%	17.3%
	5 = Very High priority	30.6%	30.9%	33.7%	29.9%	47.6%	27.6%	34.1%	33.9%	27.3%	37.8%	29.3%	34.3%	20.7%	13.3%	28.7%	34.0%
	other, don't know	0.0%	0.0%	2.3%	6.0%	0.0%	0.0%	0.0%	1.6%	3.5%	1.4%	1.2%	3.0%	0.0%	0.0%	2.7%	1.3%
	<b>total low priority</b>	<b>16.3%</b>	<b>19.6%</b>	<b>20.9%</b>	<b>9.5%</b>	<b>20.7%</b>	<b>18.2%</b>	<b>21.0%</b>	<b>25.2%</b>	<b>21.6%</b>	<b>22.0%</b>	<b>14.9%</b>	<b>31.0%</b>	<b>40.0%</b>	<b>25.3%</b>	<b>18.0%</b>	<b>1.3%</b>
	<b>total high priority</b>	<b>46.9%</b>	<b>50.5%</b>	<b>45.3%</b>	<b>50.7%</b>	<b>61.9%</b>	<b>51.7%</b>	<b>54.5%</b>	<b>48.4%</b>	<b>43.4%</b>	<b>52.7%</b>	<b>46.3%</b>	<b>50.7%</b>	<b>44.8%</b>	<b>33.3%</b>	<b>45.3%</b>	<b>51.3%</b>
3. Repairing major streets		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	1 = Very Low priority	6.1%	6.2%	5.8%	7.5%	9.5%	0.0%	4.5%	6.5%	7.7%	5.4%	4.9%	6.0%	10.3%	6.7%	2.7%	10.0%
	2	10.2%	11.3%	9.3%	6.0%	9.5%	13.8%	6.8%	6.5%	10.5%	5.4%	9.8%	13.4%	6.9%	33.3%	14.0%	4.7%
	3	16.3%	24.7%	14.0%	25.4%	19.0%	17.2%	15.9%	24.2%	20.3%	16.2%	20.7%	13.4%	27.6%	33.3%	19.3%	21.3%
	4	22.4%	29.9%	20.9%	28.6%	22.4%	24.1%	22.7%	24.2%	23.8%	18.9%	25.6%	31.3%	20.7%	20.0%	25.3%	22.7%
	5 = Very High priority	42.9%	26.8%	50.0%	35.8%	33.3%	44.8%	45.5%	38.7%	35.7%	52.7%	37.8%	34.3%	34.5%	6.7%	35.3%	41.3%
	other, don't know	2.0%	1.0%	0.0%	4.5%	0.0%	0.0%	4.5%	0.0%	2.1%	1.4%	1.2%	1.5%	0.0%	0.0%	3.3%	0.0%
	<b>total low priority</b>	<b>16.3%</b>	<b>17.5%</b>	<b>15.1%</b>	<b>13.4%</b>	<b>19.0%</b>	<b>13.8%</b>	<b>11.4%</b>	<b>12.9%</b>	<b>18.2%</b>	<b>10.8%</b>	<b>14.6%</b>	<b>19.4%</b>	<b>17.2%</b>	<b>40.0%</b>	<b>16.7%</b>	<b>14.7%</b>
	<b>total high priority</b>	<b>65.3%</b>	<b>56.7%</b>	<b>70.9%</b>	<b>56.7%</b>	<b>61.9%</b>	<b>69.0%</b>	<b>68.2%</b>	<b>62.9%</b>	<b>59.4%</b>	<b>71.6%</b>	<b>63.4%</b>	<b>65.7%</b>	<b>55.2%</b>	<b>26.7%</b>	<b>60.7%</b>	<b>64.0%</b>
4. Improving emergency services		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	1 = Very Low priority	8.2%	4.1%	5.8%	9.0%	9.5%	6.9%	6.8%	9.7%	4.9%	4.1%	9.8%	6.0%	3.4%	0.0%	6.0%	7.3%
	2	6.1%	18.6%	8.1%	6.0%	19.0%	6.9%	11.4%	8.1%	11.2%	9.5%	7.3%	16.4%	13.8%	20.0%	12.7%	8.7%
	3	14.3%	18.6%	22.1%	13.4%	4.8%	6.9%	27.3%	21.0%	17.5%	12.2%	18.3%	16.4%	20.7%	40.0%	18.7%	16.7%
	4	18.4%	22.7%	14.0%	11.9%	14.3%	24.1%	11.4%	24.2%	14.7%	10.8%	24.4%	20.9%	17.2%	20.0%	16.7%	17.3%
	5 = Very High priority	49.0%	33.0%	47.7%	43.3%	38.1%	51.7%	38.6%	32.3%	45.5%	56.8%	35.4%	37.3%	41.4%	13.3%	41.3%	42.7%
	other, don't know	4.1%	3.1%	2.3%	16.4%	14.3%	3.4%	4.5%	4.8%	6.3%	6.8%	4.9%	3.0%	3.4%	6.7%	4.7%	7.3%
	<b>total low priority</b>	<b>14.3%</b>	<b>22.7%</b>	<b>14.0%</b>	<b>14.9%</b>	<b>28.6%</b>	<b>13.8%</b>	<b>18.2%</b>	<b>17.7%</b>	<b>16.1%</b>	<b>13.5%</b>	<b>17.1%</b>	<b>22.4%</b>	<b>17.2%</b>	<b>20.0%</b>	<b>18.7%</b>	<b>16.0%</b>
	<b>total high priority</b>	<b>67.3%</b>	<b>55.7%</b>	<b>61.6%</b>	<b>55.2%</b>	<b>52.4%</b>	<b>75.9%</b>	<b>50.0%</b>	<b>56.5%</b>	<b>60.1%</b>	<b>67.6%</b>	<b>59.8%</b>	<b>58.2%</b>	<b>58.6%</b>	<b>33.3%</b>	<b>58.0%</b>	<b>60.0%</b>
5. Upgrading parks and recreation facilities		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	1 = Very Low priority	4.1%	6.2%	9.3%	17.9%	4.8%	3.4%	4.5%	11.3%	11.9%	9.5%	9.8%	6.0%	6.9%	13.3%	8.0%	10.7%
	2	12.2%	10.3%	12.8%	9.0%	9.5%	6.9%	22.7%	6.5%	10.5%	10.8%	11.0%	13.4%	13.8%	0.0%	10.7%	11.3%
	3	22.4%	18.6%	20.9%	20.9%	19.0%	31.0%	18.2%	16.1%	21.7%	20.3%	20.7%	20.9%	13.8%	40.0%	24.0%	17.3%
	4	24.5%	30.9%	25.6%	19.4%	38.1%	24.1%	20.5%	33.9%	22.4%	20.3%	28.0%	29.9%	31.0%	20.0%	24.0%	27.3%
	5 = Very High priority	34.7%	34.0%	30.2%	28.4%	23.8%	31.0%	34.1%	32.3%	31.5%	37.8%	29.3%	29.9%	31.0%	26.7%	32.0%	31.3%
	other, don't know	2.0%	0.0%	1.2%	4.5%	4.8%	3.4%	0.0%	0.0%	2.1%	1.4%	1.2%	0.0%	3.4%	0.0%	1.3%	2.0%
	<b>total low priority</b>	<b>16.3%</b>	<b>16.5%</b>	<b>22.1%</b>	<b>26.9%</b>	<b>14.3%</b>	<b>10.3%</b>	<b>27.3%</b>	<b>17.7%</b>	<b>22.4%</b>	<b>20.3%</b>	<b>20.7%</b>	<b>19.4%</b>	<b>20.7%</b>	<b>13.3%</b>	<b>18.7%</b>	<b>22.0%</b>
	<b>total high priority</b>	<b>59.2%</b>	<b>64.9%</b>	<b>55.8%</b>	<b>47.8%</b>	<b>61.9%</b>	<b>55.2%</b>	<b>54.5%</b>	<b>66.1%</b>	<b>53.8%</b>	<b>58.1%</b>	<b>57.3%</b>	<b>59.7%</b>	<b>62.1%</b>	<b>46.7%</b>	<b>56.0%</b>	<b>58.7%</b>

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Aurora, Missouri

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
6. Attracting more big box retail development	1 = Very Low priority	12.2%	10.3%	17.4%	14.9%	19.0%	17.2%	15.9%	17.7%	10.5%	16.2%	13.4%	9.0%	17.2%	13.3%	14.0%	14.0%
	2	4.1%	7.2%	9.3%	11.9%	9.5%	13.8%	4.5%	9.7%	7.7%	5.4%	12.2%	4.5%	17.2%	6.7%	8.7%	8.0%
	3	42.9%	17.5%	18.6%	16.4%	14.3%	31.0%	20.5%	21.0%	21.7%	23.0%	23.2%	26.9%	17.2%	20.0%	23.3%	20.0%
	4	18.4%	16.5%	10.5%	9.0%	19.0%	6.9%	13.6%	12.9%	14.0%	10.8%	13.4%	14.9%	17.2%	20.0%	14.0%	12.7%
	5 = Very High priority	22.4%	46.4%	41.9%	35.8%	33.3%	27.6%	45.5%	37.1%	39.9%	39.2%	34.1%	43.3%	31.0%	40.0%	36.0%	41.3%
	other, don't know	0.0%	2.1%	2.3%	11.9%	4.8%	3.4%	0.0%	1.6%	6.3%	5.4%	3.7%	1.5%	0.0%	0.0%	4.0%	4.0%
	<b>total low priority</b>	<b>16.3%</b>	<b>17.5%</b>	<b>26.7%</b>	<b>26.9%</b>	<b>28.6%</b>	<b>31.0%</b>	<b>20.5%</b>	<b>27.4%</b>	<b>18.2%</b>	<b>21.6%</b>	<b>25.6%</b>	<b>13.4%</b>	<b>34.5%</b>	<b>20.0%</b>	<b>22.7%</b>	<b>22.0%</b>
<b>total high priority</b>	<b>40.8%</b>	<b>62.9%</b>	<b>52.3%</b>	<b>44.8%</b>	<b>52.4%</b>	<b>34.5%</b>	<b>59.1%</b>	<b>50.0%</b>	<b>53.8%</b>	<b>50.0%</b>	<b>47.6%</b>	<b>58.2%</b>	<b>48.3%</b>	<b>60.0%</b>	<b>50.0%</b>	<b>54.0%</b>	
7. How often do you visit downtown Aurora?																	
	Once a year or less	4.1%	6.2%	7.0%	7.5%	4.8%	6.9%	6.8%	4.8%	7.0%	8.1%	7.3%	3.0%	6.9%	0.0%	6.0%	6.7%
	Less than once a month	4.1%	11.3%	12.8%	14.9%	0.0%	10.3%	18.2%	9.7%	11.9%	16.2%	12.2%	4.5%	17.2%	6.7%	12.0%	10.7%
	One to five times per month	36.7%	40.2%	38.0%	28.4%	23.8%	20.7%	34.1%	38.7%	39.9%	32.4%	28.0%	44.8%	44.8%	53.3%	32.7%	38.7%
	Other (specify)	55.1%	39.2%	38.4%	43.3%	66.7%	62.1%	38.6%	41.9%	36.4%	40.5%	45.1%	44.8%	31.0%	40.0%	45.3%	40.0%
	Don't visit downtown	0.0%	3.1%	5.8%	3.0%	4.8%	0.0%	2.3%	4.8%	3.5%	1.4%	7.3%	3.0%	0.0%	0.0%	3.3%	3.3%
	Don't visit downtown	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.7%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Don't know	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	
8. shopping																	
	very often	16.3%	18.1%	23.5%	20.6%	40.0%	17.2%	16.3%	11.9%	22.1%	25.0%	31.6%	10.8%	6.9%	0.0%	13.2%	26.4%
	somewhat often	32.7%	34.0%	28.4%	23.8%	35.0%	27.6%	32.6%	35.6%	26.5%	26.4%	25.0%	36.9%	34.5%	33.3%	26.4%	34.0%
	not very often	34.7%	36.2%	30.9%	34.9%	10.0%	37.9%	32.6%	37.3%	36.0%	29.2%	28.9%	40.0%	48.3%	46.7%	39.6%	28.5%
	not at all	16.3%	11.7%	16.0%	19.0%	15.0%	17.2%	16.3%	13.6%	15.4%	19.4%	13.2%	12.3%	10.3%	20.0%	20.1%	10.4%
	other, don't know	0.0%	0.0%	1.2%	1.6%	0.0%	0.0%	2.3%	1.7%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.7%	0.7%
	<b>very/somewhat</b>	<b>49.0%</b>	<b>52.1%</b>	<b>51.9%</b>	<b>44.4%</b>	<b>75.0%</b>	<b>44.8%</b>	<b>48.8%</b>	<b>47.5%</b>	<b>48.5%</b>	<b>51.4%</b>	<b>56.6%</b>	<b>47.7%</b>	<b>41.4%</b>	<b>33.3%</b>	<b>39.6%</b>	<b>60.4%</b>
<b>not very/not at all</b>	<b>51.0%</b>	<b>47.9%</b>	<b>46.9%</b>	<b>54.0%</b>	<b>25.0%</b>	<b>55.2%</b>	<b>48.8%</b>	<b>50.8%</b>	<b>51.5%</b>	<b>48.6%</b>	<b>42.1%</b>	<b>52.3%</b>	<b>58.8%</b>	<b>66.7%</b>	<b>59.7%</b>	<b>38.9%</b>	
9. dining																	
	Very often	28.6%	26.6%	21.0%	17.5%	50.0%	20.7%	27.9%	11.9%	23.5%	16.7%	19.7%	33.8%	17.2%	46.7%	22.9%	23.6%
	Somewhat often	49.0%	38.3%	37.0%	33.3%	15.0%	37.9%	44.2%	40.7%	39.7%	36.1%	38.2%	36.9%	55.2%	40.0%	37.5%	40.3%
	Not very often	18.4%	26.6%	23.5%	25.4%	20.0%	17.2%	20.9%	32.2%	23.5%	20.8%	31.6%	24.6%	24.1%	13.3%	24.3%	23.6%
	Not at all	4.1%	8.5%	18.5%	23.8%	15.0%	24.1%	7.0%	15.3%	13.2%	26.4%	10.5%	4.6%	3.4%	0.0%	15.3%	12.5%
	Other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>very/somewhat often</b>	<b>77.6%</b>	<b>64.9%</b>	<b>58.0%</b>	<b>50.8%</b>	<b>65.0%</b>	<b>58.6%</b>	<b>72.1%</b>	<b>52.5%</b>	<b>63.2%</b>	<b>52.8%</b>	<b>57.9%</b>	<b>70.8%</b>	<b>72.4%</b>	<b>86.7%</b>	<b>60.4%</b>	<b>63.9%</b>
<b>not very/not at all often</b>	<b>22.4%</b>	<b>35.1%</b>	<b>42.0%</b>	<b>49.2%</b>	<b>35.0%</b>	<b>41.4%</b>	<b>27.9%</b>	<b>47.5%</b>	<b>36.8%</b>	<b>47.2%</b>	<b>42.1%</b>	<b>29.2%</b>	<b>27.6%</b>	<b>13.3%</b>	<b>39.6%</b>	<b>36.1%</b>	
10. entertainment																	
	Very often	14.3%	5.3%	8.6%	1.6%	15.0%	6.9%	4.7%	6.8%	6.6%	1.4%	5.3%	10.8%	3.4%	13.3%	6.9%	6.9%
	Somewhat often	24.5%	25.5%	17.3%	11.1%	20.0%	34.5%	11.1%	18.7%	19.9%	18.1%	19.7%	26.2%	20.7%	20.0%	20.1%	19.4%
	Not very often	36.7%	41.5%	42.0%	31.7%	25.0%	20.7%	41.9%	37.3%	44.1%	34.7%	40.8%	41.5%	51.7%	46.7%	38.9%	38.9%
	Not at all	24.5%	27.7%	32.1%	55.6%	40.0%	37.9%	41.9%	37.3%	29.4%	45.8%	34.2%	21.5%	24.1%	20.0%	34.0%	34.7%
	Other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>very/somewhat often</b>	<b>38.8%</b>	<b>30.9%</b>	<b>25.9%</b>	<b>12.7%</b>	<b>35.0%</b>	<b>41.4%</b>	<b>16.3%</b>	<b>25.4%</b>	<b>26.5%</b>	<b>19.4%</b>	<b>25.0%</b>	<b>36.9%</b>	<b>24.1%</b>	<b>33.3%</b>	<b>27.1%</b>	<b>26.4%</b>
<b>not very/not at all often</b>	<b>61.2%</b>	<b>69.1%</b>	<b>74.1%</b>	<b>87.3%</b>	<b>65.0%</b>	<b>58.6%</b>	<b>83.7%</b>	<b>74.6%</b>	<b>73.5%</b>	<b>80.6%</b>	<b>75.0%</b>	<b>63.1%</b>	<b>75.9%</b>	<b>66.7%</b>	<b>72.9%</b>	<b>73.6%</b>	

