

DOWNTOWN
REVITALIZATION &
ECONOMIC
ASSISTANCE FOR
MISSOURI

FEBRUARY 2009

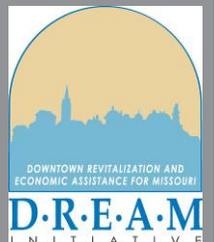
VISITOR SURVEY REPORT

FINAL SURVEY FINDINGS AND RESULTS

Mexico, Missouri



PGA



ACKNOWLEDGMENTS



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



PLANNING CONSULTANT



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SECTION I EXECUTIVE SUMMARY

In the summer and fall of 2008, UNICOM-ARC coordinated with the City of Mexico to conduct a visitor survey in various locations throughout Downtown using volunteers to conduct the surveys. Data was entered directly into PDA's or into a website by volunteers. The purpose of the survey was to learn about perceptions of and priorities for Downtown in collaboration with the DREAM Initiative.

One hundred and ninety-nine (199) interviews were completed by individuals residing in various zip codes outside of Mexico. (Residents living in the 65265 zip code were excluded from taking the survey.)

A. VISITING DOWNTOWN MEXICO

Respondents were asked several questions about Downtown Mexico. They were first asked the main purpose of their current visit to Downtown. Two-thirds of respondents (66.8%) indicated that their main purpose for visiting Downtown that day was to attend a special event. Of those attending the special event, most were viewing a production of "A Christmas Carol," or visiting the "Santa Train." Much smaller percentages answered "visiting family and friends" (10.9%), "shopping" (9.8%) and "business" (6.2%).

Close to nine in ten (85.1%) respondents said that they had visited Downtown Mexico before, although most said that they do not come Downtown on a regular basis. A plurality of respondents (37.6%) reported visiting Downtown "more than once a year but less than once a month," while 30.3% said that they come Downtown "one to five times a month." Smaller percentages said that they come Downtown "once a year or less" (12.7%) or "more than five times a month" (13.9%).

B. ACTIVITIES ON THIS VISIT TO DOWNTOWN

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

- Attend a special event (77.2%)
- Dining (52.8%)
- Shopping (51.4%)

Smaller percentages of respondents reported doing three other activities tested in this section:

- Conducting business (19.8%)
- Government/Post Office (10.9%)
- Nightlife/entertainment (6.1%)

When asked to indicate the “top two reasons [they] most often visit Downtown Mexico,” significant percentages of respondents answered shopping (53.9%), special events (50.3%) and dining (25.4%) as one of their top two reasons for visiting Downtown. Smaller percentages answered “conducting business” (17.6%).

Most (79.1%) respondents indicated that they were not staying overnight in Mexico on this visit. Of this group, a strong majority (62.5%) stated that they were staying with family or friends, with almost one in five (17.5%) responding that they were staying in a hotel/motel/bed and breakfast in Mexico.

Nearly two in five (37.3%) respondents said they would spend less than \$50 on this visit to Downtown excluding lodging, and an additional 28.5% said they would spend between \$50 and \$99. Very few said they would spend over \$100 (14.5%).

Respondents were also asked whether “any children under the age of 18” came with them on this visit to Downtown. Three in five (58.3%) said that a child under the age of 18 had accompanied them on this visit. This may be because many were visiting the Santa Train.

C. USING DOWNTOWN MEXICO

Respondents were asked about the ease and convenience of Downtown Mexico. A solid majority (56.6%) said that it is “very” easy to find their way around Downtown. Overall, almost nine in ten (86.7%) respondents said that it was “very” or “somewhat” easy to do so. Three-fourths (76.3%) of respondents said that parking Downtown is “very” or “somewhat” convenient, and a smaller majority (64%) indicated that Downtown business hours are “very” or “somewhat” convenient, with a plurality (41.8%) answering “somewhat convenient.”

D. ADDITIONS AND IMPROVEMENTS TO DOWNTOWN MEXICO

When asked “what kinds of businesses” would make them more likely to visit Downtown Mexico, a plurality of respondents cited one item¹: clothing stores (28.7%). More than 20% of respondents cited only one other item: “more shops in general” (21.8%).

Smaller percentages cited five additional items:

- Antique shops (19.7%)
- Bakery (13.3%)
- Sporting goods store (12.8%)
- Shoe store (11.2%)
- Bookstore (10.1%)

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

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

- Family restaurants (60.5%)
- Children’s attractions/activities (29.5%)
- Family events (28.9%)

Respondents were also asked “what other physical improvements do you think would make Downtown Mexico more appealing.” Again, interviewers recorded respondents’ first two responses to this question. Only one response garnered a large percentage of respondents: “renovation of historic buildings” (35.9%). “Better maintained buildings” (16.3%), “more/better parking” (15.2%) and “fountains” (14.1%) were responses given by small percentages.

E. RESPONDENT PROFILE

Respondents were presented with a list of hobbies and asked to indicate if each was a hobby of theirs. Four hobbies were practiced by a majority:

- Walking/hiking (59.1%)
- Fine dining (54.0%)
- Retail/boutique shopping (52.3%)
- Antique shopping (52.2%)

Smaller percentages practiced the following hobbies:

- Hunting/fishing (49.7%)
- Camping (41.9%)
- Biking (28.9%)
- Golf (18.4%)

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

As stated previously, the purpose of the Visitor Survey was to learn about perceptions of and priorities for the downtown area in collaboration with the DREAM Initiative. The following tables provide an overview of the 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 Mexico today?	Special event (List Event)	66.8%
	Visiting family/friends	10.9%
	Shopping	9.8%
	Business	6.2%
	Dining	1.0%
	Government/Post Office	.5%
	Other (Specify)	4.7%

		%
3. Are you staying overnight in Mexico?	No	79.1%
	Yes	20.9%

		%
4. Where are you staying overnight in Mexico?	With family or friends	62.5%
	Hotel/motel/bed and breakfast in Mexico area	17.5%
	Campground/RV park	5.0%
	Other (specify)	15.0%

		%
5. Have you visited Downtown Mexico before today?	Yes	85.1%
	No	14.9%

		%
6. How often do you visit Downtown Mexico?	More than once a year but less than once a month	37.6%
	Once a year or less	12.7%
	One to five times per month	30.3%
	More than five times a month	13.9%
	Other (specify)	5.5%

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

	Yes	No	I don't know
	%	%	%
7a. Special event	77.2%	11.1%	11.7%
7b. Shopping	51.4%	34.1%	14.5%
7c. Dining	52.8%	29.5%	17.6%
7d. Nightlife/entertainment	6.1%	62.0%	31.9%
7e. Conducting business	19.8%	52.7%	27.5%
7f. Government/Post Office	10.9%	60.0%	29.1%

		%
8. What are the top two reasons you most often visit Downtown?	Shopping	53.9%
	Special event	50.3%
	Dining	25.4%
	Conducting business	17.6%
	Nightlife/Entertainment	3.6%
	Government/Post Office	3.6%
	This is my first visit to downtown Mexico.	3.6%
	Other	16.1%

		%	
9. How easy would you say it is to find your way around Downtown Mexico?	Very easy	56.6%	
	Somewhat easy	30.1%	
	Somewhat difficult	5.1%	
	Very difficult	1.0%	
	I don't know	7.1%	
	<i>Very/Somewhat easy</i>		<i>86.7%</i>
	<i>Very/Somewhat difficult</i>		<i>6.1%</i>

		%	
10. How convenient would you say that parking is Downtown?	Very convenient	30.9%	
	Somewhat convenient	45.4%	
	Somewhat inconvenient	9.8%	
	Very inconvenient	5.2%	
	I don't know	8.8%	
	<i>Very/Somewhat convenient</i>		<i>76.3%</i>
	<i>Very/Somewhat inconvenient</i>		<i>14.9%</i>

		%	
11. How convenient would you say that hours of Downtown business are?	Very convenient	22.2%	
	Somewhat convenient	41.8%	
	Somewhat inconvenient	5.7%	
	Very inconvenient	.5%	
	I don't know	29.9%	
	<i>Very/Somewhat convenient</i>		<i>63.9%</i>
	<i>Very/Somewhat inconvenient</i>		<i>6.2%</i>

	%	
12. Which kinds of restaurants or entertainment opportunities would make you more likely to visit Downtown Mexico?	Family restaurants	60.5%
	Children's attractions/activities	29.5%
	Family events	28.9%
	Fine dining	18.9%
	More special events	16.3%
	Microbrewery	13.2%
	Bands/live concerts/music in park	11.6%
	Skating rink	11.1%
	Deli/sandwich shop	8.4%
	Outdoor dining	5.8%
	Art Galleries/events	5.3%
	Activities for teenagers	3.2%
	Bars/nightlife	2.6%
	Game room/arcade/pool room	1.6%
Other	9.5%	

	%	
13. What other kinds of businesses do you think would make you more likely to visit Downtown Mexico?	Clothing stores	28.7%
	More shops (in general)	21.8%
	Antique shops	19.7%
	Bakery	13.3%
	Sporting goods store	12.8%
	Shoe store	11.2%
	Bookstore	10.1%
	Craft store	9.6%
	Gift shop	8.0%
	Coffee/shop/Internet cafe	8.0%
	Outdoor sporting goods store	6.4%
	Soda fountain/ice cream shop	5.9%
	Specialty/upscale shops	5.3%
	Organic grocery store	4.3%
	Art galleries/shops	4.3%
	Music store	2.7%
	Bed and breakfasts/lodging	1.6%
Other	16.5%	

		%
14. What other physical improvements do you think would make Downtown Mexico more appealing?	Renovation of historic buildings	35.9%
	Better maintained buildings	16.3%
	More/better parking	15.2%
	Fountains	14.1%
	Better landscaping/more flowers/less weeds	11.4%
	Benches/more greenspace	10.9%
	New/better sidewalks	5.4%
	Cleaner	4.9%
	More/better lighting	4.3%
	Better signage	3.8%
Make awnings all similar in terms of size and color	3.3%	
Paint buildings	2.7%	

		%
15. Excluding lodging, how much money are you likely to spend in Downtown Mexico during this visit?	less than \$50	37.3%
	\$50 - \$99	28.5%
	\$100 - \$199	8.3%
	\$200 or more	6.2%
	other/don't know	19.7%

Please indicate which of the following are hobbies of yours...

	Yes	No	I don't know
	%	%	%
16a. Retail/boutique shopping	52.3%	29.0%	18.8%
16b. Biking	28.9%	50.0%	21.1%
16c. Camping	41.9%	38.9%	19.2%
16d. Antique shopping	52.2%	31.5%	16.3%
16e. Hunting/fishing	49.7%	34.9%	15.4%
16f. Walking/hiking	59.1%	25.0%	15.9%
16g. Fine dining	54.0%	27.0%	19.0%
16h. Golf	18.4%	57.7%	23.9%

		%
17. In which of the following age groups are you?	18-34	25.0%
	35-49	31.1%
	50-64	31.1%
	65 or over	9.2%
	Other, don't know, refused	3.6%

		%
18. Did any children under the age of 18 come with you Downtown today?	Yes	58.3%
	No	37.0%
	Other, don't know	4.7%

		%
19. Which category best describes your annual household income from 2007?	Under \$25,000	7.8%
	\$25,000 to \$49,999	21.8%
	\$50,000 to \$74,999	25.4%
	\$75,000 to \$99,999	14.5%
	\$100,000 plus	11.9%
	Other, don't know, refused	18.7%

		%
20. Gender	Male	31.4%
	Female	68.6%

SECTION III

RESPONSES TO OPEN-ENDED QUESTIONS

2a. What is the main purpose of your visit to Downtown Mexico today?

Santa Train **(81)**

"A Christmas Carol" Performance at Presser Hall **(25)**

Walk Back In Time Event **(6)**

Also working/Dining

Attending WWII event with friends at Historical society

B&B

Business at the Court House.

Fundraiser at coahs pizza

Holiday Train

My daughter-in-law is in play

Planning to move to Mexico

Play

Play

Remember This Scrapbooks store and Downtown open house

Santa

Santa

Scrapbook store

Sunset Festivals

Teach there

Theatre

Visiting my son and granddaughter

WWII time line event

4a. Where are you staying overnight in Mexico?

La Paz (Bed and Breakfast) **(4)**

Bed and Breakfast

Day's Inn

Parents

Stayed with my son

Used to be called Amerihost

Walk Back Grounds

With the re-enactors

6a. How often do you visit Downtown Mexico?

Work (2)

Everyday (2)

2 to 3 times a week

About 4 times each year.

After attending the WBiT event, my wife and I go to Mexico, MO 5-7 times a year.

County worker

Daily Monday Thur Friday [work]

Doctor appointments and visit friends

Hasn't for years

Have attended other WWII related events here in the past

I visit Presser for a variety of things and also go to Wal-Mart and McDonalds and El Vaquero

Frequently

Never been here before

Parents do not really come to downtown

Pick up my great grand children and bring home

Three days a week for my job

Travel frequently to Mexico for work

Usually walk back in time or when going to Columbia which can be only a few weeks or so at a Time

Work two days a week and shopping

8a. What are the top two reasons you most often visit Downtown Mexico?

Family (11)

Work (4)

Business

Christmas play

Doctor

Doctor visit

Fabric shop and doctor or dentist

Family events/holidays and work travel

Family Friends

Golf

Jury duty and Pearl Motor Service and sales

Parents

Play

Take my family out to eat

Visit

Visit mom at store she works at

Visit with friends

Walk back in time

WBiT event, shop in the Downtown area.

12a. What kinds of restaurants or entertainment opportunities would make you more likely to visit Downtown Mexico?

None (3)

No (2)

?

A buffet would be nice

Better and cleaner

Historical Events

It would be nice to have a bigger selection of restaurants.

Like the junction

Mall

More "necessity" type shops...shoes, clothing, etc.

Music

Something more than burgers/fries

Specialty shop

The only restaurant we like is "China Star" and Pizza place on the square

Walking route for exercise and as a no cost event/reason to visit downtown.

Women's store

13a. What other kinds of businesses do you think would make you more likely to visit Downtown Mexico?

Restaurant (4)

Actually do think a business could compete with Wal-Mart.

All

ALL OF THE ABOVE. Mexico could use more shops to compete with other town of its size and larger towns that Mexico should strive to become.

Christian book store

Farm store

I miss JC Penny and the clothing stores

Music venues

No

None

None

None

Nothing do not like town anymore

Roller rink

Show

Something different

There are too many vacant stores now.

