

VISITOR SURVEY REPORT

FINAL SURVEY FINDINGS AND RESULTS

CITY OF KENNETT, MISSOURI

January, 2008



D·R·E·A·M
I N I T I A T I V E

ACKNOWLEDGMENTS



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



PLANNING CONSULTANT



PREPARED BY



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SECTION I

EXECUTIVE SUMMARY

In the summer and early fall 2007, UNICOM-ARC coordinated with the City of Kennett 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.

Three hundred and sixty-nine (369) interviews were completed from various zip codes outside Kennett. Residents living in the 63857 zip code were excluded from taking the survey.

A. Visiting Downtown Kennett

Respondents were asked several questions about the visit to downtown during which they were surveyed. Because the vast majority of surveys were completed during special events held in the downtown area, it is not surprising that nearly all respondents (99.2%) indicated that their main purpose for visiting downtown that day was to attend a special event.

An overwhelming majority (97.3%) of respondents said that they had visited downtown Kennett before, and most indicated that they were regular downtown visitors. A majority of respondents (55.5%) reported visiting downtown more than five times a month, and another quarter (25.2%) said that they visit 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 Kennett, majorities said that they had done or were planning to do three of these things:

- Attending special event (85.0%)
- Shopping (77.3%)
- Dining (62.7%)

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

- Conducting business (36.2%)
- Nightlife/entertainment (35.7%)
- Outdoor recreation (not including aquatic center) (28.6%)
- Visiting the Sheryl Crow Aquatic Center (24.0%)
- Government/post office (23.2%)

When asked to indicate the “top two reasons [they] most often visit downtown Kennett,” a majority cited shopping (72.0%) as one of these reasons. Significant percentages also answered dining (45.4%) and special events (30.1%) as one of their top two reasons for visiting downtown. One in eight (12.6%) answered “government/post office.”

About one in six (15.5%) respondents indicated that they were staying overnight in Kennett on this visit. Of this group, four in five (79.3%) said they were staying with family or friends. Fewer respondents reported staying overnight in a hotel, motel or bed and breakfast (15.5%) or campground/RV park (5.2%).

Three in ten (31.4%) respondents said they would spend less than \$50 on this visit to downtown, and a somewhat higher percentage (37.7%) said they would spend between \$50 and \$100. A quarter (23.5%) answered that they would spend more than \$100 on this visit.

Respondents were also asked whether “any children under the age of 18” came with them on this visit to downtown. A majority (56.6%) said that a child under the age of 18 had accompanied them on this visit downtown.

C. Using Downtown Kennett

Respondents were asked about the ease and convenience of downtown Kennett. Almost four in five (78.0%) respondents said that it is “very” easy to find their way around downtown. Overall, more than nine in ten (94.8%) respondents said that it was “very” or “somewhat” easy to do so. Four in five (81.1%) respondents said that parking downtown is “very” or “somewhat” convenient, and three quarters (74.3%) indicated that downtown business hours are “very” or “somewhat” convenient.

D. Additions And Improvements To Downtown Kennett

When asked “what kinds of additional businesses” would make them more likely to visit downtown Kennett, a majority of respondents cited one item¹: more/better restaurants (51.2%). Significant percentages also gave three other answers:

- Clothing stores (47.7%)
- More shops in general (42.6%)
- Ice cream shop (19.0%)

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

- Bands/live concerts/music (41.4%)
- More special events (40.7%)
- Family events (40.5%)
- Theaters/movies/plays (27.5%)

¹ Respondents were allowed to provide up to two responses to this question.

Finally, respondents were asked “what other physical improvements” they believed “would make downtown Kennett more appealing.” Again, interviewers recorded respondents’ first two responses to this question. A majority (51.3%) answered “renovation of historic buildings.” Significant percentages cited six other items in this section:

- Benches/more green space (46.6%)
- Better maintained buildings (35.2%)
- More/better parking (18.8%)
- More/better lighting (15.3%)
- Cleaner/less trash (13.7%)
- New/better sidewalks (13.1%)

E. Respondent Profile

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

- Fine dining (70.5%)
- Seeing live music (57.7%)
- Retail/boutique shopping (53.3%)

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

- Walking/hiking (47.3%)
- Antique shopping (38.3%)
- Biking (18.9%)
- Golf (10.4%)

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

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SECTION II OVERVIEW OF DATA

In the summer and early fall 2007, UNICOM-ARC coordinated with the City of Kennett 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.

Three hundred and sixty-nine (369) interviews were completed from various zipcodes surrounding Kennett. (Residents living in the 63857 zipcode 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 Kennett today?	shopping	.5%
	visiting family/friends	.0%
	business	.3%
	special event	99.2%
	government/post office	.0%
	no - will not visit downtown	.0%
	other	.0%

		%
3. Are you staying overnight in Kennett?	yes	15.8%
	no	84.2%

		%
4. Where are you staying overnight in Kennett?	hotel/motel/B & B in Kennett area	15.5%
	With family or friends	79.3%
	Campground/RV park	5.2%
	Other	.0%

		%
5. Have you visited downtown Kennett before today?	yes	97.3%
	no	2.7%

		%
6. How often do you visit downtown Kennett?	Once a year or less	4.8%
	More than once a year but less than once a month	13.2%
	One to five times per month	25.2%
	More than 5 times a month	55.5%
	Never	.0%
	Other	1.4%

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

	yes	no	other/don't know
	%	%	%
7. Attending special event	85.0%	7.4%	7.6%
8. Shopping	73.3%	16.6%	10.1%
9. Dining	62.7%	24.0%	13.4%
10. Nightlife/entertainment	35.7%	40.6%	23.7%
11. Outdoor recreation (Outside of Aquatic Center)	28.6%	43.6%	27.8%
12. Visiting the Sheryl Crow Aquatic Center	24.0%	50.4%	25.6%
13. Conducting business	36.2%	42.2%	21.5%
14. Government/Post Office	23.2%	49.6%	27.2%

		%
15. What are the top two reasons you most often visit downtown Kennett? (first choice)	special event	28.3%
	shopping	49.0%
	dining	3.9%
	nightlife/entertainment	2.5%
	outdoor recreation	.0%
	conducting business	4.2%
	government/post office	2.0%
	other	10.1%

	%	
15. What are the top two reasons you most often visit downtown Kennett? (second choice)	special event	1.9%
	shopping	23.0%
	dining	41.5%
	nightlife/entertainment	3.0%
	outdoor recreation	3.0%
	conducting business	17.0%
	government/post office	10.6%
	other	.0%

	%	
16. How easy would you say it is to find your way around downtown Kennett?	very easy	78.2%
	somewhat easy	16.6%
	somewhat difficult	2.7%
	very difficult	.5%
	I don't know.	1.9%
	very/somewhat easy	94.8%
	very/somewhat difficult	3.3%

	%	
17. How convenient would you say that parking is downtown?	Very convenient	36.9%
	Somewhat convenient	44.3%
	Somewhat inconvenient	10.9%
	Very inconvenient	4.1%
	I don't know.	3.8%
	very/somewhat convenient	81.1%
very/somewhat inconvenient	15.0%	

	%	
18. How convenient would you say that hours of downtown businesses are?	Very convenient	31.1%
	Somewhat convenient	43.2%
	Somewhat inconvenient	15.0%
	Very inconvenient	4.4%
	I don't know.	6.3%
	very/somewhat convenient	74.3%
	very/somewhat inconvenient	19.4%

	%	
19. What kinds of additional businesses do you think would make you more likely to visit downtown Kennett? (first choice)	more/better restaurants	44.5%
	clothing stores	23.8%
	more shops (in general)	19.1%
	specialty/upscale shops	.3%
	antique shops	1.1%
	coffee shop	2.2%
	bookstore	.3%
	art galleries/shops	1.1%
	bed and breakfasts/lodging	5.2%
	ice cream shop	2.5%
other	.0%	

	%	
19. What kinds of additional businesses do you think would make you more likely to visit downtown Kennett? (second choice)	more/better restaurants	6.7%
	clothing stores	23.9%
	more shops (in general)	23.5%
	specialty/upscale shops	2.5%
	antique shops	6.3%
	coffee shop	5.6%
	bookstore	7.7%
	art galleries/shops	3.9%
	bed and breakfasts/lodging	3.5%
	ice cream shop	16.5%
other	.0%	

	%	
20. What kinds of recreation or entertainment opportunities would make you more likely to visit downtown Kennett? (first choice)	more special events	39.6%
	bands/live concerts/music	24.9%
	more restaurants	16.7%
	more bars	1.6%
	theaters/movies/plays	9.6%
	family events	4.6%
	art galleries/events	.8%
	other	2.2%

	%	
20. What kinds of recreation or entertainment opportunities would make you more likely to visit downtown Kennett?(second choice)	more special events	1.1%
	bands/live concerts/music	16.5%
	more restaurants	17.2%
	more bars	5.9%
	theaters/movies/plays	17.9%
	family events	35.9%
	art galleries/events	5.5%
	other	.0%

	%	
21. What other physical improvements do you think would make downtown Kennett more appealing? (first choice)	renovation of historic buildings	50.5%
	better maintained buildings	16.9%
	more/better lighting	6.6%
	better signage	3.0%
	cleaner/less trash	4.6%
	more/better parking	4.9%
	new/better sidewalks	3.6%
	benches/more greenspace	8.7%
	don't know/haven't been downtown	1.1%
	other	.0%

	%	
21. What other physical improvements do you think would make downtown Kennett more appealing? (second choice)	renovation of historic buildings	.8%
	better maintained buildings	18.3%
	more/better lighting	8.7%
	better signage	2.8%
	cleaner/less trash	9.1%
	more/better parking	13.9%
	new/better sidewalks	9.5%
	benches/more greenspace	36.9%
	don't know/haven't been downtown	.0%
	other	.0%

	%	
22. Excluding lodging, how much money are you likely to spend in downtown Kennett during this visit?	less than \$50	31.4%
	\$50-\$99	37.7%
	\$100-\$199	17.8%
	\$200 or more	5.7%
	other/don't know	7.4%

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	53.3%	16.1%	30.6%
24. Biking	18.9%	38.8%	42.3%
25. Antique shopping	38.3%	23.8%	38.0%
26. Golf	10.4%	42.6%	47.0%
27. Seeing live music	57.7%	14.2%	28.1%
28. Walking/hiking	47.3%	19.9%	32.8%
29. Fine dining	70.5%	9.3%	20.2%

	%
30. In which of the following age groups are you?	
18-34	31.4%
35-49	33.1%
50-64	24.3%
65 +	7.7%
other/don't know/refused	3.6%

	%
31. Did any children under the age of 18 come with you downtown today?	
yes	56.6%
no	43.4%
other/don't know	.0%

	%
32. Please stop me when I get to the category that best describes your annual household income from 2006.	
under \$25,000	23.0%
\$25,000-\$49,999	36.1%
\$50,000-\$74,999	17.8%
\$75,000-\$99,999	9.6%
\$100,000 +	5.2%
other/don't know/refused	8.5%

	%
33. Gender	
male	21.6%
female	78.4%

Zip codes of respondents:

Zipcode	%	Zipcode	%
28273	.3%	63877	3.0%
30450	.3%	63878	.5%
34241	.3%	63879	4.9%
37130	.3%	63880	.8%
38024	.3%	63893	.3%
38052	.3%	63901	1.6%
38134	.3%	63933	2.7%
38655	.3%	63937	.3%
49090	.3%	63940	.3%
62001	.5%	63953	.3%
63020	.8%	63960	.3%
63701	.5%	65401	.3%
63703	.5%	65483	.3%
63801	.5%	65855	.3%
63821	2.7%	68346	.3%
63826	.3%	70072	.3%
63827	4.1%	72161	.3%
63829	2.7%	72210	.3%
63830	1.9%	72301	.3%
63834	.5%	72315	1.4%
63837	2.7%	72321	.3%
63839	.3%	72345	.3%
63840	1.4%	72370	.3%
63847	.8%	72417	.3%
63848	1.9%	72442	.3%
63849	.3%	72443	.5%
63851	5.4%	72450	2.7%
63852	7.3%	72452	.3%
63855	5.1%	72454	2.4%
63857	.5%	72455	.8%
63859	.3%	72460	.3%
63863	3.8%	72461	5.7%
63873	2.7%	72465	.3%
63874	.5%	74344	.3%
63875	.3%	78504	.3%
63876	14.9%	78580	.5%
		83879	.3%

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SECTION III

RESPONSES TO OPEN ENDED QUESTIONS

6. How often do you visit downtown Kennett?

none
none
none
when needed
not specified

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

unknown
work
family
work
visit family
semo little theater
school
work
family
visit family
family
family
work
visit family
semo little theater
beauty shop
none
library
visiting friends
work
friends
visit family
work
license office
doctor visit
friends
friends
work
library
work
family
visit family
visit home

library
library
visit family

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

skating rink; mini golf
tanning salon
shoe stores
fabric store
quilt shops-fabrics
none
bars
none
music store / movie
things for kids
bike shop
more things for kids
record store
music store

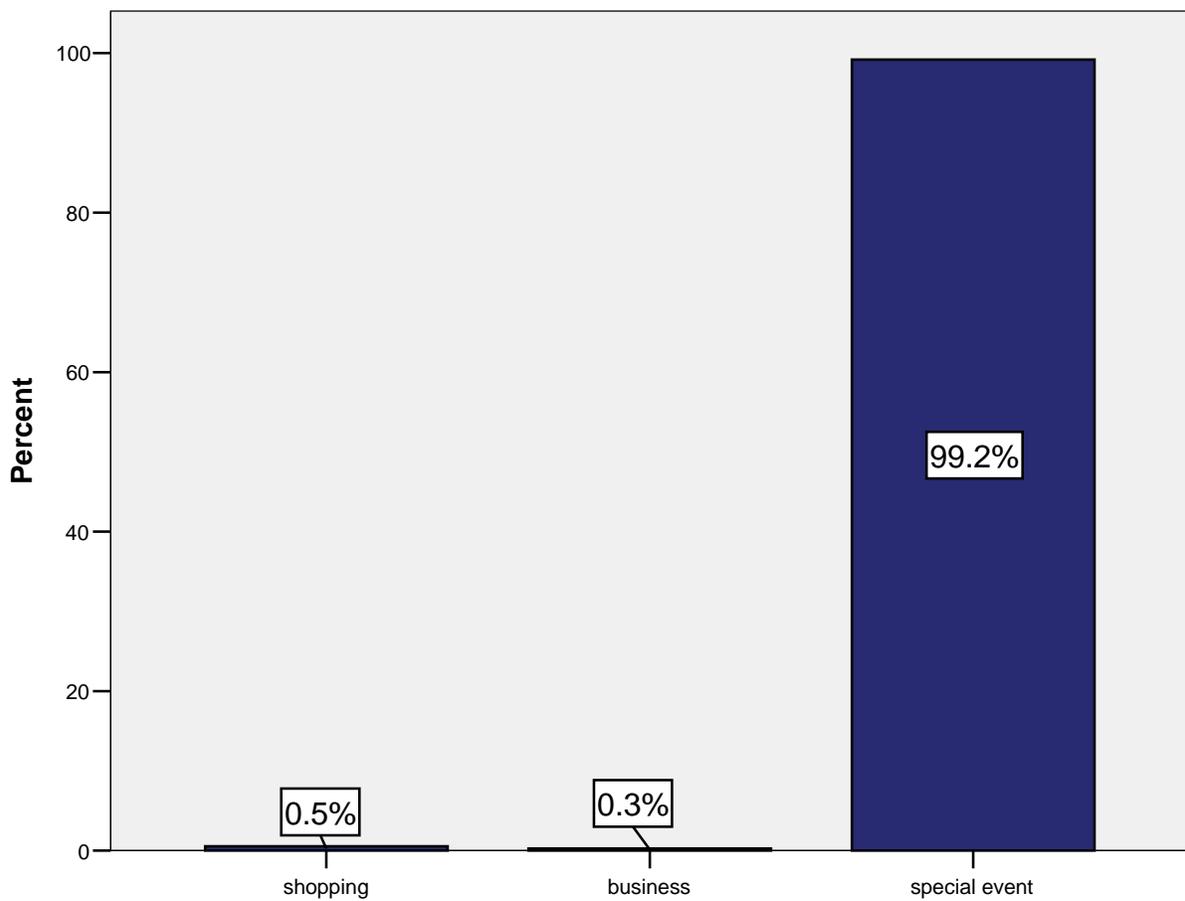
20. What kinds of recreation or entertainment opportunities would make you more likely to visit downtown Kennett?

none
church events
everything
gospel concerts
book stores
camping sites
none
biking

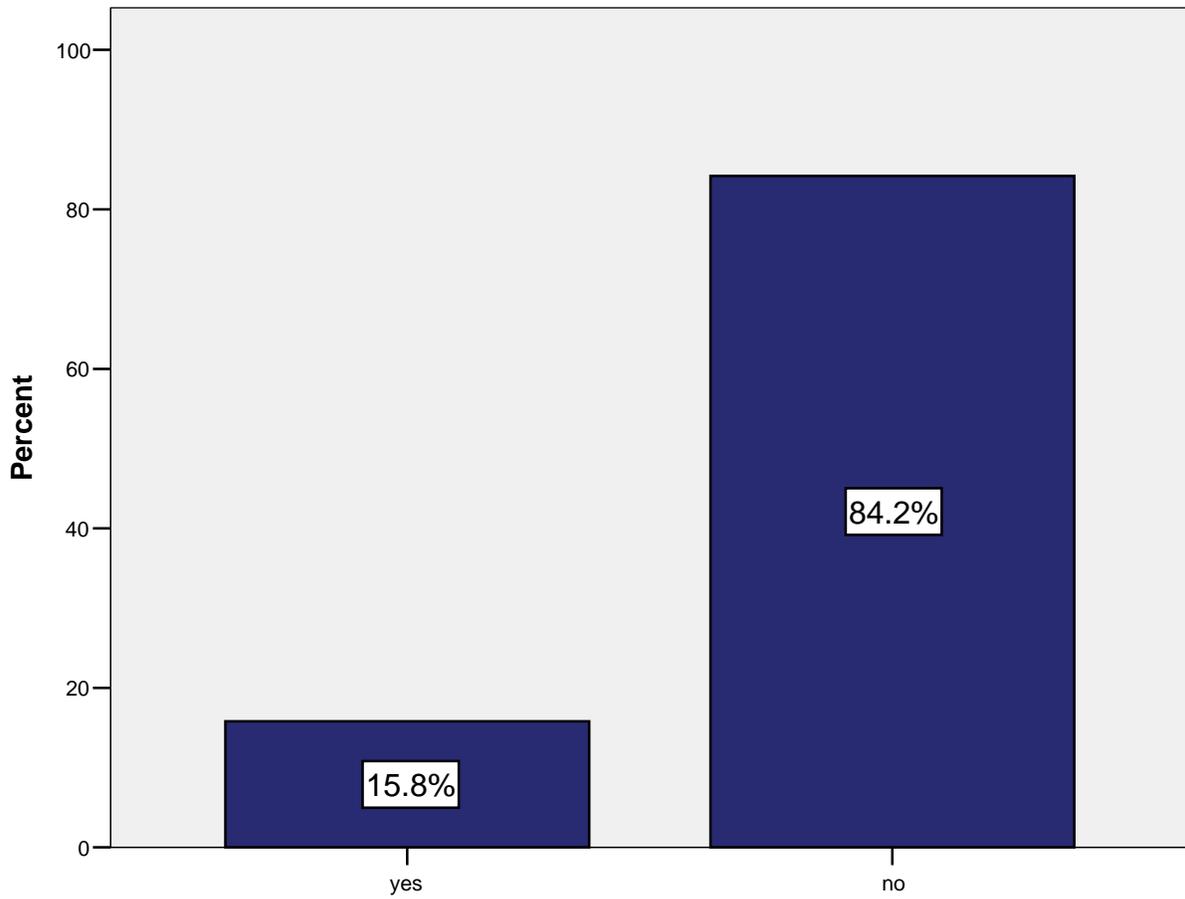
21. What other physical improvements do you think would make downtown Kennett more appealing?