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		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
11. other outdoor recreation, such as walking	very often	14.3%	19.1%	8.6%	4.8%	10.0%	13.8%	7.0%	13.6%	13.2%	12.5%	13.2%	12.3%	10.3%	0.0%	9.7%	14.6%
	somewhat often	18.4%	13.8%	12.3%	11.1%	40.0%	17.2%	9.3%	11.9%	11.0%	9.7%	11.8%	20.0%	10.3%	13.3%	10.4%	16.7%
	not very often	36.7%	25.5%	25.9%	31.7%	15.0%	31.0%	44.2%	25.4%	26.5%	23.6%	25.0%	35.4%	41.4%	33.3%	32.6%	25.0%
	not at all	30.6%	40.4%	53.1%	52.4%	35.0%	37.9%	39.5%	49.2%	48.5%	52.8%	50.0%	32.3%	37.9%	53.3%	47.2%	43.1%
	other, don't know	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	<b>very/somewhat</b>	<b>32.7%</b>	<b>33.0%</b>	<b>21.0%</b>	<b>15.9%</b>	<b>50.0%</b>	<b>31.0%</b>	<b>16.3%</b>	<b>25.4%</b>	<b>24.3%</b>	<b>22.2%</b>	<b>25.0%</b>	<b>32.3%</b>	<b>20.7%</b>	<b>13.3%</b>	<b>20.1%</b>	<b>31.3%</b>
	<b>not very/not at all</b>	<b>67.3%</b>	<b>66.0%</b>	<b>79.0%</b>	<b>84.1%</b>	<b>50.0%</b>	<b>69.0%</b>	<b>83.7%</b>	<b>74.6%</b>	<b>75.0%</b>	<b>76.4%</b>	<b>75.0%</b>	<b>67.7%</b>	<b>79.3%</b>	<b>86.7%</b>	<b>79.9%</b>	<b>68.1%</b>
12. special events	very often	12.2%	7.4%	8.6%	11.1%	10.0%	10.3%	14.0%	6.8%	8.8%	5.6%	11.8%	12.3%	6.9%	0.0%	5.6%	13.2%
	somewhat often	28.6%	22.3%	22.2%	9.5%	20.0%	27.6%	20.9%	23.7%	17.6%	13.9%	17.1%	26.2%	31.0%	26.7%	19.4%	21.5%
	not very often	26.5%	41.5%	37.0%	46.0%	30.0%	24.1%	39.5%	35.6%	44.1%	37.5%	38.2%	36.9%	41.4%	53.3%	39.6%	38.2%
	not at all	32.7%	28.7%	32.1%	31.7%	40.0%	37.9%	25.6%	32.2%	29.4%	43.1%	31.6%	24.6%	20.7%	20.0%	34.7%	27.1%
	other, don't know	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.7%	0.0%
	<b>very/somewhat</b>	<b>40.8%</b>	<b>29.8%</b>	<b>30.9%</b>	<b>20.6%</b>	<b>30.0%</b>	<b>37.9%</b>	<b>34.9%</b>	<b>30.5%</b>	<b>26.5%</b>	<b>19.4%</b>	<b>28.9%</b>	<b>38.5%</b>	<b>37.9%</b>	<b>26.7%</b>	<b>25.0%</b>	<b>34.7%</b>
	<b>not very/not at all</b>	<b>59.2%</b>	<b>70.2%</b>	<b>69.1%</b>	<b>77.8%</b>	<b>70.0%</b>	<b>62.1%</b>	<b>65.1%</b>	<b>67.8%</b>	<b>73.5%</b>	<b>69.7%</b>	<b>61.5%</b>	<b>62.1%</b>	<b>73.3%</b>	<b>74.3%</b>	<b>65.3%</b>	
13. government/post office	very often	28.6%	34.0%	48.1%	30.2%	45.0%	37.9%	32.6%	35.6%	36.0%	31.9%	32.9%	43.1%	37.9%	46.7%	33.3%	38.9%
	somewhat often	44.9%	37.2%	29.6%	25.4%	40.0%	24.1%	48.8%	40.7%	27.2%	29.2%	31.6%	33.8%	37.9%	46.7%	37.5%	29.9%
	not very often	14.3%	22.3%	17.3%	34.9%	15.0%	17.2%	14.0%	13.6%	30.9%	30.6%	26.3%	15.4%	20.7%	6.7%	20.8%	24.3%
	not at all	10.2%	6.4%	4.9%	6.3%	0.0%	17.2%	2.3%	10.2%	5.1%	6.9%	7.9%	7.7%	3.4%	0.0%	6.3%	6.9%
	other, don't know	2.0%	0.0%	0.0%	3.2%	0.0%	3.4%	2.3%	0.0%	0.7%	1.4%	1.3%	0.0%	0.0%	0.0%	2.1%	0.0%
	<b>very/somewhat</b>	<b>73.5%</b>	<b>71.3%</b>	<b>77.8%</b>	<b>55.6%</b>	<b>85.0%</b>	<b>62.1%</b>	<b>81.4%</b>	<b>76.3%</b>	<b>63.2%</b>	<b>61.1%</b>	<b>64.5%</b>	<b>76.9%</b>	<b>75.9%</b>	<b>93.3%</b>	<b>70.8%</b>	<b>68.8%</b>
	<b>not very/not at all</b>	<b>24.5%</b>	<b>28.7%</b>	<b>22.2%</b>	<b>41.3%</b>	<b>15.0%</b>	<b>16.3%</b>	<b>23.7%</b>	<b>36.0%</b>	<b>37.5%</b>	<b>34.2%</b>	<b>23.1%</b>	<b>24.1%</b>	<b>6.7%</b>	<b>27.1%</b>	<b>31.3%</b>	
14. conducting business	very often	22.4%	27.7%	19.8%	22.2%	30.0%	27.6%	20.9%	25.4%	21.3%	29.2%	21.1%	20.0%	17.2%	33.3%	18.8%	27.8%
	somewhat often	32.7%	24.5%	37.0%	23.8%	30.0%	27.6%	32.6%	37.3%	25.7%	19.4%	36.8%	32.3%	44.8%	26.7%	33.3%	25.7%
	not very often	22.4%	29.8%	29.6%	23.8%	20.0%	20.7%	32.6%	22.0%	29.4%	20.8%	31.6%	29.2%	27.6%	26.7%	29.2%	25.0%
	not at all	22.4%	18.1%	12.3%	27.0%	20.0%	20.7%	14.0%	13.6%	22.8%	27.8%	9.2%	18.5%	10.3%	13.3%	18.1%	20.1%
	other, don't know	0.0%	0.0%	1.2%	3.2%	0.0%	3.4%	0.0%	1.7%	0.7%	2.8%	1.3%	0.0%	0.0%	0.0%	0.7%	1.4%
	<b>very/somewhat</b>	<b>55.1%</b>	<b>52.1%</b>	<b>56.8%</b>	<b>46.0%</b>	<b>60.0%</b>	<b>55.2%</b>	<b>53.5%</b>	<b>62.7%</b>	<b>47.1%</b>	<b>48.6%</b>	<b>57.9%</b>	<b>52.3%</b>	<b>62.1%</b>	<b>60.0%</b>	<b>52.1%</b>	<b>53.5%</b>
	<b>not very/not at all</b>	<b>44.9%</b>	<b>47.9%</b>	<b>42.0%</b>	<b>50.8%</b>	<b>40.0%</b>	<b>41.4%</b>	<b>46.5%</b>	<b>52.2%</b>	<b>48.6%</b>	<b>40.8%</b>	<b>47.7%</b>	<b>37.9%</b>	<b>40.0%</b>	<b>47.2%</b>	<b>45.1%</b>	
15. Of the items listed above, which would you say is the one reason you most often visit downtown Aurora?																	
	Shopping	16.3%	13.8%	17.3%	23.8%	15.0%	10.3%	16.3%	18.6%	19.1%	27.8%	22.4%	9.2%	10.3%	0.0%	14.6%	20.1%
	Dining	34.7%	35.1%	22.2%	20.6%	25.0%	31.0%	30.2%	25.4%	27.9%	20.8%	19.7%	33.8%	48.3%	33.3%	31.9%	24.3%
	Entertainment	4.1%	6.4%	3.7%	3.2%	0.0%	10.3%	2.3%	3.4%	5.1%	4.2%	6.6%	3.1%	0.0%	13.3%	4.9%	4.2%
	Other outdoor recreation, such as walking	6.1%	2.1%	1.2%	1.6%	5.0%	0.0%	0.0%	6.8%	1.5%	5.6%	1.3%	1.5%	0.0%	0.0%	2.1%	2.8%
	Special events	0.0%	1.1%	2.5%	0.0%	5.0%	0.0%	0.0%	1.7%	0.0%	0.0%	3.1%	0.0%	0.0%	1.4%	0.7%	
	government/post office	18.4%	22.3%	29.6%	25.4%	30.0%	17.2%	32.6%	16.9%	25.7%	22.2%	28.9%	27.7%	13.8%	26.7%	20.1%	28.5%
	Conducting business	20.4%	17.0%	22.2%	17.5%	20.0%	27.6%	11.6%	25.4%	16.9%	13.9%	17.1%	21.5%	27.6%	26.7%	21.5%	16.7%
	Other, don't know	0.0%	2.1%	1.2%	7.9%	0.0%	3.4%	7.0%	1.7%	2.9%	5.6%	2.6%	0.0%	0.0%	0.0%	3.5%	2.8%

