

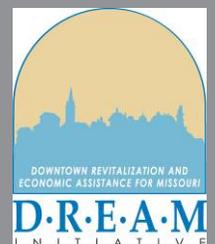
DOWNTOWN
REVITALIZATION &
ECONOMIC
ASSISTANCE FOR
MISSOURI

JANUARY 2009

COMMUNITY TELEPHONE SURVEY REPORT

FINAL SURVEY
FINDINGS & RESULTS

Poplar Bluff, Missouri



DOWNTOWN
REVITALIZATION &
ECONOMIC
ASSISTANCE FOR
MISSOURI

JANUARY 2008
Poplar Bluff, Missouri

ACKNOWLEDGMENTS



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



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SECTION I

METHODOLOGY

COMMUNITY SURVEY

- Three hundred (300) interviews were completed from a random telephone sample of residents of Poplar Bluff, Missouri.
- The margin of error for this survey is $\pm 5.7\%$.
- The survey consisted of 66 questions and took, on average, close to 15 minutes to complete.
- Fieldwork was conducted through October 18, 2008 by Customer Research International (CRI) located in Austin, Texas.
 - CRI fields all studies from its outbound call center in San Marcos, TX at 135 S Guadalupe Street. Interviewers dial from 4:00 PM to 9:00 PM weeknights, 10:00 AM to 6:00 PM on Saturdays, and 1:00 PM to 7:00 PM on Sundays.
 - Interviews were conducted using computer-assisted telephone interviewing (CATI) software. This CATI software ensures all questions were asked correctly and all logic and skip patterns were implemented properly.
 - The electronic telephone sample was randomized and de-duped to ensure each household was only represented once. Telephone numbers were distributed equally among ten separate replicate groups. Telephone numbers were deemed exhausted once five calling attempts were made or an ending call result was encountered (completed survey, disconnected phone, terminate, refusal, etc.). There was a minimum of 1.5 hours between each call attempt.
 - Project supervisors validated 10% of each interviewer's completed surveys by calling back the respondent and verifying specific responses. Additionally, supervisors continually monitored live calls through CRI's call monitoring system in order to ensure proper interviewing procedures were maintained.

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SECTION II

EXECUTIVE SUMMARY

In October 2008, UNICOM-ARC conducted a telephone survey of residents in Poplar Bluff, Missouri, drawn from a random sample of residents throughout the community. The purpose of the survey was to learn about public perceptions of and priorities for the downtown area as part of the DREAM Initiative.

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

A. KEY POINTS: PRIORITIES AND FEEDBACK

- ◆ A majority of respondents felt that Poplar Bluff was moving in the right direction.
- ◆ Respondents placed the highest priority on improving emergency services and repairing and upgrading major streets.
- ◆ Over seven in ten respondents indicated that they visited downtown once a month or more.
- ◆ One-third of respondents said they most often utilize downtown for government/post office.
- ◆ A majority of respondents felt “excellent” or “good” about most of the characteristics of a downtown as they relate to Poplar Bluff.
- ◆ Over eight in ten respondents felt that retaining the historic character of downtown Poplar Bluff was “very” or “somewhat” important.
- ◆ Two-thirds of respondents placed a high priority on adding family or casual dining options downtown.
- ◆ Presented with several potential downtown improvements, a majority of respondents felt that everything except second-story residential space should be a priority.
- ◆ The respondents were split on whether they felt there is a need for second-story living space downtown.
- ◆ Most respondents indicated that they received their information about downtown Poplar Bluff through the local newspaper or word-of-mouth.

B. KEY DEMOGRAPHIC INFORMATION

By age:

- ◆ Improving emergency services and upgrading parks and recreation facilities were more important to respondents under 35 years old than to older residents.
- ◆ 18-34 year old respondents indicated that they visit downtown Poplar Bluff for shopping more often than older age groups do.
- ◆ The 18-34 age group viewed business hours and the diverse mix of businesses more favorably than other age groups.
- ◆ The 65+ age group viewed parking more favorably than other age groups.
- ◆ Poplar Bluff's youngest residents were more interested in outdoor sporting goods stores than older residents.
- ◆ Poplar Bluff's oldest residents were more interested in clothing stores than younger residents.
- ◆ The 35-49 age group was more interested in adding green space and improving signage than other groups.
- ◆ Poplar Bluff's youngest respondents were more interested in second-story residential space, particularly rental units, than older respondents.

By amount of time respondents had lived in Poplar Bluff:

- ◆ Nearly three-quarters of respondents who have lived in Poplar Bluff for 6-10 years felt that Poplar Bluff was moving in the right direction.
- ◆ Revitalizing downtown was *much* more important to respondents who have lived in Poplar Bluff 0-2 years than to those who have lived in town longer.
- ◆ Poplar Bluff's newest residents indicated that they visit downtown Poplar Bluff more often than any other group does.
- ◆ Residents who have lived in Poplar Bluff for 3-5 years indicated that they visit downtown Poplar Bluff *much less* often than any other group does for shopping, dining, entertainment or special events, and attending church.
- ◆ Respondents who have lived in Poplar Bluff for 11-20 years indicated that they visit downtown Poplar Bluff more often for government/post office than any other group does.

- ◆ More respondents who have lived in Poplar Bluff 0-2 years indicated that shopping is the “number one” reason they visit downtown than respondents who have lived in Poplar Bluff longer.
- ◆ Respondents who have lived in Poplar Bluff 0-2 years viewed the condition of streets more favorably than all other groups.
- ◆ Many types of businesses were particularly important to respondents who have been in Poplar Bluff 0-2 years: ice cream shop/soda fountain, upscale specialty shops, art galleries and shops, and clothing stores.
- ◆ Lodging and fine dining were significantly *less* important to respondents who have been in Poplar Bluff 3-5 years than to other resident groups.
- ◆ Respondents who have been in Poplar Bluff 3-5 years viewed a bookstore as more of a priority than those in other resident groups.
- ◆ Respondents who have lived in town for 0-2 years were more interested in improving lighting, adding new parking, and developing second-story residential space than other groups.
- ◆ Respondents who have lived in town for 3-5 years were more interested in moving utilities underground than other groups.
- ◆ Respondents who have lived in town for less than 5 years were more interested in adding green space and improving signage than more long-time residents.
- ◆ The newspaper was more often cited as a primary source of information about downtown events and businesses by respondents who have lived in Poplar Bluff 0-2 years than by any other group.
- ◆ Word-of-mouth was more often cited as a primary source of information about downtown events and businesses by respondents who have lived in Poplar Bluff 3-5 years than by any other group.
- ◆ The radio was more often cited as a secondary source of information about downtown events and businesses by respondents who have lived in Poplar Bluff 3-5 years than by any other group.

By income level:

- ◆ Three-quarters of respondents with annual incomes of \$75,000-\$99,999 felt that Poplar Bluff was moving in the right direction.

- ◆ Revitalizing downtown was more important to respondents with annual incomes of under \$25,000 than to respondents in other income groups.
- ◆ Respondents with incomes under \$25,000 indicated that they visited downtown Poplar Bluff for shopping more often than higher-income groups did.
- ◆ Respondents in the \$25,000-\$49,999 income group indicated that they visited downtown Poplar Bluff for dining, conducting business, and attending church more often than other income groups did.
- ◆ More respondents with incomes under \$50,000 indicated that shopping was the “number one” reason they visit downtown than respondents with incomes over \$50,000.
- ◆ Respondents with annual incomes less than \$50,000 viewed business hours more favorably than those with incomes over \$50,000.
- ◆ Respondents with annual incomes less than \$25,000 viewed entertainment options and condition of streets more favorably than those in higher-income groups.
- ◆ *Nearly all* respondents in the \$25,000-\$49,999 income group felt it is particularly important that Poplar Bluff work to retain its downtown’s historic character.
- ◆ Respondents with annual incomes less than \$50,000 viewed an ice cream shop/soda fountain, attractions aimed at teenagers, and a bookstore as higher priorities than those with incomes over \$50,000.
- ◆ Respondents with annual incomes of \$75,000-\$99,999 saw lodging, fine dining, and a farmer’s market as *less* important than other income groups.
- ◆ Poplar Bluff’s highest-income residents placed a higher priority on improving building façades, keeping streets and sidewalks cleaner, and maintaining and smoothing brick streets than any other income group.

By gender:

- ◆ Men indicated that they visited downtown Poplar Bluff more often than women did.
- ◆ Men viewed many features of downtown Poplar Bluff more favorably than women: condition of sidewalks, safety during the day, safety at night, dining options, diverse mix of businesses, convenient parking, and occupied storefronts.
- ◆ *All* businesses except fine dining, bars and nightclubs, and a sporting goods store were significantly more of a priority to female residents than to male residents.

- ◆ Female respondents were more interested in improving lighting, adding new parking, and stricter code enforcement than male respondents.

C. COMMUNITY PRIORITIES AND FEEDBACK IN DETAIL

Priorities for the Community:

- ✓ A majority of respondents felt that Poplar Bluff is moving in the right direction.

A majority (55.7%) of respondents felt that Poplar Bluff was moving in the right direction, while only 22.7% of respondents felt that Poplar Bluff was moving in the wrong direction and 13.0% felt that Poplar Bluff was moving in a “mixed” direction.

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

At the beginning of the survey, respondents were asked to prioritize five potential improvements that “might be done to improve the quality of life in a given area” using a 5-point scale, where “5” indicated the improvement should be a top priority and “1” indicated the item should be a very low priority. Two-thirds of respondents answered that “improving emergency services” (66.0%) or “repairing major streets” (65.0%) should be of high priority for Poplar Bluff.

A majority of respondents placed a high priority on “attracting more big box retail development” (60.7%), and less than half placed a high priority on “upgrading parks and recreation facilities” (49.3%) and on “revitalizing the Poplar Bluff downtown area” (47.3%).

Visiting Downtown:

- ✓ Over seven in ten respondents indicated that they visit downtown once a month or more.
- ✓ One-third of respondents said they most often utilize downtown for government/post office.

Respondents were asked how often they visit downtown. Over four in ten respondents (46.0%) answered that they visited downtown “more than five times a month.” Over one quarter (26.3%) visited downtown “one to five times per month.” Smaller percentages of respondents said that they visited downtown “less than once a month” (13.3%), and “once a year or less” (6.7%).

Respondents were then given a list of reasons for visiting downtown and asked how often they conduct these activities in downtown Poplar Bluff. Respondents indicated they were most likely to visit downtown for the government or post office, for dining, and for conducting business.

The following percentages of people responded “very often” or “somewhat often” when asked the frequency of conducting each event downtown:

- ◆ Government/post office (60.1%)
- ◆ Conducting business (51.5%)

- ◆ Shopping (47.8%)
- ◆ Entertainment or special events (41.6%)
- ◆ Dining (38.6%)
- ◆ Attending church (32.4%)

When asked which one of these reasons respondents would most often visit downtown, one-third of the respondents indicated “conducting business” (30.4%).

Views of Current Downtown Poplar Bluff:

- ✓ A majority of respondents felt “excellent” or “good” about most of the characteristics of a downtown as they relate to Poplar Bluff.
- ✓ Over eight in ten respondents felt that retaining the historic character of downtown Poplar Bluff was “very” or “somewhat” important.

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

The following characteristics were rated very highly, either “excellent” or “good,” by a majority of respondents:

- ◆ Safety during the day (90.0%)
- ◆ Convenient business hours (73.7%)
- ◆ Signs to help people find their way around (59.0%)
- ◆ Condition of sidewalks (55.3%)
- ◆ Convenient parking (54.3%)
- ◆ Condition of streets (54.0%)
- ◆ Preservation of historic structures (51.3%)
- ◆ Diverse mix of businesses (50.0%)

The remaining characteristics were rated highly, either “excellent” or “good,” by less than a majority of respondents:

- ◆ Available green space (45.3%)
- ◆ Dining options (42.7%)
- ◆ Occupied storefronts (38.3%)
- ◆ Safety at night (37.7%)
- ◆ Entertainment options (33.7%)

Over eight in ten respondents (87.7%) suggested that it is “very” or “somewhat” important that downtown Poplar Bluff work to retain its historic character. Only 12.3% thought that doing so was “not very” or “not at all” important.

Priorities for Types of Downtown Businesses:

- ✓ **Two-thirds of respondents placed a high priority on adding family or casual dining options downtown.**

Respondents were read a list of many kinds of businesses “one might find in a downtown area” and asked how high of a priority Poplar Bluff should place on bringing each type of business to its own downtown area.

Six types of businesses were viewed as a “very high” or “high” priority to a majority of respondents:

- ◆ Family or casual dining (66.3%)
- ◆ Farmer’s market (59.3%)
- ◆ Attractions aimed at teenagers, such as an arcade or skating rink (59.3%)
- ◆ Bookstore (54.3%)
- ◆ Clothing stores (53.7%)
- ◆ Fine dining (50.3%)

The remaining businesses were a “very high” or “high” priority for less than half of respondents:

- ◆ Ice cream shop/soda fountain (48.0%)
- ◆ Pharmacy (46.3%)
- ◆ Art galleries and shops (45.0%)
- ◆ Art supplies and crafts (43.7%)
- ◆ Lodging such as hotel, motel, or bed and breakfast (41.3%)
- ◆ Outdoor dining (41.0%)
- ◆ Coffee shop (39.0%)
- ◆ Upscale specialty shops (38.7%)
- ◆ Outdoor sporting goods store (36.3%)
- ◆ Antique shops (35.7%)
- ◆ Bars/nightclubs (10.0%)

When asked to choose the one business respondents would most like to see in downtown Poplar Bluff, the respondents were split on their priorities: 14.3% answered “arcade or skating rink or other attraction aimed at teenagers,” followed by “family or casual style dining” (12.0%) and “clothing stores” (11.0%). The remaining responses were split among the remaining categories.

Priorities for Other Downtown Improvements:

- ✓ **Presented with several potential downtown improvements, a majority of respondents felt that everything except second-story residential space should be a priority.**
- ✓ **The respondents were split on whether they felt there is a need for second-story living space downtown.**

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

Almost all possible improvements were considered a “very high” or “high” priority to over 50% of respondents, with only one improvement a priority to less than 50%

- ◆ Making the area more pedestrian-friendly (71.0%)
- ◆ Improving lighting (70.7%)
- ◆ Improving building façades (66.7%)
- ◆ Maintaining and smoothing brick streets (66.3%)
- ◆ Keeping streets and sidewalks cleaner (65.3%)
- ◆ Stricter code enforcement (56.7%)
- ◆ Adding new parking spaces or lots (54.3%)
- ◆ Moving utilities underground (52.0%)
- ◆ Improving signage to help people find their way around (51.0%)
- ◆ Adding green space (50.0%)
- ◆ Developing second-story residential space (38.3%)

When asked how they felt about Poplar Bluff developing second-story living space in downtown buildings, 46.7% felt that the City *should* develop these residential spaces and 41.3% felt that the City *should not*.

Communication about Downtown:

- ✓ **Most respondents indicated that they receive their information about downtown Poplar Bluff through the local newspaper or word-of-mouth.**

When asked to indicate their primary and secondary sources of information about downtown Poplar Bluff, one-third (35.3%) indicated that the newspaper was their primary source of information, and over a quarter (29.1%) indicated that it was their secondary source of information. Less than a quarter (22.0%) indicated that word-of-mouth was their primary source of information, and exactly a quarter (25.0%) indicated that it was their secondary source of information.

D. DEMOGRAPHIC INFORMATION IN DETAIL

Priorities for the Community:

- ✓ **Nearly three-quarters of respondents who have lived in Poplar Bluff for 6-10 years felt that Poplar Bluff was moving in the right direction.**

Close to three-fourths (72.5%) of respondents who have lived in Poplar Bluff for 6-10 years felt that Poplar Bluff was moving in the right direction, compared to less than 56.4% of other groups.

- ✓ **Three-quarters of respondents with annual incomes of \$75,000-\$99,999 felt that Poplar Bluff was moving in the right direction.**

Three-fourths (75.0%) of respondents in the \$75,000-\$99,999 income group felt that Poplar Bluff was moving in the right direction, compared to less than 61.1% of other income groups.

- ✓ **Improving emergency services and upgrading parks and recreation facilities were more important to respondents under 35 years old than to older residents.**

Eight in ten (81.7%) respondents under 35 felt that improving emergency services should be a high priority, as compared to less than 64.5% of respondents in older age groups. In addition, 65.3% of respondents under 35 felt that upgrading parks and recreation facilities should be a high priority, as compared to less than 54.4% of respondents in older age groups.

- ✓ **Revitalizing downtown was more important to respondents with annual incomes of under \$25,000 than to respondents in other income groups.**

Three in five (59.4%) respondents in the under \$25,000 income group felt that revitalizing downtown should be a high priority, compared to less than 44.8% of other income groups.

- ✓ **Revitalizing downtown was *much* more important to respondents who have lived in Poplar Bluff 0-2 years than to those who have lived in town longer.**

More than four in five (84.6%) respondents who have lived in Poplar Bluff 0-2 years felt that revitalizing downtown should be a high priority, compared to less than 56.3% of other income groups.

Visiting Downtown:

- ✓ **Poplar Bluff's newest residents indicated that they visit downtown Poplar Bluff more often than any other group does.**

Three-fourths (76.9%) of respondents who have lived in town 0-2 years visit downtown more than five times a month, as compared to less than 54.5% of other groups.

- ✓ **Men indicated that they visit downtown Poplar Bluff more often than women do.**

A slight majority (54.0%) of male respondents visited downtown more than five times a month, as compared to 38.0% of women.

- ✓ **Residents who have lived in Poplar Bluff for 3-5 years indicated that they visit downtown Poplar Bluff for *much less* often than any other group does for shopping, dining, entertainment or special events, and attending church.**

Residents who have lived in Poplar Bluff for 3-5 years indicated that they visit downtown Poplar Bluff for *much less* often than any other group does for shopping, dining, entertainment or special events, and attending church, the differences between this group and other resident groups ranged from 20% to 40%.

- ✓ **18-34 year old respondents indicated that they visit downtown Poplar Bluff for shopping more often than older age groups do.**

For shopping, 69.4% of 18-34 year old respondents indicated that they visit downtown “very” or “somewhat” often, as compared to less than 53.9% of older age groups.

- ✓ **Respondents who have lived in Poplar Bluff for 11-20 years indicated that they visit downtown Poplar Bluff more often for government/post office than any other group does.**

For government/post office, 70.9% of respondents who have lived in Poplar Bluff 11-20 years visit downtown “very” or “somewhat” often, as compared to less than 60.0% of respondents in other groups.

- ✓ **Respondents with incomes under \$25,000 indicated that they visit downtown Poplar Bluff for shopping more often than higher-income groups did.**

For shopping, 63.4% of respondents with annual household incomes of less than \$25,000 indicated that they visited downtown “very” or “somewhat” often, as compared to less than 54.7% of higher income groups.

- ✓ **Respondents in the \$25,000-\$49,999 income group indicated that they visit downtown Poplar Bluff for dining, conducting business, and attending church more often than other income groups do.**

These respondents indicated that they visit downtown Poplar Bluff for dining, conducting business, and attending church more often than other income groups do. The differences between the responses of this income group and other income groups ranged from 10% to 30%.

- ✓ **More respondents with incomes under \$50,000 indicated that shopping is the “number one” reason they visit downtown than respondents with incomes over \$50,000.**

For shopping, 28.2% of respondents with annual household incomes of less than \$25,000 and 20.9% of those in the \$25,000-\$49,999 income group indicated that shopping is the “number one” reason they visit downtown Poplar Bluff, as compared to less than 11.5% of income groups over \$50,000.

- ✓ **More respondents who have lived in Poplar Bluff 0-2 years indicated that shopping is the “number one” reason they visit downtown than respondents who have lived in Poplar Bluff longer.**

For shopping, 30.8% of respondents who have lived in Poplar Bluff 0-2 years indicated that shopping is the “number one” reason they visit downtown Poplar Bluff, as compared to less than 18.3% of other groups.

Views of Current Downtown Poplar Bluff:

- ✓ **The 18-34 age group viewed business hours and the diverse mix of businesses more favorably than other age groups.**

Significant majorities of the 18-34 age group viewed business hours (83.7%) and the diverse mix of businesses (71.4%) as “excellent” or “good.” These differences ranged from 8% to 30% compared to other age groups.

- ✓ **The 65+ age group viewed parking more favorably than other age groups.**

Two-thirds (65.0%) of the 65+ age group viewed parking as “excellent” or “good,” as compared to less than 54.3% of other age groups.

- ✓ **Respondents who have lived in Poplar Bluff 0-2 years viewed the condition of streets more favorably than all other groups.**

Nearly seven in ten respondents who have lived in Poplar Bluff 0-2 years (69.2%) felt that the condition of streets is “excellent” or “good,” compared to less than 55.1% of all other groups.

- ✓ **Respondents with annual incomes less than \$50,000 viewed business hours more favorably those with incomes over \$50,000.**

Eight in ten respondents with incomes under \$25,000 (81.1%) and with incomes of \$25,000-\$49,999 (80.5%) felt that business hours are “excellent” or “good,” compared to less than 66.7% of higher-income groups.

- ✓ **Respondents with annual incomes less than \$25,000 viewed entertainment options and condition of streets more favorably those in higher-income groups.**

More respondents with incomes under \$25,000 felt that entertainment options (42.5%) and condition of streets (65.5%) are “excellent” or “good” than those in higher-income groups. These differences ranged from 9% to 30% compared to other groups.

- ✓ **Men viewed many features of downtown Poplar Bluff more favorably than women: condition of sidewalks, safety during the day, safety at night, dining options, diverse mix of businesses, convenient parking, and occupied storefronts.**

Significantly more men than women viewed condition of sidewalks, safety during the day, safety at night, dining options, diverse mix of businesses, convenient parking, and occupied storefronts as “excellent” or “good.” These differences ranged from 8% to 16% compared to the women’s responses.

- ✓ **Nearly all respondents in the \$25,000-\$49,999 income group felt it is particularly important that Poplar Bluff work to retain its downtown’s historic character.**

Nearly all (96.6%) of respondents with incomes of \$25,000-\$49,999 felt it is important that Poplar Bluff work to retain its downtown’s historic character, as compared to less than 85.1% of other income groups.

Priorities for Types of Downtown Businesses:

- ✓ **Many types of businesses were particularly important to respondents who have been in Poplar Bluff 0-2 years: ice cream shop/soda fountain, upscale specialty shops, art galleries and shops, and clothing stores.**

Respondents who have lived in Poplar Bluff 0-2 years rated each of these types of businesses as high priorities. The other groups found these businesses significantly less important, with these differences ranging from 9% to 38% compared to other groups' responses.

- ✓ **Lodging and fine dining were significantly *less* important to respondents who have been in Poplar Bluff 3-5 years than to other resident groups.**

Fewer respondents who have lived in Poplar Bluff 3-5 years rated lodging (18.8%, as compared to over 40.0% of other groups) and fine dining (31.2%, as compared to over 50.6% of other groups) as high priorities.

- ✓ **Respondents who have been in Poplar Bluff 3-5 years viewed a bookstore as more of a priority than those in other resident groups.**

Three-fourths (75.0%) of respondents who have lived in Poplar Bluff 3-5 years rated a bookstore as a high priority, as compared to less than 61.5% of other groups.

- ✓ **Poplar Bluff's youngest residents were more interested in outdoor sporting goods stores than older residents.**

Almost half (49.0%) of the 18-34 age group felt that outdoor sporting goods stores were a high priority, compared to less than 36.7% of older age groups.

- ✓ **Poplar Bluff's oldest residents were more interested in clothing stores than younger residents.**

Two-thirds (68.8%) of the 65+ age group felt that clothing stores were a high priority, compared to less than 50.6% of younger age groups.

- ✓ **Respondents with annual incomes less than \$50,000 viewed an ice cream shop/soda fountain, attractions aimed at teenagers, and a bookstore as higher priorities than those with incomes over \$50,000.**

Majorities of respondents with incomes under \$50,000 felt that ice cream shops (50-53%), attractions aimed at teenagers (64-69%), and a bookstore (58-61%) were high priorities, and minorities of respondents with incomes over \$50,000 felt the same about ice cream shops (35-41%), attractions aimed at teenagers (40-50%), and a bookstore (40-50%).

- ✓ **Respondents with annual incomes of \$75,000-\$99,999 saw lodging, fine dining, and a farmer's market as *less* important than other income groups.**

Respondents with annual incomes of \$75,000-\$99,999 rated lodging (25.0%, compared to more than 37.8% of other income groups), fine dining (35.0%, compared to more than 44.4% of other income groups), and a farmer's market (35.0%, compared to more than 53.7% of other income groups) as high priorities.

- ✓ **All businesses except fine dining, bars and nightclubs, and a sporting goods store were significantly more of a priority to female residents than to male residents.**

Significantly more women than men saw these businesses as a priority, with a difference of at least 9%.

Priorities for Other Downtown Improvements:

- ✓ **The 35-49 age group was more interested in adding green space and improving signage than other groups.**

Significant percentages of the 50-64 age group viewed adding green space (59.5%, as compared to less than 48.9% of other groups) and improving signage (63.3%, as compared to less than 51.1% of other groups) as high priorities.

- ✓ **Respondents who have lived in town for 0-2 years were more interested in improving lighting, adding new parking, and developing second-story residential space than other groups.**

These residents viewed improving lighting (84.6%, as compared to less than 72.7% of other groups), adding new parking spaces or lots (69.2%, as compared to less than 60.0% of other groups), and developing second-story residential space (61.5%, as compared to less than 40.0% of other groups) as higher priorities than respondents in other groups.

- ✓ **Respondents who have lived in town for 3-5 years were more interested in moving utilities underground than other groups.**

Three-fourths (75.0%) of these residents viewed moving utilities underground as high priorities, as compared to less than 61.5% of respondents in other groups.

- ✓ **Respondents who have lived in town for less than 5 years were more interested in adding green space and improving signage than more long-time residents.**

These residents viewed adding green space (75-77%, as compared to less than 47.5% of other groups) and improving signage (62-70%, as compared to less than 48.9% of other groups) as higher priorities than respondents in other groups.

- ✓ **Poplar Bluff's highest-income residents placed a higher priority on improving building façades, keeping streets and sidewalks cleaner, and maintaining and smoothing brick streets than any other income group.**

Over eight in ten respondents with annual incomes of more than \$100,000 placed a high or very high priority on improving building façades (92.6%), keeping streets and sidewalks cleaner (81.5%), and maintaining and smoothing brick streets (85.2%). These differences ranged from 15% to 30% compared to other income groups.

- ✓ **Female respondents were more interested in improving lighting, adding new parking, and stricter code enforcement than male respondents.**

Women viewed improving lighting (77.3%, as compared to 64.0% of men), adding new parking (59.3%, as compared to 49.3% of men), and stricter code enforcement (62.0%, as compared to 51.3%) as higher priorities than men did.

- ✓ **Poplar Bluff's youngest respondents were more interested in second-story residential space, particularly rental units, than older respondents.**

Three in five (61.2%) 18-34 year olds were in favor of second-story residential space, with an overwhelming 46.9% in favor of rental units and 14.3% in favor of condominiums. Minorities of other age groups were in favor of second-story residential space.

Communication about Downtown:

- ✓ **The newspaper was more often cited as a primary source of information about downtown events and businesses by respondents who have lived in Poplar Bluff 0-2 years than by any other group.**

Nearly half of respondents who have lived in Poplar Bluff 0-2 years (46.2%) responded that they use the newspaper as their primary source of information about downtown, as compared to less than 39.8% of all other groups.

- ✓ **Word-of-mouth was more often cited as a primary source of information about downtown events and businesses by respondents who have lived in Poplar Bluff 3-5 years than by any other group.**

Six in ten respondents who have lived in Poplar Bluff 3-5 years (62.5%) responded that they use word-of-mouth as their primary source of information about downtown, as compared to less than 30.8% of all other groups.

- ✓ **The radio was more often cited as a secondary source of information about downtown events and businesses by respondents who have lived in Poplar Bluff 3-5 years than by any other group.**

Over two-thirds of respondents who have lived in Poplar Bluff 3-5 years (37.5%) responded that they use the radio as their secondary source of information about downtown, as compared to less than 12.9% of all other groups.

SECTION III

OVERVIEW OF DATA

In August 2008, UNICOM•ARC conducted a telephone survey of residents in Poplar Bluff Missouri, drawn from a sample of residents throughout the community. The purpose of the survey was to learn about public perceptions of and priorities for the downtown area in collaboration with the DREAM Initiative.

Three hundred (300) interviews were completed, and a sample of this size yields an overall error margin of $\pm 5.7\%$. This Overview of Data provides overall results of every question asked. We give exact wording of each question, editing only some instructions in the interest of space. Each set of responses is sorted by frequency of response where appropriate and the most prevalent response is bolded in each section.

		%
1. Thinking about the Poplar Bluff, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?	Right direction	55.7%
	Mixed	13.0%
	Wrong direction	22.7%
	Other, don't know	8.7%

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

	Mean	<i>very high priority (5)</i> %	total high priority (4-5) %	3 %	total low priority (1-2) %
4. Improving emergency services	3.92	41.0%	66.0%	18.7%	12.0%
3. Repairing and upgrading major streets	3.88	37.7%	65.0%	22.3%	11.7%
6. Attracting more big box retail development	3.82	40.0%	60.7%	16.7%	17.3%
5. Upgrading parks and recreation facilities	3.50	27.3%	49.3%	29.0%	19.7%
2. Revitalizing the Poplar Bluff downtown area	3.49	31.7%	47.3%	28.7%	21.7%

	%	
7. How often do you visit downtown Poplar Bluff?	Once a year or less	6.7%
	Less than once a month	13.3%
	One to five times per month	26.3%
	More than five times a month	46.0%
	Other (specify)	5.3%
	Don't visit downtown	2.0%
	Don't know	.3%

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

	<i>very often</i>	very/somewhat often	not very/not at all often	other/don't know
	%	%	%	%
12. government/post office	26.6%	60.1%	38.9%	1.0%
13. conducting business	19.8%	51.5%	47.8%	.7%
8. shopping	21.5%	47.8%	51.2%	1.0%
10. entertainment or special events	11.9%	41.6%	58.4%	.0%
9. dining	16.4%	38.6%	61.4%	.0%
14. attending church	24.6%	32.4%	66.9%	.7%

	%	
15. Of the items listed above, which would you say is the one reason you most often visit downtown Poplar Bluff?	Government/post office	30.4%
	Conducting business	18.1%
	Shopping	17.7%
	Dining	6.8%
	Entertainment or special events	6.8%
	Attending church	6.5%
	Other, don't know	13.7%

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

	<i>excellent</i>	excellent/ good	not so good/ poor	other/don't know
	%	%	%	%
27. safety during the day	14.0%	90.0%	8.7%	1.3%
17. convenient business hours	6.3%	73.7%	21.7%	4.7%
16. signs to help people find their way around	4.0%	59.0%	38.0%	3.0%
26. condition of sidewalks	2.0%	55.3%	38.3%	6.3%
21. convenient parking	6.7%	54.3%	44.3%	1.3%
25. condition of streets	1.7%	54.0%	44.7%	1.3%
19. preservation of historic structures	7.3%	51.3%	43.3%	5.3%
22. diverse mix of businesses	4.0%	50.0%	43.7%	6.3%
18. available green space	5.0%	45.3%	45.7%	9.0%
23. dining options	7.7%	42.7%	53.7%	3.7%
20. occupied storefronts	3.0%	38.3%	55.7%	6.0%
28. safety at night	5.7%	37.7%	49.3%	13.0%
24. entertainment options	2.0%	33.7%	61.7%	4.7%

	%
Very	51.0%
Somewhat	36.7%
Not very	7.0%
Not at all	5.3%
other, don't know	.0%
very/somewhat	87.7%
not very/not at all	12.3%

I'm going to read a list of the kinds of businesses that one might find in a downtown area. For each, please tell me how high a priority Poplar Bluff should place on bringing or adding more of that type of business *to its own downtown area*. If you think an item should be a top priority, rate it a "5." If you think it shouldn't be a priority at all, rate it a "1." Of course, you can use any number between five and one. The first is...

	Mean	very high priority (5) %	total high priority (4-5) %	3 %	total low priority (1-2) %
31. family or casual style dining	3.85	37.0%	66.3%	21.0%	12.0%
39. farmer's market	3.70	36.0%	59.3%	23.3%	16.7%
41. attractions aimed at teenagers, such as an arcade or skating rink	3.62	37.3%	59.3%	16.3%	23.0%
40. clothing stores	3.61	33.7%	53.7%	26.7%	19.3%
43. bookstore	3.56	30.3%	54.3%	25.7%	19.7%
32. fine dining	3.41	26.0%	50.3%	26.0%	22.7%
34. ice cream shop/soda fountain	3.37	23.0%	48.0%	28.7%	23.0%
37. art galleries and shops	3.30	21.0%	45.0%	25.0%	26.7%
44. pharmacy	3.29	26.3%	46.3%	22.3%	29.7%
45. art supplies and crafts	3.27	19.7%	43.7%	30.0%	25.7%
33. outdoor dining	3.19	22.7%	41.0%	29.0%	28.3%
38. coffee shop	3.18	18.0%	39.0%	31.7%	28.3%
35. upscale specialty shops	3.13	19.0%	38.7%	30.0%	28.7%
46. outdoor sporting goods store	3.10	19.3%	36.3%	29.7%	32.0%
30. lodging such as hotel, motel or bed and breakfast	3.09	21.0%	41.3%	22.0%	35.3%
36. antique shops	3.05	17.3%	35.7%	29.7%	33.3%
42. bars/nightclubs	1.89	4.7%	10.0%	16.3%	71.0%

		%
47. Of the items listed above, what business would you most like to see in downtown Poplar Bluff?	Arcade or skating rink or other attraction aimed at teenagers	14.3%
	Family or casual style dining	12.0%
	Clothing stores	11.0%
	Bookstore	7.3%
	Fine dining	6.3%
	Outdoor sporting goods store	6.0%
	Outdoor dining	5.0%
	Art supplies and crafts	4.7%
	Farmer's market	4.0%
	Antique shops	4.0%
	Upscale specialty shops	3.0%
	Art galleries and shops	2.3%
	Ice cream shop/soda fountain	1.7%
	Coffee shop	1.3%
	Pharmacy	1.3%
	Lodging such as hotel, motel or bed and breakfast	.7%
	Bars/nightclubs	.3%
other, specify	14.7%	

I'm going to read a list of other improvements that might be made to a downtown area. Again, please tell me how high a priority you think each should be for downtown Poplar Bluff using the same 5-point scale.

	Mean	very high priority (5) %	total high priority (4-5) %	3 %	total low priority (1-2) %
54. making the area more pedestrian-friendly	4.06	47.3%	71.0%	20.3%	4.3%
49. improving lighting	3.94	39.7%	70.7%	17.3%	6.0%
56. improving building facades	3.90	40.7%	66.7%	21.0%	5.3%
57. keeping streets and sidewalks cleaner	3.87	41.3%	65.3%	21.0%	5.7%
58. maintaining and smoothing brick streets	3.80	46.0%	66.3%	11.0%	12.3%
52. stricter code enforcement	3.69	36.0%	56.7%	22.3%	7.7%
50. moving utilities underground	3.55	34.3%	52.0%	25.0%	12.0%
48. adding green space	3.54	32.0%	50.0%	27.7%	11.3%
51. adding new parking spaces or lots	3.50	30.7%	54.3%	21.3%	12.0%
55. improving signage to help people find their way around	3.49	27.3%	51.0%	26.7%	9.0%
53. developing second-story residential space	3.20	21.3%	38.3%	33.3%	13.7%

		%
60. There has been some discussion about developing second story living space in downtown Poplar Bluff. Which of the following statements is closest to the way you feel?	Property owners should turn the second floors of their existing buildings into rental units.	30.0%
	Property owners should turn the second floors of their existing buildings into condominiums.	16.7%
	There is no need for second story living space downtown.	41.3%
	Other/don't know	12.0%

		%
61a. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Poplar Bluff?	Local newspaper	35.3%
	Word-of-mouth	22.0%
	I live downtown	8.7%
	Chamber of Commerce web site	4.0%
	Television	2.0%
	Radio	1.7%
	Other -Specify	15.7%
No others/don't know	10.7%	

		%
61b. what is your second most likely source of information?	Local newspaper	29.1%
	Word-of-mouth	25.0%
	Radio	11.9%
	Television	8.2%
	Chamber of Commerce web site	4.1%
	I live downtown	1.1%
	Other -Specify	7.1%
No others/don't know	13.4%	

		%
62. How familiar are you with a state-sponsored program called the DREAM Initiative? Would you say you are very familiar, somewhat, not very or not at all familiar with the DREAM Initiative?	Very familiar	3.0%
	Somewhat familiar	19.0%
	Not very familiar	20.0%
	Not at all familiar	57.3%
	Other, don't know	.7%
	<i>very/somewhat</i>	<i>22.0%</i>
<i>not very/not at all</i>	<i>77.3%</i>	

And now, a few final questions for classification purposes.

