

DOWNTOWN
REVITALIZATION &
ECONOMIC
ASSISTANCE FOR
MISSOURI

OCTOBER 2009

COMMUNITY TELEPHONE SURVEY REPORT

FINAL SURVEY
FINDINGS & RESULTS

Lamar, Missouri



DOWNTOWN
REVITALIZATION &
ECONOMIC
ASSISTANCE FOR
MISSOURI

OCTOBER 2009

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ACKNOWLEDGMENTS



DOWNTOWN REVITALIZATION AND ECONOMIC
ASSISTANCE FOR MISSOURI (DREAM)
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SECTION I

METHODOLOGY

COMMUNITY SURVEY

- Three hundred (300) interviews were completed from a random telephone sample of residents of Lamar, Missouri.
- The margin of error for this survey is $\pm 5.7\%$.
- The survey consisted of 64 questions and took, on average, slightly longer than 16 minutes to complete.
- Calling was conducted through September 10, 2009 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 monitored live calls through CRI's call monitoring system in order to ensure proper interviewing procedures were maintained.

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SECTION II

EXECUTIVE SUMMARY

In September 2009, UNICOM-ARC conducted a telephone survey of Lamar, Missouri, residents, drawn from a random sample of the community. The purpose of the survey was to learn about public perceptions of and priorities for Downtown as part of the DREAM Initiative.

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

A. KEY POINTS: PRIORITIES AND FEEDBACK

- ◆ For the community as a whole, respondents placed the higher priorities on attracting more big box retail development and revitalizing Downtown Lamar.
- ◆ Most respondents indicated that they visited Downtown Lamar at least once a month.
- ◆ A majority of respondents said they most often used Downtown for conducting business, the government or post office, shopping, and special events.
- ◆ Regarding Downtown in its current state, a majority of respondents answered that Downtown was “excellent” or “good” on eleven of thirteen characteristics tested. Strong majorities rated the following highly: safety during the day, convenient parking, available green space and convenient business hours. Less than half rated entertainment and dining options as excellent or good.
- ◆ For Downtown development, a majority of respondents placed a high priority on adding family or casual dining options and clothing stores.
- ◆ Among several potential Downtown improvements, a plurality (49.3%) of respondents placed a high priority on improving building façades.
- ◆ A majority of respondents receive their information about Downtown Lamar through local newspapers and word-of-mouth.
- ◆ Around four in ten respondents would consider a possible sales tax increase to support development both Downtown and elsewhere in Lamar to fund projects such as street or other infrastructure improvements. Those who would support the sales tax were divided into 3 separate groups and asked the favorability of different increase amounts. Three-fourths of this smaller sample size would support a .25% sales tax increase, and around two-thirds of the smaller sample size was supportive of a higher sales tax increase (.5% or .75%).
- ◆ Less than a majority were familiar with the DREAM Initiative.

B. KEY DEMOGRAPHIC INFORMATION

By age:

- ◆ The 18-34 age group visited Downtown Lamar most often.
- ◆ Younger respondents viewed occupied storefronts more favorably than older respondents.
- ◆ Younger residents (18-34) ranked the addition of an arcade or similar attraction aimed at teenagers, as being a higher priority than any other age group.

By amount of time respondents had lived in Lamar:

- ◆ Revitalizing the Downtown area was seen as a lower priority to newer residents.
- ◆ New residents (0-2 years) were the least likely to visit Downtown once a month or more.
- ◆ New residents viewed the mix of businesses more favorably than any other group.
- ◆ New residents ranked antique shops and art galleries as a high priority over any other group.
- ◆ New residents felt that making the area more pedestrian friendly was a high priority.
- ◆ The newspaper was more often cited as a source of information about Downtown events and businesses by new residents.
- ◆ New residents were the least likely to visit Downtown for entertainment.
- ◆ New residents were the most likely to attend church Downtown.
- ◆ New residents visited Downtown primarily for shopping more than any other group.

By income level:

- ◆ There was little demographic variation by income level for most of the areas

By gender:

- ◆ There was little demographic variation by gender for most of the areas tested.

C. COMMUNITY PRIORITIES AND FEEDBACK IN DETAIL

Priorities for the Community:

- ✓ Respondents placed the higher priorities on attracting more big box retail development and revitalizing Downtown Lamar.

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. Close to two-thirds (64.0%) of respondents answered that “attracting more big box retail development” should be a high priority for Lamar and 51.3% placed a high priority on “revitalizing the Lamar Downtown area.”

Respondents were somewhat less likely to place a priority on “repairing major streets” (48.3%), “improving emergency services” (48.3%) and “upgrading parks and recreation facilities” (35.7%).

Visiting Downtown:

- ✓ A majority of respondents indicated that they visit Downtown more than five times a month.
- ✓ A majority of respondents said they most often utilize Downtown for conducting business, shopping, visiting Government offices or the Post Office and special events.

Respondents were asked how often they visit Downtown. A majority (63.0%) answered that they visit Downtown “more than five times a month” and an additional 28.7% indicated that they visit “one to five times per month.”

Respondents were then given a list of reasons for visiting Downtown and asked how often they conduct these activities in Downtown Lamar. Respondents indicated they were most likely to visit Downtown to conduct business, go shopping, visit Government/post office or attend special events.

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

- ◆ Conducting business (72.9%)
- ◆ Shopping (59.2%)
- ◆ Government/post office (58.5%)
- ◆ Special events (57.2%)
- ◆ Dining (41.1%)
- ◆ Attending church (38.5%)
- ◆ Entertainment (38.1%)
- ◆ Other outdoor recreation such as walking (36.1%)
- ◆ Visiting the Harry S Truman birthplace (9.7%)

When asked which one of these reasons respondents would most often visit Downtown, more than two in five respondents indicated “conducting business” (40.1%). Smaller percentages indicated “government/post office” (18.1%) and “shopping” (17.1%).

Views of Current Downtown Lamar:

- ✓ **A majority of respondents rated characteristics of Downtown as “excellent” or “good” except for available dining and entertainment options.**

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

Nine characteristics were rated either “excellent” or “good,” by more than seven in ten respondents:

- ◆ Safety during the day (93.3%)
- ◆ Convenient parking (93.0%)
- ◆ Available green space (82.0%)
- ◆ Convenient business hours (81.7%)
- ◆ Signs to help people find their way around (79.0%)
- ◆ Safety at night (78.0%)
- ◆ Preservation of historic structures (76.3%)
- ◆ Condition of streets (75.0%)
- ◆ Condition of sidewalks (74.7)

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

- ◆ Occupied storefronts (53.3%)
- ◆ Diverse mix of businesses (52.0%)

The two remaining characteristics were rated either “excellent” or “good,” by less than a majority of respondents:

- ◆ Entertainment options (42.0%)
- ◆ Dining Options (36.3%)

Nine out of ten (89.3%) suggested that it is “very” or “somewhat” important that Downtown Lamar work to retain its historic character. Only 9.3% thought that doing so was “not very” or “not at all” important.

Priorities for Types of Downtown Businesses:

- ✓ **A majority of respondents placed a high priority on adding family or casual dining options and clothing stores to Downtown.**

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

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

- ◆ Family or casual dining (69.3%)
- ◆ Clothing stores (55.3%)

Five other types of businesses were seen as a “very high” or “high” priority to more than one-third of the respondents:

- ◆ Fine dining (49.7%)
- ◆ Arcade or other attraction aimed at teenagers (44.3%)
- ◆ Convenience store or grocery store (41.7%)
- ◆ Ice cream shop (40.0%)
- ◆ Bookstore (36.3%)

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

- ◆ Lodging such as hotel, motel or bed and breakfast (27.0%)
- ◆ Art galleries and shops (25.7%)
- ◆ Antique shops (21.0%)
- ◆ Bars/nightclubs (8.3%)

When asked to choose the one business respondents would most like to see in Downtown Lamar, more than one-fourth (26.3%) answered “family or casual style dining,” followed by “clothing stores” (16.7%) and “fine dining” (16.0%).