none
none
bike path
park walk

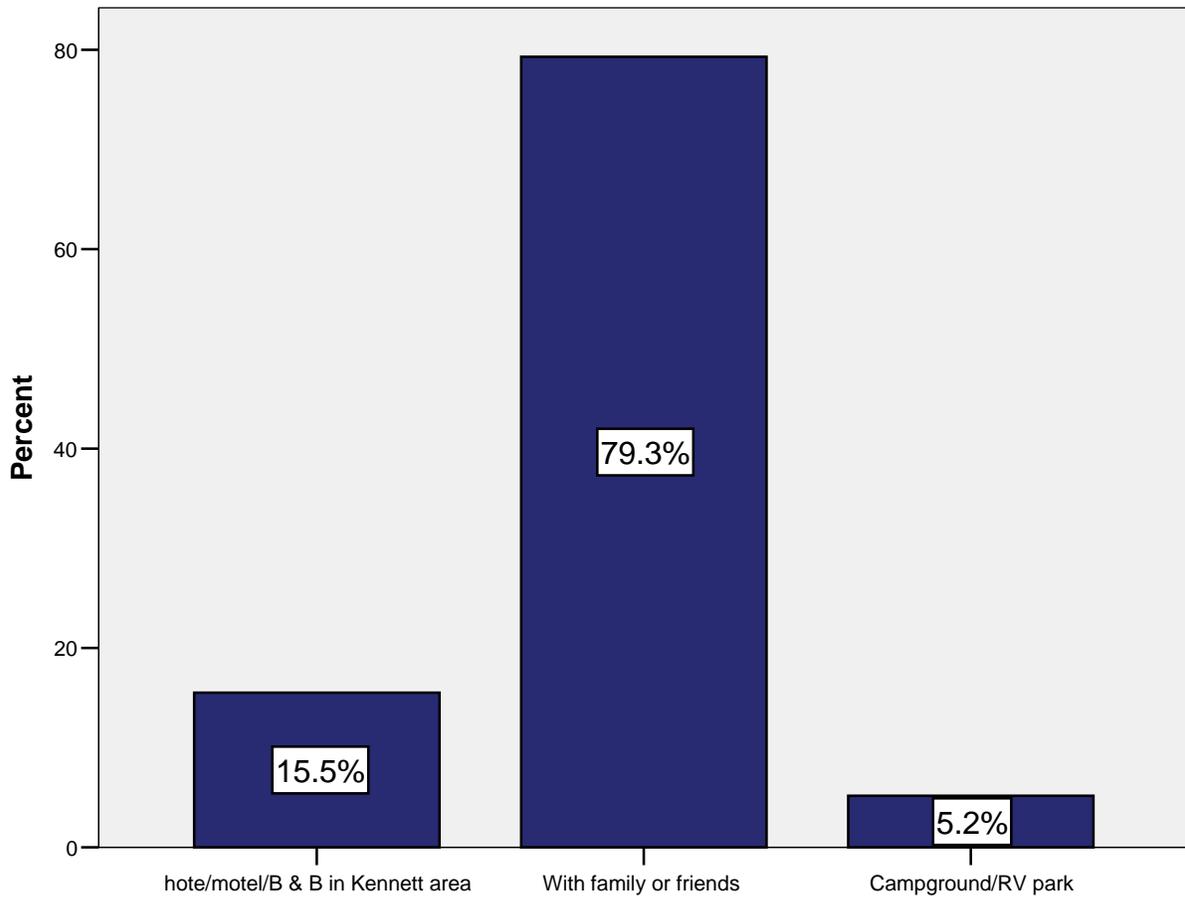
SECTION IV VISITOR BAR CHARTS



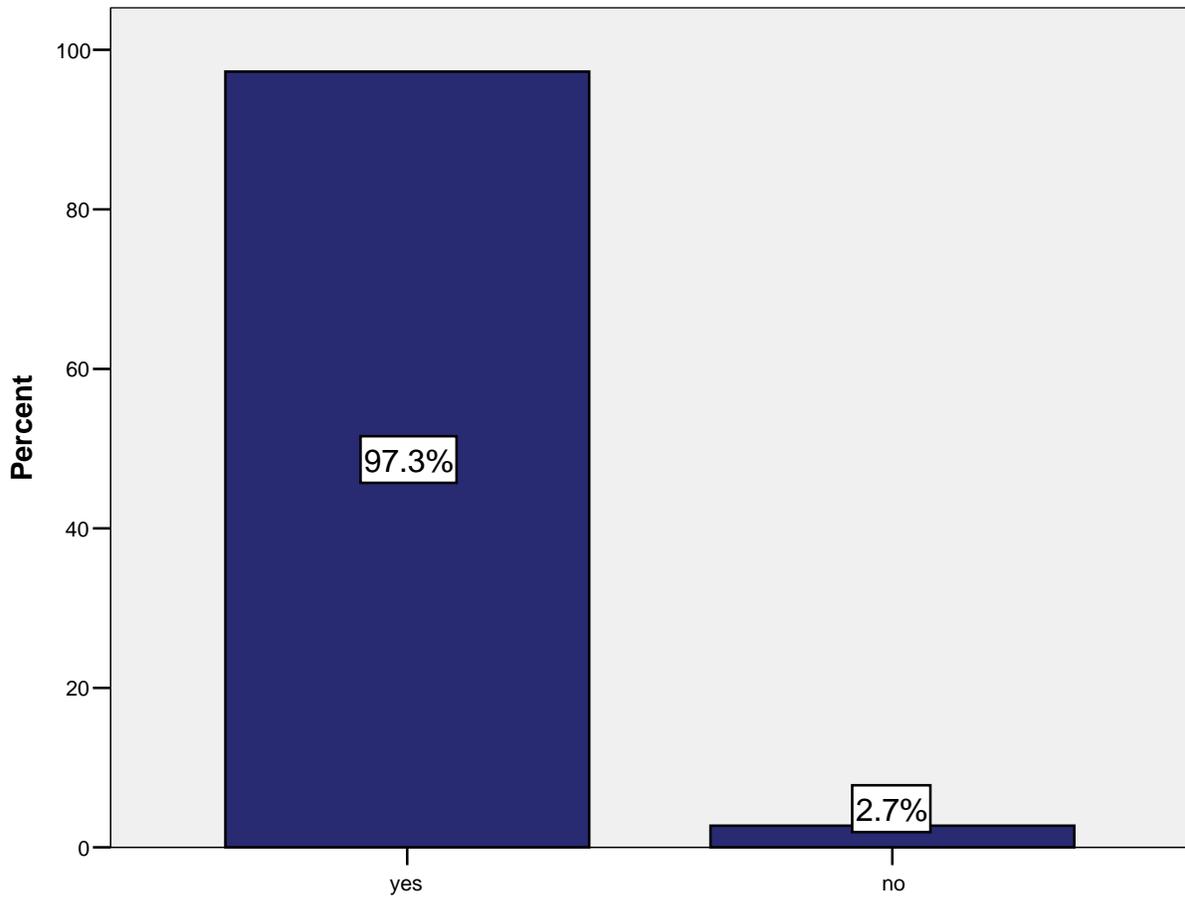
2. What is the main purpose of your visit to downtown Kennett today?



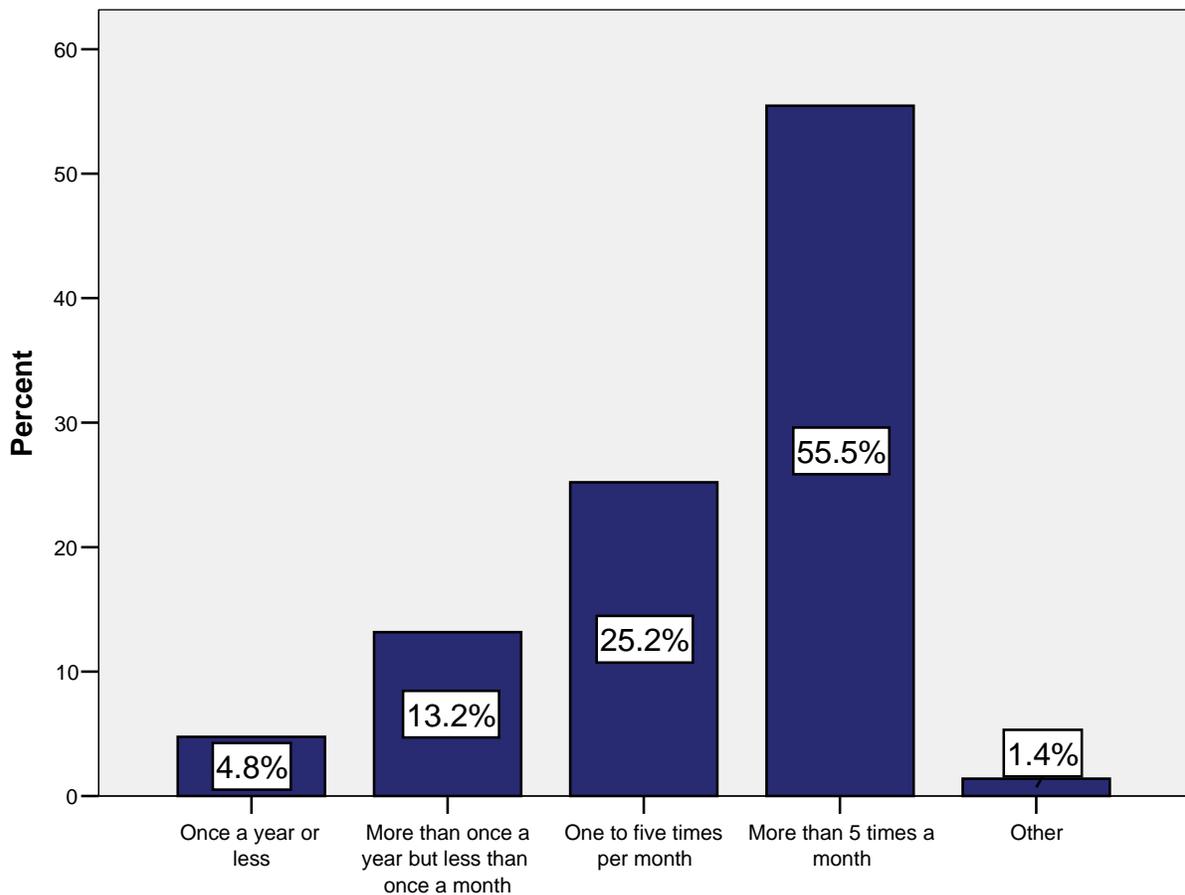
3. Are you staying overnight in Kennett?



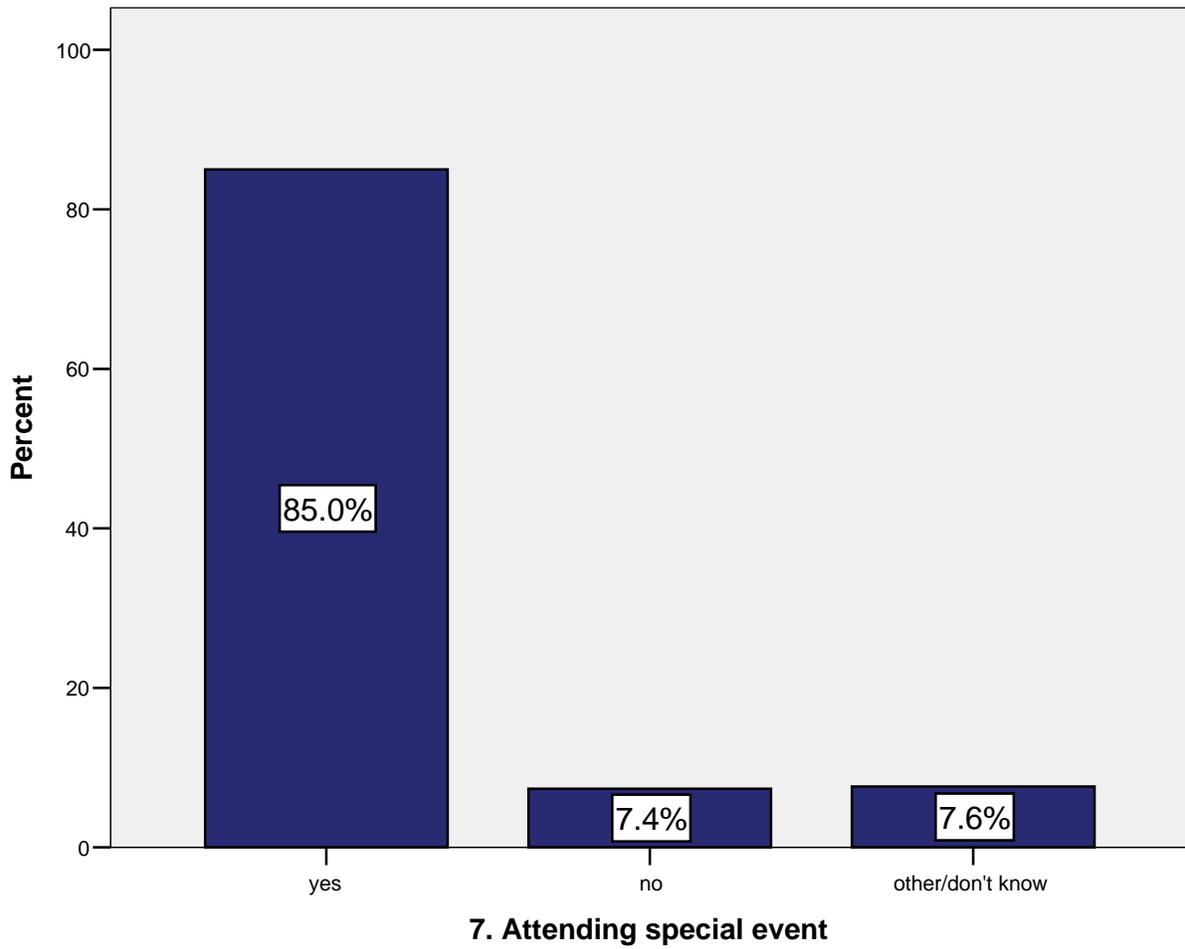
4. Where are you staying overnight in Kennett?

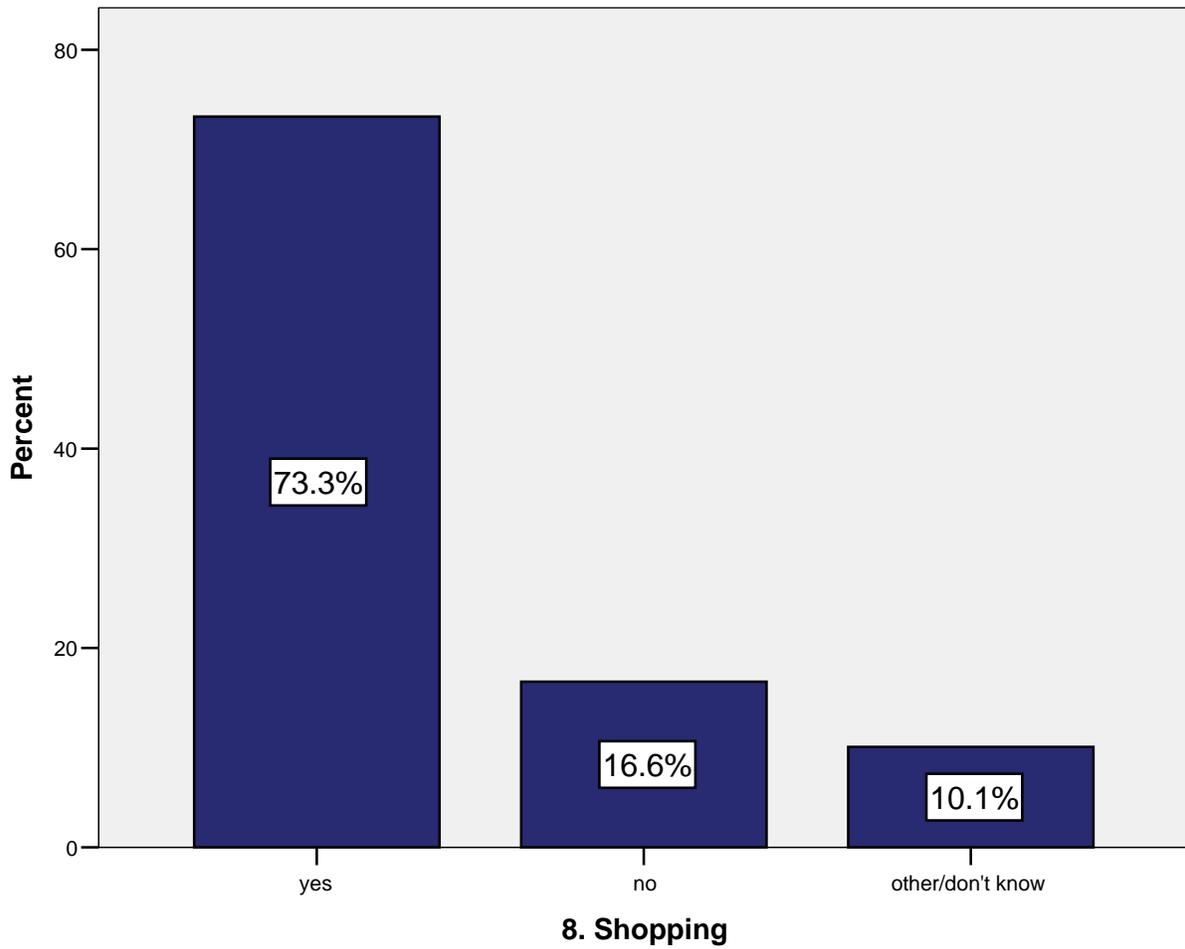


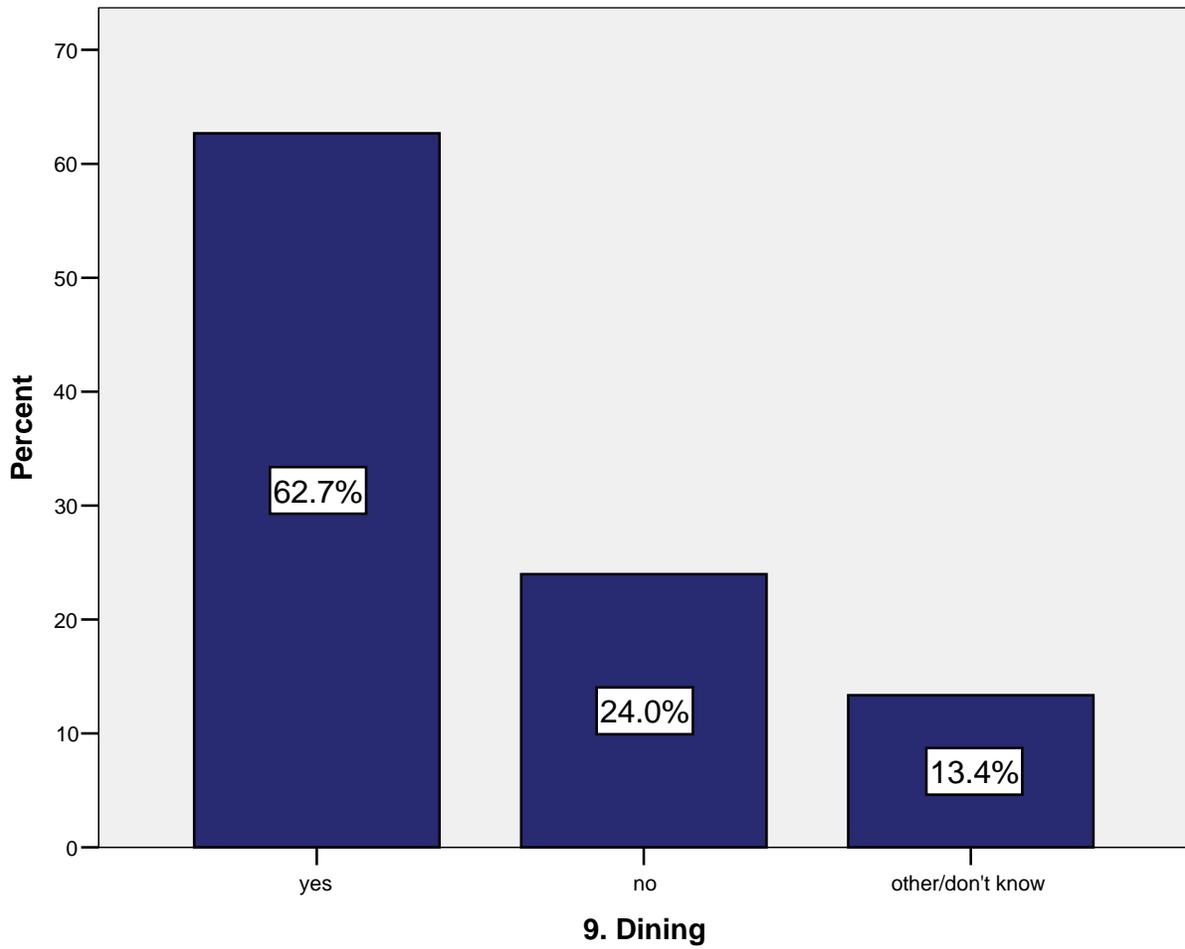
5. Have you visited downtown Kennett before today?