		%
63. In which of the following age groups are you?	18-34	16.3%
	35-49	26.3%
	50-64	30.7%
	65 or over	26.7%
	Other, don't know, refused	.0%

		%
64. How long have you lived in the Poplar Bluff area?	0-2 years	4.3%
	3-5 years	5.3%
	6-10 years	13.3%
	11-20 years	18.3%
	More than 20 years	58.7%
	Other, don't know	.0%

		%
65. For statistical purposes only, please indicate which of the following categories best fits your total household income for 2007. Just stop me when I get to your category.	Under \$25,000	24.7%
	\$25,000 to \$49,999	29.0%
	\$50,000 to \$74,999	18.0%
	\$75,000 to \$99,999	6.7%
	\$100,000 plus	9.0%
	Other, don't know, refused	12.7%

		%
66. Gender	Male	50.0%
	Female	50.0%

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SECTION IV

RESPONSE TO OPEN ENDED QUESTIONS

7. How often do you visit downtown Poplar Bluff?

Twice this year

Every day (10)

Once a week

About every three months

About 5 times a week

Twice a night

Less than once a month

47. What business would you most like to see in downtown Poplar Bluff?

Jewelry store

Movie theatre

A big shopping mall

Specialty shops

Barnes and nobles; target; hobby lobby

License bureau

Shopping areas

Upscale dining, steak, seafood, imported spirits, live music
Venue, maybe some jazz

Target and white castle

Any dining and get there head out of their butts - utilize it in businesses and show people what was downtown and what is downtown

Movie Theater

Stores of some kind

Drive in restaurant

Major brand coffee and donut shop such as dunkin donuts or krispy kreme

More dress shops and bookstores

Fine dining

Fabric store

I would like more family activities. More things for teenagers. To keep them off the streets and out of trouble

Nothing in particular

Fazoli's

Something for children

Exclusive men shops and exclusive ladies shops; that way ladies have a better variety; it'd be nice to have it right here downtown

Put all the small stores together to make a big mall

I can't think of one that it would be important for me to have downtown

I would just like a variety of good stores

Not a big shopper

History preserved

Recreation room for kids

59. Are there any other improvements you think should be made to downtown Poplar Bluff?

Quit tearing down old buildings

Move some democrats in there

Entertainment for all ages; fixing the old buildings up so they can be leased; there are a lot of buildings sitting vacant

I'd like to see a bus that runs across town with more green space in the center of downtown; a bus with no charge; more parking spaces on the outside of town; more specialty shops would generate more business; more

Need to bring businesses back to town; then it would be a great downtown; would help the city out

I'd like to see the street signs and traffic lights improved, particularly street signs

Bike trails

Fix buildings

Build something where buildings used to be or fill in

Bring downtown up to date, utilize business and attractions

Improve railroad station by remodeling; another truck route for safety and less traffic; they need to add some benches for the elderly for rest; landscaping to restore and beautify

It just needs a different atmosphere; it's old

When you turn off of the business highway onto main street they should have to stop at the first intersection before you get to the first stop sign

Try and remove all the bums downtown

Better handicap accommodations

It should be made more for families

New city hall; upgrade to the fire departments; upgrade police department

Most places don't let you use their restrooms so public restrooms would be good

Rodger's theater - the marquee needs something to be done with it; old railroad steps need to be restored

More activities like outdoor fairs and activities where streets can be blocked off for extra space for people to walk

Rodger's Theater

I would like to see less leaky bars; we have a bad loitering problem; I would like to see less of that; overall a better community spirit

I think it would be nice if one of those streets would be closed off from cars and would be for jobs

Clean up bums, clean garage, clean depot

It needs a new city manager and chamber of commerce

I think we should have a water park or swimming; a skate park for the young kids; picnic area for families; also an animal shelter, a large animal shelter; i think Poplar Bluff should have a mall like most bigger

We definitely need more restaurants and shopping; a big bookstore; video/DVD place

More activity

I really would like to see a farmers market

Main thing is we need to fix it up and there are businesses we don't have; we need a mall

Fill in the empty buildings or remodel them

Improve train station

I think they need more law patrol not necessarily in downtown but in the surrounding area; there should be more enforcement of speed limits

I would like to see some grants come through to give people incentive to build there; it is going to take a lot of people taking chances to start getting businesses down there, once businesses are down there, others

They're working on it; there's a lot to be done

Make a town square and have green spaces such as flowers and more pedestrian friendly

Have a huge beautiful art fair downtown once a year with the full works; whole downtown needs a face lift and get rid of the adult store on the main street; get novelty businesses to

Bring back customers the way it

Black river should be cleaned

Fix the historical stuff that we got

Eliminate the bars in downtown

I think that they need to pave the streets; i drive downtown a lot - I think that they need to do something on that one street where the railroads are; I think the streets need to be improved; the main street,

We need more parking spaces downtown

Better teachers for the school

They took all the business out of poplar bluff; they should put it back; need more places to eat, restaurants, movie theater, café, maybe a drive-in

More obvious presence of law enforcement

Re-do the old train depot and make it look better

I would like to see it be built back up; this used to be a beautiful town

Take down the town and start over; forget about the shopping centers

More police patrols to get out the people that loiter

I'd like to see some type of campaign to draw more retail business to Poplar Bluff such as a target or Macy's

They need to let bigger business in and industrial business

They should make the town look better, more attractive to business

Would like to put park benches down for people to sit down so they could sight see

Keep the drunks from walking the streets at night, it's not safe

We need more businesses and not be so scattered out; more stores; i think they should take better care of our parks and more parks downtown; probably just more businesses, something that would draw people

I think that we need bicycle lining to turn it into a biking area

We need more things for the younger people; we have a thing for them it's called wells; we have kids dressed in black; they look stupid, like they are ready to fight; i don't agree; i think they should

The town is dirty and unwelcoming to new ideas; the town does not embrace outside ideas; more pride should be placed on the appearance of the town; more quickly tear down delinquent towns; most importantly

I think they need to do something to facilitate training or retraining to people who don't do anything; I think they need to do more to curtail drug activity

Take advantage of the river

Better transportation in and out

I want the police to be paid more because they do so much for us in the area

Updating it more; fixing the store fronts; making it nicer; restoring it

They need to work on the train station; improve lighting all over downtown; food near train stations; crafts shop would be excellent; lighting by black river coliseum; more lighting

A place for the homeless to go such as a mission or homeless shelter

There needs to be a noise ordinance banning the use of loudspeakers; 2:30 in the morning blasting by my house - it is ridiculous

Something towards younger children

Easier access to the license bureau

People should feel safe downtown instead of being followed or mugged

Renovating the historic buildings; close off specialty shop area for walking only; outlet stores; candy shop; hardware store; oddity shops; humidior; trees and benches with awnings; more Christmas functions for

The restoration of the old railroad station would be nice; be nice if they had a decent bus station here too; boardwalk down by the water

Leave the downtown alone and improve the outskirts; more places to eat

A lot of buildings need structural repair if not fixed, no downtown

I think that the brush around the river could be cleared out on the Westside of downtown so people could see the river; even the railroad track; the poplar tree; that's a start; my grandmother's uncle was the first

Parking in particular

Our infrastructure doesn't seem up to par; every time I read

The paper people don't seem to be happy; poor internet and cable; need to reduce taxes on attracting business in whole area, seems like a prime area

Living space; two story space, living space could be increased

I think the policemen downtown seem to ignore the bad stuff downtown and easily ticket simple problems; their priorities are out of whack

I think they need to add attractions for small children ages 2-5

I think they need to add planters with flowers outside and a memorial fountain for the 82 people that died in the 1927 tornado; also i would like to see the gazebo replaced by the historical band stand that john

Fix the railroad steps; developing more antique and artistic atmosphere; bring brick streets back

Like to see a white castle and a dunkin donuts; cops be around more; cleaner streets

Cops around town need to be nicer to the pedestrians

Think they should get rid of all the bars and improve land beyond the tracks

Bartlett Street, railroad track is terrible; they've allocated money but nobody has tried to fix it

A mall - one like in cape deratos mall

When all the businesses and everything went out we have hardly nothing anymore; fix it all up

I think it is very important to have something for the teenagers to keep them out of trouble; skate Board Park would be good for the community

Restoring it and making it look like a nice area; making it a place you want to be after dark; more police patrols; smoothing the brick streets more

More work for the area

Knocking down Marriott's; they are bad repaired; most are torn down anyway

If there were more variety of businesses downtown then people would be more encouraged to go downtown

The downtown area really needs a good cleaning and the historical buildings need renovating

I would like to see the streets more taken care of

Fix the levee and the living conditions

Historical houses should be preserved; lessen code enforcement because they are taking away from individual choice; more open worship

Improve Rodger's Theater

Like to see an exit and on ramp from marble hill road on the overpass; more sidewalks for pedestrian traffic specifically Barron road; community development should be focused on the north and west end

I think we need a movie theater downtown so kids can walk to the theater

I think we need a red lobster somewhere

61a. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Poplar Bluff?

I work downtown (4)

Driving downtown (2)

Observing

Courthouse

Internet

Travel through downtown to go to work

I serve on the board of Poplar Bluff community development

Observation

Just going down there

Seeing it on a day to day basis

Attend downtown myself

Library

Owners of businesses

Traffic

Library

Courthouse

I'm there almost every day

Looking around

Police

My son has a business downtown

Seeing for myself

I'm there pretty much everyday

Job

Internet

Businesses

Being there

Shop

Lived here for forty something years

Meetings held in town

Phone book

Observations

I'm there a lot

Library

Living there, seeing it

Work

Eyeball everything; everything I know is from what I've seen first hand

Visiting

Through my business

Live close to the area

They keep in touch with the senior citizens

I'm an electrician and I spend a lot of time working downtown

My visual

Being there on a weekly basis

61b. And what is your second most likely source of information?

Courthouse (2)

Internet (2)

Seeing it

Signage

Going to it and seeing it first hand

Coffee shop

Post office

Going there

Library

Banking

Church

Being there myself

Computer

Phone book

Information from shopping

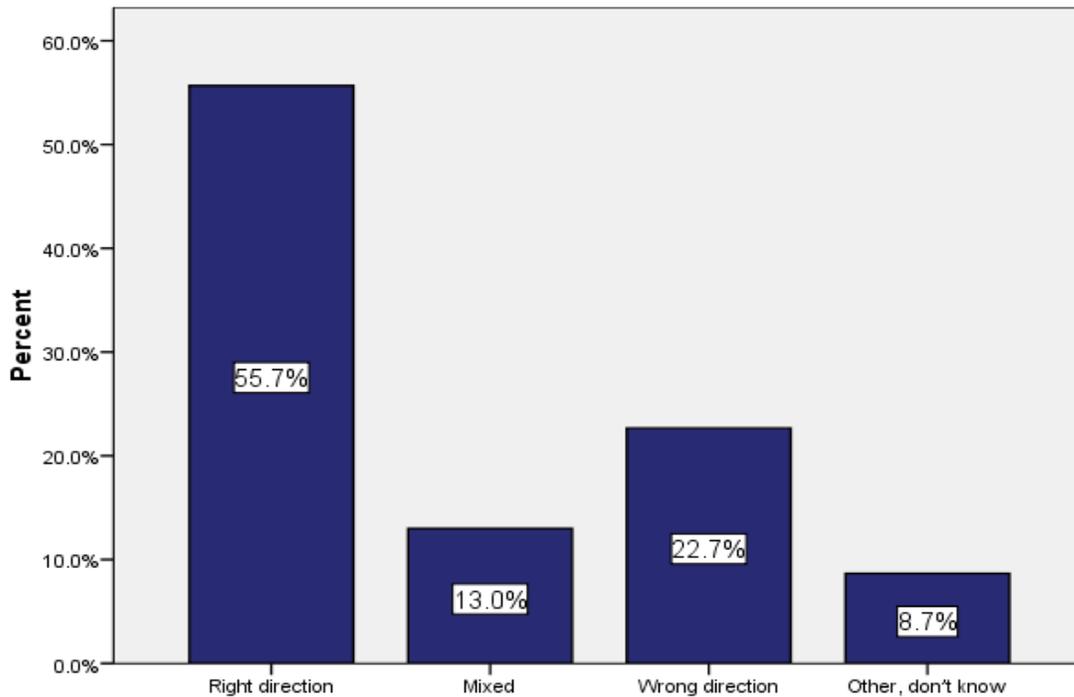
Just going downtown

Living there

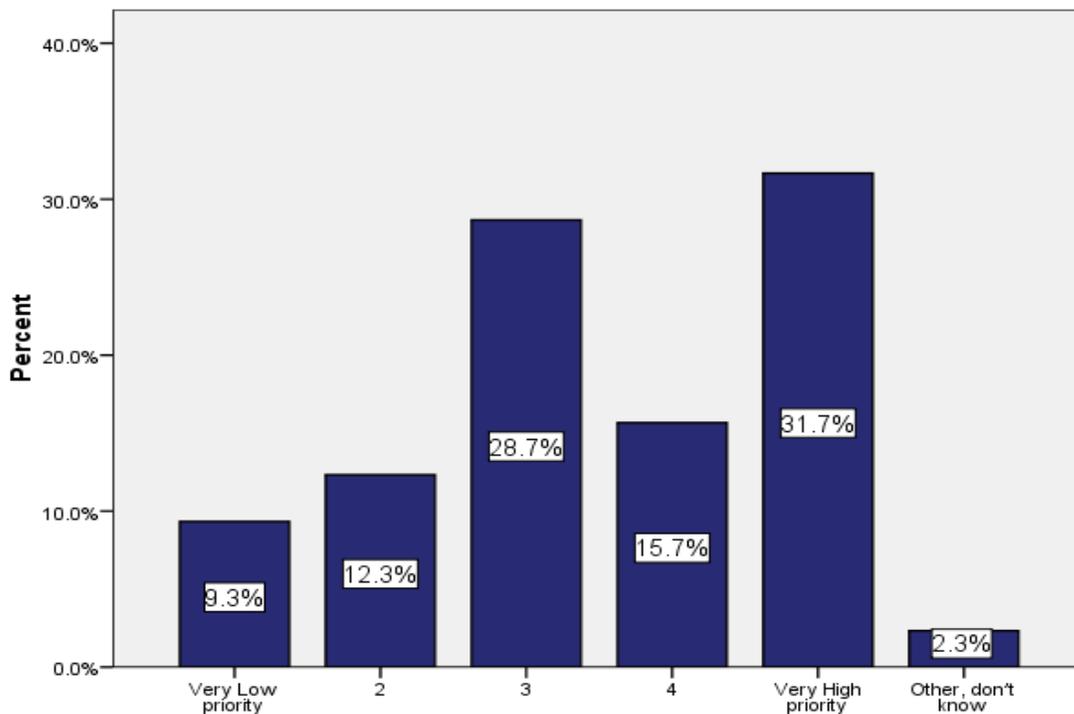
SECTION V

BAR CHARTS

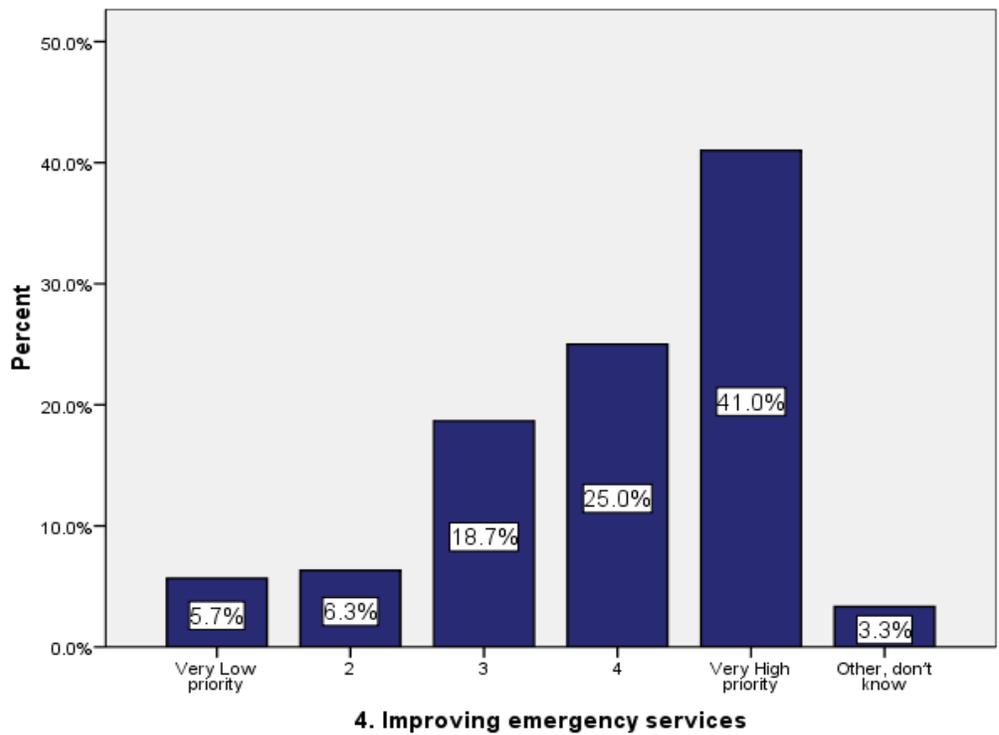
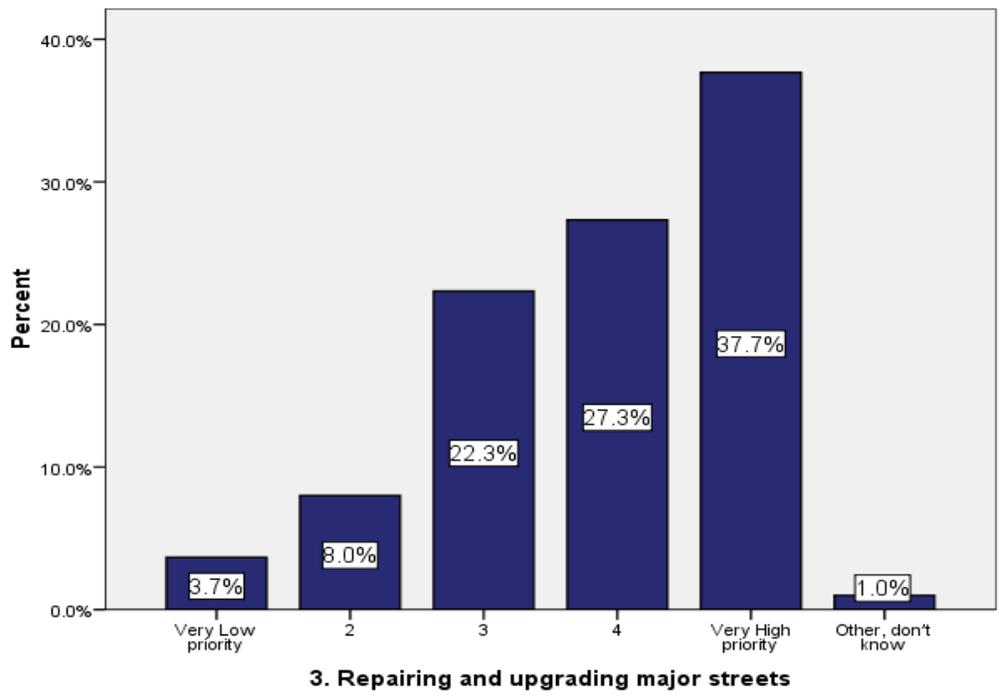
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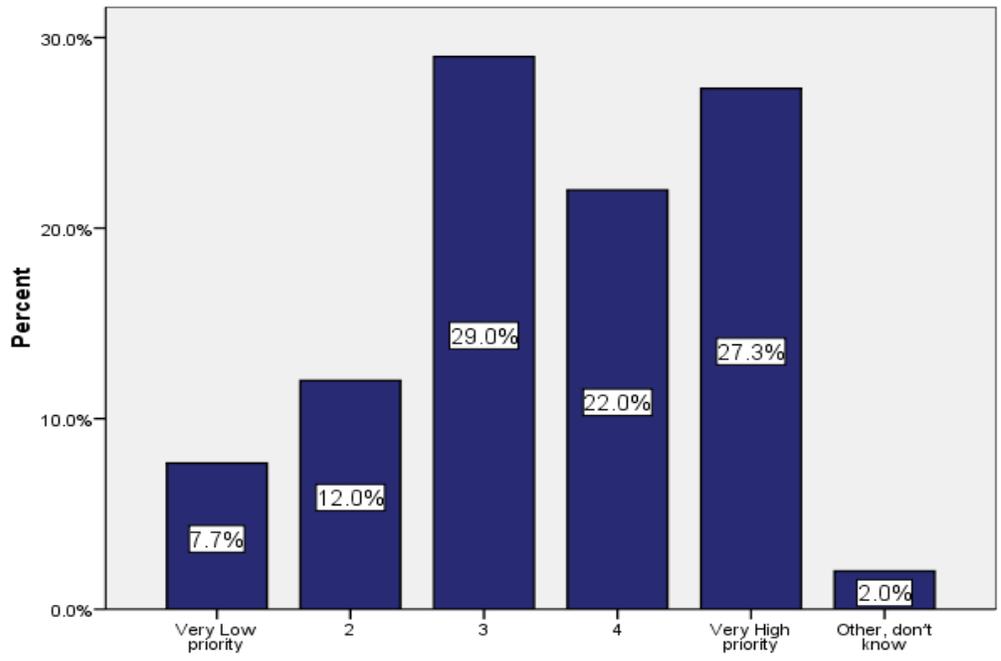


1. Thinking about the Poplar Bluff, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?

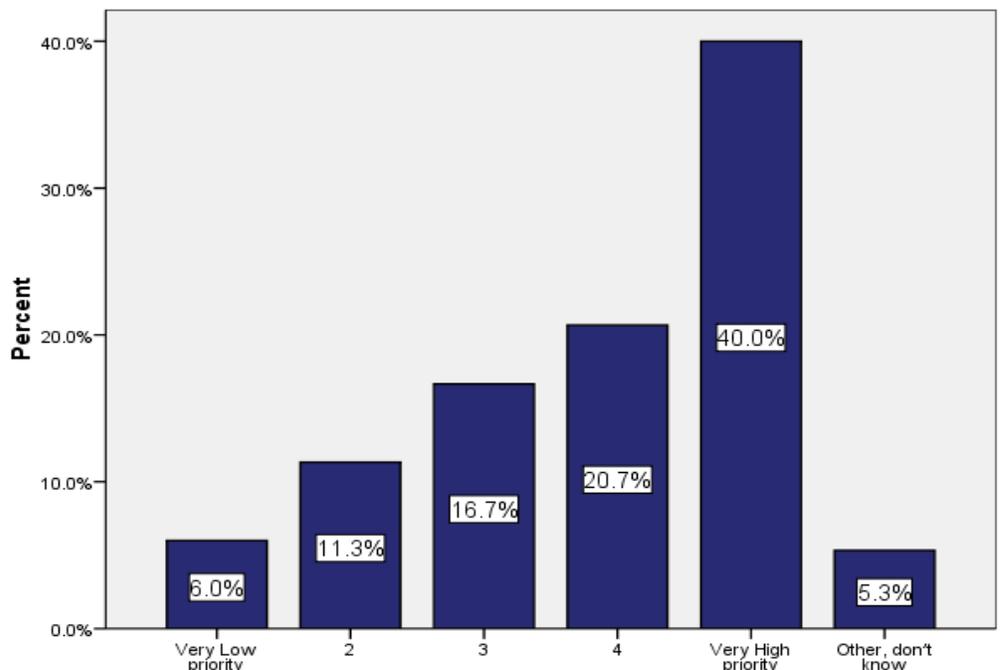


2. Revitalizing the Poplar Bluff downtown area

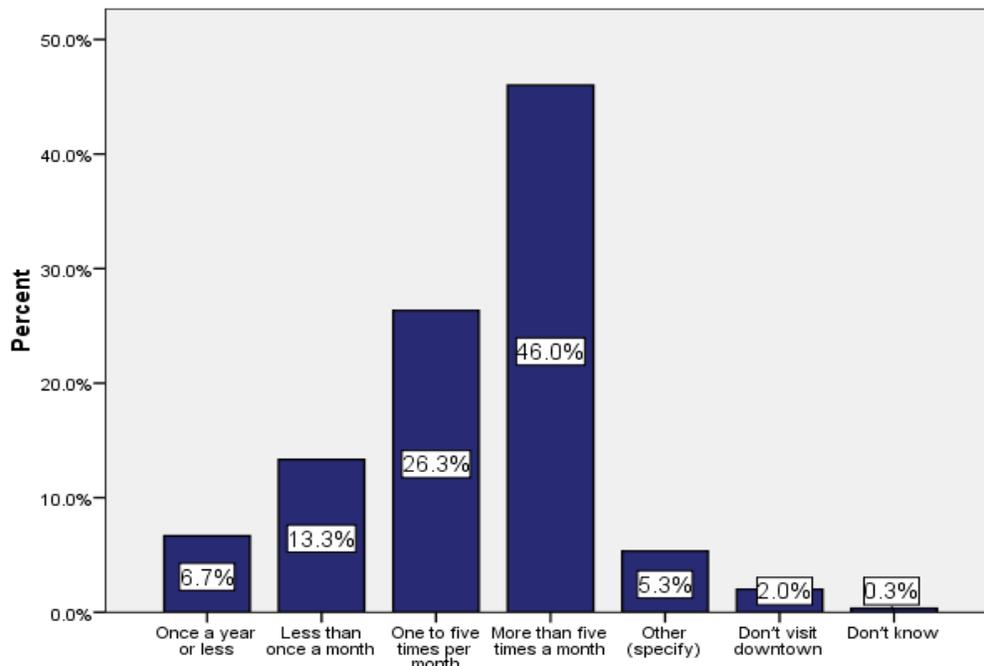




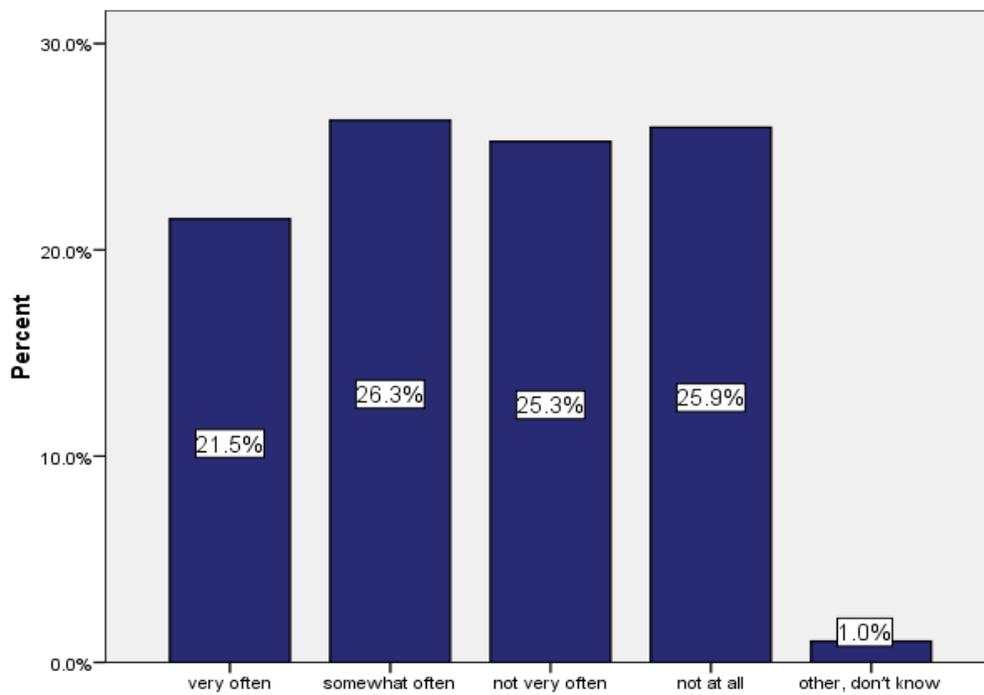
5. Upgrading parks and recreation facilities



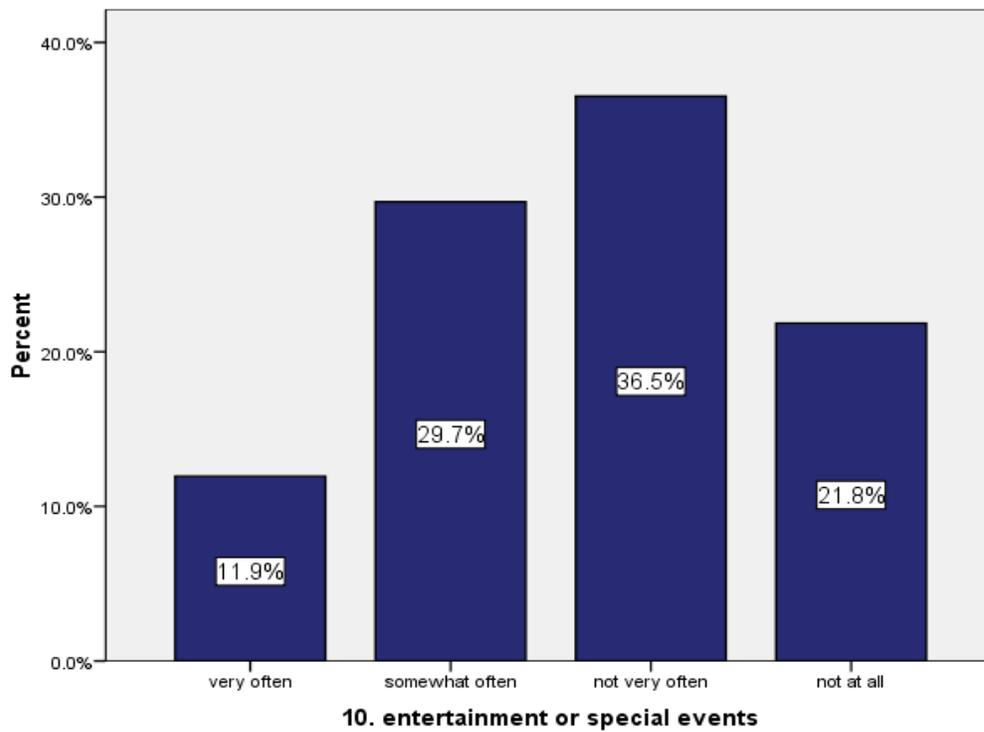
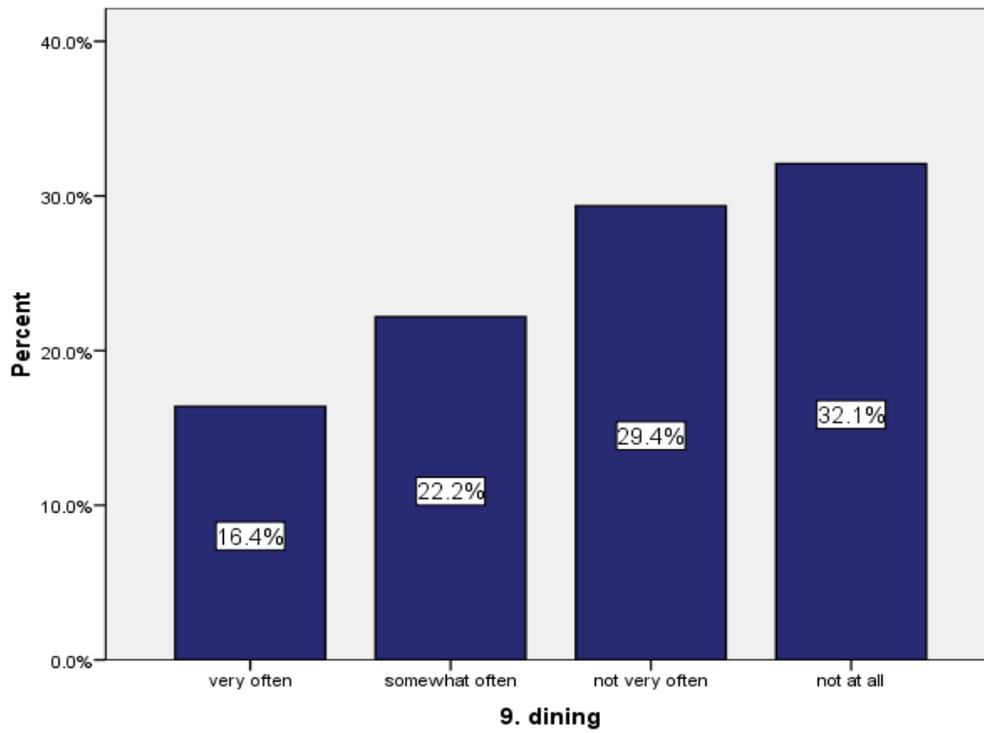
6. Attracting more big box retail development

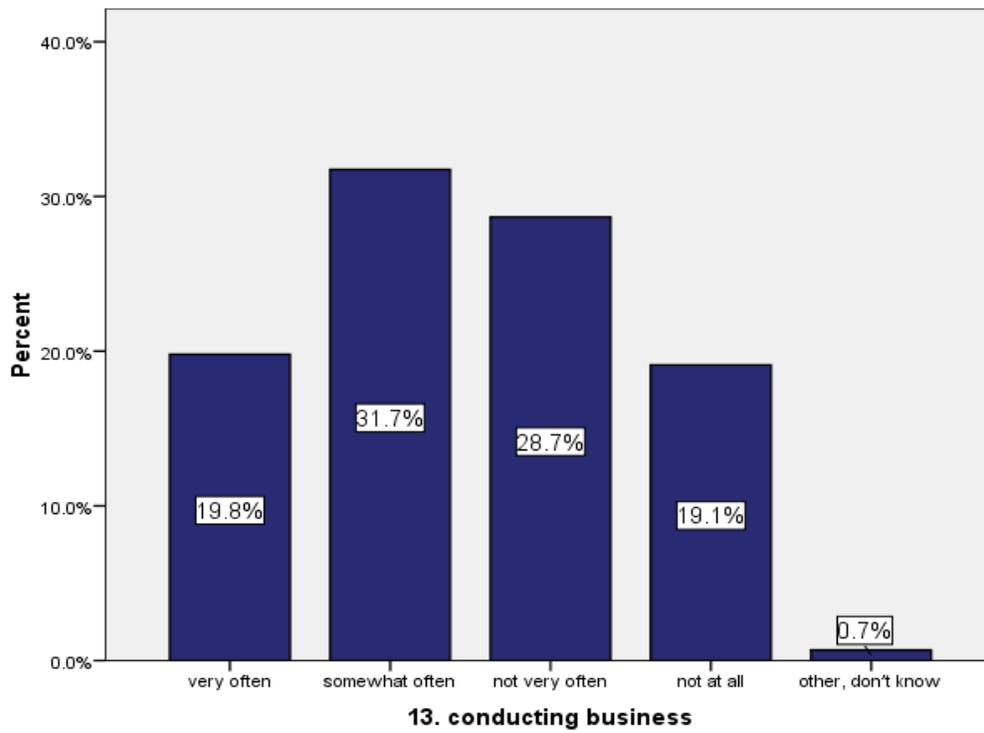
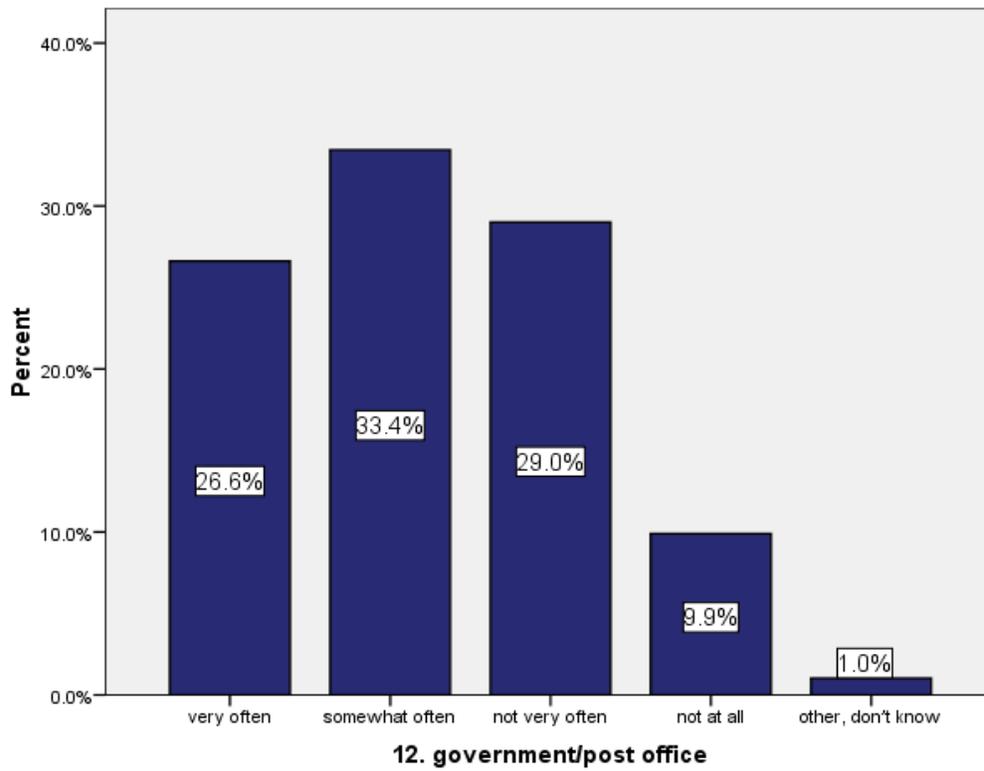


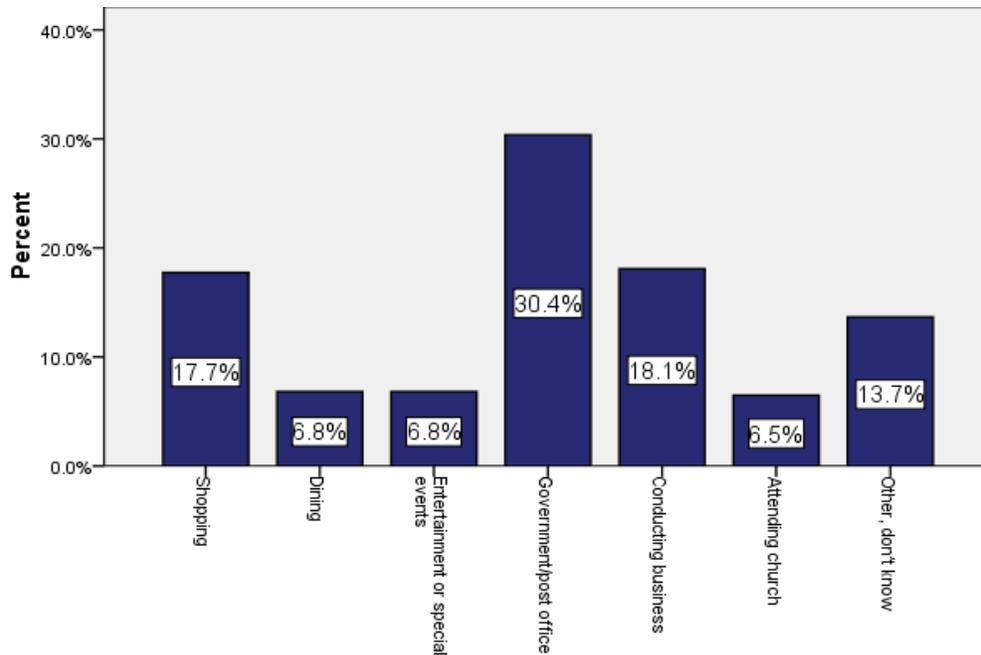
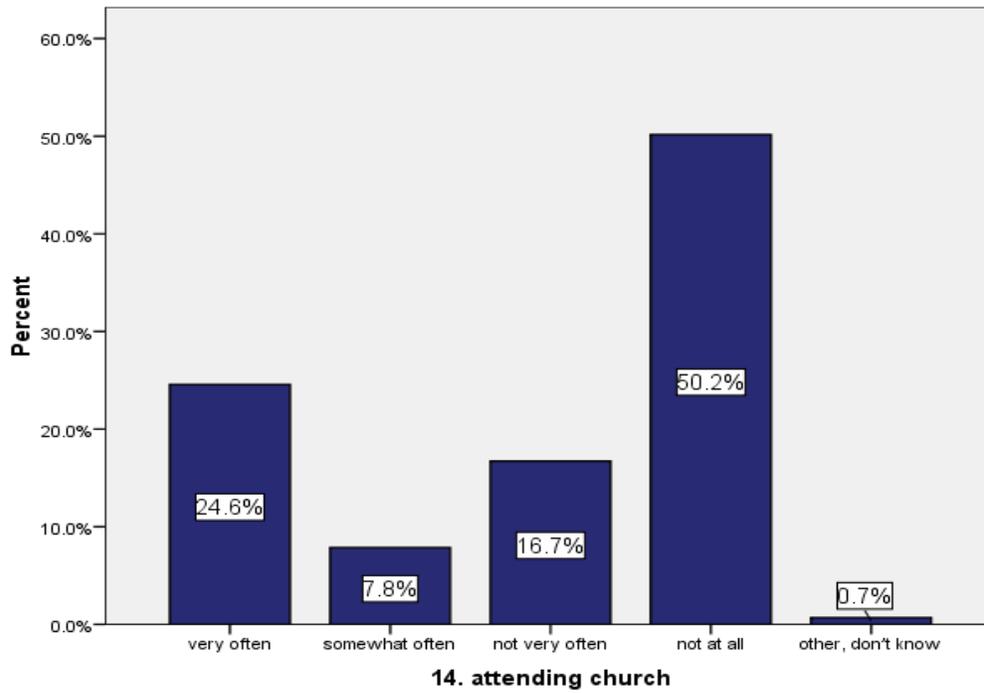
7. How often do you visit downtown Poplar Bluff?