Priorities for Other Downtown Improvements:

- ✓ **Among several potential Downtown improvements, a significant plurality of respondents placed a high priority on improving building façades, however opinions varied on most other suggestions for improvements.**
- ✓ **A plurality of respondents felt that second-floor living space, either rental units or condominiums, was not necessary Downtown.**

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

Five improvements were considered “very high” or “high” priorities to more than one-third of respondents:

- ◆ Improving building facades (49.3%)
- ◆ Making the area more pedestrian friendly (37.7%)
- ◆ Moving utilities underground (36.0%)
- ◆ Keeping streets and sidewalks cleaner (35.7%)
- ◆ Improving signage to help people find their way around (33.7%)

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

- ◆ Improving lighting (31.7%)
- ◆ Stricter code enforcement (27.3%)
- ◆ Developing second-story residential space (25.7%)

- ◆ Changing traffic flow to make it easier to get around downtown (25.0%)
- ◆ Adding murals to Downtown buildings (23.7%)
- ◆ Adding green space (22.0%)
- ◆ Adding new parking spaces or lots (18.7%)

When asked how they felt about Lamar developing second-story living space in Downtown buildings, nearly half (47.7%) felt there was no need to develop these residential spaces, slightly more than one-third (35.0%) favored developing rental units while 9.0% favored condominiums.

Communication about Downtown:

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

When asked to indicate their primary and secondary sources of information about Downtown Lamar, more than two-thirds (69.0%) indicated that the newspaper was either their primary (39.3%) or secondary (27.0%) source of information. More than half (56.9%) indicated that word-of-mouth was either their primary (29.3%) or secondary (26.0%) source of information.

Possible Sales Tax Increase:

- ✓ **Around four in ten respondents favored a possible sales tax increase to support Downtown development as well as development elsewhere in Lamar.**

Respondents were asked to assume “an economic development sales tax was proposed for Lamar which would support development both Downtown and elsewhere in Lamar and fund projects such as street or other infrastructure improvements,” and were asked their likelihood of supporting this sales tax increase. Around four in ten respondents (44.0%) answered that they would be either “very” or “somewhat” likely to consider a possible sales tax increase. Those respondents who answered that they were likely to support the sales tax (132) were given a potential amount and asked their level of favor. The sample was divided into thirds (44 each) with each segment being asked about a different amount: .25%, .5% and a .75% sales tax increase.

- ◆ Three-fourths of 44 respondents answered that they would either “strongly favor” or “favor” a .25% sales tax increase
- ◆ Slightly above two-thirds of 44 respondents were in favor of a .5% sales tax increase
- ◆ Slightly below two-thirds of 44 respondents favored a sales tax increase of .75%

Familiarity with DREAM Initiative:

- ✓ **Most respondents were not familiar with the DREAM Initiative.**

When asked about respondents familiarity with “the state-sponsored” DREAM Initiative, close to four in ten (38.7%) answered that they were either “very” (9.0%) or “somewhat” (29.7%) familiar with the Initiative with 61.0% answering they were “not very” or “not at all” familiar.

D. DEMOGRAPHIC INFORMATION IN DETAIL

Priorities for the Community:

- ✓ **Revitalizing Downtown was seen as less of priority to newer residents.**

The longer a respondent has lived in Lamar, the more likely they were to view “revitalizing the Downtown” as a high priority (4-5). Only one in four (25.0%) respondents who had lived in Lamar for 0-2 years felt that revitalizing Downtown was a high priority, compared to 43.5% of respondents who have lived in Lamar for 3-5 years, 46.4% for respondents who have lived in Lamar for 6-10 years, 54.3% for respondents who have lived in Lamar for 11-20 years and 52.4% for respondents who have lived in Lamar for more than 20 years.

Likewise, repairing major streets was seen as a high priority by 25.0% of respondents who have lived in Lamar for 0-2 years but was seen as a high priority by at least two in five respondents in each of the other related categories.

Visiting Downtown:

- ✓ **The 18-34 age group visited Downtown Lamar most often.**

Respondents were asked how often they visit Downtown. The 18-34 age group indicated that they visited Downtown Lamar more than five times a month compared to:

- ◆ 35-49 (61.7%, more than five times a month)
- ◆ 50-64 (67.1%)
- ◆ 65 or older (56.1%)

- ✓ **New residents (0-2 years) were the least likely to have visited Downtown once a month or more.**

Respondents were asked how often they visited Downtown. 75.0% of respondents who indicated that they had lived in Lamar for 0-2 years visited Downtown at least once a month compared to:

- ◆ 3-5 years (91.3%, once a month or more)
- ◆ 6-10 years (92.9%)
- ◆ 11-20 years (88.6%)
- ◆ More than 20 years (92.8%)

- ✓ **New residents (0-2 years) were the least likely to have visited Downtown for entertainment.**

Respondents who lived in Lamar for 0-2 years, indicated unanimously (100.0%) that they visited Downtown for entertainment “not very” or “not at all” often. One-fourth (26.1%) of residents living in Lamar for 3-5 years visited “very” or “somewhat” often compared to 32.1% for 6-10 years, 42.9% for 11-20 years and 40.6% for residents who have lived in Lamar for over 20 years.

Similarly, new residents (0-2 years) were also the least likely to visit Downtown for special events compared to those residents whom have lived in Lamar longer.

- ✓ **New residents (0-2 years) were the most likely to attend church Downtown.**

Three-fourths (75%.0) of Lamar's newest residents (0-2 years) visited Downtown "very" or "somewhat" often to attend church, as compared to less than 50% of all groups of residents that have lived in Lamar over two years.

- ✓ **New residents (0-2 years) visited Downtown primarily for shopping more than any other group.**

Half (50.0%) of the respondents whom indicated that they have lived in Lamar for 0-2 years, indicated that "shopping" was the one reason they most often visit Downtown Lamar compared to less than one-third for all other groups.

Views of Current Downtown Lamar:

- ✓ **Younger respondents (18-34) viewed Downtown parking more favorably than older respondents.**

Seven in ten (71.9%) respondents in the 18-34 age group felt that parking is "excellent" or "good," compared to 48.3% of the 35-49 age group, 50.0% of the 50-64 age group and 52.8% of the 65 or older age group.

- ✓ **New residents (0-2 years) viewed the mix of businesses more favorably than any other group.**

Every respondent (100%) who had lived in Lamar for 0-2 years indicated an "excellent" or "good" opinion of the diverse mix of businesses, compared to 52.2% of the 3-5 years group, 71.4% of the 6-10 years group, 48.6% of the 11-20 years group and 49.5% of the more than 20 years group.

Priorities for Types of Downtown Businesses:

- ✓ **New residents (0-2 years) ranked antique shops and art galleries as a high priority over any other group.**

Three-fourths (75.0%) of the respondents who have lived in Lamar for 0-2 years ranked antique shops and art galleries as a high priority. No other group was above 50.0% in considering these as high priorities.

- ✓ **Younger residents (18-34) ranked the addition of an arcade or similar attraction aimed at teenagers as being a high priority more than any other age group.**

A significant majority (71.9%) of 18-34 year old respondents ranked adding attractions for teenagers as a high priority compared to 53.3% of the 35-49 year old group, 46.3% of the 50-64 year old group and 25.0% of the 65 and older age group.

Priorities for Other Downtown Improvements:

- ✓ **Newer residents (0-2 years) felt that making the area more pedestrian friendly was a high priority.**

Residents who have lived in Lamar for 0-2 years were more likely to view making Downtown more pedestrian friendly a priority than any other group, with 75.0% of new residents ranking it a high priority. Less than 50.0% of all other groups felt it was a high priority.

Communication about Downtown:

- ✓ **The newspaper was more often cited as a source of information about Downtown events and businesses by new residents (0-2 years).**

Three in four respondents (75.0%) that have lived in Lamar for 0-2 years indicated that the newspaper was their primary source of information about Downtown. No other group in this category cited the newspaper as their primary source more than 50% of the time.

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SECTION III

OVERVIEW OF DATA

In September 2009, UNICOM • ARC conducted a telephone survey of Lamar, Missouri, residents drawn from a sample of the community. The purpose of the survey was to learn about public perceptions of and priorities for Downtown in collaboration with the DREAM Initiative.

Three hundred (300) interviews were completed, and a sample of this size yields an overall error margin of ±5.7%. 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 in bold type in each section.

