

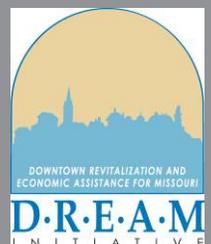
DOWNTOWN
REVITALIZATION &
ECONOMIC
ASSISTANCE FOR
MISSOURI

JULY 2009

VISITOR SURVEY REPORT

FINAL SURVEY FINDINGS
AND RESULTS

Poplar Bluff, Missouri



ACKNOWLEDGMENTS



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



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SECTION I

EXECUTIVE SUMMARY

A successful Downtown attracts visitors and understands its visitor's needs. It is important for Downtown Poplar Bluff to learn as much as possible about its visitors. The collection and analysis of visitor responses through a survey tool is a necessary component in determining Downtown planning activities and identifying issues.

This Visitor Survey Report provides a comprehensive survey of the visitors to Downtown Poplar Bluff. The availability of this information allows for analysis and provides a method for evaluating commonly held perceptions and beliefs about Downtown.

Through the DREAM Initiative, Poplar Bluff coordinated with UNICOM-ARC to conduct the visitor survey at Downtown locations using local volunteers. Surveys were completed in 2008 and early 2009. Data was entered into computer tablets or a website by the volunteers and resulted in Two hundred and fifty-six (256) responses from various zip codes outside of Poplar Bluff. Residents living in the 63901 zip code were excluded from taking the survey.

A. VISITING DOWNTOWN POPLAR BLUFF

Respondents were asked several questions about Downtown Poplar Bluff. Respondents were first asked the main purpose of their current visit to Downtown. Most respondents (30.5%) indicated that their main purpose for visiting Downtown that day was to attend a special event that was not held at the Black River Coliseum. About one in four (24.5%) answered "visiting family or friends", while smaller percentages indicated "shopping" (12.4%), "Black River Coliseum event" (10.4%), and "other" (10.4%).

More than eight in ten (83.7%) respondents said that they had visited Downtown Poplar Bluff before, although most said that they do not come Downtown on a regular basis. Over half of the respondents (56.4%) reported visiting Downtown less than once a month while 26.1% said that they come Downtown "one to five times per month." A smaller percentage of respondents said they come Downtown "more than five times a month" (12.8%) and 4.7% answered "other."

In looking at the cross tabulation tables, some conclusions about the respondents include:

- Older visitors were Downtown for events that were not at the Black River Coliseum, while younger visitors were Downtown for Coliseum events or to visit family or friends.
- Higher income visitors were Downtown for Governmental, Post Office, and "Other" reasons while lower income visitors were shopping or visiting family or friends.
- Nearly 60% of the highest income bracket answered "I don't know" about parking convenience. Perhaps suggesting that they didn't drive into Downtown.
- Higher age and income levels tended toward slightly lower perception of parking convenience and the perception of safety.

- Higher income visitors found Downtown business hours more inconvenient than lower income visitors.
- Desires for entertainment and businesses varied, however family restaurants and more shops in general were high answers of all groups.
- Older visitors and higher income visitors were more interested in sidewalk improvements.
- Higher income visitors were also more interested in green space.
- All groups were interested in historic building renovation.
- Hobby interests were varied, but lower income visitors tended to be retail/boutique shoppers.
- Younger visitors also tended to be lower income.

B. ACTIVITIES ON THIS VISIT TO DOWNTOWN

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

- Attend an event, not at the Black River Coliseum (81.6%)
- Dining (72.3%)
- Shopping (61.8%)
- Attend a Black River Coliseum event (60.2%)

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

- Nightlife/entertainment (44.7%)
- Museums (42.9%)
- Conducting business (42.7%)
- Going to church (37.5%)
- Government/Post Office (20.3%)

Asked to indicate the “top two reasons [they] most often visit Downtown Poplar Bluff,” 46.2% of respondents answered “special event” and 35.7% said “shopping” as one of their top two reasons. Smaller percentages answered “dining” (27.7%) and “nightlife/entertainment” (12.6%). Most (77.4%) respondents indicated they were not staying overnight in Poplar Bluff on this visit. Of the group staying overnight, 70.5% responded they were staying in a hotel/motel/bed and breakfast in the Poplar Bluff area, with 25.7% responding they were staying with family or friends.

43.9% of respondents said they would spend less than \$50 on this visit to Downtown excluding lodging, and more than a third (36.7%) said they would spend between \$50 and \$99. Less than one in six (15.8%) indicated that they would spend over \$100.

Respondents were also asked whether “any children under the age of 18” came with them on this visit to Downtown. Seven in ten respondents (68.0%) said that a child under the age of 18 had not accompanied them, while 31.6% did have a child with them on this visit.

C. USING DOWNTOWN POPLAR BLUFF

Respondents were asked about the ease and convenience of visiting Downtown Poplar Bluff. A majority (59.1%) said that it is “very easy” to find their way around Downtown. Overall 87.8% of respondents said that it was “very” or “somewhat” easy to do so. More than three in five (64.9%) respondents said that parking Downtown is “very” or “somewhat” convenient. While a majority (56.3%) indicated that Downtown business hours are “very” or “somewhat” convenient. Fewer than one in five respondents (18.8%) said that business hours are “very” or “somewhat” inconvenient and 25% answered “I don’t know”.

When asked about how safe they feel Downtown at different times of day, more than four in five (81.1%) respondents answered that they feel safe during the day: “all” (38.2%) or “most” (42.9%) of the time. One in ten (10.0%) respondents said that they feel unsafe “some” or “all” of the time when Downtown during the day. A larger percentage of respondents expressed concern about safety at night. Fewer than half (46.7%) of respondents said that they feel safe “all” (14.0%) or “some” (32.7%) of the time at night. About a third (32.2%) indicated that they feel unsafe “some” or “all” of the time at night. 21.1% of respondents answered “I don’t know”.

D. ADDITIONS AND IMPROVEMENTS TO DOWNTOWN POPLAR BLUFF

When asked “what kinds of restaurants or entertainment opportunities” would make them more likely to visit Downtown Poplar Bluff, a majority of respondents cited one item¹: “family restaurants” (54.9%). More than 20% of respondents cited three other items; “more special events” (26.3%), “family events” (23.4%) and “bands/live/concerts/music in park” (22.9%).

Smaller percentages cited the additional items of:

- Fine dining (18.9%)
- Children’s attractions activities (9.1%)
- Other (6.3%)
- Microbrewery (5.7%)
- Arts Galleries/events (5.7%)
- Activities for teenagers (4.6%)
- Bars/nightlife (4%)
- Game room/arcade/pool room (2.3%)

Respondents were also asked “what kinds of businesses would make [them] more likely to visit Downtown Poplar Bluff.” Interviewers recorded respondents’ first two responses to this question. Significant percentages cited two items:

- Clothing stores (41.5%)

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

- More shops (in general) (34.6%)

The following three items were the next most cited items:

- Farmer's market (18.8%)
- Antique shops (12.4%)
- Outdoor sporting goods store (10.7%)

Respondents were also asked "what other physical improvements" they believed "would make Downtown Poplar Bluff more appealing." Again, interviewers recorded respondents' first two responses to this question. One improvement was cited by a majority of respondents: "Renovation of historic buildings" (57%). The responses of "More/better lighting" (26%), "Pave over brick streets" (18.4%), "New/better sidewalks" (14.3%), "Changing configurations of one-way streets" (10.3%), and "Better signage" (10.3%) had smaller percentages.

E. RESPONDENT PROFILE

Respondents were presented with a list of hobbies and asked to indicate if each was a hobby of theirs. Respondents indicated participation in this list of hobbies as follows:

- Antique shopping (83.3%)
- Camping (82.3%)
- Fine dining (79.2%)
- Retail/boutique shopping (76.4%)
- Walking/hiking (74.0%)
- Hunting/fishing (67.7%)
- Crafts (66.3%)
- Home decorating (63.4%)
- Boating (60.3%)
- Sewing/quilting (44.1%)
- Biking (30.6%)

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

SECTION II

OVERVIEW OF DATA

This section provides a summary of responses collected for each question in the survey and a zip code listing, sorted by frequency, of the home addresses of respondents.

		%
2. What is the main purpose of your visit to Downtown Poplar Bluff	Special Event (not at Black River Coliseum)	30.5%
	Visiting family/friends	24.5%
	Shopping	12.4%
	Black River Coliseum event	10.4%
	Other (Please specify below)	10.4%
	Museums	4.4%
	Dining	3.2%
	Government/Post Office	2.4%
	Church	0.8%
Business	0.8%	

		%
3. Are you staying overnight in Poplar Bluff?	Yes	22.6%
	No	77.4%

		%
4. Where are you staying overnight in Poplar Bluff?	Hotel/motel/bed and breakfast in Poplar Bluff	70.5%
	With family or friends	25.7%
	Campground/RV park	1.9%
	Other (Please specify below)	1.9%

		%
5. Have you visited Poplar Bluff before today?	Yes	83.7%
	No	16.3%

		%
6. How often do you visit Downtown Poplar Bluff?	Once a year or less	28.4%
	More than once a year but less than once a month	28.0%
	One to five times per month	26.1%
	More than 5 times a month	12.8%
	Other (Please specify below)	4.7%

7. On this visit to Poplar Bluff, which of these activities do you plan to do specifically in the Downtown area?

	Yes	No	I don't know
i) Special event (not at Coliseum)	81.6%	16.3%	2.0%
c) Dining	72.3%	21.5%	6.2%
b) Shopping	61.8%	34.4%	3.8%
a) Black River Coliseum event	60.2%	30.8%	9.0%
d) Nightlife/entertainment	44.7%	54.6%	0.7%
h) Museums	42.9%	53.1%	4.1%
f) Conducting business	42.7%	52.4%	4.9%
e) Going to church	37.5%	59.4%	3.1%
g) Government/Post Office	20.3%	73.0%	6.8%

		%
8. What are the top two reasons you most often visit Downtown Poplar Bluff?	Special event	46.2%
	Shopping	35.7%
	Dining	27.7%
	Nightlife/entertainment	12.6%
	Other	10.9%
	Conducting business	8.8%
	Government/Post Office	4.2%
	Going to church	3.4%
	This is my first visit	2.5%

	%	
9. How easy would you say it is to find your way around Downtown Poplar Bluff?	Very easy	59.1%
	Somewhat easy	28.7%
	Somewhat difficult	4.1%
	Very difficult	2.3%
	I don't know	5.8%
	<i>Very/somewhat easy</i>	<i>87.8%</i>
	<i>Very/somewhat difficult</i>	<i>6.4%</i>

	%	
10. How convenient would you say that parking is Downtown?	Very convenient	30.7%
	Somewhat convenient	34.2%
	Somewhat inconvenient	16.7%
	Very inconvenient	10.5%
	I don't know.	7.9%
	<i>Very/somewhat convenient</i>	<i>64.9%</i>
	<i>Very/somewhat inconvenient</i>	<i>27.2%</i>

	%	
11. How convenient would you say that the hours of Downtown businesses are?	Very convenient	14.8%
	Somewhat convenient	41.5%
	Very inconvenient	8.0%
	Somewhat inconvenient	10.8%
	I don't know	25.0%
	<i>Very/somewhat convenient</i>	<i>56.2%</i>
	<i>Very/somewhat inconvenient</i>	<i>18.8%</i>

	%	
12. How safe would you say you feel in Downtown Poplar Bluff during the day?	Feel very safe all of the time	38.2%
	Feel safe most of the time	42.9%
	Feel unsafe some of the time	5.9%
	Do not feel safe at all	4.1%
	I don't know	8.8%
	Feel safe some/all of the time	81.2%
Do not feel safe some/all of the time	10.0%	

	%	
13. How safe would you say you feel in Downtown Poplar Bluff at night?	Feel very safe all of the time	14.0%
	Feel safe most of the time	32.7%
	Feel unsafe some of the time	18.7%
	Do not feel safe at all	13.5%
	I don't know	21.1%
	Feel safe some/all of the time	46.8%
Do not feel safe some/all of the time	32.2%	

	%	
14. What kind of restaurants or entertainment opportunities would make you more likely to visit Downtown Poplar Bluff?	Family restaurants	54.9%
	More special events	26.3%
	Family events	23.4%
	Bands/live/concerts/music in park	22.9%
	Fine dining	18.9%
	Children's attractions/activities	9.1%
	Other	6.3%
	Microbrewery	5.7%
	Arts Galleries/events	5.7%
	Activities for teenagers	4.6%
	Bars/nightlife	4.0%
Game room/arcade/pool room	2.3%	

	%	
15. What kinds of businesses would make you more likely to visit Downtown Poplar Bluff?	Clothing stores	41.5%
	More shops (in general)	34.6%
	Farmer's market	18.8%
	Antique shops	12.4%
	Outdoor sporting goods store	10.7%
	Soda fountain/Ice cream shop	7.7%
	Specialty/upscale shops	6.8%
	Bookstore	6.4%
	Shoe store	4.7%
	Other	4.3%
	Art galleries/shops	3.8%
	Art supply/craft store	3.8%
	Coffee shop/Internet cafe	3.4%
Drugstore	2.6%	

	%	
16. What other physical improvements would make Downtown Poplar Bluff more appealing?	Renovation of historic buildings	57.0%
	More/better lighting	26.0%
	Pave over brick streets	18.4%
	New/better sidewalks	14.3%
	Change configuration of one-way streets	10.3%
	Better signage	10.3%
	Cleaner	6.7%
	Restore brick streets	5.8%
	Other	4.9%
	More greenspace	4.5%
	Add benches and trashcans	4.5%
	More/better parking	4.0%

	%	
17. Excluding lodging, how much money are you likely to spend in Downtown Poplar Bluff during this visit?	less than \$50	43.9%
	\$50 - \$99	36.7%
	\$100 - \$199	9.0%
	\$200 or more	6.8%
	Other/don't know	3.6%

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

	Yes %	No %
18d) Antique shopping	83.3%	16.7%
18c) Camping	82.3%	17.7%
18g) Fine dining	79.2%	20.8%
18a) Retail/boutique	76.4%	23.6%
18f) Walking/hiking	74.0%	26.0%
18e) Hunting/fishing	67.7%	32.3%
18i) Crafts	66.3%	32.6%
18k) Home decorating	63.4%	36.6%
18h) Boating	60.3%	39.7%
18j) Sewing/quilting	44.1%	55.9%
18b) Biking	30.6%	63.3%

	%	
19. In which of the following age groups are you?	18-34	26.6%
	35-49	25.7%
	50-64	28.0%
	65 or over	18.3%
	Other, don't know, refused	1.4%

		%
20. Did any children under the age of 18 come with you Downtown today?	Yes	31.6%
	No	68.0%
	Other, don't know	0.4%

		%
21. Which category that best describes your annual household income?	Under \$25,000	30.5%
	\$25,000 to \$49,999	25.6%
	\$50,000 to \$74,999	27.4%
	\$75,000 to \$99,999	4.0%
	\$100,000 plus	3.1%
	Other, don't know, refused	9.4%

		%
22. Gender	Male	43.1%
	Female	56.9%

Zip Code Listing of Respondent Addresses

Sorted by frequency of response

Zip codes	City	State	Frequency	Zip codes	City	State	Frequency
63935	Doniphan	MO	12	42071	Murray	KY	1
63841	Dexter	MO	11	50320	Des Moines	IA	1
63932	Broseley	MO	8	60458	Justice	IL	1
63940	Fisk	MO	8	62454	Robinson	IL	1
63960	Puxico	MO	8	63011	Ballwin	MO	1
63966	Wappapelo	MO	7	63016	Cedar Hill	MO	1
72422	Corning	AR	7	63036	French Village	MO	1
63825	Bloomfield	MO	5	63040	Wildwood	MO	1
63944	Greenville	MO	5	63114	Breckenridge Hills	MO	1
63961	Qulin	MO	5	63118	St. Louis	MO	1
63638	Ellington	MO	4	63401	Hannibal	MO	1
63933	Campbell	MO	4	63620	Annapolis	MO	1
63953	Naylor	MO	4	63640	Farmington	MO	1
72444	Maynard	AR	4	63775	Perryville	MO	1
63801	Sikeston	MO	3	63780	Scott City	MO	1
63937	Ellsinore	MO	3	63846	Essex	MO	1
63954	Neelyville	MO	3	63943	Grandin	MO	1
63955	Oxly	MO	3	63965	Van Buren	MO	1
62295	Valmeyer	IL	2	64118	Kansas City	MO	1
62363	Pittsfield	IL	2	65020	Camdenton	MO	1
63119	Rock Hill	MO	2	65452	Crocker	MO	1
63701	Cape Girardeau	MO	2	65616	Branson	MO	1
63730	Advance	MO	2	65735	Quincy	MO	1
63867	Matthews	MO	2	65809	Springfield	MO	1
63936	Dudley	MO	2	66109	Kansas City	KS	1
63939	Fairdealing	MO	2	67755	St. Clairseville	OH	1
63957	Piedmont	MO	2	68637	Ericson	NE	1
63967	Williamsville	MO	2	72020	Bradford	AR	1
70748	Jackson	LA	2	72165	Thida	AR	1
72455	Pocahontas	AR	2	72415	Black Rock	AR	1
63730	Advance	MO	2	72470	Success	AR	1
63867	Matthews	MO	2	72568	Pleasant Plains	AR	1
63764	Marble Hill	MO	1	75235	Dallas	TX	1
88072	Vado	NM	1	77327	Cleveland	TX	1
93121	Santa Barbara	CA	1	78250	San Antonio	TX	1
30710	Cohutta	GA	1	85324	Black Canyon City	AZ	1
31811	Hamilton	GA	1	97504	Medford	OR	1
98550	Hoquiam	WA	1				

SECTION III

RESPONSES TO OPEN-ENDED QUESTIONS

Open-ended questions are opportunities for the respondent to fill in a blank and not just select a predetermined answer. There were six such questions on the survey. If more than one response was received, parentheses after the response indicate the frequency.

