

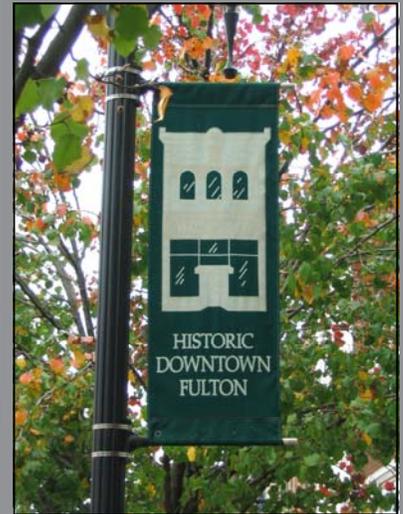
DOWNTOWN
REVITALIZATION &
ECONOMIC
ASSISTANCE FOR
MISSOURI

NOVEMBER 2009

COMMUNITY TELEPHONE SURVEY REPORT

FINAL SURVEY
FINDINGS & RESULTS

Fulton, Missouri



PGAVURBANCONSULTING



ACKNOWLEDGMENTS



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



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SECTION I

METHODOLOGY

COMMUNITY SURVEY

- Three hundred (300) interviews were completed from a random telephone sample of residents of Fulton, Missouri.
- The margin of error for this survey is $\pm 5.7\%$.
- The survey consisted of 65 questions and took, on average, almost 14 minutes to complete.
- Fieldwork was conducted through September 28, 2009 by Customer Research International (CRI) located in Austin, Texas.
 - CRI fields all studies from its outbound call center in San Marcos, TX at 135 S Guadalupe Street. Interviewers dial from 4:00 PM to 9:00 PM weeknights, 10:00 AM to 6:00 PM on Saturdays, and 1:00 PM to 7:00 PM on Sundays.
 - Interviews were conducted using computer-assisted telephone interviewing (CATI) software. This CATI software ensures all questions were asked correctly and all logic and skip patterns were implemented properly.
 - The electronic telephone sample was randomized and de-duped to ensure each household was only represented once. Telephone numbers were distributed equally among ten separate replicate groups. Telephone numbers were deemed exhausted once five calling attempts were made or an ending call result was encountered (completed survey, disconnected phone, terminate, refusal, etc.). There was a minimum of 1.5 hours between each call attempt.
 - Project supervisors validated 10% of each interviewer's completed surveys by calling back the respondent and verifying specific responses. Additionally, supervisors continually monitored live calls through CRI's call monitoring system in order to ensure proper interviewing procedures were maintained.

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SECTION II

EXECUTIVE SUMMARY

In September 2009, UNICOM-ARC conducted a telephone survey of Fulton, Missouri, residents, drawn from a random sample of the community. The purpose of the survey was to learn about public perceptions of and priorities for Downtown as part of the DREAM Initiative.

Three hundred (300) interviews were completed, and a sample of this size yields an overall error margin of $\pm 5.7\%$.

A. KEY POINTS: PRIORITIES AND FEEDBACK

- ◆ Respondents placed the highest priorities on improving emergency services and repairing major streets.
- ◆ Most respondents indicated that they visited Downtown once a month or more and said they most often utilized Downtown for dining and conducting business at the post office or government offices.
- ◆ Downtown's entertainment options were the only characteristic viewed unfavorably by a majority of respondents.
- ◆ The majority of respondents placed high priorities on adding more dining options and clothing stores to Downtown.
- ◆ Among several potential Downtown improvements, respondents were most likely to place a high priority on "making the area more pedestrian-friendly."
- ◆ Respondents indicated that they received information about Downtown from a variety of sources, especially through local newspapers and word-of-mouth.
- ◆ A majority of respondents stated that they would likely vote in favor of a new sales tax to fund Downtown development.
- ◆ A majority of respondents were not familiar with the state sponsored "Dream Initiative."

B. KEY DEMOGRAPHIC INFORMATION

By age:

- ◆ Revitalizing the Fulton Downtown area was especially important to Fulton's oldest residents.
- ◆ Younger residents were more likely to visit Downtown for special events than any other age group.
- ◆ Respondents ages 35-49 were more likely to consider "improving building facades" a high priority.
- ◆ Keeping the streets and sidewalks cleaner was a high priority for Fulton's older residents.
- ◆ Younger respondents were more likely to consider "changing parallel parking to angle parking" a high priority.

By amount of time respondents had lived in Fulton:

- ◆ Newer residents visited Downtown more often than any other group.
- ◆ Residents who have lived in Fulton for 11-20 years were the most likely to rate Downtown parking as "not so good" or "poor."
- ◆ Newer residents favored converting the second floors of existing Downtown buildings into rental units.

By income level:

- ◆ Adding fine dining options to Downtown Fulton was more important to respondents with higher incomes.

By gender:

- ◆ Male residents were more likely to visit Downtown for shopping than female residents.

C. COMMUNITY PRIORITIES AND FEEDBACK IN DETAIL

Priorities for the Community:

- ✓ Respondents placed the highest priority on improving emergency services and repairing major streets.

At the beginning of the survey, respondents were asked to prioritize five potential improvements that “some might suggest for Fulton” 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. Six in ten respondents (61.3%, 4-5) answered that “improving emergency services” should be a high priority for the City. A majority (60.7%) also indicated that “repairing major streets” should be a high priority.

Respondents were less likely to place a priority on “revitalizing the Fulton Downtown area” (48.0%), attracting more ‘big box’ retail development” (43.3%) and “Upgrading parks and recreation facilities” (42.0%).

Visiting Downtown:

- ✓ Most respondents indicated that they visited Downtown once a month or more and said they most often utilize Downtown for dining and conducting business at the post office or government offices.

Respondents were asked how often they visit Downtown. A plurality (48.0%) answered that they visit Downtown “more than five times a month.” More than one-third (35.3%) visit Downtown “one to five times per month.” Smaller percentages of respondents said that they visited Downtown “less than once a month” (10.7%), and “once a year or less” (5.0%).

Respondents were then read a list of reasons for visiting Downtown and asked how often they conduct these activities in Downtown Fulton. Respondents indicated they were most likely to visit Downtown “very” or “somewhat often” in order to visit Government or post offices or conduct business:

- Government/Post Office (73.2% very/somewhat often)
- Conducting Business (64.4%)
- Dining (62.4%)
- Shopping (52.3%)
- Special Events (45.6%)
- Other outdoor recreation, such as walking (37.6%)
- Entertainment (32.9%)
- Attending church (27.5%)

When asked which one of these reasons respondents would most often visit Downtown, one-fourth of the respondents indicated “dining” (24.5%). Smaller percentages indicated “shopping” (23.8%) and “conducting business” (21.8%).

Views of Current Downtown Fulton:

- ✓ Respondents gave the highest marks to safety during the day and preservation of historic buildings. Downtown's entertainment options were the only characteristic viewed unfavorably by a majority of respondents.

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

Seven characteristics were highly rated by more than seven in ten respondents:

- Safety during the day (92.7% excellent/good)
- Preservation of historic structures (85.3%)
- Condition of sidewalks (79.3%)
- Signs to help people find their way around (79.3%)
- Convenient business hours (75.7%)
- Dining options (72.3%)
- Safety at night (70.0%)

Five other characteristics were rated highly by majorities of respondents:

- Convenient parking (65.0% excellent/good)
- Occupied storefronts (61.3%)
- Available green space (60.0%)
- Diverse mix of business (59.0%)
- Condition of streets (54.3%)

The remaining characteristic, "Entertainment options," was not considered descriptive of Downtown Fulton to a majority of respondents:

- Entertainment options (33.7% excellent/good)

The vast majority of respondents (88.3%) suggested that it is "very" or "somewhat" important that Downtown Fulton work to retain its historic character. Only 11.0% thought that doing so was "not very" or "not at all" important.

Priorities for Types of Downtown Businesses:

- ✓ The majority of respondents placed high priorities on adding more dining options and clothing stores to 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 Fulton should place on bringing each type of business to its own Downtown area.

The three types of businesses were considered a priority by a majority of respondents:

- Family or casual style dining (65.3%, 4-5 on a five-point scale)
- Clothing stores (54.0%)
- Fine dining (51.0%)

The remaining businesses were a high priority for less than half of all respondents:

- Bookstore (42.7%, 4-5 on a five-point scale)
- Convenience store or grocery store (36.3%)
- Arcade or other attraction aimed at teenagers (33.3%)
- Art galleries and shops (33.0%)
- Lodging such as hotel, motel or bed and breakfast (31.7%)
- Music store (30.7%)
- Arts and crafts store (29.7%)
- Antique shops (24.7%)
- Bar/nightclubs (18.0%)

When asked to choose the one business respondents would most like to see in Fulton, one-fourth (25.0%) answered "clothing stores," followed by "family or casual style dining" (16.7%).

Priorities for Other Downtown Improvements:

- ✓ **Among several potential Downtown improvements, respondents were most likely to place a high priority on "making the area more pedestrian-friendly."**

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. Opinions were mixed as none of the proposed improvements were considered a high priority (score of 4 or 5) by a majority of the respondents.

- Making the area more pedestrian-friendly (49.7%, 4-5 on a five-point scale)
- Moving utilities underground (47.7%)
- Improving building facades (46.7%)
- Adding new parking spaces or lots (45.3%)
- Keeping streets and sidewalks cleaner (43.0%)
- Improving lighting (41.7%)
- Changing parallel parking to angle parking (40.7%)
- Adding green space and landscaping such as trees or plantings (35.3%)
- Stricter code enforcement (31.3%)
- Improving signage to help people find their way around (31.3%)
- Connecting Downtown with the campuses via walkway (30.3%)
- Developing second-story residential space (28.0%)
- Adding murals to Downtown buildings (25.7%)

When asked how they felt about Fulton developing second-story living space in Downtown buildings, over half (55.0%) felt that the City *should* develop these residential spaces, while 34.3% answered that there was “no need.” Of this 39.7% favored rental units, while 15.3% favored condominiums.

Communication about Downtown:

- ✓ Respondents indicated that they received information about Downtown from a variety of sources, especially through local newspapers and word-of-mouth.

When asked to indicate their primary and secondary sources of information about Downtown Fulton, more than two-thirds (66.7%) answered that they get their information (primary and secondary) from “a local newspaper.” A smaller percentage (42.7%) answered that “word-of-mouth” is a primary or secondary source of information about Downtown.

Possible Sales Tax Increase:

- ✓ A majority of respondents stated that they would likely vote in favor of a new sales tax to fund Downtown development.

Respondents were asked to assume “an economic development sales tax was proposed for Fulton, which would support development both Downtown and elsewhere in Fulton and fund projects such as street or other infrastructure improvements,” and were asked their likelihood of supporting this sales tax increase. A majority (57.7%) said they would be either “very” or “somewhat likely” to support such a tax. Those who would support the sales tax were divided into 3 separate groups and asked the favorability of different increase amounts. Four in five respondents (80.7%) of this smaller sample size would support a .25% sales tax increase, and around seven in ten of the smaller sample size was supportive of a higher sales tax increase (.5% - 71.2% or .75% - 75.0%).

Familiarity with DREAM Initiative

- ✓ A majority of respondents were not familiar with the state sponsored “Dream Initiative”

When asked to rate their familiarity with Missouri’s “DREAM Initiative” program for Downtown development, a large majority (84.3%) of respondents were either “not very” or “not at all familiar.” Close to one in ten (13.0%) were “somewhat familiar” and 2.3% considered themselves “very familiar.”

D. DEMOGRAPHIC INFORMATION IN DETAIL

Priorities for the Community:

- ✓ **Revitalizing Downtown Fulton was especially important to Fulton's oldest residents.**

A majority (55.4%) of respondents age 65 or older stated that revitalizing Downtown Fulton was a high priority compared to 41.7% of the 18-34 age group, 45.4% of the 35-49 age group and 46.4% of the 50-64 age group.

Visiting Downtown:

- ✓ **Newer residents visited Downtown more often than any other group.**

More than two-thirds (66.7%) of residents who have lived in Fulton for less than 2 years, indicated that they visit Downtown more than five times per month, compared to smaller percentages of the 3-5 year group (35.7%), 6-10 year group (52.6%), 11-20 year group (42.4%) and more than 20 years group (47.8%).

- ✓ **Male residents were more likely to have visited Downtown for shopping than female residents.**

A majority of male respondents (58.1%) indicated that they were "very" or "somewhat likely" to have visited Downtown Fulton for shopping compared to 46.7% of female respondents.

- ✓ **Younger residents were more likely to have visited Downtown for special events than any other age group.**

A majority (62.5%) of respondents ages 18-34 stated that they were "somewhat" or "very likely" to have visited Downtown Fulton to attend a "special event." The majority of each of the other age groups indicated that they were "very" or "somewhat *unlikely*" to have visited Downtown Fulton to attend special events.

Views of Current Downtown Fulton:

- ✓ **Residents who have lived in Fulton for 11-20 years were the most likely to rate Downtown parking as "not so good" or "poor."**

The majority of residents (51.5%) who have lived in Fulton for 11-20 years indicated that "convenient parking" in Downtown Fulton was either "not so good" or "poor." This is in contrast to each of the other groups in this category where a majority of each, indicated that parking was either "excellent" or "good."

Priorities for Types of Downtown Businesses:

- ✓ **Adding fine dining options to Downtown Fulton was more important to respondents with higher incomes.**

The majority of respondents in the \$75,000 to \$99,999 (65.5%) and the \$100,000 or more category" (63.9%) considered adding "fine dining" to Downtown Fulton a high priority compared to 35.3% of the "under \$25,000", 44.6% of the \$25,000 to \$49,999", and 48.5% of the "50,000 to \$74,999" categories.

- ✓ **Female respondents were more interested in additional clothing stores Downtown than male respondents.**

The majority (62.7%) of female respondents considered adding additional clothing stores Downtown a high priority compared to 45.3% of male respondents.

Priorities for Other Downtown Improvements:

- ✓ **Respondents ages 35-49 were more likely to consider “improving building facades” a high priority than other age groups.**

The majority (51.5%) of respondents ages 35-49, indicated that “improving building facades” was a high priority compared to 35.4% of the 18-34 group, 46.4% of the 50-64 group and 45.8% of the 65 or older group.

- ✓ **Keeping the streets and sidewalks cleaner was a high priority for Fulton’s older residents.**

The majority (53.0%) of respondents age 65 or older, indicated that “keeping the streets and sidewalks cleaner” was a high priority compared to 41.7% of the 18-34 group, 38.1% of the 35-49 group and 37.7% of the 50-64 group.

- ✓ **Younger respondents were more likely to consider “changing parallel parking to angle parking” a high priority than older respondents.**

A majority (52.1%) of respondents ages 18-34 considered “changing parallel parking to angle parking” a high priority compared to 41.2% of the 35-49 group, 34.8% of the 50-64 group and 38.6% of the 65 or older group.

- ✓ **Newer residents favored converting the second floors of existing Downtown buildings into rental units.**

When asked if the second floor of Downtown buildings should be turned into residential living space, the majority (52.4%) of residents who have lived in Fulton for 0-2 years indicated that the spaces should be converted to “rental units.” The majority of each of the other groups in this category did not support this.

SECTION III

OVERVIEW OF DATA

As stated previously, UNICOM-ARC conducted a telephone survey of Fulton, Missouri, residents, drawn from a random sample of the community. The purpose of the survey was to learn about public perceptions of and priorities for Downtown as part of the DREAM Initiative.

Three hundred (300) interviews were completed, and a sample of this size yields an overall error margin of $\pm 5.7\%$. 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.

		%
	Right direction	71.7%
1. Thinking about Fulton, Missouri area, would you say things are moving...	Mixed	11.3%
	Wrong direction	7.7%
	Other/don't know	9.3%

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

	Top priority 5	Total High Priority (4-5)	3	Total Low Priority (1-2)	Other/don't know
	%	%	%	%	%
4. Improving emergency services	34.7%	61.3%	21.7%	11.7%	5.3%
3. Repairing major streets	33.7%	60.7%	25.3%	13.7%	.3%
2. Revitalizing the Fulton Downtown area	23.7%	48.0%	31.0%	20.0%	1.0%
6. Attracting more big box retail development	25.7%	43.3%	29.0%	22.0%	5.7%
5. Upgrading parks and recreation facilities	17.3%	42.0%	34.7%	21.0%	2.3%

	%
	48.0%
	35.3%
	10.7%
	5.0%
	.3%
	.7%
	.0%

7. How often do you visit Fulton?

- More than five times a month
- One to five times per month
- Less than once a month
- Once a year or less
- Other
- Don't visit downtown
- Don't know

8-15. For each of the following, please tell me how often you visit downtown for these activities.

	Very often	Very/ Somewhat often	Not very/ Not at all often	Other/don't know
	%	%	%	%
13. Government/post office	31.2%	73.2%	26.5%	.3%
14. Conducting business	26.8%	64.4%	35.6%	.0%
9. Dining	18.5%	62.4%	37.6%	.0%
8. Shopping	18.8%	52.3%	47.3%	.3%
12. Special Events	11.7%	45.6%	53.7%	.7%
11. Other outdoor recreation, such as walking	14.8%	37.6%	62.4%	.0%
10. Entertainment	7.7%	32.9%	66.4%	.7%
15. Attending Church	21.1%	27.5%	72.1%	.3%

	%	
16. What is the one reason you most often visit Downtown Fulton?	Dining	24.5%
	Shopping	23.8%
	Conducting business	21.8%
	Government/post office	11.7%
	Other/don't know	5.7%
	Other outdoor recreation	3.7%
	Attending church	3.7%
	Entertainment	2.7%
	Special events	2.3%

17-29. For each of the following characteristics of Downtown I read, please tell me if you think conditions in Macon are excellent, good, not so good or poor.

	Excellent	Excellent/Good	Not so good/Poor	Other/don't know
	%	%	%	%
28. Safety during the day	22.3%	92.7%	5.0%	2.3%
20. Preservation of historic structures	19.3%	85.3%	11.7%	3.0%
27. Condition of sidewalks	11.7%	79.3%	17.0%	3.7%
17. Signs to help people find their way around	12.7%	79.3%	17.0%	3.7%
18. Convenient business hours	5.7%	75.7%	21.3%	3.0%
24. Dining options	10.3%	72.3%	25.0%	2.7%
29. Safety at night	9.7%	70.0%	14.7%	15.3%
22. Convenient parking	9.0%	65.0%	34.7%	.3%
21. Occupied storefronts	5.3%	61.3%	33.0%	5.7%
19. Available green space	6.0%	60.0%	29.3%	10.7%
23. Diverse mix of business	7.0%	59.0%	39.0%	2.0%
26. Condition of streets	3.0%	54.3%	45.0%	.7%
25. Entertainment options	1.7%	33.7%	59.3%	7.0%

	%	
30. How important would you say it is that Fulton work to retain its Downtown's historic character?	Very important	52.3%
	Somewhat important	36.0%
	Not very important	6.7%
	Not at all important	4.3%
	Other/don't know	.7%
	Very/Somewhat important	88.3%
Not very/Not at all important	11.0%	

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 Fulton 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...

	Top priority 5	Total High Priority (4-5)	3	Total Low Priority (1-2)	Other/don't know
	%	%	%	%	%
32. Family or casual style dining	29.3%	65.3%	24.3%	10.0%	.3%
38. Clothing stores	26.0%	54.0%	26.7%	19.3%	.0%
33. Fine Dining	24.3%	51.0%	27.7%	21.3%	.0%
41. Bookstore	19.7%	42.7%	31.0%	25.3%	1.0%
37. Convenience store or grocery store	19.0%	36.3%	23.0%	40.7%	.0%
39. Arcade or other attraction aimed at teenagers	17.7%	33.3%	24.3%	41.0%	1.3%
36. Art galleries and shops	12.0%	33.0%	32.3%	33.7%	1.0%
31. Lodging such as hotel, motel or bed and breakfast	12.3%	31.7%	31.3%	35.7%	1.3%
34. Music store	12.7%	30.7%	29.3%	39.7%	.3%
42. Arts and crafts store	8.3%	29.7%	32.3%	37.0%	1.0%
35. Antique shops	11.0%	24.7%	25.0%	49.7%	.7%
40. Bar/nightclubs	6.3%	18.0%	18.0%	62.3%	1.7%

	%	
43. Which business would you most like to see in Downtown Fulton?	Clothing stores	25.0%
	Family or casual style dining	16.7%
	Other	13.3%
	Arcade or other attraction aimed at teenagers	11.0%
	Fine dining	8.3%
	Bookstore	6.7%
	Bars/nightclubs	3.3%
	Arts and crafts store	3.3%
	Music store	3.3%
	Art galleries and shops	3.0%
	Convenience store or grocery store	2.3%
	Lodging such as hotel, motel or bed and breakfast	2.0%
	Antique shops	1.7%

45 – 56. 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 Fulton using the same 5-point scale.

	Top priority 5	Total High Priority (4-5)	3	Total Low Priority (1-2)	Other/don't know
	%	%	%	%	%
50. Making the area more pedestrian friendly	26.3%	49.7%	28.3%	21.3%	.7%
46. Moving utilities underground	29.3%	47.7%	25.0%	24.7%	2.7%
52. Improving building facades	17.0%	46.7%	30.7%	20.7%	2.0%
47. Adding new parking spaces or lots	24.3%	45.3%	25.7%	28.3%	.7%
53. Keeping streets and sidewalks cleaner	21.0%	43.0%	30.7%	25.7%	.7%
45. Improving lighting	17.0%	41.7%	26.3%	30.3%	1.7%
54. Changing parallel parking to angle parking	19.3%	40.7%	15.7%	42.3%	1.3%
44. Adding green space and landscaping such as trees or plantings	15.3%	35.3%	29.3%	33.7%	1.7%
48. Stricter code enforcement	14.7%	31.3%	25.7%	37.3%	5.7%
51. Improving signage to help people find their way around	14.0%	31.3%	34.0%	32.7%	2.0%
56. Connecting downtown with the campuses via walkway	12.0%	30.3%	25.7%	41.3%	2.7%
49. Developing second-story residential space	10.3%	28.0%	29.0%	40.3%	2.7%
55. Adding murals to Downtown buildings	11.7%	25.7%	33.0%	40.3%	1.0%

		%
57. Are there any other improvements you think should be made to Downtown Fulton?	Yes	30.3%
	No	69.7%

		%
58. Property owners should turn the second floors of their existing buildings into...	Rental units	39.7%
	condominiums	15.3%
	No need	34.3%
	Other/don't know	10.7%

		%
59. What would you say is your main source of information about Downtown Fulton?	Local newspaper	41.3%
	Other-specify	18.3%
	Word-of-mouth	18.0%
	I live downtown	5.7%
	No others/don't know	5.7%
	Chamber of commerce web site	4.3%
	Television	3.3%
	Radio	3.3%

		%
59b. What is your second most likely source of information?	Local newspaper	25.4%
	Word-of-mouth	24.7%
	Television	14.5%
	Other-specify	13.8%
	No others/don't know	9.9%
	Radio	8.5%
	Chamber of commerce web site	2.8%
	I live downtown	.4%

		%
60. Would you be very likely, somewhat, not very or not at all likely to support such a sales tax?	Very likely	20.0%
	Somewhat likely	37.7%
	Not very likely	19.7%
	Not at all likely	20.7%
	Other/don't know	2.0%
	Very/Somewhat likely	57.7%
	Not very/Not at all likely	40.3%

		.25%	.5%	.75%
		%	%	%
60a. If that economic development sales tax was a ___ sales tax increase, would you...	Strongly favor	17.5%	7.7%	12.5%
	Favor	63.2%	63.5%	62.5%
	Oppose	10.5%	21.2%	15.6%
	Strongly oppose	5.3%	5.8%	7.8%
	Other/don't know	3.5%	1.9%	1.6%
	Strongly favor/Favor	80.7%	71.2%	75.0%
	Oppose/Strongly Oppose	15.8%	26.9%	23.4%

		%
61. How familiar are you will a state-sponsored program called the DREAM Initiative?	Very familiar	2.3%
	Somewhat familiar	13.0%
	Not very familiar	17.0%
	Not at all familiar	67.3%
	Other/don't know	.3%
	Very/Somewhat familiar	15.3%
	Not very/Not at all familiar	84.3%

		%
62. Age	18-34	16.0%
	35-49	32.3%
	50-64	23.0%
	65 or older	27.7%
	Other/don't know/refused	1.0%

		%
63. How long have you lived in the Fulton area?	0-2 years	7.0%
	3-5 years	9.3%
	6-10 years	12.7%
	11-20 years	11.0%
	More than 20 years	60.0%
	Other/don't know	.0%

		%
64. Income	under \$25,000	17.0%
	\$25,000 to \$49,999	27.7%
	\$50,000 to \$74,999	22.7%
	\$75,000 to \$99,999	9.7%
	\$100,000 or more	12.0%
	Other/don't know	11.0%

		%
65. Gender	male	50.0%
	female	50.0%

SECTION IV

RESPONSE TO OPEN-ENDED QUESTIONS

7. How often do you visit Fulton?

I go to Columbia to do my Christmas shopping

43. Which business would you most like to see in downtown Fulton?

A Christian book store

A great big Olympic swimming pool

A K-mart

A local Fulton museum

Any of them is ok

Bakery

Barnes and Nobles

Bookstore/music store combo

Chevy car dealer, GM

City museum

City pools

Don't want any

Entertainment

Factory

Furniture store

General merchandise retail stores

Hardee's store

I think we need a good Golden Corral; we need more business so people can have more jobs here and I think that would create more business

I would like to see a Burger King

I would like to see Captain D's and K-Mart

ISP Service

Monacles Pizza

More specialty shops

Satisfied; none

Something like the Fulton News Agency

Somewhere for the kids to go

Sporting goods store

Store where you can get ready-mades in different sizes, men and women

We just need some variety; anything would be good to fill up the empty spaces

Youth entertainment

57. Are there any other improvements you think should be made to Downtown Fulton?

Get rid of the brick streets (5)

Fix streets (3)

Parking (2)

Add Hardees

Close it and go to Mexico (Missouri)

Clothing and shoe stores; home improvement stores

Cobblestone streets need to be leveled out better

Extended weekend hours; if the businesses come in they need to stay open later

Fix sidewalks and streets, sidewalks especially

Fixing up Downtown historical buildings; oppose getting rid of brick streets- need to keep that

Get more businesses back

Get rid of the trashy bars and upgrade to more classy stuff

Get sidewalks and utilities in better shape

Getting smarter people in City Hall

Having a park or playground area

I think it would be nice to have a chance to widen the area and add more two-way streets; less stop signs

I think more stores besides antique shops should be made; would be nice to have an arts and crafts store

I think that the thing they should make more ramps for disabled people and older people; get rid of the brick streets

I think that they should attract more businesses instead of antique shops; I would like to see a parks and recreation facility (indoor)

I think there should be a taxi service for people to take to and from Downtown

I think there should be more brick roads

I think there should be more parking spots

I wish kids had a skating rink

I would like all of them

I would love to see essential services to bring people Downtown such as JC Penny, hardware store and grocery store; it would be nice because all these places have been taken away; the churches have destroyed with their buildings, don't think that is the best idea

I'd like to see them smooth out Nickel Street

Improving the brick streets

Internet infrastructure; I live outside town and cannot get online

Just to get rid of all the drug dealers

Kid's activities

Maybe a little more variety on the food places

More brick roads

More competitive prices

More dress shops "clothing stores" more historical things but keep it modern

More family stuff like arcade and restaurants; smaller businesses for goods and services like Dan's Supply

More law enforcement

More of a shopping area

More open to diversity; future plan rather than living in the past; tired of hearing about Churchill

More shopping and more stores to bring shopping back to Fulton

More stores Downtown other than junk stores or attorneys

More variety; more friendly hours evenings and weekends

Moving Callaway Bank and moving it to New Jersey

Need more retail stores

Needs more businesses
Needs to be more teenage friendly
New town hall; focus on Downtown Fulton; new Police Department
Over brick streets
Parking on Dice Street
Pave over bricks on 4th Street
Pave the brick roads; I would love to see family run shoe stores and clothing stores; City would prosper more with more local business and more vibrant store fronts
Preservation of the old movie theatre
Preserve the historical aspect of the City
Put some benches in front of the stores with a trashcan beside it
Remove the Downtown area; the businesses that are there are dropping off one by one and there is no improving the Downtown area
Restoring all of the old buildings
Selling maps to get around
Some more businesses
Stay open later on Friday nights, more entertainment
Streets need to be better; more green space and parking
The addition of a musical or entertainment venue; emphasis on repairing the streets since they still have the brick type streets
The prices in Fulton should be lower than in Columbia; the Wal-Mart inflation is higher than in Columbia; Fulton would attract more people if the stores were more cost conscious
The safety at night; the neighboring towns are having a lot of home invasions and I am worried about a lot of robberies
The south end – continue to build it up to attract more people
The stretch on 4th Street beats the cars up
The water and bricks are terrible
There should be reasonable clothing stores as in JC Penny's
They could fix those brick streets so they don't shake your car apart when you drive down them
They need more parking; and they need some kind of business besides bars and antique stores; there is hardly any reason for someone to go Downtown anymore
They need some shoe stores and a music store so kids can buy sheet music if they want to play the piano
They need to take the brick streets away; they are horrible and bumpy
They oughta have to clean up after their pets
They should have a swimming pool
They should put more electrical outlets for electric powered cars
Things for teenage kids; be nice if they bring in more big name business for jobs
Thrift stores
To keep the people friendly; I would like to see a park for middle age people to walk without the traffic and safety issues; that we need a swimming pool
Turning Downtown between 5th and 6th Streets to a pedestrian mall with fountain in the middle
Utilize more of the Downtown space
Utilize second floor space; improve area near theatre; improve 4th Street area; utilize first floor space; clean up whole area in direction of the Westminster campus; renovate or knock down; put in shops where we don't spend our money in the vacant storefronts, like music store with music lessons upstairs things like that; need clothing stores Downtown
We need business such as clothing stores

We need more police enforcement to get rid of drug dealers close to the college campuses
We only have one shoe store and they have to compete against Wal-Mart; a shoe repair store; a good dry cleaner; a store that handles bedding
We should have more sidewalks; the new subdivisions they are putting in new sidewalks and mine does not have good sidewalks

59. What would you say is your main source of information about Downtown Fulton?

Going Downtown (7)
Being down there (4)
Internet (2)
Always in Downtown Fulton
City Hall
Coffee Shop
Colleges
Driving through and passing through from sight
Drug stores
First hand – we go down there and sit
Flyers Downtown
Fulton newsletter
Going there; knowing people that work there
Health department
Historic
Historic parts
I go there once in a while
I learn about their historical structures
I live 9 blocks from Downtown
I lived here all my life
I'm down there all the time
It's historical
Job
Just being there
Just by driving down when I go down there
Just driving around
Just from shopping there
Lived here all my life
My dad was a mailman for 38 years
My wife works for the Fulton Sun
Observation
Observation when I am Downtown
Observing myself
Old antique town
Personal experience living in area
Phone directory
School
Shopping there, living in area and visiting Downtown
The blue newsletter

The info that I get is from work (probation and parole)
The newsletters from the City
Their heritage thing
Visiting Downtown
Visiting Downtown since I was a kid
Website

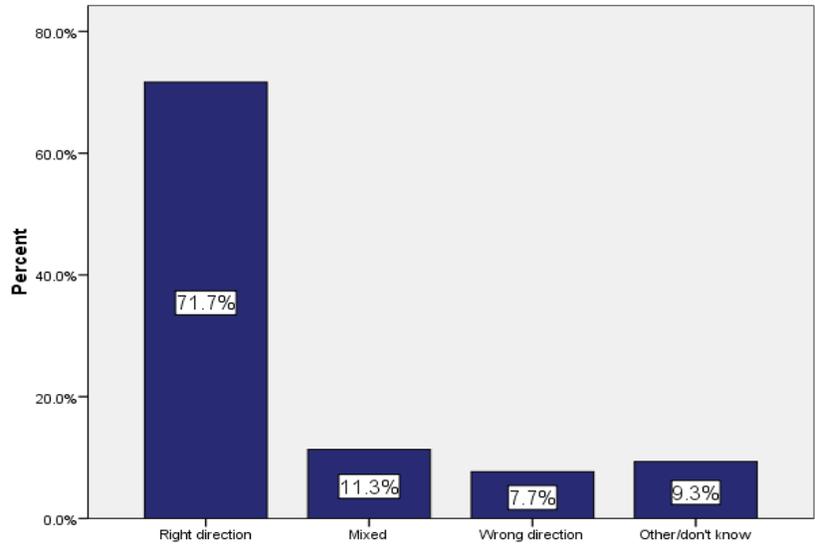
59b. What is your second most likely source of information?