		%
1. Thinking about the Lamar, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?	Right direction	59.7%
	Wrong direction	18.3%
	Mixed	13.0%
	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. The first is...

	5 <i>Top Priority</i>	Total high priority (4-5)	3	Total low priority (1-2)	Other/don't know
	%	%	%	%	%
6. Attracting more big box retail development	44.0%	64.0%	15.3%	19.0%	1.7%
2. Revitalizing Downtown Lamar	24.3%	51.3%	29.3%	17.3%	2.0%
3. Repairing major streets	25.0%	48.3%	33.3%	16.7%	1.7%
4. Improving emergency services	27.0%	48.3%	22.0%	24.7%	5.0%
5. Upgrading parks and recreation facilities	16.3%	35.7%	33.7%	29.0%	1.7%

		%
7. How often do you visit Downtown Lamar?	More than five times a month	63.0%
	One to five times per month	28.7%
	Less than once a month	4.3%
	Once a year or less	3.3%
	Other	.3%
	Don't know	.3%
	Don't visit Downtown	.0%

8-16. For each of the following, please tell me how often you visit Downtown for these activities.

	<i>Very often</i>	Very/Somewhat often	Not very/Not at all often	Other/don't know
	%	%	%	%
14. Conducting business	33.8%	72.9%	26.8%	.3%
8. Shopping	20.1%	59.2%	39.8%	1.0%
13. Government/post office	26.4%	58.5%	40.1%	1.3%
12. Special events	16.4%	57.2%	42.5%	.3%
9. Dining	15.7%	41.1%	58.2%	.7%
15. Attending church	29.8%	38.5%	60.2%	1.3%
10. Entertainment	9.4%	38.1%	61.5%	.3%
11. Other outdoor recreation, such as walking	15.7%	36.1%	62.5%	1.3%
16. Visiting the Harry S Truman birthplace	1.7%	9.7%	88.0%	2.3%

		%
17. Of the items I just listed, which would you say is the one reason you most often visit Downtown Lamar?	Conducting business	40.1%
	government/post office	18.1%
	Shopping	17.1%
	Other/don't know	6.7%
	Entertainment	5.7%
	Dining	5.7%
	Attending church	3.3%
	Special events	2.7%
	Other outdoor recreation	.7%
	Visiting the Harry S Truman birthplace	.0%

18-30. For each of the following characteristics of Downtown I read, please tell me if you think conditions in Lamar are excellent, good, not so good or poor.

	Excellent	Excellent/Good	Not so good/Poor	Other/don't know
	%	%	%	%
29. Safety during the day	35.0%	93.3%	4.7%	2.0%
23. Convenient parking	23.0%	93.0%	6.0%	1.0%
20. Available green space	19.7%	82.0%	11.3%	6.7%
19. Convenient business hours	9.0%	81.7%	17.3%	1.0%
18. Signs to help people find their way around	15.0%	79.0%	17.0%	4.0%
30. Safety at night	19.3%	78.0%	8.7%	13.3%
21. Preservation of historic structures	13.0%	76.3%	18.3%	5.3%
27. Condition of streets	7.0%	75.0%	23.7%	1.3%
28. Condition of sidewalks	10.3%	74.7%	21.3%	4.0%
22. Occupied storefronts	4.7%	53.3%	42.7%	4.0%
24. Diverse mix of businesses	3.0%	52.0%	44.7%	3.3%
26. Entertainment options	5.7%	42.0%	52.0%	6.0%
25. Dining options	5.3%	36.3%	60.3%	3.3%

		%
31. How important would you say it is that Lamar work to retain its Downtown's historic character?	Very	48.0%
	Somewhat	41.3%
	Not very	5.7%
	Not at all	3.7%
	Other/don't know	1.3%
	Very/Somewhat	89.3%
Not very/Not at all		9.3%

32-42. 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 Lamar should place on bringing or adding more of that type of business *to its own Downtown*. 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." The first is...

	5 Top Priority	Total high priority (4-5)	3	Total low priority (1-2)	Other/don't know
	%	%	%	%	%
33. Family or casual style dining	38.0%	69.3%	17.3%	12.3%	1.0%
39. Clothing stores	25.0%	55.3%	26.0%	18.3%	.3%
34. Fine Dining	25.7%	49.7%	25.0%	23.3%	2.0%
40. Arcade or other attraction aimed at teenagers	21.7%	44.3%	26.3%	25.7%	3.7%
38. Convenience store or grocery store	22.3%	41.7%	19.3%	38.3%	.7%
35. Ice cream shop	15.7%	40.0%	31.3%	27.3%	1.3%
42. Bookstore	15.7%	36.3%	32.3%	30.3%	1.0%
32. Lodging such as hotel, motel or bed and breakfast	9.7%	27.0%	26.7%	44.7%	1.7%
37. Art galleries and shops	9.7%	25.7%	35.7%	38.7%	.0%
36. Antique shops	6.7%	21.0%	35.3%	42.3%	1.3%
41. Bars/nightclubs	5.3%	8.3%	16.0%	70.0%	5.7%

	%
Family of casual style dining	26.3%
Clothing stores	16.7%
Fine dining	16.0%
Other	14.0%
Arcade or other attraction aimed at teenagers	8.7%
43. Of the items I just listed, what business would you most like to see in Downtown Lamar?	
Bookstore	5.7%
Convenience store or grocery store	4.3%
Ice cream shop	2.7%
Antique shops	2.7%
Bars/night clubs	1.3%
Art galleries and shops	1.0%
Lodging such as hotel, motel or bed and breakfast	.7%

44-55. 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 Lamar using the same 5-point scale.

	5 Top priority	Total top priority (4-5)	3	Total low priority (1-2)	Other/don't know
	%	%	%	%	%
52. Improving building facades	17.3%	49.3%	30.0%	20.0%	.7%
50. Making the area more pedestrian-friendly	17.0%	37.7%	29.3%	32.3%	.7%
46. Moving utilities underground	18.7%	36.0%	19.3%	40.0%	4.7%
53. Keeping streets and sidewalks cleaner	17.3%	35.7%	25.7%	37.7%	1.0%
51. Improving signage to help people find their way around	13.3%	33.7%	29.3%	36.7%	.3%
45. Improving lighting	13.3%	31.7%	27.3%	40.3%	.7%
48. Stricter code enforcement	13.3%	27.3%	24.3%	45.0%	3.3%
49. Developing second-story residential space	11.0%	25.7%	27.0%	45.3%	2.0%
54. Changing traffic flow to make it easier to get around Downtown	14.7%	25.0%	17.0%	57.0%	1.0%
55. Adding murals to Downtown buildings	10.3%	23.7%	26.3%	49.0%	1.0%
44. Adding green space	9.0%	22.0%	31.3%	45.3%	1.3%
47. Adding new parking spaces or lots	8.7%	18.7%	23.0%	57.7%	.7%

		%
56. Are there any other improvements you think should be made to Downtown Lamar?	Yes	28.0%
	No	72.0%

		%
57. There has been some discussion about developing second story living space in Downtown Lamar. Which of the following statements is closest to the way you feel?	No need	47.7%
	Rental units	35.0%
	Condominiums	9.0%
	Other	8.3%

		%
58. Other than your own personal knowledge from living in the community, what would you say is your main source of information about Downtown Lamar?	Local newspaper	39.3%
	Word-of-mouth	29.3%
	Other	12.0%
	I live Downtown	6.0%
	No others/don't know	5.7%
	Chamber of Commerce web site	4.3%
	Television	2.7%
	Radio	.7%

		%
58a. And what is your second most likely source of information?	Local newspaper	29.7%
	Word-of-mouth	27.6%
	Other	11.7%
	No others/don't know	11.0%
	Television	11.0%
	Chamber of Commerce web site	5.7%
	Radio	2.5%
	I live Downtown	1.1%

		%
59. Let's assume that an economic development sales tax was proposed for Lamar, which would support development both Downtown and elsewhere in Lamar and fund projects such as street or other infrastructure improvements	Very likely	13.0%
	Somewhat likely	31.0%
	Not very likely	24.3%
	Not at all likely	28.0%
	Other/don't know	3.7%
	<i>Very/Somewhat likely</i>	<i>44.0%</i>
	<i>Not Very/Not at all likely</i>	<i>52.3%</i>

