

# COMMUNITY TELEPHONE SURVEY REPORT

## SURVEY FINDINGS AND RESULTS

CITY OF MEXICO, MISSOURI

January 2009



**D·R·E·A·M**  
I N I T I A T I V E



# ACKNOWLEDGMENTS



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



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## SECTION I

### METHODOLOGY

#### COMMUNITY SURVEY

- Three hundred (300) interviews were completed from a random telephone sample of residents of Mexico, Missouri.
- The margin of error for this survey is  $\pm 5.7\%$ .
- The survey consisted of 65 questions and took, on average, close to 13 minutes to complete.
- Fieldwork was conducted through November 19, 2008 by Customer Research International (CRI) located in Austin, Texas.
  - CRI fields all studies from its outbound call center in San Marcos, TX at 135 S Guadalupe Street. Interviewers dial from 4:00 PM to 9:00 PM weeknights, 10:00 AM to 6:00 PM on Saturdays, and 1:00 PM to 7:00 PM on Sundays.
  - Interviews were conducted using computer-assisted telephone interviewing (CATI) software. This CATI software ensures all questions were asked correctly and all logic and skip patterns were implemented properly.
  - The electronic telephone sample was randomized and de-duped to ensure each household was only represented once. Telephone numbers were distributed equally among ten separate replicate groups. Telephone numbers were deemed exhausted once five calling attempts were made or an ending call result was encountered (completed survey, disconnected phone, terminate, refusal, etc.). There was a minimum of 1.5 hours between each call attempt.
  - Project supervisors validated 10% of each interviewer's completed surveys by calling back the respondent and verifying specific responses. Additionally, supervisors continually monitored live calls through CRI's call monitoring system in order to ensure proper interviewing procedures were maintained.

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## SECTION II

### EXECUTIVE SUMMARY

In November 2008, UNICOM-ARC conducted a telephone survey of residents in Mexico, Missouri, drawn from a random sample of residents throughout the community. The purpose of the survey was to learn about public perceptions of and priorities for the downtown area as part of the DREAM Initiative.

Three hundred (300) interviews were completed, and a sample of this size yields an overall error margin of  $\pm 5.7\%$ .

#### A. KEY POINTS: PRIORITIES AND FEEDBACK

- ◆ Four in ten respondents felt that Mexico was moving in the right direction, while just over three in ten felt that Mexico was moving in the wrong direction.
- ◆ Respondents placed the highest priority on attracting big box retail development and repairing major streets.
- ◆ Over eight in ten respondents indicated that they visited downtown once a month or more.
- ◆ Over two-thirds of respondents said they most often utilized downtown for the government or post office.
- ◆ Over two-thirds of respondents felt “excellent” or “good” about many characteristics of a downtown as they relate to Mexico.
- ◆ Nearly nine in ten respondents felt that retaining the historic of downtown Mexico was “very” or “somewhat” important.
- ◆ A majority of respondents placed a high priority on adding family or casual style dining downtown.
- ◆ Among several potential downtown improvements, over four in ten respondents placed a high priority on improving building façades, keeping streets and sidewalks cleaner, landscaping, and moving utilities underground.
- ◆ Respondents were split on whether there is a need for second-story living space downtown.
- ◆ Most respondents received their information about downtown Mexico through the local newspaper.

## **B. KEY DEMOGRAPHIC INFORMATION**

### **By age:**

- ◆ 35-49 year old respondents indicated that they visited downtown Mexico for shopping and for entertainment or special events more often than any other group does.
- ◆ Respondents under the age of 50 indicated that they visited downtown Mexico for dining more often than respondents over 50 do.
- ◆ The 65+ age group viewed entertainment options more favorably than other age groups.
- ◆ 18-34 year old respondents viewed many features of downtown Mexico more favorably than other age groups: preservation of historic structures, occupied storefronts, diverse mix of businesses, and dining options.
- ◆ There were no significant differences in the various age groups' priorities related to types of businesses they would like to see in downtown Mexico.
- ◆ More respondents under the age of 50 than over the age of 50 felt that attractions aimed at teenagers were the types of business they would most like to see.
- ◆ More respondents over the age of 65 than under the age of 65 felt that clothing stores were the types of business they would most like to see.
- ◆ There were no significant differences in the various age groups' priorities related to other downtown improvements they would like to see in downtown Mexico.

### **By amount of time respondents had lived in Mexico:**

- ◆ Over three-quarters of respondents who had lived in Mexico for 3-5 years felt that Mexico was moving in the right direction.
- ◆ More respondents who had lived in Mexico for 0-2 years than respondents in any other group felt that revitalizing downtown Mexico and upgrading parks and recreation facilities were high priorities.
- ◆ Respondents who had lived in Mexico 3-5 years indicated that they visited downtown Mexico more often for government/post office and for conducting business than any other group does.
- ◆ Respondents who had lived in Mexico 6-10 years indicated that they visited downtown Mexico more often for shopping and for entertainment or special events than any other group does.

- ◆ Respondents who had lived in Mexico 3-5 years viewed many features of downtown Mexico more favorably than other groups: occupied storefronts, diverse mix of businesses, dining options, condition of streets, and safety and security.
- ◆ Respondents who had lived in Mexico 6-10 years viewed available green space more favorably than all other groups.
- ◆ *All* respondents who had lived in Mexico 3-5 years felt that it is important for downtown Mexico to retain its historic character.
- ◆ Upscale specialty shops were of particular interest to respondents who had lived in Mexico for 0-2 years.
- ◆ Respondents who had lived in Mexico for 3-5 years were significantly *less* interested in fine dining and a bakery than any other group.
- ◆ More respondents who had lived in Mexico 6-10 years than in any other group felt that attractions aimed at teenagers were the types of business they would most like to see.
- ◆ Respondents who had lived in town for 3-5 years were *less* interested in improving lighting and developing second-story residential space than any other group.
- ◆ Respondents who had lived in town for 3-5 years were more interested in moving utilities underground, improving signage, and landscaping than any other group.
- ◆ A majority of Mexico's newest residents were interested in second-story residential rental units.
- ◆ The newspaper was more often cited as a primary source of information about downtown events and businesses by Mexico's long-time residents than by newer residents.

**By income level:**

- ◆ Improving emergency services and attracting big box retail development were particularly important to respondents with annual household incomes of under \$25,000.
- ◆ Upgrading parks and recreation facilities was of *lower* priority to respondents with annual incomes of \$75,000-\$99,999 than to any other income group.
- ◆ Respondents in the \$100,000+ income group indicated that they visited downtown for conducting business more often than any other income group does.

- ◆ Respondents in the \$75,000-\$99,999 income group indicated that they visited downtown for government/post office more often than any other income group does.
- ◆ Respondents with annual incomes less than \$25,000 viewed dining options and entertainment options more favorably than other income groups.
- ◆ Art galleries and shops and attractions aimed at teenagers were of particular interest to respondents with annual incomes of less than \$25,000.
- ◆ Respondents with incomes under \$25,000 placed a higher priority on adding new parking than any other income group.
- ◆ Respondents in the \$75,000-\$99,999 income group placed a higher priority on improving building façades than any other income group.

**By gender:**

- ◆ More women than men felt that revitalizing downtown Mexico was a high priority.
- ◆ Female residents indicated that they visited downtown for government/post office more often than male residents did.
- ◆ More women than men indicated that shopping was the “number one” reason they visited downtown, while more men than women indicated that conducting business was the “number one” reason they visited downtown.
- ◆ Male respondents viewed many features of downtown Mexico more favorably than female respondents did: occupied storefronts, diverse mix of businesses, dining options, condition of streets, and condition of sidewalks.
- ◆ *Almost every* type of business was significantly more of a priority to female respondents than to male respondents. These included: family or casual style dining, outdoor dining, ice cream shop/soda fountain, upscale specialty shops, antique shops, shoe stores, clothing stores, attractions aimed at teenagers, bookstores, art supply and crafts stores, coffee shops or Internet cafés, and bakeries.
- ◆ There were no significant gender differences related to types of businesses respondents would like to see in downtown Mexico.
- ◆ Bars and nightclubs were of more interest to men than women.
- ◆ More women than men use the newspaper as their primary source of information about downtown events and businesses, while more men than women use the radio as their primary source.

## C. COMMUNITY PRIORITIES AND FEEDBACK IN DETAIL

### Priorities for the Community:

- ✓ **Four in ten respondents felt that Mexico is moving in the right direction, while just over three in ten felt that Mexico is moving in the wrong direction.**

Two in five (42.0%) respondents felt that Mexico was moving in the right direction, 34.7% of respondents felt that Mexico is moving in the wrong direction, and 10.0% of the respondents felt that the direction was “mixed.”

- ✓ **Respondents placed the highest priority on attracting big box retail development and repairing major streets.**

At the beginning of the survey, respondents were asked to prioritize five potential improvements that “might be done to improve the quality of life in a given area” using a 5-point scale, where “5” indicated the improvement should be a top priority and “1” indicated the item should be a very low priority. Approximately two-thirds of respondents placed a high priority on “attracting more big box retail development” (67.0%) and on “repairing major streets” (65.7%). Approximately half placed a high priority on “improving emergency services” (53.3%) and “revitalizing the Mexico downtown area” (51.3%). Less than a majority placed a high priority on “upgrading parks and recreation facilities” (38.0%).

### Visiting Downtown:

- ✓ **Over eight in ten respondents indicated that they visit downtown once a month or more.**
- ✓ **Over two-thirds of respondents said they most often utilize downtown for the government or post office.**

Respondents were asked how often they visit downtown. Over four in ten respondents (41.7%) answered that they visited downtown “more than five times a month” or “one to five times per month” (42.3%). Smaller percentages of respondents said that they visited downtown “less than once a month” (9.3%), and “once a year or less” (5.7%).

Respondents were then given a list of reasons for visiting downtown and asked how often they conducted these activities in downtown Mexico. Respondents indicated they were most likely to visit downtown for the government or post office.

The following percentages of people responded “very often” or “somewhat often”:

- ◆ Government/post office (72.5%)
- ◆ Conducting business (58.4%)
- ◆ Shopping (54.4%)
- ◆ Entertainment or special events (46.0%)
- ◆ Dining (45.6%)
- ◆ Parks (45.6%)

When asked which one of these reasons respondents would most often visit downtown, nearly one-quarter of respondents indicated “shopping” (24.2%).

#### **Views of Current Downtown Mexico:**

- ✓ Over two-thirds of respondents felt “excellent” or “good” about many characteristics of a downtown as they relate to Mexico.
- ✓ Nearly nine in ten respondents felt that retaining the historic of downtown Mexico is “very” or “somewhat” important.

Respondents were read a list of twelve characteristics of a downtown and asked to rate conditions in downtown Mexico.

Six characteristics were rated very highly, either “excellent” or “good,” by more than two-thirds of respondents:

- ◆ Safety and security (88.7%)
- ◆ Signs to help people find their way around (77.0%)
- ◆ Convenient business hours (76.0%)
- ◆ Condition of sidewalks (75.3%)
- ◆ Preservation of historic structures (75.0%)
- ◆ Convenient parking (72.3%)

Four other characteristics were rated highly, either “excellent” or “good,” by a majority of respondents:

- ◆ Condition of streets (60.3%)
- ◆ Available green space (58.3%)
- ◆ Occupied storefronts (53.7%)
- ◆ Diverse mix of businesses (50.0%)

The only remaining characteristics were not considered descriptive of downtown Mexico, as less than a majority rated them “excellent” or “good”:

- ◆ Entertainment options (23.7%)
- ◆ Dining options (19.0%)

An strong majority of respondents (87.7%) suggested that it was “very” (48.0%) or “somewhat” (39.7%) important that downtown Mexico work to retain its historic character. Only 11.3% thought that doing so was “not very” or “not at all” important.

### **Priorities for Types of Downtown Businesses:**

- ✓ **A majority of respondents placed a high priority on adding family or casual style dining downtown.**

Respondents were read a list of many kinds of businesses “one might find in a downtown area” and asked how high of a priority Mexico should place on bringing each type of business to its own downtown area.

Four types of businesses were viewed as a “very high” or “high” priority to more than one-third of respondents:

- ◆ Family or casual dining (53.0%)
- ◆ Fine dining (39.7%)
- ◆ Attractions aimed at teenagers such as an arcade or skating rink (38.0%)
- ◆ Clothing stores (36.7%)

The remaining businesses were a “very high” or “high” priority for less than one-third of respondents:

- ◆ Shoe store (31.3%)
- ◆ Bookstore (22.0%)
- ◆ Bakery (21.0%)
- ◆ Outdoor dining (19.3%)
- ◆ Outdoor sporting goods store (18.7%)
- ◆ Ice cream shop/soda fountain (17.3%)
- ◆ Coffee shop or Internet café (15.7%)
- ◆ Specialty or organic grocery store (15.3%)
- ◆ Upscale specialty shops (14.3%)
- ◆ Art galleries and shops (13.0%)
- ◆ Art supply and crafts store (12.0%)
- ◆ Lodging such as hotel, motel, or bed and breakfast (10.0%)
- ◆ Antique shops (7.7%)
- ◆ Bars/nightclubs (6.7%)

When asked to choose the one business respondents would most like to see in downtown Mexico, the most respondents answered “family or casual style dining” (30.7%), followed by “fine dining” (15.0%).

### Priorities for Other Downtown Improvements:

- ✓ Among several potential downtown improvements, over four in ten respondents placed a high priority on improving building façades, keeping streets and sidewalks cleaner, landscaping, and moving utilities underground.
- ✓ Respondents were split on whether there is a need for second-story living space downtown.

Using the same priority scale, respondents were read a list of other improvements that “might be made to a downtown area,” and asked to prioritize each.

Four possible improvements were considered a “very high” or “high” priority to over one-third of respondents:

- ◆ Keeping streets and sidewalks cleaner (48.0%)
- ◆ Improving building façades (46.7%)
- ◆ Better landscaping, more flowers, and less weeds (42.3%)
- ◆ Moving utilities underground (40.7%)

The other potential improvements tested in the survey were considered a high priority to less than one-third of respondents:

- ◆ Adding green space, benches, and fountains (35.7%)
- ◆ Improving signage to help people find their way around (34.0%)
- ◆ Adding new parking spaces or lots (34.0%)
- ◆ Improving lighting (33.0%)
- ◆ Stricter code enforcement (32.0%)
- ◆ Developing second-story residential space (26.7%)
- ◆ Making awnings all the same in terms of size and color (21.7%)

When asked how they felt about Mexico developing second-story living space in downtown buildings, 48.7% felt that the City *should* develop these residential spaces, while 44.3% felt that the City *should not*.

### Communication about Downtown:

- ✓ Most respondents received their information about downtown Mexico through the local newspaper.

When asked to indicate their primary and secondary sources of information about downtown Mexico, a majority (54.8%) indicated that the newspaper was either their primary (27.7%) or secondary (27.1%) source of information. Word-of-mouth was either primary or secondary to 43.8% of respondents.

#### D. DEMOGRAPHIC INFORMATION IN DETAIL

##### Priorities for the Community:

- ✓ **Over three-quarters of respondents who have lived in Mexico for 3-5 years felt that Mexico is moving in the right direction.**

Respondents were asked if Mexico as a whole was moving in the right direction, the wrong direction, or a mixed direction. Eight in ten (81.8%) of those who have lived in Mexico for 3-5 years felt that Mexico is moving in the right direction, compared to less than 57.1% of respondents in other groups.

- ✓ **More respondents who have lived in Mexico for 0-2 years than respondents in any other group felt that revitalizing downtown Mexico and upgrading parks and recreation facilities are high priorities.**

Seven in ten respondents who have lived in Mexico 0-2 years felt that revitalizing downtown Mexico (71.4%) and upgrading parks and recreation facilities (71.4%) should be high priorities. Less than 53.8% of all other groups felt the same about revitalizing downtown, and less than 45.5% felt the same about upgrading parks and recreation facilities.

- ✓ **Improving emergency services and attracting big box retail development were particularly important to respondents with annual household incomes of under \$25,000.**

Three in five (61.5%) respondents with household incomes of under \$25,000 per year felt that improving emergency services should be a high priority, while less than 52.1% of all other groups felt the same. Similarly, 78.8% of the respondents with household incomes of under \$25,000 per year felt that attracting big box retail development should be a high priority, while less than 66.7% of all other groups felt the same.

- ✓ **Upgrading parks and recreation facilities was of *lower* priority to respondents with annual incomes of \$75,000-\$99,999 than to any other income group.**

Only 10.7% of the respondents with household incomes of under \$75,000-\$99,999 per year felt that upgrading parks and recreation facilities should be a high priority, while more than 38.1% of all other income groups felt the same.

- ✓ **More women than men felt that revitalizing downtown Mexico is a high priority.**

A majority of female respondents (58.0%) felt that revitalizing downtown Mexico should be a high priority, as compared to only 44.7% of male respondents.

## **Visiting Downtown:**

- ✓ **Respondents who have lived in Mexico 3-5 years indicated that they visit downtown Mexico more often for government/post office and for conducting business than any other group does.**

For conducting business, 81.8% of Mexico's residents who have lived in town 3-5 years visit downtown "very" or "somewhat" often, as compared to less than 66.7% of other groups. Similarly, for government/post office, 90.9% of Mexico's residents who have lived in town 3-5 years visit downtown "very" or "somewhat" often, as compared to less than 76.9% of other groups.

- ✓ **Respondents who have lived in Mexico 6-10 years indicated that they visit downtown Mexico more often for shopping and for entertainment or special events than any other group does.**

For shopping, 76.9% of Mexico's residents who have lived in town 6-10 years visit downtown "very" or "somewhat" often, as compared to less than 64.3% of other groups. Similarly, for entertainment or special events, 69.2% of Mexico's residents who have lived in town 6-10 years visit downtown "very" or "somewhat" often, as compared to less than 46.7% of other groups.

- ✓ **35-49 year old respondents indicated that they visit downtown Mexico for shopping and for entertainment or special events more often than any other group does.**

For shopping, 65.4% of 35-49 year old respondents visited downtown "very" or "somewhat" often, as compared to less than 53.2% of other groups. Similarly, for entertainment or special events, 61.5% of 35-49 year old respondents visited downtown "very" or "somewhat" often, as compared to less than 51.1% of other groups.

- ✓ **Respondents under the age of 50 indicated that they visit downtown Mexico for dining more often than respondents over 50 do.**

For dining, 53.2% of 18-34 year old respondents and 56.4% of 35-49 year old respondents visit downtown "very" or "somewhat" often, as compared to 38.6% to 39.3% of older respondents.

- ✓ **Female residents indicated that they visit downtown for government/post office more often than male residents do.**

For government/post office, 78.4% of female respondents indicated that they visit downtown "very" or "somewhat" often, as compared to 66.7% of male respondents.

- ✓ **Respondents in the \$100,000+ income group indicated that they visit downtown for conducting business more often than any other income group does.**

For conducting business, 74.2% of respondents in the \$100,000+ income group indicated that they visit downtown "very" or "somewhat" often, as compared to less than 60.7% of respondents in other income groups.

- ✓ Respondents in the \$75,000-\$99,999 income group indicated that they visit downtown for government/post office more often than any other income group does.

For government/post office, 82.1% of respondents in the \$75,000-\$99,999 income group indicated that they visit downtown “very” or “somewhat” often, as compared to less than 71.1% of respondents in other income groups.

- ✓ More women than men indicated that shopping is the “number one” reason they visit downtown, while more men than women indicated that conducting business is the “number one” reason they visit downtown.

One-third (34.5%) of female respondents indicated that shopping was the “number one” reason they visited downtown Mexico, as compared to 14.0% of male respondents. In contrast, 33.3% of male respondents indicated that conducting business was the “number one” reason they visited downtown Mexico, as compared to 14.9% of female respondents.

#### Views of Current Downtown Mexico:

- ✓ The 65+ age group viewed entertainment options more favorably than other age groups.

Close to one-third (32.1%) of the 65+ age group viewed entertainment options as “excellent” or “good,” as compared to less than 21.3% of younger age groups.

- ✓ 18-34 year old respondents viewed many features of downtown Mexico more favorably than other age groups: preservation of historic structures, occupied storefronts, diverse mix of businesses, and dining options.

More of the 18-34 age group than respondents in any other group viewed preservation of historic structures (85.1%), occupied storefronts (74.5%), diverse mix of businesses (70.2%), and dining options (36.2%) as “excellent” or “good.” These responses differed by 10% to 28% compared to the responses of other groups.

- ✓ Respondents who have lived in Mexico 3-5 years viewed many features of downtown Mexico more favorably than other groups: occupied storefronts, diverse mix of businesses, dining options, condition of streets, and safety and security.

More of the 3-5 year resident group than respondents in any other group viewed occupied storefronts (81.8%), diverse mix of businesses (100.0%), dining options (54.5%), condition of streets (72.7%), and safety and security (100.0%) as “excellent” or “good.” These responses differed by 8% to 70% compared to the responses of other groups.

- ✓ Respondents who have lived in Mexico 6-10 years viewed available green space more favorably than all other groups.

*Close to three-fourths (73.1%) of respondents in this group felt that available green space was “excellent” or “good,” as compared to less than 63.9% of respondents in other groups.*

- ✓ Respondents with annual incomes less than \$25,000 viewed dining options and entertainment options more favorably than other income groups.

More respondents in this group than other groups viewed dining options (30.8%) and entertainment options (32.7%) as "excellent" or "good," and the responses differed from 5% to 25% as compared to other groups' views.

- ✓ **Male respondents viewed many features of downtown Mexico more favorably than female respondents did: occupied storefronts, diverse mix of businesses, dining options, condition of streets, and condition of sidewalks.**

More men than women viewed occupied storefronts (59.3%), diverse mix of businesses (57.3%), dining options (23.3%), condition of streets (66.0%), and condition of sidewalks (83.3%) as "excellent" or "good." These responses differed by 9% to 15% compared to the responses of women.

- ✓ **All respondents who have lived in Mexico 3-5 years felt that it is important for downtown Mexico to retain its historic character.**

*Every (100.0%) respondent in this group felt that it is important for downtown Mexico to retain its historic character, as compared to less than 88.5% of respondents in other groups.*

#### **Priorities for Types of Downtown Businesses:**

- ✓ **There were no significant differences in the various age groups' priorities related to types of businesses they would like to see in downtown Mexico.**

The various age groups had similar priorities, as their responses did not differ significantly from each other.

- ✓ **There were no significant gender differences related to types of businesses respondents would like to see in downtown Mexico.**

Men and women had similar priorities, as their responses did not differ significantly from each other.

- ✓ **Almost every type of business was significantly more of a priority to female respondents than to male respondents. These included family or casual style dining, outdoor dining, ice cream shop/soda fountain, upscale specialty shops, antique shops, shoe stores, clothing stores, attractions aimed at teenagers, bookstores, art supply and crafts stores, coffee shops or Internet cafés, and bakeries.**

Significantly more women than men saw the following as priorities: family or casual style dining, outdoor dining, ice cream shop/soda fountain, upscale specialty shops, antique shops, shoe stores, clothing stores, attractions aimed at teenagers, bookstores, art supply and crafts stores, coffee shops or Internet cafés, and bakeries. These responses differed at least 8% from the men's responses.

✓ **Bars and nightclubs were of more interest to men than women.**

One-fifth (20.0%) of male respondents felt that bars and nightclubs were high priorities, compared to 9.3% of women.

✓ **Upscale specialty shops were of particular interest to respondents who have lived in Mexico for 0-2 years.**

Half (50.0%) of the 0-2 year resident group saw upscale specialty shops as a high priority, compared to less than 36.4% of all other groups.

✓ **Respondents who have lived in Mexico for 3-5 years were significantly *less* interested in fine dining and a bakery than any other group.**

Fewer respondents in the 3-5 year resident group than in any other group saw fine dining (36.4%) and a bakery (27.3%) as high priorities. Majorities of all other groups saw both of these items as high priorities.

✓ **Art galleries and shops and attractions aimed at teenagers were of particular interest to respondents with annual incomes of less than \$25,000.**

Two in five (42.3%) respondents with annual incomes of less than \$25,000 felt that art galleries and shops were a high priority, compared to less than 26.8% of all other income groups. Similarly, 73.1% of the respondents with annual incomes of less than \$25,000 felt that attractions aimed at teenagers were a high priority, compared to less than 64.3% of all other income groups.

✓ **More respondents under the age of 50 than under the age of 50 felt that attractions aimed at teenagers were the types of business they would most like to see.**

One-fifth (21.3%) of 18-34 year old respondents and 22.8% of 35-49 year old respondents cited attractions aimed at teenagers as their top priority, while less than 5.6% over the age of 50 felt the same.

✓ **More respondents over the age of 65 than under the age of 65 felt that clothing stores were the types of business they would most like to see.**

Close to one-fourth (23.8%) of 65+ year old respondents cited clothing stores as their top priority, while less than 13.5% of younger respondents felt the same.

✓ **More respondents who have lived in Mexico 6-10 years than in any other group felt that attractions aimed at teenagers were the types of business they would most like to see.**

Three in ten (30.8%) respondents in this group cited attractions aimed at teenagers as their top priority, while less than 21.2% of respondents in other groups felt the same.

### Priorities for Other Downtown Improvements:

- ✓ **There were no significant differences in the various age groups' priorities related to other downtown improvements they would like to see in downtown Mexico.**

The various age groups had similar priorities, as their responses did not differ significantly from each other.

- ✓ **Respondents who have lived in town for 3-5 years were *less* interested in improving lighting and developing second-story residential space than any other group.**

Only 9.1% of residents in the 3-5 year group viewed developing second-story residential space as a high priority, as compared to more than 23.7% of other groups. Similarly, only 18.2% of residents in the 3-5 year group viewed improving lighting as a high priority, as compared to more than 30.6% of other groups.

- ✓ **Respondents who have lived in town for 3-5 years were more interested in moving utilities underground, improving signage, and landscaping than any other group.**

The 3-5 year group viewed moving utilities underground (72.7%), improving signage (63.6%), and landscaping (63.6%) as a high priority. The differences compared to other groups' responses differed from 13% to 34%.

- ✓ **Respondents with incomes under \$25,000 placed a higher priority on adding new parking than any other income group.**

Almost half (44.2%) of residents in the less-than-\$25,000 income group viewed adding new parking as a high priority, as compared to less than 31.0% of other income groups.

- ✓ **Respondents in the \$75,000-\$99,999 income group placed a higher priority on improving building façades than any other income group.**

Three in five (60.7%) residents in the \$75,000-\$99,999 income group viewed improving building façades as a high priority, as compared to less than 51.6% of other income groups.

- ✓ **A majority of Mexico's newest residents were interested in second-story residential rental units.**

Two-thirds (64.3%) of respondents who have lived in Mexico 0-2 years were interested in second-story residential rental units, as compared to less than 50.0% of respondents in other groups.

### Communication about Downtown:

- ✓ **The newspaper was more often cited as a primary source of information about downtown events and businesses by Mexico's long-time residents than by newer residents.**

One-fourth (27.8%) of respondents who have lived in Mexico 11-20 years and 30.3% of respondents who have lived in Mexico for over 20 years responded that they use the newspaper as their primary source of information about downtown, as compared to less than 19.2% of the groups of newer residents.

- ✓ **More women than men use the newspaper as their primary source of information about downtown events and businesses, while more men than women use the radio as their primary source.**

Close to one-third (32.7%) of women responded that they use the newspaper as their primary source of information about downtown, as compared to only 22.7% of men. In contrast, 13.3% of men responded that they use the radio as their primary source of information about downtown, as compared to only 3.3% of women.

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## SECTION III

### OVERVIEW OF DATA

In November 2008, UNICOM•ARC conducted a telephone survey of residents in Mexico Missouri, drawn from a sample of residents throughout the community. The purpose of the survey was to learn about public perceptions of and priorities for the downtown area in collaboration with the DREAM Initiative.

Three hundred (300) interviews were completed, and a sample of this size yields an overall error margin of  $\pm 5.7\%$ . 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. Each set of responses is sorted by frequency of response where appropriate and the most prevalent response is bolded in each section.

		%
1. Thinking about the Mexico, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?	<b>Right direction</b>	<b>42.0%</b>
	Mixed	10.0%
	Wrong direction	34.7%
	Other, don't know	13.3%

I'm going to read a list of things that might be done to improve the quality of life in a given area. For each of the following items, please tell me how high a priority you would place on each by using a 5-point scale. If you think the item should be a top priority, rate it a 5. If you think it should be a very low priority, rate it a 1. The first is...

	Mean	<i>very high priority (5)</i> %	total high priority (4-5) %	3 %	total low priority (1-2) %
<b>6. Attracting more big box retail development</b>	<b>3.95</b>	<b>49.3%</b>	<b>67.0%</b>	<b>15.0%</b>	<b>15.7%</b>
3. Repairing major streets	<b>3.94</b>	40.3%	65.7%	24.3%	9.3%
4. Improving emergency services	<b>3.72</b>	34.3%	53.3%	27.0%	15.0%
2. Revitalizing the Mexico downtown area	<b>3.50</b>	27.7%	51.3%	26.7%	21.0%
5. Upgrading parks and recreation facilities	<b>3.17</b>	17.0%	38.0%	35.0%	26.7%

	%	
7. How often do you visit downtown Mexico?	Once a year or less	5.7%
	Less than once a month	9.3%
	<b>One to five times per month</b>	<b>42.3%</b>
	More than five times a month	41.7%
	Other (specify)	.3%
	Don't visit downtown	.0%
	Don't know	.7%

For each of the following, please tell me how often you visit downtown for these activities: very often, somewhat often, not very often or not at all.

	<i>very often</i>	very/somewhat often	not very/not at all often	other/don't know
	%	%	%	%
<b>12. government/post office</b>	<b>34.9%</b>	<b>72.5%</b>	<b>27.2%</b>	<b>.3%</b>
13. conducting business	23.8%	58.4%	41.6%	.0%
8. shopping	22.8%	54.4%	45.3%	.3%
10. entertainment or special events	12.1%	46.0%	53.7%	.3%
9. dining	12.1%	45.6%	54.0%	.3%
11. parks	18.8%	45.6%	54.4%	.0%

	%	
14. Of the items listed above, which would you say is the one reason you most often visit downtown Mexico?	<b>shopping</b>	<b>24.2%</b>
	dining	11.7%
	entertainment or special events	8.1%
	parks	2.7%
	government/post office	21.5%
	conducting business	24.2%
	other, don't know	7.7%

For each of the following characteristics of a downtown I read, please tell me if you think conditions in Mexico are excellent, good, not so good or poor. The first is...

	<i>excellent</i>	excellent/ good	not so good/ poor	other/don't know
	%	%	%	%
<b>26. safety and security</b>	<b>10.3%</b>	<b>88.7%</b>	<b>9.0%</b>	<b>2.3%</b>
15. signs to help people find their way around	6.7%	77.0%	20.7%	2.3%
16. convenient business hours	6.7%	76.0%	23.3%	.7%
25. condition of sidewalks	6.3%	75.3%	22.3%	2.3%
18. preservation of historic structures	9.7%	75.0%	22.3%	2.7%
20. convenient parking	4.3%	72.3%	26.7%	1.0%
24. condition of streets	2.7%	60.3%	39.3%	.3%
17. available green space	7.3%	58.3%	30.7%	11.0%
19. occupied storefronts	2.7%	53.7%	43.7%	2.7%
21. diverse mix of businesses	4.3%	50.0%	47.7%	2.3%
23. entertainment options	1.7%	23.7%	73.0%	3.3%
22. dining options	.7%	19.0%	79.7%	1.3%

	%
<b>27. How important would you say it is that Mexico work to retain its downtown's historic character? Would you say it is very important, somewhat, not very or not at all important?</b>	
<b>very</b>	<b>48.0%</b>
somewhat	39.7%
not very	8.0%
not at all	3.3%
other, don't know	1.0%
<i>very/somewhat</i>	<i>87.7%</i>
<i>not very/not at all</i>	<i>11.3%</i>

I'm going to read a list of the kinds of businesses that one might find in a downtown area. For each, please tell me how high a priority Mexico should place on bringing or adding more of that type of business *to its own downtown area*. If you think an item should be a top priority, rate it a "5." If you think it shouldn't be a priority at all, rate it a "1." Of course, you can use any number between five and one. The first is...

	Mean	very high priority (5) %	total high priority (4-5) %	3 %	total low priority (1-2) %
<b>29. family or casual style dining</b>	<b>4.19</b>	<b>78.0%</b>	<b>53.0%</b>	<b>12.3%</b>	<b>9.0%</b>
38. clothing stores	<b>3.81</b>	63.3%	36.7%	20.3%	15.7%
30. fine dining	<b>3.78</b>	62.7%	39.7%	21.0%	16.3%
39. attractions aimed at teenagers such as an arcade or skating rink	<b>3.67</b>	62.0%	38.0%	16.0%	21.7%
36. shoe store	<b>3.53</b>	54.0%	31.3%	24.0%	21.7%
45. bakery	<b>3.43</b>	51.3%	21.0%	29.0%	19.3%
41. bookstore	<b>3.40</b>	49.3%	22.0%	31.7%	18.7%
32. ice cream shop/soda fountain	<b>3.15</b>	42.3%	17.3%	26.7%	31.0%
31. outdoor dining	<b>3.05</b>	38.7%	19.3%	25.3%	35.3%
37. outdoor sporting good store	<b>3.05</b>	37.0%	18.7%	29.0%	33.7%
33. upscale specialty shops	<b>2.97</b>	29.3%	14.3%	34.7%	34.3%
44. coffee shop or Internet café	<b>2.92</b>	34.0%	15.7%	26.7%	39.0%
43. art supply and crafts store	<b>2.86</b>	29.3%	12.0%	32.0%	38.7%
35. art galleries and shops	<b>2.75</b>	26.0%	13.0%	30.7%	43.3%
42. specialty or organic grocery store	<b>2.69</b>	28.3%	15.3%	25.0%	46.7%
28. lodging such as hotel, motel or bed and breakfast	<b>2.64</b>	25.7%	10.0%	28.0%	45.7%
34. antique shops	<b>2.59</b>	20.0%	7.7%	32.3%	47.3%
40. bars/nightclubs	<b>2.12</b>	14.7%	6.7%	19.0%	65.3%

		%
46. Of the items listed above, what business would you most like to see in downtown Mexico?	<b>Family or casual style dining</b>	<b>30.7%</b>
	Fine dining	15.0%
	Clothing stores	13.0%
	Attraction aimed at teenagers such as an arcade or skating rink	11.7%
	Shoe store	4.7%
	Outdoor sporting good store	4.7%
	Outdoor dining	2.3%
	Bookstore	2.3%
	Antique shops	2.0%
	Art supply and crafts store	2.0%
	Upscale specialty shops	1.7%
	Coffee shop or Internet cafe	1.7%
	Ice cream shop/soda fountain	1.3%
	Specialty or organic grocery store	1.0%
	Bakery	1.0%
	Art galleries and shops	.7%
	Lodging such as hotel, motel or bed and breakfast	.3%
Bars/nightclubs	.3%	
Other - Specify	3.7%	

I'm going to read a list of other improvements that might be made to a downtown area. Again, please tell me how high a priority you think each should be for downtown Mexico using the same 5-point scale.

	Mean	very high priority (5) %	total high priority (4-5) %	3 %	total low priority (1-2) %
<b>55. improving building facades</b>	<b>3.39</b>	<b>20.3%</b>	<b>46.7%</b>	<b>31.0%</b>	<b>21.7%</b>
56. keeping streets and sidewalks cleaner	3.37	27.3%	48.0%	23.0%	28.7%
57. better landscaping, more flowers and less weeds	3.26	21.7%	42.3%	32.3%	25.3%
49. moving utilities underground	3.20	26.7%	40.7%	24.7%	33.0%
47. adding green space, benches and fountains	3.06	15.7%	35.7%	31.7%	32.0%
54. improving signage to help people find their way around	3.02	15.3%	34.0%	33.0%	32.7%
48. improving lighting	3.01	15.3%	33.0%	32.7%	32.3%
51. stricter code enforcement	2.99	16.0%	32.0%	28.3%	35.0%
50. adding new parking spaces or lots	2.93	18.0%	34.0%	26.7%	38.3%
52. developing second-story residential space	2.77	12.7%	26.7%	30.7%	40.3%
53. making awnings all the same in terms of size and color	2.38	9.3%	21.7%	20.0%	56.7%

	%
59. There has been some discussion about developing second story living space in downtown Mexico. Which of the following statements is closest to the way you feel?	
<b>There is no need for second story living space downtown.</b>	<b>44.3%</b>
Property owners should turn the second floors of their existing buildings into rental units.	36.0%
Property owners should turn the second floors of their existing buildings into condominiums.	12.7%
Other/don't know	7.0%

		%
60a. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Mexico?	<b>Local newspaper</b>	<b>27.7%</b>
	Word-of-mouth	16.7%
	I live downtown	9.3%
	Radio	8.3%
	Chamber of Commerce web site	6.3%
	Television	1.0%
	Other –Specify	19.3%
	No others/don't know	11.3%

		%
60b. And what is your second most likely source of information?	<b>Local newspaper</b>	<b>27.1%</b>
	<b>Word-of-mouth</b>	<b>27.1%</b>
	Radio	15.4%
	Television	5.3%
	I live downtown	1.9%
	Chamber of Commerce web site	1.5%
	Other –Specify	9.8%
	No others/don't know	12.0%

		%
61. How familiar are you with a state-sponsored program called the DREAM Initiative? Would you say you are very familiar, somewhat, not very or not at all familiar with the DREAM Initiative?	Very familiar	2.7%
	Somewhat familiar	12.0%
	Not very familiar	23.0%
	<b>Not at all familiar</b>	<b>62.3%</b>
	Other/don't know	.0%
	<i>very/somewhat</i>	<i>14.7%</i>
<i>not very/not at all</i>	<i>85.3%</i>	

And now, a few final questions for classification purposes.

		%
62. In which of the following age groups are you?	18-34	15.7%
	35-49	26.3%
	50-64	29.7%
	65 or over	28.0%
	Other, don't know, refused	.3%

		%
63. How long have you lived in the Mexico area?	0-2 years	4.7%
	3-5 years	3.7%
	6-10 years	8.7%
	11-20 years	12.0%
	More than 20 years	70.3%
	Other, don't know	.7%

		%
64. For statistical purposes only, please indicate which of the following categories best fits your total household income for 2007. Just stop me when I get to your category.	Under \$25,000	17.3%
	\$25,000 to \$49,999	28.0%
	\$50,000 to \$74,999	23.7%
	\$75,000 to \$99,999	9.3%
	\$100,000 plus	10.3%
	Other, don't know, refused	11.3%

		%
65. Gender	Male	50.0%
	Female	50.0%

## SECTION IV

### RESPONSE TO OPEN-ENDED QUESTIONS

**46. Of the items listed above, what business would you most like to see in downtown Mexico?**

Another music shop

Electronics or appliances

**58. Are there any other improvements you think should be made to downtown Mexico?**

Everything

City employees should park in designated spaces so the public has better access

Keep the bird population down

There should be a religious shop catering to all religions with various texts and items

Just need more businesses - shoe stores, dress shops, better places to eat - that would be great

Would like to see a directory of businesses that list hours and services offered and such

We need restaurants in this town in a very bad way

Try to get in more businesses

Courthouse lawn should be kept up with

Shopping, such as clothing and family oriented stores

More industry

A lot of business should take better care of their storefronts, thresholds and windows

More recycling

More businesses

More stores open

I think there needs to be a little more handicap parking; the retail lookers need to know that they can't charge people more because all they will do is go to Columbia and shop - equity of prices

Could use more dining businesses

I think a basic restoration should be added to the town

Entertainment and sporting good stores should be added to downtown area

Remove trees between the curbs and the sidewalks for better visibility

Make it look it better; it looks run down and everything looks old and decrepit especially when one goes into the alleyway

More business

More clothing stores

Better jobs

More businesses including restaurants

Less payday loan places on the square

Having a family American food restaurant

Bring some factories to the city

More of the historical characteristics like st Charles edition; doing more with the charm

Two way street around the square

Like to see all of the city council replaced

Just dining

More eating places

Fix the town back up, it's a nice little town it just needs to be taken care of a little better

More shopping, activities and commerce in general including the big box retail like wal-mart

Need more businesses in downtown; shoe stores and Wal-Mart

Need more street lights and more security

I think there should be more dining options

More variety of dining

Keep the whole town better weeded

Kill all the birds in the city of Mexico; especially they damn starlings

Bring more old-fashioned type stores instead of bars

More commerce and activities downtown to attract more visitors

Clean up store fronts, wash windows, clean up clutter

Wish first national bank would have earlier opening hours

Filling up the empty stores

Owners need to lower their rent so the average Joe can afford it; they should charge less and care about people who own the businesses; people would fill the buildings with interesting things if they could afford it

More businesses; those who work there not park on square

I think the county people should park in their parking lots and not take all the parking spaces for other people

They should have more handicapped entrances in general

I think we need animal care facilities for wildlife and conservation efforts

More businesses occupying empty storefronts to attract more commerce

Restoration and remodeling of old buildings, general maintenance

Keeping the wild bird population down to keep downtown cleaner

Whatever will work?