Toy store

Wedding

Wendy's

14a. What other physical improvements do you think would make Downtown Mexico more appealing?

?

Appearance is okay - don't think it would make a difference

Bathroom

Better maintain roads

Birds removal

Doesn't like one way streets

Is the block around the Courthouse one lane or two? I can never tell.

Its fine

Less one way streets

Looks good now

More restrooms

No one way streets

Not sure

Ok

Ok

Paint ADM

Please maintain brick sidewalks uneven bricks can cause falls

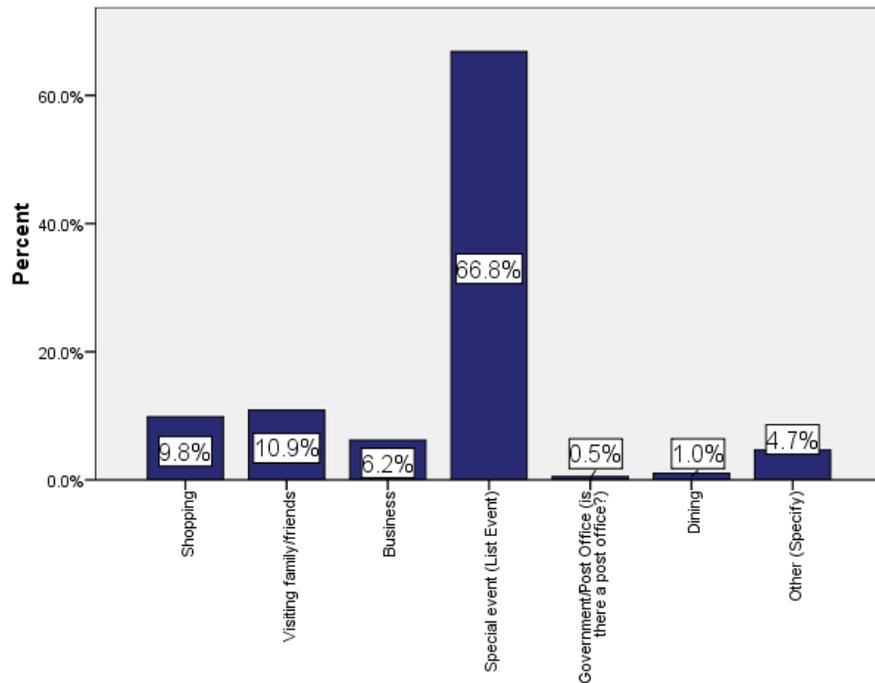
Renovate the older buildings and bring out the charm of the history of Mexico

Restrooms

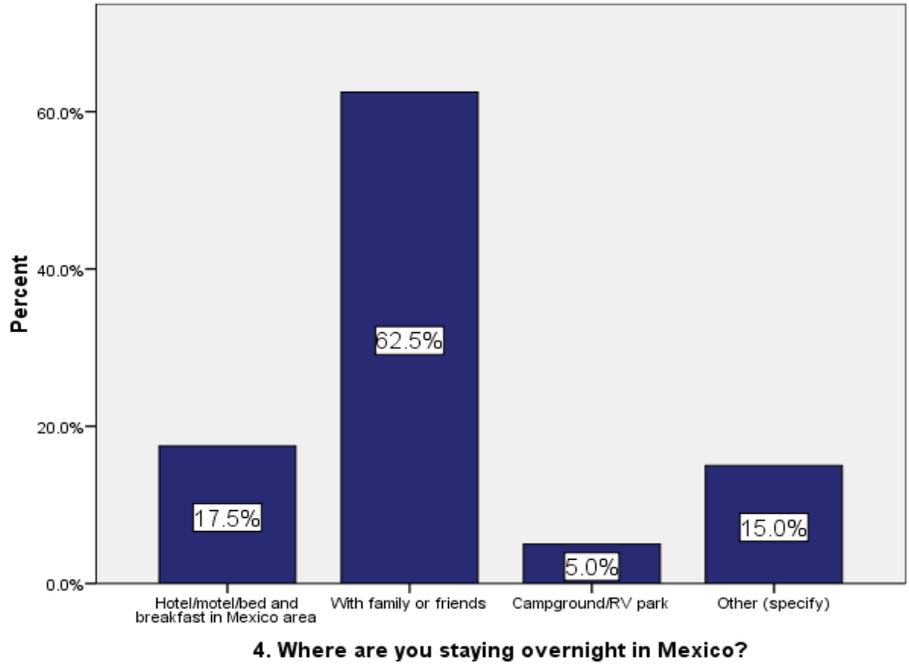
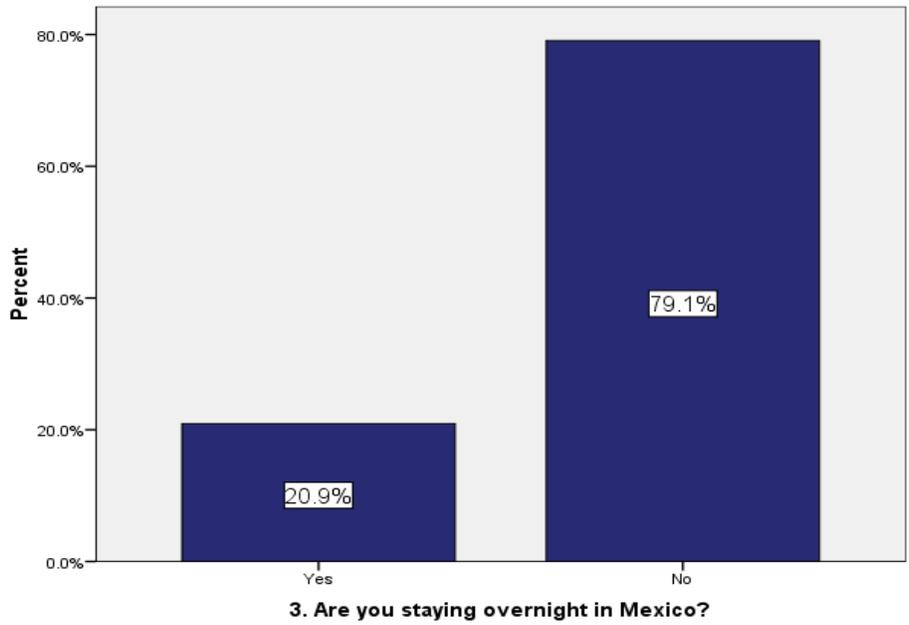
Show

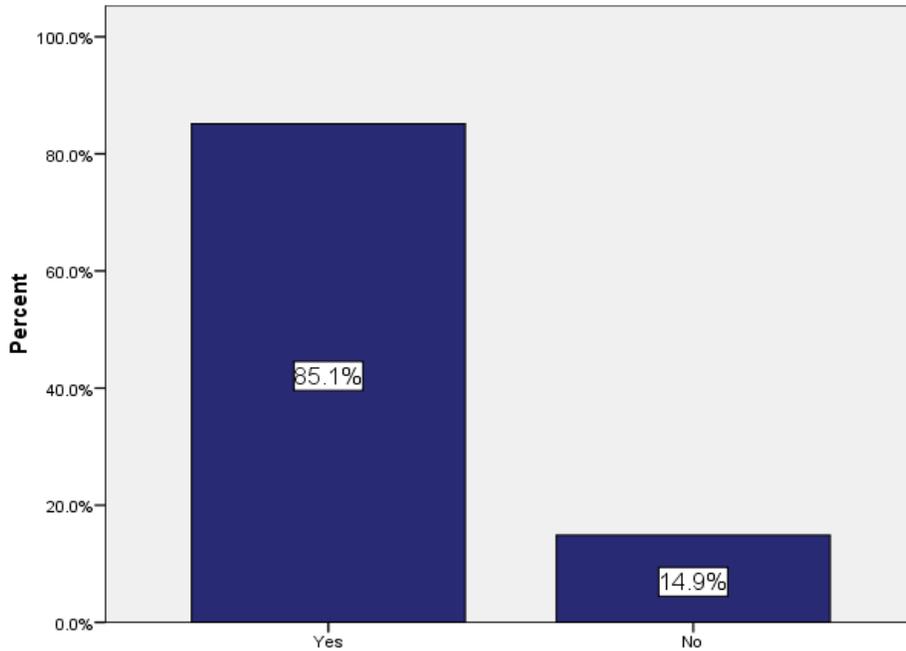
SECTION IV

VISITOR BAR CHARTS

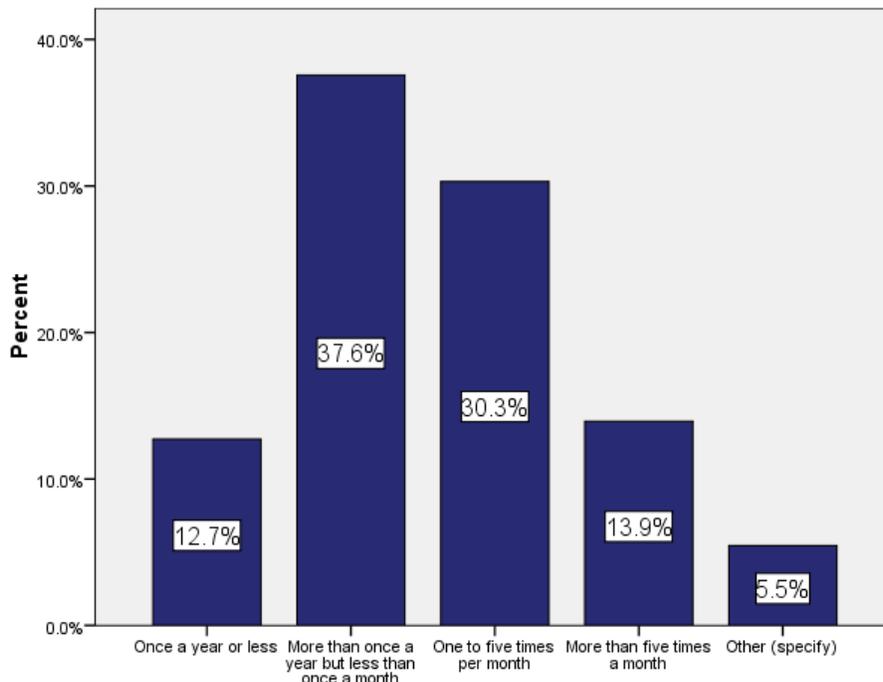


2. What is the main purpose of your visit to Downtown Mexico today?

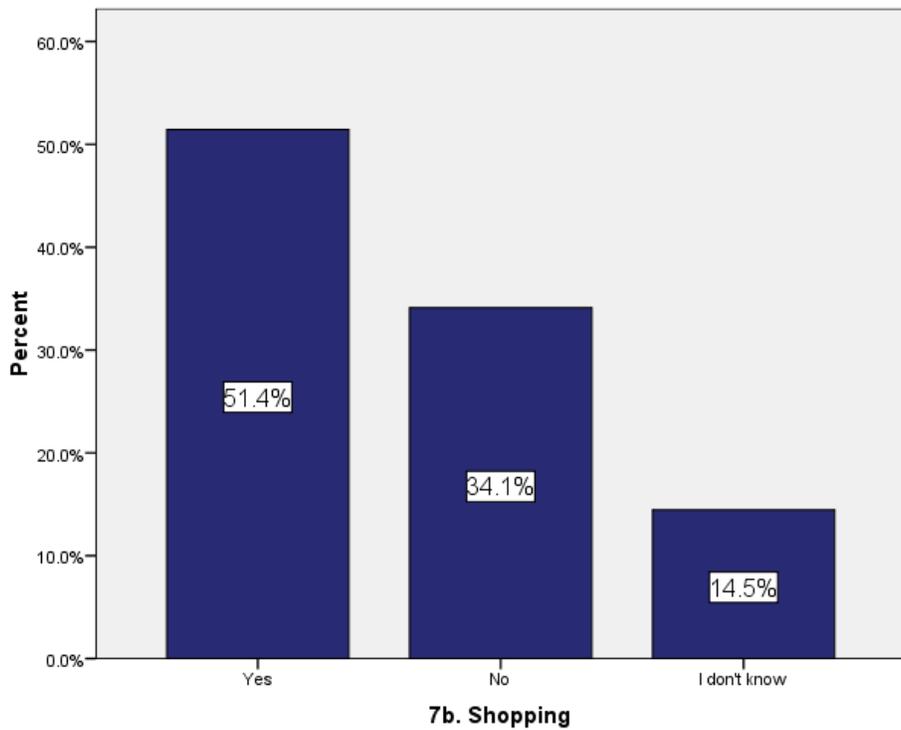
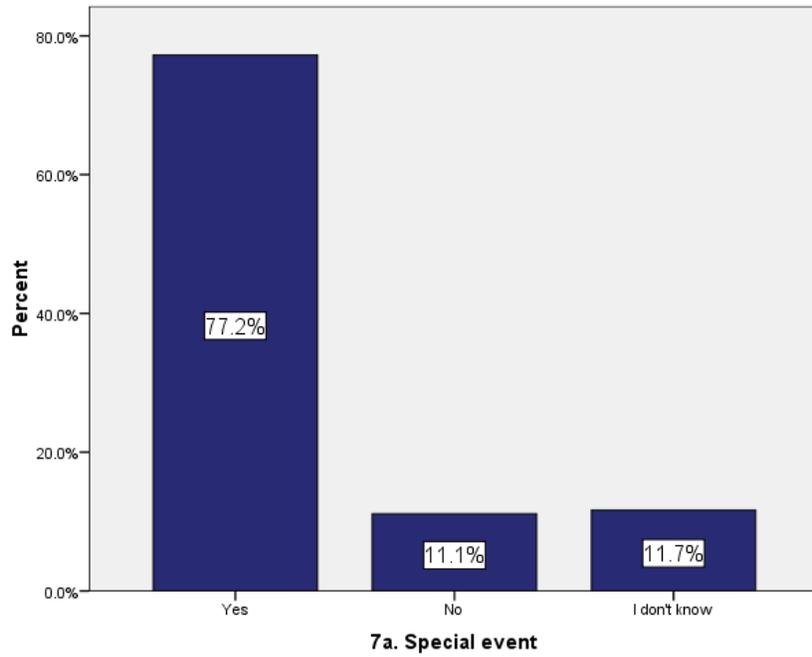


