

DOWNTOWN
REVITALIZATION &
ECONOMIC
ASSISTANCE FOR
MISSOURI

December 2011

VISITOR SURVEY REPORT

FINAL SURVEY FINDINGS
AND RESULTS

Trenton, Missouri



ACKNOWLEDGMENTS



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



PLANNING CONSULTANT



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SECTION I

EXECUTIVE SUMMARY

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

One hundred and forty-eight (148) interviews were completed from various zip codes outside of Trenton. (Residents living in the 64683 zip code were excluded from taking the survey.)

A. VISITING DOWNTOWN TRENTON

Respondents were asked several questions about Downtown Trenton. Respondents were first asked the main purpose of their current visit to Downtown Trenton. More than half (50.4%) indicated a "special event" was their main purpose for visiting Downtown that day. Very few (13.5%) answered "visiting family and friends" and "shopping" (10.6%). More than seven in ten (73.6%) answered that they were not staying overnight in Trenton. Of the one in four that were staying overnight in Trenton, a large majority (76.9%) were staying overnight with "family and friends" and (12.8%) answered "hotel/motel/bed and breakfast in Trenton area."

More than four in five (83.6%) respondents said that they had visited Downtown Trenton before, and 28.1% of respondents had come to Downtown Trenton on a regular basis (more than 5 times a month). A small percentage (16.5%) said that they come Downtown "one to five times per month," while 26.4% respondents reported visiting Downtown "more than once a year but less than once a month." About one in five (19.8%) said that they come Downtown "once a year or less."

B. ACTIVITIES ON THIS VISIT TO DOWNTOWN

When asked about different activities one might do on a visit to Downtown Trenton, strong percentages said that they had done or were planning to do five things:

- Special event (81.7%)
- Dining (66.7%)
- Shopping (47.7%)
- Nightlife/entertainment (30.8%)
- Conducting business (30.1%)

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

- Visiting college (22.5%)
- Government/Post office (18.9%)
- Visiting museum (18.9%)
- Going to church (18.7%)

When asked to indicate the “top two reasons [they] most often visit Downtown Trenton,” significant percentages answered “special event” (59.7%), “shopping” (24.3%) and “dining” (20.8%). Smaller percentages answered “visiting college” (11.1%), “going to church” (5.6%), “this is my first visit to downtown Trenton” (5.6%), “government/Post office” (4.2%), “nightlife/entertainment” (3.5%), and “visiting museum” (2.1%).

Half (50.0%) of respondents said they would spend “less than \$50” on this visit to Downtown excluding lodging, and an additional 34.9% said they would spend “between \$50 and \$99.” A small percentage (5.5%) responded that they would spend between \$100 and \$199 and very few said they would spend over \$200 (2.1%).

Respondents were also asked whether “any children under the age of 18” came with them on this visit to Downtown. More than half (53.4%) said that a child under the age of 18 had *not* accompanied them on this visit Downtown and 45.2% had a child under 18 with them on the visit.

C. USING DOWNTOWN TRENTON

Respondents were asked about the ease and convenience of Downtown Trenton. More than two in five (46.9%) said that it is “very easy” to find their way around Downtown. Overall, about four in five (78.2%) respondents said that it was “very” or “somewhat” easy to do so. A majority (61.6%) of respondents said that parking Downtown is “very” or “somewhat” convenient, with 19.9% rating parking as “very convenient.” About half (46.3%) indicated that Downtown business hours are “very” or “somewhat” convenient, with a (26.5%) answering “somewhat convenient.”

D. ADDITIONS AND IMPROVEMENTS TO DOWNTOWN TRENTON

When asked “what kinds of businesses” would make them more likely to visit Downtown Trenton, a plurality of respondents cited one item¹: “clothing stores” (40.6%). More than 20% of respondents cited two other items: “more stores (in general)” (37.1%) and an “ice cream shop” (30.1%).

Smaller percentages cited additional items:

- Antique shops (18.9%)
- Coffee shop/Internet café (16.8%)
- Art galleries/shops (8.4%)
- Bakery (7.7%)
- Bookstore (7.0%)
- Convenience/grocery store (4.9%)
- Bed and breakfasts/lodging (4.2%)
- Health clinic (4.2%)
- Specialty/upscale shops (3.5%)
- Banquet/reception facility (2.1%)

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

Respondents were also asked “what kinds of restaurant or entertainment opportunities would make [them] more likely to visit Downtown Trenton.” A plurality of respondents cited one item²: “family restaurants” (50.0%) and “bands/live concerts/music” (21.5%). More than 10% of respondents cited items: “more special events” (16.7%) and “family events” (16.0%), “performing arts center” (15.3%), “bowling alley” (15.3%) and “activities for teenagers” (14.6%).

Smaller percentages cited six additional items:

- Fine dining (9.7%)
- Mini golf (9.7%)
- Game room/arcade/pool room (7.6%)
- Bars/night life (6.3%)
- Outdoor dining (5.6%)
- Railroad Museum (3.5%)

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

- Renovations of historic buildings (33.8%)
- Fountains (26.8%)

Smaller percentages cited additional items:

- More/better parking (18.3%)
- Better maintained buildings (15.5%)
- Cleaner (15.5%)
- Changing traffic flow to make easier to get around downtown (15.5%)
- Benches/more green space (14.1%)
- Murals (12.7%)
- New/better sidewalks (8.5%)
- Better signage (7.7%)
- More/better lighting (7.0%)

E. RESPONDENT PROFILE

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

- Walking/hiking (71.0%)
- Camping (66.4%)
- Fine dining (64.7%)
- Retail/boutique shopping (63.7%)
- Fishing (59.0%)
- Antique shopping (50.5%)

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

Smaller percentages practiced the following hobbies:

- Hunting (48.0%)
- Golf (36.6%)
- Biking (33.0%)

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

SECTION II OVERVIEW OF DATA

In August 2011, UNICOM-ARC coordinated with the City of Trenton 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 forty eight (148) 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 Trenton?	Special event	50.4%
	Visiting family/friends	13.5%
	Shopping	10.6%
	Business	5.0%
	visiting College	4.3%
	Government/Post Office	1.4%
	Church	.7%
	Visiting Museum	.7%
	Other (Please specify below)	13.5%

	%	
3. Are you staying overnight in Trenton?	Yes	26.4%
	No (SKIP to QUESTION 5)	73.6%

		%
4. Where are you staying overnight in Trenton?	With family or friends	76.9%
	Hotel/motel/bed and breakfast in Trenton area	12.8%
	Campground/RV park	2.6%
	Other (Please specify below)	7.7%

		%
5. Have you visited downtown Trenton before today?	Yes	83.6%
	No (SKIP to QUESTION 7)	16.4%

		%
6. How often do you visit downtown Trenton?	Once a year or less	19.8%
	More than once a year but less than once a month	26.4%
	One to five times per month	16.5%
	More than 5 times a month	28.1%
	Other (Please specify below)	9.1%

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

	Yes	No	I don't know
	%	%	%
7a) Special event	81.7%	12.2%	6.1%
7c) Dining	66.7%	26.1%	7.2%
7b) Shopping	47.7%	46.8%	5.5%
7d) Nightlife/ entertainment	30.8%	62.6%	6.6%
7f) Conducting business	30.1%	66.7%	3.2%
7h) Visiting College	22.5%	70.8%	6.7%
7g) Government/Post Office	18.9%	71.1%	10.0%
7i) Visiting Museum	18.9%	76.7%	4.4%
7e) Going to church	18.7%	71.4%	9.9%

	%
Special event	59.7%
Shopping	24.3%
Dining	20.8%
Visiting College	11.1%
Conducting business	8.3%
Going to Church	5.6%
This is my first visit to downtown Trenton	5.6%
Government/Post office	4.2%
Nightlife/entertainment	3.5%
Visiting Museum	2.1%
Other	16.0%

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

* 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 Trenton?	Very easy	46.9%
	Somewhat easy	31.3%
	Somewhat difficult	11.6%
	Very difficult	4.1%
	I don't know	6.1%
	Very/somewhat easy	78.2%
	Somewhat/very difficult	15.6%

	%	
10. How convenient would you say that parking is downtown?	Very convenient	19.9%
	Somewhat convenient	41.8%
	Somewhat inconvenient	18.5%
	Very inconvenient	8.2%
	I don't know	11.6%
	Very/somewhat convenient	61.6%
	Somewhat/very inconvenient	26.7%

	%	
11. How convenient would you say that hours of downtown businesses are?	Very convenient	19.7%
	Somewhat convenient	26.5%
	Somewhat inconvenient	10.9%
	Very inconvenient	8.2%
	I don't know	34.7%
	Very/somewhat convenient	46.3%
	Somewhat/very inconvenient	19.0%

	%
	50.0%
Family restaurants	
Bands/live concerts/music	21.5%
More special events	16.7%
Family events	16.0%
Performing Arts Center	15.3%
Bowling alley	15.3%
Activities for teenagers	14.6%
Fine dining	9.7%
Mini golf	9.7%
Game room/arcade/pool room	7.6%
Bars/night life	6.3%
Outdoor dining	5.6%
Railroad Museum	3.5%
Other	.7%

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

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

	%
	40.6%
Clothing stores	
More shops (in general)	37.1%
Ice cream shop	30.1%
Antique shops	18.9%
Coffee shop/Internet cafe	16.8%
Art galleries/shops	8.4%
13. What other kinds of businesses do you think would make you more likely to visit downtown Trenton?	
Bakery	7.7%
Bookstore	7.0%
Convenience/grocery store	4.9%
Bed and breakfasts/lodging	4.2%
Health clinic	4.2%
Specialty/upscale shops	3.5%
Banquet/reception facility	2.1%
Other	1.4%

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

	%
	33.8%
	15.5%
	26.8%
	18.3%
	15.5%
14. What other physical improvements do you think would make downtown Trenton more appealing?	15.5%
	14.1%
	12.7%
	8.5%
	7.7%
	7.0%
	2.1%

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

	%
	50.0%
	34.9%
	5.5%
	2.1%
	7.5%

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

	Yes	No	I don't know
	%	%	%
16g) Walking/hiking	71.0%	25.2%	3.7%
16c) Camping	66.4%	30.1%	3.5%
16h) Fine dining	64.7%	25.5%	9.8%
16a) Retail/boutique shopping	63.7%	32.4%	3.9%
16f) Fishing	59.0%	38.1%	2.9%
16d) Antique shopping	50.5%	46.5%	3.0%
16e) Hunting	48.0%	50.0%	2.0%
16i) Golf	36.6%	61.3%	2.2%
16b) Biking	33.0%	62.9%	4.1%

	%
18-34	35.4%
35-49	34.0%
50-64	17.7%
65 or over	8.8%
Other, don't know, refused	4.1%

	%
18. Did any children under the age of 18 come with you downtown today?	
Yes	45.2%
No	53.4%
Other, don't know	1.4%

		%
19. Which category that best describes your annual household income from 2007?	Under \$25,000	14.3%
	\$25,000 to \$49,999	30.6%
	\$50,000 to \$74,999	18.4%
	\$75,000 to \$99,999	10.9%
	\$100,000 plus	6.8%
	Other, don't know, refused	19.0%

		%
20. Gender	Male	35.1%
	Female	64.9%

Zip codes > 75 miles from Trenton			
Zip	City	State	Frequency
64011	Bates City	MO	3
90210	Beverly Hills	CA	3
63533	Brashear	MO	2
64024	Excelsior Springs	MO	2
64030	Grandview	MO	2
64037	Higginsville	MO	2
64068	Liberty	MO	2
64097	Wellington	MO	2
64098	Weston	MO	2
65340	Marshall	MO	2
80525	Fort Collins	CO	2
50111	Grimes	IA	1
52341	Toddville	IA	1
55912	Austin	MN	1
62650	Jacksonville	IL	1
63552	Macon	MO	1
64055	Independence	MO	1
64064	Blue Springs	MO	1
64075	Oak Grove	MO	1
64078	Peculiar	MO	1
64093	Warrensburg	MO	1
64119	Kansas City	MO	1
64138	Kansas City	MO	1
64151	Kansas City	MO	1
64157	Kansas City	MO	1
64158	Kansas City	MO	1
64454	Gower	MO	1
64468	Maryville	MO	1
64486	Sheridan	MO	1
64504	St. Joseph	MO	1
64507	St. Joseph	MO	1
65247	Excello	MO	1
65301	Sedalia	MO	1
65483	Houston	MO	1
65486	Iberia	MO	1
66062	Olathe	KS	1
66204	Overland Park	KS	1
67504	Hutchinson	KS	1
73115	Oklahoma City	OK	1
73141	Oklahoma City	OK	1

Zip codes < 75 miles from Trenton			
Zip	City	State	Frequency
64601	Chillicothe	MO	18
64679	Spickard	MO	12
64642	Gilman City	MO	9
64652	Laredo	MO	5
64085	Richmond	MO	4
64630	Browning	MO	4
63565	Unionville	MO	3
64641	Galt	MO	3
64673	Princeton	MO	3
63545	Green City	MO	2
64429	Cameron	MO	2
64624	Braymer	MO	2
64625	Breckenridge	MO	2
64648	Jamesport	MO	2
64661	Mercer	MO	2
64681	Sumner	MO	2
50147	Lineville	IA	1
63556	Milan	MO	1
63559	Novinger	MO	1
64424	Bethany	MO	1
64505	St. Joseph	MO	1
64622	Bogard	MO	1
64628	Brookfield	MO	1
64633	Carrollton	MO	1
64645	Harris	MO	1
64646	Humphreys	MO	1
64659	Meadville	MO	1
64682	Tina	MO	1
64688	Wheeling	MO	1
64689	Winston	MO	1

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SECTION III

RESPONSES TO OPEN ENDED QUESTIONS

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

Band Day 7

Fair 4

Missouri Days 3

Band competition 2

Band Festival 2

Work 2

Band day at Trenton

Colgate country showdown

Fall festival & Band day

Inflatable's

Library

Marching Band Competition

Marching Days

Missouri Band day

MO Band day

Parties

Pick up family

Trenton Band day

Working

Working at a stand

4. Where are you staying overnight in Trenton?

Dormitory

Dorm room

Knights Inn

6. How often do you visit Downtown Trenton?

A lot

Almost daily during work week

Daily

Every week

Everyday

Have never visited Downtown

Husband works in Trenton

Student

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

Family 4

Band Competition 3

Family /friends 2

Work 2

Auction

Cruising

Family leisure

Friends

Have never visited downtown area

Missouri days

Missouri Marching days

MO Band day

Park, recreation

Pay bills

Visit family

Visit friends

Visiting family

Work related

Working

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

Ate at school to help band boosters

Movie Theater

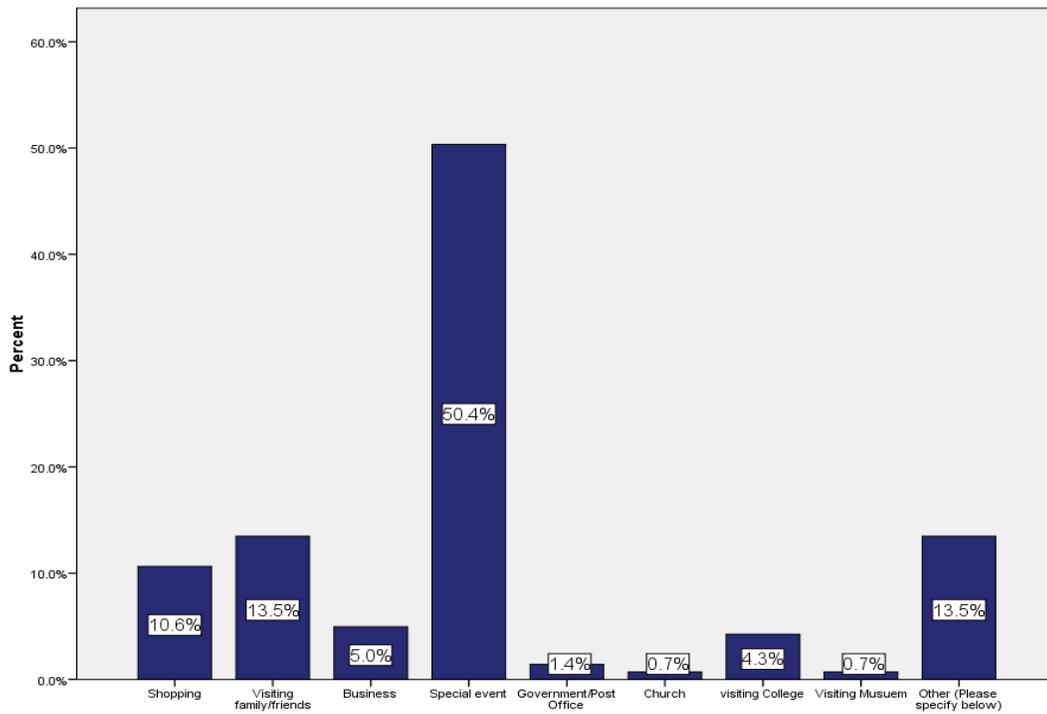
13. What other kinds of businesses do you think would make you more likely to visit Downtown Trenton?

