

COMMUNITY TELEPHONE SURVEY REPORT

FINAL SURVEY FINDINGS AND RESULTS

CITY OF ST. JOSEPH, MISSOURI

September, 2007



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ACKNOWLEDGMENTS



DOWNTOWN REVITALIZATION AND ECONOMIC ASSISTANCE FOR
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SECTION I

EXECUTIVE SUMMARY

In September 2007, UNICOM-ARC conducted a telephone survey of residents in St. Joseph 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 in collaboration with the DREAM Initiative.

Three hundred (300) interviews were completed, and a sample of this size yields an overall error margin of $\pm 5.5\%$.

A. Priorities for Community

At the beginning of the survey, respondents were asked to prioritize five potential improvements that "that might 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. More than seven in ten respondents (71.1%) answered that "repairing major streets" should be a high priority (4-5) for the City, and 61.1% placed a high priority on "improving emergency services."

Less than half of respondents placed a high priority on "upgrading parks and recreation facilities" (48.5%, 4-5) and "revitalizing the St. Joseph downtown area" (44.2%). Approximately two in five respondents placed a high priority on "attracting more big box retail development" (41.5%).

B. Visiting Downtown

Respondents were asked how often they visit downtown. One in four respondents (25.6%) answered that they visit downtown "more than five times a month." Another one-third (32.2%) visit downtown "one to five times per month." Smaller percentages of respondents said that they visit downtown "less than once a month" (21.9%), and "once a year or less" (17.6%).

Respondents were then read a list of reasons for visiting downtown and asked how often they conduct these activities in downtown St. Joseph. Respondents indicated they were most likely to visit downtown for entertainment reasons, the government/post office or to conduct business:

- Entertainment (41.6% very/somewhat often)
- Government/post office (41.3%)
- Conducting business (41.0%)
- Special events (40.6%)
- Dining (40.3%)
- Outdoor recreation, such as walking (22.5%)
- Shopping (16.7%)

When asked which one of these reasons respondents would most often visit downtown, a plurality of respondents indicated “conducting business” (25.6%). Another one-fifth (20.5%) answered “government/post office.”

C. Views of the Current St. Joseph Downtown

Respondents were read a list of eleven characteristics of a downtown and asked to rate conditions in downtown St. Joseph. Very few respondents rated St. Joseph as “excellent” in any category. (None of the characteristics tested was rated as “excellent” by more than one in ten respondents.) Majorities, however, rated all but five items as “excellent” or “good.”

One characteristic was highly rated by more than six in ten respondents:

- Preservation of historic structures (65.1% excellent/good)

Five other characteristics were rated highly by majorities of respondents:

- Condition of sidewalks (58.8% excellent/good)
- Convenient business hours (57.8%)
- Signs to help people find their way around (57.5%)
- Dining options (52.5%)
- Entertainment options (52.2% excellent/good)

Fewer than half of respondents rated five other items as “excellent” or “good:”

- Condition of streets (49.2% excellent/good)
- Diverse mix of businesses (42.9%)
- Convenient parking (41.2%)
- Available green space (35.9%)
- Occupied storefronts (22.3%)

The vast majority of respondents (84.7%) suggested that it is “very” or “somewhat” important that downtown St. Joseph work to retain its historic character (51.7% - very, 36.3% - somewhat). Only 14.3% indicated that doing so is “not very” or “not at all” important.

When asked, on a five-point scale, how safe respondents felt in downtown St. Joseph during the day, 56.8% answered that they felt very safe (5) with a total of 84% answering with a 4 or a 5. When asked how safe they felt at night, only 16.9% answered that they felt very safe (5) with 31.9% answering with a 4 or a 5.

D. Priorities for Types of Downtown Businesses

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

Only three types of businesses were viewed as a high priority by majorities of respondents:

- Casual dining (60.5%, 4-5 on a five-point scale)
- Department store or other "anchor" store (56.8%)
- Upscale dining (54.8%)

Five other types of businesses were seen as a high priority to approximately two-fifths of respondents:

- Lodging such as hotel, motel or bed and breakfast (48.5%, 4-5)
- Grocery store (48.5%)
- Movie theater (45.5%)
- Clothing stores (44.9%)
- Art galleries and shops (44.5%)

The remaining businesses were a high priority for fewer than four in ten respondents:

- Ice cream shop/soda fountain (39.5%, 4-5)
- Upscale specialty shop (39.5%)
- Antique shops (35.9%)
- Shoe stores (28.2%)
- Bars/nightclubs (21.6%)

When respondents were asked to choose the one business they would most like to see in downtown St. Joseph, the top response was "casual dining" (19.3%) followed closely by "department/anchor store" (17.3%) and "upscale dining" (13.3%).

E. Priorities for Other Downtown Improvements

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.

Seven of the possible improvements were considered a high priority to a majority of respondents:

- Making better use of the riverfront area (76.4%, 4-5 on a five-point scale)
- Improving condition of parking garages (66.1%)
- Making street parking rules clearer for drivers (65.8%)
- Making the area more pedestrian-friendly (65.4%)
- Improving building facades (65.1%)
- Improving lighting (58.8%)
- Improving signage to help people find their way around (54.2%)

The remaining four other potential improvements tested in the survey were considered a high priority by less than half of respondents:

- Moving utilities underground (49.2% 4-5)
- Adding green space (47.2%)
- Developing second-story residential space (44.2%)
- Stricter building code enforcement (40.9%)

F. Communication about Downtown

When asked to indicate their primary and secondary sources of information about downtown St. Joseph, a total of 66.4% answered that they get their information (primary and secondary) from “a local newspaper.” Two in five (33.9%) also answered that “word-of-mouth” is a primary or secondary source of information about downtown and 39.2% answered “television.” A majority (39.6%) answered “other,” and those detailed responses are included elsewhere in this report.

G. Key Points

- ✓ Among five “quality of life” improvements, respondents placed the highest priority on repairing major streets and placed the lowest priority on attracting more big box retail development.
- ✓ Most respondents indicated that they visit downtown one to five times a month and said they most often utilize downtown for conducting business and government or post office business as well as entertainment purposes.
- ✓ Respondents gave especially high marks to preservation of historic structures, condition of the sidewalks and convenient business hours in downtown. Items such as occupied storefronts and available green space were viewed less favorably.
- ✓ Majorities of respondents felt safe during the day in downtown St. Joseph, but fewer felt safe at night.
- ✓ Majorities of respondents placed high priorities on adding more casual dining options, a department or anchor store, and more upscale dining downtown.
- ✓ Among several potential downtown improvements, respondents were most likely to place a high priority on making better use of the riverfront area, improving conditions of parking garages and making street parking rules clearer for drivers.
- ✓ Respondents indicated that they receive information about downtown from a variety of sources, especially through local newspapers, television and word-of-mouth.

SECTION II

OVERVIEW OF DATA

In September 2007, UNICOM-ARC conducted a telephone survey of residents in St. Joseph, 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 in collaboration with the DREAM Initiative.

Three hundred (300) interviews were completed, and a sample of this size yields an overall error margin of $\pm 5.5\%$. This overview provides overall results of questions asked in the survey, in the order in which they were asked.

		%
1. Thinking about the St. Joseph, Missouri area, would you say things are moving in the right direction or moving in the wrong direction?	right	54.5%
	mixed	19.3%
	wrong	19.6%
	other, don't know	6.6%

I'm going to read a list of things that might be done to improve the quality of life in St. Joseph. 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.

	top priority (5)	high priority (4-5)	3	low priority (1-2)	other, don't know
2. Revitalizing the St. Joseph downtown area	25.2%	44.2%	24.3%	29.6%	2.0%
3. Repairing major streets	49.2%	71.1%	14.6%	14.0%	.3%
4. Improving emergency services	36.2%	61.1%	21.9%	12.3%	4.7%
5. Upgrading parks and recreation facilities	25.9%	48.5%	37.2%	12.3%	2.0%
6. Attracting more big box retail development	23.3%	41.5%	25.6%	28.9%	4.0%

		%
7. How often do you visit downtown St. Joseph?	once a year or less	17.6%
	less than once a month	21.9%
	one to five times a month	32.2%
	more than five times a month	25.6%
	other (specify)	.7%
	don't visit downtown	1.7%
	other, 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 often/ not at all	other, don't know
8. shopping	4.4%	16.7%	82.6%	.7%
9. dining	10.2%	40.3%	59.4%	.3%
10. entertainment	6.8%	41.6%	58.0%	.3%
11. outdoor recreation, such as walking	10.9%	22.5%	77.1%	.3%
12. special events	7.2%	40.6%	59.0%	.3%
13. government/post office	10.9%	41.3%	58.0%	.7%
14. conducting business	14.3%	41.0%	58.7%	.3%

	%
shopping	2.4%
dining	12.3%
entertainment	16.0%
15. Of the items listed above, which would you say is the one reason you most often visit downtown St. Joseph?	
outdoor recreation, such as walking	3.4%
special events	9.9%
government/post office	20.5%
conducting business	25.6%
other, don't know	9.9%

For each of the following characteristics of a downtown I read, please tell me if you think conditions in St. Joseph are excellent, good, not so good or poor.

	<i>excellent</i>	excellent/ good	not so good/ poor	other, don't know
16. signs to help people find their way around	4.0%	57.5%	40.5%	2.0%
17. convenient business hours	2.3%	57.8%	35.2%	7.0%
18. available green space	3.0%	35.9%	49.8%	14.3%
19. preservation of historic structures	7.0%	65.1%	29.2%	5.6%
20. occupied storefronts	1.0%	22.3%	70.8%	7.0%
21. convenient parking	4.7%	41.2%	56.1%	2.7%
22. diverse mix of businesses	3.0%	42.9%	49.5%	7.6%
23. dining options	7.0%	52.5%	40.5%	7.0%
24. entertainment options	5.0%	52.2%	43.9%	4.0%
25. condition of streets	2.0%	49.2%	48.5%	2.3%
26. condition of sidewalks	2.7%	58.8%	32.6%	8.6%

		%
27. How important would you say it is that downtown St. Joseph work to retain its historic character?	very important	52.8%
	somewhat important	31.9%
	not very important	8.0%
	not at all important	6.3%
	other, don't know	1.0%
	very/somewhat not very/not at all	84.7% 14.3%

		%
28. Using a five-point scale where "5" means you feel very safe and a "1" means you do not feel safe at all, how safe would you say you feel in downtown St. Joseph during the day? Of course, you can use any number between "1" and "5."	very safe (5)	56.8%
	4	26.2%
	3	10.6%
	2	2.3%
	not safe at all (1)	2.3%
	other, don't know	1.7%

		%
29. Using the same scale, how safe would you say you feel in downtown St. Joseph at night?	very safe (5)	16.9%
	4	15.0%
	3	25.2%
	2	16.9%
	not safe at all (1)	21.3%
	other, don't know	4.7%

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 St. Joseph 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.

	top priority (5)	high priority (4-5)	3	low priority (1-2)	other, don't know
30. lodging such as hotel, motel or b&b	23.9%	48.5%	23.3%	26.2%	2.0%
31. casual dining	24.3%	60.5%	23.9%	13.6%	2.0%
32. movie theater	20.9%	45.5%	22.9%	29.6%	2.0%
33. ice cream shop/soda fountain	16.6%	39.5%	30.9%	26.2%	3.3%
34. upscale specialty shops	16.6%	39.5%	34.2%	22.9%	3.3%
35. antique shops	16.9%	35.9%	25.9%	36.2%	2.0%
36. art galleries and shops	20.3%	44.5%	30.2%	24.3%	1.0%
37. upscale dining	27.9%	54.8%	27.6%	15.9%	1.7%
38. clothing stores	20.3%	44.9%	27.9%	25.6%	1.7%
39. shoe stores	11.6%	28.2%	32.2%	37.9%	1.7%
40. bars/nightclubs	7.3%	21.6%	19.9%	55.8%	2.7%
41. department store or other 'anchor' store	30.9%	56.8%	20.9%	21.6%	.7%
42. grocery store	29.6%	48.5%	21.9%	28.6%	1.0%

	%
lodging, such as hotel, motel or b&b	2.3%
casual dining	17.3%
movie theater	5.6%
ice cream shop/soda fountain	2.7%
upscale specialty shops	4.0%
antique shops	5.0%
art galleries and shops	4.3%
upscale dining	13.3%
clothing stores	8.0%
shoe stores	1.0%
bars/nightclubs	2.3%
department store or other 'anchor' store	15.0%
grocery store	9.3%
other [specify]	4.7%
don't know	5.3%

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 St. Joseph using the same 5-point scale.

	top priority (5)	high priority (4-5)	3	low priority (1-2)	other, don't know
44. adding green space	21.9%	47.2%	21.6%	21.9%	9.3%
45. improving lighting	33.9%	58.8%	25.9%	11.3%	4.0%
46. moving utilities underground	29.2%	49.2%	23.3%	23.6%	4.0%
47. improving conditions of parking garages	41.2%	66.1%	17.9%	13.3%	2.7%
48. stricter code enforcement	21.9%	40.9%	28.9%	26.6%	3.7%
49. developing second-story residential space	18.3%	44.2%	30.6%	22.3%	3.0%
50. making the area more pedestrian-friendly	39.9%	65.4%	21.6%	12.6%	.3%
51. improving signage to help people find their way around	31.9%	54.2%	27.2%	17.3%	1.3%
52. improving building facades	33.2%	65.1%	20.9%	10.6%	3.3%
53. making better use of the riverfront area	50.8%	76.4%	10.3%	11.6%	1.7%
54. making street parking rules clearer for drivers	41.5%	65.8%	17.9%	15.0%	1.3%

	%	
56. What would you say is your primary source of information about downtown St. Joseph?	local newspaper	38.2%
	television	7.0%
	radio	1.3%
	Chamber of Commerce website	.7%
	word of mouth	15.3%
	none	1.7%
	other [specify]	30.6%
	don't know	5.3%

	%	
56b. And what is your second most likely source of information?	local newspaper	28.2%
	television	32.1%
	radio	3.6%
	Chamber of Commerce website	.7%
	word of mouth	18.6%
	none	4.3%
	other [specify]	9.3%
	don't know	3.2%

Classification questions

		%
57. Age	18-34	13.3%
	35-49	24.9%
	50-64	32.6%
	65 or over	28.6%
	other, don't know	.7%

		%
58. How long have you lived in the St. Joseph area?	0-2 years	3.7%
	3-5 years	3.0%
	6-10 years	3.7%
	11-20 years	7.0%
	more than 20 years	82.7%
	other, don't know	.0%

		%
59. Income	under \$25,000	12.3%
	\$25-49,999	28.2%
	\$50-74,999	22.6%
	\$75-99,999	13.3%
	\$100,000 or more	8.3%
	other, don't know, refused	15.3%

		%
60. Gender	male	49.8%
	female	50.2%

SECTION III

RESPONSES TO OPEN-ENDED QUESTIONS

7. How often do you visit downtown St. Joseph? (Other – specify)

VARIES

DEPENDS ON YEAR SOMETIMES I GO A LOT AND SOMETIMES BARELY AT ALL

43. Of the items listed above, what business would you most like to see in downtown St. Joseph? (Other – specify)

MORE ATTRACTIONS TO THE ARENA

MAKE IT LIKE A STRIP MALL; MIX IN THE OLD WITH THE NEW

BOTH A GOOD DEPARTMENT STORE AND ART GALLERY

WAL-MART

OUTLET SHOPS

A LITTLE BIT OF EVERYTHING

MUSEUMS

NONE

ORVIS, ABERCROMBIE, SPORTING GOODS STORE

RECREATION CENTER FOR YOUTH MORE THAN ANYTHING

DIME STORES

MEAT PRODUCTS

HARLEY DAVIDSON SHOP

CIGAR STORE

55. Are there any other improvements you think should be made to downtown St. Joseph?

I WOULD JUST LIKE TO SEE THE PARKING BE FREE

BRINGING MORE ATTRACTIONS SUCH AS RESTAURANTS AND BUSINESSES;
TRANSPORTATION AFTER HOURS

CLEANING IT UP; IT'S DIRTY; FIX PARKING; WE CAN'T EVER FIND ANYWHERE TO PARK

THEY SHOULD HAVE FREE PARKING IF THEY WANT PEOPLE TO VISIT STORES AND
RESTAURANTS; THAT'S WHY THEY LOST MOST BUSINESS; DO SOMETHING ABOUT
THE SIDEWALK BECAUSE THEY HAVE THE PROPOSAL TO MAKE SURE GRASS IS CUT
BUT

THEY NEED TO CORRECT THEIR DIRECTIONAL ROADS; THEY HAVE TWO OR THREE
ROADS THAT GO ONE WAY AND IT'S HARD TO KNOW WHICH WAY TO GO WHEN
YOU GET TO LIGHTS

THEY NEED A QUIET ZONE FROM THE RAILROAD; THE TRAIN WHISTLES ARE
CONSTANT; THEY CAN DO IT VERY CHEAPLY LIKE ATCHESON, KANSAS; THEY NEED
MORE TOURISM IN THE AREA; DEVELOP THE AREA; BEING OPEN ON WEEKENDS IS

I THINK THERE NEEDS TO BE A DECENT SIZED WHITE COLLAR BUSINESS
DOWNTOWN AND ALSO LESS ENFORCEMENT ON SOME OF THE PARKING LOT
RESTRICTIONS

MAKE IT LIKE DOWNTOWN KANSAS CITY; PROBES

GET RID OF SOME OF THE TRASHY PROPERTIES

DO AWAY WITH THE ONE-WAY STREETS; MORE ENTERTAINMENT

GROCERY STORE AND MAKING SURE I DO NOT GET ANY TICKETS

I THINK THE BEST YOU COULD DO IS GET RID OF THE GRIPERS IN ST JOE

I THINK THE PARKING SHOULD BE MADE FREE TO THE PUBLIC

NEED TO GET BUILDINGS OCCUPIED

MORE FOR THE HOMELESS PEOPLE ESPECIALLY IN THE WINTER

MAKE A CONCERTED EFFORT TO MAKE THE RIVERFRONT A TOURIST DRAW; MAKE A
WORLD CLASS MUSEUM OF THE WEST AS A TOURIST DRAW

MORE BUSINESS OTHER THAN BARS

THE BUILDING CODES ARE TOO STIFF

UPKEEP OF THE STORE FRONTS AND IMPROVING HOUSING; RESTORATION OF
OLDER HOMES

REVITALIZING DOWNTOWN; TEARING OLD APARTMENT BUILDINGS DOWN TO IMPROVE THE LOOK

DOING AWAY WITH RESTRICTIVE PARKING; THE BIGGEST REASON NO ONE WANTS TO GO TO DOWNTOWN

CLEAN THE PLACE UP

SOME KIND OF A MEDICAL FACILITY, MAYBE AN URGENT CARE; I DON'T KNOW, SOME KIND OF A CLINIC

LIKE WHAT I MENTIONED, A GROCERY STORE IN A 10 OR 12 BLOCK AREA AND AN OUTLET STORE AND EVERYTHING ELSE WOULD BE DRAWN IN IF WE ADDED A GOOD QUALITY OUTLET STORE

THEY NEED TO DEVELOP SOME MORE DEPARTMENT STORES AND BOOK STORES TO HELP DRAW PEOPLE INTO THE DOWNTOWN AREA; NON DRINKING ACTIVITIES NEED TO BE PRIORITIZED

YOU SHOULD CLEAR OUT SOME OF THE OLD BUILDINGS BECAUSE THEY CAN BE DANGEROUS; PARTICULARLY BECAUSE OF ASBESTOS ISSUES; THEY ARE HAZARDOUS; IT'S TOO EXPENSIVE TO REHABILITATE THE AREA; PARKING IS NEEDED; IMPROVE RIVER

SEALING IT OFF AND KNOCKING DOWN ALL THE BUILDINGS AND TURNING IT INTO GREEN SPACE TO MAKE A PARK FOR THE CHILDREN

MAKING IT MORE SAFE DOWNTOWN FOR PEOPLE DURING THE NIGHT

BRING IN MORE AND BETTER PAYING JOBS

A LOT MORE BUSINESSES

WIDER STREETS

STREETS ARE AWFUL

FACE LIFT FOR PARKING GARAGES

FOR THE DOWNTOWN AREA THEY NEED THAT GROCERY STORE AND THE CLOSET STORE IS ONE MILE EAST OF THE CITY AND THE ONE ON THE NORTH IS A MILE AND A QUARTER MILE FROM DOWNTOWN AND THEY ARE BOTH OLD AND IT WOULD BE NICE TO

SHOULD FIX SIXTH STREET SO WATER WILL NOT STAND; IT DOESN'T DRAIN RIGHT

GETTING RID OF THE ONE-WAY STREETS

IT REALLY NEEDS LESS BARS AND DRINKING ESTABLISHMENTS

PRESERVE HISTORIC SIGHTS; MORE ACTIVITIES IN THE PARK

A LOT MORE MOM AND POP SHOPS

I THINK THERE ARE TOO MANY VACANT STORES; I DON'T VISIT THE DOWNTOWN AREA VERY OFTEN

BUILDINGS NEED TO BE SHAPED UP

GENERAL PUBLIC ATTITUDE

DOING AWAY WITH THE ONE WAY STREETS; PEOPLE GET CONFUSED

NOT SO MANY ONE WAY STREETS

REBUILD OLD BUILDING AND APARTMENTS

A FEW THINGS CONCENTRATED ON YOUTH BECAUSE THEY ARE IMPORTANT

I THINK THEY OUGHT TO FIX THE STREET AND GET SOME PARKING DOWN THERE

THE PARKING IN DOWNTOWN ST JOSEPH IS ATROCIOUS; TRAFFIC COPS ARE TOO ANXIOUS TO GIVE PARKING TICKETS

NEEDS TO BE MORE LIVE MUSIC FOR THE CITY

GET RID OF THE ONE WAY STREETS; PEOPLE CAN GO THE WRONG WAY AND NOT KNOW

FARMER'S MARKETS; NEED TO BE OPEN ALL THE TIME AND EVERY DAY

I THINK SOME OF THE BUILDINGS NEED A LOT OF RENOVATION, SOME LANDMARKS NEED THAT

IMPROVE PARKING; ADD MORE SPACES

MORE WATER FOUNTAINS AND MORE RELAXING ATMOSPHERE

UTILIZE THE BEAUTIFUL AREAS LEFT LIKE HEARTLAND DOES; STOP TEARING DOWN THE BEAUTIFUL ARCHITECTURE

I THINK THEY NEED TO ADD MORE BUSINESSES TO THE DOWNTOWN AREA INSTEAD OF OUT EAST

JUST MORE BUSINESSES

MORE SHOPPER FRIENDLY; LESS TOWING OF CARS

SAVE SOME OF THE HISTORICAL BUILDINGS

FEWER ONE WAY STREETS

MORE SIDEWALKS

FIND PLACES FOR THE HOMELESS TO LIVE

REVITALIZE THE RIVER

I THINK THERE SHOULD BE LESS CLUTTER OF SIGNAGE; THEY NEED TO ADD MORE RESTAURANTS AND MORE GATHERING PLACES TO THE DOWNTOWN AREA; THEY NEED FEWER STOP LIGHTS FOR BETTER TRAFFIC FLOW

I THINK IMPROVING THE RIVERFRONT THERE, MAKING IT MORE FRIENDLY FOR PEOPLE TO GO DOWN

A HEALTH CLINIC BECAUSE THERE IS ONLY ONE; WHEN I WAS IN NURSING SCHOOL PEOPLE DON'T GO BECAUSE IT'S TOO CROWDED; NOT ENOUGH DOCTORS AND NURSES

GET RID OF ONE-WAY STREETS; MORE FRIENDLY AND INVITING BY UTILIZING STORES MORE BECAUSE THEY ARE LIKE A GHOST TOWN

ALL THE ONE WAY STREETS

ANYTHING THAT WOULD DRAW PEOPLE DOWNTOWN; MORE BUSINESSES IN EMPTY SPOTS

LESS NIGHT CLUBS

TEAR DOWN OLD BUILDINGS

THEY NEED TO DRAW ENTERTAINMENT

STREETS NEED TO BE WIDER AND I THINK THAT WOULD IMPROVE THE BUSINESS DOWN THERE AND BRING A BETTER LIVELIHOOD

KEEP STREETS AND SIDEWALKS CLEAN

LESS ONE WAY STREETS IN THE DOWNTOWN AREA

OVERALL THE CLEANLINESS OF THE CITY; MAINLY THE STREETS

SECOND STORY WALKWAYS

HAVE ENTERTAINMENT GOING; TED HAS GRAND OLE OPRY; MAKE A HISTORIC TOWN, FIRST TOWN WITH EXPRESS

A LOT OF THE OLDER PEOPLE ARE MOVING INTO THE APARTMENTS DOWN THERE SO THEY NEED TO HAVE MORE STORES AND RESTAURANTS; THERE ARE A LOT OF BUILDINGS THAT COULD BE USED FOR MORE APARTMENTS FOR PEOPLE TO LIVE IN

UTILIZE THE SPACE YOU HAVE SO YOU DON'T HAVE TO BUILD MORE

IF THE RIVERFRONT HAD A NICE PARK

DECORATE IT MORE DURING CHRISTMAS TIME; KEEP BUILDINGS CLEANER - THEY LOOK BAD

THEY SHOULD HAVE MORE BUSINESSES FOR THE ELDERLY

THE RIVERFRONT AREA WOULD BE THE BIGGEST ONE, THE NUMBER ONE

MORE SPECIALTY SHOPS

MAIN THING ADDING PUBLIC DOCKING ON THE MISSOURI RIVER INCLUDING A MARINA

BRING IN MORE MANUFACTURING BUSINESSES

LESS BARS DOWNTOWN; MORE FAMILY ORIENTED ESTABLISHMENTS; NICE FAMILY DINING

THERE IS NOT MUCH BUSINESS DOWN THERE; THEY NEED SOME ENTERTAINMENT; I WOULD LIKE TO SEE DEPARTMENT STORES AND SPECIALTY SHOPS

THE OLD BUILDINGS SHOULD BE TORN DOWN OR MADE INTO SOMETHING ELSE; LIKE TO SEE RIVERFRONT IMPROVED

TWO HOUR PARKING SHOULD BE ABOLISHED

MORE PARKING EVERYWHERE DOWNTOWN

TRAFFIC PATTERNS

I THINK THEY SHOULD GET RID OF THE ONE WAY STREETS

WE NEED TO IMPROVE THE TRANSIT SYSTEM - THE BUSES SHOULD RUN LONGER; THE BUSES STOP AT 8:15 AND THINGS GO ON AFTER THAT TIME; PEOPLE ARE RUDE TO EACH OTHER AND I DON'T THINK THAT'S THE WAY AMERICA SHOULD BE

LESS ONE WAY STREETS

SIDEWALKS AND STREET IMPROVEMENTS; POT HOLES CAN MESS UP A CAR

MORE HISTORICAL ATTITUDE

THE ONE WAY STREETS ARE CONFUSING; THE SIGNS ARE CONFUSING

BETTER PATROLLING; SAFER

NEED TO CLEAN TO IT UP; MORE LAW ENFORCEMENT

STOP LIGHTS NEED TO BE FIXED

I THINK THE RIVERFRONT IS THE BIGGEST THING

MORE CONCEPTS FOR THE CITY

MORE RETAIL BUSINESSES

QUIT ALL THE SQUABBLING IN THE PAPER, IT JUST TURNS PEOPLE OFF

I THINK IT SHOULD BE OVERALL; IT LOOKS LIKE CRAP DOWN THERE; IF YOU GO TO OTHER TOWNS THE DOWNTOWN IS LIKE THE BOOMING CENTER BUT OURS IS JUST DYING; ALL THE MAJOR BUSINESSES ARE MOVED AWAY, NONE OF THEM WANT TO BE

SOME CORNERS STAND OUT LIKE A SORE THUMB, NEEDS GENERAL UPKEEP

MAYBE A PARK; A NIKE SHOE STORE OUTLET

LEGAL STATE ISSUED BUS AND TRAFFIC SIGNS

PRESERVING HISTORIC BUILDINGS AND NOT IN FAVOR OF TEARING DOWN THINGS THAT ARE ALREADY HERE; WE'VE ALREADY LET TOO MANY THINGS GET AWAY FROM US

AREAS NEED TO BE UPDATED

MAKE LIGHTS SYNCHRONIZED

NOTHING DOWN IN TOWN, FIX IT UP

MY BIGGEST CONCERN IS THAT THEY HAVE MORE SIDEWALKS DOWNTOWN

RESTORE SOME OF THE OLDER BUILDINGS AND NOT CHARGE FOR VENDORS

I JUST FEEL SORRY FOR IT; I JUST DON'T GO THERE

IF THEY CAN DO ANYTHING ABOUT THE SMELL THAT WOULD BE GOOD; I GUESS THAT IS PART OF MOVING UTILITIES UNDERGROUND

PARKING

MORE ENFORCEMENT ON CODES, MORE CONVENIENT PARKING, LESS METERS

A DECENT POLITICAL SYSTEM; WE NEED A REAL MAYOR AND A REAL MANAGER; THE POLITICAL SYSTEM IS A JOKE

I THINK YOU SHOULD MOVE ALL THE PEOPLE FROM UNDER THE BRIDGE; NEED TO CLEAN OUT THE SEWAGE SYSTEM; WE SPENT A TON OF MONEY TO IMPROVE DOWNTOWN AND I'VE SEEN THE BEST STORES GO OUT OF BUSINESS; YOU HAVE TO HAVE

SHOULD NOT HAVE AS MANY BARS

PUBLIC TRANSPORTATION

ECONOMIC GROWTH

IMPROVE STREETS, BETTER SIGNAGE, GETTING RID OF ONE WAYS EASIER FOR OUT OF STATE PEOPLE TO FIND THEIR WAY AROUND

I WISH IT WAS LIKE IT WAS IN THE 50'S; I USED TO GO DOWN THERE A LOT

I THINK THEY SHOULD USE THE RIVERFRONT AREA MORE; SINCE THERE IS NO MORE HISTORICAL MARKS THEY NEED TO CREATE WHAT WOULD BE SOMETHING THAT

BRINGING MORE BUSINESS, HIGHER INCOME

I THINK THAT THEY SHOULD USE COMMON SENSE WHEN CONSTRUCTING MAJOR ROADS; RIGHT NOW THE ROADS ARE ALL CONFUSING BECAUSE OF DETOURS; IT MAKES NO SENSE THE WAY THEY HAVE ROAD CLOSURES AND DETOURS SET UP; PRACTICING

MORE PLACES FOR KIDS LIKE ARCADES, ICE CREAM SHOPS

WHEN YOU WALK DOWN SAINT JOSEPH GRASS IS GROWING BETWEEN THE SIDEWALKS

HAVE A STORE SOUTH OF THE DOWNTOWN AREA TO BETTER SERVE THE CUSTOMERS IN THAT AREA WITHOUT HAVING TO TAKE A 2 MILE DRIVE AND THE PRICES ARE TOO HIGH

THERE CAUSE IT IS SO CRAPPY

ALCOHOL TO ATTRACT TOURISTS AND IT'S NOT RIGHT

BETTER SIGNAGE OF BUSINESSES, GOVERNMENT BUSINESS

RESEMBLES AN OLD WESTERN CITY; THEY NEED TO CREATE A TOURIST TRAP

COMMON SENSE IN THE MAINTAINING OF ROADS

**56. What would you say is your primary source of information about downtown St. Joseph?
(Other-specify)**

VISITING THERE

PERSONAL EXPERIENCE

PERSONAL EXPERIENCE

PERSONAL

EXPERIENCE

WHAT I SEE WHEN I'M DOWN THERE

WORKING DOWNTOWN

JUST BEING THERE

JUST GOING THERE

EXPERIENCE

DRIVING AROUND

VISITING THE DOWNTOWN AREA

WORK DOWN THERE

JUST THAT I HAVE LIVED HERE ALL MY LIFE

DRIVING THROUGH IT

VISITING DOWNTOWN

FIRST HAND EXPERIENCE

ACTIVE CITIZEN IN MANY CLUBS

FIRSTHAND VISITS

THERE EVERYDAY; LIVED THERE FOR 44 YEARS

LIVED HERE ALL MY LIFE

I LIVE THERE

I'VE LIVED IN TOWN FOR 15 PLUS YEARS; PERSONAL FIRST HAND EXPERIENCE

GOING DOWN THERE

PERSONAL

PERSONAL

I'M A PROPERTY OWNER THERE

LIVE HERE

BEING THERE

WHENEVER I GO

PRIOR VISITS THERE

FIRSTHAND

LIVING HERE FOR 50 YEARS

PERSONAL KNOWLEDGE

BEING A RESIDENT

FIRSTHAND

PERSONAL

ALWAYS KNOWN THE THINGS THAT NEED TO BE DONE

PERSONAL

LIVED HERE ALL MY LIFE

MY OWN KNOWLEDGE

GOING THERE

EXPERIENCE

I LIVE HERE

FIRST HAND EXPERIENCE

DAUGHTERS BUSINESS

GO THERE A LOT

LIVING THERE

PERSONAL EXPERIENCE

SCHOOL

LIVING HERE

PERSONAL EXPERIENCE

PERSONAL EXPERIENCES

EXPERIENCE

I GO THERE

EXPERIENCE

LIVING HERE

LIVING HERE

THERE EVERY DAY

VISITING DOWNTOWN; WORKING DOWNTOWN

PERSONAL EXPERIENCE

SEEING IT

PERSONAL

JUST FROM LIVING HERE

PERSONAL EXPERIENCE OR OBSERVATION

OBSERVATION

I'VE LIVED HERE ALL MY LIFE

VISITORS AND CONVENTION CENTER

INTERNET

PERSONAL OBSERVATION

CITY HALL

BEING THERE

LIVING HERE

PERSONAL EXPERIENCE

PERSONAL EXPERIENCE

DRIVING DOWN THERE

SHOPPING

GOING TO CHURCH

ME

INTERNET

PERSONAL EXPERIENCE

ACTUALLY GOING

I'VE BEEN THERE

DINING

GOING TO DOWNTOWN

PERSONAL OBSERVATION

HAVING LIVED HERE MANY YEARS

FIRST HAND

LIVED IN THE COMMUNITY

TRAVELING AROUND THE CITY

ACTUALLY GOING THERE

GOING DOWN THERE

56b. And what is your second most likely source of information? (Other – specify)

VISITS

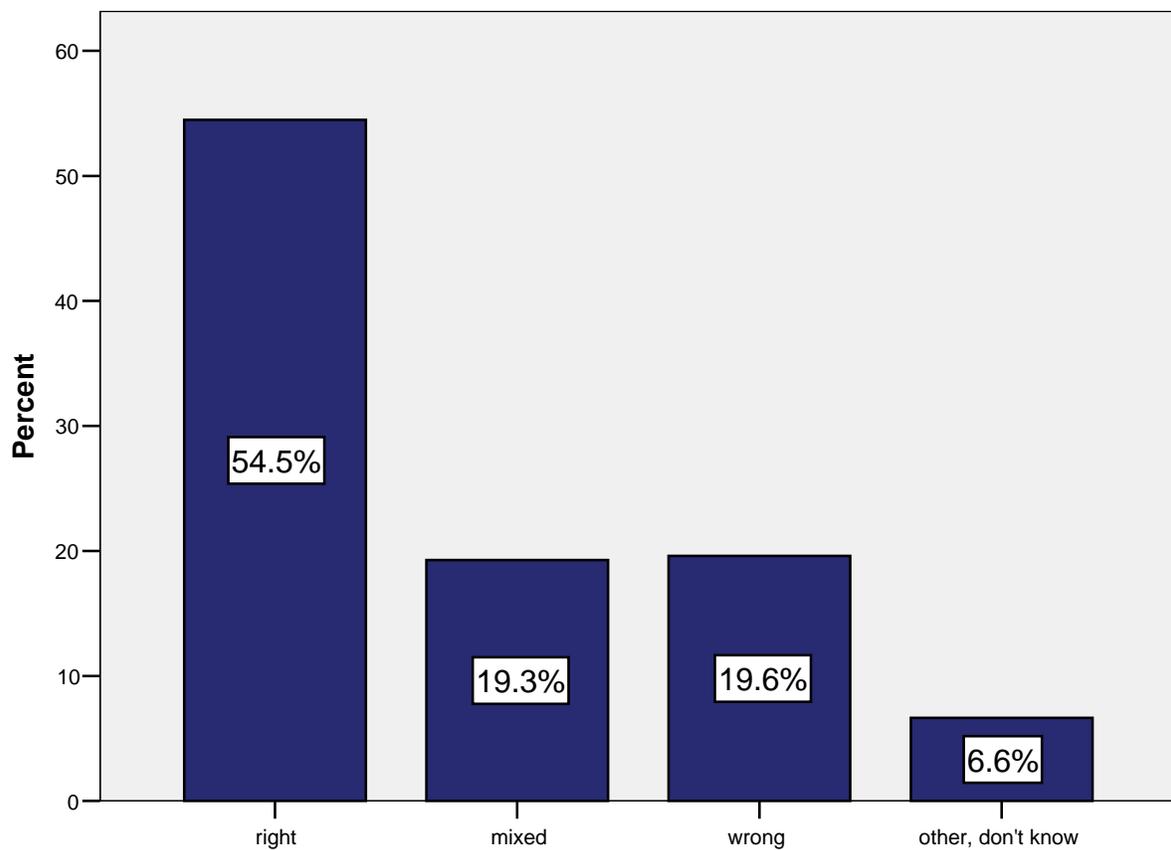
BUSINESS OWNER

DOWNTOWN PARTNERSHIP
VISUAL
ACTUALLY GOING DOWNTOWN
PERSONAL EXPERIENCE
BILLBOARDS
SITTING IN TRAFFIC
SEEING FOR MYSELF THE AREA AROUND
LIVED THERE ALL MY LIFE
VISITS THERE
INVOLVEMENT IN THE COMMUNITY
CONSTRUCTION
ADVERTISING
WHAT I'VE SEEN
BEING THERE
GOING THERE
LIBRARY REFERENCE DEPARTMENT
GOING IN THE AREA
PARK SYSTEM
EXPERIENCE
ACTUALLY VISITING
MEDIA
JUST BEING DOWN THERE
SHOPPING
VISITING DOWNTOWN

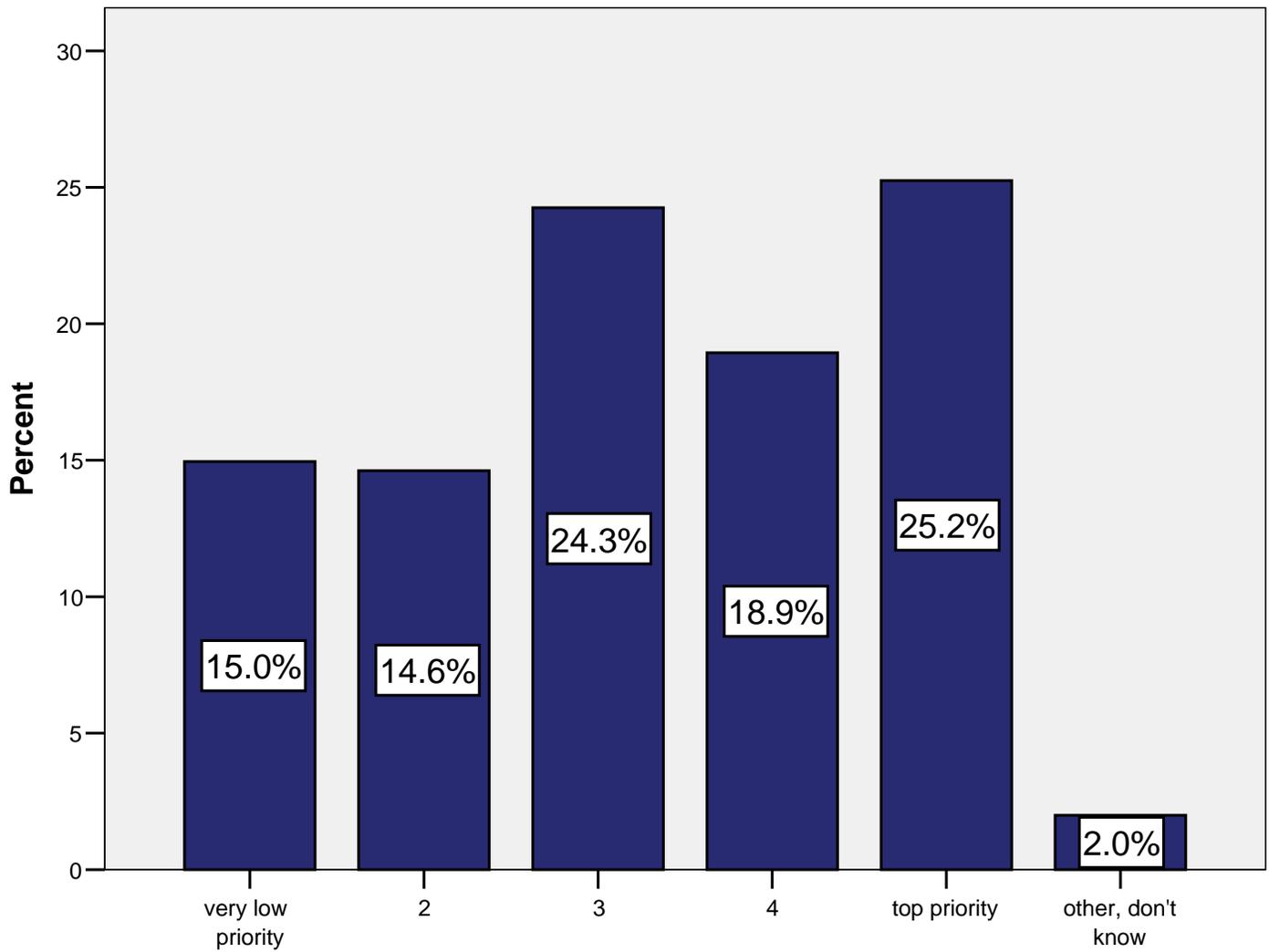
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SECTION IV

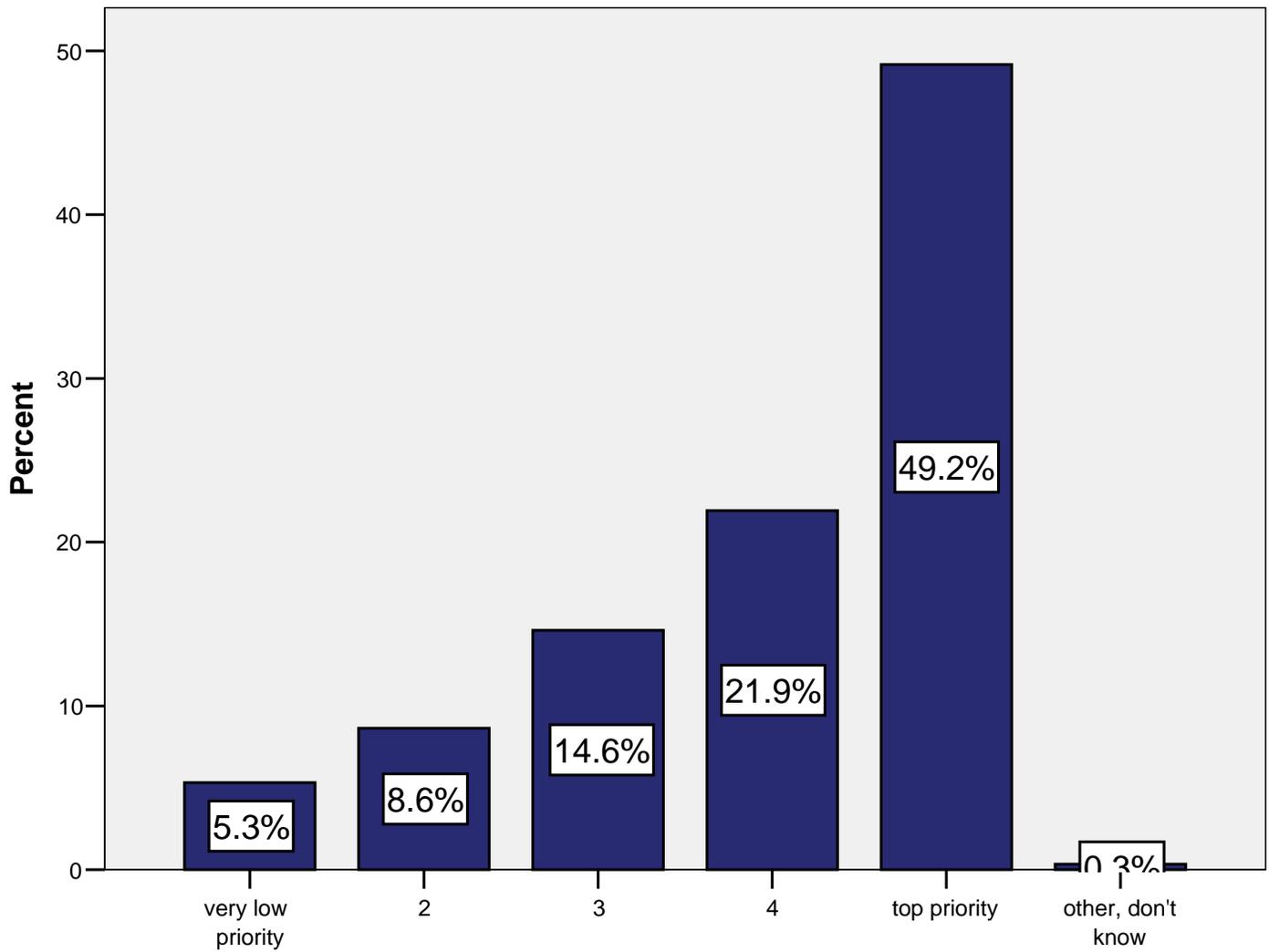
BAR CHARTS



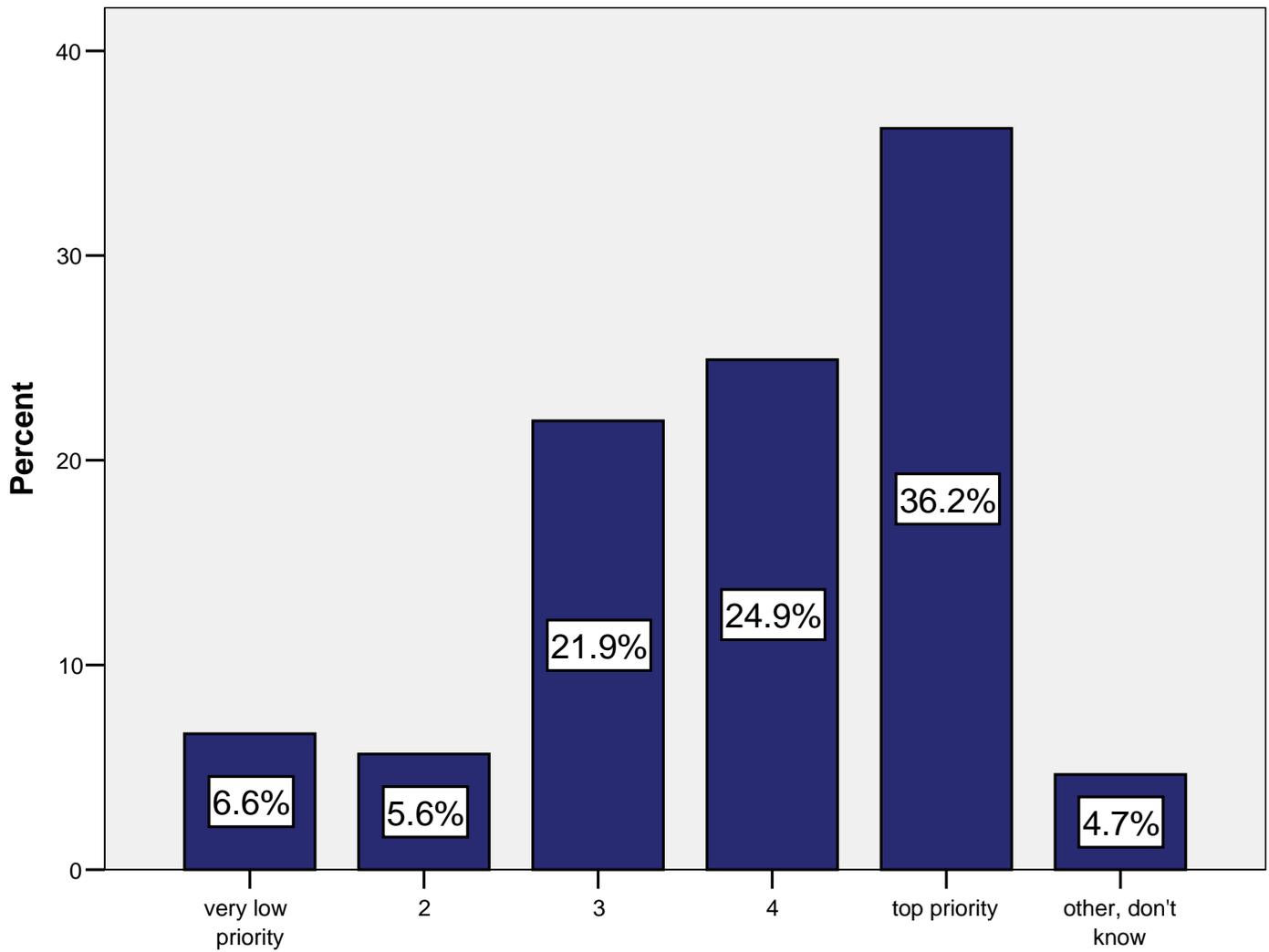
1. Thinking about the St. Joseph, Missouri area, would you say things are moving in the right direction or moving in the wrong direction?



