

DOWNTOWN
REVITALIZATION &
ECONOMIC
ASSISTANCE FOR
MISSOURI

December 2011

VISITOR SURVEY REPORT

FINAL SURVEY FINDINGS
AND RESULTS

Kirkville, Missouri



ACKNOWLEDGMENTS



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



PLANNING CONSULTANT



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SECTION I

EXECUTIVE SUMMARY

In 2011, UNICOM-ARC coordinated with the City of Kirksville to conduct a visitor survey in various locations throughout Downtown using volunteers to conduct the surveys. Data was entered directly into PDA's or through a website by volunteers. The purpose of the survey was to learn about perceptions of and priorities for the Downtown area in collaboration with the DREAM Initiative.

One hundred and thirty-four (134) interviews were completed from various zip codes outside of Kirksville. Residents living in the 63501 zip code were excluded from taking the survey.

A. VISITING DOWNTOWN KIRKSVILLE

Respondents were asked several questions about Downtown Kirksville. Respondents were first asked the main purpose of their current visit to Downtown Kirksville. A plurality (38.1%) indicated "dining/entertainment" as their main purpose for visiting Downtown that day. About one in four (23.9%) answered "visiting family and friends" and "special event" (23.1%) as their main purpose for visiting Downtown Kirksville. More than four in five (83.6%) were staying overnight in Kirksville. A strong majority (72.1%) of those staying overnight were staying with "family and friends."

More than four in five (85.7%) respondents said that they had visited Downtown Kirksville before, and about two in five (37.4%) respondents had come to Downtown Kirksville on a regular basis (one to five times a month). One-third (36.5%) of respondents said that they come Downtown "more than 5 times a month," while 14.8% of respondents reported visiting Downtown "more than once a year but less than once a month." Smaller percentages said that they come Downtown "once a year or less" (8.7%).

Respondents were asked what most influenced their decision to visit Downtown Kirksville. More than two in five (42.9%) answered "word-of-mouth" and 30.1% answered a "previous visit."

B. ACTIVITIES ON THIS VISIT TO DOWNTOWN

When asked about six different activities one might do on a visit to Downtown Kirksville, close to half said that they had done or were planning to do these four things:

- Dining (82.0%)
- Nightlife/entertainment (48.9%)
- Special event (47.0%)
- Shopping (46.6%)

Smaller percentages of respondents reported doing other activities tested in this section:

- Government/Post office (24.2%)
- Conducting business (10.6%)

When asked to indicate the “top two reasons [they] most often visit Downtown Kirkville,” significant percentages answered “dining” (72.7%), “nightlife/entertainment” (34.1%) and “shopping” (30.3%). Smaller percentages answered “special event” (19.7%), “conducting business” (5.3%), “this is my first visit to downtown Kirkville” (5.3%) and “Government/Post office” (3.1%).

More than half (56.8%) of respondents said they would spend “less than \$50” on this visit to Downtown excluding lodging, and an additional 18.2% said they would spend “between \$50 and \$99.” A small percentage (4.5%) responded that they would spend “between \$100 and \$199.” Very few said they would spend over \$200 (3.8%) and 16.7% of respondents answered “other/don’t know.”

Respondents were also asked whether “any children under the age of 18” came with them on this visit to Downtown. More than nine in ten (97.7%) said that a child under the age of 18 had *not* accompanied them on this visit Downtown.

C. USING DOWNTOWN KIRKVILLE

Respondents were asked about the ease and convenience of Downtown Kirkville. More than two in five (43.2%) said that it is “very easy” to find their way around Downtown. Overall, about nine in ten (88.6%) respondents said that it was “very” or “somewhat” easy to do so. A majority (61.4%) of respondents said that parking Downtown is “very” or “somewhat” convenient, although a very small percentage (12.1%) rated parking as “very convenient.” About half (47.3%) indicated that Downtown business hours are “very” or “somewhat” convenient, with a plurality (42.0%) answering “somewhat convenient.”

D. ADDITIONS AND IMPROVEMENTS TO DOWNTOWN KIRKVILLE

When asked “what kinds of businesses” would make them more likely to visit Downtown Kirkville, a plurality of respondents cited¹ “clothing stores” (37.9%). More than 20% of respondents cited other items: “family restaurants” (29.5%) and “soda fountain/ice cream shop” (27.3%), “fine dining” (25.8%) and “more retail shops (in general)” (21.2%).

Smaller percentages cited nine additional items:

- Shoe store (8.3%)
- Grocery store (8.3%)
- Art galleries/shops (6.8%)
- Hunting/fishing/outdoor sporting goods (6.8%)
- Specialty/upscale shops (6.1%)
- Bed and breakfasts/lodging (5.3%)
- Arts and crafts store (3.0%)
- Antique shops (1.5%)
- Pharmacy (0.8%)

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

Respondents were also asked “what kinds of recreation or entertainment opportunities would make [them] more likely to visit Downtown Kirksville.” Half of respondents cited one item²: “bands/live concerts/music” (50.8%). More than 30% of respondents answered that they would like “more restaurants” (40.9%), “activities for college students” (38.6%) and “more special events” (26.5%).

Smaller percentages cited six additional items:

- Bars/nightlife (15.2%)
- Sports bar (7.6%)
- More family events (4.5%)
- Arts Galleries/events (4.5%)
- Community Theater (3.8%)
- Game room/arcade/pool room (0.8%)

Respondents were also asked “what other physical improvements” they believed “would make Downtown Kirksville more appealing.” Again, interviewers recorded respondents’ first two responses to this question. Three items were mentioned by more than one in four respondents:

- Better maintained buildings (43.9%)
- Renovations of historic buildings (31.1%)
- Benches/more green space (27.3%)

Smaller percentages cited seven additional items:

- Removing or replacing unsightly awnings (18.2%)
- Cleaner (17.4%)
- Murals (15.9%)
- New/better sidewalks (13.6%)
- Better signage (11.4%)
- More/better lighting (9.1%)
- More/better parking (5.3%)

E. RESPONDENT PROFILE

Respondents were presented with a list of hobbies and asked to indicate if each was a hobby of theirs. Four hobbies were practiced by at least two in five respondents:

- Retail/boutique shopping (68.9%)
- Walking/hiking (64.9%)
- Biking (45.4%)
- Camping (40.0%)

² Respondents were allowed to provide up to two responses to this question.

Smaller percentages practiced the following hobbies:

- Boating (37.7%)
- Hunting/fishing (21.5%)
- Antique shopping (20.0%)
- Golf (13.8%)

Respondents were drawn from across a range of age and income levels. Large majorities of respondents were between the ages of 18 to 34, with incomes under \$25,000. A demographic breakdown of respondents is included in the accompanying overview of data.

SECTION II

OVERVIEW OF DATA

In August 2011, UNICOM-ARC coordinated with the City of Kirkville 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.

One hundred and thirty four (134) interviews were completed. Residents living in the 63501 zip code were excluded from taking the survey.

This Overview of Data provides overall results of every question asked. We give exact wording of each question, editing only some instructions in the interest of space. Top responses are bolded.

	%
Dining/entertainment	38.1%
Visiting family/friends	23.9%
Special event	23.1%
2. What is the main purpose of your Shopping	6.0%
visit to Downtown Kirkville today? Business	3.7%
Government/Post Office	.7%
Medical	.7%
Other (please specify below)	3.7%

	%
3. Are you staying overnight in Yes	83.6%
Kirkville? No (Skip to question 5)	16.4%

		%
4. Where are you staying overnight in Kirkville?	With family or friends	72.1%
	Hotel/motel/bed and breakfast in Kirkville area	4.5%
	Campground/RV park	.0%
	Other (please specify below)	23.4%

		%
5. Have you visited Downtown Kirkville before today?	Yes	85.7%
	No (Skip to question 7)	14.3%

		%
6. How often do you visit Downtown Kirkville?	Once a year or less	8.7%
	More than once a year but less than once a month	14.8%
	One to five times per month	37.4%
	More than 5 times a month	36.5%
	Other (please specify below)	2.6%

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

	Yes	No	I don't know
	%	%	%
7c) Dining	82.0%	13.5%	4.5%
7d) Nightlife/entertainment	48.9%	36.1%	15.0%
7a) Special event	47.0%	39.4%	13.6%
7b) Shopping	46.6%	42.9%	10.5%
7f) Government/Post Office	24.2%	64.4%	11.4%
7e) Conducting business	10.6%	80.3%	9.1%

	%
Word of Mouth	42.9%
Previous Visit	30.1%
Brochure/Printed Material	4.5%
Website(s)	3.8%
Radio/TV Advertising	2.3%
Highway Signage	1.5%
Other	20.3%

8. Which of the following most influenced your decision to visit Kirkville?

	%
	72.7%
	34.1%
	30.3%
9. What are the top two reasons you most often visit Downtown Kirkville?	19.7%
Special event	5.3%
Conducting business	5.3%
This is my first visit to downtown Kirkville	3.0%
Government/Post office	6.1%
Other	

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

	%
	43.2%
	45.5%
	7.6%
10. How easy would you say it is to find your way around Downtown Kirkville?	.8%
Very difficult	3.0%
I don't know	88.6%
Very/somewhat easy	8.3%
Somewhat/very difficult	

	%
	12.1%
	49.2%
	16.7%
11. How convenient would you say that parking is Downtown?	4.5%
Very inconvenient	17.4%
I don't know	61.4%
Very/somewhat convenient	21.2%
Somewhat/very inconvenient	

	%	
12. How convenient would you say are the hours of operation of the Downtown businesses?	Very convenient	5.3%
	Somewhat convenient	42.0%
	Somewhat inconvenient	24.4%
	Very inconvenient	5.3%
	I don't know	22.9%
	Very/somewhat convenient	47.3%
	Somewhat/very inconvenient	29.8%

	%	
13. What kinds of recreation or entertainment opportunities would make you more likely to visit Downtown Kirkville?	Bands/live concerts/music	50.8%
	More restaurants	40.9%
	Activities for college students	38.6%
	More special events	26.5%
	Bars/nightlife	15.2%
	Sports bar	7.6%
	More family events	4.5%
	Arts Galleries/events	4.5%
	Community Theater	3.8%
	Game room/arcade/pool room	.8%
Other	1.5%	

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

	%
	37.9%
Clothing stores	
Family restaurants	29.5%
Soda fountain/ice cream shop	27.3%
Fine dining	25.8%
More retail shops (in general)	21.2%
Shoe store	8.3%
Grocery store	8.3%
Art galleries/shops	6.8%
Hunting/fishing/outdoor sporting goods	6.8%
Specialty/upscale shops	6.1%
Bed and breakfasts/lodging	5.3%
Arts and crafts store	3.0%
Antique shops	1.5%
Pharmacy	.8%
Other	4.5%

14. What kinds of additional businesses do you think would make you more likely to visit Downtown Kirksville?

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

	%
	43.9%
Better maintained buildings	
Renovation of historic buildings	31.1%
Benches/more greenspace	27.3%
Removing or replacing unsightly awnings	18.2%
Murals	15.9%
15. What other physical improvements do you think would make Downtown Kirksville Cleaner more appealing?	
Cleaner	17.4%
New/better sidewalks	13.6%
Better signage	11.4%
More/better lighting	9.1%
More/better parking	5.3%
Other	.0%

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

	%
	56.8%
less than \$50	
16. Excluding lodging, how much money are you likely to spend in Downtown Kirksville during this visit?	
\$50 - \$99	18.2%
\$100 - \$199	4.5%
\$200 or more	3.8%
Other/don't know	16.7%

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

	Yes	No	I don't know
	%	%	%
17a) Retail/boutique shopping	68.9%	26.5%	4.5%
17g) Walking/hiking	64.9%	32.1%	3.1%
17b) Biking	45.4%	50.0%	4.6%
17c) Camping	40.0%	54.6%	5.4%
17h) Boating	37.7%	57.7%	4.6%
17d) Antique shopping	20.0%	73.8%	6.2%
17e) Hunting/fishing	21.5%	75.4%	3.1%
17f) Golf	13.8%	80.0%	6.2%

	%
18-34	85.6%
35-49	5.3%
50-64	9.1%
65 or over	.0%
Other, don't know, refused	.0%

	%
Yes	2.3%
No	97.7%
Other, don't know	.0%

		%
20. Which category that best describes your annual household income from 2007?	Under \$25,000	33.3%
	\$25,000 to \$49,999	6.1%
	\$50,000 to \$74,999	9.1%
	\$75,000 to \$99,999	11.4%
	\$100,000 plus	8.3%
	Other, don't know, refused	31.8%

		%
21. Gender	Male	19.7%
	Female	80.3%

Zip codes > 75 miles from Kirkville							
Zip	City	State	Frequency	Zip	City	State	Frequency
63122	St. Louis	MO	9	63116	St. Louis	MO	1
63011	Ballwin	MO	5	63117	St. Louis	MO	1
63021	Ballwin	MO	5	63127	St. Louis	MO	1
63031	Florissant	MO	5	63128	St. Louis	MO	1
63123	St. Louis	MO	5	63134	St. Louis	MO	1
63026	Fenton	MO	4	63135	St. Louis	MO	1
63033	Florissant	MO	3	63141	St. Louis	MO	1
63119	St. Louis	MO	3	63303	St. Charles	MO	1
63304	St. Charles	MO	3	63385	Wentzville	MO	1
62025	Edwardsville	IL	2	63701	Cape Girardeau	MO	1
62305	Quincy	IL	2	64063	Lees Summit	MO	1
63028	Festus	MO	2	64068	Liberty	MO	1
63034	Florissant	MO	2	64089	Smithville	MO	1
63044	Bridgeton	MO	2	64114	Kansas City	MO	1
63129	St. Louis	MO	2	64117	Kansas City	MO	1
63131	St. Louis	MO	2	64118	Kansas City	MO	1
63301	St. Charles	MO	2	64150	Riverside	MO	1
63376	St. Peters	MO	2	64151	Kansas City	MO	1
64081	Lees Summit	MO	2	64152	Kansas City	MO	1
64093	Warrensburg	MO	2	64153	Kansas City	MO	1
65101	Jefferson City	MO	2	64155	Kansas City	MO	1
65103	Jefferson City	MO	2	64429	Cameron	MO	1
48198	Ypsilanti	MI	1	64506	St. Joseph	MO	1
52803	Davenport	IA	1	65401	Rolla	MO	1
60060	Mundelein	IL	1	65470	Falcon	MO	1
60162	Hillside	IL	1	65536	Lebanon	MO	1
60178	Sycamore	IL	1	65560	Salem	MO	1
61614	Peoria	IL	1	65646	Everton	MO	1
62298	Waterloo	IL	1	65653	Forsyth	MO	1
62681	Rushville	IL	1	65804	Springfield	MO	1
63005	Chesterfield	MO	1	66006	Baldwin City	KS	1
63025	Eureka	MO	1	66206	Leawood	KS	1
63043	Maryland Heights	MO	1	66210	Overland Park	KS	1
63052	Imperial	MO	1	66221	Overland Park	KS	1
63077	St. Clair	MO	1	68022	Elkhorn	NE	1
63104	St. Louis	MO	1	68116	Omaha	NE	1
63108	St. Louis	MO	1	68124	Omaha	NE	1
63110	St. Louis	MO	1	73008	Bethany	OK	1

Zip codes < 75 miles from Kirkville			
Zip	City	State	Frequency
63559	Novinger	MO	8
52548	Chillicothe	IA	1
63461	Palmyra	MO	1
63549	La Plata	MO	1
63555	Memphis	MO	1