No responses

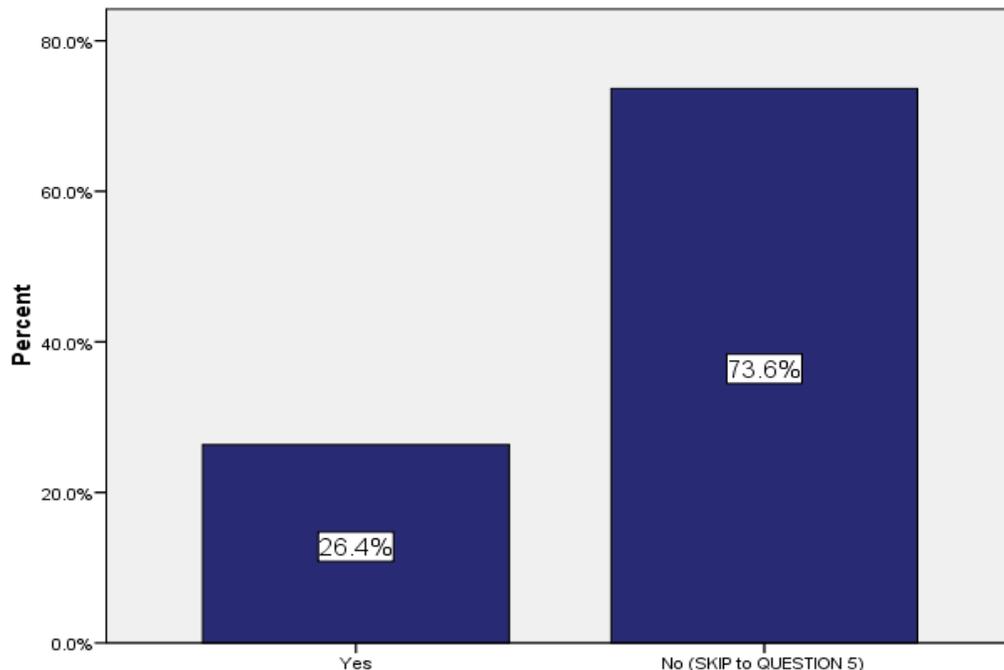
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SECTION IV

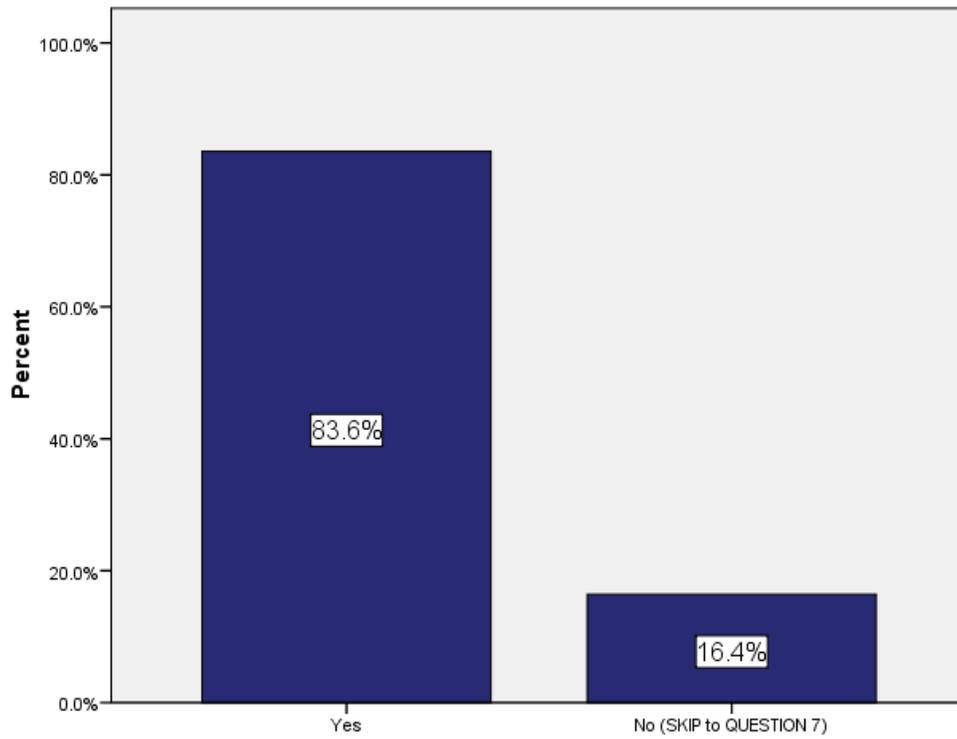
VISITOR BAR CHARTS



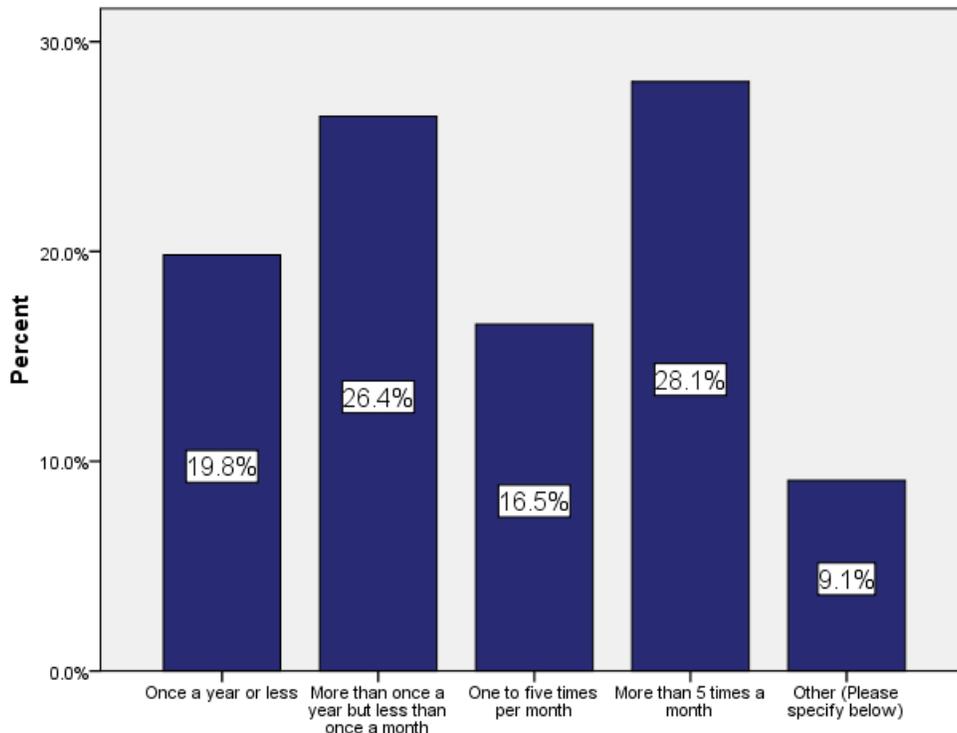
2. What is the main purpose of your visit to downtown Trenton?



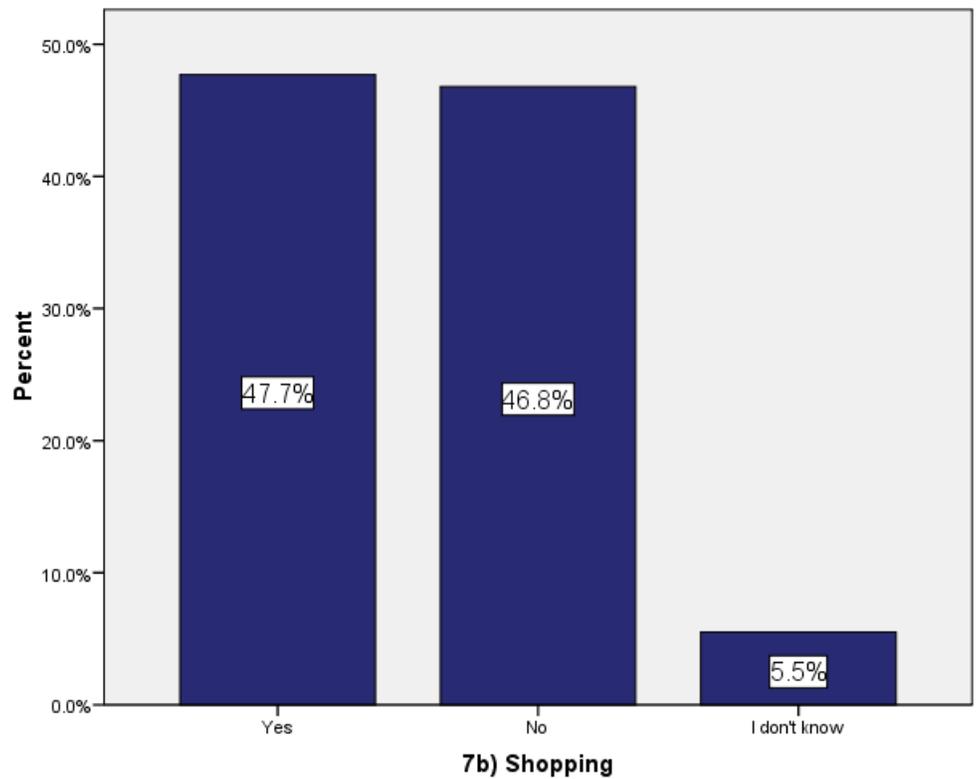
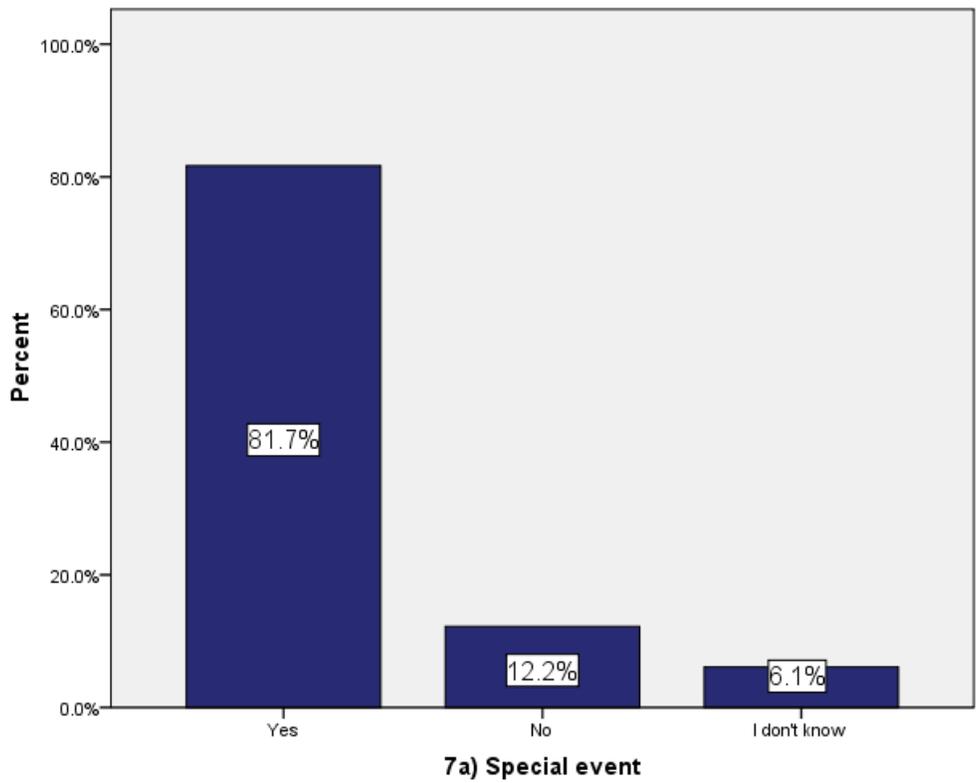
3. Are you staying overnight in Trenton?