		Sales Tax Increase		
		0.25%	0.5%	.75%
		%	%	%
59a. If that economic development sales tax was a ____ sales tax increase, would you strongly favor, favor, oppose or strongly oppose this increase?	Strongly favor	13.0%	12.5%	10.9%
	Favor	63.0%	55.0%	52.2%
	Oppose	19.6%	22.5%	17.4%
	Strongly oppose	4.3%	2.5%	6.5%
	Other/don't know	.0%	7.5%	13.0%
	Total favor	76.1%	67.5%	63.0%
	Total Oppose	23.9%	25.0%	23.9%

		%
60. How familiar are you with a state-sponsored program called the DREAM Initiative?	Very familiar	9.0%
	Somewhat familiar	29.7%
	Not very familiar	23.0%
	Not at all familiar	38.0%
	Other	.3%
	Very/Somewhat familiar	38.7%
	Not very/Not at all familiar	61.0%

		%
61. In which of the following age groups are you?	18-34	10.7%
	35-49	20.0%
	50-64	27.3%
	65 or older	41.0%
	Other/don't know/refused	1.0%

		%
62. How long have you lived in the Lamar area?	0-2 years	1.3%
	3-5 years	7.7%
	6-10 years	9.3%
	11-20	11.7%
	More than 20 years	69.3%
	Other/don't know	.7%

		%
63. Please indicate which of the following categories best fits your household income for 2008	under \$25,000	25.3%
	\$25,000 to \$49,999	31.7%
	\$50,000 to \$74,999	20.0%
	\$75,000 to \$99,999	8.0%
	\$100,000 or more	4.0%
	Other/don't know	11.0%

		%
64. Gender	male	50.0%
	female	50.0%

SECTION IV

RESPONSE TO OPEN-ENDED QUESTIONS

7. How often do you visit Downtown Lamar?

All the time

43. What business would you most like to see in Downtown Lamar?

A furniture factory

ALDI'S - a discount grocery store

Any that will give the people a job

Anything that is family oriented and decent and not anything video

Bars; family restaurants

Buffet style dining like a RYAN'S

Businesses that would hire help

Doesn't matter

Drug store

Fabric shop; Sewing materials

Flea markets

Good Christian stores and people to give you good service

Hardware store

I don't know because I don't use many of them that much

I don't know there are too many to choose from and no parking area

I would like to see a LOWE'S

I would like to see more shoe stores

Improve the types of businesses that are there; good businesses there but are not being used

Job offerings; where people can get jobs

More selection on the ladies wear

No opinion at all

No preference

Pub and grill; sports bar and grill

Quilt shop

Retail shops and small family businesses whatever that might be

Shoe shop

Shoe store

Skating rink; skate park; discount grocery store; GOLDEN CORRAL

Something like a RADIO SHACK store

Sporting goods

The town needs more jobs/industry in Lamar; none of these things are important unless we have that

Variety store

Variety store; store to get different things

Walgreen's

56. Are there any other improvements that you think should be made to Downtown Lamar?

More places to sit everywhere for everyone including disabled
Adding and upgrading the sidewalks instead of walking in the streets
I think they need to improve the storefronts; do something about the exterior of the brick finish of the Courthouse
Enforce leash laws, enforce encroachment laws; I think that there is an overall lack of law enforcement
I think publicizing anything about it may draw people to Lamar; if they were to do a survey in a 60 mile radius it might draw more people
Street fronts need to be cleaner
Less pickup truck parking
I don't think special needs kids need to be in the class with the regular kids
I think they need to focus more on entertainment
Get more retail and keep the lawyers off the Square
More police officers to circulate the whole town
I want more activities for the teenagers and children so they stay out of trouble
I think that lots of money should be spent to draw in bigger industries
I think there should be more casual dining; more things for kids
I would say some place for convenient restrooms
I'd like to see all the buildings restored
What Lamar needs is industry and factories; spending their money in Lamar instead of going out of town
Some of the streets should have more stoplights
Have better access for handicap people and more business brought to town
I'd like to see more business; it would be nice if we had a new car dealer and furniture dealers
Leveling the sidewalks and adding commerce
I would like to make the street around the Square one way
More business with more employment
More business like trading, hardware stores, they should hold more music
Need to fill the business because there are empty stores
More places for jobs for the young people
The sidewalks should be improved especially the inner circle of the Square
More law enforcement
Mainly the way the square is set up; maybe some stop signs or yield signs
I think a mural on the southwest corner of the Square where there is a blank wall
They need to get the Davis Building torn down by the railroad tracks 'cause it's an eyesore; the Lamar Democrat office could do something to its building
I think maybe paint the buildings
I think improvements of store fronts
I would like to see the buildings occupied and less vacancies
I think anything for the kids so they have something to do instead of going to the Square all the time
Something for children and teenagers to do
More retail to compete with Wal-Mart
Nothing comes to mind
I think Lamar should have codes enforced on everyone; more things for the teens to do; police should use their time more wisely

Anything to bring more jobs in
We need industry; we need more jobs in Lamar; there are very few jobs in Lamar
Sidewalks; wheelchair access on each corner
Lower the taxes
Having more handicap accessibility; more Braille on signs in and around the City
Rearrange some of the parking to make them parallel instead of being at an angle
Jobs
Need to improve the economy in this Town and also crack down on neighborhood speeding
We just need more places to shop no matter if its clothing or a grocery store; I hate going to Wal-Mart
I would like more retail business Downtown
They need family friendly entertainment like bowling or miniature golf
I think that the historical buildings need to be up to par; I believe there needs to be a lot more businesses on the Square
I think that someone should be able to park on the corners of Downtown Lamar
I can think of right off the bat to get rid of the white Christmas lights and put colored ones
The area outside past McDonalds at 160 on the way to Wal-Mart needs to be improved; the stoplights and the stop signs don't help traffic, especially when it comes from the highway
I would like more handicap accessories
More industry
Bringing in business; it's a clean place, nice and old, old, old; don't know if buildings are strong enough to put a family in
Expanded hours of business
I think that the entire Downtown area needs to be renovated
The way they have the Square traffic – I've lived here for 19 years and I still don't know how someone hasn't gotten killed; they have everything going one way
They need to improve the building fronts I think
They need to enforce the pedestrians' right from one side to the other; better law enforcement to crack down on that
Traffic; widen the Square if all possible
New businesses; cleaning up empty buildings
I think there should be a taxi service on the weekends to get people around town – especially on Saturdays
Do you spend money on keeping buildings preserved; be somewhat conservative about funds to revitalize Downtown; much rather see money spent on bringing more jobs to Downtown
Go back to the simple days
Fill these empty stores up
Residential areas; backyard chickens
They should change speed limits on some of these roads; do better on night patrol
I think they need to get more stuff for the kids, teenagers and younger kids during the summer time
I would say some of the sidewalks, they're not bad; probed
More employment opportunities for the Town
Need industry bad!!!
Getting rid of the old buildings that are not in use; I'd like to see them taken down and put to use
They need to tear down a lot of old places that people don't live in; a lot of houses need to be torn down and cleaned up; they cause a lot of bugs and snakes and rats
Police force harassment

I think we could get rid of some of the junky buildings; at the right of the stop sign there is an old empty building with a worn outside that doesn't mean anything because that's the first impression of Lamar

They are constantly working on things to improve the City because like I said, we have Carthage to the north, and somebody takes a survey and sees that they have half a chance to put a store in, I think they do that; we put something in there in there for people to work at and I guess that old Sullivan building will be a year or two 'til they put someone to work in it

We are in need of jobs

To find a new company to take over Sullivan's Furniture to provide jobs; the thing of it is whether a business can survive or not

Keep bigger businesses from kicking smaller business out

58. What would you say is your main source of information about Downtown Lamar?

Personal experience (2)

Visiting (2)