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SECTION III

RESPONSES TO OPEN ENDED QUESTIONS

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

Becoming familiar with Kirksville and visiting Truman

Candy from the parade

College

Education

School/downtown visit

4. Where are you staying overnight in Kirksville?

Campus 15

School 4

Apartment 3

Dorms

House

Student

Truman State University

6. How often do you visit Downtown Kirksville?

3 times or more a week

3 times or more a week

3 times per week

8. Which of the following most influenced your decision to visit Kirkville?

School 7

College 6

Campus 2

Family 2

College friends

Daughter

Family Visit

Friends

Highway runs through town

I work downtown

To see family and friends

Truman State University

Truman State University

9. What are the top two reasons you most often visit Downtown Kirkville?

Boredom

Coffee Shop

Family

Farmers Market

School

To visit family/friends

Visiting friends

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

Allow smoking in private owned businesses

Not sure

14. What kinds of additional businesses do you think would make you more likely to visit Downtown Kirksville?

Coffee House

Cold Cream Ice Cream

Hobby Shop/Toys

N/A

None

Not sure

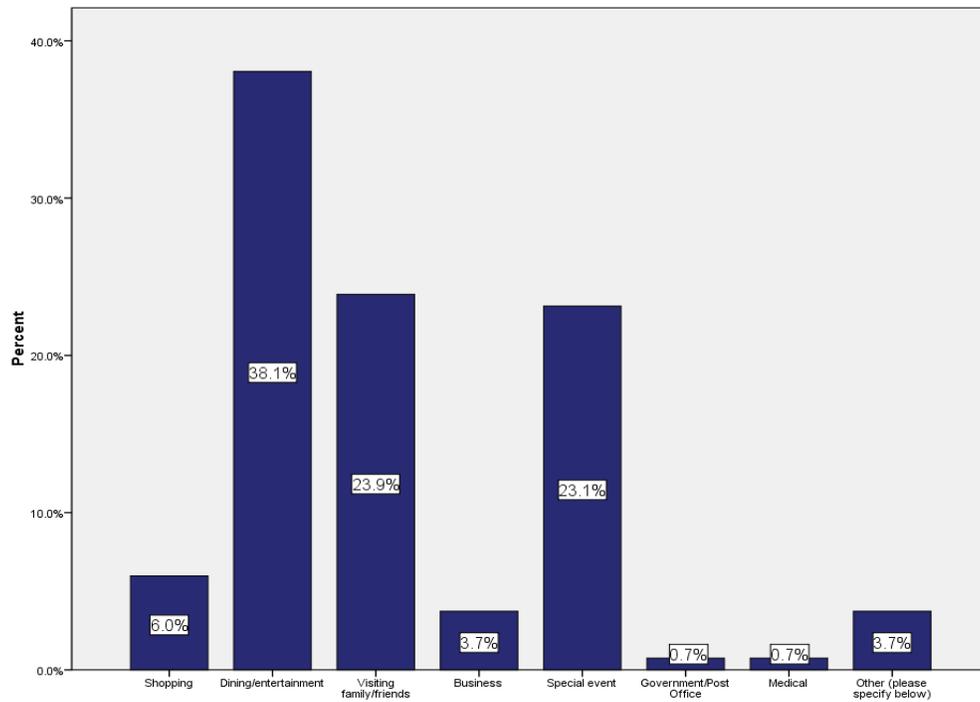
15. What other physical improvements do you think would make Downtown Kirksville more appealing?

No responses

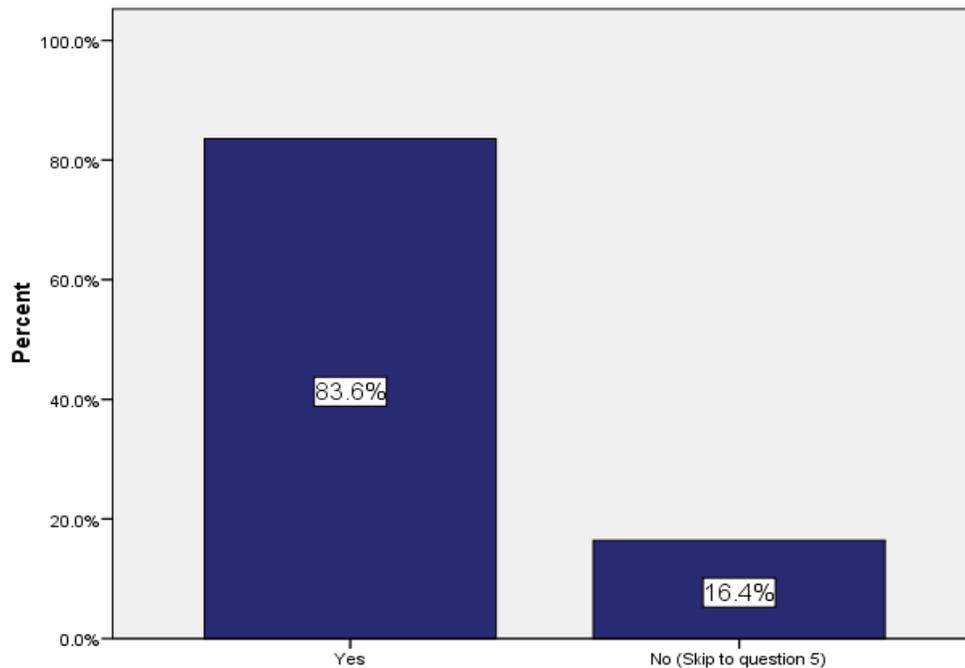
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SECTION IV

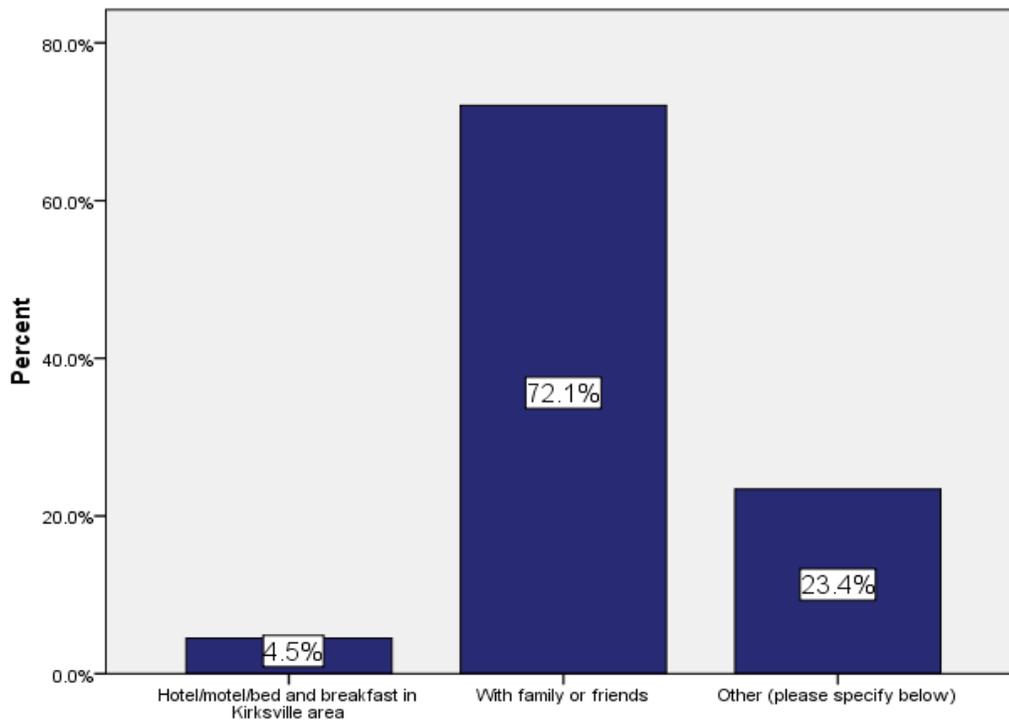
VISITOR BAR CHARTS



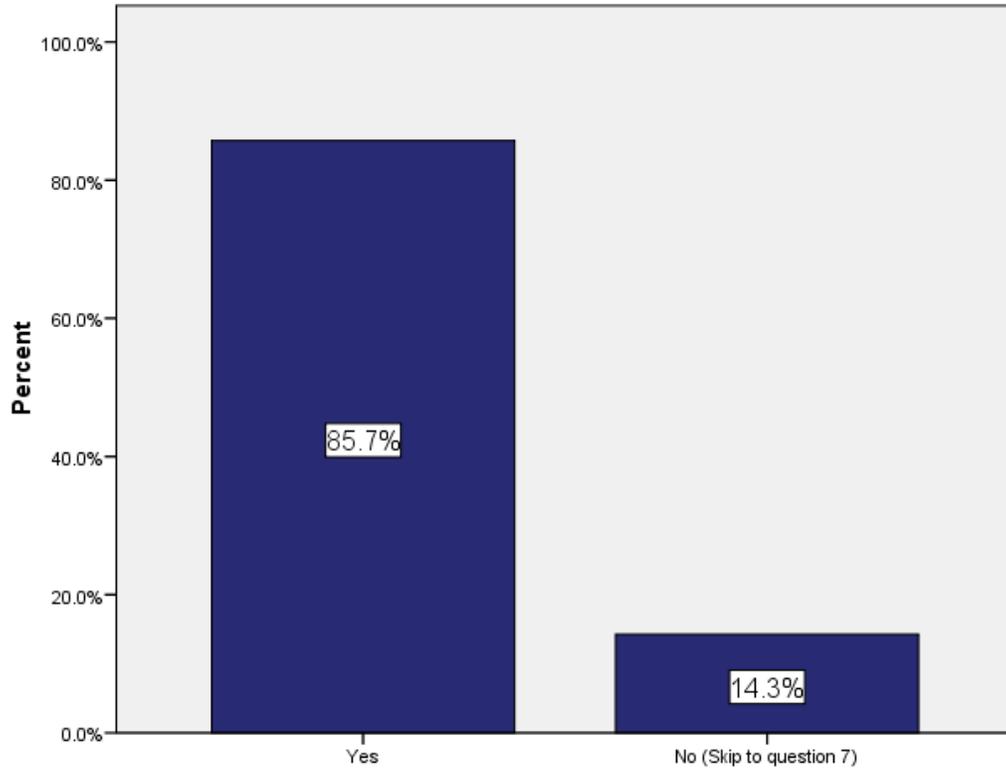
2. What is the main purpose of your visit to downtown Kirkville today?



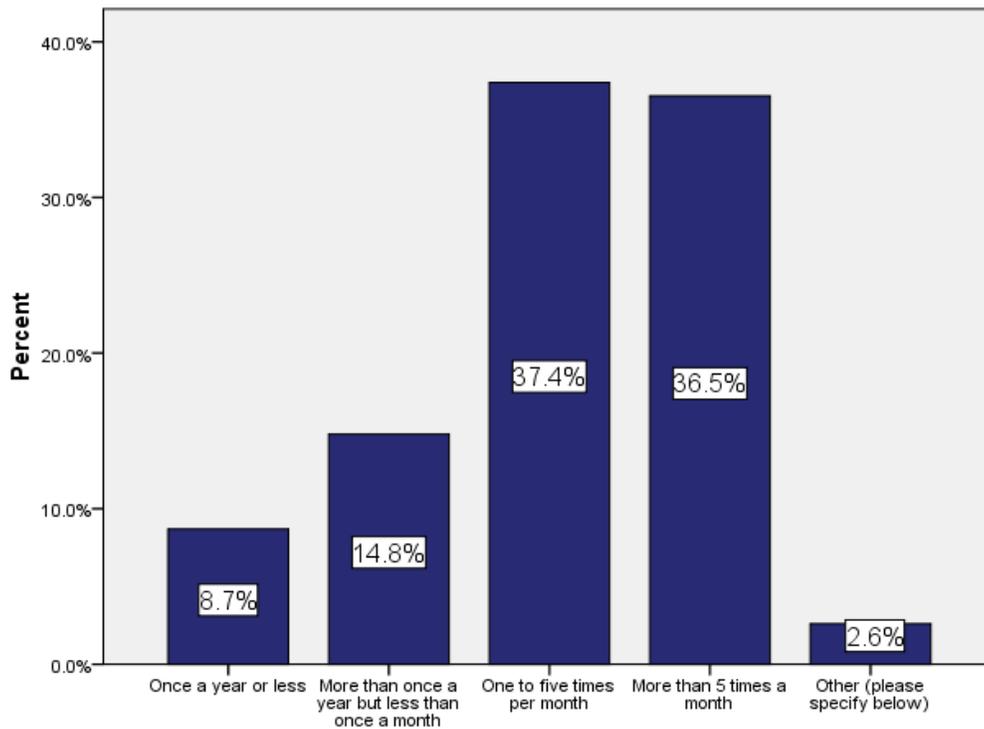
3. Are you staying overnight in Kirkville?



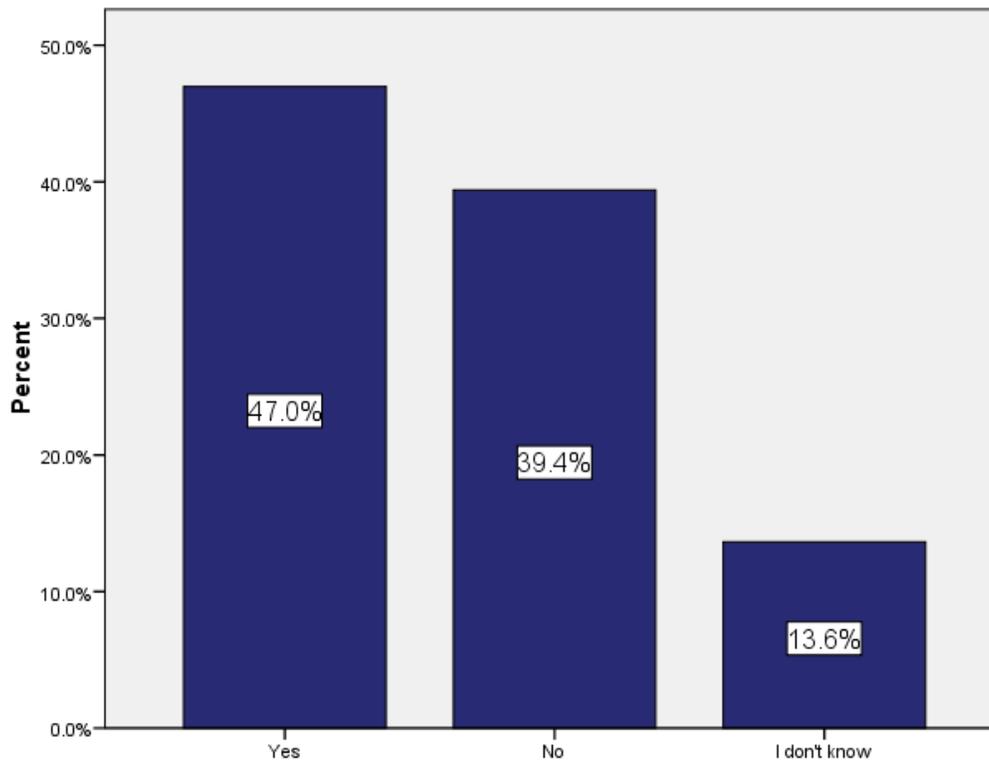
4. Where are you staying overnight in Kirkville?



