

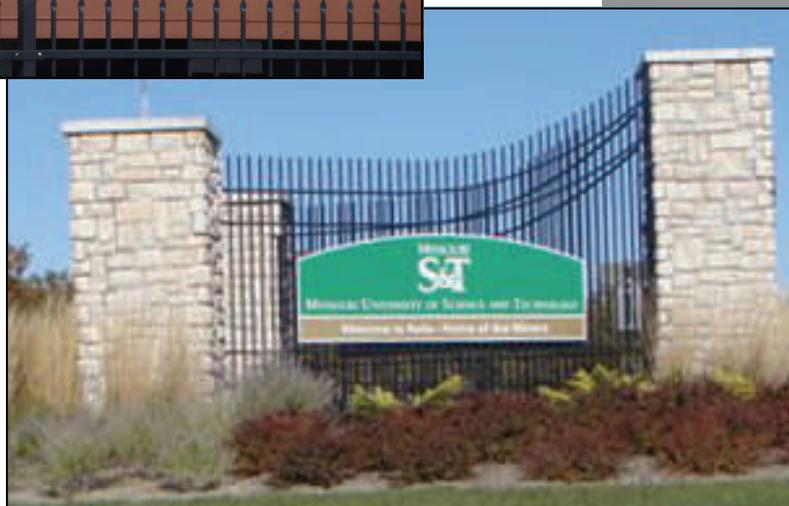
DOWNTOWN
REVITALIZATION &
ECONOMIC
ASSISTANCE FOR
MISSOURI

DECEMBER 2011

VISITOR SURVEY REPORT

FINAL SURVEY
FINDINGS & RESULTS

Rolla, Missouri



PCAV PLANNERS



DOWNTOWN
REVITALIZATION &
ECONOMIC
ASSISTANCE FOR
MISSOURI

DECEMBER 2011
Rolla, Missouri

ACKNOWLEDGMENTS



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



PLANNING CONSULTANT:



PREPARED BY:



This page intentionally left blank.

TABLE OF CONTENTS

<u>SECTION</u>	<u>PAGE</u>
I. EXECUTIVE SUMMARY	1
A. Visiting Downtown Rolla.....	1
B. Activities on This Visit to Downtown	2
C. Using Downtown Rolla.....	3
D. Additions And Improvements To Downtown Rolla.....	3
E. Respondent Profile	5
II. OVERVIEW OF DATA	7
III. RESPONSES TO OPEN-ENDED QUESTIONS	19
IV. SELECTED CHARTS	21
V. QUESTIONNAIRE.....	25
VI. CROSS TABULATION	29

This Page Intentionally Left Blank

SECTION I EXECUTIVE SUMMARY

A successful Downtown attracts visitors and understands its visitors' needs. Downtown Rolla needs to learn as much as possible about its visitors to be able to effectively serve them and attract more. The collection and analysis of visitor responses through a survey instrument is a necessary component of determining Downtown planning activities and issues in a visitor context.

This Visitor Survey Report provides a survey of the visitor to Rolla. The availability of the information in this report provides a method for evaluating commonly held perceptions and beliefs about Downtown Rolla.

Through the DREAM initiative, Rolla coordinated with UNICOM-ARC to conduct the visitor survey during events and at locations within the City using local volunteers. Surveys were completed in 2010 and the first half of 2011. Community volunteers entered data into either computer tablets or a website and resulted in one hundred and forty-seven (147) responses from various zip codes outside of Rolla. As this was a visitor survey, volunteers excluded responses from residents living in the 65401 zip code (Rolla).

A. Visiting Downtown Rolla

The survey asked several questions of respondents concerning their visit to Rolla, as well as to Downtown Rolla.

When asked the main purpose of their current visit to Downtown Rolla, almost half (47.6%) indicated attendance at a special event, while smaller percentages answered "visiting family and friends" (18.4%), "shopping" (12.2%), "other" (8.2%), "business" (6.8%), and "government/post office" (4.1%).

Almost eight in ten (79.3%) respondents said that they had visited Downtown Rolla before, although almost six in ten (57.5%) indicated they visit Downtown less than once a month. Just over a third (34.1%) said they visit Downtown at least once a month.

In reviewing the cross tabulation tables, some conclusions about the respondents include:

- The wealthiest respondents that were staying overnight tended to be staying in a hotel/motel/bed & breakfast in the Rolla area, but not in Downtown
- Older and wealthier visitors, tended to visit less frequently than other respondents.
- Wealthier visitors were less likely to be in town for outdoor recreation activities.
- The top two reasons respondents gave for visiting Downtown tended to be for "special events" or "shopping". Only the age category of 35-49 and the income category of over \$100,000 elevated "dining" over "shopping" to go along with "special events" as top reasons for visiting Downtown Rolla.

- Older respondents were more interested in seeing family dining added to Downtown, while younger respondents were more interested in adding drinking places.
- The wealthiest respondents were interested in adding drinking places, outdoor and fine dining, and antique shops to Downtown.
- Wealthier respondents tended to be less interested in a coffee shop, but more interested in lodging, than respondents from other income levels.
- Older and wealthier respondents were more interested in the renovation of historic buildings as a Downtown improvement than were other respondents. The wealthiest respondents were the most interesting in historic renovation.
- Younger respondents tended to be more interested in improvements to parking than were older respondents.
- Younger respondents tended to list biking as a hobby more than older respondents.
- Older and wealthier respondents tended to list find dining as a hobby more than other respondents.
- The wealthiest respondents tended to be from the age 50-64 age cohort.

B. Activities on this visit to Downtown

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

- Special event (79.2%)
- Dining (74.2%)
- Shopping (62.1%)

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

- Outdoor recreation (39.4%)
- Conducting business (29.9%)
- Nightlife/entertainment (27.1%)
- Government/Post office (12.6%)

When asked to indicate the “top two reasons [they] most often visit Downtown Rolla,” significant percentages answered “special event” (59.2%), “shopping” (41.5%), and “dining” (34.7%). Smaller percentages answered “conducting business” (15.0%), “nightlife/entertainment” (8.8%), “other” (6.8%), and “government/Post office” (5.4%).

More than four in ten (46.3%) respondents indicated that they were staying overnight in Rolla on this visit. Of those staying overnight, 35.2% indicated they were staying with family or friends, 32.4% were staying in a hotel/motel/bed and breakfast in the Rolla area, 14.1% said they were staying in a hotel/motel/bed and breakfast in Downtown Rolla, and 2.8% were staying at a campground/RV park.

29.9% of respondents said they would spend less than \$50 on this visit to Downtown, excluding lodging. An additional 27.9% said they would spend between \$50 and \$99. Nearly a third (30.6%) said they thought they would spend more than \$100.

When asked if accompanied by any children under the age of 18 on this visit, 19% of respondents indicated they visited Downtown with children, although nearly eight in ten (77.6%) said they were not accompanied by a child.

C. Using Downtown Rolla

The survey also asked respondents about the ease and convenience of Downtown Rolla. A majority (55.8%) said it is “very” easy to find their way around Downtown. Overall, 91.2% of respondents said it was “very” or “somewhat” easy to do so. Nearly three in four (74.9%) respondents said parking Downtown is “very” or “somewhat” convenient. Almost two-thirds (63.3%) indicated that Downtown business hours are “very” or “somewhat” convenient and 27.7% answered “I don’t know.”

Respondents were also asked how safe they feel in Downtown Rolla, both during the day and at night. They were asked to use a 5-point scale, where a 5 indicates they “feel very safe,” and 1 indicates they “do not feel safe at all.” The survey indicates that during the day, 95.2% of respondents indicate they feel safe (4 or 5). At night, only 65.3% of respondents feel safe (4 or 5), with 18.4% answering “I don’t know.”

D. Additions and improvements to Downtown Rolla

Interviewers asked survey participants “what kinds of restaurants or entertainment opportunities would make [them] more likely to visit Downtown Rolla” and recorded the participants first two responses from a list of choices. Over four in ten respondents (42.9%) selected “family restaurants”.

About two in ten were interested in seven other items:

- Bands/live concerts/music (27.2%)
- Sports bar and grill (25.2%)
- Family events (24.5%)
- Outdoor dining (23.1%)
- Fine dining (21.1%)
- More special events (20.4%)
- Bars/nightlife (19.0%)

Smaller percentages cited “activities for teenagers” (9.5%), “game room/arcade/pool room” (8.2%), and “other” (2.0%).

The volunteers also asked survey participants “what kinds of businesses would make [them] more likely to visit Downtown Rolla.” Interviewers recorded respondents’ first two responses from a list of choices. More than four in ten (43.5%) respondents cited “ice cream shop.”

Between two and three in ten respondents were interested in the following types of businesses:

- More shops in general (29.3%)
- Antique shops (25.2%)
- Women's clothing stores (23.1%)
- Coffee shop (22.4%)

Smaller percentages cited the following types of businesses, with "other" being selected 4.0% of the time:

- Shoe store (15.0%)
- Art galleries/shops (15.0%)
- Children's clothing stores (13.6%)
- Computer/software shop (11.6%)
- Florist shop (10.9%)
- Specialty/upscale shops (10.9%)
- Lodging/bed and breakfast (8.8%)
- Convenience/grocery store (8.2%)
- Professionals office, such as doctors, lawyers and accountants, etc. (4.8%)

The survey also asked respondents about physical improvements they believed "would make Downtown Rolla more appealing." Again, interviewers recorded the first two responses to this question. The largest percentage of respondents (49.0%) indicated "renovation of historic buildings" was such an improvement.