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		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
16. signs to help people find their way around	Excellent	8.2%	4.1%	10.5%	3.0%	4.8%	10.3%	4.5%	8.1%	5.6%	9.5%	4.9%	4.5%	6.9%	6.7%	7.3%	5.3%
	Good	57.1%	62.9%	64.0%	70.1%	57.1%	44.8%	56.8%	69.4%	68.5%	62.2%	64.6%	61.2%	65.5%	80.0%	62.0%	66.0%
	Not so good	24.5%	22.7%	15.1%	14.9%	23.8%	24.1%	29.5%	16.1%	15.4%	16.2%	18.3%	26.9%	24.1%	0.0%	20.0%	18.0%
	Poor	8.2%	10.3%	5.8%	7.5%	14.3%	13.8%	6.8%	6.5%	7.0%	8.1%	8.5%	7.5%	3.4%	13.3%	8.7%	7.3%
	other, don't know	2.0%	0.0%	4.7%	4.5%	0.0%	6.9%	2.3%	0.0%	3.5%	4.1%	3.7%	0.0%	0.0%	0.0%	2.0%	3.3%
	<b>excellent/good</b>	<b>65.3%</b>	<b>67.0%</b>	<b>74.4%</b>	<b>73.1%</b>	<b>61.9%</b>	<b>55.2%</b>	<b>61.4%</b>	<b>77.4%</b>	<b>74.1%</b>	<b>71.6%</b>	<b>69.5%</b>	<b>65.7%</b>	<b>72.4%</b>	<b>86.7%</b>	<b>69.3%</b>	<b>71.3%</b>
<b>not so good/poor</b>	<b>32.7%</b>	<b>33.0%</b>	<b>20.9%</b>	<b>22.4%</b>	<b>38.1%</b>	<b>37.9%</b>	<b>36.4%</b>	<b>22.6%</b>	<b>22.4%</b>	<b>24.3%</b>	<b>26.8%</b>	<b>34.3%</b>	<b>27.6%</b>	<b>13.3%</b>	<b>28.7%</b>	<b>25.3%</b>	
17. convenient business hours	Excellent	6.1%	6.2%	12.8%	9.0%	9.5%	6.9%	4.5%	9.7%	9.8%	13.5%	11.0%	4.5%	6.9%	0.0%	8.7%	8.7%
	Good	65.3%	64.9%	52.3%	73.1%	57.1%	58.6%	70.5%	66.1%	61.5%	60.8%	64.6%	58.2%	69.0%	46.7%	59.3%	67.3%
	Not so good	14.3%	18.6%	23.3%	9.0%	23.8%	13.8%	11.4%	14.5%	19.6%	10.8%	11.0%	31.3%	17.2%	33.3%	21.3%	12.7%
	Poor	12.2%	10.3%	11.6%	3.0%	9.5%	6.9%	13.6%	9.7%	8.4%	9.5%	13.4%	6.0%	6.9%	13.3%	8.7%	10.0%
	other, don't know	2.0%	0.0%	0.0%	6.0%	0.0%	13.8%	0.0%	0.0%	0.7%	5.4%	10.8%	0.0%	0.0%	6.7%	2.0%	1.3%
	<b>excellent/good</b>	<b>71.4%</b>	<b>71.1%</b>	<b>65.1%</b>	<b>82.1%</b>	<b>66.7%</b>	<b>65.5%</b>	<b>75.0%</b>	<b>75.8%</b>	<b>71.3%</b>	<b>74.3%</b>	<b>75.6%</b>	<b>62.7%</b>	<b>75.9%</b>	<b>46.7%</b>	<b>68.0%</b>	<b>76.0%</b>
<b>not so good/poor</b>	<b>26.5%</b>	<b>28.9%</b>	<b>34.9%</b>	<b>12.0%</b>	<b>33.3%</b>	<b>20.7%</b>	<b>25.0%</b>	<b>24.2%</b>	<b>28.0%</b>	<b>20.3%</b>	<b>24.4%</b>	<b>37.3%</b>	<b>24.1%</b>	<b>46.6%</b>	<b>30.0%</b>	<b>22.7%</b>	
18. available green space	Excellent	8.2%	5.2%	7.0%	3.0%	23.8%	6.9%	0.0%	6.5%	4.2%	5.4%	7.3%	3.0%	10.3%	6.7%	5.3%	6.0%
	Good	44.9%	40.2%	39.5%	43.3%	38.1%	34.5%	50.0%	35.5%	43.4%	39.2%	47.6%	47.8%	20.7%	33.3%	45.3%	38.0%
	Not so good	32.7%	37.1%	27.9%	20.9%	19.0%	27.6%	38.6%	37.1%	26.6%	25.7%	23.2%	28.4%	62.1%	33.3%	31.3%	28.7%
	Poor	12.2%	10.3%	16.3%	13.4%	19.0%	13.8%	6.8%	12.9%	14.0%	14.9%	15.9%	11.9%	6.9%	20.0%	9.3%	16.7%
	other, don't know	2.0%	7.2%	9.3%	19.4%	0.0%	17.2%	4.5%	8.1%	11.9%	14.9%	6.1%	9.0%	0.0%	6.7%	8.7%	10.7%
	<b>excellent/good</b>	<b>53.1%</b>	<b>45.4%</b>	<b>46.5%</b>	<b>46.3%</b>	<b>61.9%</b>	<b>41.4%</b>	<b>50.0%</b>	<b>41.9%</b>	<b>47.6%</b>	<b>44.6%</b>	<b>54.9%</b>	<b>50.7%</b>	<b>31.0%</b>	<b>40.0%</b>	<b>50.7%</b>	<b>44.0%</b>
<b>not so good/poor</b>	<b>44.9%</b>	<b>47.4%</b>	<b>44.2%</b>	<b>34.3%</b>	<b>38.1%</b>	<b>41.4%</b>	<b>45.5%</b>	<b>50.0%</b>	<b>40.6%</b>	<b>40.5%</b>	<b>39.0%</b>	<b>40.3%</b>	<b>69.0%</b>	<b>53.3%</b>	<b>40.7%</b>	<b>45.3%</b>	
19. preservation of historic structures	Excellent	4.1%	3.1%	8.1%	4.5%	9.5%	6.9%	4.5%	6.5%	3.5%	4.1%	6.1%	3.0%	6.9%	6.7%	5.3%	4.7%
	Good	53.1%	58.8%	40.7%	56.7%	61.9%	62.1%	65.9%	53.2%	43.4%	55.4%	40.2%	61.2%	44.8%	60.0%	55.3%	48.7%
	Not so good	32.7%	26.8%	25.6%	16.4%	19.0%	20.7%	20.5%	21.0%	30.1%	20.3%	28.0%	26.9%	41.4%	20.0%	22.7%	27.3%
	Poor	8.2%	9.3%	19.8%	9.0%	9.5%	0.0%	4.5%	12.9%	16.8%	12.2%	20.7%	6.0%	3.4%	6.7%	10.0%	14.0%
	other, don't know	2.0%	2.1%	5.8%	13.4%	0.0%	10.3%	4.5%	6.5%	6.3%	8.1%	4.9%	3.0%	3.4%	6.7%	6.7%	5.3%
	<b>excellent/good</b>	<b>57.1%</b>	<b>61.9%</b>	<b>48.8%</b>	<b>61.2%</b>	<b>71.4%</b>	<b>69.0%</b>	<b>70.5%</b>	<b>59.7%</b>	<b>46.9%</b>	<b>59.5%</b>	<b>46.3%</b>	<b>64.2%</b>	<b>51.7%</b>	<b>66.7%</b>	<b>60.7%</b>	<b>53.3%</b>
<b>not so good/poor</b>	<b>40.8%</b>	<b>36.1%</b>	<b>45.3%</b>	<b>25.4%</b>	<b>28.6%</b>	<b>20.7%</b>	<b>25.0%</b>	<b>33.9%</b>	<b>46.9%</b>	<b>32.4%</b>	<b>48.8%</b>	<b>32.8%</b>	<b>44.8%</b>	<b>26.7%</b>	<b>32.7%</b>	<b>41.3%</b>	
20. occupied storefronts	Excellent	4.1%	3.1%	2.3%	4.5%	0.0%	10.3%	0.0%	1.6%	4.2%	9.5%	1.2%	1.5%	0.0%	2.7%	4.0%	
	Good	53.1%	42.3%	38.4%	37.3%	52.4%	41.4%	50.0%	43.5%	37.8%	35.1%	51.2%	35.8%	41.4%	40.0%	44.7%	39.3%
	Not so good	30.6%	39.2%	34.9%	31.3%	28.6%	24.1%	40.9%	38.7%	33.6%	32.4%	26.8%	41.8%	51.7%	40.0%	34.7%	34.7%
	Poor	10.2%	11.3%	23.3%	17.9%	19.0%	13.8%	9.1%	12.9%	19.6%	17.6%	17.1%	20.9%	3.4%	13.3%	12.7%	19.3%
	other, don't know	2.0%	4.1%	1.2%	9.0%	0.0%	10.3%	0.0%	3.2%	4.9%	5.4%	3.7%	0.0%	3.4%	6.7%	5.3%	2.7%
	<b>excellent/good</b>	<b>57.1%</b>	<b>45.4%</b>	<b>40.7%</b>	<b>41.8%</b>	<b>52.4%</b>	<b>51.7%</b>	<b>50.0%</b>	<b>45.2%</b>	<b>42.0%</b>	<b>44.6%</b>	<b>52.4%</b>	<b>37.3%</b>	<b>41.4%</b>	<b>40.0%</b>	<b>47.3%</b>	<b>43.3%</b>
<b>not so good/poor</b>	<b>40.8%</b>	<b>50.5%</b>	<b>58.1%</b>	<b>49.3%</b>	<b>47.6%</b>	<b>37.9%</b>	<b>50.0%</b>	<b>51.6%</b>	<b>53.1%</b>	<b>50.0%</b>	<b>43.9%</b>	<b>62.7%</b>	<b>55.2%</b>	<b>53.3%</b>	<b>47.3%</b>	<b>54.0%</b>	

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Final Survey Findings and Results

Aurora, Missouri

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
21. convenient parking	Excellent	2.9%	11.8%	10.6%	6.9%	16.7%	7.7%	13.2%	12.5%	7.3%	1.9%	15.3%	5.8%	6.5%	10.0%	10.0%	8.0%
	Good	44.1%	49.5%	65.9%	77.0%	41.7%	53.8%	50.0%	46.9%	68.6%	66.7%	63.5%	63.8%	54.8%	46.7%	61.3%	62.0%
	Not so good	32.4%	31.2%	17.6%	10.3%	25.0%	23.1%	34.2%	31.2%	16.8%	20.4%	15.3%	23.2%	25.8%	36.7%	18.7%	24.0%
	Poor	20.6%	7.5%	5.9%	3.4%	16.7%	11.5%	2.6%	9.4%	6.8%	9.3%	4.7%	7.2%	12.9%	6.7%	9.3%	5.3%
	other, don't know	0.0%	0.0%	0.0%	2.3%	0.0%	3.8%	0.0%	0.0%	0.5%	1.9%	1.2%	0.0%	0.0%	0.0%	0.7%	0.7%
	<b>excellent/good</b>	<b>47.1%</b>	<b>61.3%</b>	<b>76.5%</b>	<b>83.9%</b>	<b>58.3%</b>	<b>61.5%</b>	<b>63.2%</b>	<b>59.4%</b>	<b>75.9%</b>	<b>68.5%</b>	<b>78.8%</b>	<b>69.6%</b>	<b>61.3%</b>	<b>56.7%</b>	<b>71.3%</b>	<b>70.0%</b>
<b>not so good/poor</b>	<b>52.9%</b>	<b>38.7%</b>	<b>23.5%</b>	<b>13.8%</b>	<b>41.7%</b>	<b>34.6%</b>	<b>36.8%</b>	<b>40.6%</b>	<b>23.6%</b>	<b>29.6%</b>	<b>20.0%</b>	<b>30.4%</b>	<b>38.7%</b>	<b>43.3%</b>	<b>28.0%</b>	<b>29.3%</b>	
23. diverse mix of businesses	Excellent	2.0%	5.2%	15.1%	10.4%	9.5%	3.4%	9.1%	4.8%	11.2%	13.5%	9.8%	9.0%	0.0%	6.7%	9.3%	8.0%
	Good	63.3%	74.2%	68.6%	73.1%	76.2%	58.6%	68.2%	64.5%	75.5%	60.8%	70.7%	70.1%	82.8%	73.3%	70.7%	70.7%
	Not so good	24.5%	16.5%	12.8%	9.0%	9.5%	27.6%	15.9%	24.2%	9.1%	14.9%	12.2%	19.4%	13.8%	13.3%	16.0%	14.0%
	Poor	8.2%	4.1%	3.5%	6.0%	4.8%	6.9%	4.5%	6.5%	4.2%	8.1%	7.3%	1.5%	3.4%	6.7%	3.3%	6.7%
	other, don't know	2.0%	0.0%	0.0%	1.5%	0.0%	3.4%	2.3%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.7%	0.7%
	<b>excellent/good</b>	<b>65.3%</b>	<b>79.4%</b>	<b>83.7%</b>	<b>83.6%</b>	<b>85.7%</b>	<b>62.1%</b>	<b>77.3%</b>	<b>69.4%</b>	<b>86.7%</b>	<b>74.3%</b>	<b>80.5%</b>	<b>79.1%</b>	<b>82.8%</b>	<b>80.0%</b>	<b>80.0%</b>	<b>78.7%</b>
<b>not so good/poor</b>	<b>32.7%</b>	<b>20.6%</b>	<b>16.3%</b>	<b>14.9%</b>	<b>14.3%</b>	<b>34.5%</b>	<b>20.5%</b>	<b>30.6%</b>	<b>13.3%</b>	<b>23.0%</b>	<b>19.5%</b>	<b>20.9%</b>	<b>17.2%</b>	<b>20.0%</b>	<b>19.3%</b>	<b>20.7%</b>	
23. dining options	Excellent	8.2%	6.2%	10.5%	7.5%	4.8%	6.9%	9.1%	8.1%	8.4%	13.5%	6.1%	7.5%	0.0%	13.3%	7.3%	8.7%
	Good	65.3%	55.7%	57.0%	37.3%	61.9%	34.5%	56.8%	51.6%	56.6%	43.2%	52.4%	50.7%	75.9%	60.0%	57.3%	50.0%
	Not so good	20.4%	32.0%	25.6%	23.9%	14.3%	41.4%	31.8%	29.0%	21.7%	17.6%	34.1%	34.3%	17.2%	26.7%	26.0%	26.7%
	Poor	6.1%	6.2%	7.0%	22.4%	14.3%	13.8%	2.3%	11.3%	10.5%	21.6%	6.1%	7.5%	6.9%	0.0%	7.3%	12.7%
	other, don't know	0.0%	0.0%	0.0%	9.0%	4.8%	3.4%	0.0%	0.0%	2.8%	4.1%	1.2%	0.0%	0.0%	0.0%	2.0%	2.0%
	<b>excellent/good</b>	<b>73.5%</b>	<b>61.9%</b>	<b>67.4%</b>	<b>44.8%</b>	<b>66.7%</b>	<b>41.4%</b>	<b>65.9%</b>	<b>59.7%</b>	<b>65.0%</b>	<b>56.8%</b>	<b>58.5%</b>	<b>58.2%</b>	<b>75.9%</b>	<b>73.3%</b>	<b>64.7%</b>	<b>58.7%</b>
<b>not so good/poor</b>	<b>26.5%</b>	<b>38.1%</b>	<b>32.6%</b>	<b>46.3%</b>	<b>28.6%</b>	<b>55.2%</b>	<b>34.1%</b>	<b>40.3%</b>	<b>32.2%</b>	<b>39.2%</b>	<b>40.2%</b>	<b>41.8%</b>	<b>24.1%</b>	<b>26.7%</b>	<b>33.3%</b>	<b>39.3%</b>	
24. entertainment options	Excellent	0.0%	1.0%	3.5%	1.5%	4.8%	0.0%	2.3%	3.2%	0.7%	5.4%	1.2%	0.0%	0.0%	2.0%	1.3%	
	Good	22.4%	14.4%	15.1%	25.4%	23.8%	17.2%	20.5%	22.6%	16.1%	20.3%	22.0%	13.4%	10.3%	13.3%	21.3%	16.0%
	Not so good	53.1%	61.9%	46.5%	29.9%	38.1%	55.2%	54.5%	43.5%	49.0%	33.8%	43.9%	59.7%	72.4%	73.3%	49.3%	48.0%
	Poor	24.5%	20.6%	30.2%	26.9%	28.6%	20.7%	18.2%	24.2%	28.7%	32.4%	25.6%	23.9%	17.2%	13.3%	20.7%	30.0%
	other, don't know	0.0%	2.1%	4.7%	16.4%	4.8%	6.9%	4.5%	6.5%	5.6%	8.1%	7.3%	3.0%	0.0%	0.0%	6.7%	4.7%
	<b>excellent/good</b>	<b>22.4%</b>	<b>15.5%</b>	<b>18.6%</b>	<b>26.9%</b>	<b>28.6%</b>	<b>17.2%</b>	<b>22.7%</b>	<b>25.8%</b>	<b>16.8%</b>	<b>25.7%</b>	<b>23.2%</b>	<b>13.4%</b>	<b>10.3%</b>	<b>13.3%</b>	<b>23.3%</b>	<b>17.3%</b>
<b>not so good/poor</b>	<b>77.6%</b>	<b>82.5%</b>	<b>76.7%</b>	<b>56.7%</b>	<b>66.7%</b>	<b>75.9%</b>	<b>72.7%</b>	<b>67.7%</b>	<b>77.6%</b>	<b>66.2%</b>	<b>69.5%</b>	<b>83.6%</b>	<b>89.7%</b>	<b>86.7%</b>	<b>70.0%</b>	<b>78.0%</b>	
25. condition of streets	Excellent	4.1%	1.0%	8.1%	6.0%	4.8%	6.9%	2.3%	1.6%	6.3%	4.1%	6.1%	6.0%	0.0%	5.3%	4.0%	
	Good	71.4%	71.1%	60.5%	68.7%	61.9%	62.1%	61.4%	64.5%	72.0%	62.2%	64.6%	67.2%	89.7%	86.7%	67.3%	67.3%
	Not so good	18.4%	17.5%	20.9%	16.4%	14.3%	20.7%	25.0%	17.7%	16.8%	21.6%	15.9%	17.9%	10.3%	6.7%	17.3%	19.3%
	Poor	6.1%	9.3%	10.5%	6.0%	19.0%	6.9%	9.1%	16.1%	4.2%	10.8%	12.2%	9.0%	0.0%	6.7%	8.7%	8.7%
	other, don't know	0.0%	1.0%	0.0%	3.0%	0.0%	3.4%	2.3%	0.0%	0.7%	1.4%	1.2%	0.0%	0.0%	1.3%	0.7%	
	<b>excellent/good</b>	<b>75.5%</b>	<b>72.2%</b>	<b>68.6%</b>	<b>74.6%</b>	<b>66.7%</b>	<b>69.0%</b>	<b>63.6%</b>	<b>66.1%</b>	<b>78.3%</b>	<b>66.2%</b>	<b>70.7%</b>	<b>73.1%</b>	<b>89.7%</b>	<b>86.7%</b>	<b>72.7%</b>	<b>71.3%</b>
<b>not so good/poor</b>	<b>24.5%</b>	<b>26.8%</b>	<b>31.4%</b>	<b>22.4%</b>	<b>33.3%</b>	<b>27.6%</b>	<b>34.1%</b>	<b>33.9%</b>	<b>21.0%</b>	<b>32.4%</b>	<b>28.0%</b>	<b>26.9%</b>	<b>10.3%</b>	<b>13.3%</b>	<b>26.0%</b>	<b>28.0%</b>	

