

COMMUNITY TELEPHONE SURVEY REPORT

SURVEY FINDINGS AND RESULTS

CITY OF TRENTON, MISSOURI

January 2009



D·R·E·A·M
I N I T I A T I V E

ACKNOWLEDGMENTS



TMU

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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 Trenton, Missouri.
- The margin of error for this survey is $\pm 5.7\%$.
- The survey consisted of 67 questions and took, on average, a little over 16 minutes to complete.
- Fieldwork was conducted through October 5, 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.

CRI DAILY REPORT			
UNI057 - City of Trenton Survey			
Cumulative Thru 10/5/08			
			Dials
No Answer		2,941	38.89%
Phone busy		667	8.82%
Disconnected Phone		895	11.83%
Business/Government		167	2.21%
Respondent Not Available		791	10.46%
Refusal		507	6.70%
Computer Tone		138	1.82%
Language Problem		42	0.56%
Schedule Callback		26	0.34%
Mid-Interview Terminate		14	0.19%
Answering Machine		963	12.73%
Terminate - No One in Household 18 or Older		14	0.19%
Overquota - Age		98	1.30%
Completes	(Quota = 300)	300	3.97%
TOTAL DIALS		7,563	100.00%
Incidence:	95.73%		
Length:	16.3 min.		

SECTION II

EXECUTIVE SUMMARY

In August 2008, UNICOM-ARC conducted a telephone survey of residents in Trenton 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 $\pm 5.4\%$.

A. KEY POINTS: PRIORITIES AND FEEDBACK

- ◆ A majority of respondents felt that Trenton is moving in the right direction; and less than one-quarter of respondents felt that Trenton is moving in the wrong direction.
- ◆ Among several possible areas of improvement for the City of Trenton, respondents placed the highest priority on repairing major streets.
- ◆ Three-quarters of respondents indicated that they visit downtown once a month or more.
- ◆ Over two-thirds of respondents said they most often utilize downtown to visit government or post office.
- ◆ A majority of respondents felt "excellent" or "good" about many characteristics of a downtown as they relate to Trenton.
- ◆ Almost eight in ten respondents felt that retaining the historic of downtown Trenton is "very" or "somewhat" important.
- ◆ Majorities of respondents placed a high priority on adding family or casual dining options, an arcade or other attraction aimed at teenagers, and clothing stores downtown.
- ◆ Among several potential downtown improvements, a majority of respondents placed high priorities on improving building façades and keeping streets and sidewalks cleaner.
- ◆ Nearly two-thirds of respondents were in favor of the idea of second-floor living space, either rental units or condominiums, downtown.
- ◆ Most respondents said that they receive their information about downtown Trenton through the local newspaper and word-of-mouth.

B. KEY DEMOGRAPHIC INFORMATION

By age:

- ◆ A majority of respondents under 49 years old felt that Trenton is moving in the right direction.
- ◆ More than six in ten respondents over the age of 65 felt that Trenton is moving in the right direction.
- ◆ Improving emergency services and upgrading parks and recreation facilities were particularly important to 18-34 year old respondents.
- ◆ 18-34 year old respondents indicated that they visit downtown Trenton more often than any other group does.
- ◆ 18-34 year old respondents indicated that they visit downtown Trenton for shopping, dining, entertainment, and other outdoor recreation more often than any other group.
- ◆ Trenton's oldest respondents indicated that they visit downtown Trenton for attending church more often than any other age group.
- ◆ The 65+ age group viewed business hours and entertainment options more favorably than other age groups.
- ◆ The 18-34 age group viewed occupied storefronts more favorably than other age groups.
- ◆ Trenton's youngest residents were more interested in bars and nightclubs and an arcade or other attractions aimed at teenagers than were older residents.
- ◆ There were no significant differences in the priorities of respondents of different ages for aesthetic and structural improvements.

By amount of time respondents had lived in Trenton:

- ◆ Attracting more big box retail development was particularly important to those who have lived in Trenton 3-5 years.
- ◆ Residents who have lived in Trenton for 0-2 years indicated that they visit downtown Trenton for dining and entertainment more often than any other group does.
- ◆ Residents who have lived in Trenton for 3-5 years indicated that they visit downtown Trenton for shopping and conducting business more often than any other group does.

- ◆ Residents who have lived in Trenton for 11-20 years indicated that they visit downtown Trenton for attending church and visiting or attending college more often than any other group does.
- ◆ Respondents who have lived in Trenton 3-5 years viewed signage and available green space more favorably than other groups.
- ◆ Respondents who have lived in Trenton 0-2 years viewed safety during the day more favorably than all other groups—*all* of the respondents in this group viewed safety during the day favorably.
- ◆ Most types of businesses were significantly more of a priority to respondents who have been in Trenton for 0-2 years than respondents in other groups: lodging, fine dining, art galleries and shops, a convenience or grocery store, a bookstore, museums, and a performing arts center.
- ◆ Trenton's newest residents were *least* interested in antique shops—*none* of the respondents in the 0-2 year group viewed antique shops as a high priority.
- ◆ Respondents who have lived in town for 0-5 years were more interested improving lighting than more long-time residents.
- ◆ Respondents who have lived in town for 3-5 years were more interested moving utilities underground and keeping streets and sidewalks cleaner than respondents in other groups.

By income level:

- ◆ Attracting more big box retail development was particularly important to respondents with an annual household income from \$75,000 to \$99,999.
- ◆ Repairing major streets and revitalizing the downtown area was particularly important to respondents with annual household incomes over \$100,000.
- ◆ Residents with incomes of \$75,000 to \$99,999 indicated that they visit downtown Trenton for special events and visiting or attending college more often than other income groups do.
- ◆ Respondents in the \$75,000-99,999 income group viewed available green space and condition of sidewalks more favorably than all other groups.
- ◆ Respondents in the \$75,000- \$99,999 income group were more interested in fine dining than residents in other income groups.
- ◆ Respondents in the \$100,000+ income group were more interested in an arcade or other attractions aimed at teenagers than residents in lower income groups.

- ◆ Trenton's lowest-income residents placed a higher priority on adding green space than any other income group.
- ◆ Trenton's highest-income residents placed a higher priority on improving lighting and moving utilities underground than other income groups did.

By gender:

- ◆ Revitalizing downtown, repairing major streets, and improving emergency services were particularly important to female respondents.
- ◆ Male respondents indicated that they visit downtown to conduct business more often than female residents do.
- ◆ Most types of businesses were significantly more of a priority to female residents than to male residents: art galleries and shops, a coffee shop, a convenience or grocery store, clothing stores, a bookstore, and a performing arts center.
- ◆ The following improvements were significantly more of a priority to female residents than to male residents: stricter code enforcement, making the area more pedestrian-friendly, and improving building façades.
- ◆ There were no significant differences in the ways female and male respondents viewed downtown Trenton

C. COMMUNITY PRIORITIES AND FEEDBACK IN DETAIL

Priorities for the Community:

- ✓ **A majority of respondents felt that Trenton is moving in the right direction; less than one-quarter of respondents felt that Trenton is moving in the wrong direction.**

53.0% of respondents felt that Trenton is moving in the right direction, 22.7% of respondents felt that Trenton is moving in the wrong direction, and 15.3% of the respondents felt that the direction was "mixed."

- ✓ **Respondents were most likely to place a high priority on 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. Two-thirds (66.7%) of respondents answered that "repairing major streets" should be a high priority for Trenton.

A majority of respondents placed a high priority on "attracting more big box retail development" (60.3%) and on "improving emergency services" (54.0%). Less than half placed a high priority on "revitalizing the Trenton downtown area" (39.3%) and on "upgrading parks and recreation facilities" (34.0%).

Visiting Downtown:

- ✓ **Three-quarters of 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. Nearly half of respondents (45.3%) answered that they visit downtown "more than five times a month." Nearly one-third (30.0%) visit downtown "one to five times per month." Smaller percentages of respondents said that they visit downtown "less than once a month" (16.0%), and "once a year or less" (5.7%).

Respondents were then given a list of reasons for visiting downtown and asked how often they conduct these activities in downtown Trenton. Respondents indicated they were most likely to visit downtown for the government or post office, for dining, and for conducting business.

The following percentages of people responded "very often" or "somewhat often":

- ◆ Government/post office (72.3%)
- ◆ Conducting business (56.8%)
- ◆ Shopping (48.3%)
- ◆ Special events (44.5%)
- ◆ Attending church (37.3%)
- ◆ Dining (37.3%)
- ◆ Other outdoor recreation, such as walking (32.5%)
- ◆ Entertainment (24.3%)
- ◆ Visiting or attending college (16.4%)

When asked which one of these reasons respondents would most often visit downtown, just over one-quarter of respondents indicated "conducting business" (27.4%).

Views of Current Downtown Trenton:

- ✓ **A majority of respondents felt "excellent" or "good" about many characteristics of a downtown as they relate to Trenton.**
- ✓ **Almost eight in ten respondents felt that retaining the historic of downtown Trenton is "very" or "somewhat" important.**

Respondents were read a list of thirteen characteristics of a downtown and asked to rate conditions in downtown Trenton.

Four characteristics were rated very highly, either "excellent" or "good," by more than two-thirds of respondents:

- ◆ Safety during the day (92.3%)
- ◆ Preservation of historic structures (75.3%)
- ◆ Safety at night (75.0%)
- ◆ Convenient business hours (70.7%)

Five other characteristics were rated highly, either “excellent” or “good,” by majorities of respondents:

- ◆ Condition of sidewalks (63.7%)
- ◆ Condition of streets (61.3%)
- ◆ Convenient parking (58.7%)
- ◆ Signs to help people find their way around (58.0%)
- ◆ Available green space (57.0%)

The other downtown characteristics tested in this section were not considered descriptive of downtown Trenton, as minorities of respondents rated them “excellent” or “good”:

- ◆ Diverse mix of businesses (31.7%)
- ◆ Dining options (30.7%)
- ◆ Occupied storefronts (25.7%)
- ◆ Entertainment options (22.0%)

An overwhelming majority of respondents (79.0%) suggested that it is “very” or “somewhat” important that downtown Trenton work to retain its historic character. Only 19.7% 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 dining options, an arcade or other attraction aimed at teenagers, and clothing stores 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 Trenton should place on bringing each type of business to its own downtown area.

Three types of businesses were viewed as a “very high” or “high” priority to majorities of respondents:

- ◆ Family or casual dining (68.3%)
- ◆ Arcade or other attraction aimed at teenagers (57.3%)
- ◆ Clothing stores (57.0%)

The remaining businesses were “very high” or “high” priorities for less than half of respondents:

- ◆ Fine dining (48.0%)
- ◆ Ice cream shop/soda fountain (43.3%)
- ◆ Performing arts center (42.7%)
- ◆ Convenience store or grocery store (39.0%)
- ◆ Bookstore (38.0%)
- ◆ Banquet or reception facility (37.0%)
- ◆ Coffee shop (36.0%)

- ◆ Museums (31.0%)
- ◆ Art galleries and shops (30.3%)
- ◆ Lodging such as hotel, motel, or bed and breakfast (30.0%)
- ◆ Antique shops (19.3%)
- ◆ Bars/nightclubs (13.0%)

When asked to choose the one business respondents would most like to see in downtown Trenton, nearly one-quarter (23.3%) answered “family or casual style dining,” followed by “clothing stores” (20.3%).

Priorities for Other Downtown Improvements:

- ✓ Among several potential downtown improvements, a majority of respondents placed a high priority on improving building façades and keeping streets and sidewalks cleaner.
- ✓ Nearly two-thirds of respondents were in favor of the idea of second-floor living space, either rental units or condominiums, 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.

Two possible improvements were considered a “very high” or “high” priority to over half of respondents:

- ◆ Improving building façades (63.3%)
- ◆ Keeping streets and sidewalks cleaner (50.7%)

The other potential improvements tested in the survey were considered high priorities to less than half of respondents:

- ◆ Adding new parking spaces or lots (44.7%)
- ◆ Making the area more pedestrian-friendly (43.3%)
- ◆ Improving signage to help people find their way around (42.0%)
- ◆ Developing second-story residential space (37.7%)
- ◆ Changing traffic flow to make it easier to get around downtown (36.3%)
- ◆ Moving utilities underground (35.7%)
- ◆ Stricter code enforcement (35.0%)
- ◆ Improving lighting (31.0%)
- ◆ Adding green space (26.3%)

When asked how they felt about second-story living space being developed in downtown buildings, 63.7% felt that these residential spaces should be developed, and 28.3% felt that they *should not*.

Communication about Downtown:

- ✓ **A majority of respondents receive their information about downtown Trenton through local newspapers and word-of-mouth.**

When asked to indicate their primary and secondary sources of information about downtown Trenton, two-thirds (66.3%) indicated that the newspaper was either their primary (39.3%) or secondary (27.0%) source of information. Half (50.0%) indicated that word-of-mouth was either their primary (24.0%) or secondary (26.0%) source of information.

D. DEMOGRAPHIC INFORMATION IN DETAIL

Priorities for the Community:

- ✓ **More than six in ten respondents over the age of 65 felt that Trenton is moving in the right direction.**

Respondents were asked if Trenton as a whole was moving in the right direction, the wrong direction, or a mixed direction. 62.1% of those over 65 felt that Trenton is moving in the right direction, compared to less than 49.3% of all other age groups.

- ✓ **Revitalizing downtown, repairing major streets, and improving emergency services were particularly important to female respondents.**

Almost half (47.4%) of female respondents felt that revitalizing downtown should be a high priority, compared to only 31.1% of male respondents. Similarly, 70.4% of female respondents felt that repairing major streets should be a high priority, compared to 62.8% of male respondents. In addition, 59.2% of female respondents felt that improving emergency services should be a high priority, compared to only 48.6% of male respondents.

- ✓ **Improving emergency services and upgrading parks and recreation facilities were particularly important to 18-34 year old respondents.**

Two thirds (65.9%) of respondents ages 18-34 felt that improving emergency services should be a high priority, compared to less than 56.8% of those in other age groups. Similarly, 46.3% of respondents ages 18-34 felt that parks and recreation should be a high priority, compared to less than 37.9% of those in other age groups.

- ✓ **Attracting more big box retail development was particularly important to those who have lived in Trenton 3-5 years.**

Over nine in ten residents that have been in Trenton for 3-5 years (92.9%) felt that attracting more big box retail development should be a high priority. Less than 75.6% of all other groups expressed a similar sentiment.

- ✓ **Attracting more big box retail development was particularly important to respondents with an annual household income from \$75,000 to \$99,999.**

Over three-quarters of the residents that with household incomes of \$75,000-\$99,999 per year (76.0%) felt that attracting more big box retail development should be a high priority; less than 64.9% of all other income groups felt the same.

- ✓ **Repairing major streets and revitalizing the downtown area was particularly important to respondents with annual household incomes over \$100,000.**

Over nine in ten residents that with household incomes over \$100,000 (93.3%) felt that repairing major streets should be a high priority; less than 84.0% of all other groups felt the same. Similarly, six in ten residents that with household incomes over \$100,000 (60.0%) felt that revitalizing downtown Trenton should be a high priority; less than 41.9% of all other groups felt the same.

Visiting Downtown:

- ✓ **18-34 year old respondents indicated that they visit downtown Trenton more often than any other group does.**

More than three in five (63.4%) of Trenton's 18-34 year old residents visit downtown more than five times a month, as compared to less than 45.3% of all other age groups.

- ✓ **18-34 year old respondents indicated that they visit downtown Trenton for shopping, dining, entertainment, and other outdoor recreation more often than any other group does.**

For shopping, 61.0% of 18-34 year old respondents visit downtown "very" or "somewhat" often, as compared to less than 51.6% of other age groups. For dining, 51.2% of 18-34 year old respondents visit downtown "very" or "somewhat" often, as compared to less than 38.9% of other age groups. Similarly, for outdoor recreation, 56.1% of 18-34 year old respondents visit downtown "very" or "somewhat" often, as compared to less than 33.7% of other age groups. Finally, for entertainment, 39.0% of 18-34 year old respondents visit downtown "very" or "somewhat" often, as compared to less than 25.6% of other age groups.

- ✓ **Residents who have lived in Trenton for 0-2 years indicated that they visit downtown Trenton for dining and entertainment more often than those who have lived longer in Trenton.**

For dining, 84.6% of residents who have lived in Trenton 0-2 years visit downtown "very" or "somewhat" often, as compared to less than 57.1% of other groups. For entertainment, 46.2% of residents who have lived in Trenton 0-2 years visit downtown "very" or "somewhat" often, as compared to less than 35.7% of other groups.

- ✓ **Residents who have lived in Trenton for 3-5 years indicated that they visit downtown Trenton for shopping and conducting business more often than longer or shorter tenured residents.**

For shopping, 78.6% of residents who have lived in Trenton 3-5 years visit downtown "very" or "somewhat" often, as compared to less than 61.5% of other groups. For conducting business, 85.7% of residents who have lived in Trenton 3-5 years visit downtown "very" or "somewhat" often, as compared to less than 76.9% of other groups.

- ✓ **Residents who have lived in Trenton for 11-20 years were especially likely to indicate that they visit downtown Trenton for attending church and visiting or attending college.**

For attending church, 53.8% of residents who have lived in Trenton 11-20 years visit downtown "very" or "somewhat" often, as compared to less than 46.2% of other groups. For visiting or attending college, 33.3% of residents who have lived in Trenton 11-20 years visit downtown "very" or "somewhat" often, as compared to less than 19.0% of other groups.

- ✓ **Residents with incomes of \$75,000 to \$99,999 indicated that they visit downtown Trenton for special events and visiting or attending college more often than other income groups do.**

For special events, 64.0% of residents with annual household incomes of \$75,000-\$99,999 indicated that they visit downtown "very" or "somewhat" often, as compared to less than 50.0% of other income groups. For visiting or attending college, 44.0% of residents with annual household incomes of \$75,000-\$99,999 indicated that they visit downtown "very" or "somewhat" often, as compared to less than 21.4% of other income groups.

- ✓ **Male respondents indicated that they visit downtown to conduct business more often than female residents do.**

For conducting business, 63.4% of male respondents indicated that they visit downtown "very" or "somewhat" often, as compared to 50.3% of female respondents.

- ✓ **Trenton's oldest respondents indicated that they visit downtown Trenton for attending church more often than any other age group does.**

For attending church, 50.5% of 65+ year old respondents visit downtown "very" or "somewhat" often, as compared to less than 31.9% of younger age groups.

Views of Current Downtown Trenton:

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

Significant percentages of the 65+ age group viewed business hours (85.3%) and entertainment options (36.8%) as "excellent" or "good." Less than 68.3% of other age groups viewed business hours favorably, and less than 19.5% of other age groups viewed entertainment options favorably.

- ✓ **The 18-34 age group viewed occupied storefronts more favorably than other age groups.**

Four in ten of the 18-35 age group (39.0%) viewed occupied storefronts as "excellent" or "good." Less than 26.3% of other age groups felt the same.

- ✓ **Respondents who have lived in Trenton 3-5 years viewed signage and available green space more favorably than other groups.**

Significant percentages of respondents who have lived in Trenton 3-5 years viewed signage (85.7%), and green space (71.4%) as “excellent” or “good.” Less than 63.4% of other groups viewed signage favorably, and less than 58.6% of other groups viewed green space favorably.

- ✓ Respondents who have lived in Trenton 0-2 years viewed safety during the day more favorably than all other groups—*all* of the respondents in this group viewed safety during the day favorably.

100.0% of respondents in this group felt that safety during the day is “excellent” or “good.” Between 81.0% and 93.3% of other groups felt the same.

- ✓ Respondents in the \$75,000-99,999 income group viewed available green space and condition of sidewalks more favorably than all other groups.

Significant percentages of respondents in this income group viewed green space (76.0%) and condition of sidewalks (80.0%) as “excellent” or “good.” Less than 66.7% of other groups viewed green space favorably, and less than 63.6% of other groups viewed condition of sidewalks favorably.

- ✓ There were no significant differences in the ways female and male respondents viewed conditions in downtown Trenton.

Female and male respondents’ responses were within approximately 10% of each other for all of the options given.

Priorities for Types of Downtown Businesses:

- ✓ Most types of businesses were significantly more of a priority to female residents than to male residents: art galleries and shops, a coffee shop, a convenience or grocery store, clothing stores, a bookstore, and a performing arts center.

Significantly more women than men saw the following as priorities: art galleries and shops, a coffee shop, a convenience or grocery store, clothing stores, a bookstore, and a performing arts center. These differences ranged from 10%-25%.

- ✓ Most types of businesses were significantly more of a priority to newer Trenton residents (0-2 years) than to longer tenured residents: lodging, fine dining, art galleries and shops, a convenience or grocery store, a bookstore, museums, and a performing arts center.

Significantly more respondents in the 0-2 year group than more long-time residents saw the following as priorities: lodging, fine dining, art galleries and shops, a convenience or grocery store, a bookstore, museums, and a performing arts center. These differences ranged from 7%-20%.

- ✓ Trenton’s newer residents were *least* interested in antique shops—*none* of the respondents in the 0-2 year group viewed antique shops as a high priority.

None (0.0%) of the respondents who have lived in Trenton 0-2 years felt that antique shops were a high priority, compared to more than 14.3% of other groups.

- ✓ Respondents in the \$75,000- \$99,999 income group were more interested in fine dining than residents in other income groups.

About two thirds (64.0%) of these respondents felt that fine dining was a high priority. Less than 53.3% of others felt the same about fine dining.

- ✓ Respondents in the \$100,000+ income group were more interested in an arcade or other attractions aimed at teenagers than residents in lower income groups.

Four in five (80.0%) respondents in the \$100,000+ income group felt that attractions aimed at teenagers should be high priorities. Less than 57.3% of others felt the same about attractions aimed at teenagers.

- ✓ Trenton's youngest residents were more interested in "bars and nightclubs" and "an arcade or other attractions aimed at teenagers" than were older residents.

80.5% of respondents in the 18-34 age group felt that attractions aimed at teenagers were high priorities. Less than 65.3% of others felt the same about attractions aimed at teenagers. Similarly, 29.3% of respondents in the 18-34 age group felt that bars and nightclubs were high priorities. Less than 14.9% of others felt the same about bars and nightclubs.

Priorities for Other Downtown Improvements:

- ✓ Respondents who have lived in town for 0-5 years were more interested improving lighting than more long-time residents.

50.0% of residents that have lived in Trenton 0-5 years viewed improving lighting as a high priority, compared to less than 31.7% of other groups

- ✓ Respondents who have lived in town for 3-5 years were more interested moving utilities underground and keeping streets and sidewalks cleaner than respondents in other groups.

64.3% of respondents that have lived in Trenton 3-5 years viewed moving utilities underground as a high priority, compared to less than 38.1% of other groups. Similarly, 71.4% of respondents that have lived in Trenton 3-5 years viewed keeping streets and sidewalks cleaner as a high priority, compared to less than 61.0% of other groups.

- ✓ Trenton's lowest-income residents placed a higher priority on adding green space than any other income group.

One in four (40.0%) residents with annual incomes of less than \$25,000 place a high or very high priority on adding green space, while less than 28.4% of higher income groups feel the same.

- ✓ **Trenton's highest-income residents placed a higher priority on improving lighting and moving utilities underground than other income groups did.**

Half of residents with annual incomes of more than \$100,000 placed a high or very high priority on improving lighting (46.7%) and moving utilities underground (53.3%), while less than 33.8% of other income groups felt the same about lighting, and less than 44.0% of other income groups felt the same about underground utilities.

- ✓ **The following improvements were significantly more of a priority to female residents than to male residents: stricter code enforcement, making the area more pedestrian-friendly, and improving building façades.**

Significantly more women than men saw the following as priorities: improving pedestrian-friendliness (48.0%), improving building façades (68.4%), and stricter code enforcement (40.1%).

- ✓ **There were no significant differences in the priorities of respondents of different ages for aesthetic and structural improvements.**

The respondents' in various age groups responded within approximately 10% of other age groups for all of the options given.

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SECTION III

OVERVIEW OF DATA

In August 2008, UNICOM • ARC conducted a telephone survey of residents in Trenton 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 $\pm 5.4\%$. This Overview of Data provides raw frequencies to the questions. We give exact wording of each question, editing only some instructions in the interest of space. The list is sorted where appropriate and the most prevalent response is bolded in each section.

		%
1. Thinking about the Trenton, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?	Right direction	53.0%
	Mixed	15.3%
	Wrong direction	22.7%
	Other, don't know	9.0%

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. The first is...

	Mean	Very High priority (5) %	total high priority (4-5) %	3 %	total low priority (1-2) %
3. Repairing major streets	3.92	39.7%	66.7%	23.0%	10.3%
6. Attracting more big box retail development	3.76	42.0%	60.3%	19.3%	19.0%
4. Improving emergency services	3.44	26.7%	54.0%	19.7%	25.7%
2. Revitalizing the Trenton downtown area	3.19	22.3%	39.3%	32.0%	28.3%
5. Upgrading parks and recreation facilities	2.97	13.0%	34.0%	32.7%	33.3%

	%
Once a year or less	5.7%
Less than once a month	16.0%
One to five times per month	30.3%
7. How often do you visit downtown Trenton?	
More than five times a month	45.3%
Other - Specify	1.3%
Don't visit downtown	1.3%
Don't know	.0%

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/somewh at often	not very/not at all often	Other/don't know
	%	%	%	%
13. government/post office	35.6%	72.3%	27.7%	.0%
14. conducting business	25.7%	56.8%	42.5%	.7%
8. shopping	20.2%	48.3%	51.4%	.3%
12. special events	9.6%	44.5%	55.1%	.3%
15. attending church	29.5%	37.3%	61.3%	1.4%
9. dining	9.2%	37.3%	62.0%	.7%
11. other outdoor recreation, such as walking	14.7%	32.5%	66.8%	.7%
10. entertainment	5.8%	24.3%	75.3%	.3%
16. visiting or attending college	7.5%	16.4%	82.5%	1.0%

	%	
17. Of the items listed above, which would you say is the one reason you most often visit downtown Trenton?	Conducting business	27.4%
	Government/post office	25.0%
	Shopping	20.5%
	Dining	4.8%
	Attending church	4.5%
	Other outdoor recreation, such as walking	3.4%
	Special events	2.4%
	Visiting or attending college	2.4%
	Entertainment	1.0%
	Other/Don't know	8.6%

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

	<i>Excellent</i>	excellent/ good	not so good/ poor	Other/ don't know
	%	%	%	%
29. safety during the day	24.7%	92.3%	6.3%	1.3%
21. preservation of historic structures	15.0%	75.3%	22.7%	2.0%
30. safety at night	12.7%	75.0%	16.3%	8.7%
19. convenient business hours	4.3%	70.7%	26.7%	2.7%
28. condition of sidewalks	4.7%	63.7%	33.7%	2.7%
27. condition of streets	2.3%	61.3%	38.0%	.7%
23. convenient parking	5.7%	58.7%	40.0%	1.3%
18. signs to help people find their way around	5.7%	58.0%	39.3%	2.7%
20. available green space	7.7%	57.0%	35.7%	7.3%
24. diverse mix of businesses	1.3%	31.7%	64.0%	4.3%
25. dining options	3.0%	30.7%	68.3%	1.0%
22. occupied storefronts	.7%	25.7%	71.3%	3.0%
26. entertainment options	.3%	22.0%	75.7%	2.3%

		%
31. How important would you say it is that Trenton work to retain its downtown's historic character? Would you say it is very important, somewhat, not very or not at all important?	Very	32.3%
	Somewhat	46.7%
	Not very	12.7%
	Not at all	7.0%
	Other/ don't know	1.3%
	<i>very/somewhat</i>	<i>79.0%</i>
	<i>not very/not at all</i>	<i>19.7%</i>

I am 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 Trenton 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) %
33. family or casual style dining	3.84	36.3%	68.3%	16.7%	14.7%
40. clothing stores	3.59	<i>28.7%</i>	57.0%	24.0%	18.7%
41. arcade or other attraction aimed at teenagers	3.54	<i>27.7%</i>	57.3%	19.7%	21.0%
34. fine dining	3.32	<i>22.7%</i>	48.0%	25.0%	26.7%
35. ice cream shop/soda fountain	3.21	<i>18.3%</i>	43.3%	29.0%	27.3%
46. performing arts center	3.14	<i>21.0%</i>	42.7%	24.7%	32.7%
43. bookstore	3.09	<i>14.0%</i>	38.0%	32.0%	29.3%
38. coffee shop	3.00	<i>13.0%</i>	36.0%	32.7%	31.3%
44. banquet or reception facility	2.95	<i>13.7%</i>	37.0%	24.7%	38.3%
39. convenience store or grocery store	2.93	<i>20.3%</i>	39.0%	20.3%	40.3%
45. museums	2.84	<i>16.3%</i>	31.0%	25.7%	42.3%
37. art galleries and shops	2.81	<i>12.0%</i>	30.3%	26.7%	42.7%
32. lodging such as hotel, motel or bed and breakfast	2.77	<i>10.0%</i>	30.0%	27.0%	41.7%
36. antique shops	2.51	<i>6.7%</i>	19.3%	29.0%	50.7%
42. bars/nightclubs	1.97	<i>6.3%</i>	13.0%	14.3%	72.0%

	%
	23.3%
Family or casual style dining	
Clothing stores	20.3%
Arcade or other attraction aimed at teenagers	14.0%
Fine dining	8.0%
Convenience store or grocery store	6.3%
Performing arts center	5.7%
Ice cream shop/soda fountain	3.3%
Bookstore	2.7%
Bars/nightclubs	2.3%
Coffee shop	2.3%
Antique shops	1.3%
Art galleries and shops	1.0%
Museums	1.0%
Banquet or reception facility	.3%
Lodging such as hotel, motel or bed and breakfast	.0%
Other - Specify	8.0%

47. Of the items listed above, what business would you most like to see in downtown Trenton?

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 Trenton using the same 5-point scale.

	Mean	Very High priority (5) %	total high priority (4-5) %	3 %	total low priority (1-2) %
56. improving building facades	3.87	36.0%	63.3%	25.3%	9.7%
57. keeping streets and sidewalks cleaner	3.49	29.0%	50.7%	27.0%	22.3%
54. making the area more pedestrian-friendly	3.35	21.3%	43.3%	34.3%	21.3%
51. adding new parking spaces or lots	3.28	23.3%	44.7%	28.7%	26.0%
55. improving signage to help people find their way around	3.21	20.3%	42.0%	28.7%	28.7%
53. developing second-story residential space	3.03	14.3%	37.7%	29.0%	31.7%
50. moving utilities underground	3.00	19.3%	35.7%	25.7%	35.7%
52. stricter code enforcement	2.98	16.3%	35.0%	27.0%	35.7%
58. changing traffic flow to make it easier to get around downtown	2.96	20.0%	36.3%	25.0%	37.3%
49. improving lighting	2.85	10.3%	31.0%	30.3%	38.0%
48. adding green space	2.70	9.0%	26.3%	27.7%	43.7%

	%
60. There has been some discussion about developing second story living space in downtown Trenton. 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.	49.7%
There is no need for second story living space downtown.	28.3%
Property owners should turn the second floors of their existing buildings into condominiums.	14.0%
Other/don't know	8.0%

		%
61a. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Trenton?	Local newspaper	38.0%
	Word-of-mouth	20.7%
	Radio	17.0%
	I live downtown	10.0%
	Chamber of Commerce web site	4.3%
	Other - Specify	3.7%
	Television	.3%
	No others/ don't know	6.0%

		%
61b. And what is your second most likely source of information?	Local newspaper	33.3%
	Radio	24.5%
	Word-of-mouth	18.1%
	Television	2.8%
	I live downtown	2.5%
	Chamber of Commerce web site	1.8%
	Other - Specify	5.7%
	No others/ don't know	11.3%

		%
62. How likely would you say you are to support an economic development sales tax for streets, downtown and overall development in Trenton? Would you say you are very likely, somewhat, not very or not at all likely to support such a sales tax?	Very likely	17.3%
	Somewhat likely	36.0%
	Not very likely	24.0%
	Not at all likely	20.0%
	Other/don't know	2.7%
	<i>very/somewhat</i>	<i>53.3%</i>
	<i>not very/not at all</i>	<i>44.0%</i>

		%
63. 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	5.0%
	Somewhat familiar	31.7%
	Not very familiar	23.3%
	Not at all familiar	39.3%
	Other/don't know	.7%
	<i>very/somewhat</i>	<i>36.7%</i>
<i>not very/not at all</i>	<i>62.7%</i>	

And now, a few final questions for classification purposes.

		%
64. In which of the following age groups are you?	18-34	13.7%
	35-49	25.0%
	50-64	29.0%
	65 or over	31.7%
	Other, don't know, refused	.7%

		%
65. How long have you lived in the Trenton area?	0-2 years	4.7%
	3-5 years	4.7%
	6-10 years	7.0%
	11-20 years	13.7%
	More than 20 years	69.7%
	Other, don't know	.3%

		%
66. For statistical purposes only, please indicate which of the following categories best fits your total household income for 2007.	Under \$25,000	18.3%
	\$25,000 to \$49,999	32.0%
	\$50,000 to \$74,999	24.7%
	\$75,000 to \$99,999	8.3%
	\$100,000 plus	5.0%
	Other, don't know, refused	11.7%

		%
67. Gender	Male	49.3%
	Female	50.7%

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SECTION IV

RESPONSE TO OPENENDED QUESTIONS

7. How often do you visit downtown Trenton?

Daily – I work there

Don't go downtown very much

Live downtown

About five to eight times a week

47. Of the items listed above, what business would you most like to see in downtown Trenton?

Walmart (9)

Bowling alley (2)

I want a really nice restaurant

Variety store

A variety of businesses

Animal rescue center

Most of this is already here; may need more things for kids to do

Fine arts auditorium

More tech buildings to get better paying jobs

They've tried to do it before but they need the right people to do it because they don't work out

Jewelry store

Just general retail that attracts people to shop

I would say a park or some other kind of place for kids to play

Fine arts

A decent shoe store

59. Are there any other improvements you think should be made to downtown Trenton?

Need a Wal-mart (3)

Places for families; dining options and discount stores.

More business variety

More law enforcement patrol

Maintaining the buildings; renovation

More activities for younger folks

Add a wal-mart and movie theater

We need more businesses

Make safe the important buildings

There is no place to park; that's the biggest problem

Needs improvements downtown; probed

Places to shop for stuff

It should be made more handicapped accessible

More stuff for kids

I want the flags to be put up for all the past wars; I want a stone to honor the lost loved ones

I really don't think they should move our flag pole

There used to be reasons for you to go downtown like dress shops and restaurants

The boys at the skate park are horrible; people and cops should watch them more carefully

The trucks should not go through downtown but around the east side of the court house; more parking space; no walmarts; more small business

Retail stores; nice restaurants; entertainment

A little more variety in the way of stores and shops

Improve intersection at 9th and main; easier for semis to get around

Banks need to stay open later; and have more for kids to do

Bring in business and keep businesses open longer in the evenings

We need to either tear down the run down buildings and use them for more parking spaces and if it's a good building, let's try to get a business going

I would like to see them get a walmart and more business

Fluorescent signs for the school so at night it shines; signs that magnify the light

Definitely need more parking spaces because there is a lot of traffic and it's difficult to get around; especially during events

I think we need another business; we need to change the culture of the community to more technological businesses; we need people that care more about education

More businesses; we need it back like it was when i can remember

More parking; because of the college there's so many students and no parking

Need to clean up old store fronts; continue with the revitalization plan that has been in effect

More businesses

More attractions besides the college; more people with common sense

Paint murals because it looks more classy

A little more cohesion; buildings need cohesion of the structures downtown that need to be on the same page

Buildings definitely need to be updated

Traffic flow, pain in the rear, no way to get around unless you tear down buildings, ag community, a lot of semis

Need more entertainment like bowling alleys and family activities

I would like to see improved underground sidewalks

Restore all the old buildings

We need a wal-mart; the area needs to be torn down and rebuilt

Swimming pool

No parking signs; parking on both sides; keep people from parking on both sides because of the narrow streets

More entertainment options for kids and family

Cleaner streets and sidewalks

I think you should clean up the buildings that exist and keep them up to code

Corner of 9th and main is a problem for truck flow; more small businesses

Get rid of the mess at the bank

Drawing in businesses that would be willing to invest in the downtown area that would create jobs

Need more business and get more jobs in here

It's hard to get across the street the way the traffic is now; some of the parking makes it hard to get to some of the businesses; more parking lots; opposed to open bars in special events downtown

College students shouldn't have to have a cross walk

I think the second story should be taken off of buildings where they are damaged

I think it should look less crappy

More stuff for the kids to do; pool hall, bowling alley so they're not on the streets getting into trouble

More restaurants

I wish we had more clothing stores

Lower property taxes

Need more buildings and fast food places

Some of the building should be torn down

I would like to offer businesses more incentive to stay or come to the community; i would like to see more family entertainment such as bowling

Need more businesses to boost the economy

Needs more industries; not much happening for the last 40 years

Take a bulldozer from one end to the other and demolish the town; that would be the best thing to do

Sewer system improvement; updated and modernized

I think that the college needs more fine arts in Trenton

We just need more businesses of all types

Instead of green spaces, more parking spaces

Clean the town up; less littering

The sewer system

A lot of old houses that need to be torn down; also houses that have trash piled up on their porches that need to be cleaned; when we are driving through trenton it looks trashy with the trash laying out like that

I think they need to improve the street markings so that people know where the traffic lanes are

Specialized businesses to draw attention from out of state

I wish we could get some stores in here to stay here; they come and go; we don't have enough manufacturers here to employ trenton; more jobs that employ 500 or 600 people; anything that would keep people here

Friendlier store owners; friendlier attendants

Business that would bring in more employment

I wish that they would put a regular Christmas tree up at Christmas time; i wish that there were more clothing stores to shop in

I think there should be more housing for seniors

Only thing downtown Trenton has to show is our college; need to add to our city; they take our money and say they are going to do this and that but never see any improvements; we need to be doing more to promote jobs

I like motorcycles so a motorcycle shop would be nice

I want you to make more people want to come here

Health care here is piss-poor; bring higher qualified doctors, more competent

I think that some of our businesses should stay open longer

Eliminate the thrift store and the pet store; "junk stores"

Getting stores in there that don't quit every six weeks or so

Just get more jobs in

We need stores and industry like a major retail store such as penney's or target or sears

I think we need more businesses like retail and something for the kids

I would like to see more businesses out here like wal-mart or something in that category; more manufacturing and something to offer our community better jobs

Building soccer fields

61a. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Trenton?

Drive downtown (3)

Community developer

Scanner

Library

My wife works downtown

Work

Observation

I lived here 60 years

Coffee shops

61b. What is your second most likely source of information?