About one in four respondents indicated the improvements of:

- More/better parking (28.6%)
- More landscaping such as trees, shrubs or flowers (26.5%)

Smaller percentages cited the following improvements, with "other" being selected 0.7% of the time:

- Murals (18.4%)
- Better maintained buildings (17.7%)
- Gateway monuments to define Downtown entrance points (15.6%)
- More green space (14.3%)
- Change parallel parking to angle parking (12.9%)
- Burying utility lines (10.9%)
- More/better street lighting (10.9%)
- Better wayfinding signage (8.2%)
- New/better sidewalks (4.1%)
- Cleaner (0.7%)

E. Respondent profile

Interviewers presented respondents with a list of hobbies. Three hobbies were practiced by more than three in five respondents:

- Seeing live music (77.7%)
- Fine dining (77.1%)
- Walking/hiking (69.6%)

Smaller percentages practiced the following hobbies:

- Retail/boutique shopping (56.0%)
- Antique shopping (55.0%)
- Biking (50.9%)
- Golf (30.3%)

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

This Page Intentionally Left Blank

SECTION II

OVERVIEW OF DATA

This section presents the survey findings in table format and shows answers to the questions in raw frequencies. UNICOM-ARC provides exact wording of each question as presented on the survey, editing only some volunteer instructions in the interest of conserving space. This section also includes zip code information of the home address of respondents.

Each table contains the question asked and the responses from which the participant could select. The tables show each response as a percentage of the total responses, sorting where appropriate with the sorting column shaded. Additionally, the tables present the most prevalent response for each question in bold font.

		%
2. What is the main purpose of your visit to Downtown Rolla?	Special event	47.6%
	Visiting family/friends	18.4%
	Shopping	12.2%
	Other (Please specify)	8.2%
	Business	6.8%
	Government/Post Office	4.1%

		%
3. Are you staying overnight in Rolla?	Yes	46.3%
	No (SKIP to QUESTION 5)	51.7%

		%
4. Where are you staying overnight in Rolla?	With family or friends	35.2%
	Hotel/motel/bed and breakfast in Rolla area but not Downtown	32.4%
	Hotel/motel/bed and breakfast in Downtown Rolla	14.1%
	Other (Please specify)	8.5%
	Campground/RV park	2.8%

		%
5. Have you visited Downtown Rolla before today?	Yes	79.3%
	No (SKIP to QUESTION 7)	18.4%

		%
6. How often do you visit Downtown Rolla?	Once a year or less	25.0%
	More than once a year but less than once a month	32.5%
	One to five times per month	20.8%
	More than 5 times a month	13.3%
	Other (Please specify below)	5.8%

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

	Yes (%)	No (%)	I don't know (%)
7a. Special event	79.2%	14.6%	6.2%
7c. Dining	74.2%	20.8%	5.0%
7b. Shopping	62.1%	26.7%	11.2%
7e. Outdoor recreation	39.4%	50.5%	10.1%
7f. Conducting business	29.9%	63.9%	6.2%
7d. Nightlife/ entertainment	27.1%	61.5%	11.5%
7g. Government/Post Office	12.6%	80.5%	6.9%

		%
8. What are the top two reasons you most often visit Downtown Rolla?	Special event	59.2%
	Shopping	41.5%
	Dining	34.7%
	Conducting business	15.0%
	Nightlife/entertainment	8.8%
	Other	6.8%
	Government/Post Office	5.4%
	This is my first visit to Downtown Rolla.	0.0%

		%
9. How easy would you say it is to find your way around Downtown Rolla?	Very easy	55.8%
	Somewhat easy	35.4%
	Somewhat difficult	4.8%
	Very difficult	0.7%
	I don't know	3.4%
	Very/somewhat easy	91.2%
	Somewhat/very difficult	5.5%

		%
10. How convenient would you say that parking is Downtown?	Very convenient	28.6%
	Somewhat convenient	46.3%
	Somewhat inconvenient	11.6%
	Very inconvenient	6.1%
	I don't know	6.8%
	Very/somewhat convenient	74.9%
Somewhat/very inconvenient	17.7%	

		%
11. How convenient would you say that hours of Downtown businesses are?	Very convenient	25.9%
	Somewhat convenient	37.4%
	Somewhat inconvenient	7.5%
	Very inconvenient	1.4%
	I don't know	27.2%
	Very/somewhat convenient	63.3%
	Somewhat/very inconvenient	8.9%

		%
12. Using a five point scale where a "5" means you feel very safe and a "1" means you do not feel safe at all, how safe would you say you feel in Downtown Rolla during the day? Of course, you can use any number between "1" and "5."	1 – Do not feel safe at all	1.4%
	2	1.4%
	3	0.7%
	4	19.0%
	5 – feel very safe	76.2%
	I don't know.	1.4%
	Total feel safe (4-5)	95.2%

		%
13. Using same scale, how safe would you say you feel in Downtown Rolla at night? Of course, you can use any number between "1" and "5."	1 – Do not feel safe at all	3.4%
	2	2.0%
	3	10.3%
	4	23.1%
	5 – feel very safe	42.2%
	I don't know.	18.4%
	Total feel safe (4-5)	65.3%

		%
14. What kinds of restaurants or entertainment opportunities would make you more likely to visit Downtown Rolla?	Family restaurants	42.9%
	Bands/live concerts/music	27.2%
	Sports bar and grill	25.2%
	Family events	24.5%
	Outdoor dining	23.1%
	Fine dining	21.1%
	More special events	20.4%
	Bars/nightlife	19.0%
	Activities for teenagers	9.5%
	Game room/arcade/pool room	8.2%
	Other	2.0%

		%
15. What kinds of businesses do you think would make you more likely to visit Downtown Rolla?	Ice cream shop	43.5%
	More shops (in general)	29.3%
	Antique shops	25.2%
	Women's clothing stores	23.1%
	Coffee shop	22.4%
	Shoe store	15.0%
	Art galleries/shops	15.0%
	Children's clothing stores	13.6%
	Computer/software shop	11.6%
	Florist shop	10.9%
	Specialty/upscale shops	10.9%
	Lodging/bed and breakfast	8.8%
	Convenience/grocery store	8.2%
	Professionals office, such as doctors, lawyers and accountants, etc.	4.8%
Other	4.0%	

		%
16. What other physical improvements do you think would make Downtown Rolla more appealing?	Renovation of historic buildings	49.0%
	More/better parking	28.6%
	More landscaping such as trees, shrubs or flowers	26.5%
	Murals	18.4%
	Better maintained buildings	17.7%
	Gateway monuments to define entrance points of Downtown	15.6%
	More green space	14.3%
	Change parallel parking to angle parking	12.9%
	Burying utility lines	10.9%
	More/better street lighting	10.9%
	Better way finding signage	8.2%
	New/better sidewalks	4.1%
Cleaner	0.7%	
Other	0.7%	

		%
17. Excluding lodging, how much money are you likely to spend in Downtown Rolla during this visit?	less than \$50	29.9%
	\$50 - \$99	27.9%
	\$100 - \$199	23.8%
	\$200 or more	6.8%
	Other/don't know	4.1%

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

	Yes (%)	No (%)	I don't know (%)
18e. Seeing live music	77.7%	14.9%	7.4%
18g. Fine dining	77.1%	16.9%	5.9%
18f. Walking/hiking	69.6%	25.2%	5.2%
18a. Retail/boutique shopping	56.0%	39.7%	4.3%
18d. Antique shopping	55.0%	37.5%	7.5%
18b. Biking	50.9%	45.4%	3.7%
18d. Golf	30.3%	62.3%	7.5%

	%	
19. In which of the following age groups are you?	18-34	36.7%
	35-49	22.4%
	50-64	27.9%
	65 or over	10.2%
	Other, don't know, refused	0.0%

	%	
20. Did any children under the age of 18 come with you Downtown today?	Yes	19.0%
	No	77.6%
	Other, don't know	0.0%

		%
21. Which category best describes your annual household income from 2009?	Under \$25,000	10.2%
	\$25,000 to \$49,999	10.9%
	\$50,000 to \$74,999	29.3%
	\$75,000 to \$99,999	22.4%
	\$100,000 plus	9.5%
	Other, don't know, refused	11.6%