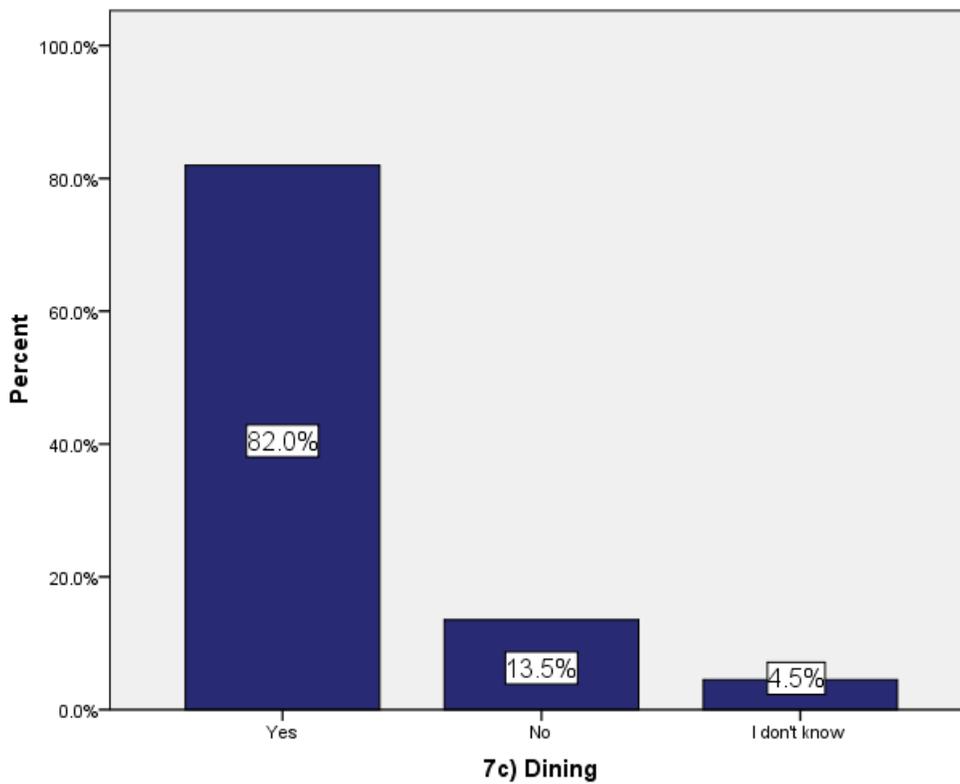
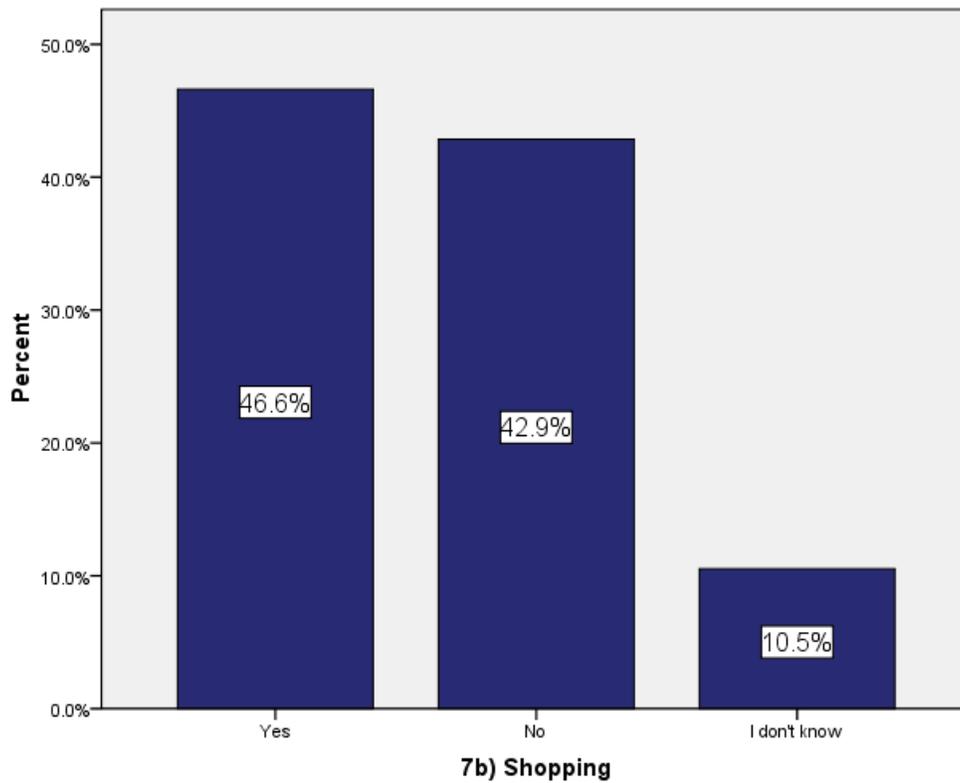
5. Have you visited downtown Kirkville before today?

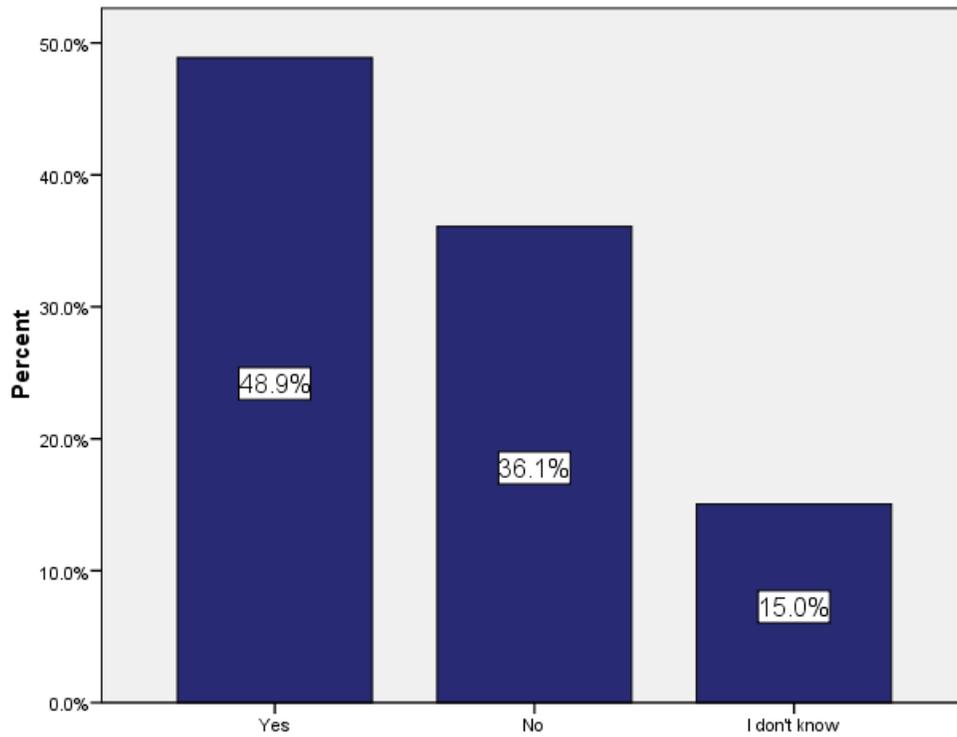


6. How often do you visit downtown Kirkville?

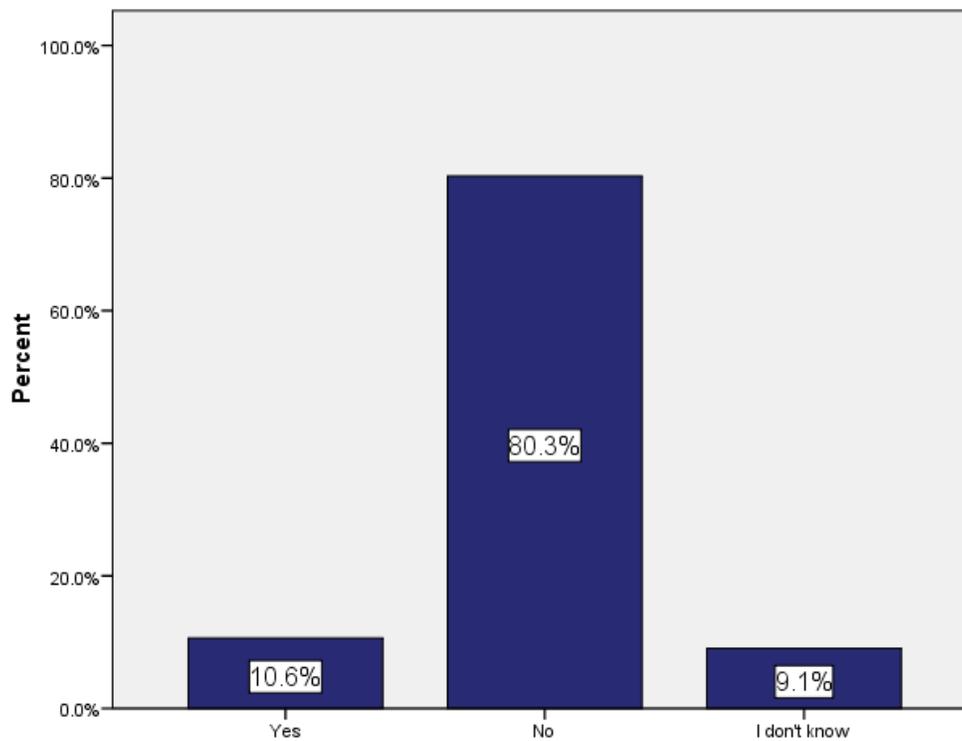


7a) Special event

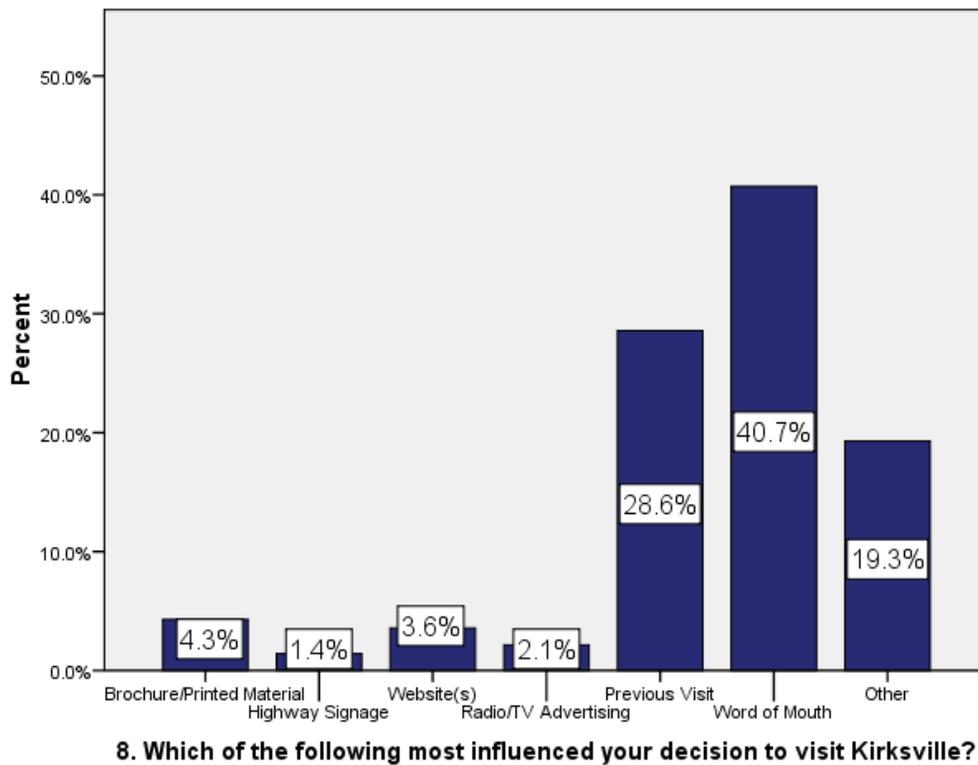
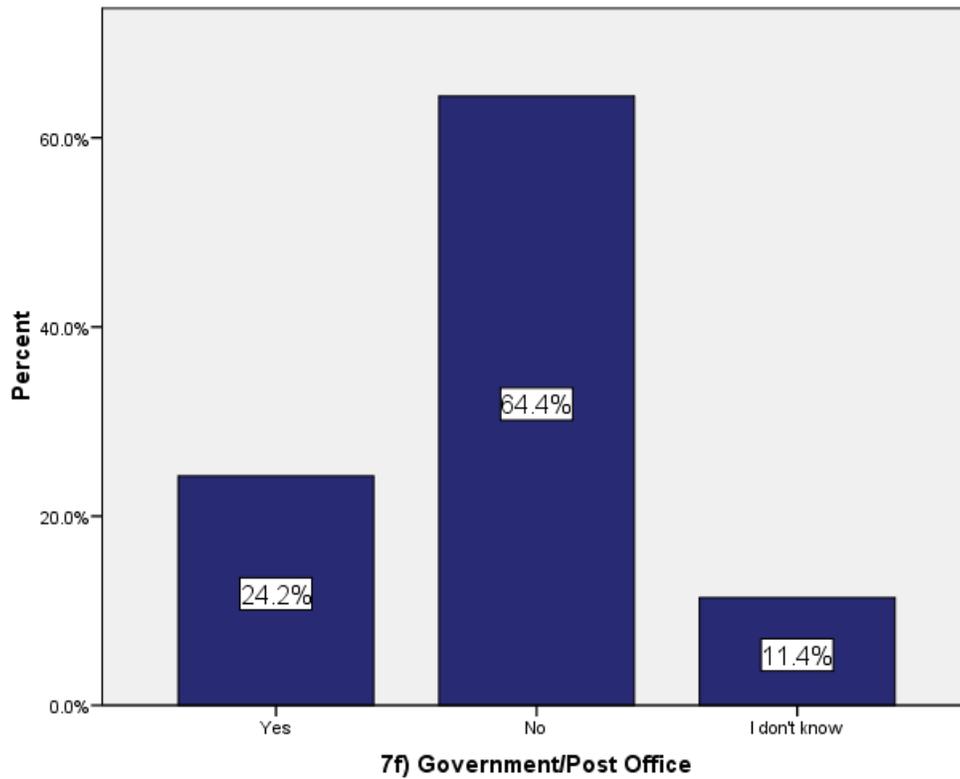


