

COMMUNITY TELEPHONE SURVEY REPORT

SURVEY FINDINGS AND RESULTS

CITY OF SIKESTON, MISSOURI

January 2009



D·R·E·A·M
I N I T I A T I V E

ACKNOWLEDGMENTS



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



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SECTION I

METHODOLOGY

COMMUNITY SURVEY

- Three hundred (300) interviews were completed from a random telephone sample of residents of Sikeston, Missouri.
- The margin of error for this survey is $\pm 5.7\%$.
- The survey consisted of 68 questions and took, on average, a little over 14 minutes to complete.
- Fieldwork was conducted through October 17, 2008 by Customer Research International (CRI) located in Austin, Texas.
- CRI fields all studies from its outbound call center in San Marcos, TX at 135 S Guadalupe Street. Interviewers dial from 4:00 PM to 9:00 PM weeknights, 10:00 AM to 6:00 PM on Saturdays, and 1:00 PM to 7:00 PM on Sundays.
- Interviews were conducted using computer-assisted telephone interviewing (CATI) software. This CATI software ensures all questions were asked correctly and all logic and skip patterns were implemented properly.
- The electronic telephone sample was randomized and de-duped to ensure each household was only represented once. Telephone numbers were distributed equally among ten separate replicate groups. Telephone numbers were deemed exhausted once five calling attempts were made or an ending call result was encountered (completed survey, disconnected phone, terminate, refusal, etc.). There was a minimum of 1.5 hours between each call attempt.
- Project supervisors validated 10% of each interviewer's completed surveys by calling back the respondent and verifying specific responses. Additionally, supervisors continually monitored live calls through CRI's call monitoring system in order to ensure proper interviewing procedures were maintained.

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SECTION II

EXECUTIVE SUMMARY

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

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

A. KEY POINTS: PRIORITIES AND FEEDBACK

- ◆ A majority of respondents felt that Sikeston was moving in the right direction; less than one-quarter of respondents felt that Sikeston was moving in the wrong direction.
- ◆ Respondents placed the highest priority on attracting big box retail development, repairing major streets, and improving emergency services.
- ◆ Three-quarters of respondents indicated that they visited downtown once a month or more.
- ◆ Over two-thirds of respondents said they most often utilized downtown for the government or post office.
- ◆ A majority of respondents felt “excellent” or “good” about most characteristics of a downtown as they relate to Sikeston.
- ◆ Almost nine in ten respondents felt that retaining the historic of downtown Sikeston is “very” or “somewhat” important.
- ◆ A majority of respondents placed a high priority on adding many types of businesses downtown: family or casual dining options, clothing stores, a farmer’s market, fine dining, attractions aimed at teenagers such as an arcade or skating rink, a bookstore, a movie theater, and an ice cream shop/soda fountain.
- ◆ Among several potential downtown improvements, over six in ten respondents placed a high priority on improving building façades, making the area more pedestrian-friendly, improving lighting, keeping streets and sidewalks cleaner, and fixing and smoothing cobblestone streets.

- ◆ Respondents were split on the idea of second-floor living space, either rental units or condominiums, downtown—nearly half felt it would be a welcome improvement, and nearly half felt there is no need for it.
- ◆ Most respondents received their information about downtown Sikeston through the local newspaper.

B. KEY DEMOGRAPHIC INFORMATION

By Age:

- ◆ Attracting big box development was particularly important to those in the 35-49 age group.
- ◆ 18-34 year old respondents indicated that they visit downtown Sikeston for shopping more often than any other group does.
- ◆ The 65+ age group viewed signage more favorably than other age groups.
- ◆ 18-34 year old respondents viewed sidewalks significantly *less* favorably than other age groups.
- ◆ 50-64 year old respondents viewed entertainment options significantly *less* favorably than other age groups.
- ◆ Sikeston's youngest residents were more interested in outdoor dining and attractions aimed at teenagers than older residents.
- ◆ The 18-34 age group was more interested in improving lighting than any other group.
- ◆ Respondents under 50 years old were more interested in developing second-story residential space than residents over 50.

By amount of time respondents had lived in Sikeston:

- ◆ Respondents who have lived in Sikeston 3-5 years indicated that they visit downtown Sikeston more often than any other group does.
- ◆ Residents who have lived in Sikeston for 3-5 years indicated that they visit downtown Sikeston for shopping more often than any other group does.
- ◆ Respondents who have lived in Sikeston 0-2 years viewed safety at night more favorably than all other groups.

- ◆ Respondents who have lived in Sikeston 11-20 years viewed available green space more favorably than all other groups.
- ◆ Respondents who have lived in Sikeston 6-10 years viewed many features significantly *less* favorably than other groups: signage, dining, entertainment, and streets.
- ◆ Upscale specialty shops were of particular interest to Sikeston's residents who have lived in town for 3-5 years.
- ◆ *Many* types of businesses were of particular interest to Sikeston's residents who have lived in town for 0-2 years: lodging, fine dining, art galleries and shops, coffee shops, farmer's market, and bookstore.
- ◆ Residents who have lived in town for 0-5 years were more interested in stricter code enforcement and developing second-story residential space than any other group.
- ◆ Residents who have lived in town for 0-2 years were more interested in improving building façades than any other group.
- ◆ The newspaper was more often cited as a primary source of information about downtown events and businesses by Sikeston's newest (0-2 years) and long-time (greater than 20 years) residents than by residents who have lived in Sikeston 3-20 years.

By income level:

- ◆ Three-quarters of respondents with household incomes of over \$100,000 felt that Sikeston is moving in the right direction.
- ◆ Attracting big box development was particularly important to respondents with an annual household income of over \$100,000.
- ◆ Residents with incomes over \$100,000 indicated that they visit downtown Sikeston for government or post office more often than lower-income groups do.
- ◆ Residents with incomes under \$25,000 indicated that they visit downtown Sikeston for parks more often than residents in higher income groups.
- ◆ Respondents in the \$75,000-99,999 income group viewed parking, streets, and sidewalks more favorably than all other income groups.
- ◆ Respondents in the \$100,000+ income group viewed occupied storefronts and dining options significantly *less* favorably than other groups.

- ◆ Many types of businesses were of particular interest to the \$100,000+ income group: ice cream shop/soda fountain, farmer's market, clothing stores, movie theater, and shoe store.
- ◆ Sikeston's highest-income residents placed a higher priority on improving building façades than any other income group.

By gender:

- ◆ All of the proposed improvements were of higher priority to women than men: revitalizing downtown Sikeston, repairing major streets, improving emergency services, upgrading parks and recreation facilities, and attracting more big box retail development.
- ◆ Female residents indicated that they visit downtown to attend church more often than male residents do.
- ◆ Male respondents viewed safety at night more favorably than female respondents did.
- ◆ Almost every type of business was significantly more of a priority to female residents than to male residents. These included family or casual style dining, fine dining, outdoor dining, ice cream shop/soda fountain, upscale specialty shops, antique shops, art galleries and shops, coffee shop, farmer's market, clothing stores, attractions aimed at teenagers, bookstore, movie theater, art supply and craft store, and shoe store.
- ◆ Some improvements were significantly more of a priority to female residents than to male residents: improving lighting, stricter code enforcement, and improving building façades.

C. COMMUNITY PRIORITIES AND FEEDBACK IN DETAIL

Priorities for the Community:

- ✓ **A majority of respondents felt that Sikeston is moving in the right direction; less than one-quarter of respondents felt that Sikeston is moving in the wrong direction.**

A solid majority (58.0%) of respondents felt that Sikeston was moving in the right direction, 21.0% of respondents felt that Sikeston was moving in the wrong direction, and 10.3% of the respondents felt that the direction was "mixed."

- ✓ **Respondents placed the highest priority on attracting big box retail development, repairing major streets, and improving emergency services.**

At the beginning of the survey, respondents were asked to prioritize five potential improvements that "might be done to improve the quality of life in a given area" using a 5-point scale, where "5" indicated the improvement should be a top priority and "1" indicated the item should be a very low priority. Approximately two-thirds of respondents

placed a high priority on “attracting big box retail development” (668.7%), on “repairing major streets” (65.7%), and on “improving emergency services” (63.3%). Approximately half placed a high priority on “revitalizing the Sikeston downtown area” (53.3%) and on “upgrading parks and recreation facilities” (48.7%).

Visiting Downtown:

- ✓ Three-quarters of respondents indicated that they visit downtown once a month or more.
- ✓ Over two-thirds of respondents said they most often utilize downtown for the government or post office.

Respondents were asked how often they visit downtown. Over one-third of respondents (38.3%) answered that they visit downtown “more than five times a month” or “one to five times per month” (36.3%). Smaller percentages of respondents said that they visit downtown “less than once a month” (12.0%), and “once a year or less” (9.3%).

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

The following percentages of people responded “very often” or “somewhat often”:

- ◆ Government/post office (70.8%)
- ◆ Conducting business (54.2%)
- ◆ Shopping (53.9%)
- ◆ Dining (45.8%)
- ◆ Parks (36.6%)
- ◆ Entertainment or special events (35.6%)
- ◆ Attending church (35.3%)
- ◆ Live theater (15.6%)

When asked which one of these reasons respondents would most often visit downtown, over one-quarter of respondents indicated “government/post office” (29.8%).

Views of Current Downtown Sikeston:

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

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

Four characteristics were rated very highly, either “excellent” or “good,” by more than two-thirds of respondents:

- ◆ Safety during the day (91.7%)
- ◆ Convenient parking (77.7%)
- ◆ Convenient business hours (77.3%)
- ◆ Preservation of historic structures (68.3%)

Six other characteristics were rated highly, either “excellent” or “good,” by a majority of respondents:

- ◆ Signs to help people find their way around (63.7%)
- ◆ Condition of sidewalks (61.3%)
- ◆ Available green space (57.7%)
- ◆ Occupied storefronts (52.0%)
- ◆ Safety at night (51.3%)
- ◆ Diverse mix of businesses (50.3%)

The only remaining characteristics were not considered descriptive of downtown Sikeston, as less than a majority rated them “excellent” or “good”:

- ◆ Dining options (41.7%)
- ◆ Condition of streets (40.3%)
- ◆ Entertainment options (26.0%)

An overwhelming majority of respondents (88.0%) suggested that it is “very” or “somewhat” important that downtown Sikeston work to retain its historic character. Only 11.0% thought that doing so was “not very” or “not at all” important.

Priorities for Types of Downtown Businesses:

- ✓ **A majority of respondents placed a high priority on adding many types of businesses downtown: family or casual dining options, clothing stores, a farmer’s market, fine dining, attractions aimed at teenagers such as an arcade or skating rink, a bookstore, a movie theater, and an ice cream shop/soda fountain.**

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

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

- ◆ Family or casual dining (71.3%)
- ◆ Clothing stores (62.7%)
- ◆ Farmer’s market (62.0%)
- ◆ Attractions aimed at teenagers such as an arcade or skating rink (60.7%)

- ◆ Fine dining (60.0%)
- ◆ Movie theater (55.7%)
- ◆ Bookstore (52.3%)
- ◆ Ice cream shop/soda fountain (51.0%)

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

- ◆ Shoe store (48.3%)
- ◆ Coffee shop (48.0%)
- ◆ Upscale specialty shops (44.3%)
- ◆ Outdoor dining (44.3%)
- ◆ Lodging such as hotel, motel, or bed and breakfast (43.3%)
- ◆ Art galleries and shops (43.0%)
- ◆ Art supply and crafts store (42.7%)
- ◆ Antique shops (35.3%)
- ◆ Bars/nightclubs (13.7%)

When asked to choose the one business respondents would most like to see in downtown Sikeston, the most respondents answered “arcade or skating rink or other attraction aimed at teenagers” (16.0%), followed by “family or casual style dining” (13.7%) and “clothing stores” (12.7%).

Priorities for Other Downtown Improvements:

- ✓ Among several potential downtown improvements, over six in ten respondents placed a high priority on improving building façades, making the area more pedestrian-friendly, improving lighting, keeping streets and sidewalks cleaner, and fixing and smoothing cobblestone streets.
- ✓ Respondents were split on the idea of second-floor living space, either rental units or condominiums, downtown—nearly half felt it would be a welcome improvement, and nearly half felt there is no need for it.

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.

Many possible improvements were considered a “very high” or “high” priority to over half of respondents:

- ◆ Making the area more pedestrian-friendly (68.3%)
- ◆ Improving building façades (66.7%)
- ◆ Improving lighting (65.7%)
- ◆ Fixing and smoothing cobblestone streets (65.0%)
- ◆ Keeping streets and sidewalks cleaner (62.3%)
- ◆ Moving utilities underground (59.7%)
- ◆ Stricter code enforcement (57.0%)

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

- ◆ Improving signage to help people find their way around (48.3%)
- ◆ Adding green space (45.7%)
- ◆ Developing second-story residential space (40.0%)
- ◆ Adding new parking spaces or lots (39.0%)
- ◆ Having a trolley or train travel between I-55 and downtown (34.0%)

When asked how they felt about Sikeston developing second-story living space in downtown buildings, 46.3% felt that the City *should* develop these residential spaces and 46.7% felt that the City *should not*.

Communication about Downtown:

- ✓ **Most respondents received their information about downtown Sikeston through the local newspaper.**

When asked to indicate their primary and secondary sources of information about downtown Sikeston, six in ten (61.0%) indicated that the newspaper was either their primary (37.3%) or secondary (23.5%) source of information. Word-of-mouth was either primary or secondary to 41.6% of respondents.

D. DEMOGRAPHIC INFORMATION IN DETAIL

Priorities for the Community:

- ✓ **Three-quarters of respondents with household incomes of over \$100,000 felt that Sikeston is moving in the right direction.**

Respondents were asked if Sikeston as a whole was moving in the right direction, the wrong direction, or a mixed direction. Three-fourths (75.0%) of those in the \$100,000 plus income group felt that Sikeston was moving in the right direction, compared to less than 65.9% of respondents in other income groups.

- ✓ **Attracting big box development was particularly important to those in the 35-49 age group.**

Three-quarters of 35-49 year old respondents (75.0%) felt that attracting big box retail development should be a high priority. Less than 66.7% of all other groups felt the same.

- ✓ **Attracting big box development was particularly important to respondents with an annual household income of over \$100,000.**

Eight in ten (82.1%) of the residents with household incomes of over \$100,000 per year felt that attracting more big box retail development should be a high priority. Less than 72.7% of all other groups felt the same.

- ✓ **All of the proposed improvements were of higher priority to women than men: revitalizing downtown Sikeston, repairing major streets, improving emergency services, upgrading parks and recreation facilities, and attracting more big box retail development.**

Female respondents rated all of these improvements at a higher priority than male respondents, with the differences between women's and men's rating of "high" or "very high" priority differing from 6% to 15%.

Visiting Downtown:

- ✓ **Respondents who have lived in Sikeston 3-5 years indicated that they visit downtown Sikeston more often than any other group does.**

A strong majority (58.8%) of Sikeston's residents who have lived in town 3-5 years visit downtown more than five times a month, as compared to less than 35.3% of other groups.

- ✓ **Residents who have lived in Sikeston for 3-5 years indicated that they visit downtown Sikeston for shopping more often than any other group does.**

For shopping, 76.5% of residents who have lived in Sikeston 3-5 years visit downtown "very" or "somewhat" often, as compared to less than 58.3% of other groups.

- ✓ **18-34 year old respondents indicated that they visit downtown Sikeston for shopping more often than any other group does.**

For shopping, 76.2% of 18-34 year old respondents visit downtown "very" or "somewhat" often, as compared to less than 52.6% of other groups.

- ✓ **Residents with incomes over \$100,000 indicated that they visit downtown Sikeston for government or post office more often than lower-income groups do.**

For government or post office, 82.1% of residents with annual household incomes of more than \$100,000 indicated that they visit downtown "very" or "somewhat" often, as compared to less than 76.8% of lower income groups.

- ✓ **Residents with incomes under \$25,000 indicated that they visit downtown Sikeston for parks more often than residents in higher income groups.**

For parks, 53.1% of residents in this income group indicated that they visit downtown "very" or "somewhat" often, as compared to less than 40.2% of other income groups.

- ✓ **Female residents indicated that they visit downtown to attend church more often than male residents do.**

For attending church, 41.8% of female respondents indicated that they visit downtown "very" or "somewhat" often, as compared to 28.9% of male respondents.

Views of Current Downtown Sikeston:

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

Close to eight in ten (78.9%) respondents of the 65 plus age group viewed signage as “excellent” or “good,” as compared to less than 66.7% of younger age groups.

- ✓ **18-34 year old respondents viewed sidewalks significantly *less* favorably than other age groups.**

Not quite a majority (44.2%) of the 18-34 age group viewed signage as “excellent” or “good,” as compared to more than 62.0% of older age groups.

- ✓ **50-64 year old respondents viewed entertainment options significantly *less* favorably than other age groups.**

Only 14.4% of the 50-64 age group viewed signage as “excellent” or “good,” as compared to more than 27.9% of other age groups.

- ✓ **Respondents who have lived in Sikeston 0-2 years viewed safety at night more favorably than all other groups.**

Close to two-thirds (64.7%) of respondents in this group felt that safety at night is “excellent” or “good,” as compared to less than 47.1% of respondents in other groups.

- ✓ **Respondents who have lived in Sikeston 11-20 years viewed available green space more favorably than all other groups.**

Three-fourths (75.7%) of respondents in this group felt that available green space is “excellent” or “good,” as compared to less than 64.7% of respondents in other groups.

- ✓ **Respondents who have lived in Sikeston 6-10 years viewed many features significantly *less* favorably than other groups: signage, dining, entertainment, and streets.**

Very few in this group viewed signage, dining, entertainment, and street conditions as “excellent” or “good,” and the responses differed from 15% to 45% as compared to other groups’ views.

- ✓ **Respondents in the \$75,000-99,999 income group viewed parking, streets, and sidewalks more favorably than all other income groups.**

Significantly more respondents in this group than other income groups felt that parking, streets, and sidewalks are “excellent” or “good.” These responses differed from 15% to 28% as compared to other groups’ responses.

- ✓ Respondents in the \$100,000+ income group viewed occupied storefronts and dining options significantly *less* favorably than other groups.

Very few in this group viewed occupied storefronts and dining options as “excellent” or “good,” and the responses differed from 18% to 40% as compared to other groups’ views.

- ✓ Male respondents viewed safety at night more favorably than female respondents did.

Three in five (60.7%) male respondents felt that safety at night is “excellent” or “good,” compared to only 42.0% of female respondents.

Priorities for Types of Downtown Businesses:

- ✓ Sikeston’s youngest residents were more interested in outdoor dining and attractions aimed at teenagers than older residents.

Significantly more 18-34 year old respondents felt that outdoor dining (67.4%) and attractions aimed at teenagers such as an arcade or a skating rink (74.4%) were high priorities, as compared other age groups, of whom less than 50.0% felt that outdoor dining was a priority and less than 60.4% felt that attractions aimed at teenagers were a priority.

- ✓ *Almost every* type of business was significantly more of a priority to female residents than to male residents. These included family or casual style dining, fine dining, outdoor dining, ice cream shop/soda fountain, upscale specialty shops, antique shops, art galleries and shops, coffee shop, farmer’s market, clothing stores, attractions aimed at teenagers, bookstore, movie theater, art supply and craft store, and shoe store.

Significantly more women than men saw the following as priorities: family or casual style dining, fine dining, outdoor dining, ice cream shop/soda fountain, upscale specialty shops, antique shops, art galleries and shops, coffee shop, farmer’s market, clothing stores, attractions aimed at teenagers, bookstore, movie theater, art supply and craft store, and shoe store. These differences ranged from 5% to 15%.

- ✓ Upscale specialty shops were of particular interest to Sikeston’s residents who have lived in town for 3-5 years.

Seven in ten (70.6%) respondents that have lived in Sikeston 3-5 years felt that a coffee shop or Internet café was a high priority, compared to less than 58.8% of all other groups.

- ✓ **Many types of businesses were of particular interest to Sikeston's residents who have lived in town for 0-2 years: lodging, fine dining, art galleries and shops, coffee shops, farmer's market, and bookstore.**

The 0-2 year resident group saw the following as higher priorities than other groups did: lodging, fine dining, art galleries and shops, coffee shops, farmer's market, and bookstore. These differences ranged from 10% to 40%.

- ✓ **Many types of businesses were of particular interest to the \$100,000+ income group: ice cream shop/soda fountain, farmer's market, clothing stores, movie theater, and shoe store.**

The \$100,000+ income group saw the following as higher priorities than other groups did: ice cream shop/soda fountain, farmer's market, clothing stores, movie theater, and shoe store. These differences ranged from 10% to 27%.

Priorities for Other Downtown Improvements:

- ✓ **Residents who have lived in town for 0-5 years were more interested in stricter code enforcement and developing second-story residential space than any other group.**

Residents in the 0-2 year group and the 3-5 year group viewed the following improvements as high priorities: stricter code enforcement (70.6%, as compared to less than 55.8% of other groups) and developing second-story residential space (52.9%, as compared to less than 47.6% of other groups).

- ✓ **Residents who have lived in town for 0-2 years were more interested in improving building façades than any other group.**

More than eight in ten (82.4%) residents in the 0-2 year group viewed improving building façades as a high priority, as compared to less than 71.4% of other groups.

- ✓ **The 18-34 age group was more interested in improving lighting than any other group.**

More than eight in ten (81.4%) of the 18-34 age group viewed improving lighting as a high priority, as compared to less than 65.6% of other age groups.

- ✓ **Respondents under 50 years old were more interested in developing second-story residential space than residents over 50.**

A majority (53.5%) of the 18-34 age group and 51.0% of the 35-49 age group viewed second-story residential space as a high priority, as compared to less than 31.1% of older age groups.

- ✓ **Sikeston's highest-income residents placed a higher priority on improving building façades than any other income group.**

Over eight in ten (82.1%) residents with annual incomes of more than \$100,000 placed a high or very high priority on improving building façades, as compared to less than 68.2% of other income groups.

- ✓ **Some improvements were significantly more of a priority to female residents than to male residents: improving lighting, stricter code enforcement, and improving building façades.**

Significantly more women than men saw the following as priorities: improving lighting (70.7%, as compared to only 60.7% of men), improving building façades (74.7%, as compared to only 58.7% of men), and stricter code enforcement (66.0%, as compared to 48.0% of men).

Communication about Downtown:

- ✓ **The newspaper was more often cited as a primary source of information about downtown events and businesses by Sikeston's newest (0-2 years) and long-time (greater than 20 years) residents than by residents who have lived in Sikeston 3-20 years.**

Four in ten respondents who have lived in Sikeston 0-2 years (41.2%) or 20+ years (40.8%) responded that they use the newspaper as their primary source of information about downtown, as compared to less than 29.4% of all other groups.

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SECTION III

OVERVIEW OF DATA

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

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

		%
1. Thinking about the Sikeston, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?	Right direction	58.0%
	Mixed	10.3%
	Wrong direction	21.0%
	Other, don't know	10.7%

I'm going to read a list of things that might be done to improve the quality of life in a given area. 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? The first is...

	Mean	<i>very high priority (5)</i> %	total high priority (4-5) %	3 %	total low priority (1-2) %
6. Attracting more big box retail development	4.02	48.0%	68.7%	18.3%	6.0%
3. Repairing major streets	3.93	42.0%	65.7%	24.3%	4.7%
4. Improving emergency services	3.86	39.0%	63.3%	22.0%	5.7%
5. Upgrading parks and recreation facilities	3.50	26.3%	48.7%	32.0%	7.3%
2. Revitalizing the Sikeston downtown area	3.51	28.7%	53.3%	24.3%	10.7%

	%	
7. How often do you visit downtown Sikeston?	Once a year or less	9.3%
	Less than once a month	12.0%
	One to five times per month	38.3%
	More than five times a month	36.3%
	Other (specify)	2.3%
	Don't visit downtown	1.0%
	Don't know	.7%

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

	<i>very often</i>	very/somewhat often	not very/not at all often	other/don't know
	%	%	%	%
12. government/post office	35.3%	70.8%	28.8%	.3%
13. conducting business	23.1%	54.2%	45.8%	.0%
8. shopping	18.6%	53.9%	46.1%	.0%
9. dining	16.3%	45.8%	53.9%	.3%
11. parks	12.2%	36.6%	63.1%	.3%
10. entertainment or special events	8.5%	35.6%	63.7%	.7%
14. attending church	26.1%	35.3%	64.1%	.7%
15. live theater	3.7%	15.6%	83.7%	.7%

	%	
16. Of the items listed above, which would you say is the one reason you most often visit downtown Sikeston?	Government/post office	29.8%
	Shopping	21.4%
	Conducting business	20.7%
	Dining	7.5%
	Entertainment or special events	5.4%
	Attending church	5.4%
	Parks	2.7%
	Live theater	.7%
	Other, don't know	6.4%

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

	<i>excellent</i>	<i>excellent/ good</i>	<i>not so good/ poor</i>	<i>other/don't know</i>
	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>
28. safety during the day	18.7%	91.7%	7.7%	.7%
22. convenient parking	8.0%	77.7%	22.0%	.3%
18. convenient business hours	5.0%	77.3%	20.7%	2.0%
20. preservation of historic structures	7.7%	68.3%	29.0%	2.7%
17. signs to help people find their way around	8.0%	63.7%	31.3%	5.0%
27. condition of sidewalks	5.0%	61.3%	35.7%	3.0%
19. available green space	6.7%	57.7%	30.0%	12.3%
21. occupied storefronts	4.7%	52.0%	44.3%	3.7%
29. safety at night	5.7%	51.3%	33.3%	15.3%
23. diverse mix of businesses	4.7%	50.3%	47.7%	2.0%
24. dining options	6.0%	41.7%	55.3%	3.0%
26. condition of streets	2.7%	40.3%	58.3%	1.3%
25. entertainment options	3.3%	26.0%	68.7%	5.3%

	<i>%</i>
Very	52.7%
Somewhat	35.3%
Not very	6.7%
Not at all	4.3%
Other, don't know	1.0%
<i>very/somewhat</i>	88.0%
<i>not very/not at all</i>	11.0%

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 Sikeston should place on bringing or adding more of that type of business *to its own downtown area*. If you think an item should be a top priority, rate it a "5." If you think it shouldn't be a priority at all, rate it a "1." Of course, you can use any number between five and one. The first is...

	Mean	very high priority (5) %	total high priority (4-5) %	3 %	total low priority (1-2) %
32. family or casual style dining	3.99	44.7%	71.3%	18.3%	10.3%
41. clothing stores	3.80	37.7%	62.7%	23.3%	13.7%
40. farmer's market	3.72	32.7%	62.0%	22.3%	15.0%
33. fine dining	3.70	35.3%	60.0%	22.7%	17.3%
42. attractions aimed at teenagers such as an arcade or skating rink	3.65	41.3%	60.7%	15.7%	23.0%
44. bookstore	3.54	27.0%	52.3%	30.0%	17.0%
45. movie theater	3.52	34.0%	55.7%	19.0%	24.0%
35. ice cream shop/soda fountain	3.46	24.0%	51.0%	28.3%	20.0%
47. shoe store	3.42	28.3%	48.3%	28.0%	23.3%
39. coffee shop	3.36	26.3%	48.0%	27.3%	24.3%
36. upscale specialty shops	3.34	23.3%	44.3%	31.7%	23.0%
46. art supply and crafts store	3.28	21.3%	42.7%	33.0%	24.0%
38. art galleries and shops	3.27	21.0%	43.0%	31.7%	25.0%
34. outdoor dining	3.20	26.0%	44.3%	25.0%	30.3%
31. lodging such as hotel, motel or bed and breakfast	3.09	23.3%	43.3%	22.0%	33.7%
37. antique shops	3.02	16.0%	35.3%	32.0%	31.7%
43. bars/nightclubs	2.10	5.7%	13.7%	23.3%	62.0%

	%
Arcade or skating rink or other attraction aimed at teenagers	16.0%
Clothing stores	13.7%
Family or casual style dining	12.7%
Fine dining	8.3%
Movie theater	6.3%
Coffee shop	5.0%
Bookstore	4.7%
Art supply and crafts store	4.0%
Outdoor dining	3.7%
Upscale specialty shops	2.7%
Ice cream shop/soda fountain	2.3%
Antique shops	2.0%
Shoe store	1.7%
Art galleries and shops	1.7%
Farmer's market	1.3%
Lodging such as hotel, motel or bed and breakfast	.3%
Bars/nightclubs	.0%
Other, don't know	13.7%

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

	Mean	<i>very high priority (5)</i> %	total high priority (4-5) %	3 %	total low priority (1-2) %
57. improving building facades	3.98	40.3%	66.7%	25.0%	7.0%
55. making the area more pedestrian-friendly	3.96	43.3%	68.3%	21.3%	10.3%
50. improving lighting	3.92	38.0%	65.7%	21.3%	9.7%
58. keeping streets and sidewalks cleaner	3.83	43.3%	62.3%	20.0%	17.0%
59. fixing and smoothing cobblestone streets	3.82	46.7%	65.0%	15.0%	19.0%
51. moving utilities underground	3.75	40.3%	59.7%	21.7%	17.3%
53. stricter code enforcement	3.61	34.0%	57.0%	20.7%	20.7%
56. improving signage to help people find their way around	3.47	25.7%	48.3%	31.0%	20.0%
49. adding green space	3.44	25.7%	45.7%	29.7%	20.0%
52. adding new parking spaces or lots	3.22	22.0%	39.0%	33.7%	27.3%
54. developing second-story residential space	3.14	20.3%	40.0%	25.3%	33.3%

	Mean	very high priority (5) %	total high priority (4-5) %	3 %	total low priority (1-2) %
57. improving building facades	3.98	40.3%	66.7%	25.0%	7.0%
55. making the area more pedestrian-friendly	3.96	43.3%	68.3%	21.3%	10.3%
50. improving lighting	3.92	38.0%	65.7%	21.3%	9.7%
58. keeping streets and sidewalks cleaner	3.83	43.3%	62.3%	20.0%	17.0%
59. fixing and smoothing cobblestone streets	3.82	46.7%	65.0%	15.0%	19.0%
51. moving utilities underground	3.75	40.3%	59.7%	21.7%	17.3%
53. stricter code enforcement	3.61	34.0%	57.0%	20.7%	20.7%
56. improving signage to help people find their way around	3.47	25.7%	48.3%	31.0%	20.0%
49. adding green space	3.44	25.7%	45.7%	29.7%	20.0%
52. adding new parking spaces or lots	3.22	22.0%	39.0%	33.7%	27.3%
54. developing second-story residential space	3.14	20.3%	40.0%	25.3%	33.3%
60. having a trolley or train travel between Interstate 55 and downtown	2.79	21.3%	34.0%	18.0%	45.0%

	%
62. There has been some discussion about developing second story living space in downtown Sikeston. Which of the following statements is closest to the way you feel?	
Property owners should turn the second floors of their existing buildings into rental units.	31.0%
Property owners should turn the second floors of their existing buildings into condominiums.	15.3%
There is no need for second story living space downtown.	46.7%
Other/don't know	7.0%

	%
63a. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Sikeston?	
Local newspaper	37.3%
Television	2.0%
Radio	.7%
Chamber of Commerce web site	4.7%
Word-of-mouth	14.3%
I live downtown	8.7%
Other [specify]	19.0%
No others/don't know	13.3%

	%	
63b. And what is your second most likely source of information?	Local newspaper	23.5%
	Television	11.2%
	Radio	7.7%
	Chamber of Commerce web site	2.7%
	Word-of-mouth	27.3%
	I live downtown	.8%
	Other [specify]	13.5%
	No others/don't know	13.5%

	%	
64. How familiar are you with a state-sponsored program called the DREAM Initiative? Would you say you are very familiar, somewhat, not very or not at all familiar with the DREAM Initiative?	Very familiar	2.7%
	Somewhat familiar	12.0%
	Not very familiar	16.7%
	Not at all familiar	68.3%
	Other, don't know	.3%
	<i>very/somewhat</i>	<i>14.7%</i>
<i>not very/not at all</i>	<i>85.0%</i>	

And now, a few final questions for classification purposes.

	%	
65. In which of the following age groups are you?	18-34	14.3%
	35-49	32.0%
	50-64	30.0%
	65 or over	23.7%
	Other, don't know, refused	.0%

	%	
66. How long have you lived in the Sikeston area?	0-2 years	5.7%
	3-5 years	5.7%
	6-10 years	7.0%
	11-20 years	12.3%
	More than 20 years	68.7%
	Other, don't know	.7%

		%
		Under \$25,000
67. For statistical purposes only, please indicate which of the following categories best fits your total household income for 2007. Just stop me when I get to your category.		16.7%
		\$25,000 to \$49,999
		28.0%
		\$50,000 to \$74,999
		18.3%
	\$75,000 to \$99,999	
	14.7%	
	\$100,000 or more	
	9.3%	
	Other, don't know, refused	
	13.0%	

		%
68. Gender	Male	50.0%
	Female	50.0%

SECTION IV

RESPONSE TO OPEN-ENDED QUESTIONS

7. How often do you visit downtown Sikeston?

Every day **(2)**

Sometimes every few days, sometimes less often

Live downtown

Sometimes more, sometimes less just depends on the time of year

Once a month but much more often during the holidays

Twice a year

48. Of the items listed above, what business would you most like to see in downtown Sikeston?

Anything that creates jobs is good **(5)**

Historic museum **(3)**

More dining and bookstores

All of them

Improvement in restaurants; need more family and upscale dining

Places to buy actual cd's and videos

More industry to provide jobs

Family and fine dining

I don't have a preference

Coffee store that includes books and music

Ladies clothing stores and restaurants are needed

Banks; big ones

Starbucks

I don't know enough but probably anything but Wal-Mart

Factory

I would like to see a good church

It wouldn't matter to me as long as there was something down there

Children's specialty shops

I don't think they need anything in the downtown area; I would rather have it outside the downtown area

Department stores and maybe some industry

Sport store

Hardware and clothing

Both clothing and shoe stores

Another library

Street repairs

Lumber yards

Makes no difference

61. Are there any other improvements you think should be made to downtown Sikeston?

Make it look nicer to make businesses come invest in Sikeston; need heavy duty industry to make the town grow but town must grow first; the town needs good paying jobs so the town can be revitalized

Bicycle trail

I think they should plant flowers or something

Increase law enforcement

We need to make improvements to attract business

Just make it look better and fix things up

There is nothing down there anymore

Just leave it alone

Take out all the rotted out buildings; put Chinese restaurants in; make more activities for the teenagers

Keep streets asphalted and buildings rustic in architecture

More restaurants; more outside dining; more recreation for teenagers

Have places stay open later than 5 pm; more night and weekend things to do

Business downtown should be a top priority

They need new functional businesses; recreational and shopping; clothing, shoes and multiple choices

Hire more emergency medics

The parade needs to be downtown

Just to build up and repair the historic sites

I would like some more clothing and household shopping stores, also hardware

I think there should be more for the teenagers to do

We need more banks

I really think that the clothing shops should have the windows kept up and dressed up; you really need to get something that will be a draw for the evening as well as a grocery store and family friendly things

Maintaining but improving the outer looks of the buildings but keeping the historic aspect of the place

They need to get more businesses in there

Another family restaurant like olive garden

More businesses; more jobs; more industrial things

I would like you to continue going in the direction we're going in

I would just like to see more friendly people

Taking all the empty and older buildings and giving them a face lift; children's activities

More museums or historical museums about the area

Have more eating places and more shoe shops

Could be a little more friendly

The only thing that I think needs improvement would be the streets downtown that need major improvement

Needs really good sit down and good food dining

If there was more to do in the downtown area, more attractions, there would be more people

I think benches would be nice in the general downtown area

Too many empty lots; I think they should put something in the empty spots like picnic tables or something else; I want them to bring the cotton carnival parade back downtown

I just think Sikeston needs to get back the mall; there are not a lot of places to go; need new stores, better eating places

Upgrading other buildings; adding more business

More restaurants

They need to keep more stores downtown most of them are out of town

I would like to see a community center where they can have concerts, shows and games

I think they need more entertainment such as movie theaters

An extra movie theater

Improving the parks

They should advertise Sikeston like they advertise lamberts

Saving the historical parts of it

Sidewalks should be better

I believe there should be more jobs available in Sikeston and more homeless shelters

I think they should get a different group of people to run Sikeston

Police department

More lighting

Better governing; more towards the people that live in the city to receive more of the services

I want more businesses such as clothing stores and kids stores such as arcades, a movie theater and other things

Mainly maintaining the cobblestone streets and bringing in specialty shops

I think overall we need a better cab service

Industrial jobs factory work

Should have people meet on the side of court instead of in front

Safety and security; the Gibson program has killed the area

More residential housing

Nice to have a theater for plays and stuff; not a movie theater; take stuff back to downtown such as the cotton carnival or winter festival

Replace what they are tearing up

More entertainment for youth and adults

We need something for the kids to do such as skating rinks or skate parks or game rooms or parks; i would also like to see a pro shop

I think they should have more driver education

More things for the kids to do

Making it easier to walk across town without having to be in the main road, adding green space to walk on

They should quit tearing all these buildings down that can be repaired for older people and poor people to live in; I think that is the biggest mistake the town is making

More play areas for the kids

I think they should clean up the little in Sikeston

More jobs

I think they need to get rid of all the old buildings and do something with them; get things back the way they used to be

The one reason i don't go there is the store owners

Repave the streets and cover the dangerous bricks

I think they need to enforce keeping the yards edged and being responsible for their homes

More entertainment like live music and such things

Clearing the weeds from sidewalks and streets

I think just making it more accessible for local citizens both day and night would be a big benefit for the downtown area nightlife and diversity in the daytime shopping would be good for downtown

Streets aren't that great; they could be a little better

We need more businesses downtown such as retail or entertainment

They are trying to go back to the old look of Sikeston and I think that is what they should do; they also need to move city hall and the police department out of downtown

There should be more businesses downtown

63a. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Sikeston?

Just going there (17)

Driving by (7)

Personal experience/exposure (3)

Internet (2)

Downtown committee (2)

City hall (2)

Church activities

Working there

Sikeston vision committee

Improvement organization

I am in downtown almost everyday either driving through or eating

I would say that visiting is the most important

City government

Been in this area whole life

City hall

Businesses

The art place has signs that tell you upcoming events

Advertisements

Walking around downtown

My husband works for the city so i am always there

Farmers market

Going to the coffee shops

Been here a long time

Phonebook

I lived here 33 years

Work downtown

Post office

Business owner

63b. And what is your second most likely source of information?