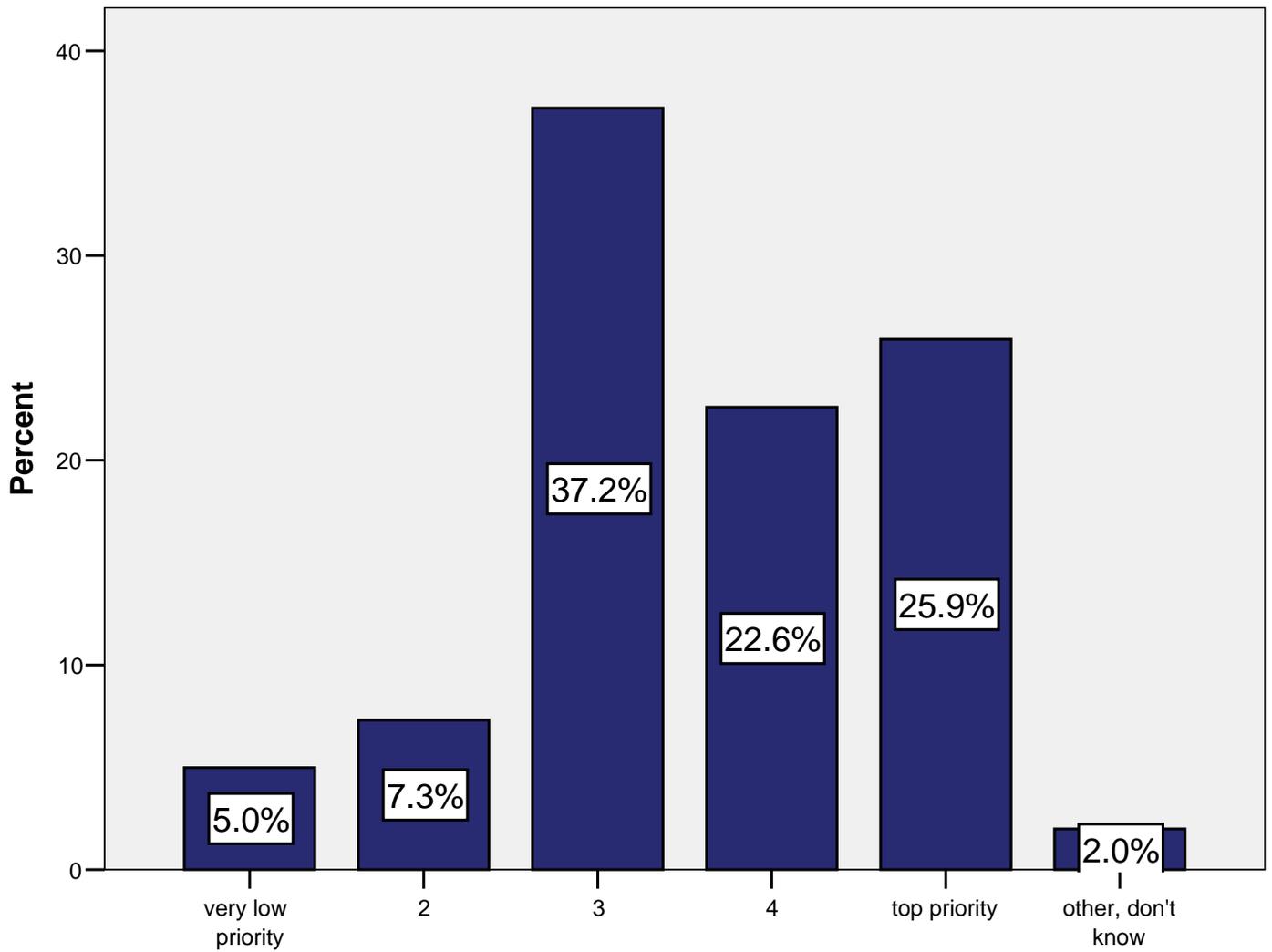
2. Revitalizing the St. Joseph downtown area



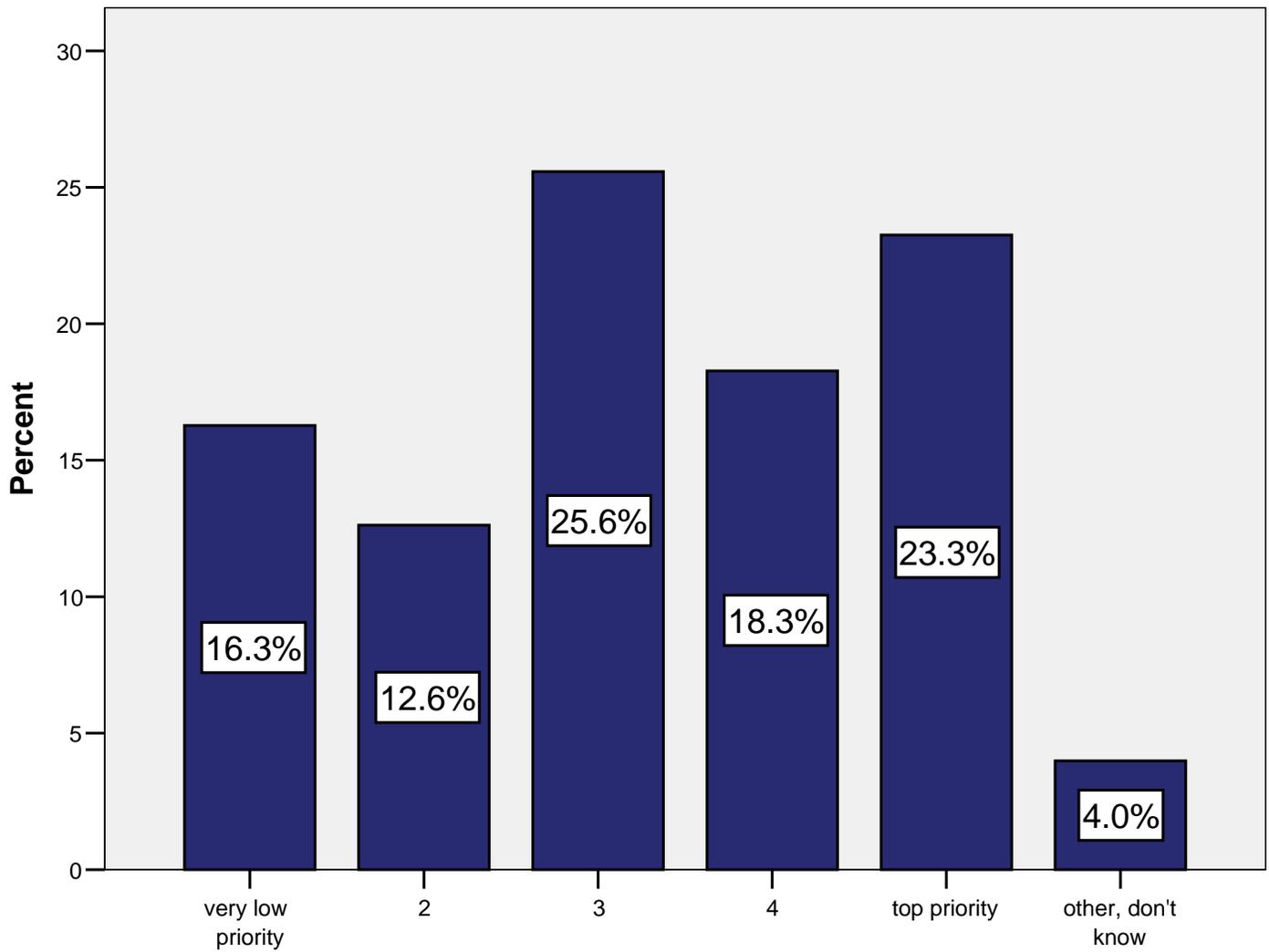
3. Repairing major streets



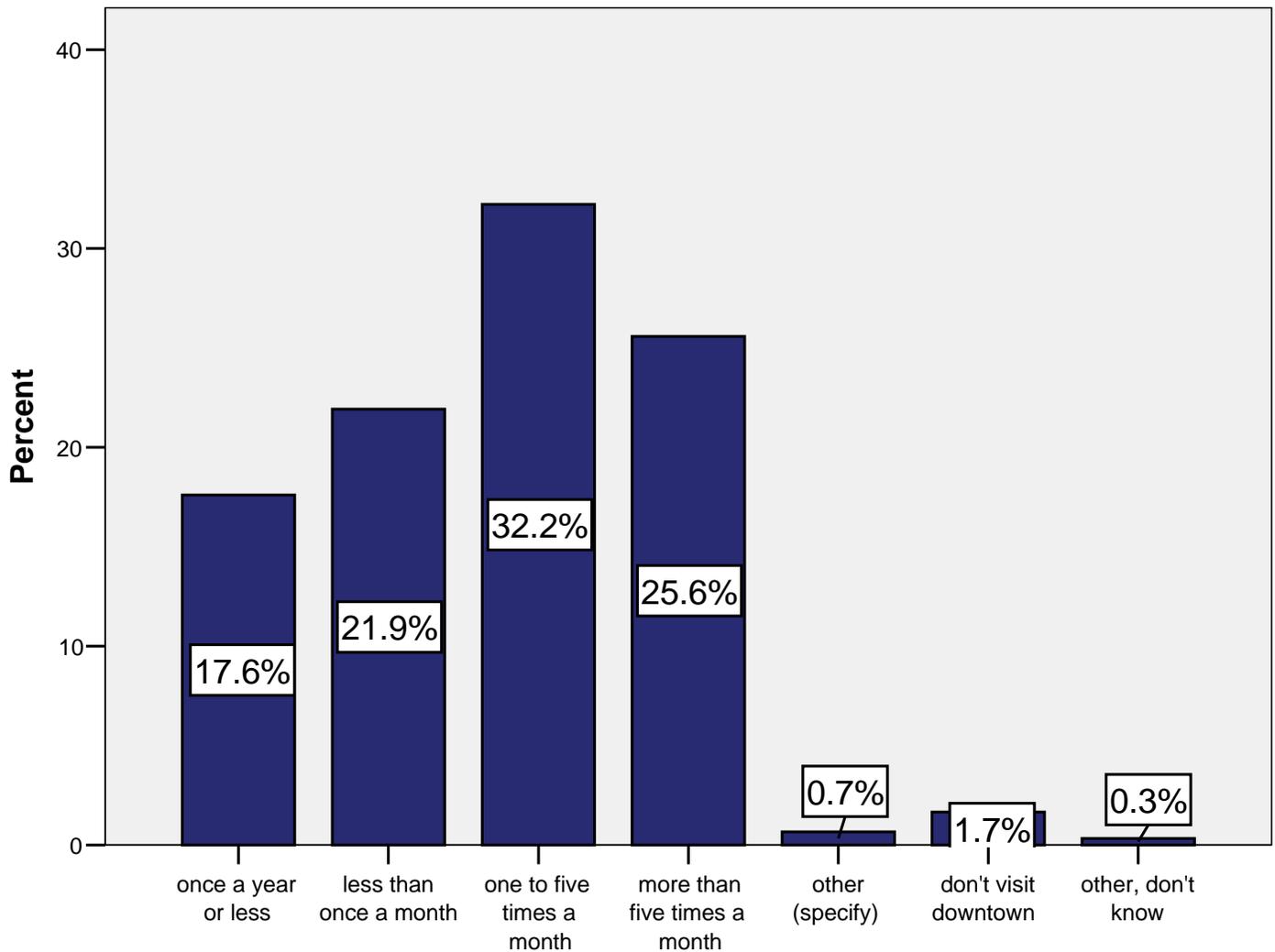
4. Improving emergency services



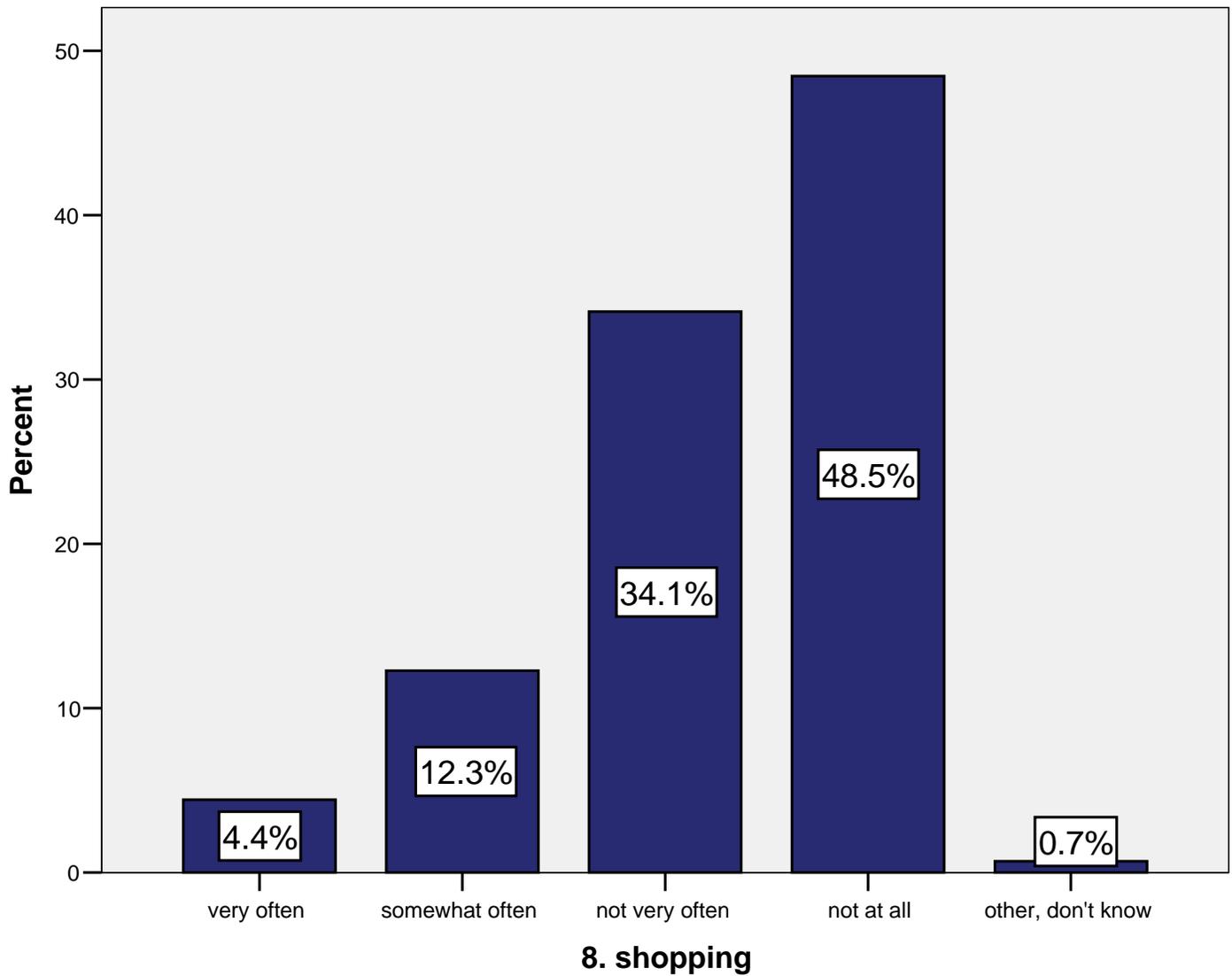
5. Upgrading parks and recreation facilities

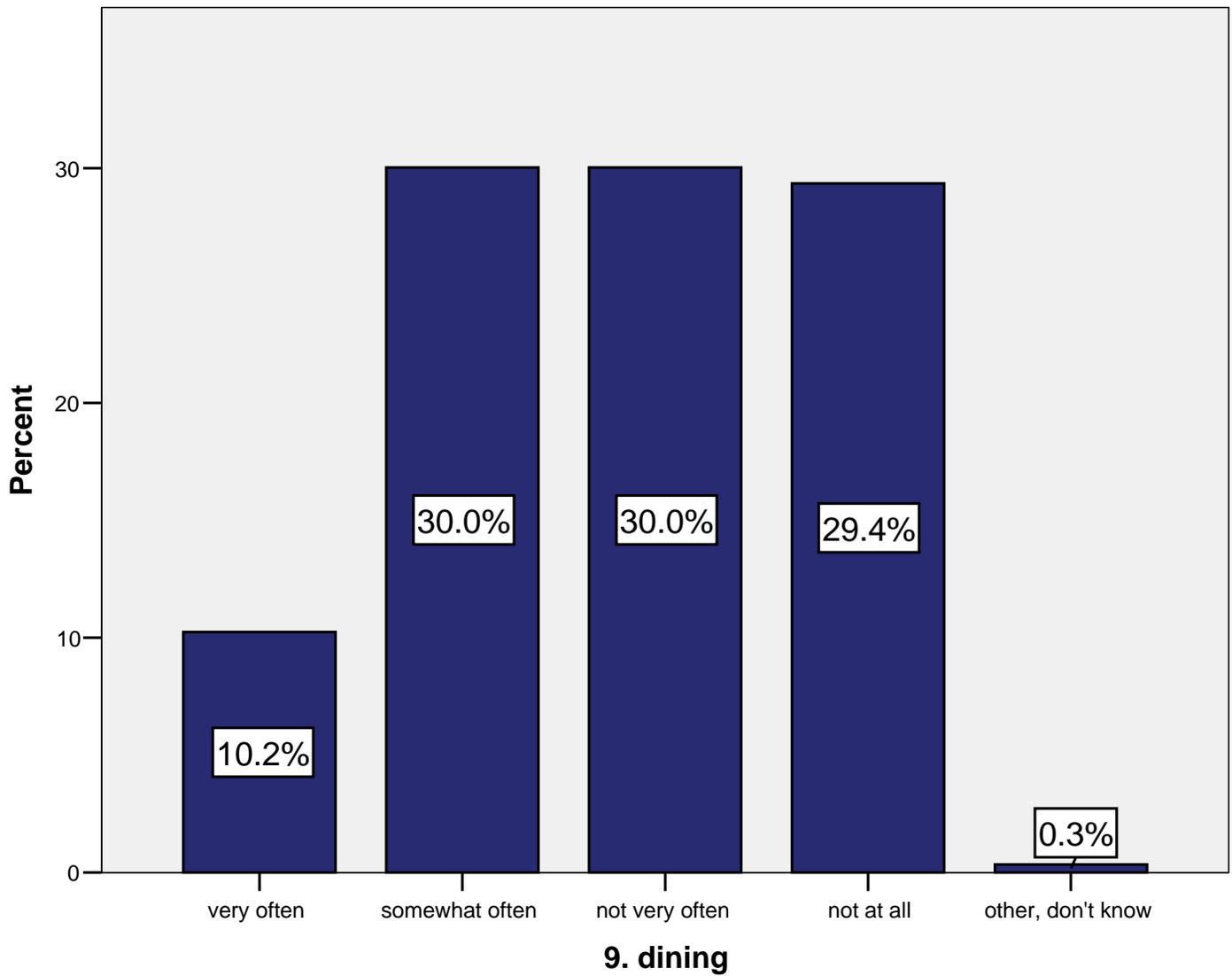


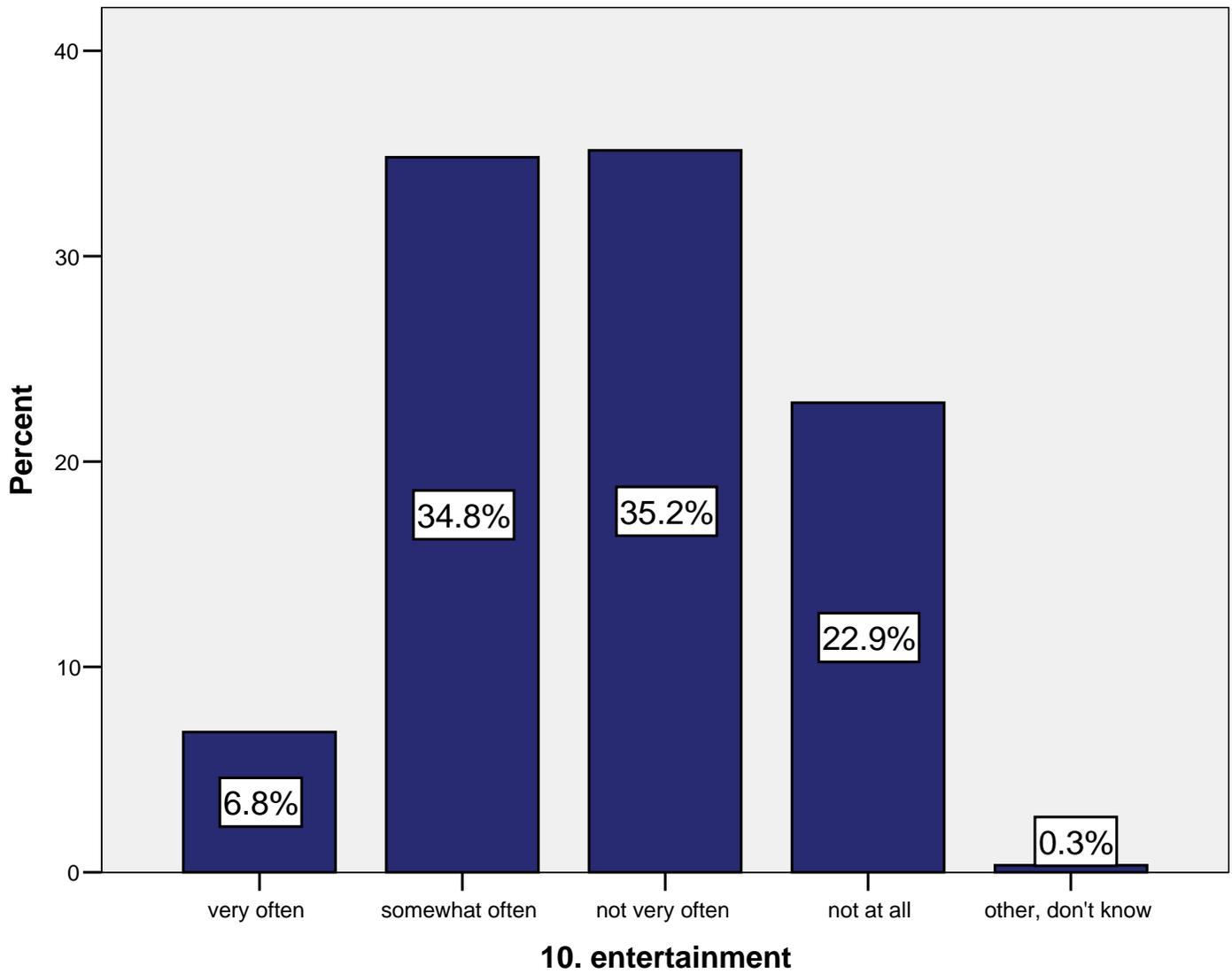
6. Attracting more big box retail development

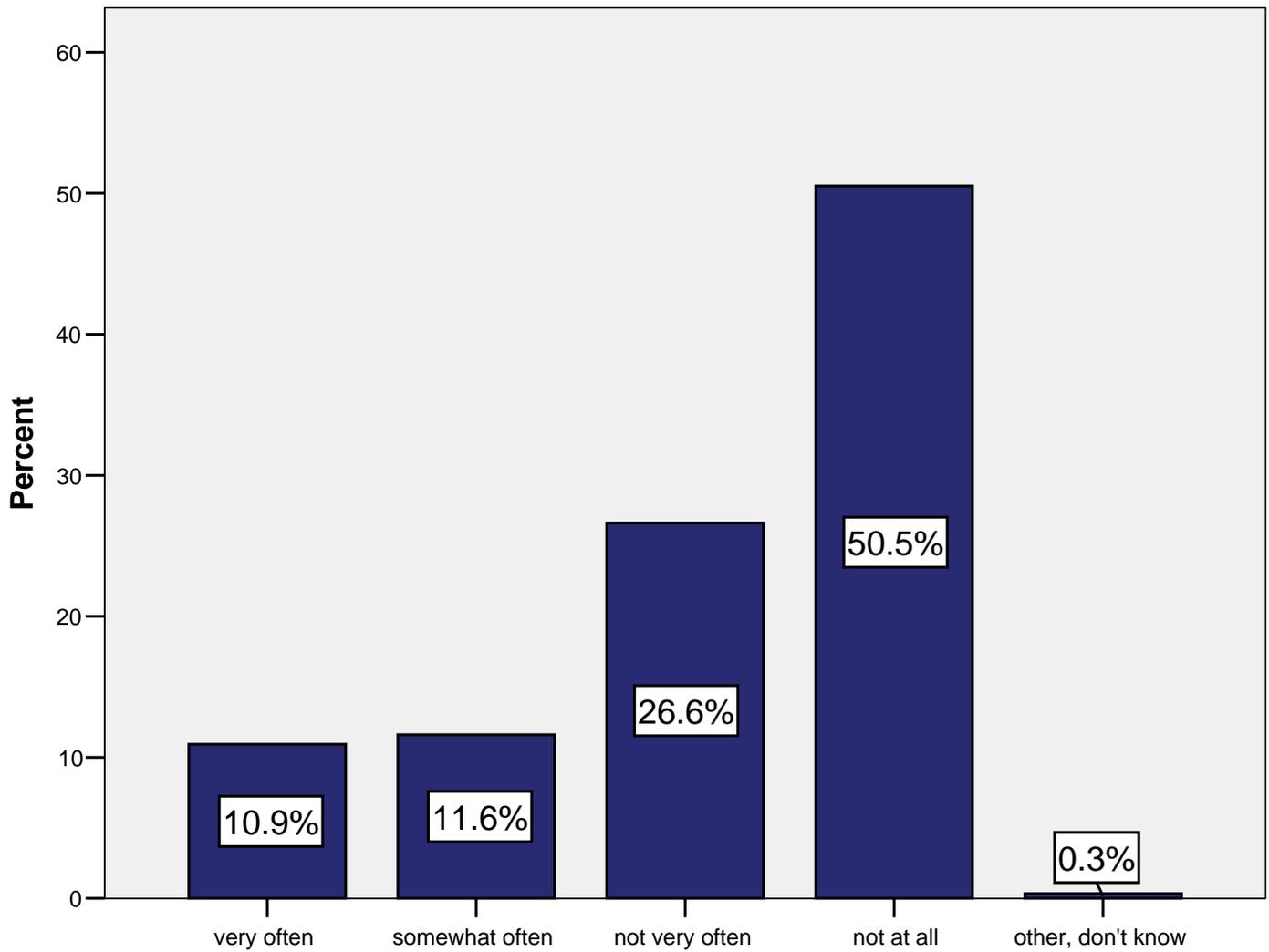


7. How often do you visit downtown St. Joseph?

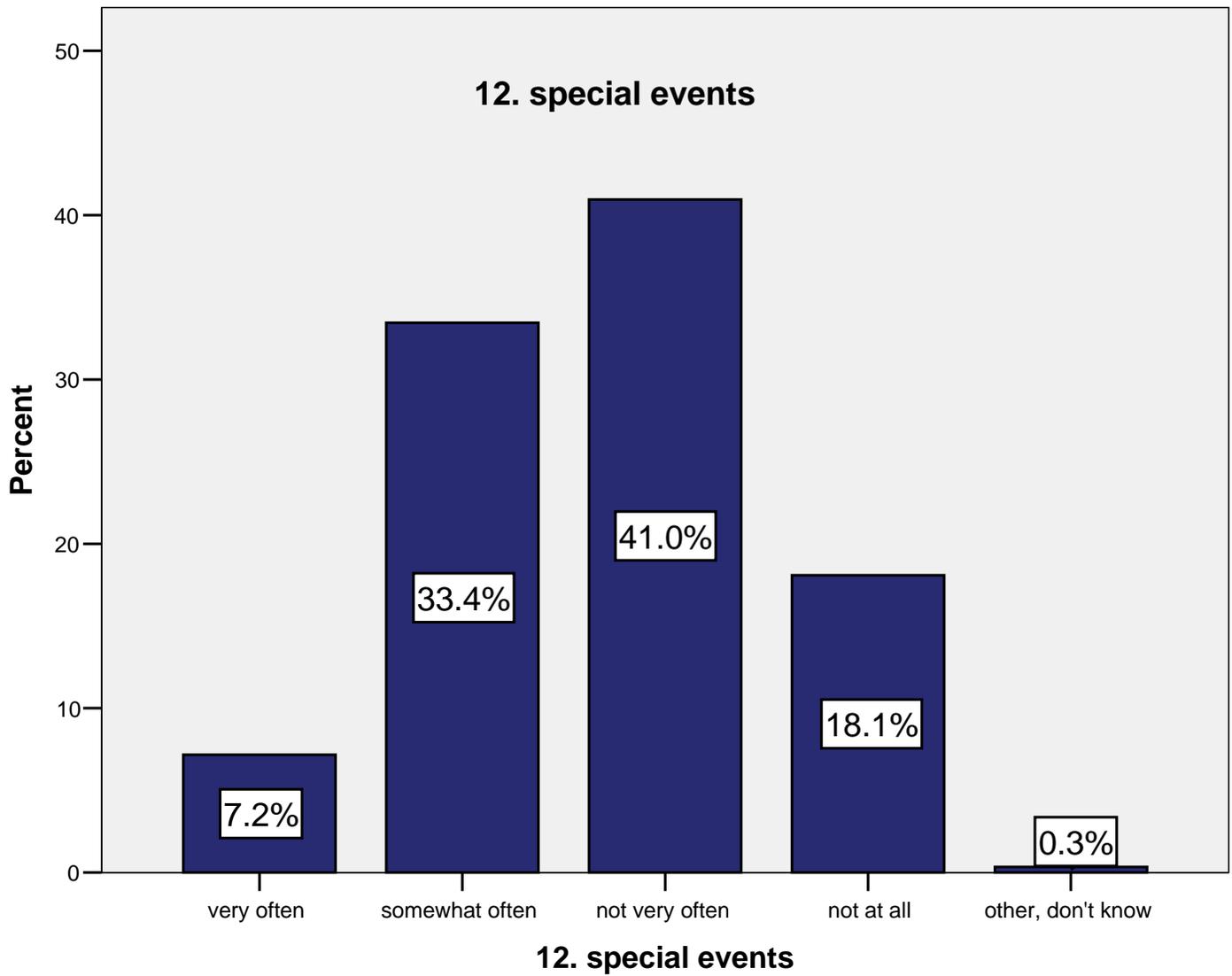


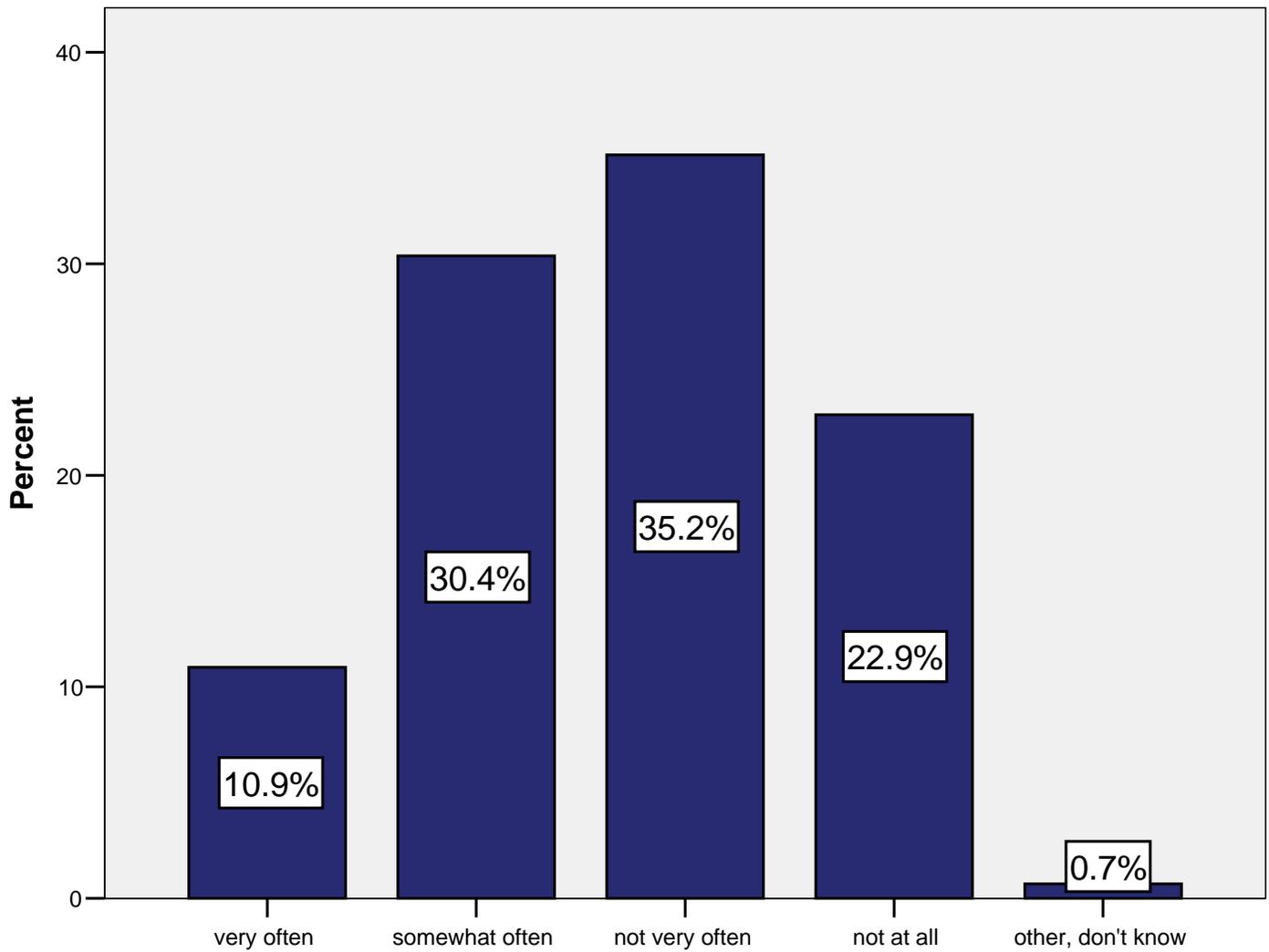




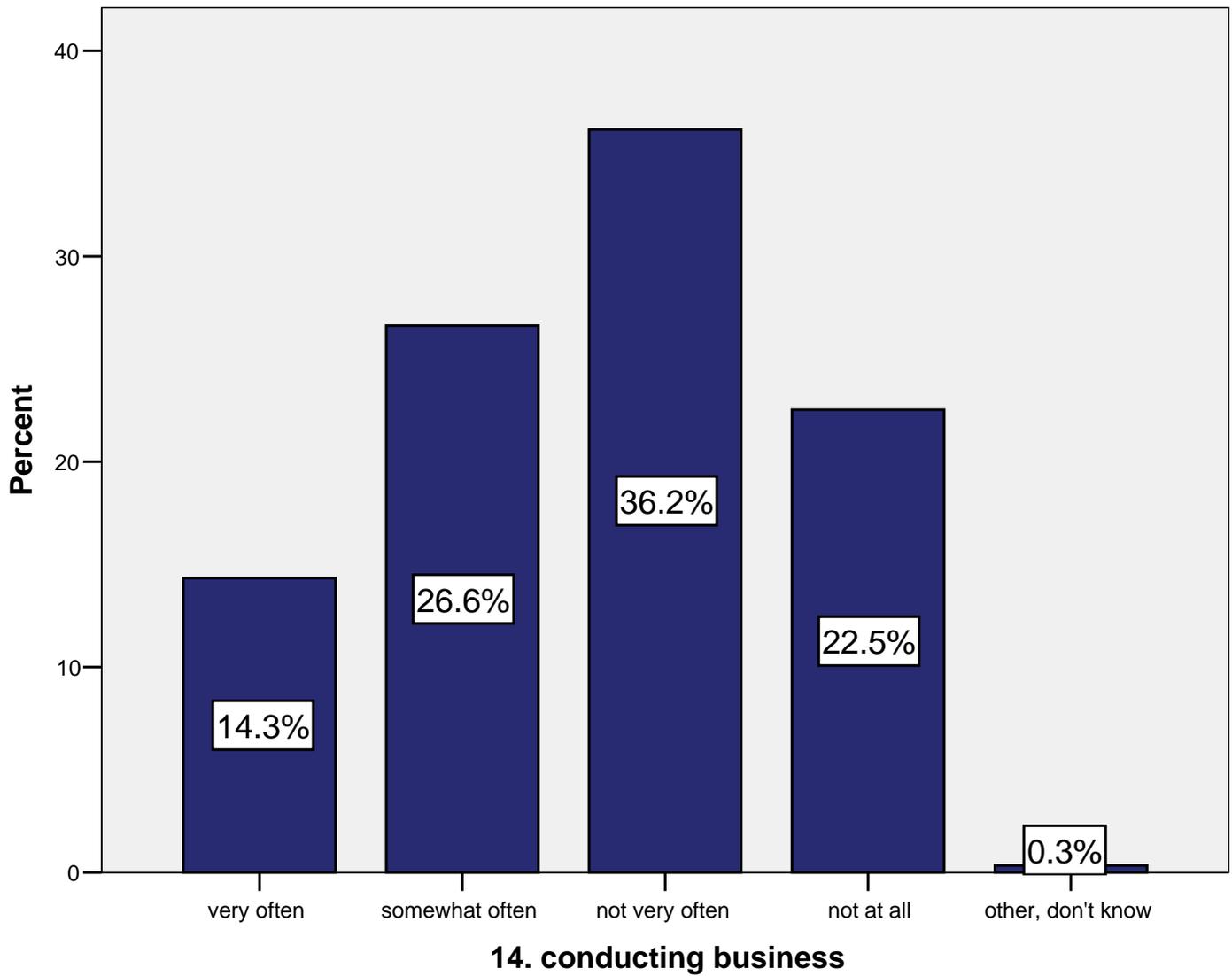


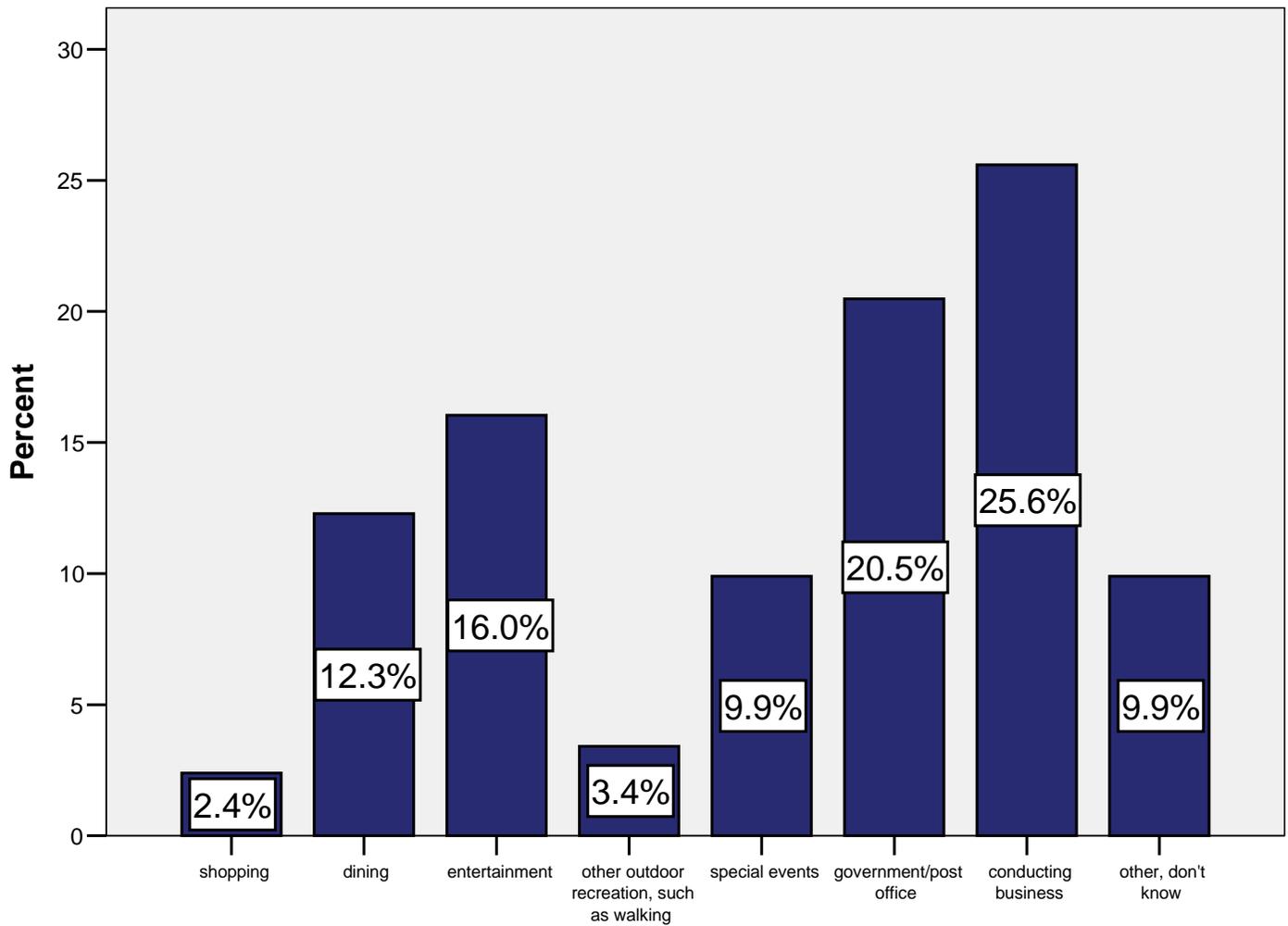
11. other outdoor recreation, such as walking