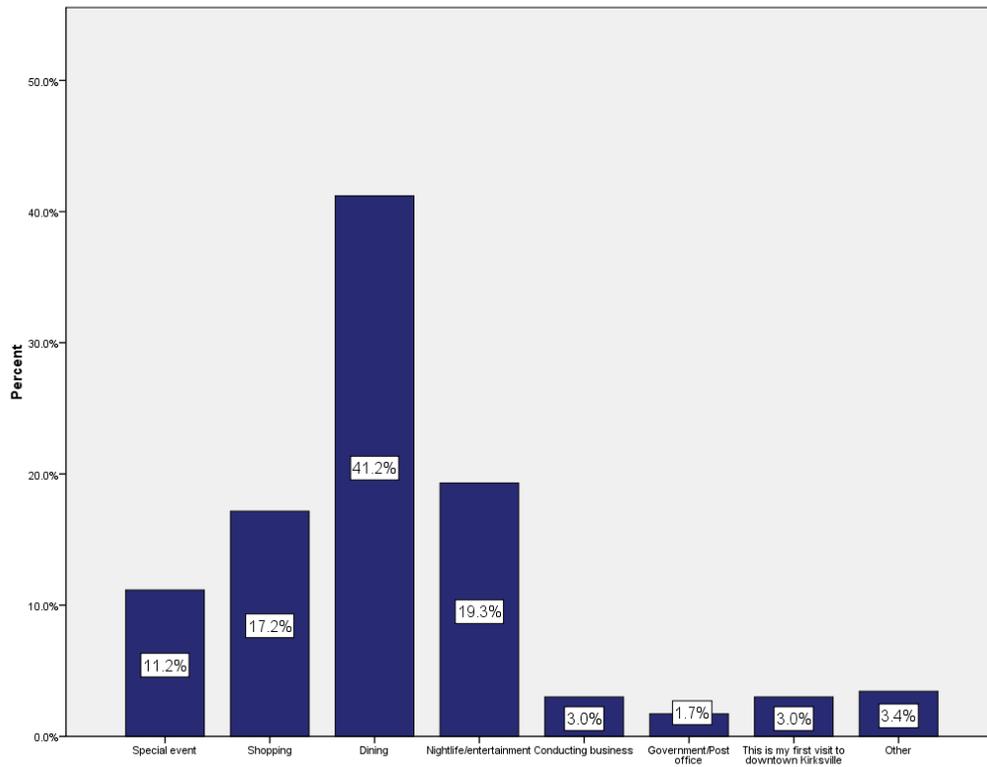


7d) Nightlife/entertainment

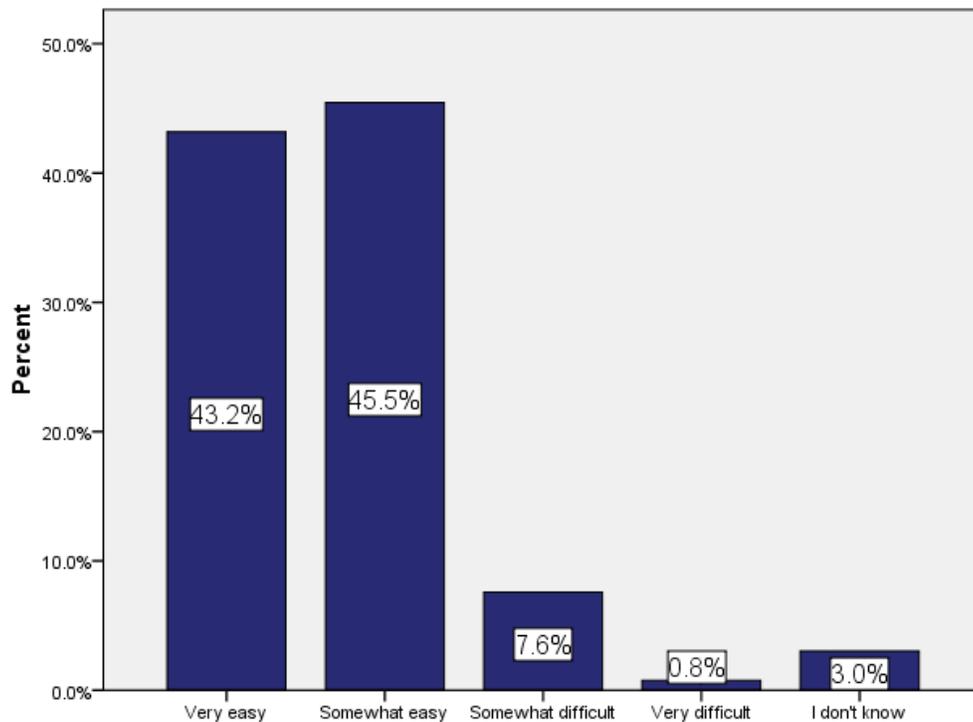


7e) Conducting business

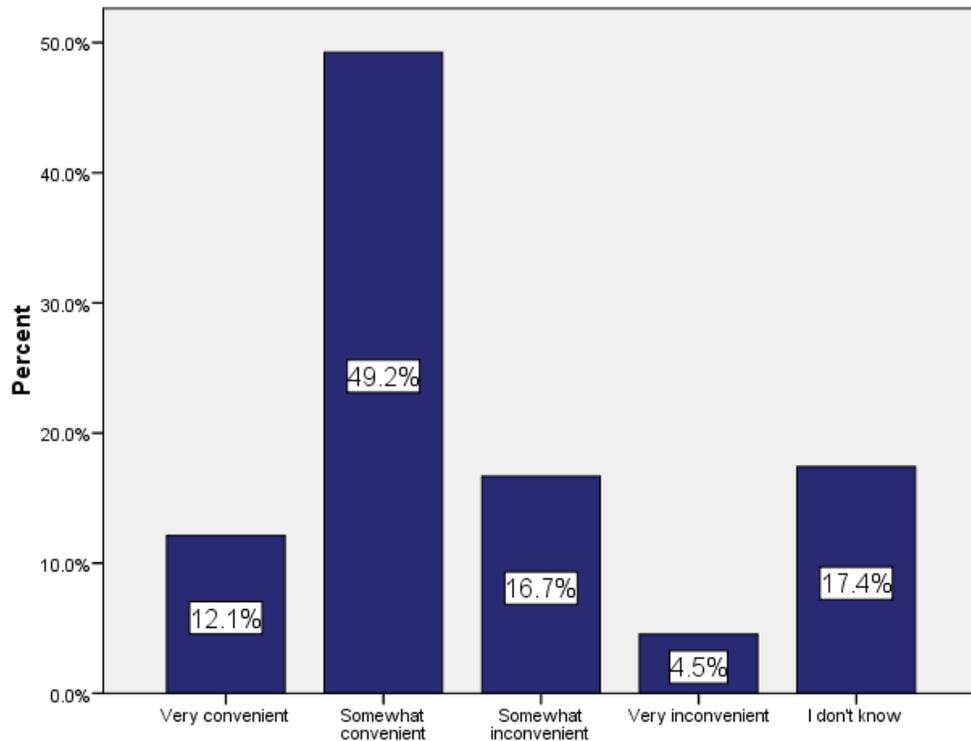




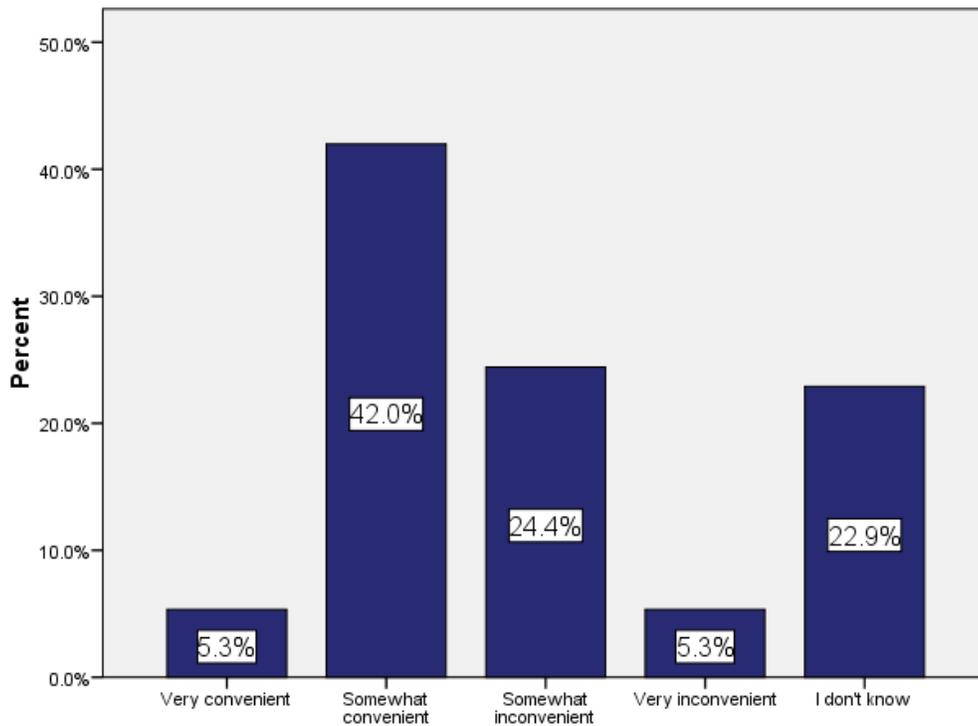
9. What are the top two reasons you most often visit downtown Kirkville?



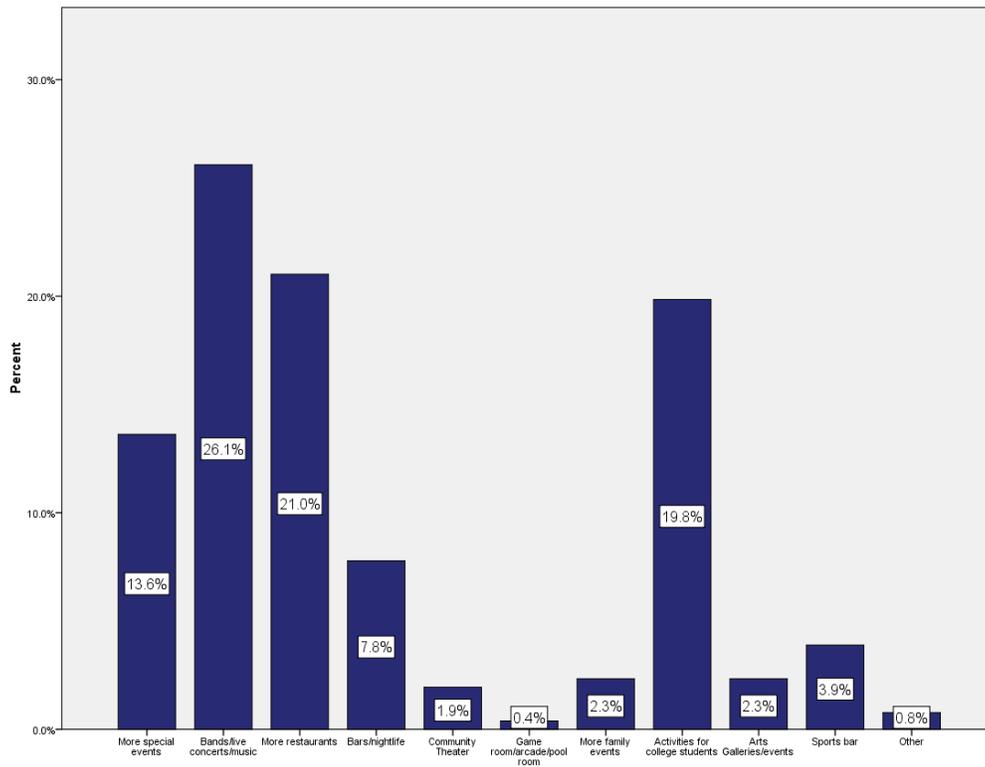
10. How easy would you say it is to find your way around downtown Kirkville?



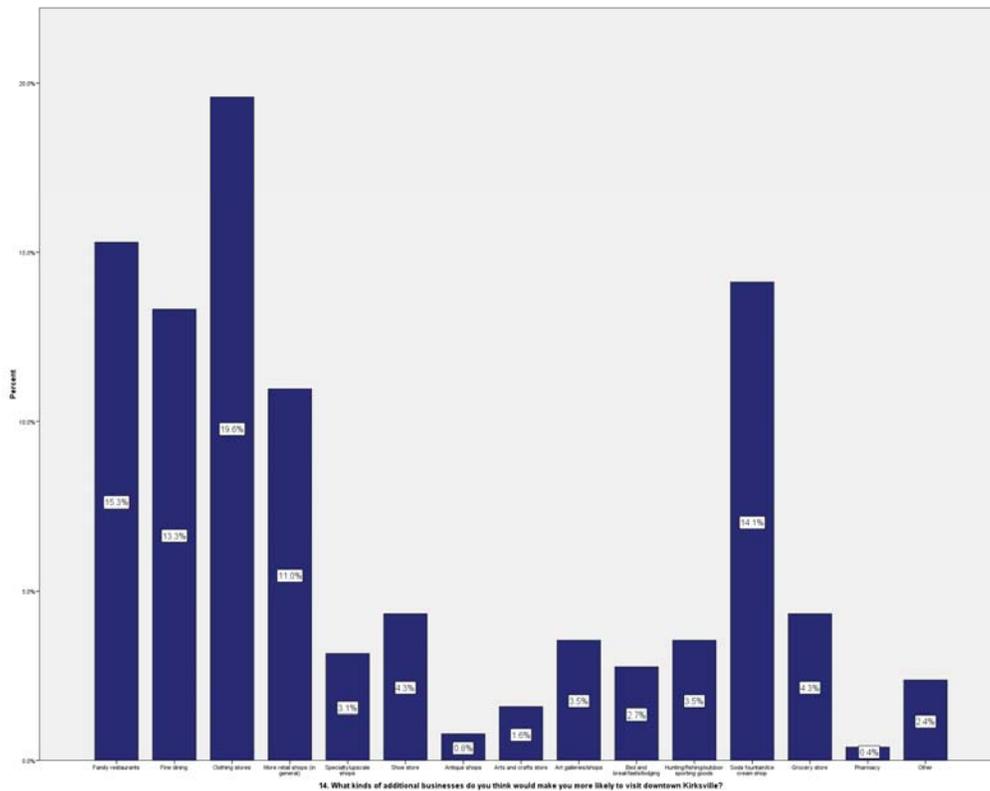
11. How convenient would you say that parking is downtown?



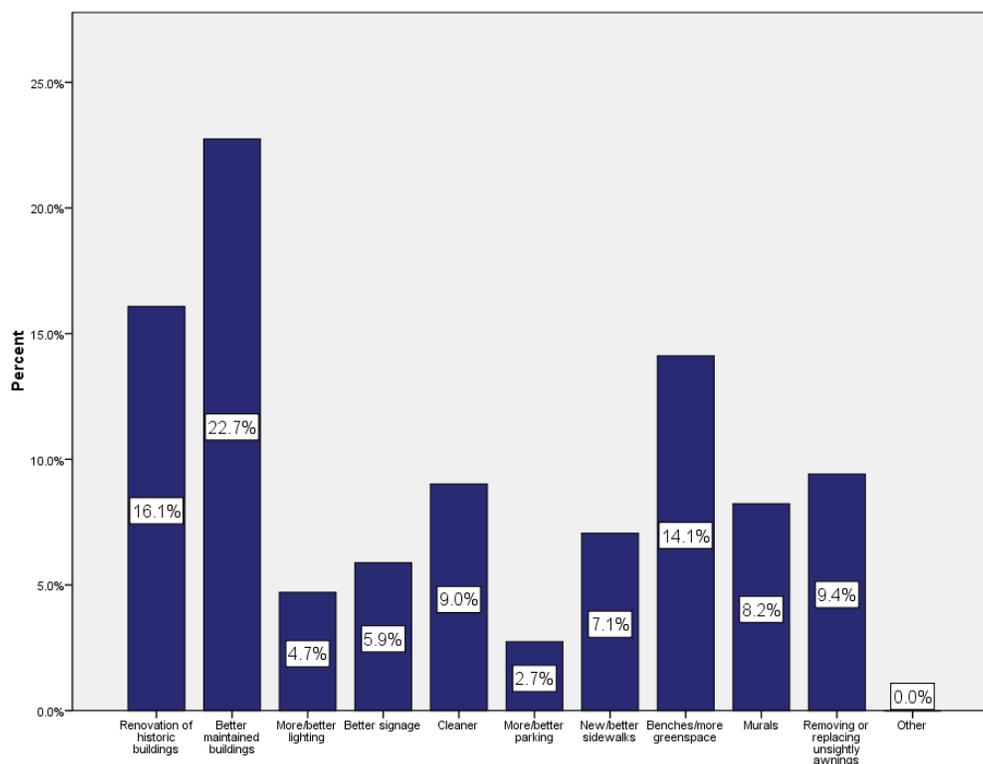
12. How convenient would you say are the hours of operation of the downtown businesses?



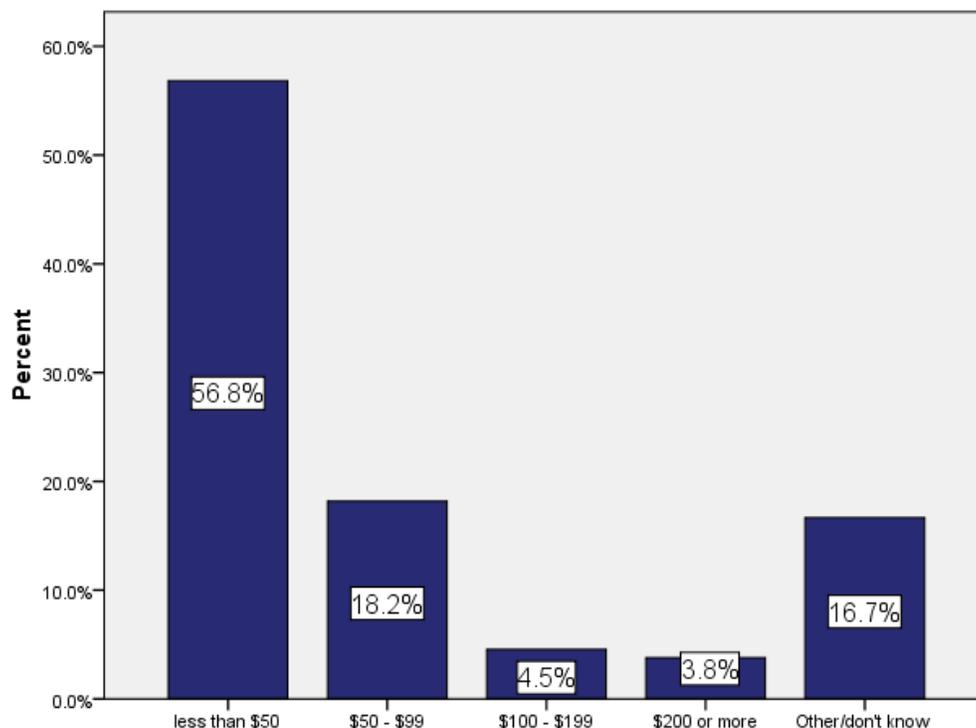
13. What kinds of recreation or entertainment opportunities would make you more likely to visit downtown Kirkville?



