

DOWNTOWN
REVITALIZATION &
ECONOMIC
ASSISTANCE FOR
MISSOURI

NOVEMBER 2010

VISITOR SURVEY REPORT

FINAL SURVEY
FINDINGS AND RESULTS

Macon, Missouri



PGAV **PLANNERS**



ACKNOWLEDGMENTS

City of Macon



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



PLANNING CONSULTANT:

PGAV**PLANNERS**

PREPARED BY:



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SECTION I EXECUTIVE SUMMARY

Beginning in August 2009 and concluding in March 2010, UNICOM-ARC coordinated with the City of Macon to conduct a visitor survey in various locations throughout Downtown, using volunteers to conduct the surveys. Data was entered directly into a website or PDA by volunteers. The purpose of the survey was to learn about perceptions of, and priorities for, the Downtown area for use in the DREAM Initiative.

Two hundred and eighteen (218) interviews were completed from various zip codes outside of Macon. Residents living in the 63552 zip code were excluded from taking the survey.

A. VISITING DOWNTOWN MACON

Respondents were asked several questions about Downtown Macon. Respondents were first asked the main purpose of their current visit to Downtown Macon. More than two-fifths of respondents (44.1%) indicated "visiting family and friends" as their main purpose for visiting Downtown that day. Smaller percentages answered "shopping" (19.9%), "attending special event" (11.8%) and "conducting business" (7.5%).

Almost every (96.0%) respondent said that they had visited Downtown Macon before, and 45.7% of respondents reported visiting Downtown "more than once a year but less than once a month." Close to two in ten respondents (18.3%) said that they come Downtown "one to five times a month" and "once a year or less" (18.3%). A smaller percentage of respondents (10.2%) had come to Downtown Macon on a regular basis (more than 5 times a month).

B. ACTIVITIES ON THIS VISIT TO DOWNTOWN

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

- Shopping (73.0%)
- Dining (51.4%)
- Special event (50.9%)

Smaller percentages of respondents reported doing other activities including:

- Nightlife/entertainment (41.7%)
- Government/Post office (29.2%)
- Conducting business (26.1%)

When asked to indicate the "top two reasons [they] most often visit Downtown Macon," a large percentage answered "shopping" (58.8%). Smaller percentages answered "attending special event" (27.5%), "dining" (25.0%) and "nightlife/entertainment" (21.1%) as one of their top two reasons for visiting Downtown. Fewer respondents said that they had come Downtown for "conducting business" (13.7%), government/post office (13.2%) or "going to church" (5.4%).

About one-third (34.8%) of respondents indicated that they were staying overnight in Macon on this visit. Of this group, two-thirds (67.1%) responded that they were staying with family or friends and 30.0% responded that they were staying in a hotel/motel/bed and breakfast in Macon.

Respondents were also asked how much money they were likely to spend in Downtown Macon during this visit, excluding lodging. Two-thirds of (36.8%) respondents said they would spend "between \$50 and \$99" in Downtown, and an additional 33.3% said they would spend "less than \$50." Smaller percentages (15.7%) responded that they would spend "between \$100 and \$199" or "more than \$200" (5.4%).

Respondents were also asked whether "any children under the age of 18" came with them on this visit to Downtown. Three in ten respondents (31.0%) said that they had brought a child, and 68.0% said that a child under the age of 18 had not accompanied them on this visit Downtown.

C. USING DOWNTOWN MACON

Respondents were asked about the ease and convenience of Downtown Macon. More than three-fourths of respondents (77.8%) said that it is "very" easy to find their way around Downtown. Overall, almost every (97.1%) respondent said that it was "very" or "somewhat" easy to do so. Almost nine in ten (86.9%) respondents said that parking Downtown is "very" or "somewhat" convenient, with a plurality (44.2%) answering "somewhat convenient." Seven in ten respondents (70.9%) indicated that Downtown business hours are "very" or "somewhat" convenient, with a plurality (46.6%) answering "somewhat convenient."

D. ADDITIONS AND IMPROVEMENTS TO DOWNTOWN MACON

When asked "what kinds of businesses" would make them more likely to visit Downtown Macon, a plurality of respondents (38.5%) answered¹ "more shops in general." Other responses cited by more than one in five respondents included: "coffee shop" (24.4%) and "women's clothing stores" (21.0%).

Smaller percentages cited five additional items:

- Ice cream shop (18.0%)
- Bookstore (17.1%)
- Shoe store (12.7%)
- Antique shop (11.2%)
- Specialty/upscale shops (10.7%)
- Art galleries/shops (10.2%)

There was less interest in several other items, such as convenience/grocery store (4.9%), men's clothing stores (4.4%), lodging/bed and breakfast (3.9%), and professionals such as doctors, lawyers and accountants (2.4%).

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

Respondents were also asked “what kinds of restaurants or entertainment opportunities would make [them] more likely to visit Downtown Macon.” Respondents were asked to select up to two responses for this question. More than one in five respondents cited four items:

- Family restaurants (35.5%)
- Bands/live concerts/music (28.6%)
- Fine dining (25.1%)
- Sports bar and grill (23.6%)

“Outdoor dining” (19.8%), “family events” (14.8%) and “more special events” (14.8%) were cited by smaller percentages of respondents.

Respondents were also asked “what other physical improvements” they believed “would make Downtown Macon more appealing.” Again, respondents were asked to select up to two responses for this question. Only one response garnered a large percentage of respondents: “renovation of historic buildings” (51.2%). “More landscaping such as trees or plantings” (25.4%), “better maintained buildings” (23.9%), “benches/more green space” (20.4%) and “change parallel parking to angle parking ” (16.4%) were responses given by smaller percentages.

E. RESPONDENT PROFILE

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

- Walking/hiking (78.8%)
- Fine dining (74.5%)
- Theater (71.0%)
- Retail/boutique shopping (67.0%)
- Antique shopping (56.3%)
- Camping (52.7%)
- Hunting/fishing (51.9%)

Smaller percentages practiced the following hobbies:

- Boating (48.0%)
- Biking (42.8%)
- Golf (31.0%)

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 2009 and 2010, UNICOM-ARC coordinated with the City of Macon to conduct a visitor survey in various locations throughout Downtown using volunteers to conduct the surveys. Data was entered directly into a website or a PDA 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 eighteen (218) interviews were completed. This Overview of Data provides overall results of every question asked. Question #1 asked "What is your Zip Code?" Residents living in the 63552 zip code were excluded from taking the survey. We give exact wording of each question, editing only some instructions in the interest of space. Top responses are bolded.

		%
2. What is the main purpose of your visit to Downtown Macon today?	Visiting family/friends	44.1%
	Shopping	19.9%
	Special event	11.8%
	Business	7.5%
	Government/Post Office	1.1%
	Other (Please specify below)	15.6%

		%
3. Are you staying overnight in Macon?	Yes	34.8%
	No (SKIP to QUESTION 5)	65.2%

		%
4. Where are you staying overnight in Macon?	With family or friends	67.1%
	Hotel/motel/bed and breakfast in Macon area	30.0%
	Campground/RV park	1.4%
	Other (Please specify below)	1.4%

		%
5. Have you visited Downtown Macon before today?	Yes	96.0%
	No (SKIP to QUESTION 7)	4.0%

		%
6. How often do you visit Downtown Macon?	Once a year or less	18.3%
	More than once a year but less than once a month	45.7%
	One to five times per month	18.3%
	More than five times a month	10.2%
	Other (Please specify below)	7.6%

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

	Yes	No	I don't know
	%	%	%
7a) Special event	50.9%	41.5%	7.6%
7b) Shopping	73.0%	21.7%	5.3%
7c) Dining	51.4%	39.5%	9.0%
7d) Nightlife/entertainment	41.7%	50.6%	7.7%
7e) Conducting business	26.1%	67.9%	6.1%
7f) Government/Post Office	29.2%	64.0%	6.8%

	%	
8. What are the top two reasons you most often visit Downtown Macon? *	Shopping	58.8%
	Special event	27.5%
	Dining	25.0%
	Nightlife/entertainment	21.1%
	Conducting business	13.7%
	Government/Post Office	13.2%
	Going to Church	5.4%
	This is my first visit to Downtown Macon	1.5%
	Other	13.2%

* Respondents were allowed to provide up to two responses, thus percentages add to more than 100%.

	%	
9. How easy would you say it is to find your way around Downtown Macon?	Very easy	77.8%
	Somewhat easy	19.3%
	Somewhat difficult	1.4%
	Very difficult	.0%
	I don't know	1.4%
	Very/somewhat easy	97.1%
	Somewhat/very difficult	1.4%

	%	
10. How convenient would you say that parking is Downtown?	Very convenient	42.7%
	Somewhat convenient	44.2%
	Somewhat inconvenient	9.7%
	Very inconvenient	2.4%
	I don't know	1.0%
	Very/somewhat convenient	86.9%
	Somewhat/very inconvenient	12.1%

	%	
11. How convenient would you say that the hours of Downtown businesses are?	Very convenient	24.3%
	Somewhat convenient	46.6%
	Somewhat inconvenient	10.7%
	Very inconvenient	2.9%
	I don't know	15.5%
	Very/somewhat convenient	70.9%
	Somewhat/very inconvenient	13.6%

	%	
12. What kinds of restaurants or entertainment opportunities would make you more likely to visit Downtown Macon? *	Family restaurants	35.5%
	Bands/live concerts/music	28.6%
	Fine dining	25.1%
	Sports bar and grill	23.6%
	Outdoor dining	19.2%
	Family events	14.8%
	More special events	14.8%
	Bars/nightlife	8.4%
	Activities for teenagers	7.4%
	Game room/arcade/pool room	4.4%
	Other	4.4%

* Respondents were allowed to provide up to two responses, thus percentages add to more than 100%.

	%
	38.5%
	24.4%
	21.0%
	18.0%
	17.1%
	12.7%
	11.2%
	10.7%
	10.2%
	4.9%
	4.4%
	3.9%
	2.4%
	5.4%

13. What other kinds of businesses do you think would make you more likely to visit Downtown Macon? *

* Respondents were allowed to provide up to two responses, thus percentages add to more than 100%.

		%
14. What other physical improvements do you think would make Downtown Macon more appealing? *	Renovation of historic buildings	51.2%
	More landscaping such as trees or plantings	25.4%
	Better maintained buildings	23.9%
	Benches/more greenspace	20.4%
	Change parallel parking to angle parking	16.4%
	New/better sidewalks	11.4%
	Cleaner	8.5%
	More/better parking	8.0%
	Better signage	5.5%
	Murals	5.0%
	Burying utility lines	4.0%
More/better lighting	1.5%	
Other	4.5%	

* Respondents were allowed to provide up to two responses, thus percentages add to more than 100%.

		%
15. Excluding lodging, how much money are you likely to spend in Downtown Macon during this visit?	less than \$50	33.3%
	\$50 - \$99	36.8%
	\$100 - \$199	15.7%
	\$200 or more	5.4%
	Other/don't know	8.8%

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

	Yes	No	I don't know
	%	%	%
16a) Retail/boutique shopping	67.0%	30.9%	2.1%
16b) Biking	42.8%	54.4%	2.8%
16c) Camping	52.7%	45.7%	1.6%
16d) Antique shopping	56.3%	42.6%	1.1%
16e) Hunting/fishing	51.9%	45.9%	2.2%
16f) Walking/hiking	78.8%	19.2%	2.1%
16g) Fine dining	74.5%	22.9%	2.6%
16h) Boating	48.0%	49.2%	2.8%
16i) Golf	31.0%	66.7%	2.3%
16j) Theater	71.1%	26.9%	2.0%

	%
18-34	27.7%
35-49	38.3%
50-64	26.7%
65 or over	6.3%
Other, don't know, refused	1.0%

	%
18. Did any children under the age of 18 come with you today?	
Yes	31.0%
No	68.0%
Other, don't know	1.0%

		%
19. Which category that best describes your annual household income from 2008?	Under \$25,000	7.9%
	\$25,000 to \$49,999	18.8%
	\$50,000 to \$74,999	18.3%
	\$75,000 to \$99,999	19.8%
	\$100,000 plus	22.8%
	Other, don't know, refused	12.4%

		%
20. Gender	Male	27.1%
	Female	72.9%

Zip codes > 75 miles from Macon							
Zip	City	State	Frequency	Zip	City	State	Frequency
62040	Granite City	IL	2	63379	Troy	MO	1
63020	de Soto	MO	2	64016	Buckner	MO	1
63105	Saint Louis	MO	2	64057	Independence	MO	1
65014	Bland	MO	2	64064	Lees Summit	MO	1
65109	Jefferson City	MO	2	64079	Platte City	MO	1
65807	Springfield	MO	2	64086	Lees Summit	MO	1
66062	Olathe	KS	2	64106	Kansas City	MO	1
24266	Lebanon	VA	1	64116	Kansas City	MO	1
27919	Belvidere	NC	1	64152	Kansas City	MO	1
28092	Lincolnton	NC	1	64156	Kansas City	MO	1
32955	Rockledge	FL	1	64429	Cameron	MO	1
33351	Fort Lauderdale	FL	1	64468	Maryville	MO	1
33414	Wellington	FL	1	64683	Trenton	MO	1
33543	Wesley Chapel	FL	1	64804	Joplin	MO	1
33809	Lakeland	FL	1	65072	Rocky Mount	MO	1
35619	Danville	AL	1	65301	Sedalia	MO	1
46268	Indianapolis	IN	1	65672	Hollister	MO	1
47807	Terre Haute	IN	1	66102	Kansas City	KS	1
50124	Huxley	IA	1	66203	Shawnee	KS	1
50208	Newton	IA	1	66212	Overland park	KS	1
52246	Iowa City	IA	1	67207	Wichita	KS	1
52302	Marion	IA	1	67530	Great Bend	KS	1
52340	Tiffin	IA	1	71112	Bossier City	LA	1
52403	Cedar Rapids	IA	1	72512	Horseshoe Bend	AR	1
52722	Bettendorf	IA	1	76006	Arlington	TX	1
59718	Bozeman	MT	1	77098	Houston	TX	1
60410	Channahon	IL	1	78248	San Antonio	TX	1
60438	Lansing	IL	1	78640	Kyle	TX	1
60482	Worth	IL	1	80109	Castle Rock	CO	1
62208	Fairview Heights	IL	1	80138	Parker	CO	1
62711	Springfield	IL	1	80226	Denver	CO	1
63026	Fenton	MO	1	82301	Rawlins	WY	1
63052	Imperial	MO	1	85050	Phoenix	AZ	1
63084	Union	MO	1	89148	Las Vegas	NV	1
63089	Villa Ridge	MO	1	90505	Torrance	CA	1
63134	Saint Louis	MO	1	90603	Whittier	CA	1
63304	Saint Charles	MO	1	91780	Temple City	CA	1
63343	Elsberry	MO	1	92870	Placentia	CA	1
63366	O Fallon	MO	1	97123	Hillsboro	OR	1