Just visiting (5)

Internet (3)

Police station (3)

The farmer's market

Being a frequent visitor

Council members and business owners

My husband and I used to live in lee hunter area and I teach there

Own observation

Magazines

Go to the drug store

Downtown business owners

All forms of media

Work in downtown area

Post office

Signs in the park

The train depot

Phone book

Getting out and looking around

The old depot

Finding out from work

Signs downtown

Fliers

Computer

Lived here all my life

I lived here 48 years

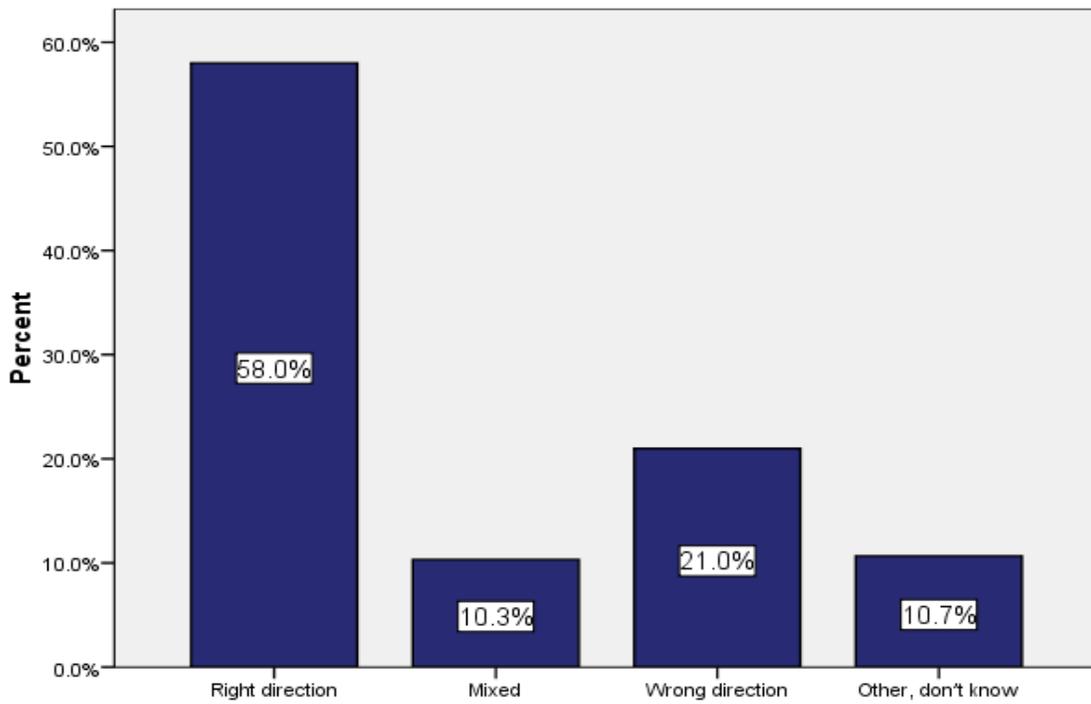
Library

Driving through

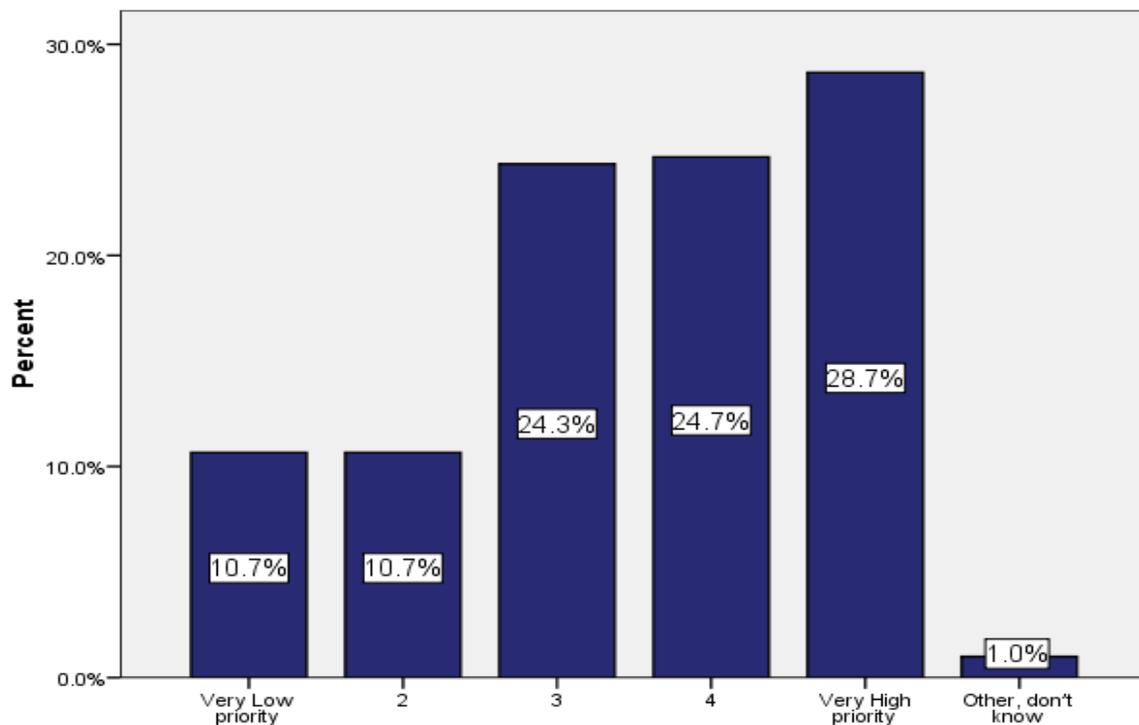
SECTION V

BAR CHARTS

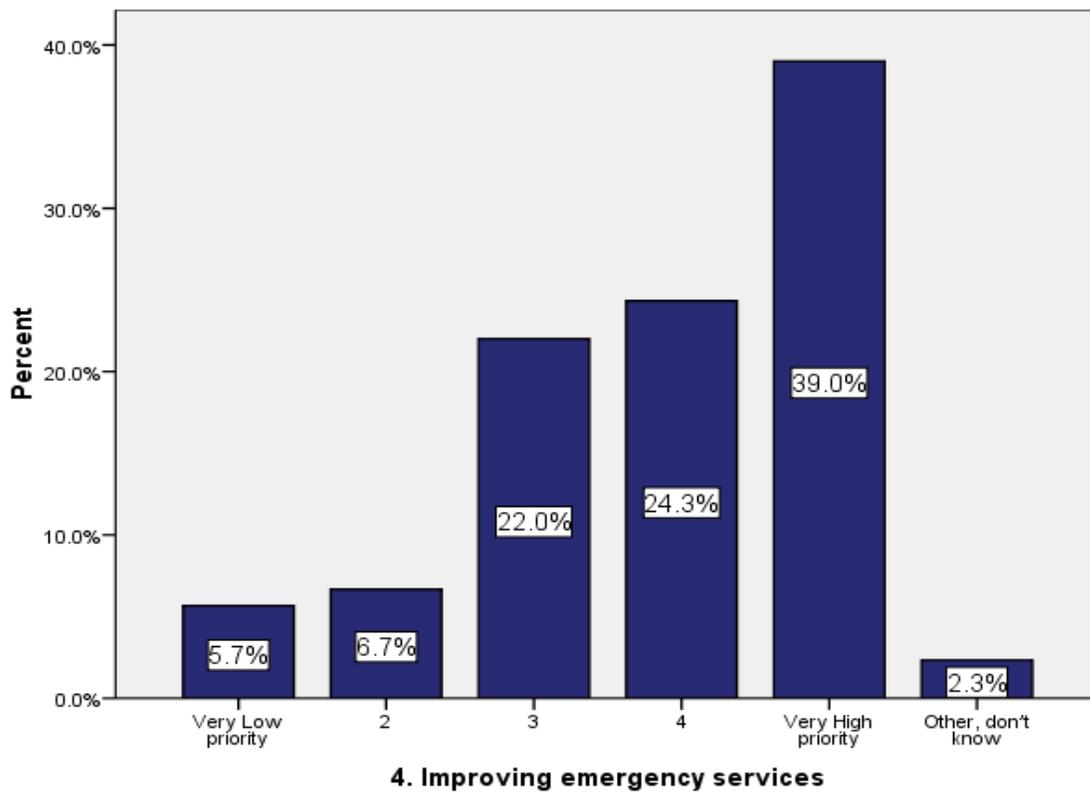
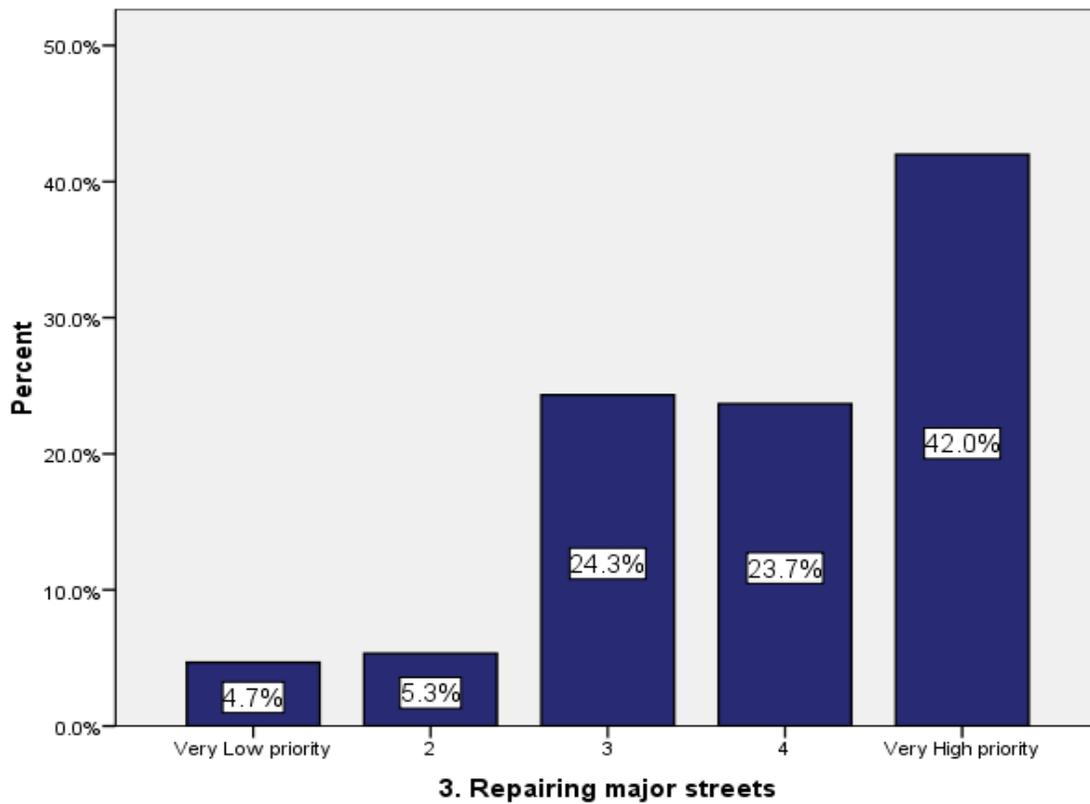
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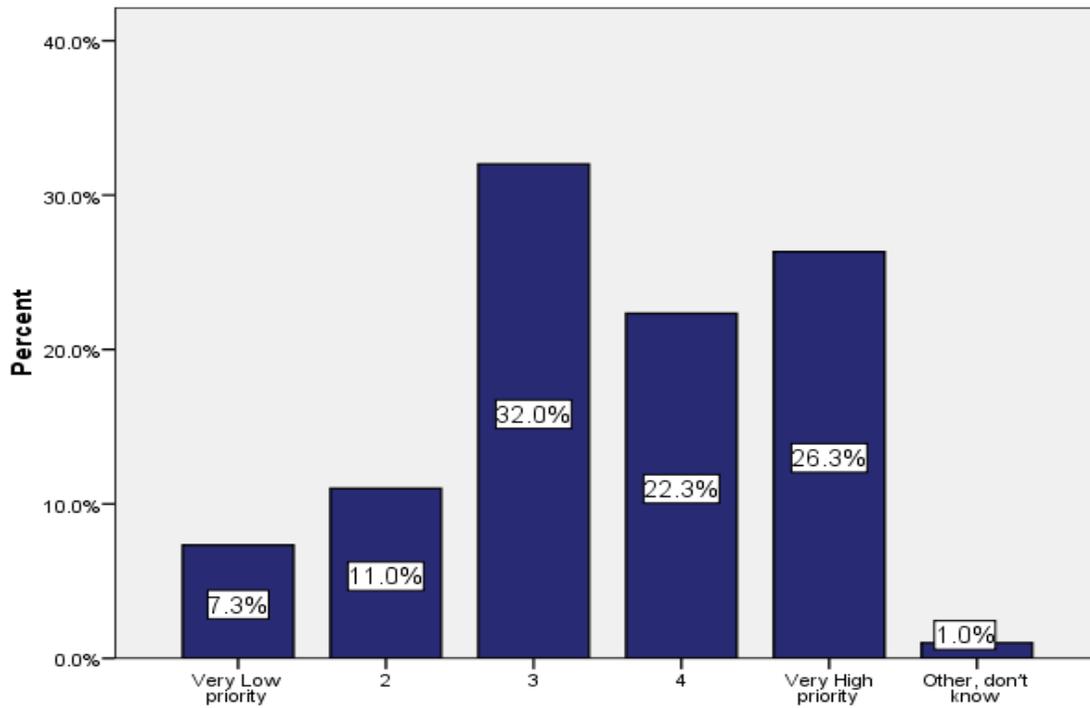


1. Thinking about the Sikeston, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?

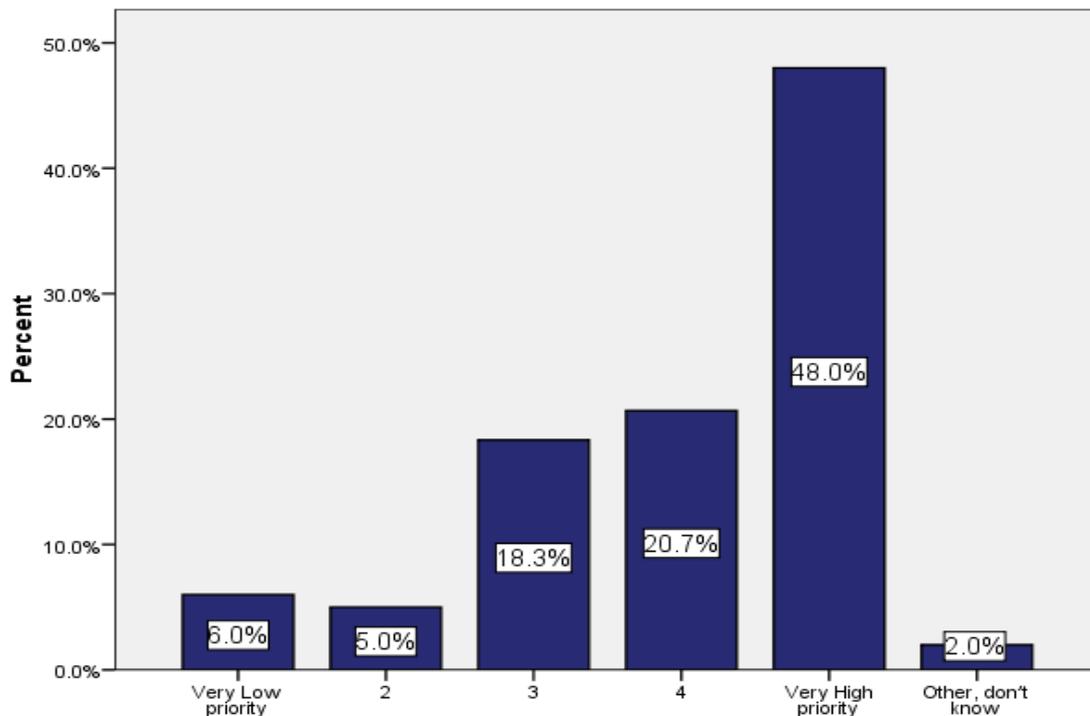


2. Revitalizing the Sikeston downtown area

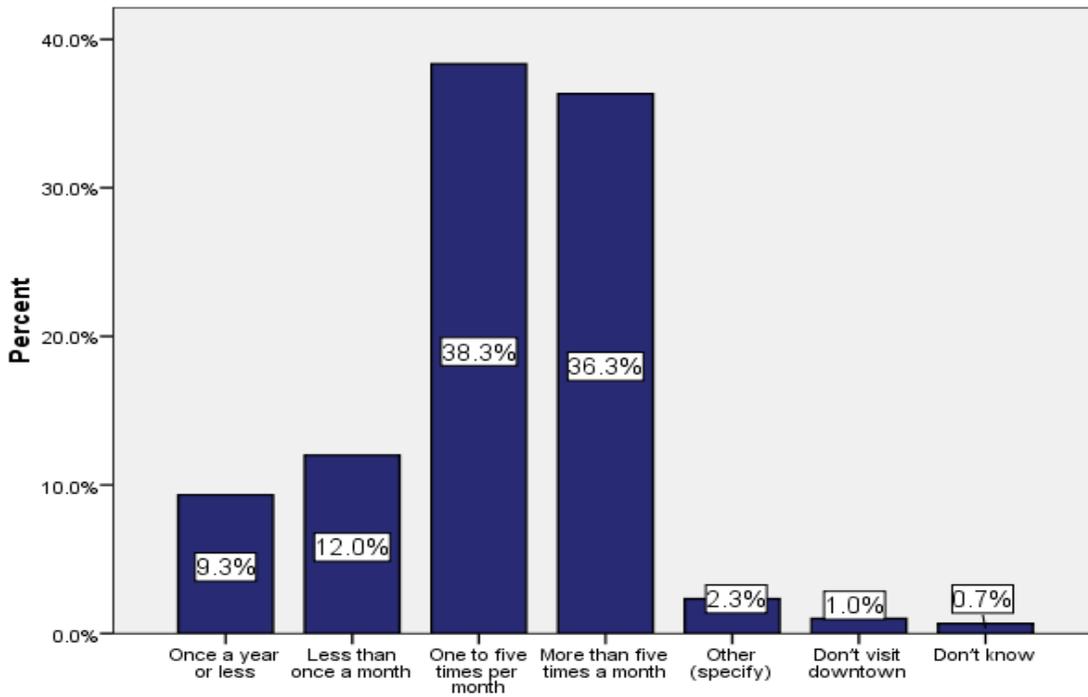




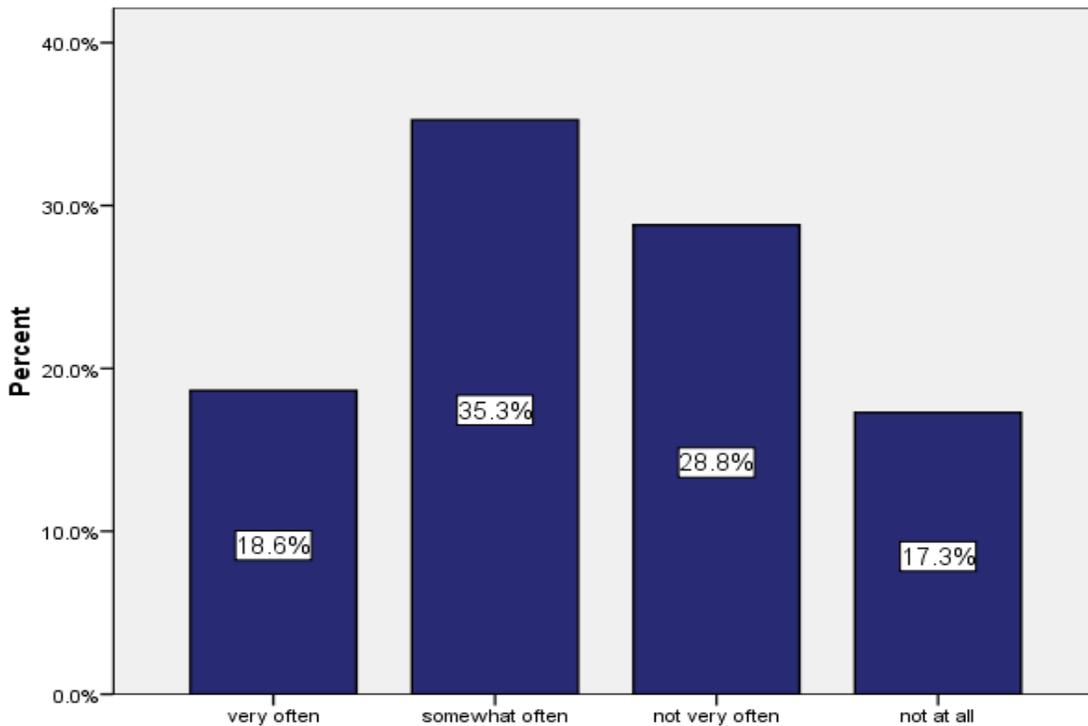
5. Upgrading parks and recreation facilities



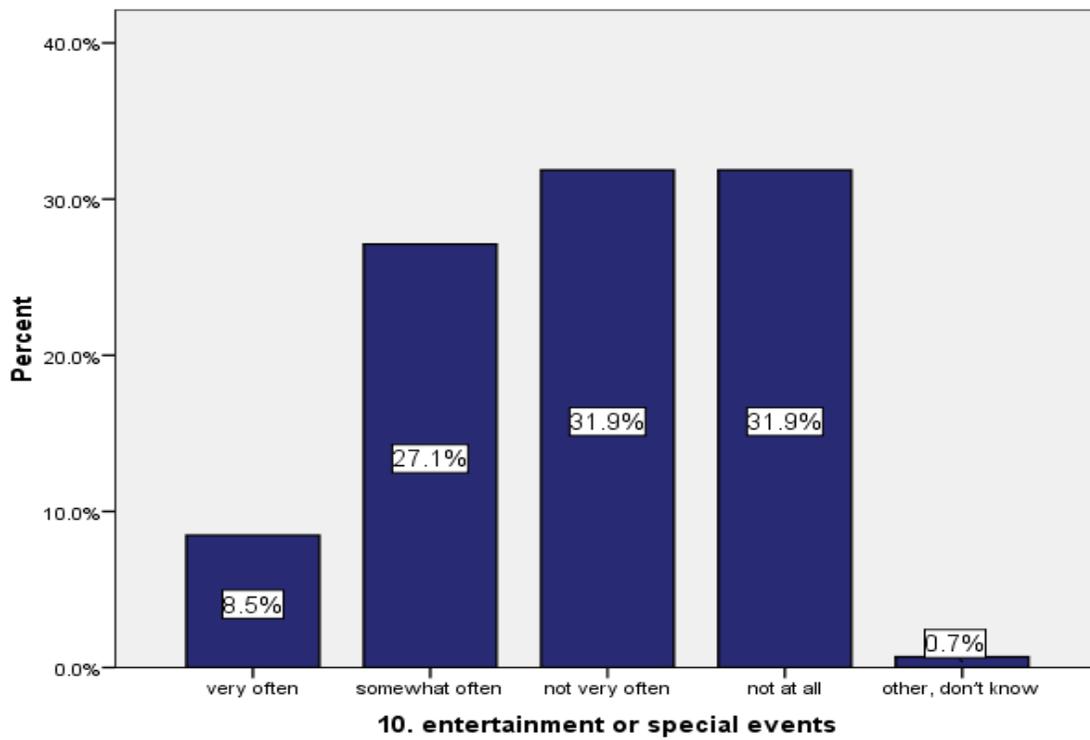
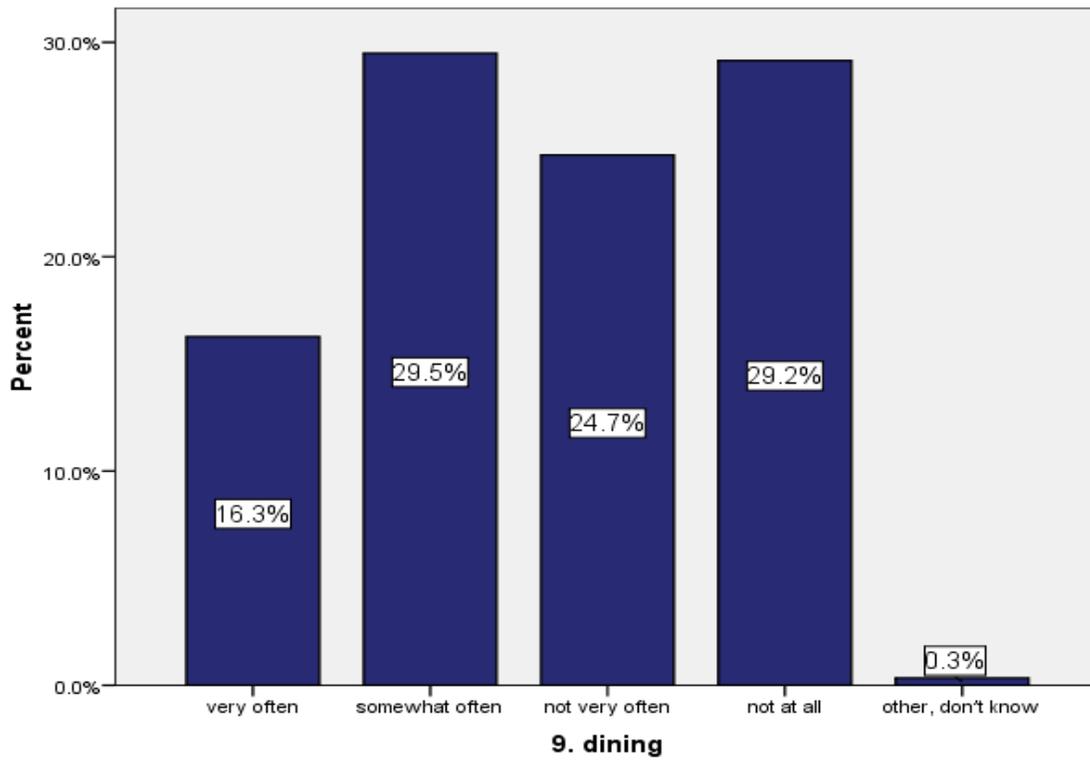
6. Attracting more big box retail development

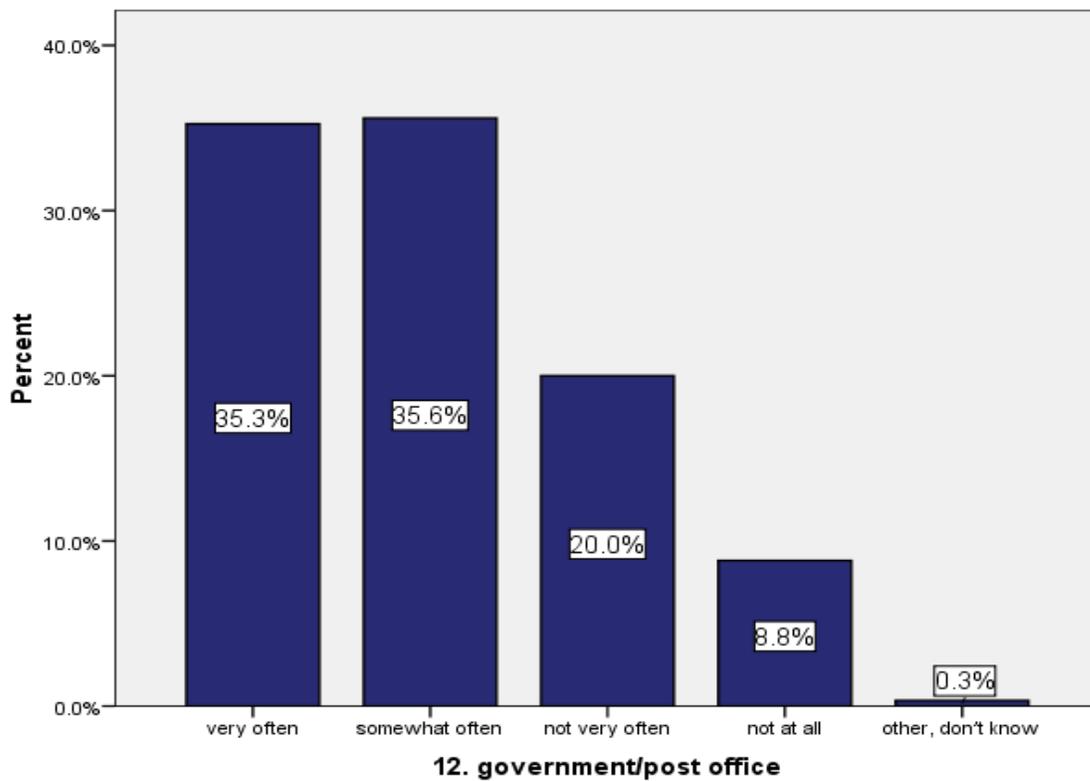
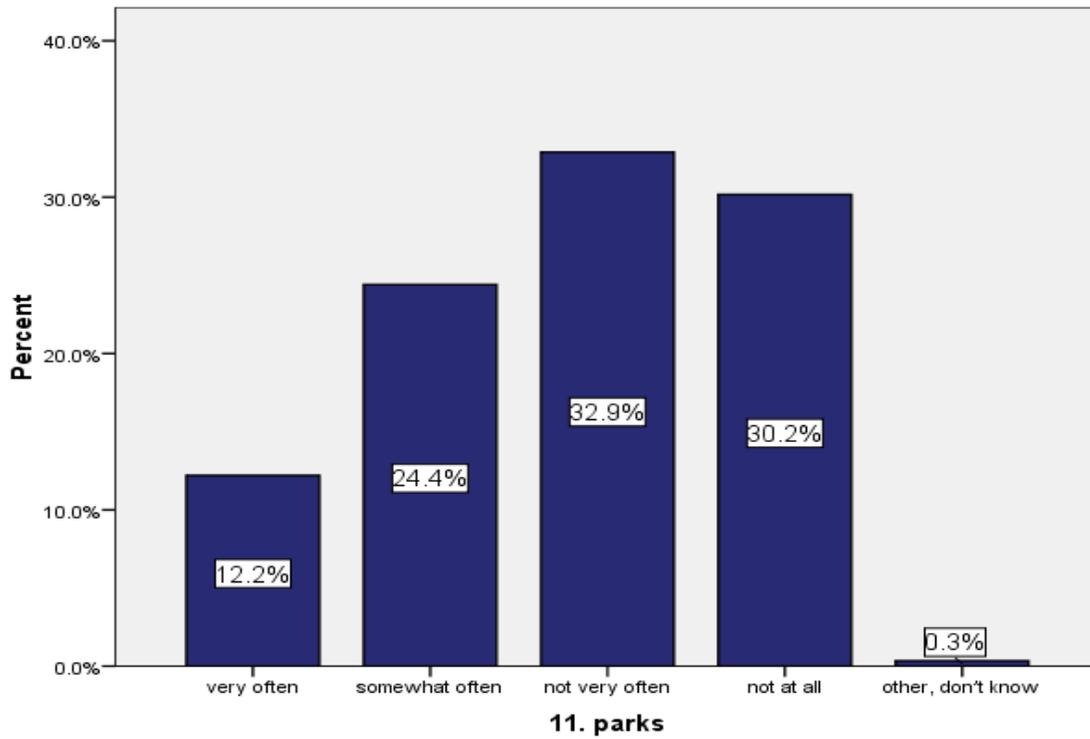


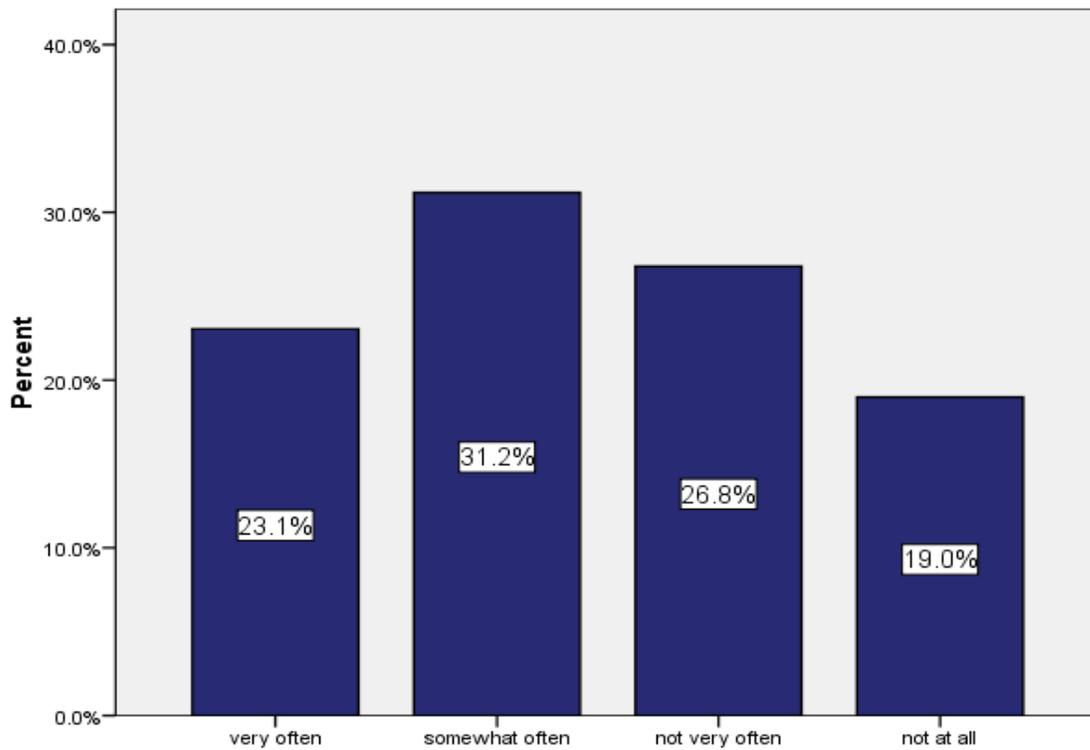
7. How often do you visit downtown Sikeston?



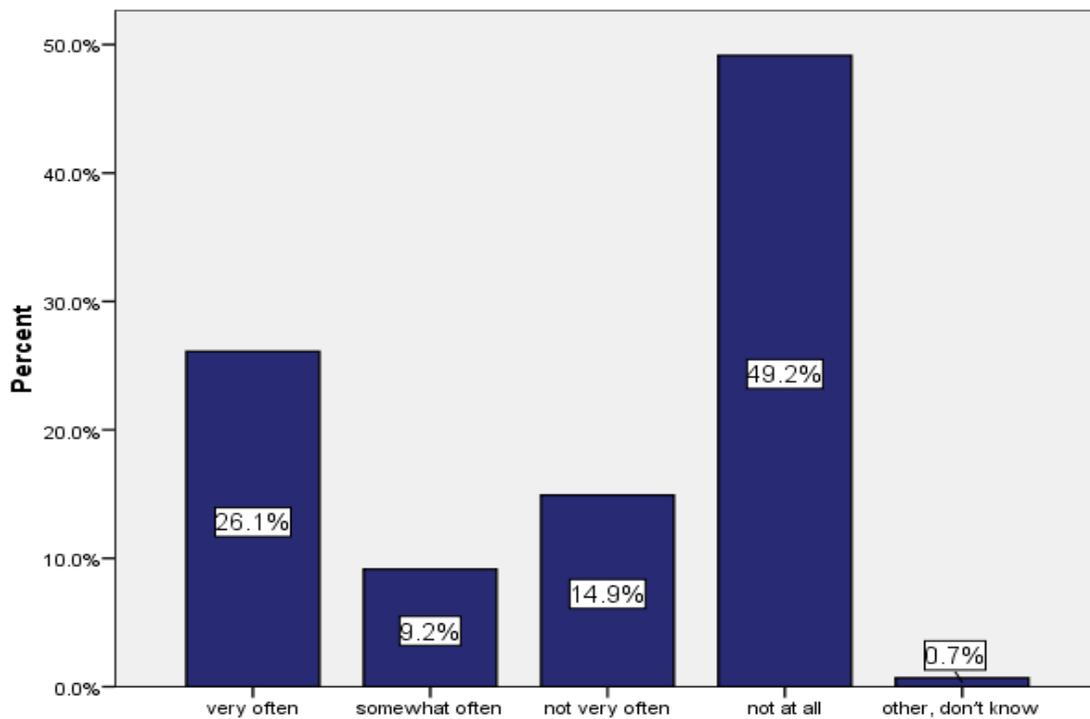
8. shopping



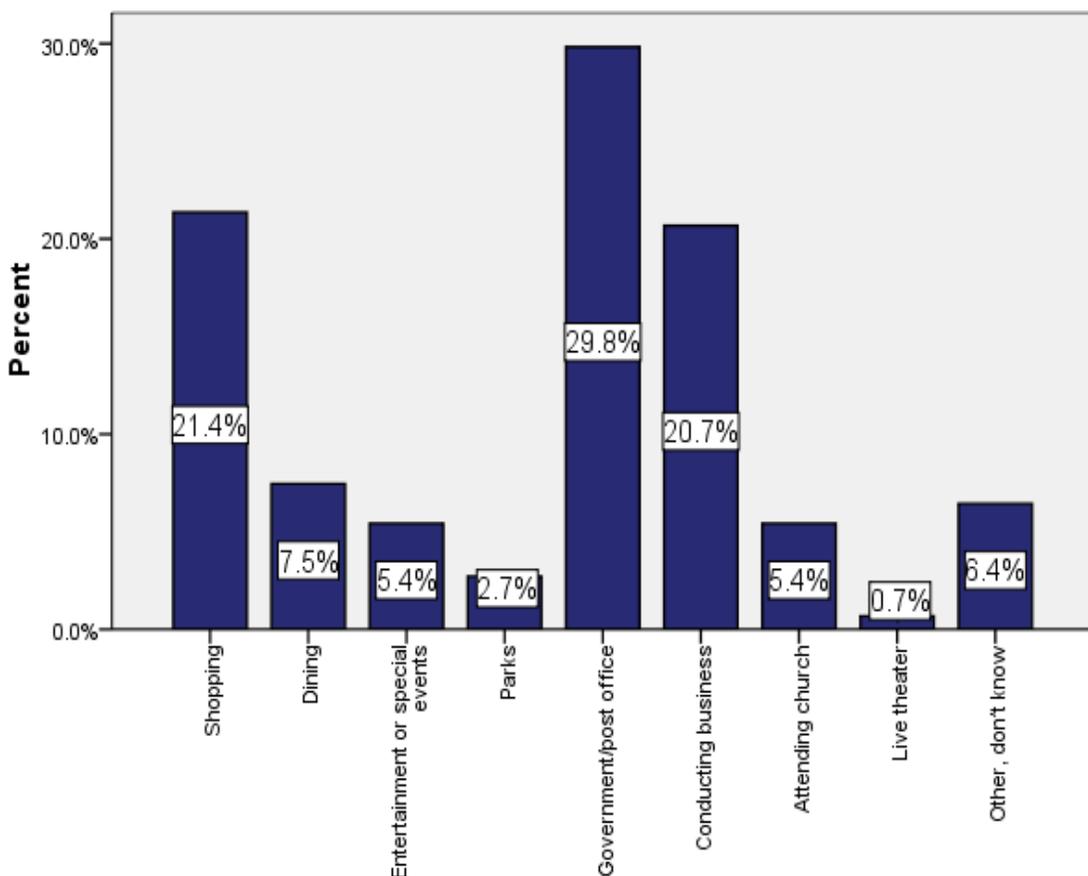
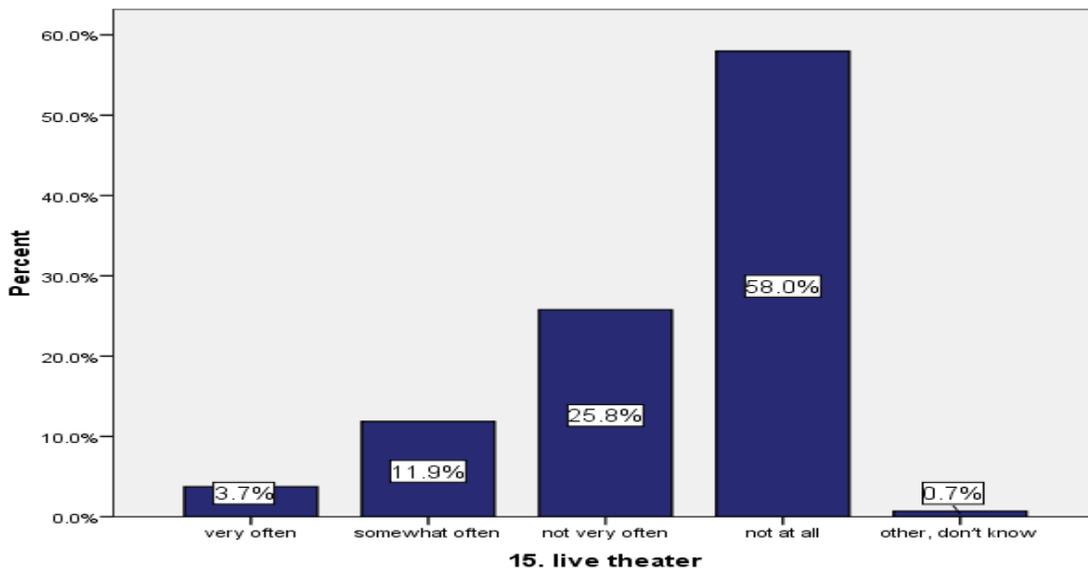