Businesses that will attract customers

More jobs

Have some shops downtown; need places to go; family dining - have to go out of town to eat

Keep stores open later

Developing more businesses

Improvement of buildings and areas in disrepair

Would like to see more/better landscaping, cleaner streets and sidewalks

More family and better restaurants

More wheelchair access such as ramps and wider door spaces

Better businesses to draw people down there

More facilities around the square

I think they should attract more tourism

Bringing in new shops/businesses/commerce to revitalize the economy; attractions for kids, teenagers, families

More things to do; more convenient hours and different types of restaurants; no more fast food

Have a place for the kids to go so they don't drink or do drugs

More businesses and restaurants

More driveways in the city

Longer business hours for existing stores with more parking and more shops

Would like to see more businesses downtown, dining options with high quality food

More trash receptacles to keep the square cleaner

Need factories

Stimulating night life; longer business hours

When they have court dates up there they don't have any place to park, much of the office people park downtown and take up all the parking spaces, it hurts a lot, it's why people don't shop there

More places to sit and rest like benches

Repairing streets and pavement perhaps go back to brick streets

Need a place for the teenagers to go

Needs some work - no jobs; main thing is no work; everything here is shut up

Better selection of businesses

Try to get more businesses in here

Bring in more businesses to occupy empty storefronts

Sidewalks are horrible - need to be repaired and replaced; downtown residential streets

Need to create more jobs, less government, lower taxes, more freedoms, less codes

More permissive with signage for businesses

More clothing stores and "five and dime" type stores, entertainment for the kids and family is important

Some more landscaping - it's all concrete

Filling up the stores will bring more business to town and make it look nice

Better city council

Need more accessible parking

Handicap access to businesses handicap parking and doors that open automatic handicap parking accessible to sidewalk in more places

More businesses

Try to get more businesses downtown rather than office spaces

We just need better industry in this town

Focus on the youth of Mexico and get them involved more

More businesses and more clothing stores; too many empty buildings

Teen center

They can only get so much funding for these projects and the economy is going downhill

More to shop and more things to do; there's just nothing to do and limited places to shop

Cleaning up the cigarette butts all over the sidewalks

Fill up the stores; like something for the kids and sporting goods and shoe stores and building supplies

Some of the buildings need to be repainted on the outside

A stop sign should be a stop light by my house

**60a. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Mexico?**

Personal observation (12)

Visiting downtown (12)

Living here (3)

I work downtown (3)

Retired law enforcement

City hall

Police and fire department

I hang out there 2 to 3 times a week

Chamber of commerce

Hallmark shop

City meetings

Driving through it to the post office

The court house facility

Go downtown for business

Worked in city hall for years

Semi annual newsletters

Post office

Banners

The courthouse

Browsing

Location

Local business owner

Banners at the sunset festival

Shopping

Owning my own business

Court house

School

Shopping

Signage, banners, billboards

Flyers/billboards

City hall papers

**60b. And what is your second most likely source of information?**

Library (3)

Internet (3)

Chamber of commerce (3)

Phone book (2)

Signage

Ledger

Police department

Chamber of commerce

Downtown activities

Mexico ledger

Driving through town

Local flyers downtown

City of Mexico

Coffee shop

Business network

Companies in the area

From volunteering

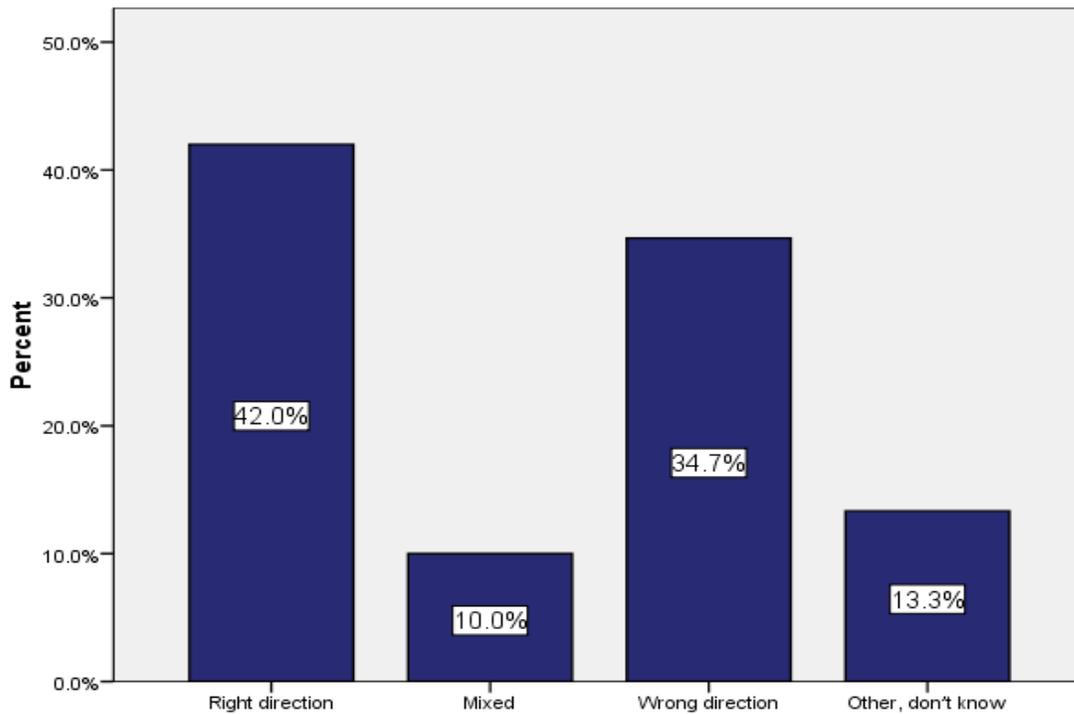
Brochures

Historical society

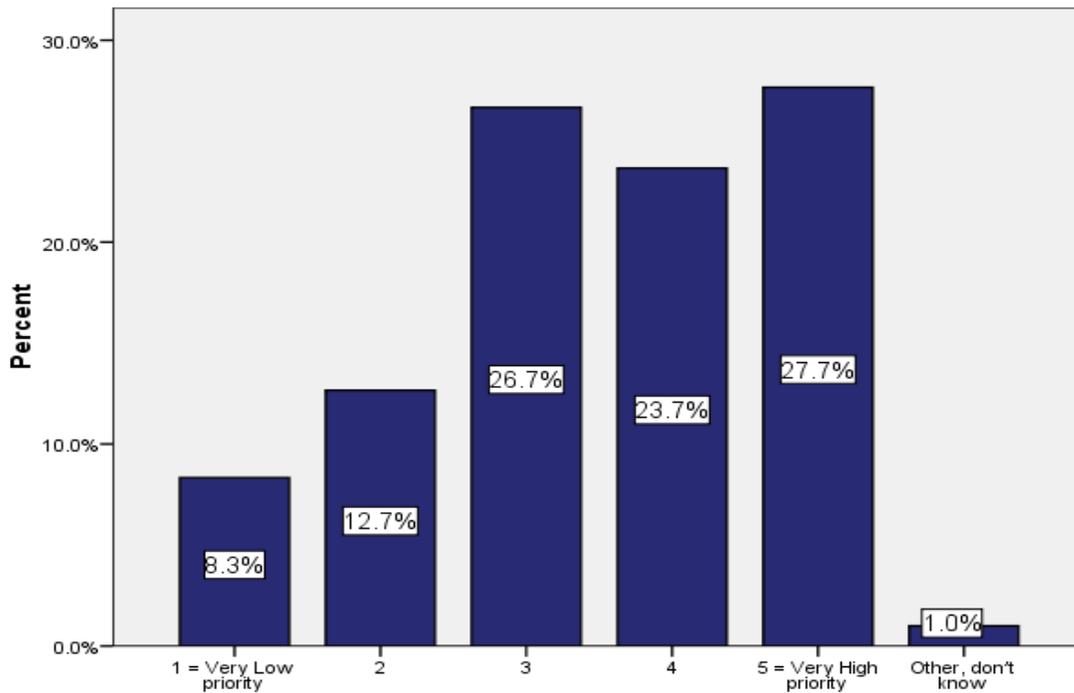
## SECTION V

### BAR CHARTS

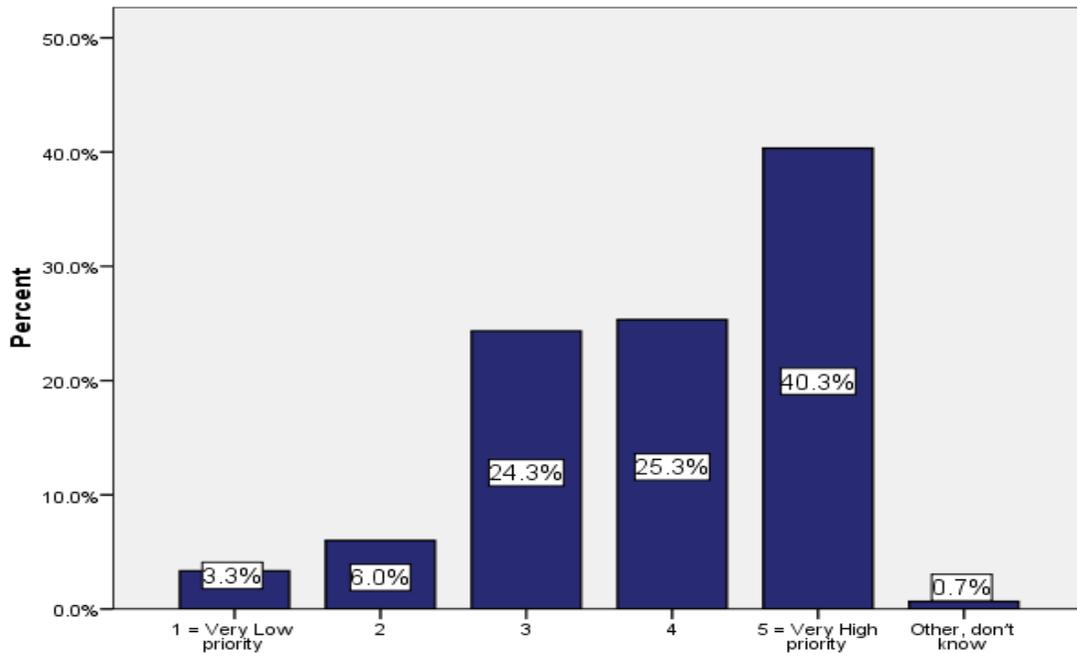
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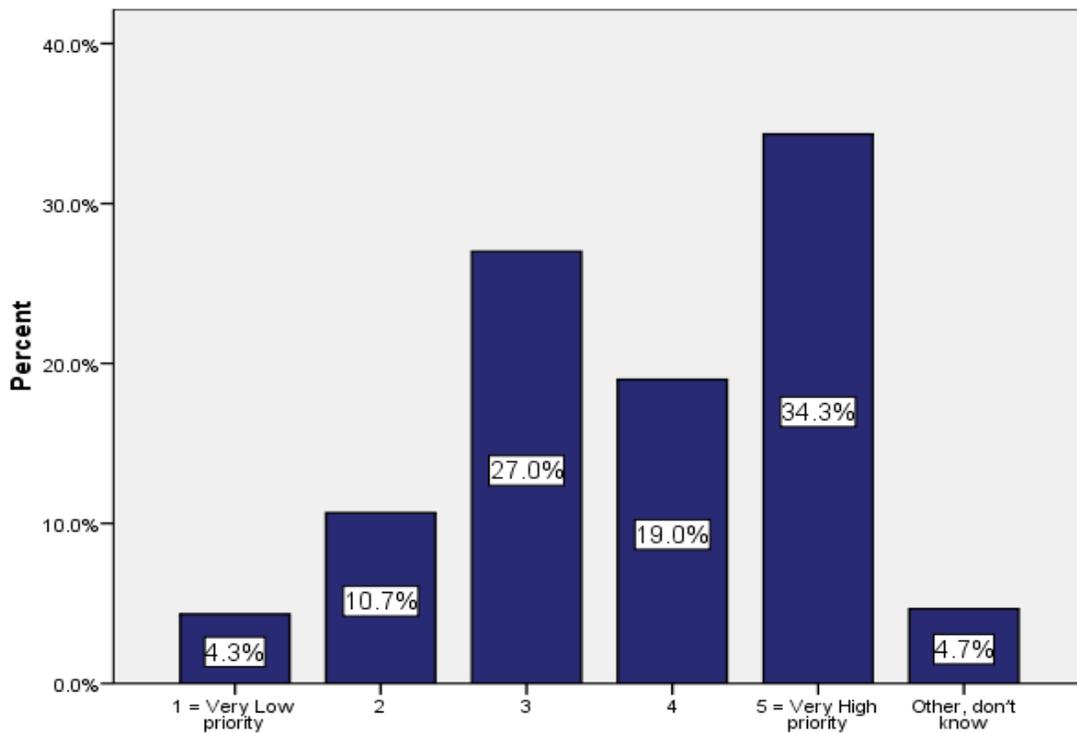
1. Thinking about the Mexico, Missouri area, would you say things



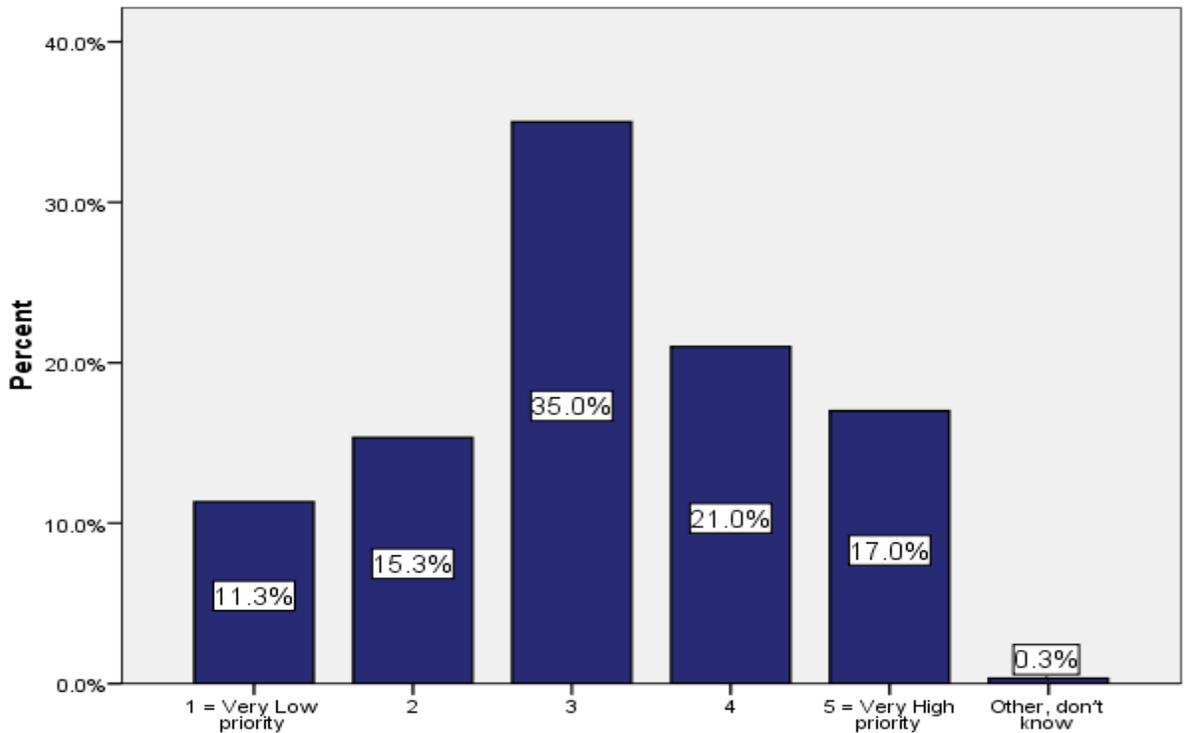
2. Revitalizing the Mexico downtown area



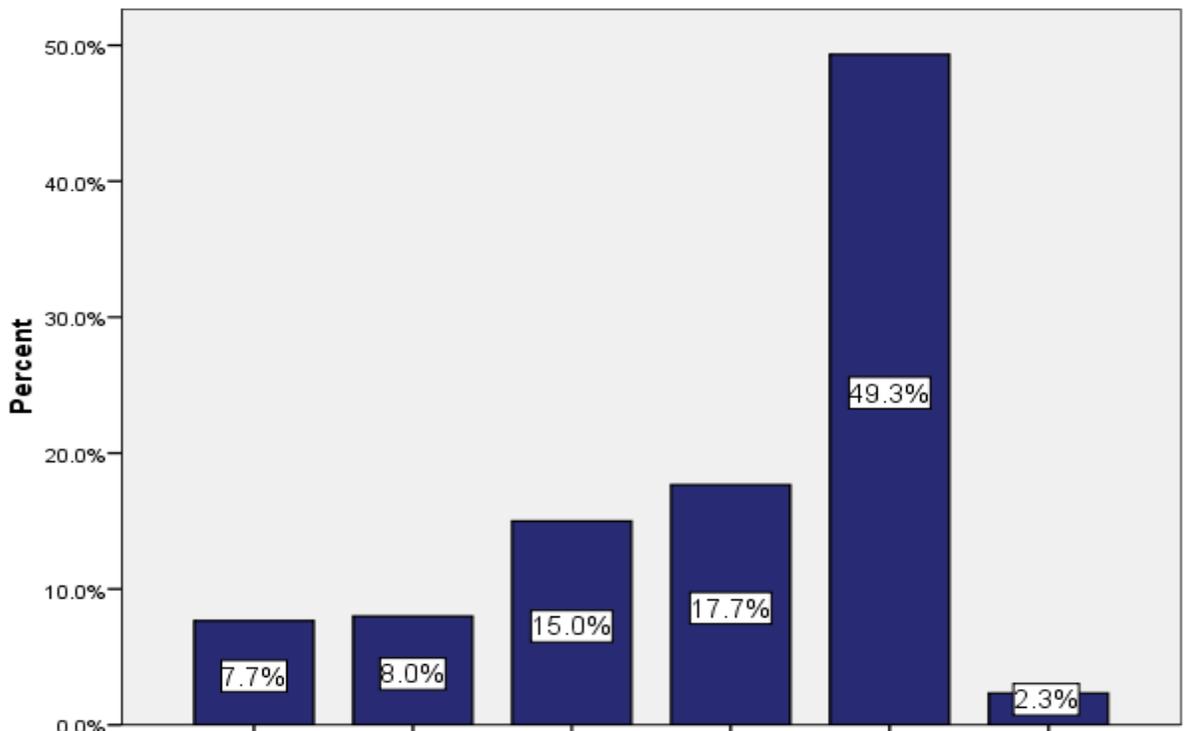
**3. Repairing major streets**



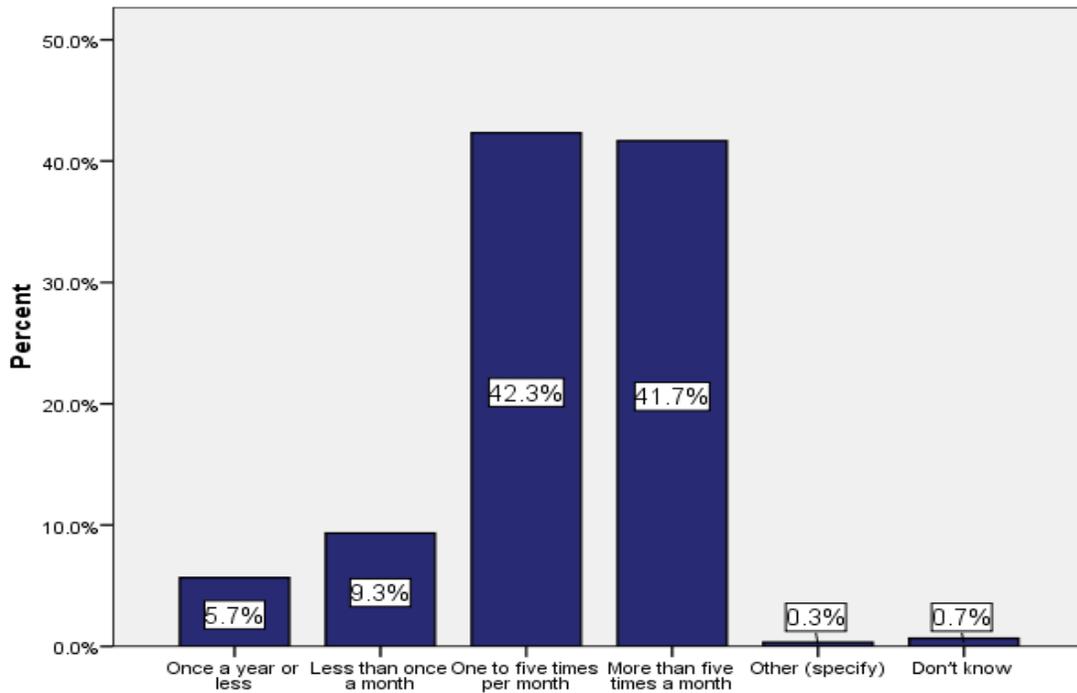
**4. Improving emergency services**



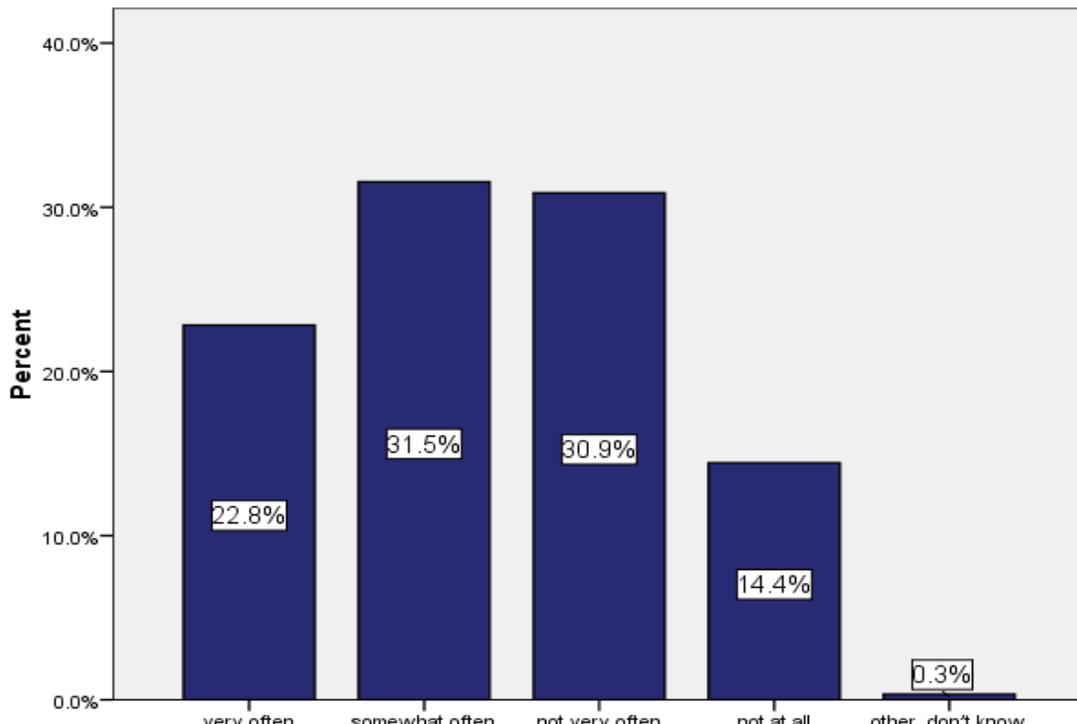
**5. Upgrading parks and recreation facilities**



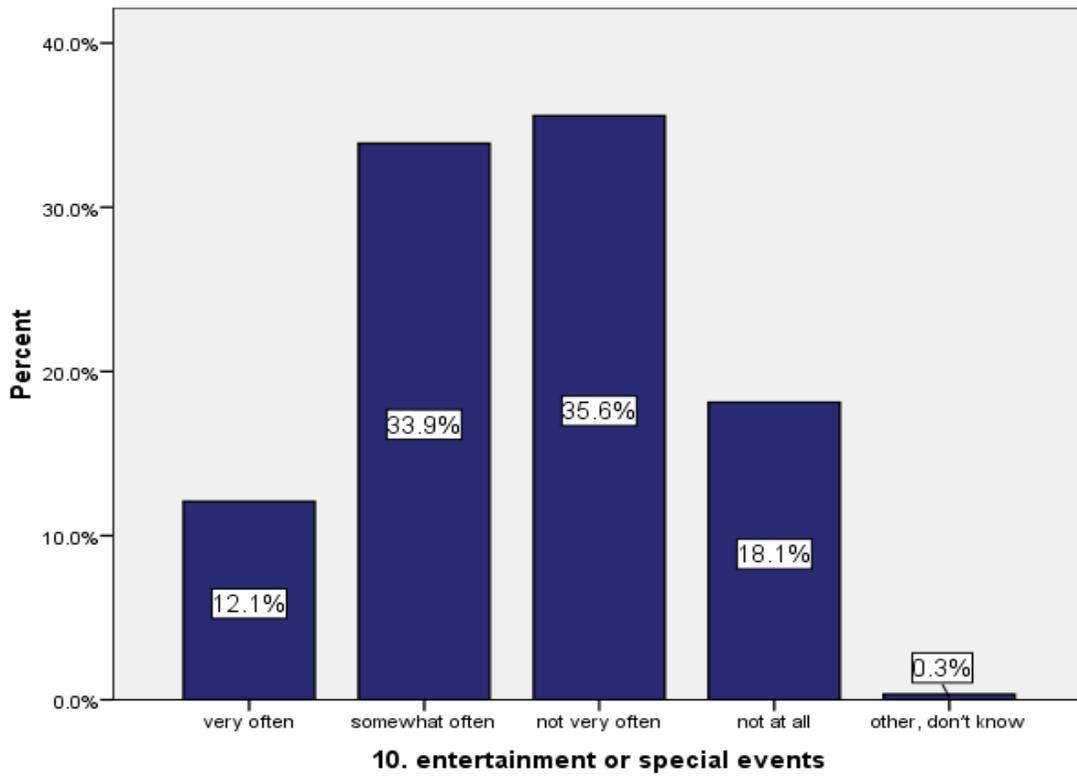
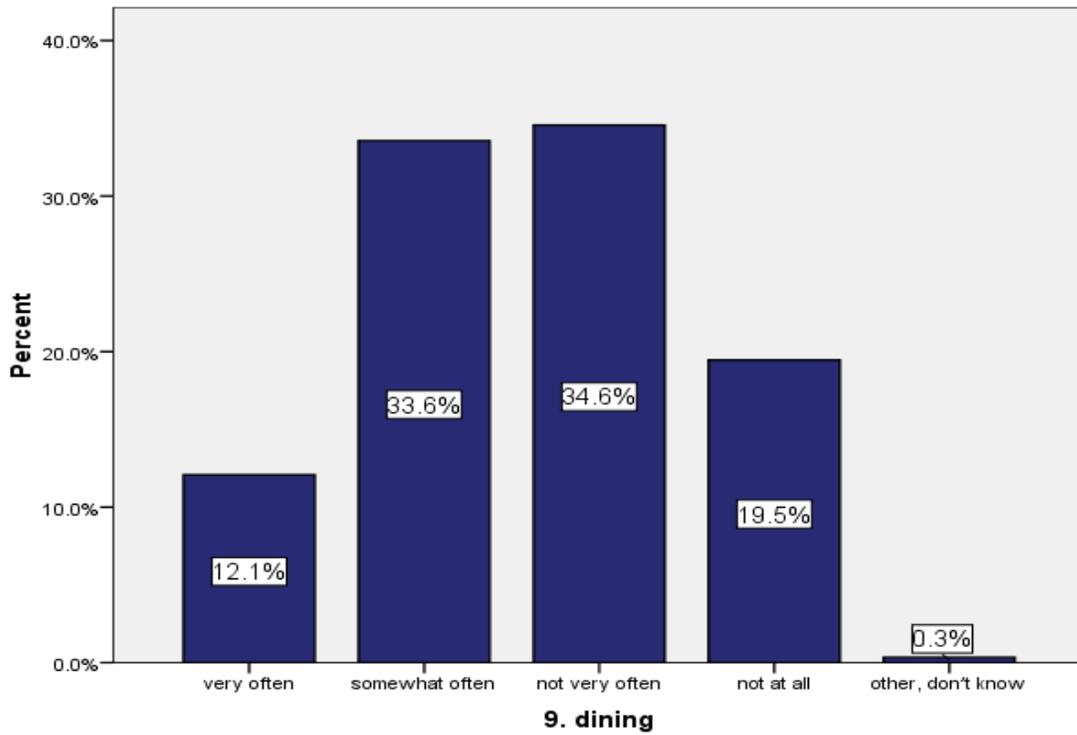
**6. Attracting more big box retail development**

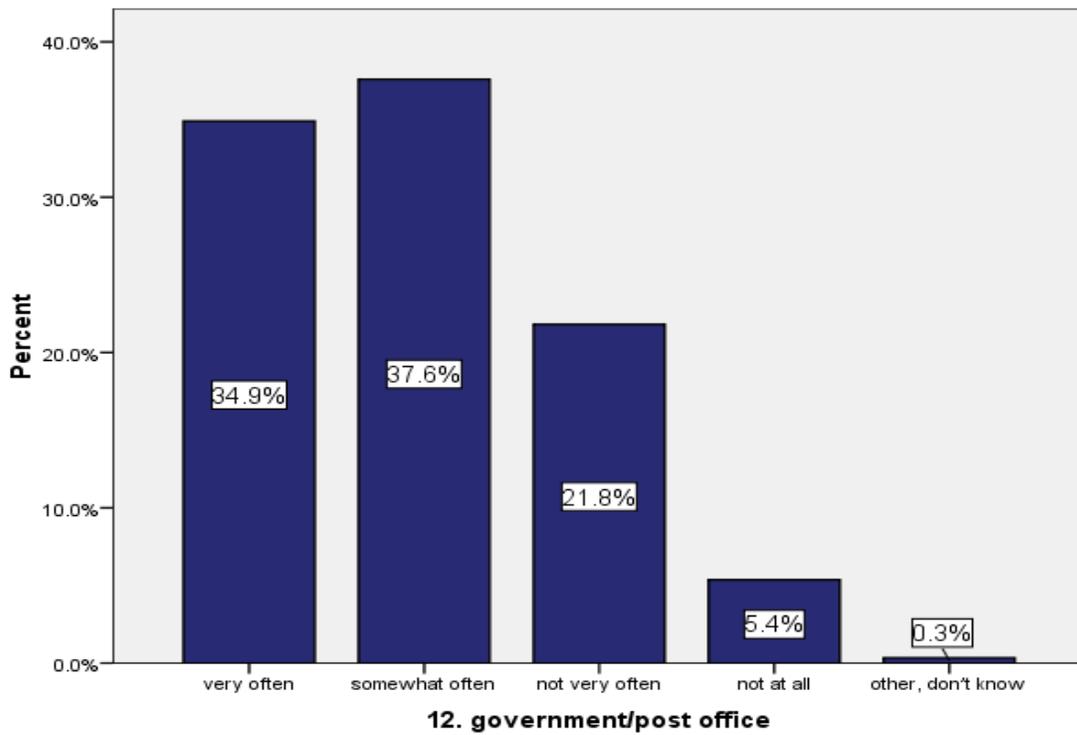
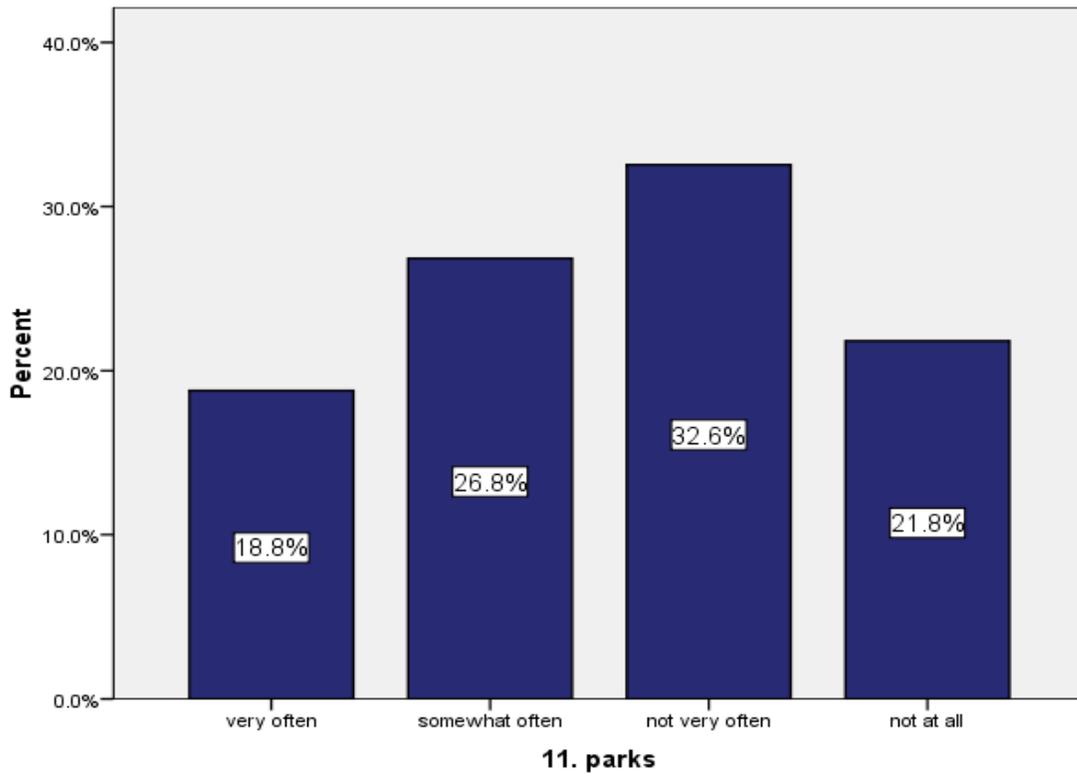


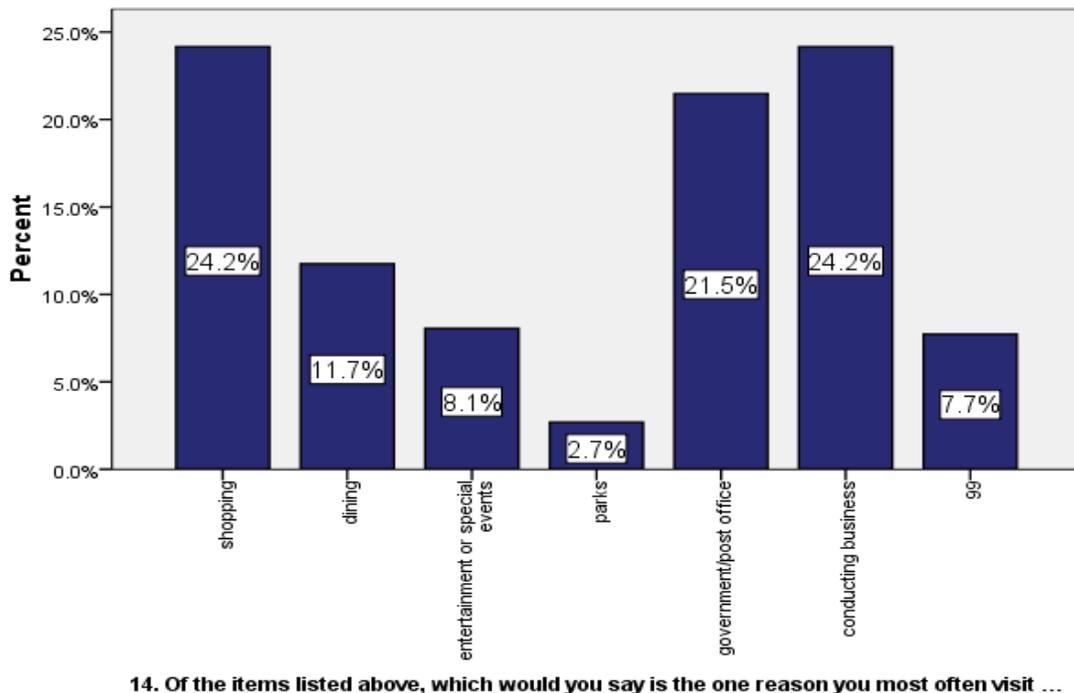
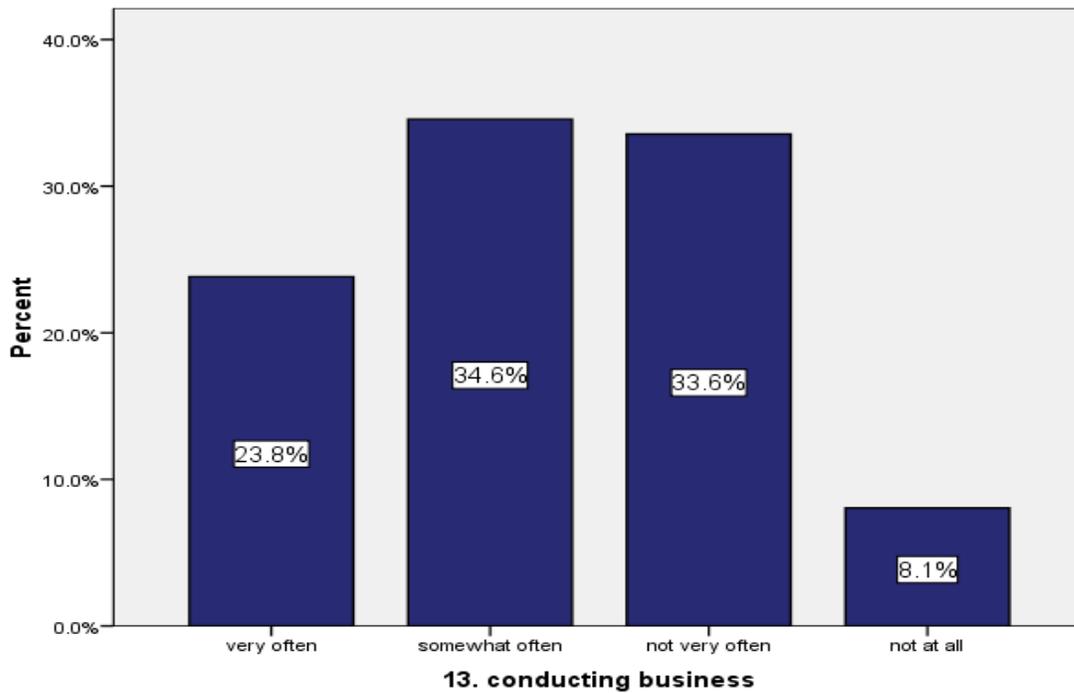
**7. How often do you visit downtown Mexico?**

