

# COMMUNITY TELEPHONE SURVEY REPORT

## FINAL SURVEY FINDINGS AND RESULTS

### CITY OF HERMANN, MISSOURI

August, 2007



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# ACKNOWLEDGMENTS



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



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## TABLE OF CONTENTS

<u>SECTION</u>	<u>PAGE</u>
I. EXECUTIVE SUMMARY .....	1
A. Priorities for Community .....	1
B. Visiting Downtown .....	1
C. Views of the Current Hermann Downtown.....	2
D. Priorities For Types of Downtown Businesses.....	2
E. Priorities For Other Downtown Improvements .....	3
F. Communication and Downtown .....	4
G. Key Point .....	4
II. OVERVIEW OF DATA .....	5
III. RESPONSE TO OPEN-ENDED QUESTIONS .....	11
IV. BAR CHARTS.....	23
V. QUESTIONNAIRE.....	79
VI. CROSS TABULATION .....	85

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## SECTION I

### EXECUTIVE SURVEY

In August 2007, UNICOM-ARC conducted a telephone survey of residents in Hermann Missouri, drawn from a random sample of residents throughout the community and from surrounding zip codes (65069, 63014, 65036). The purpose of the survey was to learn about public perceptions of and priorities for the downtown area in collaboration with the DREAM Initiative.

Three hundred (300) interviews were completed, and a sample of this size yields an overall error margin of  $\pm 5.5\%$ .

#### **A. Priorities for Community**

At the beginning of the survey, respondents were asked to prioritize five potential improvements that "that might improve the quality of life in a given area" using a 5-point scale, where "5" indicated the improvement should be a top priority and "1" indicated the item should be a very low priority. More than seven in ten respondents (74.0%, 4-5) answered that "keeping businesses from moving out-of-town" should be a high priority for the City, and 67.7% placed a high priority on "repairing major streets."

Respondents were somewhat less likely to place a priority on "improving emergency services" (59.0%, 4-5), "revitalizing the Hermann downtown area" (50.0%) and "upgrading parks and recreation facilities" (50.0%).

#### **B. Visiting Downtown**

Respondents were asked how often they visit downtown. A strong majority (72.7%) answered that they visit downtown "more than five times a month." Another one-fifth (22.0%) visit downtown "one to five times per month." Much smaller percentages of respondents said that they visit downtown "less than once a month" (3.3%), and "once a year or less" (1.3%).

Respondents were then read a list of reasons for visiting downtown and asked how often they conduct these activities in downtown Hermann. Respondents indicated they were most likely to visit downtown to shop, conduct business and dine:

- Shopping (64.3% very/somewhat often)
- Conducting business (54.5%)
- Dining (51.9%)
- Special events (42.2%)
- Entertainment (31.8%)
- Other outdoor recreation, such as walking (31.2%)

When asked which one of these reasons respondents would most often visit downtown, more than two in five respondents indicated "shopping" (40.9%) or "dining" (20.8%). Another one in six (18.8%) answered "conducting business."

### **C. Views of the Current Hermann Downtown**

Respondents were read a list of eleven characteristics of a downtown and asked to rate conditions in downtown Hermann. Very few respondents rated Hermann as "excellent" in any category. Majorities, however, rated all but three items as "excellent" or "good."

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

- Preservation of historic structures (87.0% excellent/good)
- Signs to help people find their way around (73.7%)
- Condition of sidewalks (72.7%)

Five other characteristics were rated highly by majorities of respondents:

- Convenient business hours (66.0%)
- Convenient parking (64.7%)
- Available green space (63.0% excellent/good)
- Dining options (58.0%)
- Condition of streets (55.0%)

Fewer than half of respondents rated three other items as "excellent" or "good.":

- Occupied storefronts (48.7% excellent/good)
- Diverse mix of businesses (38.0%)
- Entertainment options (31.7%)

The vast majority of respondents (86.3%) suggested that it is "very" or "somewhat" important that downtown Hermann work to retain its historic character (52.0% - very, 34.3% - somewhat). Only 13.3% indicated that doing so is "not very" or "not at all" important.

### **D. Priorities for Types of Downtown Businesses**

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 Hermann should place on bringing each type of business to its own downtown area.

Only three types of businesses were viewed as a high priority to majorities of respondents:

- Movie theater (66.3%, 4-5 on a five-point scale)
- Clothing stores (61.3%)
- Casual dining (55.7%)

Four other types of businesses were seen as a high priority to approximately one-third of respondents:

- Lodging such as hotel, motel or bed and breakfast (37.0%, 4-5)
- Ice cream shop/soda fountain (32.0%)
- Upscale dining (31.7%)
- Bookstore (30.3%)

The remaining businesses were a high priority for fewer than three in ten respondents:

- Antique shops (25.3%, 4-5)
- Art galleries and shops (22.3%)
- Upscale specialty shops (22.0%)
- Coffee shop (21.7%)
- Bars/nightclubs (13.7%)

When asked to choose the one business respondents would most like to see in Hermann, the top response was “clothing stores” (26.7%) followed closely by “movie theater” (26.0%) and “casual dining” restaurants (17.0%).

## **E. Priorities for Other Downtown Improvements**

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

Three of the possible improvements were considered a high priority to majorities of respondents:

- Adding public restrooms (61.7%, 4-5 on a five-point scale)
- Improving handicap accessibility (55.7%)
- Moving utilities underground (51.7%)

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

- Making the area more pedestrian-friendly (46.7% 4-5)
- Adding new parking spaces or lots (41.3%)
- Improving lighting (38.3%)
- Improving signage to help people find their way around (37.3%)
- Developing second-story residential space (35.7%)
- Adding green space (35.3%)
- Improving building facades (35.3%)
- Stricter building code enforcement (27.3%)

## **F. Communication about Downtown**

When asked to indicate their primary and secondary sources of information about downtown Hermann, a total of 64.0% answered that they get their information (primary and secondary) from “a local newspaper.” A majority also 59.2% answered that “word-of-mouth” is a primary or secondary source of information about downtown.

## **G. Key Points**

- ✓ Respondents placed the highest priority on keeping businesses from moving out-of-town and placed a lower priority on revitalizing downtown.
- ✓ Most respondents indicated that they visit downtown more than five times a month and said they most often utilize downtown for shopping and conducting business.
- ✓ Respondents gave especially high marks to the preservation of historic structures, signage and condition of the sidewalks in downtown. Items such as dining and entertainment options and the mix of businesses were viewed less favorably.
- ✓ Majorities of respondents placed high priorities on adding a movie theater, clothing stores and more casual dining options downtown.
- ✓ Among several potential downtown improvements, respondents were most likely to place a high priority on adding public restrooms.
- ✓ Respondents indicated that they received information about downtown from a variety of sources, especially through local newspapers and word-of-mouth.

## SECTION II

### OVERVIEW OF DATA

In August 2007, UNICOM-ARC conducted a telephone survey of residents in Hermann, Missouri, drawn from a random sample of residents throughout the community and surrounding zip codes (65069, 63014, 65036). The purpose of the survey was to learn about public perceptions of and priorities for the downtown area in collaboration with the DREAM Initiative.

Three hundred (300) interviews were completed, and a sample of this size yields an overall error margin of  $\pm 5.5\%$ . This overview provides overall results of questions asked in the survey, in the order in which they were asked.

		%
1. Thinking about the Hermann, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?	right	70.0%
	mixed	10.7%
	wrong	14.3%
	other, don't know	5.0%

I'm going to read a list of things that might be done to improve the quality of life in a given area. For each of the following items, please tell me how high a priority you would place on each by using a 5-point scale. If you think the item should be a top priority, rate it a 5. If you think it should be a very low priority, rate it a 1. Of course, you can use any number between 5 and 1. Okay? [pause, repeat instructions if necessary] The first is...

	top priority (5)	high priority (4-5)	3	low priority (1-2)	other, don't know
2. Revitalizing the Hermann downtown area	33.0%	50.0%	24.7%	23.0%	2.3%
3. Repairing major streets	40.3%	67.7%	23.0%	8.7%	.7%
4. Improving emergency services	36.7%	59.0%	27.0%	11.3%	2.7%
5. Upgrading parks and recreation facilities	25.7%	50.0%	31.0%	18.3%	.7%
6. Keeping businesses from moving out-of-town	60.0%	74.0%	14.3%	10.3%	1.3%

		%
7. How often do you visit downtown Hermann?	once a year or less	1.3%
	less than once a month	3.3%
	one to five times a month	22.0%
	more than five times a month	72.7%
	other	.7%
	don't visit downtown	.0%
	don't know	.0%

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

	<i>very often</i>	very/ somewhat often	not very often/ not at all	other, don't know
8. shopping	<i>27.9%</i>	64.3%	35.7%	.0%
9. dining	<i>14.3%</i>	51.9%	48.1%	.0%
10. entertainment	<i>7.8%</i>	31.8%	68.2%	.0%
11. other outdoor recreation, such as walking	<i>17.5%</i>	31.2%	68.2%	.6%
12. special events	<i>9.1%</i>	42.2%	57.8%	.0%
13. conducting business	<i>26.0%</i>	54.5%	45.5%	.0%

		%
14. Of the items listed above, which would you say is the one reason you most often visit downtown Hermann?	shopping	40.9%
	dining	20.8%
	entertainment	2.6%
	other outdoor recreation, such as walking	4.5%
	special events	4.5%
	conducting business	18.8%
	other, don't know	7.8%

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

	<i>excellent</i>	excellent/ good	not so good/ poor	other, don't know
15. signs to help people find their way around	9.7%	73.7%	21.7%	4.7%
16. convenient business hours	6.3%	66.0%	32.7%	1.3%
17. available green space	11.7%	63.0%	31.3%	5.7%
18. preservation of historic structures	32.3%	87.0%	10.7%	2.3%
19. occupied storefronts	3.0%	48.7%	47.3%	4.0%
20. convenient parking	8.0%	64.7%	34.7%	.7%
21. diverse mix of businesses	4.7%	38.0%	58.0%	4.0%
22. dining options	8.0%	58.0%	40.3%	1.7%
23. entertainment options	4.3%	31.7%	66.7%	1.7%
24. condition of streets	3.0%	55.0%	44.7%	.3%
25. condition of sidewalks	4.3%	72.7%	24.7%	2.7%

	%	
26. How important would you say it is that downtown Hermann work to retain its historic character?	very	52.0%
	somewhat	34.3%
	not very	10.0%
	not at all	3.3%
	other, don't know	.3%
	<b>very/somewhat</b>	<b>86.3%</b>
<b>not very/not at all</b>	<b>13.3%</b>	

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 Hermann 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...

	<i>top priority (5)</i>	high priority (4- 5)	3	low priority (1- 2)	other, don't know
27. lodging such as hotel, motel or bed and breakfast	22.0%	37.0%	17.7%	44.3%	1.0%
28. casual dining	27.7%	55.7%	28.0%	14.3%	2.0%
29. coffee shop	8.0%	21.7%	27.7%	49.0%	1.7%
30. ice cream shop/soda fountain	14.0%	32.0%	34.0%	33.3%	.7%
31. upscale specialty shops	8.7%	22.0%	34.3%	40.0%	3.7%
32. antique shops	12.0%	25.3%	13.7%	60.0%	1.0%
33. art galleries and shops	8.3%	22.3%	35.3%	39.3%	3.0%
34. upscale dining	12.7%	31.7%	34.0%	33.3%	1.0%
35. clothing stores	36.3%	61.3%	16.0%	21.3%	1.3%
36. movie theater	45.0%	66.3%	13.0%	20.0%	.7%
37. bars/nightclubs	6.3%	13.7%	26.3%	59.0%	1.0%
38. bookstore	12.3%	30.3%	32.0%	35.3%	2.3%

	%	
	lodging	1.7%
	casual dining	17.0%
	coffee shop	1.3%
	ice cream shop/soda fountain	1.7%
	upscale specialty shops	.7%
39. Of the items listed above, what business would you most like to see in downtown Hermann?	antique shops	1.0%
	art galleries and shops	3.3%
	upscale dining	5.7%
	clothing stores	26.7%
	movie theater	26.0%
	bars/nightclubs	1.0%
	bookstore	1.7%
	Other - specify	6.3%
	Don't know	6.0%

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 Hermann using the same 5-point scale.

	<i>top priority (5)</i>	<i>high priority (4-5)</i>	<i>3</i>	<i>low priority (1-2)</i>	<i>other, don't know</i>
40. adding green space	13.7%	35.3%	32.7%	30.7%	1.3%
41. improving lighting	16.3%	38.3%	28.3%	31.7%	1.7%
42. moving utilities underground	32.0%	51.7%	25.0%	21.0%	2.3%
43. adding new parking spaces or lots	20.7%	41.3%	30.7%	27.0%	1.0%
44. stricter building code enforcement	12.7%	27.3%	27.7%	42.0%	3.0%
45. developing residential space	14.7%	35.7%	31.3%	30.7%	2.3%
46. making the area more pedestrian-friendly	22.0%	46.7%	31.0%	21.7%	.7%
47. adding public restrooms	36.7%	61.7%	24.3%	12.7%	1.3%
48. improving signage to help people find their way around	16.3%	37.3%	33.7%	27.7%	1.3%
49. improving building facades	13.7%	35.3%	35.7%	25.3%	3.7%
50. improving handicap accessibility	31.3%	55.7%	25.0%	17.0%	2.3%

	<i>%</i>	
52. What would you say is your primary source of information about downtown Hermann? And what is your second most likely source of information?	local newspaper	33.3%
	television	2.3%
	radio	.3%
	Chamber of Commerce	3.3%
	website	21.7%
	word-of-mouth	2.3%
	none	32.3%
	other - specify	4.3%
don't know/refused		

		%
52. And what is your second most likely source of information?	local newspaper	30.7%
	television	1.8%
	radio	2.1%
	Chamber of Commerce website	2.1%
	word-of-mouth	37.5%
	none	8.6%
	other - specify	13.6%
	don't know/refused	3.6%

And now, a few final questions for classification purposes.

		%
53. Age	18-34	8.3%
	35-49	22.7%
	50-64	33.0%
	65 or over	36.0%
	other, don't know, refused	.0%

		%
54. How long have you lived in the Hermann area?	0-2 years	5.7%
	3-5 years	8.7%
	6-10 years	7.0%
	11-20 years	12.7%
	more than 20 years	65.0%
	other, don't know	1.0%

		%
55. Household income	under \$25,000	15.0%
	\$25-49,999	32.0%
	\$50-74,999	24.7%
	\$75-99,999	11.3%
	\$100,000 or more	4.0%
	other, don't know	13.0%

		%
56. Gender	male	50.0%
	female	50.0%

## SECTION III

### RESPONSES TO OPEN-ENDED QUESTIONS

7. How often do you visit downtown Hermann? (other, specify)

AT LEAST ONCE A WEEK

FROM TIME TO

39. Of the items listed above, what business would you most like to see in downtown Hermann? (Other, specify)

SUPERMARKET

CAR DEALER

HARDWARE STORE

NONE; THERE IS NO PLACE TO PUT ANYTHING IN DOWNTOWN HERMANN

ELECTRIC COMPANY

GROCERY STORES

SOMETHING FOR THE COMMUNITY TO DO TOGETHER

WAL-MART

BOWLING ALLEY

BOWLING ALLEY

A WAL-MART TYPE STORE

RECREATIONAL THINGS FOR YOUNG PEOPLE - THERE IS NOTHING TO DO HERE

BASS PRO SHOP

AUTOMOTIVE RETAILER

ANYTHING BUT ANTIQUE SHOPS

HARDWARE

HOME DEPOT

INDUSTRIAL OR MANUFACTURING TYPE JOBS; MORE EMPLOYMENT

A PLACE TO WORK

51. Are there any other improvements you think should be made to downtown Hermann?

IT WOULD BE GREAT TO BRING SOME TYPE OF SPORTS RECREATION LIKE BOWLING OR SKATING OR SOMETHING

GET A NEW CABLE COMPANY; THE ONE WE HAVE IS TERRIBLE

LOWER THE ELECTRIC RATES

HOURS; ACTUALLY BEING THERE; NOT BEING CLOSED ON MONDAY AND BETTER LAW ENFORCEMENT; AS FAR AS GETTING PEOPLE TO OBEY STOP SIGNS AND THINGS LIKE THAT

I WOULD LIKE TO SEE A GROCERY STORE; ALSO NEED A CLOTHING STORE BECAUSE WE HAVE TO TRAVEL SO FAR TO BUY CLOTHES

MORE BUSINESSES FOR MORE JOBS FOR PEOPLE; A LOT OF PEOPLE HAVE TO WORK OUT OF TOWN; IF THEY WANT TO KEEP PEOPLE IN HERMANN THEY NEED MORE JOBS

IT WOULD BE NICE IF THERE WAS A RECREATION FACILITY INCLUDING A POOL; SKATING; MOVIE THEATER; CLOTHING STORE

THERE SHOULD BE A BOWLING ALLEY IN HERMANN SOMEWHERE; IT BURNED DOWN AND WASN'T REBUILT

WE NEED SOMETHING FOR THE CHILDREN TO DO; RECREATION

ADDING A QUIET ZONE WITH THE RAILROADS SO THE TRAINS DON'T BLOW THEIR WHISTLES IN THE NIGHT

WE NEED A CLOTHING STORE HERE BECAUSE WE DON'T HAVE ONE

MAKE CRAZY PEOPLE THAT OWN WONDERFUL BUILDINGS SELL THEM TO PEOPLE THAT WILL USE THEM PROPERLY

DO SOMETHING WITH THE FESTIVAL FOR OCTOBERFEST; MAKE MORE KID FRIENDLY

SHOULD BE SOME KIND OF THINGS FOR KIDS TO DO; NEED A BOWLING ALLEY

MORE INDUSTRY SO PEOPLE CAN STAY HERE AND WORK AND NOT TRAVEL SO FAR WITH DECENT PAY; INSTEAD OF JUST ANTIQUE SHOPS AND BED AND BREAKFASTS

TELL DEERBERG TO BUILD NOTHING ELSE

TRY TO GET MORE SHOPS LIKE DRESS SHOPS AND VARIETY STORES; DIME STORES; PLACES TO BUY EMBROIDERY THREADS

MORE TREES; PROBED

OFF-STREET PARKING; I MEAN LOTS RATHER THAN OFF THE STREET; THE COFFEE SHOPS

A BOWLING ALLEY

MORE FAST FOOD OPTIONS

THEY NEED TO WORK ON SOME OF THE ALLEYS IN TOWN; THEY'RE GETTING A LITTLE ROUGH

ENFORCE THE OPEN CONTAINER LAW; NO DRINKING ON THE STREETS

MORE THINGS FOR YOUNG PEOPLE TO DO

SOME OF THE SPECIALTY SHOPS AND ANTIQUE SHOPS NEED TO BE OPEN FOR LONGER HOURS

MORE RESTAURANTS THAT ARE NATIONALLY KNOWN

GET RID OF THE TRAILER PARKS

MAKING IT MORE CHILDREN FRIENDLY

WE NEED THE OLD POLICE BACK THAT INTERACT WITH THE PEOPLE

NEED TO ATTRACT VARIETY OF DIFFERENT BUSINESSES AND NEED LONGER BUSINESS HOURS

IT NEEDS TO KEEP THE HISTORICAL TOUCH AND NEEDS A FACE LIFT

JUST PUT THINGS IN ALL THE EMPTY BUILDINGS AROUND

JUST GENERALLY UPGRADING AND IMPROVING THINGS THAT ARE OLD TO BETTER CONDITION

I THINK ALL THE YUPPIES SHOULD GO BACK TO ST LOUIS WHERE THEY CAME FROM; DOWNTOWN'S PRETTY MUCH SEWED UP BY ONE MAN SO THERE NEVER WILL BE ANY PROGRESS UNLESS YOU LIKE CRAFTS OR ANTIQUES

BRING MORE NEW BUSINESS; NO MORE ANTIQUES

NEW ELECTRIC COMPANY

IMPROVING SIDEWALKS FOR MORE HANDICAPPED PEOPLE

THEY NEED WORK FOR PEOPLE HERE IN TOWN; MORE INDUSTRY AND FACTORIES HERE IN TOWN THEN THEY ALREADY HAVE

SOMETHING MORE FOR KIDS SUCH AS BOWLING ALLEY OR MOVIE THEATER INSTEAD OF BEING OUT IN THE STREETS

THEY NEED TO LOWER THE ELECTRICITY BILL

THEY NEED TO IMPROVE UTILITY SERVICE AND HIRE BETTER LEADERS

TOURISM DEVELOPMENT; ADVERTISING MORE ABOUT THE GERMANS; THE PEOPLE IN THE TOURISM DEVELOPMENT ARE NOT PROFESSIONALS; THE TOURISM IS GOING DOWN HILL INSTEAD OF GETTING BETTER

FINDING BUSINESS FOR EXISTING BUSINESSES

MORE VIDEO STORES

WE NEED MORE INDUSTRY TO PROVIDE JOBS

A BOWLING ALLEY

TOO MUCH TOURISM AND LOST SIGHT OF LOCAL COMMUNITY GROWTH

LOWER OUR UTILITY BILLS

NEED TO GET MORE BUSINESSES FOR THE CITY; WE NEED MORE THINGS TO DO FOR YOUNG PEOPLE

LOWER ELECTRICAL RATES

NEED MORE THINGS FOR THE KIDS

NEED A GOLF COURSE LIKE THE PGA

THE WATER AND SEWER LINES NEED TO BE UPDATED

THEY NEED THINGS FOR KIDS TO DO; ARCADE AND MOVIE THEATERS BECAUSE THERE IS NOTHING FOR KIDS TO DO

SOMETHING FOR THE KIDS TO DO; THERE IS NOTHING UNLESS YOU ARE 21

NEED MORE THINGS FOR KIDS TO DO

THEY NEED TO GET INDUSTRY IN TOWN BUT THEY WON'T DO THAT

MAYBE A BOWLING ALLEY OR SOMETHING LIKE THAT WOULD BE NICE

THE ELECTRICITY AS FAR AS IT'S CONDUCTED IT'S VERY NEEDED BUT THE RATES ARE OUTRAGEOUS

STOP LIGHT AT 6TH STREET AND MARKET STREET NEEDS TO BE ADDED

KEEP THE COURTHOUSE AND KEEP THE COUNTY SEAT IN HERMANN

MORE BUSINESSES AND LESS ANTIQUE SHOPS

WE NEED WEEKLY DINING; MONDAY THROUGH SUNDAY  
MORE STOP SIGNS AND TRAFFIC LIGHTS

LOWER UTILITIES SO PEOPLE WILL COME AND BUY BUILDINGS BECAUSE THERE ARE  
LOTS FOR SALE

BRING THE COBBLESTONES BACK

CLEAN UP THE STORE FRONTS

BIGGER PARK

DON'T PUT IN ANY MORE ANTIQUE STORES; WE NEED MORE STORES THAT PEOPLE  
WHO LIVE THERE WOULD USE;

SOMETHING FOR THE KIDS TO GO TO MAYBE LIKE ARCADES TO KEEP KIDS FROM  
RUNNING AROUND

SOMETHING INTERESTING IN EVERY SHOP; MALLS ARE MOVING OUT AND WE NEED  
SOMETHING DIFFERENT THAN ANTIQUE SHOPS; BUSINESSES DON'T LAST LONG;  
MORE PLACES TO EAT

I THINK THE DOWNTOWN AREA SHOULD HAVE MORE OUTSIDE THINGS SUCH AS A  
SWIMMING POOL; SOMETHING TO GIVE IT SOME SPARK; OR A BOWLING ALLEY

MORE STRICT ENFORCEMENT OF DRINKING LAWS

IMPROVING BOAT RAMPS BECAUSE I BOUGHT A NEW BOAT

MORE DIRECTIONS; MORE PLACES SUCH AS GROCERY STORES

CONCENTRATE ON GETTING THE COURTHOUSE UP TO SNUFF

COURTHOUSE NEEDS TO BE REMODELED

ALL THE POOR RESIDENTS; THEY'RE SCREWING THEM OUT OF THEIR ELECTRIC BILLS

MORE BUSINESS; LESS TOURIST STUFF

NEED TO BUILD A DISCOUNT STORE AND BOWLING LANE AND A MOVIE THEATER

SOMETHING FOR THE YOUNG PEOPLE TO DO; SOME WORK FOR YOUNG PEOPLE TO DO SO THEY DON'T LEAVE THE AREA

MORE JOBS FOR YOUNG PEOPLE IN THE AREA

THEY HAVE NOTHING FOR THE KIDS TO DO

REVITALIZE MAIN STREET  
MORE INDUSTRY TO PROVIDE JOBS

MORE CLOTHING STORES AND GROCERY STORES; MORE HELP FOR THE ELDERLY

MORE ACTIVITY SPACES FOR THE TEENAGERS

NEED TO CHANGE OUT THE SOLICITATIONS; PROBED

MORE SHOPPING IS THE BIG THING; WINDOW SHOPPING JUST LIKE IT IS IN MORE TRADITIONAL GERMAN TOWNS; ATTRACT MORE BUSINESSES LIKE KOHL'S BUT NOTHING LIKE WAL-MART; THEY WOULD DRIVE IT DOWN; I LIKE HERMANN THE WAY IT IS

THE ELECTRIC COMPANY CHARGES TOO MUCH

REDUCE TAXES; I THINK HERMANN SHOULD START ENFORCING LAWS

THEY NEED A BOWLING ALLEY TOO

THEY NEED ANOTHER MICROBREWERY

THEY NEED TO TEAR DOWN A BUNCH OF OLD BUILDINGS

FESTIVAL CROWDS ARE TOO WILD; SEEMS TO BE A DRINKING FESTIVAL; IT NEEDS TO BE ADMINISTERED DIFFERENTLY; THE ART SHOWS ARE NICE; A MORE CULTURED ENVIRONMENT;

NEED FOR A FARMER'S MARKET

I WOULDN'T MIND SEEING A CENTER FOR KIDS

IMPROVING THE CITY COUNCIL

A COMMUNITY CENTER WITH A SWIMMING POOL FOR CHILDREN IN WINTERMORE; LESS LIKE A YMCA; CHILDREN NEED SOMETHING TO DO

MORE WORK

CLEANING IT UP AND GETTING SOME GOOD BUSINESS PLACES IN THERE

REDOING WATER AND SEWERS

52. What would you say is your primary source of information about downtown Hermann?  
(Other-specify)

PERSONAL OBSERVATION

DRIVING BY IT

PERSONAL INTAKE

I LIVE HERE

MY OWN EYES

LIVE HERE

I WORK THERE

I LIVE THERE AND HERMANN ISN'T THAT BIG

LIVES IN DOWNTOWN

ON COMMITTEES

PERSONAL EXPOSURE

MYSELF

BEING ACTIVELY INVOLVED IN THE COMMUNITY

OBSERVATIONS

I LIVE THERE

MYSELF

I LIVE HERE

PUBLIC MEETINGS

DRIVE DOWN TO TAKE A LOOK

MYSELF

LIVE HERE

I LIVE HERE

MYSELF

MYSELF

JUST LIVING HERE

THE FACT THAT I'VE LIVED IN HERMANN FOR A LONG TIME

MYSELF

LIVED IN TOWN

I LIVE HERE

OBSERVING

FIRST HAND KNOWLEDGE

MYSELF

MYSELF

LIVE HERE

TOURIST CENTER

MYSELF

I LIVE HERE

BY VISITING THE DOWNTOWN

LIVES IN THE DOWNTOWN AREA

LIVING HERE

SEEING IT FOR MYSELF

LIVE THERE

JUST BEING THERE YOU CAN WALK AROUND

MYSELF; BECAUSE I LIVE HERE

I HAVE LIVED HERE FOR 50 YEARS AND SPEND MOST OF MY TIME IN OR AROUND

WHAT I SEE

PERSONAL EXPERIENCE

WHAT I SEE WHEN I'M DOWN THERE

INTERNET

SELF

WELCOME CENTER

DRIVING THROUGH EVERYDAY

I LIVE HERE

I LIVE HERE

CLEANING AND ZONING LANDMARK COMMITTEE

MYSELF; I LIVE IN TOWN

MYSELF

LIVED THERE MY WHOLE LIFE

VISITING

MYSELF

BEING THERE

WHEN I VISIT THERE

NEAR THE DOWNTOWN AREA

LIVE IN THE AREA

GOING THROUGH THE AREA

USED TO WORK THERE

DRIVING THROUGH IT AND LOOKING AROUND

GOING THERE 3 OR 4 TIMES A MONTH

PERSONAL EXPERIENCE

MYSELF

GOING THERE

LIVE IN THE AREA

VISITING

INTERNET AND HERMANN TOURISM

PERSONAL EXPERIENCE

JUST GOING DOWNTOWN

I'VE LIVED AROUND THERE ALL MY LIFE

SEE IT MYSELF

BROCHURES

VISITATION

OVER THERE A LOT; I USED TO WORK THERE

JUST DRIVING BY

VISITING OFTEN; WE GO TO TOWN EVERYDAY; GOING TO POST OFFICE EVERYDAY

PERSONAL VISITING; I LIVE WITHIN 15 MILES; FROM MY OWN EXPERIENCE

COUNTY FAIR

AMERICAN GERMAN CLUB

PERSONNEL EXPERIENCE; I AM THERE QUITE FREQUENTLY

VISITING DOWNTOWN HERMANN

JUST WHAT I SEE

LIVE WITHIN THE AREA

HERE ALL MY LIFE

I USED TO WORK UP THERE; FROM HAVING BEEN THERE AND HEARING ABOUT IT

JUST LIVING THERE

PERSONAL OBSERVATION

I SEE THINGS, I'VE BEEN A TEACHER FOR 47 YEARS AND I SEE

MORE

BY GOING DOWNTOWN

FIRST HAND KNOWLEDGE

52. And what is your second most likely source of information? (Other-specify)

SON'S BUSINESS

SIGNAGE

THE INTERNET

I LIVE A MILE OUT OF TOWN

INTERNET

FREE BOOKLETS AND OTHER INFORMATION GOTTEN FROM DIFFERENT BUSINESS

FOR ME TO GET OUT MORE TO MEET PEOPLE BECAUSE I CAN'T SEE TO READ

CHURCH; TALKS ABOUT THE TOWN AFTER MASS

VISITORS CENTER

THERE FOR SIX YEARS

POSTERS

OTHER BUSINESSES

I ATTEND TOWN MEETINGS

CITY HALL

DRIVE THROUGH THERE

LIVED THERE FOR A LONG TIME

MYSELF

DRIVING THROUGH HERMANN

JUST VISIT

INTERNET

TELEPHONE BOOK

WALKING AROUND DOWNTOWN

POLICE DEPARTMENT

TELEPHONE BOOK

WILL CALL THE WELCOME CENTER

STORE FRONT FLIERS

OWN EXPERIENCE

GOING OVER THERE TO SPEAK TO RESIDENCE

DRIVING

OWN EXPERIENCE

BULLETIN BOARDS

OFFICE WHERE PAMPHLETS ARE PUT OUT ABOUT HERMANN;

ABOUT DIFFERENT SITES

I WORK AT THE HIGH SCHOOL

OWN EXPERIENCE

THE E MAILS FROM THE HERMANN VISITOR'S CENTER

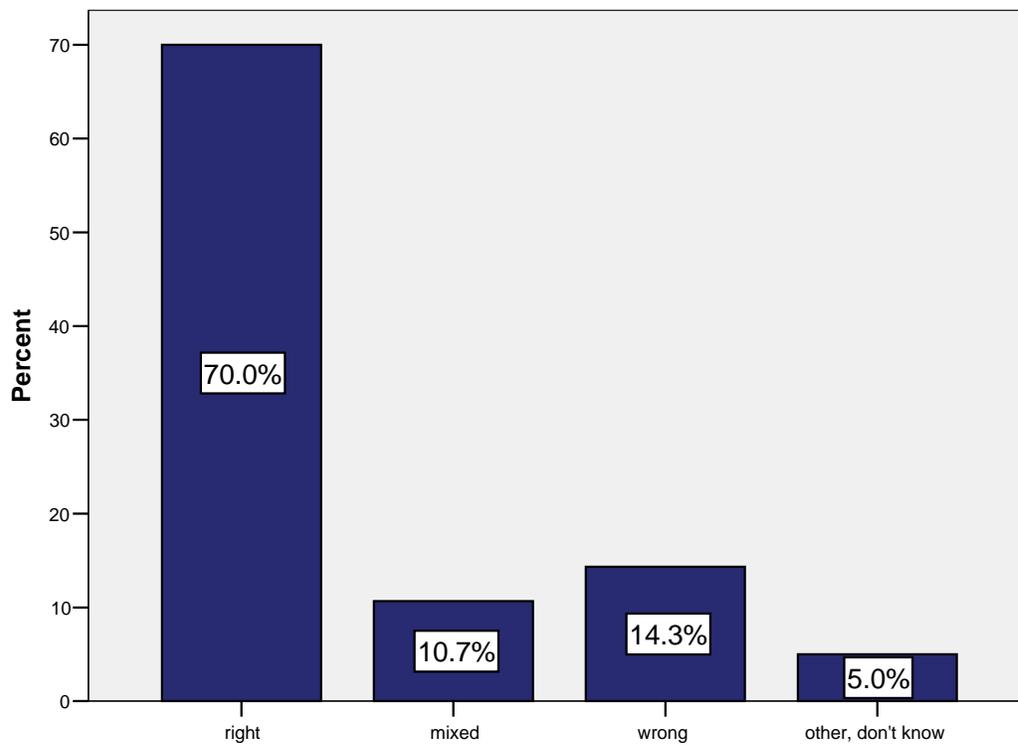
THE PHONE BOOK

TRAVEL MAGAZINES

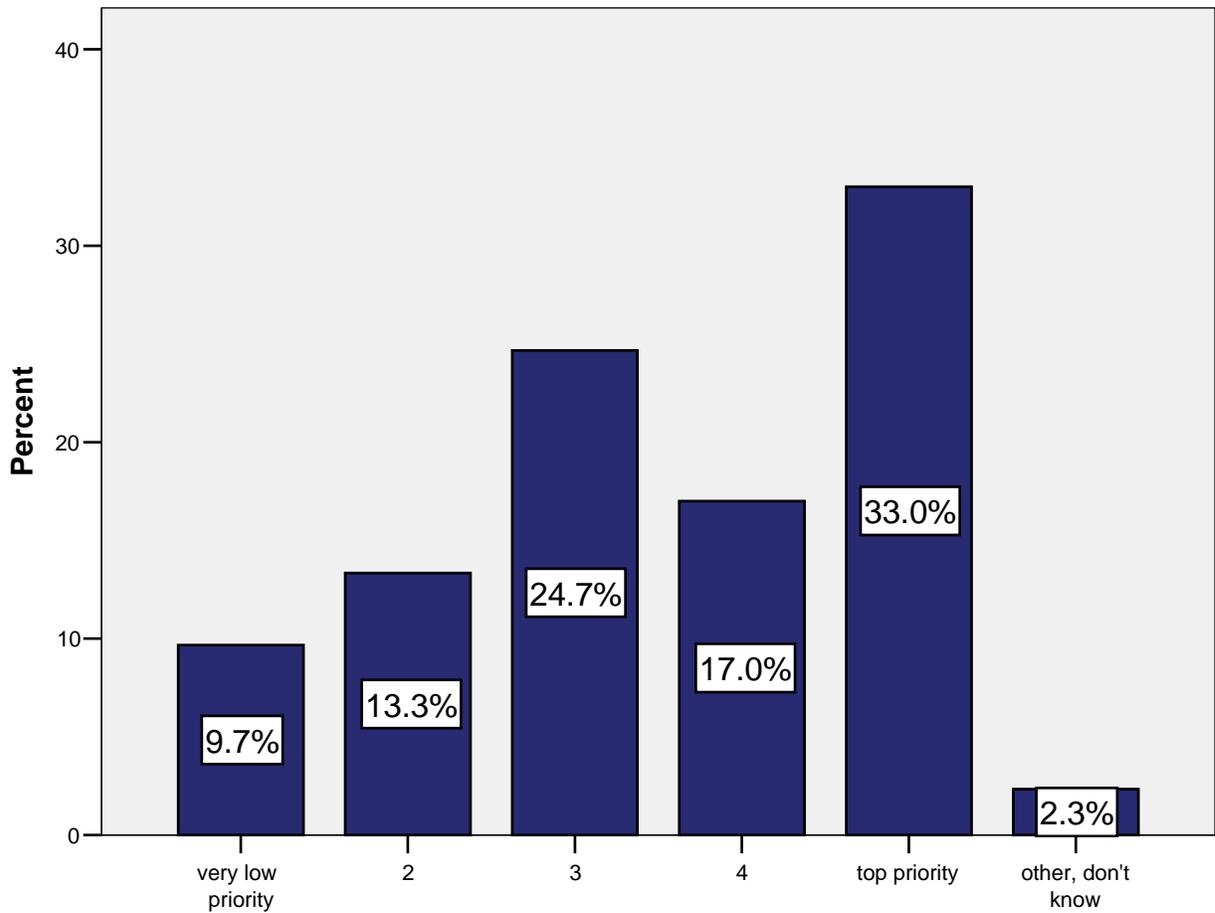
OBSERVATION

## SECTION IV

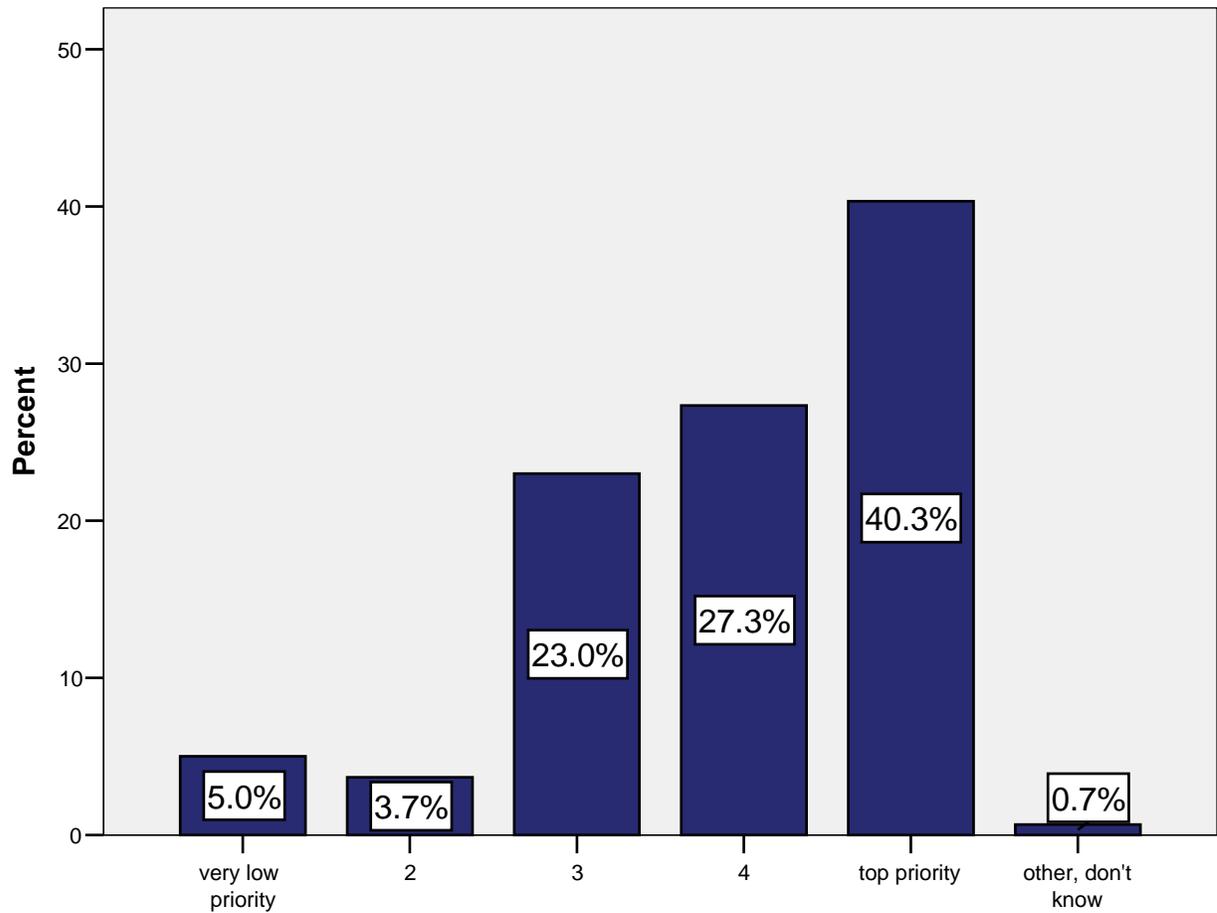
### BAR CHARTS



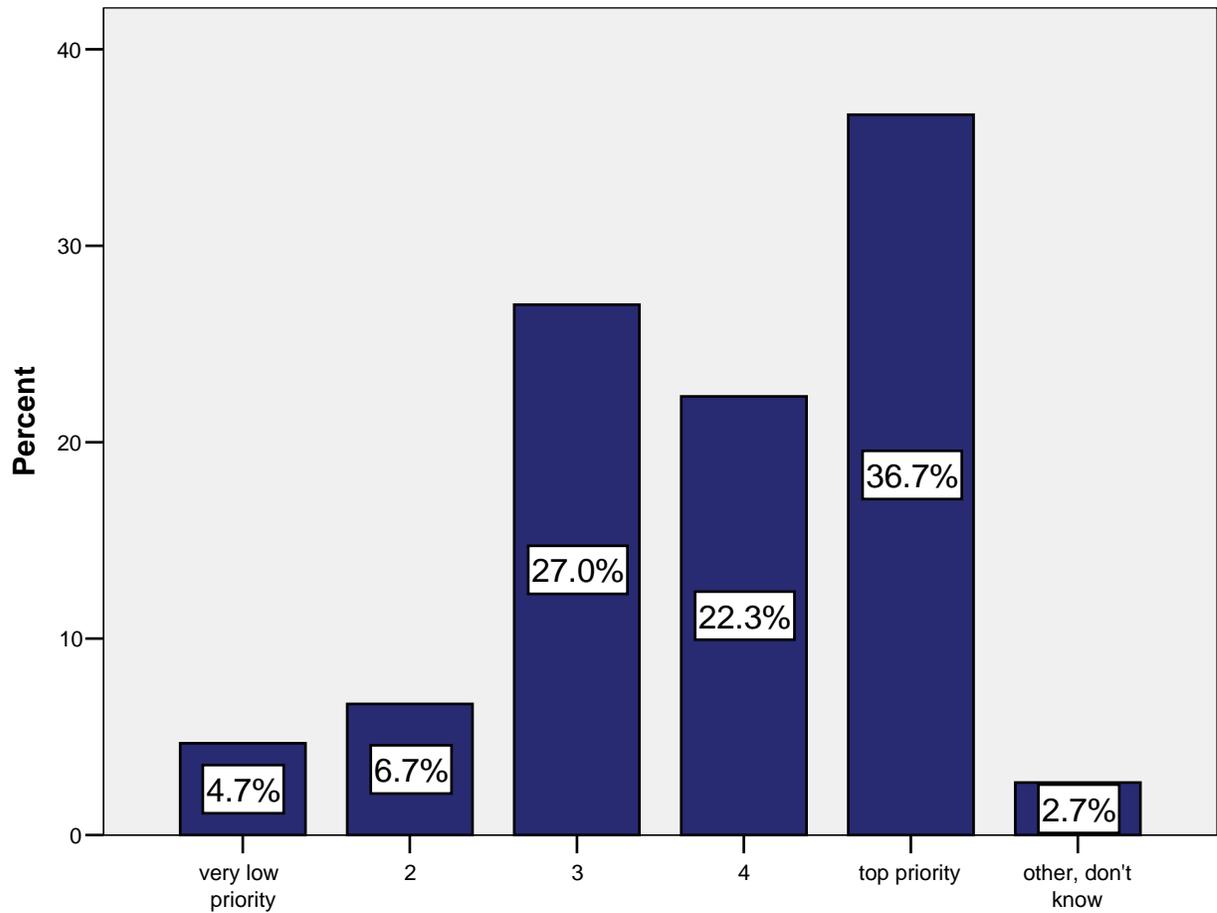
**1. Thinking about the Hermann, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?**