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

Opry at the Rodgers (57)
Lily Tomlin (20)
Demolition Derby (8)
Tractor Pull (7)
Bullfest (4)
Black River Festival
Bullfest and Demolition Derby
Church
Frisco RR Event
Getting out of town for weekend
Girlfriend
July 4th Fireworks
Opry
Opry @ The Rodgers to see niece "Rebekah Hampton"
Train museum

6. How often do you visit Downtown Poplar Bluff?

Every day (3)
15 years ago (2)
2 times per month
2 to 3 times per year
3-4 times week
Every Week
First visit to Downtown
Once a week

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

Family (15)
Rodgers Theater (2)
Work (2)
Bowling
Don't Visit
Fun
Girlfriend/wife

Hospital
Old buildings, museums
Seeing hometown
Sentimental journey
Train museum
Visiting friends

14. What kinds of restaurants or entertainment opportunities would make you more likely to visit Downtown Poplar Bluff?

All of the above
Craft shows
Fine dining on the river
Gospel and bluegrass music
Motorcross
Museums
Rodgers
Special Events
Theaters and Musicals

15. What kinds of businesses do you think would make you more likely to visit Downtown Poplar Bluff?

Don't know (2)
A mall - please!
Broadway Shows
Church revival
Furniture stores
Hobby Lobby Store!! or any hobby store or a Menards
Museums
Music Store
Show Biz Pizza
Target
Tattoo shops

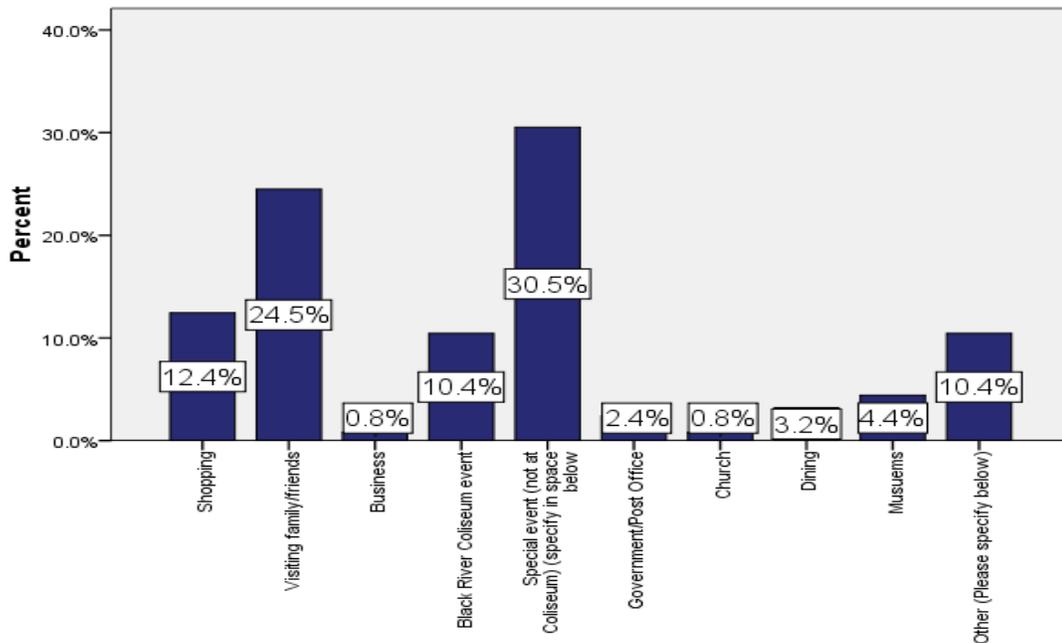
16. What other physical improvements do you think would make Downtown Poplar Bluff more appealing?

Better advertising for DT Event
Get rid of liquor stores and bars
Historic attractions
More handicap parking
None
OK
Street signs too old can't read

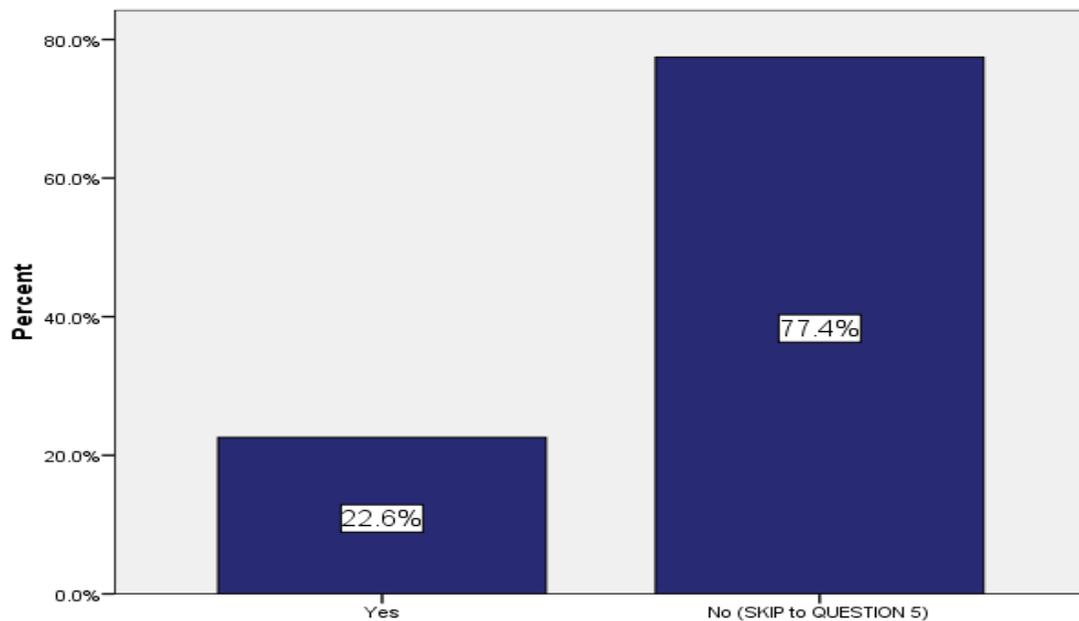
SECTION IV

VISITOR BAR CHARTS

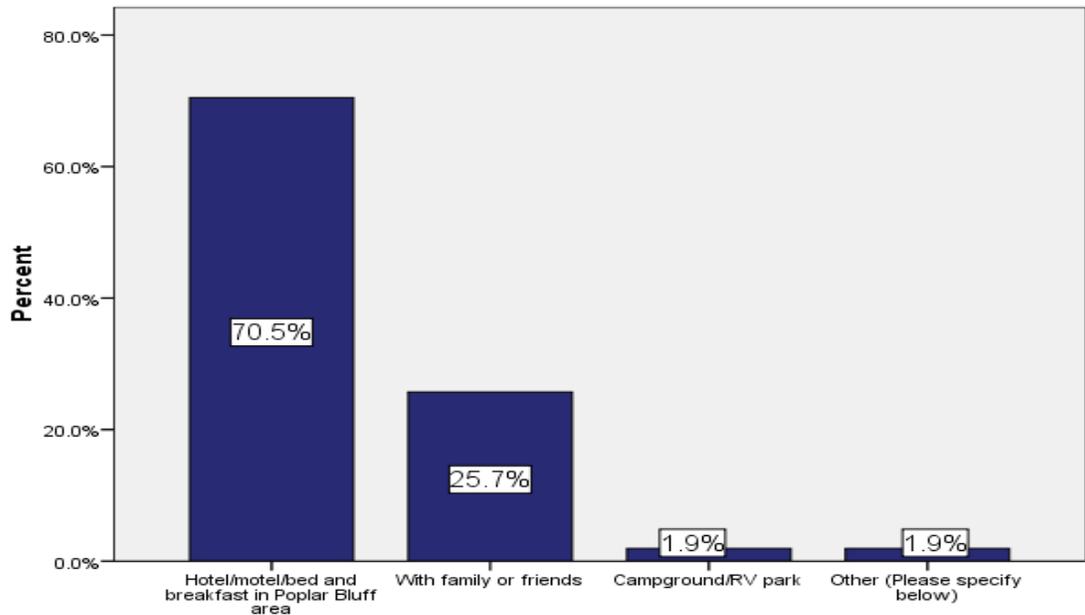
The section presents the responses to each survey question in a chart format.



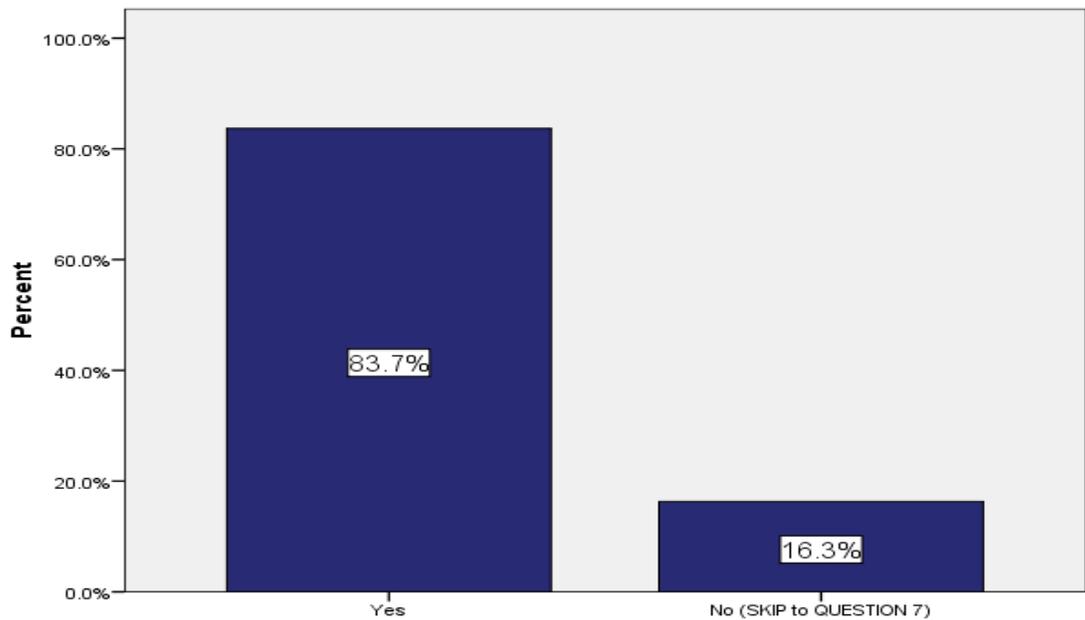
2. What is the main purpose of your visit to Downtown Poplar Bluff today?



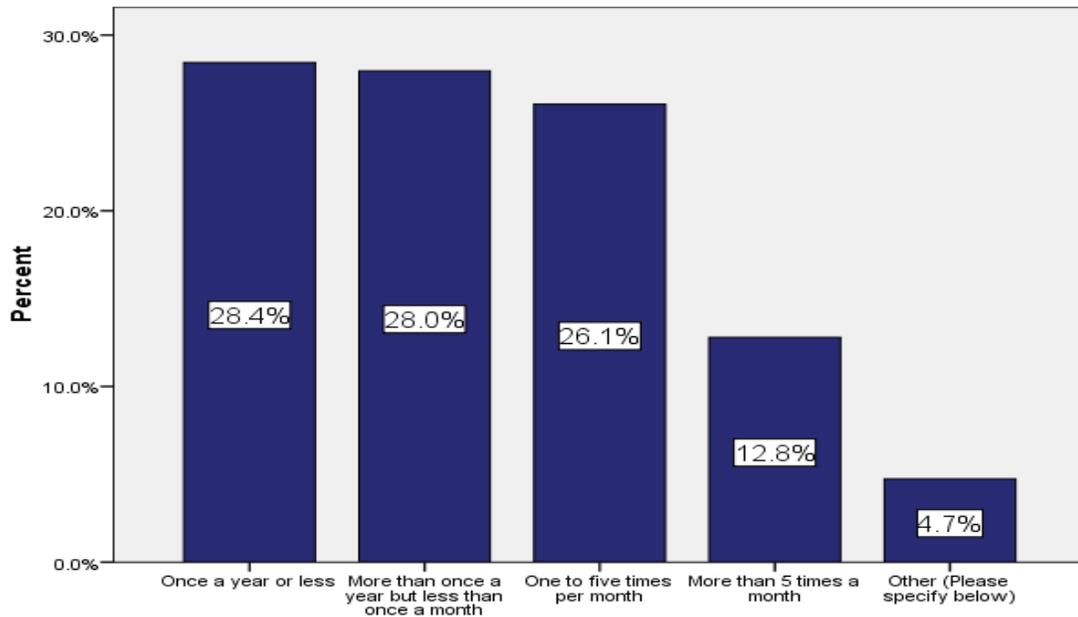
3. Are you staying overnight in Poplar Bluff?



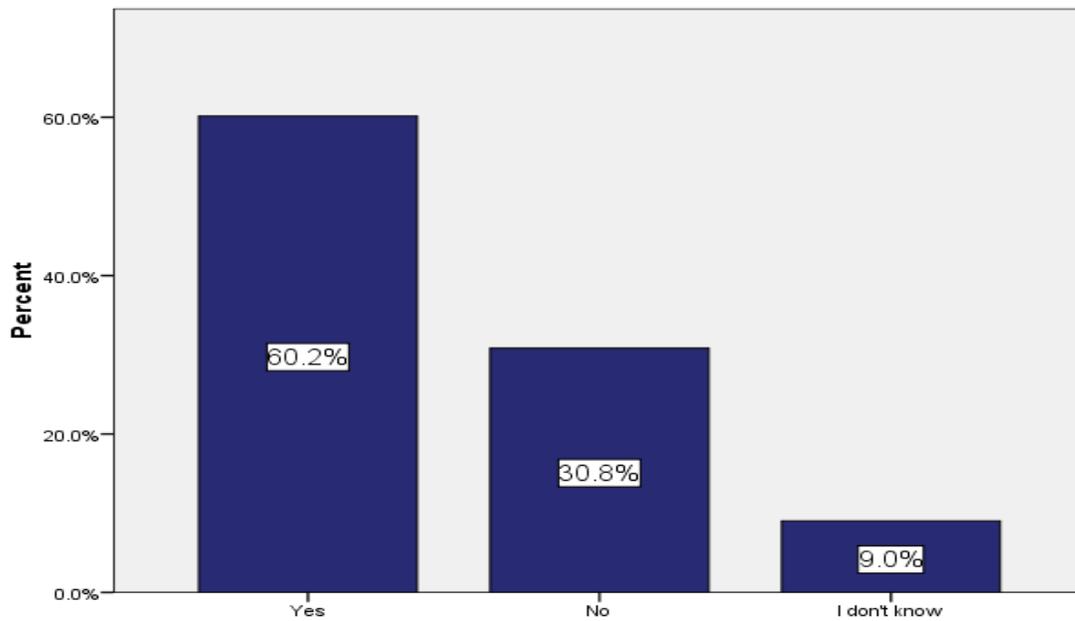
4. Where are you staying overnight in Poplar Bluff?



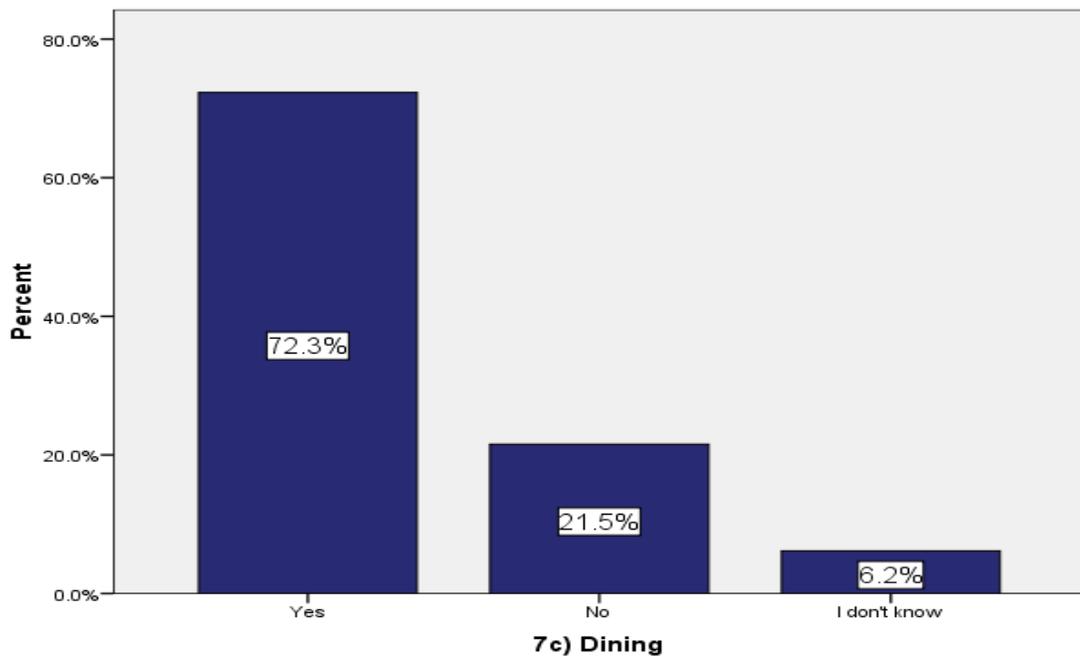
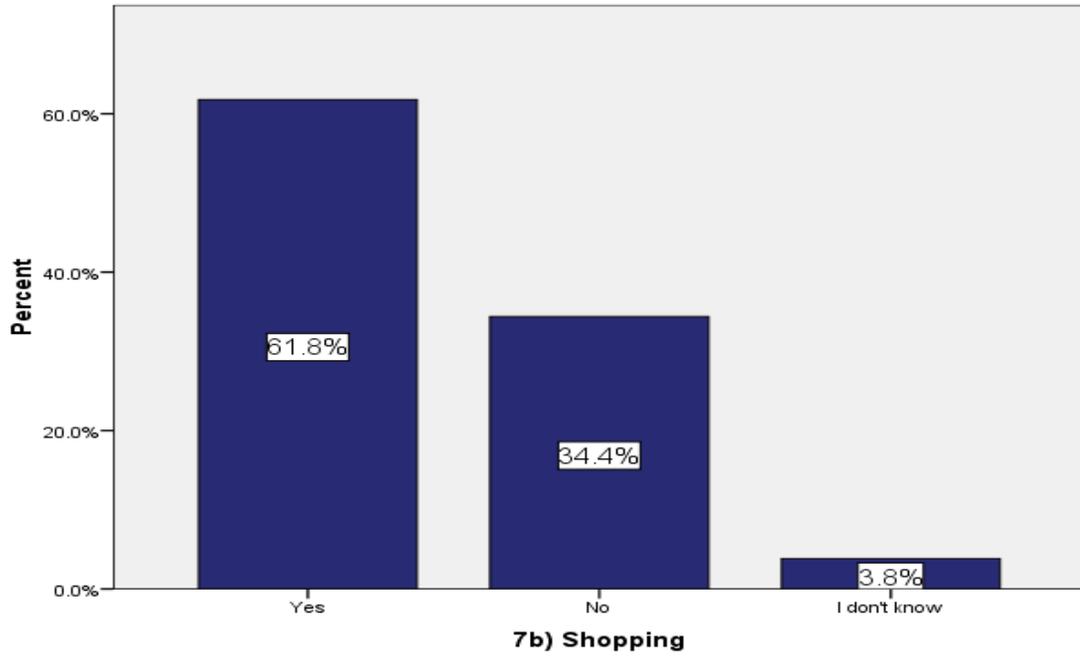
5. Have you visited Poplar Bluff before today?