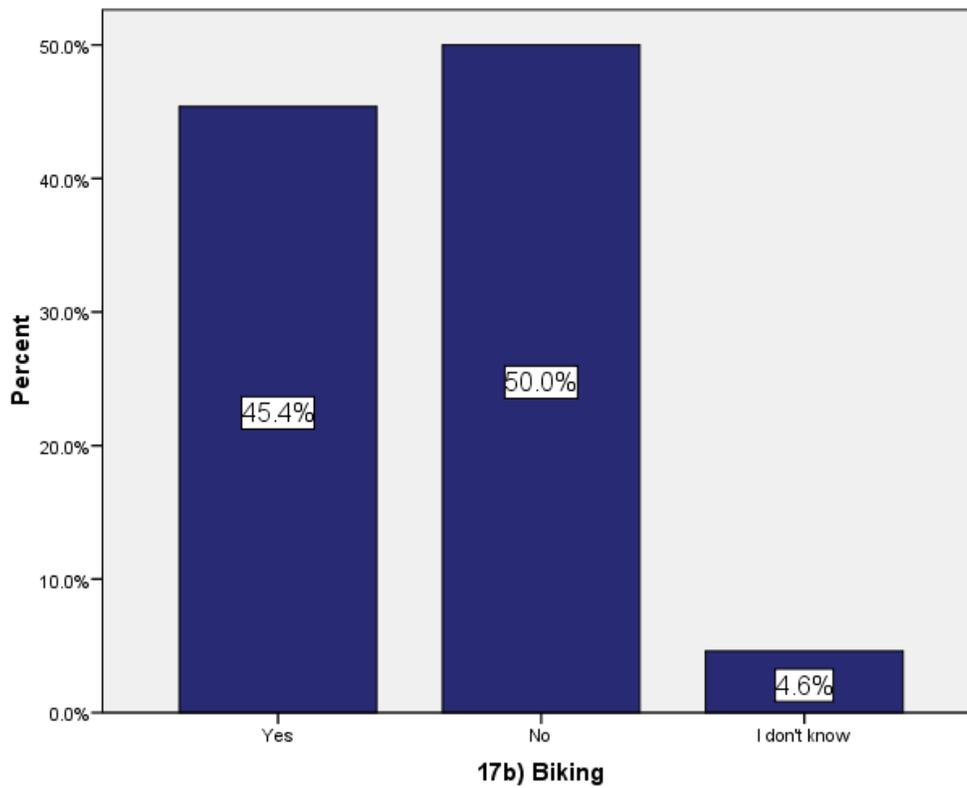
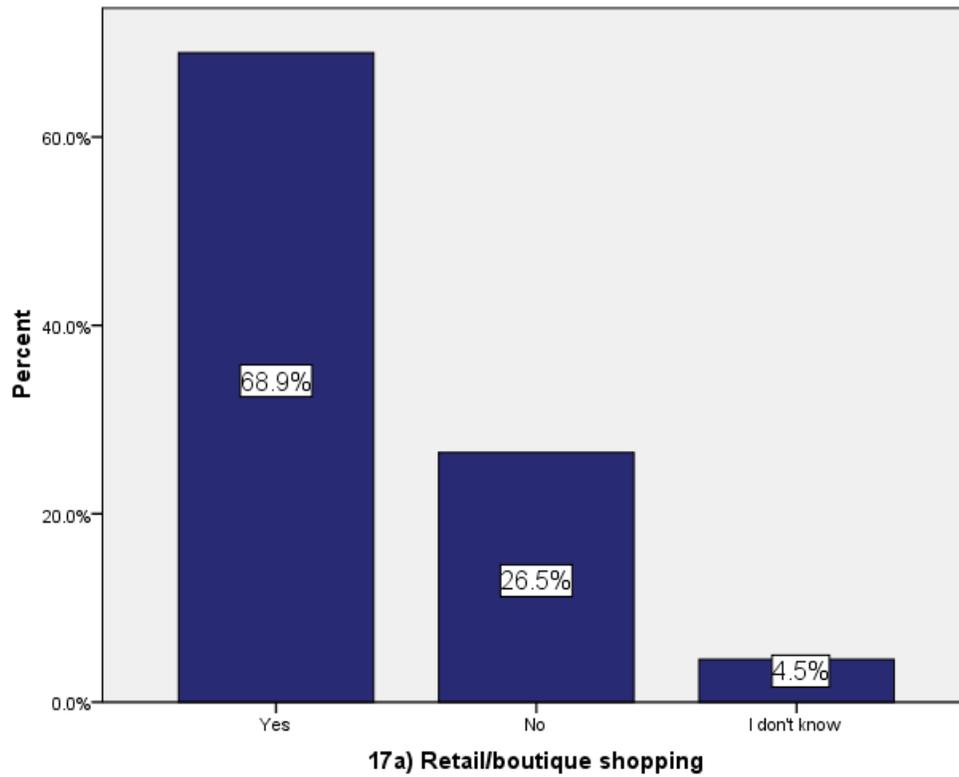
14. What kinds of additional businesses do you think would make you more likely to visit downtown Kirkville?

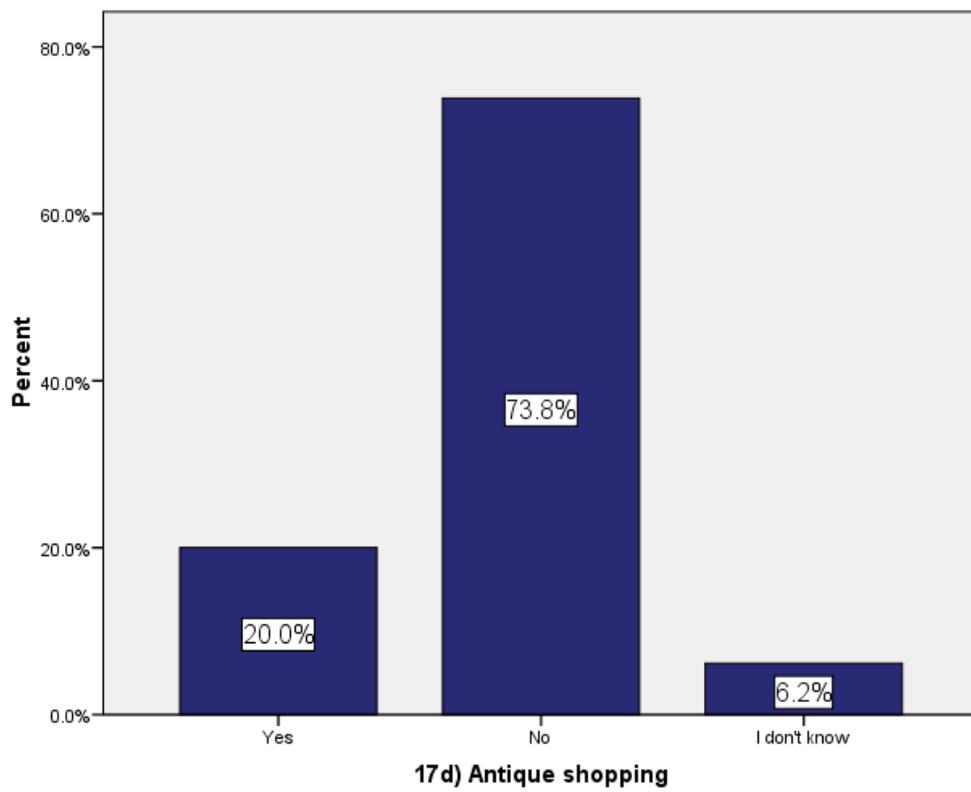
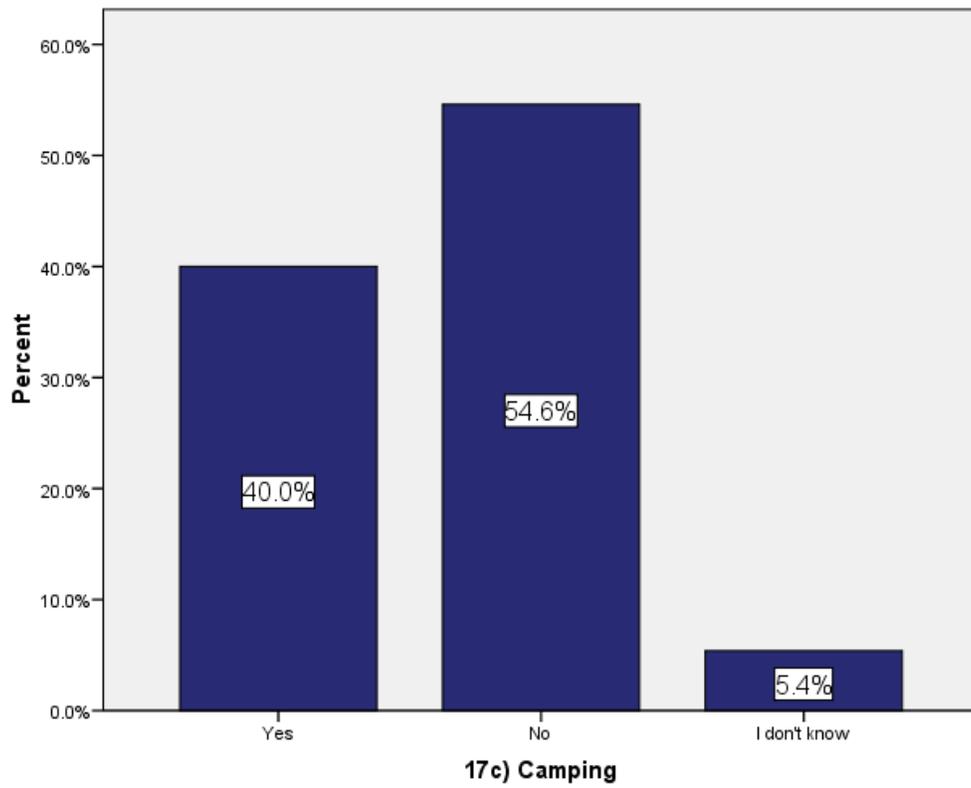


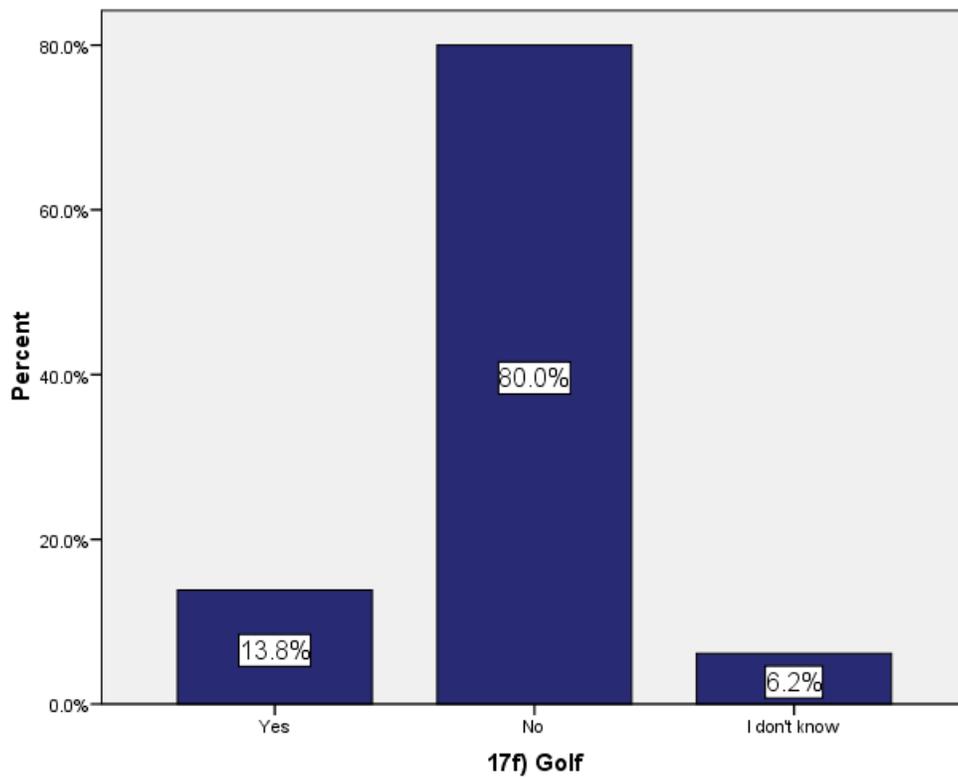
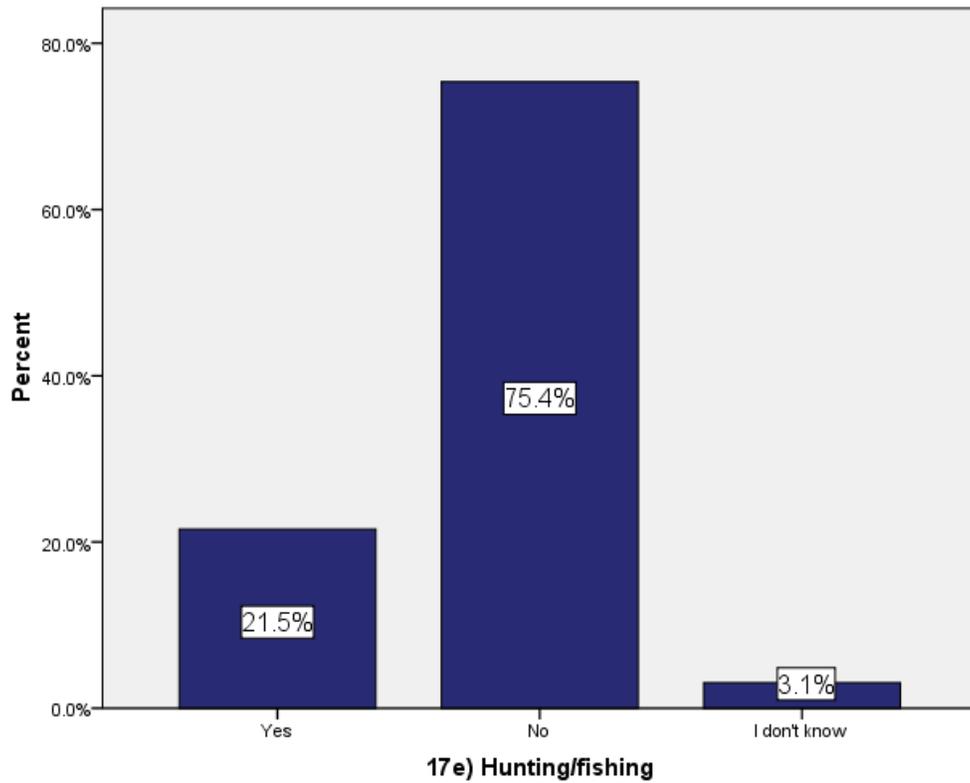
15. What other physical improvements do you think would make downtown Kirkville more appealing?