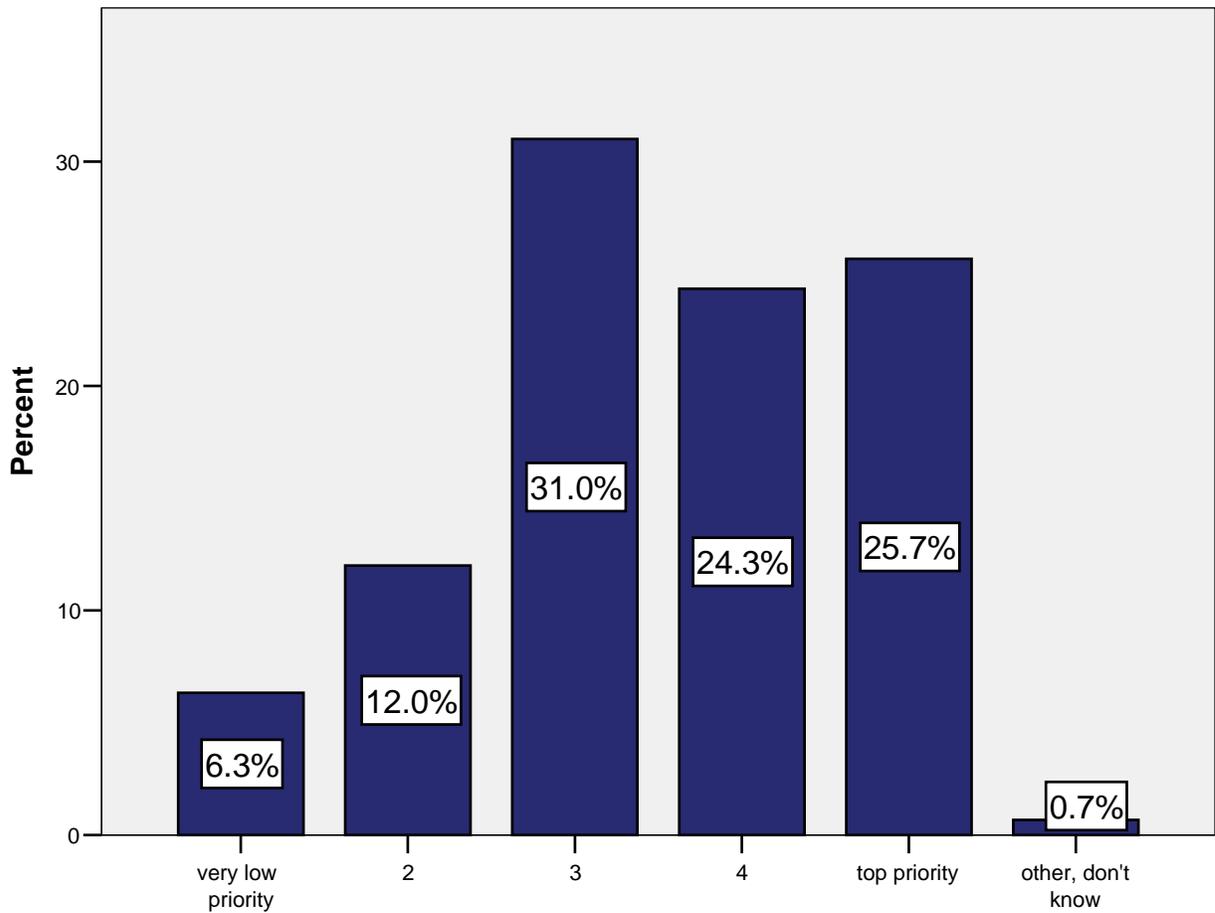
**2. Revitalizing the Hermann downtown area**



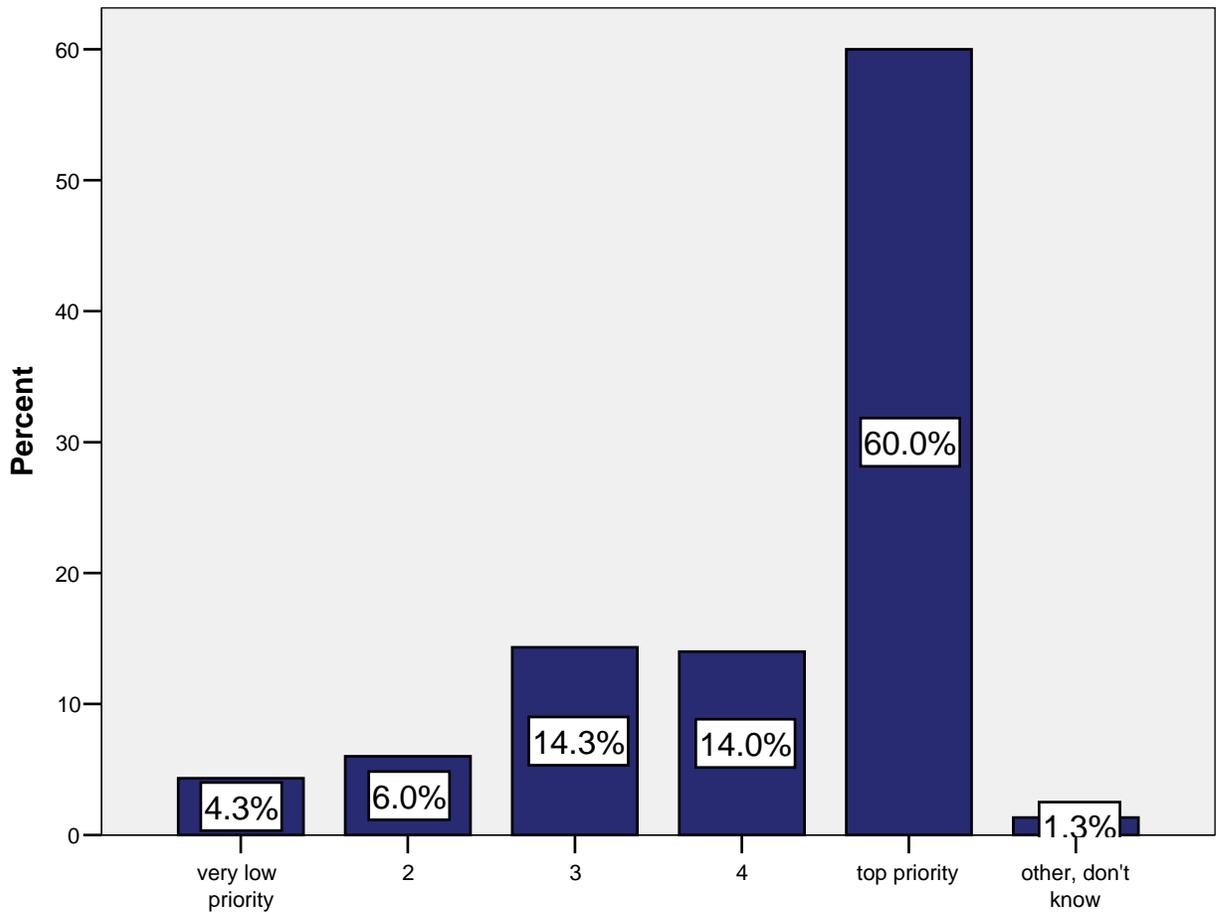
**3. Repairing major streets**



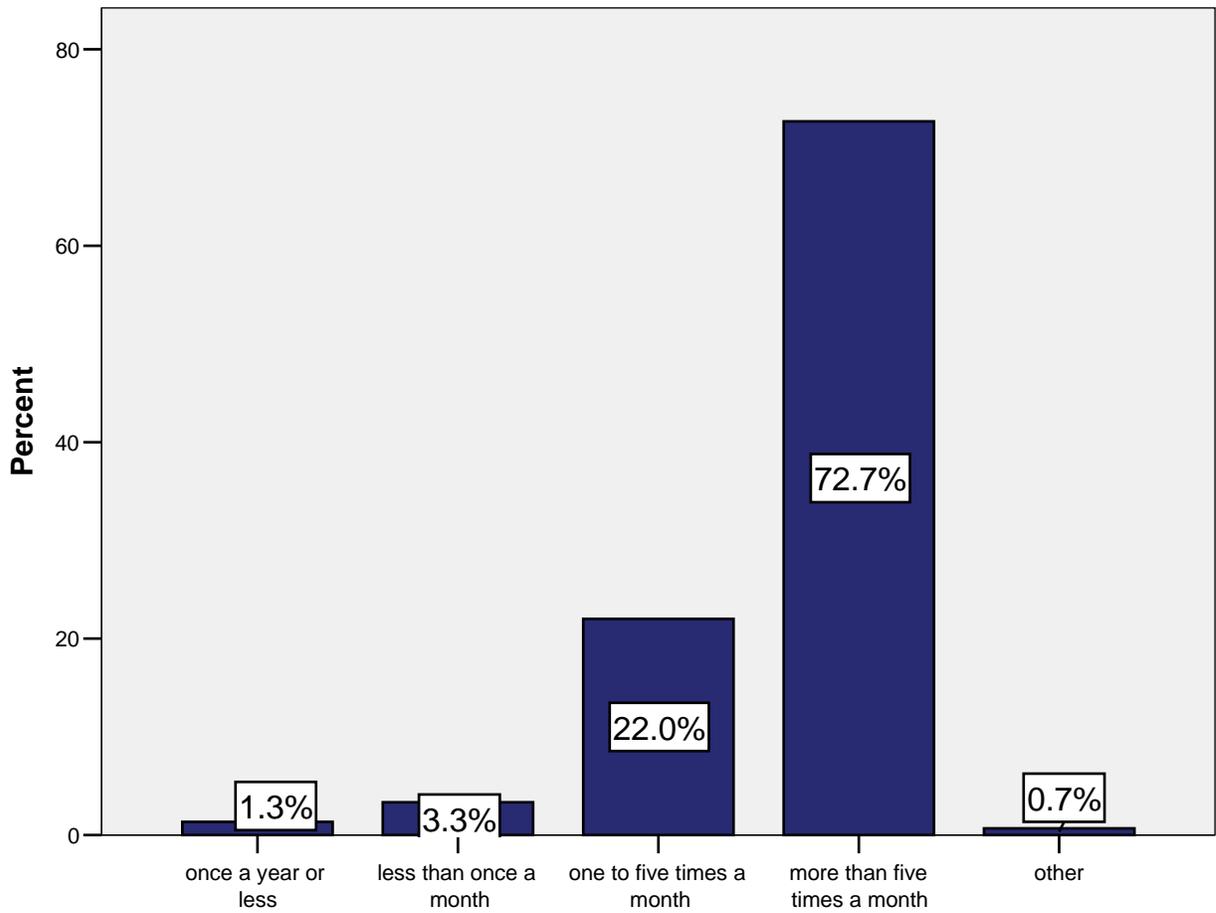
**4. Improving emergency services**



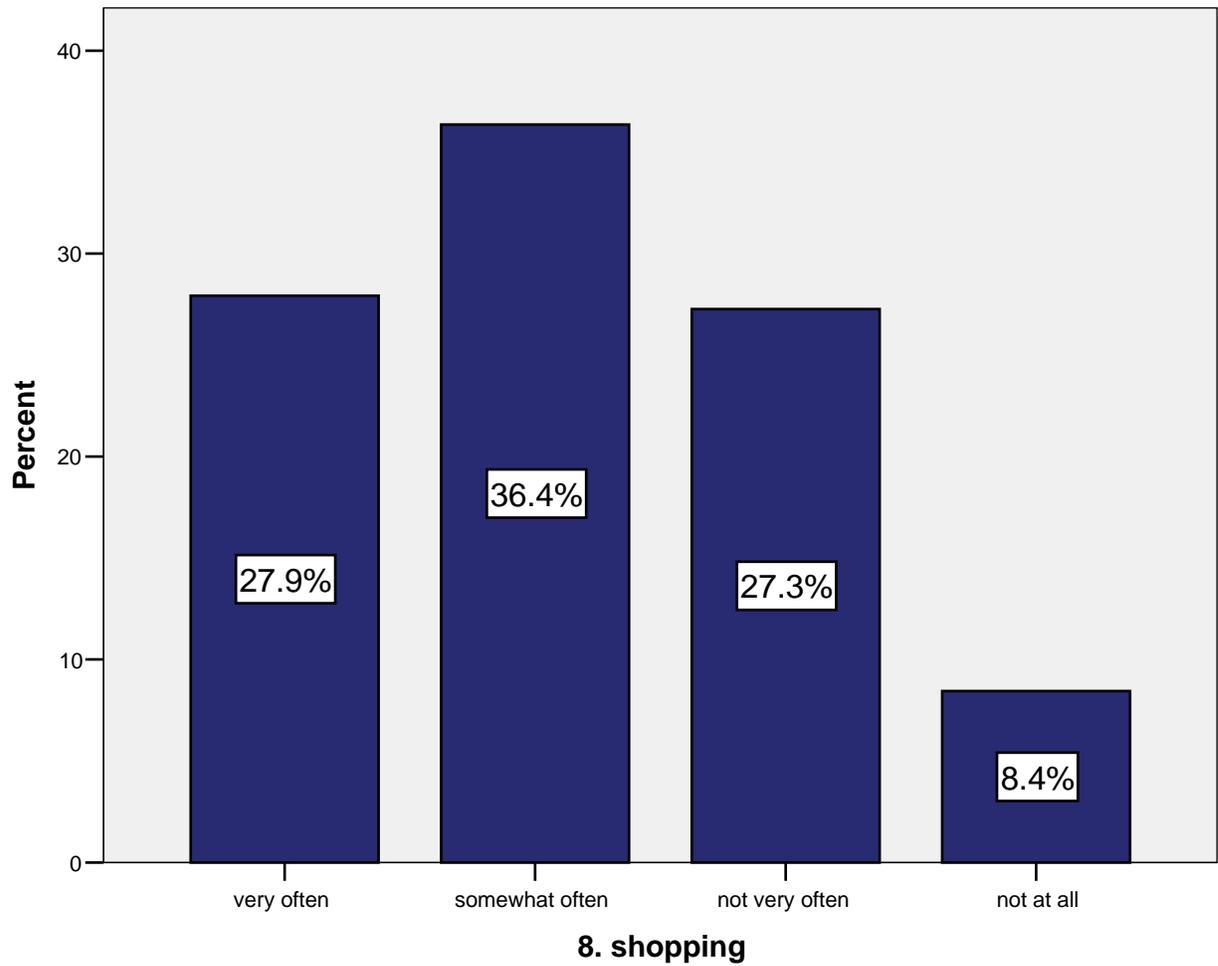
**5. Upgrading parks and recreation facilities**

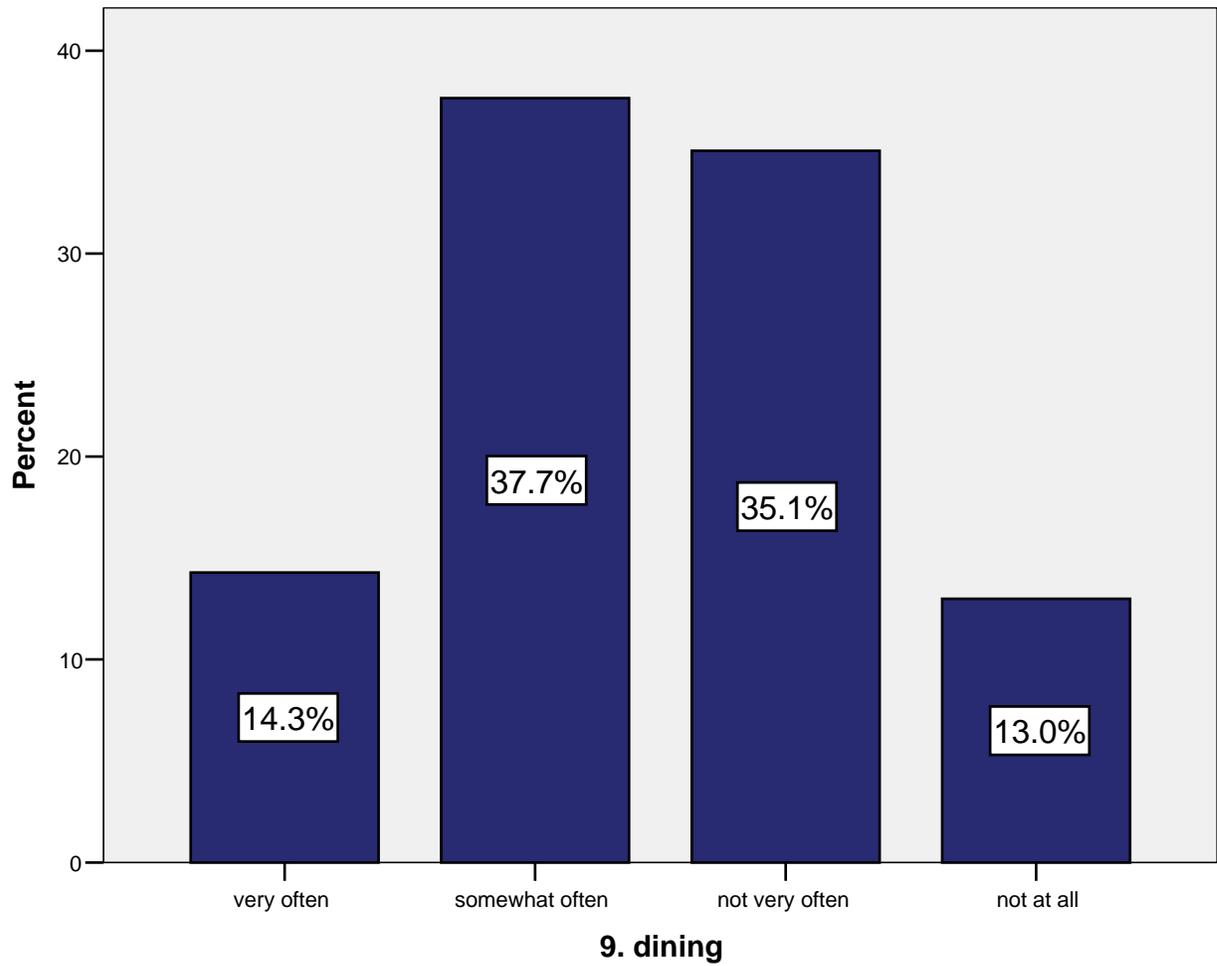


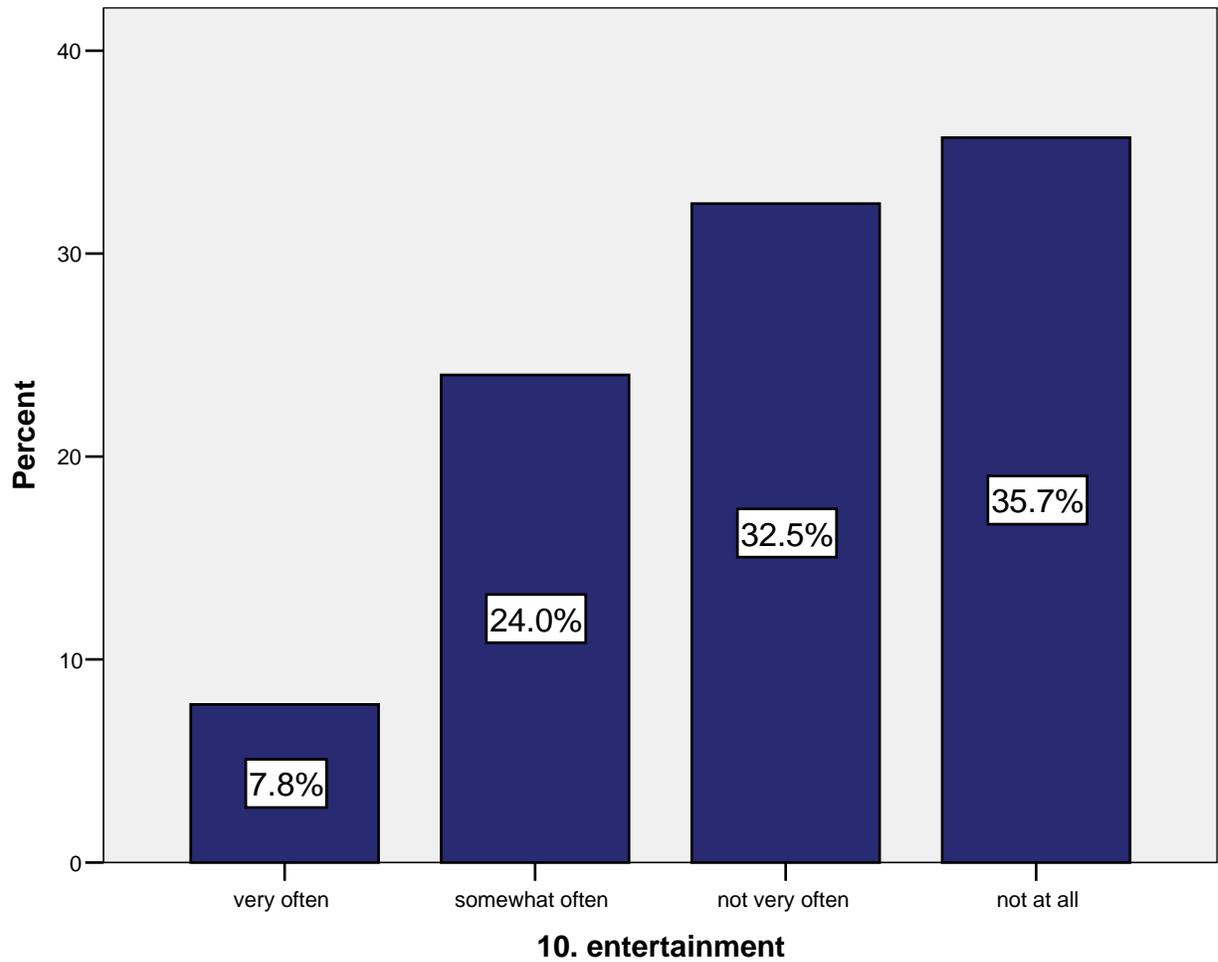
**6. Keeping businesses from moving out-of-town**

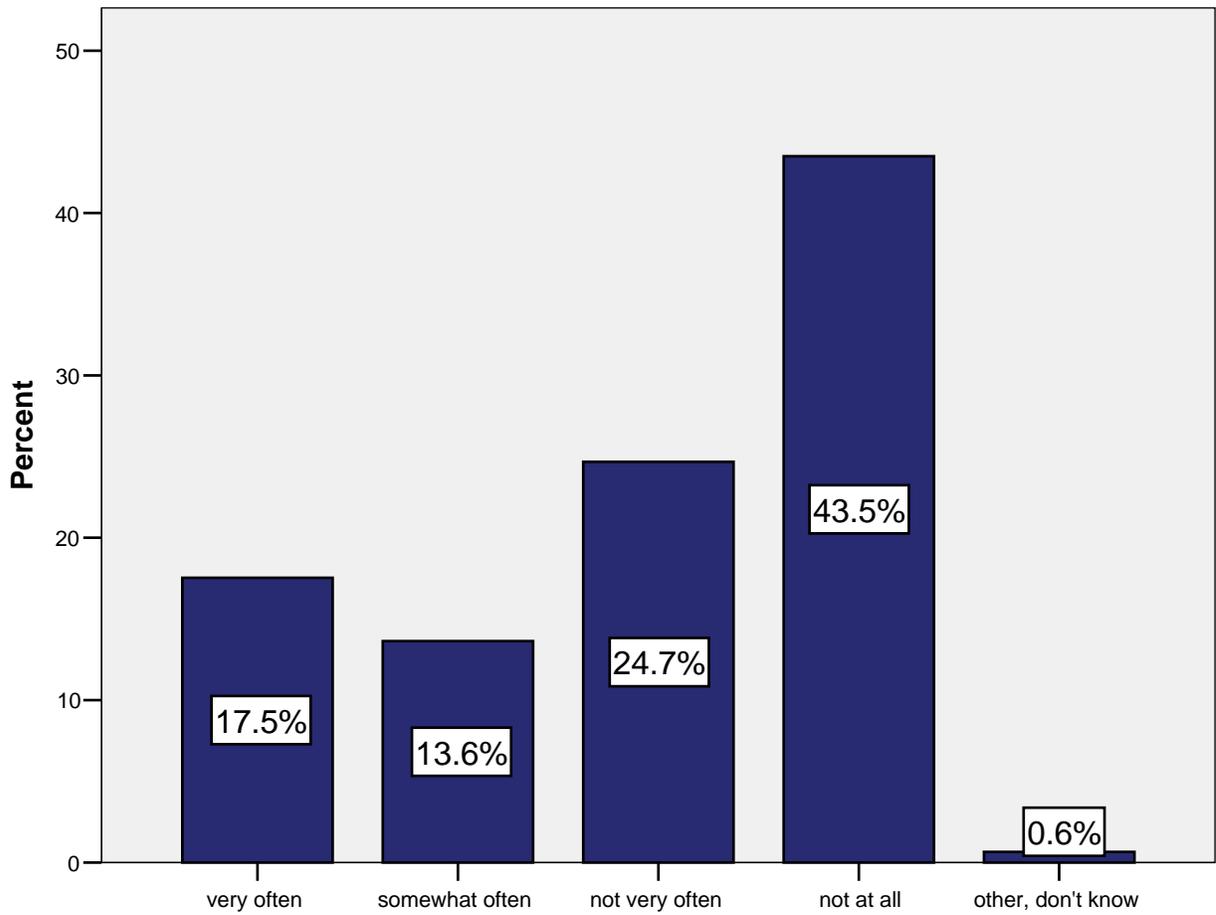


**7. How often do you visit downtown Hermann?**

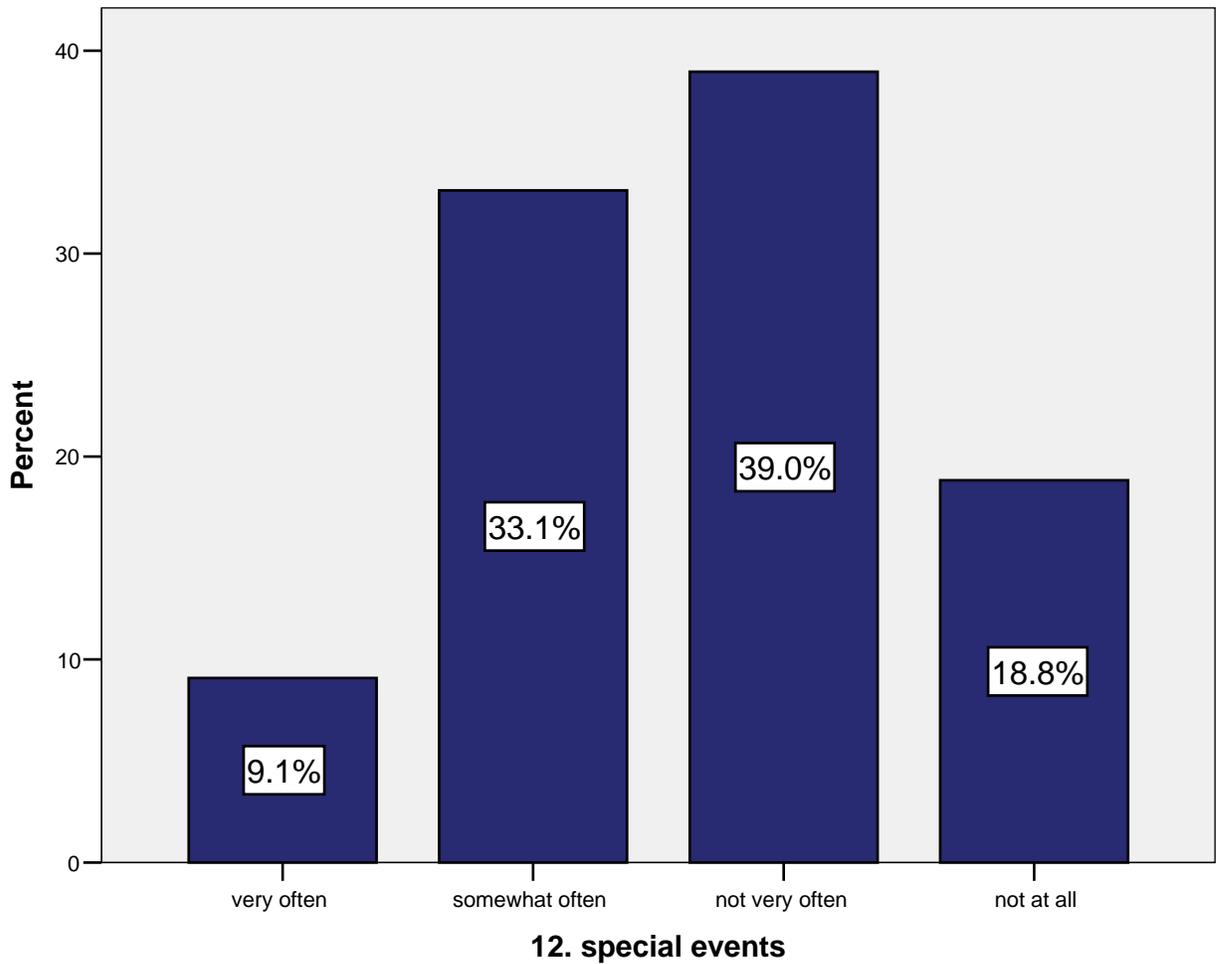


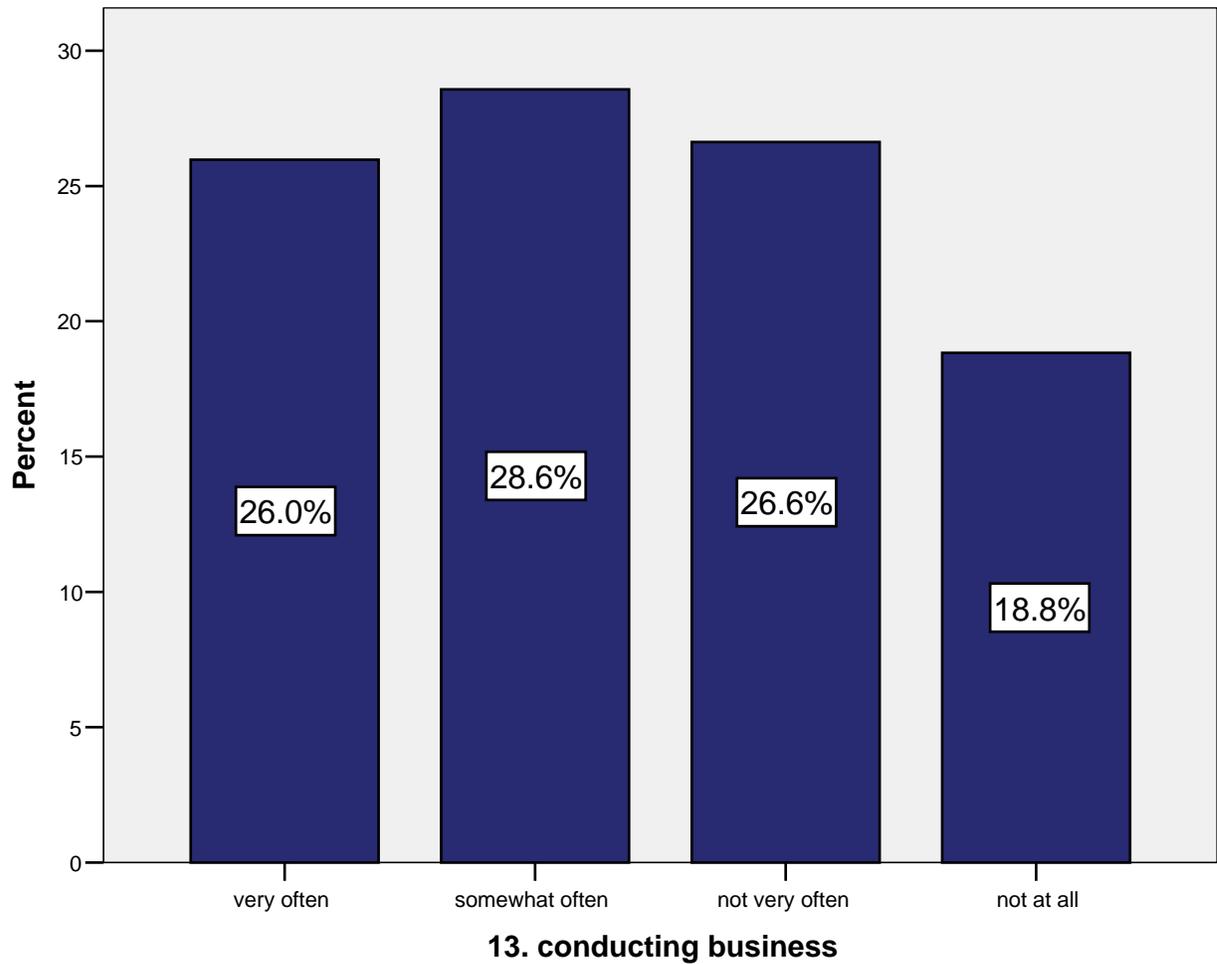


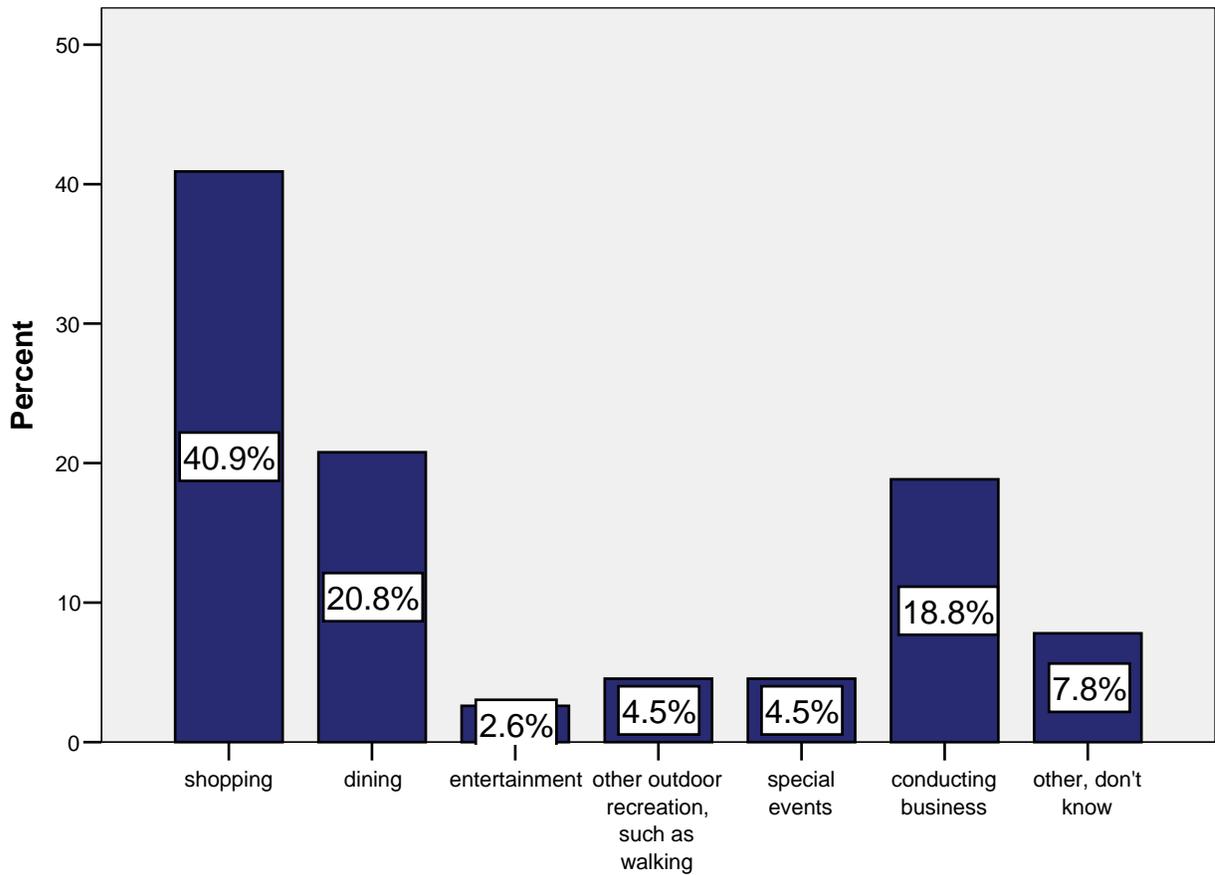




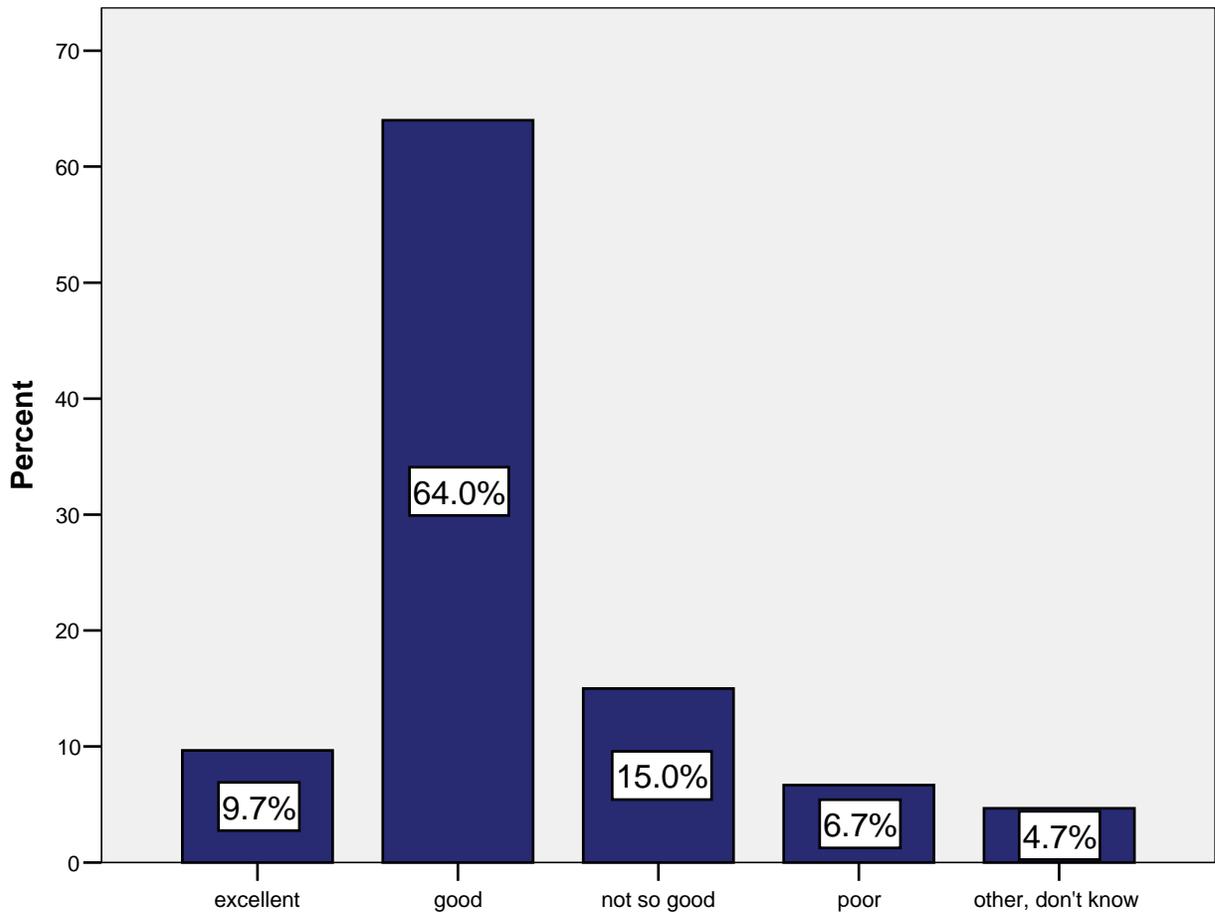
**11. other outdoor recreation, such as walking**