Zip codes < 75 miles from Macon			
Zip	City	State	Frequency
63501	Kirksville	MO	23
65201	Columbia	MO	9
65203	Columbia	MO	9
64658	Marceline	MO	7
63532	Bevier	MO	6
65260	Jacksonville	MO	6
63534	Callao	MO	5
63437	Clarence	MO	4
63549	La Plata	MO	4
65202	Columbia	MO	4
65259	Huntsville	MO	4
65270	Moberly	MO	4
63468	Shelbina	MO	3
63559	Novinger	MO	3
63431	Anabel	MO	2
63530	Atlanta	MO	2
65247	Excello	MO	2
65255	Hallsville	MO	2
63469	Shelbyville	MO	1
63538	Elmer	MO	1
63546	Greentop	MO	1
63557	New Boston	MO	1
63558	New Cambria	MO	1
64631	Bucklin	MO	1
65010	Ashland	MO	1
65240	Centralia	MO	1
65243	Clark	MO	1
65248	Fayette	MO	1
65263	Madison	MO	1
65265	Mexico	MO	1
65279	Rocheport	MO	1
65281	Salisbury	MO	1

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SECTION III

RESPONSES TO OPEN ENDED QUESTIONS

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

Wine tasting at West Winery (5)

West Winery (5)

Truman Alumni Wine Tasting Event (4)

Wine (2)

Work (2)

Afternoon or evening out at the west winery

Ben Franklins

Family Reunion

Food

Horse Sale

I work at Premier Home Health, so stop for shopping @ times

JP's men's wear and the West Winery

Music at West Winery

None

Not downtown today

Supper at West Winery

Supporting I used to cruise the block

The Wolfe and Henry families

To see what business have closed in the 3 months since my last time in town

Usually lunch

Visit West Winery and Taste!

Visiting family

Visiting West Winery with friends

Visit

4. Where are you staying overnight in Macon?

Comfort Inn (3)

Family

Mom Lola Wolfe

My parents

Private Home

6. How often do you visit Downtown Macon?

Once a month (2)

Every day during the week and most weekends (2)

4-5 times a year

At least 5 or 6 times a year or more

Come visit friends and family every chance I get

Drive through every week to go to church, use other businesses on occasion
Every fall I come home to Macon
Every weekend in high school
Got a divorce, in-laws live there, but my nieces are still there and I love them to death.
I work one day a week
More likely twice a year
Once or twice a week
Probably once every other month or more
Twice a week
We come for music at West Winery and theater at Maples Rep.

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

West Winery (5)
Ben Franklin
Church
Cruise the square
Funerals
Love the city, and looking at the old building, shopping and going to the old drug store.
Miller's Rexall
Nostalgic Visit
Pay taxes and to see the continued deprivation of the city
Reminisce
Reminisce with my family
To go to Ben Franklins or Frankie's Jewelry/Photos, plus to see if there has been any improvements
To go to West Winery for wine tasting and purchasing wine
To see friends
Usually just driving through
Visit family
Visit my family
Visit old friends and family
Visiting family
Visiting with family and friends
We stop by to see my dad at his business, C&R Central Office
West Winery, Fork & Cork

12. What kinds of restaurants or entertainment opportunities would make you more likely to visit Downtown Macon?

Anything that doesn't make it look like time has forgotten it
Being able to cruise the block like people used to do
Better parks as in more secure parks, a few are scary to let kids go to unless things changed
Cookouts on the park
More business is needed to the downtown area; UPS store, Wendy's, Clothing store, pizza joint, etc.
More locally owned small businesses/shops

More Theater!
Not a thing
Outside concerts
Steak house
Theater
Trade shows, gun shows, Family events
Winery

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

1st quality stores, less focus on second hand, antique
Bands or Play Productions
Children's clothing store
Garden
I'm not really sure. It's like a ghost town anymore...so sad.
Just bring back the family atmosphere
Mini Golf
Pita
Quilt shop, fabric
Winery
Year round farmers market

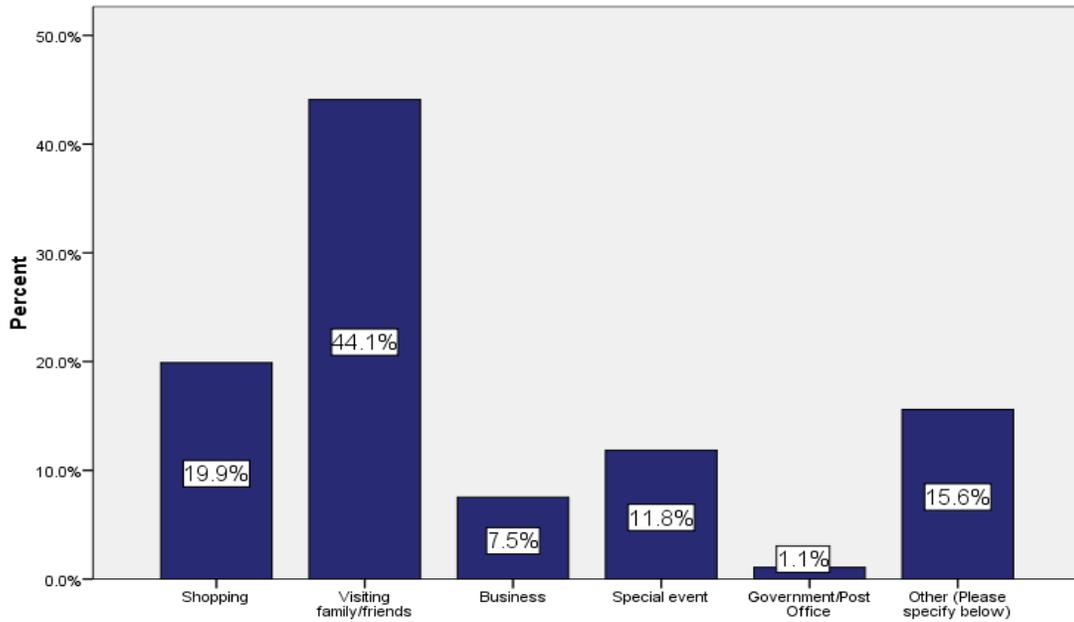
14. What other physical improvements do you think would make Downtown Macon more appealing?

ALL
Angled parking, some place that attracts people all hours of the day
Better snow removal and water drainage from downtown
Clean streets
Downtown looks worn out and abandoned, there is no upbeat vibe
If you bring back the stores and friendly block they will come
Make it to a walking outside mall with brick pavers, benches and plants on 3 sides of the block
More businesses
More businesses in operation
Murals, bury utility line, better lighting, benches, more awning on buildings
No comment
No garbage pickup in front of buildings

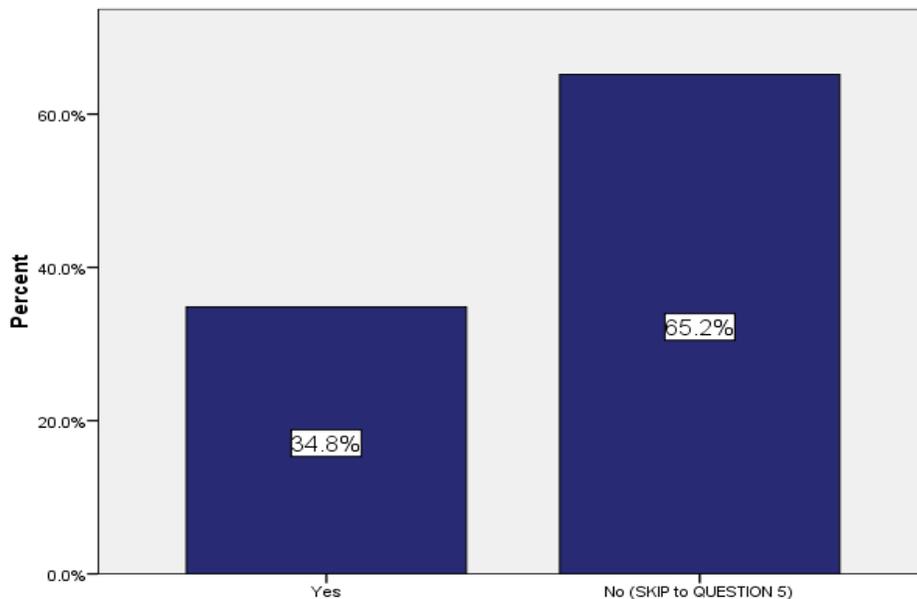
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SECTION IV

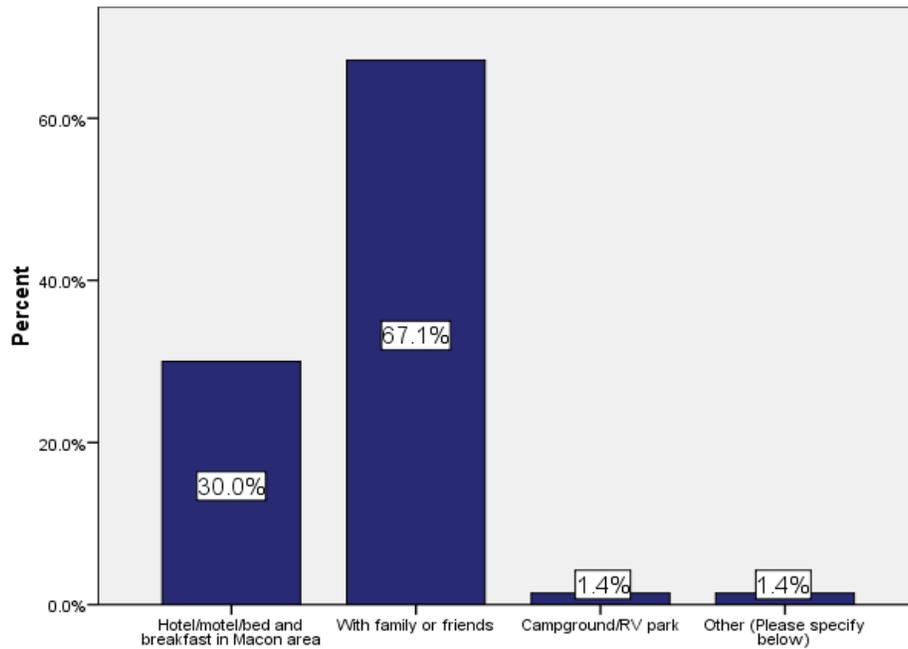
VISITOR BAR CHARTS



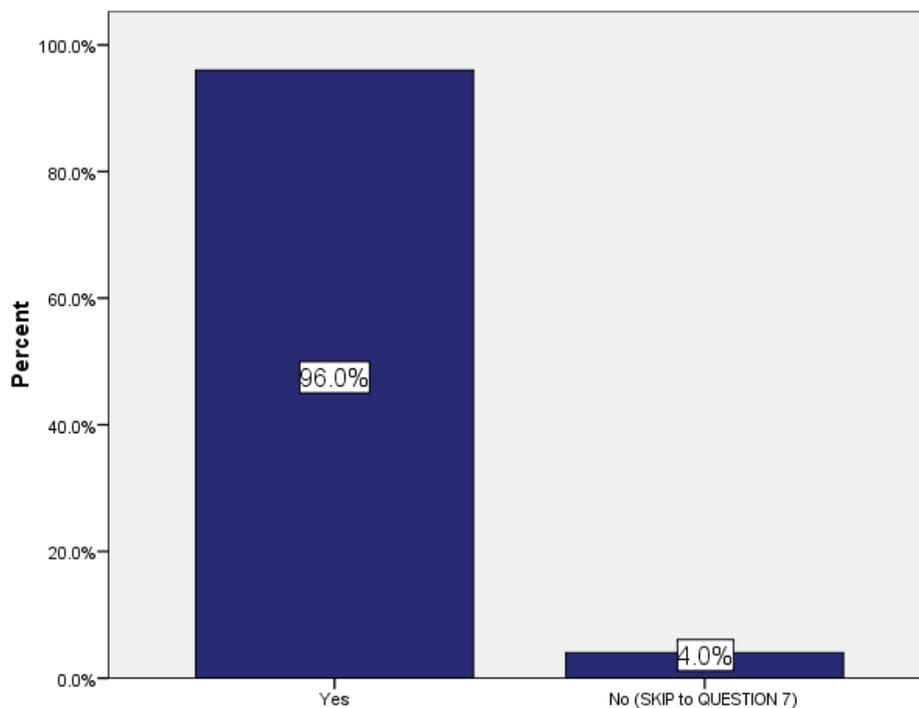
2. What is the main purpose of your visit to Downtown Macon today?



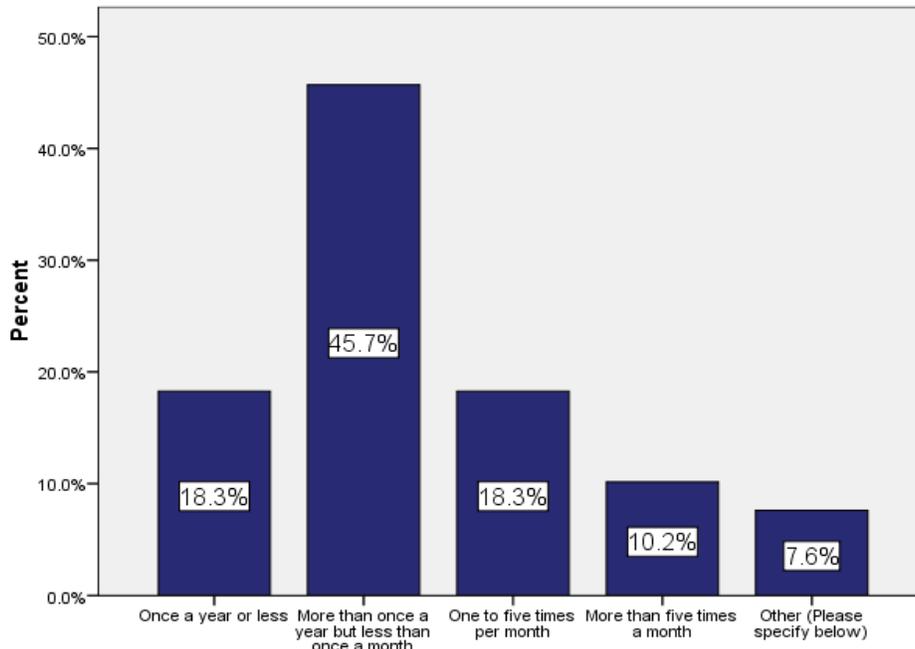
3. Are you staying overnight in Macon?