City newsletter (4)
Internet (3)
Computer (2)
Kingdom of Callaway Historical Society
Visiting Downtown in person
Working at the Historical Society
Work Downtown
Library
Being in Downtown
Travel
Been here all my life
Flyers at school
Signs
Dining out
Knowledge of community
Going to Downtown
Reading signs
Advertisement
Courthouse
Been here 37 years
Observation
Stores
Going Downtown frequently
Knowledge
Place of employment
The blue flyer that goes out
I see it in advertisements
Phonebook
Personal knowledge
Callaway library webpage
The Fulton Sun Tuesday ad thing they send out
Signs and banners
Paperwork from school

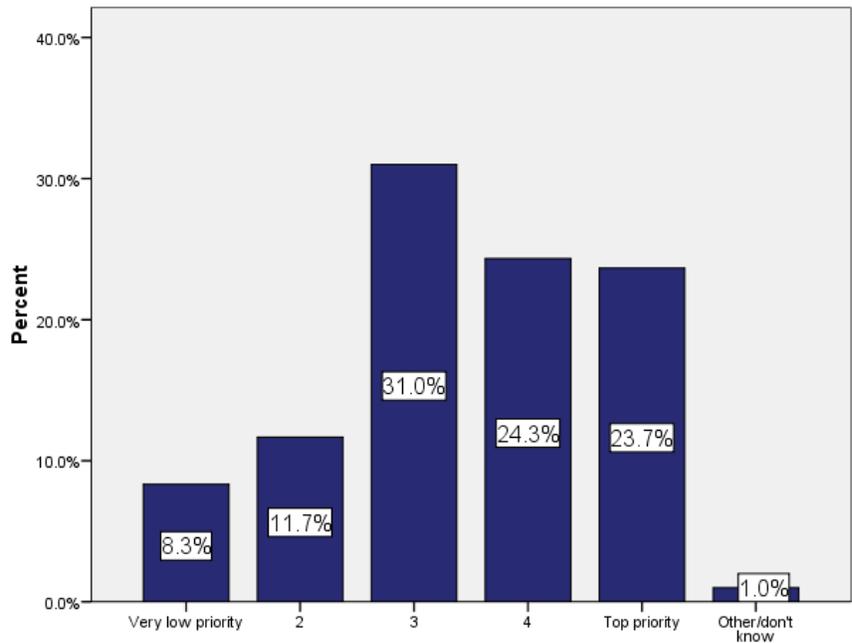
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SECTION V

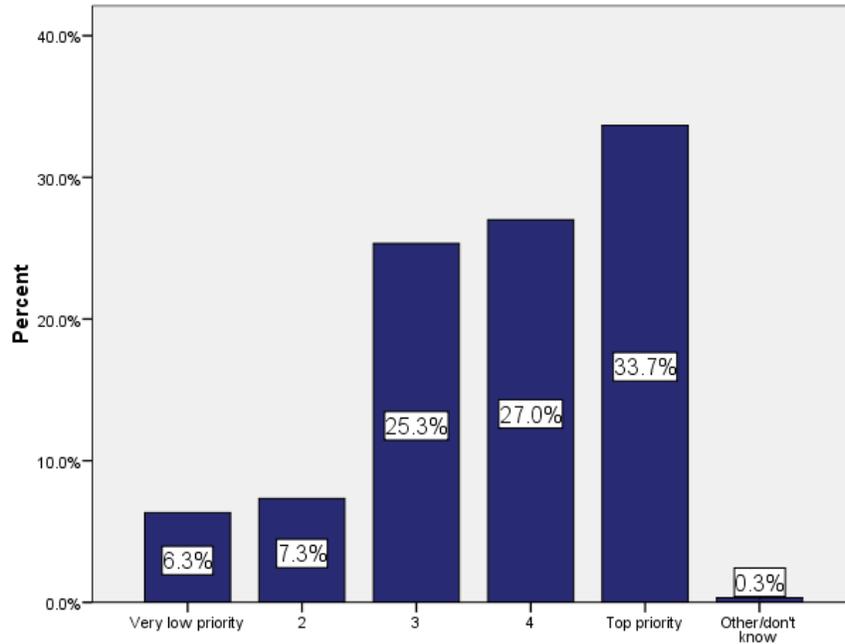
BAR CHARTS



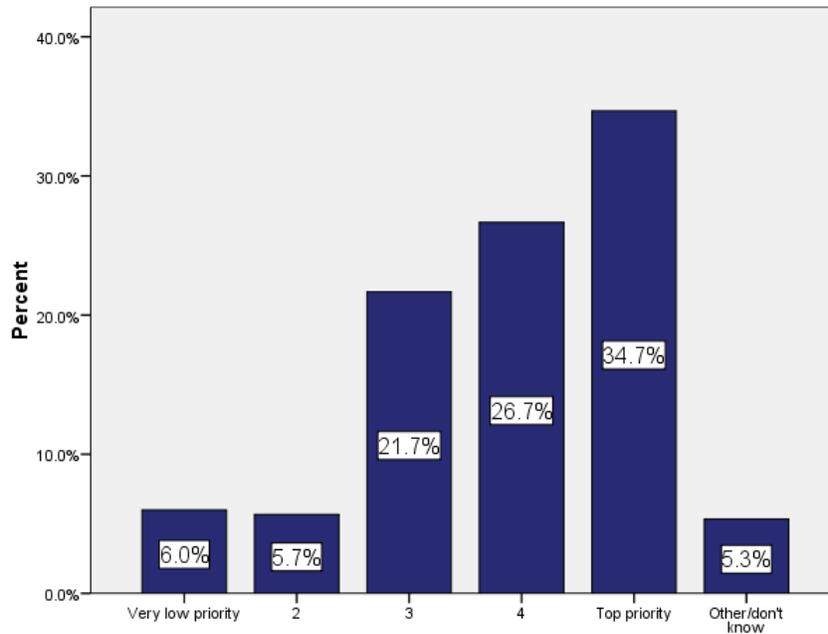
1. Thinking about Fulton, Missouri area, would you say things are moving...



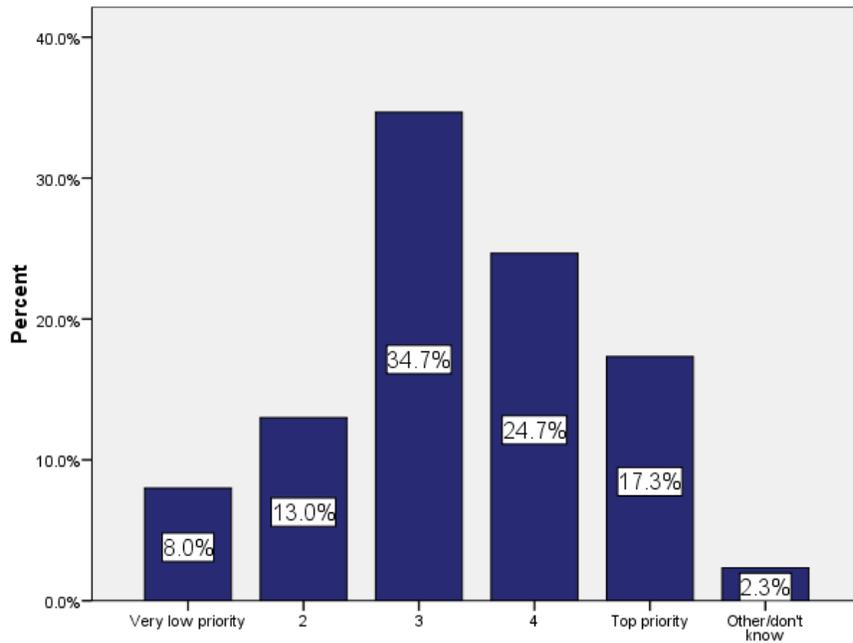
2. Revitalizing the Fulton Downtown area



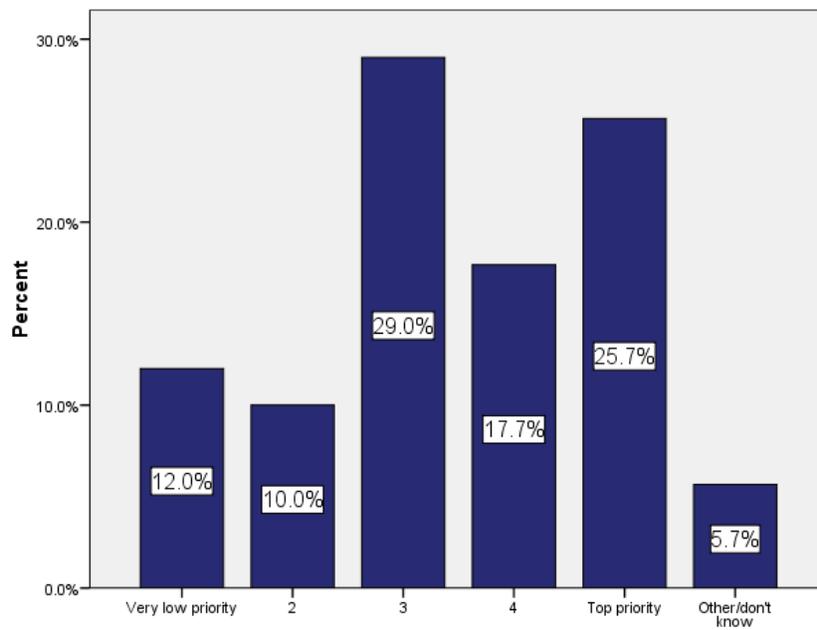
3. Repairing major streets



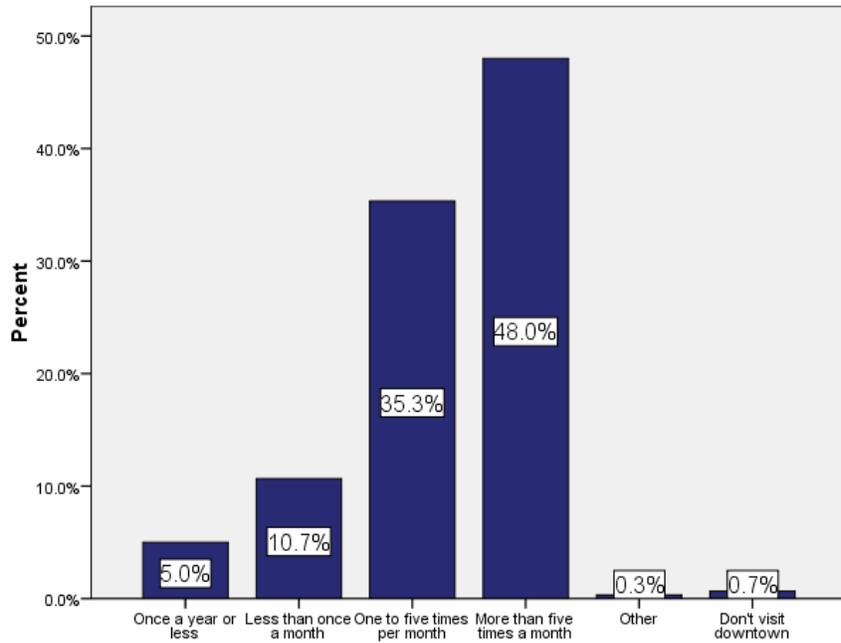
4. Improving emergency services



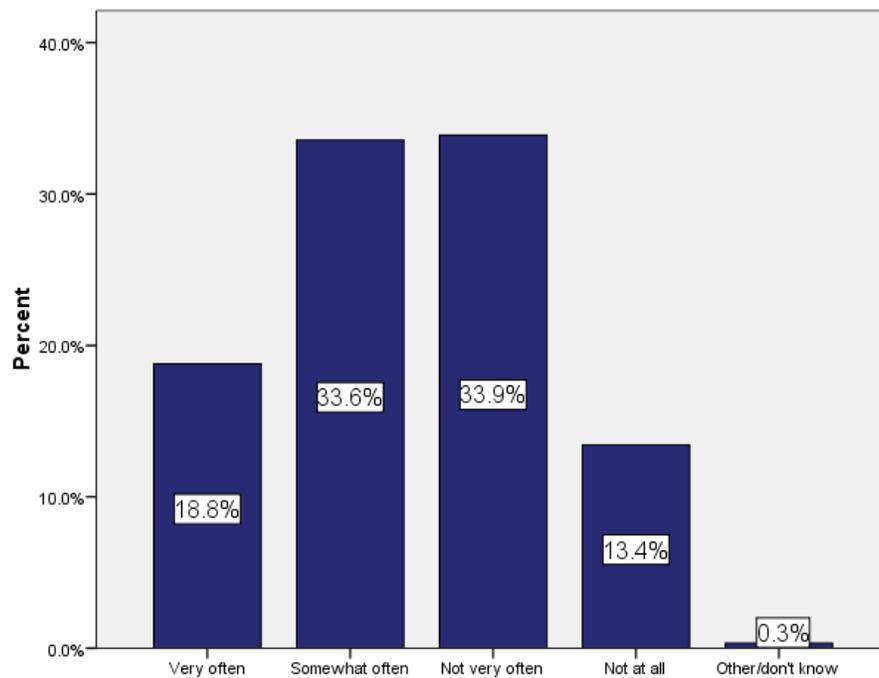
5. Upgrading parks and recreation facilities



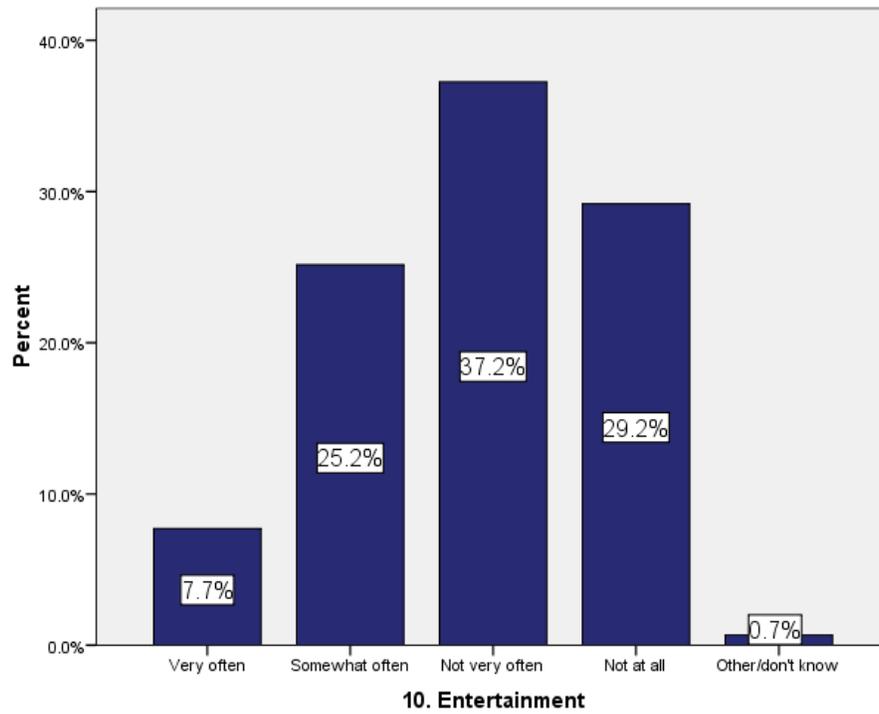
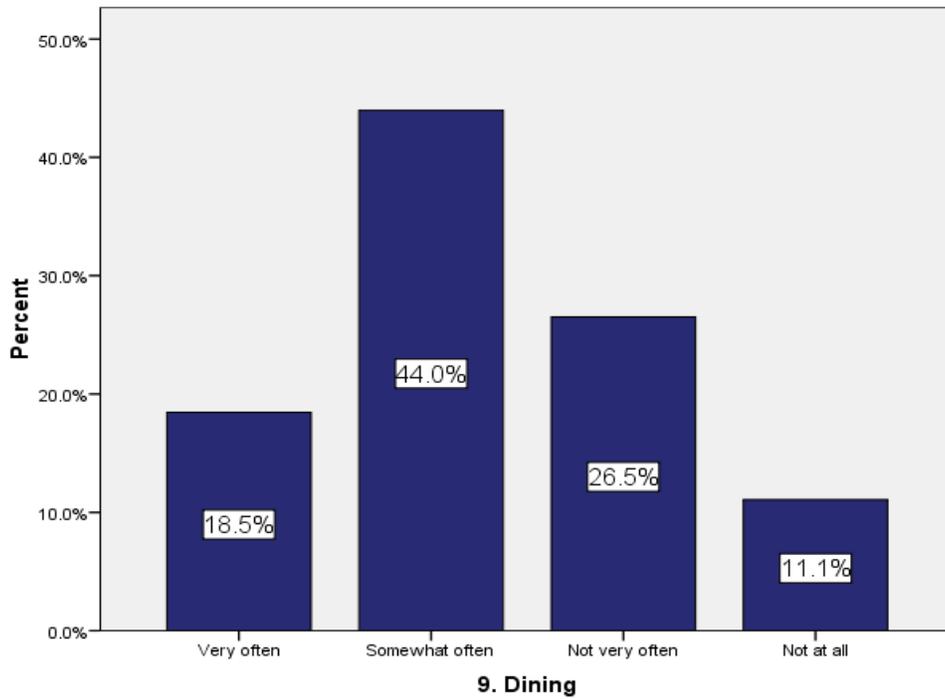
6. Attracting more big box retail development

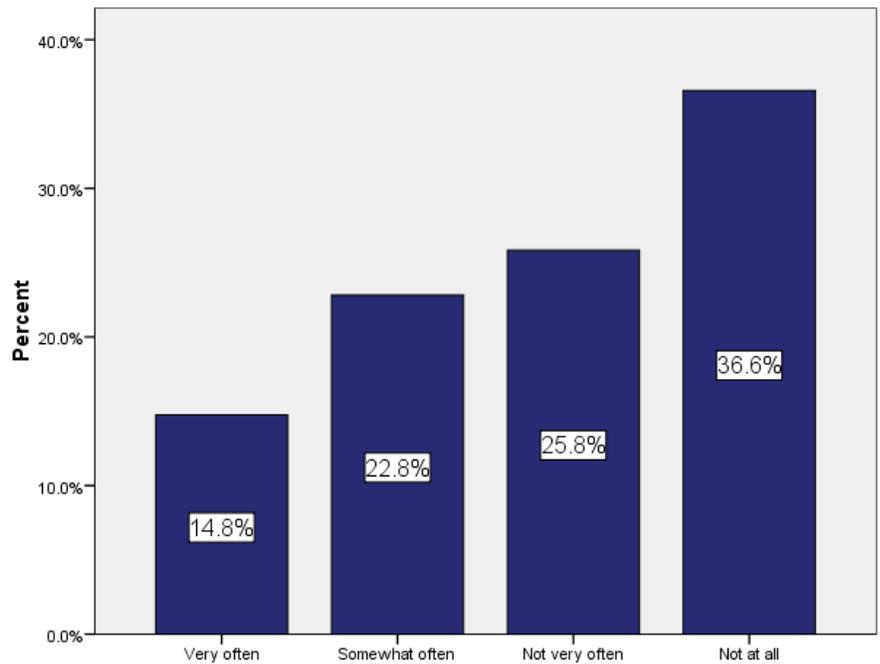


7. How often do you visit Downtown Fulton?

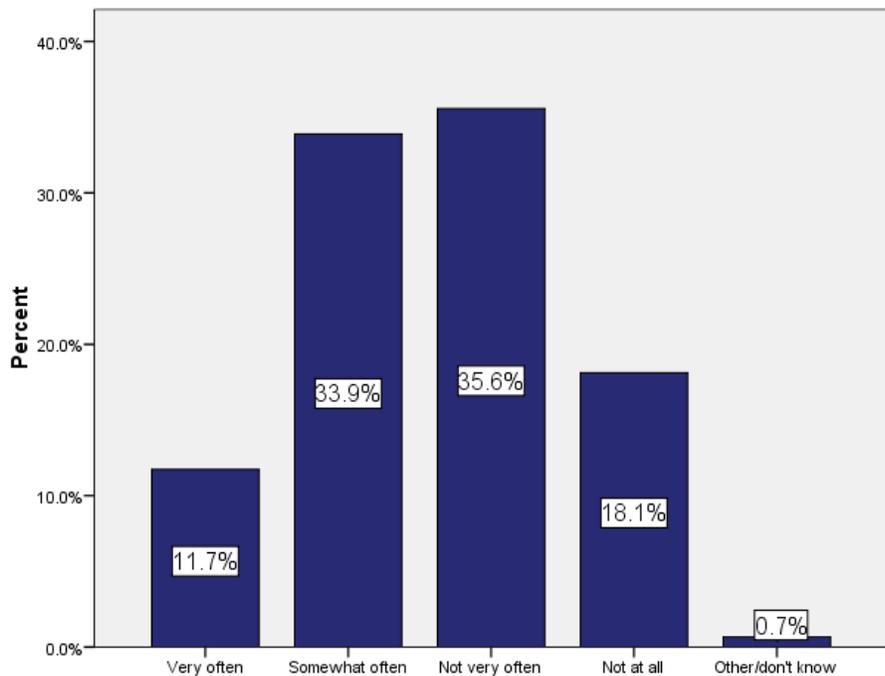


8. Shopping

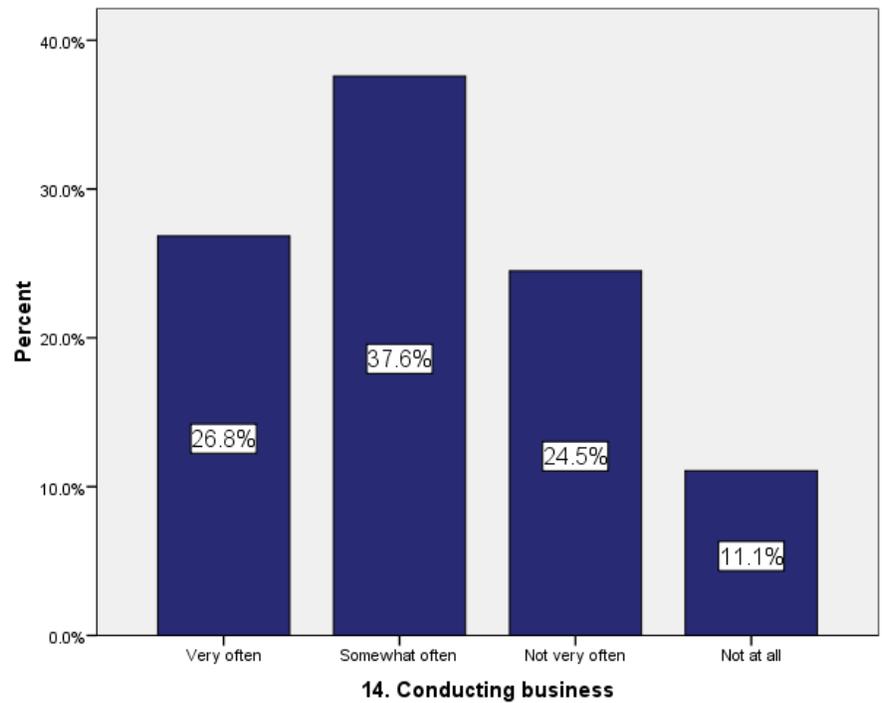
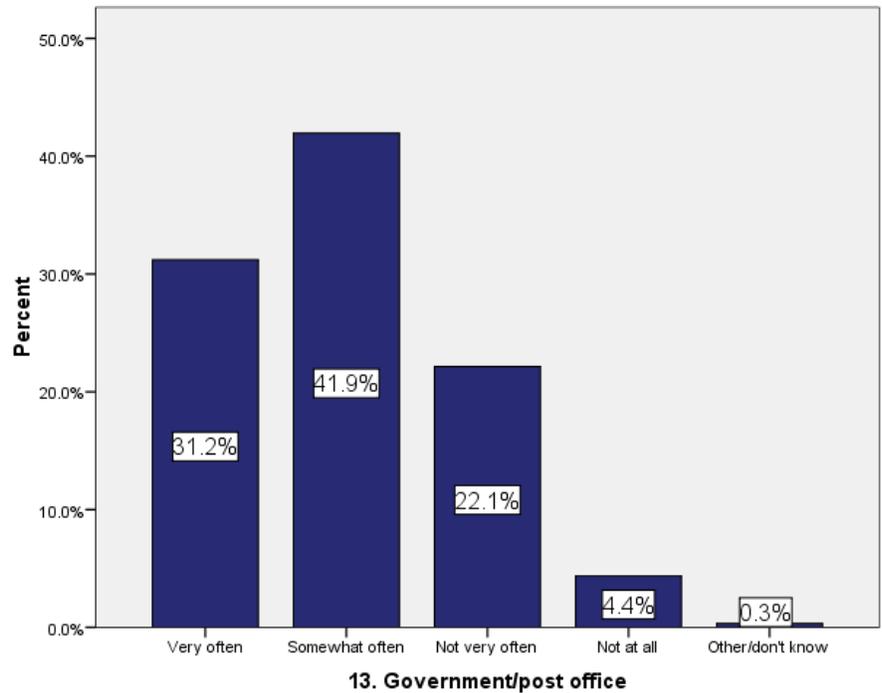


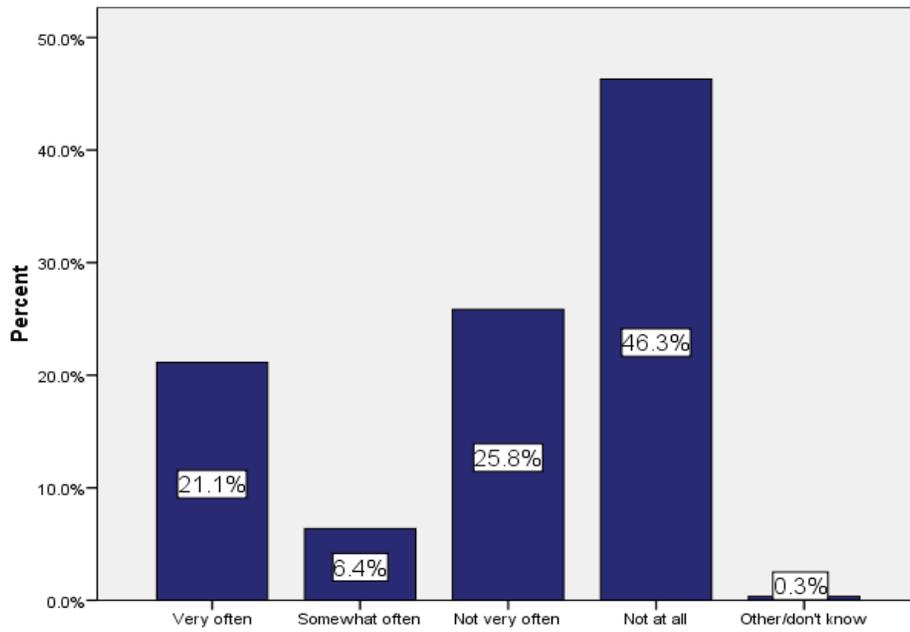


11. Other outdoor recreation, such as walking

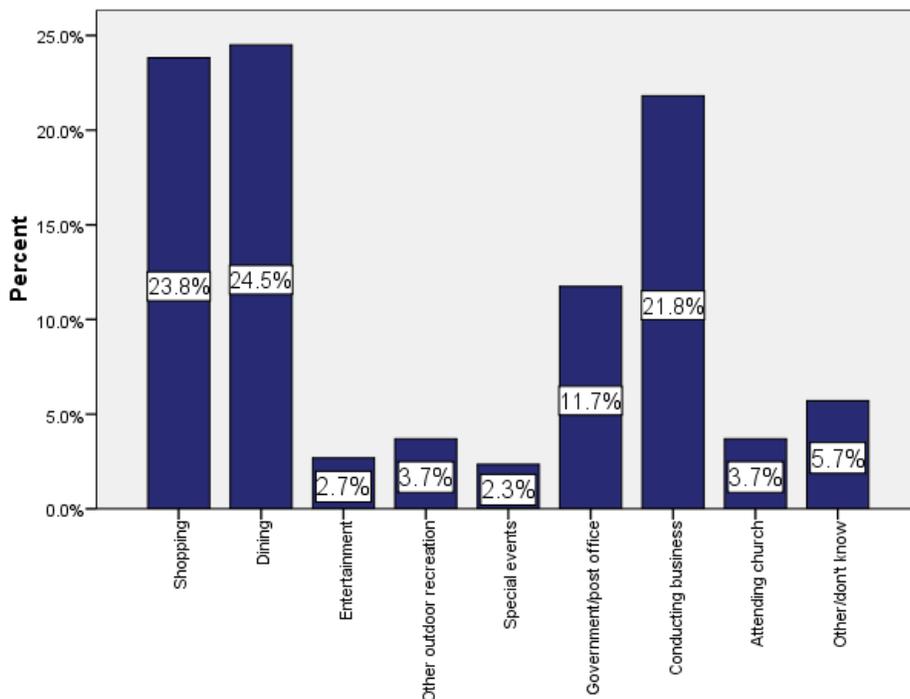


12. Special Events

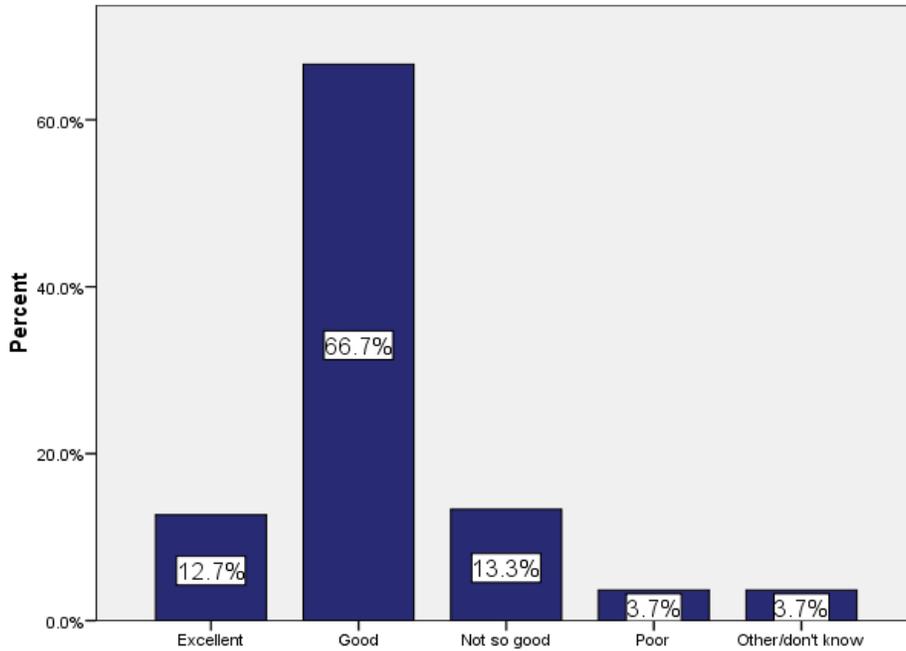




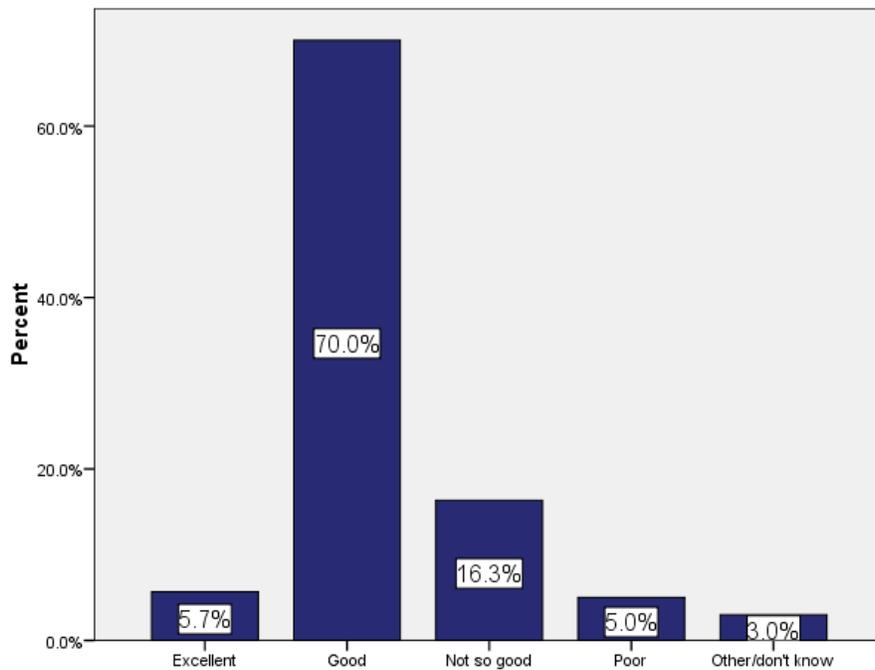
15. Attending Church



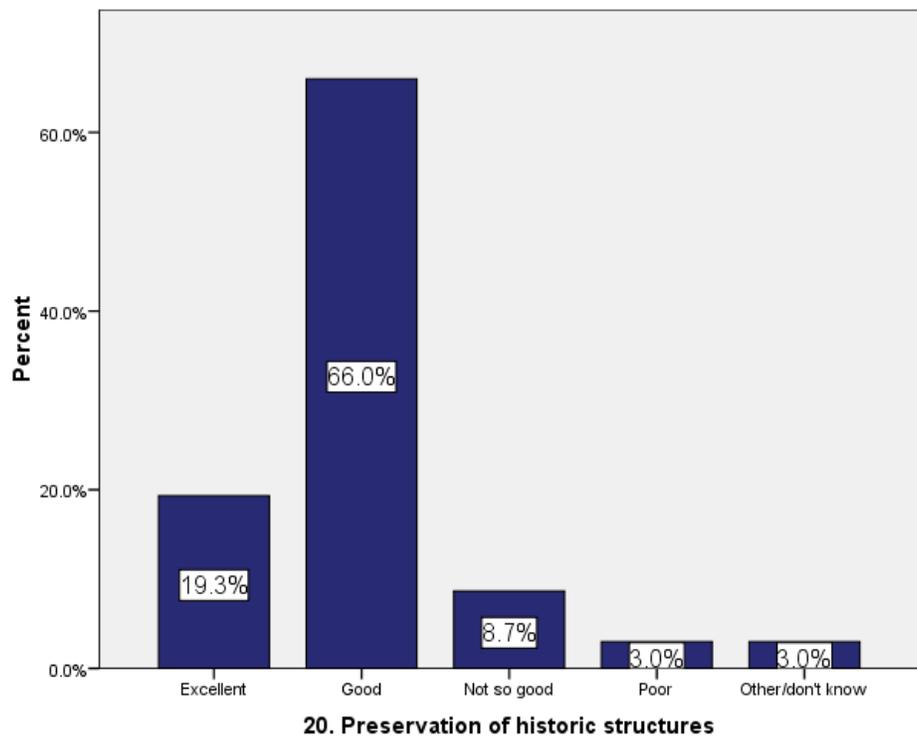
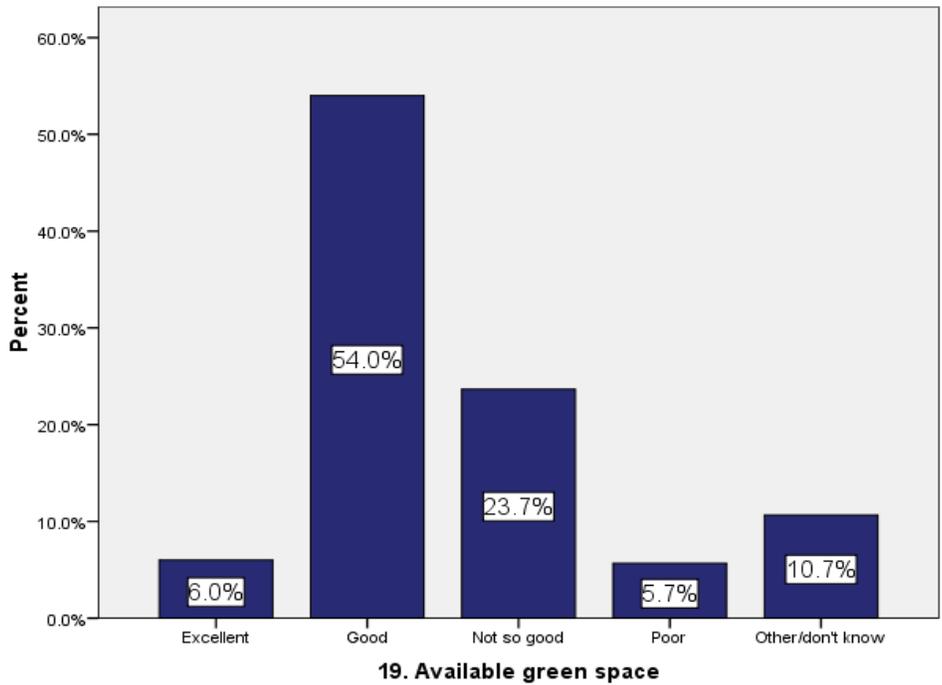
16. What is the one reason you most often visit Downtown Fulton?