Downtown Revitalization and Economic Assistance for Missouri  
Community Survey Telephone Report  
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Aurora, Missouri

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
26. condition of sidewalks	Excellent	2.0%	5.2%	10.5%	4.5%	4.8%	0.0%	9.1%	8.1%	5.6%	5.4%	3.7%	10.4%	3.4%	0.0%	6.0%	6.0%
	Good	59.2%	63.9%	59.3%	67.2%	57.1%	62.1%	63.6%	54.8%	65.7%	55.4%	65.9%	58.2%	79.3%	73.3%	65.3%	59.3%
	Not so good	24.5%	16.5%	19.8%	14.9%	9.5%	24.1%	18.2%	16.1%	19.6%	20.3%	15.9%	16.4%	10.3%	26.7%	18.0%	18.7%
	Poor	10.2%	12.4%	8.1%	9.0%	19.0%	10.3%	6.8%	16.1%	7.7%	16.2%	9.8%	11.9%	6.9%	0.0%	8.0%	12.7%
	other, don't know	4.1%	2.1%	2.3%	4.5%	9.5%	3.4%	2.3%	4.8%	1.4%	2.7%	4.9%	3.0%	0.0%	0.0%	2.7%	3.3%
	<b>excellent/good</b>	<b>61.2%</b>	<b>69.1%</b>	<b>69.8%</b>	<b>71.6%</b>	<b>61.9%</b>	<b>62.1%</b>	<b>72.7%</b>	<b>62.9%</b>	<b>71.3%</b>	<b>60.8%</b>	<b>69.5%</b>	<b>68.7%</b>	<b>82.8%</b>	<b>73.3%</b>	<b>71.3%</b>	<b>65.3%</b>
<b>not so good/poor</b>	<b>34.7%</b>	<b>28.9%</b>	<b>27.9%</b>	<b>23.9%</b>	<b>28.6%</b>	<b>34.5%</b>	<b>25.0%</b>	<b>32.3%</b>	<b>27.3%</b>	<b>36.5%</b>	<b>25.6%</b>	<b>28.4%</b>	<b>17.2%</b>	<b>26.7%</b>	<b>26.0%</b>	<b>31.3%</b>	
27. How important would you say it is that Aurora work to retain its downtown's historic character? Would you say it is very important, somewhat, not very or not at all important?	Very	44.9%	51.5%	38.4%	38.8%	52.4%	44.8%	40.9%	50.0%	40.6%	48.6%	43.9%	43.3%	27.6%	33.3%	38.7%	48.7%
	Somewhat	42.9%	40.2%	52.3%	35.8%	33.3%	41.4%	52.3%	33.9%	45.5%	33.8%	43.9%	44.8%	58.6%	60.0%	43.3%	42.7%
	Not very	8.2%	4.1%	4.7%	14.9%	4.8%	3.4%	4.5%	9.7%	9.1%	6.8%	7.3%	9.0%	10.3%	6.7%	8.7%	6.7%
	Not at all	4.1%	4.1%	4.7%	7.5%	9.5%	6.9%	2.3%	6.5%	4.2%	9.5%	4.9%	3.0%	3.4%	0.0%	8.0%	2.0%
	other, don't know	0.0%	0.0%	0.0%	3.0%	0.0%	3.4%	0.0%	0.0%	0.7%	1.4%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%
	<b>very/somewhat</b>	<b>87.8%</b>	<b>91.8%</b>	<b>90.7%</b>	<b>74.6%</b>	<b>85.7%</b>	<b>86.2%</b>	<b>93.2%</b>	<b>83.9%</b>	<b>86.0%</b>	<b>82.4%</b>	<b>87.8%</b>	<b>88.1%</b>	<b>86.2%</b>	<b>93.3%</b>	<b>82.0%</b>	<b>91.3%</b>
<b>not very/not at all</b>	<b>12.2%</b>	<b>8.2%</b>	<b>9.3%</b>	<b>22.4%</b>	<b>14.3%</b>	<b>10.3%</b>	<b>6.8%</b>	<b>16.1%</b>	<b>13.3%</b>	<b>16.2%</b>	<b>12.2%</b>	<b>11.9%</b>	<b>13.8%</b>	<b>6.7%</b>	<b>16.7%</b>	<b>8.7%</b>	
28. lodging such as hotel, motel or bed and breakfast	1 = Very Low priority	10.2%	13.4%	18.6%	22.4%	4.8%	20.7%	13.6%	19.4%	17.5%	17.6%	18.3%	10.4%	17.2%	20.0%	19.3%	14.0%
	2	28.6%	15.5%	12.8%	23.9%	28.6%	6.9%	22.7%	14.5%	20.3%	16.2%	22.0%	22.4%	10.3%	20.0%	19.3%	18.0%
	3	14.3%	33.0%	26.7%	17.9%	28.6%	24.1%	29.5%	19.4%	25.2%	24.3%	24.4%	23.9%	37.9%	26.7%	24.0%	25.3%
	4	14.3%	21.6%	16.3%	14.9%	19.0%	6.9%	18.2%	19.4%	18.2%	14.9%	15.9%	20.9%	17.2%	26.7%	14.0%	20.7%
	5 = Very High priority	32.7%	16.5%	24.4%	17.9%	19.0%	37.9%	15.9%	27.4%	17.5%	25.7%	18.3%	22.4%	17.2%	6.7%	22.0%	21.3%
	Other, don't know	0.0%	0.0%	1.2%	3.0%	0.0%	3.4%	0.0%	0.0%	1.4%	1.4%	1.2%	0.0%	0.0%	0.0%	1.3%	0.7%
<b>total low priority (1-2)</b>	<b>38.8%</b>	<b>28.9%</b>	<b>31.4%</b>	<b>46.3%</b>	<b>33.3%</b>	<b>27.6%</b>	<b>36.4%</b>	<b>33.9%</b>	<b>37.8%</b>	<b>33.8%</b>	<b>40.2%</b>	<b>32.8%</b>	<b>27.6%</b>	<b>40.0%</b>	<b>38.7%</b>	<b>32.0%</b>	
<b>total high priority (4-5)</b>	<b>46.9%</b>	<b>38.1%</b>	<b>40.7%</b>	<b>32.8%</b>	<b>38.1%</b>	<b>44.8%</b>	<b>34.1%</b>	<b>46.8%</b>	<b>35.7%</b>	<b>40.5%</b>	<b>34.1%</b>	<b>43.3%</b>	<b>34.5%</b>	<b>33.3%</b>	<b>36.0%</b>	<b>42.0%</b>	
29. family or casual style dining	1 = Very Low priority	8.2%	3.1%	9.3%	7.5%	0.0%	6.9%	6.8%	9.7%	7.0%	6.8%	9.8%	4.5%	3.4%	6.7%	8.7%	5.3%
	2	0.0%	4.1%	1.2%	9.0%	4.8%	3.4%	2.3%	4.8%	3.5%	6.8%	1.2%	3.0%	3.4%	0.0%	5.3%	2.0%
	3	12.2%	17.5%	15.1%	13.4%	4.8%	0.0%	27.3%	9.7%	18.2%	12.2%	13.4%	11.9%	24.1%	20.0%	18.7%	11.3%
	4	42.9%	26.8%	25.6%	31.3%	23.8%	34.5%	27.3%	32.3%	30.1%	21.6%	41.5%	26.9%	20.7%	46.7%	28.0%	32.0%
	5 = Very High priority	36.7%	47.4%	47.7%	32.8%	66.7%	48.3%	36.4%	43.5%	38.5%	50.0%	32.9%	52.2%	48.3%	26.7%	36.7%	48.0%
	other, don't know	0.0%	1.0%	1.2%	6.0%	0.0%	6.9%	0.0%	0.0%	2.8%	2.7%	1.2%	1.5%	0.0%	0.0%	2.7%	1.3%
<b>total low priority</b>	<b>8.2%</b>	<b>7.2%</b>	<b>10.5%</b>	<b>16.4%</b>	<b>4.8%</b>	<b>10.3%</b>	<b>9.1%</b>	<b>14.5%</b>	<b>10.5%</b>	<b>13.5%</b>	<b>11.0%</b>	<b>7.5%</b>	<b>6.9%</b>	<b>6.7%</b>	<b>14.0%</b>	<b>7.3%</b>	
<b>total high priority</b>	<b>79.6%</b>	<b>74.2%</b>	<b>73.3%</b>	<b>64.2%</b>	<b>90.5%</b>	<b>82.8%</b>	<b>63.6%</b>	<b>75.8%</b>	<b>68.5%</b>	<b>71.6%</b>	<b>74.4%</b>	<b>79.1%</b>	<b>69.0%</b>	<b>73.3%</b>	<b>64.7%</b>	<b>80.0%</b>	
31. restaurant with outdoor dining	1 = Very Low priority	8.2%	7.2%	15.1%	25.4%	4.8%	10.3%	13.6%	11.3%	16.8%	20.3%	14.6%	6.0%	10.3%	6.7%	15.3%	12.0%
	2	0.0%	8.2%	17.4%	17.9%	14.3%	10.3%	6.8%	4.8%	16.1%	12.2%	14.6%	9.0%	10.3%	13.3%	10.0%	
	3	44.9%	22.7%	22.1%	17.9%	28.6%	20.7%	27.3%	29.0%	23.1%	10.8%	23.2%	32.8%	48.3%	33.3%	24.7%	25.3%
	4	18.4%	32.0%	17.4%	17.9%	19.0%	17.2%	18.2%	25.8%	23.1%	17.6%	25.6%	28.4%	20.7%	20.0%	25.3%	19.3%
	5 = Very High priority	26.5%	29.9%	26.7%	17.9%	28.6%	37.9%	34.1%	27.4%	19.6%	36.5%	20.7%	22.4%	6.9%	26.7%	19.3%	32.0%
	other, don't know	2.0%	0.0%	1.2%	3.0%	4.8%	3.4%	0.0%	1.6%	1.4%	2.7%	1.2%	1.5%	3.4%	0.0%	2.0%	1.3%
<b>total low priority</b>	<b>8.2%</b>	<b>15.5%</b>	<b>32.6%</b>	<b>43.3%</b>	<b>19.0%</b>	<b>20.7%</b>	<b>20.5%</b>	<b>16.1%</b>	<b>32.9%</b>	<b>32.4%</b>	<b>29.3%</b>	<b>14.9%</b>	<b>20.7%</b>	<b>20.0%</b>	<b>28.7%</b>	<b>22.0%</b>	
<b>total high priority</b>	<b>44.9%</b>	<b>61.9%</b>	<b>44.2%</b>	<b>35.8%</b>	<b>47.6%</b>	<b>55.2%</b>	<b>52.3%</b>	<b>53.2%</b>	<b>42.7%</b>	<b>54.1%</b>	<b>46.3%</b>	<b>50.7%</b>	<b>27.6%</b>	<b>46.7%</b>	<b>44.7%</b>	<b>51.3%</b>	

