

# VISITOR SURVEY REPORT

FINAL SURVEY FINDINGS AND RESULTS

CITY OF HERMANN, MISSOURI

February, 2008



**D·R·E·A·M**  
I N I T I A T I V E



# ACKNOWLEDGMENTS



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



PLANNING CONSULTANT



PREPARED BY



---

*This Page Intentionally Left Blank*

---

## TABLE OF CONTENTS

<u>SECTION</u>	<u>PAGE</u>
I. EXECUTIVE SUMMARY .....	1
A. Visiting Downtown Hermann.....	1
B. Activities On This Visit To Downtown .....	1
C. Using Downtown Hermann.....	2
D. Additions And Improvements To Downtown Hermann.....	2
E. Respondent Profile .....	3
II. OVERVIEW OF DATA .....	5
III. RESPONSES TO OPEN ENDED QUESTIONS.....	11
IV. VISITOR BAR CHARTS.....	15
V. QUESTIONNAIRE.....	53
VI. CROSS TABULATION .....	59

*This Page Intentionally Left Blank*

## SECTION I

### EXECUTIVE SUMMARY

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

One hundred and seventeen (117) interviews were completed from various zip codes outside Hermann. Residents living in the 65041 zip code were excluded from taking the survey.

#### **A. Visiting Downtown Hermann**

Respondents were asked several questions about the visit to downtown during which they were surveyed. When asked to indicate the "main purpose of [their] visit downtown today," a plurality (49.1%) of respondents said they were downtown to attend a special event. Because many surveys were completed in conjunction with special events, this finding is not a surprise. Smaller percentages said that their primary reason for visiting downtown on this trip was "visiting family/friends" (11.6%) and "shopping" (9.8%).

Most respondents (62.5%) had visited downtown Hermann before, but half (50.0%) said they visit downtown once a year or less. A third (32.9%) indicated that they visit downtown more than once a year but less than once a month, and about one in eight (12.8%) reported visiting downtown at least once a month.

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

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

- Dining (97.3%)
- Shopping (82.1%)
- Attending special event (74.3%)

Smaller percentages of respondents reported doing five other activities tested in this section during this visit to downtown:

- Nightlife/entertainment (36.6%)
- Outdoor recreation (35.7%)
- Conducting business (14.4%)
- Visiting the downtown wineries (11.6%)
- Government/post office (2.7%)

When asked to indicate the “top two reasons [they] most often visit downtown Hermann,” two thirds (64.5%) answered “special events” as one of these two reasons. Significant percentages also answered “dining” (46.6%), “shopping” (30.1%) and “nightlife/entertainment” (13.9%).

Almost half (48.2%) of all respondents said that they were staying overnight in Hermann. Of this group, two thirds (68.5%) indicated that they were staying at a hotel, motel or bed and breakfast in the Hermann area, 16.7% with family or friends and 14.8% at a campground or RV park.

A quarter (27.0%) of respondents said that they would spend \$200 or more on this visit to downtown, and another three in ten (29.7%) said they would spend at least \$100. A quarter (27.9%) said they would spend between \$50-99 and about one in eight (13.5%) said they would spend less than \$50.

Respondents were also asked whether “any children under the age of 18” came with them on this visit to downtown. Four in five (82.9%) said that no child under the age of 18 had accompanied them on this visit downtown.

### C. Using Downtown Hermann

Respondents were asked about the ease and convenience of downtown Hermann. Three in five (61.3%) respondents said that it is “very” easy to find their way around downtown. Overall, nine in ten (91.0%) of respondents said that it is “very” or “somewhat” easy to do so. Three quarters (73.8%) indicated that parking is “very” or “somewhat” convenient downtown, and a majority (58.5%) said that downtown business hours are “very” or “somewhat” convenient.

### D. Additions And Improvements To Downtown Hermann

When asked “what kinds of additional businesses” would make them more likely to visit downtown, no one kind of business was cited by a majority of respondents. About two in five (38.5%<sup>1</sup>) answered “more/better restaurants. Other types of businesses cited by significant percentages of respondents included:

- More shops in general (27.4%)
- Movie theater (24.3%)
- Art galleries/shops (22.0%)
- Antique shops (15.1%)
- Specialty/upscale shops (12.9%)
- Ice cream shop/soda fountain (10.9%)
- Clothing stores (10.5%)

Respondents were also asked “what kinds of recreation or entertainment opportunities would make [them] more likely to visit downtown Hermann. Again, interviewers recorded respondents’ first two responses to this question. Significant percentages cited each of the following opportunities:

---

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

- Theaters/movies/plays (31.5%)
- Bands/live concerts/music (31.1%)
- More bars (30.8%)
- More special events (27.4%)
- More restaurants (26.7%)
- Art galleries/events (19.6%)
- Family events (18.3%)

Finally, respondents were asked “what other physical improvements” they believed “would make downtown Hermann more appealing. Again, interviewers recorded respondents’ first two responses to this question. In no case did a majority cite a particular type of improvement, but significant percentages gave the following responses:

- Renovation of historic buildings (36.6%)
- Benches/more green space (32.6%)
- More/better parking (30.4%)
- New/better sidewalks (28.5%)
- Better signage (18.6%)
- Better maintained buildings (12.6%)
- More/better lighting (11.8%)

## **E. Respondent Profile**

Respondents were read several hobbies and asked which were hobbies of their own. Majorities indicated that they were involved with six of the hobbies listed in this section:

- Fine dining (85.6%)
- Seeing live music (82.0%)
- Walking/hiking (73.0%)
- Wine tasting (72.1%)
- Retail/boutique shopping (61.3%)
- Antique shopping (60.4%)

Fewer than half of all respondents indicated that the remaining items on the list were hobbies of theirs:

- Biking (41.4%)
- Golf (28.8%)

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

*This Page Intentionally Left Blank*

## SECTION II

### OVERVIEW OF DATA

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

One hundred and seventeen (117) interviews were completed from various zip codes surrounding Hermann. (Residents living in the 65041 zip code were excluded from taking the survey.) This overview provides overall results of questions asked in the survey, in the order in which they were asked.

		%
2. What is the main purpose of your visit to downtown Hermann today?	Shopping	9.8%
	Visiting family/friends	11.6%
	Business	3.6%
	Special event	49.1%
	Government/Post Office	.0%
	Other	25.9%

		%
3. Are you staying overnight in Hermann?	Yes	48.2%
	No	51.8%

		%
4. Where are you staying overnight in Hermann?	Hotel/motel/bed and breakfast in Hermann area	68.5%
	With family or friends	16.7%
	Campground/RV park	14.8%
	Other	.0%

		%
5. Have you visited downtown Hermann before today?	Yes	62.5%
	No	37.5%

		%
6. How often do you visit downtown Hermann?	Once a year or less	50.0%
	More than once a year but less than once a month	32.9%
	One to five times per month	7.1%
	More than 5 times a month	5.7%
	Other	4.3%

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

	Yes	No	Other/do n't know
	%	%	%
7. Attending special event	74.3%	25.7%	.0%
8. Shopping	82.1%	17.0%	.9%
9. Dining	97.3%	2.7%	.0%
10. Nightlife/entertainment	36.6%	58.0%	5.4%
11. Outdoor recreation	35.7%	61.6%	2.7%
12. Visiting the downtown wineries	11.6%	81.3%	7.1%
13. Conducting business	14.4%	82.9%	2.7%
14. Government/Post Office	2.7%	92.8%	4.5%

		%
15. What are the top two reasons you most often visit downtown Hermann? (%'s are of those who chose response as first or second reason) Asked as an open-ended question.	Special event	64.5%
	Shopping	30.1%
	Dining	46.6%
	Nightlife/entertainment	13.9%
	Outdoor recreation	8.3%
	Conducting business	9.2%
	Government/Post Office	.0%
	Other	27.4%

		%
16. How easy would you say it is to find your way around downtown Hermann?	Very easy	61.3%
	Somewhat easy	29.7%
	Somewhat difficult	4.5%
	Very difficult	2.7%
	I don't know.	1.8%

		%
17. How convenient would you say that parking is downtown?	Very convenient	38.7%
	Somewhat convenient	35.1%
	Somewhat inconvenient	13.5%
	Very inconvenient	2.7%
	I don't know	9.9%

		%
18. How convenient would you say that hours of downtown businesses are?	Very convenient	30.6%
	Somewhat convenient	27.9%
	Somewhat inconvenient	15.3%
	Very inconvenient	7.2%
	I don't know.	18.9%

		%
19. What kinds of additional businesses do you think would make you more likely to visit downtown Hermann? (%'s are of those who chose response as first or second reason) Asked as an open-ended question.	More/better restaurants	38.5%
	Clothing stores	10.5%
	More shops (in general)	27.4%
	Specialty/upscale shops	12.9%
	Antique shops	15.1%
	Coffee shop	6.1%
	Bookstore	7.5%
	Art galleries/shops	22.0%
	Bed and breakfasts/lodging	7.8%
	Ice cream shop/soda fountain	10.9%
	Movie theater	24.3%
Other	17.1%	

	%	
20. What kinds of recreation or entertainment opportunities would make you more likely to visit downtown Hermann? (%'s are of those who chose response as first or second reason) Asked as an open-ended question.	More special events	27.4%
	Bands/live concerts/music	31.1%
	More restaurants	26.7%
	More bars	30.8%
	Theaters/movies/plays	31.5%
	Family events	18.3%
	Art Galleries/events	19.6%
Other	14.4%	

	%	
21. What other physical improvements do you think would make downtown Hermann more appealing? (%'s are of those who chose response as first or second reason) Asked as an open-ended question.	Renovation of historic buildings	36.6%
	Better maintained buildings	12.6%
	More/better lighting	11.8%
	Better signage	18.6%
	Cleaner/less trash	2.7%
	More/better parking	30.4%
	New/better sidewalks	28.5%
	Benches/more greenspace	32.6%
Other	26.1%	

	%	
22. Excluding lodging, how much money are you likely to spend in downtown Hermann during this visit?	less than \$50	13.5%
	\$50 - \$99	27.9%
	\$100 - \$199	29.7%
	\$200 or more	27.0%
	other/don't know	1.8%

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

	Yes	No	Other/do n't know
	%	%	%
23. Retail/boutique shopping	61.3%	37.8%	.9%
24. Biking	41.4%	56.8%	1.8%
25. Antique shopping	60.4%	37.8%	1.8%
26. Golf	28.8%	70.3%	.9%
27. Seeing live music	82.0%	17.1%	.9%
28. Walking/hiking	73.0%	27.0%	.0%
29. Fine dining	85.6%	14.4%	.0%
30. Wine tasting	72.1%	27.9%	.0%

	%
31. In which of the following age groups are you?	
18-34	18.9%
35-49	36.0%
50-64	32.4%
65 or over	10.8%
other, don't know, refused	1.8%

	%
32. Did any children under the age of 18 come with you downtown today?	
Yes	17.1%
No	82.9%
other, don't know	.0%

	%
33. Please stop me when I get to the category that best describes your annual household income from 2006.	
Under \$25,000	1.8%
\$25,000 to \$49,999	16.2%
\$50,000 to \$74,999	27.0%
\$75,000 to \$99,999	28.8%
\$100,000 plus	13.5%
other, don't know, refused	12.6%

	%
34. Gender	
Male	43.2%
Female	56.8%

Zip Codes:

62573	80301	52404
62573	65265	62694
63040	63124	63090
67215	63304	66210
66061	63301	62236
65037	65231	66209
64063	65355	66213
63043	63301	62294
63074	63119	62034
62236	65044	66062
62656	65044	66204
63068	65265	62002
65202	65251	66102
63026	63130	64747
80134	90034	62012
63090	65203	65066
62025	63385	63021
63111	63131	65205
65255	63068	63015
63069	63901	65452
92372	63357	63701
63363	63074	65109
60448	63390	52240
63111	63301	63122
65041	63385	37101
65201	65044	63128
66102	63010	62901
61042	63012	68504
63110	65203	68504
53511	63118	64112
71907	58495	51351
67205	66044	67220
63069	43533	65803
63304	52248	63033
63304	64068	65640
65583	38019	63401
65338	63755	
64145	62104	

## SECTION III

### RESPONSES TO OPEN ENDED QUESTIONS

#### **Q2. What is the main purpose of your visit to downtown Hermann today?**

Biking.  
Relaxation.  
Fun.  
Get away.  
Site seeing.  
Introduce people to Hermann.  
Site seeing.  
Fun.  
School.  
Site seeing.  
Site seeing.  
Get away.  
Museums, wineries.  
Wineries.  
Wineries.  
b and b Hermann hill cottage.  
Wineries.  
b and b wineries.  
Trip.  
Vacation.  
Vacation.  
Making wife happy.  
October fest.  
Wedding.  
b and b's.  
b and b.  
Bike trail.  
Historic district.

#### **15: What are the top two reasons you most often visit downtown Hermann?**

Family/Friends.  
Family.  
Wonderful people.  
Antique stores and architecture.  
Drinking.  
Business.  
Meet friends.  
Wineries, Special event.  
Wineries, historic sites.

Historic sites.  
Historic sites.  
Wineries.  
Historic sites.  
Friends.  
Wineries.  
Family and river.  
Wineries.  
Wineries.

**Q19: What kinds of additional businesses do you think would make you more likely to visit downtown Hermann?**

It's fine.  
More bars.  
Specialty/upscale shops food.  
German food places.  
Historic sites/walks.  
More/entertainment venues.  
Night life.  
Shuttle service from train to wineries.  
Transportation.  
Riverboat.  
More historic signage.

**Q20: What kinds of recreation or entertainment opportunities would make you more likely to visit downtown Hermann?**

Outdoor activities.  
More walking and art festivals.  
Move stuff to do down on the riverfront...cruise or floating ferries on the river...a pier.  
Like it the way it is...like shopping  
Like it how it is.  
Cater to 20 something's/hostels/cyclists.  
Transportation to wineries.  
Historic sites.  
Train schedule.  
Rides.  
German background.  
Better focus on history.

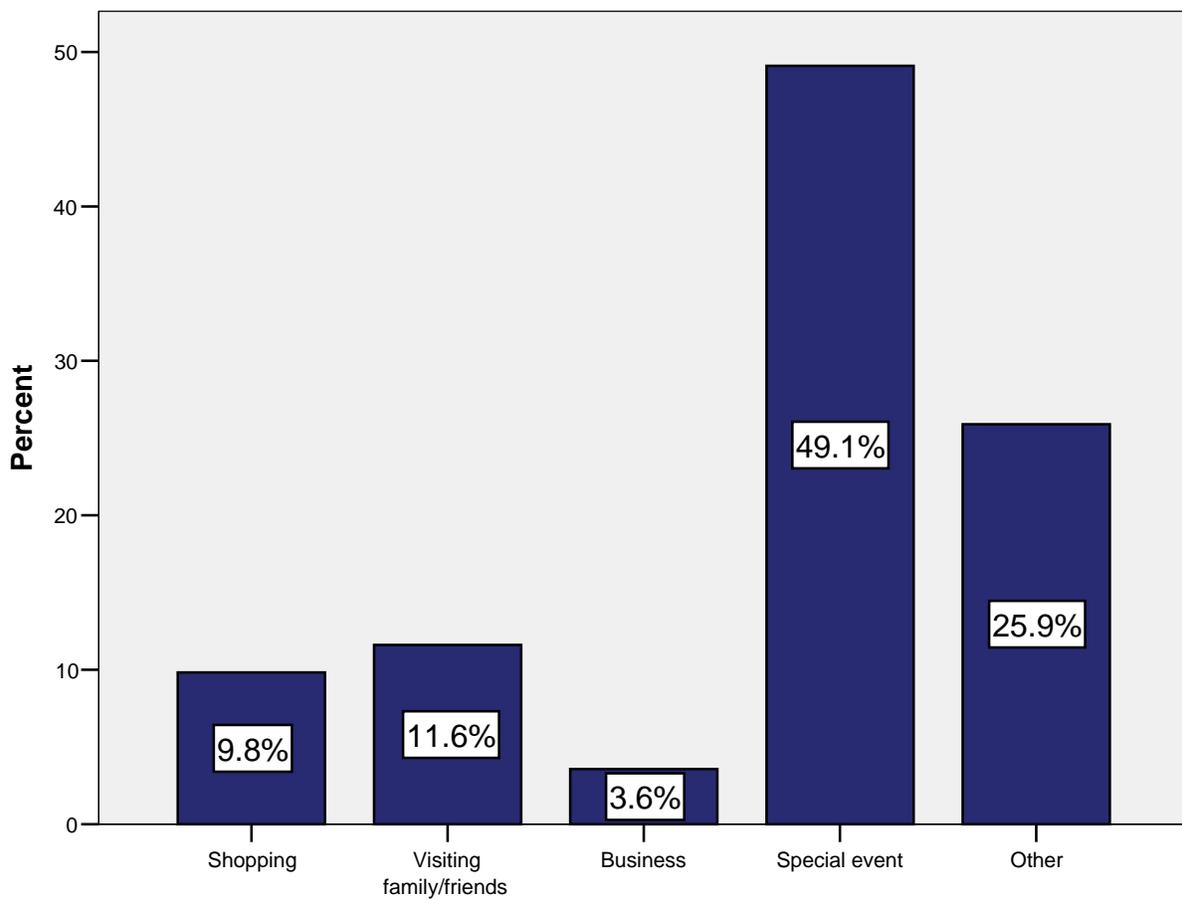
**Q21: What other physical improvements do you think would make downtown Hermann more appealing?**

No problem.  
Public bathrooms.  
Restaurants.  
Like it the way it is.  
Happy with it.  
Fine the way it is.  
Good as is.  
Nothing it's a pretty place.  
Love it the way it is.  
None, it's a nice town.  
Restrooms, shuttle service.  
Transportation system.  
More full buildings.  
Good.  
Good.  
Snow plows.  
Better maps and brochures.  
Historic signs.  
Historic signage and maps.  
Good.