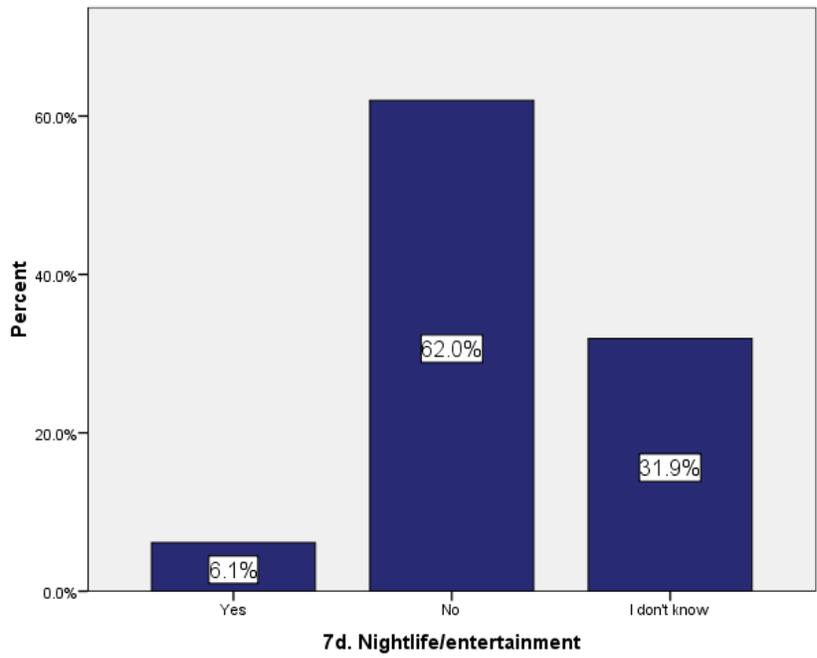
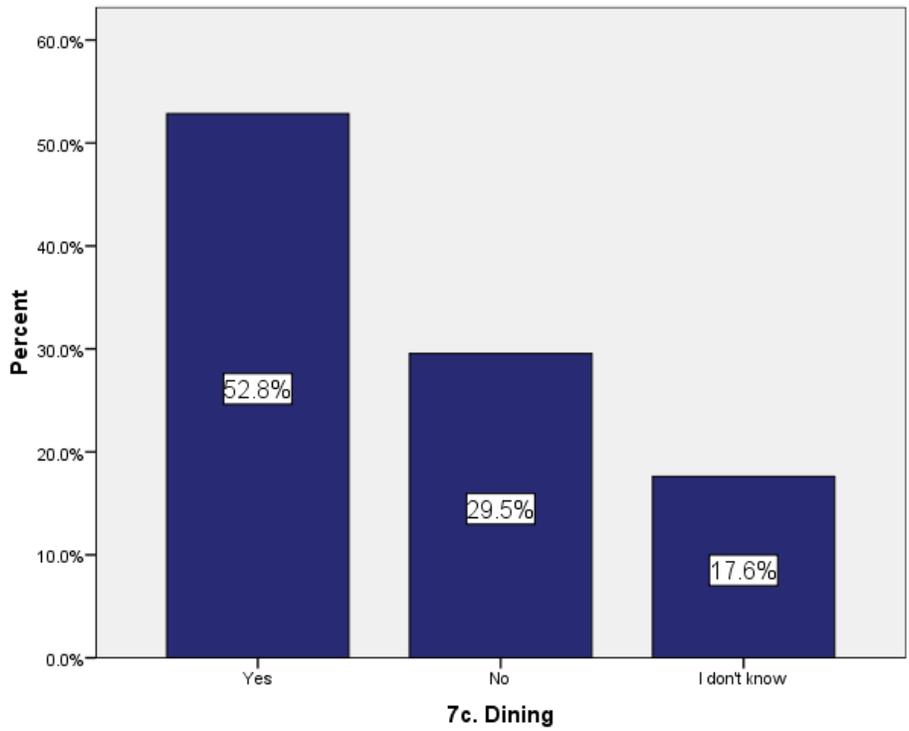


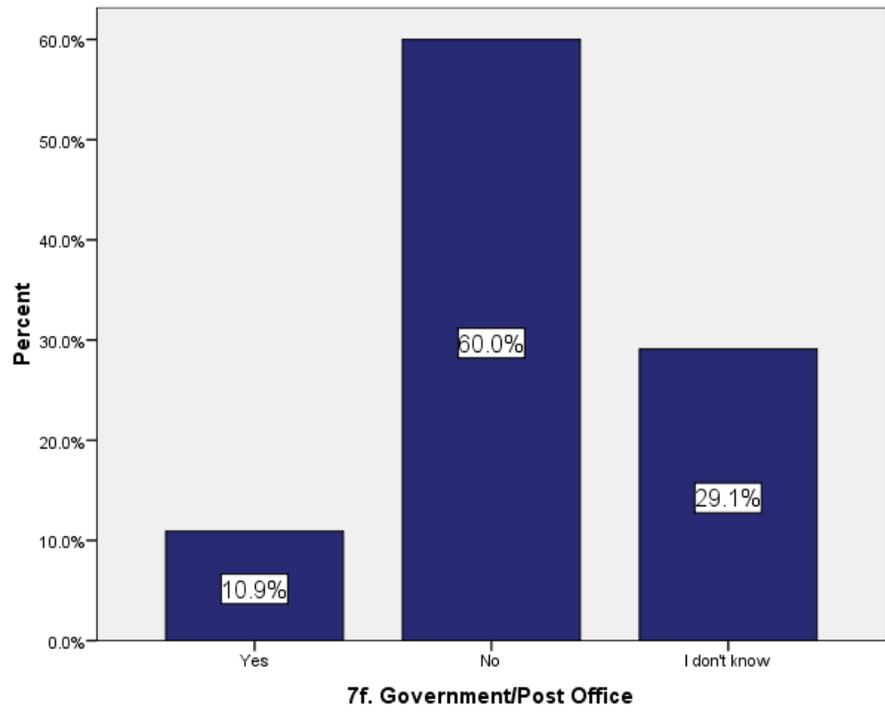
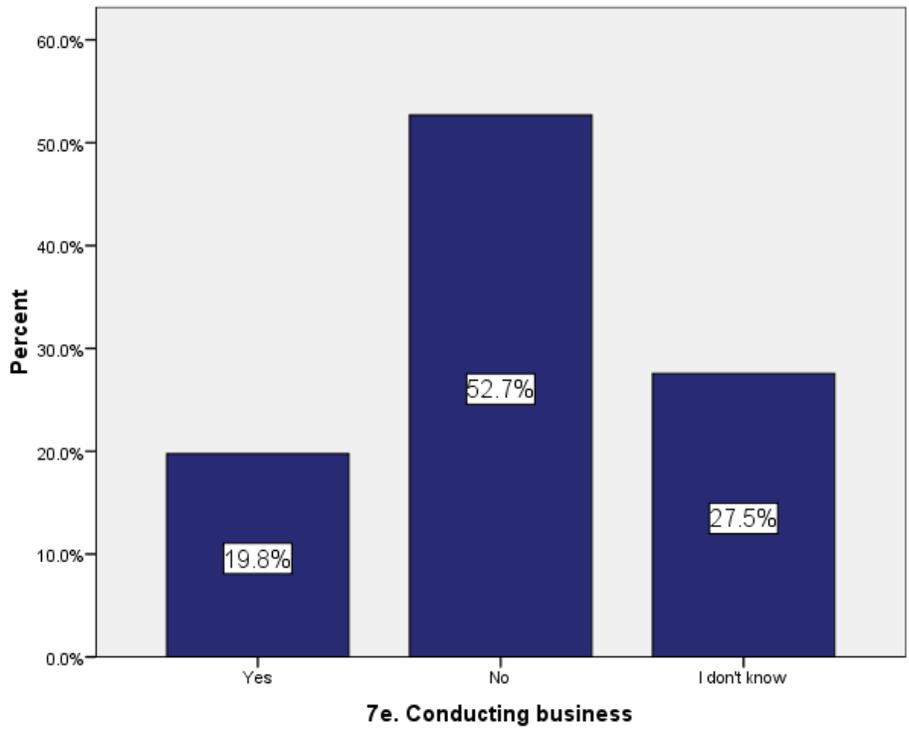
5. Have you visited Downtown Mexico before today?

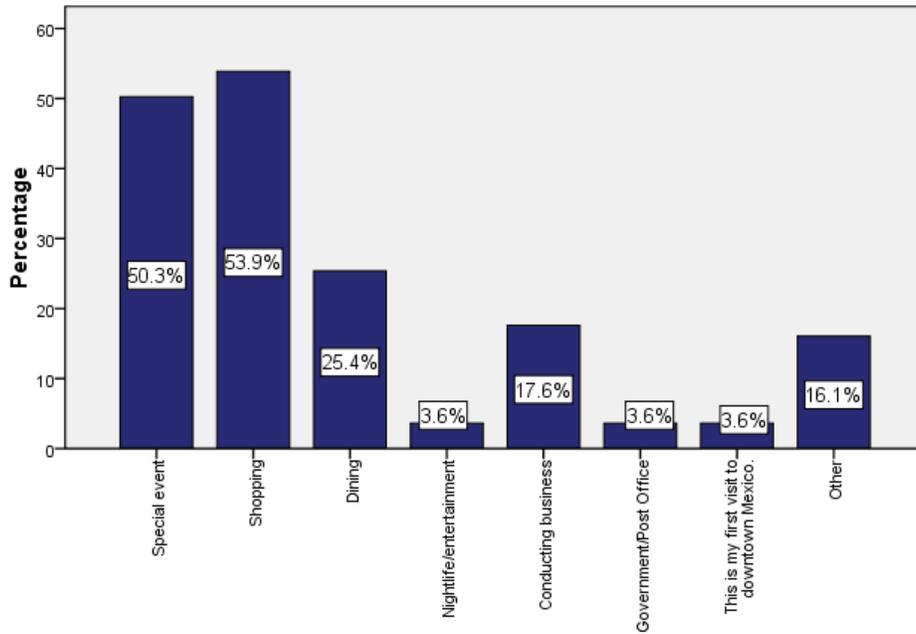


6. How often do you visit Downtown Mexico?

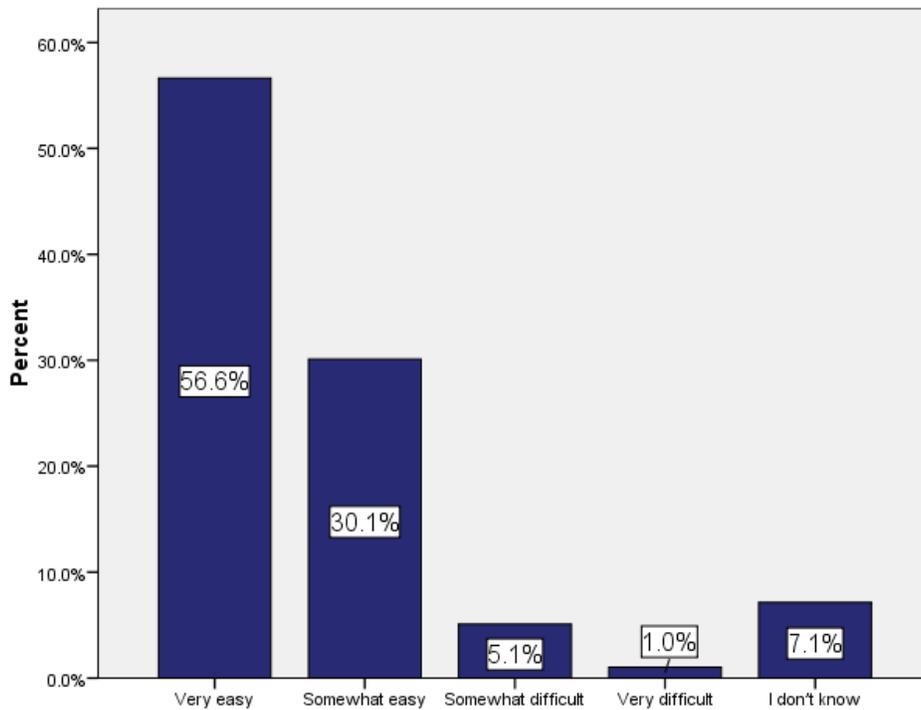




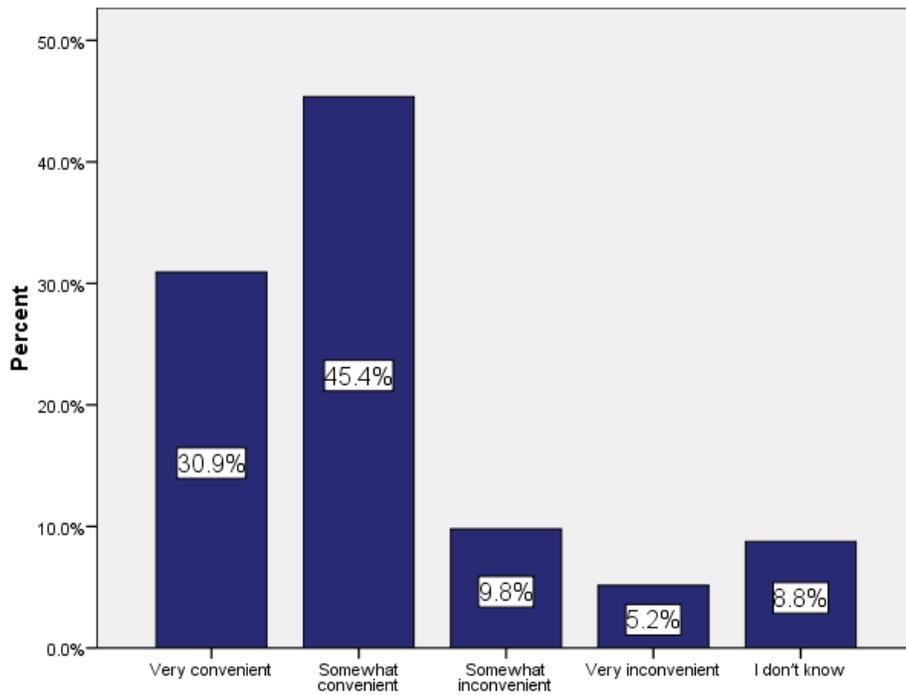




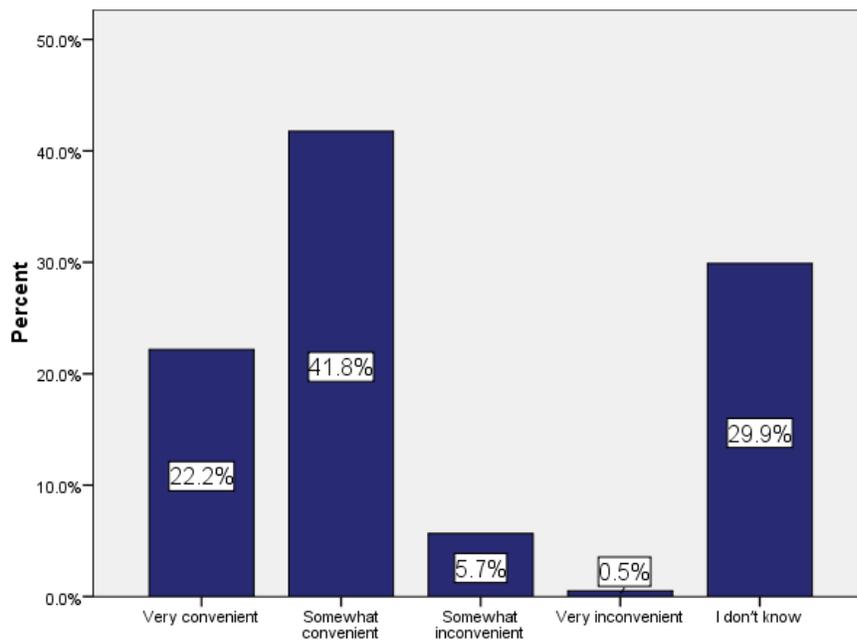
8. What are the top two reasons you most often visit Downtown Mexico?



