

VISITOR SURVEY REPORT

FINAL SURVEY FINDINGS AND RESULTS

CITY OF WEST PLAINS, MISSOURI

March 31, 2008



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:



PLANNING CONSULTANT



PREPARED BY



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SECTION I EXECUTIVE SUMMARY

In the latter half of 2007 and early 2008, UNICOM-ARC coordinated with the City of West Plains to conduct a visitor's survey in various locations throughout downtown using volunteers to conduct the surveys. Data was entered directly into tablet computers 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.

Two hundred seventeen (217) interviews were completed from various zip codes outside West Plains. Residents living in the 65775 zip code were excluded from taking the survey.

A. Visiting Downtown West Plains

Respondents were asked several questions about the visit to downtown during which they were surveyed. Because the vast majority of surveys were completed during special events held in the downtown area, it is not surprising that nearly all respondents (91.7%) indicated that their main purpose for visiting downtown that day was to attend a special event.

An overwhelming majority (96.3%) of respondents said that they had visited downtown West Plains before. Only a quarter (24.6%) said that they visit downtown once a month or more, and another three in five (60.4%) said that they did so more than once a year but less than once a month.

B. Activities On This Visit To Downtown

When asked about eight different activities one might do on a visit to downtown West Plains, majorities said that they had done or were planning to do three of these things:

- Attending special event (97.2%)
- Visiting the Civic Center (87.4%)
- Dining (53.5%)

Smaller percentages of respondents reported doing five other activities tested in this section during this visit to downtown:

- Shopping (25.1%)
- Conducting business (20.9%)
- Nightlife/entertainment (7.0%)
- Outdoor recreation (4.2%)
- Government/post office (1.9%)

When asked to indicate the "top two reasons [they] most often visit downtown West Plains," majorities cited special events (89.1%) and shopping (56.0%). Significant percentages also answered conducting business (24.7%) and dining (20.2%).

About one in six (15.7%) respondents indicated that they were staying overnight in West Plains on this visit. Of this group, three in five (58.8%) reported staying overnight in a hotel, motel or bed in breakfast in the West Plains area (but not downtown), and two in five (38.2%) said they were staying with family or friends.

Most respondents indicated that they would spend more than \$50 on this visit to downtown. Two in five (41.3%) said they would spend \$50-99, one fifth (18.8%) said that they would spend \$100-199, and one in six (15.5%) said they would spend more than \$200. A quarter (23.9%) said that they would spend less than \$50 on this visit.

Respondents were also asked whether “any children under the age of 18” came with them on this visit to downtown. Seven in ten (69.5%) said that a child under the age of 18 had *not* accompanied them on this visit downtown.

C. Using Downtown West Plains

Respondents were asked about the ease and convenience of downtown West Plains. More than nine in ten (94.8%) respondents said that it is “very” (34.3%) or “somewhat” (60.6%) easy to find their way around downtown. Three in five (61.5%) also said that downtown business hours are “very” (9.4%) or “somewhat” (52.1%) convenient. A majority (51.6%), however, indicated that downtown parking is “somewhat” (50.7%) or “very” (0.9%) inconvenient.

D. Additions And Improvements To Downtown West Plains

When asked “what kinds of additional businesses” would make them more likely to visit downtown West Plains, more than nine in ten (95.6%) respondents cited one item¹: “more shops (in general).” Significant percentages also gave the following answers:

- More/better restaurants (27.9%)
- Coffee shop (17.1%)
- Specialty/upscale shops (16.0%)
- Clothing stores (10.7%)
- Grocery store (8.7%)

Respondents were also asked “what kinds of recreation or entertainment opportunities would make [them] more likely to visit downtown West Plains.” Interviewers recorded respondents’ first two responses to this question. Significant percentages cited four items, three of which were directly related to events and entertainment.

- More special events (87.2%)
- Bands/live concerts (67.6%)
- Family events (15.5%)
- More restaurants (13.9%)

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

Finally, respondents were asked “what other physical improvements” they believed “would make downtown West Plains more appealing.” Again, interviewers recorded respondents’ first two responses to this question. Majorities answered “benches/more green space” (65.9%) and “renovation of historic buildings.” Significant percentages also cited “more/better parking” (35.7%) and “water features, such as fountains and waterfalls” (27.7%).

E. Respondent profile

Respondents were read several hobbies and asked which were hobbies of their own. Majorities indicated that they were involved with four of the hobbies listed in this section:

- Seeing live music (90.6%)
- Fine dining (62.4%)
- Walking/hiking (61.0%)
- Hunting/fishing (59.6%)

Half or fewer of all respondents indicated that the remaining items on the list were hobbies of theirs:

- Antique shopping (49.8%)
- Retail/boutique shopping (44.6%)
- Biking (12.2%)
- Golf (8.0%)

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.

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SECTION II OVERVIEW OF DATA

In the latter half of 2007 and early 2008, UNICOM • ARC coordinated with the City of West Plains to conduct a visitor’s survey in various locations throughout downtown using volunteers to conduct the surveys. Data was entered directly into tablet computers 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.

Two hundred and seventeen (217) interviews were completed from various zip codes surrounding West Plains. (Residents living in the 65775 zip code were excluded from taking the survey.) This overview provides overall results of questions asked in the survey, in the order in which they were asked.

		%
2. What is the main purpose of your visit to downtown West Plains today?	Shopping	.9%
	Visiting family/friends	2.3%
	Business	2.3%
	Special event	91.7%
	Government/Post Office	.0%
	Other	2.8%

		%
3. Are you staying overnight in West Plains?	Yes	15.7%
	No	84.3%

		%
4. Where are you staying overnight in West Plains?	Hotel/motel/bed and breakfast in downtown West Plains area	.0%
	Hotel/motel/bed and breakfast in West Plains area but not downtown	58.8%
	With family or friends	38.2%
	Campground/RV park	2.9%
	Other	.0%

		%
5. Have you visited downtown West Plains before today?	Yes	96.3%
	No	3.7%

		%
6. How often do you visit downtown West Plains?	Once a year or less	15.0%
	More than once a year but less than once a month	60.4%
	One to five times per month	17.4%
	More than 5 times a month	7.2%
	Other	.0%

On this visit to West Plains, which of these activities do you plan to do specifically in the downtown area?

	Yes	No
	%	%
7. Attending special event	97.2%	2.8%
8. Shopping	25.1%	74.9%
9. Dining	53.5%	46.5%
10. Nightlife/entertainment	7.0%	93.0%
11. Outdoor recreation	4.2%	95.8%
12. Visiting the Civic Center	87.4%	12.6%
13. Conducting business	20.9%	79.1%
14. Government/Post Office	1.9%	98.1%

		%
15a. What is the top reason you most often visit downtown West Plains?	Special event	85.4%
	Shopping	6.8%
	Dining	2.0%
	Nightlife/entertainment	.0%
	Outdoor recreation	.5%
	Conducting business	2.4%
	Government/Post Office	.5%
	Art galleries/art events	.5%
Other	2.0%	

		%
15b. What is the second top reason you most often visit downtown West Plains?	Special event	3.7%
	Shopping	49.2%
	Dining	18.2%
	Nightlife/entertainment	5.3%
	Outdoor recreation	1.1%
	Conducting business	20.3%
	Government/Post Office	.5%
	Art galleries/art events	.5%
	Other	1.1%

		%
16. How easy would you say it is to find your way around downtown West Plains?	Very easy	34.3%
	Somewhat easy	60.6%
	Somewhat difficult	3.8%
	Very difficult	.5%
	I don't know.	.9%
	Total ease	94.8%
	Total difficult	4.2%

		%
17. How convenient would you say that parking is downtown?	Very convenient	9.9%
	Somewhat convenient	38.0%
	Somewhat inconvenient	50.7%
	Very inconvenient	.9%
	I don't know.	.5%
	Total convenience	47.9%
Total inconvenience	51.6%	

		%
18. How convenient would you say that hours of downtown businesses are?	Very convenient	9.4%
	Somewhat convenient	52.1%
	Somewhat inconvenient	7.5%
	Very inconvenient	2.8%
	I don't know.	28.2%
	Total convenience	61.5%
Total inconvenience	10.3%	

		%
19a. What kinds of additional businesses do you think would make you more likely to visit downtown West Plains?(first response)	More/better restaurants	26.3%
	Clothing stores	9.9%
	More shops (in general)	47.9%
	Specialty/upscale shops	1.9%
	Antique shops	.5%
	Coffee shop	2.3%
	Bookstore	.5%
	Art galleries/shops	2.3%
	Bed and breakfasts/lodging	.5%
	Grocery store	.9%
	Bakery	.5%
Other	6.6%	

		%
19b. What kinds of additional businesses do you think would make you more likely to visit downtown West Plains?(second response)	More/better restaurants	1.6%
	Clothing stores	.8%
	More shops (in general)	47.7%
	Specialty/upscale shops	14.1%
	Antique shops	.0%
	Coffee shop	14.8%
	Bookstore	.8%
	Art galleries/shops	.8%
	Bed and breakfasts/lodging	4.7%
	Grocery store	7.8%
	Bakery	6.2%
Other	.8%	

		%
20a. What kinds of recreation or entertainment opportunities would make you more likely to visit downtown West Plains?(first response)	More special events	84.0%
	Bands/live concerts/music	7.0%
	More restaurants	.9%
	More bars	.9%
	Theaters/movies/plays	3.8%
	Family events	1.4%
	Art Galleries/events	.5%
	Other	1.4%

	%	
20b. What kinds of recreation or entertainment opportunities would make you more likely to visit downtown West Plains?(second response)	More special events	3.2%
	Bands/live concerts/music	61.6%
	More restaurants	13.0%
	More bars	2.7%
	Theaters/movies/plays	3.8%
	Family events	14.1%
	Art Galleries/events	1.1%
	Other	.5%

	%	
21a. What other physical improvements do you think would make downtown West Plains more appealing?(first response)	Renovation of historic buildings	55.9%
	Better maintained buildings	1.4%
	More/better lighting	.5%
	Better signage	3.3%
	Cleaner/less trash	.0%
	More/better parking	11.3%
	New/better sidewalks	.9%
	Benches/more green space	18.3%
	Water features such as fountains or waterfalls	3.3%
	Murals	.0%
Other	5.2%	

	%	
21b. What other physical improvements do you think would make downtown West Plains more appealing?(second response)	Renovation of historic buildings	2.4%
	Better maintained buildings	.0%
	More/better lighting	.0%
	Better signage	.0%
	Cleaner/less trash	.0%
	More/better parking	24.4%
	New/better sidewalks	1.2%
	Benches/more green space	47.6%
	Water features such as fountains or waterfalls	24.4%
	Murals	.0%
Other	.0%	

		%
22. Excluding lodging, how much money are you likely to spend in downtown West Plains during this visit?	less than \$50	23.9%
	\$50 - \$99	41.3%
	\$100 - \$199	18.8%
	\$200 or more	15.5%
	other/don't know	.5%

I'm going to read several hobbies people might have. For each item I read, please tell if it is a hobby of yours. ...

	Yes	No
	%	%
23. Retail/boutique shopping	44.6%	55.4%
24. Biking	12.2%	87.8%
25. Antique shopping	49.8%	50.2%
26. Hunting or Fishing	59.6%	40.4%
27. Seeing live music	90.6%	9.4%
28. Walking/hiking	61.0%	39.0%
29. Fine dining	62.4%	37.6%
30. Golfing	8.0%	92.0%

	%	
31. In which of the following age groups are you?	18-34	12.7%
	35-49	43.7%
	50-64	35.7%
	65 or over	8.0%
	other, don't know, refused	.0%

	%	
32. Did any children under the age of 18 come with you downtown today?	Yes	30.5%
	No	69.5%
	Other/don't know	.0%

		%
33. Please stop me when I get to the category that best describes your annual household income from 2006.	Under \$25,000	5.6%
	\$25,000 to \$49,999	46.0%
	\$50,000 to \$74,999	17.8%
	\$75,000 to \$99,999	2.8%
	\$100,000 plus	1.4%
	other, don't know, refused	26.3%

		%
34. Gender	Male	55.4%
	Female	44.6%

Zip codes represented in survey

25134	65737
34602	65746
35758	65758
38242	65760
55126	65761
60491	65766
63114	65777
63626	65778
63935	65781
63943	65784
63957	65785
64070	65790
64137	65791
64856	65793
65076	65793
65203	65803
65438	65809
65466	65810
65468	65888
65470	66224
65483	67301
65542	72402
65548	72404
65548	72450
65552	72513
65555	72525
65570	72529
65571	72537
65584	72542
65588	72554
65606	72576
65608	72577
65609	72583
65616	72619
65626	72634
65637	72635
65655	72642
65676	72653
65689	74136
65692	75110
65704	83545
65706	89110
65711	99756
65717	
65721	

SECTION III

RESPONSES TO OPEN ENDED QUESTIONS

Q2: What is the main purpose of your visit to downtown West Plains today?

Food
Dragged by wife
Mills and historic buildings
Driving around
Workout
Dining

Q15: What are the top two reasons you most often visit downtown West Plains?

Antique hunting
Sightseeing
Passing through
Sightseeing
Theater
Sports events

Q19: What kinds of additional businesses do you think would make you more likely to visit downtown West Plains?

Home improvement
Lumberyard
Target
Usual
Nightlife
Record store
Ozarks specialty shop
Hardware store
Sportsbar
Rock and roll music event
Kohls store
Sporting goods store

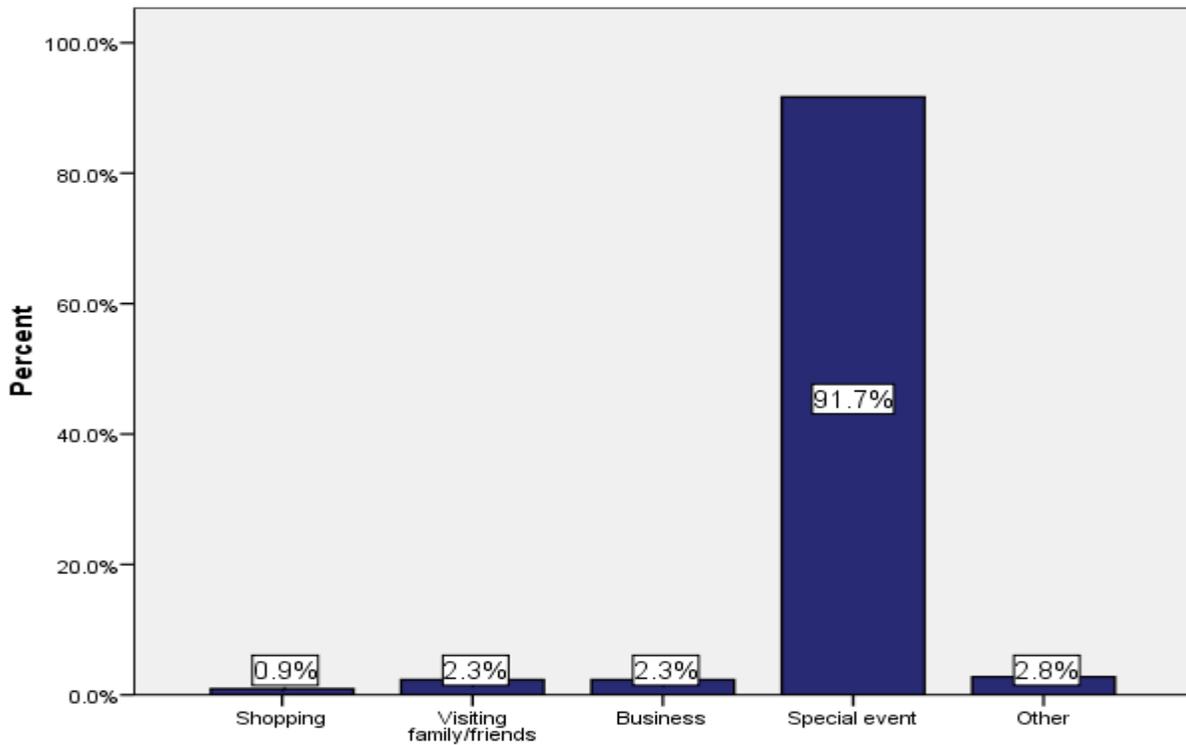
Q20: What kinds of recreation or entertainment opportunities would make you more likely to visit downtown West Plains?

Horses
Fishing demonstrations
Art cinema

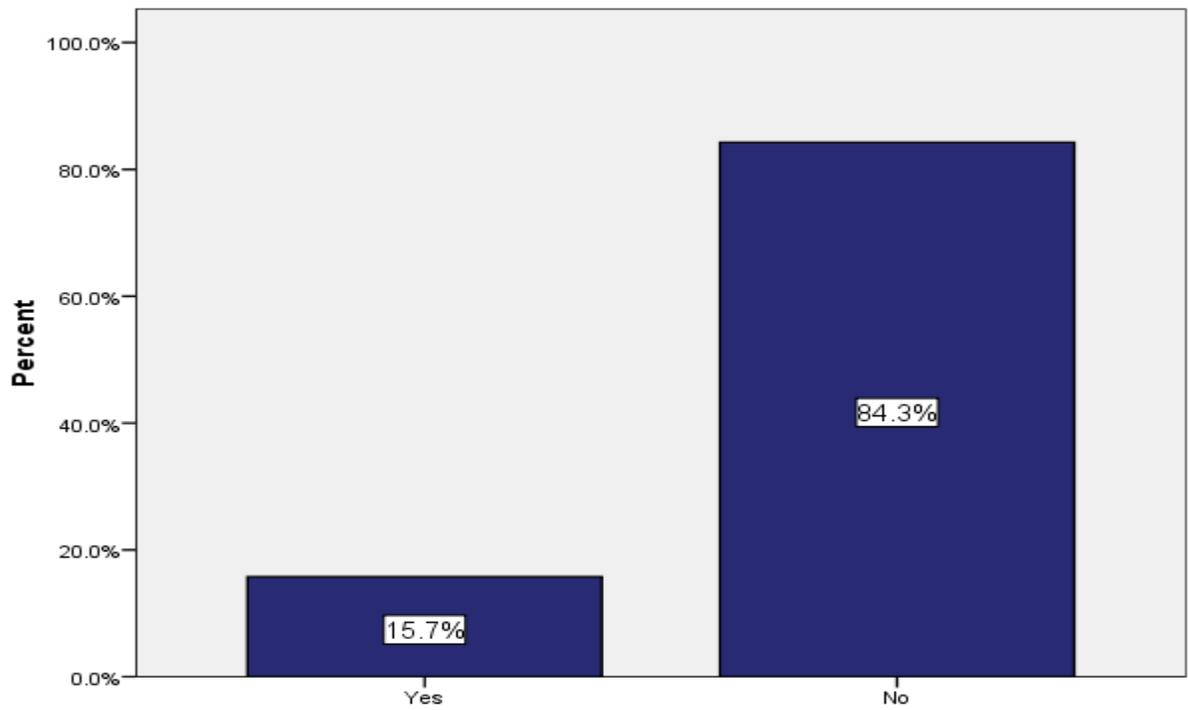
Q21: What other physical improvements do you think would make downtown West Plains more appealing?