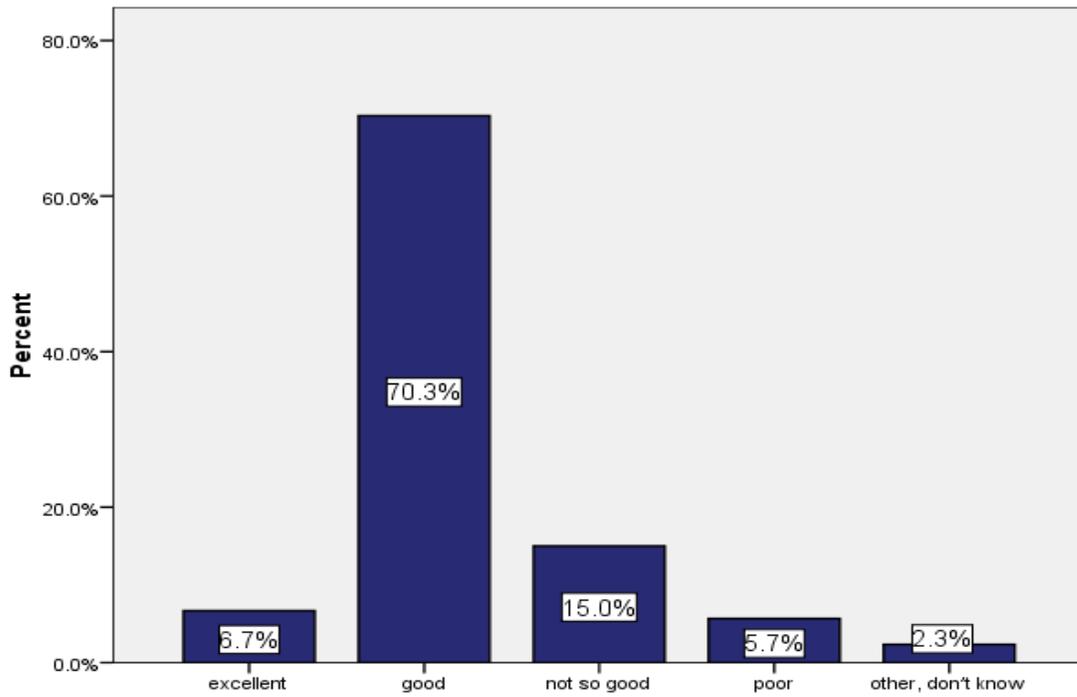


**8. shopping**

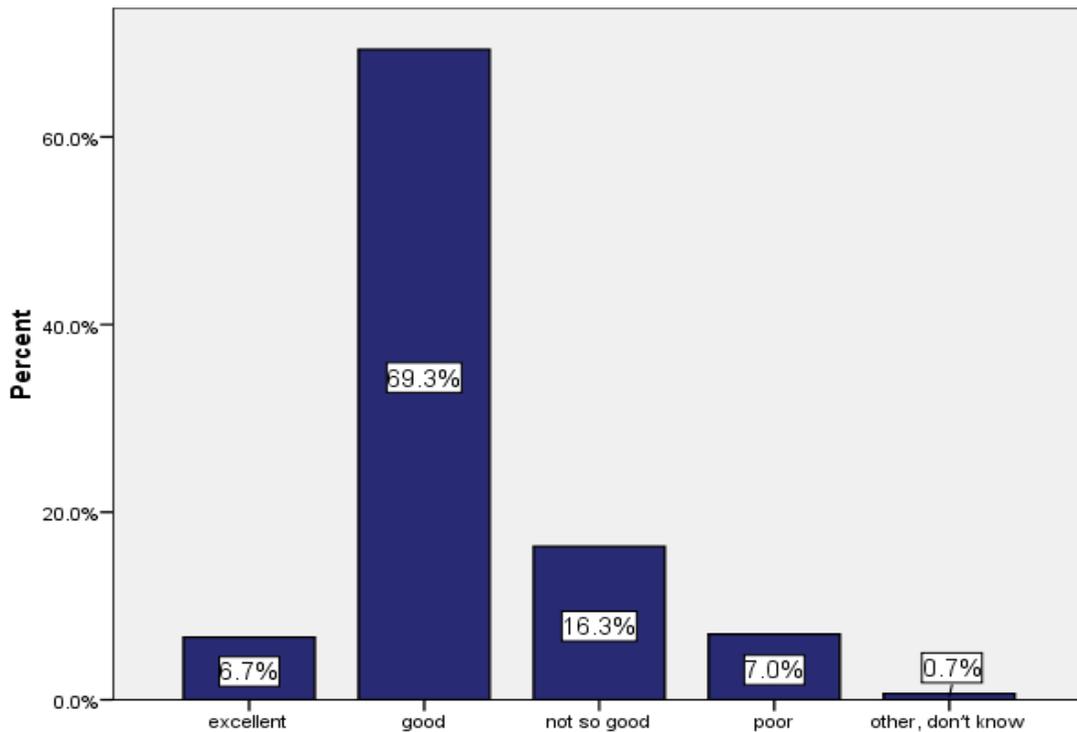




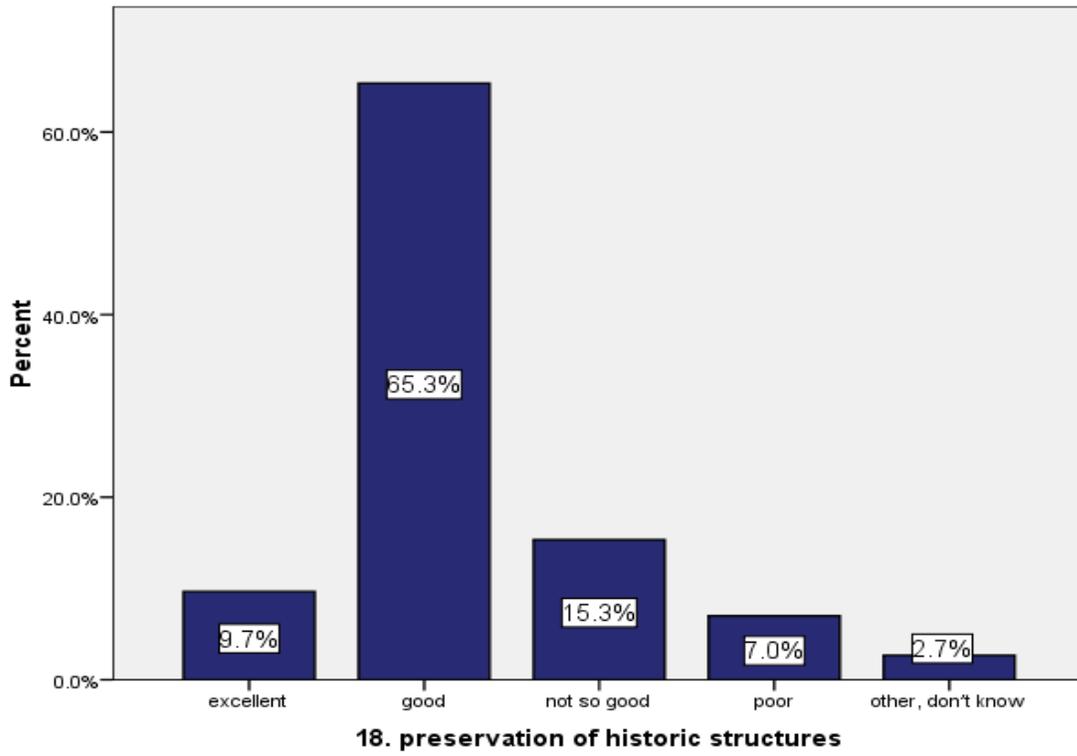
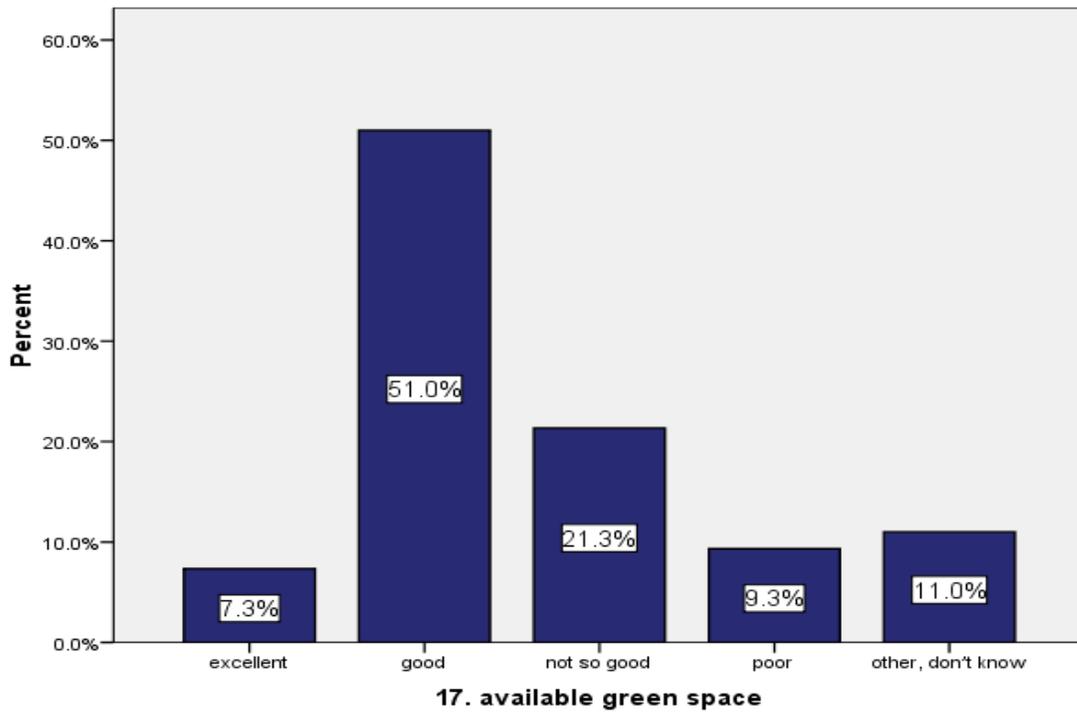


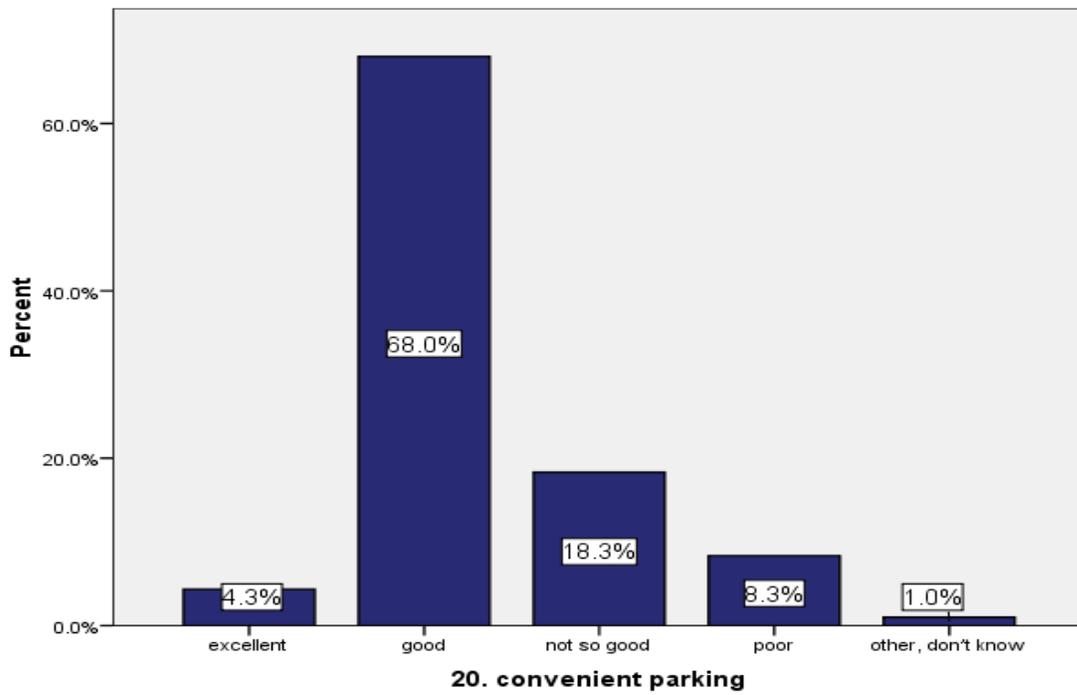
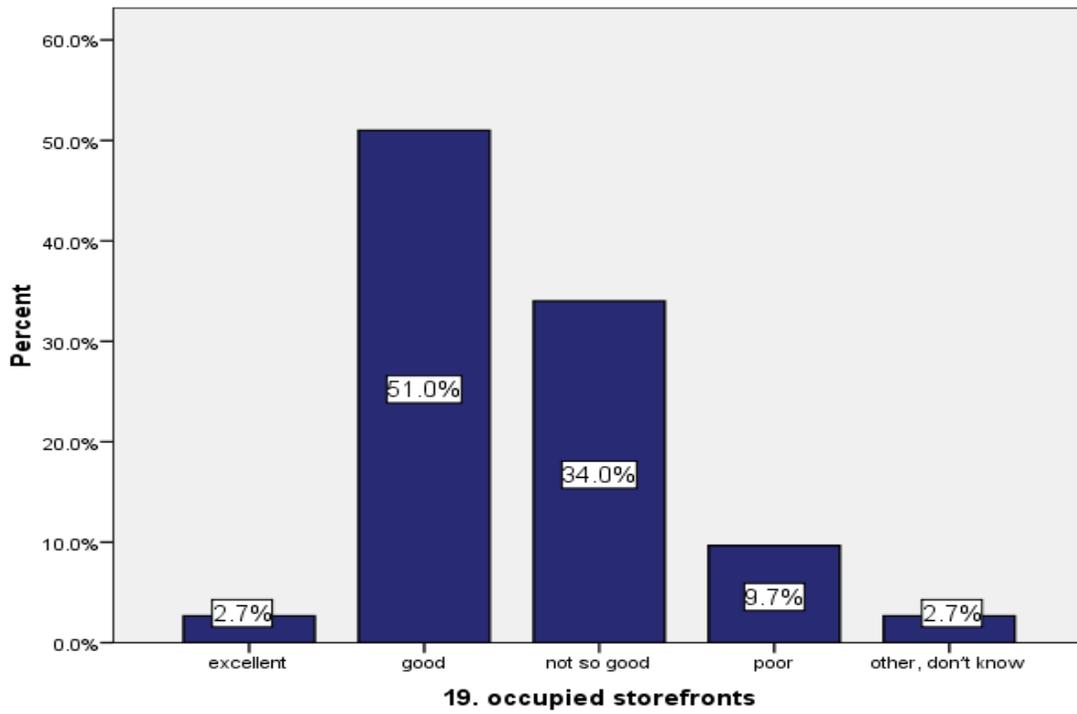


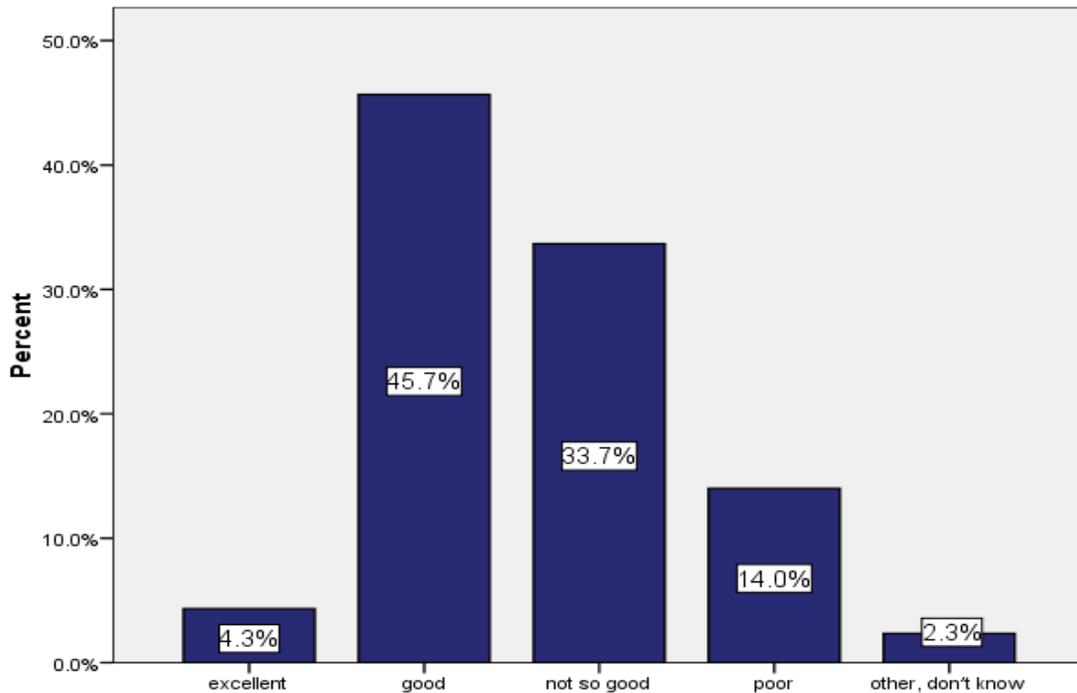
**15. signs to help people find their way around**



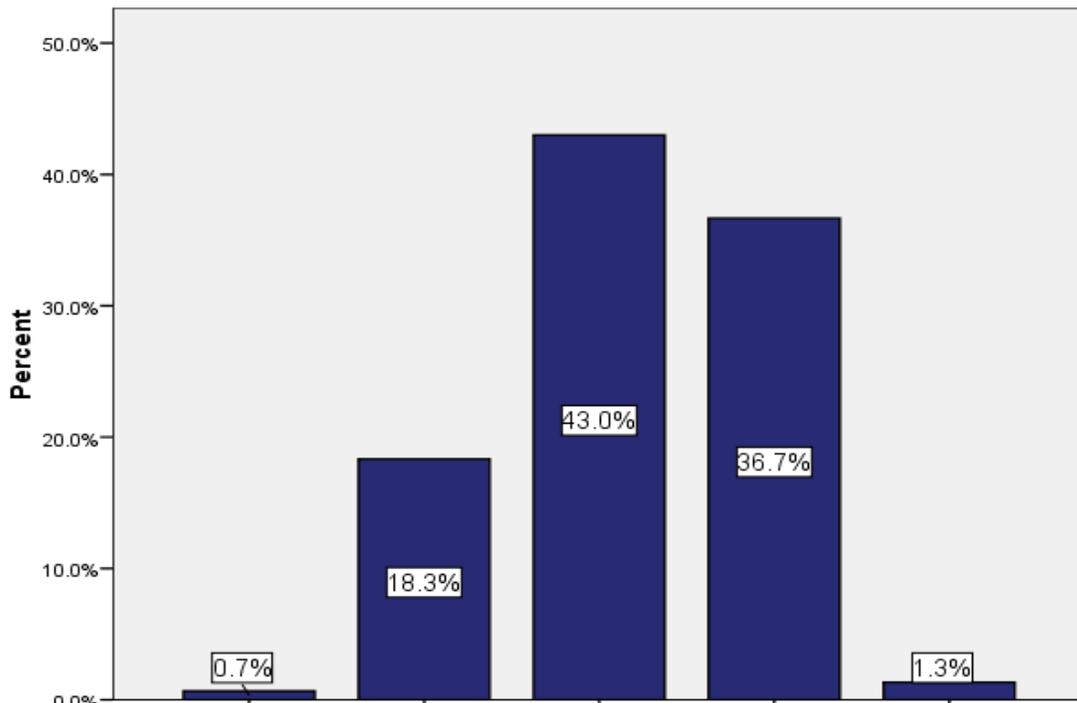
**16. convenient business hours**



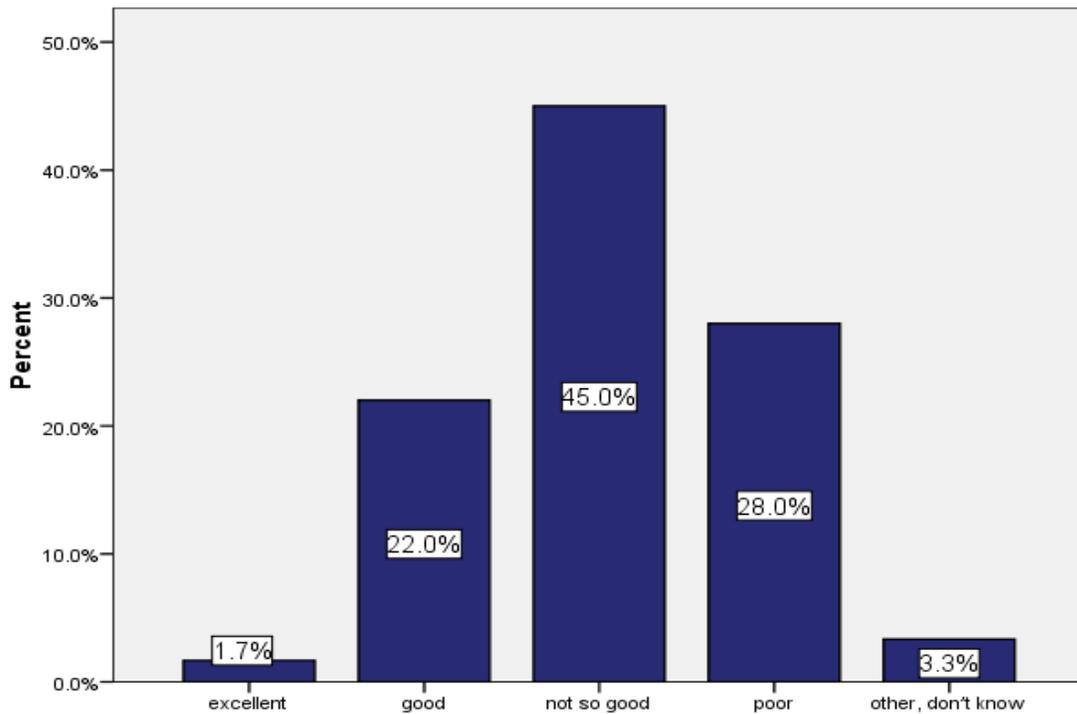




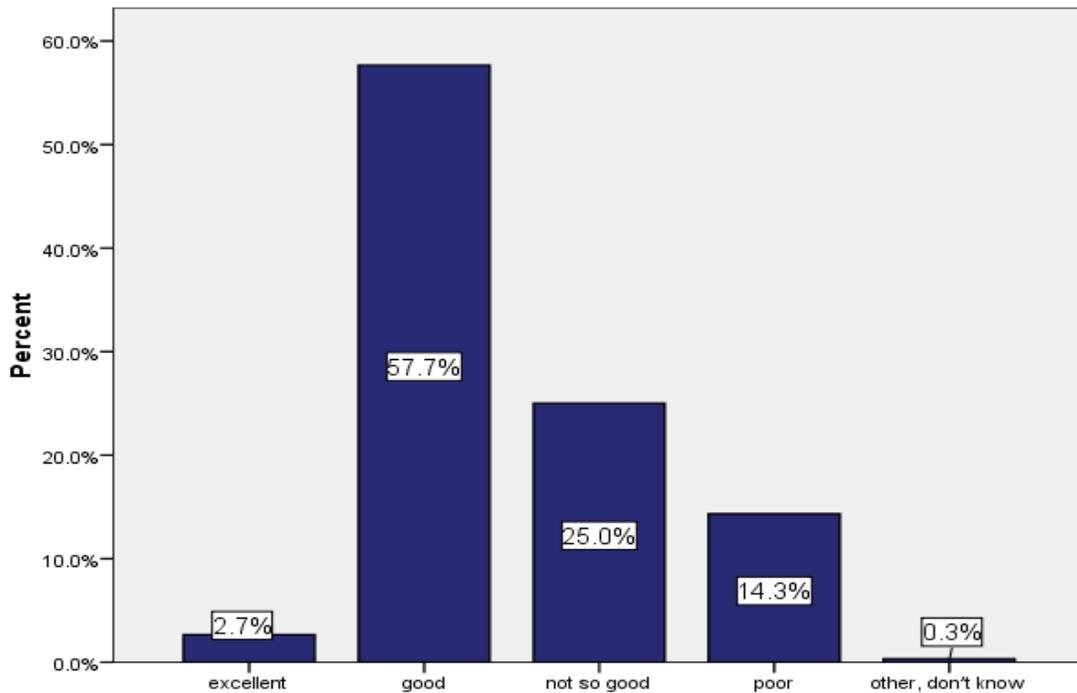
21. diverse mix of businesses



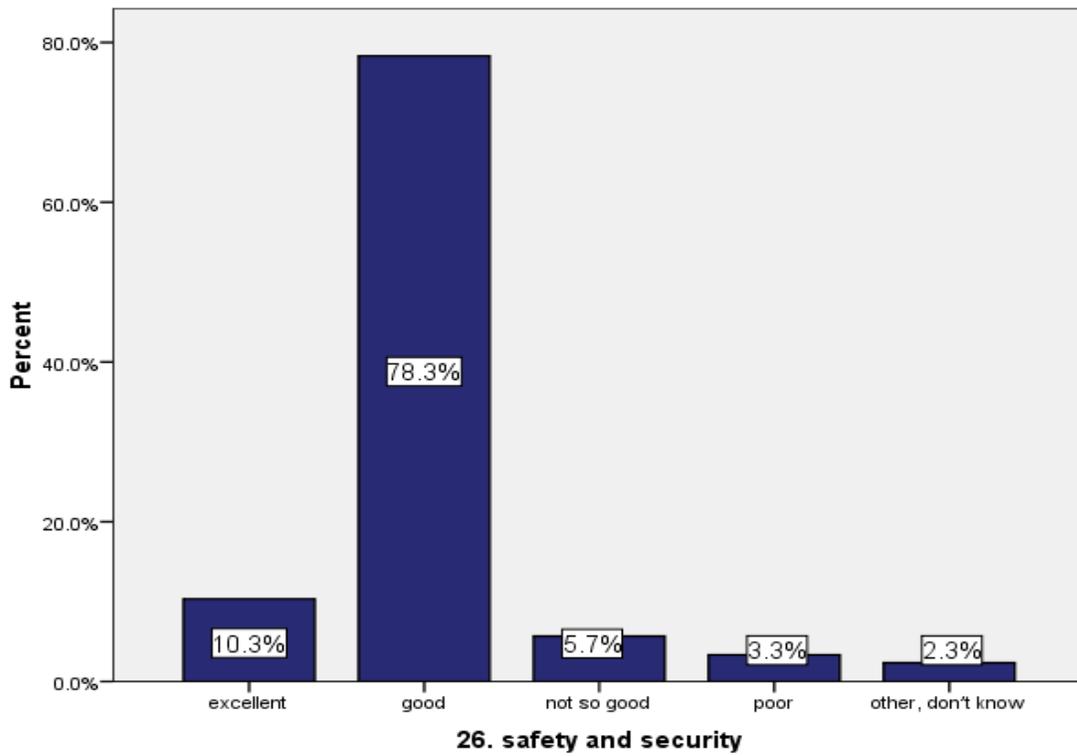
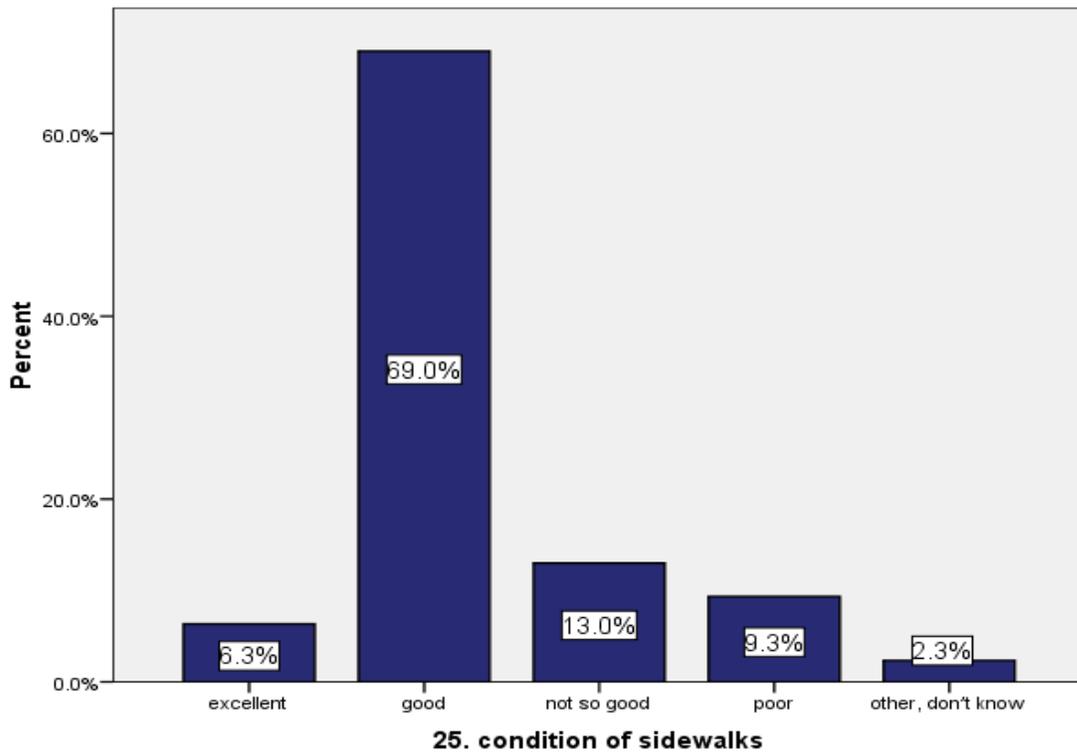
22. dining options

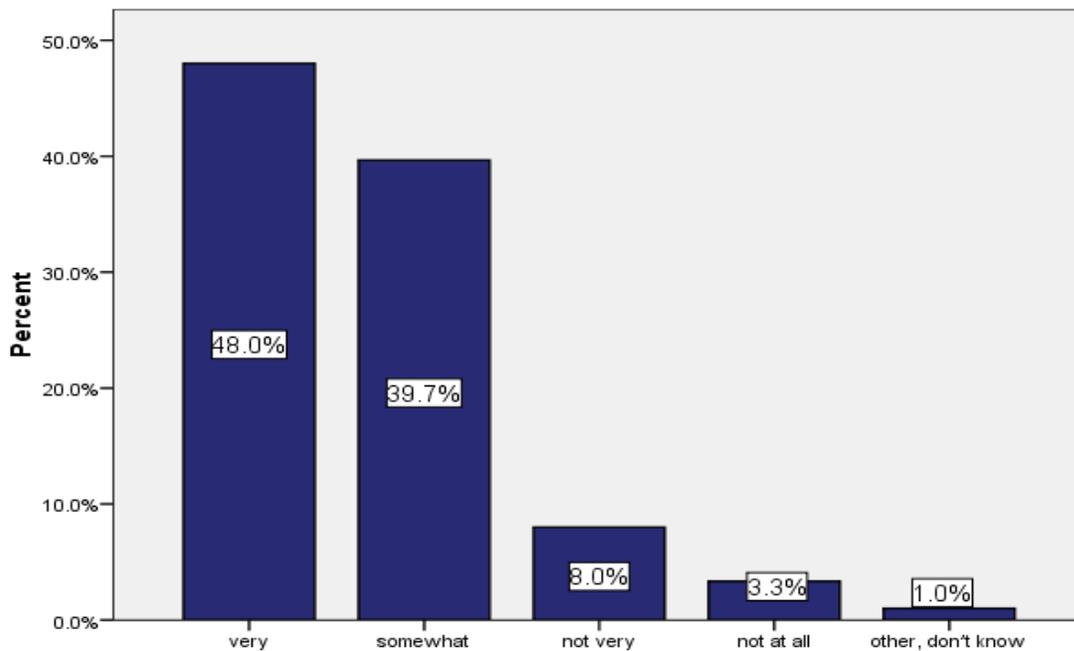


23. entertainment options

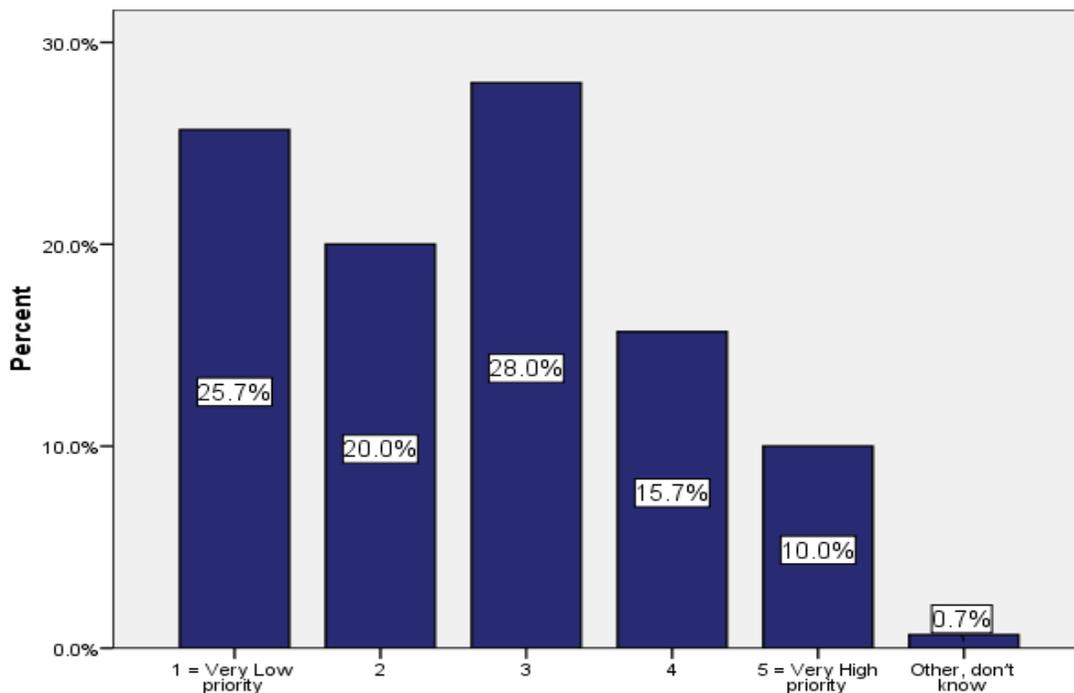


24. condition of streets

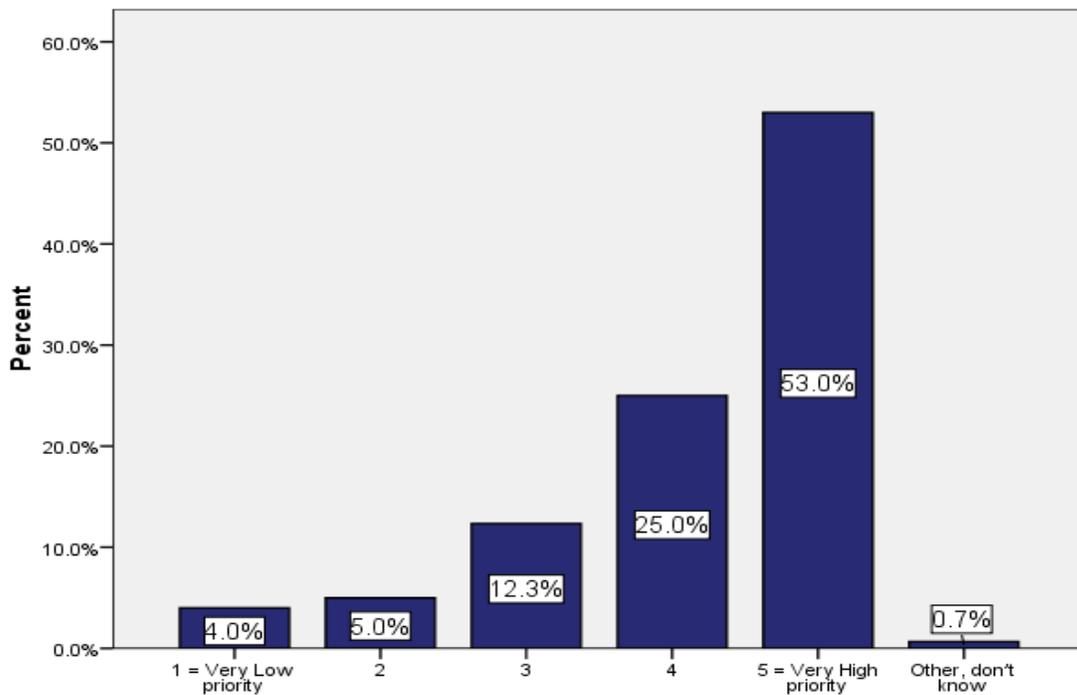




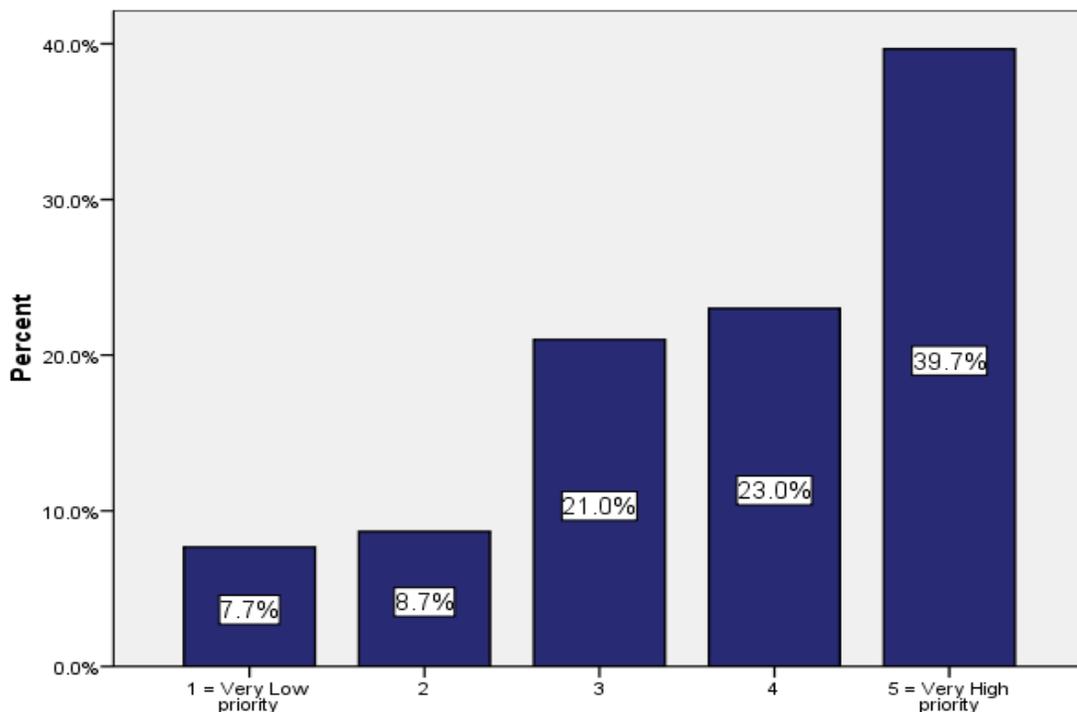
**27. How important would you say it is that Mexico work to retain its downtown's historic character? Would you say it is very important, somewhat, not very or not at all important?**



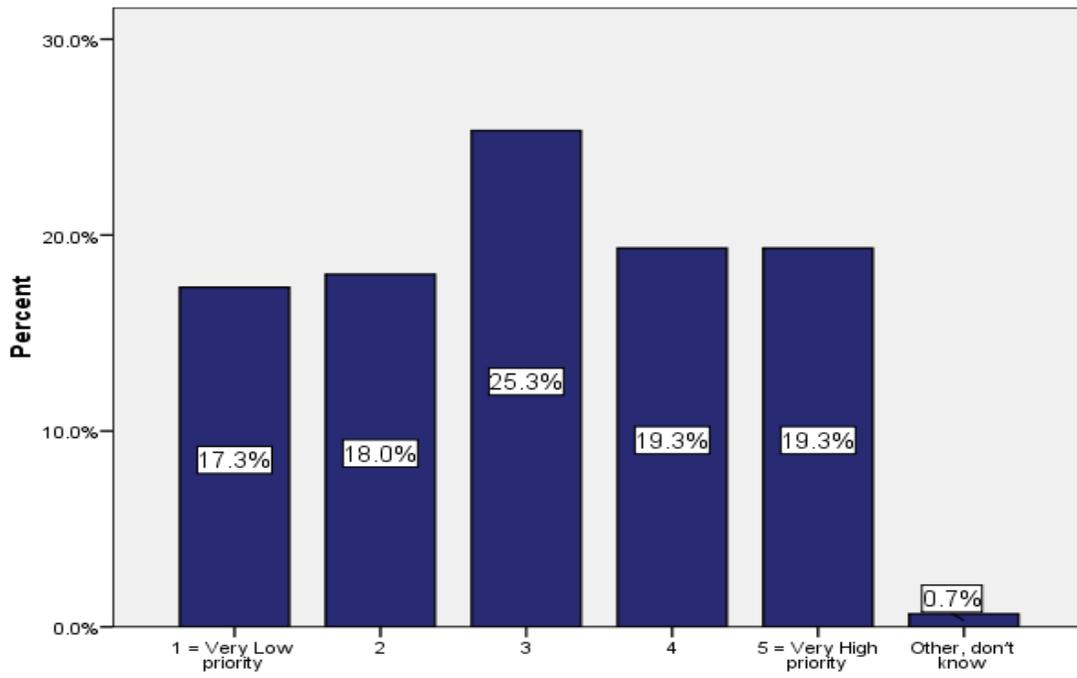
**28. lodging such as hotel, motel or bed and breakfast**