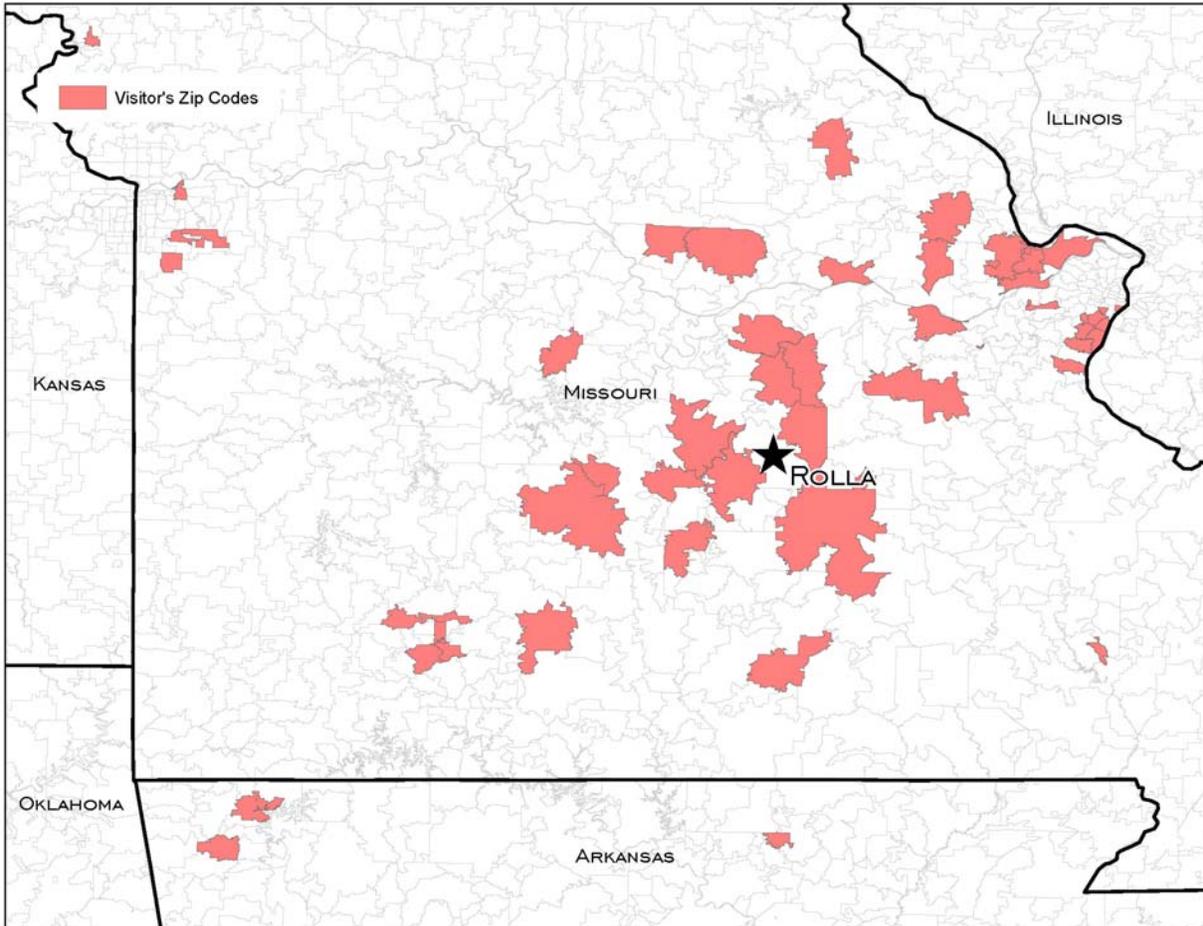
		%
22. Gender	Male	53.7%
	Female	42.9%

Respondent zip codes less than 75 miles from Rolla			
Zip code	City	State	Frequency
65559	St. James	MO	14
65550	Newburg	MO	5
65560	Salem	MO	5
65583	Waynesville	MO	5
65013	Belle	MO	3
65552	Plato	MO	3
65014	Bland	MO	2
65251	Fulton	MO	2
65459	Dixon	MO	2
65567	Hartville	MO	2
63080	Sullivan	MO	1
63090	Washington	MO	1
63390	Wright City	MO	1
65011	Barnett	MO	1
65042	High Point	MO	1
65051	Linn	MO	1
65201	Columbia	MO	1
65536	Lebanon	MO	1
65548	Mountain View	MO	1

Respondent zip codes greater than 75 miles from Rolla			
Zip code	City	State	Frequency
45320	Eaton	OH	5
63012	Barnhart	MO	5
63011	Ballwin	MO	4
63109	St. Louis	MO	4
61550	Morton	IL	3
63128	St. Louis	MO	3
60606	Chicago	IL	2
63073	St. Albans	MO	2
63101	St. Louis	MO	2
63118	St. Louis	MO	2
63304	St. Charles	MO	2
63368	O'Fallon	MO	2
63379	Troy	MO	2
63382	Vandalia	MO	2
64051	Independence	MO	2
64083	Raymore	MO	2
64506	St. Joseph	MO	2

Respondent zip codes greater than 75 miles from Rolla continued...			
Zip code	City	State	Frequency
	Country of Germany		2
65746	Seymour	MO	2
65802	Springfield	MO	2
65804	Springfield	MO	2
66861	Marion	KS	2
68803	Grand Island	NE	2
72022	Bryant	AR	2
72512	Horse Shoe Bend	AR	2
72756	Rogers	AR	2
80206	Denver	CO	2
68812	Amherst	NE	1
72762	Springdale	AR	1
80810	Cheyenne Wells	CO	1
98541	Elma	WA	1
16838	Grampian	PA	1
36265	Jacksonville	AL	1
37118	Milton	IN	1
37803	Maryville	TN	1
54944	Hortonville	WI	1
55434	Minneapolis	MN	1
60618	Chicago	IL	1
61234	Annawan	IL	1
63010	Arnold	MO	1
63123	St. Louis	MO	1
63125	St. Louis	MO	1
63126	St. Louis	MO	1
63129	St. Louis	MO	1
63301	St. Charles	MO	1
63367	Lake St. Louis	MO	1
63376	St. Peters	MO	1
63963	Van Buren	MO	1
64081	Lee's Summit	MO	1
64086	Lee's Summit	MO	1
65714	Nixa	MO	1
65721	Ozark	MO	1

The following illustration depicts a majority of the zip codes of the respondents' home addresses that participated in the Rolla visitor survey.



This Page Intentionally Left Blank

SECTION III

RESPONSES TO OPEN-ENDED QUESTIONS

Open-ended questions are opportunities for the respondent to fill in a blank and not just select a predetermined answer. There were seven such questions on the survey. Numbers in parentheses indicate the frequency of any multiple responses.

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

The Route 66 Summer Festival (27)
Bike/car show (9)
Meeting family (4)
Alex's (3)
Arts & Crafts / Homecoming (2)
Visiting MS&T (2)
Blue Beagle (2)
Dining (2)
Attending meeting with city staff and Downtown Business Owner
Girlfriend lives in town
Homecoming Class of 81
Homecoming Class of 86
Passing through
Buying sand for pool

5. Where are you staying overnight in Rolla?

Econolodge (4)
Super 8 (3)
Delta Sigma Phi (3)
Apartment-I am in Rolla for school
Drury Inn
Friend's house
Hampton Inn
Holiday Inn

6. How often do you visit Downtown Rolla?

Every Week (2)
2nd time in 54 years
Every day
I attend training here every couple of months
I have visited Rolla a handful of times.
Not often enough
Once each month
Once every 2 months

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

Dining (4)
Shopping (3)
MS&T or Frat Houses (3)
Car/bike show (4)

Festival (3)
Bars (2)
Family (2)
Business
Bunluque
Hair salon
Parade
Route 66 Trip
Show
Something to do while we drop kids off at camp
I work in Rolla, came down on lunch break

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

Railroad events (2)
Vegetarian dining options (2)
Outdoor seating (2)
More car shows
Any sort of social events
Live music
A coffee shop

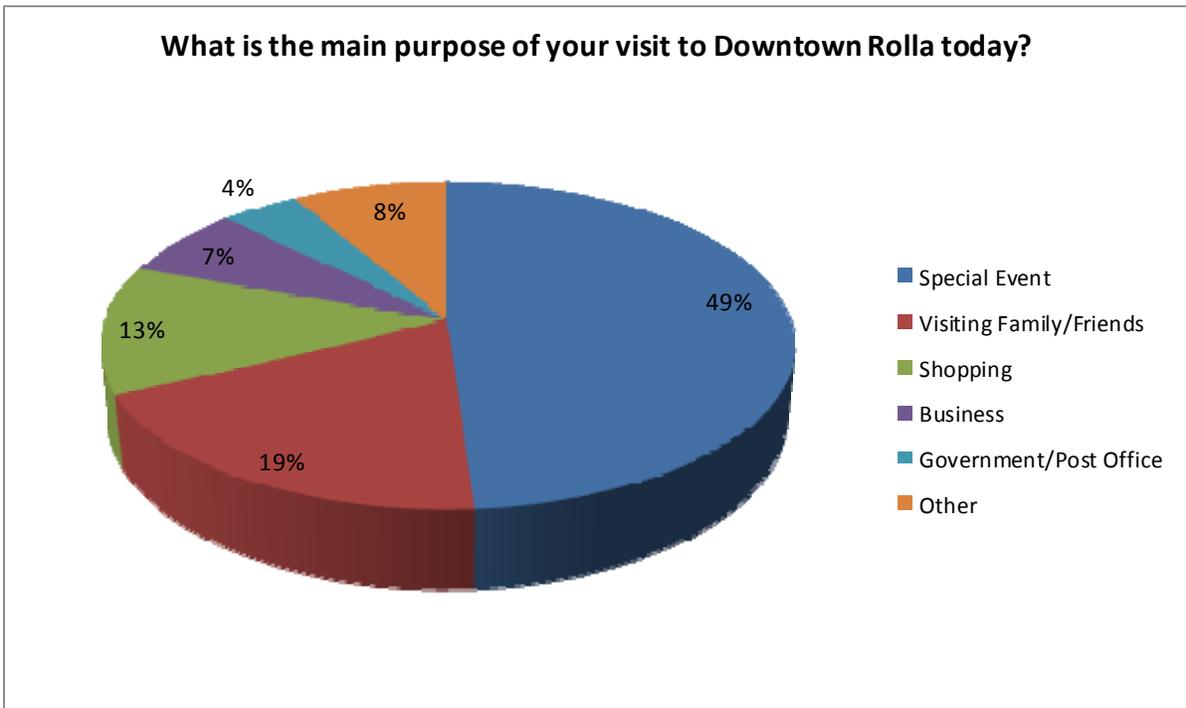
15. What kinds of businesses do you think would make you more likely to visit Downtown Rolla?

