

# VISITOR SURVEY REPORT

FINAL SURVEY  
FINDINGS & RESULTS

Lamar, Missouri





## ACKNOWLEDGMENTS



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



PLANNING CONSULTANT:



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## SECTION I EXECUTIVE SUMMARY

Beginning in 2009, UNICOM-ARC coordinated with the City of Lamar to conduct a visitor survey in various locations throughout Downtown. Using volunteers to conduct the surveys, data was entered directly into a website. 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 fifty-one (151) interviews were completed from various zip codes outside of Lamar. (Residents living in the 64683 zip code were excluded from taking the survey.)

### A. VISITING DOWNTOWN LAMAR

Respondents were asked several questions about Downtown Lamar. Respondents were first asked the main purpose of their current visit to Downtown Lamar. Close to three in ten (28.2%) respondents answered "visiting Harry S. Truman birthplace." Smaller percentages answered "special event" (18.8%), "visiting family and friends" (15.4%), and "business" (8.5%).

A slight majority (53.0%) respondents said that they had visited Downtown Lamar before, and around one in three (31.7%) of those respondents had come to Downtown Lamar "once a year or less." One in four (28.6%) said that they come to Downtown "more than once a year but less than once a month," while 15.9% of respondents reported visiting Downtown "one to five times per month." A small percentage (9.2%) said that they come to Downtown "one to five times per month."

### B. ACTIVITIES ON THIS VISIT TO DOWNTOWN

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

- Visiting Harry S. Truman birthplace (61.4%)
- Dining (60.0%)
- Special event (50.7%)

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

- Shopping (49.4%)
- Conducting business (25.8%)
- Nightlife/entertainment (12.5%)
- Government/Post office (10.8%)

When asked to indicate the "top two reasons [they] most often visit Downtown Lamar," significant percentages answered "special event: (23.9%), "visiting Harry S. Truman birthplace" (18.8%), "shopping" (16.2%), and "dining" (16.2%) as one of their top two reasons for visiting Downtown. Smaller percentages answered "conducting business" (16.2%), "government/post office" (5.1%) and "going to church" (1.7%). More than one in ten respondents (16.2%) answered "this is my first visit to Downtown Lamar."

Half of (51.3%) respondents indicated that they were staying overnight in Lamar on this visit. Of this group, eight in ten (83.3%) responded they were staying “in a hotel/motel/bed and breakfast in the Lamar area,” and another 8.3% were staying “with family or friends.”

One in four (42.7%) respondents said they would spend less than \$50 on this visit to Downtown excluding lodging, and an additional 13.7% said they would spend between \$50 and \$99. More than one in ten (15.4%) responded that they would spend between \$100 and \$199. Very few said they would spend over \$200 (5.1%).

Respondents were also asked whether “any children under the age of 18” came with them on this visit to Downtown. Eight in ten (68.4%) said that a child under the age of 18 had *not* accompanied them on this visit Downtown, while 23.1% did have children with them on this trip.

### C. USING DOWNTOWN LAMAR

Respondents were asked about the ease and convenience of Downtown Lamar. A solid majority (57.3%) said that it is “very” easy to find their way around Downtown. Overall, three-fourths (77.0%) of respondents said that it was “very” or “somewhat” easy to do so, with 12.8% answered “I don’t know.” Two-thirds (65.0%) of respondents said that parking Downtown is “very” or “somewhat” convenient (with 23.1% answering I don’t know), and almost two-thirds (46.2%) indicated that Downtown business hours are “very” or “somewhat” convenient, with a plurality (38.5%) answering “I don’t know.”

### D. ADDITIONS AND IMPROVEMENTS TO DOWNTOWN LAMAR

When asked “restaurants or entertainment” would make them more likely to visit Downtown Lamar, a plurality of respondents cited two items<sup>1</sup>: family restaurants (57.3%) and fine dining (18.8%).

Approximately one in ten were interested in other businesses:

- Bands/live concerts/music (10.3%)
- Family events (9.4%)
- Outdoor dining (8.5%)
- Game room/arcade/pool room (8.5%)
- More special events (7.7%)

Smaller percentages cited additional items:

- Bars/nightlife (6.0%)
- Activities for teenagers (3.4%)

Respondents were also asked “what kinds of businesses would make [them] more likely to visit Downtown Lamar.” Interviewers recorded respondents’ first two responses to this question. More than two in ten respondents cited one item: antique shops (23.9%).

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<sup>1</sup> Respondents were allowed to provide up to two responses to this question.

Smaller percentages cited additional items:

- More shops in general (18.8%)
- Clothing stores (17.9%)
- Ice cream shop (14.5%)
- Bookstore (12.0%)
- Art galleries/shops (8.5%)
- Specialty/upscale shops (8.5%)
- Bakery (8.5%)
- Lodging/bed and breakfast (6.8%)
- Convenience/grocery store (4.3%)

Respondents were also asked “what other physical improvements” they believed “would make Downtown Lamar more appealing.” Again, interviewers recorded respondents’ first two responses to this question. The largest percentage answered “renovation of historic buildings” (32.5%). “Fountains” (16.2%), “benches/more greenspace (15.4%), “murals” (10.3%) “better maintained buildings” (9.4%), “more/better parking” (6.8%), “more/better sidewalks” (4.3%), “better signage” (3.4%), “more/better lighting” (2.6%) and “changing traffic flow to make it easier to get around Downtown” (1.7%) were responses given small percentages of respondents.

## **E. RESPONDENT PROFILE**

Respondents were presented with a list of hobbies and asked to indicate if each was a hobby of theirs. Three hobbies were practiced by more than half of respondents:

- Walking/hiking (77.9%)
- Fine dining (69.6%)
- Camping (68.4%)
- Antique shopping (63.6%)
- Retail/boutique shop (60.8%)

Less than half practiced the following hobbies:

- Fishing (46.4%)
- Biking (44.4%)
- Boating (40.3%)
- Golf (30.3%)
- Hunting (28.3%)

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

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## SECTION II

### OVERVIEW OF DATA

UNICOM-ARC coordinated with the City of Lamar 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 fifty-one (151) interviews were completed. Residents living in the 64683 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.

		%
2. What is the main purpose of your visit to Downtown Lamar?	<b>Visiting Harry S. Truman birthplace</b>	<b>28.2%</b>
	Other (Please specify)	24.8%
	Special event	18.8%
	Visiting family/friends	15.4%
	Business	8.5%
	Shopping	2.6%
	Government/Post Office	1.7%

		%
3. Are you staying overnight in Lamar?	<b>Yes</b>	<b>51.3%</b>
	No	48.7%

		%
4. Where are you staying overnight in Lamar?	<b>Hotel/motel/bed and breakfast in Lamar area</b>	<b>83.3%</b>
	With family or friends	8.3%
	Other (Please specify)	5.0%
	Campground/RV park	3.3%

		%
5. Have you visited Downtown Lamar before today?	<b>Yes</b>	<b>53.0%</b>
	No	46.2%

		%
6. How often do you visit Downtown Lamar?	<b>Once a year or less</b>	<b>31.7%</b>
	More than once a year but less than once a month	28.6%
	One to five times per month	15.9%
	More than 5 times a month	9.2%
	Other (Please specify below)	12.7%

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

	Yes	No	I don't know
	%	%	%
<b>g) Visiting Harry S. Truman birthplace</b>	<b>61.4%</b>	<b>33.7%</b>	<b>4.8%</b>
c) Dining	60.0%	33.8%	6.2%
a) Special event	50.7%	48.0%	1.3%
b) Shopping	49.4%	45.5%	5.2%
e) Conducting business	25.8%	74.2%	.0%
d) Nightlife/entertainment	12.5%	84.4%	3.1%
f) Government/Post Office	10.8%	87.7%	1.5%

	%
<b>Special event</b>	<b>23.9%</b>
Visiting Harry S. Truman birthplace	18.8%
8. What are the top two reasons you most often visit Downtown Lamar?	
Shopping	16.2%
Dining	16.2%
This is my first visit to Downtown Lamar.	16.2%
Conducting business	12.8%
Other	11.1%
Government/Post Office	5.1%
Going to Church	1.7%
Nightlife/entertainment	0.0%

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

	%	
9. How easy would you say it is to find your way around Downtown Lamar?	<b>Very easy</b>	<b>57.3%</b>
	Somewhat easy	19.7%
	Somewhat difficult	0.9%
	Very difficult	3.4%
	I don't know	12.8%
	<i>Very/somewhat easy</i>	<i>77.0%</i>
	<i>Somewhat/very difficult</i>	<i>4.3%</i>

	%	
10. How convenient would you say that parking is Downtown?	<b>Very convenient</b>	<b>54.7%</b>
	Somewhat convenient	10.3%
	Somewhat inconvenient	0.9%
	Very inconvenient	3.4%
	I don't know	23.1%
	<i>Very/somewhat convenient</i>	<i>65.0%</i>
	<i>Somewhat/very inconvenient</i>	<i>4.3%</i>

	%	
11. How convenient would you say that hours of Downtown businesses are?	Very convenient	26.5%
	Somewhat convenient	19.7%
	Somewhat inconvenient	4.3%
	Very inconvenient	4.3%
	<b>I don't know</b>	<b>38.5%</b>
	<i>Very/somewhat convenient</i>	<i>46.2%</i>
	<i>Somewhat/very inconvenient</i>	<i>8.6%</i>

		%
12. What kinds of recreation or entertainment opportunities would make you more likely to visit Downtown Lamar?	<b>Family restaurants</b>	<b>57.3%</b>
	Fine dining	18.8%
	Bands/live concerts/music	10.3%
	Family events	9.4%
	Game room/arcade/pool room	8.5%
	Outdoor dining	8.5%
	More special events	7.7%
	Bars/nightlife	6.0%
	Other	4.3%
	Activities for teenagers	3.4%

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

		%
13. What kinds of businesses do you think would make you more likely to visit Downtown Lamar?	<b>Antique shops</b>	<b>23.9%</b>
	More shops (in general)	18.8%
	Clothing stores	17.9%
	Ice cream shop	14.5%
	Bookstore	12.0%
	Art galleries/shops	8.5%
	Specialty/upscale shops	8.5%
	Bakery	8.5%
	Lodging/bed and breakfast	6.8%
	Convenience/grocery store	4.3%
Other	4.0%	

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

		%
14. What other physical improvements do you think would make Downtown Lamar more appealing?	<b>Renovation of historic buildings</b>	<b>32.5%</b>
	Fountains	16.2%
	Benches/more greenspace	15.4%
	Murals	10.3%
	Better maintained buildings	9.4%
	More/better parking	6.8%
	New/better sidewalks	4.3%
	Better signage	3.4%
	More/better lighting	2.6%
	Changing traffic flow to make it easier to get around Downtown	1.7%
	Other	1.7%
Cleaner	0.0%	

\* Respondents were asked for their top two reasons, thus percentages add to more than 100%.