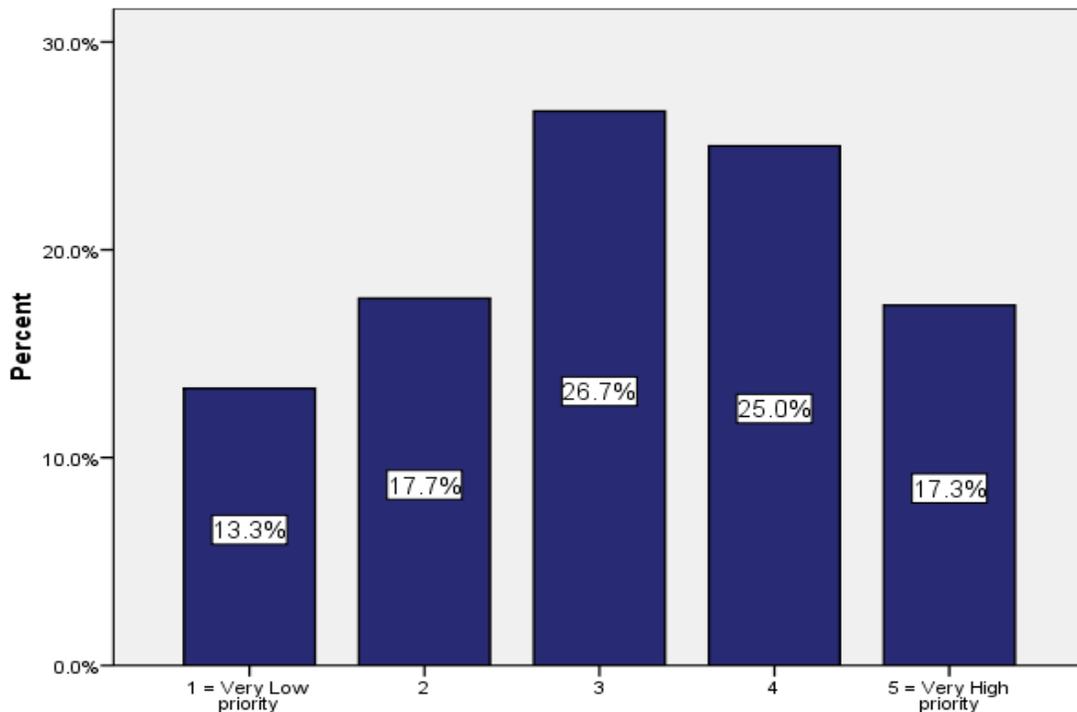
**29. family or casual style dining**



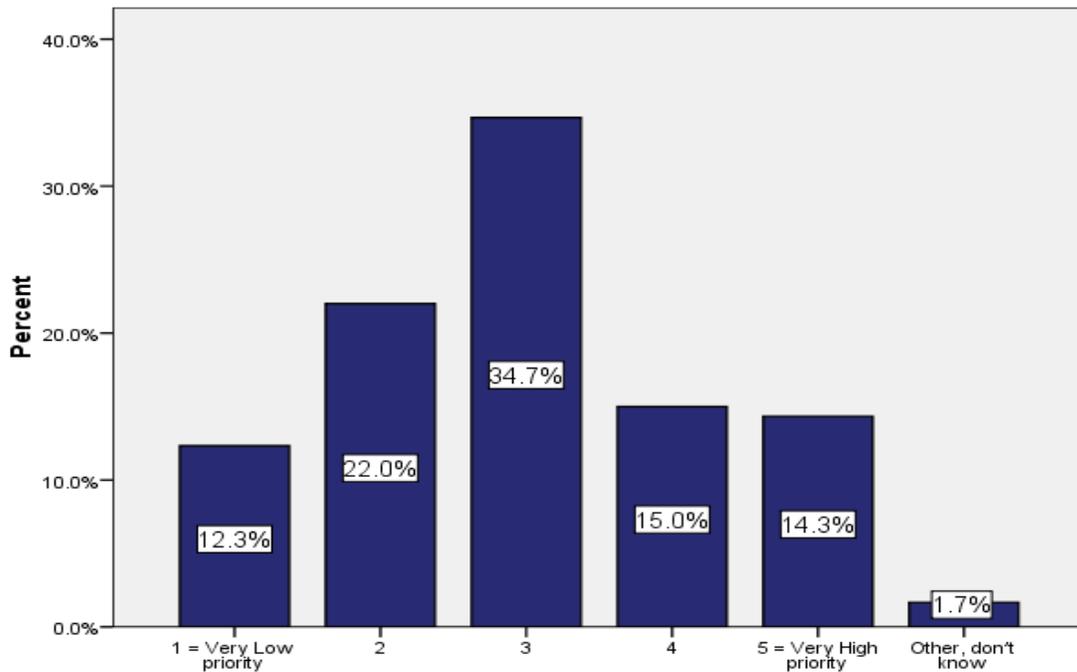
**30. fine dining**



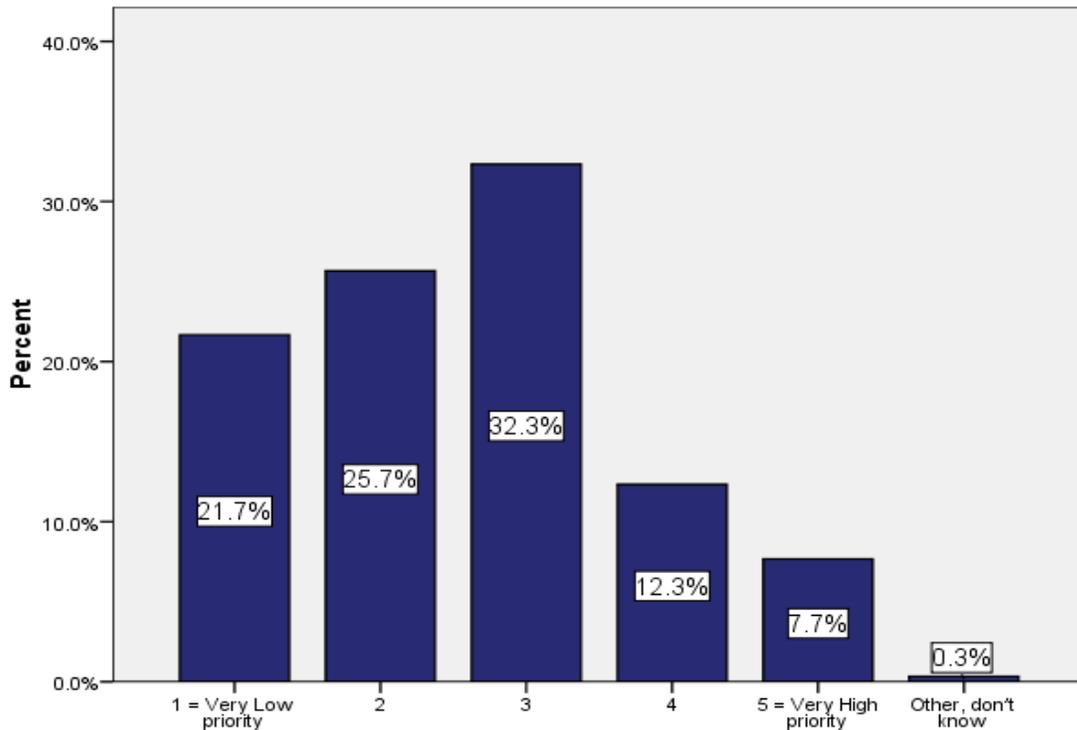
31. outdoor dining



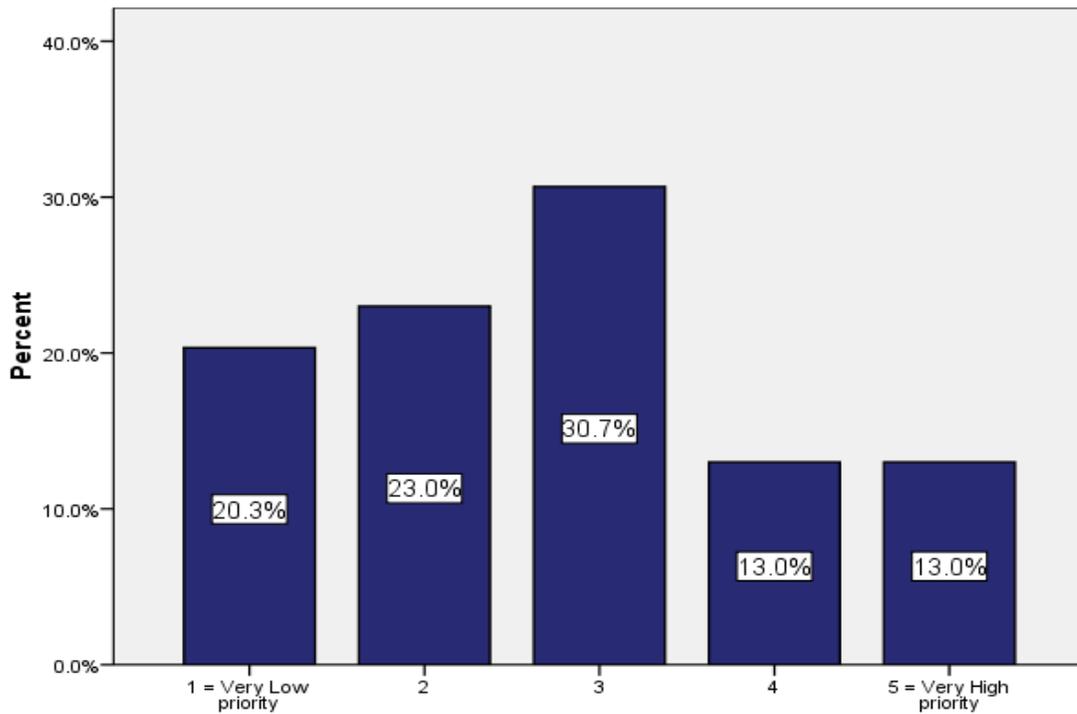
32. ice cream shop/soda fountain



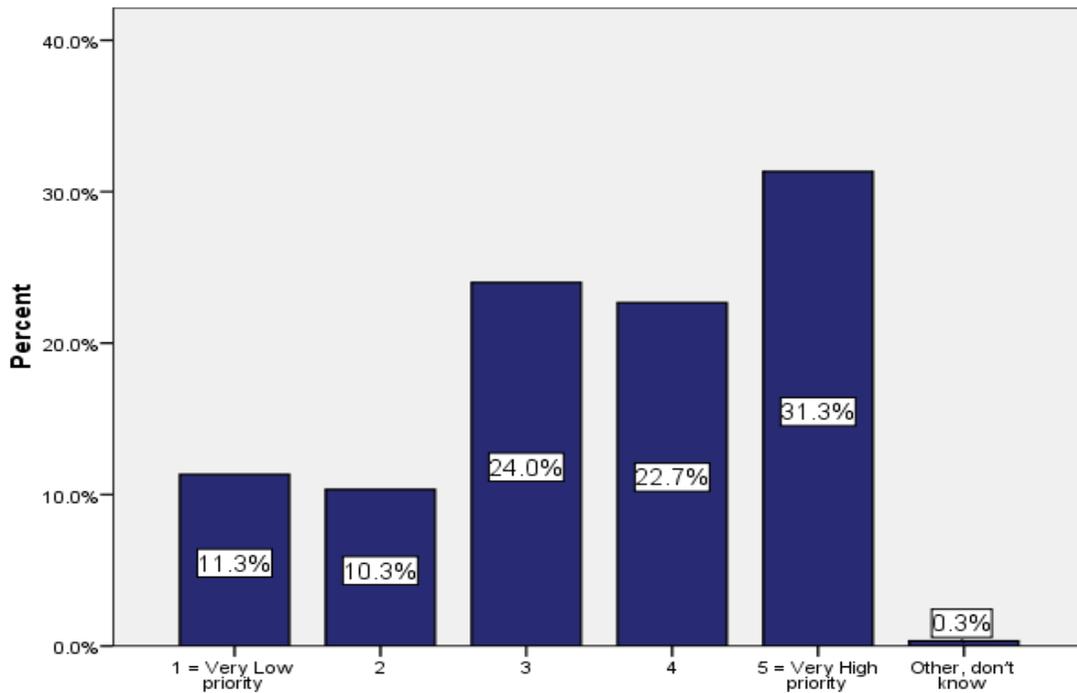
33. upscale specialty shops



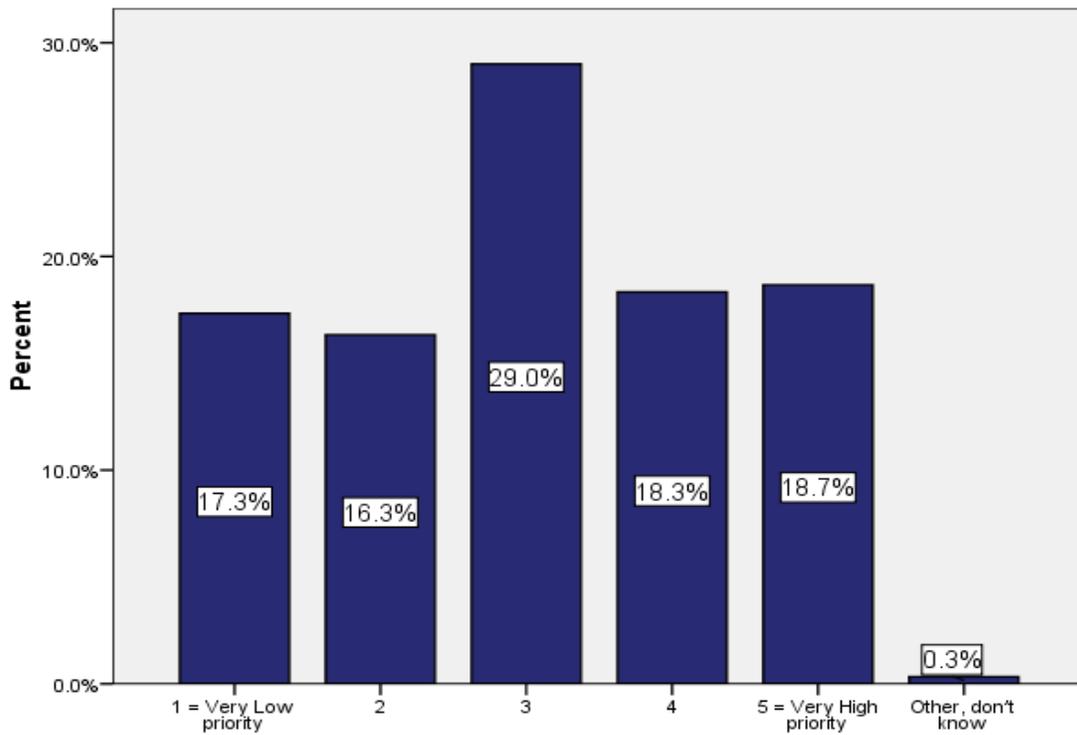
34. antique shops



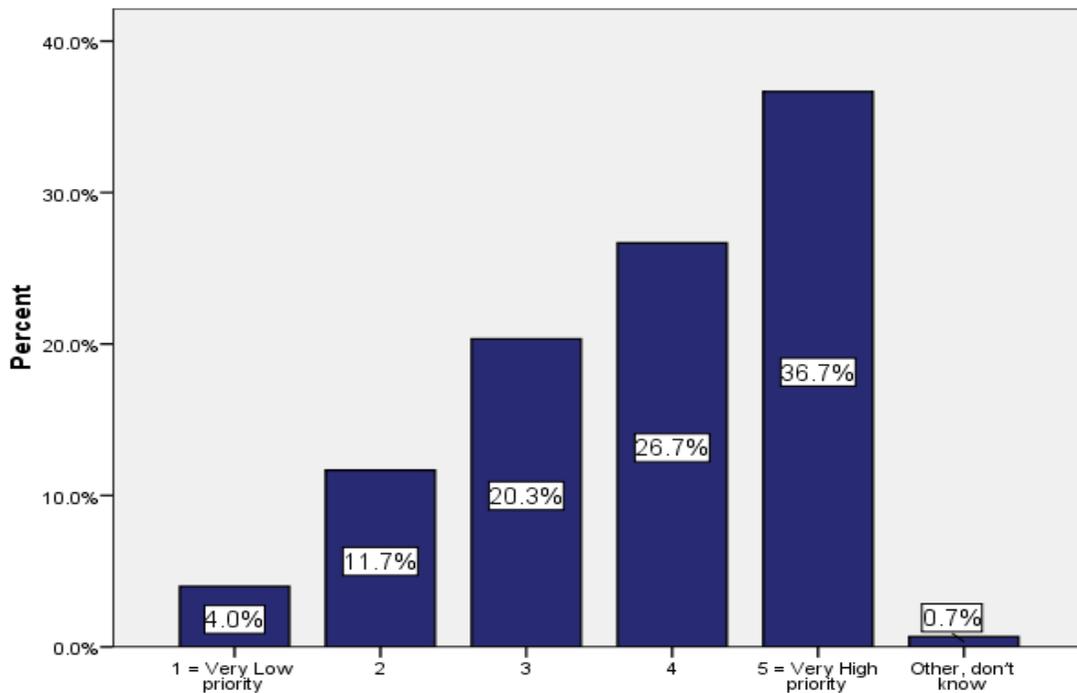
35. art galleries and shops



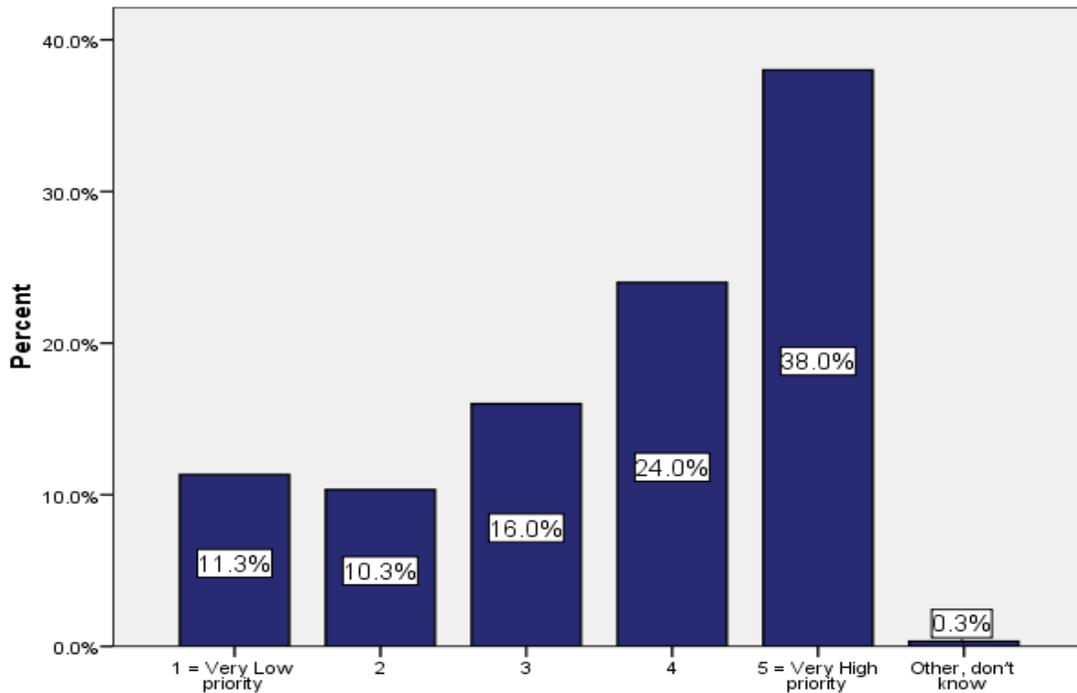
36. shoe store



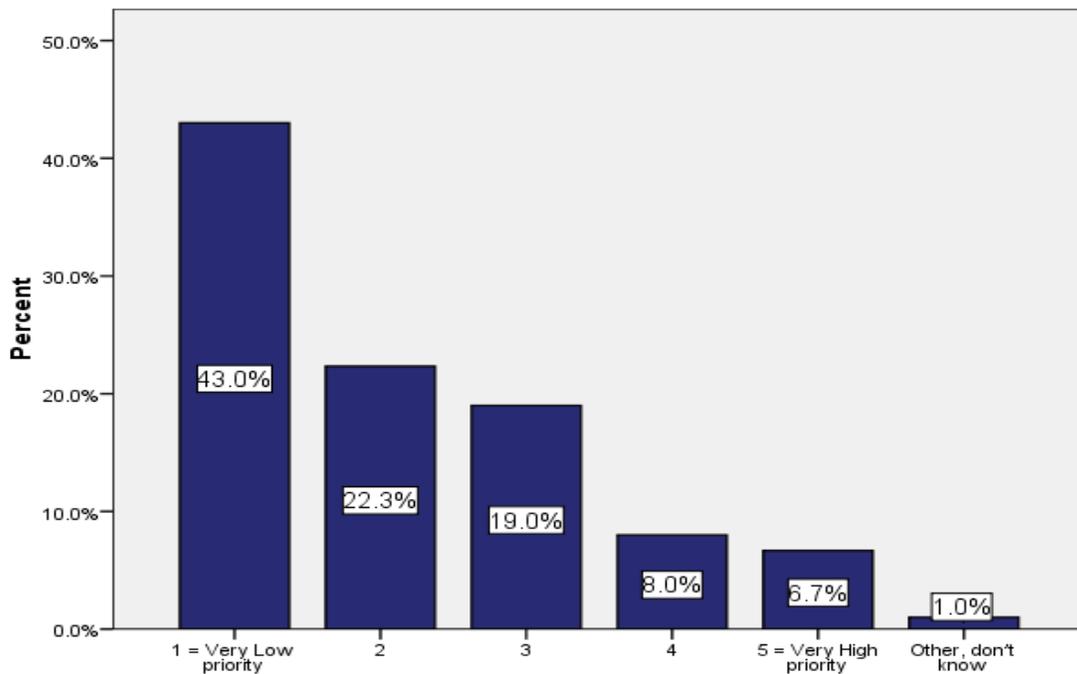
**37. outdoor sporting good store**



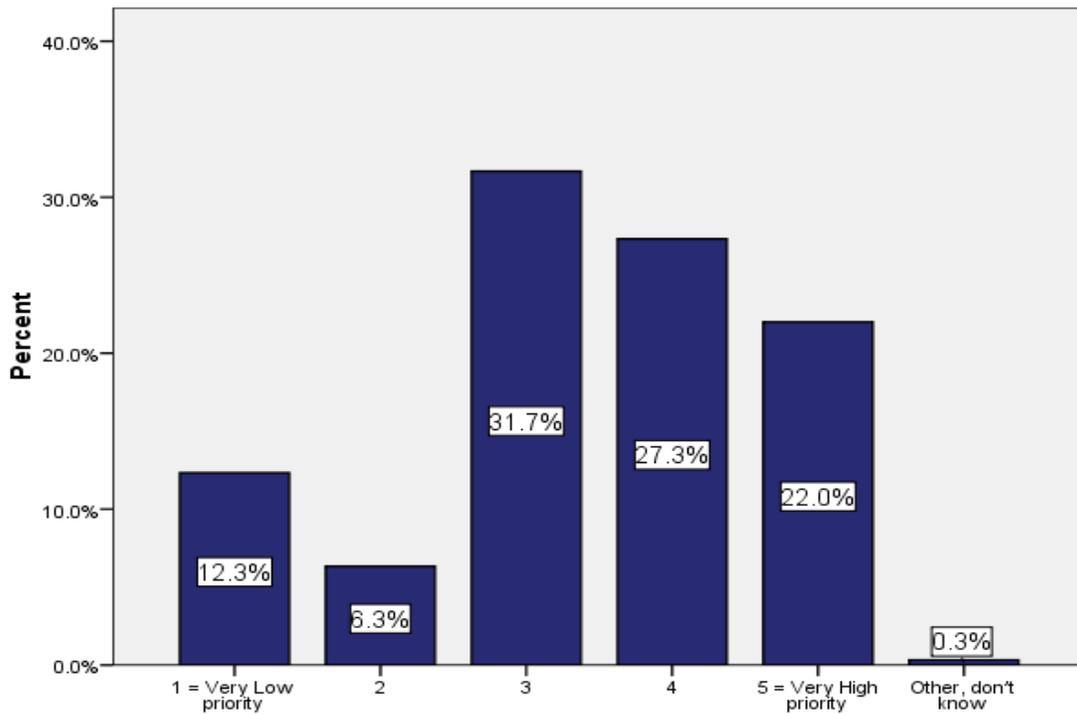
**38. clothing stores**



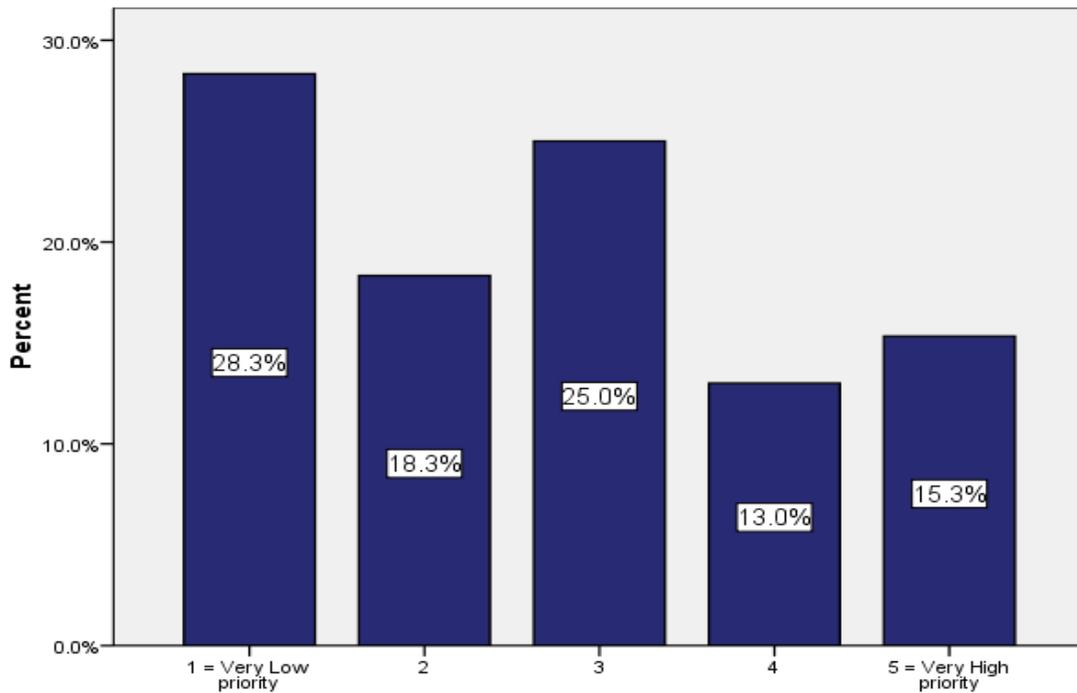
39. attractions aimed at teenagers such as an arcade or skating rink



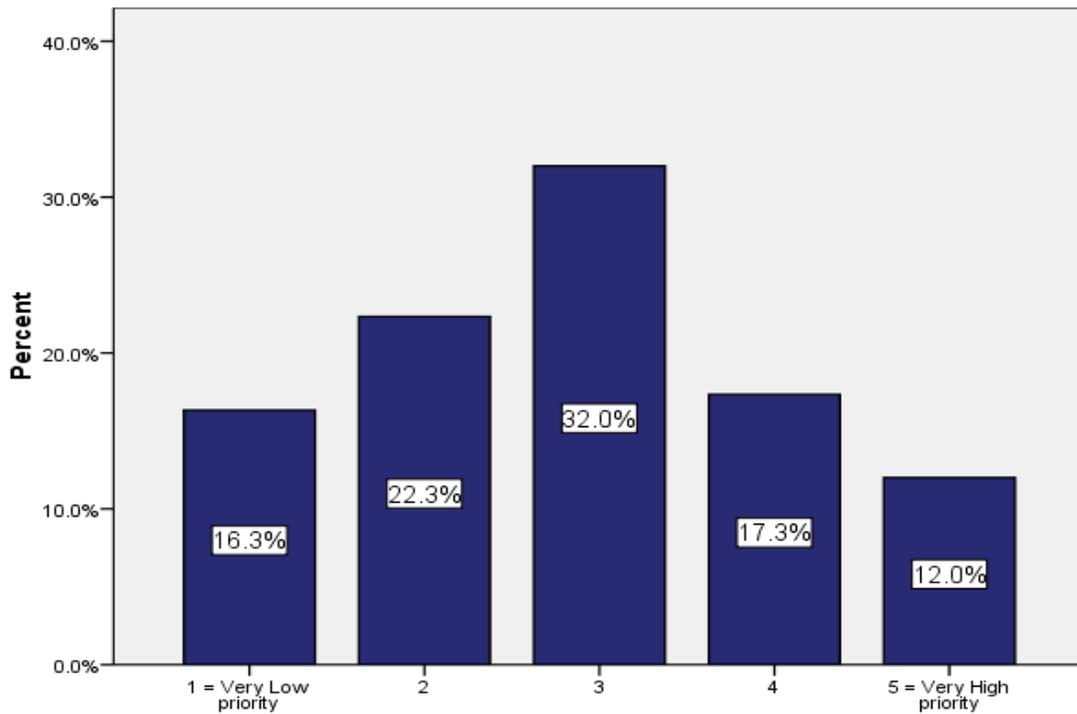
40. bars/nightclubs



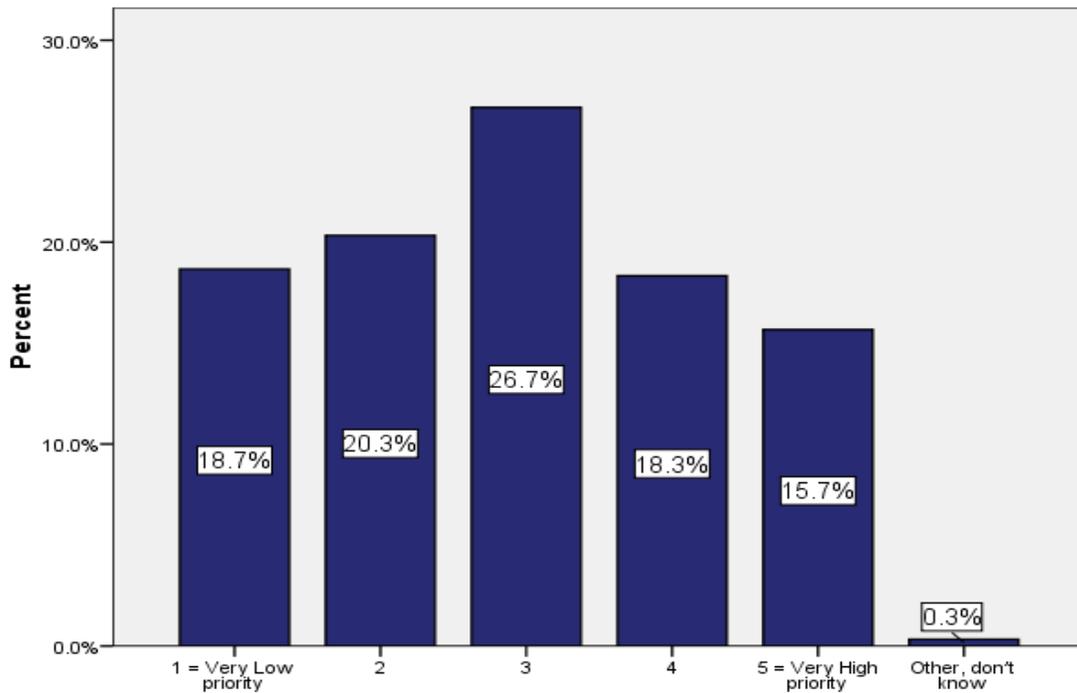
41. bookstore



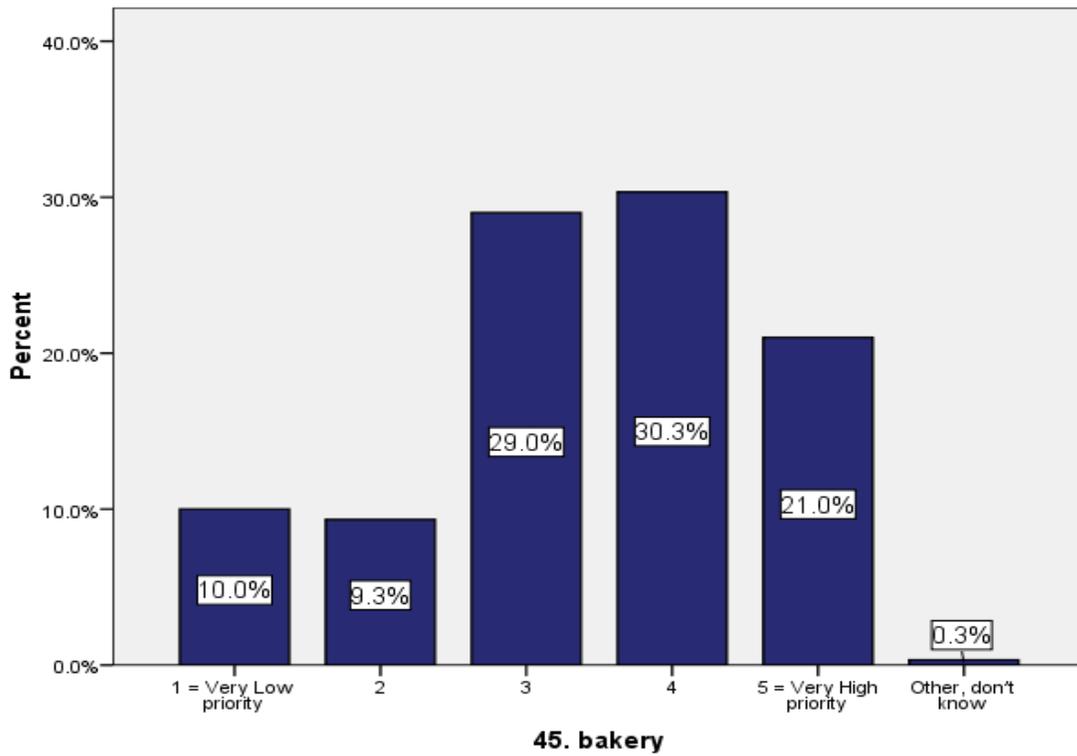
42. specialty or organic grocery store

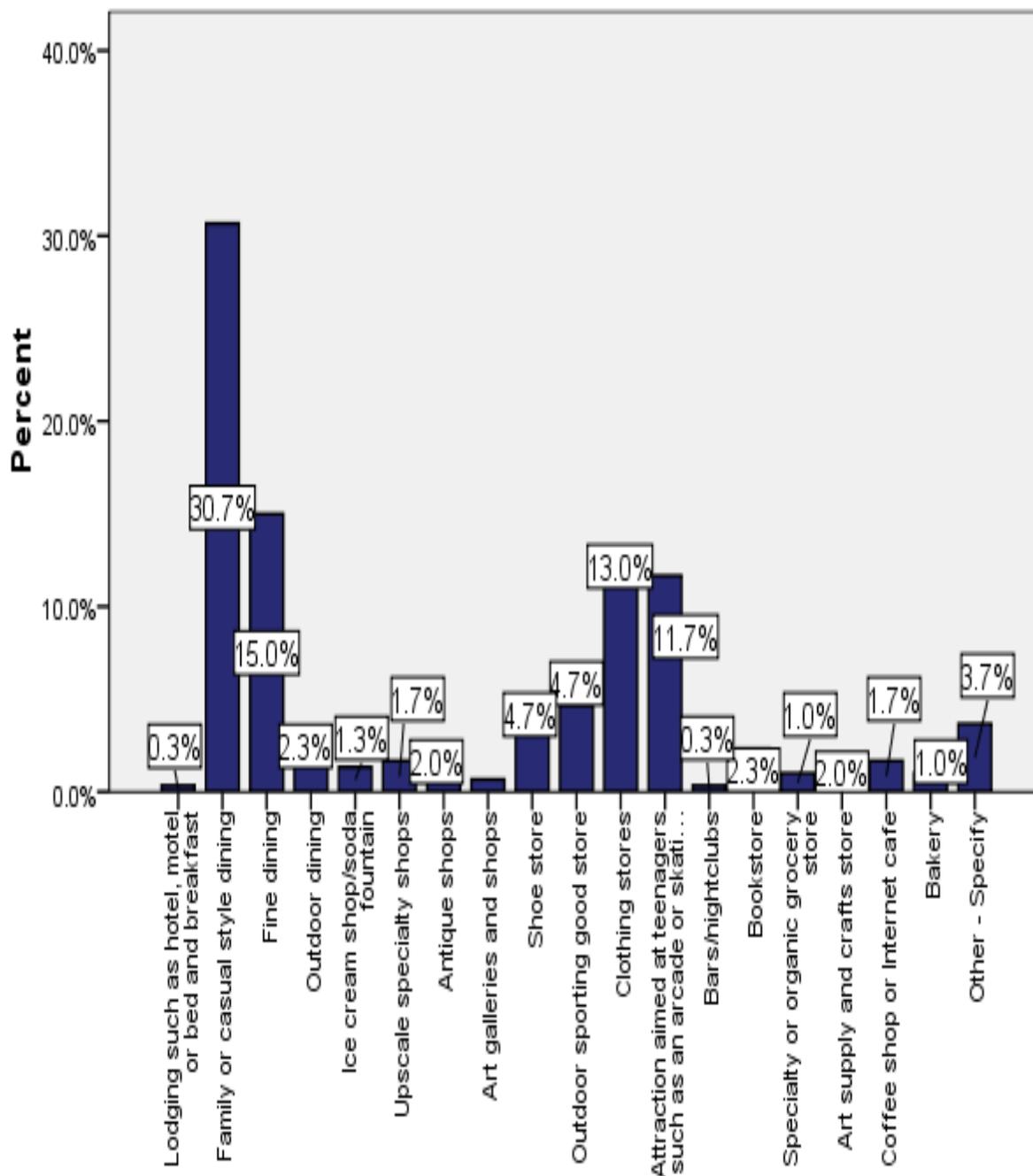


43. art supply and crafts store

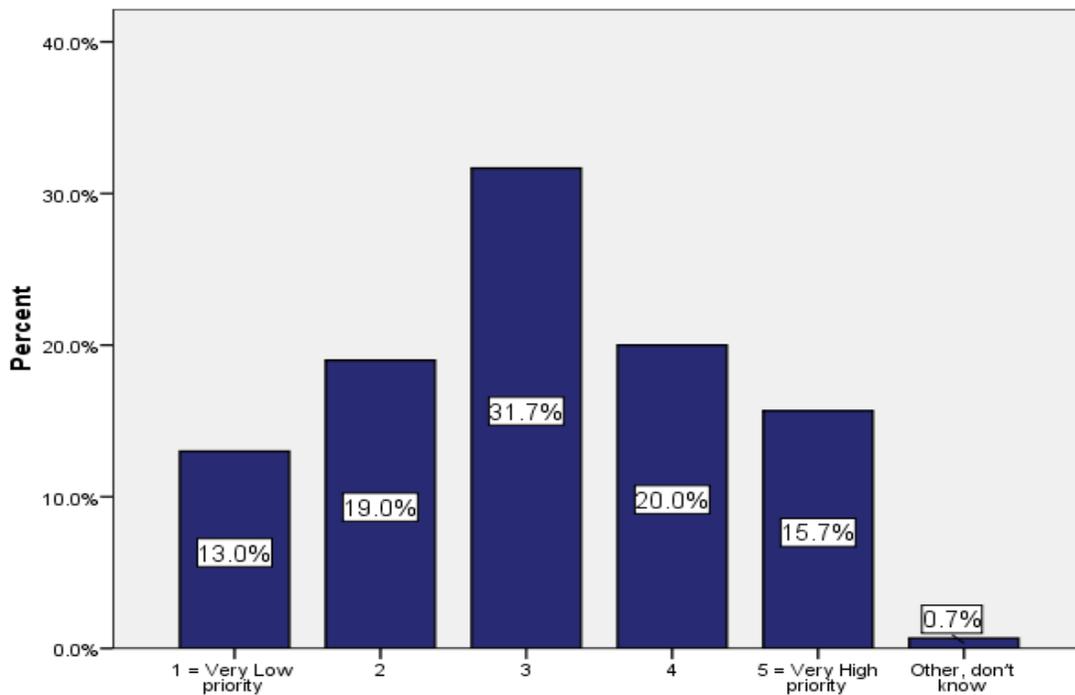


44. coffee shop or internet café

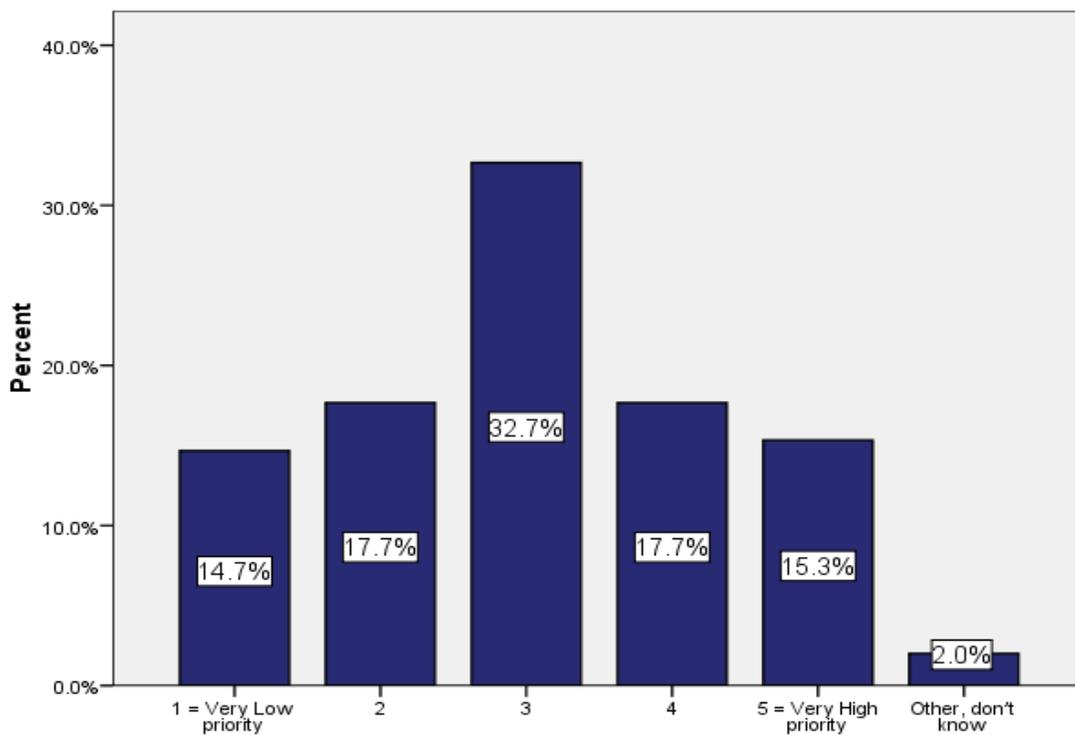




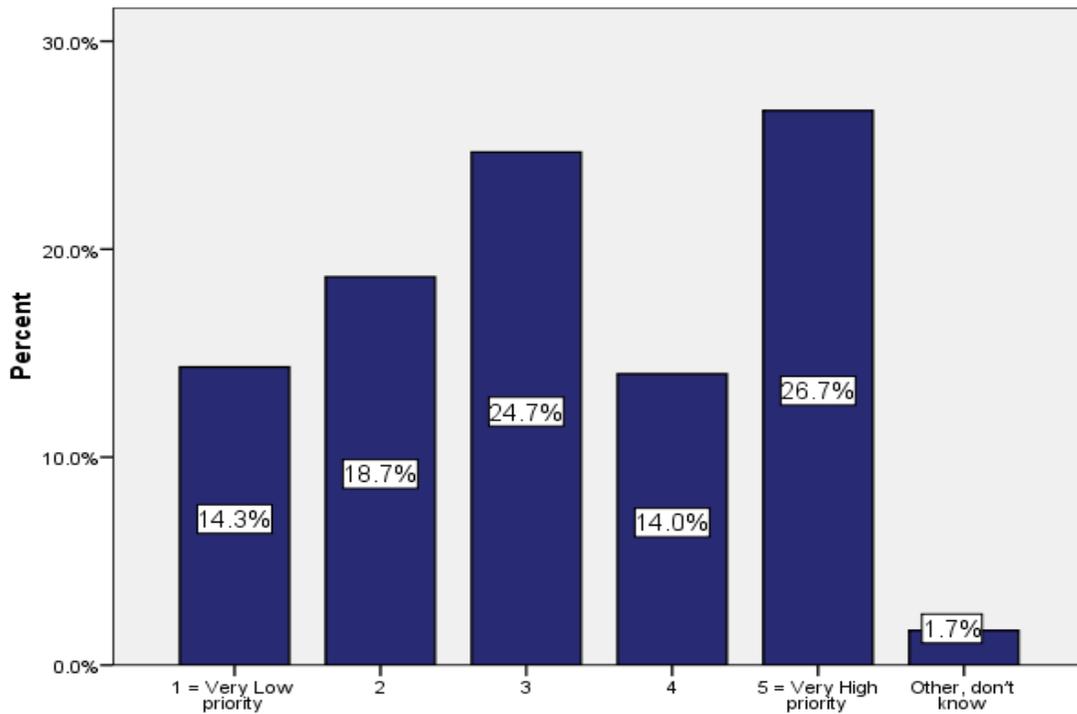
46. Of the items listed above, what business would you most like to see ...