Sign outside the court house (2)

Handouts at the chamber

Community meetings

I go down there everyday

Police department

Comparing past and present

College post office and court house

When we get out

Work

Police

Trying to shop there

Personal history

Community college talk

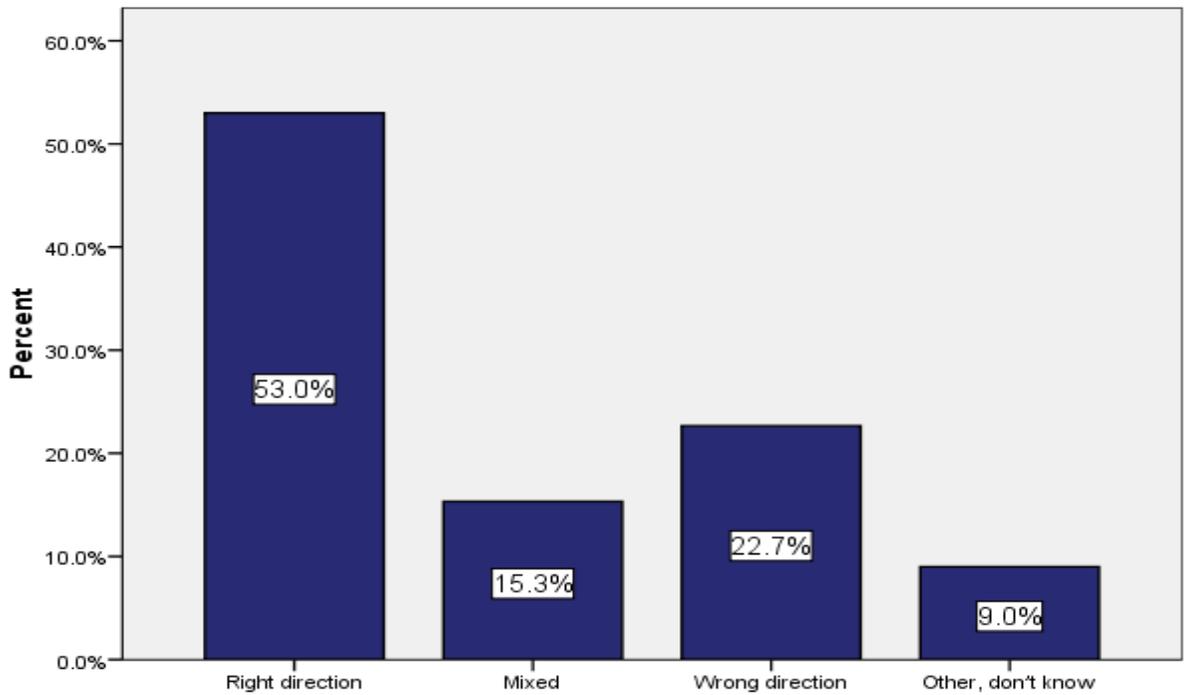
Computer

Driving by it and seeing it at the time

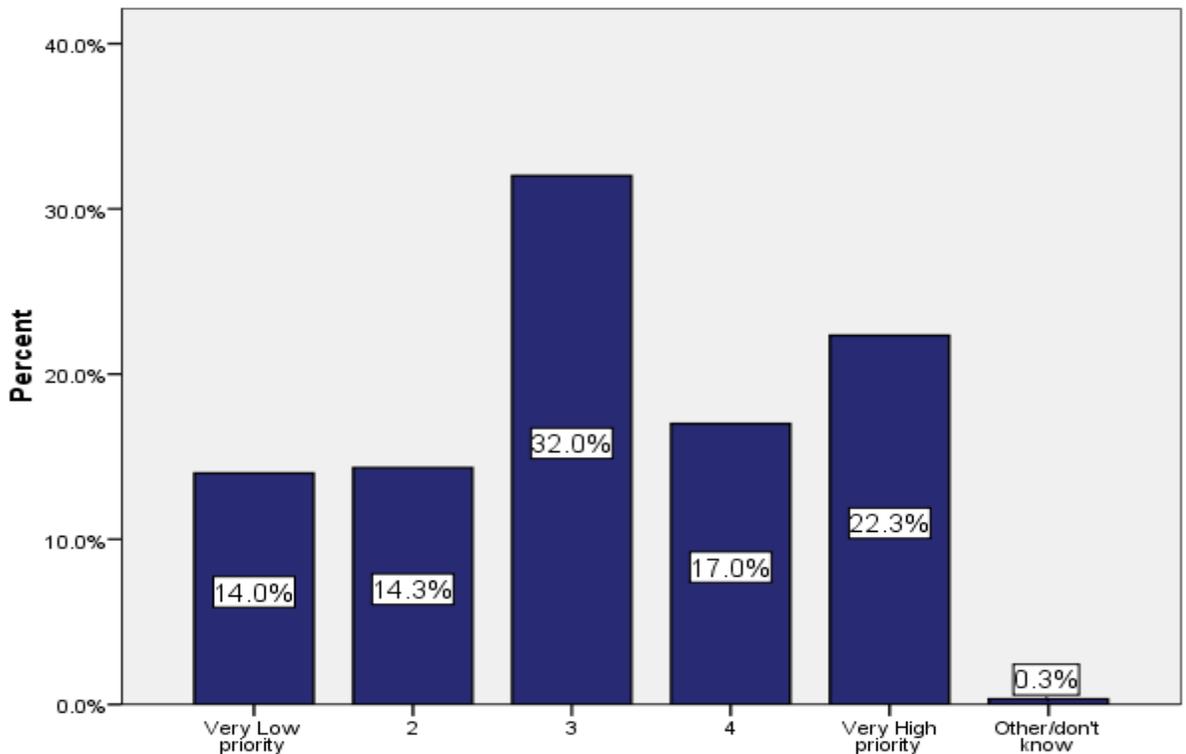
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SECTION V

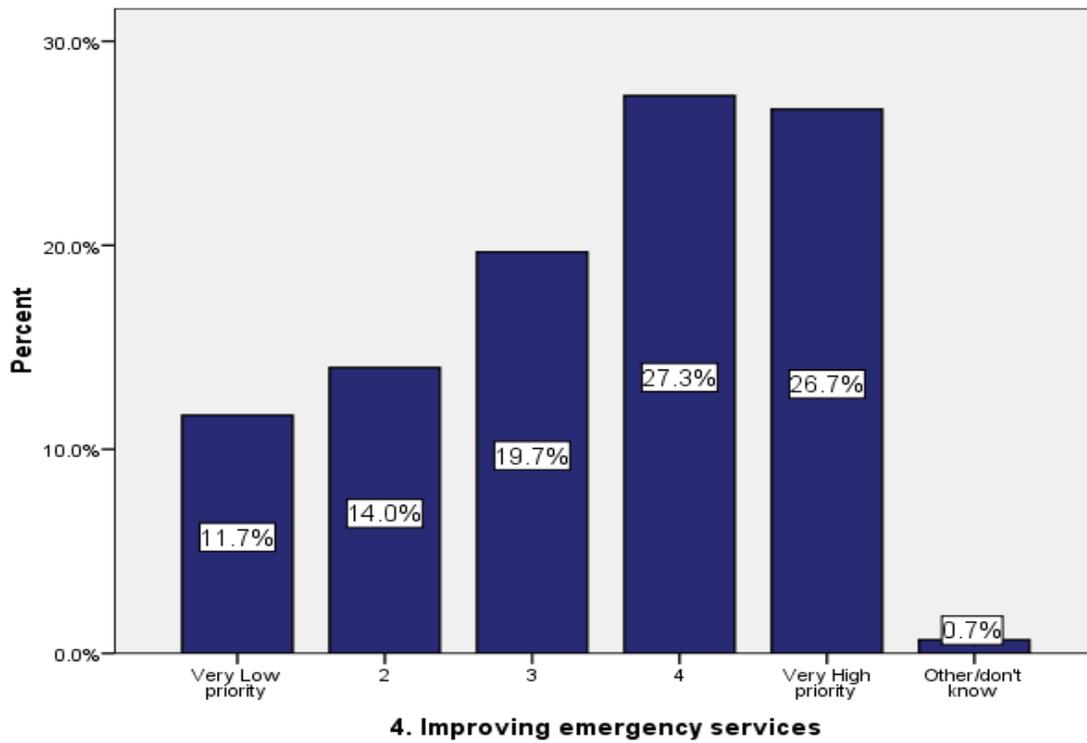
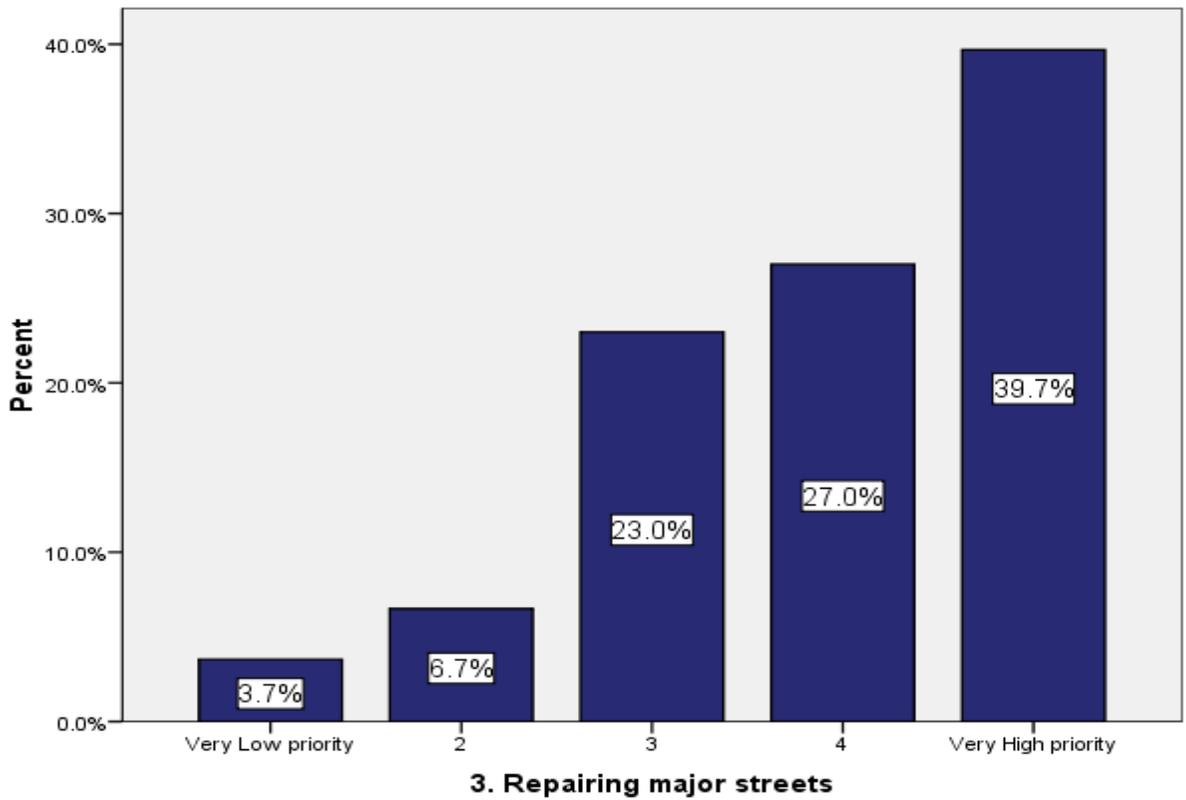
BAR CHARTS

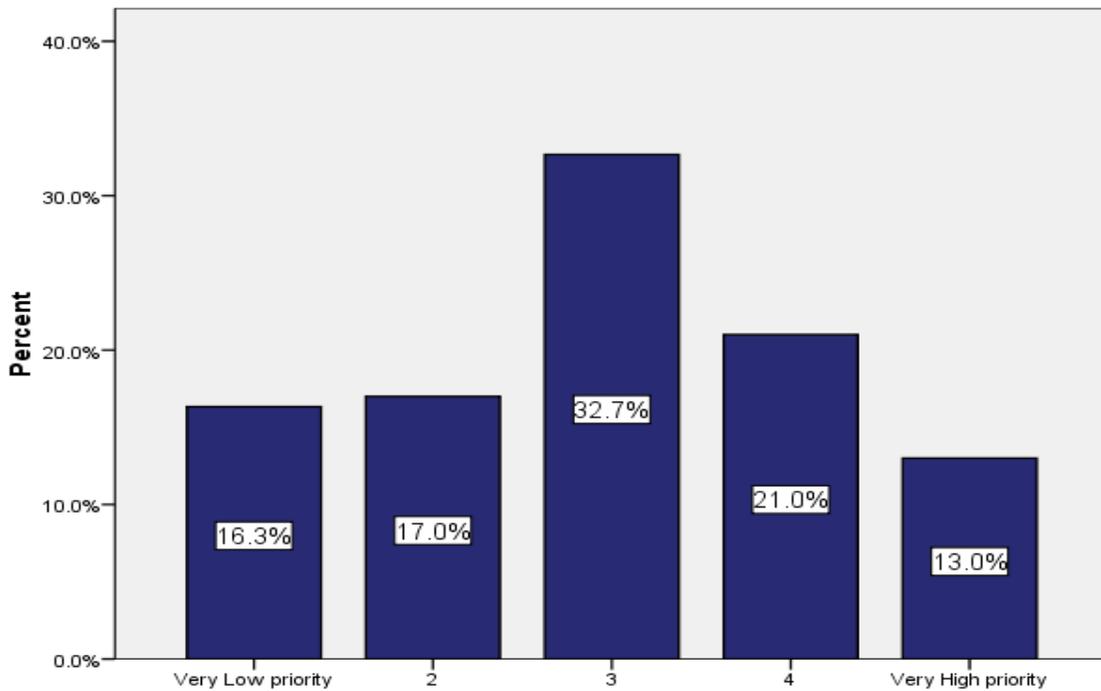


1. Thinking about the Trenton, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?

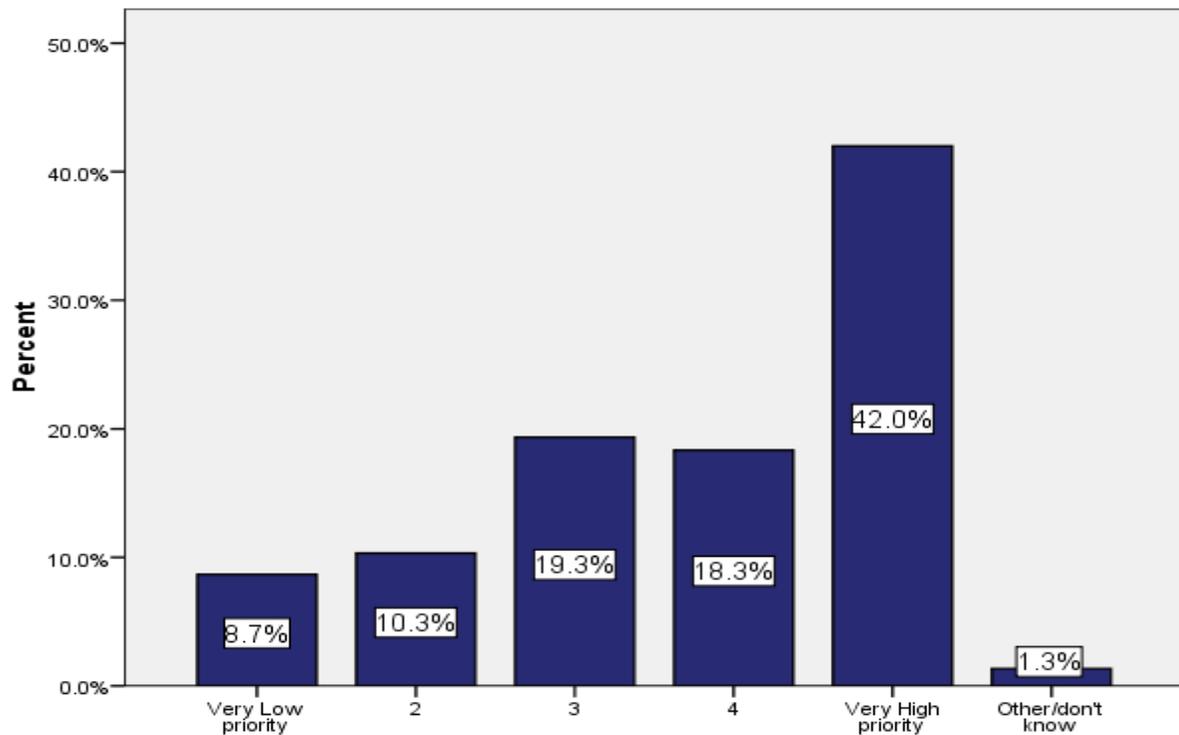


2. Revitalizing the Trenton downtown area

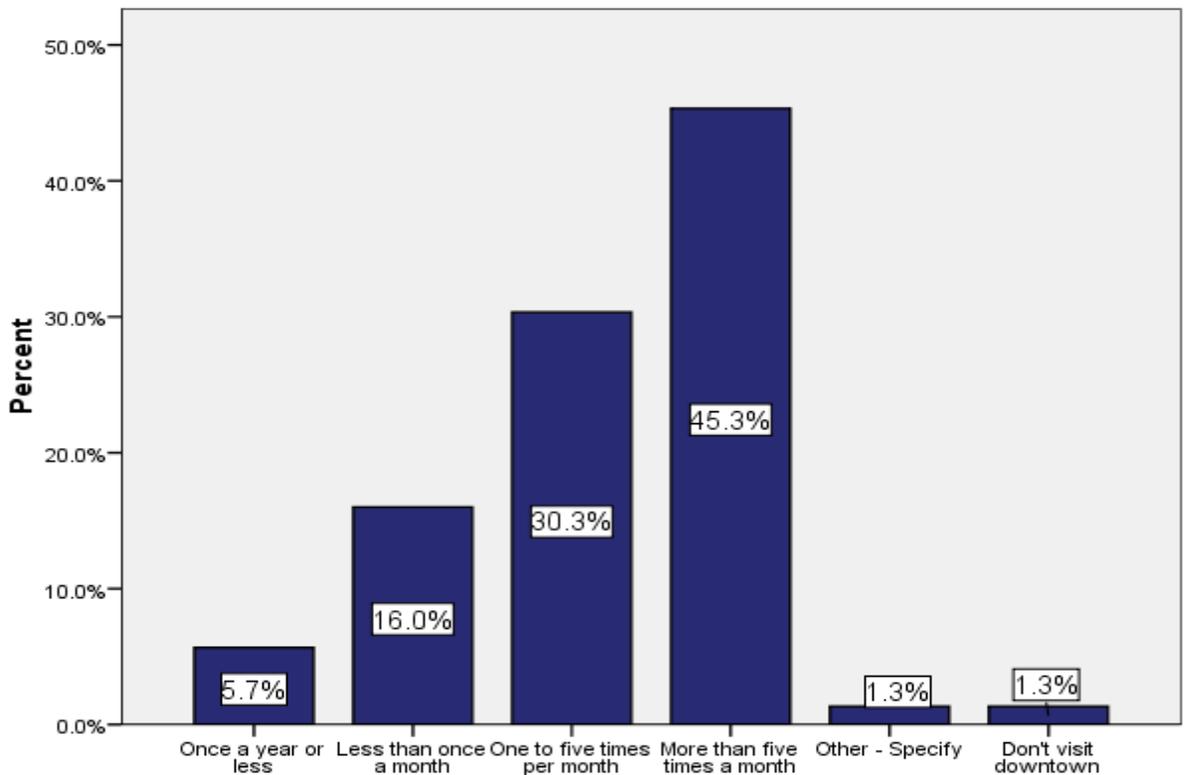




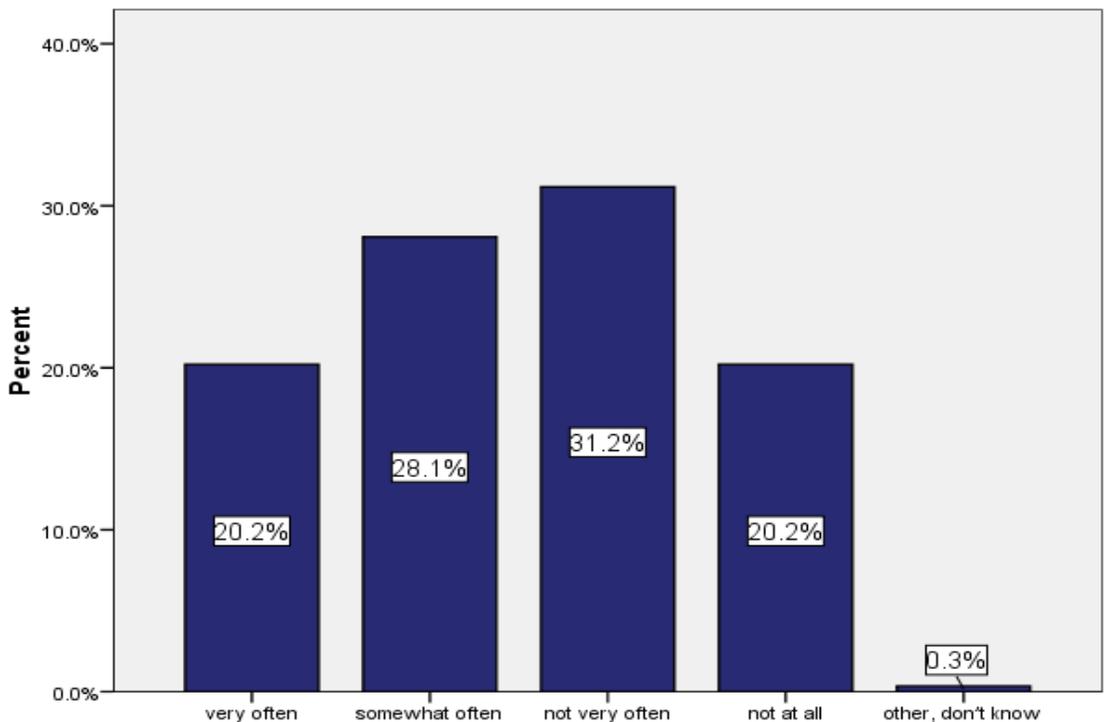
5. Upgrading parks and recreation facilities



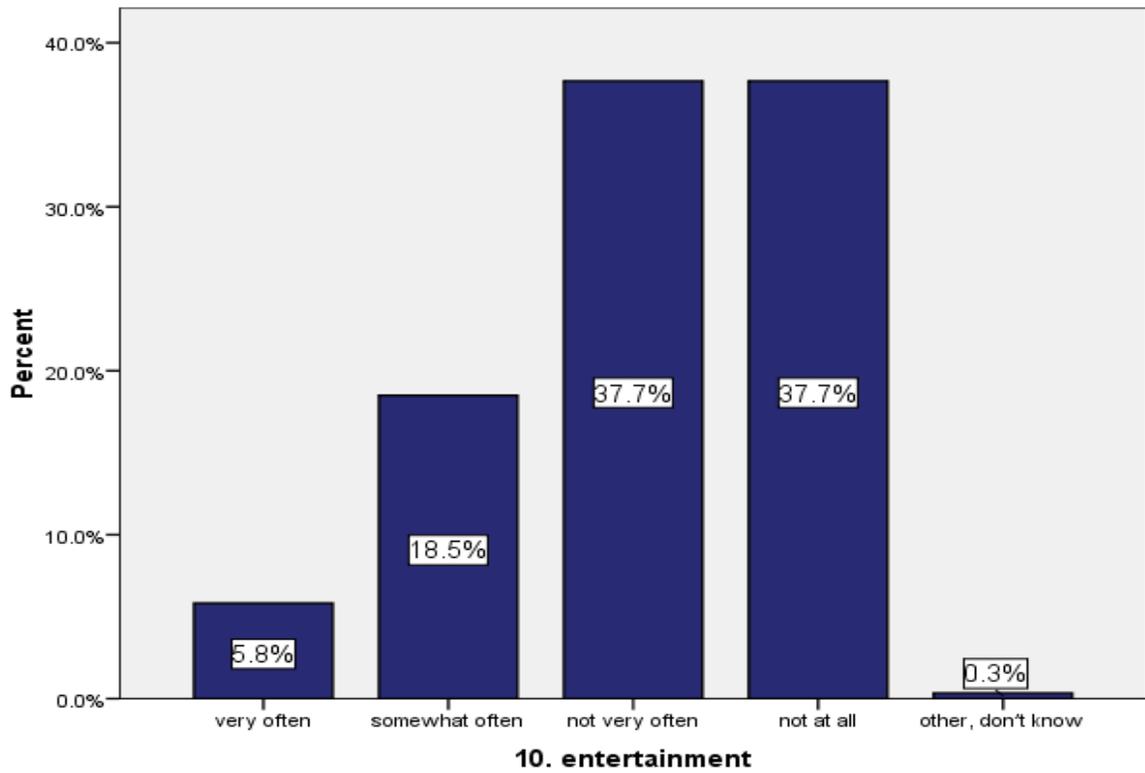
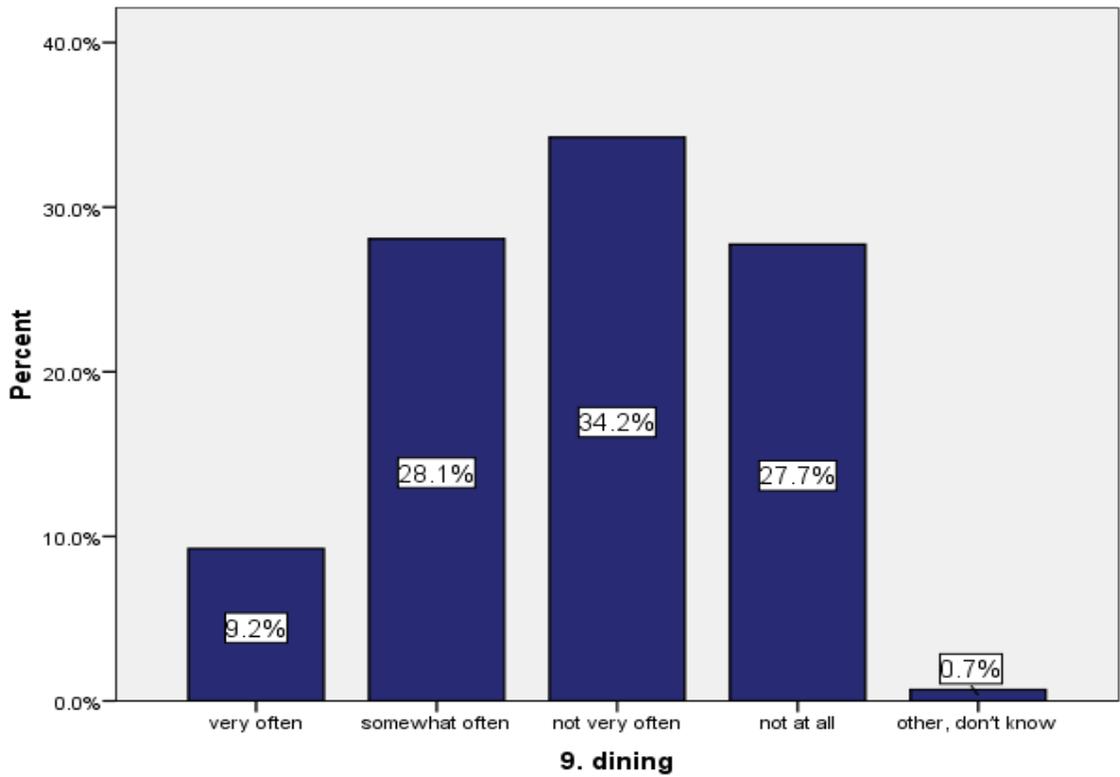
6. Attracting more big box retail development

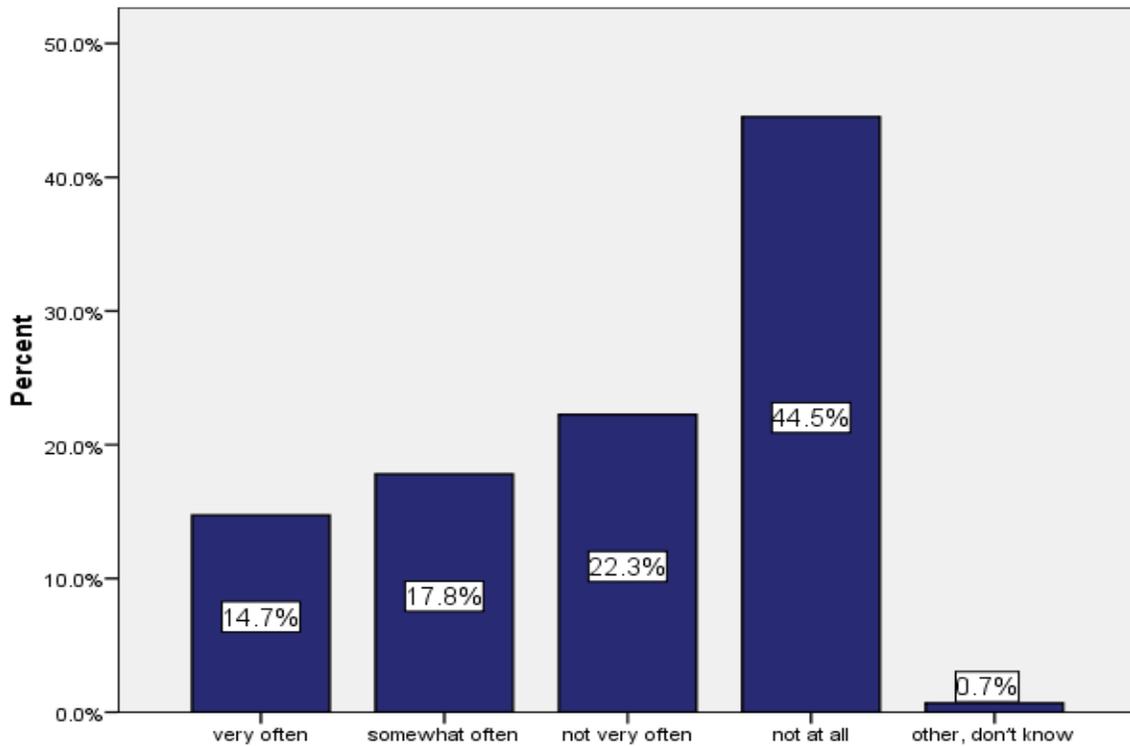


7. How often do you visit downtown Trenton?

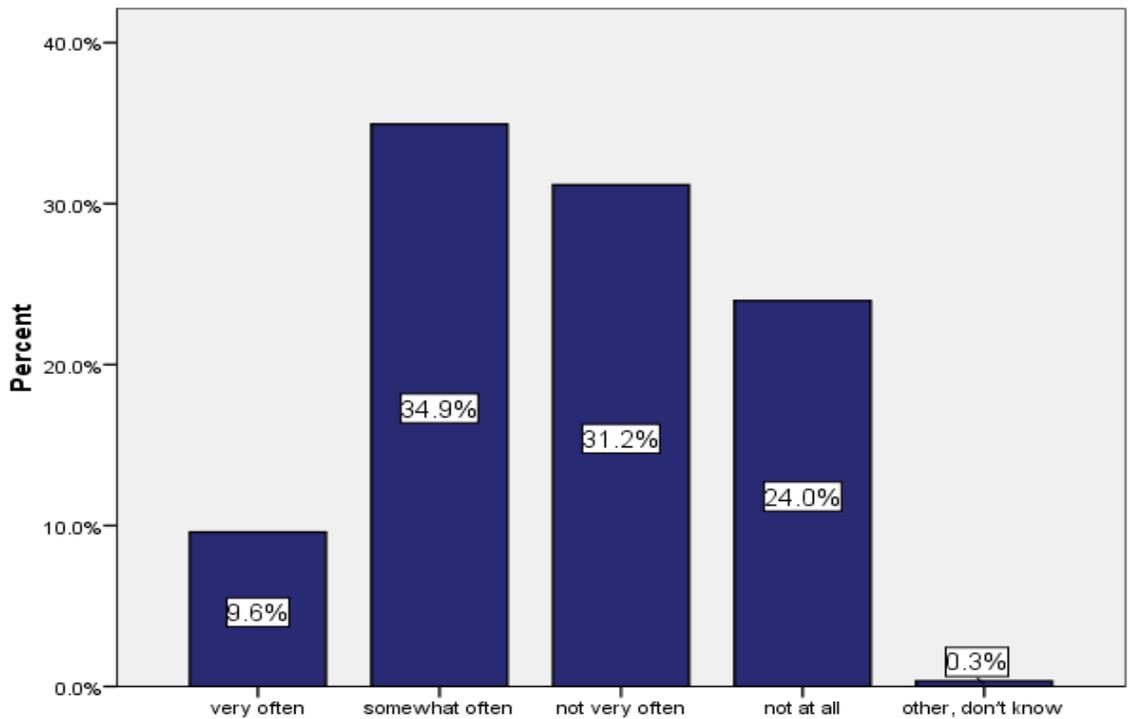


8. shopping

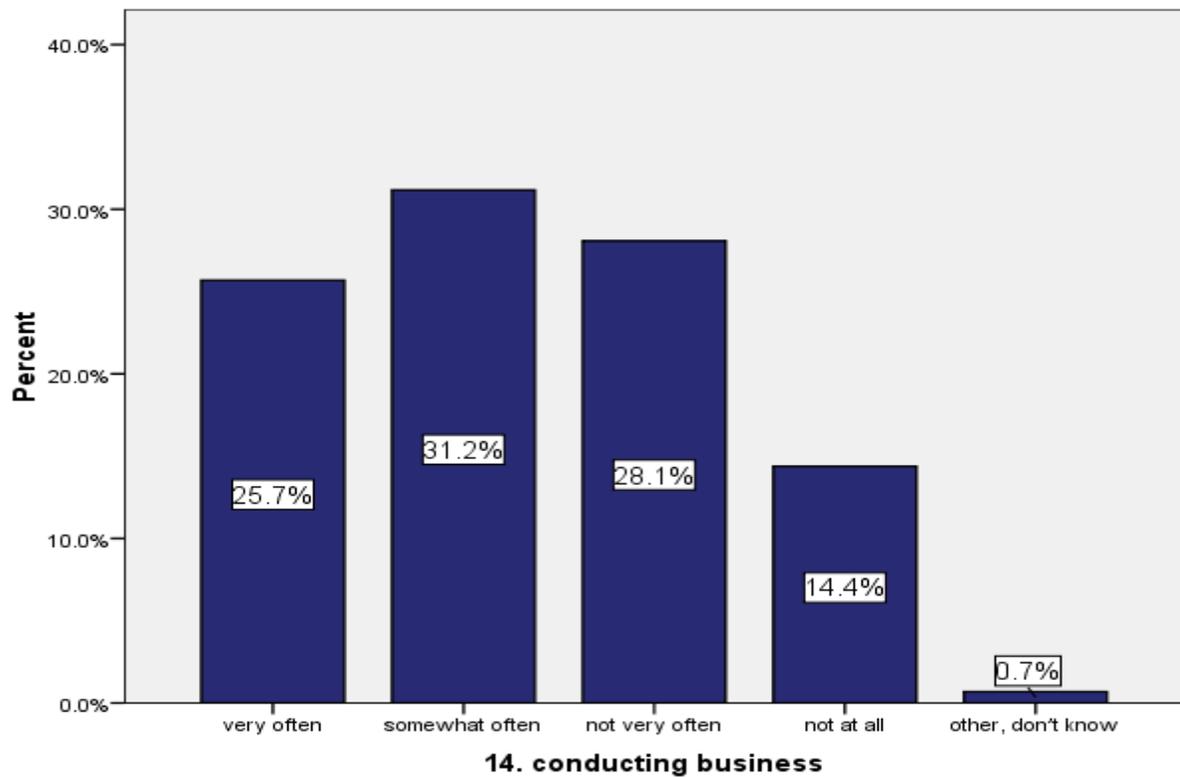
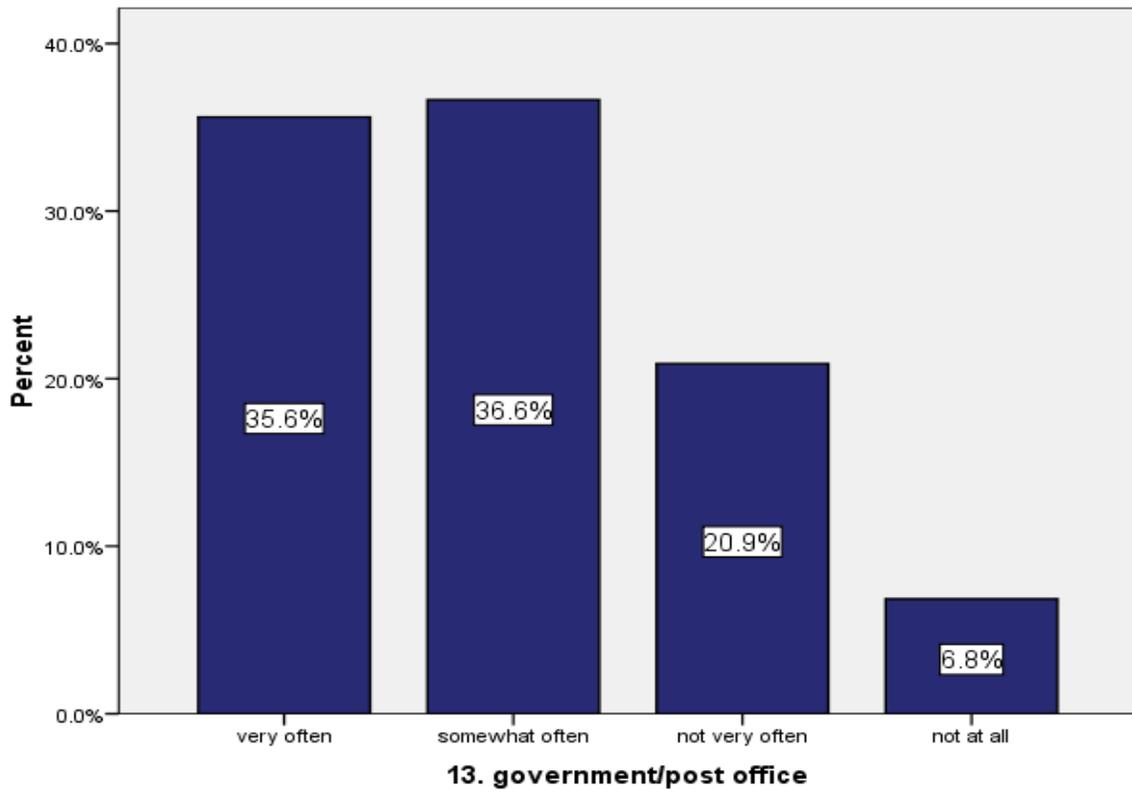


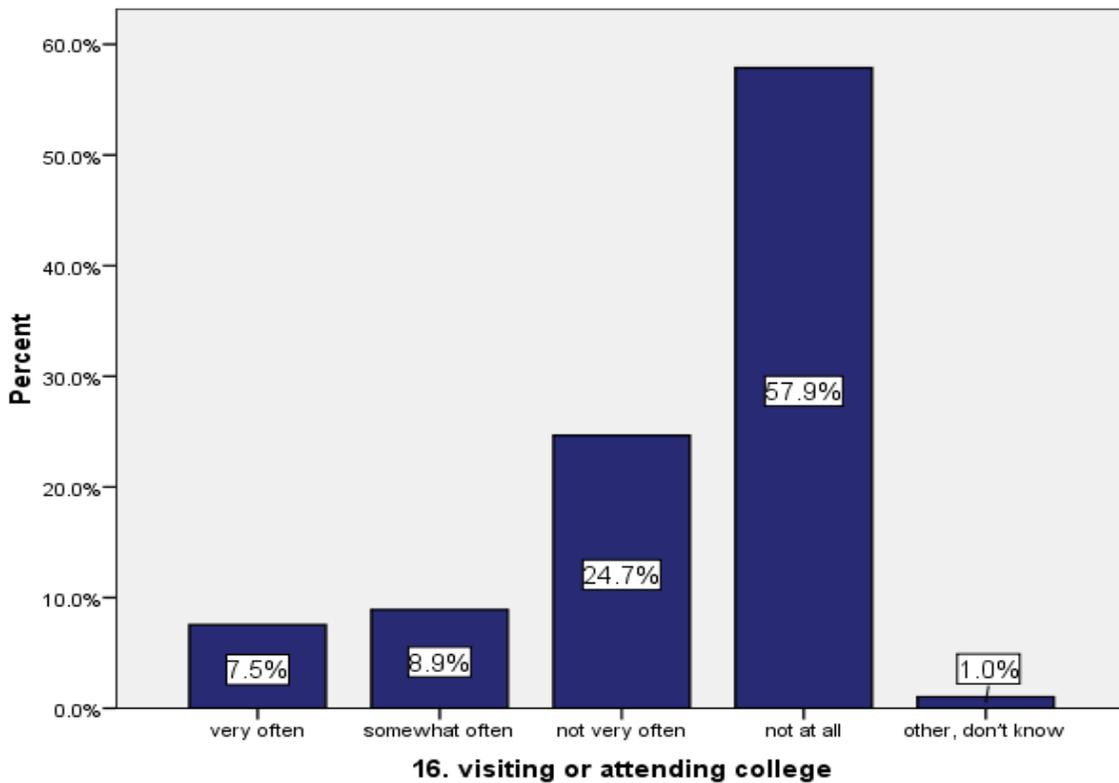
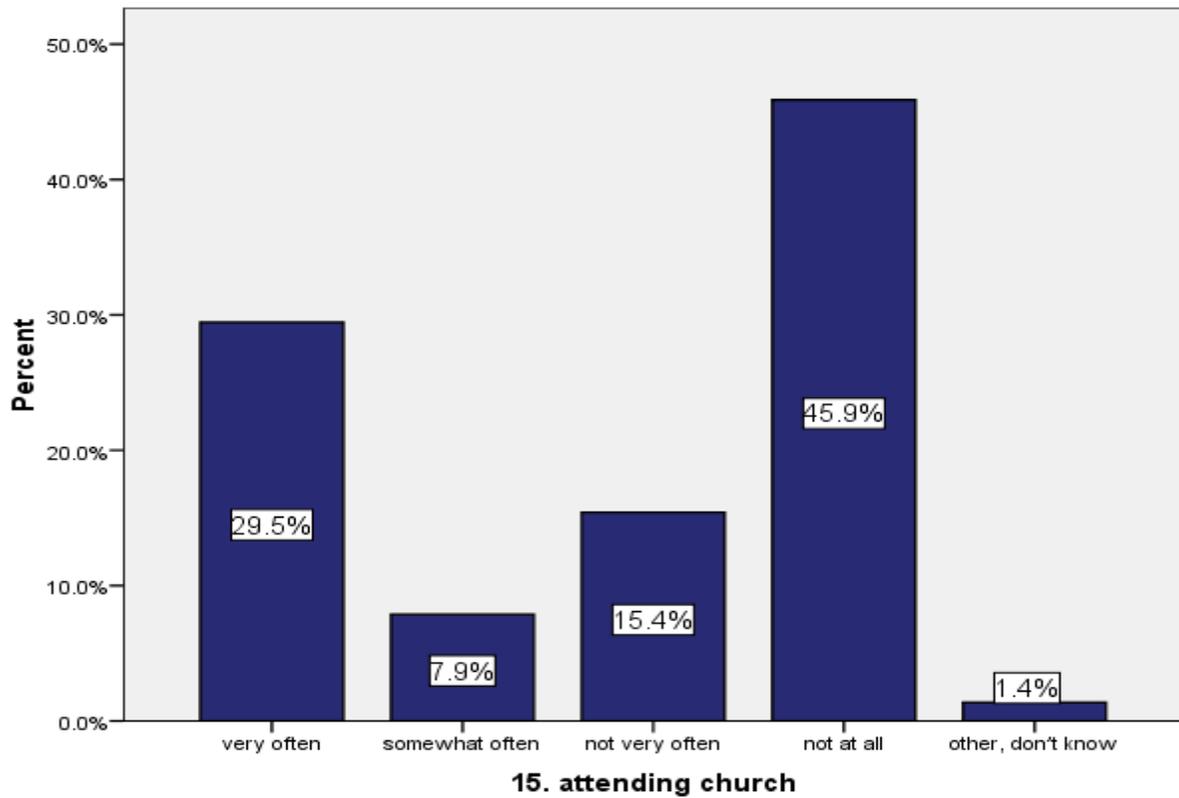