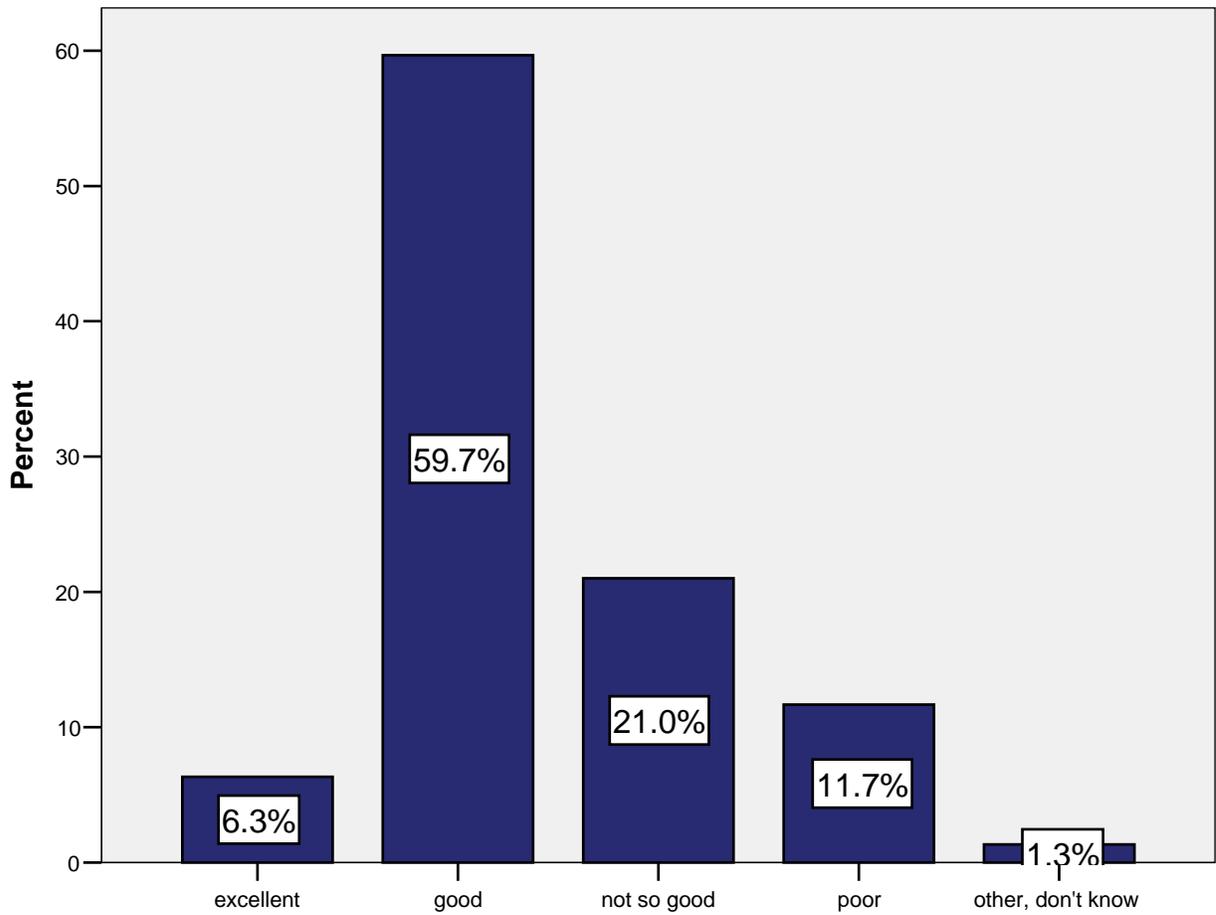




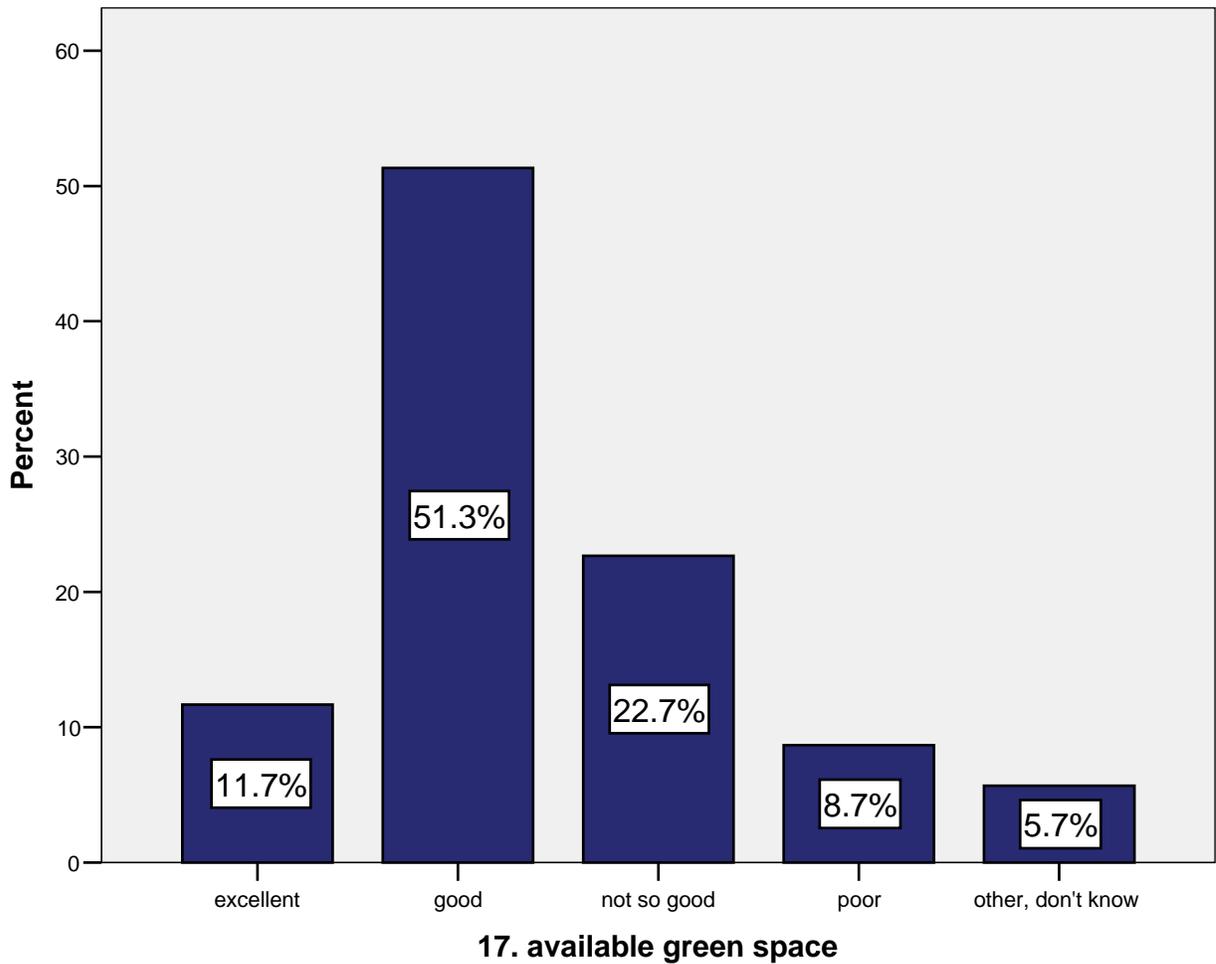
**14. Of the items listed above, which would you say is the one reason you most often visit downtown Hermann?**