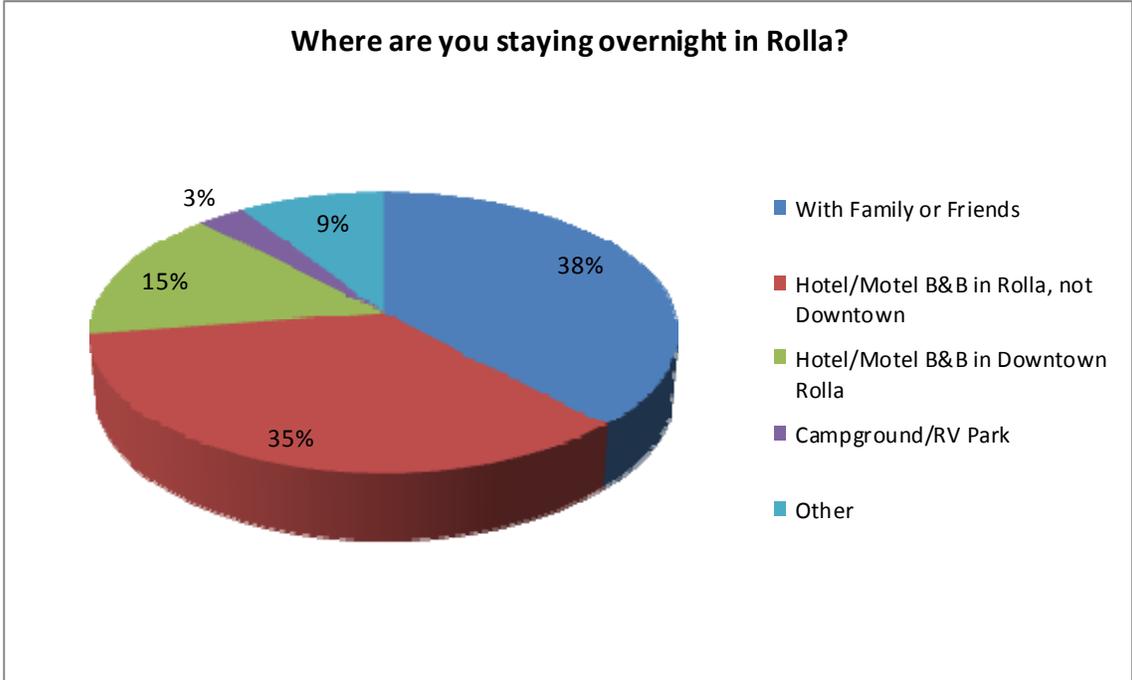
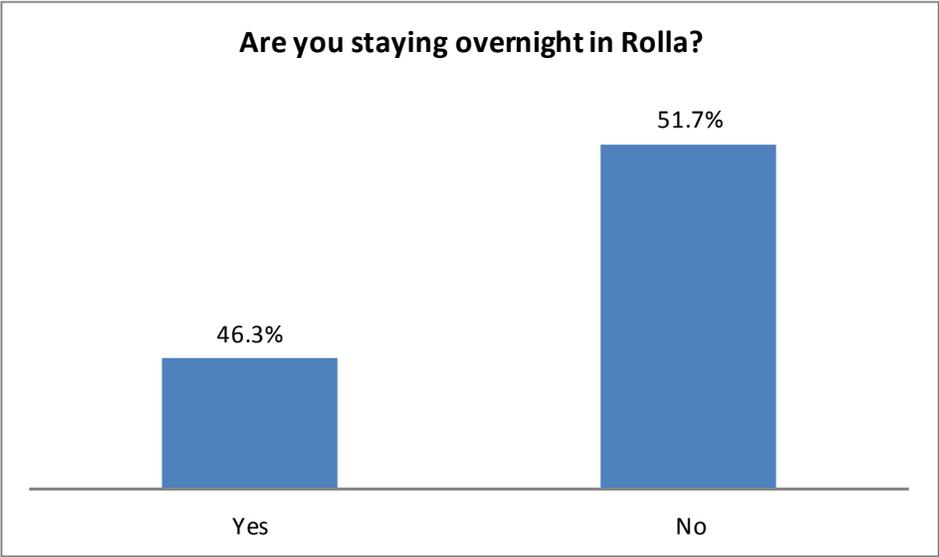
Ice cream shop (3)
Bakery (3)
Coffee shop/breakfast place (2)
Nature store
Health food store
Candles/incense store
Bars
Cowboy shops
Craft supply stores
Souvenirs

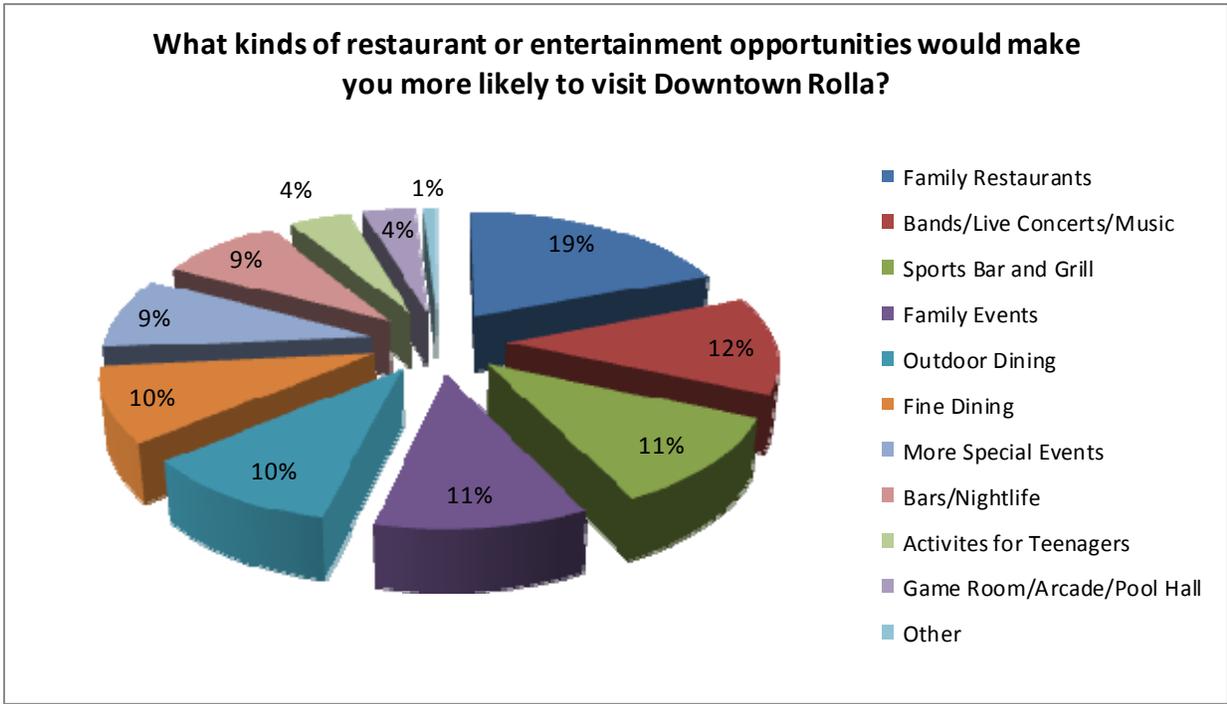
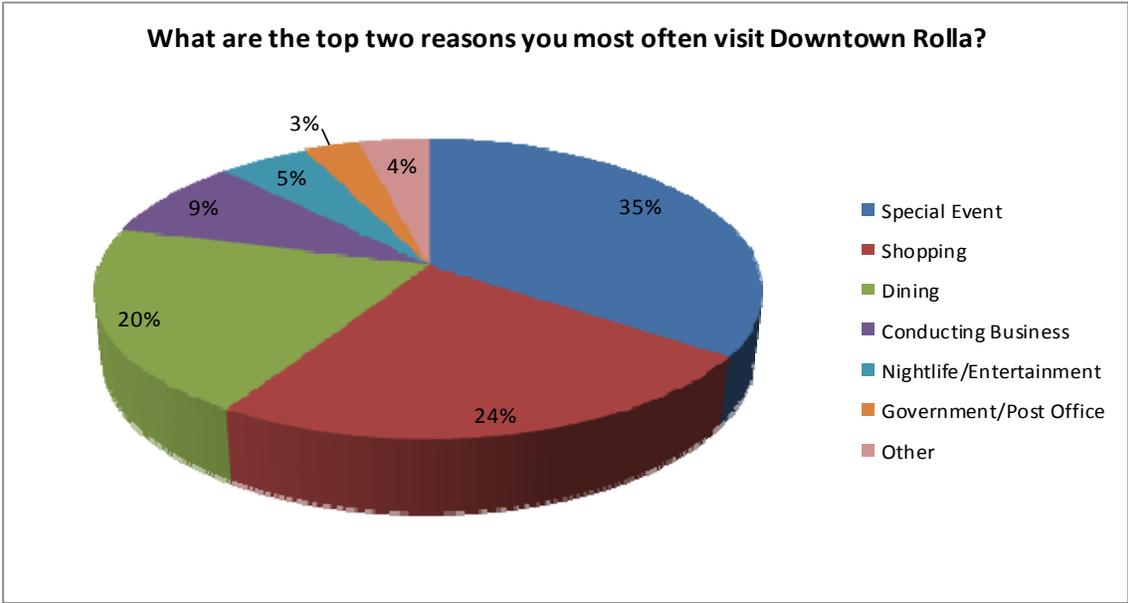
16. What other physical improvements do you think would make Downtown Rolla more appealing?