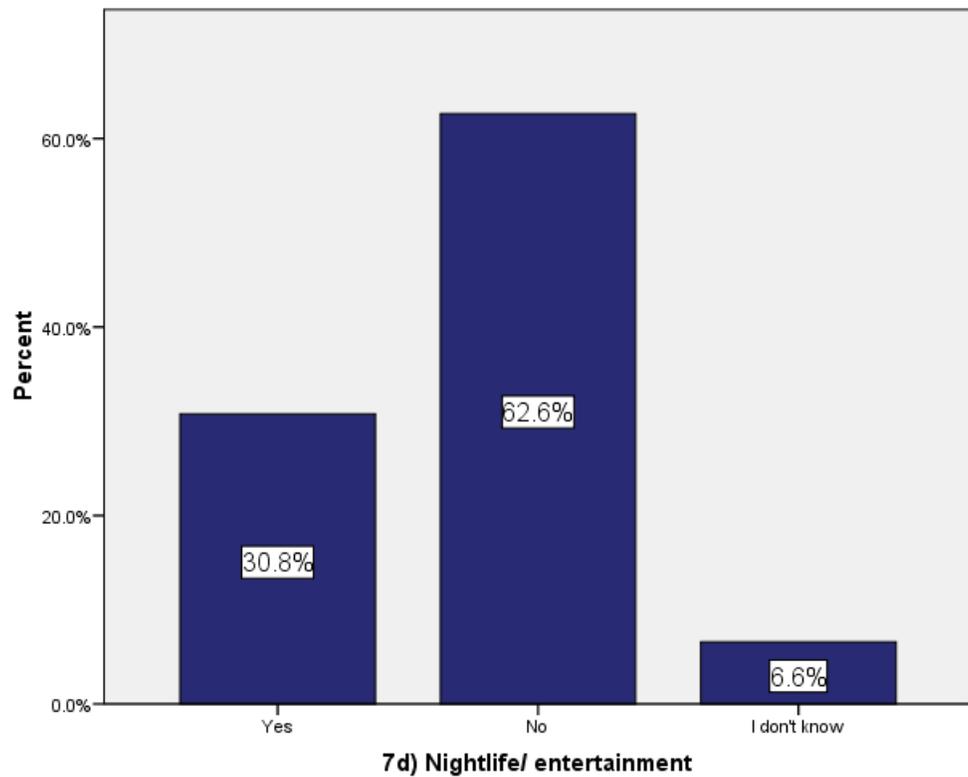
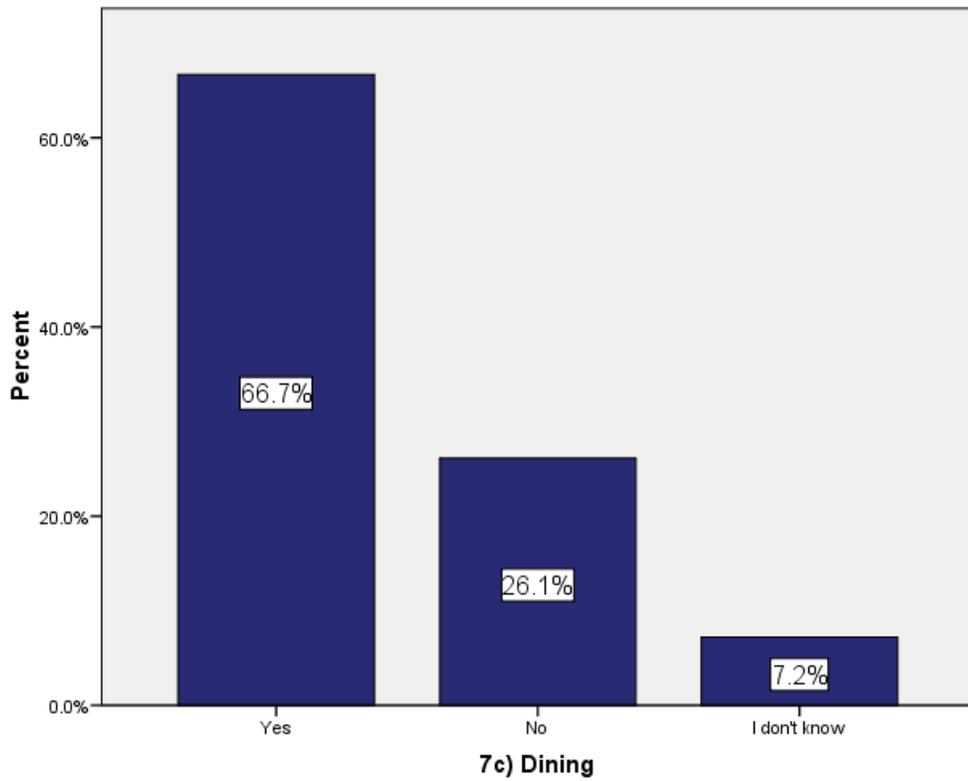


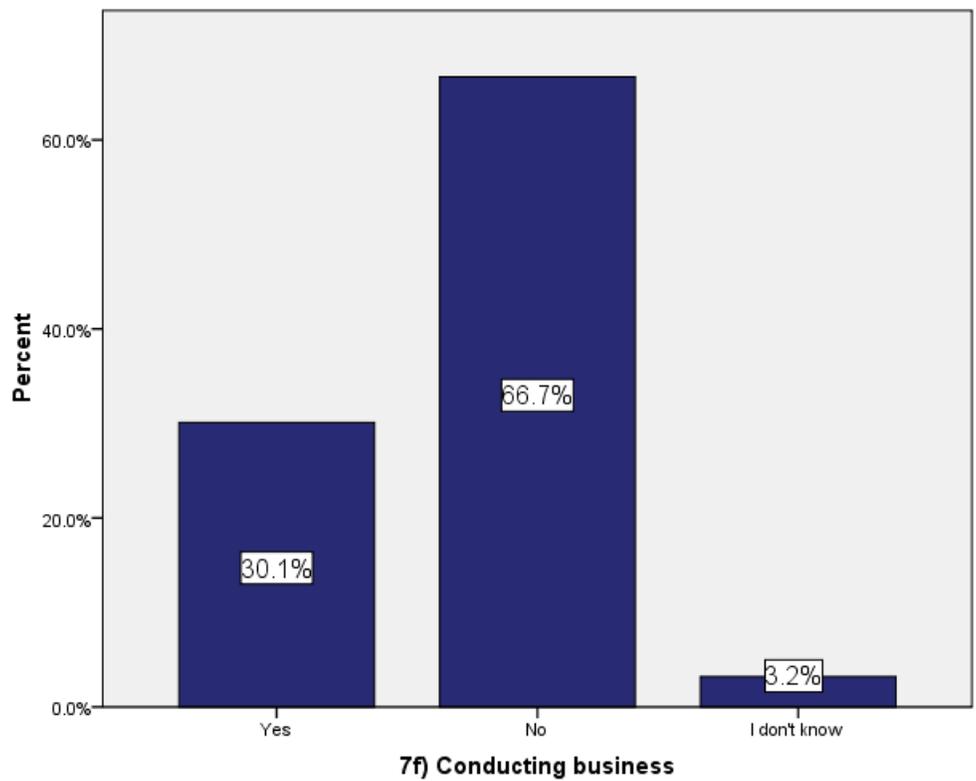
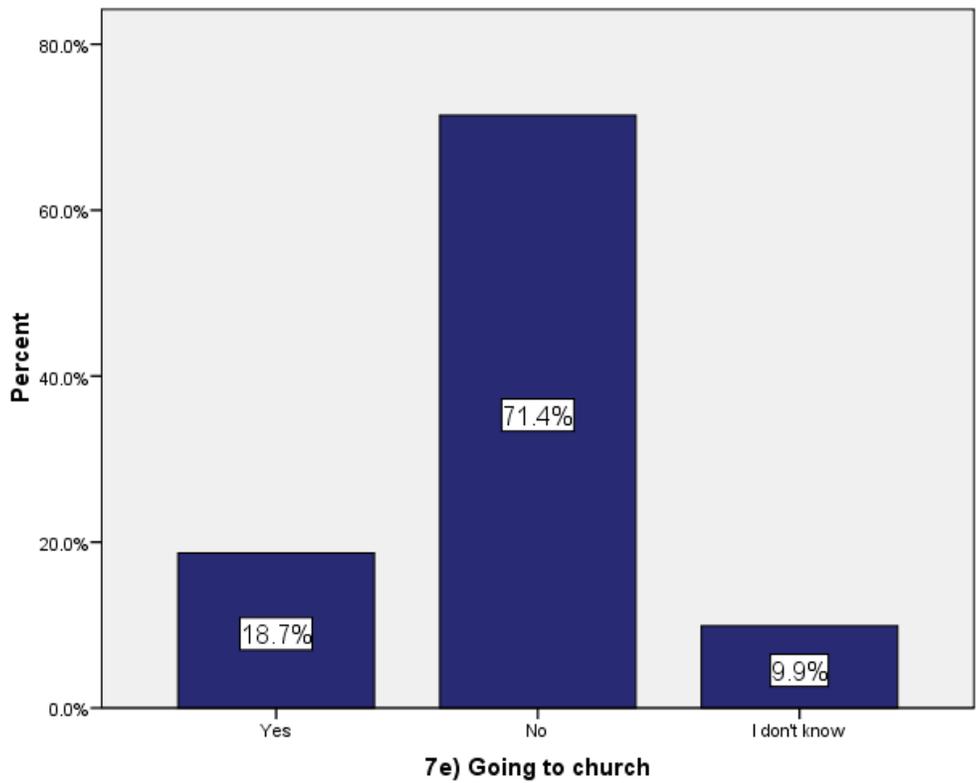
5. Have you visited downtown Trenton before today?

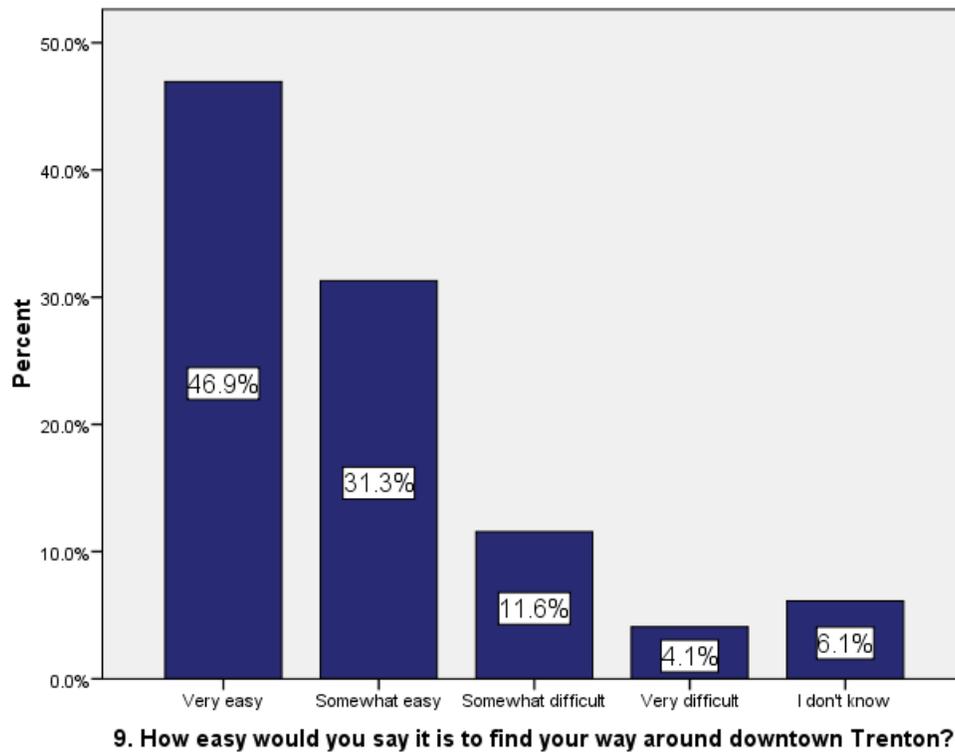
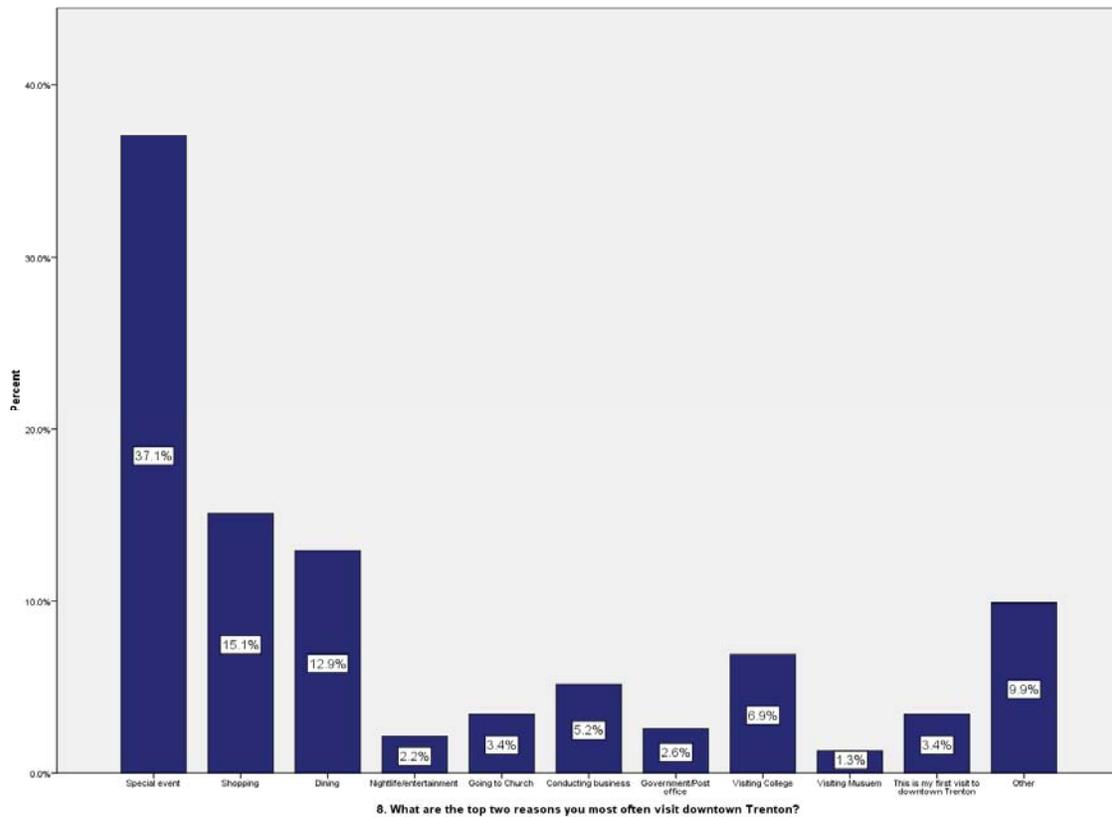


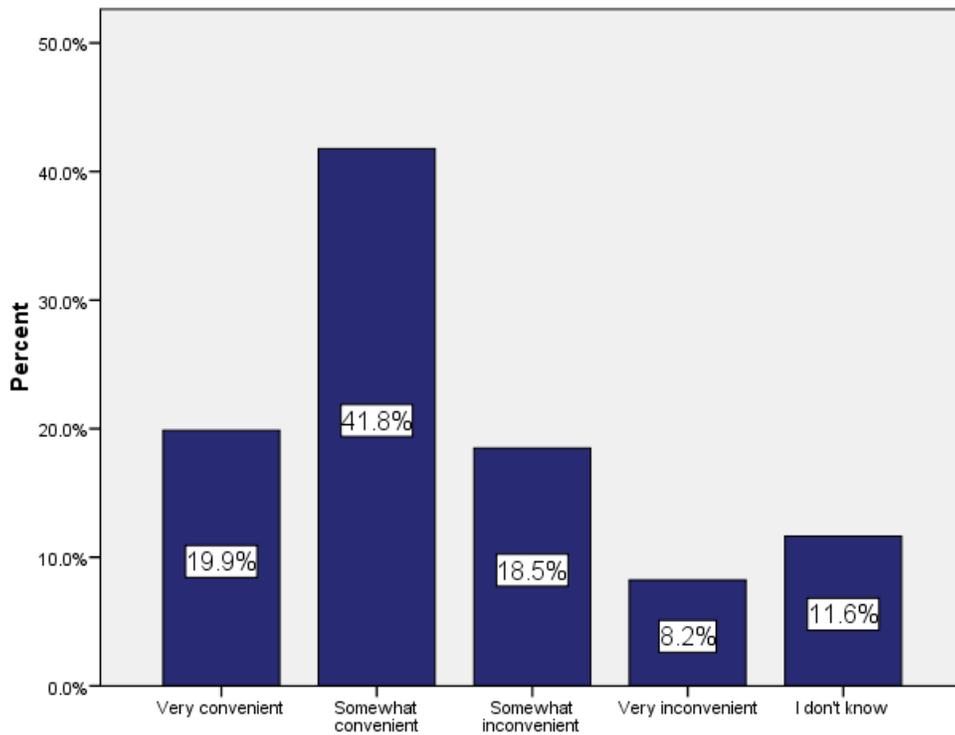
6. How often do you visit downtown Trenton?