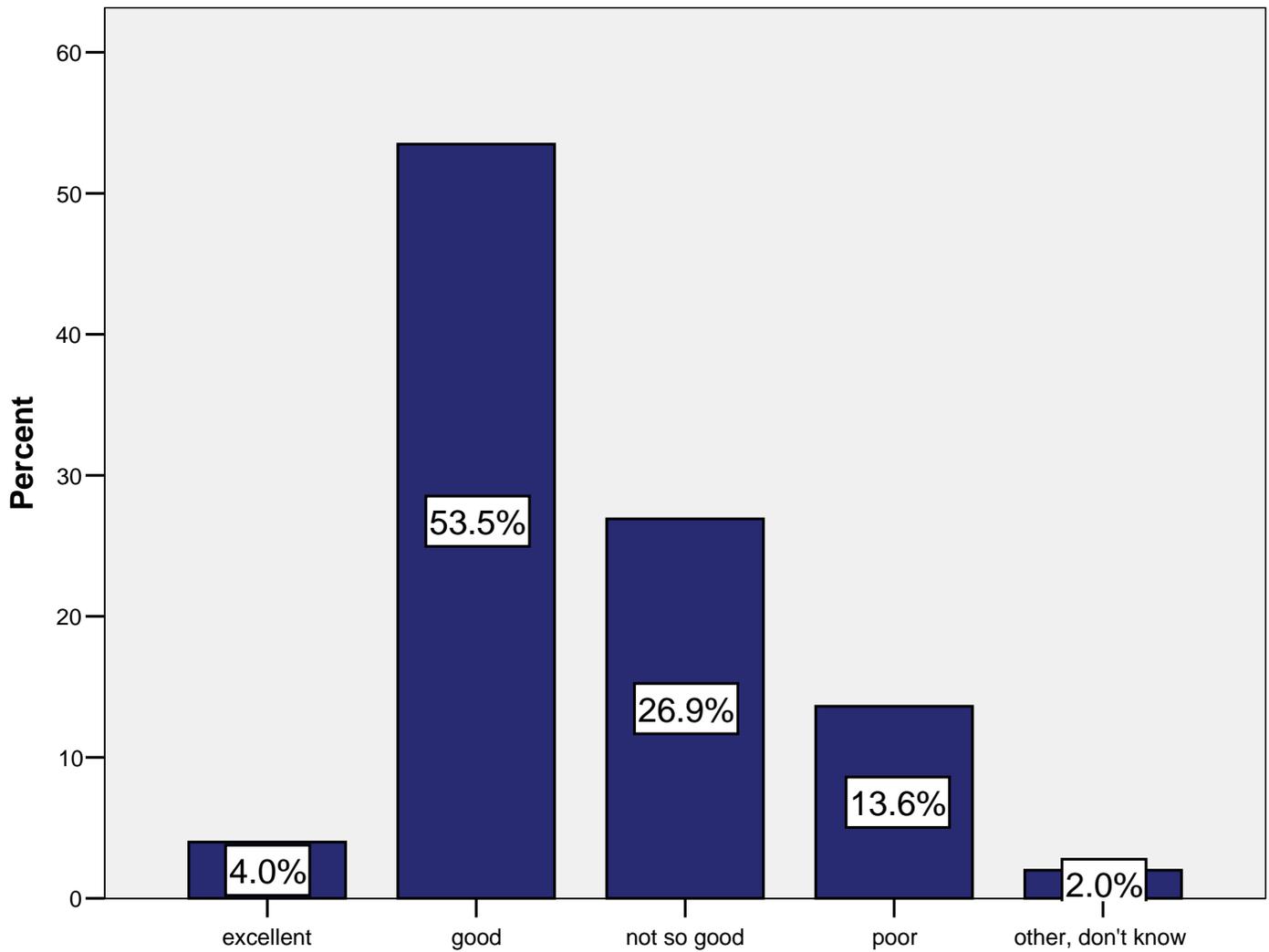


13. government/post office

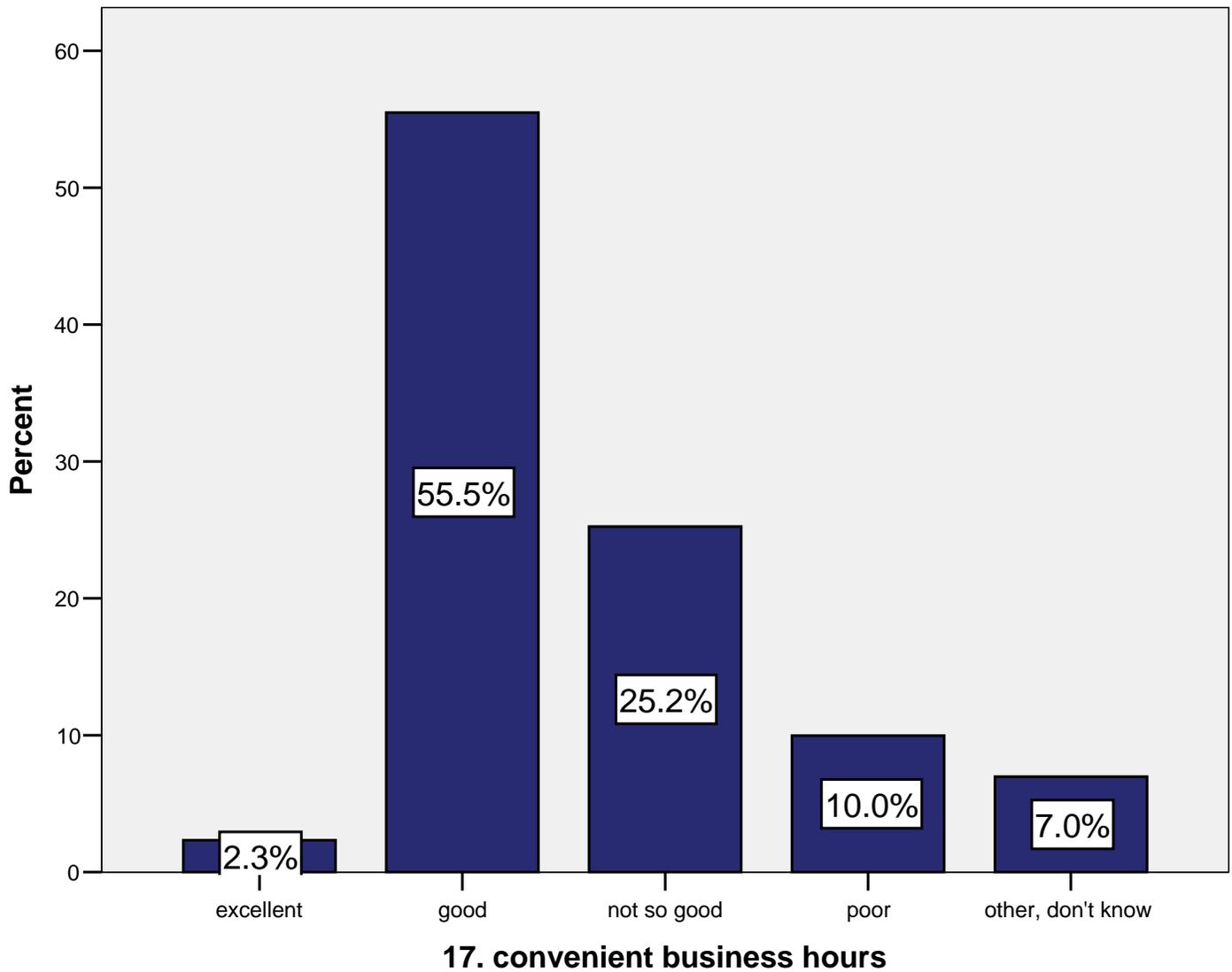


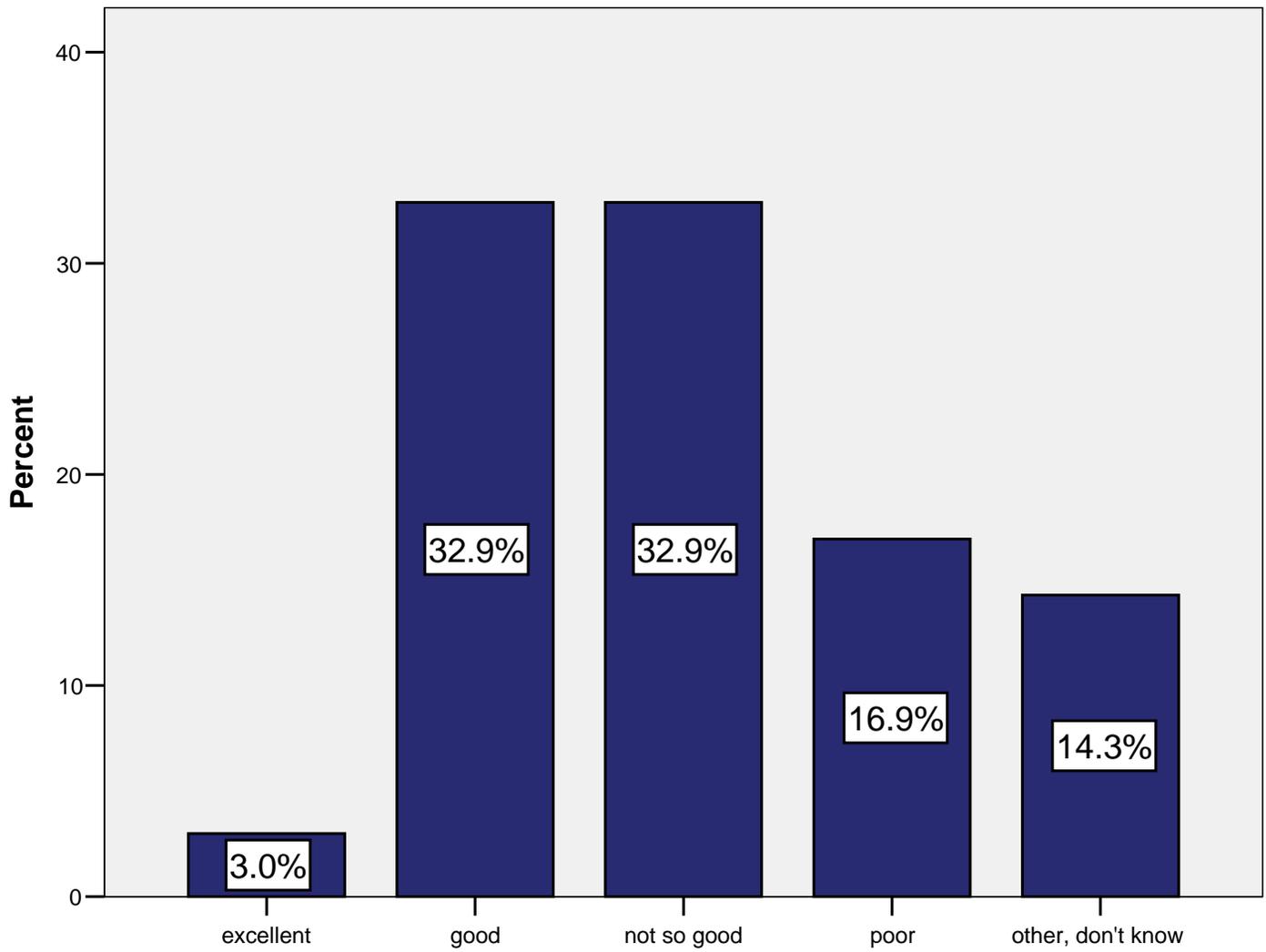


15. Of the items listed above, which would you say is the one reason you most often visit downtown St. Joseph?

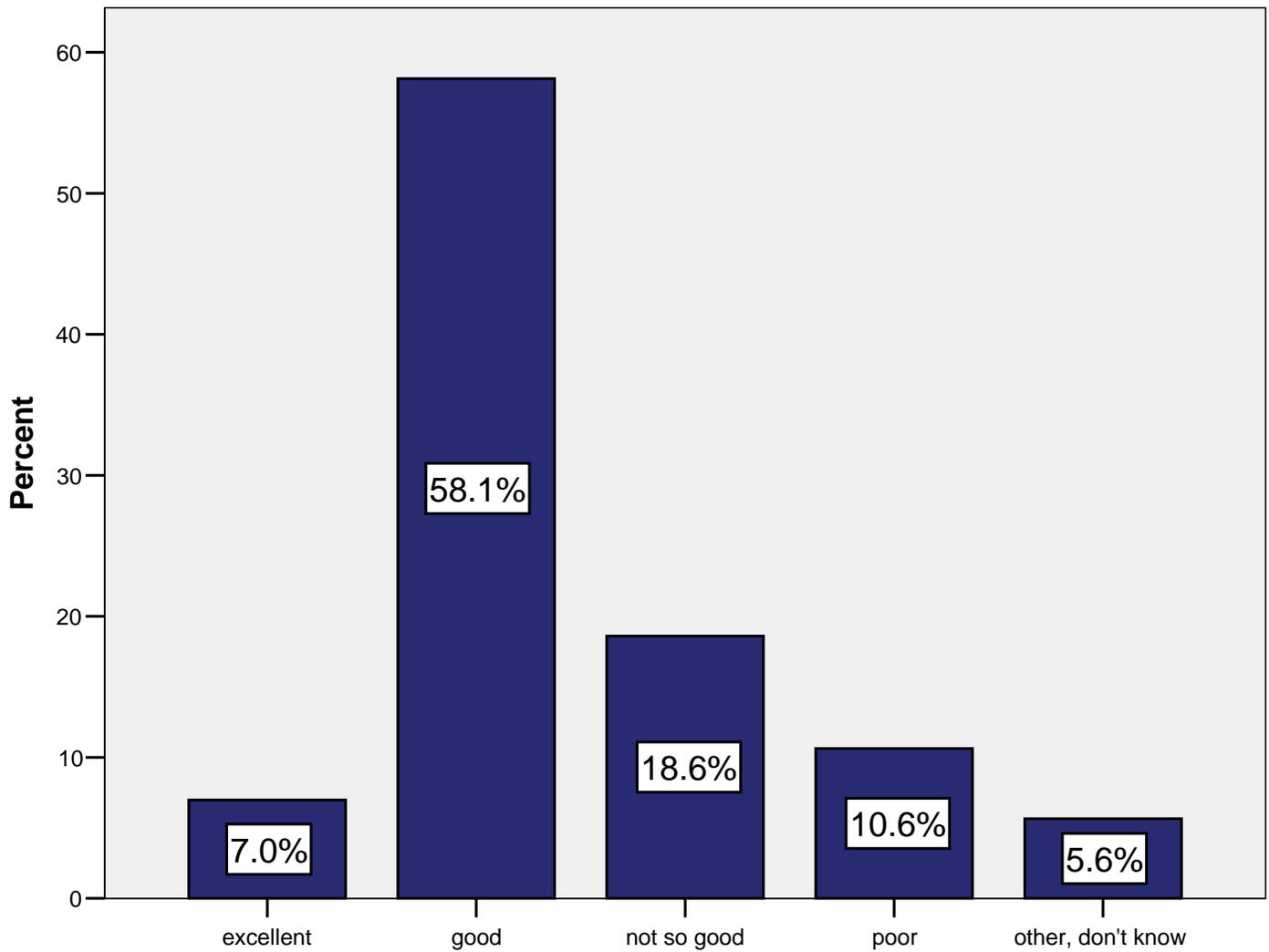


16. signs to help people find their way around

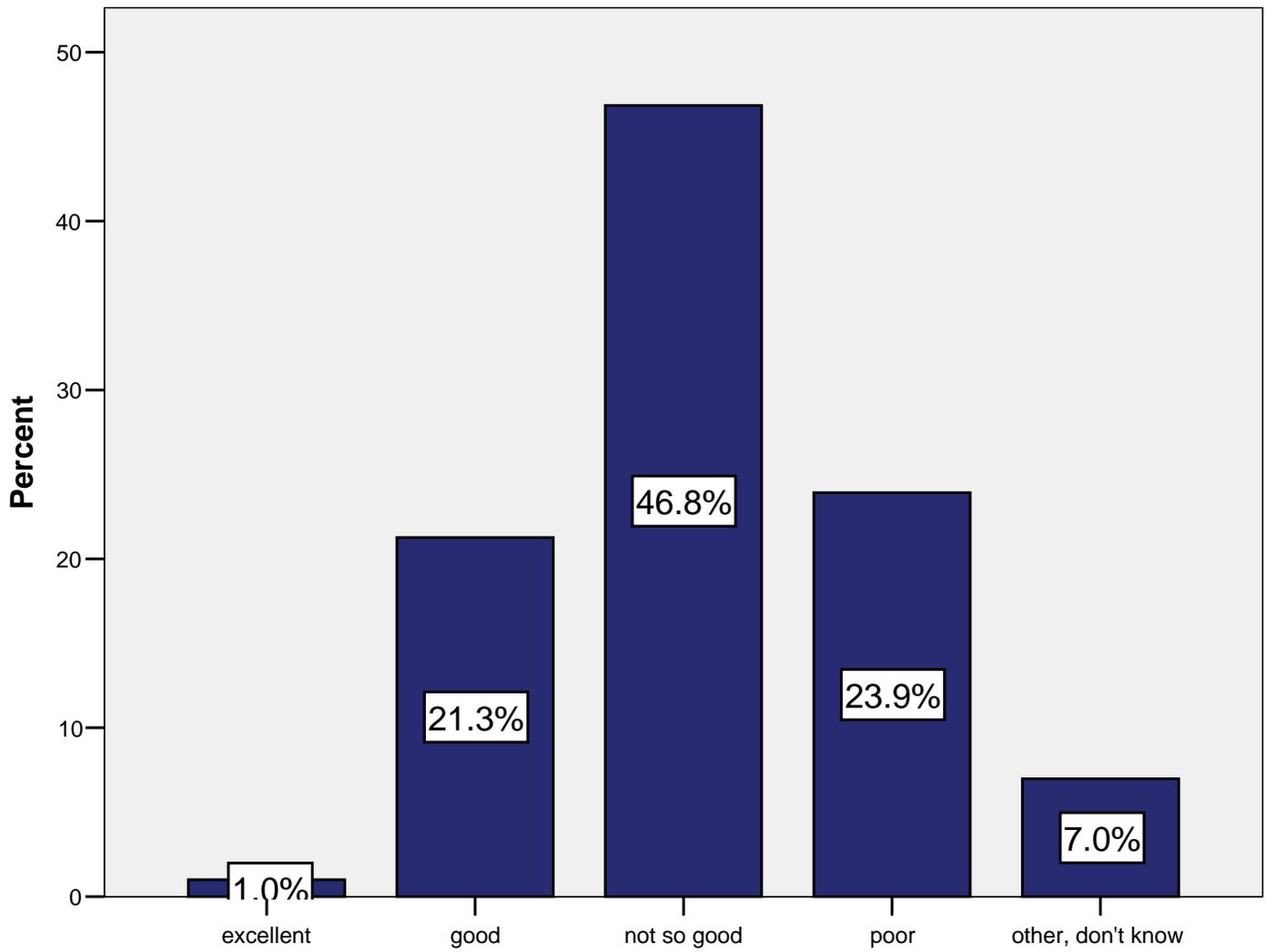




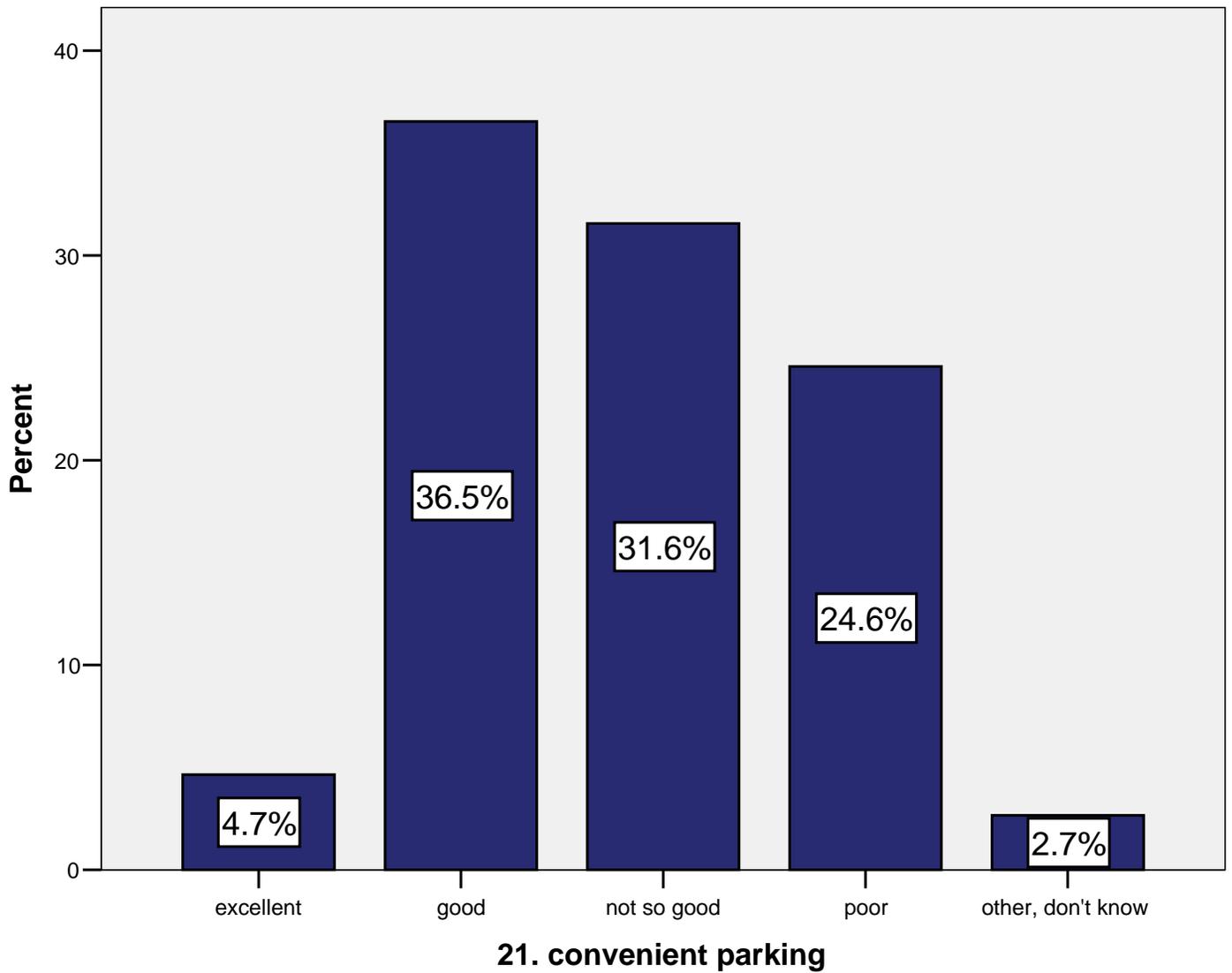
18. available green space

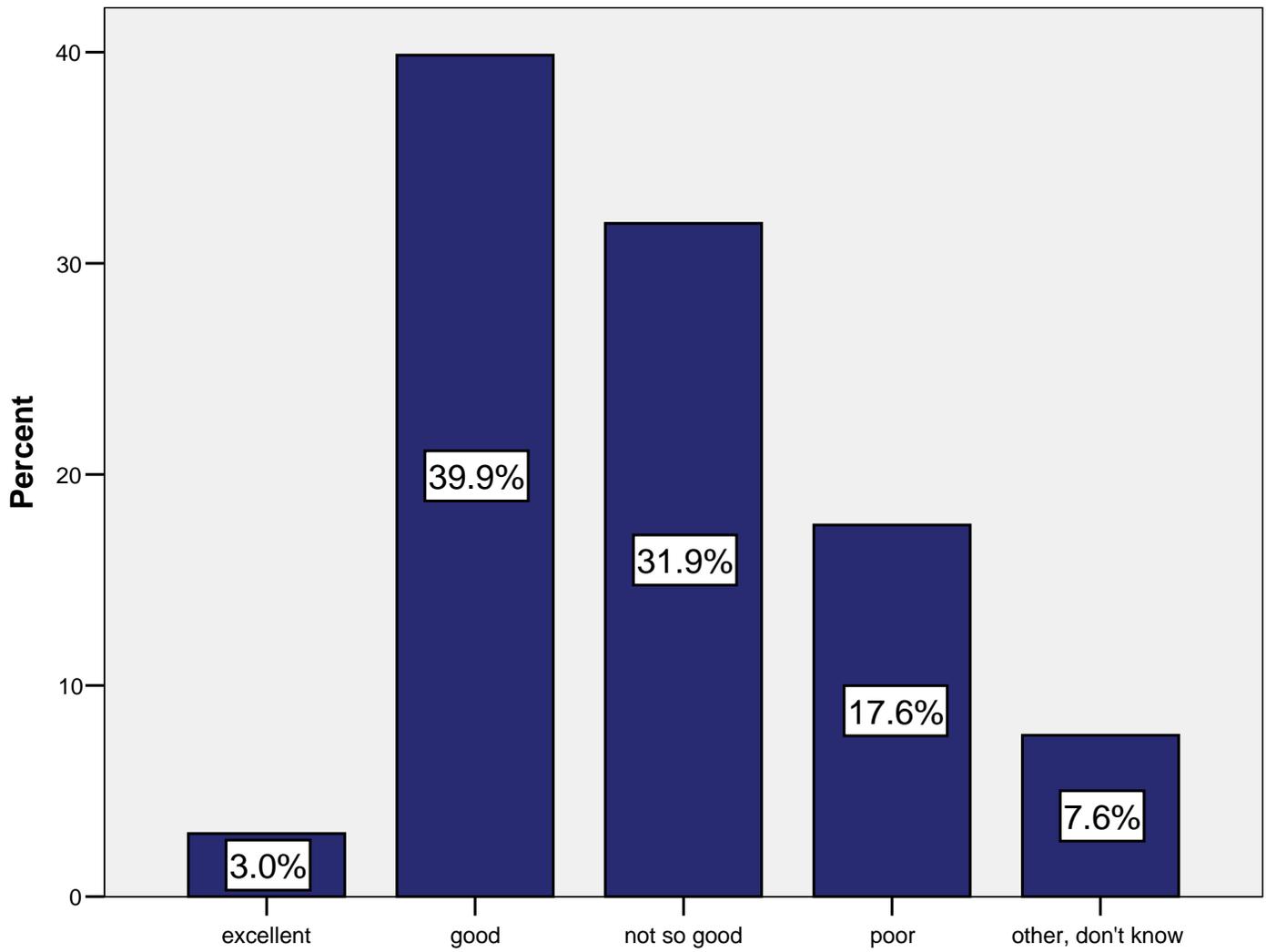


19. preservation of historic structures

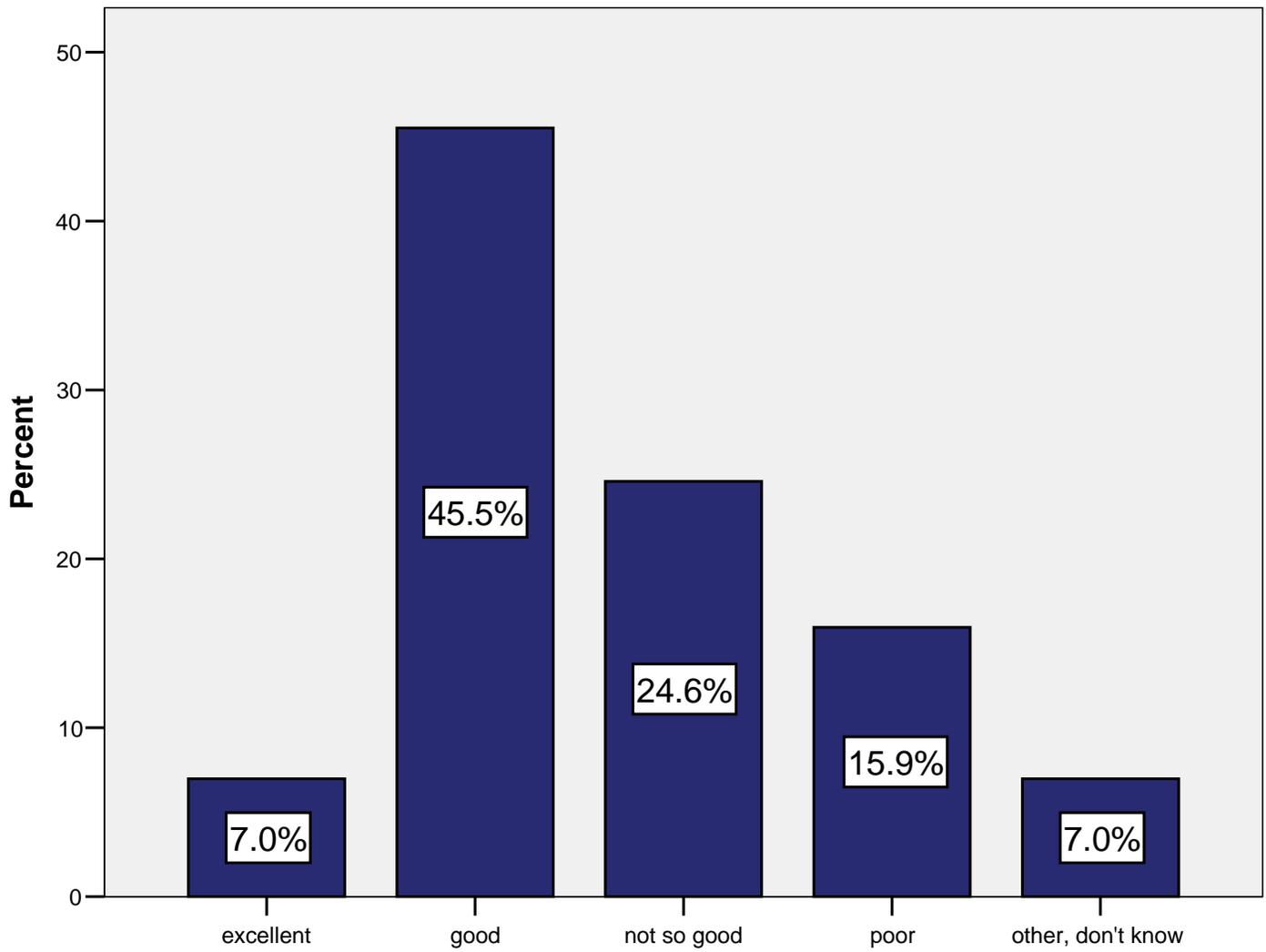


20. occupied storefronts

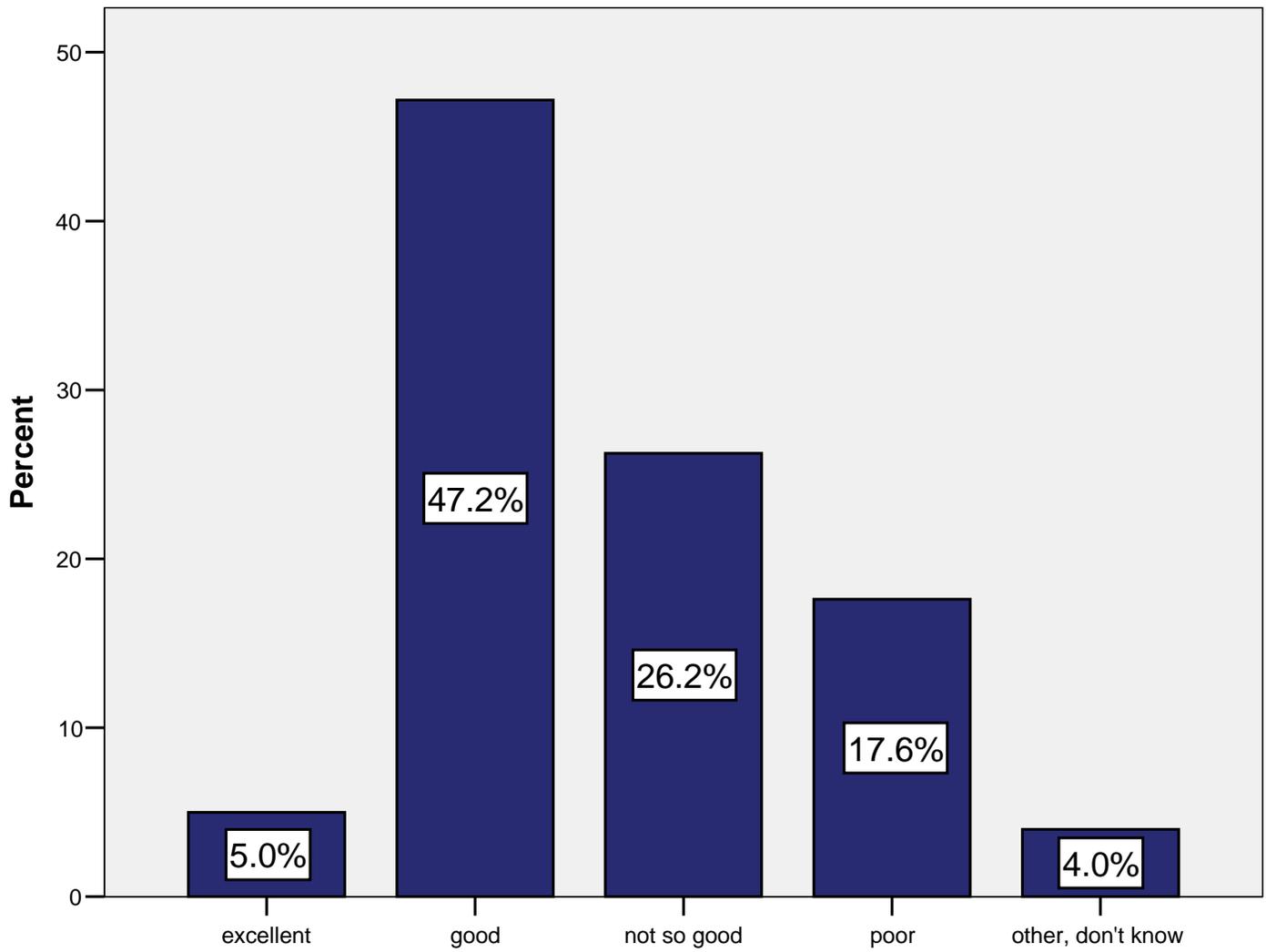




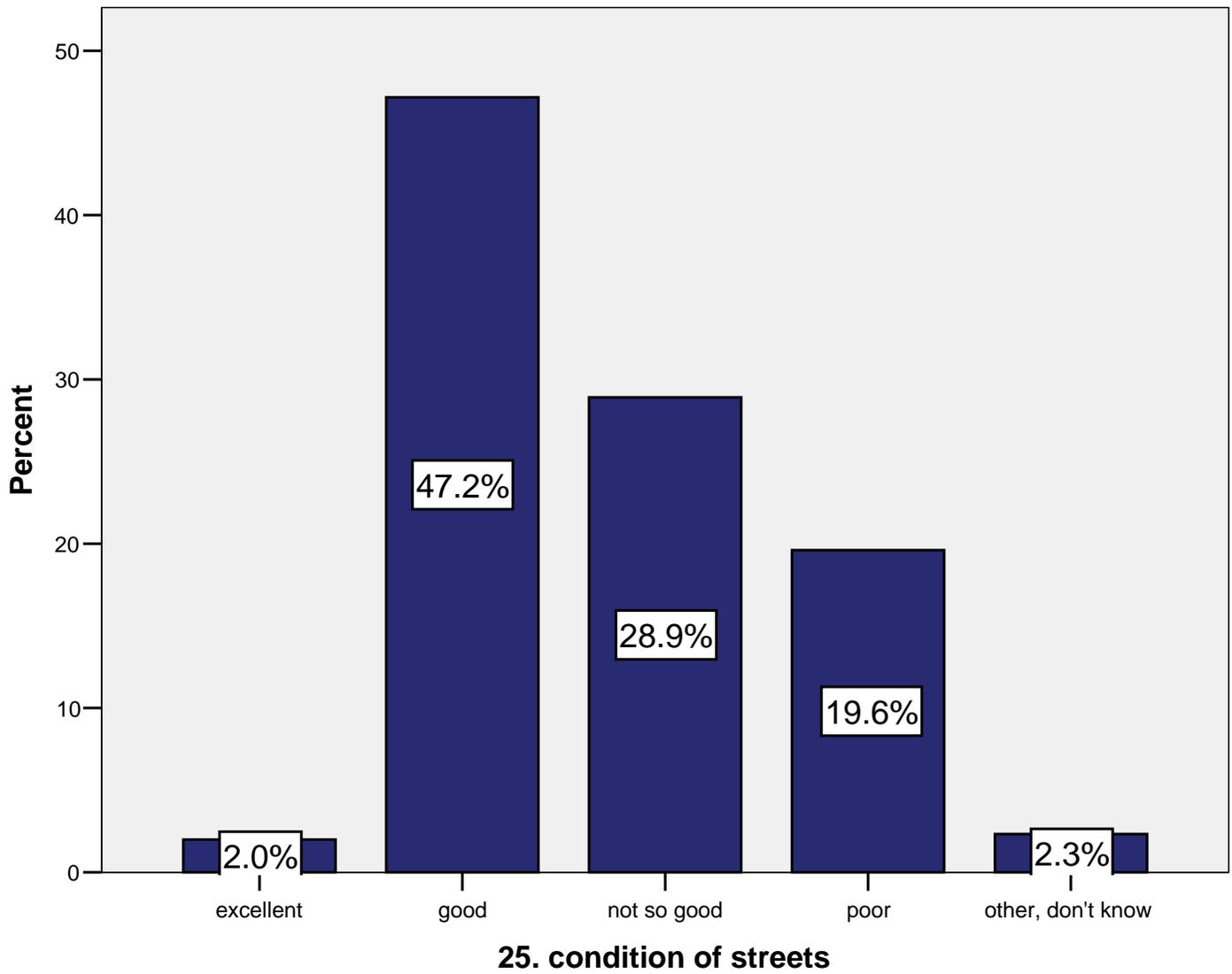
22. diverse mix of businesses

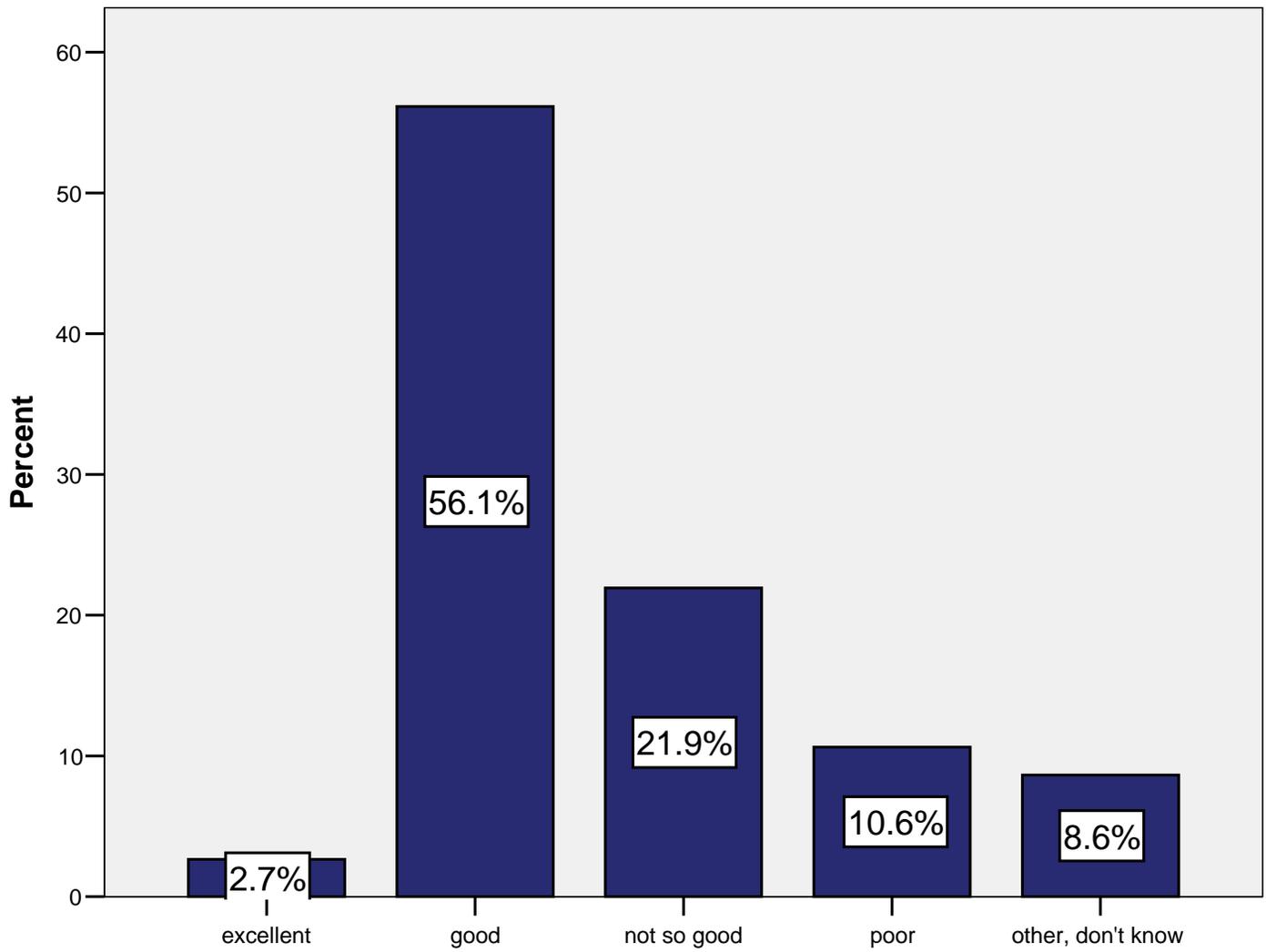


23. dining options