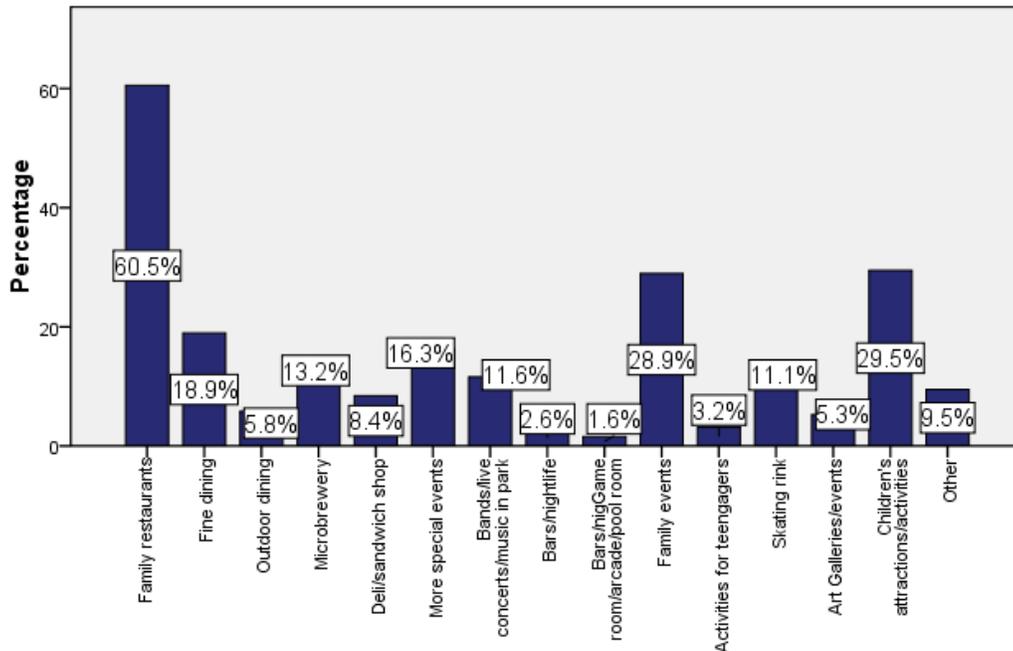
9. How easy would you say it is to find your way around Downtown Mexico?



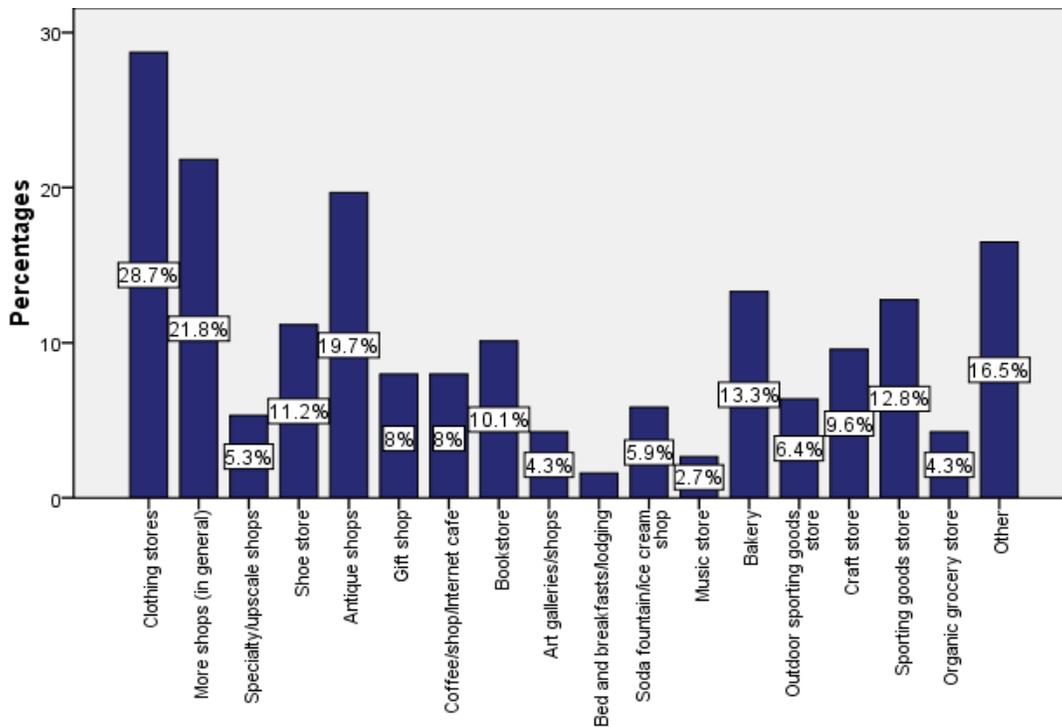
10. How convenient would you say that parking is Downtown?



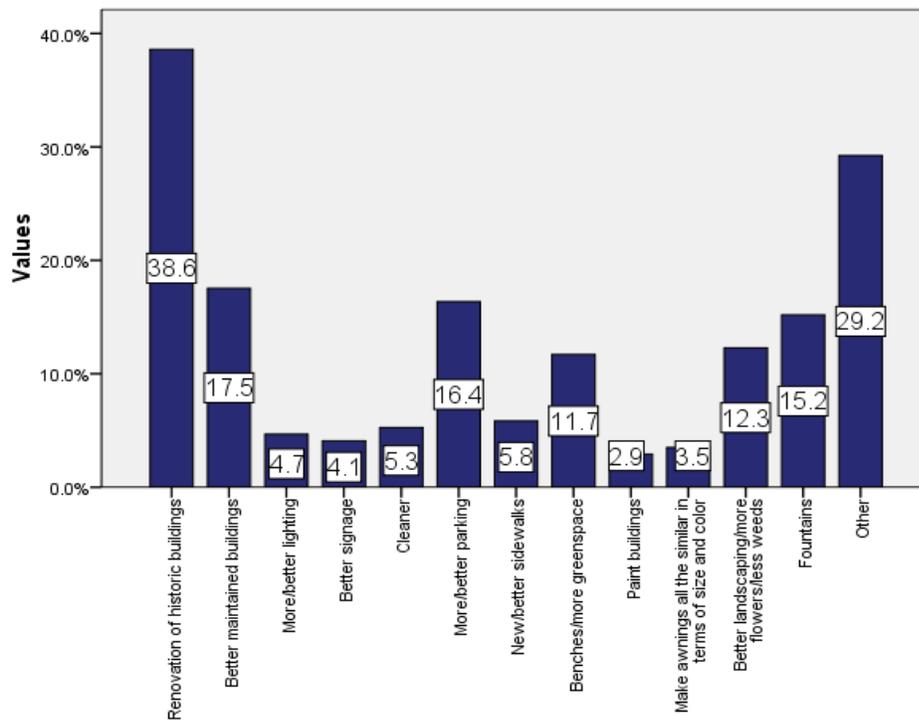
11. How convenient would you say that hours of Downtown businesses are?



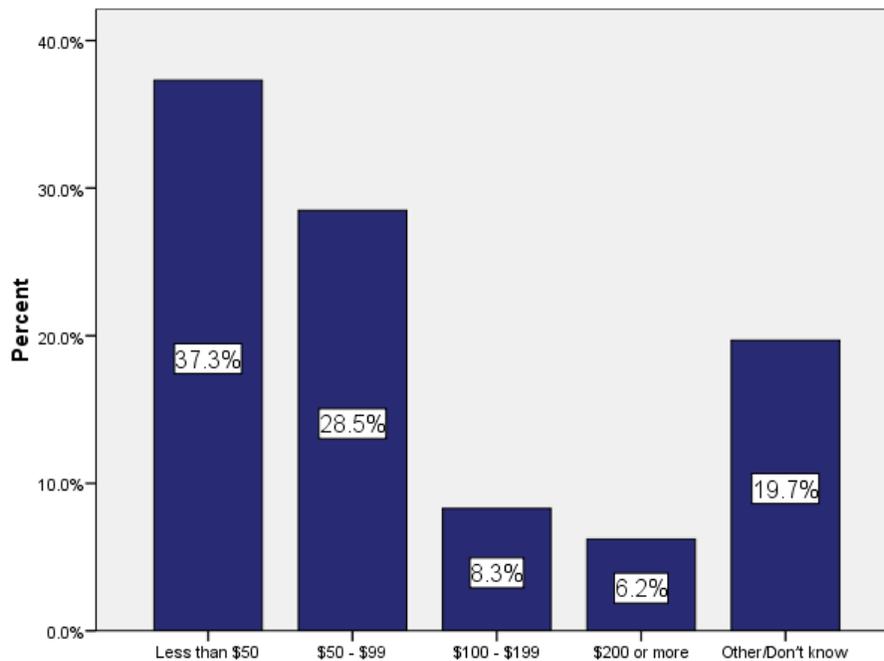
12. What kinds of restaurants or entertainment opportunities would make you more likely to visit Downtown Mexico?



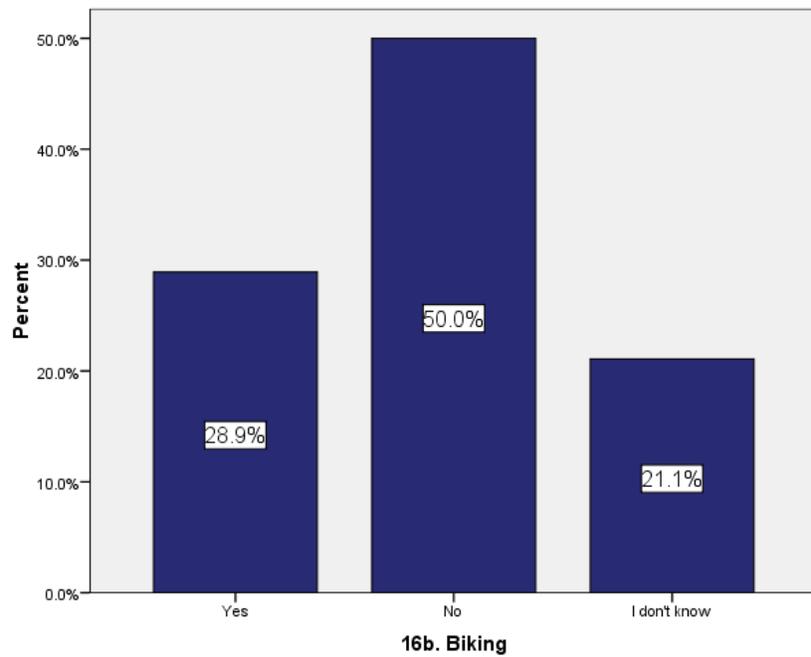
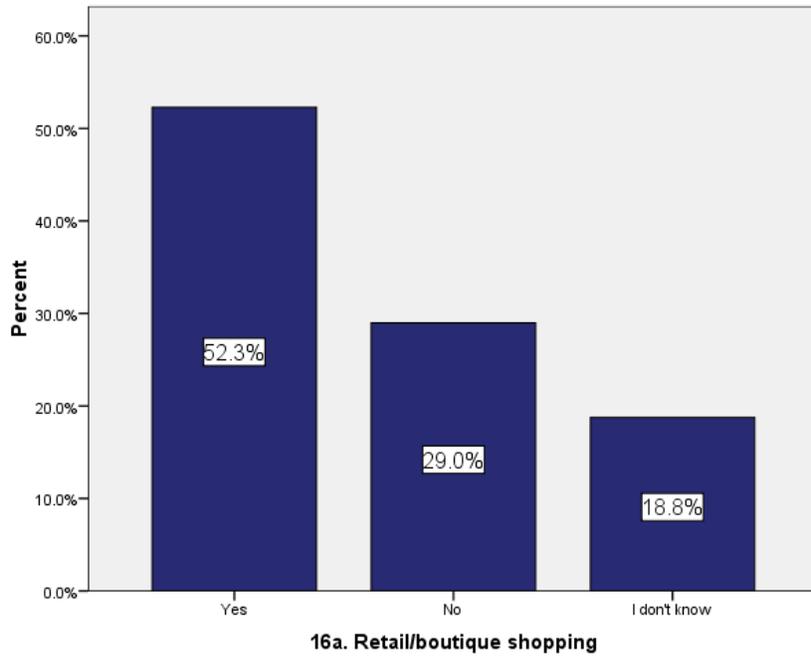
13. What other kinds of businesses do you think would make you more likely to visit Downtown Mexico?