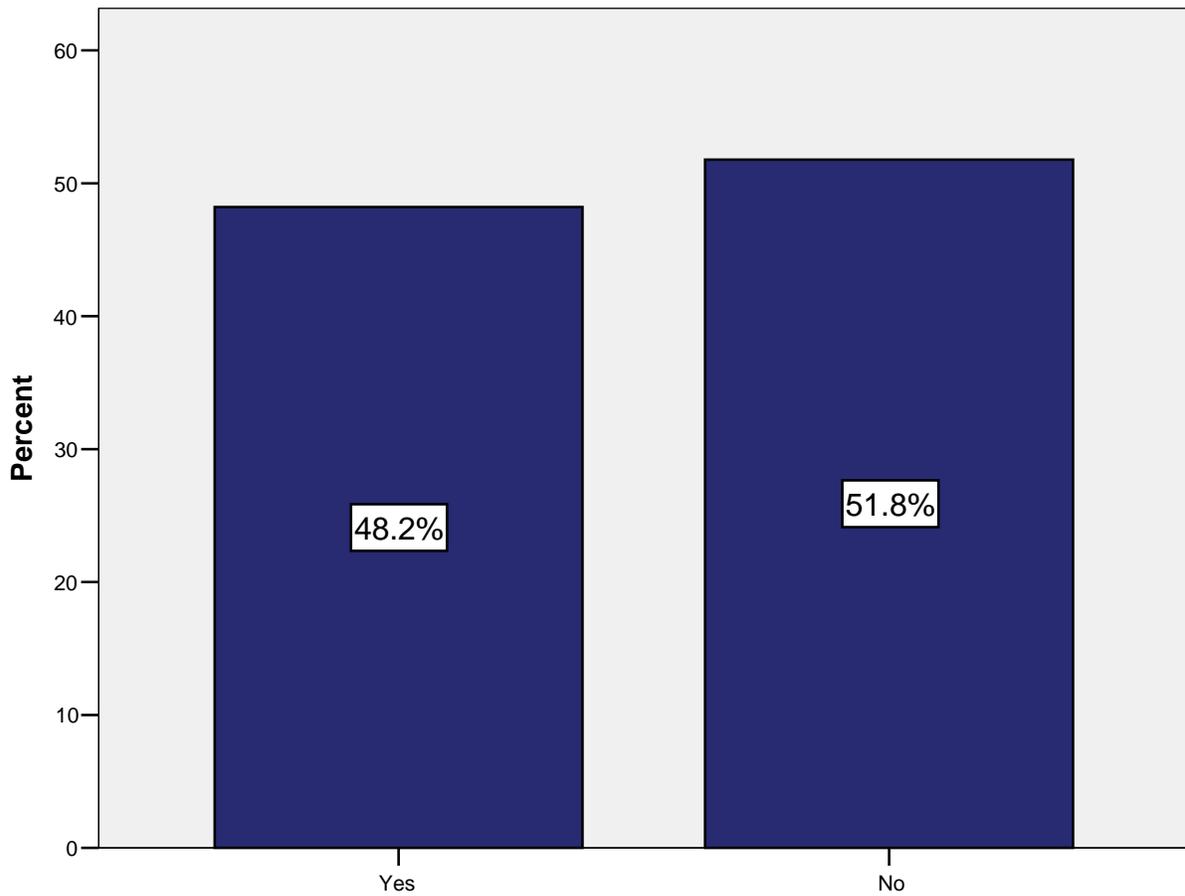
*This Page Intentionally Left Blank*

## SECTION IV

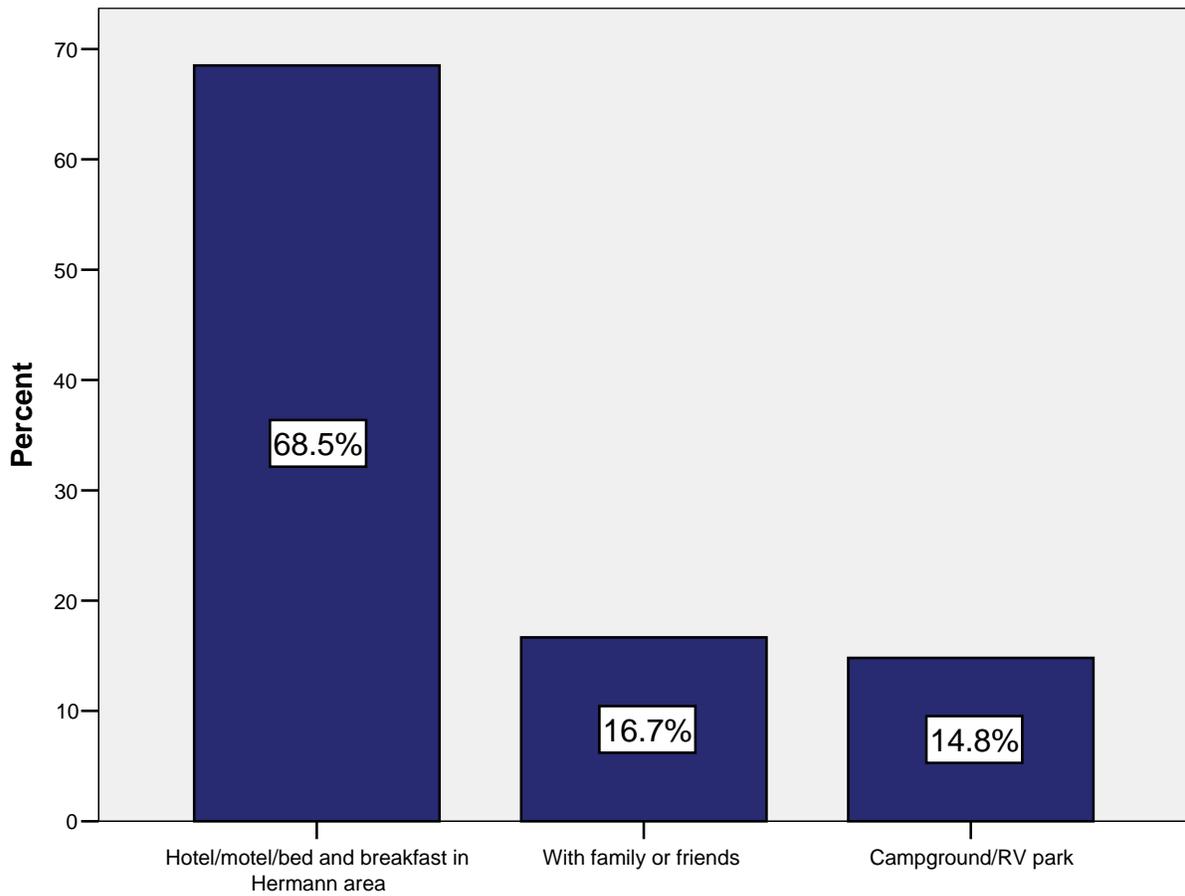
### VISITOR BAR CHARTS



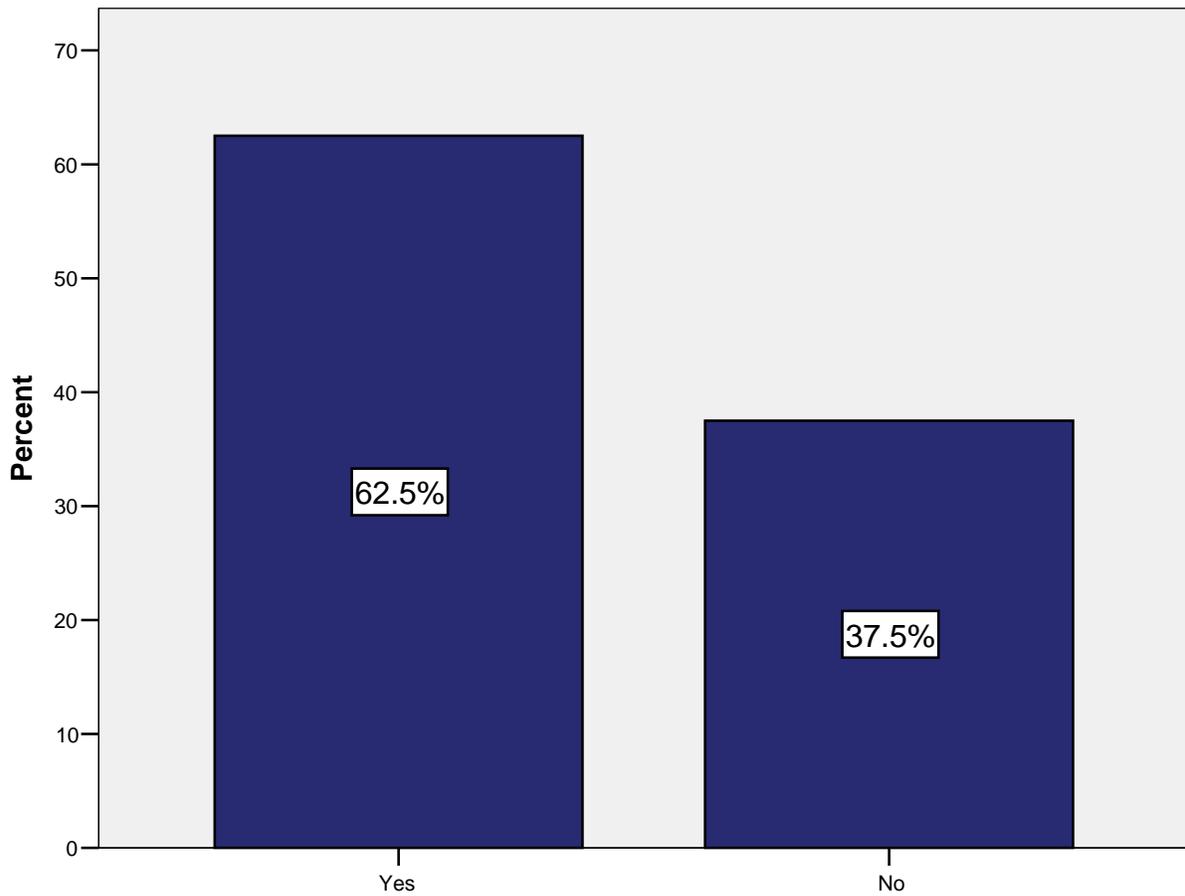
**02. What is the main purpose of your visit to downtown Hermann today?**



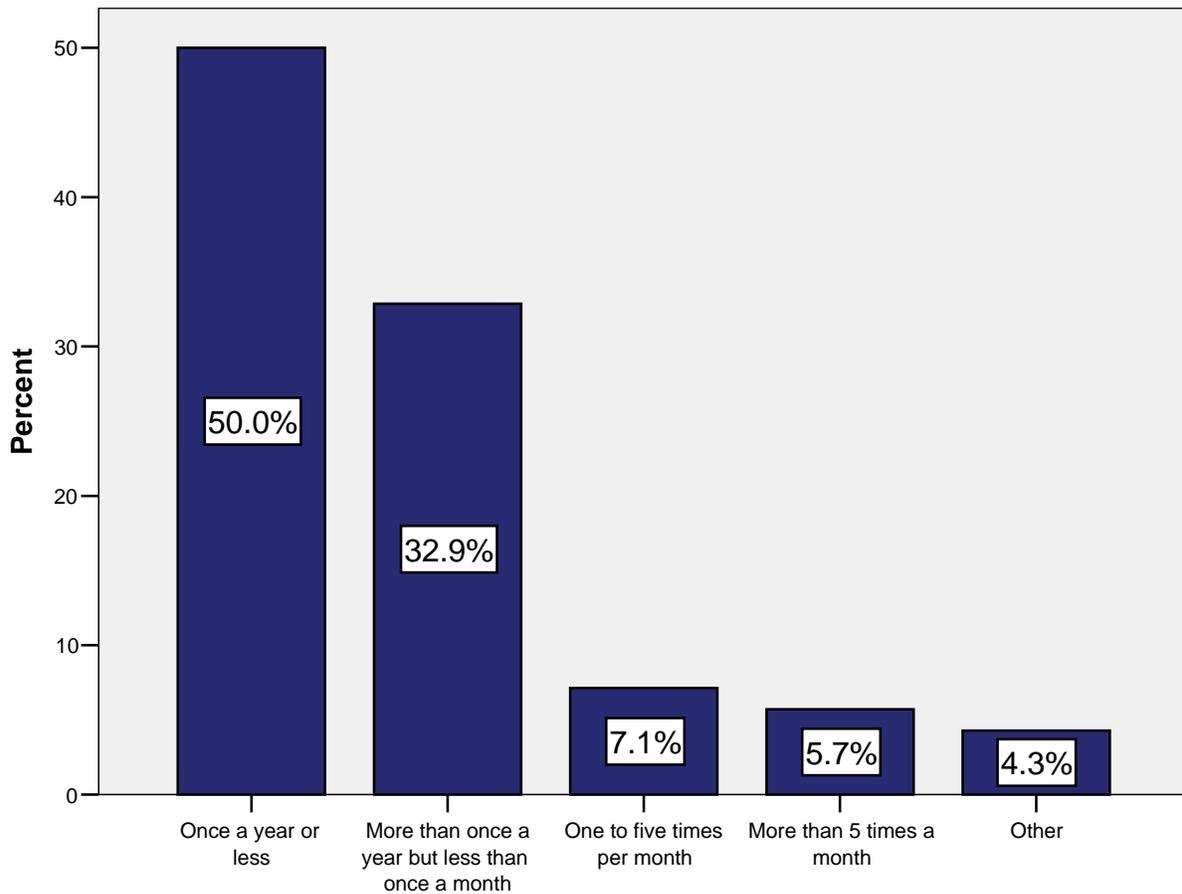
03. Are you staying overnight in Hermann?



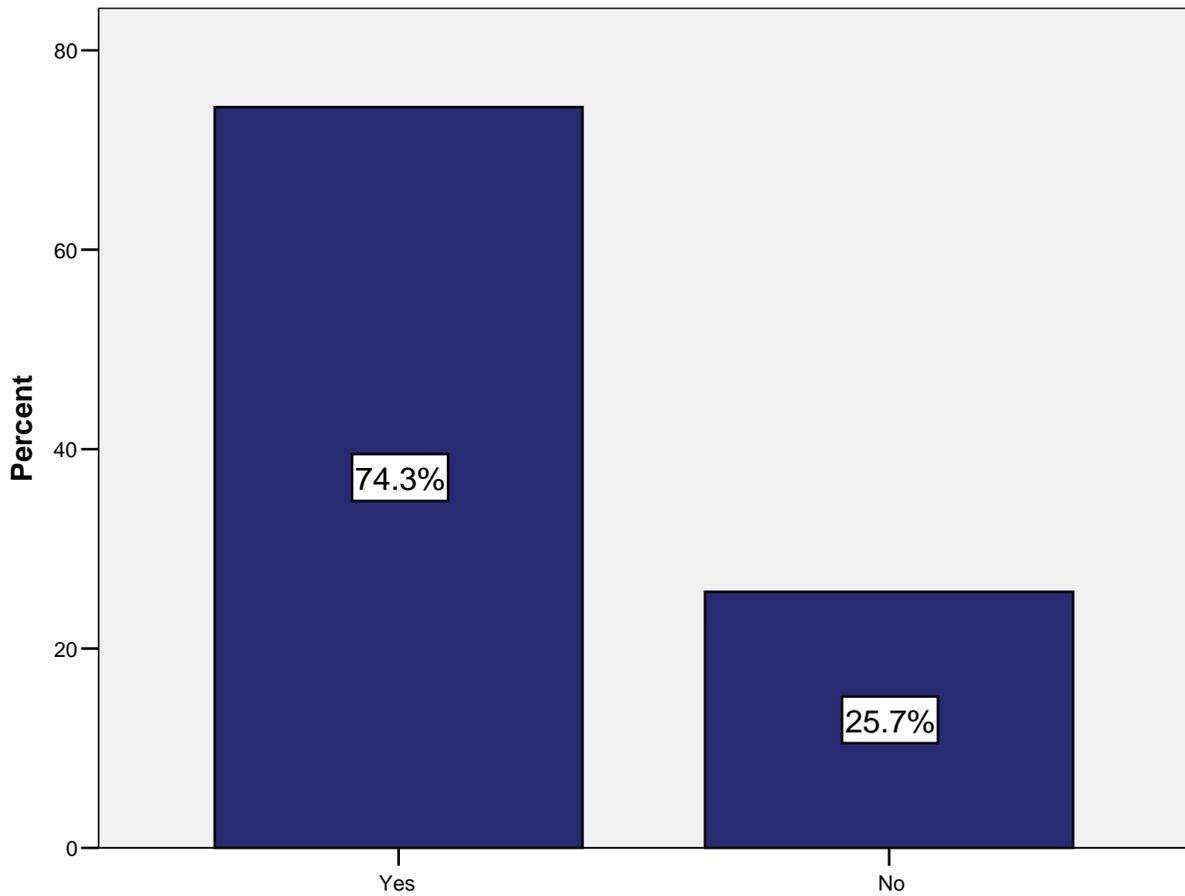
**04. Where are you staying overnight in Hermann?**



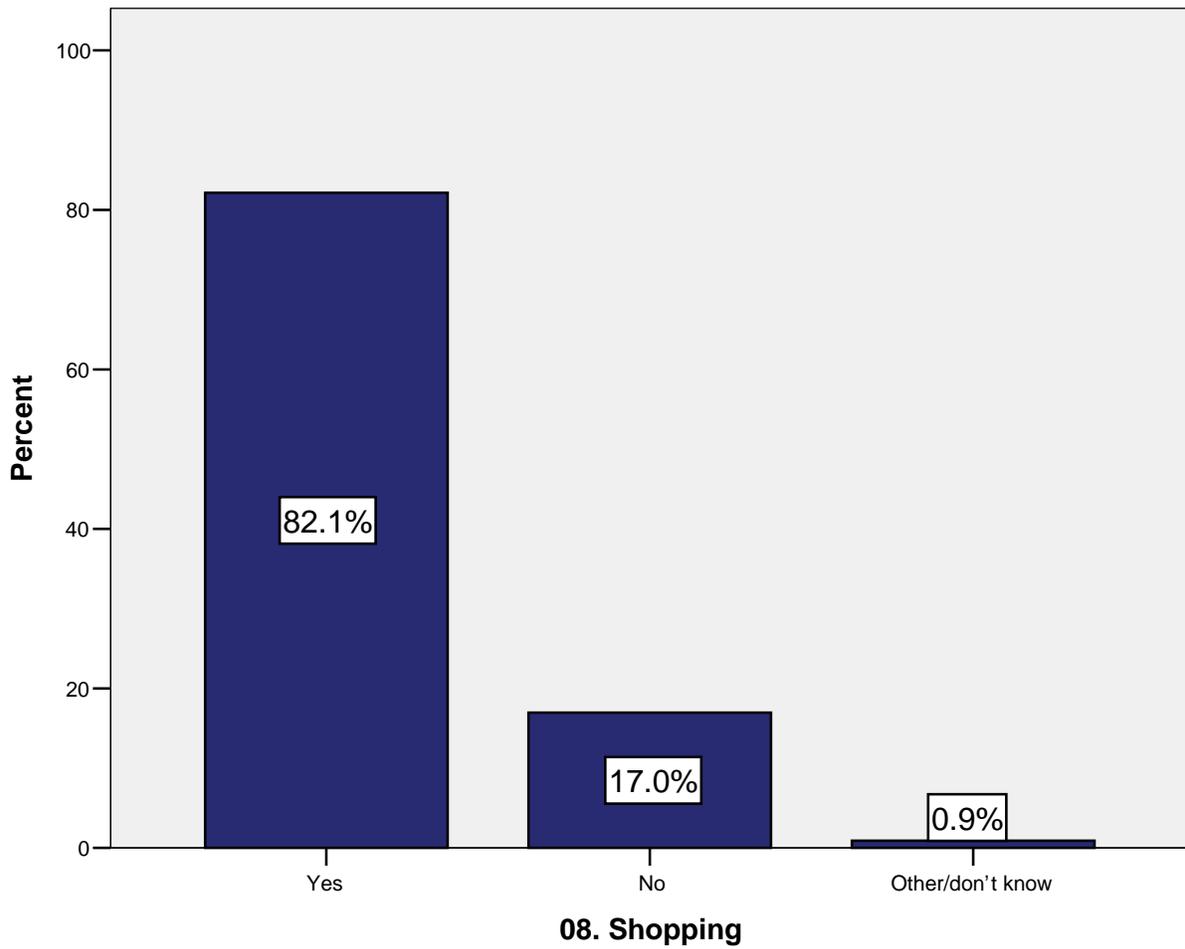
**05. Have you visited downtown Hermann before today?**

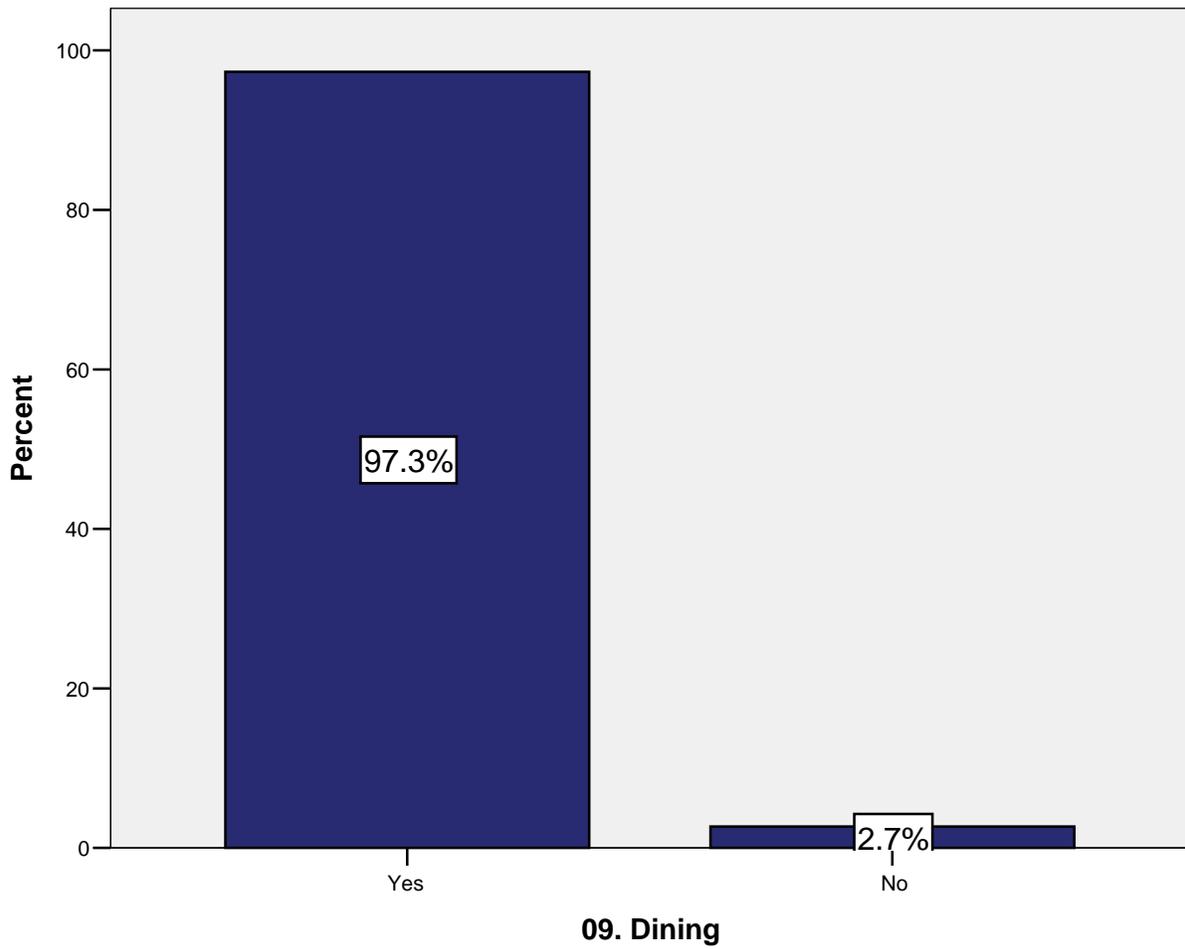


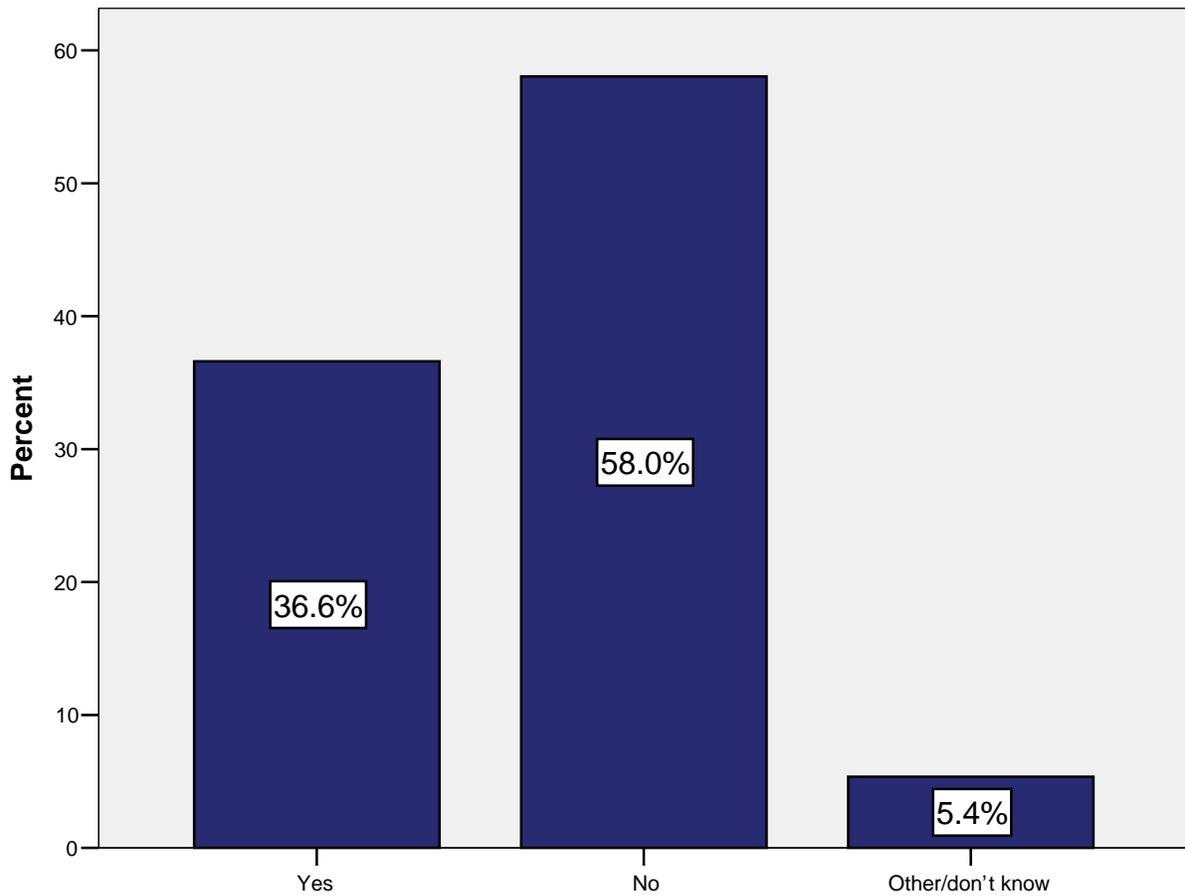
**06. How often do you visit downtown Hermann?**