		%
15. Excluding lodging, how much money are you likely to spend in Downtown Lamar during this visit?	<b>less than \$50</b>	<b>42.7%</b>
	\$50 - \$99	13.7%
	\$100 - \$199	15.4%
	\$200 or more	5.1%
	Other/don't know	10.3%

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

	Yes	No	I don't know
	%	%	%
<b>g) Walking/hiking</b>	<b>77.9%</b>	<b>22.1%</b>	<b>.0%</b>
h) Fine dining	69.6%	29.1%	1.3%
c) Camping	68.4%	31.6%	.0%
d) Antique shopping	63.6%	33.8%	2.6%
a) Retail/boutique shopping	60.8%	39.2%	.0%
f) Fishing	46.4%	52.2%	1.4%
b) Biking	44.4%	52.8%	2.8%
i) Boating	40.3%	59.7%	.0%
j) Golf	30.3%	66.7%	3.0%
e) Hunting	28.3%	71.7%	.0%

	%
18-34	20.5%
35-49	23.1%
50-64	22.2%
<b>65 or over</b>	<b>24.8%</b>
Other, don't know, refused	1.7%

	%	
18. Did any children under the age of 18 come with you Downtown today?	Yes	23.1%
	No	<b>68.4%</b>
	Other, don't know	.9%

		%
19. Which category that best describes your annual household income from 2010?	Under \$25,000	11.1%
	<b>\$25,000 to \$49,999</b>	<b>25.6%</b>
	\$50,000 to \$74,999	20.5%
	\$75,000 to \$99,999	10.3%
	\$100,000 plus	12.8%
	Other, don't know, refused	7.7%

		%
20. Gender	<b>Male</b>	<b>46.2%</b>
	Female	43.6%

Zip codes less than 75 miles from Lamar			
Zip code	City	State	Frequency
64748	Golden City	MO	2
64755	Jasper	MO	1
64756	Jerico Springs	MO	1
64762	Liberal	MO	1
64772	Nevada	MO	1
64784	Sheldon	MO	1
64801	Joplin	MO	1
64804	Joplin	MO	6
64834	Carl Junction	MO	1
64850	Neosho	MO	2
64870	Webb City	MO	1
65005	Aurora	MO	1
65708	Monett	MO	1
65738	Republic	MO	1

Zip codes greater than 75 miles from Lamar			
Zip code	City	State	Frequency
07005	Boonton	NJ	1
08035	Haddon Heights	NJ	1
22181	Vienna	VA	1
27707	Durham	NC	1
28607	Boone	NC	1
33881	Winter Haven	FL	1
33953	Port Charlotte	FL	1
35802	Huntsville	AL	1
40509	Lexington	KY	1
41039	Ewing	KY	1
45424	Dayton	OH	1
45432	Dayton	OH	1
50311	Des Moines	IA	1
50595	Webster City	IA	1
51573	Stanton	IA	1
55032	Harris	MN	1
55449	Minneapolis	MN	1
56308	Alexandria	MN	1
56401	Brainerd	MN	1
60525	La Grange	IL	1
62324	Clayton	IL	1
63012	Barnhart	MO	1
63031	Florissant	MO	1
64012	Belton	MO	1
64014	Blue Springs	MO	1
64055	Independence	MO	2
64083	Raymore	MO	1
64093	Warrensburg	MO	1
64111	Kansas City	MO	1
64118	Kansas City	MO	1
64151	Kansas City	MO	1
64485	Savannah	MO	1
64507	St. Joseph	MO	1
64683	Trenton	MO	2
64701	Harrisonville	MO	1
65101	Jefferson City	MO	1
65301	Sedalia	MO	2
65616	Branson	MO	1
65625	Cassville	MO	1

Zip codes greater than 75 miles from Lamar			
Zip code	City	State	Frequency
65714	Nixa	MO	1
65804	Springfield	MO	1
65806	Springfield	MO	1
65807	Springfield	MO	1
65809	Springfield	MO	1
65810	Springfield	MO	1
66103	Kansas City	KS	1
66112	Kansas City	KS	1
66204	Overland Park	KS	1
66209	Leawood	KS	1
66725	Columbus	KS	1
66743	Girard	KS	1
66762	Pittsburg	KS	2
67801	Dodge City	KS	1
68048	Plattsmouth	NE	1
68771	Randolph	NE	1
70119	New Orleans	LA	1
71407	Bentley	LA	1
71725	Carthage	AR	1
71909	Hot Springs Village	AR	1
72023	Cabot	AR	1
72666	Parthenon	AR	2
72732	Garfield	AR	1
74354	Miami	OK	2
74432	Eufaula	OK	1
75081	Richardson	TX	1
75571	Omaha	TX	1
77318	Willis	TX	1
77336	Huffman	TX	1
77399	Livingston	TX	1
78516	Alamo	TX	1
78552	Harlingen	TX	1
78628	Georgetown	TX	1
78750	Austin	TX	1
85638	Tombstone	AZ	1
85710	Tucson	AZ	1
87043	Placitas	NM	1
90720	Los Alamitos	CA	1
92211	Palm Desert	CA	1
92544	Hemet	CA	1
94517	Clayton	CA	1
95066	Scotts Valley	CA	1
99206	Spokane	WA	1

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## SECTION III

### RESPONSES TO OPEN ENDED QUESTIONS

#### 2. What is the main purpose of your visit to Downtown Lamar? Other-specify

Genealogical research (8)  
Lamar free fair (2)  
Traveling through (2)  
Apple days - Oct. 3, 2009  
Class reunion at Lockwood  
Coming from Minnesota - needed a break  
Family/friends in Liberal  
Funeral  
Just wanted to get away  
Madhatter games  
Moved here  
On way to Branson  
Passing though on way to Texas  
Passing through  
Passing through to a destination in North Dakota  
Relaxation  
Researching Golden City's palace theatre  
Traveling  
Traveling from Wichita, KS to Arkansas  
Traveling south to Florida  
Visited farm where husband lived 60 years ago

#### 4. Where are you staying overnight in Lamar? Other - specify

Super 8 (17)  
Prairie State Park campground  
Rental house

#### 6. How often do you visit Downtown Lamar? Other - specify

4 times a week  
Been here 3 weeks on business  
Daily  
In 1948 to visit grandmother  
Once a month  
Vacation 2 weeks

**8. What are the top two reasons you most often visit Downtown Lamar? Other - specify**

Genealogy (3)  
Didn't visit downtown  
Friends/relatives  
Just traveling through  
Something to do  
Special event only  
Traveling through  
Visit family  
Visiting relatives  
Work  
Wyatt Earp and family history

**12. What kinds of recreation or entertainment opportunities would make you more likely to visit Downtown Lamar? Other - specify**

Coffeehouse  
Do not plan to visit downtown  
Healthy foods - Subway in a pinch  
Just passing through  
Library research (family)  
Softball games  
What happened to the coffee shop?

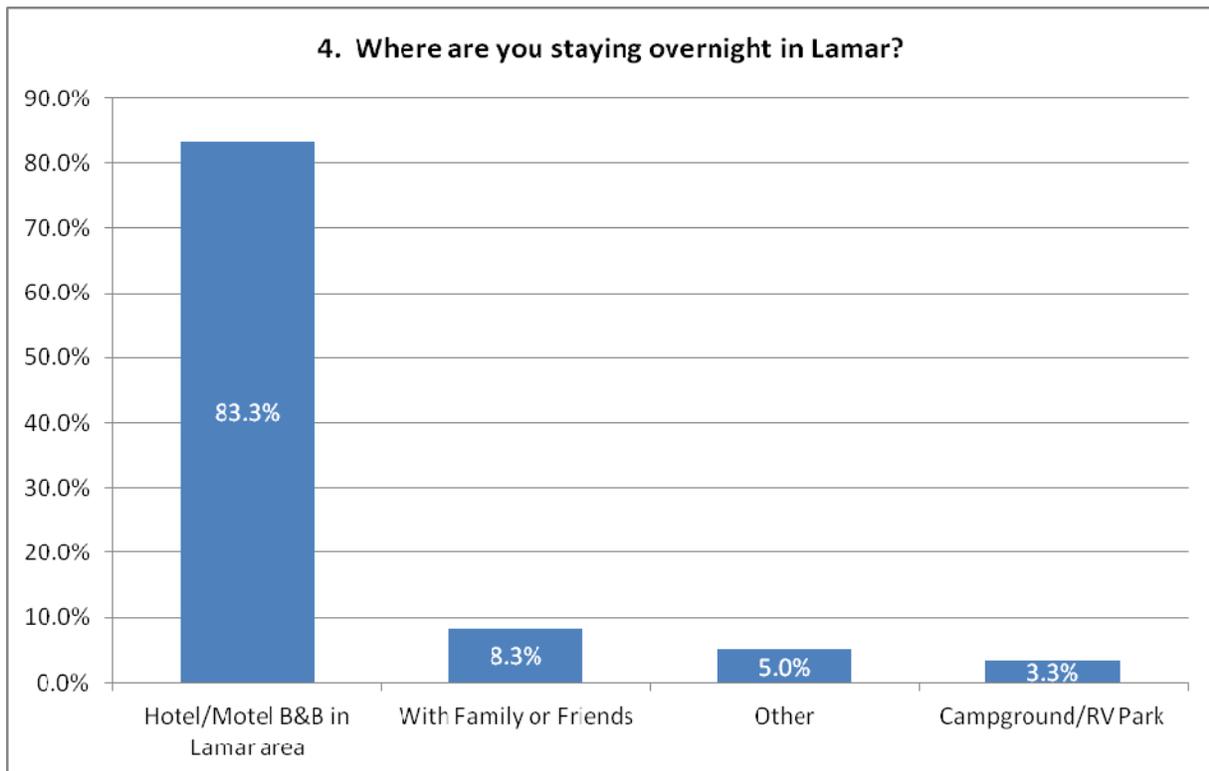
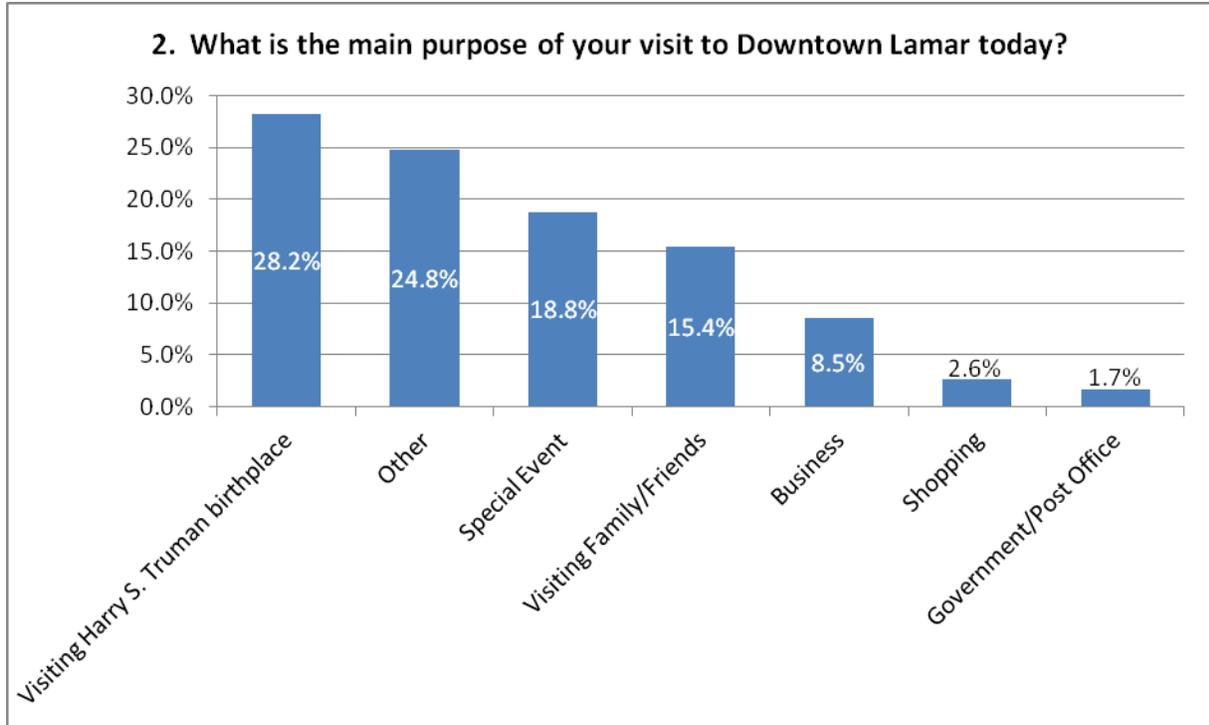
**13. What kinds of businesses do you think would make you more likely to visit Downtown Lamar? Other - specify**