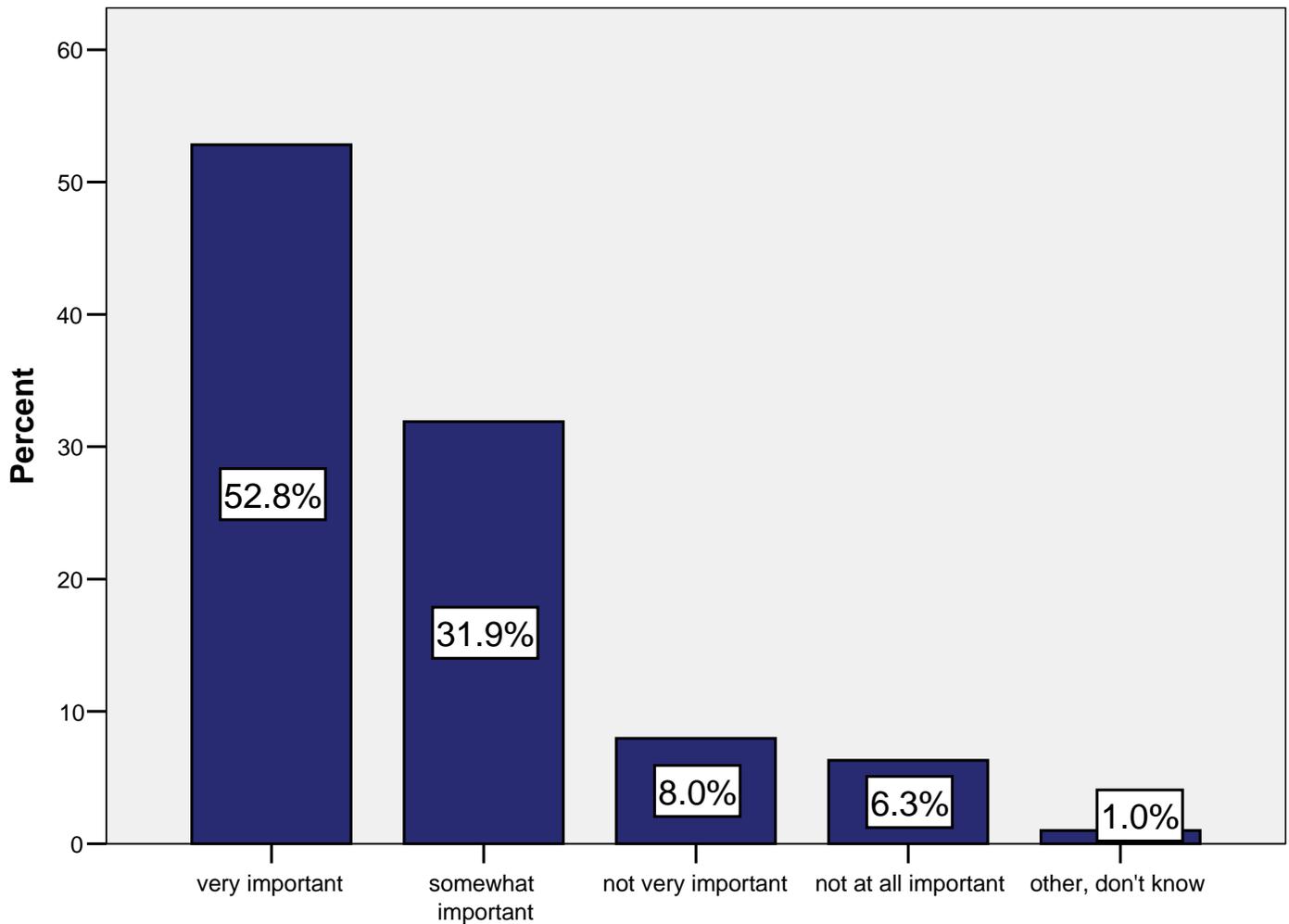


24. entertainment options

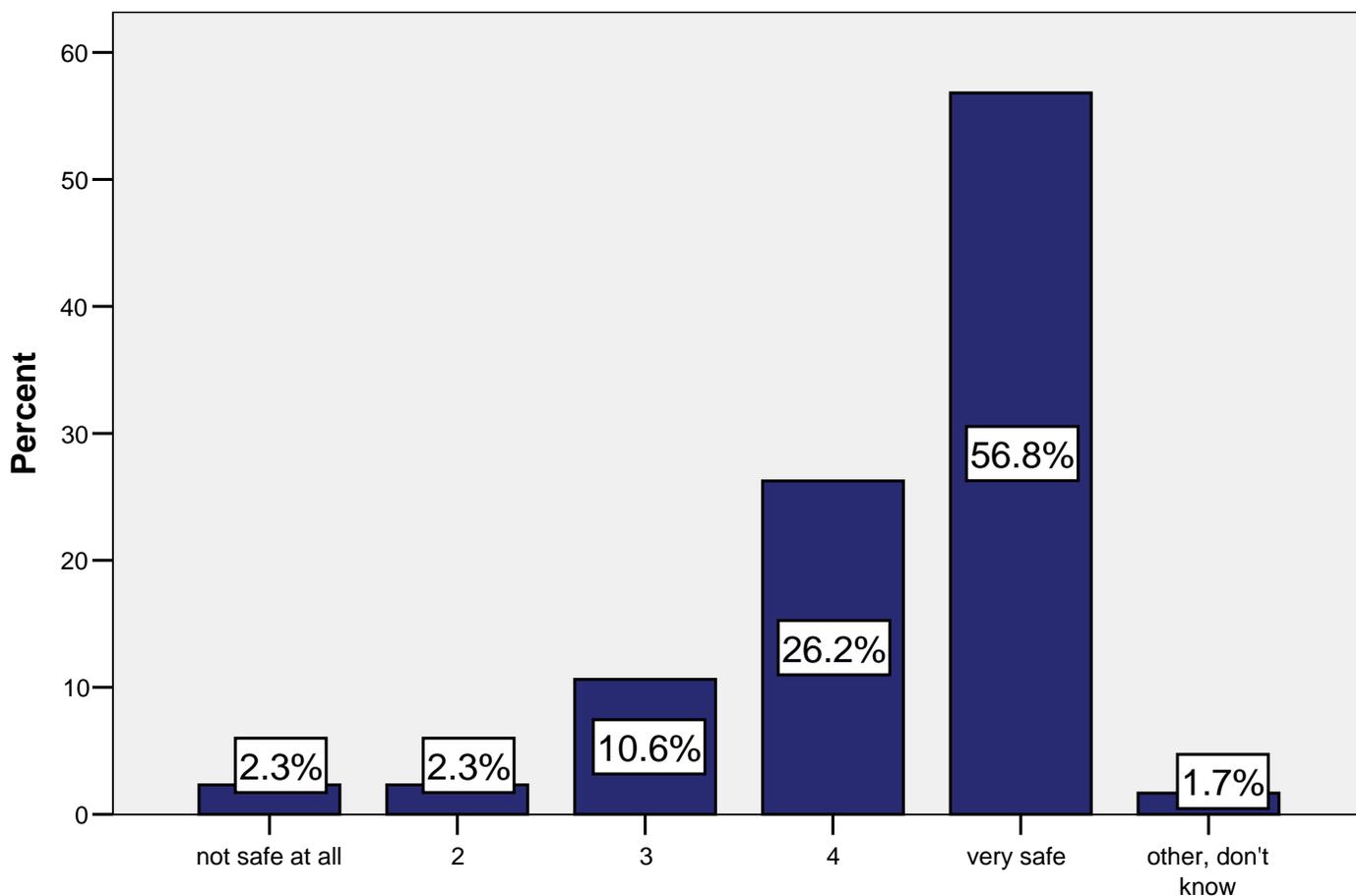




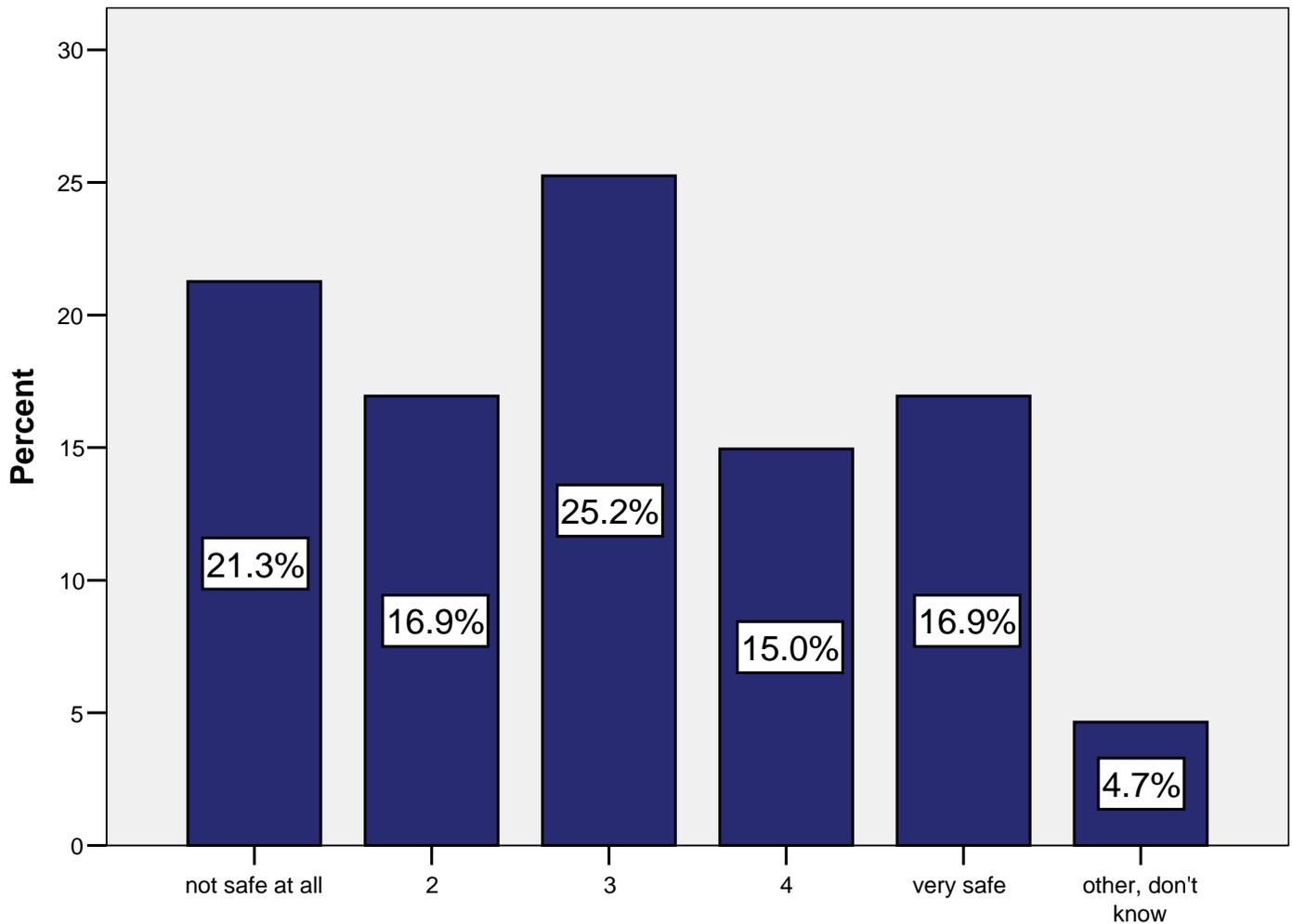
26. condition of sidewalks



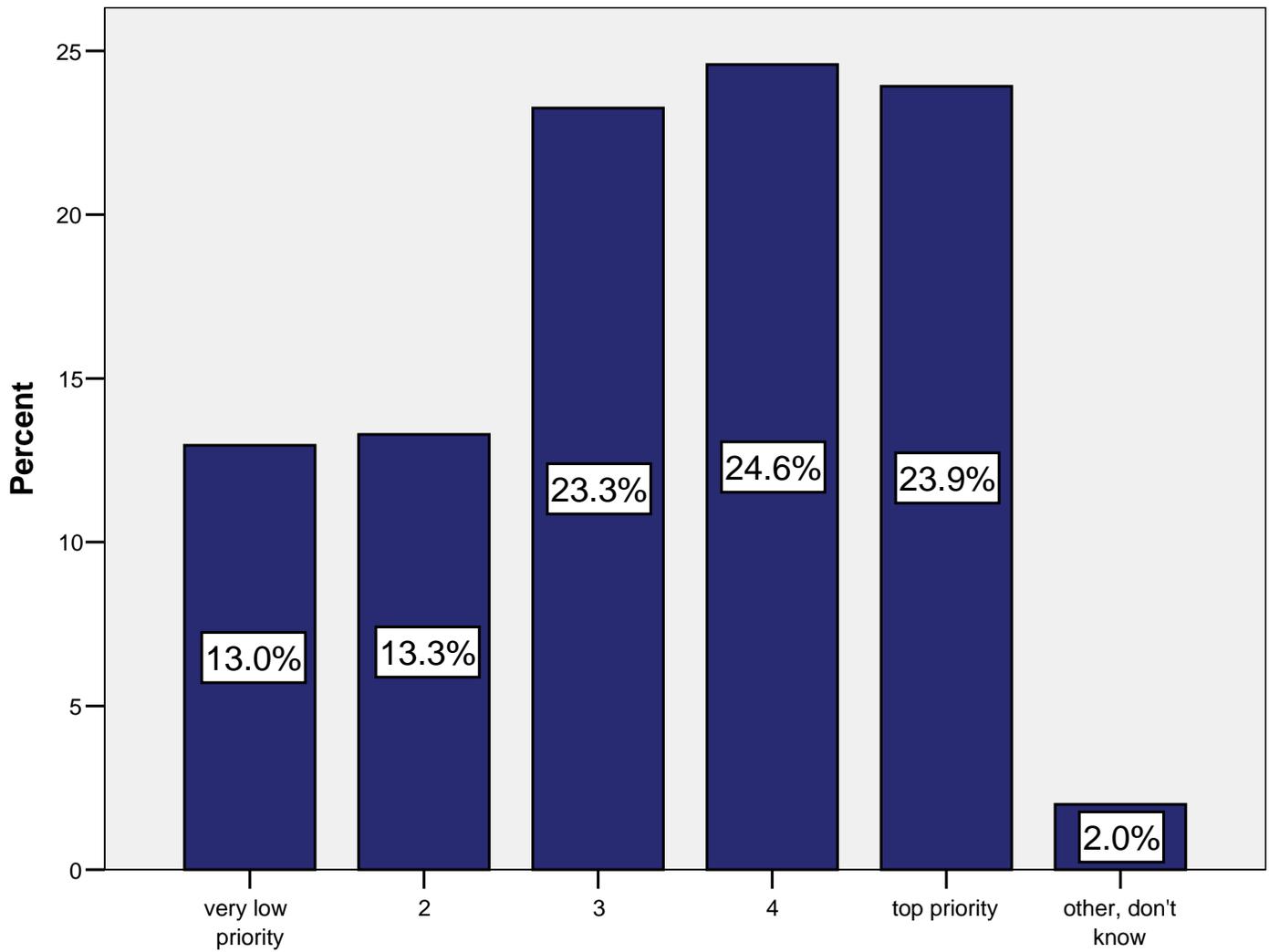
27. How important would you say it is that downtown St. Joseph work to retain its historic character?



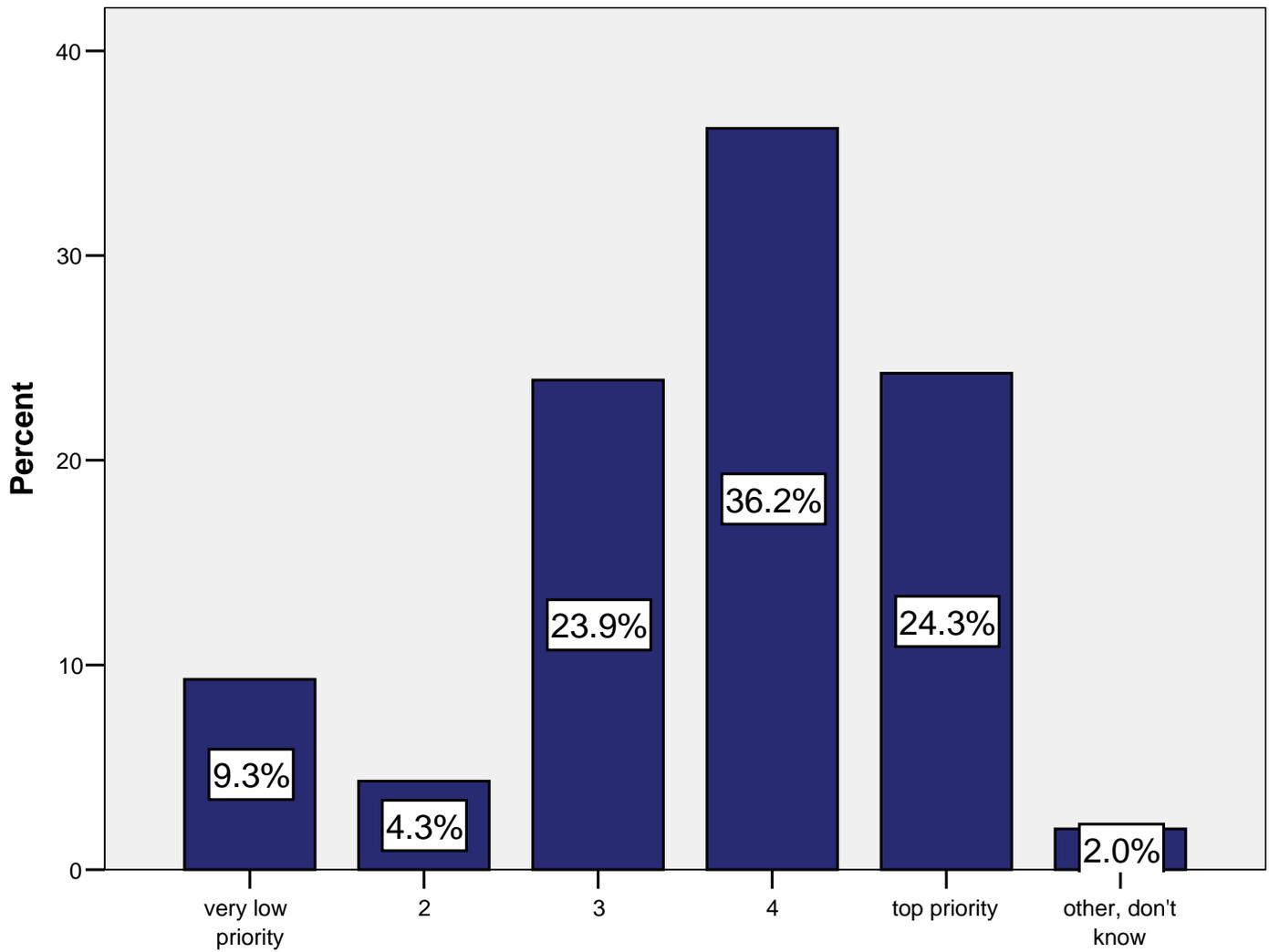
28. Using a five-point scale where “5” means you feel very safe and a “1” means you do not feel safe at all, how safe would you say you feel in downtown St. Joseph during the day? Of course, you can use any number between “1” and “5.”



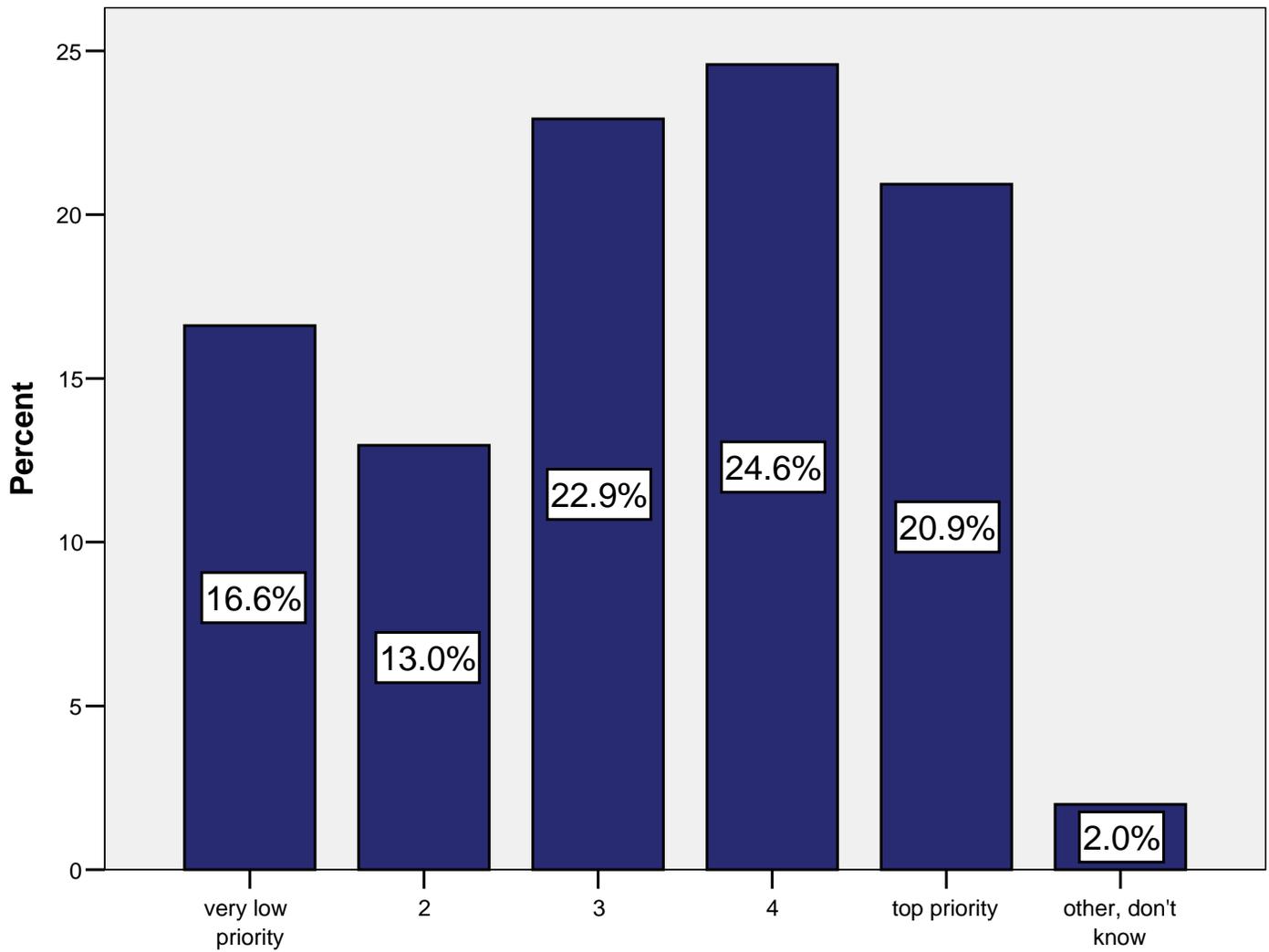
29. Using the same scale, how safe would you say you feel in downtown St. Joseph at night?



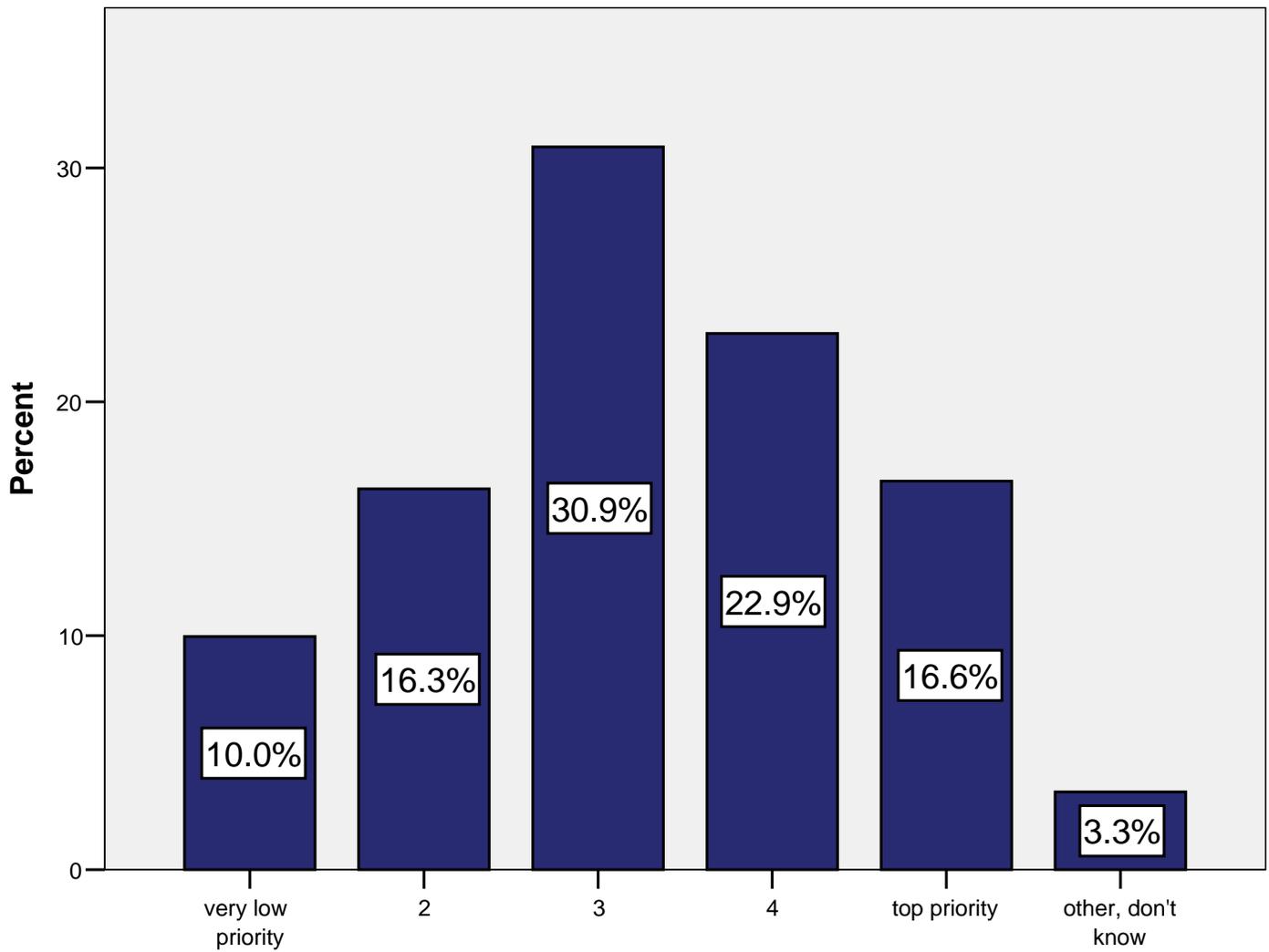
30. lodging such as hotel, motel or bed and breakfast