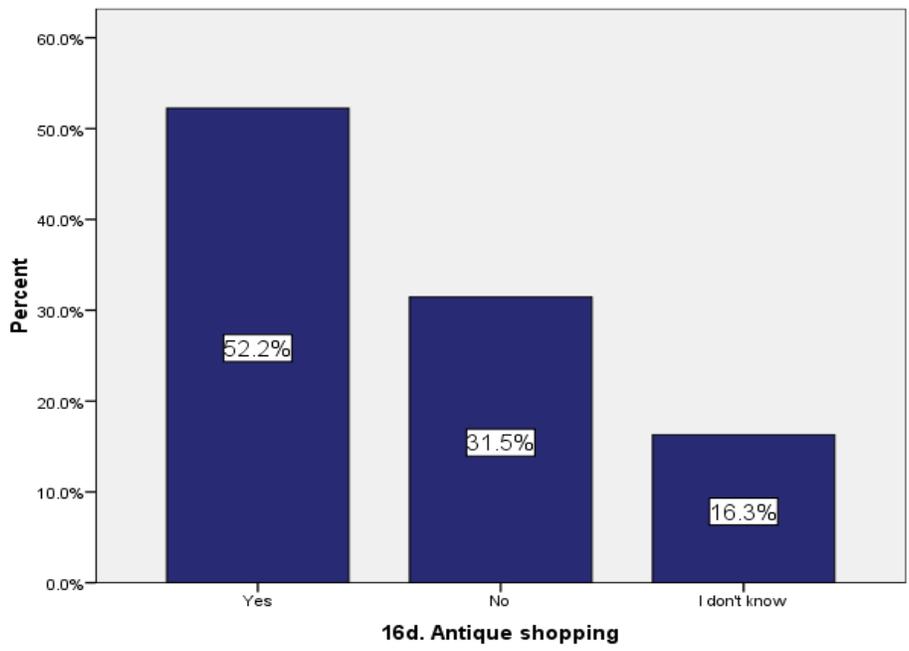
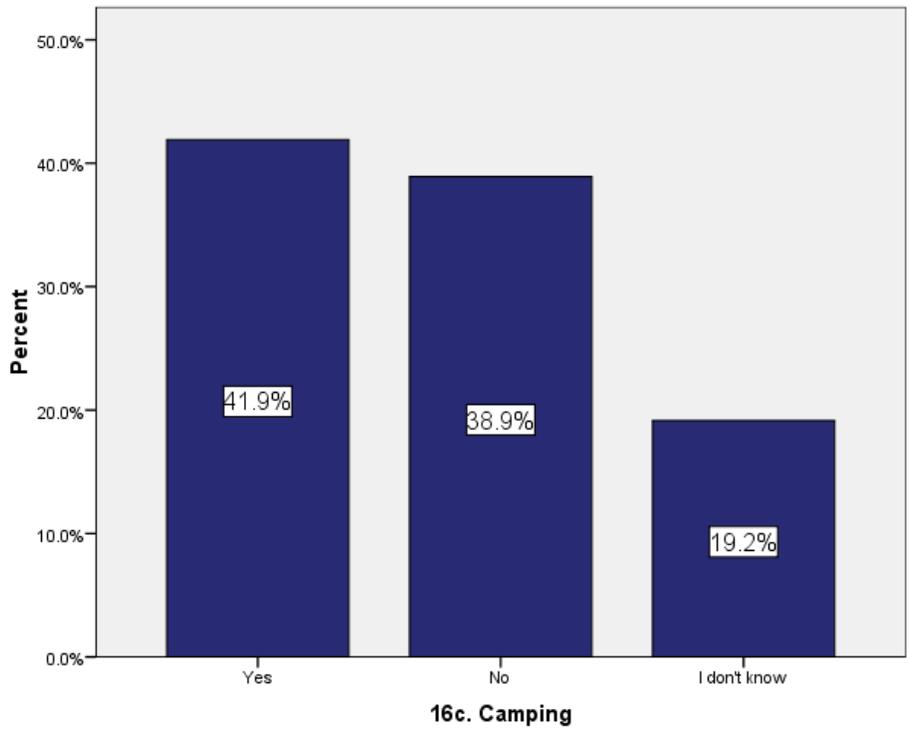


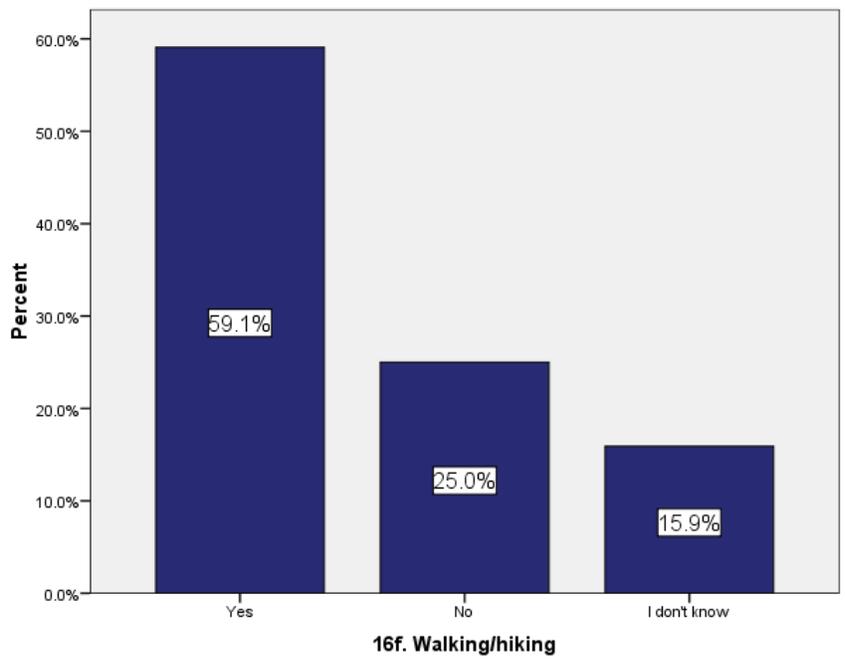
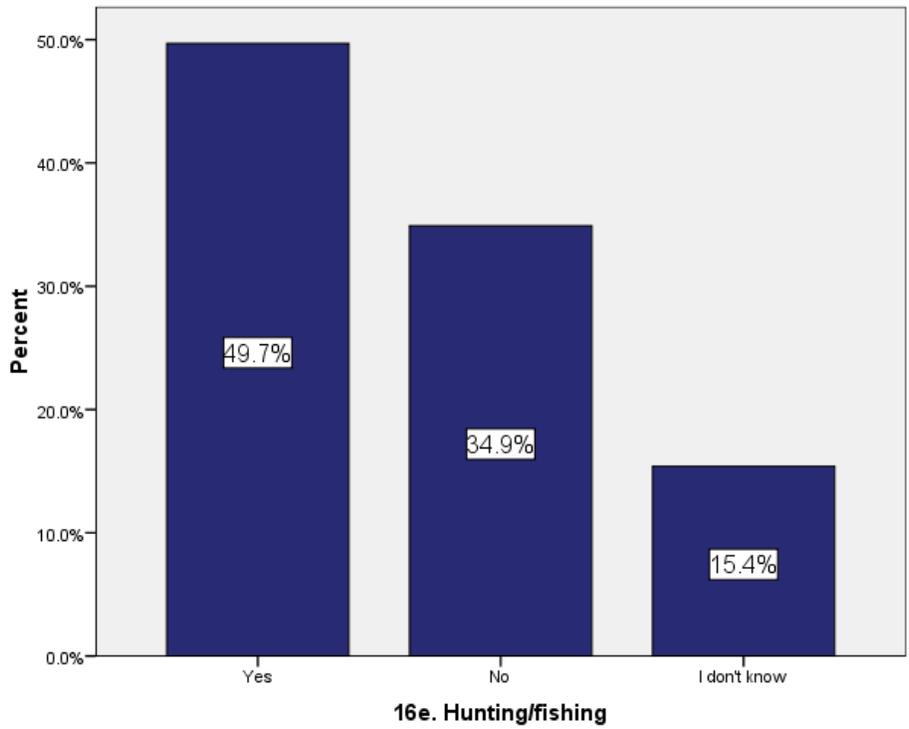
14. What other physical improvements do you think would make Downtown Mexico more appealing?

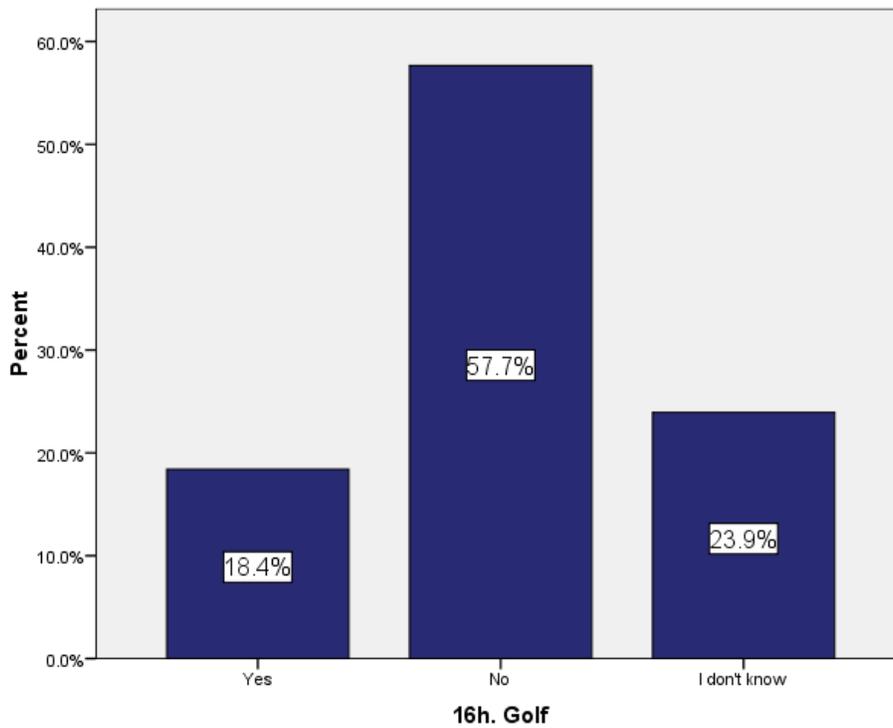
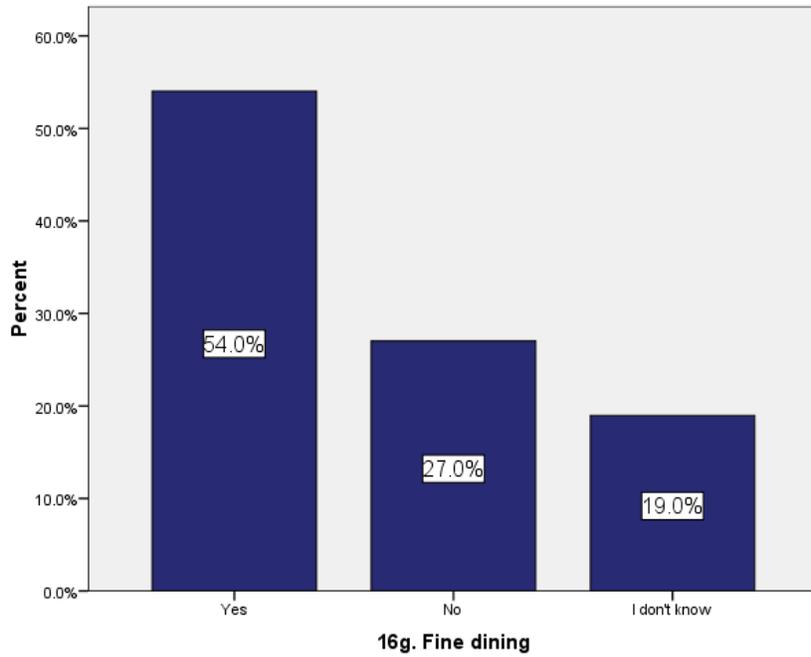


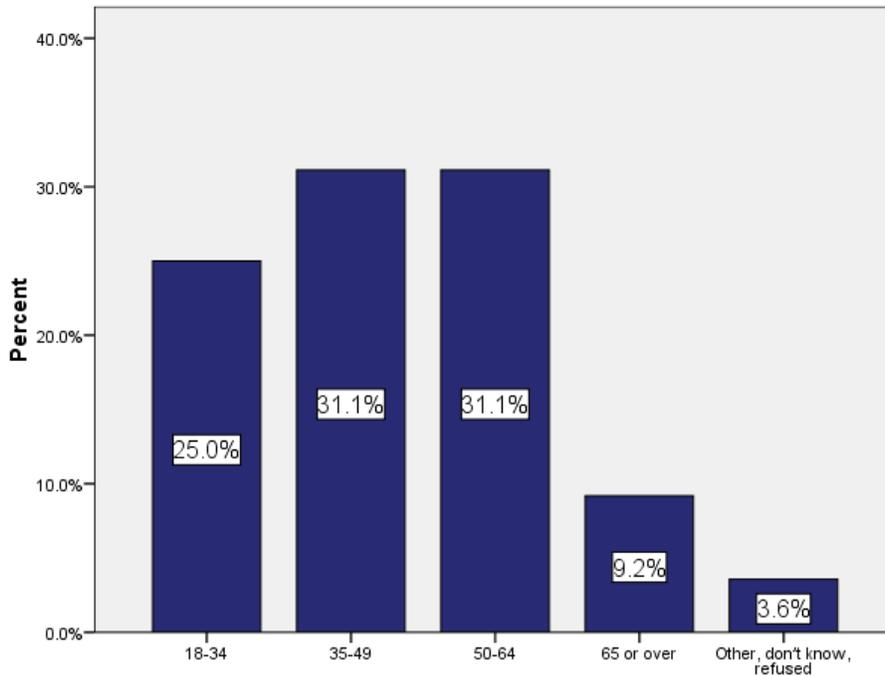
15. Excluding lodging, how much money are you likely to spend in Downtown Mexico during this vist?