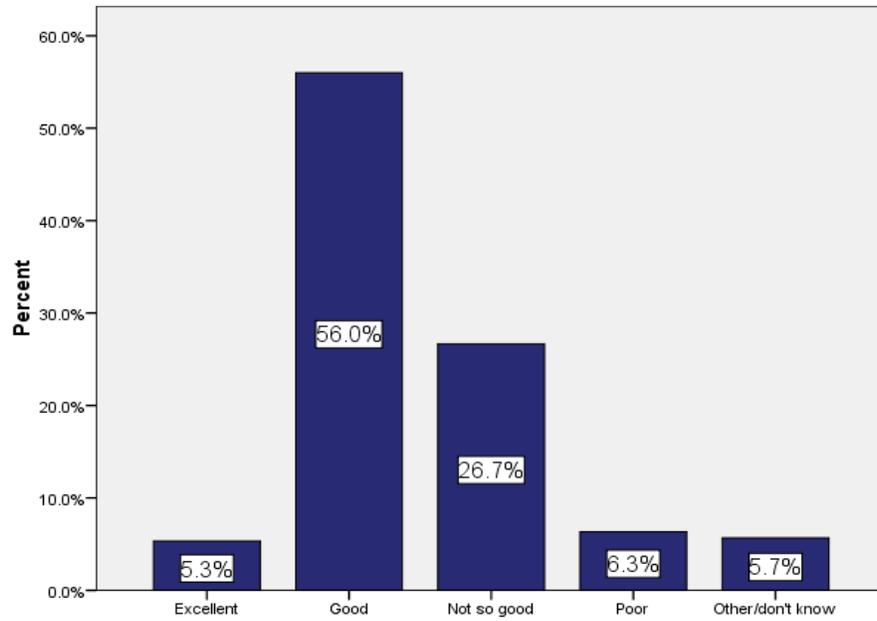


17. Signs to help people find their way around

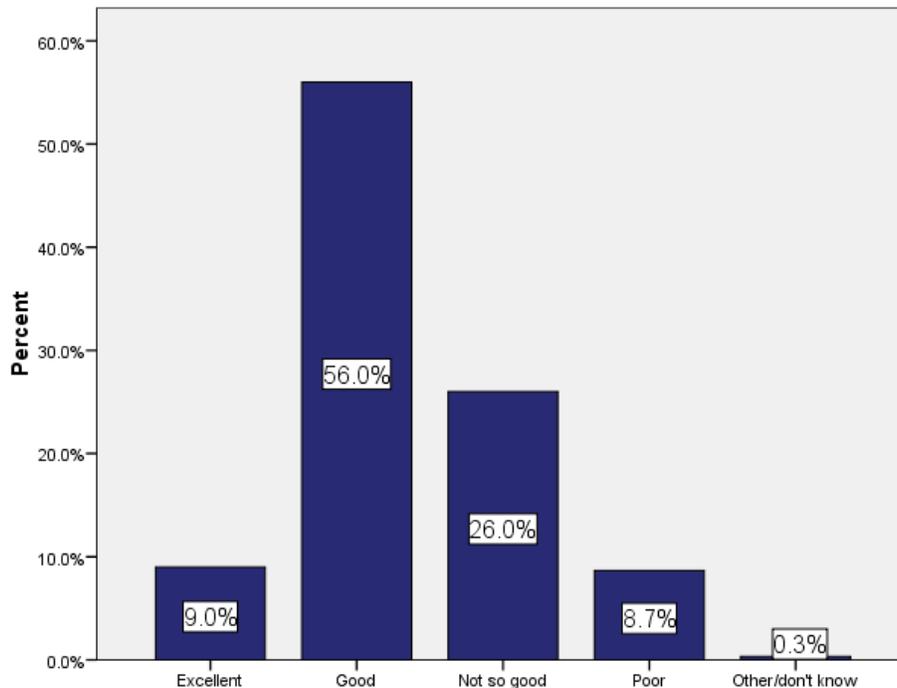


18. Convenient business hours

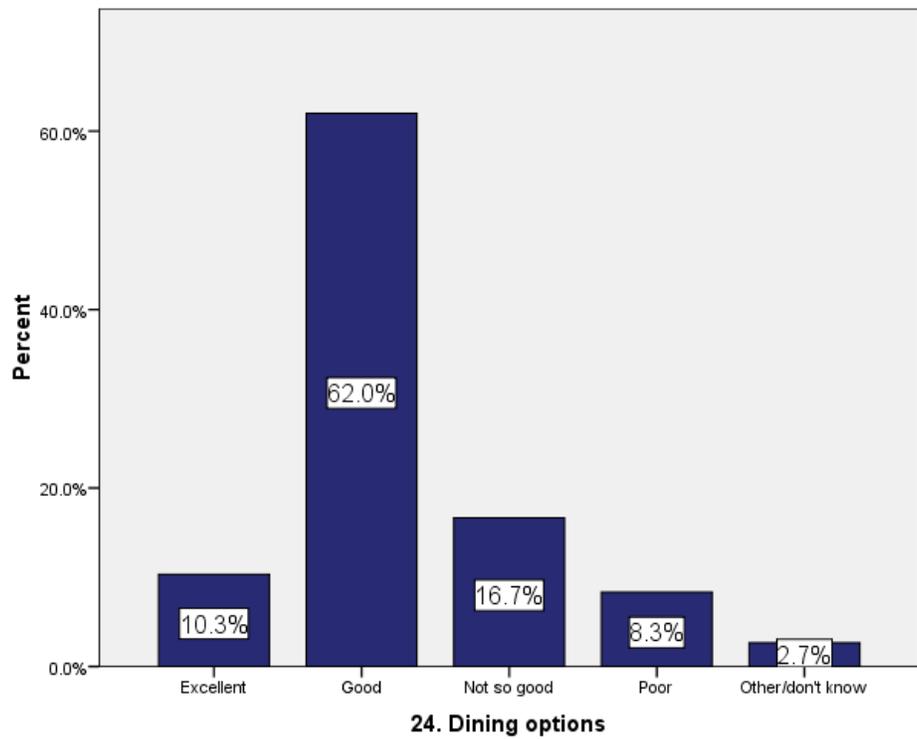
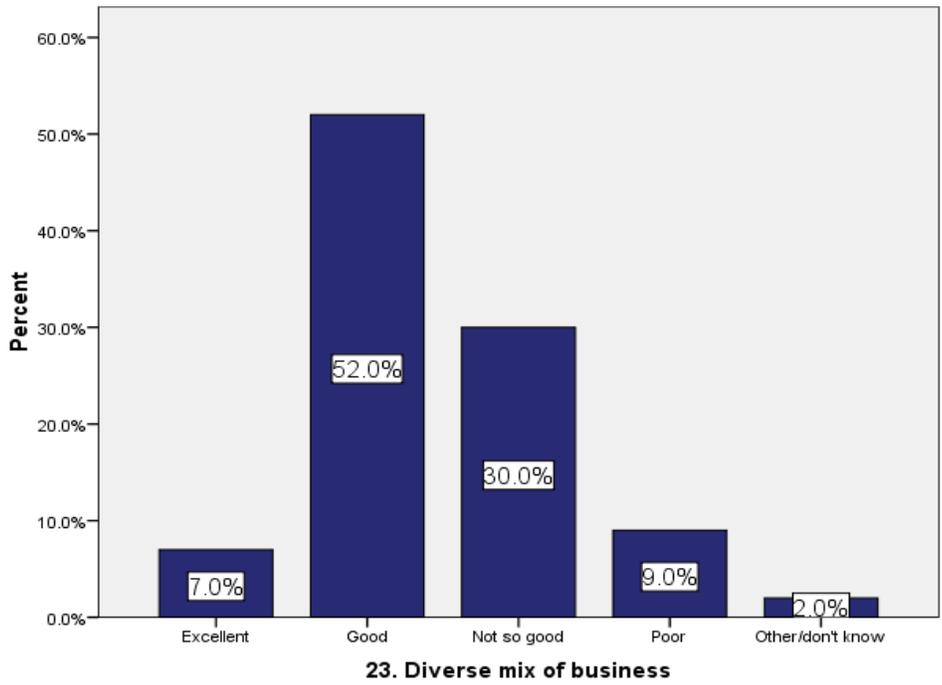


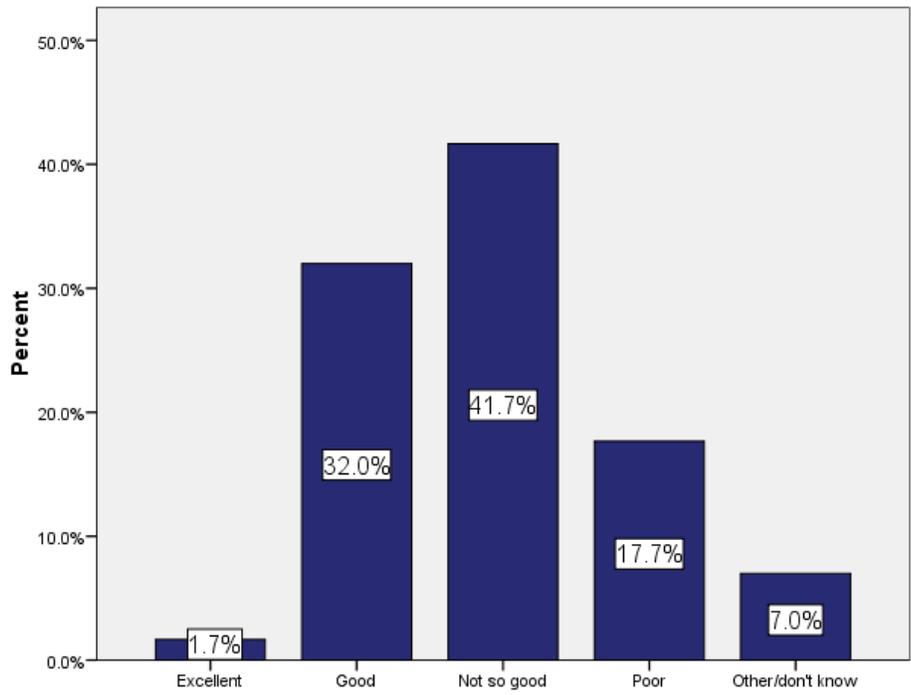


21. Occupied storefronts

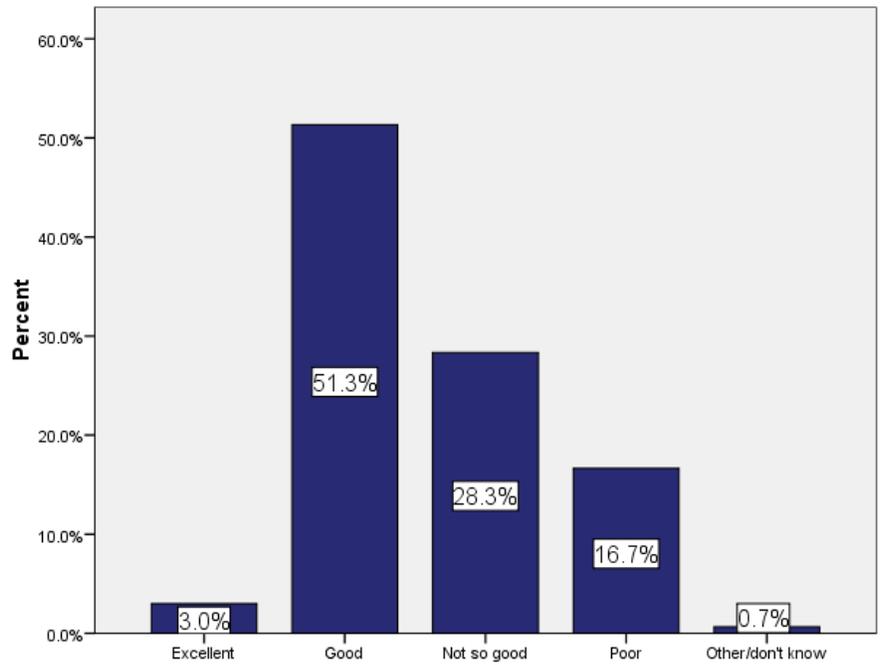


22. Convenient parking

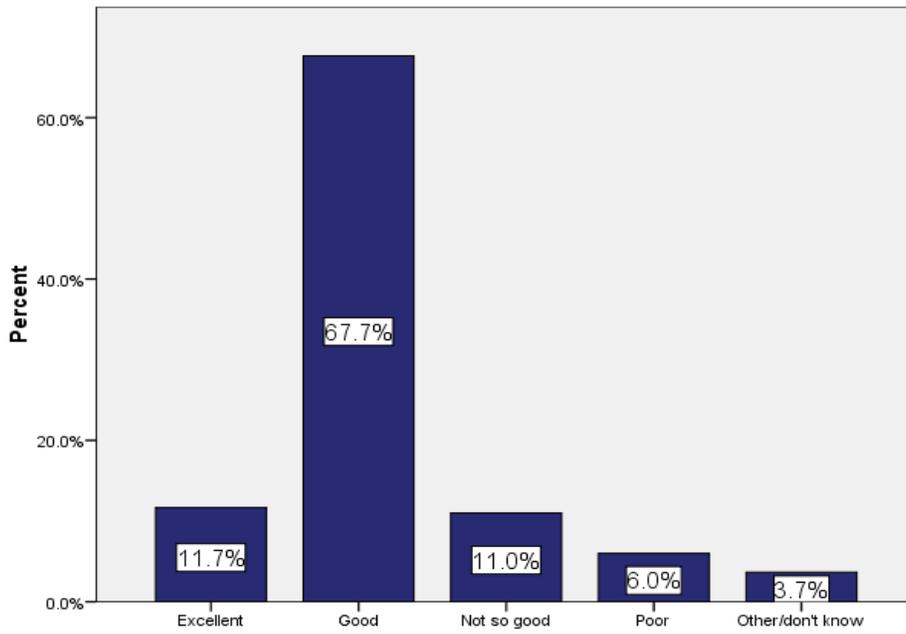




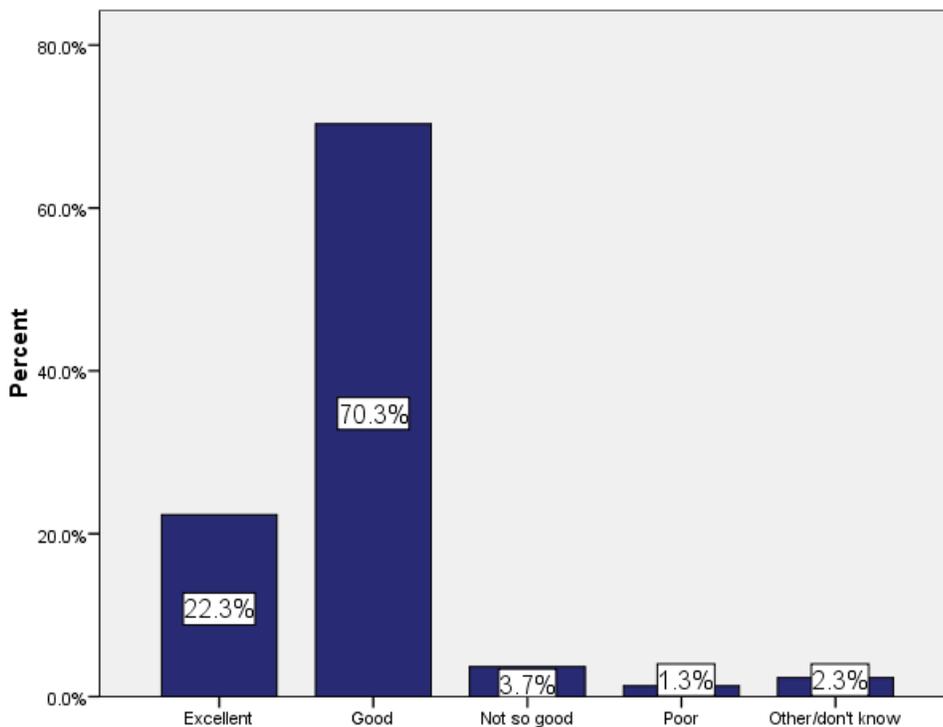
25. Entertainment options



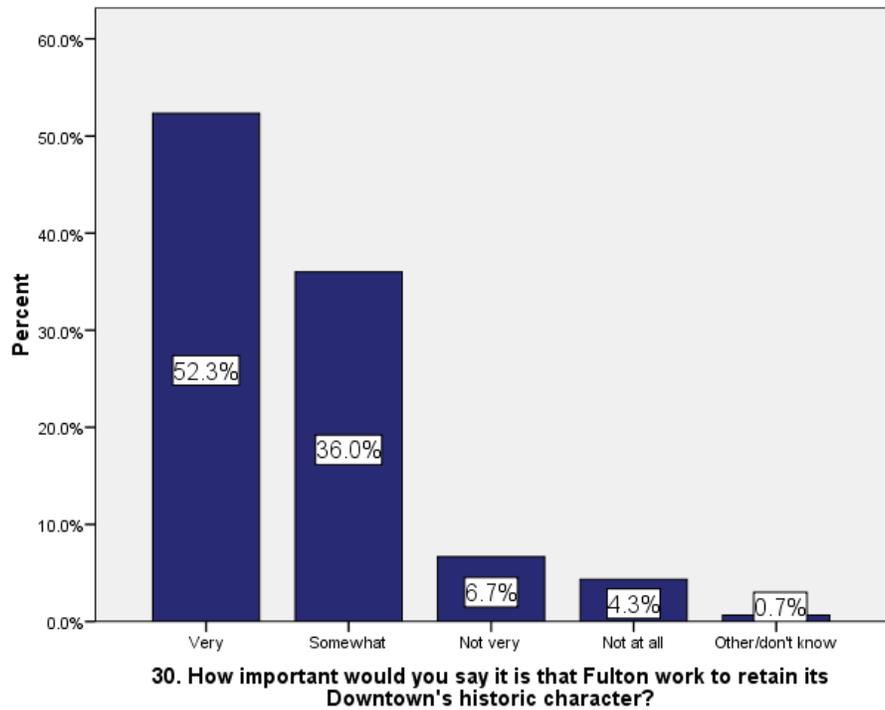
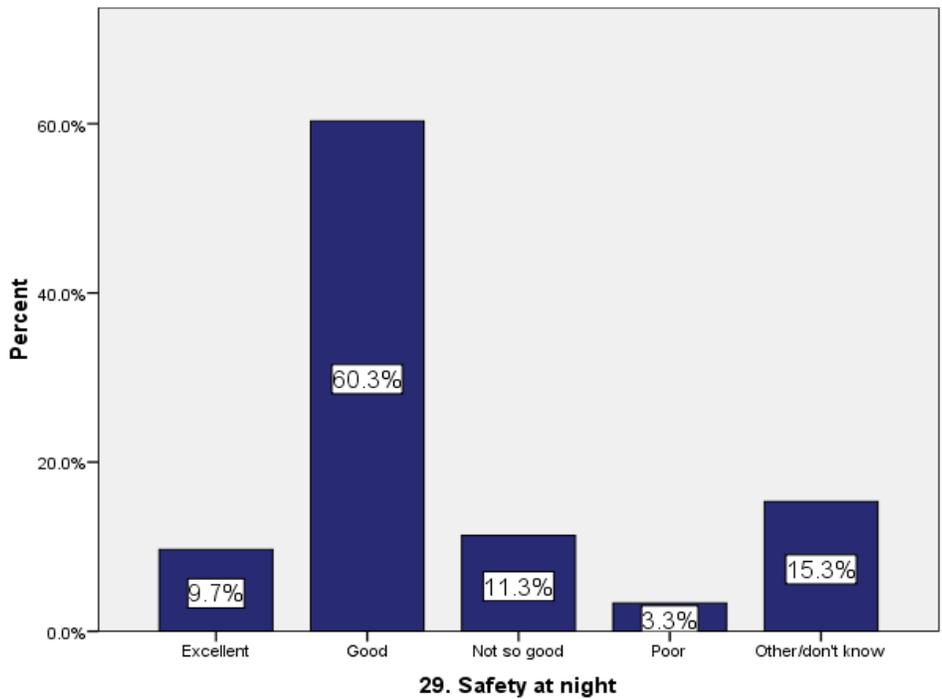
26. Condition of streets

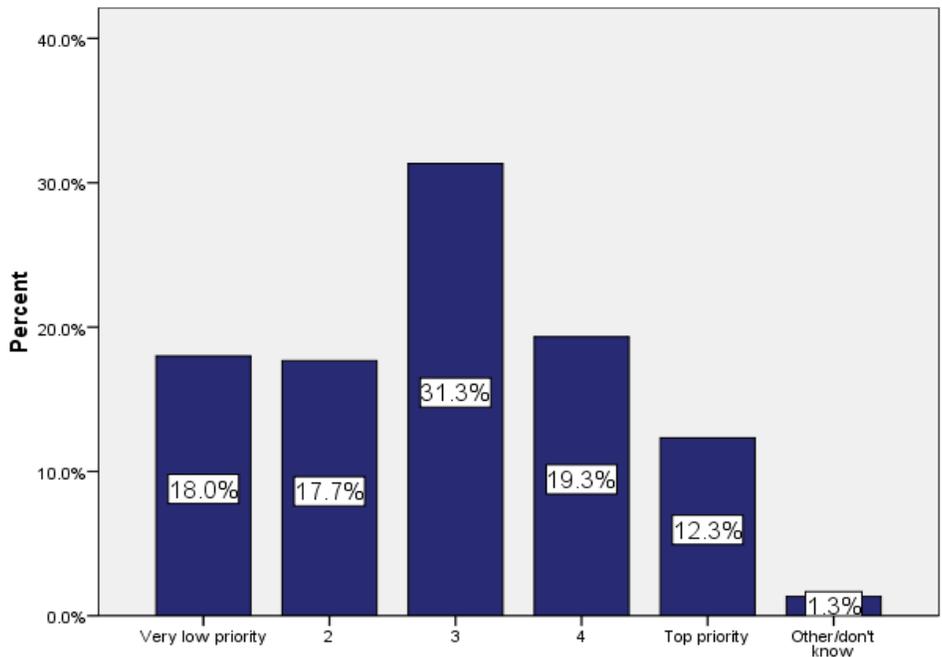


27. Condition of sidewalks

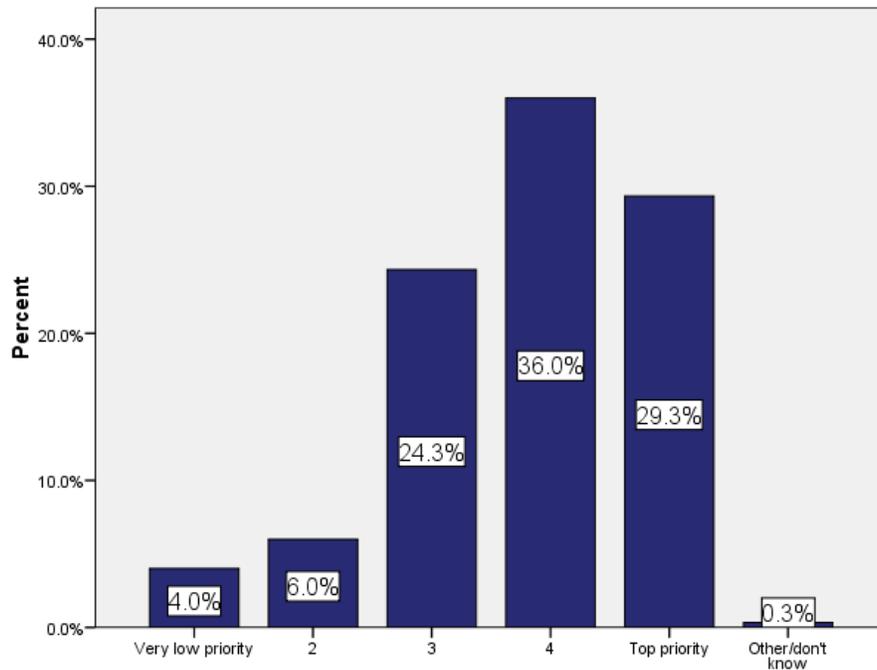


28. Safety during the day

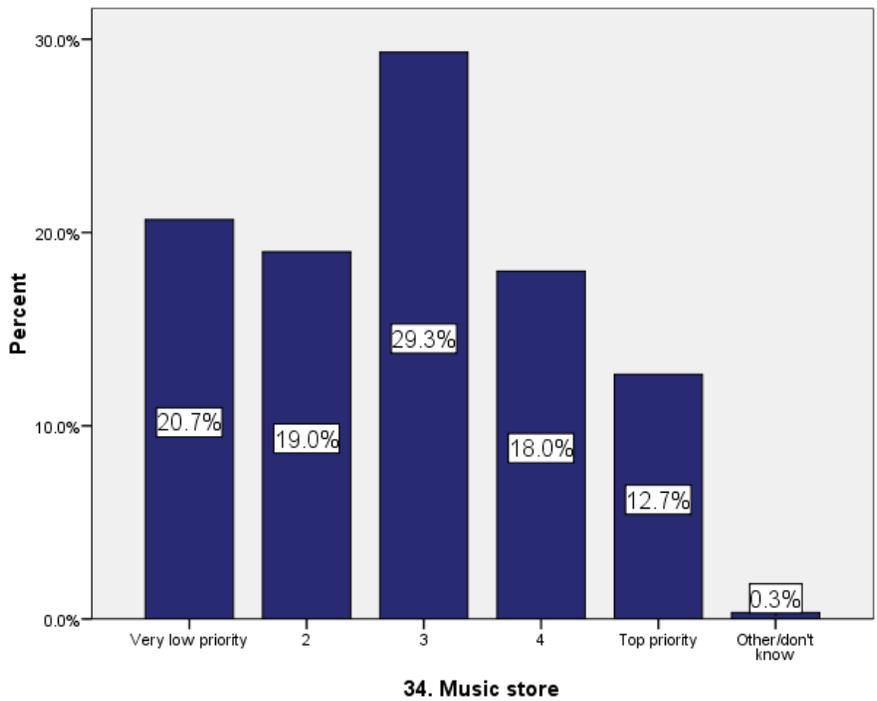
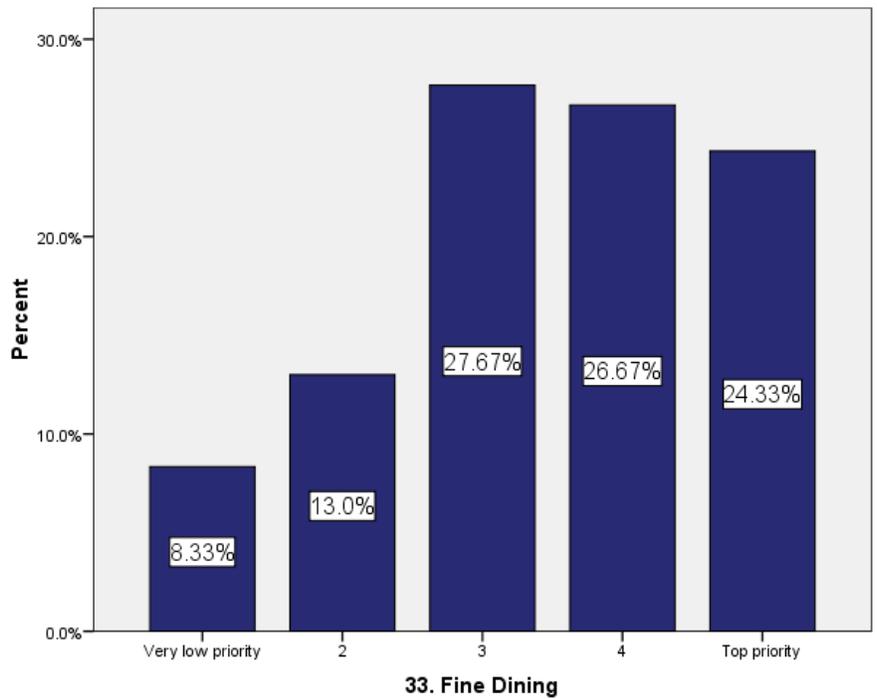