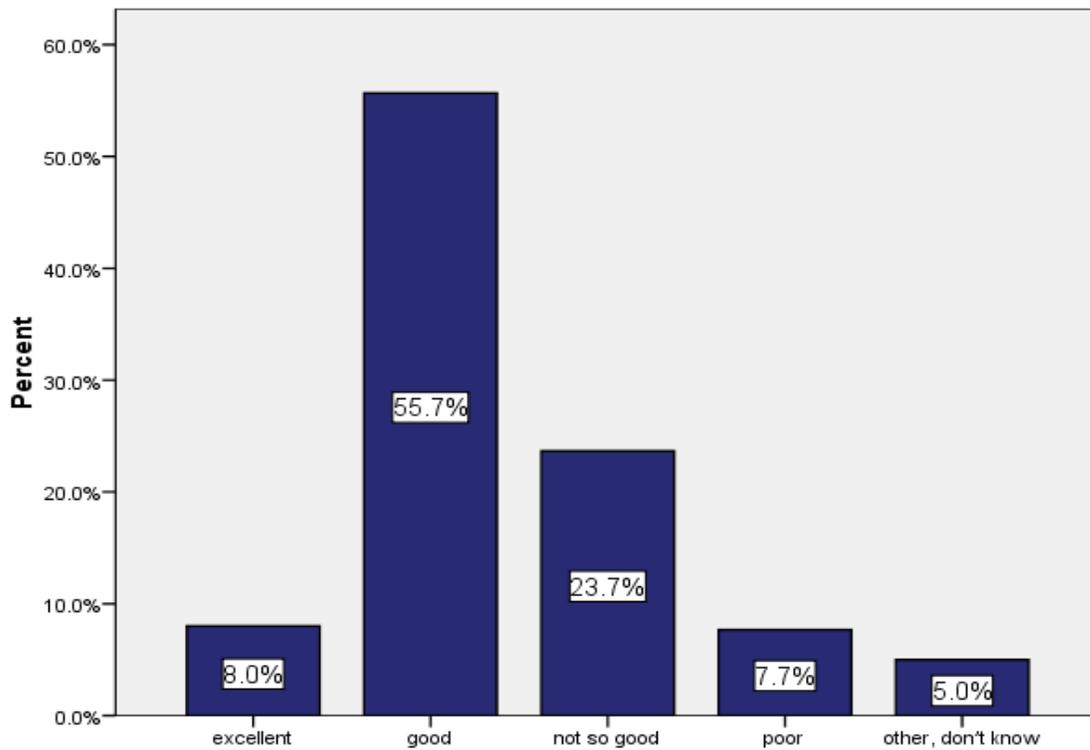
13. conducting business



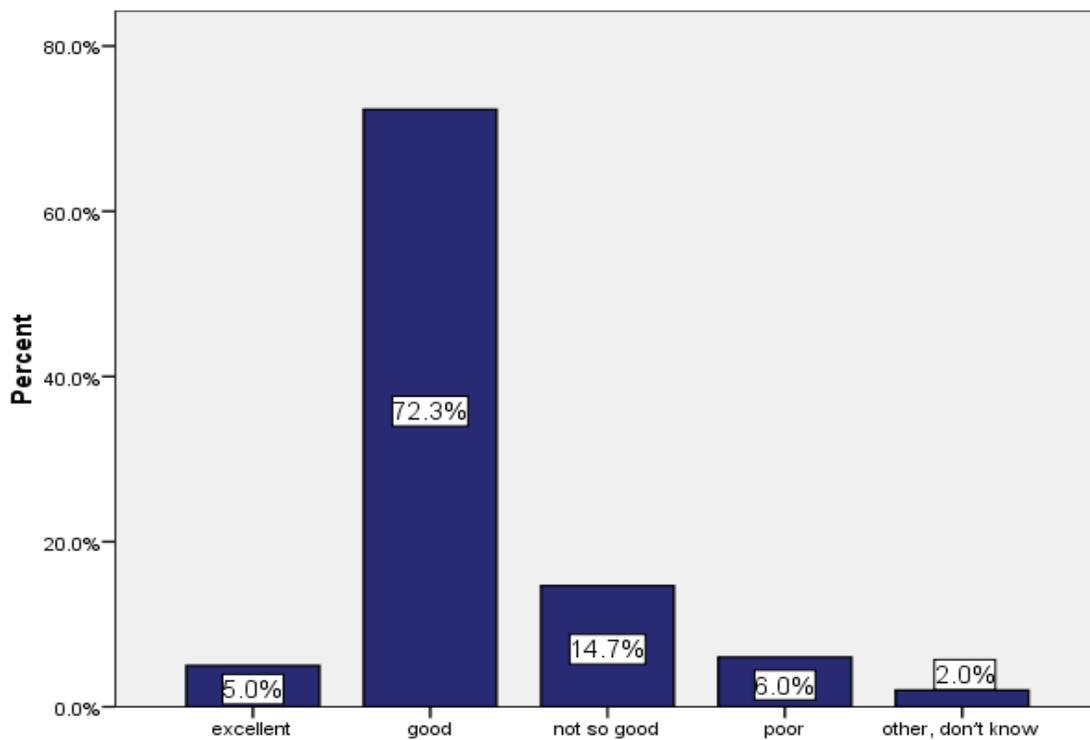
14. attending church



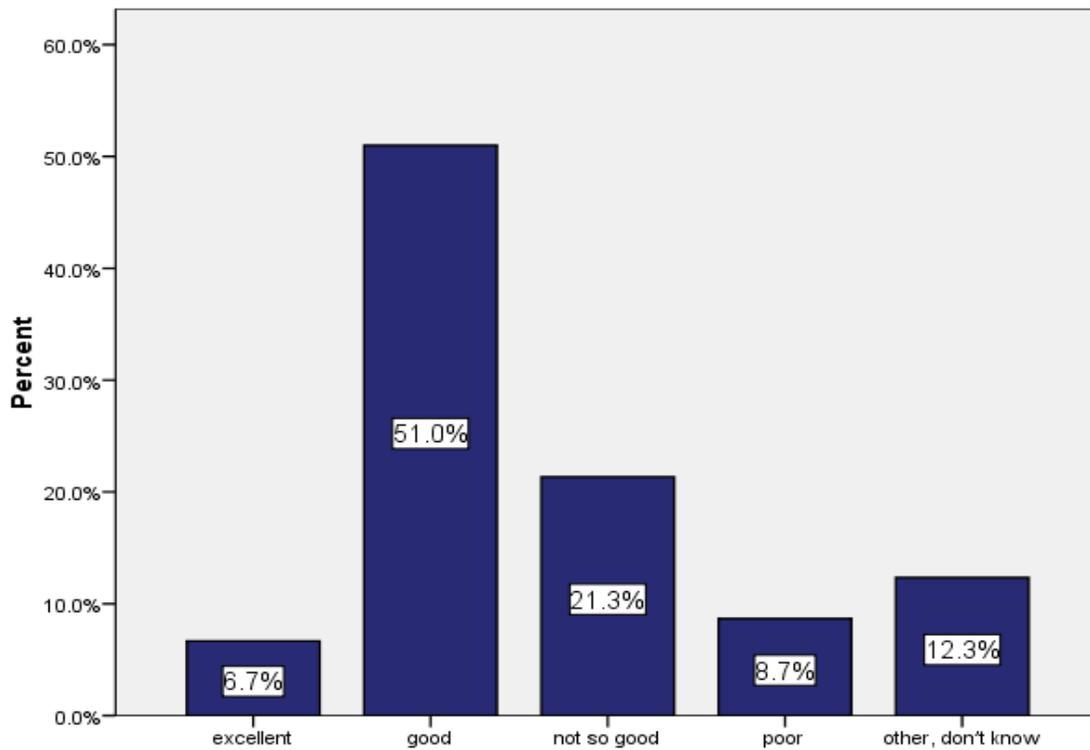
16. Of the items listed above, which would you say is the one reason you most often visit ...



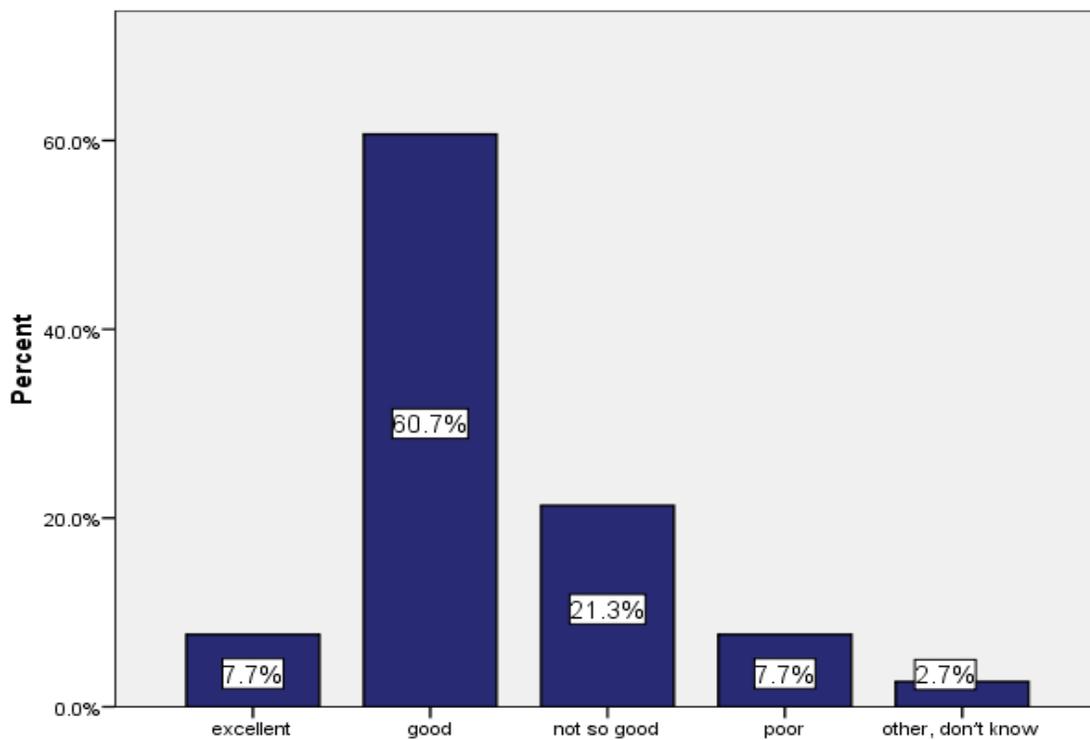
17. signs to help people find their way around



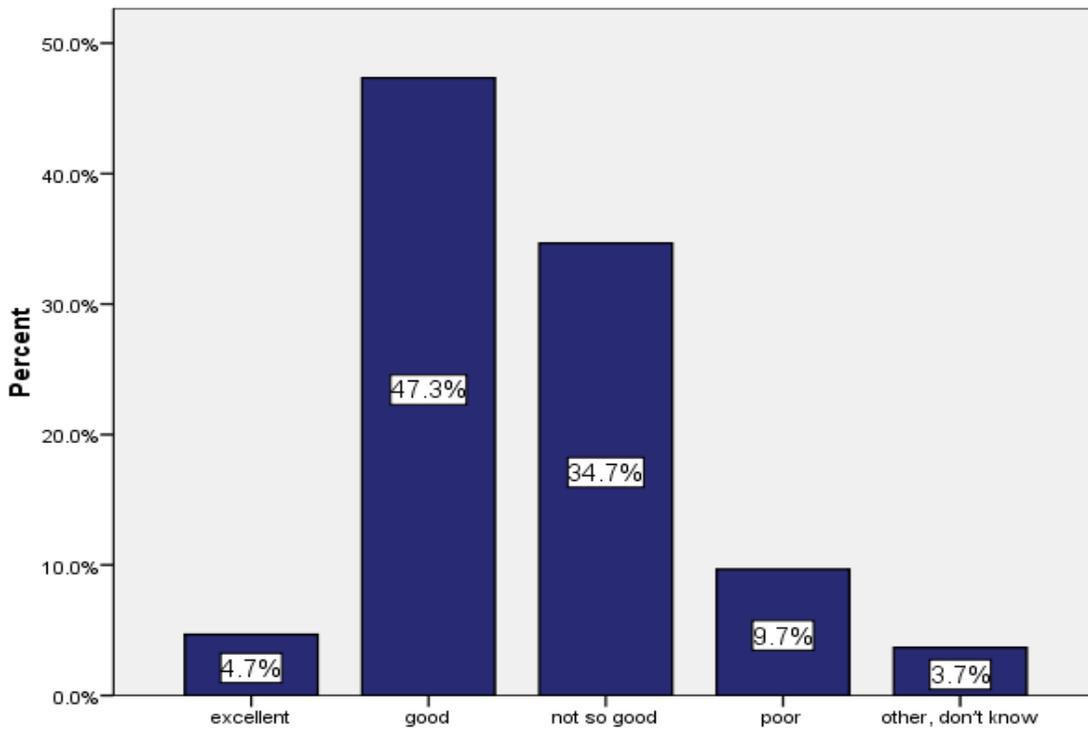
18. convenient business hours



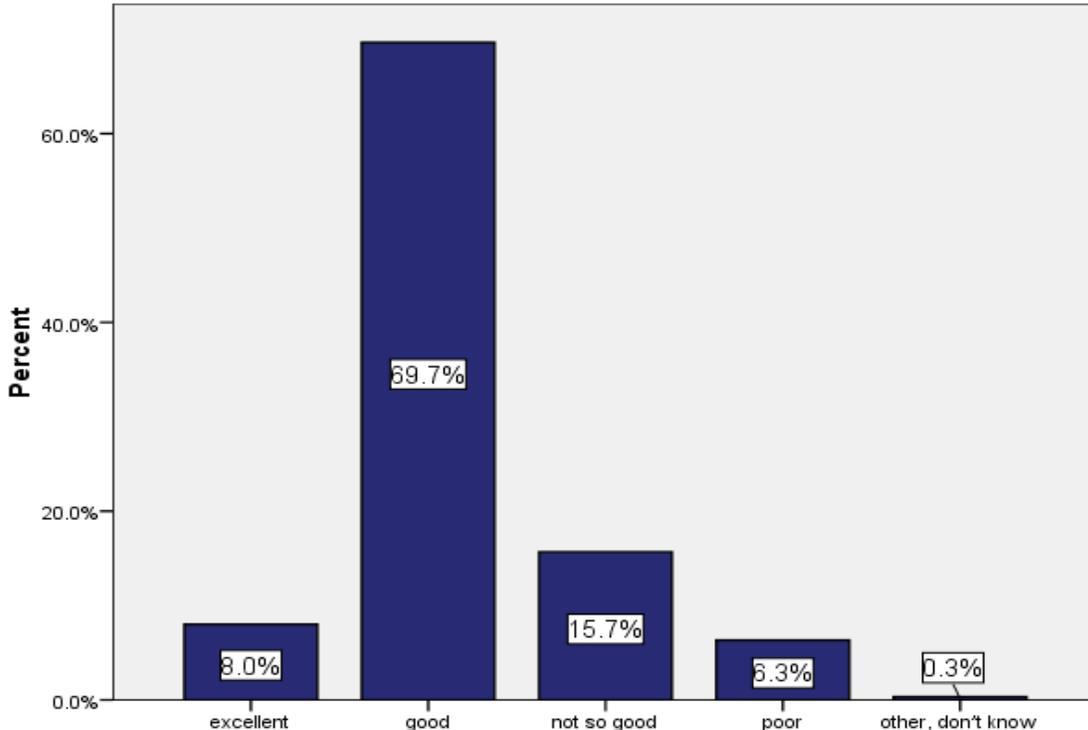
19. available green space



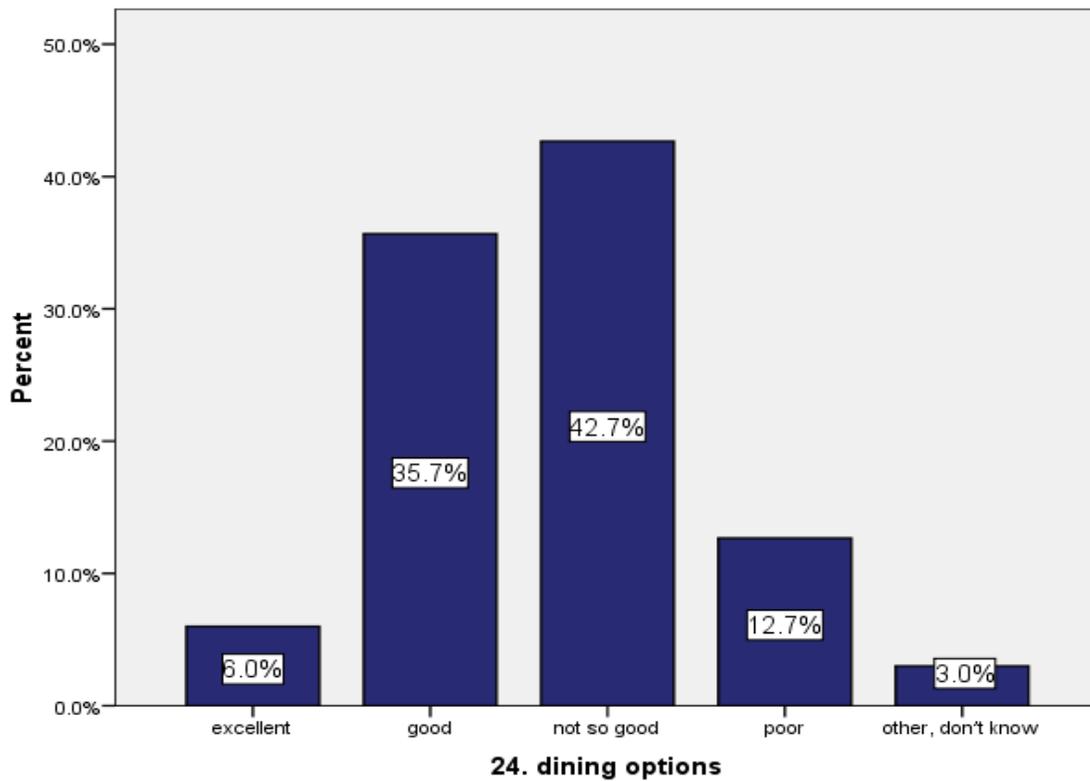
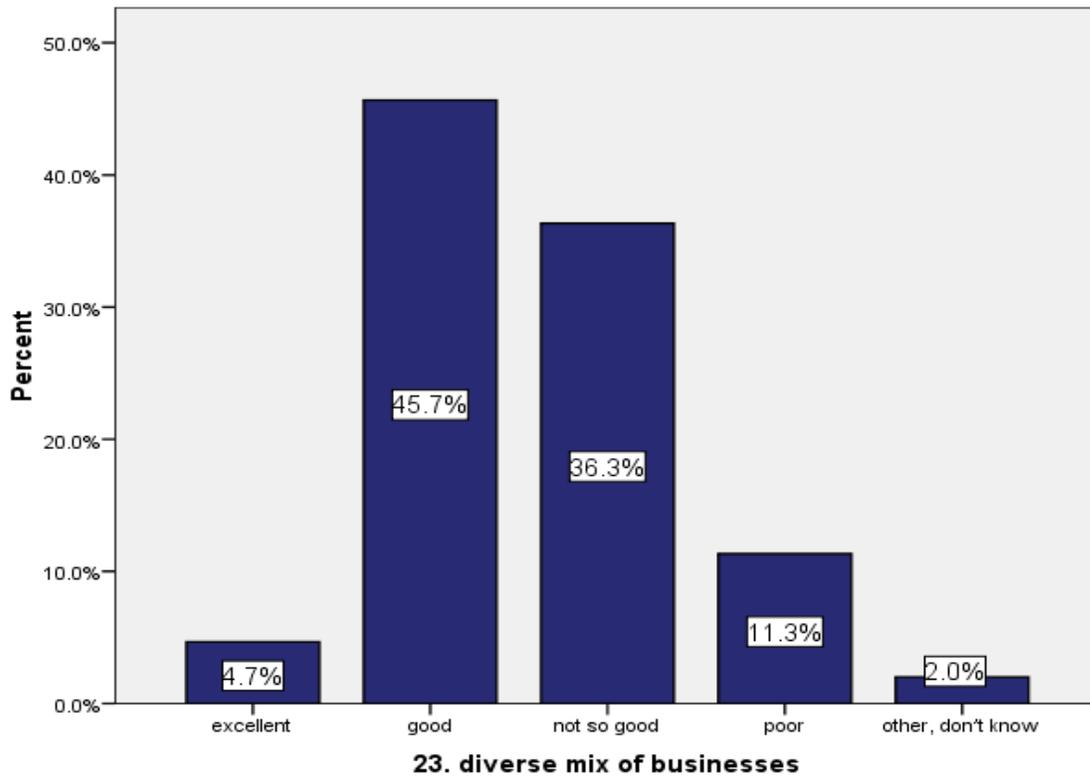
20. preservation of historic structures

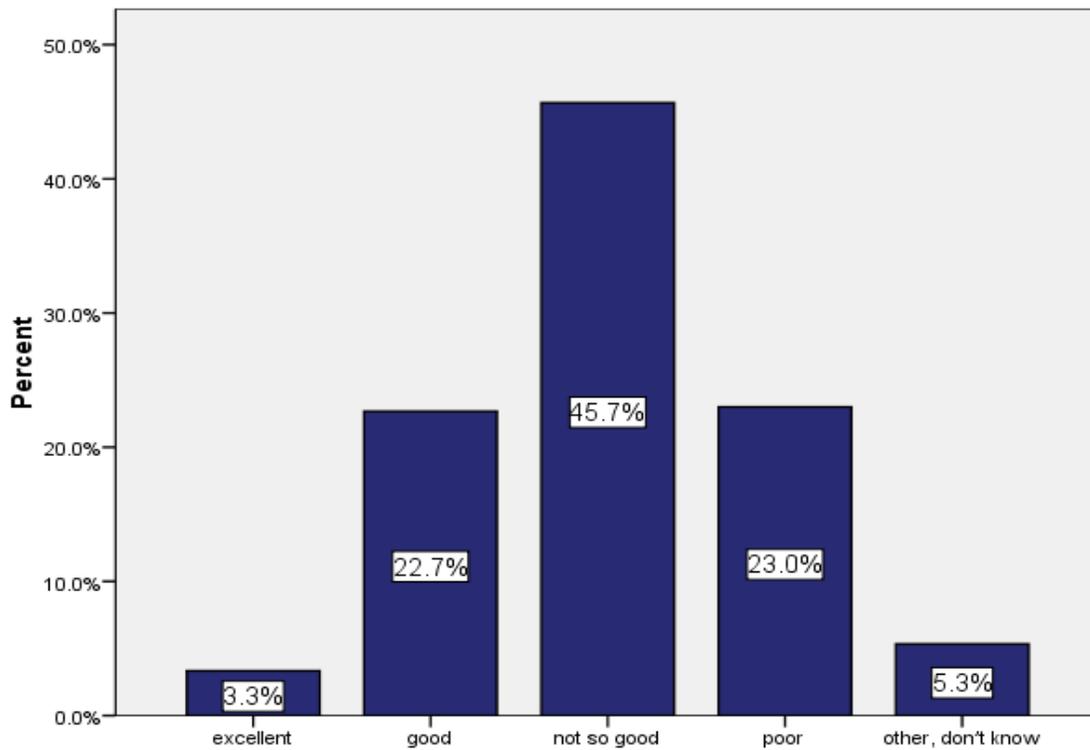


21. occupied storefronts

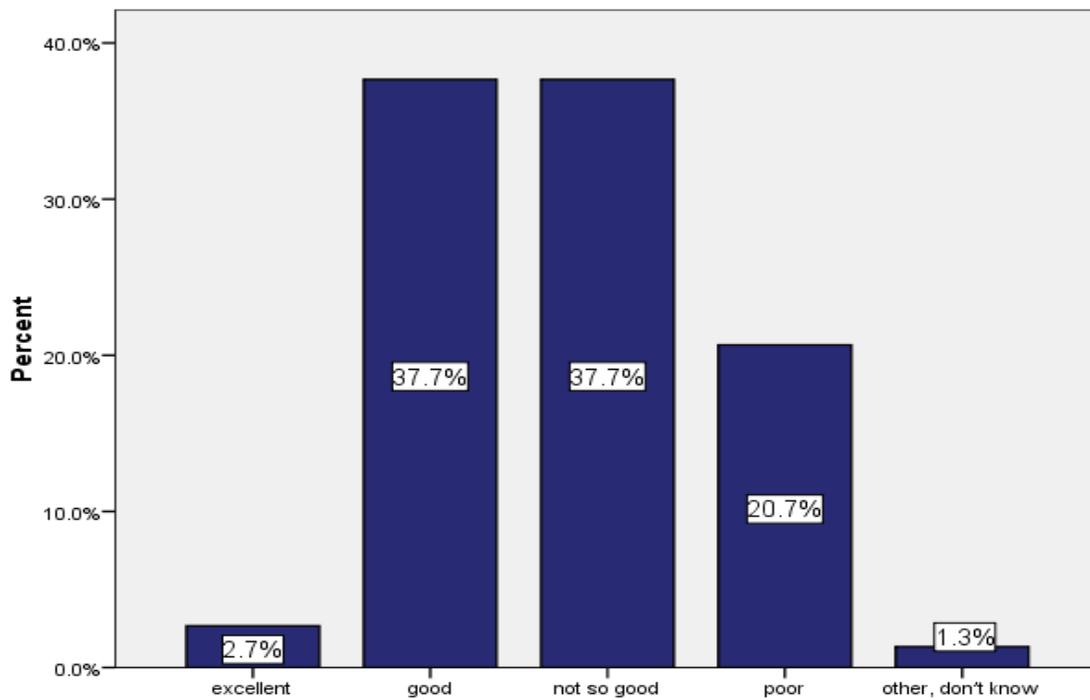


22. convenient parking

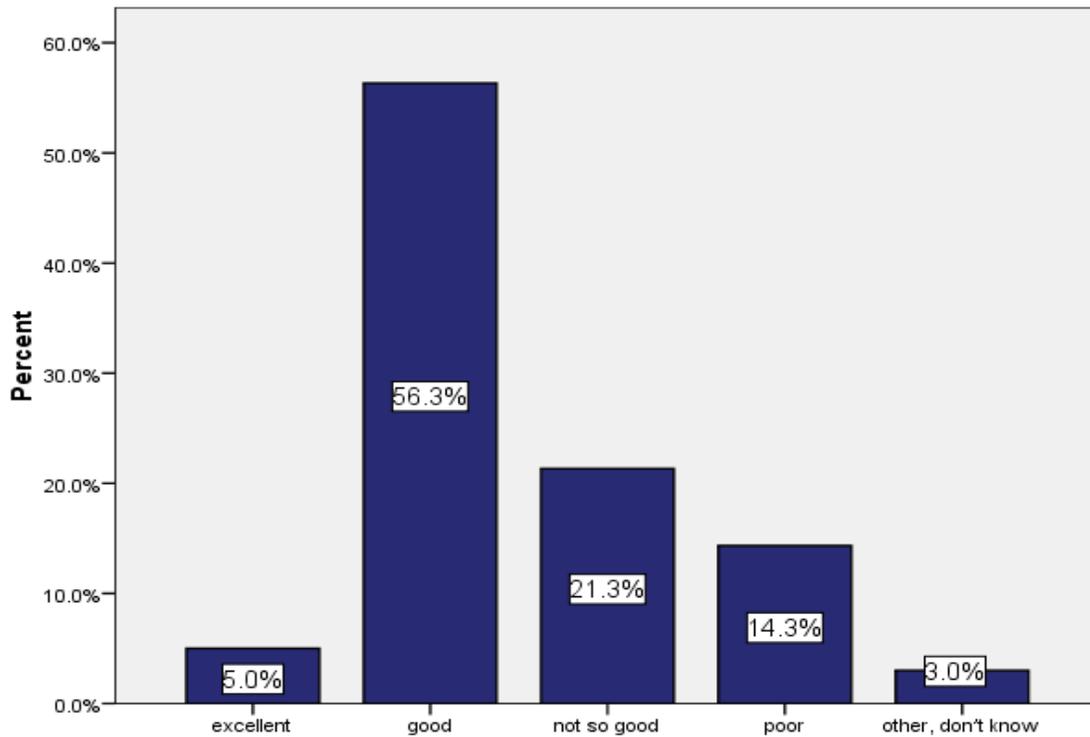




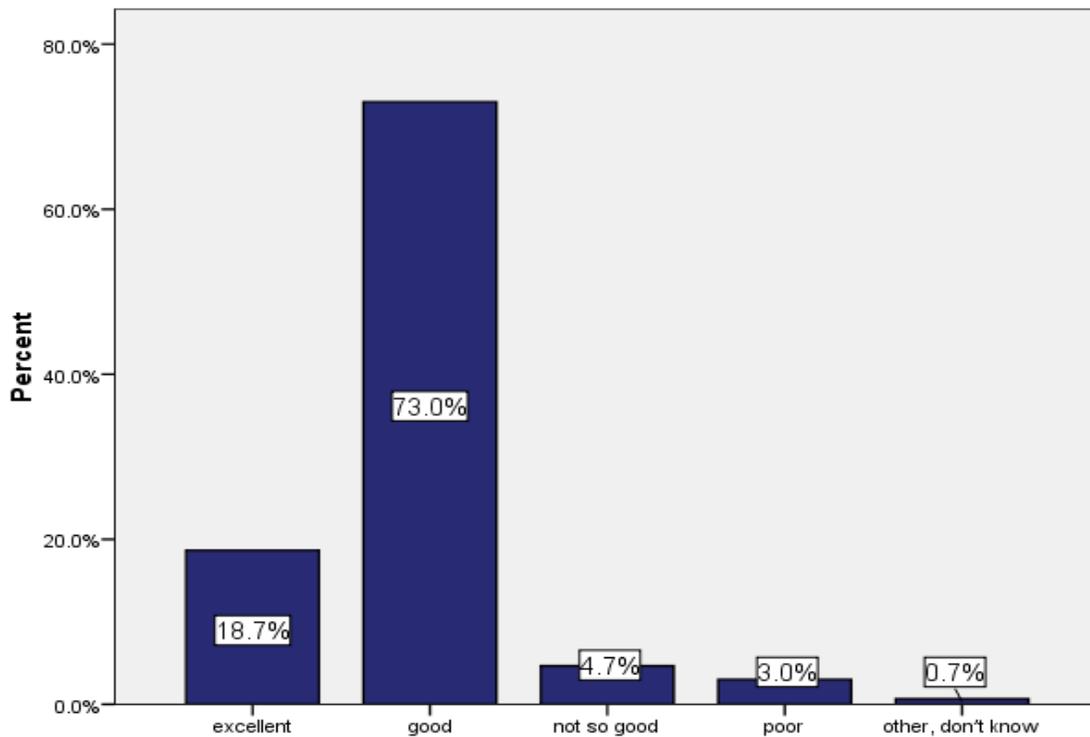
25. entertainment options



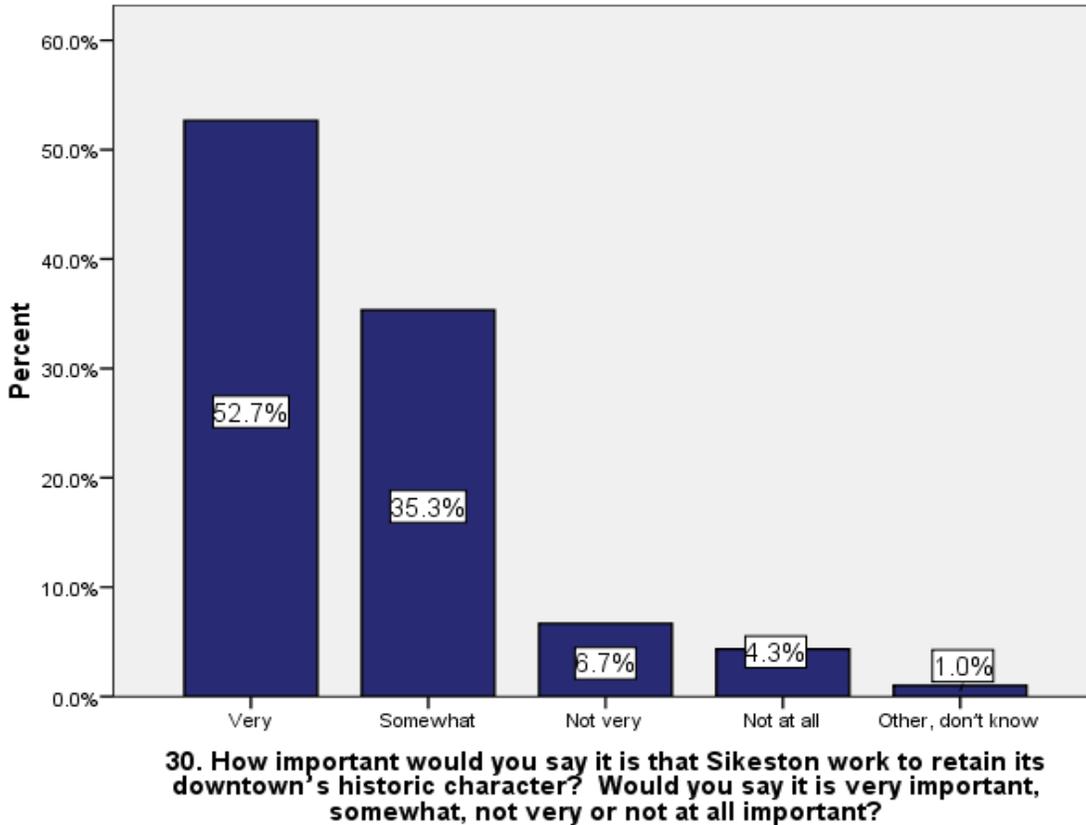
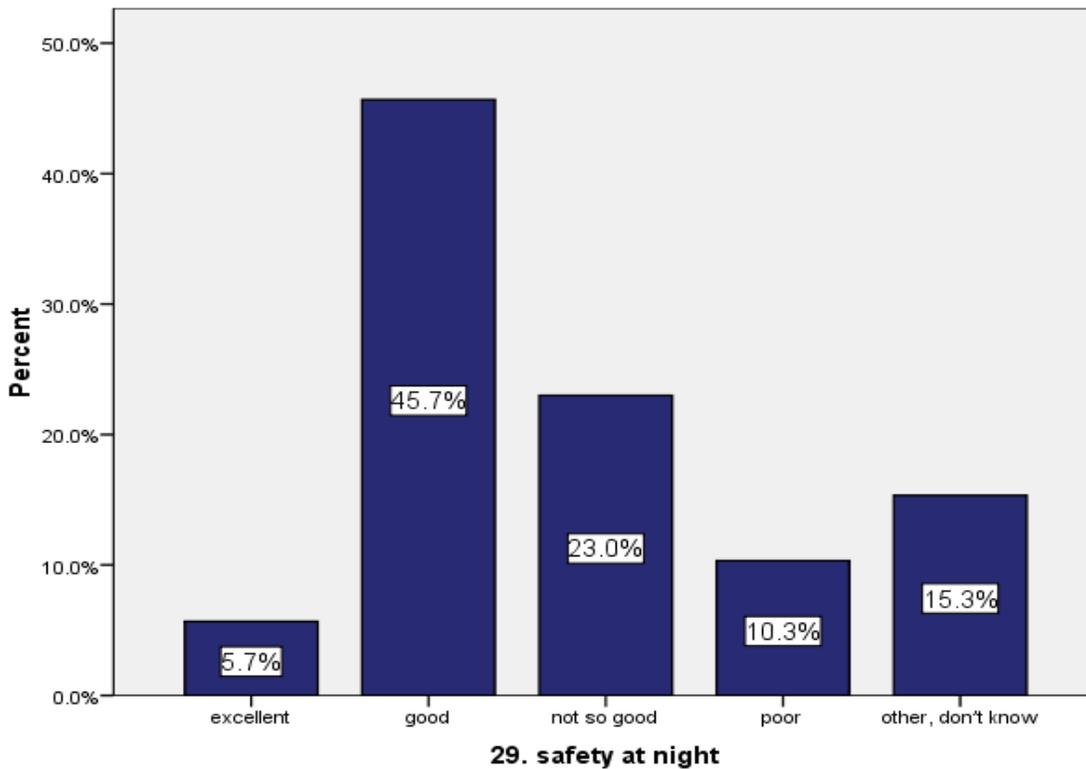
26. condition of streets

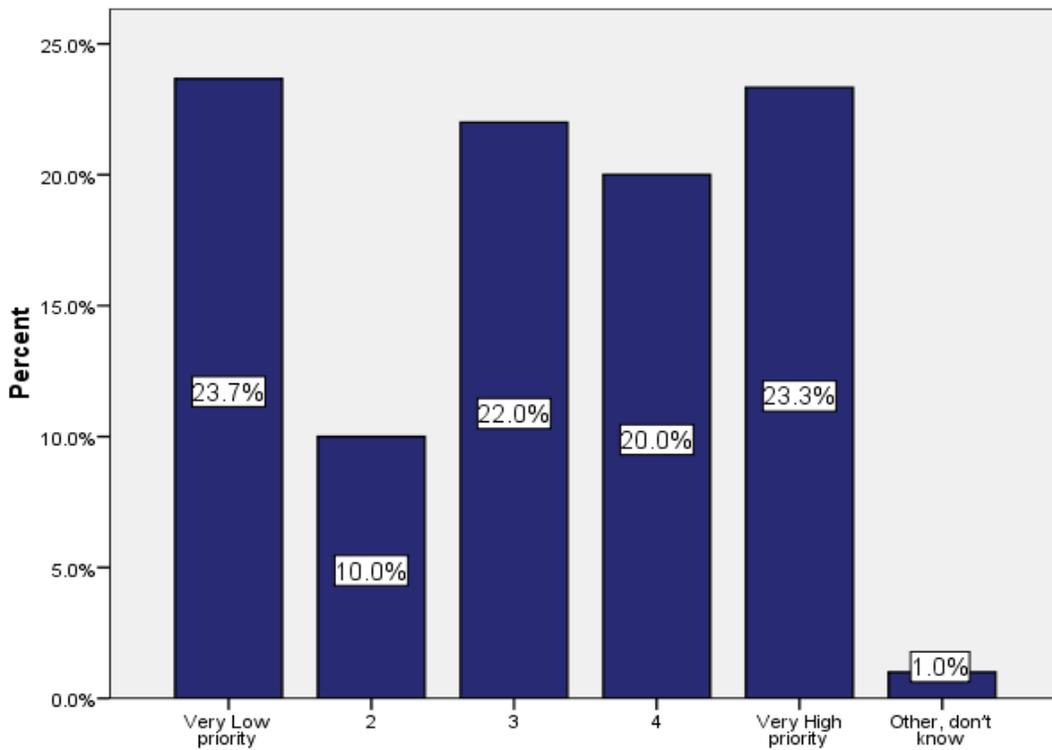


27. condition of sidewalks

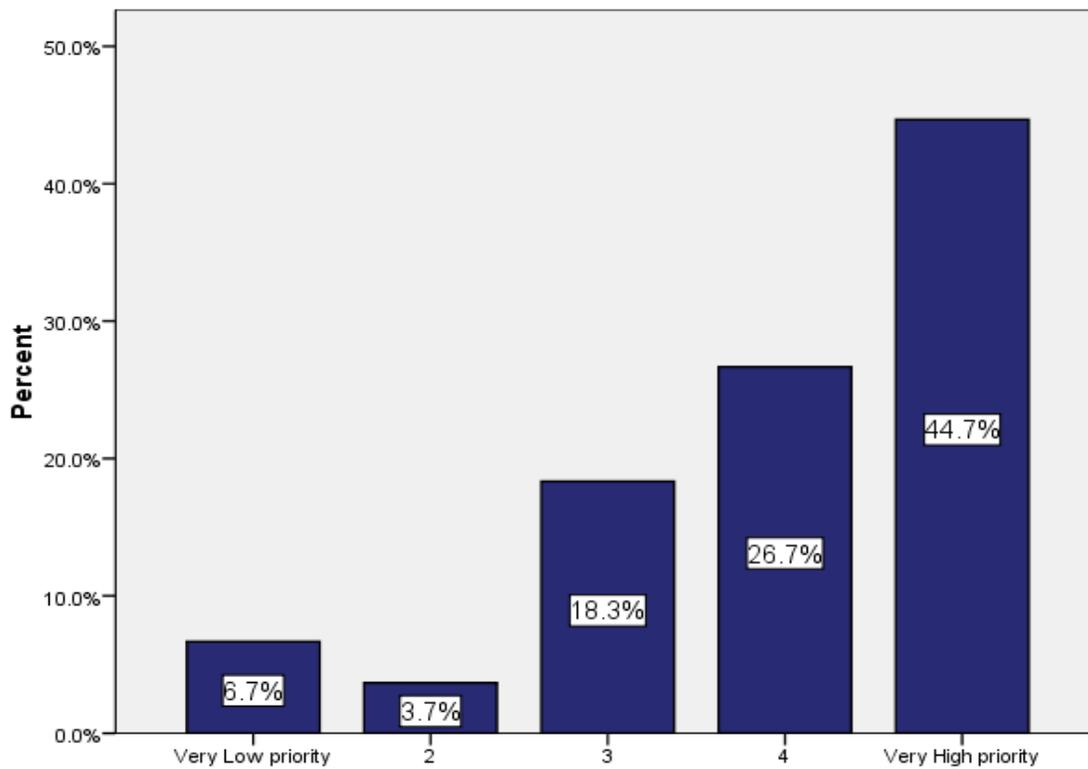


28. safety during the day

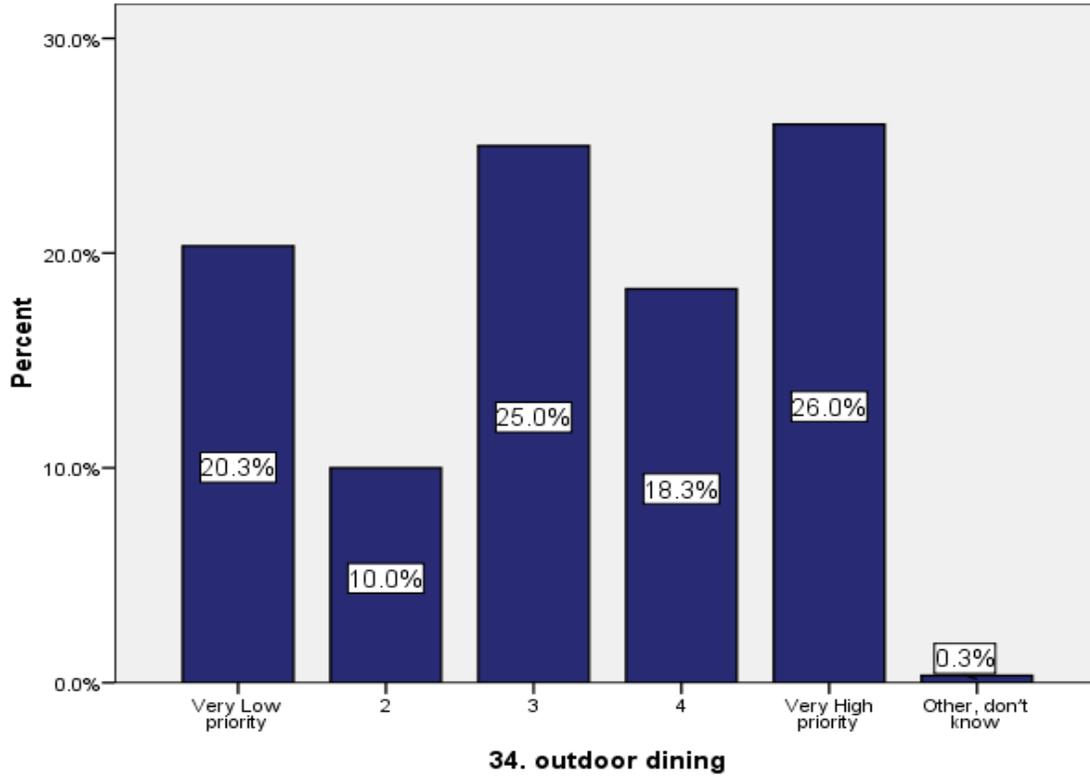
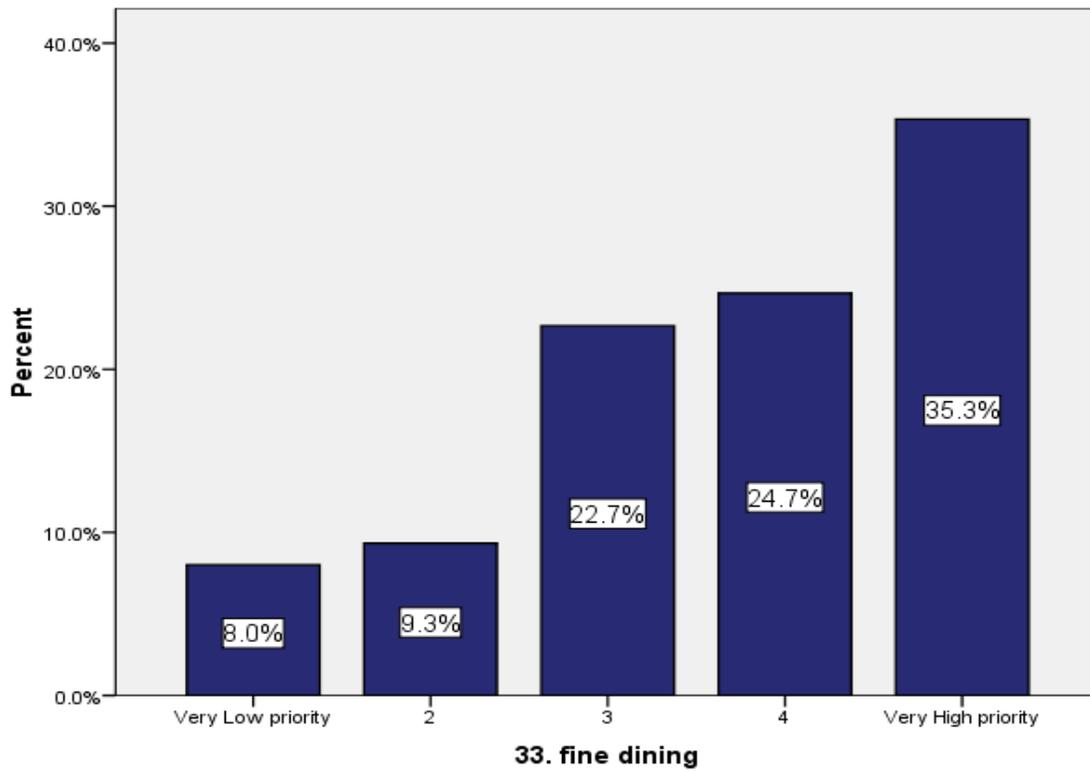