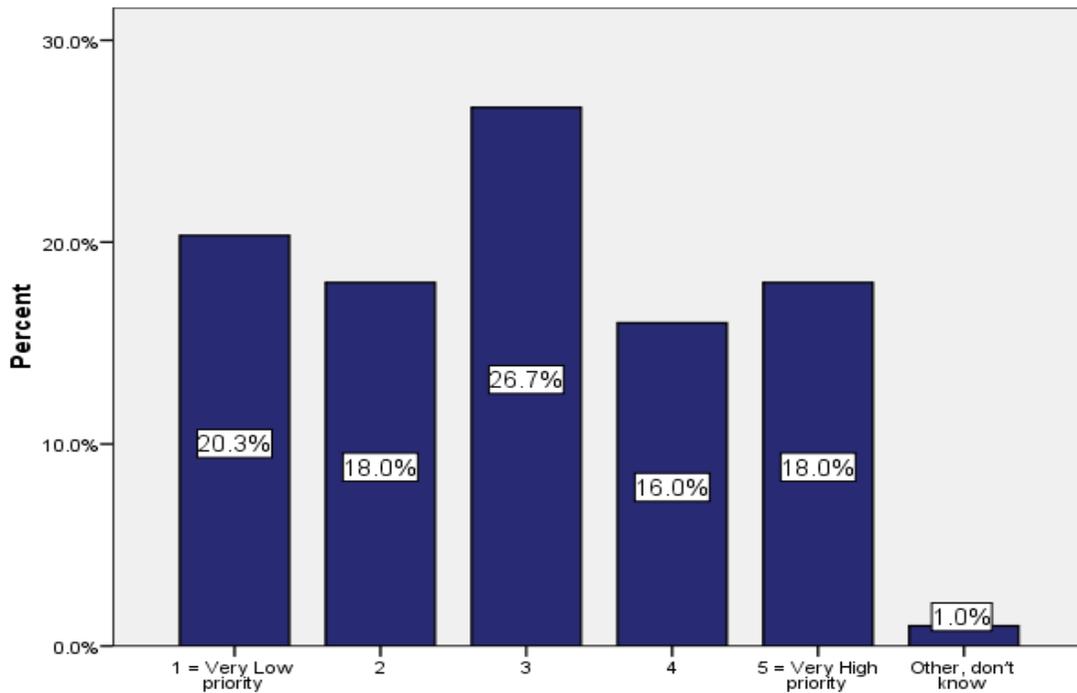
47. adding green space, benches and fountains



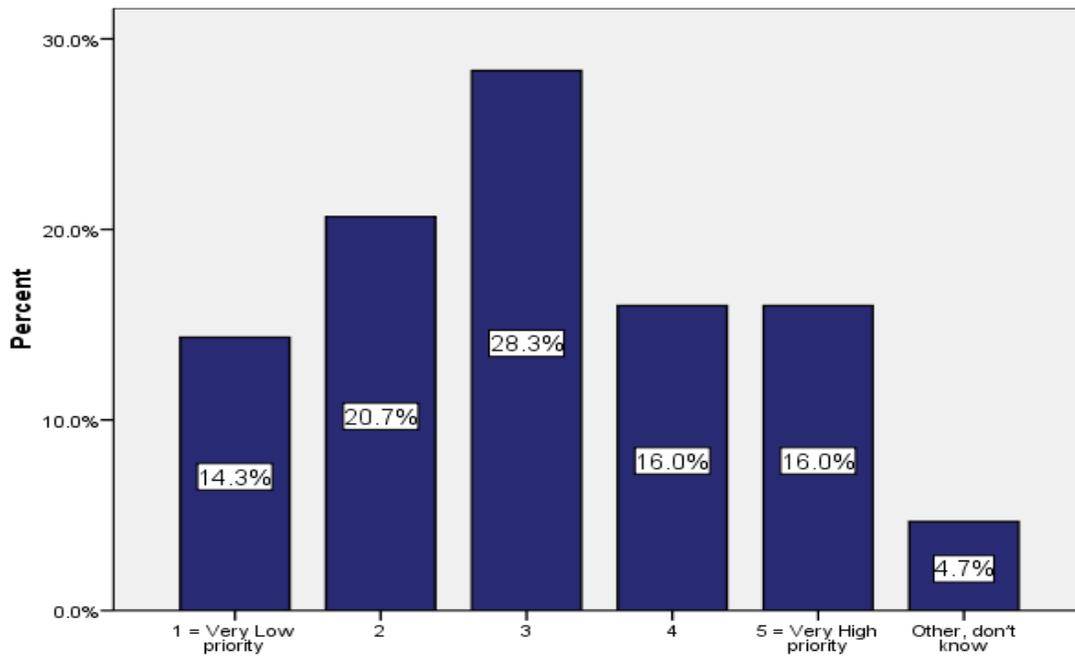
48. improving lighting



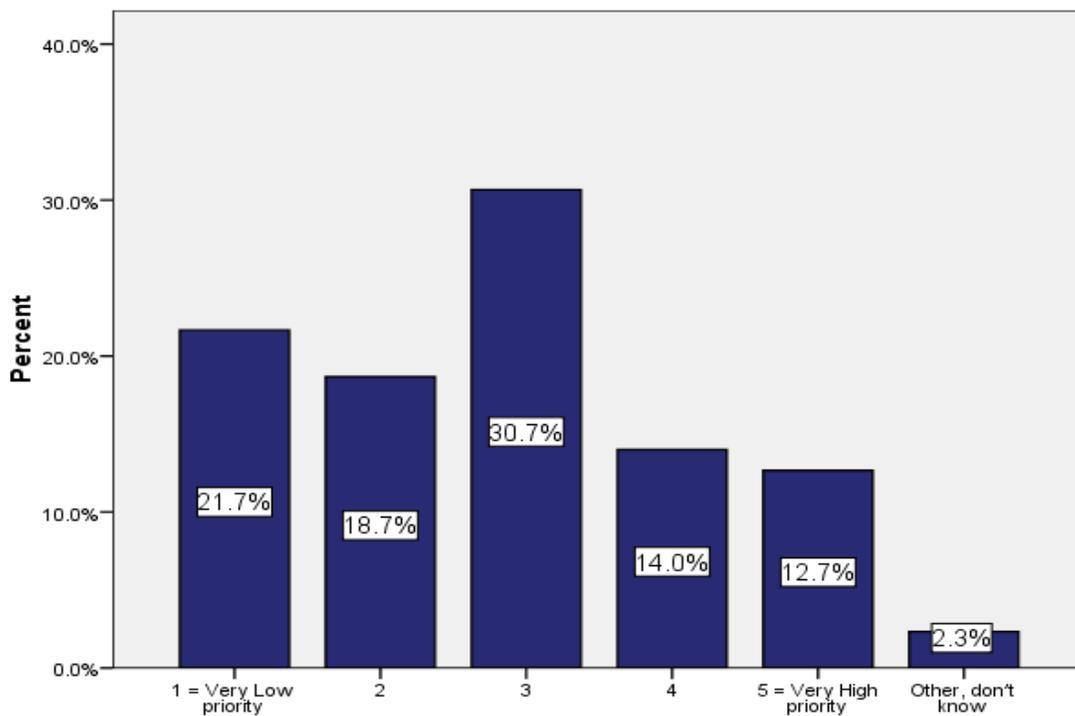
49. moving utilities underground



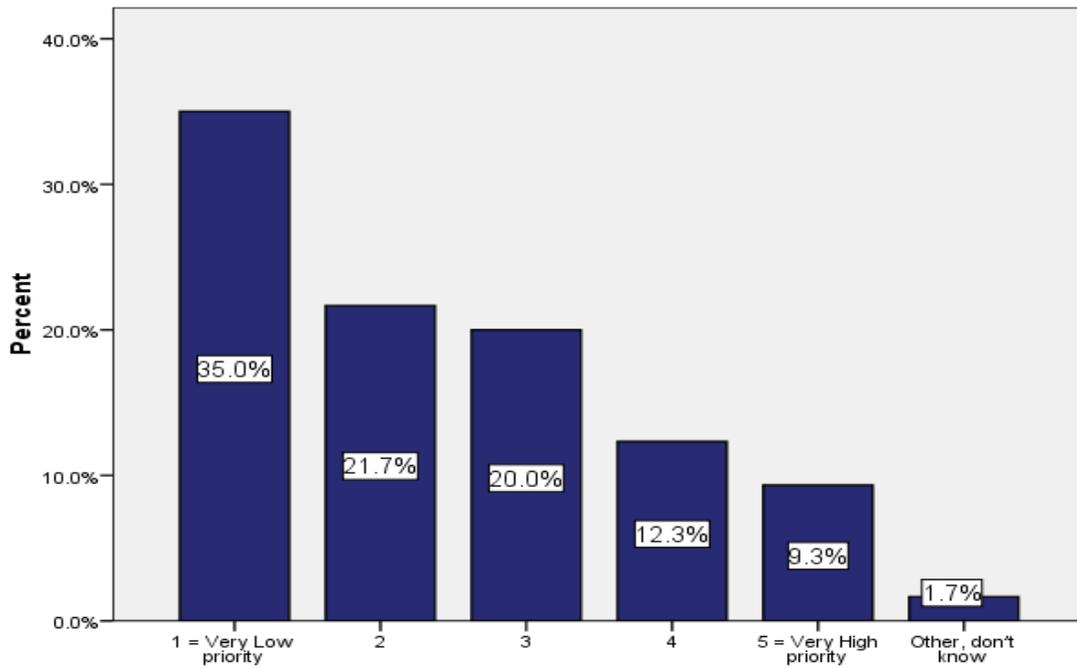
50. adding new parking spaces or lots



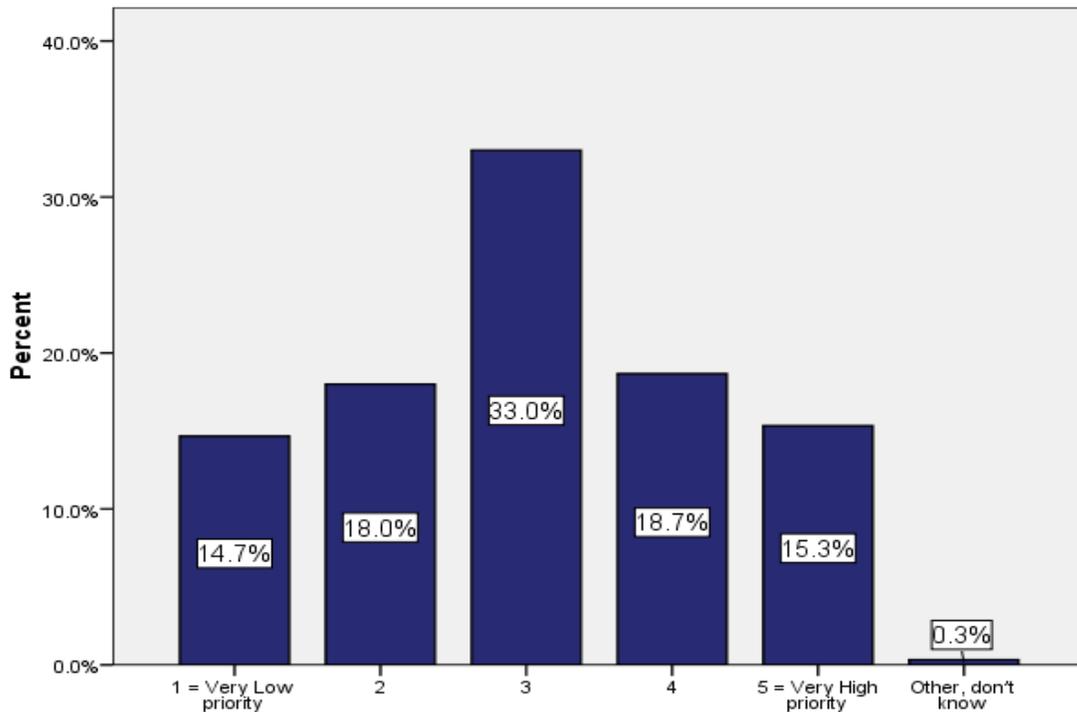
51. stricter code enforcement



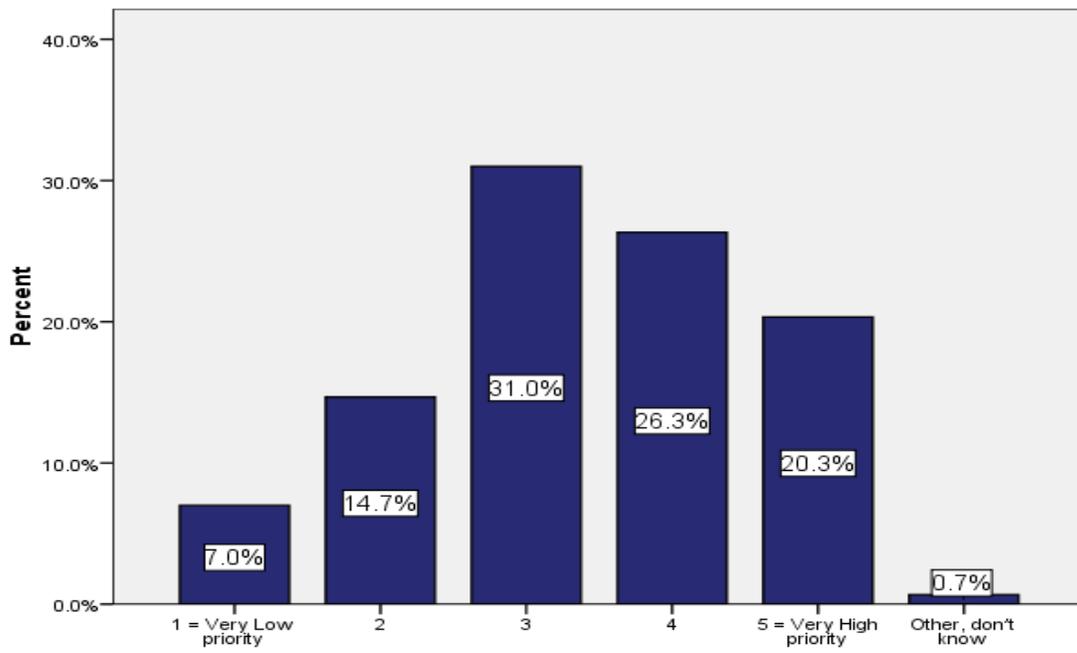
52. developing second-story residential space



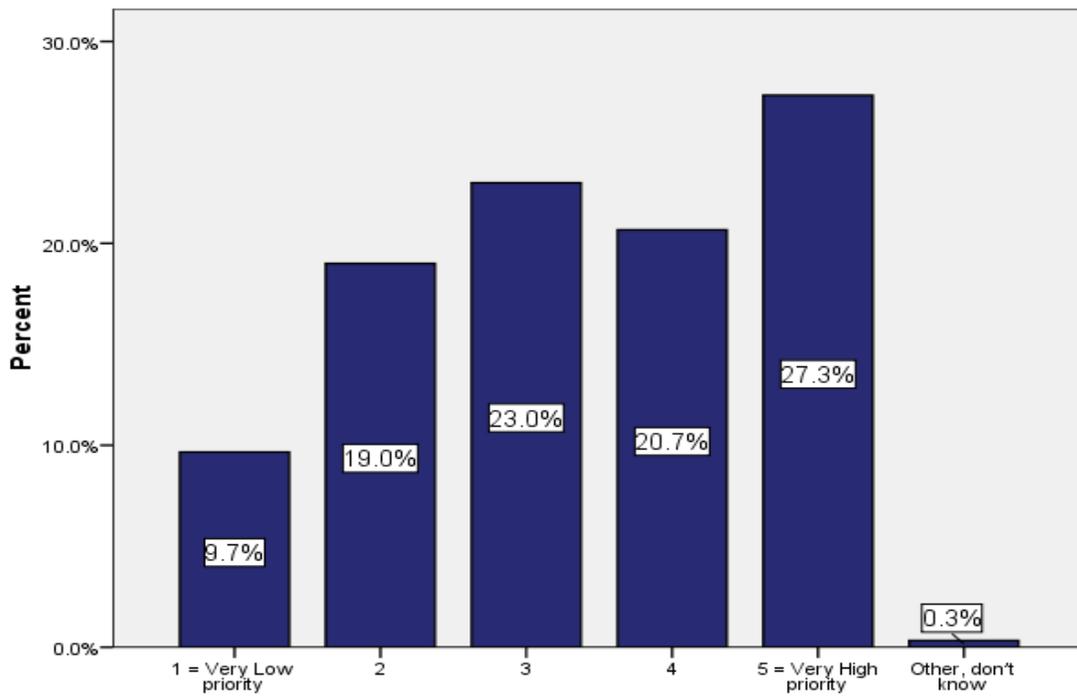
**53. making awnings all the same in terms of size and color**



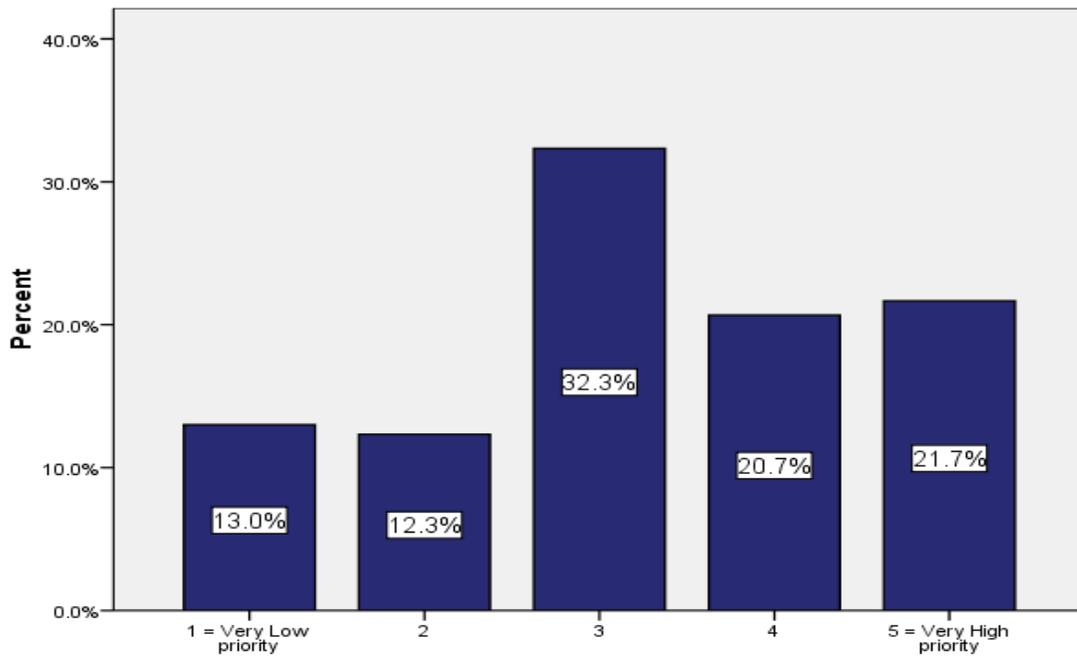
**54. improving signage to help people find their way around**



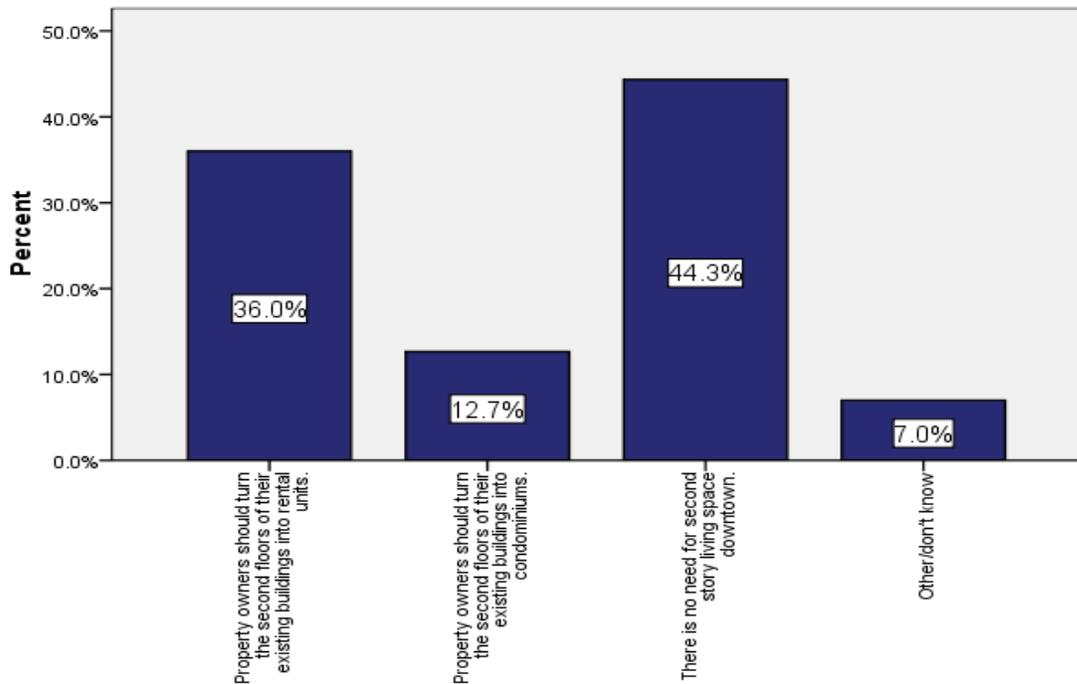
55. improving building facades



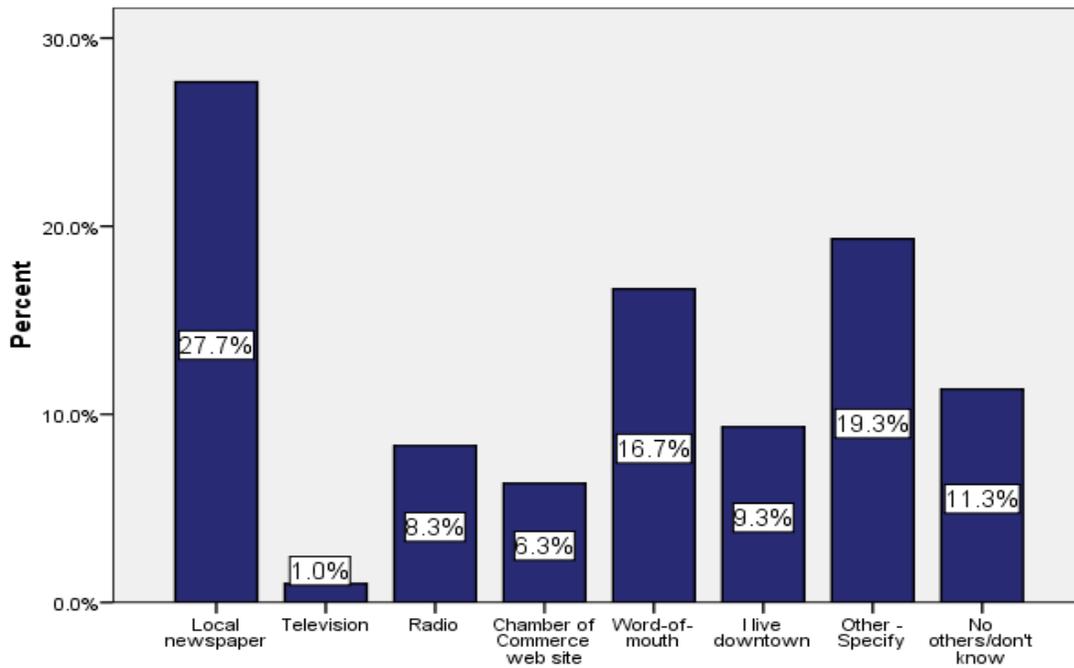
56. keeping streets and sidewalks cleaner



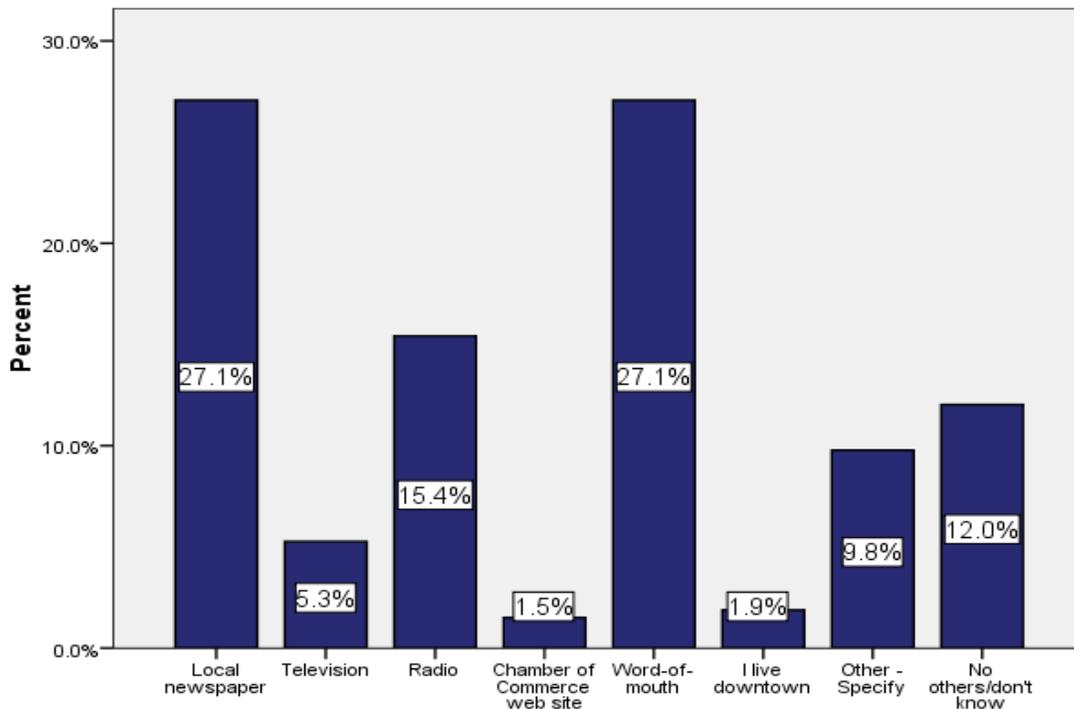
**57. better landscaping, more flowers and less weeds**



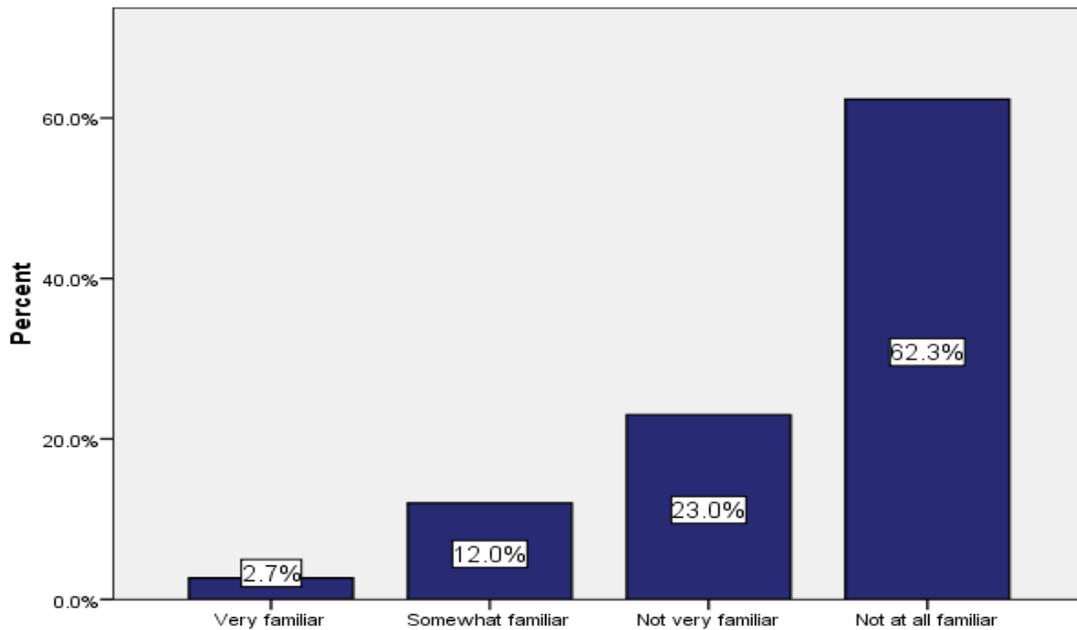
**59. There has been some discussion about developing second story ...**



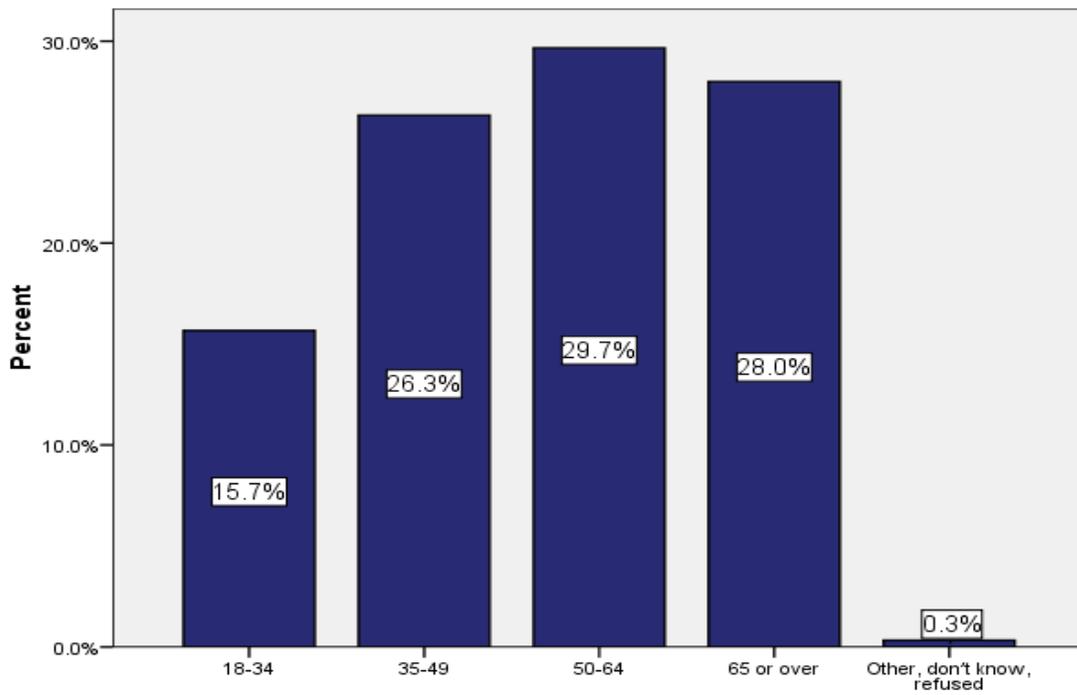
**60a. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Mexico?**



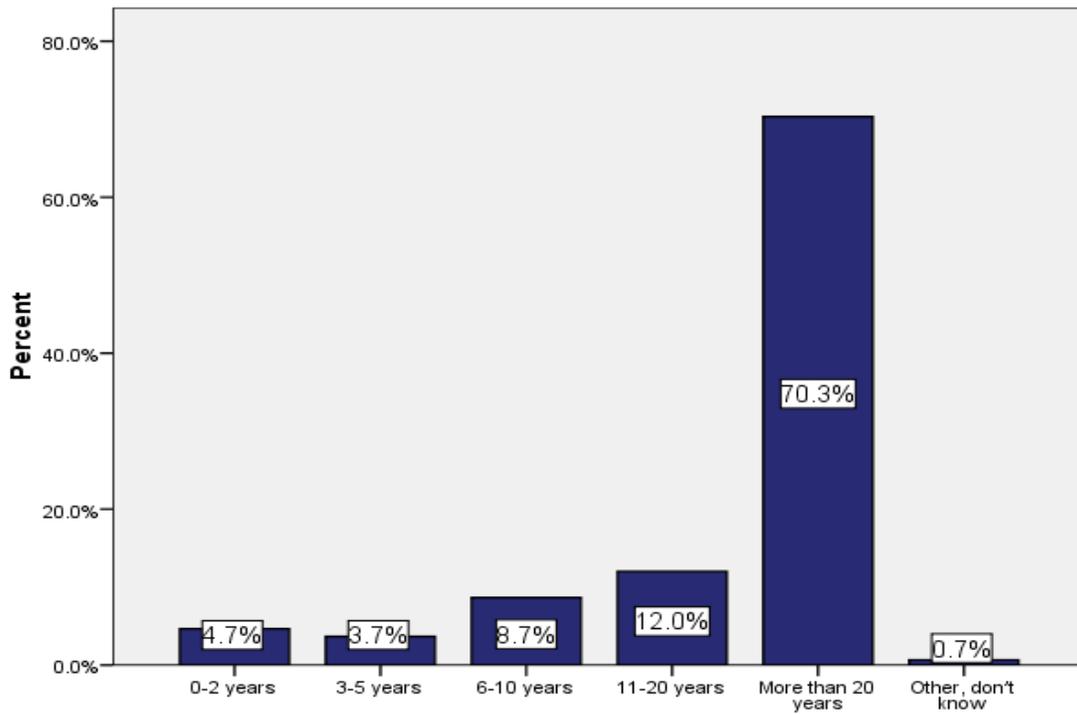
**60b. And what is your second most likely source of information?**



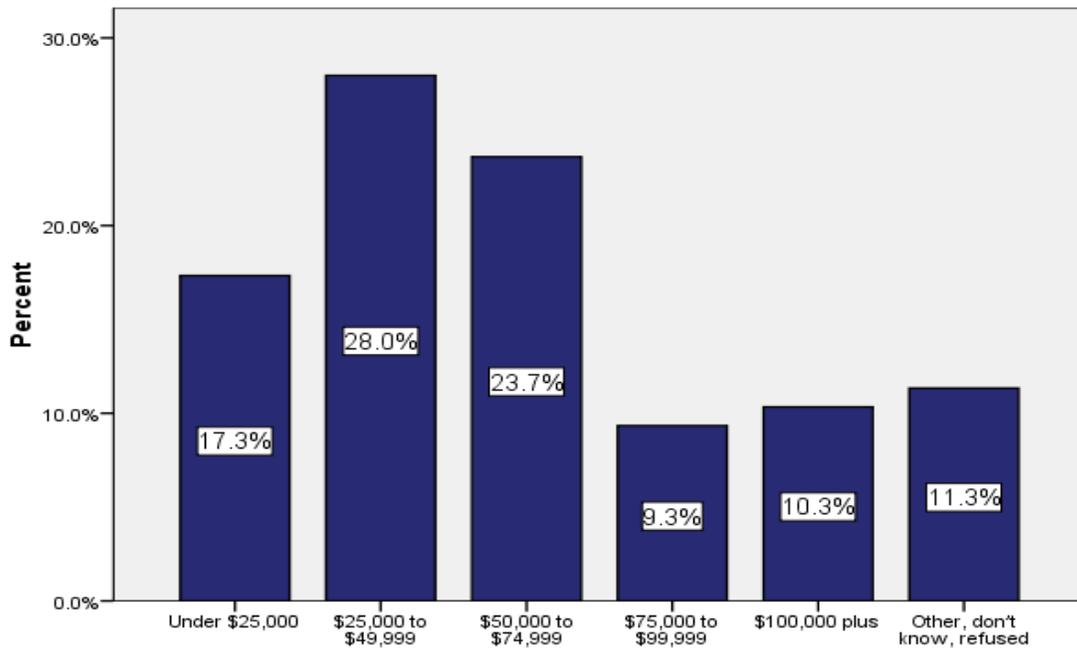
**61. How familiar are you with a state-sponsored program called the DREAM Initiative? Would you say you are very familiar, somewhat, not very or not at all familiar with the DREAM Initiative?**



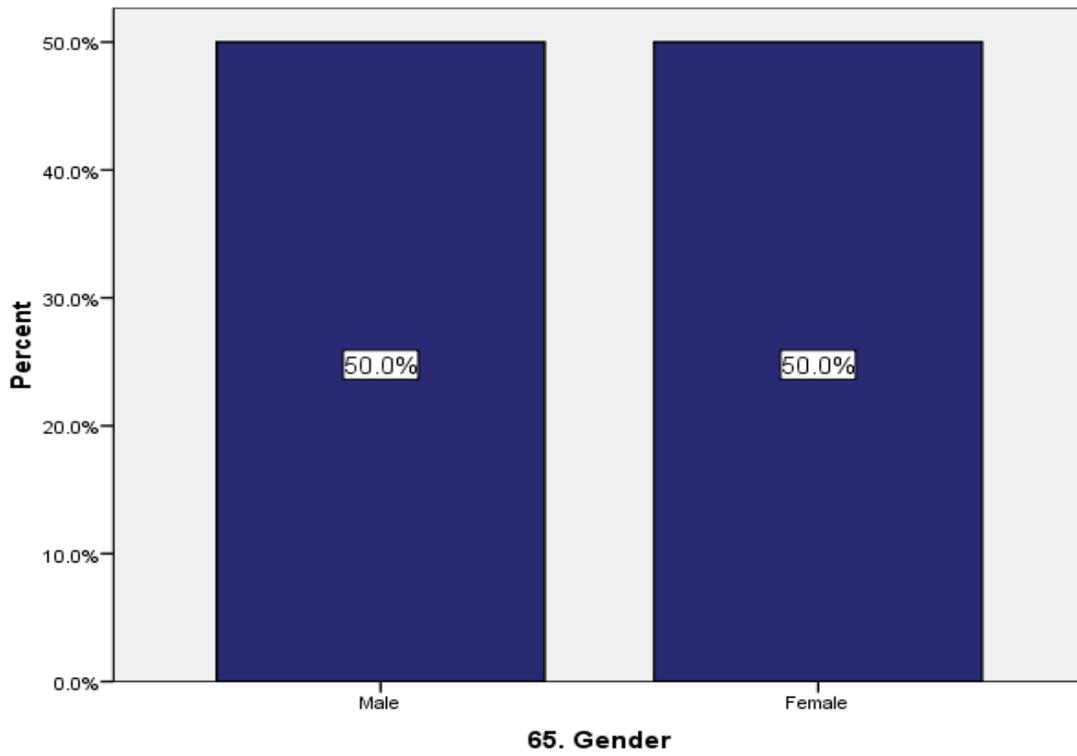
**62. In which of the following age groups are you?**



63. How long have you lived in the Mexico area?



64. For statistical purposes only, please indicate which of the following categories best fits your total household income for 2007. Just stop me when I get to your category.



## SECTION VI

### QUESTIONNAIRE

Hello, I'm \_\_\_\_\_ calling from Attitude Research Company on behalf of the City of Mexico. We're conducting a survey to learn more about people's attitudes concerning the community, and this phone number was selected at random. According to our research procedure, I have to speak to a (male or female) over the age of 18 who is at home when I place this call.

*[If criteria cannot be met, terminate interview]*

1. **Thinking about the Mexico, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?**

- 1) right direction
- 2) mixed (*do not read*)
- 3) wrong
- 9) other, don't know

I'm going to read a list of things that might be done to improve the quality of life in a given area. For each of the following items, please tell me how high a priority you would place on each by using a 5-point scale. If you think the item should be a top priority, rate it a 5. If you think it should be a very low priority, rate it a 1. Of course, you can use any number between 5 and 1. Okay? *[pause, repeat instructions if necessary]* The first is...

(ROTATE ORDER)

- 2. **Revitalizing the Mexico downtown area**
- 3. **Repairing major streets**
- 4. **Improving emergency services**
- 5. **Upgrading parks and recreation facilities**
- 6. **Attracting more big box retail development**
- 7. **How often do you visit downtown Mexico?**

- 1) Once a year or less
- 2) Less than once a month
- 3) One to five times per month
- 4) More than five times a month
- 5) Other (specify)
- 6) Don't visit downtown (Skip to question 14)
- 9) Don't know (Skip to question 14)

[ASK 8-13 ONLY IF ANSWERED 1-4 TO Q7] For each of the following, please tell me how often you visit downtown for these activities: very often, somewhat often, not very often or not at all.

*Read list, code as follows:*

- 1) very often
- 2) somewhat often
- 3) not very often
- 4) not at all
- 9) other, don't know

(ROTATE ORDER)

8. shopping
9. dining
10. entertainment or special events
11. parks
12. government/post office
13. conducting business

[ASK ONLY IF ANSWERED 1-4 TO Q7] 14. Of the items listed above, which would you say is the one reason you most often visit downtown Mexico? [*repeat list if necessary, code responses as follows*]

- 1) shopping
- 2) dining
- 3) entertainment or special events
- 4) parks
- 5) government/post office
- 6) conducting business
- 9) other, don't know

For each of the following characteristics of a downtown I read, please tell me if you think conditions in Mexico are excellent, good, not so good or poor. The first is...

*Read list, code as follows:*

- 1) excellent
- 2) good
- 3) not so good
- 4) poor
- 9) other, don't know

(ROTATE ORDER)

15. signs to help people find their way around
16. convenient business hours
17. available green space
18. preservation of historic structures
19. occupied storefronts
20. convenient parking
21. diverse mix of businesses
22. dining options
23. entertainment options
24. condition of streets
25. condition of sidewalks
26. safety and security
  
27. How important would you say it is that Mexico work to retain its downtown's historic character? Would you say it is very important, somewhat, not very or not at all important?
  - 1) very
  - 2) somewhat
  - 3) not very
  - 4) not at all
  - 9) other, don't know

I'm going to read a list of the kinds of businesses that one might find in a downtown area. For each, please tell me how high a priority Mexico should place on bringing or adding more of that type of business *to its own downtown area*. If you think an item should be a top priority, rate it a "5." If you think it shouldn't be a priority at all, rate it a "1." Of course, you can use any number between five and one. The first is...

READ LIST, RECORD ANSWER, 9=OTHER, DON'T KNOW

(ROTATE ORDER)

28. lodging such as hotel, motel or bed and breakfast

29. family or casual style dining
30. fine dining
31. outdoor dining
32. ice cream shop/soda fountain
33. upscale specialty shops
34. antique shops
35. art galleries and shops
36. shoe store
37. outdoor sporting good store
38. clothing stores
39. attractions aimed at teenagers such as an arcade or skating rink
40. bars/nightclubs
41. bookstore
42. specialty or organic grocery store
43. art supply and crafts store
44. coffee shop or Internet café
45. bakery
46. Of the items listed above, what business would you most like to see in downtown Mexico?  
(*Read choices again if necessary.*)
  1. lodging such as hotel, motel or bed and breakfast
  2. family or casual style dining
  3. fine dining
  4. outdoor dining
  5. ice cream shop/soda fountain
  6. upscale specialty shops
  7. antique shops
  8. art galleries and shops
  9. shoe store
  10. outdoor sporting good store
  11. clothing stores

12. attractions aimed at teenagers such as an arcade or skating rink
13. bars/nightclubs
14. bookstore
15. specialty or organic grocery store
16. art supply and crafts store
17. coffee shop or Internet café
18. bakery
99. other, don't know

I'm going to read a list of other improvements that might be made to a downtown area. Again, please tell me how high a priority you think each should be for downtown Mexico using the same 5-point scale. *(Repeat scale again if necessary, record other/don't know as 9)*

(ROTATE ORDER)

47. adding green space, benches and fountains
48. improving lighting
49. moving utilities underground
50. adding new parking spaces or lots
51. stricter code enforcement
52. developing second-story residential space
53. making awnings all the same in terms of size and color
54. improving signage to help people find their way around
55. improving building facades
56. keeping streets and sidewalks cleaner
57. better landscaping, more flowers and less weeds
58. Are there any other improvements you think should be made to downtown Mexico? [*open-ended, record first two responses*]
59. There has been some discussion about developing second story living space in downtown Mexico. Which of the following statements is closest to the way you feel?
  - 1) Property owners should turn the second floors of their existing buildings into rental units.
  - 2) Property owners should turn the second floors of their existing buildings into condominiums.
  - 3) There is no need for second story living space downtown.
  - 9) other/don't know

60. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Mexico? And what is your second most likely source of information? [do not read list – code first two responses as follows]

- 1) local newspaper
- 2) television
- 3) radio
- 4) Chamber of Commerce web site
- 5) word-of-mouth
- 6) I live downtown.
- 9) other [specify]

61. How familiar are you with a state-sponsored program called the DREAM Initiative? Would you say you are very familiar, somewhat, not very or not at all familiar with the DREAM Initiative?