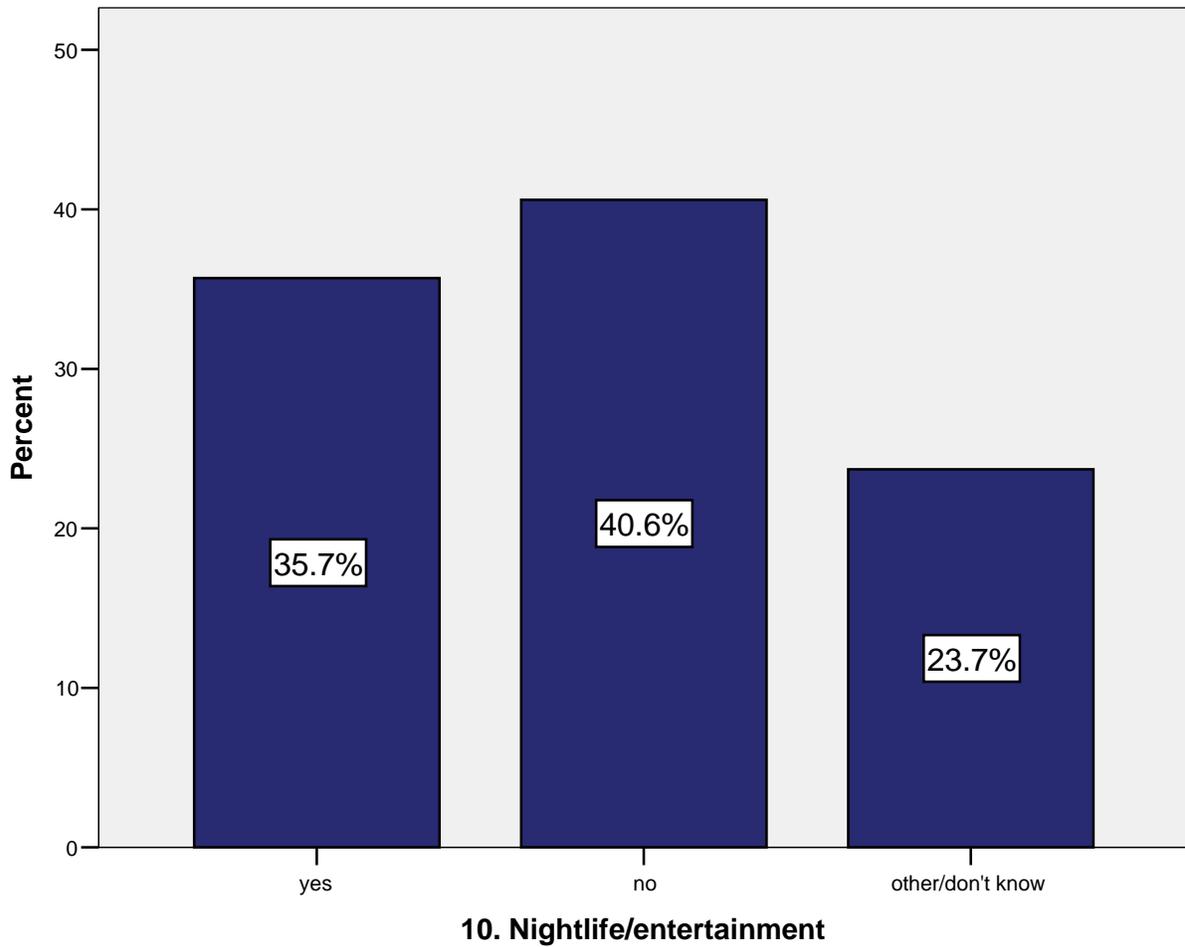


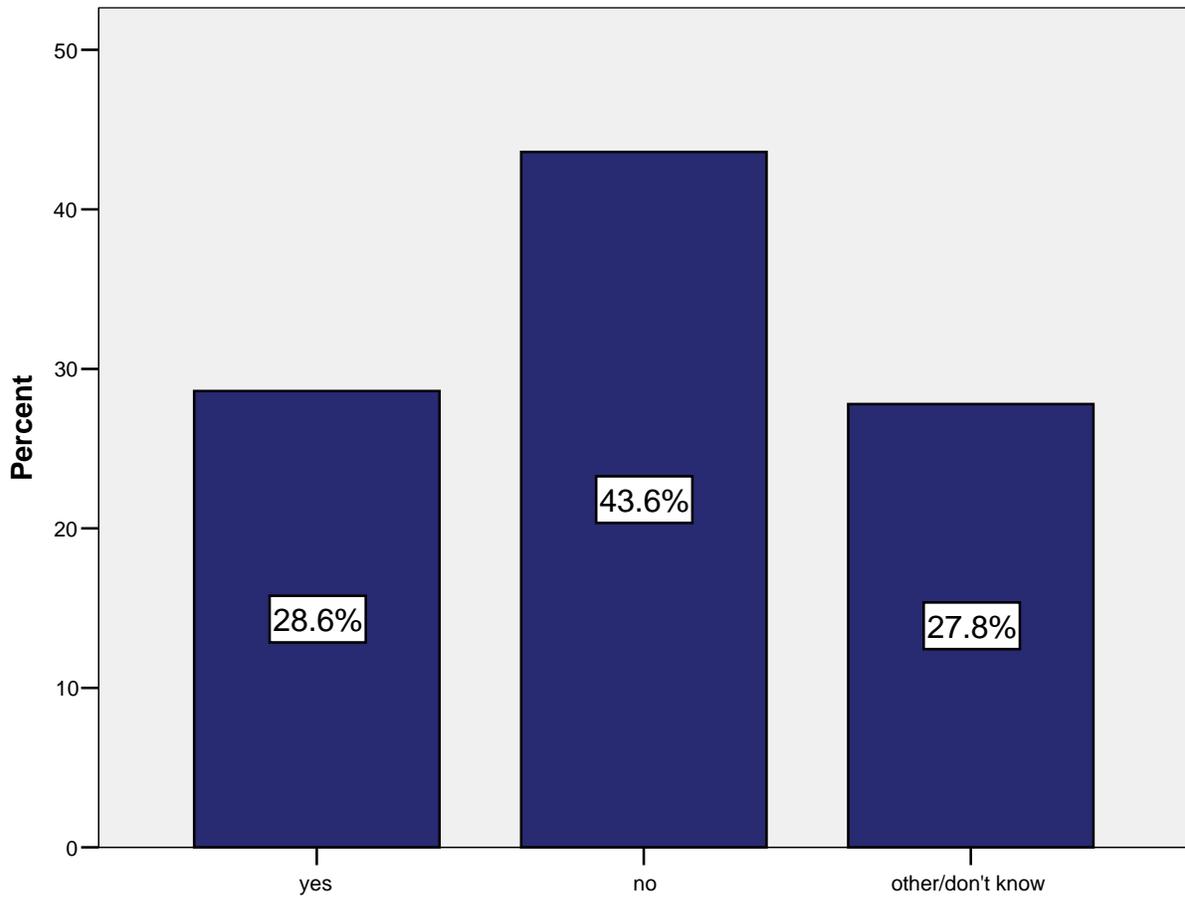
6. How often do you visit downtown Kennett?



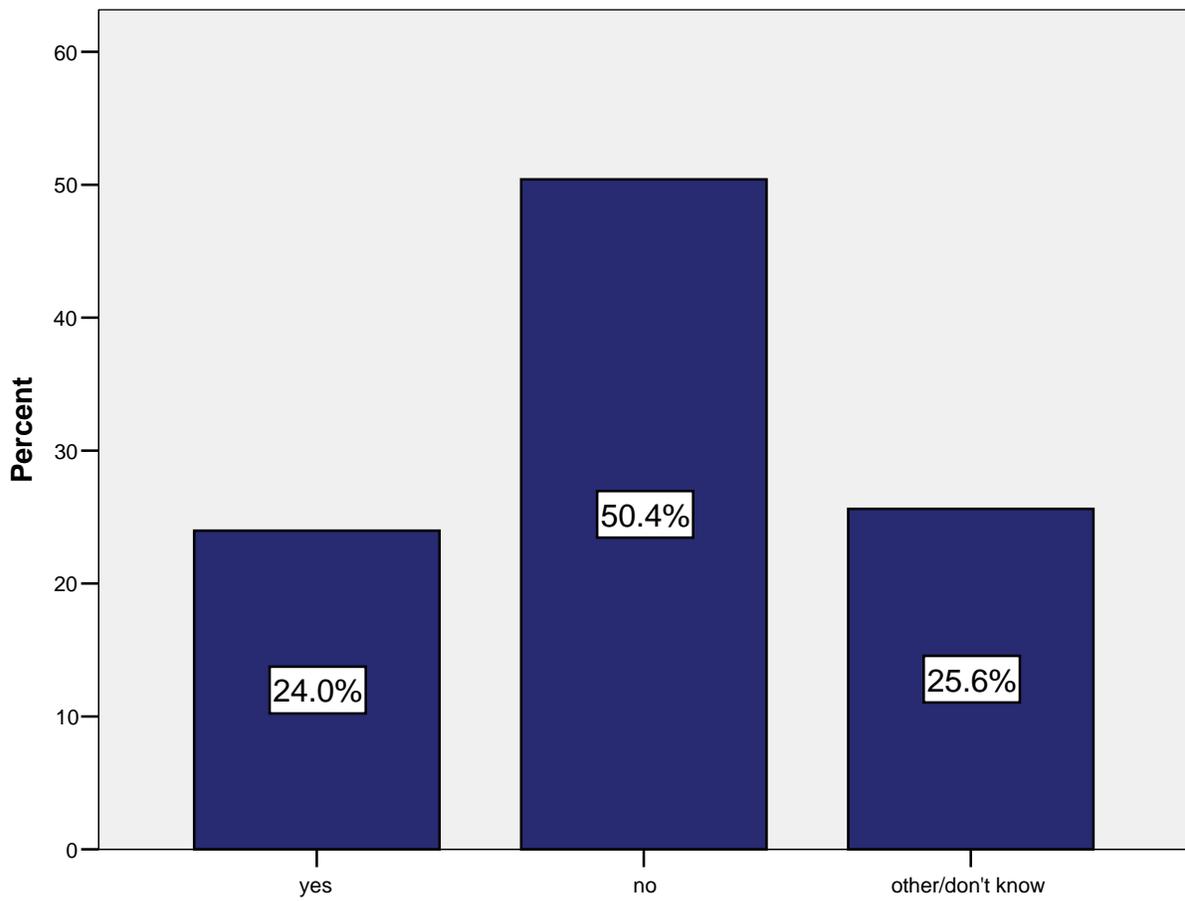




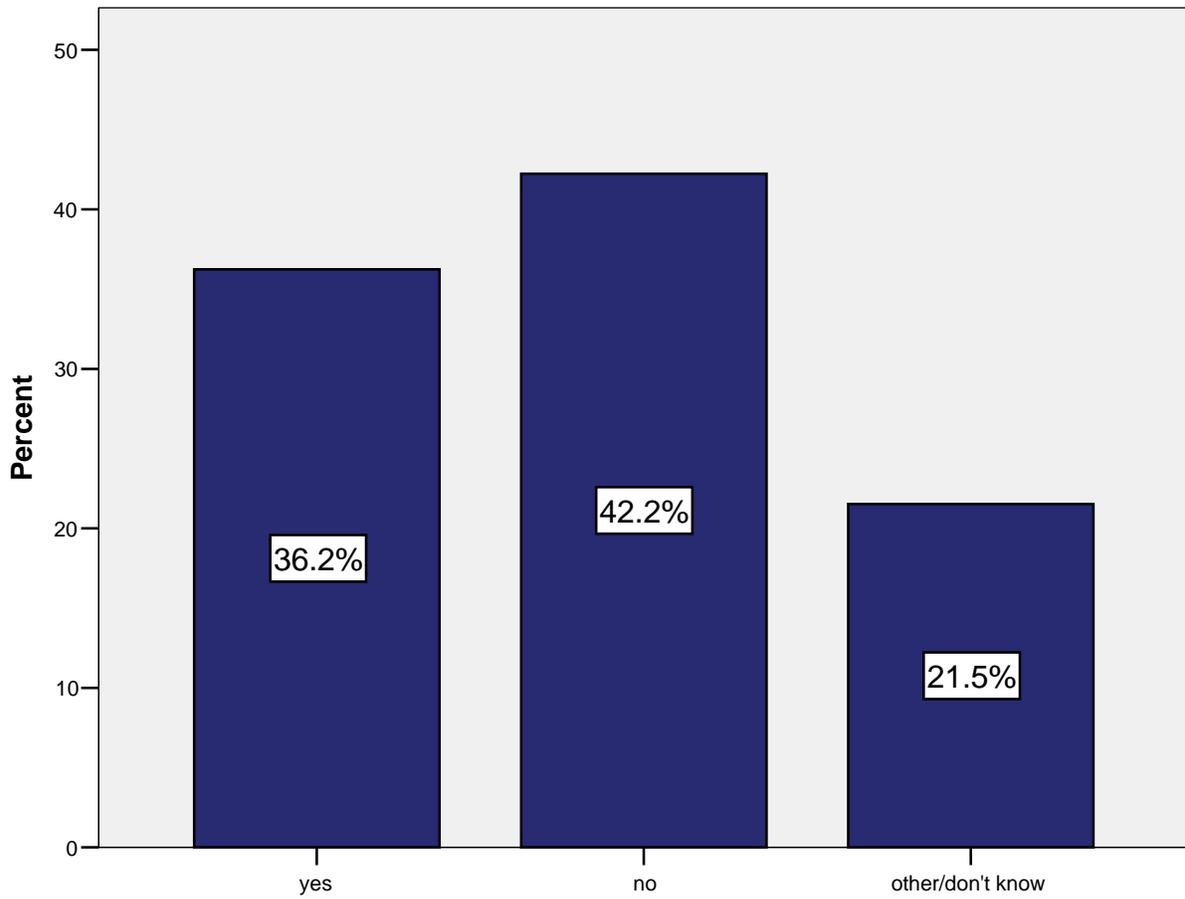




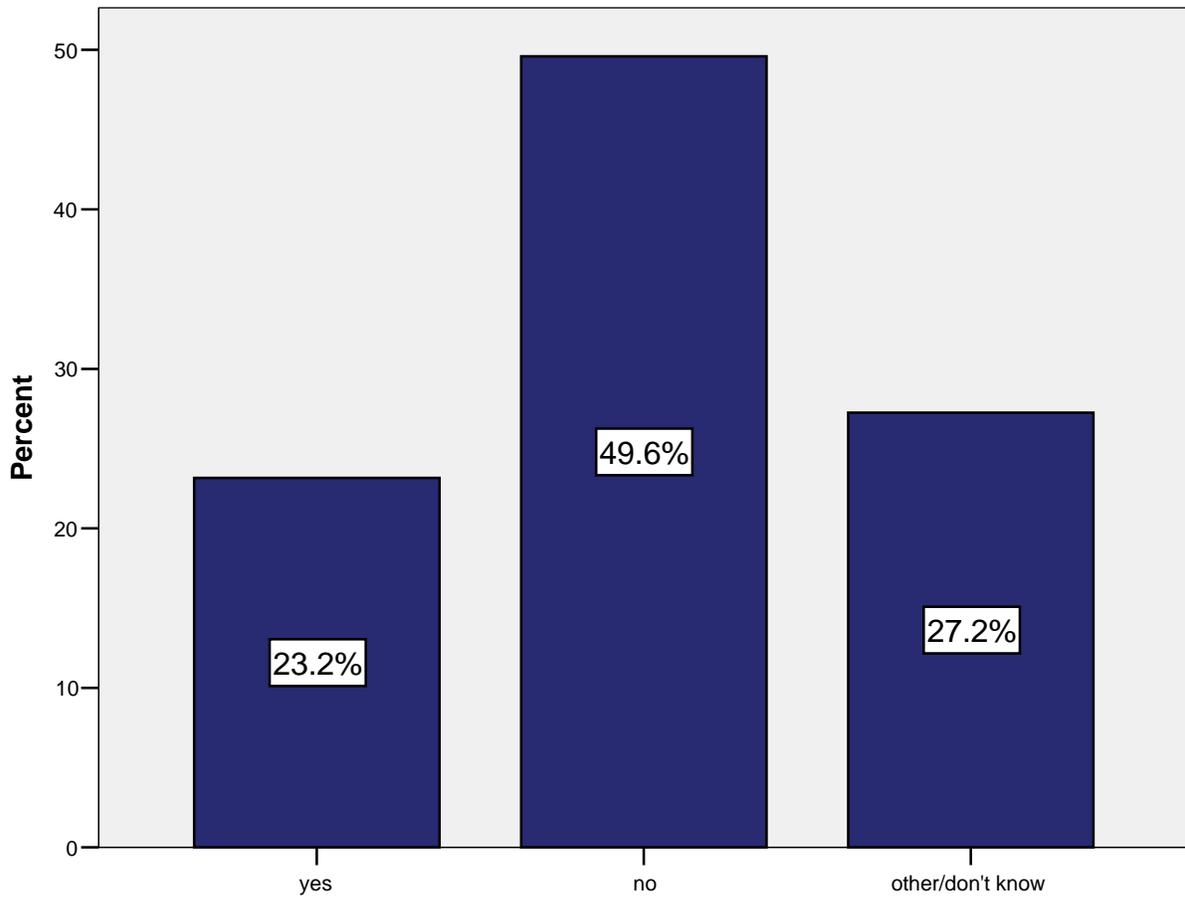
11. Outdoor recreation (Outside of Aquatic Center)



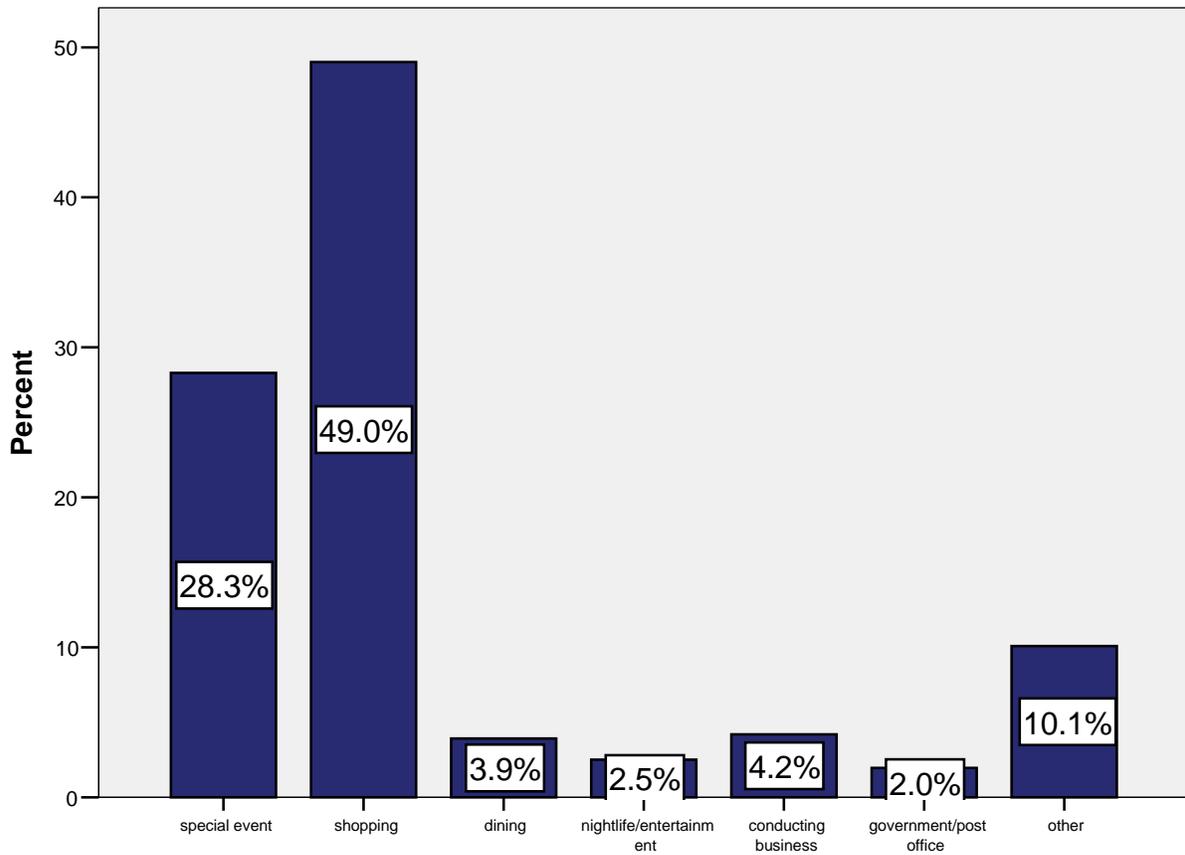
12. Visiting the Sheryl Crow Aquatic Center