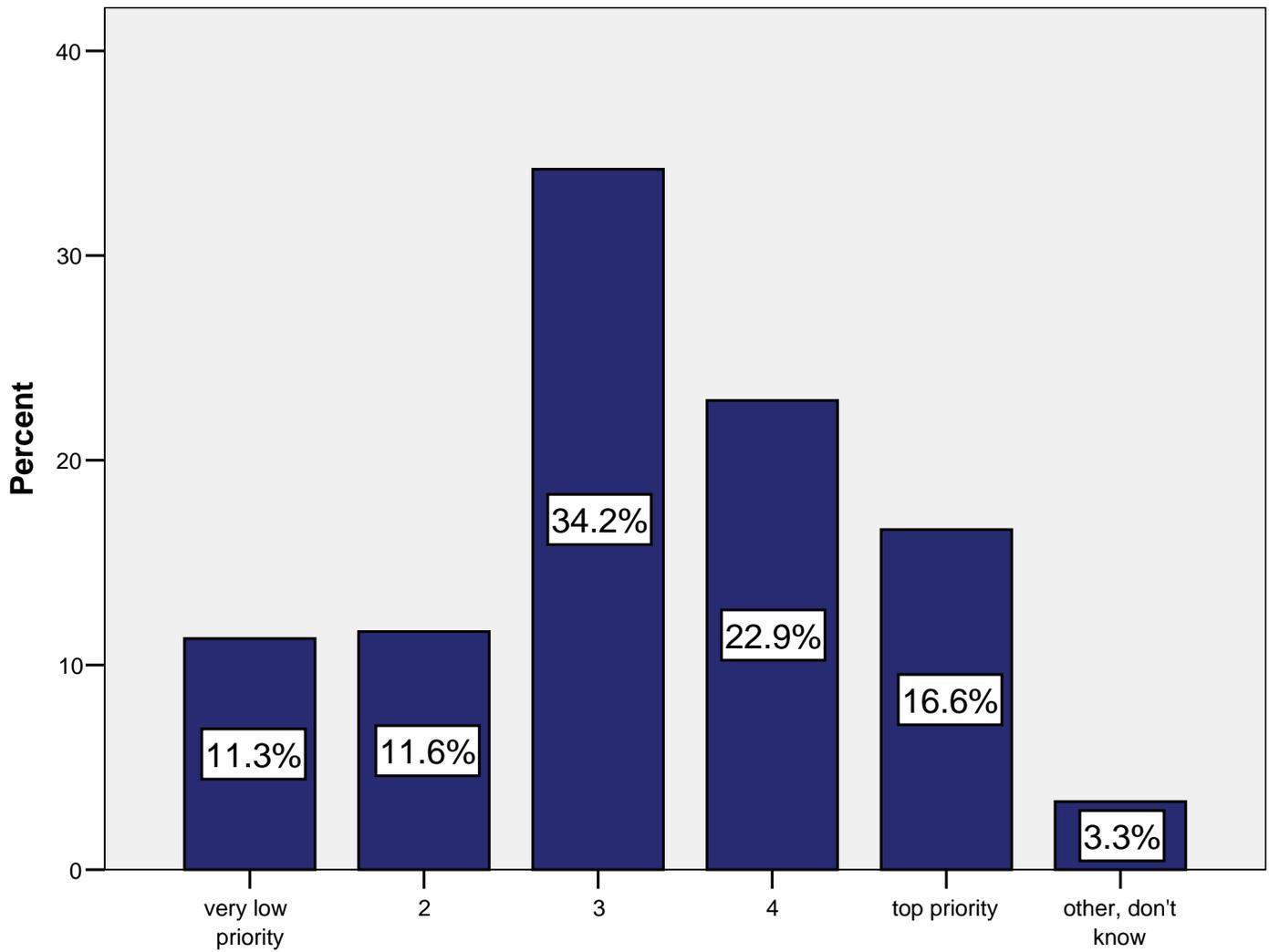
31. casual dining



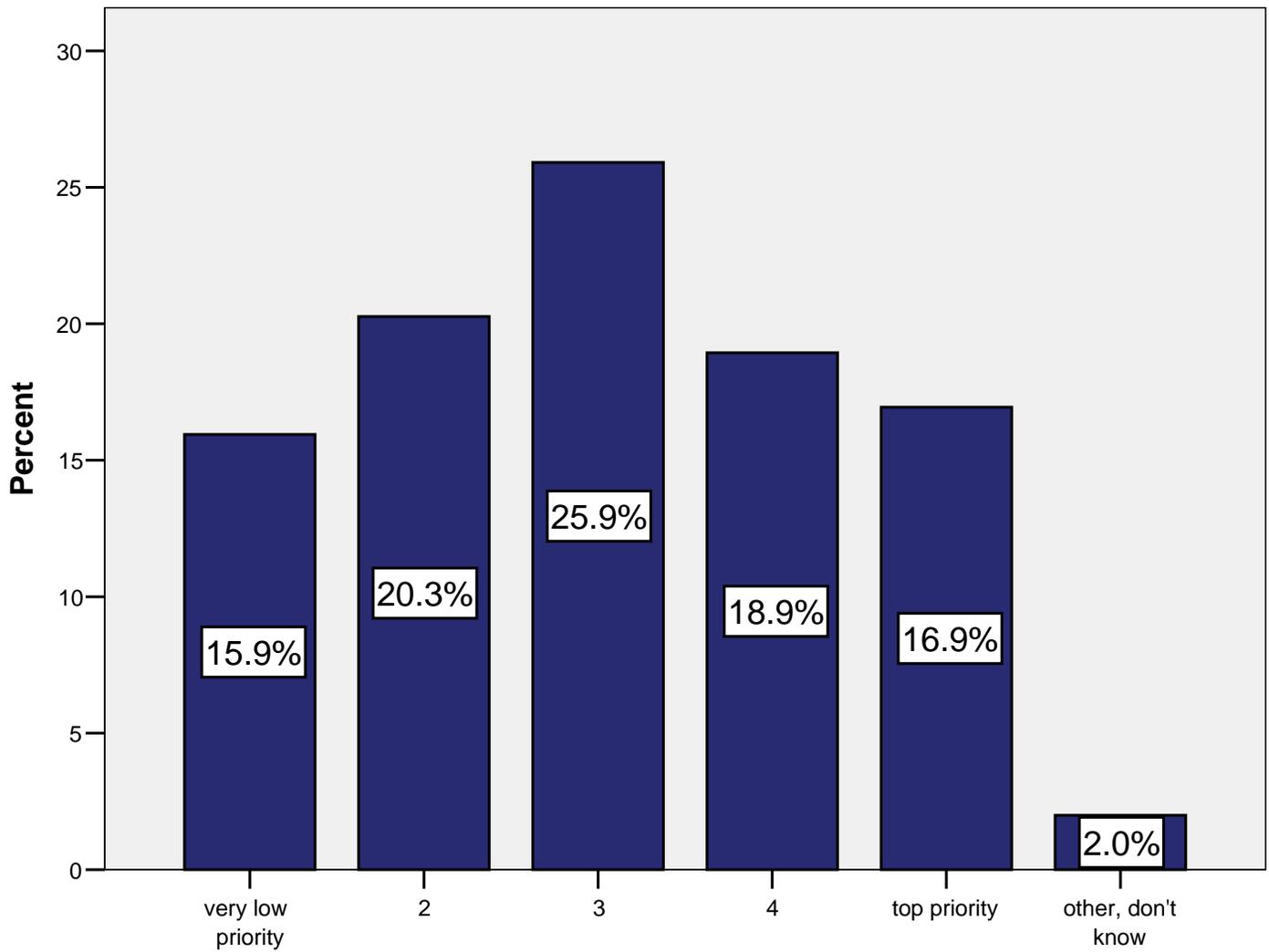
32. movie theater



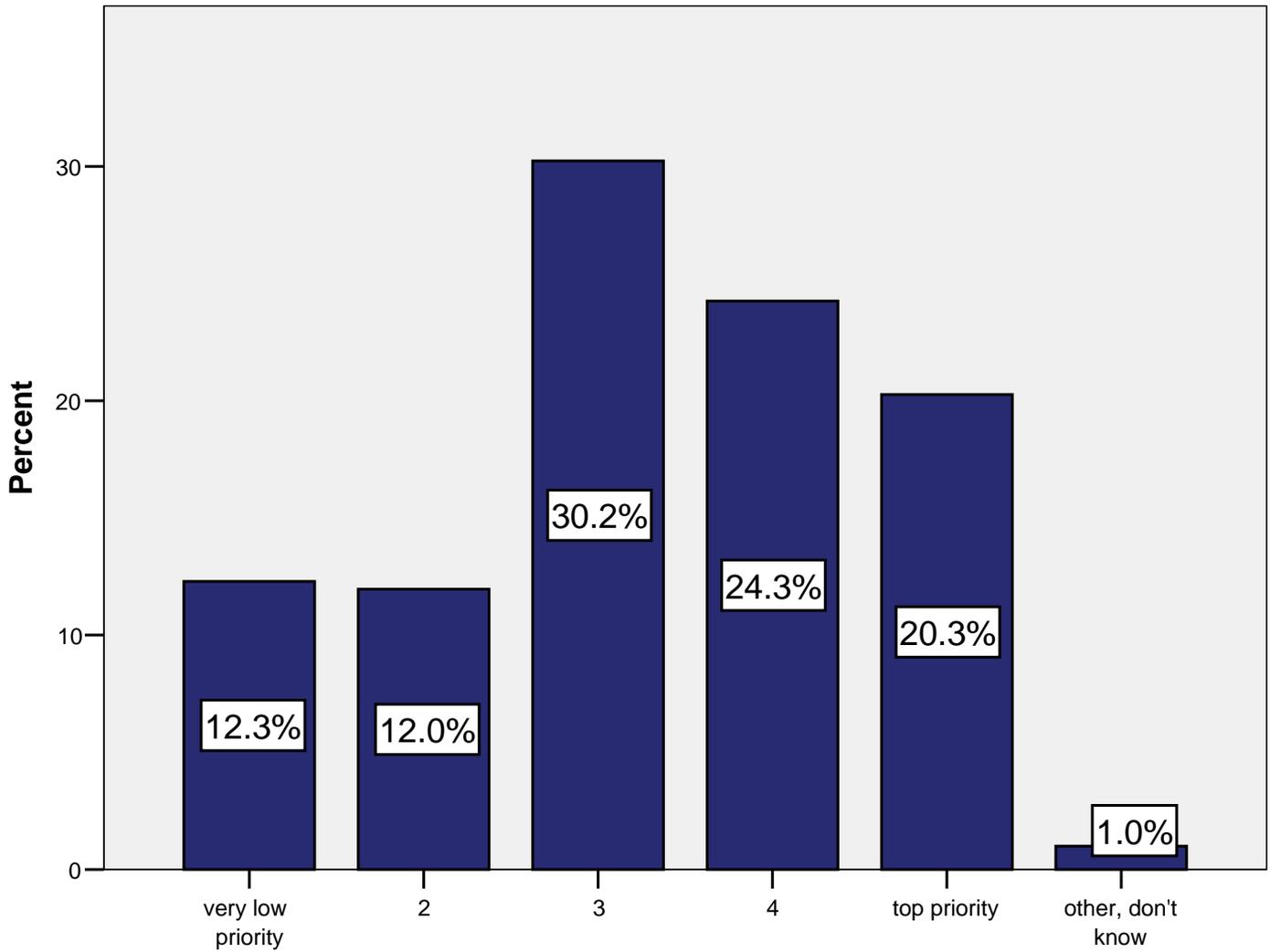
33. ice cream shop/soda fountain



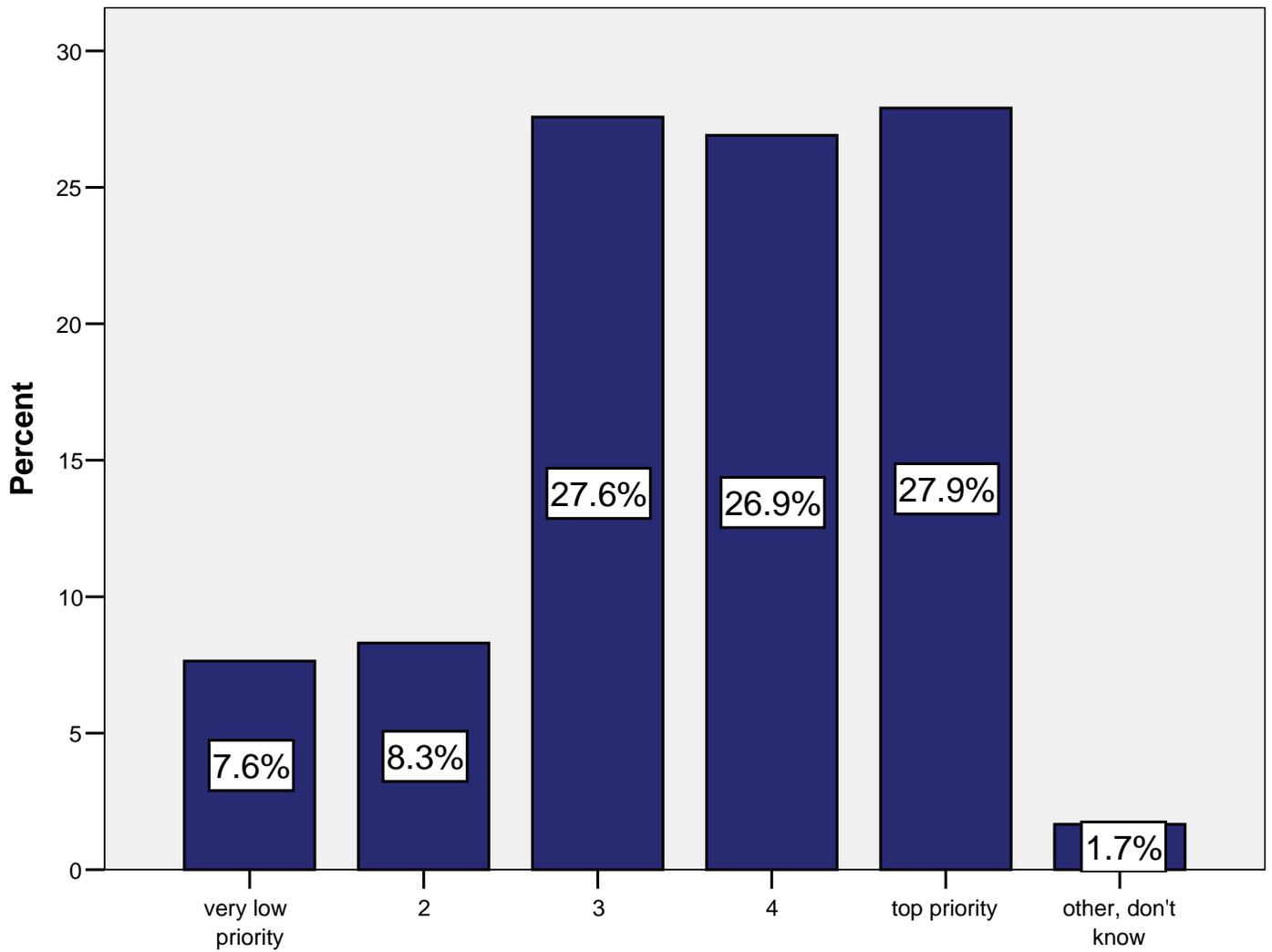
34. upscale specialty shops



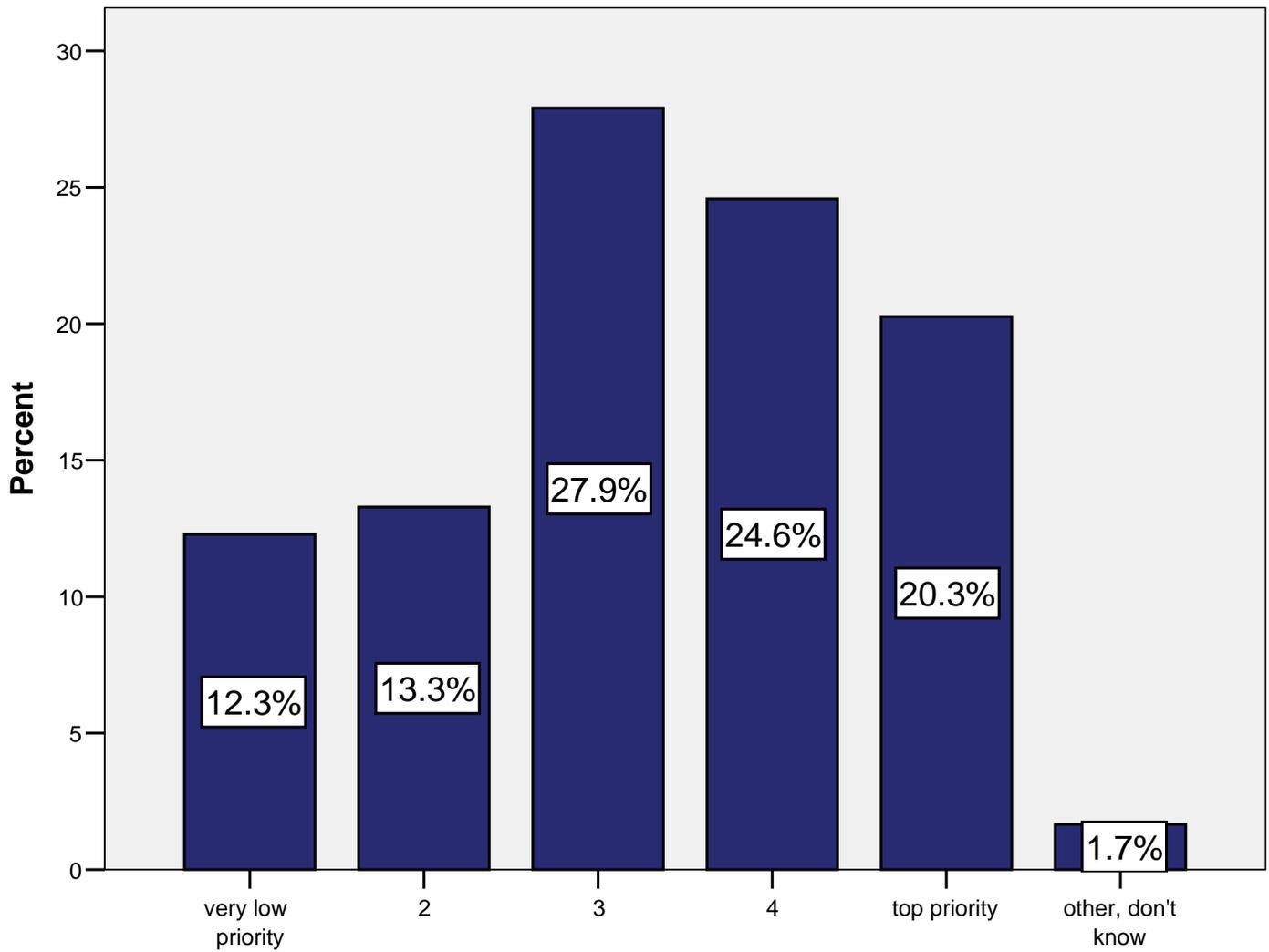
35. antique shops



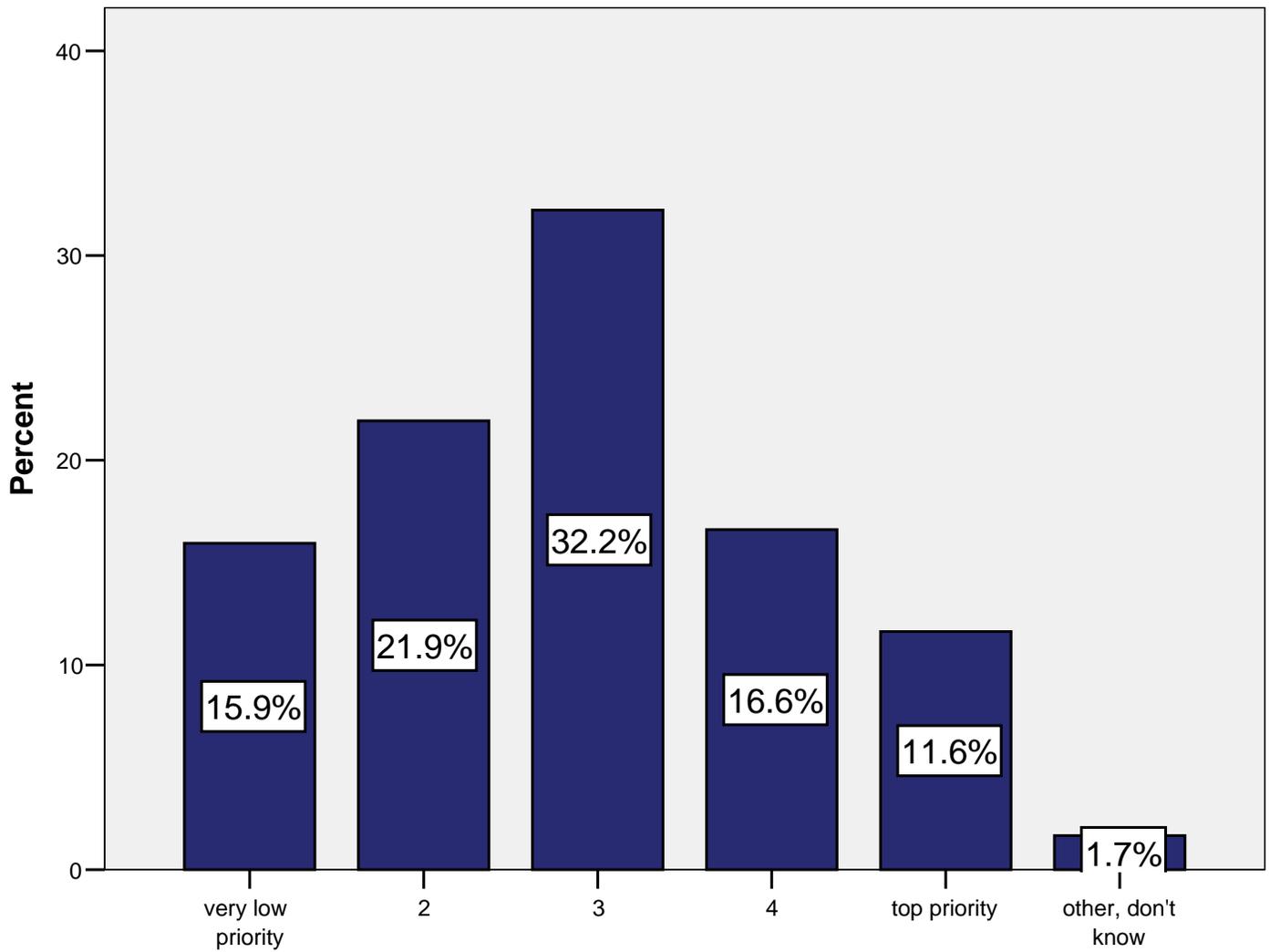
36. art galleries and shops



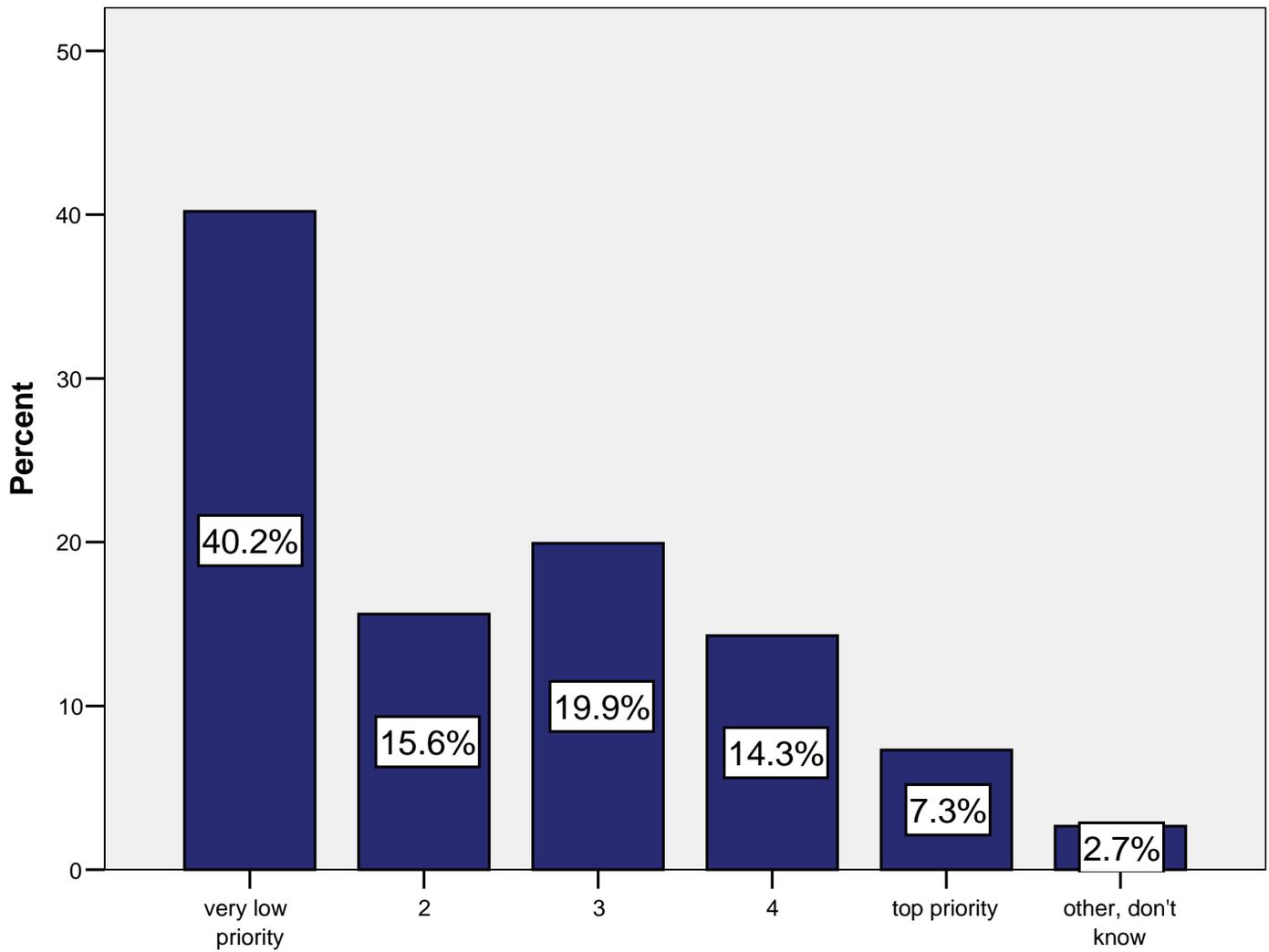
37. upscale dining



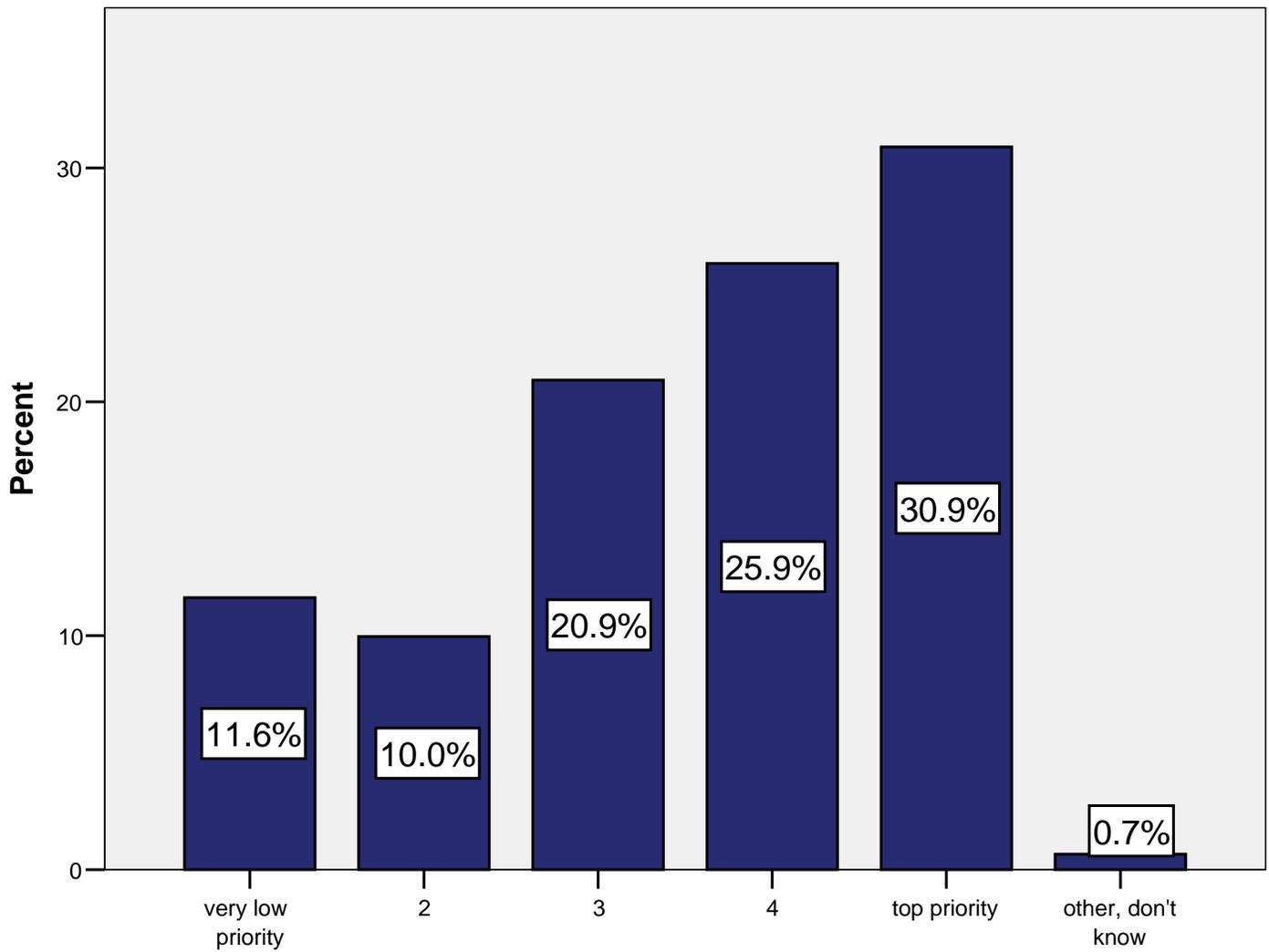
38. clothing stores



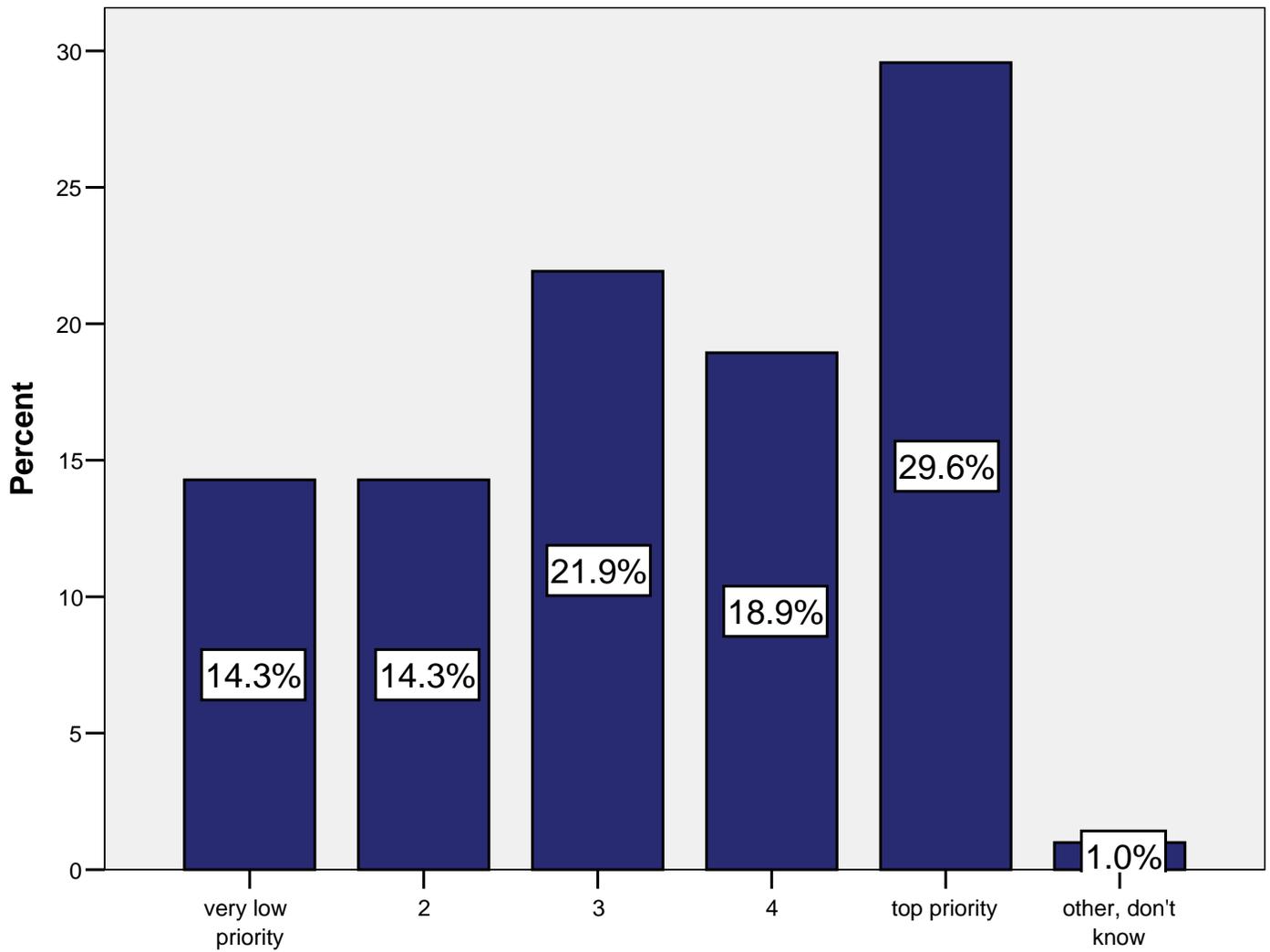
39. shoe stores



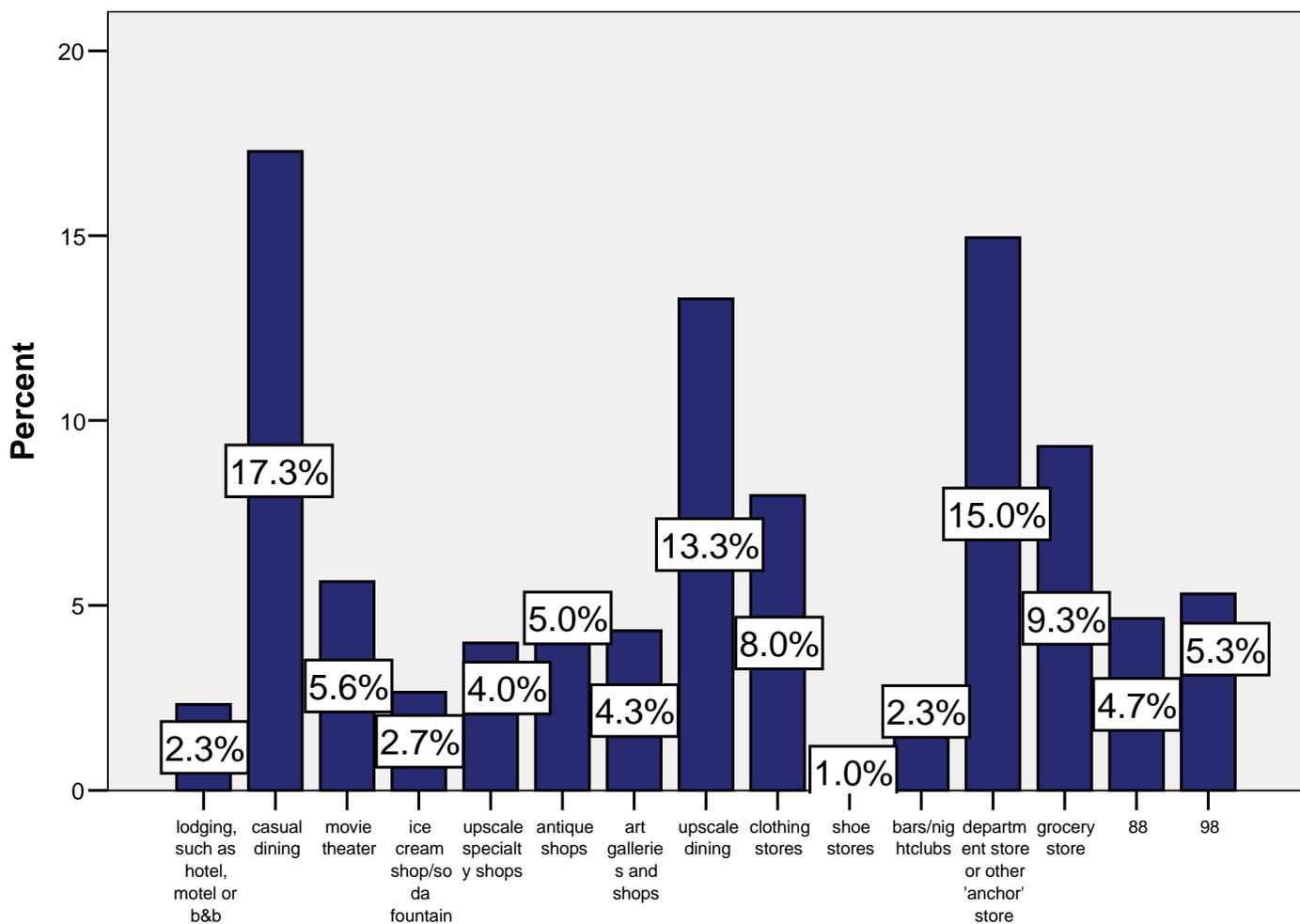
40. bars/nightclubs



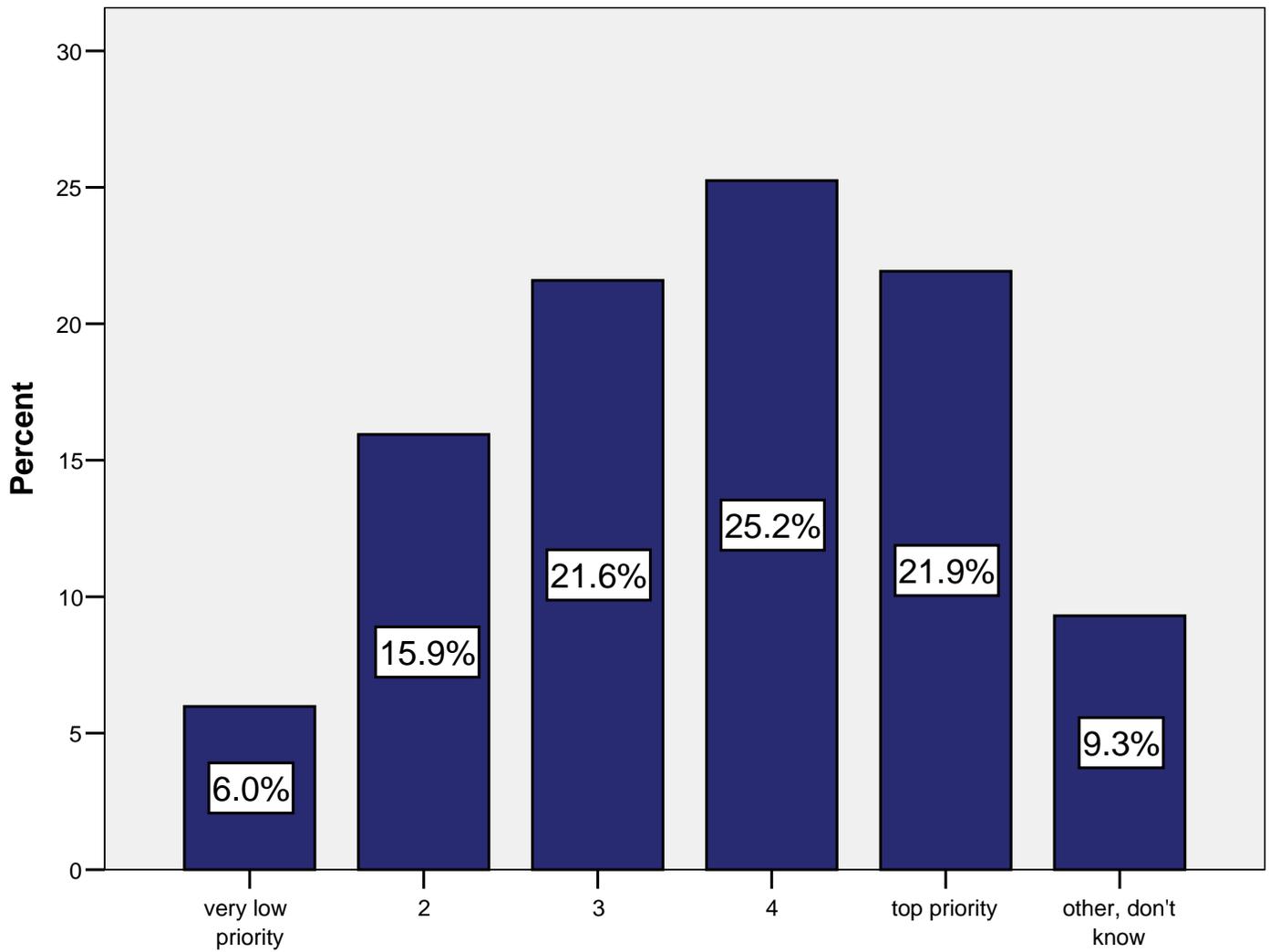
41. department store or other 'anchor' store



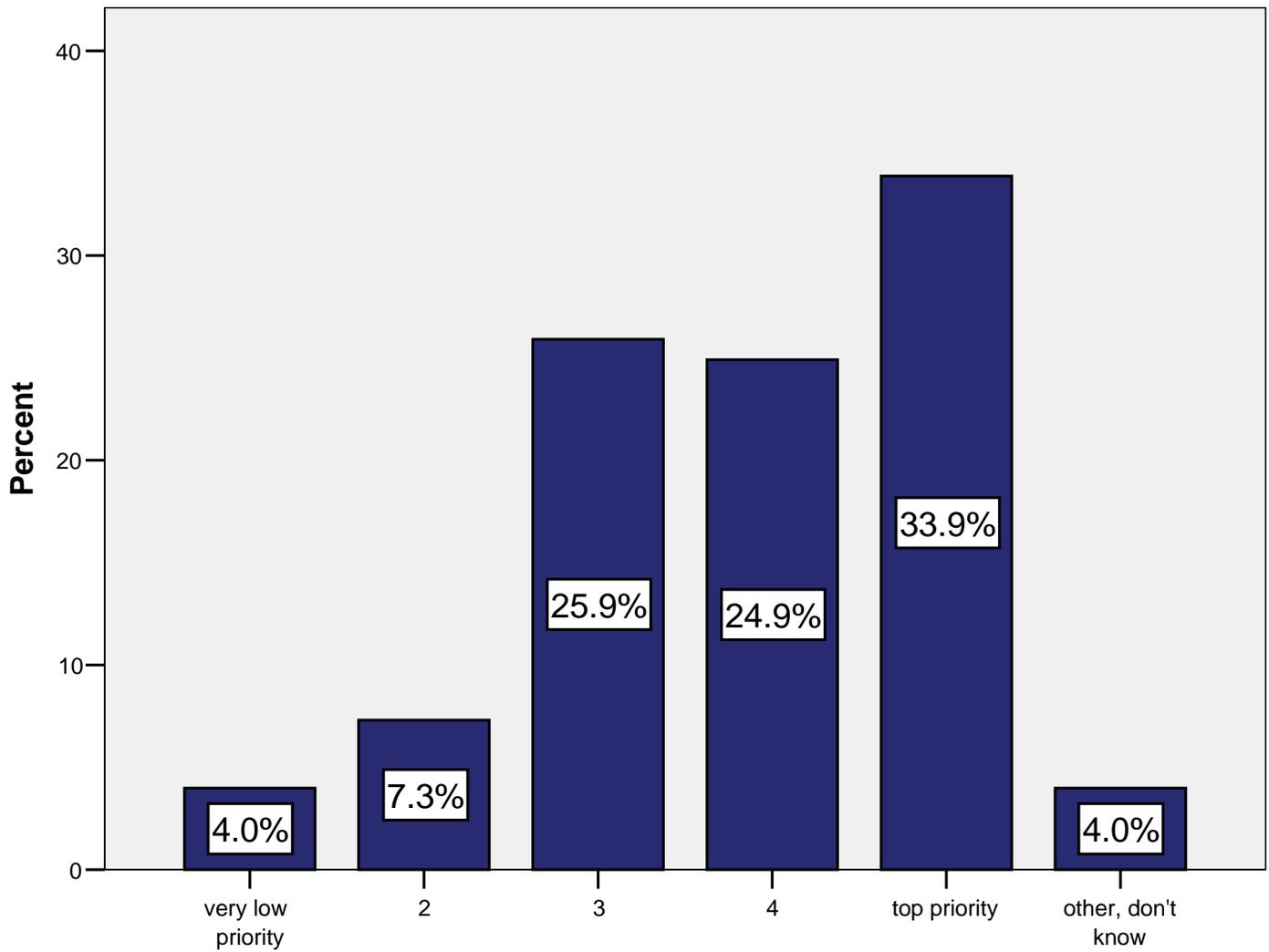
42. grocery store



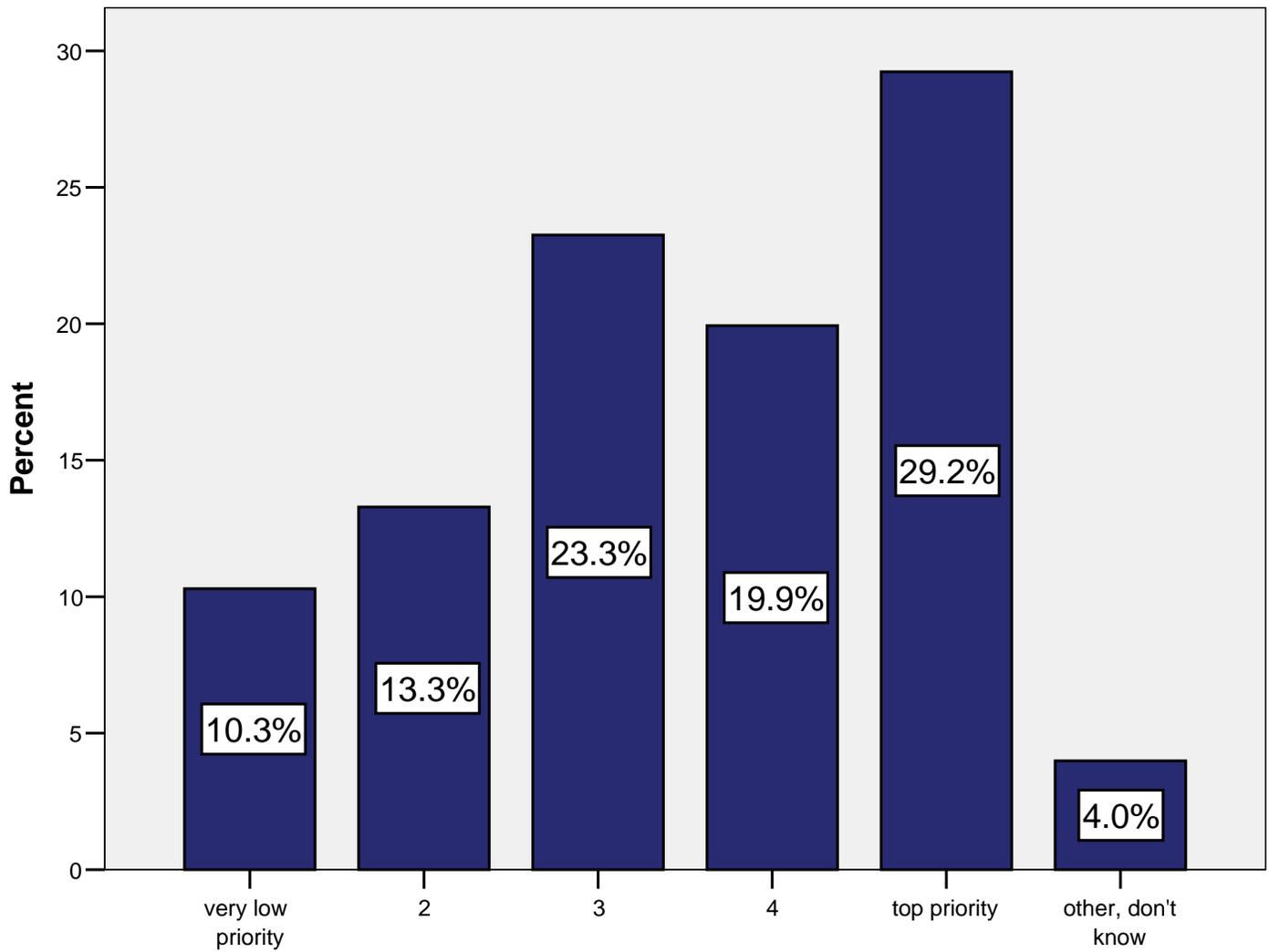
43. Of the items listed above, what business would you most like to see in downtown St. Joseph?



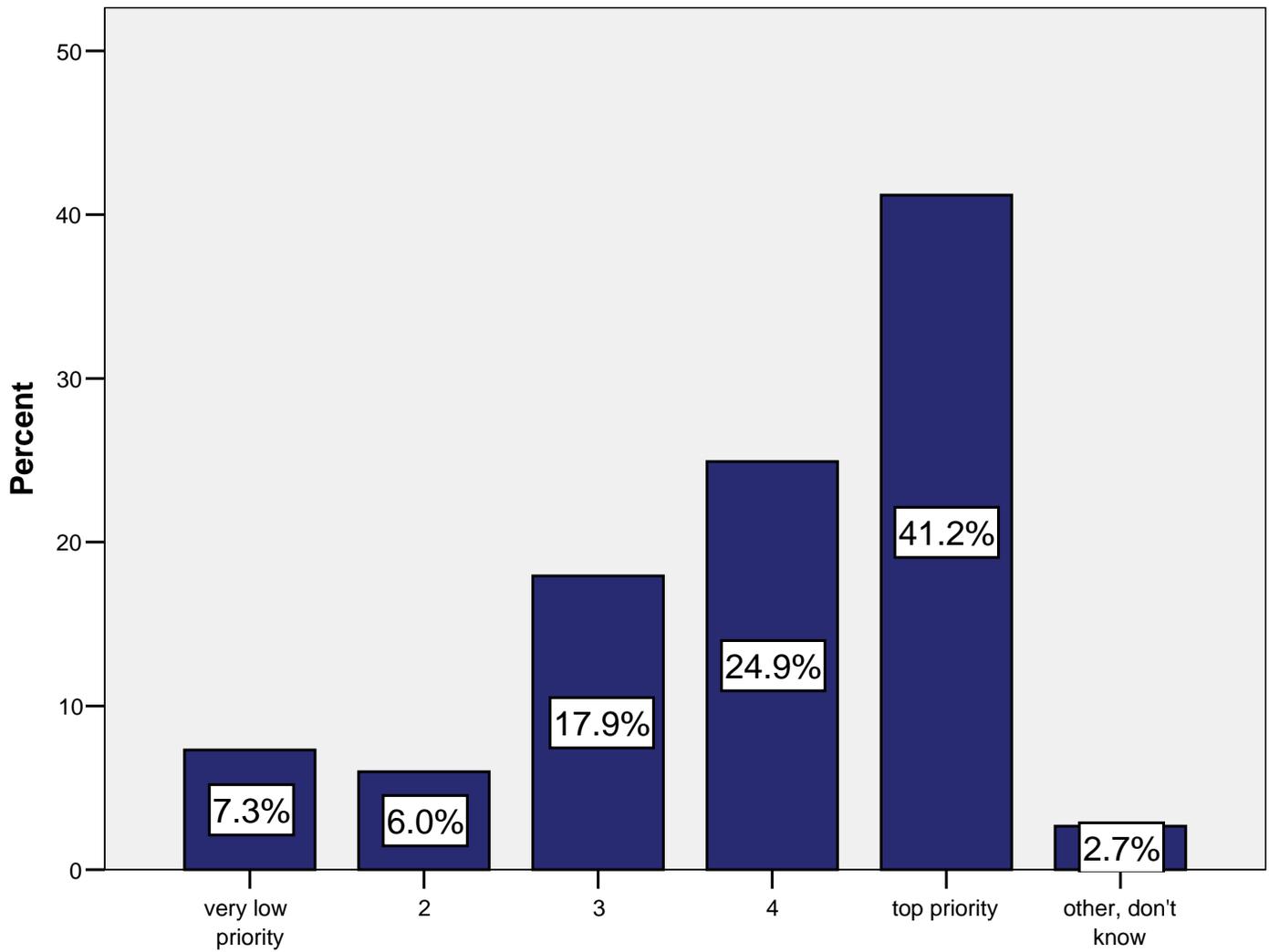
44. adding green space



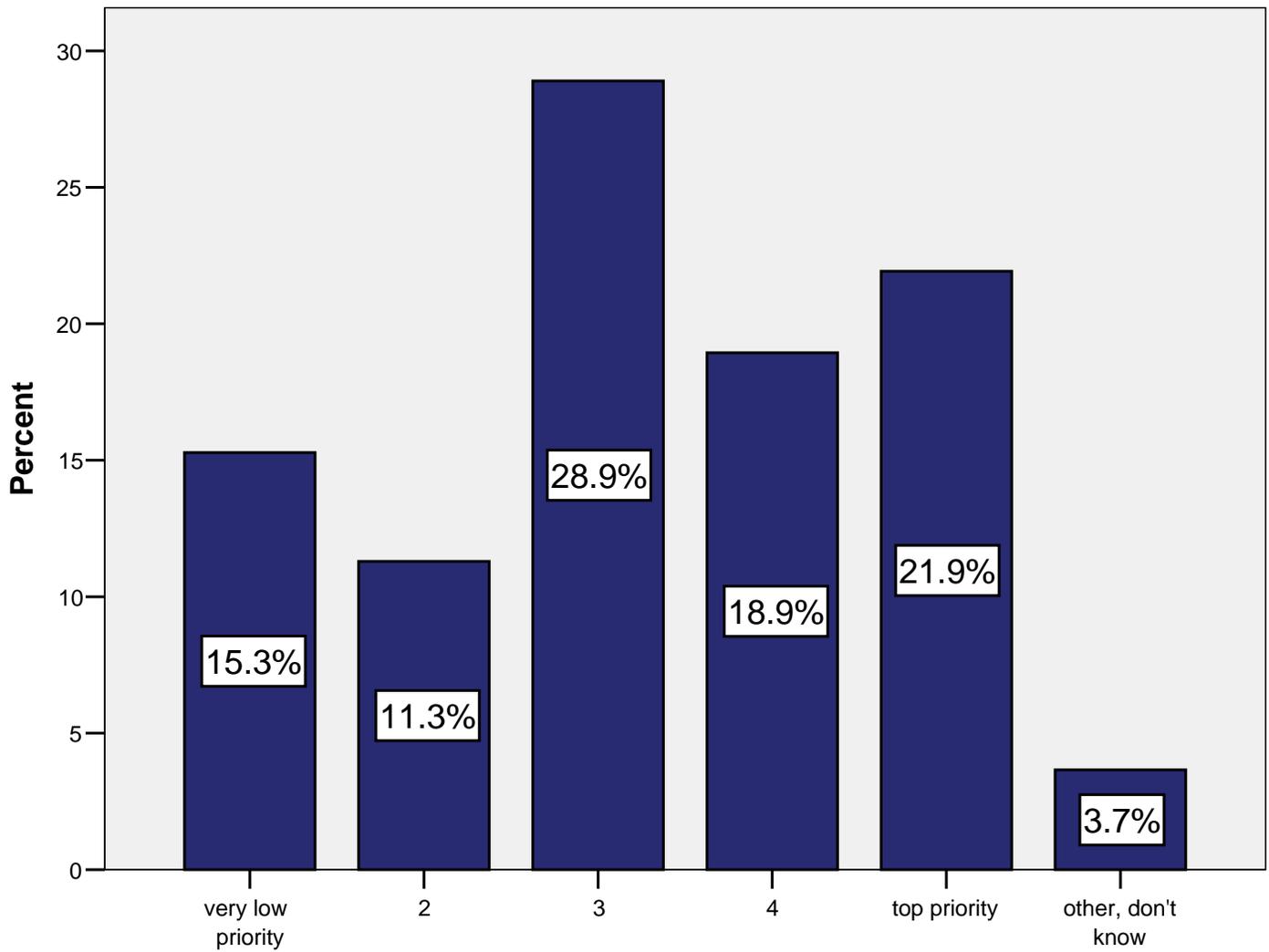
45. improving lighting



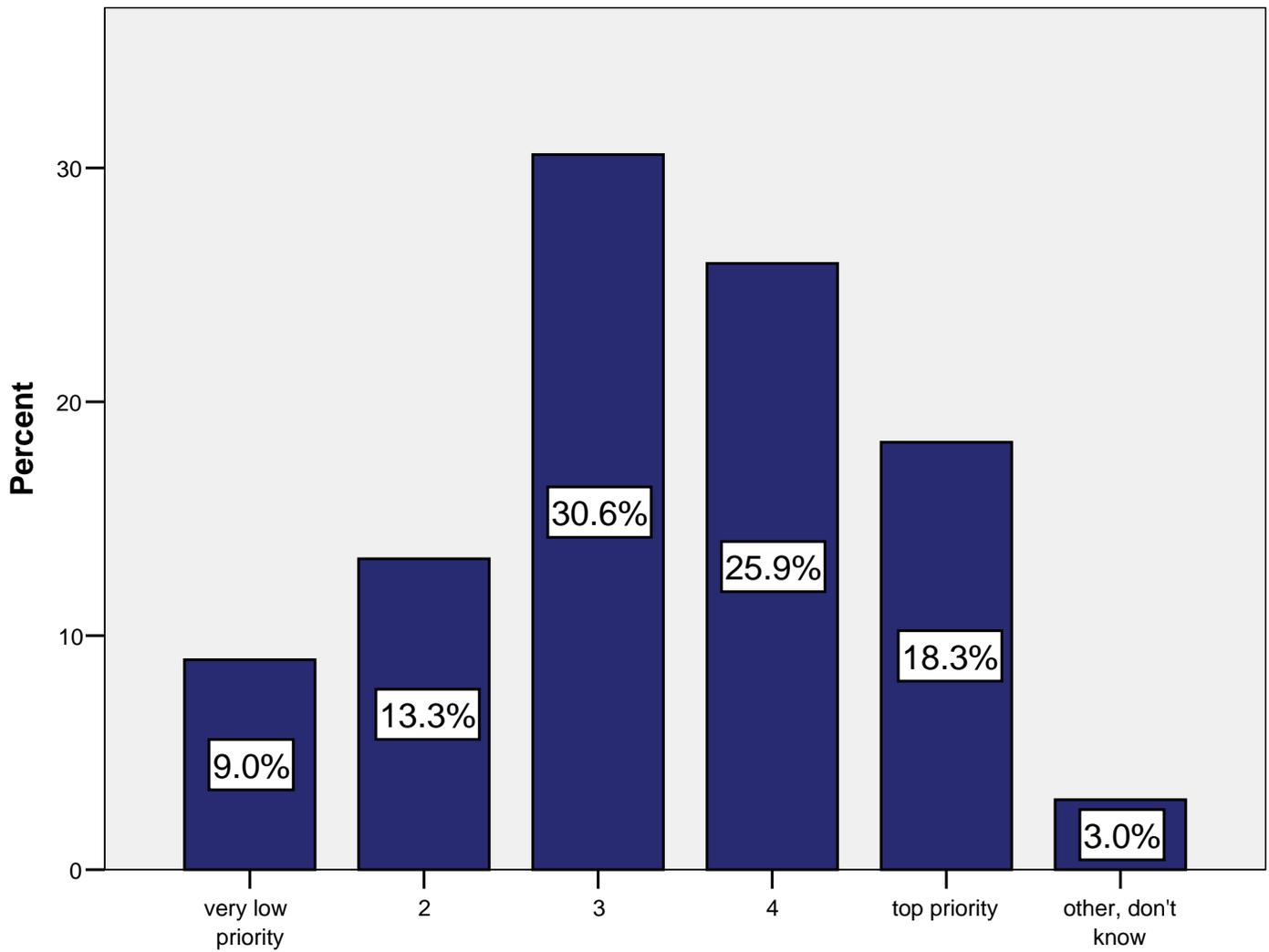
46. moving utilities underground



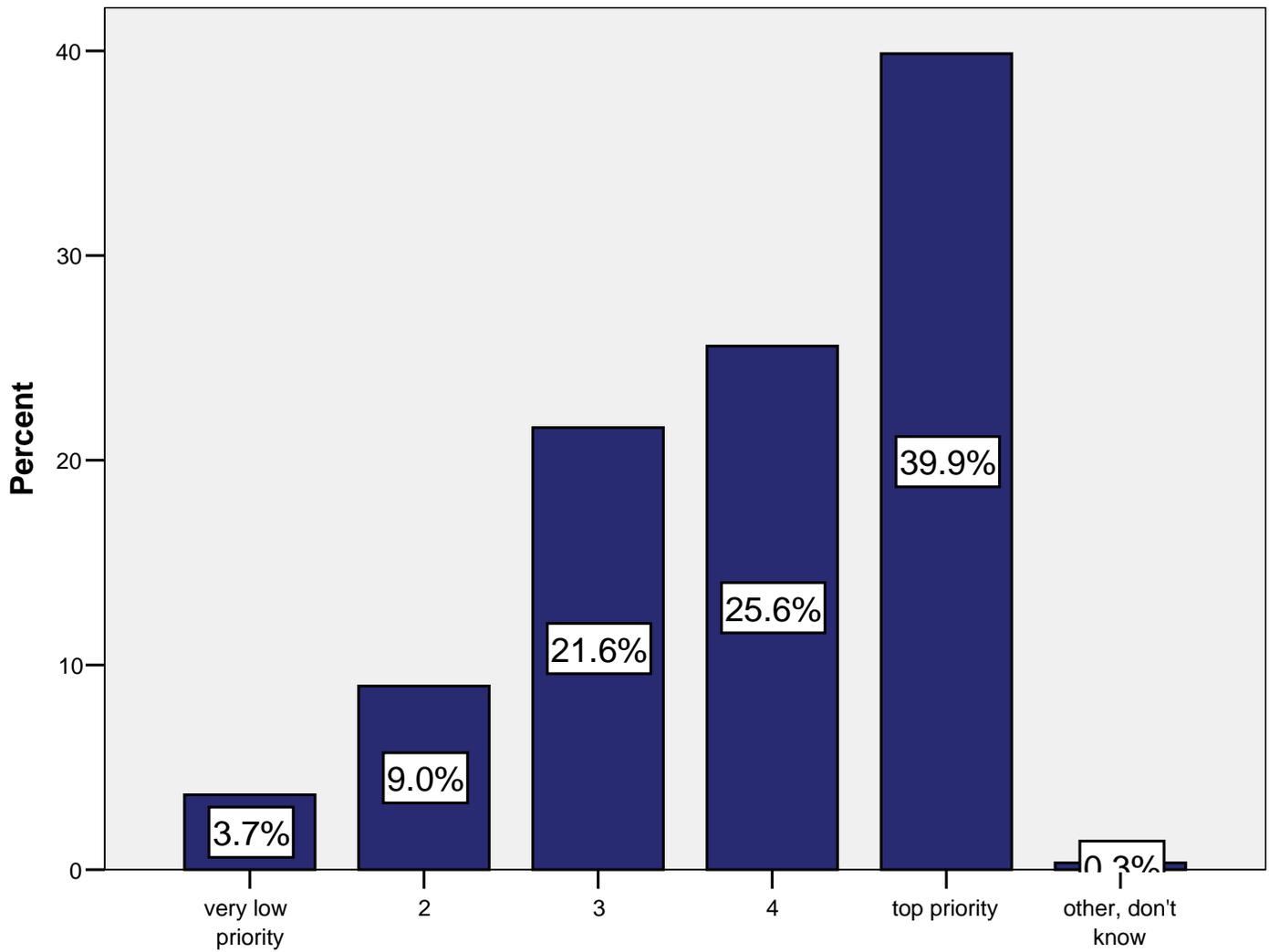
47. improving conditions of parking garages