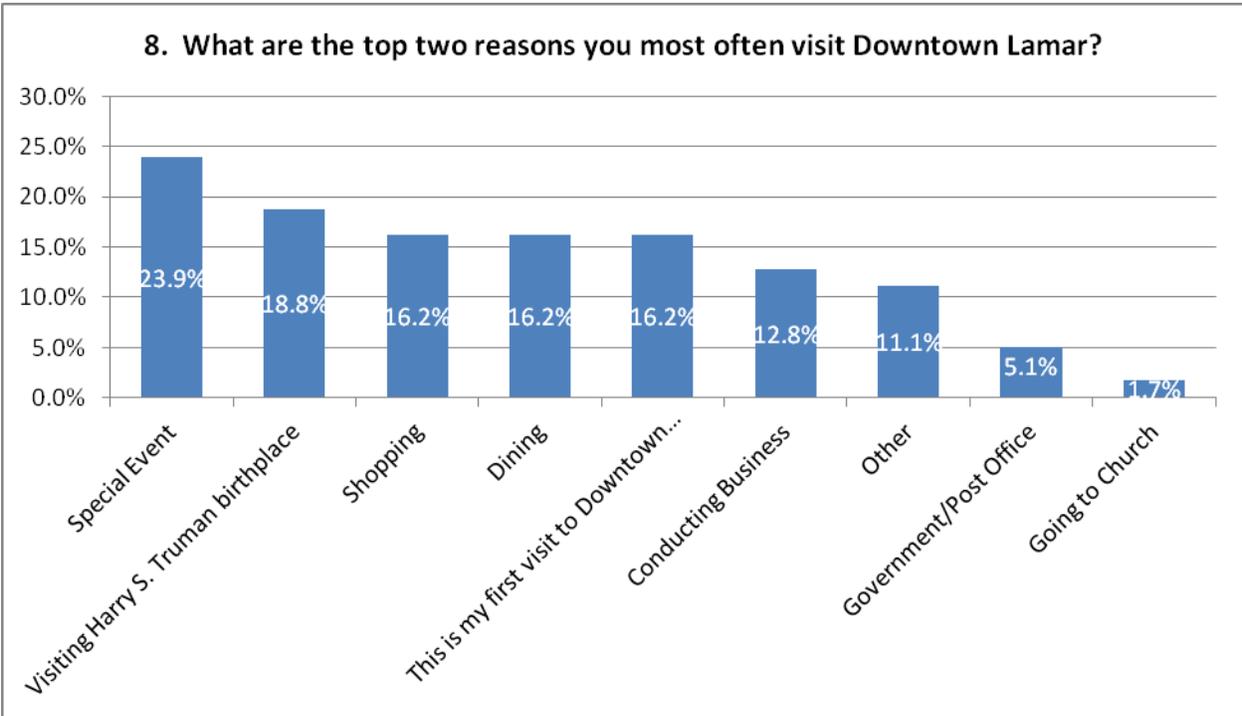
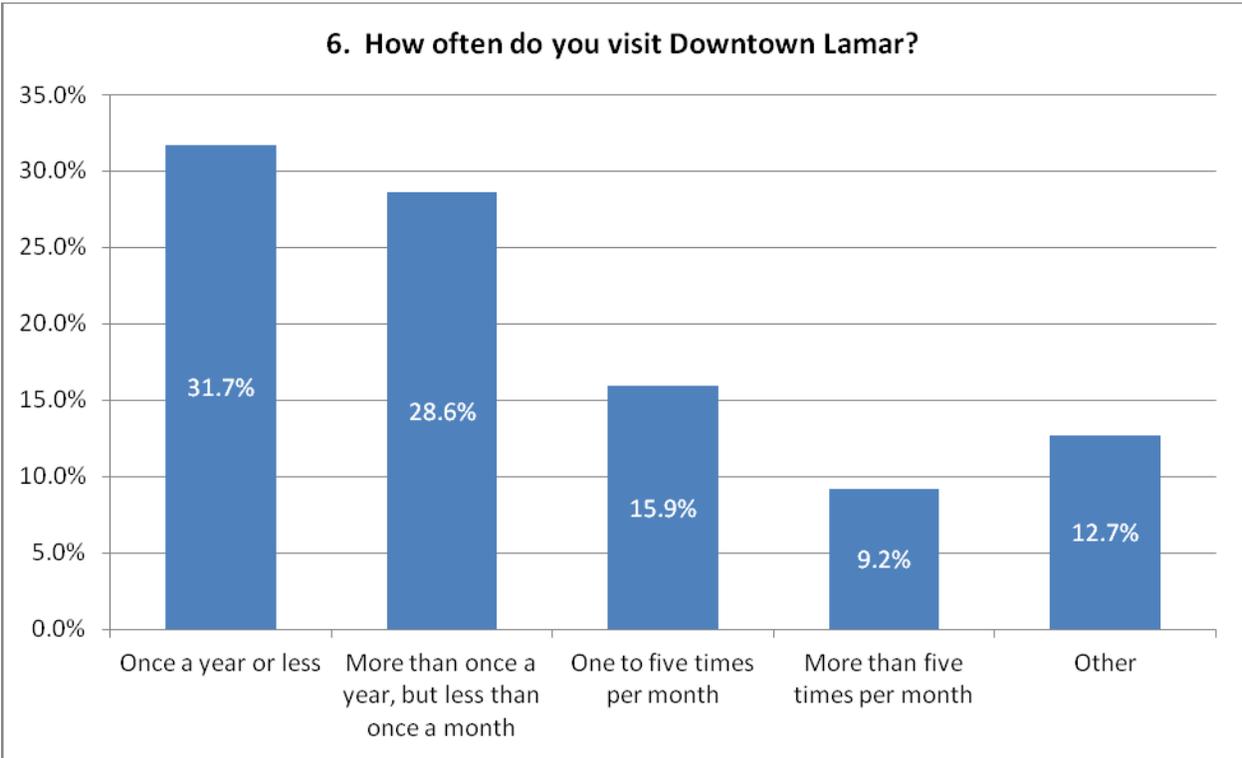
Coffee shop with a drive through  
History  
Just passing through  
None  
None of the above  
Restaurant  
Soda fountain  
Wal-mart

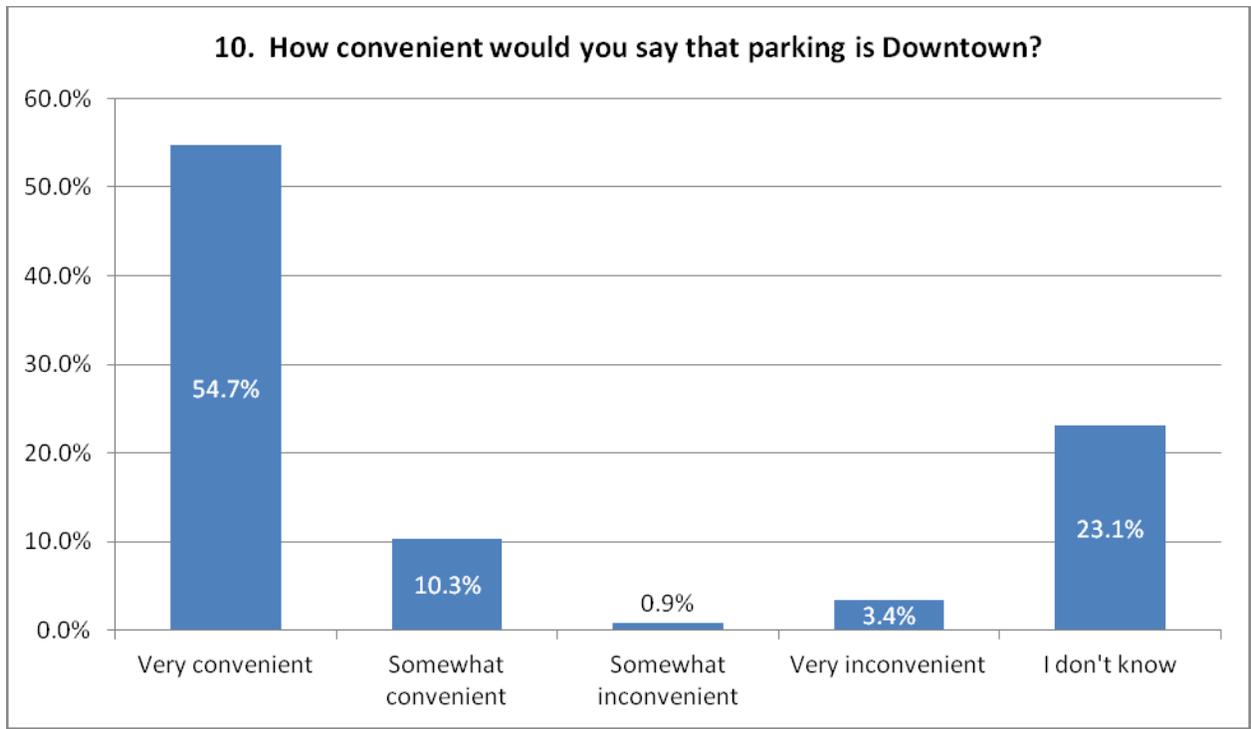
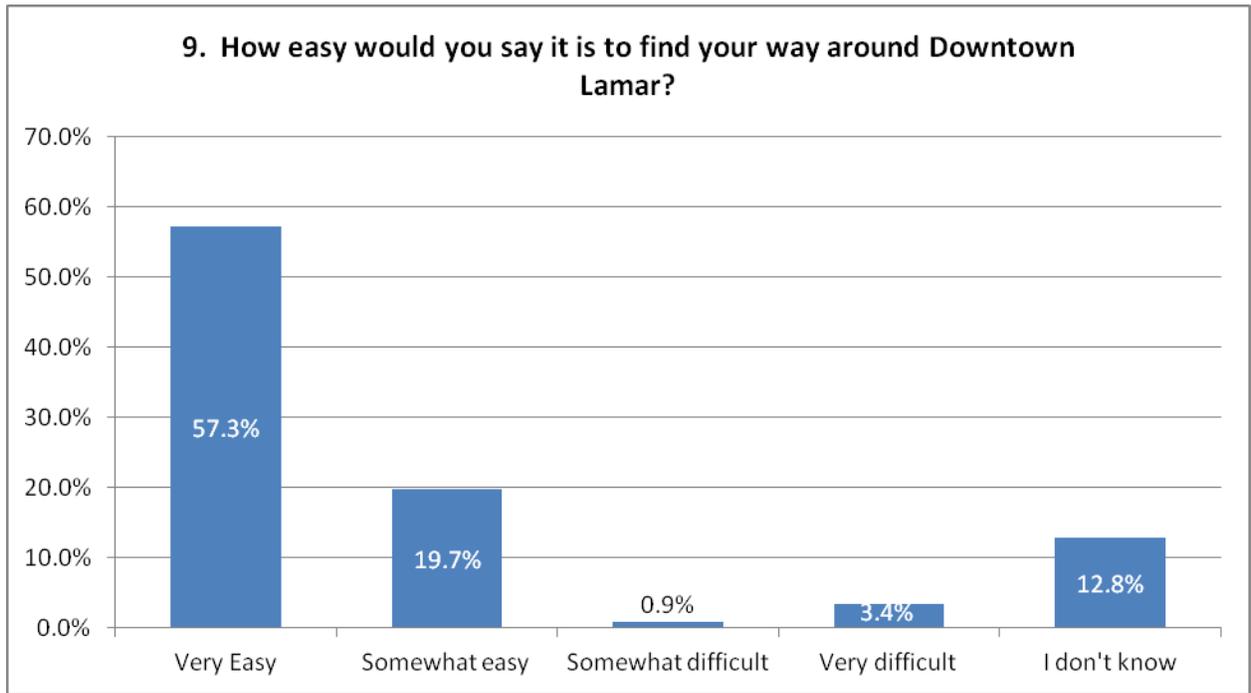
**14. What other physical improvements do you think would make Downtown Lamar more appealing? Other - specify**