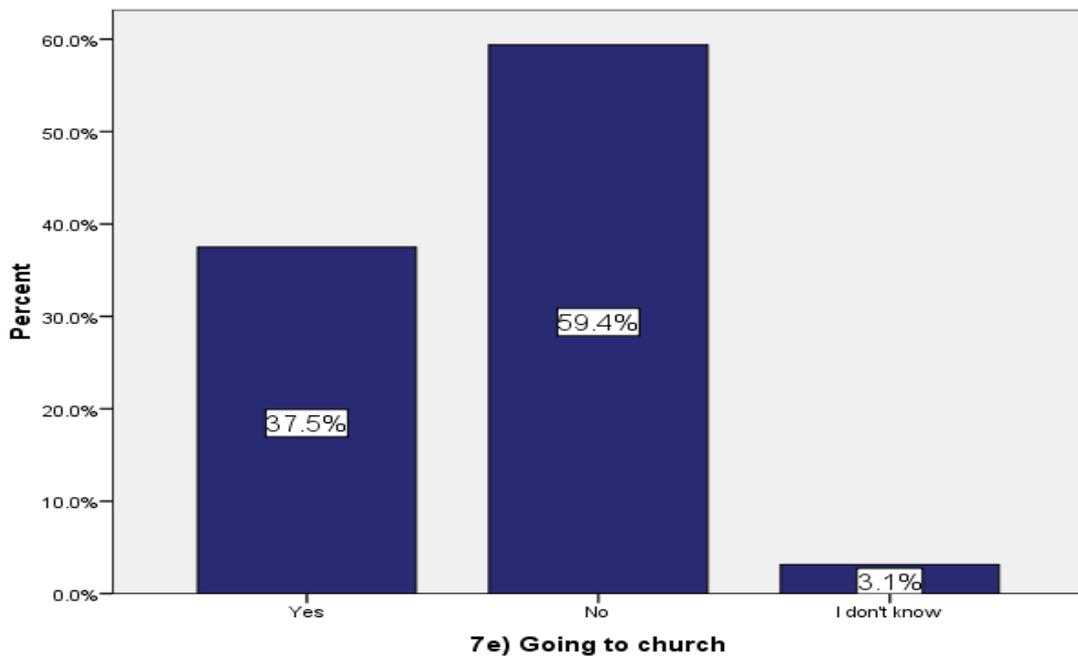
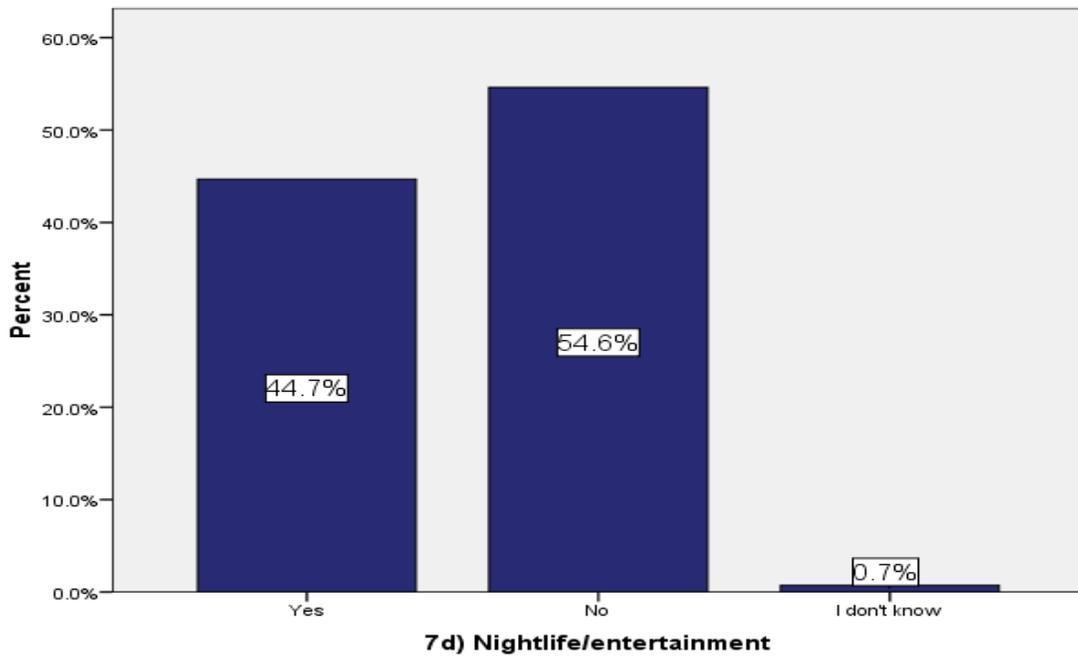


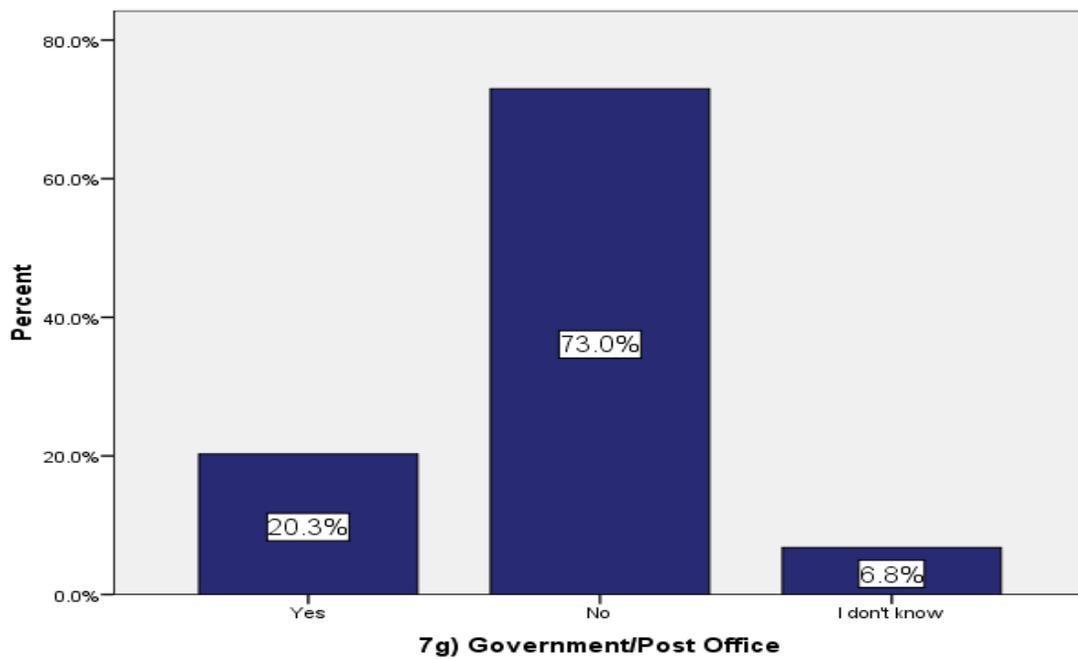
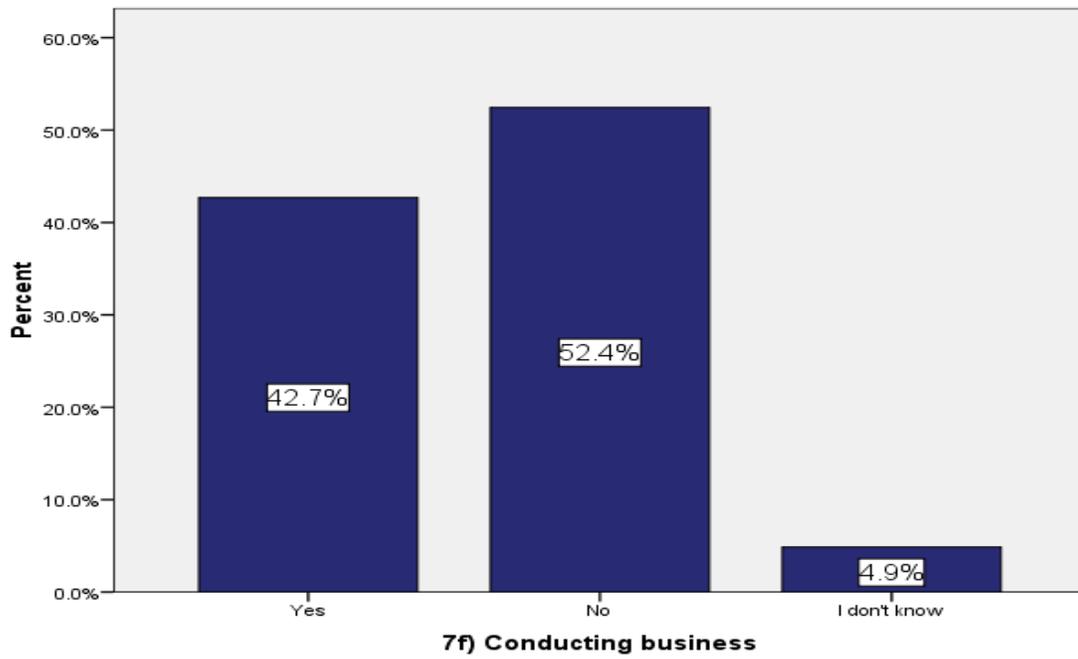
6. How often do you visit Downtown Poplar Bluff?

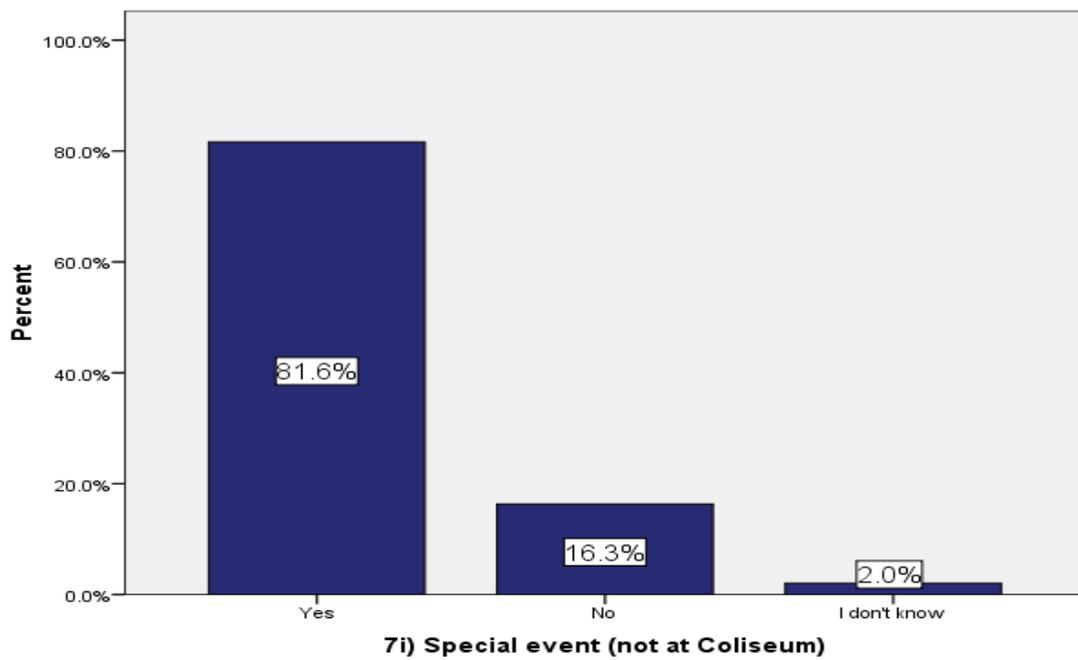
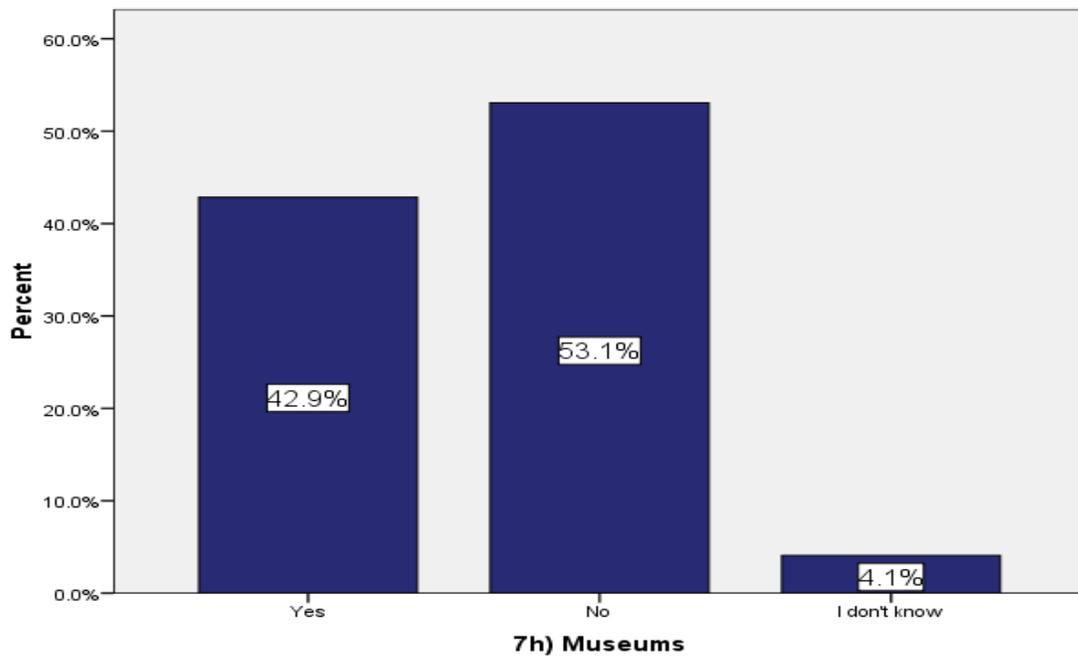