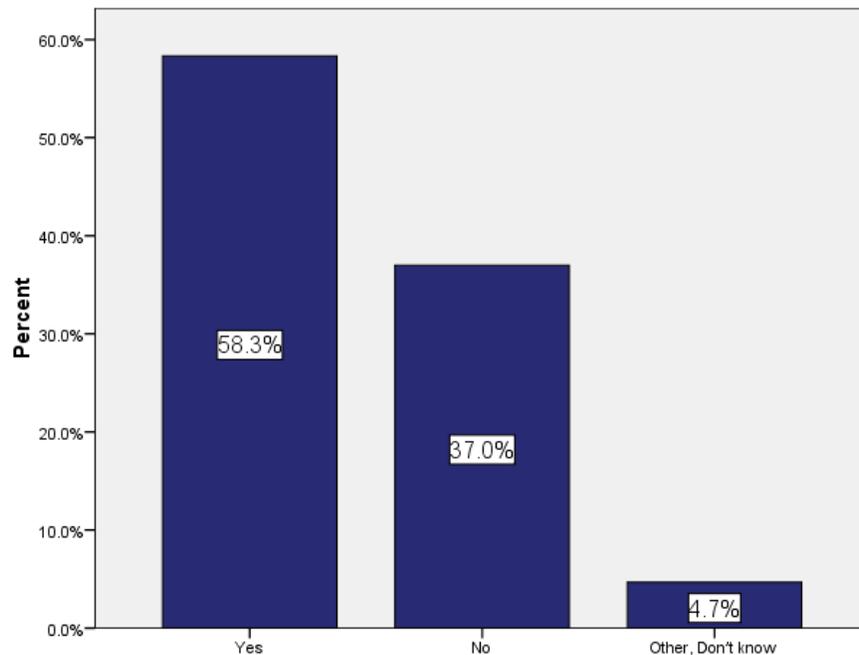




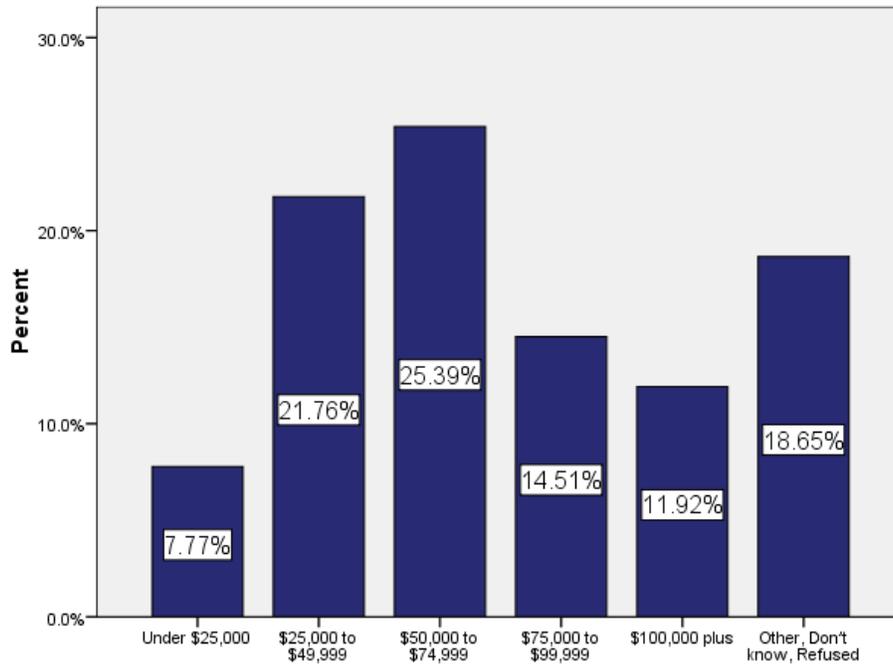




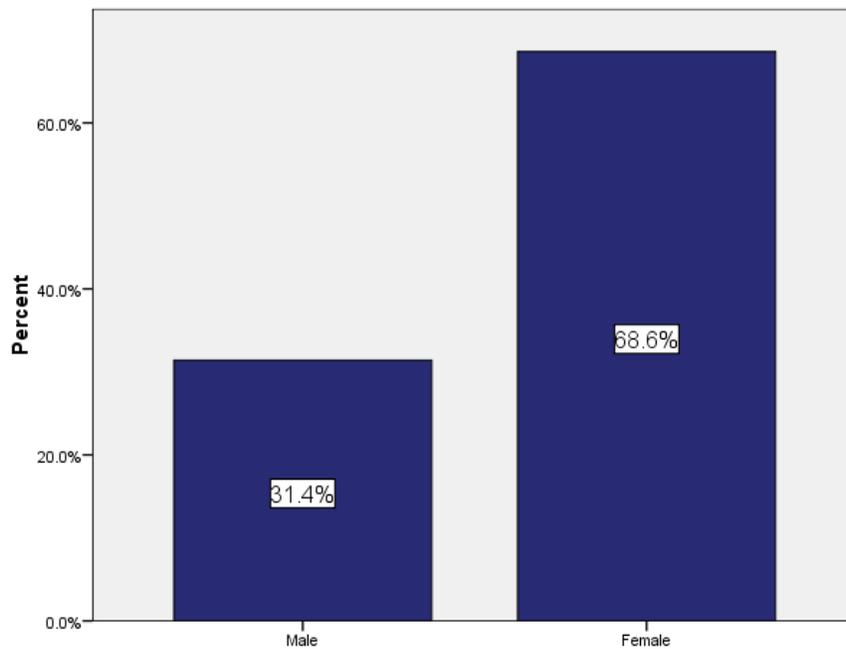
17. In which of the following age groups are you?



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



19. Which category that best describes your annual household income from 2007?



20. Gender

SECTION V QUESTIONNAIRE

1. **What is your zip code?**
(If respondent answers "65265," terminate interview.)
2. **What is the main purpose of your visit to Downtown Mexico today?**
- | | |
|---|---|
| <input type="checkbox"/> Shopping | <input type="checkbox"/> Government/Post Office |
| <input type="checkbox"/> Visiting family/friends | <input type="checkbox"/> Dining |
| <input type="checkbox"/> Business | <input type="checkbox"/> Other (Specify) |
| <input type="checkbox"/> Special event (List Event) | |
- Please specify
-
3. **Are you staying overnight in Mexico?**
- | | |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|
4. **Where are you staying overnight in Mexico?**
- | | |
|---|---|
| <input type="checkbox"/> Hotel/motel/bed and breakfast in Mexico area | <input type="checkbox"/> Campground/RV park |
| <input type="checkbox"/> With family or friends | <input type="checkbox"/> Other (specify) |
- Please specify
-
5. **Have you visited Downtown Mexico before today?**
- | | |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|
6. **6. How often do you visit Downtown Mexico?**
- | | |
|---|---|
| <input type="checkbox"/> Once a year or less | <input type="checkbox"/> More than five times a month |
| <input type="checkbox"/> More than once a year but less than once a month | <input type="checkbox"/> Other (specify) |
| <input type="checkbox"/> One to five times per month | |
- Please specify
-
7. **On this visit to Mexico, which of these activities do you plan to do specifically in the Downtown area?**
- | | Yes | No | I don't know |
|-------------------------|--------------------------|--------------------------|--------------------------|
| Special event | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Shopping | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Dining | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Nightlife/entertainment | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Conducting business | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Government/Post Office | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

8. What are the top two reasons you most often visit Downtown Mexico? Please select up to two responses.

- | | |
|--|---|
| <input type="checkbox"/> Special event | <input type="checkbox"/> Conducting business |
| <input type="checkbox"/> Shopping | <input type="checkbox"/> Government/Post Office |
| <input type="checkbox"/> Dining | <input type="checkbox"/> This is my first visit to Downtown |
| <input type="checkbox"/> Nightlife/entertainment | <input type="checkbox"/> Other (specify) |
- Please specify
-

9. How easy would you say it is to find your way around Downtown Mexico?

- | | |
|---|---|
| <input type="checkbox"/> Very easy | <input type="checkbox"/> Very difficult |
| <input type="checkbox"/> Somewhat easy | <input type="checkbox"/> I don't know |
| <input type="checkbox"/> Somewhat difficult | |

10. How convenient would you say that parking is Downtown?

- | | |
|--|--|
| <input type="checkbox"/> Very convenient | <input type="checkbox"/> Very inconvenient |
| <input type="checkbox"/> Somewhat convenient | <input type="checkbox"/> I don't know |
| <input type="checkbox"/> Somewhat inconvenient | |

11. How convenient would you say that hours of Downtown businesses are?

- | | |
|--|--|
| <input type="checkbox"/> Very convenient | <input type="checkbox"/> Very inconvenient |
| <input type="checkbox"/> Somewhat convenient | <input type="checkbox"/> I don't know |
| <input type="checkbox"/> Somewhat inconvenient | |

12. What kinds of restaurants or entertainment opportunities would make you more likely to visit Downtown Mexico?

Please select up to two responses.

- | | |
|--|--|
| <input type="checkbox"/> Family restaurants | <input type="checkbox"/> Game room/arcade/pool room |
| <input type="checkbox"/> Fine dining | <input type="checkbox"/> Family events |
| <input type="checkbox"/> Outdoor dining | <input type="checkbox"/> Activities for teenagers |
| <input type="checkbox"/> Microbrewery | <input type="checkbox"/> Skating rink |
| <input type="checkbox"/> Deli/sandwich shop | <input type="checkbox"/> Arts Galleries/events |
| <input type="checkbox"/> More special events | <input type="checkbox"/> Children's attractions/activities |
| <input type="checkbox"/> Bands/live concerts/music in park | <input type="checkbox"/> Other (specify) |
| <input type="checkbox"/> Bars/nightlife | |
- Please specify
-

13. What other kinds of businesses do you think would make you more likely to visit Downtown Mexico?

Please select up to two responses.

- | | |
|--|---|
| <input type="checkbox"/> Clothing stores | <input type="checkbox"/> Bed and breakfasts/lodging |
| <input type="checkbox"/> More shops (in general) | <input type="checkbox"/> Soda fountain/ice cream shop |
| <input type="checkbox"/> Specialty/upscale shops | <input type="checkbox"/> Music store |
| <input type="checkbox"/> Shoe store | <input type="checkbox"/> Bakery |
| <input type="checkbox"/> Antique shops | <input type="checkbox"/> Outdoor sporting goods store |
| <input type="checkbox"/> Gift shop | <input type="checkbox"/> Craft store |
| <input type="checkbox"/> Coffee shop/Internet cafe | <input type="checkbox"/> Sporting goods store |
| <input type="checkbox"/> Bookstore | <input type="checkbox"/> Organic grocery store |
| <input type="checkbox"/> Art galleries/shops | <input type="checkbox"/> Other (specify) |

Please specify

14. What other physical improvements do you think would make Downtown Mexico more appealing?

Please select up to two responses.

- | | |
|---|--|
| <input type="checkbox"/> Renovation of historic buildings | <input type="checkbox"/> Benches/more greenspace |
| <input type="checkbox"/> Better maintained buildings | <input type="checkbox"/> Paint buildings |
| <input type="checkbox"/> More/better lighting | <input type="checkbox"/> Make awnings all similar in terms of size and color |
| <input type="checkbox"/> Better signage | <input type="checkbox"/> Better landscaping/more flowers/less weeds |
| <input type="checkbox"/> Cleaner | <input type="checkbox"/> Fountains |
| <input type="checkbox"/> More/better parking | <input type="checkbox"/> Other (specify) |
| <input type="checkbox"/> New/better sidewalks | |

Please specify

15. Excluding lodging, how much money are you likely to spend in Downtown Mexico during this visit?

- | | |
|---|---|
| <input type="checkbox"/> less than \$50 | <input type="checkbox"/> \$200 or more |
| <input type="checkbox"/> \$50 - \$99 | <input type="checkbox"/> other/don't know |
| <input type="checkbox"/> \$100 - \$199 | |

16. Please indicate which of the following are hobbies of yours:

	Yes	No	I don't know
Retail/boutique shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Biking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Camping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Antique shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hunting/fishing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walking/hiking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fine dining	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Golf	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

- 18-34 65 or over
 35-49 Other, don't know, refused
 50-64

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

- Yes Other, don't know
 No

19. Which category that best describes your annual household income from 2007?

- Under \$25,000 \$75,000 to \$99,999
 \$25,000 to \$49,999 \$100,000 plus
 \$50,000 to \$74,999 Other, don't know, refused