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		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
32. ice cream shop/soda fountain	1 = Very Low priority	14.3%	6.2%	17.4%	25.4%	9.5%	13.8%	18.2%	12.9%	16.1%	14.9%	13.4%	16.4%	17.2%	6.7%	19.3%	10.7%
	2	14.3%	16.5%	11.6%	14.9%	9.5%	13.8%	11.4%	16.1%	15.4%	6.8%	15.9%	20.9%	10.3%	13.3%	17.3%	11.3%
	3	20.4%	23.7%	29.1%	26.9%	23.8%	31.0%	18.2%	21.0%	28.7%	23.0%	24.4%	23.9%	37.9%	20.0%	21.3%	29.3%
	4	20.4%	27.8%	20.9%	11.9%	23.8%	6.9%	31.8%	19.4%	21.0%	21.6%	19.5%	22.4%	17.2%	53.3%	22.0%	20.0%
	5 = Very High priority	30.6%	25.8%	20.9%	19.4%	33.3%	31.0%	20.5%	29.0%	18.9%	32.4%	25.6%	16.4%	17.2%	6.7%	18.7%	28.7%
	<b>total low priority</b>	<b>28.6%</b>	<b>22.7%</b>	<b>29.1%</b>	<b>40.3%</b>	<b>19.0%</b>	<b>27.6%</b>	<b>29.5%</b>	<b>29.0%</b>	<b>31.5%</b>	<b>21.6%</b>	<b>29.3%</b>	<b>37.3%</b>	<b>27.8%</b>	<b>20.0%</b>	<b>36.7%</b>	<b>22.0%</b>
	<b>total high priority</b>	<b>51.0%</b>	<b>53.6%</b>	<b>41.9%</b>	<b>31.3%</b>	<b>57.1%</b>	<b>37.9%</b>	<b>52.3%</b>	<b>48.4%</b>	<b>39.9%</b>	<b>54.1%</b>	<b>45.1%</b>	<b>38.8%</b>	<b>34.5%</b>	<b>60.0%</b>	<b>40.7%</b>	<b>48.7%</b>
33. upscale specialty shops		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	1 = Very Low priority	18.4%	13.4%	23.3%	26.9%	28.6%	20.7%	18.2%	22.6%	18.2%	21.6%	17.1%	22.4%	20.7%	20.0%	20.7%	19.3%
	2	12.2%	16.5%	24.4%	17.9%	4.8%	3.4%	25.0%	14.5%	23.1%	13.5%	20.7%	11.9%	31.0%	13.3%	18.7%	18.0%
	3	36.7%	36.1%	22.1%	20.9%	23.8%	48.3%	27.3%	24.2%	27.3%	24.3%	28.0%	34.3%	31.0%	33.3%	30.7%	26.7%
	4	20.4%	14.4%	14.0%	11.9%	14.3%	13.8%	18.2%	14.5%	14.0%	23.0%	13.4%	10.4%	10.3%	33.3%	14.7%	14.7%
	5 = Very High priority	12.2%	18.6%	14.0%	13.4%	28.6%	6.9%	11.4%	22.6%	12.6%	12.0%	15.9%	19.4%	6.9%	0.0%	12.0%	18.0%
other, don't know	0.0%	1.0%	2.3%	9.0%	0.0%	6.9%	0.0%	1.6%	4.9%	5.4%	4.9%	1.5%	0.0%	0.0%	3.3%	3.3%	
<b>total low priority</b>	<b>30.6%</b>	<b>29.9%</b>	<b>47.7%</b>	<b>44.8%</b>	<b>33.3%</b>	<b>24.1%</b>	<b>43.2%</b>	<b>37.1%</b>	<b>41.3%</b>	<b>35.1%</b>	<b>37.8%</b>	<b>34.3%</b>	<b>51.7%</b>	<b>33.3%</b>	<b>39.3%</b>	<b>37.3%</b>	
<b>total high priority</b>	<b>32.7%</b>	<b>33.0%</b>	<b>27.9%</b>	<b>25.4%</b>	<b>42.9%</b>	<b>20.7%</b>	<b>29.5%</b>	<b>37.1%</b>	<b>26.6%</b>	<b>35.1%</b>	<b>29.3%</b>	<b>29.9%</b>	<b>17.2%</b>	<b>33.3%</b>	<b>26.7%</b>	<b>32.7%</b>	
34. antique shops		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	1 = Very Low priority	22.4%	17.5%	23.3%	25.4%	28.6%	34.5%	25.0%	14.5%	20.3%	29.7%	23.2%	14.9%	24.1%	13.3%	22.7%	21.3%
	2	20.4%	23.7%	16.3%	17.9%	19.0%	10.3%	27.3%	14.5%	21.7%	6.8%	18.3%	28.4%	20.7%	33.3%	22.7%	16.7%
	3	36.7%	23.7%	31.4%	23.9%	33.3%	17.2%	25.0%	29.0%	30.1%	21.6%	29.3%	29.9%	37.9%	26.7%	25.3%	30.7%
	4	12.2%	20.6%	17.4%	16.4%	4.8%	20.7%	13.6%	27.4%	15.4%	20.3%	23.2%	14.9%	6.9%	13.3%	18.7%	16.0%
	5 = Very High priority	6.1%	14.4%	10.5%	11.9%	9.5%	13.8%	9.1%	14.5%	10.5%	20.3%	4.9%	10.4%	6.9%	13.3%	8.7%	14.0%
Other, don't know	2.0%	0.0%	1.2%	4.5%	4.8%	3.4%	0.0%	0.0%	2.1%	1.4%	1.2%	1.5%	3.4%	0.0%	2.0%	1.3%	
<b>total low priority (1-2)</b>	<b>42.9%</b>	<b>41.2%</b>	<b>39.5%</b>	<b>43.3%</b>	<b>47.6%</b>	<b>44.8%</b>	<b>52.3%</b>	<b>29.0%</b>	<b>42.0%</b>	<b>36.5%</b>	<b>41.5%</b>	<b>43.3%</b>	<b>44.8%</b>	<b>46.7%</b>	<b>45.3%</b>	<b>38.0%</b>	
<b>total high priority (4-5)</b>	<b>18.4%</b>	<b>35.1%</b>	<b>27.9%</b>	<b>28.4%</b>	<b>14.3%</b>	<b>34.5%</b>	<b>22.7%</b>	<b>41.9%</b>	<b>25.9%</b>	<b>40.5%</b>	<b>28.0%</b>	<b>25.4%</b>	<b>13.8%</b>	<b>26.7%</b>	<b>27.3%</b>	<b>30.0%</b>	
35. Art galleries and shops		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	1 = Very Low priority	12.2%	18.6%	30.2%	40.3%	9.5%	31.0%	25.0%	21.0%	28.7%	27.0%	25.6%	23.9%	17.2%	26.7%	28.7%	22.7%
	2	24.5%	13.4%	11.6%	17.9%	14.3%	6.9%	18.2%	14.5%	17.5%	10.8%	13.4%	25.4%	17.2%	13.3%	16.0%	15.3%
	3	26.5%	32.0%	24.4%	19.4%	9.5%	34.5%	29.5%	24.2%	26.6%	24.3%	28.0%	17.9%	41.4%	26.7%	24.0%	28.0%
	4	20.4%	17.5%	16.3%	11.9%	28.6%	10.3%	11.4%	22.6%	14.7%	14.9%	18.3%	16.4%	13.8%	20.0%	20.0%	12.7%
5 = Very High priority	14.3%	18.6%	17.4%	9.0%	33.3%	13.8%	15.9%	16.1%	12.6%	21.6%	13.4%	16.4%	6.9%	13.3%	10.0%	20.7%	
<b>total low priority</b>	<b>36.7%</b>	<b>32.0%</b>	<b>41.9%</b>	<b>58.2%</b>	<b>23.8%</b>	<b>37.9%</b>	<b>43.2%</b>	<b>35.5%</b>	<b>46.2%</b>	<b>37.8%</b>	<b>39.0%</b>	<b>49.3%</b>	<b>34.5%</b>	<b>40.0%</b>	<b>44.7%</b>	<b>38.0%</b>	
<b>total high priority</b>	<b>34.7%</b>	<b>36.1%</b>	<b>33.7%</b>	<b>20.9%</b>	<b>61.9%</b>	<b>24.1%</b>	<b>27.3%</b>	<b>38.7%</b>	<b>27.3%</b>	<b>36.5%</b>	<b>31.7%</b>	<b>32.8%</b>	<b>20.7%</b>	<b>33.3%</b>	<b>30.0%</b>	<b>33.3%</b>	
36. coffee shop		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	1 = Very Low priority	20.4%	13.4%	20.9%	20.9%	14.3%	27.6%	13.6%	19.4%	18.9%	18.9%	20.7%	11.9%	17.2%	6.7%	18.7%	18.7%
	2	18.4%	17.5%	18.6%	28.4%	14.3%	10.3%	25.0%	24.2%	20.3%	20.3%	14.6%	23.9%	31.0%	20.0%	21.3%	19.3%
	3	26.5%	23.7%	26.7%	19.4%	23.8%	17.2%	20.5%	21.0%	27.3%	25.7%	31.7%	26.9%	13.8%	20.0%	26.7%	21.3%
	4	18.4%	26.8%	16.3%	10.4%	23.8%	27.6%	27.3%	19.4%	13.3%	13.4%	15.9%	22.4%	24.1%	33.3%	18.0%	19.3%
	5 = Very High priority	14.3%	18.6%	16.3%	13.4%	19.0%	13.8%	11.4%	16.1%	17.5%	20.3%	13.4%	13.4%	10.3%	20.0%	12.7%	19.3%
other, don't know	2.0%	0.0%	1.2%	7.5%	4.8%	3.4%	2.3%	0.0%	2.8%	1.4%	3.7%	1.5%	3.4%	0.0%	2.7%	2.0%	
<b>total low priority</b>	<b>38.8%</b>	<b>30.9%</b>	<b>39.5%</b>	<b>49.3%</b>	<b>28.6%</b>	<b>37.9%</b>	<b>38.6%</b>	<b>43.6%</b>	<b>39.2%</b>	<b>39.2%</b>	<b>35.3%</b>	<b>35.8%</b>	<b>48.2%</b>	<b>26.7%</b>	<b>40.0%</b>	<b>38.0%</b>	
<b>total high priority</b>	<b>32.7%</b>	<b>45.4%</b>	<b>32.6%</b>	<b>23.9%</b>	<b>42.9%</b>	<b>41.4%</b>	<b>38.6%</b>	<b>35.5%</b>	<b>30.8%</b>	<b>33.8%</b>	<b>29.3%</b>	<b>35.8%</b>	<b>34.5%</b>	<b>53.3%</b>	<b>30.7%</b>	<b>38.7%</b>	

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		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
37. upscale dining	1 = Very Low priority	14.3%	8.2%	16.3%	22.4%	0.0%	17.2%	9.1%	19.4%	16.1%	21.6%	17.1%	4.5%	6.9%	13.3%	16.0%	13.3%
	2	16.3%	9.3%	11.6%	13.4%	4.8%	17.2%	11.4%	11.3%	12.6%	14.9%	9.8%	7.5%	13.8%	12.6%	12.0%	12.0%
	3	26.5%	34.0%	18.6%	23.9%	28.6%	13.8%	38.6%	25.8%	24.5%	24.3%	24.4%	29.9%	31.0%	33.3%	23.3%	28.7%
	4	22.4%	24.7%	32.6%	14.9%	28.6%	10.3%	18.2%	24.2%	28.7%	14.9%	28.0%	29.9%	31.0%	33.3%	26.7%	22.0%
	5 = Very High priority	18.4%	23.7%	20.9%	22.4%	33.3%	37.9%	22.7%	17.7%	17.5%	23.0%	19.5%	26.9%	13.8%	13.3%	20.0%	23.3%
	other, don't know	2.0%	0.0%	0.0%	3.0%	4.8%	3.4%	0.0%	1.6%	0.7%	1.4%	1.2%	1.5%	3.4%	0.0%	2.0%	0.7%
	<b>total low priority</b>	<b>30.6%</b>	<b>17.5%</b>	<b>27.9%</b>	<b>35.8%</b>	<b>4.8%</b>	<b>34.5%</b>	<b>20.5%</b>	<b>30.6%</b>	<b>28.7%</b>	<b>36.5%</b>	<b>26.8%</b>	<b>11.9%</b>	<b>20.7%</b>	<b>20.0%</b>	<b>28.0%</b>	<b>25.3%</b>
	<b>total high priority</b>	<b>40.8%</b>	<b>48.5%</b>	<b>53.5%</b>	<b>37.3%</b>	<b>61.9%</b>	<b>48.3%</b>	<b>40.9%</b>	<b>41.9%</b>	<b>46.2%</b>	<b>37.8%</b>	<b>47.6%</b>	<b>56.7%</b>	<b>44.8%</b>	<b>46.7%</b>	<b>46.7%</b>	<b>45.3%</b>
38. clothing stores	1 = Very Low priority	10.2%	3.1%	12.8%	16.4%	0.0%	24.1%	6.8%	14.5%	7.7%	16.2%	8.5%	4.5%	0.0%	13.3%	12.0%	8.0%
	2	14.3%	7.2%	8.1%	13.4%	9.5%	6.9%	20.5%	6.5%	9.1%	5.4%	14.6%	13.4%	10.3%	13.3%	6.7%	
	3	18.4%	26.8%	24.4%	19.4%	23.8%	3.4%	15.9%	27.4%	28.0%	10.8%	30.5%	25.4%	31.0%	26.7%	27.3%	19.3%
	4	24.5%	29.9%	24.4%	19.4%	14.3%	24.1%	31.8%	25.8%	23.8%	24.3%	20.7%	31.3%	31.0%	33.3%	26.0%	24.0%
	5 = Very High priority	30.6%	33.0%	30.2%	29.9%	47.6%	37.9%	25.0%	25.8%	31.5%	41.9%	25.6%	25.4%	24.1%	26.7%	20.7%	41.3%
	other, don't know	2.0%	0.0%	0.0%	3.0%	4.8%	3.4%	0.0%	1.6%	0.7%	1.4%	1.2%	1.5%	3.4%	0.0%	2.0%	0.7%
	<b>total low priority</b>	<b>24.5%</b>	<b>10.3%</b>	<b>20.9%</b>	<b>29.9%</b>	<b>9.5%</b>	<b>31.0%</b>	<b>27.3%</b>	<b>21.0%</b>	<b>16.8%</b>	<b>21.6%</b>	<b>23.2%</b>	<b>17.9%</b>	<b>10.3%</b>	<b>13.3%</b>	<b>25.3%</b>	<b>14.7%</b>
	<b>total high priority</b>	<b>55.1%</b>	<b>62.9%</b>	<b>54.7%</b>	<b>49.3%</b>	<b>61.9%</b>	<b>62.1%</b>	<b>56.8%</b>	<b>51.6%</b>	<b>55.2%</b>	<b>66.2%</b>	<b>46.3%</b>	<b>56.7%</b>	<b>55.2%</b>	<b>60.0%</b>	<b>46.7%</b>	<b>65.3%</b>
39. bakery	1 = Very Low priority	4.1%	9.3%	16.3%	22.4%	0.0%	13.8%	13.6%	12.9%	16.1%	14.9%	17.1%	10.4%	6.9%	6.7%	13.3%	14.0%
	2	10.2%	10.3%	5.8%	13.4%	4.8%	0.0%	9.1%	9.7%	12.6%	9.5%	8.5%	10.4%	6.9%	20.0%	13.3%	6.0%
	3	34.7%	17.5%	23.3%	28.4%	23.8%	34.5%	22.7%	22.6%	23.8%	20.3%	25.6%	29.9%	27.6%	6.7%	24.7%	24.0%
	4	34.7%	28.9%	25.6%	11.9%	19.0%	13.8%	25.0%	27.4%	27.3%	17.6%	20.7%	31.3%	41.4%	26.7%	24.7%	25.3%
	5 = Very High priority	14.3%	34.0%	29.1%	20.9%	47.6%	34.5%	29.5%	27.4%	19.6%	36.5%	28.0%	16.4%	17.2%	40.0%	22.0%	30.7%
	other, don't know	2.0%	0.0%	0.0%	3.0%	4.8%	3.4%	0.0%	0.0%	0.7%	1.4%	0.0%	1.5%	0.0%	0.0%	2.0%	0.0%
	<b>total low priority</b>	<b>14.3%</b>	<b>19.6%</b>	<b>22.1%</b>	<b>35.8%</b>	<b>4.8%</b>	<b>13.8%</b>	<b>22.7%</b>	<b>22.6%</b>	<b>28.7%</b>	<b>24.3%</b>	<b>25.6%</b>	<b>20.9%</b>	<b>13.8%</b>	<b>26.7%</b>	<b>26.7%</b>	<b>20.0%</b>
	<b>total high priority</b>	<b>49.0%</b>	<b>62.9%</b>	<b>54.7%</b>	<b>32.8%</b>	<b>66.7%</b>	<b>48.3%</b>	<b>54.5%</b>	<b>54.8%</b>	<b>46.9%</b>	<b>54.1%</b>	<b>48.8%</b>	<b>47.8%</b>	<b>58.6%</b>	<b>66.7%</b>	<b>46.7%</b>	<b>56.0%</b>
40. bars/nightclubs	1 = Very Low priority	38.8%	48.5%	52.3%	65.7%	42.9%	48.3%	50.0%	48.4%	55.2%	52.7%	62.2%	34.3%	44.8%	40.0%	45.3%	58.0%
	2	10.2%	14.4%	15.1%	13.4%	9.5%	13.8%	13.6%	17.7%	12.6%	14.9%	11.0%	17.9%	17.2%	20.0%	15.3%	12.0%
	3	18.4%	15.5%	17.4%	9.0%	9.5%	20.7%	18.2%	16.1%	13.3%	9.5%	14.6%	19.4%	17.2%	26.7%	14.7%	15.3%
	4	12.2%	16.5%	5.8%	1.5%	9.5%	10.3%	11.4%	8.1%	9.1%	5.4%	4.9%	20.9%	13.8%	13.3%	13.3%	5.3%
	5 = Very High priority	18.4%	5.2%	7.0%	4.5%	23.8%	3.4%	6.8%	6.5%	7.0%	13.5%	4.9%	6.0%	3.4%	0.0%	8.0%	7.3%
	other, don't know	2.0%	0.0%	2.3%	6.0%	4.8%	3.4%	0.0%	3.2%	2.8%	4.1%	2.4%	1.5%	3.4%	0.0%	3.3%	2.0%
	<b>total low priority</b>	<b>49.0%</b>	<b>62.9%</b>	<b>67.4%</b>	<b>79.1%</b>	<b>52.4%</b>	<b>62.1%</b>	<b>63.6%</b>	<b>66.1%</b>	<b>67.8%</b>	<b>67.6%</b>	<b>73.2%</b>	<b>52.2%</b>	<b>62.1%</b>	<b>60.0%</b>	<b>60.7%</b>	<b>70.0%</b>
	<b>total high priority</b>	<b>30.6%</b>	<b>21.6%</b>	<b>12.8%</b>	<b>6.0%</b>	<b>33.3%</b>	<b>13.8%</b>	<b>18.2%</b>	<b>14.5%</b>	<b>16.1%</b>	<b>18.9%</b>	<b>9.8%</b>	<b>26.9%</b>	<b>17.2%</b>	<b>13.3%</b>	<b>21.3%</b>	<b>12.7%</b>
41. bookstore	1 = Very Low priority	8.2%	5.2%	15.1%	20.9%	4.8%	13.8%	11.4%	14.5%	11.9%	14.9%	11.0%	7.5%	6.9%	13.3%	10.7%	
	2	16.3%	8.2%	9.3%	14.9%	14.3%	10.3%	9.1%	11.3%	11.9%	9.5%	13.4%	14.9%	10.3%	6.7%	15.3%	7.3%
	3	30.6%	24.7%	27.9%	28.4%	23.8%	20.7%	36.4%	27.4%	26.6%	31.1%	24.4%	23.9%	27.6%	40.0%	26.7%	28.0%
	4	26.5%	28.9%	19.8%	14.9%	9.5%	27.6%	18.2%	24.2%	24.5%	16.2%	22.0%	26.9%	41.4%	20.0%	21.3%	24.0%
	5 = Very High priority	18.4%	33.0%	26.7%	16.4%	47.6%	24.1%	25.0%	21.0%	23.1%	27.0%	26.8%	25.4%	13.8%	26.7%	20.7%	29.3%
	other, don't know	0.0%	0.0%	1.2%	4.5%	0.0%	3.4%	0.0%	1.6%	2.1%	1.4%	2.4%	1.5%	0.0%	0.0%	2.7%	0.7%
	<b>total low priority</b>	<b>24.5%</b>	<b>13.4%</b>	<b>24.4%</b>	<b>35.8%</b>	<b>19.0%</b>	<b>24.1%</b>	<b>20.5%</b>	<b>25.8%</b>	<b>23.8%</b>	<b>24.3%</b>	<b>24.4%</b>	<b>22.4%</b>	<b>17.2%</b>	<b>13.3%</b>	<b>28.7%</b>	<b>18.0%</b>
	<b>total high priority</b>	<b>44.9%</b>	<b>61.9%</b>	<b>46.5%</b>	<b>31.3%</b>	<b>57.1%</b>	<b>51.7%</b>	<b>43.2%</b>	<b>45.2%</b>	<b>47.6%</b>	<b>43.2%</b>	<b>48.8%</b>	<b>52.2%</b>	<b>55.2%</b>	<b>46.7%</b>	<b>42.0%</b>	<b>53.3%</b>