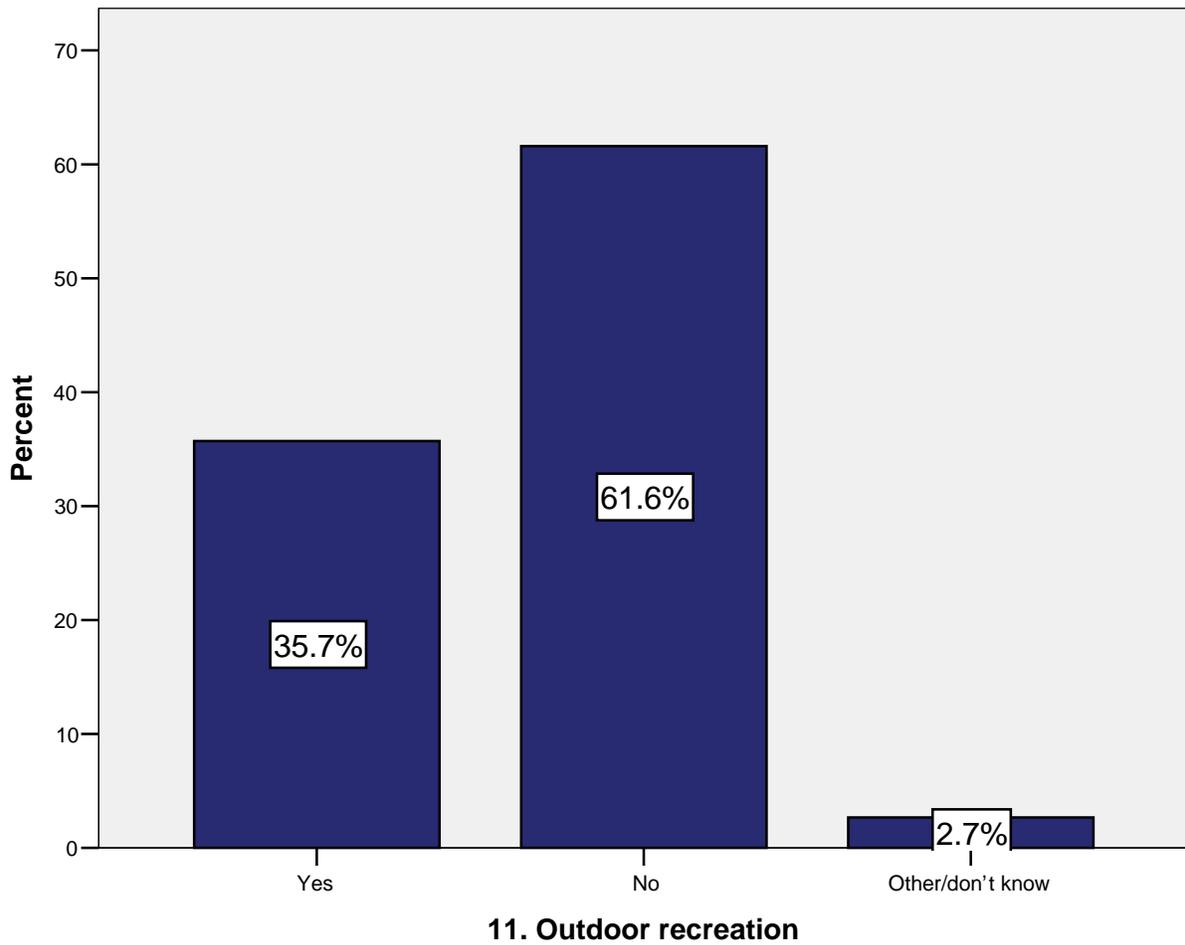
07. Attending special event

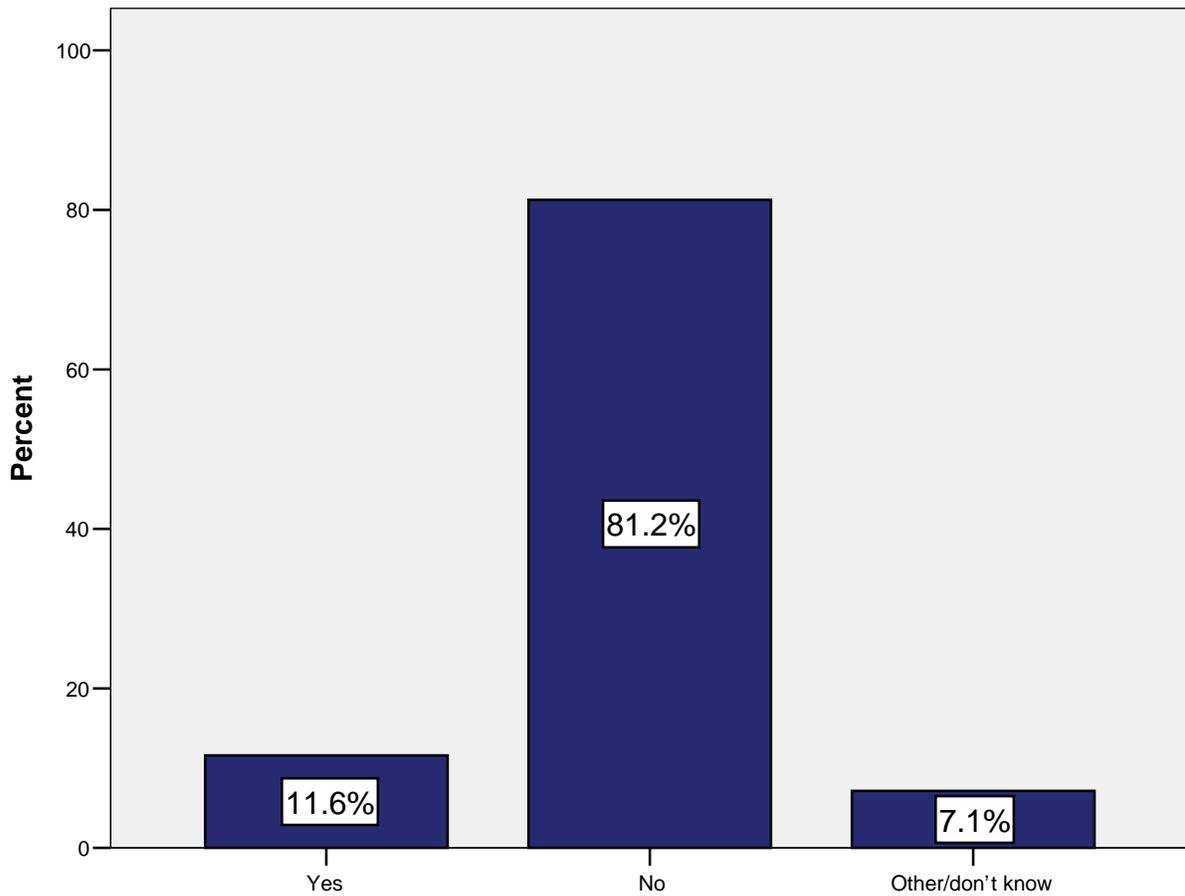




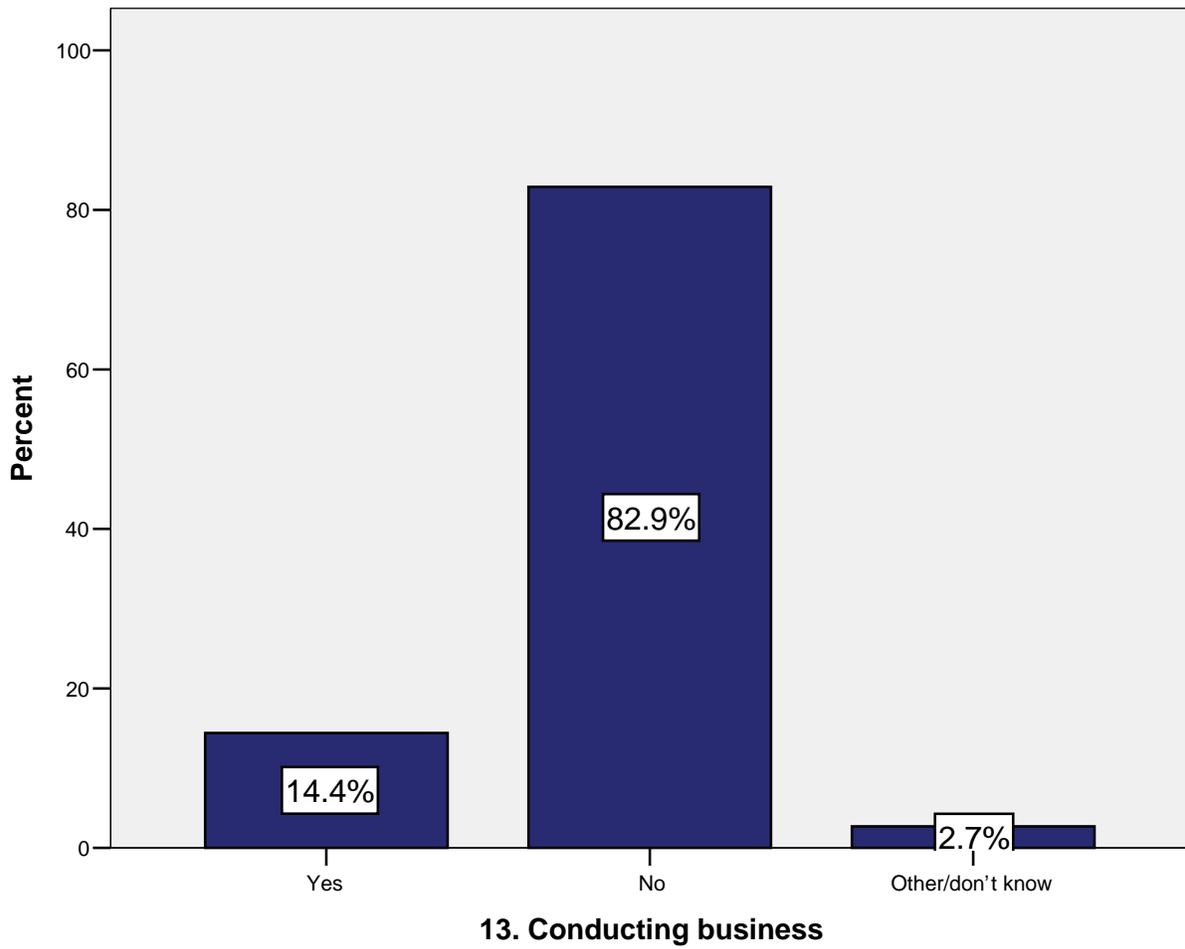


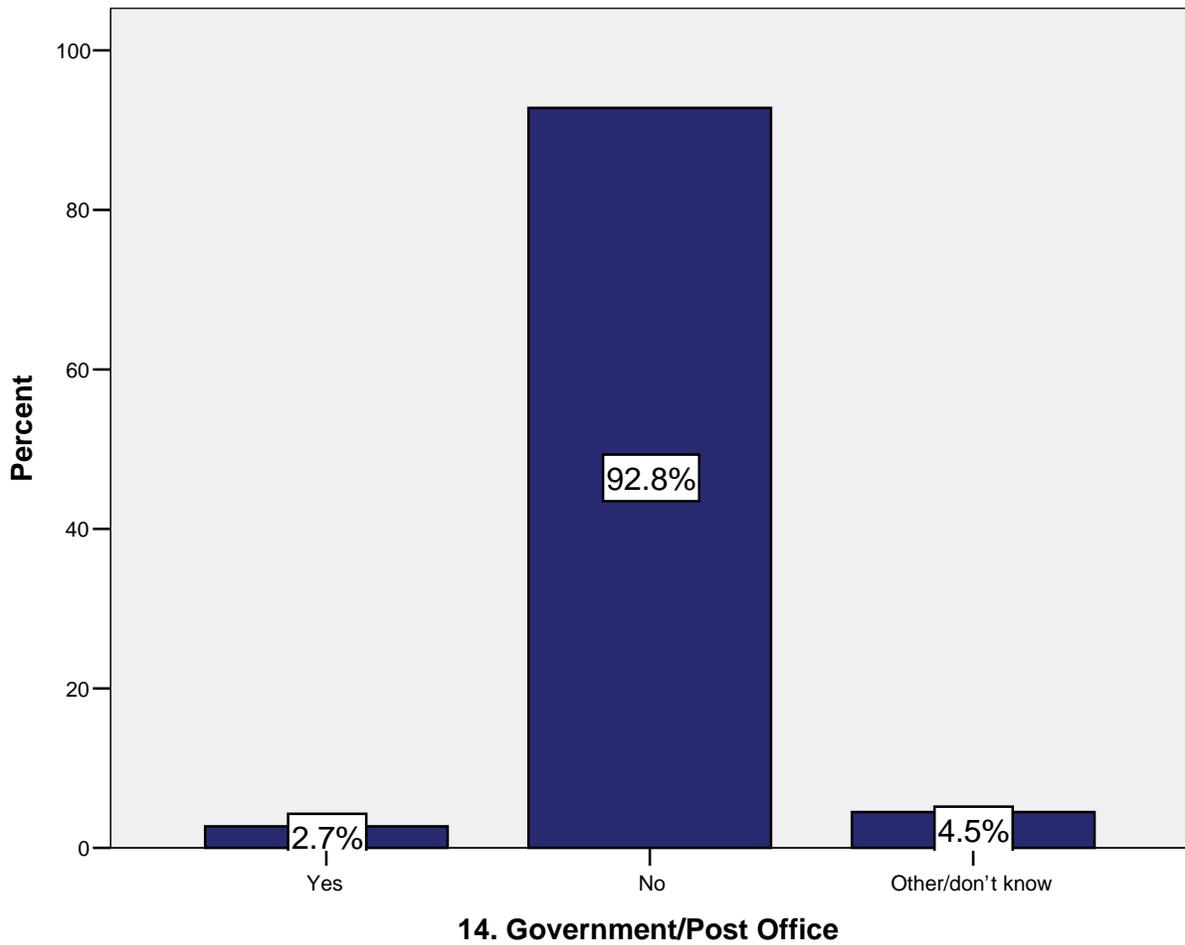
10. Nightlife/entertainment

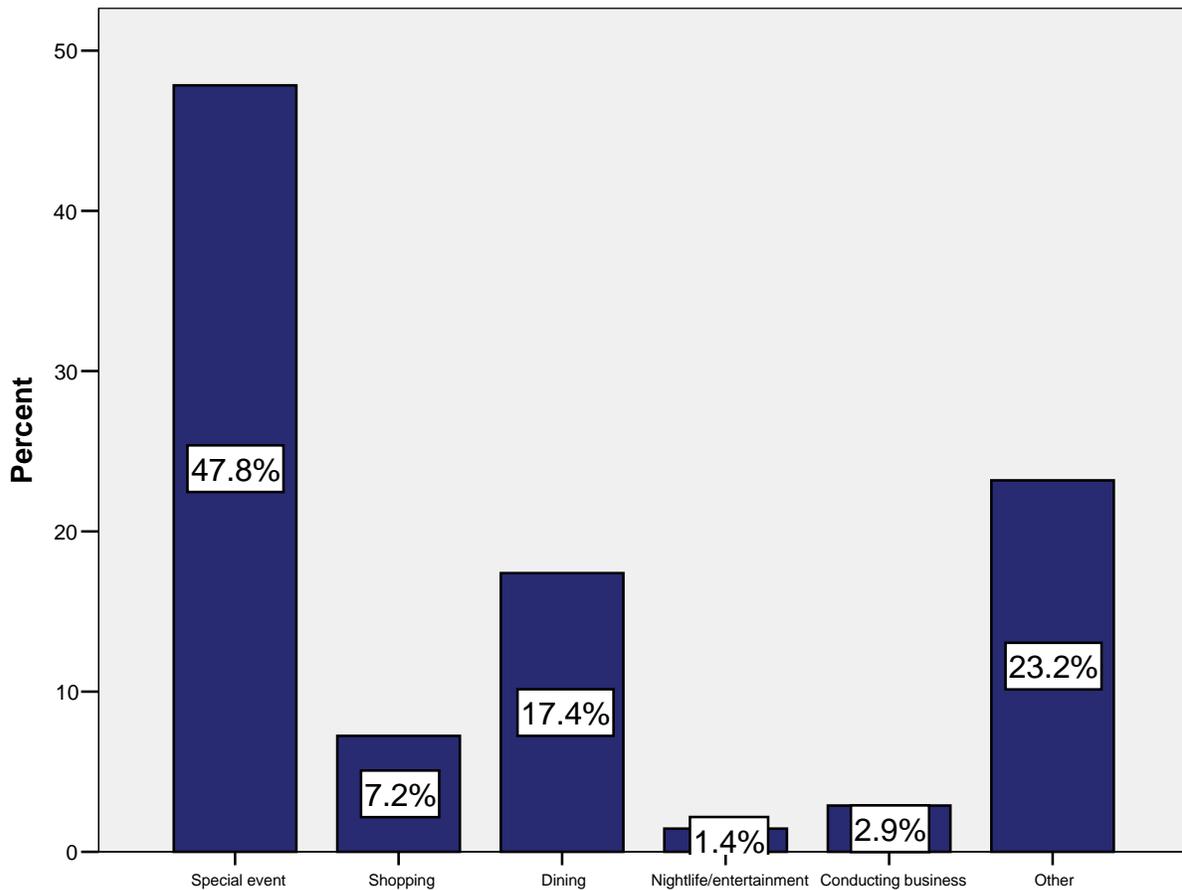




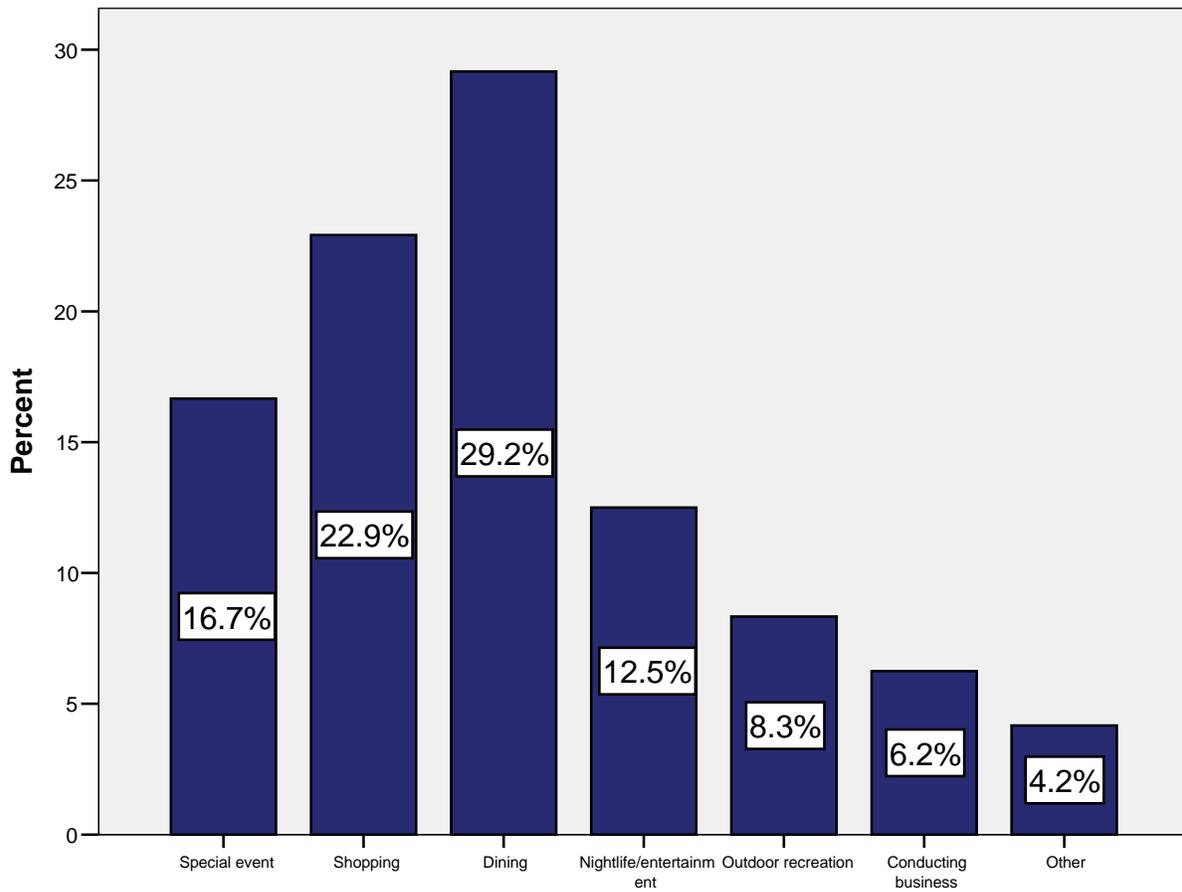
12. Visiting the downtown wineries



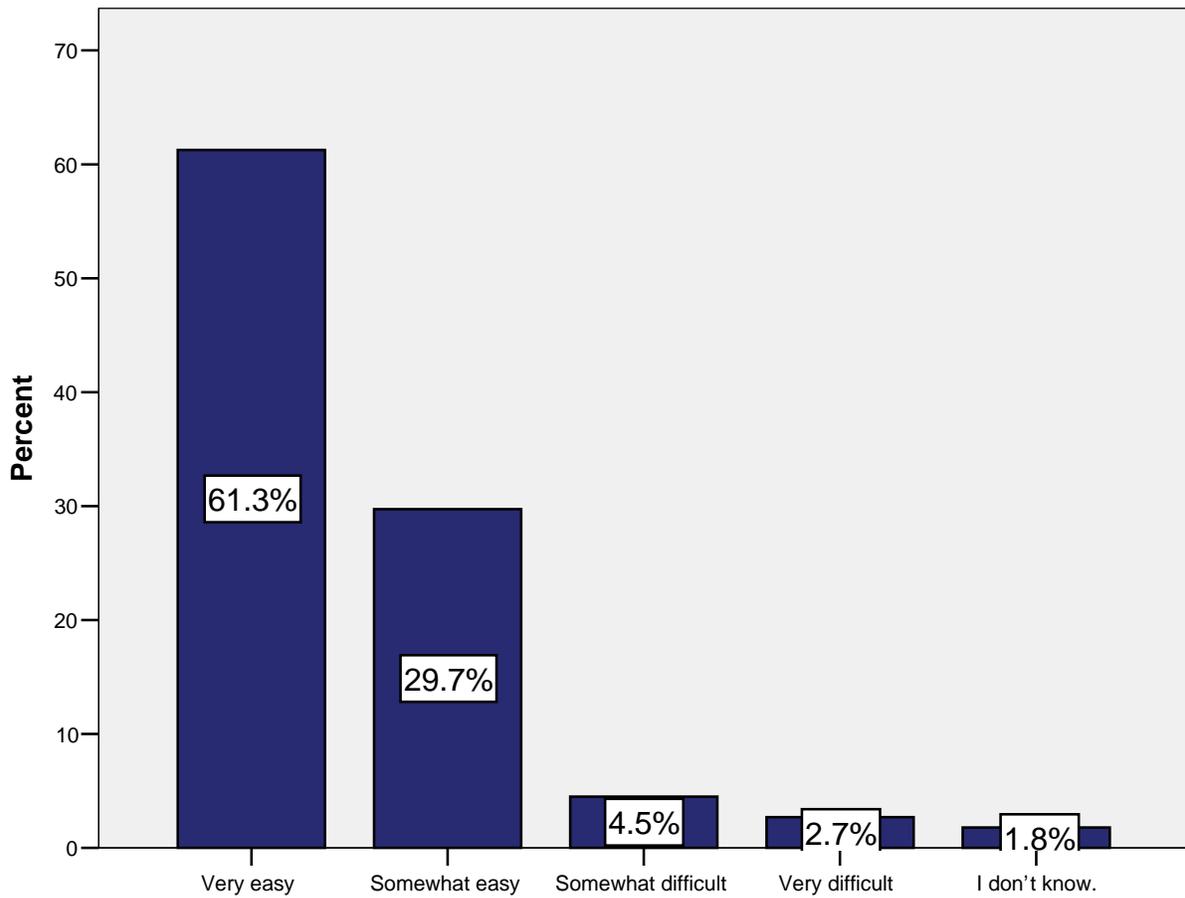




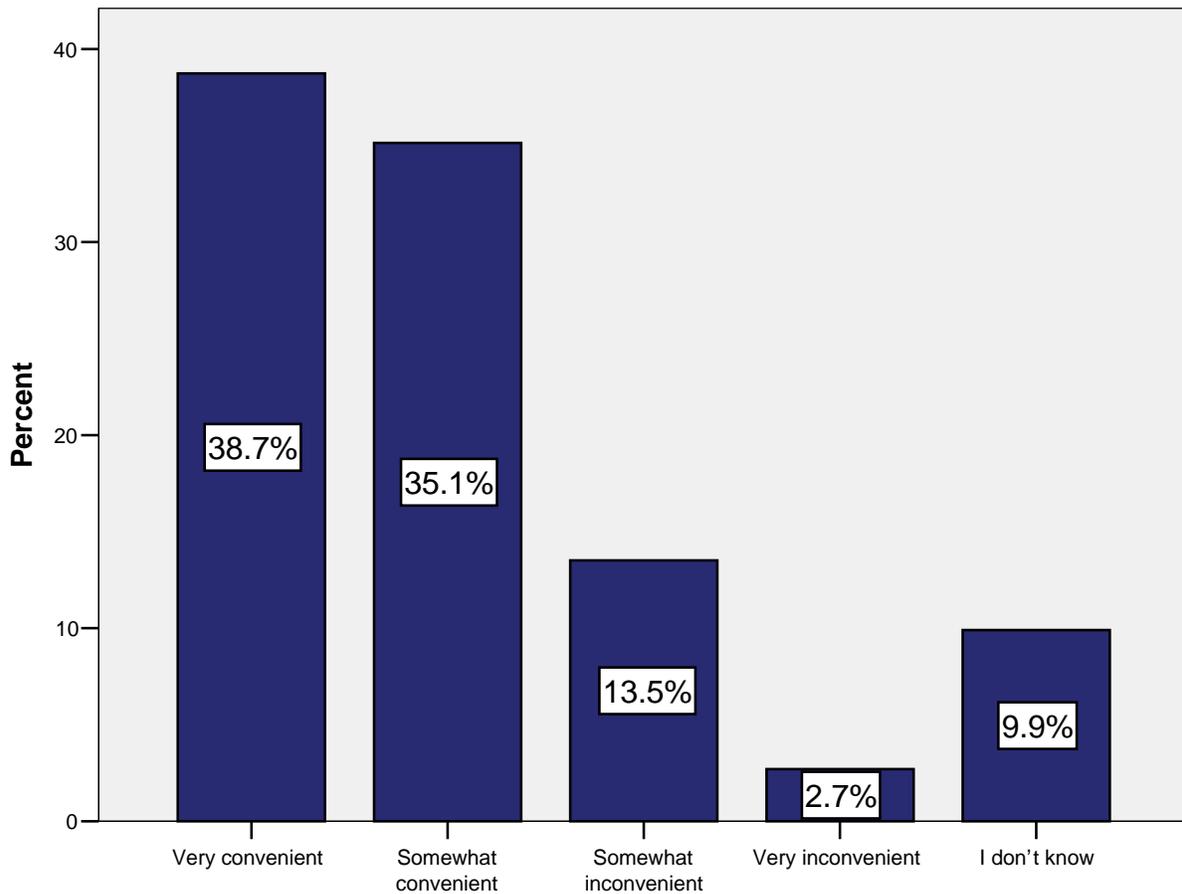
15a. What are the top two reasons you most often visit downtown Hermann?



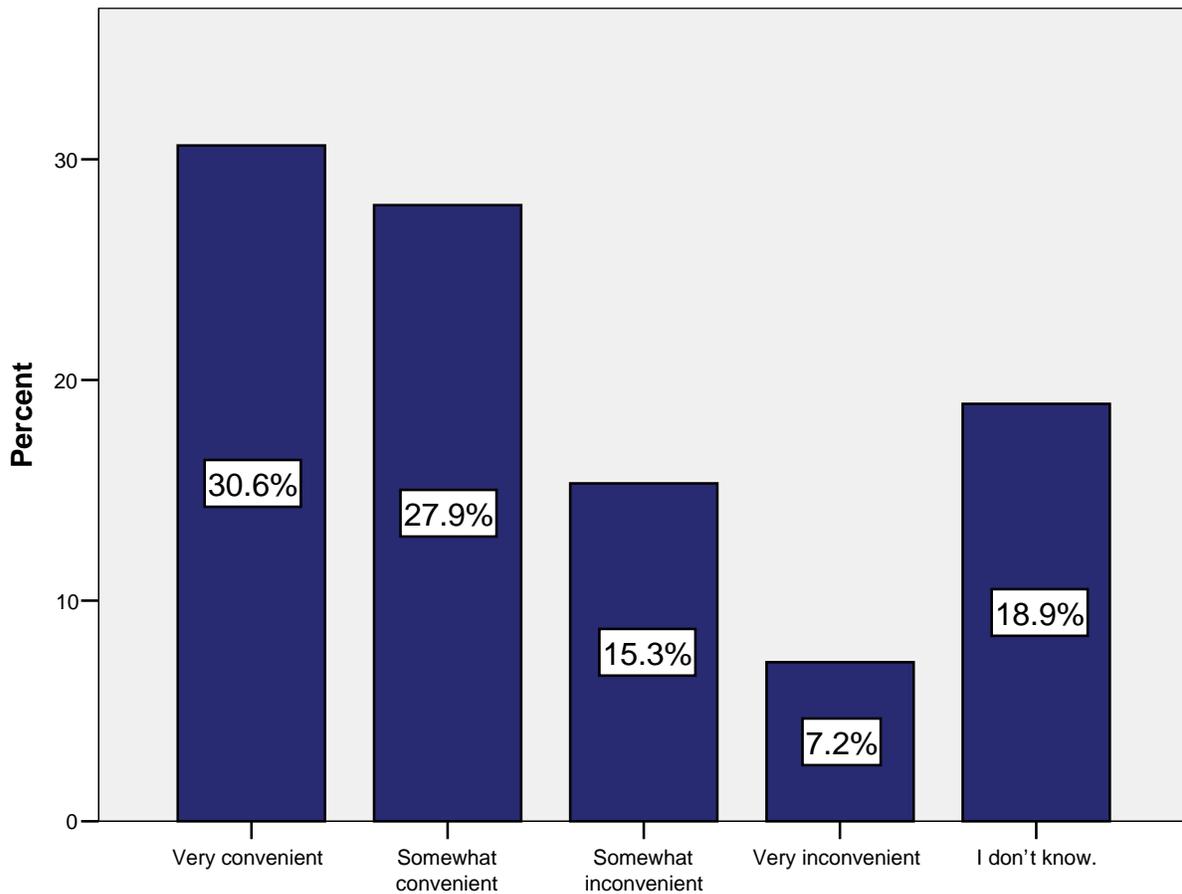