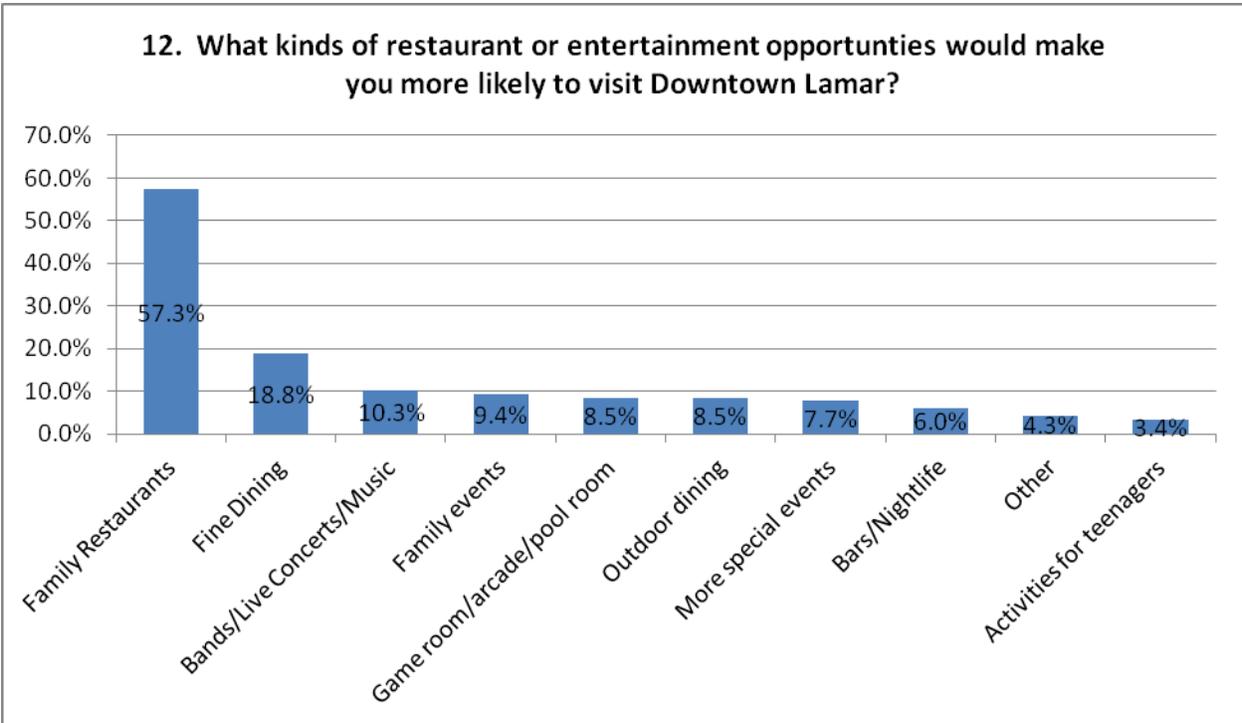
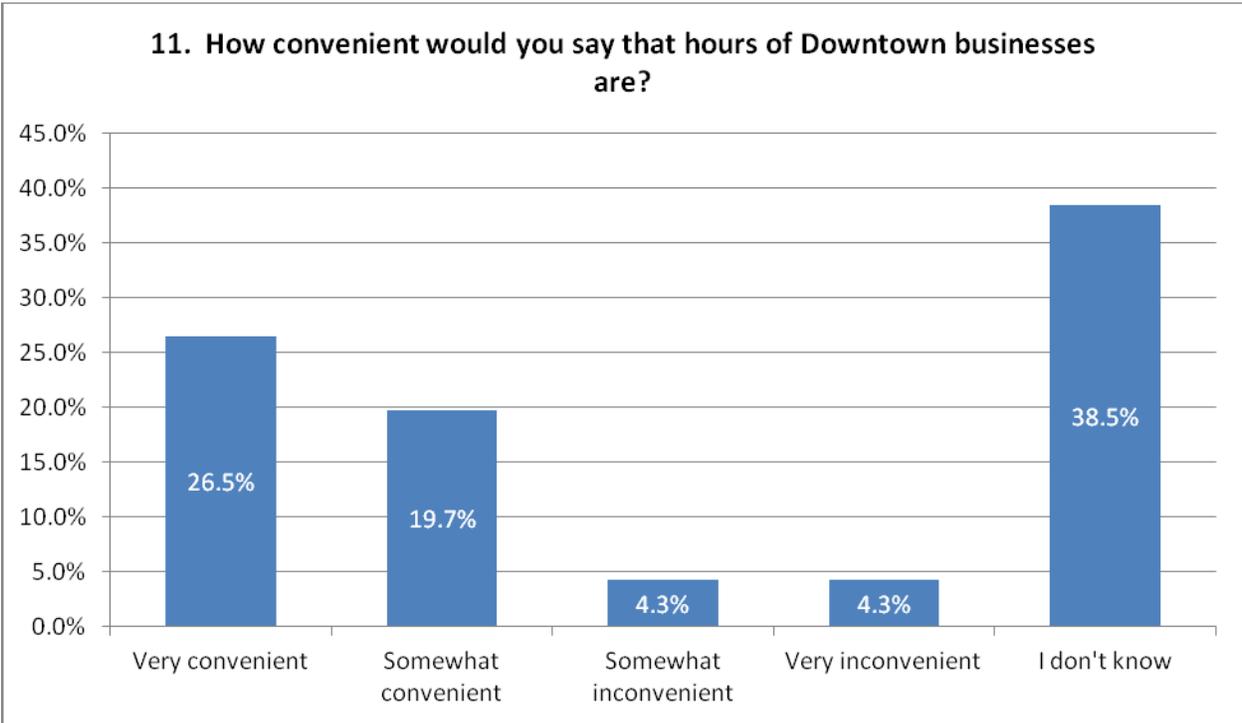
none  
Nothing really  
Wyatt Earp sign out on the highway

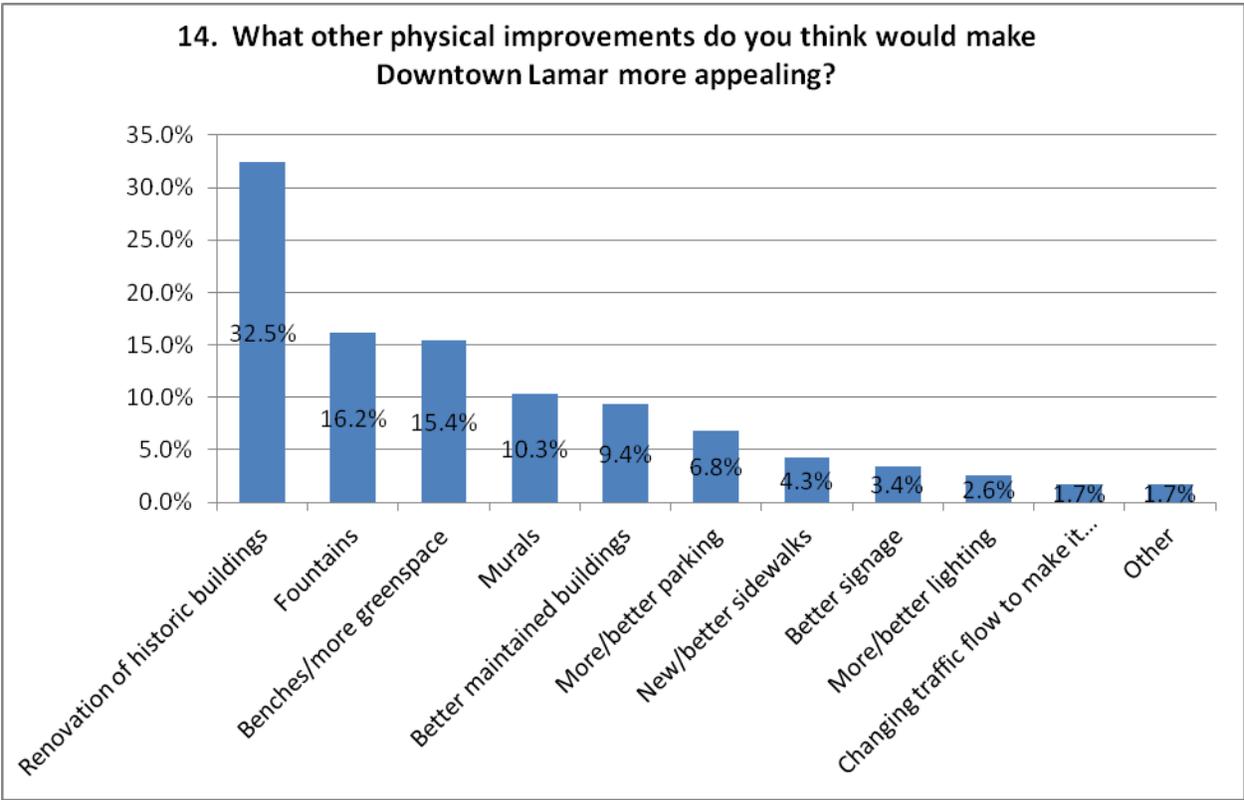
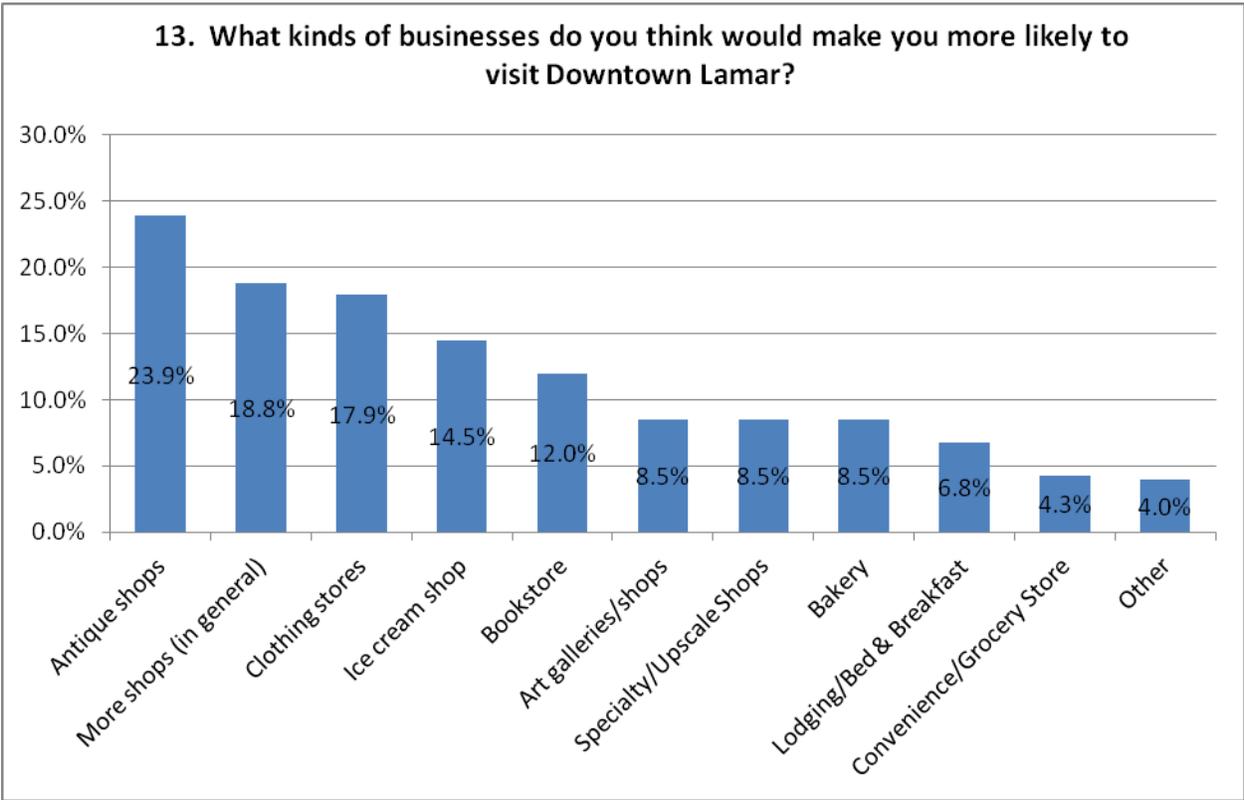
## SECTION IV SELECTED VISITOR BAR CHARTS