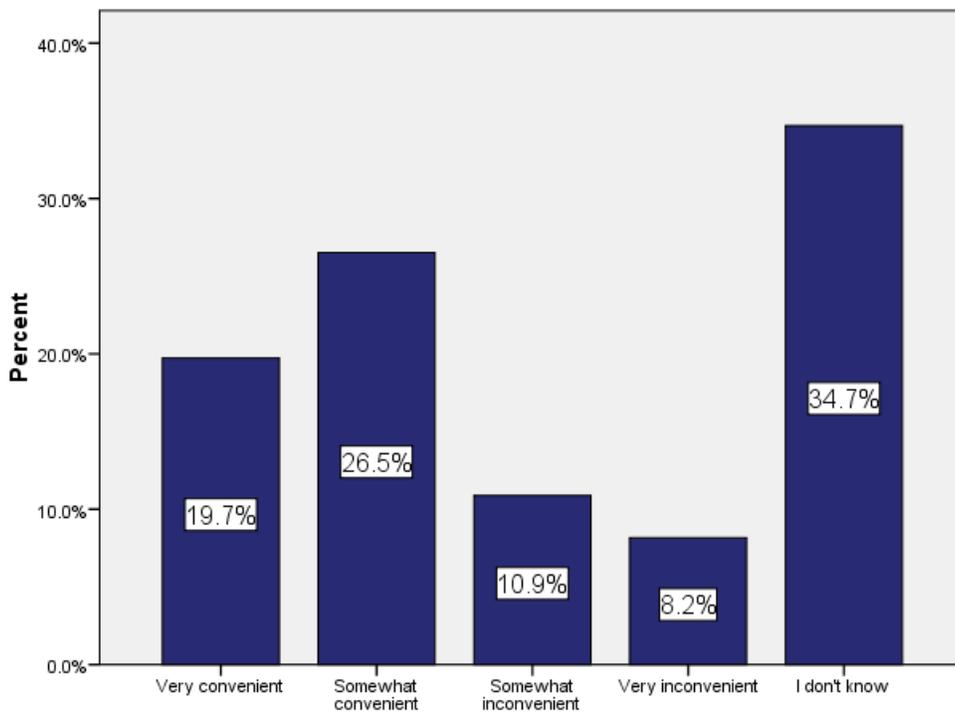




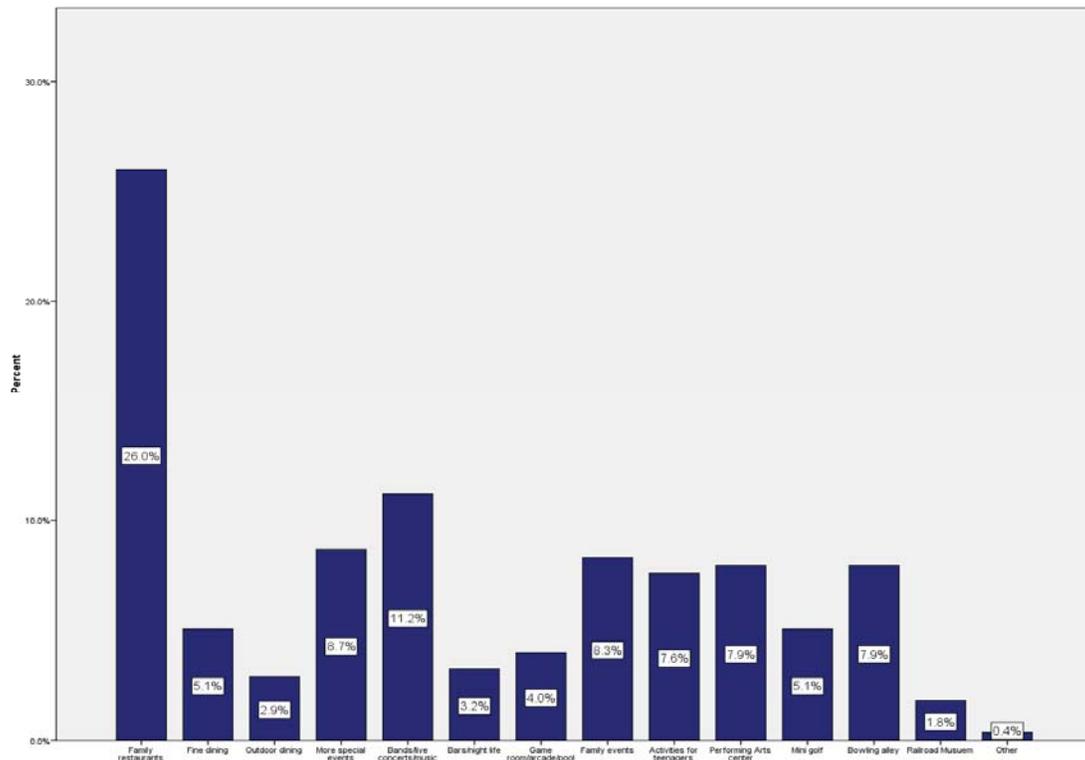




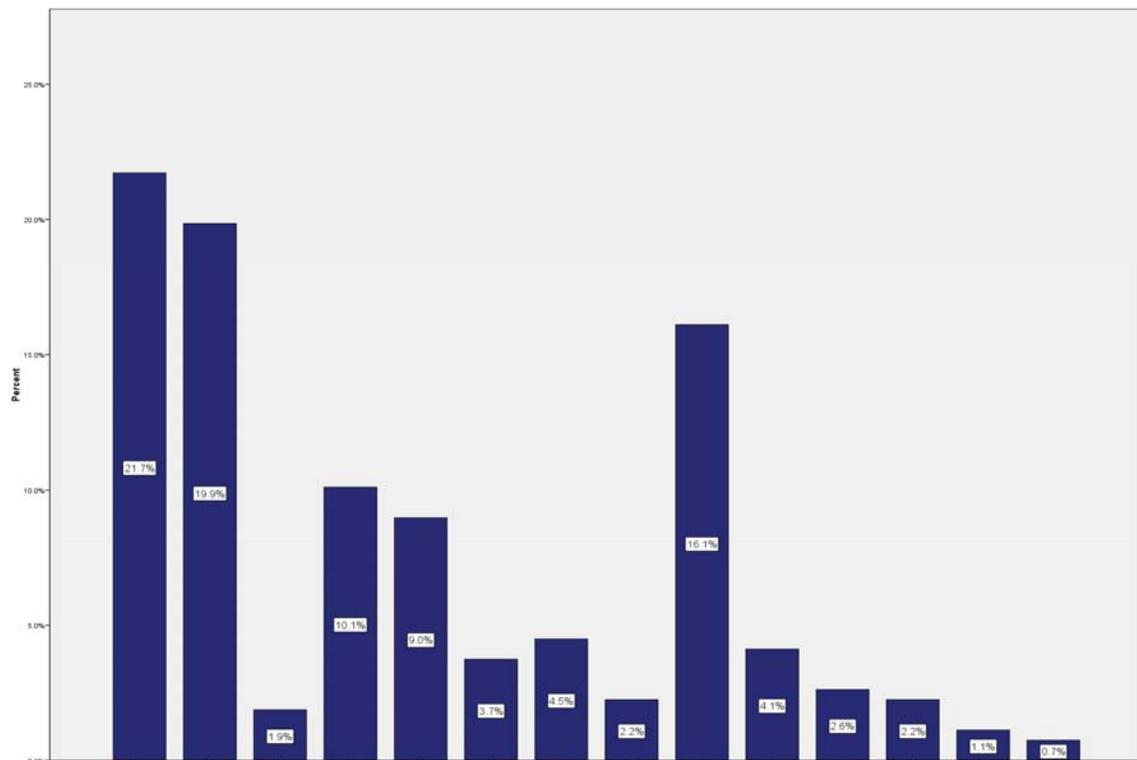
10. How convenient would you say that parking is downtown?



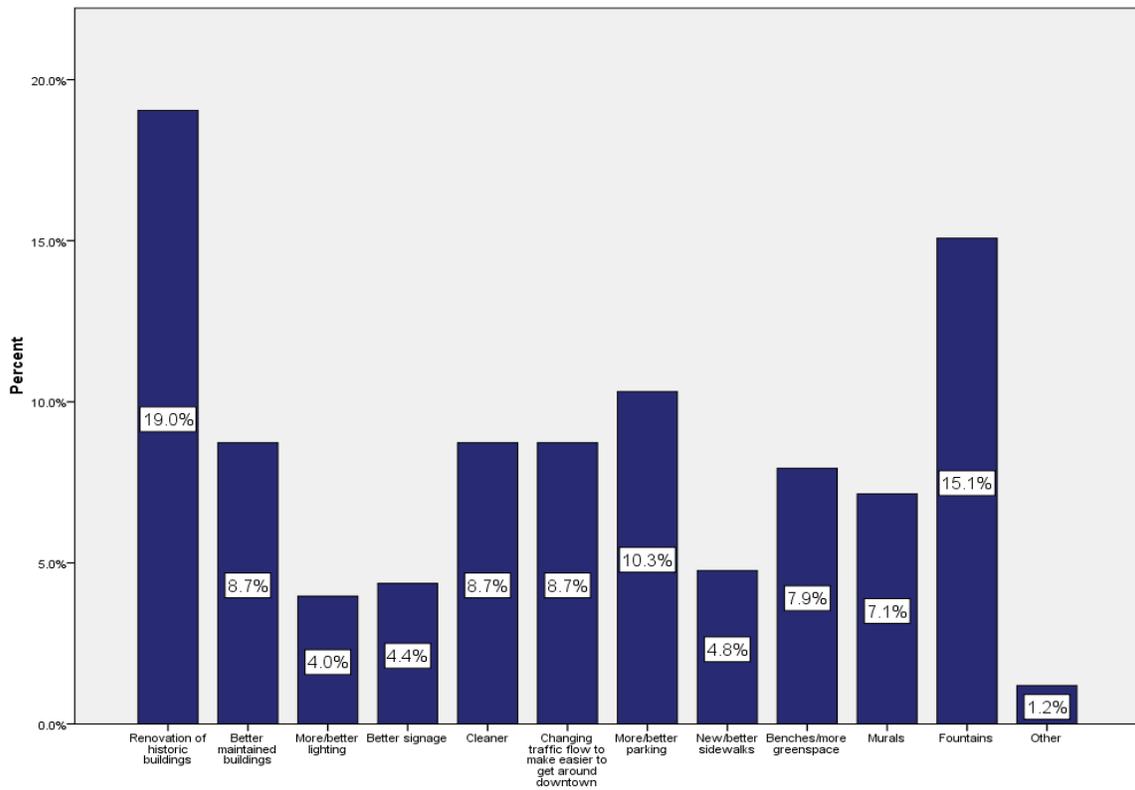
11. How convenient would you say that hours of downtown businesses are?



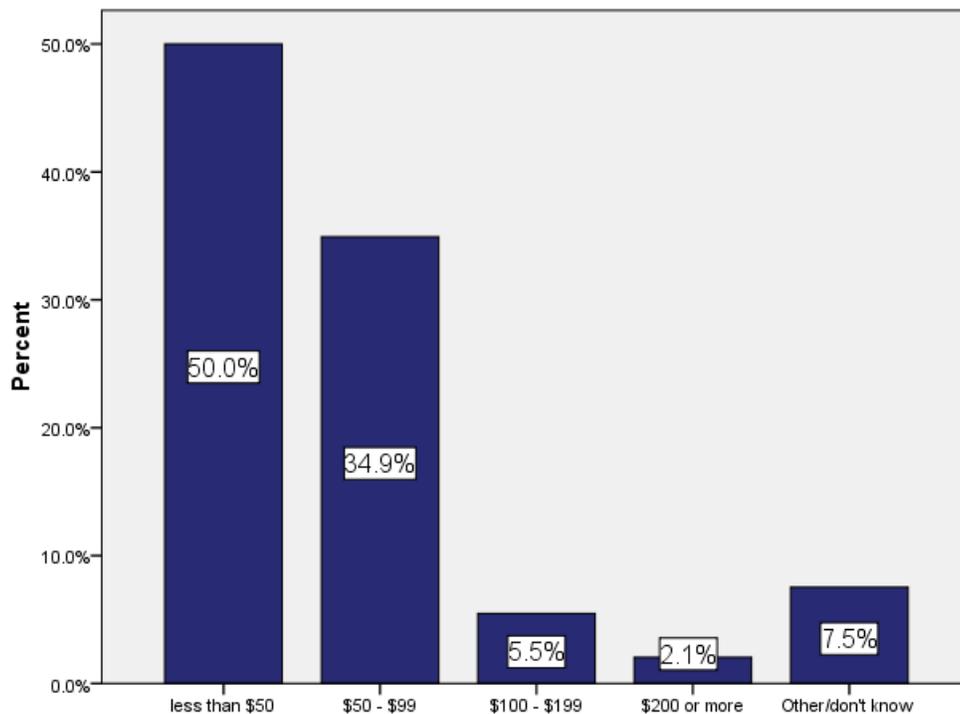
12. What kinds of restaurants or entertainment opportunities would make you more likely to visit downtown Trenton?