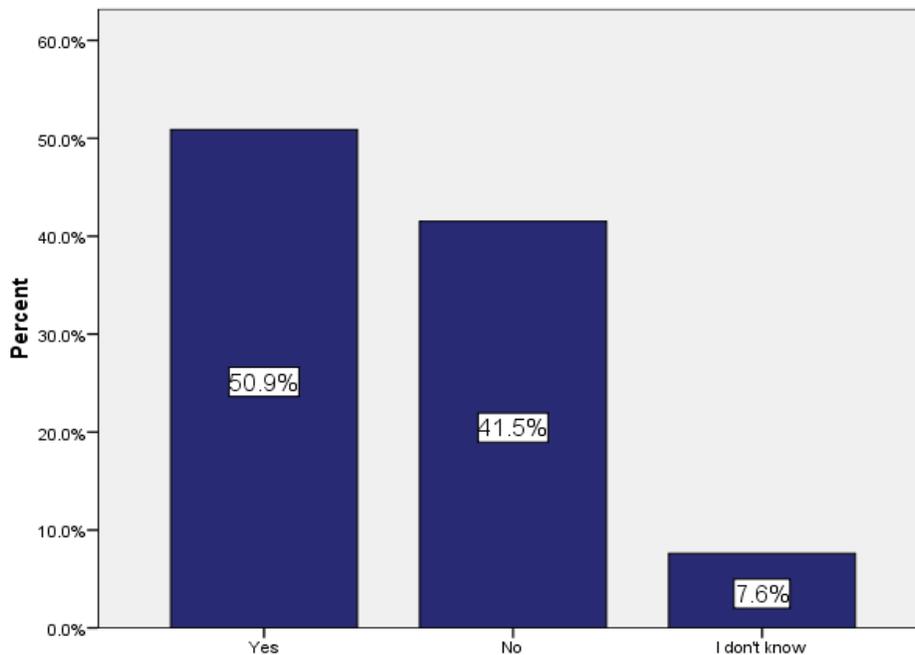
4. Where are you staying overnight in Macon?



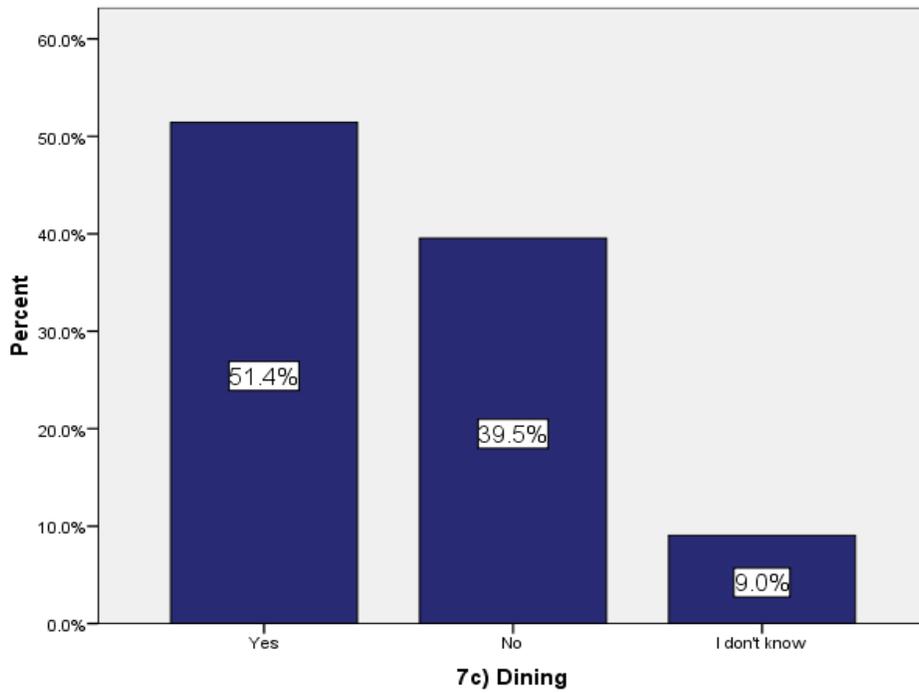
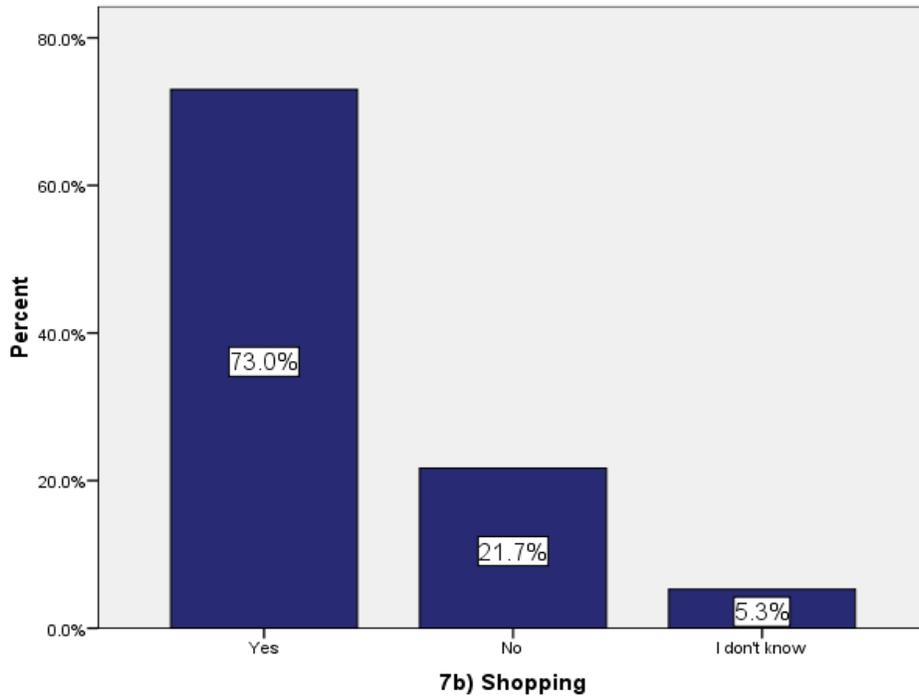
5. Have you visited Downtown Macon before today?

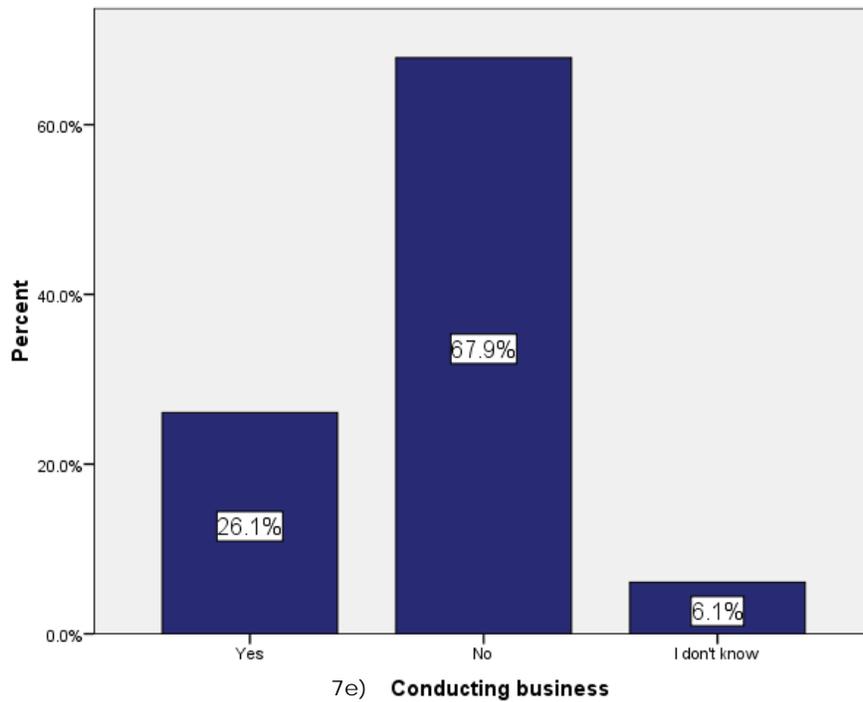
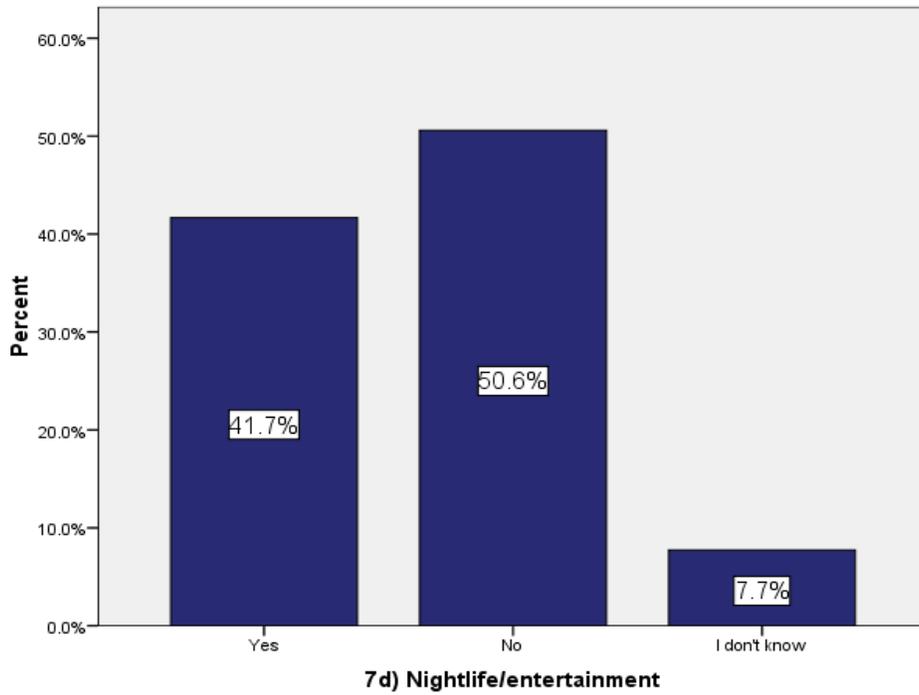


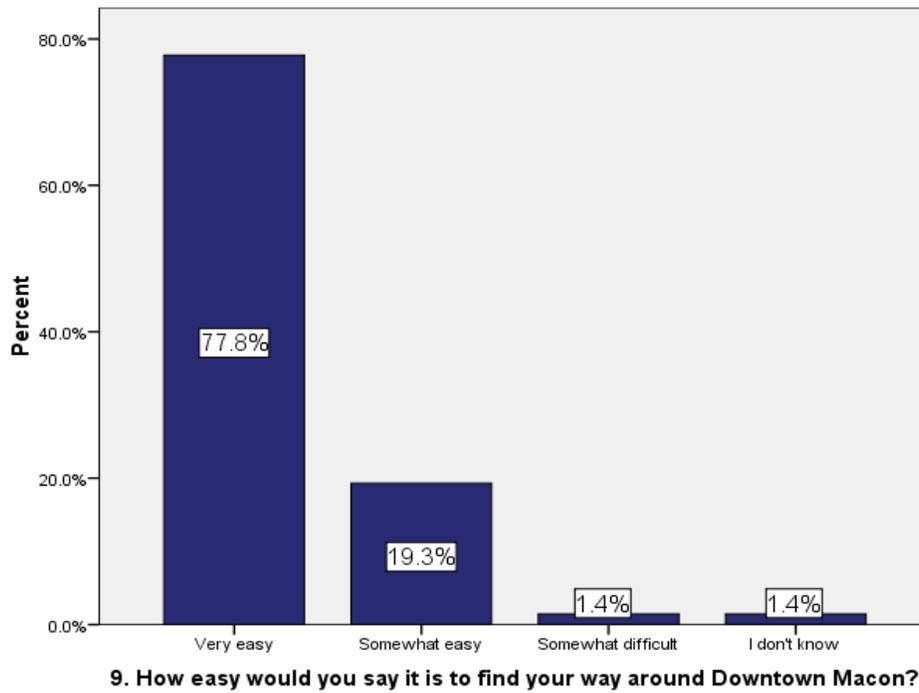
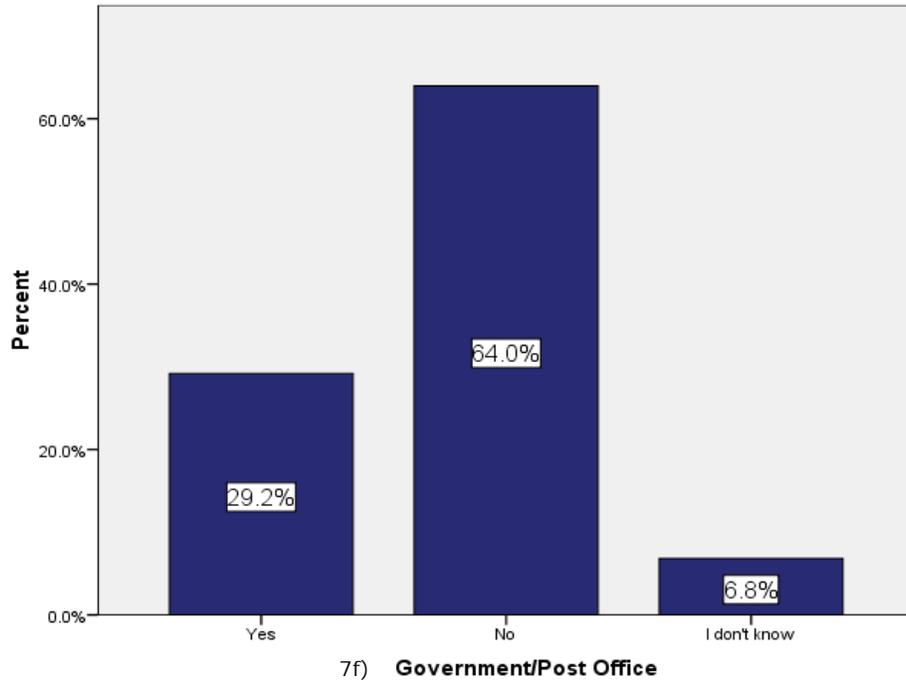
6. How often do you visit Downtown Macon?