More concerts on square once a week
Looks good
Good as is
Landscaping
Trees
Fill empty buildings

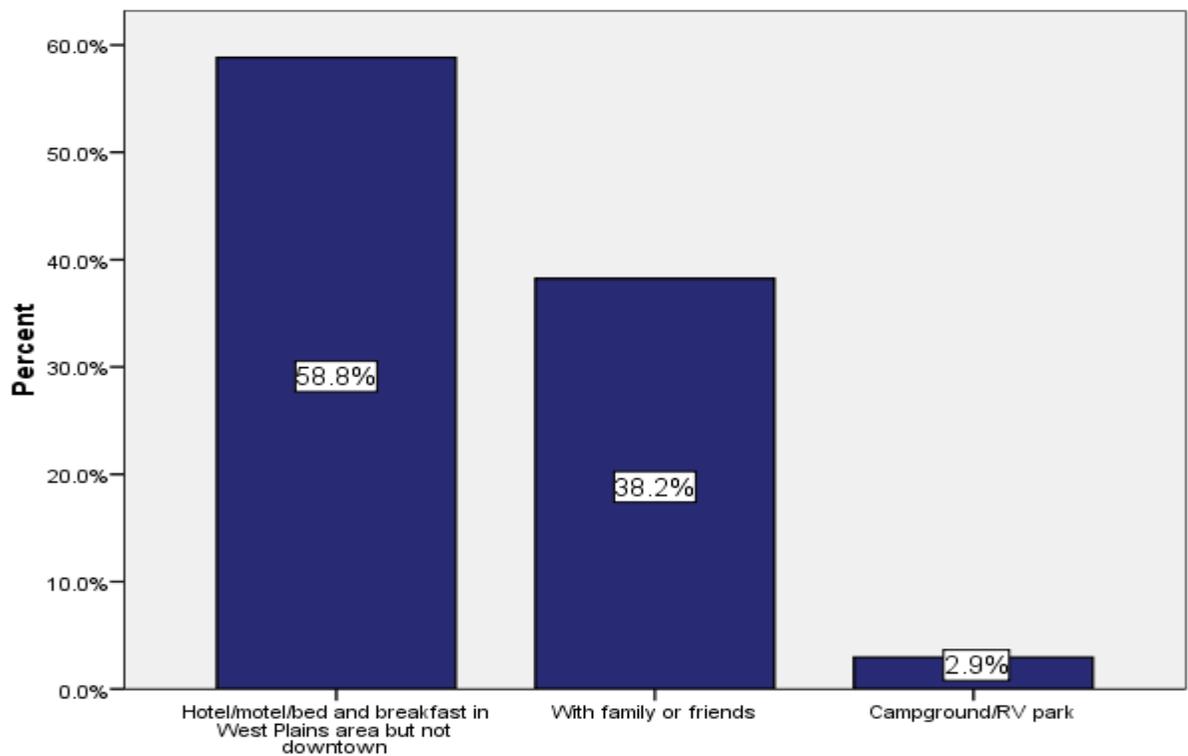
SECTION IV VISITOR BAR CHART



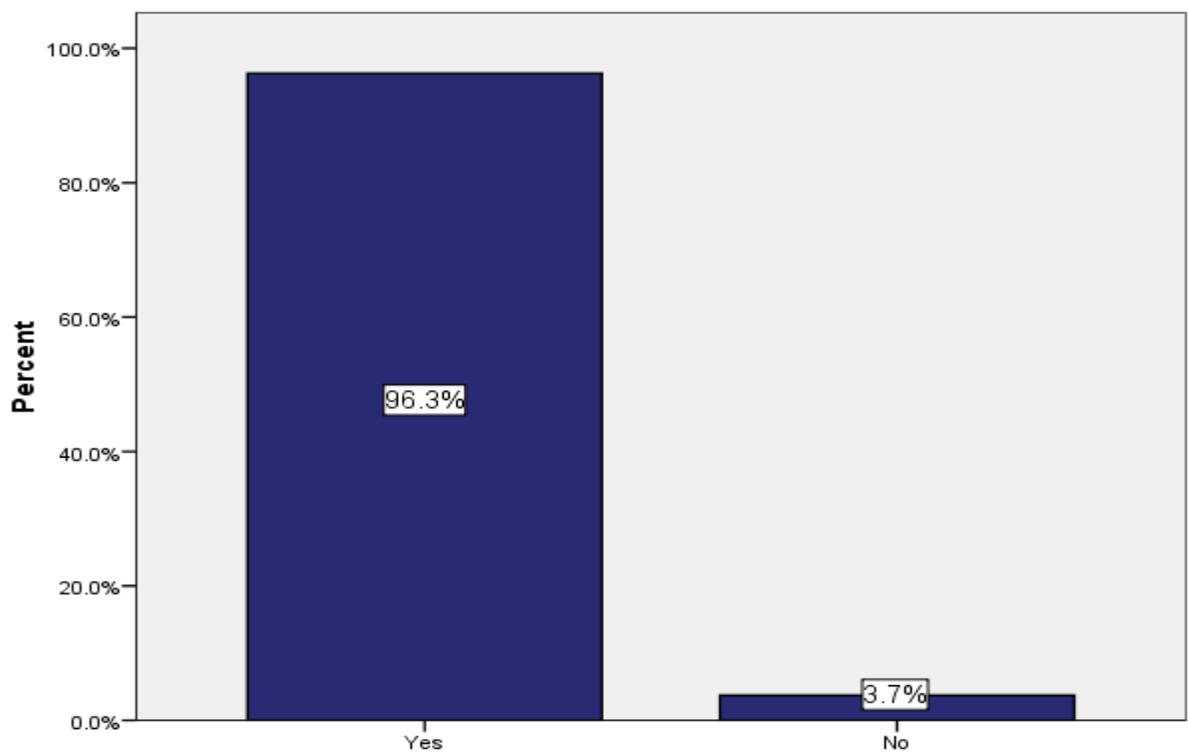
2. What is the main purpose of your visit to downtown West Plains today?



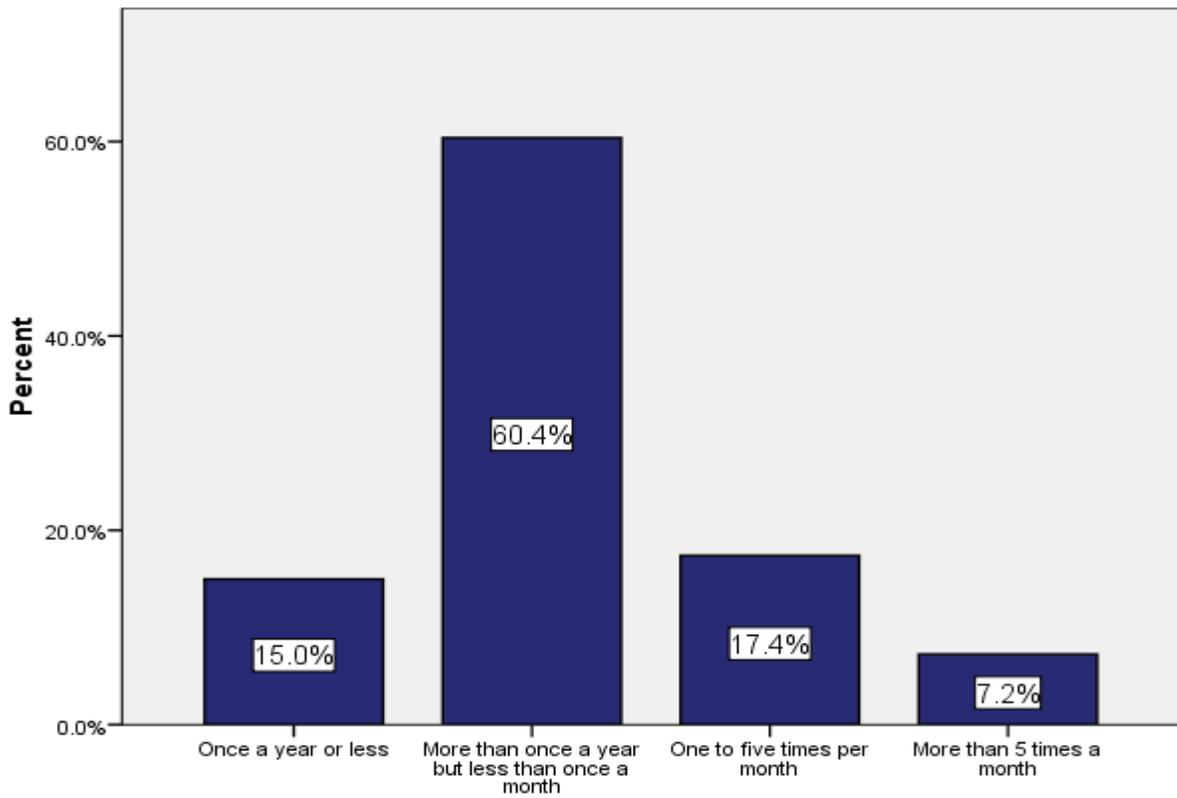
3. Are you staying overnight in West Plains?



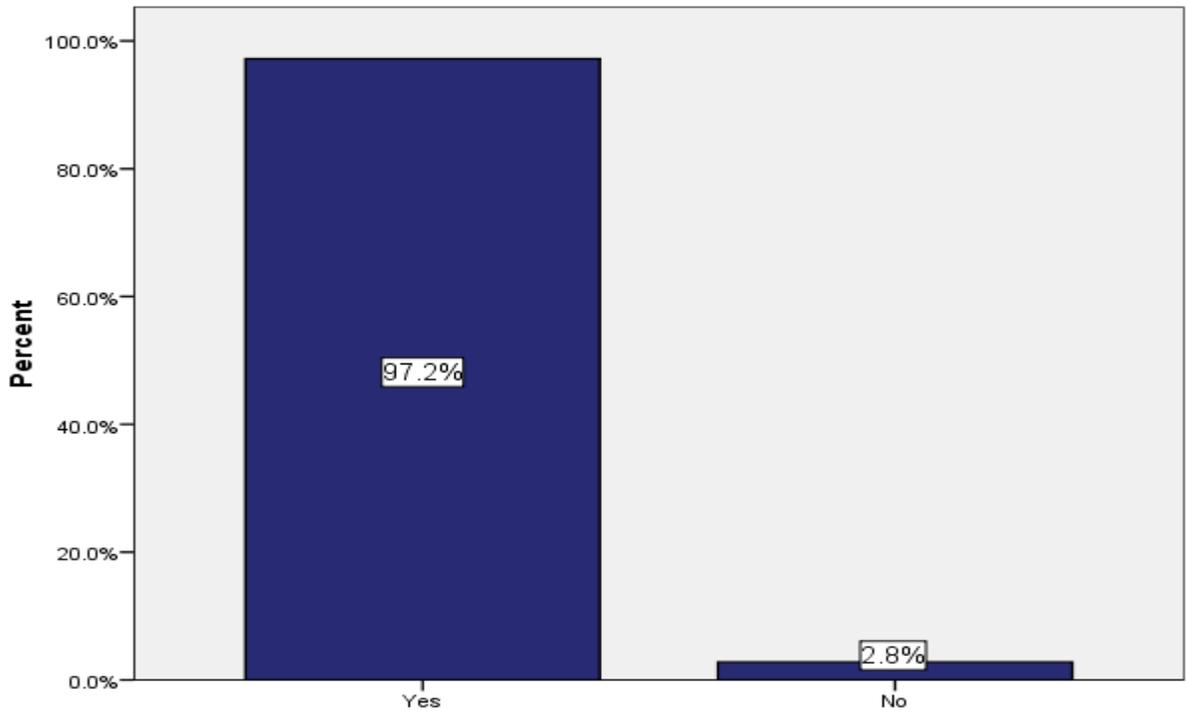
4. Where are you staying overnight in West Plains?



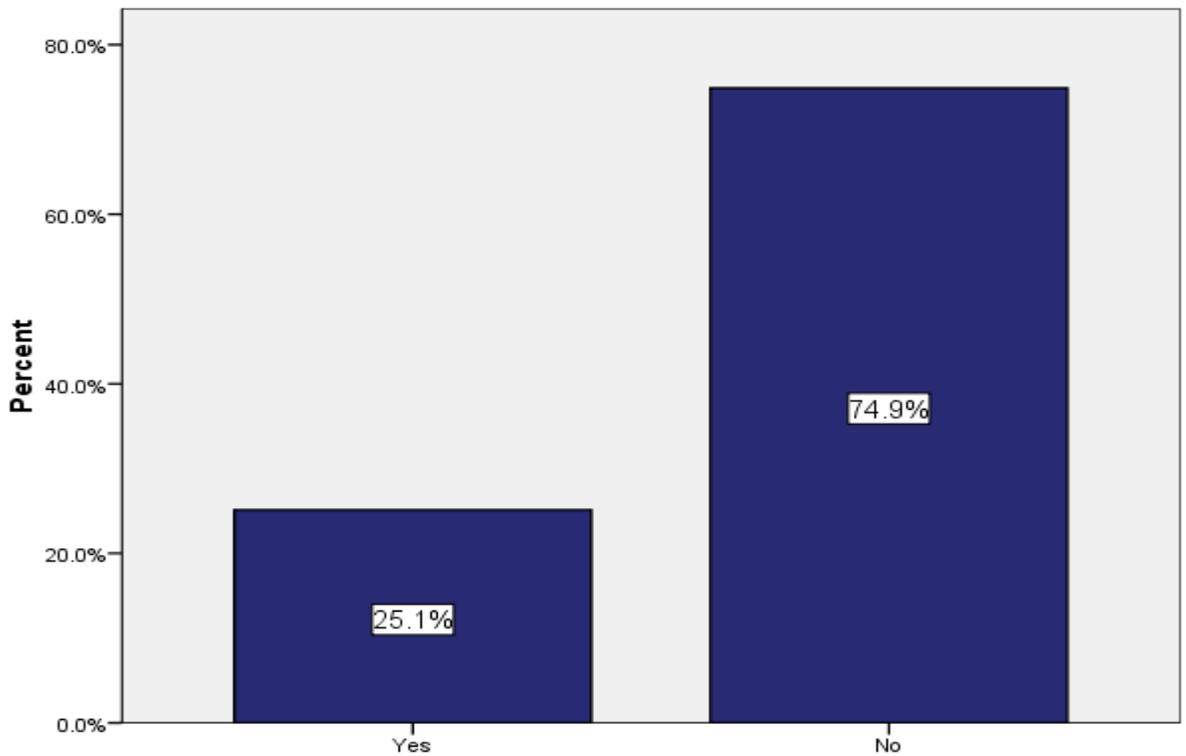
5. Have you visited downtown West Plains before today?



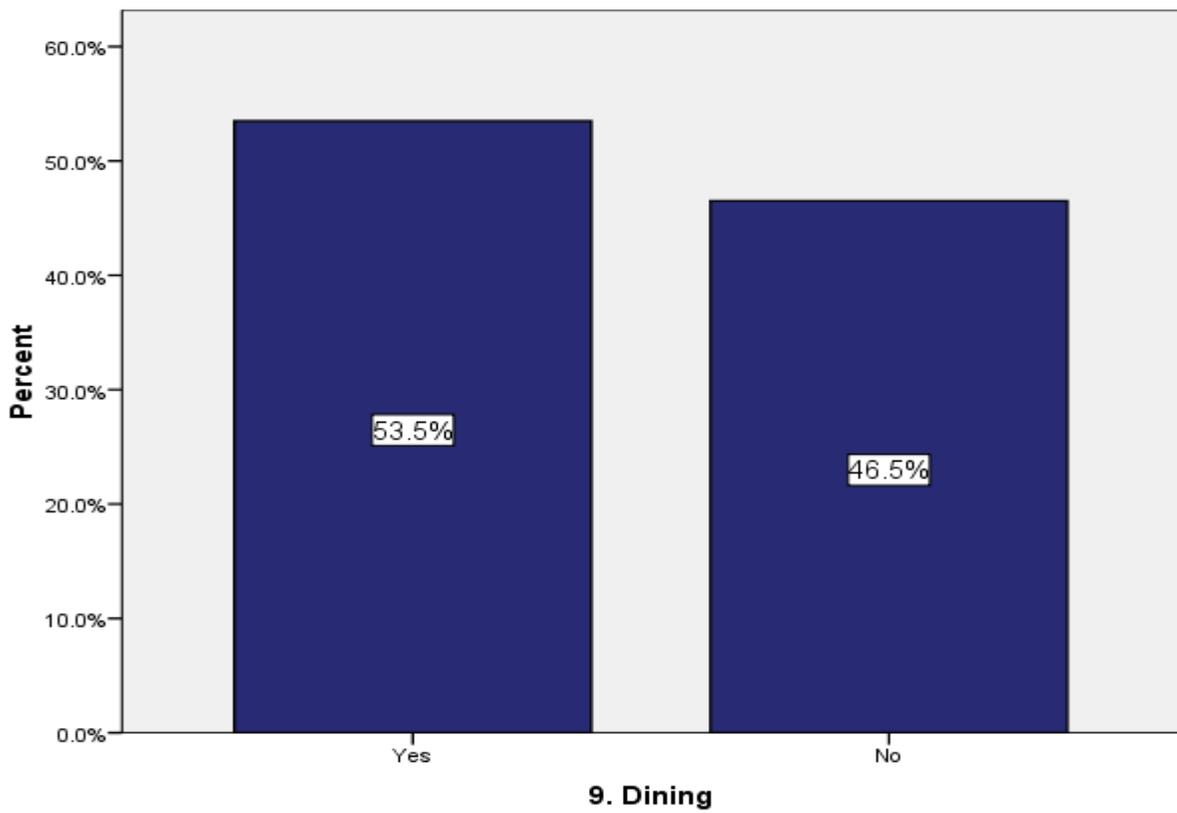
6. How often do you visit downtown West Plains?