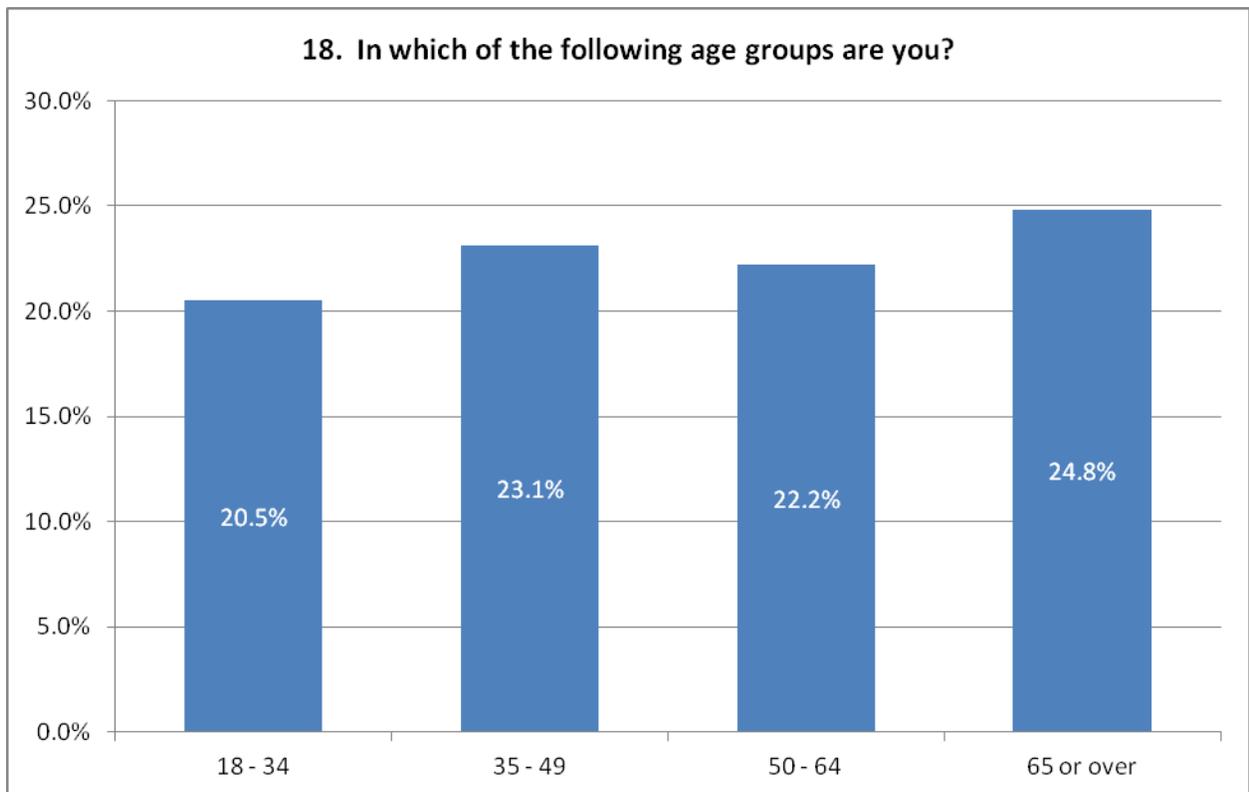
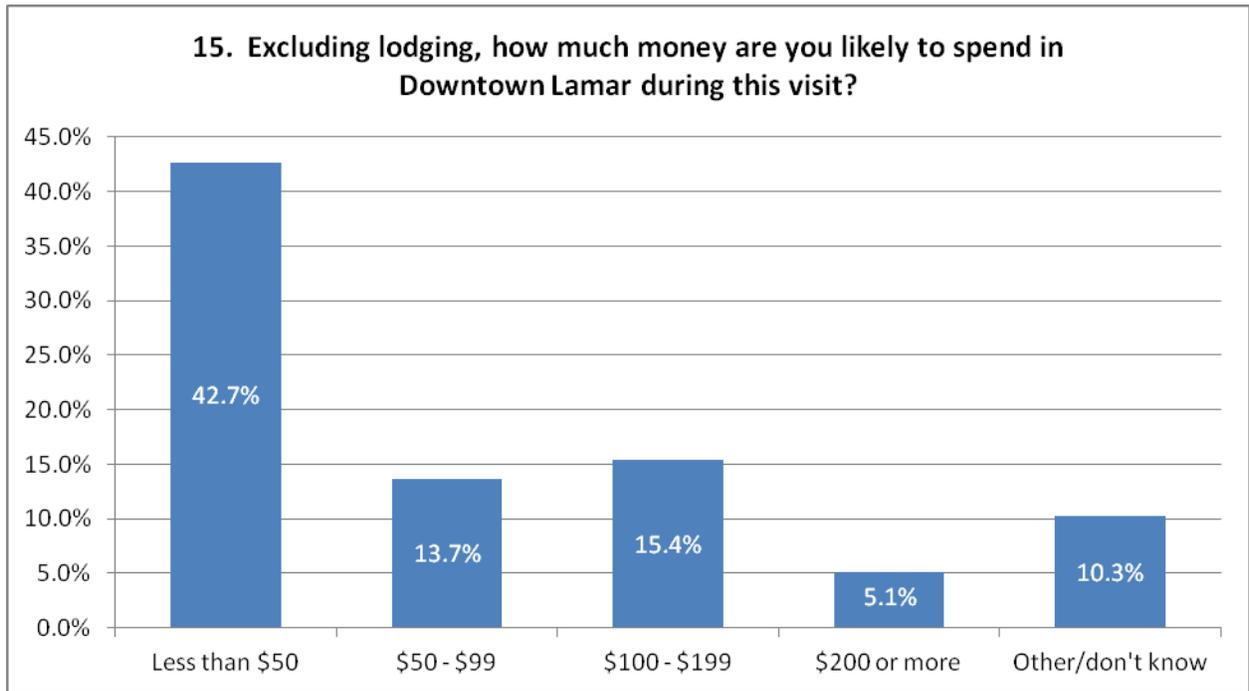


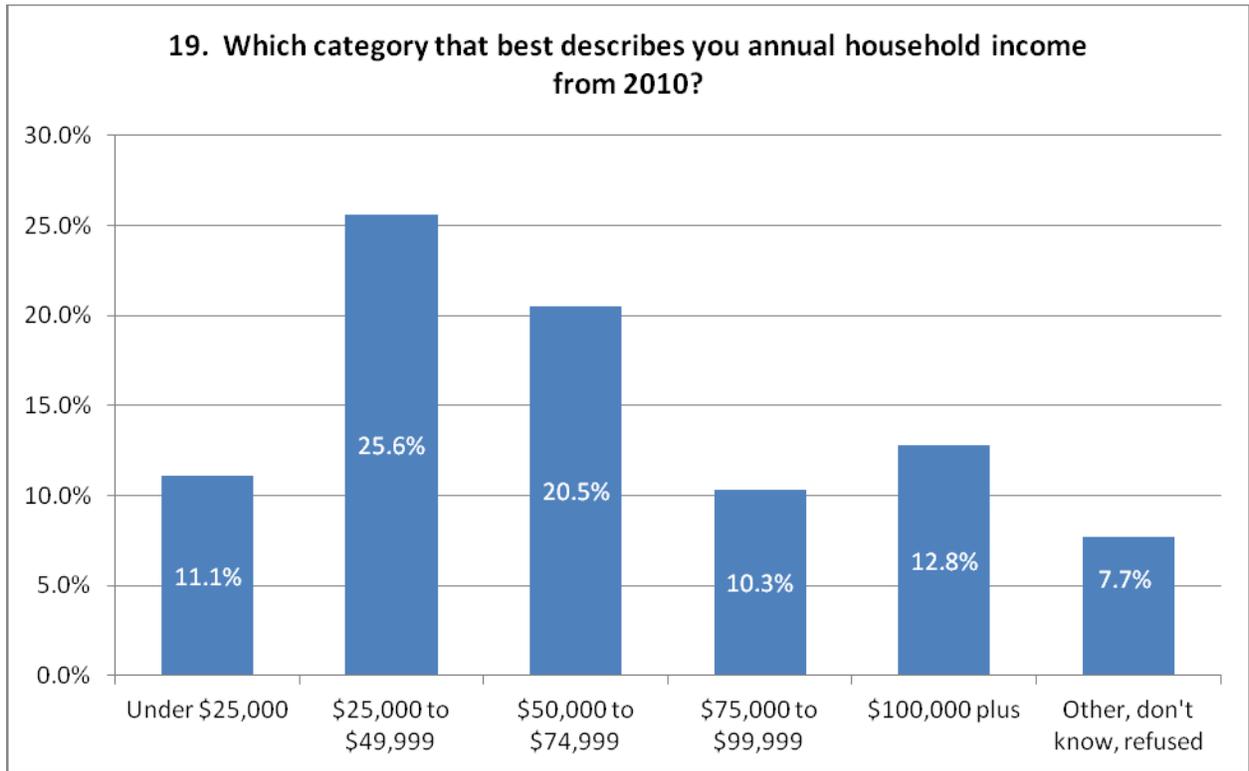












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SECTION V  
QUESTIONNAIRE

## Downtown Lamar Visitor Survey

**1. What is your Zipcode?**  
(Only respondents who live outside the 64683 zip code are eligible to complete this survey)