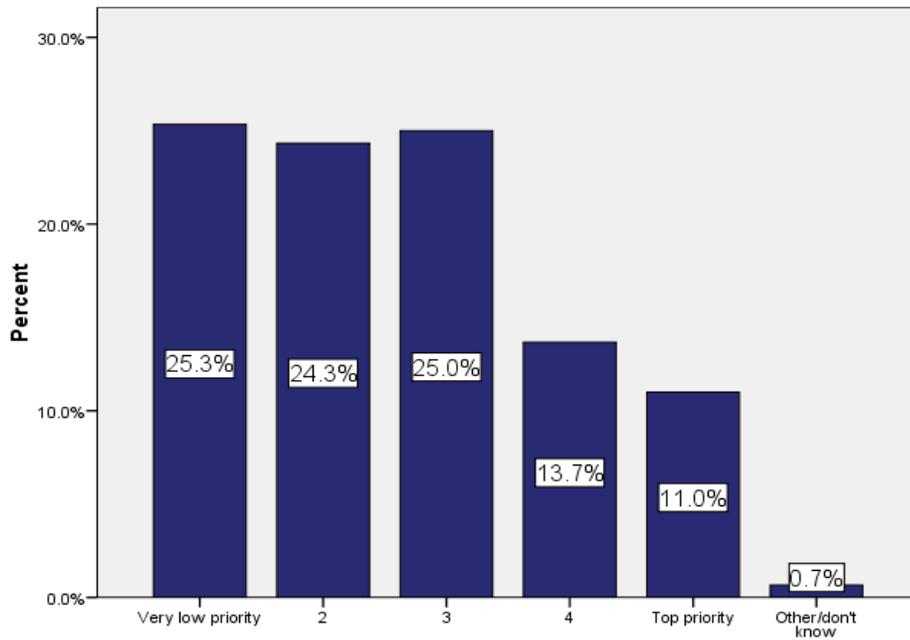


31. Lodging such as hotel, motel or bed and breakfast

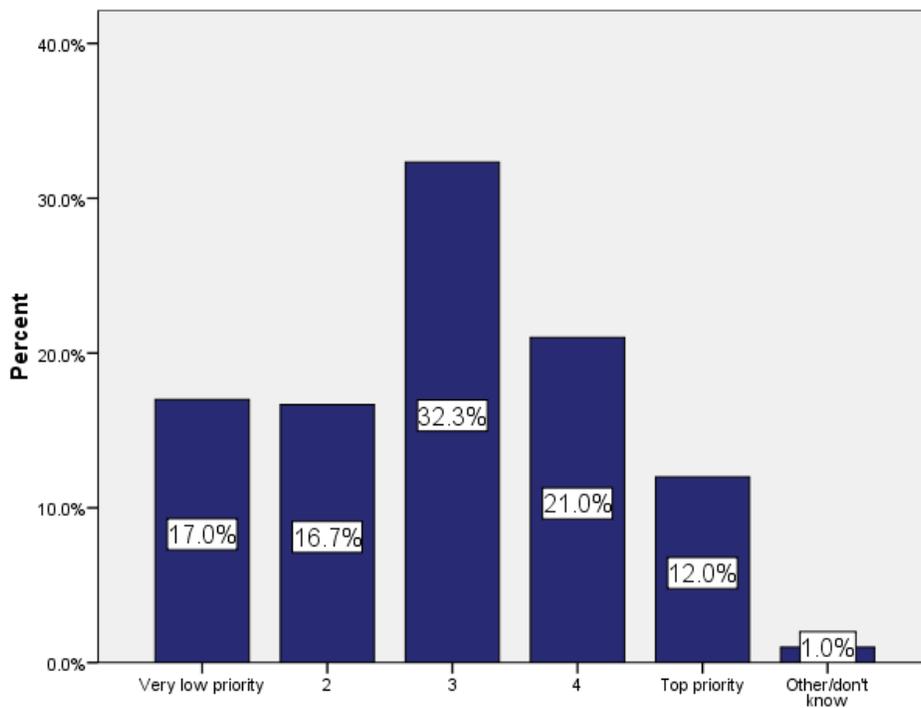


32. Family or casual style dining

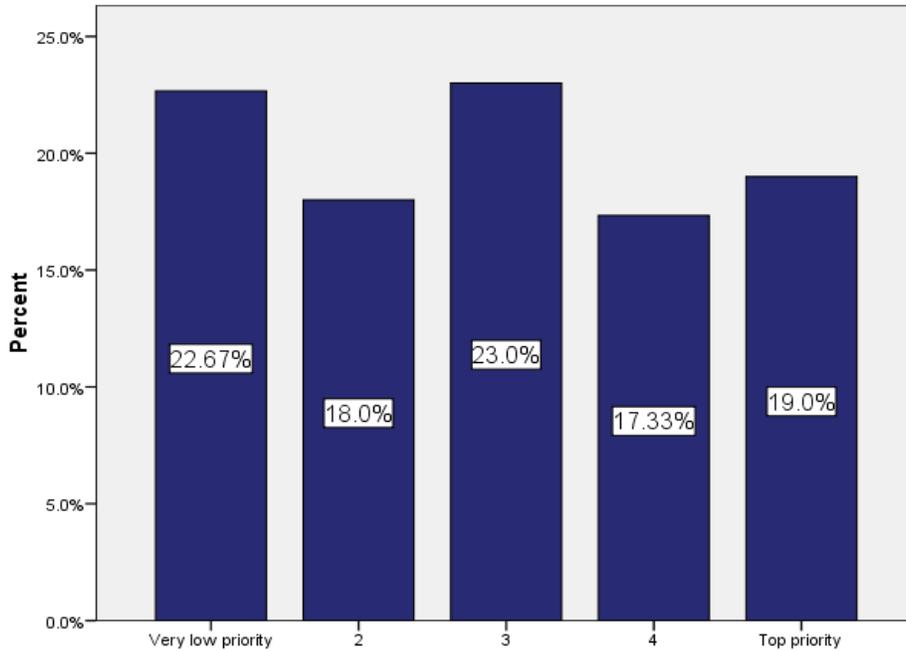




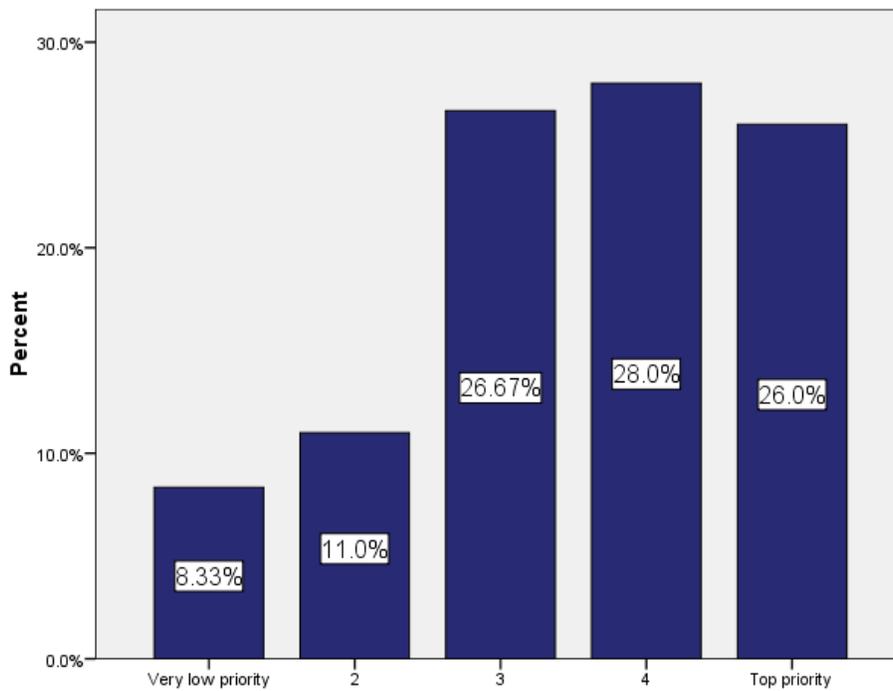
35. Antique shops



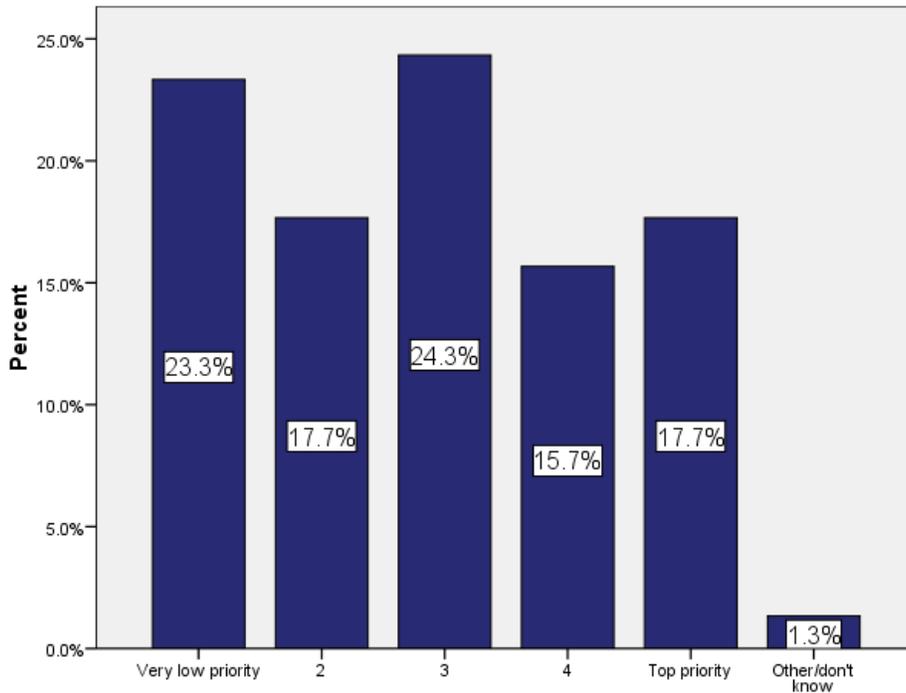
36. Art galleries and shops



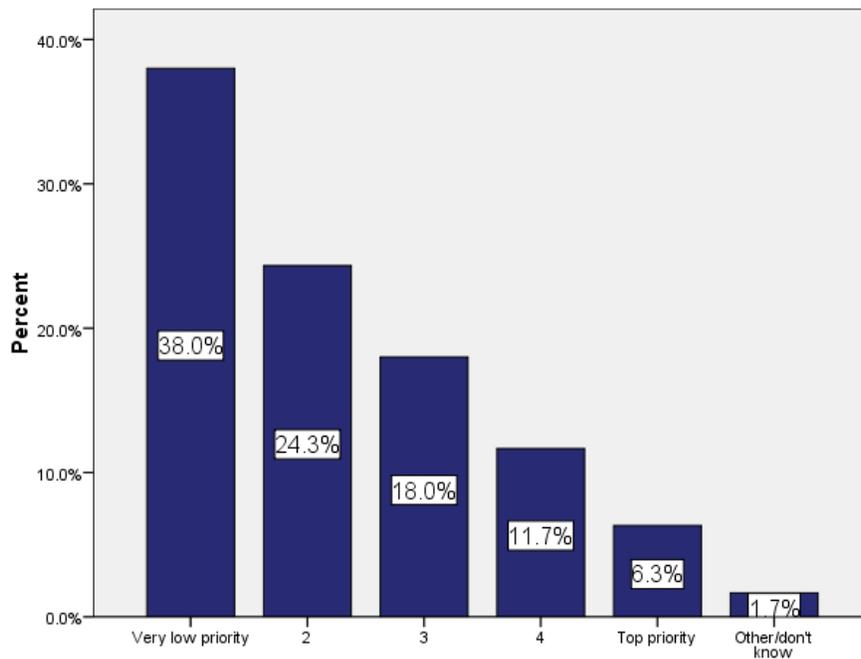
37. Convenience store or grocery store



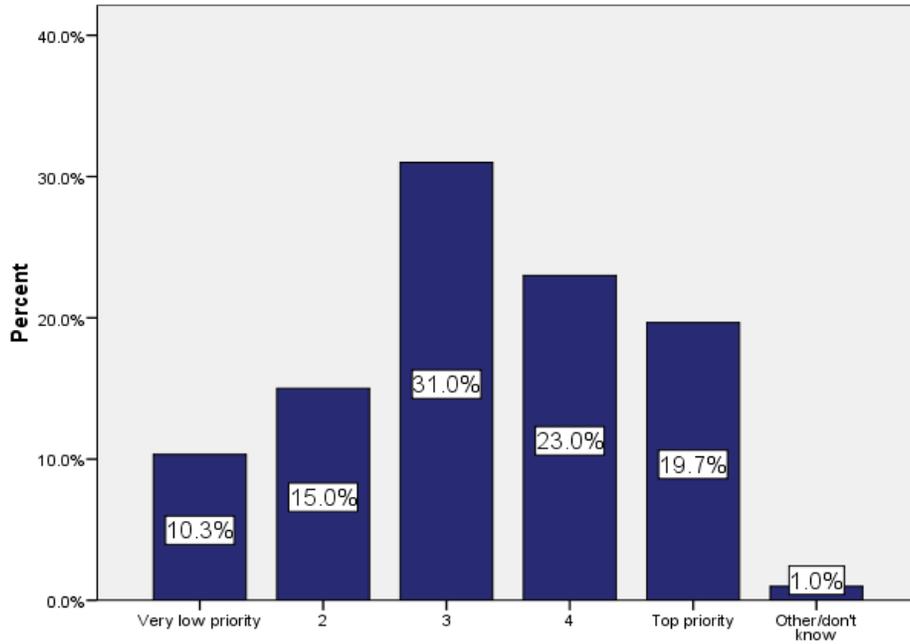
38. Clothing stores



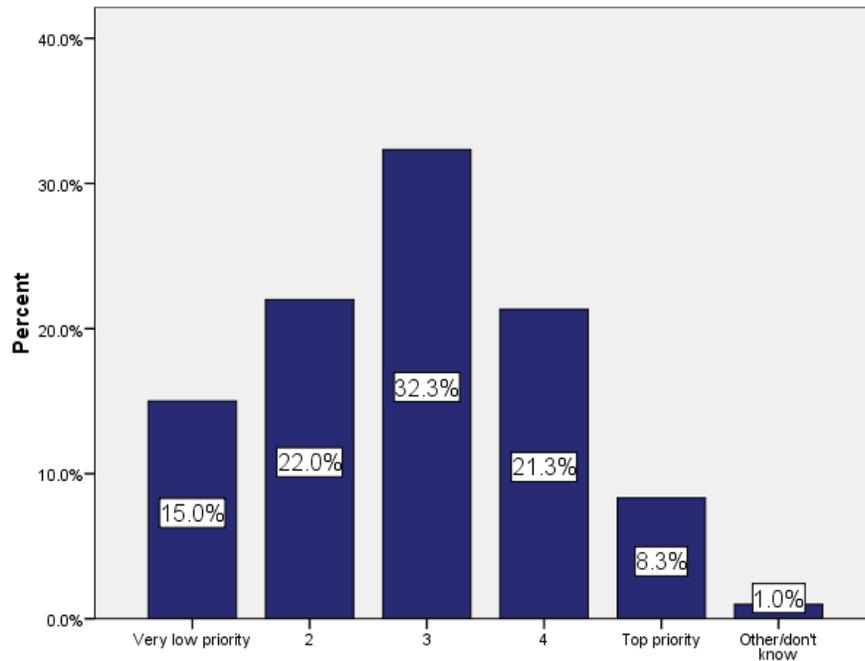
39. Arcade or other attraction aimed at teenagers



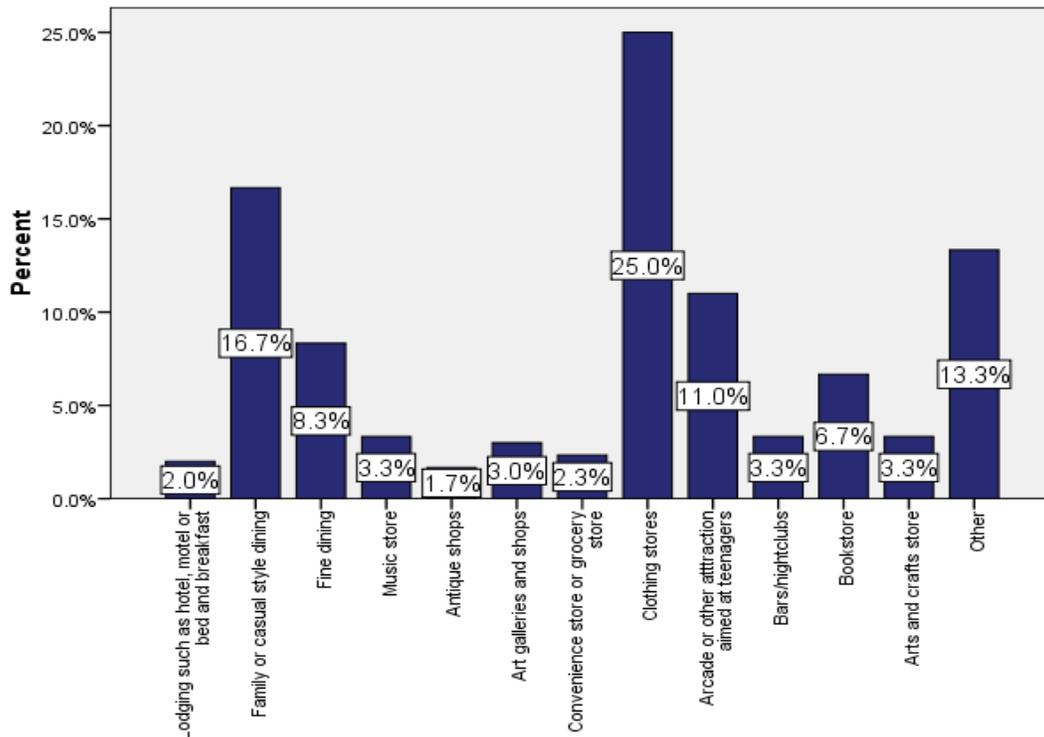
40. Bar/nightclubs



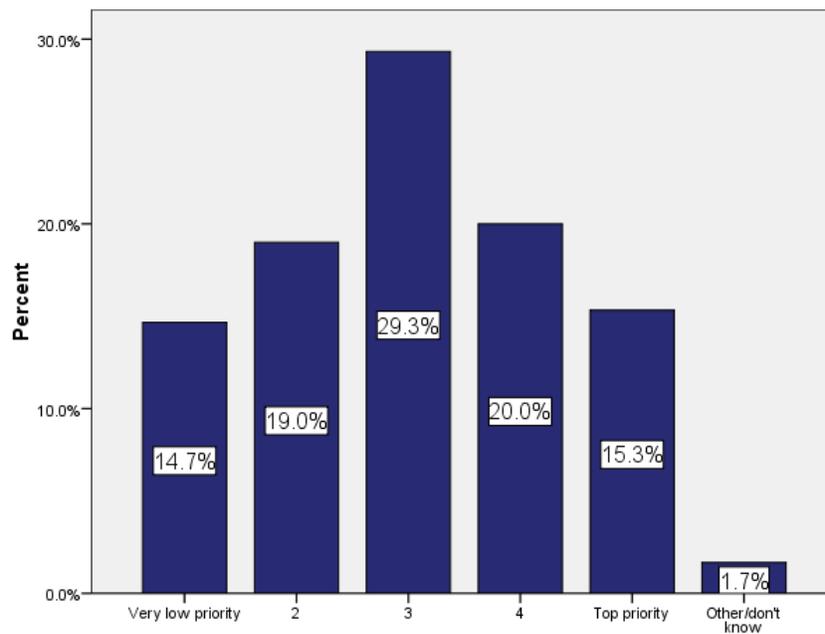
41. Bookstore



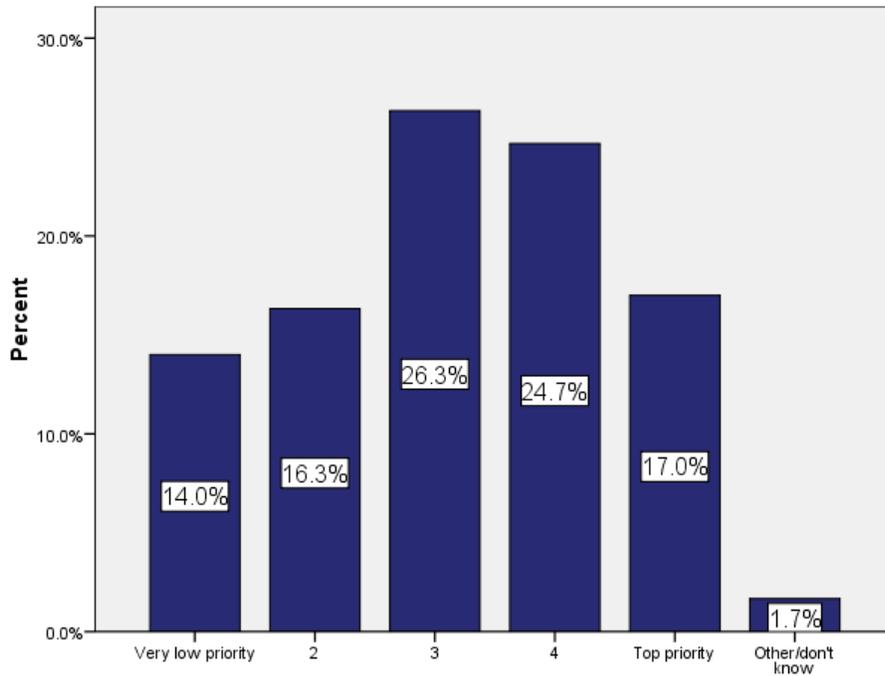
42. Arts and crafts store



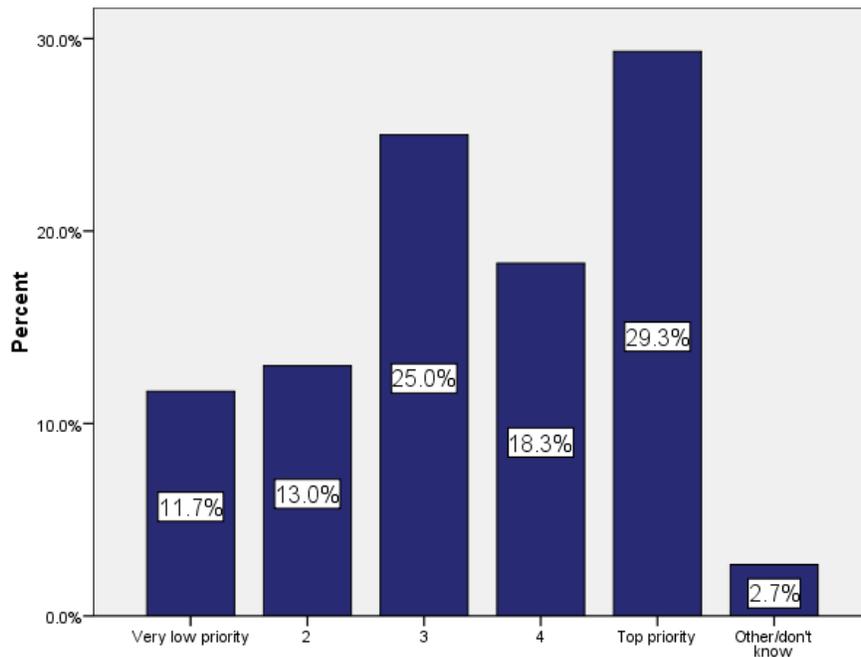
43. Which business would you most like to see in downtown Fulton?



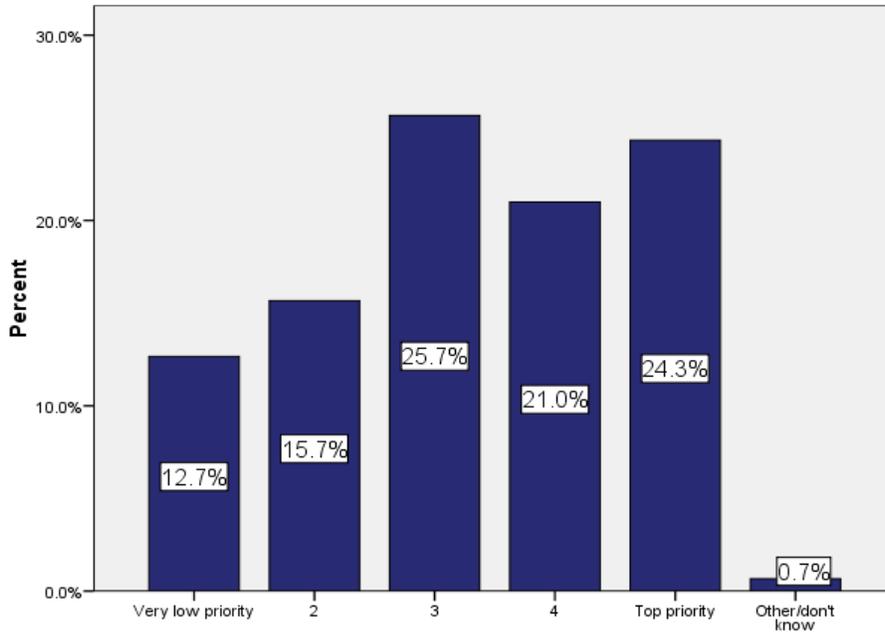
44. Adding green space and landscaping such as trees or plantings



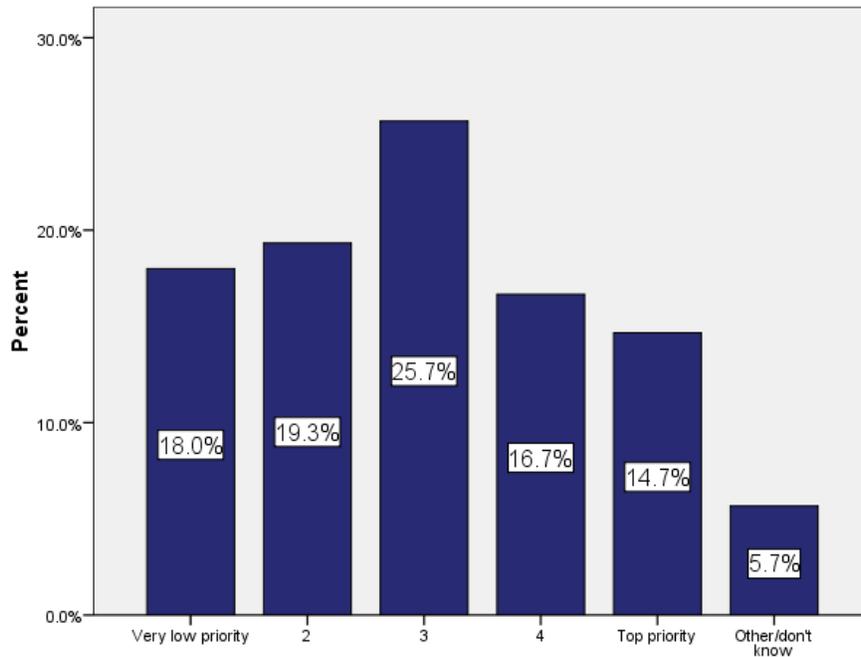
45. Improving lighting



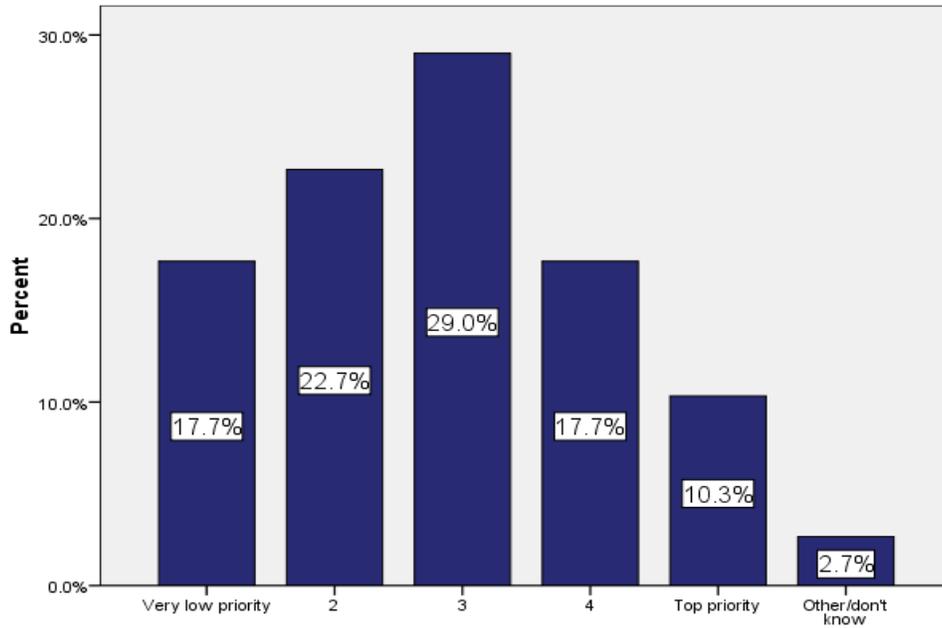
46. Moving utilities underground



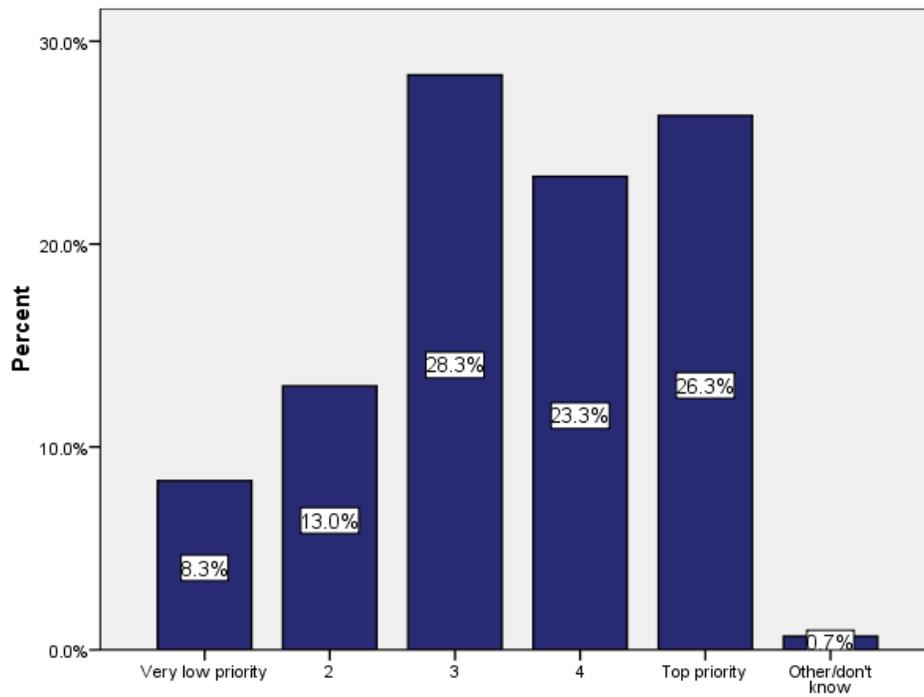
47. Adding new parking spaces or lots



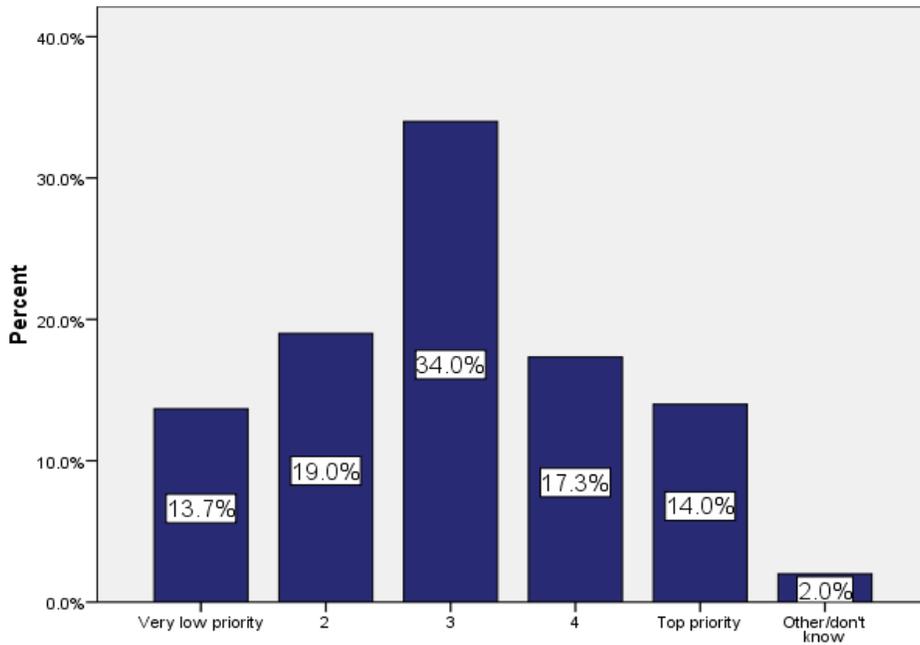
48. Stricter code enforcement



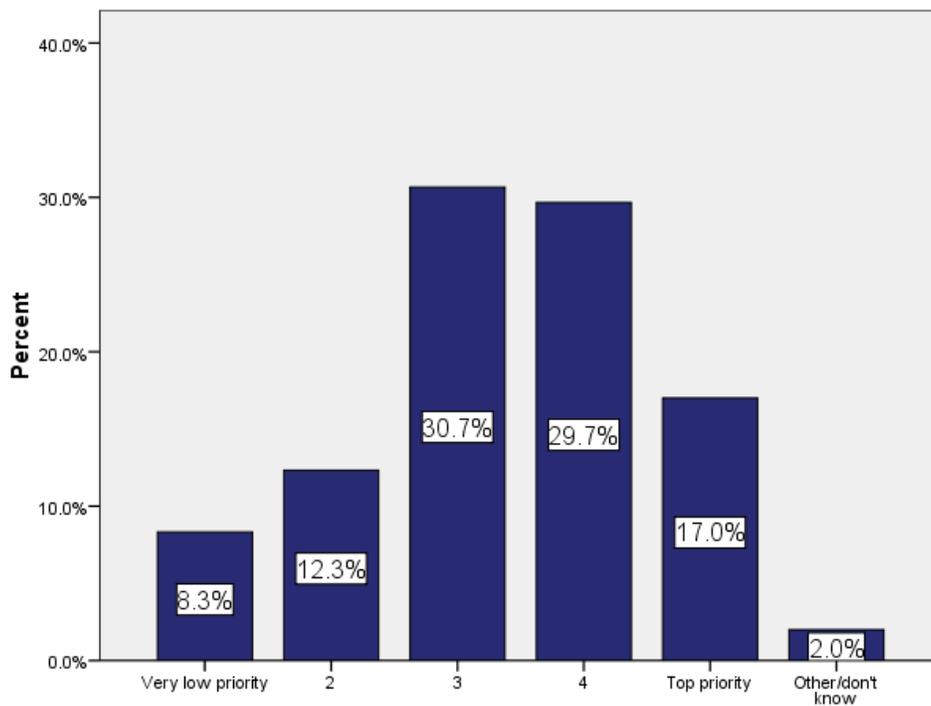
49. Developing second-story residential space