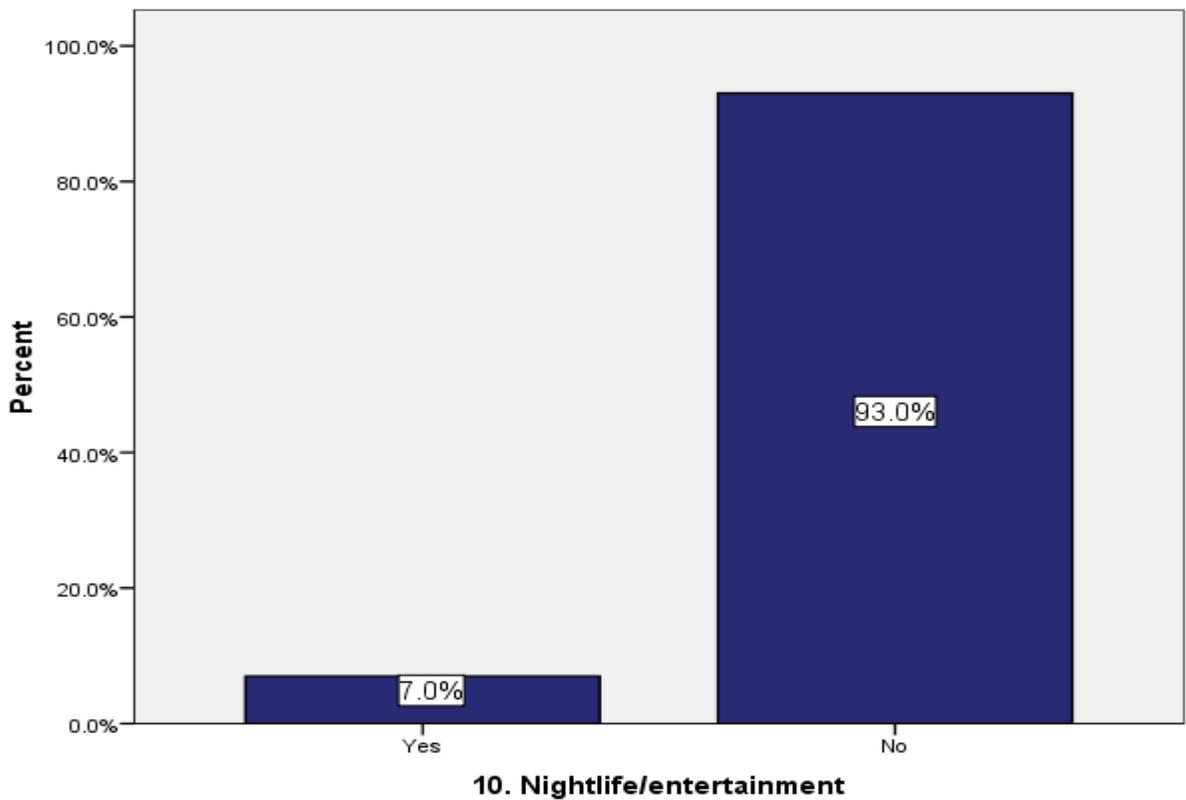


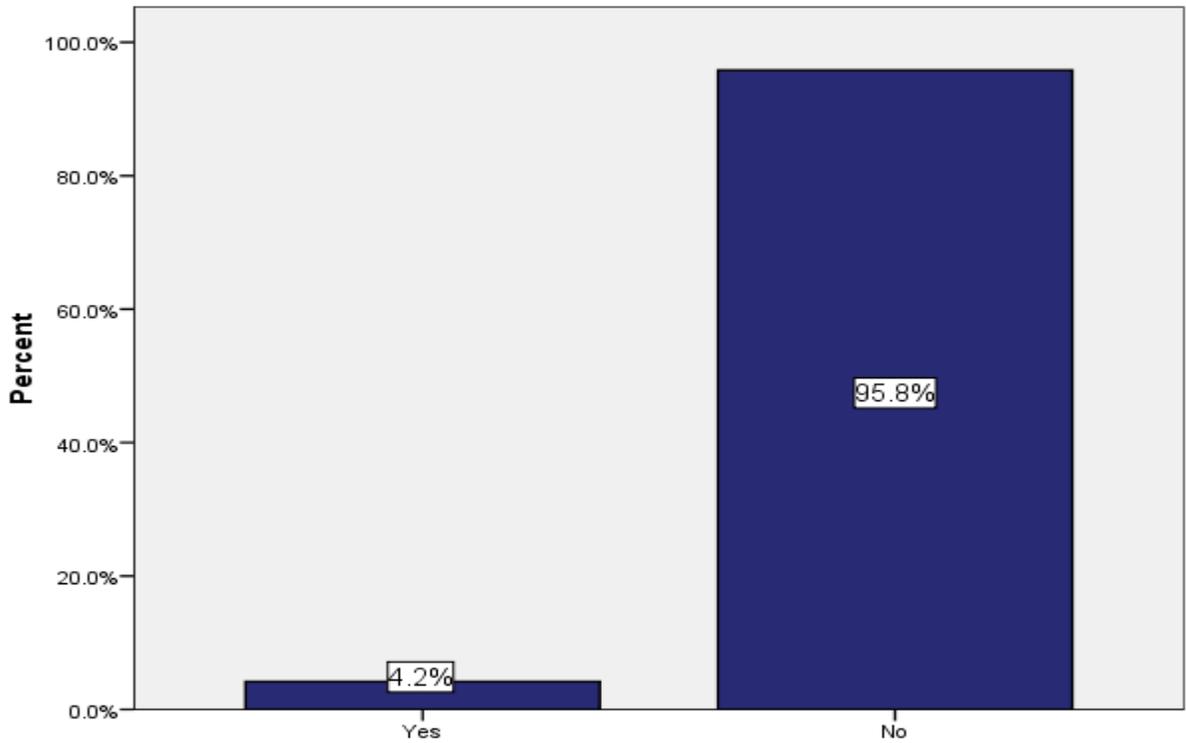
7. Attending special event



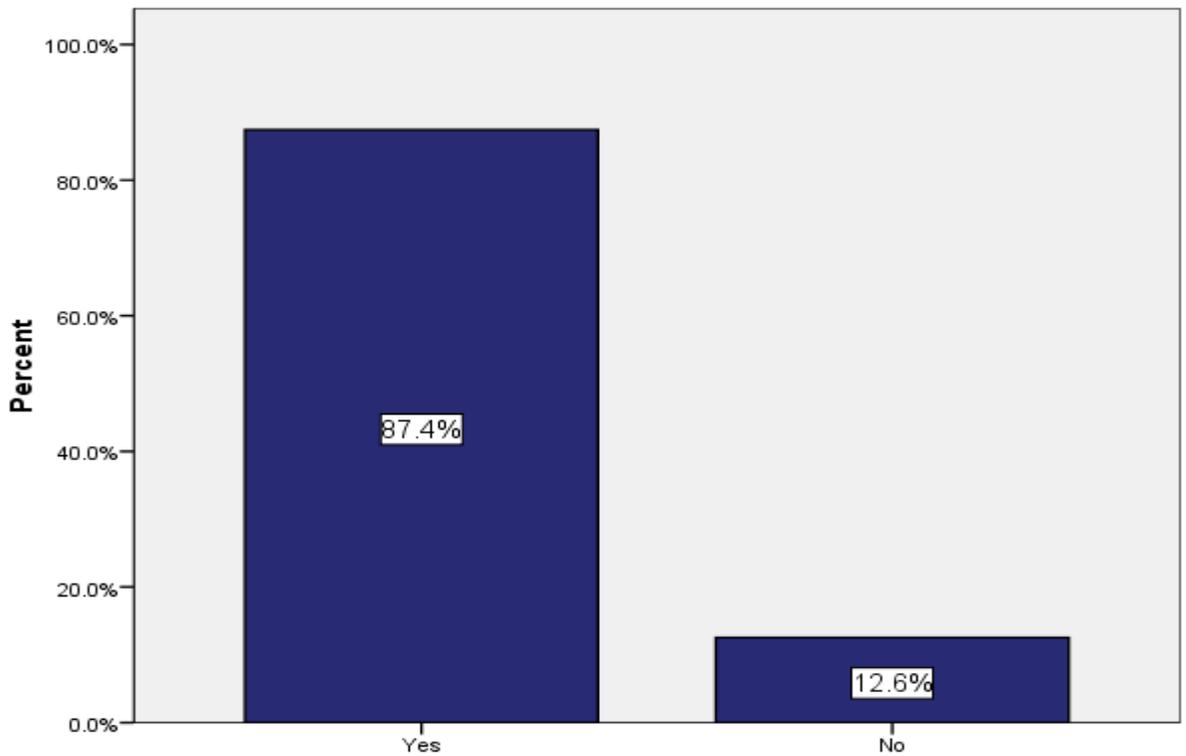
8. Shopping



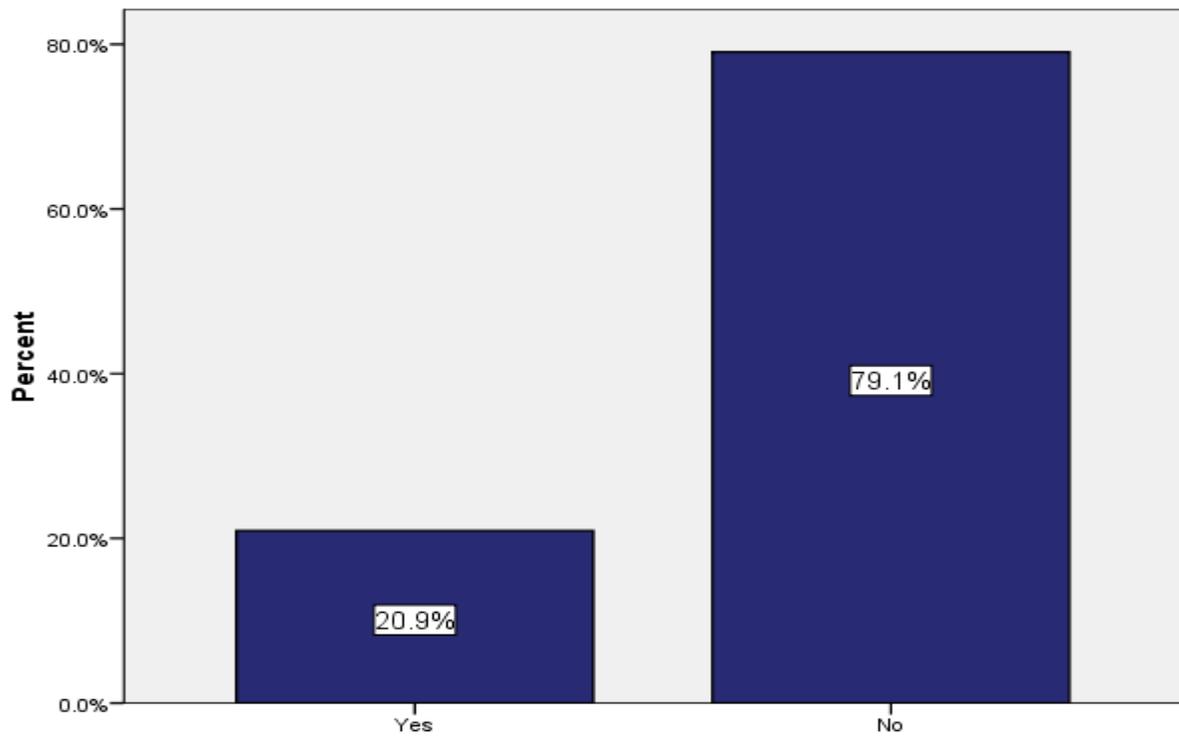




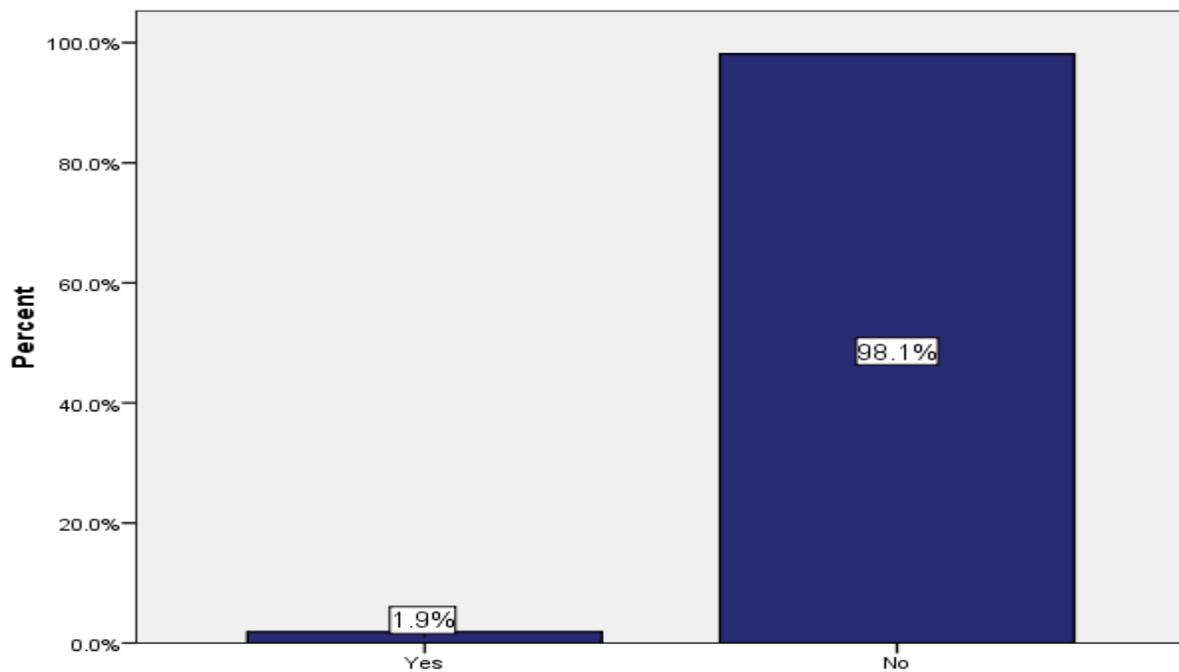
11. Outdoor recreation



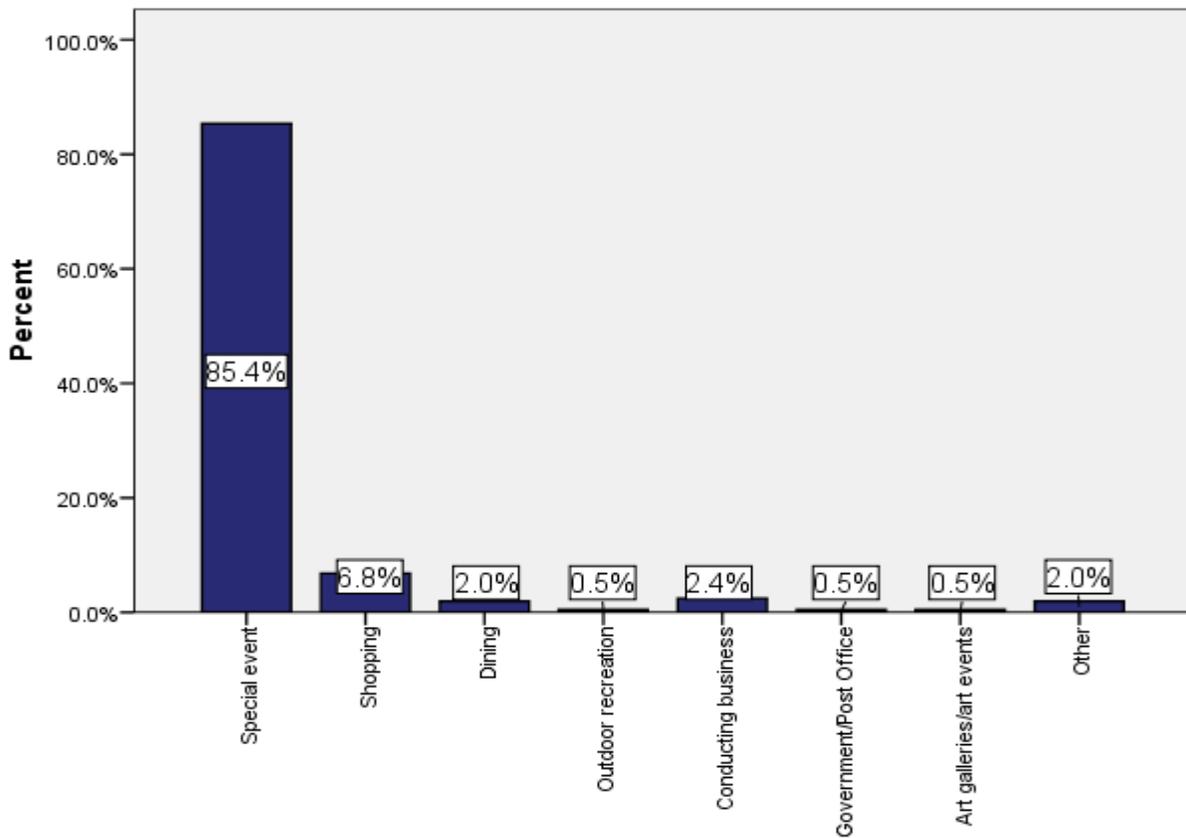
12. Visiting the Civic Center



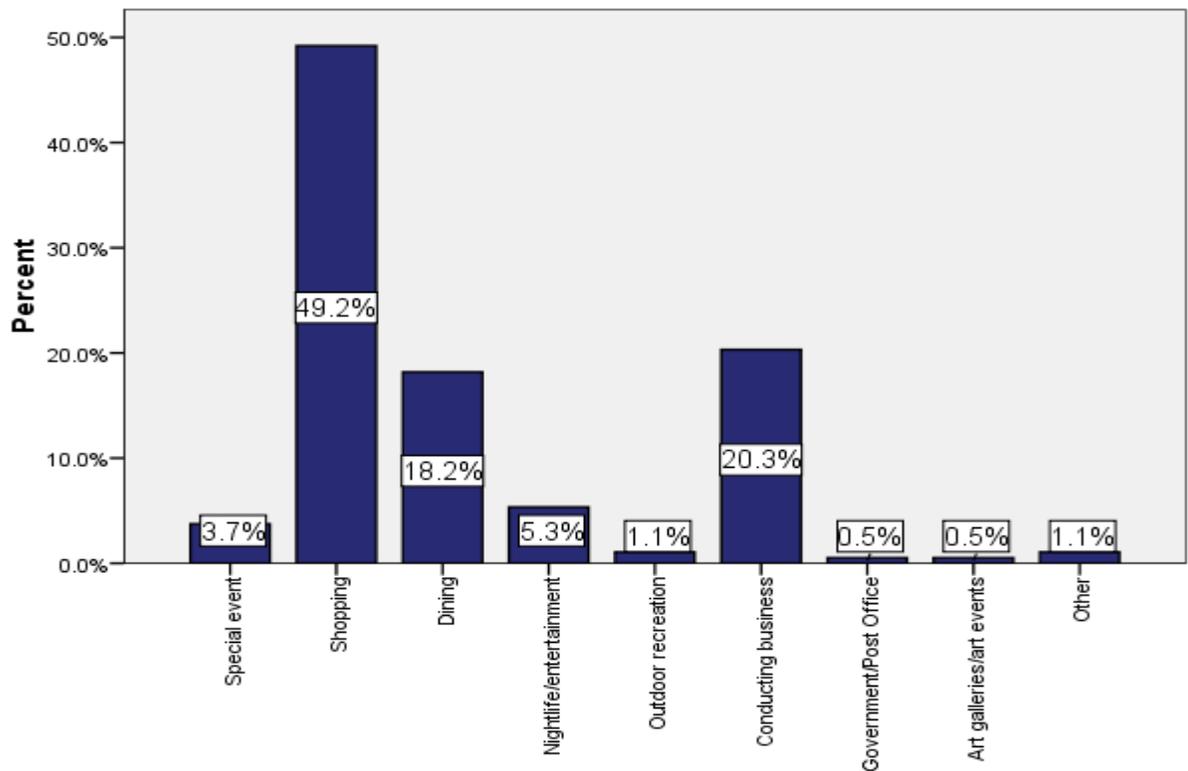
13. Conducting business



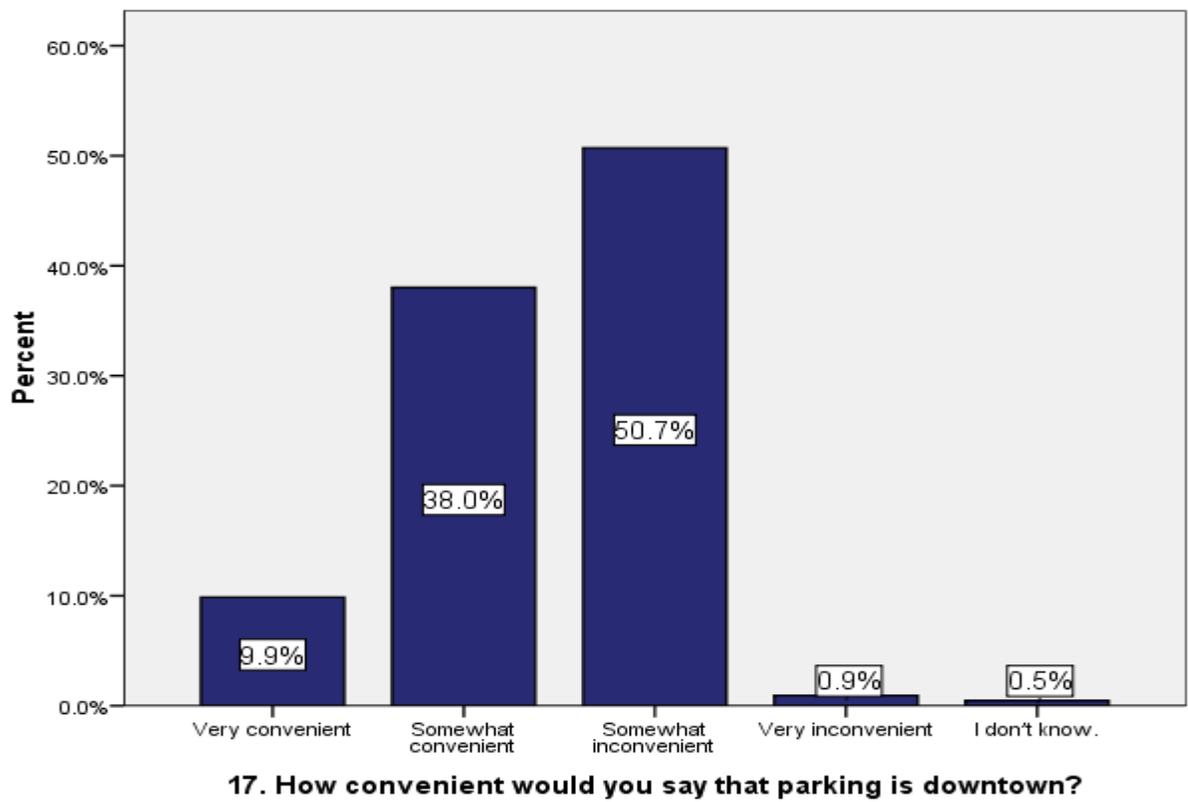
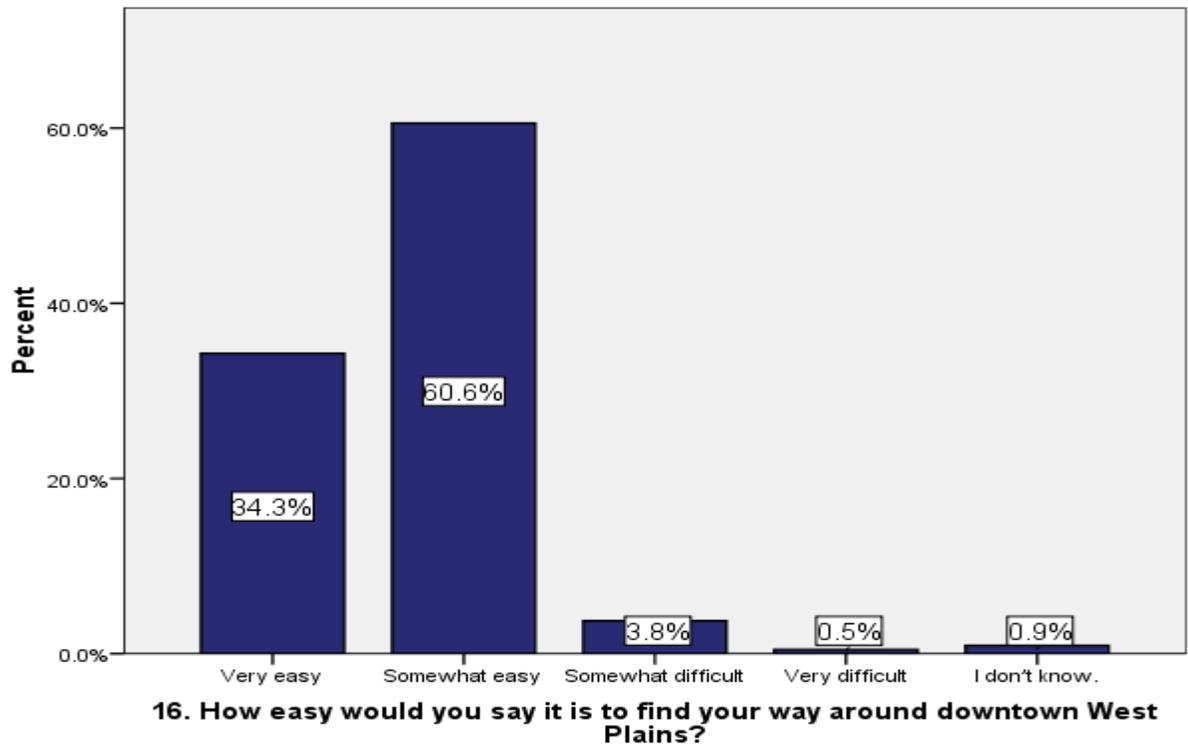
14. Government/Post Office