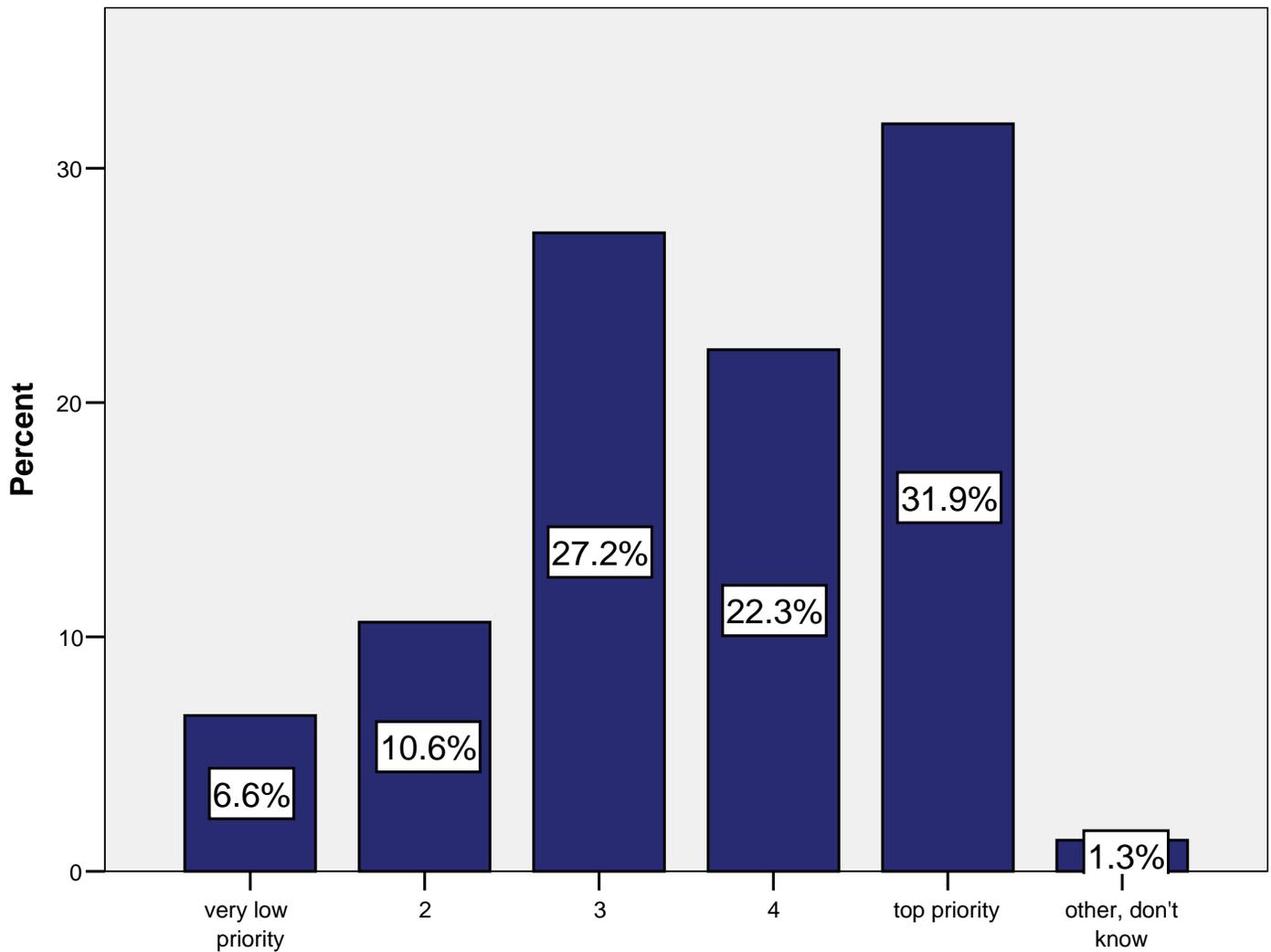
48. stricter code enforcement



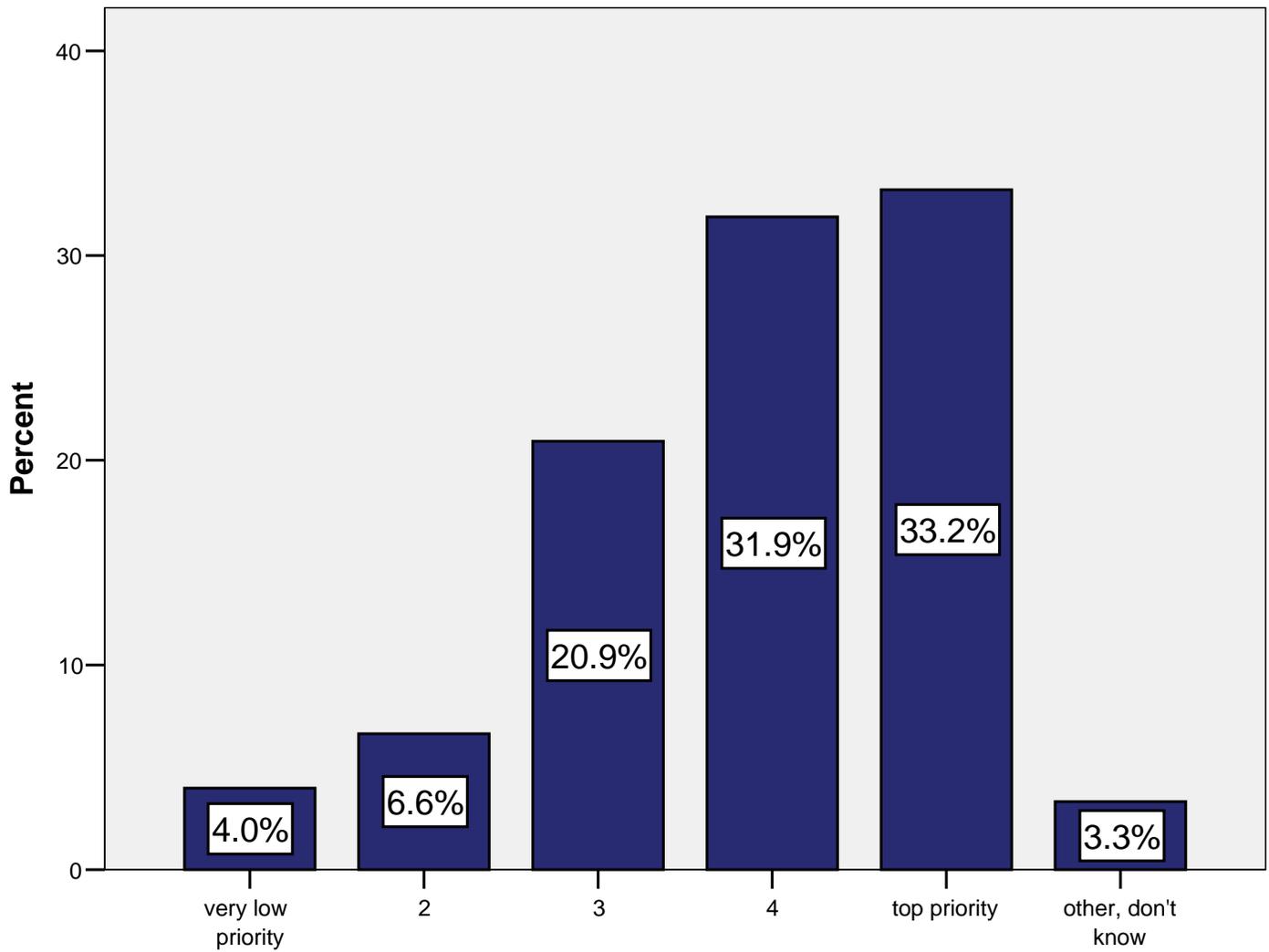
49. developing second-story residential space



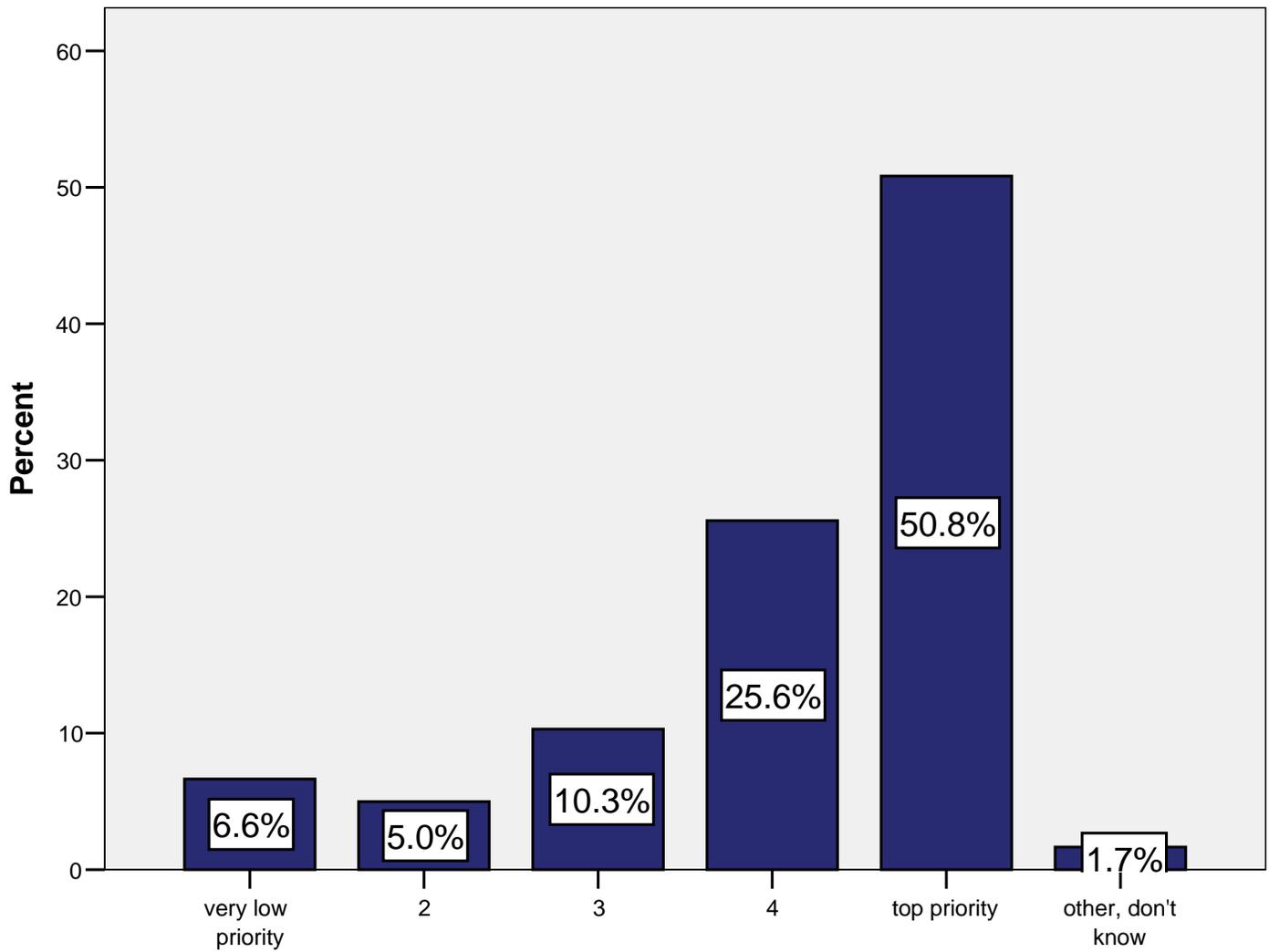
50. making the area more pedestrian-friendly



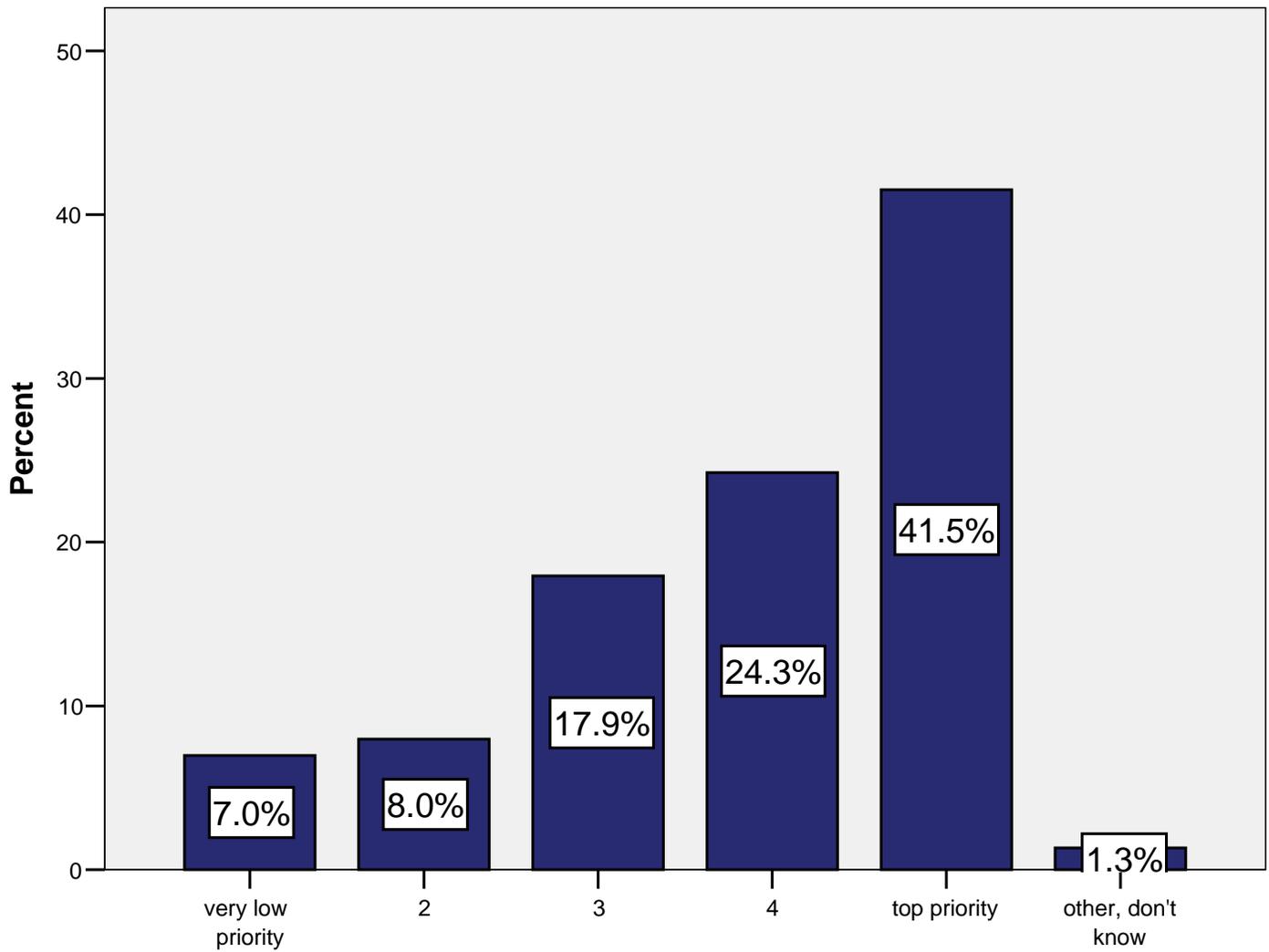
51. improving signage to help people find their way around



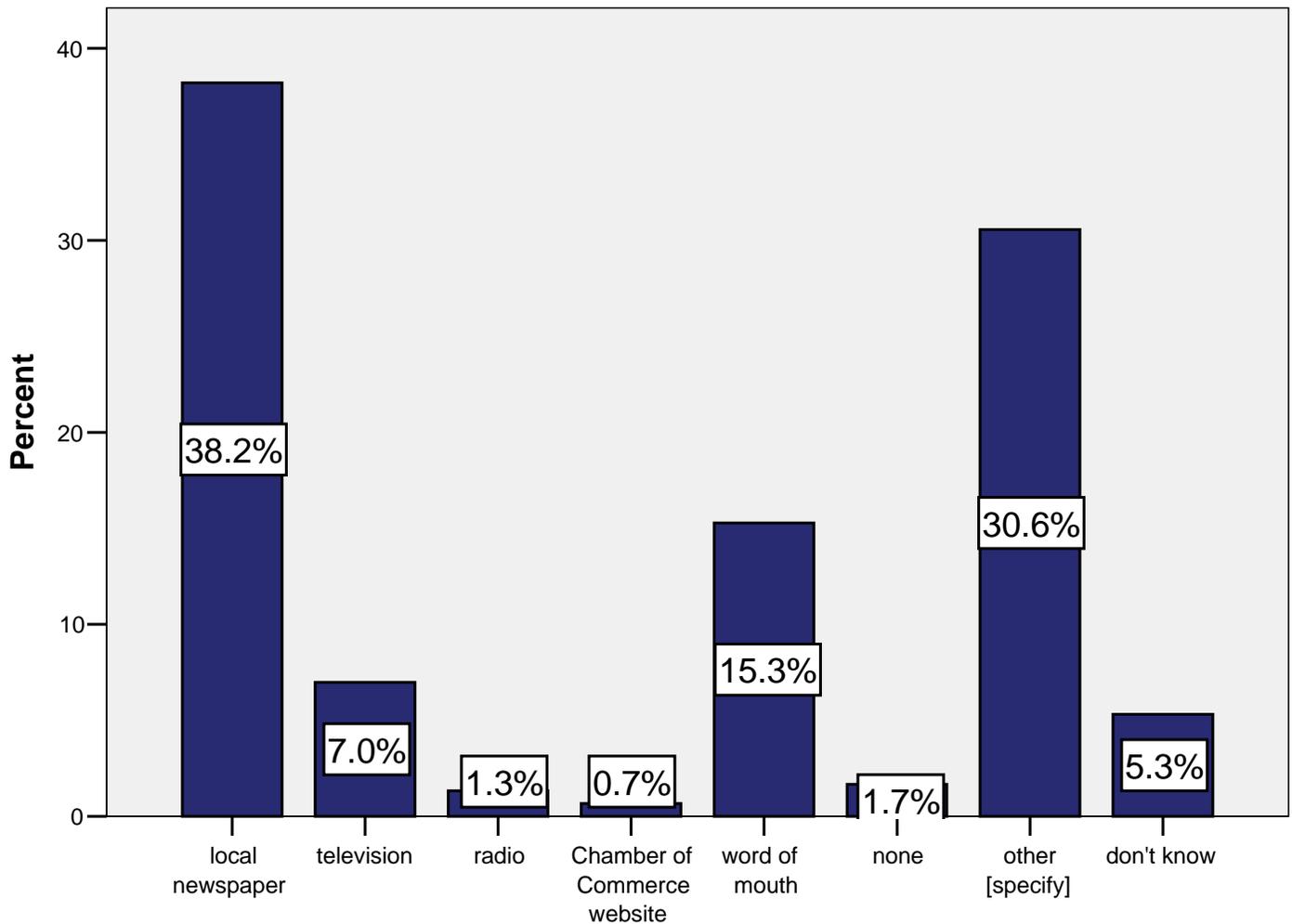
52. improving building facades



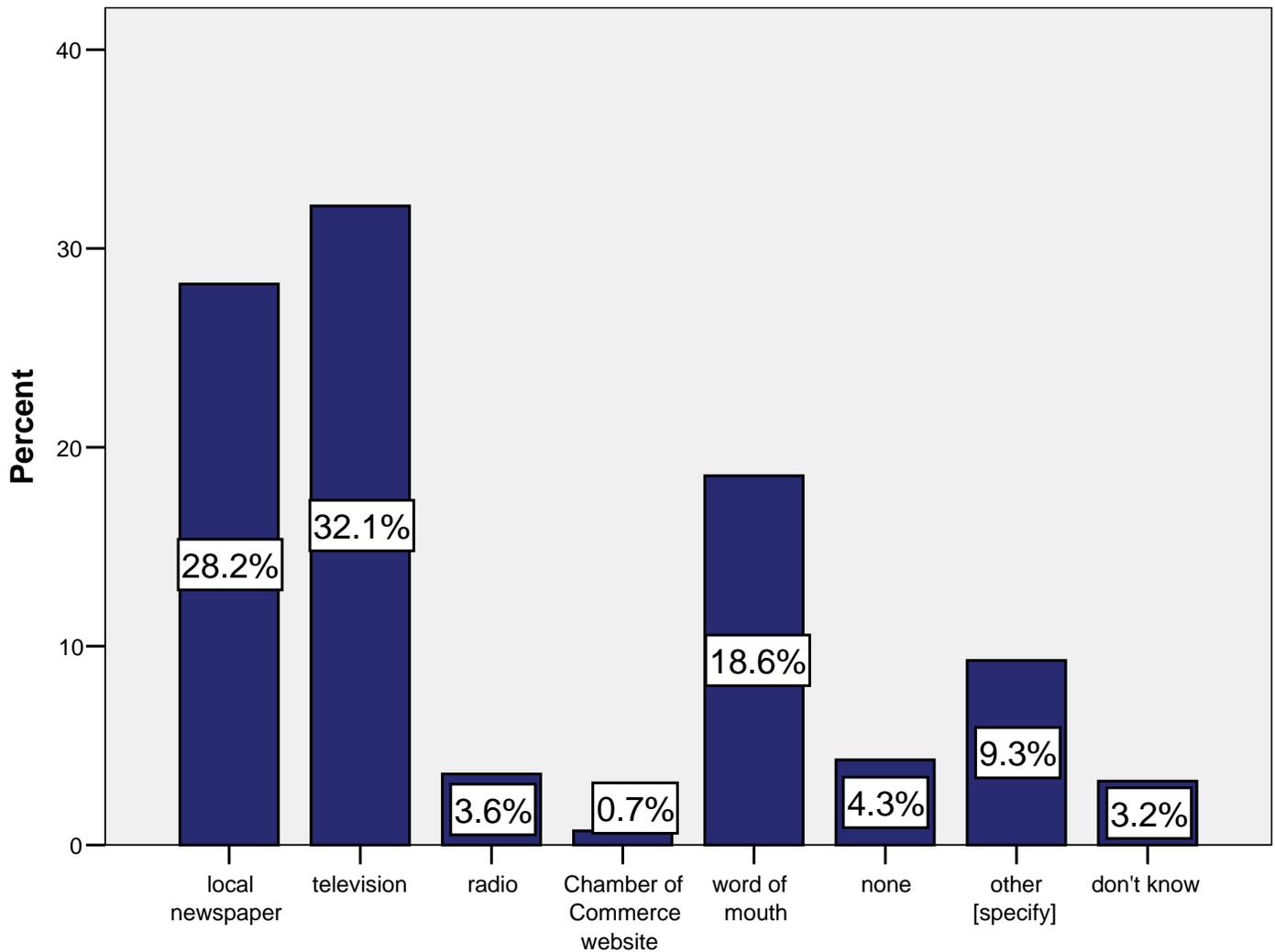
53. making better use of the riverfront area



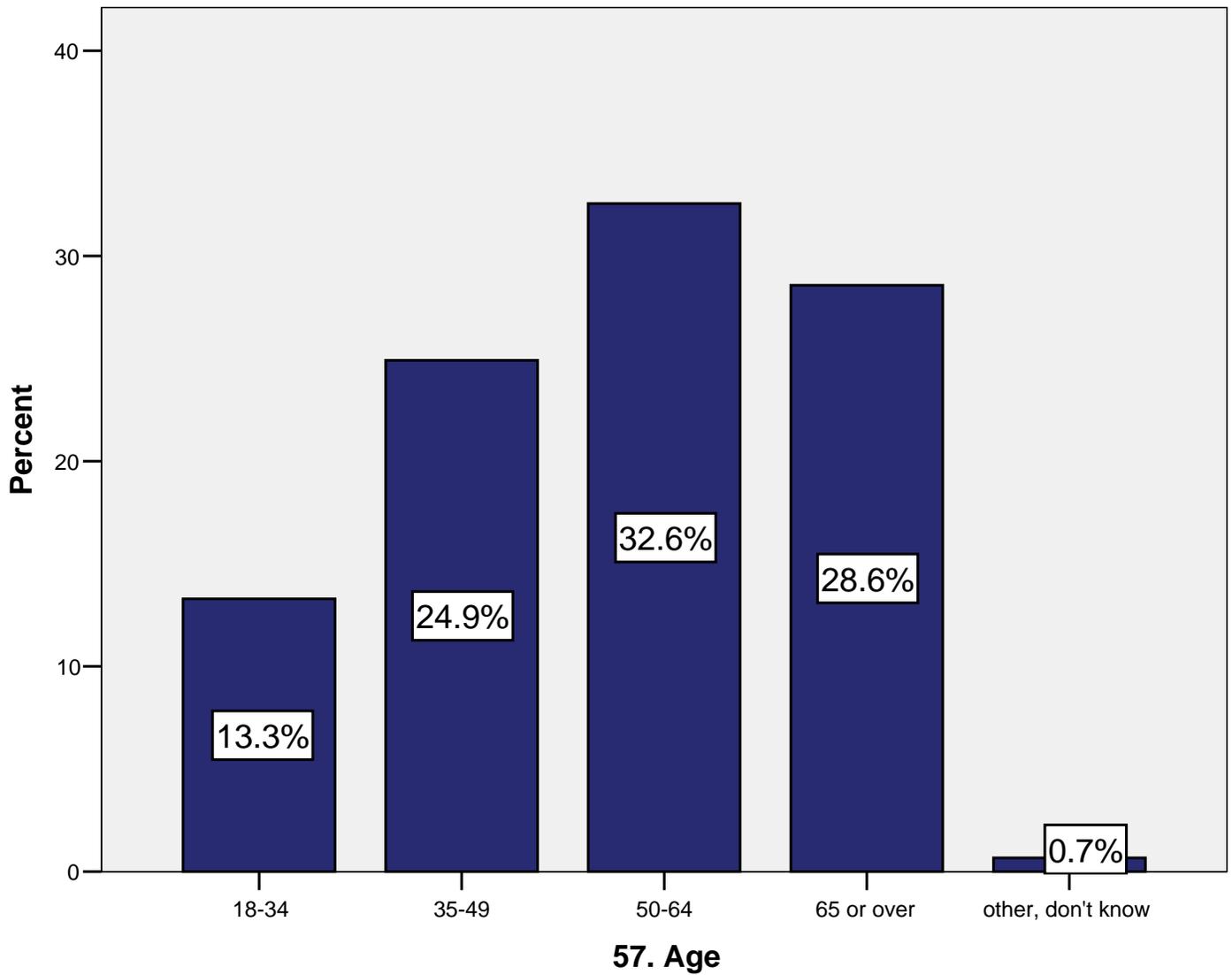
54. making street parking rules clearer for drivers

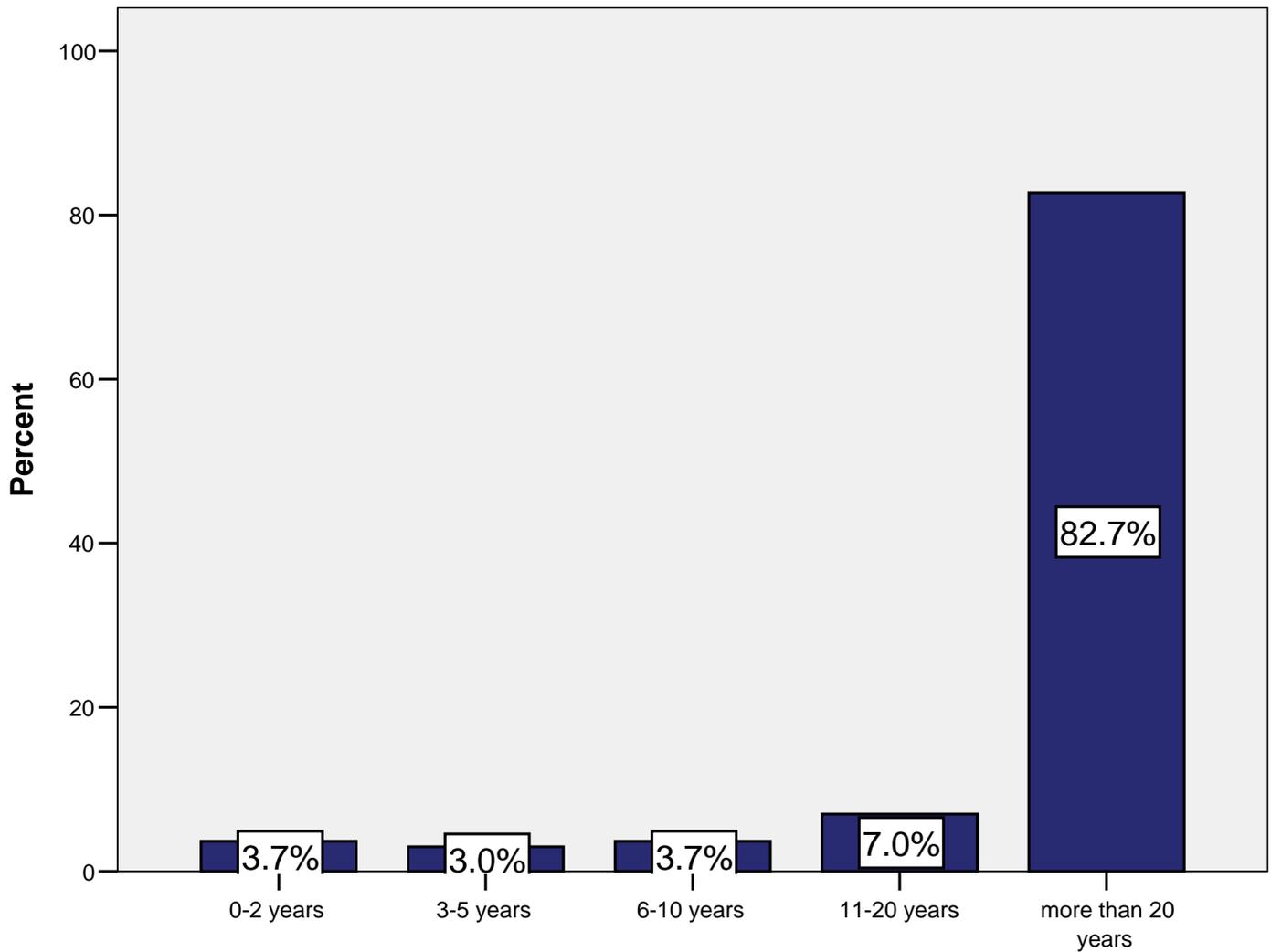


56. What would you say is your primary source of information about downtown St. Joseph?

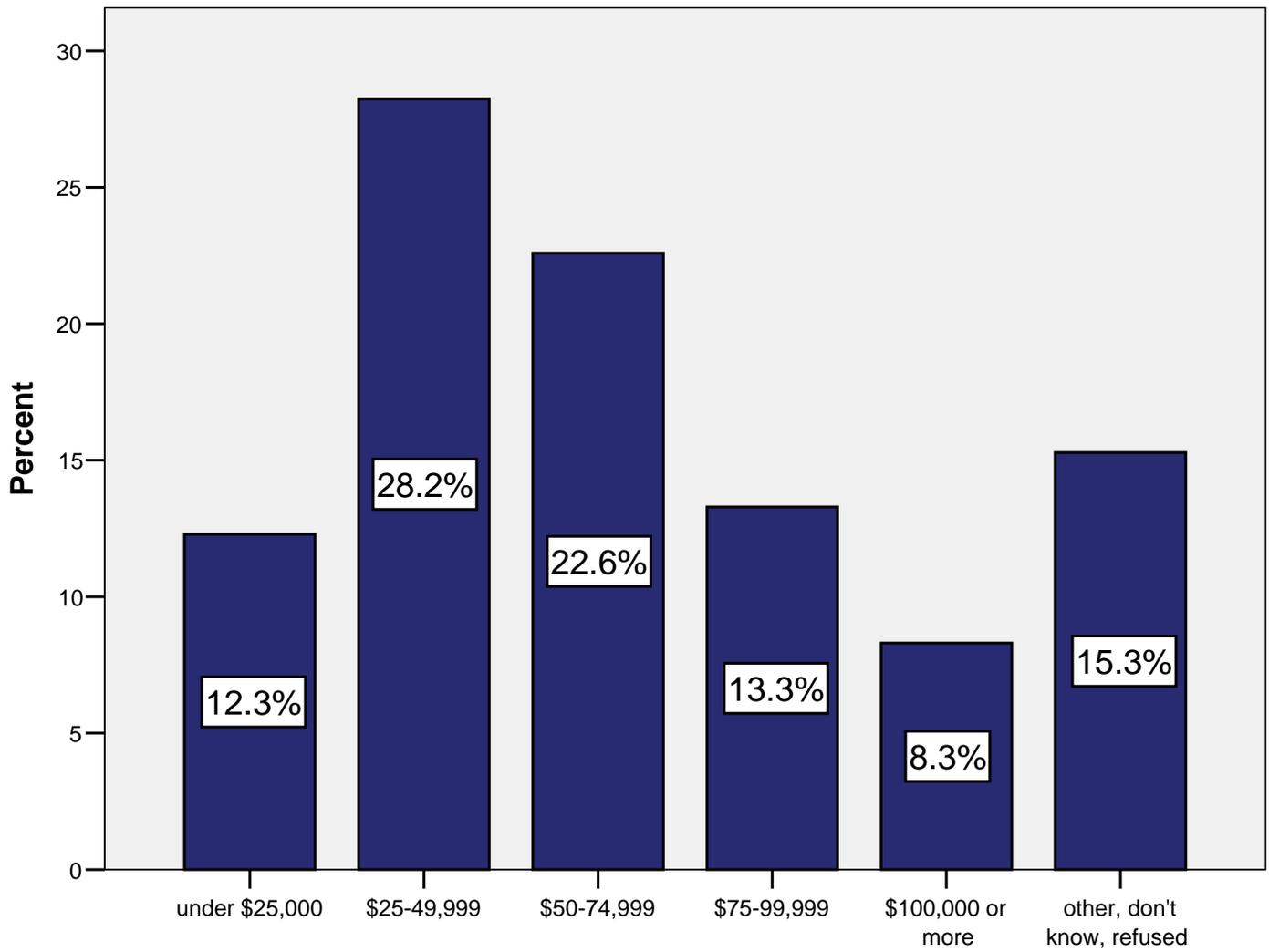


56b. And what is your second most likely source of information?

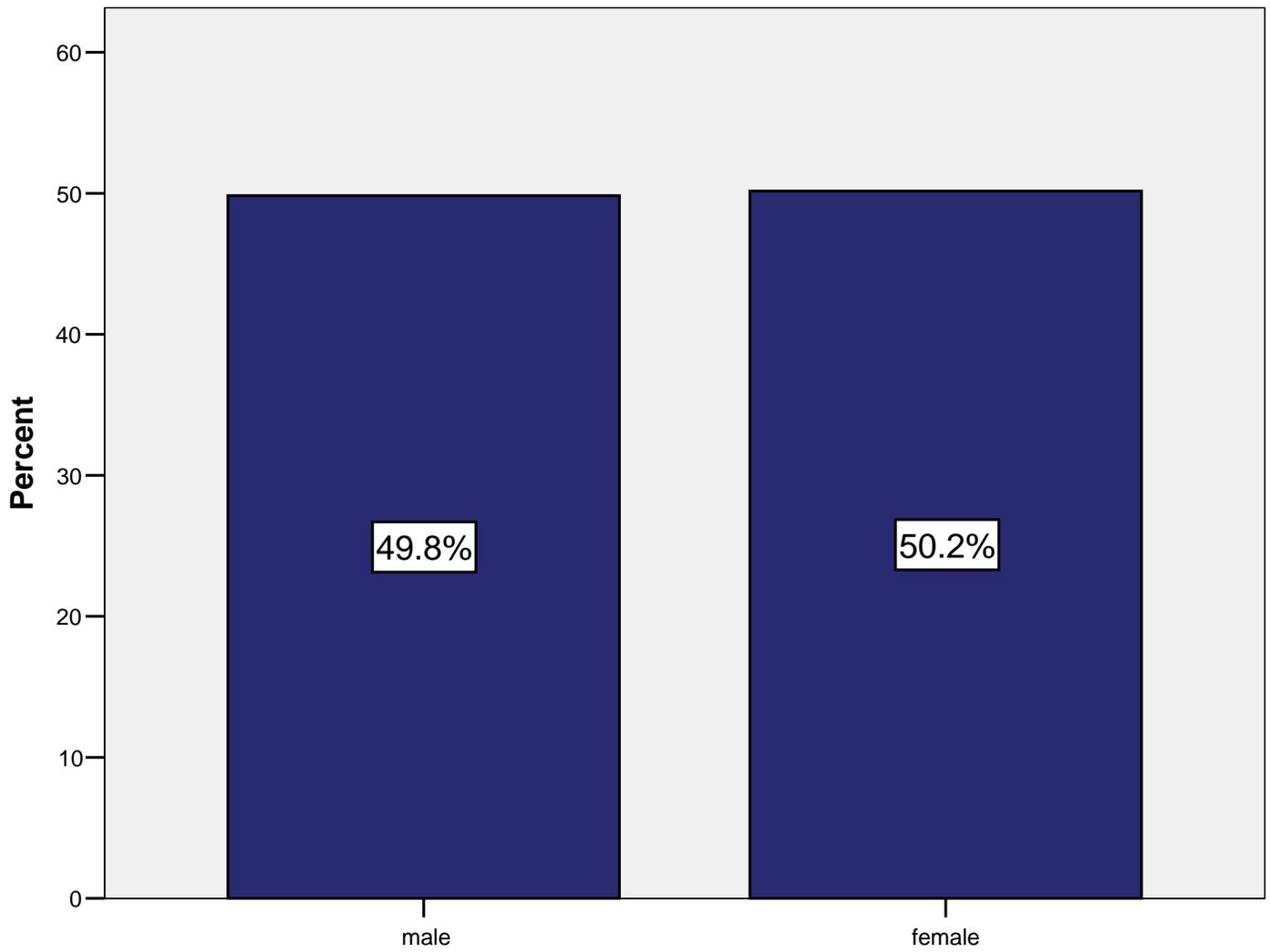




58. How long have you lived in the St. Joseph area?



59. Income



60. Gender

SECTION V

QUESTIONNAIRE

Hello, I'm _____ calling from Attitude Research Company. We're conducting a survey to learn more about people's attitudes concerning some local and community issues, and this phone number was selected at random. According to our research procedure, 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, politely terminate call]

1. Thinking about the St. Joseph, Missouri area, would you say things are moving in the right direction or moving in the wrong direction?

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

I'm going to read a list of things that might be done to improve the quality of life in St. Joseph. 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 St. Joseph downtown area
- 3. Repairing 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 St. Joseph?

- 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
- 9) Don't know

[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
11. other outdoor recreation, such as walking
12. special events
13. government/post office
14. conducting business

[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 St. Joseph? [*repeat list if necessary, code responses as follows*]

- 1) shopping
- 2) dining
- 3) entertainment
- 4) other outdoor recreation, such as walking
- 5) special events
- 6) government/post office
- 7) conducting business
- 9) other, don't know

For each of the following characteristics of a downtown I read, please tell me if you think conditions in St. Joseph 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. How important would you say it is that downtown St. Joseph work to retain its 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
28. Using a five-point scale where "5" means you feel very safe and a "1" means you do not feel safe at all, how safe would you say you feel in downtown St. Joseph *during the day*? Of course, you can use any number between "1" and "5."
 - 1) do not feel safe at all
 - 2) 2
 - 3) 3
 - 4) 4
 - 5) very safe
 - 9) other, don't know
29. Using the same scale (REPEAT IF NECESSARY), how safe would you say you feel in downtown St. Joseph *at night*? Again, you can use any number between "1" and "5."
 - 1) do not feel safe at all
 - 2) 2
 - 3) 3
 - 4) 4
 - 5) very safe
 - 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 St. Joseph 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. casual dining
32. movie theater
33. ice cream shop/soda fountain
34. upscale specialty shops
35. antique shops
36. art galleries and shops
37. upscale dining
38. clothing stores
39. shoe stores
40. bars/nightclubs
41. department store or other 'anchor' store
42. grocery store
43. Of the items listed above, what business would you most like to see in downtown St. Joseph? (*Read choices again if necessary.*)
 1. lodging such as hotel, motel or bed and breakfast
 2. casual dining
 3. movie theater
 4. ice cream shop/soda fountain
 5. upscale specialty shops
 6. antique shops
 7. art galleries and shops

8. upscale dining
9. clothing stores
10. shoe stores
11. bars/nightclubs
12. department store or other 'anchor' store
13. grocery store
99. other (specify)

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 St. Joseph using the same 5-point scale. *(Repeat scale again if necessary, record other/don't know as 9)*

(ROTATE ORDER)

44. adding green space
45. improving lighting
46. moving utilities underground
47. improving conditions of parking garages
48. stricter code enforcement
49. developing second-story residential space
50. making the area more pedestrian-friendly
51. improving signage to help people find their way around
52. improving building facades
53. making better use of the riverfront area
54. making street parking rules clearer for drivers
55. Are there any other improvements you think should be made to downtown St. Joseph?
[open-ended, record first two responses]
56. What would you say is your primary source of information about downtown St. Joseph?
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
 - 2) radio
 - 3) Chamber of Commerce web site
 - 4) word-of-mouth
 - 9) other [specify]

And now, a few final questions for classification purposes.