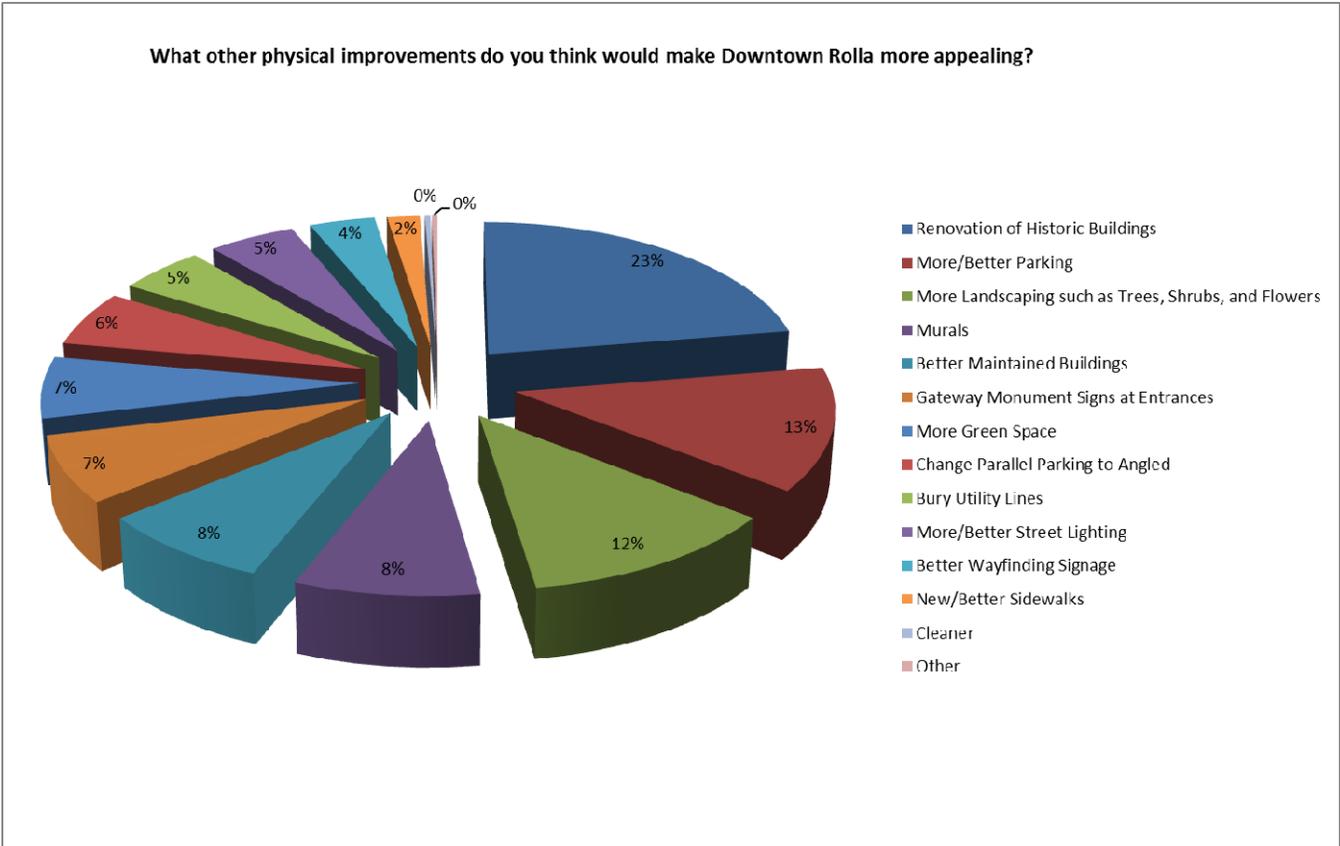
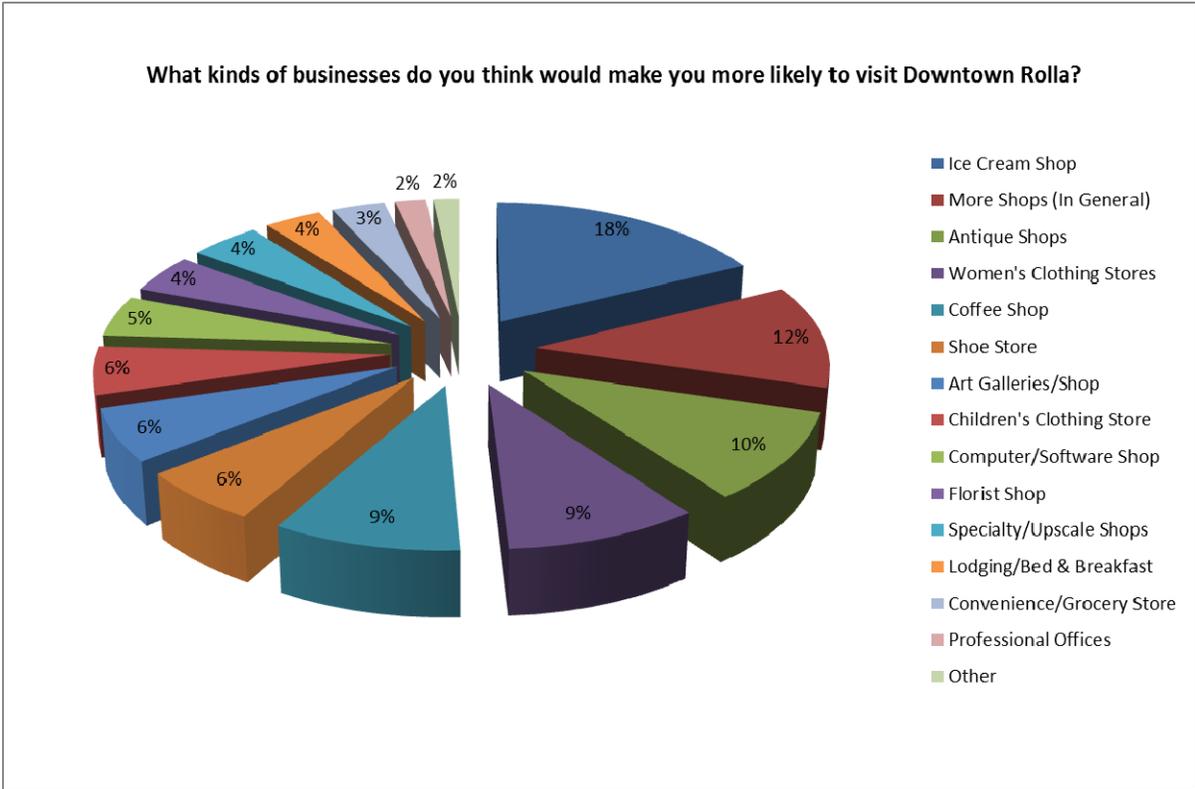
I think it is fine now
More benches
More Parking
Sidewalks are nice
Not murals

SECTION IV SELECTED CHARTS









SECTION V

QUESTIONNAIRE

Downtown Rolla Survey Visitor survey

1. What is your zip code?
(If respondent answers "65401," survey answers are not tabulated)

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

- | | |
|--|---|
| <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) |

Please specify

3. Are you staying overnight in Rolla?

- Yes
 No (SKIP to QUESTION 5)

4. Where are you staying overnight in Rolla?

- | | |
|---|---|
| <input type="checkbox"/> Hotel/motel/bed and breakfast in Downtown Rolla | <input type="checkbox"/> Campground/RV park |
| <input type="checkbox"/> Hotel/motel/bed and breakfast in Rolla area but not Downtown | <input type="checkbox"/> Other (Please specify) |
| <input type="checkbox"/> With family or friends | |

Please specify

5. Have you visited Downtown Rolla before today?

- Yes
 No (SKIP to QUESTION 7)

6. How often do you visit Downtown Rolla?

- | | |
|---|--|
| <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) |
| <input type="checkbox"/> One to five times per month | |

Please specify

7. On this visit to Rolla, 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) Outdoor recreation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Conducting business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Government/Post Office	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. What are the top two reasons you most often visit Downtown Rolla? (Please select up to two responses)

- | | |
|--|---|
| <input type="checkbox"/> Special event | <input type="checkbox"/> Outdoor recreation |
| <input type="checkbox"/> Shopping | <input type="checkbox"/> Conducting business |
| <input type="checkbox"/> Dining | <input type="checkbox"/> Government/Post Office |
| <input type="checkbox"/> Nightlife/entertainment | <input type="checkbox"/> Other (Please specify) |
- Please specify

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

- | | |
|---|---|
| <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 business 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. Using a five-point scale where "5" means you feel very safe and a "1" means you do not feel safe at all, how safe would you say you feel in Downtown Rolla during the day? Of course, you can use any number between "1" and "5."

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> 1-Do not feel safe at all | <input type="checkbox"/> 4 |
| <input type="checkbox"/> 2 | <input type="checkbox"/> 5-Very safe |
| <input type="checkbox"/> 3 | <input type="checkbox"/> I don't know |

13. Using the same scale, how safe would you say you feel in Downtown Rolla at night? Again, you can use any number between "1" and "5."

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> 1-Do not feel safe at all | <input type="checkbox"/> 4 |
| <input type="checkbox"/> 2 | <input type="checkbox"/> 5-Very safe |
| <input type="checkbox"/> 3 | <input type="checkbox"/> I don't know |

14. What kinds of restaurants or entertainment opportunities would make you more likely to visit Downtown Rolla? (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) |
| <input type="checkbox"/> Bands/live concerts/music | |

Please specify

15. What other kinds of businesses do you think would make you more likely to visit Downtown Rolla? (Please select up to two responses)

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

Please specify

16. What other physical improvements do you think would make Downtown Rolla more appealing? (Please select up to two responses)

- | | |
|--|---|
| <input type="checkbox"/> Renovation of historic buildings | <input type="checkbox"/> More/better parking |
| <input type="checkbox"/> Better maintained buildings | <input type="checkbox"/> New/better sidewalks |
| <input type="checkbox"/> More/better street lighting | <input type="checkbox"/> More landscaping such as trees, shrubs and flowers |
| <input type="checkbox"/> Better way finding signage | <input type="checkbox"/> More green space |
| <input type="checkbox"/> Gateway monuments to define entrance points of downtown | <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) |