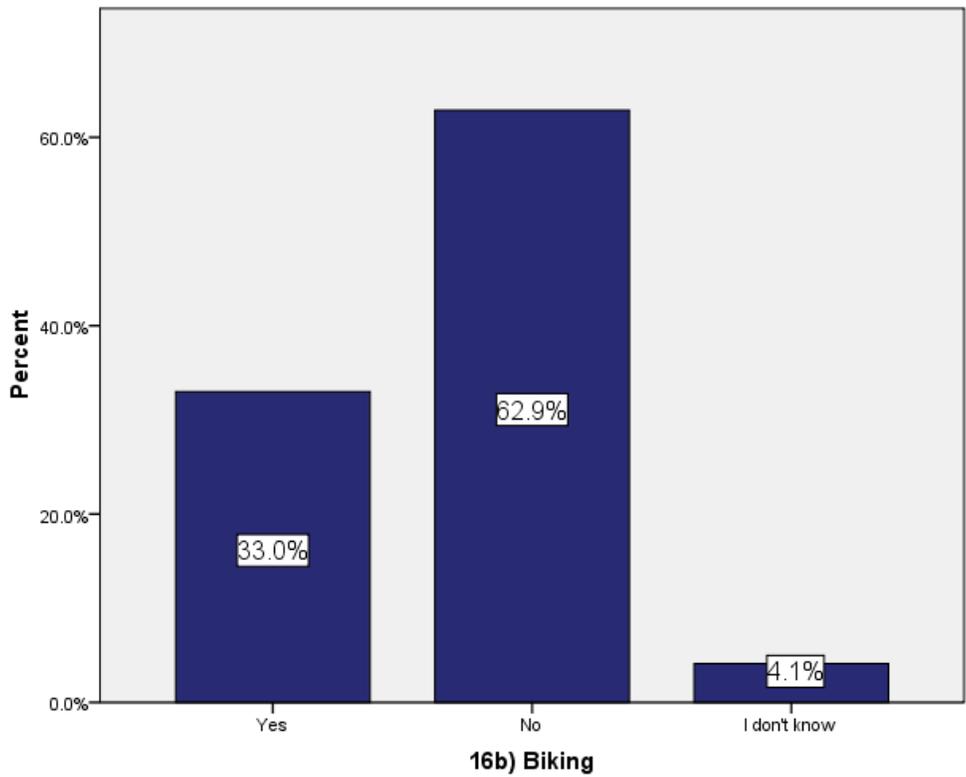
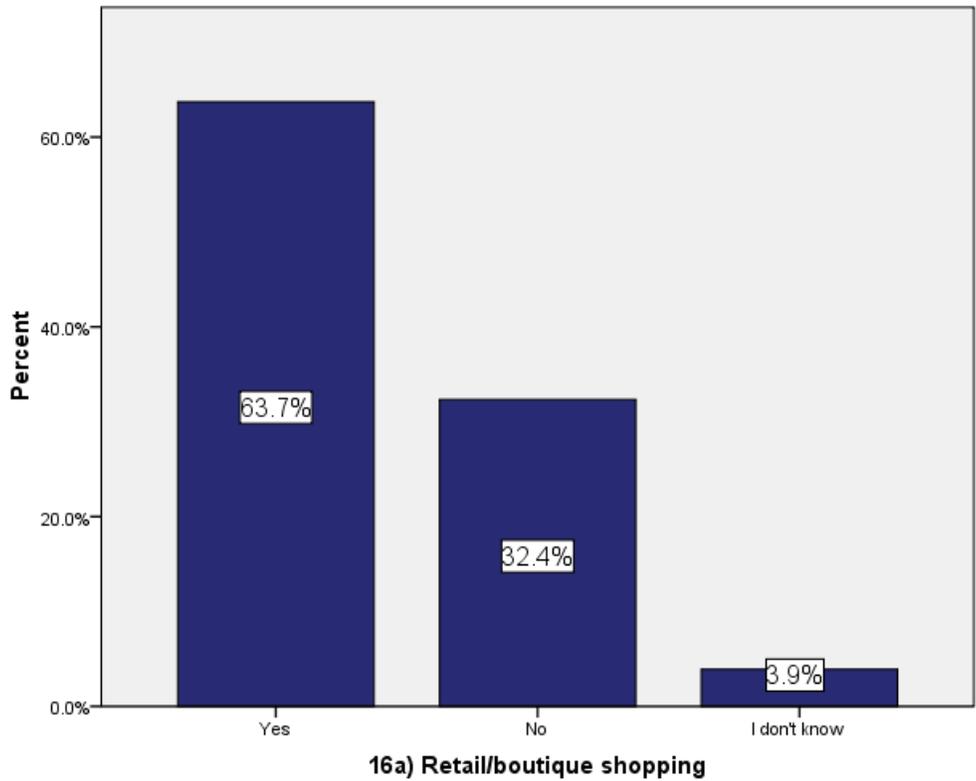
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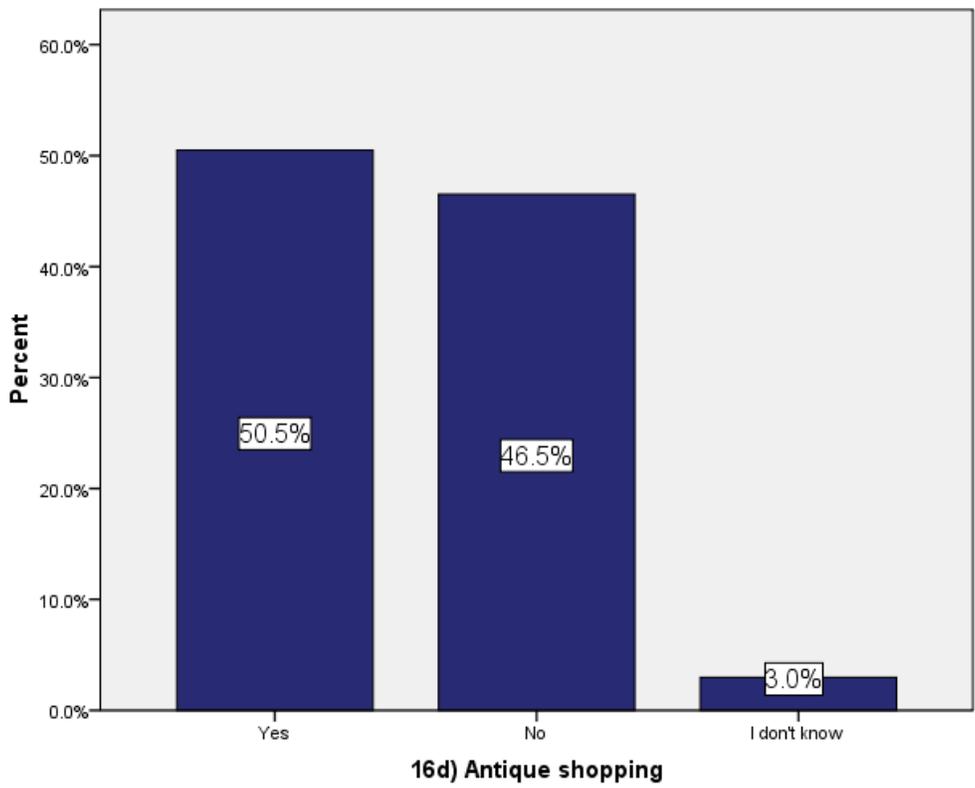
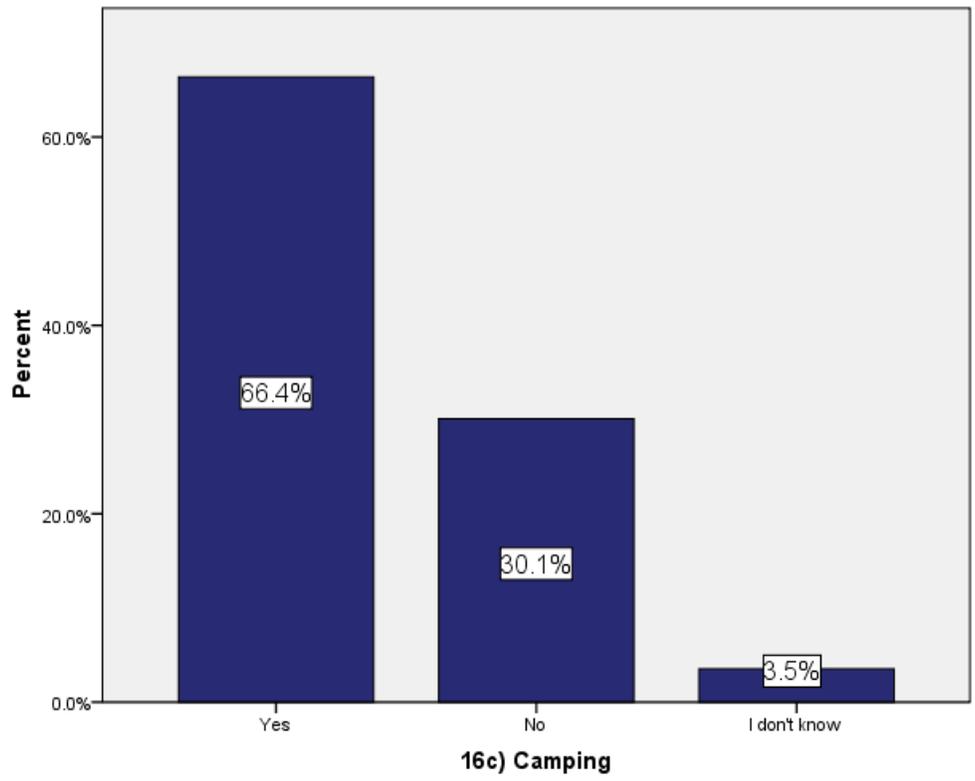


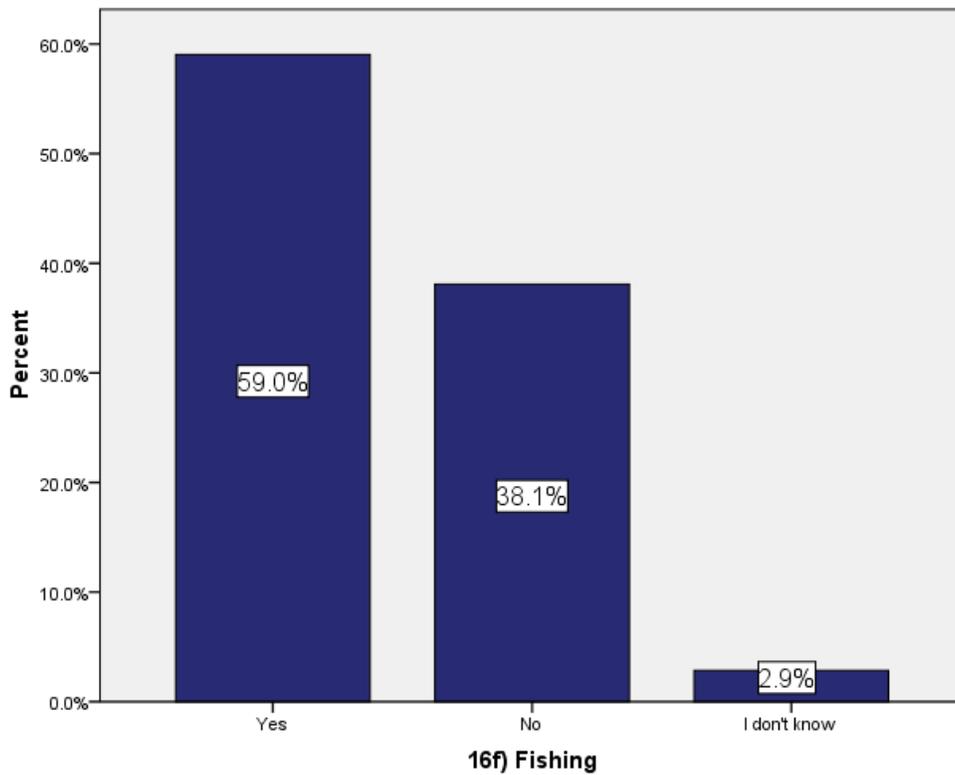
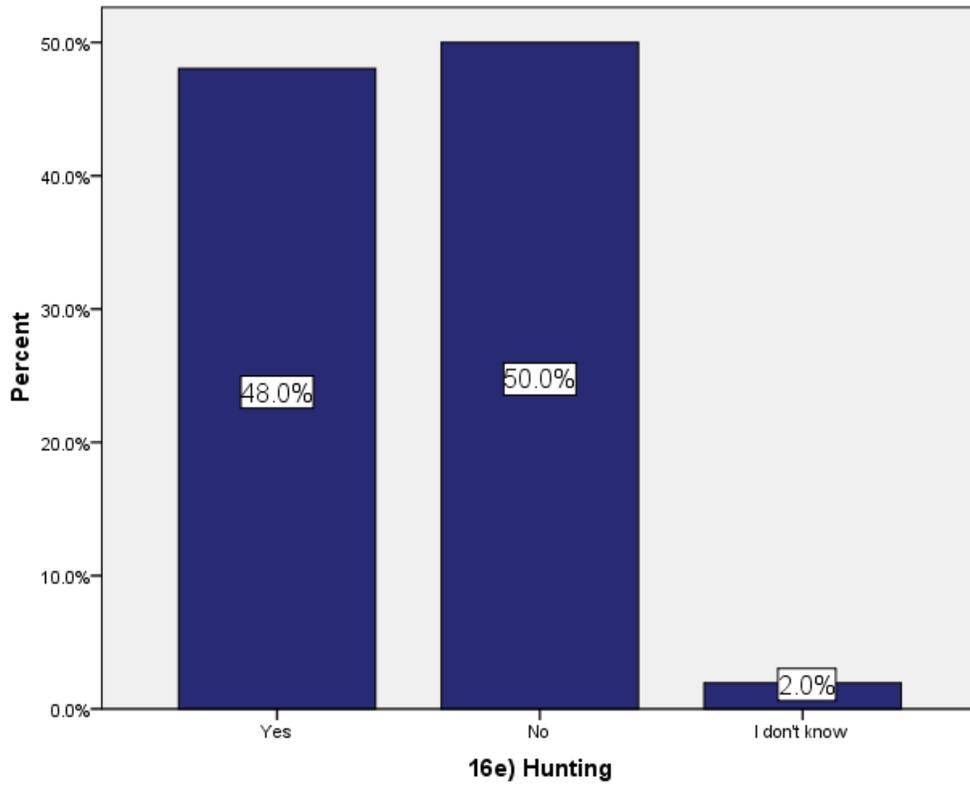
14. What other physical improvements do you think would make downtown Trenton more appealing?

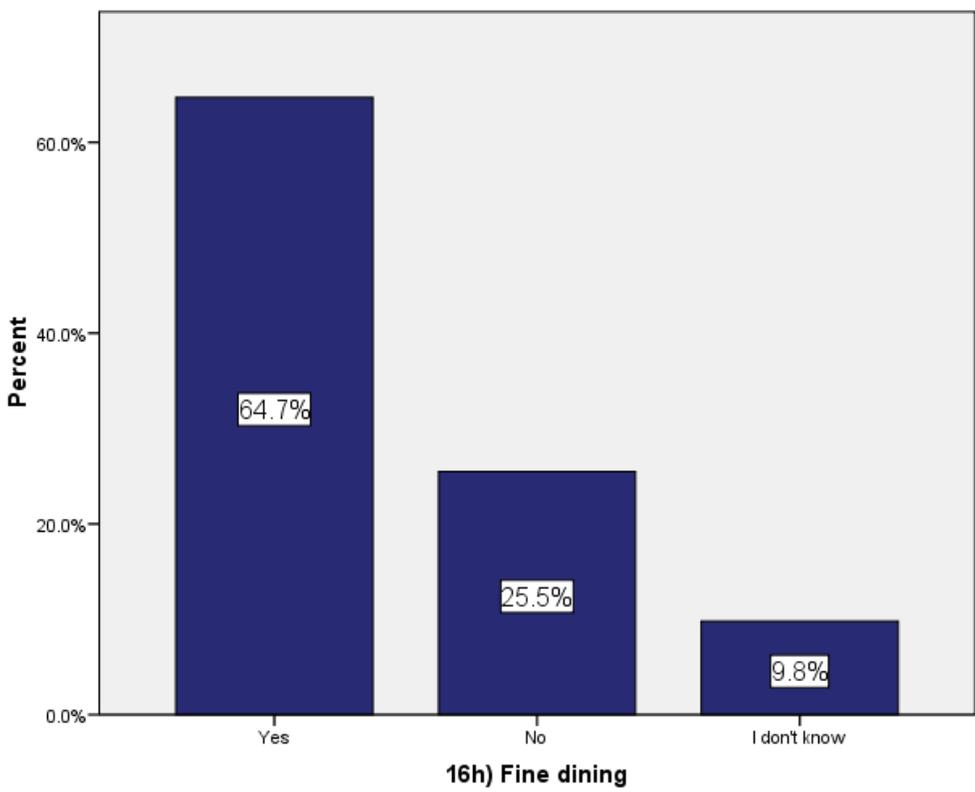
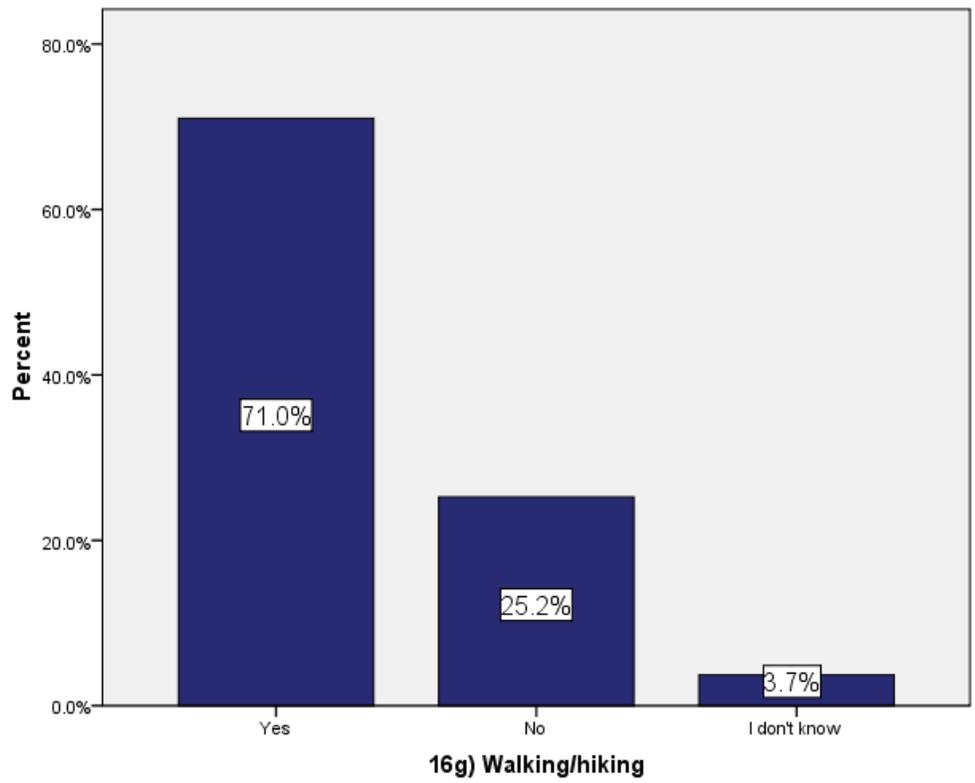