15b. What are the top two reasons you most often visit downtown Hermann?



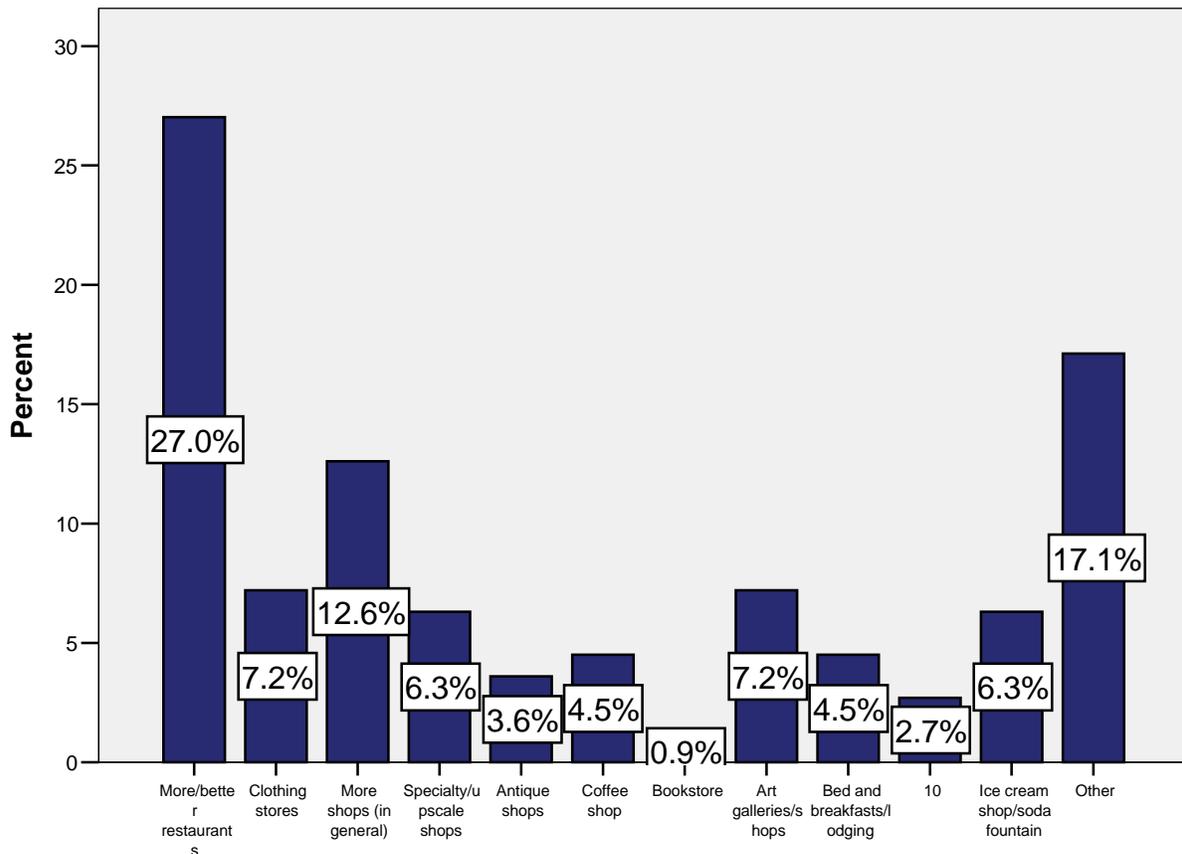
16. How easy would you say it is to find your way around downtown Hermann?



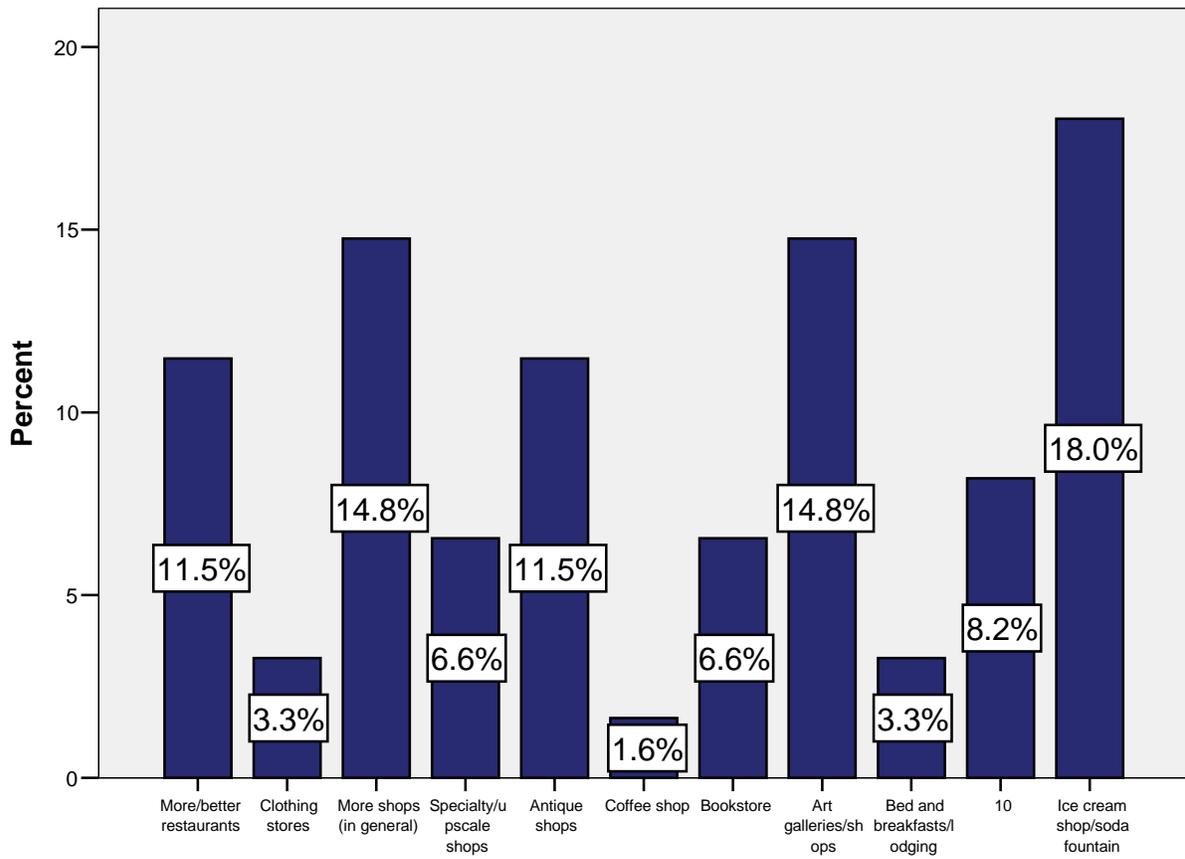
**17. How convenient would you say that parking is downtown?**



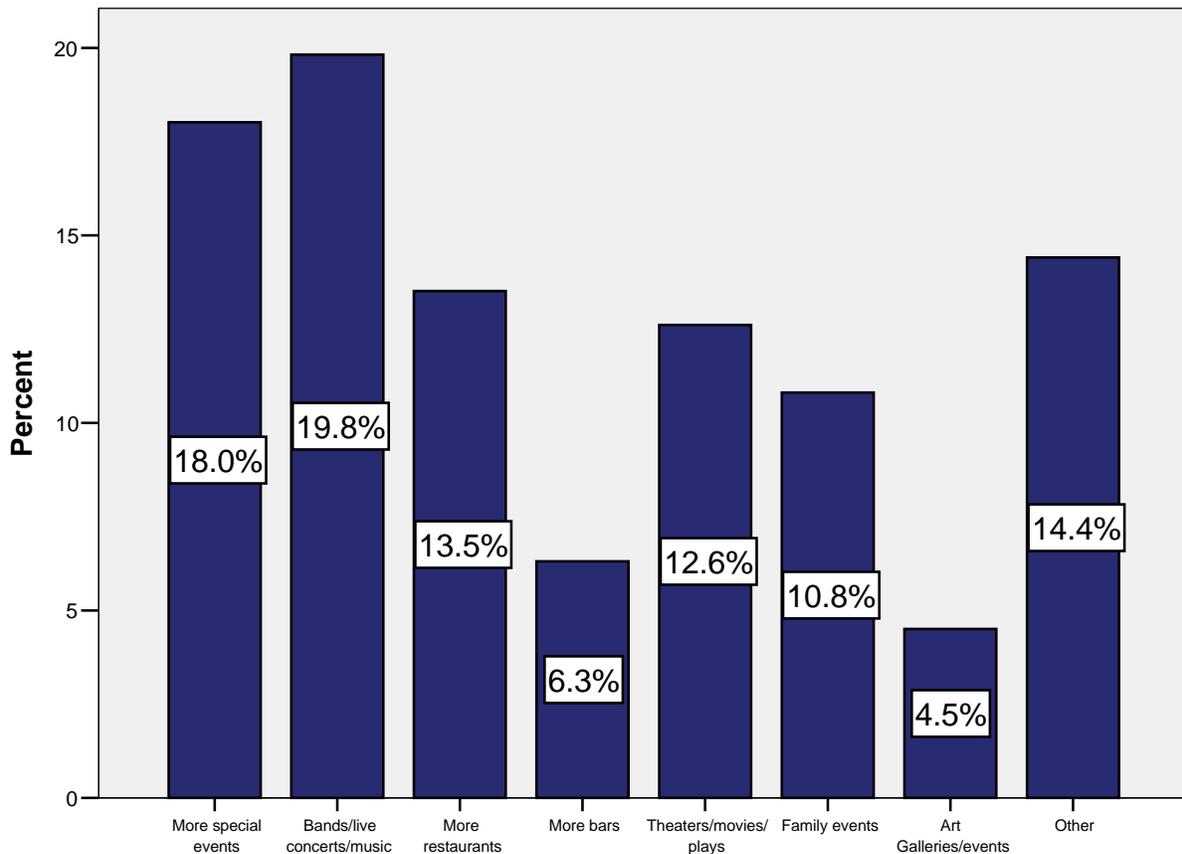
**18. How convenient would you say that hours of downtown businesses are?**



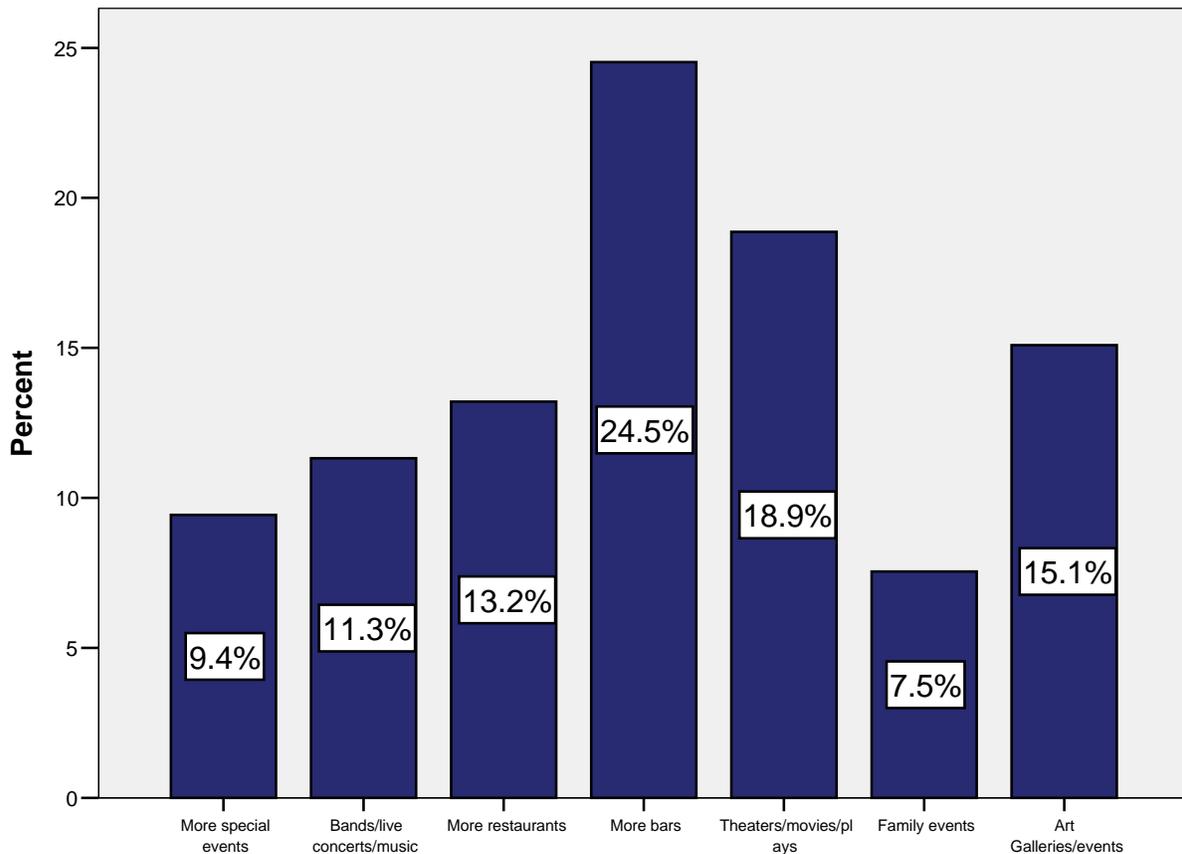
**19a. What kinds of additional businesses do you think would make you more likely to visit downtown Hermann?**