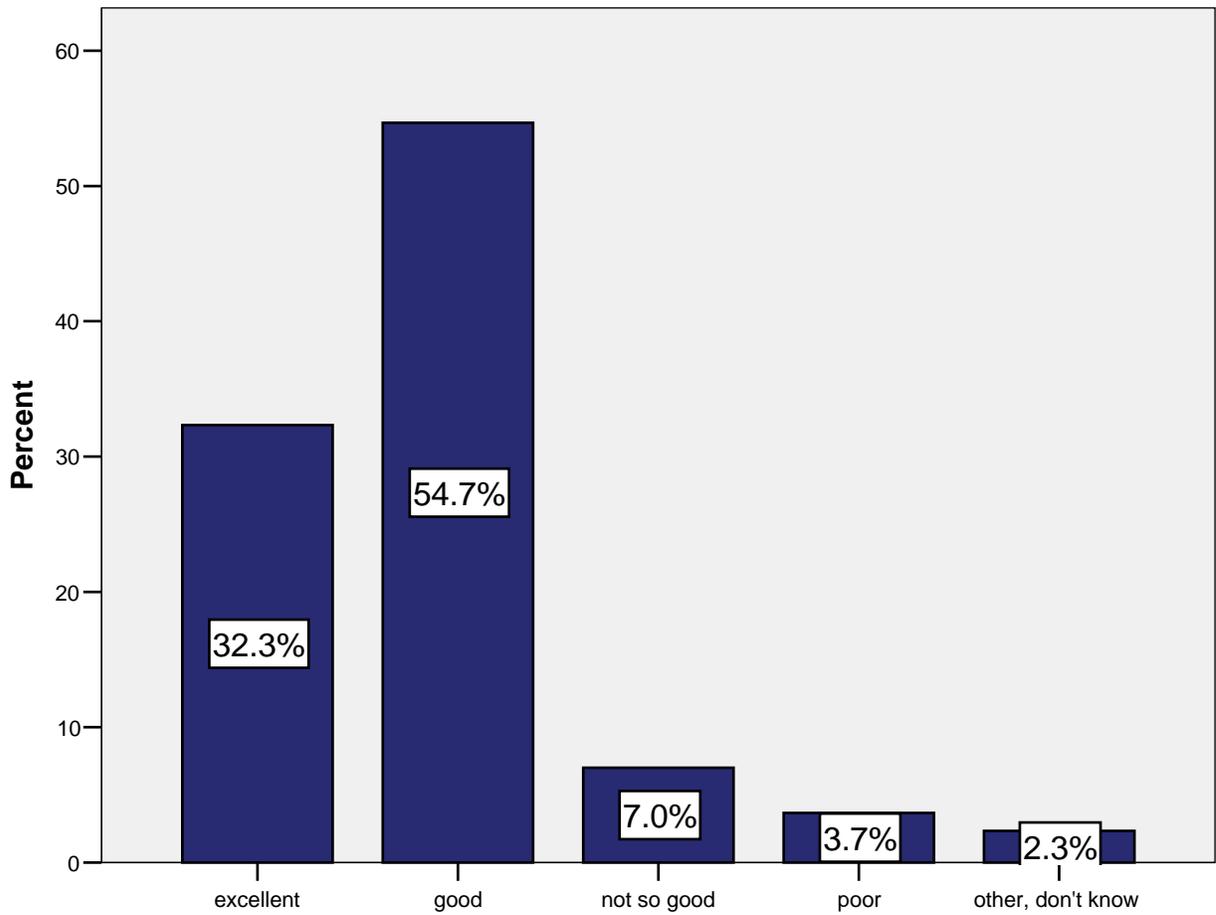


15. signs to help people find their way around

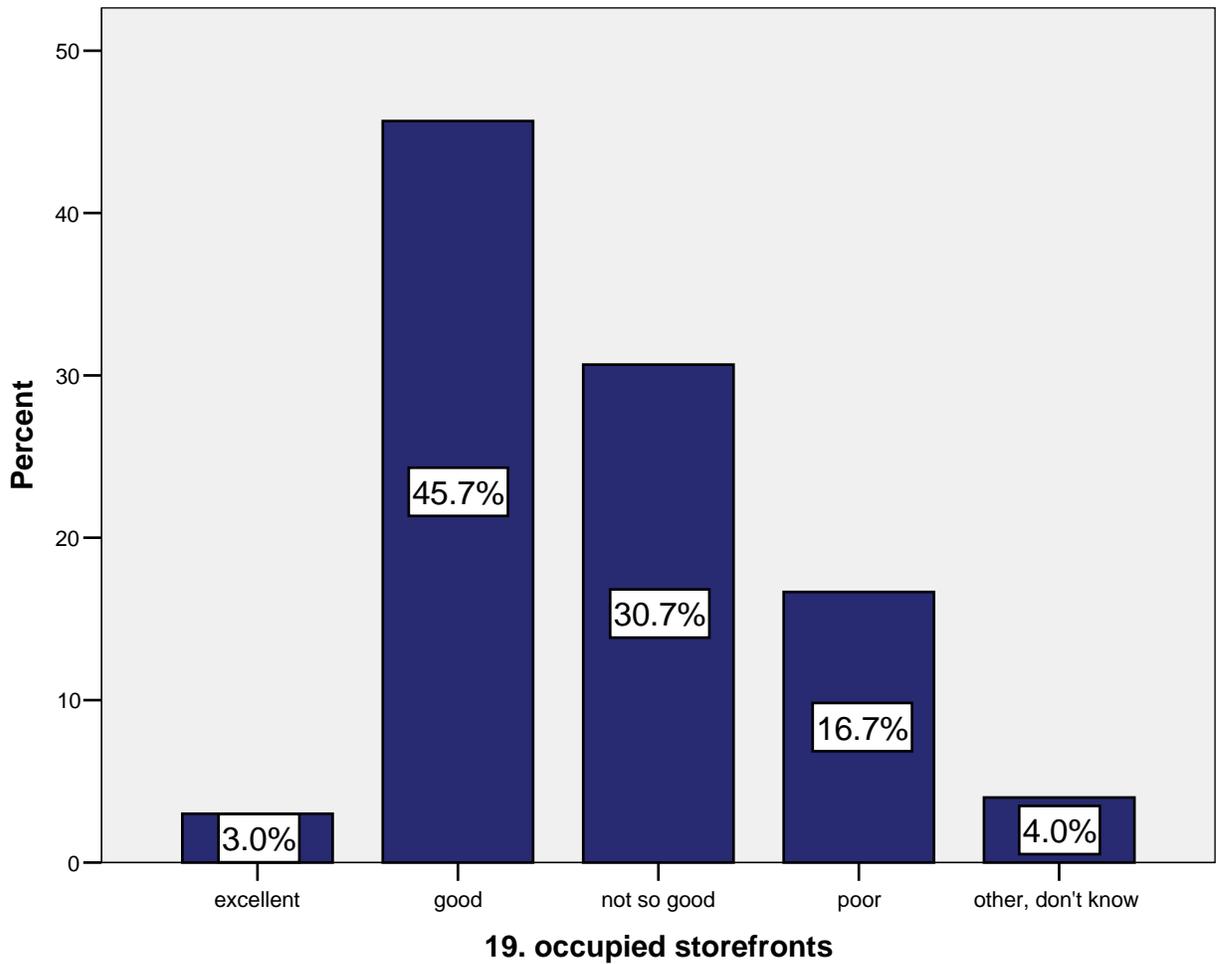


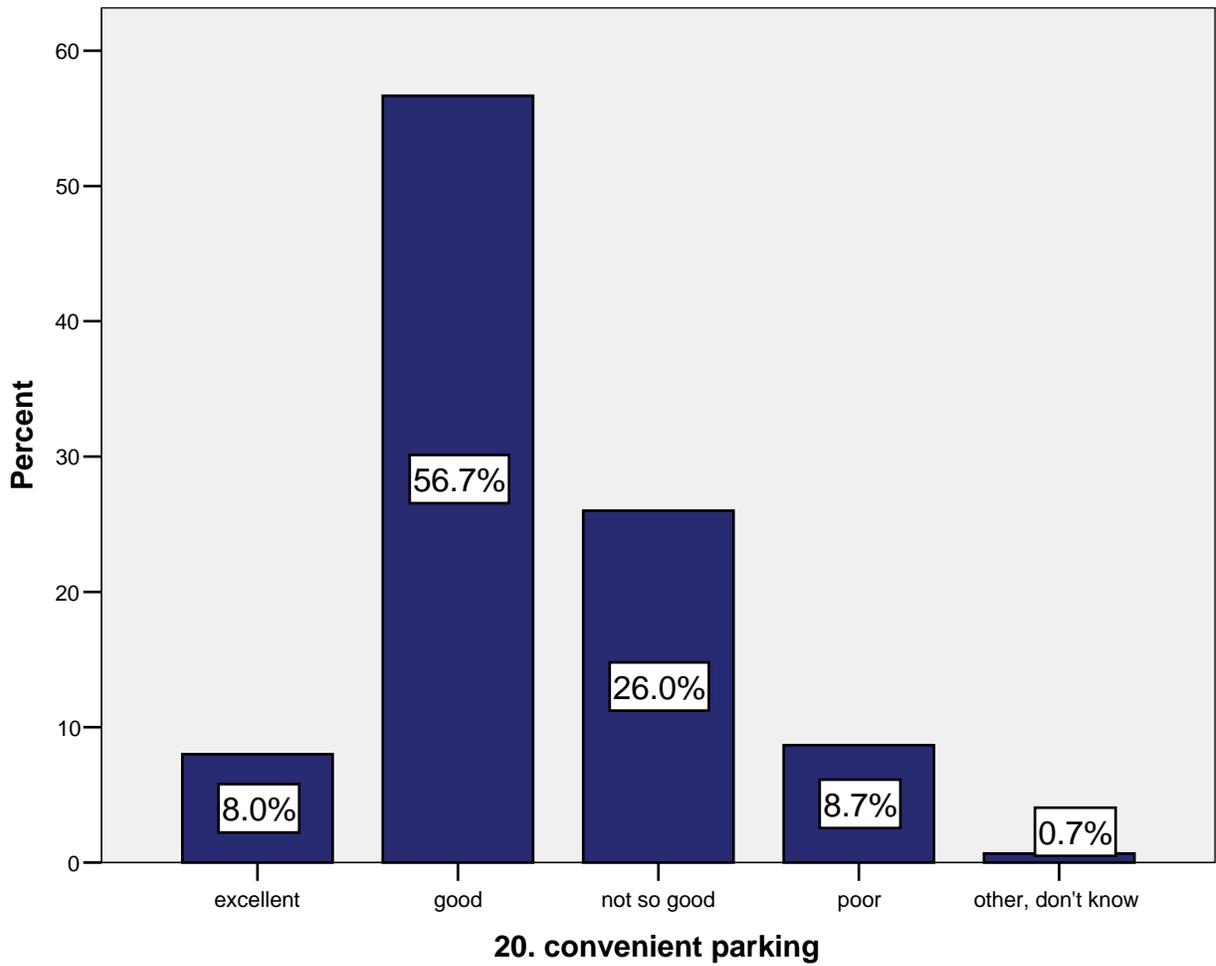
16. convenient business hours

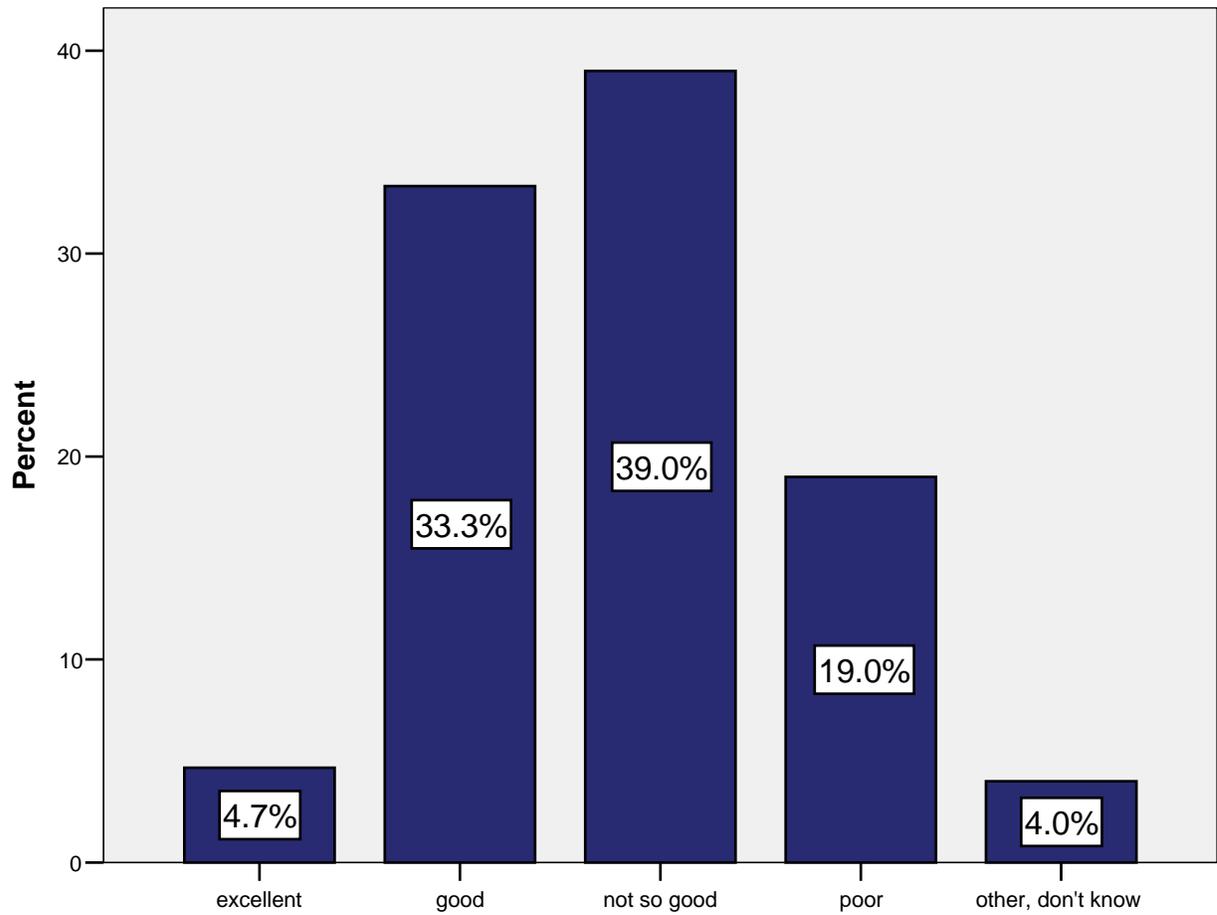




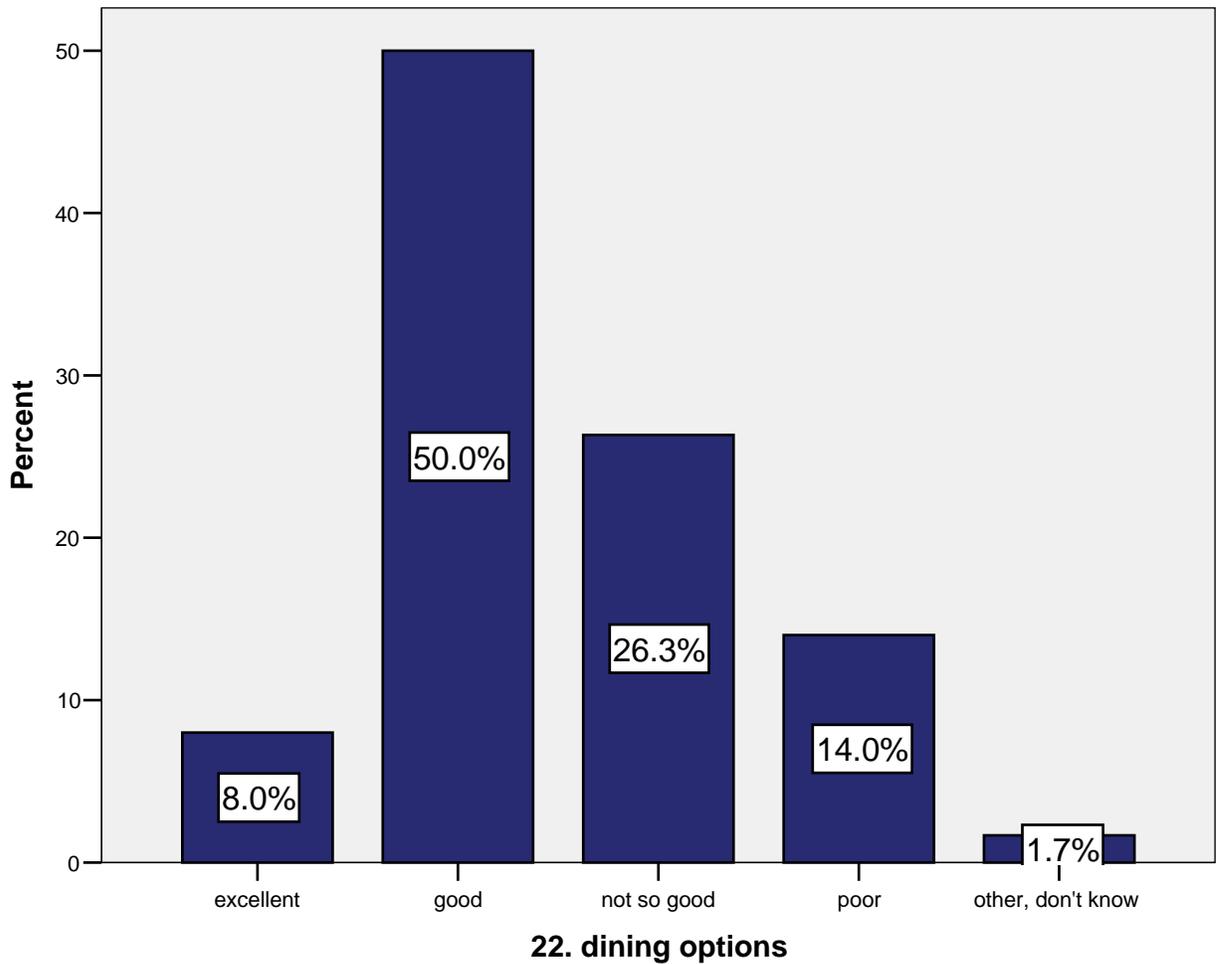
18. preservation of historic structures

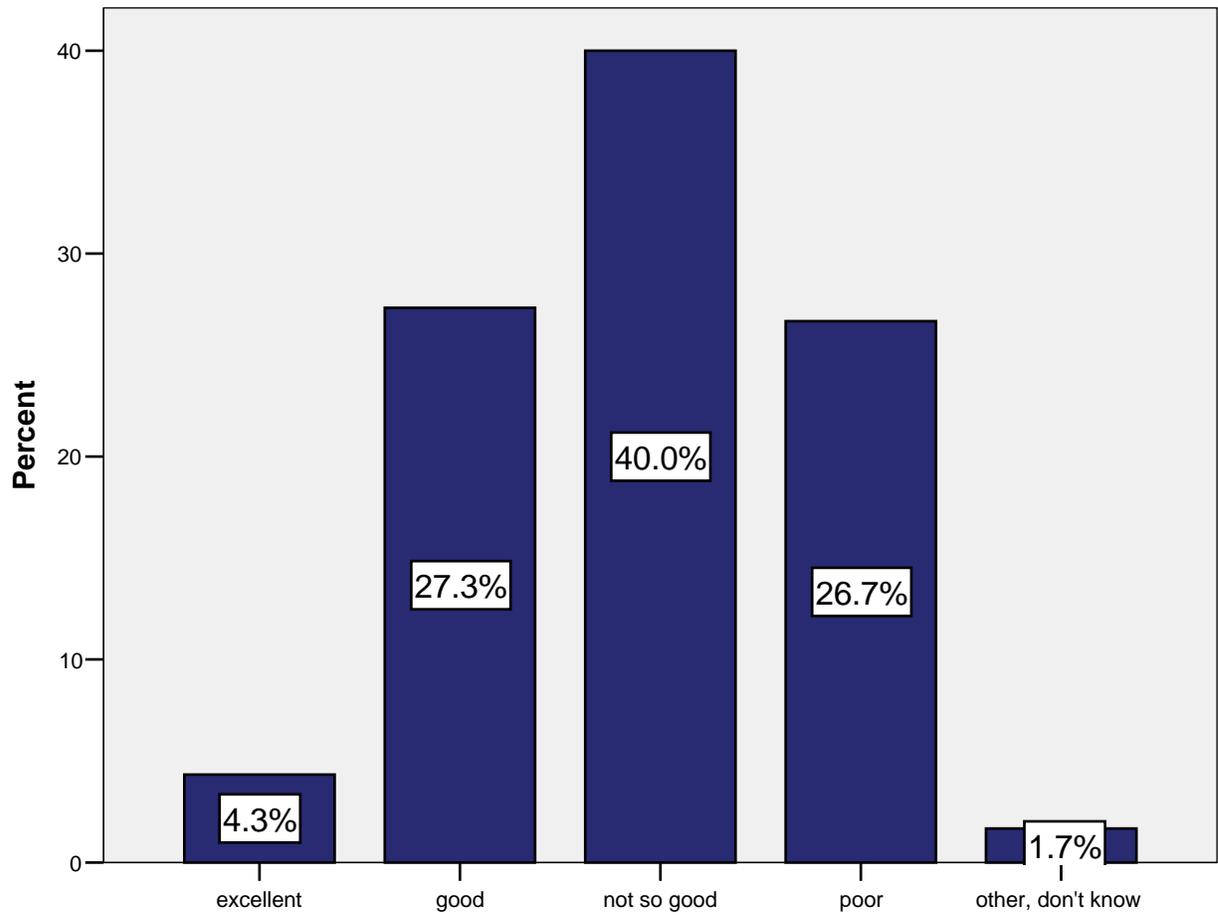




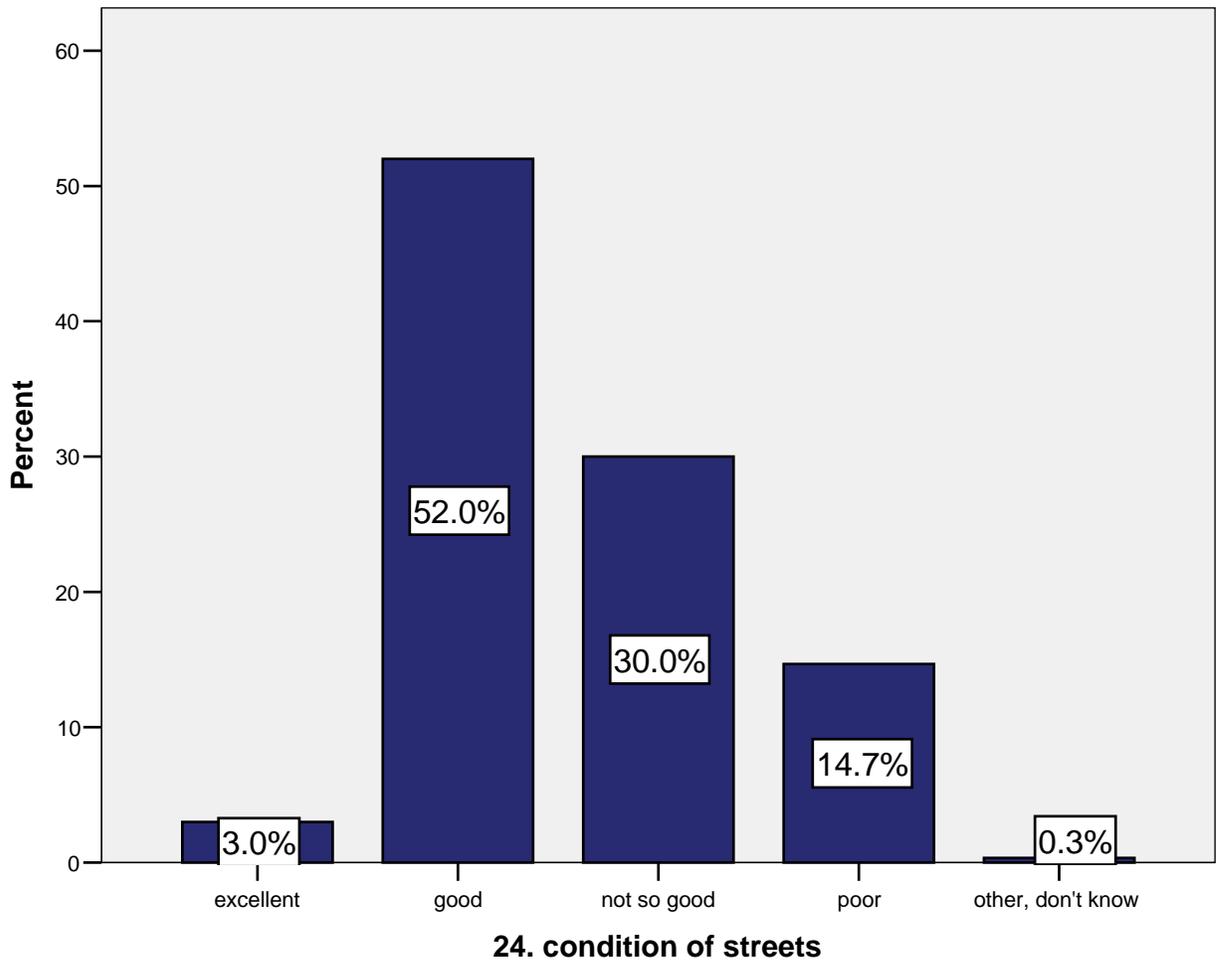


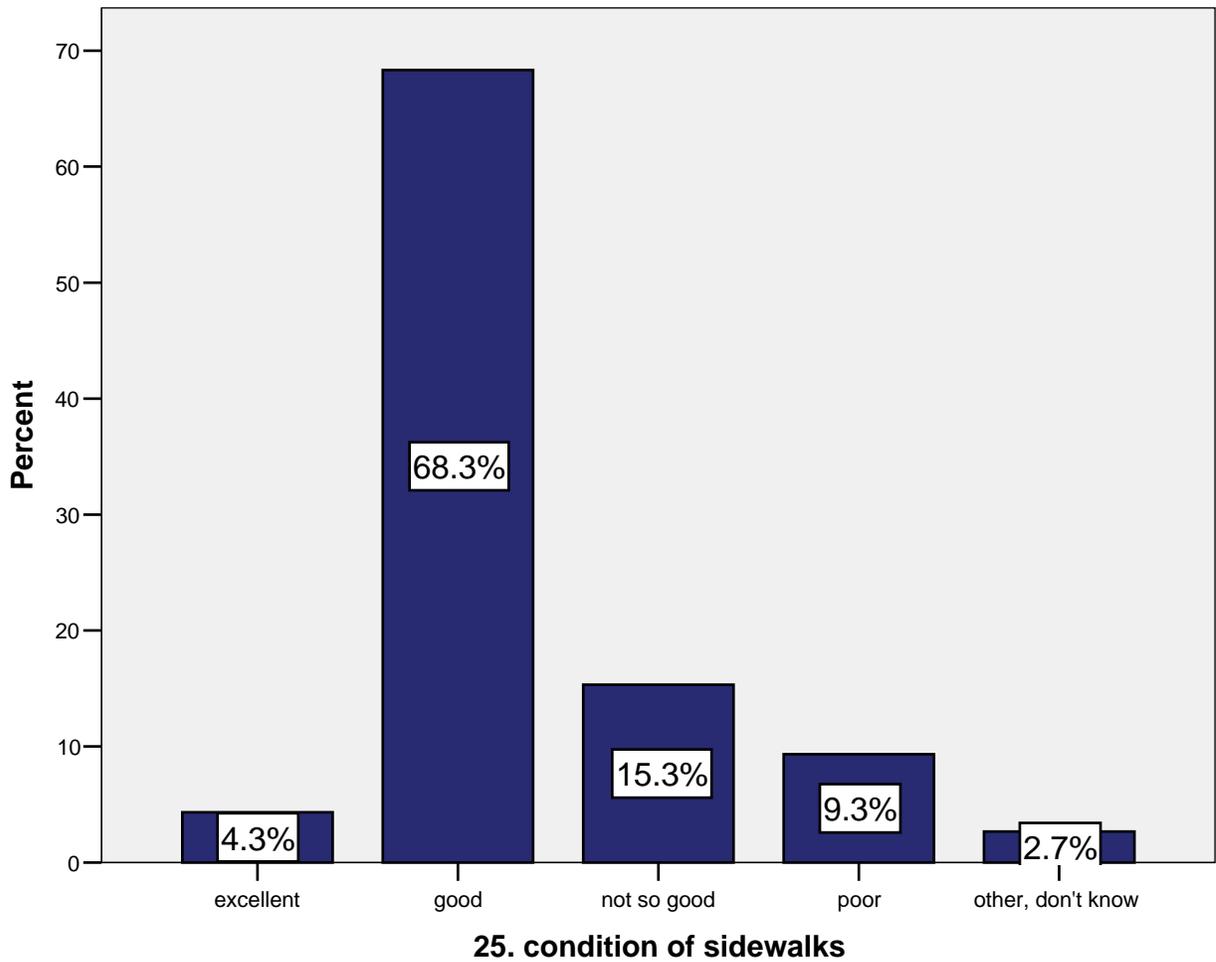
21. diverse mix of businesses

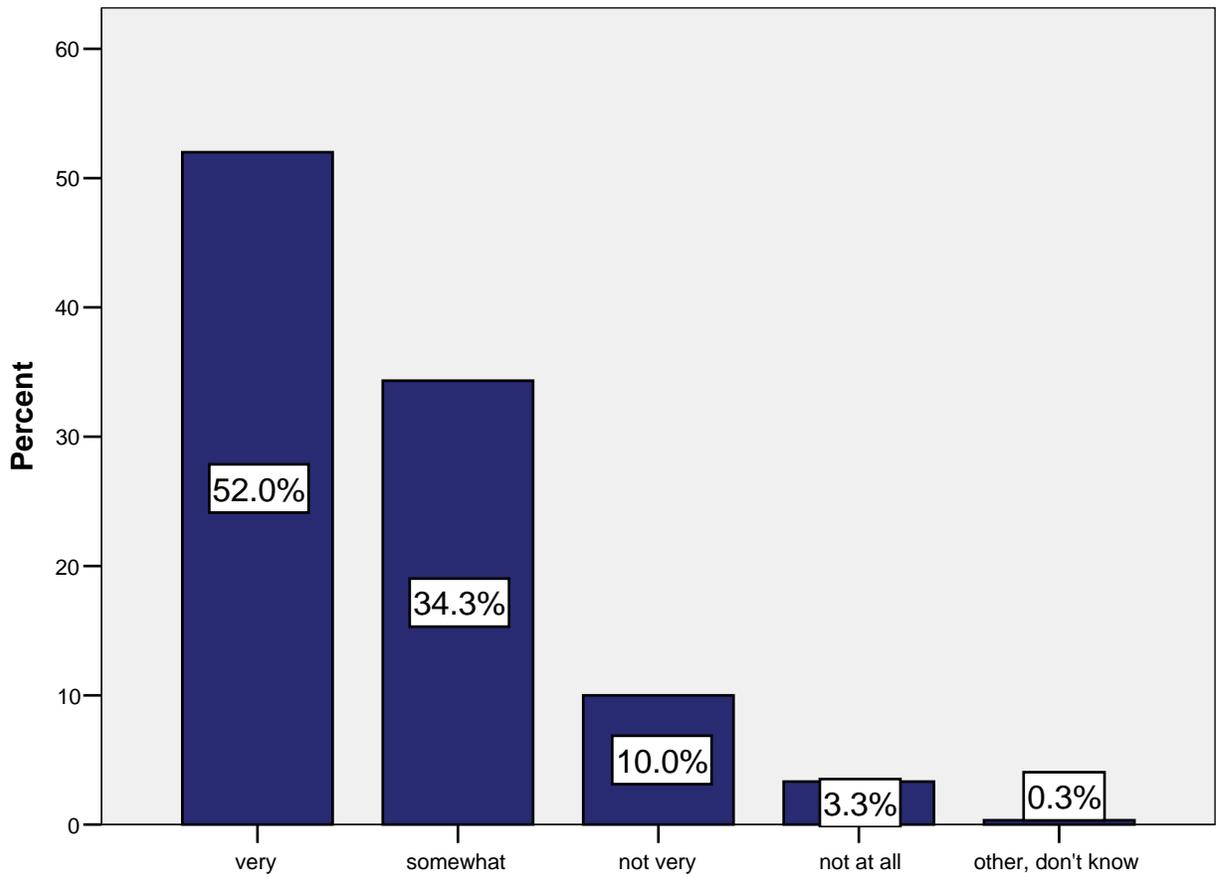




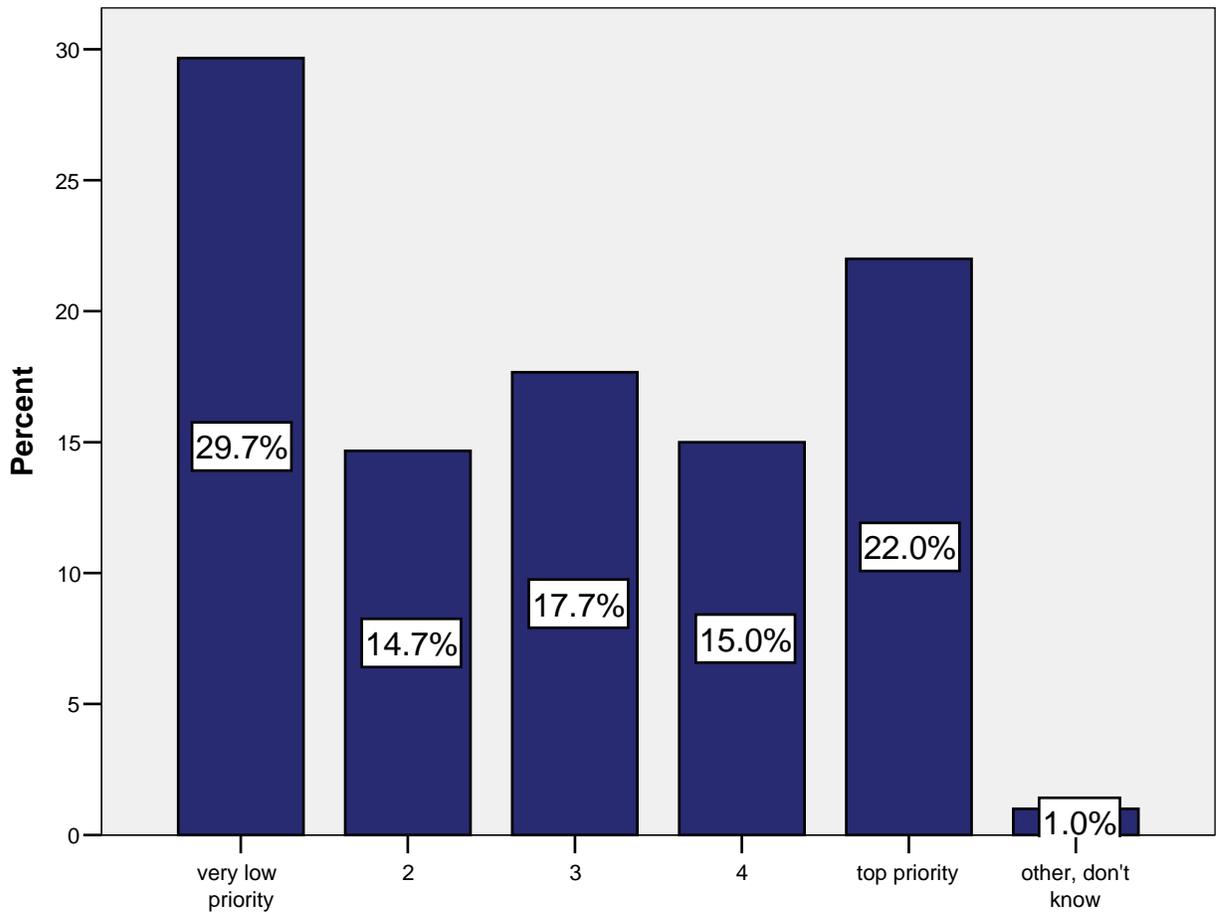
23. entertainment options



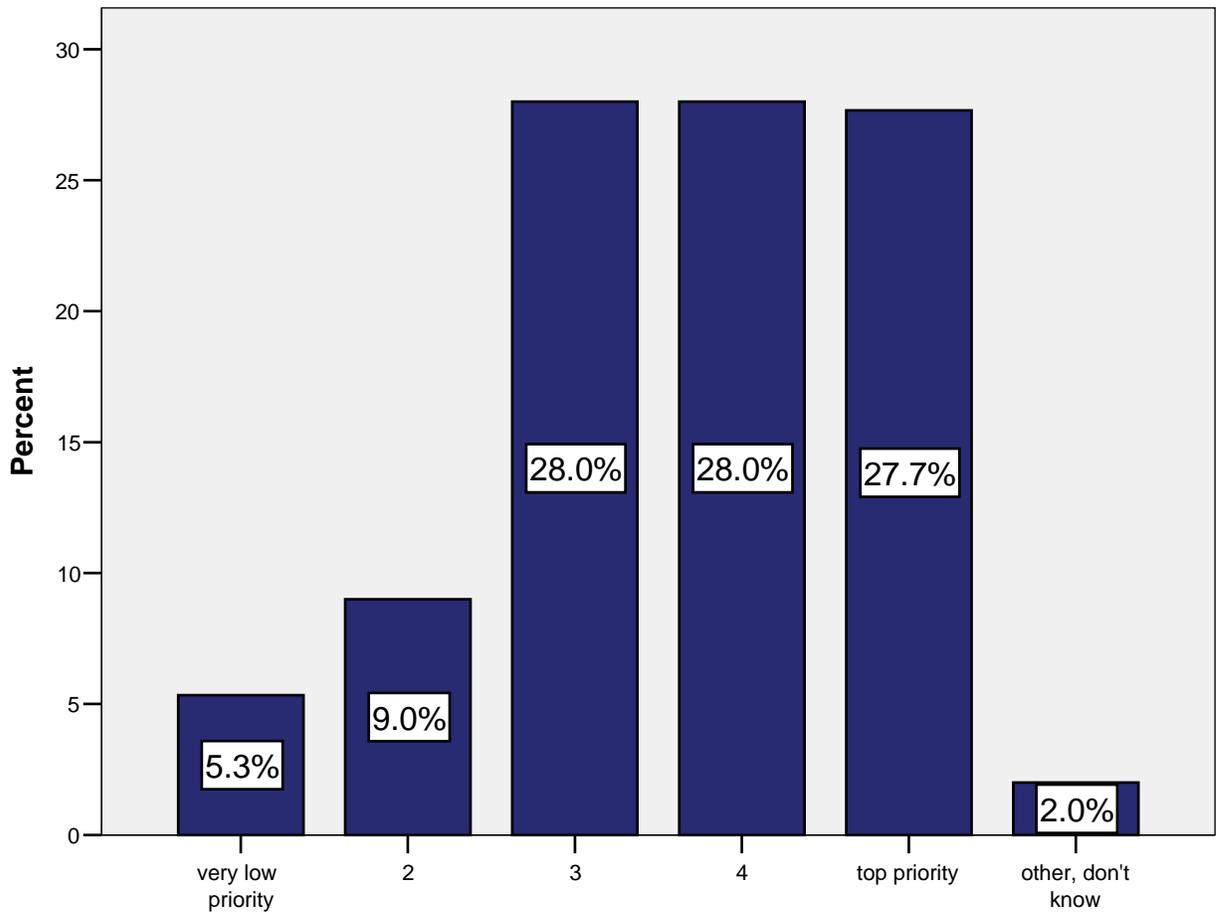




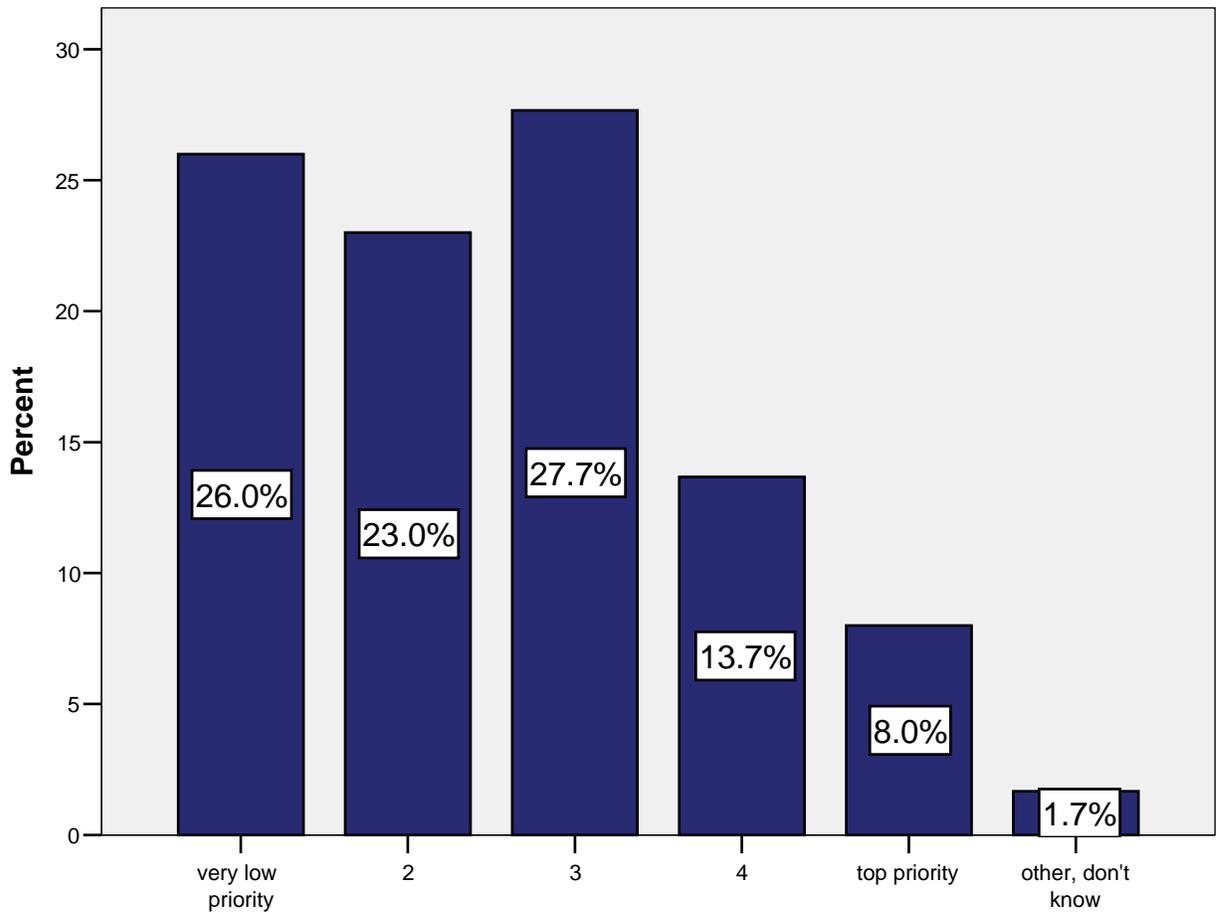
**26. How important would you say it is that downtown Hermann work to retain its historic character?**



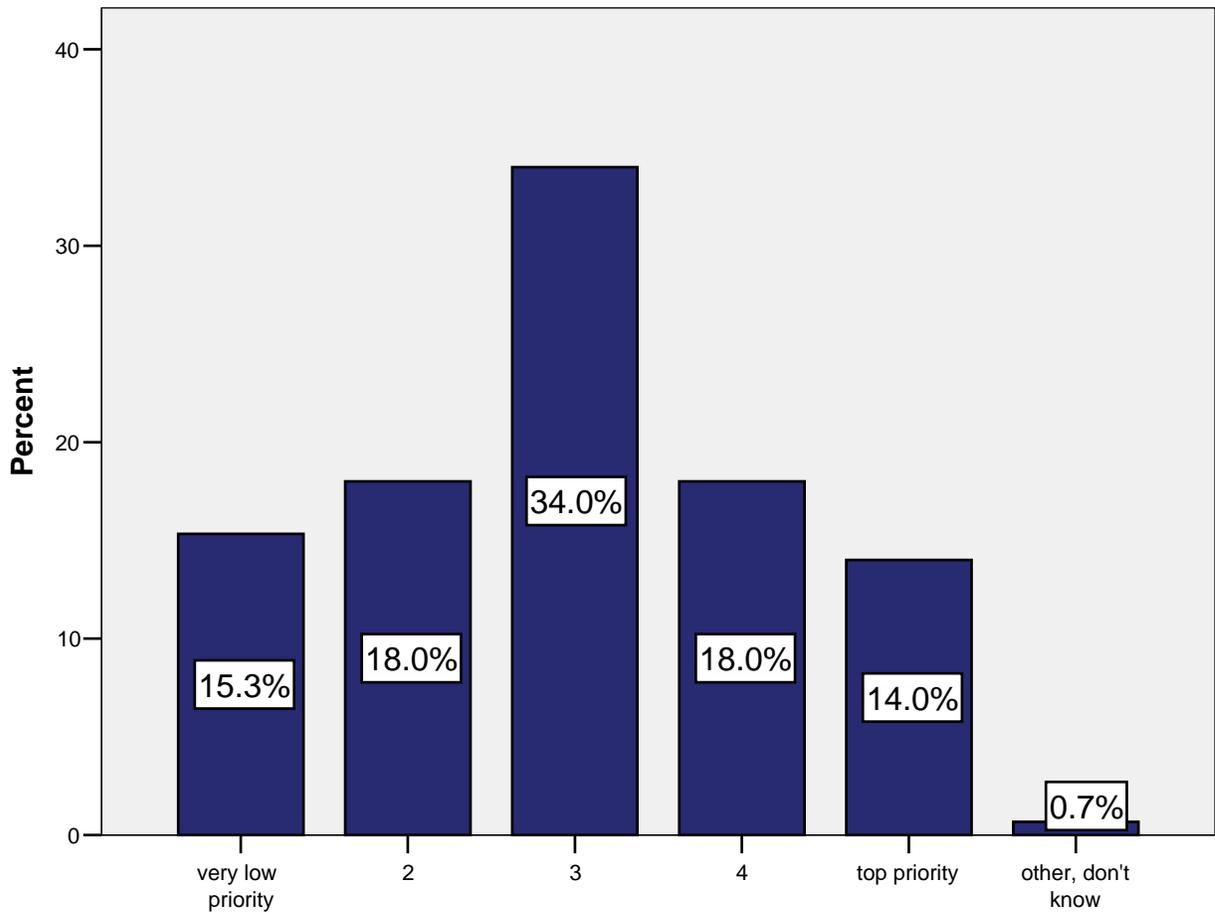
**27. Lodging such as hotel, motel or bed and breakfast**