57. 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

58. How long have you lived in the St. Joseph 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

59. For statistical purposes only, please indicate which of the following categories best fits your total household income for 2006. 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

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

- 1) male
- 2) female

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

SECTION VI

CROSS TABULATION

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

St. Joseph, Missouri

		57. Age				58. Length of Residence					59. Income					60. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	20 years +	under \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
1. Thinking about the St. Joseph, Missouri area, would you say things are moving in the right direction or moving in the wrong direction?	right	65.0%	60.0%	50.0%	48.8%	72.7%	66.7%	63.6%	81.0%	50.6%	29.7%	50.6%	63.2%	60.0%	64.0%	50.0%	58.9%
	mixed	12.5%	18.7%	16.3%	26.7%	18.2%	11.1%	18.2%	0.0%	21.3%	24.3%	27.1%	10.0%	24.3%	16.0%	22.0%	16.6%
	wrong	15.0%	18.7%	27.6%	14.0%	0.0%	22.2%	0.0%	14.3%	21.7%	32.4%	18.8%	13.2%	27.5%	12.0%	21.3%	17.9%
	other, don't know	7.5%	2.7%	6.1%	10.5%	9.1%	0.0%	18.2%	4.8%	6.4%	13.5%	3.5%	8.8%	2.5%	8.0%	6.7%	6.6%
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	20 years +	under \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
2. Revitalizing the St. Joseph downtown area	very low priority	5.0%	8.0%	16.3%	24.4%	9.1%	0.0%	9.1%	14.3%	16.1%	29.7%	10.6%	14.7%	12.5%	12.0%	16.7%	13.2%
	2	7.5%	14.7%	14.3%	18.6%	0.0%	0.0%	18.2%	9.5%	16.1%	21.6%	18.8%	16.2%	5.0%	8.0%	18.7%	10.6%
	3	32.5%	26.7%	22.4%	19.8%	9.1%	44.4%	9.1%	28.6%	24.5%	16.2%	24.7%	27.9%	27.5%	16.0%	20.7%	27.8%
	4	17.5%	24.0%	24.5%	9.3%	27.3%	22.2%	27.3%	28.6%	17.3%	5.4%	15.3%	20.6%	32.5%	36.0%	16.0%	21.9%
	top priority	35.0%	22.7%	22.4%	25.6%	54.5%	33.3%	27.3%	19.0%	24.1%	24.3%	29.4%	19.1%	22.5%	28.0%	25.3%	25.2%
other, don't know	2.5%	4.0%	0.0%	2.3%	0.0%	0.0%	9.1%	0.0%	2.0%	2.7%	1.2%	1.5%	0.0%	0.0%	2.7%	1.3%	
Total high priority (4-5)		52.5%	46.7%	46.9%	34.9%	81.8%	55.6%	54.5%	47.6%	29.7%	44.7%	39.7%	55.0%	64.0%	41.3%	47.0%	
Total low priority (1-2)		12.5%	22.7%	30.6%	43.0%	9.1%	0.0%	27.3%	23.8%	32.1%	51.4%	29.4%	30.9%	17.5%	20.0%	35.3%	23.8%
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	20 years +	under \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
3. Repairing major streets	very low priority	5.0%	2.7%	6.1%	7.0%	18.2%	0.0%	0.0%	0.0%	5.6%	13.5%	2.4%	7.4%	5.0%	4.0%	5.3%	5.3%
	2	7.5%	5.3%	9.2%	11.6%	18.2%	11.1%	9.1%	9.5%	8.0%	5.4%	10.6%	7.4%	0.0%	12.0%	10.7%	6.6%
	3	17.5%	16.0%	13.3%	12.8%	18.2%	0.0%	27.3%	0.0%	15.7%	13.5%	17.6%	16.2%	15.0%	8.0%	18.7%	10.6%
	4	17.5%	32.0%	19.4%	18.6%	18.2%	33.3%	18.2%	23.8%	21.7%	18.9%	20.0%	27.9%	27.5%	24.0%	20.7%	23.2%
	top priority	52.5%	44.0%	51.0%	50.0%	27.3%	44.4%	45.5%	66.7%	49.0%	48.6%	48.2%	41.2%	52.5%	52.0%	44.7%	53.6%
other, don't know	0.0%	0.0%	1.0%	0.0%	0.0%	11.1%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	
Total high priority (4-5)		70.0%	76.0%	70.4%	68.6%	45.5%	77.8%	63.6%	90.5%	70.7%	67.6%	68.2%	69.1%	80.0%	76.0%	65.3%	76.8%
Total low priority (1-2)		12.5%	8.0%	15.3%	18.6%	36.4%	11.1%	9.1%	13.7%	18.9%	12.9%	14.7%	5.0%	16.0%	16.0%	11.9%	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	20 years +	under \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
4. Improving emergency services	very low priority	12.5%	4.0%	5.1%	8.1%	9.1%	0.0%	9.1%	0.0%	7.2%	10.8%	5.9%	5.9%	4.0%	8.0%	5.3%	
	2	5.0%	8.0%	6.1%	3.5%	0.0%	11.1%	0.0%	4.8%	6.0%	0.0%	4.7%	8.8%	12.5%	4.0%	7.3%	4.0%
	3	12.5%	26.7%	20.4%	24.4%	45.5%	0.0%	27.3%	14.3%	22.1%	29.7%	23.5%	19.1%	27.5%	32.0%	26.0%	17.9%
	4	15.0%	26.7%	30.6%	22.1%	9.1%	33.3%	36.4%	38.1%	23.7%	16.2%	24.7%	22.1%	30.0%	32.0%	23.3%	26.5%
	top priority	47.5%	30.7%	34.7%	36.0%	27.3%	44.4%	9.1%	38.1%	37.3%	43.2%	37.6%	38.2%	25.0%	20.0%	32.7%	39.7%
other, don't know	7.5%	4.0%	3.1%	5.8%	9.1%	11.1%	18.2%	4.8%	3.6%	0.0%	3.5%	5.9%	0.0%	8.0%	2.7%	6.6%	
Total high priority (4-5)		62.5%	57.3%	65.3%	58.1%	36.4%	77.8%	45.5%	76.2%	61.0%	59.5%	62.4%	60.3%	55.0%	52.0%	56.0%	66.2%
Total low priority (1-2)		17.5%	12.0%	11.2%	11.6%	9.1%	11.1%	9.1%	4.8%	13.3%	10.8%	10.6%	14.7%	17.5%	8.0%	15.3%	9.3%
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	20 years +	under \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
5. Upgrading parks and recreation facilities	very low priority	0.0%	1.3%	5.1%	10.5%	0.0%	0.0%	0.0%	0.0%	6.0%	10.8%	3.5%	4.4%	2.5%	0.0%	5.3%	4.6%
	2	0.0%	6.7%	7.1%	11.6%	9.1%	0.0%	18.2%	4.8%	7.2%	10.8%	7.1%	7.4%	5.0%	8.0%	8.0%	6.6%
	3	35.0%	44.0%	40.8%	27.9%	36.4%	44.4%	45.5%	33.3%	36.9%	27.0%	43.5%	45.6%	30.0%	36.0%	37.3%	37.1%
	4	27.5%	29.3%	16.3%	22.1%	27.3%	22.2%	27.3%	28.6%	21.7%	21.6%	18.8%	19.1%	32.5%	28.0%	22.7%	22.5%
	top priority	37.5%	17.3%	27.6%	25.6%	27.3%	22.2%	27.3%	33.3%	26.1%	29.7%	24.7%	23.5%	30.0%	28.0%	25.3%	26.5%
other, don't know	0.0%	1.3%	3.1%	2.3%	0.0%	11.1%	0.0%	0.0%	2.0%	0.0%	2.4%	0.0%	0.0%	0.0%	1.3%	2.6%	
Total high priority (4-5)		65.0%	46.7%	43.9%	47.7%	54.5%	44.4%	36.4%	61.9%	47.8%	51.4%	43.5%	42.6%	62.5%	56.0%	48.0%	49.0%
Total low priority (1-2)		0.0%	8.0%	12.2%	22.1%	9.1%	0.0%	18.2%	4.8%	13.3%	21.6%	10.6%	11.8%	7.5%	8.0%	13.3%	11.3%
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	20 years +	under \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
6. Attracting more big box retail development	very low priority	25.0%	13.3%	10.2%	22.1%	18.2%	0.0%	27.3%	28.6%	15.3%	32.4%	14.1%	7.5%	24.0%	18.0%	14.6%	
	2	15.0%	6.7%	14.3%	15.1%	0.0%	22.2%	9.1%	9.5%	13.3%	2.7%	17.6%	16.2%	12.5%	4.0%	11.3%	13.9%
	3	17.5%	30.7%	34.7%	14.0%	36.4%	22.2%	27.3%	9.5%	26.5%	24.3%	24.7%	27.9%	30.0%	24.0%	26.0%	25.2%
	4	22.5%	20.0%	17.3%	16.3%	18.2%	22.2%	27.3%	23.8%	17.3%	10.8%	15.3%	20.6%	12.5%	28.0%	14.0%	22.5%
	top priority	20.0%	29.3%	18.4%	25.6%	27.3%	22.2%	9.1%	28.6%	23.3%	27.0%	24.7%	20.6%	37.5%	16.0%	27.3%	19.2%
other, don't know	0.0%	0.0%	5.1%	7.0%	0.0%	11.1%	0.0%	0.0%	4.4%	2.7%	3.5%	0.0%	0.0%	4.0%	3.3%	4.6%	
Total high priority (4-5)		42.5%	49.3%	35.7%	41.9%	45.5%	44.4%	36.4%	52.4%	40.6%	37.8%	40.0%	41.2%	50.0%	44.0%	41.3%	41.7%
Total low priority (1-2)		40.0%	20.0%	24.5%	37.2%	18.2%	22.2%	36.4%	38.1%	28.5%	35.1%	31.8%	30.9%	20.0%	28.0%	29.3%	28.5%

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

St. Joseph, Missouri

		57. Age				58. Length of Residence					59. Income					60. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	20 years +	under \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
7. How often do you visit downtown St. Joseph?	once a year or less	12.5%	14.7%	15.3%	25.6%	9.1%	11.1%	9.1%	14.3%	18.9%	27.0%	22.4%	11.8%	10.0%	4.0%	13.3%	21.9%
	less than once a month	12.5%	20.0%	23.5%	25.6%	9.1%	22.2%	36.4%	9.5%	22.9%	21.6%	20.0%	23.5%	17.5%	24.0%	14.7%	29.1%
	one to five times a month	42.5%	38.7%	27.6%	27.9%	27.3%	33.3%	36.4%	38.1%	31.7%	21.6%	28.2%	38.2%	45.0%	28.0%	36.7%	27.8%
	more than five times a month	32.5%	25.3%	31.6%	16.3%	54.5%	33.3%	18.2%	28.6%	24.1%	24.3%	27.1%	26.5%	27.5%	40.0%	33.3%	17.9%
	other (specify)	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	0.4%	0.0%	0.0%	0.0%	0.0%	4.0%	0.7%	0.7%
	don't visit downtown	0.0%	0.0%	2.0%	3.5%	0.0%	0.0%	0.0%	4.8%	1.6%	5.4%	2.4%	0.0%	0.0%	0.0%	1.3%	2.0%
	other, don't know	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
		57. Age				58. Length of Residence					59. Income					60. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	20 years +	under \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
8. shopping	very often	7.5%	4.1%	5.2%	2.4%	18.2%	22.2%	0.0%	0.0%	3.7%	11.4%	3.6%	5.9%	0.0%	0.0%	6.8%	2.1%
	somewhat often	10.0%	18.9%	12.5%	7.3%	18.2%	22.2%	9.1%	10.5%	14.3%	9.6%	8.8%	15.0%	25.0%	15.0%	9.6%	9.6%
	not very often	25.0%	47.3%	35.4%	25.6%	45.5%	11.1%	54.5%	31.6%	33.7%	14.3%	37.3%	32.4%	45.0%	41.7%	31.3%	37.0%
	not at all	57.5%	28.4%	46.9%	63.4%	18.2%	44.4%	36.4%	52.6%	50.2%	57.1%	49.4%	52.9%	40.0%	33.3%	46.9%	50.0%
	other, don't know	0.0%	1.4%	0.0%	1.2%	0.0%	0.0%	0.0%	5.3%	0.4%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	1.4%
	Very/somewhat	17.5%	23.0%	17.7%	9.8%	36.4%	44.4%	9.1%	10.5%	15.6%	25.7%	13.3%	14.7%	15.0%	25.0%	21.8%	11.6%
	Not very/not at all	82.5%	75.7%	82.3%	89.0%	63.6%	55.6%	90.9%	84.2%	84.0%	71.4%	86.7%	85.3%	85.0%	75.0%	78.2%	87.0%
		57. Age				58. Length of Residence					59. Income					60. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	20 years +	under \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
9. dining	very often	17.5%	9.5%	8.3%	8.5%	27.3%	22.2%	0.0%	5.3%	9.9%	14.3%	14.5%	10.3%	5.0%	0.0%	12.9%	7.5%
	somewhat often	25.0%	37.8%	37.5%	17.1%	54.5%	44.4%	36.4%	36.8%	27.6%	22.9%	28.9%	35.3%	41.7%	36.7%	23.3%	23.3%
	not very often	32.5%	35.1%	29.2%	25.6%	18.2%	22.2%	27.3%	42.1%	30.0%	26.5%	33.8%	32.5%	37.5%	23.8%	36.3%	36.3%
	not at all	25.0%	17.6%	25.0%	47.6%	0.0%	11.1%	36.4%	15.8%	32.1%	40.0%	30.1%	20.6%	22.5%	20.8%	26.5%	32.2%
	other, don't know	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.4%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	Very/somewhat	42.5%	47.3%	45.8%	25.6%	81.8%	66.7%	36.4%	42.1%	37.4%	37.1%	43.4%	45.6%	45.0%	41.7%	49.7%	30.8%
	Not very/not at all	57.5%	52.7%	54.2%	73.2%	18.2%	33.3%	63.6%	57.9%	62.1%	60.0%	56.6%	54.4%	55.0%	58.3%	50.3%	68.5%
		57. Age				58. Length of Residence					59. Income					60. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	20 years +	under \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
10. entertainment	very often	17.5%	5.4%	5.2%	4.9%	9.1%	22.2%	0.0%	0.0%	7.0%	8.6%	8.4%	7.4%	5.0%	4.2%	7.5%	6.2%
	somewhat often	35.0%	35.1%	35.4%	32.9%	36.4%	33.3%	63.6%	63.2%	31.3%	14.3%	34.9%	44.1%	32.5%	45.8%	31.3%	38.4%
	not very often	20.0%	45.9%	37.5%	30.5%	45.5%	22.2%	9.1%	21.1%	37.4%	40.0%	31.3%	36.8%	42.5%	37.5%	38.1%	32.2%
	not at all	27.5%	13.5%	21.9%	30.5%	9.1%	22.2%	27.3%	15.8%	23.9%	34.3%	25.3%	11.8%	20.0%	12.5%	23.1%	22.6%
	other, don't know	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.4%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	Very/somewhat	52.5%	40.5%	40.6%	37.8%	45.5%	55.6%	63.6%	63.2%	38.3%	22.9%	43.4%	51.5%	37.5%	50.0%	38.8%	44.5%
	Not very/not at all	47.5%	59.5%	59.4%	61.0%	54.5%	44.4%	36.4%	36.8%	61.3%	74.3%	56.6%	48.5%	62.5%	50.0%	61.2%	54.8%
		57. Age				58. Length of Residence					59. Income					60. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	20 years +	under \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
11. other outdoor recreation, such as walking	very often	12.5%	10.8%	11.5%	9.8%	9.1%	22.2%	0.0%	5.3%	11.5%	11.4%	15.7%	13.2%	2.5%	0.0%	14.3%	7.5%
	somewhat often	25.0%	10.8%	9.4%	8.5%	18.2%	11.1%	9.1%	31.6%	9.9%	5.7%	10.8%	11.8%	10.0%	20.8%	12.9%	10.3%
	not very often	25.0%	39.2%	26.0%	17.1%	45.5%	33.3%	27.3%	26.3%	25.5%	17.1%	24.1%	29.4%	40.0%	33.3%	25.9%	27.4%
	not at all	37.5%	39.2%	53.1%	63.4%	27.3%	33.3%	63.6%	36.8%	52.7%	62.9%	49.4%	45.6%	47.5%	45.8%	46.9%	54.1%
	other, don't know	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.4%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	Very/somewhat	37.5%	21.6%	20.8%	18.3%	27.3%	33.3%	9.1%	36.8%	21.4%	17.1%	26.5%	25.0%	12.5%	20.8%	27.2%	17.8%
	Not very/not at all	62.5%	78.4%	79.2%	80.5%	72.7%	66.7%	90.9%	63.2%	78.2%	80.0%	73.5%	75.0%	87.5%	79.2%	72.8%	81.5%
		57. Age				58. Length of Residence					59. Income					60. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	20 years +	under \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
12. special events	very often	12.5%	10.8%	6.3%	2.4%	9.1%	22.2%	0.0%	10.5%	6.6%	0.0%	8.4%	13.2%	5.0%	4.2%	9.5%	4.8%
	somewhat often	32.5%	35.1%	40.6%	24.4%	18.2%	66.7%	54.5%	52.6%	30.5%	14.3%	28.9%	38.2%	42.5%	50.0%	35.4%	31.5%
	not very often	40.0%	43.2%	42.7%	36.6%	63.6%	11.1%	27.3%	21.1%	43.2%	48.6%	41.0%	40.0%	29.2%	37.4%	44.5%	
	not at all	15.0%	10.8%	10.4%	35.4%	9.1%	0.0%	18.2%	15.8%	19.3%	37.1%	21.7%	5.9%	12.5%	17.7%	17.7%	18.5%
	other, don't know	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.4%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	Very/somewhat	45.0%	45.9%	46.9%	26.8%	27.3%	88.9%	54.5%	63.2%	37.0%	14.3%	37.3%	51.5%	47.5%	54.2%	44.9%	36.3%
	Not very/not at all	55.0%	54.1%	53.1%	72.0%	72.7%	11.1%	45.5%	36.8%	62.6%	85.7%	62.7%	48.5%	52.5%	45.8%	55.1%	63.0%

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		57. Age				58. Length of Residence					59. Income					60. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	20 years +	under \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
13. government/post office	very often	17.5%	10.8%	11.5%	7.3%	36.4%	22.2%	0.0%	5.3%	10.3%	11.4%	12.0%	10.3%	12.5%	8.3%	14.3%	7.5%
	somewhat often	25.0%	41.9%	35.4%	17.1%	18.2%	33.3%	27.3%	47.4%	29.2%	25.7%	31.3%	29.4%	27.5%	33.3%	27.4%	
	not very often	32.5%	41.9%	31.3%	35.4%	27.3%	11.1%	36.4%	42.1%	35.8%	31.4%	27.7%	41.2%	42.5%	45.8%	34.7%	35.6%
	not at all	25.0%	5.4%	21.9%	37.8%	18.2%	33.3%	36.4%	5.3%	23.5%	25.7%	28.9%	19.1%	17.5%	16.7%	17.0%	28.8%
	other, don't know	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.8%	5.7%	0.0%	0.0%	0.0%	0.0%	0.7%	0.7%
	Very/somewhat	42.5%	52.7%	46.9%	24.4%	54.5%	55.6%	27.3%	52.6%	39.9%	37.1%	43.4%	39.7%	40.0%	37.5%	47.6%	34.9%
	Not very/not at all	57.5%	47.3%	53.1%	73.2%	45.5%	44.4%	47.7%	47.4%	57.1%	56.6%	60.3%	60.0%	62.5%	51.7%	64.4%	
		57. Age				58. Length of Residence					59. Income					60. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	20 years +	under \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
14. conducting business	very often	7.5%	27.0%	16.7%	3.7%	36.4%	22.2%	0.0%	15.8%	13.6%	11.4%	14.5%	19.1%	17.5%	8.3%	19.0%	9.6%
	somewhat often	27.5%	40.5%	20.8%	19.5%	27.3%	33.3%	45.5%	31.6%	25.1%	14.3%	30.1%	22.1%	30.0%	37.5%	29.9%	23.3%
	not very often	27.5%	28.4%	44.8%	37.8%	27.3%	22.2%	36.4%	36.8%	37.0%	37.1%	27.7%	44.1%	40.0%	45.8%	32.0%	40.4%
	not at all	37.5%	4.1%	17.7%	37.8%	9.1%	22.2%	18.2%	15.8%	23.9%	37.1%	26.5%	14.7%	12.5%	8.3%	19.0%	26.0%
	other, don't know	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.4%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	Very/somewhat	35.0%	67.6%	37.5%	23.2%	63.6%	55.6%	45.5%	47.4%	38.7%	25.7%	44.6%	41.2%	47.5%	45.8%	49.0%	32.9%
	Not very/not at all	65.0%	32.4%	62.5%	75.6%	36.4%	44.4%	52.6%	60.9%	74.3%	54.2%	58.8%	52.5%	54.2%	51.0%	64.4%	
		57. Age				58. Length of Residence					59. Income					60. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	20 years +	under \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
15. Of the items listed above, which would you say is the one reason you most often visit downtown St. Joseph?	shopping	0.0%	2.7%	2.1%	3.7%	9.1%	0.0%	9.1%	0.0%	2.1%	0.0%	3.6%	0.0%	0.0%	8.3%	0.7%	4.1%
	dining	20.0%	12.2%	15.6%	4.9%	45.5%	22.2%	18.2%	5.3%	10.7%	8.6%	7.2%	13.2%	35.0%	12.5%	14.3%	10.3%
	entertainment	17.5%	14.9%	9.4%	23.2%	9.1%	22.2%	18.2%	26.3%	15.2%	11.4%	14.5%	23.5%	10.0%	16.7%	12.2%	19.9%
	other outdoor recreation, such as walking	10.0%	2.7%	1.0%	3.7%	0.0%	0.0%	0.0%	5.3%	3.7%	2.9%	6.0%	4.4%	0.0%	0.0%	2.7%	4.1%
	special events	15.0%	8.1%	13.5%	4.9%	9.1%	22.2%	9.1%	15.8%	9.1%	5.7%	10.8%	14.7%	10.0%	0.0%	6.8%	13.0%
	government/post office	12.5%	21.6%	18.8%	25.6%	18.2%	0.0%	27.3%	15.8%	21.4%	20.0%	21.7%	17.6%	15.0%	25.0%	21.8%	19.2%
	conducting business	22.5%	33.8%	27.1%	18.3%	9.1%	22.2%	9.1%	21.1%	27.6%	28.6%	28.9%	22.1%	22.5%	20.8%	29.9%	21.2%
	other, don't know	2.5%	4.1%	12.5%	15.9%	0.0%	11.1%	9.1%	10.5%	10.3%	22.9%	7.2%	4.4%	7.5%	16.7%	11.6%	8.2%
		57. Age				58. Length of Residence					59. Income					60. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	20 years +	under \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
16. signs to help people find their way around	excellent	2.5%	4.0%	3.1%	5.8%	0.0%	11.1%	9.1%	4.8%	3.6%	5.4%	3.5%	4.4%	0.0%	8.0%	2.7%	5.3%
	good	52.5%	54.7%	46.9%	59.3%	36.4%	33.3%	45.5%	47.6%	55.8%	54.1%	55.3%	51.5%	52.5%	58.7%	58.3%	48.3%
	not so good	27.5%	30.7%	33.7%	16.3%	45.5%	44.4%	27.3%	38.1%	24.5%	18.9%	28.2%	30.9%	37.5%	24.0%	25.3%	28.5%
	poor	15.0%	9.3%	15.3%	15.1%	18.2%	11.1%	18.2%	9.5%	13.7%	18.9%	11.8%	11.8%	10.0%	16.0%	11.3%	15.9%
	other, don't know	2.5%	1.3%	1.0%	3.5%	0.0%	0.0%	0.0%	2.4%	0.0%	1.2%	1.5%	0.0%	0.0%	2.0%	2.0%	
	excellent/good	55.0%	58.7%	50.0%	65.1%	36.4%	44.4%	54.5%	52.4%	59.4%	59.5%	58.8%	55.9%	52.5%	60.0%	61.3%	53.6%
	not good/poor	42.5%	40.0%	49.0%	31.4%	63.6%	55.6%	47.6%	38.2%	37.8%	40.0%	42.6%	47.5%	40.0%	36.7%	44.4%	
		57. Age				58. Length of Residence					59. Income					60. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	20 years +	under \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
17. convenient business hours	excellent	5.0%	0.0%	1.0%	4.7%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	4.7%	1.5%	0.0%	0.0%	2.0%	2.6%
	good	57.5%	54.7%	48.0%	64.0%	63.6%	55.6%	63.6%	61.9%	54.2%	54.1%	57.6%	55.9%	47.5%	52.0%	58.0%	53.0%
	not so good	22.5%	26.7%	34.7%	14.0%	36.4%	33.3%	9.1%	28.6%	24.9%	24.3%	23.5%	23.5%	30.0%	44.0%	23.3%	27.2%
	poor	10.0%	13.3%	10.2%	7.0%	0.0%	11.1%	9.1%	4.8%	10.8%	8.1%	9.4%	8.8%	22.5%	4.0%	10.0%	9.9%
	other, don't know	5.0%	5.3%	6.1%	10.5%	0.0%	0.0%	18.2%	4.8%	7.2%	13.5%	4.7%	10.3%	0.0%	0.0%	6.7%	7.3%
	excellent/good	62.5%	54.7%	49.0%	68.6%	63.6%	55.6%	63.6%	61.9%	57.0%	54.1%	62.4%	57.4%	47.5%	52.0%	60.0%	55.6%
	not good/poor	32.5%	40.0%	44.9%	20.9%	36.4%	44.4%	33.3%	35.7%	32.4%	32.9%	32.4%	52.5%	48.0%	33.3%	37.1%	
		57. Age				58. Length of Residence					59. Income					60. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	20 years +	under \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
18. available green space	excellent	2.5%	1.3%	0.0%	8.1%	9.1%	0.0%	0.0%	0.0%	3.2%	5.4%	3.5%	1.5%	0.0%	4.0%	2.7%	3.3%
	good	35.0%	28.0%	38.8%	29.1%	54.5%	66.7%	27.3%	23.8%	31.7%	21.6%	37.6%	39.7%	32.5%	24.0%	34.0%	31.8%
	not so good	32.5%	41.3%	36.7%	22.1%	36.4%	0.0%	45.5%	38.1%	32.9%	21.6%	37.6%	27.9%	45.0%	48.0%	36.7%	29.1%
	poor	17.5%	20.0%	15.3%	16.3%	0.0%	33.3%	9.1%	19.0%	17.3%	24.3%	16.5%	17.6%	20.0%	16.0%	16.7%	17.2%
	other, don't know	12.5%	9.3%	9.2%	24.4%	0.0%	0.0%	18.2%	19.0%	14.9%	4.7%	13.2%	2.5%	13.2%	10.0%	18.5%	
	excellent/good	37.5%	29.3%	38.8%	37.2%	63.6%	66.7%	27.3%	23.8%	34.9%	27.0%	41.2%	41.2%	32.5%	28.0%	36.7%	35.1%
	not good/poor	50.0%	61.3%	52.0%	38.4%	36.4%	33.3%	54.5%	57.1%	45.9%	54.1%	45.6%	65.0%	64.0%	53.3%	46.4%	

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

St. Joseph, Missouri

		57. Age				58. Length of Residence					59. Income					60. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	20 years +	under \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
19. preservation of historic structures	excellent	7.5%	8.0%	5.1%	8.1%	0.0%	0.0%	0.0%	4.8%	8.0%	5.4%	7.1%	8.8%	2.5%	12.0%	6.0%	7.9%
	good	57.5%	68.0%	60.2%	47.7%	72.7%	66.7%	63.6%	76.2%	55.4%	62.2%	54.1%	63.2%	65.0%	60.0%	60.0%	56.3%
	not so good	30.0%	10.7%	16.3%	23.3%	9.1%	11.1%	27.3%	4.8%	20.1%	10.8%	25.9%	14.7%	17.5%	12.0%	16.7%	20.5%
	poor	2.5%	9.3%	13.3%	12.8%	9.1%	22.2%	0.0%	4.8%	11.2%	10.8%	10.6%	10.3%	12.5%	4.0%	12.7%	8.6%
	other, don't know	2.5%	4.0%	5.1%	8.1%	9.1%	0.0%	0.0%	9.5%	5.2%	10.8%	2.4%	2.9%	2.5%	16.0%	4.7%	6.6%
	excellent/good	65.0%	76.0%	65.3%	55.8%	72.7%	66.7%	63.6%	81.0%	63.5%	67.6%	61.2%	72.1%	67.5%	68.0%	66.0%	64.2%
not good/poor	32.5%	20.0%	29.6%	36.0%	18.2%	33.3%	27.3%	9.5%	31.3%	21.6%	36.5%	25.0%	30.0%	16.0%	29.3%	29.1%	
20. occupied storefronts	excellent	2.5%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	1.2%	0.0%	4.0%	1.3%	0.7%	
	good	57.5%	24.0%	14.3%	19.8%	27.3%	22.2%	27.3%	19.0%	20.9%	21.6%	24.7%	23.5%	15.0%	12.0%	22.7%	19.9%
	not so good	42.5%	49.3%	53.1%	39.5%	54.5%	55.6%	63.6%	47.6%	45.4%	40.5%	44.7%	52.9%	50.0%	52.0%	44.7%	49.0%
	poor	12.5%	25.3%	28.6%	23.3%	9.1%	22.2%	0.0%	28.6%	25.3%	21.6%	24.7%	20.6%	35.0%	24.0%	25.3%	22.5%
	other, don't know	5.0%	1.3%	4.1%	15.1%	9.1%	0.0%	9.1%	4.8%	7.2%	16.2%	2.9%	4.7%	0.0%	8.0%	6.0%	7.9%
	excellent/good	40.0%	24.0%	14.3%	22.1%	27.3%	22.2%	27.3%	19.0%	22.1%	21.6%	25.9%	23.5%	15.0%	16.0%	24.0%	20.5%
not good/poor	55.0%	74.7%	81.6%	62.8%	63.6%	77.8%	63.6%	76.2%	70.7%	62.2%	69.4%	73.5%	85.0%	76.0%	70.0%	71.5%	
21. convenient parking	excellent	5.0%	1.3%	6.1%	5.8%	0.0%	11.1%	0.0%	4.8%	4.8%	5.4%	5.9%	2.9%	0.0%	4.0%	5.3%	4.0%
	good	40.0%	32.0%	36.7%	37.2%	54.5%	44.4%	45.5%	52.4%	33.7%	27.0%	34.1%	41.2%	42.5%	48.0%	38.7%	34.4%
	not so good	32.5%	37.3%	29.6%	29.1%	27.3%	22.2%	36.4%	23.8%	32.5%	24.3%	32.9%	32.5%	28.0%	34.0%	28.7%	34.4%
	poor	22.5%	26.7%	27.6%	20.9%	18.2%	22.2%	18.2%	14.3%	26.1%	37.8%	24.7%	17.6%	25.0%	20.0%	27.3%	21.9%
	other, don't know	0.0%	2.7%	0.0%	7.0%	0.0%	0.0%	0.0%	4.8%	2.8%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%
	excellent/good	45.0%	33.3%	42.9%	43.0%	54.5%	55.6%	45.5%	57.1%	38.6%	32.4%	40.0%	44.1%	42.5%	52.0%	44.0%	38.4%
not good/poor	55.0%	64.0%	57.1%	50.0%	45.5%	44.4%	54.5%	38.1%	58.6%	62.2%	57.6%	55.9%	57.5%	48.0%	56.0%	56.3%	
22. diverse mix of businesses	excellent	2.5%	1.3%	4.1%	3.5%	0.0%	0.0%	0.0%	0.0%	3.6%	5.4%	4.4%	0.0%	4.0%	4.0%	2.0%	
	good	52.5%	48.0%	30.6%	37.2%	45.5%	66.7%	45.5%	47.6%	37.8%	43.2%	44.7%	42.6%	32.5%	28.0%	40.7%	39.1%
	not so good	30.0%	32.0%	38.8%	25.6%	36.4%	22.2%	45.5%	42.9%	30.5%	13.5%	34.1%	32.4%	45.0%	44.0%	34.0%	29.8%
	poor	12.5%	14.7%	23.5%	16.3%	9.1%	11.1%	9.1%	4.8%	19.7%	21.6%	14.1%	17.6%	22.5%	16.0%	16.0%	19.2%
	other, don't know	2.5%	4.0%	3.1%	17.4%	9.1%	0.0%	0.0%	4.8%	8.4%	16.2%	4.7%	2.9%	0.0%	8.0%	5.3%	9.9%
	excellent/good	55.0%	49.3%	34.7%	40.7%	45.5%	66.7%	45.5%	47.6%	41.4%	48.6%	47.1%	47.1%	32.5%	32.0%	44.7%	41.1%
not good/poor	42.5%	46.7%	62.2%	41.9%	45.5%	33.3%	54.5%	47.6%	50.2%	35.1%	48.2%	50.0%	67.5%	60.0%	50.0%	49.0%	
23. dining options	excellent	7.5%	2.7%	6.1%	10.5%	9.1%	11.1%	0.0%	4.8%	7.2%	10.8%	4.7%	8.8%	2.5%	8.0%	8.0%	6.0%
	good	57.5%	44.0%	44.9%	41.9%	63.6%	44.4%	45.5%	47.6%	44.6%	37.8%	48.2%	45.6%	42.5%	40.0%	45.3%	45.7%
	not so good	15.0%	33.3%	28.6%	17.4%	27.3%	22.2%	36.4%	14.3%	24.9%	24.3%	23.5%	29.4%	30.0%	32.0%	23.3%	25.8%
	poor	17.5%	14.7%	16.3%	16.3%	0.0%	22.2%	9.1%	23.8%	16.1%	10.8%	17.6%	11.8%	25.0%	20.0%	16.0%	15.9%
	other, don't know	2.5%	5.3%	4.1%	14.0%	0.0%	0.0%	9.1%	9.5%	7.2%	16.2%	5.9%	4.4%	0.0%	0.0%	7.3%	6.6%
	excellent/good	65.0%	46.7%	51.0%	52.3%	72.7%	55.6%	45.5%	52.4%	51.8%	48.6%	52.9%	54.4%	45.0%	48.0%	53.3%	51.7%
not good/poor	32.5%	48.0%	44.9%	33.7%	27.3%	44.4%	45.5%	38.1%	41.0%	35.1%	41.2%	41.2%	55.0%	52.0%	39.3%	41.7%	
24. entertainment options	excellent	7.5%	5.3%	4.1%	3.5%	0.0%	0.0%	9.1%	4.8%	4.8%	8.1%	3.5%	5.9%	0.0%	12.0%	4.0%	6.0%
	good	45.0%	40.0%	45.9%	55.8%	45.5%	55.6%	36.4%	52.4%	47.0%	43.2%	47.1%	57.4%	35.0%	40.0%	46.0%	48.3%
	not so good	30.0%	37.3%	25.5%	16.3%	45.5%	22.2%	45.5%	23.8%	24.9%	18.9%	30.6%	17.6%	40.0%	36.0%	29.3%	23.2%
	poor	17.5%	14.7%	22.4%	15.1%	0.0%	22.2%	9.1%	9.5%	19.3%	24.3%	17.6%	19.1%	22.5%	8.0%	17.3%	17.9%
	other, don't know	0.0%	2.7%	2.0%	9.3%	9.1%	0.0%	0.0%	4.8%	4.0%	5.4%	1.2%	0.0%	2.5%	4.0%	3.3%	4.6%
	excellent/good	52.5%	45.3%	50.0%	59.3%	45.5%	55.6%	45.5%	61.9%	51.8%	51.4%	50.6%	63.2%	35.0%	52.0%	50.0%	54.3%
not good/poor	47.5%	52.0%	48.0%	31.4%	45.5%	44.4%	54.5%	33.3%	44.2%	43.2%	48.2%	36.8%	62.5%	44.0%	46.7%	41.1%	

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

St. Joseph, Missouri

		57. Age				58. Length of Residence					59. Income					60. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	20 years +	under \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
25. condition of streets	excellent	2.5%	1.3%	2.0%	2.3%	0.0%	0.0%	0.0%	4.8%	2.0%	5.4%	0.0%	4.4%	0.0%	4.0%	2.7%	1.3%
	good	37.5%	52.0%	49.0%	44.2%	45.5%	55.6%	36.4%	33.3%	48.6%	27.0%	48.2%	48.5%	50.0%	48.0%	48.7%	45.7%
	not so good	32.5%	29.3%	30.6%	25.6%	45.5%	22.2%	36.4%	33.3%	27.7%	37.8%	25.9%	29.4%	40.0%	24.0%	26.7%	31.1%
	poor	25.0%	16.0%	16.3%	24.4%	9.1%	22.2%	18.2%	23.8%	19.7%	24.3%	24.7%	17.6%	10.0%	24.0%	21.3%	17.9%
	other, don't know	2.5%	1.3%	2.0%	3.5%	0.0%	0.0%	0.0%	9.1%	4.8%	5.4%	1.2%	0.0%	0.0%	0.0%	0.7%	4.0%
	excellent/good	40.0%	53.3%	51.0%	46.5%	45.5%	55.6%	36.4%	38.1%	50.6%	32.4%	48.2%	52.9%	50.0%	52.0%	51.3%	47.0%
not good/poor	57.5%	45.3%	46.9%	50.0%	54.5%	44.4%	54.5%	57.1%	47.4%	62.2%	50.6%	47.1%	50.0%	48.0%	48.0%	49.0%	
		57. Age				58. Length of Residence					59. Income					60. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	20 years +	under \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
26. condition of sidewalks	excellent	2.5%	4.0%	2.0%	2.3%	0.0%	0.0%	0.0%	4.8%	2.8%	0.0%	1.2%	1.5%	5.0%	12.0%	4.0%	1.3%
	good	50.0%	58.7%	59.2%	53.5%	63.6%	44.4%	63.6%	57.1%	55.8%	51.4%	54.1%	61.8%	55.0%	60.0%	56.7%	55.6%
	not so good	32.5%	21.3%	20.4%	19.8%	18.2%	33.3%	0.0%	28.6%	22.1%	18.9%	27.1%	23.5%	22.5%	16.0%	20.0%	23.8%
	poor	10.0%	12.0%	10.2%	10.5%	9.1%	22.2%	18.2%	4.8%	10.4%	16.2%	10.6%	7.4%	12.5%	4.0%	13.3%	7.9%
	other, don't know	5.0%	4.0%	8.2%	14.0%	9.1%	0.0%	18.2%	4.8%	8.8%	13.5%	7.1%	5.9%	5.0%	8.0%	6.0%	11.3%
	excellent/good	52.5%	62.7%	61.2%	55.8%	63.6%	44.4%	63.6%	61.9%	58.6%	51.4%	55.3%	63.2%	60.0%	72.0%	60.7%	57.0%
not good/poor	42.5%	33.3%	30.6%	30.2%	27.3%	55.6%	18.2%	33.3%	32.5%	35.1%	37.6%	30.9%	35.0%	20.0%	33.3%	31.8%	
		57. Age				58. Length of Residence					59. Income					60. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	20 years +	under \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
27. How important would you say it is that downtown St. Joseph work to retain its historic character?	very important	62.5%	65.3%	50.0%	40.7%	54.5%	44.4%	72.7%	47.6%	52.6%	51.4%	50.6%	51.5%	60.0%	72.0%	52.0%	53.6%
	somewhat important	25.0%	26.7%	33.7%	38.4%	36.4%	44.4%	18.2%	47.6%	30.5%	27.0%	34.1%	35.3%	25.0%	16.0%	32.7%	31.1%
	not very important	5.0%	2.7%	10.2%	11.6%	0.0%	11.1%	9.1%	4.8%	8.4%	10.8%	9.4%	7.4%	7.5%	4.0%	8.0%	7.9%
	not at all important	7.5%	4.0%	5.1%	9.3%	0.0%	0.0%	0.0%	0.0%	7.6%	8.1%	5.9%	5.9%	7.5%	4.0%	6.7%	6.0%
	other, don't know	0.0%	1.3%	1.0%	0.0%	9.1%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	4.0%	0.7%	1.3%
	very/somewhat	87.5%	92.0%	83.7%	79.1%	90.9%	88.9%	90.9%	95.2%	83.1%	78.4%	84.7%	86.8%	85.0%	88.0%	84.7%	84.8%
not very/not at all	12.5%	6.7%	15.3%	20.9%	0.0%	11.1%	9.1%	4.8%	16.1%	18.9%	15.3%	13.2%	15.0%	8.0%	14.7%	13.9%	
		57. Age				58. Length of Residence					59. Income					60. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	20 years +	under \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
28. Using a five-point scale where "5" means you feel very safe and a "1" means you do not feel safe at all, how safe would you say you feel in downtown St. Joseph during the day? Of course, you can use any number between "1" and "5."	not safe at all	2.5%	2.7%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	2.8%	2.7%	3.5%	0.0%	5.0%	0.0%	1.3%	3.3%
	2	2.5%	2.7%	2.0%	2.3%	0.0%	11.1%	0.0%	4.8%	2.0%	0.0%	4.4%	0.0%	4.0%	2.0%	2.7%	2.0%
	3	12.5%	8.0%	11.2%	11.6%	9.1%	33.3%	0.0%	9.5%	10.4%	7.1%	5.9%	0.0%	16.0%	10.0%	11.3%	
	4	30.0%	28.0%	17.3%	32.6%	36.4%	33.3%	36.4%	33.3%	24.5%	27.0%	25.9%	22.1%	22.5%	24.0%	18.0%	34.4%
	very safe	52.5%	58.7%	67.3%	45.3%	54.5%	22.2%	63.6%	52.4%	58.2%	43.2%	58.8%	67.6%	65.0%	56.0%	66.0%	47.7%
	other, don't know	0.0%	0.0%	2.0%	3.5%	0.0%	0.0%	0.0%	0.0%	2.0%	5.4%	2.4%	0.0%	2.5%	0.0%	2.0%	1.3%
Total safe (4-5)	82.5%	86.7%	84.7%	77.9%	90.9%	55.6%	100.0%	85.7%	82.7%	70.3%	84.7%	89.7%	87.5%	80.0%	84.0%	82.1%	
Total not safe (1-2)	5.0%	5.3%	2.0%	7.0%	0.0%	11.1%	0.0%	4.8%	4.8%	2.7%	5.9%	4.4%	5.0%	4.0%	4.0%	5.3%	
		57. Age				58. Length of Residence					59. Income					60. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	20 years +	under \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
29. Using the same scale, how safe would you say you feel in downtown St. Joseph at night?	not safe at all	15.0%	20.0%	18.4%	29.1%	9.1%	11.1%	9.1%	14.3%	23.3%	18.9%	16.2%	22.5%	12.0%	12.7%	29.8%	
	2	15.0%	14.7%	15.3%	20.9%	18.2%	11.1%	9.1%	14.3%	17.7%	24.3%	18.8%	16.2%	10.0%	9.3%	24.5%	
	3	30.0%	29.3%	27.6%	17.4%	27.3%	55.6%	45.5%	33.3%	22.5%	16.2%	24.7%	25.0%	37.5%	40.0%	26.7%	23.8%
	4	15.0%	16.0%	17.3%	11.6%	27.3%	11.1%	27.3%	19.0%	13.7%	18.9%	15.3%	16.2%	17.5%	16.0%	20.7%	9.3%
	very safe	25.0%	17.3%	18.4%	10.5%	18.2%	11.1%	19.0%	17.3%	16.2%	18.8%	23.5%	12.5%	12.5%	8.0%	27.3%	6.6%
	other, don't know	0.0%	2.7%	3.1%	10.5%	0.0%	0.0%	0.0%	0.0%	5.6%	5.4%	2.4%	2.9%	0.0%	0.0%	3.3%	6.0%
Total safe (4-5)	40.0%	33.3%	35.7%	22.1%	45.5%	22.2%	36.4%	38.1%	30.9%	35.1%	34.1%	39.7%	30.0%	24.0%	48.0%	15.9%	
Total not safe (1-2)	30.0%	34.7%	33.7%	50.0%	27.3%	22.2%	18.2%	28.6%	41.0%	43.2%	38.8%	32.4%	32.5%	36.0%	22.0%	54.3%	
		57. Age				58. Length of Residence					59. Income					60. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	20 years +	under \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
30. lodging such as hotel, motel or bed and breakfast	very low priority	10.0%	8.0%	12.2%	19.8%	9.1%	11.1%	18.2%	9.5%	13.3%	16.2%	14.1%	10.3%	12.5%	0.0%	10.7%	15.2%
	2	12.5%	13.3%	10.2%	17.4%	0.0%	11.1%	18.2%	14.3%	13.7%	13.5%	19.1%	12.9%	10.0%	4.0%	14.7%	11.9%
	3	25.0%	26.7%	23.5%	18.6%	27.3%	11.1%	18.2%	28.6%	23.3%	29.7%	24.7%	20.6%	22.5%	20.0%	20.7%	25.8%
	4	20.0%	28.0%	27.6%	20.9%	18.2%	55.6%	36.4%	33.3%	22.5%	13.5%	24.7%	22.1%	35.0%	40.0%	28.7%	20.5%
	top priority	32.5%	24.0%	25.5%	17.4%	45.5%	0.0%	9.1%	9.5%	25.7%	21.6%	22.4%	27.9%	20.0%	36.0%	24.7%	23.2%
	other, don't know	0.0%	0.0%	1.0%	5.8%	0.0%	11.1%	0.0%	4.8%	1.6%	5.4%	1.2%	0.0%	0.0%	0.0%	0.7%	3.3%
Total high priority (4-5)	52.5%	52.0%	53.1%	38.4%	63.6%	55.6%	45.5%	42.9%	48.2%	35.1%	47.1%	50.0%	55.0%	76.0%	53.3%	43.7%	
Total low priority (1-2)	22.5%	21.3%	22.4%	37.2%	9.1%	22.2%	36.4%	23.8%	26.9%	29.7%	27.1%	29.4%	22.5%	4.0%	25.3%	27.2%	