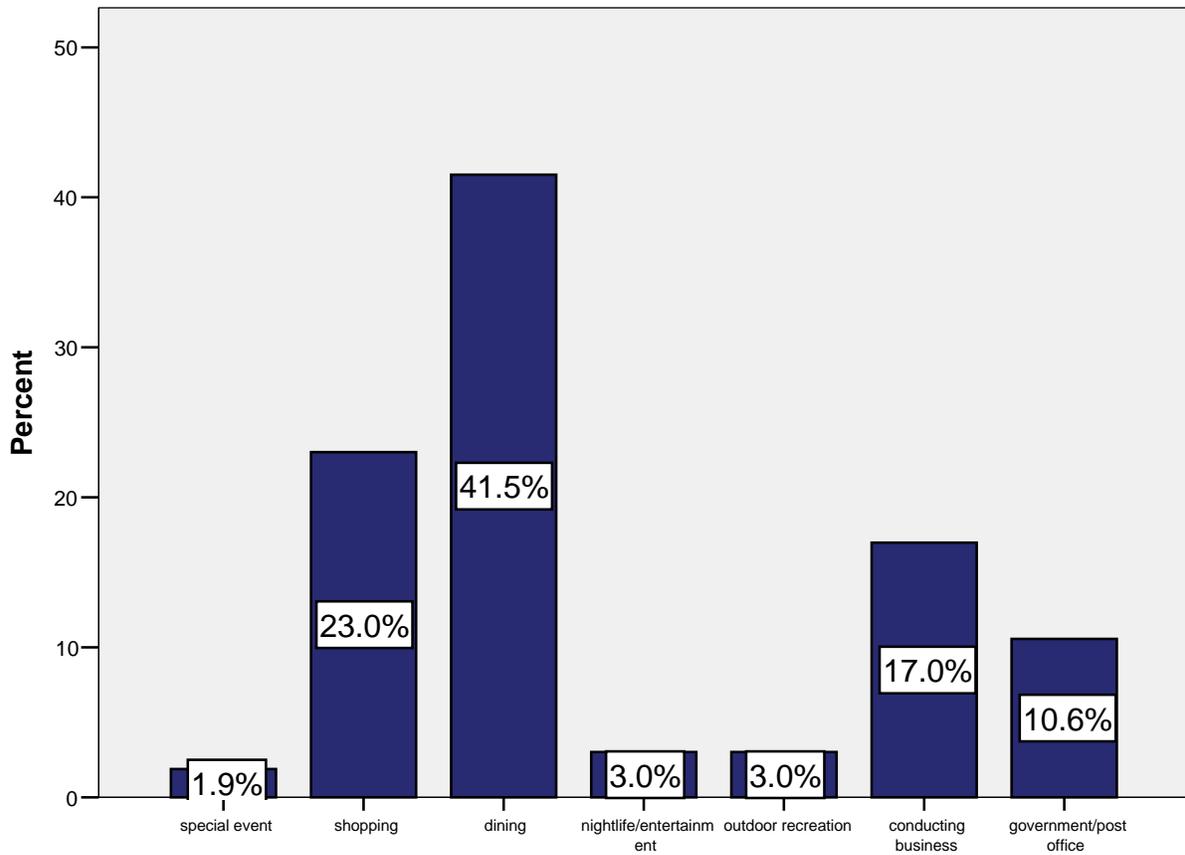
13. Conducting business



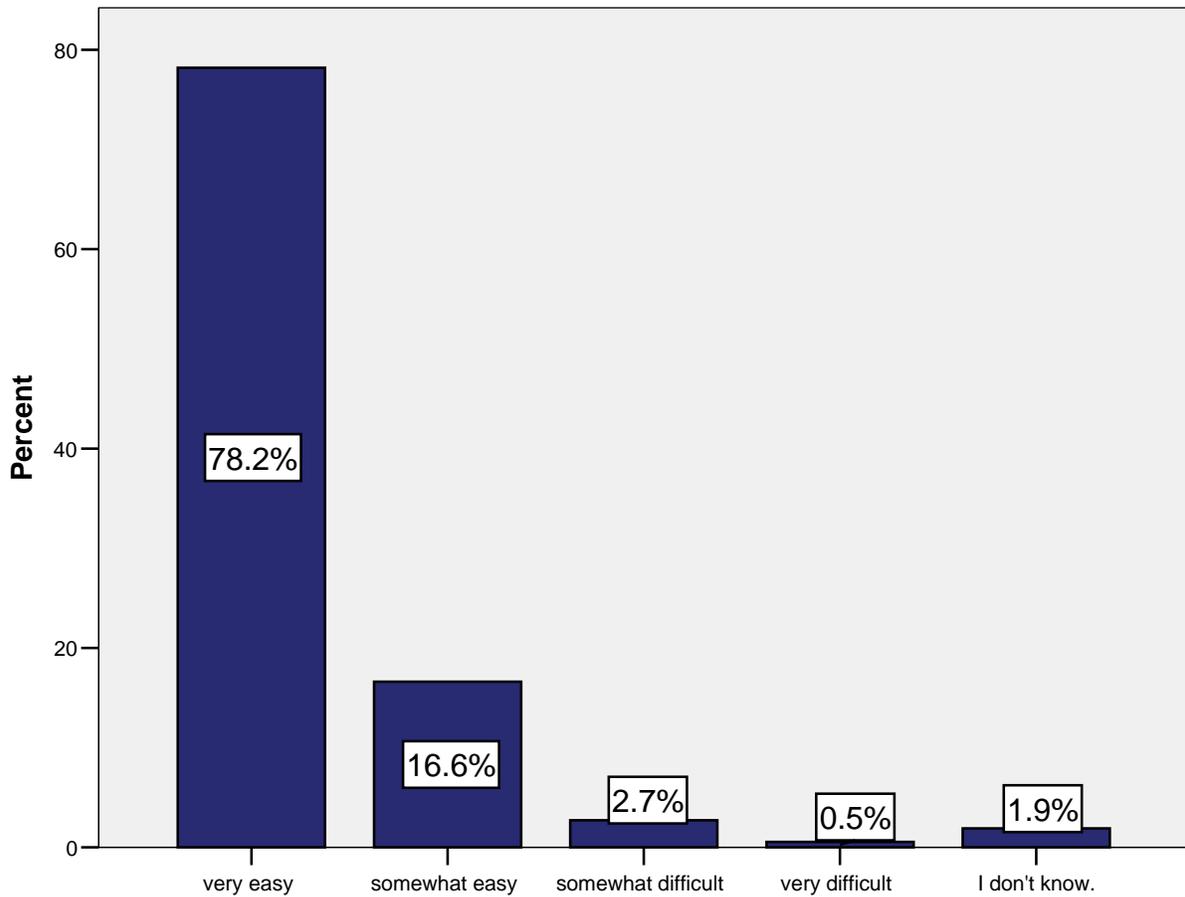
14. Government/Post Office



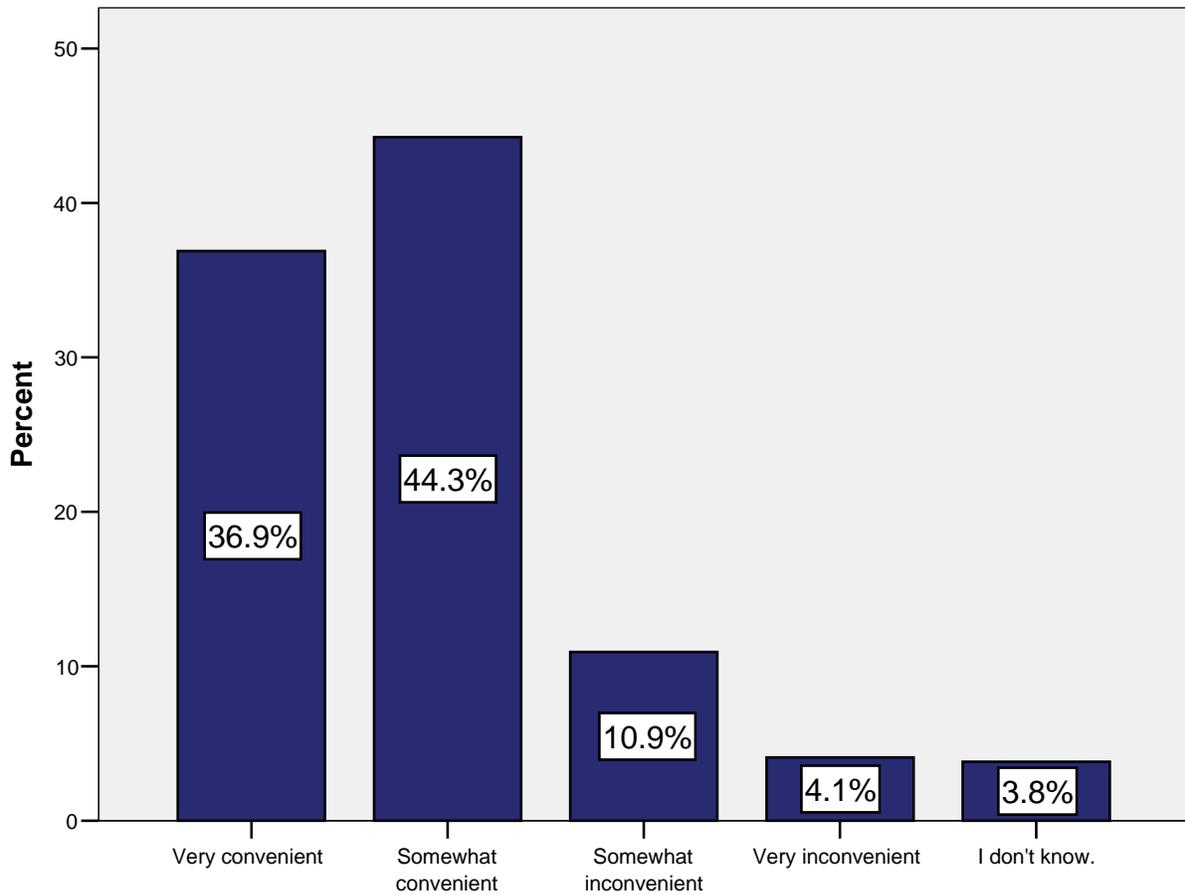
**15. What are the top two reasons you most often visit downtown Kennett?
(first choice)**



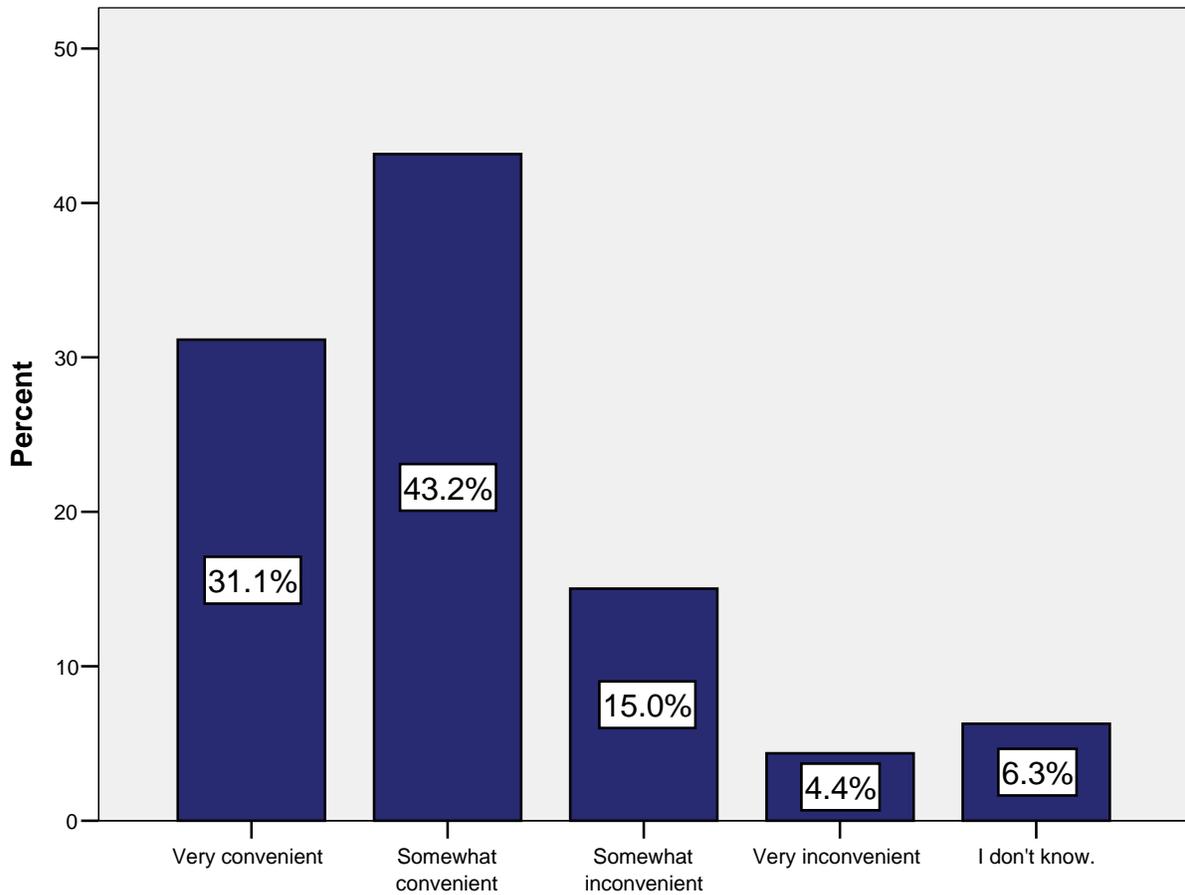
**15. What are the top two reasons you most often visit downtown Kennett?
(second choice)**



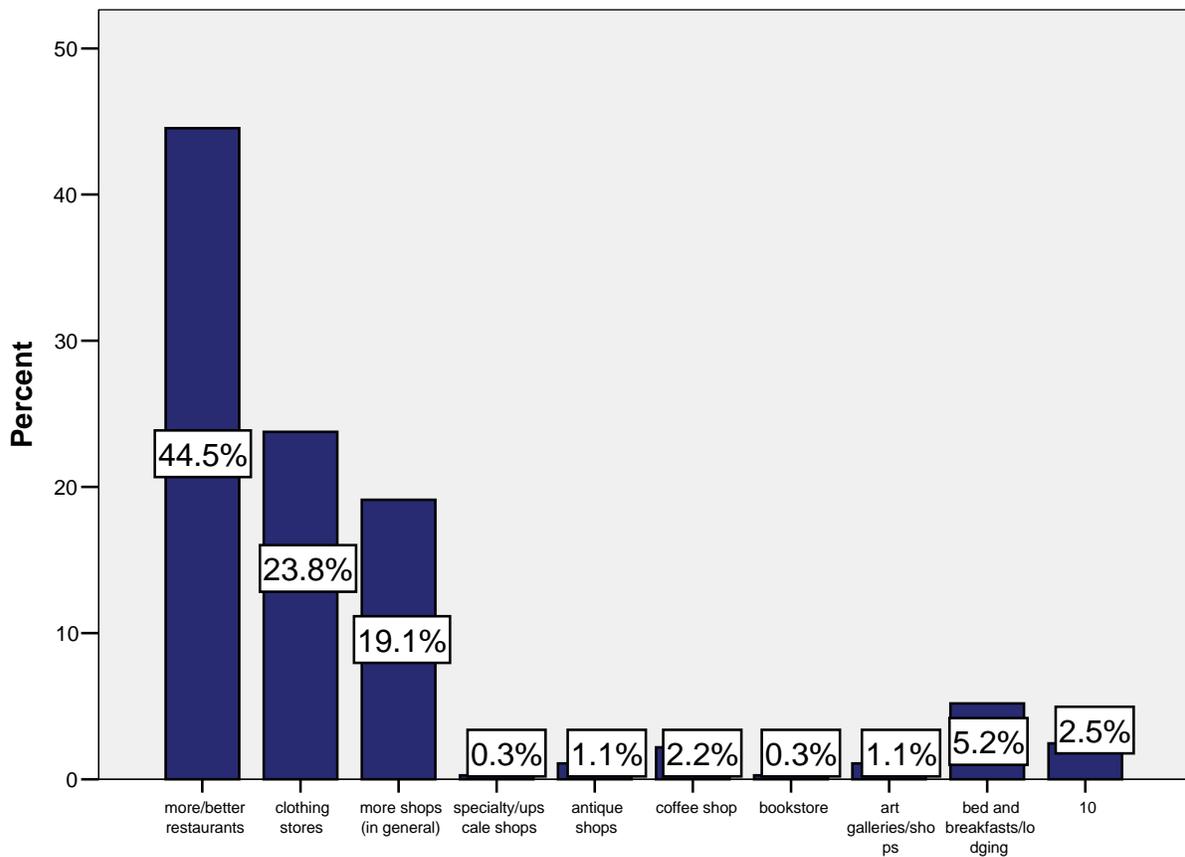
16. How easy would you say it is to find your way around downtown Kennett?



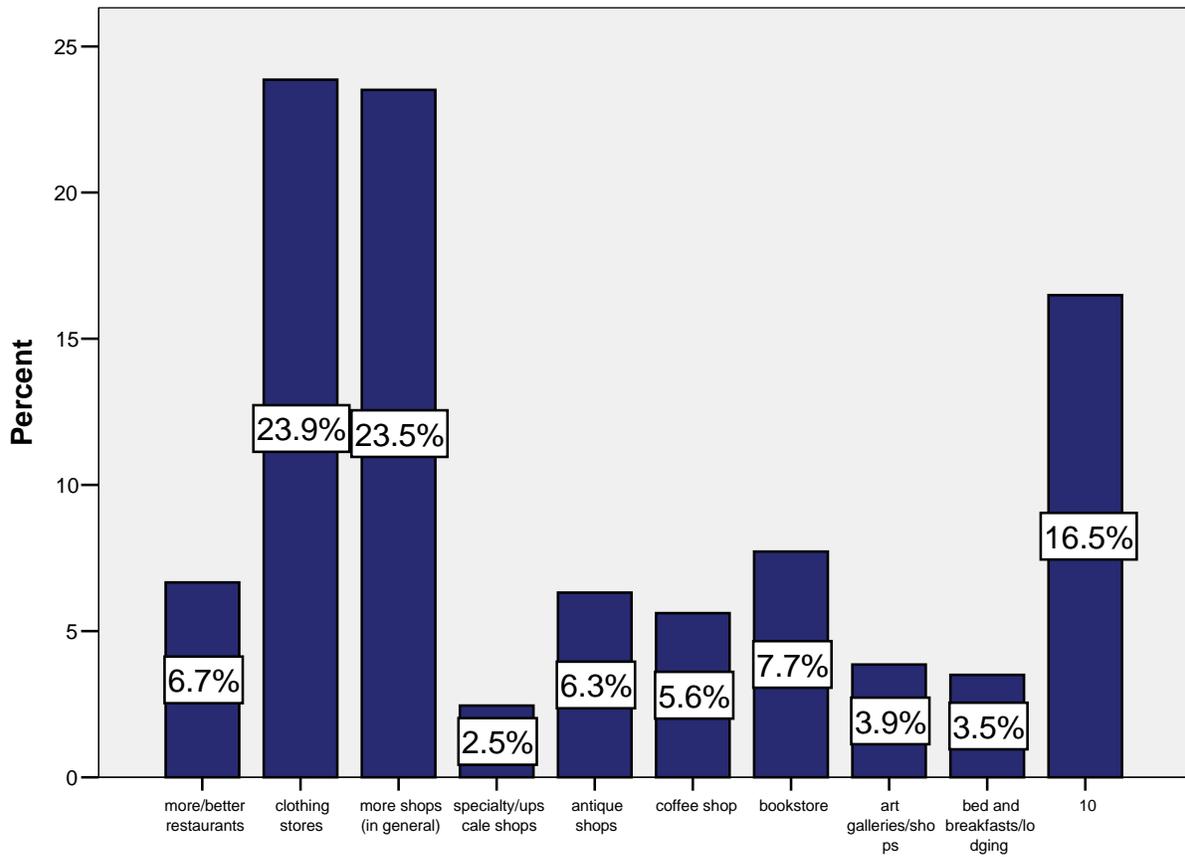
17. How convenient would you say that parking is downtown?



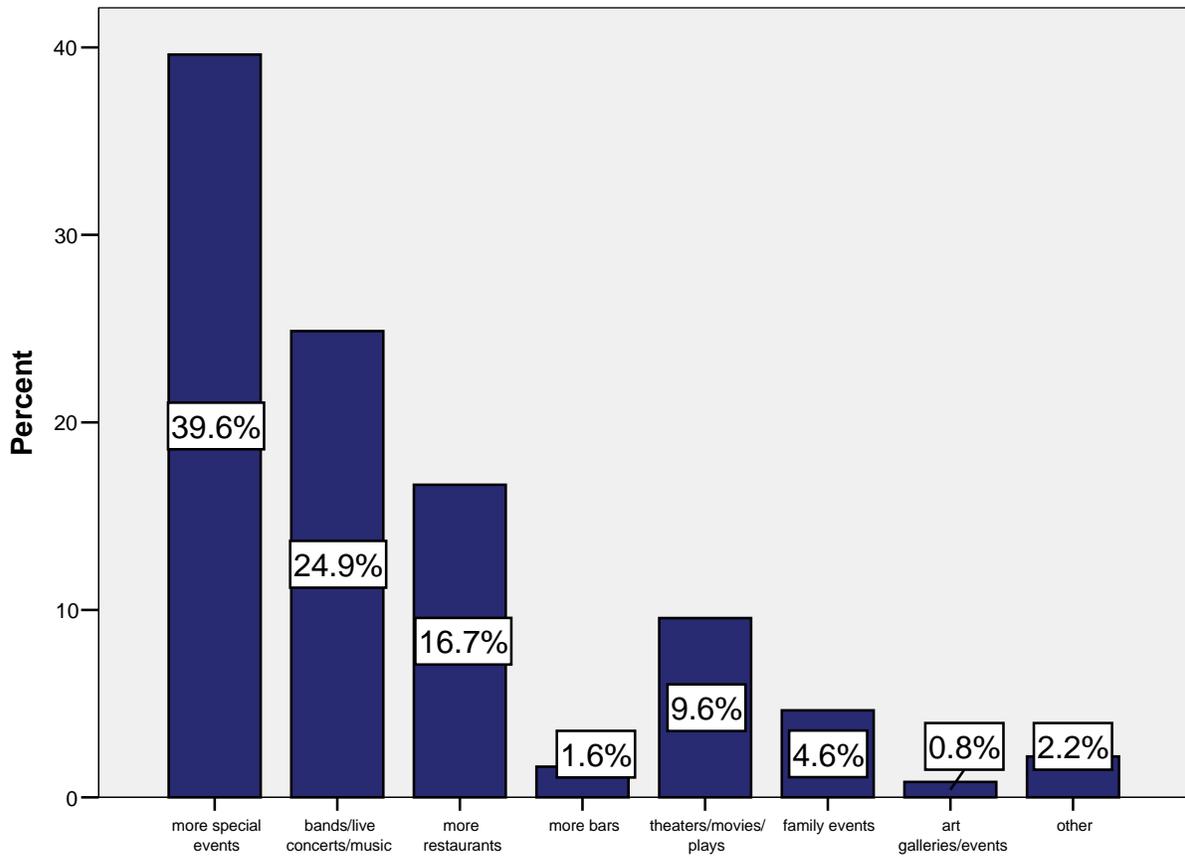
18. How convenient would you say that hours of downtown businesses are?