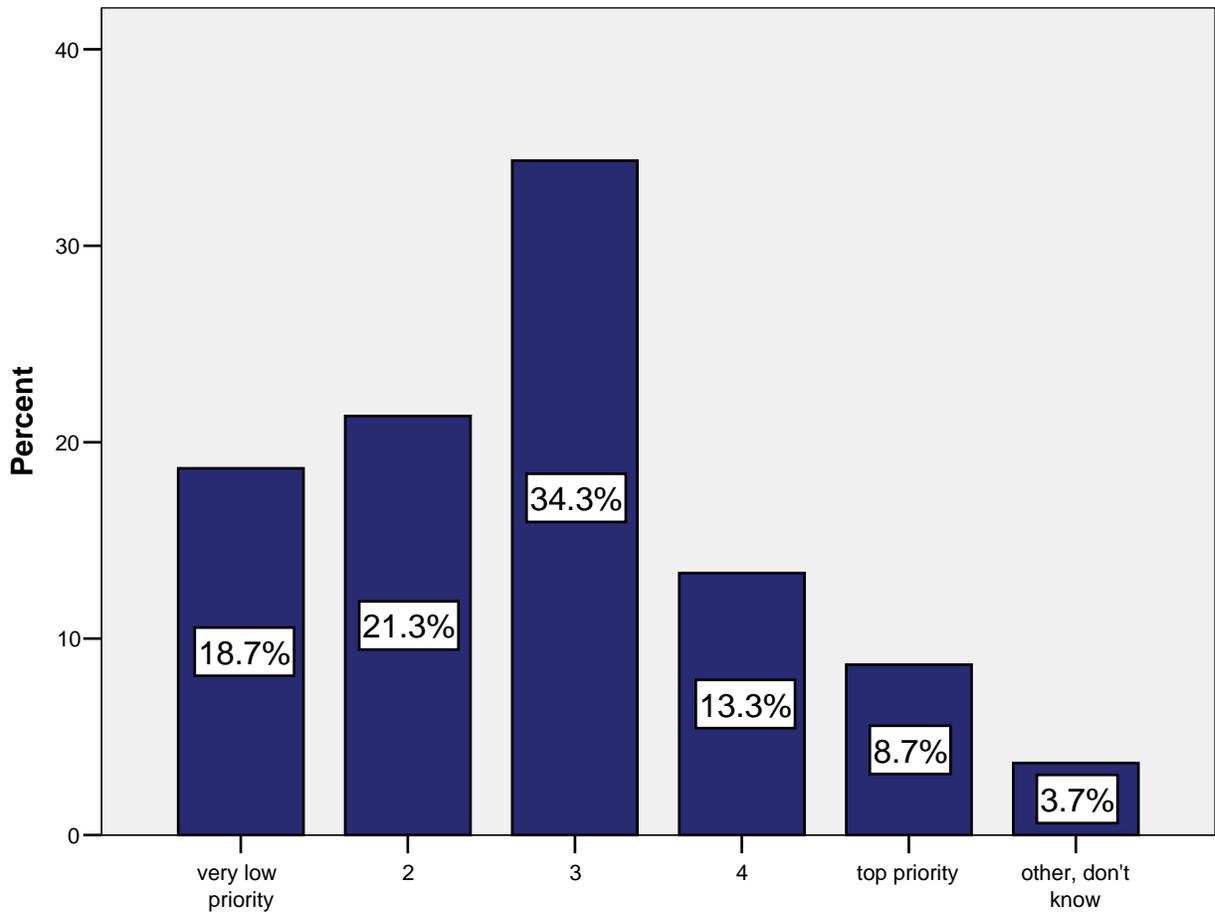
28. casual dining



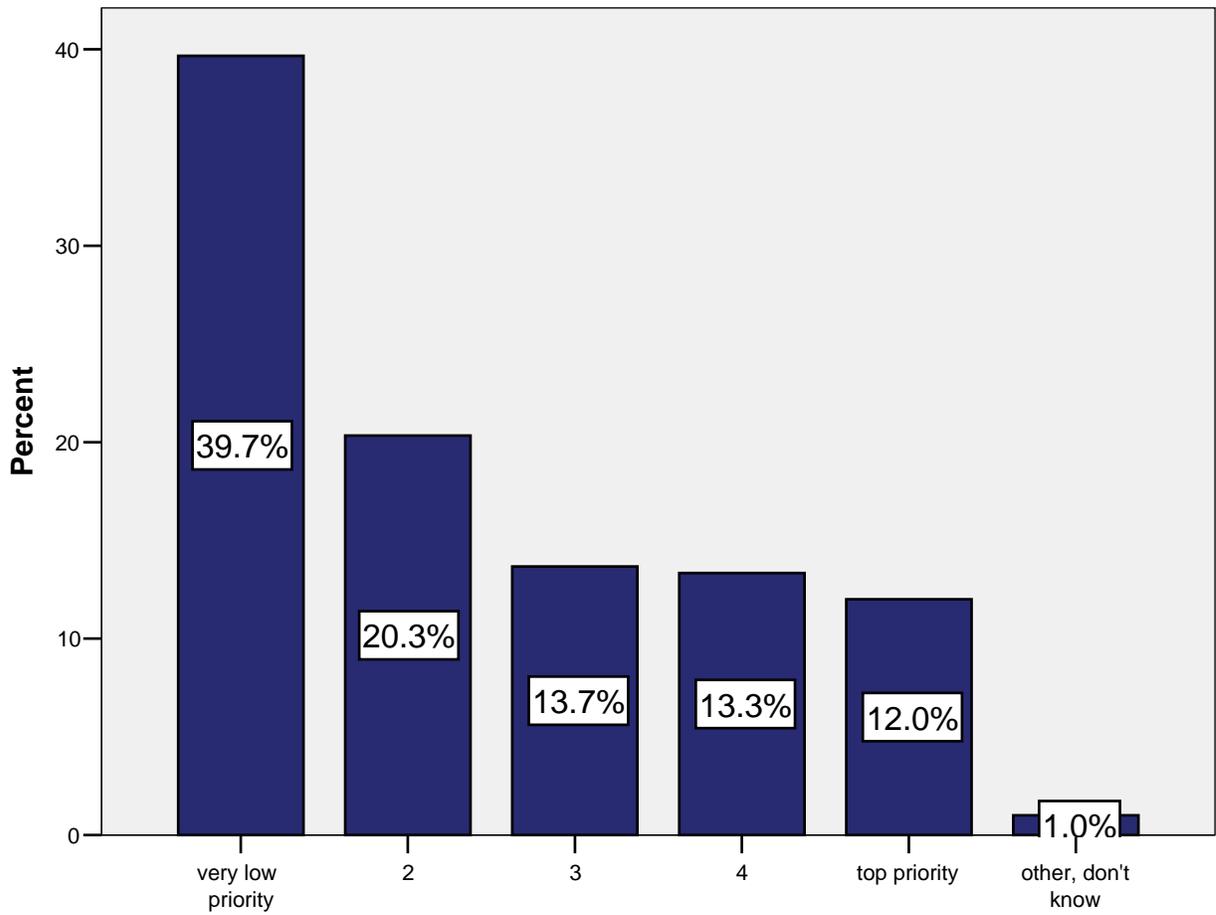
29. coffee shop



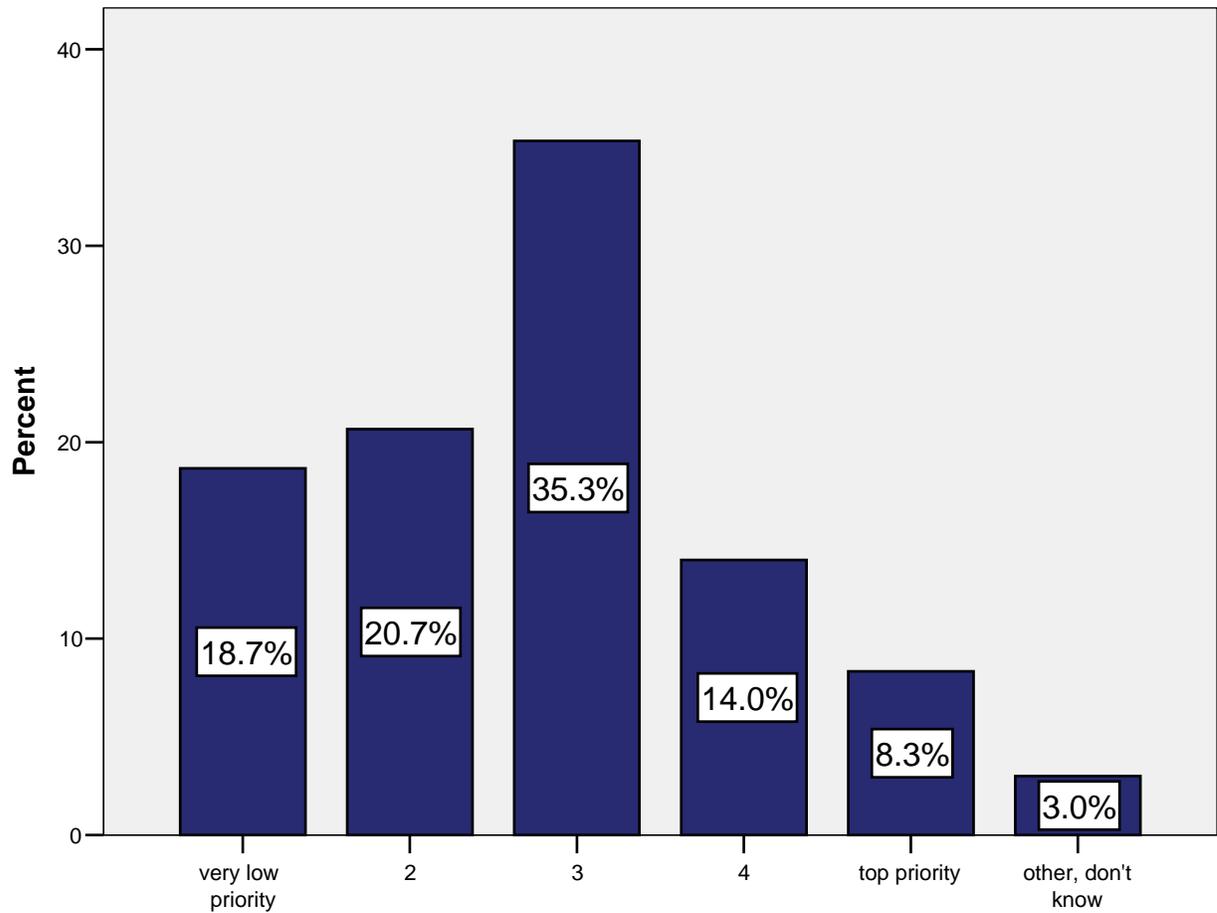
30. ice cream shop/soda fountain



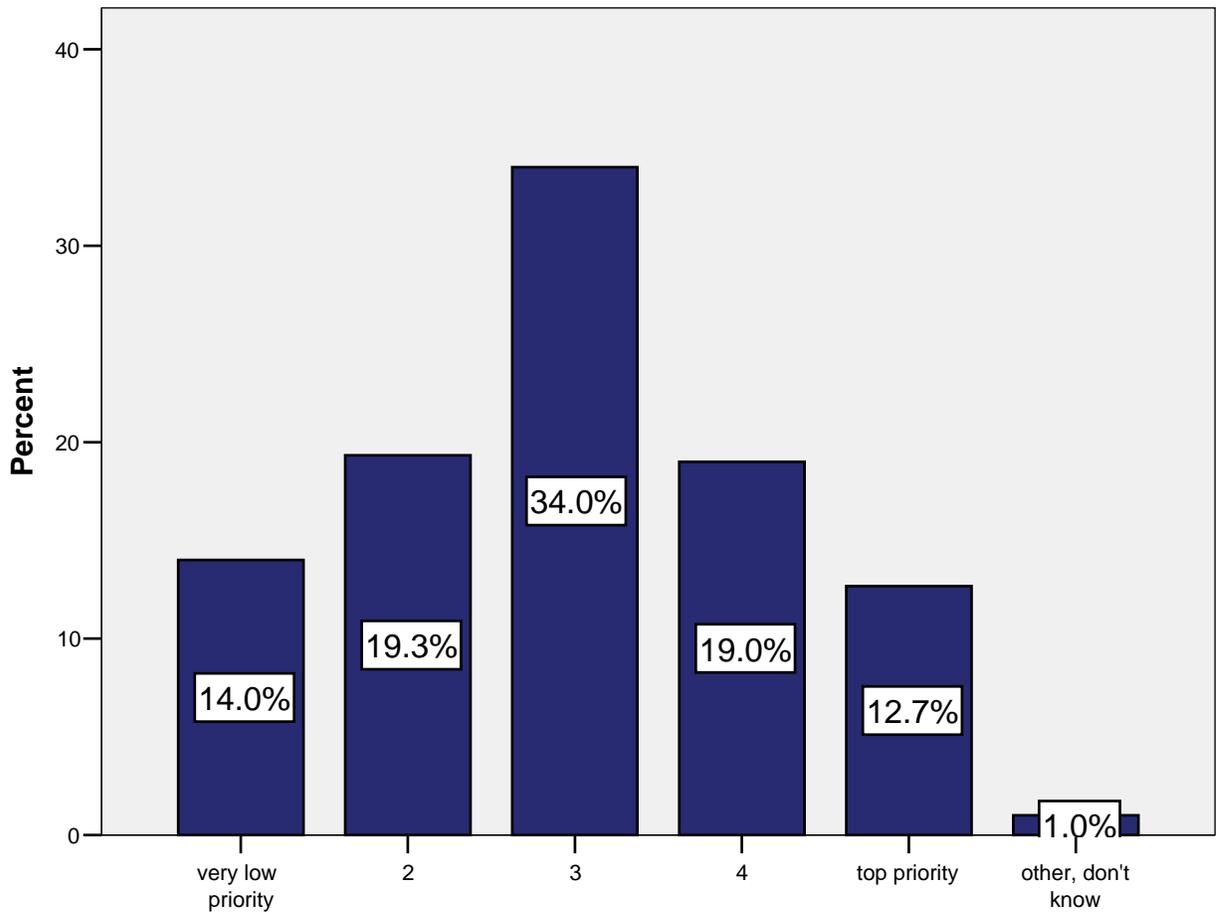
**31. upscale specialty shops**



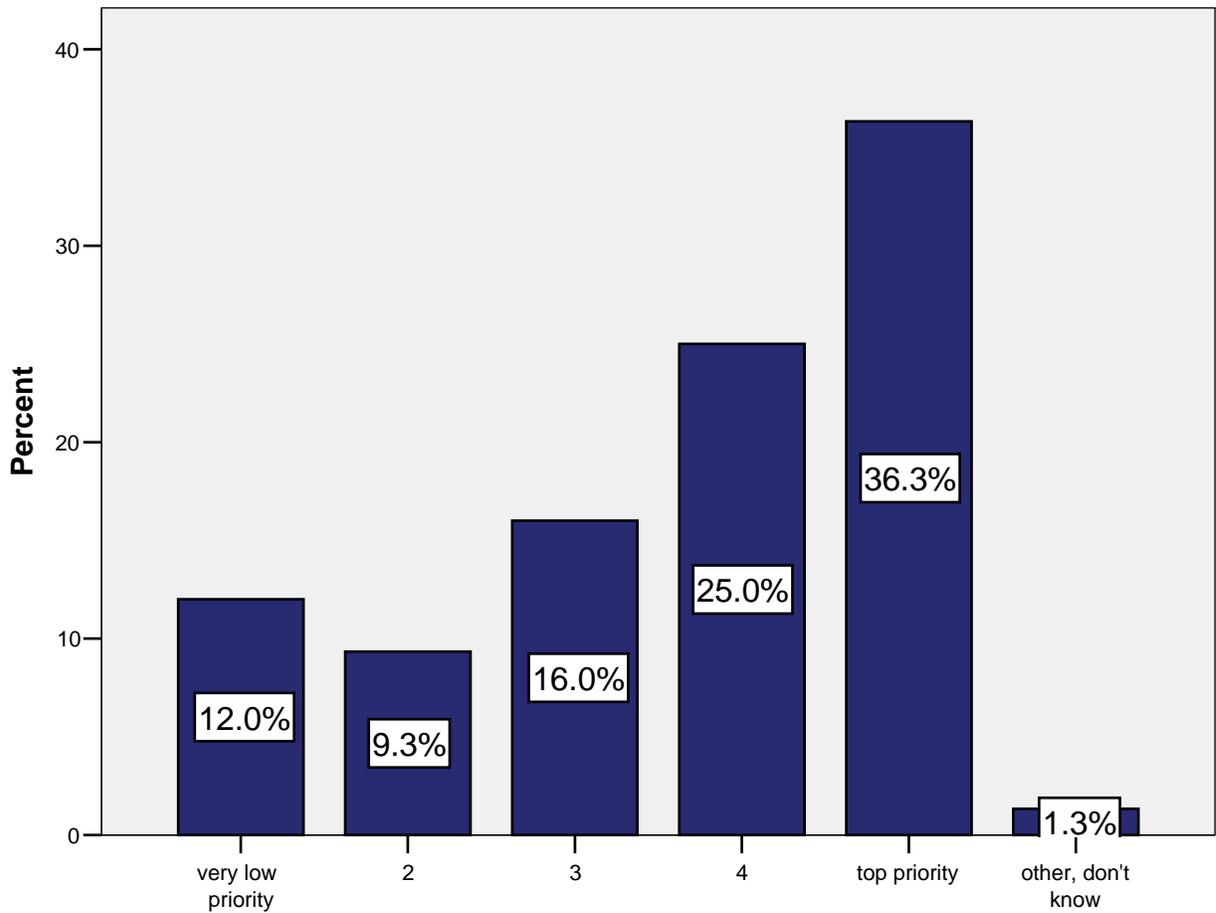
32. antique shops



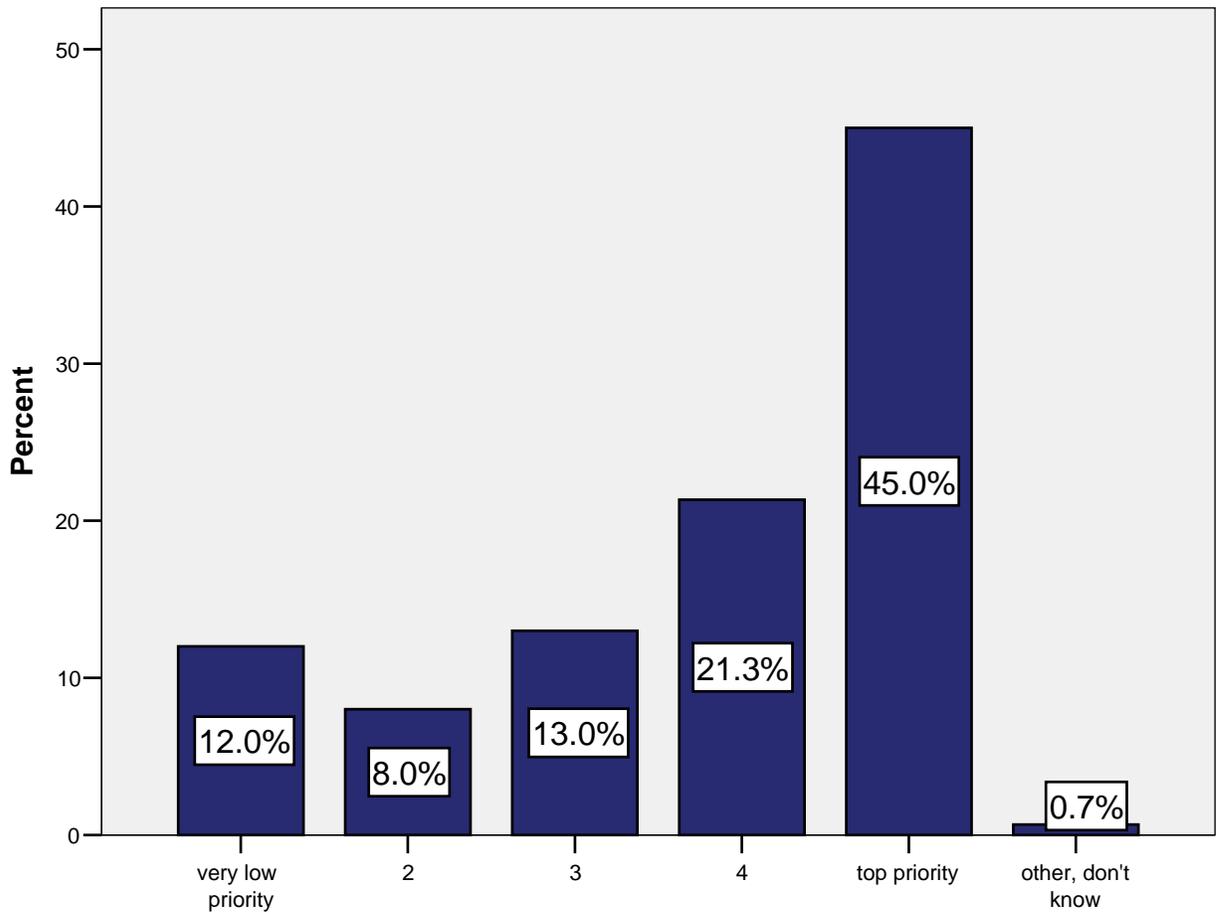
**33. art galleries and shops**



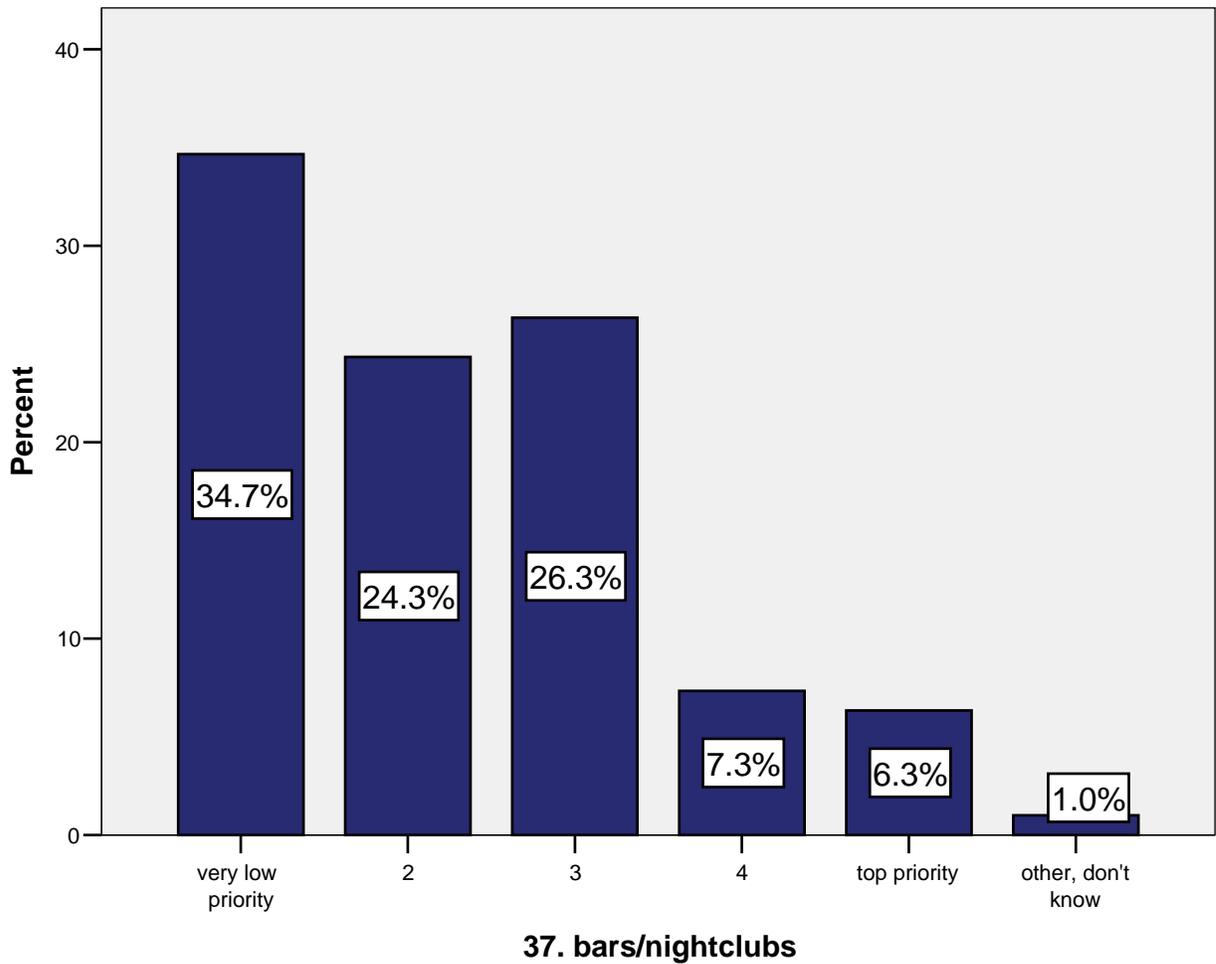
34. upscale dining

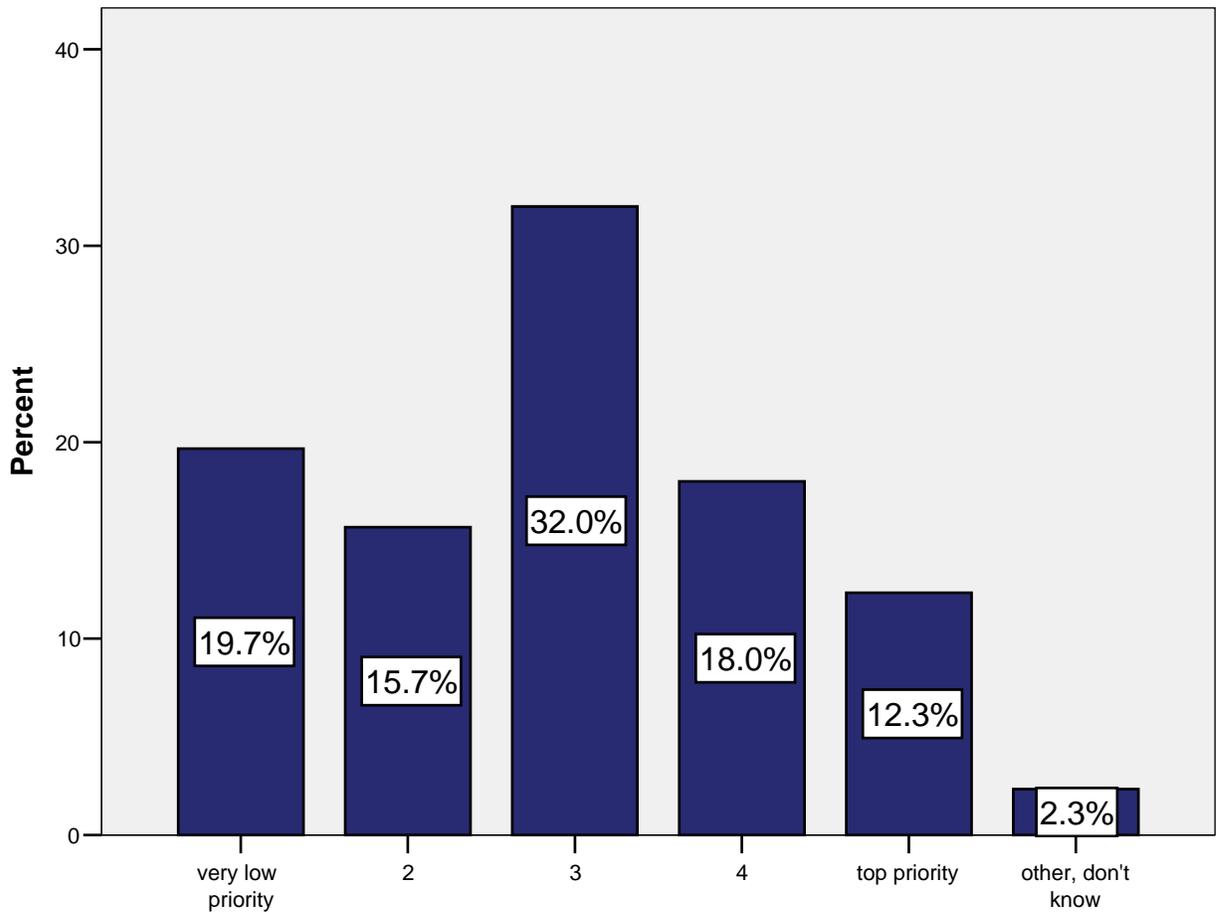


35. clothing stores

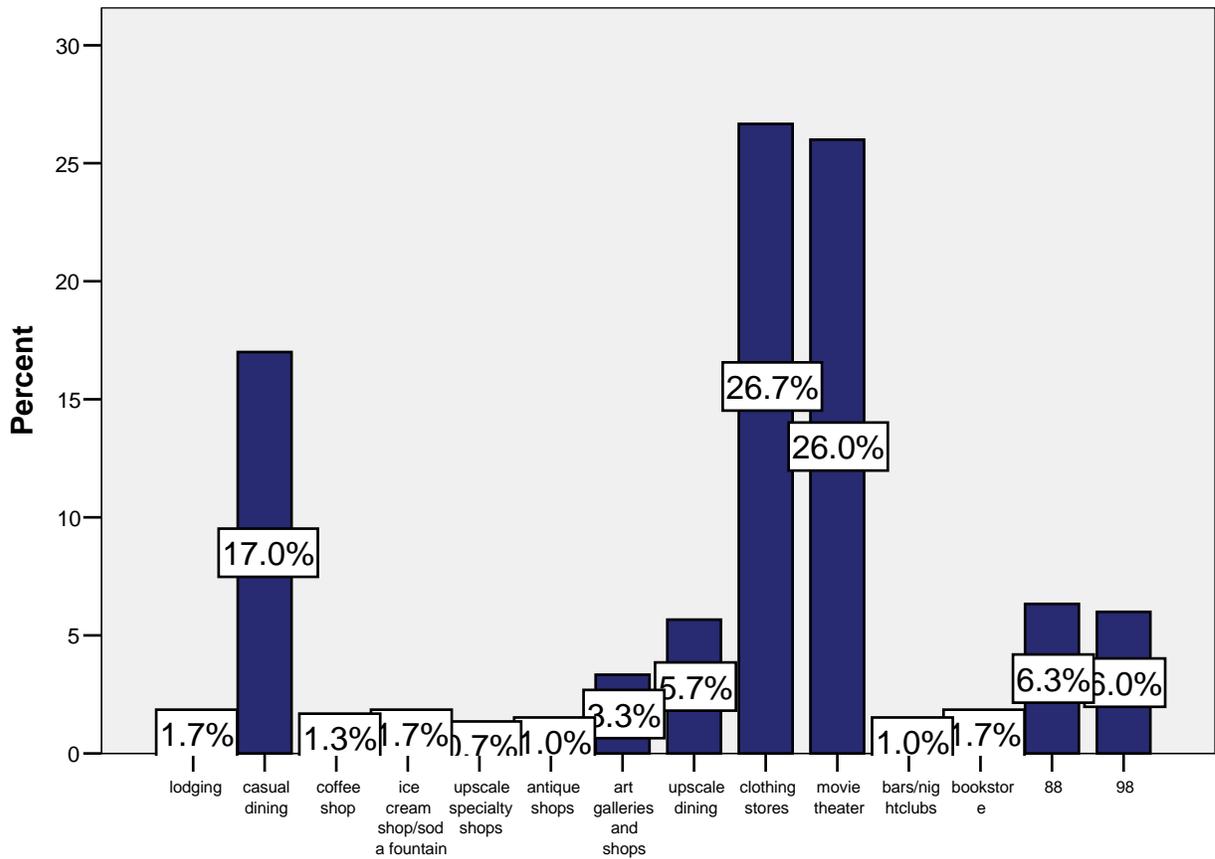


36. movie theater

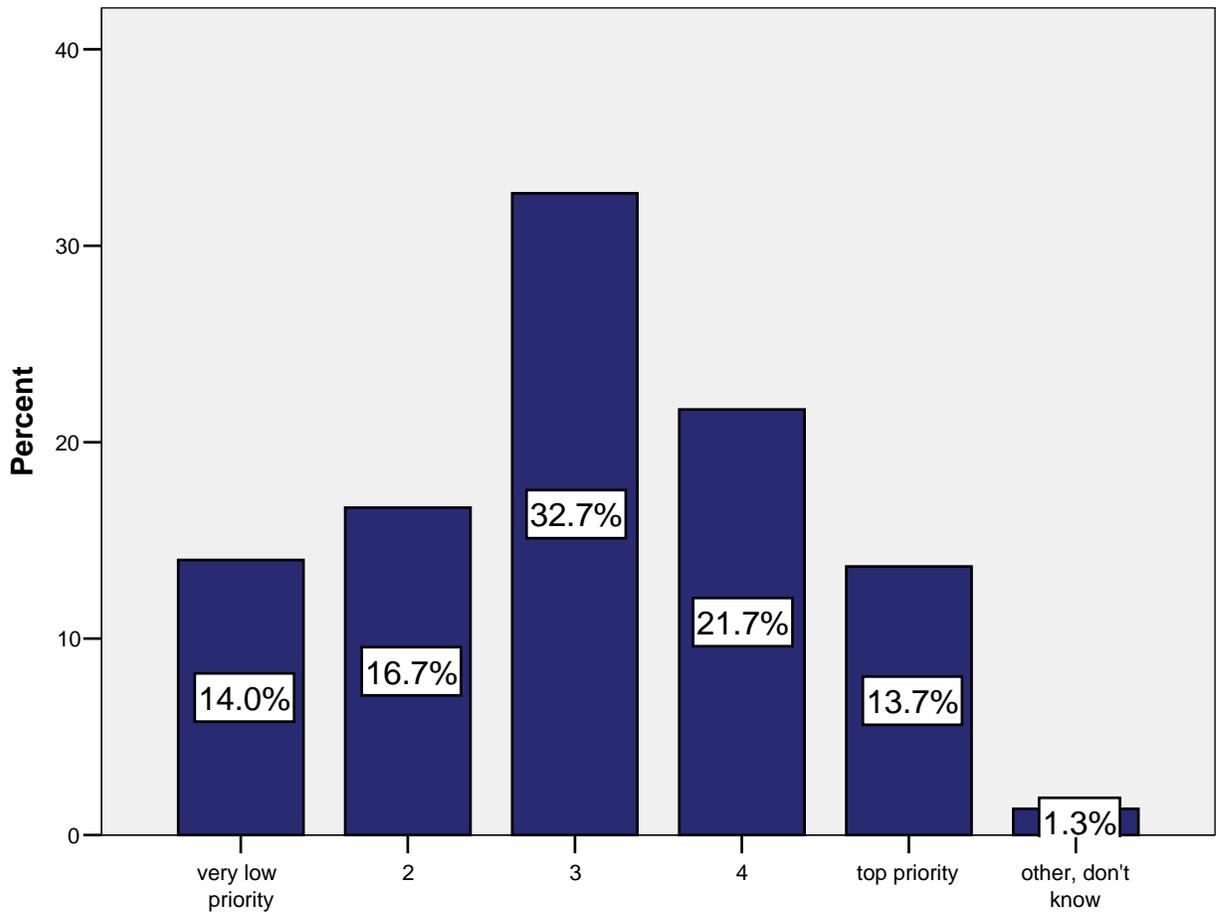




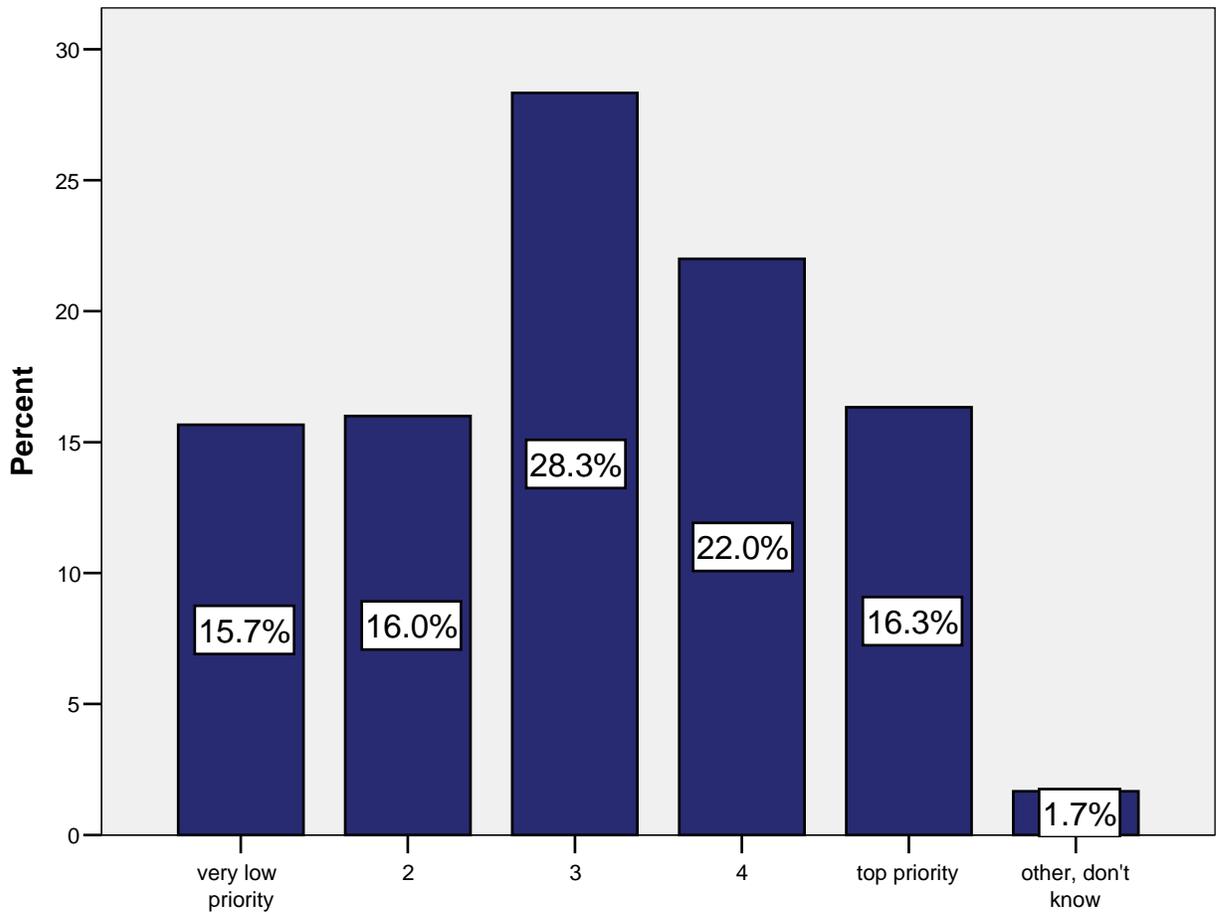
38. bookstore



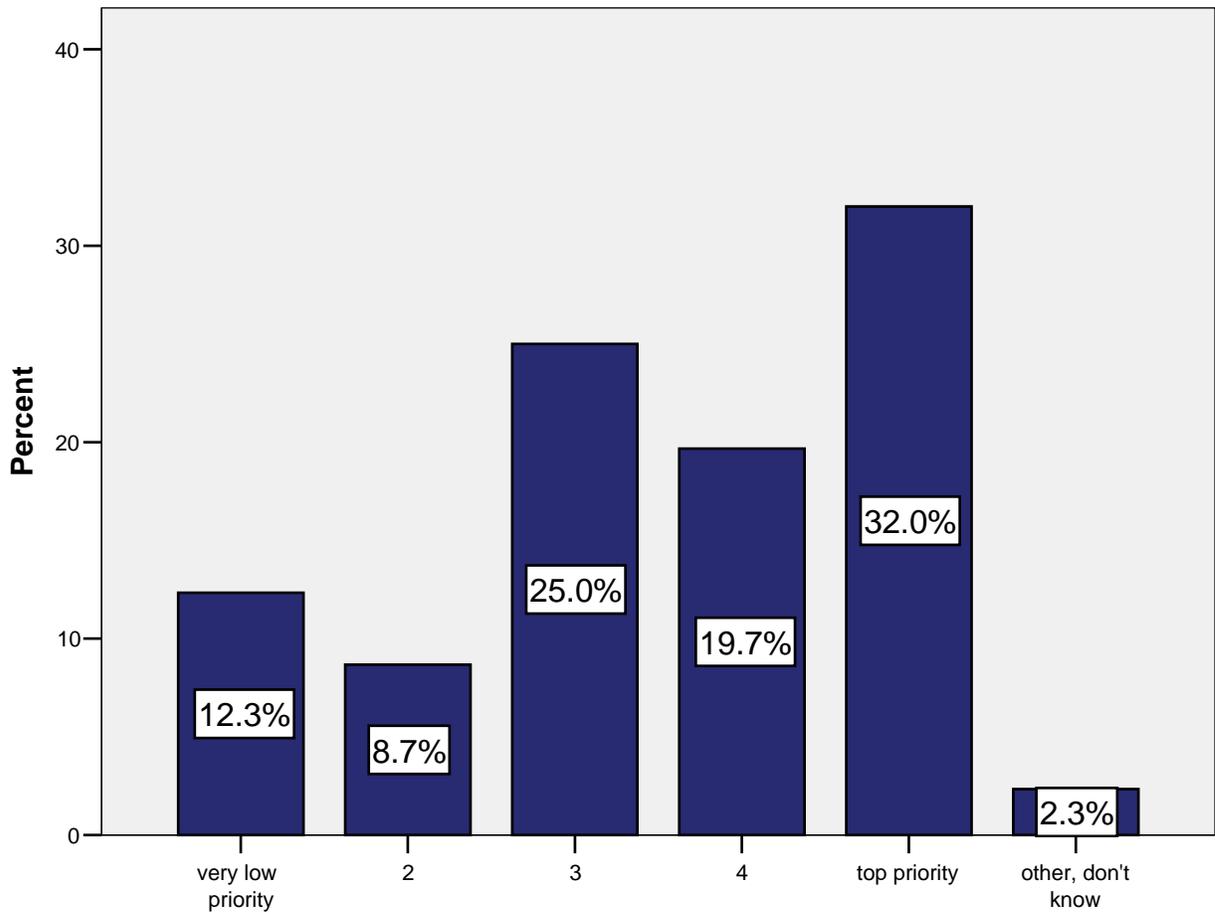
**39. Of the items listed above, what business would you most like to see in downtown Hermann?**



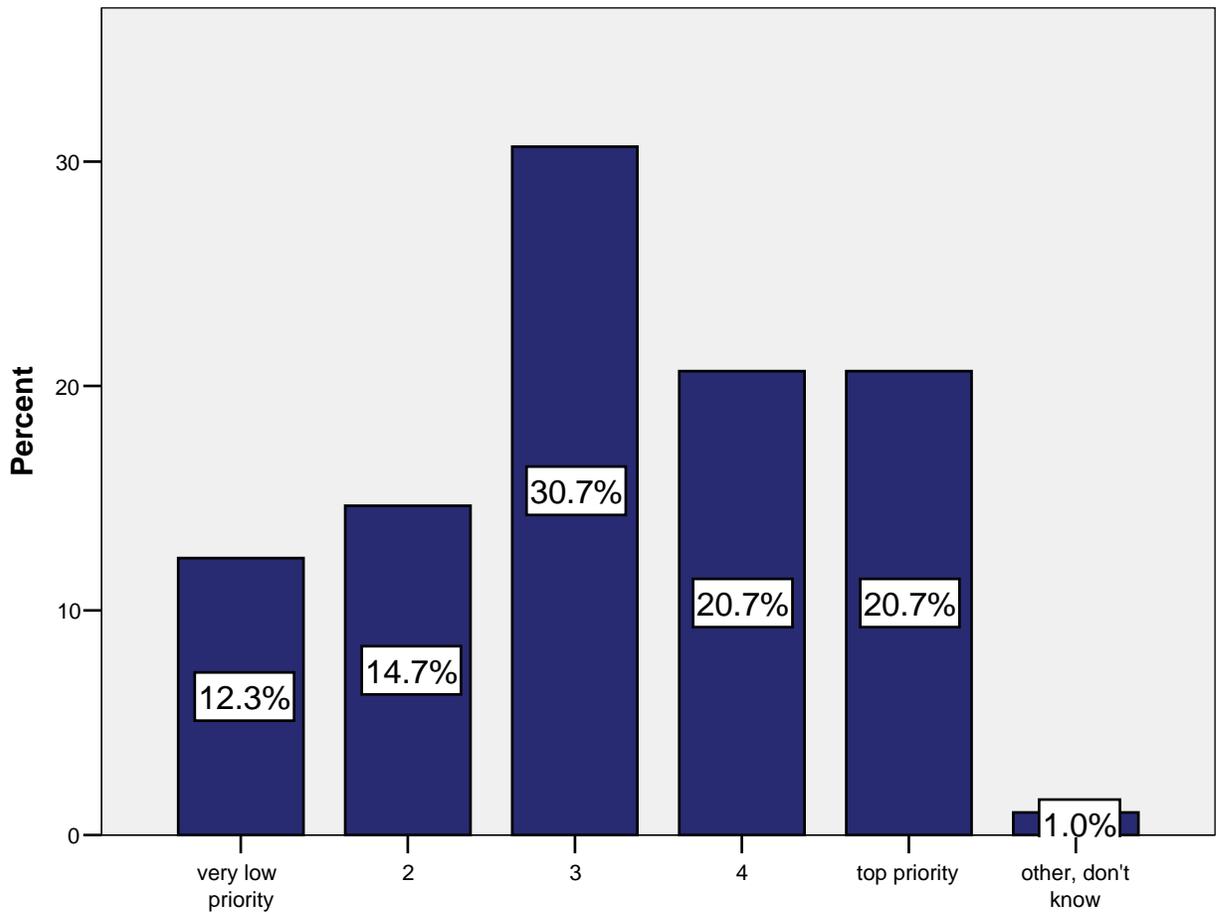
40. adding green space



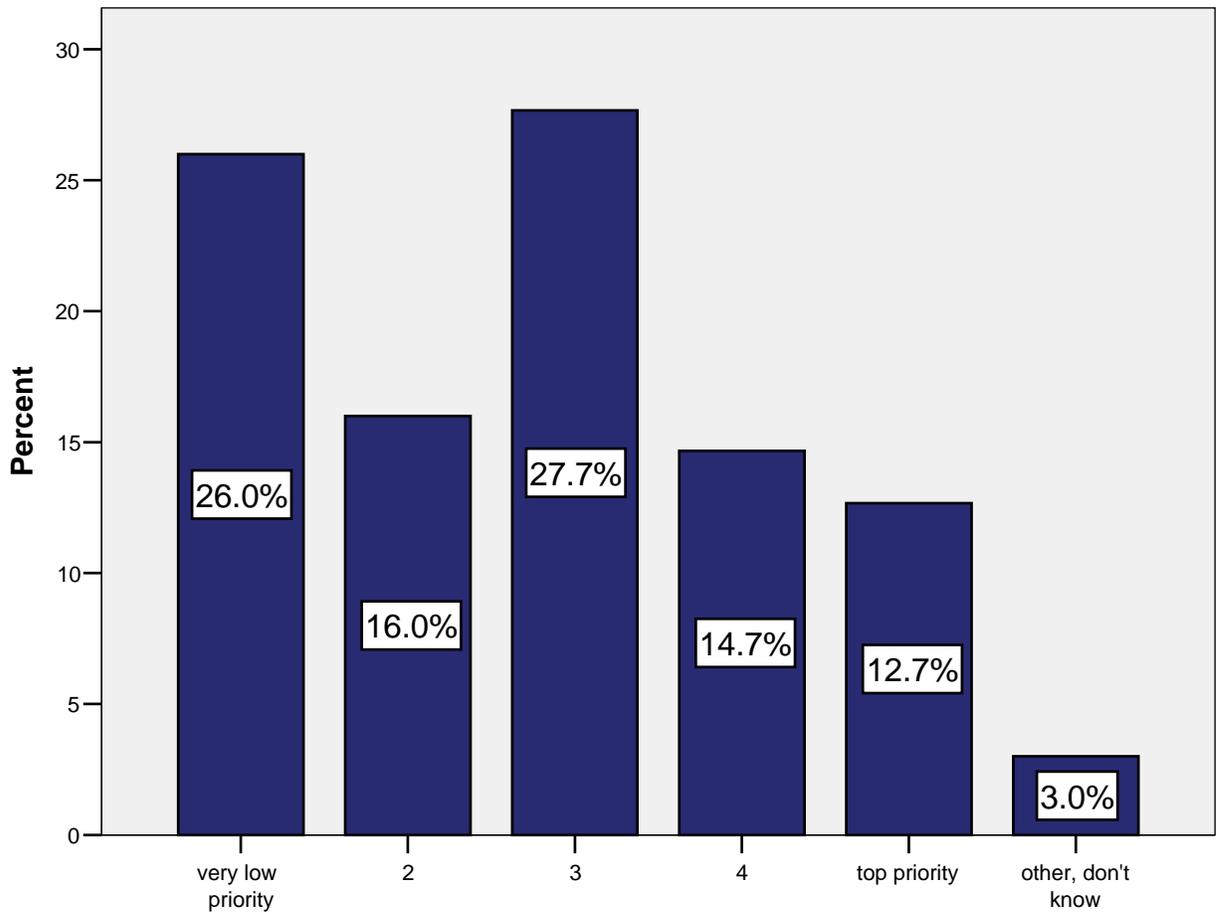
41. improving lighting



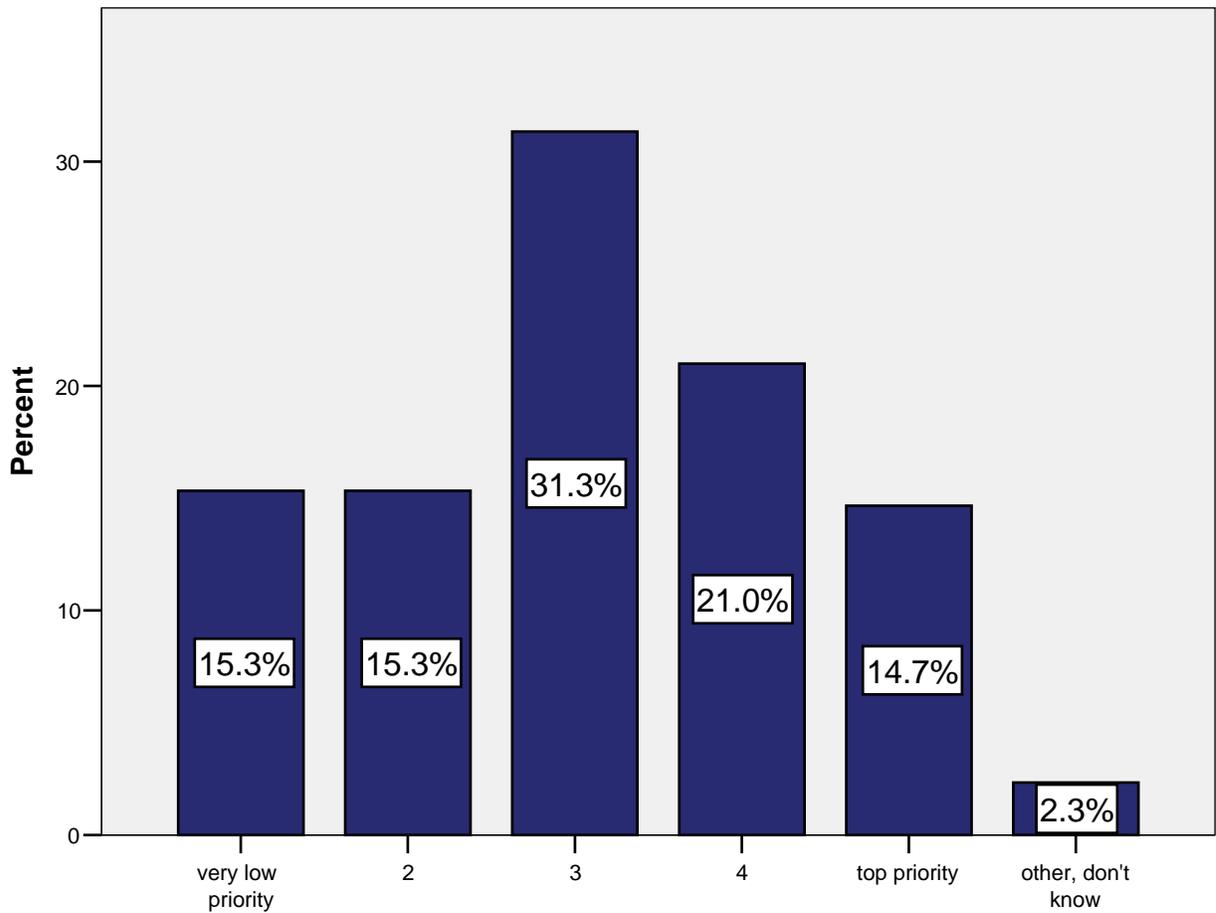
42. moving utilities underground



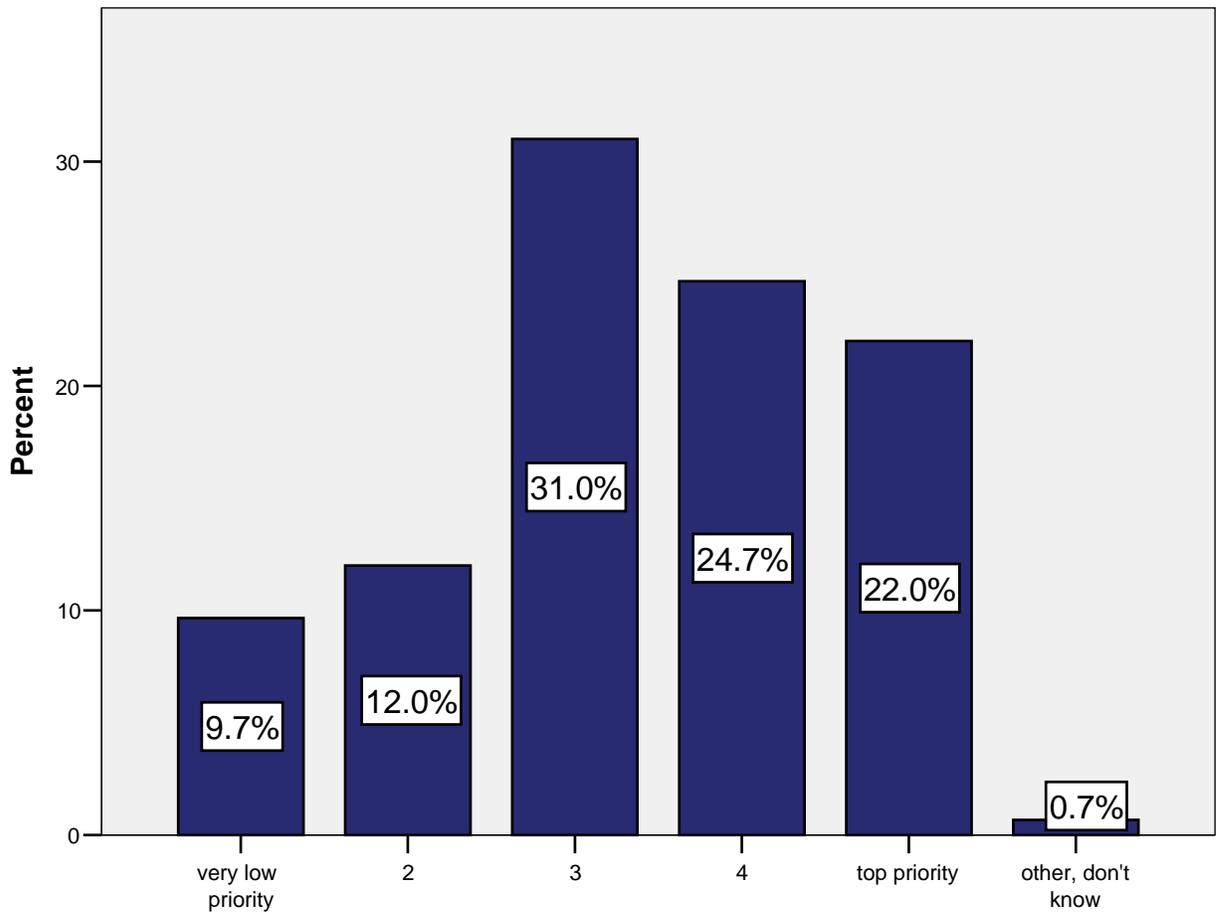
43. adding new parking spaces or lots



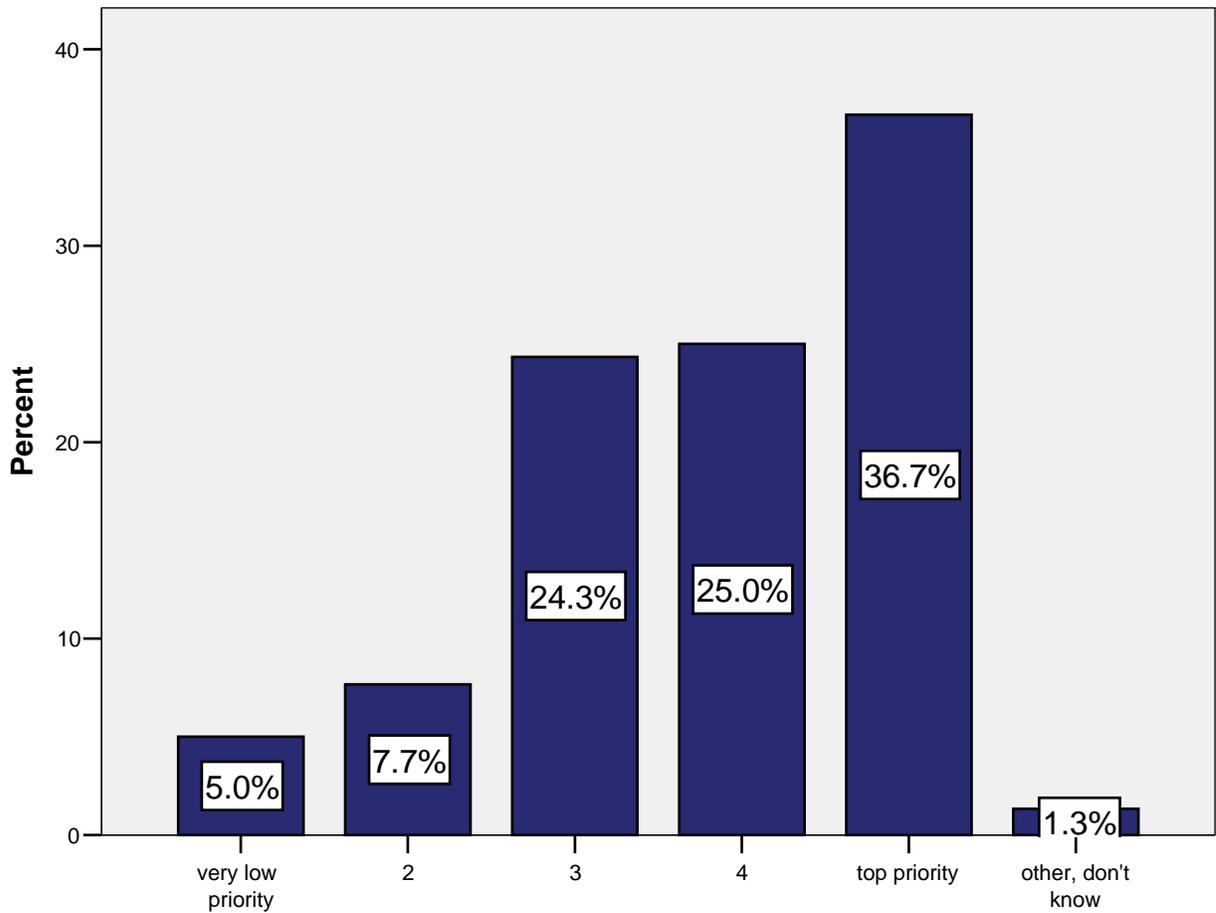
44. stricter building code enforcement



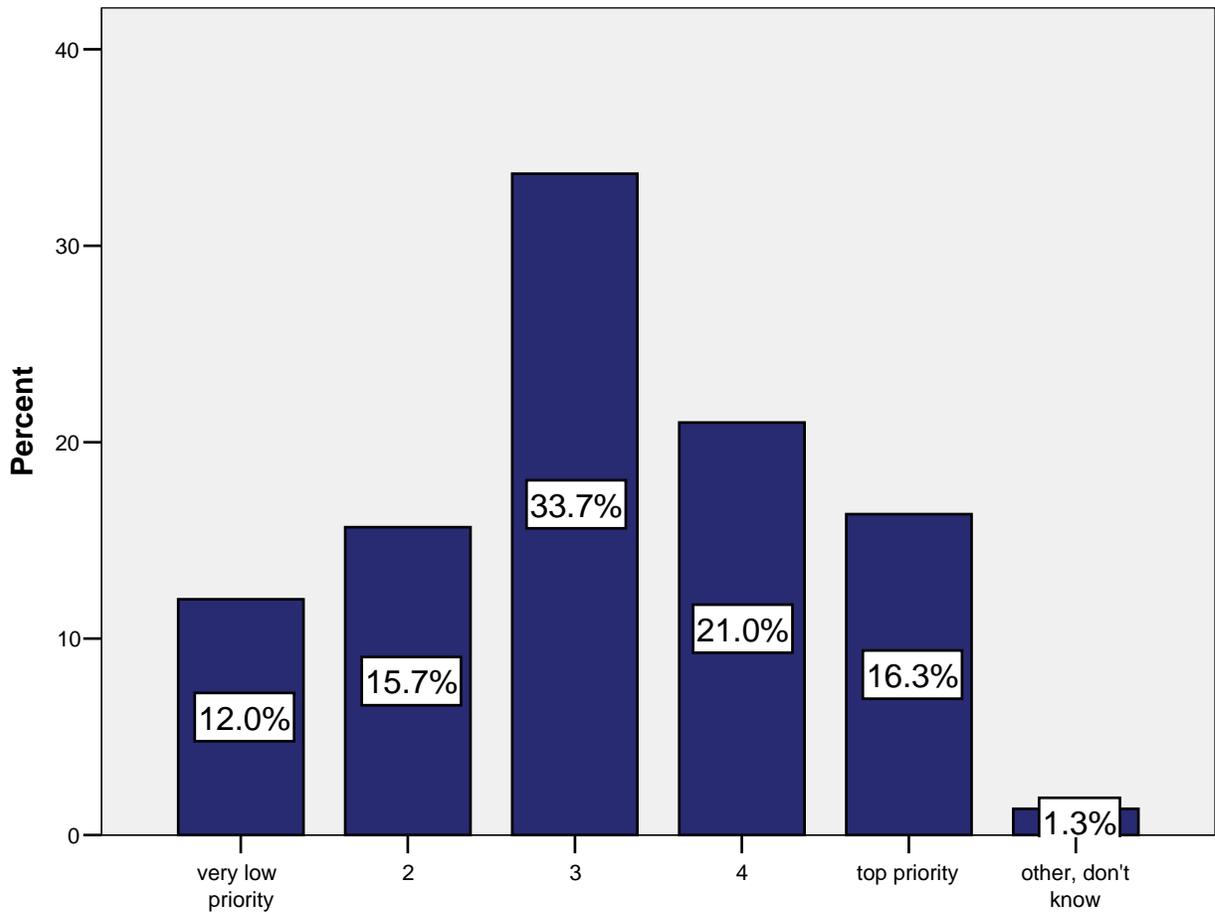
45. developing residential space



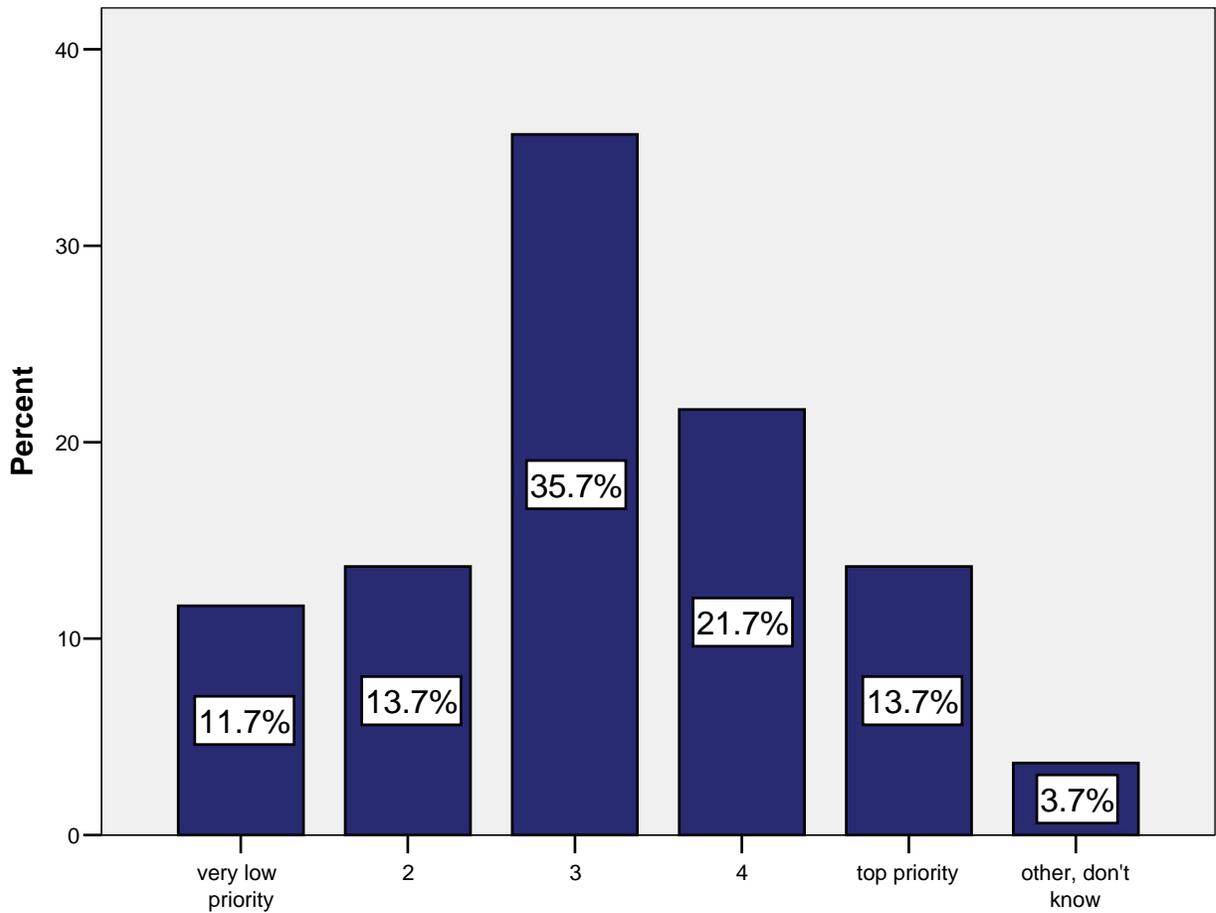
46. making the area more pedestrian-friendly



