

DOWNTOWN
REVITALIZATION &
ECONOMIC
ASSISTANCE FOR
MISSOURI

OCTOBER 2009

VISITOR SURVEY REPORT

FINAL SURVEY FINDINGS
AND RESULTS

Sikeston, Missouri



PGA



DOWNTOWN
REVITALIZATION &
ECONOMIC
ASSISTANCE FOR
MISSOURI

OCTOBER 2009

Sikeston, Missouri

ACKNOWLEDGMENTS



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



PLANNING CONSULTANT



This Page Intentionally Left Blank

TABLE OF CONTENTS

<u>SECTION</u>	<u>PAGE</u>
I. EXECUTIVE SUMMARY	1
A. Visiting Downtown Sikeston.....	1
B. Activities On This Visit To Downtown	1
C. Using Downtown Sikeston.....	2
D. Additions And Improvements To Downtown Sikeston	2
E. Respondent Profile	3
II. OVERVIEW OF DATA	5
III. RESPONSES TO OPEN-ENDED QUESTIONS	17
IV. VISITOR BAR CHARTS.....	19
V. QUESTIONNAIRE.....	37
VI. CROSS TABULATION	41

This Page Intentionally Left Blank

SECTION I

EXECUTIVE SUMMARY

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

One hundred and eighty-seven (187) interviews were completed from various zip codes outside of Sikeston. Residents living in the 63801 zip code were excluded from taking the survey.

A. VISITING DOWNTOWN SIKESTON

Respondents were asked several questions about Downtown Sikeston. They were first asked the main purpose of their current visit to Downtown Sikeston. Nearly half of all respondents (48.4%) indicated that their main purpose for visiting Downtown that day was for "shopping." Much smaller percentages answered "visiting family/friends" (16.7%), "business" (8.6%), "special Event" (7%), "dining" (7%) and "church" (7%) while 6.5% of respondents answered "other" as their main purpose.

More than eight in ten (84.4%) respondents said that they had visited Downtown Sikeston before, although most said that they do not come Downtown on a regular basis. A plurality of respondents (17.2%) reported visiting Downtown "one to five times per month," while 11.5% said that they come Downtown "more than five times a month." Larger percentages said that they come Downtown "more than once a year but less than once a month" (41.4%) or "once a year or less" (26.8%).

B. ACTIVITIES ON THIS VISIT TO DOWNTOWN

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

- Shopping (71.2%)
- Dining (60.7%)

Smaller percentages of respondents reported:

- Attend a special event (27.2%)
- Conduct business (20.8%)
- Shopping (33.5%)
- Going to church (16.3%)
- Nightlife/entertainment (15.4%)
- Government/Post Office (13.3%)
- Live theater (3.3%)

When asked to indicate the “top two reasons [they] most often visit Downtown Sikeston,” significant percentages answered “shopping” (64.0%) and dining (41.4%) as one of their top two reasons for visiting Downtown. Smaller percentages answered “special event” (20.4%) and “conducting business” (12.4%). One in ten (10.2%) respondents indicated that “this is my first visit to Downtown Sikeston.”

Most (78.5%) respondents indicated that they were not staying overnight in Sikeston on this visit. Of the respondents who were staying overnight, a plurality (57.5%) responded that they were staying with family or friends in Sikeston, and two out of five responded that they were staying at a hotel, motel or bed and breakfast (40.0%).

Over one-third of respondents (34.1%) said they would spend between \$50 and \$99 on this visit to Downtown excluding lodging, and an additional 24.9% said they would spend less than \$50. One in four said they would spend over \$100 (27%).

Respondents were also asked whether “any children under the age of 18” came with them on this visit to Downtown. More than three in five (64.5%) said that a child under the age of 18 had *not* accompanied them on this visit Downtown, while 32.3% did have a child with them on this visit.

C. USING DOWNTOWN SIKESTON

Respondents were asked about the ease and convenience of Downtown Sikeston. More than eight in ten respondents (82.2%) said that it was “very” or “somewhat” easy to find your way around Downtown. Three out of four (74.2%) respondents said that parking Downtown is “very” or “somewhat” convenient and 73.0% indicated that Downtown business hours are “very” or “somewhat” convenient.

When asked about how safe they feel in Downtown Sikeston both during the day and at night, 85.9% answered they feel safe *during the day* “most of the time” or “all of the time” with only 2.7% answering that they felt unsafe “some of the time” and no respondents indicating they felt unsafe “all of the time.” One in ten (11.4%) answered “I don’t know.” In response to how safe they felt *at night*, 34.4% felt safe “most of the time,” 22.6% felt safe “all of the time,” 11.3% felt unsafe “some of the time,” and only 2.7% indicated that they did not “feel safe at all.” Three in ten respondents replied, “I don’t know.”

D. ADDITIONS AND IMPROVEMENTS TO DOWNTOWN SIKESTON

When asked “what kinds of restaurants or entertainment opportunities” would make them more likely to visit Downtown Sikeston, a plurality of respondents cited one item¹: family restaurants (49.1%).

Smaller percentages cited:

- Outdoor dining (18.3%)
- Special events (16%)
- Fine dining (14.9%)
- Bars/nightlife (13.7%)
- Bands/live concerts/outdoor music events (13.1%)

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

- Movie theater (10.3%)
- Family events (9.7%)
- Children's activities/attractions (8%)
- Skating rink (5.7%)
- Arts galleries/events (5.1%)
- Game room/arcade/pool room (2.9%)
- Activities for teenagers (2.3%)

Respondents were also asked "what kinds of businesses would make [them] more likely to visit Downtown Sikeston." Interviewers recorded respondents' first two responses to this question. Significant percentages cited:

- Clothing stores (30.8%)
- More shops (in general) (27.6%)
- Farmer's market (15.4%)
- Bookstore (14.7%)
- Antique shops (13.5%)
- Shoe store (13.5%)
- Coffee shop/Internet café (12.8%)

Survey participants were also asked, "what other physical improvements" they believed "would make Downtown Sikeston more appealing." Again, interviewers recorded the first two responses to this question. The most frequent response was, "Renovation of historic buildings" (33.3%). "Better maintained buildings" (23.7%), "Cleaner" (21.2%), "Public restrooms" (20.5%) and "fix/smooth cobblestone streets" (17.3%), were responses given by somewhat smaller percentages.

E. RESPONDENT PROFILE

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

- Retail/boutique shopping (62.5%)

Smaller percentages practiced the following hobbies:

- Fine dining (45.9%)
- Antique shopping (43.8%)
- Walking/hiking (42.9%)
- Camping (38.1%)
- Hunting/fishing (31.7%)
- Biking (20.8%)
- Golfing (20.5%)

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

This Page Intentionally Left Blank

SECTION II

OVERVIEW OF DATA

The Visitor Survey was conducted to develop a clear understanding of the perception of Downtown Sikeston held by visitors. The survey was conducted in the fall and winter of 2008. The data charts list the question and detail answers.

The purpose of the survey was to learn of visitors' perceptions and use of Downtown Sikeston. The overview of data lists the questions and a summary of the answers. This data is also listed and illustrated in the Visitor Bar Charts (Section IV) and in the Cross Tabulations Charts (Section VI).

The responses to open-ended questions are listed in Section III and the actual survey is listed in Section V.

The following overview lists the questions as they were asked:

	%
Shopping	48.4%
Visiting family/friends	16.7%
Business	8.6%
Special event (specify in space below)	7.0%
Dining	7.0%
Other (Please specify below)	6.5%
Church	4.8%
Government/Post Office	.5%
Live theater	.5%

	%
3. Are you staying overnight in Sikeston? Yes	21.5%
No (SKIP to QUESTION 5)	78.5%

		%
4. Where are you staying overnight in Sikeston?	With family or friends	57.5%
	Hotel/motel/bed and breakfast in Sikeston area	40.0%
	Other (Please specify below)	2.5%
	Campground/RV park	.0%

		%
5. Have you visited Sikeston before today?	Yes	84.4%
	No (SKIP to QUESTION 7)	15.6%

		%
6. How often do you visit Downtown Sikeston?	Once a year or less	26.8%
	More than once a year but less than once a month	41.4%
	One to five times per month	17.2%
	More than 5 times a month	11.5%
	Other (Please specify below)	3.2%

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

	Yes	No	I don't know
	%	%	%
7b) Shopping	71.2%	23.9%	4.9%
7c) Dining	60.7%	36.6%	2.7%
7a) Special event	27.2%	67.4%	5.4%
7f) Conducting business	20.8%	75.4%	3.8%
7e) Going to church	16.3%	81.0%	2.7%
7d) Nightlife/entertainment	15.4%	78.0%	6.6%
7g) Government/Post Office	13.3%	82.3%	4.4%
7h) Live theater	3.3%	91.8%	4.9%

	%
Shopping	64.0%
Dining	41.4%
Special event	20.4%
Conducting business	12.4%
8. What are the top two reasons you most often visit Downtown Sikeston?	
This is my first visit to Downtown Sikeston	10.2%
Going to church	8.6%
Nightlife/entertainment	2.7%
Other (please specify)	6.5%
Government/Post Office	5.4%

		%
9. How easy would you say it is to find your way around Downtown?	Very easy	56.8%
	Somewhat easy	25.4%
	Somewhat difficult	6.5%
	Very difficult	1.1%
	I don't know	10.3%
	Very/somewhat easy	82.2%
	Very/somewhat difficult	7.6%

		%
10. How convenient would you say that parking is Downtown?	Very convenient	37.1%
	Somewhat convenient	37.1%
	Somewhat inconvenient	14.5%
	Very inconvenient	.5%
	I don't know	10.8%
	Very/somewhat convenient	74.2%
	Very/somewhat inconvenient	15.1%

		%
11. How convenient would you say that the hours of Downtown businesses are?	Very convenient	35.1%
	Somewhat convenient	37.8%
	Somewhat inconvenient	9.2%
	Very inconvenient	1.6%
	I don't know	16.2%
	Very/somewhat convenient	73.0%
	Very/somewhat inconvenient	10.8%

		%
12. How safe would you say you feel in Downtown Sikeston during the day?	Feel very safe all of the time	55.1%
	Feel safe most of the time	30.8%
	Do not feel safe at all	.0%
	Feel unsafe some of the time	2.7%
	I don't know	11.4%
	Feel safe most/all of the time	85.9%
	Feel unsafe some/all of the time	2.7%

		%
13. How safe would you say you feel in Downtown Sikeston at night?	Feel very safe all of the time	22.6%
	Feel safe most of the time	34.4%
	Do not feel safe at all	2.7%
	Feel unsafe some of the time	11.3%
	I don't know	29.0%
	Feel safe most/all of the time	57.0%
	Feel unsafe some/all of the time	14.0%

	%
	49.1%
	18.3%
	16.0%
	14.9%
	13.7%
	13.1%
14. What kinds of restaurants	
or entertainment	
opportunities would make	
you more likely to visit	
Downtown Sikeston?	
	10.3%
	9.7%
	8.0%
	5.7%
	5.1%
	2.9%
	2.9%
	2.3%

	%
Clothing stores	30.8%
More shops (in general)	27.6%
Farmer's market	15.4%
Bookstore	14.7%
Shoe store	13.5%
Antique shops	13.5%
Coffee shop/Internet cafe	12.8%
Specialty/upscale shops	9.0%
Other (please specify below)	7.7%
Soda fountain/Ice cream shop	7.7%
Art galleries/shops	5.1%
Art supply/craft store	5.1%
Candy store	3.8%
Bed and breakfasts/lodging	3.8%

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

	%
Renovation of historic buildings	33.3%
Better maintained buildings	23.7%
Cleaner	21.2%
Public restrooms	20.5%
Fix/smooth cobblestone streets	17.3%
16. What other physical improvements do you think would make Downtown Sikeston more appealing?	
More/better lighting	10.9%
Paint buildings	9.6%
More/better parking	7.1%
Benches/more greenspace	7.1%
Trolley/train to and from Downtown	5.8%
Better signage	4.5%
Other (please specify below)	4.5%
New/better sidewalks	3.8%
Remove facades	1.3%

	%	
	less than \$50	24.9%
17. Excluding lodging, how much money are you likely to spend in Downtown Sikeston during this visit?	\$50 - \$99	34.1%
	\$100 - \$199	21.1%
	\$200 or more	5.9%
	Other/don't know	14.1%

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

	Yes	No	I don't know
18a) Retail/boutique shopping	62.5%	35.9%	1.6%
18g) Fine dining	45.9%	51.4%	2.7%
18d) Antique shopping	43.8%	53.5%	2.7%
18f) Walking/hiking	42.9%	56.0%	1.1%
18c) Camping	38.1%	60.2%	1.7%
18e) Hunting/fishing	31.7%	65.6%	2.7%
18b) Biking	20.8%	77.6%	1.6%
18h) Golf	20.5%	77.3%	2.2%

	%
18-34	32.3%
19. In which of the following age groups are you?	
35-49	32.3%
50-64	26.3%
65 or over	9.1%

	%
20. Did any children under the age of 18 come with you Downtown?	
Yes	32.3%
No	64.5%
Other, don't know	3.2%

	%
Under \$25,000	14.0%
\$25,000 to \$49,999	33.9%
21. Which category that best describes your annual household income?	
\$50,000 to \$74,999	22.6%
\$75,000 to \$99,999	5.4%
\$100,000 or more	6.5%
Other, don't know, refused	17.7%

	%
22. Gender	
Male	38.2%
Female	61.8%

Zip codes of respondents who participated in the Visitor Survey: The following tables list the zip codes of respondents who participated in the visitor survey. Frequently, there were numerous respondents from the same zip code, especially for areas near Sikeston, such as 63701 & 63703 – Cape Girardeau, Missouri.

The greatest number of visitors came from the Cape Girardeau area (17.1%). Rounding out the top five, visitor home addresses were as follows:

Charleston, MO	5.3%
Essex, MO	5.3%
Jackson, MO	4.8%
Poplar Bluff, MO	4.8%

A total of 187 surveys were conducted, from 68 different zip codes across the country. There were 33 different zip codes for respondents who live less than 75 miles from Sikeston. Survey respondents living beyond 75 miles from Sikeston, came from 35 different zip codes.

Zip codes, less than 75 miles from Sikeston

Zip Code	City	State
62914	Cairo	IL
62970	Olmsted	MO
63701	Cape Girardeau	MO
63703	Cape Girardeau	MO
63730	Advance	MO
63736	Benton	MO
63742	Commerce	MO
63755	Jackson	MO
63766	Millersville	MO
63767	Morley	MO
63771	Oran	MO
63780	Scott City	MO
63823	Bertrand	MO
63824	Blodgett	MO
63825	Bloomfield	MO
63828	Canalou	MO
63834	Charleston	MO
63839	Cooter	MO
63841	Dexter	MO
63845	East Prarie	MO
63846	Essex	MO
63862	Lilbourn	MO
63863	Malden	MO
63866	Martson	MO
63867	Mathews	MO
63868	Morehouse	MO
63869	New Madrid	MO
63870	Parma	MO
63873	Portageville	MO
63879	Wardell	MO
63901	Poplar Bluff	MO
63961	Qulin	MO
64771	Moundville	MO

Zip Codes, more than 75 miles from Sikeston

Zip code	City	State
30306	Atlanta	GA
34239	Sarasota	FL
35634	Florence	AL
37030	Carthage	TN
38114	Memphis	TN
38301	Jackson	TN
42056	La Center	KY
42101	Bowling Green	KY
42103	Bowling Green	KY
42303	Owensboro	KY
49323	Dorr	MI
53182	Union Grove	WI
60628	Chicago	IL
61603	Peoria	IL
62025	Edwardsville	IL
62040	Granite City	IL
62052	Jerseyville	IL
62801	Centralia	IL
62919	Cave In Rock	IL
62959	Marion	IL
63021	Ballwin	MO
63031	Florissant	MO
63033	Florissant	MO
63044	Bridgeton	MO
63050	Hillsboro	MO
63069	Pacific	MO
63114	Saint Louis	MO
63115	Saint Louis	MO
63135	Saint Louis	MO
63138	Saint Louis	MO
63144	Saint Louis	MO
63301	Saint Charles	MO
71801	Hope	AR
75604	Longview	TX
94107	San Francisco	CA

This Page Intentionally Left Blank

SECTION III

RESPONSES TO OPEN-ENDED QUESTIONS

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

Trike rally (2)
Passing thru (2)
Just moved into town
Car show
Traveling - Site Seeing
Rodeo
Fair
Eating at Lamberts
For the fair
Former resident

4a. Where are you staying overnight in Sikeston?