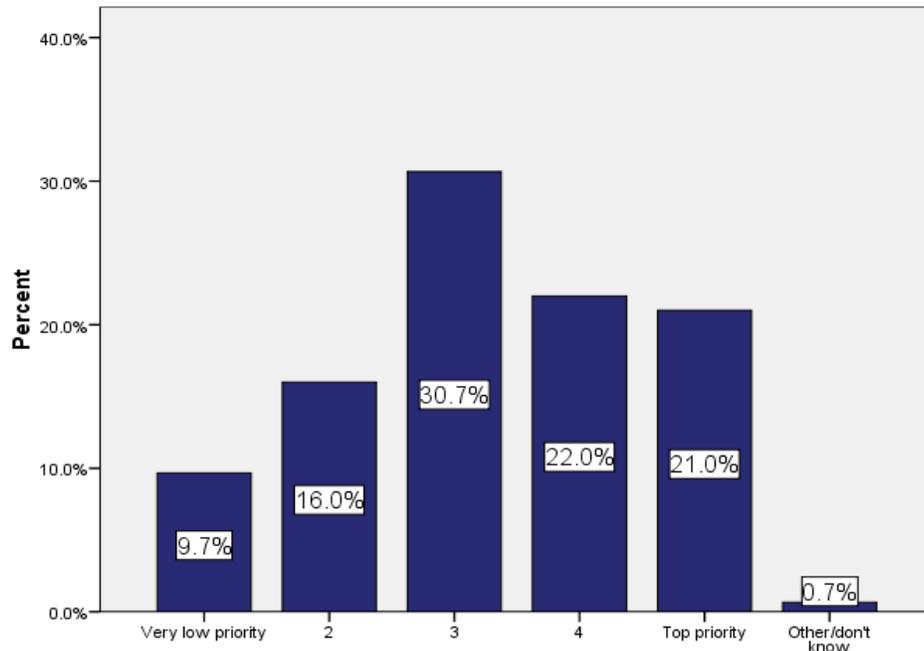
50. Making the area more pedestrian-friendly



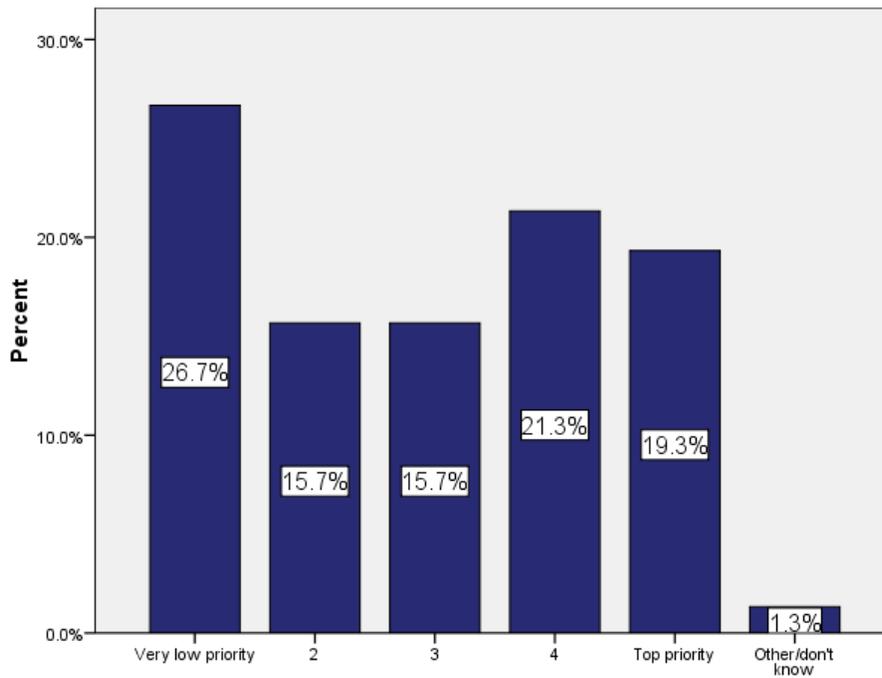
51. Improving signage to help people find their way around



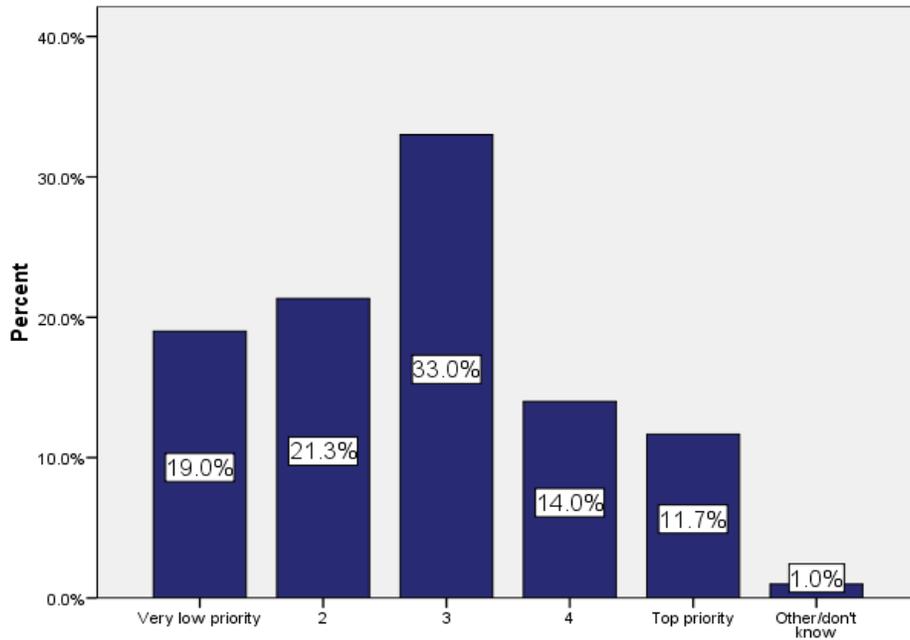
52. Improving building facades



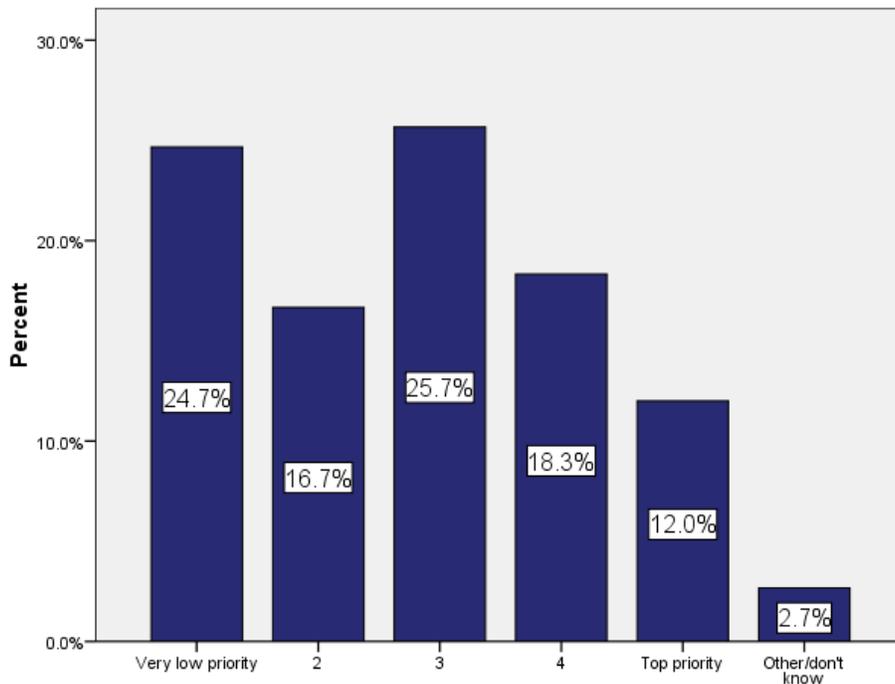
53. Keeping streets and sidewalks cleaner



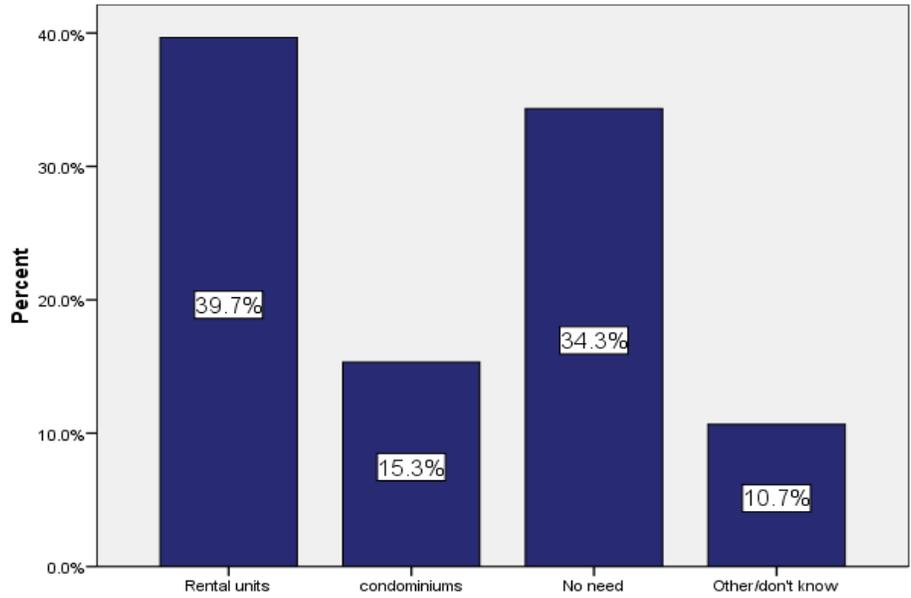
54. Changing parallel parking to angle parking



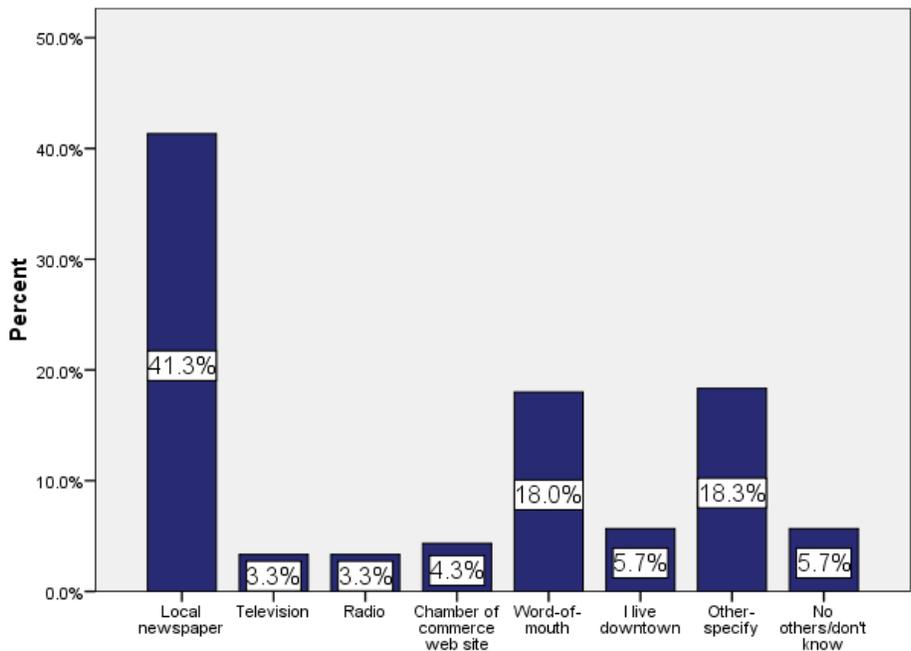
55. Adding murals to Downtown buildings



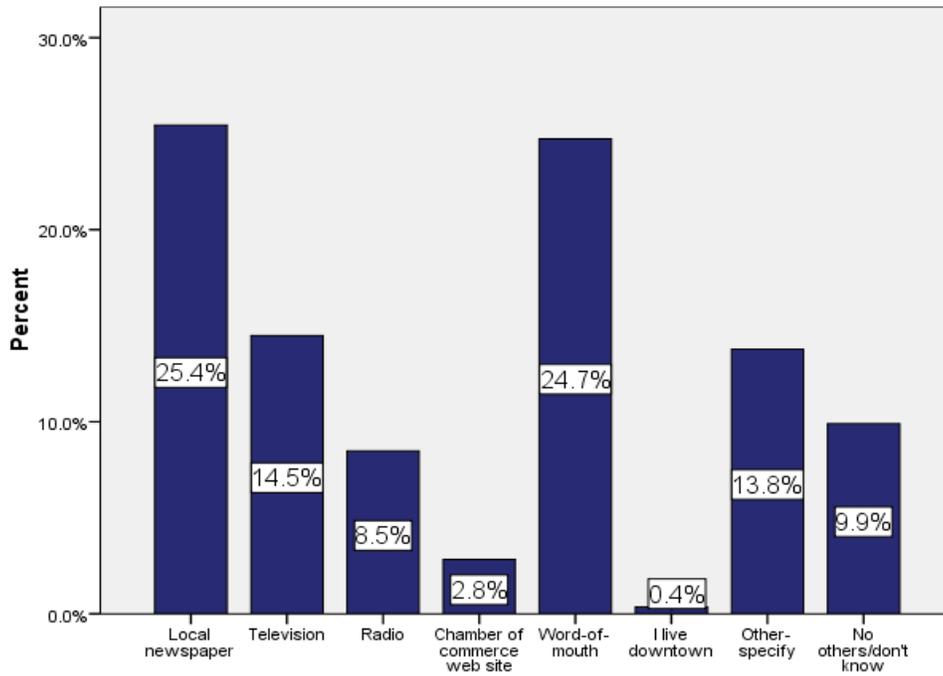
56. Connecting downtown with the campuses via walkway



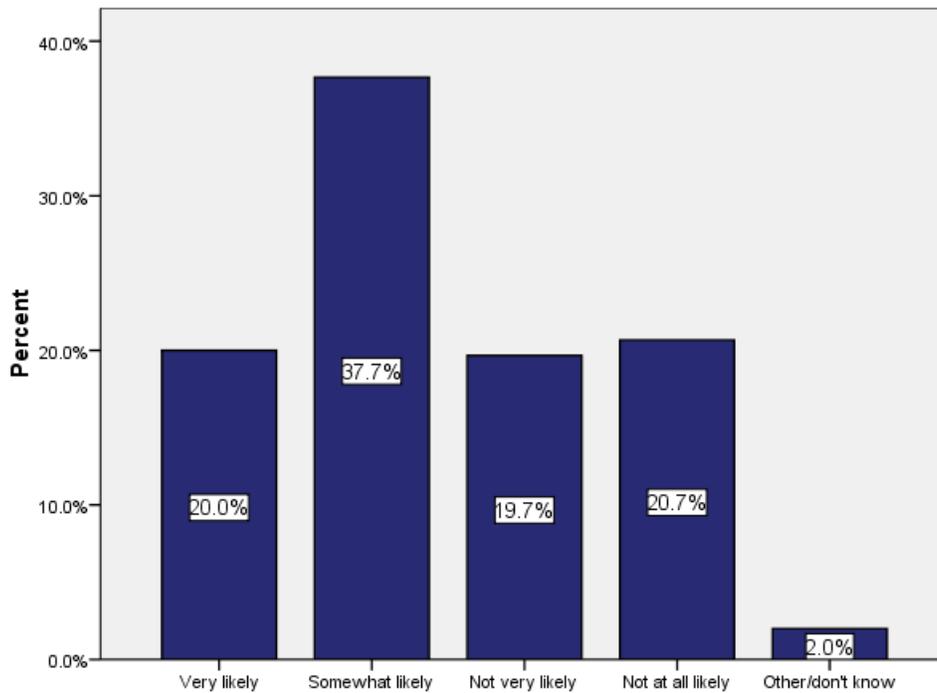
58. Property owners should turn the second floors of their existing buildings into...



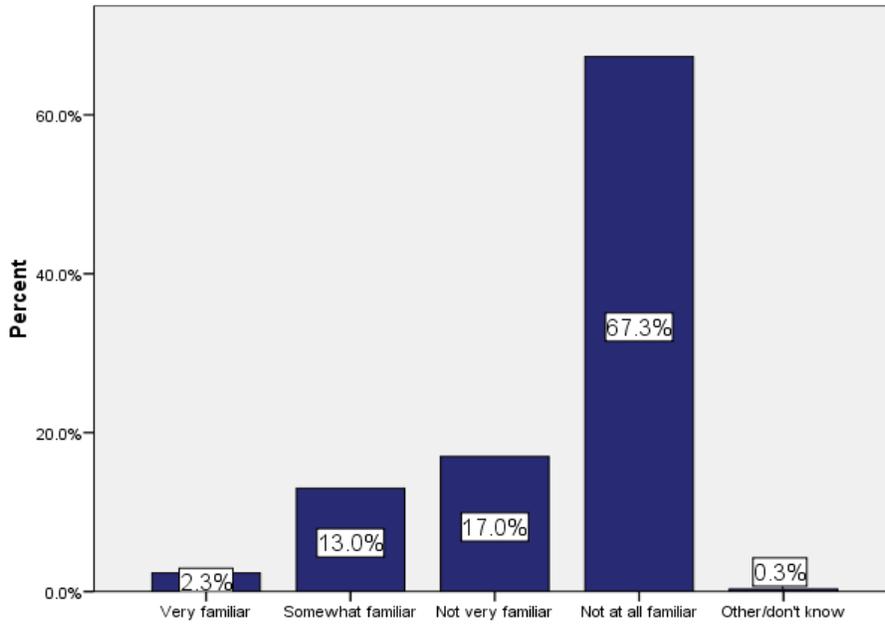
59. What would you say is your main source of information about Downtown Fulton?



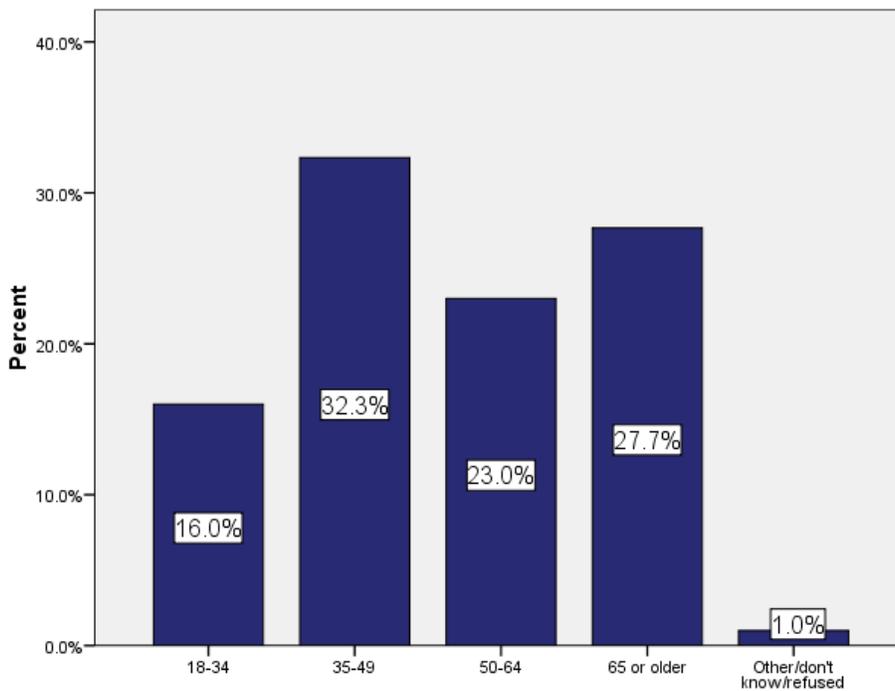
59b. What is your second most likely source of information?



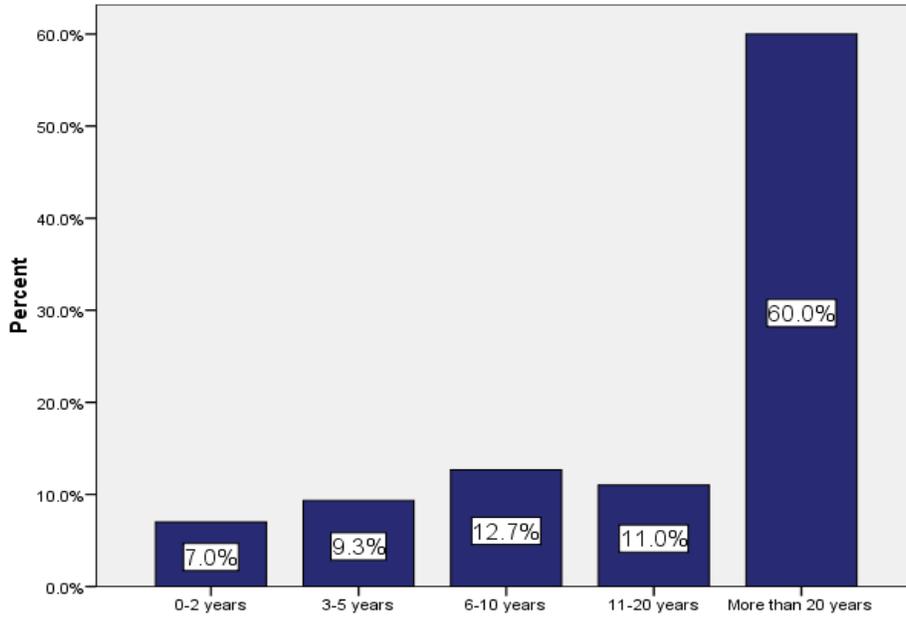
60. Would you be very likely, somewhat, not very or not at all likely to support such a sales tax?



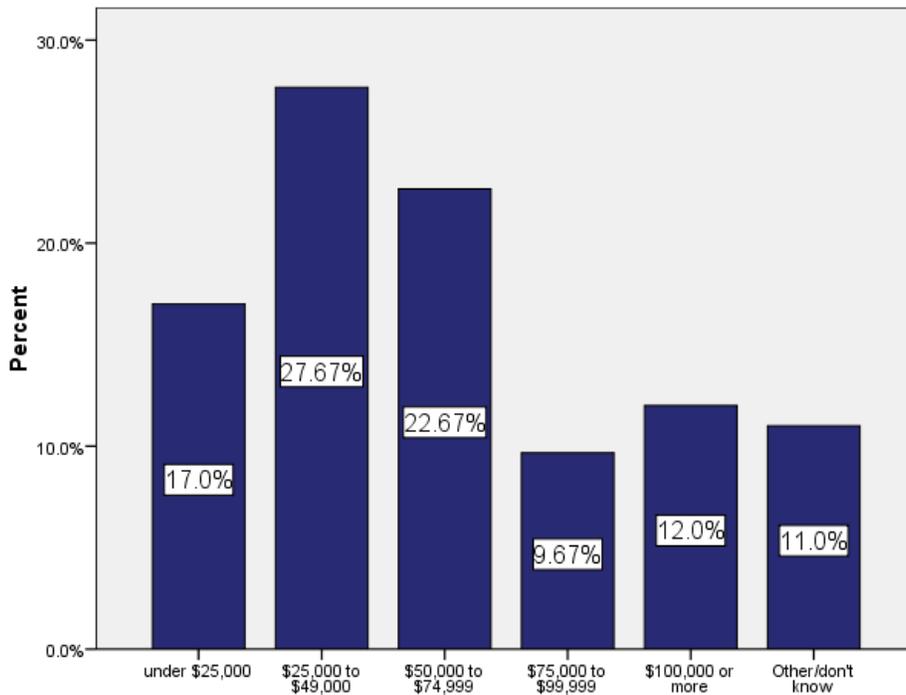
61. How familiar are you will a state-sponsored program called the DREAM Initiative?



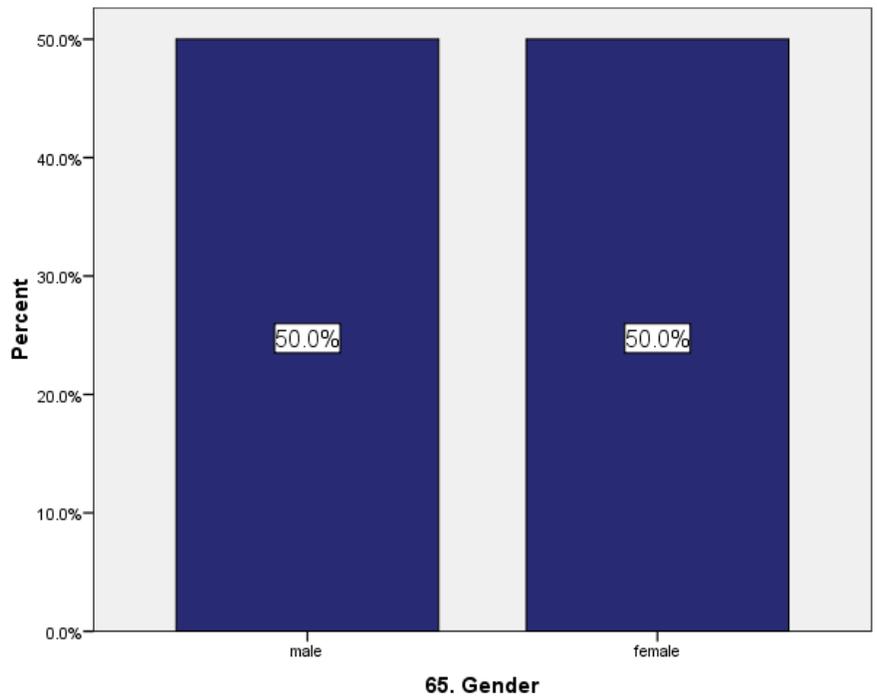
62. Age



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



64. Income



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SECTION VI

QUESTIONNAIRE

Hello, I'm _____ calling from Attitude Research Company on behalf of the City of Fulton. 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 Fulton, 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 Fulton 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 Fulton?

- 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 18]*
- 6) don't visit Downtown *[skip to question 18]*
- 9) don't know *[skip to question 18]*

[ask 8-15 only if answered 1-4 to Q7] For each of the following, please tell me how often you visit Downtown for these activities: very often, somewhat often, not very often or not at all.

Read list, code as follows:

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

[rotate order]

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

[ask only if answered 1-4 to Q7] 16. Of the items listed above, which would you say is the one reason you most often visit Downtown Fulton? *[repeat list if necessary, code responses as follows]*

- 1) shopping
- 2) dining
- 3) entertainment
- 4) other outdoor recreation
- 5) special events

- 6) government/post office
- 7) conducting business
- 8) attending church
- 99) other, don't know

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

Read list, code as follows:

- 1) excellent
- 2) good
- 3) not so good
- 4) poor
- 9) other, don't know

[rotate order]

- 17. signs to help people find their way around
- 18. convenient business hours
- 19. available green space
- 20. preservation of historic structures
- 21. occupied storefronts
- 22. convenient parking
- 23. diverse mix of businesses
- 24. dining options
- 25. entertainment options
- 26. condition of streets
- 27. condition of sidewalks
- 28. safety during the day
- 29. safety at night

30. How important would you say it is that Fulton 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 Fulton 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, CODE 1-5, 9=OTHER, DON'T KNOW

[rotate order]

- 31. lodging such as hotel, motel or bed and breakfast
- 32. family or casual style dining
- 33. fine dining
- 34. music store
- 35. antique shops
- 36. art galleries and shops
- 37. convenience store or grocery store
- 38. clothing stores
- 39. arcade or other attraction aimed at teenagers
- 40. bars/nightclubs
- 41. bookstore
- 42. arts and crafts store

43. Of the items listed above, what business would you most like to see in Downtown Fulton? *[Read choices again if necessary]*

1. lodging such as hotel, motel or bed and breakfast
2. family or casual style dining
3. fine dining
4. music store
5. antique shops
6. art galleries and shops
7. convenience store or grocery store
8. clothing stores
9. arcade or other attraction aimed at teenagers
10. bars/nightclubs
11. bookstore
12. arts and crafts store
- 99) other, don't know

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

[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. keeping streets and sidewalks cleaner
54. changing parallel parking to angle parking

55. adding murals, artwork or sculptures
56. connecting downtown with the campuses via a walkway
57. Are there any other improvements you think should be made to Downtown Fulton?
[open-ended, record first two responses]
58. There has been some discussion about developing upper floor living space in Downtown Fulton. Which of the following statements is closest to the way you feel?
- 1) Property owners should turn the second floors of their existing buildings into rental units.
 - 2) Property owners should turn the second floors of their existing buildings into condominiums.
 - 3) There is no need for more second story living space Downtown.
 - 9) other, don't know
59. Other than your own personal knowledge from living in the community, what would you say is your main source of information about Downtown Fulton? 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]*
60. Let's assume that an economic development sales tax was proposed for Fulton, which would support development both Downtown and elsewhere in Fulton and fund projects such as street or other infrastructure improvements. Would you be very likely, somewhat, not very or not at all likely to support such a sales tax?
- 1) very likely
 - 2) somewhat likely
 - 3) not very likely (Skip to question 61)
 - 4) not at all likely (Skip to question 61)
 - 9) other, don't know (Skip to question 61)
- 60a. If that economic development sales tax was a ____% (split sample into thirds and ask each about 0.25%, 0.5% and 0.75%) sales tax increase, would you strongly favor, favor, oppose or strongly oppose this increase?

- 1) strongly favor
- 2) favor
- 3) oppose
- 4) strongly oppose
- 9) other, don't know

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

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

And now, a few final questions for classification purposes.

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

- 1) 18-34
- 2) 35-49
- 3) 50-64
- 4) 65 or over
- 9) other, don't know, refused

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

- 1) 0-2 years
- 2) 3-5 years
- 3) 6-10 years
- 4) 11-20 years
- 5) more than 20 years
- 9) other, don't know

64. For statistical purposes only, please indicate which of the following categories best fits your total household income for 2008. Just stop me when I get to your category.