\_\_\_\_\_

**2. What is the main purpose of your visit to Lamar today?**

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

*Please specify*

\_\_\_\_\_

**3. Are you staying overnight in Lamar?**

- Yes  
 No (SKIP to QUESTION 5)

**4. Where are you staying overnight in Lamar?**

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

- Yes  
 No (SKIP to QUESTION 7)

**6. How often do you visit downtown Lamar?**

- |   |   |
|---|---|
| <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 Lamar, 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"/>
g) Visiting Harry S. Truman birthplace	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

*(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"/> Visiting Harry S. Truman birthplace      |
| <input type="checkbox"/> Nightlife/entertainment | <input type="checkbox"/> This is my first visit to downtown Lamar |
| <input type="checkbox"/> Going to Church         | <input type="checkbox"/> Other <i>(Please specify below)</i>      |

*Please specify*

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

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

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

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

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

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

**12. What kinds of restaurants or entertainment opportunities would make you more likely to visit downtown Lamar?**

*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"/> More special events       | <input type="checkbox"/> Activities for teenagers              |
| <input type="checkbox"/> Bands/live concerts/music | <input type="checkbox"/> Other ( <i>Please specify below</i> ) |

*Please specify*

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**13. What kinds of *businesses* do you think would make you more likely to visit downtown Lamar?**

*Please select up to two responses.*

- |  |  |
|--|--|
| <input type="checkbox"/> Clothing stores         | <input type="checkbox"/> Bed and breakfasts/lodging            |
| <input type="checkbox"/> More shops (in general) | <input type="checkbox"/> Ice cream shop                        |
| <input type="checkbox"/> Specialty/upscale shops | <input type="checkbox"/> Bakery                                |
| <input type="checkbox"/> Antique shops           | <input type="checkbox"/> Convenience/grocery store             |
| <input type="checkbox"/> Bookstore               | <input type="checkbox"/> Other ( <i>Please specify below</i> ) |
| <input type="checkbox"/> Art galleries/shops     |  |

*Please specify*

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**14. What other physical improvements do you think would make downtown Lamar 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 lighting   | <input type="checkbox"/> Benches/more greenspace               |
| <input type="checkbox"/> Better signage   | <input type="checkbox"/> Murals                                |
| <input type="checkbox"/> Cleaner  | <input type="checkbox"/> Fountains                             |
| <input type="checkbox"/> Changing traffic flow to make it easier to get around downtown | <input type="checkbox"/> Other ( <i>Please specify below</i> ) |

*Please specify*

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

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

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

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

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

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

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

- Yes                       No                       Other, don't know

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

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

**20. Gender**

- Male                       Female

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

## SECTION VI

### CROSS TABULATION

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		17. In which of the following age groups are you?				18. Child < 18		19. Which category best describes your annual household income in 2010?					20. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
2. What is the main purpose of your visit to Lamar today?	Shopping	8.30%	0.00%	0.00%	0.00%	3.70%	2.50%	7.70%	0.00%	4.20%	8.30%	0.00%	1.90%	3.90%
	Visiting family/friends	0.00%	18.50%	11.50%	20.70%	22.20%	10.00%	0.00%	20.00%	4.20%	33.30%	13.30%	11.10%	15.70%
	Business	25.00%	3.70%	3.80%	3.40%	0.00%	11.20%	15.40%	10.00%	12.50%	0.00%	0.00%	13.00%	3.90%
	Special event	29.20%	22.20%	23.10%	10.30%	33.30%	16.20%	7.70%	13.30%	25.00%	33.30%	26.70%	22.20%	19.60%
	Government/Post Office	0.00%	3.70%	3.80%	0.00%	3.70%	1.20%	0.00%	3.30%	4.20%	0.00%	0.00%	3.70%	0.00%
	Visiting Harry S. Truman birthplace	25.00%	37.00%	26.90%	20.70%	29.60%	26.20%	38.50%	23.30%	25.00%	16.70%	46.70%	31.50%	23.50%
	Other (Please specify below)	12.50%	14.80%	30.80%	44.80%	7.40%	32.50%	30.80%	30.00%	25.00%	8.30%	13.30%	16.70%	33.30%
		17. In which of the following age groups are you?				18. Child < 18		19. Which category best describes your annual household income in 2010?					20. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	
3. Are you staying overnight in Lamar?	Yes	41.70%	44.40%	38.50%	75.90%	37.00%	55.00%	61.50%	50.00%	50.00%	58.30%	33.30%	46.30%	52.90%
	No (SKIP to QUESTION 5)	58.30%	55.60%	61.50%	24.10%	63.00%	45.00%	38.50%	50.00%	50.00%	41.70%	66.70%	53.70%	47.10%
		17. In which of the following age groups are you?				18. Child < 18		19. Which category best describes your annual household income in 2010?					20. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	
4. Where are you staying overnight in Lamar?	Hotel/motel/bed and breakfast in Lamar area	60.00%	91.70%	90.00%	86.40%	90.00%	81.80%	50.00%	80.00%	83.30%	100.00%	100.00%	72.00%	92.60%
	With family or friends	20.00%	8.30%	10.00%	0.00%	10.00%	6.80%	12.50%	13.30%	8.30%	0.00%	0.00%	16.00%	0.00%
	Campground/RV park	0.00%	0.00%	0.00%	9.10%	0.00%	4.50%	25.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.40%
	Other (Please specify below)	20.00%	0.00%	0.00%	4.50%	0.00%	6.80%	12.50%	6.70%	8.30%	0.00%	0.00%	12.00%	0.00%
		17. In which of the following age groups are you?				18. Child < 18		19. Which category best describes your annual household income in 2010?					20. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	
5. Have you visited downtown Lamar before today?	Yes	62.50%	57.70%	50.00%	48.30%	74.10%	49.40%	53.80%	56.70%	45.80%	63.60%	60.00%	61.10%	50.00%
	No (SKIP to QUESTION 7)	37.50%	42.30%	50.00%	51.70%	25.90%	50.60%	46.20%	43.30%	54.20%	36.40%	40.00%	38.90%	50.00%
		17. In which of the following age groups are you?				18. Child < 18		19. Which category best describes your annual household income in 2010?					20. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	
6. How often do you visit downtown Lamar?	Once a year or less	6.70%	31.20%	46.20%	42.90%	30.00%	30.00%	14.30%	29.40%	9.10%	12.50%	66.70%	24.20%	34.60%
	More than once a year but less than once a month	26.70%	37.50%	15.40%	35.70%	35.00%	27.50%	14.30%	23.50%	36.40%	62.50%	22.20%	30.30%	30.80%
	One to five times per month	20.00%	25.00%	15.40%	7.10%	10.00%	20.00%	28.60%	11.80%	36.40%	12.50%	11.10%	30.30%	0.00%
	More than 5 times a month	26.70%	0.00%	7.70%	0.00%	10.00%	10.00%	28.60%	5.90%	18.20%	12.50%	0.00%	6.10%	15.40%
	Other (Please specify below)	20.00%	6.20%	15.40%	14.30%	15.00%	12.50%	14.30%	29.40%	0.00%	0.00%	0.00%	9.10%	19.20%