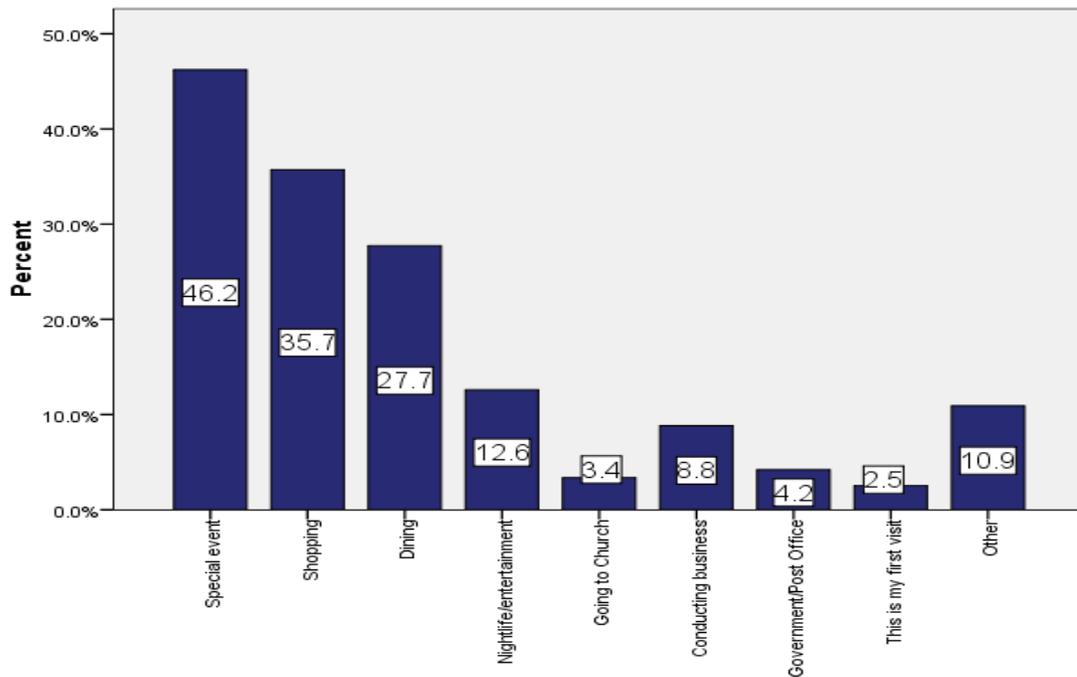
7a) Black River Coliseum event



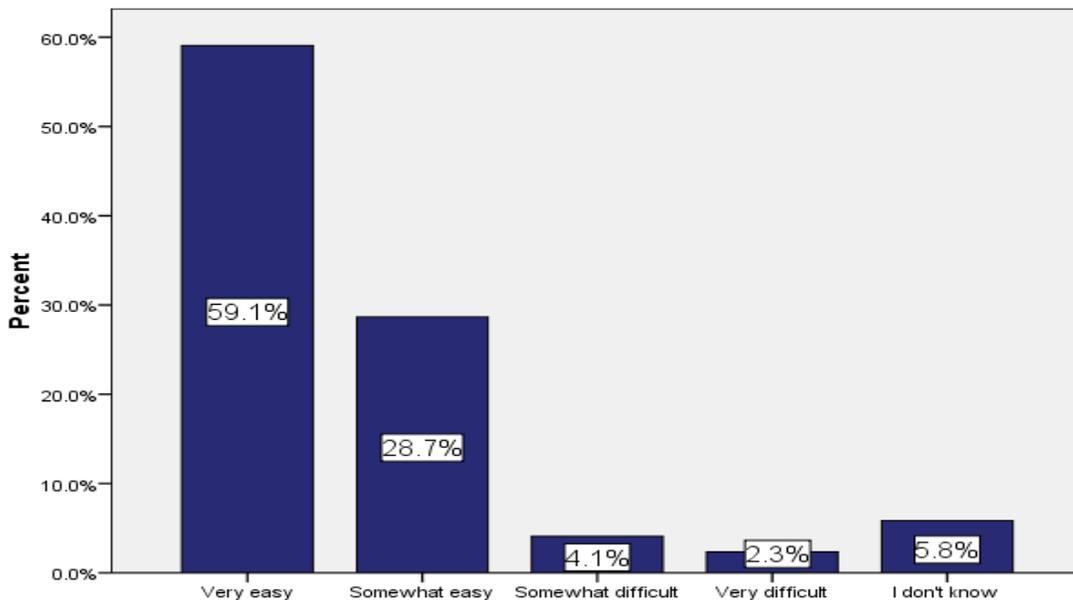




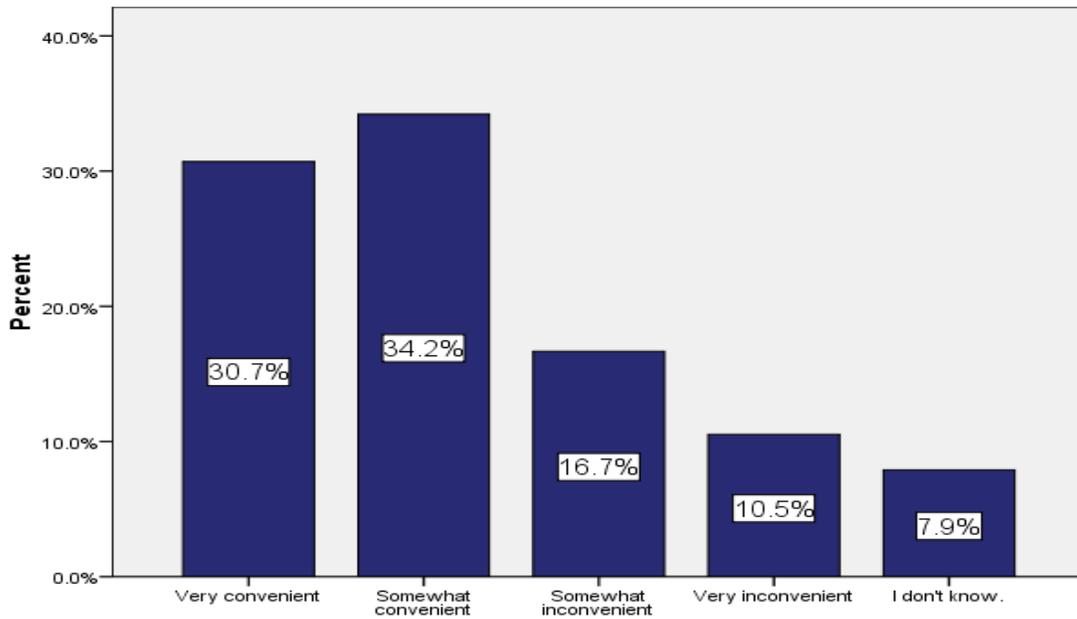




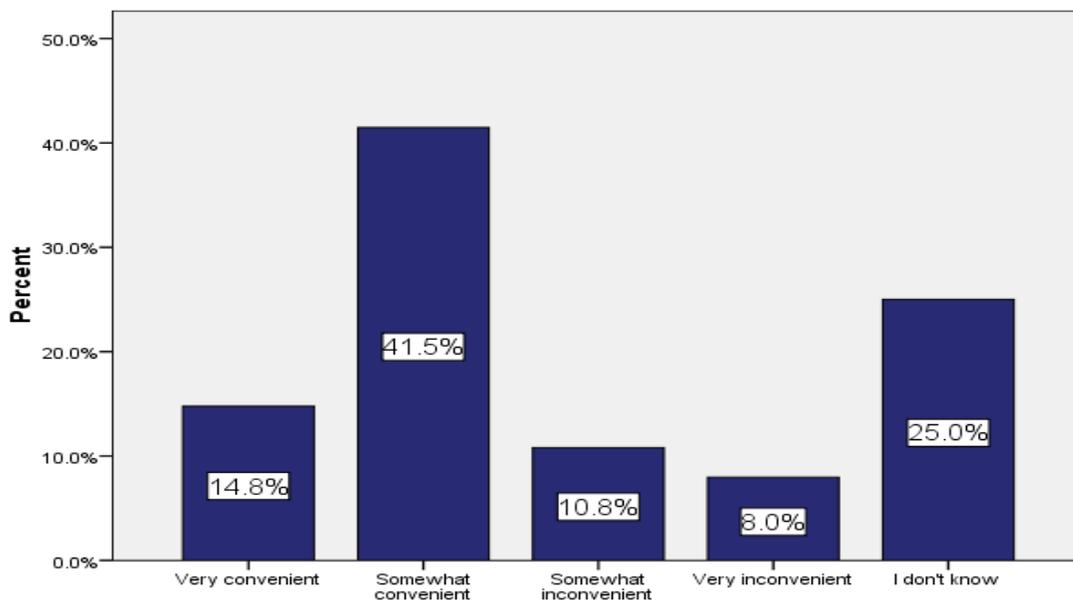
8. What are the top two reasons you most often visit Downtown Poplar Bluff?



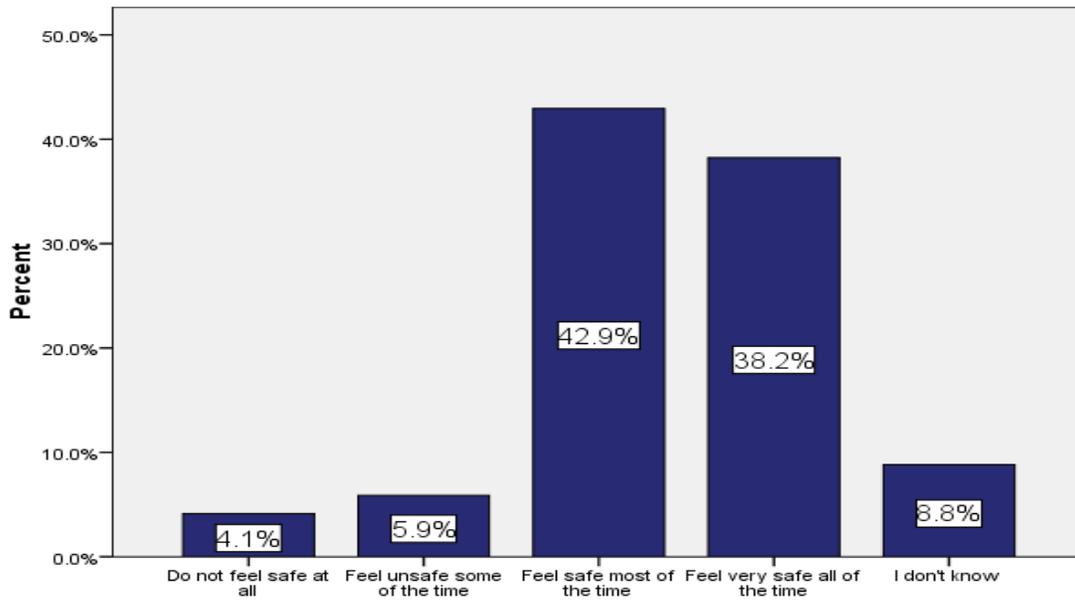
9. How easy would you say it is to find your way around Downtown Poplar Bluff?



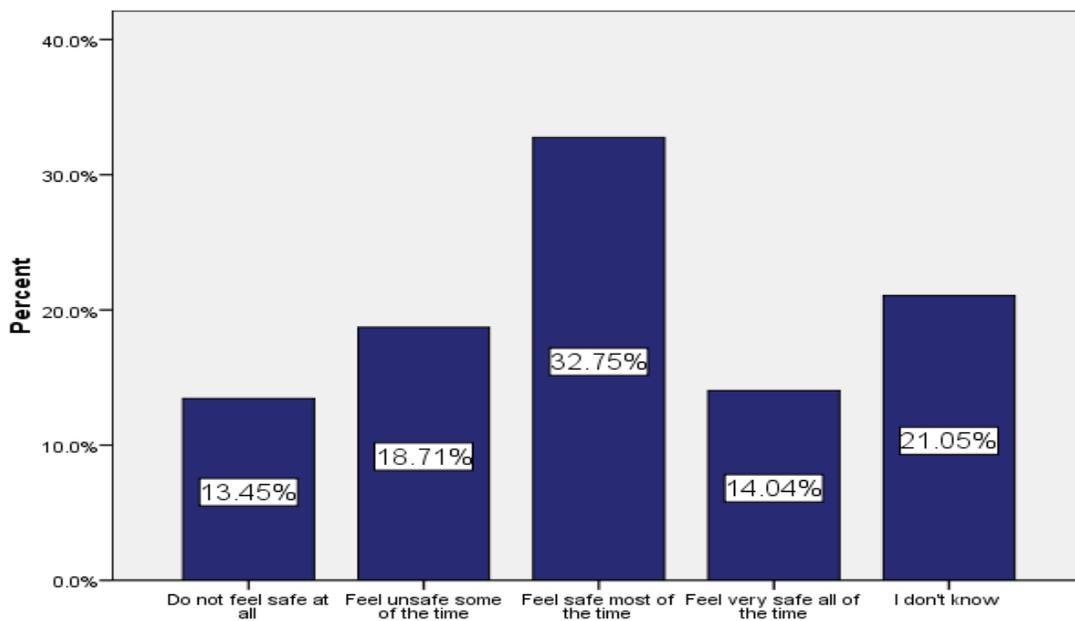
10. How convenient would you say that parking is Downtown?



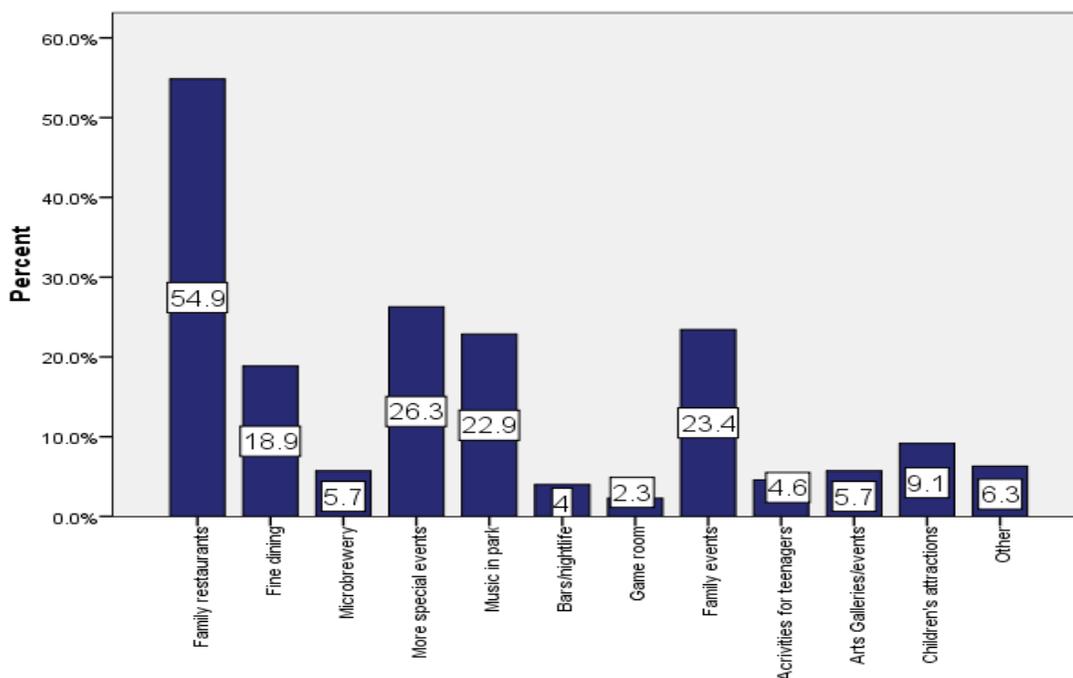
11. How convenient would you say that the hours of Downtown businesses are?



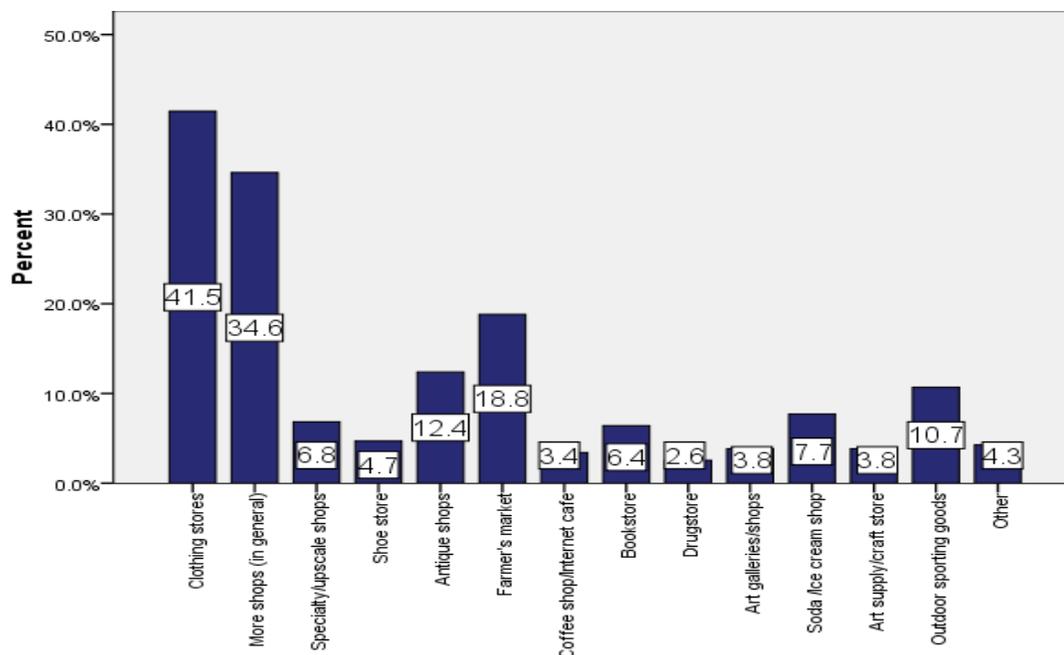
12. How safe would you say you feel in Downtown Poplar Bluff during the day?



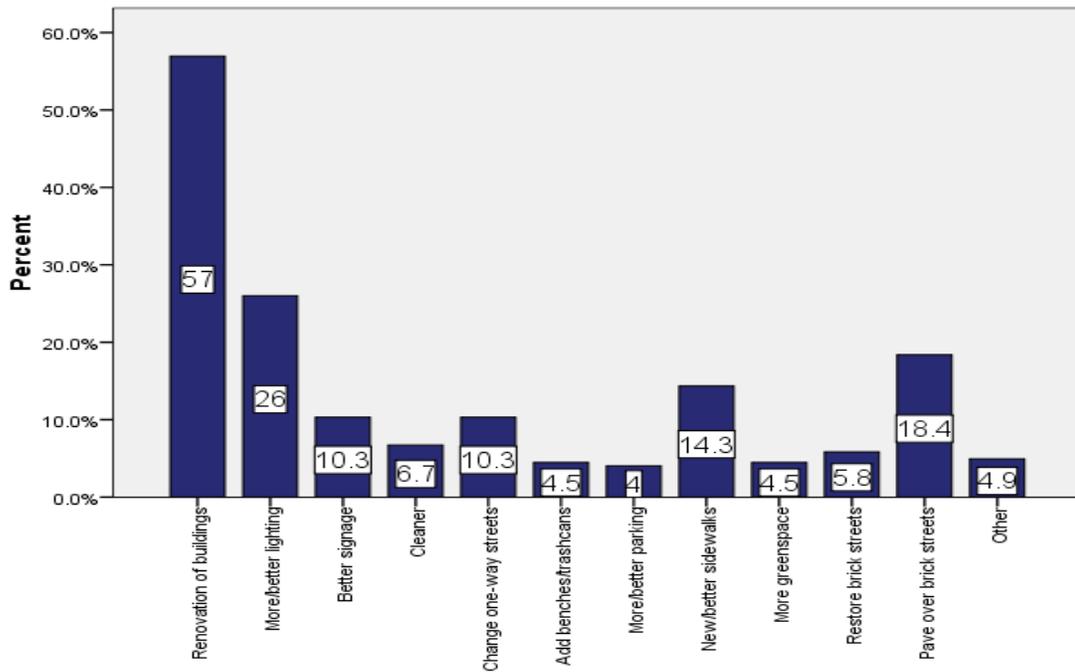
13. How safe would you say you feel in Downtown Poplar Bluff at night?