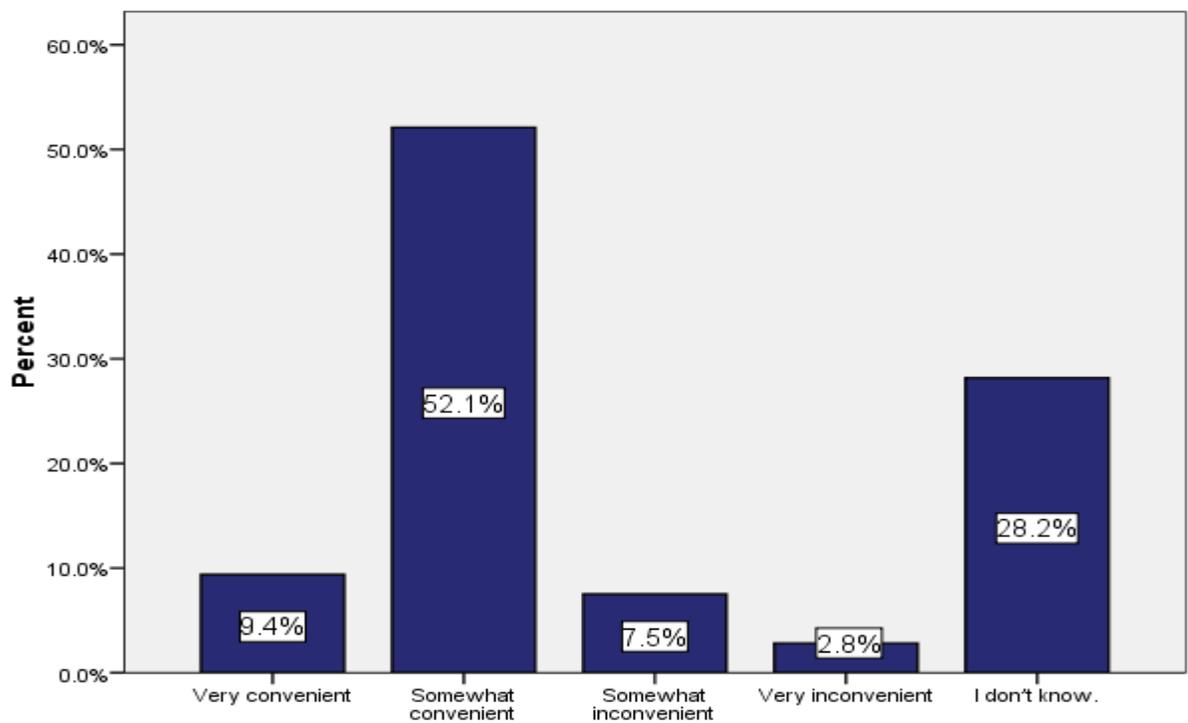


15a. What is the top reason you most often visit downtown West Plains?

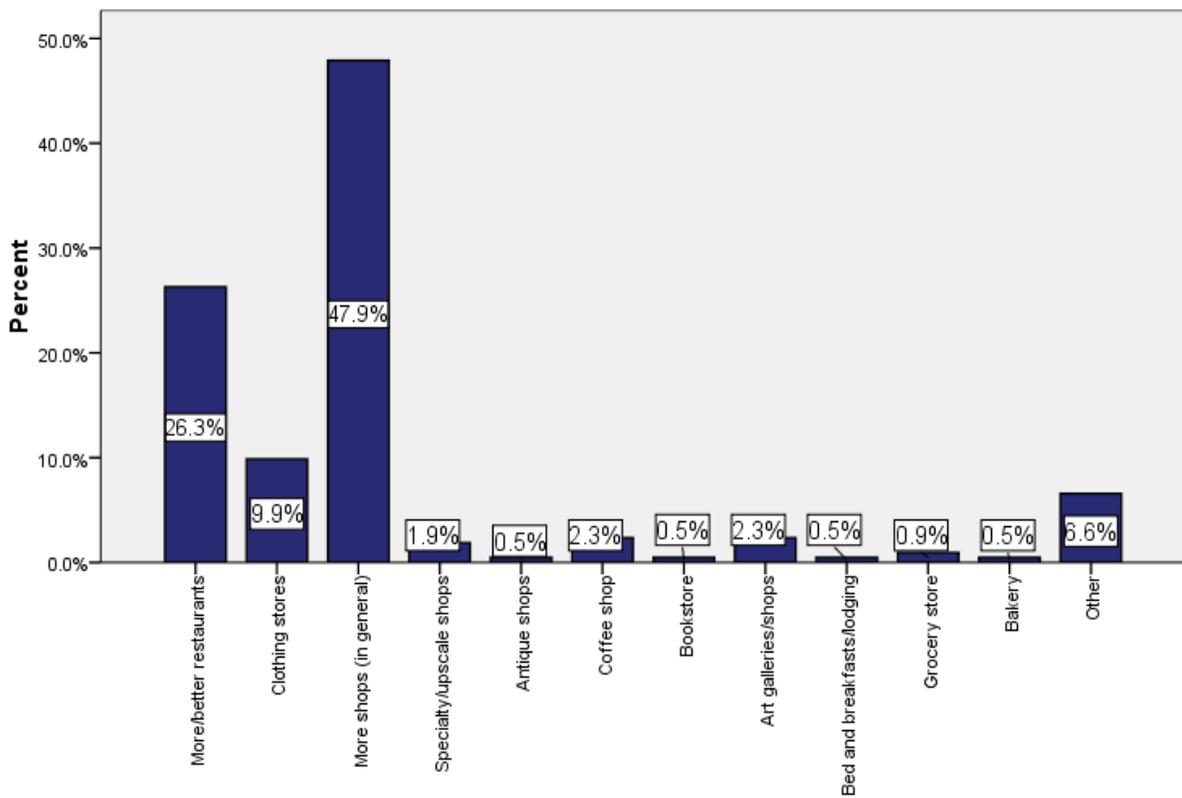


15b. What is the second top reason you most often visit downtown West Plains?

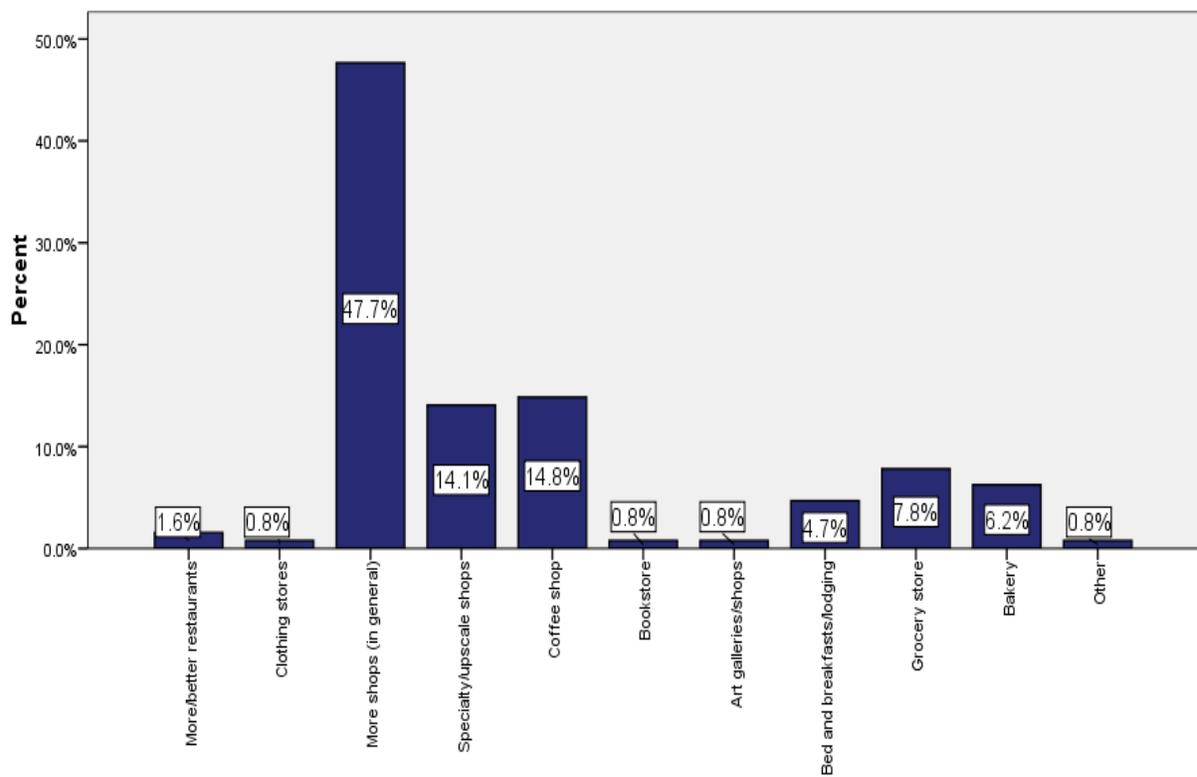




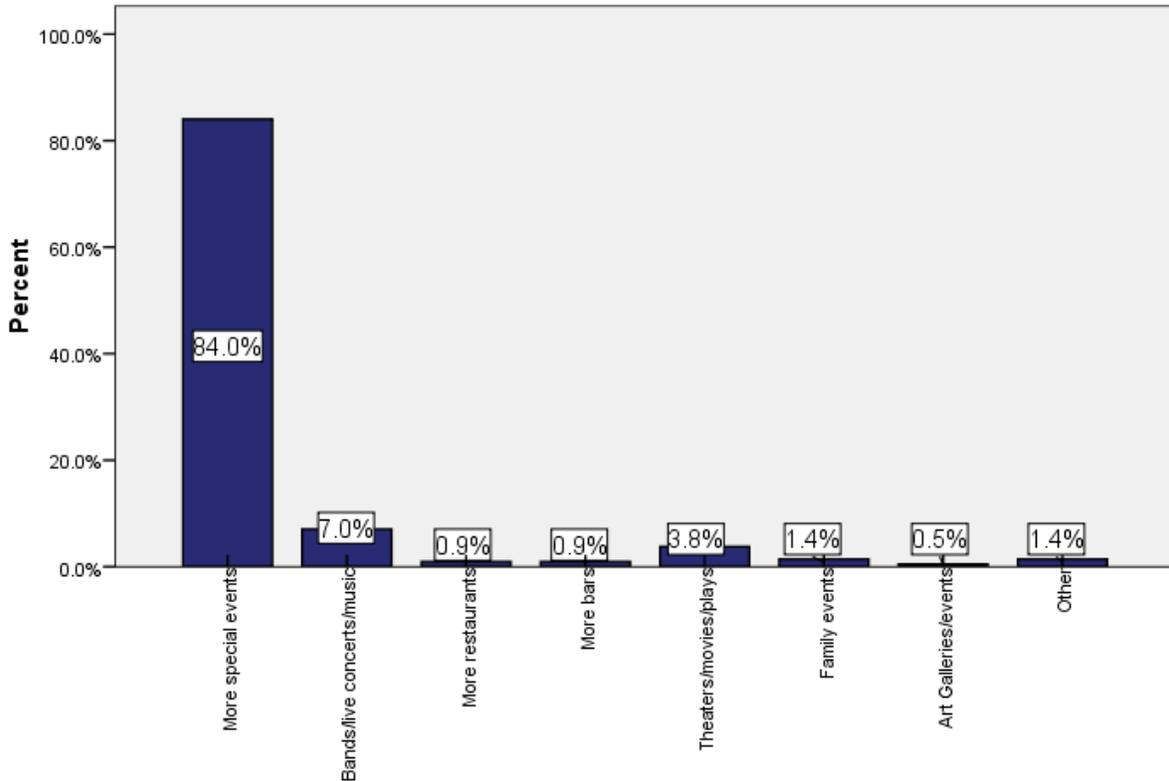
18. How convenient would you say that hours of downtown businesses are?



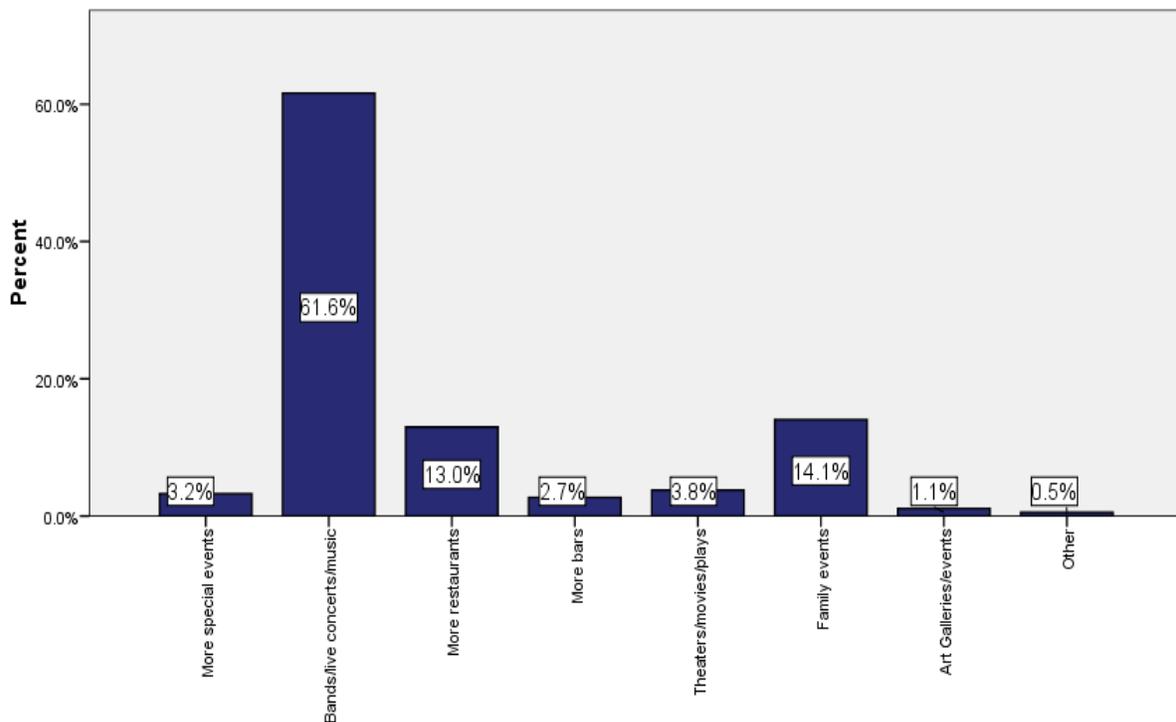
19a. What kinds of additional businesses do you think would make you more likely to visit downtown West Plains?...