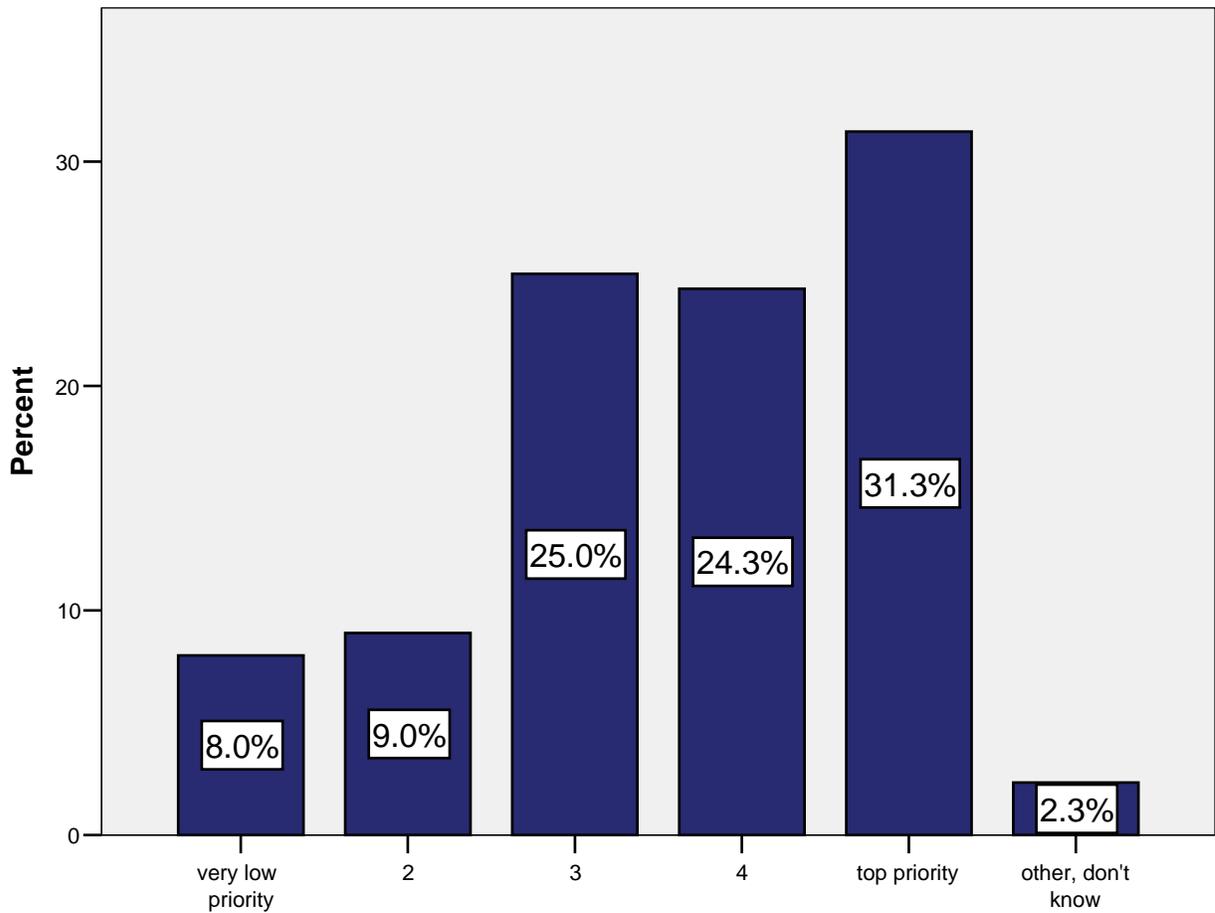
47. adding public restrooms



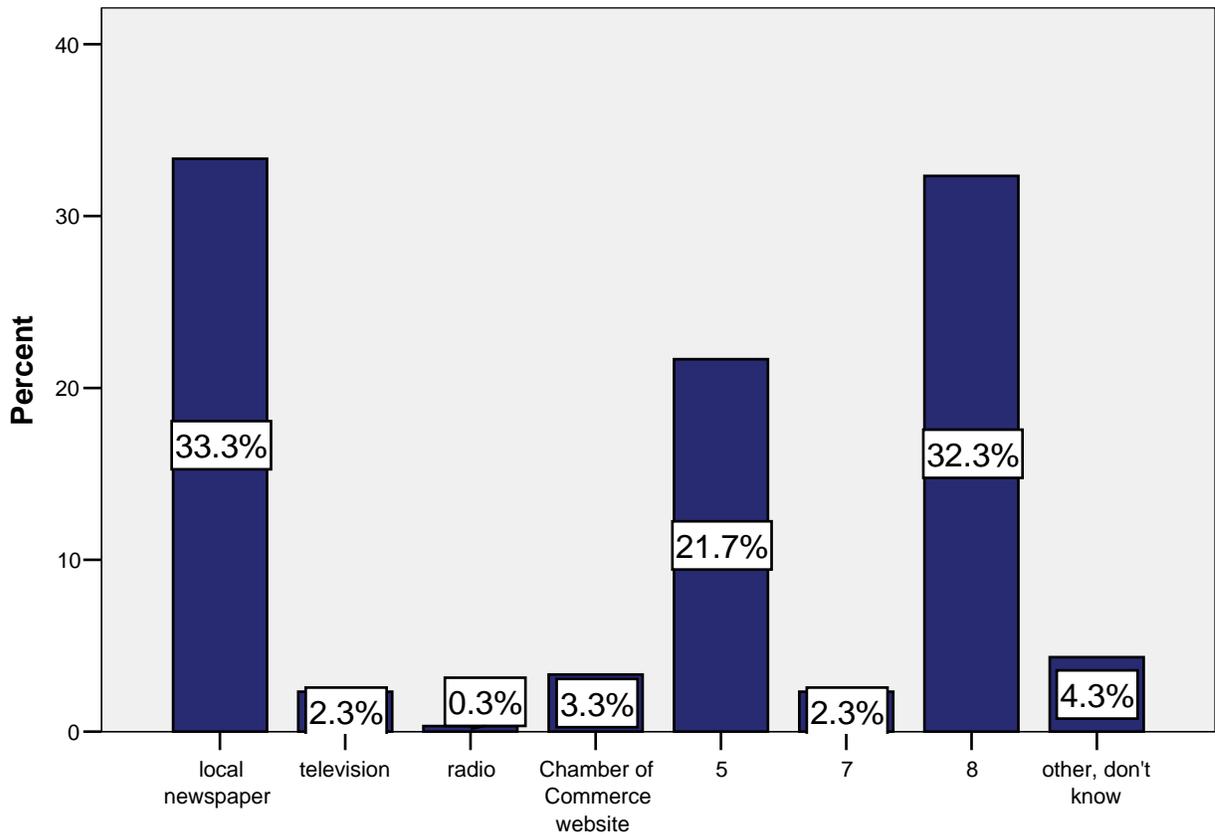
**48. improving signage to help people find their way around**



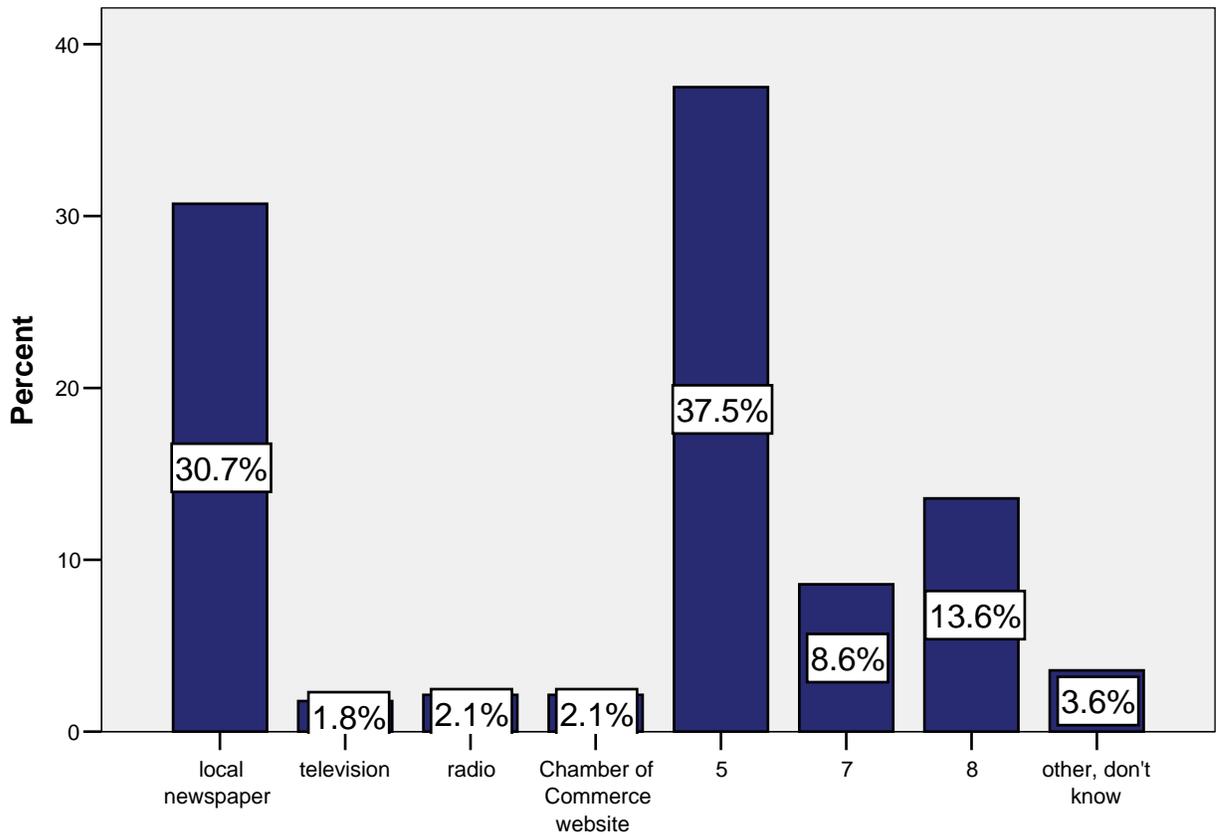
49. improving building facades



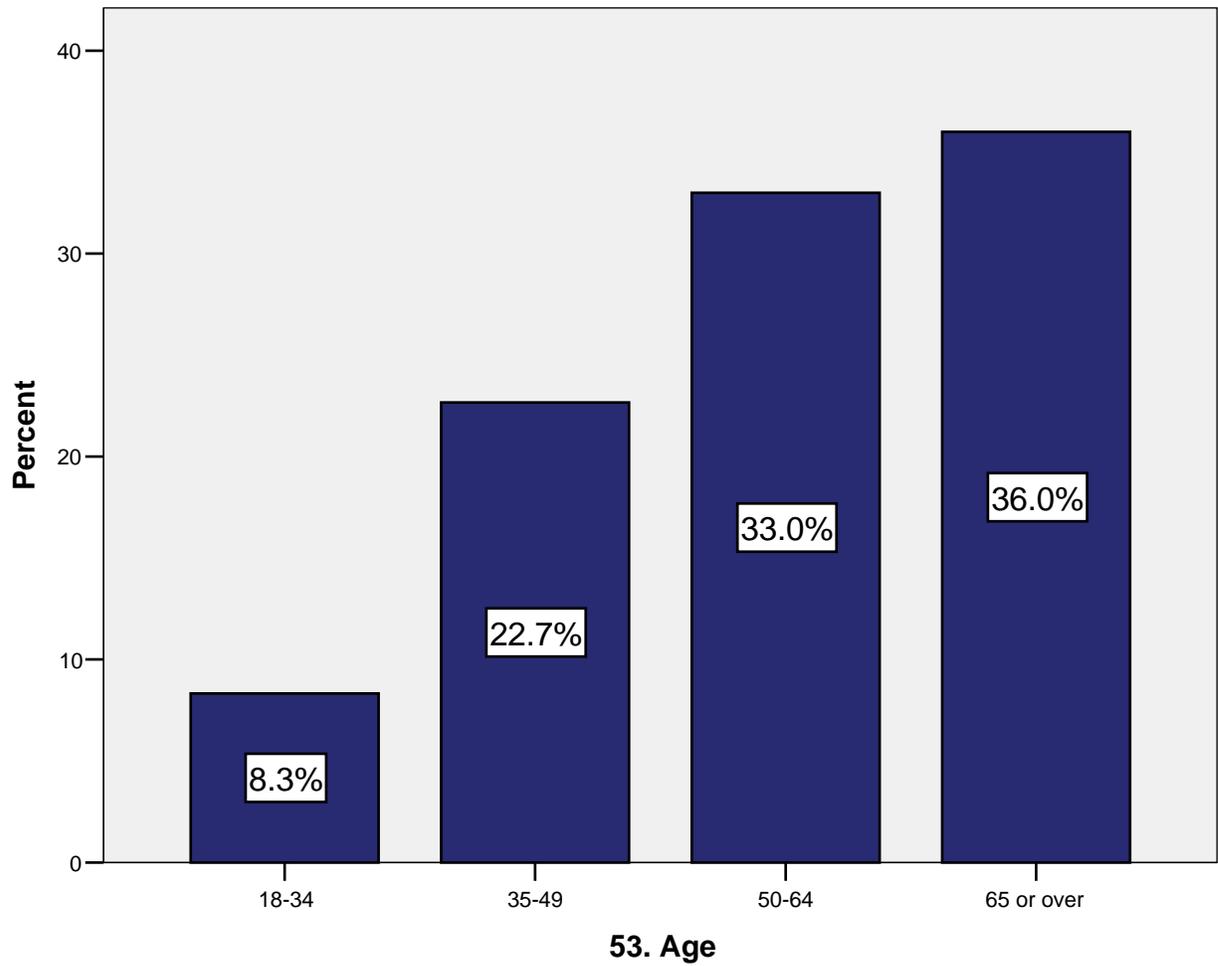
50. improving handicap accessibility

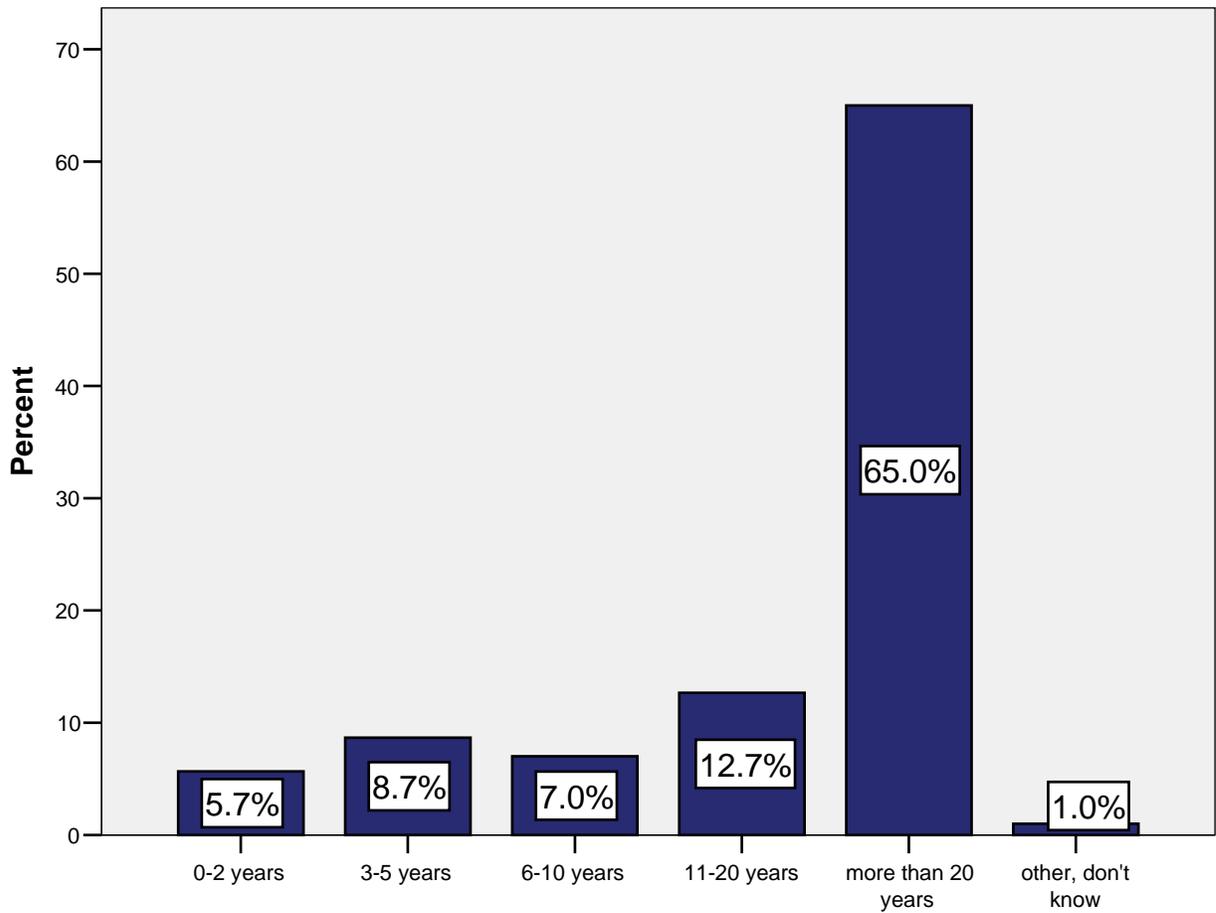


**52. What would you say is your primary source of information about downtown Hermann? And what is your second most likely source of information?**

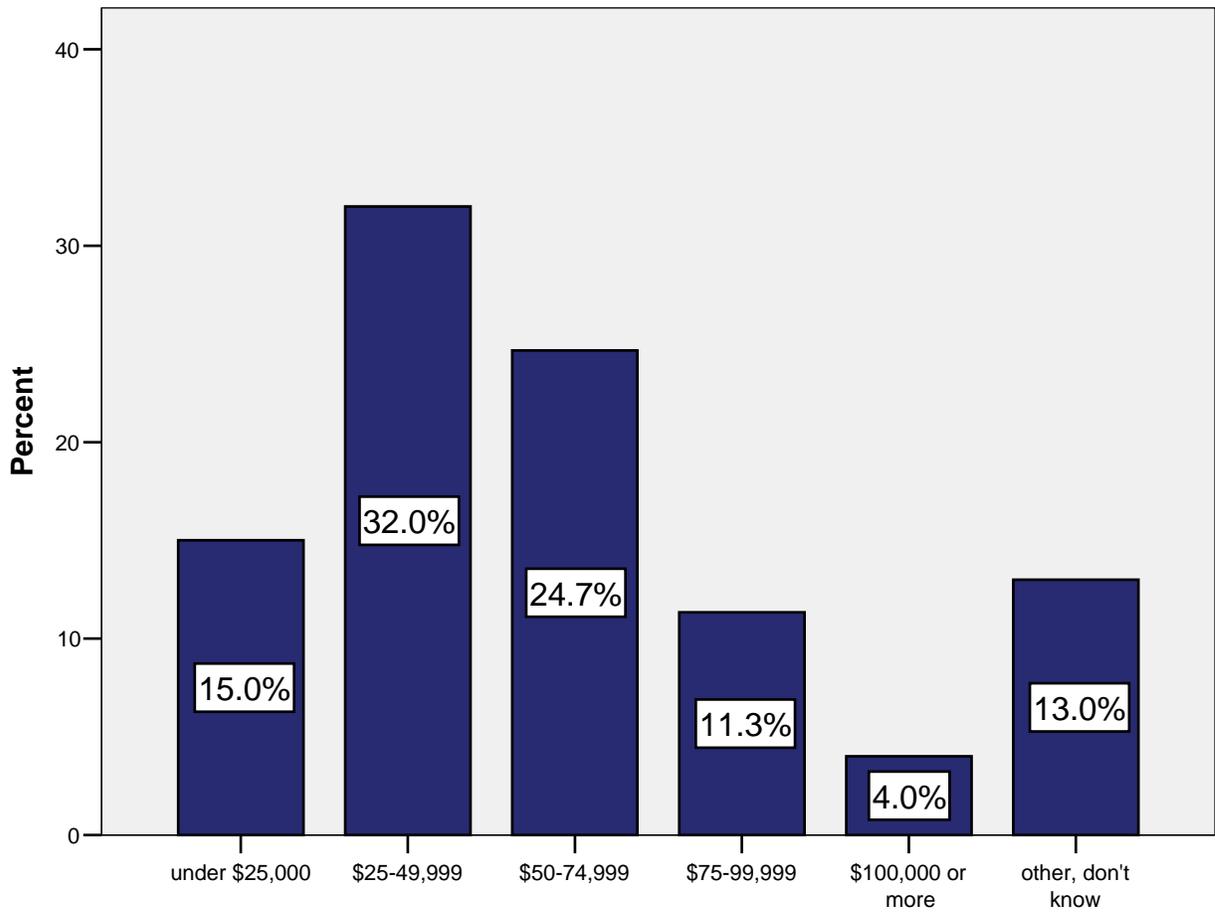


**52. What would you say is your primary source of information about downtown Hermann? And what is your second most likely source of information?**

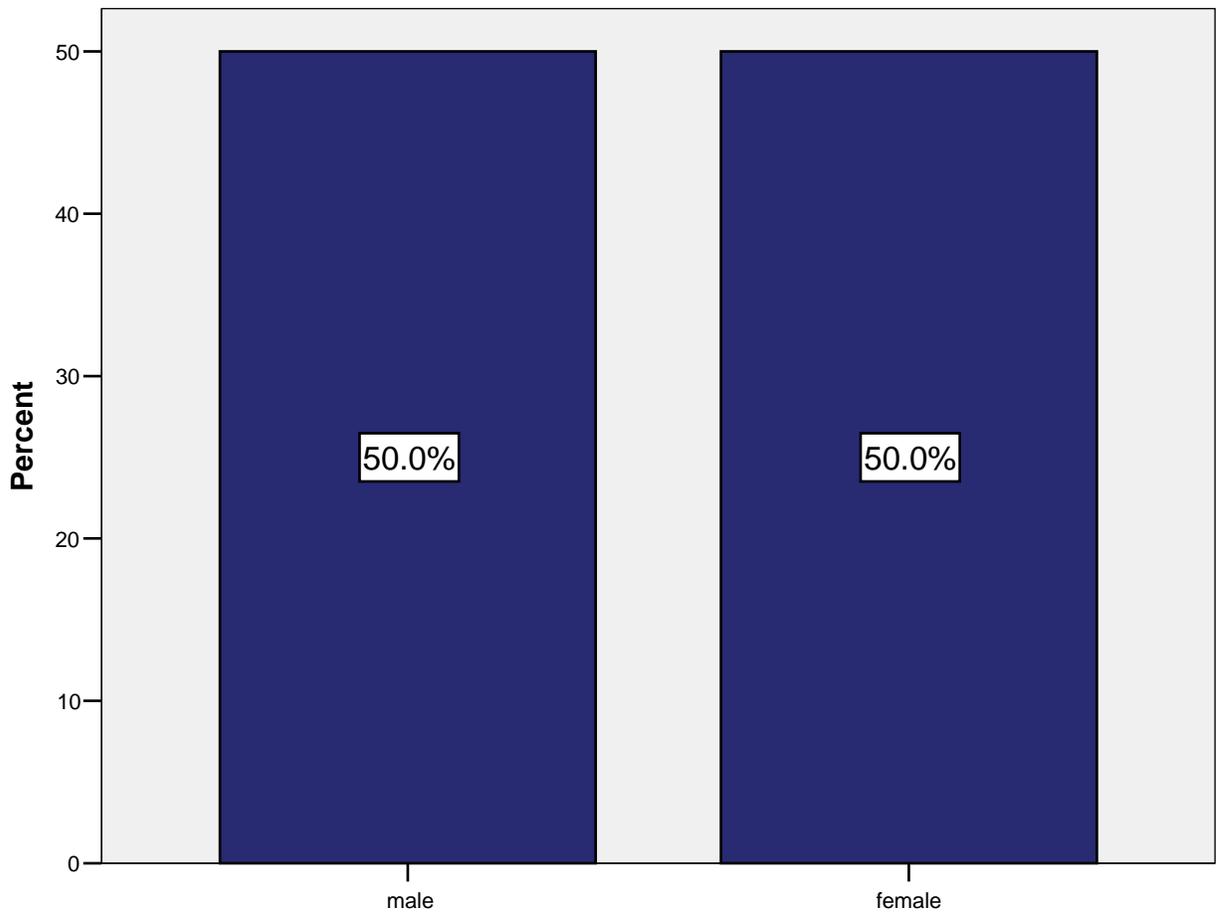




**54. How long have you lived in the Hermann area?**



55. Household income



56. Gender

## SECTION V

### QUESTIONNAIRE

Hello, I'm \_\_\_\_\_ calling from Attitude Research Company. We're conducting a survey to learn more about people's attitudes concerning some local and community issues, 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 Hermann, 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 Hermann downtown area
- 3. Repairing major streets
- 4. Improving emergency services
- 5. Upgrading parks and recreation facilities
- 6. Keeping businesses from moving out-of-town
- 7. How often do you visit downtown Hermann?

- 1) Once a year or less
- 2) Less than once a month
- 3) One to five times per month
- 4) More than five times a month
- 5) Other (specify)
- 6) Don't visit downtown
- 9) Don't know

[ASK 8-14 ONLY IF ANSWERED 1-3 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. conducting business

[ASK ONLY IF ANSWERED 1-3 TO Q7] 14. Of the items listed above, which would you say is the one reason you most often visit downtown Hermann? [*repeat list if necessary, code responses as follows*]

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

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

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

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

**(ROTATE ORDER)**

27. lodging such as hotel, motel or bed and breakfast
28. casual dining

29. coffee shop
30. ice cream shop/soda fountain
31. upscale specialty shops
32. antique shops
33. art galleries and shops
34. upscale dining
35. clothing stores
36. movie theater
37. bars/nightclubs
38. bookstore
39. Of the items listed above, what business would you most like to see in downtown Hermann?

*(Read choices again if necessary.)*

1. lodging such as hotel, motel or bed and breakfast
2. casual dining
3. coffee shop
4. ice cream shop/soda fountain
5. upscale specialty shops
6. antique shops
7. art galleries and shops
8. upscale dining
9. clothing stores
10. movie theater
11. bars/nightclubs
12. bookstore
99. other (specify)

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

**(ROTATE ORDER)**

40. adding green space
41. improving lighting

42. moving utilities underground
43. adding new parking spaces or lots
44. stricter building code enforcement
45. developing residential space
46. making the area more pedestrian-friendly
47. adding public restrooms
48. improving signage to help people find their way around
49. improving building facades
50. improving handicap accessibility
51. Are there any other improvements you think should be made to downtown Hermann? [open-ended, record first two responses]
52. What would you say is your primary source of information about downtown Hermann? 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
  - 2) radio
  - 3) Chamber of Commerce web site
  - 4) word-of-mouth
  - 9) other [specify]

And now, a few final questions for classification purposes.

53. 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
54. How long have you lived in the Hermann 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

55. For statistical purposes only, please indicate which of the following categories best fits your total household income for 2006. 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

56. Gender [do not ask – just record below]

- 1) male
- 2) female

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

## SECTION VI

### CROSS TABULATION

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		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	%
1. Thinking about the Hermann, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?	right	76.0%	60.3%	69.7%	75.0%	70.6%	76.9%	61.9%	73.7%	69.7%	57.8%	72.9%	71.6%	79.4%	66.7%
	mixed	8.0%	11.8%	11.1%	10.2%	11.8%	3.8%	9.5%	10.5%	11.3%	13.3%	7.3%	9.5%	8.8%	8.3%
	wrong	12.0%	25.0%	17.2%	5.6%	11.8%	15.4%	23.8%	13.2%	13.3%	20.0%	15.6%	16.2%	5.9%	16.7%
	other, don't know	4.0%	2.9%	2.0%	9.3%	5.9%	3.8%	4.8%	2.6%	5.6%	8.9%	4.2%	2.7%	5.9%	8.3%
2. Revitalizing the Hermann downtown area	very low priority	4.0%	14.7%	9.1%	8.3%	0.0%	7.7%	9.5%	2.6%	12.3%	13.3%	9.4%	16.2%	2.9%	0.0%
	2	12.0%	13.2%	17.2%	10.2%	5.9%	7.7%	23.8%	23.7%	11.3%	6.7%	18.8%	10.8%	17.6%	8.3%
	3	48.0%	20.6%	29.3%	17.6%	35.3%	19.2%	19.0%	26.3%	25.1%	15.6%	22.9%	25.7%	38.2%	25.0%
	4	16.0%	16.2%	18.2%	16.7%	5.9%	15.4%	9.5%	15.8%	19.5%	15.6%	16.7%	17.6%	14.7%	16.7%
	top priority	20.0%	32.4%	24.2%	44.4%	47.1%	50.0%	38.1%	28.9%	29.2%	44.4%	28.1%	29.7%	26.5%	50.0%
	other, don't know	0.0%	2.9%	2.0%	2.8%	5.9%	0.0%	0.0%	2.6%	2.6%	4.4%	4.2%	0.0%	0.0%	0.0%
	<b>Total low priority (1-2)</b>	<b>16.0%</b>	<b>27.9%</b>	<b>26.3%</b>	<b>18.5%</b>	<b>5.9%</b>	<b>15.4%</b>	<b>33.3%</b>	<b>26.3%</b>	<b>23.6%</b>	<b>20.0%</b>	<b>28.1%</b>	<b>27.0%</b>	<b>20.6%</b>	<b>8.3%</b>
	<b>Total high priority (4-5)</b>	<b>36.0%</b>	<b>48.5%</b>	<b>42.4%</b>	<b>61.1%</b>	<b>52.9%</b>	<b>65.4%</b>	<b>47.6%</b>	<b>44.7%</b>	<b>48.7%</b>	<b>60.0%</b>	<b>44.8%</b>	<b>47.3%</b>	<b>41.2%</b>	<b>66.7%</b>
3. Repairing major streets	very low priority	4.0%	4.4%	2.0%	8.3%	0.0%	7.7%	0.0%	7.9%	5.1%	11.1%	5.2%	4.1%	2.9%	0.0%
	2	0.0%	1.5%	6.1%	3.7%	0.0%	3.8%	0.0%	2.6%	4.6%	2.2%	5.2%	2.7%	2.9%	0.0%
	3	20.0%	27.9%	24.2%	19.4%	41.2%	7.7%	28.6%	39.5%	19.0%	24.4%	19.8%	21.6%	32.4%	33.3%
	4	40.0%	27.9%	27.3%	24.1%	17.6%	30.8%	28.6%	15.8%	30.3%	13.3%	30.2%	37.8%	17.6%	33.3%
	top priority	36.0%	36.8%	39.4%	44.4%	35.3%	50.0%	42.9%	34.2%	40.5%	46.7%	38.5%	33.8%	44.1%	33.3%
	other, don't know	0.0%	1.5%	1.0%	0.0%	5.9%	0.0%	0.0%	0.5%	0.0%	2.2%	1.0%	0.0%	0.0%	0.0%
	<b>Total low priority (1-2)</b>	<b>4.0%</b>	<b>5.9%</b>	<b>8.1%</b>	<b>12.0%</b>	<b>0.0%</b>	<b>11.5%</b>	<b>0.0%</b>	<b>10.5%</b>	<b>9.7%</b>	<b>13.3%</b>	<b>10.4%</b>	<b>6.8%</b>	<b>5.9%</b>	<b>0.0%</b>
	<b>Total high priority (4-5)</b>	<b>76.0%</b>	<b>64.7%</b>	<b>66.7%</b>	<b>68.5%</b>	<b>52.9%</b>	<b>80.8%</b>	<b>71.4%</b>	<b>50.0%</b>	<b>70.8%</b>	<b>60.0%</b>	<b>68.8%</b>	<b>71.6%</b>	<b>61.8%</b>	<b>66.7%</b>
4. Improving emergency services	very low priority	4.0%	4.4%	5.1%	4.6%	0.0%	3.8%	4.8%	7.9%	4.6%	8.9%	2.1%	5.4%	5.9%	8.3%
	2	4.0%	8.8%	6.1%	6.5%	0.0%	0.0%	4.8%	7.9%	8.2%	8.9%	9.4%	5.4%	8.8%	0.0%
	3	28.0%	25.0%	38.4%	17.6%	35.3%	23.1%	47.6%	34.2%	23.6%	15.6%	27.1%	33.8%	29.4%	41.7%
	4	28.0%	17.6%	17.2%	28.7%	23.5%	26.9%	9.5%	21.1%	23.1%	28.9%	19.8%	18.9%	20.6%	25.0%
	top priority	32.0%	44.1%	29.3%	39.8%	35.3%	46.2%	28.6%	23.7%	38.5%	37.8%	39.6%	35.1%	35.3%	16.7%
	other, don't know	4.0%	0.0%	4.0%	2.8%	5.9%	0.0%	4.8%	5.3%	2.1%	0.0%	2.1%	1.4%	0.0%	8.3%
	<b>Total low priority (1-2)</b>	<b>8.0%</b>	<b>13.2%</b>	<b>11.1%</b>	<b>11.1%</b>	<b>0.0%</b>	<b>3.8%</b>	<b>9.5%</b>	<b>15.8%</b>	<b>12.8%</b>	<b>17.8%</b>	<b>11.5%</b>	<b>10.8%</b>	<b>14.7%</b>	<b>8.3%</b>
	<b>Total high priority (4-5)</b>	<b>60.0%</b>	<b>61.8%</b>	<b>46.5%</b>	<b>68.5%</b>	<b>58.8%</b>	<b>73.1%</b>	<b>38.1%</b>	<b>44.7%</b>	<b>61.5%</b>	<b>66.7%</b>	<b>59.4%</b>	<b>54.1%</b>	<b>55.9%</b>	<b>41.7%</b>
5. Upgrading parks and recreation facilities	very low priority	4.0%	7.4%	5.1%	7.4%	0.0%	3.8%	9.5%	7.9%	6.7%	11.1%	5.2%	5.4%	5.9%	8.3%
	2	28.0%	13.2%	12.1%	7.4%	17.6%	7.7%	14.3%	13.2%	11.8%	15.6%	14.6%	12.2%	8.8%	0.0%
	3	16.0%	26.5%	35.4%	33.3%	29.4%	19.2%	4.8%	39.5%	33.8%	24.4%	28.1%	33.8%	29.4%	58.3%
	4	28.0%	16.2%	25.3%	27.8%	35.3%	26.9%	23.8%	15.8%	24.6%	28.9%	19.8%	25.7%	14.7%	16.7%
	top priority	24.0%	35.3%	22.2%	23.1%	11.8%	42.3%	47.6%	23.7%	22.6%	20.0%	30.2%	23.0%	41.2%	16.7%
	other, don't know	0.0%	1.5%	0.0%	0.9%	5.9%	0.0%	0.0%	0.5%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%
	<b>Total low priority (1-2)</b>	<b>32.0%</b>	<b>20.6%</b>	<b>17.2%</b>	<b>14.8%</b>	<b>11.5%</b>	<b>23.8%</b>	<b>21.1%</b>	<b>18.5%</b>	<b>26.7%</b>	<b>19.8%</b>	<b>17.6%</b>	<b>14.7%</b>	<b>8.3%</b>	
	<b>Total high priority (4-5)</b>	<b>52.0%</b>	<b>51.5%</b>	<b>47.5%</b>	<b>50.9%</b>	<b>47.1%</b>	<b>69.2%</b>	<b>71.4%</b>	<b>39.5%</b>	<b>47.2%</b>	<b>48.9%</b>	<b>50.0%</b>	<b>48.6%</b>	<b>55.9%</b>	<b>33.3%</b>
6. Keeping businesses from moving out-of-town	very low priority	4.0%	4.4%	2.0%	6.5%	0.0%	3.8%	0.0%	13.2%	3.6%	8.9%	3.1%	5.4%	5.9%	0.0%
	2	4.0%	2.9%	5.1%	9.3%	0.0%	0.0%	4.8%	2.6%	8.2%	2.2%	6.3%	6.8%	0.0%	0.0%
	3	24.0%	11.8%	11.1%	16.7%	11.8%	11.5%	19.0%	23.7%	12.8%	13.3%	16.7%	12.2%	11.8%	16.7%
	4	16.0%	7.4%	18.2%	13.9%	11.8%	15.4%	14.3%	13.2%	13.8%	11.1%	13.5%	12.2%	17.6%	25.0%
	top priority	52.0%	72.1%	63.6%	50.9%	70.6%	69.2%	61.9%	47.4%	60.0%	64.4%	57.3%	62.2%	64.7%	58.3%
	other, don't know	0.0%	1.5%	0.0%	2.8%	5.9%	0.0%	0.0%	1.5%	0.0%	0.0%	3.1%	1.4%	0.0%	0.0%
	<b>Total low priority (1-2)</b>	<b>8.0%</b>	<b>7.4%</b>	<b>7.1%</b>	<b>15.7%</b>	<b>0.0%</b>	<b>3.8%</b>	<b>4.8%</b>	<b>15.8%</b>	<b>11.8%</b>	<b>11.1%</b>	<b>9.4%</b>	<b>12.2%</b>	<b>5.9%</b>	<b>0.0%</b>
	<b>Total high priority (4-5)</b>	<b>68.0%</b>	<b>79.4%</b>	<b>81.8%</b>	<b>64.8%</b>	<b>82.4%</b>	<b>84.6%</b>	<b>76.2%</b>	<b>60.5%</b>	<b>73.8%</b>	<b>75.6%</b>	<b>70.8%</b>	<b>74.3%</b>	<b>82.4%</b>	<b>83.3%</b>