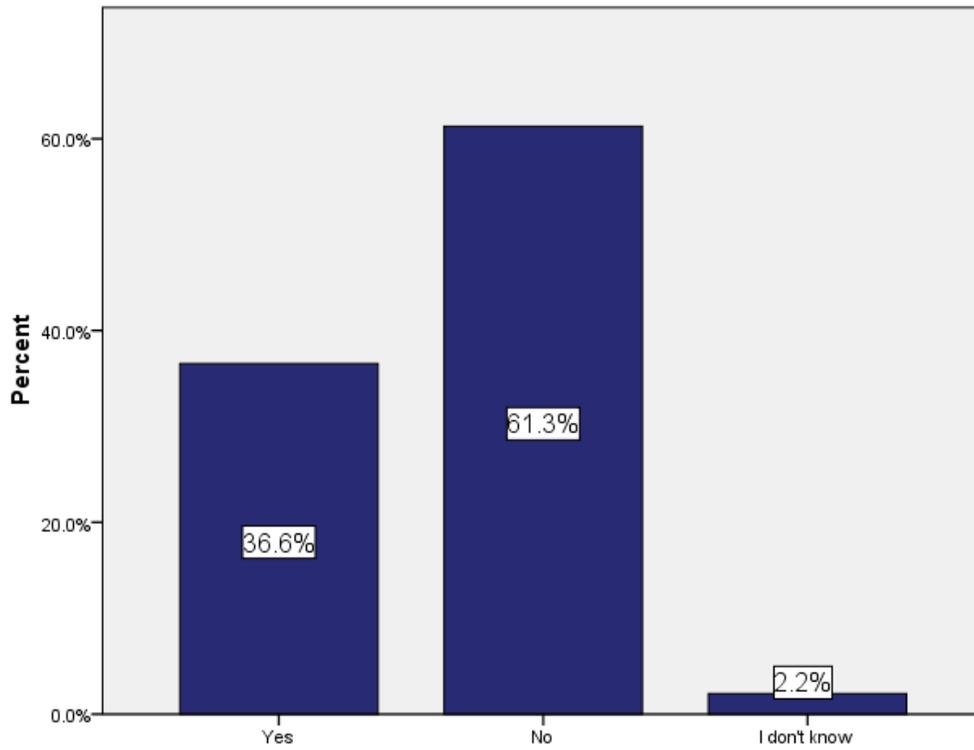
15. Excluding lodging, how much money are you likely to spend in downtown Trenton during this visit?



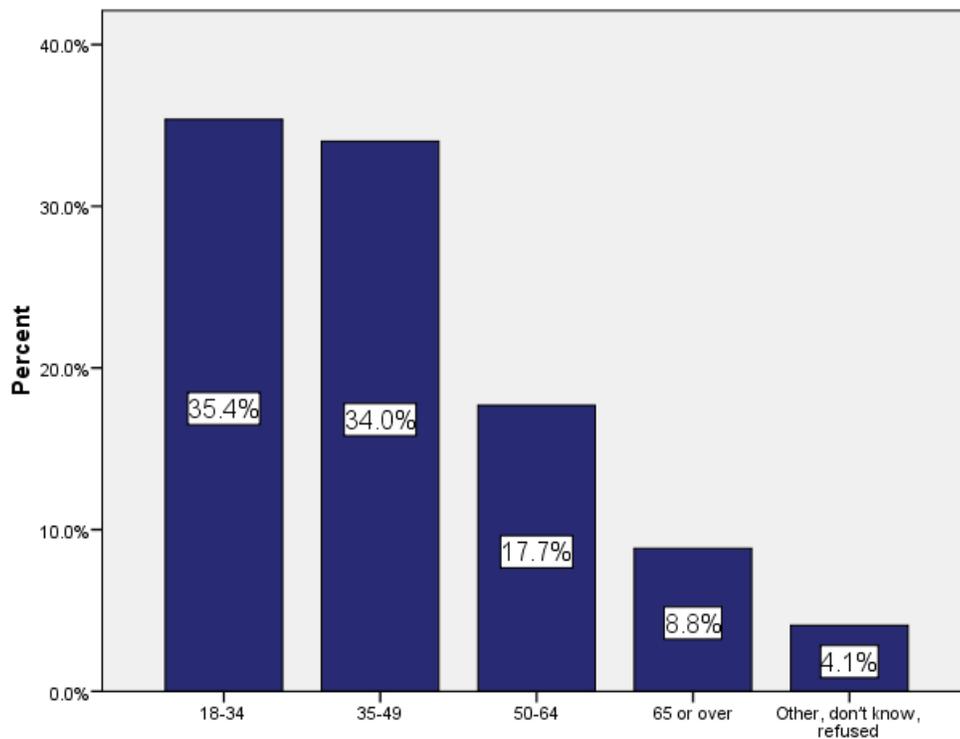




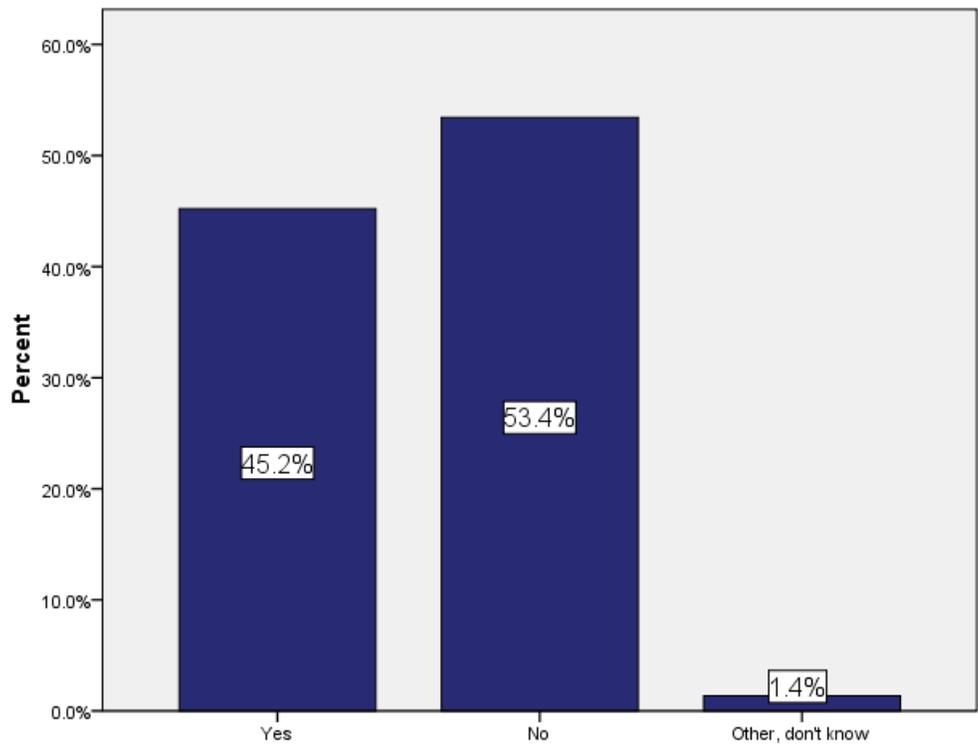




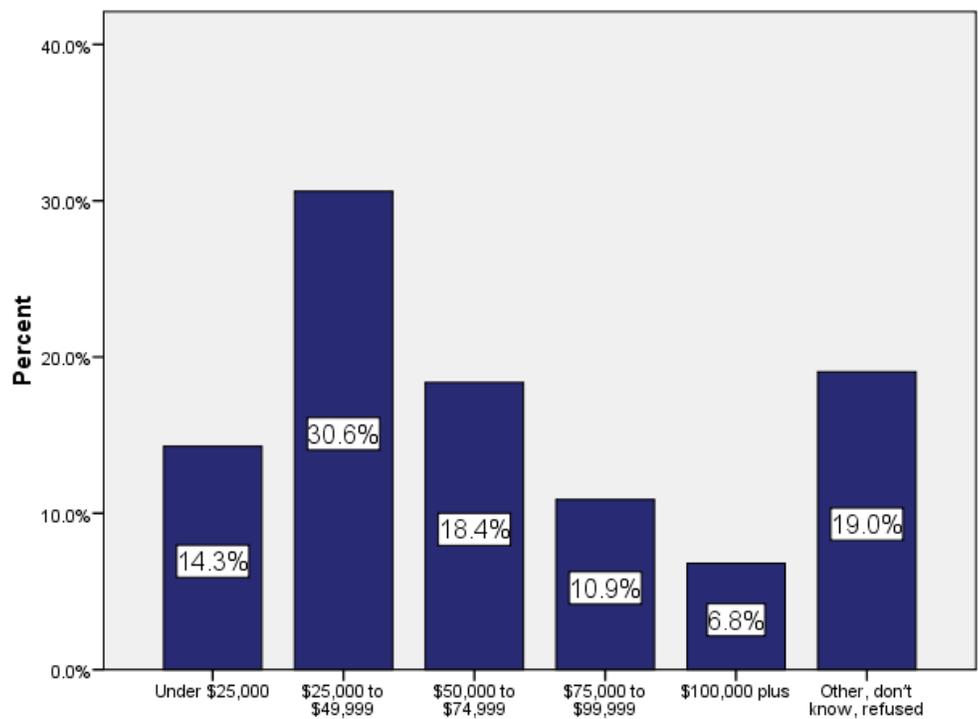
16j) Golf



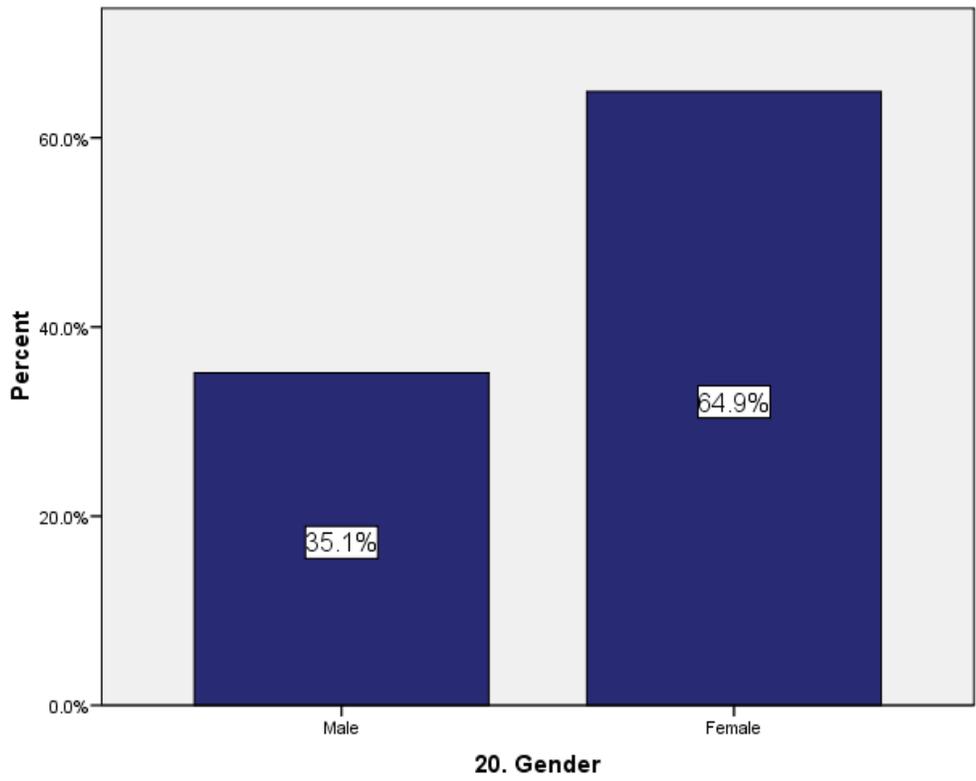
17. In which of the following age groups are you?



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



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



SECTION V

QUESTIONNAIRE

Downtown Trenton Visitor Survey

1. What is your Zipcode?
(If respondent answers "64683," interview will terminate.)
-

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

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

3. Are you staying overnight in Trenton?

- Yes
 No (SKIP to QUESTION 5)
-

4. Where are you staying overnight in Trenton?

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

- Yes
 No (SKIP to QUESTION 7)
-

6. How often do you visit Downtown Trenton?

- | | |
|---|---|
| <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 Trenton, 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) Going to church	<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"/>
h) Visiting College	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Visiting Museum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

(Please select up to two responses)

- | | |
|--|---|
| <input type="checkbox"/> Special event | <input type="checkbox"/> Government/Post Office |
| <input type="checkbox"/> Shopping | <input type="checkbox"/> Visiting College |
| <input type="checkbox"/> Dining | <input type="checkbox"/> Visiting Musuem |
| <input type="checkbox"/> Nightlife/entertainment | <input type="checkbox"/> This is my first visit to downtown Trenton |
| <input type="checkbox"/> Going to Church | <input type="checkbox"/> Other (Please specify below) |
| <input type="checkbox"/> Conducting business | |
- Please specify

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

- | | |
|---|---|
| <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 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 Trenton?

Please select up to two responses.