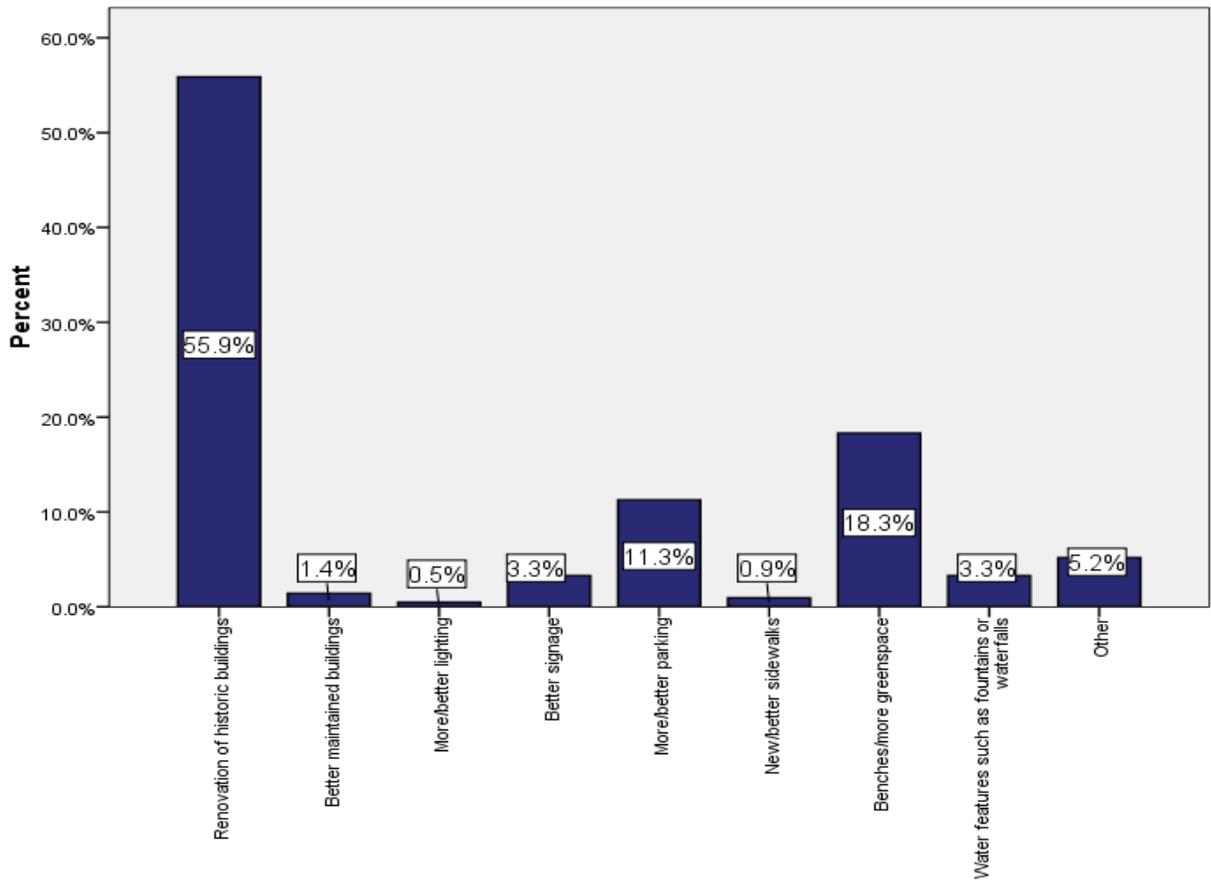
19b. What kinds of additional businesses do you think would make you more likely to visit downtown West Plains?(second response)



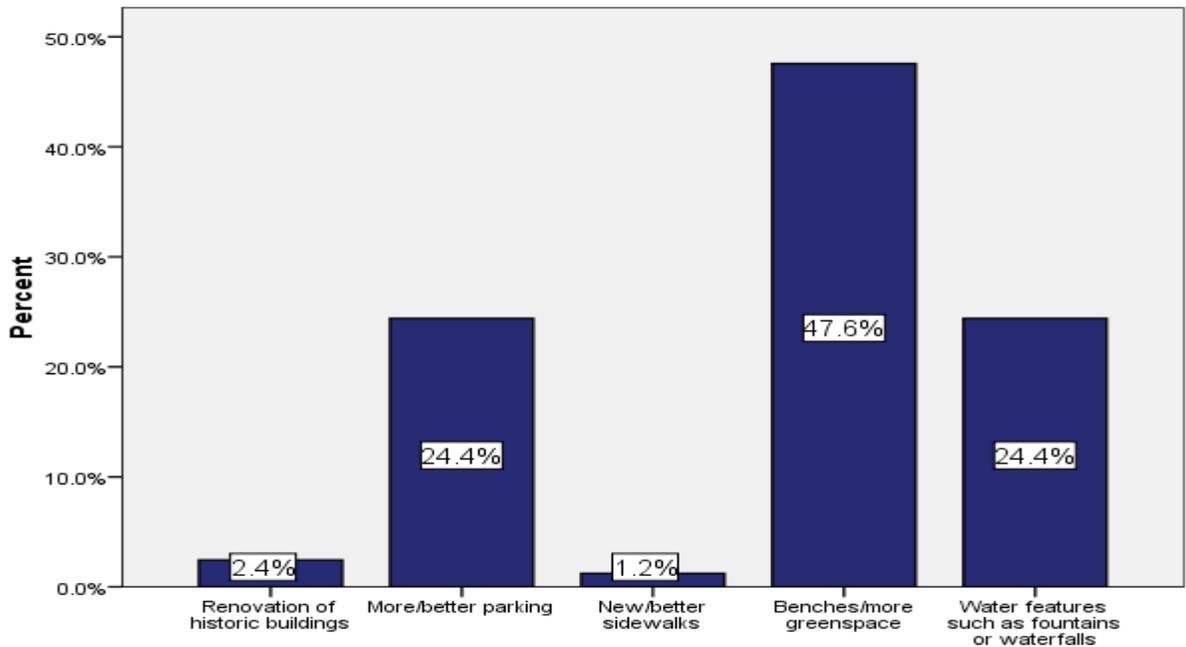
20a. What kinds of recreation or entertainment opportunities would make you more likely to visit downtown ...



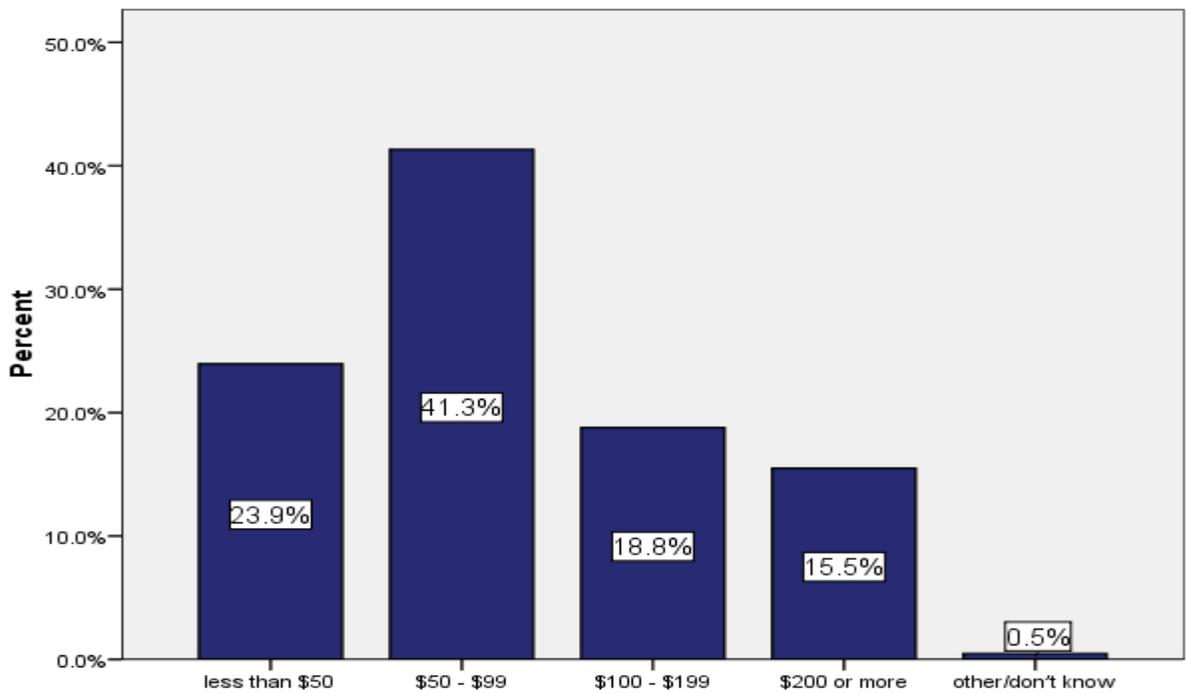
20b. What kinds of recreation or entertainment opportunities would make you more likely to visit downtown West Plains?(second ...



21a. What other physical improvements do you think would make downtown West Plains more appealing? ...

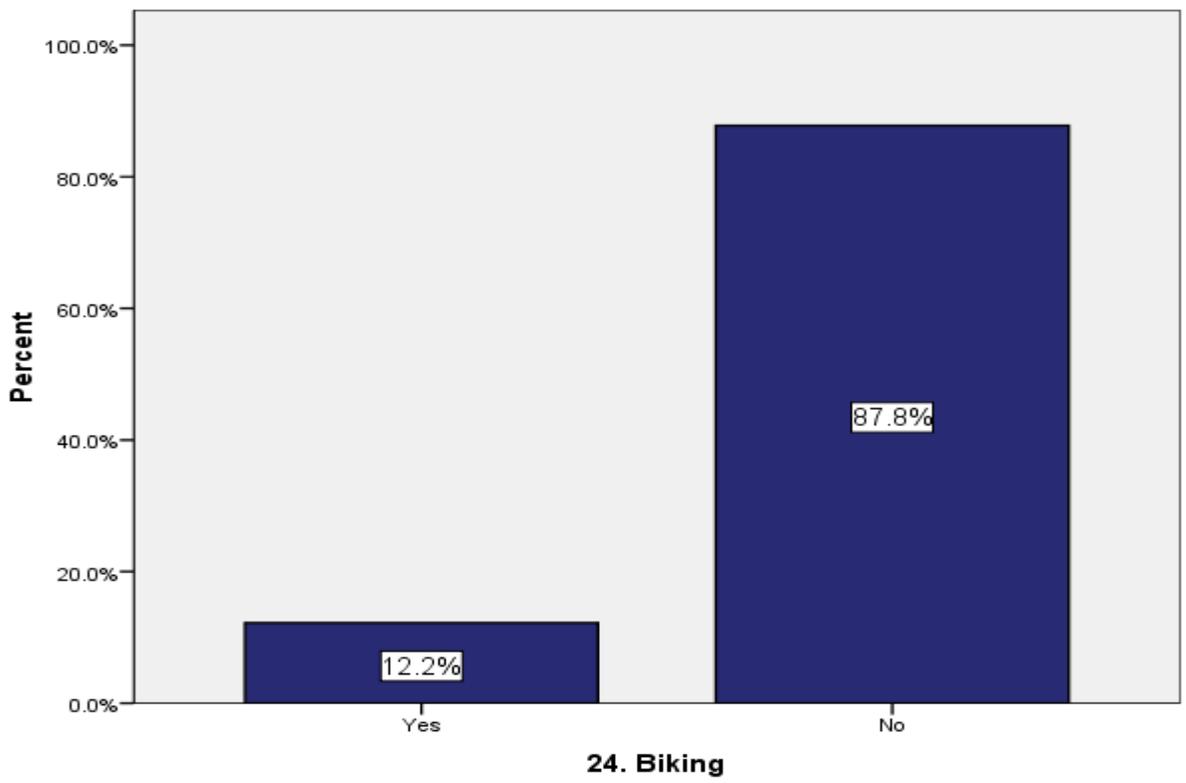


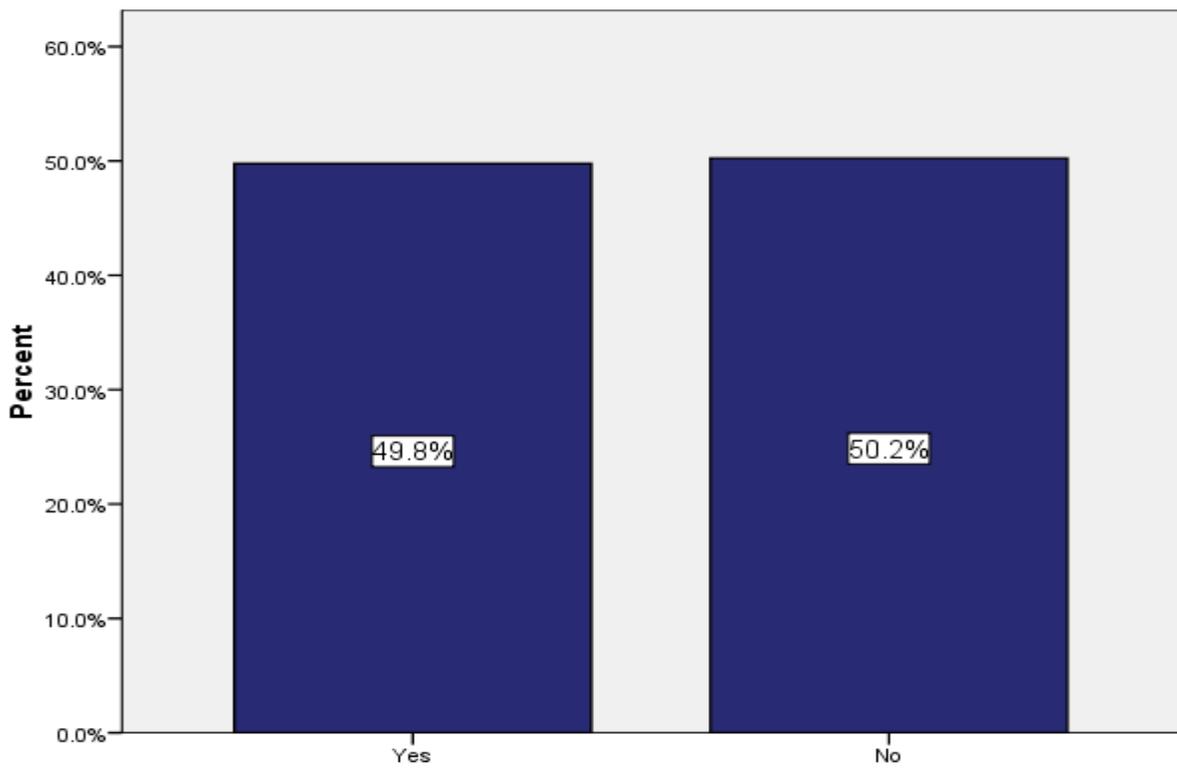
21b. What other physical improvements do you think would make downtown West Plains more appealing?(second response)



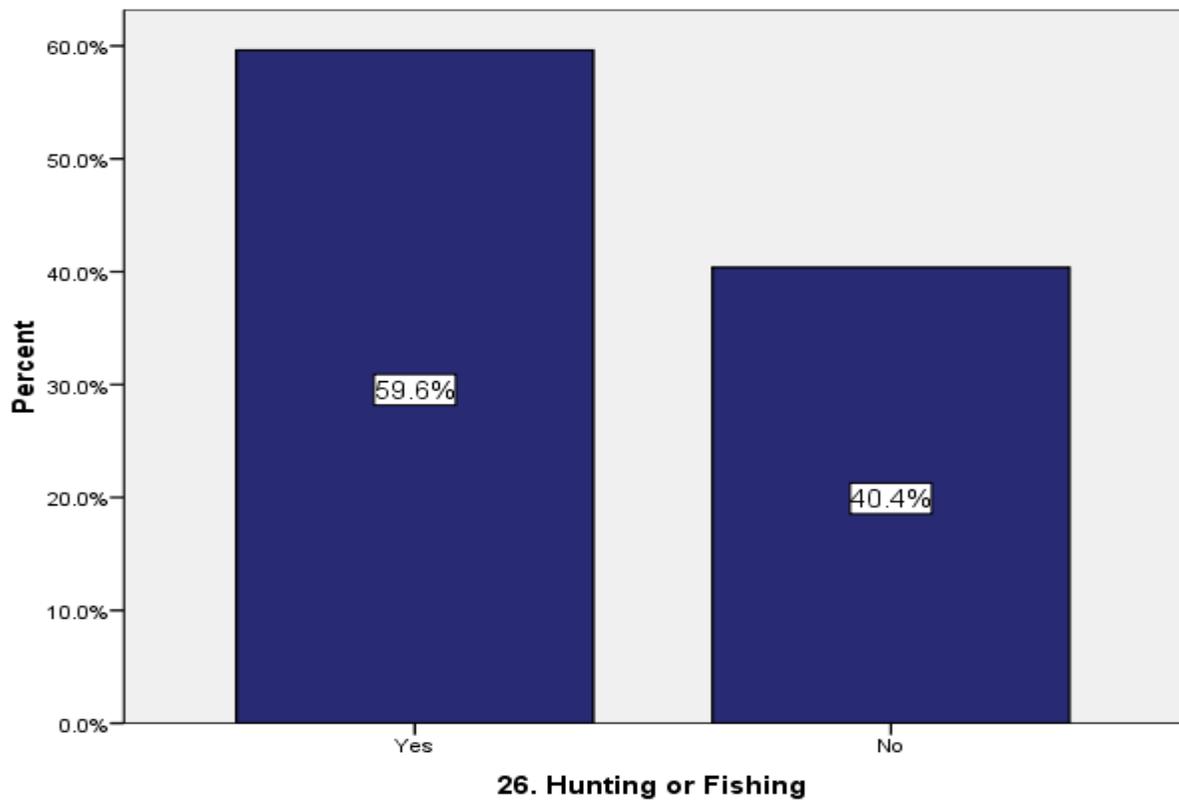
22. Excluding lodging, how much money are you likely to spend in downtown West Plains during this visit?