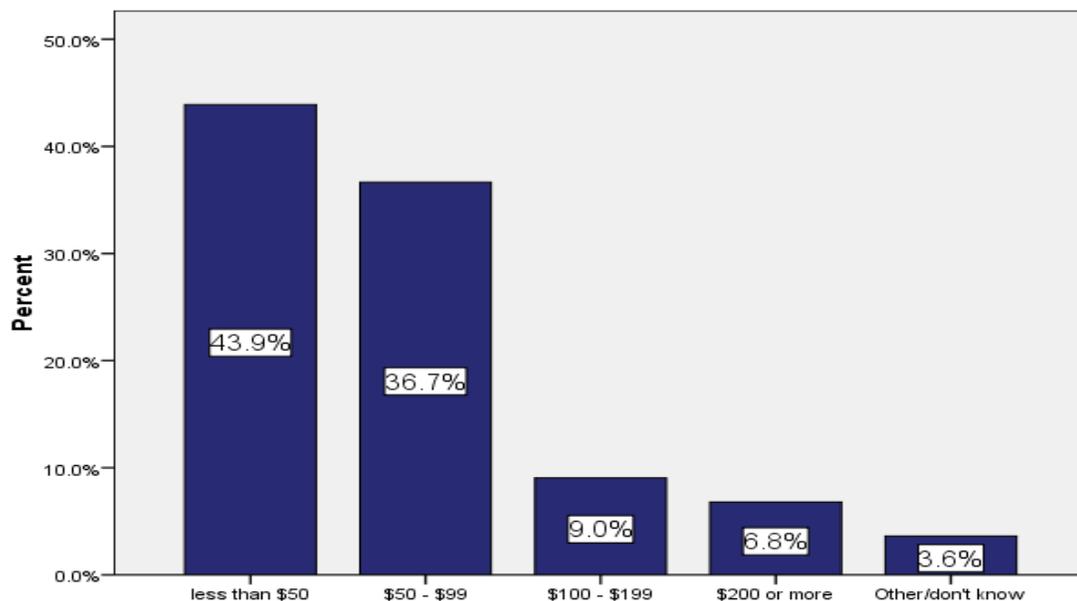
14. What kinds of restaurants or entertainment activities would make you more likely to visit Downtown Poplar Bluff



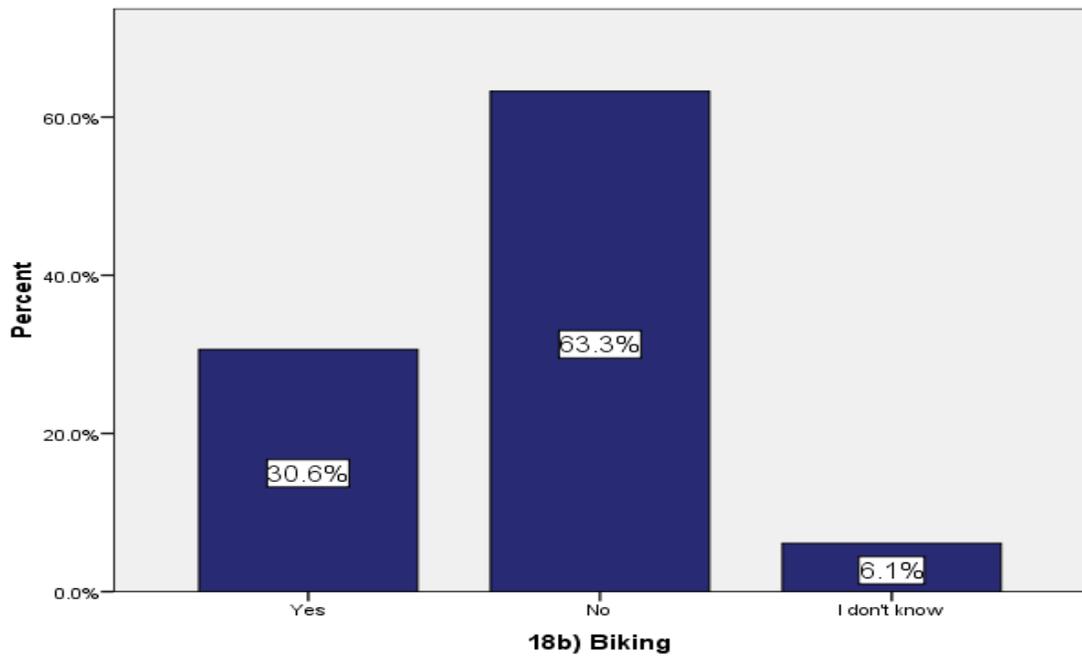
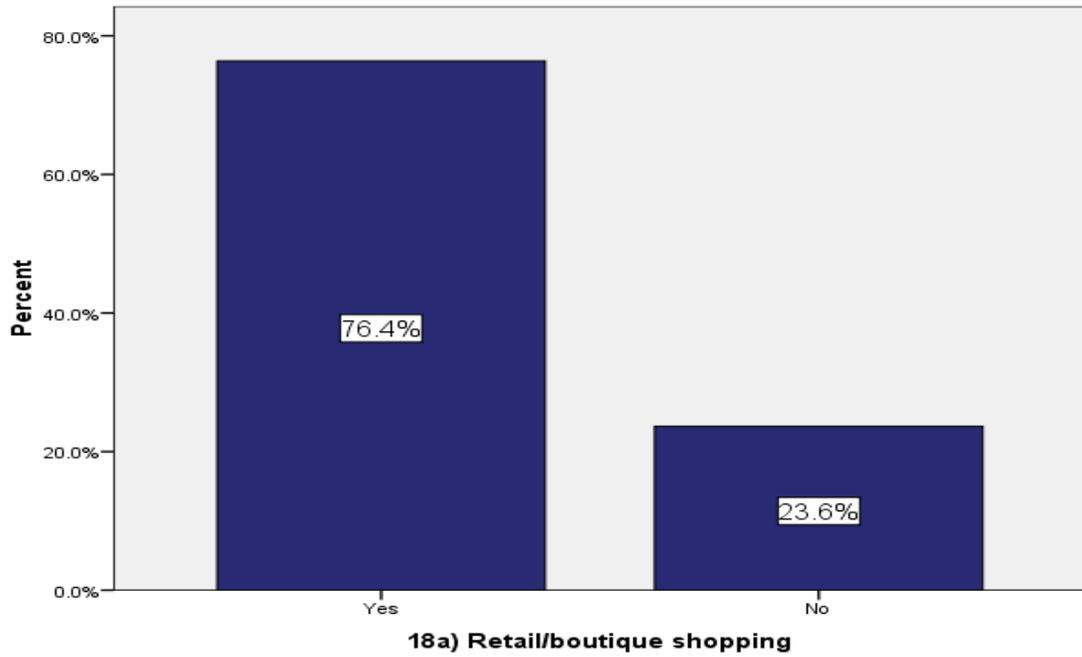
15. What kinds of businesses would make you more likely to visit ...

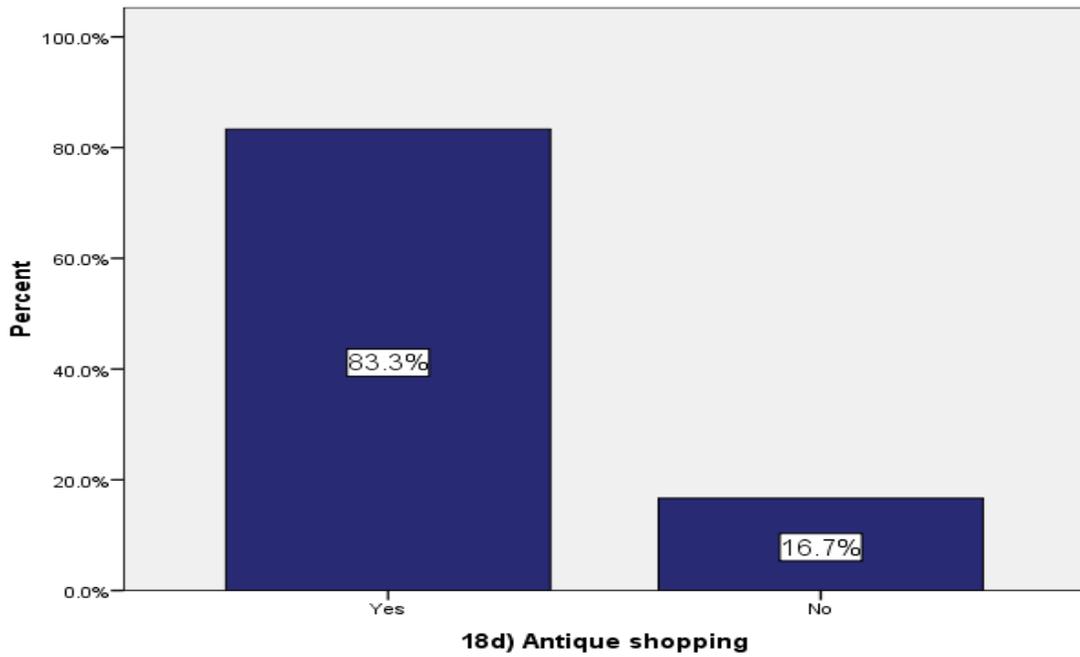
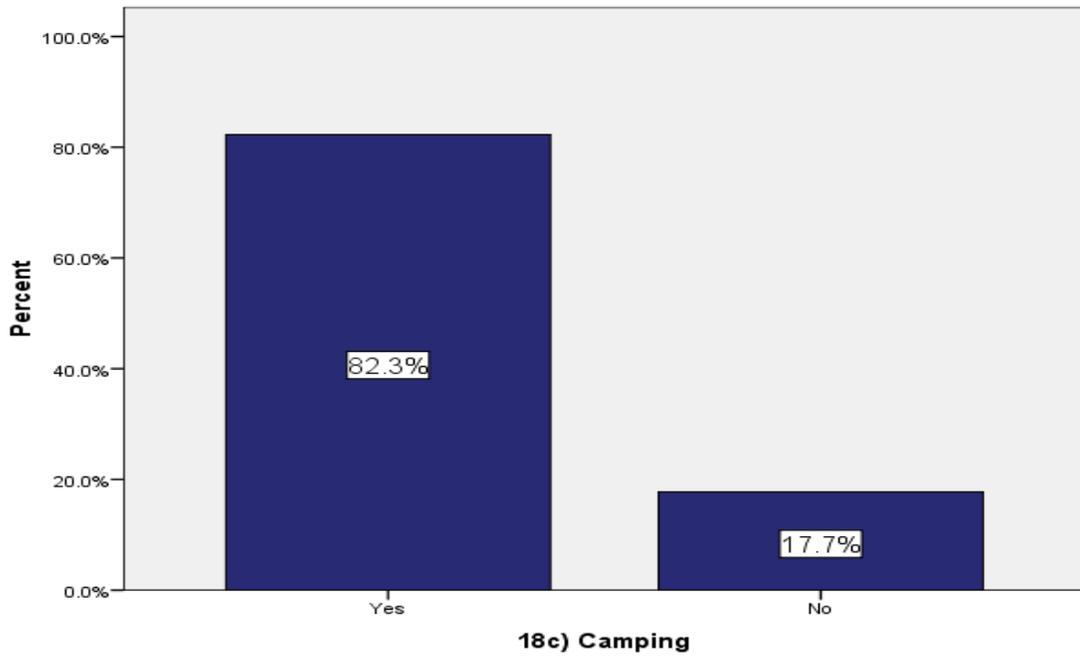


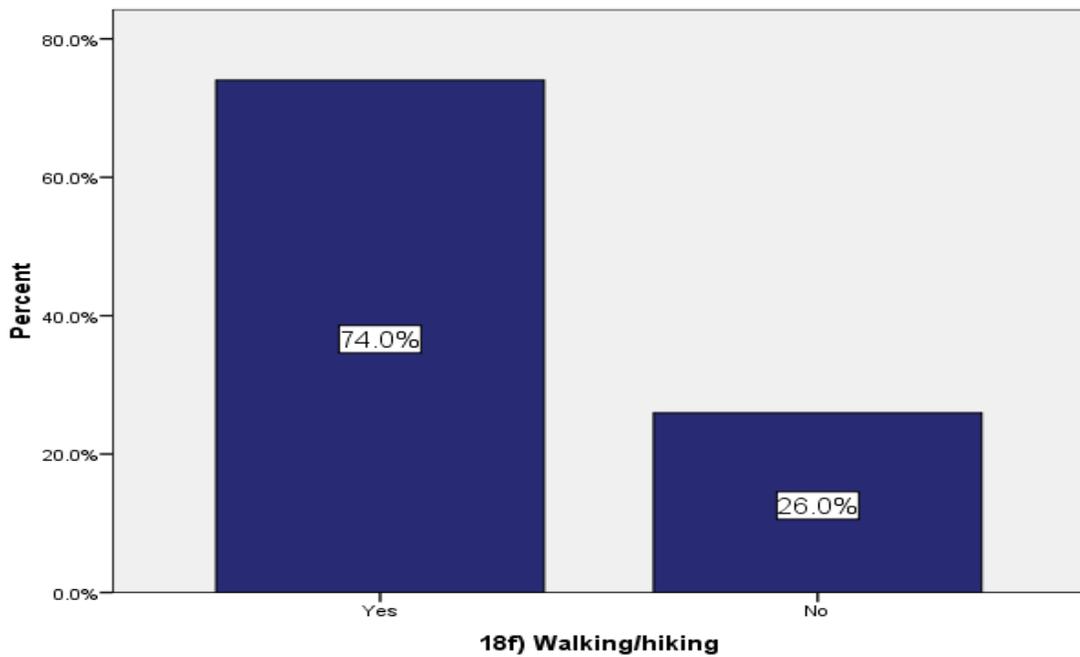
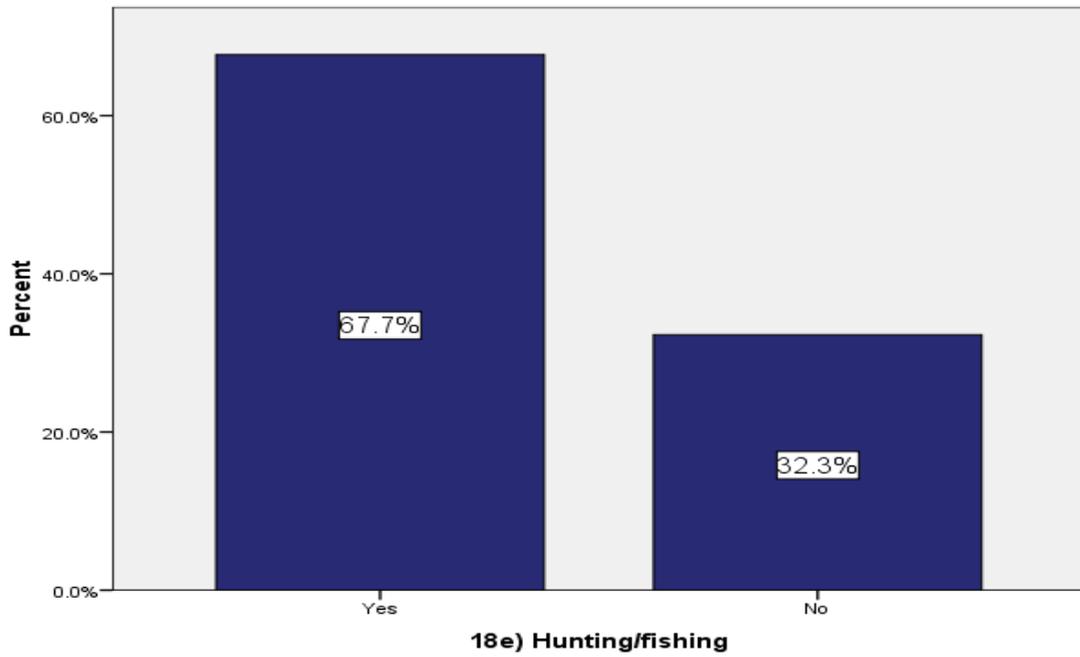
16. What other physical improvements do you think would make Downtown Poplar Bluff more appealing?

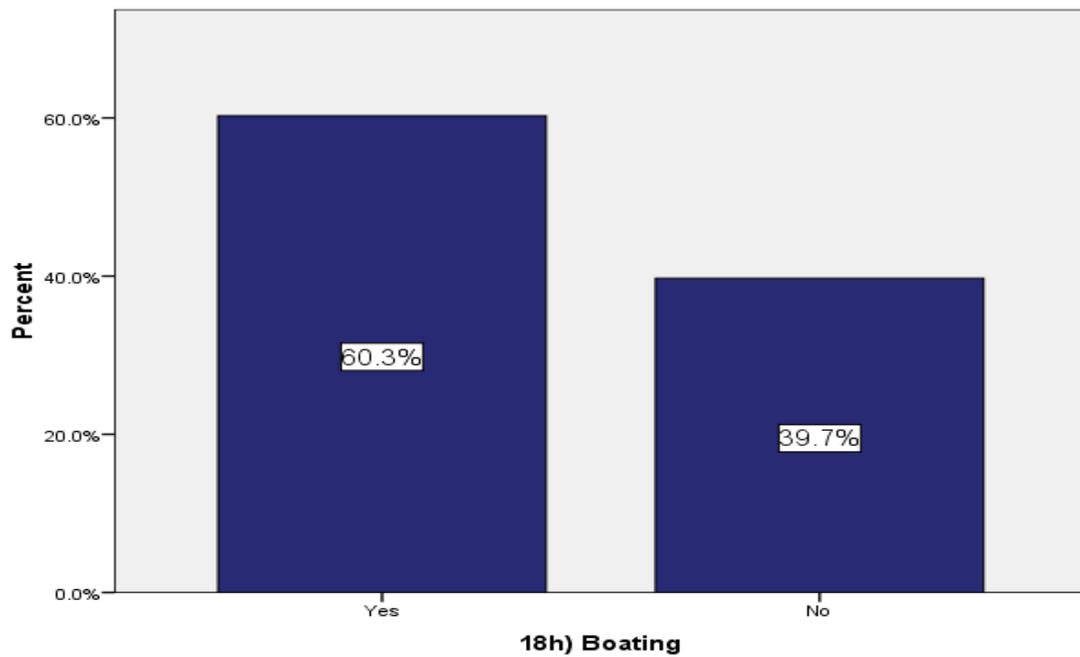
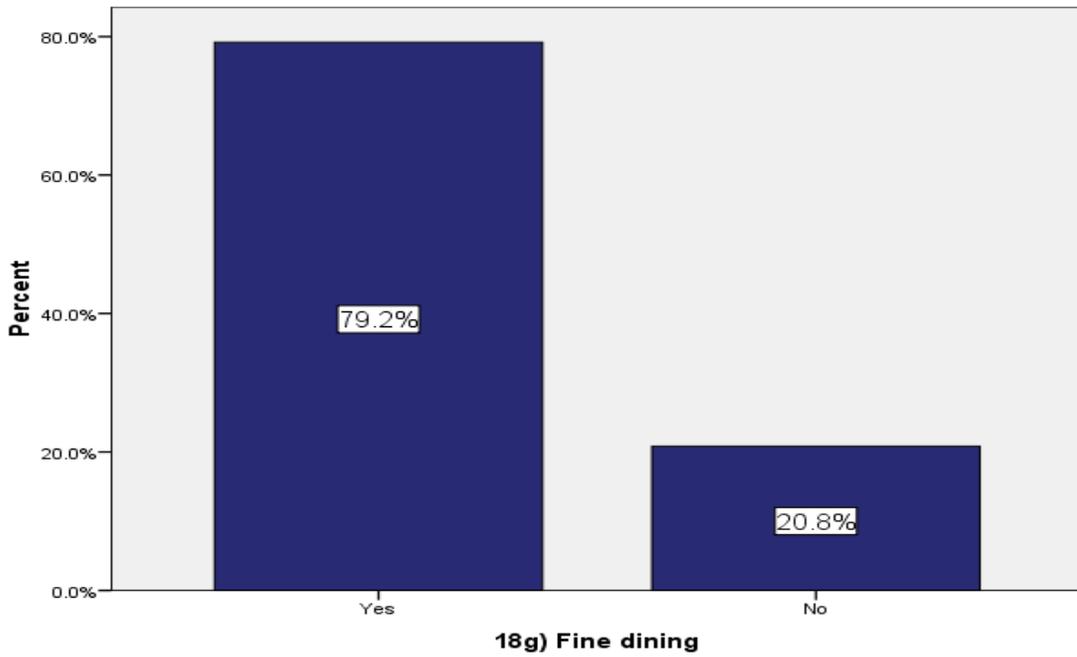