Temp. house while house hunting

6a. How often do you visit Downtown Sikeston?

New residents
Only visited once
Eating and Shopping
Six times a week
High school reunion

8a. What are the top two reason you most often visit Downtown Sikeston?

Family (4)
Visit friends (3)
New job
Golf
Former resident
Trike rally

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

Christian events
None- there for business only
Festivals/ fairs

15a. What other kinds of businesses do you think would make you more likely to visit Downtown Sikeston?

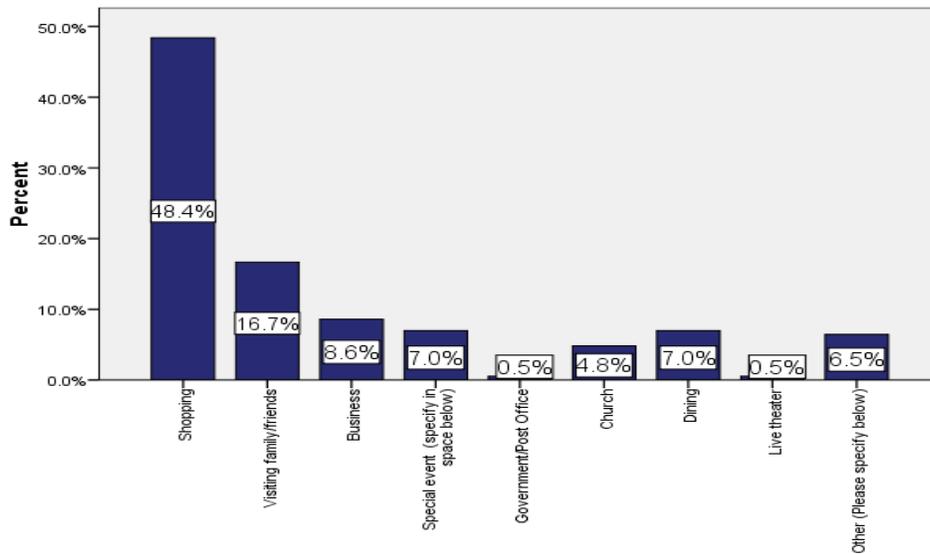
Flea market (2)
Music store (2)
None
More food places
Bars
New restaurants
Public pool
Nail salon & bakery

16a. What other physical improvements do you think would make Downtown Sikeston more appealing?

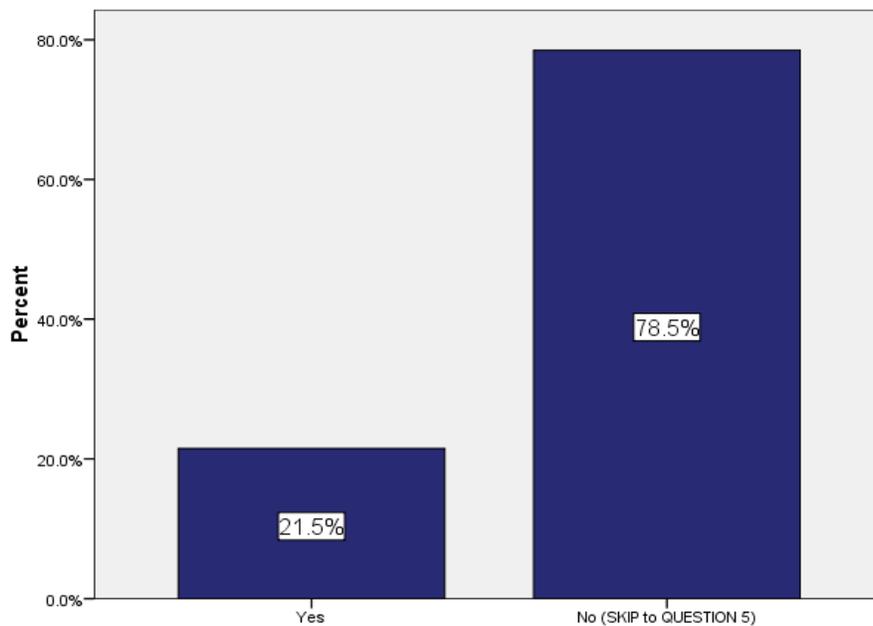
Fine as is
Rental properties
Sporting goods
Remove "new" facades and restore Front Street
None
None
Don't know

SECTION IV

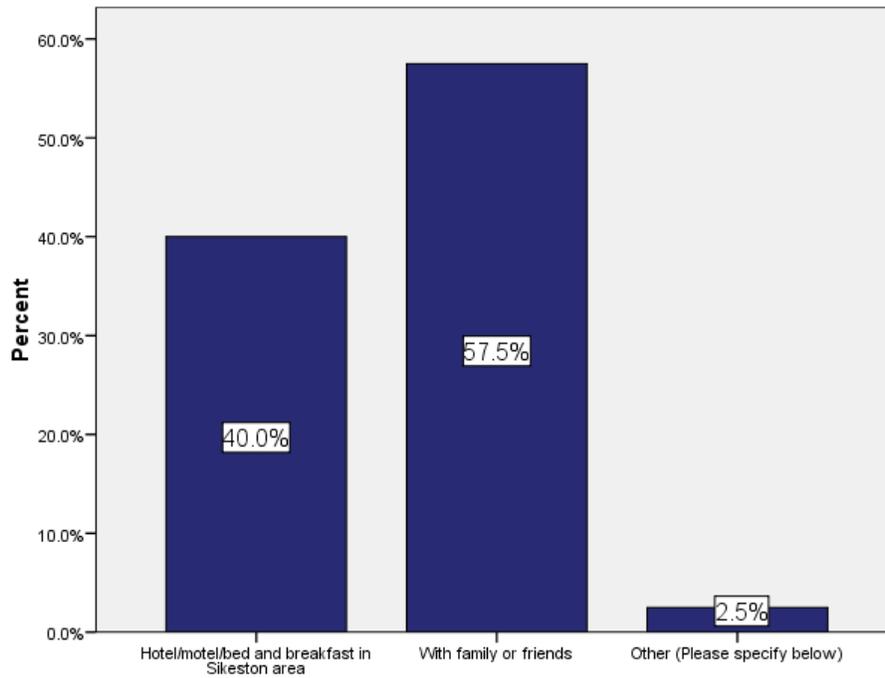
VISITOR BAR CHARTS



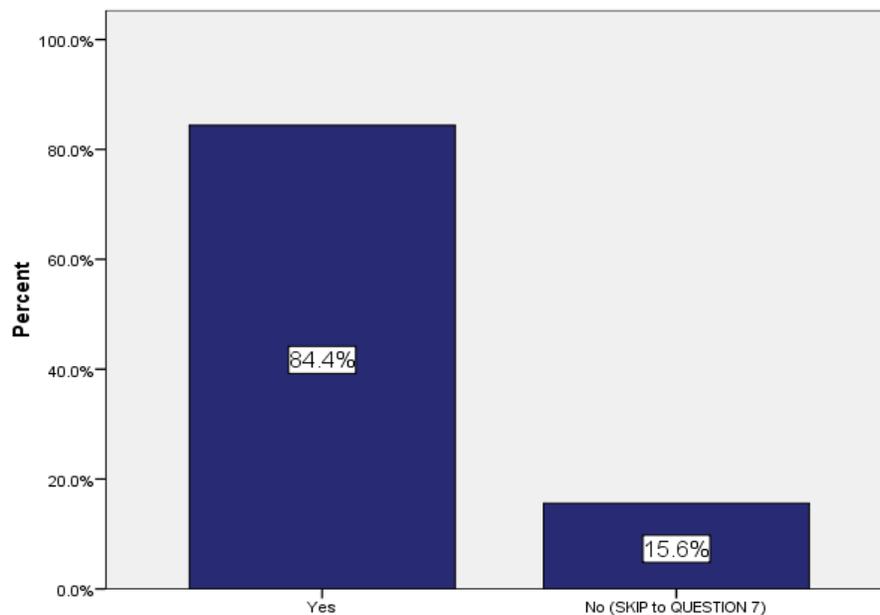
2. What is the main purpose of your visit to downtown Sikeston today?



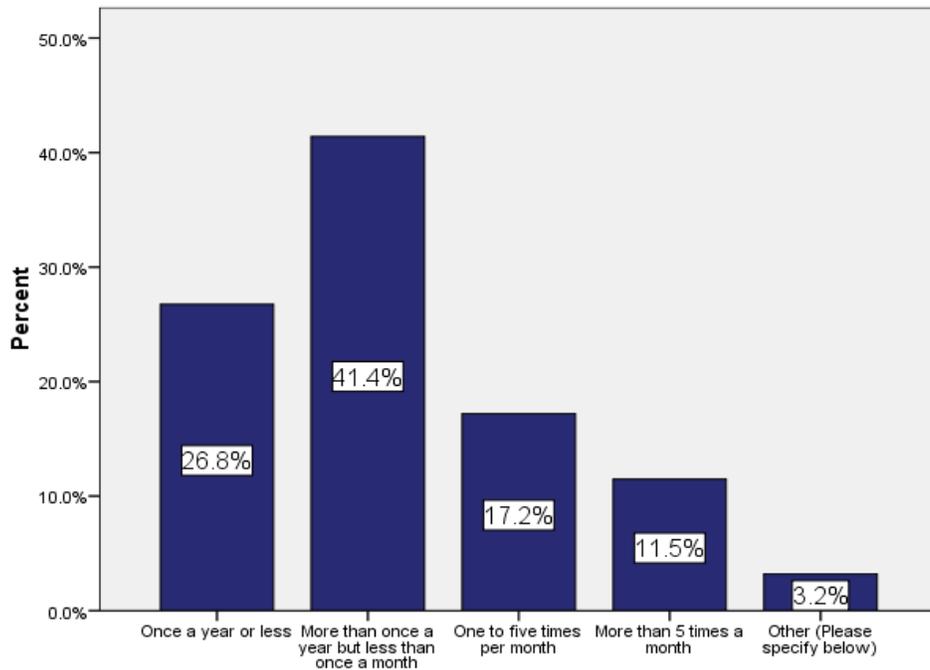
3. Are you staying overnight in Sikeston?



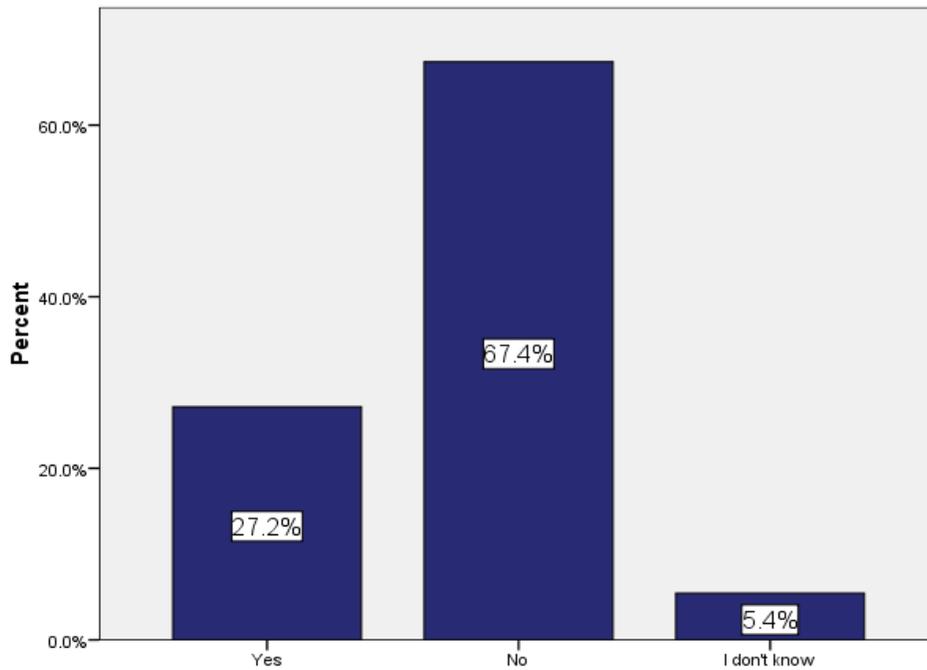
4. Where are you staying overnight in Sikeston?



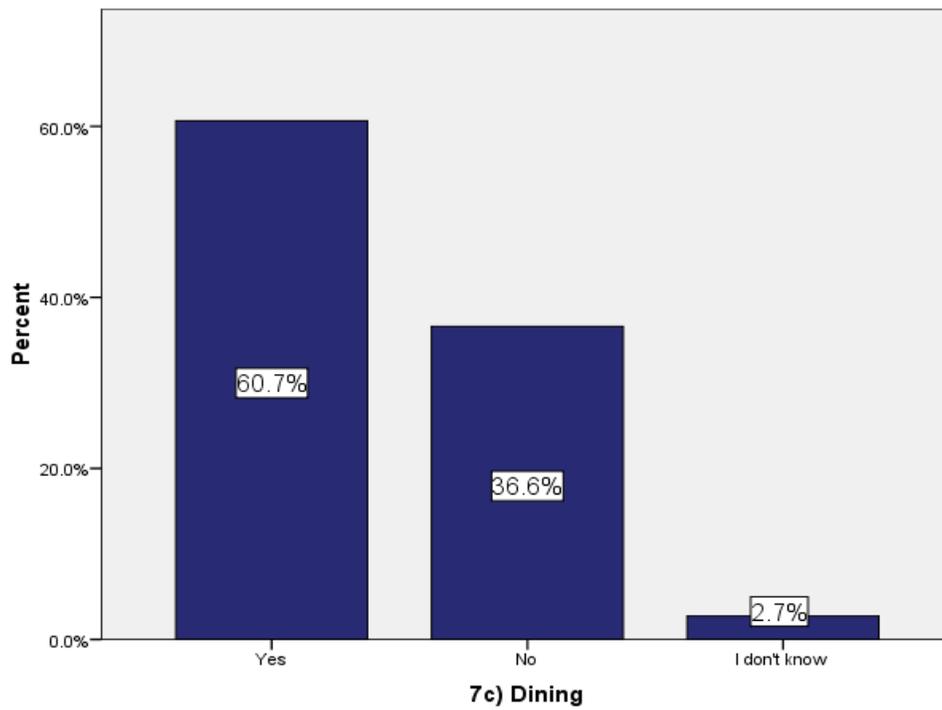
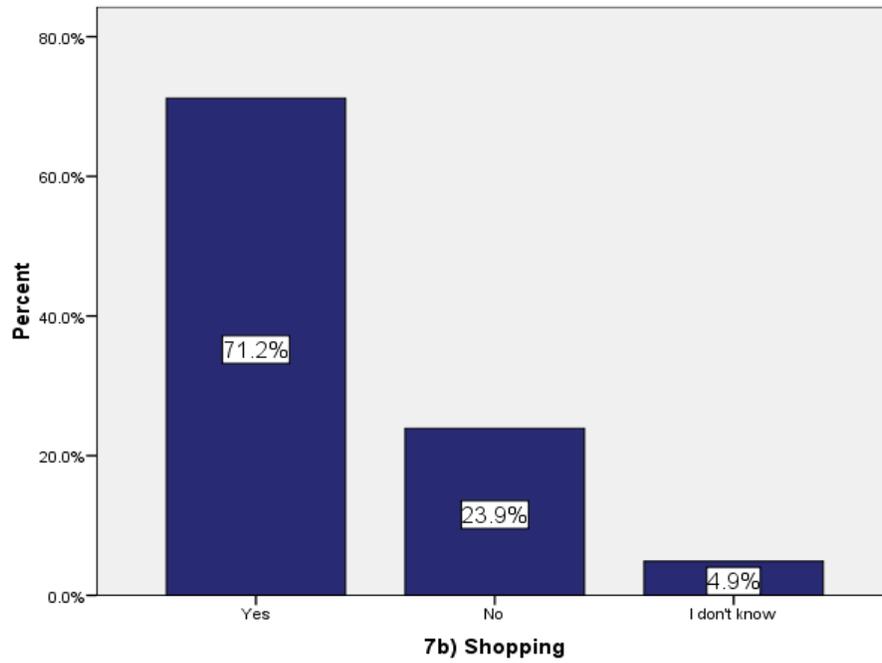
5. Have you visited Sikeston before today?