- 1) very familiar
- 2) somewhat familiar
- 3) not very familiar
- 4) not at all familiar
- 9) other, don't know

And now, a few final questions for classification purposes.

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

- 1) 18-34
- 2) 35-49
- 3) 50-64
- 4) 65 or over
- 9) other, don't know, refused

63. How long have you lived in the Mexico area?

- 1) 0-2 years
- 2) 3-5 years
- 3) 6-10 years
- 4) 11-20 years
- 5) more than 20 years
- 9) other, don't know

64. For statistical purposes only, please indicate which of the following categories best fits your total household income for 2007. Just stop me when I get to your category.

- 1) Under \$25,000
- 2) \$25,000 to \$49,999
- 3) \$50,000 to \$74,999
- 4) \$75,000 to \$99,999
- 5) \$100,000 plus
- 9) other, don't know, refused

**65. Gender [*do not ask – just record below*]**

- 1) male
- 2) female

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

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## SECTION VII

### CROSS TABULATION

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Downtown Revitalization and Economic Assistance for Missouri  
Community Survey Telephone Report  
Final Survey Findings and Results

Mexico, Missouri

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	Under \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
1. Thinking about the Mexico, Missouri area, would you say things	Right direction	34.0%	31.6%	46.1%	52.4%	57.1%	81.8%	34.6%	38.9%	40.3%	30.8%	45.2%	39.4%	42.9%	48.4%	46.7%	37.3%
	Mixed	10.6%	8.9%	9.0%	11.9%	7.1%	0.0%	7.7%	13.9%	10.4%	11.5%	4.8%	15.5%	7.1%	9.7%	8.7%	11.3%
	Wrong direction	44.7%	44.3%	29.2%	25.0%	7.1%	9.1%	50.0%	27.8%	37.0%	40.4%	35.7%	32.4%	35.7%	32.3%	31.3%	38.0%
	Other, don't know	10.6%	15.2%	15.7%	10.7%	28.6%	9.1%	7.7%	19.4%	12.3%	17.3%	14.3%	12.7%	14.3%	9.7%	13.3%	13.3%

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	Under \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
2. Revitalizing the Mexico downtown area	1 = Very Low priority	8.5%	7.6%	6.7%	9.5%	0.0%	0.0%	3.8%	5.6%	10.4%	7.7%	8.3%	7.0%	7.1%	12.9%	10.0%	6.7%
	2	10.6%	12.7%	13.5%	13.1%	7.1%	9.1%	19.2%	16.7%	11.8%	13.5%	15.5%	9.9%	7.1%	16.1%	13.3%	12.0%
	3	34.0%	29.1%	24.7%	22.6%	21.4%	45.5%	23.1%	36.1%	25.1%	25.0%	31.0%	26.8%	28.6%	16.1%	31.3%	22.0%
	4	27.7%	17.7%	24.7%	26.2%	35.7%	27.3%	23.1%	16.7%	24.2%	17.3%	19.0%	31.0%	32.1%	25.8%	20.7%	26.7%
	5 = Very High priority	19.1%	31.6%	29.2%	27.4%	35.7%	18.2%	30.8%	25.0%	27.5%	34.6%	26.2%	25.4%	25.0%	29.0%	24.0%	31.3%
	Other, don't know	0.0%	1.3%	1.1%	1.2%	0.0%	0.0%	0.0%	0.0%	0.9%	1.9%	0.0%	0.0%	0.0%	0.0%	0.7%	1.3%
	<b>total low priority</b>	<b>19.1%</b>	<b>20.3%</b>	<b>20.2%</b>	<b>22.6%</b>	<b>7.1%</b>	<b>9.1%</b>	<b>23.1%</b>	<b>22.2%</b>	<b>22.3%</b>	<b>21.2%</b>	<b>23.8%</b>	<b>16.9%</b>	<b>14.3%</b>	<b>29.0%</b>	<b>23.3%</b>	<b>18.7%</b>
<b>total high priority</b>	<b>46.8%</b>	<b>49.4%</b>	<b>53.9%</b>	<b>53.6%</b>	<b>71.4%</b>	<b>45.5%</b>	<b>53.8%</b>	<b>41.7%</b>	<b>51.7%</b>	<b>51.9%</b>	<b>45.2%</b>	<b>56.3%</b>	<b>57.1%</b>	<b>54.8%</b>	<b>44.7%</b>	<b>58.0%</b>	

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	Under \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
3. Repairing major streets	1 = Very Low priority	0.0%	2.5%	3.4%	6.0%	0.0%	0.0%	0.0%	2.8%	4.3%	1.9%	3.6%	2.8%	0.0%	6.5%	3.3%	3.3%
	2	14.9%	2.5%	4.5%	6.0%	7.1%	18.2%	0.0%	5.6%	6.2%	9.6%	8.3%	4.2%	10.7%	0.0%	7.3%	4.7%
	3	21.3%	31.6%	20.2%	23.8%	28.6%	18.2%	42.3%	25.0%	21.8%	26.9%	19.0%	31.0%	21.4%	29.0%	18.7%	30.0%
	4	29.8%	26.6%	25.8%	20.2%	28.6%	9.1%	15.4%	27.8%	27.0%	23.1%	19.0%	28.2%	39.3%	16.1%	24.7%	26.0%
	5 = Very High priority	34.0%	36.7%	44.9%	42.9%	28.6%	54.5%	42.3%	38.9%	40.3%	38.5%	48.8%	33.8%	28.6%	48.4%	44.7%	36.0%
	Other, don't know	0.0%	0.0%	1.1%	1.2%	7.1%	0.0%	0.0%	0.0%	0.5%	0.0%	1.2%	0.0%	0.0%	0.0%	1.3%	0.0%
	<b>total low priority</b>	<b>14.9%</b>	<b>5.1%</b>	<b>7.9%</b>	<b>11.9%</b>	<b>7.1%</b>	<b>18.2%</b>	<b>0.0%</b>	<b>8.3%</b>	<b>10.4%</b>	<b>11.5%</b>	<b>11.9%</b>	<b>7.0%</b>	<b>10.7%</b>	<b>6.5%</b>	<b>10.7%</b>	<b>8.0%</b>
<b>total high priority</b>	<b>63.8%</b>	<b>63.3%</b>	<b>70.8%</b>	<b>63.1%</b>	<b>57.1%</b>	<b>63.6%</b>	<b>57.7%</b>	<b>66.7%</b>	<b>67.3%</b>	<b>61.5%</b>	<b>67.9%</b>	<b>62.0%</b>	<b>67.9%</b>	<b>64.5%</b>	<b>69.3%</b>	<b>62.0%</b>	

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	Under \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
4. Improving emergency services	1 = Very Low priority	0.0%	6.3%	4.5%	4.8%	0.0%	0.0%	0.0%	8.3%	4.7%	1.9%	3.6%	4.2%	3.6%	16.1%	6.7%	2.0%
	2	8.5%	10.1%	13.5%	9.5%	7.1%	18.2%	7.7%	16.7%	10.0%	9.6%	14.3%	4.2%	17.9%	12.9%	10.7%	10.7%
	3	25.5%	31.6%	24.7%	25.0%	21.4%	9.1%	19.2%	25.0%	29.9%	19.2%	25.0%	36.6%	28.6%	25.8%	23.3%	30.7%
	4	19.1%	20.3%	20.2%	16.7%	7.1%	9.1%	23.1%	25.0%	19.0%	23.1%	17.9%	14.1%	32.1%	19.4%	18.0%	20.0%
	5 = Very High priority	42.6%	29.1%	33.7%	35.7%	57.1%	54.5%	46.2%	25.0%	31.8%	38.5%	33.3%	38.0%	17.9%	22.6%	35.3%	33.3%
	Other, don't know	4.3%	2.5%	3.4%	8.3%	7.1%	9.1%	3.8%	0.0%	4.7%	7.7%	6.0%	2.8%	0.0%	3.2%	6.0%	3.3%
	<b>total low priority</b>	<b>8.5%</b>	<b>16.5%</b>	<b>18.0%</b>	<b>14.3%</b>	<b>7.1%</b>	<b>18.2%</b>	<b>7.7%</b>	<b>25.0%</b>	<b>14.7%</b>	<b>11.5%</b>	<b>17.9%</b>	<b>8.5%</b>	<b>21.4%</b>	<b>29.0%</b>	<b>17.3%</b>	<b>12.7%</b>
<b>total high priority</b>	<b>61.7%</b>	<b>49.4%</b>	<b>53.9%</b>	<b>52.4%</b>	<b>64.3%</b>	<b>63.6%</b>	<b>69.2%</b>	<b>50.0%</b>	<b>50.7%</b>	<b>61.5%</b>	<b>51.2%</b>	<b>52.1%</b>	<b>50.0%</b>	<b>41.9%</b>	<b>53.3%</b>	<b>53.3%</b>	

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	Under \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
5. Upgrading parks and recreation facilities	1 = Very Low priority	10.6%	13.9%	9.0%	10.7%	7.1%	0.0%	3.8%	8.3%	13.3%	9.6%	8.3%	14.1%	17.9%	9.7%	14.7%	8.0%
	2	12.8%	15.2%	16.9%	15.5%	7.1%	9.1%	15.4%	13.9%	16.6%	5.8%	22.6%	14.1%	14.3%	12.9%	19.3%	11.3%
	3	36.2%	35.4%	36.0%	33.3%	14.3%	45.5%	38.5%	41.7%	34.6%	42.3%	31.0%	29.6%	57.1%	32.3%	28.7%	41.3%
	4	14.9%	25.3%	23.6%	17.9%	28.6%	36.4%	26.9%	27.8%	18.0%	17.3%	17.9%	29.6%	7.1%	29.6%	20.7%	21.3%
	5 = Very High priority	25.5%	8.9%	14.6%	22.6%	42.9%	9.1%	15.4%	8.3%	17.1%	23.1%	20.2%	12.7%	3.6%	22.6%	16.0%	18.0%
	Other, don't know	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.9%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
	<b>total low priority</b>	<b>23.4%</b>	<b>29.1%</b>	<b>25.8%</b>	<b>26.2%</b>	<b>14.3%</b>	<b>9.1%</b>	<b>19.2%</b>	<b>22.2%</b>	<b>29.9%</b>	<b>15.4%</b>	<b>31.0%</b>	<b>28.2%</b>	<b>32.1%</b>	<b>22.6%</b>	<b>34.0%</b>	<b>19.3%</b>
<b>total high priority</b>	<b>40.4%</b>	<b>34.2%</b>	<b>38.2%</b>	<b>40.5%</b>	<b>71.4%</b>	<b>45.5%</b>	<b>42.3%</b>	<b>36.1%</b>	<b>35.1%</b>	<b>40.4%</b>	<b>38.1%</b>	<b>42.3%</b>	<b>10.7%</b>	<b>45.2%</b>	<b>36.7%</b>	<b>39.3%</b>	

Downtown Revitalization and Economic Assistance for Missouri  
Community Survey Telephone Report  
Final Survey Findings and Results

Mexico, Missouri

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	Under \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
6. Attracting more big box retail development	1 = Very Low priority	6.4%	8.9%	6.7%	7.1%	0.0%	0.0%	7.7%	11.1%	7.6%	3.8%	6.0%	9.9%	7.1%	12.9%	8.7%	6.7%
	2	8.5%	7.6%	9.0%	7.1%	7.1%	18.2%	3.8%	8.3%	8.1%	0.0%	7.1%	14.1%	7.1%	12.9%	8.7%	7.3%
	3	14.9%	11.4%	16.9%	16.7%	21.4%	27.3%	7.7%	13.9%	15.2%	17.3%	15.5%	11.3%	17.9%	12.9%	14.7%	15.3%
	4	21.3%	20.3%	11.2%	20.2%	21.4%	9.1%	26.9%	22.2%	16.1%	23.1%	16.7%	19.7%	7.1%	12.9%	22.0%	13.3%
	5 = Very High priority	46.8%	50.6%	56.2%	42.9%	50.0%	36.4%	53.8%	44.4%	50.2%	55.8%	50.0%	45.1%	57.1%	48.4%	42.7%	56.0%
	Other, don't know	2.1%	1.3%	0.0%	6.0%	0.0%	9.1%	0.0%	0.0%	2.8%	0.0%	4.8%	0.0%	3.6%	0.0%	3.3%	1.3%
	<b>total low priority</b>	<b>14.9%</b>	<b>16.5%</b>	<b>15.7%</b>	<b>14.3%</b>	<b>7.1%</b>	<b>18.2%</b>	<b>11.5%</b>	<b>19.4%</b>	<b>15.6%</b>	<b>3.8%</b>	<b>13.1%</b>	<b>23.9%</b>	<b>14.3%</b>	<b>25.8%</b>	<b>17.3%</b>	<b>14.0%</b>
<b>total high priority</b>	<b>68.1%</b>	<b>70.9%</b>	<b>67.4%</b>	<b>63.1%</b>	<b>71.4%</b>	<b>45.5%</b>	<b>80.8%</b>	<b>66.7%</b>	<b>66.4%</b>	<b>78.8%</b>	<b>66.7%</b>	<b>64.8%</b>	<b>64.3%</b>	<b>61.3%</b>	<b>64.7%</b>	<b>69.3%</b>	

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	Under \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
7. How often do you visit downtown Mexico?	Once a year or less	0.0%	5.1%	6.7%	8.3%	7.1%	0.0%	3.8%	5.6%	6.2%	11.5%	7.1%	1.4%	3.6%	3.2%	3.3%	8.0%
	Less than once a month	8.5%	8.9%	9.0%	10.7%	7.1%	0.0%	11.5%	5.6%	10.4%	9.6%	9.5%	7.0%	3.6%	12.9%	8.0%	10.7%
	One to five times per month	48.9%	43.0%	40.4%	39.3%	42.9%	54.5%	42.3%	50.0%	40.3%	32.7%	47.6%	47.9%	46.4%	38.7%	43.3%	41.3%
	More than five times a month	42.6%	41.8%	41.6%	41.7%	42.9%	45.5%	42.3%	38.9%	42.2%	46.2%	34.5%	43.7%	46.4%	45.2%	45.3%	38.0%
	Other (specify)	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	Don't visit downtown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Don't know	0.0%	1.3%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	1.3%

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	Under \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
8. shopping	very often	36.2%	20.5%	26.1%	14.3%	35.7%	45.5%	38.5%	30.6%	17.6%	32.7%	24.1%	18.3%	14.3%	19.4%	17.3%	28.4%
	somewhat often	17.0%	44.9%	25.0%	33.3%	28.6%	9.1%	38.5%	30.6%	32.4%	21.2%	24.1%	40.8%	46.4%	35.5%	33.3%	29.7%
	not very often	31.9%	23.1%	34.1%	34.5%	7.1%	36.4%	23.1%	30.6%	32.9%	23.1%	36.1%	29.6%	35.7%	29.0%	31.3%	30.4%
	other, don't know	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.5%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	not at all	14.9%	11.5%	14.8%	16.7%	28.6%	9.1%	0.0%	8.3%	16.7%	21.2%	15.7%	11.3%	3.6%	16.1%	18.0%	10.8%
	<b>very/somewhat</b>	<b>53.2%</b>	<b>65.4%</b>	<b>51.1%</b>	<b>47.6%</b>	<b>64.3%</b>	<b>54.5%</b>	<b>76.9%</b>	<b>61.1%</b>	<b>50.0%</b>	<b>53.8%</b>	<b>48.2%</b>	<b>59.2%</b>	<b>60.7%</b>	<b>54.8%</b>	<b>50.7%</b>	<b>58.1%</b>
	<b>not very/not at all</b>	<b>46.8%</b>	<b>34.6%</b>	<b>48.9%</b>	<b>51.2%</b>	<b>35.7%</b>	<b>45.5%</b>	<b>23.1%</b>	<b>38.9%</b>	<b>49.5%</b>	<b>44.2%</b>	<b>51.8%</b>	<b>40.8%</b>	<b>39.3%</b>	<b>45.2%</b>	<b>49.3%</b>	<b>41.2%</b>

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	Under \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
9. dining	very often	14.9%	15.4%	9.1%	10.7%	21.4%	9.1%	26.9%	11.1%	10.0%	25.0%	8.4%	8.5%	7.1%	16.1%	8.7%	15.5%
	somewhat often	38.3%	41.0%	29.5%	28.6%	21.4%	54.5%	34.6%	36.1%	32.9%	26.9%	32.5%	38.0%	39.3%	29.0%	40.0%	27.0%
	not very often	38.3%	26.9%	36.4%	38.1%	28.6%	36.4%	30.8%	41.7%	33.8%	28.8%	43.4%	33.8%	42.9%	22.6%	33.3%	35.8%
	not at all	8.5%	16.7%	25.0%	21.4%	28.6%	0.0%	7.7%	11.1%	22.9%	19.2%	15.7%	19.7%	10.7%	32.3%	17.3%	21.6%
	other, don't know	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
	<b>very/somewhat</b>	<b>53.2%</b>	<b>56.4%</b>	<b>38.6%</b>	<b>39.3%</b>	<b>42.9%</b>	<b>63.6%</b>	<b>61.5%</b>	<b>47.2%</b>	<b>42.9%</b>	<b>51.9%</b>	<b>41.0%</b>	<b>46.5%</b>	<b>46.4%</b>	<b>45.2%</b>	<b>48.7%</b>	<b>42.6%</b>
	<b>not very/not at all</b>	<b>46.8%</b>	<b>43.6%</b>	<b>61.4%</b>	<b>59.5%</b>	<b>57.1%</b>	<b>36.4%</b>	<b>38.5%</b>	<b>52.8%</b>	<b>56.7%</b>	<b>48.1%</b>	<b>59.0%</b>	<b>53.5%</b>	<b>53.6%</b>	<b>54.8%</b>	<b>50.7%</b>	<b>57.4%</b>

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	Under \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
10. entertainment or special events	very often	17.0%	14.1%	9.1%	9.5%	7.1%	18.2%	19.2%	5.6%	12.4%	9.6%	14.5%	14.1%	7.1%	16.1%	12.7%	11.5%
	somewhat often	34.0%	47.4%	27.3%	28.6%	14.3%	27.3%	50.0%	30.6%	34.3%	36.5%	31.3%	35.2%	32.1%	38.7%	31.3%	36.5%
	not very often	34.0%	24.4%	46.6%	35.7%	42.9%	54.5%	23.1%	44.4%	33.8%	28.8%	39.8%	31.0%	53.6%	29.0%	34.7%	36.5%
	not at all	14.9%	14.1%	15.9%	26.2%	35.7%	0.0%	7.7%	19.4%	19.0%	25.0%	14.5%	19.7%	7.1%	16.1%	20.7%	15.5%
	other, don't know	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
	<b>very/somewhat</b>	<b>51.1%</b>	<b>61.5%</b>	<b>36.4%</b>	<b>38.1%</b>	<b>21.4%</b>	<b>45.5%</b>	<b>69.2%</b>	<b>36.1%</b>	<b>46.7%</b>	<b>46.2%</b>	<b>45.8%</b>	<b>49.3%</b>	<b>39.3%</b>	<b>54.8%</b>	<b>44.0%</b>	<b>48.0%</b>
	<b>not very/not at all</b>	<b>48.9%</b>	<b>38.5%</b>	<b>62.5%</b>	<b>61.9%</b>	<b>78.6%</b>	<b>54.5%</b>	<b>30.8%</b>	<b>63.9%</b>	<b>52.9%</b>	<b>53.8%</b>	<b>54.2%</b>	<b>50.7%</b>	<b>60.7%</b>	<b>45.2%</b>	<b>55.3%</b>	<b>52.0%</b>

Downtown Revitalization and Economic Assistance for Missouri  
Community Survey Telephone Report  
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Mexico, Missouri

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	Under \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
11. parks	very often	25.5%	29.5%	15.9%	8.3%	35.7%	36.4%	15.4%	13.9%	18.1%	23.1%	20.5%	22.5%	10.7%	16.1%	16.7%	20.9%
	somewhat often	25.5%	29.5%	27.3%	25.0%	0.0%	18.2%	26.9%	25.0%	29.0%	24.1%	26.8%	42.9%	22.6%	30.0%	23.6%	
	not very often	29.8%	24.4%	35.2%	38.1%	21.4%	18.2%	38.5%	41.7%	31.9%	26.9%	34.9%	35.2%	28.6%	25.8%	30.7%	34.5%
	not at all	19.1%	16.7%	21.6%	28.6%	42.9%	27.3%	19.2%	19.4%	21.0%	26.9%	20.5%	15.5%	17.9%	35.5%	22.7%	20.9%
	other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>very/somewhat</b>	<b>51.1%</b>	<b>59.0%</b>	<b>43.2%</b>	<b>33.3%</b>	<b>35.7%</b>	<b>54.5%</b>	<b>42.3%</b>	<b>38.9%</b>	<b>47.1%</b>	<b>46.2%</b>	<b>44.6%</b>	<b>49.3%</b>	<b>53.6%</b>	<b>38.7%</b>	<b>46.7%</b>	<b>44.6%</b>
<b>not very/not at all</b>	<b>48.9%</b>	<b>41.0%</b>	<b>56.8%</b>	<b>66.7%</b>	<b>64.3%</b>	<b>45.5%</b>	<b>57.7%</b>	<b>61.1%</b>	<b>52.9%</b>	<b>53.8%</b>	<b>55.4%</b>	<b>50.7%</b>	<b>46.4%</b>	<b>61.3%</b>	<b>53.3%</b>	<b>55.4%</b>	
12. government/post office	very often	36.2%	34.6%	29.5%	39.3%	35.7%	54.5%	30.8%	41.7%	33.3%	32.7%	30.1%	33.8%	35.7%	38.7%	30.0%	39.9%
	somewhat often	31.9%	37.2%	46.6%	32.1%	21.4%	36.4%	46.2%	25.0%	39.5%	36.5%	41.0%	35.2%	46.4%	22.6%	36.7%	38.5%
	not very often	19.1%	24.4%	20.5%	22.6%	7.1%	9.1%	19.2%	27.8%	22.9%	19.2%	21.7%	28.2%	17.9%	29.0%	27.3%	16.2%
	not at all	12.8%	3.8%	3.4%	4.8%	35.7%	0.0%	3.8%	5.8%	3.8%	11.5%	6.0%	2.8%	0.0%	9.7%	6.0%	4.7%
	other, don't know	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.7%
	<b>very/somewhat</b>	<b>68.1%</b>	<b>71.8%</b>	<b>76.1%</b>	<b>71.4%</b>	<b>57.1%</b>	<b>90.9%</b>	<b>76.9%</b>	<b>66.7%</b>	<b>72.9%</b>	<b>69.2%</b>	<b>71.1%</b>	<b>69.0%</b>	<b>82.1%</b>	<b>61.3%</b>	<b>66.7%</b>	<b>78.4%</b>
<b>not very/not at all</b>	<b>31.9%</b>	<b>28.2%</b>	<b>23.9%</b>	<b>27.4%</b>	<b>42.9%</b>	<b>9.1%</b>	<b>23.1%</b>	<b>33.3%</b>	<b>26.7%</b>	<b>30.8%</b>	<b>27.7%</b>	<b>31.0%</b>	<b>17.9%</b>	<b>38.7%</b>	<b>33.3%</b>	<b>20.9%</b>	
13. conducting business	very often	21.3%	26.9%	28.4%	17.9%	21.4%	27.3%	19.2%	19.4%	25.2%	23.1%	22.9%	21.1%	21.4%	45.2%	26.0%	21.6%
	somewhat often	31.9%	39.7%	34.1%	32.1%	14.3%	54.5%	50.0%	47.2%	30.5%	21.2%	32.5%	39.4%	39.3%	29.0%	35.3%	33.8%
	not very often	38.3%	25.6%	33.0%	38.1%	35.7%	18.2%	23.1%	30.6%	36.2%	40.4%	36.1%	35.2%	35.7%	16.1%	32.7%	34.5%
	not at all	8.5%	7.7%	4.5%	11.9%	28.6%	0.0%	7.7%	2.8%	8.1%	15.4%	8.4%	4.2%	3.6%	9.7%	6.0%	10.1%
	other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>very/somewhat</b>	<b>53.2%</b>	<b>66.7%</b>	<b>62.5%</b>	<b>50.0%</b>	<b>35.7%</b>	<b>81.8%</b>	<b>69.2%</b>	<b>66.7%</b>	<b>55.7%</b>	<b>44.2%</b>	<b>55.4%</b>	<b>60.6%</b>	<b>60.7%</b>	<b>74.2%</b>	<b>61.3%</b>	<b>55.4%</b>
<b>not very/not at all</b>	<b>46.8%</b>	<b>33.3%</b>	<b>37.5%</b>	<b>50.0%</b>	<b>64.3%</b>	<b>18.2%</b>	<b>30.8%</b>	<b>33.3%</b>	<b>44.3%</b>	<b>55.8%</b>	<b>44.6%</b>	<b>39.4%</b>	<b>39.3%</b>	<b>25.8%</b>	<b>38.7%</b>	<b>44.6%</b>	
14. Of the items listed above, which would you say is the one reason you most often visit downtown Mexico?	shopping	31.9%	20.5%	26.1%	21.4%	42.9%	27.3%	34.6%	22.2%	21.4%	34.6%	24.1%	15.5%	32.1%	22.6%	14.0%	34.5%
	dining	14.9%	11.5%	13.6%	8.3%	0.0%	18.2%	3.8%	13.9%	12.9%	13.5%	7.2%	14.1%	21.4%	16.1%	14.7%	8.8%
	entertainment or special events	14.9%	7.7%	10.2%	1.2%	14.3%	0.0%	3.8%	11.1%	8.1%	7.7%	9.6%	12.7%	0.0%	3.2%	8.7%	7.4%
	parks	6.4%	6.4%	0.0%	0.0%	7.1%	0.0%	0.0%	2.8%	2.9%	5.8%	3.6%	2.8%	0.0%	0.0%	2.7%	2.7%
	government/post office	8.5%	20.5%	21.6%	29.8%	21.4%	36.4%	19.2%	30.6%	19.5%	17.3%	24.1%	22.5%	7.1%	25.8%	20.0%	23.0%
	conducting business	23.4%	26.9%	23.9%	22.6%	14.3%	18.2%	26.9%	16.7%	26.2%	13.5%	24.1%	23.9%	35.7%	25.8%	33.3%	14.9%
other, don't know	0.0%	6.4%	4.5%	16.7%	0.0%	0.0%	11.5%	2.8%	9.0%	7.7%	7.2%	8.5%	3.6%	6.5%	6.7%	8.8%	
15. signs to help people find their way around	excellent	10.6%	2.5%	9.0%	6.0%	0.0%	9.1%	0.0%	0.0%	9.0%	7.7%	8.3%	2.8%	0.0%	12.9%	6.0%	7.3%
	good	66.0%	63.3%	71.9%	78.6%	71.4%	72.7%	61.5%	80.6%	69.2%	71.2%	72.6%	74.6%	75.0%	58.1%	71.3%	69.3%
	not so good	14.9%	25.3%	11.2%	9.5%	21.4%	9.1%	23.1%	11.1%	14.7%	13.5%	10.7%	16.9%	17.9%	19.4%	16.0%	14.0%
	poor	8.5%	6.3%	4.5%	3.6%	7.1%	0.0%	15.4%	5.6%	4.7%	7.7%	6.0%	2.8%	3.6%	9.7%	4.7%	6.7%
	other, don't know	0.0%	2.5%	3.4%	2.4%	0.0%	9.1%	0.0%	2.8%	2.4%	0.0%	2.4%	2.8%	3.6%	0.0%	2.0%	2.7%
	<b>excellent/good</b>	<b>76.6%</b>	<b>65.8%</b>	<b>80.9%</b>	<b>84.5%</b>	<b>71.4%</b>	<b>81.8%</b>	<b>61.5%</b>	<b>80.6%</b>	<b>78.2%</b>	<b>78.8%</b>	<b>81.0%</b>	<b>77.5%</b>	<b>75.0%</b>	<b>71.0%</b>	<b>77.3%</b>	<b>76.7%</b>
<b>not so good/poor</b>	<b>23.4%</b>	<b>31.6%</b>	<b>15.7%</b>	<b>13.1%</b>	<b>28.6%</b>	<b>9.1%</b>	<b>38.5%</b>	<b>16.7%</b>	<b>19.4%</b>	<b>21.2%</b>	<b>16.7%</b>	<b>19.7%</b>	<b>21.4%</b>	<b>29.0%</b>	<b>20.7%</b>	<b>20.7%</b>	

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		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	Under \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
16. convenient business hours	excellent	10.6%	5.1%	9.0%	3.6%	7.1%	18.2%	3.8%	2.8%	7.1%	9.6%	7.1%	4.2%	0.0%	9.7%	7.3%	6.0%
	good	61.7%	63.3%	68.5%	81.0%	78.6%	54.5%	73.1%	75.0%	67.8%	57.7%	69.0%	76.1%	78.6%	58.1%	72.0%	66.7%
	not so good	27.7%	25.3%	11.2%	7.1%	14.3%	27.3%	23.1%	8.3%	16.6%	25.0%	15.5%	15.5%	10.7%	19.4%	13.3%	19.3%
	poor	0.0%	6.3%	9.0%	8.3%	0.0%	0.0%	0.0%	11.1%	8.1%	5.8%	7.1%	4.2%	10.7%	12.9%	7.3%	6.7%
	other, don't know	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	2.8%	0.5%	1.9%	1.2%	0.0%	0.0%	0.0%	0.0%	1.3%
	<b>excellent/good</b>	<b>72.3%</b>	<b>68.4%</b>	<b>77.5%</b>	<b>84.5%</b>	<b>85.7%</b>	<b>72.7%</b>	<b>76.9%</b>	<b>77.8%</b>	<b>74.9%</b>	<b>67.3%</b>	<b>76.2%</b>	<b>80.3%</b>	<b>78.6%</b>	<b>67.7%</b>	<b>79.3%</b>	<b>72.7%</b>
<b>not so good/poor</b>	<b>27.7%</b>	<b>31.6%</b>	<b>20.2%</b>	<b>15.5%</b>	<b>14.3%</b>	<b>27.3%</b>	<b>23.1%</b>	<b>19.4%</b>	<b>24.6%</b>	<b>30.8%</b>	<b>22.6%</b>	<b>19.7%</b>	<b>21.4%</b>	<b>32.3%</b>	<b>20.7%</b>	<b>26.0%</b>	
17. available green space	excellent	2.1%	7.6%	6.7%	10.7%	0.0%	18.2%	0.0%	16.7%	6.6%	1.9%	8.3%	5.6%	7.1%	19.4%	8.0%	6.7%
	good	51.1%	54.4%	49.4%	48.8%	57.1%	36.4%	73.1%	47.2%	49.3%	44.2%	51.2%	56.3%	46.4%	51.6%	54.7%	47.3%
	not so good	34.0%	19.0%	20.2%	17.9%	28.6%	36.4%	11.5%	19.4%	21.3%	30.8%	20.2%	19.7%	25.0%	12.9%	20.0%	22.7%
	poor	6.4%	8.9%	14.6%	6.0%	7.1%	0.0%	7.7%	8.3%	10.4%	7.7%	4.8%	8.5%	21.4%	12.9%	10.0%	8.7%
	other, don't know	6.4%	10.1%	9.0%	16.7%	7.1%	9.1%	7.7%	8.3%	12.3%	15.4%	15.5%	9.9%	0.0%	3.2%	7.3%	14.7%
	<b>excellent/good</b>	<b>53.2%</b>	<b>62.0%</b>	<b>56.2%</b>	<b>59.5%</b>	<b>57.1%</b>	<b>54.5%</b>	<b>73.1%</b>	<b>63.9%</b>	<b>55.9%</b>	<b>46.2%</b>	<b>59.5%</b>	<b>62.0%</b>	<b>53.6%</b>	<b>71.0%</b>	<b>62.7%</b>	<b>54.0%</b>
<b>not so good/poor</b>	<b>40.4%</b>	<b>27.8%</b>	<b>34.8%</b>	<b>23.8%</b>	<b>35.7%</b>	<b>36.4%</b>	<b>19.2%</b>	<b>27.8%</b>	<b>31.8%</b>	<b>38.5%</b>	<b>25.0%</b>	<b>28.2%</b>	<b>46.4%</b>	<b>25.8%</b>	<b>30.0%</b>	<b>31.3%</b>	
18. preservation of historic structures	excellent	8.5%	10.1%	12.4%	7.1%	0.0%	18.2%	7.7%	11.1%	10.0%	9.6%	9.9%	3.6%	16.1%	11.3%	8.0%	
	good	76.6%	64.6%	61.8%	64.3%	85.7%	72.7%	76.9%	52.8%	64.5%	72.6%	71.8%	67.9%	58.1%	61.3%	69.3%	
	excellent/good	85.1%	74.7%	74.2%	71.4%	85.7%	90.9%	84.6%	63.9%	74.4%	63.5%	82.1%	81.7%	71.4%	74.2%	72.7%	
	not so good	6.4%	19.0%	16.9%	15.5%	7.1%	9.1%	11.5%	19.4%	15.6%	25.0%	9.5%	14.1%	14.3%	12.9%	16.0%	
	poor	8.5%	3.8%	7.9%	7.1%	7.1%	0.0%	0.0%	11.1%	7.6%	11.5%	6.0%	2.8%	14.3%	6.5%	8.7%	
	<b>not so good/poor</b>	<b>14.9%</b>	<b>22.8%</b>	<b>24.7%</b>	<b>22.6%</b>	<b>14.3%</b>	<b>9.1%</b>	<b>11.5%</b>	<b>30.6%</b>	<b>23.2%</b>	<b>36.5%</b>	<b>15.5%</b>	<b>16.9%</b>	<b>28.6%</b>	<b>19.4%</b>	<b>24.7%</b>	
<b>other, don't know</b>	<b>0.0%</b>	<b>2.5%</b>	<b>1.1%</b>	<b>6.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>3.8%</b>	<b>5.6%</b>	<b>2.4%</b>	<b>0.0%</b>	<b>2.4%</b>	<b>1.4%</b>	<b>0.0%</b>	<b>6.5%</b>	<b>2.7%</b>		
19. occupied storefronts	excellent	4.3%	2.5%	3.4%	1.2%	7.1%	0.0%	0.0%	0.0%	3.3%	3.8%	2.4%	1.4%	0.0%	6.5%	3.3%	
	good	70.2%	49.4%	46.1%	47.6%	42.9%	81.8%	46.2%	52.8%	50.2%	51.9%	51.2%	53.5%	53.6%	41.9%	56.0%	
	not so good	17.0%	36.7%	39.3%	35.7%	35.7%	18.2%	42.3%	30.6%	34.1%	32.7%	33.3%	35.2%	35.7%	32.3%	26.0%	
	poor	6.4%	7.6%	9.0%	13.1%	7.1%	0.0%	7.7%	8.3%	10.9%	5.8%	9.5%	8.5%	10.7%	19.4%	12.0%	
	other, don't know	2.1%	3.8%	2.2%	2.4%	7.1%	0.0%	3.8%	8.3%	1.4%	5.8%	3.6%	0.0%	0.0%	2.7%		
	<b>excellent/good</b>	<b>74.5%</b>	<b>51.9%</b>	<b>49.4%</b>	<b>48.8%</b>	<b>50.0%</b>	<b>81.8%</b>	<b>46.2%</b>	<b>52.8%</b>	<b>53.6%</b>	<b>55.8%</b>	<b>53.6%</b>	<b>54.9%</b>	<b>53.6%</b>	<b>48.4%</b>	<b>59.3%</b>	
<b>not so good/poor</b>	<b>23.4%</b>	<b>44.3%</b>	<b>48.3%</b>	<b>48.8%</b>	<b>42.9%</b>	<b>18.2%</b>	<b>50.0%</b>	<b>38.9%</b>	<b>45.0%</b>	<b>38.5%</b>	<b>42.9%</b>	<b>43.7%</b>	<b>46.4%</b>	<b>51.6%</b>	<b>38.0%</b>		
20. convenient parking	excellent	2.1%	2.5%	6.7%	4.8%	14.3%	0.0%	0.0%	5.6%	4.3%	5.8%	4.8%	2.8%	0.0%	3.2%	4.0%	
	good	61.7%	70.9%	67.4%	70.2%	64.3%	81.8%	65.4%	63.9%	68.7%	61.5%	71.4%	73.2%	75.0%	64.5%	70.7%	
	not so good	25.5%	19.0%	18.0%	14.3%	21.4%	18.2%	23.1%	16.7%	17.5%	21.2%	19.0%	15.5%	14.3%	19.4%		
	poor	10.6%	6.3%	7.9%	8.3%	0.0%	0.0%	7.7%	11.1%	9.0%	11.5%	4.8%	7.0%	10.7%	9.7%		
	other, don't know	0.0%	1.3%	0.0%	2.4%	0.0%	0.0%	3.8%	2.8%	0.5%	0.0%	0.0%	1.4%	0.0%	3.2%		
	<b>excellent/good</b>	<b>63.8%</b>	<b>73.4%</b>	<b>74.2%</b>	<b>75.0%</b>	<b>78.6%</b>	<b>81.8%</b>	<b>65.4%</b>	<b>69.4%</b>	<b>73.0%</b>	<b>67.3%</b>	<b>76.2%</b>	<b>76.1%</b>	<b>75.0%</b>	<b>67.7%</b>		
<b>not so good/poor</b>	<b>36.2%</b>	<b>25.3%</b>	<b>25.8%</b>	<b>22.6%</b>	<b>21.4%</b>	<b>18.2%</b>	<b>30.8%</b>	<b>27.8%</b>	<b>26.5%</b>	<b>32.7%</b>	<b>23.8%</b>	<b>22.5%</b>	<b>25.0%</b>	<b>29.0%</b>			

Downtown Revitalization and Economic Assistance for Missouri  
Community Survey Telephone Report  
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Mexico, Missouri