Banking Downtown and groceries

Being a resident

By seeing it

Chamber of Commerce

City Hall

Firsthand experience

Going Downtown

I go in and out of Downtown

I go there to visit

I was the bank President and City Treasurer

I work there

I work there; I've been in most of the buildings

I would say the Lamar Democrat

I would say the signs on the highway

Internet

Just driving through

Just observing

Lamar Democrat

LamarChat.com

Newspaper on the Internet

People here because they are friendly

Personal experience; doing business

Personal observation

Realtor and husband contractor

Scanner

The Downtown Association

Through the Democrat

Walking Downtown

We own some buildings Downtown on the Square

What I observe when going Downtown

Work Downtown

Would say signs around the highway

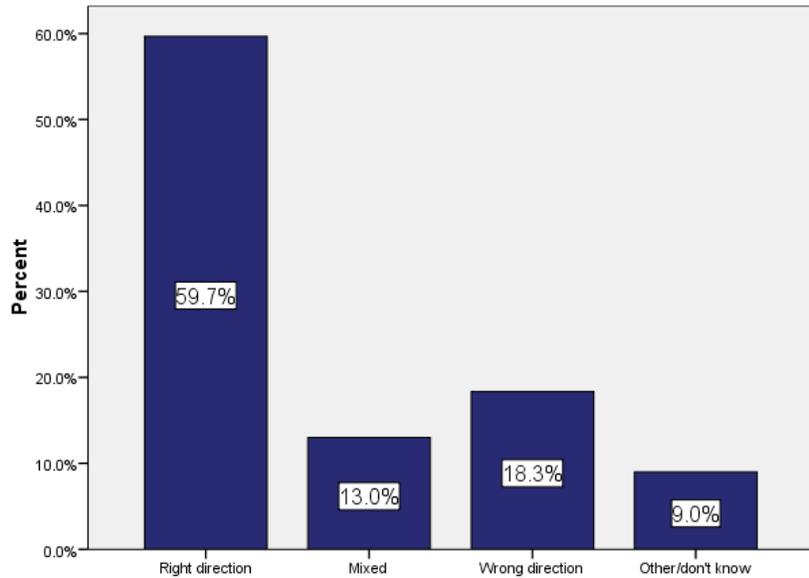
58a. What is your second most likely source of information about Downtown Lamar?

Internet (5)
Democrat (2)
Accidentally walking into it
Advertisements at grocery stores
Billboards
Chamber of Commerce office
Chat room of lamarmo.com
Coffee shop
Drive across it all the time
Driving Downtown
Exchanger
Experiences
I get my secondary info from the parts store
I've lived here all my life
LamarMO.com
Lived here most of my life and know the history of what happened before
MFA
My wife is a City Clerk
Observation
Pamphlet put out by the City
Signs
Visiting once in a while
Walk around and look
Walking down there
Work Downtown at Courthouse
Work for City
Yellow Pages

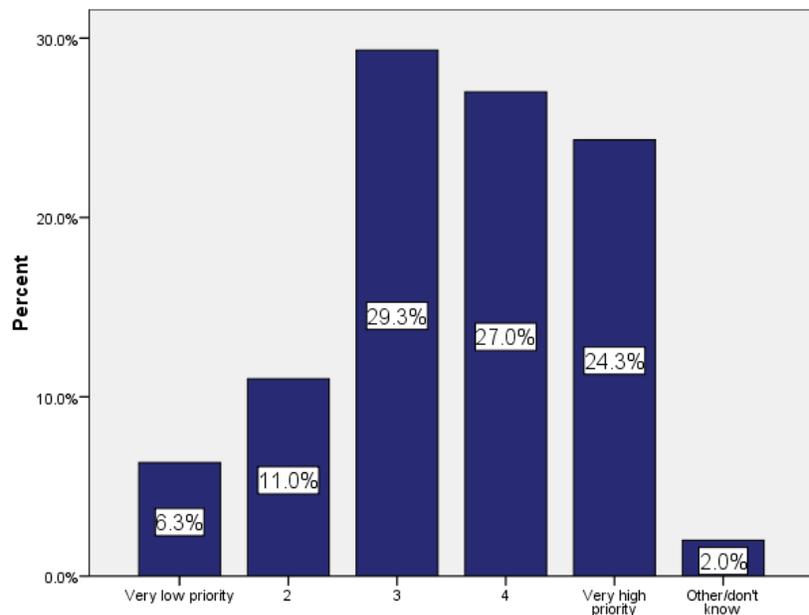
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SECTION V

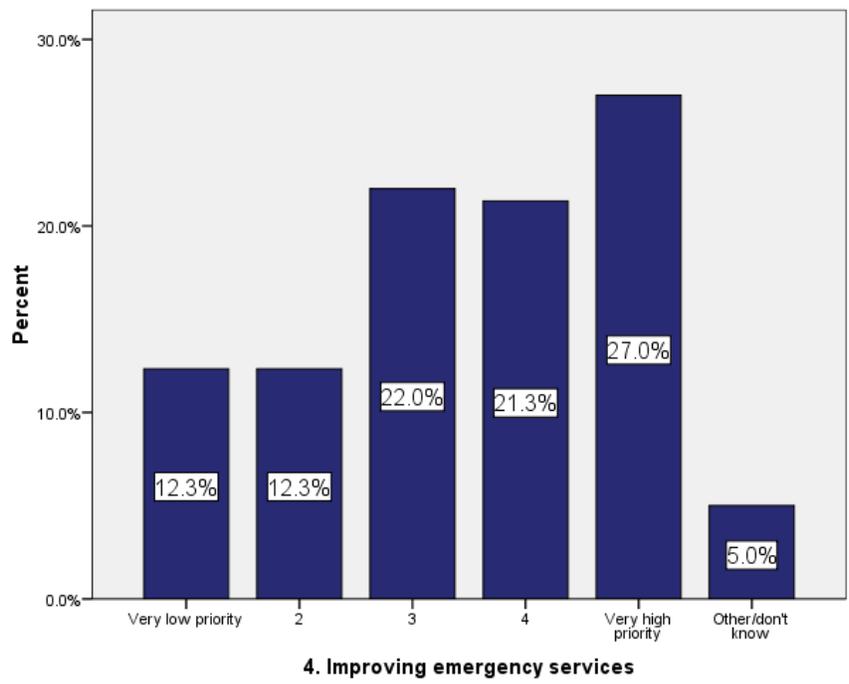
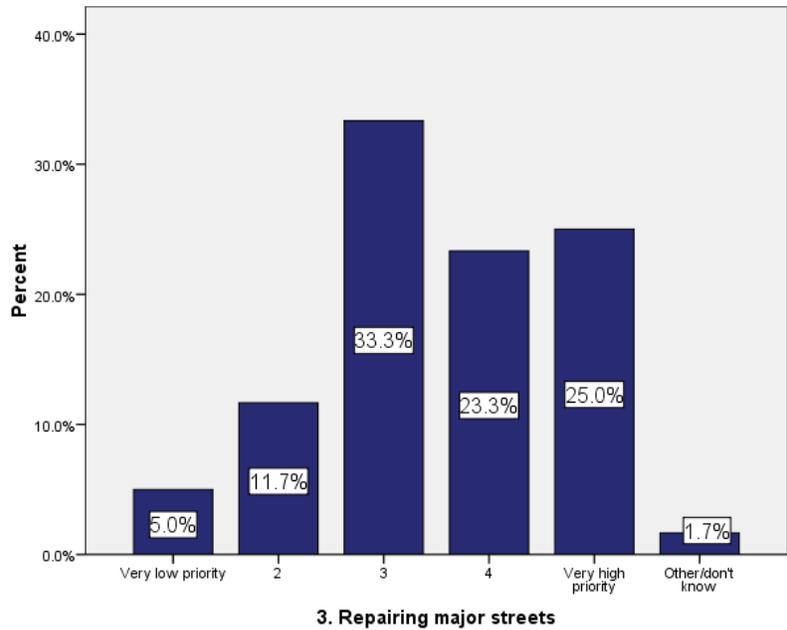
BAR CHARTS