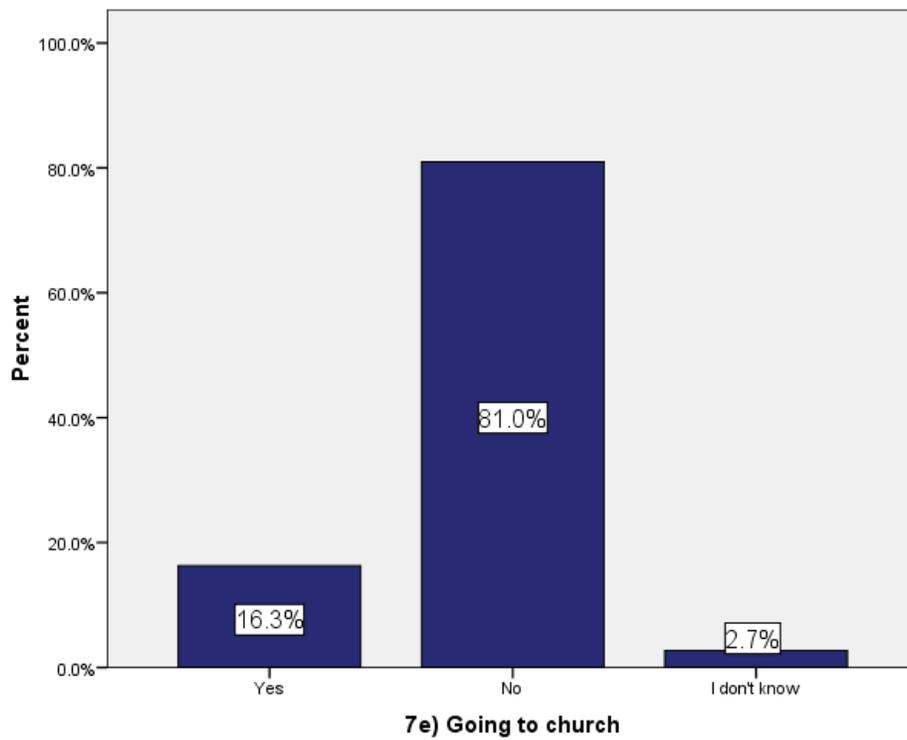
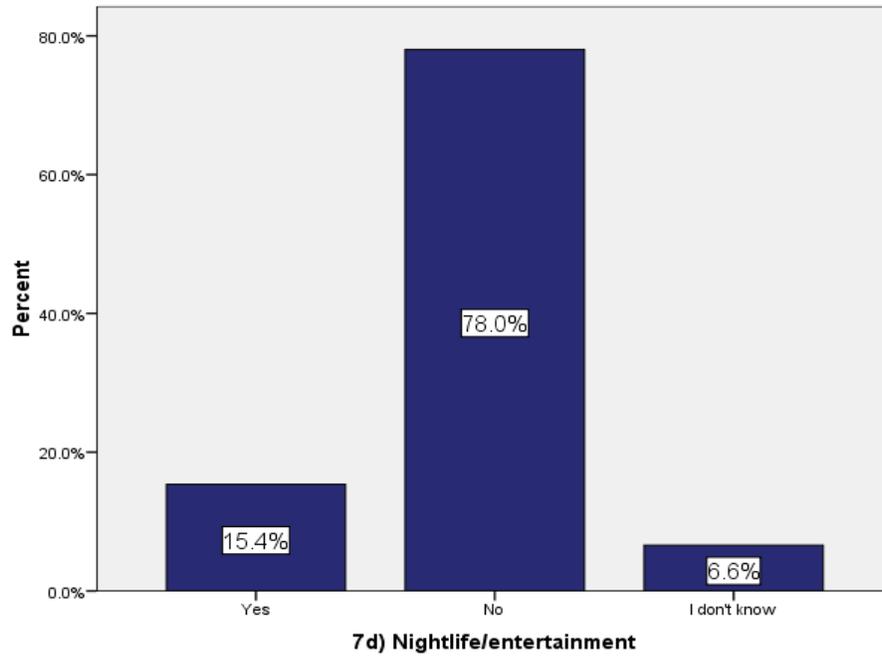


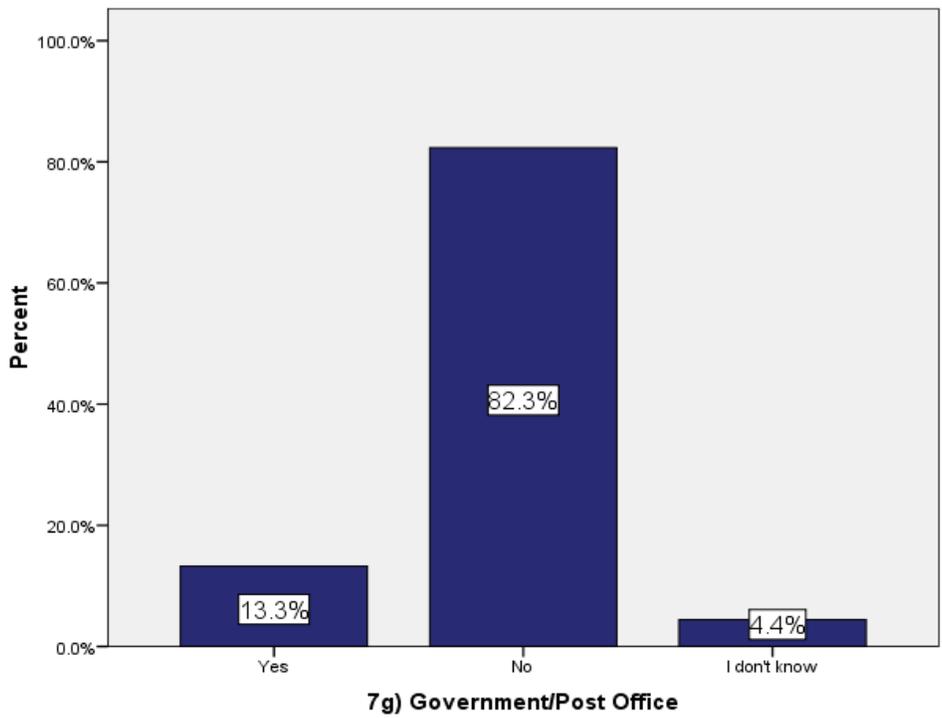
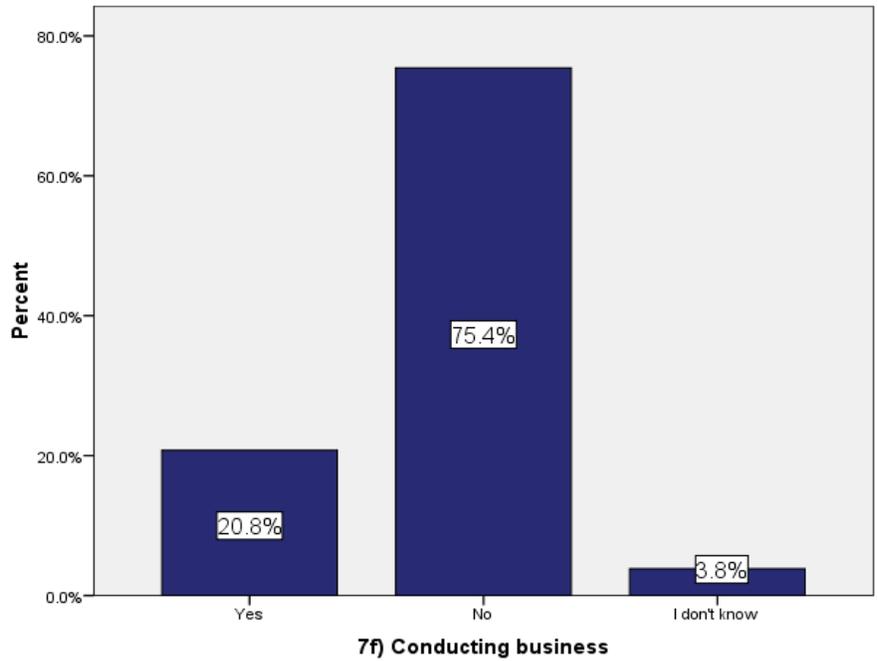
6. How often do you visit downtown Sikeston?

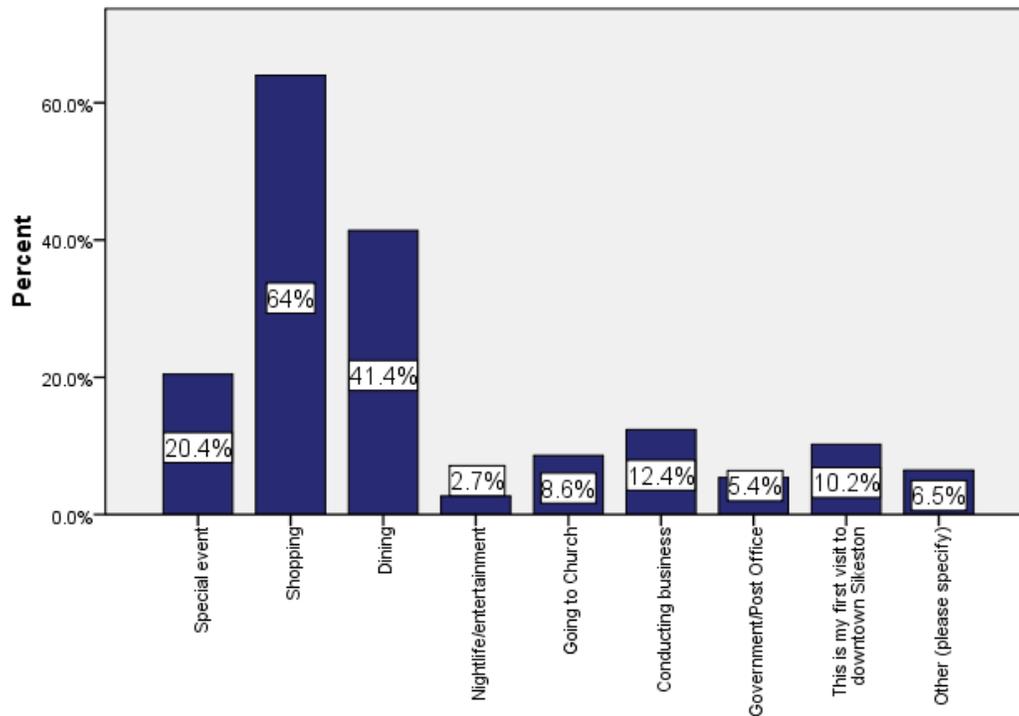
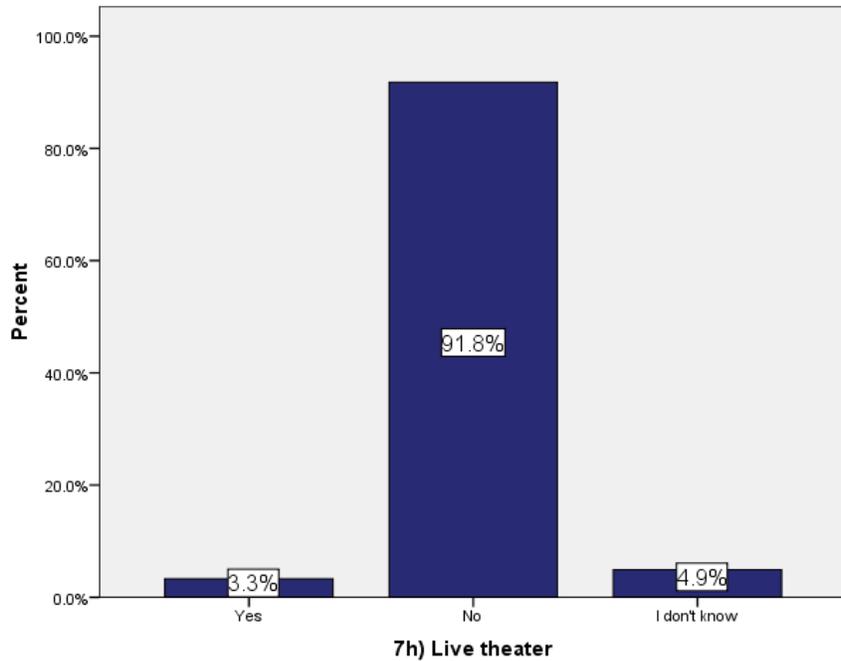