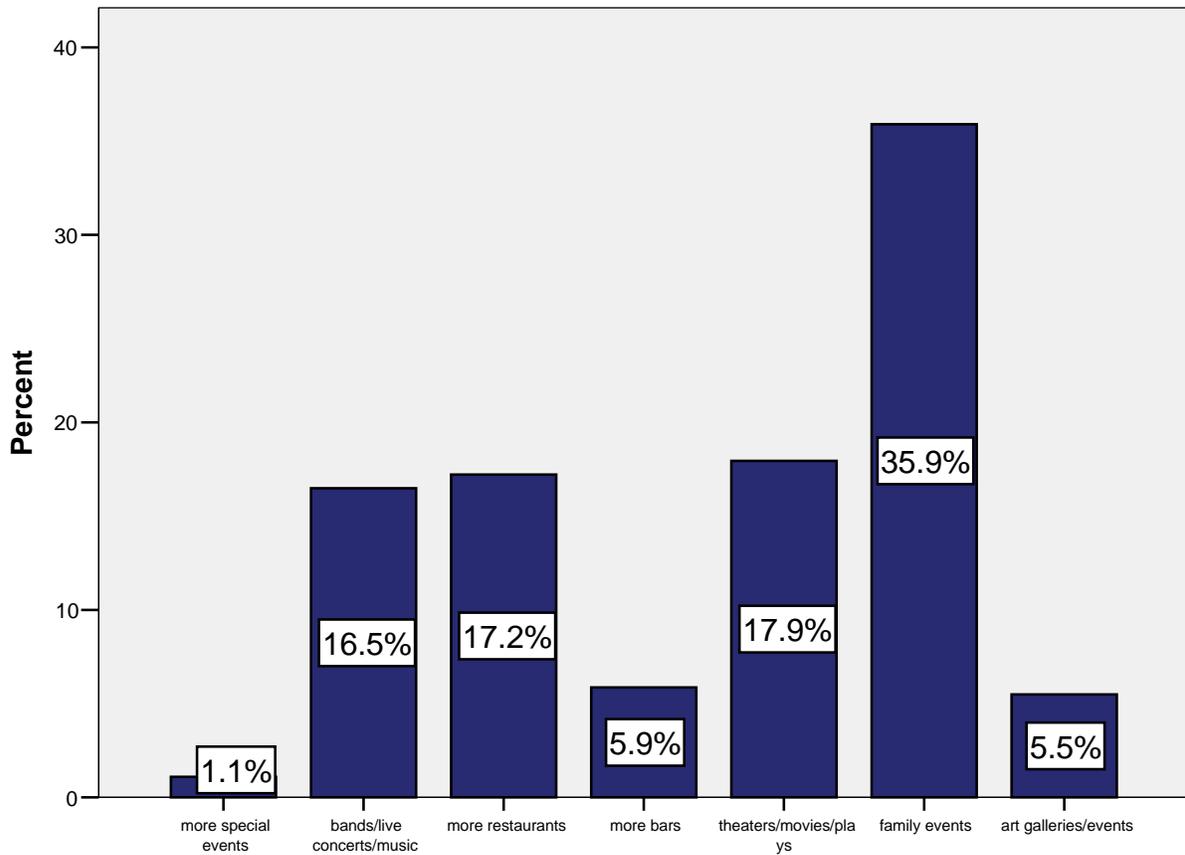
19. What kinds of additional businesses do you think would make you more likely to visit downtown Kennett? (first choice)



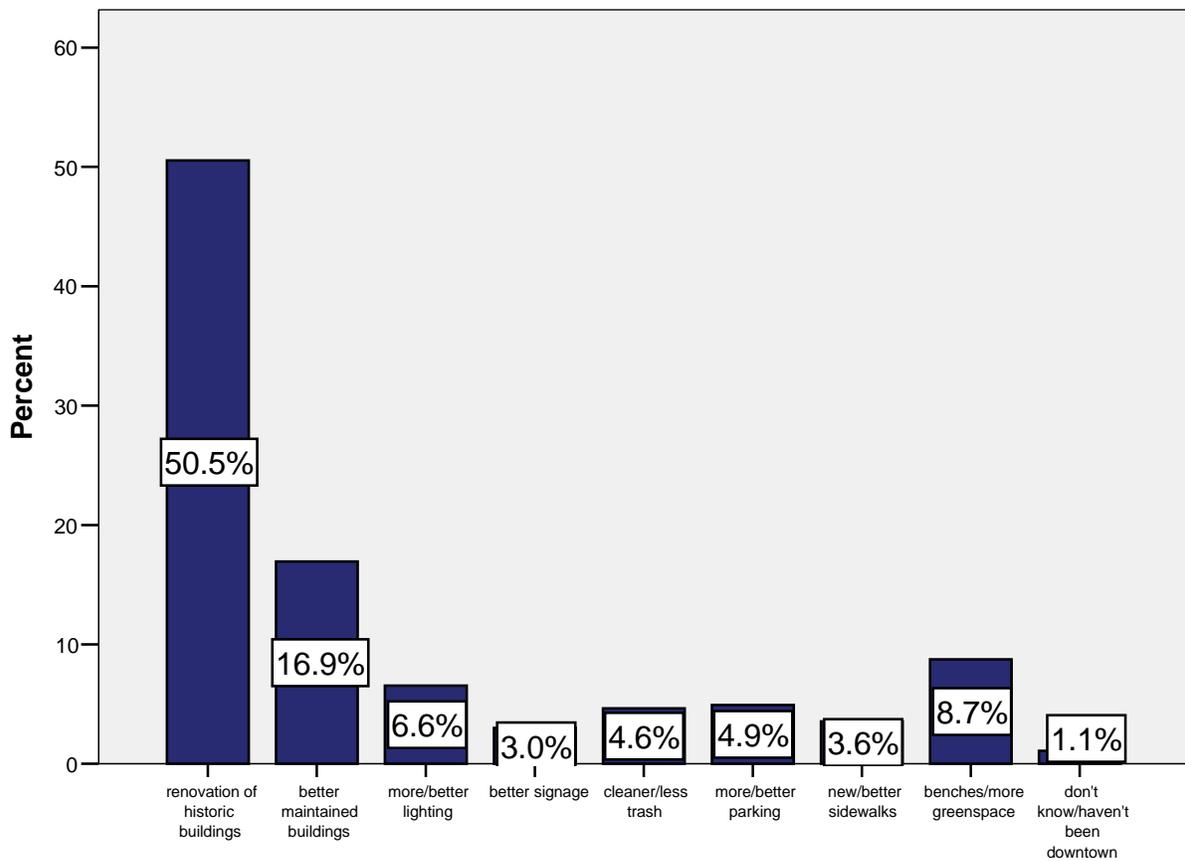
19. What kinds of additional businesses do you think would make you more likely to visit downtown Kennett? (second choice)



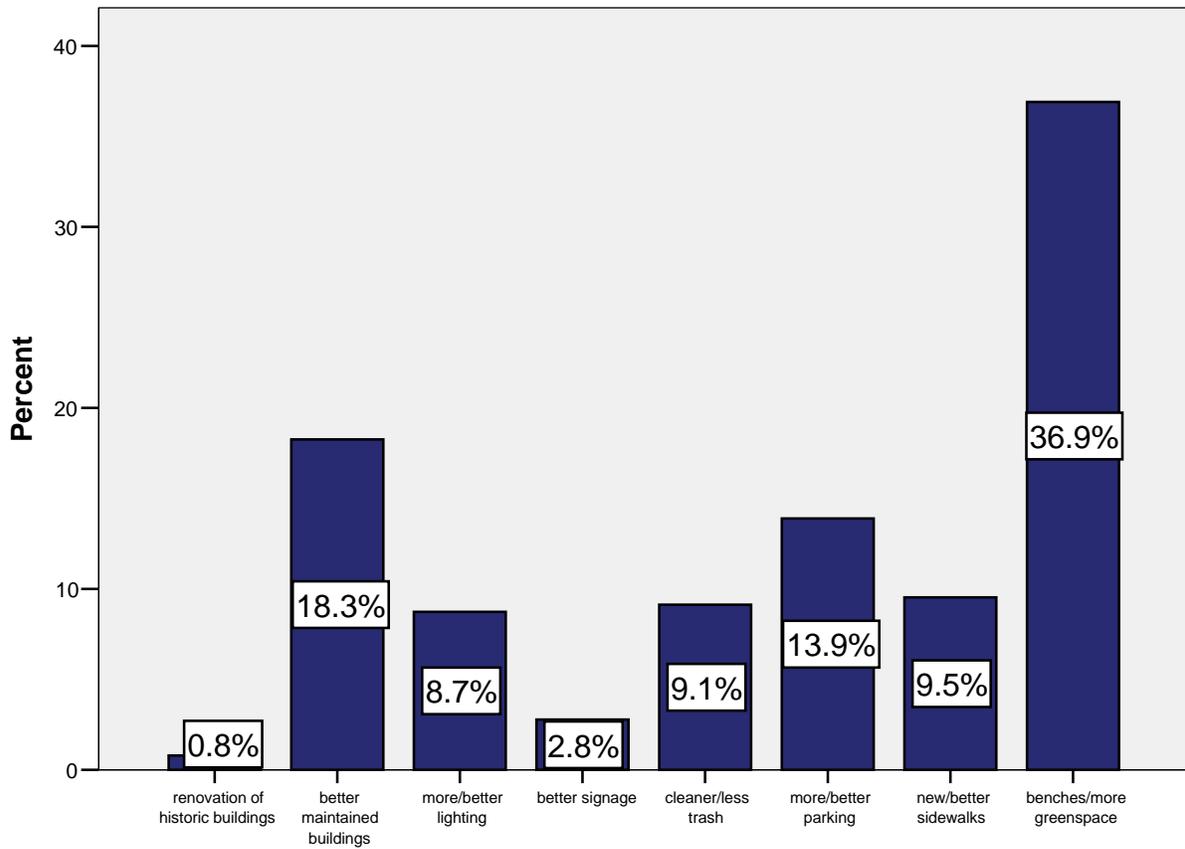
20. What kinds of recreation or entertainment opportunities would make you more likely to visit downtown Kennett?(first choice)



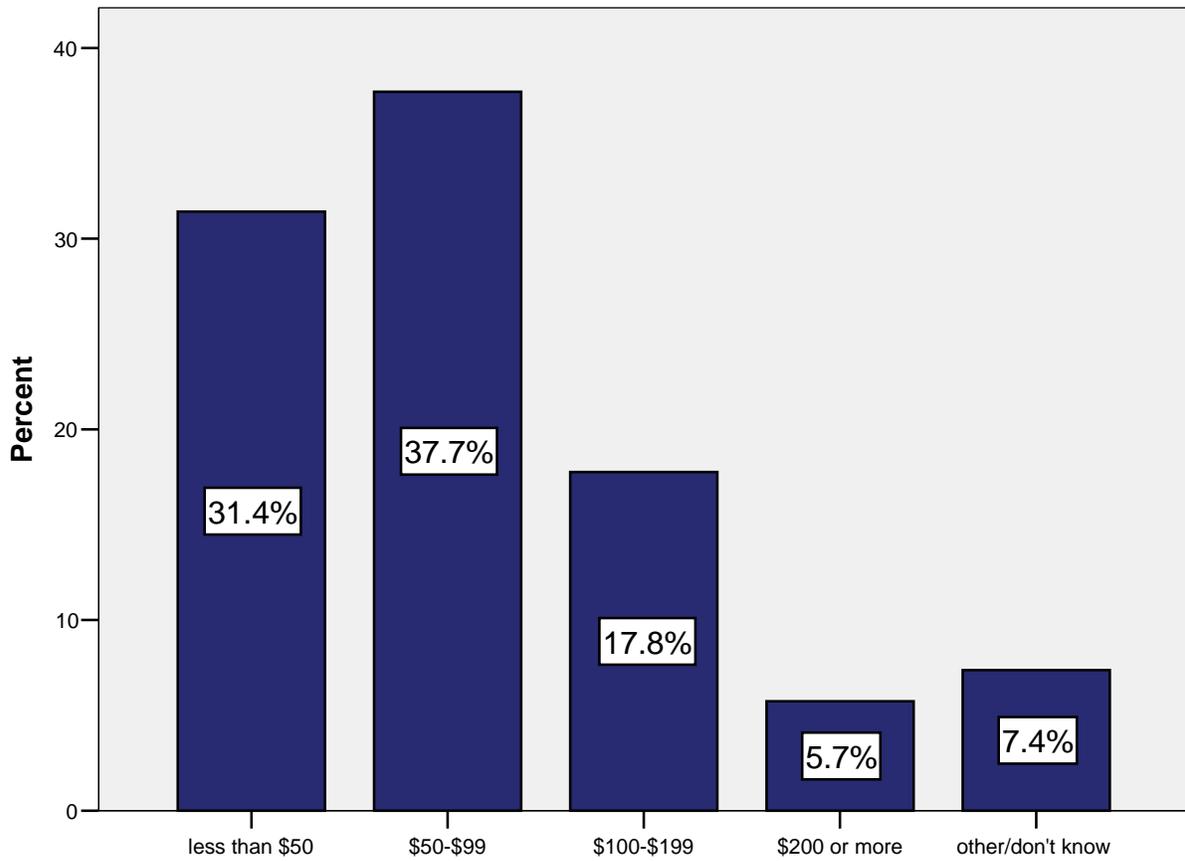
20. What kinds of recreation or entertainment opportunities would make you more likely to visit downtown Kennett?(second choice)



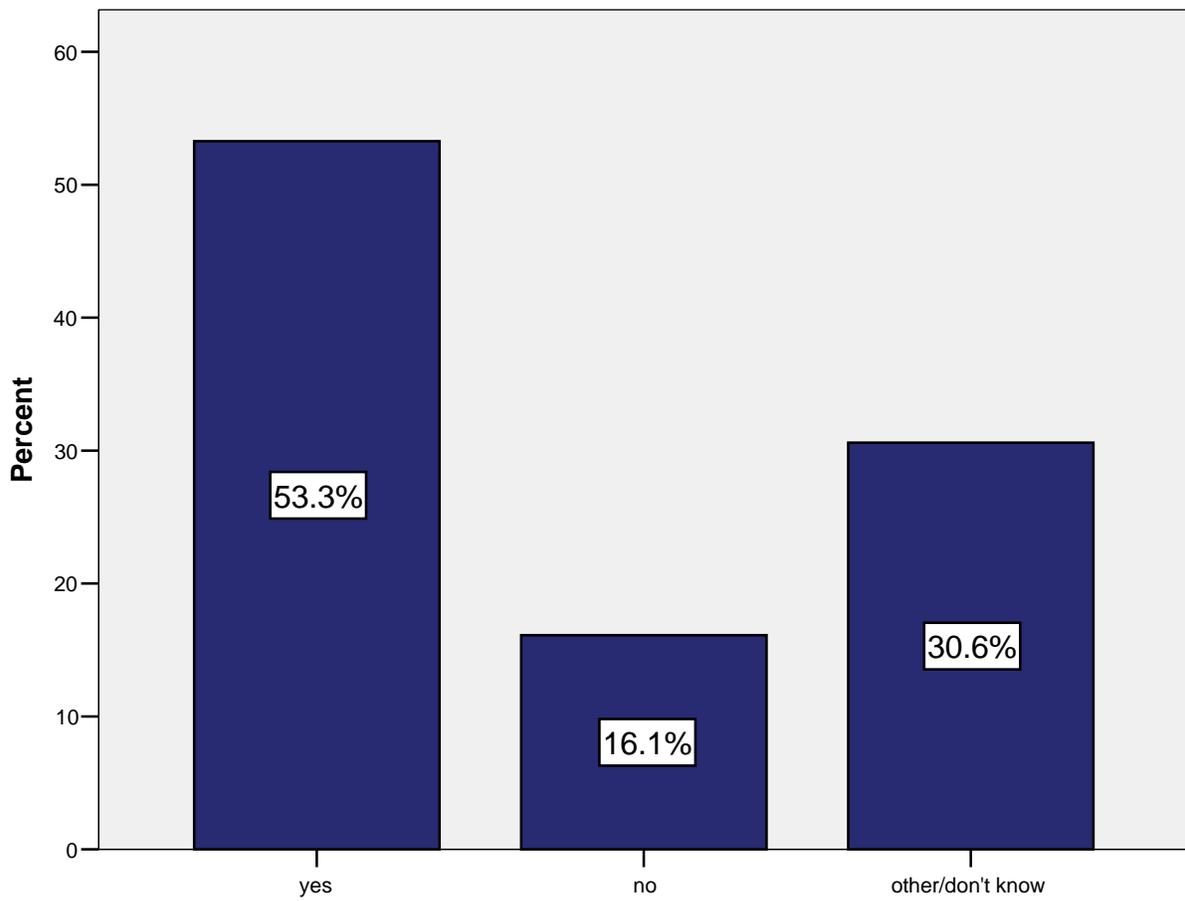
21. What other physical improvements do you think would make downtown Kennett more appealing? (first choice)



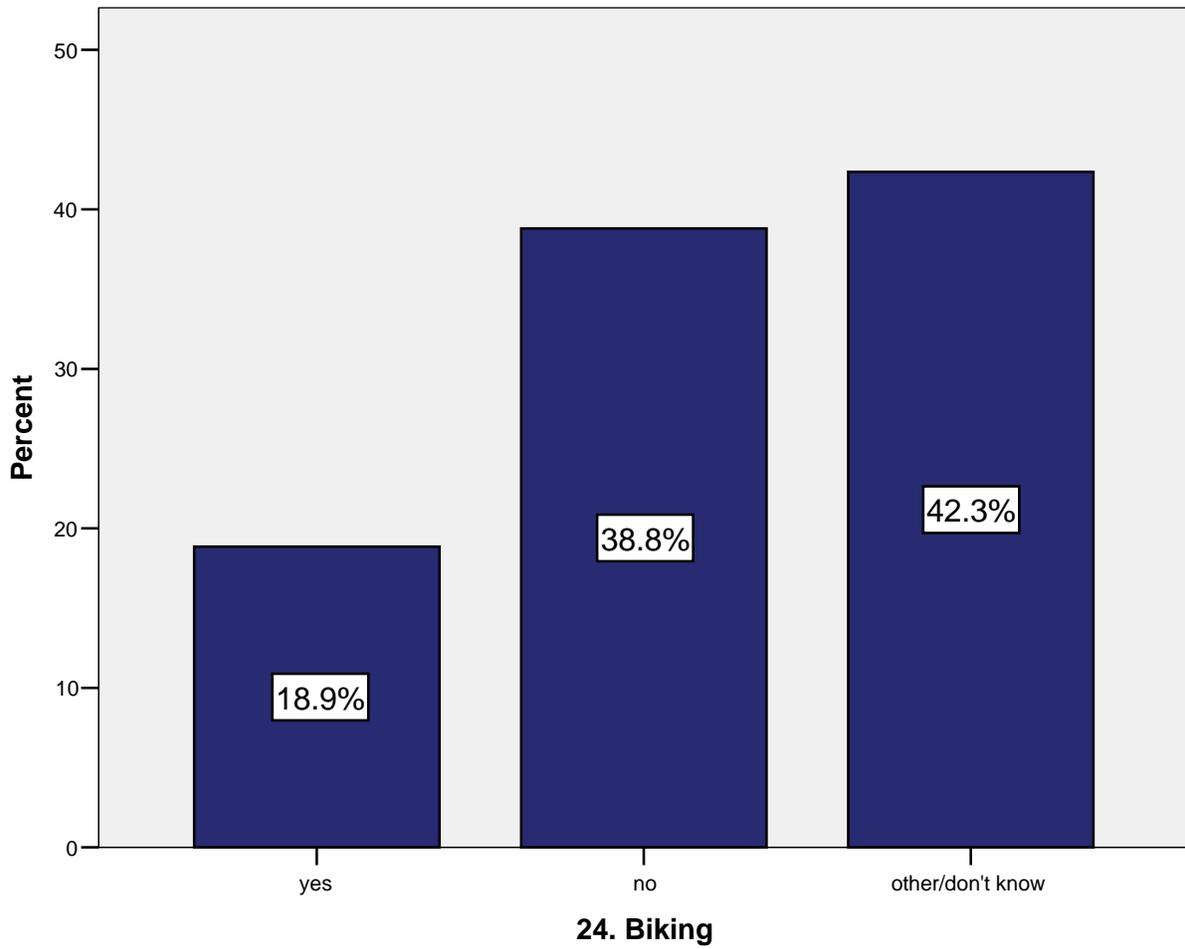
21. What other physical improvements do you think would make downtown Kennett more appealing? (second choice)