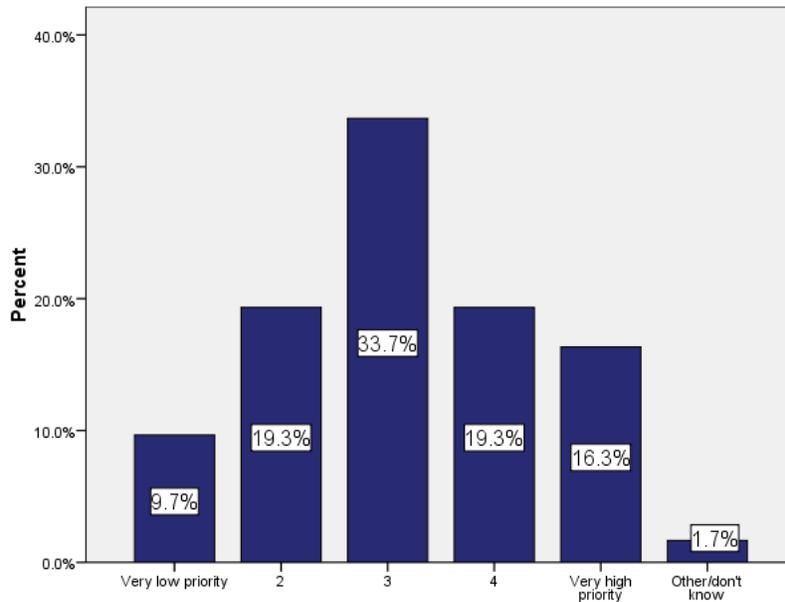


1. Thinking about the Lamar, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?

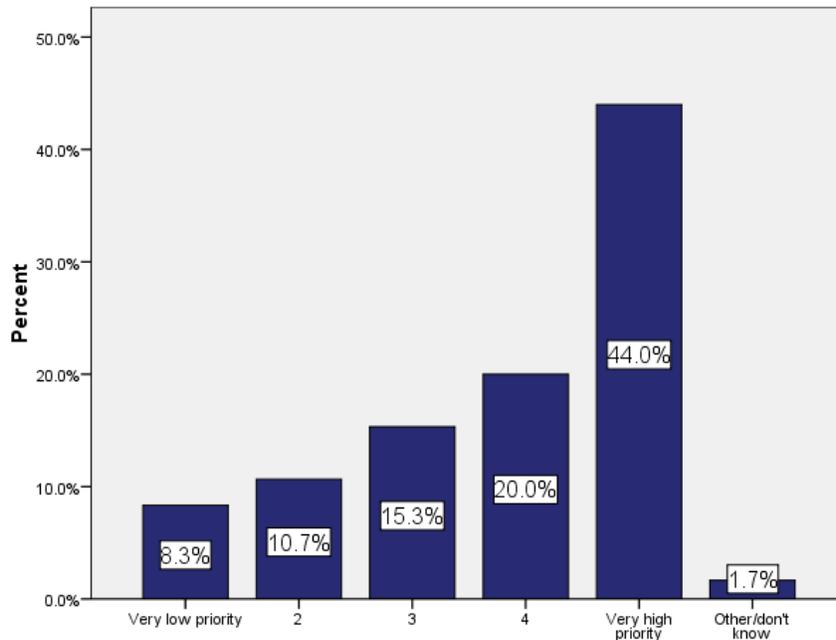


2. Revitalizing the Lamar Downtown area

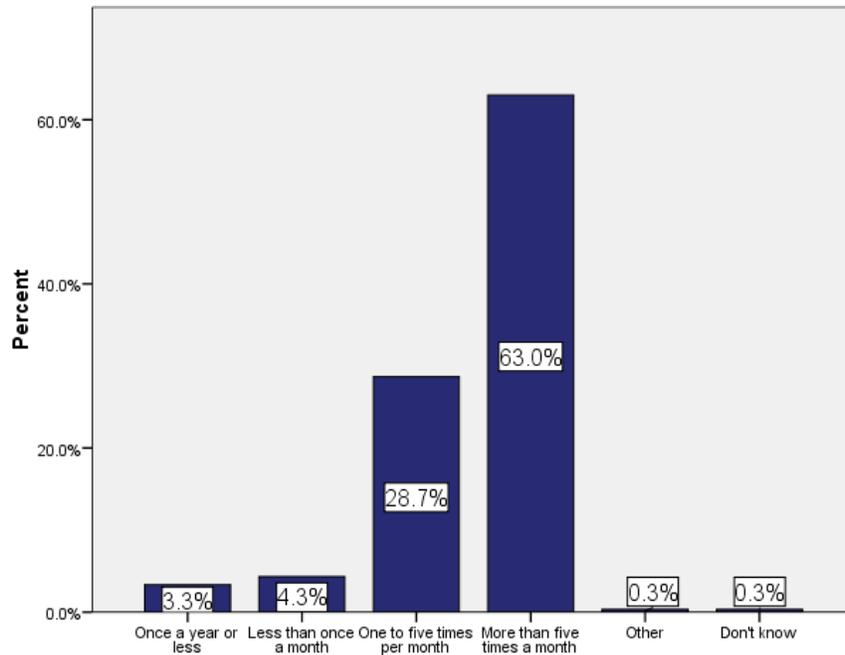




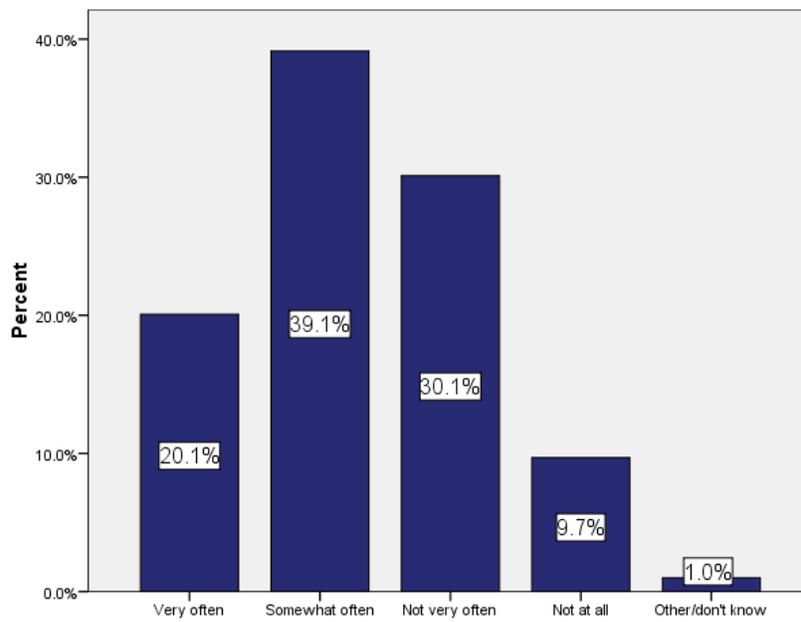
5. Upgrading parks and recreation facilities