7a) Special event

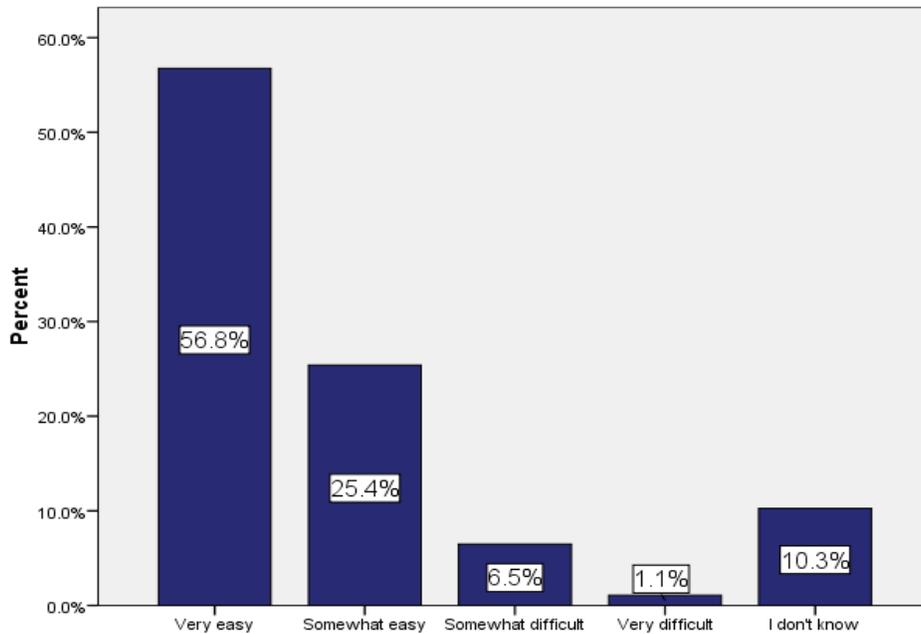




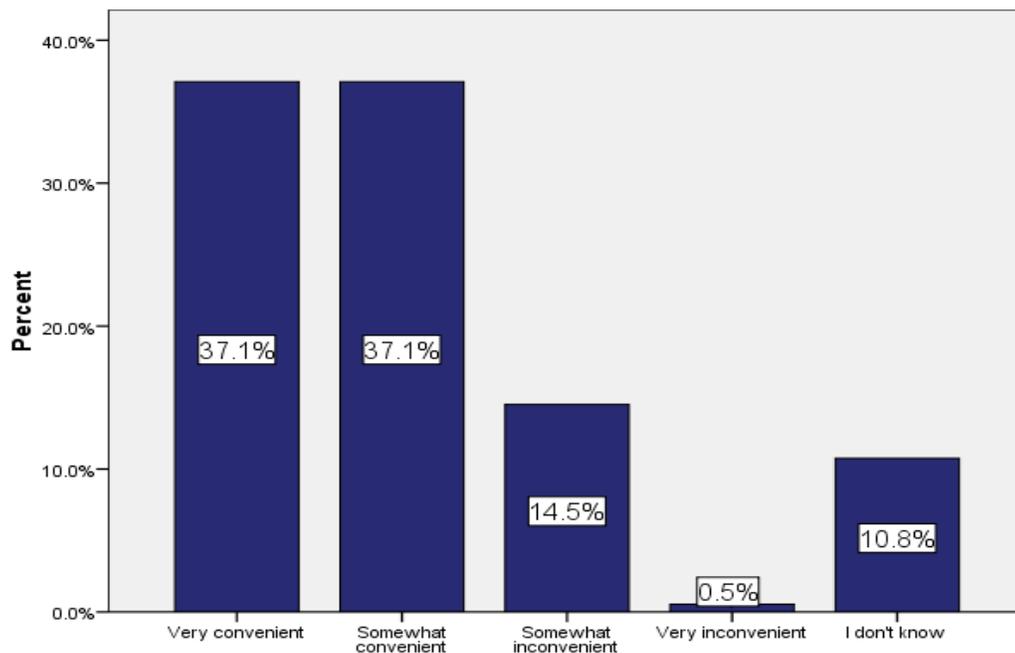




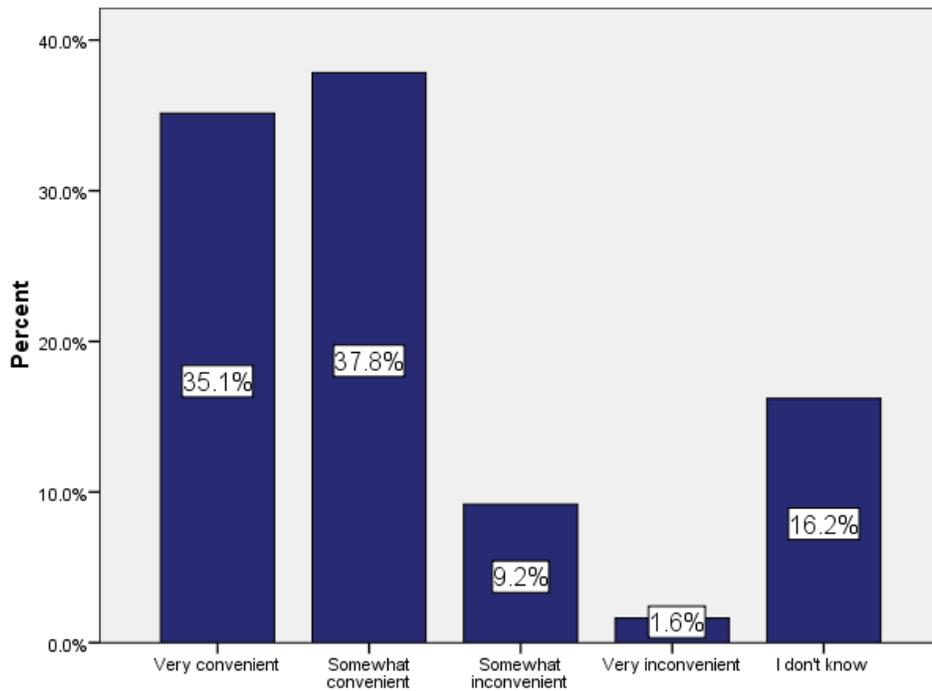
8. What are the top two reasons you most often visit downtown Sikeston?



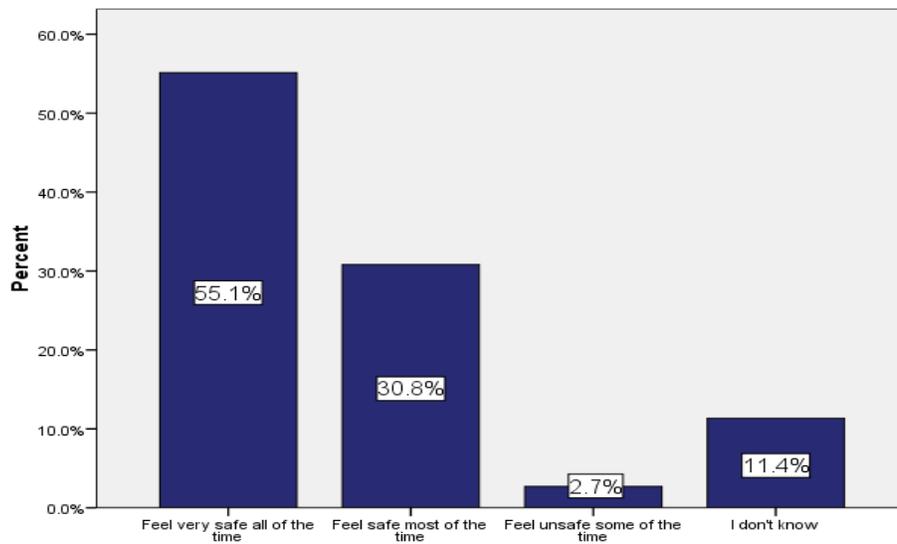
9. How easy would you say it is to find your way around downtown?



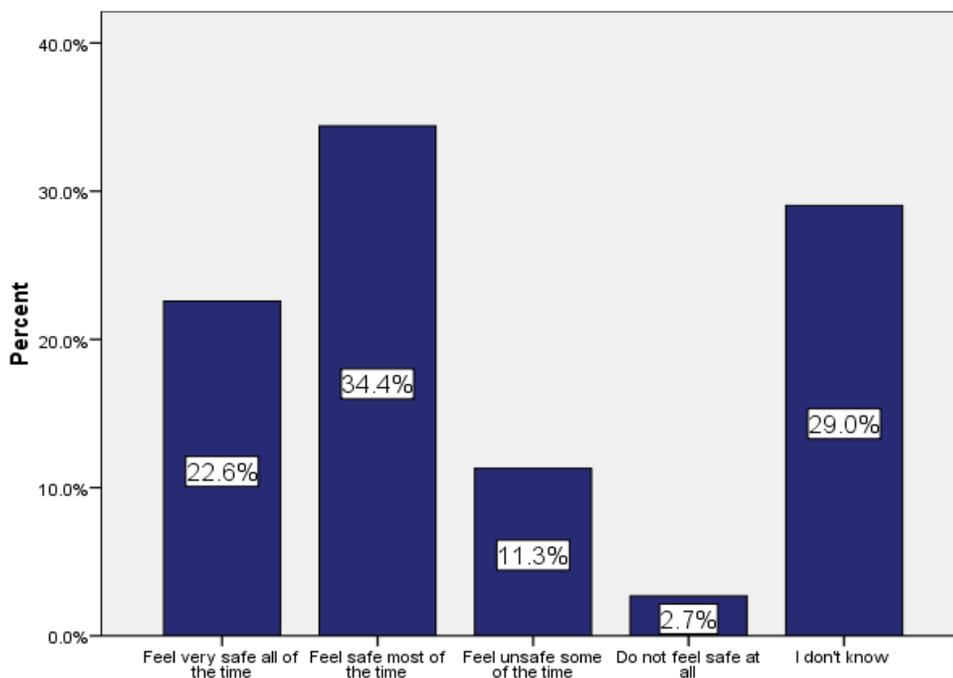
10. How convenient would you say that parking is downtown?



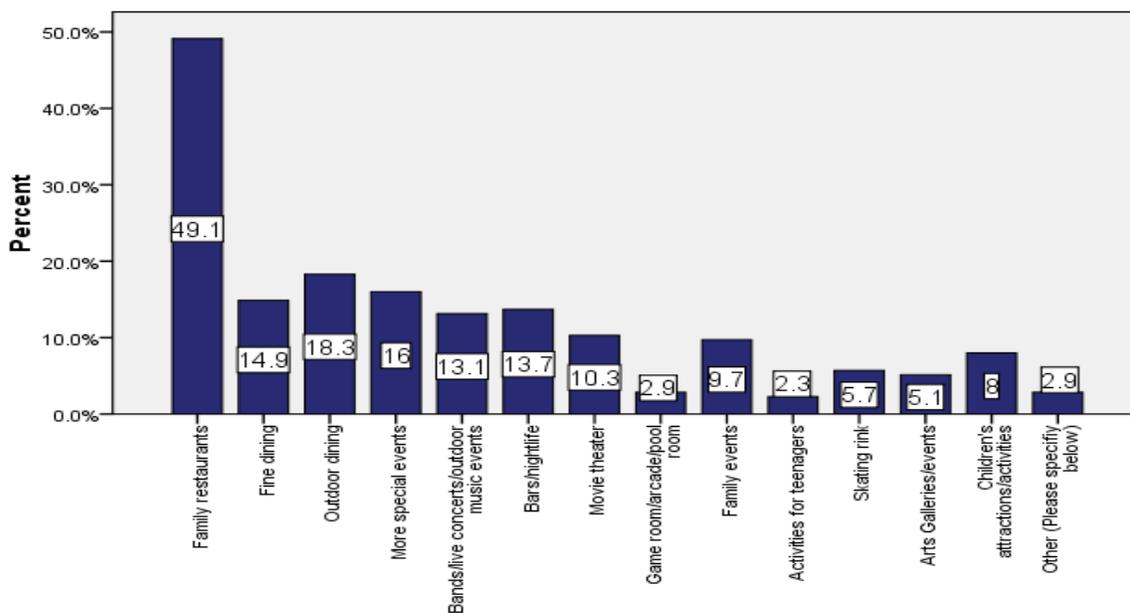
11. How convenient would you say that the hours of downtown businesses are?



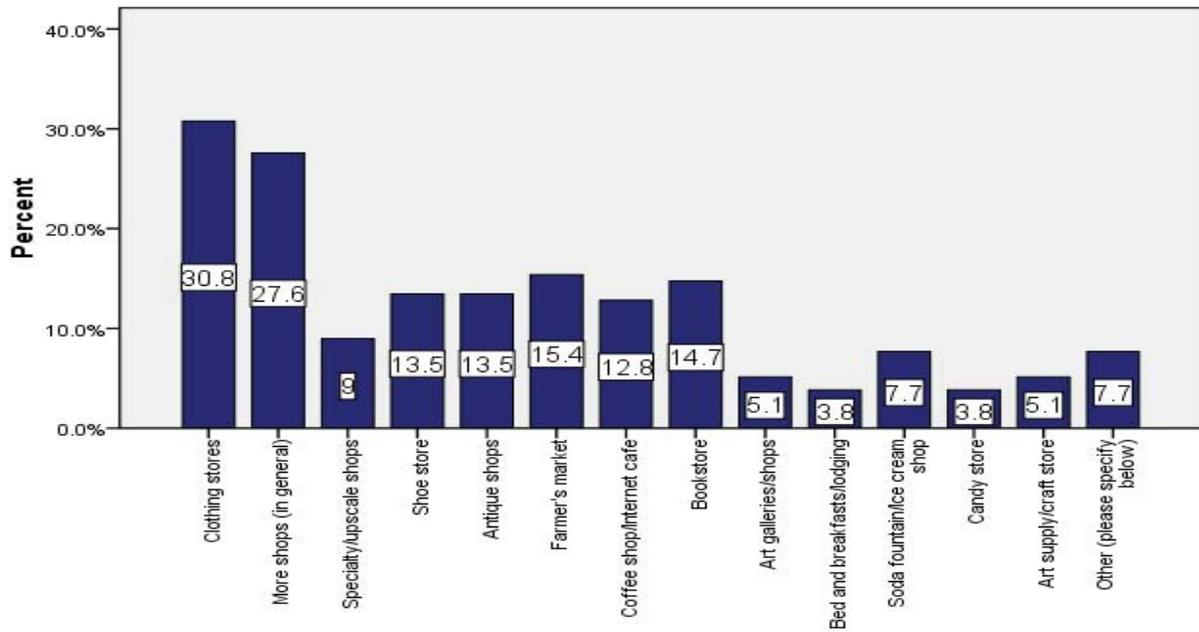
12. How safe would you say you feel in downtown Sikeston during the day?



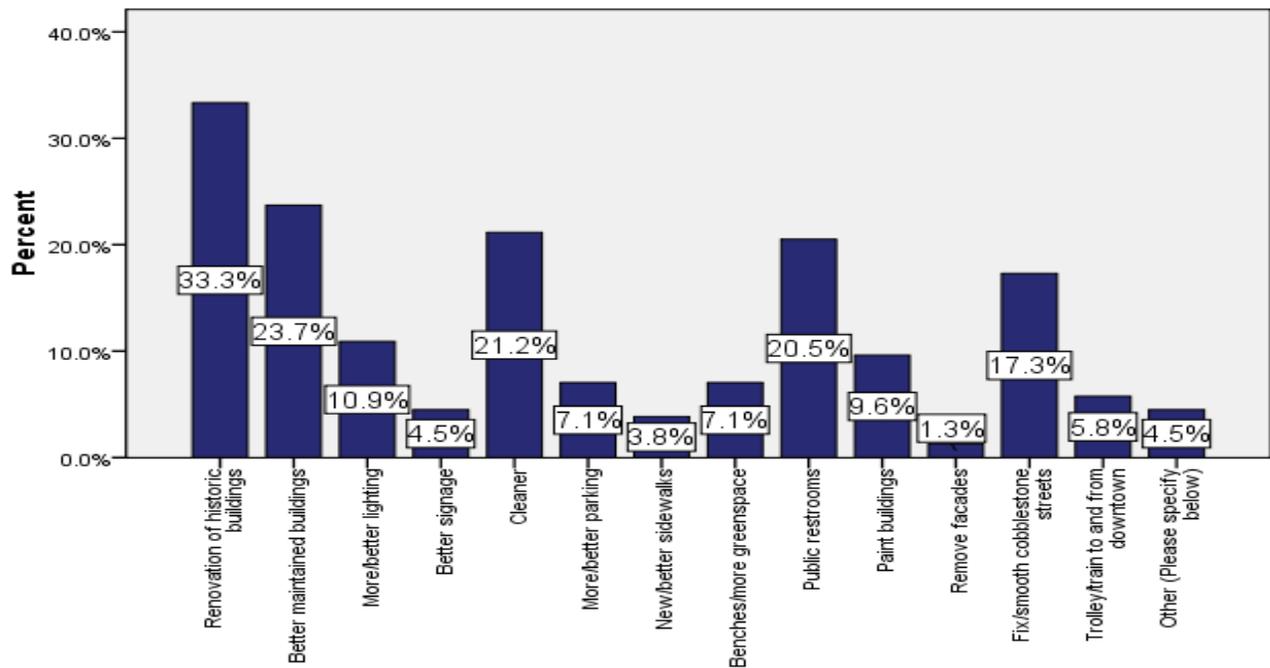
13. How safe would you say you feel in downtown Sikeston at night?