- | | |
|---|---|
| <input type="checkbox"/> Family restaurants | <input type="checkbox"/> Family events |
| <input type="checkbox"/> Fine dining | <input type="checkbox"/> Activities for teenagers |
| <input type="checkbox"/> Outdoor dining | <input type="checkbox"/> Performing Arts center |
| <input type="checkbox"/> More special events | <input type="checkbox"/> Mini golf |
| <input type="checkbox"/> Bands/live concerts/music | <input type="checkbox"/> Bowling alley |
| <input type="checkbox"/> Bars/night life | <input type="checkbox"/> Railroad Musuem |
| <input type="checkbox"/> Game room/arcade/pool room | <input type="checkbox"/> Other (Please specify below) |

Please specify

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

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"/> Coffee shop/Internet cafe | <input type="checkbox"/> Health clinic |
| <input type="checkbox"/> Bookstore | <input type="checkbox"/> Banquet/reception facility |
| <input type="checkbox"/> Art galleries/shops | <input type="checkbox"/> Other (Please specify below) |

Please specify

14. What other physical improvements do you think would make Downtown Trenton 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 easier to get around downtown | <input type="checkbox"/> Other (Please specify below) |

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

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

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) Golf	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

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

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SECTION VI

CROSS TABULATION

		Age				Children under 18		Annual household income from 2007					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
2. What is the main purpose of your visit to Downtown Trenton?	Shopping	11.8%	10.0%	8.3%	11.1%	9.1%	12.7%	10.0%	20.9%	7.7%	7.1%	0.0%	12.0%	9.9%
	Visiting family/friends	19.6%	14.0%	4.2%	11.1%	10.6%	16.9%	5.0%	14.0%	23.1%	21.4%	10.0%	10.0%	15.4%
	Business	2.0%	2.0%	8.3%	11.1%	1.5%	8.5%	0.0%	2.3%	0.0%	0.0%	0.0%	2.0%	6.6%
	Special event	47.1%	62.0%	50.0%	33.3%	60.6%	40.8%	55.0%	51.2%	50.0%	57.1%	50.0%	44.0%	53.8%
	Government/Post Office	2.0%	0.0%	4.2%	0.0%	1.5%	1.4%	5.0%	0.0%	3.8%	0.0%	0.0%	2.0%	1.1%
	Church	2.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
	visiting College	5.9%	4.0%	4.2%	0.0%	3.0%	5.6%	10.0%	4.7%	0.0%	14.3%	0.0%	10.0%	1.1%
	Visiting Museum	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
	Other (Please specify below)	9.8%	8.0%	20.8%	33.3%	10.6%	14.1%	10.0%	7.0%	15.4%	0.0%	40.0%	20.0%	9.9%
		Age				Children under 18		Annual household income from 2007					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
3. Are you staying overnight in Trenton?	Yes	50.0%	14.0%	11.5%	7.7%	16.7%	32.1%	47.6%	22.2%	18.5%	25.0%	30.0%	36.5%	20.8%
	No (SKIP TO QUESTION 5)	50.0%	86.0%	88.5%	92.3%	83.3%	67.9%	52.4%	77.8%	81.5%	75.0%	70.0%	63.5%	79.2%
		Age				Children under 18		Annual household income from 2007					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
4. Where are you staying overnight in Trenton?	Hotel/motel/bed and breakfast in Trenton area	15.4%	0.0%	33.3%	0.0%	0.0%	16.0%	0.0%	40.0%	0.0%	0.0%	0.0%	21.1%	5.0%
	With family or friends	76.9%	85.7%	66.7%	100.0%	100.0%	72.0%	100.0%	40.0%	100.0%	75.0%	100.0%	68.4%	85.0%
	Campground/RV park	0.0%	14.3%	0.0%	0.0%	0.0%	4.0%	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	5.0%
	Other (Please specify below)	7.7%	0.0%	0.0%	0.0%	0.0%	8.0%	0.0%	10.0%	0.0%	25.0%	0.0%	10.5%	5.0%
		Age				Children under 18		Annual household income from 2007					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
5. Have you visited Sowtown Trenton before today?	Yes	94.2%	75.0%	80.8%	69.2%	79.7%	85.9%	95.2%	86.4%	74.1%	87.5%	66.7%	86.3%	82.1%
	No (SKIP TO QUESTION 7)	5.8%	25.0%	19.2%	30.8%	20.3%	14.1%	4.8%	13.6%	25.9%	12.5%	33.3%	13.7%	17.9%
		Age				Children under 18		Annual household income from 2007					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
6. How often do you visit Downtown Trenton?	Once a year or less	16.3%	28.6%	14.3%	11.1%	29.4%	10.6%	10.0%	15.4%	20.0%	23.1%	50.0%	22.2%	18.4%
	More than once a year but less than once a month	36.7%	25.7%	19.0%	11.1%	31.4%	24.2%	30.0%	35.9%	15.0%	30.8%	33.3%	20.0%	30.3%
	One to five times per month	12.2%	17.1%	28.6%	22.2%	11.8%	19.7%	15.0%	23.1%	20.0%	23.1%	0.0%	15.6%	17.1%
	More than 5 times a month	24.5%	22.9%	33.3%	44.4%	17.6%	36.4%	35.0%	20.5%	35.0%	23.1%	16.7%	33.3%	25.0%
	Other (Please specify below)	10.2%	5.7%	4.8%	11.1%	9.8%	9.1%	10.0%	5.1%	10.0%	0.0%	0.0%	8.9%	9.2%

		Age				Children under 18		Annual household income from 2007					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
7. On this visit to Trenton, which of these activities do you plan to do specifically in the Downtown area?														
7a) Special event	Yes	70.2%	91.8%	80.0%	90.9%	87.5%	75.8%	64.7%	82.9%	88.5%	86.7%	100.0%	82.2%	81.4%
	No	19.1%	4.1%	15.0%	9.1%	7.8%	16.7%	29.4%	9.8%	7.7%	6.7%	0.0%	11.1%	12.8%
	I don't know	10.6%	4.1%	5.0%	0.0%	4.7%	7.6%	5.9%	7.3%	3.8%	6.7%	0.0%	6.7%	5.8%
7b) Shopping	Yes	31.8%	51.4%	68.4%	62.5%	42.0%	52.6%	41.2%	60.6%	47.4%	26.7%	20.0%	50.0%	46.5%
	No	59.1%	42.9%	31.6%	37.5%	50.0%	43.9%	52.9%	39.4%	47.4%	66.7%	60.0%	39.5%	50.7%
	I don't know	9.1%	5.7%	0.0%	0.0%	8.0%	3.5%	5.9%	0.0%	5.3%	6.7%	20.0%	10.5%	2.8%
7c) Dining	Yes	63.6%	60.0%	77.3%	85.7%	58.8%	74.6%	50.0%	65.6%	78.3%	86.7%	40.0%	61.5%	69.4%
	No	29.5%	28.6%	18.2%	14.3%	33.3%	18.6%	43.8%	21.9%	14.4%	13.3%	40.0%	28.2%	25.0%
	I don't know	6.8%	11.4%	4.5%	0.0%	7.8%	6.8%	6.3%	12.5%	4.3%	0.0%	20.0%	10.3%	5.6%
7d) Nightlife/ entertainment	Yes	38.1%	17.9%	28.6%	40.0%	25.0%	37.0%	50.0%	30.8%	35.3%	23.1%	0.0%	27.3%	32.8%
	No	52.4%	78.6%	71.4%	40.0%	63.6%	63.0%	35.7%	61.5%	58.8%	76.9%	100.0%	60.6%	63.8%
	I don't know	9.5%	3.6%	0.0%	20.0%	11.4%	0.0%	14.3%	7.7%	5.9%	0.0%	0.0%	12.1%	3.4%
7e) Going to church	Yes	17.1%	14.3%	33.3%	0.0%	20.5%	15.2%	0.0%	25.0%	23.5%	21.4%	0.0%	15.2%	20.7%
	No	68.3%	82.1%	60.0%	80.0%	70.5%	73.9%	78.6%	66.7%	70.6%	71.4%	100.0%	69.7%	72.4%
	I don't know	14.6%	3.6%	6.7%	20.0%	9.1%	10.9%	21.4%	8.3%	5.9%	7.1%	0.0%	15.2%	6.9%
7f) Conducting business	Yes	26.2%	22.2%	46.2%	37.5%	20.5%	37.5%	14.3%	40.0%	22.2%	38.5%	20.0%	32.4%	28.8%
	No	71.4%	74.1%	53.8%	50.0%	75.0%	60.4%	78.6%	60.0%	72.2%	61.5%	80.0%	61.8%	69.5%
	I don't know	2.4%	3.7%	0.0%	12.5%	4.5%	2.1%	7.1%	0.0%	5.6%	0.0%	0.0%	5.9%	1.7%
7g) Government/Post Office	Yes	19.0%	11.1%	38.5%	0.0%	14.0%	21.7%	14.3%	32.0%	11.8%	23.1%	0.0%	18.2%	19.3%
	No	69.0%	77.8%	61.5%	83.3%	79.1%	65.2%	78.6%	56.0%	82.4%	76.9%	100.0%	72.7%	70.2%
	I don't know	11.9%	11.1%	0.0%	16.7%	7.0%	13.0%	7.1%	12.0%	5.9%	0.0%	0.0%	9.1%	10.5%
7h) Visiting College	Yes	21.4%	19.2%	35.7%	0.0%	18.6%	24.4%	33.3%	25.0%	11.8%	38.5%	0.0%	23.5%	21.8%
	No	71.4%	76.9%	64.3%	60.0%	69.8%	73.3%	60.0%	66.7%	82.4%	61.5%	100.0%	70.6%	70.9%
	I don't know	7.1%	3.8%	0.0%	40.0%	11.6%	2.2%	6.7%	8.3%	5.9%	0.0%	0.0%	5.9%	7.3%
7i) Visiting Museum	Yes	12.2%	17.9%	30.8%	33.3%	13.6%	24.4%	14.3%	20.8%	17.6%	35.7%	0.0%	17.6%	19.6%
	No	82.9%	78.6%	69.2%	50.0%	79.5%	73.3%	78.6%	75.0%	76.5%	64.3%	100.0%	76.5%	76.8%
	I don't know	4.9%	3.6%	0.0%	16.7%	6.8%	2.2%	7.1%	4.2%	5.9%	0.0%	0.0%	5.9%	3.6%
8. What are the top two reasons you most often visit Downtown Trenton?														
		Age				Children under 18		Annual household income from 2007					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
	Special event	56.0%	72.0%	52.0%	53.8%	66.7%	53.9%	60.0%	62.2%	61.5%	62.5%	70.0%	64.7%	57.0%
	Shopping	20.0%	22.0%	24.0%	53.8%	24.2%	25.0%	20.0%	35.6%	23.1%	25.0%	10.0%	19.6%	26.9%
	Dining	18.0%	24.0%	32.0%	7.7%	19.7%	22.4%	25.0%	17.8%	7.7%	12.5%	20.0%	27.5%	17.2%
	Nightlife/entertainment	8.0%	0.0%	4.0%	0.0%	1.5%	5.3%	5.0%	4.4%	3.8%	6.3%	0.0%	3.9%	3.2%
	Going to Church	8.0%	4.0%	4.0%	7.7%	3.0%	7.9%	5.0%	2.2%	3.8%	6.3%	0.0%	3.9%	6.5%
	Conducting business	4.0%	6.0%	12.0%	15.4%	7.8%	9.2%	0.0%	8.9%	7.7%	6.3%	10.0%	5.9%	9.7%
	Government/Post office	8.0%	2.0%	4.0%	0.0%	0.0%	6.6%	5.0%	11.1%	0.0%	0.0%	0.0%	3.9%	4.3%
	Visiting College	16.0%	10.0%	8.0%	0.0%	12.1%	10.5%	20.0%	13.3%	3.8%	18.8%	0.0%	5.9%	14.0%
Visiting Musuem	2.0%	2.0%	0.0%	0.0%	3.0%	1.3%	5.0%	0.0%	3.8%	6.3%	0.0%	2.0%	2.2%	
This is my first visit to Downtown Trenton	6.0%	6.0%	8.0%	0.0%	7.6%	3.9%	15.0%	2.2%	0.0%	6.3%	10.0%	7.8%	4.3%	
Other	20.0%	14.0%	12.0%	15.4%	18.2%	13.2%	20.0%	8.9%	26.9%	12.5%	30.0%	23.5%	11.8%	

		Age				Children under 18		Annual household income from 2007					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
9. How easy would you say it is to find your way around Downtown Trenton?	Very easy	41.2%	54.0%	53.8%	30.8%	54.5%	41.6%	52.4%	37.8%	38.5%	75.0%	40.0%	42.3%	49.5%
	Somewhat easy	31.4%	22.0%	26.9%	61.5%	30.3%	31.2%	28.6%	35.6%	38.5%	12.5%	30.0%	28.8%	32.6%
	Somewhat difficult	13.7%	16.0%	7.7%	0.0%	9.1%	14.3%	0.0%	20.0%	11.5%	6.3%	20.0%	15.4%	9.5%
	Very difficult	7.8%	2.0%	3.8%	0.0%	1.5%	5.2%	9.5%	6.7%	3.8%	0.0%	0.0%	9.6%	1.1%
	I don't know	5.9%	6.0%	7.7%	7.7%	4.5%	7.8%	9.5%	0.0%	7.7%	6.3%	10.0%	3.8%	7.4%
	Very/somewhat easy	72.6%	76.0%	80.7%	92.3%	84.8%	72.8%	81.0%	73.4%	77.0%	87.5%	70.0%	71.1%	82.1%
Somewhat/very difficult	21.5%	18.0%	11.5%	0.0%	10.6%	19.5%	9.5%	26.7%	15.3%	6.3%	20.0%	25.0%	10.6%	
		Age				Children under 18		Annual household income from 2007					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
10. How convenient would you say that parking is Downtown?	Very convenient	20.0%	28.0%	11.5%	7.7%	27.3%	14.3%	14.3%	25.0%	7.7%	18.8%	30.0%	21.6%	18.9%
	Somewhat convenient	30.0%	46.0%	53.8%	46.2%	34.8%	48.1%	38.1%	40.9%	50.0%	43.8%	40.0%	37.3%	44.2%
	Somewhat inconvenient	22.0%	10.0%	19.2%	30.8%	16.7%	19.5%	19.0%	20.5%	11.5%	31.3%	0.0%	19.6%	17.9%
	Very inconvenient	12.0%	8.0%	3.8%	7.7%	9.1%	7.8%	9.5%	6.8%	15.4%	0.0%	10.0%	9.8%	7.4%
	I don't know	16.0%	8.0%	11.5%	7.7%	12.1%	10.4%	19.0%	6.8%	15.4%	6.3%	20.0%	11.8%	11.6%
	Very/somewhat convenient	50.0%	74.0%	65.3%	53.9%	62.1%	62.4%	52.4%	65.9%	57.7%	62.6%	70.0%	58.9%	63.1%
Somewhat/very inconvenient	34.0%	18.0%	23.0%	38.5%	25.8%	27.3%	28.5%	27.3%	26.9%	31.3%	10.0%	29.4%	25.3%	
		Age				Children under 18		Annual household income from 2007					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
11. How convenient would you say that hours of Downtown businesses are?	Very convenient	13.7%	18.0%	30.8%	7.7%	16.7%	22.1%	14.3%	15.6%	15.4%	25.0%	20.0%	25.0%	16.8%
	Somewhat convenient	35.3%	20.0%	23.1%	23.1%	25.8%	26.0%	33.3%	31.1%	23.1%	25.0%	20.0%	25.0%	27.4%
	Somewhat inconvenient	11.8%	16.0%	3.8%	7.7%	6.1%	14.3%	9.5%	20.0%	3.8%	0.0%	0.0%	11.5%	10.5%
	Very inconvenient	13.7%	6.0%	3.8%	7.7%	9.1%	7.8%	14.3%	4.4%	19.2%	6.3%	10.0%	17.3%	3.2%
	I don't know	25.5%	40.0%	38.5%	53.8%	42.4%	29.9%	28.6%	28.9%	38.5%	43.8%	50.0%	21.2%	42.1%
	Very/somewhat convenient	49.0%	38.0%	53.9%	30.8%	42.5%	48.1%	47.6%	46.7%	38.5%	50.0%	40.0%	50.0%	44.2%
Somewhat/very inconvenient	25.5%	22.0%	7.6%	15.4%	15.2%	22.1%	23.8%	24.4%	23.0%	6.3%	10.0%	28.8%	13.7%	
		Age				Children under 18		Annual household income from 2007					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
12. What kinds of restaurants or entertainment opportunities would make you more likely to visit Downtown Trenton?	Family restaurants	34.0%	58.0%	53.8%	72.7%	54.5%	48.0%	47.6%	45.5%	48.0%	80.0%	40.0%	49.0%	50.5%
	Fine dining	10.0%	6.0%	15.4%	18.2%	7.6%	12.0%	14.3%	6.8%	20.0%	0.0%	0.0%	13.7%	7.5%
	Outdoor dining	10.0%	6.0%	0.0%	0.0%	7.6%	4.0%	14.3%	0.0%	12.0%	6.7%	0.0%	7.8%	4.3%
	More special events	12.0%	20.0%	15.4%	36.4%	15.2%	18.7%	19.0%	20.5%	20.0%	13.3%	10.0%	13.7%	18.3%
	Bands/live concerts/music	22.0%	20.0%	26.9%	9.1%	18.2%	24.0%	9.5%	20.5%	16.0%	20.0%	60.0%	23.5%	20.4%
	Bars/night life	12.0%	4.0%	0.0%	0.0%	3.0%	8.0%	9.5%	6.8%	0.0%	6.7%	20.0%	9.8%	4.3%
	Game room/arcade/pool room	10.0%	4.0%	7.7%	9.1%	6.1%	8.0%	0.0%	4.5%	16.0%	13.3%	0.0%	13.7%	4.3%
	Family events	14.0%	18.0%	23.1%	9.1%	18.2%	14.7%	19.0%	18.2%	28.0%	13.3%	10.0%	15.7%	16.1%
	Activities for teenagers	22.0%	16.0%	0.0%	9.1%	13.6%	14.7%	19.0%	18.2%	16.0%	0.0%	10.0%	13.7%	15.1%
	Performing Arts center	16.0%	10.0%	23.1%	27.3%	12.1%	18.7%	4.8%	18.2%	8.0%	20.0%	10.0%	15.7%	15.1%
	Mini golf	18.0%	6.0%	3.8%	0.0%	7.6%	10.7%	28.6%	4.5%	4.0%	13.3%	0.0%	11.8%	8.6%
	Bowling alley	18.0%	16.0%	7.7%	18.2%	16.7%	13.3%	9.5%	15.9%	16.0%	13.3%	10.0%	11.8%	17.2%
	Railroad Museum	0.0%	2.0%	11.5%	0.0%	1.5%	5.3%	0.0%	4.5%	12.0%	0.0%	0.0%	2.0%	4.3%
Other	0.0%	2.0%	0.0%	0.0%	1.5%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	1.1%	