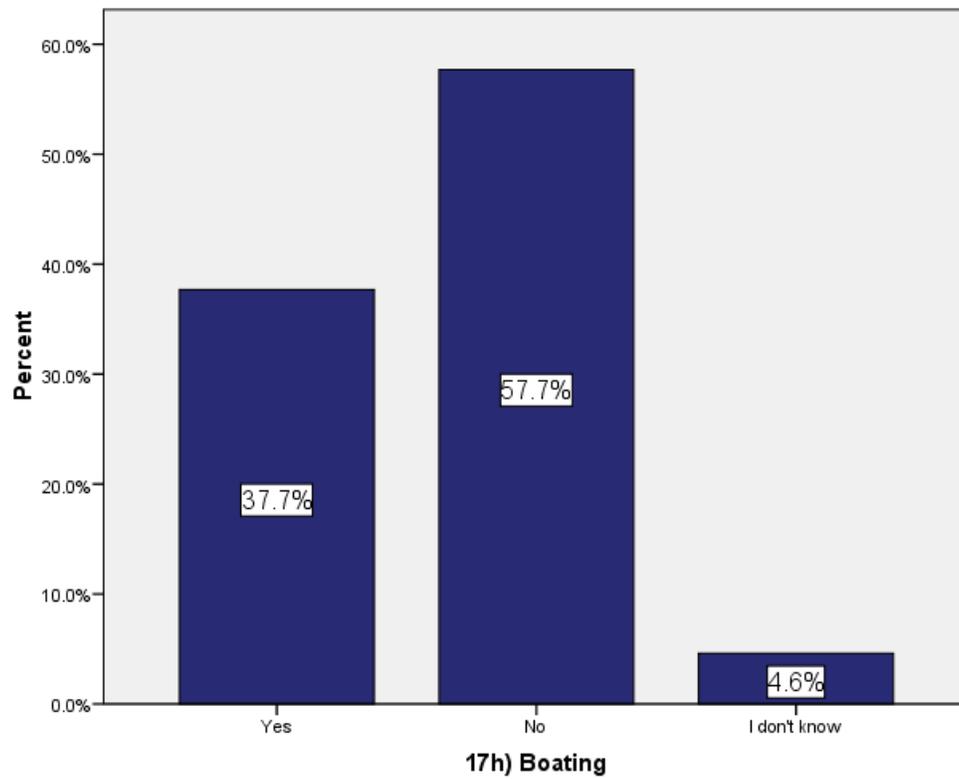
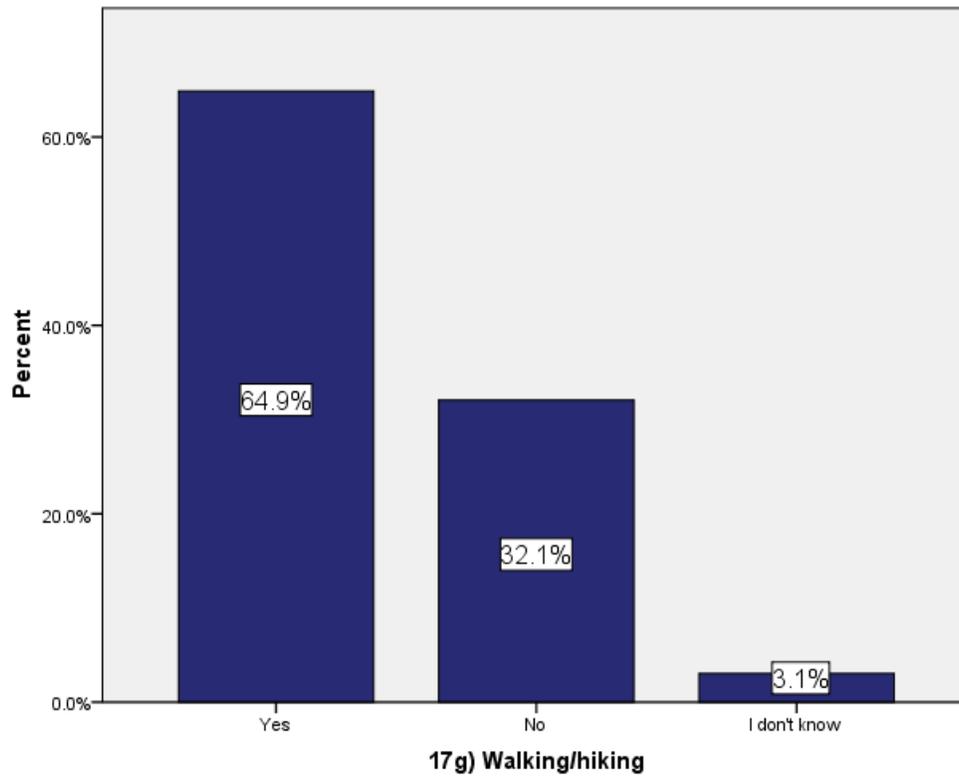


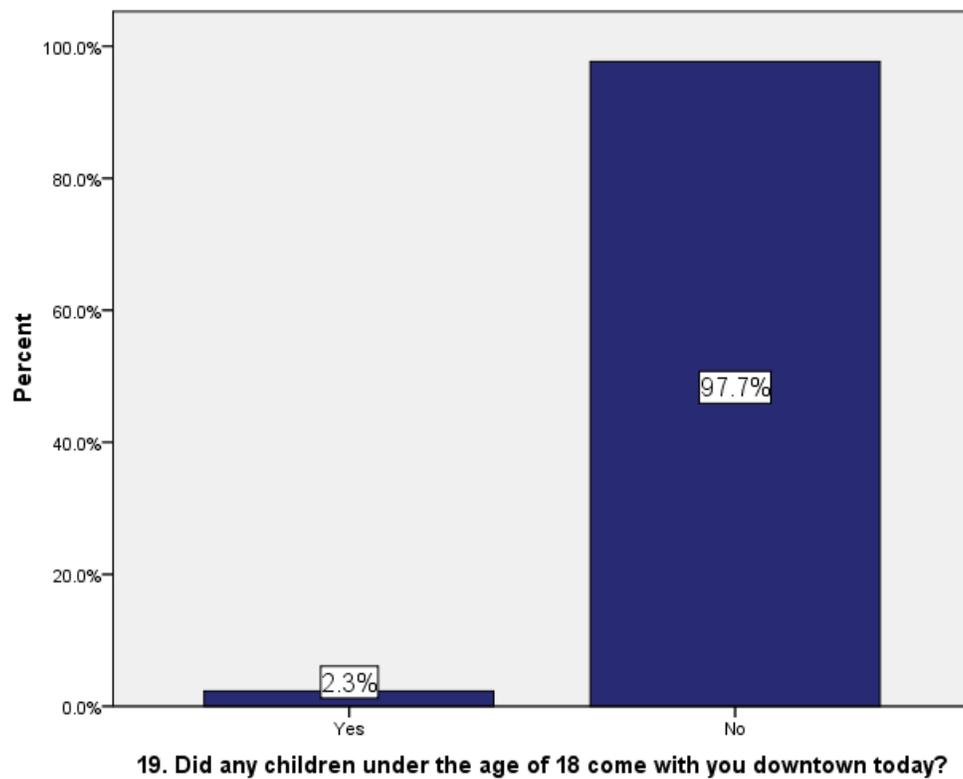
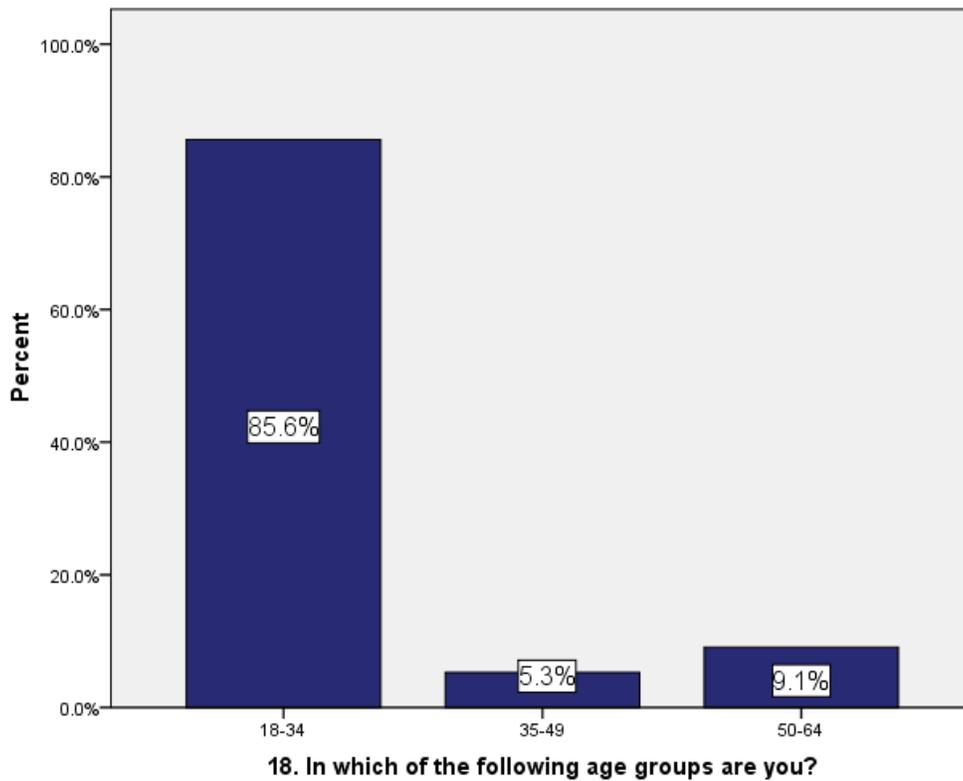
16. Excluding lodging, how much money are you likely to spend in downtown Kirkville during this visit?

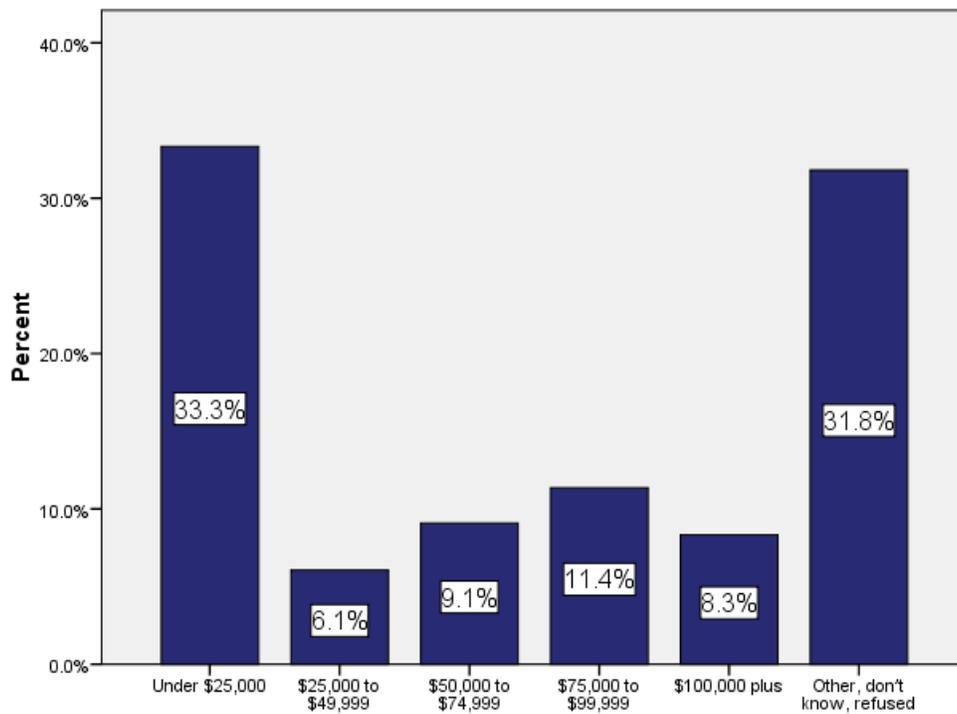




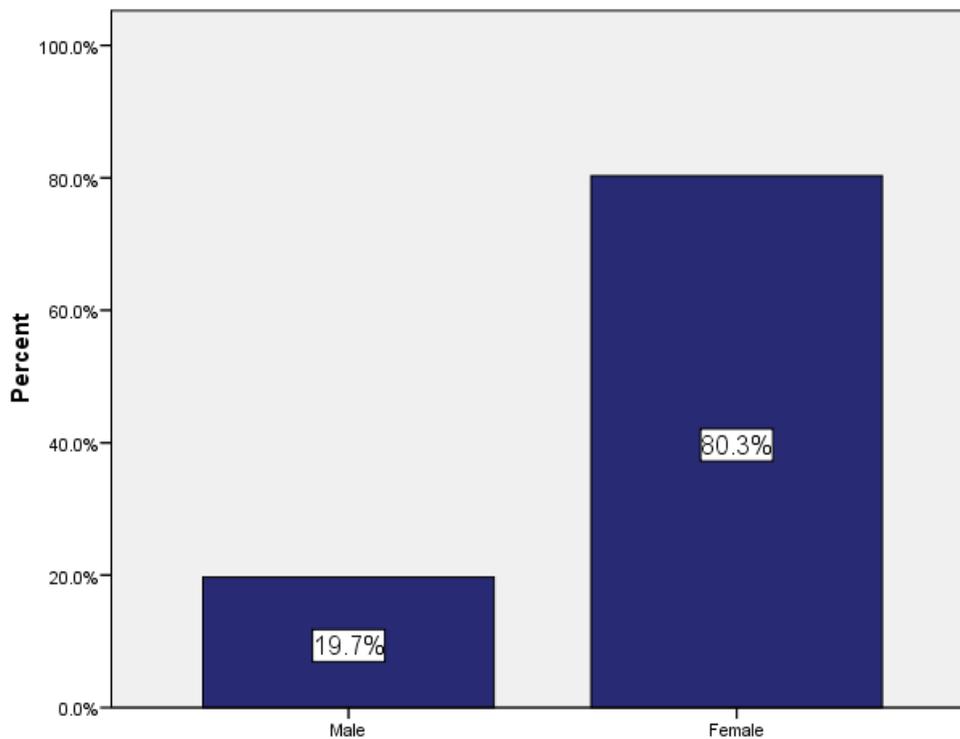








20. Which category that best describes your annual household income from 2007?



21. Gender

SECTION V

QUESTIONNAIRE

Downtown Kirkville Visitor Survey

- 1. What is your Zipcode?**
(If respondent answers "63501," interview will terminate.)

- 2. What is the main purpose of your visit to *Downtown* Kirkville today?**

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

Please Specify

- 3. Are you staying overnight in Kirkville?**

- Yes
 No (Skip to question 5)

- 4. Where are you staying overnight in Kirkville?**

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

- Yes
 No (Skip to question 7)

- 6. How often do you visit *Downtown* Kirkville?**

- | | |
|---|---|
| <input type="checkbox"/> Once a year or less | <input type="checkbox"/> More than 5 times a month |
| <input type="checkbox"/> More than once a year but less than once a month | <input type="checkbox"/> Other (please specify below) |
| <input type="checkbox"/> One to five times per month | |

Please specify

7. On this visit to Kirkville, 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. Which of the following most influenced your decision to visit Kirkville?

- | | |
|--|--|
| <input type="checkbox"/> Brochure/Printed Material | <input type="checkbox"/> Previous Visit |
| <input type="checkbox"/> Highway Signage | <input type="checkbox"/> Word of Mouth |
| <input type="checkbox"/> Website(s) | <input type="checkbox"/> Other (specify) |
| <input type="checkbox"/> Radio/TV Advertising | |

Please specify.

9. What are the top two reasons you *most often* visit Downtown Kirkville?

(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 Kirkville. |
| <input type="checkbox"/> Nightlife/entertainment | <input type="checkbox"/> Other (please specify below) |

Please specify

10. How easy would you say it is to find your way around Downtown Kirkville?

- | | |
|---|---|
| <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 | |
-

11. 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 | |
-

12. How convenient would you say are the hours of operation of the Downtown businesses?

- | | |
|--|--|
| <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 | |
-

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

Please select up to two responses.