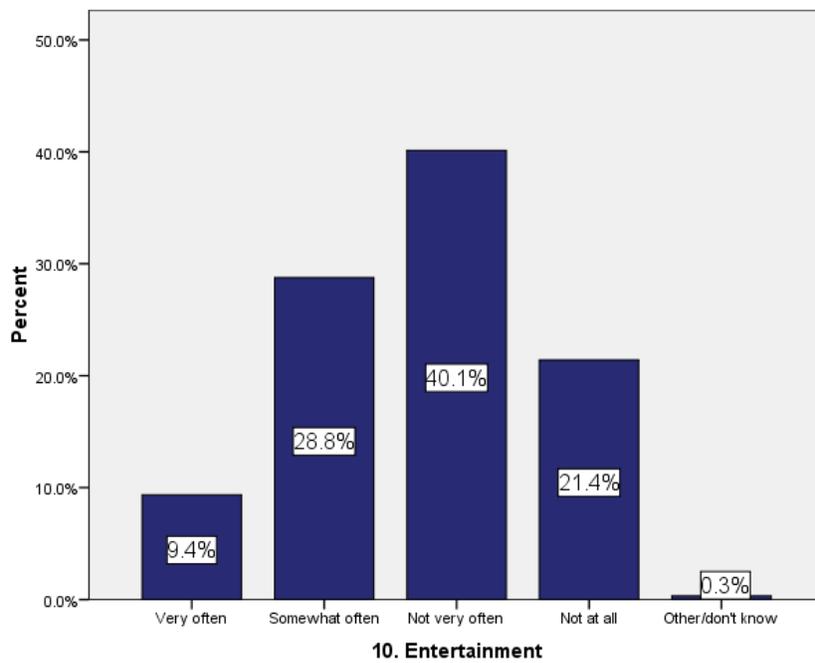
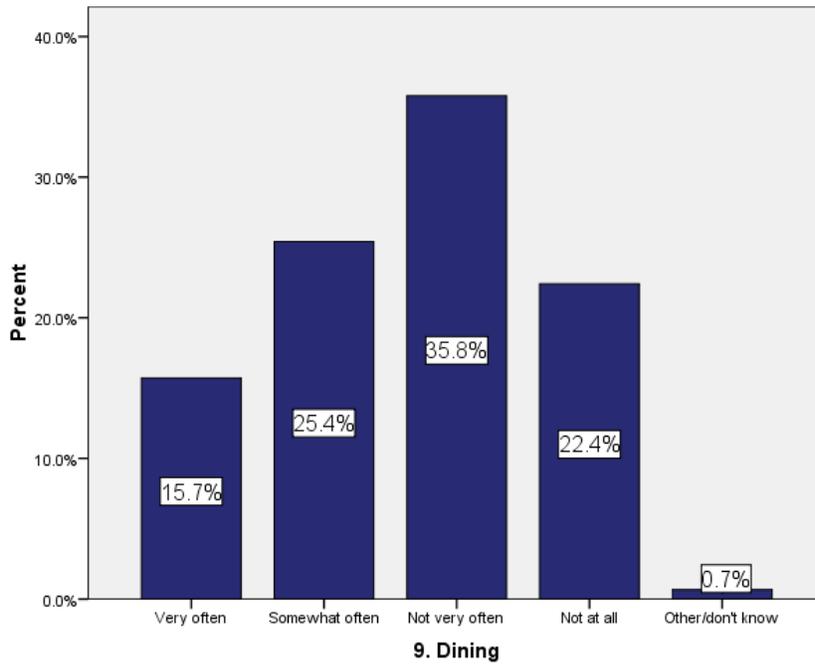
6. Attracting more big box retail development

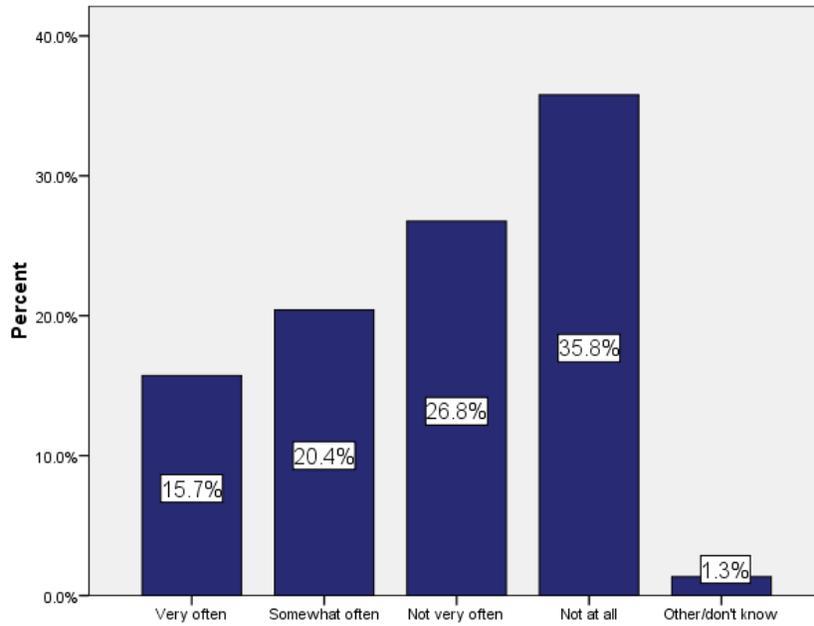


7. How often do you visit Downtown Lamar?

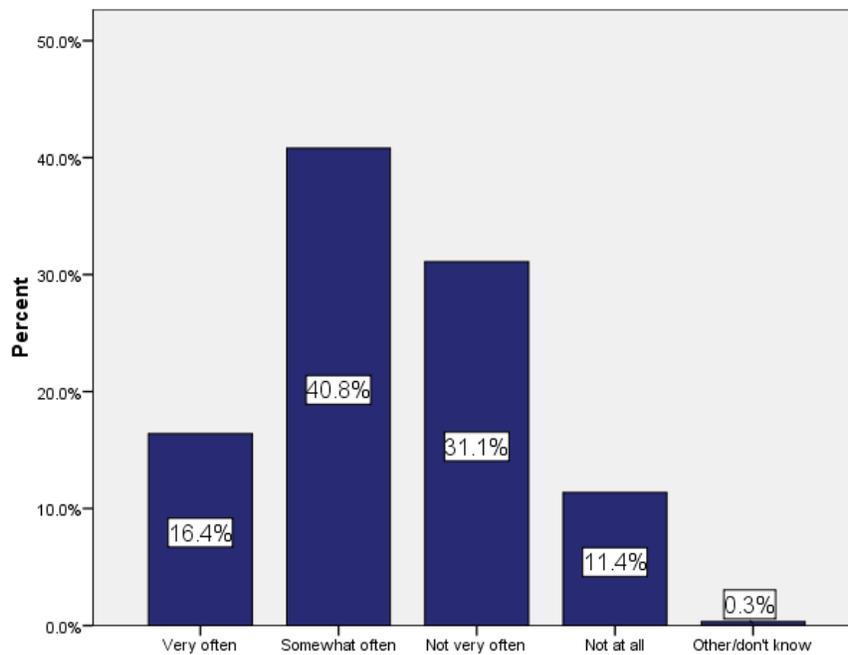


8. Shopping

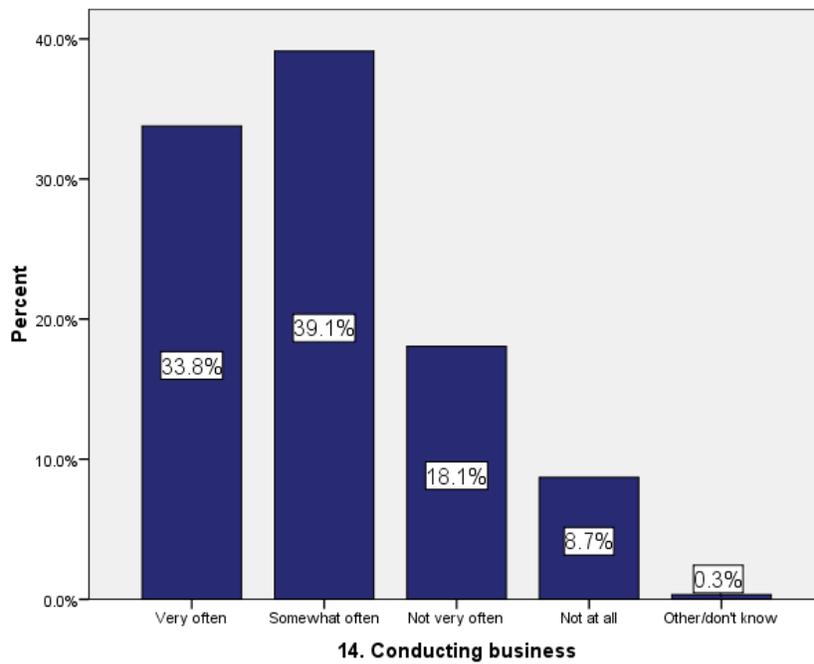
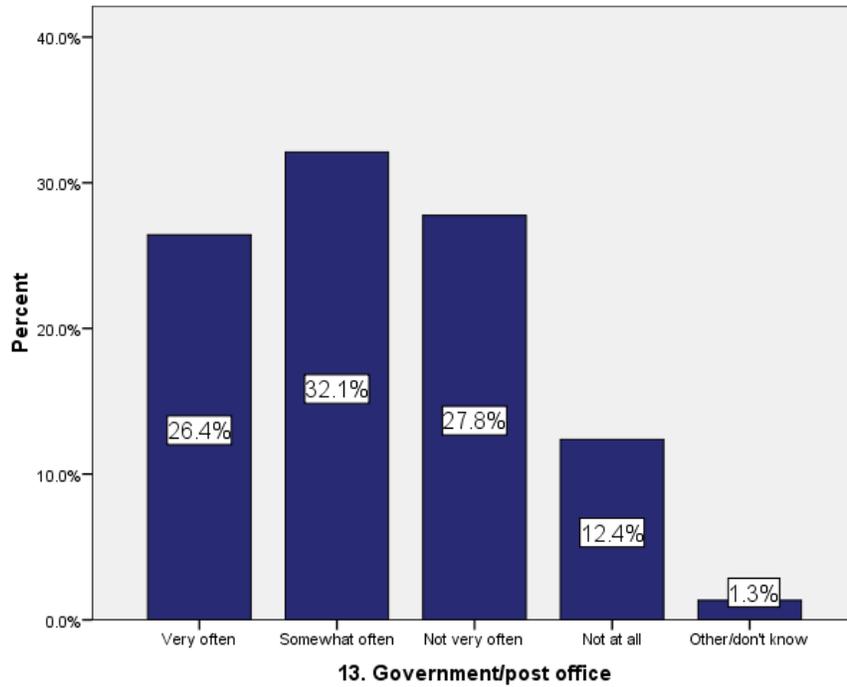