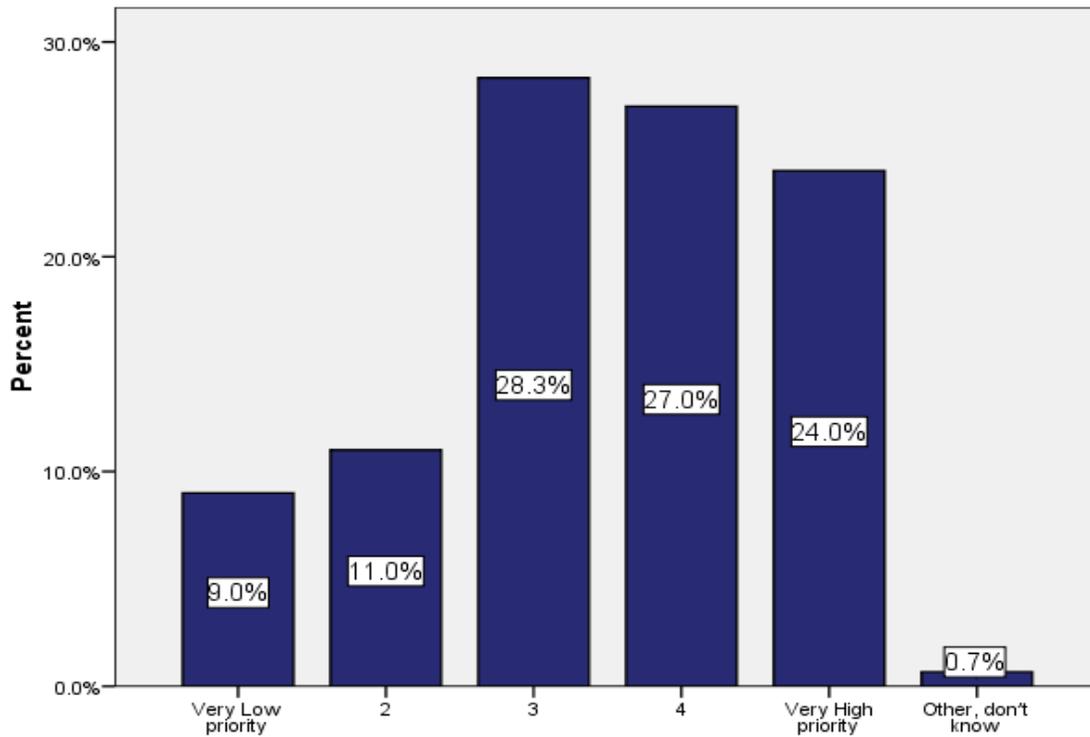


31. lodging such as hotel, motel or bed and breakfast

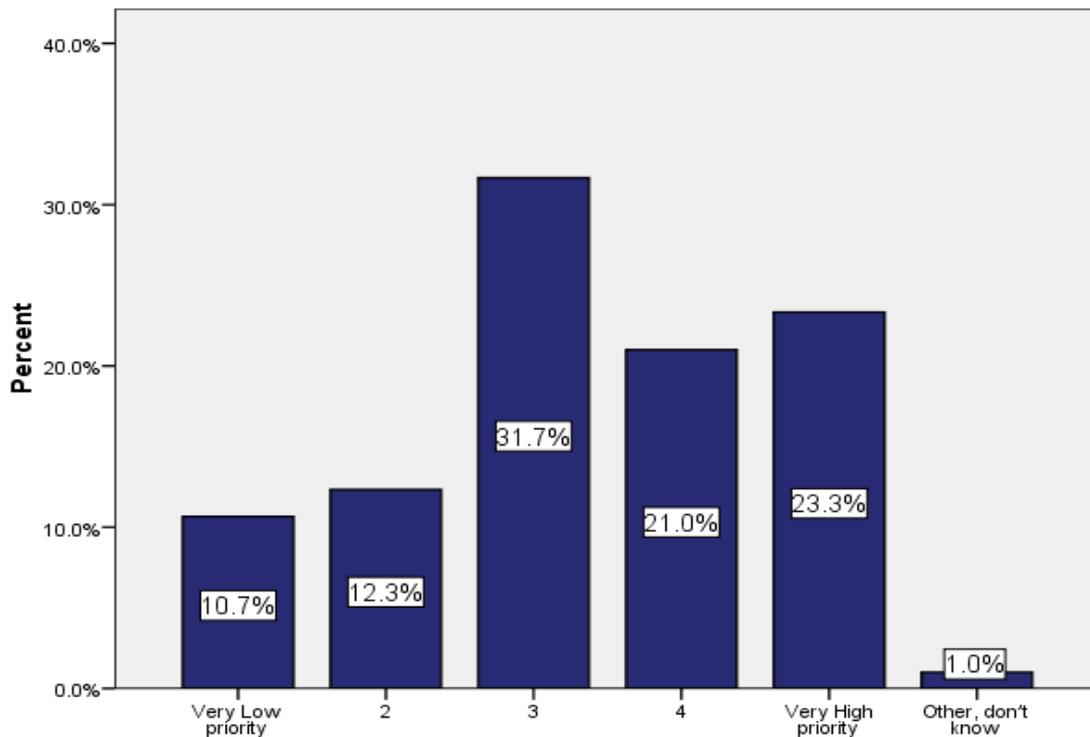


32. family or casual style dining

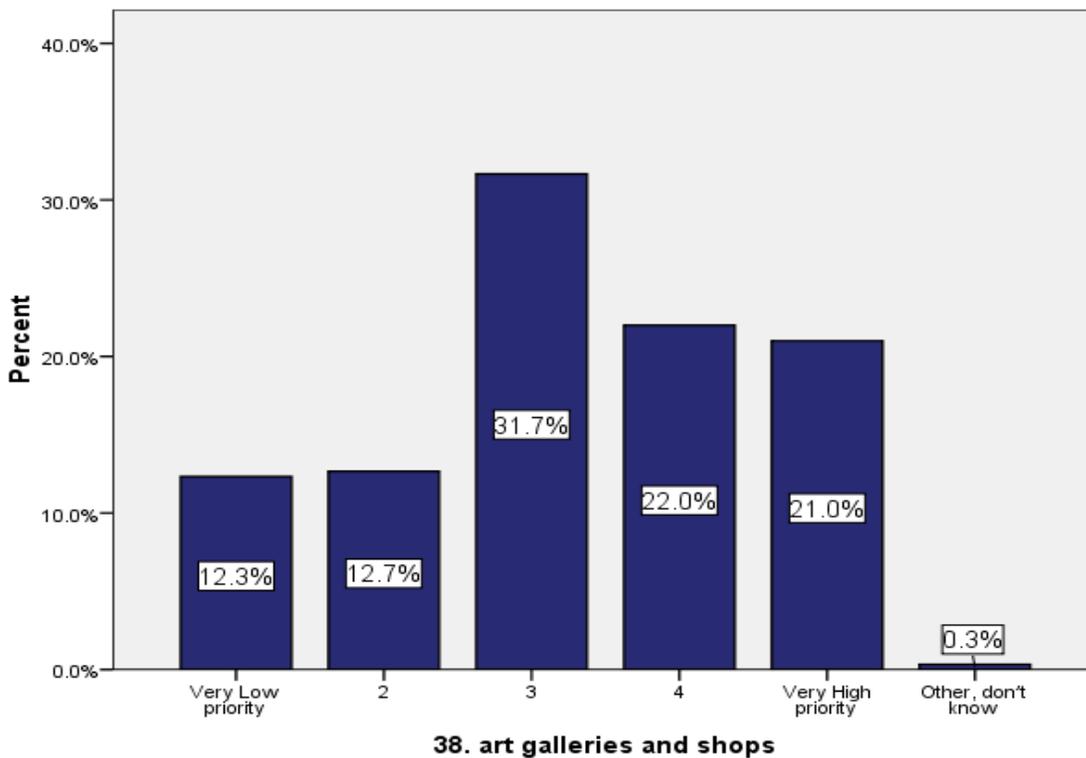
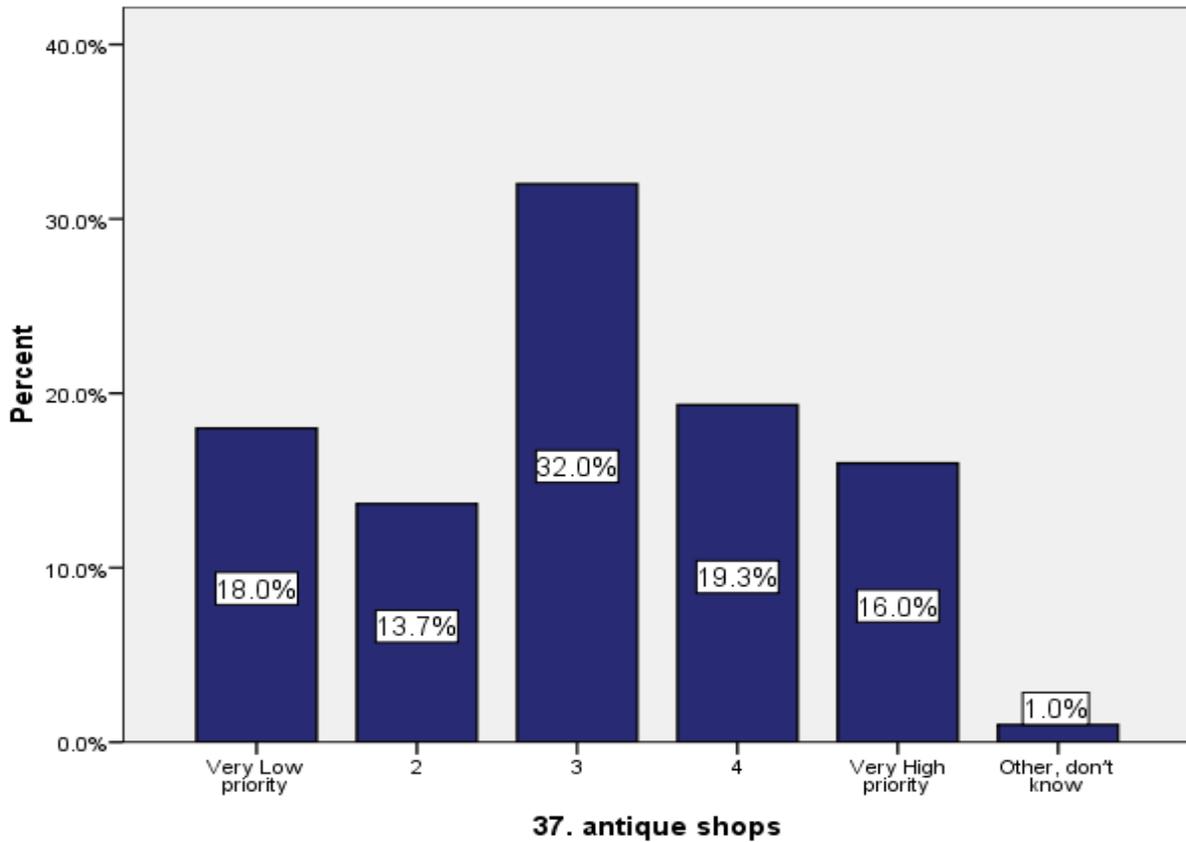


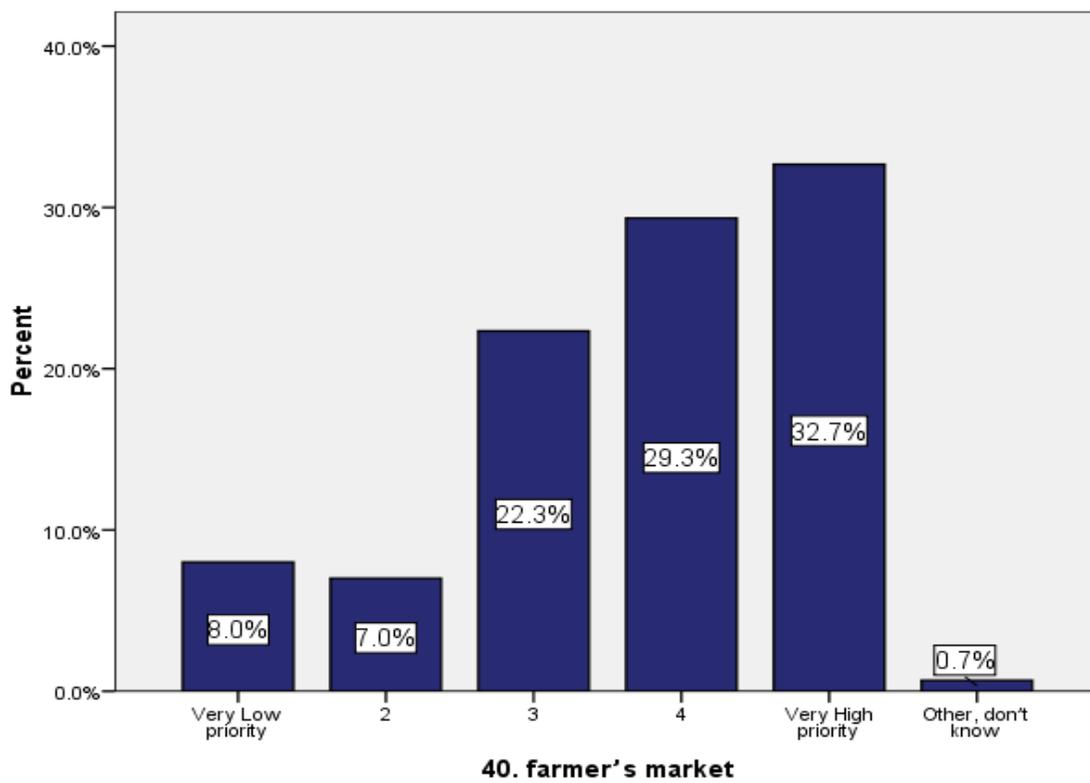
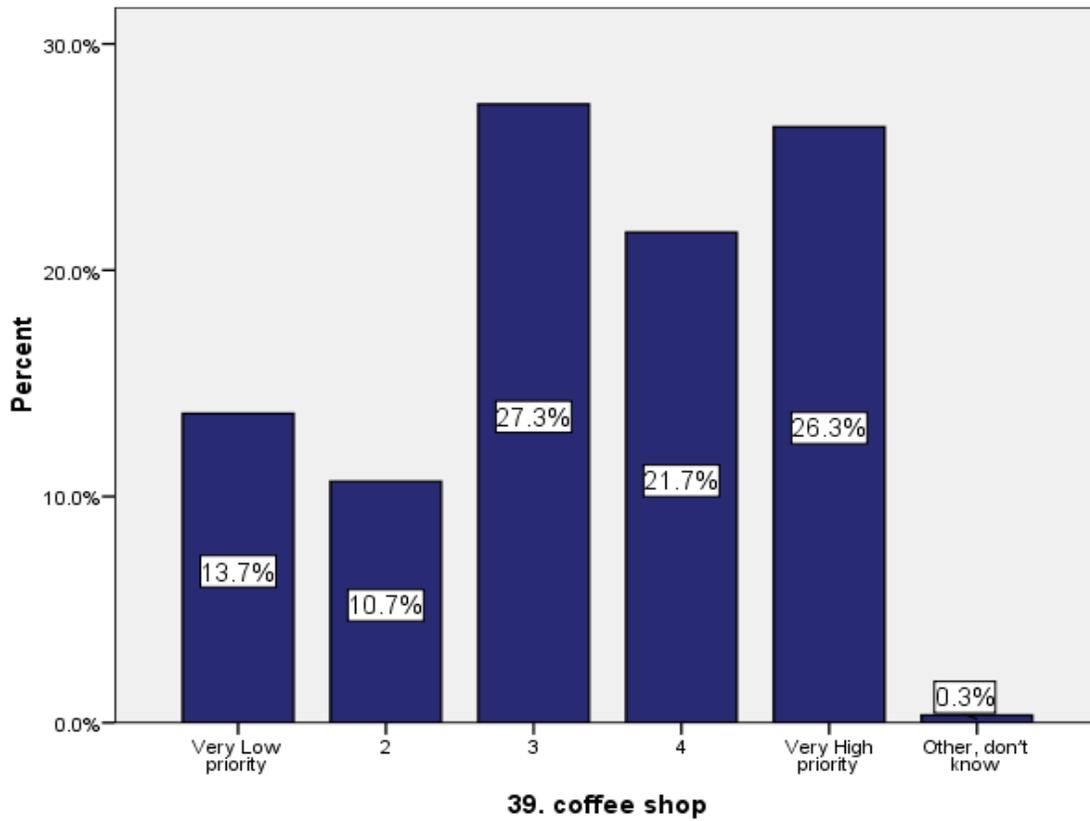


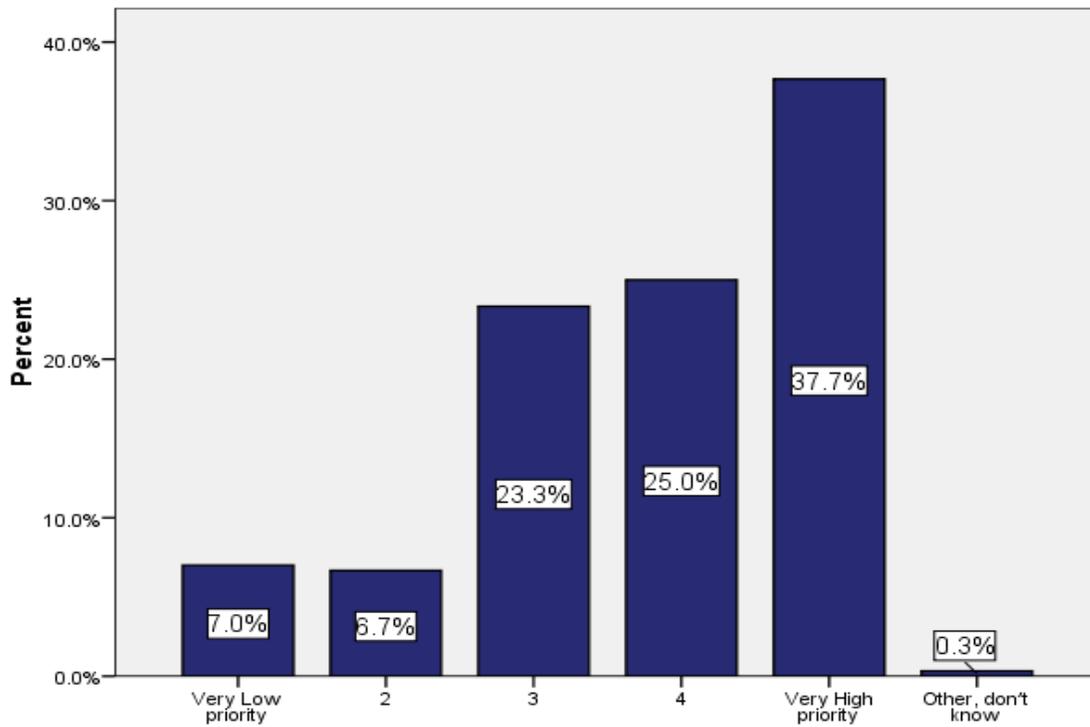
35. ice cream shop/soda fountain



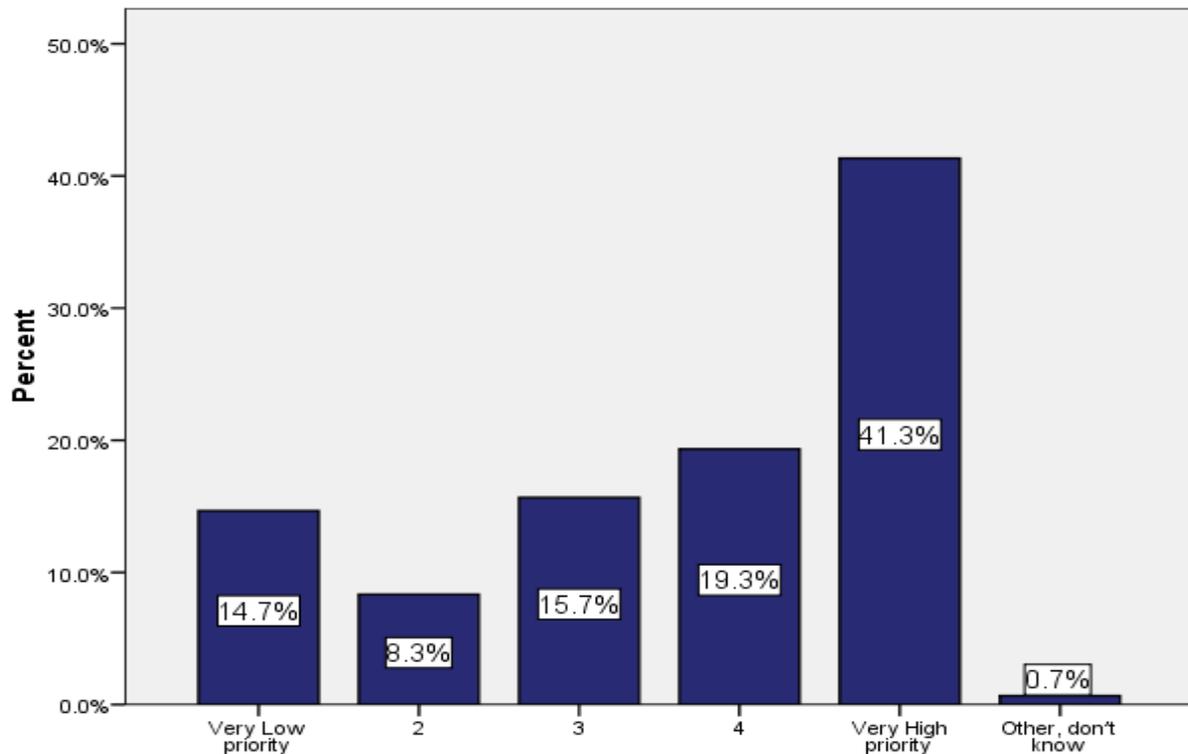
36. upscale specialty shops



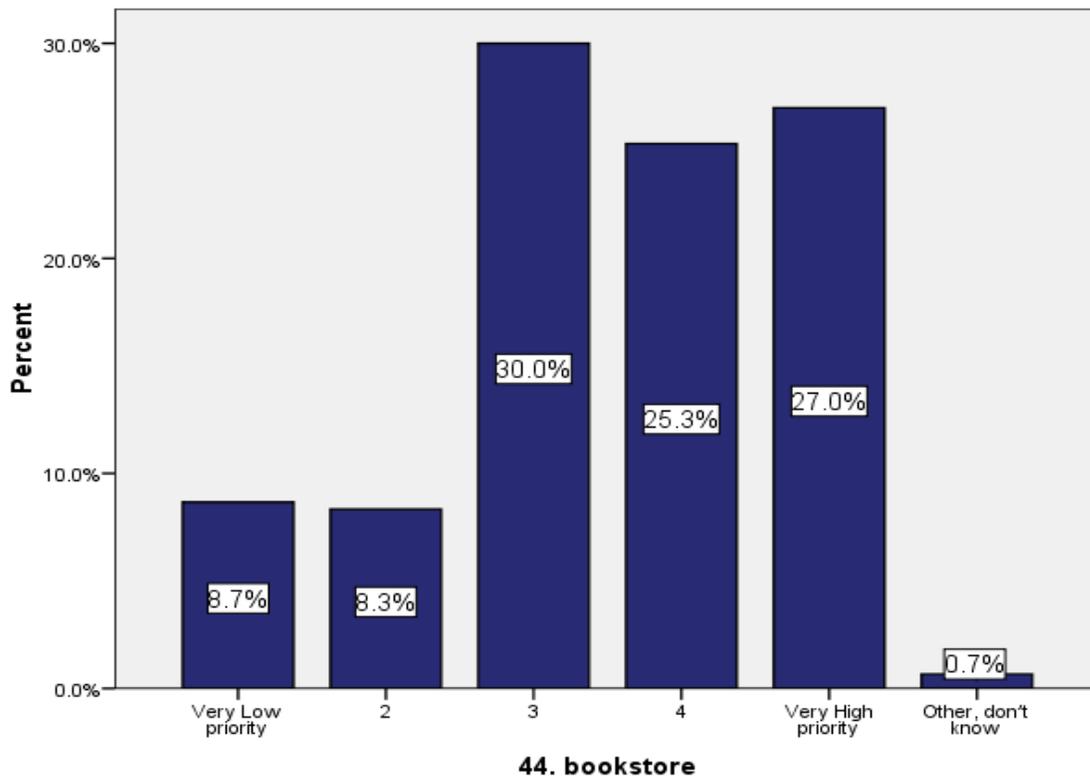
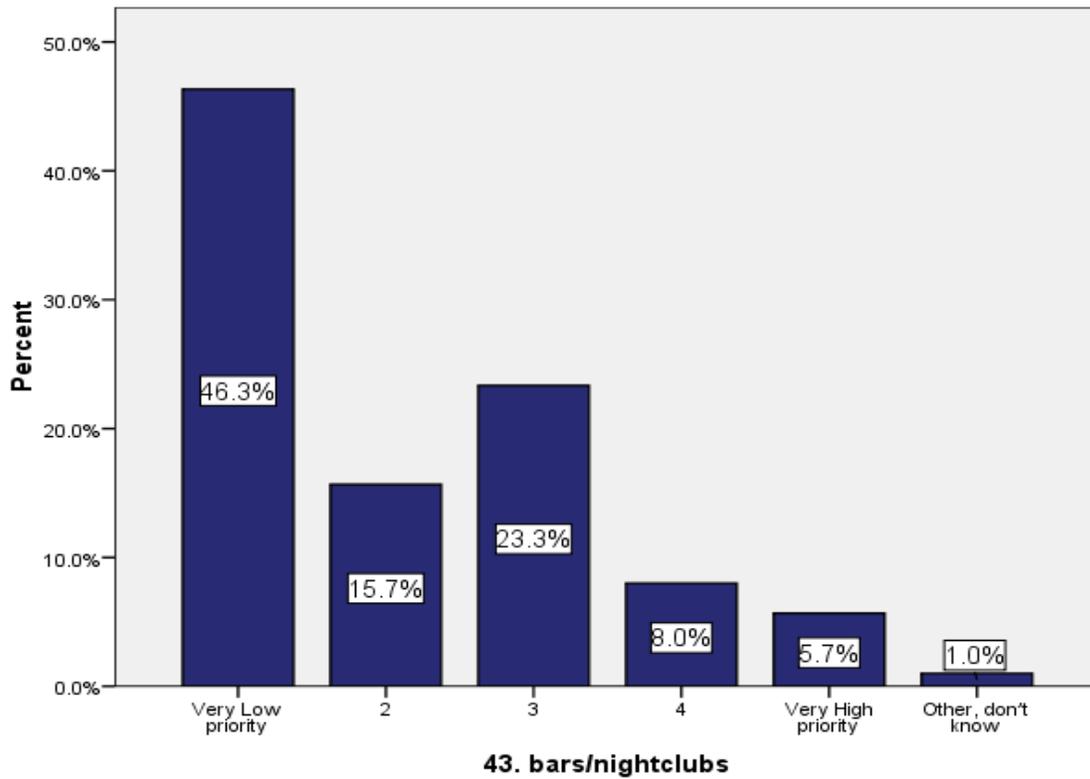


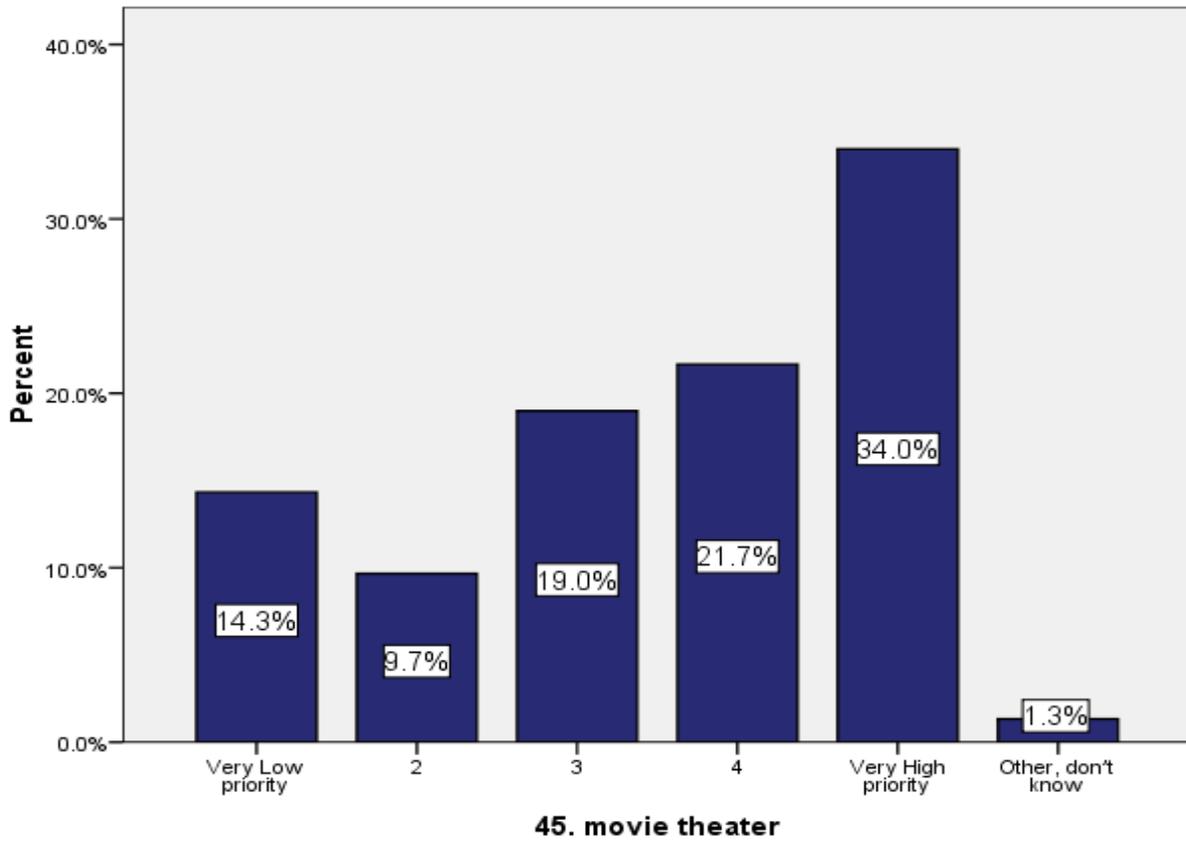


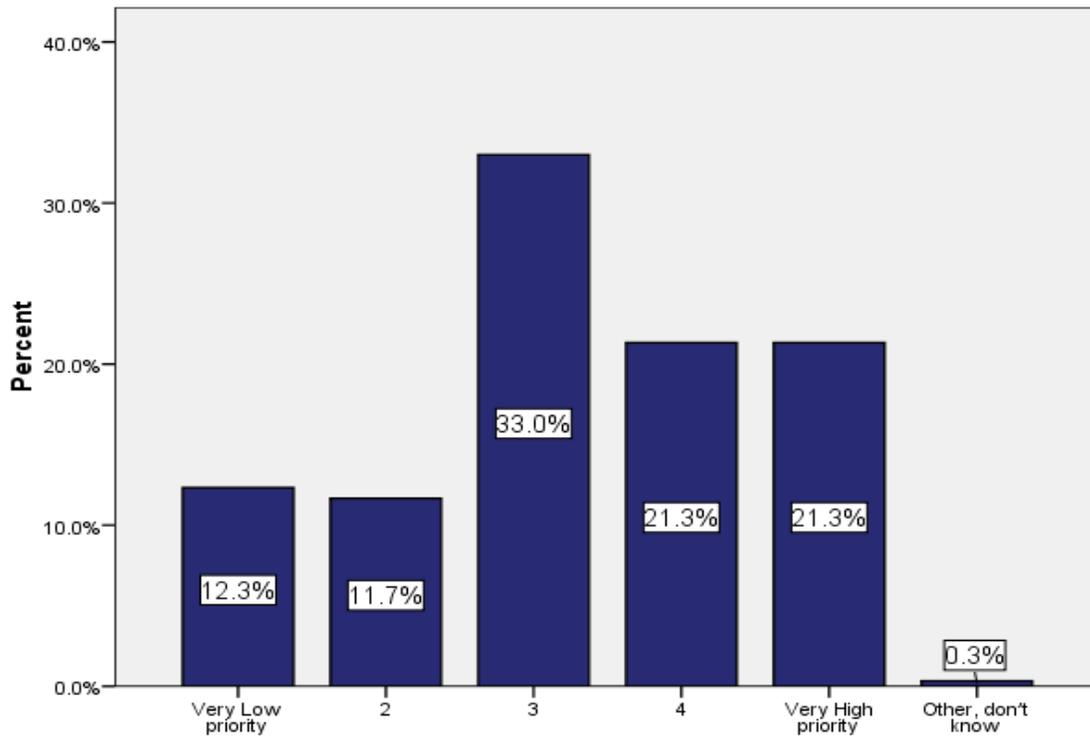
41. clothing stores



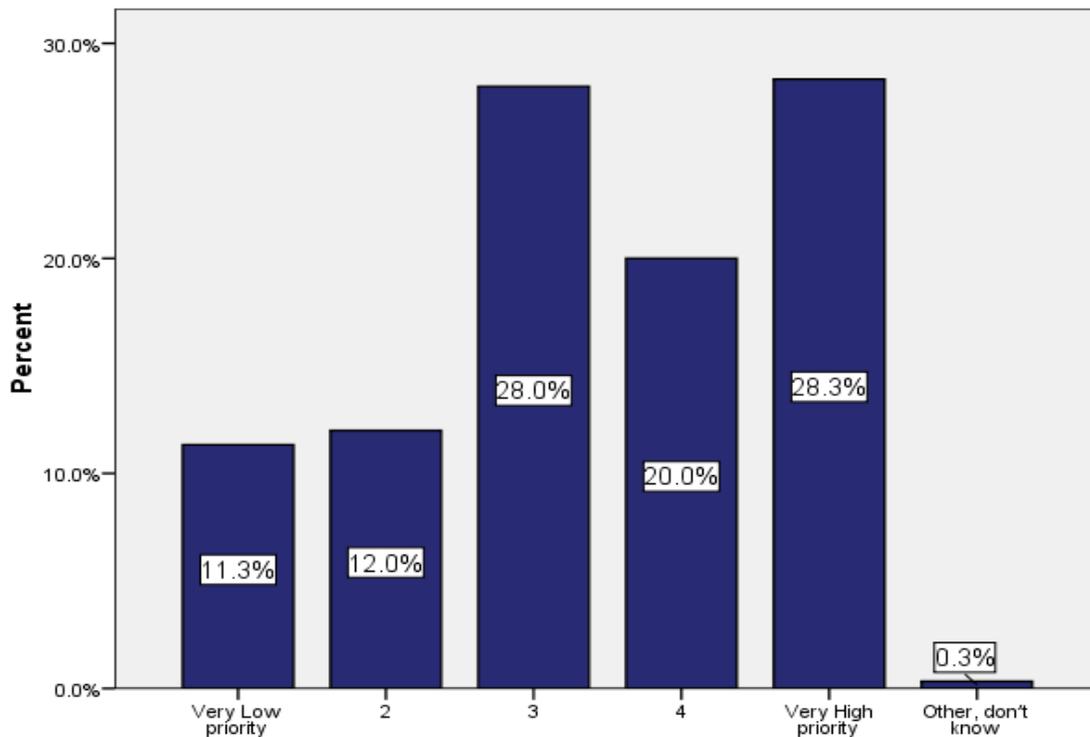
42. attractions aimed at teenagers such as an arcade or skating rink