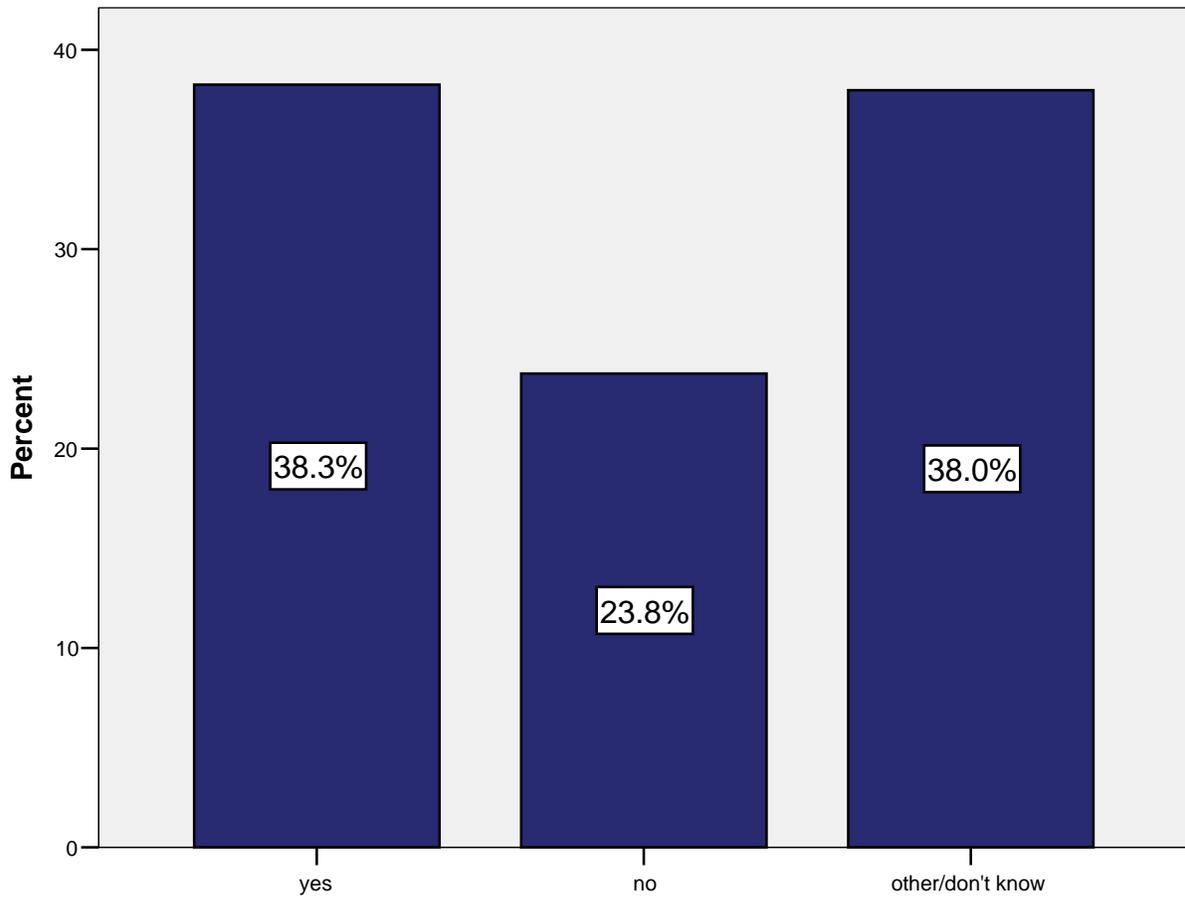


22. Excluding lodging, how much money are you likely to spend in downtown Kennett during this visit?

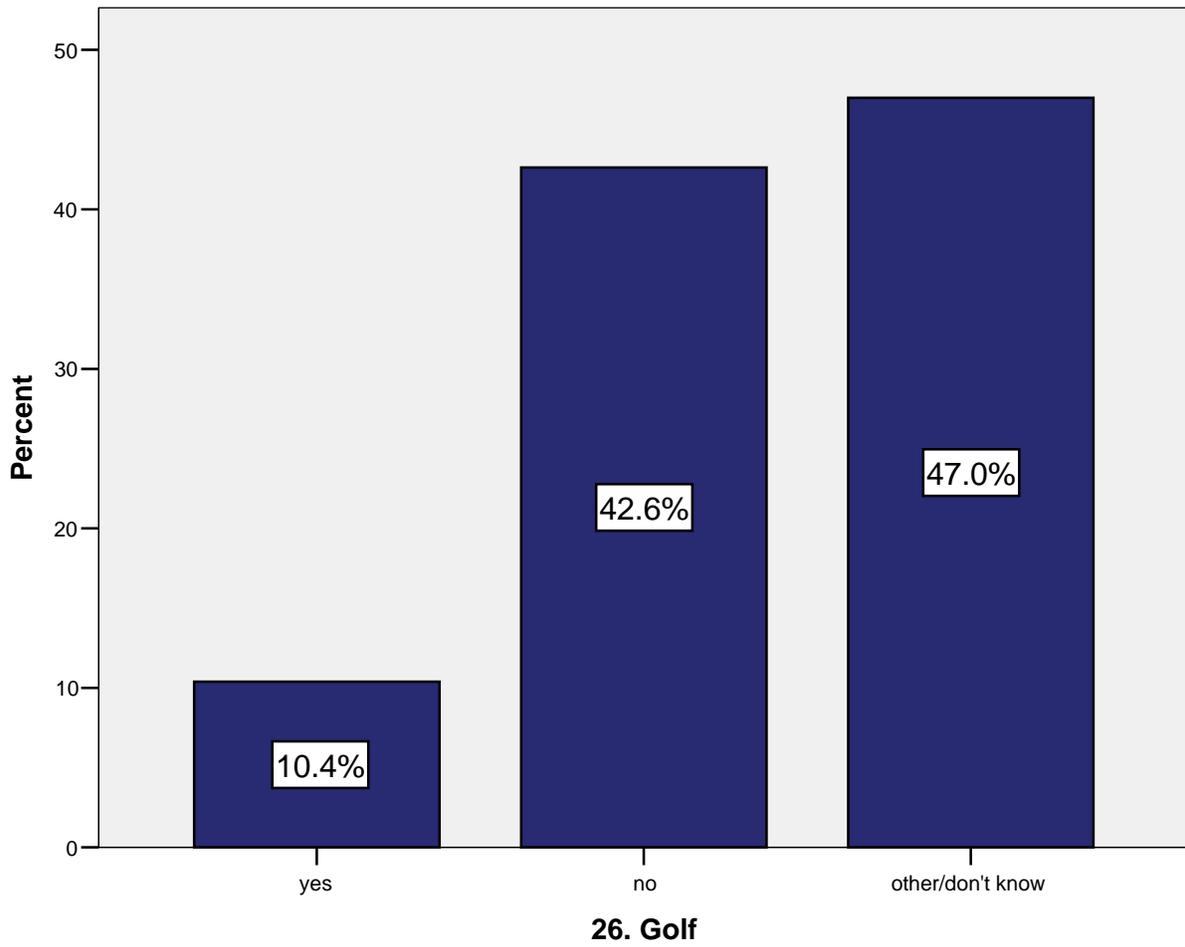


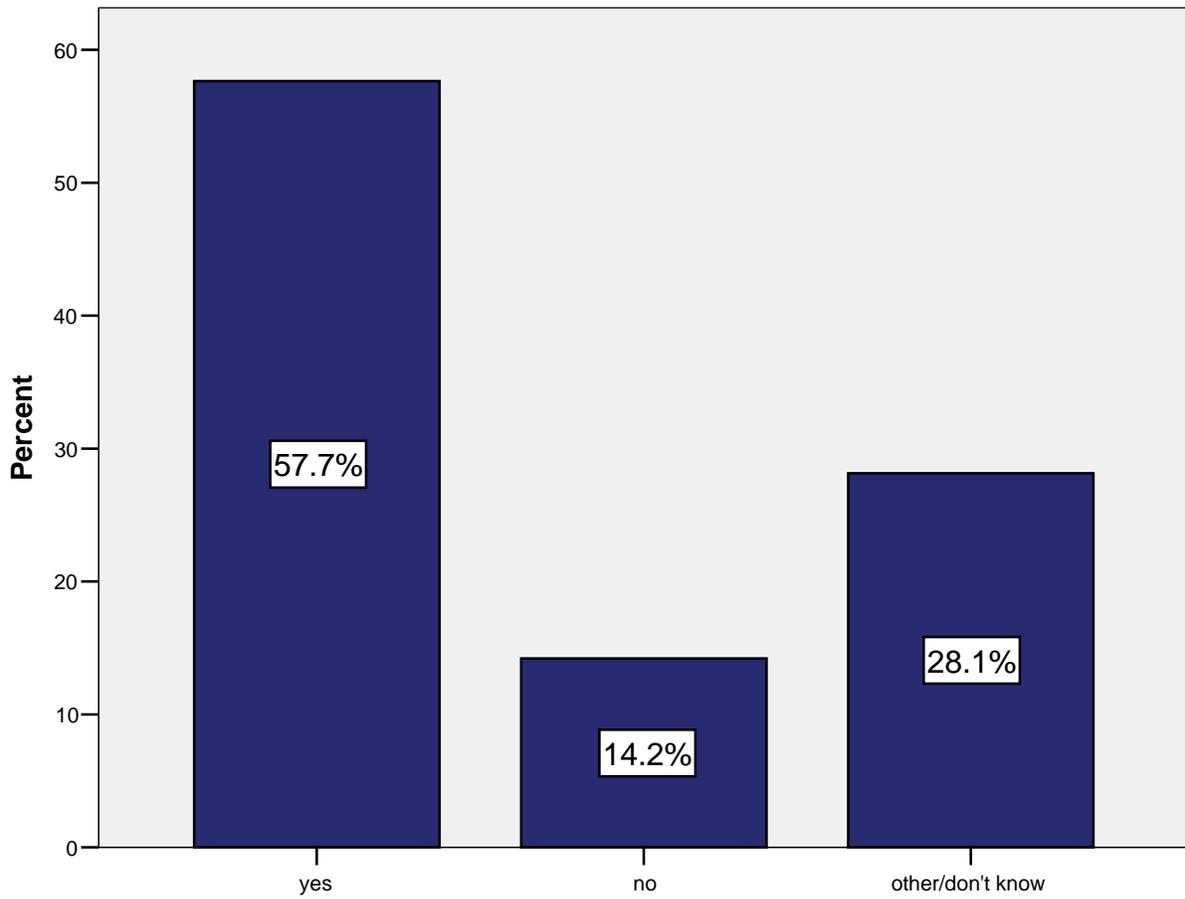
23. Retail/boutique shopping



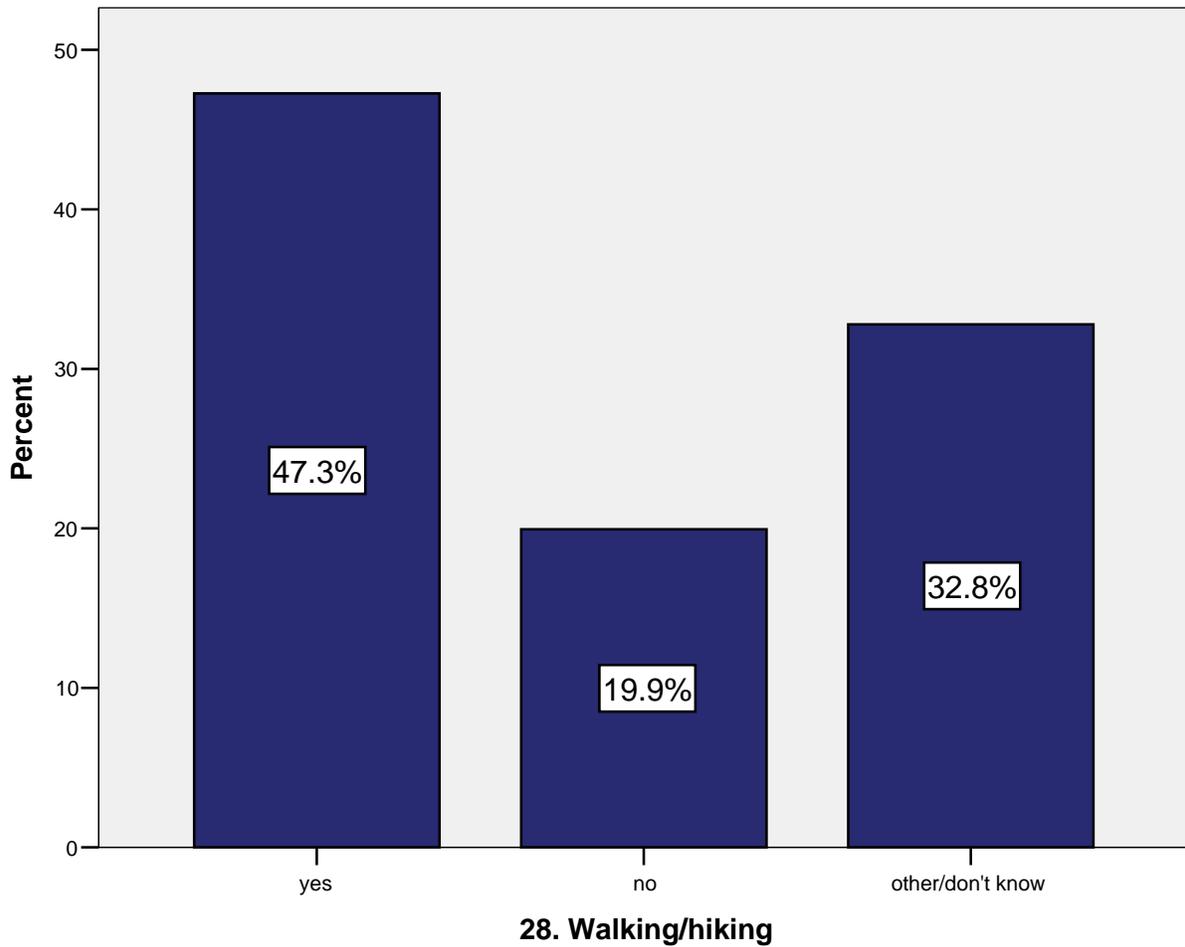


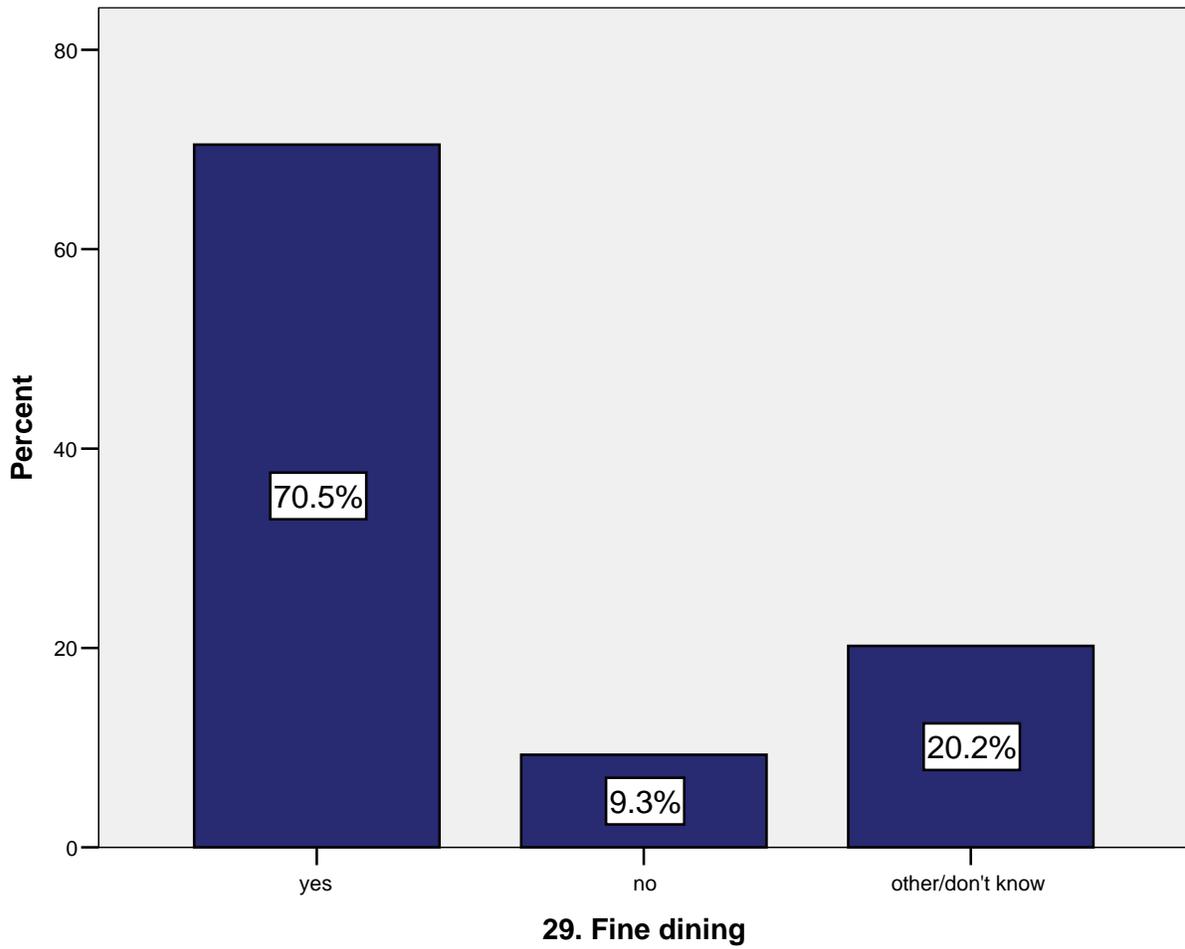
25. Antique shopping

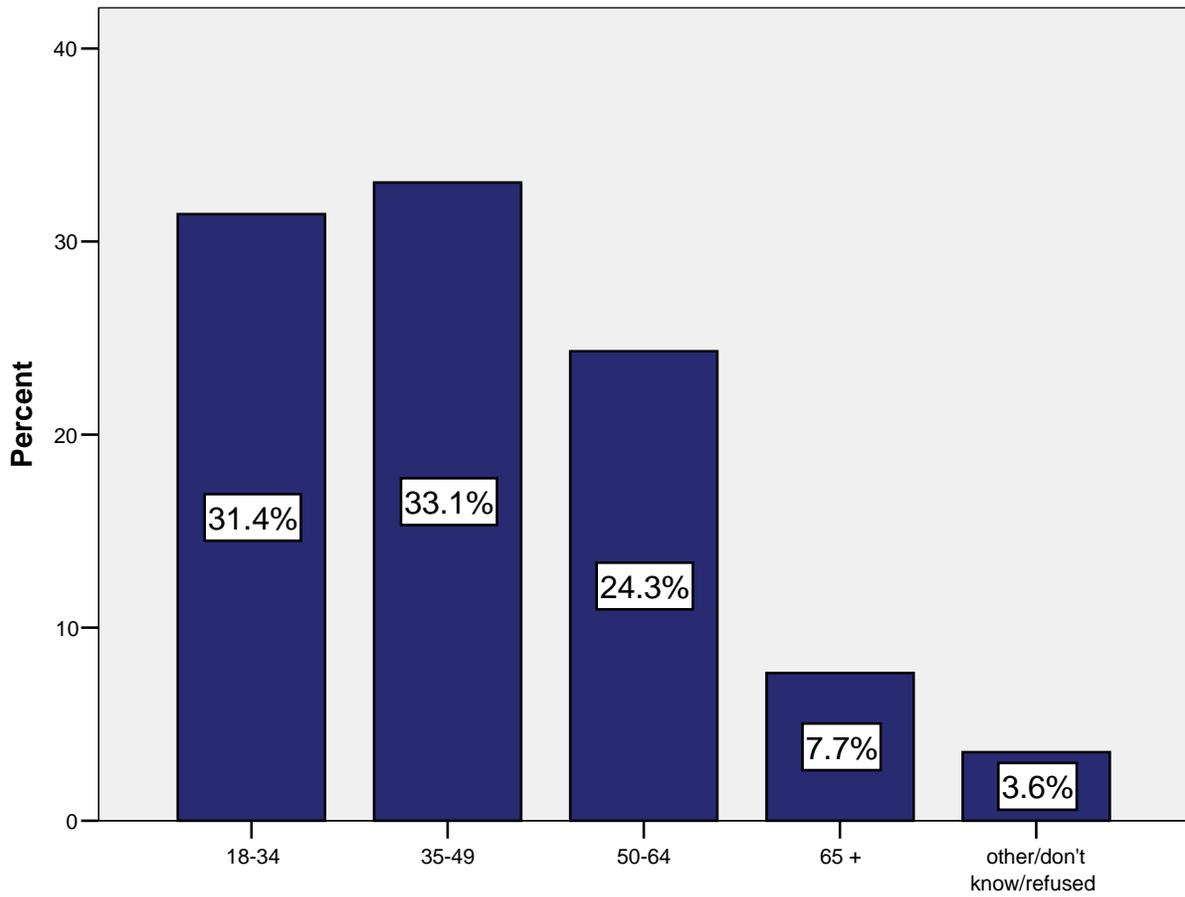




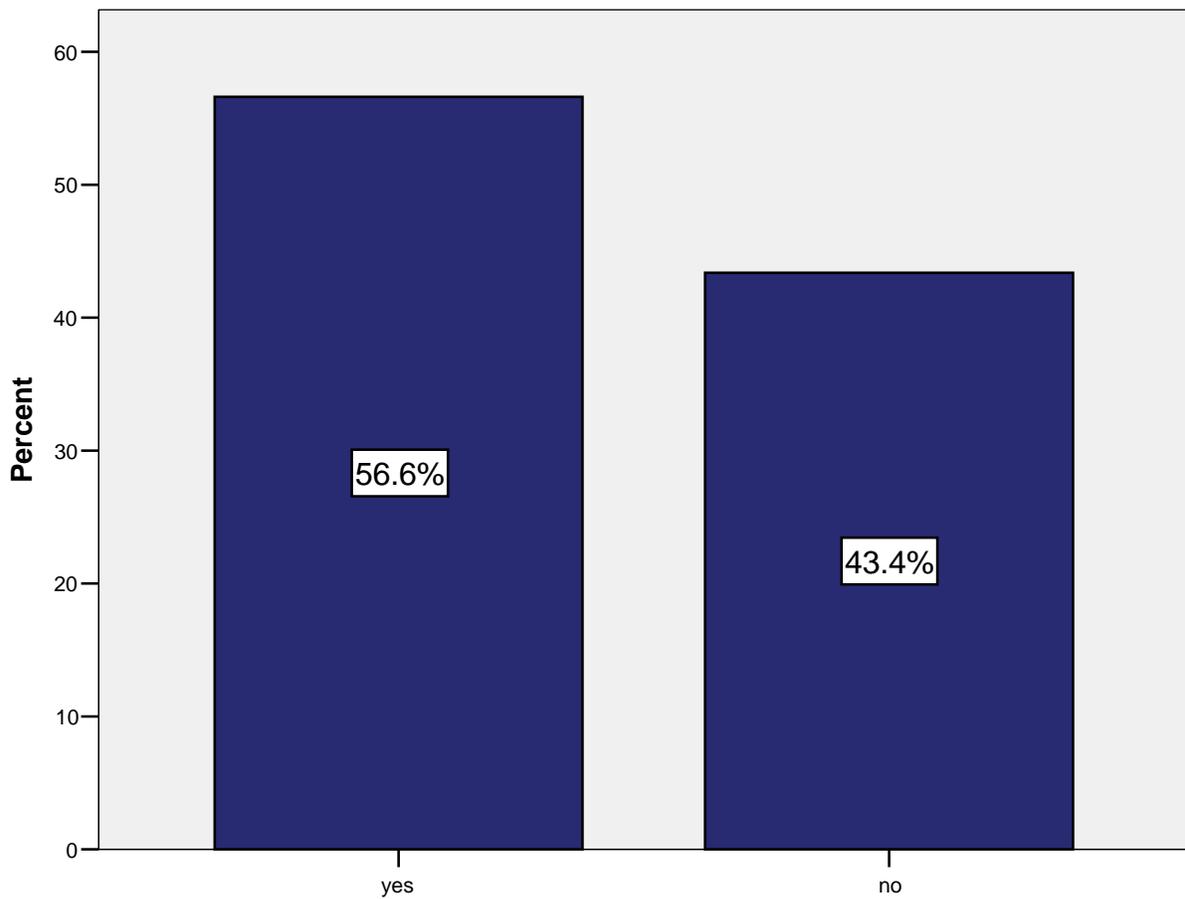
27. Seeing live music



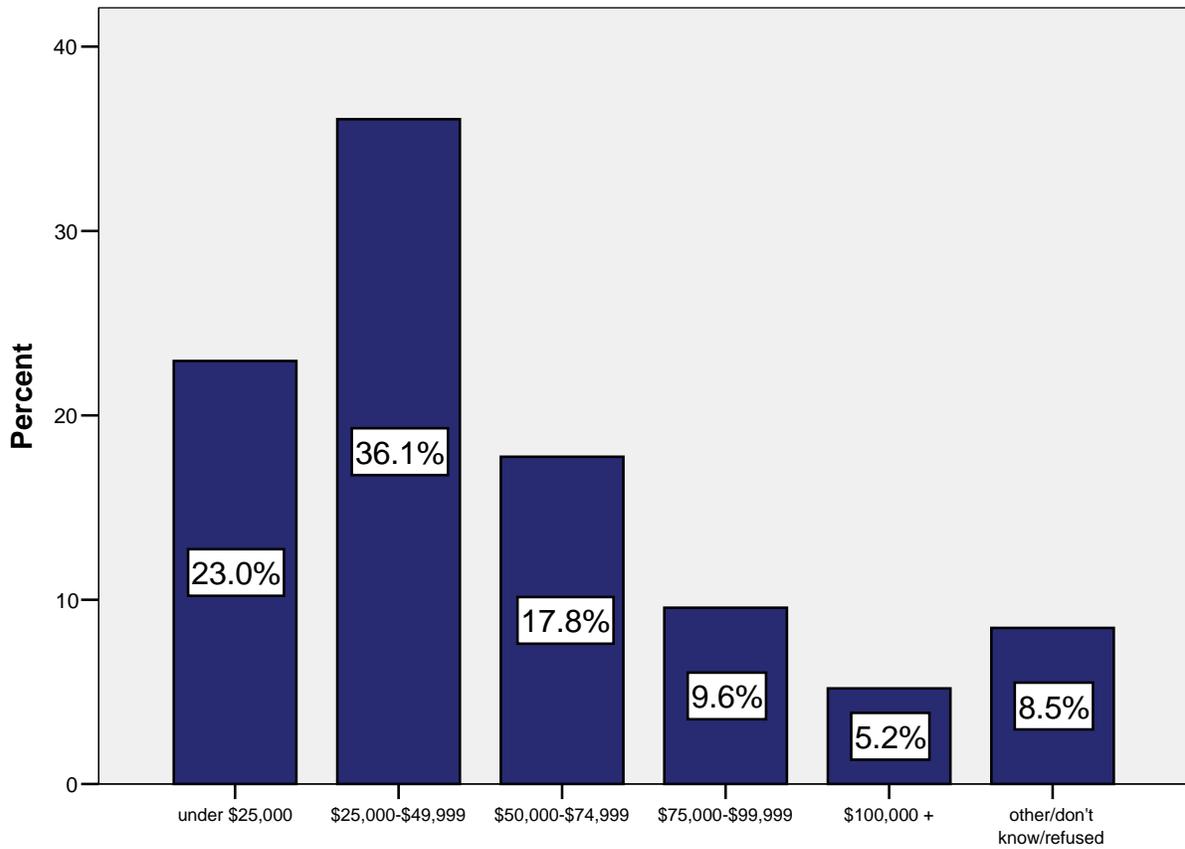




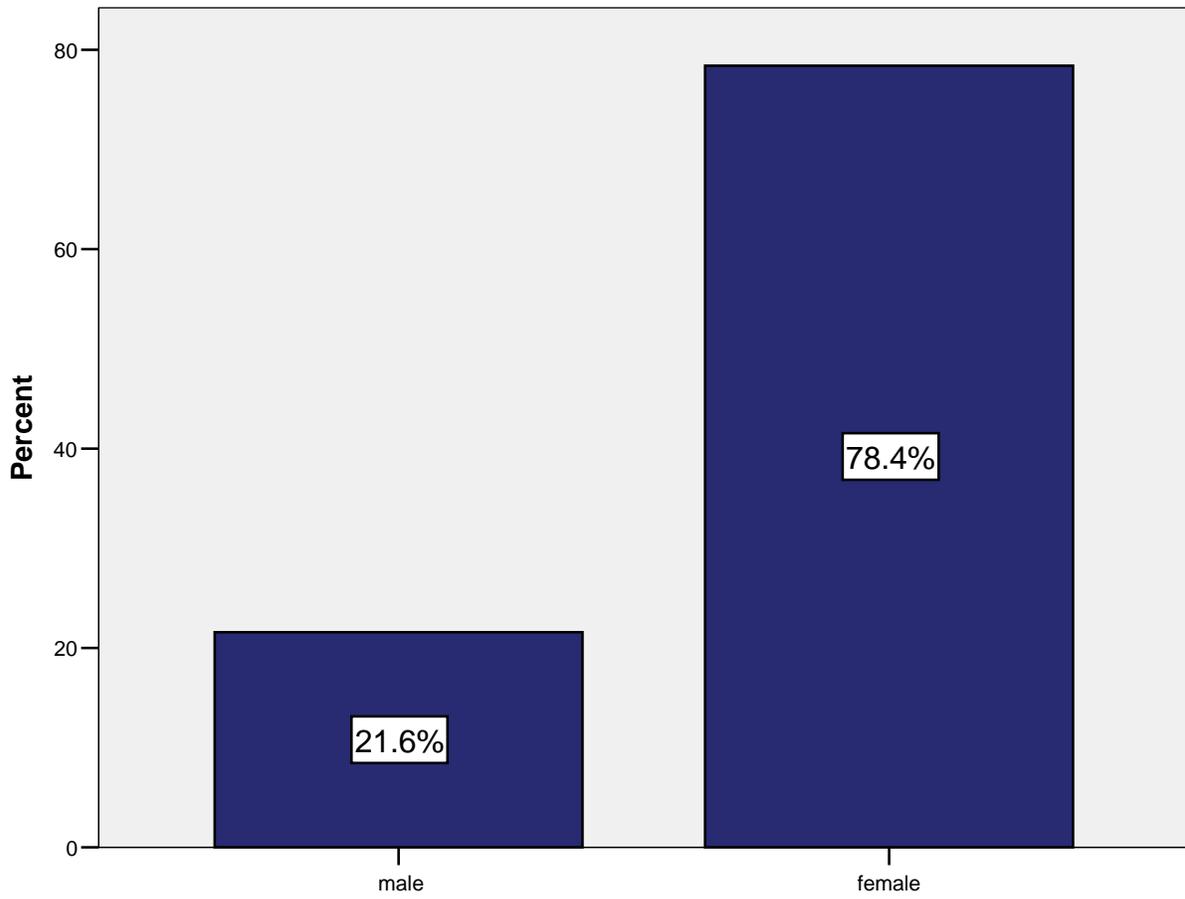
30. In which of the following age groups are you?



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



32. Please stop me when I get to the category that best describes your annual household income from 2006.



33. Gender

SECTION V

QUESTIONNAIRE

1. What is your zipcode? (RECORD EXACT ZIPCODE) If respondent answers "63857," terminate interview.
2. What is the main purpose of your visit to downtown Kennett today? DO NOT READ CHOICES. (DONT ASK DURING SWIM MEET. 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 Kennett?
 - 1) Yes
 - 2) No (SKIP to QUESTION 5)
4. Where are you staying overnight in Kennett?
 - 1) Hotel/motel/bed and breakfast in Kennett area
 - 2) With family or friends
 - 3) Campground/RV park
 - 9) Other (specify) _____
5. Have you visited downtown Kennett before today?
 - 1) Yes
 - 2) No (SKIP to QUESTION 7)
6. How often do you visit downtown Kennett?
 - 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 Kennett, 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 SWIM MEET. JUST CHECK YES)
8. Shopping
9. Dining
10. Nightlife/entertainment
11. Outdoor recreation (Outside of Aquatic Center)
12. Visiting the Sheryl Crow Aquatic Center
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 Kennett? (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 Kennett?

- 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 Kennett? (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
- 12) Other (specify)_____

20. What kinds of recreation or entertainment opportunities would make you more likely to visit downtown Kennett? (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 Kennett 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 Kennett 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. 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

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

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

32. 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

33. Gender [*don't ask, code as follows*]

- 1) male
- 2) female

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

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SECTION VI

CROSS TABULATION

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		Age Group				Child <18 Downtown		Income Level					Gender	
		18-34	35-49	50-64	65 +	yes	no	under \$25,000	\$25,000- \$49,999	\$50,000- \$74,999	\$75,000- \$99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%
2. What is the main purpose of your visit to downtown Kennett today?	shopping	0.9%	0.8%	0.0%	0.0%	1.0%	0.0%	1.2%	0.0%	0.0%	0.0%	5.3%	0.0%	0.7%
	visiting family/friends	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%
	business	0.9%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.3%
	special event	98.3%	99.2%	100.0%	100.0%	98.5%	100.0%	98.8%	99.2%	100.0%	100.0%	94.7%	100.0%	99.0%
	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%
	no - will not 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%
	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%
		18-34	35-49	50-64	65 +	yes	no	under \$25,000	\$25,000- \$49,999	\$50,000- \$74,999	\$75,000- \$99,999	\$100,000 +	male	female
3. Are you staying overnight in Kennett?		19.1%	14.9%	13.5%	14.3%	14.4%	17.5%	14.3%	12.1%	18.5%	14.3%	10.5%	21.5%	14.3%
	yes	19.1%	14.9%	13.5%	14.3%	14.4%	17.5%	14.3%	12.1%	18.5%	14.3%	10.5%	21.5%	14.3%
	no	80.9%	85.1%	86.5%	85.7%	85.6%	82.5%	85.7%	87.9%	81.5%	85.7%	89.5%	78.5%	85.7%
		18-34	35-49	50-64	65 +	yes	no	under \$25,000	\$25,000- \$49,999	\$50,000- \$74,999	\$75,000- \$99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%
4. Where are you staying overnight in Kennett?	hote/motel/B & B in Kennett area	9.1%	27.8%	0.0%	25.0%	20.7%	11.1%	16.7%	18.8%	8.3%	20.0%	50.0%	11.8%	17.1%
	With family or friends	86.4%	61.1%	100.0%	75.0%	75.9%	81.5%	83.3%	81.3%	66.7%	80.0%	50.0%	70.6%	82.9%
	Campground/RV park	4.5%	11.1%	0.0%	0.0%	3.4%	7.4%	0.0%	0.0%	25.0%	0.0%	0.0%	17.6%	0.0%
	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%
		18-34	35-49	50-64	65 +	yes	no	under \$25,000	\$25,000- \$49,999	\$50,000- \$74,999	\$75,000- \$99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%
5. Have you visited downtown Kennett before today?		97.4%	99.2%	94.4%	96.4%	98.0%	96.1%	100.0%	98.5%	95.4%	94.3%	100.0%	97.5%	97.2%
	yes	97.4%	99.2%	94.4%	96.4%	98.0%	96.1%	100.0%	98.5%	95.4%	94.3%	100.0%	97.5%	97.2%
	no	2.6%	0.8%	5.6%	3.6%	2.0%	3.9%	0.0%	1.5%	4.6%	5.7%	0.0%	2.5%	2.8%
		18-34	35-49	50-64	65 +	yes	no	under \$25,000	\$25,000- \$49,999	\$50,000- \$74,999	\$75,000- \$99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%
6. How often do you visit downtown Kennett?	Once a year or less	5.4%	4.2%	4.8%	3.7%	4.6%	4.1%	3.6%	3.8%	3.2%	3.0%	10.5%	5.2%	4.7%