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

65. Gender [do not ask – code as follows]

- 1) male
- 2) female

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

SECTION VII

CROSS-TABULATION

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		62. Age				63. How long have you lived in the Macon area?					64. Income					65. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
1. Thinking about Fulton, Missouri area, would you say things are moving...	Right direction	66.7%	70.1%	76.8%	72.3%	71.4%	71.4%	71.1%	81.8%	70.0%	64.7%	68.7%	77.9%	72.4%	72.2%	70.7%	72.7%
	Mixed	12.5%	9.3%	10.1%	14.5%	4.8%	7.1%	15.8%	9.1%	12.2%	13.7%	16.9%	7.4%	3.4%	16.7%	12.7%	10.0%
	Wrong direction	12.5%	7.2%	4.3%	8.4%	9.5%	3.6%	2.6%	6.1%	9.4%	13.7%	4.8%	8.8%	13.8%	2.8%	6.7%	8.7%
	Other/don't know	8.3%	13.4%	8.7%	4.8%	14.3%	17.9%	10.5%	3.0%	8.3%	7.8%	9.6%	5.9%	10.3%	8.3%	10.0%	8.7%
		62. Age				63. How long have you lived in the Macon area?					64. Income					65. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
2. Revitalizing the Fulton Downtown area	5-Top priority	8.3%	22.7%	23.2%	32.5%	23.8%	32.1%	23.7%	21.2%	22.8%	23.5%	25.3%	25.0%	20.7%	19.4%	20.7%	26.7%
	4	33.3%	22.7%	23.2%	22.9%	19.0%	21.4%	31.6%	21.2%	24.4%	23.5%	21.7%	19.1%	20.7%	36.1%	24.7%	24.0%
	3	31.2%	27.8%	36.2%	31.3%	33.3%	32.1%	28.9%	27.3%	31.7%	31.4%	38.6%	32.4%	31.0%	25.0%	28.0%	34.0%
	2	14.6%	16.5%	10.1%	4.8%	14.3%	7.1%	7.9%	21.2%	11.1%	3.9%	8.4%	13.2%	10.3%	16.7%	14.0%	9.3%
	1-Very low priority	8.3%	9.3%	7.2%	8.4%	9.5%	7.1%	2.6%	6.1%	10.0%	17.6%	4.8%	8.8%	17.2%	0.0%	11.3%	5.3%
	Other/don't know	4.2%	1.0%	0.0%	0.0%	0.0%	0.0%	5.3%	3.0%	0.0%	0.0%	1.2%	1.5%	0.0%	2.8%	1.3%	0.7%
	Total high priority (4-5)	41.7%	45.4%	46.4%	55.4%	42.9%	53.6%	55.3%	42.4%	47.2%	47.1%	47.0%	44.1%	41.4%	55.6%	45.3%	50.7%
	Total low priority (1-2)	22.9%	25.8%	17.4%	13.3%	23.8%	14.3%	10.5%	27.3%	21.1%	21.6%	13.3%	22.1%	27.6%	16.7%	25.3%	14.0%
		62. Age				63. How long have you lived in the Macon area?					64. Income					65. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
3. Repairing major streets	5-Top priority	33.3%	28.9%	43.5%	32.5%	23.8%	28.6%	34.2%	30.3%	36.1%	31.4%	37.3%	35.3%	34.5%	30.6%	32.7%	34.7%
	4	33.3%	27.8%	20.3%	27.7%	19.0%	35.7%	15.8%	24.2%	29.4%	25.5%	22.9%	29.4%	17.2%	22.2%	27.3%	26.7%
	3	27.1%	24.7%	23.2%	26.5%	47.6%	28.6%	39.5%	27.3%	18.9%	27.5%	28.9%	20.6%	31.0%	30.6%	26.0%	24.7%
	2	0.0%	12.4%	7.2%	6.0%	4.8%	7.1%	5.3%	9.1%	7.8%	5.9%	6.0%	5.9%	6.9%	16.7%	8.0%	6.7%
	1-Very low priority	6.2%	5.2%	5.8%	7.2%	4.8%	0.0%	5.3%	6.1%	7.8%	9.8%	4.8%	7.4%	10.3%	0.0%	5.3%	7.3%
	Other/don't know	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.7%	0.0%
	Total high priority (4-5)	66.7%	56.7%	63.8%	60.2%	42.9%	64.3%	50.0%	54.5%	65.6%	56.9%	60.2%	64.7%	51.7%	52.8%	60.0%	61.3%
	Total low priority (1-2)	6.2%	17.5%	13.0%	13.3%	9.5%	7.1%	10.5%	15.2%	15.6%	15.7%	10.8%	13.2%	17.2%	16.7%	13.3%	14.0%
		62. Age				63. How long have you lived in the Macon area?					64. Income					65. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
4. Improving emergency services	5-Top priority	45.8%	20.6%	46.4%	33.7%	38.1%	32.1%	39.5%	18.2%	36.7%	39.2%	37.3%	29.4%	37.9%	16.7%	34.7%	34.7%
	4	22.9%	32.0%	18.8%	30.1%	4.8%	32.1%	28.9%	39.4%	25.6%	17.6%	25.3%	29.4%	27.6%	30.6%	22.7%	30.7%
	3	14.6%	26.8%	20.3%	20.5%	14.3%	14.3%	23.7%	24.2%	22.8%	25.5%	19.3%	22.1%	17.2%	30.6%	25.3%	18.0%
	2	6.2%	6.2%	5.8%	4.8%	4.8%	7.1%	2.6%	6.1%	6.1%	7.8%	4.8%	4.4%	6.9%	11.1%	6.0%	5.3%
	1-Very low priority	6.2%	7.2%	5.8%	4.8%	14.3%	7.1%	2.6%	9.1%	5.0%	5.9%	6.0%	4.4%	10.3%	8.3%	8.7%	3.3%
	Other/don't know	4.2%	7.2%	2.9%	6.0%	23.8%	7.1%	2.6%	3.0%	3.9%	3.9%	7.2%	10.3%	0.0%	2.8%	2.7%	8.0%
	Total high priority (4-5)	68.8%	52.6%	65.2%	63.9%	42.9%	64.3%	68.4%	57.6%	62.2%	56.9%	62.7%	58.8%	65.5%	47.2%	57.3%	65.3%
	Total low priority (1-2)	12.5%	13.4%	11.6%	9.6%	19.0%	14.3%	5.3%	15.2%	11.1%	13.7%	10.8%	8.8%	17.2%	19.4%	14.7%	8.7%
		62. Age				63. How long have you lived in the Macon area?					64. Income					65. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
5. Upgrading parks and recreation facilities	5-Top priority	25.0%	12.4%	13.0%	21.7%	14.3%	25.0%	21.1%	9.1%	17.2%	25.5%	18.1%	17.6%	20.7%	5.6%	14.7%	20.0%
	4	25.0%	27.8%	20.3%	24.1%	28.6%	32.1%	31.6%	30.3%	20.6%	23.5%	24.1%	22.1%	24.1%	30.6%	21.3%	28.0%
	3	35.4%	37.1%	37.7%	28.9%	33.3%	32.1%	26.3%	36.4%	36.7%	21.6%	33.7%	38.2%	37.9%	38.9%	34.7%	34.7%
	2	6.2%	13.4%	14.5%	15.7%	19.0%	7.1%	13.2%	12.1%	13.3%	13.7%	12.0%	10.3%	6.9%	25.0%	15.3%	10.7%
	1-Very low priority	4.2%	9.3%	10.1%	7.2%	0.0%	3.6%	7.9%	6.1%	10.0%	11.8%	9.6%	8.8%	10.3%	0.0%	12.7%	3.3%
	Other/don't know	4.2%	0.0%	4.3%	2.4%	4.8%	0.0%	0.0%	6.1%	2.2%	3.9%	2.4%	2.9%	0.0%	0.0%	1.3%	3.3%
	Total high priority (4-5)	50.0%	40.2%	33.3%	45.8%	42.9%	57.1%	52.6%	39.4%	37.8%	49.0%	42.2%	39.7%	44.8%	36.1%	36.0%	48.0%
	Total low priority (1-2)	10.4%	22.7%	24.6%	22.9%	19.0%	10.7%	21.1%	18.2%	23.3%	25.5%	21.7%	19.1%	17.2%	25.0%	28.0%	14.0%

		62. Age				63. How long have you lived in the Macon area?					64. Income					65. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
6. Attracting more big box retail development	5-Top priority	8.3%	19.6%	39.1%	30.1%	4.8%	25.0%	21.1%	18.2%	30.6%	27.5%	28.9%	19.1%	27.6%	25.0%	22.7%	28.7%
	4	14.6%	23.7%	13.0%	15.7%	38.1%	14.3%	18.4%	18.2%	15.6%	15.7%	13.3%	22.1%	17.2%	22.2%	22.7%	12.7%
	3	50.0%	30.9%	18.8%	24.1%	23.8%	35.7%	39.5%	45.5%	23.3%	31.4%	25.3%	26.5%	27.6%	36.1%	29.3%	28.7%
	2	12.5%	10.3%	13.0%	6.0%	19.0%	17.9%	5.3%	9.1%	8.9%	5.9%	9.6%	16.2%	13.8%	2.8%	10.7%	9.3%
	1-Very low priority	6.2%	13.4%	13.0%	13.3%	9.5%	7.1%	13.2%	9.1%	13.3%	7.8%	16.9%	11.8%	13.8%	13.9%	10.7%	13.3%
	Other/don't know	8.3%	2.1%	2.9%	10.8%	4.8%	0.0%	2.6%	0.0%	8.3%	11.8%	6.0%	4.4%	0.0%	0.0%	4.0%	7.3%
	Total high priority (4-5)	22.9%	43.3%	52.2%	45.8%	42.9%	39.3%	39.5%	36.4%	46.1%	43.1%	42.2%	41.2%	44.8%	47.2%	45.3%	41.3%
Total low priority (1-2)	18.8%	23.7%	26.1%	19.3%	28.6%	25.0%	18.4%	18.2%	22.2%	13.7%	26.5%	27.9%	27.6%	16.7%	21.3%	22.7%	
7. How often do you visit Fulton?		62. Age				63. How long have you lived in the Macon area?					64. Income					65. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	Once a year or less	4.2%	5.2%	8.7%	2.4%	9.5%	7.1%	2.6%	0.0%	5.6%	5.9%	3.6%	7.4%	6.9%	5.6%	4.0%	6.0%
	Less than once a month	16.7%	13.4%	7.2%	6.0%	4.8%	10.7%	15.8%	15.2%	9.4%	11.8%	4.8%	14.7%	20.7%	8.3%	11.3%	10.0%
	One to five times per month	39.6%	37.1%	39.1%	27.7%	14.3%	46.4%	26.3%	42.4%	36.7%	31.4%	36.1%	41.2%	27.6%	27.8%	30.0%	40.7%
	More than five times a month	39.6%	42.3%	44.9%	62.7%	66.7%	35.7%	52.6%	42.4%	47.8%	51.0%	54.2%	35.3%	44.8%	55.6%	52.7%	43.3%
Other	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	1.2%	0.0%	0.0%	0.0%	0.7%	0.0%	
Don't visit downtown	0.0%	2.1%	0.0%	0.0%	4.8%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	2.8%	1.3%	0.0%	
Don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
8. Shopping		62. Age				63. How long have you lived in the Macon area?					64. Income					65. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	Very often	12.5%	21.1%	15.9%	22.9%	30.0%	10.7%	21.6%	6.1%	20.6%	21.6%	20.5%	10.4%	24.1%	17.1%	20.9%	16.7%
	Somewhat often	31.2%	29.5%	40.6%	32.5%	20.0%	25.0%	35.1%	51.5%	32.8%	21.6%	34.9%	37.3%	37.9%	42.9%	37.2%	30.0%
	Not very often	37.5%	32.6%	34.8%	32.5%	15.0%	39.3%	32.4%	39.4%	34.4%	33.3%	34.9%	35.8%	31.0%	25.7%	28.4%	39.3%
	Not at all	18.8%	16.8%	8.7%	10.8%	35.0%	25.0%	10.8%	3.0%	11.7%	23.5%	8.4%	16.4%	6.9%	14.3%	13.5%	13.3%
Other/don't know	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	1.2%	0.0%	0.0%	0.0%	0.7%	0.0%	
Very/Somewhat often	43.8%	50.5%	56.5%	55.4%	50.0%	35.7%	56.8%	57.6%	53.3%	43.1%	55.4%	47.8%	62.1%	60.0%	58.1%	46.7%	
Not very often/Not at all	56.2%	49.5%	43.5%	43.4%	50.0%	64.3%	43.2%	42.4%	46.1%	56.9%	43.4%	52.2%	37.9%	40.0%	41.9%	52.7%	
9. Dining		62. Age				63. How long have you lived in the Macon area?					64. Income					65. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	Very often	14.6%	20.0%	15.9%	21.7%	25.0%	17.9%	18.9%	21.2%	17.2%	7.8%	18.1%	19.4%	20.7%	28.6%	14.9%	22.0%
	Somewhat often	60.4%	46.3%	37.7%	37.3%	50.0%	39.3%	45.9%	45.5%	43.3%	41.2%	34.9%	50.7%	51.7%	54.3%	43.9%	44.0%
	Not very often	20.8%	23.2%	34.8%	26.5%	20.0%	28.6%	32.4%	27.3%	25.6%	31.4%	33.7%	20.9%	24.1%	11.4%	31.8%	21.3%
	Not at all	4.2%	10.5%	11.6%	14.5%	5.0%	14.3%	2.7%	6.1%	13.9%	19.6%	13.3%	9.0%	3.4%	5.7%	9.5%	12.7%
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%	
Very/Somewhat often	75.0%	66.3%	53.6%	59.0%	75.0%	57.1%	64.9%	66.7%	60.6%	49.0%	53.0%	70.1%	72.4%	82.9%	58.8%	66.0%	
Not very often/Not at all	25.0%	33.7%	46.4%	41.0%	25.0%	42.9%	35.1%	33.3%	39.4%	51.0%	47.0%	29.9%	27.6%	17.1%	41.2%	34.0%	
10. Entertainment		62. Age				63. How long have you lived in the Macon area?					64. Income					65. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	Very often	10.4%	11.6%	2.9%	6.0%	10.0%	10.7%	10.8%	3.0%	7.2%	9.8%	10.8%	3.0%	10.3%	8.6%	8.1%	7.3%
	Somewhat often	29.2%	34.7%	20.3%	16.9%	30.0%	28.6%	18.9%	45.5%	21.7%	21.6%	24.1%	22.4%	31.0%	31.4%	25.0%	25.3%
	Not very often	35.4%	26.3%	44.9%	44.6%	30.0%	35.7%	54.1%	30.3%	36.1%	27.5%	37.3%	41.8%	34.5%	42.9%	34.5%	40.0%
	Not at all	25.0%	27.4%	31.9%	30.1%	30.0%	25.0%	16.2%	21.2%	33.9%	41.2%	26.5%	31.3%	24.1%	17.1%	32.4%	26.0%
Other/don't know	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.2%	1.5%	0.0%	0.0%	0.0%	1.3%	
Very/Somewhat often	39.6%	46.3%	23.2%	22.9%	40.0%	39.3%	29.7%	48.5%	28.9%	31.4%	34.9%	25.4%	41.4%	40.0%	33.1%	32.7%	
Not very often/Not at all	60.4%	53.7%	76.8%	74.7%	60.0%	60.7%	70.3%	51.5%	70.0%	68.6%	63.9%	73.1%	58.6%	60.0%	66.9%	66.0%	

		62. Age				63. How long have you lived in the Macon area?					64. Income					65. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
11. Other outdoor recreation, such as walking	Very often	12.5%	13.7%	17.4%	15.7%	25.0%	7.1%	24.3%	6.1%	14.4%	19.6%	19.3%	9.0%	20.7%	17.1%	13.5%	16.0%
	Somewhat often	33.3%	24.2%	27.5%	10.8%	10.0%	42.9%	29.7%	24.2%	19.4%	23.5%	22.9%	25.4%	24.1%	22.9%	23.6%	22.0%
	Not very often	20.8%	26.3%	23.2%	30.1%	25.0%	21.4%	32.4%	36.4%	23.3%	11.8%	26.5%	25.4%	31.0%	37.1%	27.0%	24.7%
	Not at all	33.3%	35.8%	31.9%	43.4%	40.0%	28.6%	13.5%	33.3%	42.8%	45.1%	31.3%	40.3%	24.1%	22.9%	35.8%	37.3%
	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%
	Very/Somewhat often	45.8%	37.9%	44.9%	26.5%	35.0%	50.0%	54.1%	30.3%	33.9%	43.1%	42.2%	34.3%	44.8%	40.0%	37.2%	38.0%
Not very often/Not at all	54.2%	62.1%	55.1%	73.5%	65.0%	50.0%	45.9%	69.7%	66.1%	56.9%	57.8%	65.7%	55.2%	60.0%	62.8%	62.0%	
12. Special Events	Very often	12.5%	12.6%	11.6%	10.8%	25.0%	10.7%	10.8%	6.1%	11.7%	9.8%	16.9%	10.4%	13.8%	5.7%	11.5%	12.0%
	Somewhat often	50.0%	35.8%	27.5%	27.7%	25.0%	35.7%	35.1%	48.5%	31.7%	25.5%	28.9%	37.3%	44.8%	51.4%	35.1%	32.7%
	Not very often	25.0%	32.6%	42.0%	41.0%	30.0%	32.1%	40.5%	30.3%	36.7%	35.3%	36.1%	34.3%	27.6%	34.3%	37.2%	34.0%
	Not at all	12.5%	18.9%	17.4%	19.3%	20.0%	17.9%	13.5%	15.2%	19.4%	27.5%	18.1%	16.4%	13.8%	8.6%	15.5%	20.7%
	Other/don't know	0.0%	0.0%	1.4%	1.2%	0.0%	3.6%	0.0%	0.0%	0.6%	2.0%	0.0%	1.5%	0.0%	0.0%	0.7%	0.7%
	Very/Somewhat often	62.5%	48.4%	39.1%	38.6%	50.0%	46.4%	45.9%	54.5%	43.3%	35.3%	45.8%	47.8%	58.6%	57.1%	46.6%	44.7%
Not very often/Not at all	37.5%	51.6%	59.4%	60.2%	50.0%	50.0%	54.1%	45.5%	56.1%	62.7%	54.2%	50.7%	41.4%	42.9%	52.7%	54.7%	
13. Government/post office	Very often	29.2%	24.2%	42.0%	32.5%	30.0%	32.1%	24.3%	30.3%	32.8%	27.5%	28.9%	37.3%	34.5%	28.6%	31.8%	30.7%
	Somewhat often	39.6%	51.6%	31.9%	39.8%	30.0%	50.0%	35.1%	51.5%	41.7%	39.2%	45.8%	43.3%	34.5%	42.9%	39.2%	44.7%
	Not very often	27.1%	20.0%	21.7%	21.7%	25.0%	10.7%	37.8%	12.1%	22.2%	25.5%	24.1%	13.4%	27.6%	22.9%	23.6%	20.7%
	Not at all	4.2%	4.2%	2.9%	6.0%	10.0%	7.1%	2.7%	6.1%	3.3%	7.8%	1.2%	6.0%	3.4%	2.9%	4.7%	4.0%
	Other/don't know	0.0%	0.0%	1.4%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.7%	0.0%
	Very/Somewhat often	68.8%	75.8%	73.9%	72.3%	60.0%	82.1%	59.5%	81.8%	74.4%	66.7%	74.7%	80.6%	69.0%	71.4%	70.9%	75.3%
Not very often/Not at all	31.2%	24.2%	24.6%	27.7%	35.0%	17.9%	40.5%	18.2%	25.6%	33.3%	25.3%	19.4%	31.0%	25.7%	28.4%	24.7%	
14. Conducting business	Very often	12.5%	29.5%	27.5%	32.5%	25.0%	28.6%	35.1%	21.2%	26.1%	31.4%	34.9%	22.4%	24.1%	17.1%	26.4%	27.3%
	Somewhat often	43.8%	40.0%	36.2%	30.1%	25.0%	35.7%	21.6%	48.5%	40.6%	25.5%	30.1%	38.8%	58.6%	51.4%	39.9%	35.3%
	Not very often	31.2%	21.1%	26.1%	24.1%	30.0%	35.7%	35.1%	18.2%	21.1%	31.4%	22.9%	23.9%	10.3%	22.9%	26.4%	22.7%
	Not at all	12.5%	9.5%	10.1%	13.3%	20.0%	0.0%	8.1%	12.1%	12.2%	11.8%	12.0%	14.9%	6.9%	8.6%	7.4%	14.7%
	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%
	Very/Somewhat often	56.2%	69.5%	63.8%	62.7%	50.0%	64.3%	56.8%	69.7%	66.7%	56.9%	65.1%	61.2%	82.8%	68.6%	66.2%	62.7%
Not very often/Not at all	43.8%	30.5%	36.2%	37.3%	50.0%	35.7%	43.2%	30.3%	33.3%	43.1%	34.9%	38.8%	17.2%	31.4%	33.8%	37.3%	
15. Attending church	Very often	8.3%	12.6%	21.7%	38.6%	15.0%	7.1%	18.9%	6.1%	27.2%	23.5%	24.1%	16.4%	17.2%	20.0%	14.9%	27.3%
	Somewhat often	2.1%	7.4%	5.8%	7.2%	5.0%	10.7%	2.7%	9.1%	6.1%	3.9%	8.4%	4.5%	0.0%	11.4%	7.4%	5.3%
	Not very often	39.6%	24.2%	29.0%	16.9%	25.0%	32.1%	51.4%	24.2%	20.0%	25.5%	27.7%	22.4%	41.4%	25.7%	29.7%	22.0%
	Not at all	50.0%	55.8%	43.5%	36.1%	55.0%	50.0%	27.0%	60.6%	46.1%	47.1%	38.6%	56.7%	41.4%	42.9%	47.3%	45.3%
	Other/don't know	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	1.2%	0.0%	0.0%	0.0%	0.7%	0.0%
	Very/Somewhat often	10.4%	20.0%	27.5%	45.8%	20.0%	17.9%	21.6%	15.2%	33.3%	27.5%	32.5%	20.9%	17.2%	31.4%	22.3%	32.7%
Not very often/Not at all	89.6%	80.0%	72.5%	53.0%	80.0%	82.1%	78.4%	84.8%	66.1%	72.5%	66.3%	79.1%	82.8%	68.6%	77.0%	67.3%	

		62. Age				63. How long have you lived in the Macon area?					64. Income					65. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
16. What is the one reason you most often visit Downtown Fulton?	Shopping	22.9%	25.3%	20.3%	26.5%	15.0%	17.9%	27.0%	18.2%	26.1%	35.3%	30.1%	11.9%	24.1%	11.4%	25.7%	22.0%
	Dining	27.1%	27.4%	29.0%	16.9%	10.0%	28.6%	18.9%	42.4%	23.3%	7.8%	10.8%	34.3%	37.9%	48.6%	26.4%	22.7%
	Entertainment	4.2%	6.3%	0.0%	0.0%	5.0%	3.6%	0.0%	9.1%	1.7%	3.9%	3.6%	3.0%	0.0%	2.9%	4.1%	1.3%
	Other outdoor recreation	6.2%	2.1%	4.3%	3.6%	10.0%	0.0%	5.4%	3.0%	3.3%	5.9%	7.2%	1.5%	0.0%	2.9%	2.0%	5.3%
	Special events	4.2%	5.3%	0.0%	0.0%	5.0%	7.1%	2.7%	6.1%	0.6%	3.9%	1.2%	3.0%	3.4%	2.9%	4.1%	0.7%
	Government/post office	14.6%	8.4%	14.5%	10.8%	30.0%	7.1%	13.5%	3.0%	11.7%	7.8%	9.6%	20.9%	6.9%	11.4%	7.4%	16.0%
	Conducting business	16.7%	20.0%	26.1%	24.1%	20.0%	28.6%	27.0%	15.2%	21.1%	25.5%	26.5%	16.4%	17.2%	17.1%	22.3%	21.3%
	Attending church	4.2%	2.1%	4.3%	4.8%	5.0%	3.6%	2.7%	0.0%	4.4%	2.0%	6.0%	4.5%	0.0%	2.9%	3.4%	4.0%
	Other/don't know	0.0%	3.2%	1.4%	13.3%	0.0%	3.6%	2.7%	3.0%	7.8%	7.8%	4.8%	4.5%	10.3%	0.0%	4.7%	6.7%
		62. Age				63. How long have you lived in the Macon area?					64. Income					65. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
17. Signs to help people find their way around	Excellent	8.3%	12.4%	10.1%	18.1%	14.3%	10.7%	15.8%	12.1%	12.2%	11.8%	13.3%	8.8%	6.9%	11.1%	11.3%	14.0%
	Good	58.3%	64.9%	69.6%	71.1%	52.4%	53.6%	63.2%	62.8%	72.8%	60.8%	69.9%	76.5%	75.9%	55.6%	70.7%	62.7%
	Not so good	27.1%	14.4%	11.6%	4.8%	23.8%	14.3%	18.4%	21.2%	9.4%	15.7%	12.0%	11.8%	10.3%	19.4%	10.7%	16.0%
	Poor	4.2%	4.1%	2.9%	3.6%	4.8%	14.3%	0.0%	3.0%	2.8%	7.8%	3.6%	1.5%	3.4%	2.8%	3.3%	4.0%
	Other/don't know	2.1%	4.1%	5.8%	2.4%	4.8%	7.1%	2.6%	6.1%	2.8%	3.9%	1.2%	1.5%	3.4%	11.1%	4.0%	3.3%
	Excellent/Good	66.7%	77.3%	79.7%	89.2%	66.7%	64.3%	78.9%	69.7%	85.0%	72.5%	83.1%	85.3%	82.8%	66.7%	82.0%	76.7%
	Not so good/Poor	31.2%	18.6%	14.5%	8.4%	28.6%	18.4%	18.4%	24.2%	12.2%	23.5%	15.7%	13.2%	13.8%	22.2%	14.0%	20.0%
		62. Age				63. How long have you lived in the Macon area?					64. Income					65. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
18. Convenient business hours	Excellent	2.1%	2.1%	5.8%	10.8%	0.0%	7.1%	2.6%	12.1%	5.6%	7.8%	6.0%	2.9%	3.4%	5.6%	4.7%	6.7%
	Good	66.7%	71.1%	65.2%	75.9%	81.0%	64.3%	63.2%	57.6%	73.3%	76.5%	73.5%	63.2%	65.5%	69.4%	72.7%	67.3%
	Not so good	22.9%	13.4%	23.2%	9.6%	9.5%	17.9%	23.7%	15.2%	15.6%	3.9%	15.7%	22.1%	24.1%	16.7%	14.7%	18.0%
	Poor	6.2%	9.3%	2.9%	1.2%	0.0%	7.1%	7.9%	12.1%	3.3%	5.9%	2.4%	7.4%	6.9%	5.6%	6.7%	3.3%
	Other/don't know	2.1%	4.1%	2.9%	2.4%	9.5%	3.6%	2.6%	3.0%	2.2%	5.9%	2.4%	4.4%	0.0%	2.8%	1.3%	4.7%
	Excellent/Good	68.8%	73.2%	71.0%	86.7%	81.0%	71.4%	65.8%	69.7%	78.9%	84.3%	79.5%	66.2%	69.0%	75.0%	77.3%	74.0%
	Not so good/Poor	29.2%	22.7%	26.1%	10.8%	9.5%	25.0%	31.6%	27.3%	18.9%	9.8%	18.1%	29.4%	31.0%	22.2%	21.3%	21.3%
		62. Age				63. How long have you lived in the Macon area?					64. Income					65. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
19. Available green space	Excellent	4.2%	4.1%	4.3%	9.6%	9.5%	3.6%	13.2%	9.1%	3.9%	2.0%	7.2%	5.9%	6.9%	8.3%	6.7%	5.3%
	Good	52.1%	57.7%	56.5%	49.4%	52.4%	64.3%	55.3%	39.4%	55.0%	49.0%	65.1%	45.6%	65.5%	52.8%	60.0%	48.0%
	Not so good	25.0%	24.7%	29.0%	18.1%	28.6%	17.9%	18.4%	30.3%	23.9%	25.5%	10.8%	32.4%	17.2%	30.6%	21.3%	26.0%
	Poor	6.2%	7.2%	4.3%	3.6%	4.8%	10.7%	2.6%	9.1%	5.0%	7.8%	6.0%	4.4%	6.9%	5.6%	4.0%	7.3%
	Other/don't know	12.5%	6.2%	5.8%	19.3%	4.8%	3.6%	10.5%	12.1%	12.2%	15.7%	10.8%	11.8%	3.4%	2.8%	8.0%	13.3%
	Excellent/Good	56.2%	61.9%	60.9%	59.0%	61.9%	67.9%	68.4%	48.5%	58.9%	51.0%	72.3%	51.5%	72.4%	61.1%	66.7%	53.3%
	Not so good/Poor	31.2%	32.0%	33.3%	21.7%	33.3%	28.6%	21.1%	39.4%	28.9%	33.3%	16.9%	36.8%	24.1%	36.1%	25.3%	33.3%
		62. Age				63. How long have you lived in the Macon area?					64. Income					65. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
20. Preservation of historic structures	Excellent	16.7%	16.5%	23.2%	21.7%	23.8%	17.9%	21.1%	27.3%	17.2%	15.7%	18.1%	17.6%	20.7%	19.4%	16.0%	22.7%
	Good	62.5%	71.1%	62.3%	66.3%	47.6%	71.4%	65.8%	51.5%	70.0%	56.9%	71.1%	67.6%	69.0%	69.4%	69.3%	62.7%
	Not so good	18.8%	6.2%	7.2%	4.8%	19.0%	3.6%	7.9%	15.2%	7.2%	15.7%	4.8%	7.4%	6.9%	11.1%	7.3%	10.0%
	Poor	2.1%	4.1%	2.9%	2.4%	4.8%	3.6%	2.6%	3.0%	2.8%	5.9%	4.8%	1.5%	3.4%	0.0%	4.0%	2.0%
	Other/don't know	0.0%	2.1%	4.3%	4.8%	4.8%	3.6%	2.6%	3.0%	2.8%	5.9%	1.2%	5.9%	0.0%	0.0%	3.3%	2.7%
	Excellent/Good	79.2%	87.6%	85.5%	88.0%	71.4%	89.3%	86.8%	78.8%	87.2%	72.5%	89.2%	85.3%	89.7%	88.9%	85.3%	85.3%
	Not so good/Poor	20.8%	10.3%	10.1%	7.2%	23.8%	7.1%	10.5%	18.2%	10.0%	21.6%	9.6%	8.8%	10.3%	11.1%	11.3%	12.0%

		62. Age				63. How long have you lived in the Macon area?					64. Income					65. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
21. Occupied storefronts	Excellent	4.2%	5.2%	5.8%	6.0%	4.8%	7.1%	5.3%	6.1%	5.0%	3.9%	7.2%	1.5%	10.3%	5.6%	4.7%	6.0%
	Good	72.9%	51.5%	58.0%	51.8%	57.1%	53.6%	65.8%	60.6%	53.3%	60.8%	66.3%	52.9%	55.2%	38.9%	61.3%	50.7%
	Not so good	18.8%	32.0%	26.1%	25.3%	28.6%	25.0%	15.8%	27.3%	28.9%	25.5%	19.3%	35.3%	24.1%	30.6%	22.0%	31.3%
	Poor	0.0%	7.2%	5.8%	8.4%	4.8%	10.7%	5.3%	6.1%	6.1%	0.0%	4.8%	7.4%	6.9%	16.7%	8.0%	4.7%
	Other/don't know	4.2%	4.1%	4.3%	8.4%	4.8%	3.6%	7.9%	0.0%	6.7%	9.8%	2.4%	2.9%	3.4%	8.3%	4.0%	7.3%
	Excellent/Good	77.1%	56.7%	63.8%	57.8%	61.9%	60.7%	71.1%	66.7%	58.3%	64.7%	73.5%	54.4%	65.5%	44.4%	66.0%	56.7%
Not so good/Poor	18.8%	39.2%	31.9%	33.7%	33.3%	35.7%	21.1%	33.3%	35.0%	25.5%	24.1%	42.6%	31.0%	47.2%	30.0%	36.0%	
22. Convenient parking	Excellent	4.2%	4.1%	11.6%	15.7%	9.5%	14.3%	7.9%	6.1%	8.9%	5.9%	12.0%	1.5%	17.2%	13.9%	6.7%	11.3%
	Good	50.0%	55.7%	53.6%	62.7%	42.9%	64.3%	55.3%	42.4%	58.9%	51.0%	56.6%	64.7%	44.8%	55.6%	59.3%	52.7%
	Not so good	39.6%	26.8%	31.9%	12.0%	33.3%	10.7%	26.3%	36.4%	25.6%	27.5%	27.7%	26.5%	24.1%	19.4%	23.3%	28.7%
	Poor	6.2%	13.4%	2.9%	8.4%	14.3%	10.7%	10.5%	15.2%	6.1%	13.7%	3.6%	7.4%	13.8%	11.1%	10.7%	6.7%
	Other/don't know	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.6%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	Excellent/Good	54.2%	59.8%	65.2%	78.3%	52.4%	78.6%	63.2%	48.5%	67.8%	56.9%	68.7%	66.2%	62.1%	69.4%	66.0%	64.0%
Not so good/Poor	45.8%	40.2%	34.8%	20.5%	47.6%	21.4%	36.8%	51.5%	31.7%	41.2%	31.3%	33.8%	37.9%	30.6%	34.0%	35.3%	
23. Diverse mix of business	Excellent	10.4%	6.2%	4.3%	8.4%	14.3%	7.1%	10.5%	3.0%	6.1%	3.9%	6.0%	7.4%	3.4%	8.3%	10.0%	4.0%
	Good	62.5%	55.7%	46.4%	45.8%	57.1%	46.4%	63.2%	57.6%	48.9%	56.9%	53.0%	51.5%	72.4%	33.3%	56.0%	48.0%
	Not so good	20.8%	26.8%	34.8%	36.1%	28.6%	35.7%	15.8%	27.3%	32.8%	29.4%	31.3%	27.9%	17.2%	41.7%	24.7%	35.3%
	Poor	4.2%	8.2%	13.0%	8.4%	5.9%	7.1%	7.9%	12.1%	10.0%	5.9%	7.2%	13.2%	6.9%	13.9%	8.7%	9.3%
	Other/don't know	2.1%	3.1%	1.4%	1.2%	0.0%	3.6%	2.6%	0.0%	2.2%	3.9%	2.4%	0.0%	0.0%	2.8%	0.7%	3.3%
	Excellent/Good	72.9%	61.9%	50.7%	54.2%	71.4%	53.6%	73.7%	60.6%	55.0%	60.8%	59.0%	58.8%	75.9%	41.7%	66.0%	52.0%
Not so good/Poor	25.0%	35.1%	47.8%	44.6%	28.6%	42.9%	23.7%	39.4%	42.8%	35.3%	38.6%	41.2%	24.1%	55.6%	33.3%	44.7%	
24. Dining options	Excellent	8.3%	8.2%	13.0%	12.0%	23.8%	3.6%	7.9%	18.2%	8.9%	7.8%	9.6%	8.8%	10.3%	8.3%	11.3%	9.3%
	Good	60.4%	63.9%	55.1%	68.7%	47.6%	64.3%	71.1%	48.5%	63.9%	68.6%	60.2%	54.4%	72.4%	61.1%	59.3%	64.7%
	Not so good	20.8%	19.6%	15.9%	12.0%	28.6%	17.9%	13.2%	21.2%	15.0%	11.8%	22.9%	20.6%	3.4%	16.7%	19.3%	14.0%
	Poor	8.3%	6.2%	13.0%	3.6%	0.0%	10.7%	5.3%	12.1%	8.9%	7.8%	4.8%	11.8%	13.8%	11.1%	8.0%	8.7%
	Other/don't know	2.1%	2.1%	2.9%	3.6%	0.0%	3.6%	2.6%	0.0%	3.3%	3.9%	2.4%	4.4%	0.0%	2.8%	2.0%	3.3%
	Excellent/Good	68.8%	72.2%	68.1%	80.7%	71.4%	67.9%	78.9%	66.7%	72.8%	76.5%	69.9%	63.2%	82.8%	69.4%	70.7%	74.0%
Not so good/Poor	29.2%	25.8%	29.0%	15.7%	28.6%	28.6%	18.4%	33.3%	23.9%	19.6%	27.7%	32.4%	17.2%	27.8%	27.3%	22.7%	
25. Entertainment options	Excellent	2.1%	2.1%	1.4%	1.2%	4.8%	3.6%	2.6%	0.0%	1.1%	2.0%	1.2%	0.0%	6.9%	0.0%	2.7%	0.7%
	Good	31.2%	38.1%	20.3%	34.9%	38.1%	35.7%	47.4%	36.4%	26.7%	45.1%	32.5%	25.0%	20.7%	30.6%	34.7%	29.3%
	Not so good	52.1%	39.2%	50.7%	32.5%	38.1%	35.7%	36.8%	45.5%	43.3%	25.5%	43.4%	48.5%	41.4%	52.8%	38.0%	45.3%
	Poor	12.5%	16.5%	20.3%	18.1%	9.5%	17.9%	7.9%	18.2%	20.6%	17.6%	14.5%	22.1%	27.6%	11.1%	16.0%	19.3%
	Other/don't know	2.1%	4.1%	7.2%	13.3%	9.5%	7.1%	5.3%	0.0%	8.3%	9.8%	8.4%	4.4%	3.4%	5.6%	8.7%	5.3%
	Excellent/Good	33.3%	40.2%	21.7%	36.1%	42.9%	39.3%	50.0%	36.4%	27.8%	47.1%	33.7%	25.0%	27.6%	30.6%	37.3%	30.0%
Not so good/Poor	64.6%	55.7%	71.0%	50.6%	47.6%	53.6%	44.7%	63.6%	63.9%	43.1%	57.8%	70.6%	69.0%	63.9%	54.0%	64.7%	