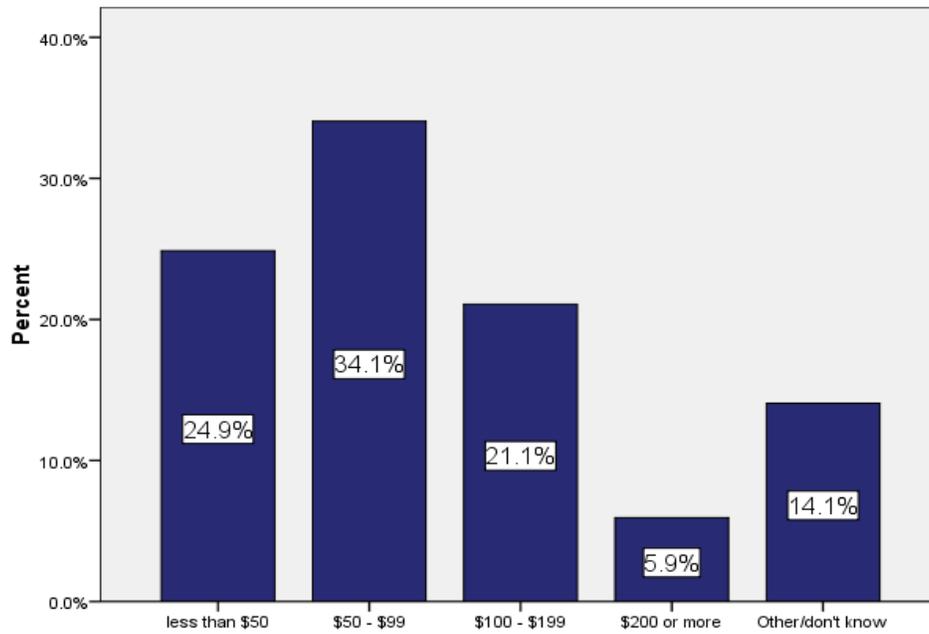
14. What kinds of restaurants or entertainment opportunities would make you more likely to visit downtown Sikeston?



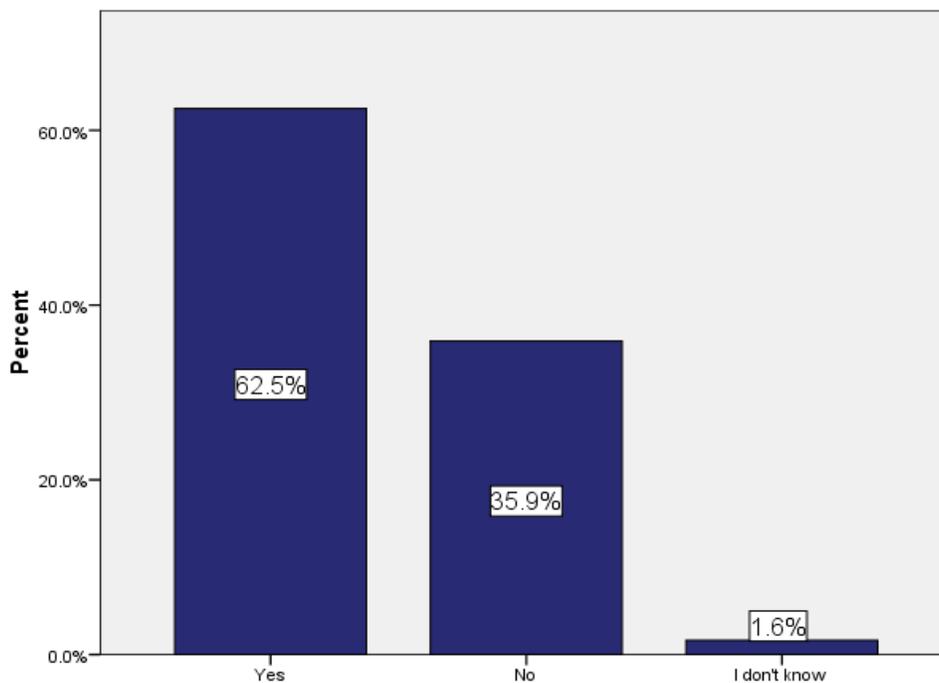
15. What other kinds of businesses do you think would make you more likely to visit downtown Sikeston?



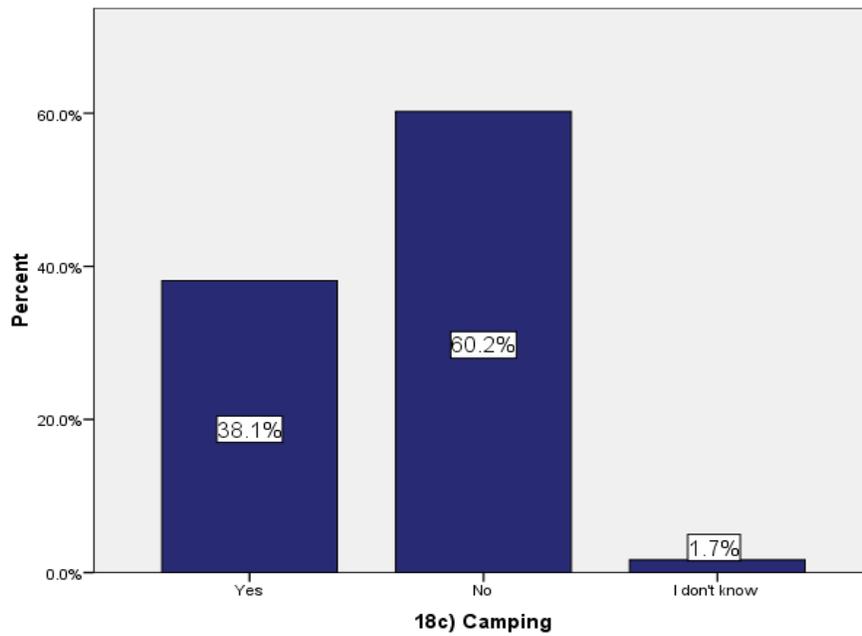
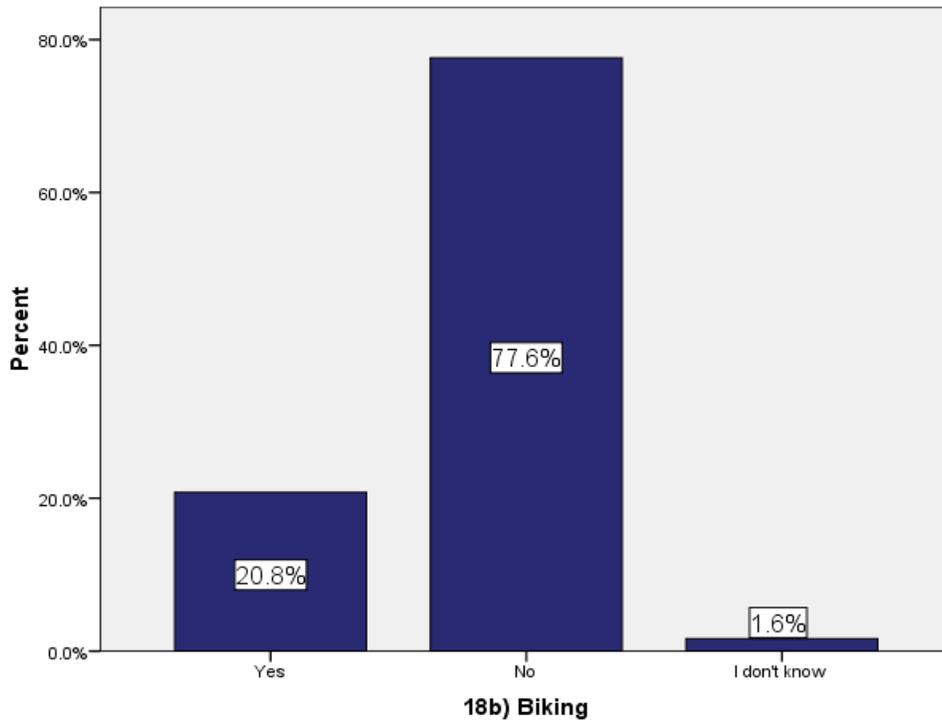
16. What other physical improvements do you think would make downtown Sikeston more appealing?

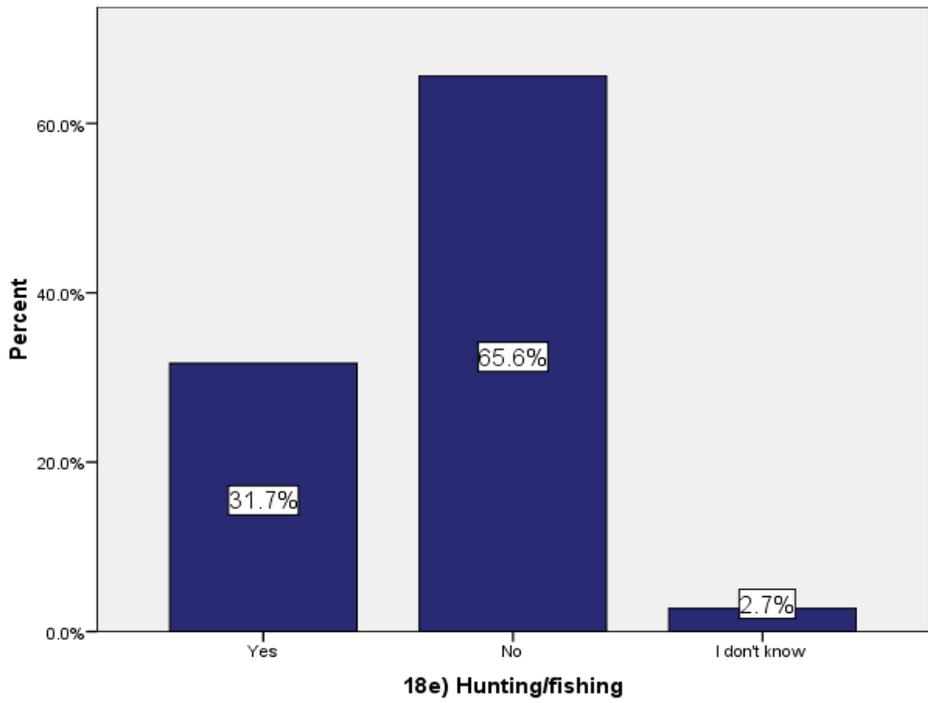
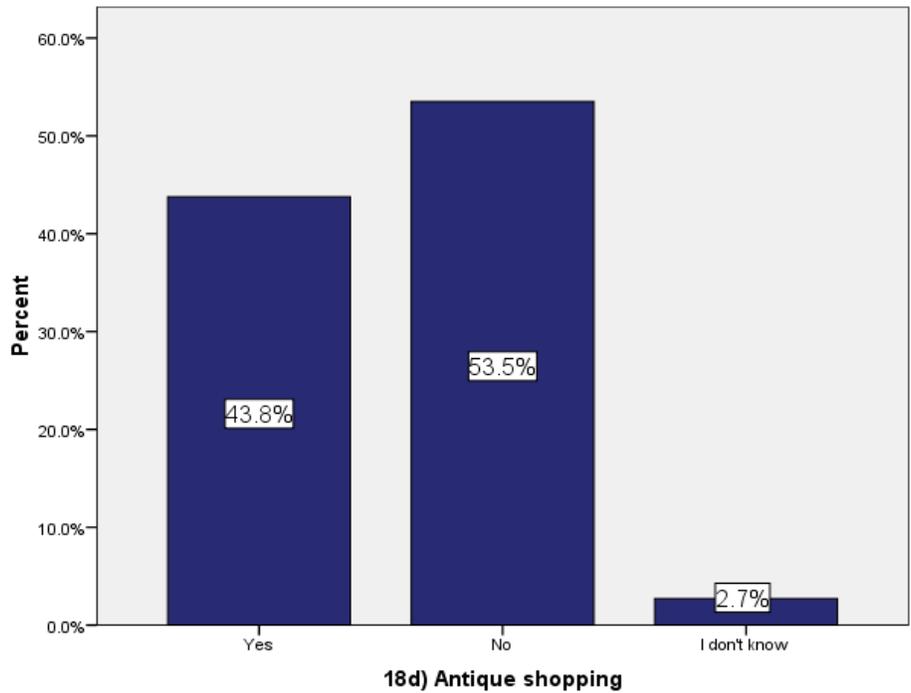


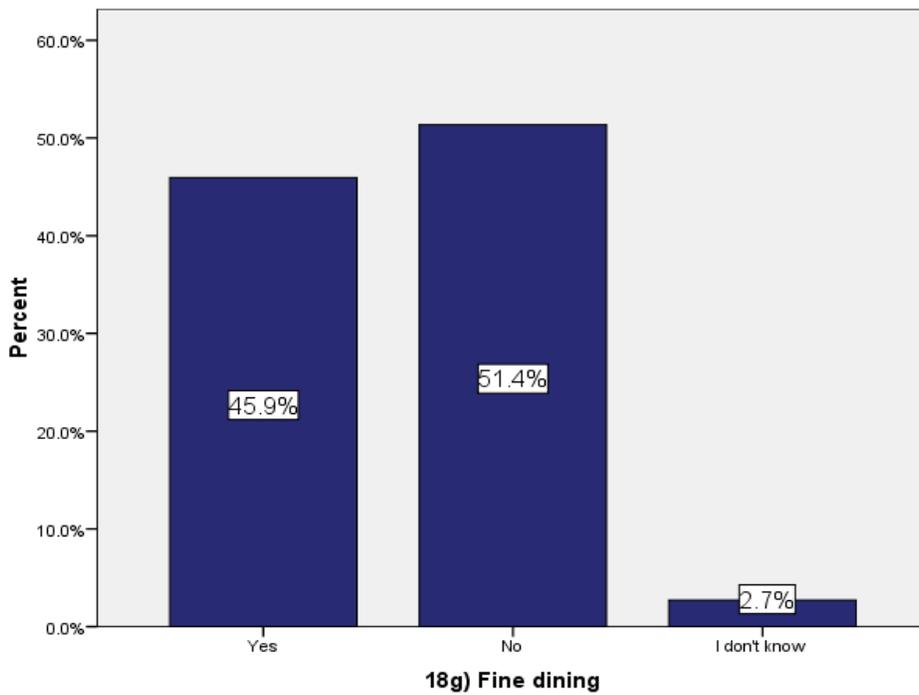
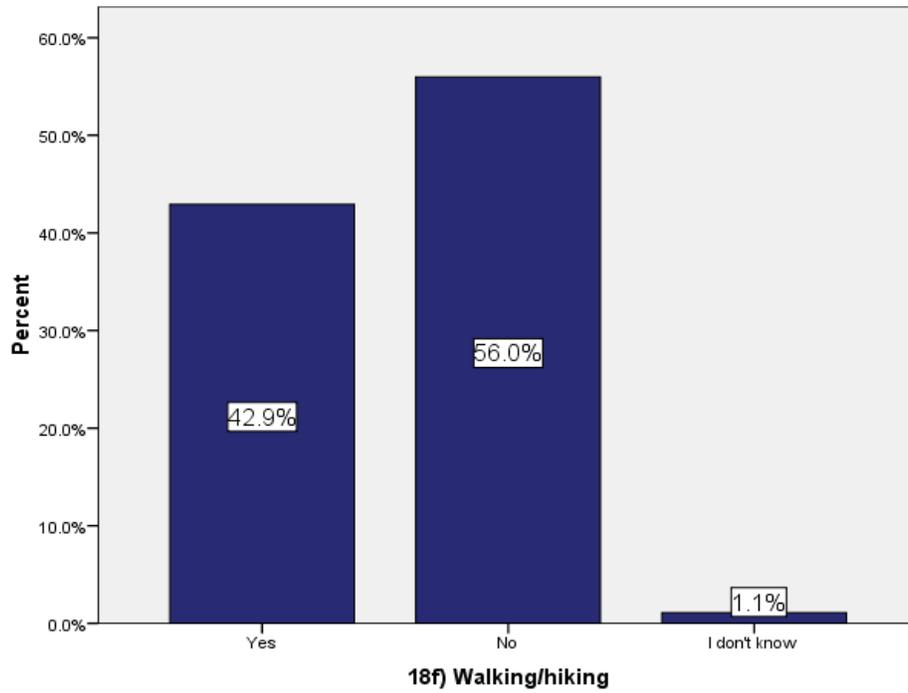
17. Excluding lodging, how much money are you likely to spend in downtown Sikeston during this visit?