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

St. Joseph, Missouri

		57. Age				58. Length of Residence					59. Income					60. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	20 years +	under \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
31. casual dining	very low priority	7.5%	6.7%	7.1%	15.1%	0.0%	0.0%	9.1%	14.3%	9.6%	18.9%	9.4%	4.4%	5.0%	0.0%	8.0%	10.6%
	2	5.0%	2.7%	3.1%	7.0%	0.0%	0.0%	0.0%	9.5%	4.4%	8.1%	4.7%	5.9%	0.0%	0.0%	4.7%	4.0%
	3	25.0%	24.0%	20.4%	26.7%	18.2%	33.3%	36.4%	19.0%	23.7%	29.7%	27.1%	29.4%	12.5%	16.0%	20.0%	27.8%
	4	40.0%	34.7%	39.8%	31.4%	36.4%	55.6%	45.5%	47.6%	34.1%	24.3%	34.1%	32.4%	60.0%	44.0%	38.7%	33.8%
	top priority	22.5%	30.7%	26.5%	17.4%	45.5%	0.0%	9.1%	9.5%	26.1%	16.2%	22.4%	27.9%	22.5%	40.0%	27.3%	21.2%
	other, don't know	0.0%	1.3%	3.1%	2.3%	0.0%	11.1%	0.0%	0.0%	2.0%	2.7%	0.0%	0.0%	0.0%	0.0%	1.3%	2.6%
	Total high priority (4-5)	62.5%	65.3%	66.3%	48.8%	81.8%	55.6%	54.5%	57.1%	40.5%	56.5%	60.3%	82.5%	84.0%	66.0%	66.0%	55.0%
Total low priority (1-2)	12.5%	9.3%	10.2%	22.1%	0.0%	0.0%	9.1%	23.8%	14.1%	27.0%	14.1%	10.3%	5.0%	0.0%	12.7%	14.6%	
32. movie theater	very low priority	12.5%	17.3%	17.3%	16.3%	9.1%	0.0%	0.0%	14.3%	18.5%	21.6%	15.3%	14.7%	12.5%	20.0%	18.7%	14.6%
	2	10.0%	12.0%	16.3%	11.6%	0.0%	0.0%	18.2%	33.3%	12.0%	24.3%	14.1%	16.2%	5.0%	12.0%	16.0%	9.9%
	3	20.0%	22.7%	21.4%	25.6%	18.2%	11.1%	9.1%	42.9%	22.5%	18.9%	25.9%	19.1%	25.0%	20.0%	21.3%	24.5%
	4	32.5%	24.0%	23.5%	23.3%	36.4%	66.7%	54.5%	9.5%	22.5%	8.1%	25.9%	22.1%	37.5%	24.0%	23.3%	25.8%
	top priority	25.0%	24.0%	21.4%	16.3%	36.4%	22.2%	18.2%	0.0%	22.1%	24.3%	17.6%	27.9%	20.0%	20.0%	19.3%	22.5%
	other, don't know	0.0%	0.0%	0.0%	7.0%	0.0%	0.0%	0.0%	0.0%	2.4%	2.7%	1.2%	0.0%	0.0%	0.0%	1.3%	2.6%
	Total high priority (4-5)	57.5%	48.0%	44.9%	39.5%	72.7%	88.9%	72.7%	9.5%	44.6%	32.4%	43.5%	50.0%	57.5%	44.0%	42.7%	48.3%
Total low priority (1-2)	22.5%	29.3%	33.7%	27.9%	9.1%	0.0%	18.2%	47.6%	30.5%	45.9%	29.4%	30.9%	17.5%	32.0%	34.7%	24.5%	
33. ice cream shop/soda fountain	very low priority	5.0%	2.7%	8.2%	20.9%	0.0%	0.0%	0.0%	9.5%	11.2%	24.3%	7.1%	7.4%	2.5%	0.0%	10.7%	9.3%
	2	17.5%	14.7%	19.4%	14.0%	9.1%	11.1%	27.3%	23.8%	15.7%	18.9%	14.1%	17.6%	25.0%	12.0%	18.0%	14.6%
	3	30.0%	29.3%	29.6%	33.7%	0.0%	44.4%	18.2%	33.3%	32.1%	18.9%	28.2%	45.6%	27.5%	28.0%	32.0%	29.8%
	4	25.0%	34.7%	24.5%	10.5%	54.5%	33.3%	36.4%	23.8%	20.5%	13.5%	29.4%	13.2%	30.0%	40.0%	22.0%	23.8%
	top priority	22.5%	16.0%	15.3%	15.1%	36.4%	11.1%	18.2%	4.8%	16.9%	16.2%	18.8%	16.2%	12.5%	20.0%	14.7%	18.5%
	other, don't know	0.0%	2.7%	3.1%	5.8%	0.0%	0.0%	0.0%	4.8%	3.6%	8.1%	2.4%	0.0%	2.5%	0.0%	2.7%	4.0%
	Total high priority (4-5)	47.5%	50.7%	39.8%	25.6%	90.9%	44.4%	54.5%	28.6%	37.3%	29.7%	48.2%	29.4%	42.5%	60.0%	36.7%	42.4%
Total low priority (1-2)	22.5%	17.3%	27.6%	34.9%	9.1%	11.1%	27.3%	33.3%	26.9%	43.2%	21.2%	25.0%	27.5%	12.0%	28.7%	23.8%	
34. upscale specialty shops	very low priority	12.5%	6.7%	9.2%	17.4%	0.0%	11.1%	27.3%	4.8%	11.6%	24.3%	7.1%	5.9%	12.5%	4.0%	7.3%	15.2%
	2	15.0%	9.3%	8.2%	16.3%	9.1%	0.0%	9.1%	28.6%	10.8%	18.9%	10.6%	8.8%	5.0%	12.0%	12.7%	10.6%
	3	42.5%	32.0%	37.8%	27.9%	45.5%	66.7%	36.4%	38.1%	32.1%	32.4%	32.9%	36.8%	37.5%	28.0%	34.7%	33.8%
	4	20.0%	26.7%	23.5%	20.9%	36.4%	11.1%	27.3%	19.0%	22.9%	10.8%	28.2%	25.0%	27.5%	28.0%	24.0%	21.9%
	top priority	10.0%	25.3%	18.4%	10.5%	9.1%	0.0%	0.0%	9.5%	18.9%	5.4%	16.5%	23.5%	17.5%	28.0%	19.3%	13.9%
	other, don't know	0.0%	0.0%	3.1%	7.0%	0.0%	11.1%	0.0%	0.0%	3.6%	8.1%	4.7%	0.0%	0.0%	0.0%	2.0%	4.6%
	Total high priority (4-5)	30.0%	52.0%	41.8%	31.4%	45.5%	11.1%	27.3%	28.6%	41.8%	16.2%	44.7%	48.5%	45.0%	56.0%	43.3%	35.8%
Total low priority (1-2)	27.5%	16.0%	17.3%	33.7%	9.1%	11.1%	36.4%	33.3%	22.5%	43.2%	17.6%	14.7%	17.5%	16.0%	20.0%	25.8%	
35. antique shops	very low priority	10.0%	16.0%	14.3%	19.8%	18.2%	0.0%	18.2%	19.0%	16.1%	21.6%	14.1%	8.8%	20.0%	16.0%	16.7%	15.2%
	2	35.0%	18.7%	21.4%	14.0%	18.2%	44.4%	18.2%	28.6%	18.9%	23.5%	29.4%	12.5%	12.0%	22.7%	17.9%	
	3	17.5%	26.7%	26.5%	27.9%	18.2%	22.2%	27.3%	14.3%	27.3%	29.7%	24.7%	26.5%	25.0%	20.0%	23.3%	28.5%
	4	27.5%	21.3%	14.3%	18.6%	27.3%	11.1%	27.3%	28.6%	17.7%	8.1%	20.0%	17.6%	22.5%	36.0%	21.3%	16.6%
	top priority	10.0%	16.0%	22.4%	15.1%	18.2%	11.1%	9.1%	9.5%	18.1%	13.5%	16.5%	17.6%	20.0%	16.0%	14.0%	19.9%
	other, don't know	0.0%	1.3%	1.0%	4.7%	0.0%	11.1%	0.0%	0.0%	2.0%	8.1%	1.2%	0.0%	0.0%	0.0%	2.0%	2.0%
	Total high priority (4-5)	37.5%	37.3%	36.7%	33.7%	45.5%	22.2%	36.4%	38.1%	35.7%	21.6%	36.5%	32.3%	42.5%	52.0%	35.3%	36.4%
Total low priority (1-2)	45.0%	34.7%	35.7%	33.7%	36.4%	44.4%	36.4%	47.6%	34.9%	40.5%	37.6%	38.2%	32.5%	28.0%	39.3%	33.1%	

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		57. Age				58. Length of Residence					59. Income					60. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	20 years +	under \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
36. art galleries and shops	very low priority	10.0%	6.7%	11.2%	19.8%	9.1%	11.1%	9.1%	4.8%	13.3%	16.2%	15.3%	7.4%	10.0%	0.0%	10.0%	14.6%
	2	10.0%	13.3%	9.2%	15.1%	9.1%	0.0%	0.0%	19.0%	12.4%	18.9%	10.0%	0.0%	12.0%	0.0%	12.0%	11.9%
	3	25.0%	30.7%	31.6%	30.2%	9.1%	44.4%	36.4%	38.1%	29.7%	27.0%	28.2%	30.9%	32.5%	40.0%	34.0%	26.5%
	4	25.0%	26.7%	26.5%	19.8%	45.5%	22.2%	36.4%	28.6%	22.5%	18.9%	25.9%	29.4%	25.0%	24.0%	22.0%	26.5%
	top priority	30.0%	22.7%	20.4%	12.8%	27.3%	11.1%	18.2%	9.5%	21.3%	16.2%	16.5%	17.6%	22.5%	36.0%	22.0%	18.5%
	other, don't know	0.0%	0.0%	1.0%	2.3%	0.0%	11.1%	0.0%	0.0%	0.8%	2.7%	1.2%	0.0%	0.0%	0.0%	0.0%	2.0%
	Total high priority (4-5)	55.0%	49.3%	46.9%	32.6%	72.7%	33.3%	54.5%	38.1%	43.8%	35.1%	42.4%	47.1%	47.5%	60.0%	44.0%	45.0%
Total low priority (1-2)	20.0%	20.0%	20.4%	34.9%	18.2%	11.1%	9.1%	23.8%	25.7%	35.1%	28.2%	22.1%	20.0%	0.0%	22.0%	26.5%	
37. upscale dining	very low priority	5.0%	4.0%	6.1%	14.0%	0.0%	0.0%	9.1%	4.8%	8.4%	24.3%	5.9%	4.4%	2.5%	4.0%	8.0%	7.3%
	2	7.5%	5.3%	7.1%	12.8%	9.1%	22.2%	0.0%	9.5%	8.0%	13.5%	8.2%	4.4%	5.0%	4.0%	7.3%	9.3%
	3	30.0%	24.0%	22.4%	34.9%	9.1%	44.4%	45.5%	33.3%	26.5%	24.3%	28.2%	29.4%	22.5%	24.0%	28.0%	27.2%
	4	25.0%	25.3%	32.7%	22.1%	36.4%	11.1%	27.3%	28.6%	26.9%	26.2%	31.8%	29.4%	27.5%	36.0%	28.7%	25.2%
	top priority	32.5%	41.3%	28.6%	14.0%	45.5%	11.1%	18.2%	23.8%	28.5%	18.9%	23.5%	32.4%	42.5%	32.0%	27.3%	28.5%
	other, don't know	0.0%	0.0%	3.1%	2.3%	0.0%	11.1%	0.0%	1.6%	0.0%	2.7%	2.4%	0.0%	0.0%	0.0%	0.7%	2.6%
	Total high priority (4-5)	57.5%	66.7%	61.2%	36.0%	81.8%	22.2%	45.5%	52.4%	55.4%	35.1%	55.3%	61.8%	70.0%	68.0%	56.0%	53.6%
Total low priority (1-2)	12.5%	9.3%	13.3%	26.7%	9.1%	22.2%	9.1%	14.3%	16.5%	37.8%	14.1%	8.8%	7.5%	8.0%	15.3%	16.6%	
38. clothing stores	very low priority	10.0%	10.7%	9.2%	18.6%	0.0%	11.1%	0.0%	4.8%	14.1%	24.3%	11.8%	8.8%	10.0%	4.0%	10.7%	13.9%
	2	7.5%	14.7%	15.3%	12.8%	9.1%	0.0%	27.3%	28.6%	12.0%	13.5%	12.9%	10.3%	15.0%	20.0%	12.7%	13.9%
	3	25.0%	28.0%	28.6%	29.1%	45.5%	33.3%	36.4%	33.3%	26.1%	21.6%	22.4%	33.8%	30.0%	28.0%	28.0%	27.8%
	4	30.0%	26.7%	28.6%	16.3%	27.3%	33.3%	18.2%	28.6%	24.1%	10.8%	34.1%	23.5%	27.5%	32.0%	30.0%	19.2%
	top priority	27.5%	20.0%	16.3%	19.8%	18.2%	22.2%	18.2%	4.8%	21.7%	29.7%	16.5%	23.5%	17.5%	16.0%	17.3%	23.2%
	other, don't know	0.0%	0.0%	2.0%	3.5%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	2.4%	0.0%	0.0%	0.0%	1.3%	2.0%
	Total high priority (4-5)	57.5%	46.7%	44.9%	36.0%	45.5%	55.6%	36.4%	33.3%	45.8%	40.5%	50.6%	47.1%	45.0%	48.0%	47.3%	42.4%
Total low priority (1-2)	17.5%	25.3%	24.5%	31.4%	9.1%	11.1%	27.3%	33.3%	26.1%	37.8%	24.7%	19.1%	25.0%	24.0%	23.3%	27.8%	
39. shoe stores	very low priority	12.5%	14.7%	14.3%	20.9%	9.1%	0.0%	27.3%	14.3%	16.5%	27.0%	10.6%	16.2%	15.0%	16.0%	16.7%	15.2%
	2	30.0%	24.0%	21.4%	17.4%	27.3%	44.4%	9.1%	38.1%	20.1%	29.7%	15.3%	23.5%	20.0%	40.0%	25.3%	18.5%
	3	25.0%	28.0%	35.7%	36.0%	27.3%	11.1%	54.5%	28.6%	32.5%	18.9%	38.8%	32.4%	32.5%	16.0%	28.0%	36.4%
	4	20.0%	20.0%	13.3%	16.3%	27.3%	33.3%	0.0%	19.0%	16.1%	10.8%	20.0%	16.2%	22.5%	12.0%	16.0%	17.2%
	top priority	12.5%	13.3%	12.2%	7.0%	9.1%	0.0%	9.1%	0.0%	13.3%	10.8%	12.9%	10.3%	10.0%	16.0%	12.7%	10.6%
	other, don't know	0.0%	0.0%	3.1%	2.3%	0.0%	11.1%	0.0%	0.0%	1.6%	2.7%	2.4%	1.5%	0.0%	0.0%	1.3%	2.0%
	Total high priority (4-5)	42.5%	33.3%	25.5%	23.3%	36.4%	33.3%	9.1%	19.0%	29.3%	21.6%	32.9%	26.5%	32.5%	28.0%	28.7%	27.8%
Total low priority (1-2)	42.5%	38.7%	35.7%	38.4%	36.4%	44.4%	36.4%	44.4%	36.5%	56.8%	25.9%	39.7%	35.0%	56.0%	42.0%	33.8%	
40. bars/nightclubs	very low priority	32.5%	26.7%	32.7%	64.0%	45.5%	44.4%	18.2%	38.1%	41.0%	51.4%	41.2%	27.5%	16.0%	34.0%	46.4%	
	2	15.0%	18.7%	19.4%	9.3%	0.0%	0.0%	18.2%	19.0%	16.5%	13.5%	21.2%	17.6%	28.0%	17.3%	13.9%	
	3	15.0%	25.3%	27.6%	8.1%	0.0%	22.2%	45.5%	23.8%	19.3%	8.1%	15.3%	22.1%	25.0%	22.0%	17.9%	
	4	22.5%	18.7%	11.2%	10.5%	45.5%	22.2%	18.2%	14.3%	12.4%	5.4%	15.3%	11.8%	27.5%	28.0%	17.3%	11.3%
	top priority	15.0%	9.3%	6.1%	3.5%	9.1%	0.0%	0.0%	0.0%	8.4%	13.5%	4.7%	10.3%	10.0%	4.0%	8.0%	6.6%
	other, don't know	0.0%	1.3%	3.1%	4.7%	0.0%	11.1%	0.0%	4.8%	2.4%	8.1%	2.4%	0.0%	2.5%	0.0%	1.3%	4.0%
	Total high priority (4-5)	37.5%	28.0%	17.3%	14.0%	54.5%	22.2%	18.2%	14.3%	20.9%	18.9%	20.0%	22.1%	37.5%	32.0%	25.3%	17.9%
Total low priority (1-2)	47.5%	45.3%	52.0%	73.3%	45.5%	44.4%	36.4%	57.1%	57.4%	64.9%	62.4%	55.9%	35.0%	44.0%	51.3%	60.3%	

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

St. Joseph, Missouri

		57. Age				58. Length of Residence					59. Income					60. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	20 years +	under \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
41. department store or other 'anchor' store	very low priority	12.5%	10.7%	6.1%	18.6%	9.1%	0.0%	9.1%	4.8%	12.9%	29.7%	9.4%	10.3%	7.5%	8.0%	10.7%	12.6%
	2	7.5%	9.3%	11.2%	10.5%	9.1%	0.0%	9.1%	38.1%	8.0%	8.2%	13.2%	10.0%	16.0%	12.0%	7.9%	
	3	20.0%	18.7%	19.4%	25.6%	9.1%	33.3%	36.4%	19.0%	20.5%	16.2%	17.6%	17.6%	20.0%	24.0%	21.3%	20.5%
	4	35.0%	25.3%	26.5%	20.9%	36.4%	33.3%	45.5%	19.0%	24.9%	21.6%	34.1%	20.6%	35.0%	16.0%	24.7%	27.2%
	top priority	25.0%	36.0%	35.7%	23.3%	36.4%	33.3%	0.0%	19.0%	32.9%	24.3%	29.4%	38.2%	27.5%	36.0%	31.3%	30.5%
	other, don't know	0.0%	0.0%	1.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	1.3%
	Total high priority (4-5)	60.0%	61.3%	62.2%	44.2%	72.7%	66.7%	45.5%	38.1%	57.8%	45.9%	63.5%	58.8%	62.5%	52.0%	56.0%	57.6%
Total low priority (1-2)	20.0%	20.0%	17.3%	29.1%	18.2%	0.0%	18.2%	42.9%	20.9%	37.8%	17.6%	23.5%	17.5%	24.0%	22.7%	20.5%	
42. grocery store	very low priority	12.5%	13.3%	13.3%	17.4%	9.1%	0.0%	18.2%	14.3%	14.9%	27.0%	14.1%	10.3%	17.5%	4.0%	14.0%	14.6%
	2	12.5%	14.7%	16.3%	12.8%	9.1%	11.1%	9.1%	28.6%	13.7%	5.4%	9.4%	14.7%	22.5%	28.0%	19.3%	9.3%
	3	30.0%	18.7%	25.5%	15.1%	9.1%	22.2%	45.5%	14.3%	22.1%	10.8%	28.2%	25.0%	20.0%	24.0%	20.0%	23.8%
	4	12.5%	21.3%	17.3%	22.1%	27.3%	22.2%	27.3%	23.8%	17.7%	13.5%	20.0%	16.2%	27.5%	12.0%	18.0%	19.9%
	top priority	32.5%	32.0%	25.5%	31.4%	45.5%	44.4%	0.0%	19.0%	30.5%	43.2%	28.2%	33.8%	10.0%	32.0%	27.3%	31.8%
	other, don't know	0.0%	0.0%	2.0%	1.2%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	2.5%	0.0%	1.3%	0.7%
	Total high priority (4-5)	45.0%	53.3%	42.9%	53.5%	72.7%	66.7%	27.3%	42.9%	48.2%	56.8%	48.2%	50.0%	37.5%	44.0%	45.3%	51.7%
Total low priority (1-2)	25.0%	28.0%	29.6%	30.2%	18.2%	11.1%	27.3%	42.9%	28.5%	32.4%	23.5%	25.0%	40.0%	32.0%	33.3%	23.8%	
43. Of the items listed above, what business would you most like to see in downtown St. Joseph?	lodging, such as hotel, motel or b&b	2.5%	2.7%	1.0%	3.5%	9.1%	0.0%	0.0%	0.0%	2.4%	5.4%	1.5%	5.0%	0.0%	2.7%	2.0%	
	casual dining	15.0%	22.7%	19.4%	11.6%	18.2%	22.2%	27.3%	19.0%	16.5%	16.2%	14.7%	30.0%	36.0%	22.7%	11.9%	
	movie theater	7.5%	9.3%	3.1%	4.7%	27.3%	11.1%	9.1%	4.8%	4.4%	5.9%	7.4%	5.0%	4.0%	5.3%	6.0%	
	ice cream shop/soda fountain	2.5%	2.7%	2.0%	2.3%	0.0%	0.0%	0.0%	0.0%	3.2%	8.1%	0.0%	4.4%	2.5%	0.0%	1.3%	4.0%
	upscale specialty shops	2.5%	6.7%	5.1%	1.2%	0.0%	0.0%	0.0%	9.5%	4.0%	0.0%	3.5%	2.9%	10.0%	8.0%	2.7%	5.3%
	antique shops	2.5%	4.0%	3.1%	9.3%	9.1%	0.0%	0.0%	0.0%	5.6%	8.1%	5.9%	1.5%	5.0%	4.0%	3.3%	6.6%
	department store or other 'anchor' store	7.5%	9.3%	2.0%	1.2%	9.1%	0.0%	9.1%	0.0%	4.4%	2.7%	5.9%	4.4%	2.5%	4.0%	4.0%	4.6%
	upscale dining	12.5%	16.0%	13.3%	11.6%	9.1%	11.1%	18.2%	33.3%	11.6%	0.0%	10.6%	17.6%	22.5%	16.0%	12.7%	13.9%
	clothing stores	2.5%	8.0%	5.1%	14.0%	0.0%	0.0%	0.0%	9.5%	8.8%	13.5%	9.4%	5.9%	0.0%	0.0%	6.0%	9.9%
	shoe stores	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	2.4%	1.5%	0.0%	0.0%	2.0%	2.0%
	bars/nightclubs	10.0%	2.7%	1.0%	0.0%	0.0%	0.0%	9.1%	0.0%	2.4%	0.0%	1.2%	4.4%	2.5%	4.0%	0.7%	0.7%
	department store or other 'anchor' store	22.5%	8.0%	18.4%	14.0%	9.1%	22.2%	18.2%	9.5%	15.3%	13.5%	21.2%	13.2%	10.0%	12.0%	16.0%	13.9%
	grocery store	10.0%	4.0%	9.2%	14.0%	9.1%	22.2%	0.0%	4.8%	9.6%	16.2%	5.9%	11.8%	2.5%	4.0%	9.3%	9.3%
	other [specify]	2.5%	0.0%	5.1%	10.5%	0.0%	0.0%	9.1%	4.8%	5.6%	2.7%	3.5%	4.4%	0.0%	0.0%	4.0%	6.6%
	44. adding green space	very low priority	5.0%	6.7%	1.0%	11.6%	9.1%	0.0%	0.0%	4.8%	6.4%	10.8%	4.7%	7.4%	0.0%	7.3%	4.6%
		2	10.0%	18.7%	13.3%	19.8%	18.2%	11.1%	27.3%	14.3%	15.7%	21.6%	16.2%	15.0%	16.0%	14.7%	17.2%
		3	17.5%	18.7%	27.6%	18.6%	27.3%	22.2%	27.3%	19.0%	21.3%	24.3%	18.8%	27.9%	17.5%	24.0%	22.7%
4		20.0%	30.7%	27.6%	20.9%	36.4%	22.2%	18.2%	42.9%	23.7%	10.8%	27.1%	25.0%	40.0%	28.0%	26.5%	20.5%
top priority		40.0%	20.0%	22.4%	15.1%	9.1%	22.2%	27.3%	9.5%	23.3%	18.9%	25.9%	17.6%	22.5%	32.0%	24.0%	19.9%
other, don't know		7.5%	5.3%	8.2%	14.0%	0.0%	22.2%	0.0%	9.5%	9.6%	13.5%	7.1%	5.9%	5.0%	0.0%	7.3%	11.3%
Total high priority (4-5)		60.0%	50.7%	50.0%	36.0%	45.5%	44.4%	45.5%	52.4%	47.0%	29.7%	52.9%	42.6%	62.5%	60.0%	48.0%	46.4%
Total low priority (1-2)	15.0%	25.3%	14.3%	31.4%	27.3%	11.1%	27.3%	19.0%	22.1%	32.4%	21.2%	23.5%	15.0%	16.0%	22.0%	21.9%	
45. improving lighting	very low priority	2.5%	5.3%	1.0%	7.0%	0.0%	0.0%	0.0%	4.8%	4.4%	8.1%	5.9%	2.5%	0.0%	4.0%	4.0%	
	2	7.5%	12.0%	5.1%	5.8%	9.1%	33.3%	9.1%	9.5%	6.0%	5.4%	5.9%	8.8%	7.5%	12.0%	11.3%	3.3%
	3	17.5%	18.7%	34.7%	25.6%	9.1%	22.2%	27.3%	28.6%	26.5%	21.6%	20.0%	35.3%	27.5%	20.0%	27.3%	24.5%
	4	30.0%	30.7%	21.4%	22.1%	27.3%	11.1%	36.4%	19.0%	25.3%	35.1%	25.9%	17.6%	37.5%	24.0%	24.7%	25.2%
	top priority	40.0%	32.0%	36.7%	30.2%	54.5%	22.2%	27.3%	33.3%	33.7%	21.6%	41.2%	33.8%	25.0%	44.0%	31.3%	36.4%
	other, don't know	2.5%	1.3%	1.0%	9.3%	0.0%	11.1%	0.0%	4.8%	1.2%	8.1%	1.5%	1.5%	0.0%	0.0%	1.3%	6.6%
	Total high priority (4-5)	70.0%	62.7%	58.2%	52.3%	81.8%	33.3%	63.6%	52.4%	59.0%	56.8%	67.1%	51.5%	62.5%	68.0%	56.0%	61.6%
Total low priority (1-2)	10.0%	17.3%	6.1%	12.8%	9.1%	33.3%	9.1%	14.3%	10.4%	13.5%	11.8%	11.8%	10.0%	12.0%	15.3%	7.3%	

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

St. Joseph, Missouri

		57. Age				58. Length of Residence					59. Income					60. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	20 years +	under \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
46. moving utilities underground	very low priority	10.0%	10.7%	9.2%	11.6%	9.1%	11.1%	9.1%	14.3%	10.0%	2.7%	10.6%	5.9%	17.5%	4.0%	11.3%	9.3%
	2	10.0%	16.0%	14.3%	11.6%	0.0%	22.2%	18.2%	9.5%	13.7%	13.5%	16.5%	14.7%	7.5%	12.0%	12.7%	13.9%
	3	27.5%	22.7%	26.5%	18.6%	18.2%	44.4%	27.3%	23.8%	22.5%	24.3%	21.2%	35.3%	20.0%	28.0%	23.3%	23.2%
	4	20.0%	22.7%	18.4%	18.6%	27.3%	11.1%	27.3%	23.8%	19.3%	13.5%	20.0%	13.2%	27.5%	36.0%	22.7%	17.2%
	top priority	30.0%	25.3%	30.6%	31.4%	45.5%	11.1%	9.1%	19.0%	30.9%	37.8%	31.8%	27.9%	25.0%	20.0%	28.7%	29.8%
	other, don't know	2.5%	2.7%	1.0%	8.1%	0.0%	0.0%	9.1%	9.5%	3.6%	8.1%	0.0%	2.9%	2.5%	0.0%	1.3%	6.6%
	Total high priority (4-5)	50.0%	48.0%	49.0%	50.0%	72.7%	22.2%	36.4%	42.9%	50.2%	51.4%	51.8%	41.2%	52.5%	56.0%	51.3%	47.0%
Total low priority (1-2)	20.0%	26.7%	23.5%	23.3%	9.1%	33.3%	27.3%	23.8%	23.7%	16.2%	27.1%	20.6%	25.0%	16.0%	24.0%	23.2%	
47. improving conditions of parking garages	very low priority	2.5%	6.7%	6.1%	11.6%	9.1%	11.1%	0.0%	4.8%	7.6%	5.4%	8.2%	7.4%	2.5%	4.0%	8.7%	6.0%
	2	7.5%	6.7%	7.1%	3.5%	0.0%	0.0%	18.2%	14.3%	5.2%	5.4%	2.4%	10.3%	7.5%	12.0%	6.0%	6.0%
	3	27.5%	22.7%	13.3%	14.0%	9.1%	55.6%	27.3%	23.8%	16.1%	13.5%	18.8%	16.2%	17.5%	16.0%	22.0%	13.9%
	4	25.0%	28.0%	18.4%	29.1%	36.4%	22.2%	18.2%	23.8%	24.9%	35.1%	21.2%	26.5%	35.0%	20.0%	24.0%	25.8%
	top priority	35.0%	34.7%	52.0%	38.4%	36.4%	0.0%	27.3%	33.3%	44.2%	37.8%	47.1%	39.7%	37.5%	44.0%	37.3%	45.0%
	other, don't know	2.5%	1.3%	3.1%	3.5%	9.1%	11.1%	9.1%	2.0%	2.7%	2.4%	0.0%	0.0%	0.0%	2.0%	2.0%	3.3%
	Total high priority (4-5)	60.0%	62.7%	70.4%	67.4%	72.7%	22.2%	45.5%	57.1%	69.1%	73.0%	68.2%	66.2%	72.5%	64.0%	61.3%	70.9%
Total low priority (1-2)	10.0%	13.3%	13.3%	15.1%	9.1%	11.1%	18.2%	19.0%	12.9%	10.8%	10.6%	17.6%	10.0%	16.0%	14.7%	11.9%	
48. stricter code enforcement	very low priority	17.5%	16.0%	13.3%	16.3%	18.2%	0.0%	9.1%	14.3%	16.1%	16.2%	15.3%	7.5%	8.0%	20.7%	9.9%	
	2	7.5%	17.3%	11.2%	8.1%	0.0%	11.1%	18.2%	14.3%	11.2%	16.2%	8.8%	12.5%	8.0%	11.3%	11.3%	
	3	17.5%	33.3%	31.6%	27.9%	27.3%	55.6%	36.4%	33.3%	27.3%	21.6%	28.2%	27.9%	40.0%	29.3%	28.5%	
	4	35.0%	14.7%	18.4%	16.3%	27.3%	22.2%	27.3%	28.6%	17.3%	18.9%	18.8%	19.1%	25.0%	16.0%	18.7%	
	top priority	17.5%	17.3%	20.4%	29.1%	27.3%	0.0%	9.1%	9.5%	24.1%	24.3%	20.0%	17.6%	15.0%	28.0%	19.3%	24.5%
	other, don't know	5.0%	1.3%	5.1%	2.3%	0.0%	11.1%	0.0%	4.0%	2.7%	4.7%	0.0%	2.9%	0.0%	0.0%	0.7%	6.6%
	Total high priority (4-5)	52.5%	32.0%	38.8%	45.3%	54.5%	22.2%	36.4%	38.1%	41.4%	43.2%	38.8%	36.8%	40.0%	44.0%	38.0%	43.7%
Total low priority (1-2)	25.0%	33.3%	24.5%	24.4%	18.2%	11.1%	27.3%	28.6%	27.3%	32.4%	28.2%	32.4%	20.0%	16.0%	32.0%	21.2%	
49. developing second-story residential space	very low priority	7.5%	6.7%	5.1%	15.1%	0.0%	11.1%	0.0%	4.8%	10.0%	18.9%	5.9%	5.9%	10.0%	0.0%	10.7%	7.3%
	2	10.0%	12.0%	12.2%	17.4%	9.1%	11.1%	9.1%	23.8%	12.9%	13.5%	13.2%	17.5%	4.0%	13.3%	13.2%	
	3	35.0%	30.7%	29.6%	30.2%	18.2%	33.3%	63.6%	28.6%	29.7%	29.7%	36.5%	29.4%	22.5%	40.0%	22.7%	38.4%
	4	30.0%	28.0%	27.6%	20.9%	27.3%	11.1%	18.2%	14.3%	27.7%	27.0%	21.2%	32.4%	30.0%	32.0%	32.0%	19.9%
	top priority	17.5%	22.7%	22.4%	10.5%	36.4%	22.2%	9.1%	28.6%	16.9%	8.1%	18.8%	19.1%	20.0%	20.0%	20.0%	16.6%
	other, don't know	0.0%	0.0%	3.1%	5.8%	9.1%	11.1%	0.0%	0.0%	2.8%	2.7%	2.4%	0.0%	0.0%	4.0%	1.3%	4.6%
	Total high priority (4-5)	47.5%	50.7%	50.0%	31.4%	63.6%	33.3%	27.3%	42.9%	44.6%	35.1%	40.0%	51.5%	50.0%	52.0%	52.0%	36.4%
Total low priority (1-2)	17.5%	18.7%	17.3%	32.6%	9.1%	22.2%	9.1%	28.6%	22.9%	32.4%	21.2%	19.1%	27.5%	4.0%	24.0%	20.5%	
50. making the area more pedestrian-friendly	very low priority	0.0%	1.3%	1.0%	10.5%	0.0%	0.0%	0.0%	4.8%	4.0%	8.1%	3.5%	4.4%	0.0%	4.7%	2.6%	
	2	10.0%	10.7%	9.2%	7.0%	0.0%	11.1%	18.2%	0.0%	9.6%	8.2%	10.3%	12.5%	6.0%	10.7%	7.3%	
	3	17.5%	24.0%	23.5%	17.4%	18.2%	33.3%	18.2%	33.3%	20.5%	16.2%	16.5%	23.5%	27.5%	24.0%	20.7%	
	4	17.5%	28.0%	24.5%	29.1%	36.4%	33.3%	27.3%	47.6%	22.9%	35.1%	17.6%	26.5%	32.5%	24.0%	27.2%	
	top priority	55.0%	36.0%	41.8%	34.9%	45.5%	22.2%	36.4%	14.3%	42.6%	35.1%	54.1%	35.3%	27.5%	36.0%	39.3%	
	other, don't know	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.4%	2.7%	0.0%	0.0%	0.0%	0.0%	0.7%	
	Total high priority (4-5)	72.5%	64.0%	66.3%	64.0%	81.8%	55.6%	63.6%	61.9%	65.5%	70.3%	71.8%	61.8%	60.0%	60.0%	63.3%	67.5%
Total low priority (1-2)	10.0%	12.0%	10.2%	17.4%	0.0%	11.1%	18.2%	4.8%	13.7%	10.8%	11.8%	14.7%	12.5%	16.0%	15.3%	9.9%	

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

St. Joseph, Missouri

		57. Age				58. Length of Residence					59. Income					60. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	20 years +	under \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
51. improving signage to help people find their way around	very low priority	7.5%	4.0%	4.1%	11.6%	9.1%	11.1%	0.0%	0.0%	7.2%	8.1%	9.4%	7.4%	2.5%	4.0%	8.0%	5.3%
	2	20.0%	10.7%	5.1%	12.8%	0.0%	0.0%	9.1%	23.8%	10.4%	5.4%	11.8%	12.5%	8.0%	9.3%	11.9%	
	3	25.0%	30.7%	27.6%	23.3%	27.3%	44.4%	36.4%	19.0%	26.9%	29.7%	32.9%	23.5%	22.5%	32.0%	28.0%	26.5%
	4	12.5%	24.0%	27.6%	19.8%	9.1%	0.0%	27.3%	28.6%	22.9%	18.9%	17.6%	22.1%	37.5%	16.0%	24.0%	20.5%
	top priority	32.5%	29.3%	34.7%	31.4%	54.5%	44.4%	27.3%	28.6%	35.1%	28.2%	33.8%	22.5%	40.0%	28.7%	35.1%	
	other, don't know	2.5%	1.3%	1.0%	1.2%	0.0%	0.0%	0.0%	0.0%	1.6%	2.7%	0.0%	1.5%	2.5%	0.0%	2.0%	0.7%
	Total high priority (4-5)	45.0%	53.3%	62.2%	51.2%	63.6%	44.4%	54.5%	57.1%	53.8%	54.1%	45.9%	55.9%	60.0%	56.0%	52.7%	55.6%
Total low priority (1-2)	27.5%	14.7%	9.2%	24.4%	9.1%	11.1%	9.1%	23.8%	17.7%	13.5%	21.2%	19.1%	15.0%	12.0%	17.3%	17.2%	
52. improving building facades	very low priority	2.5%	0.0%	2.0%	10.5%	0.0%	0.0%	0.0%	4.8%	4.4%	2.7%	3.5%	4.4%	0.0%	4.0%	4.0%	
	2	5.0%	6.7%	4.1%	10.5%	0.0%	0.0%	18.2%	4.8%	6.8%	8.1%	4.7%	7.4%	10.0%	6.0%	7.3%	
	3	17.5%	21.3%	23.5%	17.4%	18.2%	55.6%	18.2%	19.0%	20.1%	27.0%	18.8%	20.6%	17.5%	24.0%	19.3%	22.5%
	4	35.0%	32.0%	31.6%	31.4%	27.3%	11.1%	27.3%	38.1%	32.5%	24.3%	37.6%	27.9%	35.0%	32.0%	34.0%	29.8%
	top priority	37.5%	38.7%	35.7%	24.4%	54.5%	33.3%	36.4%	33.3%	32.1%	32.4%	34.1%	36.8%	32.5%	40.0%	33.3%	33.1%
	other, don't know	2.5%	1.3%	3.1%	5.8%	0.0%	0.0%	0.0%	4.0%	1.2%	5.4%	2.9%	5.0%	0.0%	3.3%	3.3%	
	Total high priority (4-5)	72.5%	70.7%	67.3%	55.8%	81.8%	44.4%	63.6%	71.4%	64.7%	56.8%	71.8%	64.7%	67.5%	72.0%	67.3%	62.9%
Total low priority (1-2)	7.5%	6.7%	6.1%	20.9%	0.0%	0.0%	18.2%	9.5%	11.2%	10.8%	8.2%	11.8%	10.0%	4.0%	10.0%	11.3%	
53. making better use of the riverfront area	very low priority	2.5%	2.7%	4.1%	15.1%	0.0%	11.1%	9.1%	4.8%	6.8%	8.1%	5.9%	7.4%	0.0%	6.0%	7.3%	
	2	2.5%	1.3%	5.1%	9.3%	0.0%	0.0%	9.1%	4.8%	5.2%	2.7%	3.5%	5.9%	8.0%	6.0%	4.0%	
	3	5.0%	13.3%	13.3%	7.0%	9.1%	11.1%	0.0%	14.3%	10.4%	13.5%	14.1%	4.4%	12.5%	4.0%	8.7%	11.9%
	4	35.0%	26.7%	21.4%	25.6%	18.2%	22.2%	45.5%	38.1%	24.1%	16.2%	28.2%	32.4%	22.5%	20.0%	22.0%	29.1%
	top priority	55.0%	54.7%	56.1%	39.5%	72.7%	55.6%	36.4%	33.3%	51.8%	56.8%	48.2%	50.0%	62.5%	64.0%	56.7%	45.0%
	other, don't know	0.0%	1.3%	0.0%	3.5%	0.0%	0.0%	0.0%	4.8%	1.6%	2.7%	0.0%	0.0%	0.0%	0.7%	2.6%	
	Total high priority (4-5)	90.0%	81.3%	77.6%	65.1%	90.9%	77.8%	81.8%	71.4%	75.9%	73.0%	76.5%	82.4%	85.0%	84.0%	78.7%	74.2%
Total low priority (1-2)	5.0%	4.0%	9.2%	24.4%	0.0%	11.1%	18.2%	9.5%	12.0%	10.8%	9.4%	13.2%	2.5%	12.0%	12.0%	11.3%	
54. making street parking rules clearer for drivers	very low priority	10.0%	6.7%	5.1%	8.1%	9.1%	11.1%	0.0%	0.0%	7.6%	10.8%	9.4%	4.4%	2.5%	0.0%	7.3%	6.6%
	2	7.5%	9.3%	7.1%	8.1%	0.0%	11.1%	9.1%	9.5%	8.0%	2.7%	8.2%	7.4%	7.5%	12.0%	9.3%	6.6%
	3	15.0%	28.0%	15.3%	12.8%	27.3%	22.2%	27.3%	19.0%	16.9%	18.9%	12.9%	19.1%	17.5%	28.0%	20.0%	15.9%
	4	25.0%	22.7%	26.5%	23.3%	9.1%	22.2%	36.4%	38.1%	23.3%	13.5%	24.7%	29.4%	35.0%	20.0%	24.7%	23.8%
	top priority	42.5%	33.3%	44.9%	44.2%	54.5%	22.2%	27.3%	33.3%	43.0%	54.1%	43.5%	38.2%	37.5%	40.0%	38.7%	44.4%
	other, don't know	0.0%	0.0%	1.0%	3.5%	0.0%	11.1%	0.0%	0.0%	1.2%	0.0%	1.2%	1.5%	0.0%	0.0%	0.0%	2.6%
	Total high priority (4-5)	67.5%	56.0%	71.4%	67.4%	63.6%	44.4%	63.6%	71.4%	66.3%	67.6%	68.2%	67.6%	72.5%	60.0%	63.3%	68.2%
Total low priority (1-2)	17.5%	16.0%	12.2%	16.3%	9.1%	22.2%	9.1%	9.5%	15.7%	13.5%	17.6%	11.8%	10.0%	12.0%	16.7%	13.2%	
56. What would you say is your primary source of information about downtown St. Joseph?	local newspaper	32.5%	37.3%	36.7%	44.2%	45.5%	55.6%	36.4%	42.9%	36.9%	40.5%	31.8%	38.2%	47.5%	48.0%	36.0%	40.4%
	television	10.0%	4.0%	8.2%	7.0%	0.0%	0.0%	0.0%	4.8%	8.0%	10.8%	9.4%	5.9%	2.5%	0.0%	6.7%	7.3%
	radio	0.0%	1.3%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	1.6%	5.4%	0.0%	0.0%	2.5%	0.0%	2.7%	0.0%
	Chamber of Commerce website	0.0%	1.3%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	1.5%	2.5%	0.0%	0.0%	0.7%	0.7%
	word of mouth	15.0%	24.0%	13.3%	10.5%	27.3%	22.2%	27.3%	19.0%	13.7%	10.8%	18.8%	11.8%	17.5%	12.0%	16.0%	14.6%
	none	0.0%	0.0%	2.0%	3.5%	0.0%	0.0%	9.1%	0.0%	1.6%	5.4%	1.2%	1.5%	0.0%	0.0%	0.7%	2.6%
	other [specify]	32.5%	32.0%	32.7%	26.7%	27.3%	22.2%	27.3%	28.6%	31.3%	18.9%	36.5%	35.3%	25.0%	36.0%	32.0%	29.1%
don't know	10.0%	0.0%	6.1%	4.7%	0.0%	0.0%	0.0%	4.8%	6.0%	8.1%	2.4%	5.9%	2.5%	4.0%	5.3%	5.3%	

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		57. Age				58. Length of Residence					59. Income					60. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	20 years +	under \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
56b. And what is your second most likely source of information?	local newspaper	27.8%	30.7%	32.2%	21.5%	36.4%	0.0%	30.0%	30.0%	28.7%	18.8%	28.0%	33.3%	23.1%	29.2%	35.5%	20.9%
	television	27.8%	20.0%	35.6%	41.8%	27.3%	44.4%	50.0%	30.0%	31.3%	43.8%	29.3%	28.6%	38.5%	29.2%	27.0%	37.4%
	radio	2.8%	5.3%	2.2%	3.8%	0.0%	0.0%	0.0%	5.0%	3.9%	9.4%	1.2%	4.8%	0.0%	4.2%	2.1%	5.0%
	Chamber of Commerce website	0.0%	2.7%	0.0%	0.0%	0.0%	11.1%	10.0%	0.0%	0.0%	0.0%	0.0%	1.6%	2.6%	0.0%	0.7%	0.7%
	word of mouth	19.4%	22.7%	12.2%	21.5%	18.2%	11.1%	0.0%	25.0%	19.1%	18.8%	20.7%	19.0%	15.4%	25.0%	16.3%	20.9%
	none	5.6%	5.3%	2.2%	5.1%	0.0%	22.2%	0.0%	5.0%	3.9%	0.0%	7.3%	6.3%	2.6%	0.0%	5.0%	3.6%
	other [specify]	13.9%	12.0%	11.1%	2.5%	9.1%	11.1%	0.0%	10.0%	10.0%	7.3%	4.8%	15.4%	12.5%	12.5%	9.9%	8.6%
don't know	2.8%	1.3%	4.4%	3.8%	9.1%	0.0%	10.0%	0.0%	3.0%	3.1%	6.1%	1.6%	2.6%	0.0%	3.5%	2.9%	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	20 years +	under \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
57. Age	18-34	100.0%	0.0%	0.0%	0.0%	18.2%	33.3%	36.4%	14.3%	11.3%	11.1%	18.8%	14.7%	12.5%	8.0%	14.0%	12.8%
	35-49	0.0%	100.0%	0.0%	0.0%	45.5%	33.3%	45.5%	38.1%	21.9%	11.1%	22.4%	29.4%	47.5%	36.0%	29.3%	20.8%
	50-64	0.0%	0.0%	100.0%	0.0%	18.2%	33.3%	18.2%	23.8%	34.8%	30.6%	27.1%	33.8%	37.5%	44.0%	34.7%	30.9%
	65 or over	0.0%	0.0%	0.0%	100.0%	18.2%	0.0%	0.0%	23.8%	32.0%	47.2%	31.8%	22.1%	2.5%	12.0%	22.0%	35.6%
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	20 years +	under \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
58. Length of Residence	0-2 years	5.0%	6.7%	2.0%	2.3%	100.0%	0.0%	0.0%	0.0%	0.0%	5.4%	1.2%	2.9%	7.5%	8.0%	4.7%	2.6%
	3-5 years	7.5%	4.0%	3.1%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	2.4%	2.9%	7.5%	0.0%	1.3%	4.6%
	6-10 years	10.0%	6.7%	2.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	2.7%	2.4%	2.9%	7.5%	8.0%	1.3%	6.0%
	11-20 years	7.5%	10.7%	5.1%	5.8%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	3.5%	11.8%	2.5%	16.0%	6.7%	7.3%
	20 years +	70.0%	72.0%	87.8%	91.9%	0.0%	0.0%	0.0%	0.0%	100.0%	91.9%	90.6%	79.4%	75.0%	68.0%	86.0%	79.5%
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	20 years +	under \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
59. Income	under \$25,000	10.8%	5.6%	13.3%	27.0%	20.0%	0.0%	10.0%	0.0%	16.0%	100.0%	0.0%	0.0%	0.0%	0.0%	11.9%	17.4%
	\$25-49,999	43.2%	26.8%	27.7%	42.9%	10.0%	28.6%	20.0%	18.8%	36.3%	0.0%	100.0%	0.0%	0.0%	30.6%	36.4%	
	\$50-74,999	27.0%	28.2%	27.7%	23.8%	20.0%	28.6%	20.0%	50.0%	25.5%	0.0%	0.0%	100.0%	0.0%	0.0%	28.4%	24.8%
	\$75-99,999	13.5%	26.8%	18.1%	1.6%	30.0%	42.9%	30.0%	6.3%	14.2%	0.0%	0.0%	0.0%	100.0%	0.0%	16.4%	14.9%
	\$100,000 +	5.4%	12.7%	13.3%	4.8%	20.0%	0.0%	20.0%	25.0%	8.0%	0.0%	0.0%	0.0%	0.0%	100.0%	12.7%	6.6%
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	20 years +	under \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100,000 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
60. Gender	male	52.5%	58.7%	53.1%	38.4%	63.6%	22.2%	18.2%	47.6%	51.8%	43.2%	48.2%	55.9%	55.0%	68.0%	100.0%	0.0%
	female	47.5%	41.3%	46.9%	61.6%	36.4%	77.8%	81.8%	52.4%	48.2%	56.8%	51.8%	44.1%	45.0%	32.0%	0.0%	100.0%