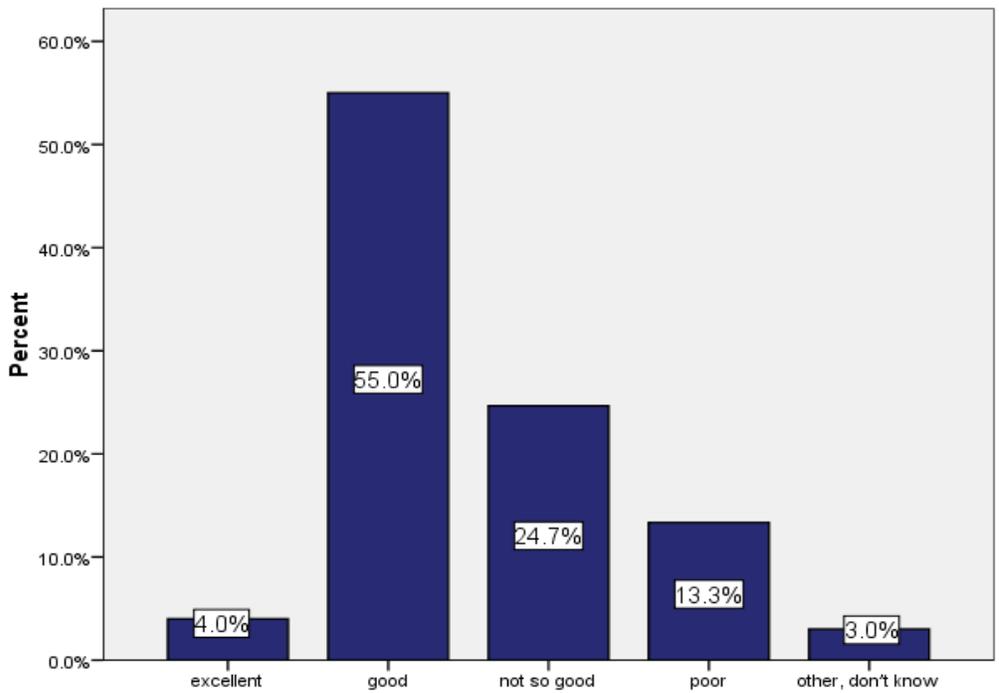
8. shopping



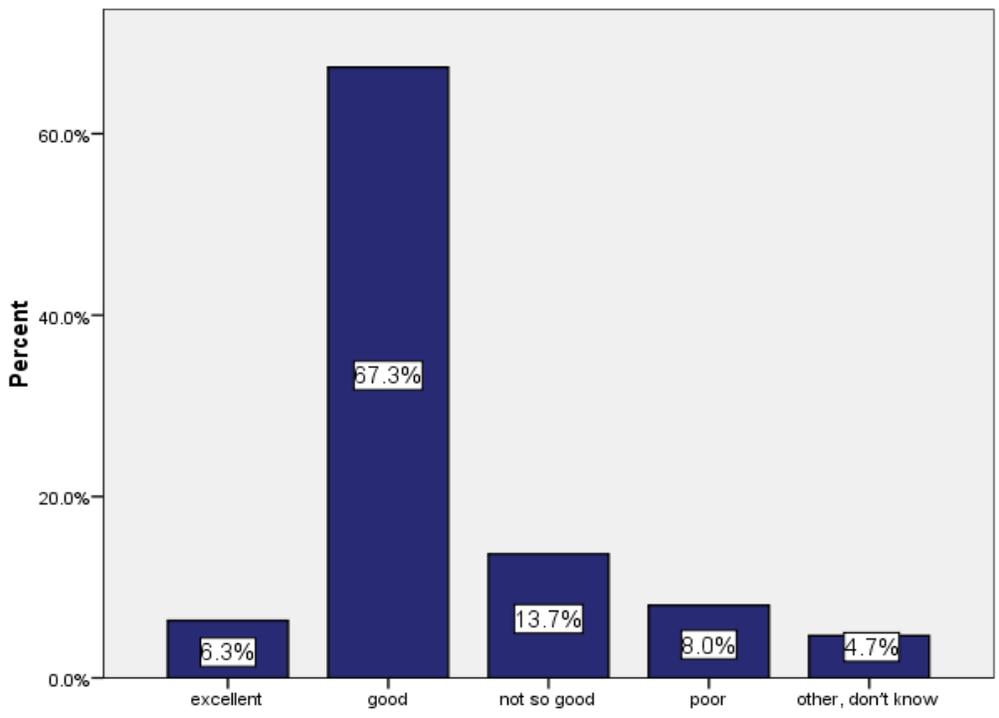




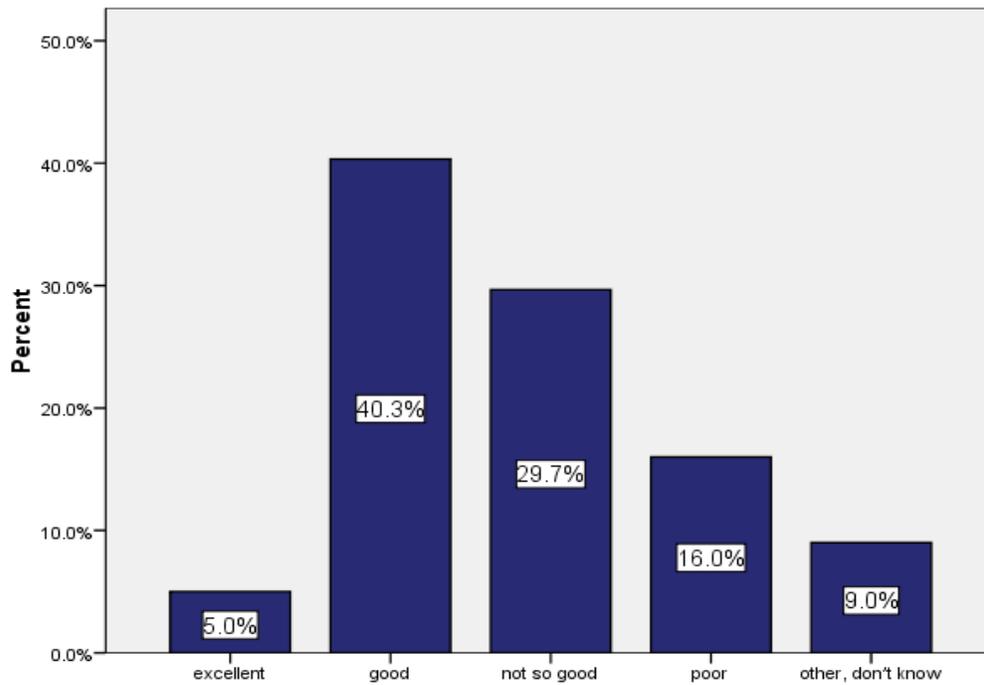
15. Of the items listed above, which would you say is the one reason you most often visit ...



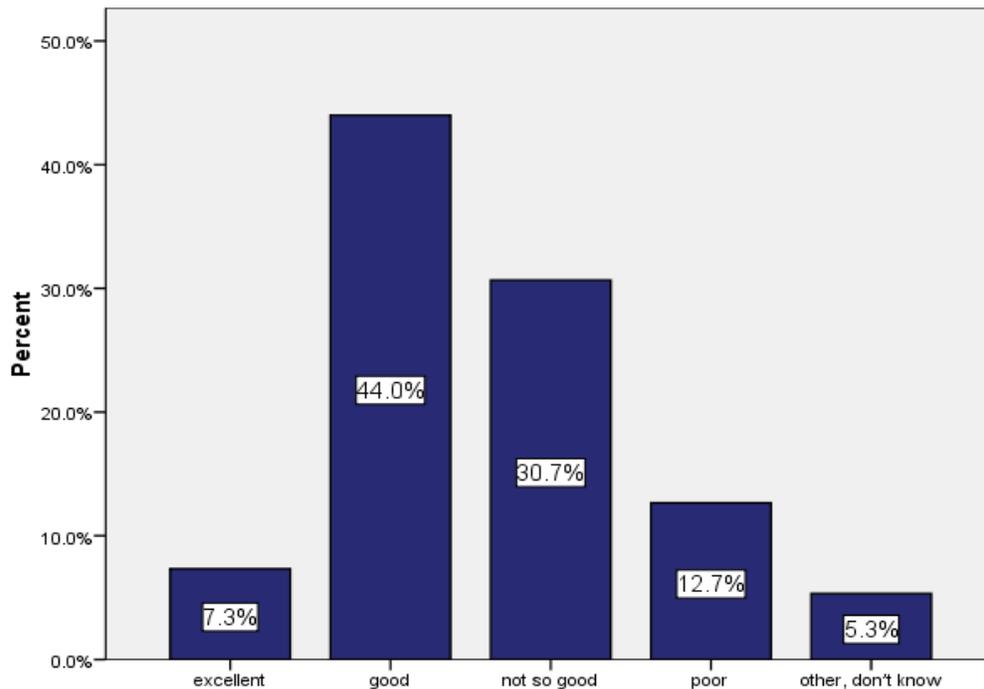
16. signs to help people find their way around



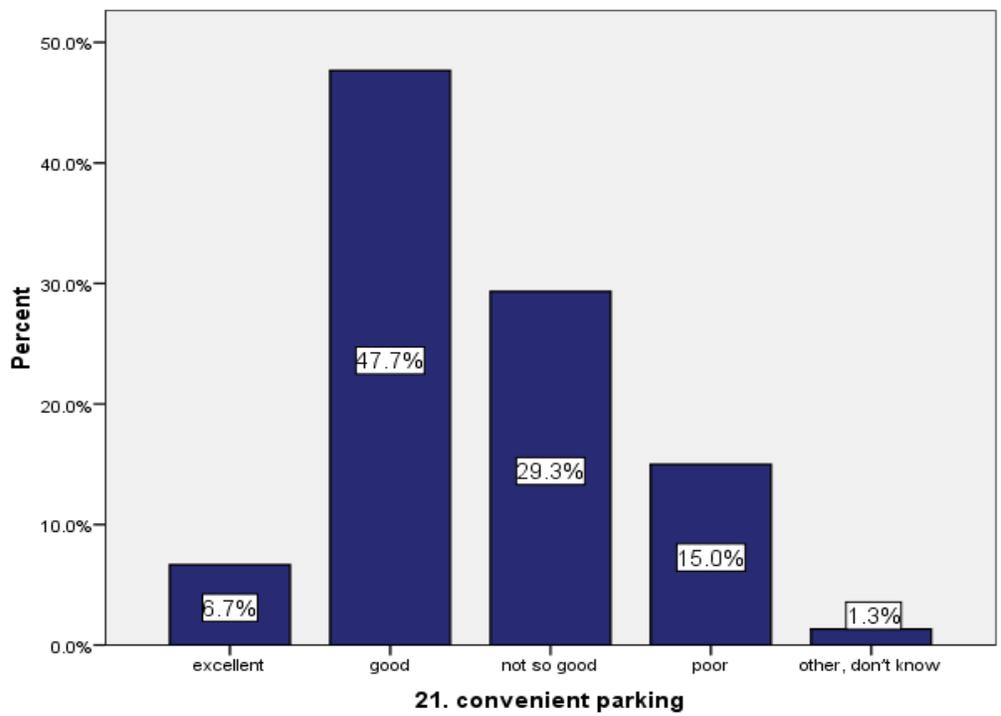
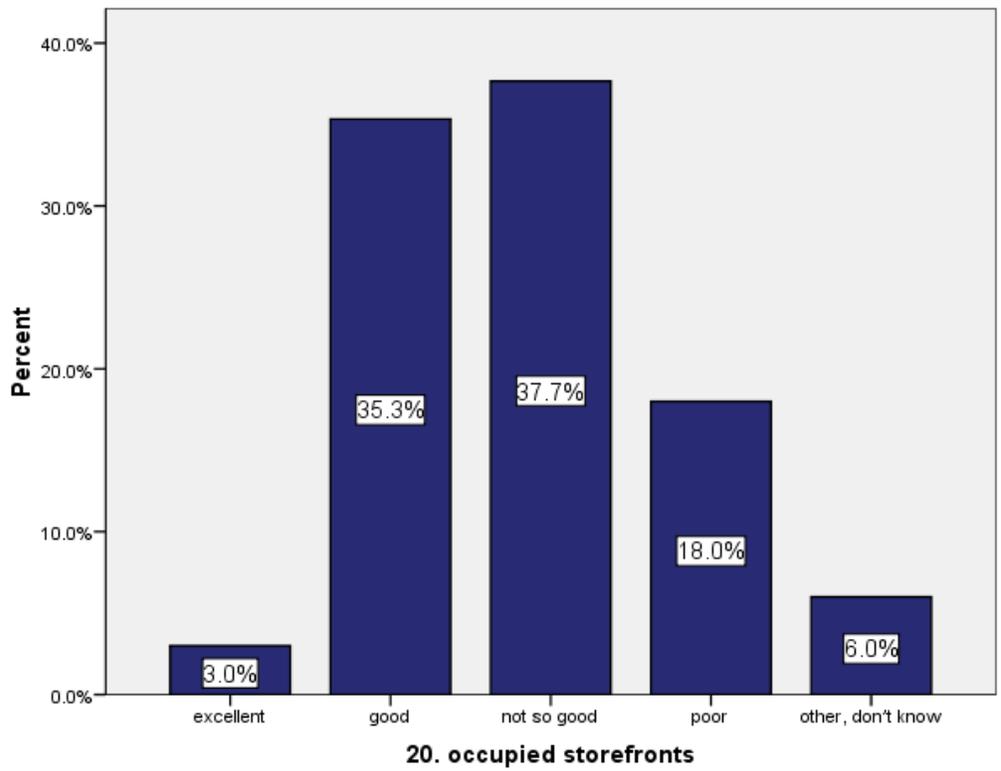
17. convenient business hours

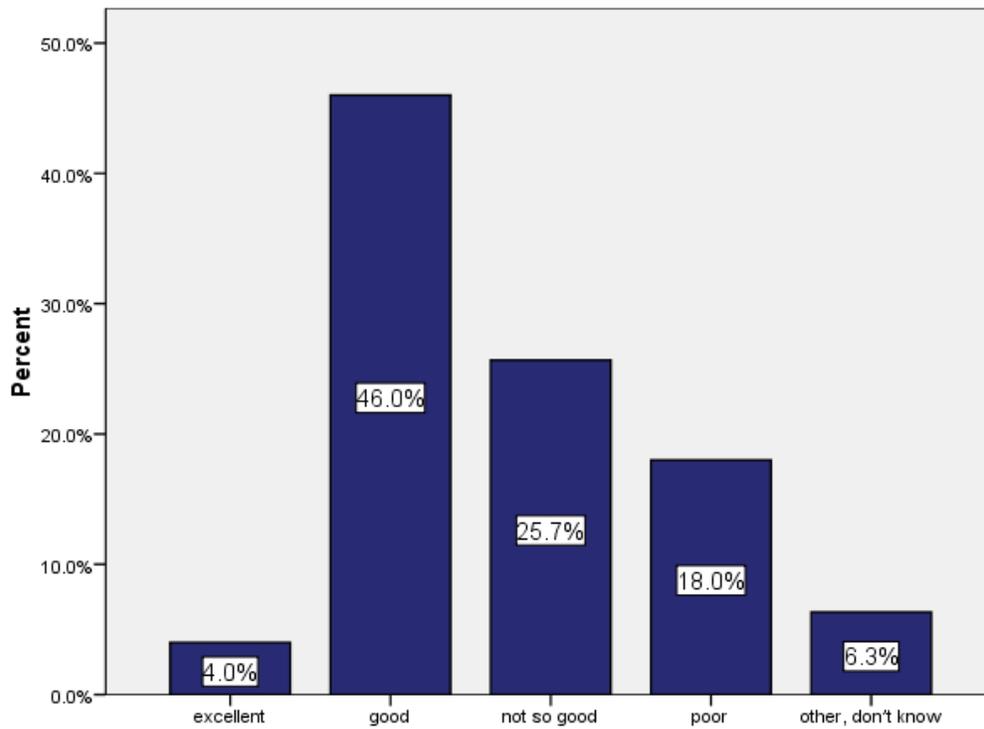


18. available green space

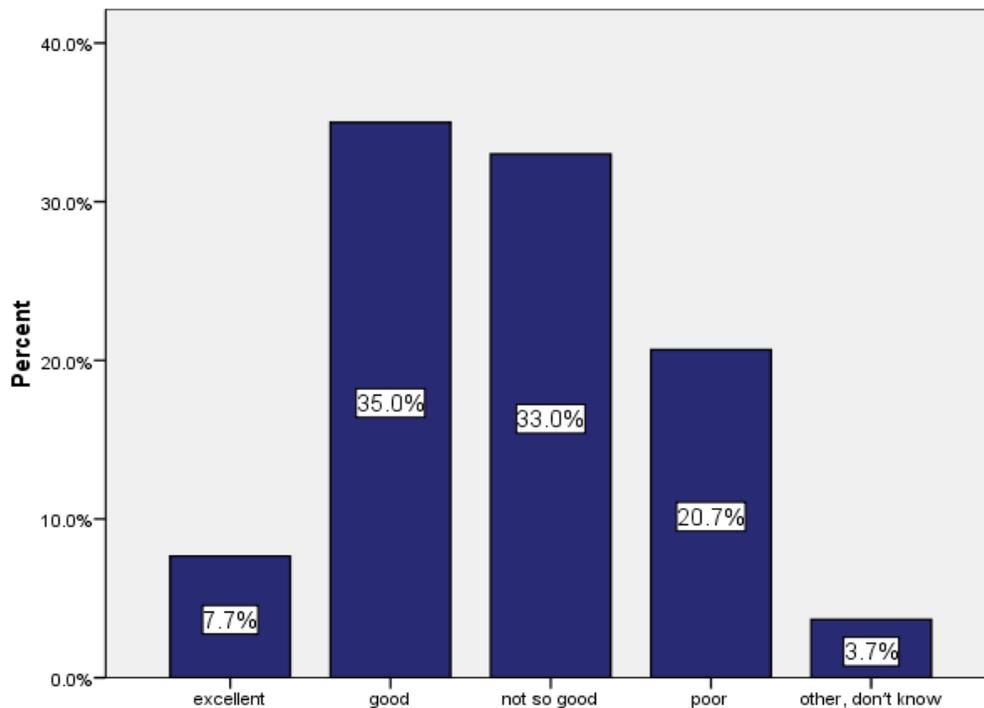


19. preservation of historic structures

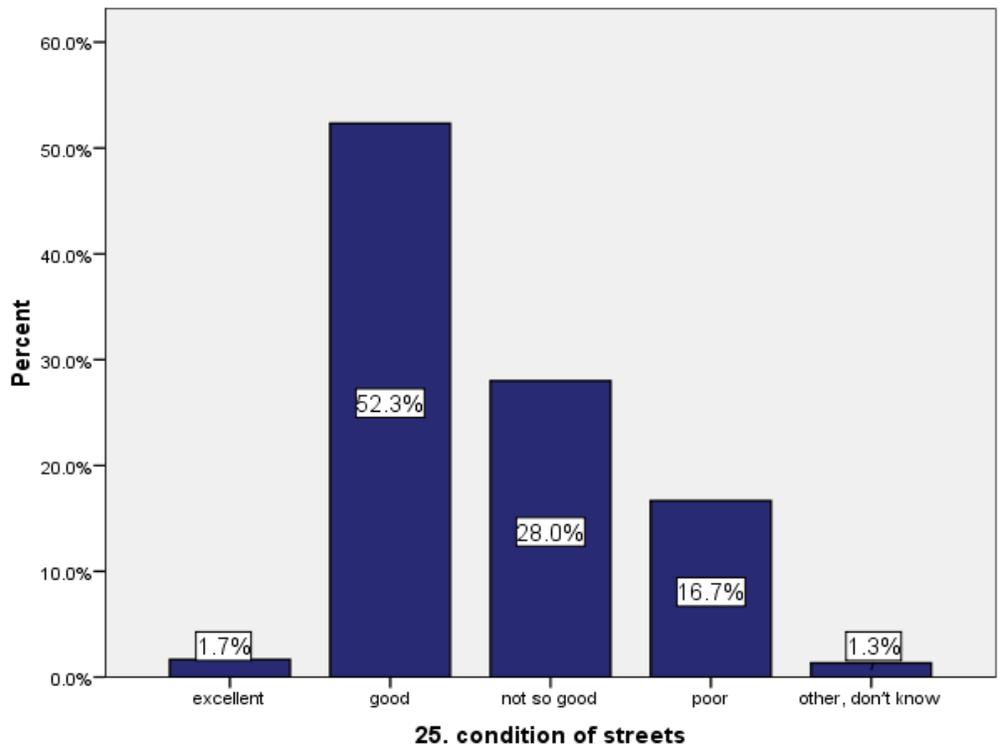
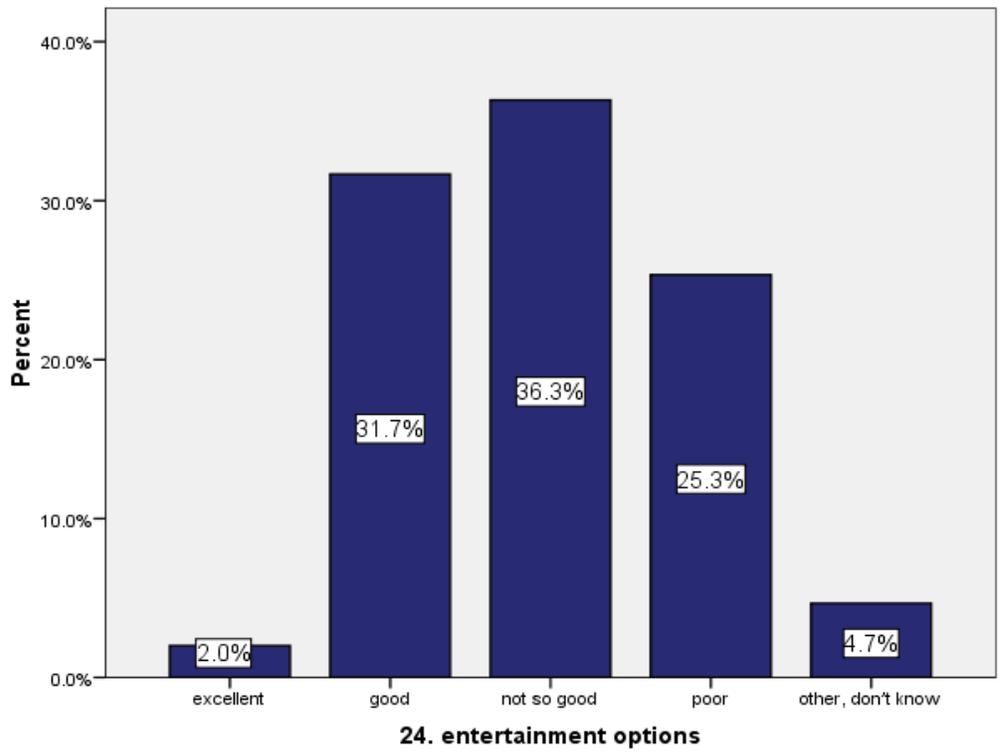


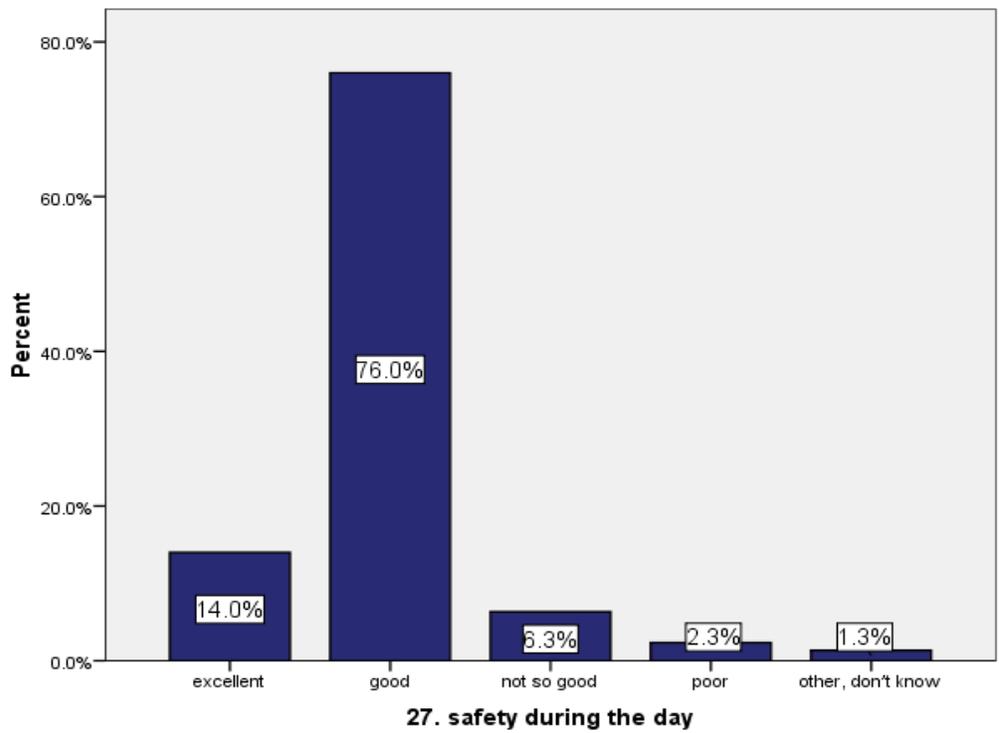
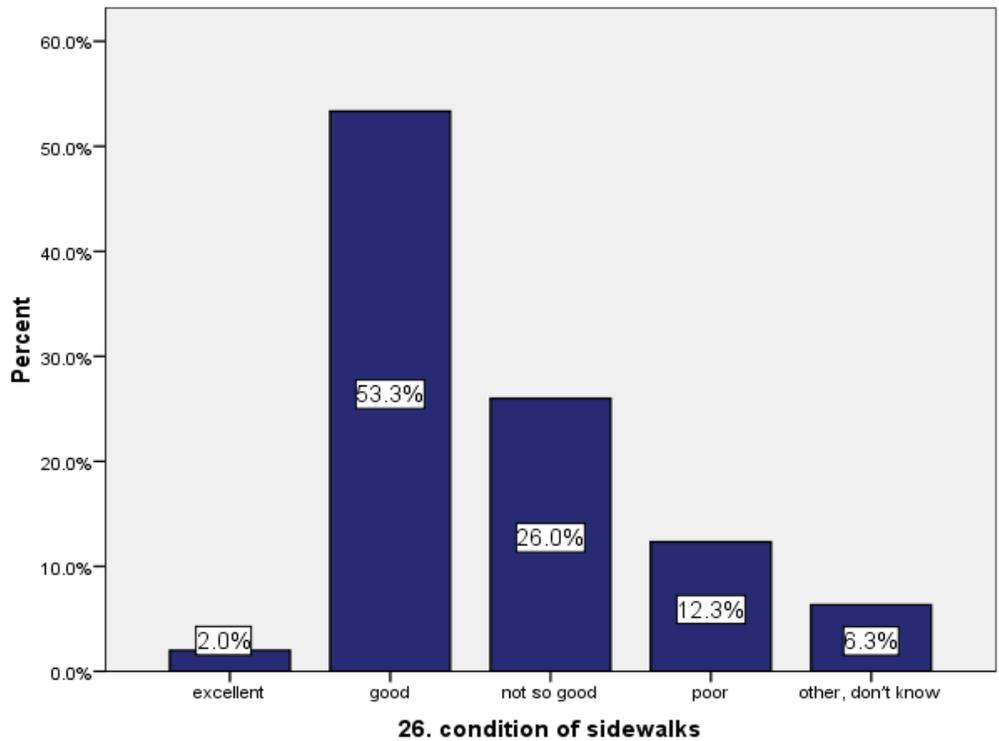


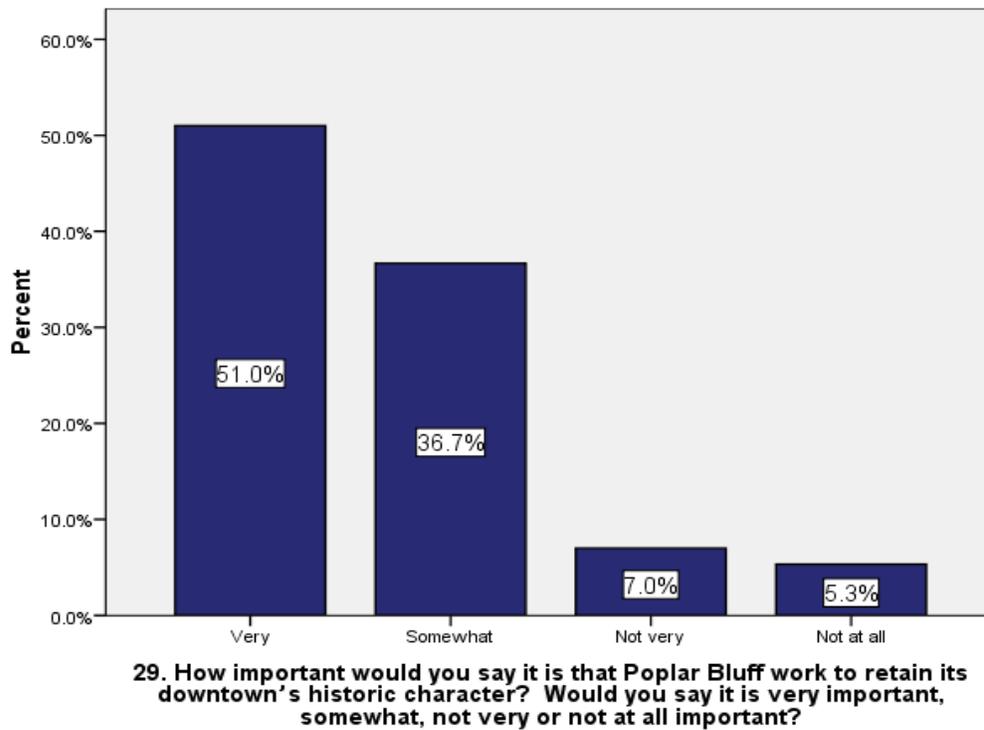
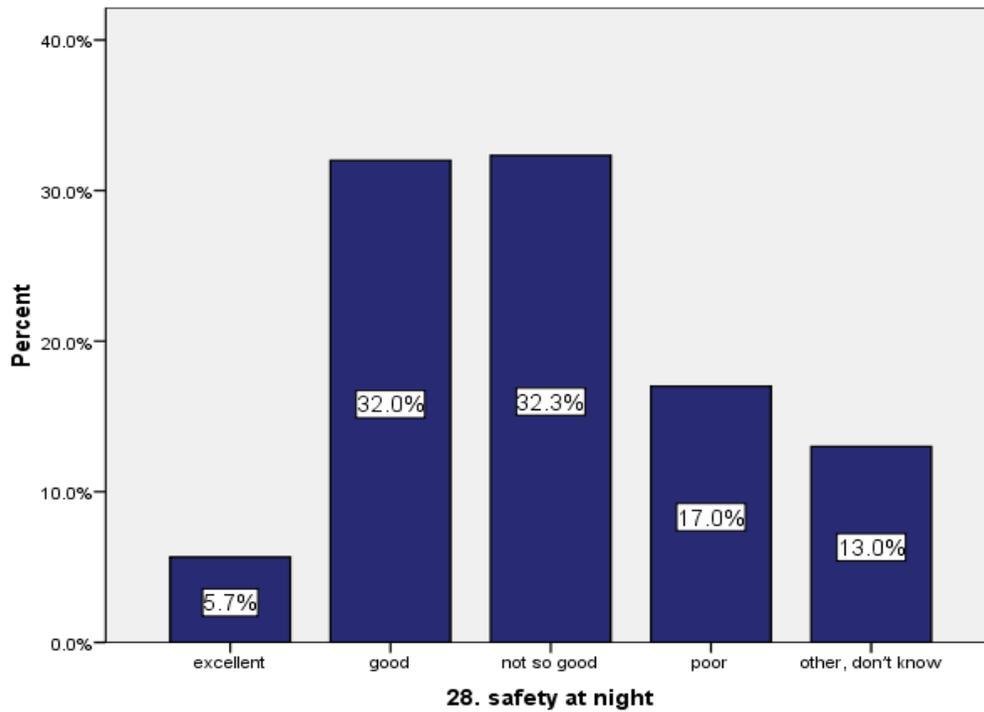
22. diverse mix of businesses