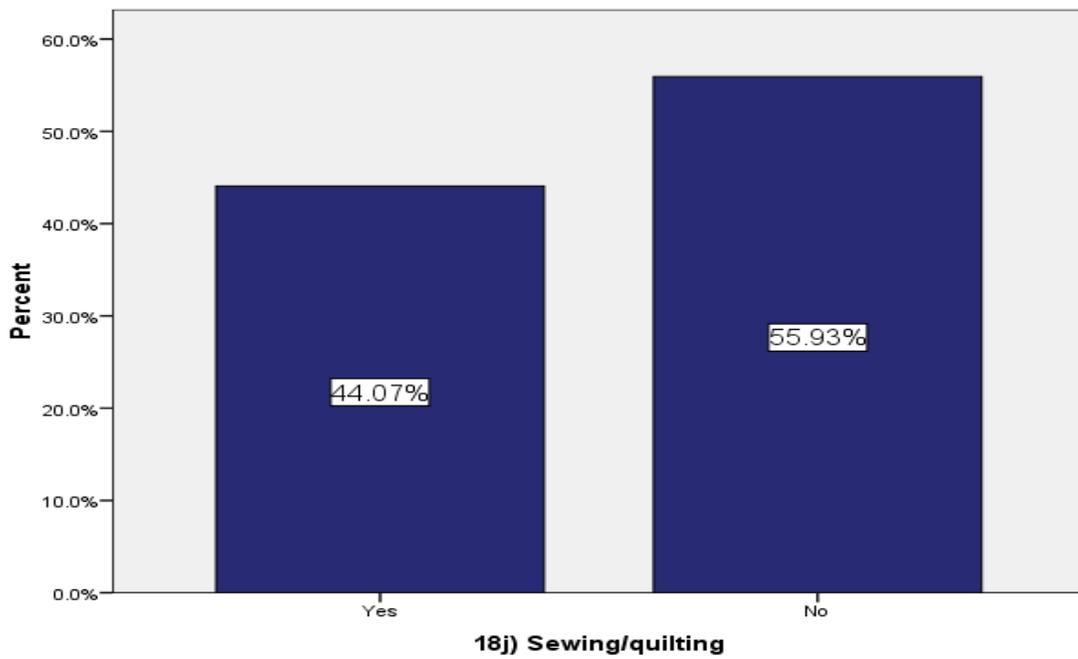
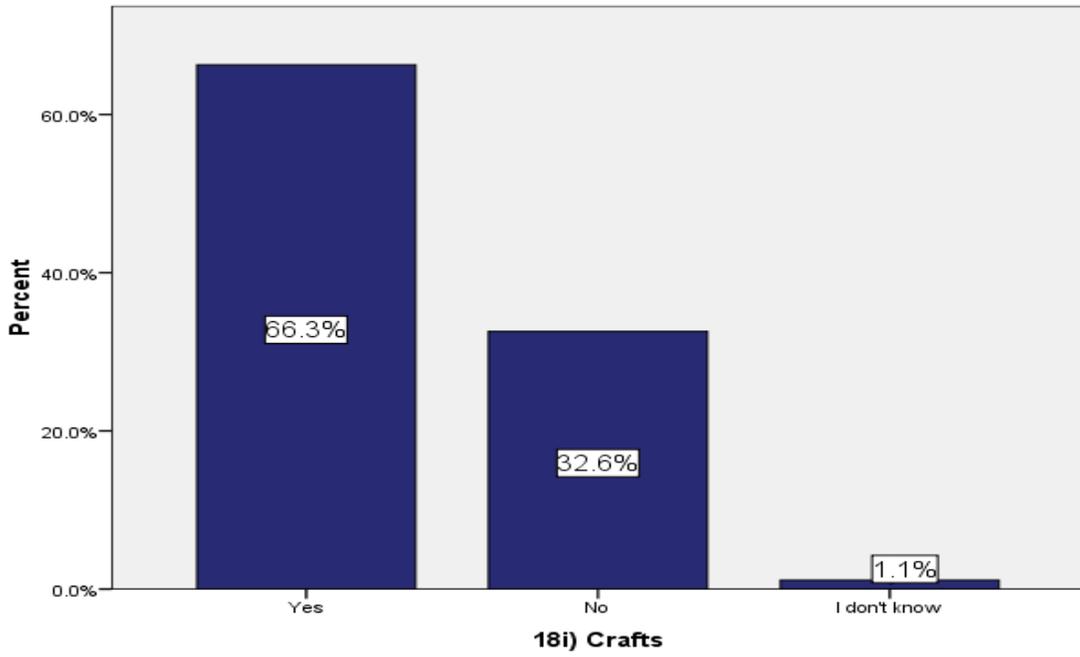
17. Excluding lodging, how much money are you likely to spend in Downtown Poplar Bluff during this visit?

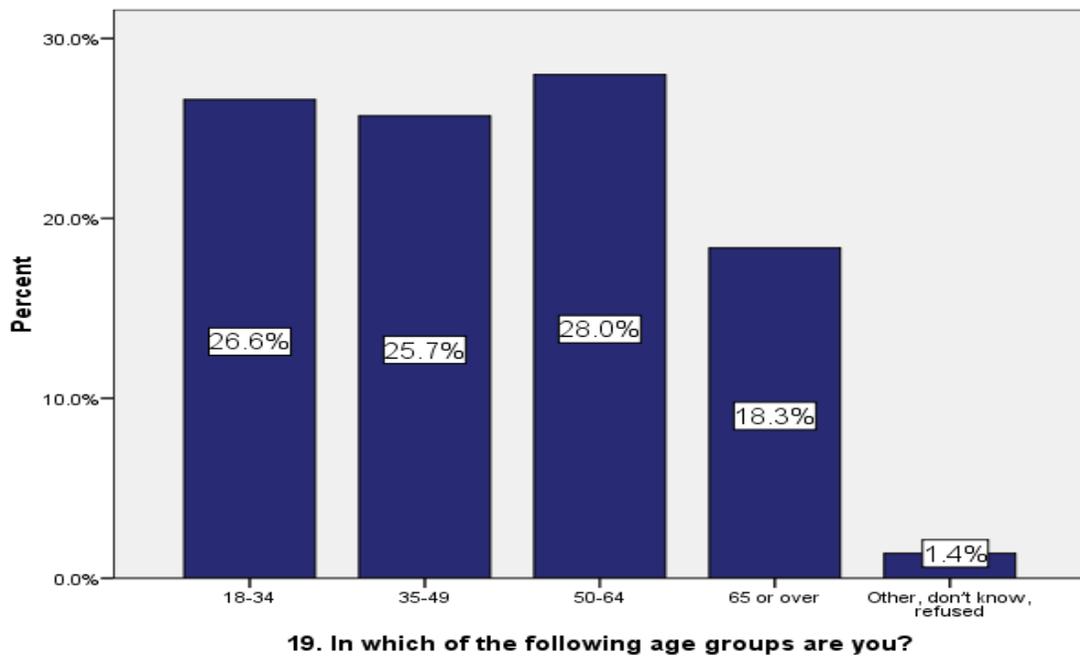
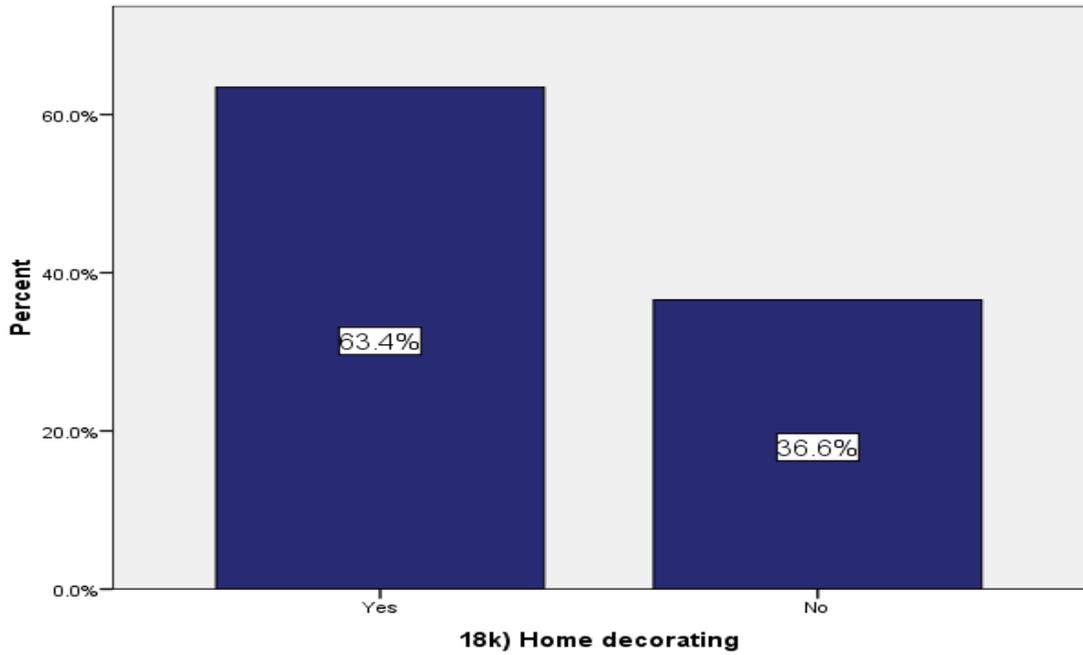


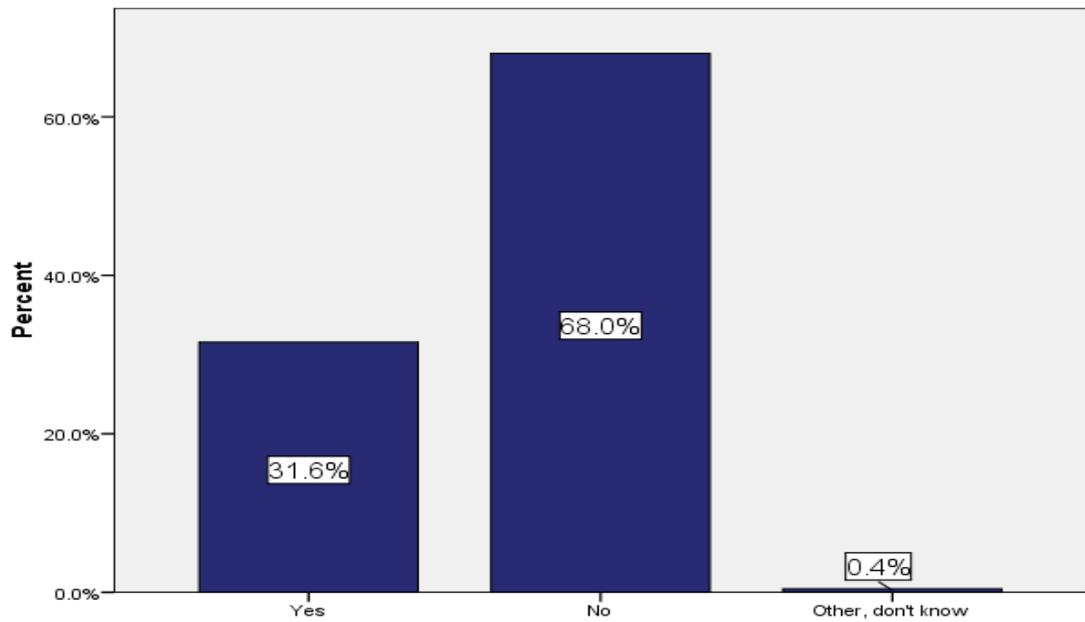




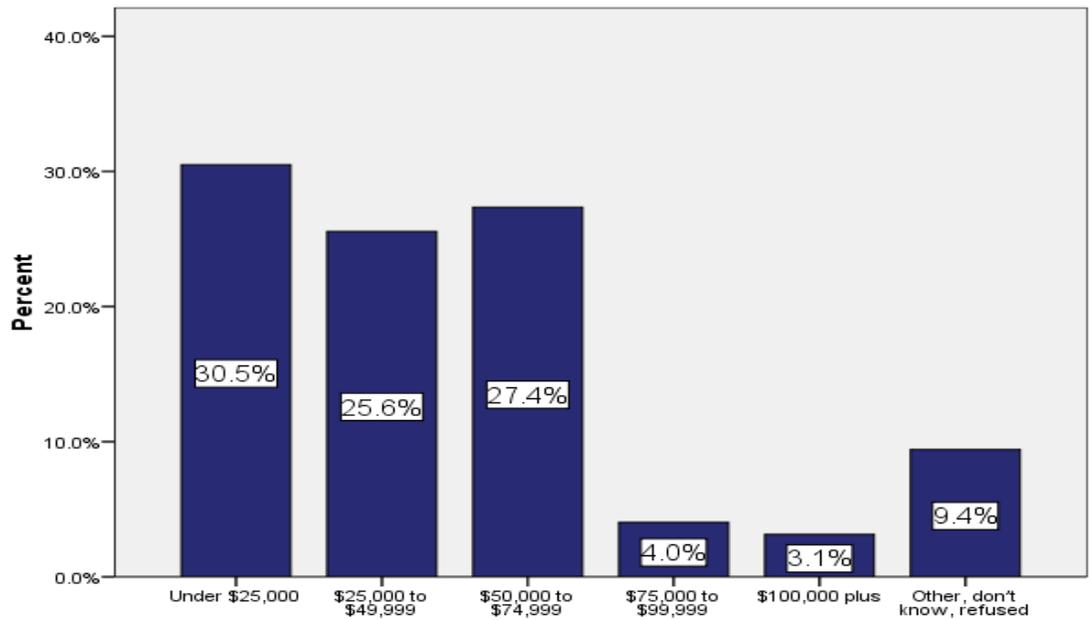




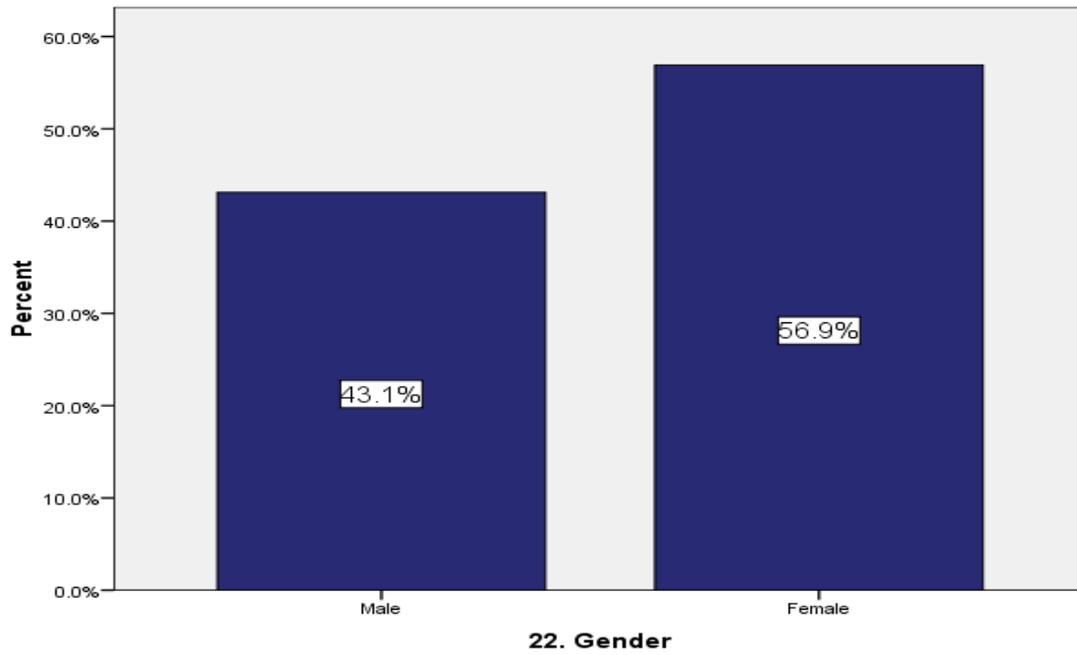




20. Did any children under the age of 18 come with you Downtown today?



21. Income



SECTION V

QUESTIONNAIRE

The section depicts the actual Visitor Survey questionnaire.

Downtown Poplar Bluff Visitor Survey

- 1. What is your zip code?**
(If respondent answers "63901," interview will terminate.)

- 2. What is the main purpose of your visit to downtown Poplar Bluff today?**

<input type="checkbox"/> Shopping	<input type="checkbox"/> Government/Post Office
<input type="checkbox"/> Visiting family/friends	<input type="checkbox"/> Church
<input type="checkbox"/> Business	<input type="checkbox"/> Dining
<input type="checkbox"/> Black River Coliseum event	<input type="checkbox"/> Museums
<input type="checkbox"/> Special event (not at Coliseum) (specify in space below)	<input type="checkbox"/> Other (Please specify below)

Please Specify

- 3. Are you staying overnight in Poplar Bluff?**

Yes

No (SKIP to QUESTION 5)

- 4. Where are you staying overnight in Poplar Bluff?**

<input type="checkbox"/> Hotel/motel/bed and breakfast in Poplar Bluff area	<input type="checkbox"/> Campground/RV park
<input type="checkbox"/> With family or friends	<input type="checkbox"/> Other (Please specify below)

Please specify

- 5. Have you visited Poplar Bluff before today?**

Yes

No (SKIP to QUESTION 7)

- 6. How often do you visit downtown Poplar Bluff?**

<input type="checkbox"/> Once a year or less	<input type="checkbox"/> More than 5 times a month
<input type="checkbox"/> More than once a year but less than once a month	<input type="checkbox"/> Other (Please specify below)
<input type="checkbox"/> One to five times per month	

Please specify

7. On this visit to Poplar Bluff, which of these activities do you plan to do specifically in the downtown area?

	Yes	No	I don't know
a) Black River Coliseum event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Dining	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Nightlife/entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Going to church	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Conducting business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Government/Post Office	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Museums	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Special event (not at Coliseum)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. What are the top two reasons you most often visit downtown Poplar Bluff?