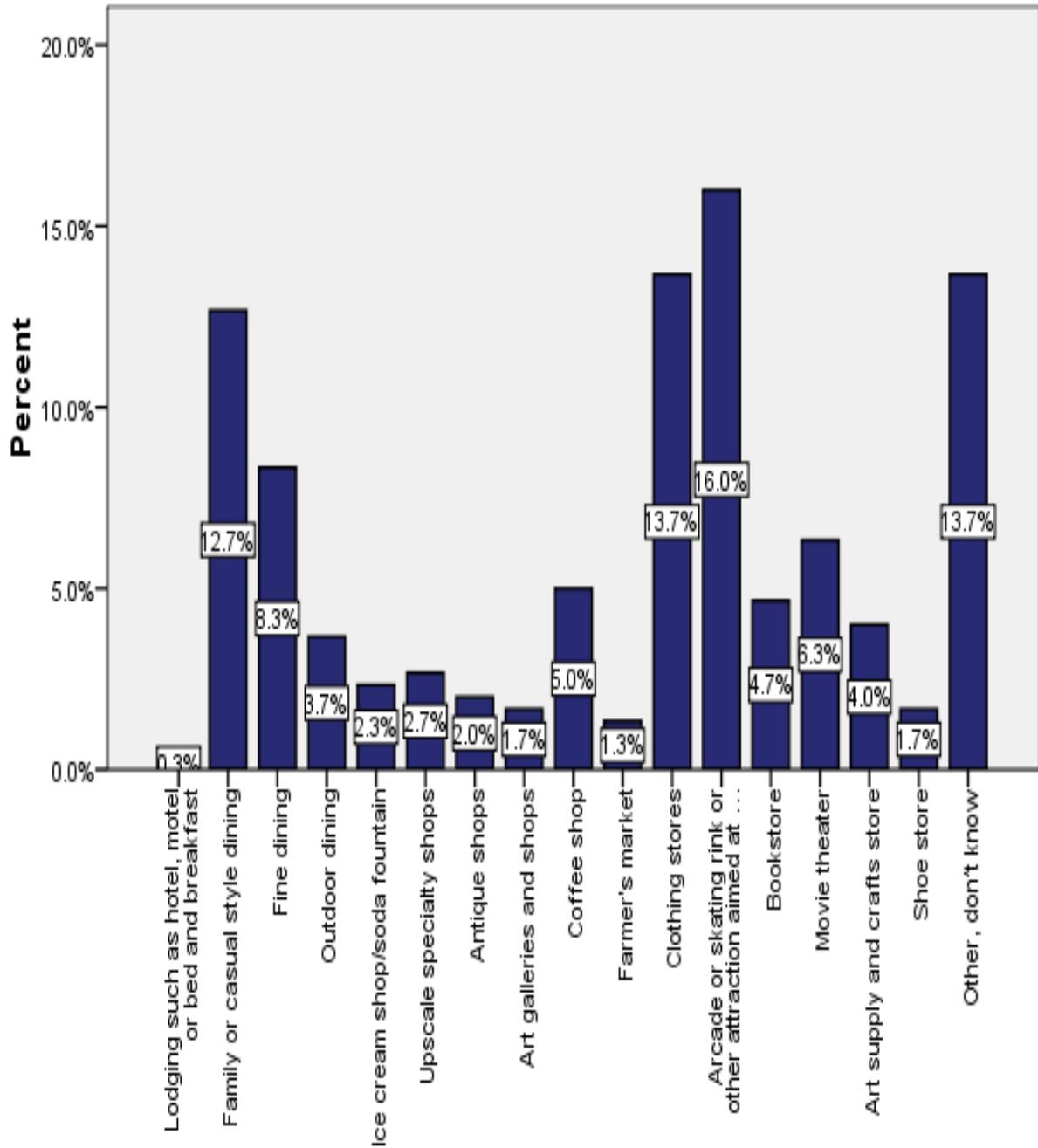




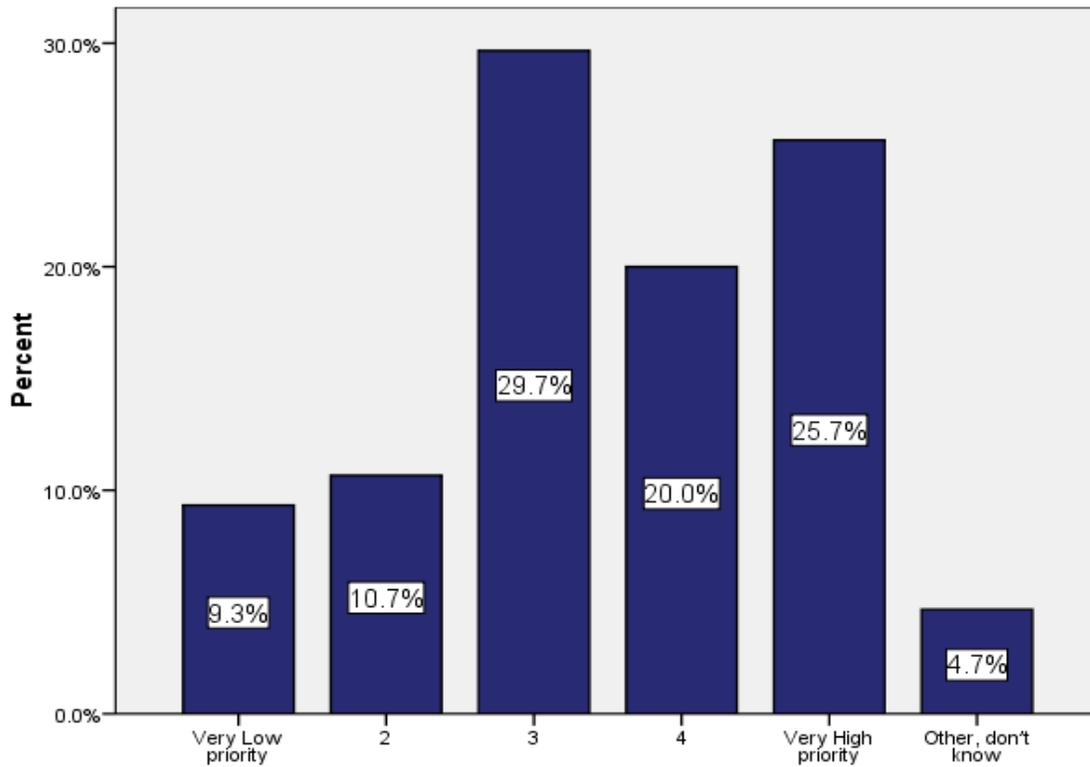
46. art supply and crafts store



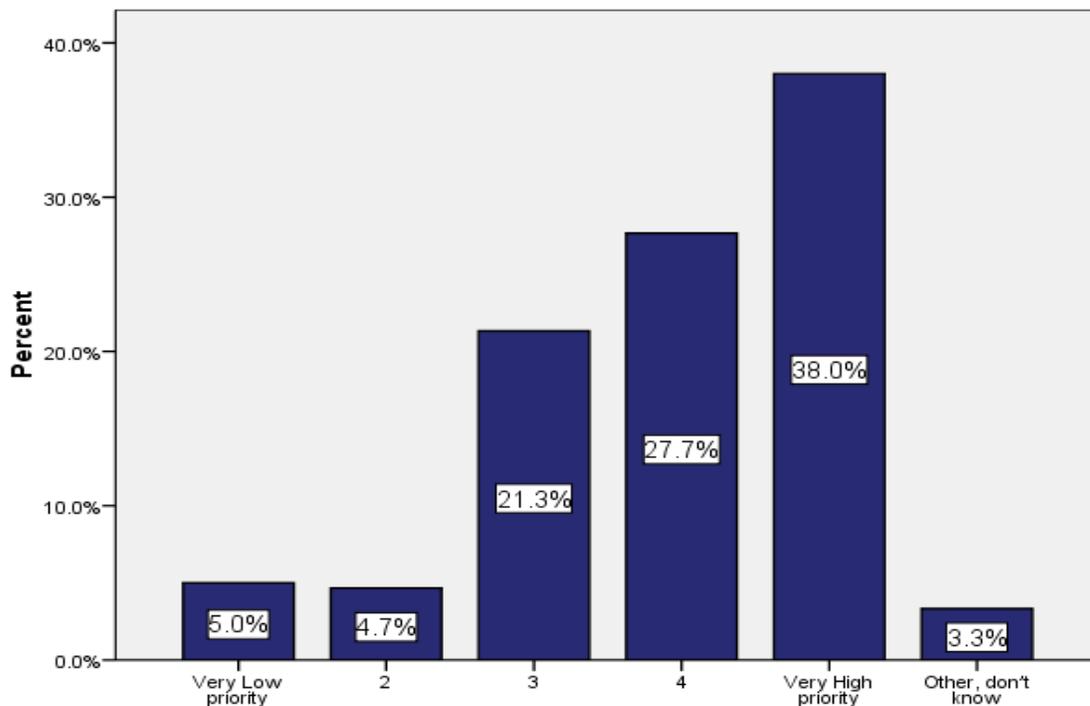
47. shoe store



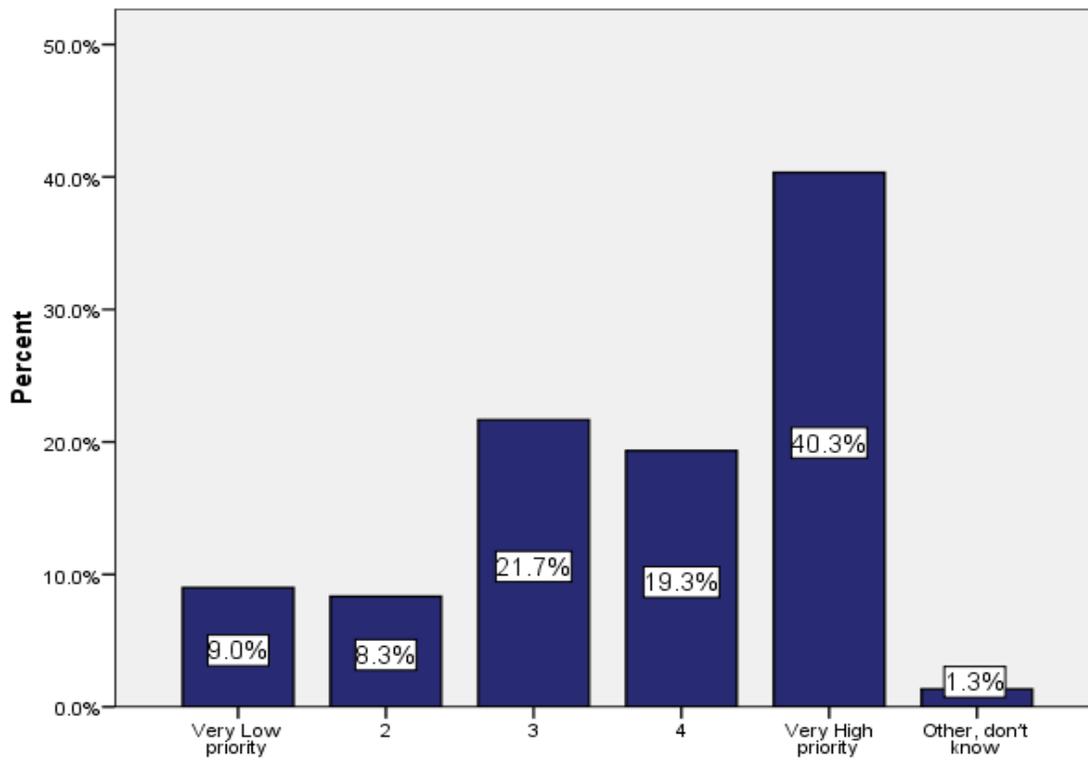
48. Of the items listed above, what business would you most like to see i...



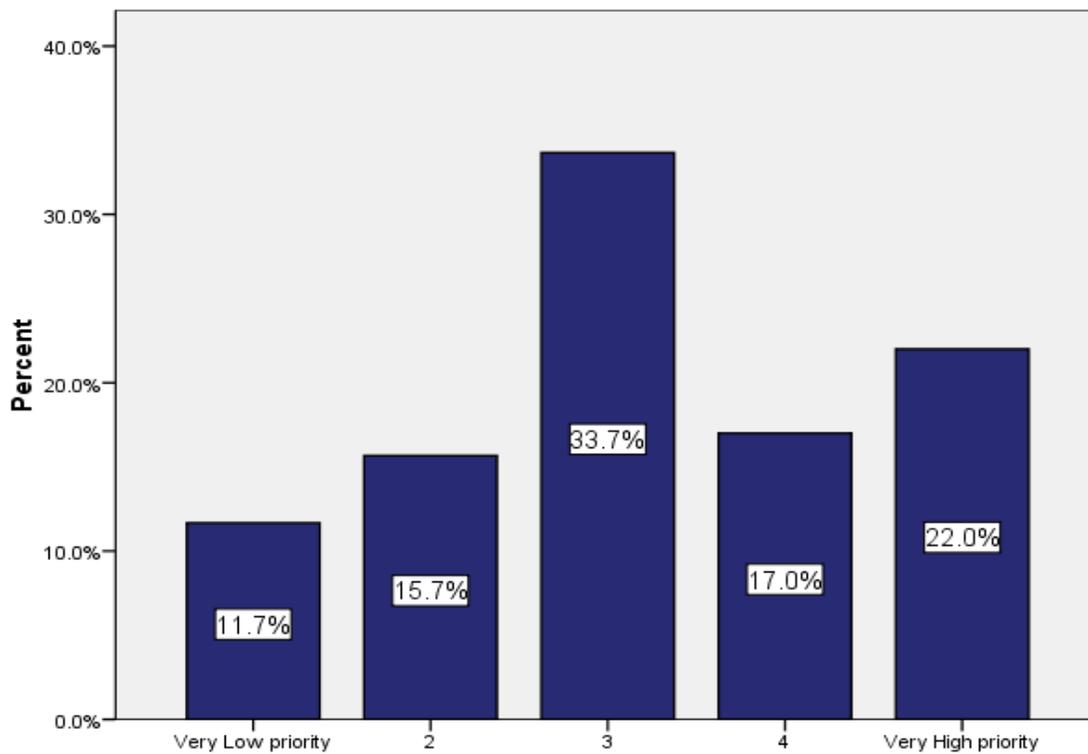
49. adding green space



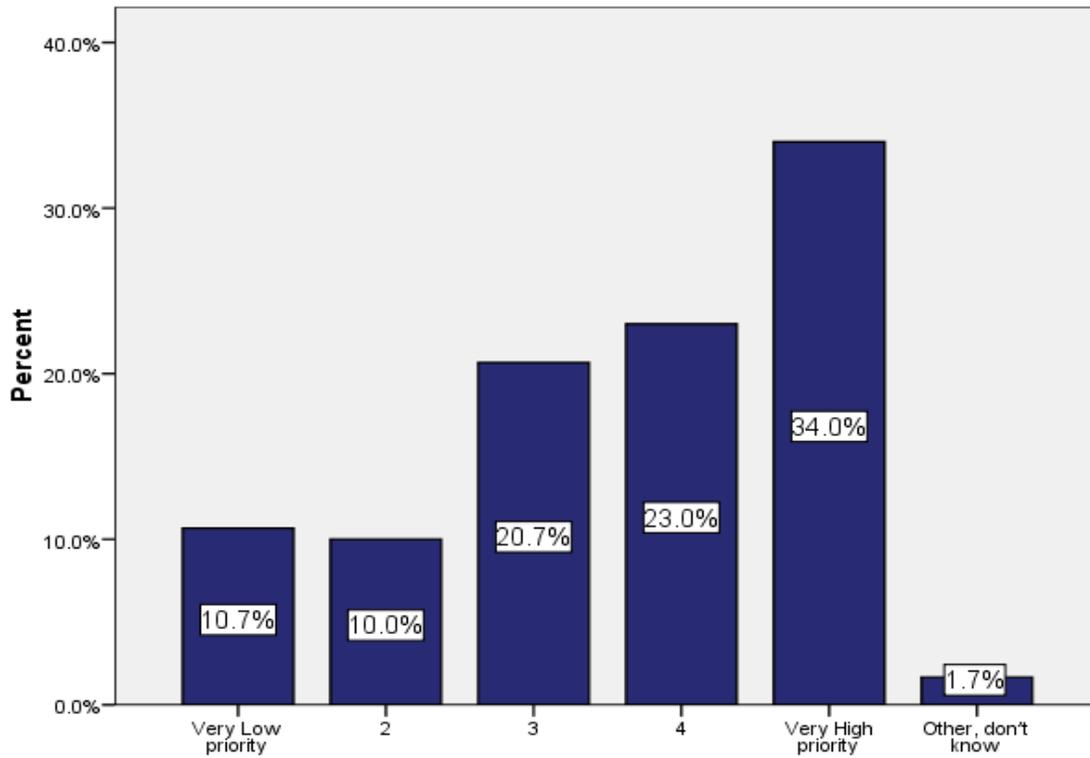
50. improving lighting



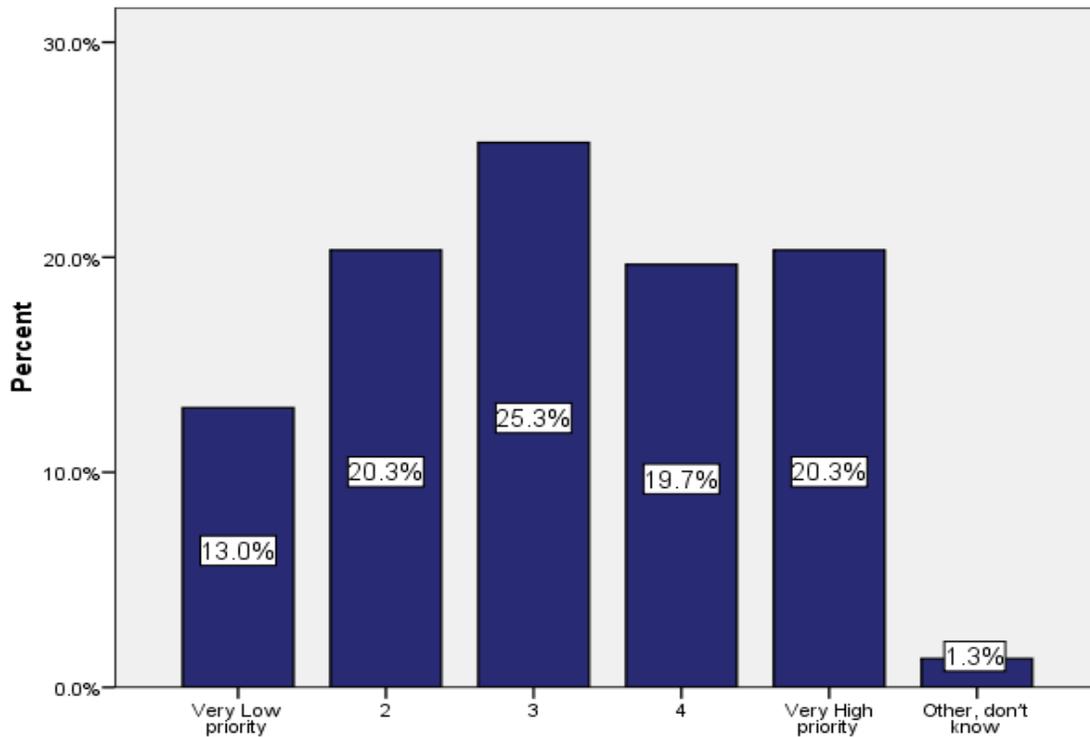
51. moving utilities underground



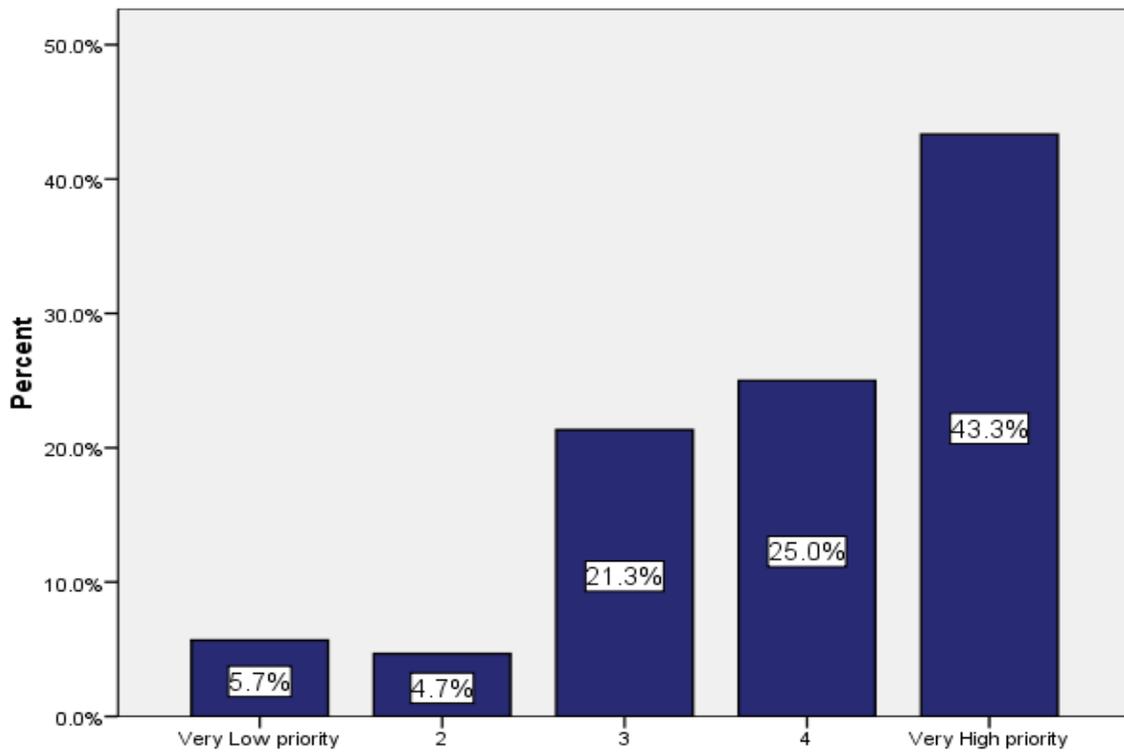
52. adding new parking spaces or lots



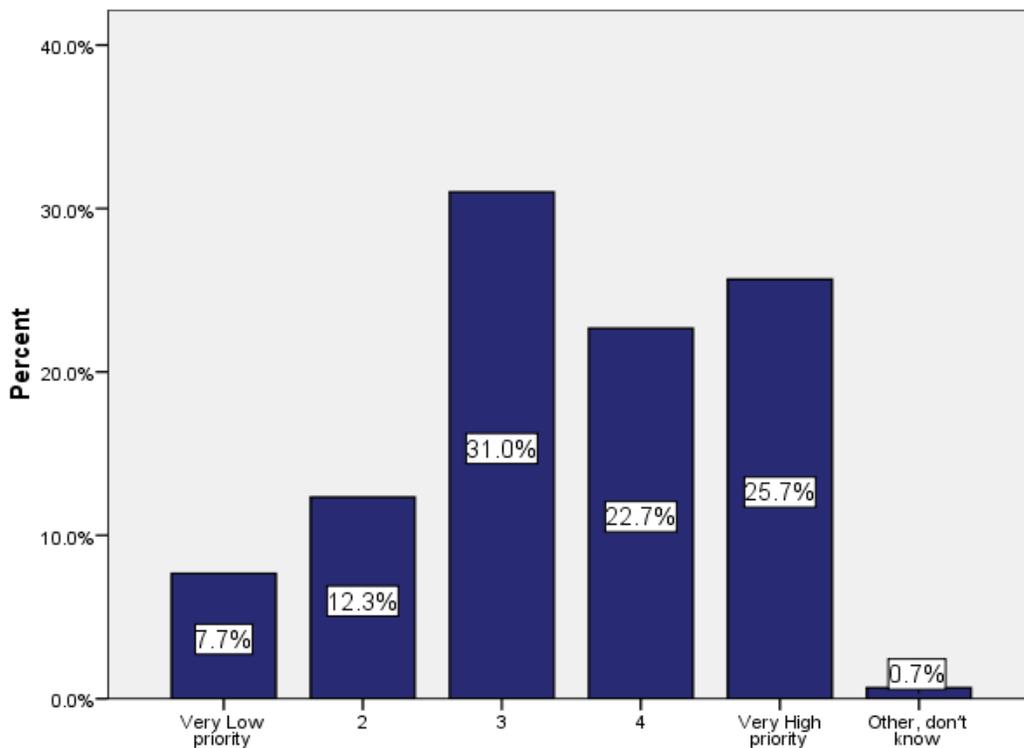
53. stricter code enforcement



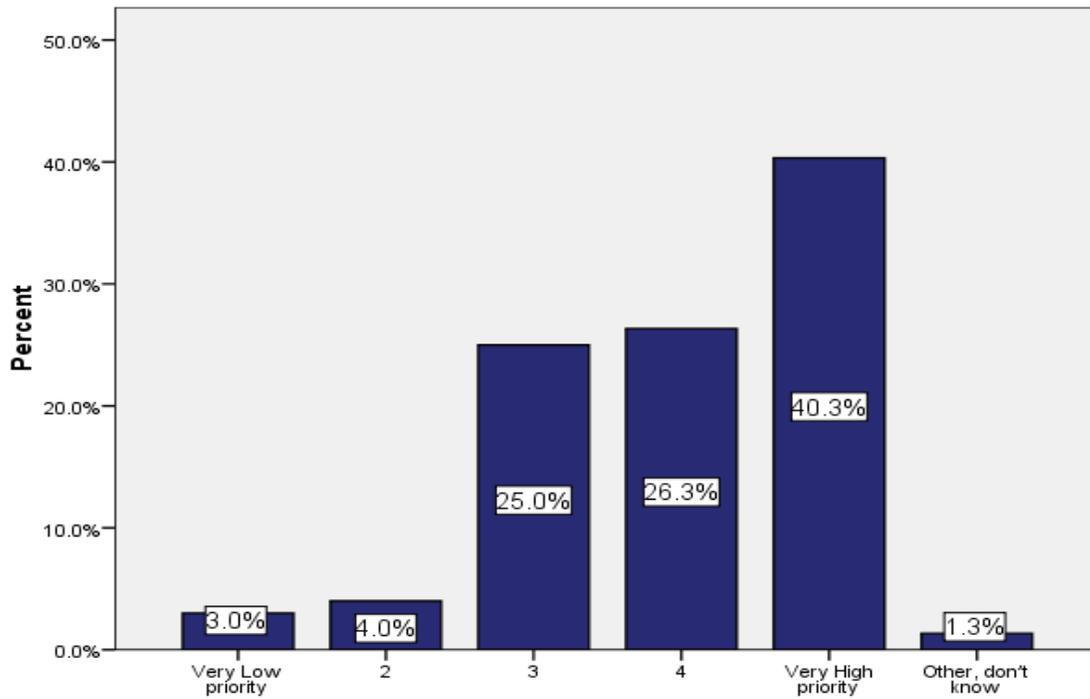
54. developing second-story residential space



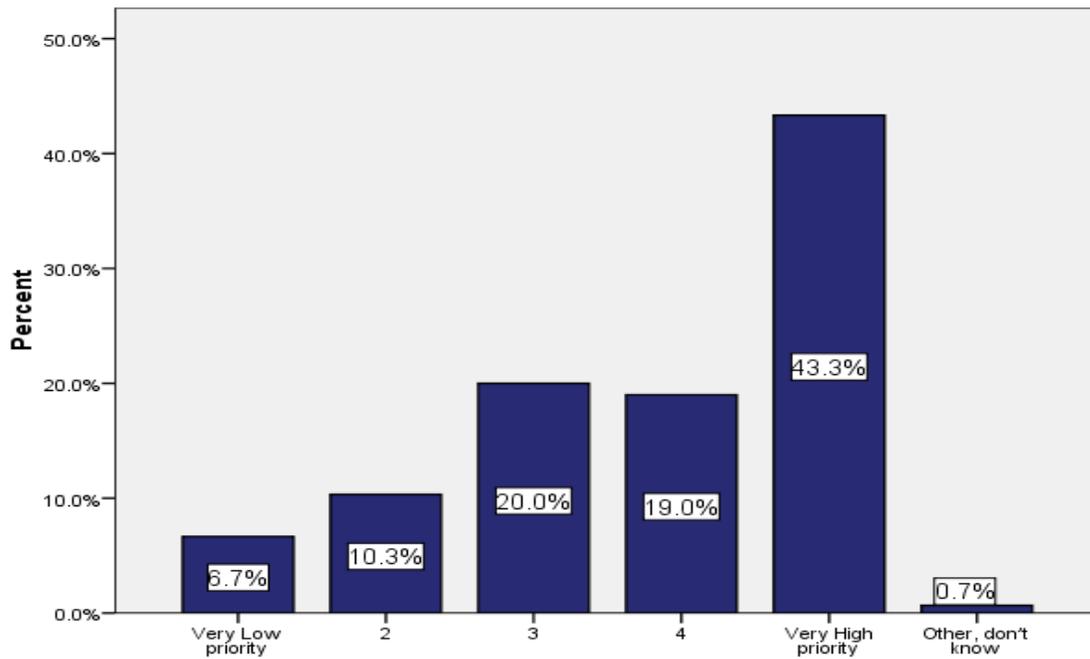
55. making the area more pedestrian-friendly



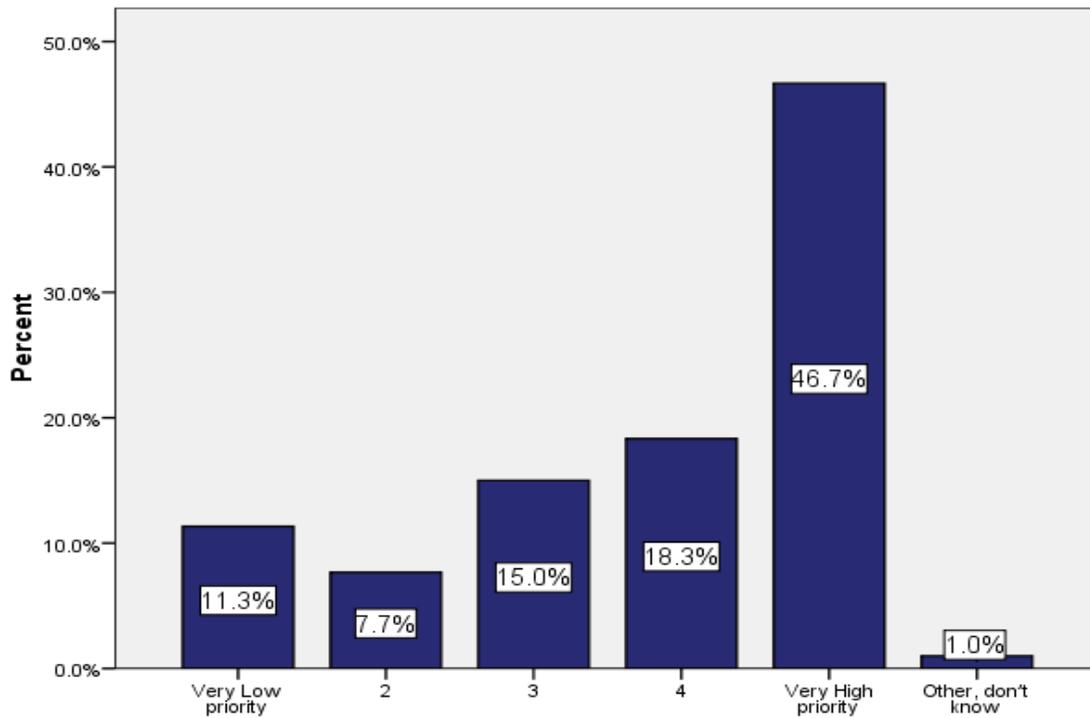
56. improving signage to help people find their way around



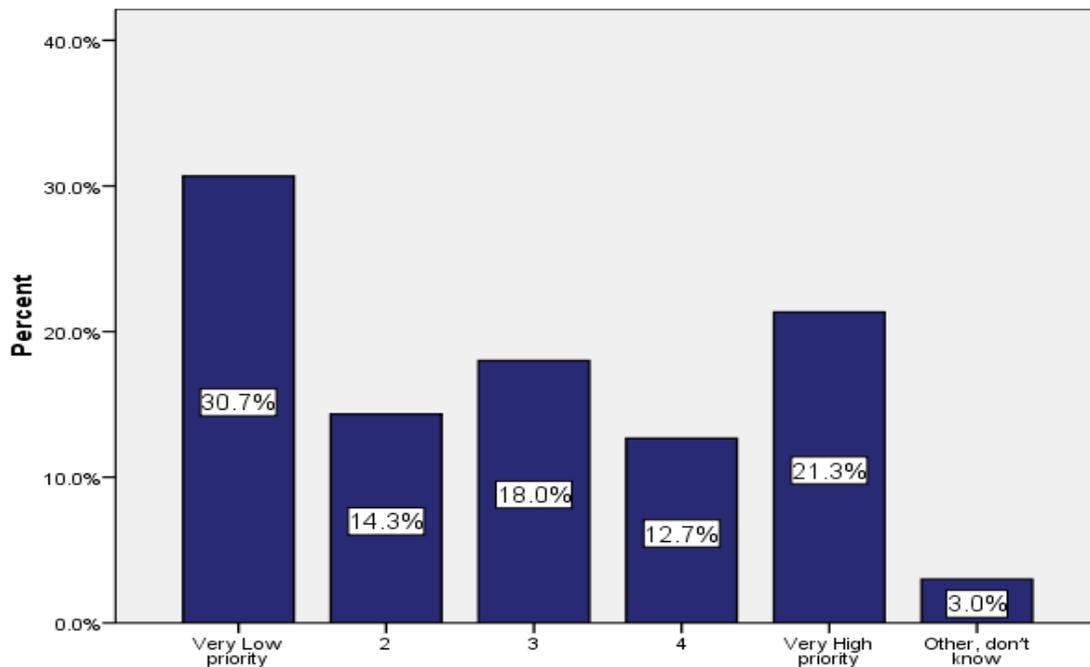
57. improving building facades



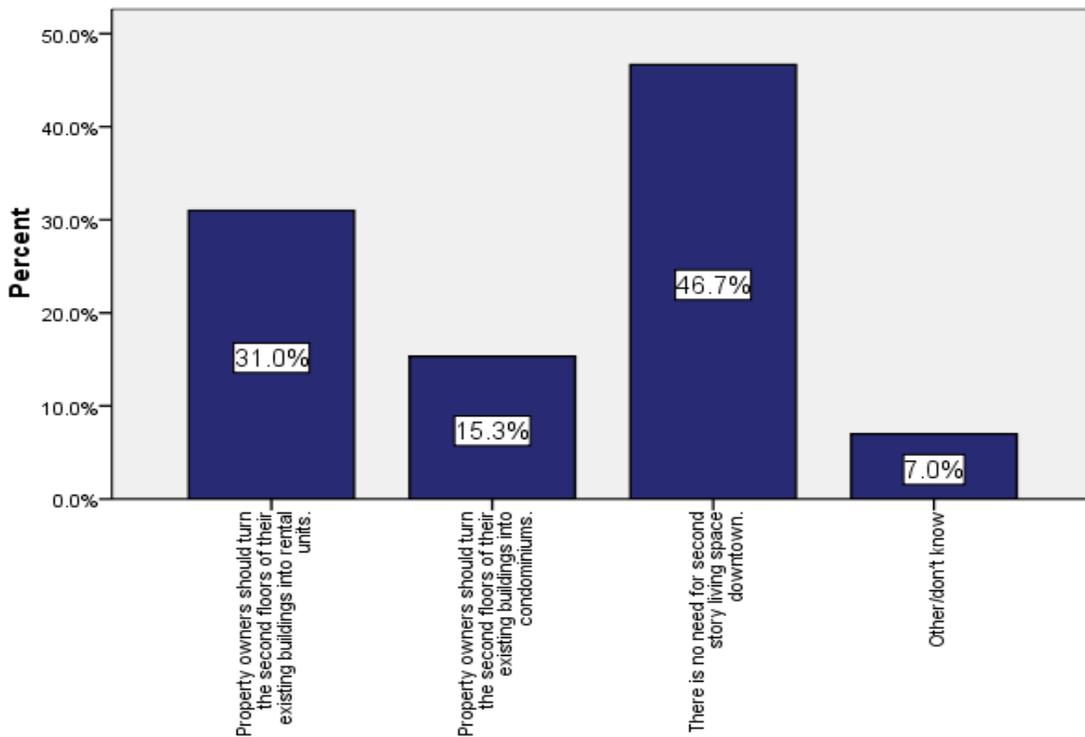
58. keeping streets and sidewalks cleaner



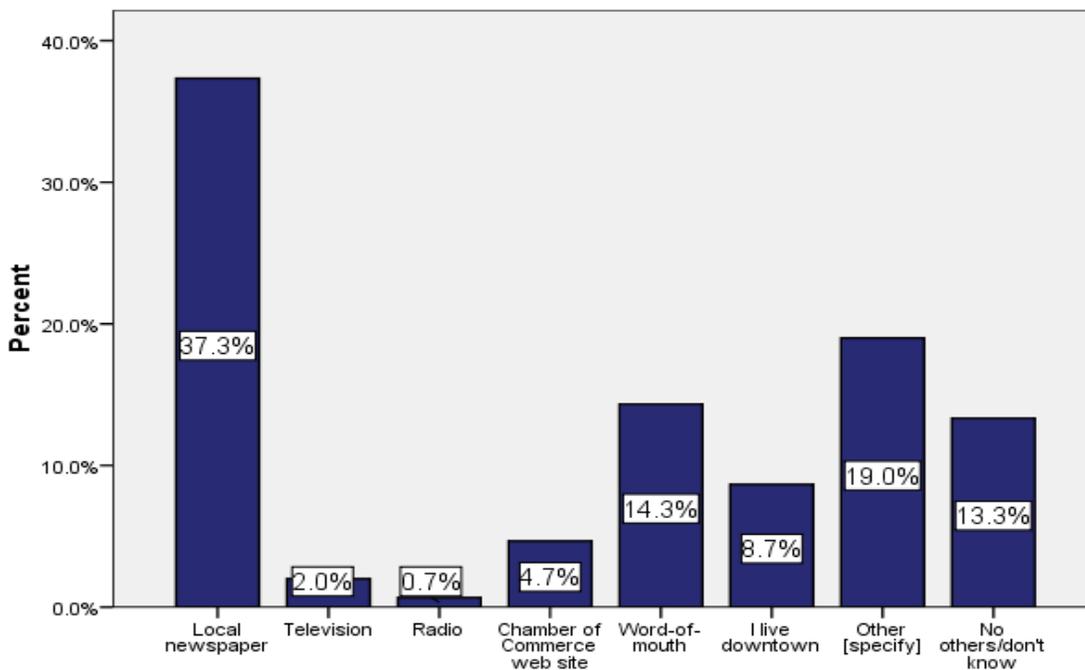
59. fixing and smoothing cobblestone streets



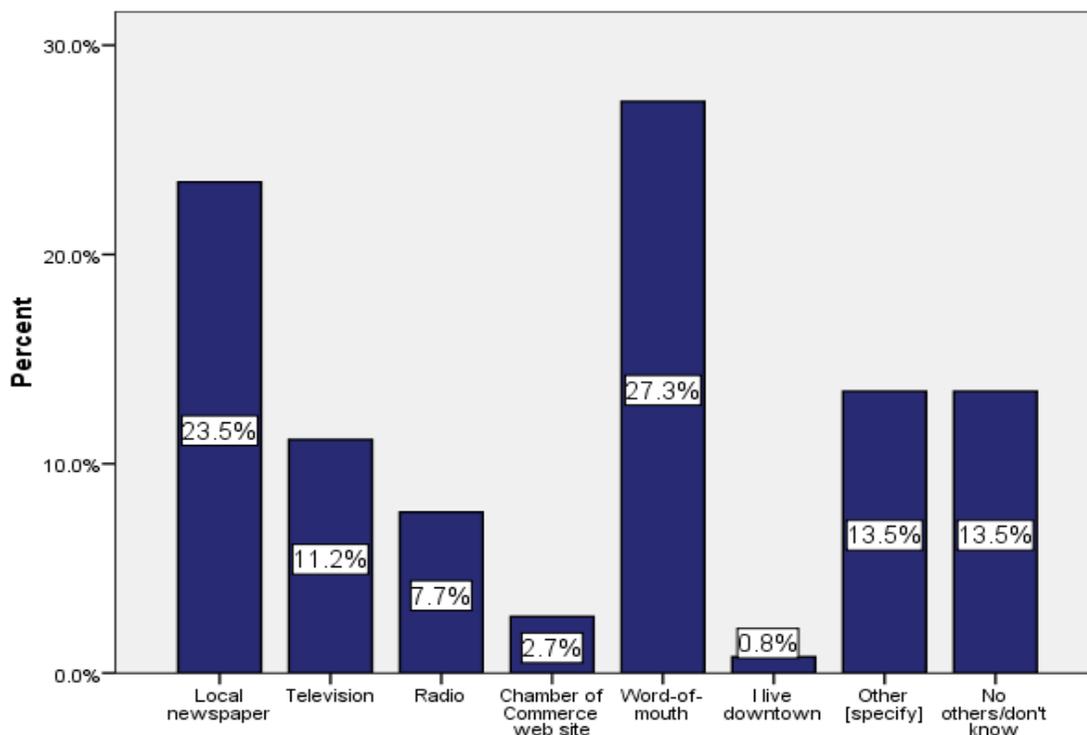
60. having a trolley or train travel between Interstate 55 and downtown



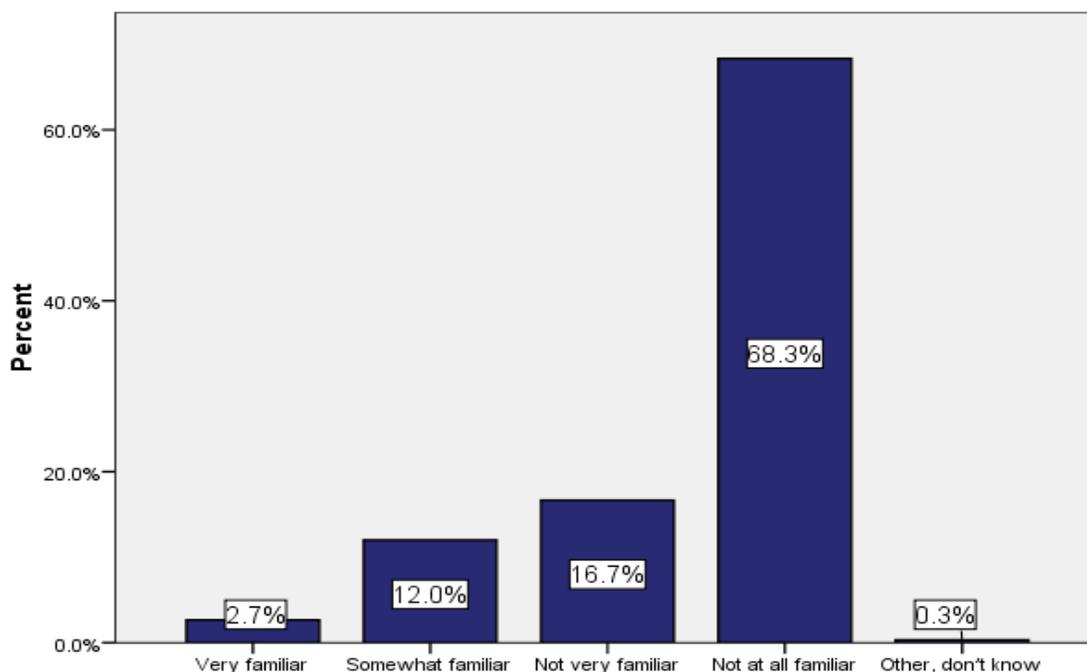
62. There has been some discussion about developing second story ...