Please specify

SECTION VI

CROSS TABULATION

This Page Intentionally Left Blank

		In which of the following age groups are you?				Did any children under the age of 18 come with you Downtown today?		Which category that best describes your annual household ...					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 Rolla?	Shopping	13.00%	10.0%	12.5%	13.3%	19.2%	10.7%	13.3%	6.2%	9.8%	25.8%	7.1%	6.6%	19.4%
	Visiting family/friends	14.80%	3.3%	27.5%	26.7%	15.4%	18.8%	26.7%	18.8%	4.9%	16.1%	21.4%	15.8%	21.0%
	Business	13.00%	0.0%	7.5%	0.0%	0.0%	8.9%	0.0%	6.2%	4.9%	19.4%	7.1%	9.2%	4.8%
	Special event	44.40%	73.3%	40.0%	53.3%	53.8%	49.1%	53.3%	56.2%	61.0%	35.5%	50.0%	51.3%	46.8%
	Government/Post Office	7.40%	0.0%	5.0%	0.0%	0.0%	5.4%	0.0%	0.0%	14.6%	0.0%	0.0%	7.9%	0.0%
	Other (Please specify)	7.40%	13.3%	7.5%	6.7%	11.5%	7.1%	6.7%	12.5%	4.9%	3.2%	14.3%	9.2%	8.1%
		In which of the following age groups are you?				Did any children under the age of 18 come with you Downtown today?		Which category that best describes your annual household ...					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 Rolla?	Yes	56.6%	40.6%	36.6%	50.0%	35.7%	50.5%	50.0%	37.5%	25.6%	48.5%	64.3%	51.3%	41.0%
	No (SKIP to QUESTION 5)	43.4%	59.4%	63.4%	50.0%	64.3%	49.5%	50.0%	62.5%	74.4%	51.5%	35.7%	48.7%	59.0%
		In which of the following age groups are you?				Did any children under the age of 18 come with you Downtown today?		Which category that best describes your annual household ...					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 Rolla?	Hotel/motel/bed and breakfast in Downtown Rolla	13.3%	0.0%	15.4%	42.9%	20.0%	14.8%	0.0%	16.7%	9.1%	31.2%	0.0%	12.8%	20.8%
	Hotel/motel/bed and breakfast in Rolla area but not Downtown	20.0%	69.2%	30.8%	28.6%	50.0%	29.6%	0.0%	0.0%	36.4%	50.0%	75.0%	35.9%	29.2%
	With family or friends	53.3%	23.1%	30.8%	28.6%	20.0%	42.6%	57.1%	66.7%	36.4%	12.5%	12.5%	35.9%	41.7%
	Campground/RV park	0.0%	0.0%	15.4%	0.0%	0.0%	3.7%	0.0%	0.0%	18.2%	0.0%	0.0%	5.1%	0.0%
	Other (Please specify)	13.3%	7.7%	7.7%	0.0%	10.0%	9.3%	42.9%	16.7%	0.0%	6.2%	12.5%	10.3%	8.3%
		In which of the following age groups are you?				Did any children under the age of 18 come with you Downtown today?		Which category that best describes your annual household ...					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 Rolla before today?	Yes	88.9%	84.4%	72.5%	73.3%	92.9%	77.7%	73.3%	87.5%	88.4%	84.4%	64.3%	81.0%	80.3%
	No (SKIP to QUESTION 7)	11.1%	15.6%	27.5%	26.7%	7.1%	22.3%	26.7%	12.5%	11.6%	15.6%	35.7%	19.0%	19.7%
		In which of the following age groups are you?				Did any children under the age of 18 come with you Downtown today?		Which category that best describes your annual household ...					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 Rolla?	Once a year or less	14.9%	22.2%	31.0%	63.6%	11.5%	30.2%	10.0%	21.4%	21.6%	28.6%	44.4%	25.0%	27.1%
	More than once a year but less than once a month	29.8%	48.1%	24.1%	27.3%	53.8%	25.6%	10.0%	50.0%	32.4%	39.3%	33.3%	37.5%	27.1%
	One to five times per month	23.4%	22.2%	24.1%	9.1%	23.1%	20.9%	30.0%	7.1%	32.4%	14.3%	0.0%	20.3%	22.9%
	More than 5 times a month	21.3%	3.7%	17.2%	0.0%	7.7%	16.3%	40.0%	21.4%	10.8%	10.7%	11.1%	14.1%	14.6%
	Other (Please specify)	10.6%	3.7%	3.4%	0.0%	3.8%	7.0%	10.0%	0.0%	2.7%	7.1%	11.1%	3.1%	8.3%

		In which of the following age groups are you?				Did any children under the age of 18 come with you Downtown today?		Which category that best describes your annual household ...					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 Rolla, which of these activities do you plan to do specifically in the Downtown area?														
7a) Special event	Yes	70.2%	90.6%	80.0%	92.3%	92.6%	77.0%	57.1%	85.7%	85.0%	75.9%	100.0%	74.6%	87.3%
	No	25.5%	6.2%	8.6%	0.0%	3.7%	16.0%	14.3%	14.3%	10.0%	20.7%	0.0%	16.9%	9.1%
	I don't know	4.3%	3.1%	11.4%	7.7%	3.7%	7.0%	28.6%	0.0%	5.0%	3.4%	0.0%	8.5%	3.6%
7b) Shopping	Yes	48.0%	75.0%	68.8%	100.0%	56.5%	64.8%	46.2%	50.0%	62.5%	88.0%	81.8%	53.1%	75.0%
	No	36.0%	20.8%	18.8%	0.0%	21.7%	26.4%	30.8%	21.4%	25.0%	12.0%	18.2%	34.4%	14.6%
	I don't know	16.0%	4.2%	12.5%	0.0%	21.7%	8.8%	23.1%	28.6%	12.5%	0.0%	0.0%	12.5%	10.4%
7c) Dining	Yes	66.7%	85.2%	66.7%	90.9%	77.8%	72.2%	64.3%	50.0%	77.1%	71.4%	90.0%	80.3%	63.3%
	No	27.1%	11.1%	26.7%	9.1%	18.5%	22.2%	14.3%	33.3%	22.9%	25.0%	10.0%	15.2%	30.6%
	I don't know	6.2%	3.7%	6.7%	0.0%	3.7%	5.6%	21.4%	16.7%	0.0%	3.6%	0.0%	4.5%	6.1%
7d) Nightlife/entertainment	Yes	38.3%	18.2%	13.6%	33.3%	19.0%	29.2%	41.7%	10.0%	21.4%	30.4%	12.5%	36.1%	12.1%
	No	48.9%	77.3%	68.2%	66.7%	66.7%	59.7%	33.3%	50.0%	71.4%	69.6%	87.5%	52.5%	75.8%
	I don't know	12.8%	4.5%	18.2%	0.0%	14.3%	11.1%	25.0%	40.0%	7.1%	0.0%	0.0%	11.5%	12.1%
7e) Outdoor recreation	Yes	47.8%	31.8%	22.7%	66.7%	45.5%	38.7%	46.2%	54.5%	50.0%	14.3%	0.0%	40.3%	40.0%
	No	45.7%	59.1%	54.5%	33.3%	40.9%	52.0%	30.8%	27.3%	39.3%	81.0%	100.0%	51.6%	45.7%
	I don't know	6.5%	9.1%	22.7%	0.0%	13.6%	9.3%	23.1%	18.2%	10.7%	4.8%	0.0%	8.1%	14.3%
7f) Conducting business	Yes	42.0%	14.3%	22.7%	0.0%	22.7%	31.9%	25.0%	10.0%	39.3%	36.4%	20.0%	36.7%	20.0%
	No	54.0%	85.7%	59.1%	100.0%	77.3%	59.7%	58.3%	70.0%	53.6%	63.6%	80.0%	56.7%	74.3%
	I don't know	4.0%	0.0%	18.2%	0.0%	0.0%	8.3%	16.7%	20.0%	7.1%	0.0%	0.0%	6.7%	5.7%
7g) Government/Post Office	Yes	19.6%	0.0%	10.5%	0.0%	10.5%	13.6%	0.0%	0.0%	21.7%	22.2%	11.1%	14.8%	9.7%
	No	76.1%	100.0%	68.4%	100.0%	89.5%	77.3%	83.3%	80.0%	69.6%	77.8%	88.9%	77.8%	83.9%
	I don't know	4.3%	0.0%	21.1%	0.0%	0.0%	9.1%	16.7%	20.0%	8.7%	0.0%	0.0%	7.4%	6.5%
8. What are the top two reasons you most often visit Downtown Rolla?														
	Special event	48.1%	72.7%	64.1%	84.6%	71.4%	60.0%	53.3%	71.4%	65.1%	63.6%	50.0%	67.5%	54.1%
	Shopping	46.3%	45.5%	38.5%	46.2%	46.4%	42.7%	40.0%	57.1%	51.2%	48.5%	21.4%	31.2%	60.7%
	Dining	25.9%	54.5%	33.3%	38.5%	42.9%	33.6%	20.0%	42.9%	37.2%	30.3%	50.0%	32.5%	37.7%
	Nightlife/entertainment	18.5%	6.1%	2.6%	0.0%	7.1%	10.0%	20.0%	0.0%	9.3%	3.0%	0.0%	14.3%	3.3%
	Outdoor recreation	3.7%	6.1%	15.4%	7.7%	10.7%	7.3%	13.3%	7.1%	4.7%	6.1%	14.3%	13.0%	1.6%
	Conducting business	22.2%	15.2%	12.8%	0.0%	17.9%	15.5%	0.0%	7.1%	16.3%	27.3%	14.3%	19.5%	11.5%
	Government/Post Office	9.3%	0.0%	7.7%	0.0%	0.0%	7.3%	6.7%	0.0%	4.7%	6.1%	7.1%	5.2%	6.6%
	Other	3.7%	6.1%	10.3%	0.0%	10.7%	4.5%	13.3%	0.0%	2.3%	0.0%	28.6%	5.2%	6.6%