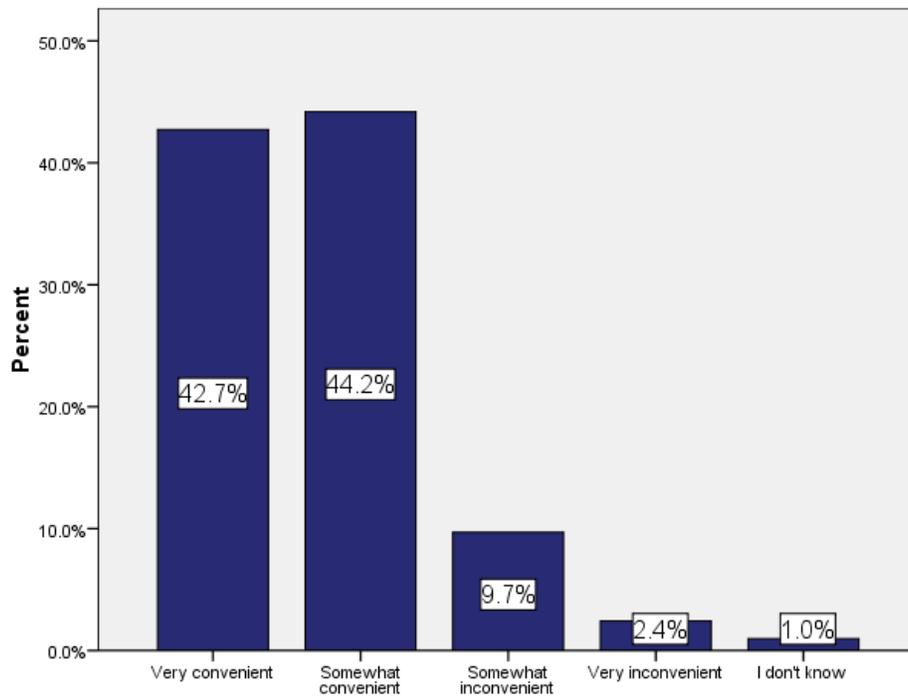


7a) Special event

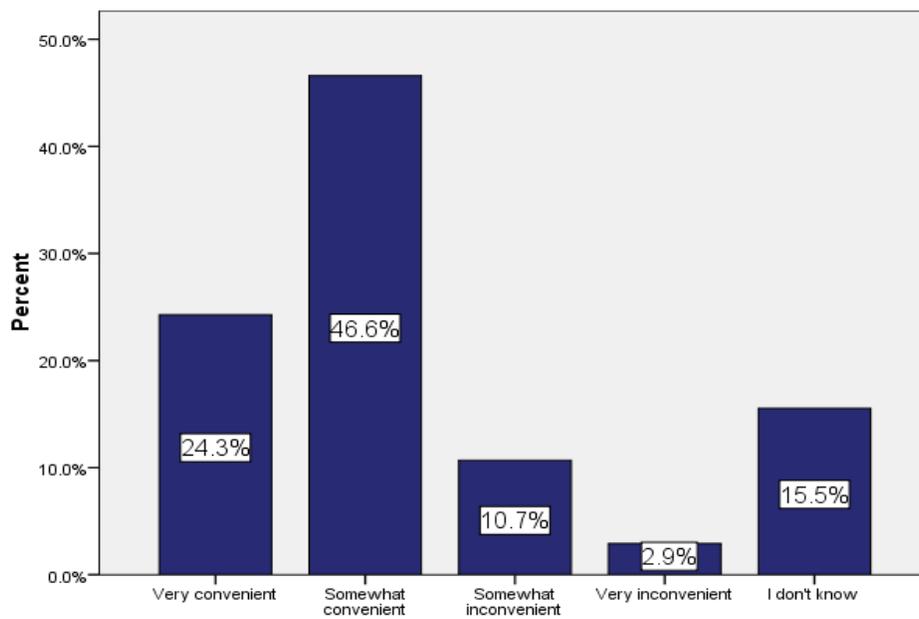




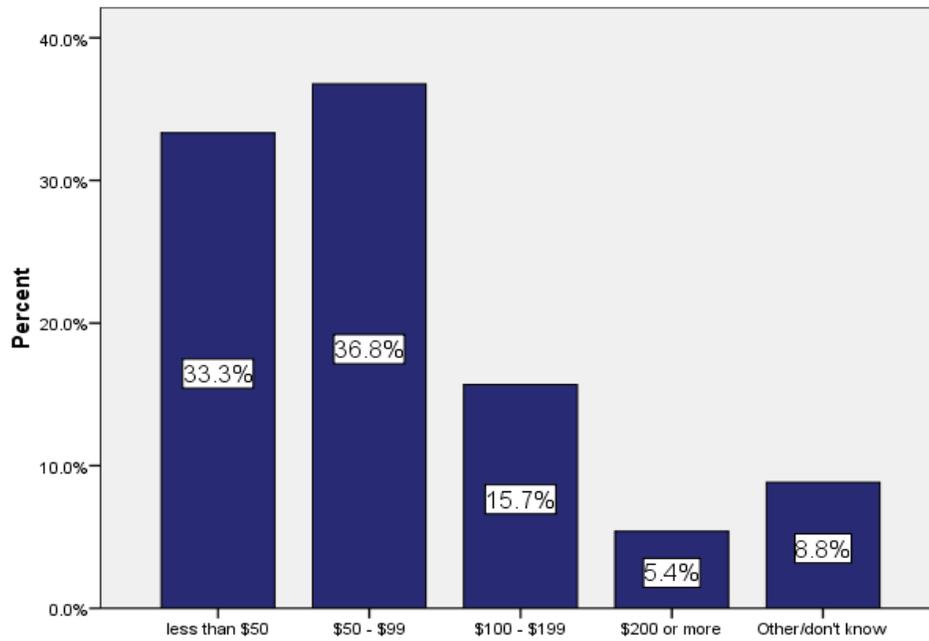




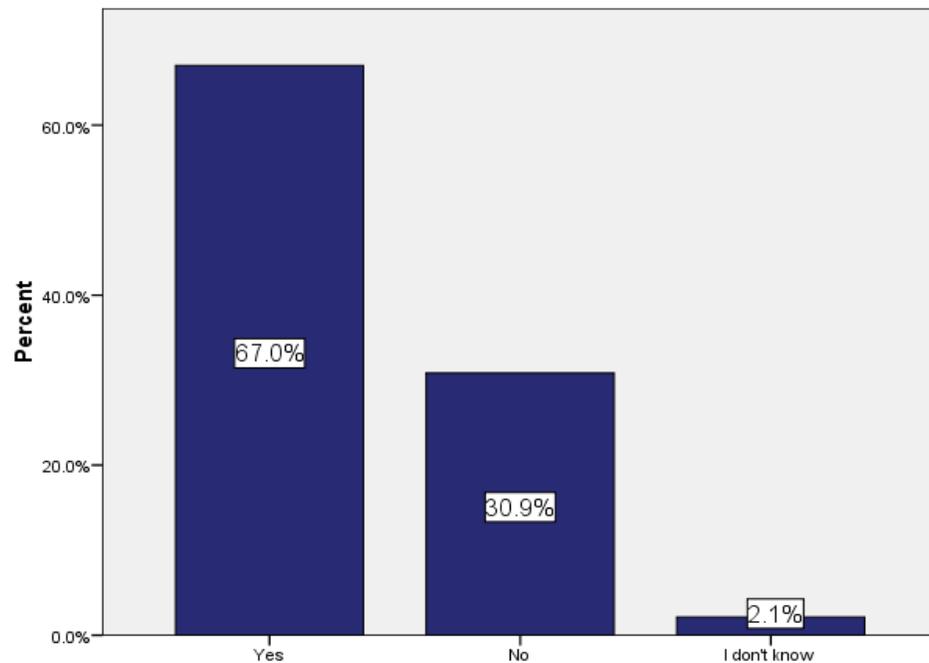
10. How convenient would you say that parking is downtown?



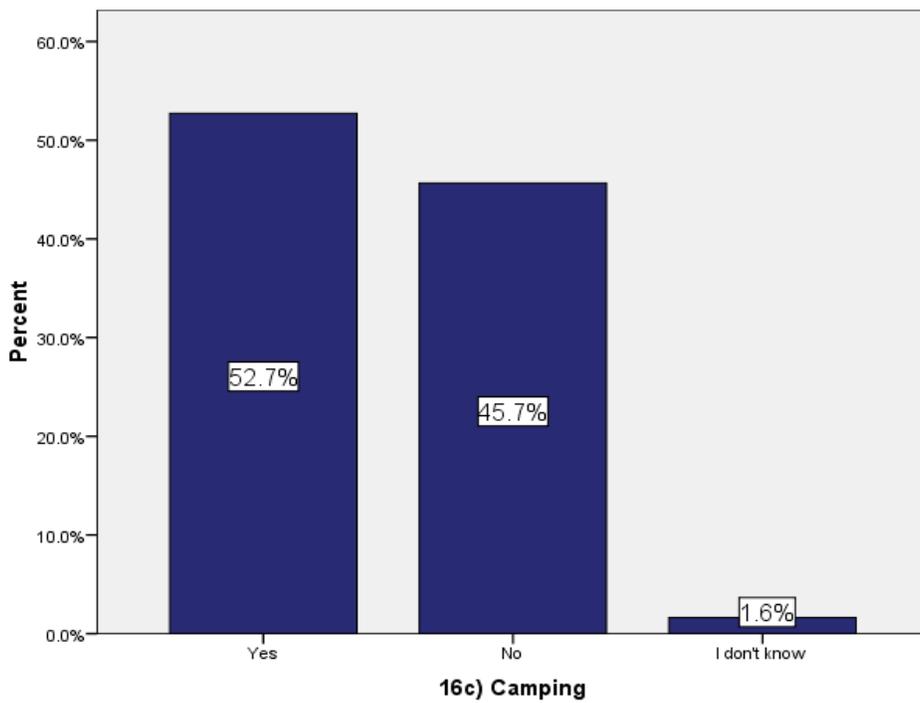
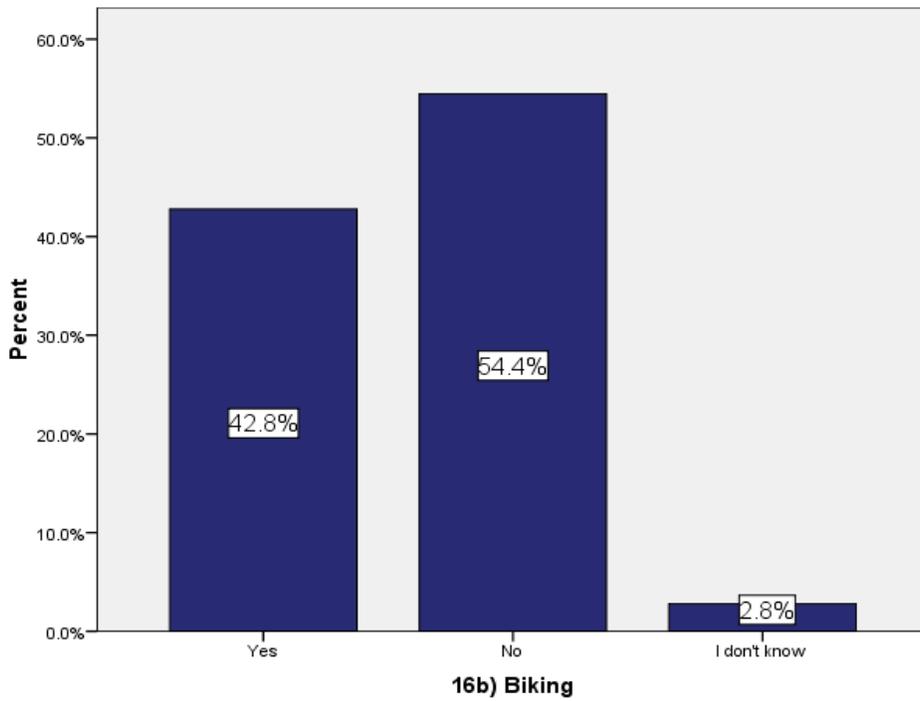
11. How convenient would you say that the hours of downtown businesses are?