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		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	%
7. How often do you visit downtown Hermann?	once a year or less	0.0%	1.5%	2.0%	0.9%	0.0%	0.0%	2.6%	1.5%	0.0%	0.0%	2.7%	0.0%	0.0%	
	less than once a month	0.0%	7.4%	3.0%	1.9%	5.9%	3.8%	0.0%	2.6%	3.6%	4.4%	3.1%	4.1%	0.0%	
	one to five times a month	20.0%	22.1%	23.2%	21.3%	17.6%	11.5%	28.6%	21.1%	22.1%	26.7%	18.8%	27.0%	20.6%	
	more than five times a month	80.0%	69.1%	71.7%	74.1%	76.5%	84.6%	71.4%	71.1%	72.3%	68.9%	76.0%	66.2%	79.4%	
	other	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	2.6%	0.5%	0.0%	2.1%	0.0%	0.0%	
	don't visit downtown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	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%	
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	
8. shopping	very often	16.7%	31.4%	25.5%	30.4%	20.0%	25.0%	20.0%	16.7%	30.7%	31.8%	34.0%	20.0%	18.8%	
	somewhat often	41.7%	34.3%	43.1%	30.4%	30.0%	41.7%	30.0%	55.6%	34.7%	31.8%	40.0%	42.2%	31.3%	
	not very often	25.0%	28.6%	23.5%	30.4%	30.0%	25.0%	40.0%	22.2%	27.7%	27.3%	16.0%	31.1%	43.8%	
	not at all	16.7%	5.7%	7.8%	8.9%	20.0%	8.3%	10.0%	5.6%	6.9%	9.1%	10.0%	6.7%	6.3%	
	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%	
	Very/somewhat	58.3%	65.7%	68.6%	60.7%	50.0%	66.7%	50.0%	72.2%	65.3%	63.6%	74.0%	62.2%	50.0%	
	Not very/not at all	41.7%	34.3%	31.4%	39.3%	50.0%	33.3%	50.0%	27.8%	34.7%	36.4%	26.0%	37.8%	50.0%	
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	
9. dining	very often	0.0%	17.1%	17.6%	12.5%	0.0%	16.7%	0.0%	22.2%	14.9%	9.1%	12.0%	15.6%	31.3%	
	somewhat often	41.7%	34.3%	35.3%	41.1%	50.0%	50.0%	50.0%	38.9%	34.7%	27.3%	32.0%	44.4%	37.5%	
	not very often	25.0%	28.6%	39.2%	37.5%	30.0%	33.3%	30.0%	27.8%	37.6%	40.9%	38.0%	31.1%	18.8%	
	not at all	33.3%	20.0%	7.8%	8.9%	20.0%	0.0%	20.0%	11.1%	12.9%	22.7%	18.0%	8.9%	12.5%	
	other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Very/somewhat	41.7%	51.4%	52.9%	53.6%	50.0%	66.7%	50.0%	61.1%	49.5%	36.4%	44.0%	60.0%	68.8%	
	Not very/not at all	58.3%	48.6%	47.1%	46.4%	50.0%	33.3%	50.0%	38.9%	50.5%	63.6%	56.0%	40.0%	31.3%	
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	
10. entertainment	very often	8.3%	8.6%	5.9%	8.9%	0.0%	8.3%	0.0%	5.6%	9.9%	9.1%	4.0%	6.7%	25.0%	
	somewhat often	25.0%	34.3%	21.6%	19.6%	20.0%	33.3%	10.0%	24.8%	24.8%	9.1%	22.0%	31.1%	37.5%	
	not very often	16.7%	34.3%	35.3%	32.1%	60.0%	50.0%	10.0%	22.2%	31.7%	27.3%	32.0%	33.3%	18.8%	
	not at all	50.0%	22.9%	37.3%	39.3%	20.0%	8.3%	80.0%	50.0%	33.7%	54.5%	42.0%	28.9%	18.8%	
	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%	
	Very/somewhat	33.3%	42.9%	27.5%	28.6%	20.0%	41.7%	10.0%	27.8%	34.7%	18.2%	26.0%	37.8%	62.5%	
	Not very/not at all	66.7%	57.1%	72.5%	71.4%	80.0%	58.3%	90.0%	72.2%	65.3%	81.8%	74.0%	62.2%	37.5%	
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	
11. other outdoor recreation, such as walking	very often	8.3%	14.3%	27.5%	12.5%	10.0%	25.0%	20.0%	16.7%	17.8%	9.1%	16.0%	20.0%	31.3%	
	somewhat often	33.3%	17.1%	9.8%	10.7%	30.0%	33.3%	20.0%	16.7%	8.9%	13.6%	14.0%	8.9%	18.8%	
	not very often	25.0%	25.7%	29.4%	19.6%	40.0%	33.3%	30.0%	27.8%	20.8%	9.1%	26.0%	24.4%	37.5%	
	not at all	33.3%	42.9%	31.4%	57.1%	20.0%	8.3%	30.0%	38.9%	51.5%	63.6%	44.0%	46.7%	12.5%	
	other, don't know	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	4.5%	0.0%	0.0%	0.0%	
	Very/somewhat	41.7%	31.4%	37.3%	23.2%	40.0%	58.3%	40.0%	33.3%	26.7%	22.7%	30.0%	28.9%	50.0%	
	Not very/not at all	58.3%	68.6%	60.8%	76.8%	60.0%	41.7%	60.0%	66.7%	72.3%	72.7%	70.0%	71.1%	50.0%	
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	
12. special events	very often	8.3%	8.6%	7.8%	10.7%	10.0%	16.7%	0.0%	5.6%	9.9%	9.1%	8.0%	8.9%	18.8%	
	somewhat often	33.3%	31.4%	37.3%	30.4%	30.0%	41.7%	40.0%	38.9%	30.7%	18.2%	30.0%	35.6%	43.8%	
	not very often	41.7%	45.7%	35.3%	37.5%	40.0%	41.7%	40.0%	27.8%	39.6%	36.4%	42.0%	35.6%	37.5%	
	not at all	16.7%	14.3%	19.6%	21.4%	20.0%	0.0%	20.0%	27.8%	19.8%	36.4%	20.0%	20.0%	0.0%	
	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%	
	Very/somewhat	41.7%	40.0%	45.1%	41.1%	40.0%	58.3%	40.0%	44.4%	40.6%	27.3%	38.0%	44.4%	62.5%	
	Not very/not at all	58.3%	60.0%	54.9%	58.9%	60.0%	41.7%	60.0%	55.6%	59.4%	72.7%	62.0%	55.6%	37.5%	

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		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	%
13. conducting business	very often	25.0%	31.4%	27.5%	21.4%	20.0%	33.3%	30.0%	5.6%	29.7%	18.2%	26.0%	28.9%	37.5%	66.7%
	somewhat often	41.7%	20.0%	31.4%	28.6%	40.0%	16.7%	40.0%	38.9%	25.7%	22.7%	36.0%	22.2%	25.0%	33.3%
	not very often	8.3%	31.4%	27.5%	26.8%	30.0%	33.3%	10.0%	27.8%	26.7%	27.3%	18.0%	37.8%	31.3%	0.0%
	not at all	25.0%	17.1%	13.7%	23.2%	10.0%	16.7%	20.0%	27.8%	17.8%	31.8%	20.0%	11.1%	6.3%	0.0%
	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%
	<b>Very/somewhat</b>	<b>66.7%</b>	<b>51.4%</b>	<b>58.8%</b>	<b>50.0%</b>	<b>60.0%</b>	<b>50.0%</b>	<b>70.0%</b>	<b>44.4%</b>	<b>55.4%</b>	<b>40.9%</b>	<b>62.0%</b>	<b>51.1%</b>	<b>62.5%</b>	<b>100.0%</b>
	<b>Not very/not at all</b>	<b>33.3%</b>	<b>48.6%</b>	<b>41.2%</b>	<b>50.0%</b>	<b>40.0%</b>	<b>50.0%</b>	<b>30.0%</b>	<b>55.6%</b>	<b>44.6%</b>	<b>59.1%</b>	<b>38.0%</b>	<b>48.9%</b>	<b>37.5%</b>	<b>0.0%</b>
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	
14. Of the items listed above, which would you say is the one reason you most often visit downtown Hermann?	shopping	41.7%	40.0%	33.3%	48.2%	60.0%	33.3%	30.0%	33.3%	42.6%	54.5%	50.0%	28.9%	18.8%	33.3%
	dining	16.7%	14.3%	23.5%	23.2%	10.0%	25.0%	0.0%	27.8%	22.8%	9.1%	16.0%	22.2%	43.8%	0.0%
	entertainment	8.3%	2.9%	3.9%	0.0%	0.0%	0.0%	0.0%	5.6%	3.0%	0.0%	2.0%	0.0%	0.0%	66.7%
	other outdoor recreation, such as walking	16.7%	11.4%	2.0%	0.0%	10.0%	0.0%	20.0%	0.0%	3.0%	4.5%	4.0%	6.7%	6.3%	0.0%
	special events	0.0%	11.4%	3.9%	1.8%	10.0%	0.0%	10.0%	5.6%	4.0%	0.0%	6.0%	8.9%	0.0%	0.0%
	conducting business	8.3%	17.1%	23.5%	17.9%	0.0%	33.3%	40.0%	11.1%	17.8%	18.2%	14.0%	26.7%	25.0%	0.0%
	other, don't know	8.3%	2.9%	9.8%	8.9%	10.0%	8.3%	0.0%	16.7%	6.9%	13.6%	8.0%	6.7%	6.3%	0.0%
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	
15. signs to help people find their way around	excellent	24.0%	7.4%	5.1%	12.0%	23.5%	7.7%	14.3%	7.9%	8.7%	8.9%	9.4%	6.8%	11.8%	16.7%
	good	52.0%	60.3%	70.7%	63.0%	41.2%	61.5%	52.4%	71.1%	66.7%	60.0%	66.7%	66.2%	55.9%	50.0%
	not so good	20.0%	17.6%	15.2%	12.0%	23.5%	23.1%	23.8%	10.5%	12.8%	20.0%	14.6%	16.2%	20.6%	0.0%
	poor	4.0%	5.9%	6.1%	8.3%	11.8%	7.7%	9.5%	5.3%	5.6%	2.2%	7.3%	8.1%	5.9%	16.7%
	other, don't know	0.0%	8.8%	3.0%	4.6%	0.0%	0.0%	0.0%	5.3%	6.2%	8.9%	2.1%	2.7%	5.9%	16.7%
	<b>Excellent/good</b>	<b>76.0%</b>	<b>67.6%</b>	<b>75.8%</b>	<b>75.0%</b>	<b>64.7%</b>	<b>69.2%</b>	<b>66.7%</b>	<b>78.9%</b>	<b>75.4%</b>	<b>68.9%</b>	<b>76.0%</b>	<b>73.0%</b>	<b>67.6%</b>	<b>66.7%</b>
	<b>Not good/poor</b>	<b>24.0%</b>	<b>23.5%</b>	<b>21.2%</b>	<b>20.4%</b>	<b>35.3%</b>	<b>30.8%</b>	<b>33.3%</b>	<b>15.8%</b>	<b>18.5%</b>	<b>22.2%</b>	<b>21.9%</b>	<b>24.3%</b>	<b>26.5%</b>	<b>16.7%</b>
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	
16. convenient business hours	excellent	12.0%	2.9%	2.0%	11.1%	5.9%	7.7%	0.0%	5.3%	7.2%	6.7%	6.3%	5.4%	8.8%	8.3%
	good	48.0%	60.3%	59.6%	62.0%	47.1%	42.3%	52.4%	55.3%	64.6%	57.8%	66.7%	52.7%	47.1%	58.3%
	not so good	24.0%	17.6%	28.3%	15.7%	17.6%	30.8%	33.3%	31.6%	16.9%	26.7%	18.8%	18.9%	35.3%	8.3%
	poor	16.0%	16.2%	10.1%	9.3%	23.5%	19.2%	14.3%	7.9%	9.7%	6.7%	6.3%	23.0%	8.8%	16.7%
	other, don't know	0.0%	2.9%	0.0%	1.9%	5.9%	0.0%	0.0%	0.0%	1.5%	2.2%	2.1%	0.0%	0.0%	8.3%
	<b>Excellent/good</b>	<b>60.0%</b>	<b>63.2%</b>	<b>61.6%</b>	<b>73.1%</b>	<b>52.9%</b>	<b>50.0%</b>	<b>52.4%</b>	<b>60.5%</b>	<b>71.8%</b>	<b>64.4%</b>	<b>72.9%</b>	<b>58.1%</b>	<b>55.9%</b>	<b>66.7%</b>
	<b>Not good/poor</b>	<b>40.0%</b>	<b>33.8%</b>	<b>38.4%</b>	<b>25.0%</b>	<b>47.2%</b>	<b>50.0%</b>	<b>47.6%</b>	<b>39.5%</b>	<b>33.3%</b>	<b>25.0%</b>	<b>41.9%</b>	<b>44.1%</b>	<b>25.0%</b>	
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	
17. available green space	excellent	16.0%	5.9%	9.1%	16.7%	23.5%	15.4%	14.3%	7.9%	10.8%	8.9%	13.5%	9.5%	8.8%	16.7%
	good	44.0%	55.9%	51.5%	50.0%	41.2%	53.8%	61.9%	44.7%	51.8%	46.7%	52.1%	51.4%	52.9%	75.0%
	not so good	24.0%	22.1%	27.3%	18.5%	17.6%	23.1%	9.5%	28.9%	23.1%	35.6%	16.7%	24.3%	23.5%	0.0%
	poor	8.0%	8.8%	9.1%	8.3%	17.6%	3.8%	14.3%	5.3%	8.7%	6.7%	10.4%	10.8%	5.9%	8.3%
	other, don't know	8.0%	7.4%	3.0%	6.5%	0.0%	3.8%	0.0%	13.2%	5.6%	2.2%	7.3%	4.1%	8.8%	0.0%
	<b>Excellent/good</b>	<b>60.0%</b>	<b>61.8%</b>	<b>60.6%</b>	<b>66.7%</b>	<b>64.7%</b>	<b>69.2%</b>	<b>76.2%</b>	<b>52.6%</b>	<b>62.6%</b>	<b>55.6%</b>	<b>65.6%</b>	<b>60.8%</b>	<b>61.8%</b>	<b>91.7%</b>
	<b>Not good/poor</b>	<b>32.0%</b>	<b>30.9%</b>	<b>36.4%</b>	<b>26.9%</b>	<b>35.3%</b>	<b>26.9%</b>	<b>23.8%</b>	<b>34.2%</b>	<b>31.8%</b>	<b>42.2%</b>	<b>27.1%</b>	<b>35.1%</b>	<b>29.4%</b>	<b>8.3%</b>
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	
18. preservation of historic structures	excellent	44.0%	23.5%	29.3%	38.0%	35.3%	30.8%	23.8%	23.7%	33.8%	33.3%	28.1%	27.0%	38.2%	58.3%
	good	48.0%	64.7%	58.6%	46.3%	41.2%	53.8%	66.7%	63.2%	53.8%	44.4%	58.3%	60.8%	61.8%	25.0%
	not so good	4.0%	5.9%	4.0%	11.1%	11.8%	11.5%	4.8%	7.2%	13.3%	8.3%	2.7%	0.0%	0.0%	8.3%
	poor	4.0%	4.4%	4.0%	2.8%	5.9%	3.8%	4.8%	5.3%	3.1%	4.4%	2.1%	8.1%	0.0%	8.3%
	other, don't know	0.0%	1.5%	0.0%	1.9%	5.9%	0.0%	0.0%	5.3%	2.1%	4.4%	3.1%	1.4%	0.0%	0.0%
	<b>Excellent/good</b>	<b>92.0%</b>	<b>88.2%</b>	<b>87.9%</b>	<b>84.3%</b>	<b>76.5%</b>	<b>84.6%</b>	<b>90.5%</b>	<b>86.8%</b>	<b>87.7%</b>	<b>77.8%</b>	<b>86.5%</b>	<b>87.8%</b>	<b>100.0%</b>	<b>83.3%</b>
	<b>Not good/poor</b>	<b>8.0%</b>	<b>10.3%</b>	<b>8.1%</b>	<b>13.9%</b>	<b>17.6%</b>	<b>15.4%</b>	<b>9.5%</b>	<b>7.9%</b>	<b>10.3%</b>	<b>17.8%</b>	<b>10.4%</b>	<b>10.8%</b>	<b>0.0%</b>	<b>16.7%</b>

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		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	%
19. occupied storefronts	excellent	12.0%	4.4%	0.0%	2.8%	5.9%	7.7%	4.8%	2.6%	1.5%	4.4%	4.2%	1.4%	5.9%	0.0%
	good	36.0%	48.5%	43.4%	48.1%	41.2%	26.9%	57.1%	28.9%	50.8%	46.7%	49.0%	47.3%	38.2%	25.0%
	not so good	52.0%	19.1%	34.3%	29.6%	23.5%	42.3%	28.6%	34.2%	29.7%	24.4%	30.2%	31.1%	32.4%	41.7%
	poor	0.0%	27.9%	17.2%	13.0%	29.4%	23.1%	9.5%	23.7%	14.4%	17.8%	13.5%	17.6%	20.6%	33.3%
	other, don't know	0.0%	0.0%	5.1%	6.5%	0.0%	0.0%	0.0%	10.5%	3.6%	6.7%	3.1%	2.7%	2.9%	0.0%
	<b>Excellent/good</b>	<b>48.0%</b>	<b>52.9%</b>	<b>43.4%</b>	<b>50.9%</b>	<b>47.1%</b>	<b>34.6%</b>	<b>61.9%</b>	<b>34.6%</b>	<b>51.1%</b>	<b>53.1%</b>	<b>48.6%</b>	<b>44.1%</b>	<b>25.0%</b>	
<b>Not good/poor</b>	<b>52.0%</b>	<b>47.1%</b>	<b>51.5%</b>	<b>42.6%</b>	<b>52.9%</b>	<b>65.4%</b>	<b>38.1%</b>	<b>57.9%</b>	<b>44.1%</b>	<b>42.2%</b>	<b>43.8%</b>	<b>48.6%</b>	<b>52.9%</b>	<b>75.0%</b>	
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	
20. convenient parking	excellent	12.0%	4.4%	7.1%	10.2%	5.9%	11.5%	9.5%	15.8%	5.1%	13.3%	7.3%	5.4%	11.8%	16.7%
	good	52.0%	58.8%	54.5%	58.3%	52.9%	50.0%	47.6%	50.0%	60.5%	51.1%	54.2%	64.9%	55.9%	33.3%
	not so good	28.0%	26.5%	25.3%	25.9%	23.5%	26.9%	23.8%	26.3%	26.7%	26.7%	30.2%	23.0%	20.6%	33.3%
	poor	8.0%	10.3%	12.1%	4.6%	17.6%	11.5%	19.0%	7.9%	6.7%	8.9%	7.3%	6.8%	11.8%	16.7%
	other, don't know	0.0%	0.0%	1.0%	0.9%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	1.0%	0.0%	0.0%	0.0%
	<b>Excellent/good</b>	<b>64.0%</b>	<b>63.2%</b>	<b>61.6%</b>	<b>68.5%</b>	<b>58.8%</b>	<b>61.5%</b>	<b>57.1%</b>	<b>65.8%</b>	<b>64.4%</b>	<b>61.5%</b>	<b>70.3%</b>	<b>67.6%</b>	<b>50.0%</b>	
<b>Not good/poor</b>	<b>36.0%</b>	<b>36.8%</b>	<b>37.4%</b>	<b>30.6%</b>	<b>41.2%</b>	<b>38.5%</b>	<b>42.9%</b>	<b>34.2%</b>	<b>33.3%</b>	<b>35.6%</b>	<b>37.5%</b>	<b>29.7%</b>	<b>32.4%</b>	<b>50.0%</b>	
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	
21. diverse mix of businesses	excellent	20.0%	1.5%	5.1%	2.8%	5.9%	3.8%	14.3%	2.6%	3.6%	4.4%	4.2%	5.4%	2.9%	8.3%
	good	24.0%	39.7%	26.3%	38.0%	35.3%	50.0%	38.1%	34.2%	30.3%	37.8%	32.3%	31.1%	32.4%	50.0%
	not so good	32.0%	38.2%	40.4%	39.8%	23.5%	30.8%	33.3%	39.5%	42.6%	37.8%	43.8%	35.1%	47.1%	25.0%
	poor	16.0%	17.6%	27.3%	13.0%	23.5%	11.5%	14.3%	15.8%	20.5%	13.3%	14.6%	27.0%	14.7%	16.7%
	other, don't know	8.0%	2.9%	1.0%	6.5%	11.8%	3.8%	0.0%	7.9%	3.1%	6.7%	5.2%	1.4%	2.9%	0.0%
	<b>Excellent/good</b>	<b>44.0%</b>	<b>41.2%</b>	<b>31.3%</b>	<b>40.7%</b>	<b>41.2%</b>	<b>53.8%</b>	<b>52.4%</b>	<b>36.8%</b>	<b>33.8%</b>	<b>42.2%</b>	<b>36.5%</b>	<b>36.5%</b>	<b>35.3%</b>	<b>58.3%</b>
<b>Not good/poor</b>	<b>48.0%</b>	<b>55.9%</b>	<b>67.7%</b>	<b>52.8%</b>	<b>47.1%</b>	<b>42.3%</b>	<b>47.6%</b>	<b>55.3%</b>	<b>63.1%</b>	<b>51.1%</b>	<b>58.3%</b>	<b>62.2%</b>	<b>61.8%</b>	<b>41.7%</b>	
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	
22. dining options	excellent	20.0%	5.9%	1.0%	13.0%	0.0%	7.7%	9.5%	5.3%	9.2%	13.3%	8.3%	4.1%	8.8%	8.3%
	good	28.0%	50.0%	48.5%	56.5%	35.3%	34.6%	47.6%	68.4%	49.7%	62.2%	49.0%	47.3%	52.9%	25.0%
	not so good	44.0%	25.0%	29.3%	20.4%	35.3%	34.6%	19.0%	15.8%	27.7%	17.8%	28.1%	31.1%	23.5%	25.0%
	poor	8.0%	17.6%	18.2%	9.3%	23.5%	23.1%	23.8%	10.5%	11.8%	6.7%	11.5%	16.2%	11.8%	41.7%
	other, don't know	0.0%	1.5%	3.0%	0.9%	5.9%	0.0%	0.0%	0.0%	1.5%	0.0%	3.1%	1.4%	2.9%	0.0%
	<b>Excellent/good</b>	<b>48.0%</b>	<b>55.9%</b>	<b>49.5%</b>	<b>69.4%</b>	<b>35.3%</b>	<b>42.3%</b>	<b>57.1%</b>	<b>73.7%</b>	<b>59.0%</b>	<b>75.6%</b>	<b>57.3%</b>	<b>51.4%</b>	<b>61.8%</b>	<b>33.3%</b>
<b>Not good/poor</b>	<b>52.0%</b>	<b>42.6%</b>	<b>47.5%</b>	<b>29.6%</b>	<b>58.8%</b>	<b>57.7%</b>	<b>42.9%</b>	<b>26.3%</b>	<b>39.5%</b>	<b>24.4%</b>	<b>39.6%</b>	<b>47.3%</b>	<b>35.3%</b>	<b>66.7%</b>	
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	
23. entertainment options	excellent	4.0%	0.0%	1.0%	10.2%	5.9%	11.5%	0.0%	7.9%	3.1%	4.4%	8.3%	0.0%	2.9%	0.0%
	good	12.0%	27.9%	28.3%	29.6%	35.3%	19.2%	14.3%	34.2%	27.2%	35.6%	25.0%	25.7%	23.5%	41.7%
	not so good	60.0%	39.7%	39.4%	36.1%	23.5%	42.3%	52.4%	36.8%	41.0%	35.6%	44.8%	39.2%	41.2%	16.7%
	poor	24.0%	30.9%	31.3%	20.4%	29.4%	26.9%	33.3%	21.1%	26.7%	20.0%	19.8%	33.8%	32.4%	41.7%
	other, don't know	0.0%	1.5%	0.0%	3.7%	5.9%	0.0%	0.0%	0.0%	2.1%	4.4%	2.1%	1.4%	0.0%	0.0%
	<b>Excellent/good</b>	<b>16.0%</b>	<b>27.9%</b>	<b>29.3%</b>	<b>39.8%</b>	<b>41.2%</b>	<b>30.8%</b>	<b>14.3%</b>	<b>42.1%</b>	<b>30.3%</b>	<b>40.0%</b>	<b>33.3%</b>	<b>25.7%</b>	<b>26.5%</b>	<b>41.7%</b>
<b>Not good/poor</b>	<b>84.0%</b>	<b>70.6%</b>	<b>70.7%</b>	<b>56.5%</b>	<b>52.9%</b>	<b>69.2%</b>	<b>85.7%</b>	<b>57.9%</b>	<b>67.7%</b>	<b>55.6%</b>	<b>64.6%</b>	<b>73.0%</b>	<b>73.5%</b>	<b>58.3%</b>	
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	
24. condition of streets	excellent	4.0%	1.5%	1.0%	5.6%	5.9%	3.8%	4.8%	5.3%	2.1%	2.2%	3.1%	1.4%	8.8%	0.0%
	good	48.0%	44.1%	55.6%	54.6%	52.9%	57.7%	61.9%	50.0%	50.3%	62.2%	47.9%	52.7%	52.9%	58.3%
	not so good	36.0%	29.4%	32.3%	26.9%	17.6%	23.1%	33.3%	36.8%	30.3%	26.7%	33.3%	31.1%	23.5%	8.3%
	poor	12.0%	25.0%	11.1%	12.0%	23.5%	15.4%	0.0%	7.9%	16.9%	8.9%	15.6%	14.9%	14.7%	33.3%
	other, don't know	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>Excellent/good</b>	<b>52.0%</b>	<b>45.6%</b>	<b>56.6%</b>	<b>60.2%</b>	<b>58.8%</b>	<b>61.5%</b>	<b>66.7%</b>	<b>55.3%</b>	<b>52.3%</b>	<b>64.4%</b>	<b>51.0%</b>	<b>54.1%</b>	<b>61.8%</b>	<b>58.3%</b>
<b>Not good/poor</b>	<b>48.0%</b>	<b>54.4%</b>	<b>43.4%</b>	<b>38.9%</b>	<b>41.2%</b>	<b>38.5%</b>	<b>33.3%</b>	<b>44.7%</b>	<b>47.2%</b>	<b>35.6%</b>	<b>49.0%</b>	<b>45.9%</b>	<b>38.2%</b>	<b>41.7%</b>	

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		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	%
25. condition of sidewalks	excellent	12.0%	4.4%	3.0%	3.7%	11.8%	3.8%	9.5%	5.3%	2.6%	4.4%	4.2%	1.4%	14.7%	0.0%
	good	48.0%	76.5%	69.7%	66.7%	47.1%	69.2%	52.4%	78.9%	70.3%	80.0%	71.9%	73.0%	58.8%	50.0%
	not so good	24.0%	8.8%	17.2%	15.7%	11.8%	15.4%	23.8%	7.9%	15.9%	4.4%	14.6%	16.2%	17.6%	8.3%
	poor	12.0%	7.4%	7.1%	12.0%	23.5%	11.5%	9.5%	5.3%	8.7%	6.7%	5.2%	9.5%	5.9%	33.3%
	other, don't know	4.0%	2.9%	3.0%	1.9%	5.9%	0.0%	4.8%	2.6%	2.6%	4.4%	4.2%	0.0%	2.9%	8.3%
	<b>Excellent/good</b>	<b>60.0%</b>	<b>80.9%</b>	<b>72.7%</b>	<b>70.4%</b>	<b>58.8%</b>	<b>73.1%</b>	<b>61.9%</b>	<b>84.2%</b>	<b>72.8%</b>	<b>84.4%</b>	<b>76.0%</b>	<b>74.3%</b>	<b>73.5%</b>	<b>50.0%</b>
<b>Not good/poor</b>	<b>36.0%</b>	<b>16.2%</b>	<b>24.2%</b>	<b>27.8%</b>	<b>35.3%</b>	<b>26.9%</b>	<b>33.3%</b>	<b>13.2%</b>	<b>24.6%</b>	<b>11.1%</b>	<b>19.8%</b>	<b>25.7%</b>	<b>23.5%</b>	<b>41.7%</b>	
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	%
26. How important would you say it is that downtown Hermann work to retain its historic character?	very	60.0%	45.6%	54.5%	51.9%	52.9%	73.1%	57.1%	48.7%	48.9%	48.9%	55.4%	64.7%	50.0%	
	somewhat	28.0%	38.2%	32.3%	35.2%	29.4%	23.1%	33.3%	39.5%	35.9%	33.3%	39.6%	32.4%	23.5%	25.0%
	not very	12.0%	10.3%	11.1%	8.3%	11.8%	3.8%	9.5%	5.3%	11.3%	8.9%	11.5%	10.8%	8.8%	16.7%
	not at all	0.0%	5.9%	2.0%	3.7%	5.9%	0.0%	0.0%	5.3%	3.6%	8.9%	2.1%	1.4%	2.9%	8.3%
	other, don't know	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.0%	0.0%	0.0%	0.0%
	<b>Very/somewhat</b>	<b>88.0%</b>	<b>83.8%</b>	<b>86.9%</b>	<b>87.0%</b>	<b>82.4%</b>	<b>96.2%</b>	<b>90.5%</b>	<b>89.5%</b>	<b>84.6%</b>	<b>82.2%</b>	<b>85.4%</b>	<b>87.8%</b>	<b>88.2%</b>	<b>75.0%</b>
<b>Not very/not at all</b>	<b>12.0%</b>	<b>16.2%</b>	<b>13.1%</b>	<b>12.0%</b>	<b>17.6%</b>	<b>3.8%</b>	<b>9.5%</b>	<b>10.5%</b>	<b>14.9%</b>	<b>17.8%</b>	<b>13.5%</b>	<b>12.2%</b>	<b>11.8%</b>	<b>25.0%</b>	
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	%
27. lodging such as hotel, motel or bed and breakfast	very low priority	44.0%	36.8%	27.3%	24.1%	41.2%	23.1%	28.6%	42.1%	27.7%	33.3%	32.3%	28.4%	32.4%	8.3%
	2	8.0%	22.1%	16.2%	10.2%	11.8%	11.5%	19.0%	15.8%	14.9%	6.7%	13.5%	17.6%	11.8%	33.3%
	3	12.0%	19.1%	22.2%	13.9%	5.9%	30.8%	19.0%	5.3%	19.0%	15.6%	18.8%	18.9%	11.8%	16.7%
	4	20.0%	8.8%	14.1%	18.5%	5.9%	15.4%	19.0%	7.9%	16.4%	17.8%	13.5%	17.6%	20.6%	16.7%
	top priority	16.0%	11.8%	20.2%	31.5%	29.4%	19.2%	14.3%	28.9%	21.0%	26.7%	19.8%	16.2%	23.5%	25.0%
	other, don't know	0.0%	1.5%	0.0%	1.9%	5.9%	0.0%	0.0%	0.0%	1.0%	0.0%	2.1%	1.4%	0.0%	0.0%
<b>Total low priority (1-2)</b>	<b>52.0%</b>	<b>58.8%</b>	<b>43.4%</b>	<b>34.3%</b>	<b>52.9%</b>	<b>34.6%</b>	<b>47.6%</b>	<b>57.9%</b>	<b>42.6%</b>	<b>40.0%</b>	<b>45.8%</b>	<b>45.9%</b>	<b>44.1%</b>	<b>41.7%</b>	
<b>Total high priority (5-4)</b>	<b>36.0%</b>	<b>20.6%</b>	<b>34.3%</b>	<b>50.0%</b>	<b>35.3%</b>	<b>34.6%</b>	<b>33.3%</b>	<b>36.8%</b>	<b>37.4%</b>	<b>44.4%</b>	<b>33.3%</b>	<b>33.8%</b>	<b>44.1%</b>	<b>41.7%</b>	
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	%
28. casual dining	very low priority	4.0%	2.9%	6.1%	6.5%	0.0%	3.8%	4.8%	10.5%	5.1%	11.1%	6.3%	2.7%	8.8%	0.0%
	2	12.0%	7.4%	7.1%	11.1%	0.0%	0.0%	14.3%	13.2%	4.4%	11.5%	9.5%	11.8%	0.0%	
	3	32.0%	25.0%	28.3%	28.7%	23.5%	23.1%	14.3%	39.5%	28.7%	33.3%	25.0%	28.4%	20.6%	25.0%
	4	28.0%	30.9%	29.3%	25.0%	41.2%	42.3%	23.8%	18.4%	26.2%	22.2%	31.3%	31.1%	29.4%	58.3%
	top priority	24.0%	30.9%	29.3%	25.0%	29.4%	30.8%	42.9%	18.4%	27.7%	26.7%	21.9%	28.4%	26.5%	16.7%
	other, don't know	0.0%	2.9%	0.0%	3.7%	5.9%	0.0%	0.0%	0.0%	2.6%	2.2%	4.2%	0.0%	2.9%	0.0%
<b>Total low priority (1-2)</b>	<b>16.0%</b>	<b>10.3%</b>	<b>13.1%</b>	<b>17.6%</b>	<b>0.0%</b>	<b>3.8%</b>	<b>19.0%</b>	<b>23.7%</b>	<b>14.9%</b>	<b>15.6%</b>	<b>17.7%</b>	<b>12.2%</b>	<b>20.6%</b>	<b>0.0%</b>	
<b>Total high priority (5-4)</b>	<b>52.0%</b>	<b>61.8%</b>	<b>58.6%</b>	<b>50.0%</b>	<b>70.6%</b>	<b>73.1%</b>	<b>66.7%</b>	<b>36.8%</b>	<b>53.8%</b>	<b>48.9%</b>	<b>53.1%</b>	<b>59.5%</b>	<b>55.9%</b>	<b>75.0%</b>	
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	%
29. coffee shop	very low priority	32.0%	26.5%	27.3%	23.1%	5.9%	23.1%	23.8%	34.2%	27.2%	26.7%	26.0%	23.0%	41.2%	8.3%
	2	24.0%	27.9%	20.2%	22.2%	41.2%	34.6%	14.3%	10.5%	23.6%	17.8%	26.0%	18.9%	23.5%	41.7%
	3	32.0%	22.1%	29.3%	28.7%	35.3%	7.7%	42.9%	31.6%	26.7%	33.3%	26.0%	24.3%	20.6%	25.0%
	4	8.0%	14.7%	14.1%	13.9%	5.9%	23.1%	12.3%	8.9%	10.4%	8.9%	10.4%	23.0%	11.8%	16.7%
	top priority	4.0%	5.9%	8.1%	10.2%	5.9%	11.5%	0.0%	10.5%	8.2%	13.3%	8.3%	8.1%	2.9%	8.3%
	other, don't know	0.0%	2.9%	1.0%	1.9%	5.9%	0.0%	0.0%	0.0%	2.1%	0.0%	3.1%	2.7%	0.0%	0.0%
<b>Total low priority (1-2)</b>	<b>56.0%</b>	<b>54.4%</b>	<b>47.5%</b>	<b>45.4%</b>	<b>47.1%</b>	<b>57.7%</b>	<b>38.1%</b>	<b>44.7%</b>	<b>50.8%</b>	<b>44.4%</b>	<b>52.1%</b>	<b>41.9%</b>	<b>64.7%</b>	<b>50.0%</b>	
<b>Total high priority (5-4)</b>	<b>12.0%</b>	<b>20.6%</b>	<b>22.2%</b>	<b>24.1%</b>	<b>11.8%</b>	<b>34.6%</b>	<b>19.0%</b>	<b>23.7%</b>	<b>20.5%</b>	<b>22.2%</b>	<b>18.8%</b>	<b>31.1%</b>	<b>14.7%</b>	<b>25.0%</b>	
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	%
30. ice cream shop/soda fountain	very low priority	16.0%	13.2%	11.1%	20.4%	0.0%	15.4%	14.3%	28.9%	14.4%	22.2%	15.6%	13.5%	17.6%	16.7%
	2	16.0%	27.9%	18.2%	12.0%	23.5%	15.4%	28.6%	18.4%	16.9%	15.6%	16.7%	21.6%	14.7%	16.7%
	3	36.0%	35.3%	38.4%	28.7%	35.3%	34.6%	14.3%	28.9%	36.9%	26.7%	33.3%	33.8%	44.1%	41.7%
	4	12.0%	14.7%	18.2%	21.3%	5.9%	15.4%	28.6%	15.8%	19.0%	20.0%	16.7%	25.7%	11.8%	8.3%
	top priority	20.0%	7.4%	14.1%	16.7%	29.4%	19.2%	14.3%	7.9%	12.3%	15.6%	15.6%	5.4%	11.8%	16.7%
	other, don't know	0.0%	1.5%	0.0%	0.9%	5.9%	0.0%	0.0%	0.0%	0.5%	0.0%	2.1%	0.0%	0.0%	0.0%
<b>Total low priority (1-2)</b>	<b>32.0%</b>	<b>41.2%</b>	<b>29.3%</b>	<b>32.4%</b>	<b>23.5%</b>	<b>30.8%</b>	<b>42.9%</b>	<b>47.4%</b>	<b>31.3%</b>	<b>37.8%</b>	<b>32.3%</b>	<b>35.1%</b>	<b>32.4%</b>	<b>33.3%</b>	
<b>Total high priority (5-4)</b>	<b>32.0%</b>	<b>22.1%</b>	<b>32.3%</b>	<b>38.0%</b>	<b>35.3%</b>	<b>34.6%</b>	<b>42.9%</b>	<b>23.7%</b>	<b>31.3%</b>	<b>35.6%</b>	<b>32.3%</b>	<b>31.1%</b>	<b>23.5%</b>	<b>25.0%</b>	

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		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	%
31. upscale specialty shops	very low priority	20.0%	20.6%	18.2%	17.6%	23.5%	15.4%	19.0%	26.3%	17.4%	20.0%	17.7%	21.6%	23.5%	16.7%
	2	28.0%	20.6%	29.3%	13.0%	35.3%	26.9%	19.0%	13.2%	21.0%	15.6%	25.0%	18.9%	20.6%	16.7%
	3	28.0%	38.2%	32.3%	35.2%	23.5%	30.8%	23.8%	31.6%	37.9%	17.8%	36.5%	37.8%	35.3%	33.3%
	4	20.0%	8.8%	13.1%	14.8%	11.8%	23.1%	28.6%	7.9%	11.8%	15.6%	12.5%	14.9%	2.9%	16.7%
	top priority	4.0%	7.4%	6.1%	13.0%	0.0%	3.8%	9.5%	10.5%	8.7%	22.2%	4.2%	6.8%	11.8%	16.7%
	other, don't know	0.0%	4.4%	1.0%	6.5%	5.9%	0.0%	0.0%	10.5%	3.1%	8.9%	4.2%	0.0%	5.9%	0.0%
	<b>Total low priority (1-2)</b>	<b>48.0%</b>	<b>41.2%</b>	<b>47.5%</b>	<b>30.6%</b>	<b>58.8%</b>	<b>42.3%</b>	<b>38.1%</b>	<b>39.5%</b>	<b>38.5%</b>	<b>35.6%</b>	<b>42.7%</b>	<b>40.5%</b>	<b>44.1%</b>	<b>33.3%</b>
<b>Total high priority (5-4)</b>	<b>24.0%</b>	<b>16.2%</b>	<b>19.2%</b>	<b>27.8%</b>	<b>11.8%</b>	<b>26.9%</b>	<b>38.1%</b>	<b>18.4%</b>	<b>20.5%</b>	<b>37.8%</b>	<b>16.7%</b>	<b>21.6%</b>	<b>14.7%</b>	<b>33.3%</b>	
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	
32. antique shops	very low priority	48.0%	52.9%	39.4%	29.6%	47.1%	26.9%	52.4%	42.1%	39.0%	40.0%	39.6%	39.2%	50.0%	16.7%
	2	20.0%	26.5%	25.3%	12.0%	17.6%	34.6%	4.8%	21.1%	20.0%	6.7%	15.6%	25.7%	26.5%	25.0%
	3	12.0%	7.4%	11.1%	20.4%	0.0%	23.1%	19.0%	10.5%	13.8%	15.6%	18.8%	12.2%	0.0%	25.0%
	4	12.0%	5.9%	13.1%	18.5%	17.6%	11.5%	19.0%	7.9%	13.8%	15.6%	11.5%	16.2%	5.9%	25.0%
	top priority	8.0%	5.9%	10.1%	18.5%	11.8%	3.8%	4.8%	18.4%	12.3%	20.0%	13.5%	6.8%	14.7%	8.3%
	other, don't know	0.0%	1.5%	1.0%	0.9%	5.9%	0.0%	0.0%	0.0%	1.0%	2.2%	1.0%	0.0%	2.9%	0.0%
	<b>Total low priority (1-2)</b>	<b>68.0%</b>	<b>79.4%</b>	<b>64.6%</b>	<b>41.7%</b>	<b>64.7%</b>	<b>61.5%</b>	<b>57.1%</b>	<b>63.2%</b>	<b>59.0%</b>	<b>46.7%</b>	<b>55.2%</b>	<b>64.9%</b>	<b>76.5%</b>	<b>41.7%</b>
<b>Total high priority (5-4)</b>	<b>20.0%</b>	<b>11.8%</b>	<b>23.2%</b>	<b>37.0%</b>	<b>29.4%</b>	<b>15.4%</b>	<b>23.8%</b>	<b>26.3%</b>	<b>26.2%</b>	<b>35.6%</b>	<b>25.0%</b>	<b>23.0%</b>	<b>20.6%</b>	<b>33.3%</b>	
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	
33. art galleries and shops	very low priority	24.0%	25.0%	16.2%	15.7%	35.3%	11.5%	19.0%	21.1%	17.9%	24.4%	18.8%	20.3%	14.7%	0.0%
	2	16.0%	27.9%	23.2%	14.8%	17.6%	11.5%	23.8%	13.2%	23.6%	15.6%	18.8%	24.3%	29.4%	25.0%
	3	44.0%	35.3%	34.3%	34.3%	23.5%	50.0%	23.8%	42.1%	34.4%	26.7%	37.5%	36.5%	35.3%	50.0%
	4	8.0%	7.4%	15.2%	18.5%	5.9%	15.4%	23.8%	10.5%	14.4%	15.6%	16.7%	8.1%	8.8%	16.7%
	top priority	8.0%	2.9%	8.1%	12.0%	11.8%	11.5%	9.5%	7.9%	6.7%	13.3%	5.2%	9.5%	5.9%	8.3%
	other, don't know	0.0%	1.5%	3.0%	4.6%	5.9%	0.0%	0.0%	5.3%	3.1%	4.4%	3.1%	1.4%	5.9%	0.0%
	<b>Total low priority (1-2)</b>	<b>40.0%</b>	<b>52.9%</b>	<b>39.4%</b>	<b>30.6%</b>	<b>52.9%</b>	<b>23.1%</b>	<b>42.9%</b>	<b>34.2%</b>	<b>41.5%</b>	<b>40.0%</b>	<b>37.5%</b>	<b>44.6%</b>	<b>44.1%</b>	<b>25.0%</b>
<b>Total high priority (5-4)</b>	<b>16.0%</b>	<b>10.3%</b>	<b>23.2%</b>	<b>30.6%</b>	<b>17.6%</b>	<b>26.9%</b>	<b>33.3%</b>	<b>18.4%</b>	<b>21.0%</b>	<b>28.9%</b>	<b>21.9%</b>	<b>17.6%</b>	<b>14.7%</b>	<b>25.0%</b>	
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	
34. upscale dining	very low priority	20.0%	10.3%	16.2%	13.0%	17.6%	7.7%	19.0%	18.4%	13.3%	20.0%	15.6%	10.8%	14.7%	8.3%
	2	28.0%	26.5%	17.2%	14.8%	23.5%	30.8%	14.3%	26.3%	16.9%	8.9%	26.0%	16.2%	17.6%	33.3%
	3	24.0%	44.1%	36.4%	27.8%	23.5%	15.4%	28.6%	31.6%	39.0%	33.3%	27.1%	40.5%	44.1%	16.7%
	4	16.0%	10.3%	22.2%	22.2%	11.8%	19.2%	19.0%	15.8%	20.0%	15.6%	17.7%	21.6%	17.6%	33.3%
	top priority	12.0%	7.4%	8.1%	20.4%	17.6%	26.9%	19.0%	7.9%	9.7%	22.2%	11.5%	10.8%	5.9%	8.3%
	other, don't know	0.0%	1.5%	0.0%	1.9%	5.9%	0.0%	0.0%	0.0%	1.0%	0.0%	2.1%	0.0%	0.0%	0.0%
	<b>Total low priority (1-2)</b>	<b>48.0%</b>	<b>36.8%</b>	<b>33.3%</b>	<b>27.8%</b>	<b>41.2%</b>	<b>38.5%</b>	<b>33.3%</b>	<b>44.7%</b>	<b>30.3%</b>	<b>28.9%</b>	<b>41.7%</b>	<b>27.0%</b>	<b>32.4%</b>	<b>41.7%</b>
<b>Total high priority (5-4)</b>	<b>28.0%</b>	<b>17.6%</b>	<b>30.3%</b>	<b>42.6%</b>	<b>29.4%</b>	<b>46.2%</b>	<b>38.1%</b>	<b>23.7%</b>	<b>29.7%</b>	<b>37.8%</b>	<b>29.2%</b>	<b>32.4%</b>	<b>23.5%</b>	<b>41.7%</b>	
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	
35. clothing stores	very low priority	4.0%	10.3%	9.1%	17.6%	11.8%	15.4%	9.5%	13.2%	11.8%	13.3%	7.3%	13.5%	17.6%	25.0%
	2	4.0%	10.3%	10.1%	9.3%	11.8%	3.8%	4.8%	13.2%	8.7%	11.1%	6.3%	13.5%	11.8%	8.3%
	3	28.0%	16.2%	20.2%	9.3%	17.6%	19.2%	23.8%	21.1%	13.8%	4.4%	21.9%	17.6%	17.6%	8.3%
	4	36.0%	23.5%	27.3%	21.3%	29.4%	34.6%	28.6%	18.4%	24.6%	24.4%	25.0%	24.3%	26.5%	25.0%
	top priority	28.0%	35.3%	33.3%	41.7%	23.5%	26.9%	33.3%	31.6%	40.0%	46.7%	37.5%	31.1%	23.5%	25.0%
	other, don't know	0.0%	4.4%	0.0%	0.9%	5.9%	0.0%	0.0%	2.6%	1.0%	0.0%	2.1%	0.0%	2.9%	8.3%
	<b>Total low priority (1-2)</b>	<b>8.0%</b>	<b>20.6%</b>	<b>19.2%</b>	<b>26.9%</b>	<b>23.5%</b>	<b>19.2%</b>	<b>14.3%</b>	<b>26.3%</b>	<b>20.5%</b>	<b>24.4%</b>	<b>13.5%</b>	<b>27.0%</b>	<b>29.4%</b>	<b>33.3%</b>
<b>Total high priority (5-4)</b>	<b>64.0%</b>	<b>58.8%</b>	<b>60.6%</b>	<b>63.0%</b>	<b>52.9%</b>	<b>61.5%</b>	<b>61.9%</b>	<b>50.0%</b>	<b>64.6%</b>	<b>71.1%</b>	<b>62.5%</b>	<b>55.4%</b>	<b>50.0%</b>	<b>50.0%</b>	