		Age				Children under 18		Annual household income from 2007					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
13. What other kinds of businesses do you think would make you more likely to visit Downtown Trenton?	Clothing stores	49.0%	32.7%	34.6%	30.0%	38.5%	40.5%	57.1%	34.9%	44.0%	33.3%	20.0%	35.3%	43.5%
	More shops (in general)	35.3%	36.7%	30.8%	60.0%	32.3%	41.9%	23.8%	44.2%	36.0%	40.0%	20.0%	33.3%	39.1%
	Specialty/upscale shops	7.8%	0.0%	0.0%	10.0%	1.5%	5.4%	0.0%	9.3%	0.0%	0.0%	10.0%	5.9%	2.2%
	Antique shops	5.9%	28.6%	30.8%	10.0%	18.5%	20.3%	23.8%	14.0%	24.0%	20.0%	20.0%	19.6%	18.5%
	Coffee shop/Internet cafe	19.6%	12.2%	23.1%	20.0%	13.8%	18.9%	14.3%	7.0%	20.0%	26.7%	30.0%	17.6%	16.3%
	Bookstore	3.9%	6.1%	15.4%	10.0%	9.2%	5.4%	4.8%	7.0%	0.0%	6.7%	40.0%	7.8%	6.5%
	Art galleries/shops	9.8%	8.2%	7.7%	10.0%	4.6%	12.2%	9.5%	4.7%	4.0%	20.0%	20.0%	7.8%	8.7%
	Bed and breakfasts/lodging	3.9%	4.1%	3.8%	10.0%	7.7%	1.4%	0.0%	2.3%	12.0%	6.7%	0.0%	5.9%	3.3%
	Ice cream shop	43.1%	30.6%	7.7%	20.0%	35.4%	27.0%	42.9%	23.3%	40.0%	26.7%	40.0%	41.2%	23.9%
	Bakery	7.8%	4.1%	15.4%	10.0%	6.2%	9.5%	4.8%	9.3%	8.0%	0.0%	20.0%	7.8%	7.6%
	Convenience/grocery store	3.9%	4.1%	7.7%	10.0%	1.5%	8.1%	4.8%	7.0%	4.0%	0.0%	0.0%	3.9%	5.4%
	Health clinic	5.9%	2.0%	7.7%	0.0%	6.2%	2.7%	4.8%	7.0%	0.0%	13.3%	0.0%	2.0%	5.4%
Banquet/reception facility	3.9%	0.0%	0.0%	10.0%	1.5%	1.4%	0.0%	2.3%	4.0%	0.0%	0.0%	3.9%	1.1%	
Other	0.0%	4.1%	0.0%	0.0%	1.5%	1.4%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	2.2%	
		Age				Children under 18		Annual household income from 2007					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
14. What other physical improvements do you think would make Downtown Trenton more appealing?	Renovation of historic buildings	21.2%	44.7%	40.0%	36.4%	30.6%	35.5%	35.0%	27.3%	38.5%	40.0%	30.0%	34.6%	33.3%
	Better maintained buildings	19.2%	14.9%	12.0%	9.1%	9.7%	19.7%	10.0%	27.3%	7.7%	0.0%	30.0%	13.5%	16.7%
	More/better lighting	7.7%	4.3%	12.0%	0.0%	11.3%	3.9%	20.0%	2.3%	7.7%	6.7%	0.0%	9.6%	5.6%
	Better signage	7.7%	6.4%	12.0%	0.0%	11.3%	5.3%	15.0%	11.4%	3.8%	6.7%	10.0%	3.8%	10.0%
	Cleaner	19.2%	14.9%	16.0%	0.0%	17.7%	11.8%	25.0%	6.8%	15.4%	6.7%	30.0%	19.2%	13.3%
	Changing traffic flow to make easier to get around Downtown	15.4%	8.5%	8.0%	54.5%	8.1%	22.4%	10.0%	15.9%	23.1%	13.3%	10.0%	21.2%	12.2%
	More/better parking	19.2%	17.0%	24.0%	18.2%	11.3%	23.7%	20.0%	25.0%	3.8%	13.3%	0.0%	11.5%	22.2%
	New/better sidewalks	11.5%	8.5%	4.0%	0.0%	8.1%	9.2%	10.0%	6.8%	15.4%	6.7%	0.0%	9.6%	7.8%
	Benches/more greenspace	17.3%	6.4%	28.0%	9.1%	17.7%	11.8%	10.0%	13.6%	9.1%	33.3%	10.0%	7.7%	17.8%
	Murals	17.3%	10.6%	12.0%	9.1%	16.1%	10.5%	15.0%	6.8%	11.5%	26.7%	20.0%	17.3%	10.0%
	Fountains	30.8%	21.3%	20.0%	36.4%	27.4%	26.3%	20.0%	25.0%	38.5%	20.0%	10.0%	25.0%	27.8%
	Other	1.9%	2.1%	0.0%	9.1%	0.0%	3.9%	0.0%	2.3%	3.8%	0.0%	10.0%	3.8%	1.1%
		Age				Children under 18		Annual household income from 2007					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
15. Excluding lodging, how much money are you likely to spend in Downtown Trenton during this visit?	less than \$50	55.8%	44.0%	46.2%	45.5%	45.5%	51.3%	52.4%	50.0%	37.0%	46.7%	60.0%	59.6%	44.7%
	\$50 - \$99	32.7%	42.0%	34.6%	27.3%	40.9%	31.6%	28.6%	34.1%	51.9%	33.3%	40.0%	28.8%	38.3%
	\$100 - \$199	3.8%	4.0%	7.7%	18.2%	4.5%	6.6%	9.5%	6.8%	3.7%	13.3%	0.0%	5.8%	5.3%
	\$200 or more	1.9%	2.0%	3.8%	0.0%	1.5%	2.6%	0.0%	2.3%	3.7%	0.0%	0.0%	1.9%	2.1%
	Other/don't know	5.8%	8.0%	7.7%	9.1%	7.6%	7.9%	9.5%	6.8%	3.7%	6.7%	0.0%	3.8%	9.6%

		Age				Children under 18		Annual household income from 2007					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
16. Please indicate which of the following are hobbies of yours?														
16a) Retail/boutique shopping	Yes	54.3%	76.9%	53.3%	70.0%	66.7%	61.4%	62.5%	72.4%	63.2%	72.7%	40.0%	48.4%	70.4%
	No	43.5%	19.2%	40.0%	20.0%	28.6%	35.1%	37.5%	20.7%	36.8%	27.3%	60.0%	51.6%	23.9%
	I don't know	2.2%	3.8%	6.7%	10.0%	4.8%	3.5%	0.0%	6.9%	0.0%	0.0%	0.0%	0.0%	5.6%
16b) Biking	Yes	34.9%	46.4%	13.3%	0.0%	36.4%	28.0%	46.7%	19.2%	44.4%	25.0%	50.0%	45.9%	25.0%
	No	60.5%	53.6%	80.0%	88.9%	61.4%	66.0%	53.3%	76.9%	55.6%	66.7%	50.0%	48.6%	71.7%
	I don't know	4.7%	0.0%	6.7%	11.1%	2.3%	6.0%	0.0%	3.8%	0.0%	8.3%	0.0%	5.4%	3.3%
16c) Camping	Yes	78.3%	70.3%	44.4%	50.0%	70.8%	62.9%	83.3%	71.4%	72.7%	64.3%	33.3%	67.6%	65.8%
	No	19.6%	29.7%	44.4%	40.0%	25.0%	33.9%	16.7%	25.7%	18.2%	35.7%	66.7%	29.7%	30.3%
	I don't know	2.2%	0.0%	11.1%	10.0%	4.2%	3.2%	0.0%	2.9%	9.1%	0.0%	0.0%	2.7%	3.9%
16d) Antique shopping	Yes	26.8%	70.0%	58.8%	77.8%	47.7%	55.6%	35.7%	44.8%	60.0%	53.8%	80.0%	35.5%	57.1%
	No	70.7%	30.0%	35.3%	11.1%	47.7%	42.6%	64.3%	51.7%	40.0%	46.2%	20.0%	64.5%	38.8%
	I don't know	2.4%	0.0%	5.9%	11.1%	4.5%	1.9%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	4.3%
16e) Hunting	Yes	53.3%	57.7%	38.9%	11.1%	45.0%	50.0%	56.3%	51.7%	44.4%	58.3%	33.3%	77.1%	32.8%
	No	46.7%	42.3%	55.6%	77.8%	52.5%	48.3%	43.8%	44.8%	55.6%	41.7%	66.7%	22.9%	64.2%
	I don't know	0.0%	0.0%	5.6%	11.1%	2.5%	1.7%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	3.0%
16f) Fishing	Yes	65.2%	65.5%	58.8%	10.0%	59.1%	59.6%	68.8%	54.8%	57.9%	69.2%	57.1%	82.1%	45.5%
	No	32.6%	34.5%	35.3%	80.0%	38.6%	38.6%	25.0%	41.9%	42.1%	30.8%	42.9%	17.9%	50.0%
	I don't know	2.2%	0.0%	5.9%	10.0%	2.3%	1.8%	6.3%	3.2%	0.0%	0.0%	0.0%	0.0%	4.5%
16g) Walking/hiking	Yes	67.4%	82.8%	70.0%	50.0%	70.5%	70.0%	94.1%	74.2%	68.4%	63.6%	62.5%	66.7%	73.2%
	No	30.4%	17.2%	25.0%	30.0%	27.3%	25.0%	5.9%	19.4%	31.6%	36.4%	37.5%	33.3%	21.1%
	I don't know	2.2%	0.0%	5.0%	20.0%	2.3%	5.0%	0.0%	6.5%	0.0%	0.0%	0.0%	0.0%	5.6%
16h) Fine dining	Yes	58.7%	77.8%	62.5%	60.0%	58.1%	67.9%	50.0%	64.5%	81.0%	45.5%	100.0%	69.7%	62.3%
	No	28.3%	22.2%	31.3%	20.0%	27.9%	25.0%	42.9%	19.4%	14.3%	45.5%	0.0%	18.2%	29.0%
	I don't know	13.0%	0.0%	6.3%	20.0%	14.0%	7.1%	7.1%	16.1%	4.8%	9.1%	0.0%	12.1%	8.7%
16i) Golf	Yes	42.9%	44.0%	21.4%	0.0%	35.9%	36.0%	35.7%	30.8%	29.4%	45.5%	66.7%	70.6%	16.9%
	No	54.8%	56.0%	71.4%	100.0%	61.5%	64.0%	57.1%	65.4%	70.6%	54.5%	33.3%	29.4%	79.7%
	I don't know	2.4%	0.0%	7.1%	0.0%	2.6%	0.0%	7.1%	3.8%	0.0%	0.0%	0.0%	0.0%	3.4%
		Age				Children under 18		Annual household income from 2007					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
17. In which of the following age groups are you?	18-34	100.0%	0.0%	0.0%	0.0%	31.8%	37.2%	71.4%	37.8%	25.9%	25.0%	10.0%	45.1%	30.2%
	35-49	0.0%	100.0%	0.0%	0.0%	51.5%	20.5%	14.3%	35.6%	33.3%	37.5%	80.0%	33.3%	34.4%
	50-64	0.0%	0.0%	100.0%	0.0%	9.1%	25.6%	9.5%	13.3%	22.2%	31.3%	10.0%	13.7%	19.8%
	65 or over	0.0%	0.0%	0.0%	100.0%	3.0%	14.1%	0.0%	13.3%	14.8%	6.3%	0.0%	5.9%	10.4%
	Other, don't know, refused	0.0%	0.0%	0.0%	0.0%	4.5%	2.6%	4.8%	0.0%	3.7%	0.0%	0.0%	2.0%	5.2%
		Age				Children under 18		Annual household income from 2007					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
18. Did any children under the age of 18 come with you Downtown today?	Yes	41.2%	68.0%	23.1%	15.4%	100.0%	0.0%	50.0%	37.8%	44.4%	50.0%	80.0%	41.2%	47.4%
	No	56.9%	32.0%	76.9%	84.6%	0.0%	100.0%	50.0%	60.0%	55.6%	50.0%	20.0%	54.9%	52.6%
	Other, don't know	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	3.9%	0.0%

		Age				Children under 18		Annual household income from 2007					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
19. Which category that best describes your annual household income from 2007?	Under \$25,000	28.8%	6.0%	8.0%	0.0%	15.4%	12.8%	100.0%	0.0%	0.0%	0.0%	0.0%	19.2%	11.6%
	\$25,000 to \$49,999	32.7%	32.0%	24.0%	46.2%	26.2%	34.6%	0.0%	100.0%	0.0%	0.0%	0.0%	25.0%	33.7%
	\$50,000 to \$74,999	13.5%	18.0%	24.0%	30.8%	18.5%	19.2%	0.0%	0.0%	100.0%	0.0%	0.0%	23.1%	15.8%
	\$75,000 to \$99,999	7.7%	12.0%	20.0%	7.7%	12.3%	10.3%	0.0%	0.0%	0.0%	100.0%	0.0%	9.6%	11.6%
	\$100,000 plus	1.9%	16.0%	4.0%	0.0%	12.3%	2.6%	0.0%	0.0%	0.0%	0.0%	100.0%	13.5%	3.2%
	Other, don't know, refused	15.4%	16.0%	20.0%	15.4%	15.4%	20.5%	0.0%	0.0%	0.0%	0.0%	0.0%	9.6%	24.2%
		Age				Children under 18		Annual household income from 2007					Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
20. Gender	Male	44.2%	34.0%	26.9%	23.1%	31.8%	35.9%	47.6%	28.9%	44.4%	31.3%	70.0%	100.0%	0.0%
	Female	55.8%	66.0%	73.1%	76.9%	68.2%	64.1%	52.4%	71.1%	55.6%	68.8%	30.0%	0.0%	100.0%