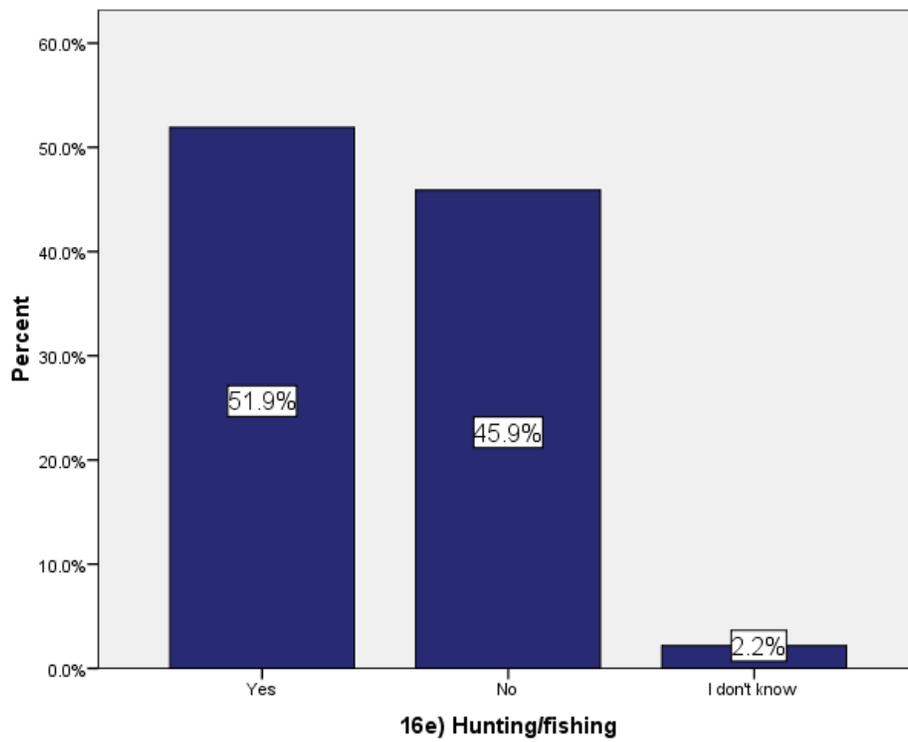
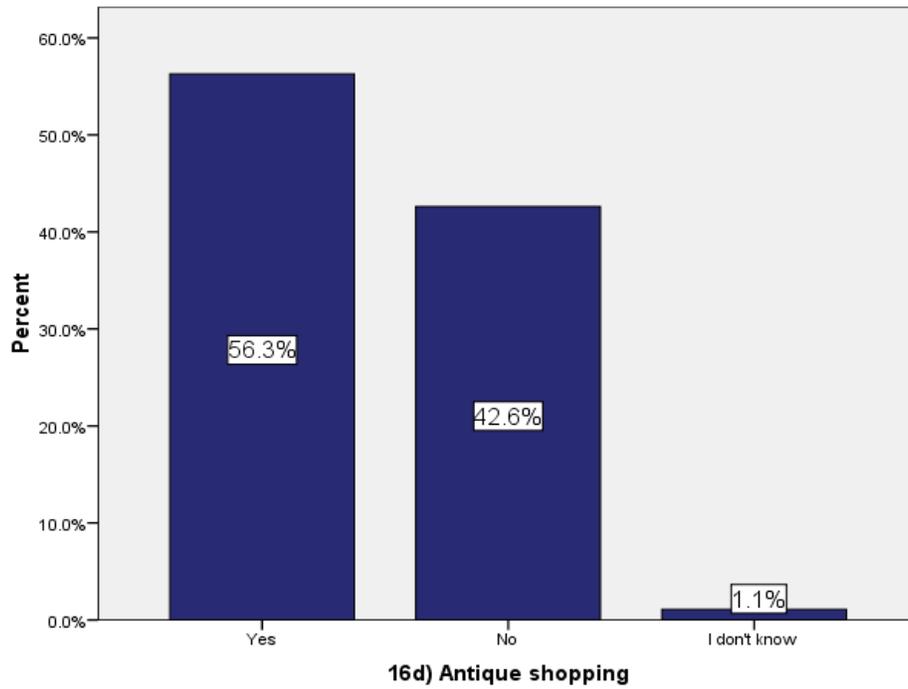


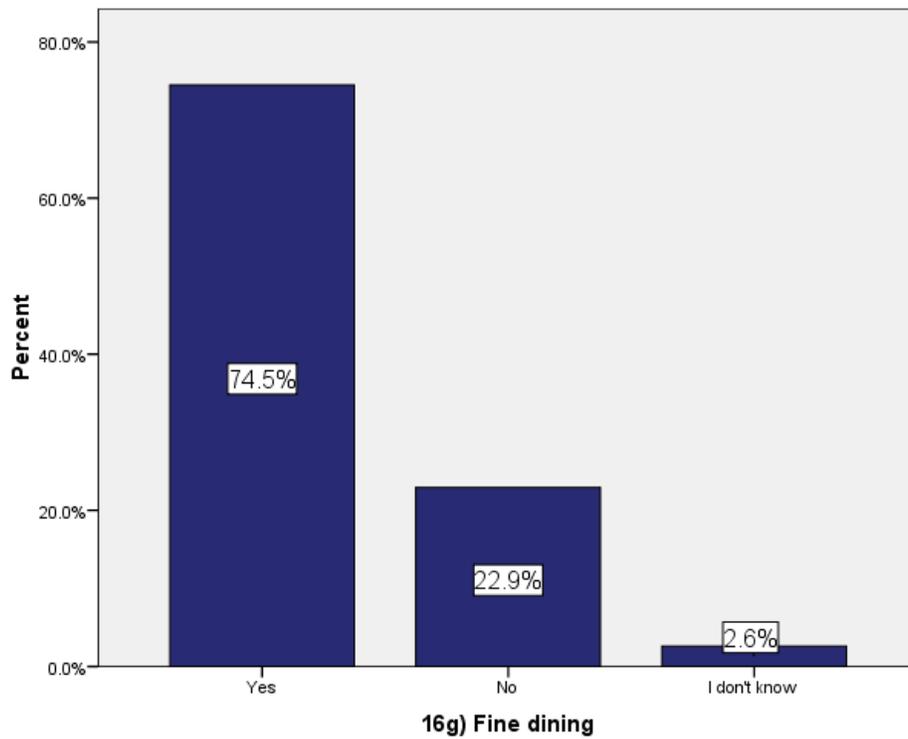
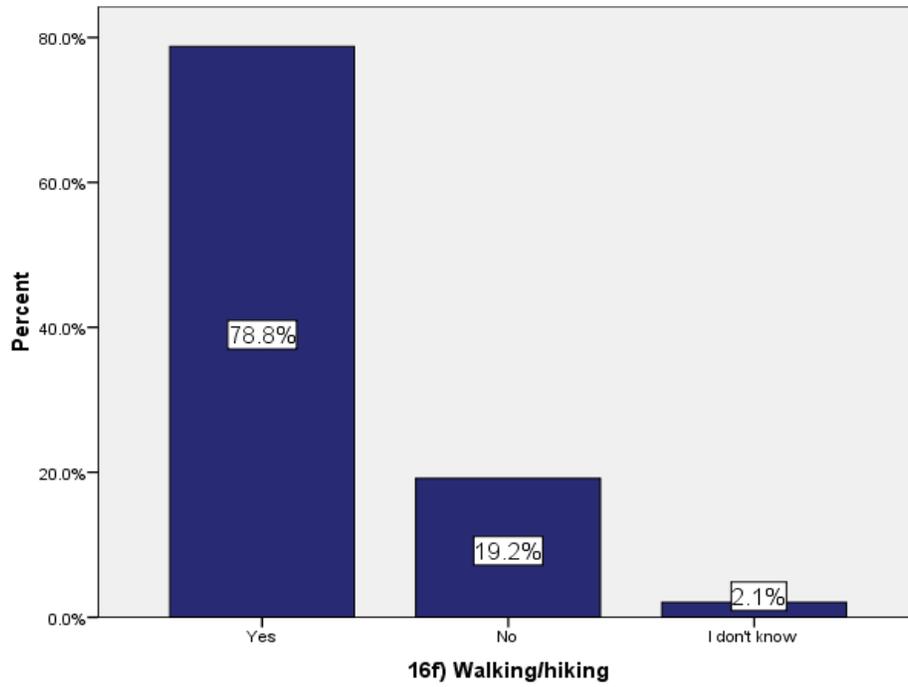
15. Excluding lodging, how much money are you likely to spend in Downtown Macon during this visit?

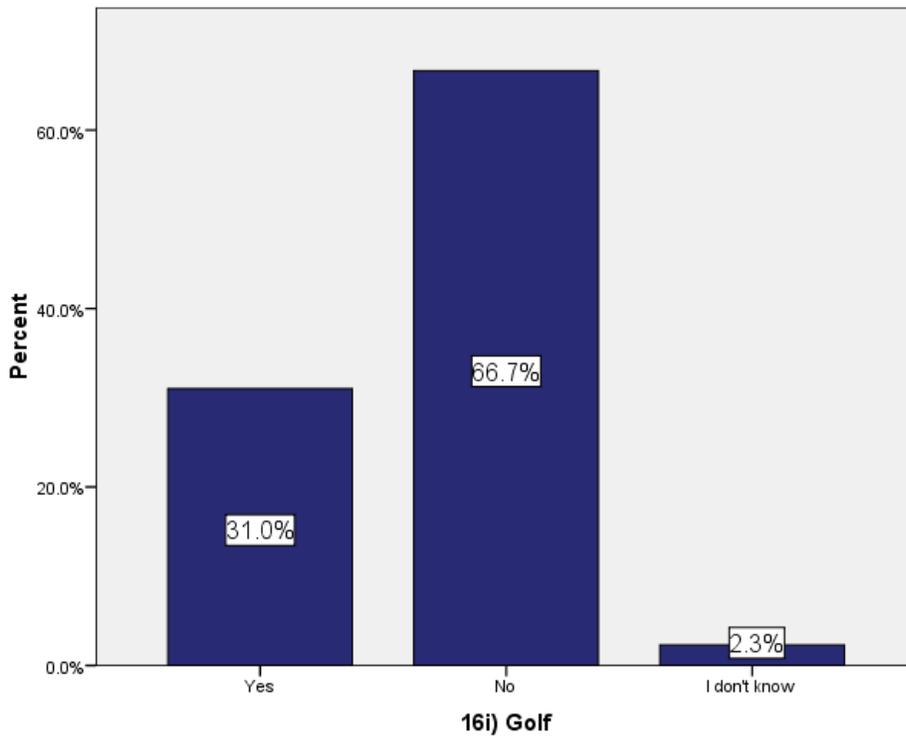
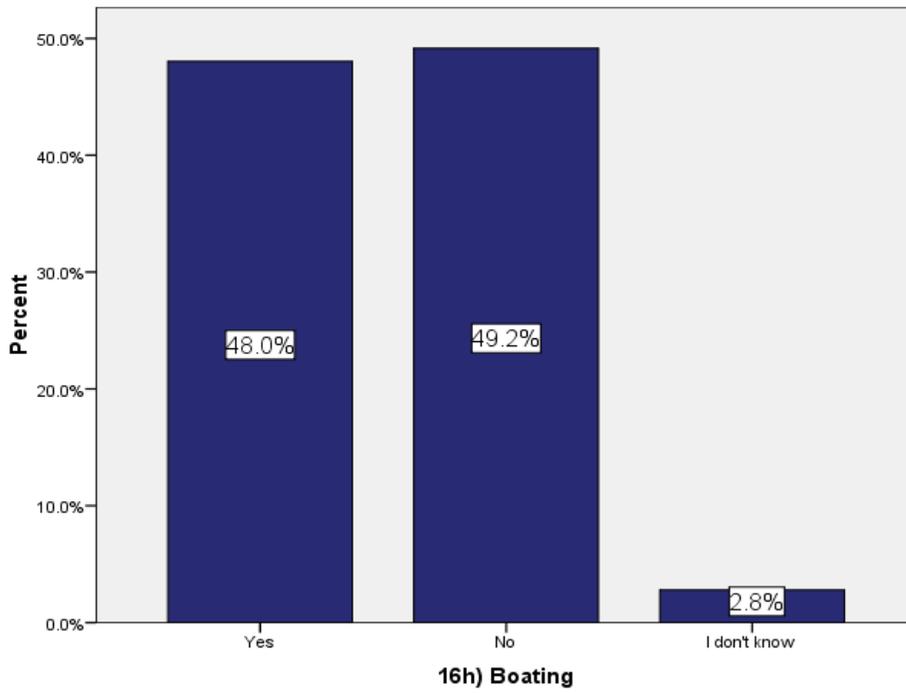


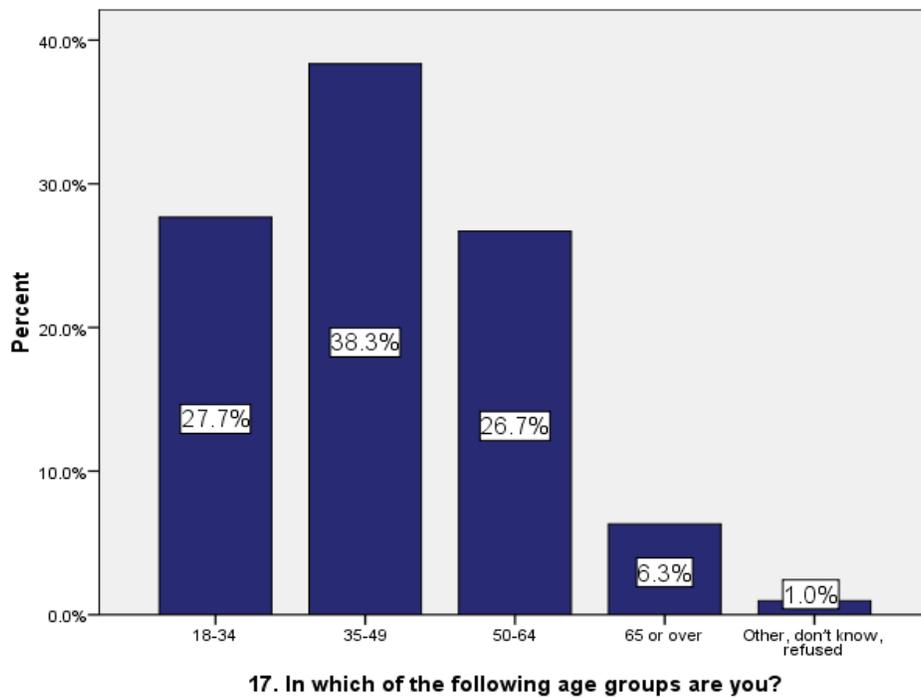
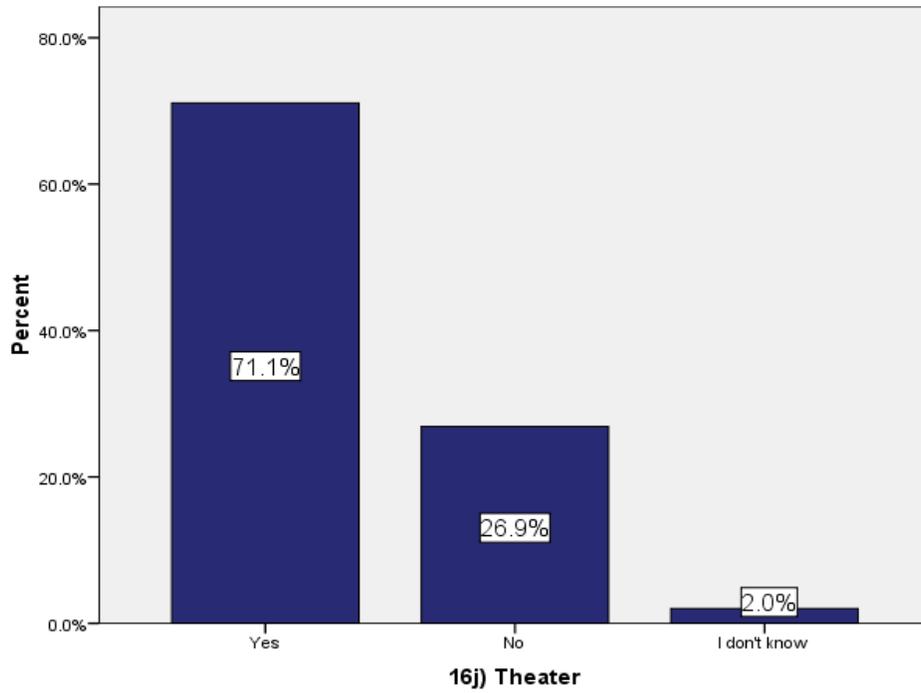
16a) Retail/boutique shopping