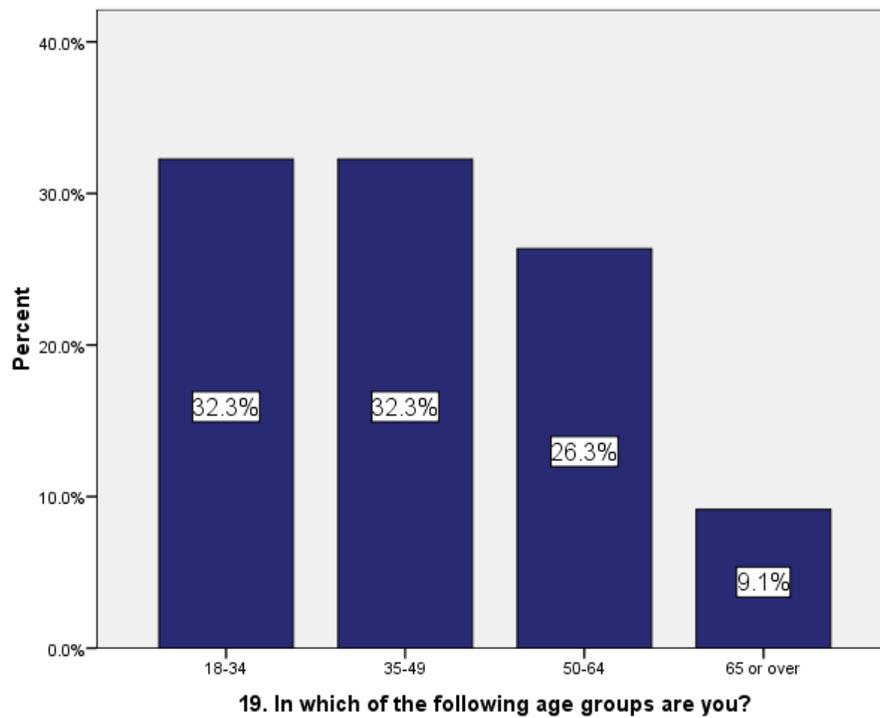
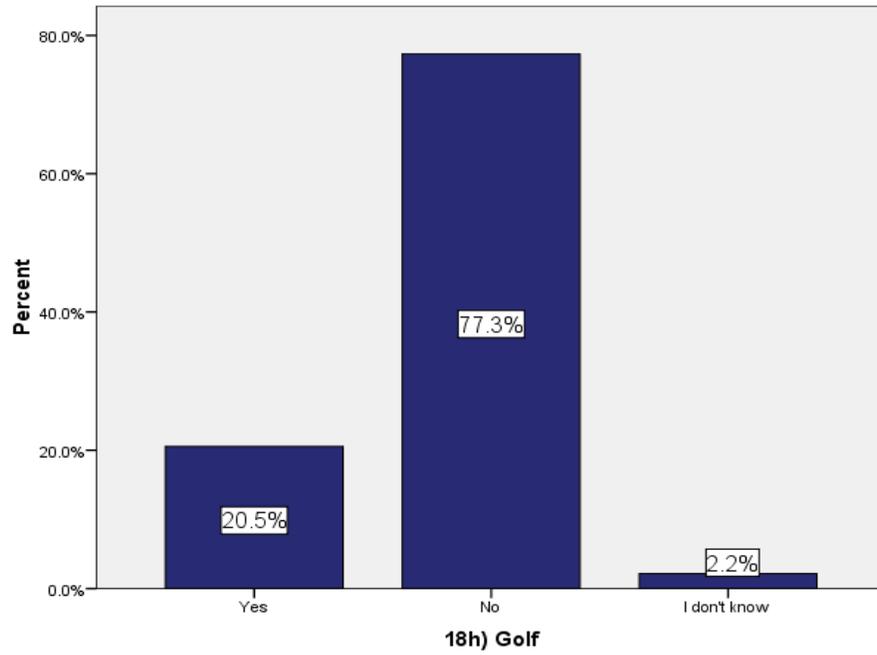


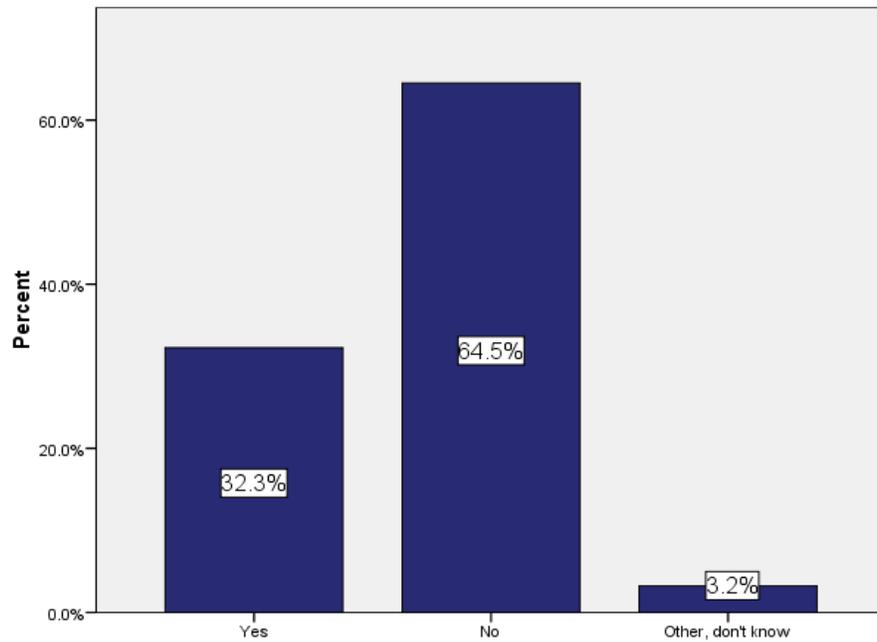
18a) Retail/boutique shopping



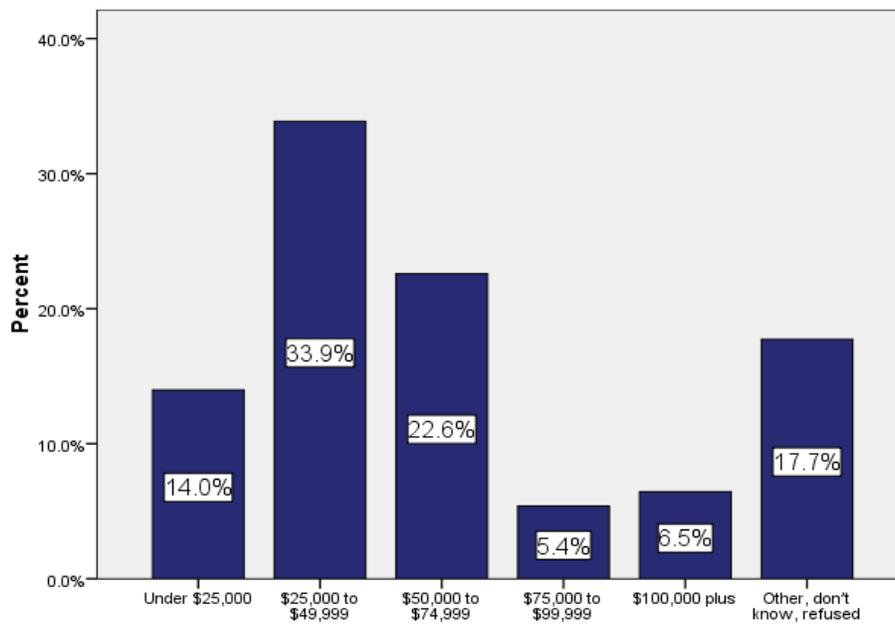




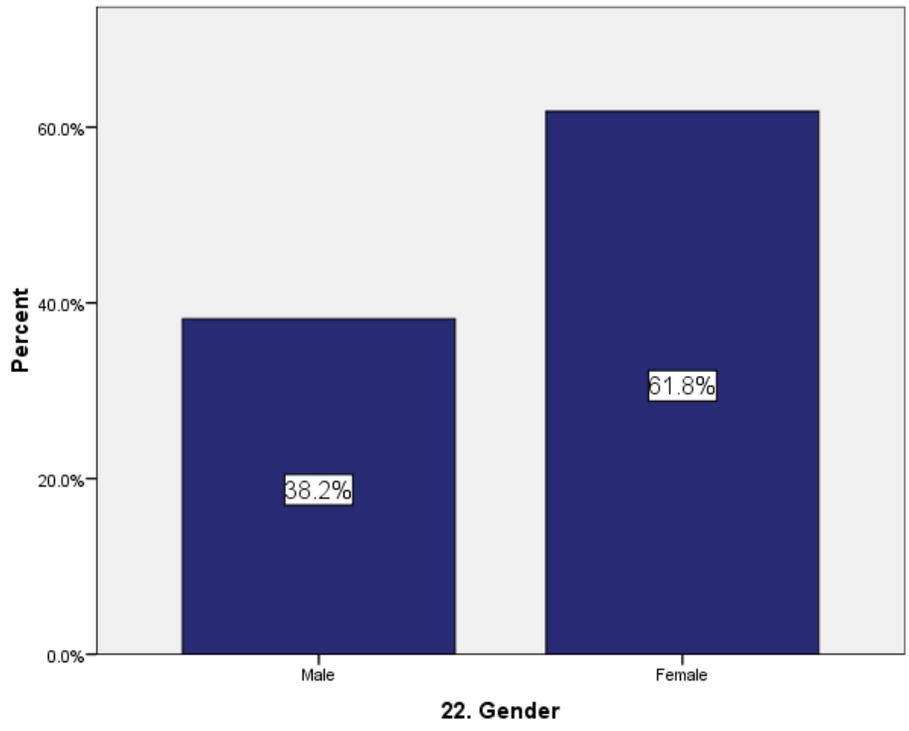




20. Did any children under the age of 18 come with you downtown today?



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



SECTION V

QUESTIONNAIRE

- 1. What is your zipcode?
(If respondent answers "63801," interview will terminate.)**
- _____
- 2. Have you visited or do you plan to visit Downtown Sikeston? (IF NO, TERMINATE INTERVIEW.)
IF YES, What was or will be the main purpose of your visit to Downtown Sikeston?**
- | | |
|---|---|
| <input type="checkbox"/> Shopping | <input type="checkbox"/> Church |
| <input type="checkbox"/> Visiting family/friends | <input type="checkbox"/> Dining |
| <input type="checkbox"/> Business | <input type="checkbox"/> Live theater |
| <input type="checkbox"/> Special event (specify in space below) | <input type="checkbox"/> Other (Please specify below) |
| <input type="checkbox"/> Government/Post Office | |
- Please Specify
- _____
- 3. Are you staying overnight in Sikeston?**
- Yes
- No (SKIP to QUESTION 5)
- 4. Where are you staying overnight in Sikeston?**
- | | |
|---|---|
| <input type="checkbox"/> Hotel/motel/bed and breakfast in Sikeston area | <input type="checkbox"/> Campground/RV park |
| <input type="checkbox"/> With family or friends | <input type="checkbox"/> Other (Please specify below) |
- Please specify
- _____
- 5. Have you visited Sikeston before?**
- Yes
- No (SKIP to QUESTION 7)
- 6. How often do you visit Downtown Sikeston?**
- | | |
|---|---|
| <input type="checkbox"/> Once a year or less | <input type="checkbox"/> More than 5 times a month |
| <input type="checkbox"/> More than once a year but less than once a month | <input type="checkbox"/> Other (Please specify below) |
| <input type="checkbox"/> One to five times per month | |
- Please specify
- _____

7. On this visit to Sikeston, which of these activities did you conduct or do you plan to conduct specifically in the Downtown area?

	Yes	No	I don't know
a) Special event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Dining	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Nightlife/entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Going to church	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Conducting business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Government/Post Office	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Live theater	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

(Please select up to two responses)

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

Please specify

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

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

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

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

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

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

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

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

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

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

14. What kinds of recreation or entertainment opportunities would make you more likely to visit Downtown Sikeston?

Please select up to two responses.

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

Please specify

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

Please select up to two responses.

- | | |
|--|---|
| <input type="checkbox"/> Clothing stores | <input type="checkbox"/> Bookstore |
| <input type="checkbox"/> More shops (in general) | <input type="checkbox"/> Art galleries/shops |
| <input type="checkbox"/> Specialty/upscale shops | <input type="checkbox"/> Bed and breakfasts/lodging |
| <input type="checkbox"/> Shoe store | <input type="checkbox"/> Soda fountain/Ice cream shop |
| <input type="checkbox"/> Antique shops | <input type="checkbox"/> Candy store |
| <input type="checkbox"/> Farmer's market | <input type="checkbox"/> Art supply/craft store |
| <input type="checkbox"/> Coffee shop/Internet cafe | <input type="checkbox"/> Other (Please specify below) |

Please specify

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

Please select up to two responses.

- | | |
|---|---|
| <input type="checkbox"/> Renovation of historic buildings | <input type="checkbox"/> Benches/more greenspace |
| <input type="checkbox"/> Better maintained buildings | <input type="checkbox"/> Public restrooms |
| <input type="checkbox"/> More/better lighting | <input type="checkbox"/> Paint buildings |
| <input type="checkbox"/> Better signage | <input type="checkbox"/> Remove facades |
| <input type="checkbox"/> Cleaner | <input type="checkbox"/> Fix/smooth cobblestone streets |
| <input type="checkbox"/> More/better parking | <input type="checkbox"/> Trolley/train to and from downtown |
| <input type="checkbox"/> New/better sidewalks | <input type="checkbox"/> Other (Please specify below) |

Please specify

17. Excluding lodging, how much money did you spend or are you likely to spend in Downtown Sikeston during this visit?

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

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

	Yes	No	I don't know
a) Retail/boutique shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Biking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Camping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Antique shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Hunting/fishing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Walking/hiking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Fine dining	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Golf	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