	More than once a year but less than once a month	8.9%	14.2%	17.9%	11.1%	12.7%	14.2%	15.5%	13.1%	12.9%	9.1%	10.5%	18.2%	11.8%
	One to five times per month	18.8%	22.5%	34.5%	33.3%	22.8%	27.0%	33.3%	21.5%	19.4%	30.3%	10.5%	22.1%	25.8%
	More than 5 times a month	67.0%	56.7%	42.9%	48.1%	58.9%	52.7%	45.2%	60.8%	62.9%	57.6%	68.4%	54.5%	55.9%
	Never	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%	2.5%	0.0%	3.7%	1.0%	2.0%	2.4%	0.8%	1.6%	0.0%	0.0%	0.0%	0.0%

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**Downtown Revitalization and Economic Assistance for Missouri
Visitor Survey Report
Final Survey Findings and Results**

Kennett, Missouri

		Age Group				Child <18 Downtown		Income Level					Gender	
		18-34	35-49	50-64	65 +	yes	no	under \$25,000	\$25,000- \$49,999	\$50,000- \$74,999	\$75,000- \$99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%
7. Attending special event	yes	85.2%	84.3%	87.6%	82.1%	84.6%	87.0%	85.7%	85.6%	86.2%	82.9%	84.2%	83.5%	85.4%
	no	8.7%	8.3%	3.4%	7.1%	8.0%	5.8%	7.1%	7.6%	6.2%	8.6%	5.3%	10.1%	6.6%
	other/don't know	6.1%	7.4%	9.0%	10.7%	7.5%	7.1%	7.1%	6.8%	7.7%	8.6%	10.5%	6.3%	8.0%
8. Shopping	yes	74.8%	72.7%	70.8%	78.6%	77.1%	68.2%	56.0%	81.1%	73.8%	77.1%	78.9%	64.6%	76.0%
	no	18.3%	18.2%	14.6%	10.7%	14.9%	20.1%	23.8%	15.2%	15.4%	17.1%	15.8%	24.1%	14.6%
	other/don't know	7.0%	9.1%	14.6%	10.7%	8.0%	11.7%	20.2%	3.8%	10.8%	5.7%	5.3%	11.4%	9.4%
9. Dining	yes	64.3%	57.9%	67.4%	71.4%	65.7%	59.7%	50.0%	72.7%	66.2%	68.6%	57.9%	57.0%	64.5%
	no	26.1%	28.9%	15.7%	10.7%	23.4%	25.3%	29.8%	21.2%	18.5%	17.1%	36.8%	32.9%	21.6%
	other/don't know	9.6%	13.2%	16.9%	17.9%	10.9%	14.9%	20.2%	6.1%	15.4%	14.3%	5.3%	10.1%	13.9%
10. Nightlife/entertainment	yes	57.4%	31.4%	21.3%	10.7%	44.8%	25.3%	36.9%	40.9%	33.8%	25.7%	36.8%	40.5%	34.5%
	no	29.6%	48.8%	48.3%	25.0%	35.8%	48.1%	34.5%	38.6%	40.0%	60.0%	57.9%	44.3%	39.7%
	other/don't know	13.0%	19.8%	30.3%	64.3%	19.4%	26.6%	28.6%	20.5%	26.2%	14.3%	5.3%	15.2%	25.8%
11. Outdoor recreation (Outside of Aquatic Center)	yes	37.4%	30.6%	21.3%	3.6%	34.8%	21.4%	25.0%	31.1%	27.7%	31.4%	36.8%	30.4%	28.2%
	no	43.5%	45.5%	44.9%	28.6%	42.3%	48.1%	40.5%	46.2%	40.0%	51.4%	47.4%	48.1%	42.5%
	other/don't know	19.1%	24.0%	33.7%	67.9%	22.9%	30.5%	34.5%	22.7%	32.3%	17.1%	15.8%	21.5%	29.3%
12. Visiting the Sheryl Crow Aquatic Center	yes	43.5%	18.2%	11.2%	10.7%	29.9%	14.9%	20.2%	23.5%	29.2%	20.0%	26.3%	19.0%	25.4%
	no	40.9%	62.0%	51.7%	28.6%	50.7%	53.2%	44.0%	54.5%	47.7%	68.6%	57.9%	62.0%	47.4%
	other/don't know	15.7%	19.8%	37.1%	60.7%	19.4%	31.8%	35.7%	22.0%	23.1%	11.4%	15.8%	19.0%	27.2%
13. Conducting business	yes	37.4%	41.3%	33.7%	25.0%	37.8%	36.4%	31.0%	35.6%	41.5%	42.9%	63.2%	34.2%	36.9%
	no	51.3%	42.1%	32.6%	32.1%	45.8%	39.0%	38.1%	46.2%	40.0%	45.7%	36.8%	45.6%	41.5%
	other/don't know	11.3%	16.5%	33.7%	42.9%	16.4%	24.7%	31.0%	18.2%	18.5%	11.4%	0.0%	20.3%	21.6%
14. Government/Post Office	yes	19.1%	28.1%	24.7%	10.7%	23.4%	24.7%	14.3%	23.5%	27.7%	31.4%	47.4%	29.1%	21.6%
	no	61.7%	50.4%	37.1%	39.3%	53.7%	46.1%	48.8%	55.3%	44.6%	51.4%	42.1%	50.6%	49.5%
	other/don't know	19.1%	21.5%	38.2%	50.0%	22.9%	29.2%	36.9%	21.2%	27.7%	17.1%	10.5%	20.3%	28.9%

		Age Group				Child <18 Downtown		Income Level					Gender	
		18-34	35-49	50-64	65 +	yes	no	under \$25,000	\$25,000- \$49,999	\$50,000- \$74,999	\$75,000- \$99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%
15. What are the top two reasons you most often visit downtown Kennett? (first choice)	special event	31.3%	30.8%	25.0%	14.8%	27.4%	29.1%	34.5%	26.2%	25.8%	21.2%	36.8%	35.1%	26.5%
	shopping	43.8%	45.8%	53.6%	77.8%	50.8%	47.3%	46.4%	51.5%	50.0%	54.5%	26.3%	45.5%	49.8%
	dining	6.3%	2.5%	4.8%	0.0%	4.1%	3.4%	2.4%	4.6%	3.2%	3.0%	10.5%	5.2%	3.6%
	nightlife/entertainment	3.6%	2.5%	0.0%	3.7%	3.0%	2.0%	2.4%	3.8%	1.6%	3.0%	0.0%	3.9%	2.2%
	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	3.6%	2.5%	8.3%	0.0%	1.5%	6.8%	2.4%	1.5%	4.8%	9.1%	21.1%	7.8%	3.2%
	government/post office	0.0%	5.8%	0.0%	0.0%	2.0%	2.0%	3.6%	0.8%	1.6%	3.0%	5.3%	1.3%	2.2%
	other	11.6%	10.0%	8.3%	3.7%	11.2%	9.5%	8.3%	11.5%	12.9%	6.1%	0.0%	1.3%	12.5%

		Age Group				Child <18 Downtown		Income Level					Gender	
		18-34	35-49	50-64	65 +	yes	no	under \$25,000	\$25,000- \$49,999	\$50,000- \$74,999	\$75,000- \$99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%
15. What are the top two reasons you most often visit downtown Kennett? (second choice)	special event	3.5%	2.4%	0.0%	0.0%	3.4%	0.0%	1.6%	2.0%	2.0%	4.2%	0.0%	1.6%	2.0%
	shopping	26.7%	26.2%	18.5%	14.3%	23.0%	23.1%	25.8%	19.8%	22.0%	25.0%	36.4%	24.6%	22.7%
	dining	38.4%	36.9%	46.2%	66.7%	41.2%	41.7%	46.8%	44.6%	34.0%	37.5%	18.2%	44.3%	40.4%
	nightlife/entertainment	4.7%	1.2%	1.5%	4.8%	3.4%	0.9%	3.2%	3.0%	2.0%	0.0%	0.0%	3.3%	3.0%
	outdoor recreation	2.3%	3.6%	3.1%	0.0%	3.4%	2.8%	1.6%	3.0%	4.0%	4.2%	9.1%	1.6%	3.4%
	conducting business	15.1%	19.0%	20.0%	9.5%	15.5%	20.4%	11.3%	17.8%	22.0%	12.5%	27.3%	13.1%	18.2%
	government/post office	9.3%	10.7%	10.8%	4.8%	10.1%	11.1%	9.7%	9.9%	14.0%	16.7%	9.1%	11.5%	10.3%
	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%

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**Downtown Revitalization and Economic Assistance for Missouri
Visitor Survey Report
Final Survey Findings and Results**