Downtown Revitalization and Economic Assistance for Missouri  
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Final Survey Findings and Results

Aurora, Missouri

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
42. hunting/fishing/outdoor sporting goods store	1 = Very Low priority	18.4%	6.2%	19.8%	31.3%	19.0%	27.6%	18.2%	14.5%	17.5%	21.6%	15.9%	14.9%	13.8%	13.3%	18.0%	18.0%
	2	10.2%	13.4%	12.8%	9.0%	4.8%	10.3%	13.6%	9.7%	13.3%	10.8%	4.9%	11.9%	24.1%	33.3%	12.7%	10.7%
	3	28.6%	33.0%	25.6%	14.9%	14.3%	13.8%	34.1%	25.8%	28.0%	18.9%	25.6%	31.3%	41.4%	20.0%	24.0%	28.0%
	4	20.4%	20.6%	14.0%	19.4%	19.0%	13.8%	20.5%	16.1%	19.6%	16.2%	25.6%	19.4%	13.8%	6.7%	15.3%	21.3%
	5 = Very High priority	22.4%	26.8%	26.7%	19.4%	42.9%	31.0%	13.6%	33.9%	18.9%	31.1%	25.6%	22.4%	6.9%	26.7%	28.7%	20.0%
	other, don't know	0.0%	0.0%	1.2%	6.0%	0.0%	3.4%	0.0%	0.0%	2.8%	1.4%	2.4%	0.0%	0.0%	0.0%	1.3%	2.0%
	<b>total low priority</b>	<b>28.6%</b>	<b>19.6%</b>	<b>32.6%</b>	<b>40.3%</b>	<b>23.8%</b>	<b>37.9%</b>	<b>31.8%</b>	<b>24.2%</b>	<b>30.8%</b>	<b>32.4%</b>	<b>20.7%</b>	<b>26.9%</b>	<b>37.9%</b>	<b>46.7%</b>	<b>30.7%</b>	<b>28.7%</b>
<b>total high priority</b>	<b>42.9%</b>	<b>47.4%</b>	<b>40.7%</b>	<b>38.8%</b>	<b>61.9%</b>	<b>44.8%</b>	<b>34.1%</b>	<b>50.0%</b>	<b>38.5%</b>	<b>47.3%</b>	<b>51.2%</b>	<b>41.8%</b>	<b>20.7%</b>	<b>33.3%</b>	<b>44.0%</b>	<b>41.3%</b>	
		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
43. Of the items listed above, what business would you most like to see in downtown Aurora?	lodging such as hotel, motel or bed and breakfast	0.0%	1.0%	1.2%	4.5%	0.0%	0.0%	2.3%	1.6%	2.1%	5.4%	0.0%	1.5%	0.0%	0.0%	2.0%	1.3%
	family or casual style dining	24.5%	21.6%	26.7%	25.4%	38.1%	20.7%	27.3%	24.2%	21.7%	23.0%	19.5%	32.8%	34.5%	6.7%	20.7%	28.0%
	restaurant with outdoor dining	6.1%	5.2%	5.8%	1.5%	0.0%	10.3%	13.6%	4.8%	1.4%	4.1%	7.3%	1.5%	6.9%	6.7%	4.7%	4.0%
	ice cream shop/soda fountain	12.2%	8.2%	4.7%	1.5%	4.8%	10.3%	2.3%	9.7%	5.6%	6.8%	8.5%	10.3%	0.0%	2.7%	10.0%	10.7%
	upscale specialty shops	2.0%	4.1%	2.3%	1.5%	4.8%	3.4%	0.0%	3.2%	2.8%	2.7%	2.4%	4.5%	3.4%	0.0%	2.7%	2.7%
	antique shops	0.0%	1.0%	1.2%	6.0%	4.8%	0.0%	2.3%	3.2%	1.4%	4.1%	1.2%	1.5%	0.0%	0.0%	2.7%	1.3%
	art galleries and shops	2.0%	0.0%	3.5%	1.5%	0.0%	0.0%	2.3%	4.8%	0.7%	1.4%	3.7%	1.5%	0.0%	0.0%	0.7%	2.7%
	coffee shop	2.0%	3.1%	4.7%	3.0%	0.0%	6.9%	9.1%	0.0%	2.8%	2.7%	4.9%	3.0%	0.0%	0.0%	4.0%	2.7%
	upscale dining	2.0%	10.3%	7.0%	4.5%	9.5%	13.8%	2.3%	4.8%	7.0%	1.4%	4.9%	9.0%	10.3%	20.0%	11.3%	2.0%
	clothing stores	6.1%	13.4%	11.6%	25.4%	14.3%	6.9%	15.9%	6.5%	18.9%	14.9%	14.6%	9.0%	17.2%	13.3%	9.3%	19.3%
	bakery	2.0%	6.2%	4.7%	4.5%	4.8%	3.4%	2.3%	6.5%	4.9%	9.5%	1.2%	1.5%	3.4%	20.0%	3.3%	6.0%
	bars/nightclubs	6.1%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	2.1%	5.4%	0.0%	1.5%	0.0%	0.0%	2.7%	0.7%
	bookstore	12.2%	5.2%	9.3%	6.0%	4.8%	3.4%	4.5%	4.8%	11.2%	4.1%	11.0%	6.0%	10.3%	6.7%	7.3%	8.0%
	hunting/fishing/outdoor sporting goods store	18.4%	12.4%	8.1%	6.0%	9.5%	13.8%	13.6%	14.5%	7.7%	5.4%	13.4%	17.9%	0.0%	13.3%	16.7%	4.7%
Other (specify)	4.1%	6.2%	9.3%	9.0%	4.8%	6.9%	2.3%	8.1%	9.8%	9.5%	7.3%	4.5%	3.4%	13.3%	9.3%	6.0%	
		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
44. adding green space	1 = Very Low priority	10.2%	7.2%	17.4%	25.4%	9.5%	17.2%	13.6%	12.9%	16.1%	18.9%	14.6%	11.9%	6.9%	0.0%	18.0%	11.3%
	2	12.2%	12.4%	14.0%	14.9%	19.0%	13.8%	13.6%	9.7%	14.0%	9.5%	13.4%	14.9%	20.7%	13.3%	14.0%	12.7%
	3	28.6%	26.8%	15.1%	26.9%	14.3%	34.5%	22.7%	25.8%	23.1%	25.7%	24.4%	26.9%	17.2%	13.3%	24.0%	24.0%
	4	24.5%	25.8%	23.3%	13.4%	33.3%	6.9%	25.0%	25.8%	20.3%	13.5%	29.3%	22.4%	24.1%	46.7%	22.0%	22.0%
	5 = Very High priority	24.5%	25.8%	23.3%	14.9%	23.8%	24.1%	20.5%	24.2%	21.7%	27.0%	13.4%	19.4%	31.0%	26.7%	17.3%	27.3%
	other, don't know	0.0%	2.1%	7.0%	4.5%	0.0%	3.4%	4.5%	1.6%	4.9%	5.4%	4.9%	4.5%	0.0%	0.0%	4.7%	2.7%
	<b>total low priority</b>	<b>22.4%</b>	<b>19.6%</b>	<b>31.4%</b>	<b>40.3%</b>	<b>28.6%</b>	<b>31.0%</b>	<b>27.3%</b>	<b>22.6%</b>	<b>30.1%</b>	<b>28.4%</b>	<b>28.0%</b>	<b>26.9%</b>	<b>27.6%</b>	<b>13.3%</b>	<b>32.0%</b>	<b>24.0%</b>
<b>total high priority</b>	<b>49.0%</b>	<b>51.5%</b>	<b>46.5%</b>	<b>28.4%</b>	<b>57.1%</b>	<b>31.0%</b>	<b>45.5%</b>	<b>50.0%</b>	<b>42.0%</b>	<b>40.5%</b>	<b>42.7%</b>	<b>41.8%</b>	<b>55.2%</b>	<b>73.3%</b>	<b>39.3%</b>	<b>49.3%</b>	
		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
45. Improving lighting	1 = Very Low priority	12.2%	13.4%	18.6%	22.4%	14.3%	6.9%	18.2%	14.5%	20.3%	17.6%	15.9%	14.9%	17.2%	13.3%	20.0%	14.0%
	2	14.3%	7.2%	10.5%	14.9%	9.5%	3.4%	11.4%	14.5%	11.2%	8.1%	8.5%	17.9%	6.9%	13.3%	13.3%	8.7%
	3	14.3%	25.8%	20.9%	25.4%	23.8%	31.0%	18.2%	17.7%	23.8%	23.0%	19.5%	20.9%	24.1%	33.3%	22.0%	22.7%
	4	30.6%	26.8%	24.4%	10.4%	19.0%	27.6%	22.7%	17.7%	24.5%	18.9%	20.7%	29.9%	34.5%	26.7%	22.7%	23.3%
	5 = Very High priority	26.5%	25.8%	23.3%	23.9%	28.6%	24.1%	29.5%	33.9%	18.9%	28.4%	32.9%	16.4%	13.8%	13.3%	21.3%	28.0%
	other, don't know	2.0%	1.0%	2.3%	3.0%	4.8%	6.9%	0.0%	1.6%	1.4%	4.1%	2.4%	0.0%	3.4%	0.0%	0.7%	3.3%
	<b>total low priority</b>	<b>26.5%</b>	<b>20.6%</b>	<b>29.1%</b>	<b>37.3%</b>	<b>23.8%</b>	<b>10.3%</b>	<b>29.5%</b>	<b>29.0%</b>	<b>31.5%</b>	<b>25.7%</b>	<b>24.4%</b>	<b>32.8%</b>	<b>24.1%</b>	<b>26.7%</b>	<b>33.3%</b>	<b>22.7%</b>
<b>total high priority</b>	<b>57.1%</b>	<b>52.6%</b>	<b>47.7%</b>	<b>34.3%</b>	<b>47.6%</b>	<b>51.7%</b>	<b>52.3%</b>	<b>51.6%</b>	<b>43.4%</b>	<b>47.3%</b>	<b>53.7%</b>	<b>46.3%</b>	<b>48.3%</b>	<b>40.0%</b>	<b>44.0%</b>	<b>51.3%</b>	