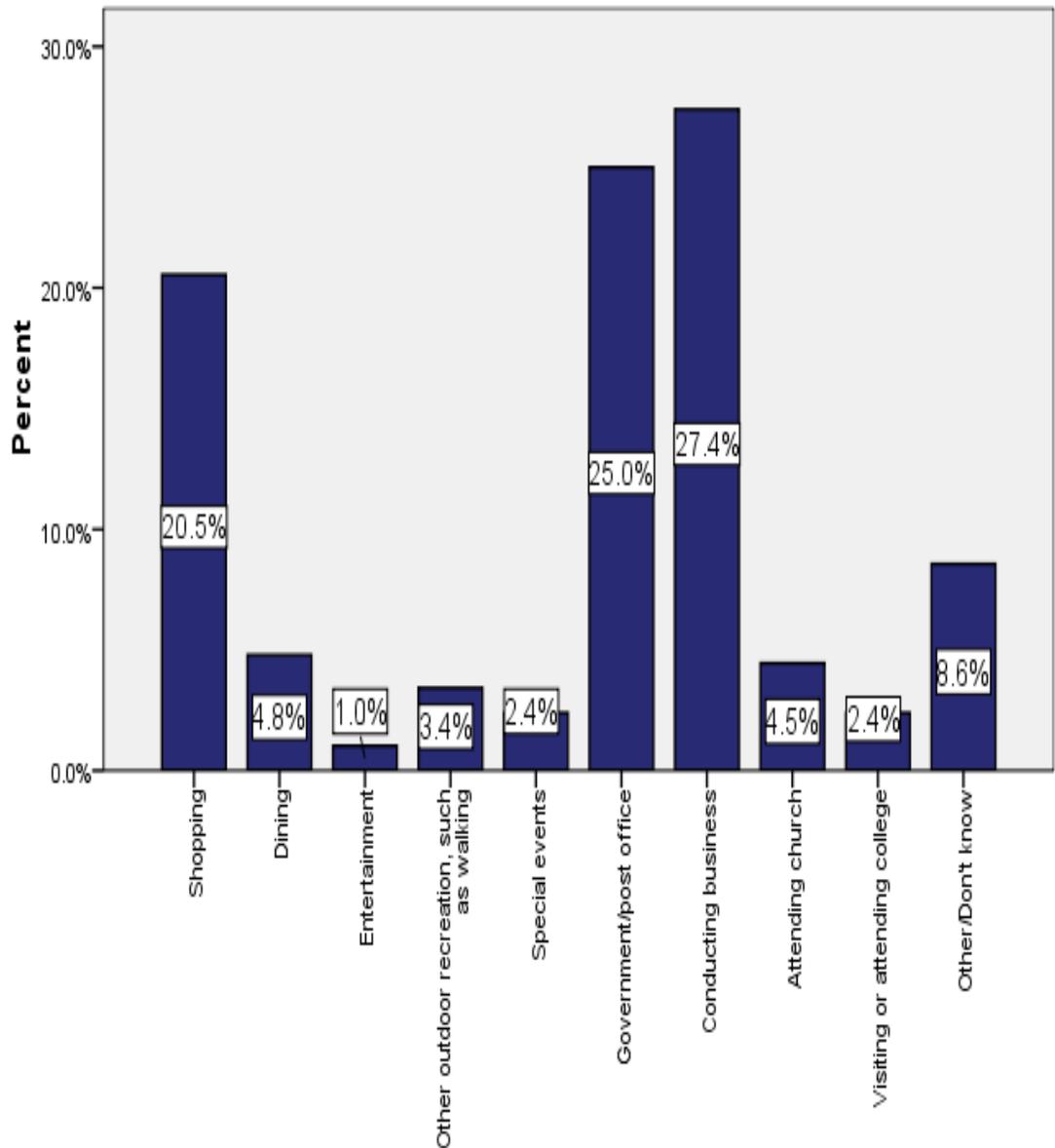
11. other outdoor recreation, such as walking



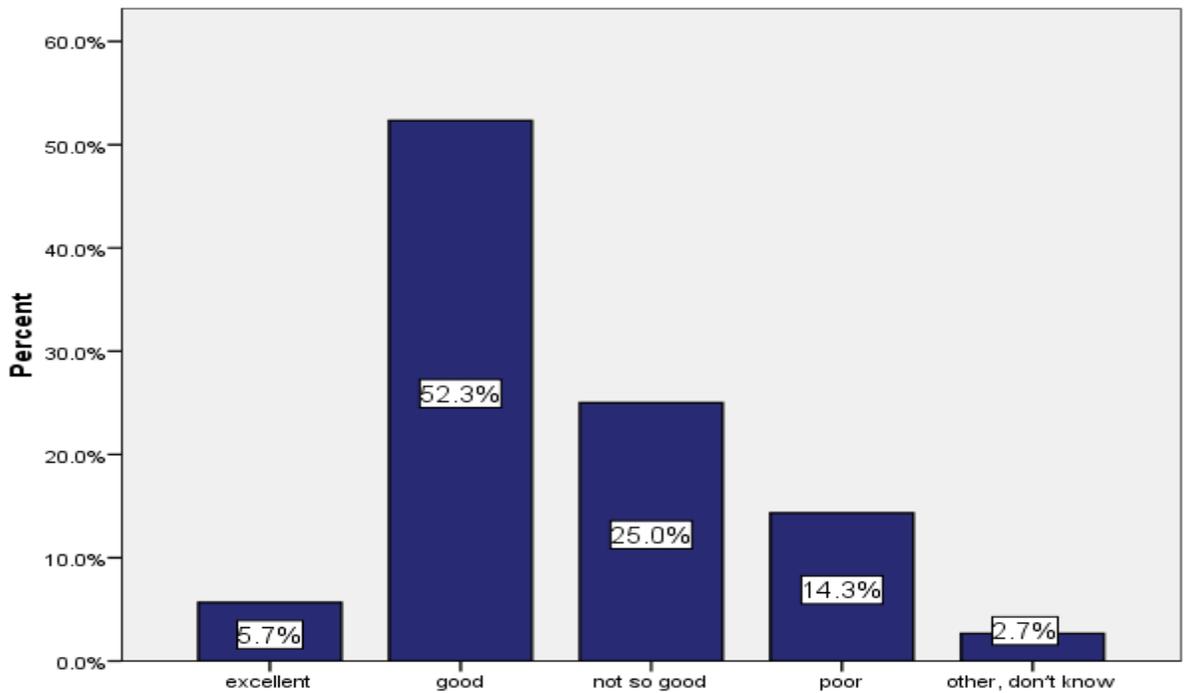
12. special events



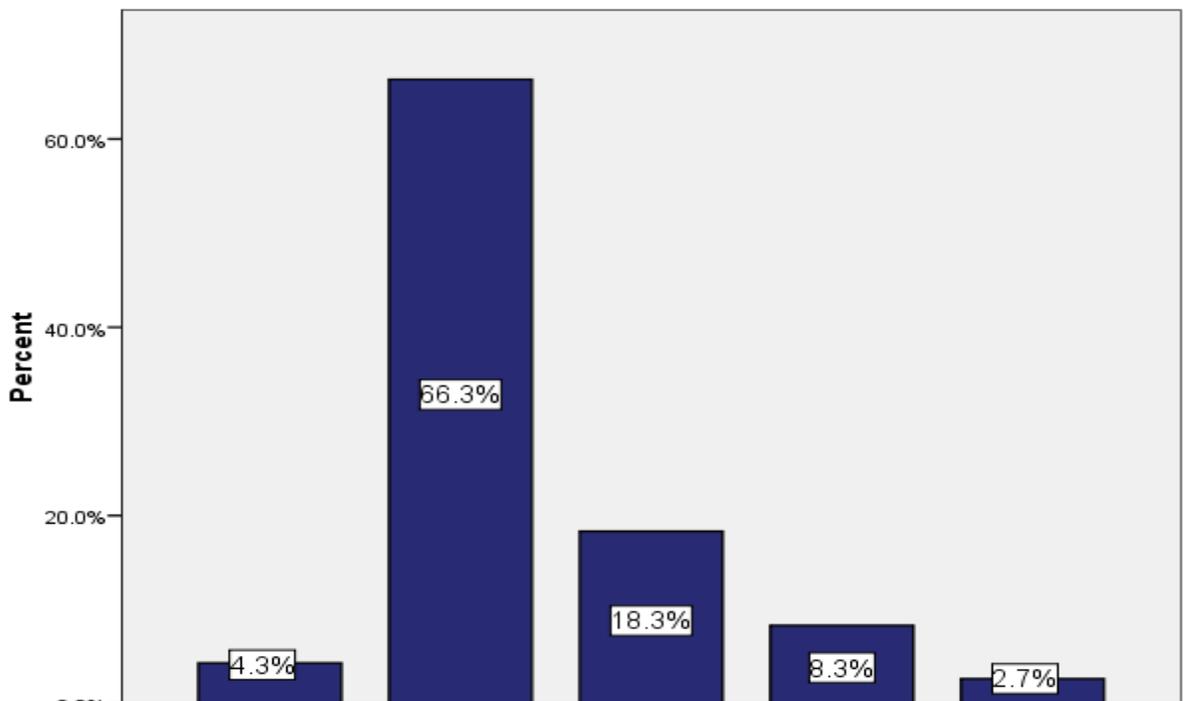




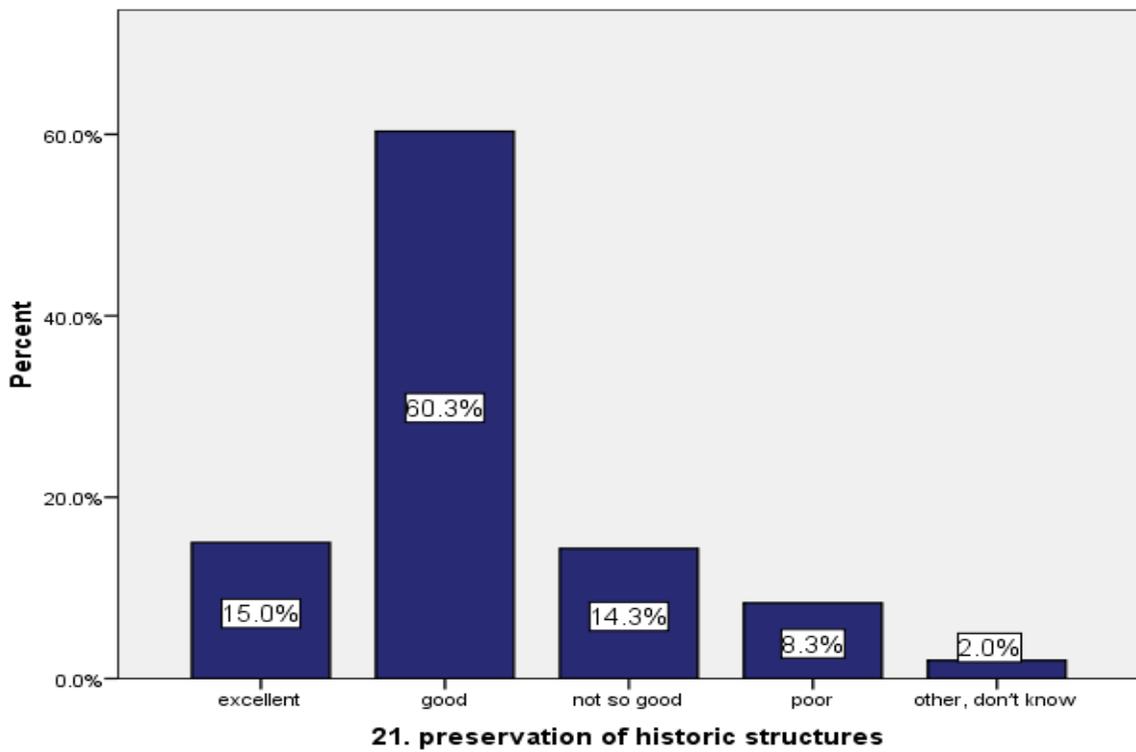
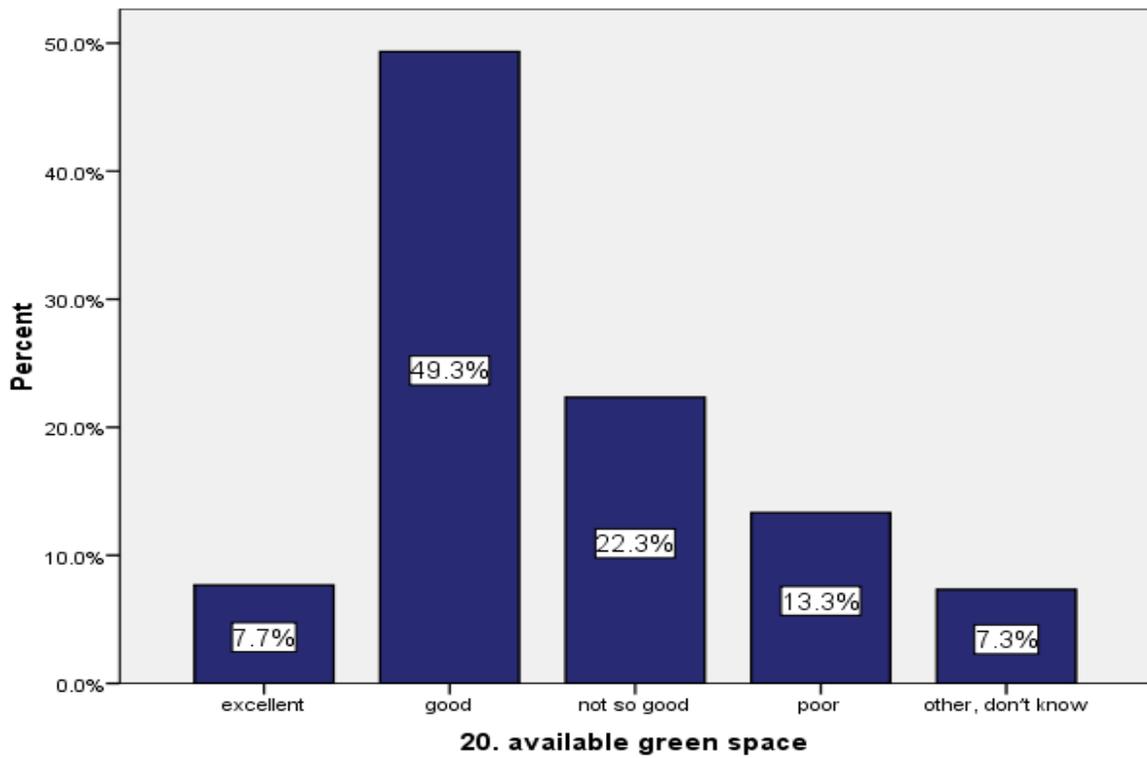
17. Of the items listed above, which would you say is the one reason you most often visit downtow...

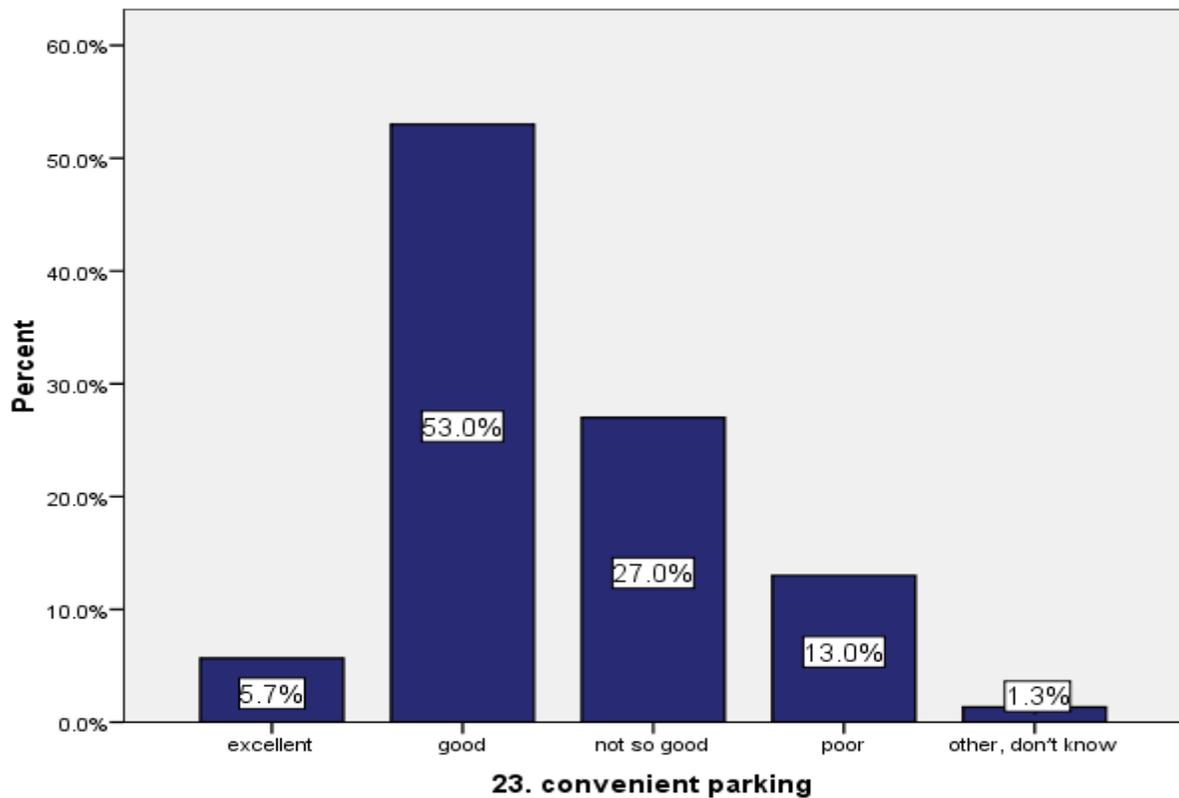
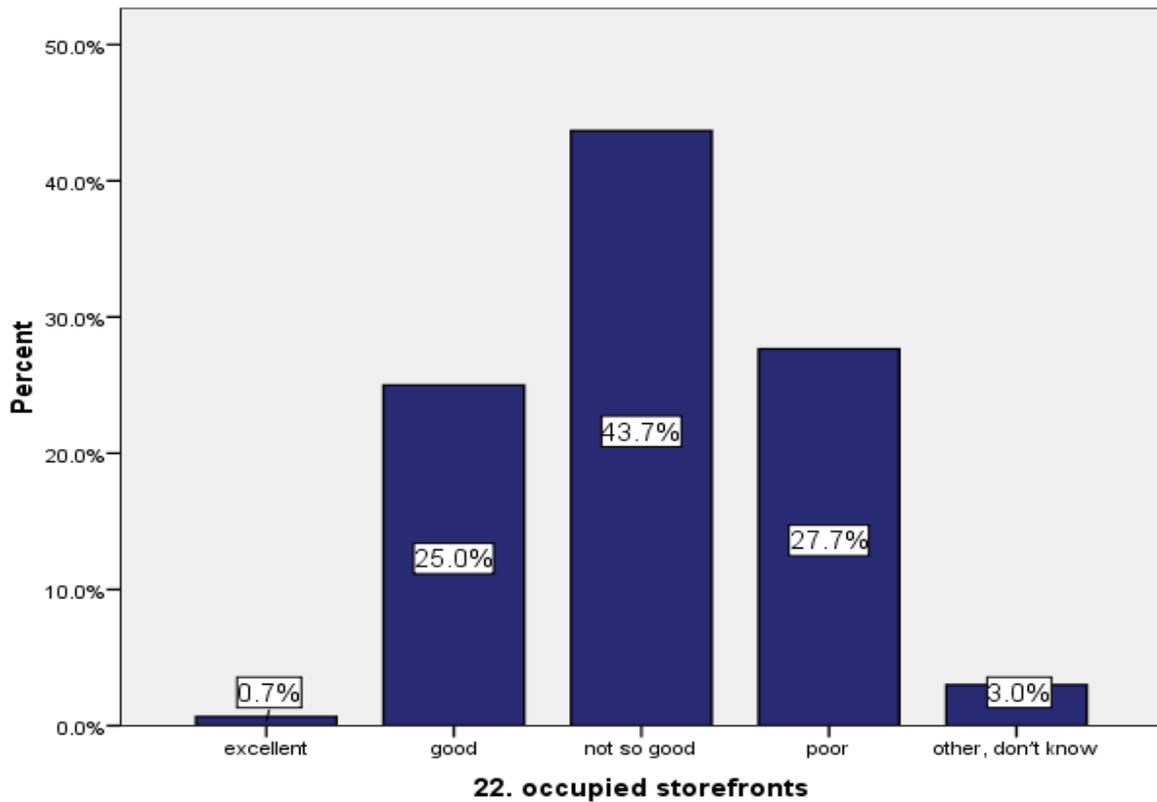


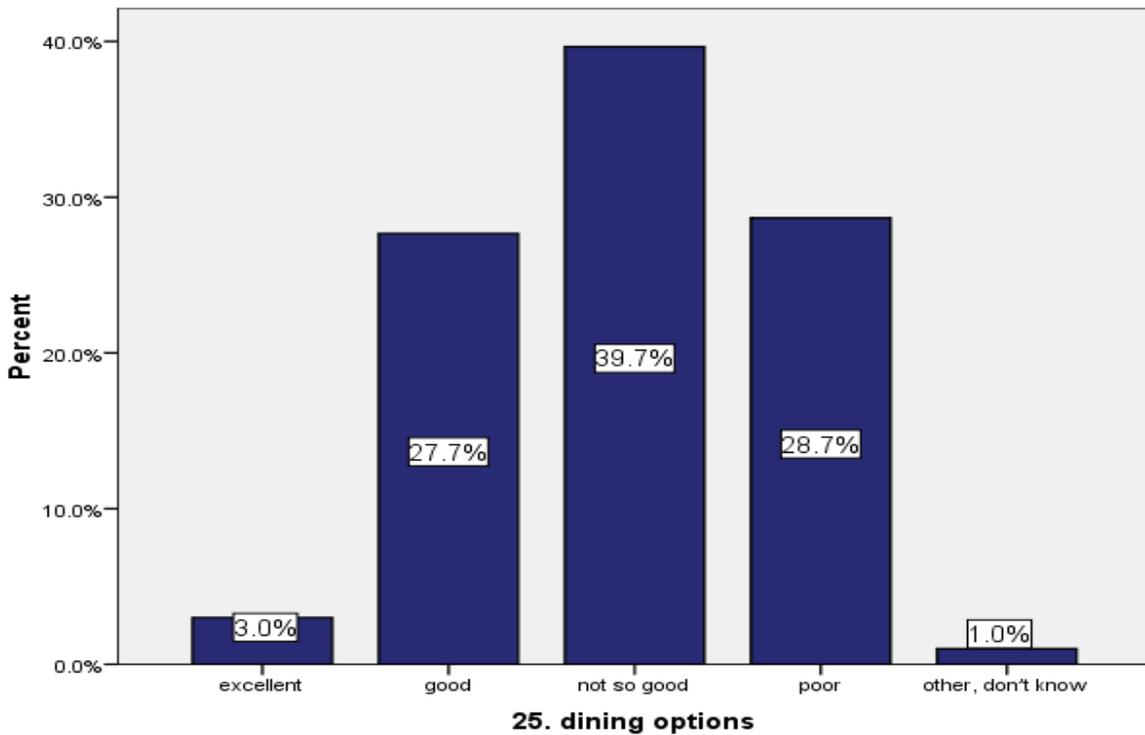
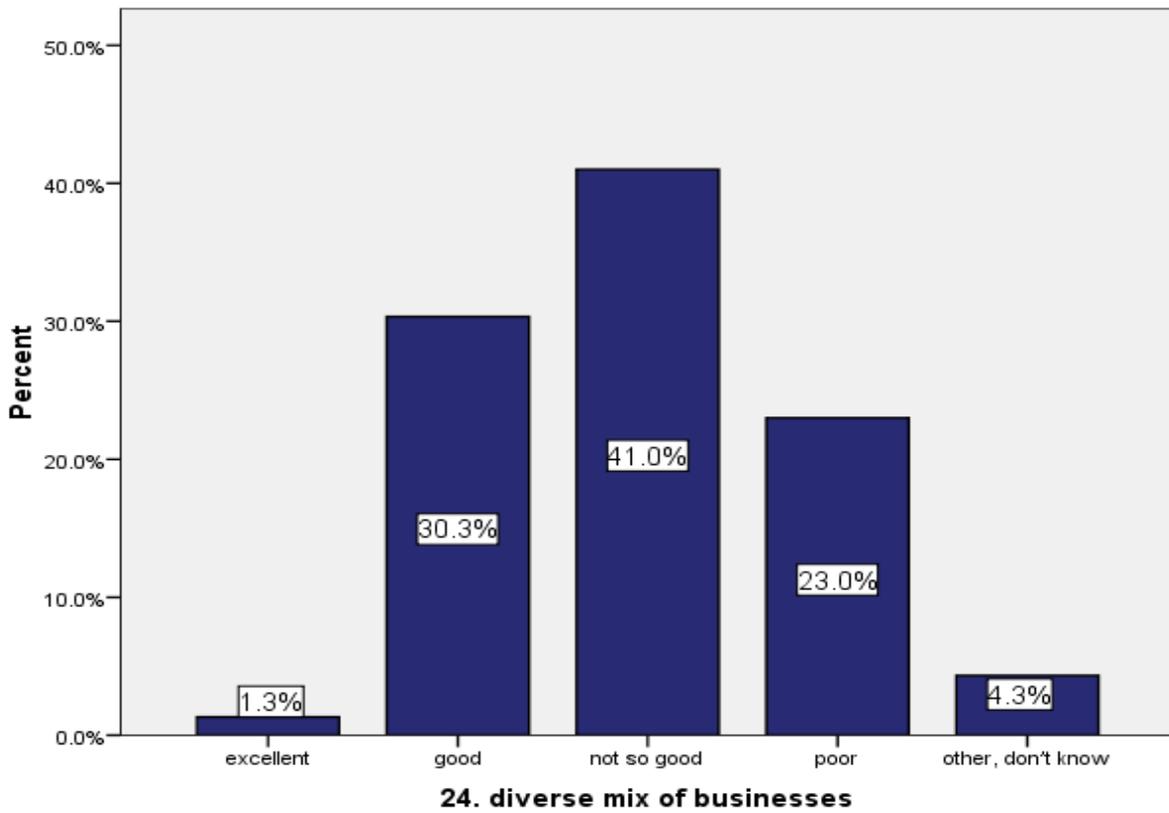
18. signs to help people find their way around

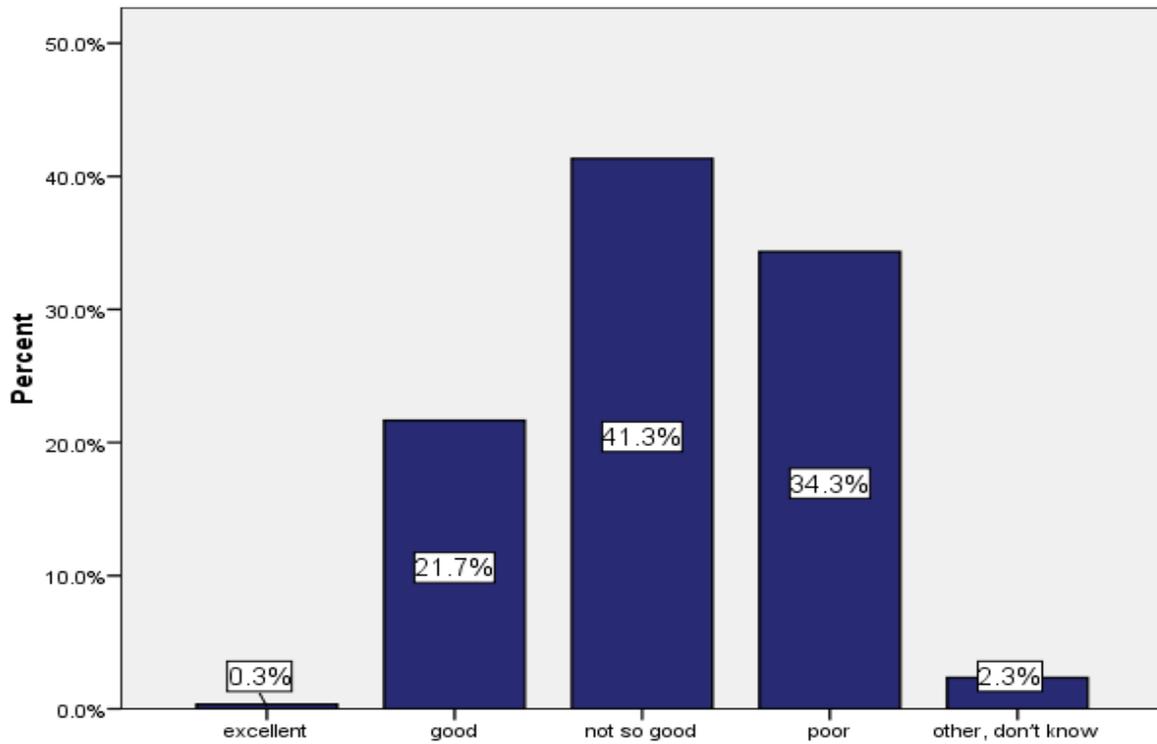


19. convenient business hours

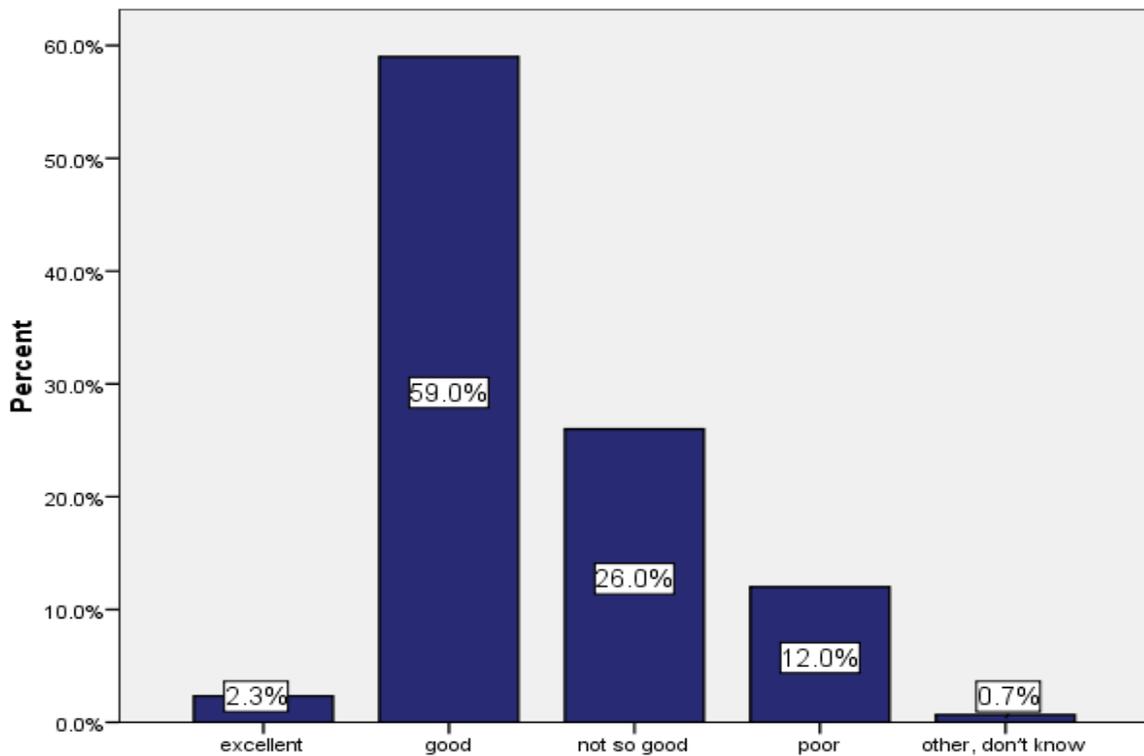




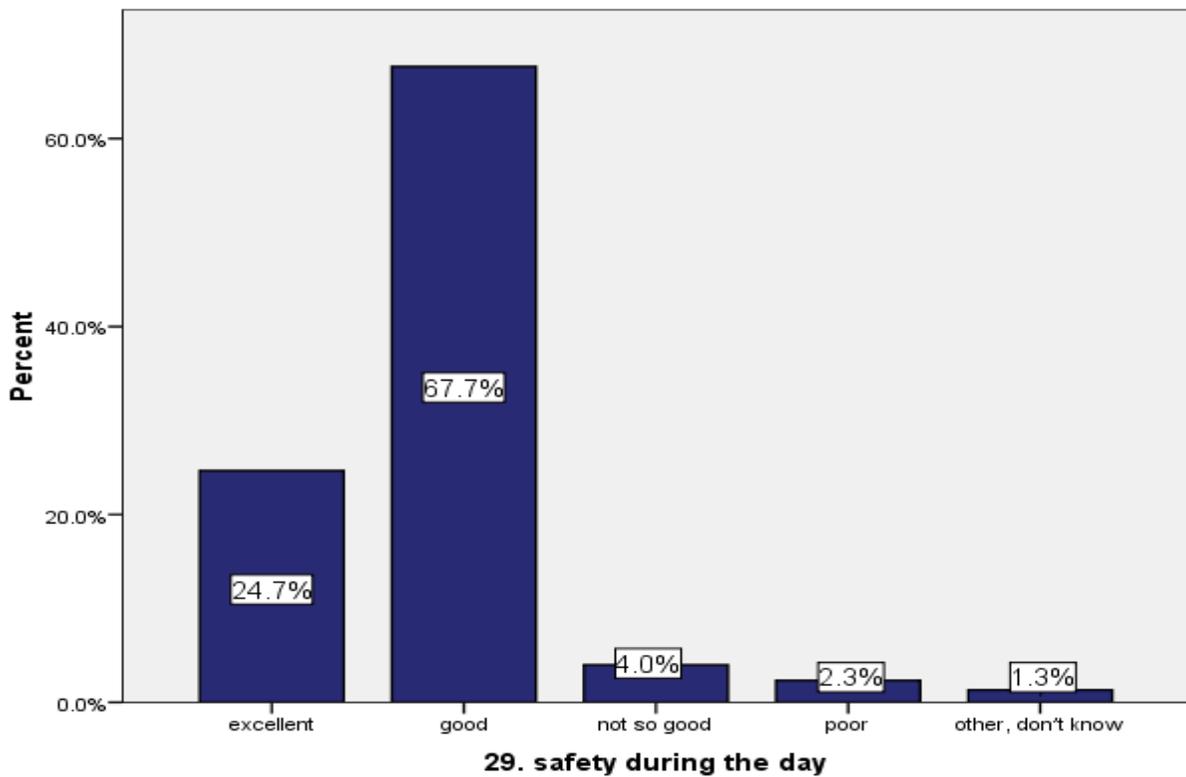
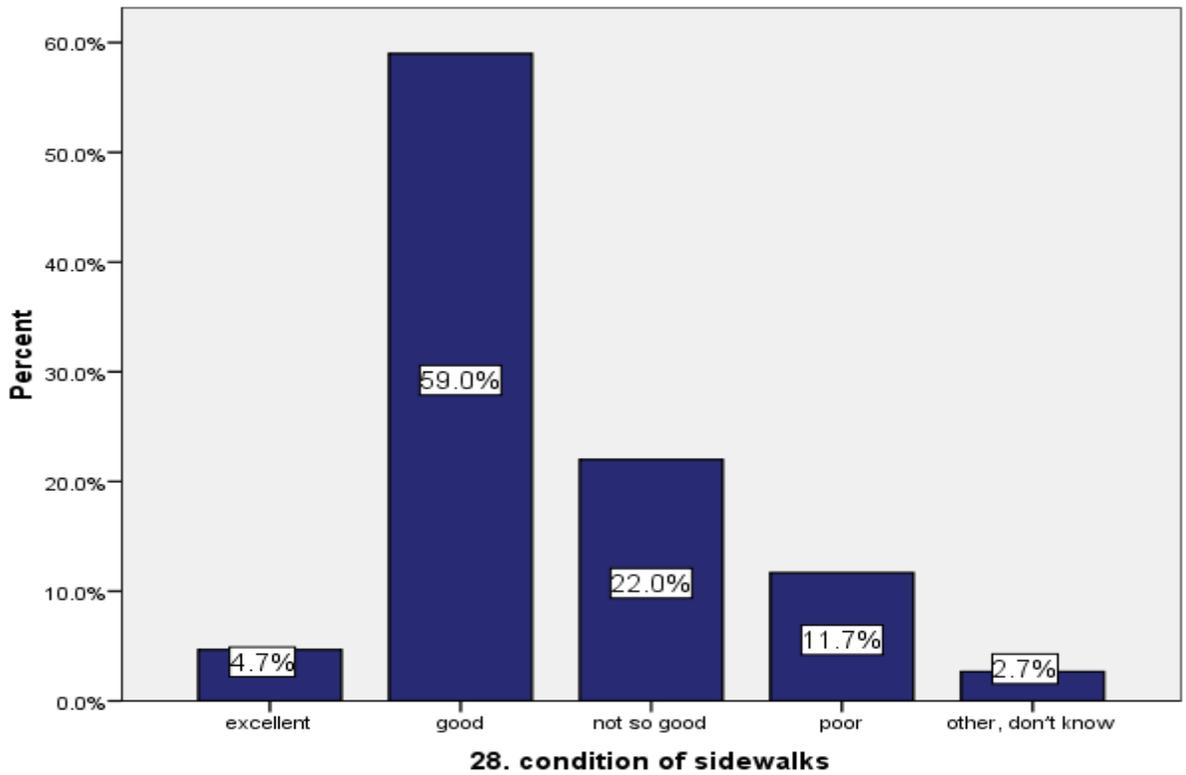