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	Under \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
21. diverse mix of businesses	excellent	8.5%	3.8%	4.5%	2.4%	7.1%	0.0%	3.8%	2.8%	4.7%	7.7%	4.8%	2.8%	0.0%	6.5%	4.7%	4.0%
	good	61.7%	46.8%	39.3%	42.9%	64.3%	100.0%	38.5%	27.8%	45.5%	42.3%	50.0%	50.7%	35.7%	32.3%	52.7%	38.7%
	not so good	23.4%	32.9%	39.3%	34.5%	28.6%	0.0%	38.5%	36.1%	34.6%	30.8%	28.6%	36.6%	46.4%	38.7%	29.3%	38.0%
	poor	6.4%	15.2%	15.7%	14.3%	0.0%	0.0%	19.2%	25.0%	13.3%	17.3%	11.9%	8.5%	17.9%	22.6%	12.7%	15.3%
	other, don't know	0.0%	1.3%	1.1%	6.0%	0.0%	0.0%	0.0%	8.3%	1.9%	1.9%	4.8%	1.4%	0.0%	0.0%	0.7%	4.0%
	<b>excellent/good</b>	<b>70.2%</b>	<b>50.6%</b>	<b>43.8%</b>	<b>45.2%</b>	<b>71.4%</b>	<b>100.0%</b>	<b>42.3%</b>	<b>30.6%</b>	<b>50.2%</b>	<b>50.0%</b>	<b>54.8%</b>	<b>53.5%</b>	<b>35.7%</b>	<b>38.7%</b>	<b>57.3%</b>	<b>42.7%</b>
<b>not so good/poor</b>	<b>29.8%</b>	<b>48.1%</b>	<b>55.1%</b>	<b>48.8%</b>	<b>28.6%</b>	<b>0.0%</b>	<b>57.7%</b>	<b>61.1%</b>	<b>47.9%</b>	<b>48.1%</b>	<b>40.5%</b>	<b>45.1%</b>	<b>64.3%</b>	<b>61.3%</b>	<b>42.0%</b>	<b>53.3%</b>	
22. dining options	excellent	2.1%	0.0%	0.0%	1.2%	7.1%	0.0%	0.0%	0.0%	0.5%	1.9%	1.2%	0.0%	0.0%	0.7%	0.7%	
	good	34.0%	19.0%	13.5%	14.3%	28.6%	54.5%	23.1%	13.9%	15.6%	28.8%	17.9%	18.3%	7.1%	12.9%	14.0%	
	not so good	42.6%	45.6%	46.1%	38.1%	42.9%	36.4%	42.3%	38.9%	44.5%	32.7%	46.4%	46.5%	50.0%	45.2%	44.0%	42.0%
	poor	21.3%	35.4%	38.2%	44.0%	21.4%	9.1%	34.6%	44.4%	37.9%	34.6%	33.3%	33.8%	42.9%	41.9%	32.0%	41.3%
	other, don't know	0.0%	0.0%	2.2%	2.4%	0.0%	0.0%	0.0%	2.8%	1.4%	1.9%	1.2%	1.4%	0.0%	0.0%	0.7%	2.0%
	<b>excellent/good</b>	<b>36.2%</b>	<b>19.0%</b>	<b>13.5%</b>	<b>15.5%</b>	<b>35.7%</b>	<b>54.5%</b>	<b>23.1%</b>	<b>13.9%</b>	<b>16.1%</b>	<b>30.8%</b>	<b>19.0%</b>	<b>18.3%</b>	<b>7.1%</b>	<b>12.9%</b>	<b>23.3%</b>	<b>14.7%</b>
<b>not so good/poor</b>	<b>63.8%</b>	<b>81.0%</b>	<b>84.3%</b>	<b>82.1%</b>	<b>64.3%</b>	<b>45.5%</b>	<b>76.9%</b>	<b>83.3%</b>	<b>82.5%</b>	<b>67.3%</b>	<b>79.8%</b>	<b>80.3%</b>	<b>92.9%</b>	<b>87.1%</b>	<b>76.0%</b>	<b>83.3%</b>	
23. entertainment options	excellent	4.3%	0.0%	1.1%	2.4%	7.1%	0.0%	0.0%	0.0%	1.9%	5.8%	2.4%	0.0%	0.0%	1.3%	2.0%	
	good	17.0%	20.3%	19.1%	29.8%	14.3%	18.2%	23.1%	16.7%	23.2%	28.9%	25.0%	21.1%	7.1%	22.6%	23.0%	
	not so good	46.8%	53.2%	44.9%	36.9%	42.9%	72.7%	50.0%	44.4%	43.1%	44.2%	41.7%	46.5%	53.6%	45.2%	42.0%	48.0%
	poor	31.9%	26.6%	31.5%	22.6%	21.4%	0.0%	23.1%	36.1%	29.4%	21.2%	26.2%	29.6%	39.3%	32.3%	29.3%	26.7%
	other, don't know	0.0%	0.0%	3.4%	8.3%	14.3%	9.1%	3.8%	2.8%	2.4%	1.9%	4.8%	2.8%	0.0%	0.0%	4.0%	2.7%
	<b>excellent/good</b>	<b>21.3%</b>	<b>20.3%</b>	<b>20.2%</b>	<b>32.1%</b>	<b>21.4%</b>	<b>18.2%</b>	<b>23.1%</b>	<b>16.7%</b>	<b>25.1%</b>	<b>32.7%</b>	<b>27.4%</b>	<b>21.1%</b>	<b>7.1%</b>	<b>22.6%</b>	<b>24.7%</b>	<b>22.7%</b>
<b>not so good/poor</b>	<b>78.7%</b>	<b>79.7%</b>	<b>76.4%</b>	<b>59.5%</b>	<b>64.3%</b>	<b>72.7%</b>	<b>73.1%</b>	<b>80.6%</b>	<b>72.5%</b>	<b>65.4%</b>	<b>67.9%</b>	<b>76.1%</b>	<b>92.9%</b>	<b>77.4%</b>	<b>71.3%</b>	<b>74.7%</b>	
24. condition of streets	excellent	0.0%	3.8%	4.5%	1.2%	0.0%	0.0%	0.0%	5.6%	2.8%	0.0%	2.4%	1.4%	7.1%	6.5%	4.7%	0.7%
	good	53.2%	57.0%	53.9%	64.3%	64.3%	72.7%	50.0%	41.7%	60.2%	42.3%	59.5%	60.6%	60.7%	61.3%	61.3%	54.0%
	not so good	27.7%	26.6%	23.6%	23.8%	14.3%	27.3%	34.6%	36.1%	22.3%	32.7%	26.2%	26.8%	14.3%	22.6%	20.7%	29.3%
	poor	19.1%	12.7%	18.0%	9.5%	21.4%	0.0%	15.4%	16.7%	14.2%	25.0%	11.9%	11.3%	14.3%	9.7%	13.3%	15.3%
	other, don't know	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.7%
	<b>excellent/good</b>	<b>53.2%</b>	<b>60.8%</b>	<b>58.4%</b>	<b>65.5%</b>	<b>64.3%</b>	<b>72.7%</b>	<b>50.0%</b>	<b>47.2%</b>	<b>63.0%</b>	<b>42.3%</b>	<b>61.9%</b>	<b>62.0%</b>	<b>67.9%</b>	<b>67.7%</b>	<b>66.0%</b>	<b>54.7%</b>
<b>not so good/poor</b>	<b>46.8%</b>	<b>39.2%</b>	<b>41.6%</b>	<b>33.3%</b>	<b>35.7%</b>	<b>27.3%</b>	<b>50.0%</b>	<b>52.8%</b>	<b>36.5%</b>	<b>57.7%</b>	<b>38.1%</b>	<b>38.0%</b>	<b>28.6%</b>	<b>32.3%</b>	<b>34.0%</b>	<b>44.7%</b>	
25. condition of sidewalks	excellent	2.1%	6.3%	10.1%	4.8%	0.0%	9.1%	0.0%	2.8%	8.1%	3.8%	4.8%	4.2%	3.6%	16.1%	9.3%	3.3%
	good	72.3%	69.6%	68.5%	66.7%	64.3%	63.6%	80.8%	63.9%	68.7%	63.5%	75.0%	67.6%	75.0%	61.3%	74.0%	64.0%
	not so good	12.8%	11.4%	11.2%	16.7%	21.4%	18.2%	7.7%	11.1%	13.3%	19.2%	8.3%	15.5%	7.1%	19.4%	8.7%	17.3%
	poor	12.8%	7.6%	9.0%	9.5%	7.1%	0.0%	11.5%	13.9%	9.0%	11.5%	6.0%	11.3%	14.3%	3.2%	6.0%	12.7%
	other, don't know	0.0%	5.1%	1.1%	2.4%	7.1%	9.1%	0.0%	8.3%	0.9%	1.9%	6.0%	1.4%	0.0%	0.0%	2.0%	2.7%
	<b>excellent/good</b>	<b>74.5%</b>	<b>75.9%</b>	<b>78.7%</b>	<b>71.4%</b>	<b>64.3%</b>	<b>72.7%</b>	<b>80.8%</b>	<b>66.7%</b>	<b>76.8%</b>	<b>67.3%</b>	<b>79.8%</b>	<b>71.8%</b>	<b>78.6%</b>	<b>77.4%</b>	<b>83.3%</b>	<b>67.3%</b>
<b>not so good/poor</b>	<b>25.5%</b>	<b>19.0%</b>	<b>20.2%</b>	<b>26.2%</b>	<b>28.6%</b>	<b>18.2%</b>	<b>19.2%</b>	<b>25.0%</b>	<b>22.3%</b>	<b>30.8%</b>	<b>14.3%</b>	<b>26.8%</b>	<b>21.4%</b>	<b>22.6%</b>	<b>14.7%</b>	<b>30.0%</b>	

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		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	Under \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
26. safety and security	excellent	8.5%	12.7%	11.2%	8.3%	0.0%	36.4%	7.7%	8.3%	10.4%	11.5%	9.5%	11.3%	3.6%	16.1%	10.7%	10.0%
	good	85.1%	77.2%	77.5%	77.4%	92.9%	63.6%	76.9%	77.8%	78.2%	63.5%	83.3%	78.9%	89.3%	77.4%	78.7%	78.0%
	not so good	4.3%	3.8%	7.9%	6.0%	7.1%	0.0%	11.5%	2.8%	5.7%	15.4%	2.4%	5.6%	3.6%	3.2%	6.0%	5.3%
	poor	2.1%	5.1%	3.4%	1.2%	0.0%	0.0%	0.0%	5.6%	3.8%	3.8%	2.4%	2.8%	3.6%	3.2%	4.0%	2.7%
	other, don't know	0.0%	1.3%	0.0%	7.1%	0.0%	0.0%	3.8%	5.6%	1.9%	5.8%	2.4%	1.4%	0.0%	0.0%	0.7%	4.0%
	<b>excellent/good</b>	<b>93.6%</b>	<b>89.9%</b>	<b>88.8%</b>	<b>85.7%</b>	<b>92.9%</b>	<b>100.0%</b>	<b>84.6%</b>	<b>86.1%</b>	<b>88.6%</b>	<b>75.0%</b>	<b>92.9%</b>	<b>90.1%</b>	<b>92.9%</b>	<b>93.5%</b>	<b>89.3%</b>	<b>88.0%</b>
<b>not so good/poor</b>	<b>6.4%</b>	<b>8.9%</b>	<b>11.2%</b>	<b>7.1%</b>	<b>7.1%</b>	<b>0.0%</b>	<b>11.5%</b>	<b>8.3%</b>	<b>9.5%</b>	<b>19.2%</b>	<b>4.8%</b>	<b>8.5%</b>	<b>7.1%</b>	<b>6.5%</b>	<b>10.0%</b>	<b>8.0%</b>	

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	Under \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
27. How important would you say it is that Mexico work to retain its downtown's historic character? Would you say it is very important, somewhat, not very or not at all important?	very	46.8%	46.8%	48.3%	50.0%	71.4%	72.7%	46.2%	33.3%	47.9%	44.2%	42.9%	53.5%	60.7%	48.4%	47.3%	48.7%
	somewhat	34.0%	39.2%	46.1%	36.9%	14.3%	27.3%	42.3%	50.0%	39.8%	38.5%	48.8%	33.8%	28.6%	45.2%	40.0%	39.3%
	not very	14.9%	5.1%	4.5%	10.7%	14.3%	0.0%	7.7%	5.6%	8.3%	7.7%	8.3%	7.0%	7.1%	3.2%	7.3%	8.7%
	not at all	4.3%	6.3%	1.1%	1.2%	0.0%	0.0%	3.8%	5.6%	3.3%	3.8%	0.0%	5.6%	3.6%	3.2%	4.7%	2.0%
	other, don't know	0.0%	2.5%	0.0%	1.2%	0.0%	0.0%	0.0%	5.6%	0.5%	5.8%	0.0%	0.0%	0.0%	0.0%	0.7%	1.3%
	<b>very/somewhat</b>	<b>80.9%</b>	<b>86.1%</b>	<b>94.4%</b>	<b>86.9%</b>	<b>85.7%</b>	<b>100.0%</b>	<b>88.5%</b>	<b>83.3%</b>	<b>87.7%</b>	<b>82.7%</b>	<b>91.7%</b>	<b>87.3%</b>	<b>89.3%</b>	<b>93.5%</b>	<b>87.3%</b>	<b>88.0%</b>
<b>not very/not at all</b>	<b>19.1%</b>	<b>11.4%</b>	<b>5.6%</b>	<b>11.9%</b>	<b>14.3%</b>	<b>0.0%</b>	<b>11.5%</b>	<b>11.1%</b>	<b>11.8%</b>	<b>11.5%</b>	<b>8.3%</b>	<b>12.7%</b>	<b>10.7%</b>	<b>6.5%</b>	<b>12.0%</b>	<b>10.7%</b>	

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	Under \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
28. lodging such as hotel, motel or bed and breakfast	1 = Very Low priority	27.7%	26.6%	18.0%	31.0%	14.3%	9.1%	26.9%	27.8%	27.0%	38.5%	28.6%	18.3%	21.4%	16.1%	26.0%	25.3%
	2	23.4%	20.3%	19.1%	19.0%	21.4%	18.2%	23.1%	16.7%	20.4%	7.7%	14.3%	32.4%	21.4%	29.0%	19.3%	20.7%
	3	21.3%	22.8%	41.6%	22.6%	28.6%	36.4%	15.4%	25.0%	29.9%	23.1%	26.2%	31.0%	35.7%	32.3%	26.7%	29.3%
	4	19.1%	20.3%	10.1%	15.5%	28.6%	27.3%	19.2%	25.0%	11.8%	17.3%	19.0%	11.3%	17.9%	6.5%	16.0%	15.3%
	5 = Very High priority	8.5%	10.1%	10.1%	10.7%	7.1%	9.1%	15.4%	5.6%	10.0%	11.5%	10.7%	7.0%	3.6%	16.1%	11.3%	8.7%
	Other, don't know	0.0%	0.0%	1.1%	1.2%	0.0%	0.0%	0.0%	0.0%	0.9%	1.9%	1.2%	0.0%	0.0%	0.0%	0.7%	0.7%
<b>total low priority</b>	<b>51.1%</b>	<b>46.8%</b>	<b>37.1%</b>	<b>50.0%</b>	<b>35.7%</b>	<b>27.3%</b>	<b>50.0%</b>	<b>44.4%</b>	<b>47.4%</b>	<b>46.2%</b>	<b>42.9%</b>	<b>50.7%</b>	<b>42.9%</b>	<b>45.2%</b>	<b>45.3%</b>	<b>46.0%</b>	
<b>total high priority</b>	<b>27.7%</b>	<b>30.4%</b>	<b>20.2%</b>	<b>26.2%</b>	<b>35.7%</b>	<b>36.4%</b>	<b>34.6%</b>	<b>30.6%</b>	<b>21.8%</b>	<b>28.8%</b>	<b>29.8%</b>	<b>18.3%</b>	<b>21.4%</b>	<b>22.6%</b>	<b>27.3%</b>	<b>24.0%</b>	

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	Under \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
29. family or casual style dining	1 = Very Low priority	4.3%	5.1%	2.2%	4.8%	0.0%	0.0%	3.8%	0.0%	5.2%	9.6%	3.6%	2.8%	0.0%	6.5%	4.7%	3.3%
	2	4.3%	2.5%	3.4%	9.5%	0.0%	0.0%	0.0%	8.3%	5.7%	5.8%	3.6%	4.2%	3.6%	3.2%	7.3%	2.7%
	3	10.6%	12.7%	11.2%	14.3%	21.4%	18.2%	3.8%	5.6%	13.7%	17.3%	14.3%	9.9%	3.6%	6.5%	14.7%	10.0%
	4	27.7%	25.3%	27.0%	20.2%	28.6%	18.2%	34.6%	13.9%	25.6%	21.2%	27.4%	25.4%	39.3%	22.6%	28.0%	22.0%
	5 = Very High priority	53.2%	54.4%	55.1%	50.0%	50.0%	63.6%	57.7%	72.2%	48.8%	44.2%	50.0%	57.7%	53.6%	61.3%	45.3%	60.7%
	Other, don't know	0.0%	0.0%	1.1%	1.2%	0.0%	0.0%	0.0%	0.0%	0.9%	1.9%	1.2%	0.0%	0.0%	0.0%	0.0%	1.3%
<b>total low priority</b>	<b>8.5%</b>	<b>7.6%</b>	<b>5.6%</b>	<b>14.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>3.8%</b>	<b>8.3%</b>	<b>10.9%</b>	<b>15.4%</b>	<b>7.1%</b>	<b>7.0%</b>	<b>3.6%</b>	<b>9.7%</b>	<b>12.0%</b>	<b>6.0%</b>	
<b>total high priority</b>	<b>80.9%</b>	<b>79.7%</b>	<b>82.0%</b>	<b>70.2%</b>	<b>78.6%</b>	<b>81.8%</b>	<b>92.3%</b>	<b>86.1%</b>	<b>74.4%</b>	<b>65.4%</b>	<b>77.4%</b>	<b>83.1%</b>	<b>92.9%</b>	<b>83.9%</b>	<b>73.3%</b>	<b>82.7%</b>	

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	Under \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
30. fine dining	1 = Very Low priority	6.4%	6.3%	4.5%	11.9%	7.1%	9.1%	7.7%	0.0%	9.0%	7.7%	7.1%	1.4%	7.1%	16.1%	11.3%	4.0%
	2	12.8%	8.9%	9.0%	6.0%	21.4%	0.0%	7.7%	8.3%	8.5%	13.5%	8.3%	12.7%	3.6%	6.5%	7.3%	10.0%
	3	19.1%	20.3%	25.8%	17.9%	21.4%	54.5%	19.2%	22.2%	19.4%	19.2%	29.8%	15.5%	21.4%	9.7%	19.3%	22.7%
	4	23.4%	25.3%	20.2%	23.8%	14.3%	9.1%	23.1%	19.4%	25.1%	28.8%	17.9%	25.4%	25.0%	22.6%	25.3%	20.7%
	5 = Very High priority	38.3%	39.2%	40.4%	40.5%	35.7%	27.3%	42.3%	50.0%	37.9%	30.8%	36.9%	45.1%	42.9%	45.2%	36.7%	42.7%
	Other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>total low priority</b>	<b>19.1%</b>	<b>15.2%</b>	<b>13.5%</b>	<b>17.9%</b>	<b>28.6%</b>	<b>9.1%</b>	<b>15.4%</b>	<b>8.3%</b>	<b>17.5%</b>	<b>21.2%</b>	<b>15.5%</b>	<b>14.1%</b>	<b>10.7%</b>	<b>22.6%</b>	<b>18.7%</b>	<b>14.0%</b>	
<b>total high priority</b>	<b>61.7%</b>	<b>64.6%</b>	<b>60.7%</b>	<b>64.3%</b>	<b>50.0%</b>	<b>36.4%</b>	<b>65.4%</b>	<b>69.4%</b>	<b>63.0%</b>	<b>59.6%</b>	<b>54.8%</b>	<b>70.4%</b>	<b>67.9%</b>	<b>67.7%</b>	<b>62.0%</b>	<b>63.3%</b>	

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		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	Under \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
31. outdoor dining	1 = Very Low priority	10.6%	12.7%	13.5%	28.6%	14.3%	9.1%	11.5%	19.4%	18.5%	21.2%	17.9%	9.9%	17.9%	16.1%	18.7%	16.0%
	2	12.8%	20.3%	16.9%	20.2%	14.3%	18.2%	15.4%	19.4%	18.0%	13.5%	17.9%	19.7%	25.0%	16.1%	19.3%	16.7%
	3	27.7%	22.8%	25.8%	26.2%	28.6%	18.2%	26.9%	27.8%	25.1%	28.8%	33.3%	21.1%	17.9%	12.9%	27.3%	23.3%
	4	27.7%	20.3%	24.7%	8.3%	21.4%	36.4%	30.8%	16.7%	17.5%	19.2%	17.9%	21.1%	17.9%	29.0%	15.3%	23.3%
	5 = Very High priority	21.3%	24.1%	19.1%	14.3%	21.4%	18.2%	15.4%	16.7%	19.9%	17.3%	13.1%	28.2%	21.4%	25.8%	18.0%	20.7%
	Other, don't know	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%
	<b>total low priority</b>	<b>23.4%</b>	<b>32.9%</b>	<b>30.3%</b>	<b>48.8%</b>	<b>28.6%</b>	<b>27.3%</b>	<b>26.9%</b>	<b>38.9%</b>	<b>36.5%</b>	<b>34.6%</b>	<b>35.7%</b>	<b>29.6%</b>	<b>42.9%</b>	<b>32.3%</b>	<b>38.0%</b>	<b>32.7%</b>
<b>total high priority</b>	<b>48.9%</b>	<b>44.3%</b>	<b>43.8%</b>	<b>22.6%</b>	<b>42.9%</b>	<b>54.5%</b>	<b>46.2%</b>	<b>33.3%</b>	<b>37.4%</b>	<b>36.5%</b>	<b>31.0%</b>	<b>49.3%</b>	<b>39.3%</b>	<b>54.8%</b>	<b>33.3%</b>	<b>44.0%</b>	
32. ice cream shop/soda fountain	1 = Very Low priority	14.9%	17.7%	5.6%	15.5%	14.3%	9.1%	11.5%	2.8%	15.6%	15.4%	11.9%	9.9%	7.1%	25.8%	14.7%	12.0%
	2	14.9%	16.5%	21.3%	16.7%	14.3%	27.3%	15.4%	16.7%	18.0%	7.7%	20.2%	21.1%	14.3%	25.8%	20.0%	15.3%
	3	25.5%	31.6%	28.1%	21.4%	14.3%	18.2%	34.6%	30.6%	26.5%	28.8%	28.6%	23.9%	28.6%	19.4%	28.7%	24.7%
	4	19.1%	24.1%	29.2%	25.0%	28.6%	18.2%	23.1%	27.8%	25.1%	21.2%	22.6%	32.4%	32.1%	22.6%	22.0%	28.0%
	5 = Very High priority	25.5%	10.1%	15.7%	21.4%	28.6%	27.3%	15.4%	14.7%	26.9%	16.7%	12.7%	17.9%	6.5%	14.7%	20.0%	0.0%
	Other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>total low priority</b>	<b>29.8%</b>	<b>34.2%</b>	<b>27.0%</b>	<b>32.1%</b>	<b>28.6%</b>	<b>36.4%</b>	<b>26.9%</b>	<b>19.4%</b>	<b>33.6%</b>	<b>23.1%</b>	<b>32.1%</b>	<b>31.0%</b>	<b>21.4%</b>	<b>51.6%</b>	<b>34.7%</b>	<b>27.3%</b>
<b>total high priority</b>	<b>44.7%</b>	<b>34.2%</b>	<b>44.9%</b>	<b>46.4%</b>	<b>57.1%</b>	<b>45.5%</b>	<b>38.5%</b>	<b>50.0%</b>	<b>39.8%</b>	<b>48.1%</b>	<b>39.3%</b>	<b>45.1%</b>	<b>50.0%</b>	<b>29.0%</b>	<b>36.7%</b>	<b>48.0%</b>	
33. upscale specialty shops	1 = Very Low priority	17.0%	11.4%	7.9%	14.3%	0.0%	18.2%	19.2%	5.6%	13.3%	7.7%	17.9%	5.6%	17.9%	12.9%	16.7%	8.0%
	2	17.0%	26.6%	18.0%	25.0%	14.3%	9.1%	11.5%	25.0%	24.2%	25.0%	21.4%	26.8%	21.4%	22.6%	20.0%	24.0%
	3	36.2%	36.7%	36.0%	31.0%	35.7%	36.4%	34.6%	50.0%	31.8%	28.0%	36.9%	33.8%	35.7%	25.8%	36.0%	33.3%
	4	25.5%	8.9%	23.6%	6.0%	35.7%	18.2%	23.1%	11.1%	13.3%	23.1%	10.7%	19.7%	14.3%	12.9%	14.0%	16.0%
	5 = Very High priority	4.3%	16.5%	13.5%	19.0%	14.3%	18.2%	11.5%	15.2%	11.5%	11.9%	14.1%	11.9%	14.1%	10.7%	25.8%	11.3%
	Other, don't know	0.0%	0.0%	1.1%	4.8%	0.0%	0.0%	0.0%	0.0%	2.4%	3.8%	1.2%	0.0%	0.0%	0.0%	2.0%	1.3%
	<b>total low priority</b>	<b>34.0%</b>	<b>38.0%</b>	<b>25.8%</b>	<b>39.3%</b>	<b>14.3%</b>	<b>27.3%</b>	<b>30.8%</b>	<b>30.6%</b>	<b>37.4%</b>	<b>32.7%</b>	<b>39.3%</b>	<b>32.4%</b>	<b>39.3%</b>	<b>35.5%</b>	<b>36.7%</b>	<b>32.0%</b>
<b>total high priority</b>	<b>29.8%</b>	<b>25.3%</b>	<b>37.1%</b>	<b>25.0%</b>	<b>50.0%</b>	<b>36.4%</b>	<b>34.6%</b>	<b>19.4%</b>	<b>28.4%</b>	<b>34.6%</b>	<b>22.6%</b>	<b>33.8%</b>	<b>25.0%</b>	<b>38.7%</b>	<b>25.3%</b>	<b>33.3%</b>	
34. antique shops	1 = Very Low priority	29.8%	16.5%	15.7%	27.4%	14.3%	27.3%	26.9%	13.9%	22.3%	17.3%	21.4%	23.9%	17.9%	16.1%	22.7%	20.7%
	2	36.2%	24.1%	23.6%	23.8%	21.4%	36.4%	15.4%	30.6%	25.6%	30.8%	27.4%	21.1%	21.4%	35.5%	28.0%	23.3%
	3	21.3%	40.5%	37.1%	26.2%	35.7%	18.2%	34.6%	33.3%	32.7%	34.6%	33.3%	31.0%	50.0%	16.1%	30.0%	34.7%
	4	4.3%	11.4%	15.7%	14.3%	21.4%	9.1%	19.2%	13.9%	10.9%	9.6%	9.5%	18.3%	3.6%	16.1%	12.0%	12.7%
	5 = Very High priority	8.5%	7.6%	7.9%	7.1%	7.1%	9.1%	3.8%	8.3%	8.1%	7.7%	8.3%	5.6%	7.1%	16.1%	6.7%	8.7%
	Other, don't know	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
	<b>total low priority</b>	<b>66.0%</b>	<b>40.5%</b>	<b>39.3%</b>	<b>51.2%</b>	<b>35.7%</b>	<b>63.6%</b>	<b>42.3%</b>	<b>44.4%</b>	<b>47.9%</b>	<b>48.1%</b>	<b>48.8%</b>	<b>45.1%</b>	<b>39.3%</b>	<b>51.6%</b>	<b>50.7%</b>	<b>44.0%</b>
<b>total high priority</b>	<b>12.8%</b>	<b>19.0%</b>	<b>23.6%</b>	<b>21.4%</b>	<b>28.6%</b>	<b>18.2%</b>	<b>23.1%</b>	<b>22.2%</b>	<b>19.0%</b>	<b>17.3%</b>	<b>17.9%</b>	<b>23.9%</b>	<b>10.7%</b>	<b>32.3%</b>	<b>18.7%</b>	<b>21.3%</b>	
35. art galleries and shops	1 = Very Low priority	21.3%	24.1%	14.6%	21.4%	21.4%	9.1%	11.5%	13.9%	23.2%	23.1%	11.9%	21.1%	28.6%	16.1%	27.3%	13.3%
	2	21.3%	15.2%	27.0%	27.4%	21.4%	36.4%	30.8%	16.7%	22.3%	15.4%	32.1%	19.7%	21.4%	29.0%	22.7%	23.3%
	3	31.9%	34.2%	33.7%	23.8%	7.1%	9.1%	23.1%	38.9%	33.2%	19.2%	32.1%	32.4%	32.1%	29.0%	27.3%	34.0%
	4	6.4%	13.9%	14.6%	14.3%	28.6%	9.1%	15.4%	19.4%	10.9%	21.2%	15.5%	14.1%	7.1%	6.5%	11.3%	14.7%
	5 = Very High priority	19.1%	12.7%	10.1%	13.1%	21.4%	36.4%	19.2%	11.1%	10.4%	21.2%	8.3%	12.7%	10.7%	19.4%	11.3%	14.7%
	<b>total low priority</b>	<b>42.6%</b>	<b>39.2%</b>	<b>41.6%</b>	<b>48.8%</b>	<b>42.9%</b>	<b>45.5%</b>	<b>42.3%</b>	<b>30.6%</b>	<b>45.5%</b>	<b>38.5%</b>	<b>44.0%</b>	<b>40.8%</b>	<b>50.0%</b>	<b>45.2%</b>	<b>50.0%</b>	<b>36.7%</b>
	<b>total high priority</b>	<b>25.5%</b>	<b>26.6%</b>	<b>24.7%</b>	<b>27.4%</b>	<b>50.0%</b>	<b>45.5%</b>	<b>34.6%</b>	<b>30.6%</b>	<b>21.3%</b>	<b>42.3%</b>	<b>23.8%</b>	<b>26.8%</b>	<b>17.9%</b>	<b>25.8%</b>	<b>22.7%</b>	<b>29.3%</b>

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		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	Under \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
36. shoe store	1 = Very Low priority	14.9%	7.6%	13.5%	9.5%	14.3%	9.1%	3.8%	8.3%	12.8%	15.4%	4.8%	7.0%	10.7%	16.1%	14.0%	8.7%
	2	12.8%	15.2%	3.4%	11.9%	7.1%	27.3%	23.1%	11.1%	8.1%	9.6%	10.7%	12.7%	7.1%	16.1%	12.0%	8.7%
	3	34.0%	19.0%	30.3%	16.7%	50.0%	9.1%	15.4%	25.0%	24.2%	23.1%	26.2%	28.2%	21.4%	25.8%	30.7%	17.3%
	4	10.6%	30.4%	28.1%	16.7%	14.3%	18.2%	26.9%	30.6%	21.8%	15.4%	22.6%	23.9%	35.7%	22.6%	22.7%	22.7%
	5 = Very High priority	27.7%	27.8%	24.7%	44.0%	14.3%	36.4%	30.8%	25.0%	32.7%	34.6%	35.7%	28.2%	25.0%	19.4%	20.7%	42.0%
	Other, don't know	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.5%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	<b>total low priority</b>	<b>27.7%</b>	<b>22.8%</b>	<b>16.9%</b>	<b>21.4%</b>	<b>21.4%</b>	<b>36.4%</b>	<b>26.9%</b>	<b>19.4%</b>	<b>20.9%</b>	<b>25.0%</b>	<b>15.5%</b>	<b>19.7%</b>	<b>17.9%</b>	<b>32.3%</b>	<b>26.0%</b>	<b>17.3%</b>
<b>total high priority</b>	<b>38.3%</b>	<b>58.2%</b>	<b>52.8%</b>	<b>60.7%</b>	<b>28.6%</b>	<b>54.5%</b>	<b>57.7%</b>	<b>54.5%</b>	<b>57.7%</b>	<b>50.0%</b>	<b>58.3%</b>	<b>52.1%</b>	<b>60.7%</b>	<b>41.9%</b>	<b>43.3%</b>	<b>64.7%</b>	
37. outdoor sporting good store	1 = Very Low priority	14.9%	15.2%	16.9%	21.4%	7.1%	9.1%	19.2%	13.9%	19.0%	25.0%	20.2%	7.0%	17.9%	16.1%	16.7%	18.0%
	2	14.9%	10.1%	20.2%	19.0%	14.3%	18.2%	15.4%	11.1%	17.5%	13.5%	11.9%	18.3%	14.3%	19.4%	16.0%	16.7%
	3	27.7%	31.6%	29.2%	26.2%	42.9%	9.1%	38.5%	38.9%	26.5%	21.2%	34.5%	26.8%	42.9%	25.8%	28.0%	30.0%
	4	17.0%	16.5%	18.0%	21.4%	7.1%	18.2%	11.5%	16.7%	19.9%	23.1%	16.7%	21.1%	10.7%	16.1%	18.7%	18.0%
	5 = Very High priority	25.5%	26.6%	15.7%	10.7%	28.6%	45.5%	15.4%	19.4%	16.6%	15.4%	16.7%	26.8%	14.3%	22.6%	20.7%	16.7%
	Other, don't know	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.5%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	<b>total low priority</b>	<b>29.8%</b>	<b>25.3%</b>	<b>37.1%</b>	<b>40.5%</b>	<b>21.4%</b>	<b>27.3%</b>	<b>34.6%</b>	<b>25.0%</b>	<b>36.5%</b>	<b>38.5%</b>	<b>32.1%</b>	<b>25.4%</b>	<b>32.1%</b>	<b>35.5%</b>	<b>32.7%</b>	<b>34.7%</b>
<b>total high priority</b>	<b>42.6%</b>	<b>43.0%</b>	<b>33.7%</b>	<b>32.1%</b>	<b>35.7%</b>	<b>63.6%</b>	<b>26.9%</b>	<b>36.1%</b>	<b>36.5%</b>	<b>38.5%</b>	<b>33.3%</b>	<b>47.9%</b>	<b>25.0%</b>	<b>38.7%</b>	<b>39.3%</b>	<b>34.7%</b>	
38. clothing stores	1 = Very Low priority	4.3%	5.1%	0.0%	6.0%	0.0%	9.1%	0.0%	0.0%	5.2%	1.9%	2.4%	2.8%	0.0%	9.7%	6.0%	2.0%
	2	4.3%	12.7%	15.7%	10.7%	0.0%	9.1%	11.5%	11.1%	12.8%	9.6%	10.7%	11.3%	21.4%	9.7%	16.0%	7.3%
	3	25.5%	22.8%	18.0%	17.9%	21.4%	18.2%	23.1%	16.7%	20.9%	15.4%	27.4%	19.7%	17.9%	22.6%	27.3%	13.3%
	4	25.5%	30.4%	32.6%	17.9%	21.4%	27.3%	30.8%	33.3%	25.6%	28.8%	26.2%	32.4%	17.9%	29.0%	29.3%	24.0%
	5 = Very High priority	40.4%	29.1%	33.7%	45.2%	57.1%	36.4%	34.6%	38.9%	34.6%	42.3%	33.3%	33.8%	42.9%	29.0%	20.7%	52.7%
	Other, don't know	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.9%	1.9%	0.0%	0.0%	0.0%	0.0%	0.7%	0.7%
	<b>total low priority</b>	<b>8.5%</b>	<b>17.7%</b>	<b>15.7%</b>	<b>16.7%</b>	<b>0.0%</b>	<b>18.2%</b>	<b>11.5%</b>	<b>11.1%</b>	<b>18.0%</b>	<b>11.5%</b>	<b>13.1%</b>	<b>14.1%</b>	<b>21.4%</b>	<b>19.4%</b>	<b>22.0%</b>	<b>9.3%</b>
<b>total high priority</b>	<b>66.0%</b>	<b>59.5%</b>	<b>66.3%</b>	<b>63.1%</b>	<b>78.6%</b>	<b>63.6%</b>	<b>65.4%</b>	<b>72.2%</b>	<b>60.2%</b>	<b>71.2%</b>	<b>59.5%</b>	<b>66.2%</b>	<b>60.7%</b>	<b>58.1%</b>	<b>50.0%</b>	<b>76.7%</b>	
39. attractions aimed at teenagers such as arcade or skating rink	1 = Very Low priority	4.3%	6.3%	14.6%	16.7%	7.1%	9.1%	3.8%	13.9%	12.3%	13.5%	11.9%	2.8%	21.4%	12.9%	14.7%	8.0%
	2	10.6%	10.1%	7.9%	11.9%	7.1%	9.1%	7.7%	8.3%	10.9%	3.8%	6.0%	12.7%	17.9%	19.4%	12.7%	8.0%
	3	12.8%	15.2%	13.5%	21.4%	14.3%	9.1%	23.1%	8.3%	17.1%	9.6%	17.9%	21.1%	14.3%	19.4%	16.7%	15.3%
	4	27.7%	25.3%	25.8%	19.0%	35.7%	36.4%	19.2%	25.0%	23.2%	23.1%	21.4%	25.4%	25.0%	19.4%	24.7%	23.3%
	5 = Very High priority	44.7%	43.0%	38.2%	29.8%	35.7%	36.4%	46.2%	44.4%	36.0%	50.0%	42.9%	38.0%	21.4%	29.0%	31.3%	44.7%
	Other, don't know	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	<b>total low priority</b>	<b>14.9%</b>	<b>16.5%</b>	<b>22.5%</b>	<b>28.6%</b>	<b>14.3%</b>	<b>18.2%</b>	<b>11.5%</b>	<b>22.2%</b>	<b>23.2%</b>	<b>17.3%</b>	<b>17.9%</b>	<b>15.5%</b>	<b>39.3%</b>	<b>32.3%</b>	<b>27.3%</b>	<b>16.0%</b>
<b>total high priority</b>	<b>72.3%</b>	<b>68.4%</b>	<b>64.0%</b>	<b>48.8%</b>	<b>71.4%</b>	<b>72.7%</b>	<b>65.4%</b>	<b>69.4%</b>	<b>59.2%</b>	<b>73.1%</b>	<b>64.3%</b>	<b>63.4%</b>	<b>46.4%</b>	<b>48.4%</b>	<b>56.0%</b>	<b>68.0%</b>	
40. bars/nightclubs	1 = Very Low priority	31.9%	35.4%	33.7%	65.5%	28.6%	63.6%	23.1%	38.9%	46.0%	46.2%	47.6%	33.8%	46.4%	25.8%	41.3%	44.7%
	2	19.1%	19.0%	33.7%	15.5%	7.1%	0.0%	0.0%	27.8%	21.8%	17.3%	20.2%	21.1%	25.0%	20.0%	20.0%	24.7%
	3	23.4%	26.6%	19.1%	9.5%	42.9%	18.2%	19.2%	19.4%	17.5%	19.2%	14.3%	26.8%	17.9%	32.3%	18.0%	20.0%
	4	10.6%	6.3%	9.0%	7.1%	0.0%	9.1%	3.8%	8.3%	9.0%	3.8%	14.3%	7.0%	7.1%	6.5%	12.0%	4.0%
	5 = Very High priority	12.8%	11.4%	4.5%	1.2%	14.3%	9.1%	19.2%	2.8%	5.2%	9.6%	3.6%	9.9%	3.6%	12.9%	8.0%	5.3%
	Other, don't know	2.1%	1.3%	0.0%	1.2%	7.1%	0.0%	0.0%	2.8%	0.5%	3.8%	0.0%	1.4%	0.0%	0.0%	0.7%	1.3%
	<b>total low priority</b>	<b>51.1%</b>	<b>54.4%</b>	<b>67.4%</b>	<b>81.0%</b>	<b>35.7%</b>	<b>63.6%</b>	<b>57.7%</b>	<b>66.7%</b>	<b>67.8%</b>	<b>63.5%</b>	<b>67.9%</b>	<b>54.9%</b>	<b>71.4%</b>	<b>48.4%</b>	<b>61.3%</b>	<b>69.3%</b>
<b>total high priority</b>	<b>23.4%</b>	<b>17.7%</b>	<b>13.5%</b>	<b>8.3%</b>	<b>14.3%</b>	<b>18.2%</b>	<b>23.1%</b>	<b>11.1%</b>	<b>14.2%</b>	<b>13.5%</b>	<b>17.9%</b>	<b>16.9%</b>	<b>10.7%</b>	<b>19.4%</b>	<b>20.0%</b>	<b>9.3%</b>	

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		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	Under \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
41. bookstore	1 = Very Low priority	12.8%	12.7%	6.7%	16.7%	14.3%	9.1%	11.5%	13.9%	12.3%	15.4%	8.3%	9.9%	10.7%	19.4%	16.0%	8.7%
	2	4.3%	2.5%	9.0%	8.3%	14.3%	0.0%	7.7%	0.0%	7.1%	9.6%	6.0%	7.0%	3.6%	3.2%	8.7%	4.0%
	3	29.8%	36.7%	37.1%	22.6%	7.1%	45.5%	30.8%	22.2%	34.6%	19.2%	38.1%	31.0%	35.7%	35.5%	36.7%	26.7%
	4	25.5%	27.8%	28.1%	27.4%	35.7%	27.3%	23.1%	38.9%	25.6%	23.1%	25.0%	31.0%	35.7%	19.4%	23.3%	31.3%
	5 = Very High priority	27.7%	20.3%	19.1%	23.8%	28.6%	18.2%	26.9%	25.0%	19.9%	32.7%	22.6%	21.1%	14.3%	22.6%	15.3%	28.7%
	Other, don't know	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	<b>total low priority</b>	<b>17.0%</b>	<b>15.2%</b>	<b>15.7%</b>	<b>25.0%</b>	<b>28.6%</b>	<b>9.1%</b>	<b>19.2%</b>	<b>13.9%</b>	<b>19.4%</b>	<b>25.0%</b>	<b>14.3%</b>	<b>16.9%</b>	<b>14.3%</b>	<b>22.6%</b>	<b>24.7%</b>	<b>12.7%</b>
<b>total high priority</b>	<b>53.2%</b>	<b>48.1%</b>	<b>47.2%</b>	<b>51.2%</b>	<b>64.3%</b>	<b>45.5%</b>	<b>50.0%</b>	<b>63.9%</b>	<b>45.5%</b>	<b>55.8%</b>	<b>47.6%</b>	<b>52.1%</b>	<b>50.0%</b>	<b>41.9%</b>	<b>38.7%</b>	<b>60.0%</b>	
42. specialty or organic grocery store	1 = Very Low priority	23.4%	31.6%	23.6%	32.1%	14.3%	27.3%	26.9%	22.2%	30.8%	19.2%	32.1%	21.1%	35.7%	32.3%	34.7%	22.0%
	2	29.8%	22.8%	12.4%	14.3%	7.1%	27.3%	23.1%	19.4%	18.0%	13.5%	16.7%	29.6%	10.7%	19.4%	20.7%	16.0%
	3	19.1%	25.3%	32.6%	20.2%	35.7%	9.1%	23.1%	36.1%	23.2%	32.7%	19.0%	23.9%	32.1%	29.0%	19.3%	30.7%
	4	14.9%	6.3%	14.6%	16.7%	14.3%	18.2%	15.4%	8.3%	13.3%	11.5%	17.9%	11.3%	7.1%	9.7%	12.0%	14.0%
	5 = Very High priority	12.8%	13.9%	16.9%	16.7%	28.6%	18.2%	11.5%	13.9%	14.7%	23.1%	14.3%	14.1%	14.3%	9.7%	13.3%	17.3%
	Other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>total low priority</b>	<b>53.2%</b>	<b>54.4%</b>	<b>36.0%</b>	<b>46.4%</b>	<b>21.4%</b>	<b>54.5%</b>	<b>50.0%</b>	<b>41.7%</b>	<b>48.8%</b>	<b>32.7%</b>	<b>48.8%</b>	<b>50.7%</b>	<b>46.4%</b>	<b>51.6%</b>	<b>55.3%</b>	<b>38.0%</b>
<b>total high priority</b>	<b>27.7%</b>	<b>20.3%</b>	<b>31.5%</b>	<b>33.3%</b>	<b>42.9%</b>	<b>36.4%</b>	<b>26.9%</b>	<b>22.2%</b>	<b>28.0%</b>	<b>34.6%</b>	<b>32.1%</b>	<b>25.4%</b>	<b>21.4%</b>	<b>19.4%</b>	<b>25.3%</b>	<b>31.3%</b>	
43. art supply and crafts store	1 = Very Low priority	21.3%	16.5%	11.2%	17.9%	14.3%	9.1%	26.9%	13.9%	16.1%	15.4%	19.0%	9.9%	14.3%	19.4%	19.3%	13.3%
	2	23.4%	16.5%	21.3%	28.6%	21.4%	18.2%	15.4%	25.0%	22.7%	17.3%	20.2%	21.1%	28.6%	22.6%	22.7%	22.0%
	3	29.8%	34.2%	41.6%	21.4%	21.4%	18.2%	26.9%	30.6%	34.6%	28.8%	31.0%	36.6%	46.4%	29.0%	33.3%	30.7%
	4	10.8%	20.3%	15.7%	20.2%	14.3%	36.4%	23.1%	16.7%	16.1%	13.5%	23.8%	19.7%	7.1%	12.9%	16.7%	18.0%
	5 = Very High priority	14.9%	12.7%	10.1%	11.9%	28.6%	18.2%	7.7%	13.9%	10.4%	25.0%	6.0%	12.7%	3.6%	16.1%	8.0%	16.0%
	Other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>total low priority</b>	<b>44.7%</b>	<b>32.9%</b>	<b>32.6%</b>	<b>46.4%</b>	<b>35.7%</b>	<b>27.3%</b>	<b>42.3%</b>	<b>38.9%</b>	<b>38.9%</b>	<b>32.7%</b>	<b>39.3%</b>	<b>31.0%</b>	<b>42.9%</b>	<b>41.9%</b>	<b>42.0%</b>	<b>35.3%</b>
<b>total high priority</b>	<b>25.5%</b>	<b>32.9%</b>	<b>25.6%</b>	<b>32.1%</b>	<b>42.9%</b>	<b>54.5%</b>	<b>30.6%</b>	<b>30.6%</b>	<b>26.5%</b>	<b>38.5%</b>	<b>29.8%</b>	<b>32.4%</b>	<b>10.7%</b>	<b>29.0%</b>	<b>24.7%</b>	<b>34.0%</b>	
44. coffee shop or Internet café	1 = Very Low priority	10.6%	22.8%	13.5%	23.8%	7.1%	0.0%	23.1%	11.1%	21.3%	17.3%	14.3%	16.9%	17.9%	29.0%	22.0%	15.3%
	2	25.5%	16.5%	20.2%	21.4%	21.4%	36.4%	7.7%	13.9%	21.8%	15.4%	26.2%	19.7%	17.9%	25.8%	23.3%	17.3%
	3	25.5%	29.1%	27.0%	25.0%	28.6%	27.3%	38.5%	36.1%	23.7%	26.9%	27.4%	31.0%	21.4%	16.1%	26.7%	26.7%
	4	23.4%	16.5%	22.5%	13.1%	21.4%	18.2%	23.1%	22.2%	17.1%	19.2%	16.7%	16.9%	25.0%	19.4%	17.3%	19.3%
	5 = Very High priority	14.9%	15.2%	16.9%	15.5%	21.4%	18.2%	7.7%	16.7%	15.6%	21.2%	15.5%	15.5%	17.9%	9.7%	10.0%	21.3%
	Other, don't know	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
	<b>total low priority</b>	<b>36.2%</b>	<b>39.2%</b>	<b>33.7%</b>	<b>45.2%</b>	<b>28.6%</b>	<b>36.4%</b>	<b>30.8%</b>	<b>25.0%</b>	<b>43.1%</b>	<b>32.7%</b>	<b>40.5%</b>	<b>36.6%</b>	<b>35.7%</b>	<b>54.8%</b>	<b>45.3%</b>	<b>32.7%</b>
<b>total high priority</b>	<b>38.3%</b>	<b>31.6%</b>	<b>39.3%</b>	<b>28.6%</b>	<b>42.9%</b>	<b>36.4%</b>	<b>30.8%</b>	<b>38.9%</b>	<b>32.7%</b>	<b>40.4%</b>	<b>32.1%</b>	<b>32.4%</b>	<b>42.9%</b>	<b>29.0%</b>	<b>27.3%</b>	<b>40.7%</b>	
45. bakery	1 = Very Low priority	14.9%	8.9%	6.7%	10.7%	14.3%	0.0%	11.5%	5.6%	10.9%	13.5%	9.5%	7.0%	7.1%	6.5%	12.0%	8.0%
	2	14.9%	6.3%	9.0%	9.5%	14.3%	9.1%	0.0%	8.3%	10.4%	7.7%	13.1%	8.5%	7.1%	9.7%	10.7%	8.0%
	3	25.5%	31.6%	27.0%	31.0%	14.3%	63.6%	23.1%	22.2%	29.9%	21.2%	31.0%	28.2%	28.6%	38.7%	30.0%	28.0%
	4	23.4%	32.9%	39.3%	22.6%	42.9%	9.1%	30.8%	36.1%	29.9%	26.9%	29.8%	35.2%	35.7%	25.8%	27.3%	33.3%
	5 = Very High priority	21.3%	20.3%	18.0%	25.0%	14.3%	18.2%	34.6%	27.8%	18.5%	30.8%	15.5%	21.1%	21.4%	19.4%	19.3%	22.7%
	Other, don't know	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.2%	0.0%	0.0%	0.0%	0.7%	0.0%
	<b>total low priority</b>	<b>29.8%</b>	<b>15.2%</b>	<b>15.7%</b>	<b>20.2%</b>	<b>28.6%</b>	<b>9.1%</b>	<b>11.5%</b>	<b>13.9%</b>	<b>21.3%</b>	<b>21.2%</b>	<b>22.6%</b>	<b>15.5%</b>	<b>14.3%</b>	<b>16.1%</b>	<b>22.7%</b>	<b>16.0%</b>
<b>total high priority</b>	<b>44.7%</b>	<b>53.2%</b>	<b>57.3%</b>	<b>47.6%</b>	<b>57.1%</b>	<b>27.3%</b>	<b>65.4%</b>	<b>63.9%</b>	<b>48.3%</b>	<b>57.7%</b>	<b>45.2%</b>	<b>56.3%</b>	<b>57.1%</b>	<b>45.2%</b>	<b>46.7%</b>	<b>56.0%</b>	