		In which of the following age groups are you?				Did any children under the age of 18 come with you Downtown today?		Which category that best describes your annual household ...					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
9. How easy would you say it is to find your way to and around Downtown Rolla?	Very easy	53.7%	51.5%	65.9%	53.3%	60.7%	55.3%	53.3%	37.5%	62.8%	54.5%	85.7%	57.0%	55.6%
	Somewhat easy	38.9%	39.4%	24.4%	33.3%	32.1%	35.1%	46.7%	50.0%	30.2%	33.3%	14.3%	34.2%	34.9%
	Very/somewhat easy	92.6%	90.9%	90.2%	86.7%	92.9%	90.4%	100.0%	87.5%	93.0%	87.9%	100.0%	91.1%	90.5%
	Somewhat difficult	7.4%	6.1%	0.0%	6.7%	3.6%	5.3%	0.0%	0.0%	7.0%	6.1%	0.0%	7.6%	1.6%
	Very difficult	0.0%	3.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
	Very/somewhat difficult	7.4%	9.1%	0.0%	6.7%	7.1%	5.3%	0.0%	0.0%	7.0%	6.1%	0.0%	7.6%	3.2%
	I don't know	0.0%	0.0%	9.8%	6.7%	0.0%	4.4%	0.0%	12.5%	0.0%	6.1%	0.0%	1.3%	6.3%
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	
10. How convenient would you say that parking is Downtown?	Very convenient	22.2%	40.6%	31.7%	26.7%	25.0%	30.1%	13.3%	26.7%	39.5%	24.2%	42.9%	35.4%	21.0%
	Somewhat convenient	44.4%	46.9%	43.9%	53.3%	64.3%	41.6%	60.0%	40.0%	51.2%	42.4%	28.6%	39.2%	54.8%
	Very/somewhat convenient	66.7%	87.5%	75.6%	80.0%	89.3%	71.7%	73.3%	66.7%	90.7%	66.7%	71.4%	74.7%	75.8%
	Somewhat inconvenient	13.0%	6.2%	14.6%	6.7%	3.6%	13.3%	6.7%	13.3%	2.3%	21.2%	7.1%	13.9%	8.1%
	Very inconvenient	13.0%	6.2%	0.0%	0.0%	7.1%	6.2%	6.7%	0.0%	7.0%	6.1%	7.1%	5.1%	8.1%
	Very/somewhat inconvenient	25.9%	12.5%	14.6%	6.7%	10.7%	19.5%	13.3%	13.3%	9.3%	27.3%	14.3%	19.0%	16.1%
	I don't know	7.4%	0.0%	9.8%	13.3%	0.0%	8.8%	13.3%	20.0%	0.0%	6.1%	14.3%	6.3%	8.1%
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	
11. How convenient would you say that the business hours of Downtown businesses are?	Very convenient	24.1%	21.2%	31.7%	14.3%	17.9%	25.7%	13.3%	25.0%	30.2%	31.2%	14.3%	26.6%	22.6%
	Somewhat convenient	44.4%	36.4%	36.6%	21.4%	50.0%	35.4%	46.7%	37.5%	30.2%	43.8%	35.7%	36.7%	38.7%
	Very/somewhat convenient	68.5%	57.6%	68.3%	35.7%	67.9%	61.1%	60.0%	62.5%	60.5%	75.0%	50.0%	63.3%	61.3%
	Somewhat inconvenient	9.3%	12.1%	2.4%	7.1%	10.7%	7.1%	0.0%	0.0%	14.0%	15.6%	0.0%	7.6%	8.1%
	Very inconvenient	3.7%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	7.1%	1.3%	1.6%
	Very/somewhat inconvenient	13.0%	12.1%	2.4%	7.1%	10.7%	8.8%	0.0%	0.0%	14.0%	15.6%	7.1%	8.9%	9.7%
	I don't know	18.5%	30.3%	29.3%	57.1%	21.4%	30.1%	40.0%	37.5%	25.6%	9.4%	42.9%	27.8%	29.0%
		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. Using a five-point scale where 5 means you feel very safe and a "1" means you do not feel safe at all, how safe would you say you feel in Downtown Rolla during the day? Of course, you can use any number between "1" and "5."	1-Do not feel safe at all	0.0%	0.0%	4.9%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	6.1%	0.0%	2.5%	0.0%
	2	3.7%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	6.1%	0.0%	2.5%	0.0%
	3	0.0%	0.0%	0.0%	6.7%	0.0%	0.9%	6.7%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%
	4	24.1%	6.1%	19.5%	13.3%	17.9%	17.5%	6.7%	12.5%	11.6%	24.2%	14.3%	25.3%	7.9%
	5-Very safe	70.4%	93.9%	75.6%	73.3%	82.1%	76.3%	80.0%	87.5%	88.4%	63.6%	85.7%	65.8%	92.1%
	I don't know	1.9%	0.0%	0.0%	6.7%	0.0%	1.8%	6.7%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%

		In which of the following age groups are you?				Did any children under the age of 18 come with you Downtown today?		Which category that best describes your annual household ...					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. Using the same scale, how safe would you say you feel in Downtown Rolla at night? Of course, you can use any number between "1" and "5."	1-Do not feel safe at all	5.6%	0.0%	5.0%	0.0%	0.0%	4.4%	6.7%	0.0%	0.0%	12.5%	0.0%	6.4%	0.0%
	2	3.7%	0.0%	0.0%	6.7%	0.0%	2.6%	13.3%	0.0%	2.3%	0.0%	0.0%	3.8%	0.0%
	3	14.8%	6.1%	10.0%	6.7%	10.7%	10.5%	13.3%	12.5%	9.3%	9.4%	7.1%	7.7%	14.3%
	4	29.6%	18.2%	12.5%	20.0%	17.9%	21.9%	26.7%	6.2%	18.6%	18.8%	14.3%	28.2%	14.3%
	5-Very safe	40.7%	39.4%	52.5%	40.0%	53.6%	41.2%	33.3%	56.2%	48.8%	50.0%	28.6%	38.5%	47.6%
	I don't know	5.6%	36.4%	20.0%	26.7%	17.9%	19.3%	6.7%	25.0%	20.9%	9.4%	50.0%	15.4%	23.8%
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
14. What kinds of restaurants or entertainment opportunities would make you more likely to visit Downtown Rolla?	Family restaurants	27.8%	39.4%	63.9%	83.3%	57.1%	41.5%	14.3%	56.2%	45.2%	60.0%	16.7%	36.0%	55.9%
	Fine dining	9.3%	42.4%	33.3%	0.0%	25.0%	22.6%	21.4%	6.2%	31.0%	26.7%	33.3%	18.7%	27.1%
	Outdoor dining	13.0%	33.3%	38.9%	16.7%	42.9%	19.8%	21.4%	25.0%	23.8%	30.0%	41.7%	16.0%	35.6%
	Sports bar and grill	33.3%	27.3%	19.4%	8.3%	32.1%	23.6%	42.9%	12.5%	19.0%	26.7%	50.0%	26.7%	22.0%
	More special events	13.0%	39.4%	22.2%	16.7%	42.9%	17.0%	7.1%	37.5%	31.0%	16.7%	0.0%	20.0%	23.7%
	Bands/live concerts/music	33.3%	36.4%	19.4%	16.7%	42.9%	26.4%	42.9%	6.2%	38.1%	30.0%	25.0%	29.3%	28.8%
	Bars/night life	31.5%	21.2%	11.1%	0.0%	17.9%	21.7%	50.0%	6.2%	21.4%	16.7%	33.3%	29.3%	8.5%
	Game room/arcade/pool room	13.0%	3.0%	11.1%	0.0%	7.1%	9.4%	35.7%	0.0%	14.3%	3.3%	0.0%	12.0%	5.1%
	Family events	22.2%	33.3%	27.8%	25.0%	60.7%	17.9%	0.0%	25.0%	26.2%	40.0%	8.3%	17.3%	37.3%
	Activities for teenagers	14.8%	9.1%	8.3%	0.0%	14.3%	9.4%	0.0%	12.5%	9.5%	13.3%	0.0%	13.3%	6.8%
	Other	0.0%	3.0%	0.0%	16.7%	3.6%	1.9%	0.0%	0.0%	0.0%	6.7%	0.0%	2.7%	1.7%
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
15. What other kinds of businesses do you think would make you more likely to visit Downtown Rolla?	Women's clothing stores	14.8%	32.3%	38.9%	22.2%	40.7%	22.5%	0.0%	33.3%	34.1%	31.2%	27.3%	7.0%	47.5%
	Florist Shop	9.3%	12.9%	16.7%	11.1%	25.9%	8.8%	21.4%	0.0%	12.2%	25.0%	0.0%	9.9%	13.6%
	Children's clothing stores	9.3%	25.8%	16.7%	0.0%	33.3%	9.8%	0.0%	6.7%	22.0%	18.8%	9.1%	7.0%	23.7%
	Shoe store	11.1%	32.3%	8.3%	22.2%	37.0%	11.8%	0.0%	6.7%	19.5%	15.6%	9.1%	14.1%	18.6%
	More shops (in general)	24.1%	38.7%	36.1%	33.3%	51.9%	26.5%	21.4%	53.3%	46.3%	15.6%	36.4%	29.6%	32.2%
	Specialty/upscale shops	11.1%	12.9%	8.3%	11.1%	22.2%	7.8%	0.0%	13.3%	17.1%	12.5%	9.1%	5.6%	15.3%
	Antique shops	9.3%	45.2%	36.1%	55.6%	29.6%	26.5%	0.0%	20.0%	39.0%	21.9%	63.6%	28.2%	27.1%
	Computer/Software shop	18.5%	9.7%	11.1%	0.0%	14.8%	12.7%	28.6%	0.0%	9.8%	18.8%	0.0%	18.3%	5.1%
	Art galleries/shops	13.0%	32.3%	11.1%	11.1%	29.6%	13.7%	14.3%	6.7%	29.3%	12.5%	9.1%	15.5%	16.9%
	Ice cream shop	46.3%	64.5%	41.7%	44.4%	44.4%	50.0%	64.3%	46.7%	43.9%	53.1%	36.4%	47.9%	49.2%
	Coffee shop	20.4%	35.5%	19.4%	44.4%	37.0%	21.6%	42.9%	33.3%	29.3%	18.8%	9.1%	23.9%	25.4%
	Convenience/grocery store	3.7%	12.9%	16.7%	0.0%	22.2%	5.9%	7.1%	0.0%	9.8%	15.6%	18.2%	15.5%	1.7%
	Lodging/bed and breakfast	7.4%	19.4%	0.0%	22.2%	14.8%	8.8%	0.0%	0.0%	9.8%	12.5%	18.2%	9.9%	8.5%
	Professionals offices, such as doctor	1.9%	9.7%	8.3%	0.0%	18.5%	2.0%	0.0%	6.7%	4.9%	12.5%	0.0%	5.6%	3.4%
Other	5.6%	6.5%	2.8%	0.0%	7.4%	3.9%	0.0%	0.0%	4.9%	9.4%	0.0%	4.2%	5.1%	