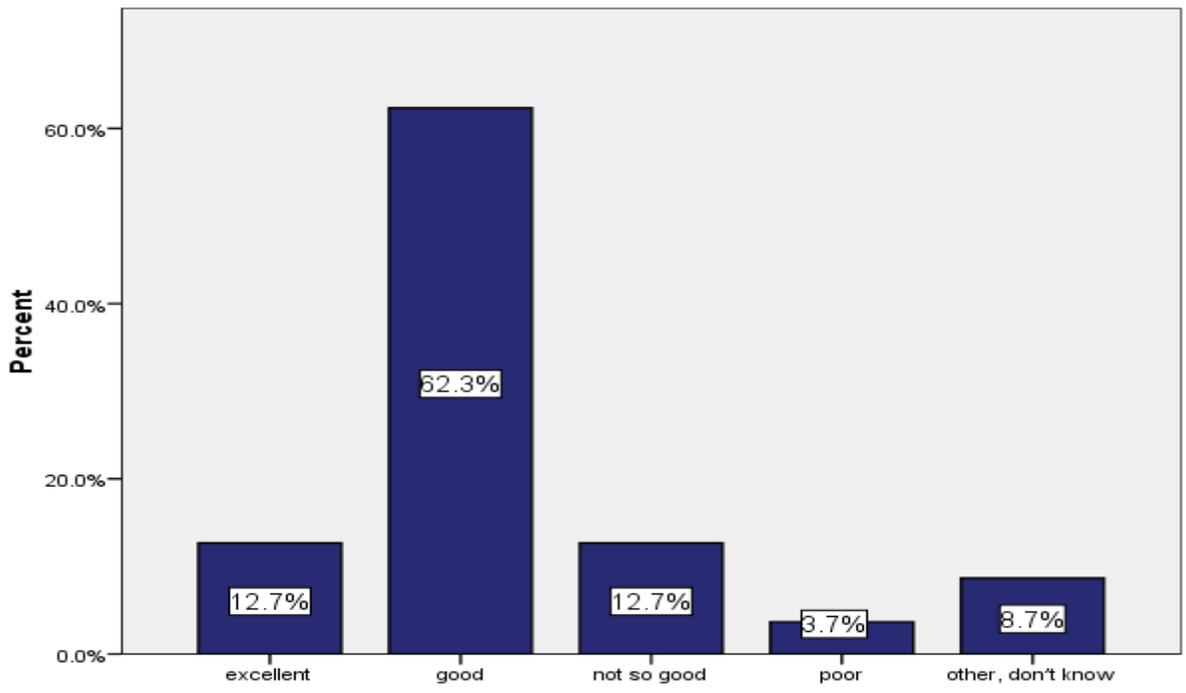


26. entertainment options

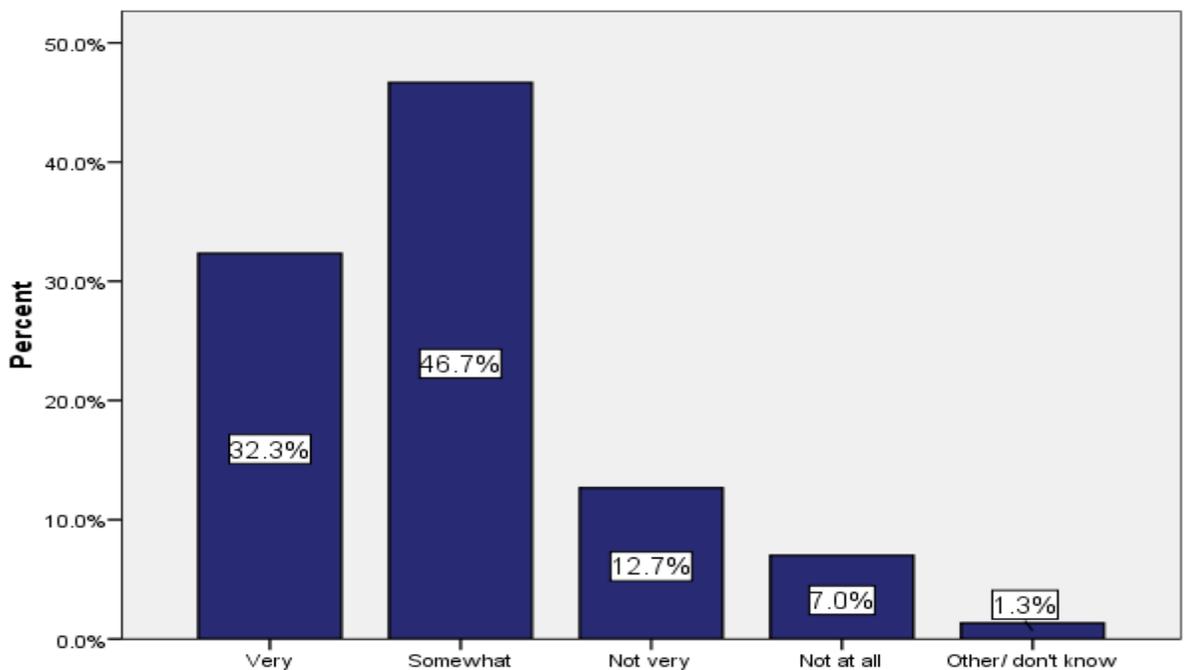


27. condition of streets

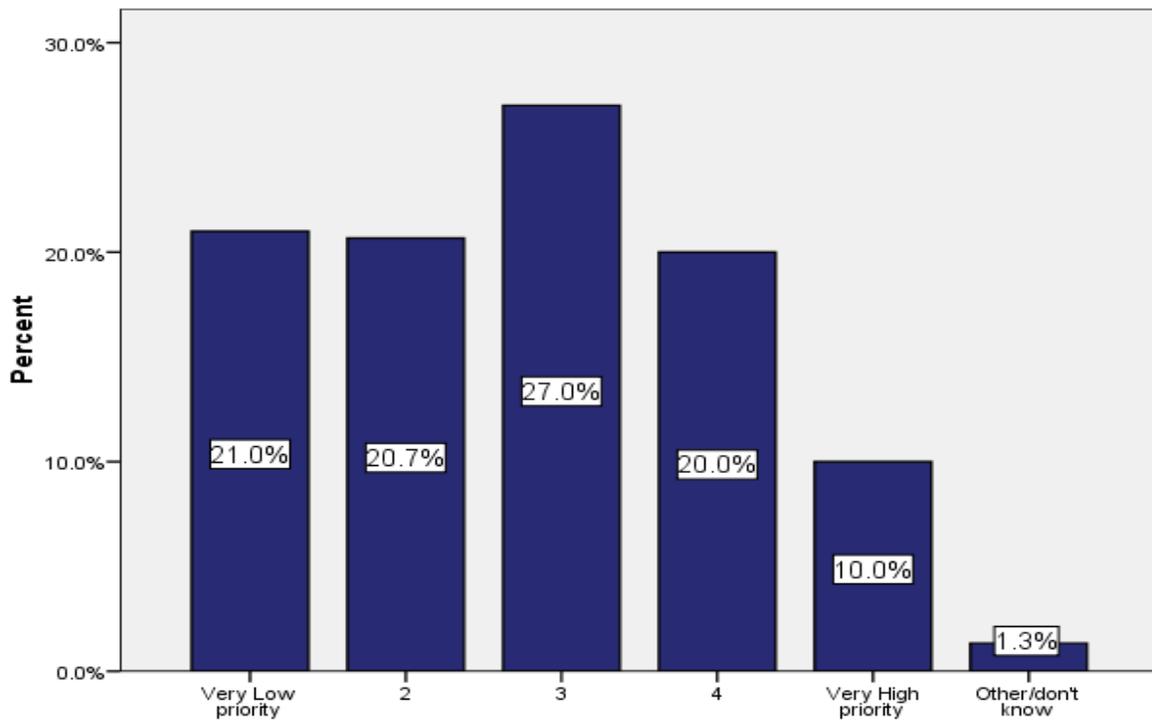




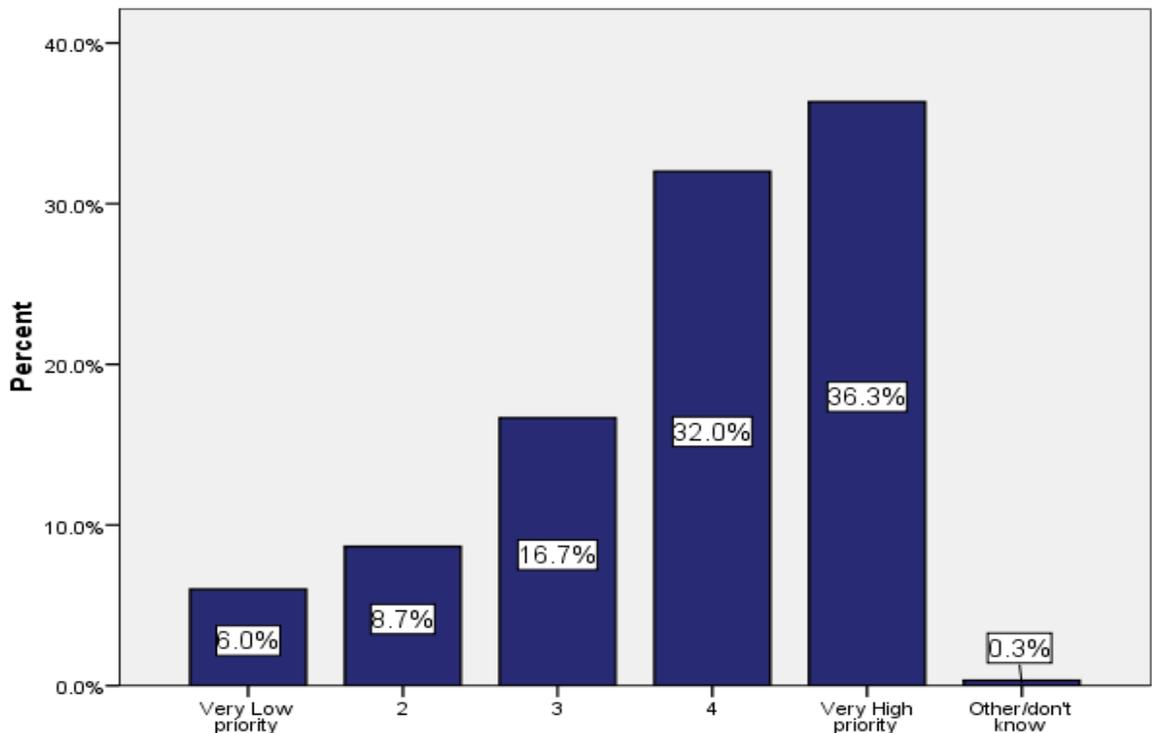
30. safety at night



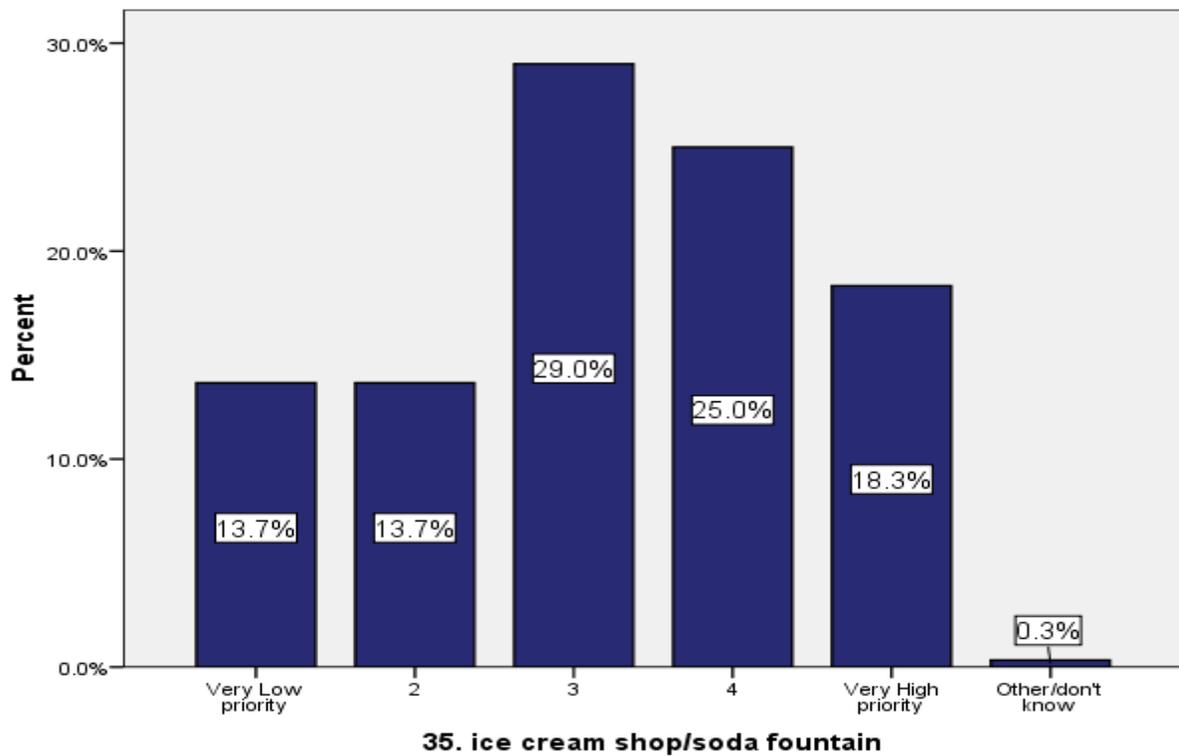
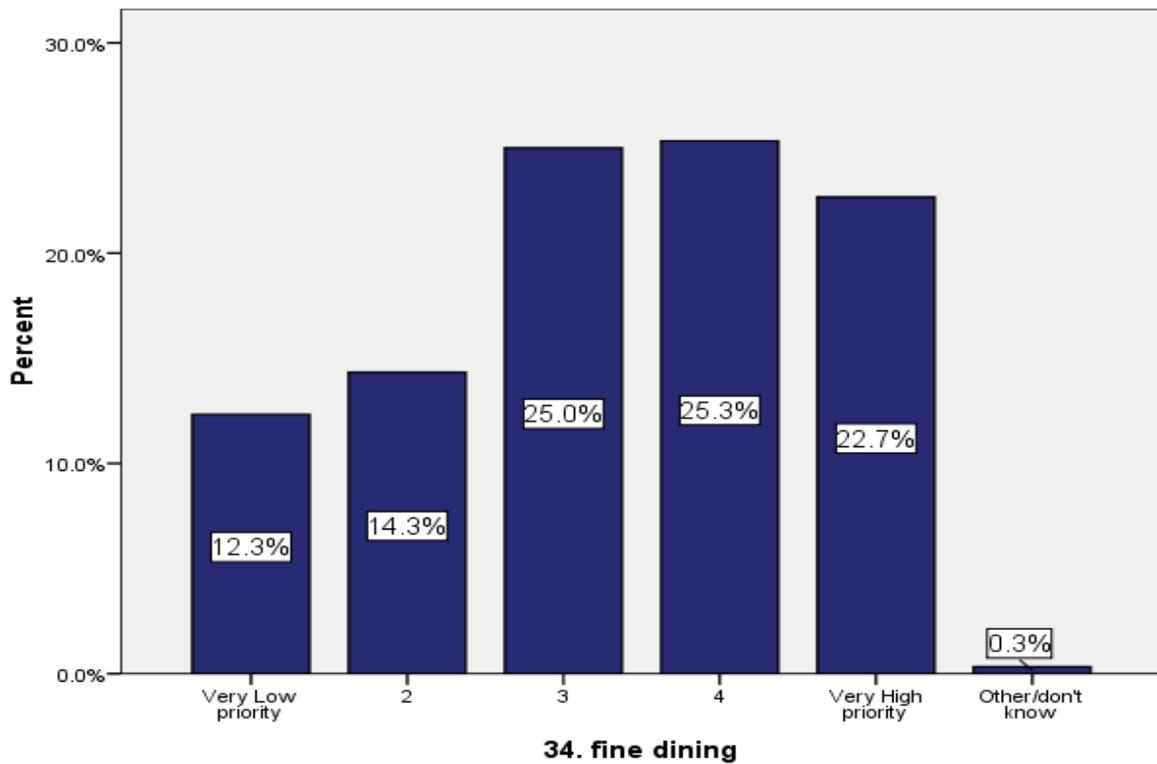
31. How important would you say it is that Trenton work to retain its downtown's historic character? Would you say it is very important, somewhat, not very or not at all important?

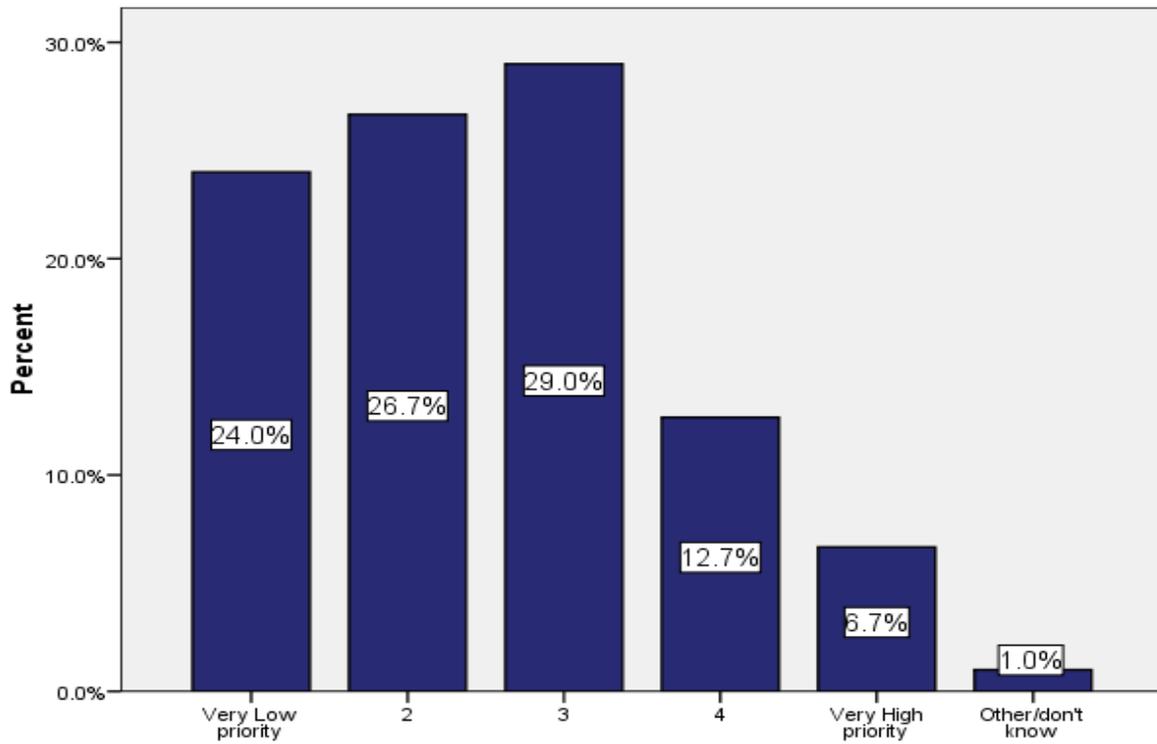


32. lodging such as hotel, motel or bed and breakfast

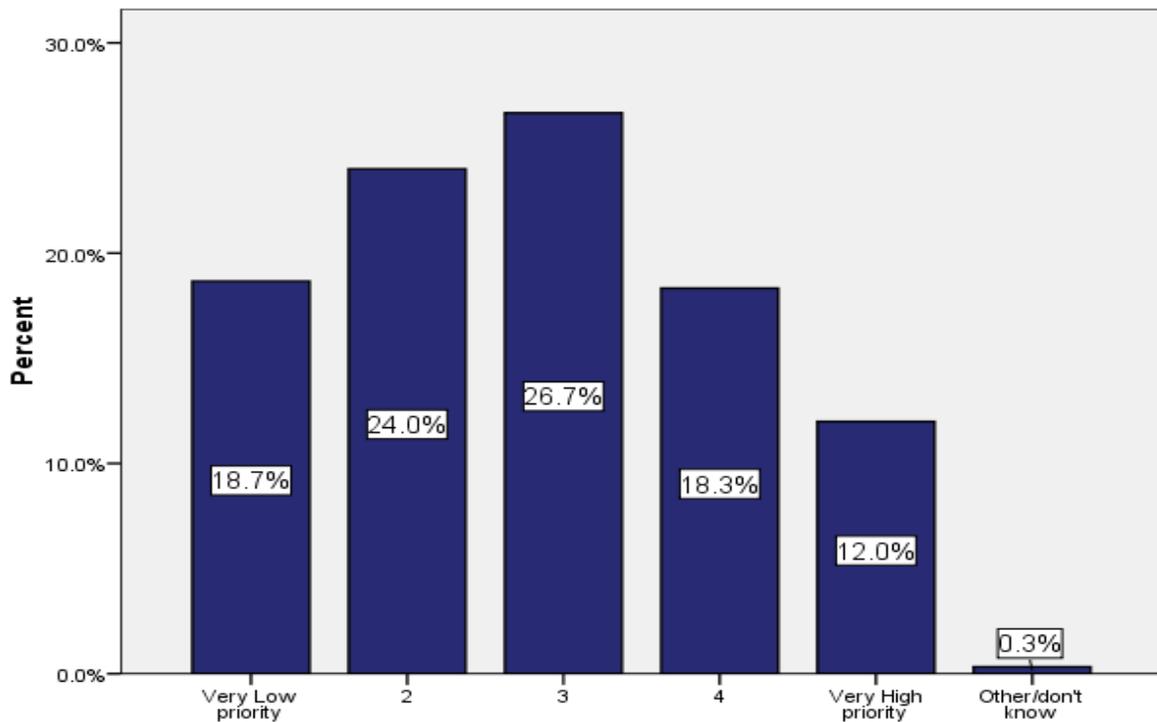


33. family or casual style dining

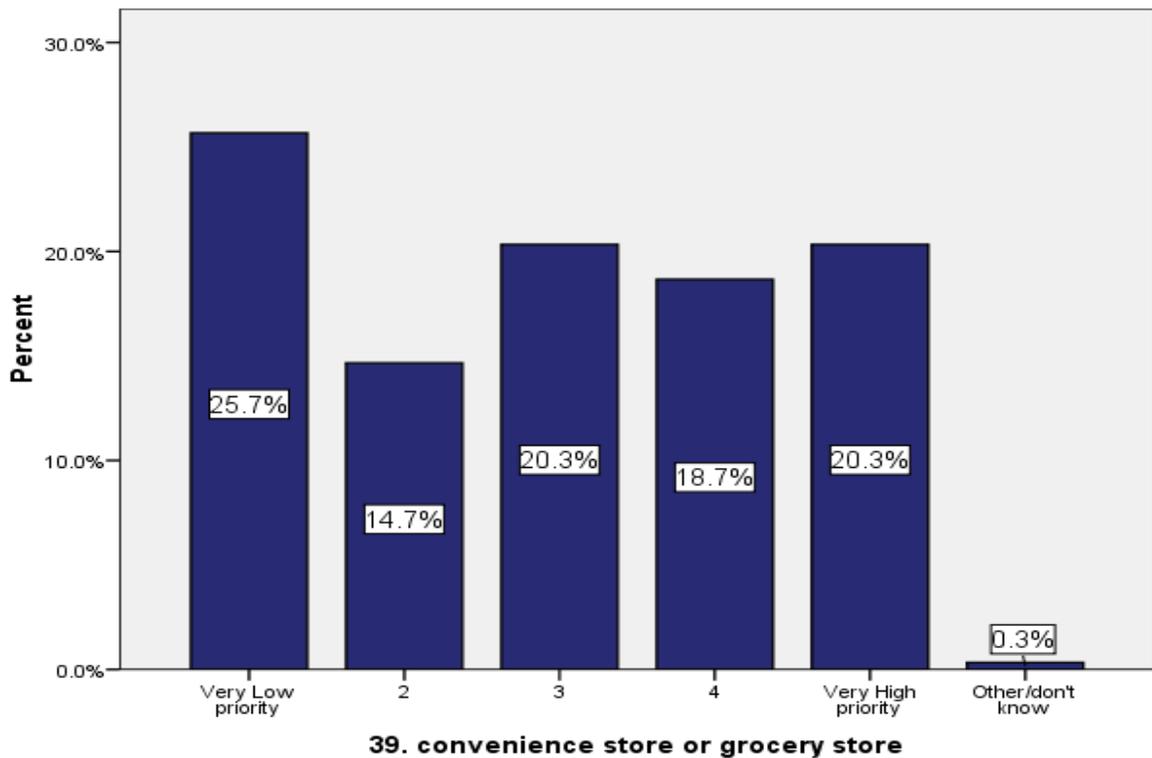
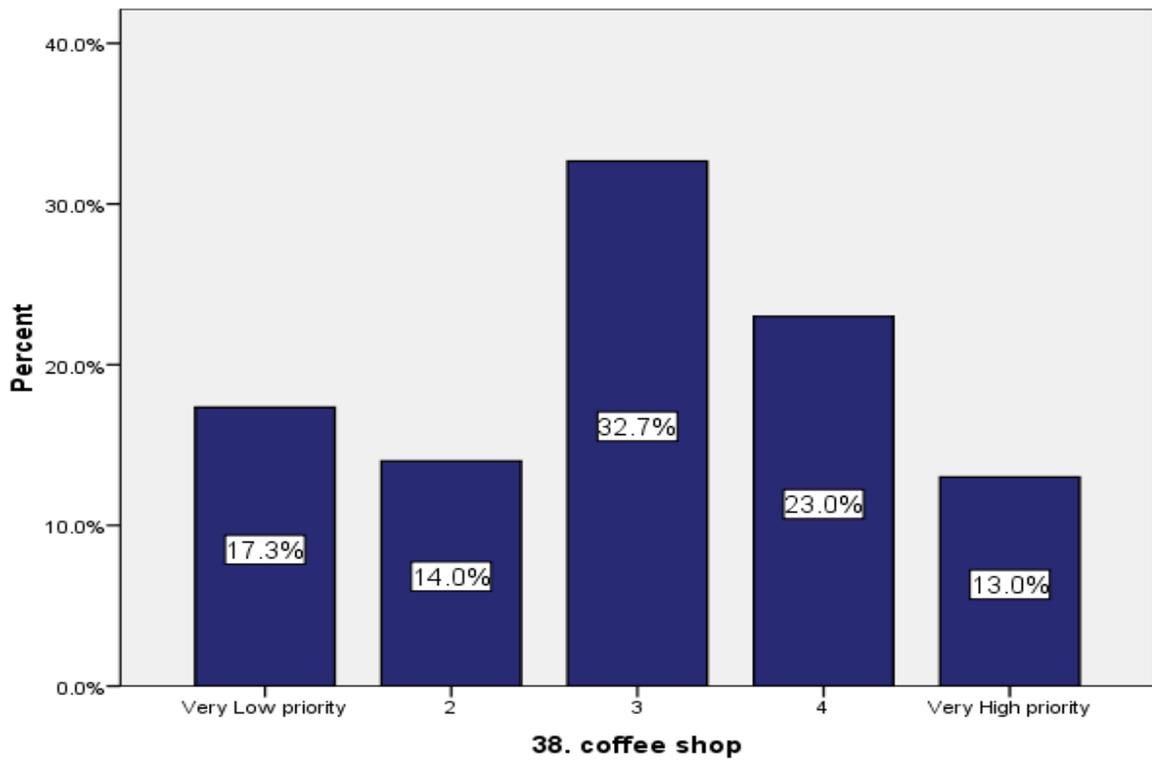


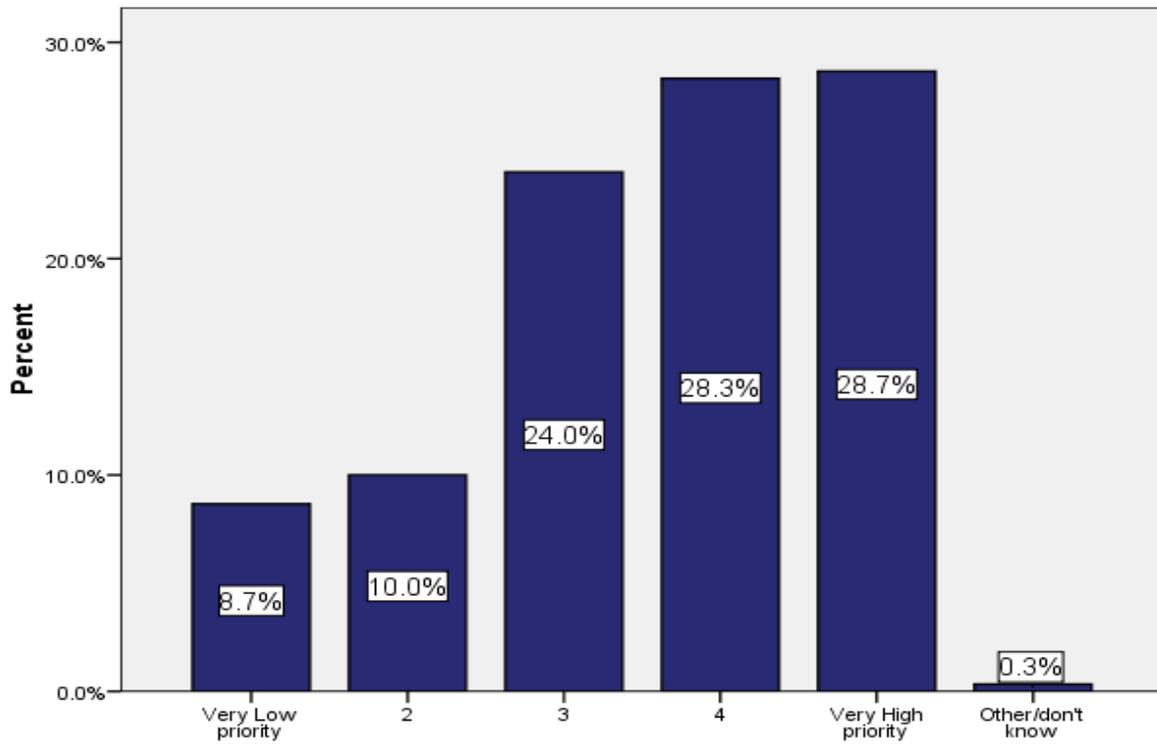


36. antique shops

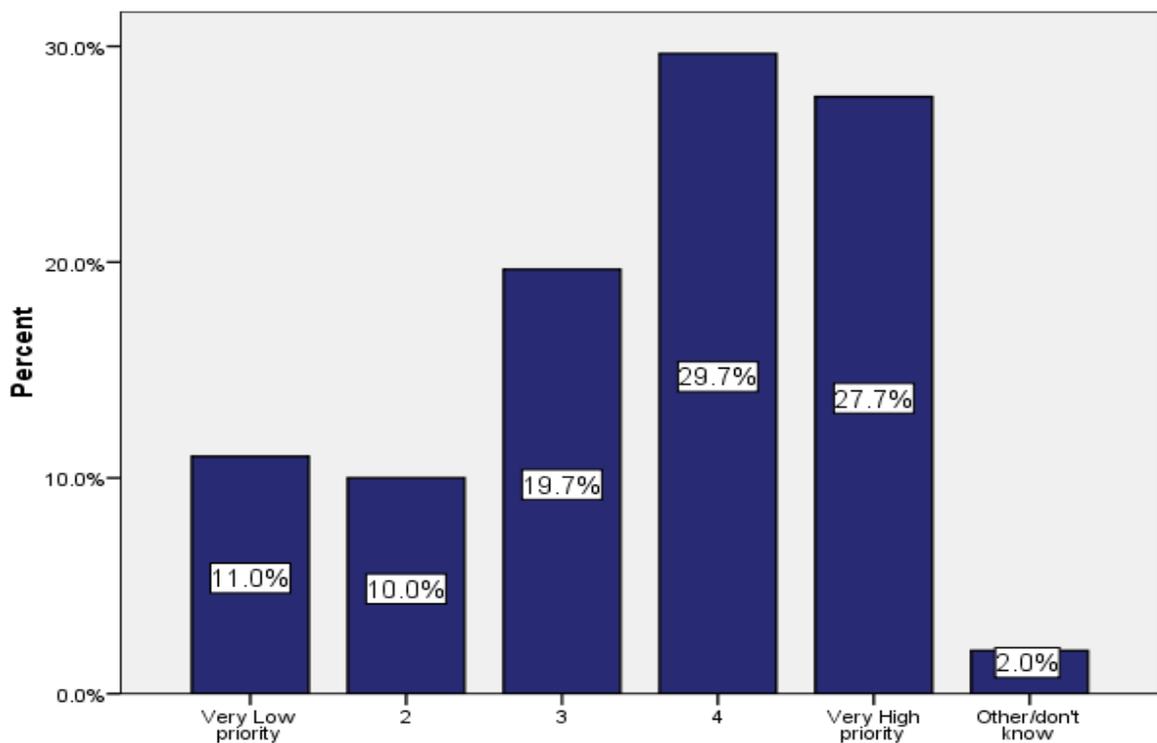


37. art galleries and shops

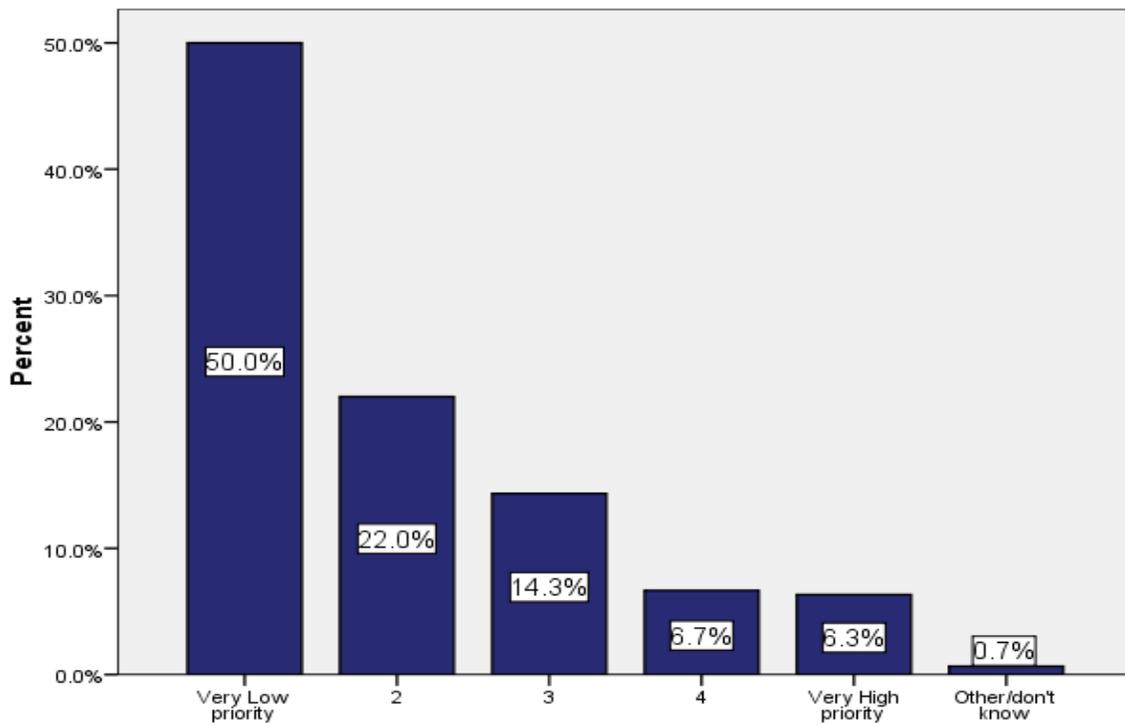




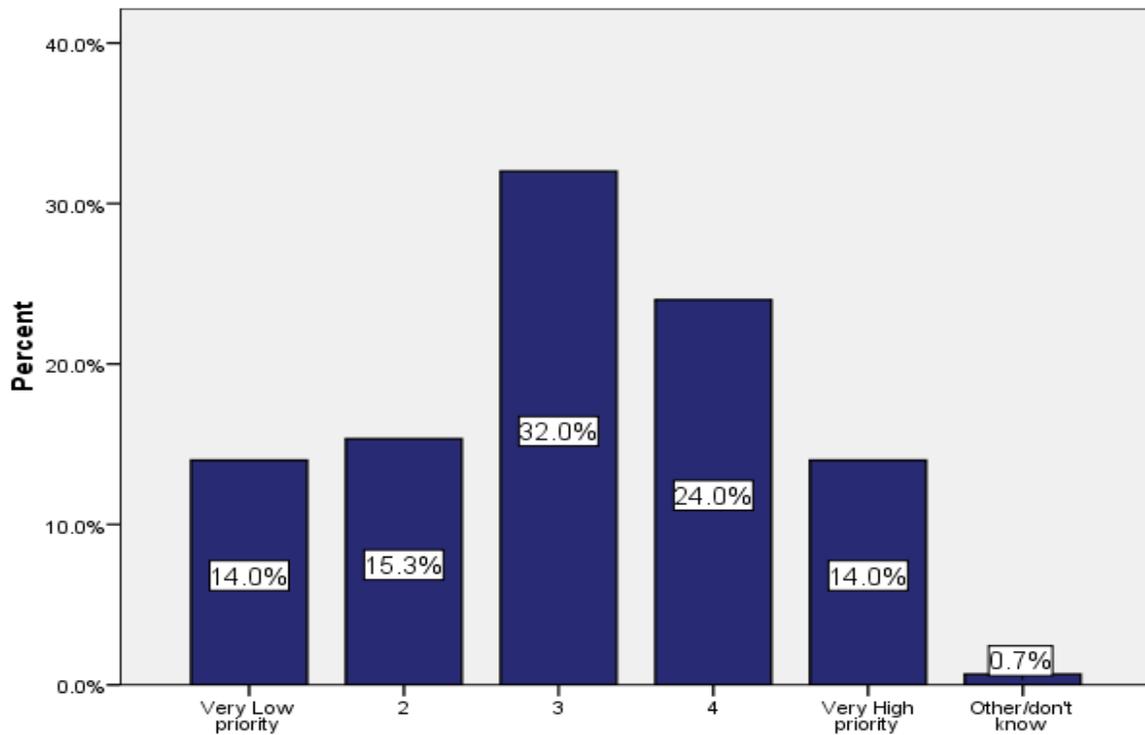
40. clothing stores



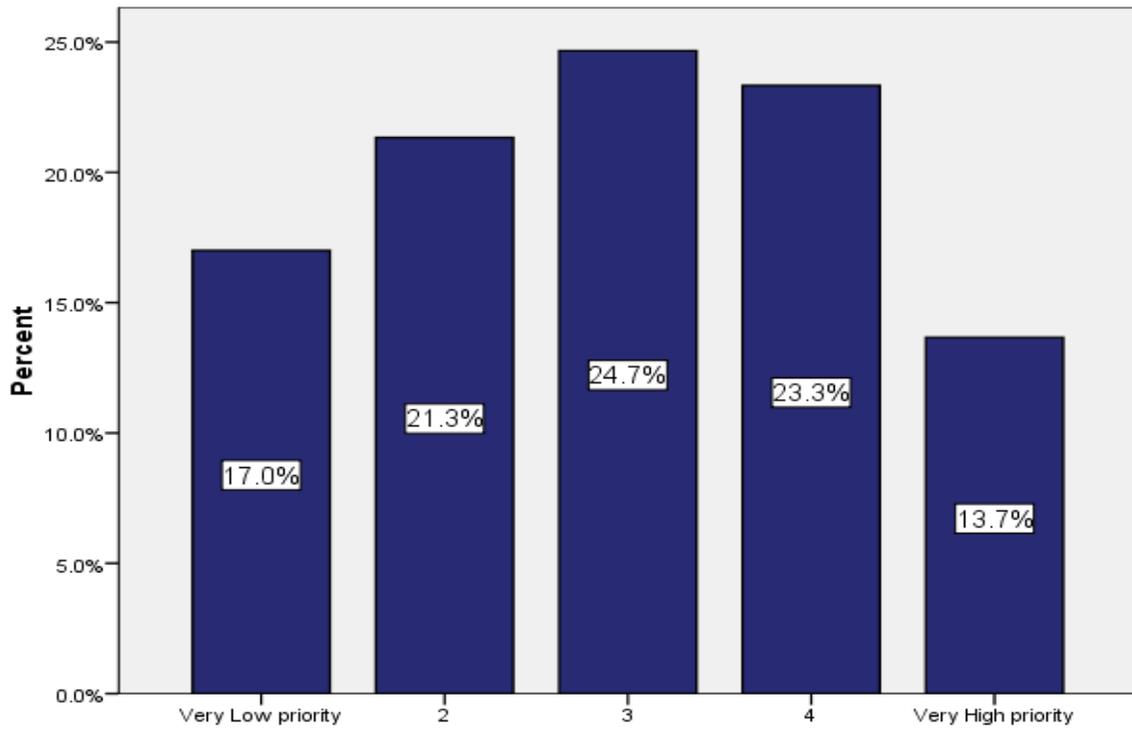
41. arcade or other attraction aimed at teenagers