		17. In which of the following age groups are you?				18. Child < 18		19. Which category best describes your annual household income in 2010?					20. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
On this visit to Lamar, which of these activities do you plan to do specifically in the downtown area?														
7a) Special event	Yes	56.50%	55.00%	43.80%	41.70%	52.20%	50.00%	37.50%	47.40%	47.60%	63.60%	42.90%	61.50%	39.40%
	No	43.50%	40.00%	56.20%	58.30%	43.50%	50.00%	62.50%	47.40%	52.40%	36.40%	57.10%	38.50%	57.60%
	I don't know	0.00%	5.00%	0.00%	0.00%	4.30%	0.00%	0.00%	5.30%	0.00%	0.00%	0.00%	0.00%	3.00%
7b) Shopping	Yes	47.60%	52.40%	52.40%	41.70%	50.00%	49.00%	60.00%	57.90%	38.10%	50.00%	44.40%	46.20%	52.90%
	No	52.40%	42.90%	38.10%	50.00%	50.00%	43.10%	30.00%	42.10%	57.10%	50.00%	33.30%	53.80%	38.20%
	I don't know	0.00%	4.80%	9.50%	8.30%	0.00%	7.80%	10.00%	0.00%	4.80%	0.00%	22.20%	0.00%	8.80%
7c) Dining	Yes	68.20%	61.90%	47.60%	66.70%	62.50%	58.50%	66.70%	52.60%	60.00%	62.50%	50.00%	59.00%	62.20%
	No	31.80%	33.30%	38.10%	25.00%	37.50%	32.10%	25.00%	47.40%	35.00%	37.50%	30.00%	41.00%	27.00%
	I don't know	0.00%	4.80%	14.30%	8.30%	0.00%	9.40%	8.30%	0.00%	5.00%	0.00%	20.00%	0.00%	10.80%
7d) Nightlife/entertainment	Yes	5.00%	11.80%	25.00%	12.50%	10.00%	14.30%	0.00%	18.80%	10.50%	14.30%	28.60%	11.80%	11.50%
	No	90.00%	88.20%	75.00%	87.50%	90.00%	83.30%	85.70%	81.20%	89.50%	85.70%	71.40%	85.30%	88.50%
	I don't know	5.00%	0.00%	0.00%	0.00%	0.00%	2.40%	14.30%	0.00%	0.00%	0.00%	0.00%	2.90%	0.00%
7e) Conducting business	Yes	35.00%	11.10%	31.20%	22.20%	25.00%	27.30%	0.00%	35.30%	35.00%	12.50%	20.00%	26.50%	25.00%
	No	65.00%	88.90%	68.80%	77.80%	75.00%	72.70%	100.00%	64.70%	65.00%	87.50%	80.00%	73.50%	75.00%
	I don't know	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
7f) Government/Post Office	Yes	5.00%	0.00%	23.50%	12.50%	14.30%	7.10%	0.00%	22.20%	0.00%	14.30%	33.30%	11.10%	7.70%
	No	95.00%	100.00%	70.60%	87.50%	85.70%	90.50%	100.00%	77.80%	94.70%	100.00%	66.70%	86.10%	92.30%
	I don't know	0.00%	0.00%	5.90%	0.00%	0.00%	2.40%	0.00%	0.00%	5.30%	0.00%	0.00%	2.80%	0.00%
7g) Visiting Harry S. Truman birthplace	Yes	47.60%	65.00%	65.00%	66.70%	69.60%	55.60%	72.70%	61.90%	50.00%	28.60%	90.90%	61.50%	58.30%
	No	47.60%	30.00%	30.00%	33.30%	26.10%	40.70%	27.30%	38.10%	40.00%	57.10%	9.10%	35.90%	36.10%
	I don't know	4.80%	5.00%	5.00%	0.00%	4.30%	3.70%	0.00%	0.00%	10.00%	14.30%	0.00%	2.60%	5.60%
		17. In which of the following age groups are you?				18. Child < 18		19. Which category best describes your annual household income in 2010?					20. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	
8. What are the top two reasons you most often visit downtown?	Special event	36.40%	36.00%	12.50%	27.80%	24.00%	30.80%	33.30%	11.50%	28.60%	54.50%	36.40%	39.20%	15.80%
	Shopping	18.20%	20.00%	25.00%	22.20%	28.00%	18.50%	33.30%	23.10%	9.50%	18.20%	45.50%	13.70%	28.90%
	Dining	31.80%	16.00%	16.70%	16.70%	28.00%	16.90%	8.30%	19.20%	33.30%	18.20%	9.10%	19.60%	15.80%
	Nightlife/entertainment	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	Going to Church	4.50%	0.00%	0.00%	5.60%	8.00%	0.00%	0.00%	3.80%	0.00%	9.10%	0.00%	0.00%	5.30%
	Conducting business	22.70%	16.00%	16.70%	0.00%	16.00%	15.40%	16.70%	11.50%	19.00%	27.30%	0.00%	17.60%	15.80%
	Government/Post Office	0.00%	4.00%	20.80%	0.00%	12.00%	4.60%	0.00%	7.70%	9.50%	9.10%	9.10%	7.80%	5.30%
	Visiting Harry S. Truman birthplace	9.10%	32.00%	29.20%	16.70%	24.00%	21.50%	33.30%	19.20%	19.00%	18.20%	36.40%	19.60%	26.30%
	This is my first visit to downtown Lamar	31.80%	8.00%	16.70%	27.80%	8.00%	24.60%	33.30%	26.90%	23.80%	0.00%	0.00%	19.60%	21.10%
Other	4.50%	12.00%	16.70%	27.80%	8.00%	16.90%	8.30%	23.10%	19.00%	0.00%	0.00%	13.70%	15.80%	
		17. In which of the following age groups are you?				18. Child < 18		19. Which category best describes your annual household income in 2010?					20. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	
9. How easy would you say it is to find your way around downtown Lamar?	Very easy	58.30%	63.00%	72.00%	57.70%	70.40%	59.20%	69.20%	58.60%	62.50%	50.00%	92.30%	66.00%	56.20%
	Somewhat easy	29.20%	29.60%	12.00%	11.50%	25.90%	19.70%	15.40%	27.60%	16.70%	25.00%	7.70%	17.00%	25.00%
	Very somewhat easy	87.50%	92.60%	84.00%	69.20%	96.30%	78.90%	84.60%	86.20%	79.20%	75.00%	100.00%	83.00%	81.20%
	Somewhat difficult	0.00%	0.00%	4.00%	0.00%	0.00%	1.30%	0.00%	0.00%	4.20%	0.00%	0.00%	0.00%	2.10%
	Very difficult	4.20%	0.00%	8.00%	0.00%	3.70%	3.90%	0.00%	0.00%	4.20%	16.70%	0.00%	3.80%	4.20%
	Very somewhat difficult	4.20%	0.00%	12.00%	0.00%	3.70%	5.30%	0.00%	0.00%	8.30%	16.70%	0.00%	3.80%	6.20%
	I don't know	8.30%	7.40%	4.00%	30.80%	0.00%	15.80%	15.40%	13.80%	12.50%	8.30%	0.00%	13.20%	12.50%

		17. In which of the following age groups are you?				18. Child < 18		19. Which category best describes your annual household income in 2010?					20. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
10. How convenient would you say that parking is downtown?	Very convenient	60.90%	48.10%	76.00%	56.00%	61.50%	60.00%	46.20%	67.90%	43.50%	50.00%	92.30%	58.80%	60.40%
	Somewhat convenient	13.00%	18.50%	8.00%	4.00%	11.50%	10.70%	15.40%	7.10%	21.70%	8.30%	0.00%	13.70%	8.30%
	Very somewhat convenient	73.90%	66.70%	84.00%	60.00%	73.10%	70.70%	61.50%	75.00%	65.20%	58.30%	92.30%	72.50%	68.80%
	Somewhat inconvenient	0.00%	3.70%	0.00%	0.00%	0.00%	1.30%	0.00%	0.00%	4.30%	0.00%	0.00%	0.00%	0.00%
	Very inconvenient	4.30%	3.70%	4.00%	0.00%	7.70%	1.30%	0.00%	0.00%	4.30%	8.30%	0.00%	3.90%	2.10%
	Very somewhat inconvenient	4.30%	7.40%	4.00%	0.00%	7.70%	2.70%	0.00%	0.00%	8.70%	8.30%	0.00%	3.90%	2.10%
	I don't know	21.70%	25.90%	12.00%	40.00%	19.20%	26.70%	38.50%	25.00%	26.10%	33.30%	7.70%	23.50%	29.20%
		17. In which of the following age groups are you?				18. Child < 18		19. Which category best describes your annual household income in 2010?					20. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
11. How convenient would you say that the hours of downtown businesses are?	Very convenient	25.00%	22.20%	48.00%	15.40%	18.50%	30.30%	38.50%	41.40%	16.70%	25.00%	15.40%	22.60%	31.20%
	Somewhat convenient	29.20%	22.20%	20.00%	19.20%	37.00%	17.10%	7.70%	20.70%	29.20%	33.30%	30.80%	30.20%	14.60%
	Very somewhat convenient	54.20%	44.40%	68.00%	34.60%	55.60%	47.40%	46.20%	62.10%	45.80%	58.30%	46.20%	52.80%	45.80%
	Somewhat inconvenient	4.20%	11.10%	4.00%	0.00%	7.40%	3.90%	7.70%	3.40%	8.30%	8.30%	0.00%	1.90%	6.20%
	Very inconvenient	4.20%	0.00%	4.00%	7.70%	3.70%	5.30%	0.00%	0.00%	4.20%	8.30%	15.40%	3.80%	6.20%
	Very somewhat inconvenient	8.30%	11.10%	8.00%	7.70%	11.10%	9.20%	7.70%	3.40%	12.50%	16.70%	15.40%	5.70%	12.50%
	I don't know	37.50%	44.40%	24.00%	57.70%	33.30%	43.40%	46.20%	34.50%	41.70%	25.00%	38.50%	41.50%	41.70%
		17. In which of the following age groups are you?				18. Child < 18		19. Which category best describes your annual household income in 2010?					20. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
12. What kinds of restaurants or entertainment opportunities would make you more likely to visit Downtown Lamar?	Family restaurants	62.50%	75.00%	65.20%	94.70%	79.20%	68.80%	50.00%	76.90%	70.00%	80.00%	72.70%	66.70%	75.00%
	Fine dining	20.80%	5.00%	39.10%	26.30%	8.30%	31.20%	25.00%	7.70%	15.00%	30.00%	72.70%	23.80%	25.00%
	outdoor dining	16.70%	10.00%	13.00%	5.30%	12.50%	10.90%	16.70%	11.50%	15.00%	0.00%	18.20%	11.90%	11.40%
	More special events	16.70%	10.00%	8.70%	0.00%	16.70%	7.80%	8.30%	11.50%	10.00%	0.00%	9.10%	14.30%	6.80%
	Bands/live concerts/music	16.70%	20.00%	4.30%	10.50%	8.30%	14.10%	33.30%	15.40%	5.00%	10.00%	9.10%	19.00%	6.80%
	Bars/nightlife	8.30%	15.00%	8.70%	0.00%	0.00%	10.90%	25.00%	3.80%	5.00%	20.00%	0.00%	11.90%	4.50%
	Game room/arcade/pool room	8.30%	20.00%	13.00%	0.00%	12.50%	10.90%	16.70%	7.70%	15.00%	30.00%	0.00%	9.50%	11.40%
	Family events	12.50%	15.00%	13.00%	10.50%	25.00%	7.80%	0.00%	19.20%	15.00%	10.00%	0.00%	9.50%	15.90%
	Activities for teenagers	4.20%	10.00%	4.30%	0.00%	12.50%	1.60%	0.00%	7.70%	5.00%	10.00%	0.00%	4.80%	4.50%
	Other	12.50%	0.00%	8.70%	0.00%	8.30%	4.70%	0.00%	7.70%	10.00%	0.00%	0.00%	7.10%	4.50%
		17. In which of the following age groups are you?				18. Child < 18		19. Which category best describes your annual household income in 2010?					20. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
13. What kinds of businesses do you think would make you more likely to visit Downtown Lamar?	Clothing stores	21.70%	27.30%	18.20%	42.90%	28.60%	24.60%	16.70%	28.00%	25.00%	30.00%	33.30%	16.70%	35.00%
	More shops (in general)	34.80%	18.20%	31.80%	14.30%	28.60%	24.60%	50.00%	24.00%	25.00%	20.00%	11.10%	23.80%	27.50%
	Specialty/upscale shops	8.70%	13.60%	9.10%	14.30%	9.50%	13.10%	8.30%	16.00%	5.00%	0.00%	33.30%	16.70%	7.50%
	Antique shops	17.40%	31.80%	50.00%	35.70%	42.90%	31.10%	16.70%	36.00%	40.00%	30.00%	44.40%	31.00%	37.50%
	Bookstore	26.10%	22.70%	9.10%	7.10%	19.00%	16.40%	33.30%	16.00%	10.00%	20.00%	11.10%	23.80%	10.00%
	Art galleries/shops	8.70%	13.60%	13.60%	7.10%	9.50%	11.50%	8.30%	4.00%	15.00%	10.00%	33.30%	14.30%	7.50%
	Bed and breakfasts/lodging	4.30%	13.60%	18.20%	0.00%	4.80%	11.50%	0.00%	12.00%	10.00%	20.00%	11.10%	9.50%	10.00%
	Ice cream shop	26.10%	22.70%	13.60%	14.30%	23.80%	16.40%	25.00%	24.00%	25.00%	0.00%	0.00%	23.80%	12.50%
	Bakery	13.00%	22.70%	4.50%	0.00%	14.30%	9.80%	8.30%	8.00%	10.00%	20.00%	11.10%	11.90%	10.00%
	Convenience/grocery store	13.00%	4.50%	0.00%	7.10%	9.50%	4.90%	8.30%	4.00%	10.00%	0.00%	0.00%	9.50%	2.50%
		Other	13.00%	0.00%	4.50%	21.40%	0.00%	13.10%	25.00%	4.00%	5.00%	20.00%	0.00%	7.10%