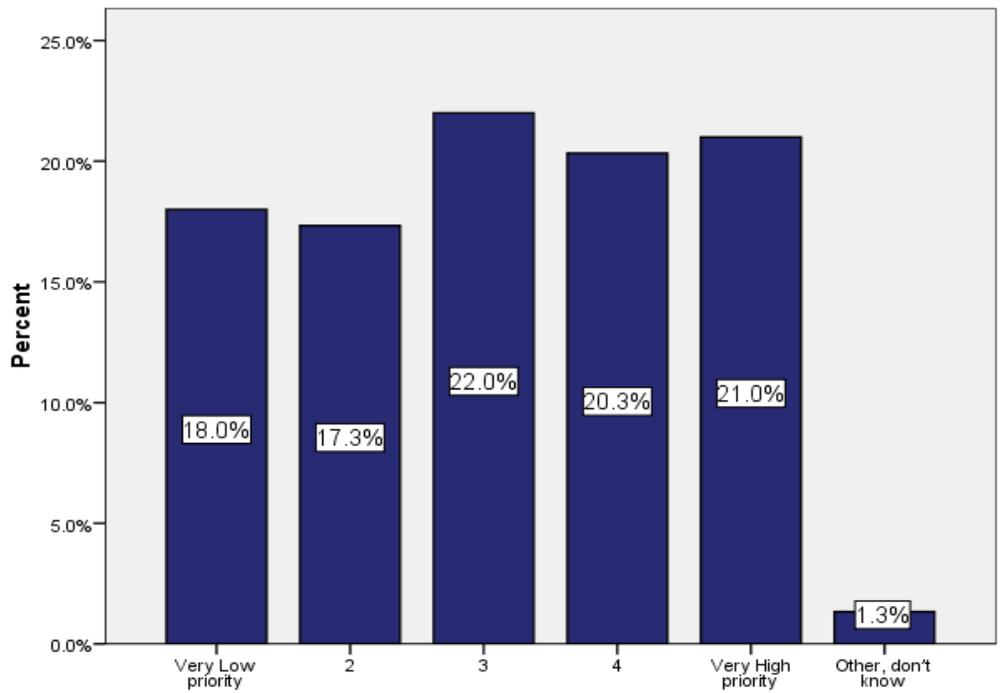


23. dining options

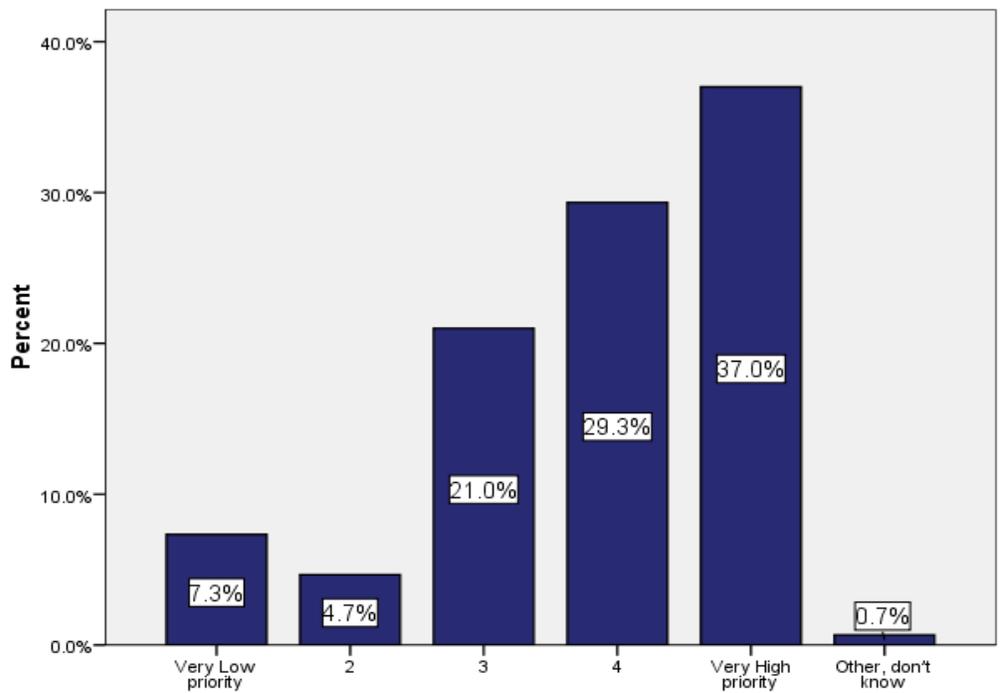




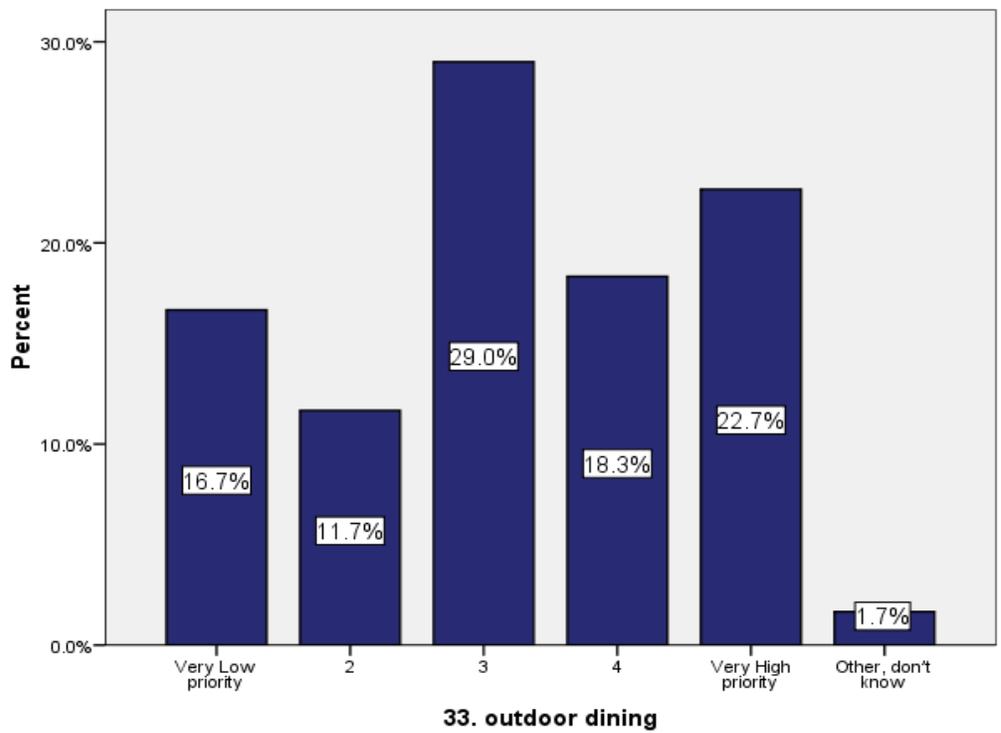
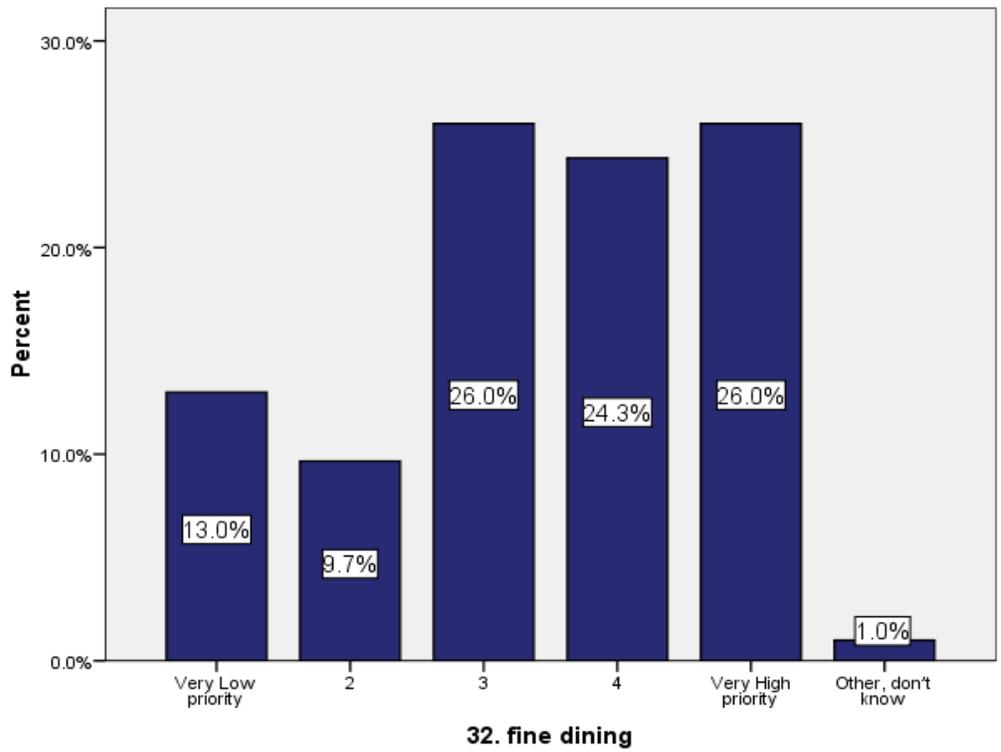


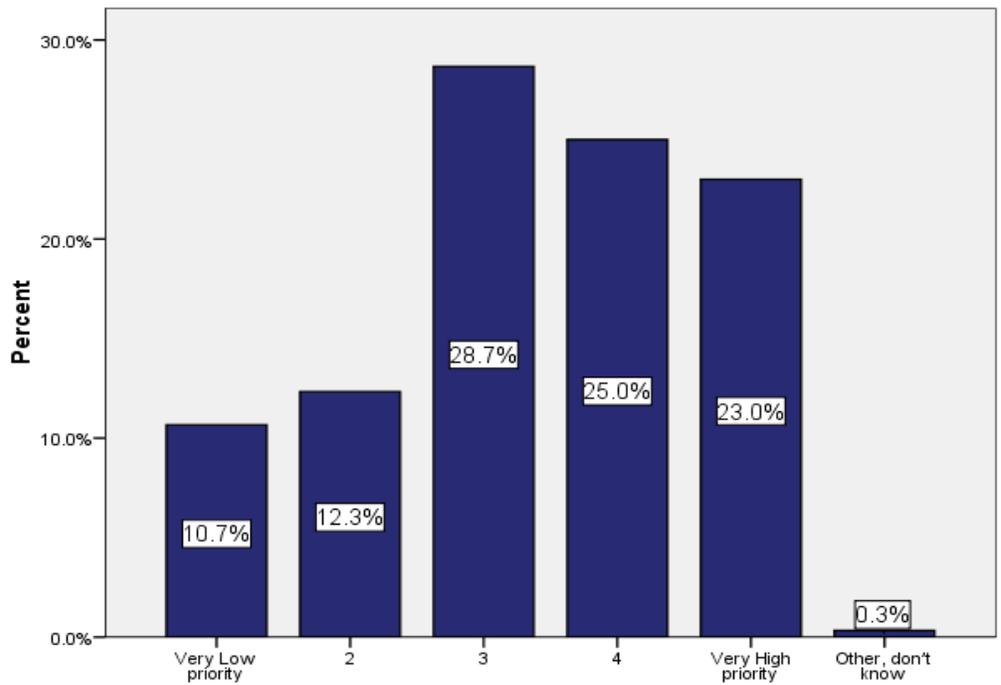


30. lodging such as hotel, motel or bed and breakfast

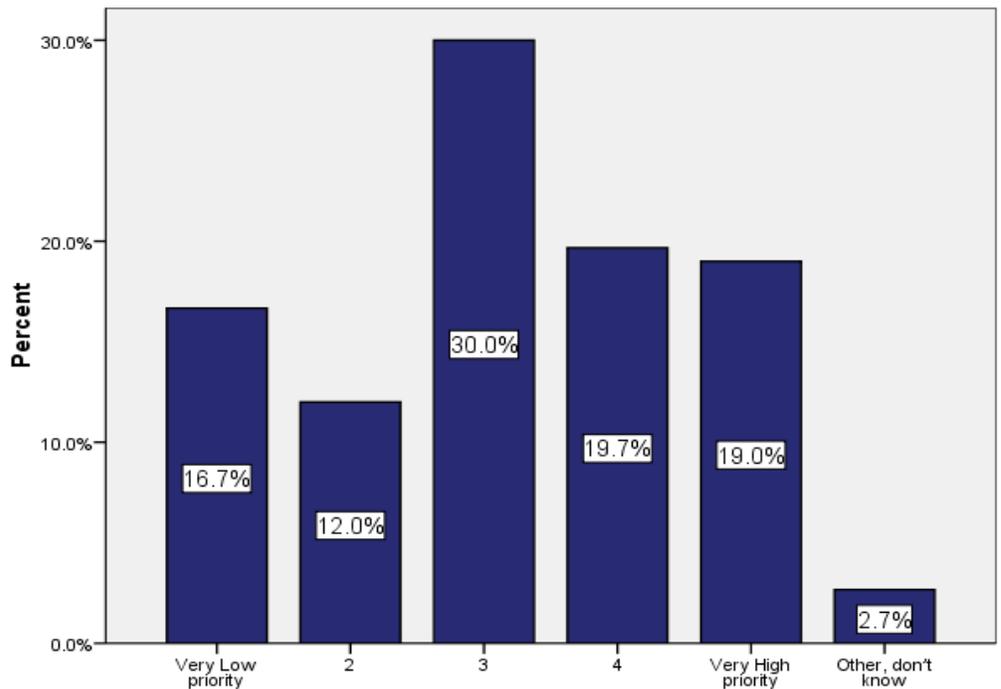


31. family or casual style dining

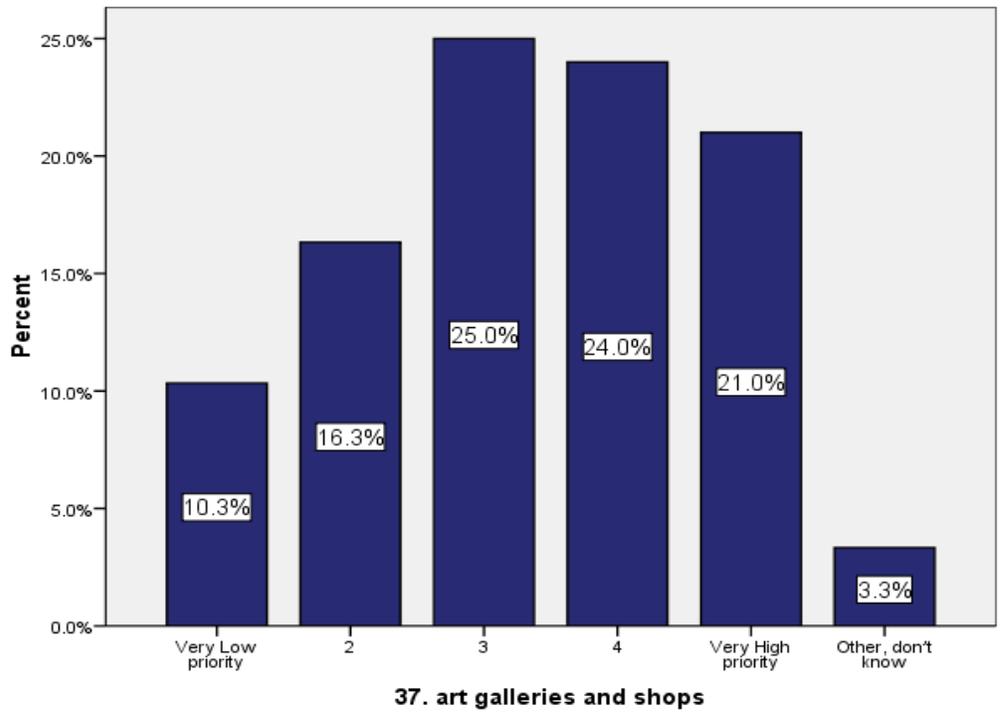
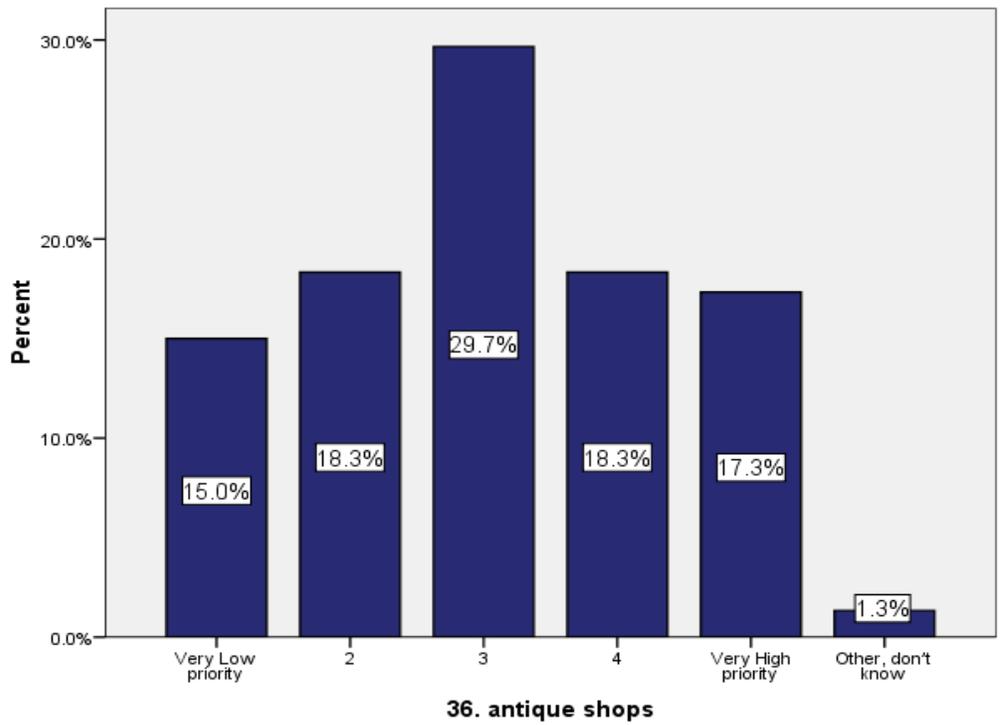


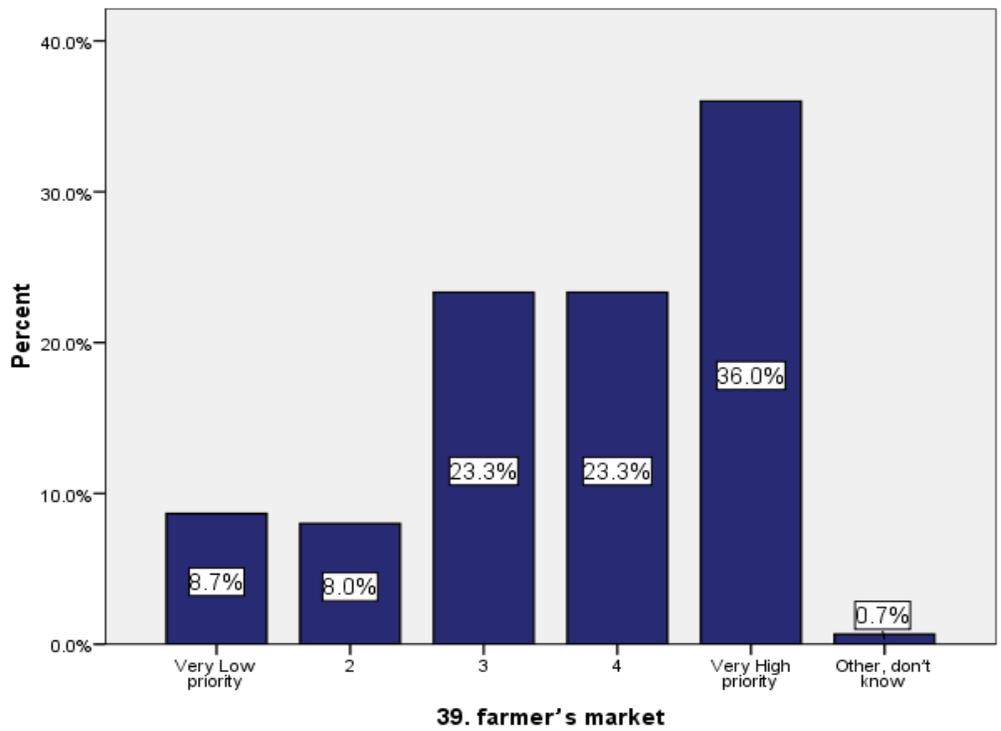
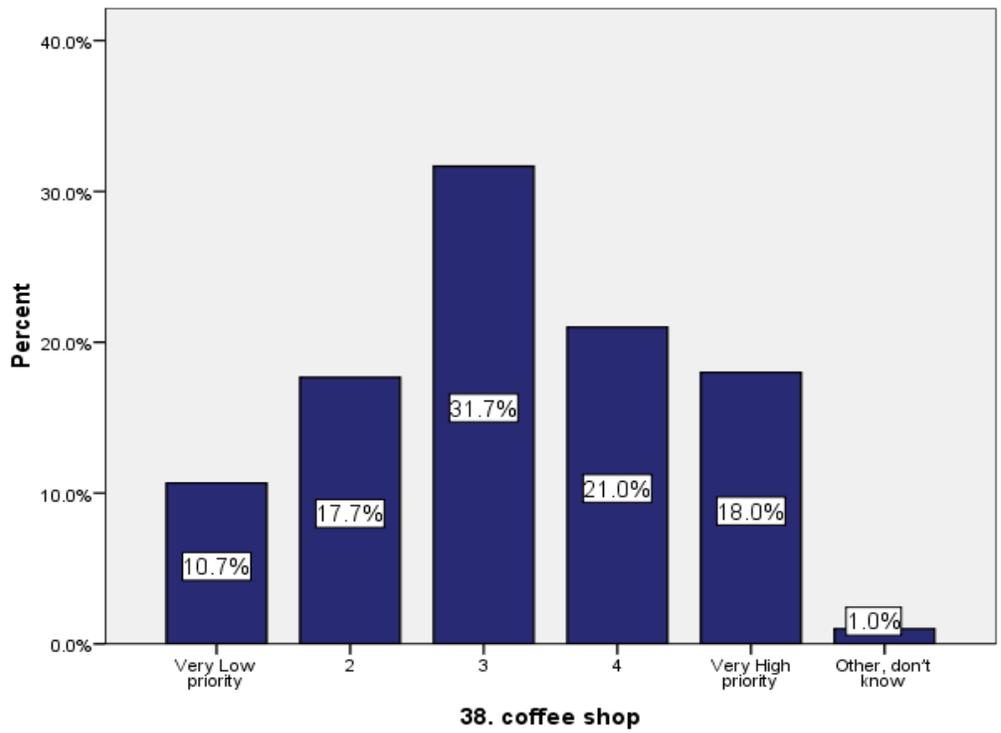


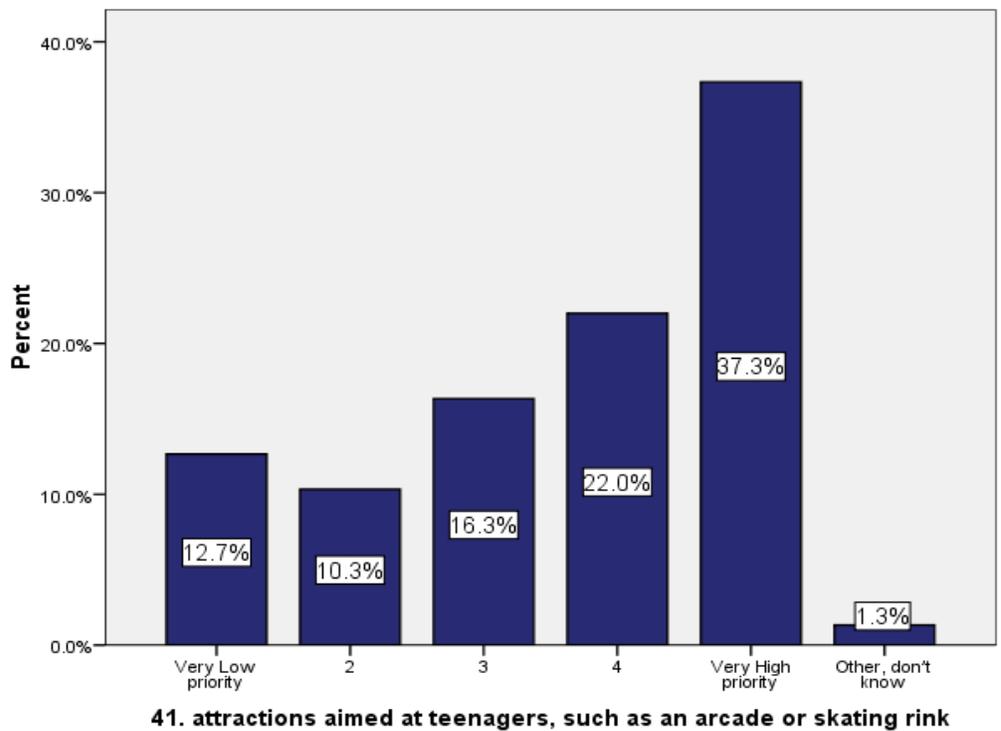
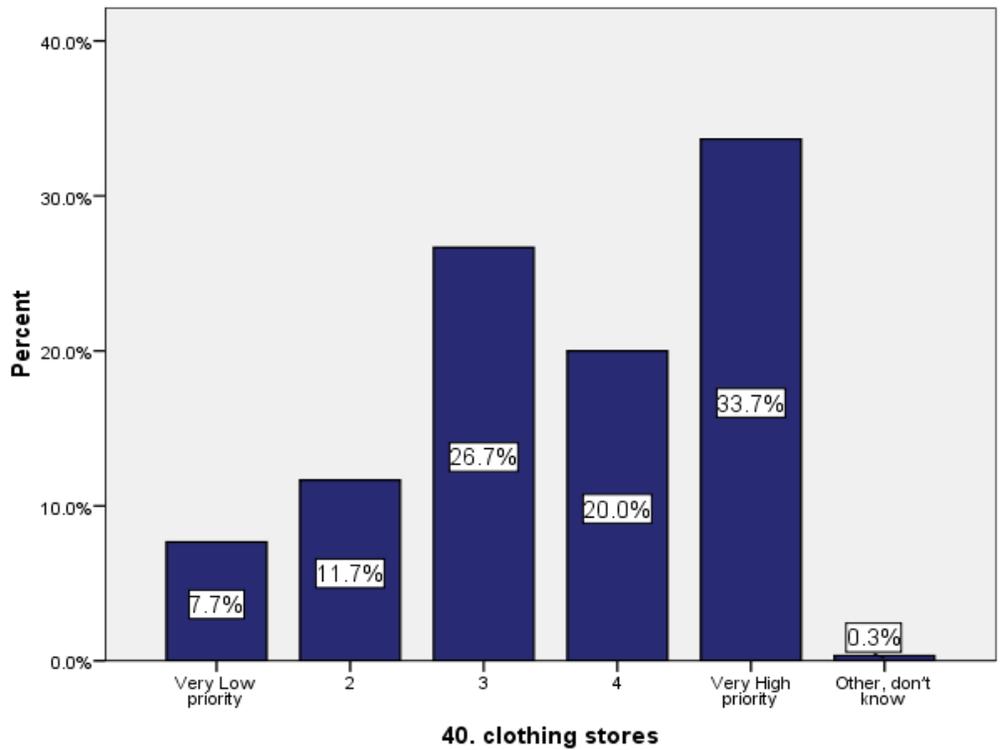
34. ice cream shop/soda fountain

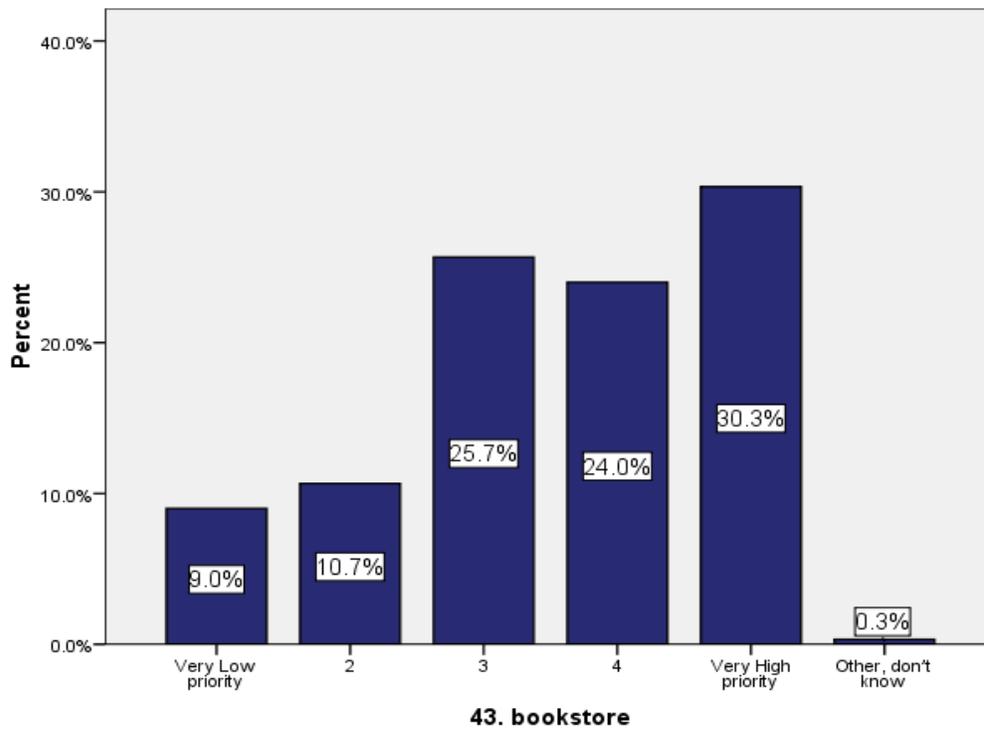
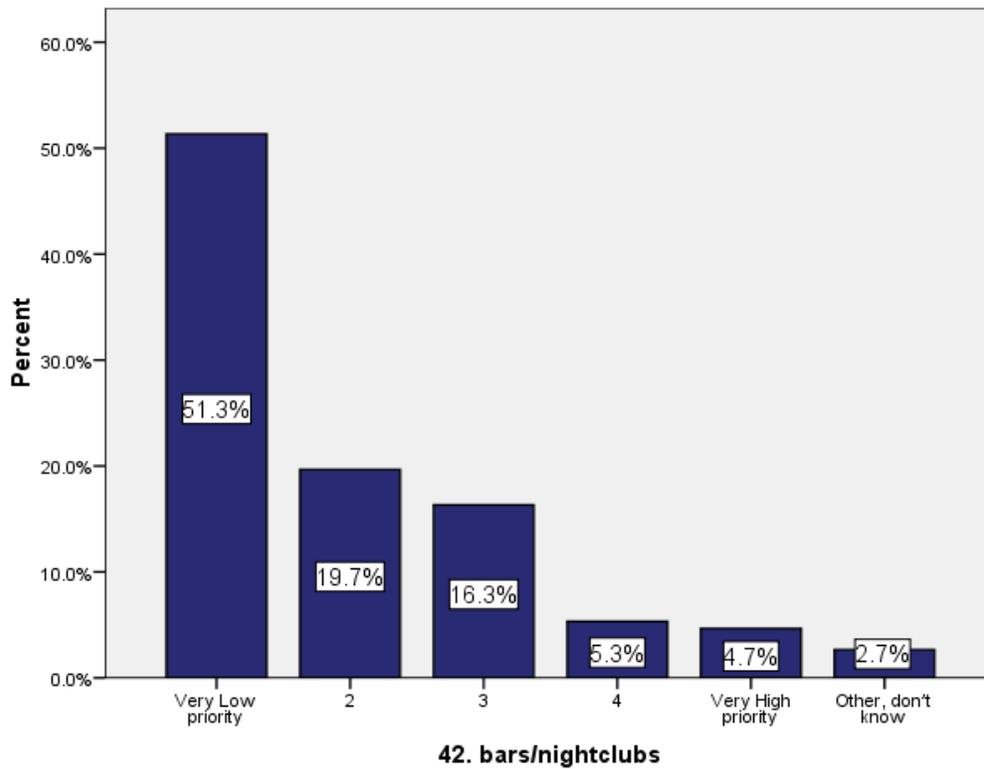


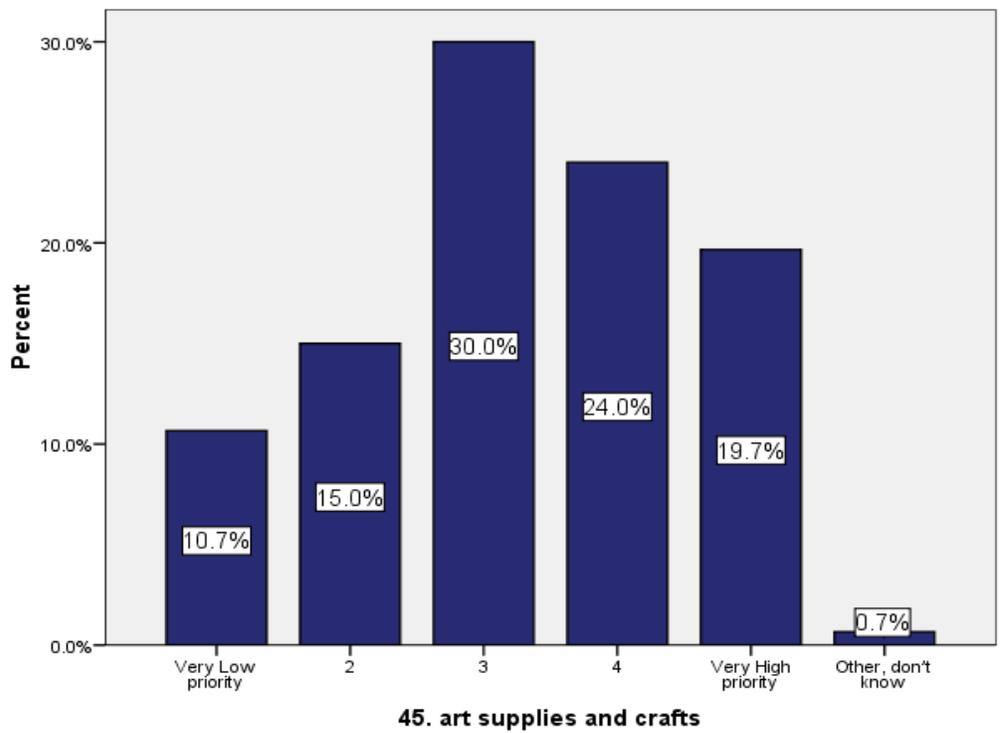
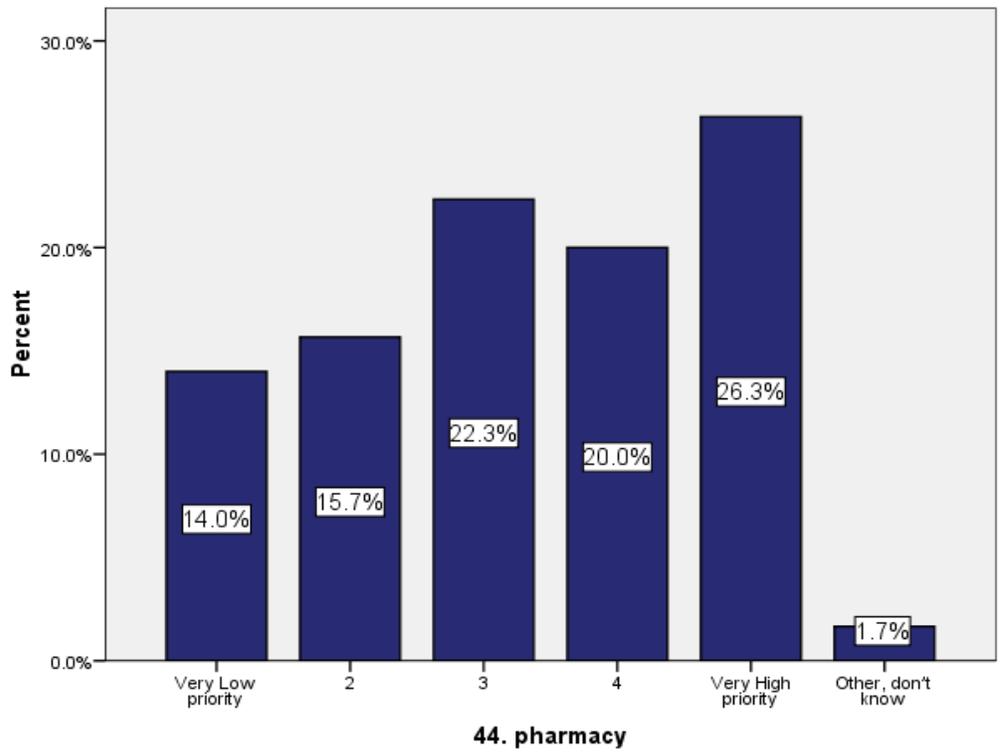
35. upscale specialty shops