- | | |
|---|--|
| <input type="checkbox"/> More special events | <input type="checkbox"/> More family events |
| <input type="checkbox"/> Bands/live concerts/music | <input type="checkbox"/> Activities for college students |
| <input type="checkbox"/> More restaurants | <input type="checkbox"/> Arts Galleries/events |
| <input type="checkbox"/> Bars/nightlife | <input type="checkbox"/> Sports bar |
| <input type="checkbox"/> Community Theater | <input type="checkbox"/> Other (please specify below) |
| <input type="checkbox"/> Game room/arcade/pool room | |

please specify

14. What kinds of additional *businesses* do you think would make you more likely to visit Downtown Kirkville?

Please select up to two responses.

- | | |
|---|---|
| <input type="checkbox"/> Family restaurants | <input type="checkbox"/> Art galleries/shops |
| <input type="checkbox"/> Fine dining | <input type="checkbox"/> Bed and breakfasts/lodging |
| <input type="checkbox"/> Clothing stores | <input type="checkbox"/> Hunting/fishing/outdoor sporting goods |
| <input type="checkbox"/> More retail shops (in general) | <input type="checkbox"/> Soda fountain/ice cream shop |
| <input type="checkbox"/> Specialty/upscale shops | <input type="checkbox"/> Grocery store |
| <input type="checkbox"/> Shoe store | <input type="checkbox"/> Pharmacy |
| <input type="checkbox"/> Antique shops | <input type="checkbox"/> Other (Please specify below) |
| <input type="checkbox"/> Arts and crafts store | |

Please specify

15. What other physical improvements do you think would make Downtown Kirkville 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"/> Benches/more greenspace |
| <input type="checkbox"/> More/better lighting | <input type="checkbox"/> Murals |
| <input type="checkbox"/> Better signage | <input type="checkbox"/> Removing or replacing unsightly awnings |
| <input type="checkbox"/> Cleaner | <input type="checkbox"/> Other (Please specify below) |
| <input type="checkbox"/> More/better parking | |

Please specify

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

- | | | |
|---|--|---|
| <input type="checkbox"/> less than \$50 | <input type="checkbox"/> \$100 - \$199 | <input type="checkbox"/> Other/don't know |
| <input type="checkbox"/> \$50 - \$99 | <input type="checkbox"/> \$200 or more | |
-

17. 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) Golf | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| g) Walking/hiking | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| h) Boating | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
-

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

- | | | |
|--------------------------------|-------------------------------------|---|
| <input type="checkbox"/> 18-34 | <input type="checkbox"/> 50-64 | <input type="checkbox"/> Other, don't know, refused |
| <input type="checkbox"/> 35-49 | <input type="checkbox"/> 65 or over | |
-

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

- | | | |
|------------------------------|-----------------------------|--|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Other, don't know |
|------------------------------|-----------------------------|--|
-

20. 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
-

21. Gender

- Male Female

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

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SECTION VI

CROSS TABULATION

		Age				Children Under 18		Annual household income from 2007					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
2. What is the main purpose of your visit to Downtown Kirksville today?	Shopping	6.2%	0.0%	8.3%	0.0%	0.0%	4.8%	4.5%	0.0%	8.3%	6.7%	9.1%	3.8%	6.6%
	Dining/entertainment	42.5%	0.0%	16.7%	0.0%	33.3%	38.9%	52.3%	37.5%	41.7%	13.3%	54.5%	11.5%	44.3%
	Visiting family/friends	21.2%	42.9%	41.7%	0.0%	66.7%	23.0%	11.4%	12.5%	16.7%	40.0%	9.1%	23.1%	24.5%
	Business	4.4%	0.0%	0.0%	0.0%	0.0%	4.0%	4.5%	12.5%	8.3%	6.7%	0.0%	3.8%	3.8%
	Special event	20.4%	57.1%	25.0%	0.0%	0.0%	23.8%	22.7%	37.5%	25.0%	20.0%	27.3%	50.0%	16.0%
	Government/Post Office	0.9%	0.0%	0.0%	0.0%	0.0%	0.8%	2.3%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%
	Medical	0.0%	0.0%	8.3%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	0.9%
Other (please specify below)	4.4%	0.0%	0.0%	0.0%	0.0%	4.0%	2.3%	0.0%	0.0%	6.7%	0.0%	3.8%	3.8%	
		Age				Children Under 18		Annual household income from 2007					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 Kirksville?	Yes	90.3%	42.9%	50.0%	0.0%	100.0%	83.3%	84.1%	75.0%	58.3%	86.7%	90.9%	69.2%	87.7%
	No (Skip to question 5)	9.7%	57.1%	50.0%	0.0%	0.0%	16.7%	15.9%	25.0%	41.7%	13.3%	9.1%	30.8%	12.3%
		Age				Children Under 18		Annual household income from 2007					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 Kirksville?	Hotel/motel/bed and breakfast in Kirksville area	1.0%	0.0%	66.7%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	15.4%	10.0%	22.2%	1.1%
	With family or friends	74.3%	100.0%	33.3%	0.0%	100.0%	71.4%	66.7%	66.7%	71.4%	69.2%	60.0%	16.7%	83.7%
	Campground/RV park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other (please specify below)	24.8%	0.0%	0.0%	0.0%	0.0%	23.8%	33.3%	33.3%	28.6%	15.4%	30.0%	61.1%	15.2%
		Age				Children Under 18		Annual household income from 2007					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 Kirksville before today?	Yes	85.7%	85.7%	83.3%	0.0%	100.0%	85.6%	93.2%	87.5%	83.3%	92.9%	63.6%	84.6%	85.7%
	No (Skip to question 7)	14.3%	14.3%	16.7%	0.0%	0.0%	14.4%	6.8%	12.5%	16.7%	7.1%	36.4%	15.4%	14.3%
		Age				Children Under 18		Annual household income from 2007					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 Kirksville?	Once a year or less	8.2%	0.0%	20.0%	0.0%	0.0%	7.4%	2.4%	0.0%	10.0%	21.4%	0.0%	13.6%	7.7%
	More than once a year but less than once a month	9.3%	50.0%	50.0%	0.0%	100.0%	13.0%	7.3%	14.3%	10.0%	35.7%	14.3%	18.2%	14.3%
	One to five times per month	41.2%	0.0%	20.0%	0.0%	0.0%	38.9%	51.2%	28.6%	40.0%	14.3%	28.6%	22.7%	40.7%
	More than 5 times a month	40.2%	33.3%	10.0%	0.0%	0.0%	38.9%	36.6%	57.1%	40.0%	21.4%	57.1%	45.5%	35.2%
	Other (please specify below)	1.0%	16.7%	0.0%	0.0%	0.0%	1.9%	2.4%	0.0%	0.0%	7.1%	0.0%	0.0%	2.2%

		Age				Children Under 18		Annual household Income from 2007					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
		%	%	%	%	%	%	%	%	%	%	%	%	%
7. On this visit to Kirkville, which of these activities do you plan to do specifically in the Downtown area?														
7a) Special event	Yes	45.1%	71.4%	45.5%	0.0%	0.0%	48.8%	56.8%	62.5%	41.7%	35.7%	45.5%	52.0%	45.3%
	No	39.8%	28.6%	45.5%	0.0%	66.7%	37.6%	38.6%	12.5%	50.0%	64.3%	27.3%	44.0%	38.7%
	I don't know	15.0%	0.0%	9.1%	0.0%	33.3%	13.6%	4.5%	25.0%	8.3%	0.0%	27.3%	4.0%	16.0%
7b) Shopping	Yes	44.2%	57.1%	58.3%	0.0%	66.7%	44.4%	45.5%	50.0%	33.3%	66.7%	36.4%	42.3%	47.2%
	No	46.0%	28.6%	25.0%	0.0%	33.3%	44.4%	45.5%	50.0%	41.7%	26.7%	45.5%	46.2%	42.5%
	I don't know	9.7%	14.3%	16.7%	0.0%	0.0%	11.1%	9.1%	0.0%	25.0%	6.7%	18.2%	11.5%	10.4%
7c) Dining	Yes	85.0%	57.1%	66.7%	0.0%	100.0%	81.7%	79.5%	100.0%	75.0%	93.3%	81.8%	73.1%	84.0%
	No	12.4%	14.3%	25.0%	0.0%	0.0%	13.5%	15.9%	0.0%	8.3%	6.7%	0.0%	23.1%	11.3%
	I don't know	2.7%	28.6%	8.3%	0.0%	0.0%	4.8%	4.5%	0.0%	16.7%	0.0%	18.2%	3.8%	4.7%
7d) Nightlife/entertainment	Yes	54.0%	28.6%	16.7%	0.0%	33.3%	50.0%	50.0%	25.0%	25.0%	33.3%	54.5%	30.8%	53.8%
	No	31.0%	42.9%	75.0%	0.0%	66.7%	34.9%	38.6%	25.0%	41.7%	60.0%	27.3%	57.7%	30.2%
	I don't know	15.0%	28.6%	8.3%	0.0%	0.0%	15.1%	11.4%	50.0%	33.3%	6.7%	18.2%	11.5%	16.0%
7e) Conducting business	Yes	11.6%	14.3%	0.0%	0.0%	0.0%	11.1%	13.6%	12.5%	16.7%	6.7%	18.2%	7.7%	11.4%
	No	78.6%	85.7%	91.7%	0.0%	100.0%	79.4%	77.3%	87.5%	75.0%	93.3%	72.7%	84.6%	79.0%
	I don't know	9.8%	0.0%	8.3%	0.0%	0.0%	9.5%	9.1%	0.0%	8.3%	0.0%	9.1%	7.7%	9.5%
7f) Government/Post Office	Yes	25.9%	14.3%	8.3%	0.0%	33.3%	24.0%	39.5%	12.5%	8.3%	33.3%	18.2%	11.5%	26.7%
	No	61.6%	85.7%	83.3%	0.0%	66.7%	64.0%	55.8%	87.5%	75.0%	60.0%	45.5%	80.8%	61.0%
	I don't know	12.5%	0.0%	8.3%	0.0%	0.0%	12.0%	4.7%	0.0%	16.7%	6.7%	36.4%	7.7%	12.4%
8. Which of the following most influenced your decision to visit Kirkville?														
		Age				Children Under 18		Annual household Income from 2007					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. Which of the following most influenced your decision to visit Kirkville?	Brochure/Printed Material	1.8%	28.6%	16.7%	0.0%	0.0%	4.8%	2.3%	0.0%	0.0%	0.0%	9.1%	15.4%	1.9%
	Highway Signage	1.8%	0.0%	0.0%	0.0%	0.0%	1.6%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%
	Website(s)	4.4%	0.0%	0.0%	0.0%	0.0%	4.0%	4.5%	0.0%	0.0%	0.0%	0.0%	3.8%	3.8%
	Radio/TV Advertising	1.8%	0.0%	8.3%	0.0%	0.0%	2.4%	2.3%	0.0%	16.7%	0.0%	0.0%	0.0%	2.8%
	Previous Visit	34.5%	0.0%	8.3%	0.0%	33.3%	31.0%	31.8%	12.5%	16.7%	20.0%	27.3%	15.4%	34.0%
	Word of Mouth	44.2%	42.9%	33.3%	0.0%	0.0%	42.9%	43.2%	75.0%	50.0%	53.3%	54.5%	34.6%	45.3%
	Other	17.7%	28.6%	33.3%	0.0%	66.7%	19.0%	20.5%	16.7%	12.5%	26.7%	9.1%	30.8%	17.0%
9. What are the top two reasons you most often visit Downtown Kirkville?														
		Age				Children Under 18		Annual household Income from 2007					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
9. What are the top two reasons you most often visit Downtown Kirkville?	Special event	17.7%	28.6%	33.3%	0.0%	0.0%	20.6%	20.5%	12.5%	8.3%	13.3%	45.5%	26.9%	17.9%
	Shopping	26.5%	71.4%	41.7%	0.0%	33.3%	28.6%	29.5%	12.5%	33.3%	46.7%	18.2%	30.8%	30.2%
	Dining	78.8%	42.9%	33.3%	0.0%	100.0%	71.4%	81.8%	75.0%	66.7%	80.0%	54.5%	53.8%	77.4%
	Nightlife/entertainment	38.9%	0.0%	8.3%	0.0%	33.3%	34.9%	34.1%	50.0%	16.7%	20.0%	36.4%	11.5%	39.6%
	Conducting business	5.3%	0.0%	8.3%	0.0%	0.0%	5.6%	2.3%	12.5%	16.7%	6.7%	0.0%	11.5%	3.8%
	Government/Post office	3.5%	0.0%	0.0%	0.0%	0.0%	3.2%	6.8%	0.0%	8.3%	0.0%	0.0%	3.8%	2.8%
	This is my first visit to Downtown Kirkville	3.5%	14.3%	16.7%	0.0%	0.0%	5.6%	0.0%	0.0%	8.3%	0.0%	18.2%	15.4%	2.8%
	Other	4.4%	28.6%	8.3%	0.0%	33.3%	5.6%	4.5%	25.0%	0.0%	13.3%	0.0%	7.7%	5.7%