		17. In which of the following age groups are you?				18. Child < 18		19. Which category best describes your annual household income in 2010?					20. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
14. What other physical improvements do you think would make Downtown Lamar more appealing?	Renovation of historic buildings	45.00%	63.20%	63.20%	50.00%	57.90%	54.00%	60.00%	52.60%	58.80%	55.60%	50.00%	51.40%	56.70%
	Better maintained buildings	15.00%	21.10%	10.50%	20.00%	21.10%	14.00%	20.00%	15.80%	11.80%	11.10%	10.00%	16.20%	16.70%
	More/better lighting	5.00%	0.00%	10.50%	0.00%	5.30%	4.00%	0.00%	10.50%	0.00%	0.00%	10.00%	5.40%	3.30%
	Better signage	10.00%	10.50%	0.00%	0.00%	5.30%	6.00%	20.00%	0.00%	0.00%	11.10%	0.00%	5.40%	6.70%
	Cleaner	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	Changing traffic flow to make it easier to get around downtown	0.00%	10.50%	0.00%	0.00%	5.30%	2.00%	20.00%	0.00%	0.00%	0.00%	0.00%	5.40%	0.00%
	More/better parking	10.00%	15.80%	10.50%	0.00%	10.50%	12.00%	20.00%	0.00%	11.80%	11.10%	20.00%	5.40%	16.70%
	New/better sidewalks	20.00%	0.00%	5.30%	0.00%	5.30%	8.00%	10.00%	0.00%	11.80%	11.10%	0.00%	10.80%	3.30%
	Benches/more greenspace	10.00%	26.30%	26.30%	60.00%	21.10%	28.00%	10.00%	26.30%	17.60%	55.60%	40.00%	24.30%	30.00%
	Murals	20.00%	10.50%	26.30%	10.00%	15.80%	18.00%	20.00%	10.50%	29.40%	11.10%	20.00%	24.30%	10.00%
	Fountains	55.00%	15.80%	5.30%	40.00%	21.10%	30.00%	30.00%	42.10%	29.40%	11.10%	20.00%	35.10%	20.00%
Other	0.00%	5.30%	5.30%	0.00%	5.30%	2.00%	0.00%	10.50%	0.00%	0.00%	0.00%	5.40%	0.00%	
		17. In which of the following age groups are you?				18. Child < 18		19. Which category best describes your annual household income in 2010?					20. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
15. Excluding lodging, how much money are you likely to spend in Downtown Lamar during this visit?	less than \$50	33.30%	53.80%	50.00%	54.50%	55.60%	45.80%	46.20%	50.00%	45.80%	27.30%	46.20%	48.00%	46.80%
	\$50 - \$99	41.70%	7.70%	3.80%	13.60%	11.10%	18.10%	23.10%	7.10%	20.80%	18.20%	23.10%	20.00%	12.80%
	\$100 - \$199	12.50%	11.50%	34.60%	13.60%	11.10%	20.80%	7.70%	17.90%	16.70%	36.40%	30.80%	12.00%	23.40%
	\$200 or more	0.00%	15.40%	0.00%	4.50%	11.10%	4.20%	7.70%	7.10%	8.30%	9.10%	0.00%	10.00%	2.10%
	Other/don't know	12.50%	11.50%	11.50%	13.60%	11.10%	11.10%	15.40%	17.90%	8.30%	9.10%	0.00%	10.00%	14.90%

		17. In which of the following age groups are you?				18. Child < 18		19. Which category best describes your annual household income in 2010?					20. Gender		
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female	
		%	%	%	%	%	%	%	%	%	%	%	%	%	
Please indicate which of the following are hobbies of yours?															
16a) Retail/boutique shopping	Yes	42.10%	54.20%	78.90%	75.00%	62.50%	61.10%	66.70%	65.20%	47.40%	58.30%	80.00%	37.50%	84.20%	
	No	57.90%	45.80%	21.10%	25.00%	37.50%	38.90%	33.30%	34.80%	52.60%	41.70%	20.00%	62.50%	15.80%	
	I don't know	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
16b) Biking	Yes	65.00%	36.40%	36.80%	37.50%	55.00%	40.00%	70.00%	38.10%	44.40%	14.30%	71.40%	44.70%	42.40%	
	No	35.00%	63.60%	63.20%	50.00%	45.00%	56.00%	30.00%	57.10%	55.60%	71.40%	28.60%	52.60%	54.50%	
	I don't know	0.00%	0.00%	0.00%	12.50%	0.00%	4.00%	0.00%	4.80%	0.00%	14.30%	0.00%	2.60%	3.00%	
16c) Camping	Yes	77.30%	80.00%	40.00%	72.70%	87.50%	58.00%	80.00%	71.40%	76.20%	50.00%	50.00%	68.40%	66.70%	
	No	22.70%	20.00%	60.00%	27.30%	12.50%	42.00%	20.00%	28.60%	23.80%	50.00%	50.00%	31.60%	33.30%	
	I don't know	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
16d) Antique shopping	Yes	60.00%	57.10%	59.10%	83.30%	50.00%	67.90%	66.70%	60.90%	66.70%	62.50%	70.00%	59.00%	68.40%	
	No	40.00%	33.30%	40.90%	16.70%	40.00%	32.10%	33.30%	34.80%	27.80%	37.50%	30.00%	38.50%	28.90%	
	I don't know	0.00%	9.50%	0.00%	0.00%	10.00%	0.00%	0.00%	4.30%	5.60%	0.00%	0.00%	2.60%	2.60%	
16e) Hunting	Yes	38.90%	35.00%	14.30%	16.70%	31.60%	25.00%	42.90%	17.60%	36.80%	28.60%	25.00%	37.50%	14.80%	
	No	61.10%	65.00%	85.70%	83.30%	68.40%	75.00%	57.10%	82.40%	63.20%	71.40%	75.00%	62.50%	85.20%	
	I don't know	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
16f) Fishing	Yes	33.30%	59.10%	37.50%	63.60%	57.10%	40.40%	71.40%	52.20%	42.10%	25.00%	50.00%	47.40%	43.30%	
	No	66.70%	40.90%	62.50%	36.40%	42.90%	57.40%	28.60%	47.80%	57.90%	62.50%	50.00%	52.60%	53.30%	
	I don't know	0.00%	0.00%	0.00%	0.00%	0.00%	2.10%	0.00%	0.00%	0.00%	12.50%	0.00%	0.00%	3.30%	
16g) Walking/hiking	Yes	75.00%	83.30%	77.80%	75.00%	87.50%	72.50%	81.80%	86.40%	71.40%	50.00%	100.00%	80.00%	74.30%	
	No	25.00%	16.70%	22.20%	25.00%	12.50%	27.50%	18.20%	13.60%	28.60%	50.00%	0.00%	20.00%	25.70%	
	I don't know	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
16h) Fine dining	Yes	61.10%	72.00%	65.00%	76.90%	56.50%	75.90%	90.00%	57.10%	63.20%	70.00%	100.00%	66.70%	69.40%	
	No	38.90%	28.00%	30.00%	23.10%	43.50%	22.20%	10.00%	42.90%	31.60%	30.00%	0.00%	30.80%	30.60%	
	I don't know	0.00%	0.00%	5.00%	0.00%	0.00%	1.90%	0.00%	0.00%	5.30%	0.00%	0.00%	2.60%	0.00%	
16i) Boating	Yes	41.20%	47.60%	28.60%	50.00%	45.00%	36.60%	42.90%	47.60%	47.10%	14.30%	50.00%	41.70%	38.50%	
	No	58.80%	52.40%	71.40%	50.00%	55.00%	63.40%	57.10%	52.40%	52.90%	85.70%	50.00%	58.30%	61.50%	
	I don't know	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
16j) Golf	Yes	23.50%	31.80%	31.20%	44.40%	25.00%	33.30%	14.30%	25.00%	42.10%	37.50%	25.00%	37.80%	17.90%	
	No	76.50%	63.60%	68.80%	55.60%	70.00%	64.40%	85.70%	70.00%	57.90%	50.00%	75.00%	62.20%	75.00%	
	I don't know	0.00%	4.50%	0.00%	0.00%	5.00%	2.20%	0.00%	5.00%	0.00%	12.50%	0.00%	0.00%	7.10%	
		17. In which of the following age groups are you?				18. Child < 18		19. Which category best describes your annual household income in 2010?					20. Gender		
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female	
		%	%	%	%	%	%	%	%	%	%	%	%	%	
17. In which of the following age groups are you?		18-34	100.00%	0.00%	0.00%	0.00%	22.20%	22.50%	46.20%	20.00%	37.50%	8.30%	0.00%	29.60%	15.70%
		35-49	0.00%	100.00%	0.00%	0.00%	59.30%	12.50%	23.10%	23.30%	25.00%	41.70%	20.00%	29.60%	19.60%
		50-64	0.00%	0.00%	100.00%	0.00%	14.80%	27.50%	7.70%	30.00%	20.80%	16.70%	46.70%	18.50%	31.40%
		65 or over	0.00%	0.00%	0.00%	100.00%	3.70%	35.00%	23.10%	26.70%	16.70%	25.00%	33.30%	20.40%	31.40%
		Other, don't know, refused	0.00%	0.00%	0.00%	0.00%	0.00%	2.50%	0.00%	0.00%	0.00%	0.00%	8.30%	0.00%	1.90%

		17. In which of the following age groups are you?				18. Child < 18		19. Which category best describes your annual household income in 2010?					20. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
18. Did any children under the age of 18 come with you Downtown today?	Yes	25.00%	59.30%	15.40%	3.40%	100.00%	0.00%	7.70%	26.70%	33.30%	33.30%	26.70%	25.90%	25.50%
	No	75.00%	37.00%	84.60%	96.60%	0.00%	100.00%	92.30%	73.30%	66.70%	66.70%	73.30%	72.20%	74.50%
	Other, don't know	0.00%	3.70%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.90%	0.00%
		17. In which of the following age groups are you?				18. Child < 18		19. Which category best describes your annual household income in 2010?					20. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
19. Which category best describes your annual household income in 2010?	Under \$25,000	25.00%	11.50%	3.80%	11.50%	3.70%	16.00%	100.00%	0.00%	0.00%	0.00%	0.00%	11.30%	14.90%
	\$25,000 to \$49,999	25.00%	26.90%	34.60%	30.80%	29.60%	29.30%	0.00%	100.00%	0.00%	0.00%	0.00%	30.20%	29.80%
	\$50,000 to \$74,999	37.50%	23.10%	19.20%	15.40%	29.60%	21.30%	0.00%	0.00%	100.00%	0.00%	0.00%	26.40%	17.00%
	\$75,000 to \$99,999	4.20%	19.20%	7.70%	11.50%	14.80%	10.70%	0.00%	0.00%	0.00%	100.00%	0.00%	7.50%	17.00%
	\$100,000 plus	0.00%	11.50%	26.90%	19.20%	14.80%	14.70%	0.00%	0.00%	0.00%	0.00%	100.00%	15.10%	12.80%
	Other, don't know, refused	8.30%	7.70%	7.70%	11.50%	7.40%	8.00%	0.00%	0.00%	0.00%	0.00%	0.00%	9.40%	8.50%
		17. In which of the following age groups are you?				18. Child < 18		19. Which category best describes your annual household income in 2010?					20. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
20. Gender	Male	66.70%	61.50%	38.50%	40.70%	51.90%	50.60%	46.20%	53.30%	63.60%	33.30%	57.10%	100.00%	0.00%
	Female	33.30%	38.50%	61.50%	59.30%	48.10%	49.40%	53.80%	46.70%	36.40%	66.70%	42.90%	0.00%	100.00%