(Please select up to two responses)

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

Please specify

9. How easy would you say it is to find your way around downtown Poplar Bluff?

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

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

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

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

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

12. How safe would you say you feel in downtown Poplar Bluff *during the day*?

- | | |
|---|---|
| <input type="checkbox"/> Do not feel safe at all | <input type="checkbox"/> Feel very safe all of the time |
| <input type="checkbox"/> Feel unsafe some of the time | <input type="checkbox"/> I don't know |
| <input type="checkbox"/> Feel safe most of the time | |

13. How safe would you say you feel in downtown Poplar Bluff at night?

- Do not feel safe at all
- Feel unsafe some of the time
- Feel safe most of the time
- Feel very safe all of the time
- I don't know

14. What kinds of restaurants or entertainment opportunities would make you more likely to visit downtown Poplar Bluff?

Please select up to two responses.

- Family restaurants
- Fine dining
- Outdoor dining
- Microbrewery
- More special events
- Bands/live concerts/music in park
- Bars/nightlife
- Game room/arcade/pool room
- Family events
- Activities for teenagers
- Arts Galleries/events
- Children's attractions/activities
- Other (Please specify below)

Please specify

15. What kinds of businesses do you think would make you more likely to visit downtown Poplar Bluff?

Please select up to two responses.

- Clothing stores
- More shops (in general)
- Specialty/upscale shops
- Shoe store
- Antique shops
- Farmer's market
- Coffee shop/Internet cafe
- Bookstore
- Drugstore
- Art galleries/shops
- Bed and breakfasts/lodging
- Soda fountain/Ice cream shop
- Art supply/craft store
- Outdoor sporting goods store
- Other (Please specify below)

Please specify

16. What other physical improvements do you think would make downtown Poplar Bluff more appealing?

Please select up to two responses.

- Renovation of historic buildings
- Better maintained buildings
- More/better lighting
- Better signage
- Cleaner
- Change configuration of one-way streets
- Add benches and trashcans
- More/better parking
- New/better sidewalks
- More greenspace
- Restore brick streets
- Pave over brick streets
- Other (Please specify below)

Please specify

17. Excluding lodging, how much money are you likely to spend in downtown Poplar Bluff during this visit?

- less than \$50
- \$50 - \$99
- \$100 - \$199
- \$200 or more
- Other/don't know

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

	Yes	No	I don't know
a) Retail/boutique shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Biking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Camping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Antique shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Hunting/fishing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Walking/hiking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Fine dining	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Boating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Crafts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) Sewing/quilting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k) Home decorating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

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

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

- Yes
- No
- Other, don't know

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

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

22. Gender

- Male
- Female

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

SECTION VI

CROSS TABULATION

The cross tabulation of survey results that is provided on the following pages compares responses provided by those interviewed who fall into the following categories:

- In which of the following age groups are you?
18-34 35-49 50-64 65 or over

- Children under 18

- Household Income: Under \$25,000
 \$25,000-\$49,999
 \$50,000-\$74,999
 \$75,000-\$99,9999
 \$100,000+

- Gender: Male / Female

This information will be particularly useful to those wishing to compare specific survey results to the various groupings contained within the categories listed above.

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		Age groups				Children <18		Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
2. What is the main purpose of your visit to Downtown Poplar Bluff today?	Shopping	17.2%	25.0%	0.0%	7.7%	28.2%	6.0%	23.9%	12.5%	9.8%	25.0%	0.0%	15.3%	12.3%
	Visiting family/friends	25.9%	17.9%	15.5%	10.3%	31.0%	12.1%	28.4%	8.9%	23.0%	25.0%	14.3%	21.4%	15.4%
	Business	0.0%	1.8%	1.7%	0.0%	0.0%	1.3%	0.0%	1.8%	0.0%	0.0%	0.0%	1.0%	0.8%
	Black River Coliseum event	34.5%	3.6%	6.9%	0.0%	11.3%	12.1%	13.4%	17.9%	4.9%	0.0%	14.3%	12.2%	10.8%
	Special event (not at Coliseum)	17.2%	33.9%	44.8%	51.3%	19.7%	40.9%	16.4%	42.9%	37.7%	12.5%	14.3%	21.4%	42.3%
	Government/Post Office	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	42.9%	6.1%	0.0%
	Church	0.0%	3.6%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%
	Dining	0.0%	1.8%	1.7%	12.8%	0.0%	4.7%	6.0%	1.8%	3.3%	0.0%	0.0%	4.1%	3.1%
	Museums	1.7%	3.6%	8.6%	2.6%	4.2%	4.7%	3.0%	5.4%	4.9%	0.0%	14.3%	5.1%	3.8%
Other	3.4%	8.9%	20.7%	15.4%	2.8%	16.1%	9.0%	8.9%	16.4%	37.5%	0.0%	11.2%	11.5%	
		Age groups				Children <18		Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
3. Are you staying overnight in Poplar Bluff?	Yes	11.8%	20.0%	31.7%	12.5%	31.2%	21.7%	14.3%	7.8%	31.4%	11.1%	57.1%	28.9%	16.7%
	No	88.2%	80.0%	68.3%	87.5%	68.8%	78.3%	85.7%	92.2%	68.6%	88.9%	42.9%	71.1%	83.3%
		Age groups				Children <18		Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
4. Where are you staying overnight in Poplar Bluff?	Hotel/motel/bed and breakfast in Poplar Bluff area	96.4%	81.5%	15.8%	100.0%	81.6%	48.6%	84.2%	80.0%	47.8%	0.0%	25.0%	62.2%	65.9%
	With family or friends	3.6%	18.5%	78.9%	0.0%	14.3%	45.9%	15.8%	20.0%	39.1%	100.0%	75.0%	28.9%	34.1%
	Campground/RV park	0.0%	0.0%	5.3%	0.0%	0.0%	5.4%	0.0%	0.0%	4.3%	0.0%	0.0%	4.4%	0.0%
	Other	0.0%	0.0%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	8.7%	0.0%	0.0%	4.4%	0.0%
		Age groups				Children <18		Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
5. Have you visited Poplar Bluff before today?	Yes	76.5%	91.4%	91.8%	90.0%	81.2%	88.7%	82.9%	94.1%	88.5%	55.6%	100.0%	71.2%	92.6%
	No	23.5%	8.6%	8.2%	10.0%	18.8%	11.3%	17.1%	5.9%	11.5%	44.4%	0.0%	28.8%	7.4%
		Age groups				Children <18		Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
6. How often do you visit Downtown Poplar Bluff?	Once a year or less	25.5%	36.0%	14.3%	11.1%	43.5%	14.9%	37.3%	16.7%	20.0%	20.0%	25.0%	27.1%	21.0%
	More than once a year but less than once a month	25.5%	24.0%	33.9%	41.7%	21.0%	33.6%	30.5%	18.5%	25.5%	80.0%	75.0%	31.4%	29.0%
	One to five times per month	29.8%	26.0%	26.8%	30.6%	29.0%	26.9%	22.0%	40.7%	29.1%	0.0%	0.0%	25.7%	29.8%
	More than 5 times a month	10.6%	14.0%	16.1%	16.7%	4.8%	17.9%	5.1%	20.4%	18.2%	0.0%	0.0%	8.6%	16.9%
	Other	8.5%	0.0%	8.9%	0.0%	1.6%	6.7%	5.1%	3.7%	7.3%	0.0%	0.0%	7.1%	3.2%

		Age groups				Children <18		Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
7. On this visit to Poplar Bluff, which of these activities do you plan to do specifically in the Downtown area?														
7a) Black River Coliseum event	Yes	83.3%	58.8%	57.9%	26.7%	70.0%	57.4%	53.1%	57.6%	72.0%	0.0%	100.0%	63.8%	63.5%
	No	10.4%	38.2%	31.6%	53.3%	28.3%	29.5%	34.7%	36.4%	24.0%	0.0%	0.0%	29.3%	28.6%
	I don't know	6.2%	2.9%	10.5%	20.0%	1.7%	13.1%	12.2%	6.1%	4.0%	0.0%	0.0%	6.9%	7.9%
7b) Shopping	Yes	51.4%	59.0%	67.6%	60.0%	56.6%	63.1%	49.0%	48.6%	78.9%	100.0%	0.0%	54.4%	64.6%
	No	40.0%	41.0%	26.5%	36.0%	35.8%	34.5%	42.9%	45.7%	21.1%	0.0%	0.0%	45.6%	27.8%
	I don't know	8.6%	0.0%	5.9%	4.0%	7.5%	2.4%	8.2%	5.7%	0.0%	0.0%	0.0%	0.0%	7.6%
7c) Dining	Yes	66.7%	66.7%	87.5%	82.1%	40.5%	86.9%	58.3%	78.8%	75.8%	100.0%	100.0%	71.8%	77.1%
	No	24.2%	33.3%	9.4%	14.3%	51.4%	10.7%	38.9%	18.2%	15.2%	0.0%	0.0%	20.5%	20.5%
	I don't know	9.1%	0.0%	3.1%	3.6%	8.1%	2.4%	2.8%	3.0%	9.1%	0.0%	0.0%	7.7%	2.4%
7d) Nightlife/entertainment	Yes	63.6%	42.1%	53.8%	36.4%	28.8%	59.2%	31.8%	51.4%	54.5%	66.7%	100.0%	57.1%	47.3%
	No	36.4%	57.9%	42.3%	63.6%	71.2%	39.4%	65.9%	48.6%	45.5%	33.3%	0.0%	42.9%	51.4%
	I don't know	0.0%	0.0%	3.8%	0.0%	0.0%	1.4%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
7e) Going to church	Yes	33.3%	42.9%	46.7%	14.3%	0.0%	44.4%	0.0%	27.3%	46.2%	0.0%	0.0%	30.0%	40.9%
	No	66.7%	57.1%	46.7%	85.7%	100.0%	51.9%	66.7%	72.7%	53.8%	0.0%	0.0%	70.0%	54.5%
	I don't know	0.0%	0.0%	6.7%	0.0%	0.0%	3.7%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%
7f) Conducting business	Yes	60.0%	20.0%	50.0%	38.5%	36.8%	42.5%	37.9%	32.0%	55.0%	0.0%	0.0%	45.5%	40.8%
	No	30.0%	80.0%	42.9%	61.5%	55.3%	55.0%	58.6%	68.0%	30.0%	0.0%	0.0%	54.5%	51.0%
	I don't know	10.0%	0.0%	7.1%	0.0%	7.9%	2.5%	3.4%	0.0%	15.0%	0.0%	0.0%	0.0%	8.2%
7g) Government/Post Office	Yes	7.7%	32.0%	18.2%	0.0%	15.8%	25.0%	21.4%	15.0%	5.3%	0.0%	0.0%	18.5%	15.9%
	No	80.8%	68.0%	63.6%	100.0%	73.7%	72.2%	75.0%	80.0%	78.9%	0.0%	0.0%	81.5%	72.7%
	I don't know	11.5%	0.0%	18.2%	0.0%	10.5%	2.8%	3.6%	5.0%	15.8%	0.0%	0.0%	0.0%	11.4%
7h) Museums	Yes	50.0%	44.4%	55.0%	18.2%	57.1%	39.0%	40.0%	31.2%	47.1%	100.0%	25.0%	47.6%	34.6%
	No	50.0%	55.6%	35.0%	81.8%	42.9%	56.1%	40.0%	62.5%	52.9%	0.0%	75.0%	52.4%	57.7%
	I don't know	0.0%	0.0%	10.0%	0.0%	0.0%	4.9%	20.0%	6.2%	0.0%	0.0%	0.0%	0.0%	7.7%
7i) Special event (not at Coliseum)	Yes	100.0%	75.0%	81.1%	88.0%	66.7%	83.3%	92.9%	78.1%	82.8%	100.0%	25.0%	81.8%	81.5%
	No	0.0%	20.0%	16.2%	12.0%	33.3%	14.3%	0.0%	18.8%	17.2%	0.0%	75.0%	15.2%	16.9%
	I don't know	0.0%	5.0%	2.7%	0.0%	0.0%	2.4%	7.1%	3.1%	0.0%	0.0%	0.0%	3.0%	1.5%

		Age groups				Children <18		Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
8. What are the top two reasons you most often visit Downtown Poplar Bluff?	Special event	41.8%	46.3%	45.9%	50.0%	42.2%	48.4%	44.6%	45.6%	37.3%	60.0%	42.9%	46.6%	45.7%
	Shopping	40.0%	33.3%	36.1%	50.0%	28.1%	39.2%	32.3%	49.1%	25.4%	60.0%	14.3%	25.0%	46.5%
	Dining	38.2%	35.2%	16.4%	30.0%	32.8%	28.8%	33.8%	21.1%	33.9%	20.0%	57.1%	34.1%	27.9%
	Nightlife/entertainment	16.4%	13.0%	9.8%	5.0%	20.3%	8.5%	20.0%	14.0%	11.9%	0.0%	14.3%	9.1%	12.4%
	Going to Church	1.8%	5.6%	4.9%	2.5%	1.6%	4.6%	0.0%	12.3%	1.7%	0.0%	0.0%	1.1%	5.4%
	Conducting business	3.6%	7.4%	13.1%	7.5%	7.8%	10.5%	4.6%	8.8%	13.6%	0.0%	42.9%	10.2%	9.3%
	Government/Post Office	3.6%	5.6%	4.9%	5.0%	1.6%	5.9%	0.0%	8.8%	3.4%	0.0%	0.0%	4.5%	4.7%
	This is my first visit	1.8%	1.9%	4.9%	2.5%	0.0%	3.9%	0.0%	1.8%	3.4%	0.0%	0.0%	3.4%	2.3%
	Other	3.6%	1.9%	26.2%	12.5%	3.1%	15.0%	6.2%	7.0%	20.3%	40.0%	0.0%	11.4%	10.9%
		Age groups				Children <18		Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
9. How easy would you say it is to find your way around Downtown Poplar Bluff?	Very easy	50.0%	57.6%	59.0%	67.5%	64.3%	58.2%	62.9%	58.8%	60.0%	60.0%	75.0%	50.8%	63.9%
	Somewhat easy	41.2%	27.3%	26.2%	22.5%	28.6%	28.4%	28.6%	25.5%	28.0%	40.0%	0.0%	36.1%	25.0%
	Somewhat difficult	2.9%	12.1%	0.0%	5.0%	7.1%	3.5%	0.0%	11.8%	2.0%	0.0%	0.0%	4.9%	3.7%
	Very difficult	2.9%	0.0%	3.3%	2.5%	0.0%	2.8%	2.9%	2.0%	0.0%	0.0%	0.0%	3.3%	0.9%
	I don't know	2.9%	3.0%	11.5%	2.5%	0.0%	7.1%	5.7%	2.0%	10.0%	0.0%	25.0%	4.9%	6.5%
	Very/Somewhat easy	91.2%	84.8%	85.2%	90.0%	92.9%	86.5%	91.4%	84.3%	88.0%	100.0%	75.0%	86.9%	88.9%
	Very/Somewhat difficult	5.9%	12.1%	3.3%	7.5%	7.1%	6.4%	2.9%	13.7%	2.0%	0.0%	0.0%	8.2%	4.6%
		Age groups				Children <18		Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
10. How convenient would you say that parking is Downtown?	Very convenient	50.0%	27.5%	19.7%	12.5%	50.0%	19.3%	37.3%	19.3%	26.8%	0.0%	14.3%	31.7%	26.4%
	Somewhat convenient	23.1%	41.2%	27.9%	50.0%	24.1%	38.0%	49.2%	33.3%	26.8%	0.0%	14.3%	37.8%	31.0%
	Somewhat inconvenient	13.5%	21.6%	16.4%	25.0%	13.8%	19.3%	6.8%	22.8%	21.4%	60.0%	0.0%	14.6%	20.2%
	Very inconvenient	7.7%	7.8%	19.7%	10.0%	3.4%	14.7%	3.4%	24.6%	8.9%	40.0%	14.3%	6.1%	14.7%
	I don't know.	5.8%	2.0%	16.4%	2.5%	8.6%	8.7%	3.4%	0.0%	16.1%	0.0%	57.1%	9.8%	7.8%
	Very/somewhat convenient	73.1%	68.6%	47.5%	62.5%	74.1%	57.3%	86.4%	52.6%	53.6%	0.0%	28.6%	69.5%	57.4%
	Very/somewhat inconvenient	21.2%	29.4%	36.1%	35.0%	17.2%	34.0%	10.2%	47.4%	30.4%	100.0%	14.3%	20.7%	34.9%
		Age groups				Children <18		Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
11. How convenient would you say that the hours of Downtown businesses are?	Very convenient	20.6%	5.7%	13.1%	20.0%	10.0%	16.0%	22.9%	9.8%	18.0%	0.0%	0.0%	13.6%	14.8%
	Somewhat convenient	41.2%	48.6%	39.3%	42.5%	43.3%	41.7%	40.0%	47.1%	42.0%	0.0%	0.0%	30.3%	48.1%
	Somewhat inconvenient	14.7%	8.6%	13.1%	7.5%	13.3%	10.4%	11.4%	19.6%	4.0%	20.0%	0.0%	18.2%	6.5%
	Very inconvenient	5.9%	11.4%	9.8%	5.0%	13.3%	6.9%	5.7%	5.9%	8.0%	40.0%	0.0%	6.1%	9.3%
	I don't know	17.6%	25.7%	24.6%	25.0%	20.0%	25.0%	20.0%	17.6%	28.0%	40.0%	100.0%	31.8%	21.3%
	Very/somewhat convenient	61.8%	54.3%	52.5%	62.5%	53.3%	57.6%	62.9%	56.9%	60.0%	0.0%	0.0%	43.9%	63.0%
	Very/somewhat inconvenient	20.6%	20.0%	23.0%	12.5%	26.7%	17.4%	17.1%	25.5%	12.0%	60.0%	0.0%	24.2%	15.7%