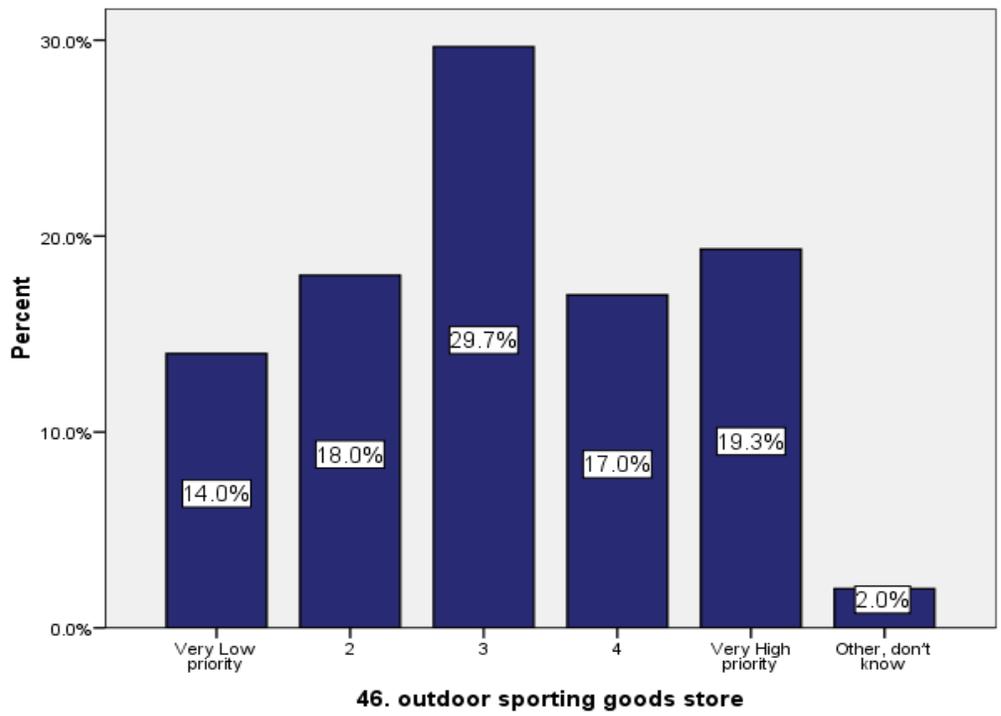


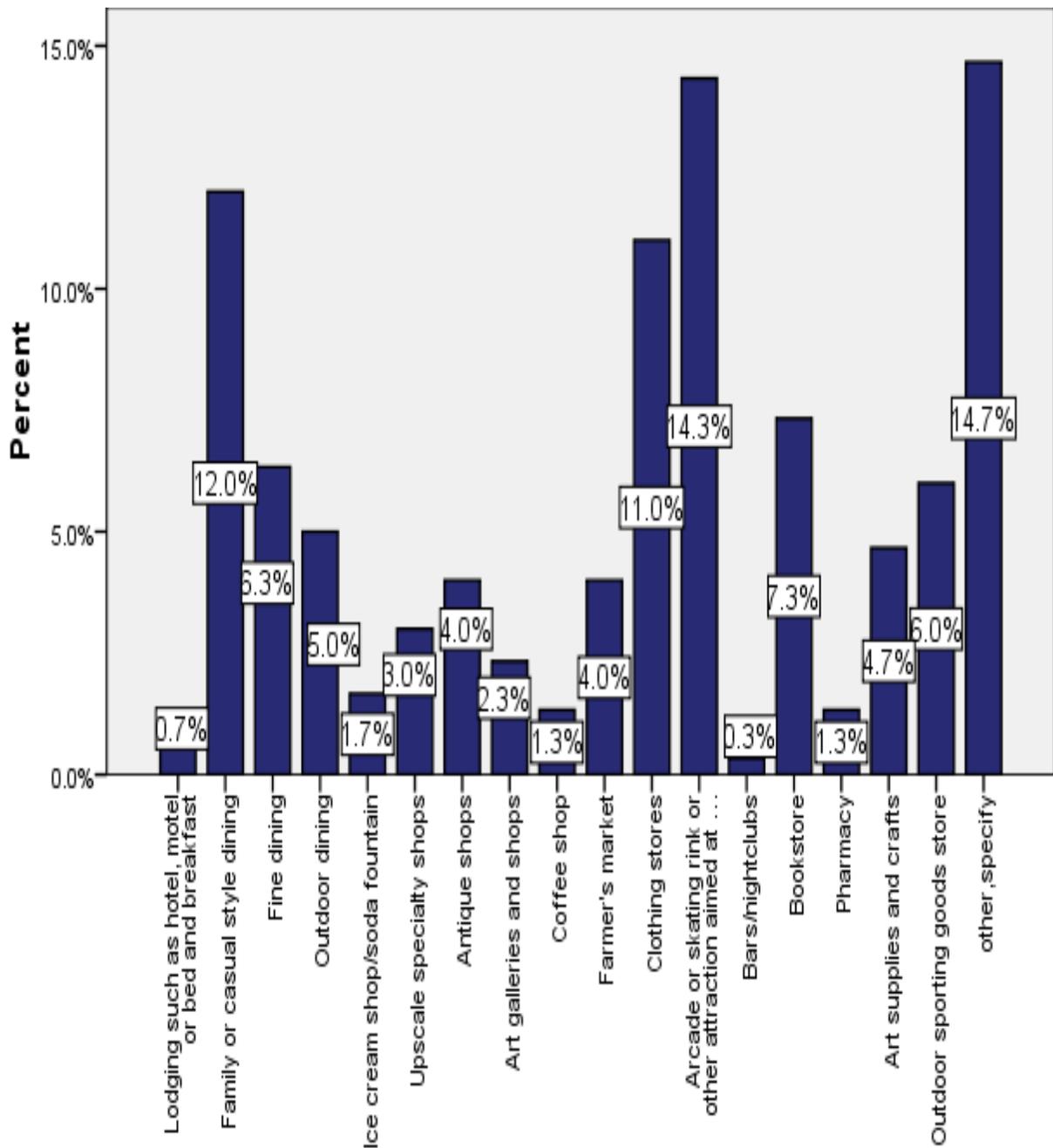




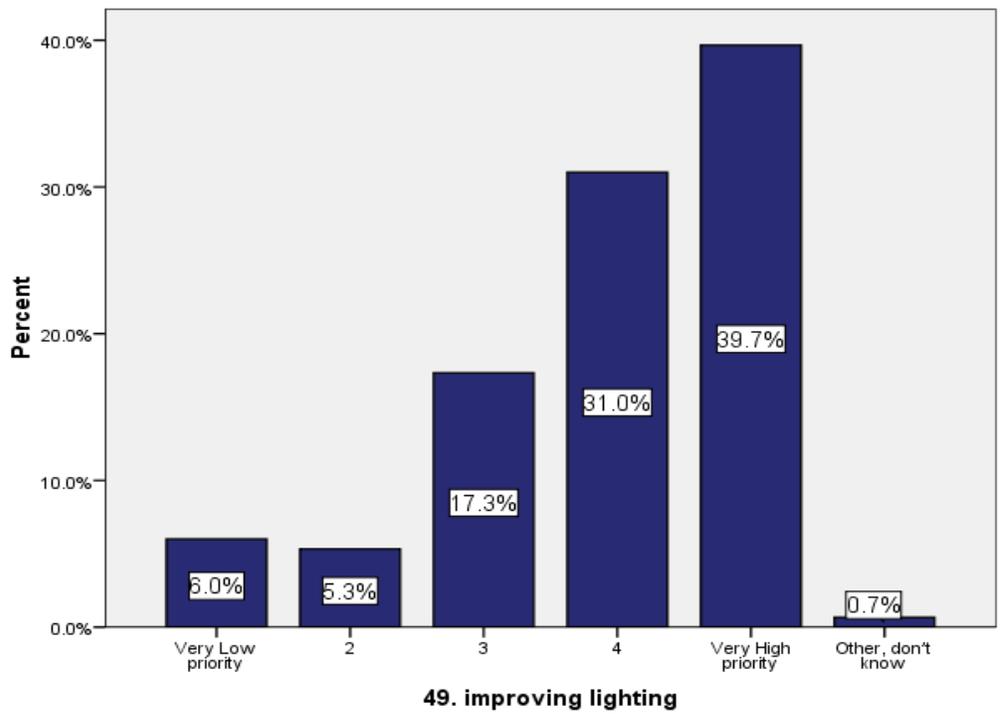
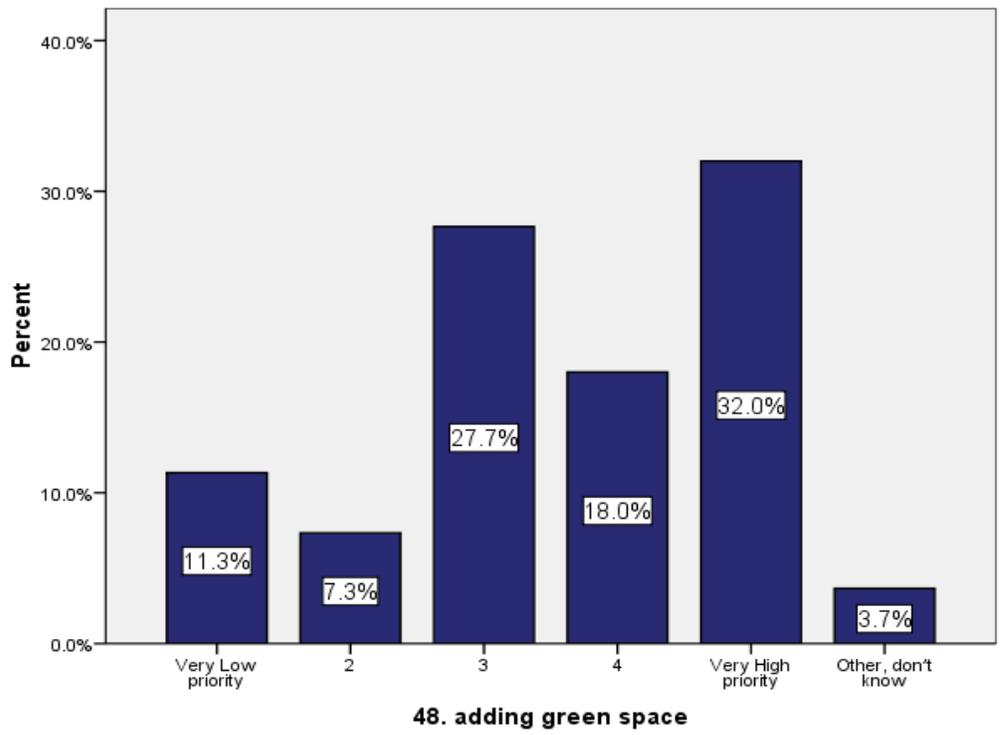


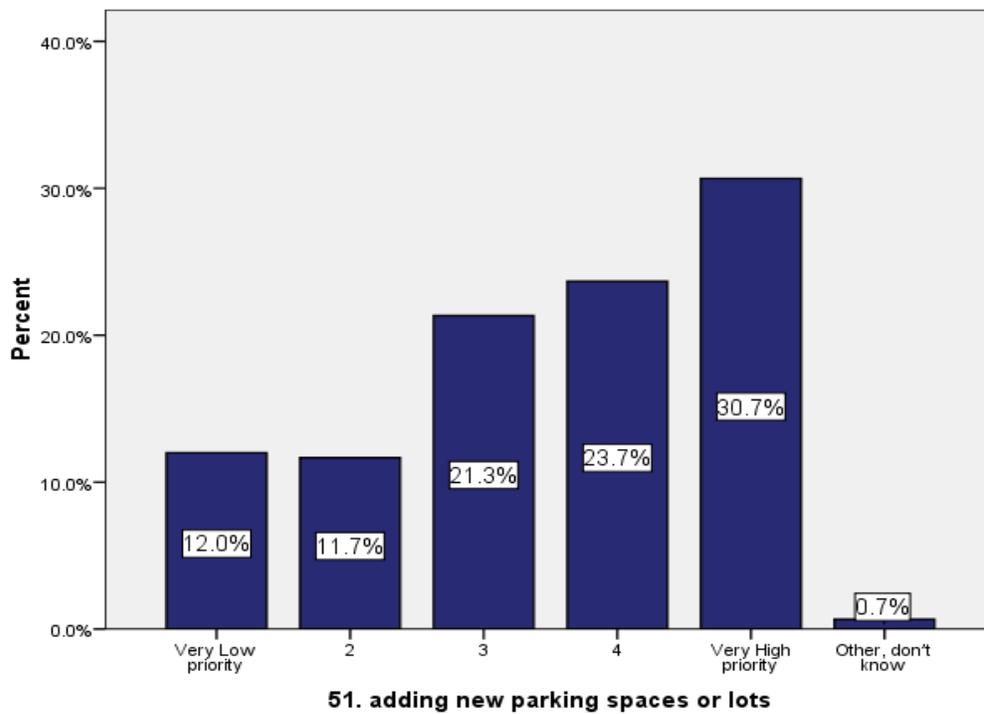
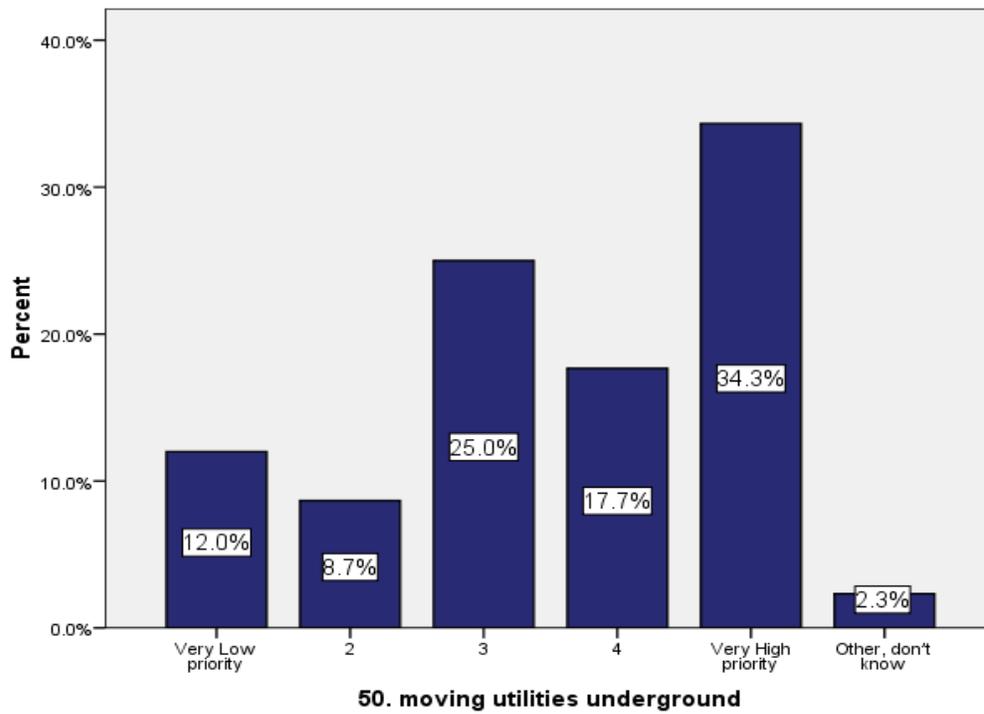


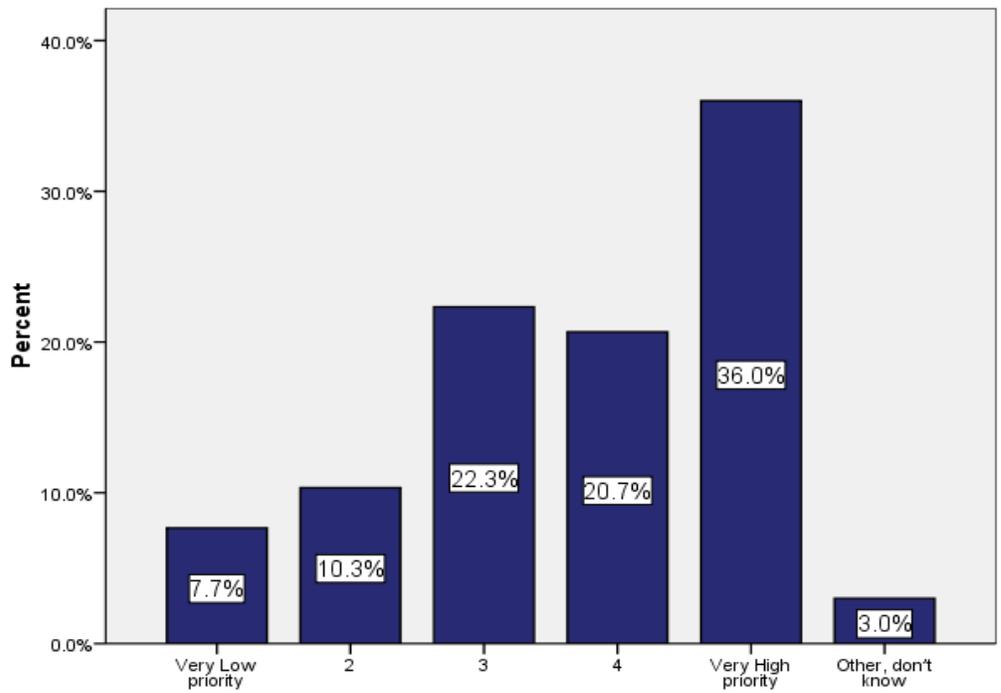




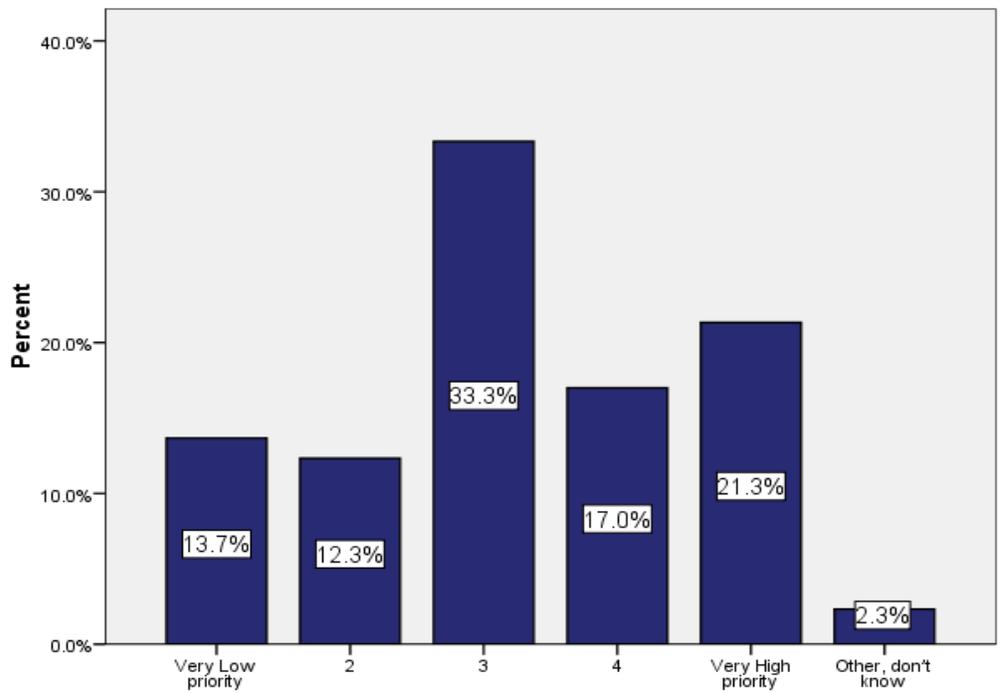
47. Of the items listed above, what business would you most like to see in...



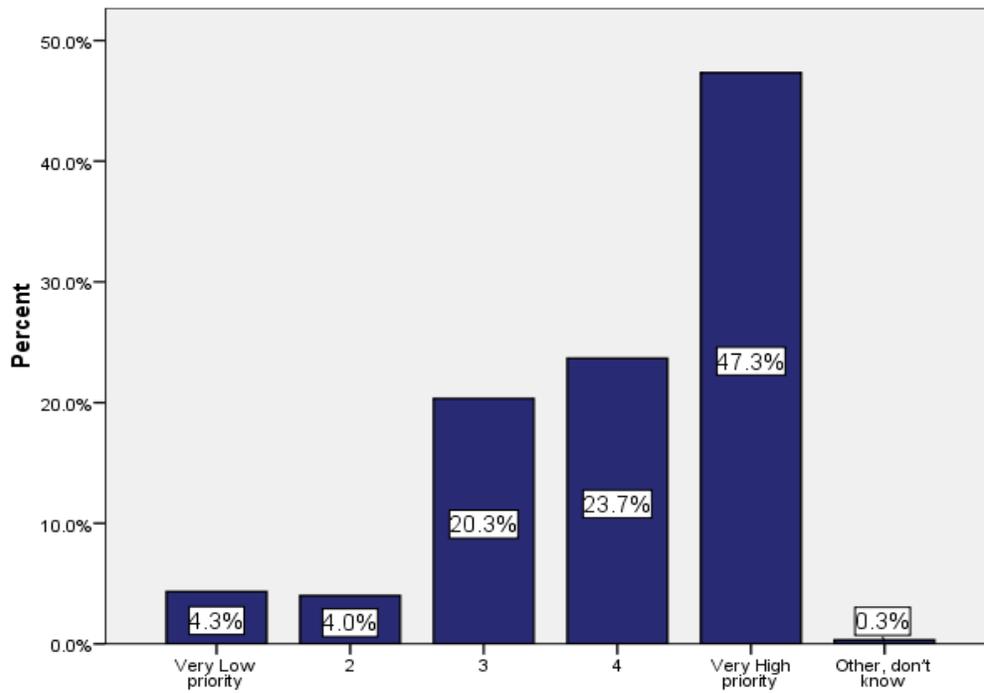




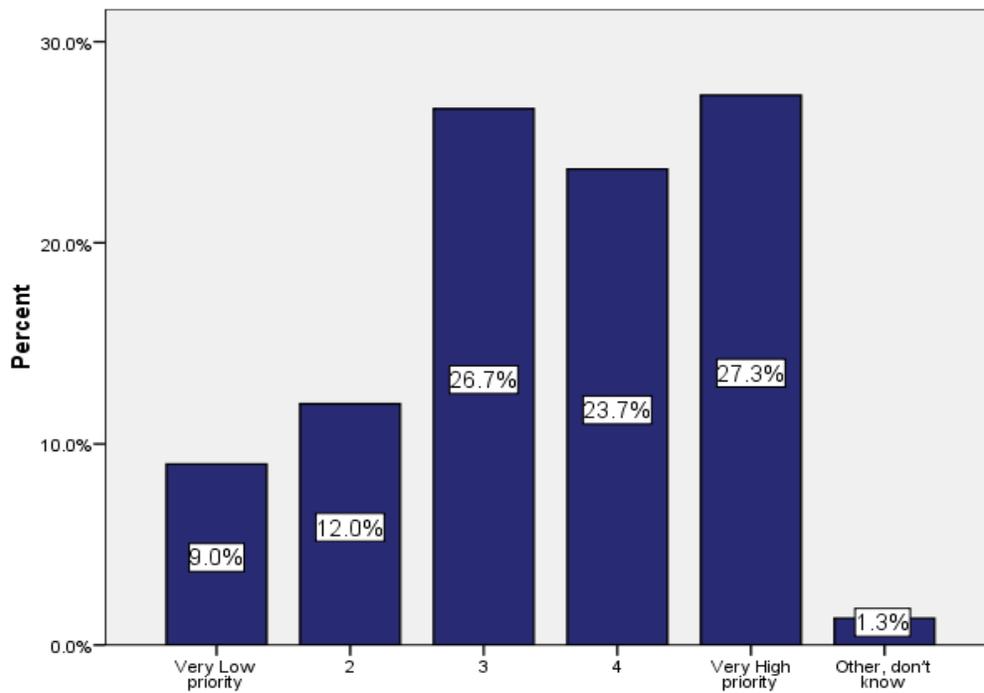
52. stricter code enforcement



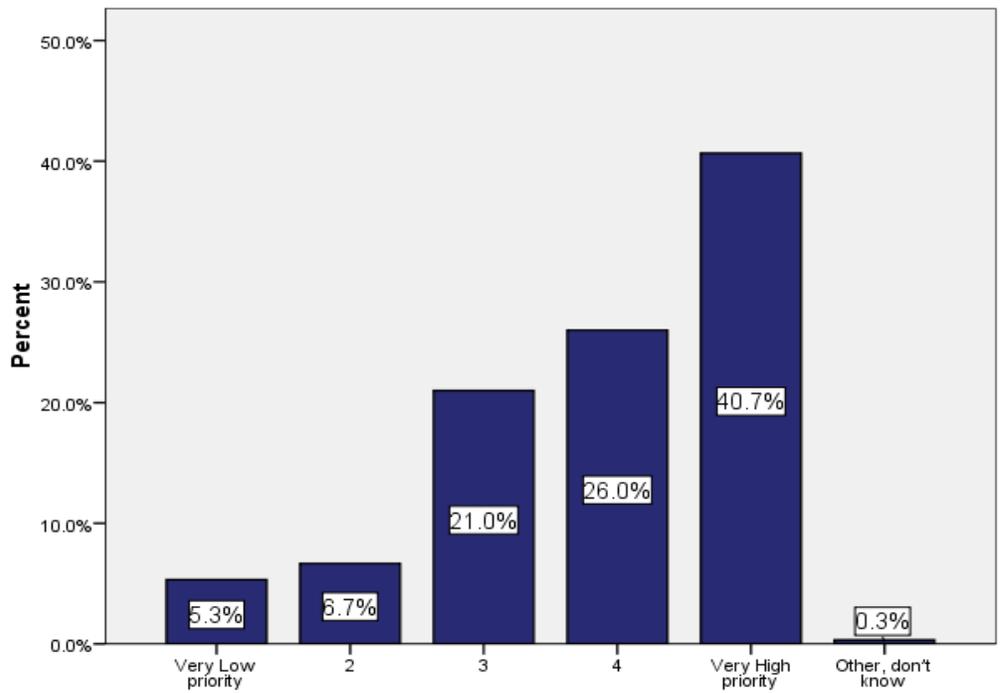
53. developing second-story residential space



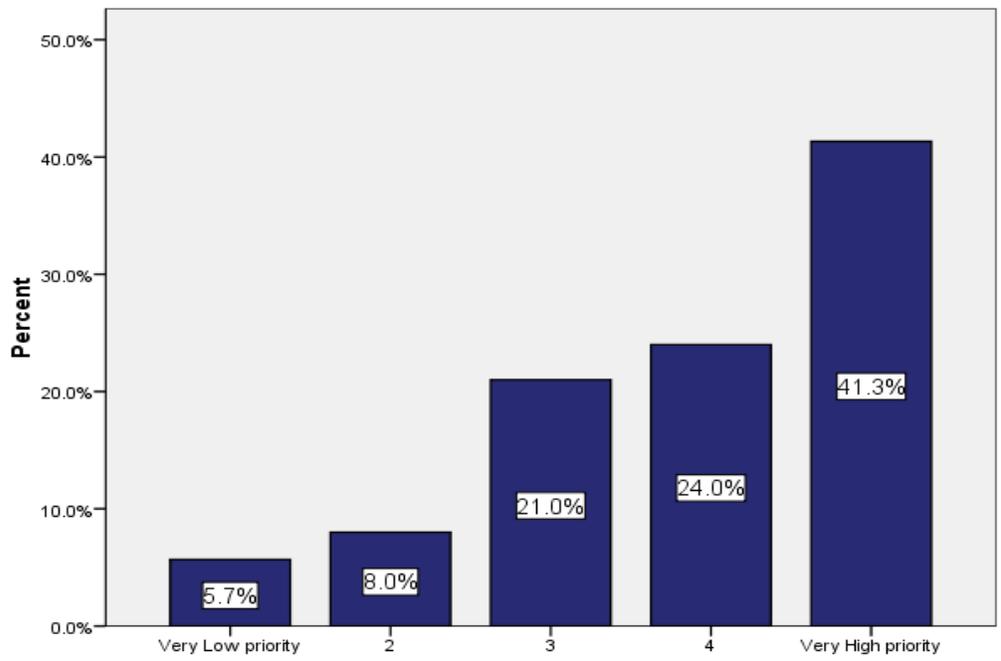
54. making the area more pedestrian-friendly



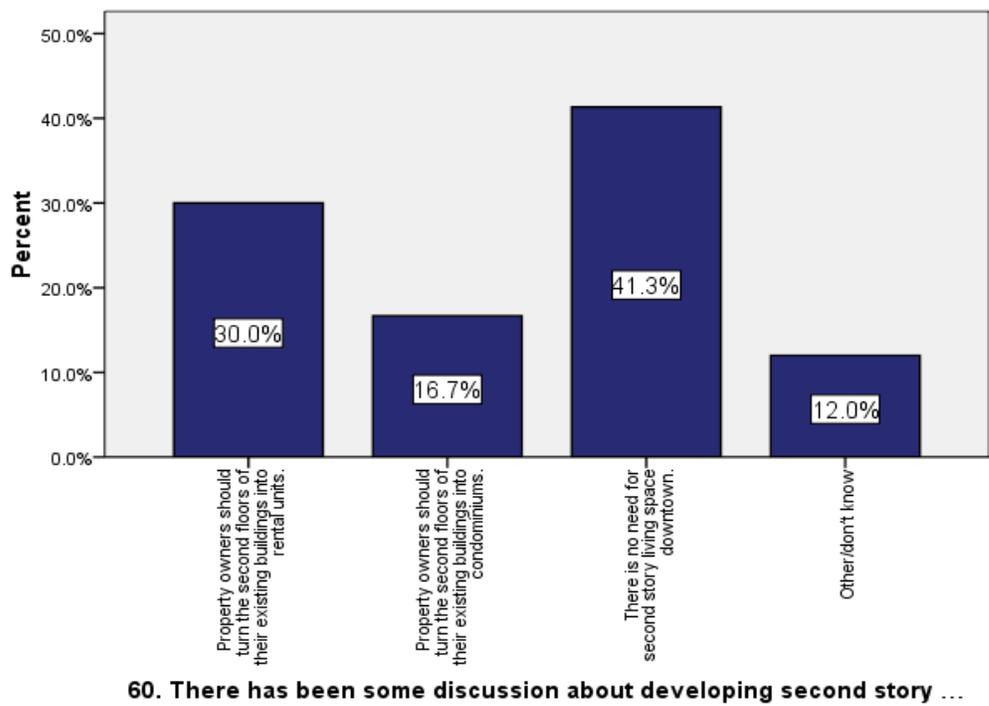
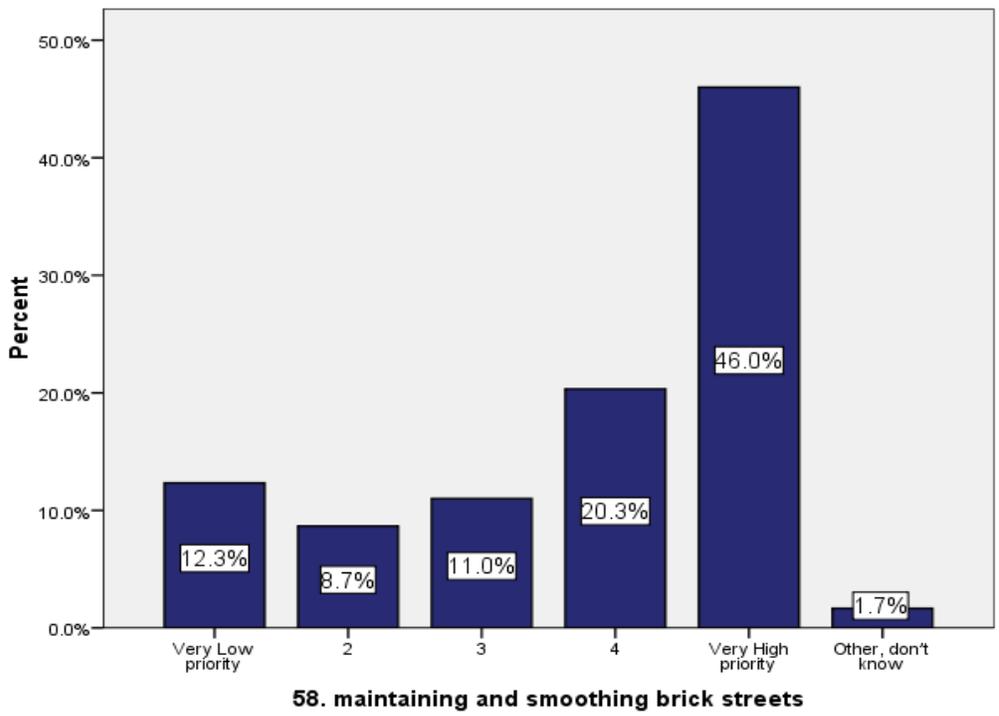
55. improving signage to help people find their way around

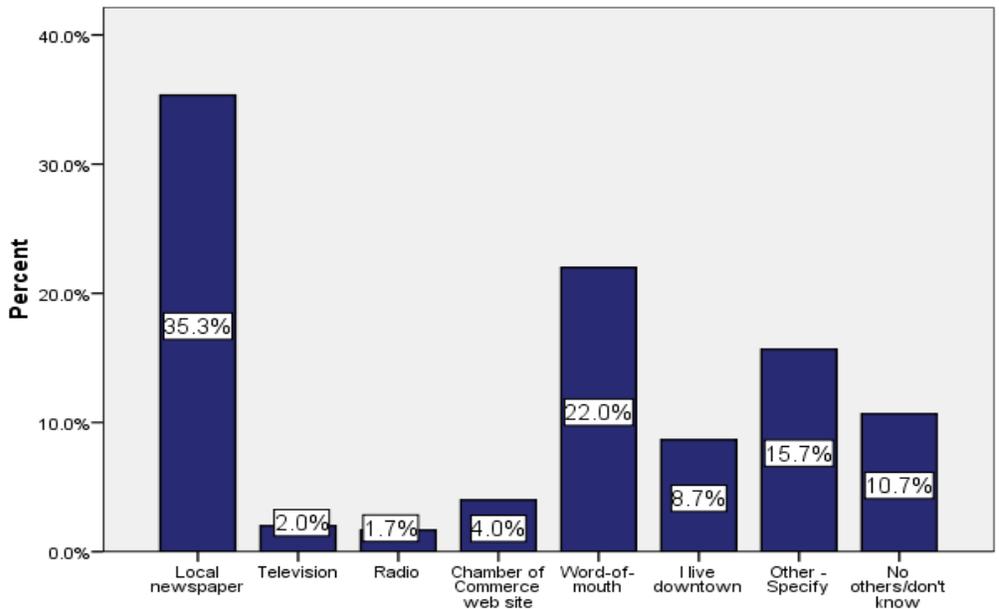


56. improving building facades

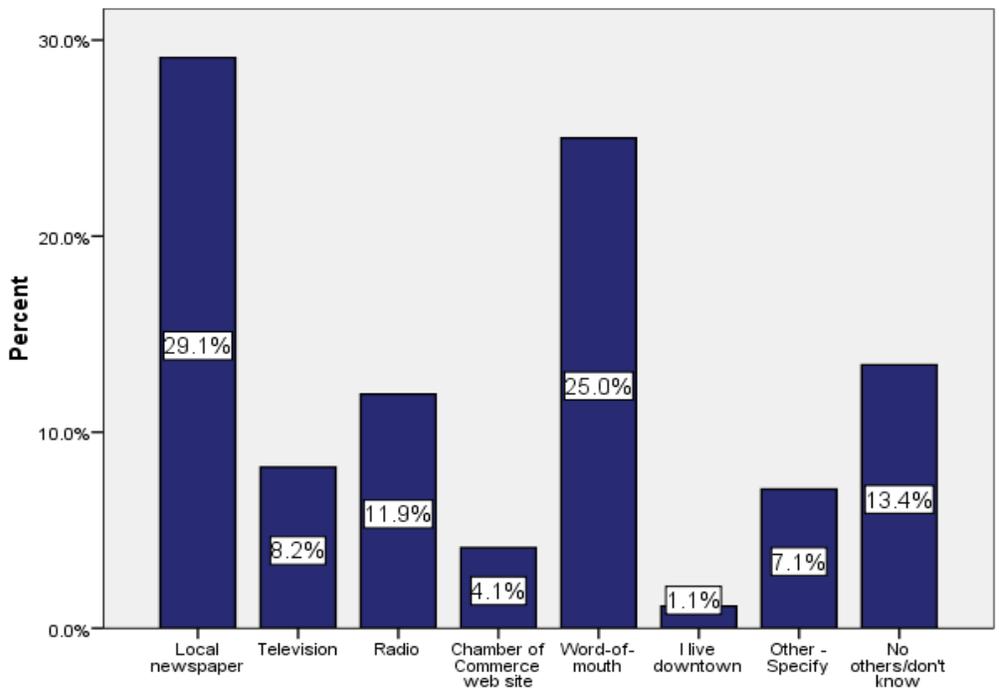


57. keeping streets and sidewalks cleaner

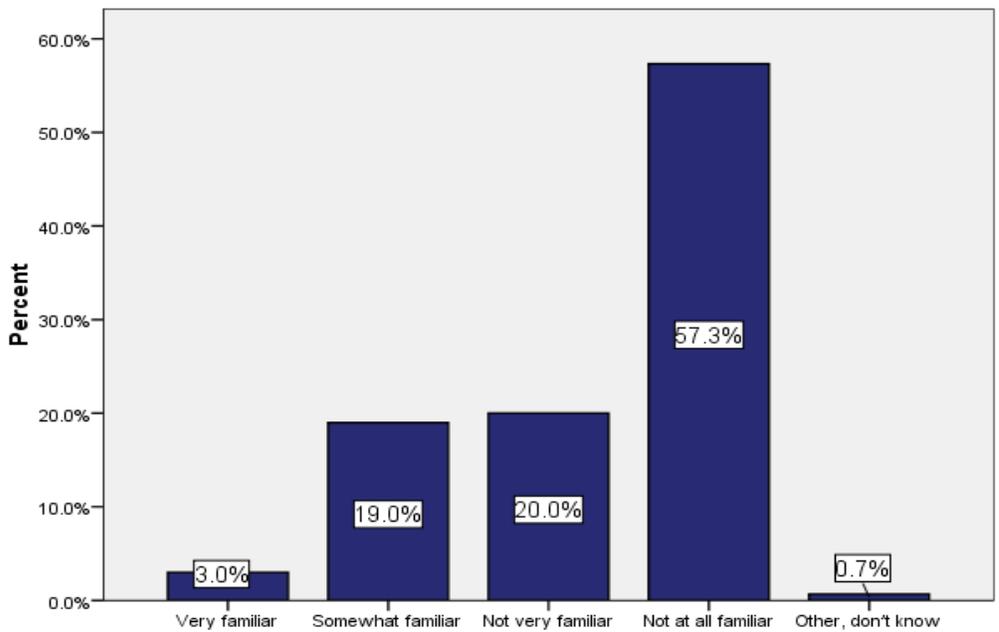




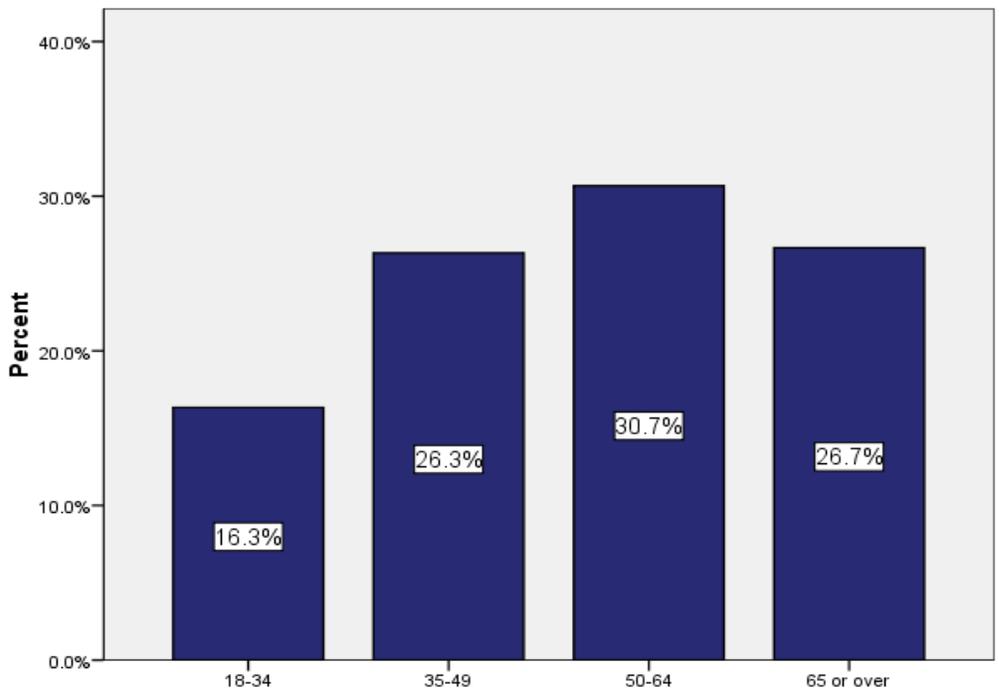
61a. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Poplar Bluff?