20. Gender

- Male Female

SECTION VI

CROSS TABULATION

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

Mexico, Missouri

		Age				Children under 18		Income					Gender	
		18-34	35-49	50-64	65 or over	yes	no	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%
2. What is the main purpose of your visit to Downtown Mexico today?	Shopping	2.0%	9.8%	11.9%	23.5%	4.5%	16.2%	0.0%	7.3%	4.2%	3.6%	13.0%	6.8%	11.5%
	Visiting family/friends	12.2%	3.3%	18.6%	11.8%	6.2%	20.6%	6.7%	9.8%	12.5%	0.0%	43.5%	8.5%	12.3%
	Business	2.0%	3.3%	13.6%	5.9%	0.9%	16.2%	0.0%	7.3%	4.2%	7.1%	13.0%	10.2%	4.6%
	Special event (List Event)	77.6%	80.3%	47.5%	58.8%	83.9%	39.7%	93.3%	65.9%	70.8%	82.1%	30.4%	71.2%	63.8%
	Government/Post Office (is there a 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%	0.8%
	Dining	0.0%	0.0%	3.4%	0.0%	0.0%	2.9%	0.0%	2.4%	2.1%	0.0%	0.0%	0.0%	1.5%
	Other (Specify)	6.1%	3.3%	5.1%	0.0%	4.5%	4.4%	0.0%	7.3%	6.2%	7.1%	0.0%	3.4%	5.4%
		18-34	35-49	50-64	65 or over	yes	no	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	
3. Are you staying overnight in Mexico?	Yes	12.2%	14.8%	34.4%	16.7%	9.8%	39.4%	6.7%	16.7%	20.4%	14.3%	56.5%	20.0%	22.1%
	No	87.8%	85.2%	65.6%	83.3%	90.2%	60.6%	93.3%	83.3%	79.6%	85.7%	43.5%	80.0%	77.9%
		18-34	35-49	50-64	65 or over	yes	no	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	
4. Where are you staying overnight in Mexico?	Hotel/motel/bed and breakfast in Mexico area	0.0%	33.3%	19.0%	0.0%	9.1%	22.2%	0.0%	50.0%	0.0%	25.0%	15.4%	25.0%	14.3%
	With family or friends	80.0%	44.4%	71.4%	66.7%	72.7%	63.0%	100.0%	50.0%	70.0%	50.0%	69.2%	41.7%	71.4%
	Campground/RV park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%
	Other (specify)	20.0%	22.2%	9.5%	33.3%	18.2%	14.8%	0.0%	0.0%	30.0%	25.0%	15.4%	33.3%	7.1%
		18-34	35-49	50-64	65 or over	yes	no	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	
5. Have you visited Downtown Mexico before today?	Yes	89.8%	86.9%	90.0%	77.8%	89.3%	85.7%	73.3%	85.7%	89.8%	89.3%	87.0%	91.7%	83.8%
	No	10.2%	13.1%	10.0%	22.2%	10.7%	14.3%	26.7%	14.3%	10.2%	10.7%	13.0%	8.3%	16.2%
		18-34	35-49	50-64	65 or over	yes	no	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	
6. How often do you visit Downtown Mexico?	Once a year or less	11.4%	11.3%	17.0%	7.1%	11.0%	16.9%	9.1%	14.3%	9.1%	8.0%	25.0%	14.5%	12.0%
	More than once a year but less than once a month	36.4%	43.4%	39.6%	14.3%	37.0%	40.7%	18.2%	34.3%	43.2%	52.0%	40.0%	38.2%	38.0%
	One to five times per month	29.5%	22.6%	30.2%	57.1%	28.0%	32.2%	36.4%	20.0%	25.0%	28.0%	30.0%	36.4%	25.9%
	More than five times a month	20.5%	15.1%	7.5%	14.3%	17.0%	8.5%	18.2%	17.1%	18.2%	12.0%	5.0%	9.1%	16.7%
	Other (specify)	2.3%	7.5%	5.7%	7.1%	7.0%	1.7%	18.2%	14.3%	4.5%	0.0%	0.0%	1.8%	7.4%
		18-34	35-49	50-64	65 or over	yes	no	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	
7a. Special event	Yes	89.6%	78.0%	75.0%	57.1%	89.3%	61.4%	92.3%	79.5%	87.0%	92.3%	50.0%	78.2%	76.9%
	No	10.4%	10.2%	17.3%	0.0%	6.2%	21.1%	0.0%	17.9%	6.5%	3.8%	30.0%	9.1%	12.4%
	I don't know	0.0%	11.9%	7.7%	42.9%	4.5%	17.5%	7.7%	2.6%	6.5%	3.8%	20.0%	12.7%	10.7%
7b. Shopping	Yes	40.0%	42.9%	66.7%	64.3%	38.7%	72.9%	38.5%	55.3%	55.8%	44.0%	57.1%	49.1%	52.1%
	No	53.3%	35.7%	24.1%	14.3%	43.4%	22.0%	38.5%	23.7%	34.9%	44.0%	33.3%	35.8%	34.2%
	I don't know	6.7%	21.4%	9.3%	21.4%	17.9%	5.1%	23.1%	21.1%	9.3%	12.0%	9.5%	15.1%	13.7%
7c. Dining	Yes	51.1%	51.7%	60.8%	46.7%	50.9%	57.6%	38.5%	52.6%	59.5%	59.3%	68.2%	53.6%	53.4%
	No	40.4%	27.6%	27.5%	13.3%	33.3%	25.4%	46.2%	26.3%	28.6%	37.0%	18.2%	30.4%	28.4%
	I don't know	8.5%	20.7%	11.8%	40.0%	15.7%	16.9%	15.4%	21.1%	11.9%	3.7%	13.6%	16.1%	18.1%
7d. Nightlife/Entertainment	Yes	8.9%	1.9%	8.5%	7.7%	2.9%	11.5%	7.1%	5.6%	11.1%	4.2%	5.0%	3.9%	6.4%
	No	71.1%	61.1%	68.1%	23.1%	65.0%	61.5%	60.0%	58.3%	63.9%	75.0%	70.0%	58.8%	64.2%
	I don't know	20.0%	37.0%	23.4%	69.2%	32.0%	26.9%	42.9%	36.1%	25.0%	20.8%	25.0%	37.3%	29.4%
7e. Conducting business	Yes	22.2%	8.9%	34.0%	8.3%	11.4%	38.2%	7.7%	15.8%	26.3%	16.0%	33.3%	27.5%	16.8%
	No	60.0%	55.4%	52.0%	25.0%	60.0%	41.8%	61.5%	44.7%	52.6%	72.0%	47.6%	45.1%	55.8%
	I don't know	17.8%	35.7%	14.0%	66.7%	28.6%	20.0%	30.8%	39.5%	21.1%	12.0%	19.0%	27.5%	27.4%
7f. Government/Post Office	Yes	13.6%	7.1%	14.3%	8.3%	8.7%	16.7%	7.7%	8.1%	18.9%	8.0%	19.0%	10.0%	11.6%
	No	70.5%	58.9%	65.3%	16.7%	62.5%	59.3%	61.5%	54.1%	62.2%	72.0%	61.9%	58.0%	60.7%
	I don't know	15.9%	33.9%	20.4%	75.0%	28.8%	24.1%	30.8%	37.8%	18.9%	20.0%	19.0%	32.0%	27.7%

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Mexico, Missouri

		Age				Children under 18		Income					Gender	
		18-34	35-49	50-64	65 or over	yes	no	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%
8. What are the top two reasons you most often visit Downtown?	Special event	55.1%	59.0%	41.0%	37.5%	58.9%	37.1%	57.1%	56.1%	59.2%	46.4%	30.4%	53.3%	48.8%
	Shopping	49.0%	47.5%	62.3%	75.0%	51.8%	60.0%	50.0%	48.8%	57.1%	53.6%	47.8%	46.7%	58.1%
	Dining	24.5%	29.5%	23.0%	31.2%	26.8%	25.7%	28.6%	24.4%	24.5%	35.7%	34.8%	31.7%	23.3%
	Nightlife/entertainment	6.1%	1.6%	4.9%	0.0%	3.6%	2.9%	7.1%	2.4%	8.2%	3.6%	0.0%	3.3%	3.9%
	Conducting business	18.4%	19.7%	19.7%	6.2%	16.1%	22.9%	14.3%	24.4%	16.3%	17.9%	30.4%	25.0%	14.7%
	Government/Post Office	2.0%	3.3%	6.6%	0.0%	1.8%	7.1%	0.0%	7.3%	4.1%	0.0%	8.7%	1.7%	4.7%
	This is my first visit to Downtown Mexico.	4.1%	0.0%	4.9%	6.2%	0.9%	7.1%	7.1%	4.9%	0.0%	7.1%	0.0%	1.7%	3.9%
	Other	20.4%	16.4%	11.5%	12.5%	22.3%	5.7%	21.4%	14.6%	21.4%	16.3%	8.7%	11.7%	17.8%
		Age				Children under 18		Income					Gender	
		18-34	35-49	50-64	65 or over	yes	no	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%
9. How easy would you say it is to find your way around Downtown Mexico?	Very easy	67.3%	63.9%	47.5%	55.6%	66.1%	49.3%	73.3%	57.1%	57.1%	71.4%	47.8%	60.0%	56.5%
	Somewhat easy	22.4%	27.9%	44.3%	22.2%	26.8%	38.0%	6.7%	35.7%	32.7%	28.6%	39.1%	35.0%	29.0%
	Somewhat difficult	4.1%	3.3%	4.9%	11.1%	2.7%	8.5%	0.0%	4.8%	4.1%	0.0%	8.7%	3.3%	5.3%
	Very difficult	2.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	1.5%
	I don't know	4.1%	4.9%	3.3%	11.1%	3.6%	4.2%	20.0%	2.4%	4.1%	0.0%	4.3%	1.7%	7.6%
	Very/Somewhat easy	89.7%	91.8%	91.8%	77.8%	92.9%	87.3%	80.0%	92.8%	89.8%	100.0%	86.9%	95.0%	85.5%
	Very/Somewhat difficult	6.1%	3.3%	4.9%	11.1%	3.6%	8.5%	0.0%	4.8%	6.1%	0.0%	8.7%	3.3%	6.8%
		Age				Children under 18		Income					Gender	
		18-34	35-49	50-64	65 or over	yes	no	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%
10. How convenient would you say that parking is Downtown?	Very convenient	28.6%	39.3%	23.3%	47.1%	35.7%	27.5%	13.3%	29.3%	38.8%	42.9%	34.8%	38.3%	27.7%
	Somewhat convenient	55.1%	39.3%	51.7%	35.3%	49.1%	43.5%	40.0%	48.8%	51.0%	46.4%	39.1%	45.0%	46.9%
	Somewhat inconvenient	10.2%	8.2%	11.7%	5.9%	6.2%	15.9%	6.7%	9.8%	6.1%	10.7%	13.0%	11.7%	9.2%
	Very inconvenient	2.0%	4.9%	8.3%	0.0%	3.6%	7.2%	13.3%	9.8%	2.0%	0.0%	4.3%	0.0%	7.7%
	I don't know	4.1%	8.2%	5.0%	11.8%	5.4%	5.8%	26.7%	2.0%	2.0%	0.0%	8.7%	5.0%	8.5%
	Very/Somewhat convenient	83.7%	78.6%	75.0%	82.4%	84.8%	71.0%	53.3%	78.1%	89.8%	89.3%	73.9%	83.3%	74.6%
	Very/Somewhat inconvenient	12.2%	13.1%	20.0%	5.9%	9.8%	23.1%	20.0%	19.6%	8.1%	10.7%	17.3%	11.7%	16.9%
		Age				Children under 18		Income					Gender	
		18-34	35-49	50-64	65 or over	yes	no	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%
11. How convenient would you say that hours of Downtown businesses are?	Very convenient	28.6%	19.7%	13.1%	52.9%	23.2%	24.3%	20.0%	22.0%	30.6%	14.3%	21.7%	26.7%	20.8%
	Somewhat convenient	32.7%	49.2%	50.8%	23.5%	42.9%	42.9%	33.3%	43.9%	38.8%	57.1%	56.5%	45.0%	40.8%
	Somewhat inconvenient	10.2%	1.6%	6.6%	0.0%	7.1%	2.9%	6.7%	7.3%	0.0%	7.1%	4.3%	1.7%	7.7%
	Very inconvenient	0.0%	1.6%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.8%
	I don't know	28.6%	27.9%	29.5%	23.5%	25.9%	30.0%	40.0%	26.8%	30.6%	17.9%	17.4%	26.7%	30.0%
	Very/Somewhat convenient	61.3%	68.9%	63.9%	76.4%	66.1%	67.2%	53.3%	65.9%	69.4%	71.4%	78.2%	71.7%	61.6%
	Very/Somewhat inconvenient	10.2%	3.2%	6.6%	0.0%	8.0%	2.9%	6.7%	7.3%	0.0%	10.7%	4.3%	1.7%	8.5%
		Age				Children under 18		Income					Gender	
		18-34	35-49	50-64	65 or over	yes	no	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%
12. Which kinds of restaurants or entertainment opportunities would make you more likely to visit Downtown Mexico?	Family restaurants	49.0%	71.7%	57.9%	75.0%	60.4%	60.6%	64.3%	56.1%	61.2%	60.7%	78.3%	54.2%	64.3%
	Fine dining	6.1%	16.7%	33.3%	25.0%	8.1%	39.4%	7.1%	17.1%	16.3%	28.6%	26.1%	25.4%	16.7%
	Outdoor dining	8.2%	5.0%	5.3%	6.2%	4.5%	9.1%	0.0%	12.2%	4.1%	3.6%	13.0%	6.8%	5.6%
	Microbrewery	14.3%	10.0%	12.3%	31.2%	7.2%	25.8%	0.0%	7.3%	16.3%	17.9%	21.7%	22.0%	9.5%
	Deli/sandwich shop	6.1%	6.7%	15.8%	0.0%	4.5%	15.2%	0.0%	14.6%	4.1%	7.1%	21.7%	8.5%	8.7%
	More special events	14.3%	16.7%	19.3%	12.5%	10.8%	27.3%	14.3%	24.4%	16.3%	14.3%	13.0%	23.7%	11.9%
	Bands/live concerts/music in park	8.2%	11.7%	15.8%	12.5%	7.2%	19.7%	0.0%	24.4%	8.2%	7.1%	17.4%	11.9%	11.1%
	Bars/nightlife	2.0%	3.3%	1.8%	0.0%	1.8%	3.0%	0.0%	4.9%	4.1%	0.0%	0.0%	1.7%	3.2%
	Game room/arcade/pool room	4.1%	1.7%	0.0%	0.0%	0.9%	3.0%	7.1%	2.4%	0.0%	0.0%	0.0%	1.7%	1.6%
	Family events	30.6%	36.7%	26.3%	12.5%	36.0%	19.7%	14.3%	29.3%	44.9%	32.1%	17.4%	27.1%	31.0%
	Activities for teenagers	4.1%	5.0%	1.8%	0.0%	2.7%	3.0%	0.0%	9.8%	2.0%	0.0%	0.0%	1.7%	4.0%
	Skating rink	24.5%	13.3%	0.0%	6.2%	15.3%	4.5%	7.1%	14.6%	20.4%	7.1%	0.0%	6.8%	13.5%
	Art Galleries/events	6.1%	0.0%	8.8%	12.5%	2.7%	9.1%	14.3%	7.3%	2.0%	3.6%	8.7%	5.1%	5.6%
	Children's attractions/activities	46.9%	38.3%	17.5%	0.0%	46.8%	4.5%	57.1%	34.1%	30.6%	39.3%	4.3%	20.3%	34.9%
	Other	8.2%	6.7%	10.5%	12.5%	9.9%	7.6%	7.1%	7.3%	18.4%	3.6%	0.0%	5.1%	11.1%