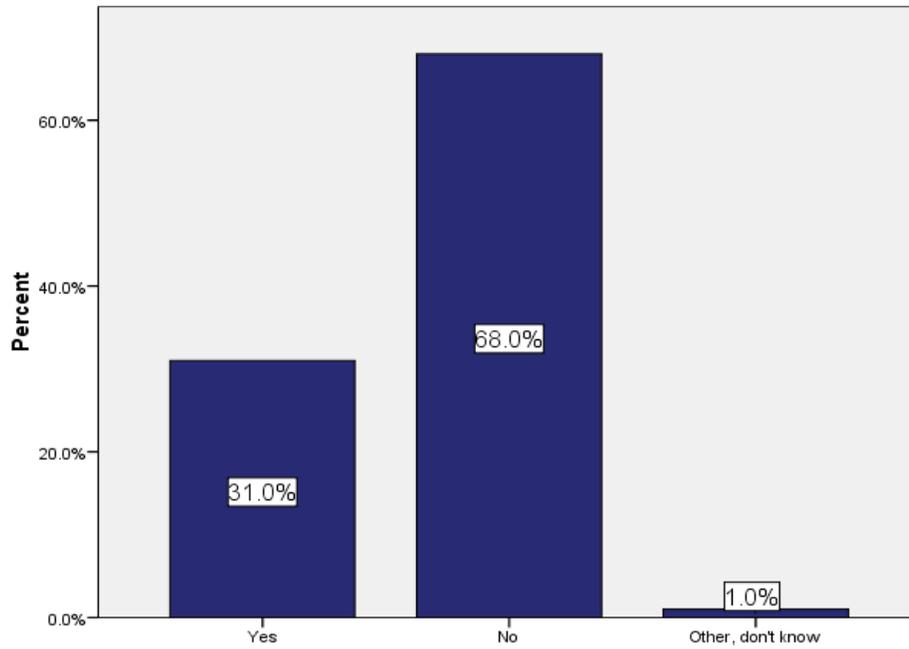




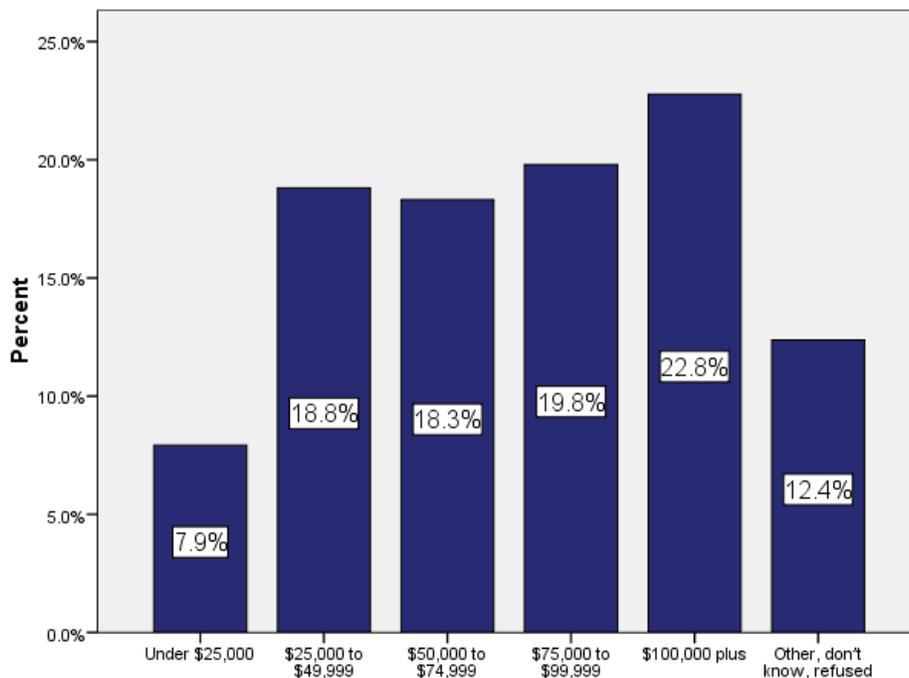




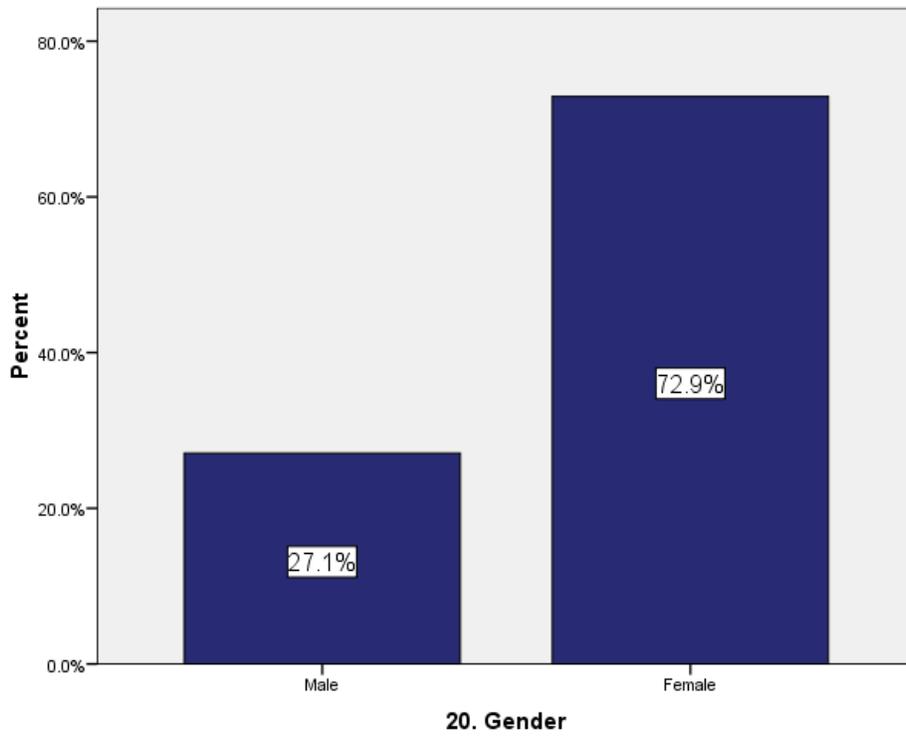




18. Did any children under the age of 18 come with you downtown today?



19. Which category that best describes your annual household income from 2008?



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SECTION V

QUESTIONNAIRE

Downtown Macon Visitor Survey

1. What is your Zip Code?
(If respondent answers "63552," interview will terminate.)

2. What is the main purpose of your visit to Downtown Macon today?
(only ask if in Downtown when survey is administered)

- | | |
|--|---|
| <input type="checkbox"/> Shopping | <input type="checkbox"/> Special event |
| <input type="checkbox"/> Visiting family/friends | <input type="checkbox"/> Government/Post Office |
| <input type="checkbox"/> Business | <input type="checkbox"/> Other (Please specify below) |

Please specify

3. Are you staying overnight in Macon?

- Yes
 No (SKIP to QUESTION 5)

4. Where are you staying overnight in Macon?

- | | |
|--|---|
| <input type="checkbox"/> Hotel/motel/bed and breakfast in Macon 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 Downtown Macon before today?

- Yes
 No (SKIP to QUESTION 7)

6. How often do you visit Downtown Macon?

- | | |
|---|---|
| <input type="checkbox"/> Once a year or less | <input type="checkbox"/> More than five 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 Macon, which of these activities do you plan to do 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) Conducting business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Government/Post Office	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

(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 Macon |
| <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 Macon?

- | | |
|---|---|
| <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. What kinds of restaurants or entertainment opportunities would make you more likely to visit Downtown Macon?

Please select up to two responses.

- | | |
|--|---|
| <input type="checkbox"/> Family restaurants | <input type="checkbox"/> Bars/nightlife |
| <input type="checkbox"/> Fine dining | <input type="checkbox"/> Game room/arcade/pool room |
| <input type="checkbox"/> Outdoor dining | <input type="checkbox"/> Family events |
| <input type="checkbox"/> Sports bar and grill | <input type="checkbox"/> Activities for teenagers |
| <input type="checkbox"/> More special events | <input type="checkbox"/> Other (Please specify below) |
| <input type="checkbox"/> Bands/live concerts/music | |

Please specify

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

Please select up to two responses.

- | | |
|--|--|
| <input type="checkbox"/> Women's clothing stores | <input type="checkbox"/> Art galleries/shops |
| <input type="checkbox"/> Men's clothing stores | <input type="checkbox"/> Ice cream shop |
| <input type="checkbox"/> Shoe store | <input type="checkbox"/> Coffee shop |
| <input type="checkbox"/> More shops (in general) | <input type="checkbox"/> Convenience/grocery store |
| <input type="checkbox"/> Specialty/upscale shops | <input type="checkbox"/> Lodging/bed and breakfast |
| <input type="checkbox"/> Antique shops | <input type="checkbox"/> Professionals, such as doctors, lawyers and accountants |
| <input type="checkbox"/> Bookstore | <input type="checkbox"/> Other (Please specify below) |

Please specify

14. What other physical improvements do you think would make Downtown Macon more appealing?

Please select up to two responses.

- | | |
|---|--|
| <input type="checkbox"/> Renovation of historic buildings | <input type="checkbox"/> New/better sidewalks |
| <input type="checkbox"/> Better maintained buildings | <input type="checkbox"/> More landscaping such as trees or plantings |
| <input type="checkbox"/> More/better lighting | <input type="checkbox"/> Benches/more greenspace |
| <input type="checkbox"/> Better signage | <input type="checkbox"/> Murals |
| <input type="checkbox"/> Cleaner | <input type="checkbox"/> Burying utility lines |
| <input type="checkbox"/> Change parallel parking to angle parking | <input type="checkbox"/> Other (Please specify below) |
| <input type="checkbox"/> More/better parking | |