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		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
46. moving utilities underground	1 = Very Low priority	12.2%	10.3%	20.9%	26.9%	19.0%	13.8%	15.9%	6.5%	23.1%	17.6%	14.6%	17.9%	13.8%	20.0%	18.7%	16.0%
	2	14.3%	13.4%	14.0%	13.4%	0.0%	24.1%	11.4%	11.3%	15.4%	10.8%	8.5%	22.4%	20.7%	20.0%	16.0%	11.3%
	3	24.5%	12.4%	11.6%	10.4%	9.5%	13.8%	22.7%	9.7%	14.0%	14.9%	18.3%	11.9%	17.2%	6.7%	15.3%	12.7%
	4	14.3%	24.7%	14.0%	11.9%	9.5%	6.9%	18.2%	24.2%	16.1%	9.5%	23.2%	14.9%	20.7%	26.7%	17.3%	16.7%
	5= Very High priority	32.7%	33.0%	37.2%	28.4%	57.1%	37.9%	25.0%	43.5%	26.6%	41.9%	31.7%	31.3%	24.1%	20.0%	28.7%	37.3%
	Other, don't know	2.0%	6.2%	2.3%	9.0%	4.8%	3.4%	6.8%	4.8%	4.9%	5.4%	3.7%	1.5%	3.4%	6.7%	4.0%	6.0%
	<b>total low priority (1-2)</b>	<b>26.5%</b>	<b>23.7%</b>	<b>34.9%</b>	<b>40.3%</b>	<b>19.0%</b>	<b>37.9%</b>	<b>27.3%</b>	<b>17.7%</b>	<b>38.5%</b>	<b>28.4%</b>	<b>23.2%</b>	<b>40.3%</b>	<b>34.5%</b>	<b>40.0%</b>	<b>34.7%</b>	<b>27.3%</b>
<b>total high priority (4-5)</b>	<b>46.9%</b>	<b>57.7%</b>	<b>51.2%</b>	<b>40.3%</b>	<b>66.7%</b>	<b>44.8%</b>	<b>43.2%</b>	<b>67.7%</b>	<b>42.7%</b>	<b>51.4%</b>	<b>54.9%</b>	<b>46.3%</b>	<b>44.8%</b>	<b>46.7%</b>	<b>46.0%</b>	<b>54.0%</b>	
47. Adding new parking spaces or lots	1 = Very Low priority	8.2%	16.5%	32.6%	38.8%	28.6%	13.8%	25.0%	24.2%	27.3%	33.8%	17.1%	20.9%	24.1%	13.3%	30.0%	20.0%
	2	18.4%	19.6%	15.1%	10.4%	0.0%	20.7%	15.9%	17.7%	16.1%	12.2%	13.4%	19.4%	24.1%	26.7%	15.3%	16.7%
	3	34.7%	27.8%	20.9%	22.4%	33.3%	31.0%	31.8%	12.9%	27.3%	18.9%	29.3%	28.4%	24.1%	40.0%	24.0%	27.3%
	4	12.2%	19.6%	16.3%	14.9%	23.8%	13.8%	11.4%	21.0%	15.4%	12.2%	24.4%	16.4%	13.8%	6.7%	16.0%	16.7%
	5 = Very High priority	26.5%	16.5%	15.1%	11.9%	14.3%	20.7%	15.9%	24.2%	13.3%	23.0%	15.9%	13.4%	13.8%	13.3%	14.0%	19.3%
	other, don't know	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	1.5%	0.0%	0.0%	0.7%	0.0%
	<b>total low priority</b>	<b>26.5%</b>	<b>36.1%</b>	<b>47.7%</b>	<b>49.3%</b>	<b>28.6%</b>	<b>34.5%</b>	<b>40.9%</b>	<b>41.9%</b>	<b>43.4%</b>	<b>45.9%</b>	<b>30.5%</b>	<b>40.3%</b>	<b>48.3%</b>	<b>40.0%</b>	<b>45.3%</b>	<b>36.7%</b>
<b>total high priority</b>	<b>38.8%</b>	<b>36.1%</b>	<b>31.4%</b>	<b>26.9%</b>	<b>38.1%</b>	<b>34.5%</b>	<b>27.3%</b>	<b>45.2%</b>	<b>28.7%</b>	<b>35.1%</b>	<b>40.2%</b>	<b>29.9%</b>	<b>27.6%</b>	<b>20.0%</b>	<b>30.0%</b>	<b>36.0%</b>	
48. Stricter code enforcement	1 = Very Low priority	22.4%	17.5%	17.4%	16.4%	23.8%	17.2%	13.6%	16.1%	20.3%	18.9%	17.1%	16.4%	24.1%	20.0%	21.3%	15.3%
	2	20.4%	11.3%	17.4%	6.0%	14.3%	13.8%	11.4%	3.2%	18.2%	14.9%	9.8%	17.9%	17.2%	6.7%	15.3%	11.3%
	3	22.4%	20.6%	22.1%	23.9%	14.3%	34.5%	29.5%	17.7%	19.6%	24.3%	19.5%	16.4%	24.1%	33.3%	19.3%	24.7%
	4	12.2%	18.6%	9.3%	11.9%	19.0%	3.4%	18.2%	16.1%	11.9%	5.4%	20.7%	19.4%	13.8%	6.7%	14.0%	12.7%
	5 = Very High priority	20.4%	29.9%	29.1%	31.3%	23.8%	20.7%	25.0%	46.8%	23.8%	33.8%	28.0%	25.4%	20.7%	20.0%	25.3%	31.3%
	other, don't know	2.0%	2.1%	4.7%	10.4%	4.8%	10.3%	2.3%	0.0%	6.3%	2.7%	4.9%	4.5%	0.0%	13.3%	4.7%	4.7%
	<b>total low priority</b>	<b>42.9%</b>	<b>28.9%</b>	<b>34.9%</b>	<b>22.4%</b>	<b>38.1%</b>	<b>31.0%</b>	<b>25.0%</b>	<b>19.4%</b>	<b>38.5%</b>	<b>33.8%</b>	<b>26.8%</b>	<b>34.3%</b>	<b>41.4%</b>	<b>26.7%</b>	<b>36.7%</b>	<b>26.7%</b>
<b>total high priority</b>	<b>32.7%</b>	<b>48.5%</b>	<b>38.4%</b>	<b>43.3%</b>	<b>42.9%</b>	<b>24.1%</b>	<b>43.2%</b>	<b>62.9%</b>	<b>35.7%</b>	<b>39.2%</b>	<b>48.8%</b>	<b>44.8%</b>	<b>34.5%</b>	<b>26.7%</b>	<b>39.3%</b>	<b>44.0%</b>	
49. developing second-story residential space	1 = Very Low priority	16.3%	14.4%	26.7%	37.3%	38.1%	20.7%	25.0%	16.1%	24.5%	27.0%	22.0%	20.9%	13.8%	33.3%	28.7%	18.7%
	2	14.3%	13.4%	10.5%	4.5%	9.5%	13.8%	9.1%	6.5%	12.6%	8.1%	14.6%	11.9%	10.3%	6.7%	10.7%	10.7%
	3	32.7%	24.7%	20.9%	31.3%	19.0%	24.1%	27.3%	24.2%	28.7%	27.0%	24.4%	29.9%	41.4%	20.0%	28.7%	24.0%
	4	22.4%	25.8%	18.6%	19.4%	9.5%	27.6%	27.3%	32.3%	16.1%	14.9%	23.2%	19.4%	24.1%	20.0%	16.7%	26.7%
	5 = Very High priority	14.3%	20.6%	23.3%	6.0%	23.8%	13.8%	9.1%	21.0%	17.5%	23.0%	15.9%	16.4%	10.3%	13.3%	14.7%	19.3%
	other, don't know	0.0%	1.0%	0.0%	1.5%	0.0%	0.0%	2.3%	0.0%	0.7%	0.0%	0.0%	1.5%	0.0%	6.7%	0.7%	0.7%
	<b>total low priority</b>	<b>30.6%</b>	<b>27.8%</b>	<b>37.2%</b>	<b>41.8%</b>	<b>47.6%</b>	<b>34.5%</b>	<b>34.1%</b>	<b>22.6%</b>	<b>37.1%</b>	<b>35.1%</b>	<b>36.6%</b>	<b>32.8%</b>	<b>24.1%</b>	<b>40.0%</b>	<b>39.3%</b>	<b>29.3%</b>
<b>total high priority</b>	<b>36.7%</b>	<b>46.4%</b>	<b>41.9%</b>	<b>25.4%</b>	<b>33.3%</b>	<b>41.4%</b>	<b>36.4%</b>	<b>53.2%</b>	<b>33.6%</b>	<b>37.8%</b>	<b>39.0%</b>	<b>35.8%</b>	<b>34.5%</b>	<b>33.3%</b>	<b>31.3%</b>	<b>46.0%</b>	
50. making the area more pedestrian-friendly	1 = Very Low priority	6.1%	8.2%	8.1%	13.4%	0.0%	13.8%	6.8%	8.1%	11.2%	6.8%	6.1%	10.4%	10.3%	13.3%	12.0%	6.7%
	2	18.4%	8.2%	14.0%	7.5%	9.5%	10.3%	13.6%	9.7%	11.9%	4.1%	11.0%	17.9%	13.8%	20.0%	14.0%	8.7%
	3	18.4%	23.7%	22.1%	22.4%	19.0%	27.6%	29.5%	14.5%	22.4%	16.2%	20.7%	23.9%	31.0%	13.3%	21.3%	22.7%
	4	16.3%	23.7%	24.4%	28.4%	23.8%	13.8%	20.5%	27.4%	24.5%	21.6%	30.5%	22.4%	24.1%	26.7%	24.7%	22.7%
	5 = Very High priority	40.8%	36.1%	31.4%	28.4%	47.6%	34.5%	29.5%	40.3%	30.1%	51.4%	31.7%	25.4%	20.7%	26.7%	28.0%	39.3%
	Other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>total low priority (1-2)</b>	<b>24.5%</b>	<b>16.5%</b>	<b>22.1%</b>	<b>20.9%</b>	<b>9.5%</b>	<b>24.1%</b>	<b>20.5%</b>	<b>17.7%</b>	<b>23.1%</b>	<b>10.8%</b>	<b>17.1%</b>	<b>28.4%</b>	<b>24.1%</b>	<b>33.3%</b>	<b>26.0%</b>	<b>15.3%</b>
<b>total high priority (4-5)</b>	<b>57.1%</b>	<b>59.8%</b>	<b>55.8%</b>	<b>56.7%</b>	<b>71.4%</b>	<b>48.3%</b>	<b>50.0%</b>	<b>67.7%</b>	<b>54.5%</b>	<b>73.0%</b>	<b>62.2%</b>	<b>47.8%</b>	<b>44.8%</b>	<b>53.3%</b>	<b>52.7%</b>	<b>62.0%</b>	