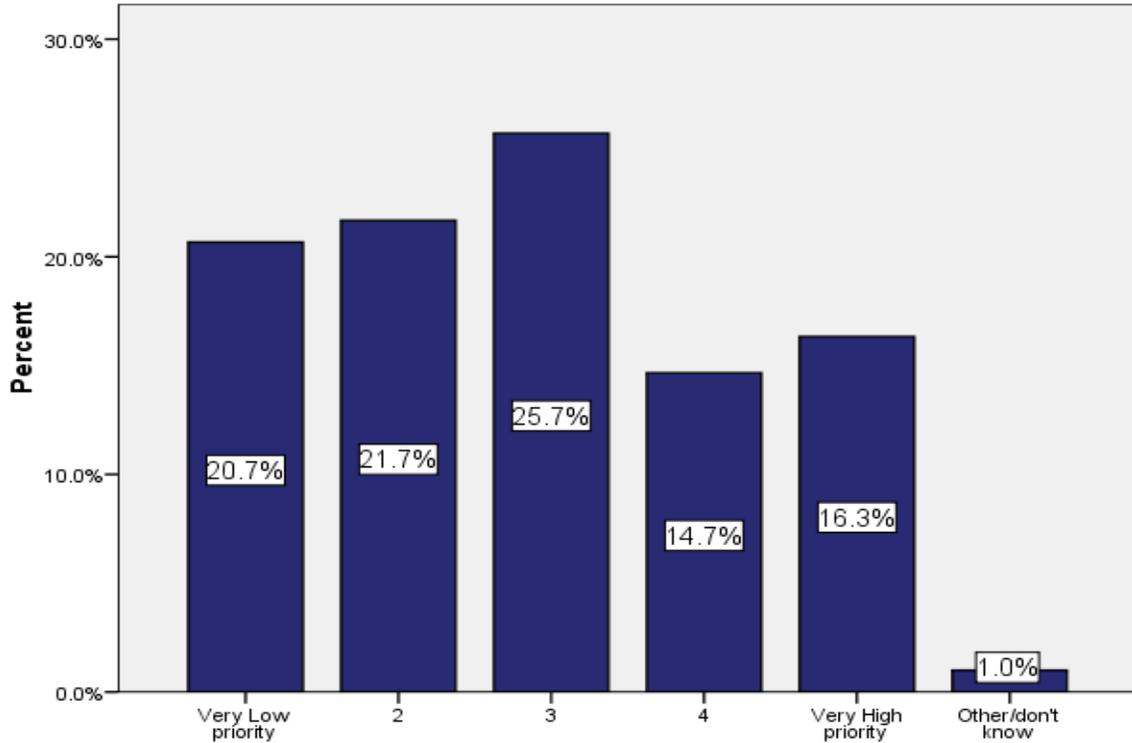
42. bars/nightclubs



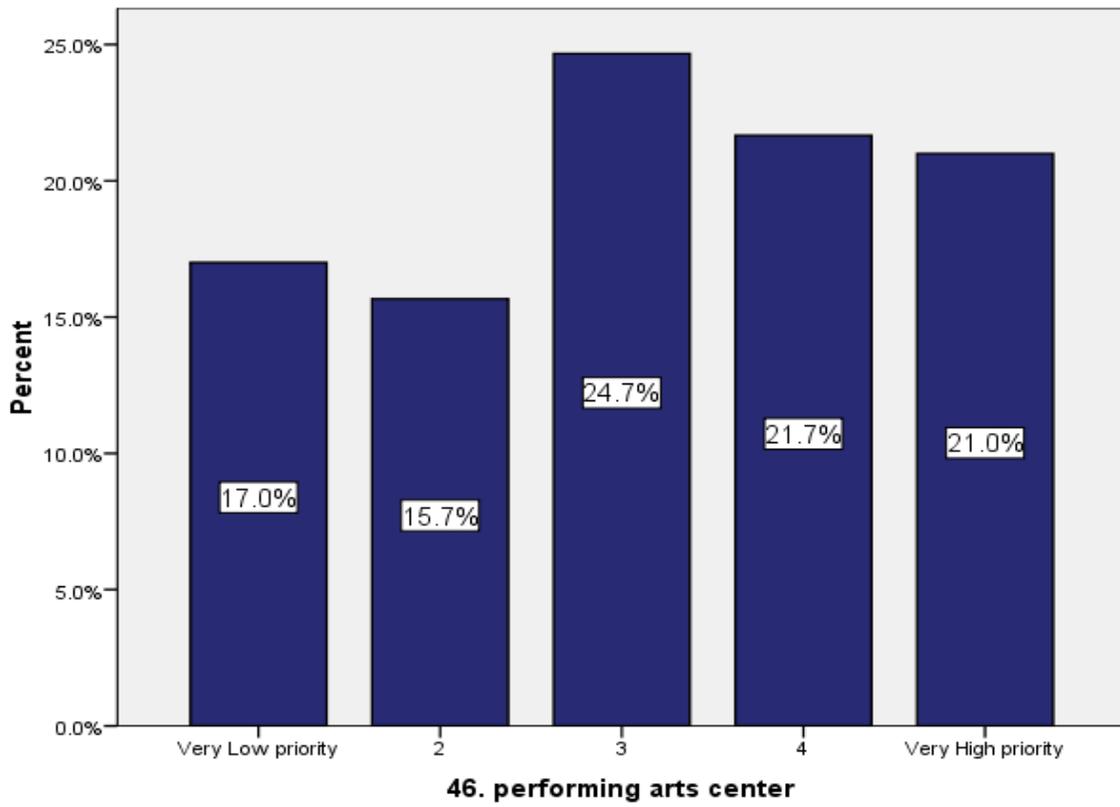
43. bookstore

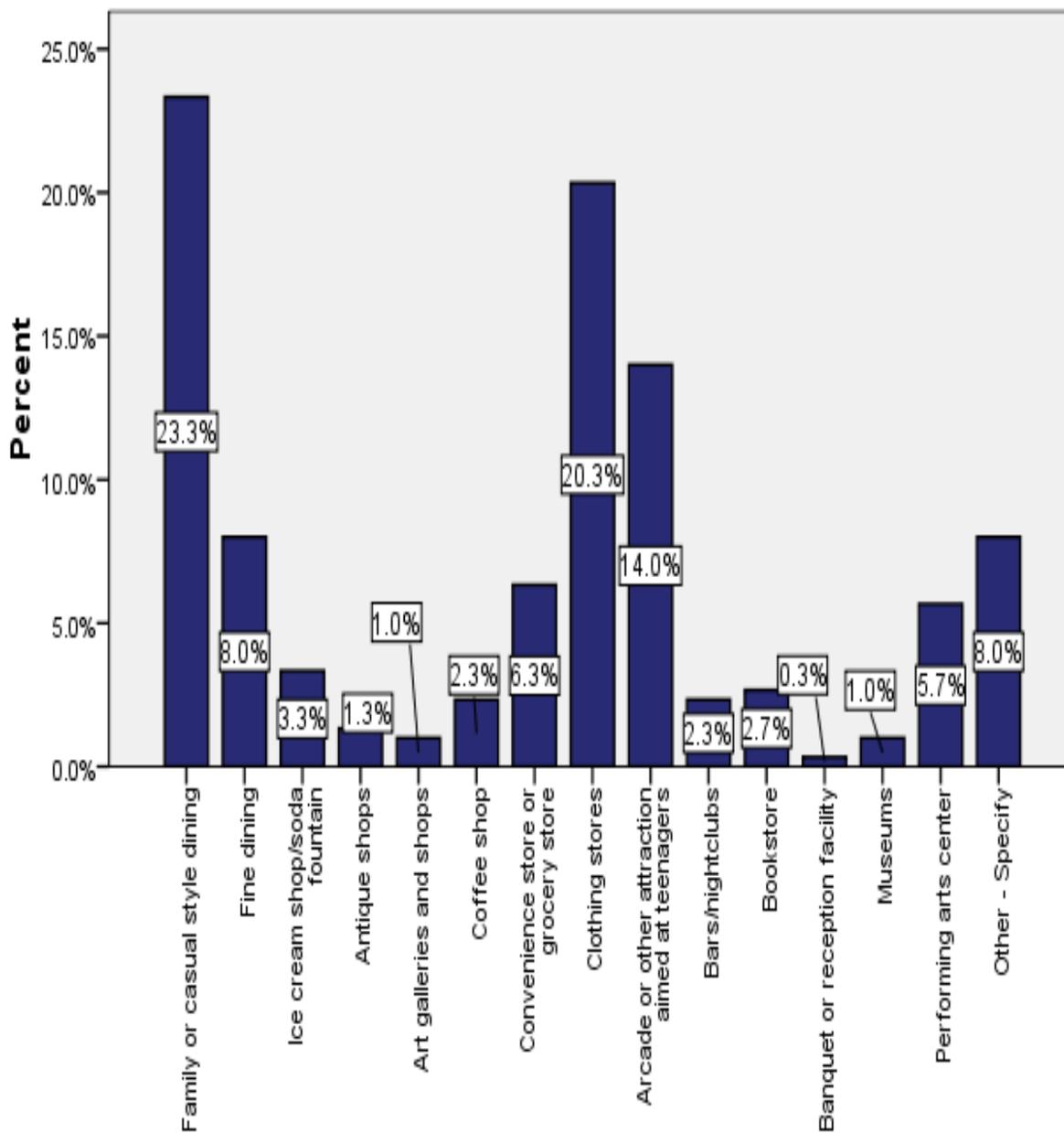


44. banquet or reception facility

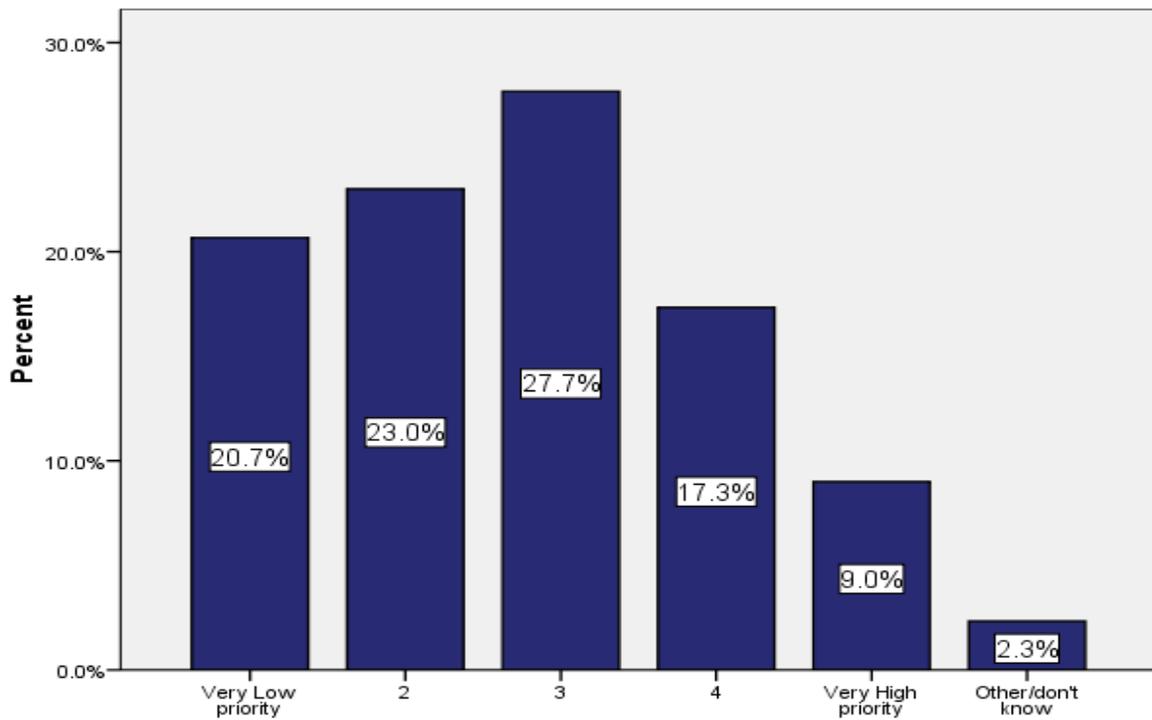


45. museums

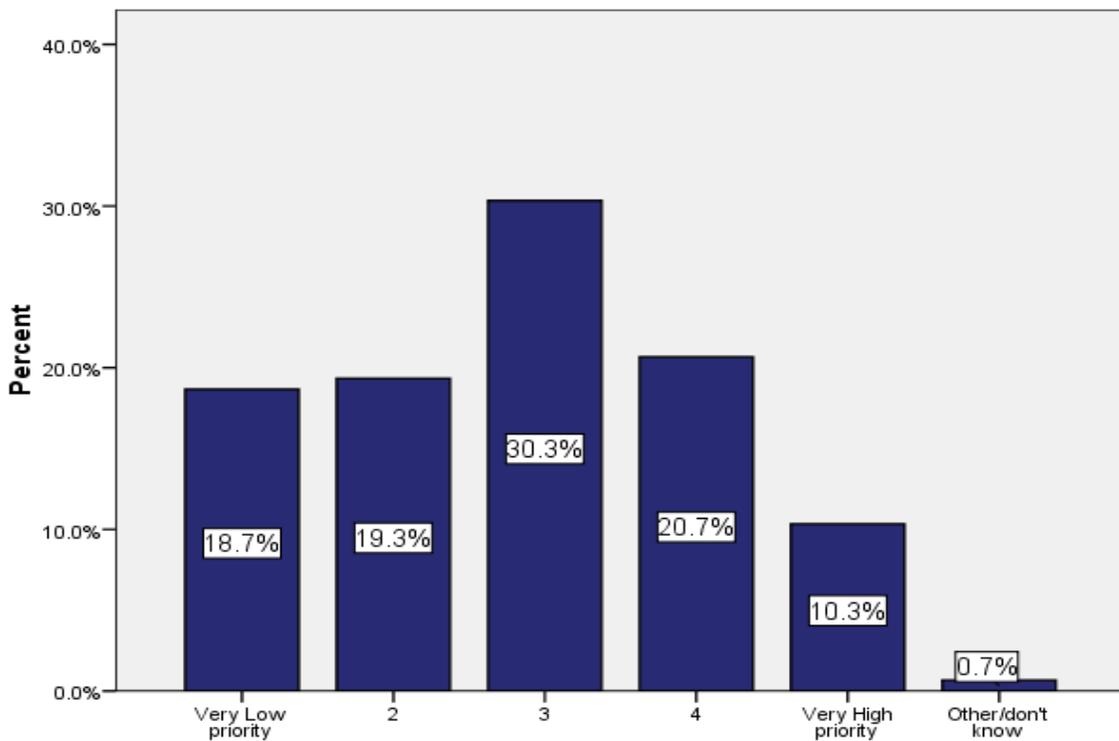




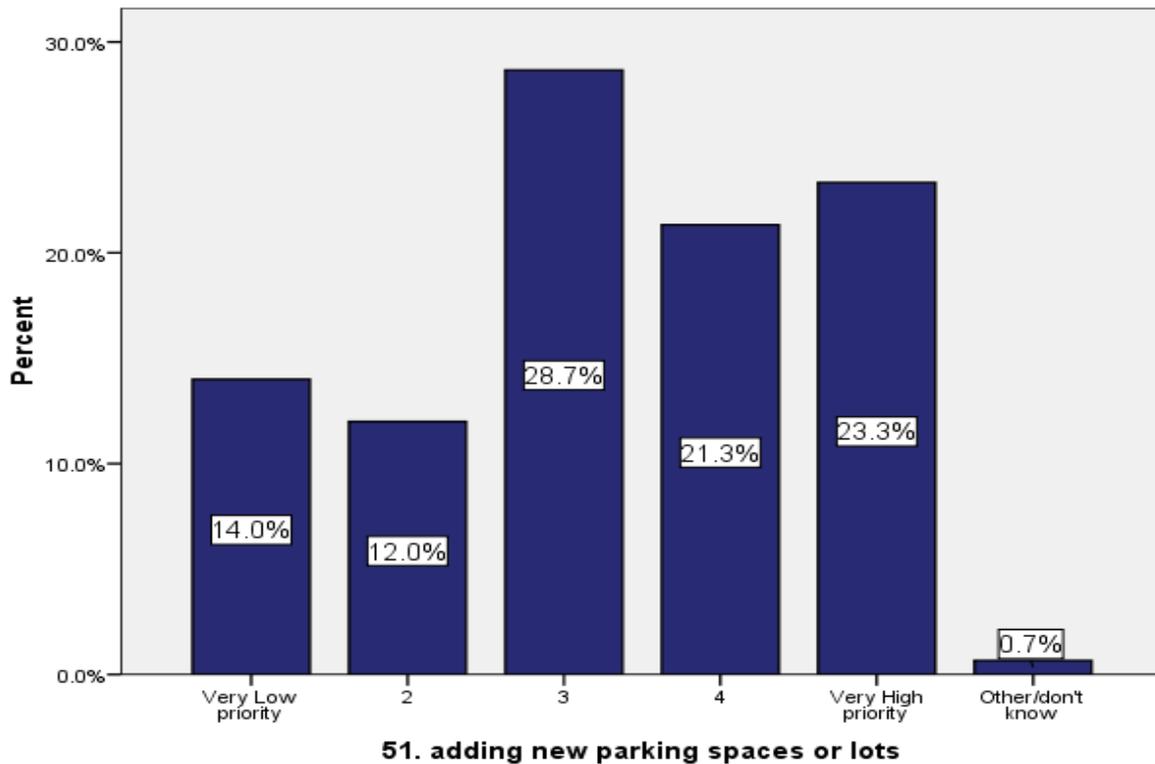
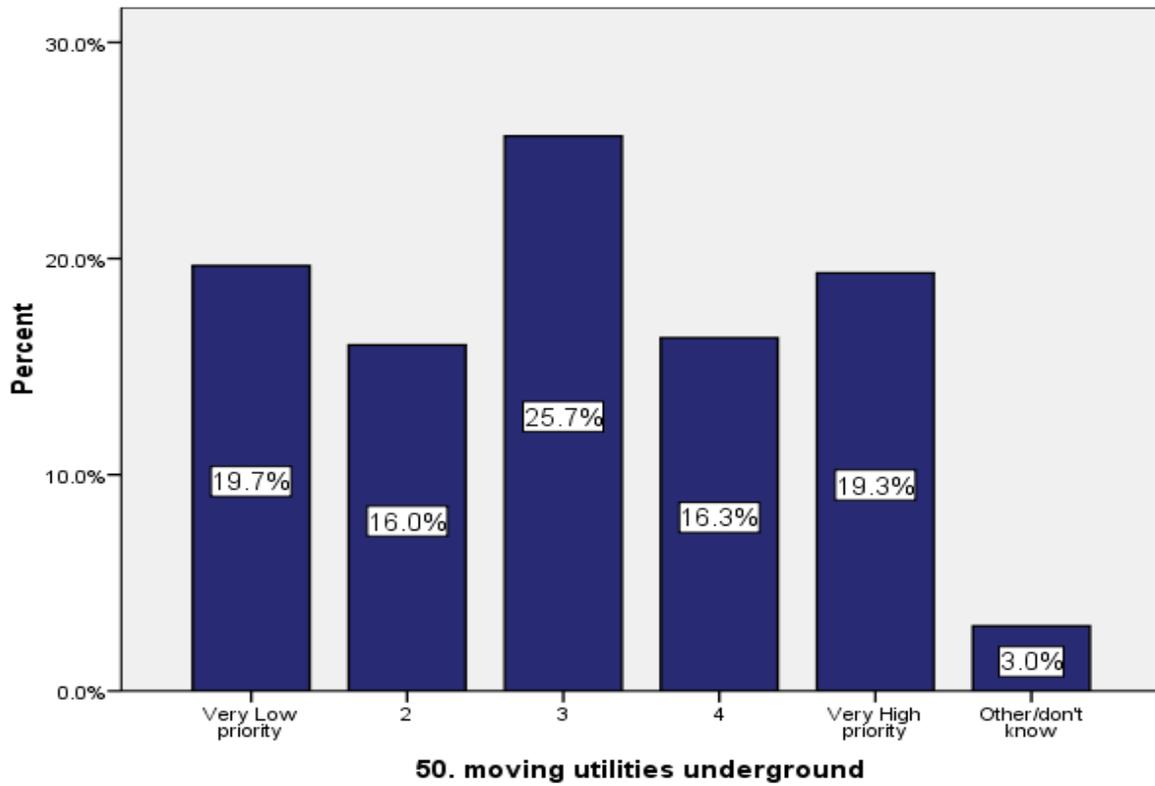
47. Of the items listed above, what business would you most like to see i...

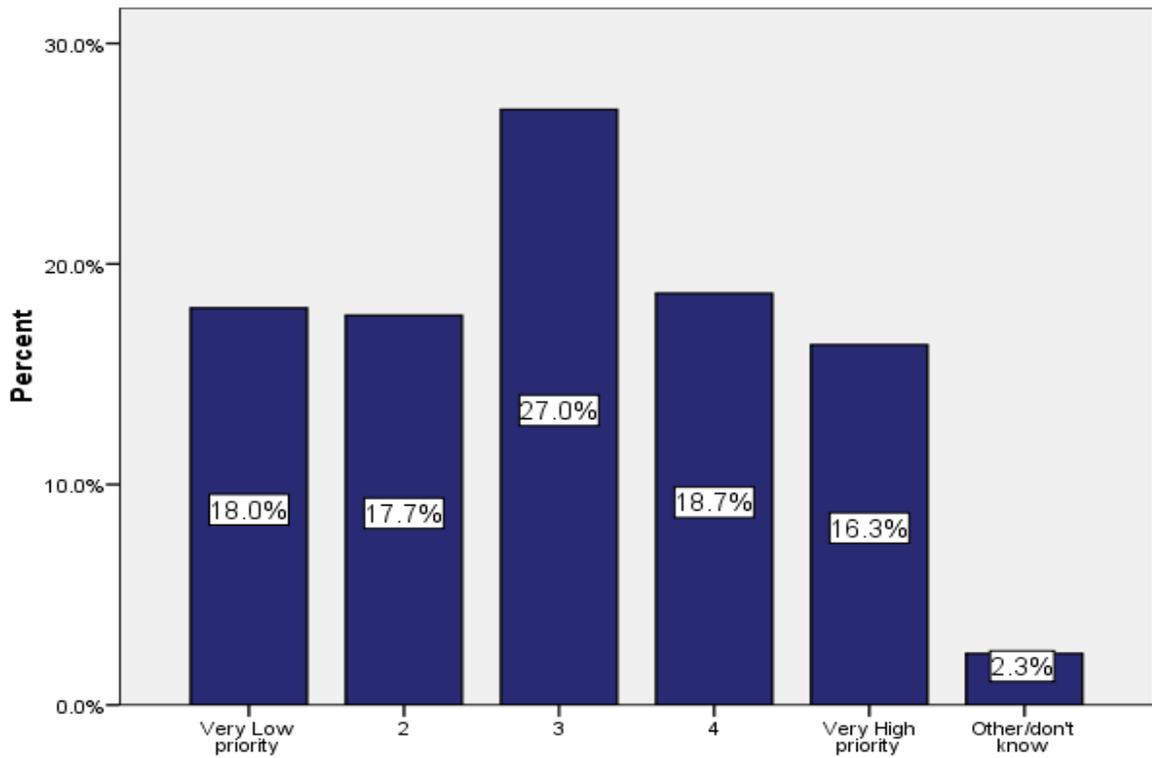


48. adding green space

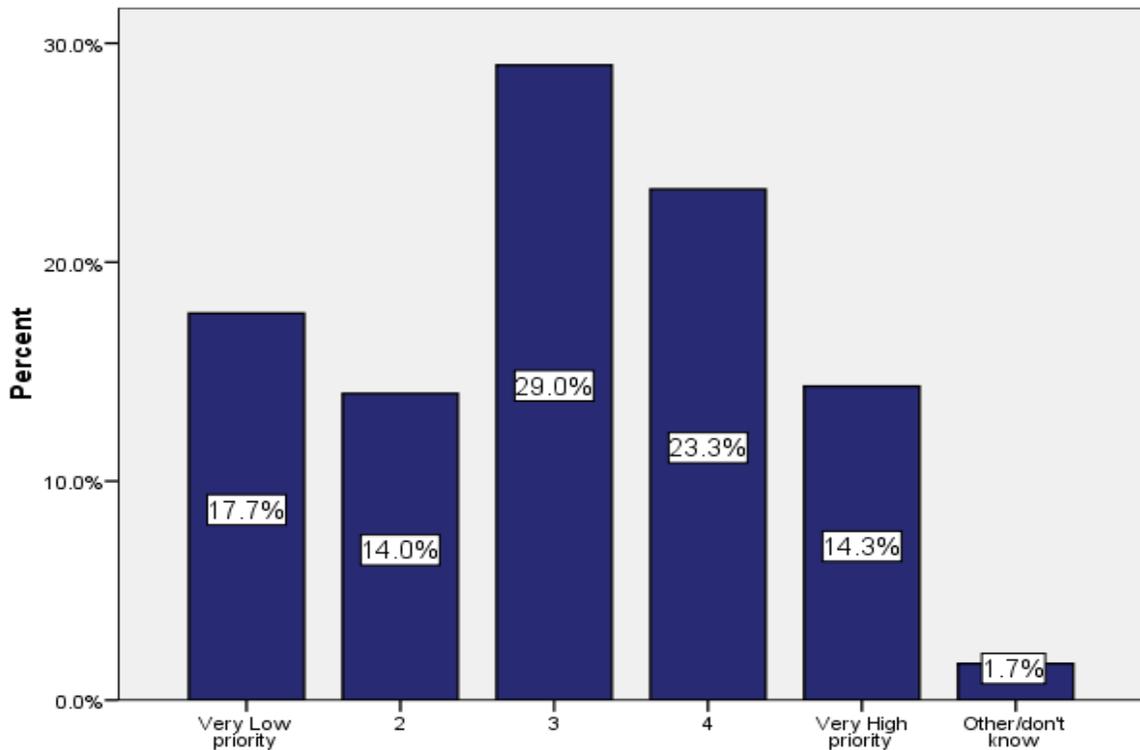


49. improving lighting

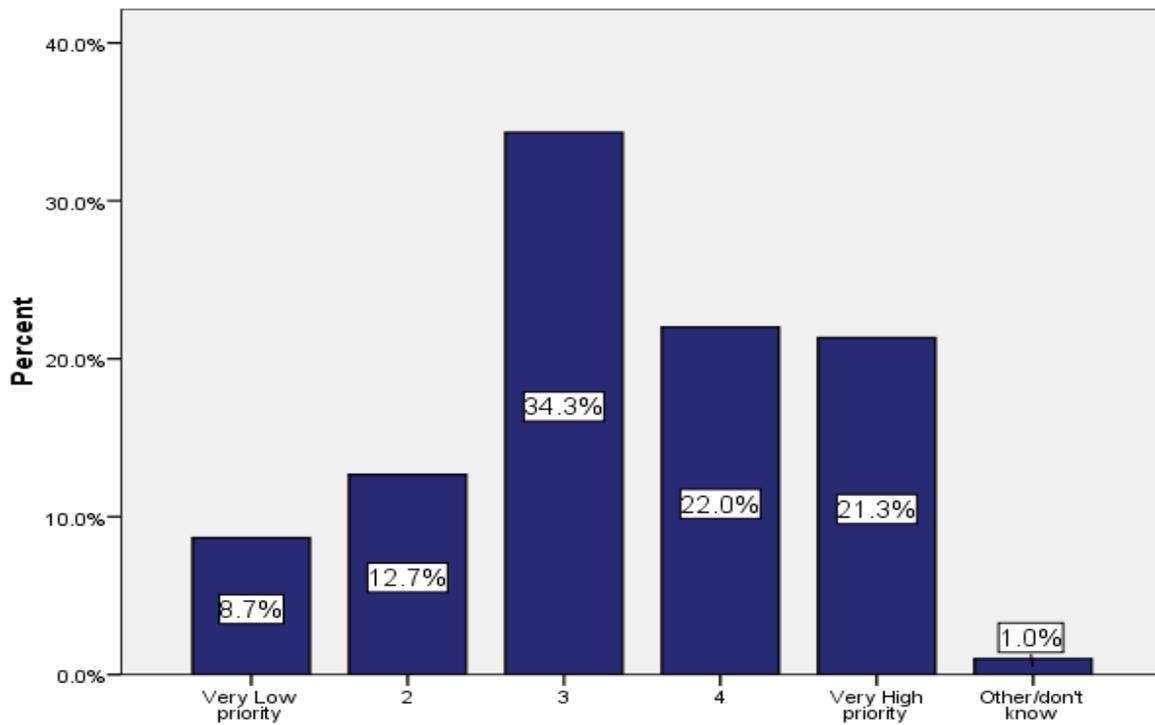




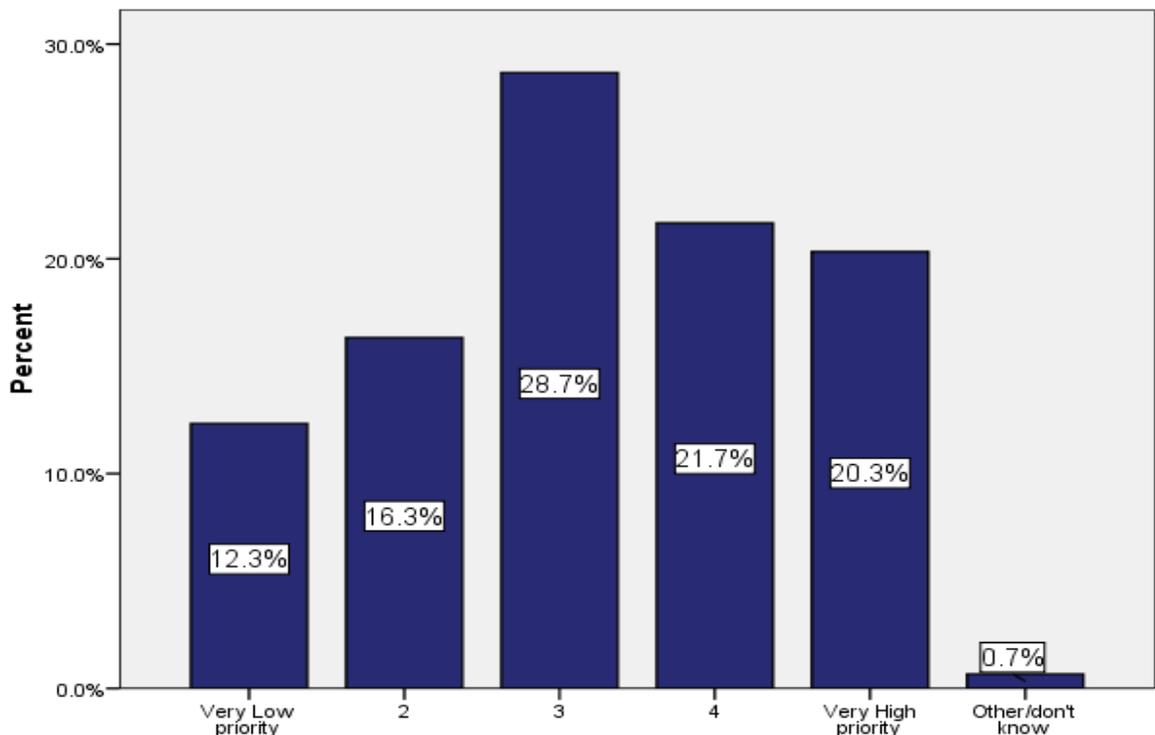
52. stricter code enforcement



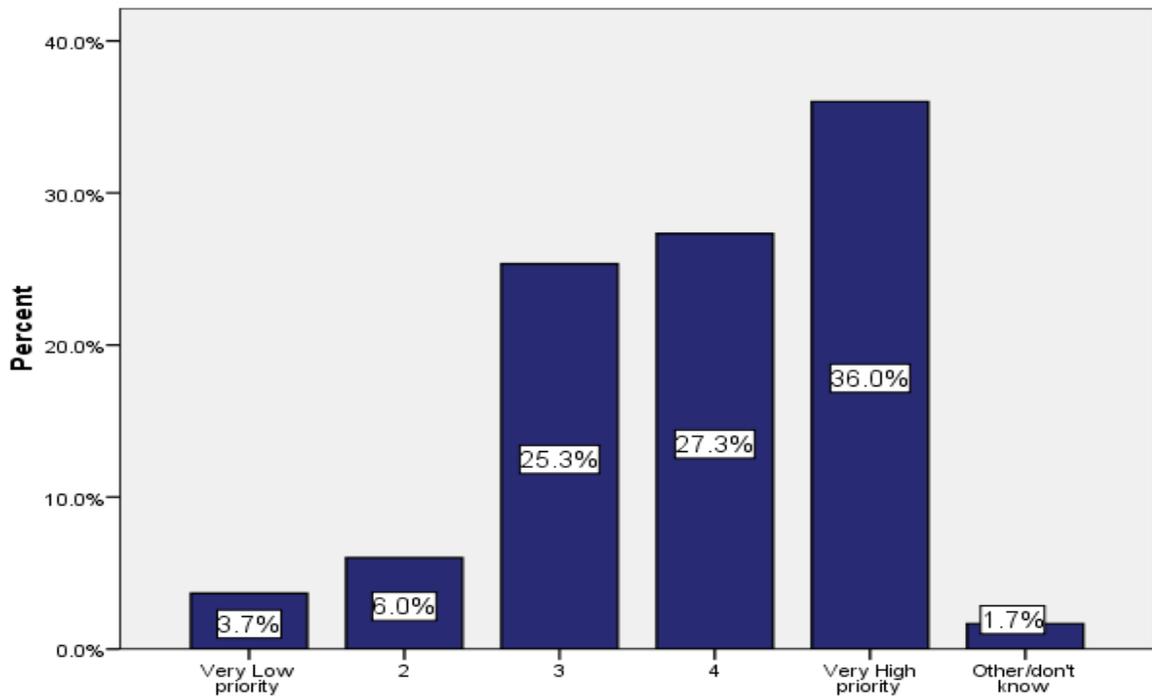
53. developing second-story residential space



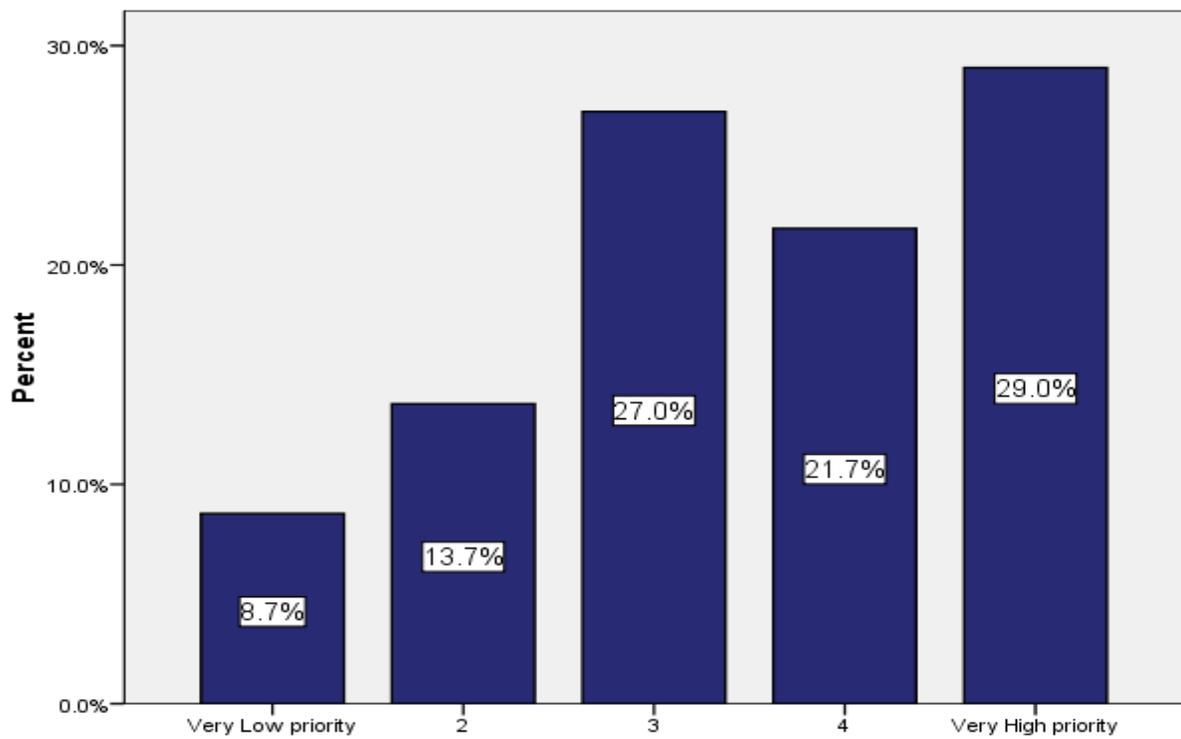
54. making the area more pedestrian-friendly



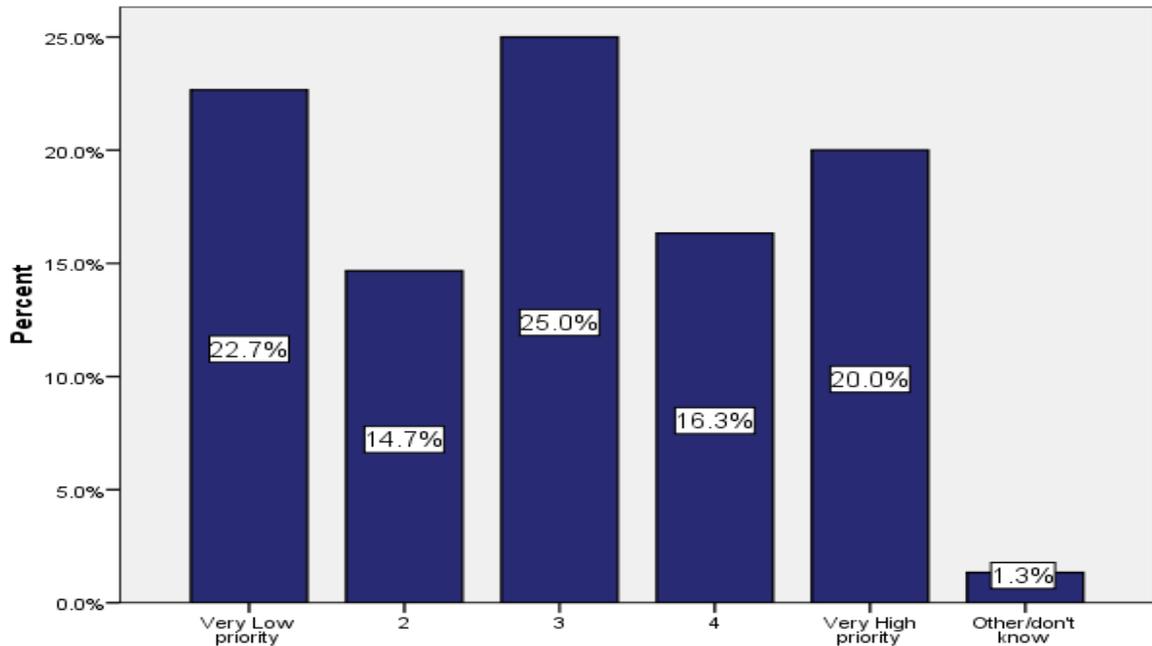
55. improving signage to help people find their way around



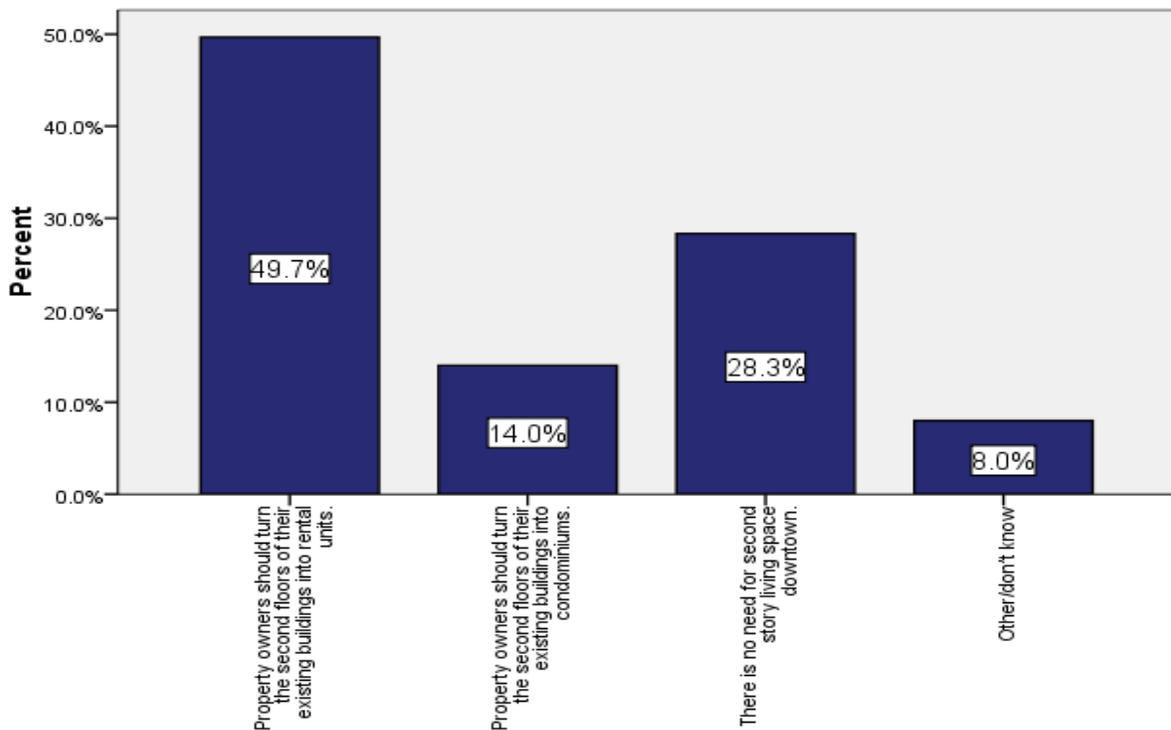
56. improving building facades



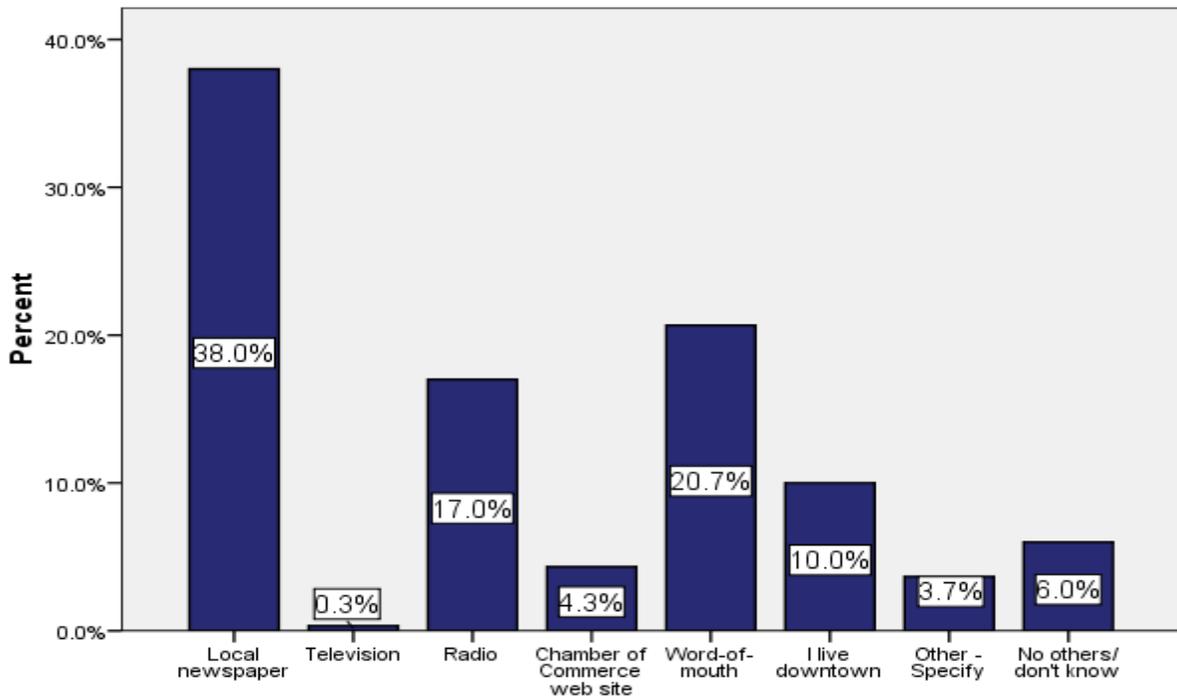
57. keeping streets and sidewalks cleaner



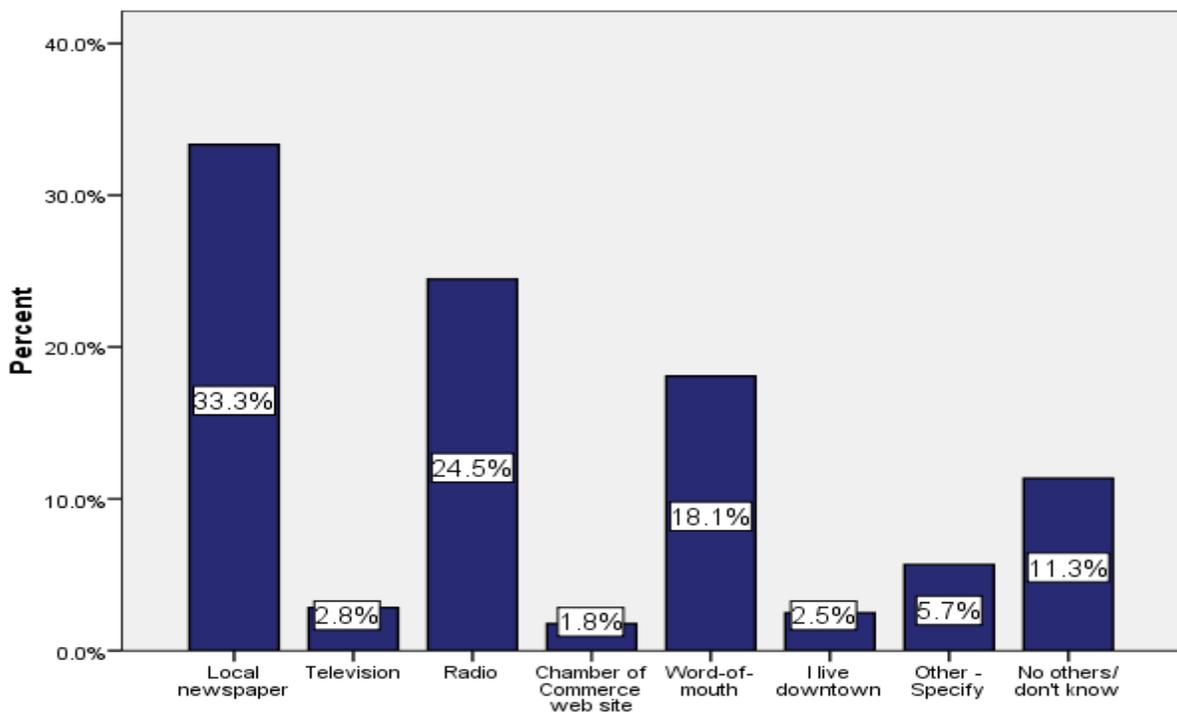
58. changing traffic flow to make it easier to get around downtown



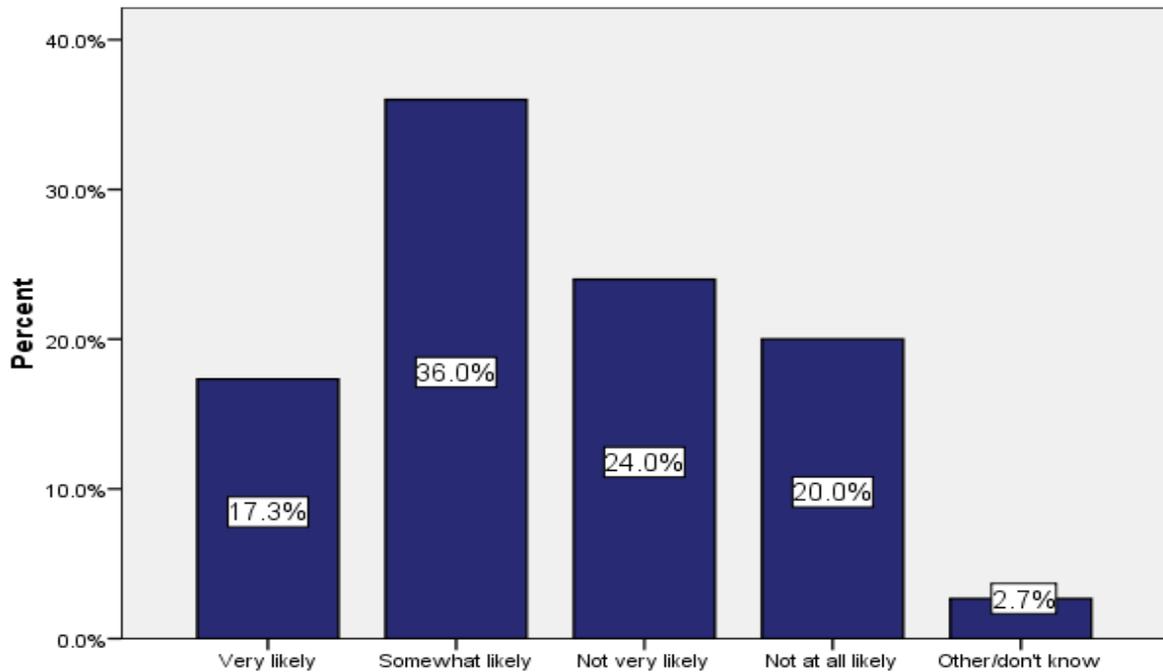
60. There has been some discussion about developing second story livi...