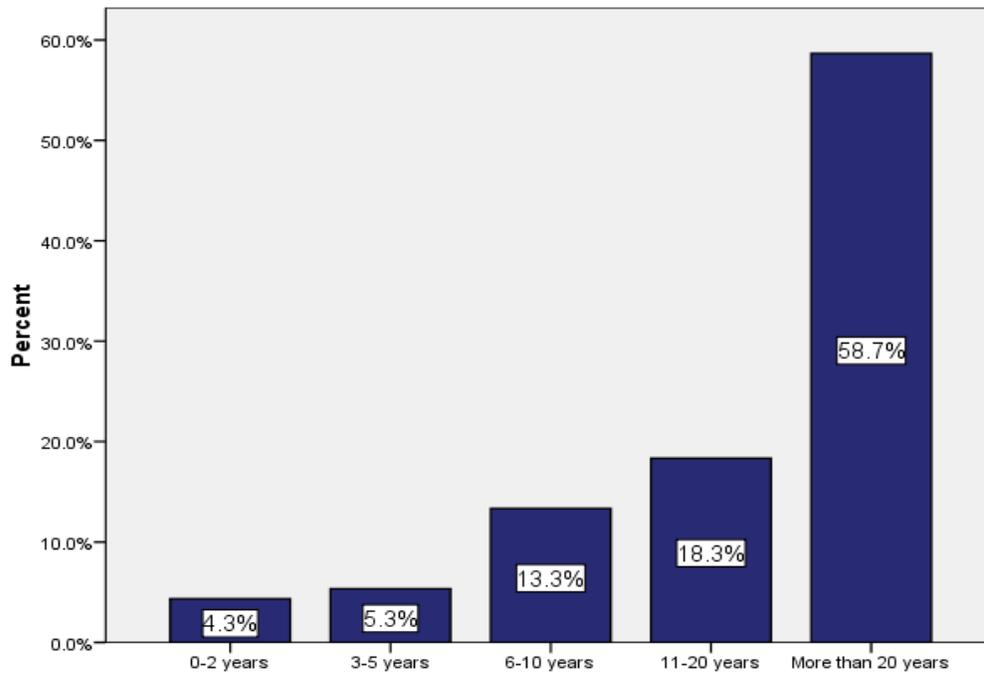
61b. what is your second most likely source of information?



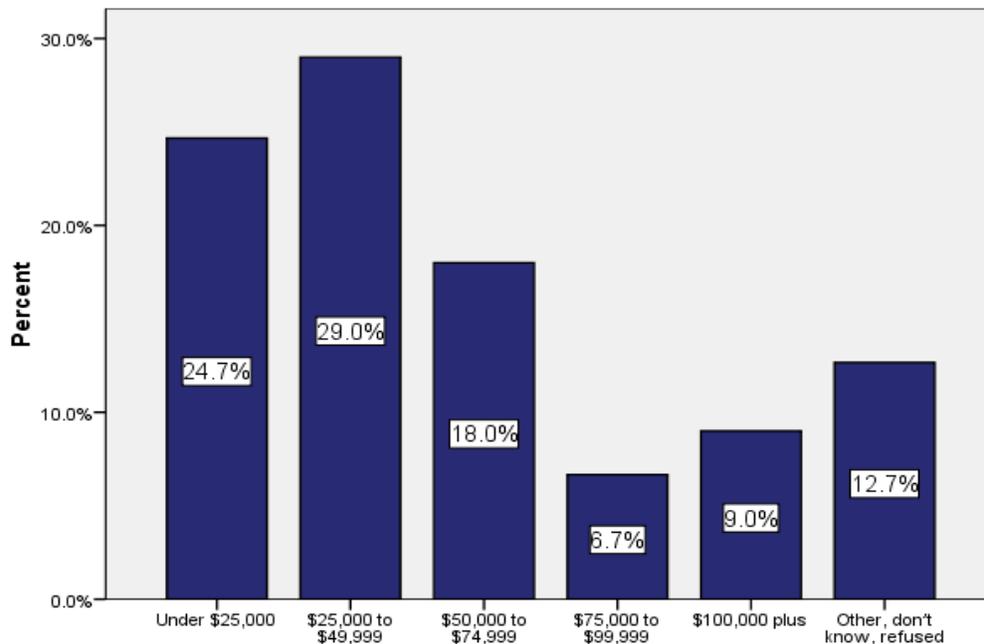
62. How familiar are you with a state-sponsored program called the DREAM Initiative? Would you say you are very familiar, somewhat, not very or not at all familiar with the DREAM Initiative?



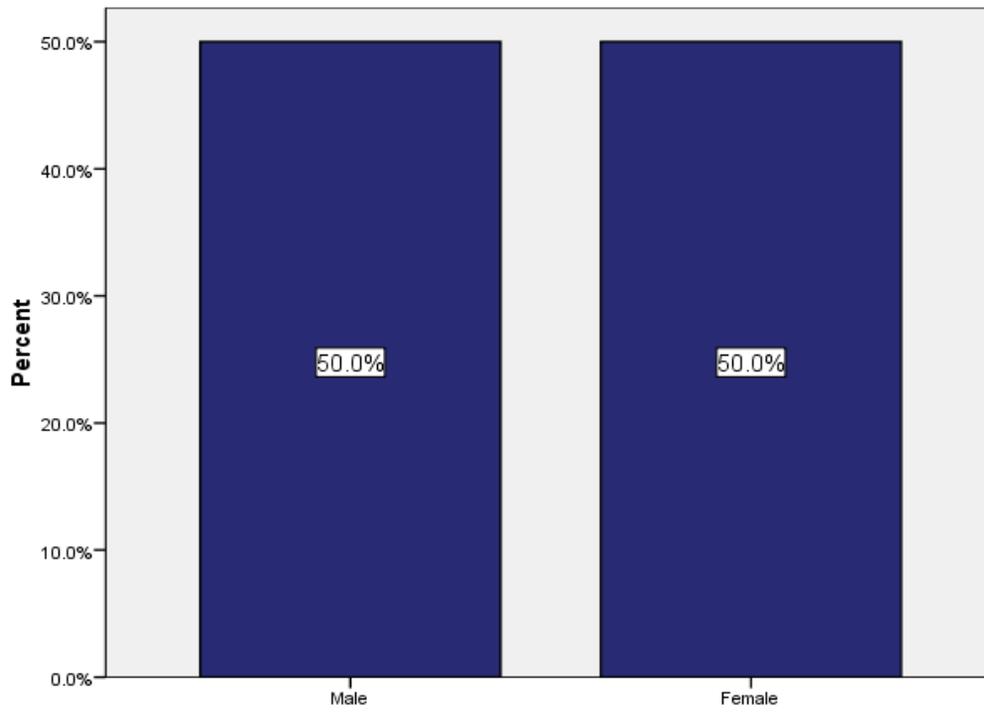
63. In which of the following age groups are you?



64. How long have you lived in the Poplar Bluff area?



65. For statistical purposes only, please indicate which of the following categories best fits your total household income for 2007. Just stop me when I get to your category.



66. Gender

SECTION VI

QUESTIONNAIRE

Hello, I'm _____ calling from Attitude Research Company on behalf of the City of Poplar Bluff. We're conducting a survey to learn more about people's attitudes concerning the community, and this phone number was selected at random. I have to speak to a (male or female) over the age of 18 who is at home when I place this call.

[If criteria cannot be met, terminate interview]

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

- 1) right direction
- 2) mixed (*do not read*)
- 3) wrong
- 9) other, don't know

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

(ROTATE ORDER)

2. **Revitalizing the Poplar Bluff downtown area**
3. **Repairing and upgrading major streets**
4. **Improving emergency services**
5. **Upgrading parks and recreation facilities**
6. **Attracting more big box retail development**
7. **How often do you visit downtown Poplar Bluff?**

- 1) Once a year or less
- 2) Less than once a month
- 3) One to five times per month
- 4) More than five times a month
- 5) Other (specify)
- 6) Don't visit downtown (Skip to question 17)
- 9) Don't know (Skip to question 17)

[ASK 8-14 ONLY IF ANSWERED 1-4 TO Q7] For each of the following, please tell me how often you visit downtown for these activities: very often, somewhat often, not very often or not at all.

Read list, code as follows:

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

(ROTATE ORDER)

8. shopping
9. dining
10. entertainment or special events
12. government/post office
13. conducting business
14. attending church

[ASK ONLY IF ANSWERED 1-4 TO Q7] 15. Of the items listed above, which would you say is the one reason you most often visit downtown Poplar Bluff? [*repeat list if necessary, code responses as follows*]

- 1) shopping
- 2) dining
- 3) entertainment or special events
- 4) government/post office
- 5) conducting business
- 6) attending church
- 99) other, don't know

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

Read list, code as follows:

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

(ROTATE ORDER)

16. signs to help people find their way around
17. convenient business hours
18. available green space
19. preservation of historic structures
20. occupied storefronts
21. convenient parking
22. diverse mix of businesses
23. dining options
24. entertainment options
25. condition of streets
26. condition of sidewalks
27. safety during the day
28. safety at night
29. How important would you say it is that Poplar Bluff work to retain its downtown's historic character? Would you say it is very important, somewhat, not very or not at all important?
 - 1) very
 - 2) somewhat
 - 3) not very
 - 4) not at all
 - 9) other, don't know

I'm going to read a list of the kinds of businesses that one might find in a downtown area. For each, please tell me how high a priority Poplar Bluff should place on bringing or adding more of that type of business *to its own downtown area*. If you think an item should be a top priority, rate it a "5." If you think it shouldn't be a priority at all, rate it a "1." Of course, you can use any number between five and one. The first is...

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

(ROTATE ORDER)

30. lodging such as hotel, motel or bed and breakfast

31. family or casual style dining
32. fine dining
33. outdoor dining
34. ice cream shop/soda fountain
35. upscale specialty shops
36. antique shops
37. art galleries and shops
38. coffee shop
39. farmer's market
40. clothing stores
41. attractions aimed at teenagers, such as an arcade or skating rink
42. bars/nightclubs
43. bookstore
44. pharmacy
45. art supplies and crafts
46. outdoor sporting goods store
47. Of the items listed above, what business would you most like to see in downtown Poplar Bluff?

(Read choices again if necessary.)

1. lodging such as hotel, motel or bed and breakfast
2. family or casual style dining
3. fine dining
4. outdoor dining
5. ice cream shop/soda fountain
6. upscale specialty shops
7. antique shops
8. art galleries and shops
9. coffee shop
10. farmer's market
11. clothing stores

12. arcade or skating rink or other attraction aimed at teenagers
13. bars/nightclubs
14. bookstore
15. pharmacy
16. art supplies and crafts
17. outdoor sporting goods store
99. other, don't know

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

(ROTATE ORDER)

48. adding green space
49. improving lighting
50. moving utilities underground
51. adding new parking spaces or lots
52. stricter code enforcement
53. developing second-story residential space
54. making the area more pedestrian-friendly
55. improving signage to help people find their way around
56. improving building facades
57. keeping streets and sidewalks cleaner
58. maintaining and smoothing brick streets
59. Are there any other improvements you think should be made to downtown Poplar Bluff?

[open-ended, record first two responses]

60. There has been some discussion about developing second story living space in downtown Poplar Bluff. Which of the following statements is closest to the way you feel?
 - 1) Property owners should turn the second floors of their existing buildings into rental units.
 - 2) Property owners should turn the second floors of their existing buildings into condominiums.
 - 3) There is no need for second story living space downtown.
 - 9) other/don't know

61. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Poplar Bluff? And what is your second most likely source of information? [do not read list – code first two responses as follows]

- 1) local newspaper
- 2) television
- 3) radio
- 4) Chamber of Commerce web site
- 5) word-of-mouth
- 6) I live downtown.
- 9) other [specify]

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

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

And now, a few final questions for classification purposes.

63. 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

64. How long have you lived in the Poplar Bluff area?

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

65. For statistical purposes only, please indicate which of the following categories best fits your total household income for 2007. Just stop me when I get to your category.

- 1) Under \$25,000
- 2) \$25,000 to \$49,999
- 3) \$50,000 to \$74,999

- 4) \$75,000 to \$99,999
- 5) \$100,000 plus
- 9) other, don't know, refused

66. Gender [*do not ask – just record below*]

- 1) male
- 2) female

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

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SECTION VII

CROSS TABULATION

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Downtown Revitalization and Economic Assistance For Missouri
Community Survey Telephone Report
Final Survey Findings and Results

Poplar Bluff, Missouri

		Age group				Length of residence					Household income					Gender		
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 plus	Male	Female	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
1. Thinking about the Poplar Bluff, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?	Right direction	61.2%	59.5%	53.3%	51.2%	46.2%	50.0%	72.5%	56.4%	52.8%	39.2%	58.6%	61.1%	75.0%	59.3%	50.7%	60.7%	
	Mixed	8.2%	12.7%	17.4%	11.2%	0.0%	6.2%	12.5%	16.4%	13.6%	16.2%	8.0%	18.5%	5.0%	18.5%	14.7%	11.3%	
	Wrong direction	26.5%	21.5%	20.7%	23.8%	23.1%	31.2%	12.5%	20.0%	25.0%	35.1%	27.6%	9.3%	15.0%	11.1%	24.7%	20.7%	
	Other, don't know																	
		4.1%	6.3%	8.7%	13.8%	30.8%	12.5%	2.5%	7.3%	8.5%	9.5%	5.7%	11.1%	5.0%	11.1%	10.0%	7.3%	
		Age group				Length of residence					Household income					Gender		
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 plus	Male	Female	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
2. Revitalizing the Poplar Bluff downtown area	1 = Very Low priority	8.2%	6.3%	13.0%	8.8%	0.0%	0.0%	7.5%	7.3%	11.9%	8.1%	6.9%	13.0%	10.0%	7.4%	12.0%	6.7%	
	2	20.4%	10.1%	9.8%	12.5%	0.0%	12.5%	10.0%	16.4%	12.5%	12.2%	11.5%	13.0%	15.0%	22.2%	13.3%	11.3%	
	3	28.6%	38.0%	27.2%	21.2%	15.4%	43.8%	37.5%	20.0%	29.0%	20.3%	31.0%	31.5%	45.0%	40.7%	24.0%	33.3%	
	4	20.4%	19.0%	10.9%	15.0%	15.4%	12.5%	17.5%	21.8%	13.6%	24.3%	10.3%	18.5%	10.0%	7.4%	15.3%	16.0%	
	5 = Very High priority	22.4%	26.6%	38.0%	35.0%	69.2%	25.0%	22.5%	34.5%	30.7%	35.1%	34.5%	24.1%	20.0%	22.2%	32.0%	31.3%	
	Other, don't know	0.0%	0.0%	1.1%	7.5%	0.0%	6.2%	5.0%	0.0%	2.3%	0.0%	5.7%	0.0%	0.0%	0.0%	3.3%	1.3%	
	total low priority (1 - 2)	28.6%	16.5%	22.8%	21.2%	0.0%	12.5%	17.5%	23.6%	24.4%	20.3%	18.4%	25.9%	25.0%	29.6%	25.3%	18.0%	
	total high priority (4 - 5)	42.8%	45.6%	48.9%	50.0%	84.6%	37.5%	40.0%	56.3%	44.3%	59.4%	44.8%	42.6%	30.0%	29.6%	47.3%	47.3%	
		Age group				Length of residence					Household income					Gender		
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 plus	Male	Female	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
3. Repairing and upgrading major streets	1 = Very Low priority	2.0%	2.5%	3.3%	6.2%	0.0%	0.0%	2.5%	5.5%	4.0%	5.4%	2.3%	1.9%	0.0%	0.0%	2.7%	4.7%	
	2	8.2%	7.6%	8.7%	7.5%	0.0%	12.5%	10.0%	7.3%	8.0%	9.5%	9.2%	3.7%	0.0%	7.4%	7.3%	8.7%	
	3	22.4%	20.3%	15.2%	32.5%	23.1%	18.8%	12.5%	20.0%	25.6%	20.3%	26.4%	20.4%	15.0%	14.8%	24.0%	20.7%	
	4	22.4%	34.2%	32.6%	17.5%	23.1%	31.2%	22.5%	25.5%	29.0%	24.3%	21.8%	33.3%	50.0%	40.7%	23.3%	31.3%	
	5 = Very High priority	44.9%	35.4%	40.2%	32.5%	53.8%	37.5%	47.5%	41.8%	33.0%	39.2%	40.2%	40.7%	30.0%	37.0%	42.0%	33.3%	
	Other, don't know	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	5.0%	0.0%	0.6%	0.0%	0.0%	0.0%	5.0%	0.0%	0.7%	1.3%	
	total low priority (1 - 2)	10.2%	10.1%	12.0%	13.8%	0.0%	12.5%	12.5%	12.7%	11.9%	14.9%	11.5%	5.6%	0.0%	7.4%	10.0%	13.3%	
	total high priority (4 - 5)	44.8%	54.5%	47.8%	50.0%	46.2%	50.0%	35.0%	45.6%	54.6%	44.6%	48.2%	53.7%	65.0%	55.5%	47.3%	52.0%	
		Age group				Length of residence					Household income					Gender		
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 plus	Male	Female	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
4. Improving emergency services	1 = Very Low priority	2.0%	1.3%	8.7%	8.8%	0.0%	6.2%	2.5%	1.8%	8.0%	5.4%	6.9%	3.7%	0.0%	0.0%	6.7%	4.7%	
	2	4.1%	8.9%	5.4%	6.2%	15.4%	0.0%	7.5%	5.5%	6.2%	4.1%	9.2%	11.1%	0.0%	3.7%	5.3%	7.3%	
	3	12.2%	22.8%	20.7%	16.2%	23.1%	25.0%	22.5%	16.4%	17.6%	20.3%	11.5%	24.1%	25.0%	29.6%	20.7%	16.7%	
	4	28.6%	29.1%	22.8%	21.2%	7.7%	18.8%	22.5%	27.3%	26.7%	23.0%	28.7%	20.4%	40.0%	37.0%	26.7%	23.3%	
	5 = Very High priority	53.1%	35.4%	39.1%	41.2%	38.5%	50.0%	40.0%	45.5%	39.2%	44.6%	39.1%	38.9%	35.0%	29.6%	36.7%	45.3%	
	Other, don't know	0.0%	2.5%	3.3%	6.2%	15.4%	0.0%	5.0%	3.6%	2.3%	2.7%	4.6%	1.9%	0.0%	0.0%	4.0%	2.7%	
	total low priority (1 - 2)	6.1%	10.1%	14.1%	15.0%	15.4%	6.2%	10.0%	7.3%	14.2%	9.5%	16.1%	14.8%	0.0%	3.7%	12.0%	12.0%	
	total high priority (4 - 5)	81.7%	64.5%	61.9%	62.4%	46.2%	68.8%	62.5%	72.8%	65.9%	67.6%	67.8%	59.3%	75.0%	66.6%	63.4%	68.6%	
		Age group				Length of residence					Household income					Gender		
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 plus	Male	Female	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
5. Upgrading parks and recreation facilities	1 = Very Low priority	4.1%	5.1%	8.7%	11.2%	0.0%	12.5%	0.0%	9.1%	9.1%	8.1%	6.9%	11.1%	5.0%	3.7%	10.7%	4.7%	
	2	10.2%	11.4%	14.1%	11.2%	15.4%	0.0%	10.0%	7.3%	14.8%	9.5%	13.8%	11.1%	5.0%	11.1%	12.7%	11.3%	
	3	20.4%	26.6%	34.8%	30.0%	30.8%	37.5%	35.0%	30.9%	26.1%	23.0%	27.6%	40.7%	35.0%	25.9%	31.3%	26.7%	
	4	26.5%	17.7%	20.7%	25.0%	15.4%	18.8%	20.0%	14.5%	25.6%	20.3%	26.4%	16.7%	15.0%	33.3%	20.0%	24.0%	
	5 = Very High priority	38.8%	36.7%	21.7%	17.5%	38.5%	31.2%	32.5%	32.7%	23.3%	37.8%	23.0%	20.4%	35.0%	25.9%	24.0%	30.7%	
	Other, don't know	0.0%	2.5%	0.0%	5.0%	0.0%	0.0%	2.5%	5.5%	1.1%	1.4%	2.3%	0.0%	5.0%	0.0%	1.3%	2.7%	
	total low priority (1 - 2)	14.3%	16.5%	22.8%	22.5%	15.4%	12.5%	10.0%	16.4%	23.9%	17.6%	20.7%	22.2%	10.0%	14.8%	23.3%	16.0%	
	total high priority (4 - 5)	65.3%	54.4%	42.4%	42.5%	53.9%	50.0%	52.5%	47.2%	48.9%	58.1%	49.4%	37.1%	50.0%	59.2%	44.0%	54.7%	

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		Age group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
6. Attracting more big box retail development	1 = Very Low priority	6.1%	3.8%	7.6%	6.2%	7.7%	0.0%	5.0%	3.6%	7.4%	4.1%	6.9%	3.7%	10.0%	7.4%	7.3%	4.7%
	2	18.4%	8.9%	10.9%	10.0%	15.4%	6.2%	10.0%	16.4%	10.2%	8.1%	13.8%	11.1%	5.0%	14.8%	11.3%	11.3%
	3	24.5%	22.8%	13.0%	10.0%	15.4%	12.5%	30.0%	30.9%	9.7%	21.6%	12.6%	16.7%	15.0%	14.8%	15.3%	18.0%
	4	24.5%	20.3%	19.6%	20.0%	30.8%	43.8%	25.0%	12.7%	19.3%	13.5%	19.5%	27.8%	25.0%	22.2%	22.7%	18.7%
	5 = Very High priority	26.5%	41.8%	46.7%	38.8%	30.8%	31.2%	25.0%	30.9%	47.7%	47.3%	37.9%	40.7%	45.0%	37.0%	37.3%	42.7%
	Other, don't know	0.0%	2.5%	2.2%	15.0%	0.0%	6.2%	5.0%	5.5%	5.7%	5.4%	9.2%	0.0%	0.0%	3.7%	6.0%	4.7%
	total low priority (1 - 2)	24.5%	12.7%	18.5%	16.2%	23.1%	6.2%	15.0%	20.0%	17.6%	12.2%	20.7%	14.8%	15.0%	22.2%	18.7%	16.0%
total high priority (4 - 5)	51.0%	62.1%	66.3%	58.8%	61.6%	75.0%	50.0%	43.6%	67.0%	60.8%	57.4%	68.5%	70.0%	59.2%	60.0%	61.4%	

		Age group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
7. How often do you visit downtown Poplar Bluff?	Once a year or less	0.0%	6.3%	12.0%	5.0%	0.0%	0.0%	2.5%	7.3%	8.5%	0.0%	5.7%	14.8%	10.0%	3.7%	6.0%	7.3%
	Less than once a month	12.2%	11.4%	14.1%	15.0%	7.7%	25.0%	10.0%	10.9%	14.2%	13.5%	9.2%	13.0%	15.0%	25.9%	8.7%	18.0%
	One to five times per month	32.7%	25.3%	25.0%	25.0%	15.4%	37.5%	30.0%	23.6%	26.1%	25.7%	21.8%	24.1%	35.0%	29.6%	23.3%	29.3%
	More than five times a month	49.0%	49.4%	40.2%	47.5%	76.9%	37.5%	50.0%	54.5%	40.9%	54.1%	54.0%	40.7%	35.0%	29.6%	54.0%	38.0%
	Other (specify)	6.1%	5.1%	7.6%	2.5%	0.0%	0.0%	7.5%	3.6%	6.2%	2.7%	8.0%	5.6%	5.0%	7.4%	6.0%	4.7%
	Don't visit downtown	0.0%	1.3%	1.1%	5.0%	0.0%	0.0%	0.0%	0.0%	3.4%	4.1%	0.0%	1.9%	0.0%	3.7%	1.3%	2.7%
	Don't know	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	1.1%	0.0%	0.0%	0.0%	0.7%	0.0%

		Age group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
8. shopping	very often	34.7%	23.4%	12.1%	22.4%	38.5%	6.2%	22.5%	23.6%	20.7%	36.6%	23.3%	13.2%	5.0%	11.5%	25.9%	17.1%
	somewhat often	34.7%	16.9%	25.3%	31.6%	15.4%	12.5%	35.0%	23.6%	27.2%	26.8%	31.4%	22.6%	20.0%	15.4%	24.5%	28.1%
	not very often	14.3%	37.7%	25.3%	19.7%	23.1%	56.2%	22.5%	21.8%	24.3%	15.5%	30.2%	24.5%	45.0%	30.8%	24.5%	26.0%
	not at all	16.3%	22.1%	36.3%	23.7%	23.1%	18.8%	17.5%	30.9%	27.2%	19.7%	15.1%	39.6%	30.0%	42.3%	23.8%	28.1%
	other, don't know	0.0%	0.0%	1.1%	2.6%	0.0%	6.2%	2.5%	0.0%	0.6%	1.4%	0.0%	0.0%	0.0%	0.0%	1.4%	0.7%
	very/somewhat often	69.4%	40.3%	37.4%	53.9%	53.8%	18.8%	57.5%	47.3%	47.9%	63.4%	54.7%	35.8%	25.0%	26.9%	50.3%	45.2%
	not very/not at all often	30.6%	59.7%	61.5%	43.4%	46.2%	75.0%	40.0%	52.7%	51.5%	35.2%	45.3%	64.2%	75.0%	73.1%	48.3%	54.1%

		Age group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
9. dining	very often	20.4%	14.3%	14.3%	18.4%	15.4%	12.5%	22.5%	12.7%	16.6%	14.1%	17.4%	18.9%	5.0%	11.5%	21.1%	11.6%
	somewhat often	30.6%	22.1%	15.4%	25.0%	30.8%	12.5%	17.5%	30.9%	20.7%	22.5%	30.2%	18.9%	10.0%	7.7%	19.7%	24.7%
	not very often	30.6%	29.9%	29.7%	27.6%	23.1%	37.5%	40.0%	29.1%	26.6%	35.2%	26.7%	22.6%	40.0%	38.5%	32.7%	26.0%
	not at all	18.4%	33.8%	40.7%	28.9%	30.8%	37.5%	20.0%	27.3%	36.1%	28.2%	25.6%	39.6%	45.0%	42.3%	26.5%	37.7%
	other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	very/somewhat often	51.0%	36.4%	29.7%	43.4%	46.2%	25.0%	40.0%	43.6%	37.3%	36.6%	47.7%	37.7%	15.0%	19.2%	40.8%	36.3%
	not very/not at all often	49.0%	63.6%	70.3%	56.6%	53.8%	75.0%	60.0%	56.4%	62.7%	63.4%	52.3%	62.3%	85.0%	80.8%	59.2%	63.7%

		Age group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
10. entertainment or special events	very often	18.4%	14.3%	9.9%	7.9%	15.4%	6.2%	12.5%	12.7%	11.8%	14.1%	12.8%	11.3%	5.0%	11.5%	13.6%	10.3%
	somewhat often	38.8%	31.2%	28.6%	23.7%	23.1%	18.8%	32.5%	29.1%	30.8%	23.9%	34.9%	37.7%	20.0%	30.8%	31.3%	28.1%
	not very often	30.6%	37.7%	37.4%	38.2%	38.5%	31.2%	42.5%	38.2%	34.9%	38.0%	32.6%	30.2%	55.0%	38.5%	36.1%	37.0%
	not at all	12.2%	18.9%	24.2%	30.3%	23.1%	43.8%	12.5%	20.0%	22.5%	23.9%	19.8%	20.8%	20.0%	19.2%	19.0%	24.7%
	other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	very/somewhat often	57.1%	45.5%	38.5%	31.6%	38.5%	25.0%	45.0%	41.8%	42.6%	38.0%	47.7%	49.1%	25.0%	42.3%	44.9%	38.4%
	not very/not at all often	42.9%	54.5%	61.5%	68.4%	61.5%	75.0%	55.0%	58.2%	57.4%	62.0%	52.3%	50.9%	75.0%	57.7%	55.1%	61.6%

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		Age group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
12. government/post office	very often	32.7%	31.2%	25.3%	19.7%	7.7%	31.2%	27.5%	34.5%	24.9%	22.5%	30.2%	32.1%	30.0%	30.8%	26.5%	26.7%
	somewhat often	28.6%	29.9%	40.7%	31.6%	46.2%	18.8%	32.5%	36.4%	33.1%	40.8%	30.2%	30.2%	35.0%	30.8%	29.3%	37.7%
	not very often	30.6%	26.0%	26.4%	34.2%	38.5%	37.5%	32.5%	20.0%	29.6%	26.8%	27.9%	32.1%	15.0%	30.8%	32.7%	25.3%
	not at all	8.2%	11.7%	7.7%	11.8%	7.7%	6.2%	7.5%	9.1%	11.2%	9.9%	9.3%	5.7%	20.0%	7.7%	10.9%	8.9%
	other, don't know	0.0%	1.3%	0.0%	2.6%	0.0%	6.2%	0.0%	0.0%	1.2%	0.0%	2.3%	0.0%	0.0%	0.0%	0.7%	1.4%
	very/somewhat often	61.2%	61.0%	65.9%	51.3%	53.8%	50.0%	60.0%	70.9%	58.0%	63.4%	60.5%	62.3%	65.0%	61.5%	55.8%	64.4%
	not very/not at all often	38.8%	37.7%	34.1%	46.1%	46.2%	43.8%	40.0%	29.1%	40.8%	36.6%	37.2%	35.0%	38.5%	43.5%	34.2%	
13. conducting business	very often	20.4%	23.4%	24.2%	10.5%	23.1%	12.5%	27.5%	23.6%	17.2%	29.6%	24.4%	13.2%	5.0%	23.1%	23.1%	16.4%
	somewhat often	40.8%	36.4%	22.0%	32.9%	30.8%	50.0%	32.5%	29.1%	30.8%	23.9%	39.5%	35.8%	40.0%	11.5%	32.7%	30.8%
	not very often	20.4%	26.0%	28.6%	36.8%	23.1%	18.8%	22.5%	29.1%	31.4%	23.9%	26.7%	18.3%	45.0%	42.3%	26.5%	30.8%
	not at all	18.4%	14.3%	24.2%	18.4%	23.1%	18.8%	15.0%	18.2%	20.1%	21.1%	9.3%	22.6%	10.0%	23.1%	17.0%	21.2%
	other, don't know	0.0%	0.0%	1.1%	1.3%	0.0%	0.0%	2.5%	0.0%	0.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.7%	0.7%
	very/somewhat often	61.2%	59.7%	46.2%	43.4%	53.8%	62.5%	60.0%	52.7%	47.9%	53.5%	64.0%	49.1%	45.0%	34.6%	55.8%	47.3%
	not very/not at all often	38.8%	40.3%	52.7%	55.3%	46.2%	37.5%	37.5%	47.3%	45.1%	36.0%	50.9%	55.0%	65.4%	43.5%	52.1%	
14. attending church	very often	14.3%	18.2%	25.3%	36.8%	23.1%	12.5%	27.5%	25.5%	24.9%	16.9%	31.4%	24.5%	10.0%	15.4%	22.4%	26.7%
	somewhat often	12.2%	10.4%	4.4%	6.6%	15.4%	6.2%	5.0%	9.1%	7.7%	8.5%	9.3%	5.7%	5.0%	15.4%	8.8%	6.8%
	not very often	18.4%	18.2%	17.6%	13.2%	15.4%	6.2%	20.0%	21.8%	15.4%	22.5%	17.4%	5.7%	20.0%	11.5%	15.6%	17.8%
	not at all	53.1%	53.2%	51.6%	43.4%	46.2%	75.0%	45.0%	43.6%	51.5%	52.1%	40.7%	64.2%	60.0%	57.7%	51.7%	48.6%
	other, don't know	2.0%	0.0%	1.1%	0.0%	0.0%	0.0%	2.5%	0.0%	0.6%	0.0%	1.2%	0.0%	5.0%	0.0%	1.4%	0.0%
	very/somewhat often	26.5%	28.6%	29.7%	43.4%	38.5%	18.8%	32.5%	34.5%	32.5%	25.4%	40.7%	30.2%	15.0%	30.8%	31.3%	33.6%
	not very/not at all often	71.4%	71.4%	69.2%	56.6%	61.5%	81.2%	65.0%	65.5%	74.6%	58.1%	69.8%	80.0%	69.2%	67.3%	66.4%	
15. Of the items listed above, which would you say is the one reason you most often visit downtown Poplar Bluff?	Shopping	20.4%	16.9%	14.3%	21.1%	30.8%	12.5%	15.0%	16.4%	18.3%	28.2%	20.9%	9.4%	10.0%	11.5%	21.1%	14.4%
	Dining	6.1%	10.4%	6.6%	3.9%	0.0%	12.5%	12.5%	5.5%	5.9%	2.8%	7.0%	7.5%	10.0%	3.8%	7.5%	6.2%
	Entertainment or special events	8.2%	5.2%	6.6%	7.9%	0.0%	12.5%	7.5%	5.5%	7.1%	12.7%	2.3%	7.5%	15.0%	0.0%	7.5%	6.2%
	Government/post office	26.5%	31.2%	37.4%	23.7%	46.2%	31.2%	25.0%	34.5%	29.0%	18.3%	30.2%	47.2%	40.0%	42.3%	26.5%	34.2%
	Conducting business	24.5%	22.1%	15.4%	13.2%	0.0%	18.8%	15.0%	16.4%	20.7%	15.5%	22.1%	17.0%	15.0%	23.1%	19.0%	17.1%
	Attending church	2.0%	3.9%	8.8%	9.2%	0.0%	0.0%	7.5%	9.1%	6.5%	5.6%	8.1%	1.9%	5.0%	11.5%	4.1%	8.9%
	Other, don't know	12.2%	10.4%	11.0%	21.1%	23.1%	12.5%	17.5%	12.7%	12.4%	16.9%	9.3%	9.4%	5.0%	7.7%	14.3%	13.0%
16. signs to help people find their way around	excellent	4.1%	2.5%	4.3%	5.0%	15.4%	6.2%	7.5%	5.5%	1.7%	4.1%	8.0%	0.0%	0.0%	0.0%	4.7%	3.3%
	good	65.3%	49.4%	48.9%	61.2%	30.8%	43.8%	52.5%	50.9%	59.7%	55.4%	57.5%	53.7%	40.0%	48.1%	56.0%	54.0%
	not so good	16.3%	30.4%	31.5%	16.2%	46.2%	37.5%	15.0%	23.6%	24.4%	24.3%	20.7%	31.5%	30.0%	37.0%	26.7%	22.7%
	poor	14.3%	16.5%	12.0%	11.2%	7.7%	12.5%	12.5%	18.2%	12.5%	12.2%	12.6%	13.0%	25.0%	14.8%	10.0%	16.7%
	other, don't know	0.0%	1.3%	3.3%	6.2%	0.0%	0.0%	12.5%	1.8%	1.7%	4.2%	1.1%	1.9%	5.0%	0.0%	2.7%	3.3%
	excellent/good	69.4%	51.9%	53.3%	66.2%	46.2%	50.0%	60.0%	56.4%	61.4%	59.5%	65.5%	53.7%	40.0%	48.1%	60.7%	57.3%
	not so good/poor	30.6%	46.8%	43.5%	27.5%	53.8%	50.0%	27.5%	41.8%	36.9%	36.5%	33.3%	44.4%	55.0%	51.9%	36.7%	39.3%