Please specify

15. Excluding lodging, how much money are you likely to spend in *Downtown Macon* during this visit?

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

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

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

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

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

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

- Yes No Other, don't know

19. 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

20. Gender

- Male Female

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

SECTION VI

CROSS TABULATION

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		17. In which of the following age groups are you?				18. Did any children under the age of 18 come with you Downtown today?		19. Which category that best describes your annual household income from 2008?					20. 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 Macon today?	Shopping	15.40%	25.70%	17.40%	9.10%	27.10%	16.00%	26.70%	16.10%	22.60%	17.60%	14.00%	23.10%	18.90%
	Visiting family/friends	61.50%	44.30%	34.80%	18.20%	59.30%	37.80%	40.00%	54.80%	38.70%	38.20%	53.50%	40.40%	45.70%
	Business	7.70%	7.10%	6.50%	9.10%	3.40%	8.40%	0.00%	6.50%	3.20%	14.70%	7.00%	3.80%	8.70%
	Special event	1.90%	5.70%	19.60%	54.50%	5.10%	15.10%	6.70%	9.70%	6.50%	17.60%	14.00%	11.50%	11.00%
	Government/Post Office	0.00%	1.40%	2.20%	0.00%	0.00%	1.70%	6.70%	0.00%	3.20%	0.00%	0.00%	0.00%	1.60%
	Other (Please specify below)	13.50%	15.70%	19.60%	9.10%	5.10%	21.00%	20.00%	12.90%	25.80%	11.80%	11.60%	21.20%	14.20%
		17. In which of the following age groups are you?				18. Did any children under the age of 18 come with you Downtown today?		19. Which category that best describes your annual household income from 2008?					20. 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 Macon?	Yes	44.60%	32.50%	36.70%	7.70%	55.70%	25.80%	31.20%	38.90%	26.50%	31.60%	50.00%	44.40%	31.40%
	No	55.40%	67.50%	63.30%	92.30%	44.30%	74.20%	68.80%	61.10%	73.50%	68.40%	50.00%	55.60%	68.60%
		17. In which of the following age groups are you?				18. Did any children under the age of 18 come with you Downtown today?		19. Which category that best describes your annual household income from 2008?					20. 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 Macon?	Hotel/motel/bed and breakfast in Macon area	12.50%	42.30%	38.90%	0.00%	20.60%	38.20%	20.00%	35.70%	22.20%	41.70%	34.80%	41.70%	25.00%
	With family or friends	87.50%	53.80%	61.10%	100.00%	76.50%	61.80%	80.00%	64.30%	77.80%	50.00%	65.20%	58.30%	72.70%
	Campground/RV park	0.00%	3.80%	0.00%	0.00%	2.90%	0.00%	0.00%	0.00%	0.00%	8.30%	0.00%	0.00%	2.30%
	Other (Please specify below)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
		17. In which of the following age groups are you?				18. Did any children under the age of 18 come with you Downtown today?		19. Which category that best describes your annual household income from 2008?					20. 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 Downtown Macon before today?	Yes	94.50%	97.30%	94.20%	100.00%	98.30%	95.30%	87.50%	100.00%	97.00%	97.30%	95.60%	94.30%	96.50%
	No	5.50%	2.70%	5.80%	0.00%	1.70%	4.70%	12.50%	0.00%	3.00%	2.70%	4.40%	5.70%	3.50%
		17. In which of the following age groups are you?				18. Did any children under the age of 18 come with you Downtown today?		19. Which category that best describes your annual household income from 2008?					20. 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 Macon?	Once a year or less	9.40%	21.30%	30.00%	0.00%	15.00%	19.00%	14.30%	13.90%	25.00%	20.50%	19.00%	23.50%	16.50%
	More than once a year but less than once a month	58.50%	40.00%	38.00%	53.80%	50.00%	43.70%	35.70%	55.60%	47.20%	43.60%	40.50%	51.00%	44.60%
	One to five times per month	15.10%	22.70%	20.00%	7.70%	16.70%	20.60%	14.30%	16.70%	8.30%	20.50%	31.00%	13.70%	19.40%
	More than 5 times a month	11.30%	12.00%	4.00%	23.10%	11.70%	10.30%	21.40%	8.30%	16.70%	10.30%	4.80%	7.80%	11.50%
	Other (Please specify below)	5.70%	4.00%	8.00%	15.40%	6.70%	6.30%	14.30%	5.60%	2.80%	5.10%	4.80%	3.90%	7.90%
		17. In which of the following age groups are you?				18. Did any children under the age of 18 come with you Downtown today?		19. Which category that best describes your annual household income from 2008?					20. 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	40.40%	51.70%	55.80%	63.60%	45.10%	53.00%	42.90%	48.50%	40.00%	54.80%	54.30%	52.10%	50.00%
	No	50.00%	45.00%	32.60%	27.30%	51.00%	38.30%	50.00%	48.50%	50.00%	38.70%	40.00%	37.50%	43.30%
	I don't know	9.60%	3.30%	11.60%	9.10%	3.90%	8.70%	7.10%	3.00%	10.00%	6.50%	5.70%	10.40%	6.70%
7b. Shopping	Yes	65.50%	78.60%	72.30%	83.30%	88.30%	65.60%	57.10%	73.50%	75.80%	80.60%	75.60%	68.60%	74.40%
	No	27.30%	15.70%	25.50%	16.70%	8.30%	28.80%	28.60%	23.50%	18.20%	19.40%	24.40%	23.50%	21.10%
	I don't know	7.30%	5.70%	2.10%	0.00%	3.30%	5.60%	14.30%	2.90%	6.10%	0.00%	0.00%	7.80%	4.50%
7c. Dining	Yes	45.10%	57.40%	44.20%	54.50%	56.10%	47.80%	53.80%	54.80%	50.00%	47.20%	56.80%	58.00%	48.00%
	No	47.10%	33.80%	41.90%	45.50%	33.30%	43.50%	30.80%	35.50%	43.80%	44.40%	37.80%	34.00%	42.30%
	I don't know	7.80%	8.80%	14.00%	0.00%	10.50%	8.70%	15.40%	9.70%	6.20%	8.30%	5.40%	8.00%	9.80%
7d. Nightlife/entertainment	Yes	52.00%	45.50%	28.90%	30.00%	42.60%	42.30%	30.80%	45.20%	36.70%	41.90%	59.50%	51.00%	37.40%
	No	46.00%	47.00%	55.30%	60.00%	50.00%	49.50%	53.80%	48.40%	60.00%	48.40%	35.10%	44.90%	53.00%
	I don't know	2.00%	7.60%	15.80%	10.00%	7.40%	8.10%	15.40%	6.50%	3.30%	9.70%	5.40%	4.10%	9.60%
7e. Conducting business	Yes	20.00%	30.00%	26.80%	40.00%	15.40%	30.90%	23.10%	24.10%	23.30%	36.40%	21.90%	17.40%	29.90%
	No	76.00%	65.00%	61.00%	60.00%	76.90%	63.60%	69.20%	72.40%	70.00%	54.50%	75.00%	78.30%	63.20%
	I don't know	4.00%	5.00%	12.20%	0.00%	7.70%	5.50%	7.70%	3.40%	6.70%	9.10%	3.10%	4.30%	6.80%
7f. Government/Post Office	Yes	29.40%	37.90%	17.90%	22.20%	25.00%	30.20%	23.10%	41.90%	35.70%	30.00%	16.10%	22.70%	30.70%
	No	68.60%	53.40%	69.20%	77.80%	67.30%	63.20%	69.20%	54.80%	57.10%	60.00%	77.40%	70.50%	62.30%
	I don't know	2.00%	8.60%	12.80%	0.00%	7.70%	6.60%	7.70%	3.20%	7.10%	10.00%	6.50%	6.80%	7.00%

	17. In which of the following age groups are you?				18. Did any children under the age of 18 come with you Downtown today?		19. Which category that best describes your annual household income from 2008?					20. 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 Macon?	Special event	30.40%	24.10%	25.00%	41.70%	21.30%	30.40%	12.50%	25.00%	16.70%	33.30%	40.00%	27.30%	27.30%
	Shopping	48.20%	62.00%	67.30%	58.30%	67.20%	55.60%	37.50%	44.40%	58.30%	66.70%	68.90%	58.20%	59.40%
	Dining	21.40%	27.80%	25.00%	16.70%	26.20%	23.70%	18.80%	25.00%	25.00%	33.30%	15.60%	32.70%	20.30%
	Nightlife/entertainment	32.10%	24.10%	7.70%	16.70%	23.00%	20.00%	31.20%	33.30%	25.00%	7.70%	26.70%	27.30%	18.90%
	Going to church	3.60%	6.30%	1.90%	8.30%	9.80%	2.20%	0.00%	5.60%	2.80%	0.00%	11.10%	3.60%	5.60%
	Conducting business	14.30%	15.20%	13.50%	8.30%	3.30%	19.30%	6.20%	16.70%	19.40%	17.90%	4.40%	9.10%	16.10%
	Government/Post Office	14.30%	11.40%	19.20%	0.00%	9.80%	14.80%	25.00%	11.10%	16.70%	12.80%	4.40%	9.10%	15.40%
	This is my first visit to Downtown Macon	3.60%	1.30%	0.00%	0.00%	0.00%	2.20%	12.50%	0.00%	2.80%	0.00%	0.00%	3.60%	0.70%
Other	10.70%	8.90%	19.20%	25.00%	11.50%	14.80%	25.00%	16.70%	8.30%	5.10%	13.30%	16.40%	11.90%	
9. How easy would you say it is to find your way around Downtown Macon?	17. In which of the following age groups are you?				18. Did any children under the age of 18 come with you Downtown today?		19. Which category that best describes your annual household income from 2008?					20. 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	
	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Very easy	77.20%	78.50%	81.10%	84.60%	77.40%	77.80%	68.80%	76.30%	83.30%	87.50%	73.90%	76.40%	78.20%
	Somewhat easy	19.30%	20.30%	17.00%	15.40%	21.00%	19.30%	12.50%	23.70%	16.70%	12.50%	26.10%	21.80%	19.00%
	Somewhat difficult	1.80%	0.00%	1.90%	0.00%	0.00%	1.50%	12.50%	0.00%	0.00%	0.00%	1.80%	0.70%	
	Very difficult	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
	I don't know	1.80%	1.30%	0.00%	0.00%	1.60%	1.50%	6.20%	0.00%	0.00%	0.00%	0.00%	2.00%	
Very/somewhat easy	96.50%	98.70%	98.10%	100.00%	98.40%	97.00%	81.20%	100.00%	100.00%	100.00%	100.00%	98.20%	97.30%	
Somewhat/very difficult	1.80%	0.00%	1.90%	0.00%	0.00%	1.50%	12.50%	0.00%	0.00%	0.00%	1.80%	0.70%		
10. How convenient would you say that parking is Downtown?	17. In which of the following age groups are you?				18. Did any children under the age of 18 come with you Downtown today?		19. Which category that best describes your annual household income from 2008?					20. 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	
	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Very convenient	39.30%	43.00%	46.30%	50.00%	48.40%	39.10%	31.20%	42.10%	33.30%	42.50%	71.70%	50.90%	39.70%
	Somewhat convenient	44.60%	43.00%	46.30%	33.30%	38.70%	48.90%	31.20%	44.70%	55.60%	42.50%	23.90%	45.50%	43.20%
	Somewhat inconvenient	12.50%	10.10%	5.60%	16.70%	8.10%	9.00%	18.80%	5.30%	11.10%	15.00%	4.30%	3.60%	12.30%
	Very inconvenient	3.60%	2.50%	1.90%	0.00%	3.20%	2.30%	12.50%	7.90%	0.00%	0.00%	0.00%	0.00%	3.40%
	I don't know	0.00%	1.30%	0.00%	0.00%	1.60%	0.80%	6.20%	0.00%	0.00%	0.00%	0.00%	0.00%	1.40%
Very/somewhat convenient	83.90%	86.10%	92.60%	83.30%	87.10%	88.00%	62.50%	86.80%	88.90%	85.00%	95.70%	96.40%	82.90%	
Somewhat/very inconvenient	16.10%	12.70%	7.40%	16.70%	11.30%	11.30%	31.20%	13.20%	11.10%	15.00%	4.30%	3.60%	15.80%	
11. How convenient would you say that the hours of Downtown businesses are?	17. In which of the following age groups are you?				18. Did any children under the age of 18 come with you Downtown today?		19. Which category that best describes your annual household income from 2008?					20. 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	
	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Very convenient	24.60%	26.60%	19.20%	38.50%	29.00%	21.60%	43.80%	23.70%	22.90%	27.50%	28.30%	22.20%	25.20%
	Somewhat convenient	45.60%	51.90%	42.30%	38.50%	46.80%	47.00%	25.00%	50.00%	57.10%	30.00%	52.20%	51.90%	44.20%
	Somewhat inconvenient	14.00%	8.90%	11.50%	0.00%	8.10%	11.90%	6.20%	7.90%	5.70%	12.50%	13.00%	9.30%	11.60%
	Very inconvenient	3.50%	2.50%	1.90%	7.70%	3.20%	3.00%	12.50%	0.00%	2.90%	5.00%	0.00%	0.00%	4.10%
	I don't know	12.30%	10.10%	25.00%	15.40%	12.90%	16.40%	12.50%	18.40%	11.40%	25.00%	6.50%	16.70%	15.00%
Very/somewhat convenient	70.20%	78.50%	61.50%	76.90%	75.80%	68.70%	68.80%	73.70%	80.00%	57.50%	80.40%	74.10%	69.40%	
Somewhat/very inconvenient	17.50%	11.40%	13.50%	7.70%	11.30%	14.90%	18.80%	7.90%	8.60%	17.50%	13.00%	9.30%	15.60%	
12. What kinds of restaurants or entertainment opportunities would make you more likely to visit Downtown Macon?	17. In which of the following age groups are you?				18. Did any children under the age of 18 come with you Downtown today?		19. Which category that best describes your annual household income from 2008?					20. 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	
	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Family restaurants	30.40%	32.10%	44.20%	30.80%	47.50%	28.00%	31.20%	35.30%	37.80%	42.50%	26.10%	31.50%	35.70%
	Fine dining	17.90%	26.90%	28.80%	30.80%	14.80%	31.10%	12.50%	14.70%	27.00%	32.50%	30.40%	29.60%	22.40%
	Outdoor dining	30.40%	15.40%	13.50%	15.40%	13.10%	22.70%	31.20%	17.60%	27.00%	17.50%	13.00%	11.10%	22.40%
	Sports bar and grill	30.40%	26.90%	17.30%	7.70%	26.20%	22.70%	12.50%	38.20%	16.20%	20.00%	34.80%	31.50%	21.00%
	More special events	16.10%	16.70%	11.50%	15.40%	14.80%	15.20%	6.20%	11.80%	13.50%	15.00%	21.70%	18.50%	13.30%
	Bands/live concerts/music	25.00%	30.80%	26.90%	38.50%	26.20%	29.50%	25.00%	23.50%	27.00%	27.50%	30.40%	24.10%	30.10%
	Bars/nightlife	14.30%	7.70%	5.80%	0.00%	6.60%	9.80%	25.00%	8.80%	10.80%	5.00%	4.30%	14.80%	6.30%
	Game room/arcade/pool room	3.60%	5.10%	3.80%	0.00%	8.20%	2.30%	12.50%	5.90%	0.00%	7.50%	2.20%	9.30%	2.80%
	Family events	16.10%	17.90%	11.50%	0.00%	23.00%	11.40%	18.80%	20.60%	10.80%	10.00%	10.90%	3.70%	19.60%
	Activities for teenagers	7.10%	5.10%	9.60%	15.40%	6.60%	6.80%	12.50%	8.80%	5.40%	5.00%	8.70%	5.60%	8.40%
	Other	3.60%	3.80%	3.80%	15.40%	1.60%	6.10%	12.50%	5.90%	5.40%	2.50%	0.00%	7.40%	3.50%