		62. Age				63. How long have you lived in the Macon area?					64. Income					65. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
26. Condition of streets	Excellent	2.1%	4.1%	1.4%	3.6%	4.8%	3.6%	2.6%	9.1%	1.7%	2.0%	3.6%	0.0%	10.3%	2.8%	3.3%	2.7%
	Good	52.1%	50.5%	56.5%	48.2%	57.1%	64.3%	55.3%	36.4%	50.6%	54.9%	55.4%	44.1%	51.7%	41.7%	48.7%	54.0%
	Not so good	27.1%	28.9%	26.1%	31.3%	19.0%	25.0%	28.9%	30.3%	29.4%	29.4%	26.5%	32.4%	13.8%	41.7%	25.3%	31.3%
	Poor	16.7%	16.5%	15.9%	15.7%	19.0%	7.1%	10.5%	24.2%	17.8%	11.8%	14.5%	22.1%	24.1%	13.9%	22.0%	11.3%
	Other/don't know	2.1%	0.0%	0.0%	1.2%	0.0%	0.0%	2.6%	0.0%	0.6%	2.0%	0.0%	1.5%	0.0%	0.0%	0.7%	0.7%
	Excellent/Good	54.2%	54.6%	58.0%	51.8%	61.9%	67.9%	57.9%	45.5%	52.2%	56.9%	59.0%	44.1%	62.1%	44.4%	52.0%	56.7%
Not so good/Poor	43.8%	45.4%	42.0%	47.0%	38.1%	32.1%	39.5%	54.5%	47.2%	41.2%	41.0%	54.4%	37.9%	55.6%	47.3%	42.7%	
27. Condition of sidewalks	Excellent	6.2%	14.4%	11.6%	12.0%	14.3%	10.7%	15.8%	12.1%	10.6%	9.8%	12.0%	5.9%	20.7%	16.7%	16.0%	7.3%
	Good	70.8%	72.2%	62.3%	66.3%	71.4%	67.9%	60.5%	63.6%	69.4%	58.8%	69.9%	72.1%	65.5%	66.7%	69.3%	66.0%
	Not so good	16.7%	4.1%	13.0%	14.5%	9.5%	10.7%	7.9%	15.2%	11.1%	13.7%	10.8%	13.2%	3.4%	11.1%	6.7%	15.3%
	Poor	2.1%	5.2%	10.1%	4.8%	0.0%	7.1%	10.5%	3.0%	6.1%	11.8%	6.0%	7.4%	3.4%	2.8%	4.7%	7.3%
	Other/don't know	4.2%	4.1%	2.9%	2.4%	4.8%	3.6%	5.3%	6.1%	2.8%	5.9%	1.2%	1.5%	6.9%	2.8%	3.3%	4.0%
	Excellent/Good	77.1%	86.6%	73.9%	78.3%	85.7%	78.6%	76.3%	75.8%	80.0%	68.6%	81.9%	77.9%	86.2%	83.3%	85.3%	73.3%
Not so good/Poor	18.8%	9.3%	23.2%	19.3%	9.5%	17.9%	18.4%	18.2%	17.2%	25.5%	16.9%	20.6%	6.9%	13.9%	11.3%	22.7%	
28. Safety during the day	Excellent	27.1%	23.7%	24.6%	15.7%	47.6%	21.4%	26.3%	33.3%	16.7%	11.8%	21.7%	22.1%	27.6%	38.9%	19.3%	25.3%
	Good	68.8%	69.1%	71.0%	72.3%	47.6%	64.3%	63.2%	63.6%	76.7%	76.5%	71.1%	75.0%	65.5%	50.0%	74.0%	66.7%
	Not so good	2.1%	4.1%	1.4%	6.0%	4.8%	7.1%	10.5%	0.0%	2.2%	3.9%	3.6%	2.9%	0.0%	8.3%	2.7%	4.7%
	Poor	2.1%	1.0%	1.4%	1.2%	0.0%	0.0%	0.0%	0.0%	2.2%	2.0%	2.4%	0.0%	3.4%	0.0%	2.0%	0.7%
	Other/don't know	0.0%	2.1%	1.4%	4.8%	0.0%	7.1%	0.0%	3.0%	2.2%	5.9%	1.2%	0.0%	3.4%	2.8%	2.0%	2.7%
	Excellent/Good	95.8%	92.8%	95.7%	88.0%	95.2%	85.7%	89.5%	97.0%	93.3%	88.2%	92.8%	97.1%	93.1%	88.9%	93.3%	92.0%
Not so good/Poor	4.2%	5.2%	2.9%	7.2%	4.8%	7.1%	10.5%	0.0%	4.4%	5.9%	6.0%	2.9%	3.4%	8.3%	4.7%	5.3%	
29. Safety at night	Excellent	10.4%	14.4%	2.9%	9.6%	9.5%	17.9%	15.8%	15.2%	6.1%	7.8%	8.4%	4.4%	10.3%	13.9%	10.0%	9.3%
	Good	66.7%	63.9%	63.8%	49.4%	76.2%	50.0%	57.9%	60.6%	60.6%	49.0%	57.8%	61.8%	82.8%	66.7%	64.7%	56.0%
	Not so good	10.4%	9.3%	18.8%	8.4%	0.0%	10.7%	7.9%	12.1%	13.3%	13.7%	14.5%	11.8%	0.0%	8.3%	10.0%	12.7%
	Poor	4.2%	3.1%	1.4%	4.8%	4.8%	3.6%	5.3%	0.0%	3.3%	7.8%	2.4%	4.4%	3.4%	0.0%	3.3%	3.3%
	Other/don't know	8.3%	9.3%	13.0%	27.7%	9.5%	17.9%	13.2%	12.1%	16.7%	21.6%	16.9%	17.6%	3.4%	11.1%	12.0%	18.7%
	Excellent/Good	77.1%	78.4%	66.7%	59.0%	85.7%	67.9%	73.7%	75.8%	66.7%	56.9%	66.3%	66.2%	93.1%	80.6%	74.7%	65.3%
Not so good/Poor	14.6%	12.4%	20.3%	13.3%	4.8%	14.3%	13.2%	12.1%	16.7%	21.6%	16.9%	16.2%	3.4%	8.3%	13.3%	16.0%	
30. How important would you say it is that Fulton work to retain its Downtown's historic character?	Very important	50.0%	51.5%	52.2%	55.4%	57.1%	60.7%	65.8%	51.5%	47.8%	52.9%	54.2%	44.1%	58.6%	55.6%	48.0%	56.7%
	Somewhat important	37.5%	37.1%	36.2%	33.7%	28.6%	28.6%	31.6%	33.3%	39.4%	29.4%	38.6%	41.2%	27.6%	33.3%	37.3%	34.7%
	Not very important	12.5%	7.2%	4.3%	4.8%	9.5%	7.1%	2.6%	12.1%	6.1%	5.9%	6.0%	10.3%	0.0%	11.1%	8.7%	4.7%
	Not at all important	0.0%	4.1%	7.2%	3.6%	4.8%	3.6%	0.0%	3.0%	5.6%	9.8%	0.0%	4.4%	13.8%	0.0%	5.3%	3.3%
	Other/don't know	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	1.1%	2.0%	1.2%	0.0%	0.0%	0.0%	0.7%	0.7%
	Very/Somewhat important	87.5%	88.7%	88.4%	89.2%	85.7%	89.3%	97.4%	84.8%	87.2%	82.4%	92.8%	85.3%	86.2%	88.9%	85.3%	91.3%
Not very/Not at all important	12.5%	11.3%	11.6%	8.4%	14.3%	10.7%	2.6%	15.2%	11.7%	15.7%	6.0%	14.7%	13.8%	11.1%	14.0%	8.0%	

		62. Age				63. How long have you lived in the Macon area?					64. Income					65. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
31. Lodging such as hotel, motel or bed and breakfast	5-Top priority	4.2%	12.4%	7.2%	21.7%	19.0%	17.9%	7.9%	9.1%	12.2%	15.7%	10.8%	7.4%	20.7%	8.3%	10.7%	14.0%
	4	16.7%	17.5%	27.5%	16.9%	19.0%	25.0%	13.2%	24.2%	18.9%	21.6%	21.7%	20.6%	13.8%	16.7%	18.0%	20.7%
	3	41.7%	30.9%	31.9%	25.3%	38.1%	28.6%	28.9%	36.4%	30.6%	25.5%	32.5%	33.8%	34.5%	44.4%	29.3%	33.3%
	2	22.9%	18.6%	17.4%	13.3%	19.0%	10.7%	28.9%	12.1%	17.2%	7.8%	21.7%	19.1%	17.2%	16.7%	22.0%	13.3%
	1-Very low priority	14.6%	19.6%	15.9%	19.3%	4.8%	17.9%	18.4%	18.2%	19.4%	27.5%	12.0%	19.1%	13.8%	11.1%	19.3%	16.7%
	Other/don't know	0.0%	1.0%	0.0%	3.6%	0.0%	0.0%	2.6%	0.0%	1.7%	2.0%	1.2%	0.0%	0.0%	2.8%	0.7%	2.0%
	Total high priority (4-5)	20.8%	29.9%	34.8%	38.6%	38.1%	42.9%	21.1%	33.3%	31.1%	37.3%	32.5%	27.9%	34.5%	25.0%	28.7%	34.7%
	Total low priority (1-2)	37.5%	38.1%	33.3%	32.5%	23.8%	28.6%	47.4%	30.3%	36.7%	35.3%	33.7%	38.2%	31.0%	27.8%	41.3%	30.0%
32. Family or casual style dining	5-Top priority	20.8%	28.9%	39.1%	26.5%	23.8%	25.0%	18.4%	24.2%	33.9%	19.6%	31.3%	23.5%	31.0%	30.6%	27.3%	31.3%
	4	52.1%	32.0%	39.1%	30.1%	47.6%	46.4%	39.5%	42.4%	31.1%	29.4%	36.1%	44.1%	37.9%	36.1%	33.3%	38.7%
	3	16.7%	26.8%	17.4%	31.3%	19.0%	21.4%	34.2%	21.2%	23.9%	33.3%	26.5%	19.1%	27.6%	25.0%	26.0%	22.7%
	2	8.3%	5.2%	1.4%	9.6%	0.0%	7.1%	5.3%	3.0%	7.2%	5.9%	3.6%	8.8%	3.4%	5.6%	8.7%	3.3%
	1-Very low priority	2.1%	6.2%	2.9%	2.4%	9.5%	0.0%	2.6%	9.1%	3.3%	9.8%	2.4%	4.4%	0.0%	2.8%	4.0%	4.0%
	Other/don't know	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	2.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
	Total high priority (4-5)	72.9%	60.8%	78.3%	56.6%	71.4%	71.4%	57.9%	66.7%	65.0%	49.0%	67.5%	67.6%	69.0%	66.7%	60.7%	70.0%
	Total low priority (1-2)	10.4%	11.3%	4.3%	12.0%	9.5%	7.1%	7.9%	12.1%	10.6%	15.7%	6.0%	13.2%	3.4%	8.3%	12.7%	7.3%
33. Fine dining	5-Top priority	22.9%	21.6%	30.4%	22.9%	23.8%	28.6%	28.9%	27.3%	22.2%	19.6%	16.9%	19.1%	41.4%	33.3%	21.3%	27.3%
	4	29.2%	28.9%	27.5%	22.9%	23.8%	42.9%	21.1%	24.2%	26.1%	15.7%	27.7%	29.4%	24.1%	30.6%	28.7%	24.7%
	3	20.8%	27.8%	29.0%	31.3%	33.3%	14.3%	28.9%	30.3%	28.3%	29.4%	33.7%	29.4%	17.2%	30.6%	29.3%	26.0%
	2	22.9%	12.4%	7.2%	12.0%	4.8%	10.7%	18.4%	9.1%	13.9%	9.8%	15.7%	16.2%	13.8%	5.6%	14.0%	12.0%
	1-Very low priority	4.2%	9.3%	5.8%	10.8%	14.3%	3.6%	2.6%	9.1%	9.4%	25.5%	6.0%	5.9%	3.4%	0.0%	6.7%	10.0%
	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%
	Total high priority (4-5)	52.1%	50.5%	58.0%	45.8%	47.6%	71.4%	50.0%	51.5%	48.3%	35.3%	44.6%	48.5%	65.5%	63.9%	50.0%	52.0%
	Total low priority (1-2)	27.1%	21.6%	13.0%	22.9%	19.0%	14.3%	21.1%	18.2%	23.3%	35.3%	21.7%	22.1%	17.2%	5.6%	20.7%	22.0%
34. Music store	5-Top priority	18.8%	11.3%	4.3%	18.1%	4.8%	10.7%	15.8%	15.2%	12.8%	21.6%	14.5%	7.4%	17.2%	5.6%	8.0%	17.3%
	4	25.0%	21.6%	14.5%	13.3%	23.8%	25.0%	28.9%	9.1%	15.6%	11.8%	18.1%	22.1%	10.3%	27.8%	16.7%	19.3%
	3	27.1%	34.0%	29.0%	25.3%	33.3%	28.6%	23.7%	39.4%	28.3%	21.6%	26.5%	33.8%	27.6%	44.4%	33.3%	25.3%
	2	22.9%	16.5%	21.7%	16.9%	28.6%	21.4%	13.2%	24.2%	17.8%	9.8%	21.7%	13.2%	31.0%	19.4%	18.7%	19.3%
	1-Very low priority	6.2%	16.5%	30.4%	25.3%	4.8%	14.3%	18.4%	12.1%	25.6%	33.3%	19.3%	23.5%	13.8%	2.8%	23.3%	18.0%
	Other/don't know	0.0%	0.0%	0.0%	1.2%	4.8%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	Total high priority (4-5)	43.8%	33.0%	18.8%	31.3%	28.6%	35.7%	44.7%	24.2%	28.3%	33.3%	32.5%	29.4%	27.6%	33.3%	24.7%	36.7%
	Total low priority (1-2)	29.2%	33.0%	52.2%	42.2%	33.3%	35.7%	31.6%	36.4%	43.3%	43.1%	41.0%	36.8%	44.8%	22.2%	42.0%	37.3%
35. Antique shops	5-Top priority	4.2%	5.2%	10.1%	22.9%	14.3%	17.9%	2.6%	6.1%	12.2%	17.6%	8.4%	4.4%	13.8%	2.8%	6.7%	15.3%
	4	16.7%	9.3%	18.8%	13.3%	4.8%	21.4%	18.4%	15.2%	12.2%	15.7%	13.3%	19.1%	13.8%	11.1%	12.7%	14.7%
	3	18.8%	28.9%	21.7%	25.3%	14.3%	25.0%	34.2%	24.2%	24.4%	11.8%	27.7%	23.5%	20.7%	47.2%	23.3%	26.7%
	2	33.3%	26.8%	21.7%	18.1%	52.4%	21.4%	18.4%	27.3%	22.2%	19.6%	26.5%	22.1%	27.6%	27.8%	26.7%	22.0%
	1-Very low priority	27.1%	29.9%	27.5%	18.1%	14.3%	14.3%	26.3%	27.3%	27.8%	33.3%	24.1%	29.4%	24.1%	11.1%	29.3%	21.3%
	Other/don't know	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	1.1%	2.0%	0.0%	1.5%	0.0%	0.0%	1.3%	0.0%
	Total high priority (4-5)	20.8%	14.4%	29.0%	36.1%	19.0%	39.3%	21.1%	21.2%	24.4%	33.3%	21.7%	23.5%	27.6%	13.9%	19.3%	30.0%
	Total low priority (1-2)	60.4%	56.7%	49.3%	36.1%	66.7%	35.7%	44.7%	54.5%	50.0%	52.9%	50.6%	51.5%	51.7%	38.9%	56.0%	43.3%

		62. Age				63. How long have you lived in the Macon area?					64. Income					65. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
36. Art galleries and shops	5-Top priority	8.3%	13.4%	14.5%	10.8%	4.8%	17.9%	7.9%	15.2%	12.2%	9.8%	7.2%	8.8%	17.2%	25.0%	8.7%	15.3%
	4	29.2%	21.6%	15.9%	20.5%	19.0%	35.7%	23.7%	30.3%	16.7%	21.6%	19.3%	29.4%	24.1%	19.4%	18.0%	24.0%
	3	27.1%	29.9%	43.5%	28.9%	47.6%	21.4%	39.5%	33.3%	30.6%	29.4%	33.7%	23.5%	31.0%	41.7%	33.3%	31.3%
	2	18.8%	19.6%	11.6%	16.9%	19.0%	21.4%	15.8%	15.2%	16.1%	9.8%	24.1%	19.1%	13.8%	11.1%	21.3%	12.0%
	1-Very low priority	16.7%	14.4%	14.5%	20.5%	9.5%	3.6%	13.2%	6.1%	22.8%	27.5%	14.5%	19.1%	13.8%	2.8%	16.7%	17.3%
	Other/don't know	0.0%	1.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	1.7%	2.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%
	Total high priority (4-5)	37.5%	35.1%	30.4%	31.3%	23.8%	53.6%	31.6%	45.5%	28.9%	31.4%	26.5%	38.2%	41.4%	44.4%	26.7%	39.3%
Total low priority (1-2)	35.4%	34.0%	26.1%	37.3%	28.6%	25.0%	28.9%	21.2%	38.9%	37.3%	38.6%	27.6%	13.9%	38.0%	29.3%		
37. Convenience store or grocery store	5-Top priority	12.5%	12.4%	14.5%	31.3%	19.0%	10.7%	13.2%	18.2%	21.7%	25.5%	20.5%	10.3%	20.7%	8.3%	18.0%	20.0%
	4	16.7%	16.5%	17.4%	19.3%	19.0%	28.6%	13.2%	21.2%	15.6%	21.6%	14.5%	16.2%	17.2%	22.2%	18.7%	16.0%
	3	22.9%	26.8%	17.4%	24.1%	14.3%	17.9%	28.9%	21.2%	23.9%	22.9%	22.1%	22.1%	27.6%	27.8%	27.3%	18.7%
	2	18.8%	20.6%	26.1%	8.4%	28.6%	25.0%	10.5%	12.1%	18.3%	7.8%	22.9%	22.1%	10.3%	22.2%	16.7%	19.3%
	1-Very low priority	29.2%	23.7%	24.6%	16.9%	19.0%	17.9%	34.2%	27.3%	20.6%	17.6%	19.3%	29.4%	24.1%	19.4%	19.3%	26.0%
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Total high priority (4-5)	29.2%	28.9%	31.9%	50.6%	38.1%	39.3%	26.3%	39.4%	37.2%	47.1%	34.9%	26.5%	37.9%	30.6%	36.7%	36.0%
Total low priority (1-2)	47.9%	44.3%	50.7%	25.3%	47.6%	42.9%	44.7%	39.4%	38.9%	25.5%	42.2%	51.5%	34.5%	41.7%	36.0%	45.3%	
38. Clothing stores	5-Top priority	16.7%	20.6%	29.0%	36.1%	14.3%	17.9%	15.8%	18.2%	32.2%	33.3%	25.3%	23.5%	31.0%	16.7%	17.3%	34.7%
	4	29.2%	34.0%	26.1%	21.7%	28.6%	32.1%	23.7%	36.4%	26.7%	21.6%	32.5%	35.3%	13.8%	27.8%	28.0%	
	3	39.6%	32.0%	21.7%	16.9%	38.1%	28.6%	47.4%	30.3%	20.0%	15.7%	28.9%	23.5%	31.0%	47.2%	30.7%	22.7%
	2	10.4%	7.2%	13.0%	14.5%	14.3%	17.9%	5.3%	9.1%	11.1%	11.8%	8.4%	11.8%	17.2%	5.6%	15.3%	6.7%
	1-Very low priority	4.2%	6.2%	10.1%	10.8%	4.8%	3.6%	7.9%	6.1%	10.0%	17.6%	4.8%	5.9%	6.9%	2.8%	8.7%	8.0%
	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%
	Total high priority (4-5)	45.8%	54.6%	55.1%	57.8%	42.9%	50.0%	39.5%	54.5%	58.9%	54.9%	57.8%	58.8%	44.8%	44.4%	45.3%	62.7%
Total low priority (1-2)	14.6%	13.4%	23.2%	25.3%	19.0%	21.4%	13.2%	15.2%	21.1%	29.4%	13.3%	17.6%	24.1%	8.3%	24.0%	14.7%	
39. Arcade or other attraction aimed at teenagers	5-Top priority	18.8%	16.5%	18.8%	16.9%	19.0%	28.6%	13.2%	12.1%	17.8%	29.4%	24.1%	10.3%	10.3%	2.8%	16.7%	18.7%
	4	22.9%	17.5%	11.6%	13.3%	28.6%	14.3%	28.9%	6.1%	13.3%	9.8%	15.7%	6.9%	19.4%	18.7%	12.7%	
	3	35.4%	18.6%	20.3%	28.9%	9.5%	21.4%	18.4%	36.4%	25.6%	21.6%	21.7%	32.4%	20.7%	22.2%	21.3%	27.3%
	2	12.5%	23.7%	17.4%	14.5%	19.0%	21.4%	13.2%	21.2%	17.2%	9.8%	16.9%	11.8%	31.0%	30.6%	20.7%	14.7%
	1-Very low priority	10.4%	23.7%	31.9%	21.7%	23.8%	14.3%	26.3%	24.2%	23.9%	23.5%	21.7%	20.6%	31.0%	25.0%	21.3%	25.3%
	Other/don't know	0.0%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	2.2%	5.9%	0.0%	1.5%	0.0%	0.0%	1.3%	1.3%
	Total high priority (4-5)	41.7%	34.0%	30.4%	30.1%	47.6%	42.9%	42.1%	18.2%	31.1%	39.2%	39.8%	33.8%	17.2%	22.2%	35.3%	31.3%
Total low priority (1-2)	22.9%	47.4%	49.3%	36.1%	42.9%	35.7%	39.5%	45.5%	41.1%	33.3%	38.6%	32.4%	62.1%	55.6%	42.0%	40.0%	
40. Bar/nightclubs	5-Top priority	12.5%	5.2%	1.4%	8.4%	4.8%	7.1%	2.6%	6.1%	7.2%	3.9%	3.6%	10.3%	3.4%	5.6%	10.7%	2.0%
	4	14.6%	13.4%	14.5%	6.0%	4.8%	10.7%	13.2%	15.2%	11.7%	11.8%	7.2%	11.8%	17.2%	25.0%	14.7%	8.7%
	3	18.8%	23.7%	14.5%	14.5%	19.0%	28.6%	10.5%	24.2%	16.7%	15.7%	19.3%	14.7%	24.1%	22.2%	17.3%	18.7%
	2	29.2%	26.8%	23.2%	19.3%	38.1%	25.0%	28.9%	27.3%	21.1%	15.7%	30.1%	23.5%	24.1%	30.6%	26.7%	22.0%
	1-Very low priority	25.0%	30.9%	46.4%	45.8%	33.3%	28.6%	44.7%	27.3%	40.6%	49.0%	37.3%	39.7%	31.0%	16.7%	30.0%	46.0%
	Other/don't know	0.0%	0.0%	0.0%	6.0%	0.0%	0.0%	0.0%	0.0%	2.8%	3.9%	2.4%	0.0%	0.0%	0.0%	0.7%	2.7%
	Total high priority (4-5)	27.1%	18.6%	15.9%	14.5%	9.5%	17.9%	15.8%	21.2%	18.9%	15.7%	10.8%	22.1%	20.7%	30.6%	25.3%	10.7%
Total low priority (1-2)	54.2%	57.7%	69.6%	65.1%	71.4%	53.6%	73.7%	54.5%	61.7%	64.7%	67.5%	63.2%	55.2%	47.2%	56.7%	68.0%	

		62. Age				63. How long have you lived in the Macon area?					64. Income					65. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
41. Bookstore	5-Top priority	12.5%	14.4%	27.5%	22.9%	38.1%	17.9%	7.9%	27.3%	18.9%	17.6%	18.1%	11.8%	24.1%	19.4%	12.7%	26.7%
	4	25.0%	29.9%	21.7%	14.5%	23.8%	35.7%	31.6%	18.2%	20.0%	17.6%	25.3%	23.5%	24.1%	27.8%	24.7%	21.3%
	3	31.2%	35.1%	26.1%	30.1%	33.3%	32.1%	31.6%	24.2%	31.7%	29.4%	30.1%	32.4%	31.0%	41.7%	32.0%	30.0%
	2	22.9%	10.3%	11.6%	19.3%	0.0%	14.3%	18.4%	15.2%	16.1%	13.7%	19.3%	13.2%	20.7%	8.3%	17.3%	12.7%
	1-Very low priority	8.3%	10.3%	11.6%	10.8%	4.8%	0.0%	10.5%	15.2%	11.7%	19.6%	6.0%	17.6%	0.0%	2.8%	12.7%	8.0%
	Other/don't know	0.0%	0.0%	1.4%	2.4%	0.0%	0.0%	0.0%	0.0%	1.7%	2.0%	1.2%	1.5%	0.0%	0.0%	0.7%	1.3%
	Total high priority (4-5)	37.5%	44.3%	49.3%	37.3%	61.9%	53.6%	39.5%	45.5%	38.9%	35.3%	43.4%	35.3%	48.3%	47.2%	37.3%	48.0%
	Total low priority (1-2)	31.2%	20.6%	23.2%	30.1%	4.8%	14.3%	28.9%	30.3%	27.8%	33.3%	25.3%	30.9%	20.7%	11.1%	30.0%	20.7%
		62. Age				63. How long have you lived in the Macon area?					64. Income					65. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
42. Arts and crafts store	5-Top priority	8.3%	5.2%	11.6%	9.6%	19.0%	10.7%	5.3%	6.1%	7.8%	7.8%	4.8%	4.4%	6.9%	8.3%	7.3%	9.3%
	4	20.8%	18.6%	24.6%	21.7%	23.8%	28.6%	23.7%	21.2%	19.4%	7.8%	28.9%	23.5%	27.6%	13.9%	15.3%	27.3%
	3	29.2%	35.1%	31.9%	31.3%	28.6%	35.7%	28.9%	27.3%	33.9%	41.2%	28.9%	33.8%	37.9%	27.8%	30.0%	34.7%
	2	27.1%	24.7%	18.8%	19.3%	19.0%	14.3%	31.6%	27.3%	20.6%	17.6%	24.1%	20.6%	20.7%	36.1%	28.7%	15.3%
	1-Very low priority	14.6%	16.5%	13.0%	14.5%	9.5%	10.7%	10.5%	18.2%	16.7%	21.6%	13.3%	17.6%	6.9%	13.9%	17.3%	12.7%
	Other/don't know	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	1.7%	3.9%	0.0%	0.0%	0.0%	0.0%	1.3%	0.7%
	Total high priority (4-5)	29.2%	23.7%	36.2%	31.3%	42.9%	39.3%	28.9%	27.3%	27.2%	15.7%	33.7%	27.9%	34.5%	22.2%	22.7%	36.7%
	Total low priority (1-2)	41.7%	41.2%	31.9%	33.7%	28.6%	25.0%	42.1%	45.5%	37.2%	39.2%	37.3%	38.2%	27.6%	50.0%	46.0%	28.0%
		62. Age				63. How long have you lived in the Macon area?					64. Income					65. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
43. Which business would you most like to see in Downtown Fulton?	Lodging such as hotel, motel or bed and breakfast	0.0%	4.1%	2.9%	0.0%	0.0%	3.6%	2.6%	6.1%	1.1%	5.9%	1.2%	1.5%	0.0%	2.8%	3.3%	0.7%
	Family or casual style dining	31.2%	22.7%	10.1%	7.2%	23.8%	14.3%	13.2%	18.2%	16.7%	9.8%	13.3%	19.1%	20.7%	27.8%	21.3%	12.0%
	Fine dining	0.0%	10.3%	10.1%	9.6%	4.8%	25.0%	10.5%	15.2%	4.4%	5.9%	2.4%	7.4%	3.4%	33.3%	10.7%	6.0%
	Music store	4.2%	5.2%	2.9%	1.2%	0.0%	3.6%	5.3%	6.1%	2.8%	0.0%	7.2%	4.4%	0.0%	2.8%	3.3%	3.3%
	Antique shops	2.1%	1.0%	1.4%	2.4%	0.0%	7.1%	2.6%	3.0%	0.6%	3.9%	2.4%	0.0%	3.4%	0.0%	2.0%	1.3%
	Art galleries and shops	0.0%	3.1%	4.3%	3.6%	0.0%	0.0%	2.6%	3.0%	3.9%	0.0%	2.4%	4.4%	10.3%	2.8%	2.0%	4.0%
	Convenience store or grocery store	2.1%	0.0%	4.3%	2.4%	9.5%	7.1%	2.6%	0.0%	1.1%	2.0%	1.2%	2.9%	3.4%	0.0%	2.7%	2.0%
	Clothing stores	12.5%	12.4%	26.1%	47.0%	4.8%	7.1%	21.1%	15.2%	32.8%	37.3%	24.1%	20.6%	13.8%	11.1%	12.0%	38.0%
	Arcade or other attraction aimed at teenagers	18.8%	16.5%	7.2%	2.4%	4.8%	21.4%	7.9%	9.1%	11.1%	19.6%	13.3%	11.8%	6.9%	2.8%	12.7%	9.3%
	Bars/nightclubs	10.4%	2.1%	2.9%	1.2%	9.5%	3.6%	5.3%	0.0%	2.8%	2.0%	2.4%	7.4%	3.4%	2.8%	5.3%	1.3%
	Bookstore	6.2%	10.3%	5.8%	3.6%	9.5%	0.0%	5.3%	15.2%	6.1%	3.9%	7.2%	8.8%	13.8%	2.8%	4.7%	8.7%
	Arts and crafts store	2.1%	1.0%	7.2%	2.4%	0.0%	3.6%	7.9%	3.0%	2.8%	0.0%	4.8%	2.9%	6.9%	2.8%	0.7%	6.0%
	Other	10.4%	11.3%	14.5%	16.9%	33.3%	3.6%	13.2%	6.1%	13.9%	9.8%	18.1%	8.8%	13.8%	8.3%	19.3%	7.3%
		62. Age				63. How long have you lived in the Macon area?					64. Income					65. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
44. Adding green space and landscaping such as trees or plantings	5-Top priority	16.7%	13.4%	21.7%	10.8%	23.8%	14.3%	10.5%	9.1%	16.7%	19.6%	19.3%	11.8%	17.2%	5.6%	11.3%	19.3%
	4	20.8%	19.6%	24.6%	15.7%	9.5%	25.0%	26.3%	30.3%	17.2%	17.6%	19.3%	26.5%	10.3%	27.8%	20.7%	19.3%
	3	33.3%	25.8%	24.6%	34.9%	47.6%	35.7%	28.9%	27.3%	26.7%	31.4%	26.5%	19.1%	37.9%	36.1%	24.7%	34.0%
	2	10.4%	21.6%	18.8%	21.7%	9.5%	17.9%	21.1%	18.2%	20.0%	7.8%	20.5%	25.0%	17.2%	25.0%	20.7%	17.3%
	1-Very low priority	16.7%	18.6%	10.1%	13.3%	4.8%	7.1%	13.2%	12.1%	17.8%	19.6%	14.5%	14.7%	17.2%	5.6%	20.7%	8.7%
	Other/don't know	2.1%	1.0%	0.0%	3.6%	4.8%	0.0%	0.0%	3.0%	1.7%	3.9%	0.0%	2.9%	0.0%	0.0%	2.0%	1.3%
	Total high priority (4-5)	37.5%	33.0%	46.4%	26.5%	33.3%	39.3%	36.8%	39.4%	33.9%	37.3%	38.6%	38.2%	27.6%	33.3%	32.0%	38.7%
	Total low priority (1-2)	27.1%	40.2%	29.0%	34.9%	14.3%	25.0%	34.2%	30.3%	37.8%	27.5%	34.9%	39.7%	34.5%	30.6%	41.3%	26.0%