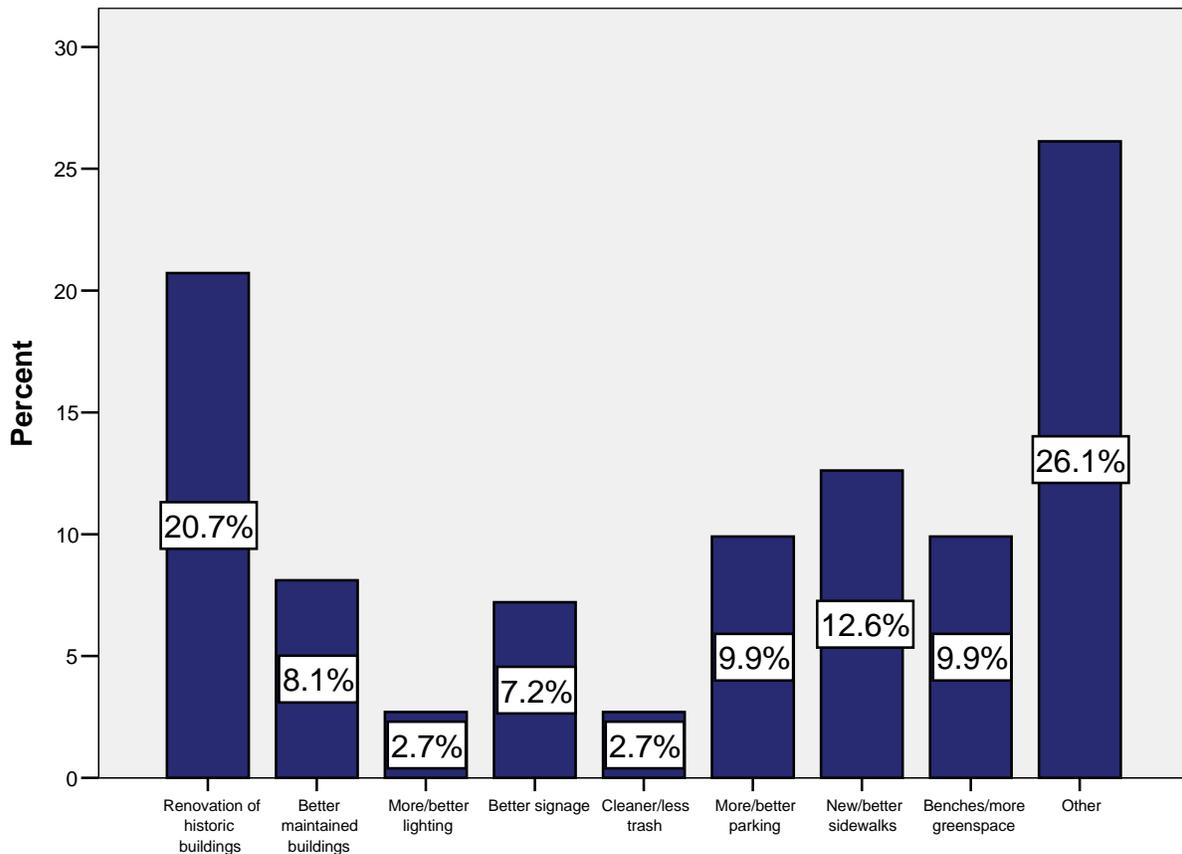
**19b. What kinds of additional businesses do you think would make you more likely to visit downtown Hermann?**



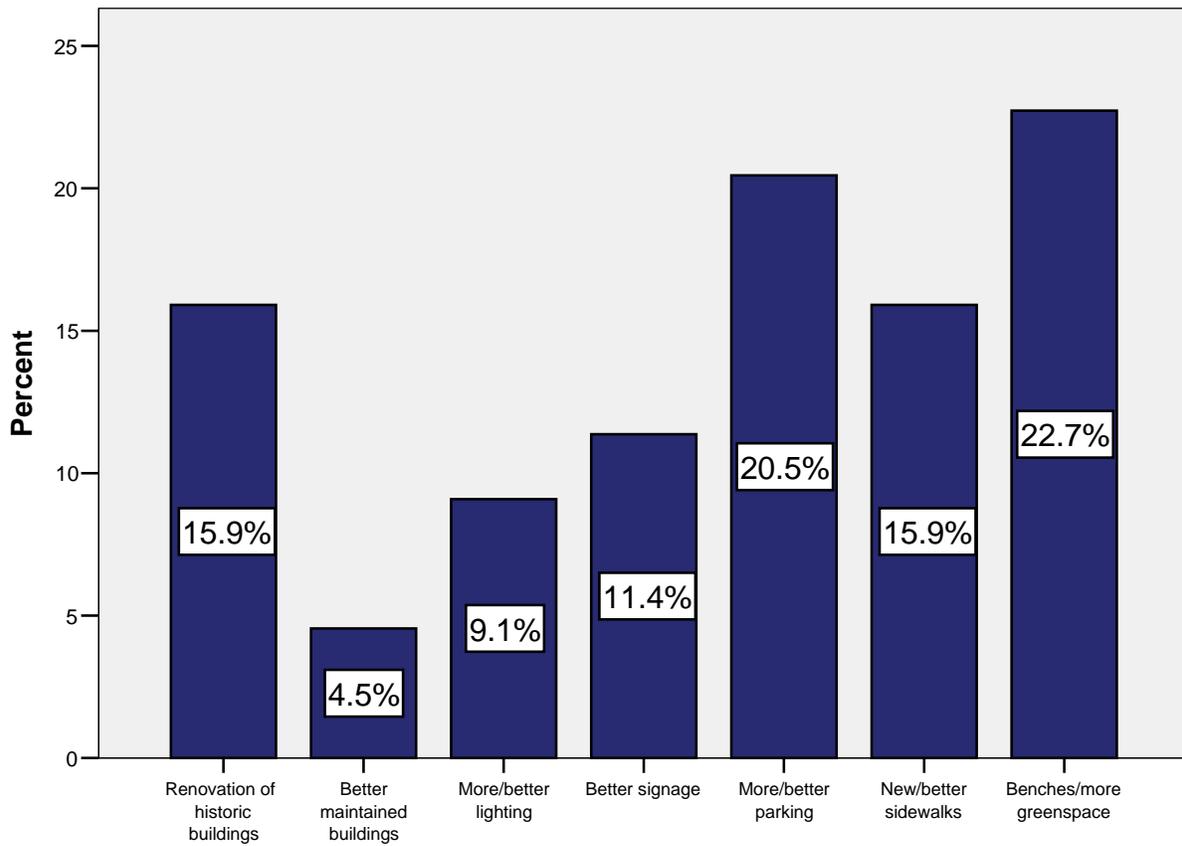
**20a. What kinds of recreation or entertainment opportunities would make you more likely to visit downtown Hermann?**



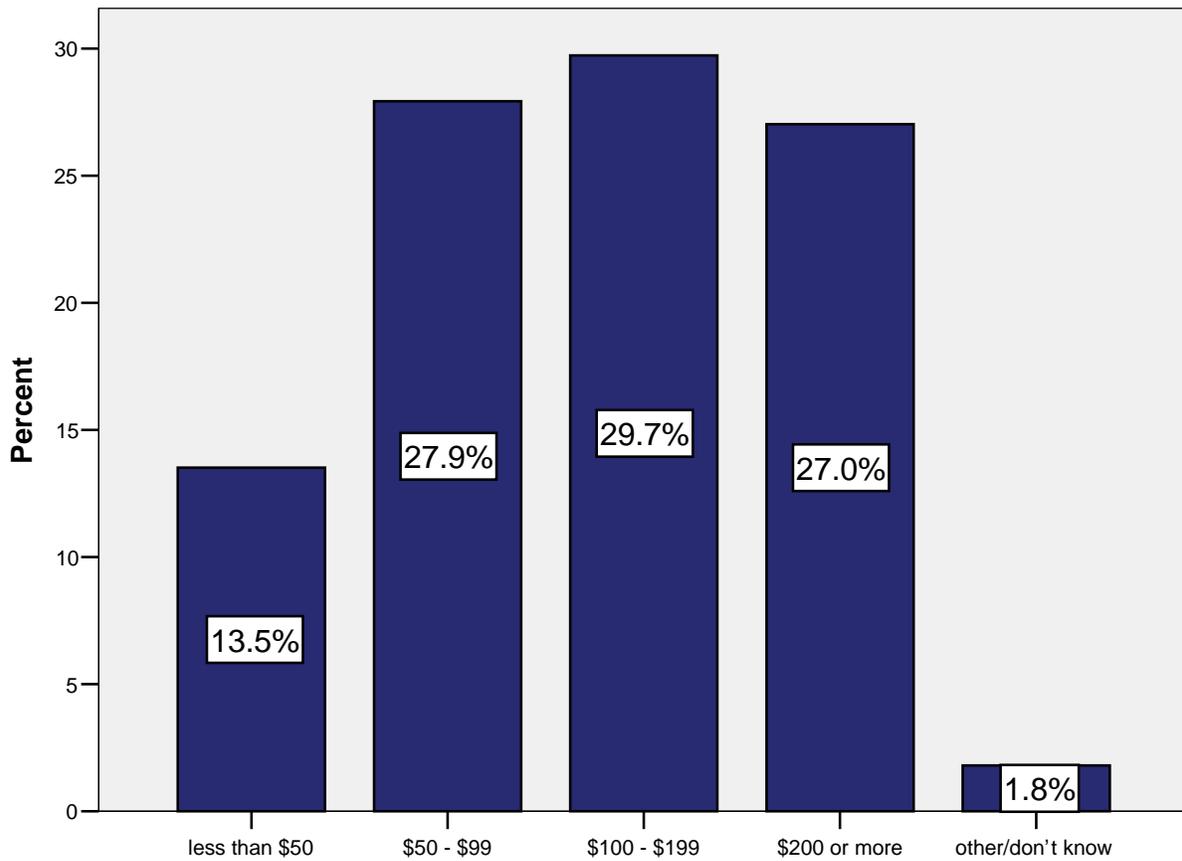
**20b. What kinds of recreation or entertainment opportunities would make you more likely to visit downtown Hermann?**



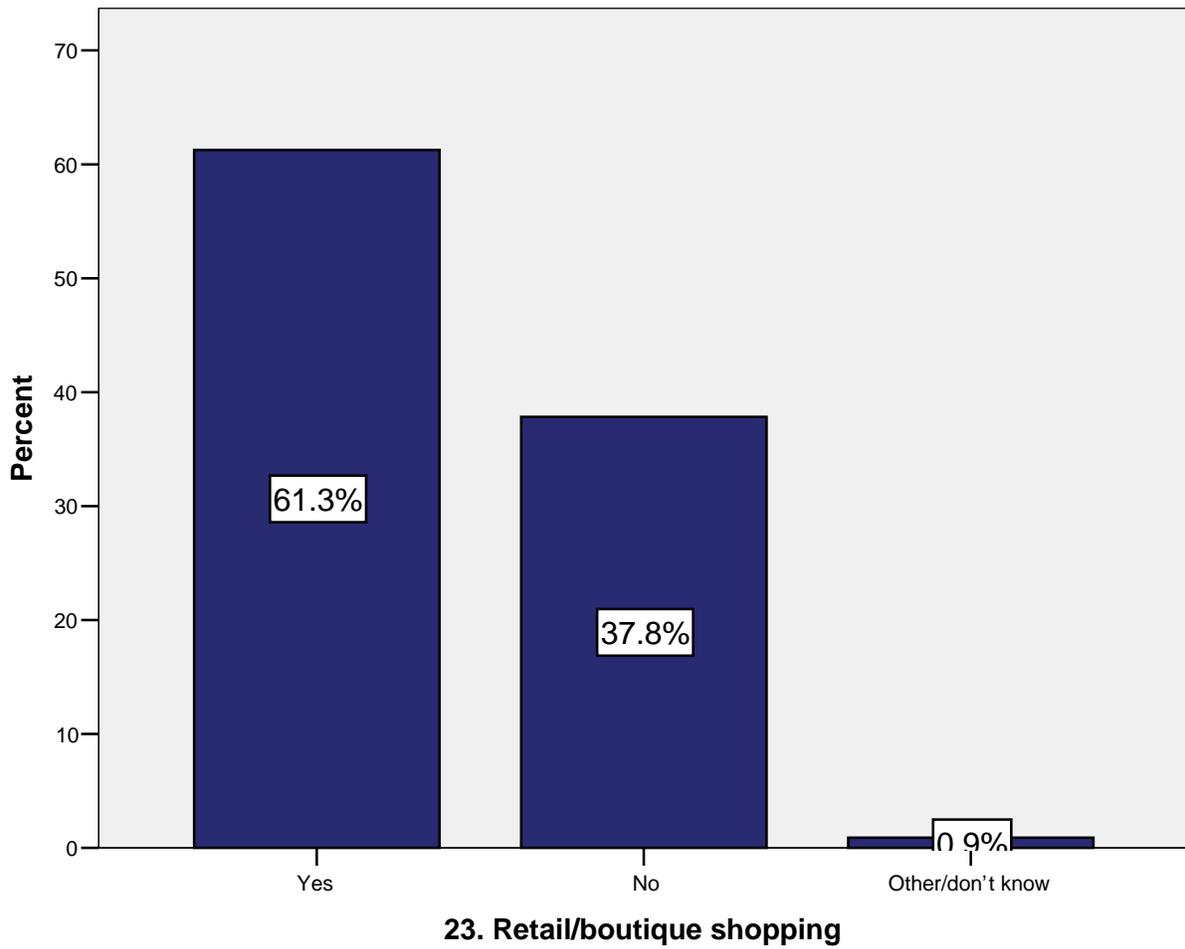
**21a. What other physical improvements do you think would make downtown Hermann more appealing?**

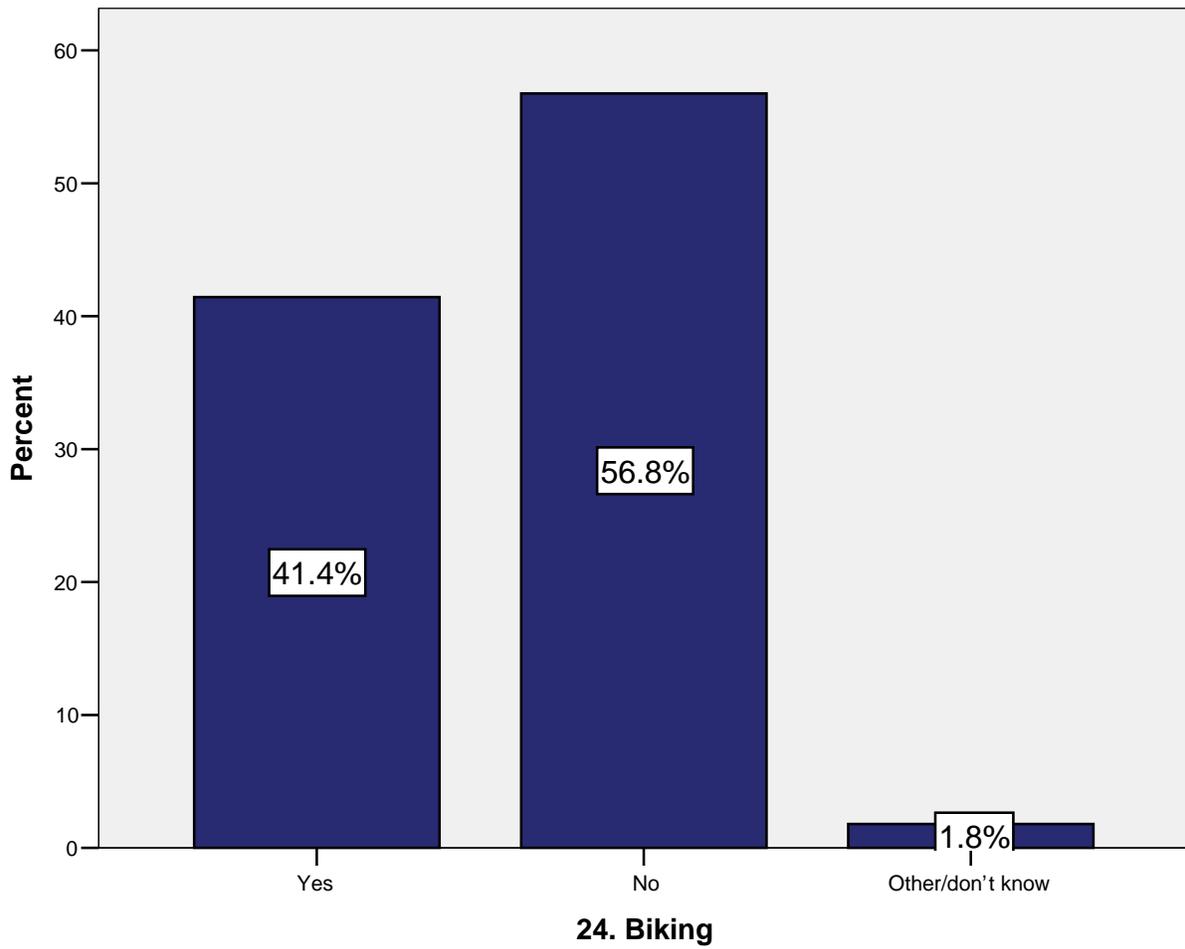


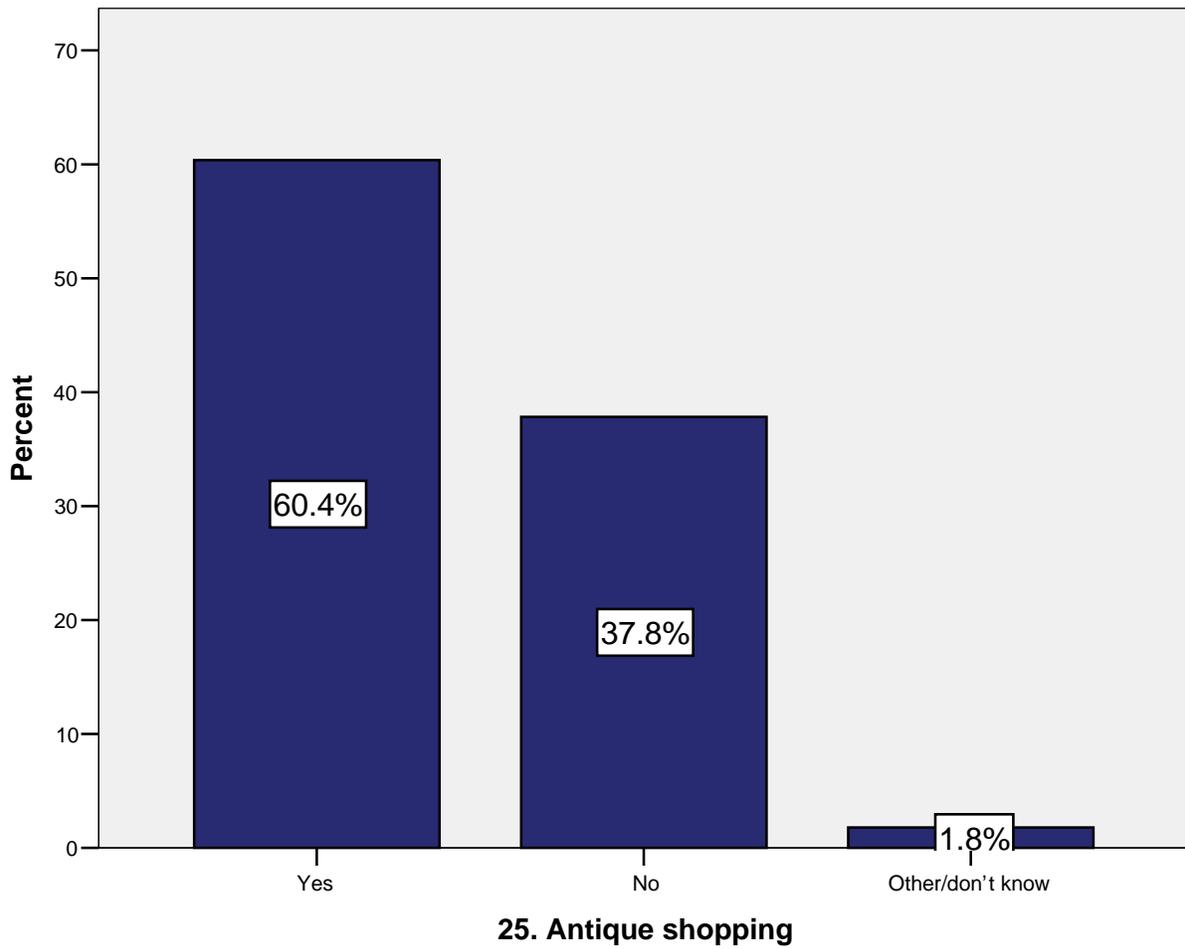
**21b. What other physical improvements do you think would make downtown Hermann more appealing?**