Kennett, Missouri

		Age Group				Child <18 Downtown		Income Level					Gender	
		18-34	35-49	50-64	65 +	yes	no	under \$25,000	\$25,000- \$49,999	\$50,000- \$74,999	\$75,000- \$99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%
16. How easy would you say it is to find your way around downtown Kennett?	very easy	70.4%	80.2%	88.8%	60.7%	81.1%	74.7%	75.0%	75.8%	83.1%	85.7%	94.7%	72.2%	79.8%
	somewhat easy	20.0%	16.5%	9.0%	32.1%	15.9%	18.2%	16.7%	20.5%	13.8%	8.6%	5.3%	19.0%	16.0%
	somewhat difficult	5.2%	0.8%	1.1%	7.1%	1.5%	3.2%	3.6%	2.3%	1.5%	2.9%	0.0%	5.1%	2.1%
	very difficult	0.9%	0.8%	0.0%	0.0%	0.5%	0.6%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	I don't know.	3.5%	1.7%	1.1%	0.0%	1.0%	3.2%	3.6%	1.5%	1.5%	2.9%	0.0%	3.8%	1.4%
	very/somewhat easy	90.4%	96.7%	97.8%	92.9%	97.0%	92.9%	91.7%	96.2%	96.9%	94.3%	100.0%	91.1%	95.8%
	somewhat/very easy	6.1%	1.7%	1.1%	7.1%	2.0%	3.9%	4.8%	2.3%	1.5%	2.9%	0.0%	5.1%	2.8%

		Age Group				Child <18 Downtown		Income Level					Gender	
		18-34	35-49	50-64	65 +	yes	no	under \$25,000	\$25,000- \$49,999	\$50,000- \$74,999	\$75,000- \$99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%
17. How convenient would you say that parking is downtown?	Very convenient	31.3%	38.0%	37.1%	57.1%	40.8%	31.2%	42.9%	37.1%	35.4%	31.4%	36.8%	31.6%	38.3%
	Somewhat convenient	42.6%	47.1%	47.2%	32.1%	43.8%	45.5%	34.5%	47.0%	46.2%	54.3%	52.6%	46.8%	43.6%
	Somewhat inconvenient	17.4%	9.1%	7.9%	7.1%	10.4%	11.7%	9.5%	12.1%	12.3%	2.9%	10.5%	15.2%	9.8%
	Very inconvenient	3.5%	4.1%	5.6%	0.0%	3.5%	5.2%	8.3%	2.3%	3.1%	8.6%	0.0%	0.0%	5.2%
	I don't know.	5.2%	1.7%	2.2%	3.6%	1.5%	6.5%	4.8%	1.5%	3.1%	2.9%	0.0%	6.3%	3.1%
	somewhat/very convenient	73.9%	85.1%	84.3%	89.3%	84.6%	76.6%	77.4%	84.1%	81.5%	85.7%	89.5%	78.5%	81.9%
	somewhat/very inconvenient	20.9%	13.2%	13.5%	7.1%	13.9%	16.9%	17.9%	14.4%	15.4%	11.4%	10.5%	15.2%	15.0%

		Age Group				Child <18 Downtown		Income Level					Gender	
		18-34	35-49	50-64	65 +	yes	no	under \$25,000	\$25,000- \$49,999	\$50,000- \$74,999	\$75,000- \$99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%
19. What kinds of additional businesses do you think would make more/better restaurants you more likely to visit downtown Kennett? (first choice)	clothing stores	45.2%	38.0%	51.7%	50.0%	44.8%	45.5%	40.5%	43.9%	47.7%	62.9%	47.4%	48.1%	43.6%
	more shops (in general)	25.2%	25.6%	18.0%	25.0%	24.9%	19.5%	26.2%	22.7%	21.5%	11.4%	21.1%	17.7%	25.4%
	specialty/upscale shops	14.8%	24.8%	20.2%	14.3%	17.9%	22.1%	21.4%	20.5%	20.0%	20.0%	10.5%	17.7%	19.5%
	antique shops	0.0%	0.8%	0.0%	0.0%	0.0%	0.6%	1.2%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%
	coffee shop	1.7%	0.8%	1.1%	0.0%	1.0%	1.3%	2.4%	0.0%	0.0%	0.0%	10.5%	0.0%	1.4%
	bookstore	1.7%	2.5%	2.2%	3.6%	2.0%	2.6%	1.2%	3.8%	3.1%	0.0%	0.0%	3.8%	1.7%
	art galleries/shops	0.9%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.3%
	bed and breakfasts/lodging	1.7%	0.8%	0.0%	0.0%	1.5%	0.6%	0.0%	1.5%	0.0%	2.9%	0.0%	1.3%	1.0%
	ice cream shop	6.1%	4.1%	5.6%	3.6%	5.0%	5.2%	4.8%	6.8%	6.2%	0.0%	5.3%	7.6%	4.5%
		2.6%	2.5%	1.1%	3.6%	2.5%	2.6%	2.4%	0.0%	1.5%	2.9%	5.3%	2.5%	2.4%

		Age Group				Child <18 Downtown		Income Level					Gender	
		18-34	35-49	50-64	65 +	yes	no	under \$25,000	\$25,000- \$49,999	\$50,000- \$74,999	\$75,000- \$99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%
19. What kinds of additional businesses do you think would make more/better restaurants you more likely to visit downtown Kennett? (second choice)	clothing stores	6.5%	9.9%	4.0%	5.6%	9.6%	3.3%	9.0%	7.7%	8.3%	3.4%	0.0%	7.1%	6.6%
	more shops (in general)	25.0%	15.4%	28.0%	38.9%	23.7%	23.6%	25.4%	20.2%	22.9%	34.5%	16.7%	19.6%	24.9%
	specialty/upscale shops	26.1%	27.5%	14.7%	22.2%	26.3%	20.3%	20.9%	25.0%	22.9%	17.2%	27.8%	26.8%	22.7%
	antique shops	2.2%	2.2%	4.0%	0.0%	1.9%	3.3%	1.5%	2.9%	0.0%	10.3%	0.0%	0.0%	3.1%
	coffee shop	5.4%	4.4%	6.7%	16.7%	7.7%	4.9%	4.5%	9.6%	4.2%	0.0%	11.1%	5.4%	6.6%
	bookstore	5.4%	7.7%	4.0%	0.0%	4.5%	6.5%	6.0%	4.8%	4.2%	6.9%	5.6%	7.1%	5.2%
	art galleries/shops	5.4%	8.8%	10.7%	0.0%	6.4%	9.8%	11.9%	5.8%	6.3%	3.4%	16.7%	1.8%	9.2%
	bed and breakfasts/lodging	3.3%	3.3%	5.3%	5.6%	1.9%	6.5%	6.0%	2.9%	4.2%	3.4%	5.6%	7.1%	3.1%
	ice cream shop	3.3%	2.2%	6.7%	0.0%	1.9%	5.7%	4.5%	1.9%	6.3%	3.4%	5.6%	5.4%	3.1%
		17.4%	18.7%	16.0%	11.1%	16.0%	16.3%	10.4%	19.2%	20.8%	17.2%	11.1%	19.6%	15.7%

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**Downtown Revitalization and Economic Assistance for Missouri
Visitor Survey Report
Final Survey Findings and Results**

Kennett, Missouri

		Age Group				Child <18 Downtown		Income Level					Gender	
		18-34	35-49	50-64	65 +	yes	no	under \$25,000	\$25,000- \$49,999	\$50,000- \$74,999	\$75,000- \$99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%
20. What kinds of recreation or entertainment opportunities would make you more likely to visit downtown Kennett?(first choice)	more special events	43.5%	38.8%	32.6%	53.6%	37.8%	42.2%	45.2%	41.7%	32.3%	42.9%	42.1%	44.3%	38.3%
	bands/live concerts/music	25.2%	28.9%	22.5%	7.1%	25.9%	23.4%	25.0%	22.7%	26.2%	22.9%	36.8%	27.8%	24.0%
	more restaurants	13.9%	14.9%	23.6%	10.7%	15.4%	18.2%	8.3%	19.7%	21.5%	20.0%	5.3%	12.7%	17.8%
	more bars	2.6%	0.8%	2.2%	0.0%	2.0%	1.3%	0.0%	1.5%	4.6%	0.0%	5.3%	1.3%	1.7%
	theaters/movies/plays	10.4%	8.3%	11.2%	7.1%	10.0%	9.7%	13.1%	7.6%	9.2%	8.6%	5.3%	10.1%	9.4%
	family events	2.6%	5.0%	5.6%	10.7%	6.0%	1.9%	3.6%	4.5%	4.6%	5.7%	0.0%	1.3%	5.6%
	art galleries/events	0.0%	1.7%	0.0%	3.6%	0.5%	1.3%	0.0%	0.8%	1.5%	0.0%	0.0%	0.0%	1.0%
	other	1.7%	1.7%	2.2%	7.1%	2.5%	1.9%	4.8%	1.5%	0.0%	0.0%	5.3%	2.5%	2.1%

		Age Group				Child <18 Downtown		Income Level					Gender	
		18-34	35-49	50-64	65 +	yes	no	under \$25,000	\$25,000- \$49,999	\$50,000- \$74,999	\$75,000- \$99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%
20. What kinds of recreation or entertainment opportunities would make you more likely to visit downtown Kennett?(second choice)	more special events	1.2%	1.1%	1.5%	0.0%	2.0%	0.0%	0.0%	2.1%	2.0%	0.0%	0.0%	1.7%	0.9%
	bands/live concerts/music	17.6%	14.0%	13.4%	36.8%	12.8%	21.2%	18.8%	17.7%	15.7%	19.2%	0.0%	17.2%	16.3%
	more restaurants	15.3%	16.1%	20.9%	21.1%	13.4%	22.9%	17.2%	12.5%	21.6%	23.1%	35.3%	20.7%	16.3%
	more bars	12.9%	1.1%	4.5%	0.0%	4.7%	6.8%	7.8%	7.3%	3.9%	3.8%	0.0%	13.8%	3.7%
	theaters/movies/plays	16.5%	20.4%	16.4%	10.5%	20.8%	13.6%	12.5%	20.8%	15.7%	15.4%	17.6%	17.2%	18.1%
	family events	35.3%	41.9%	31.3%	26.3%	43.0%	27.1%	42.2%	35.4%	35.3%	30.8%	43.5%	25.9%	38.6%
	art galleries/events	1.2%	5.4%	11.9%	5.3%	3.4%	8.5%	1.6%	4.2%	5.9%	7.7%	11.8%	3.4%	6.0%
	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 Downtown		Income Level					Gender	
		18-34	35-49	50-64	65 +	yes	no	under \$25,000	\$25,000- \$49,999	\$50,000- \$74,999	\$75,000- \$99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%
21. What other physical improvements do you think would make downtown Kennett more appealing? (first choice)	renovation of historic buildings	49.6%	48.8%	52.8%	71.4%	48.3%	55.8%	51.2%	53.0%	49.2%	57.1%	42.1%	49.4%	50.9%
	better maintained buildings	13.0%	20.7%	18.0%	7.1%	14.4%	20.1%	14.3%	18.2%	18.5%	11.4%	31.6%	13.9%	17.8%
	more/better lighting	7.0%	6.6%	6.7%	3.6%	6.5%	5.2%	4.8%	6.8%	4.6%	8.6%	10.5%	11.4%	5.2%
	better signage	2.6%	4.1%	2.2%	3.6%	4.5%	1.3%	1.2%	3.8%	4.6%	2.9%	0.0%	5.1%	2.4%
	cleaner/less trash	7.0%	1.7%	5.6%	0.0%	5.0%	3.9%	2.4%	4.5%	7.7%	8.6%	0.0%	5.1%	4.5%
	more/better parking	5.2%	6.6%	3.4%	3.6%	7.0%	1.9%	8.3%	4.5%	3.1%	2.9%	0.0%	5.1%	4.9%
	new/better sidewalks	6.1%	1.7%	3.4%	3.6%	3.5%	3.2%	2.4%	3.8%	4.6%	0.0%	5.3%	0.0%	4.5%
	benches/more greenspace	8.7%	9.1%	7.9%	7.1%	9.0%	8.4%	14.3%	3.8%	7.7%	8.6%	10.5%	6.3%	9.4%
	don't know/haven't been downtown	0.0%	0.8%	0.0%	0.0%	2.0%	0.0%	1.2%	1.5%	0.0%	0.0%	0.0%	3.8%	0.3%
	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 Downtown		Income Level					Gender	
		18-34	35-49	50-64	65 +	yes	no	under \$25,000	\$25,000- \$49,999	\$50,000- \$74,999	\$75,000- \$99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%
21. What other physical improvements do you think would make downtown Kennett more appealing? (second choice)	renovation of historic buildings	1.4%	1.2%	0.0%	0.0%	0.0%	1.7%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
	better maintained buildings	19.7%	16.3%	16.2%	35.0%	16.9%	20.5%	17.5%	19.4%	20.0%	19.2%	6.7%	21.1%	17.4%
	more/better lighting	9.9%	8.1%	11.8%	0.0%	8.5%	9.4%	7.0%	6.5%	15.6%	11.5%	13.3%	14.0%	7.2%
	better signage	1.4%	1.2%	5.9%	0.0%	1.5%	2.6%	1.8%	2.2%	2.2%	0.0%	0.0%	1.8%	3.1%
	cleaner/less trash	7.0%	12.8%	8.8%	5.0%	8.5%	10.3%	12.3%	8.6%	8.9%	3.8%	20.0%	8.8%	9.2%
	more/better parking	15.5%	14.0%	10.3%	15.0%	17.7%	9.4%	15.8%	14.0%	15.6%	11.5%	17.8%	14.0%	13.8%
	new/better sidewalks	9.9%	5.8%	11.8%	10.0%	8.5%	11.1%	14.0%	7.5%	15.6%	7.7%	0.0%	7.0%	10.3%
	benches/more greenspace	35.2%	40.7%	35.3%	35.0%	38.5%	35.0%	29.8%	41.9%	22.2%	46.2%	53.3%	33.3%	37.9%
	don't know/haven't been 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%
	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%

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

Kennett, Missouri

		Age Group				Child <18 Downtown		Income Level					Gender	
		18-34	35-49	50-64	65 +	yes	no	under \$25,000	\$25,000- \$49,999	\$50,000- \$74,999	\$75,000- \$99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%
22. Excluding lodging, how much money are you likely to spend in downtown Kennett during this visit?	less than \$50	29.6%	31.4%	32.6%	39.3%	25.9%	40.3%	42.9%	28.8%	26.2%	28.6%	26.3%	32.9%	31.0%
	\$50-\$99	36.5%	43.8%	36.0%	35.7%	41.8%	33.1%	38.1%	38.6%	36.9%	37.1%	26.3%	41.8%	36.6%
	\$100-\$199	21.7%	12.4%	23.6%	10.7%	20.4%	14.3%	11.9%	22.0%	16.9%	25.7%	10.5%	15.2%	18.5%
	\$200 or more	3.5%	9.1%	4.5%	3.6%	7.0%	3.9%	1.2%	2.3%	13.8%	2.9%	31.6%	3.8%	6.3%
	other/don't know	8.7%	3.3%	3.4%	10.7%	5.0%	8.4%	6.0%	8.3%	6.2%	5.7%	5.3%	6.3%	7.7%

			Age Group				Child <18 Downtown		Income Level					Gender	
			18-34	35-49	50-64	65 +	yes	no	under \$25,000	\$25,000- \$49,999	\$50,000- \$74,999	\$75,000- \$99,999	\$100,000 +	male	female
			%	%	%	%	%	%	%	%	%	%	%	%	%
23. Retail/boutique shopping	yes		62.6%	53.7%	52.8%	35.7%	58.2%	48.7%	46.4%	56.8%	52.3%	57.1%	84.2%	26.6%	60.6%
	no		16.5%	19.0%	11.2%	17.9%	15.9%	17.5%	22.6%	12.9%	15.4%	14.3%	0.0%	24.1%	13.9%
	other/don't know		20.9%	27.3%	36.0%	46.4%	25.9%	33.8%	31.0%	30.3%	32.3%	28.6%	15.8%	49.4%	25.4%
24. Biking	yes		24.3%	16.5%	18.0%	14.3%	18.9%	18.8%	13.1%	17.4%	24.6%	34.3%	10.5%	25.3%	17.1%
	no		44.3%	46.3%	30.3%	17.9%	42.3%	35.7%	40.5%	39.4%	35.4%	34.3%	57.9%	32.9%	40.4%
	other/don't know		31.3%	37.2%	51.7%	67.9%	38.8%	45.5%	46.4%	43.2%	40.0%	31.4%	31.6%	41.8%	42.5%
25. Antique shopping	yes		36.5%	37.2%	46.1%	42.9%	43.3%	32.5%	32.1%	40.2%	41.5%	34.3%	47.4%	30.4%	40.4%
	no		30.4%	27.3%	13.5%	10.7%	23.9%	24.0%	25.0%	22.0%	20.0%	31.4%	31.6%	24.1%	23.7%
	other/don't know		33.0%	35.5%	40.4%	46.4%	32.8%	43.5%	42.9%	37.9%	38.5%	34.3%	21.1%	45.6%	35.9%
26. Golf	yes		9.6%	10.7%	10.1%	14.3%	10.4%	10.4%	3.6%	9.8%	18.5%	17.1%	15.8%	22.8%	7.0%
	no		51.3%	48.8%	36.0%	10.7%	44.8%	41.6%	42.9%	40.9%	40.0%	51.4%	52.6%	35.4%	44.6%
	other/don't know		39.1%	40.5%	53.9%	75.0%	44.8%	48.1%	53.6%	49.2%	41.5%	31.4%	31.6%	41.8%	48.4%
27. Seeing live music	yes		67.0%	59.5%	53.9%	35.7%	61.2%	53.9%	46.4%	59.1%	70.8%	68.6%	52.6%	55.7%	58.2%
	no		17.4%	14.0%	12.4%	7.1%	15.9%	12.3%	17.9%	9.8%	9.2%	22.9%	15.8%	13.9%	14.3%
	other/don't know		15.7%	26.4%	33.7%	57.1%	22.9%	33.8%	35.7%	31.1%	20.0%	8.6%	31.6%	30.4%	27.5%
28. Walking/hiking	yes		49.6%	54.5%	46.1%	28.6%	49.3%	46.1%	40.5%	50.8%	47.7%	60.0%	57.9%	44.3%	48.1%
	no		23.5%	20.7%	15.7%	14.3%	20.9%	18.8%	25.0%	18.9%	15.4%	14.3%	15.8%	19.0%	20.2%
	other/don't know		27.0%	24.8%	38.2%	57.1%	29.9%	35.1%	34.5%	30.3%	36.9%	25.7%	26.3%	36.7%	31.7%
29. Fine dining	yes		70.4%	73.6%	74.2%	71.4%	73.1%	68.8%	56.0%	77.3%	69.2%	85.7%	78.9%	67.1%	71.4%
	no		13.0%	9.1%	4.5%	7.1%	10.0%	9.1%	16.7%	6.1%	7.7%	8.6%	10.5%	6.3%	10.1%
	other/don't know		16.5%	17.4%	21.3%	21.4%	16.9%	22.1%	27.4%	16.7%	23.1%	5.7%	10.5%	26.6%	18.5%

			Age Group				Child <18 Downtown		Income Level					Gender	
			18-34	35-49	50-64	65 +	yes	no	under \$25,000	\$25,000- \$49,999	\$50,000- \$74,999	\$75,000- \$99,999	\$100,000 +	male	female
			%	%	%	%	%	%	%	%	%	%	%	%	%
Age Group	18-34		100.0%	0.0%	0.0%	0.0%	42.1%	19.6%	34.9%	40.0%	25.0%	25.7%	10.5%	27.3%	34.1%
	35-49		0.0%	100.0%	0.0%	0.0%	41.5%	26.4%	37.3%	28.8%	42.2%	34.3%	52.6%	33.8%	34.4%
	50-64		0.0%	0.0%	100.0%	0.0%	12.3%	41.9%	18.1%	22.4%	26.6%	34.3%	36.8%	27.3%	24.6%
	65 +		0.0%	0.0%	0.0%	100.0%	4.1%	12.2%	9.6%	8.8%	6.3%	5.7%	0.0%	11.7%	6.9%

			Age Group				Child <18 Downtown		Income Level					Gender	
			18-34	35-49	50-64	65 +	yes	no	under \$25,000	\$25,000- \$49,999	\$50,000- \$74,999	\$75,000- \$99,999	\$100,000 +	male	female
			%	%	%	%	%	%	%	%	%	%	%	%	%
Child <18 Downtown	yes		73.9%	67.5%	27.9%	30.8%	100.0%	0.0%	53.6%	61.8%	60.0%	58.8%	52.6%	44.9%	59.9%
	no		26.1%	32.5%	72.1%	69.2%	0.0%	100.0%	46.4%	38.2%	40.0%	41.2%	47.4%	55.1%	40.1%

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	Age Group				Child <18 Downtown		Income Level					Gender	
	18-34	35-49	50-64	65 +	yes	no	under \$25,000	\$25,000- \$49,999	\$50,000- \$74,999	\$75,000- \$99,999	\$100,000 +	male	female
	%	%	%	%	%	%	%	%	%	%	%	%	%
Income Level													
	under \$25,000						100.0%	0.0%	0.0%	0.0%	0.0%	20.8%	26.4%
	\$25,000-\$49,999						0.0%	100.0%	0.0%	0.0%	0.0%	42.9%	38.4%
	\$50,000-\$74,999						0.0%	0.0%	100.0%	0.0%	0.0%	16.9%	20.2%
	\$75,000-\$99,999						0.0%	0.0%	0.0%	100.0%	0.0%	13.0%	9.7%
	\$100,000 +						0.0%	0.0%	0.0%	0.0%	100.0%	6.5%	5.4%

	Age Group				Child <18 Downtown		Income Level					Gender	
	18-34	35-49	50-64	65 +	yes	no	under \$25,000	\$25,000- \$49,999	\$50,000- \$74,999	\$75,000- \$99,999	\$100,000 +	male	female
	%	%	%	%	%	%	%	%	%	%	%	%	%
Gender													
	male						19.0%	25.0%	20.0%	28.6%	26.3%	100.0%	0.0%
	female						81.0%	75.0%	80.0%	71.4%	73.7%	0.0%	100.0%

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