		In which of the following age groups are you?				Did any children under the age of 18 come with you Downtown today?		Which category that best describes your annual household ...					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
16. What other physical improvements do you think would make downtown Rolla more appealing?	Renovation of historic buildings	39.2%	65.6%	68.6%	77.8%	69.2%	54.0%	21.4%	78.6%	64.1%	61.3%	63.6%	52.1%	60.7%
	Better maintained buildings	21.6%	21.9%	20.0%	11.1%	26.9%	19.0%	35.7%	7.1%	15.4%	32.3%	18.2%	16.9%	23.2%
	More/better street lighting	11.8%	15.6%	11.4%	11.1%	15.4%	12.0%	7.1%	7.1%	15.4%	9.7%	9.1%	12.7%	10.7%
	Better way finding signage	5.9%	9.4%	11.4%	22.2%	11.5%	9.0%	14.3%	14.3%	7.7%	12.9%	0.0%	7.0%	10.7%
	Gateway monuments to define entrance points of downtown	9.8%	15.6%	28.6%	0.0%	26.9%	14.0%	7.1%	28.6%	15.4%	16.1%	9.1%	14.1%	17.9%
	Cleaner	0.0%	3.1%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	1.8%
	Change parallel parking to angle parking	13.7%	18.8%	14.3%	11.1%	23.1%	12.0%	14.3%	7.1%	20.5%	9.7%	18.2%	8.5%	21.4%
	More/better parking	39.2%	34.4%	25.7%	22.2%	26.9%	34.0%	57.1%	50.0%	25.6%	19.4%	27.3%	33.8%	30.4%
	New/better sidewalks	7.8%	3.1%	0.0%	11.1%	7.7%	4.0%	21.4%	0.0%	2.6%	6.5%	0.0%	7.0%	1.8%
	More landscaping such as trees, shrubs and flowers	15.7%	56.2%	28.6%	22.2%	50.0%	26.0%	14.3%	14.3%	46.2%	32.3%	36.4%	29.6%	30.4%
	More green space	13.7%	25.0%	11.4%	22.2%	26.9%	14.0%	0.0%	14.3%	25.6%	22.6%	0.0%	16.9%	14.3%
	Murals	13.7%	28.1%	20.0%	33.3%	38.5%	17.0%	14.3%	14.3%	35.9%	9.7%	18.2%	19.7%	21.4%
Burying utility lines	9.8%	25.0%	5.7%	11.1%	30.8%	8.0%	0.0%	0.0%	25.6%	16.1%	0.0%	14.1%	8.9%	
Other	0.0%	3.1%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	2.6%	0.0%	0.0%	1.4%	0.0%	
17. Excluding lodging, how much money are you likely to spend in Downtown Rolla during this visit?	less than \$50	47.2%	30.3%	11.1%	27.3%	10.7%	37.5%	75.0%	28.6%	30.2%	3.1%	41.7%	35.1%	25.9%
	\$50 - \$99	30.2%	18.2%	44.4%	18.2%	42.9%	26.9%	16.7%	50.0%	20.9%	40.6%	50.0%	29.7%	32.8%
	\$100 - \$199	18.9%	36.4%	27.8%	27.3%	32.1%	24.0%	0.0%	7.1%	39.5%	40.6%	8.3%	27.0%	24.1%
	\$200 or more	1.9%	6.1%	16.7%	9.1%	7.1%	7.7%	8.3%	7.1%	7.0%	9.4%	0.0%	5.4%	10.3%
	Other/don't know	1.9%	9.1%	0.0%	18.2%	7.1%	3.8%	0.0%	7.1%	2.3%	6.2%	0.0%	2.7%	6.9%

		In which of the following age groups are you?				Did any children under the age of 18 come with you Downtown today?		Which category that best describes your annual household ...					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. Please indicate which of the following are hobbies of yours?														
18a) Retail/boutique shopping	Yes	42.0%	75.9%	56.7%	66.7%	87.0%	47.8%	26.7%	46.2%	63.9%	60.7%	91.7%	33.9%	82.7%
	No	52.0%	24.1%	36.7%	33.3%	13.0%	46.7%	40.0%	53.8%	36.1%	39.3%	8.3%	61.3%	13.5%
	I don't know	6.0%	0.0%	6.7%	0.0%	0.0%	5.4%	33.3%	0.0%	0.0%	0.0%	0.0%	4.8%	3.8%
18b) Biking	Yes	54.7%	52.0%	50.0%	0.0%	60.9%	48.8%	28.6%	54.5%	50.0%	58.3%	70.0%	60.9%	35.7%
	No	41.5%	48.0%	42.3%	100.0%	39.1%	46.4%	42.9%	45.5%	50.0%	41.7%	30.0%	35.9%	59.5%
	I don't know	3.8%	0.0%	7.7%	0.0%	0.0%	4.8%	28.6%	0.0%	0.0%	0.0%	0.0%	3.1%	4.8%
18c) Antique shopping	Yes	26.0%	78.6%	71.9%	77.8%	69.2%	50.5%	13.3%	41.7%	72.5%	55.6%	90.9%	38.8%	76.5%
	No	66.0%	17.9%	15.6%	22.2%	23.1%	41.9%	53.3%	50.0%	22.5%	44.4%	9.1%	52.2%	17.6%
	I don't know	8.0%	3.6%	12.5%	0.0%	7.7%	7.5%	33.3%	8.3%	5.0%	0.0%	0.0%	9.0%	5.9%
18d) Golf	Yes	28.8%	18.2%	40.7%	50.0%	35.0%	29.4%	21.4%	20.0%	34.4%	30.4%	41.7%	38.1%	19.0%
	No	63.5%	81.8%	44.4%	50.0%	65.0%	61.2%	50.0%	80.0%	59.4%	69.6%	58.3%	52.4%	76.2%
	I don't know	7.7%	0.0%	14.8%	0.0%	0.0%	9.4%	28.6%	0.0%	6.2%	0.0%	0.0%	9.5%	4.8%
18e) Seeing live music	Yes	73.6%	88.9%	77.4%	66.7%	87.5%	76.0%	46.7%	83.3%	87.2%	73.1%	90.0%	81.7%	70.8%
	No	22.6%	3.7%	6.5%	33.3%	12.5%	15.6%	26.7%	16.7%	2.6%	26.9%	0.0%	11.3%	20.8%
	I don't know	3.8%	7.4%	16.1%	0.0%	0.0%	8.3%	26.7%	0.0%	10.3%	0.0%	10.0%	7.0%	8.3%
18f) Walking/hiking	Yes	70.6%	75.0%	69.0%	50.0%	80.0%	66.3%	57.1%	69.2%	71.4%	60.0%	90.0%	63.5%	76.0%
	No	25.5%	25.0%	17.2%	50.0%	20.0%	27.0%	14.3%	30.8%	22.9%	40.0%	10.0%	30.2%	20.0%
	I don't know	3.9%	0.0%	13.8%	0.0%	0.0%	6.7%	28.6%	0.0%	5.7%	0.0%	0.0%	6.3%	4.0%
18g) Fine dining	Yes	68.0%	80.8%	84.8%	87.5%	72.0%	78.3%	46.7%	66.7%	77.1%	84.4%	91.7%	73.1%	81.6%
	No	28.0%	15.4%	3.0%	12.5%	28.0%	14.1%	26.7%	33.3%	14.3%	15.6%	8.3%	19.4%	14.3%
	I don't know	4.0%	3.8%	12.1%	0.0%	0.0%	7.6%	26.7%	0.0%	8.6%	0.0%	0.0%	7.5%	4.1%
19. In which of the following age groups are you?														
		In which of the following age groups are you?				Did any children under the age of 18 come with you Downtown today?		Which category that best describes your annual household ...					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	100.0%	0.0%	0.0%	0.0%	28.6%	40.7%	73.3%	43.8%	30.2%	27.3%	21.4%	44.3%	30.6%
	35-49	0.0%	100.0%	0.0%	0.0%	53.6%	15.0%	0.0%	18.8%	39.5%	18.2%	28.6%	19.0%	25.8%
	50-64	0.0%	0.0%	100.0%	0.0%	17.9%	31.0%	20.0%	18.8%	23.3%	42.4%	50.0%	21.5%	38.7%
	65 or over	0.0%	0.0%	0.0%	100.0%	0.0%	13.3%	6.7%	18.8%	7.0%	12.1%	0.0%	15.2%	4.8%
	Other, dont 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%
20. Did any children under the age of 18 come with you Downto...														
		In which of the following age groups are you?				Did any children under the age of 18 come with you Downtown today?		Which category that best describes your annual household ...					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	14.8%	46.9%	12.5%	0.0%	100.0%	0.0%	0.0%	25.0%	26.2%	25.0%	21.4%	11.5%	29.0%
	No	85.2%	53.1%	87.5%	100.0%	0.0%	100.0%	100.0%	75.0%	73.8%	75.0%	78.6%	88.5%	71.0%
	Other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

		In which of the following age groups are you?				Did any children under the age of 18 come with you Downtown today?		Which category that best describes your annual household ...					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
21. Which category that best describes your annual household income from 2009?	Under \$25,000	20.8%	0.0%	7.7%	7.7%	0.0%	13.9%	100.0%	0.0%	0.0%	0.0%	0.0%	13.2%	8.3%
	\$25,000 to \$49,999	13.2%	9.1%	7.7%	23.1%	14.3%	11.1%	0.0%	100.0%	0.0%	0.0%	0.0%	10.5%	13.3%
	\$50,000 to \$74,999	24.5%	51.5%	25.6%	23.1%	39.3%	28.7%	0.0%	0.0%	100.0%	0.0%	0.0%	28.9%	33.3%
	\$75,000 to \$99,999	17.0%	18.2%	35.9%	30.8%	28.6%	22.2%	0.0%	0.0%	0.0%	100.0%	0.0%	23.7%	23.3%
	\$100,000 plus	5.7%	12.1%	17.9%	0.0%	10.7%	10.2%	0.0%	0.0%	0.0%	0.0%	100.0%	9.2%	11.7%
	Other, dont know, refused	18.9%	9.1%	5.1%	15.4%	7.1%	13.9%	0.0%	0.0%	0.0%	0.0%	0.0%	14.5%	10.0%
		In which of the following age groups are you?				Did any children under the age of 18 come with you Downtown today?		Which category that best describes your annual household ...					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
22. Gender	Male	64.8%	48.4%	41.5%	80.0%	33.3%	61.1%	66.7%	50.0%	52.4%	56.2%	50.0%	100.0%	0.0%
	Female	35.2%	51.6%	58.5%	20.0%	66.7%	38.9%	33.3%	50.0%	47.6%	43.8%	50.0%	0.0%	100.0%