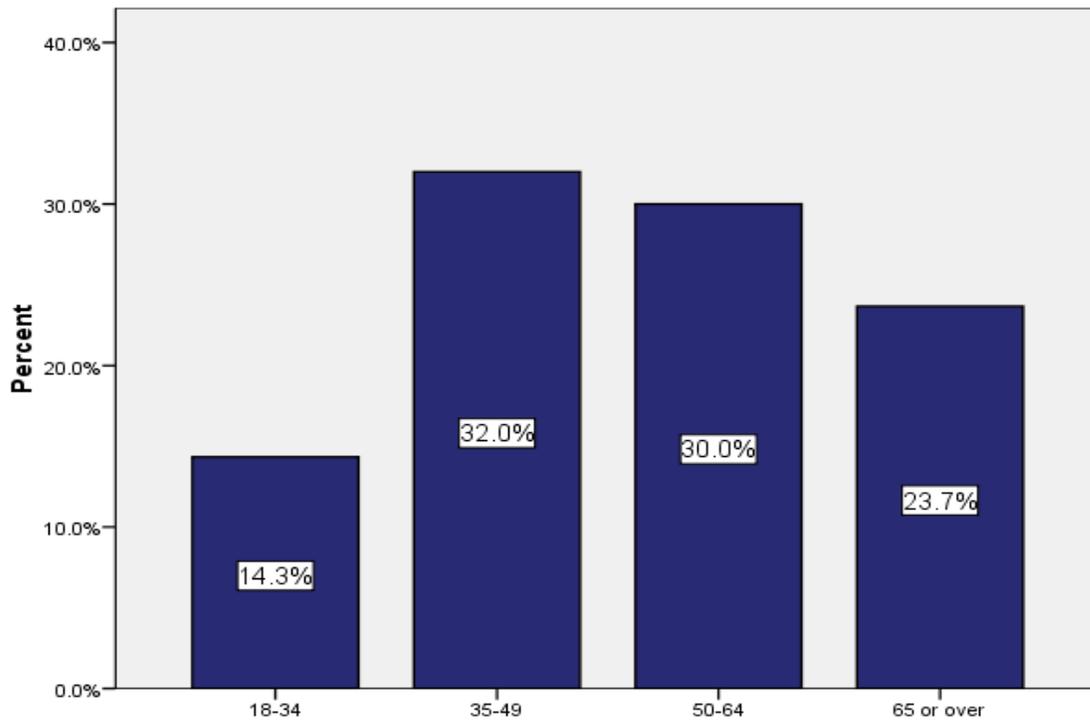
63a. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Sikeston?



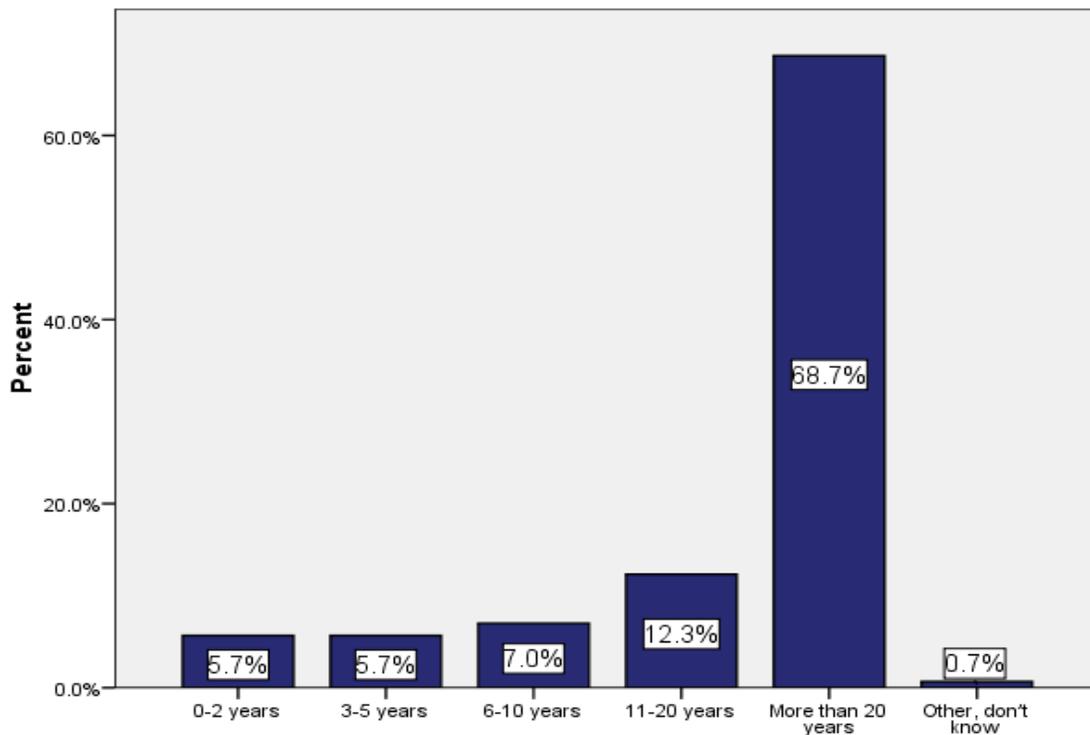
63b. And what is your second most likely source of information?



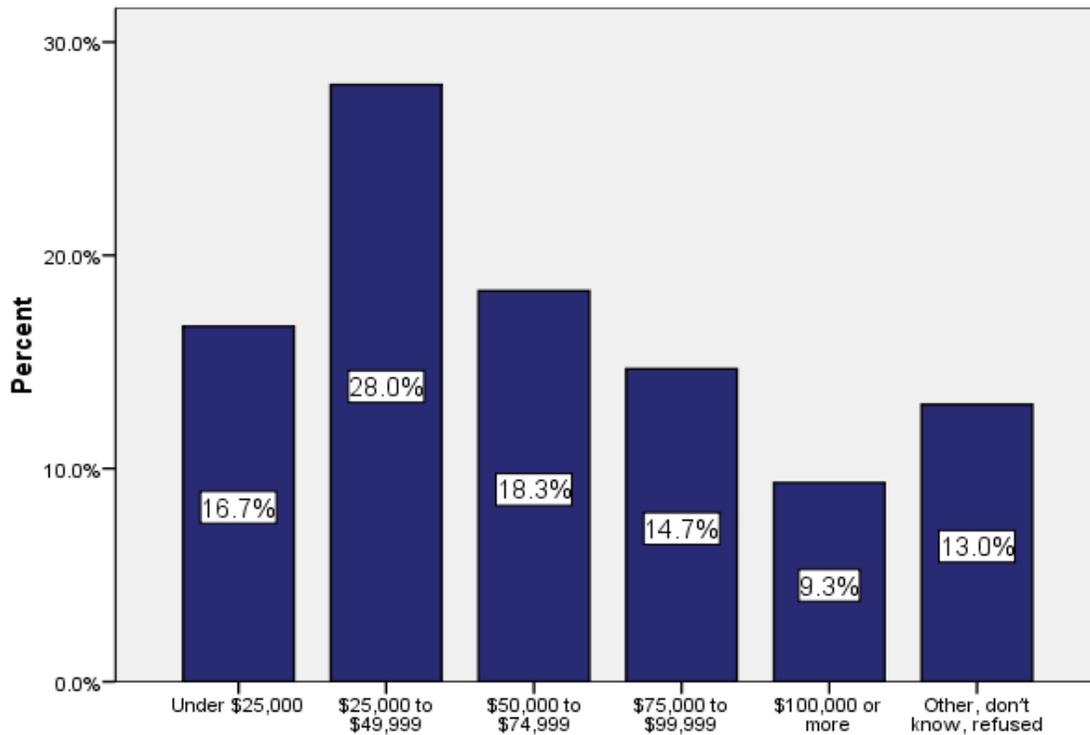
64. How familiar are you with a state-sponsored program called the DREAM Initiative? Would you say you are very familiar, somewhat, not very or not at all familiar with the DREAM Initiative?



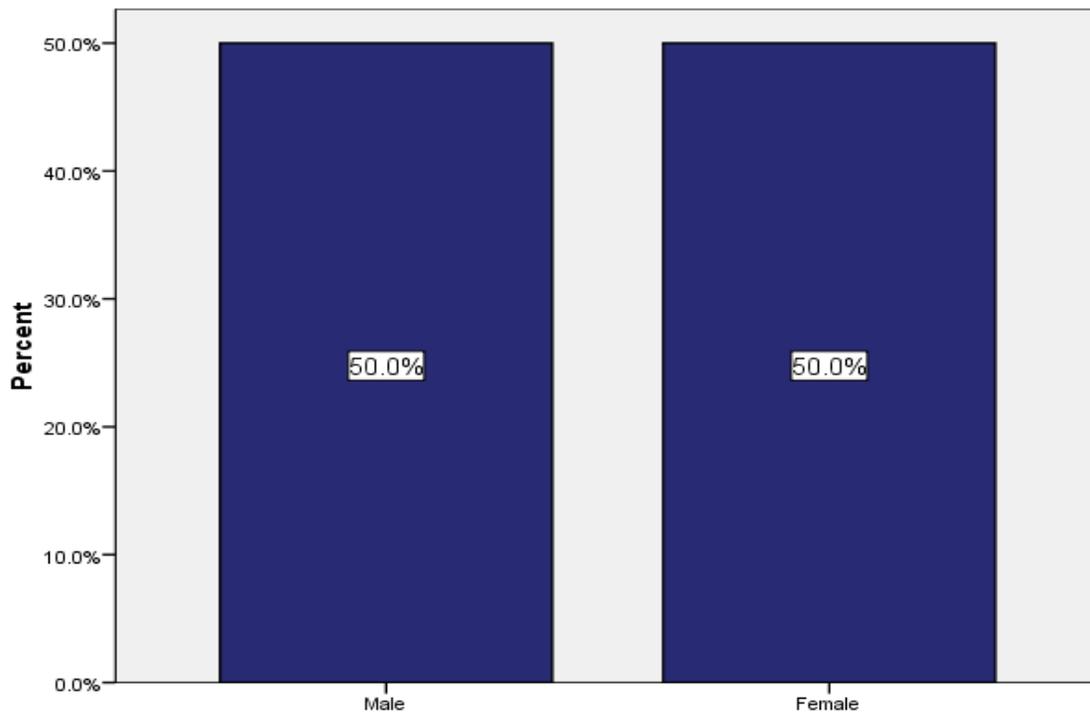
65. In which of the following age groups are you?



66. How long have you lived in the Sikeston area?



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



68. Gender

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SECTION VI

QUESTIONNAIRE

Hello, I'm _____ calling from Attitude Research Company on behalf of the City of Sikeston. We're conducting a survey to learn more about people's attitudes concerning the community, 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, terminate interview]

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

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

I'm going to read a list of things that might be done to improve the quality of life in a given area. 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 Sikeston 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 Sikeston?**
 - 1) Once a year or less
 - 2) Less than once a month
 - 3) One to five times per month
 - 4) More than five times a month
 - 5) Other (specify)
 - 6) Don't visit downtown (Skip to question 17)
 - 9) Don't know (Skip to question 17)

[ASK 8-15 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. hopping
9. dining
10. entertainment or special events
11. parks
12. government/post office
13. conducting business
14. attending church
15. live theater

[ASK ONLY IF ANSWERED 1-4 TO Q7] 16. Of the items listed above, which would you say is the one reason you most often visit downtown Sikeston? [*repeat list if necessary, code responses as follows*]

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

For each of the following characteristics of a downtown I read, please tell me if you think conditions in Sikeston 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)

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

I'm going to read a list of the kinds of businesses that one might find in a downtown area. For each, please tell me how high a priority Sikeston 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)

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

(Read choices again if necessary.)

1. lodging such as hotel, motel or bed and breakfast
2. family or casual style dining
3. fine dining
4. outdoor dining
5. ice cream shop/soda fountain
6. upscale specialty shops

7. antique shops
8. art galleries and shops
9. coffee shop
10. farmer's market
11. clothing stores
12. arcade or skating rink or other attraction aimed at teenagers
13. bars/nightclubs
14. bookstore
15. movie theater
16. art supply and crafts store
17. shoe store
99. other, don't know

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

(ROTATE ORDER)

49. adding green space
50. improving lighting
51. moving utilities underground
52. adding new parking spaces or lots
53. stricter code enforcement
54. developing second-story residential space
55. making the area more pedestrian-friendly
56. improving signage to help people find their way around
57. improving building facades
58. keeping streets and sidewalks cleaner
59. fixing and smoothing cobblestone streets
60. having a trolley or train travel between Interstate 55 and downtown
61. Are there any other improvements you think should be made to downtown Sikeston?
[open-ended, record first two responses]
62. There has been some discussion about developing second story living space in downtown Sikeston. Which of the following statements is closest to the way you feel?

- 1) Property owners should turn the second floors of their existing buildings into rental units.
- 2) Property owners should turn the second floors of their existing buildings into condominiums.
- 3) There is no need for second story living space downtown.
- 9) other/don't know

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

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

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

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

And now, a few final questions for classification purposes.

65. 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

66. How long have you lived in the Sikeston 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

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

- 1) Under \$25,000
- 2) \$25,000 to \$49,999
- 3) \$50,000 to \$74,999
- 4) \$75,000 to \$99,999
- 5) \$100,000 plus
- 9) other, don't know, refused

68. Gender [do not ask – just record below]

- 1) male
- 2) female

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

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SECTION VII

CROSS TABULATION

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

Sikeston, Missouri

		Age Group				Length of residence					Household income					Gender		
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
1. Thinking about the Sikeston, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?	Right direction	58.1%	52.1%	64.4%	57.7%	35.3%	70.6%	52.4%	62.2%	59.2%	48.0%	54.8%	56.4%	65.9%	75.0%	58.0%	58.0%	
	Mixed	9.3%	15.6%	5.6%	9.9%	5.9%	5.9%	19.0%	13.5%	9.2%	6.0%	10.7%	14.5%	6.8%	10.7%	10.0%	10.7%	
	Wrong direction	23.3%	22.9%	18.9%	19.7%	29.4%	11.8%	23.8%	16.2%	21.8%	28.0%	25.0%	21.8%	18.2%	7.1%	21.3%	20.7%	
	Other, don't know	9.3%	9.4%	11.1%	12.7%	29.4%	11.8%	4.8%	8.1%	9.7%	18.0%	9.5%	7.3%	9.1%	7.1%	10.7%	10.7%	
2. Revitalizing the Sikeston downtown area	1 = Very Low priority	16.3%	6.2%	11.1%	12.7%	5.9%	23.5%	4.8%	8.1%	11.2%	14.0%	8.3%	16.4%	9.1%	7.1%	14.7%	6.7%	
	2	11.6%	11.5%	12.2%	7.0%	5.9%	5.9%	28.6%	5.4%	10.7%	6.0%	9.5%	16.4%	11.4%	3.6%	14.7%	6.7%	
	3	18.6%	34.4%	24.4%	14.1%	23.5%	0.0%	19.0%	43.2%	23.3%	26.0%	21.4%	18.2%	31.8%	28.6%	22.0%	26.7%	
	4	20.9%	21.9%	22.2%	33.8%	23.5%	29.4%	33.3%	18.9%	24.8%	16.0%	19.0%	27.3%	25.0%	32.1%	22.0%	27.3%	
	5 = Very High priority	32.6%	25.0%	30.0%	29.6%	41.2%	41.2%	14.3%	24.3%	28.6%	34.0%	40.5%	21.8%	22.7%	28.6%	25.3%	32.0%	
	Other, don't know	0.0%	1.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	1.5%	4.0%	1.2%	0.0%	0.0%	0.0%	1.3%	0.7%	
	total low priority (1-2)	27.9%	17.7%	23.3%	19.7%	11.8%	29.4%	33.3%	13.5%	21.8%	20.0%	17.9%	32.7%	20.5%	10.7%	29.3%	13.3%	
	total high priority (4-5)	53.5%	46.9%	52.2%	63.4%	64.7%	70.6%	47.6%	43.2%	53.4%	50.0%	59.5%	49.1%	47.7%	60.7%	47.3%	59.3%	
3. Repairing major streets	1 = Very Low priority	7.0%	3.1%	5.6%	4.2%	5.9%	11.8%	4.8%	5.4%	3.9%	4.0%	4.8%	7.3%	2.3%	3.6%	4.7%	4.7%	
	2	9.3%	5.2%	3.3%	5.6%	11.8%	11.8%	0.0%	8.1%	4.4%	6.0%	7.1%	5.5%	6.8%	3.6%	8.0%	2.7%	
	3	20.9%	20.8%	25.6%	29.6%	11.8%	23.5%	19.0%	24.3%	26.2%	14.0%	17.9%	32.7%	20.5%	28.6%	24.7%	24.0%	
	4	25.6%	31.2%	21.1%	15.5%	35.3%	11.8%	28.6%	24.3%	22.8%	28.0%	29.8%	14.5%	27.3%	25.0%	27.3%	20.0%	
	5 = Very High priority	37.2%	39.6%	44.4%	45.1%	35.3%	41.2%	47.6%	37.8%	42.7%	48.0%	40.5%	40.0%	43.2%	39.3%	35.3%	48.7%	
	Other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	total low priority (1-2)	16.3%	8.3%	8.9%	9.9%	17.6%	23.5%	4.8%	13.5%	8.3%	10.0%	11.9%	12.7%	9.1%	7.1%	12.7%	7.3%	
	total high priority (4-5)	62.8%	70.8%	65.6%	60.6%	70.6%	52.9%	76.2%	62.2%	65.5%	76.0%	70.2%	54.5%	70.5%	64.3%	62.7%	68.7%	
4. Improving emergency services	1 = Very Low priority	7.0%	4.2%	4.4%	8.5%	5.9%	11.8%	0.0%	5.4%	5.8%	8.0%	10.7%	3.6%	2.3%	0.0%	6.7%	4.7%	
	2	4.7%	8.3%	6.7%	5.6%	0.0%	0.0%	9.5%	2.7%	8.3%	6.0%	6.0%	7.3%	11.4%	10.7%	10.0%	3.3%	
	3	16.3%	27.1%	24.4%	15.5%	23.5%	29.4%	28.6%	21.6%	20.9%	16.0%	14.3%	23.6%	34.1%	21.4%	25.3%	18.7%	
	4	16.3%	24.0%	25.6%	28.2%	29.4%	0.0%	19.0%	24.3%	26.7%	24.0%	29.8%	20.0%	20.5%	25.0%	26.0%	22.7%	
	5 = Very High priority	51.2%	34.4%	37.8%	39.4%	35.3%	47.1%	38.1%	45.9%	36.9%	44.0%	38.1%	43.6%	29.5%	39.3%	30.7%	47.3%	
	Other, don't know	4.7%	2.1%	1.1%	2.8%	5.9%	11.8%	4.8%	0.0%	1.5%	2.0%	1.2%	1.8%	2.3%	3.6%	1.3%	3.3%	
	total low priority (1-2)	11.6%	12.5%	11.1%	14.1%	5.9%	11.8%	9.5%	8.1%	14.1%	14.0%	16.7%	10.9%	13.6%	10.7%	16.7%	8.0%	
	total high priority (4-5)	67.4%	58.3%	63.3%	67.6%	64.7%	47.1%	57.1%	70.3%	63.6%	68.0%	67.9%	63.6%	50.0%	64.3%	56.7%	70.0%	
5. Upgrading parks and recreation facilities	1 = Very Low priority	11.6%	6.2%	5.6%	8.5%	5.9%	5.9%	9.5%	10.8%	6.8%	10.0%	8.3%	5.5%	6.8%	0.0%	8.7%	6.0%	
	2	14.0%	12.5%	10.0%	8.5%	0.0%	11.8%	14.3%	13.5%	11.2%	12.0%	4.8%	16.4%	22.7%	10.7%	13.3%	8.7%	
	3	34.9%	26.0%	36.7%	32.4%	17.6%	29.4%	14.3%	18.9%	37.9%	20.0%	38.1%	29.1%	31.8%	39.3%	32.7%	31.3%	
	4	16.3%	24.0%	23.3%	22.5%	35.3%	23.5%	28.6%	21.6%	20.9%	22.0%	25.0%	16.4%	15.9%	28.6%	21.3%	23.3%	
	5 = Very High priority	23.3%	30.2%	23.3%	28.8%	35.3%	29.4%	33.3%	35.1%	22.3%	34.0%	22.6%	30.9%	22.7%	21.4%	24.0%	28.7%	
	Other, don't know	0.0%	1.0%	1.1%	1.4%	5.9%	0.0%	0.0%	0.0%	1.0%	2.0%	1.2%	1.8%	0.0%	0.0%	0.0%	2.0%	
	total low priority (1-2)	25.6%	18.8%	15.6%	16.9%	5.9%	17.6%	23.8%	24.3%	18.0%	22.0%	13.1%	21.8%	29.5%	10.7%	22.0%	14.7%	
	total high priority (4-5)	39.5%	54.2%	46.7%	49.3%	70.6%	52.9%	61.9%	56.8%	43.2%	56.0%	47.6%	47.3%	38.6%	50.0%	45.3%	52.0%	

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

Sikeston, Missouri

		Age Group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
6. Attracting more big box retail development	1 = Very Low priority	7.0%	6.2%	6.7%	4.2%	5.9%	0.0%	0.0%	2.7%	7.8%	8.0%	7.1%	10.9%	2.3%	0.0%	8.0%	4.0%
	2	9.3%	1.0%	8.9%	2.8%	5.9%	17.6%	4.8%	5.4%	3.9%	2.0%	4.8%	5.5%	9.1%	7.1%	6.0%	4.0%
	3	20.9%	17.7%	16.7%	19.7%	35.3%	23.5%	19.0%	16.2%	16.5%	24.0%	16.7%	16.4%	15.9%	10.7%	22.7%	14.0%
	4	20.9%	21.9%	21.1%	18.3%	17.6%	17.6%	14.3%	29.7%	19.9%	18.0%	23.8%	20.0%	15.9%	25.0%	21.3%	20.0%
	5 = Very High priority	41.9%	53.1%	45.6%	47.9%	35.3%	41.2%	61.9%	45.9%	49.0%	46.0%	44.0%	47.3%	56.8%	57.1%	41.3%	54.7%
	Other, don't know	0.0%	0.0%	1.1%	7.0%	0.0%	0.0%	0.0%	0.0%	2.9%	2.0%	3.6%	0.0%	0.0%	0.7%	3.3%	
	total low priority (1-2)	16.3%	7.3%	15.6%	7.0%	11.8%	17.6%	4.8%	8.1%	11.7%	10.0%	11.9%	16.4%	11.4%	7.1%	14.0%	8.0%
total high priority (4-5)	62.8%	75.0%	66.7%	66.2%	52.9%	58.8%	76.2%	75.7%	68.9%	64.0%	67.9%	67.3%	72.7%	82.1%	62.7%	74.7%	

		Age Group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
7. How often do you visit downtown Sikeston?	Once a year or less	4.7%	11.5%	8.9%	9.9%	17.6%	0.0%	9.5%	8.1%	9.2%	6.0%	3.6%	9.1%	25.0%	0.0%	8.7%	10.0%
	Less than once a month	11.6%	9.4%	17.8%	8.5%	17.6%	11.8%	23.8%	21.6%	8.7%	8.0%	14.3%	9.1%	13.6%	17.9%	11.3%	12.7%
	One to five times per month	46.5%	35.4%	36.7%	39.4%	29.4%	29.4%	28.6%	21.6%	43.7%	42.0%	34.5%	32.7%	31.8%	60.7%	35.3%	41.3%
	More than five times a month	32.6%	42.7%	30.0%	38.0%	35.3%	58.8%	33.3%	43.2%	34.0%	38.0%	42.9%	45.5%	27.3%	21.4%	41.3%	31.3%
	Other (specify)	2.3%	0.0%	5.6%	1.4%	0.0%	0.0%	4.8%	2.7%	2.4%	4.0%	2.4%	3.6%	2.3%	0.0%	2.7%	2.0%
	Don't visit downtown	2.3%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	2.7%	1.0%	2.0%	1.2%	0.0%	0.0%	0.0%	0.7%	1.3%
	Don't know	0.0%	1.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	1.3%

		Age Group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
8. shopping	very often	23.8%	22.1%	15.7%	14.5%	23.5%	29.4%	4.8%	27.8%	16.8%	24.5%	24.4%	21.8%	4.5%	17.9%	20.1%	17.1%
	somewhat often	52.4%	30.5%	33.7%	33.3%	29.4%	47.1%	38.1%	30.6%	35.6%	40.8%	34.1%	21.8%	45.5%	42.9%	34.2%	36.3%
	not very often	11.9%	35.8%	29.2%	29.0%	17.6%	17.6%	28.6%	33.3%	29.7%	18.4%	28.0%	30.9%	36.4%	28.6%	26.8%	30.8%
	not at all	11.9%	11.6%	21.3%	23.2%	29.4%	5.9%	28.6%	8.3%	17.8%	16.3%	13.4%	25.5%	13.6%	10.7%	18.8%	15.8%
	other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	very/somewhat often	76.2%	52.6%	49.4%	47.8%	52.9%	76.5%	42.9%	58.3%	52.5%	65.3%	58.5%	43.6%	50.0%	60.7%	54.4%	53.4%
	not very/not at all often	23.8%	47.4%	50.6%	52.2%	47.1%	23.5%	57.1%	41.7%	47.5%	34.7%	41.5%	56.4%	50.0%	39.3%	45.6%	46.6%

		Age Group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
9. dining	very often	16.7%	18.9%	11.2%	18.8%	11.8%	5.9%	9.5%	22.2%	17.3%	22.4%	18.3%	18.2%	6.8%	7.1%	16.1%	16.4%
	somewhat often	35.7%	28.4%	31.5%	24.6%	47.1%	41.2%	23.8%	30.6%	27.7%	26.5%	32.9%	29.1%	34.1%	35.7%	26.8%	32.2%
	not very often	19.0%	25.3%	28.1%	23.2%	17.6%	17.6%	28.6%	30.6%	23.8%	18.4%	26.8%	20.0%	29.5%	32.1%	25.5%	24.0%
	not at all	28.6%	26.3%	29.2%	33.3%	23.5%	35.3%	38.1%	16.7%	30.7%	30.6%	22.0%	32.7%	29.5%	25.0%	31.5%	26.7%
	other, don't know	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	2.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.7%
	very/somewhat often	52.4%	47.4%	42.7%	43.5%	58.8%	47.1%	33.3%	52.8%	45.0%	49.0%	51.2%	47.3%	40.9%	42.9%	43.0%	48.6%
	not very/not at all often	47.6%	51.6%	57.3%	56.5%	41.2%	52.9%	66.7%	47.2%	54.5%	49.0%	48.8%	52.7%	59.1%	57.1%	57.0%	50.7%

		Age Group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
10. entertainment or special events	very often	9.5%	10.5%	3.4%	11.6%	5.9%	23.5%	4.8%	8.3%	7.9%	10.2%	8.5%	16.4%	2.3%	3.6%	11.4%	5.5%
	somewhat often	33.3%	32.6%	24.7%	18.8%	29.4%	23.5%	28.6%	41.7%	24.3%	28.6%	26.8%	18.2%	34.1%	25.0%	24.2%	30.1%
	not very often	19.0%	35.8%	36.0%	29.0%	29.4%	17.6%	33.3%	36.1%	32.2%	18.4%	36.6%	32.7%	34.1%	32.1%	33.6%	30.1%
	not at all	38.1%	20.0%	36.0%	39.1%	35.3%	35.3%	33.3%	13.9%	34.7%	40.8%	28.0%	30.9%	29.5%	39.3%	30.2%	33.6%
	other, don't know	0.0%	1.1%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	1.0%	2.0%	0.0%	1.8%	0.0%	0.0%	0.7%	0.7%
	very/somewhat often	42.9%	43.2%	28.1%	30.4%	35.3%	47.1%	33.3%	50.0%	32.2%	38.8%	35.4%	34.5%	36.4%	28.6%	35.6%	35.6%
	not very/not at all often	57.1%	55.8%	71.9%	68.1%	64.7%	52.9%	66.7%	50.0%	66.8%	59.2%	64.6%	63.6%	63.6%	71.4%	63.8%	63.7%

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		Age Group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
11. parks	very often	23.8%	15.8%	7.9%	5.8%	17.6%	5.9%	19.0%	30.6%	7.9%	18.4%	13.4%	9.1%	11.4%	7.1%	17.4%	6.8%
	somewhat often	21.4%	31.6%	22.5%	18.8%	17.6%	29.4%	28.6%	16.7%	25.2%	34.7%	26.8%	20.0%	25.0%	14.3%	23.5%	25.3%
	not very often	21.4%	32.6%	38.2%	33.3%	35.3%	23.5%	28.6%	36.1%	33.7%	20.4%	31.7%	43.6%	31.8%	28.6%	32.2%	33.6%
	not at all	33.3%	20.0%	31.5%	40.6%	29.4%	41.2%	23.8%	16.7%	32.7%	26.5%	28.0%	27.3%	31.8%	46.4%	26.2%	34.2%
	other, don't know	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	3.6%	0.7%	0.0%
	very/somewhat often	45.2%	47.4%	30.3%	24.6%	35.3%	35.3%	47.6%	47.2%	33.2%	53.1%	40.2%	29.1%	36.4%	21.4%	40.9%	32.2%
not very/not at all often	54.8%	52.6%	69.7%	73.9%	64.7%	64.7%	52.4%	52.8%	66.3%	46.9%	59.8%	70.9%	63.6%	75.0%	58.4%	67.8%	
12. government/post office	very often	40.5%	34.7%	37.1%	30.4%	11.8%	35.3%	42.9%	22.2%	39.1%	26.5%	45.1%	32.7%	31.8%	42.9%	34.2%	36.3%
	somewhat often	31.0%	41.1%	33.7%	33.3%	41.2%	35.3%	38.1%	41.7%	33.7%	30.6%	31.7%	34.5%	36.4%	39.3%	35.6%	35.6%
	not very often	11.9%	17.9%	22.5%	24.6%	47.1%	23.5%	4.8%	27.8%	17.8%	30.6%	13.4%	25.5%	22.7%	14.3%	18.8%	21.2%
	not at all	16.7%	6.3%	6.7%	10.1%	0.0%	5.9%	14.3%	8.3%	8.9%	12.2%	9.8%	7.3%	9.1%	0.0%	10.7%	6.8%
	other, don't know	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	3.6%	0.7%	0.0%
	very/somewhat often	71.4%	75.8%	70.8%	63.8%	52.9%	70.6%	81.0%	63.9%	72.8%	57.1%	76.8%	67.3%	68.2%	82.1%	69.8%	71.9%
not very/not at all often	28.6%	24.2%	29.2%	34.8%	47.1%	29.4%	19.0%	36.1%	26.7%	42.9%	23.2%	32.7%	31.8%	14.3%	29.5%	28.1%	
13. conducting business	very often	23.8%	30.5%	19.1%	17.4%	11.8%	23.5%	28.6%	19.4%	24.3%	16.3%	23.2%	34.5%	11.4%	28.6%	24.2%	21.9%
	somewhat often	35.7%	30.5%	32.6%	27.5%	47.1%	5.9%	19.0%	38.9%	31.7%	32.7%	32.9%	30.9%	25.0%	28.6%	29.5%	32.9%
	not very often	16.7%	28.4%	25.8%	31.9%	41.2%	41.2%	19.0%	25.0%	27.2%	28.6%	29.3%	16.4%	38.6%	21.4%	28.9%	24.7%
	not at all	23.8%	10.5%	22.5%	23.2%	23.5%	29.4%	33.3%	16.7%	16.8%	22.4%	14.6%	18.2%	25.0%	21.4%	17.4%	20.5%
	other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	very/somewhat often	59.5%	61.1%	51.7%	44.9%	58.8%	29.4%	47.6%	58.3%	55.9%	49.0%	56.1%	65.5%	36.4%	57.1%	53.7%	54.8%
not very/not at all often	40.5%	38.9%	48.3%	55.1%	41.2%	70.6%	52.4%	41.7%	44.1%	51.0%	43.9%	34.5%	63.6%	42.9%	46.3%	45.2%	
14. attending church	very often	23.8%	21.1%	23.6%	37.7%	29.4%	29.4%	19.0%	22.2%	27.2%	26.5%	31.7%	27.3%	25.0%	21.4%	21.5%	30.8%
	somewhat often	21.4%	6.3%	5.6%	10.1%	11.8%	11.8%	4.8%	13.9%	7.4%	10.2%	9.8%	5.5%	4.5%	7.1%	7.4%	11.0%
	not very often	11.9%	17.9%	16.9%	10.1%	11.8%	23.5%	14.3%	11.1%	15.3%	14.3%	15.9%	20.0%	15.9%	14.3%	18.1%	11.6%
	not at all	42.9%	54.7%	52.8%	40.6%	47.1%	35.3%	61.9%	52.8%	49.0%	49.0%	42.7%	45.5%	54.5%	57.1%	53.0%	45.2%
	other, don't know	0.0%	0.0%	1.1%	1.4%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	1.4%
	very/somewhat often	45.2%	27.4%	29.2%	47.8%	41.2%	41.2%	23.8%	36.1%	34.7%	36.7%	41.5%	32.7%	29.5%	28.6%	28.9%	41.8%
not very/not at all often	54.8%	72.6%	69.7%	50.7%	58.8%	58.8%	76.2%	63.9%	64.4%	63.3%	58.5%	65.5%	70.5%	71.4%	71.1%	56.8%	
15. live theater	very often	4.8%	5.3%	2.2%	2.9%	0.0%	0.0%	0.0%	8.3%	4.0%	2.0%	6.1%	1.8%	4.5%	3.6%	4.0%	3.4%
	somewhat often	9.5%	13.7%	13.5%	8.7%	29.4%	11.8%	9.5%	13.9%	10.4%	10.2%	12.2%	7.3%	13.6%	10.7%	9.4%	14.4%
	not very often	26.2%	26.3%	25.8%	24.6%	17.6%	29.4%	28.6%	22.2%	25.7%	18.4%	26.8%	29.1%	29.5%	35.7%	27.5%	24.0%
	not at all	59.5%	54.7%	57.3%	62.3%	52.9%	58.8%	61.9%	55.6%	58.9%	69.4%	53.7%	60.0%	52.3%	50.0%	59.1%	56.8%
	other, don't know	0.0%	0.0%	1.1%	1.4%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	1.2%	1.8%	0.0%	0.0%	0.0%	1.4%
	very/somewhat often	14.3%	18.9%	15.7%	11.6%	29.4%	11.8%	9.5%	22.2%	14.4%	12.2%	18.3%	9.1%	18.2%	14.3%	13.4%	17.8%
not very/not at all often	85.7%	81.1%	83.1%	87.0%	70.6%	88.2%	90.5%	77.8%	84.7%	87.8%	80.5%	89.1%	81.8%	85.7%	86.6%	80.8%	