		Age				Children Under 18		Annual household income from 2007					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
10. How easy would you say it is to find your way around Downtown Kirksville?	Very easy	42.5%	57.1%	41.7%	0.0%	33.3%	42.9%	56.8%	50.0%	58.3%	40.0%	27.3%	46.2%	42.5%
	Somewhat easy	46.9%	28.6%	41.7%	0.0%	66.7%	45.2%	31.8%	37.5%	33.3%	53.3%	54.5%	34.6%	48.1%
	Somewhat difficult	8.0%	14.3%	0.0%	0.0%	0.0%	7.9%	9.1%	12.5%	8.3%	0.0%	9.1%	11.5%	6.6%
	Very difficult	0.0%	0.0%	8.3%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	9.1%	3.8%	0.0%
	I don't know	2.7%	0.0%	8.3%	0.0%	0.0%	3.2%	2.3%	0.0%	0.0%	6.7%	0.0%	3.8%	2.8%
	Very/somewhat easy	89.4%	85.7%	83.4%	0.0%	100.0%	88.1%	88.6%	87.5%	91.6%	93.3%	81.8%	80.8%	90.6%
Somewhat/very difficult	8.0%	14.3%	8.3%	0.0%	0.0%	8.7%	9.1%	12.5%	8.3%	0.0%	18.2%	15.3%	6.6%	
		Age				Children Under 18		Annual household income from 2007					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	
11. How convenient would you say that parking is Downtown?	Very convenient	5.3%	57.1%	50.0%	0.0%	33.3%	11.9%	9.1%	12.5%	41.7%	26.7%	0.0%	26.9%	8.5%
	Somewhat convenient	51.3%	28.6%	41.7%	0.0%	33.3%	48.4%	52.3%	62.5%	25.0%	53.3%	54.5%	38.5%	51.9%
	Somewhat inconvenient	18.6%	14.3%	0.0%	0.0%	0.0%	17.5%	20.5%	0.0%	8.3%	13.3%	9.1%	7.7%	18.9%
	Very inconvenient	5.3%	0.0%	0.0%	0.0%	0.0%	4.8%	6.8%	0.0%	0.0%	0.0%	0.0%	3.8%	4.7%
	I don't know	19.5%	0.0%	8.3%	0.0%	33.3%	17.5%	11.4%	25.0%	25.0%	6.7%	36.4%	23.1%	16.0%
	Very/somewhat convenient	56.6%	85.7%	91.7%	0.0%	66.6%	60.3%	61.4%	75.0%	66.7%	80.0%	54.5%	65.4%	60.4%
Somewhat/very inconvenient	23.9%	14.3%	0.0%	0.0%	0.0%	22.3%	27.3%	0.0%	8.3%	13.3%	9.1%	11.5%	23.6%	
		Age				Children Under 18		Annual household income from 2007					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	
12. How convenient would you say are the hours of operation of the Downtown businesses?	Very convenient	3.6%	28.6%	8.3%	0.0%	33.3%	4.8%	2.3%	12.5%	8.3%	13.3%	9.1%	3.8%	5.7%
	Somewhat convenient	45.5%	0.0%	33.3%	0.0%	33.3%	41.6%	50.0%	62.5%	33.3%	33.3%	27.3%	38.5%	42.9%
	Somewhat inconvenient	25.0%	28.6%	16.7%	0.0%	0.0%	25.6%	27.3%	12.5%	8.3%	26.7%	27.3%	7.7%	28.6%
	Very inconvenient	6.3%	0.0%	0.0%	0.0%	0.0%	4.8%	13.6%	12.5%	0.0%	0.0%	0.0%	15.4%	2.9%
	I don't know	19.6%	42.9%	41.7%	0.0%	33.3%	23.2%	11.4%	0.0%	50.0%	26.7%	36.4%	34.6%	20.0%
	Very/somewhat convenient	49.1%	28.6%	41.6%	0.0%	66.6%	46.4%	52.3%	75.0%	41.6%	46.6%	36.4%	42.3%	48.6%
Somewhat/very inconvenient	31.3%	28.6%	16.7%	0.0%	0.0%	30.4%	40.9%	25.0%	8.3%	26.7%	27.3%	23.1%	31.5%	
		Age				Children Under 18		Annual household income from 2007					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 recreation or entertainment opportunities would make you more likely to visit Downtown Kirksville?	More special events	23.9%	57.1%	33.3%	0.0%	66.7%	26.2%	18.2%	62.5%	16.7%	26.7%	54.5%	46.2%	21.7%
	Bands/live concerts/music	55.8%	28.6%	16.7%	0.0%	66.7%	50.8%	63.6%	50.0%	8.3%	40.0%	45.5%	34.6%	54.7%
	More restaurants	38.9%	57.1%	50.0%	0.0%	33.3%	40.5%	34.1%	25.0%	66.7%	26.7%	18.2%	30.8%	43.4%
	Bars/nightlife	16.8%	14.3%	0.0%	0.0%	0.0%	15.9%	15.9%	12.5%	0.0%	0.0%	18.2%	15.4%	15.1%
	Community Theater	3.5%	0.0%	8.3%	0.0%	0.0%	4.0%	0.0%	0.0%	16.7%	6.7%	18.2%	0.0%	4.7%
	Game room/arcade/pool room	0.9%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	12.5%	0.0%	0.0%	0.0%	3.8%	0.0%
	More family events	3.5%	14.3%	8.3%	0.0%	33.3%	4.0%	4.5%	0.0%	16.7%	6.7%	0.0%	3.8%	4.7%
	Activities for college students	43.4%	0.0%	16.7%	0.0%	0.0%	38.1%	45.5%	25.0%	33.3%	53.3%	27.3%	30.8%	40.6%
	Arts Galleries/events	2.7%	0.0%	25.0%	0.0%	0.0%	4.8%	4.5%	0.0%	8.3%	13.3%	0.0%	11.5%	2.8%
	Sports bar	5.3%	14.3%	25.0%	0.0%	0.0%	7.9%	6.8%	0.0%	25.0%	20.0%	0.0%	11.5%	6.6%
Other	0.9%	0.0%	8.3%	0.0%	0.0%	1.6%	0.0%	12.5%	0.0%	0.0%	9.1%	7.7%	0.0%	

		Age				Children Under 18		Annual household Income from 2007					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
14. What kinds of additional businesses do you think would make you more likely to visit Downtown Kirkville?	Family restaurants	29.2%	57.1%	16.7%	0.0%	33.3%	30.2%	31.8%	12.5%	33.3%	13.3%	36.4%	30.8%	29.2%
	Fine dining	23.9%	42.9%	33.3%	0.0%	0.0%	25.4%	20.5%	25.0%	33.3%	26.7%	18.2%	34.6%	23.6%
	Clothing stores	43.4%	0.0%	8.3%	0.0%	33.3%	37.3%	43.2%	37.5%	41.7%	40.0%	27.3%	11.5%	44.3%
	More retail shops (in general)	22.1%	14.3%	16.7%	0.0%	33.3%	20.6%	27.3%	0.0%	16.7%	40.0%	9.1%	15.4%	22.6%
	Specialty/upscale shops	4.4%	14.3%	16.7%	0.0%	0.0%	6.3%	2.3%	0.0%	25.0%	6.7%	0.0%	7.7%	5.7%
	Shoe store	9.7%	0.0%	0.0%	0.0%	0.0%	8.7%	13.6%	0.0%	0.0%	6.7%	9.1%	3.8%	9.4%
	Antique shops	0.0%	0.0%	16.7%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	6.7%	0.0%	3.8%	0.9%
	Arts and crafts store	1.8%	28.6%	0.0%	0.0%	0.0%	3.2%	2.3%	12.5%	0.0%	6.7%	0.0%	0.0%	3.8%
	Art galleries/shops	7.1%	0.0%	8.3%	0.0%	33.3%	6.3%	2.3%	25.0%	8.3%	13.3%	0.0%	3.8%	7.5%
	Bed and breakfasts/lodging	4.4%	0.0%	16.7%	0.0%	0.0%	5.6%	2.3%	12.5%	0.0%	20.0%	0.0%	7.7%	4.7%
	Hunting/fishing/outdoor sporting goods	4.4%	14.3%	25.0%	0.0%	0.0%	7.1%	2.3%	12.5%	8.3%	0.0%	0.0%	30.8%	0.9%
	Soda fountain/ice cream shop	30.1%	0.0%	16.7%	0.0%	33.3%	27.0%	31.8%	50.0%	8.3%	6.7%	36.4%	23.1%	28.3%
	Grocery store	9.7%	0.0%	0.0%	0.0%	0.0%	8.7%	6.8%	0.0%	8.3%	6.7%	9.1%	0.0%	10.4%
	Pharmacy	0.9%	0.0%	0.0%	0.0%	0.0%	0.8%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Other	2.7%	14.3%	16.7%	0.0%	0.0%	4.8%	4.5%	0.0%	8.3%	0.0%	27.3%	15.4%	1.9%	
		Age				Children Under 18		Annual household Income from 2007					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
15. What other physical improvements do you think would make Downtown Kirkville more appealing?	Renovation of historic buildings	30.1%	42.9%	33.3%	0.0%	33.3%	31.0%	34.1%	62.5%	58.3%	20.0%	27.3%	46.2%	27.4%
	Better maintained buildings	46.9%	28.6%	25.0%	0.0%	33.3%	44.4%	59.1%	25.0%	25.0%	33.3%	72.7%	30.8%	47.2%
	More/better lighting	9.7%	0.0%	8.3%	0.0%	0.0%	9.5%	13.6%	12.5%	8.3%	0.0%	9.1%	7.7%	9.4%
	Better signage	10.6%	28.6%	8.3%	0.0%	33.3%	11.1%	6.8%	25.0%	0.0%	33.3%	0.0%	19.2%	9.4%
	Cleaner	14.2%	28.6%	41.7%	0.0%	33.3%	17.5%	11.4%	0.0%	16.7%	13.3%	45.5%	15.4%	17.9%
	More/better parking	5.3%	14.3%	0.0%	0.0%	0.0%	5.6%	2.3%	12.5%	8.3%	13.3%	0.0%	3.8%	5.7%
	New/better sidewalks	12.4%	14.3%	25.0%	0.0%	0.0%	13.5%	9.1%	0.0%	0.0%	26.7%	0.0%	15.4%	13.2%
	Benches/more greenspace	31.0%	14.3%	0.0%	0.0%	0.0%	27.8%	25.0%	37.5%	25.0%	33.3%	9.1%	19.2%	29.2%
	Murals	18.6%	0.0%	0.0%	0.0%	33.3%	15.1%	13.6%	12.5%	16.7%	6.7%	0.0%	0.0%	19.8%
	Removing or replacing unsightly awnings	14.2%	28.6%	50.0%	0.0%	0.0%	18.3%	18.2%	12.5%	33.3%	13.3%	18.2%	42.3%	12.3%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
		Age				Children Under 18		Annual household Income from 2007					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
16. Excluding lodging, how much money are you likely to spend in Downtown Kirkville during this visit?	less than \$50	62.8%	28.6%	16.7%	0.0%	33.3%	57.9%	84.1%	50.0%	58.3%	40.0%	45.5%	42.3%	60.4%
	\$50 - \$99	16.8%	28.6%	25.0%	0.0%	0.0%	19.0%	11.4%	25.0%	33.3%	20.0%	27.3%	19.2%	17.9%
	\$100 - \$199	3.5%	0.0%	16.7%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	6.7%	0.0%	3.8%	4.7%
	\$200 or more	2.7%	14.3%	8.3%	0.0%	66.7%	1.6%	4.5%	0.0%	0.0%	13.3%	9.1%	3.8%	3.8%
	Other/don't know	14.2%	28.6%	33.3%	0.0%	0.0%	17.5%	0.0%	25.0%	8.3%	20.0%	18.2%	30.8%	13.2%

		Age				Children Under 18		Annual household Income from 2007					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
17. Please indicate which of the following are hobbies of yours?														
17a) Retail/boutique shopping	Yes	74.3%	28.6%	41.7%	0.0%	100.0%	67.5%	72.7%	50.0%	50.0%	80.0%	63.6%	23.1%	80.2%
	No	22.1%	57.1%	50.0%	0.0%	0.0%	27.8%	20.5%	50.0%	41.7%	20.0%	27.3%	69.2%	16.0%
	I don't know	3.5%	14.3%	8.3%	0.0%	0.0%	4.8%	6.8%	0.0%	8.3%	0.0%	9.1%	7.7%	3.8%
17b) Biking	Yes	48.6%	14.3%	33.3%	0.0%	33.3%	46.0%	44.2%	75.0%	58.3%	50.0%	45.5%	34.6%	48.1%
	No	46.8%	71.4%	66.7%	0.0%	66.7%	49.2%	48.8%	25.0%	41.7%	50.0%	45.5%	61.5%	47.1%
	I don't know	4.5%	14.3%	0.0%	0.0%	0.0%	4.8%	7.0%	0.0%	0.0%	0.0%	9.1%	3.8%	4.8%
17c) Camping	Yes	43.2%	42.9%	8.3%	0.0%	66.7%	40.3%	37.2%	62.5%	41.7%	35.7%	45.5%	38.5%	40.4%
	No	52.3%	42.9%	83.3%	0.0%	33.3%	54.0%	55.8%	37.5%	58.3%	57.1%	45.5%	57.7%	53.8%
	I don't know	4.5%	14.3%	8.3%	0.0%	0.0%	5.6%	7.0%	0.0%	0.0%	7.1%	9.1%	3.8%	5.8%
17d) Antique shopping	Yes	18.0%	14.3%	41.7%	0.0%	0.0%	21.0%	20.9%	62.5%	25.0%	28.6%	9.1%	23.1%	19.2%
	No	76.6%	71.4%	50.0%	0.0%	100.0%	72.6%	69.8%	37.5%	75.0%	64.3%	81.8%	69.2%	75.0%
	I don't know	5.4%	14.3%	8.3%	0.0%	0.0%	6.5%	9.3%	0.0%	0.0%	7.1%	9.1%	7.7%	5.8%
17e) Hunting/fishing	Yes	18.0%	28.6%	50.0%	0.0%	0.0%	22.6%	20.9%	37.5%	25.0%	0.0%	45.5%	53.8%	13.5%
	No	80.2%	57.1%	41.7%	0.0%	100.0%	74.2%	76.7%	62.5%	75.0%	92.9%	45.5%	42.3%	83.7%
	I don't know	1.8%	14.3%	8.3%	0.0%	0.0%	3.2%	2.3%	0.0%	0.0%	7.1%	9.1%	3.8%	2.9%
17f) Golf	Yes	12.6%	0.0%	33.3%	0.0%	33.3%	13.7%	25.6%	0.0%	8.3%	28.6%	0.0%	30.8%	9.6%
	No	82.9%	85.7%	50.0%	0.0%	66.7%	79.8%	67.4%	100.0%	83.3%	64.3%	90.9%	61.5%	84.6%
	I don't know	4.5%	14.3%	16.7%	0.0%	0.0%	6.5%	7.0%	0.0%	8.3%	7.1%	9.1%	7.7%	5.8%
17g) Walking/hiking	Yes	69.6%	28.6%	41.7%	0.0%	100.0%	64.8%	72.7%	87.5%	75.0%	71.4%	63.6%	46.2%	69.5%
	No	27.7%	57.1%	58.3%	0.0%	0.0%	32.0%	25.0%	12.5%	25.0%	28.6%	27.3%	50.0%	27.6%
	I don't know	2.7%	14.3%	0.0%	0.0%	0.0%	3.2%	2.3%	0.0%	0.0%	0.0%	9.1%	3.8%	2.9%
17h) Boating	Yes	38.7%	14.3%	41.7%	0.0%	33.3%	38.7%	44.2%	25.0%	33.3%	42.9%	36.4%	46.2%	35.6%
	No	56.8%	71.4%	58.3%	0.0%	66.7%	56.5%	48.8%	75.0%	66.7%	57.1%	54.5%	50.0%	59.6%
	I don't know	4.5%	14.3%	0.0%	0.0%	0.0%	4.8%	7.0%	0.0%	0.0%	9.1%	3.8%	4.8%	
		Age				Children Under 18		Annual household Income from 2007					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. In which of the following age groups are you?	18-34	100.0%	0.0%	0.0%	0.0%	33.3%	86.5%	100.0%	87.5%	66.7%	60.0%	81.8%	61.5%	91.5%
	35-49	0.0%	100.0%	0.0%	0.0%	33.3%	4.8%	0.0%	12.5%	8.3%	13.3%	9.1%	7.7%	4.7%
	50-64	0.0%	0.0%	100.0%	0.0%	33.3%	8.7%	0.0%	0.0%	25.0%	26.7%	9.1%	30.8%	3.8%
	65 or over	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other, don't know, refused	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
		Age				Children Under 18		Annual household Income from 2007					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
19. Did any children under the age of 18 come with you Downtown today?	Yes	0.9%	14.3%	8.3%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	13.3%	0.0%	0.0%	2.9%
	No	99.1%	85.7%	91.7%	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%	86.7%	100.0%	100.0%	97.1%
	Other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

		Age				Children Under 18		Annual household Income from 2007					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
20. Which category that best describes your annual household income from 2007?	Under \$25,000	38.9%	0.0%	0.0%	0.0%	0.0%	34.1%	100.0%	0.0%	0.0%	0.0%	0.0%	34.6%	33.0%
	\$25,000 to \$49,999	6.2%	14.3%	0.0%	0.0%	0.0%	6.3%	0.0%	100.0%	0.0%	0.0%	0.0%	11.5%	4.7%
	\$50,000 to \$74,999	7.1%	14.3%	25.0%	0.0%	0.0%	9.5%	0.0%	0.0%	100.0%	0.0%	0.0%	11.5%	8.5%
	\$75,000 to \$99,999	8.0%	28.6%	33.3%	0.0%	66.7%	10.3%	0.0%	0.0%	0.0%	100.0%	0.0%	7.7%	12.3%
	\$100,000 plus	8.0%	14.3%	8.3%	0.0%	0.0%	8.7%	0.0%	0.0%	0.0%	0.0%	100.0%	7.7%	8.5%
	Other, don't know, refused	31.9%	28.6%	33.3%	0.0%	33.3%	31.0%	0.0%	0.0%	0.0%	0.0%	0.0%	26.9%	33.0%
		Age				Children Under 18		Annual household Income from 2007					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
21. Gender	Male	14.2%	28.6%	66.7%	0.0%	0.0%	20.6%	20.5%	37.5%	25.0%	13.3%	18.2%	100.0%	0.0%
	Female	85.8%	71.4%	33.3%	0.0%	100.0%	79.4%	79.5%	62.5%	75.0%	86.7%	81.8%	0.0%	100.0%