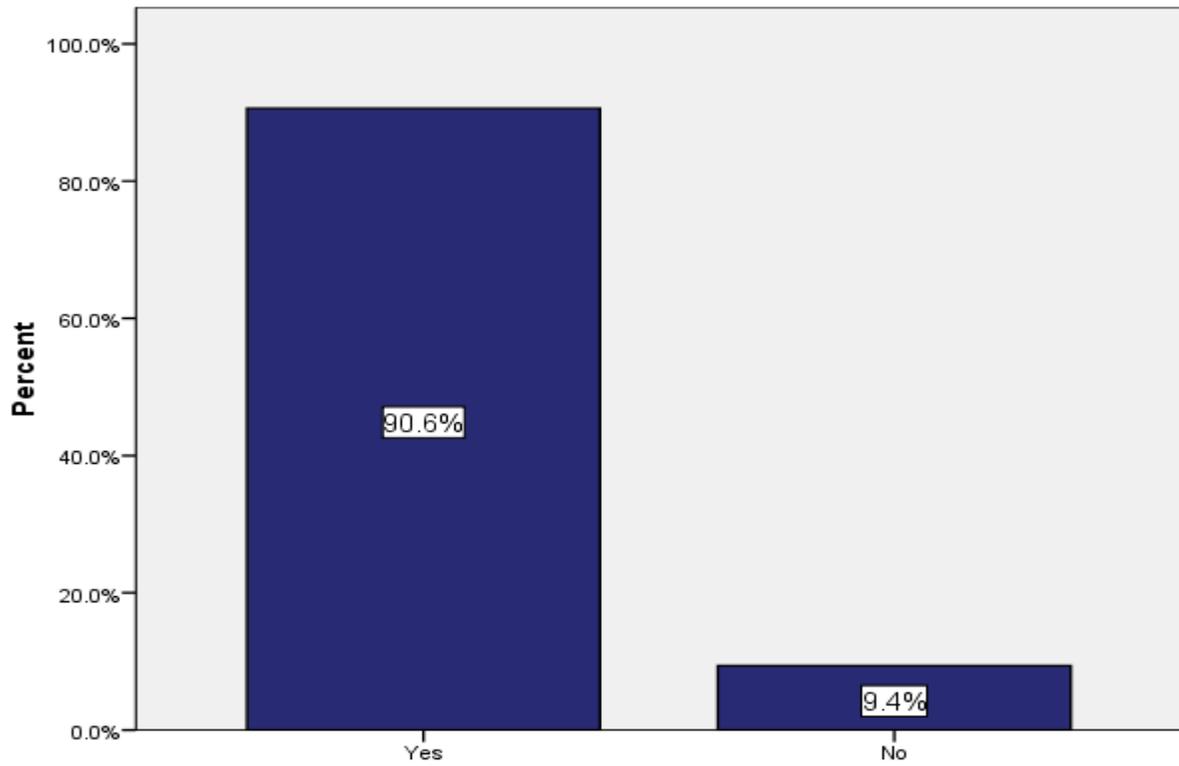




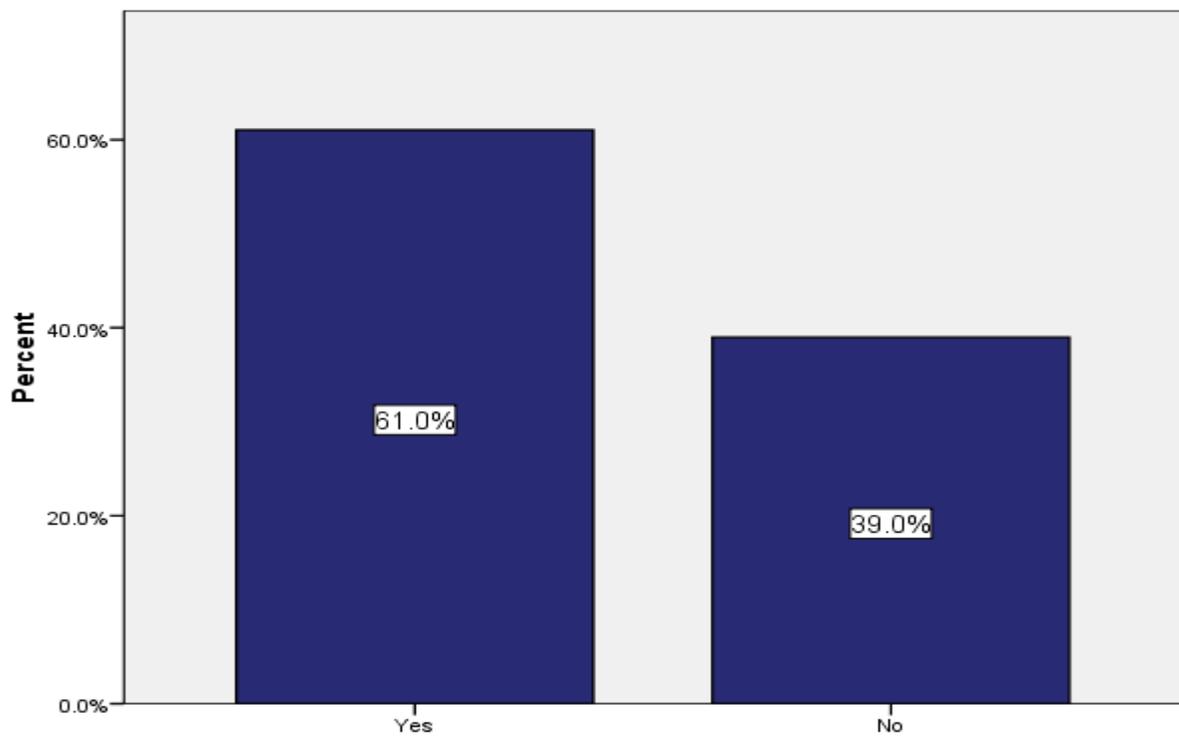


25. Antique shopping

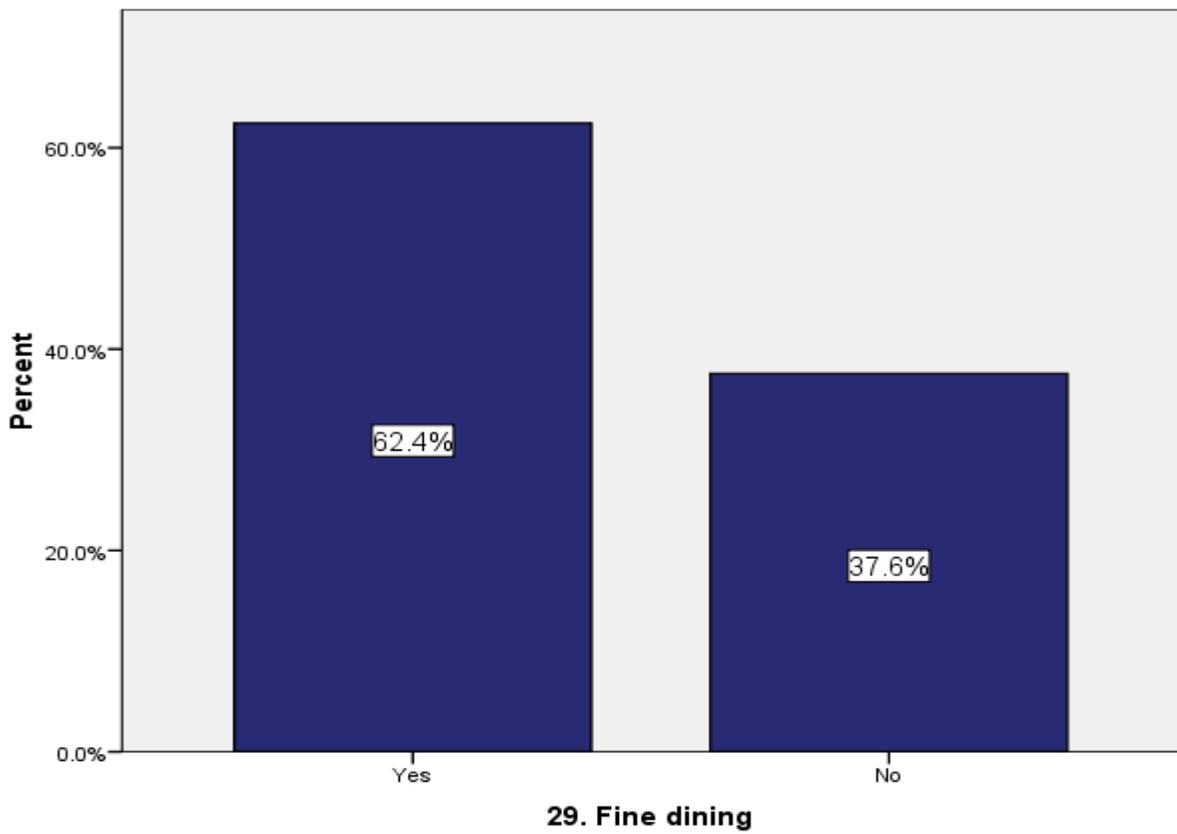


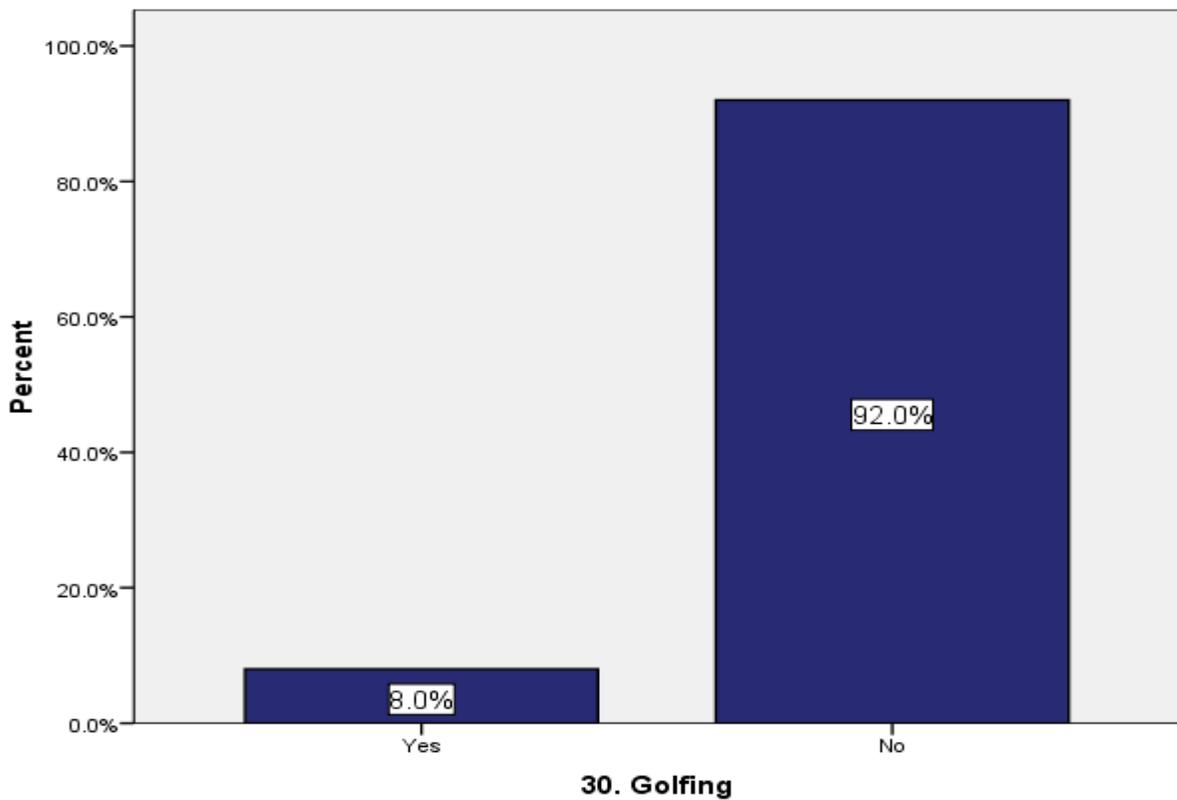


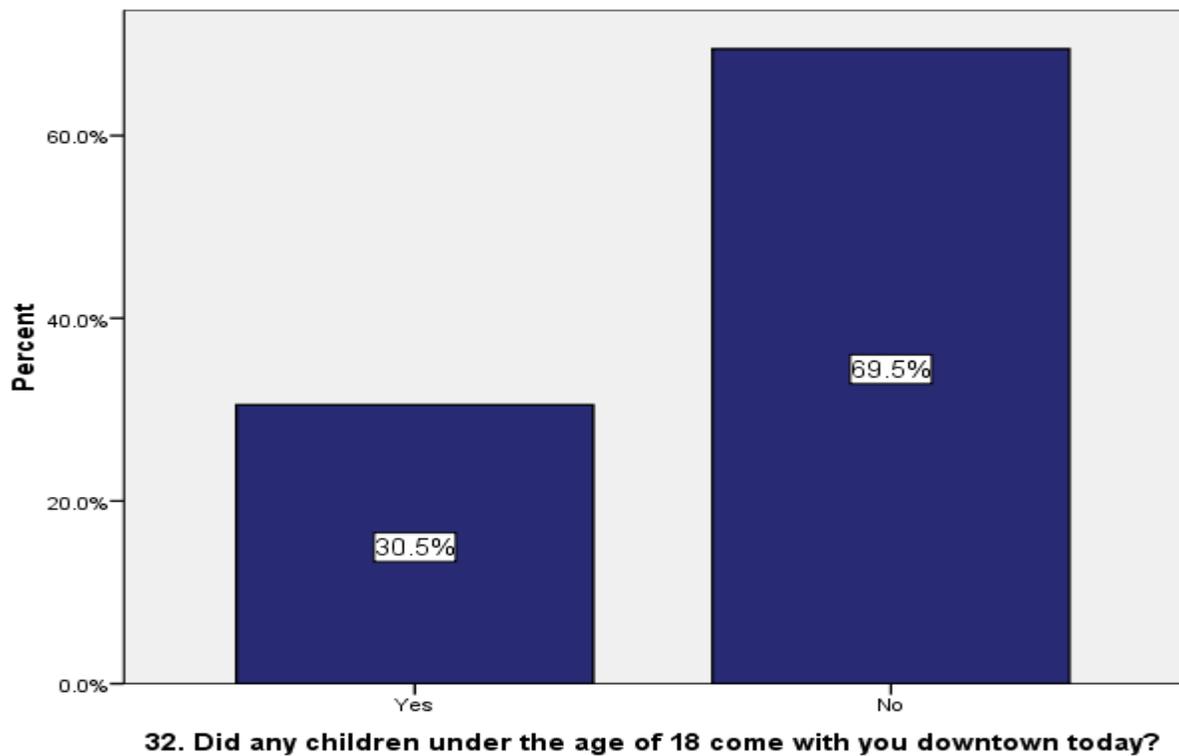
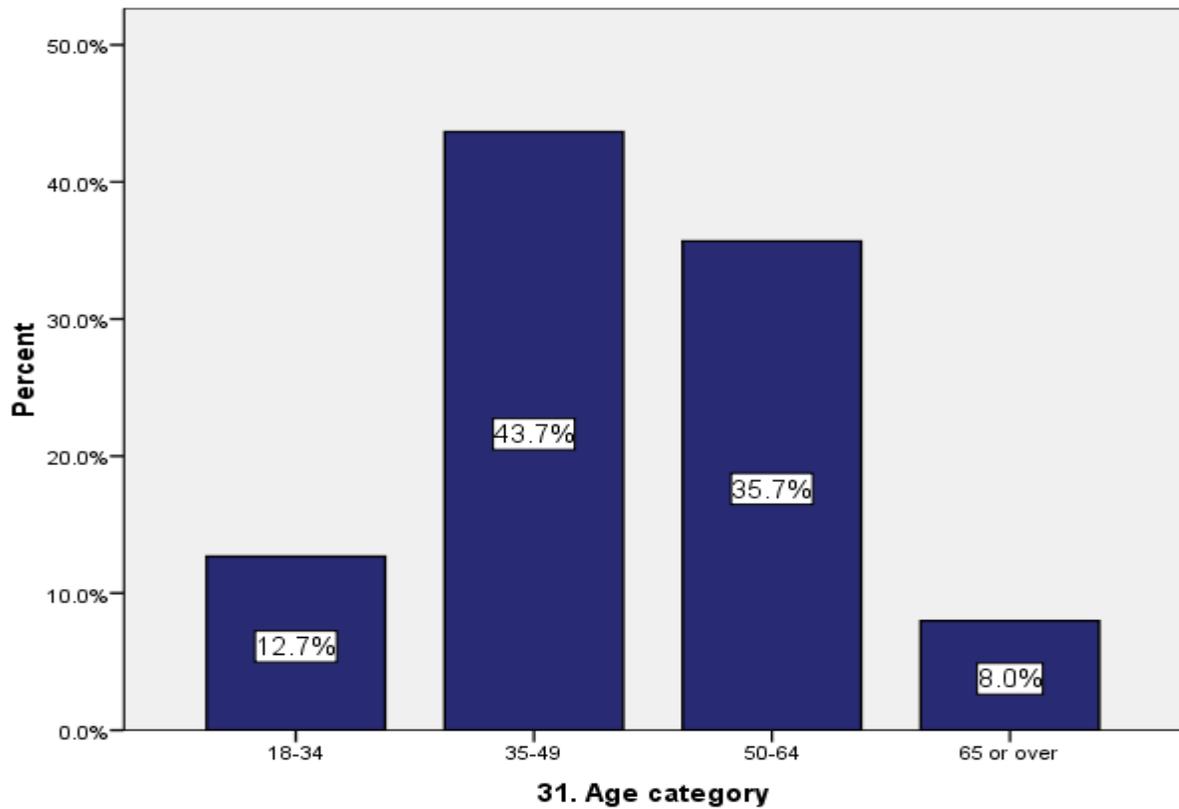
27. Seeing live music