		62. Age				63. How long have you lived in the Macon area?					64. Income					65. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
45. Improving lighting	5-Top priority	10.4%	15.5%	20.3%	20.5%	28.6%	17.9%	13.2%	12.1%	17.2%	25.5%	14.5%	14.7%	17.2%	11.1%	15.3%	18.7%
	4	35.4%	25.8%	17.4%	22.9%	19.0%	42.9%	23.7%	21.2%	23.3%	29.4%	25.3%	26.5%	3.4%	30.6%	21.3%	28.0%
	3	18.8%	29.9%	29.0%	25.3%	38.1%	21.4%	31.6%	18.2%	26.1%	15.7%	26.5%	23.5%	41.4%	38.9%	23.3%	29.3%
	2	27.1%	15.5%	14.5%	13.3%	9.5%	10.7%	26.3%	33.3%	12.8%	7.8%	19.3%	19.1%	24.1%	11.1%	20.7%	12.0%
	1-Very low priority	6.2%	13.4%	17.4%	15.7%	0.0%	7.1%	2.6%	12.1%	19.4%	19.6%	14.5%	13.2%	10.3%	8.3%	18.0%	10.0%
	Other/don't know	2.1%	0.0%	1.4%	2.4%	4.8%	0.0%	2.6%	3.0%	1.1%	2.0%	0.0%	2.9%	3.4%	0.0%	1.3%	2.0%
	Total high priority (4-5)	45.8%	41.2%	37.7%	43.4%	47.6%	60.7%	36.8%	33.3%	40.6%	54.9%	39.8%	41.2%	20.7%	41.7%	36.7%	46.7%
Total low priority (1-2)	33.3%	28.9%	31.9%	28.9%	9.5%	17.9%	28.9%	45.5%	32.2%	27.5%	33.7%	32.4%	34.5%	19.4%	38.7%	22.0%	
46. Moving utilities underground	5-Top priority	22.9%	26.8%	33.3%	32.5%	33.3%	25.0%	31.6%	39.4%	27.2%	25.5%	26.5%	29.4%	44.8%	27.8%	29.3%	29.3%
	4	20.8%	20.6%	15.9%	15.7%	19.0%	25.0%	23.7%	15.2%	16.7%	17.6%	19.3%	14.7%	20.7%	22.2%	18.7%	18.0%
	3	35.4%	19.6%	26.1%	25.3%	23.8%	39.3%	15.8%	21.2%	25.6%	31.4%	28.9%	23.5%	13.8%	22.2%	26.0%	24.0%
	2	6.2%	19.6%	15.9%	7.2%	19.0%	3.6%	13.2%	12.1%	13.9%	5.9%	14.5%	14.7%	13.8%	19.4%	12.0%	14.0%
	1-Very low priority	14.6%	12.4%	8.7%	12.0%	4.8%	7.1%	10.5%	12.1%	13.3%	15.7%	8.4%	17.6%	3.4%	5.6%	12.0%	11.3%
	Other/don't know	0.0%	1.0%	0.0%	7.2%	0.0%	0.0%	5.3%	0.0%	3.3%	3.9%	2.4%	0.0%	3.4%	2.8%	2.0%	3.3%
	Total high priority (4-5)	43.8%	47.4%	49.3%	48.2%	52.4%	50.0%	55.3%	54.5%	43.9%	43.1%	45.8%	44.1%	65.5%	50.0%	48.0%	47.3%
Total low priority (1-2)	20.8%	32.0%	24.6%	19.3%	23.8%	10.7%	23.7%	24.2%	27.2%	21.6%	22.9%	32.4%	17.2%	25.0%	24.0%	25.3%	
47. Adding new parking spaces or lots	5-Top priority	25.0%	20.6%	29.0%	25.3%	14.3%	17.9%	23.7%	27.3%	26.1%	23.5%	31.3%	22.1%	31.0%	8.3%	19.3%	29.3%
	4	27.1%	24.7%	15.9%	16.9%	42.9%	17.9%	21.1%	27.3%	17.8%	19.6%	19.3%	25.0%	13.8%	19.4%	20.7%	21.3%
	3	25.0%	32.0%	23.2%	21.7%	14.3%	35.7%	26.3%	39.4%	22.8%	21.6%	20.5%	25.0%	41.4%	50.0%	30.0%	21.3%
	2	14.6%	12.4%	17.4%	16.9%	14.3%	14.3%	21.1%	3.0%	17.2%	23.5%	12.0%	16.2%	10.3%	13.9%	14.7%	16.7%
	1-Very low priority	8.3%	10.3%	14.5%	16.9%	14.3%	14.3%	7.9%	3.0%	15.0%	9.8%	15.7%	11.8%	3.4%	8.3%	15.3%	10.0%
	Other/don't know	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	1.1%	2.0%	1.2%	0.0%	0.0%	0.0%	0.0%	1.3%
	Total high priority (4-5)	52.1%	45.4%	44.9%	42.2%	57.1%	35.7%	44.7%	54.5%	43.9%	43.1%	50.6%	47.1%	44.8%	27.8%	40.0%	50.7%
Total low priority (1-2)	22.9%	22.7%	31.9%	33.7%	28.6%	28.6%	28.9%	6.1%	32.2%	33.3%	27.7%	27.9%	13.8%	22.2%	30.0%	26.7%	
48. Stricter code enforcement	5-Top priority	8.3%	10.3%	13.0%	22.9%	23.8%	10.7%	7.9%	12.1%	16.1%	19.6%	14.5%	13.2%	13.8%	8.3%	12.7%	16.7%
	4	10.4%	16.5%	20.3%	16.9%	19.0%	21.4%	15.8%	18.2%	15.6%	19.6%	10.8%	17.6%	17.2%	16.7%	16.7%	16.7%
	3	31.2%	24.7%	21.7%	27.7%	9.5%	21.4%	42.1%	12.1%	27.2%	13.7%	38.6%	23.5%	31.0%	27.8%	24.0%	27.3%
	2	25.0%	25.8%	17.4%	10.8%	14.3%	17.9%	18.4%	36.4%	17.2%	13.7%	14.5%	23.5%	27.6%	22.2%	22.0%	16.7%
	1-Very low priority	22.9%	19.6%	17.4%	14.5%	14.3%	21.4%	7.9%	18.2%	20.0%	23.5%	14.5%	20.6%	10.3%	13.9%	20.7%	15.3%
	Other/don't know	2.1%	3.1%	10.1%	7.2%	19.0%	7.1%	7.9%	3.0%	3.9%	9.8%	7.2%	1.5%	0.0%	11.1%	4.0%	7.3%
	Total high priority (4-5)	18.8%	26.8%	33.3%	39.8%	42.9%	32.1%	23.7%	30.3%	31.7%	39.2%	25.3%	30.9%	31.0%	25.0%	29.3%	33.3%
Total low priority (1-2)	47.9%	45.4%	34.8%	25.3%	28.6%	39.3%	26.3%	54.5%	37.2%	37.3%	28.9%	44.1%	37.9%	36.1%	42.7%	32.0%	
49. Developing second-story residential space	5-Top priority	8.3%	10.3%	15.9%	7.2%	14.3%	14.3%	13.2%	9.1%	8.9%	9.8%	13.3%	10.3%	10.3%	8.3%	10.0%	10.7%
	4	22.9%	19.6%	21.7%	9.6%	33.3%	32.1%	15.8%	24.2%	12.8%	21.6%	18.1%	19.1%	3.4%	25.0%	20.0%	15.3%
	3	27.1%	24.7%	34.8%	31.3%	28.6%	35.7%	31.6%	24.2%	28.3%	25.5%	33.7%	27.9%	41.4%	27.8%	26.7%	31.3%
	2	29.2%	23.7%	15.9%	21.7%	19.0%	14.3%	26.3%	30.3%	22.2%	13.7%	15.7%	27.9%	34.5%	25.0%	24.0%	21.3%
	1-Very low priority	12.5%	19.6%	11.6%	22.9%	4.8%	3.6%	13.2%	12.1%	23.3%	25.5%	15.7%	11.8%	10.3%	11.1%	16.0%	19.3%
	Other/don't know	0.0%	2.1%	0.0%	7.2%	0.0%	0.0%	0.0%	0.0%	4.4%	3.9%	3.6%	2.9%	0.0%	2.8%	3.3%	2.0%
	Total high priority (4-5)	31.2%	29.9%	37.7%	16.9%	47.6%	46.4%	28.9%	33.3%	21.7%	31.4%	31.3%	29.4%	13.8%	33.3%	30.0%	26.0%
Total low priority (1-2)	41.7%	43.3%	27.5%	44.6%	23.8%	17.9%	39.5%	42.4%	45.6%	39.2%	31.3%	39.7%	44.8%	36.1%	40.0%	40.7%	

		62. Age				63. How long have you lived in the Macon area?					64. Income					65. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
50. Making the area more pedestrian friendly	5-Top priority	31.2%	25.8%	20.3%	28.9%	19.0%	39.3%	28.9%	21.2%	25.6%	37.3%	25.3%	25.0%	20.7%	25.0%	23.3%	29.3%
	4	20.8%	23.7%	20.3%	27.7%	23.8%	21.4%	18.4%	24.2%	24.4%	21.6%	22.9%	22.1%	27.6%	22.2%	24.0%	22.7%
	3	25.0%	27.8%	36.2%	22.9%	38.1%	21.4%	34.2%	18.2%	28.9%	11.8%	30.1%	32.4%	27.6%	36.1%	28.7%	28.0%
	2	14.6%	15.5%	15.9%	7.2%	14.3%	10.7%	15.8%	27.3%	10.0%	9.8%	15.7%	11.8%	17.2%	13.9%	16.7%	9.3%
	1-Very low priority	8.3%	7.2%	7.2%	10.8%	4.8%	7.1%	2.6%	9.1%	10.0%	17.6%	4.8%	8.8%	6.9%	2.8%	7.3%	9.3%
	Other/don't know	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	1.1%	2.0%	1.2%	0.0%	0.0%	0.0%	0.0%	1.3%
	Total high priority (4-5)	52.1%	49.5%	40.6%	56.6%	42.9%	60.7%	47.4%	45.5%	50.0%	58.8%	48.2%	47.1%	48.3%	47.2%	47.3%	52.0%
	Total low priority (1-2)	22.9%	22.7%	23.2%	18.1%	19.0%	17.9%	18.4%	36.4%	20.0%	27.5%	20.5%	20.6%	24.1%	16.7%	24.0%	18.7%
51. Improving signage to help people find their way around	5-Top priority	12.5%	14.4%	13.0%	14.5%	4.8%	14.3%	18.4%	3.0%	16.1%	21.6%	16.9%	11.8%	17.2%	2.8%	11.3%	16.7%
	4	25.0%	15.5%	17.4%	14.5%	28.6%	35.7%	18.4%	24.2%	11.7%	23.5%	15.7%	16.2%	17.2%	11.1%	14.0%	20.7%
	3	22.9%	37.1%	34.8%	36.1%	33.3%	28.6%	34.2%	27.3%	36.1%	31.4%	32.5%	36.8%	31.0%	50.0%	34.7%	33.3%
	2	31.2%	15.5%	17.4%	18.1%	23.8%	10.7%	18.4%	27.3%	18.3%	5.9%	20.5%	19.1%	27.6%	22.2%	25.3%	12.7%
	1-Very low priority	6.2%	15.5%	15.9%	14.5%	9.5%	10.7%	7.9%	12.1%	16.1%	15.7%	13.3%	14.7%	6.9%	11.1%	14.0%	13.3%
	Other/don't know	2.1%	2.1%	1.4%	2.4%	0.0%	0.0%	2.6%	6.1%	1.7%	2.0%	1.2%	1.5%	0.0%	2.8%	0.7%	3.3%
	Total high priority (4-5)	37.5%	29.9%	30.4%	28.9%	33.3%	50.0%	36.8%	27.3%	27.8%	45.1%	32.5%	27.9%	34.5%	13.9%	25.3%	37.3%
	Total low priority (1-2)	37.5%	30.9%	33.3%	32.5%	33.3%	21.4%	26.3%	39.4%	34.4%	21.6%	33.7%	33.8%	34.5%	33.3%	39.3%	26.0%
52. Improving building facades	5-Top priority	10.4%	17.5%	21.7%	15.7%	19.0%	14.3%	18.4%	9.1%	18.3%	21.6%	16.9%	14.7%	27.6%	11.1%	16.7%	17.3%
	4	25.0%	34.0%	24.6%	30.1%	33.3%	50.0%	34.2%	27.3%	25.6%	23.5%	28.9%	29.4%	31.0%	44.4%	28.0%	31.3%
	3	39.6%	29.9%	30.4%	27.7%	42.9%	17.9%	28.9%	39.4%	30.0%	29.4%	31.3%	32.4%	20.7%	36.1%	30.7%	30.7%
	2	14.6%	11.3%	13.0%	12.0%	4.8%	10.7%	10.5%	15.2%	13.3%	11.8%	12.0%	11.8%	17.2%	5.6%	12.0%	12.7%
	1-Very low priority	8.3%	6.2%	8.7%	10.8%	0.0%	7.1%	7.9%	9.1%	9.4%	9.8%	8.4%	11.8%	3.4%	2.8%	10.0%	6.7%
	Other/don't know	2.1%	1.0%	1.4%	3.6%	0.0%	0.0%	0.0%	0.0%	3.3%	3.9%	2.4%	0.0%	0.0%	0.0%	2.7%	1.3%
	Total high priority (4-5)	35.4%	51.5%	46.4%	45.8%	52.4%	64.3%	52.6%	36.4%	43.9%	45.1%	45.8%	44.1%	58.6%	55.6%	44.7%	48.7%
	Total low priority (1-2)	22.9%	17.5%	21.7%	22.9%	4.8%	17.9%	18.4%	24.2%	22.8%	21.6%	20.5%	23.5%	20.7%	8.3%	22.0%	19.3%
53. Keeping streets and sidewalks cleaner	5-Top priority	22.9%	18.6%	15.9%	26.5%	19.0%	17.9%	21.1%	12.1%	23.3%	39.2%	20.5%	10.3%	17.2%	16.7%	22.0%	20.0%
	4	18.8%	19.6%	21.7%	26.5%	14.3%	28.6%	31.6%	18.2%	20.6%	21.6%	22.9%	26.5%	13.8%	27.8%	20.0%	24.0%
	3	29.2%	35.1%	33.3%	24.1%	42.9%	39.3%	21.1%	33.3%	29.4%	19.6%	25.3%	33.8%	37.9%	41.7%	26.0%	35.3%
	2	20.8%	19.6%	14.5%	10.8%	19.0%	3.6%	18.4%	24.2%	15.6%	9.8%	20.5%	17.6%	17.2%	8.3%	19.3%	12.7%
	1-Very low priority	6.2%	7.2%	14.5%	10.8%	0.0%	10.7%	7.9%	12.1%	10.6%	9.8%	9.6%	10.3%	13.8%	5.6%	12.0%	7.3%
	Other/don't know	2.1%	0.0%	0.0%	1.2%	4.8%	0.0%	0.0%	0.0%	0.6%	0.0%	1.2%	1.5%	0.0%	0.0%	0.7%	0.7%
	Total high priority (4-5)	41.7%	38.1%	37.7%	53.0%	33.3%	46.4%	52.6%	30.3%	43.9%	60.8%	43.4%	36.8%	31.0%	44.4%	42.0%	44.0%
	Total low priority (1-2)	27.1%	26.8%	29.0%	21.7%	19.0%	14.3%	26.3%	36.4%	26.1%	19.6%	30.1%	27.9%	31.0%	13.9%	31.3%	20.0%
54. Changing parallel parking to angle parking	5-Top priority	20.8%	16.5%	18.8%	21.7%	9.5%	21.4%	13.2%	12.1%	22.8%	27.5%	20.5%	14.7%	17.2%	16.7%	10.7%	28.0%
	4	31.2%	24.7%	15.9%	16.9%	14.3%	14.3%	28.9%	36.4%	18.9%	17.6%	27.7%	26.5%	10.3%	16.7%	24.7%	18.0%
	3	16.7%	14.4%	18.8%	13.3%	14.3%	25.0%	18.4%	18.2%	13.3%	15.7%	18.1%	10.3%	27.6%	19.4%	12.7%	18.7%
	2	14.6%	20.6%	15.9%	9.6%	23.8%	17.9%	15.8%	9.1%	15.6%	7.8%	9.6%	19.1%	13.8%	30.6%	17.3%	14.0%
	1-Very low priority	16.7%	23.7%	29.0%	34.9%	38.1%	21.4%	23.7%	21.2%	27.8%	27.5%	24.1%	27.9%	31.0%	16.7%	34.7%	18.7%
	Other/don't know	0.0%	0.0%	1.4%	3.6%	0.0%	0.0%	0.0%	3.0%	1.7%	3.9%	0.0%	1.5%	0.0%	0.0%	0.0%	2.7%
	Total high priority (4-5)	52.1%	41.2%	34.8%	38.6%	23.8%	35.7%	42.1%	48.5%	41.7%	45.1%	48.2%	41.2%	27.6%	33.3%	35.3%	46.0%
	Total low priority (1-2)	31.2%	44.3%	44.9%	44.6%	61.9%	39.3%	39.5%	30.3%	43.3%	35.3%	33.7%	47.1%	44.8%	47.2%	52.0%	32.7%

		62. Age				63. How long have you lived in the Macon area?					64. Income					65. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
55. Adding murals to Downtown buildings	5-Top priority	16.7%	15.5%	8.7%	7.2%	4.8%	21.4%	10.5%	9.1%	11.7%	13.7%	13.3%	10.3%	13.8%	8.3%	11.3%	12.0%
	4	18.8%	12.4%	14.5%	12.0%	19.0%	17.9%	10.5%	21.2%	12.2%	7.8%	18.1%	16.2%	10.3%	11.1%	13.3%	14.7%
	3	33.3%	35.1%	29.0%	34.9%	28.6%	35.7%	47.4%	36.4%	29.4%	39.2%	32.5%	33.8%	37.9%	25.0%	34.0%	32.0%
	2	22.9%	18.6%	20.3%	24.1%	23.8%	25.0%	18.4%	18.2%	21.7%	17.6%	18.1%	19.1%	24.1%	38.9%	22.0%	20.7%
	1-Very low priority	8.3%	18.6%	27.5%	18.1%	23.8%	0.0%	13.2%	15.2%	23.3%	17.6%	16.9%	20.6%	13.8%	16.7%	19.3%	18.7%
	Other/don't know	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	1.7%	3.9%	1.2%	0.0%	0.0%	0.0%	0.0%	2.0%
	Total high priority (4-5)	35.4%	27.8%	23.2%	19.3%	23.8%	39.3%	21.1%	30.3%	23.9%	21.6%	31.3%	26.5%	24.1%	19.4%	24.7%	26.7%
Total low priority (1-2)	31.2%	37.1%	47.8%	42.2%	47.6%	25.0%	31.6%	33.3%	45.0%	35.3%	34.9%	39.7%	37.9%	55.6%	41.3%	39.3%	
56. Connecting downtown with the campuses via walkway	5-Top priority	14.6%	17.5%	7.2%	7.2%	23.8%	25.0%	7.9%	9.1%	10.0%	11.8%	13.3%	10.3%	13.8%	8.3%	10.7%	13.3%
	4	20.8%	19.6%	21.7%	13.3%	23.8%	14.3%	28.9%	39.4%	12.2%	23.5%	20.5%	17.6%	6.9%	27.8%	20.0%	16.7%
	3	29.2%	23.7%	24.6%	26.5%	19.0%	35.7%	28.9%	24.2%	24.4%	17.6%	24.1%	22.1%	44.8%	41.7%	28.0%	23.3%
	2	25.0%	15.5%	13.0%	15.7%	19.0%	21.4%	18.4%	9.1%	16.7%	15.7%	14.5%	19.1%	20.7%	5.6%	14.0%	19.3%
	1-Very low priority	10.4%	23.7%	31.9%	28.9%	9.5%	3.6%	15.8%	15.2%	33.3%	23.5%	25.3%	29.4%	13.8%	16.7%	26.0%	23.3%
	Other/don't know	0.0%	0.0%	1.4%	8.4%	4.8%	0.0%	0.0%	3.0%	3.3%	7.8%	2.4%	1.5%	0.0%	0.0%	1.3%	4.0%
	Total high priority (4-5)	35.4%	37.1%	29.0%	20.5%	47.6%	39.3%	36.8%	48.5%	22.2%	35.3%	33.7%	27.9%	20.7%	36.1%	30.7%	40.0%
Total low priority (1-2)	35.4%	39.2%	44.9%	44.6%	28.6%	25.0%	34.2%	24.2%	50.0%	39.2%	39.8%	48.5%	34.5%	22.2%	40.0%	42.7%	
57. Are there any other improvements you think should be made to Downtown Fulton?	Yes	25.0%	32.0%	34.8%	27.7%	28.6%	28.6%	31.6%	21.2%	32.2%	29.4%	30.1%	29.4%	37.9%	36.1%	34.0%	26.7%
	No	75.0%	68.0%	65.2%	72.3%	71.4%	71.4%	68.4%	78.8%	67.8%	70.6%	69.9%	70.6%	62.1%	63.9%	66.0%	73.3%
58. Property owners should turn the second floors of their existing buildings into...	Rental units	58.3%	32.0%	53.6%	27.7%	52.4%	42.9%	42.1%	39.4%	37.2%	43.1%	44.6%	42.6%	31.0%	33.3%	38.0%	41.3%
	Condominiums	16.7%	20.6%	13.0%	10.8%	28.6%	25.0%	10.5%	21.2%	12.2%	3.9%	10.8%	22.1%	13.8%	33.3%	16.7%	14.0%
	No need	22.9%	35.1%	20.3%	49.4%	9.5%	28.6%	39.5%	36.4%	36.7%	43.1%	28.9%	26.5%	48.3%	22.2%	35.3%	33.3%
	Other/don't know	2.1%	12.4%	13.0%	12.0%	9.5%	3.6%	7.9%	3.0%	13.9%	9.8%	15.7%	8.8%	6.9%	11.1%	10.0%	11.3%
59. What would you say is your main source of information about Downtown Fulton?	Local newspaper	41.7%	38.1%	40.6%	44.6%	42.9%	39.3%	39.5%	54.5%	39.4%	37.3%	34.9%	48.5%	41.4%	52.8%	36.0%	46.7%
	Television	4.2%	3.1%	1.4%	4.8%	4.8%	0.0%	2.6%	9.1%	2.8%	5.9%	2.4%	2.9%	6.9%	0.0%	2.7%	4.0%
	Radio	0.0%	3.1%	4.3%	4.8%	0.0%	3.6%	2.6%	0.0%	4.4%	7.8%	2.4%	0.0%	3.4%	2.8%	4.7%	2.0%
	Chamber of commerce web site	2.1%	5.2%	2.9%	6.0%	9.5%	7.1%	2.6%	3.0%	3.9%	3.9%	3.6%	4.4%	0.0%	8.3%	3.3%	5.3%
	Word-of-mouth	16.7%	23.7%	17.4%	12.0%	14.3%	14.3%	26.3%	12.1%	18.3%	23.5%	18.1%	13.2%	10.3%	19.4%	18.7%	17.3%
	I live downtown	2.1%	5.2%	7.2%	7.2%	0.0%	7.1%	2.6%	3.0%	7.2%	3.9%	7.2%	5.9%	10.3%	2.8%	7.3%	4.0%
	Other-specify	29.2%	13.4%	23.2%	14.5%	19.0%	25.0%	21.1%	15.2%	17.2%	15.7%	19.3%	22.1%	27.6%	11.1%	21.3%	15.3%
	No others/don't know	4.2%	8.2%	2.9%	6.0%	9.5%	3.6%	2.6%	3.0%	6.7%	2.0%	2.0%	2.9%	0.0%	2.8%	6.0%	5.3%
59b. What is your second most likely source of information?	Local newspaper	21.7%	28.1%	23.9%	26.9%	10.5%	14.8%	27.0%	18.8%	29.8%	28.0%	28.8%	24.2%	17.2%	17.1%	26.2%	24.6%
	Television	15.2%	12.4%	10.4%	17.9%	10.5%	18.5%	8.1%	15.6%	15.5%	18.0%	13.7%	13.6%	17.2%	2.9%	14.9%	14.1%
	Radio	8.7%	6.7%	13.4%	6.4%	10.5%	3.7%	13.5%	3.1%	8.9%	8.0%	5.5%	12.1%	6.9%	11.4%	9.9%	7.0%
	Chamber of commerce web site	4.3%	3.4%	1.5%	2.6%	5.3%	0.0%	5.4%	6.2%	1.8%	0.0%	2.7%	1.5%	6.9%	5.7%	2.1%	3.5%
	Word-of-mouth	23.9%	23.6%	26.9%	24.4%	26.3%	29.6%	24.3%	37.5%	21.4%	22.0%	27.4%	24.2%	24.1%	34.3%	21.3%	28.2%
	I live downtown	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	1.5%	0.0%	0.0%	0.7%	0.0%
	Other-specify	13.0%	14.6%	10.4%	16.7%	26.3%	18.5%	10.8%	9.4%	13.1%	16.0%	9.6%	16.7%	13.8%	20.0%	12.1%	15.5%
	No others/don't know	13.0%	11.2%	13.4%	3.8%	10.5%	14.8%	10.8%	9.4%	8.9%	8.0%	12.3%	6.1%	13.8%	8.6%	12.8%	7.0%

		62. Age				63. How long have you lived in the Macon area?					64. Income					65. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
60. Would you be very likely, somewhat, not very or not at all likely to support such a sales tax?	Very likely	27.1%	20.6%	14.5%	19.3%	38.1%	28.6%	18.4%	15.2%	17.8%	15.7%	16.9%	20.6%	20.7%	33.3%	18.7%	21.3%
	Somewhat likely	43.8%	38.1%	34.8%	34.9%	14.3%	35.7%	47.4%	42.4%	37.8%	29.4%	41.0%	38.2%	48.3%	44.4%	35.3%	40.0%
	Not very likely	16.7%	21.6%	20.3%	19.3%	28.6%	17.9%	15.8%	15.2%	20.6%	29.4%	18.1%	20.6%	10.3%	13.9%	20.0%	19.3%
	Not at all likely	12.5%	17.5%	26.1%	25.3%	19.0%	17.9%	13.2%	24.2%	22.2%	25.5%	20.5%	20.6%	20.7%	2.8%	26.0%	15.3%
	Other/don't know	0.0%	2.1%	4.3%	1.2%	0.0%	0.0%	5.3%	3.0%	1.7%	0.0%	3.6%	0.0%	0.0%	5.6%	0.0%	4.0%
	Very/Somewhat likely	70.9%	58.7%	49.3%	54.2%	52.4%	64.3%	65.8%	57.6%	55.6%	45.1%	57.9%	58.8%	69.0%	77.7%	54.0%	61.3%
Not very/Not at all likely	29.2%	39.1%	46.4%	44.6%	47.6%	35.8%	29.0%	39.4%	42.8%	54.9%	38.6%	41.2%	31.0%	16.7%	46.0%	34.6%	
61. How familiar are you will a state-sponsored program called the DREAM Initiative?	Very familiar	0.0%	3.1%	1.4%	3.6%	0.0%	0.0%	0.0%	6.1%	2.8%	0.0%	2.4%	2.9%	6.9%	0.0%	2.7%	2.0%
	Somewhat familiar	6.2%	11.3%	13.0%	19.3%	4.8%	7.1%	7.9%	12.1%	16.1%	9.8%	14.5%	11.8%	13.8%	19.4%	10.7%	15.3%
	Not very familiar	12.5%	12.4%	23.2%	20.5%	4.8%	17.9%	18.4%	18.2%	17.8%	19.6%	16.9%	17.6%	13.8%	16.7%	18.0%	16.0%
	Not at all familiar	81.2%	72.2%	62.3%	56.6%	90.5%	75.0%	71.1%	63.6%	63.3%	70.6%	66.3%	67.6%	65.5%	61.1%	68.0%	66.7%
	Other/don't know	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.7%	0.0%
	Very/Somewhat familiar	6.2%	14.4%	14.5%	22.9%	4.8%	7.1%	7.9%	18.2%	18.9%	9.8%	16.9%	14.7%	20.7%	19.4%	13.3%	17.3%
Not very/Not at all familiar	93.8%	84.5%	85.5%	77.1%	95.2%	92.9%	89.5%	81.8%	81.1%	90.2%	83.1%	85.3%	79.3%	77.8%	86.0%	82.7%	
62. Age	18-34	100.0%	0.0%	0.0%	0.0%	23.8%	28.6%	26.3%	24.2%	9.4%	15.7%	13.3%	26.5%	20.7%	2.8%	16.0%	16.0%
	35-49	0.0%	100.0%	0.0%	0.0%	47.6%	42.9%	44.7%	42.4%	24.4%	23.5%	30.1%	36.8%	31.0%	50.0%	42.7%	22.0%
	50-64	0.0%	0.0%	100.0%	0.0%	19.0%	17.9%	13.2%	21.2%	26.7%	15.7%	28.9%	22.1%	31.0%	25.0%	19.3%	26.7%
	65 or older	0.0%	0.0%	0.0%	100.0%	9.5%	7.1%	13.2%	12.1%	38.9%	43.1%	27.7%	14.7%	13.8%	22.2%	22.0%	33.3%
	Other/don't know/refused	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	2.6%	0.0%	0.6%	2.0%	0.0%	0.0%	3.4%	0.0%	0.0%	2.0%
			%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
63. How long have you lived in the Fulton area?	0-2 years	10.4%	10.3%	5.8%	2.4%	100.0%	0.0%	0.0%	0.0%	0.0%	5.9%	6.0%	8.8%	3.4%	8.3%	9.3%	4.7%
	3-5 years	16.7%	12.4%	7.2%	2.4%	0.0%	100.0%	0.0%	0.0%	0.0%	15.7%	4.8%	10.3%	6.9%	13.9%	10.7%	8.0%
	6-10 years	20.8%	17.5%	7.2%	6.0%	0.0%	0.0%	100.0%	0.0%	0.0%	11.8%	14.5%	11.8%	17.2%	19.4%	15.3%	10.0%
	11-20 years	16.7%	14.4%	10.1%	4.8%	0.0%	0.0%	0.0%	100.0%	0.0%	7.8%	7.2%	13.2%	17.2%	13.9%	12.7%	9.3%
	More than 20 years	35.4%	45.4%	69.6%	84.3%	0.0%	0.0%	0.0%	0.0%	100.0%	58.8%	67.5%	55.9%	55.2%	44.4%	52.0%	68.0%
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
64. Income	under \$25,000	16.7%	12.4%	11.6%	26.5%	14.3%	28.6%	15.8%	12.1%	16.7%	100.0%	0.0%	0.0%	0.0%	0.0%	13.3%	20.7%
	\$25,000 to \$49,999	22.9%	25.8%	34.8%	27.7%	23.8%	14.3%	31.6%	18.2%	31.1%	0.0%	100.0%	0.0%	0.0%	0.0%	25.3%	30.0%
	\$50,000 to \$74,999	37.5%	25.8%	21.7%	12.0%	28.6%	25.0%	21.1%	27.3%	21.1%	0.0%	0.0%	100.0%	0.0%	0.0%	26.0%	19.3%
	\$75,000 to \$99,999	12.5%	9.3%	13.0%	4.8%	4.8%	7.1%	13.2%	15.2%	8.9%	0.0%	0.0%	0.0%	100.0%	0.0%	11.3%	8.0%
	\$100,000 or more	2.1%	18.6%	13.0%	9.6%	14.3%	17.9%	18.4%	15.2%	8.9%	0.0%	0.0%	0.0%	0.0%	100.0%	14.0%	10.0%
	Other/don't know	8.3%	8.2%	5.8%	19.3%	14.3%	7.1%	0.0%	12.1%	13.3%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	12.0%
65. Gender	male	50.0%	66.0%	42.0%	39.8%	66.7%	57.1%	60.5%	57.6%	43.3%	39.2%	45.8%	57.4%	58.6%	58.3%	100.0%	0.0%
	female	50.0%	34.0%	58.0%	60.2%	33.3%	42.9%	39.5%	42.4%	56.7%	60.8%	54.2%	42.6%	41.4%	41.7%	0.0%	100.0%
			%	%	%	%	%	%	%	%	%	%	%	%	%	%	