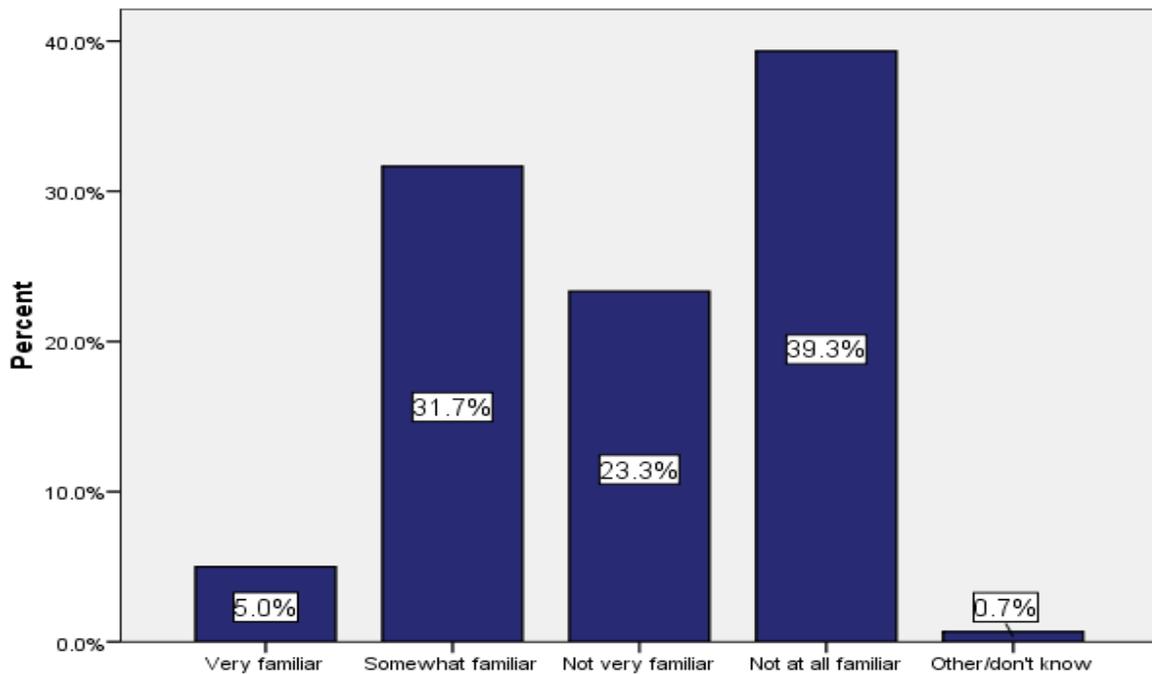
61a. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Trenton?



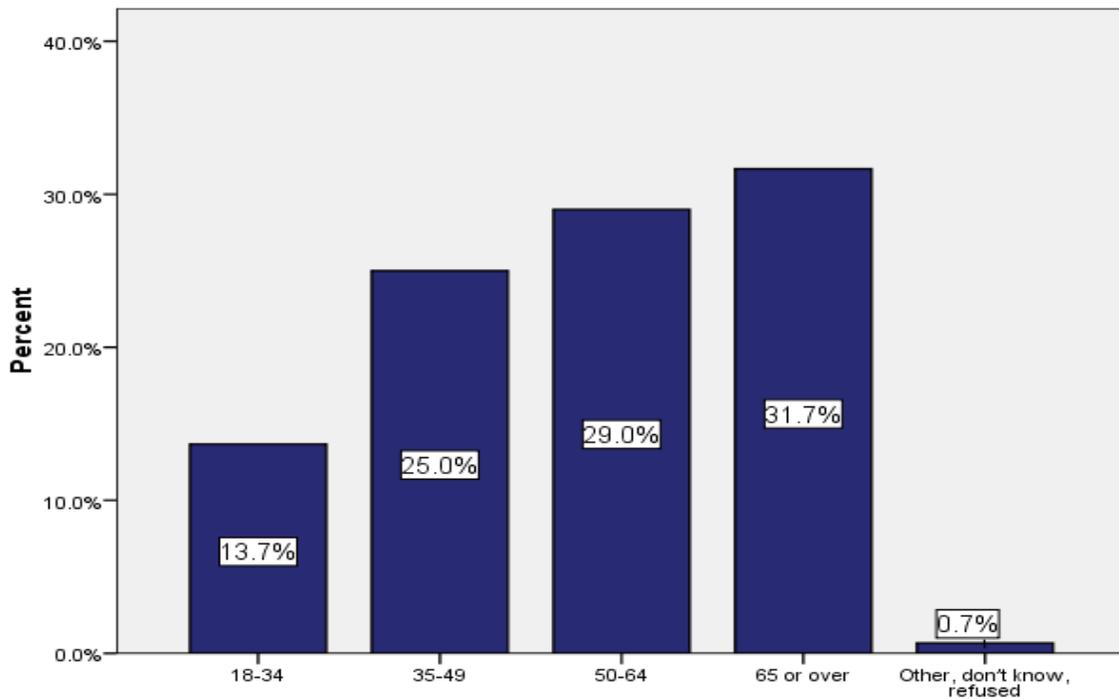
61b. And what is your second most likely source of information?



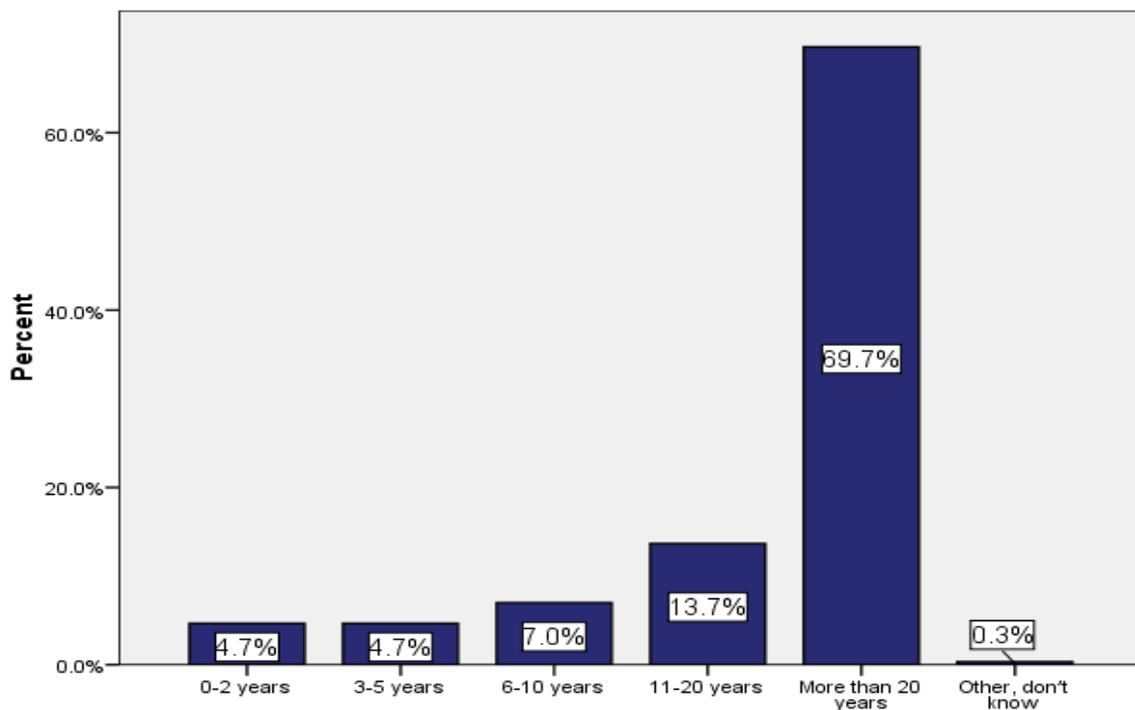
62. How likely would you say you are to support an economic development sales tax for streets, downtown and overall development in Trenton? Would you say you are very likely, somewhat, not very or not at all likely to support such a sales tax?



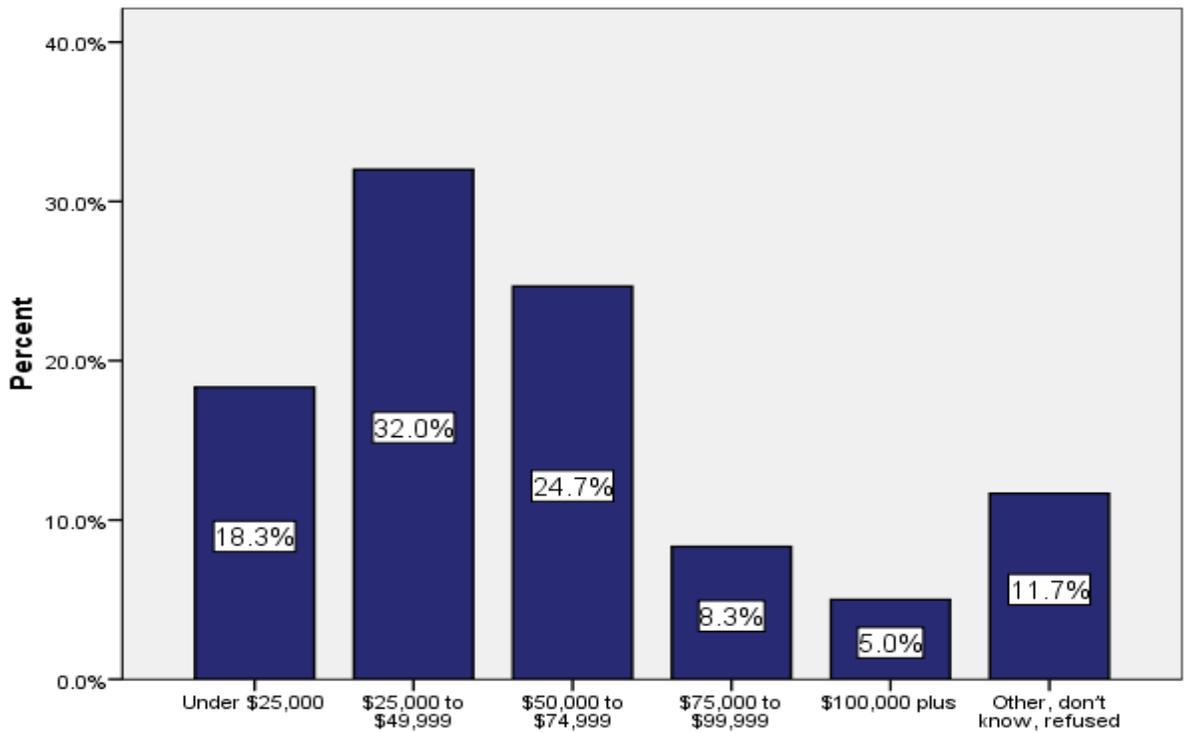
63. How familiar are you with a state-sponsored program called the DREAM Initiative? Would you say you are very familiar, somewhat, not very or not at all familiar with the DREAM Initiative?



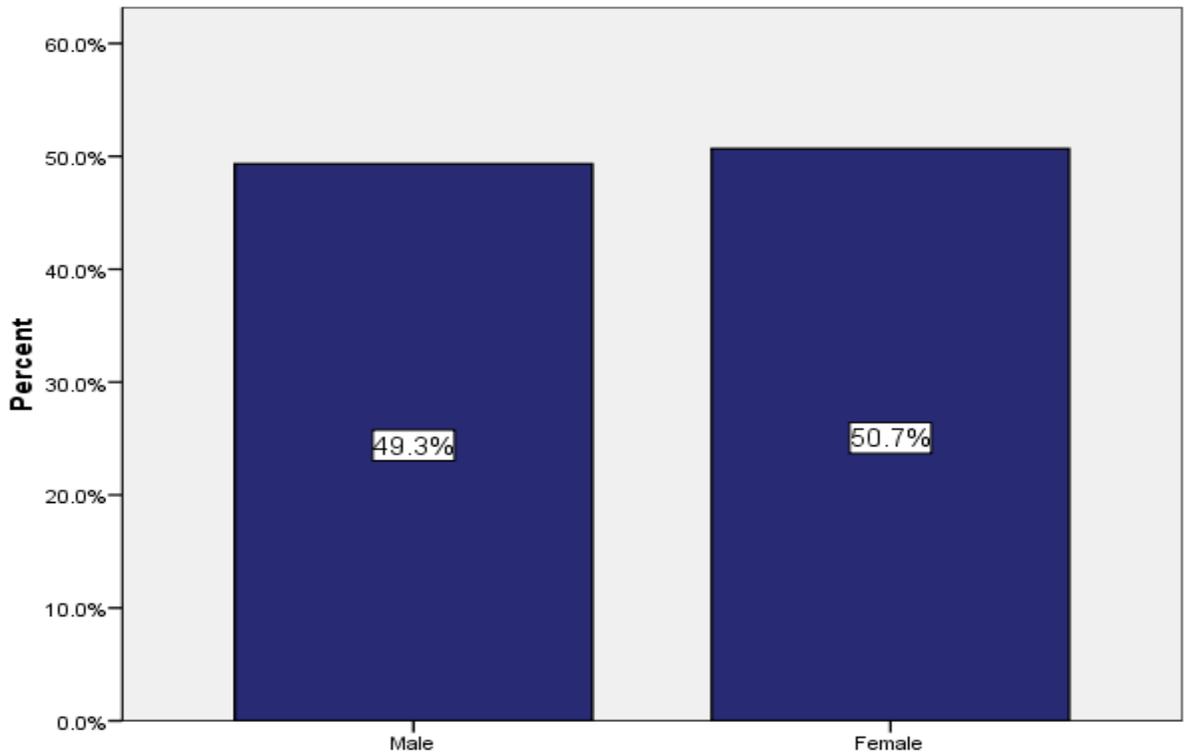
64. In which of the following age groups are you?



65. How long have you lived in the Trenton area?



66. For statistical purposes only, please indicate which of the following categories best fits your total household income for 2007.



67. Gender

SECTION VI

QUESTIONNAIRE

DREAM - Trenton, MO – Telephone Survey – final draft

Hello, I'm _____ calling from Attitude Research Company on behalf of the City of Trenton. 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, politely terminate call]

1. Thinking about the Trenton, 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 Trenton 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 Trenton?**

- 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 17)
- 9) Don't know (Skip to question 17)

[ASK 8-16 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
11. other outdoor recreation, such as walking
12. special events
13. government/post office
14. conducting business
15. attending church
16. visiting or attending college

[ASK ONLY IF ANSWERED 1-4 TO Q7] 17. Of the items listed above, which would you say is the one reason you most often visit downtown Trenton? [*repeat list if necessary, code responses as follows*]

- 1) shopping
- 2) dining
- 3) entertainment, not including casino
- 4) other outdoor recreation
- 5) special events
- 6) government/post office
- 7) conducting business
- 8) attending church
- 9) visiting or attending college
- 99) other, don't know

For each of the following characteristics of a downtown I read, please tell me if you think conditions in Trenton 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)

18. signs to help people find their way around

19. convenient business hours

20. available green space

21. preservation of historic structures

22. occupied storefronts

23. convenient parking

24. diverse mix of businesses

25. dining options

26. entertainment options

27. condition of streets

28. condition of sidewalks

29. safety during the day

30. safety at night

31. How important would you say it is that Trenton 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 Trenton 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)

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

33. family or casual style dining

34. fine dining

35. ice cream shop/soda fountain

36. antique shops

37. art galleries and shops

38. coffee shop

39. convenience store or grocery store

40. clothing stores

41. arcade or other attraction aimed at teenagers

42. bars/nightclubs

- 43. bookstore
- 44. banquet or reception facility
- 45. museums
- 46. performing arts center

47. Of the items listed above, what business would you most like to see in downtown Trenton?
(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. ice cream shop/soda fountain
- 5. antique shops
- 6. art galleries and shops
- 7. coffee shop
- 8. convenience store or grocery store
- 9. clothing stores
- 10. arcade or other attraction aimed at teenagers
- 11. bars/nightclubs
- 12. bookstore
- 13. banquet or reception facility
- 14. museums
- 15. performing arts center
- 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 Trenton using the same 5-point scale. (Repeat scale again if necessary, record other/don't know as 9)

(ROTATE ORDER)

- 48. adding green space
- 49. improving lighting
- 50. moving utilities underground
- 51. adding new parking spaces or lots
- 52. stricter code enforcement
- 53. developing second-story residential space
- 54. making the area more pedestrian-friendly
- 55. improving signage to help people find their way around
- 56. improving building facades
- 57. keeping streets and sidewalks cleaner
- 58. changing traffic flow to make it easier to get around downtown

59. Are there any other improvements you think should be made to downtown Trenton? [*open-ended, record first two responses*]

60. There has been some discussion about developing second story living space in downtown Trenton. 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

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

62. How likely would you say you are to support an economic development sales tax for streets, downtown and overall development in Trenton? Would you say you are very likely, somewhat, not very or not at all likely to support such a sales tax?

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

63. 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.

64. 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

65. How long have you lived in the Trenton 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

66. 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

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

- 1) male
- 2) female

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

SECTION VII

CROSS TABULATION

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

Trenton 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	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
1. Thinking about the Trenton, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?	Right direction	48.8%	49.3%	47.1%	62.1%	50.0%	42.9%	57.1%	61.0%	52.2%	41.8%	51.0%	59.5%	60.0%	53.3%	48.0%	57.9%	
	Mixed	14.6%	12.0%	25.3%	9.5%	14.3%	14.3%	4.8%	12.2%	17.2%	12.7%	14.6%	16.2%	16.0%	6.7%	19.6%	11.2%	
	Wrong direction	29.3%	28.0%	19.5%	18.9%	14.3%	35.7%	33.3%	14.6%	22.5%	29.1%	29.2%	12.2%	20.0%	33.3%	22.3%	23.0%	
	other, don't know	7.3%	10.7%	8.0%	9.5%	21.4%	7.1%	4.8%	12.2%	8.1%	16.4%	5.2%	12.2%	4.0%	6.7%	10.1%	7.9%	
	total low priority	29.3%	28.0%	19.5%	18.9%	14.3%	35.7%	33.3%	14.6%	22.5%	29.1%	29.2%	12.2%	20.0%	33.3%	22.3%	23.0%	
2. Revitalizing the Trenton downtown area	1 = Very Low priority	48.8%	49.3%	47.1%	62.1%	50.0%	42.9%	57.1%	61.0%	52.2%	41.8%	51.0%	59.5%	60.0%	53.3%	48.0%	57.9%	
	2	14.6%	12.0%	25.3%	9.5%	14.3%	14.3%	4.8%	12.2%	17.2%	12.7%	14.6%	16.2%	16.0%	6.7%	19.6%	11.2%	
	3	29.3%	28.0%	19.5%	18.9%	14.3%	35.7%	33.3%	14.6%	22.5%	29.1%	29.2%	12.2%	20.0%	33.3%	22.3%	23.0%	
	4	7.3%	10.7%	8.0%	9.5%	21.4%	7.1%	4.8%	12.2%	8.1%	16.4%	5.2%	12.2%	4.0%	6.7%	10.1%	7.9%	
	5 = Very High priority	48.8%	49.3%	47.1%	62.1%	50.0%	42.9%	57.1%	61.0%	52.2%	41.8%	51.0%	59.5%	60.0%	53.3%	48.0%	57.9%	
	other, don't know	14.6%	12.0%	25.3%	9.5%	14.3%	14.3%	4.8%	12.2%	17.2%	12.7%	14.6%	16.2%	16.0%	6.7%	19.6%	11.2%	
	total low priority	29.3%	28.0%	19.5%	18.9%	14.3%	35.7%	33.3%	14.6%	22.5%	29.1%	29.2%	12.2%	20.0%	33.3%	22.3%	23.0%	
	total high priority	7.3%	10.7%	8.0%	9.5%	21.4%	7.1%	4.8%	12.2%	8.1%	16.4%	5.2%	12.2%	4.0%	6.7%	10.1%	7.9%	
	3. Repairing major streets	1 = Very Low priority	0.0%	1.3%	2.3%	8.4%	0.0%	0.0%	0.0%	2.4%	4.8%	5.5%	3.1%	4.1%	4.0%	0.0%	4.7%	2.6%
		2	2.4%	4.0%	5.7%	9.5%	14.3%	0.0%	4.8%	9.8%	5.7%	7.3%	8.3%	4.1%	4.0%	0.0%	6.8%	6.6%
		3	29.3%	18.7%	25.3%	22.1%	14.3%	28.6%	38.1%	19.5%	22.5%	21.8%	27.1%	20.3%	8.0%	6.7%	25.7%	20.4%
4		26.8%	34.7%	21.8%	26.3%	21.4%	21.4%	14.3%	26.8%	29.2%	25.8%	21.9%	32.4%	36.0%	40.0%	25.0%	28.9%	
5 = Very High priority		41.5%	41.3%	44.8%	33.7%	50.0%	50.0%	42.9%	41.5%	37.8%	40.0%	39.6%	39.2%	48.0%	53.3%	37.8%	41.4%	
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%	
total low priority		68.3%	76.0%	66.7%	60.0%	71.4%	71.4%	57.1%	68.3%	67.0%	65.5%	61.5%	71.6%	84.0%	93.3%	62.8%	70.4%	
total high priority		2.4%	5.3%	8.0%	17.9%	14.3%	0.0%	4.8%	12.2%	10.5%	12.7%	11.5%	8.1%	8.0%	0.0%	11.5%	9.2%	
4. Improving emergency services		1 = Very Low priority	4.9%	13.3%	12.6%	12.6%	0.0%	0.0%	9.5%	12.2%	13.4%	10.9%	12.5%	9.5%	20.0%	20.0%	12.8%	10.5%
		2	7.3%	21.3%	9.2%	15.8%	7.1%	7.1%	9.5%	19.5%	14.4%	14.5%	16.7%	13.5%	16.0%	13.3%	14.9%	13.2%
		3	22.0%	18.7%	26.4%	13.7%	14.3%	28.6%	33.3%	7.3%	20.1%	13.7%	15.6%	18.9%	28.0%	6.7%	23.0%	16.4%
	4	39.0%	26.7%	24.1%	25.3%	21.4%	28.6%	42.9%	26.8%	26.3%	21.8%	24.0%	37.8%	16.0%	26.7%	28.4%	26.3%	
	5 = Very High priority	26.8%	18.7%	27.6%	31.6%	50.0%	35.7%	4.8%	34.1%	25.4%	30.9%	30.2%	20.3%	20.0%	33.3%	20.3%	32.9%	
	other, don't know	0.0%	1.3%	0.0%	1.1%	7.1%	0.0%	0.0%	0.0%	0.5%	0.0%	1.0%	0.0%	0.0%	0.0%	0.7%	0.7%	
	total low priority	65.9%	45.3%	51.7%	56.8%	71.4%	64.3%	47.6%	61.0%	51.7%	52.7%	54.2%	58.1%	36.0%	60.0%	48.6%	59.2%	
	total high priority	12.2%	34.7%	21.8%	28.4%	7.1%	7.1%	19.0%	31.7%	27.8%	25.5%	29.2%	23.0%	36.0%	33.3%	27.7%	23.7%	
	5. Upgrading parks and recreation facilities	1 = Very Low priority	4.9%	17.3%	13.8%	22.1%	7.1%	14.3%	4.8%	14.6%	18.7%	23.6%	12.5%	10.8%	16.0%	26.7%	15.5%	17.1%
		2	9.8%	18.7%	18.4%	17.9%	14.3%	14.3%	19.0%	19.5%	16.7%	20.0%	16.7%	18.9%	20.0%	6.7%	18.2%	15.8%
		3	39.0%	36.0%	37.9%	22.1%	42.9%	42.9%	47.6%	34.1%	29.7%	32.7%	34.4%	32.4%	32.0%	26.7%	31.1%	34.2%
4		29.3%	21.3%	20.7%	17.9%	35.7%	21.4%	14.3%	22.0%	20.6%	10.9%	22.9%	27.0%	16.0%	20.0%	25.0%	17.1%	
5 = Very High priority		17.1%	6.7%	9.2%	20.0%	0.0%	7.1%	14.3%	9.8%	14.4%	12.7%	13.5%	10.8%	16.0%	20.0%	10.1%	15.8%	
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%	
total low priority		46.3%	28.0%	29.9%	37.9%	35.7%	28.6%	28.6%	31.7%	34.9%	23.6%	36.5%	37.8%	32.0%	40.0%	35.1%	32.9%	
total high priority		14.6%	36.0%	32.2%	40.0%	21.4%	28.6%	23.8%	34.1%	35.4%	43.6%	29.2%	29.7%	36.0%	33.3%	33.8%	32.9%	

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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	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
6. Attracting more big box retail development	1 = Very Low priority	2.4%	4.0%	12.6%	11.6%	0.0%	0.0%	4.8%	2.4%	11.5%	10.9%	6.2%	10.8%	4.0%	6.7%	10.1%	7.2%
	2	4.9%	13.3%	6.9%	12.6%	0.0%	0.0%	4.8%	9.8%	12.0%	5.5%	13.5%	5.4%	8.0%	20.0%	10.8%	9.9%
	3	22.0%	16.0%	20.7%	20.0%	28.6%	7.1%	33.3%	12.2%	19.6%	23.6%	15.6%	18.9%	12.0%	20.0%	18.9%	19.7%
	4	26.8%	18.7%	10.3%	22.1%	28.6%	21.4%	33.3%	29.3%	13.9%	16.4%	20.8%	23.0%	16.0%	6.7%	18.9%	17.8%
	5 = Very High priority	43.9%	48.0%	48.3%	30.5%	42.9%	71.4%	23.8%	46.3%	41.1%	38.2%	43.8%	41.9%	60.0%	46.7%	40.5%	43.4%
	other, don't know	0.0%	0.0%	1.1%	3.2%	0.0%	0.0%	0.0%	0.0%	1.9%	5.5%	0.0%	0.0%	0.0%	0.0%	0.7%	2.0%
	total low priority	70.7%	66.7%	58.6%	52.6%	71.4%	92.9%	57.1%	75.6%	55.0%	54.5%	64.6%	64.9%	76.0%	53.3%	59.5%	61.2%
total high priority	7.3%	17.3%	19.5%	24.2%	0.0%	0.0%	9.5%	12.2%	23.4%	16.4%	19.8%	16.2%	12.0%	26.7%	20.9%	17.1%	
7. How often do you visit downtown Trenton?																	
	Once a year or less	2.4%	4.0%	5.7%	8.4%	0.0%	0.0%	9.5%	0.0%	7.2%	9.1%	8.3%	5.4%	0.0%	0.0%	5.4%	5.9%
	Less than once a month	19.5%	13.3%	18.4%	14.7%	14.3%	21.4%	9.5%	19.5%	15.8%	9.1%	13.5%	20.3%	24.0%	26.7%	14.2%	17.8%
	One to five times per month	14.6%	40.0%	27.6%	31.6%	28.6%	21.4%	33.3%	22.0%	32.5%	34.5%	21.9%	35.1%	28.0%	33.3%	27.7%	32.9%
	More than five times a month	63.4%	38.7%	42.5%	45.3%	50.0%	57.1%	47.6%	53.7%	42.1%	41.8%	54.2%	37.8%	48.0%	33.3%	50.7%	40.1%
	Other -Specify	0.0%	1.3%	3.4%	0.0%	0.0%	0.0%	0.0%	2.4%	1.4%	3.6%	1.0%	1.4%	0.0%	0.0%	0.7%	2.0%
	Don't visit downtown	0.0%	2.7%	2.3%	0.0%	7.1%	0.0%	0.0%	2.4%	1.0%	1.8%	1.0%	0.0%	0.0%	6.7%	1.4%	1.3%
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%	
8. shopping																	
	very often	29.3%	12.5%	14.6%	27.4%	23.1%	28.6%	19.0%	17.9%	20.1%	30.8%	17.0%	21.9%	12.0%	0.0%	20.7%	19.7%
	somewhat often	31.7%	31.9%	26.8%	24.2%	38.5%	50.0%	38.1%	33.3%	24.0%	21.2%	29.8%	26.0%	36.0%	21.4%	30.3%	25.9%
	not very often	14.6%	30.6%	41.5%	29.5%	30.8%	7.1%	14.3%	38.5%	33.3%	28.8%	31.9%	34.2%	36.0%	21.4%	29.0%	33.3%
	not at all	24.4%	25.0%	15.9%	18.9%	7.7%	14.3%	28.6%	10.3%	22.1%	19.2%	21.3%	17.8%	16.0%	50.0%	20.0%	20.4%
	other, don't know	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	7.1%	0.0%	0.7%
	very/somewhat	61.0%	44.4%	41.5%	51.6%	61.5%	78.6%	57.1%	51.3%	44.1%	51.9%	46.8%	47.9%	48.0%	21.4%	51.0%	45.6%
not very/not at all	39.0%	55.6%	57.3%	48.4%	38.5%	21.4%	42.9%	48.7%	55.4%	48.1%	53.2%	52.1%	52.0%	71.4%	49.0%	53.7%	
9. dining																	
	Very often	17.1%	6.9%	6.1%	9.5%	15.4%	21.4%	4.8%	15.4%	7.4%	5.8%	10.6%	13.7%	8.0%	0.0%	10.3%	8.2%
	Somewhat often	34.1%	31.9%	26.8%	24.2%	69.2%	35.7%	33.3%	35.9%	22.5%	28.8%	28.7%	27.4%	28.0%	21.4%	30.3%	25.9%
	Not very often	22.0%	34.7%	36.6%	36.8%	15.4%	21.4%	28.6%	43.6%	35.3%	40.4%	34.0%	27.4%	32.0%	42.9%	31.0%	37.4%
	Not at all	26.8%	26.4%	28.0%	29.5%	0.0%	21.4%	33.3%	5.1%	33.8%	23.1%	26.6%	31.5%	32.0%	28.6%	28.3%	27.2%
	Other, don't know	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.9%	0.0%	0.0%	0.0%	7.1%	0.0%	1.4%
	very/somewhat often	51.2%	38.9%	32.9%	33.7%	84.6%	57.1%	38.1%	51.3%	29.9%	34.6%	39.4%	41.1%	36.0%	21.4%	40.7%	34.0%
not very/not at all often	48.8%	61.1%	64.6%	66.3%	15.4%	42.9%	61.9%	48.7%	69.1%	63.5%	60.6%	58.9%	64.0%	71.4%	59.3%	64.6%	
10. entertainment																	
	Very often	14.6%	1.4%	4.9%	6.3%	7.7%	0.0%	9.5%	7.7%	5.4%	7.7%	5.3%	6.8%	8.0%	0.0%	6.2%	5.4%
	Somewhat often	24.4%	15.3%	20.7%	16.8%	38.5%	35.7%	9.5%	25.6%	15.7%	9.6%	22.3%	20.5%	8.0%	14.3%	18.6%	18.4%
	Not very often	36.6%	31.9%	43.9%	35.8%	30.8%	50.0%	42.9%	35.9%	37.3%	38.5%	34.0%	38.4%	56.0%	28.6%	42.1%	33.3%
	Not at all	24.4%	51.4%	29.3%	41.1%	23.1%	14.3%	38.1%	30.8%	41.2%	42.3%	38.3%	34.2%	28.0%	57.1%	33.1%	42.2%
	Other, don't know	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	very/somewhat often	39.0%	16.7%	25.6%	23.2%	46.2%	35.7%	19.0%	33.3%	21.1%	17.3%	27.7%	27.4%	16.0%	14.3%	24.8%	23.8%
not very/not at all often	61.0%	83.3%	73.2%	76.8%	53.8%	64.3%	81.0%	66.7%	78.4%	80.8%	72.3%	72.6%	84.0%	85.7%	75.2%	75.5%	

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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	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
11. other outdoor recreation, such as walking	very often	22.0%	9.7%	13.4%	16.8%	23.1%	28.6%	9.5%	23.1%	12.3%	17.3%	16.0%	16.4%	16.0%	0.0%	17.2%	12.2%
	somewhat often	34.1%	13.9%	14.6%	16.8%	30.8%	28.6%	23.8%	12.8%	16.7%	15.4%	23.4%	15.1%	16.0%	7.1%	13.8%	21.8%
	not very often	14.6%	26.4%	20.7%	24.2%	30.8%	21.4%	14.3%	17.9%	23.5%	17.3%	22.3%	28.8%	12.0%	28.6%	22.8%	21.8%
	not at all	29.3%	50.0%	48.8%	42.1%	15.4%	21.4%	52.4%	46.2%	46.6%	48.1%	38.3%	39.7%	56.0%	57.1%	46.2%	42.9%
	other, don't know	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.9%	0.0%	0.0%	0.0%	7.1%	0.0%	1.4%
	very/somewhat	56.1%	23.6%	28.0%	33.7%	53.8%	57.1%	33.3%	35.9%	28.9%	32.7%	39.4%	31.5%	32.0%	7.1%	31.0%	34.0%
	not very/not at all	43.9%	76.4%	69.5%	66.3%	46.2%	42.9%	66.7%	64.1%	70.1%	65.4%	60.6%	68.5%	68.0%	85.7%	69.0%	64.6%
12. special events	very often	9.8%	6.9%	7.3%	13.7%	7.7%	14.3%	9.5%	10.3%	9.3%	5.8%	11.7%	11.0%	12.0%	0.0%	9.0%	10.2%
	somewhat often	46.3%	30.6%	31.7%	35.8%	46.2%	42.9%	42.9%	38.5%	32.4%	15.4%	38.3%	35.6%	52.0%	28.6%	35.2%	34.7%
	not very often	22.0%	29.2%	39.0%	29.5%	30.8%	21.4%	28.6%	30.8%	32.4%	32.7%	34.0%	30.1%	24.0%	35.7%	32.4%	29.9%
	not at all	22.0%	33.3%	20.7%	21.1%	15.4%	21.4%	19.0%	20.5%	25.5%	44.2%	16.0%	23.3%	12.0%	35.7%	23.4%	24.5%
	other, don't know	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	very/somewhat	56.1%	37.5%	39.0%	49.5%	53.8%	57.1%	52.4%	48.7%	41.7%	21.2%	50.0%	46.6%	64.0%	28.6%	44.1%	44.9%
	not very/not at all	43.9%	62.5%	59.8%	50.5%	46.2%	42.9%	47.6%	51.3%	57.8%	76.9%	50.0%	53.4%	36.0%	71.4%	55.9%	54.4%
13. government/post office	very often	39.0%	34.7%	40.2%	30.5%	30.8%	50.0%	33.3%	43.6%	33.3%	21.2%	33.0%	37.0%	72.0%	28.6%	35.9%	35.4%
	somewhat often	41.5%	41.7%	37.8%	29.5%	53.8%	28.6%	28.6%	35.9%	37.3%	42.3%	38.3%	38.4%	16.0%	57.1%	35.9%	37.4%
	not very often	14.6%	11.1%	18.3%	33.7%	7.7%	14.3%	19.0%	15.4%	23.5%	23.1%	22.3%	19.2%	8.0%	7.1%	22.1%	19.7%
	not at all	4.9%	12.5%	3.7%	6.3%	7.7%	7.1%	19.0%	5.1%	5.9%	13.5%	6.4%	5.5%	4.0%	7.1%	6.2%	7.5%
	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%
	very/somewhat	80.5%	76.4%	78.0%	60.0%	84.6%	78.6%	61.9%	79.5%	70.6%	63.5%	71.3%	75.3%	88.0%	85.7%	71.7%	72.8%
	not very/not at all	19.5%	23.6%	22.0%	40.0%	15.4%	21.4%	38.1%	20.5%	29.4%	36.5%	28.7%	24.7%	12.0%	14.3%	28.3%	27.2%
14. conducting business	very often	34.1%	15.3%	31.7%	24.2%	23.1%	42.9%	14.3%	28.2%	25.5%	17.3%	28.7%	27.4%	32.0%	7.1%	29.7%	21.8%
	somewhat often	31.7%	43.1%	28.0%	24.2%	53.8%	42.9%	33.3%	30.8%	28.4%	30.8%	35.1%	28.8%	28.0%	35.7%	33.8%	28.6%
	not very often	22.0%	30.6%	28.0%	29.5%	23.1%	14.3%	38.1%	25.6%	28.9%	28.8%	24.5%	28.8%	28.0%	35.7%	25.5%	30.6%
	not at all	12.2%	11.1%	12.2%	20.0%	0.0%	0.0%	14.3%	12.8%	16.7%	23.1%	11.7%	13.7%	12.0%	21.4%	11.0%	17.7%
	other, don't know	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	2.6%	0.5%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	1.4%
	very/somewhat	65.9%	58.3%	59.8%	48.4%	76.9%	85.7%	47.6%	59.0%	53.9%	48.1%	63.8%	56.2%	60.0%	42.9%	63.4%	50.3%
	not very/not at all	34.1%	41.7%	40.2%	49.5%	23.1%	14.3%	52.4%	38.5%	45.6%	51.9%	36.2%	42.5%	40.0%	57.1%	36.6%	48.3%
15. attending church	very often	17.1%	23.6%	24.4%	43.2%	30.8%	21.4%	28.6%	48.7%	26.5%	28.8%	35.1%	23.3%	24.0%	14.3%	26.9%	32.0%
	somewhat often	12.2%	8.3%	6.1%	7.4%	15.4%	21.4%	9.5%	5.1%	6.4%	13.5%	4.3%	11.0%	8.0%	7.1%	6.9%	8.8%
	not very often	12.2%	18.1%	22.0%	8.4%	23.1%	14.3%	9.5%	12.8%	16.2%	23.1%	8.5%	23.3%	16.0%	0.0%	19.3%	11.6%
	not at all	58.5%	48.6%	45.1%	40.0%	30.8%	42.9%	52.4%	33.3%	49.0%	34.6%	50.0%	41.1%	52.0%	71.4%	46.2%	45.6%
	other, don't know	0.0%	1.4%	2.4%	1.1%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	2.1%	1.4%	0.0%	7.1%	0.7%	2.0%
	very/somewhat	29.3%	31.9%	30.5%	50.5%	46.2%	42.9%	38.1%	53.8%	32.8%	42.3%	39.4%	34.2%	32.0%	21.4%	33.8%	40.8%
	not very/not at all	70.7%	66.7%	67.1%	48.4%	53.8%	57.1%	61.9%	46.2%	65.2%	57.7%	58.5%	64.4%	68.0%	71.4%	65.5%	57.1%