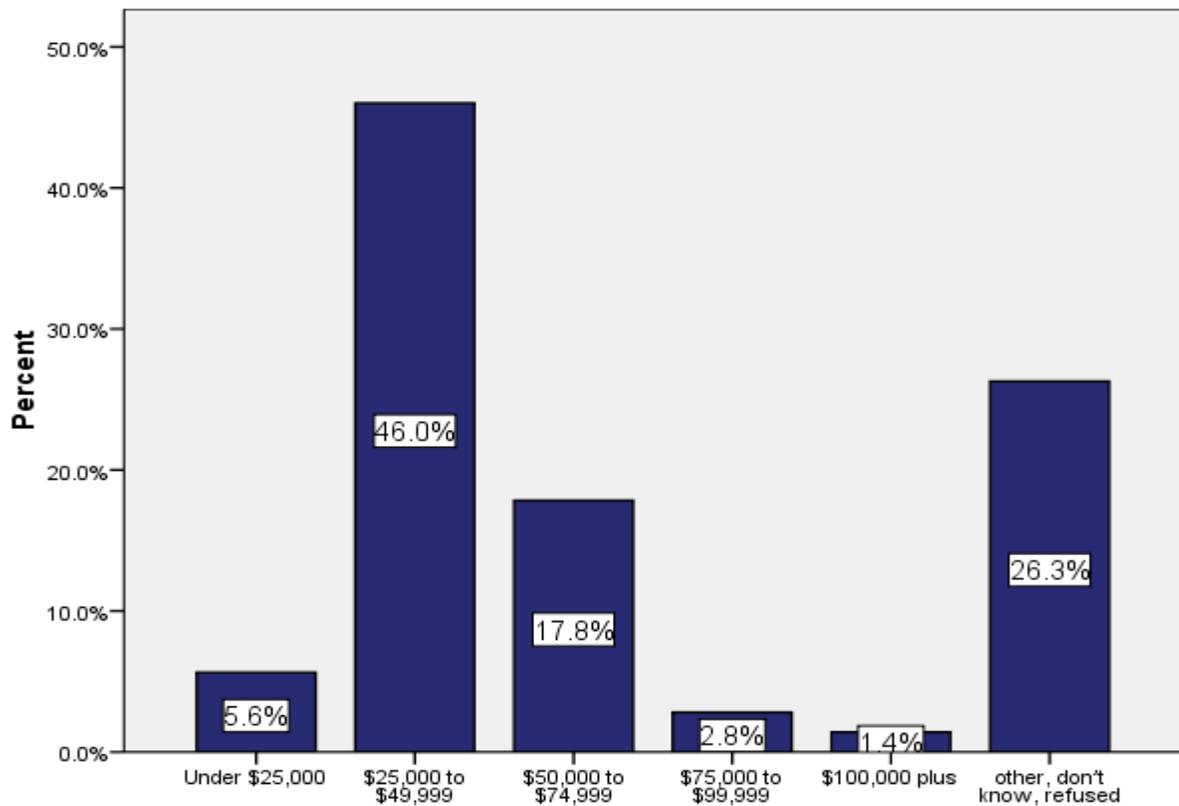


28. Walking/hiking

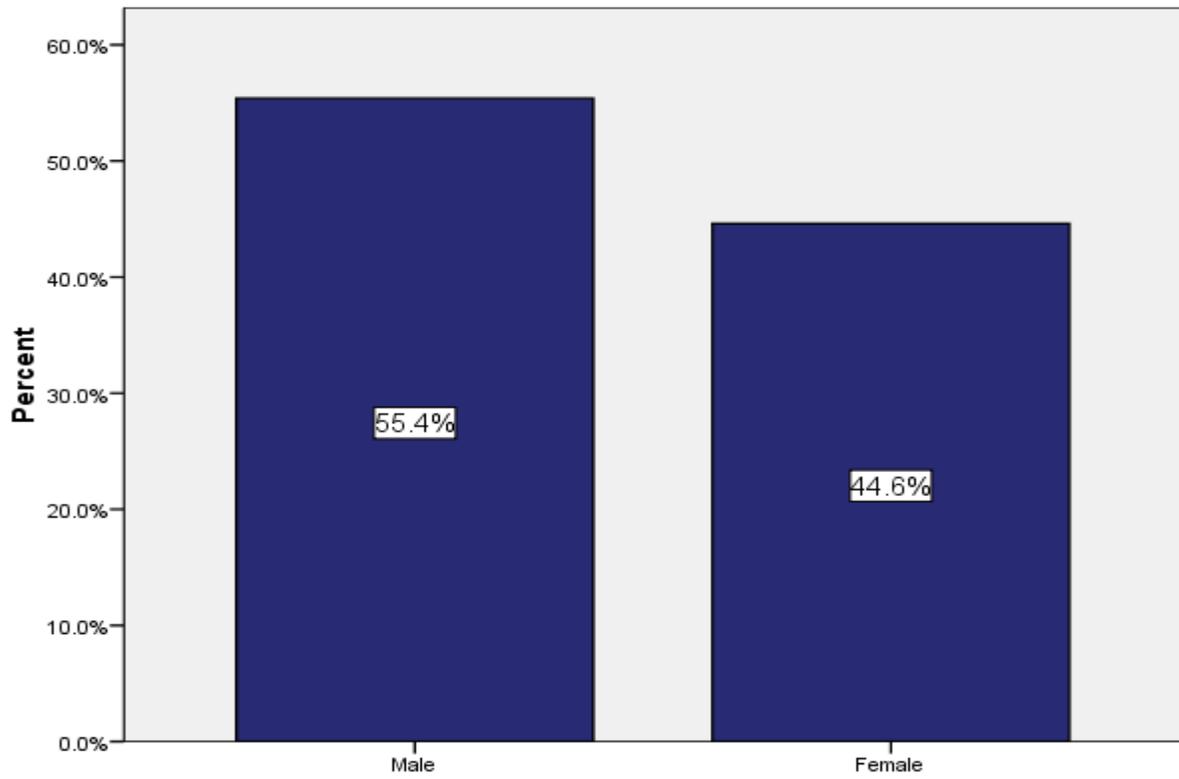








33. Annual household income from 2006.



34. Gender

SECTION V

QUESTIONNAIRE

1. What is your zipcode? (RECORD EXACT ZIPCODE) If respondent answers "65775," terminate interview.
2. What is the main purpose of your visit to downtown West Plains today? DO NOT READ CHOICES. (DONT ASK DURING HEART OF OZARKS FAIR. RECORD AS "4" FOR SPECIAL EVENT)
 - 1) Shopping
 - 2) Visiting family/friends
 - 3) Business
 - 4) Special event
 - 5) Government/Post Office
 - 9) Other (Specify) _____
3. Are you staying overnight in West Plains?
 - 1) Yes
 - 2) No (SKIP to QUESTION 5)
4. Where are you staying overnight in West Plains?
 - 1) Hotel/motel/bed and breakfast in downtown West Plains area
 - 2) Hotel/motel/bed and breakfast in West Plains area but not downtown
 - 3) With family or friends
 - 4) Campground/RV park
 - 9) Other (specify) _____
5. Have you visited downtown West Plains before today?
 - 1) Yes
 - 2) No (SKIP to QUESTION 7)
6. How often do you visit downtown West Plains?
 - 1) Once a year or less
 - 2) More than once a year but less than once a month
 - 3) One to five times per month
 - 4) More than 5 times a month
 - 9) Other (specify) _____

On this visit to West Plains, which of these activities do you plan to do specifically in the downtown area?

Code responses as:

- 1) Yes
- 2) No
- 9) Other/don't know

- 7. Attending special event (DO NOT READ DURING HEART OF THE OZARKS FAIR. JUST CHECK YES)
- 8. Shopping
- 9. Dining
- 10. Nightlife/entertainment
- 11. Outdoor recreation
- 12. Visiting the Civic Center
- 13. Conducting business
- 14. Government/Post Office
- 15. (IF NO TO QUESTION 5, WILL NOT ASK QUESTION 13) What are the top two reasons you most often visit downtown West Plains? (DO NOT READ CHOICES. RECORD ONE OR TWO RESPONSES, AS APPROPRIATE)

- 1) Special event
- 2) Shopping
- 3) Dining
- 4) Nightlife/entertainment
- 5) Outdoor recreation
- 6) Conducting business
- 7) Government/Post Office
- 8) Art galleries/art events
- 9) Other (specify)_____

- 16. How easy would you say it is to find your way around downtown West Plains?

- 1) Very easy
- 2) Somewhat easy
- 3) Somewhat difficult
- 4) Very difficult
- 9) I don't know.

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

- 1) Very convenient
- 2) Somewhat convenient
- 3) Somewhat inconvenient
- 4) Very inconvenient
- 9) I don't know.

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

- 1) Very convenient
- 2) Somewhat convenient
- 3) Somewhat inconvenient
- 4) Very inconvenient
- 9) I don't know.

19. What kinds of additional businesses do you think would make you more likely to visit downtown West Plains? (DO NOT READ CHOICES. RECORD ONE OR TWO RESPONSES, AS APPROPRIATE.) IF RESPONDENT GIVES ONE ANSWER, PROBE "IS THERE ANOTHER KIND OF BUSINESS YOU WOULD LIKE TO SEE DOWNTOWN?"

- 1) More/better restaurants
- 2) Clothing stores
- 3) More shops (in general)
- 4) Specialty/upscale shops (IF RESPONDENT GIVES SPECIFIC TYPE OF STORE, RECORD AS "OTHER" AND SPECIFY RESPONSE)
- 5) Antique shops
- 6) Coffee shop
- 7) Bookstore
- 8) Art galleries/shops
- 9) Bed and breakfasts/lodging
- 10) Grocery store
- 11) Bakery
- 12) Other (specify)_____

20. What kinds of recreation or entertainment opportunities would make you more likely to visit downtown West Plains? (DO NOT READ CHOICES. RECORD ONE OR TWO RESPONSES, AS APPROPRIATE.)

- 1) More special events
- 2) Bands/live concerts/music
- 3) More restaurants
- 4) More bars
- 5) Theaters/movies/plays
- 6) Family events
- 7) Art Galleries/events
- 9) Other (specify)_____

21. What other physical improvements do you think would make downtown West Plains more appealing? (DO NOT READ CHOICES. RECORD ONE OR TWO RESPONSES, AS APPROPRIATE. IF RESPONDENT GIVES ONE ANSWER, PROBE "IS THERE ANOTHER KIND OF IMPROVEMENT YOU WOULD LIKE TO SEE MADE TO DOWNTOWN?")

- 1) Renovation of historic buildings
- 2) Better maintained buildings
- 3) More/better lighting
- 4) Better signage
- 5) Cleaner/less trash
- 6) More/better parking
- 7) New/better sidewalks
- 8) Benches/more greenspace
- 9) Water features such as fountains or waterfalls
- 10) Murals
- 11) Other (specify)_____

22. Excluding lodging, how much money are you likely to spend in downtown West Plains during this visit?

- 1) less than \$50
- 2) \$50 - \$99
- 3) \$100 - \$199
- 4) \$200 or more
- 9) other/don't know

I'm going to read several hobbies people might have. For each item I read, please tell if it is a hobby of *yours*. ...

Code responses as:

- 1) Yes
- 2) No
- 9) Other/don't know

23. Retail/boutique shopping

24. Biking

25. Antique shopping

26. Hunting or Fishing

27. Seeing live music

28. Walking/hiking

29. Fine dining
30. Golfing
31. 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
32. Did any children under the age of 18 come with you downtown today?
 - 1) yes
 - 2) no
 - 9) other, don't know
33. Please stop me when I get to the category that best describes your annual household income from 2006.
 - 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
34. Gender [*don't ask, code as follows*]
 - 1) male
 - 2) female

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

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SECTION VI

CROSS TABULATION

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

West Plains, Missouri

		31. Age Group				32. Children < 18		33. Household Income					34. Gender	
		18-34	35-49	50-64	65 +	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
2. What is the main purpose of your visit to downtown West Plains today?	Shopping	3.7%	1.1%	.0%	.0%	1.5%	.7%	8.3%	.0%	2.6%	.0%	.0%	.0%	2.1%
	Visiting family/friends	7.4%	.0%	2.6%	5.9%	1.5%	2.7%	8.3%	2.0%	.0%	.0%	.0%	.8%	4.2%
	Business	7.4%	.0%	3.9%	.0%	3.1%	2.0%	.0%	4.1%	.0%	.0%	.0%	1.7%	3.2%
	Special event	77.8%	97.8%	90.8%	82.4%	93.8%	90.5%	75.0%	90.8%	97.4%	100.0%	66.7%	94.1%	88.4%
	Government/Post Office	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
	Other	3.7%	1.1%	2.6%	11.8%	.0%	4.1%	8.3%	3.1%	.0%	.0%	33.3%	3.4%	2.1%

		31. Age Group				32. Children < 18		33. Household Income					34. Gender	
		18-34	35-49	50-64	65 +	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
3. Are you staying overnight in West Plains?	Yes	11.1%	8.6%	22.4%	35.3%	7.7%	19.6%	8.3%	5.1%	21.1%	66.7%	33.3%	21.2%	9.5%
	No	88.9%	91.4%	77.6%	64.7%	92.3%	80.4%	91.7%	94.9%	78.9%	33.3%	66.7%	78.8%	90.5%

		31. Age Group				32. Children < 18		33. Household Income					34. Gender	
		18-34	35-49	50-64	65 +	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
4. Where are you staying overnight in West Plains?	Hotel/motel/bed and breakfast in downtown West Plains area	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
	Hotel/motel/bed and breakfast in West Plains area but not downtown	33.3%	87.5%	52.9%	50.0%	20.0%	65.5%	.0%	80.0%	25.0%	50.0%	100.0%	64.0%	44.4%
	With family or friends	66.7%	12.5%	47.1%	33.3%	80.0%	31.0%	100.0%	20.0%	75.0%	50.0%	.0%	32.0%	55.6%
	Campground/RV park	.0%	.0%	.0%	16.7%	.0%	3.4%	.0%	.0%	.0%	.0%	.0%	4.0%	.0%
	Other	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%

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

West Plains, Missouri

		31. Age Group				32. Children < 18		33. Household Income					34. Gender	
		18-34	35-49	50-64	65 +	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
5. Have you visited downtown West Plains before today?	Yes	96.3%	96.8%	97.4%	88.2%	100.0%	94.6%	100.0%	99.0%	100.0%	100.0%	100.0%	95.8%	96.8%
	No	3.7%	3.2%	2.6%	11.8%	.0%	5.4%	.0%	1.0%	.0%	.0%	.0%	4.2%	3.2%

		31. Age Group				32. Children < 18		33. Household Income					34. Gender	
		18-34	35-49	50-64	65 +	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
6. How often do you visit downtown West Plains?	Once a year or less	19.2%	14.4%	13.5%	20.0%	6.2%	19.3%	8.3%	8.2%	18.4%	16.7%	66.7%	15.9%	14.1%
	More than once a year but less than once a month	50.0%	66.7%	59.5%	46.7%	67.7%	57.1%	41.7%	68.0%	57.9%	66.7%	.0%	64.6%	55.4%
	One to five times per month	19.2%	16.7%	14.9%	26.7%	21.5%	15.0%	33.3%	16.5%	10.5%	.0%	33.3%	15.0%	19.6%
	More than 5 times a month	11.5%	2.2%	12.2%	6.7%	4.6%	8.6%	16.7%	7.2%	13.2%	16.7%	.0%	4.4%	10.9%
	Other	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%

		31. Age Group				32. Children < 18		33. Household Income					34. Gender	
		18-34	35-49	50-64	65 +	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
7. Attending special event	Yes	92.6%	98.9%	97.4%	94.1%	95.4%	98.0%	100.0%	95.9%	97.4%	100.0%	100.0%	97.5%	96.8%
	No	7.4%	1.1%	2.6%	5.9%	4.6%	2.0%	.0%	4.1%	2.6%	.0%	.0%	2.5%	3.2%
	Other/don't know	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
8. Shopping	Yes	29.6%	19.4%	25.0%	52.9%	29.2%	23.6%	25.0%	27.6%	18.4%	33.3%	66.7%	17.8%	34.7%
	No	70.4%	80.6%	75.0%	47.1%	70.8%	76.4%	75.0%	72.4%	81.6%	66.7%	33.3%	82.2%	65.3%
	Other/don't know	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
9. Dining	Yes	44.4%	51.6%	59.2%	58.8%	66.2%	48.6%	41.7%	50.0%	55.3%	66.7%	100.0%	50.0%	58.9%
	No	55.6%	48.4%	40.8%	41.2%	33.8%	51.4%	58.3%	50.0%	44.7%	33.3%	.0%	50.0%	41.1%
	Other/don't know	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
10. Nightlife/entertainment	Yes	14.8%	4.3%	6.6%	11.8%	6.2%	7.4%	8.3%	4.1%	10.5%	16.7%	33.3%	6.8%	7.4%
	No	85.2%	95.7%	93.4%	88.2%	93.8%	92.6%	91.7%	95.9%	89.5%	83.3%	66.7%	93.2%	92.6%
	Other/don't know	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%

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

West Plains, Missouri

		31. Age Group				32. Children < 18		33. Household Income					34. Gender	
		18-34	35-49	50-64	65 +	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
11. Outdoor recreation	Yes	3.7%	2.2%	3.9%	17.6%	3.1%	4.7%	8.3%	4.1%	5.3%	.0%	.0%	5.1%	3.2%
	No	96.3%	97.8%	96.1%	82.4%	96.9%	95.3%	91.7%	95.9%	94.7%	100.0%	100.0%	94.9%	96.8%
	Other/don't know	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
12. Visiting the Civic Center	Yes	74.1%	92.5%	89.5%	70.6%	89.2%	86.5%	83.3%	89.8%	94.7%	66.7%	.0%	89.0%	85.3%
	No	25.9%	7.5%	10.5%	29.4%	10.8%	13.5%	16.7%	10.2%	5.3%	33.3%	100.0%	11.0%	14.7%
	Other/don't know	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
13. Conducting business	Yes	18.5%	18.3%	23.7%	29.4%	10.8%	25.7%	8.3%	12.2%	13.2%	33.3%	.0%	19.5%	23.2%
	No	81.5%	81.7%	76.3%	70.6%	89.2%	74.3%	91.7%	87.8%	86.8%	66.7%	100.0%	80.5%	76.8%
	Other/don't know	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
14. Government/Post Office	Yes	7.4%	.0%	1.3%	5.9%	3.1%	1.4%	.0%	3.1%	.0%	.0%	.0%	.0%	4.2%
	No	92.6%	100.0%	98.7%	94.1%	96.9%	98.6%	100.0%	96.9%	100.0%	100.0%	100.0%	100.0%	95.8%
	Other/don't know	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%

		31. Age Group				32. Children < 18		33. Household Income					34. Gender	
		18-34	35-49	50-64	65 +	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
15a. What is the top reason you most often visit downtown West Plains?	Special event	80.8%	92.2%	82.4%	66.7%	86.2%	85.0%	66.7%	87.6%	89.5%	83.3%	33.3%	88.5%	81.5%
	Shopping	11.5%	2.2%	6.8%	26.7%	4.6%	7.9%	8.3%	6.2%	5.3%	16.7%	.0%	3.5%	10.9%
	Dining	.0%	1.1%	4.1%	.0%	1.5%	2.1%	.0%	1.0%	.0%	.0%	33.3%	2.7%	1.1%
	Nightlife/entertainment	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
	Outdoor recreation	.0%	.0%	1.4%	.0%	1.5%	.0%	.0%	1.0%	.0%	.0%	.0%	.9%	.0%
	Conducting business	3.8%	2.2%	2.7%	.0%	3.1%	2.1%	.0%	2.1%	2.6%	.0%	33.3%	3.5%	1.1%
	Government/Post Office	.0%	1.1%	.0%	.0%	1.5%	.0%	.0%	.0%	2.6%	.0%	.0%	.0%	1.1%
	Art galleries/art events	.0%	.0%	1.4%	.0%	.0%	.7%	8.3%	.0%	.0%	.0%	.0%	.9%	.0%
	Other	3.8%	1.1%	1.4%	6.7%	1.5%	2.1%	16.7%	2.1%	.0%	.0%	.0%	.0%	4.3%

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

West Plains, Missouri

		31. Age Group				32. Children < 18		33. Household Income					34. Gender	
		18-34	35-49	50-64	65 +	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
15b. What is the second top reason you most often visit downtown West Plains?	Special event	.0%	2.3%	7.5%	.0%	3.2%	4.0%	10.0%	3.3%	2.8%	.0%	33.3%	4.0%	3.5%
	Shopping	50.0%	51.2%	50.7%	20.0%	58.1%	44.8%	50.0%	65.9%	36.1%	.0%	.0%	46.5%	52.3%
	Dining	16.7%	14.0%	19.4%	50.0%	17.7%	18.4%	10.0%	15.4%	27.8%	50.0%	.0%	19.8%	16.3%
	Nightlife/entertainment	4.2%	8.1%	3.0%	.0%	4.8%	5.6%	20.0%	1.1%	11.1%	.0%	.0%	5.0%	5.8%
	Outdoor recreation	4.2%	1.2%	.0%	.0%	1.6%	.8%	.0%	1.1%	.0%	.0%	.0%	1.0%	1.2%
	Conducting business	16.7%	20.9%	19.4%	30.0%	11.3%	24.8%	10.0%	12.1%	19.4%	33.3%	33.3%	23.8%	16.3%
	Government/Post Office	4.2%	.0%	.0%	.0%	1.6%	.0%	.0%	1.1%	.0%	.0%	.0%	.0%	1.2%
	Art galleries/art events	.0%	1.2%	.0%	.0%	1.6%	.0%	.0%	.0%	2.8%	.0%	.0%	.0%	1.2%
Other	4.2%	1.2%	.0%	.0%	.0%	1.6%	.0%	.0%	.0%	16.7%	33.3%	.0%	2.3%	

		31. Age Group				32. Children < 18		33. Household Income					34. Gender	
		18-34	35-49	50-64	65 +	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
16. How easy would you say it is to find your way around downtown West Plains?	Very easy	51.9%	31.2%	26.3%	58.8%	35.4%	33.8%	50.0%	34.7%	39.5%	33.3%	33.3%	30.5%	38.9%
	Somewhat easy	40.7%	67.7%	65.8%	29.4%	63.1%	59.5%	41.7%	61.2%	57.9%	50.0%	66.7%	61.9%	58.9%
	Somewhat difficult	3.7%	1.1%	5.3%	11.8%	1.5%	4.7%	.0%	3.1%	2.6%	.0%	.0%	5.9%	1.1%
	Very difficult	.0%	.0%	1.3%	.0%	.0%	.7%	8.3%	.0%	.0%	.0%	.0%	.8%	.0%
	I don't know.	3.7%	.0%	1.3%	.0%	.0%	1.4%	.0%	1.0%	.0%	16.7%	.0%	.8%	1.1%
	Total ease	92.6%	98.9%	92.1%	88.2%	98.5%	93.2%	91.7%	95.9%	97.4%	83.3%	100.0%	92.4%	97.9%
Total difficult	3.7%	1.1%	6.6%	11.8%	1.5%	5.4%	8.3%	3.1%	2.6%	.0%	.0%	6.8%	1.1%	