		17. In which of the following age groups are you?				18. Did any children under the age of 18 come with you Downtown today?		19. Which category that best describes your annual household income from 2008?					20. 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. What kinds of businesses do you think would make you more likely to visit Downtown Macon?	Women's clothing stores	26.30%	14.10%	17.00%	53.80%	22.60%	21.10%	18.80%	21.60%	11.10%	27.50%	19.60%	1.90%	28.80%
	Men's clothing stores	3.50%	5.10%	1.90%	0.00%	1.60%	3.80%	0.00%	2.70%	2.80%	7.50%	4.30%	9.30%	1.40%
	Shoe store	12.30%	11.50%	9.40%	38.50%	12.90%	13.50%	12.50%	18.90%	11.10%	12.50%	13.00%	3.70%	15.80%
	More shops (in general)	29.80%	38.50%	54.70%	15.40%	45.20%	36.10%	25.00%	37.80%	41.70%	35.00%	34.80%	40.70%	37.00%
	Specialty/upscale shops	10.50%	12.80%	11.30%	0.00%	12.90%	9.00%	12.50%	5.40%	5.60%	12.50%	19.60%	16.70%	8.90%
	Antique shops	8.80%	6.40%	20.80%	15.40%	8.10%	12.80%	6.20%	13.50%	19.40%	12.50%	8.70%	9.30%	12.30%
	Bookstore	21.10%	17.90%	13.20%	15.40%	12.90%	18.00%	25.00%	13.50%	19.40%	15.00%	13.00%	20.40%	16.40%
	Art galleries/shops	12.30%	9.00%	9.40%	15.40%	3.20%	12.80%	25.00%	10.80%	5.60%	12.50%	8.70%	13.00%	9.60%
	Ice cream shop	15.80%	23.10%	11.30%	15.40%	19.40%	18.00%	31.20%	16.20%	19.40%	15.00%	15.20%	20.40%	17.80%
	Coffee shop	21.10%	33.30%	18.90%	7.70%	29.00%	21.80%	18.80%	24.30%	22.20%	17.50%	39.10%	29.60%	21.20%
	Convenience/grocery store	7.00%	1.30%	7.50%	0.00%	8.10%	3.80%	0.00%	2.70%	5.60%	7.50%	0.00%	5.60%	4.80%
	Lodging/bed and breakfast	3.50%	6.40%	1.90%	0.00%	6.50%	3.00%	6.20%	2.70%	8.30%	5.00%	2.20%	3.70%	4.10%
	Professionals, such as doctors, lawyers and accountants	3.50%	2.60%	1.90%	0.00%	0.00%	3.80%	6.20%	2.70%	2.80%	0.00%	2.20%	0.00%	3.40%
Other	8.80%	5.10%	1.90%	7.70%	3.20%	6.80%	6.20%	13.50%	8.30%	2.50%	0.00%	9.30%	4.10%	
		17. In which of the following age groups are you?				18. Did any children under the age of 18 come with you Downtown today?		19. Which category that best describes your annual household income from 2008?					20. 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 other physical improvements do you think would make Downtown Macon more appealing?	Renovation of historic buildings	48.20%	54.70%	50.90%	53.80%	57.60%	48.10%	43.80%	48.60%	63.90%	47.50%	68.20%	60.40%	49.00%
	Better maintained buildings	23.20%	26.70%	22.60%	15.40%	30.50%	21.40%	37.50%	22.60%	5.60%	27.50%	27.30%	20.80%	25.90%
	More/better lighting	1.80%	1.30%	1.90%	0.00%	1.70%	1.50%	6.20%	0.00%	2.80%	2.50%	0.00%	0.00%	2.10%
	Better signage	5.40%	5.30%	3.80%	7.70%	6.80%	5.30%	0.00%	2.90%	8.30%	0.00%	6.80%	7.50%	4.90%
	Cleaner	8.90%	12.00%	3.80%	7.70%	5.10%	10.70%	12.50%	5.70%	2.80%	5.00%	13.60%	5.70%	9.10%
	Change parallel parking to angle parking	16.10%	16.00%	17.00%	15.40%	10.20%	19.80%	12.50%	22.90%	22.20%	20.00%	9.10%	15.10%	16.80%
	More/better parking	5.40%	8.00%	11.30%	7.70%	6.80%	7.60%	6.20%	8.60%	11.10%	15.00%	2.30%	1.90%	9.80%
	New/better sidewalks	10.70%	10.70%	13.20%	7.70%	13.60%	10.70%	12.50%	8.60%	5.60%	22.50%	2.30%	15.10%	10.50%
	More landscaping such as trees or benches/more greenspace	33.90%	26.70%	17.00%	15.40%	32.20%	20.60%	18.80%	20.00%	33.30%	17.50%	31.80%	24.50%	24.50%
	Murals	25.00%	18.70%	20.80%	15.40%	15.30%	23.70%	25.00%	28.60%	25.00%	20.00%	13.60%	18.90%	21.70%
	Burying utility lines	3.60%	4.00%	3.80%	23.10%	0.00%	6.90%	0.00%	2.90%	4.00%	10.00%	4.50%	5.70%	4.90%
	Other	1.80%	2.70%	9.40%	0.00%	6.80%	3.10%	0.00%	2.90%	0.00%	7.50%	4.50%	5.70%	2.80%
	Other	3.60%	4.00%	3.80%	15.40%	3.40%	5.30%	12.50%	5.70%	2.80%	2.50%	0.00%	7.50%	3.50%
		17. In which of the following age groups are you?				18. Did any children under the age of 18 come with you Downtown today?		19. Which category that best describes your annual household income from 2008?					20. 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. Excluding lodging, how much money are you likely to spend in Downtown Macon during this visit?	less than \$50	43.90%	29.50%	26.40%	33.30%	22.60%	39.10%	56.20%	29.70%	45.90%	35.90%	24.40%	27.30%	36.10%
	\$50 - \$99	40.40%	34.60%	35.80%	33.30%	38.70%	36.10%	18.80%	40.50%	32.40%	33.30%	33.30%	36.40%	36.10%
	\$100 - \$199	10.50%	21.80%	15.10%	8.30%	22.60%	11.30%	18.80%	10.80%	10.80%	12.80%	31.10%	21.80%	13.90%
	\$200 or more	1.80%	7.70%	5.70%	8.30%	12.90%	2.30%	6.20%	8.10%	0.00%	7.70%	8.90%	10.90%	2.80%
	Other/don't know	3.50%	6.40%	17.00%	16.70%	3.20%	11.30%	0.00%	10.80%	10.80%	10.30%	2.20%	3.60%	11.10%
		17. In which of the following age groups are you?				18. Did any children under the age of 18 come with you Downtown today?		19. Which category that best describes your annual household income from 2008?					20. 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
		%	%	%	%	%	%	%	%	%	%	%	%	
16a. Retail/boutique shopping	Yes	68.50%	69.40%	68.10%	58.30%	77.20%	63.20%	66.70%	57.60%	64.70%	65.80%	80.50%	37.50%	77.20%
	No	29.60%	27.80%	29.80%	41.70%	22.80%	33.60%	33.30%	39.40%	32.40%	34.20%	17.10%	56.20%	22.10%
	I don't know	1.90%	2.80%	2.10%	0.00%	0.00%	3.20%	0.00%	3.00%	2.90%	0.00%	2.40%	6.20%	0.70%
16b. Biking	Yes	45.30%	47.90%	34.90%	30.00%	49.10%	39.50%	42.90%	36.40%	48.50%	39.50%	43.20%	62.00%	33.90%
	No	52.80%	49.30%	60.50%	70.00%	45.50%	58.80%	57.10%	60.60%	48.50%	55.30%	56.80%	32.00%	64.80%
	I don't know	1.90%	2.80%	4.70%	0.00%	5.50%	1.70%	0.00%	3.00%	3.00%	5.30%	0.00%	6.00%	1.60%
16c. Camping	Yes	63.00%	51.40%	44.70%	40.00%	60.70%	49.60%	73.30%	63.90%	48.50%	36.80%	50.00%	52.10%	53.40%
	No	37.00%	47.10%	51.10%	60.00%	35.70%	49.60%	26.70%	36.10%	48.50%	57.90%	50.00%	43.80%	45.90%
	I don't know	0.00%	1.40%	4.30%	0.00%	3.60%	0.80%	0.00%	0.00%	3.00%	5.30%	0.00%	4.20%	0.80%
16d. Antique shopping	Yes	40.70%	50.00%	81.80%	83.30%	53.60%	56.20%	50.00%	54.50%	64.90%	69.40%	48.70%	46.00%	60.80%
	No	59.30%	47.10%	18.20%	16.70%	44.60%	43.00%	42.90%	45.50%	32.40%	30.60%	51.30%	54.00%	37.70%
	I don't know	0.00%	2.90%	0.00%	0.00%	1.80%	0.80%	7.10%	0.00%	2.70%	0.00%	0.00%	0.00%	1.50%
16e. Hunting/fishing	Yes	50.00%	58.60%	47.80%	22.20%	63.20%	45.80%	60.00%	50.00%	43.80%	50.00%	53.80%	62.00%	46.90%
	No	48.10%	38.60%	52.20%	66.70%	31.60%	53.40%	33.30%	44.10%	53.10%	50.00%	46.20%	38.00%	50.00%
	I don't know	1.90%	2.90%	0.00%	11.10%	5.30%	0.80%	6.70%	5.90%	3.10%	0.00%	0.00%	0.00%	3.10%

		17. In which of the following age groups are you?				18. Did any children under the age of 18 come with you Downtown today?		19. Which category that best describes your annual household income from 2008?					20. 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	
		%	%	%	%	%	%	%	%	%	%	%	%	%	
16f. Walking/hiking	Yes	87.00%	84.20%	68.10%	61.50%	78.30%	79.40%	93.30%	88.60%	68.60%	67.60%	84.10%	78.40%	79.10%	
	No	13.00%	14.50%	27.70%	30.80%	16.70%	19.80%	6.70%	8.60%	28.60%	27.00%	15.90%	17.60%	19.40%	
	I don't know	0.00%	1.30%	4.30%	7.70%	5.00%	0.80%	0.00%	2.90%	2.90%	5.40%	0.00%	3.90%	1.40%	
16g. Fine dining	Yes	75.90%	76.00%	77.10%	63.60%	74.60%	73.60%	75.00%	66.70%	62.50%	73.70%	93.20%	78.80%	73.30%	
	No	20.40%	24.00%	18.80%	36.40%	20.30%	24.80%	18.80%	33.30%	37.50%	21.10%	6.80%	13.50%	25.90%	
	I don't know	3.70%	0.00%	4.20%	0.00%	5.10%	1.60%	6.20%	0.00%	0.00%	5.30%	0.00%	7.70%	0.70%	
16h. Boating	Yes	42.60%	57.40%	40.90%	33.30%	58.20%	44.00%	53.30%	52.90%	37.90%	36.80%	51.40%	51.00%	47.20%	
	No	53.70%	41.20%	54.50%	66.70%	38.20%	53.40%	46.70%	47.10%	58.60%	57.90%	48.60%	42.90%	51.20%	
	I don't know	3.70%	1.50%	4.50%	0.00%	3.60%	2.60%	0.00%	0.00%	3.40%	5.30%	0.00%	6.10%	1.60%	
16i. Golf	Yes	33.30%	30.90%	29.30%	20.00%	36.50%	29.60%	14.30%	19.40%	16.10%	39.50%	39.40%	36.70%	28.90%	
	No	66.70%	67.60%	65.90%	70.00%	57.70%	69.60%	85.70%	77.40%	80.60%	55.30%	60.60%	59.20%	69.40%	
	I don't know	0.00%	1.50%	4.90%	10.00%	5.80%	0.90%	0.00%	3.20%	3.20%	5.30%	0.00%	4.10%	1.70%	
16j. Theater	Yes	76.40%	66.70%	66.00%	84.60%	69.50%	70.50%	75.00%	74.30%	61.10%	57.90%	76.20%	64.80%	73.20%	
	No	21.80%	32.00%	30.00%	15.40%	25.40%	28.70%	25.00%	22.90%	36.10%	36.80%	23.80%	29.60%	26.10%	
	I don't know	1.80%	1.30%	4.00%	0.00%	5.10%	0.80%	0.00%	2.90%	2.80%	5.30%	0.00%	5.60%	0.70%	
17. In which of the following age groups are you?		17. In which of the following age groups are you?				18. Did any children under the age of 18 come with you Downtown today?		19. Which category that best describes your annual household income from 2008?					20. Gender		
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female	
		%	%	%	%	%	%	%	%	%	%	%	%	%	
		18-34	0.00%	0.00%	0.00%	0.00%	33.90%	25.20%	56.20%	52.60%	32.40%	15.00%	8.70%	27.30%	28.60%
		35-49	0.00%	100.00%	0.00%	0.00%	48.40%	34.80%	25.00%	23.70%	40.50%	37.50%	65.20%	47.30%	34.00%
		50-64	0.00%	0.00%	100.00%	0.00%	12.90%	31.90%	12.50%	15.80%	24.30%	40.00%	19.60%	21.80%	28.60%
		65 or over	0.00%	0.00%	0.00%	100.00%	1.60%	8.10%	6.20%	7.90%	2.70%	7.50%	6.50%	1.80%	8.20%
		Other, don't know, refused	0.00%	0.00%	0.00%	0.00%	3.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.80%	0.70%
18. Did any children under the age of 18 come with you Downtown today?		17. In which of the following age groups are you?				18. Did any children under the age of 18 come with you Downtown today?		19. Which category that best describes your annual household income from 2008?					20. 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	
		%	%	%	%	%	%	%	%	%	%	%	%	%	
		Yes	37.50%	38.50%	15.70%	8.30%	100.00%	0.00%	13.30%	37.80%	25.00%	31.60%	44.40%	29.60%	31.00%
		No	60.70%	60.30%	84.30%	91.70%	0.00%	100.00%	86.70%	59.50%	75.00%	68.40%	55.60%	66.70%	69.00%
		Other, don't know	1.80%	1.30%	0.00%	0.00%	0.00%	0.00%	0.00%	2.70%	0.00%	0.00%	0.00%	3.70%	0.00%
19. Which category that best describes your annual household income from 2008?		17. In which of the following age groups are you?				18. Did any children under the age of 18 come with you Downtown today?		19. Which category that best describes your annual household income from 2008?					20. 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	
		%	%	%	%	%	%	%	%	%	%	%	%	%	
		Under \$25,000	16.10%	5.10%	3.70%	8.30%	3.20%	9.80%	100.00%	0.00%	0.00%	0.00%	0.00%	7.40%	8.30%
		\$25,000 to \$49,999	35.70%	11.50%	11.10%	25.00%	22.60%	16.70%	0.00%	100.00%	0.00%	0.00%	0.00%	22.20%	17.90%
		\$50,000 to \$74,999	21.40%	19.20%	16.70%	8.30%	14.50%	20.50%	0.00%	0.00%	100.00%	0.00%	0.00%	9.30%	21.40%
		\$75,000 to \$99,999	10.70%	19.20%	29.60%	25.00%	19.40%	19.70%	0.00%	0.00%	100.00%	0.00%	0.00%	24.10%	17.90%
		\$100,000 plus	7.10%	38.50%	16.70%	25.00%	32.30%	18.90%	0.00%	0.00%	0.00%	0.00%	100.00%	22.20%	22.80%
		Other, don't know, refused	8.90%	6.40%	22.20%	8.30%	8.10%	14.40%	0.00%	0.00%	0.00%	0.00%	0.00%	14.80%	11.70%
20. Gender		17. In which of the following age groups are you?				18. Did any children under the age of 18 come with you Downtown today?		19. Which category that best describes your annual household income from 2008?					20. 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	
		%	%	%	%	%	%	%	%	%	%	%	%	%	
		Male	26.30%	34.20%	22.20%	7.70%	26.70%	26.90%	25.00%	31.60%	13.90%	33.30%	26.70%	100.00%	0.00%
		Female	73.70%	65.80%	77.80%	92.30%	73.30%	73.10%	75.00%	68.40%	86.10%	66.70%	73.30%	0.00%	100.00%