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		Age Group				Length of residence					Household income					Gender		
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
16. Of the items listed above, which would you say is the one reason you most often visit downtown Sikeston?	Shopping	19.0%	21.1%	24.7%	18.8%	29.4%	29.4%	9.5%	22.2%	21.3%	26.5%	18.3%	12.7%	22.7%	21.4%	14.1%	28.8%	
	Dining	4.8%	7.4%	5.6%	11.6%	5.9%	5.9%	0.0%	13.9%	7.4%	6.1%	4.9%	12.7%	13.6%	3.6%	8.1%	6.8%	
	Entertainment or special events	9.5%	5.3%	4.5%	4.3%	11.8%	5.9%	9.5%	2.8%	4.5%	6.1%	6.1%	7.3%	6.8%	0.0%	6.7%	4.1%	
	Parks	2.4%	4.2%	3.4%	0.0%	0.0%	0.0%	4.8%	8.3%	2.0%	4.1%	1.2%	0.0%	6.8%	0.0%	5.4%	0.0%	
	Government/post office	31.0%	26.3%	31.5%	31.9%	23.5%	29.4%	42.9%	16.7%	31.2%	22.4%	35.4%	32.7%	25.0%	39.3%	31.5%	28.1%	
	Conducting business	21.4%	26.3%	20.2%	13.0%	17.6%	11.8%	14.3%	22.2%	22.3%	24.5%	20.7%	21.8%	13.6%	21.4%	23.5%	17.8%	
	Attending church	2.4%	4.2%	4.5%	10.1%	5.9%	5.9%	9.5%	5.6%	5.0%	4.1%	6.1%	5.5%	4.5%	10.7%	4.7%	6.2%	
	Live theater	2.4%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.5%	0.0%	0.0%	0.0%	2.3%	0.0%	0.7%	0.7%	
	Other, don't know	7.1%	4.2%	5.6%	10.1%	5.9%	11.8%	9.5%	5.6%	5.9%	6.1%	7.3%	7.3%	4.5%	3.6%	5.4%	7.5%	
17. signs to help people find their way around	excellent	9.3%	6.2%	8.9%	8.5%	5.9%	11.8%	4.8%	5.4%	8.7%	8.0%	8.3%	7.3%	4.5%	14.3%	7.3%	8.7%	
	good	41.9%	49.0%	57.8%	70.4%	64.7%	58.8%	28.6%	64.9%	55.8%	58.0%	60.7%	54.5%	56.8%	42.9%	54.7%	56.7%	
	not so good	25.6%	30.2%	26.7%	9.9%	11.8%	23.5%	42.9%	21.6%	23.3%	18.0%	22.6%	29.1%	25.0%	28.6%	25.3%	22.0%	
	poor	20.9%	6.2%	4.4%	5.6%	17.6%	5.9%	14.3%	5.4%	6.8%	12.0%	3.6%	9.1%	11.4%	3.6%	7.3%	8.0%	
	other, don't know	2.3%	8.3%	2.2%	5.6%	0.0%	0.0%	9.5%	2.7%	5.3%	4.0%	4.8%	0.0%	2.3%	10.7%	5.3%	4.7%	
	excellent/good	51.2%	55.2%	66.7%	78.9%	70.6%	70.6%	33.3%	70.3%	64.6%	66.0%	69.0%	61.8%	61.4%	57.1%	62.0%	65.3%	
	not so good/poor	46.5%	36.5%	31.1%	15.5%	29.4%	29.4%	57.1%	27.0%	30.1%	30.0%	26.2%	38.2%	36.4%	32.1%	32.7%	30.0%	
	18. convenient business hours	excellent	4.7%	7.3%	3.3%	4.2%	0.0%	0.0%	4.8%	2.7%	6.3%	8.0%	4.8%	7.3%	2.3%	3.6%	5.3%	4.7%
good		67.4%	70.8%	71.1%	78.9%	70.6%	64.7%	76.2%	70.3%	72.8%	72.0%	77.4%	61.8%	72.7%	71.4%	74.0%	70.7%	
not so good		20.9%	16.7%	18.9%	2.8%	11.8%	29.4%	19.0%	21.6%	12.1%	8.0%	14.3%	18.2%	18.2%	21.4%	14.7%	14.7%	
poor		7.0%	4.2%	6.7%	7.0%	17.6%	5.9%	0.0%	5.4%	5.8%	8.0%	2.4%	10.9%	4.5%	3.6%	5.3%	6.7%	
other, don't know		0.0%	1.0%	0.0%	7.0%	0.0%	0.0%	0.0%	0.0%	2.9%	4.0%	1.2%	1.8%	2.3%	0.0%	0.7%	3.3%	
excellent/good		72.1%	78.1%	74.4%	83.1%	70.6%	64.7%	81.0%	73.0%	79.1%	80.0%	82.1%	69.1%	75.0%	75.0%	79.3%	75.3%	
not so good/poor		27.9%	20.8%	25.6%	9.9%	29.4%	35.3%	19.0%	27.0%	18.0%	16.0%	16.7%	29.1%	22.7%	25.0%	20.0%	21.3%	
19. available green space		excellent	4.7%	8.3%	7.8%	4.2%	5.9%	0.0%	0.0%	18.9%	5.8%	4.0%	8.3%	1.8%	13.6%	0.0%	7.3%	6.0%
	good	53.5%	46.9%	55.6%	49.3%	35.3%	64.7%	57.1%	56.8%	49.5%	42.0%	57.1%	52.7%	40.9%	67.9%	54.0%	48.0%	
	excellent/good	58.1%	55.2%	63.3%	53.5%	41.2%	64.7%	57.1%	75.7%	55.3%	46.0%	65.5%	54.5%	54.5%	67.9%	61.3%	54.0%	
	not so good	18.6%	21.9%	22.2%	21.1%	23.5%	5.9%	23.8%	13.5%	23.8%	30.0%	13.1%	27.3%	27.3%	21.4%	23.3%	19.3%	
	poor	9.3%	11.5%	7.8%	5.6%	29.4%	17.6%	4.8%	5.4%	7.3%	8.0%	11.9%	9.1%	6.8%	3.6%	6.0%	11.3%	
	not so good/poor	27.9%	33.3%	30.0%	26.8%	52.9%	23.5%	28.6%	18.9%	31.1%	38.0%	25.0%	36.4%	34.1%	25.0%	29.3%	30.7%	
	other, don't know	14.0%	11.5%	6.7%	19.7%	5.9%	11.8%	14.3%	5.4%	13.6%	16.0%	9.5%	9.1%	11.4%	7.1%	9.3%	15.3%	
	20. preservation of historic structures	excellent	2.3%	8.3%	7.8%	9.9%	5.9%	0.0%	4.8%	10.8%	8.3%	10.0%	6.0%	7.3%	6.8%	7.1%	8.7%	6.7%
good		69.8%	57.3%	56.7%	64.8%	52.9%	52.9%	61.9%	64.9%	60.7%	50.0%	63.1%	63.6%	65.9%	57.1%	56.7%	64.7%	
not so good		20.9%	21.9%	27.8%	12.7%	17.6%	23.5%	16.2%	22.8%	24.0%	22.6%	20.0%	18.2%	28.6%	24.0%	18.7%	18.7%	
poor		7.0%	9.4%	6.7%	7.0%	17.6%	23.5%	4.8%	5.4%	6.3%	10.0%	7.1%	9.1%	2.3%	3.6%	7.3%	8.0%	
other, don't know		0.0%	3.1%	1.1%	5.6%	5.9%	0.0%	9.5%	2.7%	1.9%	6.0%	1.2%	0.0%	6.8%	3.6%	3.3%	2.0%	
excellent/good		72.1%	65.6%	64.4%	74.6%	58.8%	52.9%	66.7%	75.7%	68.9%	60.0%	69.0%	70.9%	72.7%	64.3%	65.3%	71.3%	
not so good/poor		27.9%	31.2%	34.4%	19.7%	35.3%	47.1%	23.8%	21.6%	29.1%	34.0%	29.8%	29.1%	20.5%	32.1%	31.3%	26.7%	

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
21. occupied storefronts	excellent	9.3%	5.2%	3.3%	2.8%	5.9%	0.0%	4.8%	5.4%	4.9%	6.0%	6.0%	5.5%	4.5%	0.0%	5.3%	4.0%
	good	46.5%	49.0%	37.8%	57.7%	35.3%	58.8%	57.1%	51.4%	45.1%	54.0%	53.6%	43.6%	45.5%	32.1%	47.3%	47.3%
	not so good	32.6%	39.6%	38.9%	23.9%	35.3%	35.3%	33.3%	32.4%	35.4%	30.0%	26.2%	38.2%	34.1%	57.1%	36.0%	33.3%
	poor	7.0%	5.2%	15.6%	9.9%	23.5%	5.9%	4.8%	8.1%	9.7%	6.0%	10.7%	9.1%	15.9%	7.1%	7.3%	12.0%
	other, don't know	4.7%	1.0%	4.4%	5.6%	0.0%	0.0%	0.0%	2.7%	4.9%	4.0%	3.6%	3.6%	0.0%	3.6%	4.0%	3.3%
	excellent/good	55.8%	54.2%	41.1%	60.6%	41.2%	58.8%	61.9%	56.8%	50.0%	60.0%	59.5%	49.1%	50.0%	32.1%	52.7%	51.3%
	not so good/poor	39.5%	44.8%	54.4%	33.8%	58.8%	41.2%	38.1%	40.5%	45.1%	36.0%	36.9%	47.3%	50.0%	64.3%	43.3%	45.3%
22. convenient parking	excellent	4.7%	6.2%	11.1%	8.5%	5.9%	11.8%	9.5%	5.4%	8.3%	6.0%	7.1%	10.9%	4.5%	7.1%	6.7%	9.3%
	good	60.5%	67.7%	72.2%	74.6%	58.8%	64.7%	57.1%	67.6%	72.8%	68.0%	70.2%	63.6%	86.4%	67.9%	68.0%	71.3%
	not so good	23.3%	19.8%	11.1%	11.3%	17.6%	11.8%	33.3%	21.6%	12.6%	18.0%	14.3%	12.7%	9.1%	25.0%	17.3%	14.0%
	poor	11.6%	6.2%	5.6%	4.2%	17.6%	11.8%	0.0%	5.4%	5.8%	6.0%	8.3%	12.7%	0.0%	0.0%	7.3%	5.3%
	other, don't know	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.5%	2.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
	excellent/good	65.1%	74.0%	83.3%	83.1%	64.7%	76.5%	66.7%	73.0%	81.1%	74.0%	77.4%	74.5%	90.9%	75.0%	74.7%	80.7%
	not so good/poor	34.9%	26.0%	16.7%	15.5%	35.3%	23.5%	33.3%	27.0%	18.4%	24.0%	22.6%	25.5%	9.1%	25.0%	24.7%	19.3%
23. diverse mix of businesses	excellent	7.0%	5.2%	3.3%	4.2%	5.9%	0.0%	4.8%	2.7%	5.3%	6.0%	3.6%	7.3%	2.3%	3.6%	4.7%	4.7%
	good	48.8%	44.8%	42.2%	49.3%	41.2%	58.8%	52.4%	45.9%	43.7%	42.0%	54.8%	47.3%	38.6%	39.3%	50.7%	40.7%
	not so good	34.9%	39.6%	41.1%	26.8%	41.2%	33.3%	43.2%	34.5%	38.0%	27.4%	30.9%	47.7%	50.0%	33.3%	39.3%	
	poor	9.3%	9.4%	13.3%	12.7%	5.9%	0.0%	9.5%	8.1%	13.6%	12.0%	14.3%	10.9%	9.1%	7.1%	10.7%	12.0%
	other, don't know	0.0%	1.0%	0.0%	7.0%	0.0%	0.0%	0.0%	0.0%	2.9%	2.0%	0.0%	3.6%	2.3%	0.0%	0.7%	3.3%
	excellent/good	55.8%	50.0%	45.6%	53.5%	47.1%	58.8%	57.1%	48.6%	49.0%	48.0%	58.3%	54.5%	40.9%	42.9%	55.3%	45.3%
	not so good/poor	44.2%	49.0%	54.4%	39.4%	52.9%	41.2%	42.9%	51.4%	48.1%	50.0%	41.7%	41.8%	56.8%	57.1%	44.0%	51.3%
24. dining options	excellent	4.7%	6.2%	5.6%	7.0%	11.8%	5.9%	0.0%	5.4%	6.3%	8.0%	7.1%	3.6%	2.3%	0.0%	6.0%	6.0%
	good	44.2%	35.4%	35.6%	31.0%	52.9%	47.1%	19.0%	43.2%	33.0%	44.0%	47.6%	32.7%	34.1%	14.3%	41.3%	30.0%
	not so good	46.5%	49.0%	42.2%	32.4%	11.8%	17.6%	81.0%	51.4%	42.2%	32.0%	31.0%	43.6%	52.3%	71.4%	43.3%	42.0%
	poor	4.7%	9.4%	15.6%	18.3%	23.5%	0.0%	0.0%	0.0%	14.6%	10.0%	10.7%	18.2%	11.4%	14.3%	8.0%	17.3%
	other, don't know	0.0%	0.0%	1.1%	11.3%	0.0%	5.9%	0.0%	0.0%	3.9%	6.0%	3.6%	1.8%	0.0%	0.0%	1.3%	4.7%
	excellent/good	48.8%	41.7%	41.1%	38.0%	64.7%	52.9%	19.0%	48.6%	39.3%	52.0%	54.8%	36.4%	36.4%	14.3%	47.3%	36.0%
	not so good/poor	51.2%	58.3%	57.8%	50.7%	35.3%	41.2%	81.0%	51.4%	56.8%	42.0%	41.7%	61.8%	63.6%	85.7%	51.3%	59.3%
25. entertainment options	excellent	2.3%	4.2%	1.1%	5.6%	0.0%	5.9%	0.0%	2.7%	3.9%	6.0%	4.8%	1.8%	2.3%	0.0%	2.7%	4.0%
	good	25.6%	25.0%	13.3%	29.6%	35.3%	23.5%	9.5%	21.6%	22.3%	26.0%	23.8%	23.6%	18.2%	17.9%	26.7%	18.7%
	not so good	32.6%	50.0%	62.2%	26.8%	29.4%	35.3%	66.7%	62.2%	43.2%	30.0%	45.2%	45.5%	50.0%	64.3%	40.7%	50.7%
	poor	39.5%	19.8%	18.9%	22.5%	35.3%	29.4%	23.8%	10.8%	23.8%	24.0%	20.2%	29.1%	25.0%	17.9%	26.0%	20.0%
	other, don't know	0.0%	1.0%	4.4%	15.5%	0.0%	5.9%	0.0%	2.7%	6.8%	14.0%	6.0%	0.0%	4.5%	0.0%	4.0%	6.7%
	excellent/good	27.9%	29.2%	14.4%	35.2%	35.3%	29.4%	9.5%	24.3%	26.2%	32.0%	28.6%	25.5%	20.5%	17.9%	29.3%	22.7%
	not so good/poor	72.1%	69.8%	81.1%	49.3%	64.7%	64.7%	90.5%	73.0%	67.0%	54.0%	65.5%	74.5%	75.0%	82.1%	66.7%	70.7%

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
26. condition of streets	excellent	2.3%	2.1%	2.2%	4.2%	0.0%	5.9%	0.0%	2.7%	2.9%	0.0%	4.8%	5.5%	2.3%	0.0%	2.0%	3.3%
	good	32.6%	36.5%	41.1%	38.0%	35.3%	29.4%	9.5%	54.1%	38.3%	42.0%	33.3%	29.1%	54.5%	39.3%	38.7%	36.7%
	not so good	37.2%	40.6%	37.8%	33.8%	35.3%	29.4%	71.4%	24.3%	37.4%	36.0%	45.2%	36.4%	25.0%	46.4%	37.3%	38.0%
	poor	27.9%	19.8%	16.7%	22.5%	29.4%	35.3%	19.0%	18.9%	19.4%	20.0%	15.5%	29.1%	15.9%	14.3%	20.0%	21.3%
	other, don't know	0.0%	1.0%	2.2%	1.4%	0.0%	0.0%	0.0%	0.0%	1.9%	2.0%	1.2%	0.0%	2.3%	0.0%	2.0%	0.7%
	excellent/good	34.9%	38.5%	43.3%	42.3%	35.3%	35.3%	9.5%	56.8%	41.3%	42.0%	38.1%	34.5%	56.8%	39.3%	40.7%	40.3%
not so good/poor	65.1%	60.4%	54.4%	56.3%	64.7%	64.7%	90.5%	43.2%	56.8%	56.0%	60.7%	65.5%	40.9%	60.7%	57.3%	59.0%	
27. condition of sidewalks	excellent	2.3%	5.2%	5.6%	5.6%	5.9%	5.9%	0.0%	5.4%	5.3%	6.0%	4.8%	9.1%	4.5%	6.0%	4.0%	
	good	41.9%	57.3%	62.2%	56.3%	29.4%	47.1%	61.9%	64.9%	57.3%	48.0%	48.8%	58.2%	77.3%	60.7%	54.7%	58.0%
	not so good	27.9%	20.8%	18.9%	21.1%	35.3%	11.8%	19.0%	13.5%	22.8%	18.0%	27.4%	21.8%	6.8%	28.6%	22.7%	20.0%
	poor	23.3%	12.5%	11.1%	15.5%	29.4%	29.4%	19.0%	13.5%	11.7%	24.0%	15.5%	10.9%	6.8%	10.7%	14.0%	14.7%
	other, don't know	4.7%	4.2%	2.2%	1.4%	0.0%	5.9%	0.0%	2.7%	2.9%	4.0%	3.6%	0.0%	4.5%	0.0%	2.7%	3.3%
	excellent/good	44.2%	62.5%	67.8%	62.0%	35.3%	52.9%	61.9%	70.3%	62.6%	54.0%	53.6%	67.3%	81.8%	60.7%	60.7%	62.0%
not so good/poor	51.2%	33.3%	30.0%	36.6%	64.7%	41.2%	38.1%	27.0%	34.5%	42.0%	42.9%	32.7%	13.6%	39.3%	36.7%	34.7%	
28. safety during the day	excellent	18.6%	18.8%	20.0%	16.9%	11.8%	5.9%	19.0%	18.9%	20.4%	16.0%	9.5%	20.0%	25.0%	39.3%	18.7%	18.7%
	good	74.4%	72.9%	70.0%	76.1%	70.6%	76.5%	76.2%	81.1%	70.9%	72.0%	83.3%	69.1%	72.7%	57.1%	74.7%	71.3%
	not so good	4.7%	5.2%	5.6%	2.8%	5.9%	17.6%	4.8%	0.0%	4.4%	2.0%	4.8%	5.5%	2.3%	3.6%	4.7%	4.7%
	poor	2.3%	2.1%	4.4%	2.8%	11.8%	0.0%	0.0%	0.0%	3.4%	8.0%	1.2%	5.5%	0.0%	0.0%	2.0%	4.0%
	other, don't know	0.0%	1.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	1.0%	2.0%	1.2%	0.0%	0.0%	0.0%	0.0%	1.3%
	excellent/good	93.0%	91.7%	90.0%	93.0%	82.4%	82.4%	95.2%	100.0%	91.3%	88.0%	92.9%	89.1%	97.7%	96.4%	93.3%	90.0%
not so good/poor	7.0%	7.3%	10.0%	5.6%	17.6%	17.6%	4.8%	0.0%	7.8%	10.0%	6.0%	10.9%	2.3%	3.6%	6.7%	8.7%	
29. safety at night	excellent	7.0%	6.2%	7.8%	1.4%	5.9%	5.9%	9.5%	5.4%	5.3%	6.0%	4.8%	9.1%	0.0%	10.7%	6.7%	4.7%
	good	53.5%	38.5%	48.9%	46.5%	58.8%	41.2%	33.3%	40.5%	47.1%	36.0%	46.4%	38.2%	61.4%	50.0%	54.0%	37.3%
	not so good	27.9%	30.2%	16.7%	18.3%	11.8%	23.5%	23.8%	37.8%	20.9%	22.0%	22.6%	32.7%	18.2%	10.7%	22.7%	23.3%
	poor	7.0%	11.5%	12.2%	8.5%	17.6%	17.6%	9.5%	10.8%	9.2%	12.0%	14.3%	7.3%	11.4%	3.6%	8.7%	12.0%
	other, don't know	4.7%	13.5%	14.4%	25.4%	5.9%	11.8%	23.8%	5.4%	17.5%	24.0%	11.9%	12.7%	9.1%	25.0%	8.0%	22.7%
	excellent/good	60.5%	44.8%	56.7%	47.9%	64.7%	47.1%	42.9%	45.9%	52.4%	42.0%	51.2%	47.3%	61.4%	60.7%	60.7%	42.0%
not so good/poor	34.9%	41.7%	28.9%	26.8%	29.4%	41.2%	33.3%	48.6%	30.1%	34.0%	36.9%	40.0%	29.5%	14.3%	31.3%	35.3%	
30. How important would you say it is that Sikeston work to retain its downtown's historic character? Would you say it is very important, somewhat, not very or not at all important?	Very	53.5%	51.0%	58.9%	46.5%	70.6%	58.8%	42.9%	51.4%	51.9%	46.0%	63.1%	56.4%	52.3%	50.0%	47.3%	58.0%
	Somewhat	34.9%	37.5%	31.1%	38.0%	23.5%	29.4%	42.9%	37.8%	35.4%	40.0%	32.1%	29.1%	34.1%	32.1%	36.7%	34.0%
	Not very	4.7%	7.3%	7.8%	5.6%	5.9%	5.9%	9.5%	2.7%	7.3%	8.0%	2.4%	9.1%	6.8%	14.3%	8.0%	5.3%
	Not at all	7.0%	3.1%	1.1%	8.5%	0.0%	5.9%	4.8%	8.1%	3.9%	4.0%	2.4%	3.6%	6.8%	3.6%	6.0%	2.7%
	Other, don't know	0.0%	1.0%	1.1%	1.4%	0.0%	0.0%	0.0%	0.0%	1.5%	2.0%	0.0%	1.8%	0.0%	0.0%	2.0%	0.0%
	very/somewhat	88.4%	88.5%	90.0%	84.5%	94.1%	88.2%	85.8%	89.2%	87.3%	86.0%	95.2%	85.5%	86.4%	82.1%	84.0%	92.0%
not very/not at all	11.7%	10.4%	8.9%	14.1%	5.9%	11.8%	14.3%	10.8%	11.2%	12.0%	4.8%	12.7%	13.6%	17.9%	14.0%	8.0%	

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Sikeston, Missouri

		Age Group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
31. lodging such as hotel, motel or bed and breakfast	1 = Very Low priority	23.3%	18.8%	22.2%	32.4%	23.5%	23.5%	9.5%	29.7%	24.3%	26.0%	17.9%	23.6%	31.8%	17.9%	22.7%	24.7%
	2	14.0%	11.5%	11.1%	4.2%	5.9%	5.9%	14.3%	5.4%	11.2%	10.0%	7.1%	12.7%	6.8%	17.9%	14.0%	6.0%
	3	23.3%	24.0%	22.2%	18.3%	11.8%	23.5%	33.3%	16.2%	22.8%	26.0%	17.9%	16.4%	31.8%	21.4%	20.0%	24.0%
	4	11.6%	25.0%	20.0%	18.3%	17.6%	23.5%	19.0%	21.6%	18.9%	16.0%	27.4%	21.8%	15.9%	17.9%	20.7%	19.3%
	5 = Very High priority	27.9%	19.8%	24.4%	23.9%	41.2%	23.5%	23.8%	27.0%	21.4%	22.0%	28.6%	21.8%	13.6%	25.0%	22.0%	24.7%
	Other, don't know	0.0%	1.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	1.2%	3.6%	0.0%	0.0%	0.7%	1.3%
	total low priority (1-2)	37.2%	30.2%	33.3%	36.6%	29.4%	29.4%	23.8%	35.1%	35.4%	36.0%	25.0%	36.4%	38.6%	35.7%	36.7%	30.7%
	total high priority (4-5)	39.5%	44.8%	44.4%	42.3%	58.8%	47.1%	42.9%	48.6%	40.3%	38.0%	56.0%	43.6%	29.5%	42.9%	42.7%	44.0%
32. family or casual style dining	1 = Very Low priority	9.3%	4.2%	5.6%	9.9%	5.9%	5.9%	0.0%	10.8%	6.8%	6.0%	8.3%	3.6%	11.4%	3.6%	7.3%	6.0%
	2	4.7%	5.2%	2.2%	2.8%	5.9%	0.0%	14.3%	2.7%	2.9%	2.0%	1.2%	10.9%	0.0%	3.6%	4.0%	3.3%
	3	11.6%	13.5%	22.2%	23.9%	11.8%	23.5%	9.5%	10.8%	20.4%	18.0%	15.5%	29.1%	9.1%	14.3%	22.0%	14.7%
	4	20.9%	37.5%	16.7%	28.2%	11.8%	17.6%	28.6%	27.0%	28.2%	30.0%	31.0%	32.6%	22.7%	28.6%	30.7%	22.7%
	5 = Very High priority	53.5%	39.6%	53.3%	35.2%	64.7%	52.9%	47.6%	48.6%	41.7%	44.0%	64.0%	32.7%	56.8%	50.0%	36.0%	53.3%
	Other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	total low priority (1-2)	14.0%	9.4%	7.8%	12.7%	11.8%	5.9%	14.3%	13.5%	9.7%	8.0%	9.5%	14.5%	11.4%	7.1%	11.3%	9.3%
	total high priority (4-5)	74.4%	77.1%	70.0%	63.4%	76.5%	70.6%	76.2%	75.7%	69.9%	74.0%	75.0%	56.4%	79.5%	78.6%	66.7%	76.0%
33. fine dining	1 = Very Low priority	2.3%	5.2%	7.8%	15.5%	5.9%	17.6%	0.0%	2.7%	9.2%	8.0%	4.8%	12.7%	6.8%	3.6%	10.7%	5.3%
	2	9.3%	9.4%	8.9%	9.9%	5.9%	11.8%	14.3%	5.4%	9.7%	14.0%	8.3%	18.2%	6.8%	0.0%	12.0%	6.7%
	3	23.3%	21.9%	21.1%	25.4%	11.8%	11.8%	19.0%	27.0%	23.8%	26.0%	14.3%	23.6%	27.3%	28.6%	20.0%	25.3%
	4	25.6%	31.2%	18.9%	22.5%	5.9%	17.6%	38.1%	16.2%	26.7%	18.0%	32.1%	18.2%	25.0%	25.0%	26.7%	22.7%
	5 = Very High priority	39.5%	32.3%	43.3%	26.8%	70.6%	41.2%	28.6%	48.6%	30.6%	34.0%	40.5%	27.3%	34.1%	42.9%	30.7%	40.0%
	Other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	total low priority (1-2)	11.6%	14.6%	16.7%	25.4%	11.8%	29.4%	14.3%	8.1%	18.9%	22.0%	13.1%	30.9%	13.6%	3.6%	22.7%	12.0%
	total high priority (4-5)	65.1%	63.5%	62.2%	49.3%	76.5%	58.8%	66.7%	64.9%	57.3%	52.0%	72.6%	45.5%	59.1%	67.9%	57.3%	62.7%
34. outdoor dining	1 = Very Low priority	11.6%	12.5%	23.3%	32.4%	17.6%	23.5%	19.0%	13.5%	21.8%	24.0%	13.1%	27.3%	20.5%	14.3%	21.3%	19.3%
	2	2.3%	8.3%	11.1%	15.5%	5.9%	5.9%	0.0%	10.8%	11.7%	12.0%	10.7%	9.1%	6.8%	14.3%	10.7%	9.3%
	3	18.6%	29.2%	25.6%	22.5%	17.6%	5.9%	33.3%	18.9%	27.7%	28.0%	31.0%	25.3%	18.2%	25.0%	24.7%	25.3%
	4	27.9%	17.7%	21.1%	9.9%	5.9%	29.4%	28.6%	16.2%	17.5%	8.0%	14.3%	18.2%	34.1%	21.4%	18.7%	18.0%
	5 = Very High priority	39.5%	32.3%	18.9%	18.3%	52.9%	35.3%	19.0%	37.8%	21.4%	28.0%	31.0%	20.0%	20.5%	25.0%	24.0%	28.0%
	Other, don't know	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
	total low priority (1-2)	14.0%	20.8%	34.4%	47.9%	23.5%	29.4%	19.0%	24.3%	33.5%	36.0%	23.8%	36.4%	27.3%	28.6%	32.0%	28.7%
	total high priority (4-5)	67.4%	50.0%	40.0%	28.2%	58.8%	64.7%	47.6%	54.1%	38.8%	36.0%	45.2%	38.2%	54.5%	46.4%	42.7%	46.0%
35. ice cream shop/soda fountain	1 = Very Low priority	9.3%	6.2%	12.2%	8.5%	5.9%	5.9%	9.5%	8.1%	9.7%	10.0%	4.8%	10.9%	13.6%	7.1%	10.7%	7.3%
	2	11.6%	8.3%	13.3%	11.3%	5.9%	11.8%	4.8%	10.8%	12.1%	10.0%	9.5%	16.4%	13.6%	7.1%	15.3%	6.7%
	3	27.9%	35.4%	24.4%	23.9%	17.6%	17.6%	42.9%	13.5%	31.1%	28.0%	32.1%	21.8%	29.5%	21.4%	26.7%	30.0%
	4	25.6%	29.2%	25.6%	26.8%	35.3%	35.3%	19.0%	35.1%	25.2%	24.0%	28.6%	27.3%	20.5%	32.1%	24.7%	29.3%
	5 = Very High priority	25.6%	20.8%	24.4%	26.8%	35.3%	29.4%	23.8%	29.7%	21.4%	28.0%	23.8%	23.6%	22.7%	32.1%	21.3%	26.7%
	Other, don't know	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	2.7%	0.5%	0.0%	1.2%	0.0%	0.0%	0.0%	1.3%	0.0%
	total low priority (1-2)	20.9%	14.6%	25.6%	19.7%	11.8%	17.6%	14.3%	18.9%	21.8%	20.0%	14.3%	27.3%	27.3%	14.3%	26.0%	14.0%
	total high priority (4-5)	51.2%	50.0%	50.0%	53.5%	70.6%	64.7%	42.9%	64.9%	46.6%	52.0%	52.4%	50.9%	43.2%	64.3%	46.0%	56.0%

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		Age Group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
36. upscale specialty shops	1 = Very Low priority	14.0%	6.2%	14.4%	9.9%	11.8%	11.8%	9.5%	10.8%	10.7%	14.0%	10.7%	12.7%	9.1%	3.6%	14.0%	7.3%
	2	11.6%	12.5%	10.0%	15.5%	5.9%	5.9%	19.0%	10.8%	13.1%	8.0%	10.7%	14.5%	15.9%	14.3%	11.3%	13.3%
	3	32.6%	32.3%	31.1%	31.0%	23.5%	11.8%	38.1%	29.7%	34.0%	40.0%	27.4%	34.5%	27.3%	28.6%	33.3%	30.0%
	4	23.3%	19.8%	21.1%	21.1%	35.3%	29.4%	19.0%	10.8%	21.4%	14.0%	22.6%	18.2%	27.3%	28.6%	18.7%	23.3%
	5 = Very High priority	18.6%	29.2%	23.3%	18.3%	23.5%	41.2%	14.3%	37.8%	19.4%	22.0%	27.4%	20.0%	20.5%	25.0%	20.7%	26.0%
	Other, don't know	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	1.5%	2.0%	1.2%	0.0%	0.0%	0.0%	2.0%	0.0%
	total low priority (1-2)	25.6%	18.8%	24.4%	25.4%	17.6%	17.6%	28.6%	21.6%	23.8%	22.0%	21.4%	27.3%	25.0%	17.9%	25.3%	20.7%
	total high priority (4-5)	41.9%	49.0%	44.4%	39.4%	58.8%	70.6%	33.3%	48.6%	40.8%	36.0%	50.0%	38.2%	47.7%	53.6%	39.3%	49.3%
	37. antique shops	1 = Very Low priority	20.9%	8.3%	21.1%	25.4%	11.8%	23.5%	19.0%	16.2%	18.4%	16.0%	14.3%	21.8%	27.3%	14.3%	20.7%
2		9.3%	17.7%	13.3%	11.3%	11.8%	17.6%	19.0%	8.1%	14.1%	12.0%	15.5%	20.0%	2.3%	17.9%	15.3%	12.0%
3		44.2%	36.5%	28.9%	22.5%	23.5%	23.5%	28.6%	29.7%	34.0%	36.0%	29.8%	25.5%	36.4%	32.1%	33.3%	30.7%
4		14.0%	19.8%	20.0%	21.1%	23.5%	17.6%	14.3%	29.7%	17.5%	14.0%	21.4%	14.5%	22.7%	17.9%	15.3%	23.3%
5 = Very High priority		11.6%	17.7%	16.7%	15.5%	29.4%	17.6%	19.0%	13.5%	15.0%	20.0%	17.9%	18.2%	11.4%	17.9%	13.3%	18.7%
Other, don't know		0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	2.7%	1.0%	2.0%	1.2%	0.0%	0.0%	0.0%	2.0%	0.0%
total low priority (1-2)		30.2%	26.0%	34.4%	36.6%	23.5%	41.2%	38.1%	24.3%	32.5%	28.0%	29.8%	41.8%	29.5%	32.1%	36.0%	27.3%
total high priority (4-5)		25.6%	37.5%	36.7%	36.6%	52.9%	35.3%	33.3%	43.2%	32.5%	34.0%	39.3%	32.7%	34.1%	35.7%	28.7%	42.0%
38. art galleries and shops		1 = Very Low priority	11.6%	9.4%	14.4%	14.1%	5.9%	29.4%	4.8%	10.8%	12.6%	12.0%	11.9%	10.9%	9.1%	14.3%	11.3%
	2	14.0%	12.5%	14.4%	9.9%	5.9%	5.9%	23.8%	13.5%	12.6%	18.0%	11.9%	12.7%	11.4%	10.7%	13.3%	12.0%
	3	32.6%	33.3%	27.8%	33.8%	17.6%	17.6%	42.9%	18.9%	34.5%	24.0%	27.4%	40.0%	36.4%	39.3%	37.3%	26.0%
	4	20.9%	17.7%	23.3%	26.8%	35.3%	23.5%	9.5%	32.4%	20.4%	22.0%	27.4%	16.4%	15.9%	21.4%	20.0%	24.0%
	5 = Very High priority	20.9%	27.1%	20.0%	14.1%	35.3%	23.5%	19.0%	24.3%	19.4%	24.0%	20.2%	20.0%	27.3%	14.3%	17.3%	24.7%
	Other, don't know	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.7%	0.0%
	total low priority (1-2)	25.6%	21.9%	28.9%	23.9%	11.8%	35.3%	28.6%	24.3%	25.2%	30.0%	23.8%	23.6%	20.5%	25.0%	24.7%	25.3%
	total high priority (4-5)	41.9%	44.8%	43.3%	40.8%	70.6%	47.1%	28.6%	56.8%	39.8%	46.0%	47.6%	36.4%	43.2%	35.7%	37.3%	48.7%
	39. coffee shop	1 = Very Low priority	18.6%	12.5%	11.1%	15.5%	5.9%	29.4%	14.3%	10.8%	13.6%	12.0%	13.1%	14.5%	18.2%	10.7%	14.0%
2		14.0%	12.5%	7.8%	9.9%	11.8%	5.9%	4.8%	8.1%	12.1%	12.0%	10.7%	18.2%	6.8%	3.6%	13.3%	8.0%
3		23.3%	26.0%	34.4%	22.5%	11.8%	5.9%	33.3%	29.7%	28.6%	30.0%	29.8%	23.6%	20.5%	32.1%	28.7%	26.0%
4		18.6%	21.9%	20.0%	25.4%	23.5%	23.5%	19.0%	16.2%	22.8%	20.0%	22.6%	14.5%	22.7%	28.6%	22.0%	21.3%
5 = Very High priority		25.6%	27.1%	26.7%	25.4%	47.1%	35.3%	28.6%	32.4%	22.8%	26.0%	23.8%	29.1%	31.8%	25.0%	21.3%	31.3%
Other, don't know		0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
total low priority (1-2)		32.6%	25.0%	18.9%	25.4%	17.6%	35.3%	19.0%	18.9%	25.7%	24.0%	23.8%	32.7%	25.0%	14.3%	27.3%	21.3%
total high priority (4-5)		44.2%	49.0%	46.7%	50.7%	70.6%	58.8%	47.6%	48.6%	45.6%	46.0%	46.4%	43.6%	54.5%	53.6%	43.3%	52.7%
40. farmer's market		1 = Very Low priority	9.3%	7.3%	8.9%	7.0%	0.0%	11.8%	9.5%	8.1%	8.3%	10.0%	8.3%	7.3%	6.8%	0.0%	10.7%
	2	14.0%	8.3%	5.6%	2.8%	5.9%	5.9%	9.5%	5.4%	7.3%	8.0%	9.5%	3.6%	6.8%	10.7%	7.3%	6.7%
	3	16.3%	19.8%	26.7%	23.9%	0.0%	17.6%	14.3%	24.3%	25.2%	28.0%	15.5%	24.3%	31.8%	7.1%	24.0%	20.7%
	4	37.2%	30.2%	25.6%	28.2%	41.2%	23.5%	28.6%	24.3%	30.1%	30.0%	39.3%	23.6%	31.8%	28.6%	28.0%	30.7%
	5 = Very High priority	23.3%	34.4%	32.2%	36.6%	52.9%	41.2%	33.3%	35.1%	29.1%	24.0%	27.4%	41.8%	22.7%	50.0%	28.7%	36.7%
	Other, don't know	0.0%	0.0%	1.1%	1.4%	0.0%	0.0%	4.8%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	1.3%	0.0%
	total low priority (1-2)	23.3%	15.6%	14.4%	9.9%	5.9%	17.6%	19.0%	13.5%	15.5%	18.0%	17.9%	10.9%	13.6%	10.7%	18.0%	12.0%
	total high priority (4-5)	60.5%	64.6%	57.8%	64.8%	94.1%	64.7%	61.9%	59.5%	59.2%	54.0%	66.7%	65.5%	54.5%	78.6%	56.7%	67.3%

Downtown Revitalization and Economic Assistance For Missouri
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Sikeston, Missouri

		Age Group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
41. clothing stores	1 = Very Low priority	9.3%	6.2%	5.6%	8.5%	11.8%	11.8%	4.8%	2.7%	7.3%	12.0%	6.0%	10.9%	2.3%	0.0%	8.0%	6.0%
	2	7.0%	7.3%	8.9%	2.8%	5.9%	11.8%	4.8%	0.0%	7.8%	10.0%	6.0%	12.7%	0.0%	0.0%	8.0%	5.3%
	3	27.9%	24.0%	23.3%	19.7%	17.6%	17.6%	33.3%	32.4%	21.8%	20.0%	22.6%	23.6%	43.2%	14.3%	32.7%	14.0%
	4	25.6%	25.0%	25.6%	23.9%	17.6%	29.4%	23.8%	29.7%	24.3%	28.0%	25.0%	23.6%	25.0%	21.4%	25.3%	24.7%
	5 = Very High priority	30.2%	37.5%	36.7%	43.7%	47.1%	29.4%	33.3%	35.1%	38.3%	30.0%	40.5%	29.1%	29.5%	64.3%	25.3%	50.0%
	Other, don't know	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
	total low priority (1-2)	16.3%	13.5%	14.4%	11.3%	17.6%	23.5%	9.5%	2.7%	15.0%	22.0%	11.9%	23.6%	2.3%	0.0%	16.0%	11.3%
	total high priority (4-5)	55.8%	62.5%	62.2%	67.6%	64.7%	58.8%	57.1%	64.9%	62.6%	58.0%	65.5%	52.7%	54.5%	85.7%	50.7%	74.7%
42. attractions aimed at teenagers such as an arcade or skating rink	1 = Very Low priority	9.3%	9.4%	15.6%	23.9%	11.8%	29.4%	4.8%	5.4%	16.5%	16.0%	13.1%	12.7%	20.5%	14.3%	14.7%	14.7%
	2	2.3%	12.5%	10.0%	4.2%	5.9%	0.0%	9.5%	21.6%	6.8%	8.0%	4.8%	3.6%	13.6%	21.4%	10.0%	6.7%
	3	14.0%	17.7%	17.8%	11.3%	23.5%	29.4%	19.0%	10.8%	14.1%	14.0%	10.7%	18.2%	20.5%	17.9%	20.0%	11.3%
	4	16.3%	19.8%	18.9%	21.1%	11.8%	0.0%	23.8%	21.6%	20.9%	8.0%	27.4%	21.8%	20.5%	14.3%	20.0%	18.7%
	5 = Very High priority	58.1%	40.6%	36.7%	38.0%	47.1%	41.2%	42.9%	40.5%	40.8%	52.0%	44.0%	41.8%	25.0%	32.1%	35.3%	47.3%
	Other, don't know	0.0%	0.0%	1.1%	1.4%	0.0%	0.0%	0.0%	0.0%	1.0%	2.0%	0.0%	1.8%	0.0%	0.0%	0.0%	1.3%
	total low priority (1-2)	11.6%	21.9%	25.6%	28.2%	17.6%	29.4%	14.3%	27.0%	23.3%	24.0%	17.9%	16.4%	34.1%	35.7%	24.7%	21.3%
	total high priority (4-5)	74.4%	60.4%	55.6%	59.2%	58.8%	41.2%	66.7%	62.2%	61.7%	60.0%	71.4%	63.6%	45.5%	46.4%	55.3%	66.0%
43. bars/nightclubs	1 = Very Low priority	32.6%	35.4%	53.3%	60.6%	47.1%	47.1%	42.9%	29.7%	49.5%	48.0%	45.2%	50.9%	43.2%	35.7%	44.0%	48.7%
	2	11.6%	26.0%	15.6%	4.2%	5.9%	11.8%	19.0%	24.3%	15.0%	20.0%	11.9%	18.2%	18.2%	21.4%	16.7%	14.7%
	3	34.9%	22.9%	18.9%	22.5%	23.5%	11.8%	28.6%	24.3%	23.8%	16.0%	25.0%	20.0%	29.5%	32.1%	23.3%	23.3%
	4	11.6%	11.5%	6.7%	2.8%	11.8%	17.6%	4.8%	13.5%	5.8%	4.0%	10.7%	5.5%	6.8%	10.7%	9.3%	6.7%
	5 = Very High priority	9.3%	4.2%	4.4%	7.0%	11.8%	11.8%	4.8%	5.4%	4.9%	12.0%	6.0%	5.5%	2.3%	0.0%	5.3%	6.0%
	Other, don't know	0.0%	0.0%	1.1%	2.8%	0.0%	0.0%	0.0%	2.7%	1.0%	0.0%	1.2%	0.0%	0.0%	0.0%	1.3%	0.7%
	total low priority (1-2)	44.2%	61.5%	68.9%	64.8%	52.9%	58.8%	61.9%	54.1%	64.6%	68.0%	57.1%	69.1%	61.4%	57.1%	60.7%	63.3%
	total high priority (4-5)	20.9%	15.6%	11.1%	9.9%	23.5%	29.4%	9.5%	18.9%	10.7%	16.0%	16.7%	10.9%	9.1%	10.7%	14.7%	12.7%
44. bookstore	1 = Very Low priority	9.3%	5.2%	10.0%	11.3%	0.0%	23.5%	9.5%	10.8%	7.8%	10.0%	8.3%	7.3%	9.1%	7.1%	9.3%	8.0%
	2	11.6%	6.2%	8.9%	8.5%	0.0%	5.9%	9.5%	8.1%	9.2%	14.0%	9.5%	10.9%	2.3%	10.7%	11.3%	5.3%
	3	27.9%	35.4%	27.8%	26.8%	11.8%	5.9%	33.3%	29.7%	33.0%	34.0%	26.2%	25.5%	43.2%	21.4%	34.0%	26.0%
	4	25.6%	29.2%	18.9%	28.2%	47.1%	23.5%	28.6%	24.3%	23.8%	20.0%	29.8%	23.6%	15.9%	25.0%	21.3%	29.3%
	5 = Very High priority	25.6%	24.0%	34.4%	22.5%	41.2%	41.2%	19.0%	24.3%	25.7%	22.0%	26.2%	32.7%	29.5%	35.7%	22.7%	31.3%
	Other, don't know	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	2.7%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%
	total low priority (1-2)	20.9%	11.5%	18.9%	19.7%	0.0%	29.4%	19.0%	18.9%	17.0%	24.0%	17.9%	18.2%	11.4%	17.9%	20.7%	13.3%
	total high priority (4-5)	51.2%	53.1%	53.3%	50.7%	88.2%	64.7%	47.6%	48.6%	49.5%	42.0%	56.0%	56.4%	45.5%	60.7%	44.0%	60.7%
45. movie theater	1 = Very Low priority	16.3%	8.3%	15.6%	19.7%	11.8%	11.8%	0.0%	13.5%	16.5%	12.0%	14.3%	25.5%	9.1%	7.1%	16.7%	12.0%
	2	7.0%	13.5%	12.2%	2.8%	5.9%	17.6%	9.5%	5.4%	10.2%	14.0%	7.1%	10.9%	13.6%	7.1%	10.7%	8.7%
	3	23.3%	14.6%	20.0%	21.1%	5.9%	11.8%	14.3%	21.6%	20.9%	22.0%	19.0%	14.5%	20.5%	17.9%	21.3%	16.7%
	4	16.3%	30.2%	16.7%	19.7%	29.4%	5.9%	38.1%	18.9%	21.4%	14.0%	25.0%	23.6%	22.7%	25.0%	22.7%	20.7%
	5 = Very High priority	37.2%	33.3%	35.6%	31.0%	47.1%	52.9%	38.1%	35.1%	38.0%	32.1%	23.6%	34.1%	42.9%	28.0%	40.0%	40.0%
	Other, don't know	0.0%	0.0%	0.0%	5.6%	0.0%	0.0%	0.0%	5.4%	1.0%	0.0%	2.4%	1.8%	0.0%	0.0%	0.7%	2.0%
	total low priority (1-2)	23.3%	21.9%	27.8%	22.5%	17.6%	29.4%	9.5%	18.9%	26.7%	26.0%	21.4%	36.4%	22.7%	14.3%	27.3%	20.7%
	total high priority (4-5)	53.5%	63.5%	52.2%	50.7%	76.5%	58.8%	76.2%	54.1%	51.5%	52.0%	57.1%	47.3%	56.8%	67.9%	50.7%	60.7%