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

West Plains, Missouri

		31. Age Group				32. Children < 18		33. Household Income					34. Gender	
		18-34	35-49	50-64	65 +	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
17. How convenient would you say that parking is downtown?	Very convenient	14.8%	4.3%	13.2%	17.6%	4.6%	12.2%	25.0%	8.2%	15.8%	16.7%	.0%	7.6%	12.6%
	Somewhat convenient	37.0%	41.9%	32.9%	41.2%	38.5%	37.8%	33.3%	33.7%	47.4%	50.0%	100.0%	33.1%	44.2%
	Somewhat inconvenient	48.1%	53.8%	50.0%	41.2%	56.9%	48.0%	41.7%	56.1%	36.8%	33.3%	.0%	58.5%	41.1%
	Very inconvenient	.0%	.0%	2.6%	.0%	.0%	1.4%	.0%	1.0%	.0%	.0%	.0%	.0%	2.1%
	I don't know.	.0%	.0%	1.3%	.0%	.0%	.7%	.0%	1.0%	.0%	.0%	.0%	.8%	.0%
	Total convenience	51.9%	46.2%	46.1%	58.8%	43.1%	50.0%	58.3%	41.8%	63.2%	66.7%	100.0%	40.7%	56.8%
Total inconvenience	48.1%	53.8%	52.6%	41.2%	56.9%	49.3%	41.7%	57.1%	36.8%	33.3%	.0%	58.5%	43.2%	

		31. Age Group				32. Children < 18		33. Household Income					34. Gender	
		18-34	35-49	50-64	65 +	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
18. How convenient would you say that hours of downtown businesses are?	Very convenient	7.4%	5.4%	10.5%	29.4%	3.1%	12.2%	16.7%	9.2%	10.5%	16.7%	33.3%	7.6%	11.6%
	Somewhat convenient	37.0%	57.0%	53.9%	41.2%	58.5%	49.3%	33.3%	54.1%	63.2%	50.0%	.0%	54.2%	49.5%
	Somewhat inconvenient	14.8%	4.3%	7.9%	11.8%	10.8%	6.1%	8.3%	6.1%	5.3%	16.7%	.0%	5.1%	10.5%
	Very inconvenient	11.1%	2.2%	1.3%	.0%	3.1%	2.7%	16.7%	2.0%	5.3%	.0%	.0%	.8%	5.3%
	I don't know.	29.6%	31.2%	26.3%	17.6%	24.6%	29.7%	25.0%	28.6%	15.8%	16.7%	66.7%	32.2%	23.2%
	Total convenience	44.4%	62.4%	64.5%	70.6%	61.5%	61.5%	50.0%	63.3%	73.7%	66.7%	33.3%	61.9%	61.1%
Total inconvenience	25.9%	6.5%	9.2%	11.8%	13.8%	8.8%	25.0%	8.2%	10.5%	16.7%	.0%	5.9%	15.8%	

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

West Plains, Missouri

		31. Age Group				32. Children < 18		33. Household Income					34. Gender	
		18-34	35-49	50-64	65 +	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
19a. What kinds of additional businesses do you think would make you more likely to visit downtown West Plains?(first response)	More/better restaurants	22.2%	23.7%	36.8%	.0%	32.3%	23.6%	8.3%	26.5%	36.8%	16.7%	33.3%	31.4%	20.0%
	Clothing stores	7.4%	11.8%	9.2%	5.9%	7.7%	10.8%	8.3%	12.2%	10.5%	16.7%	.0%	4.2%	16.8%
	More shops (in general)	59.3%	53.8%	39.5%	35.3%	49.2%	47.3%	41.7%	52.0%	34.2%	33.3%	.0%	48.3%	47.4%
	Specialty/upscale shops	.0%	1.1%	1.3%	11.8%	1.5%	2.0%	.0%	.0%	5.3%	33.3%	.0%	1.7%	2.1%
	Antique shops	.0%	1.1%	.0%	.0%	.0%	.7%	.0%	.0%	.0%	.0%	33.3%	.0%	1.1%
	Coffee shop	.0%	2.2%	3.9%	.0%	1.5%	2.7%	8.3%	1.0%	.0%	.0%	.0%	4.2%	.0%
	Bookstore	.0%	1.1%	.0%	.0%	1.5%	.0%	.0%	.0%	2.6%	.0%	.0%	.0%	1.1%
	Art galleries/shops	3.7%	2.2%	1.3%	5.9%	1.5%	2.7%	8.3%	2.0%	.0%	.0%	33.3%	.8%	4.2%
	Bed and breakfasts/lodging	.0%	.0%	1.3%	.0%	1.5%	.0%	.0%	1.0%	.0%	.0%	.0%	.8%	.0%
	Grocery store	.0%	1.1%	1.3%	.0%	.0%	1.4%	8.3%	1.0%	.0%	.0%	.0%	1.7%	.0%
	Bakery	.0%	.0%	.0%	5.9%	.0%	.7%	.0%	.0%	2.6%	.0%	.0%	.0%	1.1%
Other	7.4%	2.2%	5.3%	35.3%	3.1%	8.1%	16.7%	4.1%	7.9%	.0%	.0%	6.8%	6.3%	

		31. Age Group				32. Children < 18		33. Household Income					34. Gender	
		18-34	35-49	50-64	65 +	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
19b. What kinds of additional businesses do you think would make you more likely to visit downtown West Plains?(second response)	More/better restaurants	10.0%	1.8%	.0%	.0%	2.6%	1.1%	.0%	.0%	3.4%	.0%	.0%	.0%	3.6%
	Clothing stores	.0%	.0%	1.7%	.0%	.0%	1.1%	.0%	.0%	.0%	.0%	.0%	1.4%	.0%
	More shops (in general)	50.0%	47.3%	48.3%	40.0%	55.3%	44.4%	66.7%	56.7%	48.3%	20.0%	.0%	47.9%	47.3%
	Specialty/upscale shops	20.0%	9.1%	17.2%	20.0%	10.5%	15.6%	.0%	8.3%	17.2%	40.0%	.0%	12.3%	16.4%
	Antique shops	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
	Coffee shop	.0%	14.5%	19.0%	.0%	13.2%	15.6%	.0%	20.0%	10.3%	.0%	.0%	15.1%	14.5%
	Bookstore	.0%	.0%	.0%	20.0%	.0%	1.1%	.0%	.0%	.0%	.0%	.0%	1.4%	.0%
	Art galleries/shops	.0%	.0%	1.7%	.0%	.0%	1.1%	.0%	.0%	.0%	20.0%	.0%	.0%	1.8%
	Bed and breakfasts/lodging	10.0%	7.3%	.0%	20.0%	2.6%	5.6%	.0%	1.7%	3.4%	20.0%	.0%	4.1%	5.5%
	Grocery store	10.0%	10.9%	5.2%	.0%	7.9%	7.8%	33.3%	6.7%	10.3%	.0%	.0%	8.2%	7.3%
	Bakery	.0%	7.3%	6.9%	.0%	5.3%	6.7%	.0%	6.7%	3.4%	.0%	.0%	8.2%	3.6%
Other	.0%	1.8%	.0%	.0%	2.6%	.0%	.0%	.0%	3.4%	.0%	.0%	1.4%	.0%	

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

West Plains, Missouri

		31. Age Group				32. Children < 18		33. Household Income					34. Gender	
		18-34	35-49	50-64	65 +	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
20a. What kinds of recreation or entertainment opportunities would make you more likely to visit downtown West Plains?(first response)	More special events	70.4%	91.4%	86.8%	52.9%	87.7%	82.4%	83.3%	87.8%	84.2%	50.0%	33.3%	87.3%	80.0%
	Bands/live concerts/music	11.1%	4.3%	5.3%	23.5%	4.6%	8.1%	.0%	5.1%	7.9%	50.0%	33.3%	5.9%	8.4%
	More restaurants	.0%	1.1%	.0%	5.9%	.0%	1.4%	.0%	.0%	.0%	.0%	33.3%	1.7%	.0%
	More bars	.0%	1.1%	1.3%	.0%	.0%	1.4%	.0%	1.0%	2.6%	.0%	.0%	.8%	1.1%
	Theaters/movies/plays	11.1%	2.2%	3.9%	.0%	4.6%	3.4%	16.7%	1.0%	2.6%	.0%	.0%	1.7%	6.3%
	Family events	7.4%	.0%	1.3%	.0%	3.1%	.7%	.0%	2.0%	2.6%	.0%	.0%	.0%	3.2%
	Art Galleries/events	.0%	.0%	.0%	5.9%	.0%	.7%	.0%	1.0%	.0%	.0%	.0%	.0%	1.1%
	Other	.0%	.0%	1.3%	11.8%	.0%	2.0%	.0%	2.0%	.0%	.0%	.0%	2.5%	.0%

		31. Age Group				32. Children < 18		33. Household Income					34. Gender	
		18-34	35-49	50-64	65 +	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
20b. What kinds of recreation or entertainment opportunities would make you more likely to visit downtown West Plains?(second response)	More special events	9.5%	2.4%	.0%	22.2%	1.7%	3.9%	.0%	2.2%	5.6%	20.0%	.0%	2.0%	4.7%
	Bands/live concerts/music	66.7%	68.2%	54.3%	44.4%	51.7%	66.1%	100.0%	57.3%	50.0%	40.0%	.0%	66.0%	56.5%
	More restaurants	4.8%	8.2%	20.0%	22.2%	10.3%	14.2%	.0%	9.0%	22.2%	20.0%	.0%	16.0%	9.4%
	More bars	14.3%	1.2%	1.4%	.0%	.0%	3.9%	.0%	2.2%	5.6%	.0%	.0%	4.0%	1.2%
	Theaters/movies/plays	4.8%	2.4%	5.7%	.0%	3.4%	3.9%	.0%	5.6%	5.6%	.0%	.0%	2.0%	5.9%
	Family events	.0%	16.5%	15.7%	11.1%	31.0%	6.3%	.0%	23.6%	8.3%	.0%	.0%	10.0%	18.8%
	Art Galleries/events	.0%	.0%	2.9%	.0%	.0%	1.6%	.0%	.0%	.0%	20.0%	.0%	.0%	2.4%
	Other	.0%	1.2%	.0%	.0%	1.7%	.0%	.0%	.0%	2.8%	.0%	.0%	.0%	1.2%

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

West Plains, Missouri

		31. Age Group				32. Children < 18		33. Household Income					34. Gender	
		18-34	35-49	50-64	65 +	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
21a. What other physical improvements do you think would make downtown West Plains more appealing?(first response)	Renovation of historic buildings	44.4%	59.1%	59.2%	41.2%	56.9%	55.4%	41.7%	56.1%	55.3%	83.3%	.0%	55.1%	56.8%
	Better maintained buildings	.0%	2.2%	.0%	5.9%	.0%	2.0%	.0%	1.0%	5.3%	.0%	.0%	1.7%	1.1%
	More/better lighting	.0%	.0%	1.3%	.0%	.0%	.7%	.0%	.0%	.0%	.0%	.0%	.0%	1.1%
	Better signage	7.4%	2.2%	3.9%	.0%	1.5%	4.1%	.0%	5.1%	.0%	.0%	33.3%	5.1%	1.1%
	Cleaner/less trash	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
	More/better parking	7.4%	9.7%	13.2%	17.6%	15.4%	9.5%	16.7%	12.2%	7.9%	.0%	.0%	11.9%	10.5%
	New/better sidewalks	.0%	1.1%	1.3%	.0%	.0%	1.4%	.0%	.0%	2.6%	.0%	.0%	.0%	2.1%
	Benches/more greenspace	33.3%	16.1%	15.8%	17.6%	18.5%	18.2%	33.3%	16.3%	18.4%	16.7%	33.3%	18.6%	17.9%
	Water features such as fountains or Murals	3.7%	5.4%	.0%	5.9%	3.1%	3.4%	.0%	4.1%	5.3%	.0%	.0%	1.7%	5.3%
	Other	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
	Other	3.7%	4.3%	5.3%	11.8%	4.6%	5.4%	8.3%	5.1%	5.3%	.0%	33.3%	5.9%	4.2%

		31. Age Group				32. Children < 18		33. Household Income					34. Gender	
		18-34	35-49	50-64	65 +	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
21b. What other physical improvements do you think would make downtown West Plains more appealing?(second response)	Renovation of historic buildings	9.1%	.0%	3.4%	.0%	7.7%	.0%	.0%	4.5%	.0%	.0%	.0%	.0%	5.3%
	Better maintained buildings	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
	More/better lighting	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
	Better signage	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
	Cleaner/less trash	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
	More/better parking	9.1%	22.5%	34.5%	.0%	34.6%	19.6%	.0%	25.0%	9.1%	.0%	.0%	22.7%	26.3%
	New/better sidewalks	9.1%	.0%	.0%	.0%	.0%	1.8%	16.7%	.0%	.0%	.0%	.0%	.0%	2.6%
	Benches/more greenspace	9.1%	50.0%	55.2%	100.0%	38.5%	51.8%	50.0%	45.5%	72.7%	.0%	.0%	54.5%	39.5%
	Water features such as fountains or waterfalls	63.6%	27.5%	6.9%	.0%	19.2%	26.8%	33.3%	25.0%	18.2%	.0%	100.0%	22.7%	26.3%
	Murals	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Other	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	

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

West Plains, Missouri

		31. Age Group				32. Children < 18		33. Household Income					34. Gender	
		18-34	35-49	50-64	65 +	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
22. Excluding lodging, how much money are you likely to spend in downtown West Plains during this visit?	less than \$50	51.9%	20.4%	14.5%	41.2%	10.8%	29.7%	58.3%	26.5%	5.3%	33.3%	66.7%	24.6%	23.2%
	\$50 - \$99	25.9%	54.8%	36.8%	11.8%	55.4%	35.1%	25.0%	51.0%	31.6%	.0%	33.3%	37.3%	46.3%
	\$100 - \$199	22.2%	16.1%	23.7%	5.9%	23.1%	16.9%	16.7%	20.4%	28.9%	.0%	.0%	16.9%	21.1%
	\$200 or more	.0%	8.6%	25.0%	35.3%	10.8%	17.6%	.0%	2.0%	34.2%	66.7%	.0%	20.3%	9.5%
	other/don't know	.0%	.0%	.0%	5.9%	.0%	.7%	.0%	.0%	.0%	.0%	.0%	.8%	.0%

		31. Age Group				32. Children < 18		33. Household Income					34. Gender	
		18-34	35-49	50-64	65 +	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
23. Retail/boutique shopping	Yes	48.1%	43.0%	46.1%	41.2%	58.5%	38.5%	33.3%	54.1%	36.8%	66.7%	33.3%	15.3%	81.1%
	No	51.9%	57.0%	53.9%	58.8%	41.5%	61.5%	66.7%	45.9%	63.2%	33.3%	66.7%	84.7%	18.9%
	Other/don't know	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
24. Biking	Yes	18.5%	16.1%	7.9%	.0%	16.9%	10.1%	41.7%	7.1%	15.8%	.0%	33.3%	11.9%	12.6%
	No	81.5%	83.9%	92.1%	100.0%	83.1%	89.9%	58.3%	92.9%	84.2%	100.0%	66.7%	88.1%	87.4%
	Other/don't know	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
25. Antique shopping	Yes	40.7%	46.2%	55.3%	58.8%	60.0%	45.3%	33.3%	62.2%	39.5%	66.7%	66.7%	23.7%	82.1%
	No	59.3%	53.8%	44.7%	41.2%	40.0%	54.7%	66.7%	37.8%	60.5%	33.3%	33.3%	76.3%	17.9%
	Other/don't know	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
26. Hunting or Fishing	Yes	55.6%	57.0%	61.8%	70.6%	33.8%	70.9%	66.7%	46.9%	76.3%	66.7%	33.3%	91.5%	20.0%
	No	44.4%	43.0%	38.2%	29.4%	66.2%	29.1%	33.3%	53.1%	23.7%	33.3%	66.7%	8.5%	80.0%
	Other/don't know	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
27. Seeing live music	Yes	81.5%	96.8%	93.4%	58.8%	98.5%	87.2%	83.3%	92.9%	89.5%	100.0%	66.7%	88.1%	93.7%
	No	18.5%	3.2%	6.6%	41.2%	1.5%	12.8%	16.7%	7.1%	10.5%	.0%	33.3%	11.9%	6.3%
	Other/don't know	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%

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

West Plains, Missouri

		31. Age Group				32. Children < 18		33. Household Income					34. Gender	
		18-34	35-49	50-64	65 +	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
28. Walking/hiking	Yes	48.1%	67.7%	59.2%	52.9%	60.0%	61.5%	66.7%	54.1%	73.7%	83.3%	66.7%	58.5%	64.2%
	No	51.9%	32.3%	40.8%	47.1%	40.0%	38.5%	33.3%	45.9%	26.3%	16.7%	33.3%	41.5%	35.8%
	Other/don't know	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
29. Fine dining	Yes	59.3%	51.6%	73.7%	76.5%	67.7%	60.1%	41.7%	56.1%	81.6%	100.0%	100.0%	45.8%	83.2%
	No	40.7%	48.4%	26.3%	23.5%	32.3%	39.9%	58.3%	43.9%	18.4%	.0%	.0%	54.2%	16.8%
	Other/don't know	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
30. Golfing	Yes	7.4%	3.2%	13.2%	11.8%	4.6%	9.5%	8.3%	1.0%	21.1%	66.7%	.0%	10.2%	5.3%
	No	92.6%	96.8%	86.8%	88.2%	95.4%	90.5%	91.7%	99.0%	78.9%	33.3%	100.0%	89.8%	94.7%
	Other/don't know	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%

		31. Age Group				32. Children < 18		33. Household Income					34. Gender	
		18-34	35-49	50-64	65 +	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
31. Age Group	18-34	100.0%	.0%	.0%	.0%	13.8%	12.2%	50.0%	14.3%	2.6%	16.7%	.0%	11.0%	14.7%
	35-49	.0%	100.0%	.0%	.0%	52.3%	39.9%	33.3%	46.9%	39.5%	.0%	100.0%	41.5%	46.3%
	50-64	.0%	.0%	100.0%	.0%	33.8%	36.5%	16.7%	35.7%	47.4%	50.0%	.0%	36.4%	34.7%
	65 +	.0%	.0%	.0%	100.0%	.0%	11.5%	.0%	3.1%	10.5%	33.3%	.0%	11.0%	4.2%

		31. Age Group				32. Children < 18		33. Household Income					34. Gender	
		18-34	35-49	50-64	65 +	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
32. Children < 18	Yes	33.3%	36.6%	28.9%	.0%	100.0%	.0%	8.3%	42.9%	28.9%	16.7%	.0%	18.6%	45.3%
	No	66.7%	63.4%	71.1%	100.0%	.0%	100.0%	91.7%	57.1%	71.1%	83.3%	100.0%	81.4%	54.7%

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

West Plains, Missouri

		31. Age Group				32. Children < 18		33. Household Income					34. Gender	
		18-34	35-49	50-64	65 +	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
33. Household Income	Under \$25,000	27.3%	5.9%	3.4%	.0%	1.8%	10.8%	100.0%	.0%	.0%	.0%	.0%	8.9%	6.4%
	\$25-\$49,999	63.6%	67.6%	60.3%	33.3%	76.4%	54.9%	.0%	100.0%	.0%	.0%	.0%	54.4%	70.5%
	\$50-\$74,999	4.5%	22.1%	31.0%	44.4%	20.0%	26.5%	.0%	.0%	100.0%	.0%	.0%	30.4%	17.9%
	\$75-\$99,999	4.5%	.0%	5.2%	22.2%	1.8%	4.9%	.0%	.0%	.0%	100.0%	.0%	3.8%	3.8%
	\$100,000+	.0%	4.4%	.0%	.0%	.0%	2.9%	.0%	.0%	.0%	100.0%	.0%	2.5%	1.3%

		31. Age Group				32. Children < 18		33. Household Income					34. Gender	
		18-34	35-49	50-64	65 +	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
34. Gender	Male	48.1%	52.7%	56.6%	76.5%	33.8%	64.9%	58.3%	43.9%	63.2%	50.0%	66.7%	100.0%	.0%
	Female	51.9%	47.3%	43.4%	23.5%	66.2%	35.1%	41.7%	56.1%	36.8%	50.0%	33.3%	.0%	100.0%