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		Age group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
17. convenient business hours	excellent	8.2%	7.6%	2.2%	8.8%	23.1%	12.5%	8.8%	5.0%	5.5%	8.1%	9.2%	3.7%	5.0%	0.0%	7.3%	5.3%
	good	75.5%	60.8%	68.5%	67.5%	46.2%	68.8%	67.5%	65.5%	69.3%	73.0%	71.3%	63.0%	60.0%	66.7%	68.0%	66.7%
	not so good	10.2%	17.7%	16.3%	8.8%	15.4%	6.2%	10.0%	14.5%	14.8%	12.2%	10.3%	13.0%	15.0%	22.2%	15.3%	12.0%
	poor	6.1%	11.4%	8.7%	5.0%	7.7%	12.5%	12.5%	9.1%	6.2%	5.4%	6.9%	13.0%	15.0%	3.7%	7.3%	8.7%
	other, don't know	0.0%	2.5%	4.3%	10.0%	7.7%	0.0%	5.0%	5.5%	4.5%	1.4%	2.3%	7.4%	5.0%	7.4%	2.0%	7.3%
	excellent/good	83.7%	68.4%	70.7%	76.2%	69.2%	81.2%	72.5%	70.9%	74.4%	81.1%	80.5%	66.7%	65.0%	66.7%	75.3%	72.0%
not so good/poor	16.3%	29.1%	25.0%	13.8%	23.1%	18.8%	22.5%	23.6%	21.0%	17.6%	17.2%	25.9%	30.0%	25.9%	22.7%	20.7%	
18. available green space	excellent	6.1%	7.6%	2.2%	5.0%	15.4%	0.0%	2.5%	7.3%	4.5%	6.8%	8.0%	1.9%	0.0%	0.0%	7.3%	2.7%
	good	49.0%	32.9%	38.0%	45.0%	30.8%	43.8%	45.0%	43.6%	38.6%	43.2%	37.9%	46.3%	30.0%	29.6%	40.7%	40.0%
	not so good	30.6%	41.8%	30.4%	16.2%	30.8%	43.8%	27.5%	32.7%	27.8%	20.3%	33.3%	29.6%	30.0%	55.6%	28.0%	31.3%
	poor	10.2%	15.2%	19.6%	16.2%	7.7%	12.5%	17.5%	14.5%	17.0%	16.2%	12.6%	16.7%	35.0%	11.1%	18.0%	14.0%
	other, don't know	4.1%	2.5%	9.8%	17.5%	15.4%	0.0%	7.5%	1.8%	11.9%	13.5%	8.0%	5.6%	5.0%	3.7%	6.0%	12.0%
	excellent/good	55.1%	40.5%	40.2%	50.0%	46.2%	43.8%	47.5%	50.9%	43.2%	50.0%	46.0%	48.1%	30.0%	29.6%	48.0%	42.7%
not so good/poor	40.8%	57.0%	50.0%	32.5%	38.5%	56.2%	45.0%	47.3%	44.9%	36.5%	46.0%	46.3%	65.0%	66.7%	46.0%	45.3%	
19. preservation of historic structures	excellent	12.2%	6.3%	3.3%	10.0%	15.4%	6.2%	10.0%	9.1%	5.7%	8.1%	12.6%	3.7%	0.0%	3.7%	10.0%	4.7%
	good	46.9%	48.1%	39.1%	43.8%	53.8%	31.2%	57.5%	49.1%	39.8%	43.2%	41.4%	48.1%	45.0%	40.7%	37.3%	50.7%
	not so good	28.6%	32.9%	37.0%	22.5%	7.7%	50.0%	17.5%	30.9%	33.5%	21.6%	34.5%	29.6%	35.0%	48.1%	32.7%	28.7%
	poor	8.2%	8.9%	17.4%	13.8%	23.1%	6.2%	12.5%	5.5%	14.8%	17.6%	8.0%	14.8%	10.0%	7.4%	15.3%	10.0%
	other, don't know	4.1%	3.8%	3.3%	10.0%	0.0%	6.2%	2.5%	5.5%	6.2%	9.5%	3.4%	3.7%	10.0%	0.0%	4.7%	6.0%
	excellent/good	59.2%	54.4%	42.4%	53.8%	69.2%	37.5%	67.5%	58.2%	45.5%	51.4%	54.0%	51.9%	45.0%	44.4%	47.3%	55.3%
not so good/poor	36.7%	41.8%	54.3%	36.2%	30.8%	56.2%	30.0%	36.4%	48.3%	39.2%	42.5%	44.4%	45.0%	55.6%	48.0%	38.7%	
20. occupied storefronts	excellent	4.1%	3.8%	2.2%	2.5%	15.4%	0.0%	2.5%	3.6%	2.3%	4.1%	4.6%	3.7%	0.0%	4.0%	2.0%	
	good	44.9%	43.0%	27.2%	31.2%	23.1%	31.2%	37.5%	32.7%	36.9%	45.9%	41.4%	27.8%	30.0%	18.5%	40.7%	30.0%
	not so good	40.8%	39.2%	38.0%	33.8%	46.2%	37.5%	30.0%	41.8%	37.5%	29.7%	36.8%	37.0%	50.0%	59.3%	33.3%	42.0%
	poor	8.2%	10.1%	26.1%	22.5%	0.0%	25.0%	20.0%	18.2%	18.2%	10.8%	13.8%	25.9%	20.0%	22.2%	18.7%	17.3%
	other, don't know	2.0%	3.8%	6.5%	10.0%	15.4%	6.2%	10.0%	3.6%	5.1%	9.5%	3.4%	5.6%	0.0%	0.0%	3.3%	8.7%
	excellent/good	49.0%	46.8%	29.3%	33.8%	38.5%	31.2%	40.0%	36.4%	39.2%	50.0%	46.0%	31.5%	30.0%	18.5%	44.7%	32.0%
not so good/poor	49.0%	49.4%	64.1%	56.2%	46.2%	62.5%	50.0%	60.0%	55.7%	40.5%	50.6%	63.0%	70.0%	81.5%	52.0%	59.3%	
21. convenient parking	excellent	2.0%	6.3%	7.6%	8.8%	30.8%	6.2%	5.0%	5.5%	5.7%	9.5%	6.9%	3.7%	0.0%	3.7%	6.7%	6.7%
	good	51.0%	38.0%	46.7%	56.2%	30.8%	43.8%	47.5%	32.7%	54.0%	45.9%	54.0%	46.3%	40.0%	51.9%	53.3%	42.0%
	not so good	40.8%	41.8%	23.9%	16.2%	30.8%	43.8%	35.0%	34.5%	25.0%	28.4%	26.4%	24.1%	55.0%	37.0%	25.3%	33.3%
	poor	6.1%	12.7%	21.7%	15.0%	7.7%	6.2%	10.0%	25.5%	14.2%	14.9%	11.5%	24.1%	5.0%	7.4%	12.7%	17.3%
	other, don't know	0.0%	1.3%	0.0%	3.8%	0.0%	0.0%	2.5%	1.8%	1.1%	1.4%	1.1%	1.9%	0.0%	0.0%	2.0%	0.7%
	excellent/good	53.1%	44.3%	54.3%	65.0%	61.5%	50.0%	52.5%	38.2%	59.7%	55.4%	60.9%	50.0%	40.0%	55.6%	60.0%	48.7%
not so good/poor	46.9%	54.4%	45.7%	31.2%	38.5%	50.0%	45.0%	60.0%	39.2%	43.2%	37.9%	48.1%	60.0%	44.4%	38.0%	50.7%	

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		Age group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
22. diverse mix of businesses	excellent	4.1%	5.1%	1.1%	6.2%	15.4%	12.5%	0.0%	5.5%	2.8%	5.4%	3.4%	1.9%	5.0%	3.7%	4.7%	3.3%
	good	67.3%	58.2%	30.4%	38.8%	38.5%	43.8%	52.5%	50.9%	43.8%	54.1%	51.7%	46.3%	25.0%	33.3%	50.7%	41.3%
	not so good	20.4%	20.3%	31.5%	27.5%	15.4%	25.0%	22.5%	23.6%	27.8%	14.9%	29.9%	16.7%	35.0%	48.1%	22.0%	29.3%
	poor	8.2%	12.7%	29.3%	16.2%	15.4%	12.5%	15.0%	14.5%	20.5%	16.2%	10.3%	29.6%	25.0%	11.1%	16.7%	19.3%
	other, don't know	0.0%	3.8%	7.6%	11.2%	15.4%	6.2%	10.0%	5.5%	5.1%	9.5%	4.6%	5.6%	10.0%	3.7%	6.0%	6.7%
	excellent/good not so good/poor	71.4%	63.3%	31.5%	45.0%	53.8%	56.2%	52.5%	56.4%	46.6%	59.5%	55.2%	48.1%	30.0%	37.0%	55.3%	44.7%
23. dining options	excellent	8.2%	11.4%	4.3%	7.5%	23.1%	0.0%	7.5%	9.1%	6.8%	10.8%	11.5%	5.6%	0.0%	0.0%	8.7%	6.7%
	good	40.8%	29.1%	34.8%	37.5%	30.8%	37.5%	42.5%	29.1%	35.2%	40.5%	32.2%	40.7%	25.0%	18.5%	39.3%	30.7%
	not so good	42.9%	31.6%	33.7%	27.5%	46.2%	37.5%	30.0%	29.1%	33.5%	31.1%	34.5%	27.8%	40.0%	59.3%	33.3%	32.7%
	poor	8.2%	27.8%	22.8%	18.8%	0.0%	25.0%	17.5%	29.1%	19.9%	12.2%	19.5%	24.1%	35.0%	22.2%	16.7%	24.7%
	other, don't know	0.0%	0.0%	4.3%	8.8%	0.0%	0.0%	2.5%	3.6%	4.5%	5.4%	2.3%	0.0%	0.0%	2.0%	5.3%	
	excellent/good not so good/poor	49.0%	40.5%	39.1%	45.0%	53.8%	37.5%	50.0%	38.2%	42.0%	51.4%	43.7%	46.3%	25.0%	18.5%	48.0%	37.3%
24. entertainment options	excellent	2.0%	5.1%	1.1%	0.0%	7.7%	6.2%	0.0%	0.0%	2.3%	2.7%	3.4%	1.9%	0.0%	0.0%	3.3%	0.7%
	good	34.7%	35.4%	23.9%	35.0%	30.8%	31.2%	35.0%	34.5%	30.1%	31.1%	39.1%	31.5%	20.0%	18.5%	28.7%	34.7%
	not so good	38.8%	35.4%	41.3%	30.0%	46.2%	37.5%	30.0%	30.9%	38.6%	31.1%	36.8%	35.2%	45.0%	55.6%	38.0%	34.7%
	poor	24.5%	24.1%	27.2%	25.0%	15.4%	25.0%	25.0%	30.9%	24.4%	25.7%	18.4%	29.6%	35.0%	25.9%	24.7%	26.0%
	other, don't know	0.0%	0.0%	6.5%	10.0%	0.0%	0.0%	10.0%	3.6%	4.5%	9.5%	2.3%	1.9%	0.0%	0.0%	5.3%	4.0%
	excellent/good not so good/poor	36.7%	40.5%	25.0%	35.0%	38.5%	37.5%	35.0%	34.5%	32.4%	33.8%	42.5%	33.3%	20.0%	18.5%	32.0%	35.3%
25. condition of streets	excellent	2.0%	1.3%	2.2%	1.2%	0.0%	6.2%	2.5%	3.6%	0.6%	2.7%	1.1%	0.0%	3.7%	0.7%	2.7%	
	good	51.0%	50.6%	52.2%	55.0%	69.2%	25.0%	52.5%	49.1%	54.5%	41.9%	64.4%	53.7%	35.0%	55.6%	48.7%	56.0%
	not so good	26.5%	29.1%	31.5%	23.8%	7.7%	56.2%	27.5%	29.1%	26.7%	33.8%	20.7%	25.9%	45.0%	37.0%	28.7%	27.3%
	poor	18.4%	17.7%	14.1%	17.5%	23.1%	12.5%	17.5%	16.4%	16.5%	20.3%	12.6%	20.4%	20.0%	3.7%	20.7%	12.7%
	other, don't know	2.0%	1.3%	0.0%	2.5%	0.0%	0.0%	0.0%	1.8%	1.7%	1.4%	1.1%	0.0%	0.0%	1.3%	1.3%	
	excellent/good not so good/poor	53.1%	51.9%	54.3%	56.2%	69.2%	31.2%	55.0%	52.7%	55.1%	44.6%	65.5%	53.7%	35.0%	59.3%	49.3%	58.7%
26. condition of sidewalks	excellent	2.0%	1.3%	0.0%	5.0%	7.7%	6.2%	0.0%	1.8%	1.7%	2.7%	2.3%	1.9%	0.0%	2.7%	1.3%	
	good	53.1%	48.1%	59.8%	51.2%	46.2%	37.5%	62.5%	41.8%	56.8%	50.0%	62.1%	59.3%	45.0%	44.4%	46.0%	
	not so good	32.7%	27.8%	23.9%	22.5%	30.8%	43.8%	17.5%	36.4%	22.7%	27.0%	18.4%	24.1%	35.0%	40.7%	22.7%	29.3%
	poor	12.2%	16.5%	10.9%	10.0%	15.4%	6.2%	12.5%	12.7%	12.5%	12.2%	12.6%	13.0%	10.0%	11.1%	10.7%	14.0%
	other, don't know	0.0%	6.3%	5.4%	11.2%	0.0%	6.2%	7.5%	7.3%	6.2%	8.1%	4.6%	1.9%	10.0%	3.7%	3.3%	9.3%
	excellent/good not so good/poor	55.1%	49.4%	59.8%	56.2%	53.8%	43.8%	62.5%	43.6%	58.5%	52.7%	64.4%	61.1%	45.0%	44.4%	63.3%	47.3%

Downtown Revitalization and Economic Assistance For Missouri
Community Survey Telephone Report
Final Survey Findings and Results

Poplar Bluff, Missouri

		Age group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
27. safety during the day	excellent	14.3%	15.2%	10.9%	16.2%	38.5%	0.0%	15.0%	9.1%	14.8%	20.3%	14.9%	14.8%	5.0%	7.4%	16.0%	12.0%
	good	77.6%	73.4%	79.3%	73.8%	38.5%	81.2%	75.0%	83.6%	76.1%	68.9%	79.3%	74.1%	80.0%	92.6%	78.0%	74.0%
	not so good	6.1%	6.3%	7.6%	5.0%	7.7%	12.5%	5.0%	7.3%	5.7%	4.1%	4.6%	9.3%	15.0%	0.0%	3.3%	9.3%
	poor	2.0%	5.1%	1.1%	1.2%	7.7%	0.0%	2.5%	0.0%	2.8%	5.4%	1.1%	0.0%	0.0%	0.0%	2.7%	2.0%
	other, don't know	0.0%	0.0%	1.1%	3.8%	7.7%	6.2%	2.5%	0.0%	0.6%	1.4%	0.0%	1.9%	0.0%	0.0%	0.0%	2.7%
	excellent/good	91.8%	88.6%	90.2%	90.0%	76.9%	81.2%	90.0%	92.7%	90.9%	89.2%	94.3%	88.9%	85.0%	100.0%	94.0%	86.0%
	not so good/poor	8.2%	11.4%	8.7%	6.2%	15.4%	12.5%	7.5%	7.3%	8.5%	9.5%	5.7%	15.0%	0.0%	6.0%	11.3%	
28. safety at night	excellent	8.2%	6.3%	1.1%	8.8%	15.4%	6.2%	5.0%	3.6%	5.7%	6.8%	8.0%	5.6%	0.0%	0.0%	9.3%	2.0%
	good	30.6%	38.0%	32.6%	26.2%	30.8%	37.5%	37.5%	30.9%	30.7%	40.5%	31.0%	38.9%	25.0%	25.9%	35.3%	28.7%
	not so good	34.7%	32.9%	37.0%	25.0%	38.5%	31.2%	22.5%	38.2%	32.4%	24.3%	32.2%	35.2%	30.0%	55.6%	29.3%	35.3%
	poor	18.4%	13.9%	18.5%	17.5%	7.7%	18.8%	17.5%	16.4%	17.6%	14.9%	11.5%	16.7%	30.0%	11.1%	14.7%	19.3%
	other, don't know	8.2%	8.9%	10.9%	22.5%	7.7%	6.2%	17.5%	10.9%	13.6%	13.5%	17.2%	3.7%	15.0%	7.4%	11.3%	14.7%
	excellent/good	38.8%	44.3%	33.7%	35.0%	46.2%	43.8%	42.5%	34.5%	36.4%	47.3%	39.1%	44.4%	25.0%	25.9%	44.7%	30.7%
	not so good/poor	53.1%	46.8%	55.4%	42.5%	46.2%	50.0%	40.0%	54.5%	50.0%	39.2%	43.7%	60.0%	66.7%	44.0%	54.7%	
29. How important would you say it is that Poplar Bluff work to retain its downtown's historic character? Would you say it is very important, somewhat, not very or not at all important?	Very	46.9%	59.5%	50.0%	46.2%	69.2%	50.0%	50.0%	52.7%	49.4%	63.5%	57.5%	37.0%	35.0%	33.3%	51.3%	50.7%
	Somewhat	44.9%	31.6%	33.7%	40.0%	23.1%	37.5%	40.0%	32.7%	38.1%	21.6%	39.1%	38.9%	50.0%	48.1%	32.7%	40.7%
	Not very	2.0%	5.1%	8.7%	10.0%	0.0%	6.2%	7.5%	9.1%	6.8%	9.5%	3.4%	13.0%	5.0%	3.7%	7.3%	6.7%
	Not at all	6.1%	3.8%	7.6%	3.8%	7.7%	6.2%	2.5%	5.5%	5.7%	5.4%	0.0%	11.1%	10.0%	14.8%	8.7%	2.0%
	other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	very/somewhat	91.8%	91.1%	83.7%	86.2%	92.3%	87.5%	90.0%	85.5%	87.5%	85.1%	96.6%	75.9%	85.0%	81.5%	84.0%	91.3%
	not very/not at all	8.2%	8.9%	16.3%	13.8%	7.7%	12.5%	10.0%	14.5%	12.5%	14.9%	3.4%	24.1%	15.0%	18.5%	16.0%	8.7%
30. lodging such as hotel, motel or bed and breakfast	1 = Very Low priority	18.4%	16.5%	20.7%	16.2%	15.4%	6.2%	25.0%	18.2%	17.6%	24.3%	13.8%	18.5%	20.0%	3.7%	19.3%	16.7%
	2	38.8%	19.0%	8.7%	12.5%	23.1%	25.0%	15.0%	18.2%	16.5%	13.5%	24.1%	11.1%	20.0%	25.9%	22.7%	12.0%
	3	20.4%	21.5%	26.1%	18.8%	15.4%	50.0%	15.0%	21.8%	21.6%	23.0%	17.2%	24.1%	35.0%	25.9%	20.7%	23.3%
	4	16.3%	27.8%	17.4%	18.8%	23.1%	6.2%	30.0%	21.8%	18.8%	20.3%	23.0%	20.4%	20.0%	29.6%	17.3%	23.3%
	5 = Very High priority	6.1%	15.2%	25.0%	31.2%	23.1%	12.5%	10.0%	18.2%	25.0%	17.6%	21.8%	25.9%	5.0%	11.1%	18.7%	23.3%
	Other, don't know	0.0%	0.0%	2.2%	2.5%	0.0%	0.0%	5.0%	1.8%	0.6%	1.4%	0.0%	0.0%	0.0%	3.7%	1.3%	1.3%
total low priority (1 - 2)	57.1%	35.4%	29.3%	28.8%	38.5%	31.2%	40.0%	36.4%	34.1%	37.8%	37.9%	29.6%	40.0%	29.6%	42.0%	28.7%	
	total high priority (4 - 5)	22.4%	43.0%	42.4%	50.0%	46.2%	18.8%	40.0%	40.0%	43.8%	37.8%	44.8%	46.3%	25.0%	40.7%	36.0%	46.7%
31. family or casual style dining	1 = Very Low priority	2.0%	10.1%	7.6%	7.5%	15.4%	12.5%	0.0%	7.3%	8.0%	8.1%	8.0%	9.3%	0.0%	0.0%	8.0%	6.7%
	2	4.1%	2.5%	4.3%	7.5%	7.7%	6.2%	0.0%	5.5%	5.1%	5.4%	4.6%	3.7%	0.0%	11.1%	6.0%	3.3%
	3	22.4%	16.5%	23.9%	21.2%	23.1%	12.5%	35.0%	21.8%	18.2%	23.0%	18.4%	20.4%	35.0%	18.5%	25.3%	16.7%
	4	34.7%	32.9%	32.6%	18.8%	30.8%	18.8%	15.0%	32.7%	32.4%	24.3%	34.5%	25.9%	30.0%	44.4%	28.7%	30.0%
	5 = Very High priority	36.7%	38.0%	31.5%	42.5%	23.1%	50.0%	47.5%	32.7%	35.8%	39.2%	34.5%	40.7%	30.0%	25.9%	32.0%	42.0%
	Other, don't know	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	2.5%	0.0%	0.6%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	1.3%
total low priority (1 - 2)	6.1%	12.7%	12.0%	15.0%	23.1%	18.8%	0.0%	12.7%	13.1%	13.5%	12.6%	13.0%	0.0%	11.1%	14.0%	10.0%	
	total high priority (4 - 5)	71.4%	70.9%	64.1%	61.2%	53.8%	68.8%	62.5%	65.5%	68.2%	63.5%	69.6%	66.7%	60.0%	70.4%	60.7%	72.0%

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Poplar Bluff, Missouri

		Age group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
32. fine dining	1 = Very Low priority	2.0%	15.2%	13.0%	17.5%	15.4%	6.2%	10.0%	18.2%	12.5%	14.9%	11.5%	16.7%	5.0%	7.4%	13.3%	12.7%
	2	10.2%	10.1%	8.7%	10.0%	15.4%	6.2%	5.0%	10.9%	10.2%	13.5%	10.3%	5.6%	10.0%	7.4%	11.3%	8.0%
	3	42.9%	25.3%	28.3%	13.8%	0.0%	56.2%	30.0%	21.8%	25.6%	18.9%	21.8%	33.3%	45.0%	29.6%	27.3%	24.7%
	4	26.5%	24.1%	25.0%	22.5%	23.1%	6.2%	30.0%	25.5%	24.4%	24.3%	29.9%	24.1%	25.0%	22.2%	21.3%	27.3%
	5 = Very High priority	18.4%	25.3%	25.0%	32.5%	46.2%	25.0%	22.5%	23.6%	26.1%	28.4%	25.3%	20.4%	10.0%	33.3%	26.7%	25.3%
	Other, don't know	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	2.5%	0.0%	1.1%	0.0%	1.1%	0.0%	5.0%	0.0%	0.0%	2.0%
	total low priority (1 - 2) total high priority (4 - 5)	12.2% 44.9%	25.3% 49.4%	21.7% 50.0%	27.5% 55.0%	30.8% 69.2%	12.5% 31.2%	15.0% 52.5%	29.1% 49.1%	22.7% 50.6%	28.4% 52.7%	21.8% 55.2%	22.2% 44.4%	15.0% 35.0%	14.8% 55.6%	24.7% 48.0%	20.7% 52.7%
33. outdoor dining	1 = Very Low priority	4.1%	10.1%	16.3%	31.2%	15.4%	6.2%	15.0%	9.1%	20.5%	18.9%	16.1%	22.2%	10.0%	3.7%	20.0%	13.3%
	2	8.2%	10.1%	12.0%	15.0%	0.0%	12.5%	18.2%	10.2%	8.1%	10.3%	14.8%	10.0%	22.2%	12.7%	10.7%	
	3	42.9%	26.6%	29.3%	22.5%	23.1%	18.8%	40.0%	34.5%	26.1%	32.4%	32.2%	27.8%	30.0%	25.9%	32.7%	25.3%
	4	20.4%	25.3%	18.5%	10.0%	15.4%	37.5%	17.5%	9.1%	19.9%	16.2%	17.2%	16.7%	20.0%	33.3%	14.0%	22.7%
	5 = Very High priority	24.5%	27.8%	23.9%	15.0%	46.2%	18.8%	12.5%	27.3%	22.2%	23.0%	24.1%	18.5%	25.0%	14.8%	20.7%	24.7%
	Other, don't know	0.0%	0.0%	0.0%	6.2%	0.0%	6.2%	2.5%	1.8%	1.1%	1.4%	0.0%	0.0%	5.0%	0.0%	0.0%	3.3%
	total low priority (1 - 2) total high priority (4 - 5)	12.2% 44.9%	20.3% 53.2%	28.3% 42.4%	46.2% 25.0%	15.4% 61.5%	18.8% 43.8%	27.5% 47.5%	27.3% 49.1%	30.7% 47.2%	27.0% 39.2%	26.4% 41.4%	37.0% 35.2%	20.0% 45.0%	25.9% 48.1%	32.7% 34.7%	24.0% 47.3%
34. ice cream shop/soda fountain	1 = Very Low priority	6.1%	8.9%	14.1%	11.2%	15.4%	18.8%	5.0%	7.3%	11.9%	8.1%	8.0%	16.7%	10.0%	11.1%	12.7%	8.7%
	2	16.3%	12.7%	8.7%	13.8%	0.0%	6.2%	12.5%	12.7%	13.6%	14.9%	13.8%	3.7%	25.0%	14.8%	14.7%	10.0%
	3	34.7%	29.1%	32.6%	20.0%	23.1%	31.2%	35.0%	30.9%	26.7%	23.0%	27.6%	42.6%	30.0%	33.3%	30.0%	27.3%
	4	26.5%	32.9%	20.7%	21.2%	38.5%	18.8%	25.0%	29.1%	23.3%	29.7%	25.3%	20.4%	25.0%	29.6%	22.7%	27.3%
	5 = Very High priority	16.3%	16.5%	23.9%	32.5%	23.1%	25.0%	22.5%	20.0%	23.9%	23.0%	25.3%	16.7%	10.0%	11.1%	19.3%	26.7%
	Other, don't know	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
	total low priority (1 - 2) total high priority (4 - 5)	22.4% 42.9%	21.5% 49.4%	22.8% 44.6%	25.0% 53.8%	15.4% 61.5%	25.0% 43.8%	17.5% 47.5%	20.0% 49.1%	25.6% 47.2%	23.0% 52.7%	21.8% 50.6%	20.4% 37.0%	35.0% 35.0%	25.9% 40.7%	27.3% 42.0%	18.7% 54.0%
35. upscale specialty shops	1 = Very Low priority	10.2%	13.9%	19.6%	20.0%	23.1%	12.5%	22.5%	14.5%	15.9%	14.9%	17.2%	16.7%	20.0%	22.2%	20.0%	13.3%
	2	12.2%	15.2%	10.9%	10.0%	15.4%	0.0%	10.0%	9.1%	14.2%	14.9%	10.3%	11.1%	15.0%	11.1%	12.7%	11.3%
	3	42.9%	30.4%	27.2%	25.0%	7.7%	50.0%	30.0%	36.4%	27.8%	32.4%	25.3%	31.5%	20.0%	40.7%	28.7%	31.3%
	4	20.4%	25.3%	17.4%	16.2%	30.8%	18.8%	20.0%	23.6%	17.6%	18.9%	21.8%	20.4%	30.0%	14.8%	18.0%	21.3%
	5 = Very High priority	14.3%	13.9%	23.9%	21.2%	23.1%	12.5%	15.0%	16.4%	21.0%	14.9%	21.8%	20.4%	15.0%	11.1%	16.0%	22.0%
	Other, don't know	0.0%	1.3%	1.1%	7.5%	0.0%	6.2%	2.5%	0.0%	3.4%	4.1%	3.4%	0.0%	0.0%	0.0%	4.7%	0.7%
	total low priority (1 - 2) total high priority (4 - 5)	22.4% 34.7%	29.1% 39.2%	30.4% 41.3%	30.0% 37.5%	38.5% 53.8%	12.5% 31.2%	32.5% 35.0%	23.6% 40.0%	30.1% 38.6%	29.7% 33.8%	27.6% 43.7%	27.8% 40.7%	35.0% 45.0%	33.3% 25.9%	32.7% 34.0%	24.7% 43.3%
36. antique shops	1 = Very Low priority	12.2%	10.1%	13.0%	23.8%	7.7%	12.5%	10.0%	16.4%	16.5%	17.6%	8.0%	18.5%	15.0%	18.5%	17.3%	12.7%
	2	26.5%	15.2%	15.2%	20.0%	30.8%	6.2%	25.0%	18.2%	17.0%	17.6%	16.1%	14.8%	20.0%	22.2%	20.7%	16.0%
	3	26.5%	35.4%	35.9%	18.8%	23.1%	37.5%	40.0%	30.9%	26.7%	28.4%	31.0%	40.0%	40.0%	37.0%	29.3%	30.0%
	4	24.5%	19.0%	17.4%	15.0%	15.4%	25.0%	12.5%	16.4%	19.9%	17.6%	23.0%	16.7%	15.0%	11.1%	18.0%	18.7%
	5 = Very High priority	10.2%	20.3%	18.5%	17.5%	23.1%	6.2%	10.0%	18.2%	19.3%	16.2%	20.7%	18.5%	10.0%	11.1%	13.3%	21.3%
	Other, don't know	0.0%	0.0%	0.0%	5.0%	0.0%	12.5%	2.5%	0.0%	0.6%	1.1%	1.1%	0.0%	0.0%	0.0%	1.3%	1.3%
	total low priority (1 - 2) total high priority (4 - 5)	38.8% 34.7%	25.3% 39.2%	28.3% 35.9%	43.8% 32.5%	38.5% 38.5%	18.8% 31.2%	35.0% 22.5%	34.5% 34.5%	33.5% 39.2%	35.1% 33.8%	24.1% 43.7%	33.3% 35.2%	35.0% 25.0%	40.7% 22.2%	38.0% 31.3%	28.7% 40.0%

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		Age group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
37. art galleries and shops	1 = Very Low priority	16.3%	7.6%	6.5%	13.8%	7.7%	6.2%	12.5%	9.1%	10.8%	6.8%	10.3%	14.8%	15.0%	3.7%	16.7%	4.0%
	2	20.4%	19.0%	14.1%	13.8%	15.4%	25.0%	12.5%	12.7%	17.6%	18.9%	17.2%	14.8%	25.0%	18.5%	21.3%	11.3%
	3	24.5%	22.8%	29.3%	22.5%	7.7%	31.2%	30.0%	29.1%	23.3%	27.0%	18.4%	27.8%	25.0%	37.0%	23.3%	26.7%
	4	24.5%	27.8%	25.0%	18.8%	7.7%	12.5%	27.5%	25.5%	25.0%	16.2%	29.9%	22.2%	25.0%	33.3%	19.3%	28.7%
	5 = Very High priority	14.3%	21.5%	21.7%	23.8%	61.5%	18.8%	10.0%	21.8%	20.5%	27.0%	19.5%	20.4%	10.0%	7.4%	15.3%	26.7%
	Other, don't know	0.0%	1.3%	3.3%	7.5%	0.0%	6.2%	7.5%	1.8%	2.8%	4.1%	4.6%	0.0%	0.0%	0.0%	4.0%	2.7%
	total low priority (1 - 2) total high priority (4 - 5)	36.7% 38.8%	26.6% 49.4%	20.7% 46.7%	27.5% 42.5%	23.1% 69.2%	31.2% 31.2%	25.0% 37.5%	21.8% 47.3%	28.4% 45.5%	25.7% 43.2%	27.6% 49.4%	29.6% 42.6%	40.0% 35.0%	22.2% 40.7%	38.0% 34.7%	15.3% 55.3%
38. coffee shop	1 = Very Low priority	8.2%	6.3%	10.9%	16.2%	23.1%	6.2%	7.5%	12.7%	10.2%	10.8%	12.6%	13.0%	5.0%	3.7%	14.0%	7.3%
	2	20.4%	16.5%	14.1%	21.2%	15.4%	25.0%	22.5%	12.7%	17.6%	16.2%	21.8%	11.1%	15.0%	29.6%	18.0%	17.3%
	3	32.7%	32.9%	32.6%	28.8%	30.8%	12.5%	40.0%	36.4%	30.1%	28.4%	29.9%	38.9%	35.0%	25.9%	34.7%	28.7%
	4	24.5%	26.6%	22.8%	11.2%	15.4%	43.8%	22.5%	16.4%	20.5%	23.0%	18.4%	20.4%	35.0%	29.6%	18.7%	23.3%
	5 = Very High priority	14.3%	17.7%	19.6%	18.8%	15.4%	12.5%	2.5%	21.8%	21.0%	18.9%	17.2%	16.7%	10.0%	11.1%	14.0%	22.0%
	Other, don't know	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	5.0%	0.0%	0.6%	2.7%	0.0%	0.0%	0.0%	0.0%	0.7%	1.3%
	total low priority (1 - 2) total high priority (4 - 5)	28.6% 38.8%	22.8% 44.3%	25.0% 42.4%	37.5% 30.0%	38.5% 30.8%	31.2% 56.2%	30.0% 25.0%	25.5% 38.2%	27.8% 41.5%	27.0% 41.9%	34.5% 35.6%	24.1% 37.0%	20.0% 45.0%	33.3% 40.7%	32.0% 32.7%	24.7% 45.3%
39. farmer's market	1 = Very Low priority	8.2%	8.9%	10.9%	6.2%	7.7%	12.5%	2.5%	7.3%	10.2%	10.8%	11.5%	13.0%	0.0%	3.7%	10.7%	6.7%
	2	14.3%	8.9%	4.3%	7.5%	15.4%	0.0%	7.5%	9.1%	8.0%	5.4%	8.0%	13.0%	15.0%	3.7%	10.7%	5.3%
	3	26.5%	26.6%	21.7%	20.0%	15.4%	12.5%	42.5%	16.4%	22.7%	25.7%	18.4%	20.4%	45.0%	29.6%	25.3%	21.3%
	4	30.6%	26.6%	22.8%	16.2%	7.7%	43.8%	22.5%	30.9%	20.5%	13.5%	24.1%	31.5%	15.0%	40.7%	22.7%	24.0%
	5 = Very High priority	20.4%	29.1%	39.1%	48.8%	53.8%	31.2%	22.5%	36.4%	38.1%	44.6%	37.9%	22.2%	20.0%	22.2%	30.0%	42.0%
	Other, don't know	0.0%	0.0%	1.1%	1.2%	0.0%	0.0%	2.5%	0.0%	0.6%	0.0%	0.0%	0.0%	5.0%	0.0%	0.7%	0.7%
	total low priority (1 - 2) total high priority (4 - 5)	22.4% 51.0%	17.7% 55.7%	15.2% 62.0%	13.8% 65.0%	23.1% 61.5%	12.5% 75.0%	10.0% 45.0%	16.4% 45.0%	18.2% 58.5%	16.2% 58.1%	19.5% 62.1%	25.9% 53.7%	15.0% 35.0%	7.4% 63.0%	21.3% 52.7%	12.0% 66.0%
40. clothing stores	1 = Very Low priority	4.1%	8.9%	12.0%	3.8%	15.4%	6.2%	2.5%	9.1%	8.0%	5.4%	9.2%	14.8%	5.0%	3.7%	11.3%	4.0%
	2	20.4%	7.6%	8.7%	13.8%	7.7%	18.8%	12.5%	18.2%	9.1%	14.9%	10.3%	9.3%	5.0%	14.8%	11.3%	12.0%
	3	34.7%	32.9%	29.3%	12.5%	7.7%	18.8%	40.0%	38.2%	22.2%	21.6%	25.3%	27.8%	35.0%	33.3%	30.0%	23.3%
	4	22.4%	24.1%	18.5%	16.2%	30.8%	31.2%	22.5%	14.5%	19.3%	23.0%	27.6%	11.1%	25.0%	18.5%	22.7%	17.3%
	5 = Very High priority	18.4%	26.6%	31.5%	52.5%	38.5%	25.0%	22.5%	20.0%	40.9%	35.1%	27.6%	37.0%	30.0%	29.6%	24.0%	43.3%
	Other, don't know	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
	total low priority (1 - 2) total high priority (4 - 5)	24.5% 40.8%	16.5% 50.6%	20.7% 50.0%	17.5% 68.8%	23.1% 69.2%	25.0% 56.2%	15.0% 45.0%	27.3% 34.5%	17.0% 60.2%	20.3% 58.1%	19.5% 55.2%	24.1% 48.1%	10.0% 55.0%	18.5% 48.1%	22.7% 46.7%	16.0% 60.7%
41. attractions aimed at teenagers, such as an arcade or skating rink	1 = Very Low priority	16.3%	12.7%	13.0%	10.0%	7.7%	12.5%	10.0%	21.8%	10.8%	10.8%	11.5%	20.4%	15.0%	14.7%	10.7%	
	2	8.2%	7.6%	14.1%	10.0%	7.7%	12.5%	7.5%	1.8%	13.6%	2.7%	12.6%	11.1%	10.0%	22.2%	10.0%	10.7%
	3	12.2%	16.5%	16.3%	18.8%	15.4%	25.0%	20.0%	5.5%	18.2%	14.9%	11.5%	18.5%	30.0%	22.2%	24.0%	8.7%
	4	26.5%	26.6%	18.5%	18.8%	38.5%	12.5%	30.0%	29.1%	17.6%	21.6%	26.4%	18.5%	10.0%	25.9%	20.7%	23.3%
	5 = Very High priority	36.7%	36.7%	35.9%	40.0%	30.8%	31.2%	27.5%	40.0%	39.8%	47.3%	37.9%	31.5%	30.0%	14.8%	30.7%	44.0%
	Other, don't know	0.0%	0.0%	2.2%	2.5%	0.0%	6.2%	5.0%	1.8%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%
	total low priority (1 - 2) total high priority (4 - 5)	24.5% 63.3%	20.3% 63.3%	27.2% 54.3%	20.0% 58.8%	15.4% 69.2%	25.0% 43.8%	17.5% 57.5%	23.6% 69.1%	24.4% 57.4%	13.5% 68.9%	24.1% 64.4%	31.5% 50.0%	25.0% 40.0%	37.0% 40.7%	24.7% 51.3%	21.3% 67.3%