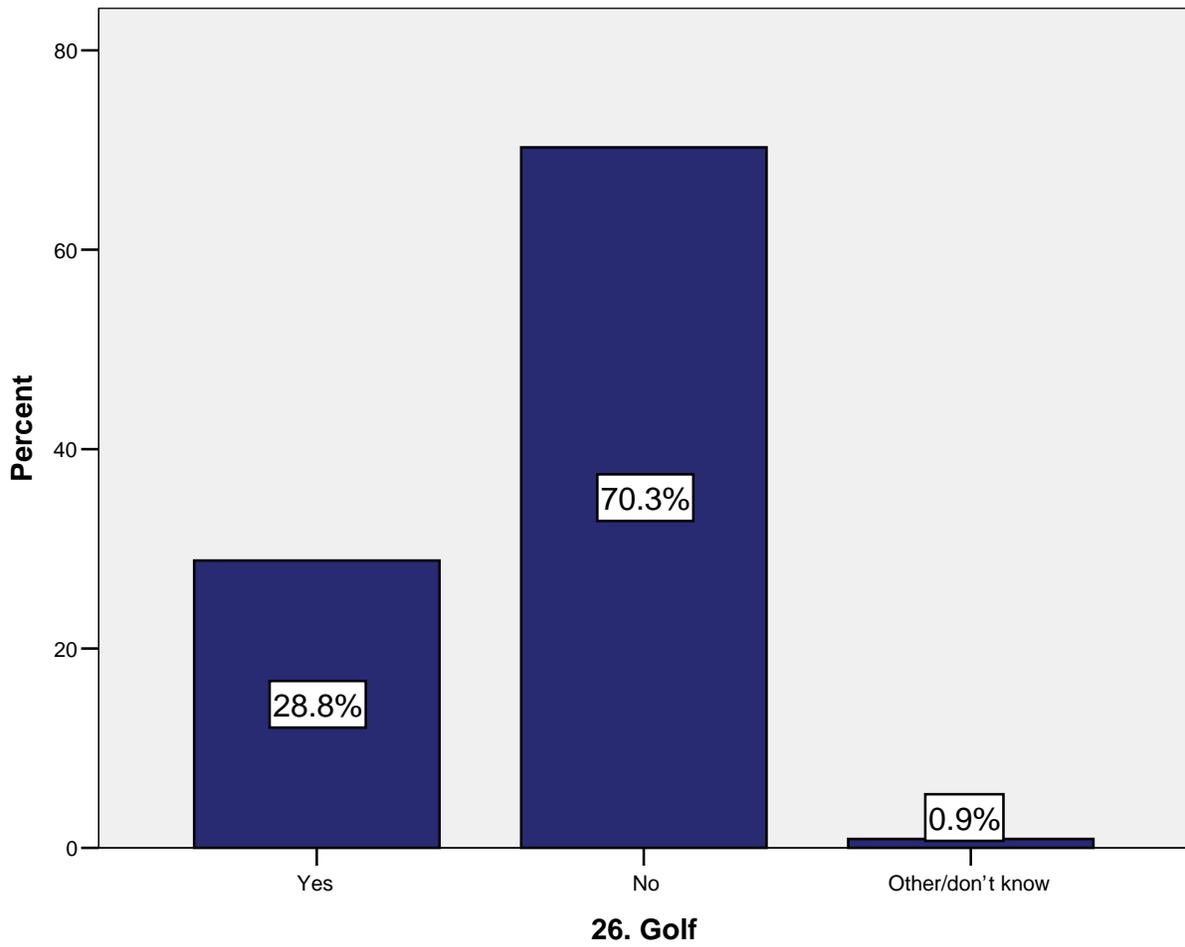


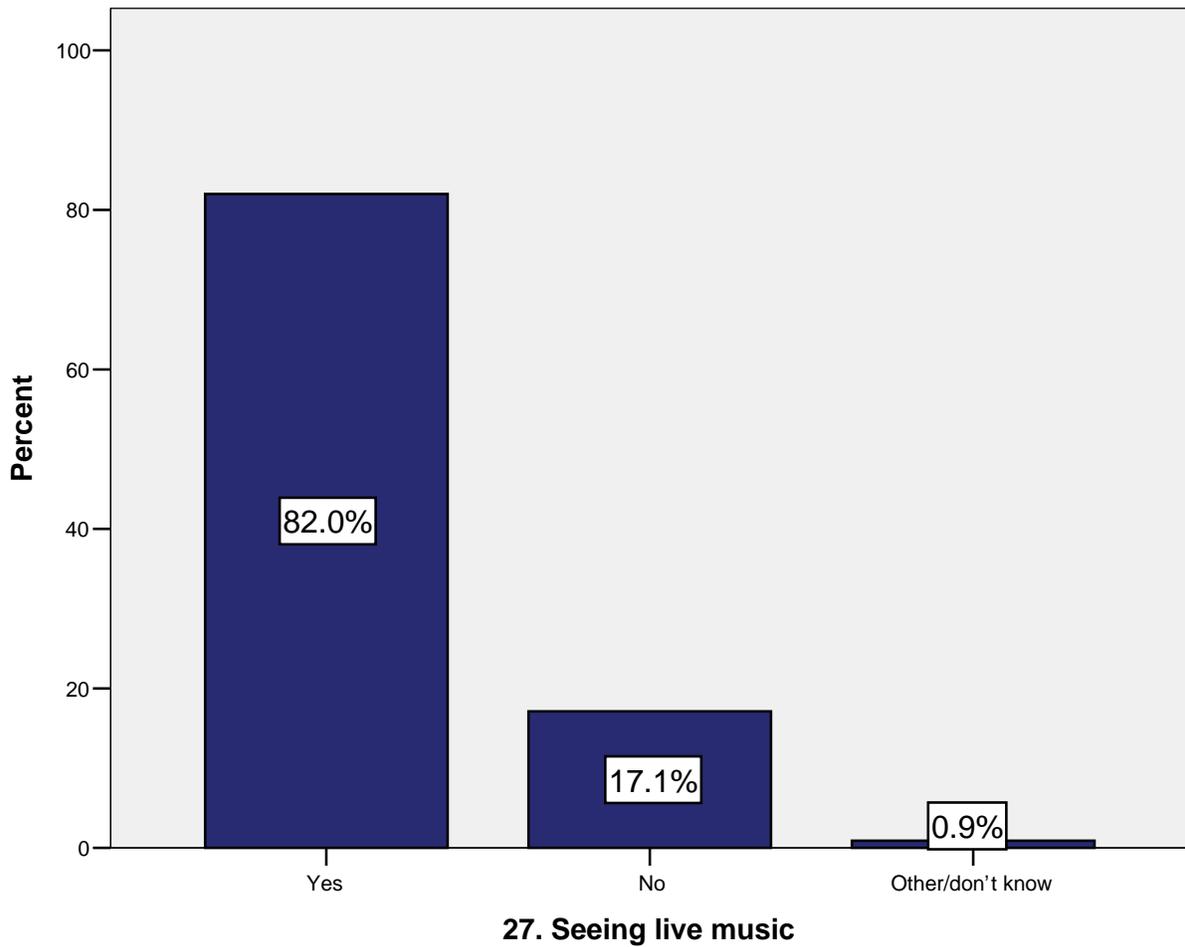
**22. Excluding lodging, how much money are you likely to spend in downtown Hermann during this visit?**