		Age groups				Children <18		Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
12. How safe would you say you feel in Downtown Poplar Bluff during the day?	Feel safe most of the time	20.6%	54.5%	49.2%	45.0%	28.6%	46.4%	42.9%	37.3%	46.9%	60.0%	0.0%	39.3%	45.8%
	Feel very safe all of the time	61.8%	24.2%	29.5%	40.0%	46.4%	36.4%	45.7%	43.1%	32.7%	40.0%	50.0%	39.3%	37.4%
	Feel unsafe some of the time	2.9%	12.1%	4.9%	5.0%	10.7%	5.0%	5.7%	7.8%	4.1%	0.0%	25.0%	6.6%	5.6%
	Do not feel safe at all	11.8%	3.0%	1.6%	2.5%	14.3%	2.1%	5.7%	5.9%	2.0%	0.0%	0.0%	4.9%	3.7%
	I don't know	2.9%	6.1%	14.8%	7.5%	0.0%	10.0%	0.0%	5.9%	14.3%	0.0%	25.0%	9.8%	7.5%
	Feel safe most/all of the time	82.4%	78.8%	78.7%	85.0%	75.0%	82.9%	88.6%	80.4%	79.6%	100.0%	50.0%	78.7%	83.2%
Feel unsafe some/all of the time	14.7%	15.2%	6.6%	7.5%	25.0%	7.1%	11.4%	13.7%	6.1%	0.0%	25.0%	11.5%	9.3%	
		Age groups				Children <18		Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
13. How safe would you say you feel in Downtown Poplar Bluff at night?	Feel very safe all of the time	32.4%	9.1%	9.8%	10.0%	10.7%	14.9%	25.7%	17.6%	6.0%	0.0%	0.0%	11.5%	15.7%
	Feel safe most of the time	29.4%	27.3%	34.4%	35.0%	32.1%	33.3%	28.6%	35.3%	40.0%	20.0%	0.0%	36.1%	31.5%
	Feel unsafe some of the time	14.7%	27.3%	16.4%	20.0%	25.0%	17.7%	22.9%	21.6%	12.0%	40.0%	25.0%	19.7%	18.5%
	Do not feel safe at all	14.7%	12.1%	14.8%	12.5%	14.3%	12.8%	14.3%	13.7%	8.0%	20.0%	0.0%	6.6%	16.7%
	I don't know	8.8%	24.2%	24.6%	22.5%	17.9%	21.3%	8.6%	11.8%	34.0%	20.0%	75.0%	26.2%	17.6%
	Feel safe most/all of the time	61.8%	36.4%	44.3%	45.0%	42.9%	48.2%	54.3%	52.9%	46.0%	20.0%	0.0%	47.5%	47.2%
Feel unsafe some/all of the time	29.4%	39.4%	31.1%	32.5%	39.3%	30.5%	37.1%	35.3%	20.0%	60.0%	25.0%	26.2%	35.2%	
		Age groups				Children <18		Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
14. What kind of restaurants or entertainment opportunities would make you more likely to visit Downtown Poplar Bluff?	Family restaurants	38.2%	51.4%	53.3%	80.0%	53.3%	55.2%	57.1%	51.0%	58.0%	60.0%	42.9%	43.9%	61.7%
	Fine dining	17.6%	22.9%	26.7%	7.5%	16.7%	18.9%	14.3%	9.8%	28.0%	20.0%	14.3%	21.2%	17.8%
	Microbrewery	14.7%	2.9%	3.3%	5.0%	3.3%	6.3%	5.7%	7.8%	6.0%	0.0%	0.0%	6.1%	5.6%
	More special events	14.7%	22.9%	31.7%	32.5%	20.0%	28.0%	17.1%	23.5%	32.0%	20.0%	0.0%	25.8%	27.1%
	Bands/live/concerts/music in park	38.2%	22.9%	25.0%	10.0%	23.3%	22.4%	20.0%	27.5%	26.0%	40.0%	14.3%	28.8%	18.7%
	Bars/nightlife	17.6%	0.0%	1.7%	0.0%	0.0%	4.9%	5.7%	7.8%	2.0%	0.0%	0.0%	3.0%	4.7%
	Game room/arcade/pool room	11.8%	0.0%	0.0%	0.0%	3.3%	2.1%	2.9%	5.9%	0.0%	0.0%	0.0%	1.5%	2.8%
	Family events	11.8%	25.7%	25.0%	27.5%	26.7%	22.4%	40.0%	25.5%	16.0%	40.0%	0.0%	22.7%	24.3%
	Activities for teenagers	5.9%	11.4%	0.0%	5.0%	6.7%	4.2%	11.4%	3.9%	4.0%	0.0%	0.0%	7.6%	2.8%
	Arts Galleries/events	2.9%	2.9%	6.7%	7.5%	0.0%	7.0%	2.9%	3.9%	10.0%	0.0%	14.3%	4.5%	6.5%
	Children's attractions/activities	5.9%	14.3%	10.0%	0.0%	13.3%	8.4%	2.9%	7.8%	8.0%	0.0%	42.9%	12.1%	7.5%
Other	8.8%	0.0%	3.3%	7.5%	3.3%	7.0%	2.9%	5.9%	2.0%	20.0%	42.9%	7.6%	4.7%	

		Age groups				Children <18		Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
15. What kinds of businesses would make you more likely to visit Downtown Poplar Bluff?	Clothing stores	46.6%	34.5%	33.3%	35.0%	37.3%	38.1%	45.6%	38.6%	36.8%	20.0%	33.3%	36.1%	38.9%
	More shops (in general)	31.0%	36.4%	40.4%	37.5%	38.8%	34.7%	29.4%	29.8%	38.6%	60.0%	33.3%	32.5%	38.9%
	Specialty/upscale shops	8.6%	3.6%	12.3%	5.0%	4.5%	8.8%	4.4%	5.3%	14.0%	20.0%	0.0%	4.8%	9.2%
	Shoe store	6.9%	1.8%	5.3%	7.5%	1.5%	6.1%	5.9%	5.3%	7.0%	0.0%	0.0%	4.8%	5.3%
	Antique shops	6.9%	12.7%	15.8%	22.5%	9.0%	15.6%	14.7%	12.3%	15.8%	20.0%	0.0%	9.6%	15.3%
	Farmer's market	10.3%	18.2%	28.1%	30.0%	13.4%	23.8%	16.2%	29.8%	10.5%	60.0%	0.0%	15.7%	22.9%
	Coffee shop/Internet cafe	3.4%	0.0%	8.8%	2.5%	1.5%	4.8%	0.0%	7.0%	3.5%	0.0%	0.0%	4.8%	3.1%
	Bookstore	10.3%	3.6%	7.0%	7.5%	4.5%	8.2%	8.8%	5.3%	7.0%	0.0%	33.3%	7.2%	6.9%
	Drugstore	0.0%	3.6%	3.5%	5.0%	3.0%	2.7%	0.0%	0.0%	7.0%	0.0%	0.0%	3.6%	2.3%
	Art galleries/shops	6.9%	3.6%	3.5%	2.5%	0.0%	6.1%	0.0%	7.0%	3.5%	20.0%	0.0%	3.6%	4.6%
	Soda fountain/Ice cream shop	3.4%	14.5%	3.5%	15.0%	6.0%	9.5%	5.9%	12.3%	10.5%	0.0%	0.0%	7.2%	9.2%
	Art supply/craft store	5.2%	5.5%	3.5%	2.5%	1.5%	5.4%	2.9%	8.8%	1.8%	0.0%	0.0%	3.6%	4.6%
	Outdoor sporting goods store	13.8%	5.5%	10.5%	15.0%	11.9%	11.6%	11.8%	12.3%	8.8%	0.0%	0.0%	15.7%	9.2%
Other	1.7%	3.6%	8.8%	2.5%	1.5%	6.1%	0.0%	3.5%	8.8%	0.0%	33.3%	4.8%	4.6%	
		Age groups				Children <18		Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
16. What other physical improvements would make Downtown Poplar Bluff more appealing?	Renovation of historic buildings	58.2%	50.0%	54.4%	67.5%	56.1%	57.3%	62.5%	59.6%	58.6%	42.9%	28.6%	48.1%	59.5%
	More/better lighting	14.5%	46.3%	29.8%	17.5%	22.7%	28.0%	28.1%	21.1%	31.0%	14.3%	14.3%	24.7%	29.0%
	Better signage	7.3%	1.9%	15.8%	22.5%	4.5%	13.3%	9.4%	10.5%	6.9%	14.3%	0.0%	11.1%	10.7%
	Cleaner	0.0%	7.4%	12.3%	5.0%	4.5%	8.0%	1.6%	8.8%	8.6%	0.0%	42.9%	9.9%	5.3%
	Change one-way streets	10.9%	11.1%	14.0%	7.5%	9.1%	10.7%	10.9%	3.5%	12.1%	14.3%	14.3%	9.9%	11.5%
	Add benches and trashcans	7.3%	7.4%	1.8%	2.5%	4.5%	4.7%	1.6%	8.8%	3.4%	14.3%	0.0%	4.9%	3.8%
	More/better parking	3.6%	3.7%	7.0%	2.5%	6.1%	3.3%	1.6%	7.0%	5.2%	0.0%	0.0%	6.2%	3.1%
	new/better sidewalks	10.9%	3.7%	15.8%	30.0%	7.6%	18.0%	6.2%	19.3%	19.0%	14.3%	42.9%	12.3%	16.8%
	More greenspace	5.5%	0.0%	5.3%	2.5%	1.5%	6.0%	4.7%	3.5%	0.0%	0.0%	42.9%	4.9%	4.6%
	Restore brick streets	7.3%	7.4%	3.5%	2.5%	6.1%	4.7%	3.1%	5.3%	6.9%	42.9%	0.0%	6.2%	6.1%
	Pave over brick streets	16.4%	13.0%	19.3%	27.5%	6.1%	22.7%	9.4%	26.3%	17.2%	42.9%	0.0%	19.8%	18.3%
Other	5.5%	1.9%	7.0%	7.5%	4.5%	5.3%	3.1%	7.0%	5.2%	0.0%	0.0%	7.4%	3.8%	
		Age groups				Children <18		Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
17. Excluding lodging, how much money are you likely to spend in Downtown Poplar Bluff during this visit?	less than \$50	38.2%	39.3%	44.3%	52.5%	30.3%	51.3%	50.0%	56.1%	32.2%	40.0%	25.0%	39.3%	46.2%
	\$50 - \$99	50.9%	42.9%	32.8%	22.5%	51.5%	31.3%	45.2%	26.3%	44.1%	20.0%	75.0%	38.1%	36.4%
	\$100 - \$199	9.1%	8.9%	8.2%	12.5%	9.1%	8.7%	3.2%	14.0%	8.5%	20.0%	0.0%	8.3%	9.8%
	\$200 or more	1.8%	5.4%	9.8%	5.0%	7.6%	4.7%	0.0%	1.8%	10.2%	0.0%	0.0%	11.9%	3.8%
	Other/don't know	0.0%	3.6%	4.9%	7.5%	1.5%	4.0%	1.6%	1.8%	5.1%	20.0%	0.0%	2.4%	3.8%

		Age groups				Children <18		Income					Gender		
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female	
		%	%	%	%	%	%	%	%	%	%	%	%	%	
18. Please indicate which of the following are hobbies of yours ...															
18a) Retail/boutique shopping	Yes	88.9%	95.5%	78.4%	69.6%	80.0%	77.8%	80.0%	80.6%	74.3%	75.0%	40.0%	44.1%	90.8%	
	No	11.1%	4.5%	21.6%	30.4%	20.0%	22.2%	20.0%	19.4%	25.7%	25.0%	60.0%	55.9%	9.2%	
	I 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%	
18b) Biking	Yes	62.5%	37.5%	33.3%	16.7%	20.0%	31.6%	37.5%	28.6%	30.8%	50.0%	0.0%	40.9%	22.2%	
	No	37.5%	62.5%	66.7%	83.3%	80.0%	60.5%	62.5%	71.4%	69.2%	50.0%	0.0%	45.5%	77.8%	
	I don't know	0.0%	0.0%	0.0%	0.0%	0.0%	7.9%	0.0%	0.0%	0.0%	0.0%	100.0%	13.6%	0.0%	
18c) Camping	Yes	94.7%	85.7%	90.0%	62.5%	81.8%	82.1%	70.6%	85.7%	83.3%	50.0%	100.0%	79.4%	84.4%	
	No	5.3%	14.3%	10.0%	37.5%	18.2%	17.9%	29.4%	14.3%	16.7%	50.0%	0.0%	20.6%	15.6%	
	I 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%	
18d) Antique shopping	Yes	86.7%	89.5%	85.7%	78.6%	78.6%	83.9%	89.5%	81.6%	76.3%	100.0%	100.0%	71.0%	88.0%	
	No	13.3%	10.5%	14.3%	21.4%	21.4%	16.1%	10.5%	18.4%	23.7%	0.0%	0.0%	29.0%	12.0%	
	I 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%	
18e) Hunting/fishing	Yes	81.0%	77.8%	74.1%	48.0%	81.8%	63.0%	68.2%	61.8%	72.0%	100.0%	0.0%	74.4%	61.5%	
	No	19.0%	22.2%	25.9%	52.0%	18.2%	37.0%	31.8%	38.2%	28.0%	0.0%	100.0%	25.6%	38.5%	
	I 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%	
18f) Walking/hiking	Yes	90.5%	72.2%	78.8%	66.7%	75.0%	73.9%	71.4%	69.2%	84.6%	66.7%	40.0%	63.2%	80.3%	
	No	9.5%	27.8%	21.2%	33.3%	25.0%	26.1%	28.6%	30.8%	15.4%	33.3%	60.0%	36.8%	19.7%	
	I 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%	
18g) Find dining	Yes	90.0%	82.4%	85.3%	71.4%	75.0%	79.8%	83.3%	74.2%	84.0%	100.0%	40.0%	69.7%	83.9%	
	No	10.0%	17.6%	14.7%	28.6%	25.0%	20.2%	16.7%	25.8%	16.0%	0.0%	60.0%	30.3%	16.1%	
	I 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%	
18h) Boating	Yes	83.3%	57.1%	75.0%	25.0%	66.7%	57.9%	66.7%	52.2%	70.6%	50.0%	0.0%	61.8%	57.9%	
	No	16.7%	42.9%	25.0%	75.0%	33.3%	42.1%	33.3%	47.8%	29.4%	50.0%	100.0%	38.2%	42.1%	
	I 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%	
18i) Crafts	Yes	83.3%	72.2%	61.3%	65.2%	66.7%	65.4%	78.6%	61.8%	58.3%	80.0%	25.0%	42.9%	77.0%	
	No	16.7%	27.8%	35.5%	34.8%	22.2%	34.6%	21.4%	35.3%	41.7%	20.0%	75.0%	57.1%	21.3%	
	I don't know	0.0%	0.0%	3.2%	0.0%	11.1%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	1.6%	
18j) Sewing/quilting	Yes	20.0%	81.8%	47.1%	26.3%	33.3%	43.1%	22.2%	43.5%	47.1%	80.0%	0.0%	25.0%	53.8%	
	No	80.0%	18.2%	52.9%	73.7%	66.7%	56.9%	77.8%	56.5%	52.9%	20.0%	100.0%	75.0%	46.2%	
	I 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%	
18k) Home decorating	Yes	80.0%	82.4%	68.6%	41.7%	58.3%	62.8%	46.2%	60.0%	66.7%	83.3%	40.0%	29.2%	75.4%	
	No	20.0%	17.6%	31.4%	58.3%	41.7%	37.2%	53.8%	40.0%	33.3%	16.7%	60.0%	70.8%	24.6%	
	I don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	

		Age groups				Children <18		Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
19. In which of the following age groups are you?	18-34	100.0%	0.0%	0.0%	0.0%	43.5%	18.5%	39.3%	29.8%	21.1%	0.0%	0.0%	31.4%	23.8%
	35-49	0.0%	100.0%	0.0%	0.0%	45.2%	17.9%	34.4%	19.3%	22.8%	20.0%	28.6%	29.1%	23.8%
	50-64	0.0%	0.0%	100.0%	0.0%	9.7%	36.4%	8.2%	28.1%	38.6%	80.0%	28.6%	24.4%	30.0%
	65 or over	0.0%	0.0%	0.0%	100.0%	1.6%	25.2%	18.0%	22.8%	17.5%	0.0%	0.0%	11.6%	22.3%
	Other, don't know, refused	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	42.9%	3.5%	0.0%
		Age groups				Children <18		Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
20. Did any children under the age of 18 come with you Downtown today?	Yes	49.1%	50.9%	9.8%	2.5%	100.0%	0.0%	47.7%	19.3%	30.0%	0.0%	42.9%	34.9%	26.7%
	No	50.9%	49.1%	90.2%	95.0%	0.0%	100.0%	52.3%	78.9%	70.0%	100.0%	57.1%	65.1%	72.5%
	Other, don't know	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.8%
		Age groups				Children <18		Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
21. Income	Under \$25,000	43.6%	41.2%	8.3%	28.2%	47.7%	22.8%	100.0%	0.0%	0.0%	0.0%	0.0%	36.8%	23.3%
	\$25,000 to \$49,999	30.9%	21.6%	26.7%	33.3%	16.9%	30.2%	0.0%	100.0%	0.0%	0.0%	0.0%	19.5%	31.0%
	\$50,000 to \$74,999	21.8%	25.5%	36.7%	25.6%	27.7%	28.2%	0.0%	0.0%	100.0%	0.0%	0.0%	25.3%	29.5%
	\$75,000 to \$99,999	0.0%	2.0%	6.7%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	100.0%	0.0%	5.7%	3.1%
	\$100,000 plus	0.0%	3.9%	3.3%	0.0%	4.6%	2.7%	0.0%	0.0%	0.0%	0.0%	100.0%	4.6%	2.3%
	Other, don't know, refused	3.6%	5.9%	18.3%	12.8%	3.1%	12.8%	0.0%	0.0%	0.0%	0.0%	0.0%	8.0%	10.9%
		Age groups				Children <18		Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
22. Gender	Male	46.6%	44.6%	35.0%	25.6%	46.2%	37.1%	51.6%	29.8%	36.7%	55.6%	57.1%	100.0%	0.0%
	Female	53.4%	55.4%	65.0%	74.4%	53.8%	62.9%	48.4%	70.2%	63.3%	44.4%	42.9%	0.0%	100.0%