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Mexico, Missouri

		Age				Length of residence					Household Income					Gender		
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	Under \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
46. Of the items listed above, what business would you most like to see in downtown Mexico?	Lodging such as hotel, motel or bed and breakfast	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	
	Family or casual style dining	25.5%	29.1%	32.6%	32.1%	21.4%	18.2%	34.6%	41.7%	29.4%	17.3%	31.0%	36.6%	28.6%	32.3%	29.3%	32.0%	
	Fine dining	8.5%	15.2%	20.2%	13.1%	14.3%	9.1%	15.4%	11.1%	16.1%	9.6%	13.1%	15.5%	17.9%	38.7%	18.7%	11.3%	
	Outdoor dining	8.4%	2.5%	1.1%	1.2%	14.3%	18.2%	0.0%	2.8%	0.9%	1.9%	2.4%	4.2%	0.0%	3.2%	3.3%	1.3%	
	Ice cream shop/soda fountain	0.0%	1.3%	0.0%	3.6%	0.0%	0.0%	0.0%	2.8%	1.4%	1.9%	0.0%	0.0%	3.6%	0.0%	1.3%	1.3%	
	Upscale specialty shops	2.1%	1.3%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	2.4%	1.4%	7.1%	0.0%	3.3%	0.0%	
	Antique shops	4.3%	1.3%	3.4%	0.0%	0.0%	0.0%	0.0%	5.6%	1.9%	7.7%	0.0%	0.0%	3.6%	0.0%	1.3%	2.7%	
	Art galleries and shops	0.0%	1.3%	1.1%	0.0%	0.0%	0.0%	3.8%	0.0%	0.5%	1.9%	0.0%	0.0%	0.0%	3.2%	1.3%	0.0%	
	Shoe store	2.1%	3.8%	3.4%	8.3%	7.1%	0.0%	0.0%	5.6%	5.2%	11.5%	3.6%	4.2%	0.0%	0.0%	2.7%	6.7%	
	Outdoor sporting good store	10.6%	7.6%	2.2%	1.2%	0.0%	18.2%	0.0%	0.0%	5.7%	0.0%	3.6%	11.3%	7.1%	3.2%	8.0%	1.3%	
	Clothing stores	4.3%	6.3%	13.5%	23.8%	14.3%	9.1%	7.7%	2.8%	15.2%	11.5%	15.5%	8.5%	17.9%	9.7%	6.0%	20.0%	
	Attraction aimed at teenagers such as an arcade or skating rink	21.3%	22.8%	5.6%	2.4%	0.0%	9.1%	30.8%	16.7%	9.5%	21.2%	14.3%	11.3%	7.1%	0.0%	11.3%	12.0%	
	Bars/nightclubs	2.1%	0.0%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.7%	
	Bookstore	4.3%	1.3%	2.2%	2.4%	7.1%	0.0%	0.0%	5.6%	1.9%	5.8%	2.4%	1.4%	0.0%	0.0%	2.0%	2.7%	
	Specialty or organic grocery store	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	3.8%	2.8%	0.5%	0.0%	0.0%	0.0%	3.6%	6.5%	0.7%	1.3%	
	Art supply and crafts store	2.1%	0.0%	4.5%	1.2%	14.3%	0.0%	0.0%	0.0%	1.9%	3.8%	3.6%	0.0%	0.0%	0.0%	2.0%	2.0%	
	Coffee shop or Internet cafe	2.1%	0.0%	2.2%	2.4%	0.0%	9.1%	3.8%	0.0%	1.4%	1.9%	4.8%	0.0%	0.0%	0.0%	1.3%	2.0%	
Bakery	4.3%	0.0%	1.1%	0.0%	0.0%	9.1%	0.0%	0.0%	0.9%	1.9%	1.2%	1.4%	0.0%	0.0%	1.3%	0.7%		
Other - Specify	0.0%	1.3%	3.4%	8.3%	0.0%	0.0%	0.0%	2.8%	4.7%	1.9%	2.4%	2.8%	0.0%	3.2%	6.0%	1.3%		
47. adding green space, benches and fountains	1 = Very Low priority	8.4%	13.9%	9.0%	19.0%	7.1%	0.0%	0.0%	11.1%	16.1%	11.5%	13.1%	14.1%	14.3%	12.9%	14.7%	11.3%	
	2	23.4%	17.7%	19.1%	17.9%	28.6%	0.0%	23.1%	22.2%	18.5%	15.4%	23.8%	22.5%	14.3%	12.9%	20.0%	18.0%	
	3	29.8%	34.2%	33.7%	28.6%	7.1%	45.5%	30.8%	30.6%	32.7%	25.0%	32.1%	23.9%	50.0%	32.3%	31.3%	32.0%	
	4	25.5%	20.3%	18.0%	19.0%	21.4%	27.3%	34.6%	22.2%	17.5%	13.5%	15.5%	31.0%	14.3%	35.5%	18.7%	21.3%	
	5 = Very High priority	14.9%	13.9%	20.2%	13.1%	28.6%	27.3%	11.5%	13.9%	14.7%	32.7%	14.3%	8.5%	7.1%	6.5%	15.3%	16.0%	
	Other, don't know	0.0%	0.0%	0.0%	2.4%	7.1%	0.0%	0.0%	0.0%	0.5%	1.9%	1.2%	0.0%	0.0%	0.0%	0.0%	1.3%	
	<b>total low priority</b>	<b>29.8%</b>	<b>31.6%</b>	<b>28.1%</b>	<b>36.9%</b>	<b>35.7%</b>	<b>0.0%</b>	<b>23.1%</b>	<b>33.3%</b>	<b>34.6%</b>	<b>26.9%</b>	<b>36.9%</b>	<b>36.6%</b>	<b>28.6%</b>	<b>25.8%</b>	<b>34.7%</b>	<b>29.3%</b>	
	<b>total high priority</b>	<b>40.4%</b>	<b>34.2%</b>	<b>38.2%</b>	<b>32.1%</b>	<b>50.0%</b>	<b>54.5%</b>	<b>46.2%</b>	<b>36.1%</b>	<b>32.2%</b>	<b>46.2%</b>	<b>29.8%</b>	<b>39.4%</b>	<b>21.4%</b>	<b>41.9%</b>	<b>34.0%</b>	<b>37.3%</b>	
	48. improving lighting	1 = Very Low priority	10.6%	11.4%	20.2%	13.1%	0.0%	0.0%	3.8%	13.9%	18.0%	15.4%	11.9%	12.7%	28.6%	16.1%	19.3%	10.0%
		2	19.1%	20.3%	13.5%	19.0%	7.1%	18.2%	15.4%	16.7%	18.5%	11.5%	20.2%	19.7%	14.3%	16.1%	20.0%	15.3%
3		38.3%	35.4%	32.6%	27.4%	35.7%	63.6%	34.6%	38.9%	29.9%	26.9%	29.8%	42.3%	32.1%	35.5%	29.3%	36.0%	
4		14.9%	17.7%	20.2%	16.7%	28.6%	9.1%	19.2%	19.4%	17.1%	21.2%	13.1%	16.3%	25.0%	16.1%	15.3%	20.0%	
5 = Very High priority		17.0%	13.9%	12.4%	19.0%	21.4%	9.1%	23.1%	11.1%	14.7%	21.2%	20.2%	8.5%	0.0%	16.1%	15.3%	15.3%	
Other, don't know		0.0%	1.3%	1.1%	4.8%	7.1%	0.0%	3.8%	0.0%	1.9%	3.8%	4.8%	0.0%	0.0%	0.0%	0.7%	3.3%	
<b>total low priority</b>		<b>29.8%</b>	<b>31.6%</b>	<b>33.7%</b>	<b>32.1%</b>	<b>7.1%</b>	<b>18.2%</b>	<b>19.2%</b>	<b>30.6%</b>	<b>36.5%</b>	<b>26.9%</b>	<b>32.1%</b>	<b>32.4%</b>	<b>42.9%</b>	<b>32.3%</b>	<b>39.3%</b>	<b>25.3%</b>	
<b>total high priority</b>		<b>31.9%</b>	<b>31.6%</b>	<b>32.6%</b>	<b>35.7%</b>	<b>50.0%</b>	<b>18.2%</b>	<b>42.3%</b>	<b>30.6%</b>	<b>31.8%</b>	<b>42.3%</b>	<b>33.3%</b>	<b>25.4%</b>	<b>25.0%</b>	<b>32.3%</b>	<b>30.7%</b>	<b>35.3%</b>	
49. moving utilities underground		1 = Very Low priority	14.9%	10.1%	14.6%	16.7%	0.0%	9.1%	15.4%	8.3%	16.6%	11.5%	13.1%	11.3%	17.9%	19.4%	15.3%	13.3%
		2	25.5%	22.8%	14.6%	15.5%	14.3%	0.0%	11.5%	16.7%	21.3%	19.2%	20.2%	19.7%	17.9%	19.4%	19.3%	18.0%
	3	23.4%	34.2%	27.0%	14.3%	35.7%	18.2%	34.6%	33.3%	21.8%	21.2%	27.4%	26.8%	35.7%	25.8%	27.3%	22.0%	
	4	10.6%	13.9%	15.7%	14.3%	14.3%	27.3%	15.4%	11.1%	13.7%	11.5%	10.7%	18.3%	7.1%	13.3%	14.7%		
	5 = Very High priority	25.5%	19.0%	27.0%	34.5%	35.7%	45.5%	23.1%	30.6%	24.6%	34.6%	27.4%	22.5%	17.9%	22.6%	24.0%	29.3%	
	Other, don't know	0.0%	0.0%	1.1%	4.8%	0.0%	0.0%	0.0%	0.0%	1.9%	1.9%	1.2%	1.4%	3.6%	0.0%	0.7%	2.7%	
	<b>total low priority</b>	<b>40.4%</b>	<b>32.9%</b>	<b>29.2%</b>	<b>32.1%</b>	<b>14.3%</b>	<b>9.1%</b>	<b>26.9%</b>	<b>25.0%</b>	<b>37.9%</b>	<b>30.8%</b>	<b>33.3%</b>	<b>31.0%</b>	<b>35.7%</b>	<b>38.7%</b>	<b>34.7%</b>	<b>31.3%</b>	
	<b>total high priority</b>	<b>36.2%</b>	<b>32.9%</b>	<b>42.7%</b>	<b>48.8%</b>	<b>50.0%</b>	<b>72.7%</b>	<b>38.5%</b>	<b>41.7%</b>	<b>38.4%</b>	<b>46.2%</b>	<b>38.1%</b>	<b>40.8%</b>	<b>25.0%</b>	<b>35.5%</b>	<b>37.3%</b>	<b>44.0%</b>	

Downtown Revitalization and Economic Assistance for Missouri  
Community Survey Telephone Report  
Final Survey Findings and Results

Mexico, Missouri

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	Under \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
50. adding new parking spaces or lots	1 = Very Low priority	19.1%	20.3%	16.9%	25.0%	0.0%	18.2%	23.1%	13.9%	22.3%	19.2%	25.0%	14.1%	21.4%	16.1%	23.3%	17.3%
	2	25.5%	19.0%	18.0%	11.9%	35.7%	27.3%	11.5%	27.8%	15.6%	11.5%	19.0%	22.5%	17.9%	22.6%	21.3%	14.7%
	3	14.9%	32.9%	29.2%	25.0%	7.1%	18.2%	26.9%	30.6%	28.0%	23.1%	23.8%	32.4%	35.7%	35.5%	22.0%	31.3%
	4	21.3%	11.4%	16.9%	16.7%	21.4%	18.2%	19.2%	16.7%	15.2%	15.4%	10.7%	15.5%	17.9%	16.1%	14.0%	18.0%
	5 = Very High priority	19.1%	16.5%	18.0%	19.0%	21.4%	18.2%	19.2%	11.1%	18.5%	28.8%	19.0%	15.5%	7.1%	18.7%	17.3%	
	Other, don't know	0.0%	0.0%	1.1%	2.4%	14.3%	0.0%	0.0%	0.0%	0.5%	1.9%	2.4%	0.0%	0.0%	0.0%	0.7%	1.3%
	<b>total low priority</b>	<b>44.7%</b>	<b>39.2%</b>	<b>34.8%</b>	<b>36.9%</b>	<b>35.7%</b>	<b>45.5%</b>	<b>34.6%</b>	<b>41.7%</b>	<b>37.9%</b>	<b>30.8%</b>	<b>44.0%</b>	<b>36.6%</b>	<b>39.3%</b>	<b>38.7%</b>	<b>44.7%</b>	<b>32.0%</b>
<b>total high priority</b>	<b>40.4%</b>	<b>27.8%</b>	<b>34.8%</b>	<b>35.7%</b>	<b>42.9%</b>	<b>36.4%</b>	<b>38.5%</b>	<b>27.8%</b>	<b>33.6%</b>	<b>44.2%</b>	<b>29.8%</b>	<b>31.0%</b>	<b>25.0%</b>	<b>25.8%</b>	<b>32.7%</b>	<b>35.3%</b>	
51. stricter code enforcement	1 = Very Low priority	17.0%	12.7%	14.6%	14.3%	0.0%	9.1%	11.5%	19.4%	15.2%	17.3%	11.9%	15.5%	17.9%	12.9%	16.0%	12.7%
	2	38.3%	25.3%	16.9%	10.7%	35.7%	36.4%	11.5%	19.4%	20.4%	13.5%	26.2%	17.9%	19.4%	22.7%	18.7%	
	3	21.3%	29.1%	29.2%	31.0%	21.4%	9.1%	38.5%	25.0%	29.4%	38.5%	21.4%	28.2%	32.1%	29.0%	28.0%	28.7%
	4	6.4%	15.2%	18.0%	19.0%	14.3%	36.4%	19.2%	16.7%	14.7%	15.4%	16.7%	16.9%	17.9%	6.5%	15.3%	16.7%
	5 = Very High priority	17.0%	15.2%	18.0%	14.3%	28.6%	9.1%	19.2%	11.1%	15.6%	7.7%	21.4%	12.7%	10.7%	29.0%	16.7%	15.3%
	Other, don't know	0.0%	2.5%	3.4%	10.7%	0.0%	0.0%	0.0%	8.3%	4.7%	7.7%	2.4%	4.2%	3.6%	3.2%	1.3%	8.0%
	<b>total low priority</b>	<b>55.3%</b>	<b>38.0%</b>	<b>31.5%</b>	<b>25.0%</b>	<b>35.7%</b>	<b>45.5%</b>	<b>23.1%</b>	<b>38.9%</b>	<b>35.5%</b>	<b>30.8%</b>	<b>38.1%</b>	<b>38.0%</b>	<b>35.7%</b>	<b>32.3%</b>	<b>38.7%</b>	<b>31.3%</b>
<b>total high priority</b>	<b>23.4%</b>	<b>30.4%</b>	<b>36.0%</b>	<b>33.3%</b>	<b>42.9%</b>	<b>45.5%</b>	<b>38.5%</b>	<b>27.8%</b>	<b>30.3%</b>	<b>23.1%</b>	<b>38.1%</b>	<b>29.6%</b>	<b>28.6%</b>	<b>35.5%</b>	<b>32.0%</b>	<b>32.0%</b>	
52. developing second-story residential space	1 = Very Low priority	12.8%	16.5%	16.9%	35.7%	7.1%	0.0%	15.4%	22.2%	24.6%	21.2%	23.8%	21.1%	17.9%	22.6%	22.0%	21.3%
	2	29.8%	26.6%	11.2%	13.1%	14.3%	36.4%	26.9%	8.3%	19.0%	17.3%	17.9%	25.4%	17.9%	12.9%	17.3%	20.0%
	3	27.7%	31.6%	41.6%	20.2%	28.6%	54.5%	15.4%	44.4%	29.4%	23.1%	34.5%	21.1%	35.7%	41.9%	31.3%	30.0%
	4	17.0%	11.4%	16.9%	11.9%	35.7%	0.0%	30.8%	16.7%	10.9%	15.4%	9.5%	18.3%	14.3%	19.4%	14.7%	13.3%
	5 = Very High priority	12.8%	13.9%	12.4%	11.9%	14.3%	9.1%	11.5%	8.3%	12.8%	21.2%	11.9%	14.1%	14.3%	3.2%	12.0%	13.3%
	Other, don't know	0.0%	0.0%	1.1%	7.1%	0.0%	0.0%	0.0%	0.0%	3.3%	1.9%	2.4%	0.0%	0.0%	0.0%	2.7%	2.0%
	<b>total low priority</b>	<b>42.6%</b>	<b>43.0%</b>	<b>28.1%</b>	<b>48.8%</b>	<b>21.4%</b>	<b>36.4%</b>	<b>42.3%</b>	<b>30.6%</b>	<b>43.6%</b>	<b>38.5%</b>	<b>41.7%</b>	<b>46.5%</b>	<b>35.7%</b>	<b>35.5%</b>	<b>39.3%</b>	<b>41.3%</b>
<b>total high priority</b>	<b>29.8%</b>	<b>25.3%</b>	<b>29.2%</b>	<b>23.8%</b>	<b>50.0%</b>	<b>9.1%</b>	<b>42.3%</b>	<b>25.0%</b>	<b>23.7%</b>	<b>36.5%</b>	<b>21.4%</b>	<b>32.4%</b>	<b>28.6%</b>	<b>22.6%</b>	<b>26.7%</b>	<b>26.7%</b>	
53. making awnings all the same in terms of size and color	1 = Very Low priority	51.1%	38.0%	25.8%	32.1%	21.4%	45.5%	30.8%	30.6%	36.5%	26.9%	41.7%	35.2%	42.9%	25.8%	39.3%	30.7%
	2	23.4%	26.6%	21.3%	16.7%	35.7%	9.1%	30.8%	19.4%	20.4%	25.0%	20.2%	21.1%	14.3%	25.8%	20.7%	22.7%
	3	10.6%	21.5%	28.1%	15.5%	14.3%	9.1%	19.2%	30.6%	19.4%	26.9%	16.7%	19.7%	28.6%	19.4%	18.0%	22.0%
	4	6.4%	8.9%	12.4%	19.0%	14.3%	27.3%	11.5%	2.8%	13.3%	7.7%	11.9%	11.3%	14.3%	16.1%	11.3%	13.3%
	5 = Very High priority	8.5%	5.1%	11.2%	11.9%	14.3%	9.1%	7.7%	13.9%	8.5%	7.7%	7.1%	12.7%	0.0%	12.9%	10.0%	8.7%
	Other, don't know	0.0%	0.0%	1.1%	4.8%	0.0%	0.0%	0.0%	2.8%	1.9%	5.8%	2.4%	0.0%	0.0%	0.0%	0.7%	2.7%
	<b>total low priority</b>	<b>74.5%</b>	<b>64.6%</b>	<b>47.2%</b>	<b>48.8%</b>	<b>57.1%</b>	<b>54.5%</b>	<b>61.5%</b>	<b>50.0%</b>	<b>56.9%</b>	<b>51.9%</b>	<b>61.9%</b>	<b>56.3%</b>	<b>57.1%</b>	<b>51.6%</b>	<b>60.0%</b>	<b>53.3%</b>
<b>total high priority</b>	<b>14.9%</b>	<b>13.9%</b>	<b>23.6%</b>	<b>31.0%</b>	<b>28.6%</b>	<b>36.4%</b>	<b>19.2%</b>	<b>16.7%</b>	<b>21.8%</b>	<b>15.4%</b>	<b>19.0%</b>	<b>23.9%</b>	<b>14.3%</b>	<b>29.0%</b>	<b>21.3%</b>	<b>22.0%</b>	
54. improving signage to help people find the way around	1 = Very Low priority	8.5%	16.5%	12.4%	17.9%	7.1%	9.1%	7.7%	8.3%	17.5%	17.3%	14.3%	9.9%	17.9%	19.4%	16.7%	12.7%
	2	29.8%	15.2%	21.3%	10.7%	14.3%	18.2%	15.4%	27.8%	16.6%	13.5%	17.9%	23.9%	21.4%	16.1%	17.3%	18.7%
	3	19.1%	35.4%	36.0%	35.7%	35.7%	9.1%	26.9%	27.8%	36.0%	25.0%	35.7%	32.4%	46.4%	22.6%	32.7%	33.3%
	4	21.3%	15.2%	16.9%	22.6%	21.4%	36.4%	26.9%	22.2%	16.1%	17.3%	16.7%	23.9%	14.3%	22.6%	17.3%	20.0%
	5 = Very High priority	19.1%	17.7%	13.5%	13.1%	14.3%	27.3%	23.1%	13.9%	13.7%	26.9%	15.5%	8.5%	0.0%	19.4%	16.0%	14.7%
	Other, don't know	2.1%	0.0%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.7%
	<b>total low priority</b>	<b>38.3%</b>	<b>31.6%</b>	<b>33.7%</b>	<b>28.6%</b>	<b>21.4%</b>	<b>27.3%</b>	<b>23.1%</b>	<b>36.1%</b>	<b>34.1%</b>	<b>30.8%</b>	<b>32.1%</b>	<b>33.8%</b>	<b>39.3%</b>	<b>35.5%</b>	<b>34.0%</b>	<b>31.3%</b>
<b>total high priority</b>	<b>40.4%</b>	<b>32.9%</b>	<b>30.3%</b>	<b>35.7%</b>	<b>35.7%</b>	<b>63.6%</b>	<b>50.0%</b>	<b>36.1%</b>	<b>29.9%</b>	<b>44.2%</b>	<b>32.1%</b>	<b>32.4%</b>	<b>14.3%</b>	<b>41.9%</b>	<b>33.3%</b>	<b>34.7%</b>	

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		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	Under \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
55. improving building facades	1 = Very Low priority	4.3%	7.6%	4.5%	10.7%	7.1%	0.0%	7.7%	0.0%	8.5%	5.8%	8.3%	7.0%	7.1%	6.5%	6.7%	7.3%
	2	19.1%	16.5%	11.2%	14.3%	7.1%	9.1%	19.2%	16.7%	14.2%	11.5%	19.0%	11.3%	14.3%	16.1%	12.7%	16.7%
	3	29.8%	30.4%	30.3%	32.1%	28.6%	36.4%	23.1%	41.7%	30.3%	36.5%	32.1%	33.8%	14.3%	25.8%	31.3%	30.7%
	4	14.9%	27.8%	32.6%	25.0%	28.6%	36.4%	30.8%	25.0%	25.6%	15.4%	22.6%	28.2%	46.4%	35.5%	28.0%	24.7%
	5 = Very High priority	31.9%	17.7%	21.3%	15.5%	28.6%	18.2%	19.2%	16.7%	20.4%	28.8%	17.9%	19.7%	14.3%	16.1%	21.3%	19.3%
	Other, don't know	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.9%	1.9%	0.0%	0.0%	3.6%	0.0%	0.0%	1.3%
	<b>total low priority</b>	<b>23.4%</b>	<b>24.1%</b>	<b>15.7%</b>	<b>25.0%</b>	<b>14.3%</b>	<b>9.1%</b>	<b>26.9%</b>	<b>16.7%</b>	<b>22.7%</b>	<b>17.3%</b>	<b>27.4%</b>	<b>18.3%</b>	<b>21.4%</b>	<b>22.6%</b>	<b>19.3%</b>	<b>24.0%</b>
<b>total high priority</b>	<b>46.8%</b>	<b>45.6%</b>	<b>53.9%</b>	<b>40.5%</b>	<b>57.1%</b>	<b>54.5%</b>	<b>50.0%</b>	<b>41.7%</b>	<b>46.0%</b>	<b>44.2%</b>	<b>40.5%</b>	<b>47.9%</b>	<b>60.7%</b>	<b>51.6%</b>	<b>49.3%</b>	<b>44.0%</b>	
56. keeping streets and sidewalks cleaner	1 = Very Low priority	10.6%	3.8%	12.4%	10.7%	7.1%	0.0%	0.0%	8.3%	11.8%	15.4%	8.3%	5.6%	17.9%	9.7%	10.0%	9.3%
	2	27.7%	19.0%	19.1%	14.3%	21.4%	27.3%	23.1%	16.7%	18.0%	13.5%	25.0%	19.7%	25.0%	12.9%	18.7%	19.3%
	3	19.1%	29.1%	18.0%	25.0%	7.1%	36.4%	23.1%	27.8%	22.7%	25.0%	27.4%	21.1%	7.1%	25.8%	24.0%	22.0%
	4	12.8%	22.8%	20.2%	23.8%	35.7%	18.2%	26.9%	22.2%	19.0%	13.5%	13.1%	28.2%	28.6%	25.8%	21.3%	20.0%
	5 = Very High priority	29.8%	25.3%	30.3%	25.0%	21.4%	18.2%	26.9%	25.0%	28.4%	32.7%	25.0%	25.4%	21.4%	25.8%	26.0%	28.7%
	Other, don't know	0.0%	0.0%	0.0%	1.2%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.7%
	<b>total low priority</b>	<b>38.3%</b>	<b>22.8%</b>	<b>31.5%</b>	<b>25.0%</b>	<b>28.6%</b>	<b>27.3%</b>	<b>23.1%</b>	<b>25.0%</b>	<b>29.9%</b>	<b>28.8%</b>	<b>33.3%</b>	<b>25.4%</b>	<b>42.9%</b>	<b>22.6%</b>	<b>28.7%</b>	<b>28.7%</b>
<b>total high priority</b>	<b>42.6%</b>	<b>48.1%</b>	<b>50.6%</b>	<b>48.8%</b>	<b>57.1%</b>	<b>36.4%</b>	<b>53.8%</b>	<b>47.2%</b>	<b>47.4%</b>	<b>46.2%</b>	<b>38.1%</b>	<b>53.5%</b>	<b>50.0%</b>	<b>51.6%</b>	<b>47.3%</b>	<b>48.7%</b>	
57. better landscaping, more flowers and less weeds	1 = Very Low priority	10.6%	12.7%	11.2%	15.5%	14.3%	0.0%	3.8%	5.6%	16.1%	11.5%	13.1%	16.3%	10.7%	9.7%	12.7%	13.3%
	2	14.9%	11.4%	11.2%	13.1%	7.1%	0.0%	7.7%	16.7%	12.8%	17.3%	11.9%	14.1%	10.7%	3.2%	14.7%	10.0%
	3	36.2%	31.6%	36.0%	27.4%	28.6%	36.4%	38.5%	27.8%	32.7%	26.9%	32.1%	25.4%	39.3%	38.7%	31.3%	33.3%
	4	21.3%	25.3%	14.6%	22.6%	21.4%	27.3%	30.8%	19.4%	19.4%	17.3%	22.6%	28.2%	25.0%	16.1%	21.3%	20.0%
	5 = Very High priority	17.0%	19.0%	27.0%	21.4%	28.6%	36.4%	19.2%	30.6%	19.0%	26.9%	20.2%	15.5%	14.3%	32.3%	20.0%	23.3%
	Other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>total low priority</b>	<b>25.5%</b>	<b>24.1%</b>	<b>22.5%</b>	<b>28.6%</b>	<b>21.4%</b>	<b>0.0%</b>	<b>11.5%</b>	<b>22.2%</b>	<b>28.9%</b>	<b>28.8%</b>	<b>25.0%</b>	<b>31.0%</b>	<b>21.4%</b>	<b>12.9%</b>	<b>27.3%</b>	<b>23.3%</b>
<b>total high priority</b>	<b>38.3%</b>	<b>44.3%</b>	<b>41.6%</b>	<b>44.0%</b>	<b>50.0%</b>	<b>63.6%</b>	<b>50.0%</b>	<b>50.0%</b>	<b>38.4%</b>	<b>44.2%</b>	<b>42.9%</b>	<b>43.7%</b>	<b>39.3%</b>	<b>48.4%</b>	<b>41.3%</b>	<b>43.3%</b>	
59. There has been some discussion about developing second story living space in downtown Mexico. Which of the following statements is closest to the way you feel?	Property owners should turn the second floors of their existing buildings into rental units.	46.8%	45.6%	34.8%	22.6%	64.3%	18.2%	50.0%	36.1%	33.6%	40.4%	36.9%	35.2%	50.0%	35.5%	36.0%	36.0%
	Property owners should turn the second floors of their existing buildings into condominiums.	19.1%	16.5%	7.9%	10.7%	7.1%	9.1%	19.2%	19.4%	11.4%	13.5%	9.5%	18.3%	10.7%	22.6%	14.7%	10.7%
	There is no need for second story living space downtown.	27.7%	31.6%	53.9%	54.8%	21.4%	54.5%	26.9%	38.9%	48.3%	40.4%	46.4%	40.8%	39.3%	32.3%	42.7%	46.0%
	Other/don't know	6.4%	6.3%	3.4%	11.9%	7.1%	18.2%	3.8%	5.6%	6.6%	5.8%	7.1%	5.6%	0.0%	9.7%	6.7%	7.3%
60a. Other than your own personal knowledge from living in the community, where would you say is your main source of information about downtown Mexico?	Local newspaper	21.3%	25.3%	29.2%	32.1%	14.3%	9.1%	19.2%	27.8%	30.3%	17.3%	29.8%	28.2%	32.1%	25.8%	22.7%	32.7%
	Television	0.0%	3.8%	0.0%	0.0%	7.1%	0.0%	3.8%	0.0%	0.5%	1.9%	1.2%	0.0%	0.0%	0.0%	0.0%	2.0%
	Radio	6.4%	7.6%	7.9%	10.7%	7.1%	9.1%	3.8%	5.6%	9.5%	5.8%	15.5%	5.6%	7.1%	6.5%	13.3%	3.3%
	Chamber of Commerce web site	6.4%	10.1%	6.7%	1.2%	7.1%	9.1%	11.5%	11.1%	4.7%	3.8%	3.6%	7.0%	14.3%	6.5%	6.0%	6.7%
	Word-of-mouth	27.7%	12.7%	16.9%	14.3%	21.4%	18.2%	34.6%	13.9%	14.7%	21.2%	21.4%	12.7%	21.4%	9.7%	16.0%	17.3%
	I live downtown	10.6%	11.4%	9.0%	7.1%	7.1%	18.2%	3.8%	8.3%	10.0%	15.4%	2.4%	14.1%	7.1%	12.9%	8.0%	10.7%
	Other -Specify	19.1%	17.7%	21.3%	19.0%	14.3%	27.3%	15.4%	22.2%	19.4%	21.2%	16.7%	25.4%	14.3%	22.6%	22.0%	16.7%
No others/don't know	8.5%	11.4%	9.0%	15.5%	21.4%	9.1%	7.7%	11.1%	10.9%	13.5%	9.5%	7.0%	3.6%	16.1%	12.0%	10.7%	

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		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	Under \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
60b. And what is your second most likely source of information?	Local newspaper	34.9%	28.6%	25.9%	22.5%	27.3%	30.0%	33.3%	28.1%	26.1%	31.1%	26.3%	21.2%	40.7%	26.9%	26.5%	27.6%
	Television	2.3%	11.4%	1.2%	5.6%	0.0%	30.0%	8.3%	3.1%	4.3%	6.7%	7.9%	4.5%	0.0%	3.8%	6.8%	3.7%
	Radio	7.0%	11.4%	22.2%	16.9%	0.0%	10.0%	8.3%	6.3%	19.1%	8.9%	18.4%	12.1%	18.5%	15.4%	13.6%	17.2%
	Chamber of Commerce web site	0.0%	1.4%	1.2%	2.8%	0.0%	0.0%	0.0%	0.0%	2.1%	2.2%	0.0%	0.0%	7.4%	0.0%	2.3%	0.7%
	Word-of-mouth	32.6%	25.7%	24.7%	28.2%	36.4%	20.0%	20.8%	37.5%	25.5%	20.0%	25.0%	36.4%	25.9%	15.4%	26.5%	27.6%
	I live downtown	2.3%	1.4%	2.5%	1.4%	0.0%	0.0%	4.2%	0.0%	2.1%	4.4%	2.6%	1.5%	0.0%	0.0%	1.5%	2.2%
	Other -Specify	9.3%	8.6%	9.9%	9.9%	0.0%	0.0%	12.5%	9.4%	10.6%	4.4%	10.5%	13.6%	3.7%	19.2%	10.6%	9.0%
	No others/don't know	11.6%	11.4%	12.3%	12.7%	36.4%	10.0%	12.5%	15.6%	10.1%	22.2%	9.2%	10.6%	3.7%	19.2%	12.1%	11.9%

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	Under \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
61. How familiar are you with a state-sponsored program called the DREAM Initiative? Would you say you are very familiar, somewhat, not very or not at all familiar with the DREAM Initiative?	Very familiar	0.0%	2.5%	4.5%	2.4%	0.0%	0.0%	3.8%	2.8%	2.8%	3.8%	0.0%	1.4%	3.6%	12.9%	2.7%	2.7%
	Somewhat familiar	12.8%	6.3%	18.0%	10.7%	7.1%	0.0%	11.5%	13.9%	12.8%	7.7%	11.9%	9.9%	17.9%	16.1%	10.7%	13.3%
	Not very familiar	12.8%	21.5%	27.0%	26.2%	7.1%	18.2%	23.1%	25.0%	24.2%	15.4%	26.2%	19.7%	35.7%	19.4%	20.0%	26.0%
	Not at all familiar	74.5%	69.6%	50.6%	60.7%	85.7%	81.8%	61.5%	58.3%	60.2%	73.1%	61.9%	69.0%	42.9%	51.6%	66.7%	58.0%
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>very/somewhat</b>	<b>12.8%</b>	<b>8.9%</b>	<b>22.5%</b>	<b>13.1%</b>	<b>7.1%</b>	<b>0.0%</b>	<b>15.4%</b>	<b>16.7%</b>	<b>15.6%</b>	<b>11.5%</b>	<b>11.9%</b>	<b>11.3%</b>	<b>21.4%</b>	<b>29.0%</b>	<b>13.3%</b>	<b>16.0%</b>
	<b>not very/not at all</b>	<b>87.2%</b>	<b>91.1%</b>	<b>77.5%</b>	<b>86.9%</b>	<b>92.9%</b>	<b>100.0%</b>	<b>84.6%</b>	<b>83.3%</b>	<b>84.4%</b>	<b>88.5%</b>	<b>88.1%</b>	<b>88.7%</b>	<b>78.6%</b>	<b>71.0%</b>	<b>86.7%</b>	<b>84.0%</b>

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	Under \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
62. In which of the following age groups are you?	18-34	100.0%	0.0%	0.0%	0.0%	57.1%	36.4%	26.9%	16.7%	10.4%	21.2%	15.5%	22.5%	10.7%	9.7%	16.7%	14.7%
	35-49	0.0%	100.0%	0.0%	0.0%	7.1%	27.3%	50.0%	33.3%	23.2%	21.2%	21.4%	40.8%	21.4%	35.5%	26.7%	26.0%
	50-64	0.0%	0.0%	100.0%	0.0%	28.6%	9.1%	11.5%	22.2%	34.6%	25.0%	27.4%	19.7%	53.6%	41.9%	30.7%	28.7%
	65 or over	0.0%	0.0%	0.0%	100.0%	7.1%	27.3%	11.5%	27.8%	31.3%	32.7%	35.7%	16.9%	14.3%	12.9%	25.3%	30.7%
	Other, don't know, refused	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	Under \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
63. How long have you lived in the Mexico area?	0-2 years	17.0%	1.3%	4.5%	1.2%	100.0%	0.0%	0.0%	0.0%	0.0%	7.7%	2.4%	7.0%	0.0%	6.5%	4.0%	5.3%
	3-5 years	8.5%	3.8%	1.1%	3.6%	0.0%	100.0%	0.0%	0.0%	0.0%	1.9%	6.0%	4.2%	0.0%	0.0%	4.7%	2.7%
	6-10 years	14.9%	16.5%	3.4%	3.6%	0.0%	0.0%	100.0%	0.0%	0.0%	9.6%	10.7%	7.0%	7.1%	9.7%	7.3%	10.0%
	11-20 years	12.8%	15.2%	9.0%	11.9%	0.0%	0.0%	0.0%	100.0%	0.0%	15.4%	8.3%	12.7%	21.4%	9.7%	9.3%	14.7%
	More than 20 years	46.8%	62.0%	82.0%	78.6%	0.0%	0.0%	0.0%	0.0%	100.0%	65.4%	72.6%	69.0%	71.4%	74.2%	74.7%	66.0%
	Other, don't know	0.0%	1.3%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	Under \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
64. For statistical purposes only, please indicate which of the following categories best fits your total household income for 2007. Just stop me when I get to your category.	Under \$25,000	23.4%	13.9%	14.6%	20.2%	28.6%	9.1%	19.2%	22.2%	16.1%	100.0%	0.0%	0.0%	0.0%	0.0%	12.7%	22.0%
	\$25,000 to \$49,999	27.7%	22.8%	25.8%	35.7%	14.3%	45.5%	34.6%	19.4%	28.9%	0.0%	100.0%	0.0%	0.0%	0.0%	27.3%	28.7%
	\$50,000 to \$74,999	34.0%	36.7%	15.7%	14.3%	35.7%	27.3%	19.2%	25.0%	23.2%	0.0%	0.0%	100.0%	0.0%	0.0%	24.7%	22.7%
	\$75,000 to \$99,999	6.4%	7.6%	16.9%	4.8%	0.0%	0.0%	7.7%	16.7%	9.5%	0.0%	0.0%	0.0%	100.0%	0.0%	10.7%	8.0%
	\$100,000 +	6.4%	13.9%	14.6%	4.8%	14.3%	0.0%	11.5%	8.3%	10.9%	0.0%	0.0%	0.0%	0.0%	100.0%	14.7%	6.0%
	Other, don't know, refused	2.1%	5.1%	12.4%	20.2%	7.1%	18.2%	7.7%	8.3%	11.4%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	12.7%

		Age				Length of residence					Household Income					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	Under \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
65. Gender	Male	53.2%	50.6%	51.7%	45.2%	42.9%	63.6%	42.3%	38.9%	53.1%	36.5%	48.8%	52.1%	57.1%	71.0%	100.0%	0.0%
	Female	46.8%	49.4%	48.3%	54.8%	57.1%	36.4%	57.7%	61.1%	46.9%	63.5%	51.2%	47.9%	42.9%	29.0%	0.0%	100.0%