		Age				Children under 18		Income					Gender	
		18-34	35-49	50-64	65 or over	yes	no	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%
13. What other kinds of businesses do you think would make you more likely to visit Downtown Mexico?	Clothing stores	26.5%	20.0%	37.9%	50.0%	25.5%	32.8%	7.7%	22.5%	37.5%	40.7%	21.7%	22.0%	32.8%
	More shops (in general)	20.4%	20.0%	29.3%	14.3%	19.1%	26.9%	7.7%	22.5%	33.3%	18.5%	30.4%	16.9%	24.8%
	Specialty/upscale shops	0.0%	8.3%	5.2%	14.3%	4.5%	6.0%	0.0%	5.0%	8.3%	0.0%	13.0%	6.8%	4.8%
	Shoe store	16.3%	3.3%	17.2%	7.1%	8.2%	16.4%	0.0%	7.5%	14.6%	14.8%	13.0%	15.3%	9.6%
	Antique shops	10.2%	20.0%	22.4%	42.9%	9.1%	37.3%	15.4%	17.5%	6.2%	25.9%	30.4%	30.5%	15.2%
	Gift shop	6.1%	11.7%	8.6%	0.0%	9.1%	6.0%	0.0%	7.5%	8.3%	22.2%	4.3%	5.1%	9.6%
	Coffee/shop/Internet cafe	10.2%	6.7%	10.3%	0.0%	3.6%	16.4%	0.0%	12.5%	6.2%	3.7%	17.4%	10.2%	7.2%
	Bookstore	2.0%	18.3%	10.3%	7.1%	8.2%	14.9%	7.7%	7.5%	14.6%	11.1%	17.4%	8.5%	11.2%
	Art galleries/shops	2.0%	3.3%	6.9%	0.0%	1.8%	7.5%	0.0%	2.5%	0.0%	7.4%	13.0%	6.8%	2.4%
	Bed and breakfasts/lodging	2.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	2.5%	2.1%	0.0%	0.0%	1.7%	1.6%
	Soda fountain/ice cream shop	8.2%	5.0%	6.9%	0.0%	4.5%	7.5%	0.0%	12.5%	6.2%	7.4%	0.0%	10.2%	4.0%
	Music store	2.0%	3.3%	3.4%	0.0%	2.7%	3.0%	0.0%	2.5%	4.2%	3.7%	4.3%	8.5%	0.0%
	Bakery	16.3%	15.0%	12.1%	7.1%	14.5%	10.4%	15.4%	7.5%	22.9%	14.8%	8.7%	16.9%	12.0%
	Outdoor sporting goods store	8.2%	10.0%	3.4%	0.0%	8.2%	4.5%	23.1%	5.0%	8.3%	11.1%	0.0%	11.9%	4.0%
	Craft store	14.3%	11.7%	3.4%	7.1%	13.6%	1.5%	23.1%	7.5%	12.5%	7.4%	0.0%	0.0%	13.6%
	Sporting goods store	10.2%	18.3%	12.1%	7.1%	13.6%	13.4%	7.7%	12.5%	25.0%	7.4%	8.7%	23.7%	8.0%
	Organic grocery store	2.0%	5.0%	5.2%	7.1%	4.5%	4.5%	7.7%	5.0%	8.3%	3.7%	0.0%	3.4%	4.8%
Other	18.4%	15.0%	15.5%	7.1%	20.0%	9.0%	7.7%	20.0%	14.6%	14.8%	4.3%	10.2%	18.4%	
		Age				Children under 18		Income					Gender	
		18-34	35-49	50-64	65 or over	yes	no	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	
14. What other physical improvements do you think would make Downtown Mexico more appealing?	Clothing stores	26.5%	20.0%	37.9%	50.0%	25.5%	32.8%	7.7%	22.5%	37.5%	40.7%	21.7%	22.0%	32.8%
	More shops (in general)	20.4%	20.0%	29.3%	14.3%	19.1%	26.9%	7.7%	22.5%	33.3%	18.5%	30.4%	16.9%	24.8%
	Specialty/upscale shops	0.0%	8.3%	5.2%	14.3%	4.5%	6.0%	0.0%	5.0%	8.3%	0.0%	13.0%	6.8%	4.8%
	Shoe store	16.3%	3.3%	17.2%	7.1%	8.2%	16.4%	0.0%	7.5%	14.6%	14.8%	13.0%	15.3%	9.6%
	Antique shops	10.2%	20.0%	22.4%	42.9%	9.1%	37.3%	15.4%	17.5%	6.2%	25.9%	30.4%	30.5%	15.2%
	Gift shop	6.1%	11.7%	8.6%	0.0%	9.1%	6.0%	0.0%	7.5%	8.3%	22.2%	4.3%	5.1%	9.6%
	Coffee/shop/Internet cafe	10.2%	6.7%	10.3%	0.0%	3.6%	16.4%	0.0%	12.5%	6.2%	3.7%	17.4%	10.2%	7.2%
	Bookstore	2.0%	18.3%	10.3%	7.1%	8.2%	14.9%	7.7%	7.5%	14.6%	11.1%	17.4%	8.5%	11.2%
	Art galleries/shops	2.0%	3.3%	6.9%	0.0%	1.8%	7.5%	0.0%	2.5%	0.0%	7.4%	13.0%	6.8%	2.4%
	Bed and breakfasts/lodging	2.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	2.5%	2.1%	0.0%	0.0%	1.7%	1.6%
	Soda fountain/ice cream shop	8.2%	5.0%	6.9%	0.0%	4.5%	7.5%	0.0%	12.5%	6.2%	7.4%	0.0%	10.2%	4.0%
	Music store	2.0%	3.3%	3.4%	0.0%	2.7%	3.0%	0.0%	2.5%	4.2%	3.7%	4.3%	8.5%	0.0%
	Bakery	16.3%	15.0%	12.1%	7.1%	14.5%	10.4%	15.4%	7.5%	22.9%	14.8%	8.7%	16.9%	12.0%
	Outdoor sporting goods store	8.2%	10.0%	3.4%	0.0%	8.2%	4.5%	23.1%	5.0%	8.3%	11.1%	0.0%	11.9%	4.0%
	Craft store	14.3%	11.7%	3.4%	7.1%	13.6%	1.5%	23.1%	7.5%	12.5%	7.4%	0.0%	0.0%	13.6%
	Sporting goods store	10.2%	18.3%	12.1%	7.1%	13.6%	13.4%	7.7%	12.5%	25.0%	7.4%	8.7%	23.7%	8.0%
	Organic grocery store	2.0%	5.0%	5.2%	7.1%	4.5%	4.5%	7.7%	5.0%	8.3%	3.7%	0.0%	3.4%	4.8%
Other	18.4%	15.0%	15.5%	7.1%	20.0%	9.0%	7.7%	20.0%	14.6%	14.8%	4.3%	10.2%	18.4%	
		Age				Children under 18		Income					Gender	
		18-34	35-49	50-64	65 or over	yes	no	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	
15. Excluding lodging, how much money are you likely to spend in Downtown Mexico during this visit?	less than \$50	46.9%	39.3%	31.7%	31.2%	48.2%	20.6%	42.9%	34.1%	42.9%	35.7%	21.7%	38.3%	37.2%
	\$50 - \$99	30.6%	27.9%	36.7%	6.2%	28.6%	33.8%	21.4%	36.6%	42.9%	21.4%	30.4%	26.7%	29.5%
	\$100 - \$199	4.1%	4.9%	15.0%	12.5%	4.5%	13.2%	0.0%	9.8%	2.0%	25.0%	8.7%	10.0%	7.8%
	\$200 or more	4.1%	6.6%	6.7%	6.2%	3.6%	10.3%	7.1%	6.4%	6.1%	0.0%	21.7%	6.7%	6.2%
	other/don't know	14.3%	21.3%	10.0%	43.8%	15.2%	22.1%	28.6%	17.1%	6.1%	17.9%	17.4%	18.3%	19.4%

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

Mexico, Missouri

		Age				Children under 18		Income					Gender	
		18-34	35-49	50-64	65 or over	yes	no	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%
16a. Retail/boutique shopping	Yes	48.9%	47.4%	61.5%	58.8%	46.7%	61.7%	30.8%	44.7%	63.6%	50.0%	61.9%	40.0%	59.3%
	No	37.8%	26.3%	30.8%	17.6%	29.9%	31.7%	46.2%	34.2%	25.0%	26.9%	33.3%	40.0%	23.7%
	I don't know	13.3%	26.3%	7.7%	23.5%	23.4%	6.7%	23.1%	21.1%	11.4%	11.4%	4.8%	20.0%	16.9%
16b. Biking	Yes	24.4%	30.4%	37.0%	14.3%	23.8%	40.0%	8.3%	29.7%	39.5%	24.0%	40.9%	33.3%	27.7%
	No	60.0%	46.4%	45.7%	64.3%	52.4%	49.1%	58.3%	48.6%	52.6%	48.0%	50.0%	45.1%	52.7%
	I don't know	15.6%	23.2%	17.4%	21.4%	23.8%	10.9%	33.3%	21.6%	7.9%	28.0%	9.1%	21.6%	19.6%
16c. Camping	Yes	42.2%	47.4%	40.4%	28.6%	46.7%	35.1%	61.5%	47.4%	43.2%	48.0%	23.8%	57.4%	35.5%
	No	44.4%	31.6%	44.7%	42.9%	33.3%	50.9%	23.1%	36.8%	45.9%	24.0%	66.7%	24.1%	46.4%
	I don't know	13.3%	21.1%	14.9%	28.6%	20.0%	14.0%	15.4%	15.8%	10.8%	28.0%	9.5%	18.5%	18.2%
16d. Antique shopping	Yes	39.1%	44.8%	63.0%	86.7%	39.8%	72.6%	33.3%	58.5%	52.4%	38.5%	65.2%	50.0%	54.2%
	No	45.7%	31.0%	29.6%	6.7%	37.0%	25.8%	33.3%	24.4%	38.1%	38.5%	34.8%	35.2%	30.0%
	I don't know	15.2%	24.1%	7.4%	6.7%	23.1%	1.6%	33.3%	17.1%	9.5%	23.1%	0.0%	14.8%	15.8%
16e. Hunting/fishing	Yes	59.6%	59.3%	38.3%	25.0%	58.5%	35.1%	41.7%	56.8%	63.4%	44.0%	40.9%	70.9%	40.0%
	No	31.9%	22.2%	51.1%	50.0%	25.5%	54.4%	50.0%	32.4%	26.8%	32.0%	50.0%	14.5%	45.5%
	I don't know	8.5%	18.5%	10.6%	25.0%	16.0%	10.5%	8.3%	10.8%	9.8%	24.0%	9.1%	14.5%	14.5%
16f. Walking/hiking	Yes	53.2%	55.2%	69.8%	64.3%	51.4%	73.8%	33.3%	64.4%	64.4%	53.8%	81.8%	61.1%	59.7%
	No	36.2%	20.7%	22.6%	21.4%	29.4%	19.7%	41.7%	35.9%	20.0%	26.9%	13.6%	20.4%	26.9%
	I don't know	10.6%	24.1%	7.5%	14.3%	19.3%	6.6%	25.0%	17.9%	15.6%	19.2%	4.5%	18.5%	13.4%
16g. Fine dining	Yes	39.1%	49.1%	68.0%	76.5%	44.3%	70.5%	30.8%	46.2%	59.5%	61.5%	81.8%	54.5%	55.2%
	No	41.3%	28.1%	22.0%	5.9%	33.0%	19.7%	30.8%	28.2%	33.3%	19.2%	18.2%	25.5%	27.6%
	I don't know	19.6%	22.8%	10.0%	17.6%	22.6%	9.8%	38.5%	25.6%	7.1%	19.2%	0.0%	20.0%	17.2%
16h. Golf	Yes	11.1%	24.6%	18.6%	14.3%	14.4%	25.9%	0.0%	8.1%	23.7%	17.4%	31.8%	29.4%	13.8%
	No	71.1%	45.6%	65.1%	57.1%	56.7%	63.0%	66.7%	59.5%	60.5%	56.5%	59.1%	45.1%	64.2%
	I don't know	17.8%	29.8%	16.3%	28.6%	28.8%	11.1%	33.3%	32.4%	15.8%	26.1%	9.1%	25.5%	22.0%
		Age				Children under 18		Income					Gender	
		18-34	35-49	50-64	65 or over	yes	no	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%
17. In which of the following age groups are you?	18-34	100.00%	0.00%	0.00%	0.00%	39.30%	5.60%	40.00%	26.20%	30.60%	14.30%	8.70%	15.00%	30.50%
	35-49	0.00%	100.00%	0.00%	0.00%	41.10%	21.10%	33.30%	35.70%	32.70%	35.70%	47.80%	41.70%	27.50%
	50-64	0.00%	0.00%	100.00%	0.00%	15.20%	57.70%	6.70%	35.70%	28.60%	39.30%	39.10%	31.70%	31.30%
	65 or over	0.00%	0.00%	0.00%	100.00%	4.50%	15.50%	20.00%	2.40%	8.20%	10.70%	4.30%	11.70%	7.60%
		Age				Children under 18		Income					Gender	
		18-34	35-49	50-64	65 or over	yes	no	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%
18. Did any children under the age of 18 come with you Downtown today?	Yes	91.70%	75.40%	29.30%	27.80%	100.00%	0.00%	71.40%	61.90%	72.90%	70.40%	21.70%	48.30%	65.40%
	No	8.30%	24.60%	70.70%	61.10%	0.00%	100.00%	21.40%	38.10%	27.10%	29.60%	78.30%	51.70%	29.90%
		Age				Children under 18		Income					Gender	
		18-34	35-49	50-64	65 or over	yes	no	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%
19. Which category that best describes your annual household income from 2007?	Under \$25,000	12.20%	8.20%	1.70%	16.70%	8.90%	4.40%	100.00%	0.00%	0.00%	0.00%	0.00%	8.50%	7.80%
	\$25,000 to \$49,999	22.40%	24.60%	25.90%	5.60%	23.20%	23.50%	0.00%	100.00%	0.00%	0.00%	0.00%	16.90%	24.00%
	\$50,000 to \$74,999	30.60%	26.20%	24.10%	22.20%	31.20%	19.10%	0.00%	0.00%	100.00%	0.00%	0.00%	25.40%	26.40%
	\$75,000 to \$99,999	8.20%	16.40%	19.00%	16.70%	17.00%	11.80%	0.00%	0.00%	0.00%	100.00%	0.00%	22.00%	10.90%
	\$100,000 plus	4.10%	18.00%	15.50%	5.60%	4.50%	26.50%	0.00%	0.00%	0.00%	0.00%	100.00%	18.60%	9.30%
		Age				Children under 18		Income					Gender	
		18-34	35-49	50-64	65 or over	yes	no	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%
20. Gender	Male	18.40%	41.00%	31.70%	41.20%	25.90%	44.90%	33.30%	24.40%	30.60%	48.10%	47.80%	100.00%	0.00%
	Female	81.60%	59.00%	68.30%	58.80%	74.10%	55.10%	66.70%	75.60%	69.40%	51.90%	52.20%	0.00%	100.00%