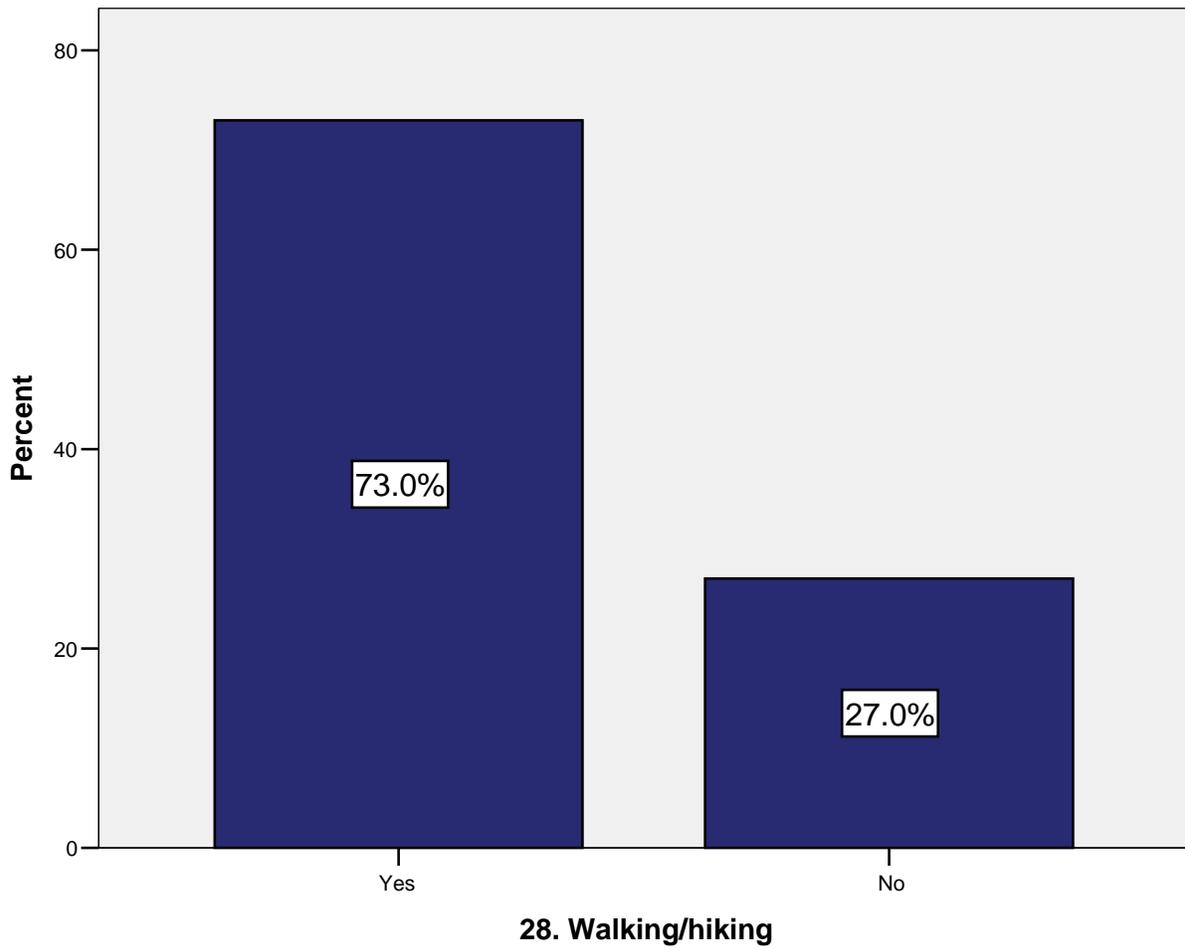


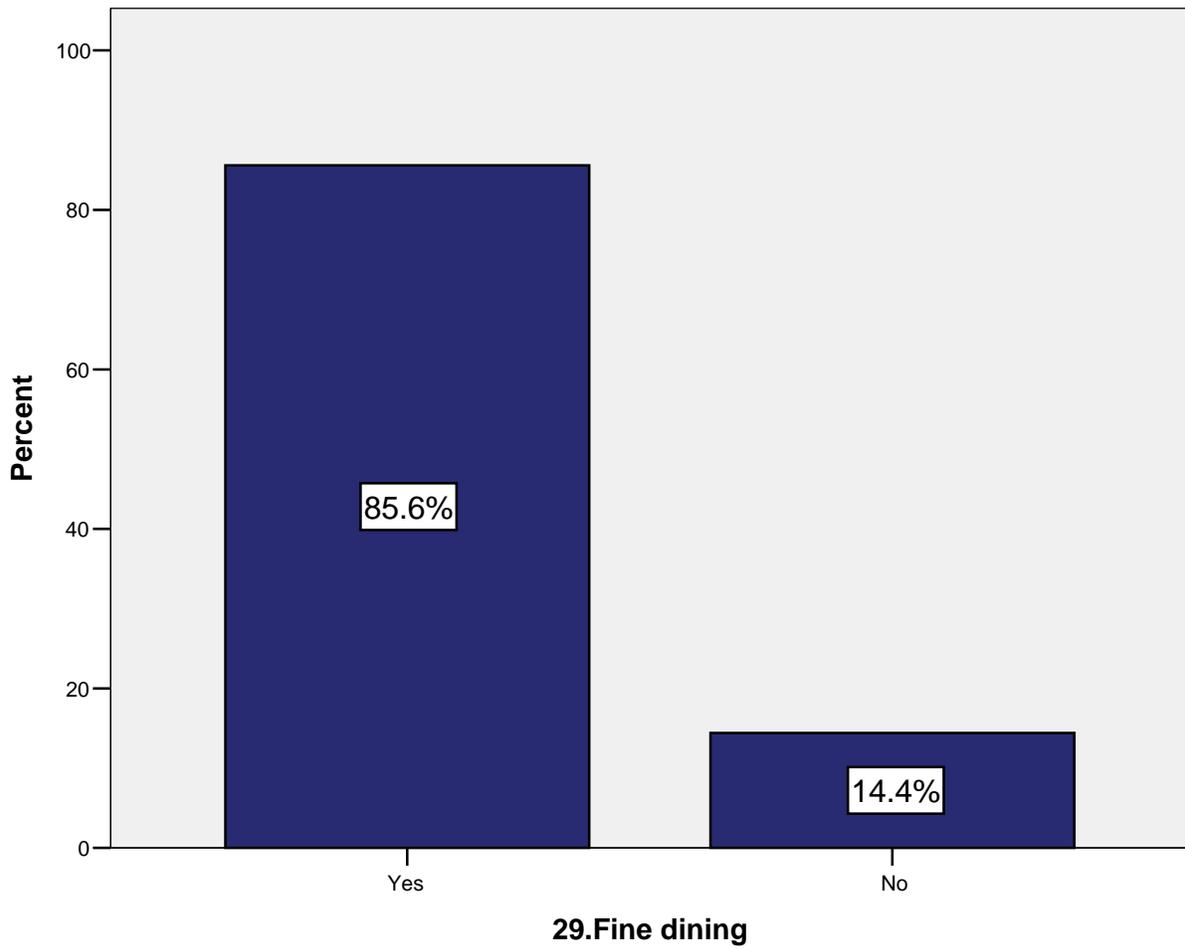


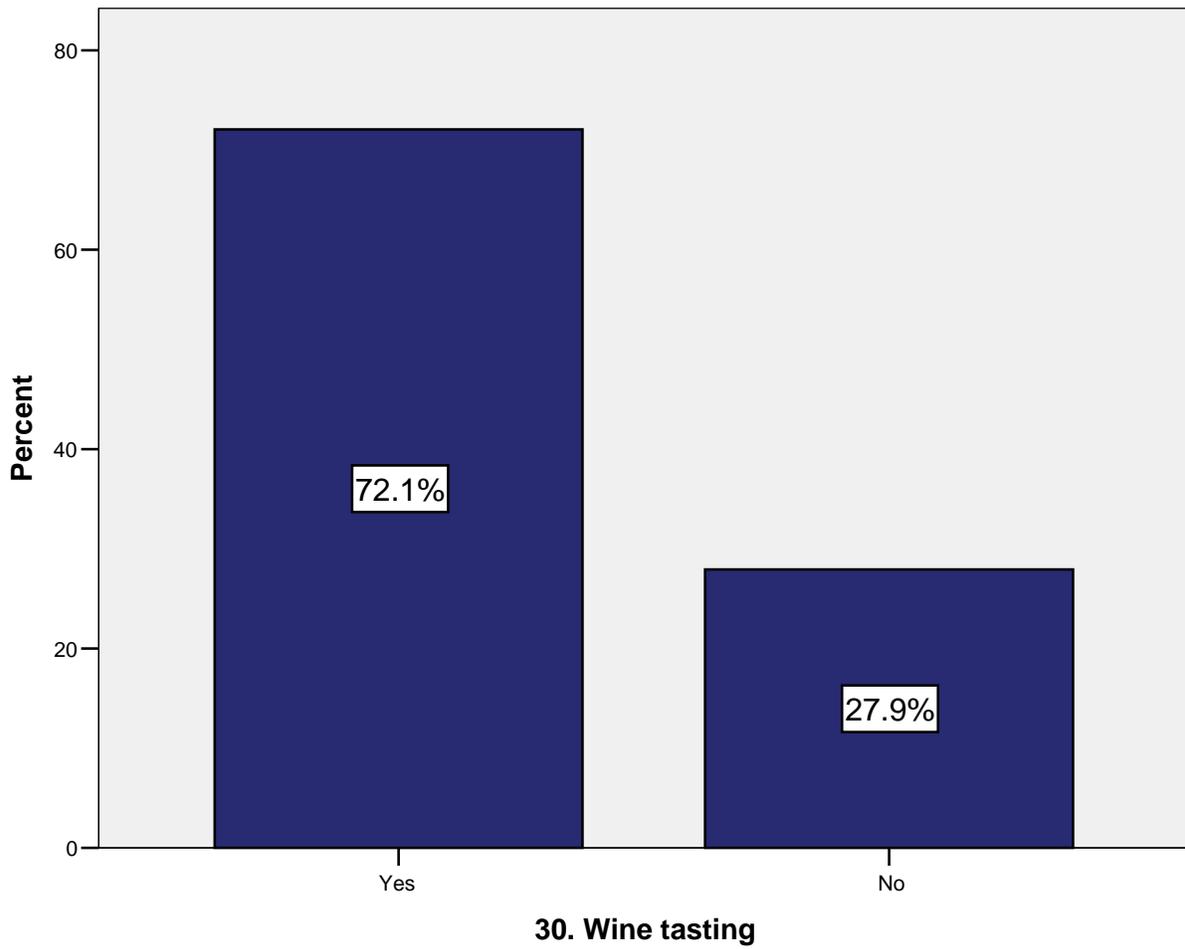


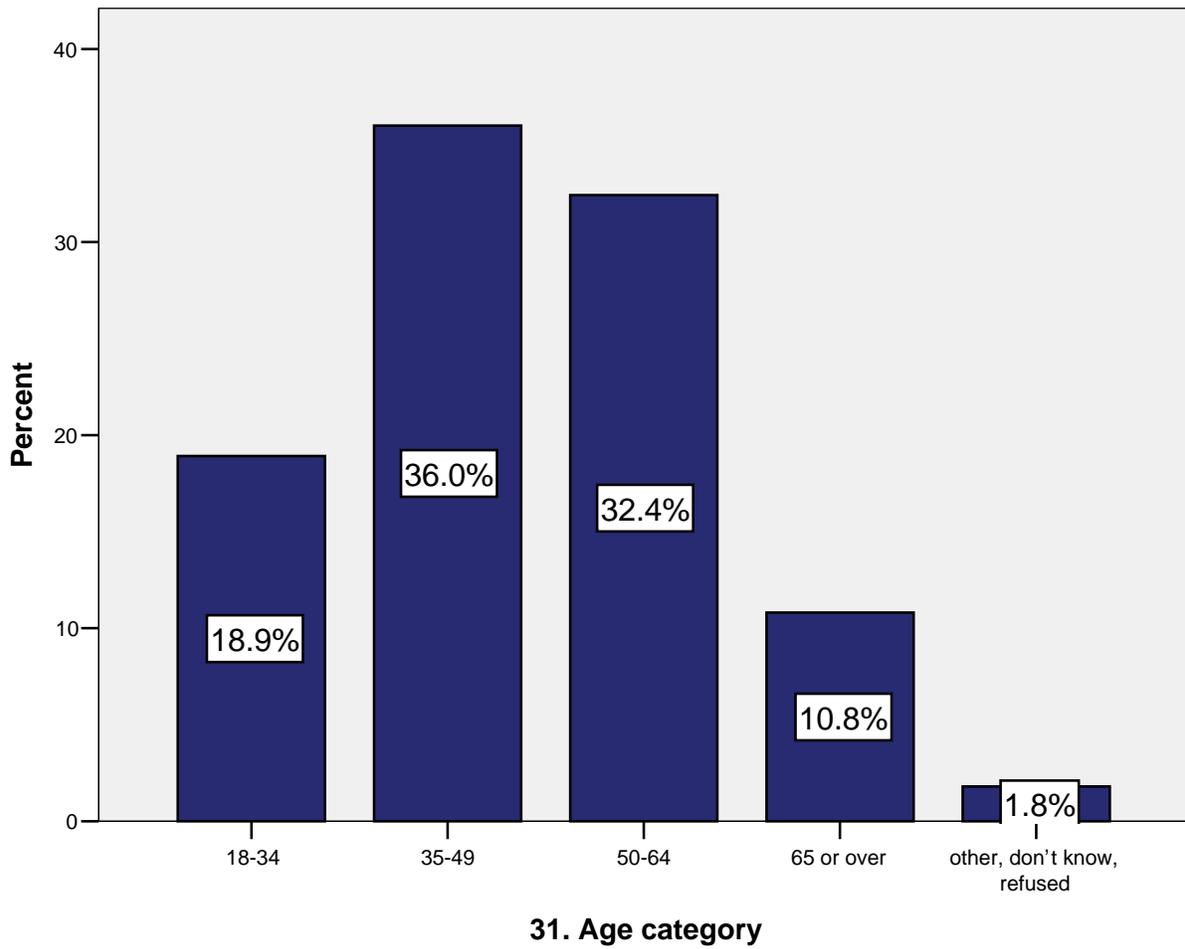


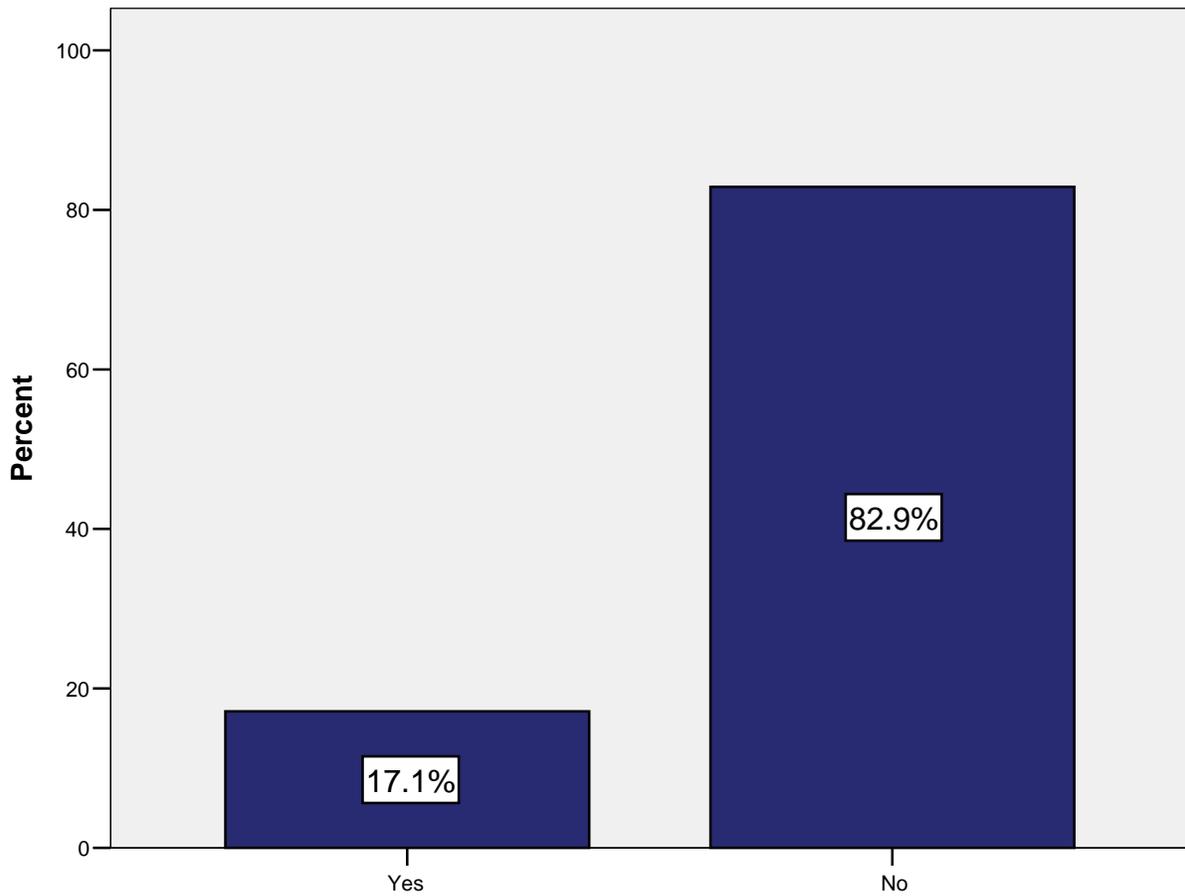




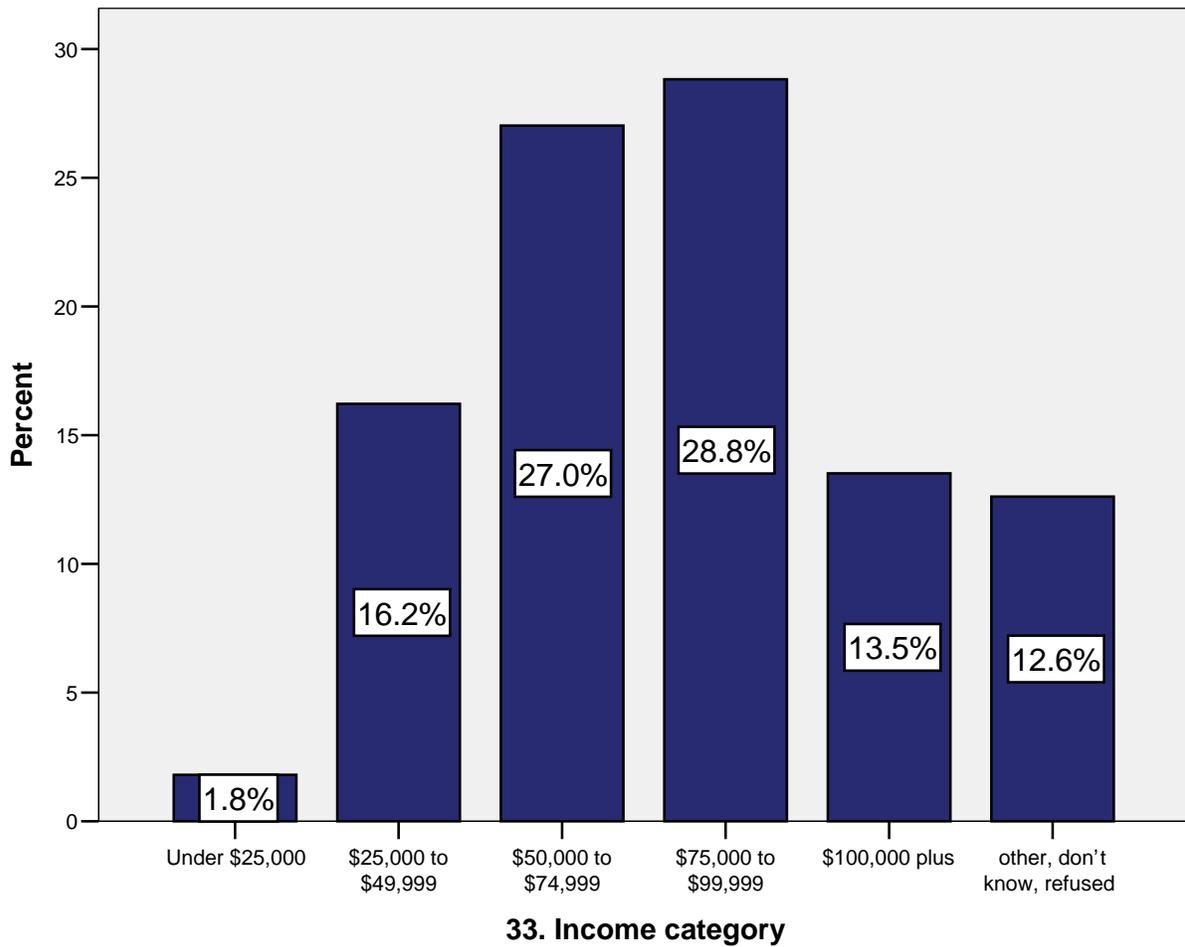


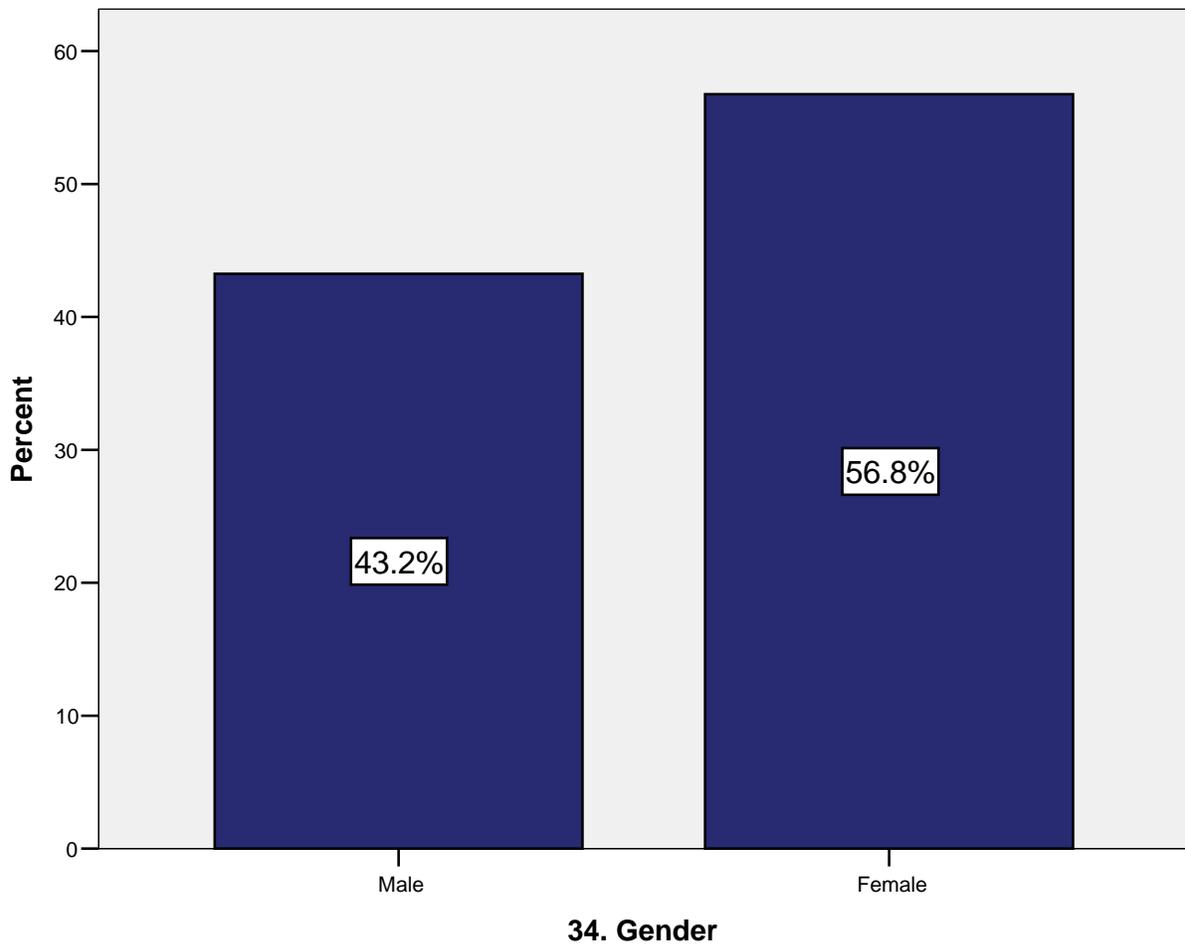






**32. Did any children under the age of 18 come with you downtown today?**





*This Page Intentionally Left Blank*

## SECTION V

### QUESTIONNAIRE

1. What is your zipcode? (RECORD EXACT ZIPCODE) If respondent answers "65041," terminate interview.
2. What is the main purpose of your visit to downtown Hermann today? DO NOT READ CHOICES. (DONT ASK DURING OKTOBERFEST. RECORD AS "4" FOR SPECIAL EVENT)
  - 1) Shopping
  - 2) Visiting family/friends
  - 3) Business
  - 4) Special event
  - 5) Government/Post Office
  - 9) Other (Specify) \_\_\_\_\_
3. Are you staying overnight in Hermann?
  - 1) Yes
  - 2) No (SKIP to QUESTION 5)
4. Where are you staying overnight in Hermann?
  - 1) Hotel/motel/bed and breakfast in Hermann area
  - 2) With family or friends
  - 3) Campground/RV park
  - 9) Other (specify) \_\_\_\_\_
5. Have you visited downtown Hermann before today?
  - 1) Yes
  - 2) No (SKIP to QUESTION 7)
6. How often do you visit downtown Hermann?
  - 1) Once a year or less
  - 2) More than once a year but less than once a month
  - 3) One to five times per month
  - 4) More than 5 times a month
  - 9) Other (specify) \_\_\_\_\_

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

Code responses as:

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

- 7. Attending special event (DO NOT READ DURING OKTOBERFEST. JUST CHECK YES)
- 8. Shopping
- 9. Dining
- 10. Nightlife/entertainment
- 11. Outdoor recreation
- 12. Visiting the downtown wineries
- 13. Conducting business
- 14. Government/Post Office

- 15. (IF NO TO QUESTION 5, WILL NOT ASK QUESTION 13) What are the top two reasons you most often visit downtown Hermann? (DO NOT READ CHOICES. RECORD ONE OR TWO RESPONSES, AS APPROPRIATE)

- 1) Special event
- 2) Shopping
- 3) Dining
- 4) Nightlife/entertainment
- 5) Outdoor recreation
- 6) Conducting business
- 7) Government/Post Office
- 9) Other (specify)\_\_\_\_\_

- 16. How easy would you say it is to find your way around downtown Hermann?

- 1) Very easy
- 2) Somewhat easy
- 3) Somewhat difficult
- 4) Very difficult
- 9) I don't know.

- 17. How convenient would you say that parking is downtown?

- 1) Very convenient
- 2) Somewhat convenient
- 3) Somewhat inconvenient
- 4) Very inconvenient
- 9) I don't know.

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

- 1) Very convenient
- 2) Somewhat convenient
- 3) Somewhat inconvenient
- 4) Very inconvenient
- 9) I don't know.

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

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

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

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

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

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

22. Excluding lodging, how much money are you likely to spend in downtown Hermann during this visit?

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

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

Code responses as:

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

23. Retail/boutique shopping

24. Biking

25. Antique shopping

26. Golf

27. Seeing live music

28. Walking/hiking

29. Fine dining

30. Wine tasting
31. 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
32. Did any children under the age of 18 come with you downtown today?
- 1) Yes
  - 2) No
  - 9) Other, don't know
33. Please stop me when I get to the category that best describes your annual household income from 2006.
- 1) Under \$25,000
  - 2) \$25,000 to \$49,999
  - 3) \$50,000 to \$74,999
  - 4) \$75,000 to \$99,999
  - 5) \$100,000 plus
  - 9) Other, don't know, refused
34. Gender [*don't ask, code as follows*]
- 1) Male
  - 2) Female

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

**This Page Intentionally Left Blank**

## SECTION VI

### CROSS TABULATION

*This Page Intentionally Left Blank*

		Age group				Child <18 within downtown		Income Level					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	< \$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
2. What is the main purpose of your visit to downtown Hermann today?	Shopping	9.5%	12.5%	2.8%	8.3%	21.1%	6.5%	0.0%	16.7%	13.3%	3.1%	6.7%	8.3%	9.5%
	Visiting family/friends	19.0%	5.0%	13.9%	16.7%	21.1%	9.8%	0.0%	11.1%	16.7%	9.4%	6.7%	10.4%	12.7%
	Business	4.8%	5.0%	0.0%	8.3%	15.8%	1.1%	0.0%	5.6%	3.3%	6.3%	0.0%	2.1%	4.8%
	Special event	38.1%	65.0%	44.4%	33.3%	31.6%	53.3%	50.0%	38.9%	50.0%	46.9%	46.7%	50.0%	49.2%
	Government/Post Office	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other	28.6%	12.5%	38.9%	33.3%	10.5%	29.3%	50.0%	27.8%	16.7%	34.4%	40.0%	29.2%	23.8%

		Age group				Child <18 within downtown		Income Level					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	< \$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
3. Are you staying overnight in Hermann?	Yes	61.9%	37.5%	58.3%	33.3%	57.9%	45.7%	0.0%	55.6%	40.0%	53.1%	60.0%	47.9%	47.6%
	No	38.1%	62.5%	41.7%	66.7%	42.1%	54.3%	100.0%	44.4%	60.0%	46.9%	40.0%	52.1%	52.4%

		Age group				Child <18 within downtown		Income Level					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	< \$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
4. Where are you staying overnight in Hermann?	Hotel/motel/bed and breakfast in Hermann area	69.2%	66.7%	76.2%	50.0%	63.6%	71.4%	0.0%	70.0%	58.3%	94.1%	66.7%	60.9%	76.7%
	With family or friends	15.4%	13.3%	14.3%	25.0%	27.3%	11.9%	0.0%	10.0%	16.7%	5.9%	11.1%	21.7%	10.0%
	Campground/RV park	15.4%	20.0%	9.5%	25.0%	9.1%	16.7%	0.0%	20.0%	25.0%	0.0%	22.2%	17.4%	13.3%
	Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

		Age group				Child <18 within downtown		Income Level					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	< \$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
5. Have you visited downtown Hermann before today?	Yes	57.1%	62.5%	61.1%	75.0%	73.7%	59.8%	50.0%	55.6%	60.0%	65.6%	66.7%	68.8%	57.1%
	No	42.9%	37.5%	38.9%	25.0%	26.3%	40.2%	50.0%	44.4%	40.0%	34.4%	33.3%	31.3%	42.9%

		Age group				Child <18 within downtown		Income Level					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	< \$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
6. How often do you visit downtown Hermann?	Once a year or less	58.3%	52.0%	40.9%	55.6%	35.7%	54.5%	0.0%	60.0%	50.0%	47.6%	60.0%	57.6%	44.4%
	More than once a year but less than once a month	25.0%	32.0%	50.0%	11.1%	35.7%	32.7%	100.0%	30.0%	33.3%	28.6%	40.0%	27.3%	38.9%
	One to five times per month	0.0%	8.0%	4.5%	22.2%	14.3%	5.5%	0.0%	0.0%	5.6%	14.3%	0.0%	12.1%	2.8%
	More than 5 times a month	16.7%	0.0%	4.5%	0.0%	7.1%	3.6%	0.0%	10.0%	5.6%	0.0%	0.0%	3.0%	5.6%
	Other	0.0%	8.0%	0.0%	11.1%	7.1%	3.6%	0.0%	0.0%	5.6%	9.5%	0.0%	0.0%	8.3%

		Age group				Child <18 within downtown		Income Level					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	< \$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
7. Attending special event	Yes	76.2%	74.4%	77.1%	58.3%	73.7%	74.4%	50.0%	61.1%	89.7%	74.2%	60.0%	75.0%	73.8%
	No	23.8%	25.6%	22.9%	41.7%	26.3%	25.6%	50.0%	38.9%	10.3%	25.8%	40.0%	25.0%	26.2%
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
8. Shopping	Yes	66.7%	90.0%	86.1%	75.0%	89.5%	80.4%	100.0%	72.2%	83.3%	87.5%	80.0%	77.1%	85.7%
	No	33.3%	10.0%	13.9%	16.7%	10.5%	18.5%	0.0%	27.8%	16.7%	12.5%	20.0%	22.9%	12.7%
	Other/don't know	0.0%	0.0%	0.0%	8.3%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
9. Dining	Yes	100.0%	95.0%	100.0%	100.0%	94.7%	98.9%	100.0%	94.4%	100.0%	100.0%	100.0%	95.8%	100.0%
	No	0.0%	5.0%	0.0%	0.0%	5.3%	1.1%	0.0%	5.6%	0.0%	0.0%	0.0%	4.2%	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%

***This Page Intentionally Left Blank***

		Age group				Child <18 within downtown		Income Level					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	< \$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
10. Nightlife/entertainment	Yes	52.4%	50.0%	19.4%	25.0%	36.8%	37.0%	0.0%	44.4%	36.7%	43.8%	26.7%	52.1%	25.4%
	No	38.1%	40.0%	80.6%	75.0%	57.9%	57.6%	100.0%	44.4%	53.3%	53.1%	73.3%	41.7%	69.8%
	Other/don't know	9.5%	10.0%	0.0%	0.0%	5.3%	5.4%	0.0%	11.1%	10.0%	3.1%	0.0%	6.3%	4.8%
11. Outdoor recreation	Yes	42.9%	40.0%	27.8%	25.0%	31.6%	35.9%	50.0%	16.7%	46.7%	31.3%	53.3%	33.3%	36.5%
	No	52.4%	57.5%	69.4%	75.0%	68.4%	60.9%	50.0%	77.8%	53.3%	62.5%	46.7%	64.6%	60.3%
	Other/don't know	4.8%	2.5%	2.8%	0.0%	0.0%	3.3%	0.0%	5.6%	0.0%	6.3%	0.0%	2.1%	3.2%
12. Visiting the downtown wineries	Yes	9.5%	15.0%	11.1%	8.3%	21.1%	9.8%	0.0%	11.1%	13.3%	15.6%	6.7%	10.4%	12.7%
	No	76.2%	80.0%	83.3%	91.7%	68.4%	83.7%	100.0%	72.2%	83.3%	78.1%	93.3%	83.3%	79.4%
	Other/don't know	14.3%	5.0%	5.6%	0.0%	10.5%	6.5%	0.0%	16.7%	3.3%	6.3%	0.0%	6.3%	7.9%
13. Conducting business	Yes	19.0%	15.0%	11.1%	16.7%	31.6%	10.9%	0.0%	22.2%	23.3%	12.5%	0.0%	14.6%	14.3%
	No	76.2%	82.5%	88.9%	75.0%	68.4%	85.9%	100.0%	72.2%	76.7%	81.3%	100.0%	81.3%	84.1%
	Other/don't know	4.8%	2.5%	0.0%	8.3%	0.0%	3.3%	0.0%	5.6%	0.0%	6.3%	0.0%	4.2%	1.6%
14. Government/Post Office	Yes	0.0%	2.5%	5.6%	0.0%	0.0%	3.3%	0.0%	0.0%	3.3%	3.1%	0.0%	2.1%	3.2%
	No	95.2%	92.5%	91.7%	91.7%	94.7%	92.4%	100.0%	94.4%	90.0%	90.6%	100.0%	91.7%	93.7%
	Other/don't know	4.8%	5.0%	2.8%	8.3%	5.3%	4.3%	0.0%	5.6%	6.7%	6.3%	0.0%	6.3%	3.2%

		Age group				Child <18 within downtown		Income Level					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	< \$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
15. What are the top two reasons you most often visit downtown Hermann?	Special event	50.0%	48.0%	54.5%	33.3%	35.7%	50.9%	100.0%	50.0%	55.6%	33.3%	50.0%	63.6%	33.3%
	Shopping	0.0%	8.0%	4.5%	22.2%	0.0%	9.1%	0.0%	0.0%	5.6%	9.5%	10.0%	3.0%	11.1%
	Dining	16.7%	12.0%	13.6%	33.3%	42.9%	10.9%	0.0%	20.0%	16.7%	9.5%	30.0%	12.1%	22.2%
	Nightlife/entertainment	0.0%	0.0%	4.5%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	4.8%	0.0%	0.0%	2.8%
	Outdoor recreation	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%
	Conducting business	0.0%	4.0%	4.5%	0.0%	0.0%	3.6%	0.0%	0.0%	5.6%	4.8%	0.0%	3.0%	2.8%
	Government/Post Office	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other	33.3%	28.0%	18.2%	11.1%	21.4%	23.6%	0.0%	30.0%	16.7%	38.1%	10.0%	18.2%	27.8%