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

20. Will any or did any children under the age of 18 come with you to Downtown during this visit?

- Yes No Other, don't know

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

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

22. Gender

- Male Female

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

SECTION VI

CROSS TABULATION

This Page Intentionally Left Blank

		Age				Children < 18		Household Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
2. What is the main purpose of your visit to downtown Sikeston today?	Shopping	48.3%	46.7%	49.0%	52.9%	61.7%	42.5%	38.5%	54.0%	54.8%	50.0%	41.7%	35.2%	56.5%
	Visiting family/friends	13.3%	21.7%	16.3%	11.8%	13.3%	18.3%	15.4%	15.9%	14.3%	20.0%	16.7%	19.7%	14.8%
	Business	10.0%	6.7%	12.2%	0.0%	8.3%	8.3%	11.5%	7.9%	4.8%	10.0%	25.0%	15.5%	4.3%
	Special event (specify in space below)	10.0%	6.7%	2.0%	11.8%	5.0%	8.3%	11.5%	7.9%	4.8%	0.0%	8.3%	12.7%	3.5%
	Government/Post Office	0.0%	1.7%	0.0%	0.0%	1.7%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.9%
	Church	3.3%	3.3%	10.2%	0.0%	5.0%	4.2%	11.5%	1.6%	9.5%	0.0%	0.0%	2.8%	6.1%
	Dining	13.3%	8.3%	0.0%	0.0%	1.7%	9.2%	11.5%	6.3%	7.1%	0.0%	0.0%	7.0%	7.0%
	Live theater	0.0%	0.0%	2.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	10.0%	0.0%	0.0%	0.9%
	Other (Please specify below)	1.7%	5.0%	8.2%	23.5%	3.3%	8.3%	0.0%	4.8%	4.8%	10.0%	8.3%	7.0%	6.1%
		Age				Children < 18		Household Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	
3. Are you staying overnight in Sikeston?	Yes	13.3%	31.7%	14.3%	35.3%	16.7%	24.2%	23.1%	19.0%	11.9%	50.0%	33.3%	22.5%	20.9%
	No (SKIP to QUESTION 5)	86.7%	68.3%	85.7%	64.7%	83.3%	75.8%	76.9%	81.0%	88.1%	50.0%	66.7%	77.5%	79.1%
		Age				Children < 18		Household Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	
4. Where are you staying overnight in Sikeston?	Hotel/motel/bed and breakfast in Sikeston area	25.0%	31.6%	57.1%	66.7%	50.0%	34.5%	33.3%	50.0%	40.0%	0.0%	50.0%	25.0%	50.0%
	With family or friends	75.0%	68.4%	28.6%	33.3%	50.0%	62.1%	66.7%	50.0%	60.0%	80.0%	50.0%	75.0%	45.8%
	Campground/RV park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
		Other (Please specify below)	0.0%	0.0%	14.3%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	20.0%	0.0%	0.0%
		Age				Children < 18		Household Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	
5. Have you visited Sikeston before today?	Yes	80.0%	81.7%	93.9%	82.4%	86.7%	83.3%	88.5%	87.3%	90.5%	80.0%	75.0%	78.9%	87.8%
	No (SKIP to QUESTION 7)	20.0%	18.3%	6.1%	17.6%	13.3%	16.7%	11.5%	12.7%	9.5%	20.0%	25.0%	21.1%	12.2%
		Age				Children < 18		Household Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	
6. How often do you visit downtown Sikeston?	Once a year or less	29.2%	24.5%	26.1%	28.6%	23.1%	27.0%	26.1%	21.8%	26.3%	12.5%	44.4%	26.8%	26.7%
	More than once a year but less than once a month	50.0%	46.9%	28.3%	35.7%	34.6%	45.0%	47.8%	45.5%	44.7%	37.5%	11.1%	44.6%	39.6%
	One to five times per month	10.4%	20.4%	23.9%	7.1%	23.1%	15.0%	8.7%	20.0%	21.1%	12.5%	0.0%	7.1%	22.8%
	More than 5 times a month	10.4%	4.1%	15.2%	28.6%	13.5%	11.0%	13.0%	12.7%	5.3%	25.0%	33.3%	16.1%	8.9%
		Other (Please specify below)	0.0%	4.1%	6.5%	0.0%	5.8%	2.0%	4.3%	0.0%	2.6%	12.5%	11.1%	5.4%

		Age				Children < 18		Household Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
7a) Special event	Yes	26.7%	33.9%	22.9%	17.6%	25.0%	28.8%	38.5%	23.8%	28.6%	20.0%	27.3%	35.2%	22.1%
	No	71.7%	57.6%	70.8%	76.5%	70.0%	66.1%	61.5%	74.6%	64.3%	50.0%	63.6%	59.2%	72.6%
	I don't know	1.7%	8.5%	6.2%	5.9%	5.0%	5.1%	0.0%	1.6%	7.1%	30.0%	9.1%	5.6%	5.3%
7b) Shopping	Yes	66.1%	62.7%	85.7%	76.5%	81.7%	67.8%	76.0%	69.8%	66.7%	90.0%	72.7%	62.0%	77.0%
	No	28.8%	32.2%	12.2%	11.8%	16.7%	26.3%	20.0%	28.6%	26.2%	10.0%	27.3%	32.4%	18.6%
	I don't know	5.1%	5.1%	2.0%	11.8%	1.7%	5.9%	4.0%	1.6%	7.1%	0.0%	0.0%	5.6%	4.4%
7c) Dining	Yes	64.4%	53.4%	65.3%	58.8%	56.7%	61.9%	69.2%	61.9%	41.5%	77.8%	81.8%	63.8%	58.8%
	No	32.2%	43.1%	32.7%	41.2%	40.0%	36.4%	26.9%	36.5%	56.1%	22.2%	18.2%	31.9%	39.5%
	I don't know	3.4%	3.4%	2.0%	0.0%	3.3%	1.7%	3.8%	1.6%	2.4%	0.0%	0.0%	4.3%	1.8%
7d) Nightlife/entertainment	Yes	23.3%	13.8%	10.6%	5.9%	13.3%	16.4%	23.1%	22.2%	2.4%	20.0%	20.0%	23.2%	10.6%
	No	71.7%	75.9%	83.0%	94.1%	78.3%	78.4%	76.9%	74.6%	87.8%	50.0%	70.0%	72.5%	81.4%
	I don't know	5.0%	10.3%	6.4%	0.0%	8.3%	5.2%	0.0%	3.2%	9.8%	30.0%	10.0%	4.3%	8.0%
7e) Going to church	Yes	13.3%	17.2%	18.4%	17.6%	18.3%	14.4%	19.2%	12.7%	19.5%	40.0%	9.1%	14.3%	17.5%
	No	85.0%	79.3%	77.6%	82.4%	80.0%	83.1%	80.8%	87.3%	75.6%	50.0%	90.9%	82.9%	79.8%
	I don't know	1.7%	3.4%	4.1%	0.0%	1.7%	2.5%	0.0%	0.0%	4.9%	10.0%	0.0%	2.9%	2.6%
7f) Conducting business	Yes	18.3%	20.7%	29.2%	5.9%	21.7%	19.7%	30.8%	17.5%	17.1%	20.0%	54.5%	31.4%	14.2%
	No	80.0%	74.1%	64.6%	94.1%	75.0%	76.9%	69.2%	82.5%	78.0%	50.0%	45.5%	65.7%	81.4%
	I don't know	1.7%	5.2%	6.2%	0.0%	3.3%	3.4%	0.0%	0.0%	4.9%	30.0%	0.0%	2.9%	4.4%
7g) Government/Post Office	Yes	8.3%	17.9%	16.7%	5.9%	16.9%	12.1%	11.5%	20.6%	14.6%	0.0%	0.0%	8.8%	15.9%
	No	90.0%	75.0%	77.1%	94.1%	79.7%	83.6%	88.5%	79.4%	78.0%	70.0%	100.0%	86.8%	79.6%
	I don't know	1.7%	7.1%	6.2%	0.0%	3.4%	4.3%	0.0%	0.0%	7.3%	30.0%	0.0%	4.4%	4.4%
7h) Live theater	Yes	6.7%	1.7%	2.1%	0.0%	3.3%	3.4%	0.0%	3.2%	2.4%	10.0%	9.1%	5.7%	1.8%
	No	91.7%	93.1%	89.6%	94.1%	93.3%	91.5%	100.0%	95.2%	90.2%	60.0%	90.9%	90.0%	92.9%
	I don't know	1.7%	5.2%	8.3%	5.9%	3.3%	5.1%	0.0%	1.6%	7.3%	30.0%	0.0%	4.3%	5.3%
		Age				Children < 18		Household Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
8. What are the top two reasons you most often visit downtown Sikeston?	Special event	28.3%	18.3%	14.3%	17.6%	20.0%	20.8%	23.1%	23.8%	19.0%	20.0%	16.7%	28.2%	15.7%
	Shopping	61.7%	60.0%	73.5%	58.8%	70.0%	63.3%	65.4%	63.5%	61.9%	60.0%	50.0%	57.7%	67.8%
	Dining	40.0%	41.7%	38.8%	52.9%	40.0%	43.3%	53.8%	41.3%	33.3%	40.0%	41.7%	39.4%	42.6%
	Nightlife/entertainment	6.7%	1.7%	0.0%	0.0%	0.0%	4.2%	3.8%	1.6%	2.4%	0.0%	8.3%	5.6%	0.9%
	Going to Church	8.3%	8.3%	10.2%	5.9%	13.3%	5.8%	15.4%	1.6%	21.4%	10.0%	0.0%	7.0%	9.6%
	Conducting business	8.3%	13.3%	20.4%	0.0%	8.3%	14.2%	15.4%	9.5%	19.0%	0.0%	25.0%	16.9%	9.6%
	Government/Post Office	3.3%	3.3%	12.2%	0.0%	8.3%	4.2%	3.8%	11.1%	2.4%	0.0%	0.0%	2.8%	7.0%
	This is my first visit to downtown Sikeston	13.3%	11.7%	4.1%	11.8%	10.0%	9.2%	7.7%	12.7%	4.8%	10.0%	0.0%	8.5%	11.3%
Other (please specify)	3.3%	6.7%	8.2%	11.8%	3.3%	8.3%	0.0%	6.3%	4.8%	20.0%	8.3%	8.5%	5.2%	

		Age				Children < 18		Household Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
9. How easy would you say it is to find your way around downtown Sikeston?	Very easy	55.0%	54.2%	61.2%	58.8%	49.2%	60.0%	61.5%	59.7%	52.4%	60.0%	58.3%	54.9%	57.9%
	Somewhat easy	23.3%	25.4%	30.6%	17.6%	33.9%	22.5%	23.1%	25.8%	31.0%	20.0%	25.0%	33.8%	20.2%
	Somewhat difficult	6.7%	10.2%	4.1%	0.0%	10.2%	3.3%	7.7%	4.8%	9.5%	10.0%	0.0%	2.8%	8.8%
	Very difficult	3.3%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	1.6%	2.4%	0.0%	0.0%	0.0%	1.8%
	I don't know	11.7%	10.2%	4.1%	23.5%	6.8%	12.5%	7.7%	8.1%	4.8%	10.0%	16.7%	8.5%	11.4%
	Very/Somewhat easy	78.3%	79.7%	91.8%	76.5%	83.1%	82.5%	84.6%	85.5%	83.3%	80.0%	83.3%	88.7%	78.1%
Very/Somewhat difficult	10.0%	10.2%	4.1%	0.0%	10.2%	5.0%	7.7%	6.5%	11.9%	10.0%	0.0%	2.8%	10.5%	
		Age				Children < 18		Household Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
10. How convenient would you say that parking is downtown?	Very convenient	28.3%	33.3%	49.0%	47.1%	33.3%	40.0%	26.9%	38.1%	35.7%	50.0%	25.0%	42.3%	33.9%
	Somewhat convenient	43.3%	36.7%	34.7%	23.5%	45.0%	34.2%	53.8%	44.4%	38.1%	20.0%	25.0%	33.8%	39.1%
	Somewhat inconvenient	15.0%	21.7%	10.2%	0.0%	13.3%	12.5%	11.5%	9.5%	19.0%	20.0%	33.3%	15.5%	13.9%
	Very inconvenient	1.7%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.9%
	I don't know	11.7%	8.3%	6.1%	29.4%	6.7%	13.3%	7.7%	6.3%	7.1%	10.0%	16.7%	8.5%	12.2%
	Very/Somewhat convenient	71.7%	70.0%	83.7%	70.6%	78.3%	74.2%	80.8%	82.5%	73.8%	70.0%	50.0%	76.1%	73.0%
Very/Somewhat inconvenient	16.7%	21.7%	10.2%	0.0%	15.0%	12.5%	11.5%	11.1%	19.0%	20.0%	33.3%	15.5%	14.8%	
		Age				Children < 18		Household Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
11. How convenient would you say that the hours of downtown businesses are?	Very convenient	30.5%	28.3%	40.8%	58.8%	31.7%	37.0%	30.8%	33.3%	33.3%	60.0%	9.1%	35.7%	34.8%
	Somewhat convenient	37.3%	40.0%	40.8%	23.5%	41.7%	37.0%	46.2%	36.5%	35.7%	20.0%	72.7%	35.7%	39.1%
	Somewhat inconvenient	11.9%	10.0%	8.2%	0.0%	8.3%	9.2%	7.7%	12.7%	11.9%	10.0%	0.0%	10.0%	8.7%
	Very inconvenient	0.0%	5.0%	0.0%	0.0%	1.7%	1.7%	3.8%	1.6%	2.4%	0.0%	0.0%	4.3%	0.0%
	I don't know	20.3%	16.7%	10.2%	17.6%	16.7%	15.1%	11.5%	15.9%	16.7%	10.0%	18.2%	14.3%	17.4%
	Very/Somewhat convenient	67.8%	68.3%	81.6%	82.4%	73.3%	73.9%	76.9%	69.8%	69.0%	80.0%	81.8%	71.4%	73.9%
Very/Somewhat inconvenient	11.9%	15.0%	8.2%	0.0%	10.0%	10.9%	11.5%	14.3%	14.3%	10.0%	0.0%	14.3%	8.7%	
		Age				Children < 18		Household Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
12. How safe would you say you feel in downtown Sikeston during the day?	Feel very safe all of the time	45.0%	55.9%	63.3%	64.7%	51.7%	58.8%	46.2%	54.0%	59.5%	70.0%	63.6%	63.4%	50.0%
	Feel safe most of the time	38.3%	30.5%	26.5%	17.6%	38.3%	26.1%	42.3%	33.3%	31.0%	0.0%	27.3%	25.4%	34.2%
	Do not feel safe at all	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%
	Feel unsafe some of the time	0.0%	5.1%	4.1%	0.0%	0.0%	4.2%	0.0%	3.2%	0.0%	10.0%	0.0%	1.4%	3.5%
	I don't know	16.7%	8.5%	6.1%	17.6%	10.0%	10.9%	11.5%	9.5%	9.5%	20.0%	9.1%	9.9%	12.3%
	Feel safe most/all of the time	83.3%	86.4%	89.8%	82.4%	90.0%	84.9%	88.5%	87.3%	90.5%	70.0%	90.9%	88.7%	84.2%
Do not feel safe some/all of the time	0.0%	5.1%	4.1%	0.0%	0.0%	4.2%	0.0%	3.2%	0.0%	10.0%	0.0%	1.4%	3.5%	