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		Age group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
42. bars/nightclubs	1 = Very Low priority	32.7%	50.6%	45.7%	70.0%	46.2%	37.5%	40.0%	54.5%	54.5%	55.4%	42.5%	61.1%	30.0%	37.0%	44.0%	58.7%
	2	22.4%	22.8%	22.8%	11.2%	15.4%	18.8%	15.0%	21.8%	20.5%	24.3%	18.4%	22.2%	25.0%	25.9%	23.3%	16.0%
	3	22.4%	17.7%	17.4%	10.0%	23.1%	18.8%	22.5%	12.7%	15.3%	8.1%	24.1%	11.1%	25.0%	18.5%	18.0%	14.7%
	4	8.2%	6.3%	5.4%	2.5%	7.7%	6.2%	7.5%	3.6%	5.1%	4.1%	6.9%	0.0%	15.0%	11.1%	5.3%	5.3%
	5 = Very High priority	12.2%	2.5%	6.5%	0.0%	7.7%	6.2%	5.0%	5.5%	4.0%	4.1%	5.7%	5.6%	5.0%	7.4%	6.7%	2.7%
	Other, don't know	2.0%	0.0%	2.2%	6.2%	0.0%	12.5%	10.0%	1.8%	0.6%	4.1%	2.3%	0.0%	0.0%	0.0%	2.7%	2.7%
	total low priority (1 - 2)	55.1%	73.4%	68.5%	81.2%	61.5%	56.2%	55.0%	76.4%	75.0%	79.7%	60.9%	83.3%	55.0%	63.0%	67.3%	74.7%
total high priority (4 - 5)	20.4%	8.9%	12.0%	2.5%	15.4%	12.5%	12.5%	9.1%	9.1%	8.1%	12.6%	5.6%	20.0%	18.5%	12.0%	8.0%	
43. bookstore	1 = Very Low priority	8.2%	8.9%	8.7%	10.0%	0.0%	6.2%	2.5%	12.7%	10.2%	8.1%	4.6%	14.8%	10.0%	3.7%	10.7%	7.3%
	2	16.3%	7.6%	13.0%	7.5%	23.1%	0.0%	15.0%	7.3%	10.8%	10.8%	12.6%	13.0%	5.0%	11.1%	13.3%	8.0%
	3	18.4%	29.1%	28.3%	23.8%	15.4%	18.8%	27.5%	25.5%	26.7%	23.0%	21.8%	22.2%	35.0%	44.4%	33.3%	18.0%
	4	26.5%	24.1%	26.1%	20.0%	23.1%	50.0%	30.0%	12.7%	23.9%	21.6%	28.7%	27.8%	20.0%	22.2%	18.0%	30.0%
	5 = Very High priority	30.6%	30.4%	23.9%	37.5%	38.5%	25.0%	22.5%	41.8%	28.4%	36.5%	32.2%	22.2%	30.0%	18.5%	24.7%	36.0%
	Other, don't know	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.7%
	total low priority (1 - 2)	24.5%	16.5%	21.7%	17.5%	23.1%	6.2%	17.5%	20.0%	21.0%	18.9%	17.2%	27.8%	15.0%	14.8%	24.0%	15.3%
total high priority (4 - 5)	57.1%	54.4%	50.0%	57.5%	61.5%	75.0%	52.5%	54.5%	52.3%	58.1%	60.9%	50.0%	50.0%	40.7%	42.7%	66.0%	
44. pharmacy	1 = Very Low priority	20.4%	8.9%	15.2%	13.8%	15.4%	12.5%	17.5%	12.7%	13.6%	13.5%	11.5%	18.5%	20.0%	3.7%	15.3%	12.7%
	2	18.4%	19.0%	14.1%	12.5%	23.1%	25.0%	15.0%	12.7%	15.3%	12.2%	16.1%	16.7%	30.0%	22.2%	17.3%	14.0%
	3	30.6%	19.0%	23.9%	18.8%	7.7%	12.5%	27.5%	25.5%	22.2%	23.0%	26.4%	22.2%	0.0%	22.2%	27.3%	17.3%
	4	18.4%	30.4%	18.5%	12.5%	7.7%	37.5%	15.0%	21.8%	19.9%	21.6%	12.6%	24.1%	30.0%	29.6%	14.7%	25.3%
	5 = Very High priority	12.2%	22.8%	27.2%	37.5%	46.2%	12.5%	22.5%	25.5%	27.3%	29.7%	29.9%	18.5%	15.0%	22.2%	24.7%	28.0%
	Other, don't know	0.0%	0.0%	1.1%	5.0%	0.0%	0.0%	2.5%	1.8%	1.7%	0.0%	3.4%	0.0%	5.0%	0.0%	0.7%	2.7%
	total low priority (1 - 2)	38.8%	27.8%	29.3%	26.2%	38.5%	37.5%	32.5%	25.5%	29.0%	25.7%	27.6%	35.2%	50.0%	25.9%	32.7%	26.7%
total high priority (4 - 5)	30.6%	53.2%	45.7%	50.0%	53.8%	50.0%	37.5%	47.3%	47.2%	51.4%	42.5%	42.6%	45.0%	51.9%	39.3%	53.3%	
45. art supplies and crafts	1 = Very Low priority	2.0%	11.4%	14.1%	11.2%	7.7%	6.2%	7.5%	10.9%	11.9%	6.8%	10.3%	14.8%	15.0%	11.1%	16.0%	5.3%
	2	28.6%	12.7%	10.9%	13.8%	15.4%	18.8%	20.0%	16.4%	13.1%	12.2%	18.4%	13.0%	20.0%	14.8%	20.7%	9.3%
	3	36.7%	32.9%	31.5%	21.2%	30.8%	31.2%	32.5%	30.9%	29.0%	29.7%	23.0%	35.2%	35.0%	48.1%	32.0%	28.0%
	4	18.4%	26.6%	27.2%	21.2%	30.8%	25.0%	22.5%	23.6%	23.9%	31.1%	26.4%	20.4%	10.0%	18.5%	14.0%	34.0%
	5 = Very High priority	14.3%	16.5%	16.3%	30.0%	15.4%	18.8%	15.0%	18.2%	21.6%	18.9%	21.8%	16.7%	20.0%	7.4%	16.7%	22.7%
	Other, don't know	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	2.5%	0.0%	0.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.7%	0.7%
	total low priority (1 - 2)	30.6%	24.1%	25.0%	25.0%	23.1%	25.0%	27.5%	27.3%	25.0%	18.9%	28.7%	27.8%	35.0%	25.9%	36.7%	14.7%
total high priority (4 - 5)	32.7%	43.0%	43.5%	51.2%	46.2%	43.8%	37.5%	41.8%	45.5%	50.0%	48.3%	37.0%	30.0%	25.9%	30.7%	56.7%	
46. outdoor sporting goods store	1 = Very Low priority	6.1%	15.2%	15.2%	16.2%	15.4%	12.5%	5.0%	20.0%	14.2%	9.5%	12.6%	18.5%	10.0%	11.1%	14.7%	13.3%
	2	14.3%	16.5%	22.8%	16.2%	7.7%	18.8%	15.0%	21.8%	18.2%	18.9%	12.6%	18.5%	30.0%	29.6%	16.0%	20.0%
	3	30.6%	31.6%	29.3%	27.5%	30.8%	31.2%	42.5%	21.8%	29.0%	36.5%	31.0%	22.2%	15.0%	37.0%	28.0%	31.3%
	4	22.4%	16.5%	15.2%	16.2%	15.4%	18.8%	17.5%	14.5%	17.6%	16.2%	19.5%	20.4%	15.0%	14.8%	18.0%	16.0%
	5 = Very High priority	26.5%	20.3%	17.4%	16.2%	30.8%	18.8%	15.0%	20.0%	19.3%	16.2%	21.8%	20.4%	25.0%	7.4%	22.7%	16.0%
	Other, don't know	0.0%	0.0%	0.0%	7.5%	0.0%	0.0%	5.0%	1.8%	1.7%	2.3%	0.0%	0.0%	5.0%	0.0%	0.7%	3.3%
	total low priority (1 - 2)	20.4%	31.6%	38.0%	32.5%	23.1%	31.2%	20.0%	41.8%	32.4%	28.4%	25.3%	37.0%	40.0%	40.7%	30.7%	33.3%
total high priority (4 - 5)	49.0%	36.7%	32.6%	32.5%	46.2%	37.5%	32.5%	34.5%	36.9%	32.4%	41.4%	40.7%	40.0%	22.2%	40.7%	32.0%	

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		Age group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
47. Of the items listed above, what business would you most like to see in downtown Poplar Bluff?	Lodging such as hotel, motel or bed and breakfast	0.0%	1.3%	1.1%	0.0%	0.0%	0.0%	0.0%	1.8%	0.6%	0.0%	0.0%	0.0%	0.0%	7.4%	0.0%	1.3%
	Family or casual style dining	10.2%	19.0%	9.8%	8.8%	7.7%	0.0%	22.5%	12.7%	10.8%	9.5%	5.7%	16.7%	30.0%	7.4%	12.7%	11.3%
	Fine dining	2.0%	10.1%	6.5%	5.0%	15.4%	12.5%	12.5%	7.3%	3.4%	5.4%	6.9%	5.6%	5.0%	18.5%	7.3%	5.3%
	Outdoor dining	4.1%	8.9%	5.4%	1.2%	0.0%	12.5%	5.0%	3.6%	5.1%	5.4%	3.4%	0.0%	10.0%	14.8%	6.7%	3.3%
	Ice cream shop/soda fountain	2.0%	1.3%	3.3%	0.0%	0.0%	0.0%	2.5%	1.8%	1.7%	0.0%	2.3%	3.7%	5.0%	0.0%	1.3%	2.0%
	Upscale specialty shops	2.0%	1.3%	7.6%	0.0%	7.7%	0.0%	0.0%	1.8%	4.0%	1.4%	3.4%	3.7%	5.0%	7.4%	2.0%	4.0%
	Antique shops	0.0%	2.5%	5.4%	6.2%	7.7%	0.0%	0.0%	1.8%	5.7%	4.1%	4.6%	5.6%	0.0%	3.7%	2.7%	5.3%
	Art galleries and shops	2.0%	0.0%	4.3%	2.5%	0.0%	0.0%	5.0%	1.8%	2.3%	2.7%	4.6%	0.0%	5.0%	0.0%	1.3%	3.3%
	Coffee shop	4.1%	0.0%	0.0%	2.5%	0.0%	6.2%	2.5%	0.0%	1.1%	1.4%	1.1%	3.7%	0.0%	0.0%	0.0%	2.7%
	Farmer's market	0.0%	3.8%	5.4%	5.0%	0.0%	0.0%	5.0%	3.6%	4.5%	8.1%	1.1%	5.6%	0.0%	3.7%	3.3%	4.7%
	Clothing stores	16.3%	2.5%	7.6%	20.0%	15.4%	12.5%	2.5%	10.9%	12.5%	10.8%	12.6%	5.6%	5.0%	14.8%	8.0%	14.0%
	Arcade or skating rink or other attraction aimed at teenagers	22.4%	19.0%	9.8%	10.0%	0.0%	12.5%	15.0%	16.4%	14.8%	18.9%	14.9%	14.8%	10.0%	3.7%	14.0%	14.7%
	Bars/nightclubs	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	1.9%	0.0%	0.0%	0.7%	0.0%
	Bookstore	12.2%	7.6%	8.7%	2.5%	7.7%	12.5%	0.0%	12.7%	6.8%	6.8%	10.3%	11.1%	0.0%	0.0%	5.3%	9.3%
	Pharmacy	0.0%	1.3%	0.0%	3.8%	0.0%	0.0%	0.0%	1.8%	1.7%	0.0%	2.3%	0.0%	5.0%	3.7%	2.7%	0.0%
	Art supplies and crafts	4.1%	3.8%	4.3%	6.2%	0.0%	0.0%	5.0%	7.3%	4.5%	4.1%	4.6%	7.4%	0.0%	0.0%	1.3%	8.0%
	Outdoor sporting goods store	14.3%	7.6%	4.3%	1.2%	7.7%	6.2%	10.0%	5.5%	5.1%	6.8%	6.9%	1.9%	10.0%	3.7%	12.0%	0.0%
other,specify	4.1%	10.1%	15.2%	25.0%	30.8%	25.0%	12.5%	9.1%	14.8%	14.9%	14.9%	13.0%	10.0%	11.1%	18.7%	10.7%	

		Age group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
48. adding green space	1 = Very Low priority	8.2%	8.9%	9.8%	17.5%	7.7%	6.2%	10.0%	7.3%	13.6%	13.5%	9.2%	14.8%	10.0%	3.7%	12.7%	10.0%
	2	6.1%	5.1%	7.6%	10.0%	0.0%	6.2%	0.0%	3.6%	10.8%	4.1%	10.3%	5.6%	5.0%	7.4%	10.7%	4.0%
	3	36.7%	26.6%	29.3%	21.2%	15.4%	12.5%	37.5%	40.0%	23.9%	21.6%	26.4%	25.9%	45.0%	37.0%	25.3%	30.0%
	4	18.4%	21.5%	16.3%	16.2%	15.4%	37.5%	20.0%	16.4%	16.5%	21.6%	20.7%	20.4%	10.0%	11.1%	17.3%	18.7%
	5 = Very High priority	28.6%	38.0%	32.6%	27.5%	61.5%	37.5%	27.5%	30.9%	30.7%	33.8%	32.2%	29.6%	30.0%	37.0%	30.0%	34.0%
	Other, don't know	2.0%	0.0%	4.3%	7.5%	0.0%	0.0%	5.0%	1.8%	4.5%	5.4%	1.1%	3.7%	0.0%	3.7%	4.0%	3.3%
	total low priority (1 - 2)	14.3%	13.9%	17.4%	27.5%	7.7%	12.5%	10.0%	10.9%	24.4%	17.6%	19.5%	20.4%	15.0%	11.1%	23.3%	14.0%
total high priority (4 - 5)	46.9%	59.5%	48.9%	43.8%	76.9%	75.0%	47.5%	47.3%	47.2%	55.4%	52.9%	50.0%	40.0%	48.1%	47.3%	52.7%	

		Age group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
49. improving lighting	1 = Very Low priority	8.2%	2.5%	5.4%	8.8%	7.7%	6.2%	7.5%	0.0%	7.4%	4.1%	4.6%	11.1%	15.0%	0.0%	8.0%	4.0%
	2	4.1%	5.1%	5.4%	6.2%	0.0%	6.2%	5.0%	5.5%	5.7%	8.1%	3.4%	3.7%	10.0%	0.0%	6.0%	4.7%
	3	20.4%	17.7%	13.0%	20.0%	7.7%	37.5%	17.5%	20.0%	15.3%	18.9%	12.6%	24.1%	20.0%	14.8%	22.0%	12.7%
	4	38.8%	25.3%	35.9%	26.2%	15.4%	18.8%	42.5%	21.8%	33.5%	24.3%	37.9%	24.1%	30.0%	44.4%	30.0%	32.0%
	5 = Very High priority	28.6%	49.4%	39.1%	37.5%	69.2%	31.2%	27.5%	50.9%	37.5%	43.2%	40.2%	37.0%	25.0%	40.7%	34.0%	45.3%
	Other, don't know	0.0%	0.0%	1.1%	1.2%	0.0%	0.0%	0.0%	1.8%	0.6%	1.4%	1.1%	0.0%	0.0%	0.0%	0.0%	1.3%
	total low priority (1 - 2)	12.2%	7.6%	10.9%	15.0%	7.7%	12.5%	12.5%	5.5%	13.1%	12.2%	8.0%	14.8%	25.0%	0.0%	14.0%	8.7%
total high priority (4 - 5)	67.3%	74.7%	75.0%	63.8%	84.6%	50.0%	70.0%	72.7%	71.0%	67.6%	78.2%	61.1%	55.0%	85.2%	64.0%	77.3%	

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		Age group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
50. moving utilities underground	1 = Very Low priority	20.4%	5.1%	15.2%	10.0%	15.4%	6.2%	22.5%	7.3%	11.4%	9.5%	13.8%	16.7%	15.0%	0.0%	13.3%	10.7%
	2	14.3%	7.6%	6.5%	8.8%	0.0%	0.0%	12.5%	9.1%	9.1%	9.5%	8.0%	7.4%	15.0%	0.0%	11.3%	6.0%
	3	32.7%	30.4%	25.0%	15.0%	15.4%	18.8%	25.0%	27.3%	25.6%	21.6%	23.0%	31.5%	20.0%	37.0%	20.7%	29.3%
	4	20.4%	22.8%	17.4%	11.2%	15.4%	31.2%	22.5%	20.0%	14.8%	17.6%	19.5%	14.8%	35.0%	18.5%	21.3%	14.0%
	5 = Very High priority	12.2%	32.9%	32.6%	51.2%	46.2%	43.8%	15.0%	34.5%	36.9%	37.8%	33.3%	29.6%	10.0%	44.4%	32.7%	36.0%
	Other, don't know	0.0%	1.3%	3.3%	3.8%	7.7%	0.0%	2.5%	1.8%	2.3%	4.1%	2.3%	0.0%	5.0%	0.0%	0.7%	4.0%
	total low priority (1 - 2) total high priority (4 - 5)	34.7% 32.7%	12.7% 55.7%	21.7% 50.0%	18.8% 62.5%	15.4% 61.5%	6.2% 75.0%	35.0% 37.5%	16.4% 54.5%	20.5% 51.7%	18.9% 55.4%	21.8% 52.9%	24.1% 44.4%	30.0% 45.0%	0.0% 63.0%	24.7% 54.0%	16.7% 50.0%
51. adding new parking spaces or lots	1 = Very Low priority	8.2%	5.1%	17.4%	15.0%	15.4%	6.2%	15.0%	5.5%	13.6%	6.8%	12.6%	13.0%	10.0%	7.4%	16.7%	7.3%
	2	16.3%	7.6%	10.9%	13.8%	15.4%	0.0%	10.0%	7.3%	14.2%	13.5%	11.5%	11.1%	5.0%	14.8%	14.7%	8.7%
	3	26.5%	25.3%	20.7%	15.0%	0.0%	37.5%	25.0%	27.3%	18.8%	17.6%	26.4%	29.6%	25.0%	22.2%	19.3%	23.3%
	4	26.5%	30.4%	21.7%	17.5%	30.8%	50.0%	22.5%	20.0%	22.2%	27.0%	23.0%	18.5%	45.0%	25.9%	23.3%	24.0%
	5 = Very High priority	22.4%	31.6%	29.3%	36.2%	38.5%	6.2%	25.0%	40.0%	30.7%	35.1%	26.4%	27.8%	10.0%	29.6%	26.0%	35.3%
	Other, don't know	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	2.5%	0.0%	0.6%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	1.3%
	total low priority (1 - 2) total high priority (4 - 5)	24.5% 49.0%	12.7% 62.0%	28.3% 51.1%	28.8% 53.8%	30.8% 69.2%	6.2% 56.2%	25.0% 47.5%	12.7% 60.0%	27.8% 52.8%	20.3% 62.2%	24.1% 49.4%	24.1% 46.3%	15.0% 55.0%	22.2% 55.6%	31.3% 49.3%	16.0% 59.3%
52. stricter code enforcement	1 = Very Low priority	10.2%	5.1%	9.8%	6.2%	15.4%	6.2%	2.5%	9.1%	8.0%	9.5%	10.3%	7.4%	5.0%	7.4%	9.3%	6.0%
	2	12.2%	12.7%	6.5%	11.2%	7.7%	6.2%	7.5%	18.2%	14.9%	10.3%	5.6%	15.0%	3.7%	8.7%	12.0%	
	3	32.7%	22.8%	19.6%	18.8%	7.7%	18.8%	27.5%	20.0%	23.3%	28.4%	17.2%	18.5%	15.0%	25.9%	27.3%	17.3%
	4	26.5%	21.5%	19.6%	17.5%	15.4%	31.2%	17.5%	27.3%	18.8%	10.8%	19.5%	31.5%	25.0%	25.9%	19.3%	22.0%
	5 = Very High priority	18.4%	38.0%	38.0%	42.5%	53.8%	31.2%	32.5%	23.6%	39.8%	32.4%	39.1%	37.0%	35.0%	33.3%	32.0%	40.0%
	Other, don't know	0.0%	0.0%	6.5%	3.8%	0.0%	6.2%	12.5%	1.8%	1.1%	4.1%	3.4%	0.0%	5.0%	3.7%	3.3%	2.7%
	total low priority (1 - 2) total high priority (4 - 5)	22.4% 44.9%	17.7% 59.5%	16.3% 57.6%	17.5% 60.0%	23.1% 69.2%	12.5% 62.5%	10.0% 50.0%	27.3% 50.9%	17.0% 58.5%	24.3% 43.2%	20.7% 58.6%	13.0% 68.5%	20.0% 60.0%	11.1% 59.3%	18.0% 51.3%	18.0% 62.0%
53. developing second-story residential space	1 = Very Low priority	14.3%	11.4%	12.0%	17.5%	7.7%	18.8%	12.5%	10.9%	14.8%	12.2%	16.1%	18.5%	10.0%	7.4%	13.3%	14.0%
	2	12.2%	15.2%	10.9%	11.2%	0.0%	6.2%	10.0%	12.7%	14.2%	6.8%	10.3%	14.8%	20.0%	18.5%	11.3%	13.3%
	3	40.8%	32.9%	29.3%	33.8%	30.8%	31.2%	32.5%	40.0%	31.8%	37.8%	29.9%	27.8%	30.0%	48.1%	35.3%	31.3%
	4	20.4%	17.7%	15.2%	16.2%	7.7%	12.5%	20.0%	10.9%	19.3%	17.6%	21.8%	16.7%	15.0%	11.1%	20.0%	14.0%
	5 = Very High priority	12.2%	22.8%	29.3%	16.2%	53.8%	18.8%	20.0%	25.5%	18.2%	21.6%	20.7%	22.2%	15.0%	14.8%	18.0%	24.7%
	Other, don't know	0.0%	0.0%	3.3%	5.0%	0.0%	12.5%	5.0%	0.0%	1.7%	4.1%	1.1%	0.0%	10.0%	0.0%	2.0%	2.7%
	total low priority (1 - 2) total high priority (4 - 5)	26.5% 32.7%	26.6% 40.5%	22.8% 44.6%	28.8% 32.5%	7.7% 61.5%	25.0% 31.2%	22.5% 40.0%	23.6% 36.4%	29.0% 37.5%	18.9% 39.2%	26.4% 42.5%	33.3% 38.9%	30.0% 30.0%	25.9% 25.9%	24.7% 38.0%	27.3% 38.7%
54. making the area more pedestrian-friendly	1 = Very Low priority	8.2%	2.5%	5.4%	2.5%	7.7%	6.2%	7.5%	3.6%	3.4%	4.1%	2.3%	9.3%	10.0%	0.0%	4.7%	4.0%
	2	4.1%	5.1%	3.3%	3.8%	7.7%	0.0%	5.0%	3.6%	4.0%	2.7%	4.6%	0.0%	10.0%	7.4%	5.3%	2.7%
	3	26.5%	22.8%	16.3%	18.8%	7.7%	31.2%	30.0%	20.0%	18.2%	18.9%	23.0%	22.2%	15.0%	14.8%	21.3%	19.3%
	4	22.4%	21.5%	28.3%	21.2%	38.5%	12.5%	20.0%	21.8%	25.0%	18.9%	29.9%	25.9%	25.0%	22.2%	23.3%	24.0%
	5 = Very High priority	38.8%	48.1%	46.7%	52.5%	38.5%	50.0%	37.5%	50.9%	48.9%	55.4%	40.2%	42.6%	35.0%	55.6%	45.3%	49.3%
	Other, don't know	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	0.7%
	total low priority (1 - 2) total high priority (4 - 5)	12.2% 61.2%	7.6% 69.6%	8.7% 75.0%	6.2% 73.8%	15.4% 76.9%	6.2% 62.5%	12.5% 57.5%	7.3% 72.7%	7.4% 73.9%	6.8% 74.3%	6.9% 70.1%	9.3% 68.5%	20.0% 60.0%	7.4% 77.8%	10.0% 68.7%	6.7% 73.3%

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		Age group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
55. improving signage to help people find their way around	1 = Very Low priority	10.2%	6.3%	10.9%	8.8%	7.7%	6.2%	12.5%	7.3%	9.1%	5.4%	5.7%	16.7%	15.0%	0.0%	12.0%	6.0%
	2	12.2%	6.3%	14.1%	15.0%	7.7%	6.2%	12.5%	10.9%	13.1%	16.2%	9.2%	16.7%	0.0%	14.8%	12.0%	12.0%
	3	40.8%	24.1%	22.8%	25.0%	15.4%	25.0%	25.0%	29.1%	27.3%	20.3%	29.9%	25.9%	30.0%	25.9%	24.0%	29.3%
	4	24.5%	24.1%	25.0%	21.2%	23.1%	31.2%	32.5%	20.0%	22.2%	31.1%	24.1%	22.2%	20.0%	22.2%	28.0%	19.3%
	5 = Very High priority	12.2%	39.2%	26.1%	26.2%	46.2%	31.2%	15.0%	32.7%	26.7%	24.3%	31.0%	18.5%	30.0%	37.0%	22.7%	32.0%
	Other, don't know	0.0%	0.0%	1.1%	3.8%	0.0%	0.0%	2.5%	0.0%	1.7%	2.7%	0.0%	0.0%	5.0%	0.0%	1.3%	1.3%
	total low priority (1 - 2)	22.4%	12.7%	25.0%	23.8%	15.4%	12.5%	25.0%	18.2%	22.2%	21.6%	14.9%	33.3%	15.0%	14.8%	24.0%	18.0%
total high priority (4 - 5)	36.7%	63.3%	51.1%	47.5%	69.2%	62.5%	47.5%	52.7%	48.9%	55.4%	55.2%	40.7%	50.0%	59.3%	50.7%	51.3%	
56. improving building facades	1 = Very Low priority	6.1%	6.3%	5.4%	3.8%	7.7%	6.2%	5.0%	5.5%	5.1%	5.4%	5.7%	5.6%	15.0%	0.0%	6.7%	4.0%
	2	10.2%	1.3%	6.5%	10.0%	7.7%	6.2%	15.0%	5.5%	5.1%	8.1%	5.7%	3.7%	5.0%	3.7%	7.3%	6.0%
	3	28.6%	17.7%	15.2%	26.2%	23.1%	25.0%	20.0%	25.5%	19.3%	25.7%	21.8%	20.4%	25.0%	3.7%	20.7%	21.3%
	4	30.6%	31.6%	25.0%	18.8%	23.1%	25.0%	30.0%	25.5%	25.6%	23.0%	20.7%	33.3%	35.0%	29.6%	26.0%	26.0%
	5 = Very High priority	24.5%	43.0%	47.8%	40.0%	38.5%	31.2%	30.0%	38.2%	44.9%	37.8%	44.8%	37.0%	20.0%	63.0%	38.7%	42.7%
	Other, don't know	0.0%	0.0%	0.0%	1.2%	0.0%	6.2%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.7%	0.0%
	total low priority (1 - 2)	16.3%	7.6%	12.0%	13.8%	15.4%	12.5%	20.0%	10.9%	10.2%	13.5%	11.5%	9.3%	20.0%	3.7%	14.0%	10.0%
total high priority (4 - 5)	55.1%	74.7%	72.8%	58.8%	61.5%	56.2%	60.0%	63.6%	70.5%	60.8%	65.5%	70.4%	55.0%	92.6%	64.7%	68.7%	
57. keeping streets and sidewalks cleaner	1 = Very Low priority	6.1%	3.8%	6.5%	6.2%	7.7%	0.0%	7.5%	1.8%	6.8%	5.4%	3.4%	9.3%	10.0%	0.0%	6.7%	4.7%
	2	6.1%	8.9%	5.4%	11.2%	7.7%	0.0%	7.5%	7.3%	9.1%	10.8%	8.0%	9.3%	0.0%	3.7%	9.3%	6.7%
	3	22.4%	20.3%	22.8%	18.8%	30.8%	25.0%	30.0%	21.8%	17.6%	21.6%	21.8%	20.4%	40.0%	14.8%	20.7%	21.3%
	4	36.7%	24.1%	26.1%	13.8%	0.0%	31.2%	12.5%	30.9%	25.6%	18.9%	27.6%	25.9%	15.0%	37.0%	23.3%	24.7%
	5 = Very High priority	28.6%	43.0%	39.1%	50.0%	53.8%	43.8%	42.5%	38.2%	40.9%	43.2%	39.1%	35.2%	35.0%	44.4%	40.0%	42.7%
	Other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	total low priority (1 - 2)	12.2%	12.7%	12.0%	17.5%	15.4%	0.0%	15.0%	9.1%	15.9%	16.2%	11.5%	18.5%	10.0%	3.7%	16.0%	11.3%
total high priority (4 - 5)	65.3%	67.1%	65.2%	63.8%	53.8%	75.0%	55.0%	69.1%	66.5%	62.2%	66.7%	61.1%	50.0%	81.5%	63.3%	67.3%	
58. maintaining and smoothing brick streets	1 = Very Low priority	2.0%	12.7%	15.2%	15.0%	7.7%	6.2%	7.5%	9.1%	15.3%	12.2%	16.1%	11.1%	10.0%	3.7%	15.3%	9.3%
	2	10.2%	6.3%	7.6%	11.2%	7.7%	12.5%	15.0%	10.9%	6.2%	14.9%	8.0%	7.4%	5.0%	0.0%	7.3%	10.0%
	3	20.4%	13.9%	3.3%	11.2%	15.4%	18.8%	10.0%	10.9%	10.2%	8.1%	11.5%	13.0%	25.0%	11.1%	9.3%	12.7%
	4	22.4%	24.1%	20.7%	15.0%	0.0%	37.5%	32.5%	14.5%	19.3%	9.5%	19.5%	18.5%	25.0%	44.4%	20.0%	20.7%
	5 = Very High priority	44.9%	41.8%	51.1%	45.0%	69.2%	25.0%	30.0%	54.5%	47.2%	51.4%	43.7%	50.0%	30.0%	40.7%	47.3%	44.7%
	Other, don't know	0.0%	1.3%	2.2%	2.5%	0.0%	0.0%	5.0%	0.0%	1.7%	4.1%	1.1%	0.0%	5.0%	0.0%	0.7%	2.7%
	total low priority (1 - 2)	12.2%	19.0%	22.8%	26.2%	15.4%	18.8%	22.5%	20.0%	21.6%	27.0%	24.1%	18.5%	15.0%	3.7%	22.7%	19.3%
total high priority (4 - 5)	67.3%	65.8%	71.7%	60.0%	69.2%	62.5%	62.5%	69.1%	66.5%	60.8%	63.2%	68.5%	55.0%	85.2%	67.3%	65.3%	
60. There has been some discussion about developing second story living space in downtown Poplar Bluff. Which of the following statements is closest to the way you feel?	Property owners should turn the second floors of their existing buildings into rental units.	46.9%	27.8%	29.3%	22.5%	23.1%	25.0%	40.0%	27.3%	29.5%	39.2%	32.2%	24.1%	20.0%	25.9%	27.3%	32.7%
	Property owners should turn the second floors of their existing buildings into condominiums.	14.3%	21.5%	15.2%	15.0%	23.1%	18.8%	10.0%	20.0%	16.5%	16.2%	18.4%	18.5%	10.0%	18.5%	20.7%	12.7%
	There is no need for second story living space downtown.	34.7%	41.8%	40.2%	46.2%	38.5%	37.5%	37.5%	36.4%	44.3%	35.1%	39.1%	46.3%	55.0%	48.1%	44.0%	38.7%
	Other/don't know	4.1%	8.9%	15.2%	16.2%	15.4%	18.8%	12.5%	16.4%	9.7%	9.5%	10.3%	11.1%	15.0%	7.4%	8.0%	16.0%

Downtown Revitalization and Economic Assistance For Missouri
Community Survey Telephone Report
Final Survey Findings and Results

Poplar Bluff, Missouri

		Age group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
61a. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Poplar Bluff?	Local newspaper	24.5%	40.5%	39.1%	32.5%	46.2%	18.8%	30.0%	27.3%	39.8%	28.4%	37.9%	38.9%	30.0%	40.7%	35.3%	35.3%
	Television	2.0%	2.5%	1.1%	2.5%	0.0%	0.0%	0.0%	1.8%	2.8%	1.4%	4.6%	1.9%	0.0%	0.0%	2.0%	2.0%
	Radio	4.1%	2.5%	0.0%	1.2%	0.0%	0.0%	0.0%	3.6%	1.7%	1.4%	1.1%	1.9%	0.0%	3.7%	2.0%	1.3%
	Chamber of Commerce web site	6.1%	1.3%	2.2%	7.5%	0.0%	0.0%	2.5%	10.9%	2.8%	4.1%	3.4%	1.9%	5.0%	3.7%	3.3%	4.7%
	Word-of-mouth	26.5%	22.8%	30.4%	8.8%	30.8%	62.5%	25.0%	21.8%	17.0%	29.7%	21.8%	20.4%	20.0%	18.5%	24.7%	19.3%
	I live downtown	6.1%	11.4%	5.4%	11.2%	0.0%	6.2%	12.5%	14.5%	6.8%	8.1%	6.9%	9.3%	10.0%	11.1%	4.7%	12.7%
	Other -Specify	12.2%	13.9%	12.0%	23.8%	23.1%	12.5%	15.0%	10.9%	17.0%	13.5%	13.8%	16.7%	30.0%	14.8%	16.7%	14.7%
No others/don't know	18.4%	5.1%	9.8%	12.5%	0.0%	0.0%	15.0%	9.1%	11.9%	13.5%	10.3%	9.3%	5.0%	7.4%	11.3%	10.0%	

		Age group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
61b. what is your second most likely source of information?	Local newspaper	32.5%	28.0%	32.5%	24.3%	38.5%	12.5%	35.3%	32.0%	27.7%	25.0%	33.3%	26.5%	31.6%	32.0%	28.6%	29.6%
	Television	2.5%	8.0%	4.8%	15.7%	30.8%	18.8%	5.9%	6.0%	6.5%	10.9%	10.3%	4.1%	5.3%	4.0%	6.8%	9.6%
	Radio	10.0%	18.7%	13.3%	4.3%	7.7%	37.5%	2.9%	8.0%	12.9%	9.4%	11.5%	14.3%	21.1%	12.0%	16.5%	7.4%
	Chamber of Commerce web site	7.5%	2.7%	4.8%	2.9%	0.0%	0.0%	2.9%	8.0%	3.9%	0.0%	5.1%	8.2%	5.3%	4.0%	3.8%	4.4%
	Word-of-mouth	22.5%	29.3%	24.1%	22.9%	7.7%	12.5%	29.4%	26.0%	26.5%	32.8%	15.4%	32.7%	31.6%	24.0%	27.1%	23.0%
	I live downtown	2.5%	0.0%	2.4%	0.0%	0.0%	6.2%	0.0%	2.0%	0.6%	0.0%	1.3%	2.0%	0.0%	4.0%	0.8%	1.5%
	Other -Specify	15.0%	1.3%	3.6%	12.9%	7.7%	0.0%	8.8%	4.0%	8.4%	9.4%	9.0%	2.0%	5.3%	0.0%	8.3%	5.9%
No others/don't know	7.5%	12.0%	14.5%	17.1%	7.7%	12.5%	14.7%	14.0%	13.5%	12.5%	14.1%	10.2%	0.0%	20.0%	8.3%	18.5%	

		Age group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
62. How familiar are you with a state-sponsored program called the DREAM Initiative? Would you say you are very familiar, somewhat, not very or not at all familiar with the DREAM Initiative?	Very familiar	0.0%	1.3%	3.3%	6.2%	7.7%	0.0%	0.0%	0.0%	4.5%	0.0%	3.4%	1.9%	10.0%	0.0%	2.7%	3.3%
	Somewhat familiar	12.2%	17.7%	22.8%	20.0%	15.4%	18.8%	12.5%	21.8%	19.9%	9.5%	21.8%	20.4%	20.0%	29.6%	16.7%	21.3%
	Not very familiar	14.3%	19.0%	20.7%	23.8%	0.0%	25.0%	27.5%	27.3%	17.0%	17.6%	23.0%	24.1%	15.0%	7.4%	18.0%	22.0%
	Not at all familiar	73.5%	60.8%	53.3%	48.8%	76.9%	56.2%	60.0%	50.9%	57.4%	73.0%	50.6%	53.7%	55.0%	63.0%	62.0%	52.7%
	Other, don't know	0.0%	1.3%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.7%	0.7%
	very/somewhat not very/not at all	12.2%	19.0%	26.1%	26.2%	23.1%	18.8%	12.5%	21.8%	24.4%	9.5%	25.3%	22.2%	30.0%	29.6%	19.3%	24.7%
	87.8%	79.7%	73.9%	72.5%	76.9%	81.2%	87.5%	78.2%	74.4%	90.5%	73.6%	77.8%	70.0%	70.4%	80.0%	74.7%	

		Age group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
63. In which of the following age groups are you?	18-34	100.0%	0.0%	0.0%	0.0%	0.0%	12.5%	35.0%	21.8%	11.9%	18.9%	19.5%	14.8%	15.0%	7.4%	19.3%	13.3%
	35-49	0.0%	100.0%	0.0%	0.0%	30.8%	43.8%	17.5%	43.6%	21.0%	25.7%	26.4%	25.9%	55.0%	33.3%	24.7%	28.0%
	50-64	0.0%	0.0%	100.0%	0.0%	46.2%	31.2%	27.5%	16.4%	34.7%	25.7%	24.1%	44.4%	15.0%	48.1%	30.0%	31.3%
	65 or over	0.0%	0.0%	0.0%	100.0%	23.1%	12.5%	20.0%	18.2%	32.4%	29.7%	29.9%	14.8%	15.0%	11.1%	26.0%	27.3%
	Other, don't know, refused	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

		Age group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
64. How long have you lived in the Poplar Bluff area?	0-2 years	0.0%	5.1%	6.5%	3.8%	100.0%	0.0%	0.0%	0.0%	0.0%	6.8%	5.7%	5.6%	0.0%	0.0%	4.7%	4.0%
	3-5 years	4.1%	8.9%	5.4%	2.5%	0.0%	100.0%	0.0%	0.0%	0.0%	4.1%	3.4%	5.6%	15.0%	11.1%	4.7%	6.0%
	6-10 years	28.6%	8.9%	12.0%	10.0%	0.0%	0.0%	100.0%	0.0%	0.0%	12.2%	13.8%	5.6%	25.0%	7.4%	14.0%	12.7%
	11-20 years	24.5%	30.4%	9.8%	12.5%	0.0%	0.0%	0.0%	100.0%	0.0%	16.2%	16.1%	20.4%	25.0%	18.5%	13.3%	23.3%
	More than 20 years	42.9%	46.8%	66.3%	71.2%	0.0%	0.0%	0.0%	0.0%	100.0%	60.8%	60.9%	63.0%	35.0%	63.0%	63.3%	54.0%
Other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	

		Age group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
65. For statistical purposes only, please indicate which of the following categories best fits your total household income for 2007. Just stop me when I get to your category.	Under \$25,000	28.6%	24.1%	20.7%	27.5%	38.5%	18.8%	22.5%	21.8%	25.6%	100.0%	0.0%	0.0%	0.0%	0.0%	25.3%	24.0%
	\$25,000 to \$49,999	34.7%	29.1%	22.8%	32.5%	38.5%	18.8%	30.0%	25.5%	30.1%	0.0%	100.0%	0.0%	0.0%	0.0%	31.3%	26.7%
	\$50,000 to \$74,999	16.3%	17.7%	26.1%	10.0%	23.1%	18.8%	7.5%	20.0%	19.3%	0.0%	0.0%	100.0%	0.0%	0.0%	16.7%	19.3%
	\$75,000 to \$99,999	6.1%	13.9%	3.3%	3.8%	0.0%	18.8%	12.5%	9.1%	4.0%	0.0%	0.0%	0.0%	100.0%	0.0%	7.3%	6.0%
	\$100,000 plus	4.1%	11.4%	14.1%	3.8%	0.0%	18.8%	5.0%	9.1%	9.7%	0.0%	0.0%	0.0%	0.0%	100.0%	10.0%	8.0%
	Other, don't know, refused	10.2%	3.8%	13.0%	22.5%	0.0%	6.2%	22.5%	14.5%	11.4%	0.0%	0.0%	0.0%	0.0%	0.0%	9.3%	16.0%

		Age group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
66. Gender	Male	59.2%	46.8%	48.9%	48.8%	53.8%	43.8%	52.5%	36.4%	54.0%	51.4%	54.0%	46.3%	55.0%	55.6%	100.0%	0.0%
	Female	40.8%	53.2%	51.1%	51.2%	46.2%	56.2%	47.5%	63.6%	46.0%	48.6%	46.0%	53.7%	45.0%	44.4%	0.0%	100.0%