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

Aurora, Missouri

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
51. improving signage to help people find their way around	1 = Very Low priority	12.2%	8.2%	16.3%	23.9%	19.0%	10.3%	11.4%	16.1%	16.1%	18.9%	8.5%	16.4%	10.3%	20.0%	18.0%	12.0%
	2	14.3%	17.5%	18.6%	7.5%	4.8%	13.8%	11.4%	14.5%	17.5%	6.8%	18.3%	14.9%	20.7%	33.3%	18.0%	12.0%
	3	32.7%	29.9%	27.9%	26.9%	19.0%	31.0%	36.4%	29.0%	28.0%	24.3%	30.5%	25.4%	41.4%	33.3%	26.0%	32.0%
	4	18.4%	26.8%	12.8%	11.9%	33.3%	13.8%	22.7%	16.1%	16.1%	8.1%	24.4%	26.9%	13.8%	13.3%	19.3%	16.7%
	5 = Very High priority	20.4%	16.5%	23.3%	28.4%	19.0%	27.6%	18.2%	24.2%	21.0%	40.5%	17.1%	14.9%	10.3%	0.0%	17.3%	26.0%
	other, don't know	2.0%	1.0%	1.2%	1.5%	4.8%	3.4%	0.0%	0.0%	1.4%	1.4%	1.2%	1.5%	3.4%	0.0%	1.3%	1.3%
	<b>total low priority</b>	<b>26.5%</b>	<b>25.8%</b>	<b>34.9%</b>	<b>31.3%</b>	<b>23.8%</b>	<b>24.1%</b>	<b>22.7%</b>	<b>30.6%</b>	<b>33.6%</b>	<b>25.7%</b>	<b>26.8%</b>	<b>31.3%</b>	<b>31.0%</b>	<b>53.3%</b>	<b>36.0%</b>	<b>24.0%</b>
<b>total high priority</b>	<b>38.8%</b>	<b>43.3%</b>	<b>36.0%</b>	<b>40.3%</b>	<b>52.4%</b>	<b>41.4%</b>	<b>40.9%</b>	<b>40.3%</b>	<b>37.1%</b>	<b>48.6%</b>	<b>41.5%</b>	<b>41.8%</b>	<b>24.1%</b>	<b>13.3%</b>	<b>36.7%</b>	<b>42.7%</b>	
52. improving building facades	1 = Very Low priority	2.0%	2.1%	11.6%	10.4%	4.8%	10.3%	4.5%	8.1%	7.0%	6.8%	6.1%	6.0%	0.0%	13.3%	9.3%	4.7%
	2	8.2%	4.1%	10.5%	9.0%	9.5%	0.0%	9.1%	6.5%	9.1%	6.8%	6.1%	6.0%	6.9%	13.3%	10.7%	4.7%
	3	18.4%	26.8%	18.6%	22.4%	23.8%	20.7%	20.5%	14.5%	25.9%	24.3%	23.2%	23.9%	17.2%	26.7%	22.7%	21.3%
	4	24.5%	26.8%	30.2%	26.9%	19.0%	24.1%	31.8%	22.6%	29.4%	28.4%	30.5%	23.9%	41.4%	26.7%	28.0%	26.7%
	5 = Very High priority	44.9%	39.2%	27.9%	26.9%	38.1%	41.4%	34.1%	48.4%	25.9%	32.4%	32.9%	38.8%	31.0%	20.0%	26.7%	41.3%
	other, don't know	2.0%	1.0%	1.2%	4.5%	4.8%	3.4%	0.0%	0.0%	2.8%	1.4%	1.2%	1.5%	3.4%	0.0%	2.7%	1.3%
	<b>total low priority</b>	<b>10.2%</b>	<b>6.2%</b>	<b>22.1%</b>	<b>19.4%</b>	<b>14.3%</b>	<b>10.3%</b>	<b>13.6%</b>	<b>14.5%</b>	<b>16.1%</b>	<b>13.5%</b>	<b>12.2%</b>	<b>11.8%</b>	<b>6.9%</b>	<b>26.7%</b>	<b>20.0%</b>	<b>9.3%</b>
<b>total high priority</b>	<b>69.4%</b>	<b>66.0%</b>	<b>58.1%</b>	<b>53.7%</b>	<b>57.1%</b>	<b>65.5%</b>	<b>65.9%</b>	<b>71.0%</b>	<b>55.2%</b>	<b>60.8%</b>	<b>63.4%</b>	<b>62.7%</b>	<b>72.4%</b>	<b>46.7%</b>	<b>54.7%</b>	<b>68.0%</b>	
53. adding murals or other public art	1 = Very Low priority	12.2%	18.6%	27.9%	40.3%	19.0%	24.1%	25.0%	19.4%	28.7%	27.0%	20.7%	26.9%	10.3%	26.7%	32.7%	18.0%
	2	14.3%	19.6%	23.3%	17.9%	19.0%	10.3%	20.5%	16.1%	22.4%	17.6%	14.6%	25.4%	17.2%	26.7%	19.3%	19.3%
	3	34.7%	28.9%	22.1%	17.9%	19.0%	31.0%	25.0%	25.8%	25.2%	18.9%	30.5%	23.9%	37.9%	20.0%	20.7%	30.0%
	4	20.4%	14.4%	11.6%	13.4%	19.0%	10.3%	18.2%	16.1%	12.6%	12.2%	15.9%	16.4%	20.7%	6.7%	16.0%	12.7%
	5 = Very High priority	18.4%	18.6%	14.0%	7.5%	23.8%	20.7%	11.4%	21.0%	10.5%	21.6%	17.1%	7.5%	13.8%	20.0%	10.7%	18.7%
	other, don't know	0.0%	0.0%	1.2%	3.0%	0.0%	3.4%	0.0%	1.6%	0.7%	2.7%	1.2%	0.0%	0.0%	0.0%	0.7%	1.3%
	<b>total low priority</b>	<b>26.5%</b>	<b>38.1%</b>	<b>51.2%</b>	<b>58.2%</b>	<b>38.1%</b>	<b>34.5%</b>	<b>45.5%</b>	<b>35.5%</b>	<b>51.0%</b>	<b>44.6%</b>	<b>35.4%</b>	<b>52.2%</b>	<b>27.8%</b>	<b>53.3%</b>	<b>52.0%</b>	<b>37.3%</b>
<b>total high priority</b>	<b>38.8%</b>	<b>33.0%</b>	<b>25.6%</b>	<b>20.9%</b>	<b>42.9%</b>	<b>31.0%</b>	<b>29.5%</b>	<b>37.1%</b>	<b>23.1%</b>	<b>33.8%</b>	<b>32.9%</b>	<b>23.9%</b>	<b>34.5%</b>	<b>26.7%</b>	<b>26.7%</b>	<b>31.3%</b>	
54. improving safety downtown	1 = Very Low priority	16.3%	11.3%	18.6%	22.4%	19.0%	10.3%	18.2%	14.5%	18.9%	13.5%	18.3%	20.9%	13.8%	6.7%	20.7%	13.3%
	2	6.1%	13.4%	10.5%	10.4%	4.8%	10.3%	11.4%	8.1%	12.6%	8.1%	6.1%	14.9%	13.8%	26.7%	14.7%	6.7%
	3	22.4%	17.5%	17.4%	22.4%	23.8%	20.7%	27.3%	12.9%	18.2%	23.0%	19.5%	11.9%	20.7%	26.7%	16.7%	22.0%
	4	16.3%	24.7%	16.3%	10.4%	19.0%	10.3%	15.9%	21.0%	18.2%	12.2%	18.3%	22.4%	31.0%	6.7%	20.0%	15.3%
	5 = Very High priority	38.8%	33.0%	33.7%	31.3%	33.3%	41.4%	27.3%	43.5%	30.1%	41.9%	35.4%	26.9%	20.7%	33.3%	25.3%	42.0%
	other, don't know	0.0%	0.0%	3.5%	3.0%	0.0%	6.9%	0.0%	0.0%	2.1%	1.4%	2.4%	3.0%	0.0%	0.0%	2.7%	0.7%
	<b>total low priority</b>	<b>22.4%</b>	<b>24.7%</b>	<b>29.1%</b>	<b>32.8%</b>	<b>23.8%</b>	<b>20.7%</b>	<b>29.5%</b>	<b>22.6%</b>	<b>31.5%</b>	<b>21.6%</b>	<b>24.4%</b>	<b>35.8%</b>	<b>27.6%</b>	<b>33.3%</b>	<b>35.3%</b>	<b>20.0%</b>
<b>total high priority</b>	<b>55.1%</b>	<b>57.7%</b>	<b>50.0%</b>	<b>41.8%</b>	<b>52.4%</b>	<b>51.7%</b>	<b>43.2%</b>	<b>64.5%</b>	<b>48.3%</b>	<b>54.1%</b>	<b>53.7%</b>	<b>49.3%</b>	<b>51.7%</b>	<b>40.0%</b>	<b>45.3%</b>	<b>57.3%</b>	
56. Aurora is looking at various ways to develop second story living space in downtown Aurora. Which of the following statements is closest to the way you feel?	The City should turn the second floors of existing buildings into rental units.	59.2%	38.1%	48.8%	19.4%	38.1%	34.5%	38.6%	45.2%	40.6%	37.8%	42.7%	41.8%	41.4%	20.0%	32.7%	48.0%
	The City should turn the second floors of existing buildings into condominiums.	18.4%	25.8%	22.1%	10.4%	28.6%	13.8%	25.0%	19.4%	18.9%	10.8%	22.0%	26.9%	27.6%	40.0%	22.7%	17.3%
	There is no need for second story living space downtown.	22.4%	30.9%	29.1%	62.7%	33.3%	48.3%	36.4%	30.6%	36.4%	48.6%	30.5%	29.9%	27.6%	40.0%	41.3%	31.3%
	Other/don't know	0.0%	5.2%	0.0%	7.5%	0.0%	3.4%	0.0%	4.8%	4.2%	2.7%	4.9%	1.5%	3.4%	0.0%	3.3%	3.3%

Downtown Revitalization and Economic Assistance for Missouri  
Community Survey Telephone Report  
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Aurora, Missouri

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
57a. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Aurora? And what is your second most likely source of information?	Local newspaper	36.7%	44.3%	38.4%	35.8%	19.0%	34.5%	36.4%	35.5%	46.2%	32.4%	39.0%	43.3%	58.6%	46.7%	37.3%	41.3%
	Television	2.0%	1.0%	1.2%	0.0%	0.0%	3.4%	2.3%	0.0%	0.7%	0.0%	0.0%	1.5%	3.4%	0.0%	2.0%	0.0%
	Radio	2.0%	5.2%	8.1%	13.4%	4.8%	3.4%	6.8%	8.1%	8.4%	12.2%	8.5%	3.0%	3.4%	0.0%	6.7%	8.0%
	Chamber of Commerce web site	8.2%	2.1%	2.3%	0.0%	4.8%	10.3%	4.5%	1.6%	0.7%	2.7%	3.7%	3.0%	0.0%	0.0%	2.7%	2.7%
	word-of-mouth	34.7%	17.5%	30.2%	17.9%	42.9%	13.8%	22.7%	24.2%	23.8%	25.7%	19.5%	26.9%	13.8%	33.3%	22.7%	25.3%
	I live downtown.	0.0%	6.2%	1.2%	9.0%	9.5%	0.0%	6.8%	6.5%	2.8%	4.1%	4.9%	4.5%	3.4%	0.0%	4.0%	4.7%
	Other	0.0%	6.2%	3.5%	7.5%	0.0%	10.3%	0.0%	6.5%	5.8%	5.4%	4.9%	4.5%	3.4%	13.3%	6.7%	3.3%
No others/don't know	16.3%	17.5%	15.1%	16.4%	19.0%	24.1%	20.5%	17.7%	11.9%	17.6%	19.5%	13.4%	13.8%	6.7%	18.0%	14.7%	
		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
57b. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Aurora? And what is your second most likely source of information?	Local newspaper	40.8%	24.2%	30.1%	16.1%	33.3%	26.9%	27.3%	27.6%	25.9%	28.6%	28.2%	34.4%	28.6%	23.1%	26.4%	27.6%
	Television	8.2%	2.2%	3.6%	9.7%	0.0%	0.0%	4.5%	6.9%	5.9%	10.0%	3.8%	1.6%	0.0%	0.0%	5.7%	4.8%
	Radio	4.1%	7.7%	18.1%	11.3%	4.8%	11.5%	9.1%	3.4%	15.6%	11.4%	11.5%	9.4%	3.6%	23.1%	10.7%	11.0%
	Chamber of Commerce web site	0.0%	5.5%	1.2%	1.6%	4.8%	11.5%	4.5%	0.0%	0.7%	2.9%	3.8%	1.6%	0.0%	7.7%	3.6%	1.4%
	word-of-mouth	22.4%	34.1%	22.9%	21.0%	9.5%	30.8%	27.3%	24.1%	28.1%	21.4%	21.8%	28.1%	53.6%	7.7%	25.0%	26.9%
	I live downtown	8.2%	1.1%	1.2%	0.0%	9.5%	3.8%	0.0%	1.7%	1.5%	4.3%	1.3%	1.6%	0.0%	7.7%	2.1%	2.1%
	Other [specify]	8.2%	14.3%	12.0%	32.3%	19.0%	15.4%	18.2%	22.4%	13.3%	17.1%	16.7%	15.6%	0.0%	15.4%	17.1%	15.9%
No Others/don't know	8.2%	11.0%	10.8%	8.1%	19.0%	0.0%	9.1%	13.8%	8.9%	4.3%	12.8%	7.8%	14.3%	15.4%	9.3%	10.3%	
		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
58. 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	4.1%	4.1%	3.5%	1.5%	0.0%	3.4%	9.1%	3.2%	2.1%	0.0%	0.0%	7.5%	3.4%	6.7%	3.3%	3.3%
	Somewhat familiar	18.4%	13.4%	14.0%	4.5%	4.8%	17.2%	22.7%	12.9%	9.1%	8.1%	17.1%	11.9%	10.3%	20.0%	9.3%	15.3%
	Not very familiar	6.1%	16.5%	12.8%	25.4%	9.5%	6.9%	13.6%	16.1%	18.9%	12.2%	20.7%	6.0%	27.6%	26.7%	14.0%	17.3%
	Not at all familiar	71.4%	66.0%	69.8%	68.7%	85.7%	72.4%	54.5%	67.7%	69.9%	79.7%	62.2%	74.6%	58.6%	46.7%	73.3%	64.0%
	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	22.4%	17.5%	17.4%	6.0%	4.8%	20.7%	31.8%	16.1%	11.2%	8.1%	17.1%	19.4%	13.8%	26.7%	12.7%	18.7%
	not very/not at all	77.6%	82.5%	82.6%	94.0%	95.2%	79.3%	68.2%	83.9%	88.8%	91.9%	82.9%	80.6%	86.2%	73.3%	87.3%	81.3%
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%	
		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Age	18-34	100.0%	0.0%	0.0%	0.0%	33.3%	27.6%	20.5%	14.5%	11.2%	12.2%	19.5%	23.9%	17.2%	13.3%	16.0%	16.7%
	35-49	0.0%	100.0%	0.0%	0.0%	33.3%	34.5%	38.6%	33.9%	28.7%	21.6%	26.8%	44.8%	51.7%	60.0%	36.7%	28.0%
	50-64	0.0%	0.0%	100.0%	0.0%	19.0%	13.8%	27.3%	32.3%	32.2%	25.7%	35.4%	23.9%	24.1%	26.7%	26.7%	30.7%
	65 or over	0.0%	0.0%	0.0%	100.0%	14.3%	24.1%	13.6%	17.7%	28.0%	40.5%	17.1%	7.5%	6.9%	0.0%	20.0%	24.7%
	other, don't know, refused	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.7%	0.0%
		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Length of residence	0-2 years	14.3%	7.2%	4.7%	4.5%	100.0%	0.0%	0.0%	0.0%	0.0%	5.4%	7.3%	11.9%	3.4%	13.3%	5.3%	8.7%
	3-5 years	16.3%	10.3%	4.7%	10.4%	0.0%	100.0%	0.0%	0.0%	0.0%	14.9%	8.5%	6.0%	10.3%	6.7%	10.7%	8.7%
	6-10 years	18.4%	17.5%	14.0%	9.0%	0.0%	0.0%	100.0%	0.0%	0.0%	10.8%	15.9%	14.9%	13.8%	20.0%	16.0%	13.3%
	11-20 years	18.4%	21.6%	23.3%	16.4%	0.0%	0.0%	0.0%	100.0%	0.0%	18.9%	20.7%	22.4%	17.2%	20.0%	23.3%	18.0%
	More than 20 years	32.7%	42.3%	53.5%	59.7%	0.0%	0.0%	0.0%	0.0%	100.0%	48.6%	47.6%	44.8%	55.2%	40.0%	44.0%	51.3%
other, don't know	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	

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		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
Household Income	Under \$25,000	18.4%	16.5%	22.1%	44.8%	19.0%	37.9%	18.2%	22.6%	25.2%	100.0%	0.0%	0.0%	0.0%	0.0%	20.0%	29.3%
	\$25,000 to \$49,999	32.7%	22.7%	33.7%	20.9%	28.6%	24.1%	29.5%	27.4%	27.3%	0.0%	100.0%	0.0%	0.0%	0.0%	28.0%	26.7%
	\$50,000 to \$74,999	32.7%	30.9%	18.6%	7.5%	38.1%	13.8%	22.7%	24.2%	21.0%	0.0%	0.0%	100.0%	0.0%	0.0%	27.3%	17.3%
	\$75,000 to \$99,999	10.2%	15.5%	8.1%	3.0%	4.8%	10.3%	9.1%	8.1%	11.2%	0.0%	0.0%	0.0%	100.0%	0.0%	10.7%	8.7%
	\$100,000 plus	4.1%	9.3%	4.7%	0.0%	9.5%	3.4%	6.8%	4.8%	4.2%	0.0%	0.0%	0.0%	0.0%	100.0%	6.0%	4.0%
	other, don't know, refused	2.0%	5.2%	12.8%	23.9%	0.0%	10.3%	13.6%	12.9%	11.2%	0.0%	0.0%	0.0%	0.0%	0.0%	8.0%	14.0%
		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
Gender	Male	49.0%	56.7%	46.5%	44.8%	38.1%	55.2%	54.5%	56.5%	46.2%	40.5%	51.2%	61.2%	55.2%	60.0%	100.0%	0.0%
	Female	51.0%	43.3%	53.5%	55.2%	61.9%	44.8%	45.5%	43.5%	53.8%	59.5%	48.8%	38.8%	44.8%	40.0%	0.0%	100.0%