		Age				Children < 18		Household Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
13. How safe would you say you feel in downtown Sikeston at night?	Feel very safe all of the time	15.0%	25.0%	28.6%	23.5%	18.3%	25.8%	15.4%	22.2%	19.0%	30.0%	33.3%	32.4%	16.5%
	Feel safe most of the time	36.7%	35.0%	34.7%	23.5%	33.3%	34.2%	42.3%	36.5%	38.1%	20.0%	33.3%	32.4%	35.7%
	Do not feel safe at all	1.7%	1.7%	6.1%	0.0%	1.7%	2.5%	0.0%	3.2%	2.4%	10.0%	0.0%	2.8%	2.6%
	Feel unsafe some of the time	16.7%	8.3%	6.1%	17.6%	18.3%	8.3%	11.5%	14.3%	11.9%	10.0%	8.3%	11.3%	11.3%
	I don't know	30.0%	30.0%	24.5%	35.3%	28.3%	29.2%	30.8%	23.8%	28.6%	30.0%	25.0%	21.1%	33.9%
	Feel safe some/all of the time	51.7%	60.0%	63.3%	47.1%	51.7%	60.0%	57.7%	58.7%	57.1%	50.0%	66.7%	64.8%	52.2%
	Do not feel safe some/all of the time	18.3%	10.0%	12.2%	17.6%	20.0%	10.8%	11.5%	17.5%	14.3%	20.0%	8.3%	14.1%	13.9%
		Age				Children < 18		Household Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
14. What kinds of restaurants or entertainment opportunities would make you more likely to visit downtown Sikeston?	Family restaurants	25.6%	34.9%	25.6%	14.0%	36.0%	58.1%	8.1%	39.5%	23.3%	2.3%	7.0%	32.6%	67.4%
	Fine dining	23.1%	26.9%	38.5%	11.5%	19.2%	76.9%	7.7%	23.1%	26.9%	15.4%	7.7%	53.8%	46.2%
	Outdoor dining	28.1%	37.5%	31.2%	3.1%	28.1%	71.9%	12.5%	28.1%	34.4%	6.2%	3.1%	43.8%	56.2%
	More special events	32.1%	32.1%	32.1%	3.6%	28.6%	67.9%	17.9%	25.0%	28.6%	17.9%	0.0%	17.9%	82.1%
	Bands/live concerts/outdoor music events	39.1%	43.5%	13.0%	4.3%	17.4%	82.6%	26.1%	39.1%	17.4%	4.3%	4.3%	47.8%	52.2%
	Bars/nightlife	66.7%	29.2%	4.2%	0.0%	20.8%	79.2%	16.7%	45.8%	12.5%	4.2%	4.2%	66.7%	33.3%
	Movie theater	33.3%	27.8%	33.3%	5.6%	27.8%	66.7%	22.2%	16.7%	16.7%	11.1%	5.6%	33.3%	66.7%
	Game room/arcade/pool room	80.0%	20.0%	0.0%	0.0%	60.0%	40.0%	0.0%	80.0%	0.0%	0.0%	0.0%	60.0%	40.0%
	Family events	23.5%	29.4%	41.2%	5.9%	52.9%	41.2%	11.8%	41.2%	29.4%	0.0%	5.9%	35.3%	64.7%
	Activities for teenagers	25.0%	25.0%	50.0%	0.0%	75.0%	25.0%	50.0%	25.0%	25.0%	0.0%	0.0%	25.0%	75.0%
	Skating rink	40.0%	40.0%	20.0%	0.0%	40.0%	60.0%	20.0%	40.0%	30.0%	0.0%	10.0%	50.0%	50.0%
	Arts Galleries/events	22.2%	0.0%	77.8%	0.0%	22.2%	77.8%	0.0%	22.2%	44.4%	0.0%	11.1%	22.2%	77.8%
Children's attractions/activities	28.6%	57.1%	14.3%	0.0%	78.6%	21.4%	7.1%	42.9%	28.6%	7.1%	7.1%	14.3%	85.7%	
Other (Please specify below)	40.0%	20.0%	40.0%	0.0%	0.0%	100.0%	40.0%	20.0%	0.0%	0.0%	20.0%	20.0%	80.0%	
		Age				Children < 18		Household Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
15. What other kinds of businesses do you think would make you more likely to visit downtown Sikeston?	Clothing stores	39.6%	33.3%	20.8%	6.2%	43.8%	52.1%	18.8%	43.8%	20.8%	2.1%	4.2%	29.2%	70.8%
	More shops (in general)	32.6%	39.5%	20.9%	7.0%	30.2%	69.8%	9.3%	23.3%	27.9%	4.7%	2.3%	34.9%	65.1%
	Specialty/upscale shops	42.9%	28.6%	14.3%	14.3%	21.4%	78.6%	14.3%	21.4%	14.3%	14.3%	21.4%	42.9%	57.1%
	Shoe store	52.4%	28.6%	14.3%	4.8%	47.6%	47.6%	23.8%	42.9%	23.8%	4.8%	0.0%	19.0%	81.0%
	Antique shops	19.0%	38.1%	38.1%	4.8%	19.0%	81.0%	9.5%	42.9%	14.3%	9.5%	4.8%	28.6%	71.4%
	Farmer's market	25.0%	25.0%	41.7%	8.3%	20.8%	79.2%	12.5%	33.3%	33.3%	8.3%	4.2%	41.7%	58.3%
	Coffee shop/Internet cafe	50.0%	20.0%	30.0%	0.0%	35.0%	65.0%	25.0%	10.0%	35.0%	10.0%	10.0%	50.0%	50.0%
	Bookstore	30.4%	30.4%	30.4%	8.7%	34.8%	60.9%	4.3%	39.1%	30.4%	8.7%	13.0%	43.5%	56.5%
	Art galleries/shops	50.0%	37.5%	12.5%	0.0%	37.5%	62.5%	12.5%	37.5%	25.0%	0.0%	0.0%	50.0%	50.0%
	Bed and breakfasts/lodging	33.3%	33.3%	33.3%	0.0%	50.0%	50.0%	33.3%	33.3%	16.7%	16.7%	0.0%	16.7%	83.3%
	Soda fountain/Ice cream shop	16.7%	50.0%	33.3%	0.0%	66.7%	33.3%	0.0%	33.3%	50.0%	0.0%	8.3%	58.3%	41.7%
	Candy store	16.7%	66.7%	16.7%	0.0%	16.7%	66.7%	33.3%	50.0%	16.7%	0.0%	0.0%	33.3%	66.7%
	Art supply/craft store	12.5%	37.5%	37.5%	12.5%	25.0%	62.5%	0.0%	50.0%	0.0%	25.0%	12.5%	12.5%	87.5%
Other (please specify below)	41.7%	16.7%	25.0%	16.7%	16.7%	75.0%	16.7%	33.3%	0.0%	8.3%	8.3%	41.7%	58.3%	

		Age				Children < 18		Household Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
16. What other kinds of businesses do you think would make you more likely to visit downtown Sikeston?	Renovation of historic buildings	34.6%	30.8%	28.8%	5.8%	36.5%	63.5%	9.6%	30.8%	25.0%	11.5%	9.6%	38.5%	61.5%
	Better maintained buildings	32.4%	27.0%	35.1%	5.4%	40.5%	59.5%	18.9%	27.0%	29.7%	8.1%	5.4%	37.8%	62.2%
	More/better lighting	29.4%	52.9%	17.6%	0.0%	23.5%	76.5%	17.6%	41.2%	11.8%	0.0%	5.9%	41.2%	58.8%
	Better signage	14.3%	57.1%	28.6%	0.0%	14.3%	57.1%	14.3%	0.0%	42.9%	0.0%	0.0%	57.1%	42.9%
	Cleaner	33.3%	51.5%	15.2%	0.0%	39.4%	60.6%	12.1%	33.3%	27.3%	3.0%	6.1%	45.5%	54.5%
	More/better parking	54.5%	18.2%	9.1%	18.2%	36.4%	63.6%	18.2%	27.3%	18.2%	9.1%	9.1%	27.3%	72.7%
	New/better sidewalks	33.3%	16.7%	33.3%	16.7%	33.3%	66.7%	33.3%	16.7%	33.3%	0.0%	0.0%	50.0%	50.0%
	Benches/more green space	45.5%	27.3%	9.1%	18.2%	27.3%	63.6%	27.3%	27.3%	27.3%	0.0%	0.0%	0.0%	100.0%
	Public restrooms	21.9%	34.4%	31.2%	12.5%	25.0%	68.8%	3.1%	37.5%	34.4%	3.1%	3.1%	40.6%	59.4%
	Paint buildings	60.0%	33.3%	6.7%	0.0%	40.0%	53.3%	26.7%	66.7%	6.7%	0.0%	0.0%	40.0%	60.0%
	Remove facades	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	50.0%	0.0%	50.0%	100.0%	0.0%
Fix/smooth cobblestone streets	48.1%	25.9%	25.9%	0.0%	37.0%	59.3%	18.5%	40.7%	25.9%	7.4%	0.0%	33.3%	66.7%	
Trolley/train to and from downtown	44.4%	0.0%	44.4%	11.1%	44.4%	55.6%	22.2%	33.3%	11.1%	0.0%	11.1%	44.4%	55.6%	
Other (Please specify below)	0.0%	28.6%	28.6%	42.9%	14.3%	85.7%	0.0%	14.3%	0.0%	28.6%	28.6%	42.9%	57.1%	
		Age				Children < 18		Household Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
17. Excluding lodging, how much money are you likely to spend in downtown Sikeston during this visit?	less than \$50	23.3%	30.5%	24.5%	11.8%	30.5%	20.8%	46.2%	27.0%	21.4%	0.0%	16.7%	19.7%	28.1%
	\$50 - \$99	38.3%	35.6%	30.6%	23.5%	37.3%	32.5%	23.1%	41.3%	42.9%	22.2%	8.3%	35.2%	33.3%
	\$100 - \$199	18.3%	20.3%	26.5%	17.6%	18.6%	23.3%	19.2%	15.9%	26.2%	44.4%	33.3%	21.1%	21.1%
	\$200 or more	1.7%	6.8%	6.1%	17.6%	5.1%	6.7%	0.0%	4.8%	2.4%	22.2%	25.0%	8.5%	4.4%
	Other/don't know	18.3%	6.8%	12.2%	29.4%	8.5%	16.7%	11.5%	11.1%	7.1%	11.1%	16.7%	15.5%	13.2%

		Age				Children < 18		Household Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
18a) Retail/boutique shopping	Yes	68.3%	62.7%	58.3%	52.9%	68.3%	61.3%	64.0%	66.7%	61.9%	70.0%	33.3%	42.3%	75.2%
	No	30.0%	33.9%	41.7%	47.1%	30.0%	37.0%	36.0%	33.3%	35.7%	30.0%	58.3%	56.3%	23.0%
	I don't know	1.7%	3.4%	0.0%	0.0%	1.7%	1.7%	0.0%	0.0%	2.4%	0.0%	8.3%	1.4%	1.8%
18b) Biking	Yes	23.3%	20.3%	21.3%	11.8%	16.9%	22.9%	15.4%	24.2%	22.0%	20.0%	18.2%	28.6%	15.9%
	No	75.0%	78.0%	76.6%	88.2%	83.1%	74.6%	84.6%	75.8%	75.6%	80.0%	72.7%	71.4%	81.4%
	I don't know	1.7%	1.7%	2.1%	0.0%	0.0%	2.5%	0.0%	0.0%	2.4%	0.0%	9.1%	0.0%	2.7%
18c) Camping	Yes	53.3%	33.9%	26.7%	29.4%	41.4%	37.6%	34.6%	41.0%	43.9%	0.0%	45.5%	47.1%	32.4%
	No	46.7%	62.7%	71.1%	70.6%	56.9%	60.7%	65.4%	59.0%	53.7%	100.0%	45.5%	51.4%	65.8%
	I don't know	0.0%	3.4%	2.2%	0.0%	1.7%	1.7%	0.0%	0.0%	2.4%	0.0%	9.1%	1.4%	1.8%
18d) Antique shopping	Yes	36.7%	38.3%	60.4%	41.2%	47.5%	42.5%	46.2%	53.2%	35.7%	20.0%	25.0%	35.2%	49.1%
	No	61.7%	56.7%	37.5%	58.8%	50.8%	54.2%	53.8%	46.8%	57.1%	70.0%	66.7%	62.0%	48.2%
	I don't know	1.7%	5.0%	2.1%	0.0%	1.7%	3.3%	0.0%	0.0%	7.1%	10.0%	8.3%	2.8%	2.6%
18e) Hunting/fishing	Yes	31.7%	37.3%	27.7%	23.5%	32.2%	33.1%	34.6%	27.4%	31.7%	10.0%	45.5%	51.4%	19.5%
	No	66.7%	57.6%	70.2%	76.5%	66.1%	63.6%	65.4%	72.6%	61.0%	90.0%	45.5%	45.7%	77.9%
	I don't know	1.7%	5.1%	2.1%	0.0%	1.7%	3.4%	0.0%	0.0%	7.3%	0.0%	9.1%	2.9%	2.7%
18f) Walking/hiking	Yes	38.3%	45.0%	48.9%	35.3%	37.3%	46.2%	26.9%	45.2%	52.4%	40.0%	36.4%	38.0%	46.0%
	No	61.7%	53.3%	51.1%	58.8%	62.7%	52.1%	73.1%	54.8%	47.6%	50.0%	54.5%	60.6%	53.1%
	I don't know	0.0%	1.7%	0.0%	5.9%	0.0%	1.7%	0.0%	0.0%	0.0%	10.0%	9.1%	1.4%	0.9%
18g) Fine dining	Yes	40.0%	50.0%	47.9%	47.1%	55.9%	40.8%	30.8%	46.8%	47.6%	60.0%	75.0%	50.7%	43.0%
	No	58.3%	48.3%	45.8%	52.9%	44.1%	55.0%	65.4%	53.2%	50.0%	30.0%	16.7%	49.3%	52.6%
	I don't know	1.7%	1.7%	6.2%	0.0%	0.0%	4.2%	3.8%	0.0%	2.4%	10.0%	8.3%	0.0%	4.4%
18h) Golf	Yes	25.0%	23.3%	14.6%	11.8%	13.6%	23.3%	7.7%	16.1%	14.3%	20.0%	58.3%	46.5%	4.4%
	No	73.3%	75.0%	83.3%	82.4%	86.4%	73.3%	92.3%	83.9%	83.3%	70.0%	33.3%	52.1%	93.0%
	I don't know	1.7%	1.7%	2.1%	5.9%	0.0%	3.3%	0.0%	0.0%	2.4%	10.0%	8.3%	1.4%	2.6%
		Age				Children < 18		Household Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
19. In which of the following age groups are you?	18-34	100.0%	0.0%	0.0%	0.0%	36.7%	30.8%	61.5%	36.5%	19.0%	20.0%	25.0%	35.2%	30.4%
	35-49	0.0%	100.0%	0.0%	0.0%	38.3%	26.7%	15.4%	34.9%	42.9%	20.0%	41.7%	38.0%	28.7%
	50-64	0.0%	0.0%	100.0%	0.0%	25.0%	28.3%	19.2%	22.2%	33.3%	40.0%	25.0%	15.5%	33.0%
	65 or over	0.0%	0.0%	0.0%	100.0%	0.0%	14.2%	3.8%	6.3%	4.8%	20.0%	8.3%	11.3%	7.8%
		Age				Children < 18		Household Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
20. Did any children under the age of 18 come with you downtown today?.	Yes	36.7%	38.3%	30.6%	0.0%	100.0%	0.0%	30.8%	34.9%	40.5%	20.0%	25.0%	29.6%	33.9%
	No	61.7%	53.3%	69.4%	100.0%	0.0%	100.0%	65.4%	61.9%	57.1%	70.0%	75.0%	66.2%	63.5%
	Other, don't know	1.7%	8.3%	0.0%	0.0%	0.0%	0.0%	3.8%	3.2%	2.4%	10.0%	0.0%	4.2%	2.6%

		Age				Children < 18		Household Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
21. Which category that best describes your annual household income?	Under \$25,000	26.7%	6.7%	10.2%	5.9%	13.3%	14.2%	100.0%	0.0%	0.0%	0.0%	0.0%	9.9%	16.5%
	\$25,000 to \$49,999	38.3%	36.7%	28.6%	23.5%	36.7%	32.5%	0.0%	100.0%	0.0%	0.0%	0.0%	25.4%	39.1%
	\$50,000 to \$74,999	13.3%	30.0%	28.6%	11.8%	28.3%	20.0%	0.0%	0.0%	100.0%	0.0%	0.0%	21.1%	23.5%
	\$75,000 to \$99,999	3.3%	3.3%	8.2%	11.8%	3.3%	5.8%	0.0%	0.0%	0.0%	100.0%	0.0%	2.8%	7.0%
	\$100,000 plus	5.0%	8.3%	6.1%	5.9%	5.0%	7.5%	0.0%	0.0%	0.0%	0.0%	100.0%	12.7%	2.6%
	Other, don't know, refused	13.3%	15.0%	18.4%	41.2%	13.3%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	28.2%	11.3%
		Age				Children < 18		Household Income					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
22. Gender	Male	41.7%	45.0%	22.4%	47.1%	35.0%	39.2%	26.9%	28.6%	35.7%	20.0%	75.0%	100.0%	0.0%
	Female	58.3%	55.0%	77.6%	52.9%	65.0%	60.8%	73.1%	71.4%	64.3%	80.0%	25.0%	0.0%	100.0%