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Trenton 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	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
16. visiting or attending College	very often	9.8%	8.3%	6.1%	7.4%	7.7%	0.0%	9.5%	12.8%	6.9%	3.8%	3.2%	8.2%	24.0%	7.1%	9.7%	5.4%
	somewhat often	9.8%	11.1%	7.3%	8.4%	0.0%	7.1%	9.5%	20.5%	7.4%	3.8%	9.6%	6.8%	20.0%	14.3%	10.3%	7.5%
	not very often	22.0%	30.6%	19.5%	26.3%	23.1%	42.9%	33.3%	23.1%	23.0%	15.4%	27.7%	32.9%	12.0%	14.3%	28.3%	21.1%
	not at all	58.5%	48.6%	65.9%	56.8%	69.2%	50.0%	47.6%	43.6%	61.3%	75.0%	57.4%	52.1%	44.0%	64.3%	51.7%	63.9%
	other, don't know	0.0%	1.4%	1.2%	1.1%	0.0%	0.0%	0.0%	0.0%	1.5%	1.9%	2.1%	0.0%	0.0%	0.0%	0.0%	2.0%
	very/somewhat not very/not at all	19.5%	19.4%	13.4%	15.8%	7.7%	7.1%	19.0%	33.3%	14.2%	7.7%	12.8%	15.1%	44.0%	21.4%	20.0%	12.9%
		80.5%	79.2%	85.4%	83.2%	92.3%	92.9%	81.0%	66.7%	84.3%	90.4%	85.1%	84.9%	56.0%	78.6%	80.0%	85.0%
17. Of the items listed above, which would you say is the one reason you most often visit downtown Trenton?																	
	Shopping	26.8%	13.9%	19.5%	23.2%	7.7%	14.3%	19.0%	25.6%	21.1%	28.8%	16.0%	20.5%	16.0%	14.3%	17.2%	23.8%
	Dining	4.9%	6.9%	3.7%	3.2%	23.1%	7.1%	0.0%	5.1%	3.4%	3.8%	7.4%	2.7%	4.0%	14.3%	5.5%	4.1%
	Entertainment	2.4%	0.0%	1.2%	1.1%	7.7%	0.0%	0.0%	0.0%	1.0%	0.0%	1.1%	2.7%	0.0%	0.0%	1.4%	0.7%
	Other outdoor recreation, such as walking	7.3%	4.2%	0.0%	4.2%	7.7%	7.1%	4.8%	2.6%	2.9%	1.9%	4.3%	5.5%	4.0%	0.0%	3.4%	3.4%
	Special events	0.0%	1.4%	3.7%	3.2%	0.0%	0.0%	4.8%	0.0%	2.9%	0.0%	2.1%	4.1%	4.0%	0.0%	2.1%	2.7%
	Government/post office	34.1%	29.2%	23.2%	20.0%	15.4%	21.4%	42.9%	28.2%	23.5%	9.6%	25.5%	28.8%	36.0%	35.7%	22.1%	27.9%
	Conducting business	17.1%	30.6%	31.7%	26.3%	30.8%	35.7%	19.0%	28.2%	27.5%	38.5%	29.8%	17.8%	16.0%	14.3%	32.4%	22.4%
	Attending church	0.0%	4.2%	4.9%	6.3%	0.0%	0.0%	4.8%	0.0%	5.9%	1.9%	4.3%	6.8%	4.0%	7.1%	3.4%	5.4%
	visiting or attending college	4.9%	2.8%	1.2%	2.1%	0.0%	0.0%	0.0%	5.1%	2.5%	0.0%	1.1%	2.7%	12.0%	0.0%	3.4%	1.4%
	Other, don't know	2.4%	6.9%	11.0%	10.5%	7.7%	14.3%	4.8%	5.1%	9.3%	15.4%	8.5%	8.2%	4.0%	14.3%	9.0%	8.2%
18. signs to help people find their way around																	
	Excellent	7.3%	2.7%	6.9%	6.3%	0.0%	7.1%	0.0%	2.4%	7.2%	7.3%	7.3%	2.7%	8.0%	0.0%	4.7%	6.6%
	Good	48.8%	53.3%	50.6%	53.7%	50.0%	78.6%	38.1%	61.0%	50.7%	49.1%	50.0%	56.8%	48.0%	60.0%	53.4%	51.3%
	Not so good	31.7%	28.0%	21.8%	23.2%	42.9%	14.3%	47.6%	22.0%	22.5%	27.3%	31.2%	20.3%	24.0%	13.3%	22.3%	27.6%
	Poor	9.8%	12.0%	18.4%	14.7%	7.1%	0.0%	14.3%	14.6%	15.8%	14.5%	10.4%	13.5%	20.0%	20.0%	16.2%	12.5%
	other, don't know	2.4%	4.0%	2.3%	2.1%	0.0%	0.0%	0.0%	0.0%	3.8%	1.8%	1.0%	6.8%	0.0%	6.7%	3.4%	2.0%
excellent/good not so good/poor	41.5%	40.0%	40.2%	37.9%	50.0%	14.3%	61.9%	36.6%	38.3%	41.8%	41.7%	33.8%	44.0%	33.3%	38.5%	40.1%	
19. convenient business hours																	
	Excellent	4.9%	2.7%	2.3%	7.4%	0.0%	0.0%	9.5%	7.3%	3.8%	3.6%	5.2%	2.7%	4.0%	0.0%	5.4%	3.3%
	Good	63.4%	54.7%	64.4%	77.9%	57.1%	57.1%	71.4%	68.3%	67.0%	72.7%	66.7%	68.9%	64.0%	40.0%	66.2%	66.4%
	Not so good	29.3%	28.0%	17.2%	7.4%	35.7%	28.6%	19.0%	19.5%	15.8%	12.7%	18.8%	17.6%	16.0%	33.3%	17.6%	19.1%
	Poor	0.0%	12.0%	12.6%	5.3%	7.1%	7.1%	0.0%	2.4%	10.5%	5.5%	7.3%	8.1%	16.0%	26.7%	10.1%	6.6%
	other, don't know	2.4%	2.7%	3.4%	2.1%	0.0%	7.1%	0.0%	2.4%	2.9%	5.5%	2.1%	2.7%	0.0%	0.0%	0.7%	4.6%
excellent/good not so good/poor	68.3%	57.3%	66.7%	85.3%	57.1%	57.1%	81.0%	75.6%	70.8%	76.4%	71.9%	71.6%	68.0%	40.0%	71.6%	69.7%	
		29.3%	40.0%	29.9%	12.6%	42.9%	35.7%	19.0%	22.0%	18.2%	26.0%	25.7%	32.0%	60.0%	27.7%	25.7%	
20. available green space																	
	Excellent	4.9%	5.3%	8.0%	10.5%	7.1%	0.0%	9.5%	9.8%	7.7%	7.3%	7.3%	2.7%	12.0%	6.7%	8.1%	7.2%
	Good	53.7%	48.0%	56.3%	42.1%	35.7%	71.4%	38.1%	48.8%	49.8%	34.5%	51.0%	59.5%	64.0%	60.0%	49.3%	49.3%
	Not so good	22.0%	26.7%	21.8%	18.9%	28.6%	0.0%	33.3%	19.5%	23.0%	25.5%	24.0%	13.5%	24.0%	20.0%	21.6%	23.0%
	Poor	14.6%	17.3%	6.9%	15.8%	21.4%	21.4%	19.0%	14.6%	11.5%	20.0%	13.5%	14.9%	0.0%	13.3%	16.2%	10.5%
	other, don't know	4.9%	2.7%	6.9%	12.6%	7.1%	7.1%	0.0%	7.3%	8.1%	12.7%	4.2%	9.5%	0.0%	0.0%	4.7%	9.9%
excellent/good not so good/poor	58.5%	53.3%	64.4%	52.6%	42.9%	71.4%	47.6%	58.5%	57.4%	41.8%	58.3%	62.2%	76.0%	66.7%	57.4%	56.6%	
		36.6%	44.0%	28.7%	34.7%	50.0%	21.4%	52.4%	34.1%	34.4%	45.5%	37.5%	28.4%	24.0%	33.3%	37.8%	33.6%

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		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
21. preservation of historic structures	Excellent	14.6%	8.0%	20.7%	15.8%	7.1%	21.4%	4.8%	26.8%	13.9%	16.4%	12.5%	12.2%	12.0%	20.0%	12.8%	17.1%
	Good	46.3%	61.3%	59.8%	65.3%	71.4%	57.1%	57.1%	48.8%	62.2%	61.8%	59.4%	63.5%	68.0%	46.7%	57.4%	63.2%
	Not so good	24.4%	18.7%	11.5%	9.5%	0.0%	7.1%	28.6%	17.1%	13.9%	12.7%	15.6%	16.2%	8.0%	20.0%	18.2%	10.5%
	Poor	12.2%	9.3%	5.7%	8.4%	14.3%	14.3%	9.5%	7.3%	7.7%	3.6%	11.5%	5.4%	12.0%	13.3%	10.1%	6.6%
	other, don't know	2.4%	2.7%	2.3%	1.1%	7.1%	0.0%	0.0%	0.0%	2.4%	5.5%	1.0%	2.7%	0.0%	0.0%	1.4%	2.6%
	excellent/good	61.0%	69.3%	80.5%	81.1%	78.6%	78.6%	61.9%	75.6%	76.1%	78.2%	71.9%	75.7%	80.0%	66.7%	70.3%	80.3%
not so good/poor	36.6%	28.0%	17.2%	17.9%	14.3%	21.4%	38.1%	24.4%	21.5%	16.4%	27.1%	21.6%	20.0%	33.3%	28.4%	17.1%	
22. occupied storefronts	Excellent	0.0%	0.0%	1.1%	1.1%	0.0%	0.0%	0.0%	0.0%	1.0%	1.8%	0.0%	0.0%	4.0%	0.0%	0.7%	0.7%
	Good	39.0%	21.3%	19.5%	25.3%	28.6%	35.7%	33.3%	36.6%	21.1%	27.3%	24.0%	33.8%	20.0%	6.7%	23.0%	27.0%
	Not so good	36.6%	44.0%	47.1%	44.2%	50.0%	50.0%	47.6%	39.0%	43.1%	43.6%	42.7%	36.5%	52.0%	60.0%	46.6%	40.8%
	Poor	19.5%	34.7%	31.0%	23.2%	21.4%	14.3%	14.3%	12.2%	33.5%	20.0%	30.2%	28.4%	24.0%	33.3%	27.7%	27.6%
	other, don't know	4.9%	0.0%	1.1%	6.3%	0.0%	0.0%	4.8%	12.2%	1.4%	7.3%	3.1%	1.4%	0.0%	0.0%	2.0%	3.9%
	excellent/good	39.0%	21.3%	20.7%	26.3%	28.6%	35.7%	33.3%	36.6%	22.0%	29.1%	24.0%	33.8%	24.0%	6.7%	23.6%	27.6%
not so good/poor	56.1%	78.7%	78.2%	67.4%	71.4%	64.3%	61.9%	51.2%	76.6%	63.6%	72.9%	64.9%	76.0%	93.3%	74.3%	68.4%	
23. convenient parking	Excellent	12.2%	2.7%	3.4%	7.4%	0.0%	7.1%	4.8%	7.3%	5.7%	7.3%	6.2%	5.4%	0.0%	0.0%	8.1%	3.3%
	Good	53.7%	37.3%	58.6%	61.1%	42.9%	42.9%	61.9%	48.8%	54.5%	54.5%	50.0%	52.7%	44.0%	60.0%	55.4%	50.7%
	Not so good	26.8%	36.0%	23.0%	22.1%	50.0%	28.6%	23.8%	34.1%	24.4%	23.6%	35.4%	24.3%	28.0%	13.3%	19.6%	34.2%
	Poor	7.3%	21.3%	13.8%	8.4%	7.1%	14.3%	9.5%	9.8%	13.9%	12.7%	7.3%	14.9%	28.0%	26.7%	14.9%	11.2%
	other, don't know	0.0%	2.7%	1.1%	1.1%	0.0%	7.1%	0.0%	0.0%	1.4%	1.8%	1.0%	2.7%	0.0%	0.0%	2.0%	0.7%
	excellent/good	65.9%	40.0%	62.1%	68.4%	42.9%	50.0%	66.7%	56.1%	60.3%	61.8%	56.2%	58.1%	44.0%	60.0%	63.5%	53.9%
not so good/poor	34.1%	57.3%	36.8%	30.5%	57.1%	42.9%	33.3%	43.9%	38.3%	36.4%	42.7%	39.2%	56.0%	40.0%	34.5%	45.4%	
24. diverse mix of businesses	Excellent	0.0%	0.0%	2.3%	2.1%	0.0%	0.0%	0.0%	2.4%	1.4%	5.5%	0.0%	0.0%	0.0%	1.4%	1.3%	
	Good	36.6%	40.0%	27.6%	22.1%	50.0%	28.6%	47.6%	43.9%	24.9%	29.1%	30.2%	37.8%	24.0%	33.3%	36.5%	24.3%
	Not so good	48.8%	32.0%	40.2%	45.3%	35.7%	50.0%	42.9%	34.1%	41.6%	32.7%	42.7%	39.2%	56.0%	26.7%	37.2%	44.7%
	Poor	12.2%	28.0%	28.7%	18.9%	14.3%	21.4%	9.5%	12.2%	27.3%	21.8%	24.0%	18.9%	20.0%	40.0%	23.6%	22.4%
	other, don't know	2.4%	0.0%	1.1%	11.6%	0.0%	0.0%	0.0%	7.3%	4.8%	10.9%	3.1%	4.1%	0.0%	0.0%	1.4%	7.2%
	excellent/good	36.6%	40.0%	29.9%	24.2%	50.0%	28.6%	47.6%	46.3%	26.3%	34.5%	30.2%	37.8%	24.0%	33.3%	37.8%	25.7%
not so good/poor	61.0%	60.0%	69.0%	64.2%	50.0%	71.4%	52.4%	46.3%	68.9%	54.5%	66.7%	58.1%	76.0%	66.7%	60.8%	67.1%	
25. dining options	Excellent	4.9%	1.3%	2.3%	4.2%	0.0%	7.1%	9.5%	4.9%	1.9%	3.6%	2.1%	6.8%	0.0%	0.0%	4.7%	1.3%
	Good	39.0%	20.0%	23.0%	32.6%	50.0%	35.7%	23.8%	34.1%	24.9%	45.5%	26.0%	20.3%	16.0%	20.0%	20.3%	34.9%
	Not so good	29.3%	41.3%	43.7%	38.9%	42.9%	35.7%	38.1%	34.1%	40.7%	27.3%	43.8%	40.5%	48.0%	40.0%	41.2%	38.2%
	Poor	26.8%	37.3%	29.9%	22.1%	7.1%	21.4%	28.6%	26.8%	31.1%	20.0%	28.1%	31.1%	36.0%	40.0%	33.1%	24.3%
	other, don't know	0.0%	0.0%	1.1%	2.1%	0.0%	0.0%	0.0%	0.0%	1.4%	3.6%	0.0%	1.4%	0.0%	0.0%	0.7%	1.3%
	excellent/good	43.9%	21.3%	25.3%	36.8%	50.0%	42.9%	33.3%	39.0%	26.8%	49.1%	28.1%	27.0%	16.0%	20.0%	25.0%	36.2%
not so good/poor	56.1%	78.7%	73.6%	61.1%	50.0%	57.1%	66.7%	61.0%	71.8%	47.3%	71.9%	71.6%	84.0%	80.0%	74.3%	62.5%	

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		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
26. entertainment options	Excellent	11.8%	6.5%	3.5%	6.9%	0.0%	7.7%	7.9%	12.5%	5.2%	5.6%	9.4%	2.9%	9.7%	3.3%	5.3%	7.3%
	Good	20.6%	35.5%	34.1%	44.8%	25.0%	30.8%	42.1%	40.6%	36.1%	38.9%	38.8%	31.9%	25.8%	33.3%	36.0%	36.7%
	Not so good	47.1%	44.1%	40.0%	28.7%	33.3%	50.0%	47.4%	31.2%	36.6%	33.3%	35.3%	44.9%	45.2%	56.7%	37.3%	40.0%
	Poor	20.6%	14.0%	17.6%	13.8%	25.0%	7.7%	2.6%	15.6%	18.8%	14.8%	11.8%	18.8%	19.4%	6.7%	19.3%	12.0%
	other, don't know	0.0%	0.0%	4.7%	5.7%	16.7%	3.8%	0.0%	0.0%	3.1%	7.4%	4.7%	1.4%	0.0%	0.0%	2.0%	4.0%
	excellent/good	32.4%	41.9%	37.6%	51.7%	25.0%	38.5%	50.0%	53.1%	41.4%	44.4%	48.2%	34.8%	35.5%	36.7%	41.3%	44.0%
not so good/poor	67.6%	58.1%	57.6%	42.5%	58.3%	57.7%	50.0%	46.9%	55.5%	48.1%	47.1%	63.8%	64.5%	63.3%	56.7%	52.0%	
27. condition of streets	Excellent	0.0%	2.7%	4.6%	1.1%	0.0%	0.0%	0.0%	2.4%	2.9%	1.8%	3.1%	1.4%	8.0%	0.0%	4.1%	0.7%
	Good	53.7%	53.3%	59.8%	64.2%	64.3%	71.4%	42.9%	61.0%	59.3%	52.7%	54.2%	66.2%	56.0%	66.7%	60.8%	57.2%
	Not so good	34.1%	28.0%	25.3%	22.1%	21.4%	21.4%	38.1%	22.0%	25.8%	29.1%	25.0%	23.0%	28.0%	20.0%	23.0%	28.9%
	Poor	12.2%	16.0%	9.2%	11.6%	14.3%	7.1%	19.0%	14.6%	11.0%	12.7%	17.7%	9.5%	8.0%	13.3%	11.5%	12.5%
	other, don't know	0.0%	0.0%	1.2%	1.1%	0.0%	0.0%	0.0%	0.0%	1.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.7%	0.7%
	excellent/good	53.7%	56.0%	64.4%	65.3%	64.3%	71.4%	42.9%	63.4%	62.2%	54.5%	57.3%	67.6%	64.0%	66.7%	64.9%	57.9%
not so good/poor	46.3%	44.0%	34.5%	33.7%	35.7%	28.6%	57.1%	36.6%	36.8%	41.8%	42.7%	32.4%	36.0%	33.3%	34.5%	41.4%	
28. condition of sidewalks	Excellent	0.0%	4.0%	10.3%	2.1%	0.0%	7.1%	4.8%	0.0%	5.7%	5.5%	5.2%	2.7%	12.0%	0.0%	6.8%	2.6%
	Good	63.4%	64.0%	60.9%	50.5%	64.3%	64.3%	66.7%	51.2%	59.3%	58.2%	54.2%	60.8%	68.0%	53.3%	62.8%	55.3%
	Not so good	29.3%	14.7%	18.4%	28.4%	7.1%	14.3%	23.8%	26.8%	22.0%	20.0%	27.1%	20.3%	16.0%	26.7%	18.2%	25.7%
	Poor	4.9%	14.7%	8.0%	15.8%	7.1%	14.3%	4.8%	19.5%	11.0%	10.9%	10.4%	13.5%	4.0%	20.0%	9.5%	13.8%
	other, don't know	2.4%	2.7%	2.3%	3.2%	21.4%	0.0%	0.0%	2.4%	1.9%	5.5%	3.1%	2.7%	0.0%	0.0%	2.7%	2.6%
	excellent/good	63.4%	68.0%	71.3%	52.6%	64.3%	71.4%	71.4%	51.2%	65.1%	63.6%	59.4%	63.5%	80.0%	53.3%	69.6%	57.9%
not so good/poor	34.1%	29.3%	26.4%	44.2%	14.3%	28.6%	28.6%	46.3%	33.0%	30.9%	37.5%	33.8%	20.0%	46.7%	27.7%	39.5%	
29. safety during the day	Excellent	31.7%	30.7%	28.7%	13.7%	21.4%	35.7%	9.5%	22.0%	26.3%	18.2%	22.9%	28.4%	40.0%	33.3%	24.3%	25.0%
	Good	56.1%	61.3%	63.2%	82.1%	78.6%	57.1%	71.4%	68.3%	67.0%	76.4%	67.7%	66.2%	52.0%	60.0%	65.5%	69.7%
	Not so good	4.9%	5.3%	4.6%	2.1%	0.0%	7.1%	9.5%	2.4%	3.8%	3.6%	6.2%	1.4%	4.0%	0.0%	6.8%	1.3%
	Poor	4.9%	2.7%	2.3%	1.1%	0.0%	0.0%	9.5%	2.4%	1.9%	0.0%	3.1%	1.4%	4.0%	6.7%	2.7%	2.0%
	other, don't know	2.4%	0.0%	1.1%	1.1%	0.0%	0.0%	0.0%	4.9%	1.0%	1.8%	0.0%	2.7%	0.0%	0.0%	0.7%	2.0%
	excellent/good	87.8%	92.0%	92.0%	95.8%	100.0%	92.9%	81.0%	90.2%	93.3%	94.5%	90.6%	94.6%	92.0%	93.3%	89.9%	94.7%
not so good/poor	9.8%	8.0%	6.9%	3.2%	0.0%	7.1%	19.0%	4.9%	5.7%	3.6%	9.4%	2.7%	8.0%	6.7%	9.5%	3.3%	
30. safety at night	Excellent	22.0%	9.3%	14.9%	9.5%	0.0%	21.4%	14.3%	14.6%	12.4%	7.3%	12.5%	18.9%	20.0%	6.7%	15.5%	9.9%
	Good	58.5%	73.3%	60.9%	55.8%	64.3%	57.1%	57.1%	58.5%	64.1%	54.5%	61.5%	63.5%	56.0%	66.7%	64.9%	59.9%
	Not so good	12.2%	9.3%	14.9%	13.7%	7.1%	7.1%	9.5%	12.2%	13.4%	14.5%	13.5%	8.1%	16.0%	13.3%	10.8%	14.5%
	Poor	4.9%	4.0%	4.6%	2.1%	7.1%	7.1%	9.5%	4.9%	2.4%	1.8%	6.2%	1.4%	4.0%	13.3%	3.4%	3.9%
	other, don't know	2.4%	4.0%	4.6%	18.9%	21.4%	7.1%	9.5%	9.8%	7.7%	21.8%	6.2%	8.1%	4.0%	0.0%	5.4%	11.8%
	excellent/good	80.5%	82.7%	75.9%	65.3%	64.3%	78.6%	71.4%	73.2%	76.6%	61.8%	74.0%	82.4%	76.0%	73.3%	80.4%	69.7%
not so good/poor	17.1%	13.3%	19.5%	15.8%	14.3%	14.3%	19.0%	17.1%	15.8%	16.4%	19.8%	9.5%	20.0%	26.7%	14.2%	18.4%	

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Trenton 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	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
31. How important would you say it is that Trenton work to retain its downtown's historic character? Would you say it is very important, somewhat, not very or not at all important?	Very	48.8%	25.3%	35.6%	28.4%	42.9%	28.6%	23.8%	36.6%	32.1%	29.1%	31.2%	36.5%	40.0%	33.3%	25.7%	38.8%
	Somewhat	39.0%	53.3%	47.1%	44.2%	35.7%	57.1%	52.4%	41.5%	47.4%	50.9%	47.9%	43.2%	44.0%	26.7%	48.6%	44.7%
	Not very	7.3%	12.0%	11.5%	16.8%	14.3%	7.1%	9.5%	22.0%	11.5%	14.5%	11.5%	13.5%	4.0%	26.7%	13.5%	11.8%
	Not at all	4.9%	8.0%	4.6%	8.4%	7.1%	7.1%	9.5%	0.0%	7.7%	5.5%	7.3%	5.4%	12.0%	13.3%	10.1%	3.9%
	other, don't know	0.0%	1.3%	1.1%	2.1%	0.0%	0.0%	4.8%	0.0%	1.4%	0.0%	2.1%	1.4%	0.0%	0.0%	2.0%	0.7%
	very/somewhat	87.8%	78.7%	82.8%	72.6%	78.6%	85.7%	76.2%	78.0%	79.4%	80.0%	79.2%	79.7%	84.0%	60.0%	74.3%	83.6%
	not very/not at all	12.2%	20.0%	16.1%	25.3%	21.4%	14.3%	19.0%	22.0%	19.1%	20.0%	18.8%	18.9%	16.0%	40.0%	23.6%	15.8%
		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	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
32. Lodging such as hotel, motel or bed and breakfast	1 = Very Low priority	19.5%	20.0%	23.0%	20.0%	14.3%	21.4%	9.5%	19.5%	23.0%	21.8%	24.0%	18.9%	24.0%	13.3%	24.3%	17.8%
	2	24.4%	24.0%	20.7%	16.8%	0.0%	21.4%	28.6%	24.4%	20.6%	16.4%	22.9%	20.3%	20.0%	20.0%	22.3%	19.1%
	3	22.0%	25.3%	26.4%	30.5%	50.0%	28.6%	33.3%	26.8%	24.9%	29.1%	21.9%	28.4%	28.0%	26.7%	25.7%	28.3%
	4	29.3%	21.3%	18.4%	16.8%	21.4%	14.3%	23.8%	17.1%	20.1%	27.3%	16.7%	25.7%	16.0%	6.7%	17.6%	22.4%
	5 = Very High priority	4.9%	9.3%	10.3%	12.6%	14.3%	14.3%	4.8%	12.2%	9.6%	5.5%	12.5%	5.4%	12.0%	33.3%	9.5%	10.5%
	Other, don't know	0.0%	0.0%	1.1%	3.2%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	2.1%	1.4%	0.0%	0.0%	0.7%	2.0%
	total low priority (1-2)	43.9%	44.0%	43.7%	36.8%	14.3%	42.9%	38.1%	43.9%	43.5%	38.2%	46.9%	39.2%	44.0%	33.3%	46.6%	36.8%
	total high priority (4-5)	34.1%	30.7%	28.7%	29.5%	35.7%	28.6%	28.6%	29.3%	29.7%	32.7%	29.2%	31.1%	28.0%	40.0%	27.0%	32.9%
		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	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
33. family or casual style dining	1 = Very Low priority	0.0%	2.7%	9.2%	8.4%	7.1%	0.0%	9.5%	4.9%	6.2%	12.7%	5.2%	2.7%	8.0%	0.0%	6.8%	5.3%
	2	9.8%	9.3%	6.9%	9.5%	14.3%	14.3%	4.8%	9.8%	8.1%	9.1%	7.3%	10.8%	0.0%	13.3%	10.8%	6.6%
	3	9.8%	14.7%	20.7%	17.9%	21.4%	14.3%	23.8%	14.6%	16.3%	25.5%	13.5%	17.6%	8.0%	6.7%	17.6%	15.8%
	4	34.1%	33.3%	26.4%	35.8%	28.6%	50.0%	19.0%	29.3%	32.5%	30.9%	36.5%	28.4%	32.0%	20.0%	30.4%	33.6%
	5 = Very High priority	46.3%	40.0%	36.8%	27.4%	28.6%	21.4%	42.9%	41.5%	36.4%	21.8%	37.5%	40.5%	52.0%	60.0%	34.5%	38.2%
	Other, don't know	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	total low priority	9.8%	12.0%	16.1%	17.9%	21.4%	14.3%	14.3%	14.6%	14.4%	21.8%	12.5%	13.5%	8.0%	13.3%	17.6%	11.8%
total high priority	80.5%	73.3%	63.2%	63.2%	57.1%	71.4%	61.9%	70.7%	68.9%	52.7%	74.0%	68.9%	84.0%	80.0%	64.9%	71.7%	
		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	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
34. fine dining	1 = Very Low priority	0.0%	12.0%	11.5%	18.9%	7.1%	7.1%	9.5%	9.8%	13.9%	16.4%	9.4%	10.8%	16.0%	20.0%	12.2%	12.5%
	2	17.1%	13.3%	14.9%	13.7%	14.3%	14.3%	19.0%	4.9%	15.8%	20.0%	15.6%	14.9%	0.0%	0.0%	17.6%	11.2%
	3	29.3%	26.7%	23.0%	23.2%	7.1%	14.3%	23.8%	34.1%	25.4%	30.9%	24.0%	28.4%	20.0%	26.7%	23.0%	27.0%
	4	22.0%	29.3%	28.7%	21.1%	50.0%	35.7%	38.1%	19.5%	22.5%	21.8%	20.8%	27.0%	24.0%	33.3%	25.0%	25.7%
	5 = Very High priority	31.7%	18.7%	20.7%	23.2%	21.4%	28.6%	9.5%	31.7%	22.0%	10.9%	29.2%	18.9%	40.0%	20.0%	22.3%	23.0%
	Other, don't know	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	total low priority	17.1%	25.3%	26.4%	32.6%	21.4%	21.4%	28.6%	14.6%	29.7%	36.4%	25.0%	25.7%	16.0%	20.0%	29.7%	23.7%
total high priority	53.7%	48.0%	49.4%	44.2%	71.4%	64.3%	47.6%	51.2%	44.5%	32.7%	50.0%	45.9%	64.0%	53.3%	47.3%	48.7%	
		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	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
35. ice cream shop/soda fountain	1 = Very Low priority	4.9%	10.7%	13.8%	18.9%	14.3%	14.3%	9.5%	12.2%	14.4%	23.6%	10.4%	10.8%	8.0%	13.3%	14.9%	12.5%
	2	9.8%	17.3%	13.8%	12.6%	21.4%	7.1%	14.3%	4.9%	15.3%	14.5%	14.6%	12.2%	12.0%	13.3%	14.9%	12.5%
	3	36.6%	26.7%	26.4%	30.5%	28.6%	21.4%	47.6%	29.3%	27.3%	29.1%	31.2%	21.6%	40.0%	33.3%	26.4%	31.6%
	4	36.6%	26.7%	25.3%	18.9%	21.4%	28.6%	19.0%	29.3%	24.9%	12.7%	24.0%	41.9%	12.0%	26.7%	29.1%	21.1%
	5 = Very High priority	12.2%	18.7%	20.7%	17.9%	14.3%	28.6%	9.5%	24.4%	17.7%	20.0%	18.8%	13.5%	28.0%	13.3%	14.9%	21.7%
	Other, don't know	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	total low priority	14.6%	28.0%	27.6%	31.6%	35.7%	21.4%	23.8%	17.1%	29.7%	38.2%	25.0%	23.0%	20.0%	26.7%	29.7%	25.0%
total high priority	48.8%	45.3%	46.0%	36.8%	35.7%	57.1%	28.6%	53.7%	42.6%	32.7%	42.7%	55.4%	40.0%	40.0%	43.9%	42.8%	

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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	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
36. antique shops	1 = Very Low priority	24.4%	25.3%	23.0%	23.2%	21.4%	35.7%	9.5%	36.6%	22.5%	23.6%	27.1%	21.6%	24.0%	26.7%	25.0%	23.0%
	2	24.4%	30.7%	25.3%	25.3%	50.0%	21.4%	42.9%	24.4%	24.4%	34.5%	28.1%	20.3%	12.0%	20.0%	31.8%	21.7%
	3	36.6%	36.0%	27.6%	22.1%	28.6%	28.6%	33.3%	19.5%	30.1%	21.8%	26.0%	33.8%	48.0%	46.7%	26.4%	31.6%
	4	12.2%	4.0%	13.8%	18.9%	0.0%	7.1%	14.3%	14.6%	13.4%	14.5%	10.4%	17.6%	4.0%	0.0%	13.5%	11.8%
	5 = Very High priority	2.4%	4.0%	9.2%	8.4%	0.0%	7.1%	0.0%	4.9%	8.1%	5.5%	6.2%	6.8%	12.0%	6.7%	3.4%	9.9%
	other, don't know	0.0%	0.0%	1.1%	2.1%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	2.0%
	total low priority	48.8%	56.0%	48.3%	48.4%	71.4%	57.1%	52.4%	61.0%	46.9%	58.2%	55.2%	41.9%	36.0%	46.7%	56.8%	44.7%
total high priority	14.6%	8.0%	23.0%	27.4%	0.0%	14.3%	19.5%	21.5%	20.0%	16.7%	24.3%	16.0%	6.7%	16.9%	21.7%		
37. Art galleries and shops	1 = Very Low priority	9.8%	24.0%	18.4%	17.9%	21.4%	7.1%	19.0%	12.2%	20.1%	25.5%	14.6%	13.5%	28.0%	20.0%	18.2%	19.1%
	2	39.0%	29.3%	23.0%	13.7%	28.6%	35.7%	28.6%	26.8%	22.0%	16.4%	26.0%	31.1%	28.0%	13.3%	31.1%	17.1%
	3	24.4%	24.0%	27.6%	29.5%	7.1%	35.7%	28.6%	31.7%	26.3%	29.1%	21.9%	32.4%	12.0%	33.3%	27.7%	25.7%
	4	19.5%	17.3%	16.1%	21.1%	35.7%	14.3%	19.0%	9.8%	19.1%	18.2%	29.2%	12.2%	16.0%	13.3%	16.2%	20.4%
	5 = Very High priority	7.3%	5.3%	14.9%	16.8%	7.1%	7.1%	4.8%	19.5%	12.0%	10.9%	8.3%	10.8%	16.0%	20.0%	6.8%	17.1%
	other, don't know	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	total low priority	48.8%	53.3%	41.4%	31.6%	50.0%	42.9%	47.6%	39.0%	42.1%	41.8%	40.6%	44.6%	56.0%	33.3%	49.3%	36.2%
total high priority	26.8%	22.7%	31.0%	37.9%	42.9%	21.4%	23.8%	29.3%	31.1%	29.1%	37.5%	23.0%	32.0%	33.3%	23.0%	37.5%	
38. coffee shop	1 = Very Low priority	14.6%	16.0%	14.9%	22.1%	0.0%	21.4%	19.0%	17.1%	18.2%	23.6%	13.5%	17.6%	12.0%	20.0%	20.9%	13.8%
	2	19.5%	17.3%	14.9%	8.4%	28.6%	14.3%	4.8%	17.1%	13.4%	14.5%	16.7%	10.8%	12.0%	20.0%	12.8%	15.1%
	3	34.1%	26.7%	37.9%	30.5%	35.7%	21.4%	38.1%	36.6%	31.6%	34.5%	29.2%	33.8%	40.0%	13.3%	35.1%	30.3%
	4	22.0%	21.3%	20.7%	27.4%	28.6%	28.6%	23.8%	19.5%	23.0%	10.9%	28.1%	25.7%	16.0%	33.3%	20.3%	25.7%
	5 = Very High priority	9.8%	18.7%	11.5%	11.6%	7.1%	14.3%	14.3%	9.8%	13.9%	16.4%	12.2%	20.0%	13.3%	10.8%	15.1%	
	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%
	total low priority	34.1%	33.3%	29.9%	30.5%	28.6%	35.7%	23.8%	34.1%	31.6%	38.2%	30.2%	28.4%	24.0%	40.0%	33.8%	28.9%
total high priority	31.7%	40.0%	32.2%	38.9%	35.7%	42.9%	38.1%	29.3%	36.8%	27.3%	40.6%	37.8%	36.0%	46.7%	31.1%	40.8%	
39. convenience store or grocery store	1 = Very Low priority	17.1%	29.3%	24.1%	28.4%	14.3%	0.0%	23.8%	26.8%	28.2%	27.3%	25.0%	18.9%	36.0%	26.7%	30.4%	21.1%
	2	17.1%	24.0%	12.6%	7.4%	21.4%	21.4%	19.0%	17.1%	12.9%	12.7%	16.7%	12.2%	12.0%	20.0%	16.9%	12.5%
	3	26.8%	24.0%	19.5%	15.8%	7.1%	35.7%	23.8%	19.5%	20.1%	14.5%	19.8%	27.0%	20.0%	13.3%	18.9%	21.7%
	4	24.4%	10.7%	25.3%	15.8%	35.7%	21.4%	19.0%	17.1%	17.2%	12.7%	16.7%	28.4%	20.0%	13.3%	17.6%	19.7%
	5 = Very High priority	14.6%	12.0%	17.2%	32.6%	21.4%	21.4%	14.3%	19.5%	21.1%	32.7%	20.8%	13.5%	12.0%	26.7%	16.2%	24.3%
	other, don't know	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	total low priority	34.1%	53.3%	36.8%	35.8%	35.7%	21.4%	42.9%	43.9%	41.1%	40.0%	41.7%	31.1%	48.0%	46.7%	47.3%	33.6%
total high priority	39.0%	22.7%	42.5%	48.4%	57.1%	42.9%	33.3%	36.6%	38.3%	45.5%	37.5%	41.9%	32.0%	40.0%	33.8%	44.1%	
40. clothing stores	1 = Very Low priority	2.4%	6.7%	12.6%	8.4%	0.0%	0.0%	4.8%	7.3%	10.5%	16.4%	5.2%	8.1%	4.0%	6.7%	12.8%	4.6%
	2	12.2%	9.3%	8.0%	11.6%	7.1%	14.3%	4.8%	9.8%	10.9%	10.9%	13.5%	8.1%	4.0%	13.3%	12.2%	7.9%
	3	19.5%	22.7%	32.2%	20.0%	35.7%	21.4%	52.4%	22.0%	20.6%	20.0%	17.7%	25.7%	32.0%	20.0%	30.4%	17.8%
	4	41.5%	30.7%	23.0%	25.3%	28.6%	42.9%	28.6%	34.1%	26.3%	21.8%	32.3%	33.8%	32.0%	26.7%	26.4%	30.3%
	5 = Very High priority	24.4%	30.7%	24.1%	33.7%	28.6%	21.4%	9.5%	26.8%	31.6%	30.9%	31.2%	24.3%	28.0%	33.3%	18.2%	38.8%
	other, don't know	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	total low priority	14.6%	16.0%	20.7%	20.0%	7.1%	14.3%	9.5%	17.1%	21.1%	27.3%	18.8%	16.2%	8.0%	20.0%	25.0%	12.5%
total high priority	65.9%	61.3%	47.1%	58.9%	57.1%	64.3%	38.1%	61.0%	57.9%	52.7%	63.5%	58.1%	60.0%	60.0%	44.6%	69.1%	