		Age group				Child <18 within downtown		Income Level					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	< \$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
Second response	Special event	0.0%	23.5%	23.5%	0.0%	20.0%	15.8%	0.0%	0.0%	20.0%	35.7%	12.5%	13.6%	19.2%
	Shopping	16.7%	17.6%	17.6%	42.9%	20.0%	23.7%	100.0%	12.5%	30.0%	14.3%	12.5%	22.7%	23.1%
	Dining	16.7%	35.3%	35.3%	14.3%	20.0%	31.6%	0.0%	37.5%	20.0%	21.4%	50.0%	22.7%	34.6%
	Nightlife/entertainment	50.0%	5.9%	5.9%	14.3%	0.0%	15.8%	0.0%	12.5%	10.0%	21.4%	0.0%	18.2%	7.7%
	Outdoor recreation	0.0%	5.9%	11.8%	14.3%	10.0%	7.9%	0.0%	12.5%	10.0%	7.1%	12.5%	13.6%	3.8%
	Conducting business	16.7%	5.9%	5.9%	0.0%	30.0%	0.0%	0.0%	25.0%	10.0%	0.0%	0.0%	9.1%	3.8%
	Government/Post Office	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other	0.0%	5.9%	0.0%	14.3%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	12.5%	0.0%	7.7%

		Age group				Child <18 within downtown		Income Level					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	< \$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
16. How easy would you say it is to find your way around downtown Hermann?	Very easy	47.6%	57.5%	75.0%	50.0%	52.6%	63.0%	50.0%	33.3%	53.3%	71.9%	86.7%	58.3%	63.5%
	Somewhat easy	42.9%	27.5%	22.2%	41.7%	36.8%	28.3%	50.0%	44.4%	36.7%	25.0%	0.0%	33.3%	27.0%
	Somewhat difficult	4.8%	7.5%	2.8%	0.0%	10.5%	3.3%	0.0%	5.6%	3.3%	3.1%	13.3%	2.1%	6.3%
	Very difficult	4.8%	2.5%	0.0%	8.3%	0.0%	3.3%	0.0%	11.1%	3.3%	0.0%	0.0%	2.1%	3.2%
	I don't know.	0.0%	5.0%	0.0%	0.0%	0.0%	2.2%	0.0%	5.6%	3.3%	0.0%	0.0%	4.2%	0.0%

***This Page Intentionally Left Blank***

		Age group				Child <18 within downtown		Income Level					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	< \$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
17. How convenient would you say that parking is downtown?	Very convenient	38.1%	30.0%	44.4%	50.0%	31.6%	40.2%	50.0%	22.2%	43.3%	34.4%	33.3%	45.8%	33.3%
	Somewhat convenient	42.9%	40.0%	25.0%	33.3%	36.8%	34.8%	0.0%	33.3%	30.0%	50.0%	33.3%	31.3%	38.1%
	Somewhat inconvenient	9.5%	17.5%	13.9%	8.3%	21.1%	12.0%	0.0%	22.2%	23.3%	6.3%	13.3%	8.3%	17.5%
	Very inconvenient	0.0%	2.5%	5.6%	0.0%	0.0%	3.3%	0.0%	0.0%	3.3%	0.0%	6.7%	6.3%	0.0%
	I don't know	9.5%	10.0%	11.1%	8.3%	10.5%	9.8%	50.0%	22.2%	0.0%	9.4%	13.3%	8.3%	11.1%

		Age group				Child <18 within downtown		Income Level					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	< \$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
18. How convenient would you say that hours of downtown businesses are?	Very convenient	28.6%	32.5%	30.6%	33.3%	5.3%	35.9%	50.0%	22.2%	30.0%	21.9%	53.3%	33.3%	28.6%
	Somewhat convenient	19.0%	35.0%	25.0%	33.3%	52.6%	22.8%	0.0%	22.2%	26.7%	34.4%	20.0%	33.3%	23.8%
	Somewhat inconvenient	23.8%	7.5%	19.4%	16.7%	15.8%	15.2%	0.0%	22.2%	23.3%	9.4%	6.7%	14.6%	15.9%
	Very inconvenient	4.8%	10.0%	8.3%	0.0%	15.8%	5.4%	0.0%	5.6%	0.0%	15.6%	13.3%	2.1%	11.1%
	I don't know.	23.8%	15.0%	16.7%	16.7%	10.5%	20.7%	50.0%	27.8%	20.0%	18.8%	6.7%	16.7%	20.6%

		Age group				Child <18 within downtown		Income Level					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	< \$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
19. What kinds of additional businesses do you think would make you more likely to visit downtown Hermann?	More/better restaurants	33.3%	25.0%	27.8%	25.0%	21.1%	28.3%	50.0%	16.7%	23.3%	28.1%	46.7%	33.3%	22.2%
	Clothing stores	4.8%	7.5%	2.8%	16.7%	10.5%	6.5%	0.0%	0.0%	6.7%	9.4%	0.0%	8.3%	6.3%
	More shops (in general)	9.5%	12.5%	16.7%	8.3%	5.3%	14.1%	0.0%	22.2%	20.0%	6.3%	6.7%	10.4%	14.3%
	Specialty/upscale shops	0.0%	10.0%	5.6%	8.3%	0.0%	7.6%	0.0%	0.0%	13.3%	9.4%	0.0%	4.2%	7.9%
	Antique shops	0.0%	5.0%	5.6%	0.0%	5.3%	3.3%	0.0%	0.0%	3.3%	3.1%	13.3%	4.2%	3.2%
	Coffee shop	4.8%	5.0%	2.8%	8.3%	10.5%	3.3%	0.0%	5.6%	6.7%	0.0%	6.7%	4.2%	4.8%
	Bookstore	0.0%	2.5%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	3.3%	0.0%	0.0%	2.1%	0.0%
	Art galleries/shops	9.5%	10.0%	5.6%	0.0%	5.3%	7.6%	50.0%	0.0%	10.0%	3.1%	6.7%	2.1%	11.1%
	Bed and breakfasts/lodging	0.0%	2.5%	8.3%	0.0%	5.3%	4.3%	0.0%	0.0%	3.3%	9.4%	0.0%	6.3%	3.2%
	Ice cream shop/soda fountain	4.8%	0.0%	5.6%	0.0%	5.3%	2.2%	0.0%	11.1%	0.0%	0.0%	0.0%	2.1%	3.2%
	Movie theater	9.5%	7.5%	5.6%	0.0%	15.8%	4.3%	0.0%	11.1%	3.3%	12.5%	0.0%	8.3%	4.8%
	Other	23.8%	12.5%	13.9%	33.3%	15.8%	17.4%	0.0%	33.3%	6.7%	18.8%	20.0%	14.6%	19.0%

		Age group				Child <18 within downtown		Income Level					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	< \$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
Second response	More/better restaurants	15.4%	5.3%	14.3%	14.3%	7.7%	12.5%	0.0%	20.0%	5.9%	14.3%	0.0%	4.2%	16.2%
	Clothing stores	7.7%	0.0%	4.8%	0.0%	0.0%	4.2%	0.0%	10.0%	0.0%	4.8%	0.0%	4.2%	2.7%
	More shops (in general)	23.1%	10.5%	19.0%	0.0%	15.4%	14.6%	0.0%	20.0%	17.6%	14.3%	20.0%	20.8%	10.8%
	Specialty/upscale shops	7.7%	10.5%	4.8%	0.0%	23.1%	2.1%	0.0%	0.0%	5.9%	14.3%	0.0%	8.3%	5.4%
	Antique shops	7.7%	15.8%	14.3%	0.0%	7.7%	12.5%	0.0%	0.0%	17.6%	19.0%	0.0%	8.3%	13.5%
	Coffee shop	0.0%	0.0%	4.8%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	4.8%	0.0%	4.2%	0.0%
	Bookstore	0.0%	10.5%	9.5%	0.0%	15.4%	4.2%	0.0%	20.0%	0.0%	0.0%	40.0%	0.0%	10.8%
	Art galleries/shops	0.0%	26.3%	4.8%	42.9%	0.0%	18.8%	0.0%	20.0%	23.5%	9.5%	0.0%	16.7%	13.5%
	Bed and breakfasts/lodging	7.7%	0.0%	4.8%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	4.8%	20.0%	4.2%	2.7%
	Ice cream shop/soda fountain	15.4%	15.8%	0.0%	0.0%	7.7%	8.3%	0.0%	10.0%	11.8%	9.5%	0.0%	8.3%	8.1%
	Movie theater	15.4%	5.3%	19.0%	42.9%	23.1%	16.7%	100.0%	0.0%	17.6%	4.8%	20.0%	20.8%	16.2%
	Other	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%

***This Page Intentionally Left Blank***

		Age group				Child <18 within downtown		Income Level					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	< \$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
20. What kinds of recreation or entertainment opportunities would make you more likely to visit downtown Hermann?	More special events	9.5%	17.5%	30.6%	0.0%	21.1%	17.4%	0.0%	33.3%	10.0%	21.9%	13.3%	16.7%	19.0%
	Bands/live concerts/music	28.6%	20.0%	13.9%	16.7%	26.3%	18.5%	50.0%	11.1%	16.7%	28.1%	26.7%	25.0%	15.9%
	More restaurants	19.0%	12.5%	8.3%	25.0%	10.5%	14.1%	50.0%	22.2%	10.0%	9.4%	6.7%	12.5%	14.3%
	More bars	4.8%	12.5%	2.8%	0.0%	10.5%	5.4%	0.0%	0.0%	3.3%	6.3%	6.7%	6.3%	6.3%
	Theaters/movies/plays	0.0%	12.5%	16.7%	25.0%	15.8%	12.0%	0.0%	0.0%	23.3%	9.4%	13.3%	8.3%	15.9%
	Family events	9.5%	12.5%	11.1%	8.3%	10.5%	10.9%	0.0%	5.6%	20.0%	9.4%	6.7%	8.3%	12.7%
	Art Galleries/events	4.8%	5.0%	5.6%	0.0%	0.0%	5.4%	0.0%	5.6%	13.3%	0.0%	0.0%	4.2%	4.8%
	Other	23.8%	7.5%	11.1%	25.0%	5.3%	16.3%	0.0%	22.2%	3.3%	15.6%	26.7%	18.8%	11.1%

		Age group				Child <18 within downtown		Income Level					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	< \$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
Second response	More special events	18.2%	4.8%	11.8%	0.0%	15.4%	7.5%	0.0%	0.0%	0.0%	25.0%	0.0%	9.1%	9.7%
	Bands/live concerts/music	9.1%	19.0%	5.9%	0.0%	38.5%	2.5%	0.0%	0.0%	16.7%	12.5%	0.0%	9.1%	12.9%
	More restaurants	9.1%	4.8%	23.5%	33.3%	7.7%	15.0%	0.0%	12.5%	11.1%	18.8%	20.0%	4.5%	19.4%
	More bars	45.5%	28.6%	5.9%	33.3%	23.1%	25.0%	100.0%	38.9%	0.0%	38.9%	20.0%	40.9%	12.9%
	Theaters/movies/plays	0.0%	14.3%	29.4%	33.3%	7.7%	22.5%	0.0%	37.5%	5.6%	18.8%	40.0%	18.2%	19.4%
	Family events	9.1%	9.5%	5.9%	0.0%	7.7%	7.5%	0.0%	0.0%	22.2%	0.0%	0.0%	9.1%	6.5%
	Art Galleries/events	9.1%	19.0%	17.6%	0.0%	0.0%	20.0%	0.0%	12.5%	5.6%	25.0%	20.0%	9.1%	19.4%
	Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

		Age group				Child <18 within downtown		Income Level					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	< \$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
21. What other physical improvements do you think would make downtown Hermann more appealing?	Renovation of historic buildings	23.8%	30.0%	11.1%	8.3%	31.6%	18.5%	50.0%	22.2%	16.7%	25.0%	13.3%	27.1%	15.9%
	Better maintained buildings	4.8%	7.5%	13.9%	0.0%	10.5%	7.6%	0.0%	5.6%	6.7%	12.5%	6.7%	8.3%	7.9%
	More/better lighting	4.8%	2.5%	2.8%	0.0%	0.0%	3.3%	0.0%	5.6%	0.0%	3.1%	6.7%	0.0%	4.8%
	Better signage	9.5%	10.0%	5.6%	0.0%	10.5%	6.5%	0.0%	11.1%	6.7%	6.3%	0.0%	10.4%	4.8%
	Cleaner/less trash	0.0%	2.5%	5.6%	0.0%	5.3%	2.2%	0.0%	0.0%	3.3%	6.3%	0.0%	2.1%	3.2%
	More/better parking	9.5%	7.5%	8.3%	25.0%	0.0%	12.0%	0.0%	5.6%	16.7%	0.0%	20.0%	12.5%	7.9%
	New/better sidewalks	0.0%	20.0%	11.1%	16.7%	10.5%	13.0%	50.0%	11.1%	10.0%	15.6%	13.3%	6.3%	17.5%
	Benches/more greenspace	9.5%	10.0%	11.1%	8.3%	10.5%	9.8%	0.0%	11.1%	13.3%	9.4%	6.7%	8.3%	11.1%
	Other	38.1%	10.0%	30.6%	41.7%	21.1%	27.2%	0.0%	27.8%	26.7%	21.9%	33.3%	25.0%	27.0%

		Age group				Child <18 within downtown		Income Level					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	< \$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
Second response	Renovation of historic buildings	10.0%	23.5%	15.4%	0.0%	23.1%	12.9%	0.0%	20.0%	8.3%	20.0%	0.0%	20.0%	12.5%
	Better maintained buildings	0.0%	5.9%	0.0%	33.3%	7.7%	3.2%	0.0%	0.0%	0.0%	6.7%	33.3%	5.0%	4.2%
	More/better lighting	10.0%	0.0%	23.1%	0.0%	7.7%	9.7%	0.0%	20.0%	8.3%	6.7%	0.0%	5.0%	12.5%
	Better signage	10.0%	11.8%	7.7%	33.3%	15.4%	9.7%	0.0%	10.0%	16.7%	0.0%	33.3%	10.0%	12.5%
	Cleaner/less trash	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%
	More/better parking	10.0%	29.4%	23.1%	0.0%	15.4%	22.6%	0.0%	30.0%	16.7%	20.0%	33.3%	25.0%	16.7%
	New/better sidewalks	30.0%	11.8%	15.4%	0.0%	0.0%	22.6%	0.0%	10.0%	33.3%	13.3%	0.0%	25.0%	8.3%
	Benches/more greenspace	30.0%	17.6%	15.4%	33.3%	30.8%	19.4%	100.0%	10.0%	16.7%	33.3%	0.0%	10.0%	33.3%
	Other	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%

***This Page Intentionally Left Blank***

		Age group				Child <18 within downtown		Income Level					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	< \$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
22. Excluding lodging, how much money are you likely to spend in downtown Hermann during this visit?	less than \$50	14.3%	10.0%	16.7%	16.7%	21.1%	12.0%	50.0%	33.3%	13.3%	3.1%	13.3%	6.3%	19.0%
	\$50 - \$99	28.6%	27.5%	30.6%	16.7%	15.8%	30.4%	50.0%	22.2%	40.0%	28.1%	6.7%	29.2%	27.0%
	\$100 - \$199	14.3%	35.0%	27.8%	50.0%	21.1%	31.5%	0.0%	22.2%	36.7%	34.4%	26.7%	39.6%	22.2%
	\$200 or more	42.9%	25.0%	25.0%	8.3%	42.1%	23.9%	0.0%	22.2%	10.0%	34.4%	46.7%	25.0%	28.6%
	other/don't know	0.0%	2.5%	0.0%	8.3%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0%

		Age group				Child <18 within downtown		Income Level					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	< \$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
23. Retail/boutique shopping	Yes	47.6%	77.5%	58.3%	41.7%	52.6%	63.0%	0.0%	55.6%	66.7%	68.8%	66.7%	50.0%	69.8%
	No	47.6%	22.5%	41.7%	58.3%	47.4%	35.9%	100.0%	38.9%	33.3%	31.3%	33.3%	50.0%	28.6%
	Other/don't know	4.8%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	1.6%
24. Biking	Yes	47.6%	47.5%	36.1%	25.0%	52.6%	39.1%	0.0%	55.6%	40.0%	37.5%	60.0%	45.8%	38.1%
	No	52.4%	47.5%	63.9%	75.0%	47.4%	58.7%	100.0%	44.4%	60.0%	62.5%	33.3%	52.1%	60.3%
	Other/don't know	0.0%	5.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	6.7%	2.1%	1.6%
25. Antique shopping	Yes	38.1%	75.0%	66.7%	41.7%	47.4%	63.0%	50.0%	55.6%	73.3%	59.4%	66.7%	56.3%	63.5%
	No	57.1%	25.0%	30.6%	58.3%	52.6%	34.8%	50.0%	38.9%	26.7%	40.6%	33.3%	39.6%	36.5%
	Other/don't know	4.8%	0.0%	2.8%	0.0%	0.0%	2.2%	0.0%	5.6%	0.0%	0.0%	0.0%	4.2%	0.0%
26. Golf	Yes	23.8%	32.5%	25.0%	41.7%	42.1%	26.1%	50.0%	16.7%	26.7%	34.4%	33.3%	31.3%	27.0%
	No	76.2%	65.0%	75.0%	58.3%	57.9%	72.8%	50.0%	83.3%	73.3%	65.6%	60.0%	68.8%	71.4%
	Other/don't know	0.0%	2.5%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0%	1.6%
27. Seeing live music	Yes	85.7%	85.0%	77.8%	75.0%	78.9%	82.6%	100.0%	100.0%	76.7%	84.4%	66.7%	81.3%	82.5%
	No	14.3%	12.5%	22.2%	25.0%	21.1%	16.3%	0.0%	0.0%	23.3%	15.6%	33.3%	16.7%	17.5%
	Other/don't know	0.0%	2.5%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%
28. Walking/hiking	Yes	71.4%	75.0%	77.8%	58.3%	78.9%	71.7%	50.0%	77.8%	70.0%	65.6%	93.3%	79.2%	68.3%
	No	28.6%	25.0%	22.2%	41.7%	21.1%	28.3%	50.0%	22.2%	30.0%	34.4%	6.7%	20.8%	31.7%
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
29. Fine dining	Yes	90.5%	77.5%	86.1%	100.0%	73.7%	88.0%	50.0%	72.2%	83.3%	93.8%	93.3%	87.5%	84.1%
	No	9.5%	22.5%	13.9%	0.0%	26.3%	12.0%	50.0%	27.8%	16.7%	6.3%	6.7%	12.5%	15.9%
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
30. Wine tasting	Yes	85.7%	70.0%	72.2%	50.0%	73.7%	71.7%	100.0%	50.0%	73.3%	75.0%	80.0%	77.1%	68.3%
	No	14.3%	30.0%	27.8%	50.0%	26.3%	28.3%	0.0%	50.0%	26.7%	25.0%	20.0%	22.9%	31.7%
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

		Age group				Child <18 within downtown		Income Level					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	< \$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
Age group	18-34	100.0%	0.0%	0.0%	0.0%	22.2%	18.7%	50.0%	55.6%	13.3%	9.7%	13.3%	23.4%	16.1%
	35-49	0.0%	100.0%	0.0%	0.0%	50.0%	34.1%	0.0%	22.2%	46.7%	41.9%	46.7%	36.2%	37.1%
	50-64	0.0%	0.0%	100.0%	0.0%	16.7%	36.3%	50.0%	11.1%	30.0%	38.7%	40.0%	27.7%	37.1%
	65 or over	0.0%	0.0%	0.0%	100.0%	11.1%	11.0%	0.0%	11.1%	10.0%	9.7%	0.0%	12.8%	9.7%

		Age group				Child <18 within downtown		Income Level					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	< \$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
Child <18 within downtown	Yes	19.0%	22.5%	8.3%	16.7%	100.0%	0.0%	0.0%	27.8%	16.7%	15.6%	6.7%	18.8%	15.9%
	No	81.0%	77.5%	91.7%	83.3%	0.0%	100.0%	100.0%	72.2%	83.3%	84.4%	93.3%	81.3%	84.1%

***This Page Intentionally Left Blank***

	Age group				Child <18 within downtown		Income Level					Gender		
	18-34	35-49	50-64	65 or over	Yes	No	< \$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female	
	%	%	%	%	%	%	%	%	%	%	%	%	%	
Income Level	< \$25,000	5.0%	0.0%	3.3%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%
	\$25 - \$49,999	50.0%	10.5%	6.7%	25.0%	31.3%	0.0%	100.0%	0.0%	0.0%	0.0%	18.6%	18.5%	
	\$50 - \$74,999	20.0%	36.8%	30.0%	37.5%	31.3%	0.0%	0.0%	100.0%	0.0%	0.0%	39.5%	24.1%	
	\$75 - \$99,999	15.0%	34.2%	40.0%	37.5%	31.3%	0.0%	0.0%	0.0%	100.0%	0.0%	32.6%	33.3%	
	\$100,000 +	10.0%	18.4%	20.0%	0.0%	6.3%	0.0%	0.0%	0.0%	0.0%	100.0%	9.3%	20.4%	

	Age group				Child <18 within downtown		Income Level					Gender	
	18-34	35-49	50-64	65 or over	Yes	No	< \$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
	%	%	%	%	%	%	%	%	%	%	%	%	%
Gender	Male	52.4%	42.5%	36.1%	50.0%	47.4%	0.0%	44.4%	56.7%	43.8%	26.7%	100.0%	0.0%
	Female	47.6%	57.5%	63.9%	50.0%	52.6%	100.0%	55.6%	43.3%	56.3%	73.3%	0.0%	100.0%

***This Page Intentionally Left Blank***