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Sikeston, Missouri

		Age Group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
46. art supply and crafts store	1 = Very Low priority	18.6%	6.2%	13.3%	15.5%	11.8%	23.5%	14.3%	8.1%	12.1%	14.0%	10.7%	10.9%	13.6%	14.3%	12.7%	12.0%
	2	18.6%	7.3%	14.4%	9.9%	0.0%	11.8%	19.0%	10.8%	12.1%	16.0%	6.0%	16.4%	15.9%	10.7%	12.7%	10.7%
	3	25.6%	40.6%	31.1%	29.6%	35.3%	17.6%	42.9%	21.6%	35.4%	28.0%	33.3%	27.3%	45.5%	35.7%	36.0%	30.0%
	4	14.0%	26.0%	18.9%	22.5%	17.6%	23.5%	14.3%	27.0%	20.9%	14.0%	23.8%	27.3%	13.6%	14.3%	19.3%	23.3%
	5 = Very High priority	23.3%	19.8%	22.2%	21.1%	35.3%	23.5%	9.5%	29.7%	19.4%	28.0%	26.2%	18.2%	11.4%	25.0%	18.7%	24.0%
	Other, don't know	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
	total low priority (1-2)	37.2%	13.5%	27.8%	25.4%	11.8%	35.3%	33.3%	18.9%	24.3%	30.0%	16.7%	27.3%	29.5%	25.0%	25.3%	22.7%
	total high priority (4-5)	37.2%	45.8%	41.1%	43.7%	52.9%	47.1%	23.8%	56.8%	40.3%	42.0%	50.0%	45.5%	25.0%	39.3%	38.0%	47.3%
47. shoe store	1 = Very Low priority	9.3%	10.4%	12.2%	12.7%	11.8%	17.6%	14.3%	10.8%	10.7%	8.0%	13.1%	12.7%	9.1%	7.1%	10.7%	12.0%
	2	18.6%	11.5%	12.2%	8.5%	11.8%	5.9%	0.0%	21.6%	12.1%	12.0%	10.7%	21.8%	11.4%	3.6%	18.0%	6.0%
	3	30.2%	34.4%	26.7%	19.7%	29.4%	23.5%	38.1%	29.7%	27.2%	36.0%	31.0%	18.2%	27.3%	25.0%	33.3%	22.7%
	4	18.6%	19.8%	18.9%	22.5%	11.8%	23.5%	9.5%	24.3%	19.9%	12.0%	16.7%	18.2%	25.0%	32.1%	16.7%	23.3%
	5 = Very High priority	23.3%	24.0%	30.0%	35.2%	35.3%	29.4%	38.1%	13.5%	29.6%	32.0%	28.6%	27.3%	27.3%	32.1%	20.7%	36.0%
	Other, don't know	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	1.8%	0.0%	0.0%	0.7%	0.0%
	total low priority (1-2)	27.9%	21.9%	24.4%	21.1%	23.5%	23.5%	14.3%	32.4%	22.8%	20.0%	23.8%	34.5%	20.5%	10.7%	28.7%	18.0%
	total high priority (4-5)	41.9%	43.8%	48.9%	57.7%	47.1%	52.9%	47.6%	37.8%	49.5%	44.0%	45.2%	45.5%	52.3%	64.3%	37.3%	59.3%

		Age Group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
48. Of the items listed above, what business would you most like to see in downtown Sikeston?	Lodging such as hotel, motel or bed and breakfast	0.0%	1.0%	0.0%	0.0%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.7%
	Family or casual style dining	9.3%	12.5%	17.8%	8.5%	23.5%	11.8%	14.3%	8.1%	12.6%	8.0%	11.9%	12.7%	18.2%	14.3%	16.0%	9.3%
	Fine dining	9.3%	7.3%	8.9%	8.5%	5.9%	11.8%	4.8%	2.7%	9.7%	6.0%	6.0%	5.5%	9.1%	25.0%	8.7%	8.0%
	Outdoor dining	9.3%	4.2%	2.2%	1.4%	5.9%	0.0%	9.5%	10.8%	1.9%	4.0%	2.4%	3.6%	6.8%	7.1%	6.0%	1.3%
	Ice cream shop/soda fountain	4.7%	2.1%	2.2%	1.4%	0.0%	5.9%	0.0%	5.4%	1.9%	2.0%	4.8%	1.8%	0.0%	0.0%	3.3%	1.3%
	Upscale specialty shops	2.3%	4.2%	1.1%	2.8%	0.0%	5.9%	0.0%	2.7%	2.9%	4.0%	1.2%	3.6%	2.3%	3.6%	2.7%	2.7%
	Antique shops	0.0%	3.1%	2.2%	1.4%	0.0%	0.0%	4.8%	2.7%	1.9%	0.0%	3.6%	5.5%	0.0%	0.0%	1.3%	2.7%
	Art galleries and shops	4.7%	1.0%	2.2%	0.0%	5.9%	0.0%	0.0%	0.0%	1.9%	4.0%	1.2%	1.8%	2.3%	0.0%	2.0%	1.3%
	Coffee shop	2.3%	7.3%	4.4%	4.2%	5.9%	5.9%	9.5%	8.1%	3.9%	8.0%	2.4%	7.3%	4.5%	3.6%	4.7%	5.3%
	Farmer's market	0.0%	3.1%	0.0%	1.4%	0.0%	0.0%	0.0%	5.4%	1.0%	4.0%	1.2%	0.0%	2.3%	0.0%	2.0%	0.7%
	Clothing stores	7.0%	8.3%	13.3%	25.4%	11.8%	5.9%	9.5%	5.4%	16.5%	14.0%	14.3%	9.1%	20.5%	10.7%	7.3%	20.0%
	Arcade or skating rink or other attraction aimed at teenagers	20.9%	22.9%	11.1%	9.9%	17.6%	5.9%	28.6%	18.9%	15.0%	20.0%	15.5%	21.8%	9.1%	7.1%	17.3%	14.7%
	Bars/nightclubs	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Bookstore	11.6%	1.0%	7.8%	1.4%	5.9%	17.6%	4.8%	8.1%	2.9%	4.0%	3.6%	3.6%	6.8%	7.1%	2.7%	6.7%
	Movie theater	7.0%	7.3%	7.8%	2.8%	5.9%	17.6%	0.0%	5.4%	6.3%	2.0%	7.1%	7.3%	6.8%	7.1%	8.0%	4.7%
	Art supply and crafts store	0.0%	5.2%	5.6%	2.8%	0.0%	0.0%	4.8%	0.0%	4.9%	4.0%	3.6%	3.6%	2.3%	3.6%	3.3%	4.7%
Shoe store	0.0%	0.0%	1.1%	5.6%	0.0%	0.0%	4.8%	0.0%	1.9%	0.0%	5.5%	0.0%	3.6%	1.3%	2.0%	0.0%	
Other, don't know	11.6%	9.4%	12.2%	22.5%	5.9%	11.8%	4.8%	16.2%	14.6%	16.0%	21.4%	5.5%	9.1%	7.1%	13.3%	14.0%	

		Age Group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
49. adding green space	1 = Very Low priority	7.0%	7.3%	7.8%	15.5%	0.0%	17.6%	14.3%	8.1%	9.2%	6.0%	10.7%	7.3%	11.4%	10.7%	10.0%	8.7%
	2	14.0%	16.7%	7.8%	4.2%	5.9%	4.8%	10.8%	12.1%	8.0%	7.1%	10.9%	20.5%	14.3%	14.0%	7.3%	
	3	32.6%	25.0%	34.4%	28.2%	23.5%	11.8%	23.8%	29.7%	32.5%	28.0%	28.6%	36.4%	15.9%	35.7%	30.7%	28.7%
	4	16.3%	22.9%	21.1%	16.9%	17.6%	23.5%	19.0%	16.2%	20.4%	22.0%	19.0%	14.5%	27.3%	21.4%	20.7%	19.3%
	5 = Very High priority	27.9%	24.0%	27.8%	23.9%	47.1%	35.3%	33.3%	32.4%	20.9%	32.0%	27.4%	25.5%	20.5%	17.9%	22.0%	29.3%
	Other, don't know	2.3%	4.2%	1.1%	11.3%	5.9%	5.9%	4.8%	2.7%	4.9%	4.0%	7.1%	5.5%	4.5%	0.0%	2.7%	6.7%
	total low priority (1-2)	20.9%	24.0%	15.6%	19.7%	5.9%	23.5%	19.0%	18.9%	21.4%	14.0%	17.9%	18.2%	31.8%	25.0%	24.0%	16.0%
	total high priority (4-5)	44.2%	46.9%	48.9%	40.8%	64.7%	58.8%	52.4%	48.6%	41.3%	54.0%	46.4%	40.0%	47.7%	39.3%	42.7%	48.7%

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

Sikeston, Missouri

		Age Group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
50. improving lighting	1 = Very Low priority	2.3%	3.1%	4.4%	9.9%	5.9%	5.9%	4.8%	2.7%	5.3%	4.0%	9.5%	5.5%	2.3%	3.6%	6.0%	4.0%
	2	4.7%	5.2%	5.8%	2.8%	0.0%	0.0%	4.8%	2.7%	5.8%	8.0%	4.8%	1.8%	4.5%	7.1%	4.0%	5.3%
	3	11.6%	22.9%	23.3%	22.5%	23.5%	17.6%	23.8%	18.9%	21.8%	18.0%	19.0%	21.8%	22.7%	17.9%	26.7%	16.0%
	4	37.2%	31.2%	23.3%	22.5%	17.6%	23.5%	19.0%	24.3%	30.1%	26.0%	26.2%	25.5%	29.5%	25.0%	25.3%	30.0%
	5 = Very High priority	44.2%	34.4%	40.0%	36.6%	52.9%	52.9%	42.9%	51.4%	32.5%	40.0%	38.1%	41.8%	36.4%	42.9%	35.3%	40.7%
	Other, don't know	0.0%	3.1%	3.3%	5.6%	0.0%	0.0%	4.8%	0.0%	4.4%	4.0%	2.4%	3.6%	4.5%	3.6%	2.7%	4.0%
	total low priority (1-2)	7.0%	8.3%	10.0%	12.7%	5.9%	5.9%	9.5%	5.4%	11.2%	12.0%	14.3%	7.3%	6.8%	10.7%	10.0%	9.3%
	total high priority (4-5)	81.4%	65.6%	63.3%	59.2%	70.6%	76.5%	61.9%	75.7%	62.6%	66.0%	64.3%	67.3%	65.9%	67.9%	60.7%	70.7%
51. moving utilities underground	1 = Very Low priority	11.6%	6.2%	10.0%	9.9%	0.0%	11.8%	9.5%	5.4%	10.2%	8.0%	7.1%	5.5%	15.9%	17.9%	9.3%	8.7%
	2	7.0%	12.5%	5.8%	7.0%	23.5%	5.9%	0.0%	8.1%	8.3%	10.0%	6.0%	9.1%	14.3%	10.7%	6.0%	
	3	27.9%	18.8%	24.4%	18.3%	17.6%	23.5%	23.8%	24.3%	21.4%	14.0%	28.6%	18.2%	15.9%	25.0%	19.3%	24.0%
	4	11.6%	21.9%	23.3%	15.5%	11.8%	11.8%	19.0%	13.5%	21.4%	20.0%	16.7%	20.0%	25.0%	10.7%	21.3%	17.3%
	5 = Very High priority	41.9%	38.5%	36.7%	46.5%	47.1%	47.1%	42.9%	45.9%	37.9%	44.0%	40.5%	47.3%	34.1%	32.1%	38.7%	42.0%
	Other, don't know	0.0%	2.1%	0.0%	2.8%	0.0%	0.0%	4.8%	2.7%	1.0%	4.0%	1.2%	0.0%	0.0%	0.0%	0.7%	2.0%
	total low priority (1-2)	18.6%	18.8%	15.6%	16.9%	23.5%	17.6%	9.5%	13.5%	18.4%	18.0%	13.1%	14.5%	25.0%	32.1%	20.0%	14.7%
	total high priority (4-5)	53.5%	60.4%	60.0%	62.0%	58.8%	58.8%	61.9%	59.5%	59.2%	64.0%	57.1%	67.3%	59.1%	42.9%	60.0%	59.3%
52. adding new parking spaces or lots	1 = Very Low priority	7.0%	7.3%	17.8%	12.7%	11.8%	11.8%	9.5%	8.1%	12.6%	10.0%	16.7%	12.7%	11.4%	3.6%	14.7%	8.7%
	2	20.9%	18.8%	15.6%	8.5%	11.8%	17.6%	19.0%	21.6%	14.6%	16.0%	11.9%	16.4%	25.0%	21.4%	20.0%	11.3%
	3	32.6%	34.4%	35.6%	31.0%	29.4%	17.6%	38.1%	24.3%	36.9%	38.0%	27.4%	30.9%	29.5%	32.1%	30.0%	37.3%
	4	16.3%	19.8%	10.0%	22.5%	11.8%	23.5%	19.0%	16.2%	16.5%	10.0%	21.4%	18.2%	20.5%	10.7%	12.7%	21.3%
	5 = Very High priority	23.3%	19.8%	21.1%	25.4%	35.3%	29.4%	29.4%	29.7%	19.4%	26.0%	21.8%	21.8%	13.6%	32.1%	22.7%	21.3%
	Other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	total low priority (1-2)	27.9%	26.0%	33.3%	21.1%	23.5%	29.4%	28.6%	29.7%	27.2%	26.0%	28.6%	29.1%	36.4%	25.0%	34.7%	20.0%
	total high priority (4-5)	39.5%	39.6%	31.1%	47.9%	47.1%	52.9%	33.3%	45.9%	35.9%	36.0%	44.0%	40.0%	34.1%	42.9%	35.3%	42.7%
53. stricter code enforcement	1 = Very Low priority	16.3%	8.3%	10.0%	11.3%	17.6%	11.8%	14.3%	8.1%	10.2%	14.0%	14.3%	9.1%	11.4%	3.6%	13.3%	8.0%
	2	4.7%	16.7%	6.7%	8.5%	0.0%	11.8%	9.5%	10.8%	10.7%	10.0%	10.7%	3.6%	11.4%	14.3%	14.0%	6.0%
	3	14.0%	25.0%	24.4%	14.1%	11.8%	5.9%	23.8%	27.0%	21.4%	22.0%	13.1%	29.1%	22.7%	17.9%	22.0%	19.3%
	4	25.6%	22.9%	20.0%	25.4%	41.2%	17.6%	14.3%	16.2%	23.8%	22.0%	28.6%	25.5%	20.5%	17.9%	22.0%	24.0%
	5 = Very High priority	37.2%	27.1%	37.8%	36.6%	29.4%	52.9%	38.1%	37.8%	32.0%	30.0%	31.0%	30.9%	34.1%	46.4%	26.0%	42.0%
	Other, don't know	2.3%	0.0%	1.1%	4.2%	0.0%	0.0%	0.0%	0.0%	1.9%	2.0%	2.4%	1.8%	0.0%	0.0%	2.7%	0.7%
	total low priority (1-2)	20.9%	25.0%	16.7%	19.7%	17.6%	23.5%	23.8%	18.9%	20.9%	24.0%	25.0%	12.7%	22.7%	17.9%	27.3%	14.0%
	total high priority (4-5)	62.8%	50.0%	57.8%	62.0%	70.6%	70.6%	52.4%	54.1%	55.8%	52.0%	59.5%	56.4%	54.5%	64.3%	48.0%	66.0%
54. developing second-story residential space	1 = Very Low priority	14.0%	9.4%	15.6%	14.1%	11.8%	11.8%	9.5%	10.8%	14.1%	10.0%	10.7%	12.7%	15.9%	10.7%	14.7%	11.3%
	2	18.6%	14.6%	26.7%	21.1%	5.9%	11.8%	9.5%	18.9%	23.8%	22.0%	19.0%	21.8%	22.7%	21.4%	20.0%	20.7%
	3	14.0%	22.9%	26.7%	33.8%	29.4%	23.5%	28.6%	29.7%	24.3%	18.0%	25.0%	30.9%	20.5%	32.1%	26.0%	24.7%
	4	23.3%	27.1%	15.6%	12.7%	11.8%	29.4%	23.8%	16.2%	19.4%	22.0%	25.0%	14.5%	18.2%	14.3%	18.7%	20.7%
	5 = Very High priority	30.2%	24.0%	15.6%	15.5%	41.2%	23.5%	23.8%	21.6%	17.5%	26.0%	20.2%	20.0%	20.5%	21.4%	19.3%	21.3%
	Other, don't know	0.0%	2.1%	0.0%	2.8%	0.0%	0.0%	4.8%	2.7%	1.0%	2.0%	0.0%	0.0%	2.3%	0.0%	1.3%	1.3%
	total low priority (1-2)	32.6%	24.0%	42.2%	35.2%	17.6%	23.5%	19.0%	29.7%	37.9%	32.0%	29.8%	34.5%	38.6%	32.1%	34.7%	32.0%
	total high priority (4-5)	53.5%	51.0%	31.1%	28.2%	52.9%	52.9%	47.6%	37.8%	36.9%	48.0%	45.2%	34.5%	38.6%	35.7%	38.0%	42.0%

		Age Group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
55. making the area more pedestrian-friendly	1 = Very Low priority	7.0%	2.1%	6.7%	8.5%	0.0%	11.8%	4.8%	2.7%	6.3%	8.0%	6.0%	7.3%	2.3%	3.6%	4.7%	6.7%
	2	7.0%	4.2%	3.3%	5.6%	5.9%	0.0%	0.0%	2.7%	5.8%	8.0%	2.4%	5.5%	4.5%	7.1%	4.7%	4.7%
	3	20.9%	24.0%	21.1%	18.3%	23.5%	29.4%	19.0%	21.6%	20.9%	24.0%	17.9%	20.0%	27.3%	21.4%	24.7%	18.0%
	4	30.2%	27.1%	24.4%	19.7%	23.5%	11.8%	38.1%	21.6%	25.7%	14.0%	32.1%	16.4%	29.5%	28.6%	30.0%	20.0%
	5 = Very High priority	34.9%	42.7%	44.4%	47.9%	47.1%	47.1%	38.1%	51.4%	41.3%	46.0%	41.7%	50.9%	36.4%	39.3%	36.0%	50.7%
	Other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	total low priority (1-2)	14.0%	6.2%	10.0%	14.1%	5.9%	11.8%	4.8%	5.4%	12.1%	16.0%	8.3%	12.7%	6.8%	10.7%	9.3%	11.3%
	total high priority (4-5)	65.1%	69.8%	68.9%	67.6%	70.6%	58.8%	76.2%	73.0%	67.0%	60.0%	73.8%	67.3%	65.9%	67.9%	66.0%	70.7%
56. improving signage to help people find their way around	1 = Very Low priority	7.0%	5.2%	11.1%	7.0%	0.0%	5.9%	14.3%	8.1%	7.8%	4.0%	9.5%	5.5%	6.8%	7.1%	8.0%	7.3%
	2	11.6%	16.7%	6.7%	14.1%	11.8%	17.6%	4.8%	13.5%	12.6%	16.0%	10.7%	10.9%	20.5%	14.3%	15.3%	9.3%
	3	34.9%	27.1%	32.2%	32.4%	17.6%	29.4%	38.1%	21.6%	33.0%	32.0%	22.6%	32.7%	22.7%	42.9%	30.0%	32.0%
	4	20.9%	24.0%	25.6%	18.3%	17.6%	17.6%	23.8%	32.4%	21.4%	20.0%	29.8%	20.0%	22.7%	14.3%	25.3%	20.0%
	5 = Very High priority	25.6%	25.0%	24.4%	28.2%	52.9%	29.4%	14.3%	24.3%	24.8%	28.0%	27.4%	30.9%	25.0%	17.9%	20.7%	30.7%
	Other, don't know	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	0.5%	0.0%	0.0%	0.0%	2.3%	3.6%	0.7%	0.7%
	total low priority (1-2)	18.6%	21.9%	17.8%	21.1%	11.8%	23.5%	19.0%	21.6%	20.4%	20.0%	20.2%	16.4%	27.3%	21.4%	23.3%	16.7%
	total high priority (4-5)	46.5%	49.0%	50.0%	46.5%	70.6%	47.1%	38.1%	56.8%	46.1%	48.0%	57.1%	50.9%	47.7%	32.1%	46.0%	50.7%
57. improving building facades	1 = Very Low priority	2.3%	0.0%	2.2%	8.5%	0.0%	5.9%	0.0%	2.7%	3.4%	0.0%	7.1%	0.0%	4.5%	0.0%	3.3%	2.7%
	2	7.0%	3.1%	2.2%	5.6%	5.9%	0.0%	4.8%	5.4%	3.9%	4.0%	4.8%	5.5%	4.5%	0.0%	3.3%	4.7%
	3	23.3%	31.2%	20.0%	23.9%	11.8%	23.5%	19.0%	27.0%	26.7%	30.0%	23.8%	29.1%	20.5%	17.9%	32.7%	17.3%
	4	20.9%	22.9%	34.4%	23.9%	23.5%	11.8%	23.8%	13.5%	30.1%	26.0%	21.4%	23.6%	31.8%	32.1%	25.3%	27.3%
	5 = Very High priority	44.2%	41.7%	41.1%	35.2%	58.8%	58.8%	47.6%	48.6%	35.0%	40.0%	40.5%	41.8%	36.4%	50.0%	33.3%	47.3%
	Other, don't know	2.3%	1.0%	0.0%	2.8%	0.0%	0.0%	4.8%	2.7%	1.0%	0.0%	2.4%	0.0%	2.3%	0.0%	2.0%	0.7%
	total low priority (1-2)	9.3%	3.1%	4.4%	14.1%	5.9%	5.9%	4.8%	8.1%	7.3%	4.0%	11.9%	5.5%	9.1%	0.0%	6.7%	7.3%
	total high priority (4-5)	65.1%	64.6%	75.6%	59.2%	82.4%	70.6%	71.4%	62.2%	65.0%	66.0%	61.9%	65.5%	68.2%	82.1%	58.7%	74.7%
58. keeping streets and sidewalks cleaner	1 = Very Low priority	7.0%	6.2%	5.6%	8.5%	0.0%	11.8%	14.3%	2.7%	6.8%	6.0%	8.3%	9.1%	6.8%	0.0%	6.0%	7.3%
	2	14.0%	15.6%	5.6%	7.0%	5.9%	11.8%	19.0%	10.8%	9.7%	10.0%	13.1%	7.3%	15.9%	7.1%	13.3%	7.3%
	3	20.9%	18.8%	25.6%	14.1%	23.5%	17.6%	23.8%	13.5%	20.9%	16.0%	16.7%	20.0%	18.2%	32.1%	21.3%	18.7%
	4	14.0%	18.8%	23.3%	16.9%	17.6%	5.9%	9.5%	18.9%	20.9%	16.0%	17.9%	23.6%	9.1%	17.9%	18.7%	19.3%
	5 = Very High priority	44.2%	40.6%	38.9%	52.1%	52.9%	52.9%	33.3%	54.1%	40.8%	52.0%	42.9%	40.0%	50.0%	42.9%	40.0%	46.7%
	Other, don't know	0.0%	0.0%	1.1%	1.4%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.7%	0.7%
	total low priority (1-2)	20.9%	21.9%	11.1%	15.5%	5.9%	23.5%	33.3%	13.5%	16.5%	16.0%	21.4%	16.4%	22.7%	7.1%	19.3%	14.7%
	total high priority (4-5)	58.1%	59.4%	62.2%	69.0%	70.6%	58.8%	42.9%	73.0%	61.7%	68.0%	60.7%	63.6%	59.1%	60.7%	58.7%	66.0%
59. fixing and smoothing cobblestone streets	1 = Very Low priority	4.7%	12.5%	13.3%	11.3%	5.9%	11.8%	14.3%	10.8%	11.7%	12.0%	8.3%	14.5%	13.6%	10.7%	10.7%	12.0%
	2	11.6%	8.3%	6.7%	5.6%	17.6%	5.9%	9.5%	8.1%	6.8%	10.0%	6.0%	9.1%	4.5%	14.3%	10.0%	5.3%
	3	14.0%	15.6%	15.6%	14.1%	23.5%	5.9%	4.8%	13.5%	15.6%	22.0%	14.3%	14.5%	18.2%	10.7%	14.0%	16.0%
	4	23.3%	22.9%	12.2%	16.9%	5.9%	17.6%	9.5%	35.1%	17.5%	8.0%	23.8%	10.9%	22.7%	21.4%	20.7%	16.0%
	5 = Very High priority	46.5%	39.6%	51.1%	50.7%	47.1%	52.9%	61.9%	32.4%	46.4%	46.0%	46.4%	49.1%	40.9%	42.9%	42.7%	50.7%
	Other, don't know	0.0%	1.0%	1.1%	1.4%	0.0%	5.9%	0.0%	0.0%	1.0%	2.0%	1.2%	1.8%	0.0%	0.0%	2.0%	0.0%
	total low priority (1-2)	16.3%	20.8%	20.0%	16.9%	23.5%	17.6%	23.8%	18.9%	18.4%	22.0%	14.3%	23.6%	18.2%	25.0%	20.7%	17.3%
	total high priority (4-5)	69.8%	62.5%	63.3%	67.6%	52.9%	70.6%	71.4%	67.6%	64.1%	54.0%	70.2%	60.0%	63.6%	64.3%	63.3%	66.7%

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

Sikeston, Missouri

		Age Group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
60. having a trolley or train travel between Interstate 55 and downtown	1 = Very Low priority	27.9%	29.2%	28.9%	36.6%	11.8%	23.5%	28.6%	18.9%	35.4%	28.0%	31.0%	30.9%	34.1%	28.6%	34.7%	26.7%
	2	11.6%	10.4%	20.0%	14.1%	11.8%	5.9%	19.0%	16.2%	14.6%	12.0%	13.1%	7.3%	27.3%	21.4%	15.3%	13.3%
	3	23.3%	17.7%	18.9%	14.1%	11.8%	17.6%	19.0%	21.6%	17.5%	24.0%	14.3%	18.2%	9.1%	32.1%	16.0%	20.0%
	4	11.6%	17.7%	8.9%	11.3%	11.8%	17.6%	19.0%	16.2%	10.7%	6.0%	20.2%	14.5%	9.1%	0.0%	13.3%	12.0%
	5 = Very High priority	25.6%	22.9%	23.3%	14.1%	52.9%	29.4%	14.3%	24.3%	18.4%	26.0%	17.9%	25.5%	20.5%	17.9%	18.0%	24.7%
	Other, don't know	0.0%	2.1%	0.0%	9.9%	0.0%	5.9%	0.0%	2.7%	3.4%	4.0%	3.6%	3.6%	0.0%	0.0%	2.7%	3.3%
	total low priority (1-2)	39.5%	39.6%	48.9%	50.7%	23.5%	29.4%	47.6%	35.1%	50.0%	40.0%	44.0%	38.2%	61.4%	50.0%	50.0%	40.0%
total high priority (4-5)	37.2%	40.6%	32.2%	25.4%	64.7%	47.1%	33.3%	40.5%	29.1%	32.0%	38.1%	40.0%	29.5%	17.9%	31.3%	36.7%	

		Age Group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
62. There has been some discussion about developing second story living space in downtown Sikeston. Which of the following statements is closest to the way you feel?	Property owners should turn the second floors of their existing buildings into rental units.	39.5%	38.5%	25.6%	22.5%	41.2%	47.1%	47.6%	24.3%	28.2%	32.0%	34.5%	36.4%	29.5%	25.0%	30.7%	31.3%
	Property owners should turn the second floors of their existing buildings into condominiums.	18.6%	16.7%	17.8%	8.5%	17.6%	11.8%	23.8%	16.2%	14.6%	12.0%	14.3%	12.7%	11.4%	28.6%	15.3%	15.3%
	There is no need for second story living space downtown.	37.2%	36.5%	48.9%	63.4%	35.3%	41.2%	19.0%	45.9%	51.5%	52.0%	44.0%	43.6%	50.0%	39.3%	47.3%	46.0%
	Other/don't know	4.7%	8.3%	7.8%	5.6%	5.9%	0.0%	9.5%	13.5%	5.8%	4.0%	7.1%	7.3%	9.1%	7.1%	6.7%	7.3%

		Age Group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
63a. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Sikeston?	Local newspaper	25.6%	38.5%	36.7%	43.7%	41.2%	29.4%	19.0%	27.0%	40.8%	34.0%	40.5%	38.2%	40.9%	35.7%	34.0%	40.7%
	Television	2.3%	2.1%	1.1%	2.8%	0.0%	5.9%	4.8%	0.0%	1.9%	4.0%	3.6%	0.0%	0.0%	0.0%	1.3%	2.7%
	Radio	0.0%	0.0%	1.1%	1.4%	0.0%	5.9%	0.0%	0.0%	0.5%	0.0%	2.4%	0.0%	0.0%	0.0%	0.7%	0.7%
	Chamber of Commerce web site	7.0%	3.1%	4.4%	5.6%	5.9%	5.9%	9.5%	8.1%	3.4%	2.0%	7.1%	5.5%	2.3%	7.1%	5.3%	4.0%
	Word-of-mouth	16.3%	16.7%	12.2%	12.7%	23.5%	11.8%	19.0%	10.8%	14.1%	10.0%	10.7%	12.7%	25.0%	17.9%	13.3%	15.3%
	I live downtown	18.6%	9.4%	5.6%	5.6%	11.8%	11.8%	9.5%	16.2%	6.8%	12.0%	9.5%	10.9%	6.8%	0.0%	10.7%	6.7%
	Other [specify]	18.6%	19.8%	25.6%	9.9%	11.8%	11.8%	28.6%	21.6%	18.4%	16.0%	15.5%	16.4%	22.7%	28.6%	20.7%	17.3%
	No others/don't know	11.6%	10.4%	13.3%	18.3%	0.0%	17.6%	9.5%	16.2%	14.1%	22.0%	10.7%	16.4%	2.3%	10.7%	14.0%	12.7%

		Age Group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
63b. And what is your second most likely source of information?	Local newspaper	23.7%	26.7%	25.6%	15.5%	17.6%	35.7%	36.8%	25.8%	21.5%	17.9%	16.0%	28.3%	34.9%	32.0%	24.0%	22.9%
	Television	13.2%	8.1%	10.3%	15.5%	5.9%	7.1%	10.5%	9.7%	11.9%	25.6%	13.3%	13.0%	2.3%	0.0%	10.9%	11.5%
	Radio	2.6%	8.1%	7.7%	10.3%	0.0%	0.0%	5.3%	9.7%	9.0%	2.6%	14.7%	6.5%	2.3%	12.0%	10.1%	5.3%
	Chamber of Commerce web site	2.6%	1.2%	5.1%	1.7%	0.0%	7.1%	0.0%	3.2%	2.8%	7.7%	1.3%	0.0%	0.0%	12.0%	0.8%	4.6%
	Word-of-mouth	15.8%	31.4%	25.6%	31.0%	17.6%	21.4%	10.5%	32.3%	29.9%	20.5%	29.3%	19.6%	37.2%	20.0%	27.1%	27.5%
	I live downtown	2.6%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	2.6%	0.0%	2.2%	0.0%	0.0%	1.6%	0.0%
	Other [specify]	21.1%	10.5%	16.7%	8.6%	35.3%	21.4%	21.1%	6.5%	11.3%	15.4%	12.0%	15.2%	11.6%	16.0%	12.4%	14.5%
	No others/don't know	18.4%	14.0%	7.7%	17.2%	23.5%	7.1%	15.8%	12.9%	12.4%	7.7%	13.3%	15.2%	11.6%	8.0%	13.2%	13.7%

		Age Group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
64. How familiar are you with a state-sponsored program called the DREAM Initiative? Would you say you are very familiar, somewhat, not very or not at all familiar with the DREAM Initiative?	Very familiar	4.7%	2.1%	3.3%	1.4%	0.0%	5.9%	4.8%	0.0%	2.9%	2.0%	3.6%	0.0%	4.5%	7.1%	2.0%	3.3%
	Somewhat familiar	2.3%	11.5%	18.9%	9.9%	0.0%	11.8%	4.8%	8.1%	14.6%	6.0%	8.3%	10.9%	22.7%	28.6%	10.0%	14.0%
	Not very familiar	23.3%	15.6%	13.3%	18.3%	23.5%	5.9%	14.3%	24.3%	15.5%	14.0%	20.2%	9.1%	13.6%	17.9%	18.0%	15.3%
	Not at all familiar	69.8%	70.8%	64.4%	69.0%	76.5%	76.5%	76.2%	67.6%	66.5%	78.0%	66.7%	80.0%	59.1%	46.4%	70.0%	66.7%
	Other, don't know	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.7%
	very/somewhat familiar	7.0%	13.5%	22.2%	11.3%	0.0%	17.6%	9.5%	8.1%	17.5%	8.0%	11.9%	10.9%	27.3%	35.7%	12.0%	17.3%
	not very/not at all familiar	93.0%	86.5%	77.8%	87.3%	100.0%	82.4%	90.5%	91.9%	82.0%	92.0%	86.9%	89.1%	72.7%	64.3%	88.0%	82.0%

Downtown Revitalization and Economic Assistance For Missouri
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Sikeston, Missouri

		Age Group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
65. In which of the following age groups are you?	18-34	100.0%	0.0%	0.0%	0.0%	29.4%	35.3%	19.0%	18.9%	9.7%	18.0%	15.5%	14.5%	13.6%	17.9%	20.7%	8.0%
	35-49	0.0%	100.0%	0.0%	0.0%	35.3%	29.4%	57.1%	43.2%	27.2%	34.0%	33.3%	29.1%	38.6%	28.6%	33.3%	30.7%
	50-64	0.0%	0.0%	100.0%	0.0%	29.4%	23.5%	23.8%	29.7%	31.6%	24.0%	25.0%	27.3%	36.4%	42.9%	26.7%	33.3%
	65 or over	0.0%	0.0%	0.0%	100.0%	5.9%	11.8%	0.0%	8.1%	31.6%	24.0%	26.2%	29.1%	11.4%	10.7%	19.3%	28.0%
	Other, don't know, refused	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

		Age Group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
66. How long have you lived in the Sikeston area?	0-2 years	11.6%	6.2%	5.6%	1.4%	100.0%	0.0%	0.0%	0.0%	0.0%	8.0%	7.1%	10.9%	2.3%	0.0%	4.7%	6.7%
	3-5 years	14.0%	5.2%	4.4%	2.8%	0.0%	100.0%	0.0%	0.0%	0.0%	8.0%	4.8%	7.3%	4.5%	7.1%	6.0%	5.3%
	6-10 years	9.3%	12.5%	5.6%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	4.0%	3.6%	7.3%	11.4%	17.9%	7.3%	6.7%
	11-20 years	16.3%	16.7%	12.2%	4.2%	0.0%	0.0%	0.0%	100.0%	0.0%	10.0%	19.0%	3.6%	15.9%	3.6%	16.7%	8.0%
	More than 20 years	46.5%	58.3%	72.2%	91.5%	0.0%	0.0%	0.0%	0.0%	100.0%	70.0%	64.3%	70.9%	65.9%	71.4%	64.7%	72.7%
	Other, don't know	2.3%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.7%	0.7%

		Age Group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
67. For statistical purposes only, please indicate which of the following categories best fits your total household income for 2007. Just stop me when I get to your category.	Under \$25,000	20.9%	17.7%	13.3%	16.9%	23.5%	23.5%	9.5%	13.5%	17.0%	100.0%	0.0%	0.0%	0.0%	0.0%	16.7%	16.7%
	\$25,000 to \$49,999	30.2%	29.2%	23.3%	31.0%	35.3%	23.5%	14.3%	43.2%	26.2%	0.0%	100.0%	0.0%	0.0%	0.0%	28.7%	27.3%
	\$50,000 to \$74,999	18.6%	16.7%	16.7%	22.5%	35.3%	23.5%	19.0%	5.4%	18.9%	0.0%	0.0%	100.0%	0.0%	0.0%	22.7%	14.0%
	\$75,000 to \$99,999	14.0%	17.7%	17.8%	7.0%	5.9%	11.8%	23.8%	18.9%	14.1%	0.0%	0.0%	0.0%	100.0%	0.0%	15.3%	14.0%
	\$100,000 or more	11.6%	8.3%	13.3%	4.2%	0.0%	11.8%	23.8%	2.7%	9.7%	0.0%	0.0%	0.0%	0.0%	100.0%	8.7%	10.0%
	Other, don't know, refused	4.7%	10.4%	15.6%	18.3%	0.0%	5.9%	9.5%	16.2%	14.1%	0.0%	0.0%	0.0%	0.0%	0.0%	8.0%	18.0%

		Age Group				Length of residence					Household income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
68. Gender	Male	72.1%	52.1%	44.4%	40.8%	41.2%	52.9%	52.4%	67.6%	47.1%	50.0%	51.2%	61.8%	52.3%	46.4%	100.0%	0.0%
	Female	27.9%	47.9%	55.6%	59.2%	58.8%	47.1%	47.6%	32.4%	52.9%	50.0%	48.8%	38.2%	47.7%	53.6%	0.0%	100.0%