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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	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
41. arcade or other attraction aimed at teenagers	1 = Very Low priority	0.0%	9.3%	11.5%	15.8%	14.3%	0.0%	9.5%	7.3%	12.4%	12.7%	10.4%	10.8%	12.0%	6.7%	12.2%	9.9%
	2	2.4%	2.7%	14.9%	14.7%	7.1%	14.3%	4.8%	4.9%	11.5%	12.7%	11.5%	9.5%	8.0%	0.0%	8.8%	11.2%
	3	17.1%	21.3%	21.8%	17.9%	28.6%	14.3%	23.8%	17.1%	19.1%	20.0%	18.8%	20.3%	24.0%	13.3%	23.0%	16.4%
	4	36.6%	36.0%	33.3%	18.9%	35.7%	21.4%	33.3%	31.7%	29.2%	20.0%	33.3%	32.4%	36.0%	26.7%	31.1%	28.3%
	5 = Very High priority	43.9%	29.3%	17.2%	28.4%	7.1%	42.9%	28.6%	36.6%	26.3%	32.7%	24.0%	25.7%	20.0%	53.3%	25.0%	30.3%
	other, don't know	0.0%	1.3%	1.1%	4.2%	7.1%	7.1%	0.0%	2.4%	1.4%	1.8%	2.1%	1.4%	0.0%	0.0%	0.0%	3.9%
	total low priority	2.4%	12.0%	26.4%	30.5%	21.4%	14.3%	14.3%	12.2%	23.9%	25.5%	21.9%	20.3%	20.0%	6.7%	20.9%	21.1%
total high priority	80.5%	65.3%	50.6%	47.4%	42.9%	64.3%	61.9%	68.3%	55.5%	52.7%	57.3%	58.1%	56.0%	80.0%	56.1%	58.6%	
42. bars/nightclubs	1 = Very Low priority	31.7%	44.0%	47.1%	64.2%	78.6%	28.6%	19.0%	56.1%	51.7%	70.9%	45.8%	47.3%	32.0%	46.7%	44.6%	55.3%
	2	14.6%	24.0%	24.1%	22.1%	7.1%	28.6%	23.8%	17.1%	23.4%	14.5%	20.8%	29.7%	20.0%	26.7%	23.0%	21.1%
	3	24.4%	18.7%	13.8%	7.4%	14.3%	21.4%	28.6%	9.8%	13.4%	3.6%	20.8%	13.5%	28.0%	0.0%	17.6%	11.2%
	4	12.2%	9.3%	8.0%	1.1%	0.0%	7.1%	14.3%	12.2%	4.8%	5.5%	2.1%	5.4%	12.0%	20.0%	7.4%	5.9%
	5 = Very High priority	17.1%	4.0%	6.9%	3.2%	0.0%	14.3%	14.3%	4.9%	5.7%	5.5%	9.4%	4.1%	8.0%	6.7%	7.4%	5.3%
	other, don't know	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	1.3%
	total low priority	46.3%	68.0%	71.3%	86.3%	85.7%	57.1%	42.9%	73.2%	75.1%	85.5%	66.7%	77.0%	52.0%	73.3%	67.6%	76.3%
total high priority	29.3%	13.3%	14.9%	4.2%	0.0%	21.4%	28.6%	17.1%	10.5%	10.9%	11.5%	9.5%	20.0%	26.7%	14.9%	11.2%	
43. bookstore	1 = Very Low priority	9.8%	14.7%	10.3%	16.8%	14.3%	14.3%	4.8%	14.6%	14.8%	10.9%	13.5%	14.9%	16.0%	13.3%	16.2%	11.8%
	2	9.8%	21.3%	13.8%	14.7%	0.0%	7.1%	19.0%	22.0%	15.3%	16.4%	19.8%	8.1%	12.0%	6.7%	20.3%	10.5%
	3	36.6%	18.7%	37.9%	35.8%	28.6%	35.7%	42.9%	31.7%	30.6%	34.5%	30.2%	33.8%	28.0%	26.7%	34.5%	29.6%
	4	29.3%	24.0%	25.3%	21.1%	50.0%	28.6%	23.8%	14.6%	23.9%	20.0%	26.0%	29.7%	20.0%	26.7%	17.6%	30.3%
	5 = Very High priority	14.6%	21.3%	12.6%	9.5%	7.1%	14.3%	9.5%	17.1%	14.4%	18.2%	9.4%	13.5%	24.0%	26.7%	11.5%	16.4%
	other, don't know	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	1.3%
	total low priority	19.5%	36.0%	24.1%	31.6%	14.3%	21.4%	23.8%	36.6%	30.1%	27.3%	33.3%	23.0%	28.0%	20.0%	36.5%	22.4%
total high priority	43.9%	45.3%	37.9%	30.5%	57.1%	42.9%	33.3%	31.7%	38.3%	38.2%	35.4%	43.2%	44.0%	53.3%	29.1%	46.7%	
44. banquet or reception facility	1 = Very Low priority	17.1%	13.3%	16.1%	20.0%	7.1%	7.1%	19.0%	12.2%	19.1%	16.4%	14.6%	20.3%	16.0%	13.3%	16.2%	17.8%
	2	19.5%	21.3%	24.1%	18.9%	21.4%	21.4%	33.3%	26.8%	19.1%	29.1%	20.8%	18.9%	8.0%	13.3%	20.9%	21.7%
	3	22.0%	24.0%	27.6%	24.2%	42.9%	14.3%	28.6%	24.4%	23.9%	21.8%	27.1%	27.0%	16.0%	46.7%	29.1%	20.4%
	4	24.4%	32.0%	18.4%	21.1%	21.4%	35.7%	14.3%	19.5%	23.9%	16.4%	21.9%	25.7%	40.0%	20.0%	23.0%	23.7%
	5 = Very High priority	17.1%	9.3%	13.8%	15.8%	7.1%	21.4%	4.8%	17.1%	13.9%	16.4%	15.6%	8.1%	20.0%	6.7%	10.8%	16.4%
	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%
	total low priority	36.6%	34.7%	40.2%	38.9%	28.6%	28.6%	52.4%	39.0%	38.3%	45.5%	35.4%	39.2%	24.0%	26.7%	37.2%	39.5%
total high priority	41.5%	41.3%	32.2%	36.8%	28.6%	57.1%	19.0%	36.6%	37.8%	32.7%	37.5%	33.8%	60.0%	26.7%	33.8%	40.1%	
45. museums	1 = Very Low priority	19.5%	17.3%	17.2%	26.3%	7.1%	14.3%	14.3%	36.6%	19.6%	10.9%	26.0%	24.3%	16.0%	26.7%	18.9%	22.4%
	2	29.3%	26.7%	24.1%	11.6%	7.1%	21.4%	28.6%	12.2%	23.9%	18.2%	26.0%	21.6%	20.0%	20.0%	25.7%	17.8%
	3	19.5%	29.3%	28.7%	23.2%	35.7%	28.6%	23.8%	24.4%	24.9%	30.9%	24.0%	17.6%	48.0%	20.0%	25.0%	26.3%
	4	14.6%	13.3%	18.4%	12.6%	35.7%	21.4%	14.3%	7.3%	14.4%	16.4%	11.5%	17.6%	8.0%	26.7%	12.2%	17.1%
	5 = Very High priority	17.1%	13.3%	11.5%	23.2%	14.3%	14.3%	19.0%	19.5%	15.8%	23.6%	11.5%	17.6%	8.0%	6.7%	18.2%	14.5%
	other, don't know	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	1.0%	1.4%	0.0%	0.0%	0.0%	2.0%
	total low priority	48.8%	44.0%	41.4%	37.9%	14.3%	35.7%	42.9%	48.8%	43.5%	29.1%	52.1%	45.9%	36.0%	46.7%	44.6%	40.1%
total high priority	31.7%	26.7%	29.9%	35.8%	50.0%	35.7%	33.3%	26.8%	30.1%	40.0%	22.9%	35.1%	16.0%	33.3%	30.4%	31.6%	

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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	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
46. performing arts center	1 = Very Low priority	14.6%	17.3%	19.5%	14.7%	7.1%	7.1%	9.5%	19.5%	18.2%	12.7%	20.8%	16.2%	24.0%	13.3%	20.3%	13.8%
	2	14.6%	17.3%	16.1%	14.7%	28.6%	21.4%	19.0%	9.8%	15.3%	21.8%	14.6%	16.2%	4.0%	20.0%	17.6%	13.8%
	3	34.1%	20.0%	21.8%	26.3%	7.1%	28.6%	28.6%	24.4%	25.4%	34.5%	24.0%	24.3%	20.0%	6.7%	24.3%	25.0%
	4	19.5%	28.0%	24.1%	15.8%	57.1%	7.1%	28.6%	19.5%	20.1%	18.2%	25.0%	17.6%	24.0%	20.0%	20.3%	23.0%
	5 = Very High priority	17.1%	17.3%	18.4%	28.4%	0.0%	35.7%	14.3%	26.8%	21.1%	12.7%	15.6%	25.7%	28.0%	40.0%	17.6%	24.3%
	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%
	total low priority	29.3%	34.7%	35.6%	29.5%	35.7%	28.6%	28.6%	29.3%	33.5%	34.5%	35.4%	32.4%	28.0%	33.3%	37.8%	27.6%
total high priority	36.6%	45.3%	42.5%	44.2%	57.1%	42.9%	42.9%	46.3%	41.1%	30.9%	40.6%	43.2%	52.0%	60.0%	37.8%	47.4%	
		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	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
47. Of the items listed above, what business would you most like to see in downtown Trenton?	Lodging such as hotel, motel or bed and	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%	
	Family or casual style dining	24.4%	25.3%	29.9%	14.7%	21.4%	14.3%	33.3%	34.1%	21.1%	16.4%	25.0%	24.3%	32.0%	26.7%	27.7%	19.1%
	Fine dining	9.8%	9.3%	8.0%	6.3%	21.4%	7.1%	4.8%	9.8%	6.7%	0.0%	7.3%	12.2%	16.0%	6.7%	10.1%	5.9%
	Ice cream shop/soda fountain	2.4%	4.0%	2.3%	4.2%	7.1%	0.0%	0.0%	4.9%	3.3%	1.8%	3.1%	4.1%	4.0%	13.3%	3.4%	3.3%
	Antique shops	0.0%	0.0%	1.1%	3.2%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	1.0%	1.4%	4.0%	0.0%	0.7%	2.0%
	Art galleries and shops	0.0%	1.3%	0.0%	2.1%	0.0%	0.0%	0.0%	2.4%	1.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.7%	1.3%
	Coffee shop	2.4%	4.0%	0.0%	3.2%	0.0%	0.0%	4.8%	4.9%	1.9%	1.8%	2.1%	2.7%	0.0%	6.7%	3.4%	1.3%
	Convenience store or grocery store	4.9%	2.7%	5.7%	10.5%	7.1%	7.1%	4.8%	0.0%	7.7%	16.4%	3.1%	5.4%	0.0%	0.0%	3.4%	9.2%
	Clothing stores	9.8%	17.3%	10.3%	35.8%	7.1%	28.6%	4.8%	17.1%	23.0%	20.0%	27.1%	12.2%	16.0%	13.3%	11.5%	28.9%
	Arcade or other attraction aimed at teenagers	34.1%	18.7%	10.3%	5.3%	7.1%	28.6%	28.6%	17.1%	11.5%	20.0%	11.5%	17.6%	4.0%	6.7%	17.6%	10.5%
	Bars/nightclubs	4.9%	0.0%	4.6%	1.1%	0.0%	7.1%	0.0%	0.0%	2.9%	3.6%	3.1%	2.7%	0.0%	0.0%	4.1%	0.7%
	Bookstore	0.0%	4.0%	4.6%	1.1%	0.0%	0.0%	0.0%	4.9%	2.9%	1.8%	1.0%	5.4%	4.0%	0.0%	1.4%	3.9%
	Banquet or reception facility	0.0%	1.3%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	Museums	0.0%	1.3%	1.1%	1.1%	0.0%	0.0%	9.5%	0.0%	0.5%	3.6%	0.0%	1.4%	0.0%	0.0%	2.0%	0.0%
	Performing arts center	2.4%	5.3%	8.0%	5.3%	0.0%	7.1%	9.5%	0.0%	6.7%	1.8%	3.1%	2.7%	16.0%	13.3%	6.8%	4.6%
Other - Specify	4.9%	5.3%	13.8%	6.3%	21.4%	0.0%	0.0%	4.9%	9.1%	12.7%	8.3%	8.1%	4.0%	13.3%	7.4%	8.6%	
		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	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
48. adding green space	1 = Very Low priority	9.8%	20.0%	25.3%	22.1%	7.1%	0.0%	19.0%	14.6%	24.4%	21.8%	14.6%	21.6%	36.0%	33.3%	22.3%	19.1%
	2	34.1%	17.3%	25.3%	21.1%	7.1%	35.7%	38.1%	22.0%	21.5%	14.5%	30.2%	20.3%	20.0%	33.3%	25.0%	21.1%
	3	26.8%	29.3%	27.6%	26.3%	50.0%	21.4%	28.6%	31.7%	25.8%	23.6%	32.3%	27.0%	20.0%	20.0%	25.0%	30.3%
	4	17.1%	26.7%	16.1%	11.6%	21.4%	28.6%	9.5%	7.3%	19.1%	23.6%	14.6%	20.3%	16.0%	13.3%	17.6%	17.1%
	5 = Very High priority	12.2%	6.7%	3.4%	13.7%	14.3%	7.1%	4.8%	22.0%	6.7%	18.2%	6.2%	8.1%	8.0%	0.0%	9.5%	8.6%
	other, don't know	0.0%	0.0%	2.3%	5.3%	0.0%	7.1%	0.0%	2.4%	2.4%	0.0%	2.1%	2.7%	0.0%	0.0%	0.7%	3.9%
	total low priority	43.9%	37.3%	50.6%	43.2%	14.3%	35.7%	57.1%	36.6%	45.9%	36.4%	44.8%	41.9%	56.0%	66.7%	47.3%	40.1%
total high priority	29.3%	33.3%	19.5%	25.3%	35.7%	35.7%	14.3%	29.3%	25.8%	40.0%	20.8%	28.4%	24.0%	13.3%	27.0%	25.7%	
		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	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
49. Improving lighting	1 = Very Low priority	14.6%	16.0%	17.2%	23.2%	14.3%	7.1%	14.3%	14.6%	21.1%	23.6%	18.8%	14.9%	16.0%	26.7%	20.3%	17.1%
	2	19.5%	21.3%	21.8%	14.7%	7.1%	14.3%	28.6%	12.2%	21.1%	16.4%	22.9%	18.9%	24.0%	6.7%	25.0%	13.8%
	3	31.7%	32.0%	26.4%	32.6%	28.6%	28.6%	28.6%	41.5%	28.2%	23.6%	31.2%	31.1%	36.0%	20.0%	26.4%	34.2%
	4	26.8%	22.7%	23.0%	14.7%	35.7%	28.6%	23.8%	17.1%	19.6%	20.0%	17.7%	25.7%	20.0%	20.0%	20.3%	21.1%
	5 = Very High priority	7.3%	8.0%	11.5%	12.6%	14.3%	21.4%	4.8%	14.6%	9.1%	16.4%	9.4%	8.1%	4.0%	26.7%	8.1%	12.5%
	other, don't know	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	1.3%
	total low priority	34.1%	37.3%	39.1%	37.9%	21.4%	21.4%	42.9%	26.8%	42.1%	40.0%	41.7%	33.8%	40.0%	33.3%	45.3%	30.9%
total high priority	34.1%	30.7%	34.5%	27.4%	50.0%	50.0%	28.6%	31.7%	28.7%	36.4%	27.1%	33.8%	24.0%	46.7%	28.4%	33.6%	

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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	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
50. moving utilities underground	1 = Very Low priority	24.4%	16.0%	20.7%	18.9%	14.3%	7.1%	23.8%	19.5%	20.6%	25.5%	21.9%	16.2%	12.0%	26.7%	23.6%	15.8%
	2	9.8%	18.7%	21.8%	11.6%	14.3%	21.4%	14.3%	12.2%	16.7%	9.1%	19.8%	17.6%	16.0%	13.3%	20.9%	11.2%
	3	26.8%	30.7%	26.4%	20.0%	42.9%	7.1%	19.0%	29.3%	25.4%	30.9%	25.0%	21.6%	28.0%	6.7%	19.6%	31.6%
	4	19.5%	17.3%	16.1%	14.7%	21.4%	42.9%	23.8%	19.5%	12.9%	9.1%	15.6%	21.6%	20.0%	26.7%	13.5%	19.1%
	5 = Very High priority	17.1%	16.0%	14.9%	27.4%	7.1%	21.4%	14.3%	14.6%	21.5%	21.8%	15.6%	17.6%	24.0%	26.7%	20.9%	17.8%
	Other, don't know	2.4%	1.3%	0.0%	7.4%	0.0%	0.0%	4.8%	4.9%	2.9%	3.6%	2.1%	5.4%	0.0%	0.0%	1.4%	4.6%
	total low priority (1-2) total high priority (4-5)	34.1% 36.6%	34.7% 33.3%	42.5% 31.0%	30.5% 42.1%	28.6% 28.6%	28.6% 38.1%	38.1% 34.1%	31.7% 34.4%	37.3% 34.4%	34.5% 30.9%	41.7% 31.2%	33.8% 39.2%	28.0% 44.0%	40.0% 53.3%	44.6% 34.5%	27.0% 36.8%
51. adding new parking spaces or lots	1 = Very Low priority	17.1%	10.7%	13.8%	15.8%	7.1%	0.0%	14.3%	9.8%	16.3%	20.0%	8.3%	12.2%	12.0%	20.0%	14.2%	13.8%
	2	12.2%	5.3%	17.2%	12.6%	7.1%	7.1%	9.5%	12.2%	12.9%	7.3%	13.5%	17.6%	8.0%	6.7%	14.2%	9.9%
	3	26.8%	34.7%	28.7%	24.2%	42.9%	42.9%	28.6%	22.0%	27.8%	21.8%	31.2%	25.7%	32.0%	26.7%	28.4%	28.9%
	4	22.0%	26.7%	17.2%	20.0%	35.7%	42.9%	23.8%	17.1%	19.6%	23.6%	24.0%	18.9%	20.0%	26.7%	19.6%	23.0%
	5 = Very High priority	22.0%	22.7%	23.0%	25.3%	7.1%	7.1%	23.8%	39.0%	22.5%	27.3%	21.9%	25.7%	28.0%	20.0%	23.6%	23.0%
	other, don't know	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	1.3%
	total low priority total high priority	29.3% 43.9%	16.0% 49.3%	31.0% 40.2%	28.4% 45.3%	14.3% 42.9%	7.1% 50.0%	23.8% 47.6%	22.0% 56.1%	29.2% 42.1%	27.3% 50.9%	21.9% 45.8%	29.7% 44.6%	20.0% 48.0%	26.7% 46.7%	28.4% 43.2%	23.7% 46.1%
52. stricter code enforcement	1 = Very Low priority	26.8%	18.7%	14.9%	14.7%	28.6%	21.4%	19.0%	19.5%	16.7%	20.0%	17.7%	9.5%	28.0%	46.7%	18.9%	17.1%
	2	17.1%	20.0%	17.2%	16.8%	0.0%	7.1%	33.3%	12.2%	19.1%	12.7%	19.8%	17.6%	28.0%	0.0%	22.3%	13.2%
	3	29.3%	30.7%	29.9%	21.1%	50.0%	35.7%	23.8%	29.3%	24.4%	29.1%	24.0%	35.1%	20.0%	26.7%	28.4%	25.7%
	4	9.8%	13.3%	19.5%	26.3%	7.1%	21.4%	9.5%	17.1%	20.6%	20.0%	21.9%	18.9%	12.0%	0.0%	17.6%	19.7%
	5 = Very High priority	14.6%	16.0%	17.2%	16.8%	7.1%	14.3%	14.3%	17.1%	17.2%	16.4%	15.6%	16.2%	12.0%	26.7%	12.2%	20.4%
	other, don't know	2.4%	1.3%	1.1%	4.2%	7.1%	0.0%	0.0%	4.9%	1.9%	1.8%	1.0%	2.7%	0.0%	0.0%	0.7%	3.9%
	total low priority total high priority	43.9% 24.4%	38.7% 29.3%	32.2% 36.8%	31.6% 43.2%	28.6% 14.3%	28.6% 35.7%	52.4% 23.8%	31.7% 34.1%	35.9% 37.8%	32.7% 36.4%	37.5% 37.5%	27.0% 35.1%	56.0% 24.0%	46.7% 26.7%	41.2% 29.7%	30.3% 40.1%
53. developing second-story residential space	1 = Very Low priority	12.2%	16.0%	14.9%	23.2%	14.3%	7.1%	19.0%	9.8%	20.1%	20.0%	17.7%	16.2%	16.0%	20.0%	19.6%	15.8%
	2	22.0%	9.3%	21.8%	7.4%	7.1%	7.1%	14.3%	12.2%	14.8%	5.5%	18.8%	14.9%	16.0%	6.7%	18.9%	9.2%
	3	26.8%	30.7%	27.6%	29.5%	35.7%	42.9%	23.8%	29.3%	28.2%	25.5%	31.2%	25.7%	40.0%	33.3%	25.7%	32.2%
	4	29.3%	28.0%	24.1%	16.8%	21.4%	14.3%	38.1%	29.3%	21.5%	25.5%	22.9%	23.0%	16.0%	26.7%	23.6%	23.0%
	5 = Very High priority	9.8%	16.0%	11.5%	17.9%	21.4%	28.6%	4.8%	14.6%	13.9%	21.8%	9.4%	16.2%	12.0%	13.3%	12.2%	16.4%
	other, don't know	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	4.9%	1.4%	1.8%	0.0%	4.1%	0.0%	0.0%	0.0%	3.3%
	total low priority total high priority	34.1% 39.0%	25.3% 44.0%	36.8% 35.6%	30.5% 34.7%	21.4% 42.9%	14.3% 42.9%	33.3% 42.9%	22.0% 43.9%	34.9% 35.4%	25.5% 47.3%	36.5% 32.3%	31.1% 39.2%	32.0% 28.0%	26.7% 40.0%	38.5% 35.8%	25.0% 39.5%
54. making the area more pedestrian-friendly	1 = Very Low priority	4.9%	8.0%	6.9%	12.6%	0.0%	0.0%	9.5%	2.4%	11.0%	7.3%	5.2%	5.4%	20.0%	20.0%	10.1%	7.2%
	2	9.8%	17.3%	12.6%	10.5%	7.1%	21.4%	19.0%	17.1%	11.0%	12.7%	16.7%	10.8%	12.0%	13.3%	14.2%	11.2%
	3	34.1%	32.0%	37.9%	32.6%	28.6%	21.4%	23.8%	31.7%	36.8%	29.1%	38.5%	32.4%	32.0%	26.7%	37.2%	31.6%
	4	26.8%	26.7%	25.3%	13.7%	35.7%	28.6%	33.3%	19.5%	20.1%	25.5%	15.6%	29.7%	20.0%	26.7%	20.9%	23.0%
	5 = Very High priority	24.4%	16.0%	17.2%	27.4%	28.6%	28.6%	14.3%	29.3%	19.6%	25.5%	24.0%	21.6%	16.0%	13.3%	17.6%	25.0%
	other, don't know	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
	total low priority total high priority	14.6% 51.2%	25.3% 42.7%	19.5% 42.5%	23.2% 41.1%	7.1% 64.3%	21.4% 57.1%	28.6% 47.6%	19.5% 48.8%	22.0% 39.7%	20.0% 50.9%	21.9% 39.6%	16.2% 51.4%	32.0% 36.0%	33.3% 40.0%	24.3% 38.5%	18.4% 48.0%

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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	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
55. improving signage to help people find their way around	1 = Very Low priority	17.1%	10.7%	12.6%	9.5%	14.3%	0.0%	4.8%	19.5%	12.4%	16.4%	10.4%	10.8%	12.0%	20.0%	10.1%	14.5%
	2	12.2%	21.3%	17.2%	13.7%	7.1%	28.6%	14.3%	9.8%	17.7%	12.7%	15.6%	18.9%	20.0%	6.7%	21.6%	11.2%
	3	46.3%	26.7%	20.7%	30.5%	28.6%	50.0%	33.3%	31.7%	25.8%	18.2%	26.0%	32.4%	40.0%	33.3%	27.0%	30.3%
	4	22.0%	26.7%	21.8%	17.9%	35.7%	7.1%	33.3%	22.0%	20.6%	20.0%	28.1%	17.6%	12.0%	26.7%	23.0%	20.4%
	5 = Very High priority	2.4%	14.7%	27.6%	26.3%	14.3%	14.3%	14.3%	17.1%	22.5%	32.7%	19.8%	18.9%	16.0%	13.3%	17.6%	23.0%
	Other, don't know	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.7%	0.7%
	total low priority (1-2)	29.3%	32.0%	29.9%	23.2%	21.4%	28.6%	19.0%	29.3%	30.1%	29.1%	26.0%	29.7%	32.0%	26.7%	31.8%	25.7%
total high priority (4-5)	24.4%	41.3%	49.4%	44.2%	50.0%	21.4%	47.6%	39.0%	43.1%	52.7%	47.9%	36.5%	28.0%	40.0%	40.5%	43.4%	
56. improving building facades	1 = Very Low priority	0.0%	6.7%	3.4%	3.2%	0.0%	7.1%	0.0%	0.0%	4.8%	3.6%	3.1%	1.4%	8.0%	6.7%	3.4%	3.9%
	2	9.8%	4.0%	2.3%	9.5%	7.1%	0.0%	9.5%	7.3%	5.7%	12.7%	4.2%	6.8%	0.0%	0.0%	7.4%	4.6%
	3	34.1%	22.7%	28.7%	20.0%	28.6%	50.0%	33.3%	17.1%	23.9%	30.9%	20.8%	21.6%	36.0%	26.7%	29.1%	21.7%
	4	29.3%	32.0%	25.3%	25.3%	57.1%	14.3%	14.3%	41.5%	24.9%	25.5%	30.2%	31.1%	24.0%	26.7%	24.3%	30.3%
	5 = Very High priority	24.4%	34.7%	39.1%	38.9%	7.1%	28.6%	38.1%	31.7%	39.2%	25.5%	39.6%	37.8%	32.0%	40.0%	33.8%	38.2%
	Other, don't know	2.4%	0.0%	1.1%	3.2%	0.0%	0.0%	4.8%	2.4%	1.4%	1.8%	2.1%	1.4%	0.0%	0.0%	2.0%	1.3%
	total low priority	9.8%	10.7%	5.7%	12.6%	7.1%	7.1%	9.5%	7.3%	10.5%	16.4%	7.3%	8.1%	8.0%	6.7%	10.8%	8.6%
total high priority	53.7%	66.7%	64.4%	64.2%	64.3%	42.9%	52.4%	73.2%	64.1%	50.9%	69.8%	68.9%	56.0%	66.7%	58.1%	68.4%	
57. keeping streets and sidewalks cleaner	1 = Very Low priority	12.2%	9.3%	5.7%	9.5%	7.1%	0.0%	4.8%	9.8%	9.6%	10.9%	9.4%	4.1%	12.0%	20.0%	6.8%	10.5%
	2	14.6%	18.7%	12.6%	8.4%	21.4%	21.4%	38.1%	12.2%	10.5%	23.6%	12.5%	12.2%	16.0%	0.0%	17.6%	9.9%
	3	12.2%	24.0%	37.9%	26.3%	21.4%	7.1%	19.0%	17.1%	31.6%	25.5%	27.1%	23.0%	28.0%	26.7%	27.7%	26.3%
	4	29.3%	24.0%	16.1%	22.1%	42.9%	28.6%	9.5%	26.8%	19.6%	10.9%	26.0%	29.7%	16.0%	13.3%	20.3%	23.0%
	5 = Very High priority	31.7%	24.0%	27.6%	33.7%	7.1%	42.9%	28.6%	34.1%	28.7%	29.1%	25.0%	31.1%	28.0%	40.0%	27.7%	30.3%
	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%
	total low priority	26.8%	28.0%	18.4%	17.9%	28.6%	21.4%	42.9%	22.0%	20.1%	34.5%	21.9%	16.2%	28.0%	20.0%	24.3%	20.4%
total high priority	61.0%	48.0%	43.7%	55.8%	50.0%	71.4%	38.1%	61.0%	48.3%	40.0%	51.0%	60.8%	44.0%	53.3%	48.0%	53.3%	
58. changing traffic flow to make it easier to get around downtown	1 = Very Low priority	19.5%	18.7%	23.0%	26.3%	14.3%	14.3%	14.3%	24.4%	24.4%	27.3%	21.9%	25.7%	20.0%	13.3%	22.3%	23.0%
	2	12.2%	25.3%	13.8%	8.4%	21.4%	0.0%	19.0%	14.6%	14.8%	14.5%	16.7%	13.5%	8.0%	26.7%	14.2%	15.1%
	3	24.4%	21.3%	26.4%	27.4%	14.3%	28.6%	23.8%	36.6%	23.0%	18.2%	26.0%	28.4%	28.0%	13.3%	29.1%	21.1%
	4	24.4%	13.3%	14.9%	16.8%	14.3%	50.0%	19.0%	7.3%	15.8%	16.4%	14.6%	17.6%	16.0%	13.3%	14.2%	18.4%
	5 = Very High priority	19.5%	21.3%	20.7%	17.9%	35.7%	7.1%	23.8%	17.1%	20.1%	23.6%	18.8%	13.5%	28.0%	33.3%	20.3%	19.7%
	Other, don't know	0.0%	0.0%	1.1%	3.2%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	2.1%	1.4%	0.0%	0.0%	0.0%	2.6%
	total low priority	31.7%	44.0%	36.8%	34.7%	35.7%	14.3%	33.3%	39.0%	39.2%	41.8%	38.5%	39.2%	28.0%	40.0%	36.5%	38.2%
total high priority	43.9%	34.7%	35.6%	34.7%	50.0%	57.1%	42.9%	24.4%	35.9%	40.0%	33.3%	31.1%	44.0%	46.7%	34.5%	38.2%	
60. There has been some discussion about developing second story living space in downtown Trenton. 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.	51.2%	64.0%	47.1%	40.0%	50.0%	50.0%	42.9%	46.3%	51.2%	43.6%	57.3%	48.6%	60.0%	46.7%	48.0%	51.3%
	Property owners should turn the second floors of their existing buildings into condominiums.	9.8%	14.7%	12.6%	16.8%	7.1%	14.3%	14.3%	22.0%	12.9%	14.5%	12.5%	13.5%	16.0%	26.7%	10.1%	17.8%
	There is no need for second story living space downtown.	34.1%	18.7%	29.9%	31.6%	35.7%	28.6%	28.6%	22.0%	28.7%	29.1%	26.0%	31.1%	24.0%	20.0%	35.1%	21.7%
	Other/don't know	4.9%	2.7%	10.3%	11.6%	7.1%	7.1%	14.3%	9.8%	7.2%	12.7%	4.2%	6.8%	0.0%	6.7%	6.8%	9.2%

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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	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
61a. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Trenton?	Local newspaper	39.0%	33.3%	43.7%	35.8%	42.9%	21.4%	19.0%	51.2%	37.8%	30.9%	32.3%	44.6%	44.0%	40.0%	33.1%	42.8%
	Television	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.7%
	Radio	4.9%	18.7%	18.4%	20.0%	14.3%	21.4%	9.5%	14.6%	18.2%	23.6%	16.7%	12.2%	16.0%	26.7%	15.5%	18.4%
	Chamber of Commerce web site	7.3%	5.3%	3.4%	3.2%	0.0%	7.1%	9.5%	2.4%	4.3%	3.6%	2.1%	5.4%	4.0%	13.3%	3.4%	5.3%
	Word-of-mouth	34.1%	29.3%	13.8%	14.7%	28.6%	28.6%	38.1%	14.6%	19.1%	21.8%	22.9%	17.6%	24.0%	13.3%	23.0%	18.4%
	I live downtown	9.8%	4.0%	11.5%	12.6%	7.1%	21.4%	4.8%	9.8%	10.0%	9.1%	14.6%	10.8%	0.0%	0.0%	12.8%	7.2%
	Other - Specify	2.4%	5.3%	3.4%	3.2%	7.1%	0.0%	9.5%	7.3%	2.4%	5.5%	5.2%	2.7%	4.0%	0.0%	5.4%	2.0%
No others/ don't know	2.4%	4.0%	5.7%	9.5%	0.0%	0.0%	4.8%	0.0%	8.1%	5.5%	6.2%	5.4%	8.0%	6.7%	6.8%	5.3%	
		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	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
61b. And what is your second most likely source of information?	Local newspaper	35.0%	37.5%	29.3%	33.7%	28.6%	35.7%	50.0%	31.7%	32.3%	36.5%	34.4%	32.9%	30.4%	21.4%	35.5%	31.2%
	Television	5.0%	1.4%	1.2%	4.7%	7.1%	0.0%	0.0%	4.9%	2.6%	5.8%	2.2%	2.9%	0.0%	0.0%	3.6%	2.1%
	Radio	17.5%	26.4%	32.9%	18.6%	28.6%	7.1%	15.0%	29.3%	25.5%	19.2%	16.7%	34.3%	17.4%	42.9%	21.0%	27.8%
	Chamber of Commerce web site	5.0%	2.8%	0.0%	1.2%	7.1%	0.0%	5.0%	2.4%	1.0%	0.0%	2.2%	1.4%	4.3%	0.0%	0.7%	2.8%
	word-of-mouth	15.0%	19.4%	14.6%	22.1%	7.1%	35.7%	5.0%	17.1%	19.3%	13.5%	20.0%	18.6%	21.7%	21.4%	18.8%	17.4%
	I live downtown	2.5%	2.8%	2.4%	2.3%	0.0%	14.3%	0.0%	0.0%	2.1%	1.9%	2.2%	1.4%	8.7%	0.0%	3.6%	1.4%
	Other [specify]	5.0%	5.6%	7.3%	4.7%	14.3%	0.0%	0.0%	2.4%	6.8%	9.6%	5.6%	4.3%	8.7%	7.1%	4.3%	6.9%
No Others/don't know	15.0%	4.2%	12.2%	12.8%	7.1%	7.1%	25.0%	12.2%	10.4%	13.5%	16.7%	4.3%	8.7%	7.1%	12.3%	10.4%	
		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	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
62. How likely would you say you are to support an economic development sales tax for streets, downtown and overall development in Trenton? Would you say you are very likely, somewhat, not very or not at all likely to support such a sales tax?	Very familiar	19.5%	21.3%	16.1%	14.7%	7.1%	14.3%	28.6%	19.5%	16.7%	20.0%	17.7%	14.9%	20.0%	20.0%	19.6%	15.1%
	Somewhat familiar	48.8%	32.0%	34.5%	33.7%	57.1%	50.0%	38.1%	41.5%	32.5%	27.3%	37.5%	40.5%	44.0%	26.7%	33.1%	38.8%
	Not very familiar	22.0%	16.0%	24.1%	31.6%	14.3%	14.3%	4.8%	29.3%	26.3%	20.0%	31.2%	24.3%	20.0%	26.7%	21.6%	26.3%
	Not at all familiar	9.8%	26.7%	21.8%	17.9%	21.4%	14.3%	23.8%	9.8%	21.5%	27.3%	13.5%	18.9%	16.0%	20.0%	21.6%	18.4%
	Other/don't know	0.0%	4.0%	3.4%	2.1%	0.0%	7.1%	4.8%	0.0%	2.9%	5.5%	0.0%	1.4%	0.0%	6.7%	4.1%	1.3%
	very/somewhat	68.3%	53.3%	50.6%	48.4%	64.3%	64.3%	66.7%	61.0%	49.3%	47.3%	55.2%	55.4%	64.0%	46.7%	52.7%	53.9%
	not very/not at all	31.7%	42.7%	46.0%	49.5%	35.7%	28.6%	28.6%	39.0%	47.8%	47.3%	44.8%	43.2%	36.0%	46.7%	43.2%	44.7%
		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	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
63. 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	2.4%	9.3%	4.6%	3.2%	0.0%	0.0%	14.3%	7.3%	4.3%	1.8%	6.2%	4.1%	4.0%	20.0%	4.7%	5.3%
	Somewhat familiar	14.6%	38.7%	29.9%	35.8%	14.3%	14.3%	4.8%	26.8%	37.8%	21.8%	33.3%	32.4%	40.0%	33.3%	32.4%	30.9%
	Not very familiar	26.8%	12.0%	29.9%	25.3%	42.9%	14.3%	23.8%	12.2%	24.4%	29.1%	22.9%	23.0%	24.0%	13.3%	21.6%	25.0%
	Not at all familiar	56.1%	38.7%	34.5%	35.8%	42.9%	71.4%	57.1%	53.7%	32.5%	43.6%	37.5%	40.5%	32.0%	33.3%	41.2%	37.5%
	Other/don't know	0.0%	1.3%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
	very/somewhat	17.1%	48.0%	34.5%	38.9%	14.3%	14.3%	19.0%	34.1%	42.1%	23.6%	39.6%	36.5%	44.0%	53.3%	37.2%	36.2%
	not very/not at all	82.9%	50.7%	64.4%	61.1%	85.7%	85.7%	81.0%	65.9%	56.9%	72.7%	60.4%	63.5%	56.0%	46.7%	62.8%	62.5%
		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	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Age	18-34	100.0%	0.0%	0.0%	0.0%	21.4%	42.9%	38.1%	22.0%	7.2%	3.6%	18.8%	17.6%	16.0%	6.7%	14.9%	12.5%
	35-49	0.0%	100.0%	0.0%	0.0%	50.0%	21.4%	33.3%	24.4%	23.0%	25.5%	25.0%	24.0%	60.0%	25.7%	24.3%	
	50-64	0.0%	0.0%	100.0%	0.0%	14.3%	14.3%	14.3%	19.5%	34.0%	27.3%	19.8%	31.1%	52.0%	26.7%	34.5%	23.7%
	65 or over	0.0%	0.0%	0.0%	100.0%	7.1%	21.4%	14.3%	31.7%	35.9%	43.6%	35.4%	25.7%	8.0%	6.7%	25.0%	38.2%
	other, don't know, refused	0.0%	0.0%	0.0%	0.0%	7.1%	0.0%	0.0%	2.4%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	1.3%

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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	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
Length of residence	0-2 years	7.3%	9.3%	2.3%	1.1%	100.0%	0.0%	0.0%	0.0%	0.0%	10.9%	6.2%	2.7%	0.0%	0.0%	2.7%	6.6%
	3-5 years	14.6%	4.0%	2.3%	3.2%	0.0%	100.0%	0.0%	0.0%	0.0%	5.5%	2.1%	8.1%	4.0%	6.7%	6.1%	3.3%
	6-10 years	19.5%	9.3%	3.4%	3.2%	0.0%	0.0%	100.0%	0.0%	0.0%	10.9%	7.3%	6.8%	0.0%	6.7%	10.1%	3.9%
	11-20 years	22.0%	13.3%	9.2%	13.7%	0.0%	0.0%	0.0%	100.0%	0.0%	10.9%	15.6%	14.9%	8.0%	20.0%	13.5%	13.8%
	More than 20 years	36.6%	64.0%	81.6%	78.9%	0.0%	0.0%	0.0%	0.0%	100.0%	61.8%	68.8%	67.6%	84.0%	66.7%	66.9%	72.4%
	other, don't know	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.7%	0.0%
Household Income	Under \$25,000	4.9%	18.7%	17.2%	25.3%	42.9%	21.4%	28.6%	14.6%	16.3%	100.0%	0.0%	0.0%	0.0%	0.0%	15.5%	21.1%
	\$25,000 to \$49,999	43.9%	32.0%	21.8%	35.8%	42.9%	14.3%	33.3%	36.6%	31.6%	0.0%	100.0%	0.0%	0.0%	30.4%	33.6%	
	\$50,000 to \$74,999	31.7%	25.3%	26.4%	20.0%	14.3%	42.9%	23.8%	26.8%	23.9%	0.0%	0.0%	100.0%	0.0%	0.0%	31.1%	18.4%
	\$75,000 to \$99,999	9.8%	8.0%	14.9%	2.1%	0.0%	7.1%	0.0%	4.9%	10.0%	0.0%	0.0%	0.0%	100.0%	0.0%	10.1%	6.6%
	\$100,000 plus	2.4%	12.0%	4.6%	1.1%	0.0%	7.1%	4.8%	7.3%	4.8%	0.0%	0.0%	0.0%	0.0%	100.0%	2.0%	7.9%
	other, don't know, refused	7.3%	4.0%	14.9%	15.8%	0.0%	7.1%	9.5%	9.8%	13.4%	0.0%	0.0%	0.0%	0.0%	0.0%	10.8%	12.5%
Gender		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	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	Male	53.7%	50.7%	58.6%	38.9%	28.6%	64.3%	71.4%	48.8%	47.4%	41.8%	46.9%	62.2%	60.0%	20.0%	100.0%	0.0%
	Female	46.3%	49.3%	41.4%	61.1%	71.4%	35.7%	28.6%	51.2%	52.6%	58.2%	53.1%	37.8%	40.0%	80.0%	0.0%	100.0%