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		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	%
36. movie theater	very low priority	8.0%	8.8%	9.1%	17.6%	5.9%	11.5%	4.8%	15.8%	12.3%	15.6%	13.5%	6.8%	17.6%	16.7%
	2	12.0%	5.9%	8.1%	8.3%	17.6%	3.8%	9.5%	7.9%	7.2%	8.9%	9.4%	8.1%	5.9%	16.7%
	3	4.0%	5.9%	16.2%	16.7%	5.9%	15.4%	4.8%	15.8%	13.8%	6.7%	16.7%	14.9%	8.8%	8.3%
	4	20.0%	29.4%	19.2%	18.5%	17.6%	30.8%	28.6%	13.2%	21.5%	15.6%	14.6%	28.4%	20.6%	25.0%
	top priority	56.0%	48.5%	47.5%	38.0%	47.1%	38.5%	52.4%	47.4%	44.6%	53.3%	43.8%	41.9%	47.1%	33.3%
	other, don't know	0.0%	1.5%	0.0%	0.9%	5.9%	0.0%	0.0%	0.0%	0.5%	0.0%	2.1%	0.0%	0.0%	0.0%
	<b>Total low priority (1-2)</b>	<b>20.0%</b>	<b>14.7%</b>	<b>17.2%</b>	<b>25.9%</b>	<b>23.5%</b>	<b>15.4%</b>	<b>14.3%</b>	<b>23.7%</b>	<b>19.5%</b>	<b>24.4%</b>	<b>22.9%</b>	<b>14.9%</b>	<b>23.5%</b>	<b>33.3%</b>
<b>Total high priority (5-4)</b>	<b>76.0%</b>	<b>77.9%</b>	<b>66.7%</b>	<b>56.5%</b>	<b>64.7%</b>	<b>69.2%</b>	<b>81.0%</b>	<b>60.5%</b>	<b>66.2%</b>	<b>68.9%</b>	<b>58.3%</b>	<b>70.3%</b>	<b>67.6%</b>	<b>58.3%</b>	
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	
37. bars/nightclubs	very low priority	48.0%	27.9%	29.3%	40.7%	29.4%	34.6%	28.6%	34.2%	35.9%	37.8%	39.6%	33.8%	32.4%	16.7%
	2	20.0%	23.5%	32.3%	18.5%	17.6%	26.9%	23.8%	21.1%	24.6%	17.8%	25.0%	21.6%	35.3%	58.3%
	3	20.0%	29.4%	27.3%	25.0%	29.4%	23.1%	23.8%	34.2%	25.6%	22.2%	20.8%	31.1%	17.6%	8.3%
	4	4.0%	8.8%	8.1%	6.5%	11.8%	11.5%	9.5%	5.3%	6.7%	8.9%	8.3%	8.1%	5.9%	0.0%
	top priority	8.0%	8.8%	2.0%	8.3%	5.9%	3.8%	14.3%	5.3%	6.2%	11.1%	5.2%	5.4%	8.8%	8.3%
	other, don't know	0.0%	1.5%	1.0%	0.9%	5.9%	0.0%	0.0%	0.0%	1.0%	2.2%	1.0%	0.0%	0.0%	8.3%
	<b>Total low priority (1-2)</b>	<b>68.0%</b>	<b>51.5%</b>	<b>61.6%</b>	<b>59.3%</b>	<b>47.1%</b>	<b>61.5%</b>	<b>52.4%</b>	<b>55.3%</b>	<b>60.5%</b>	<b>55.6%</b>	<b>64.6%</b>	<b>55.4%</b>	<b>67.6%</b>	<b>75.0%</b>
<b>Total high priority (5-4)</b>	<b>12.0%</b>	<b>17.6%</b>	<b>10.1%</b>	<b>14.8%</b>	<b>17.6%</b>	<b>15.4%</b>	<b>23.8%</b>	<b>10.5%</b>	<b>12.8%</b>	<b>20.0%</b>	<b>13.5%</b>	<b>14.7%</b>	<b>8.3%</b>		
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	
38. bookstore	very low priority	20.0%	20.6%	18.2%	20.4%	29.4%	26.9%	4.8%	36.8%	16.4%	15.6%	21.9%	13.5%	29.4%	8.3%
	2	16.0%	25.0%	13.1%	12.0%	11.8%	19.2%	9.5%	10.5%	17.4%	11.1%	20.8%	18.9%	17.6%	8.3%
	3	36.0%	33.8%	34.3%	27.8%	29.4%	26.9%	47.6%	21.1%	32.3%	35.6%	28.1%	33.8%	29.4%	33.3%
	4	12.0%	13.2%	22.2%	18.5%	11.8%	19.2%	14.3%	15.8%	19.5%	22.2%	13.5%	17.6%	11.8%	41.7%
	top priority	16.0%	5.9%	12.1%	15.7%	11.8%	7.7%	23.8%	13.2%	11.8%	11.1%	10.4%	16.2%	11.8%	8.3%
	other, don't know	0.0%	1.5%	0.0%	5.6%	5.9%	0.0%	0.0%	2.6%	4.4%	5.2%	0.0%	0.0%	0.0%	0.0%
	<b>Total low priority (1-2)</b>	<b>36.0%</b>	<b>45.6%</b>	<b>31.3%</b>	<b>32.4%</b>	<b>41.2%</b>	<b>46.2%</b>	<b>14.3%</b>	<b>47.4%</b>	<b>33.8%</b>	<b>26.7%</b>	<b>42.7%</b>	<b>32.4%</b>	<b>47.1%</b>	<b>16.7%</b>
<b>Total high priority (5-4)</b>	<b>28.0%</b>	<b>19.1%</b>	<b>34.3%</b>	<b>34.3%</b>	<b>23.5%</b>	<b>26.9%</b>	<b>38.1%</b>	<b>28.9%</b>	<b>31.3%</b>	<b>33.3%</b>	<b>24.0%</b>	<b>33.8%</b>	<b>23.5%</b>	<b>50.0%</b>	
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	
39. Of the items listed above, what business would you most like to see in downtown Hermann?	lodging	4.0%	0.0%	2.0%	1.9%	0.0%	0.0%	4.8%	2.6%	1.5%	0.0%	3.1%	1.4%	0.0%	0.0%
	casual dining	12.0%	16.2%	24.2%	12.0%	23.5%	23.1%	14.3%	7.9%	17.4%	13.3%	16.7%	18.9%	17.6%	25.0%
	coffee shop	0.0%	1.5%	1.0%	1.9%	0.0%	0.0%	0.0%	2.6%	1.5%	2.2%	0.0%	0.0%	0.0%	0.0%
	ice cream shop/soda fountain	0.0%	1.5%	2.0%	1.9%	11.8%	0.0%	0.0%	2.6%	1.0%	0.0%	3.1%	1.4%	0.0%	0.0%
	upscale specialty shops	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	1.0%	1.4%	0.0%	0.0%
	antique shops	0.0%	0.0%	1.0%	1.9%	5.9%	0.0%	0.0%	0.0%	1.0%	0.0%	2.1%	0.0%	0.0%	0.0%
	art galleries and shops	8.0%	1.5%	5.1%	1.9%	5.9%	11.5%	4.8%	5.3%	1.0%	2.2%	3.1%	2.7%	2.9%	16.7%
	upscale dining	0.0%	1.5%	5.1%	10.2%	11.8%	11.5%	0.0%	2.6%	5.1%	4.4%	7.3%	2.7%	2.9%	16.7%
	clothing stores	12.0%	20.6%	21.2%	38.9%	5.9%	11.5%	23.8%	23.7%	31.8%	33.3%	21.9%	29.7%	20.6%	16.7%
	movie theater	52.0%	39.7%	22.2%	14.8%	23.5%	30.8%	33.3%	39.5%	22.6%	24.4%	28.1%	25.7%	41.2%	25.0%
	bars/nightclubs	4.0%	0.0%	1.0%	0.9%	0.0%	3.8%	4.8%	0.0%	0.5%	2.2%	1.0%	0.0%	2.9%	0.0%
	bookstore	4.0%	0.0%	3.0%	0.9%	0.0%	3.8%	4.8%	0.0%	1.5%	0.0%	1.0%	1.4%	5.9%	0.0%
	Other - specify	4.0%	7.4%	7.1%	5.6%	5.9%	3.8%	4.8%	5.3%	7.2%	6.7%	7.3%	9.5%	2.9%	0.0%
	Don't know	0.0%	7.4%	5.1%	7.4%	5.9%	0.0%	4.8%	7.9%	6.7%	11.1%	4.2%	5.4%	2.9%	0.0%
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	
40. adding green space	very low priority	28.0%	13.2%	9.1%	15.7%	11.8%	15.4%	9.5%	23.7%	12.8%	20.0%	11.5%	6.8%	23.5%	8.3%
	2	16.0%	25.0%	17.2%	11.1%	17.6%	23.1%	9.5%	23.7%	14.9%	6.7%	19.8%	14.9%	23.5%	25.0%
	3	36.0%	29.4%	32.3%	34.3%	41.2%	23.1%	38.1%	18.4%	35.4%	33.3%	38.5%	32.4%	23.5%	41.7%
	4	12.0%	16.2%	23.2%	25.9%	23.5%	15.4%	28.6%	21.1%	22.1%	20.0%	21.9%	24.3%	14.7%	8.3%
	top priority	8.0%	14.7%	18.2%	10.2%	5.9%	23.1%	9.5%	13.2%	13.3%	20.0%	7.3%	18.9%	14.7%	16.7%
	other, don't know	0.0%	1.5%	0.0%	2.8%	0.0%	0.0%	4.8%	0.0%	1.5%	0.0%	1.0%	2.7%	0.0%	0.0%
	<b>Total low priority (1-2)</b>	<b>44.0%</b>	<b>38.2%</b>	<b>26.3%</b>	<b>26.9%</b>	<b>29.4%</b>	<b>38.5%</b>	<b>19.0%</b>	<b>47.4%</b>	<b>27.7%</b>	<b>26.7%</b>	<b>31.3%</b>	<b>21.6%</b>	<b>47.1%</b>	<b>33.3%</b>
<b>Total high priority (5-4)</b>	<b>20.0%</b>	<b>30.9%</b>	<b>41.4%</b>	<b>36.1%</b>	<b>29.4%</b>	<b>38.5%</b>	<b>38.1%</b>	<b>34.2%</b>	<b>35.4%</b>	<b>40.0%</b>	<b>29.2%</b>	<b>43.2%</b>	<b>29.4%</b>	<b>25.0%</b>	

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		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	%
41. improving lighting	very low priority	20.0%	17.6%	16.2%	13.0%	11.8%	19.2%	19.0%	26.3%	12.8%	15.6%	15.6%	10.8%	26.5%	16.7%
	2	16.0%	23.5%	16.2%	11.1%	23.5%	23.1%	14.3%	21.1%	13.8%	13.3%	16.7%	10.8%	17.6%	16.7%
	3	36.0%	26.5%	29.3%	26.9%	41.2%	23.1%	9.5%	31.6%	29.2%	24.4%	32.3%	33.8%	23.5%	25.0%
	4	24.0%	19.1%	22.2%	23.1%	23.5%	26.9%	33.3%	21.1%	20.5%	17.8%	22.9%	25.7%	26.5%	16.7%
	top priority	4.0%	11.8%	15.2%	23.1%	0.0%	7.7%	23.8%	0.0%	21.0%	26.7%	12.5%	17.6%	5.9%	16.7%
	other, don't know	0.0%	1.5%	1.0%	2.8%	0.0%	0.0%	0.0%	0.0%	2.6%	2.2%	0.0%	1.4%	0.0%	8.3%
	<b>Total low priority (1-2)</b>	<b>36.0%</b>	<b>41.2%</b>	<b>32.3%</b>	<b>24.1%</b>	<b>35.3%</b>	<b>42.3%</b>	<b>33.3%</b>	<b>47.4%</b>	<b>26.7%</b>	<b>28.9%</b>	<b>32.3%</b>	<b>21.6%</b>	<b>44.1%</b>	<b>33.3%</b>
<b>Total high priority (5-4)</b>	<b>28.0%</b>	<b>30.9%</b>	<b>37.4%</b>	<b>46.3%</b>	<b>23.5%</b>	<b>34.6%</b>	<b>57.1%</b>	<b>21.1%</b>	<b>41.5%</b>	<b>44.4%</b>	<b>35.4%</b>	<b>43.2%</b>	<b>32.4%</b>	<b>33.3%</b>	
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	
42. moving utilities underground	very low priority	16.0%	13.2%	8.1%	14.8%	17.6%	3.8%	19.0%	10.5%	12.3%	20.0%	11.5%	6.8%	17.6%	8.3%
	2	4.0%	10.3%	6.1%	11.1%	5.9%	11.5%	9.5%	10.5%	8.2%	15.6%	6.3%	8.1%	5.9%	8.3%
	3	24.0%	36.8%	26.3%	16.7%	29.4%	30.8%	33.3%	23.7%	23.1%	13.3%	29.7%	14.7%	25.0%	16.7%
	4	28.0%	20.6%	19.2%	17.6%	17.6%	15.4%	14.3%	18.4%	21.5%	17.8%	21.9%	20.3%	23.5%	16.7%
	top priority	24.0%	17.6%	39.4%	36.1%	17.6%	38.5%	23.8%	36.8%	32.3%	31.1%	27.1%	33.8%	38.2%	41.7%
	other, don't know	4.0%	1.5%	1.0%	3.7%	11.8%	0.0%	0.0%	0.0%	2.6%	2.2%	4.2%	1.4%	0.0%	0.0%
	<b>Total low priority (1-2)</b>	<b>20.0%</b>	<b>23.5%</b>	<b>14.1%</b>	<b>25.9%</b>	<b>23.5%</b>	<b>15.4%</b>	<b>28.6%</b>	<b>21.1%</b>	<b>20.5%</b>	<b>35.6%</b>	<b>17.7%</b>	<b>14.9%</b>	<b>23.5%</b>	<b>16.7%</b>
<b>Total high priority (5-4)</b>	<b>52.0%</b>	<b>38.2%</b>	<b>58.6%</b>	<b>53.7%</b>	<b>35.3%</b>	<b>53.8%</b>	<b>38.1%</b>	<b>55.3%</b>	<b>53.8%</b>	<b>48.9%</b>	<b>49.0%</b>	<b>54.1%</b>	<b>61.8%</b>	<b>58.3%</b>	
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	
43. adding new parking spaces or lots	very low priority	28.0%	11.8%	8.1%	13.0%	5.9%	3.8%	23.8%	23.7%	10.3%	17.8%	12.5%	8.1%	17.6%	25.0%
	2	16.0%	20.6%	12.1%	13.0%	11.8%	11.5%	4.8%	7.9%	17.9%	8.9%	11.5%	16.2%	23.5%	16.7%
	3	24.0%	35.3%	40.4%	20.4%	58.8%	46.2%	19.0%	26.3%	28.2%	20.0%	28.1%	39.2%	38.2%	33.3%
	4	16.0%	14.7%	21.2%	25.0%	5.9%	19.2%	14.3%	26.3%	22.1%	24.4%	24.0%	18.9%	2.9%	16.7%
	top priority	16.0%	17.6%	17.2%	26.9%	17.6%	19.2%	38.1%	15.8%	20.0%	28.9%	17.6%	14.7%	8.3%	8.3%
	other, don't know	0.0%	0.0%	1.0%	1.9%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	1.0%	0.0%	2.9%	0.0%
	<b>Total low priority (1-2)</b>	<b>44.0%</b>	<b>32.4%</b>	<b>20.2%</b>	<b>25.9%</b>	<b>17.6%</b>	<b>15.4%</b>	<b>28.6%</b>	<b>31.6%</b>	<b>28.2%</b>	<b>26.7%</b>	<b>24.0%</b>	<b>24.3%</b>	<b>41.2%</b>	<b>41.7%</b>
<b>Total high priority (5-4)</b>	<b>32.0%</b>	<b>32.4%</b>	<b>38.4%</b>	<b>51.9%</b>	<b>23.5%</b>	<b>38.5%</b>	<b>52.4%</b>	<b>42.1%</b>	<b>42.1%</b>	<b>53.3%</b>	<b>46.9%</b>	<b>36.5%</b>	<b>17.6%</b>	<b>25.0%</b>	
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	
44. stricter building code enforcement	very low priority	28.0%	32.4%	20.2%	26.9%	23.5%	15.4%	23.8%	39.5%	25.6%	37.8%	24.0%	17.6%	32.4%	25.0%
	2	28.0%	17.6%	16.2%	12.0%	5.9%	26.9%	9.5%	13.2%	16.4%	8.9%	20.8%	18.9%	11.8%	16.7%
	3	24.0%	27.9%	32.3%	24.1%	23.5%	19.2%	28.6%	23.7%	29.7%	28.9%	22.9%	29.7%	35.3%	25.0%
	4	4.0%	10.3%	21.2%	13.9%	17.6%	15.4%	9.5%	15.8%	14.9%	8.9%	17.7%	13.5%	17.6%	16.7%
	top priority	16.0%	8.8%	9.1%	17.6%	23.5%	19.2%	23.8%	5.3%	10.8%	15.6%	9.4%	16.2%	2.9%	16.7%
	other, don't know	0.0%	2.9%	1.0%	5.6%	5.9%	3.8%	4.8%	2.6%	2.6%	0.0%	5.2%	4.1%	0.0%	0.0%
	<b>Total low priority (1-2)</b>	<b>56.0%</b>	<b>50.0%</b>	<b>36.4%</b>	<b>38.9%</b>	<b>29.4%</b>	<b>42.3%</b>	<b>33.3%</b>	<b>52.6%</b>	<b>42.1%</b>	<b>46.7%</b>	<b>44.8%</b>	<b>36.5%</b>	<b>44.1%</b>	<b>41.7%</b>
<b>Total high priority (5-4)</b>	<b>20.0%</b>	<b>19.1%</b>	<b>30.3%</b>	<b>31.5%</b>	<b>41.2%</b>	<b>34.6%</b>	<b>33.3%</b>	<b>21.1%</b>	<b>25.6%</b>	<b>24.4%</b>	<b>27.1%</b>	<b>29.7%</b>	<b>20.6%</b>	<b>33.3%</b>	
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	
45. developing residential space	very low priority	20.0%	25.0%	11.1%	12.0%	11.8%	19.2%	9.5%	26.3%	13.8%	22.2%	10.4%	14.9%	29.4%	0.0%
	2	16.0%	20.6%	15.2%	12.0%	23.5%	15.4%	19.0%	15.8%	14.4%	17.8%	11.5%	12.2%	17.6%	16.7%
	3	44.0%	20.6%	40.4%	26.9%	29.4%	23.1%	33.3%	28.9%	32.8%	15.6%	37.5%	43.2%	17.6%	33.3%
	4	16.0%	19.1%	18.2%	25.9%	29.4%	30.8%	9.5%	15.8%	21.0%	17.8%	25.0%	16.2%	23.5%	16.7%
	top priority	4.0%	13.2%	14.1%	18.5%	0.0%	11.5%	23.8%	13.2%	15.4%	20.0%	14.6%	10.8%	8.8%	33.3%
	other, don't know	0.0%	1.5%	1.0%	4.6%	5.9%	0.0%	4.8%	0.0%	2.6%	6.7%	1.0%	2.7%	2.9%	0.0%
	<b>Total low priority (1-2)</b>	<b>36.0%</b>	<b>45.6%</b>	<b>26.3%</b>	<b>24.1%</b>	<b>35.3%</b>	<b>34.6%</b>	<b>28.6%</b>	<b>42.1%</b>	<b>28.2%</b>	<b>40.0%</b>	<b>21.9%</b>	<b>27.0%</b>	<b>47.1%</b>	<b>16.7%</b>
<b>Total high priority (5-4)</b>	<b>20.0%</b>	<b>32.4%</b>	<b>32.3%</b>	<b>44.4%</b>	<b>29.4%</b>	<b>42.3%</b>	<b>33.3%</b>	<b>28.9%</b>	<b>36.4%</b>	<b>37.8%</b>	<b>39.6%</b>	<b>27.0%</b>	<b>32.4%</b>	<b>50.0%</b>	
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	
46. making the area more pedestrian-friendly	very low priority	24.0%	13.2%	7.1%	6.5%	5.9%	7.7%	14.3%	10.5%	8.7%	6.7%	10.4%	8.1%	17.6%	8.3%
	2	16.0%	13.2%	13.1%	9.3%	11.8%	19.2%	14.3%	21.1%	9.2%	11.1%	11.5%	6.8%	23.5%	0.0%
	3	32.0%	39.7%	33.3%	23.1%	41.2%	30.8%	28.6%	28.9%	31.3%	26.7%	29.2%	37.8%	23.5%	33.3%
	4	20.0%	20.6%	23.2%	29.6%	29.4%	15.4%	4.8%	23.7%	28.2%	24.4%	29.2%	27.0%	20.6%	16.7%
	top priority	8.0%	13.2%	22.2%	30.6%	11.8%	23.1%	38.1%	15.8%	22.1%	31.1%	19.8%	18.9%	14.7%	41.7%
	other, don't know	0.0%	0.0%	1.0%	0.9%	0.0%	3.8%	0.0%	0.0%	0.5%	0.0%	0.0%	1.4%	0.0%	0.0%
	<b>Total low priority (1-2)</b>	<b>40.0%</b>	<b>26.5%</b>	<b>20.2%</b>	<b>15.7%</b>	<b>17.6%</b>	<b>26.9%</b>	<b>28.6%</b>	<b>31.6%</b>	<b>17.9%</b>	<b>17.8%</b>	<b>21.9%</b>	<b>14.9%</b>	<b>41.2%</b>	<b>8.3%</b>
<b>Total high priority (5-4)</b>	<b>28.0%</b>	<b>33.8%</b>	<b>45.5%</b>	<b>60.2%</b>	<b>41.2%</b>	<b>38.5%</b>	<b>42.9%</b>	<b>39.5%</b>	<b>50.3%</b>	<b>55.6%</b>	<b>49.0%</b>	<b>45.9%</b>	<b>35.3%</b>	<b>58.3%</b>	

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		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	%
47. adding public restrooms	very low priority	8.0%	5.9%	3.0%	5.6%	0.0%	3.8%	9.5%	7.9%	4.6%	8.9%	4.2%	1.4%	11.8%	8.3%
	2	20.0%	8.8%	4.0%	7.4%	11.8%	3.8%	0.0%	10.5%	8.2%	4.4%	7.3%	5.4%	11.8%	8.3%
	3	20.0%	29.4%	26.3%	20.4%	29.4%	11.5%	19.0%	26.3%	25.6%	26.7%	24.0%	25.7%	20.6%	16.7%
	4	20.0%	22.1%	29.3%	24.1%	17.6%	38.5%	28.6%	21.1%	24.6%	17.8%	26.0%	31.1%	26.5%	25.0%
	top priority	32.0%	32.4%	37.4%	39.8%	35.3%	42.3%	42.9%	34.2%	35.4%	40.0%	35.4%	36.5%	29.4%	41.7%
	other, don't know	0.0%	1.5%	0.0%	2.8%	5.9%	0.0%	0.0%	0.0%	1.5%	2.2%	3.1%	0.0%	0.0%	0.0%
	<b>Total low priority (1-2)</b>	<b>28.0%</b>	<b>14.7%</b>	<b>7.1%</b>	<b>13.0%</b>	<b>11.8%</b>	<b>7.7%</b>	<b>9.5%</b>	<b>18.4%</b>	<b>12.8%</b>	<b>13.3%</b>	<b>11.5%</b>	<b>6.8%</b>	<b>23.5%</b>	<b>16.7%</b>
<b>Total high priority (5-4)</b>	<b>52.0%</b>	<b>54.4%</b>	<b>66.7%</b>	<b>63.9%</b>	<b>52.9%</b>	<b>80.8%</b>	<b>71.4%</b>	<b>55.3%</b>	<b>60.0%</b>	<b>57.8%</b>	<b>61.5%</b>	<b>67.6%</b>	<b>55.9%</b>	<b>66.7%</b>	
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	
48. improving signage to help people find their way around	very low priority	24.0%	13.2%	10.1%	10.2%	5.9%	19.2%	19.0%	23.7%	8.7%	15.6%	6.3%	8.1%	35.3%	8.3%
	2	28.0%	16.2%	17.2%	11.1%	11.8%	15.4%	9.5%	21.1%	15.9%	8.9%	18.8%	17.6%	14.7%	8.3%
	3	12.0%	42.6%	34.3%	32.4%	41.2%	26.9%	14.3%	26.3%	37.4%	35.6%	32.3%	36.5%	26.5%	33.3%
	4	20.0%	11.8%	25.3%	23.1%	17.6%	26.9%	28.6%	21.1%	19.5%	15.6%	27.1%	20.3%	11.8%	16.7%
	top priority	16.0%	13.2%	13.1%	21.3%	17.6%	11.5%	28.6%	7.9%	16.9%	22.2%	13.5%	17.6%	11.8%	25.0%
	other, don't know	0.0%	2.9%	0.0%	1.9%	5.9%	0.0%	0.0%	0.0%	1.5%	2.2%	2.1%	0.0%	0.0%	8.3%
	<b>Total low priority (1-2)</b>	<b>52.0%</b>	<b>29.4%</b>	<b>27.3%</b>	<b>21.3%</b>	<b>17.6%</b>	<b>34.6%</b>	<b>28.6%</b>	<b>44.7%</b>	<b>24.6%</b>	<b>24.4%</b>	<b>25.0%</b>	<b>25.7%</b>	<b>50.0%</b>	<b>16.7%</b>
<b>Total high priority (5-4)</b>	<b>36.0%</b>	<b>25.0%</b>	<b>38.4%</b>	<b>44.4%</b>	<b>35.3%</b>	<b>38.5%</b>	<b>57.1%</b>	<b>28.9%</b>	<b>36.4%</b>	<b>37.8%</b>	<b>40.6%</b>	<b>37.8%</b>	<b>23.5%</b>	<b>41.7%</b>	
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	
49. improving building facades	very low priority	16.0%	14.7%	8.1%	12.0%	0.0%	11.5%	19.0%	13.2%	10.8%	13.3%	9.4%	12.2%	14.7%	16.7%
	2	20.0%	19.1%	13.1%	9.3%	17.6%	19.2%	14.3%	23.7%	10.8%	15.6%	15.6%	9.5%	17.6%	8.3%
	3	40.0%	39.7%	40.4%	27.8%	41.2%	26.9%	38.1%	31.6%	37.4%	24.4%	44.8%	31.1%	41.2%	41.7%
	4	16.0%	13.2%	22.2%	27.8%	29.4%	26.9%	0.0%	18.4%	23.1%	22.2%	15.6%	29.7%	17.6%	8.3%
	top priority	4.0%	8.8%	16.2%	16.7%	11.8%	15.4%	23.8%	13.2%	12.8%	20.0%	13.5%	10.4%	8.8%	25.0%
	other, don't know	4.0%	4.4%	0.0%	6.5%	0.0%	0.0%	4.8%	0.0%	5.1%	4.4%	4.2%	4.1%	0.0%	0.0%
	<b>Total low priority (1-2)</b>	<b>36.0%</b>	<b>33.8%</b>	<b>21.2%</b>	<b>21.3%</b>	<b>17.6%</b>	<b>30.8%</b>	<b>33.3%</b>	<b>36.8%</b>	<b>21.5%</b>	<b>28.9%</b>	<b>25.0%</b>	<b>21.6%</b>	<b>32.4%</b>	<b>25.0%</b>
<b>Total high priority (5-4)</b>	<b>20.0%</b>	<b>22.1%</b>	<b>38.4%</b>	<b>44.4%</b>	<b>41.2%</b>	<b>42.3%</b>	<b>23.8%</b>	<b>31.6%</b>	<b>35.9%</b>	<b>42.2%</b>	<b>26.0%</b>	<b>43.2%</b>	<b>26.5%</b>	<b>33.3%</b>	
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	
50. improving handicap accessibility	very low priority	8.0%	11.8%	6.1%	7.4%	5.9%	11.5%	19.0%	18.4%	4.6%	6.7%	5.2%	8.1%	14.7%	8.3%
	2	8.0%	7.4%	9.1%	10.2%	11.8%	7.7%	0.0%	10.5%	9.7%	6.7%	7.3%	5.4%	11.8%	8.3%
	3	48.0%	30.9%	27.3%	13.9%	35.3%	34.6%	14.3%	28.9%	23.6%	11.1%	31.3%	33.8%	20.6%	25.0%
	4	16.0%	17.6%	22.2%	32.4%	17.6%	11.5%	28.6%	26.3%	26.2%	26.7%	21.9%	25.7%	26.5%	16.7%
	top priority	20.0%	26.5%	34.3%	34.3%	23.5%	34.6%	38.1%	15.8%	32.8%	46.7%	31.3%	27.0%	23.5%	33.3%
	other, don't know	0.0%	5.9%	1.0%	1.9%	5.9%	0.0%	0.0%	0.0%	3.1%	2.2%	3.1%	0.0%	2.9%	8.3%
	<b>Total low priority (1-2)</b>	<b>16.0%</b>	<b>19.1%</b>	<b>15.2%</b>	<b>17.6%</b>	<b>17.6%</b>	<b>19.2%</b>	<b>19.0%</b>	<b>28.9%</b>	<b>14.4%</b>	<b>13.3%</b>	<b>12.5%</b>	<b>13.5%</b>	<b>26.5%</b>	<b>16.7%</b>
<b>Total high priority (5-4)</b>	<b>36.0%</b>	<b>44.1%</b>	<b>56.6%</b>	<b>66.7%</b>	<b>41.2%</b>	<b>46.2%</b>	<b>66.7%</b>	<b>42.1%</b>	<b>59.0%</b>	<b>73.3%</b>	<b>53.1%</b>	<b>52.7%</b>	<b>50.0%</b>	<b>50.0%</b>	
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	
52. What would you say is your primary source of information about downtown Hermann? And what is your second most likely source of information?	local newspaper	20.0%	32.4%	32.3%	38.0%	5.9%	30.8%	38.1%	42.1%	34.4%	31.1%	34.4%	33.8%	29.4%	33.3%
	television	0.0%	0.0%	3.0%	3.7%	0.0%	0.0%	0.0%	2.6%	3.1%	2.2%	3.1%	1.4%	2.9%	0.0%
	radio	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.0%	0.0%	0.0%	0.0%
	Chamber of Commerce website	8.0%	4.4%	3.0%	1.9%	5.9%	15.4%	0.0%	2.6%	2.2%	4.2%	5.4%	2.9%	2.9%	0.0%
	word-of-mouth	24.0%	19.1%	23.2%	21.3%	35.3%	7.7%	14.3%	23.7%	22.1%	22.2%	16.7%	23.0%	35.3%	25.0%
	none	0.0%	2.9%	1.0%	3.7%	5.9%	0.0%	4.8%	0.0%	2.1%	4.4%	2.1%	1.4%	0.0%	0.0%
	other - specify	40.0%	30.9%	35.4%	28.7%	35.3%	42.3%	38.1%	23.7%	32.3%	33.3%	34.4%	28.4%	26.5%	33.3%
	don't know/refused	8.0%	10.3%	1.0%	2.8%	11.8%	3.8%	4.8%	7.9%	3.1%	4.4%	4.2%	6.8%	2.9%	8.3%
	local newspaper	26.1%	30.5%	35.1%	27.7%	50.0%	20.0%	21.1%	28.6%	32.4%	26.8%	24.4%	33.8%	48.5%	27.3%
	television	0.0%	0.0%	1.0%	4.0%	0.0%	0.0%	5.3%	5.7%	1.1%	4.9%	1.1%	2.9%	0.0%	0.0%
	radio	0.0%	1.7%	0.0%	5.0%	0.0%	0.0%	0.0%	2.9%	2.2%	2.4%	4.4%	1.5%	0.0%	0.0%
	Chamber of Commerce website	0.0%	1.7%	4.1%	1.0%	0.0%	4.0%	0.0%	5.7%	1.6%	0.0%	1.1%	2.9%	3.0%	0.0%
	word-of-mouth	39.1%	44.1%	34.0%	36.6%	21.4%	36.0%	36.8%	37.1%	39.5%	39.0%	40.0%	26.5%	30.3%	45.5%
	none	4.3%	8.5%	9.3%	8.9%	21.4%	4.0%	21.1%	2.9%	8.1%	7.3%	11.1%	10.3%	3.0%	9.1%
	other - specify	30.4%	10.2%	13.4%	11.9%	7.1%	28.0%	15.8%	14.3%	10.8%	17.1%	12.2%	17.6%	12.1%	18.2%
	don't know/refused	0.0%	3.4%	3.1%	5.0%	0.0%	4.0%	0.0%	2.9%	4.3%	2.4%	5.6%	4.4%	3.0%	0.0%

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		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	%
53. Age	18-34	100.0%	0.0%	0.0%	0.0%	23.5%	15.4%	28.6%	5.3%	4.6%	6.7%	10.4%	9.5%	8.8%	0.0%
	35-49	0.0%	100.0%	0.0%	0.0%	41.2%	19.2%	23.8%	21.1%	21.5%	17.8%	16.7%	29.7%	35.3%	33.3%
	50-64	0.0%	0.0%	100.0%	0.0%	17.6%	42.3%	28.6%	39.5%	32.3%	15.6%	29.2%	39.2%	38.2%	58.3%
	65 or over	0.0%	0.0%	0.0%	100.0%	17.6%	23.1%	19.0%	34.2%	41.5%	60.0%	43.8%	21.6%	17.6%	8.3%
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	%
54. Length of Residence	0-2 yrs.	16.0%	10.4%	3.1%	2.8%	100.0%	0.0%	0.0%	0.0%	0.0%	2.3%	5.2%	4.1%	3.1%	16.7%
	3-5 yrs.	16.0%	7.5%	11.2%	5.6%	0.0%	100.0%	0.0%	0.0%	0.0%	6.8%	11.5%	9.5%	9.4%	8.3%
	6-10 yrs.	24.0%	7.5%	6.1%	3.7%	0.0%	0.0%	100.0%	0.0%	0.0%	4.5%	6.3%	9.5%	6.3%	8.3%
	11-20 yrs.	8.0%	11.9%	15.3%	12.1%	0.0%	0.0%	0.0%	100.0%	0.0%	15.9%	15.6%	5.4%	18.8%	8.3%
	20 yrs. +	36.0%	62.7%	64.3%	75.7%	0.0%	0.0%	0.0%	0.0%	100.0%	70.5%	61.5%	71.6%	62.5%	58.3%
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	%
55. Household income	< \$25,000	13.0%	12.9%	8.3%	29.3%	8.3%	12.0%	11.1%	21.2%	18.2%	100.0%	0.0%	0.0%	0.0%	0.0%
	\$25-49,999	43.5%	25.8%	33.3%	45.7%	41.7%	44.0%	33.3%	45.5%	34.7%	0.0%	100.0%	0.0%	0.0%	0.0%
	\$50-74,999	30.4%	35.5%	34.5%	17.4%	25.0%	28.0%	38.9%	12.1%	31.2%	0.0%	0.0%	100.0%	0.0%	0.0%
	\$75-99,999	13.0%	19.4%	15.5%	6.5%	8.3%	12.0%	11.1%	18.2%	11.8%	0.0%	0.0%	0.0%	100.0%	0.0%
	\$100,000 +	0.0%	6.5%	8.3%	1.1%	16.7%	4.0%	5.6%	3.0%	4.1%	0.0%	0.0%	0.0%	0.0%	100.0%
		53. Age				54. Length of Residence					55. Household income				
		18-34	35-49	50-64	65 or over	0-2 yrs.	3-5 yrs.	6-10 yrs.	11-20 yrs.	20 yrs. +	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +
		%	%	%	%	%	%	%	%	%	%	%	%	%	%
56. Gender	male	40.0%	58.8%	51.5%	45.4%	58.8%	34.6%	52.4%	50.0%	50.8%	46.7%	54.2%	56.8%	52.9%	58.3%
	female	60.0%	41.2%	48.5%	54.6%	41.2%	65.4%	47.6%	50.0%	49.2%	53.3%	45.8%	43.2%	47.1%	41.7%

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