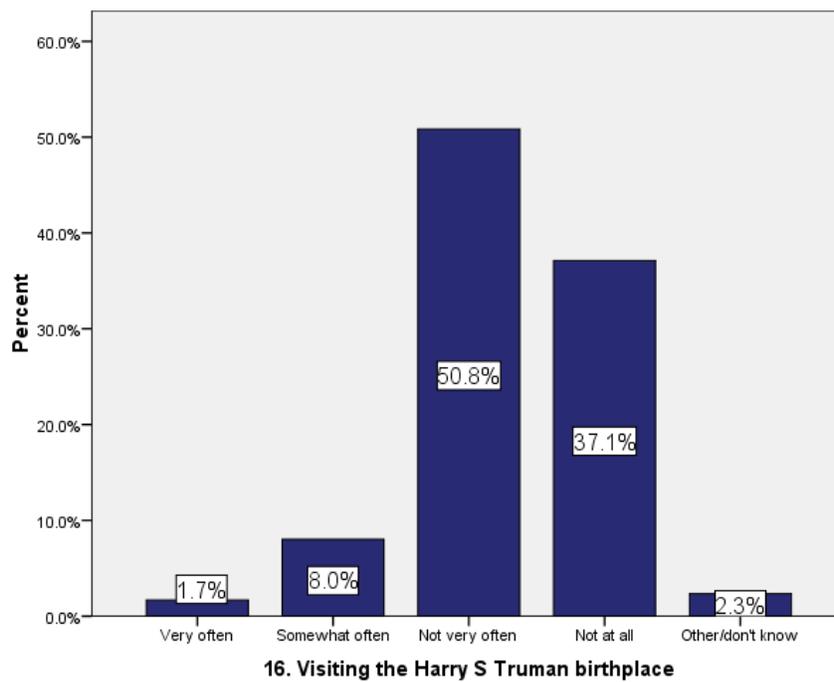
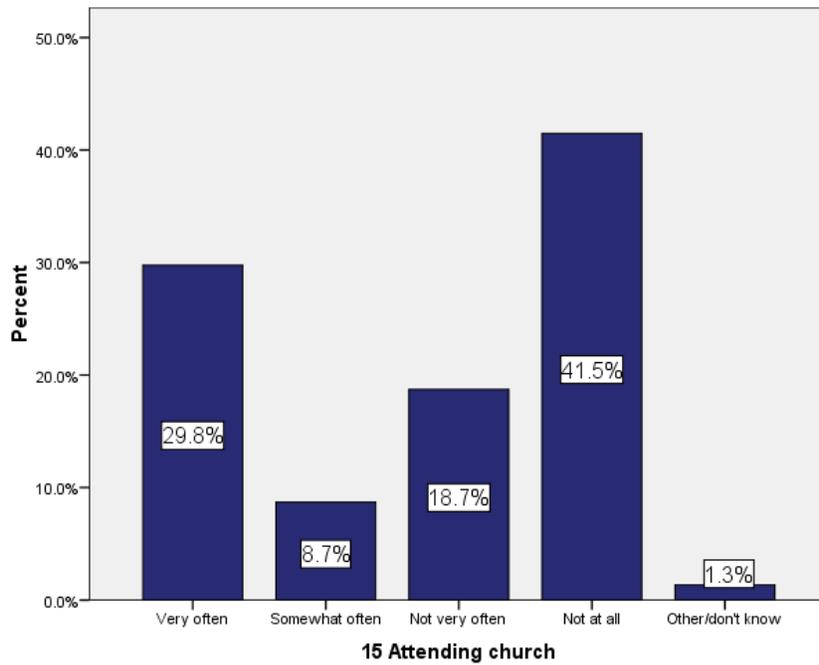


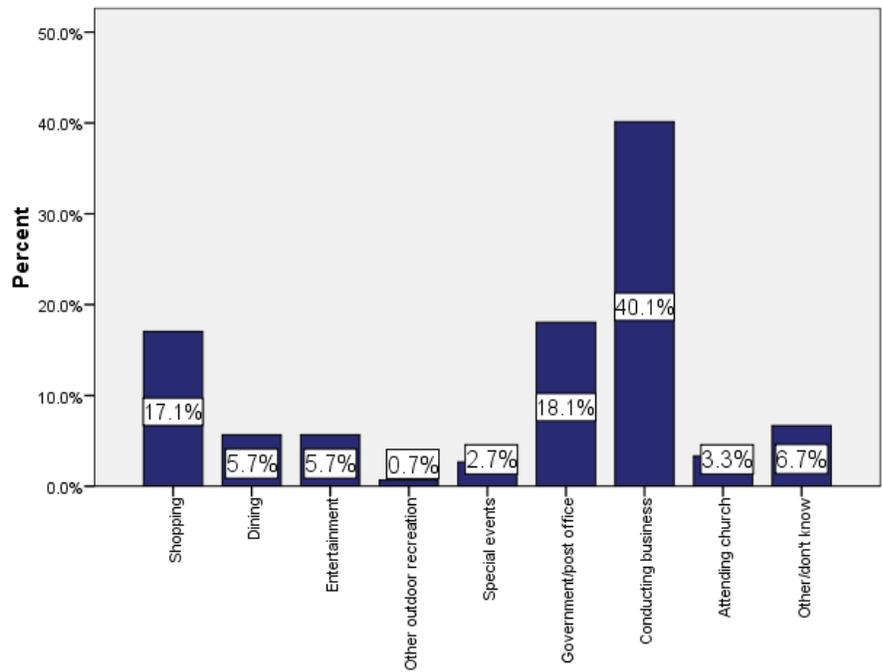
11. Other outdoor recreation, such as walking



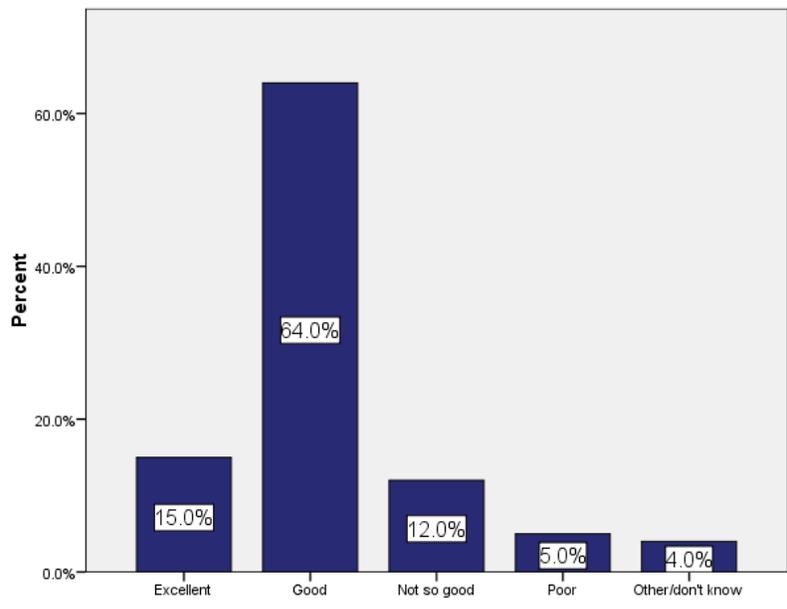
12. Special events



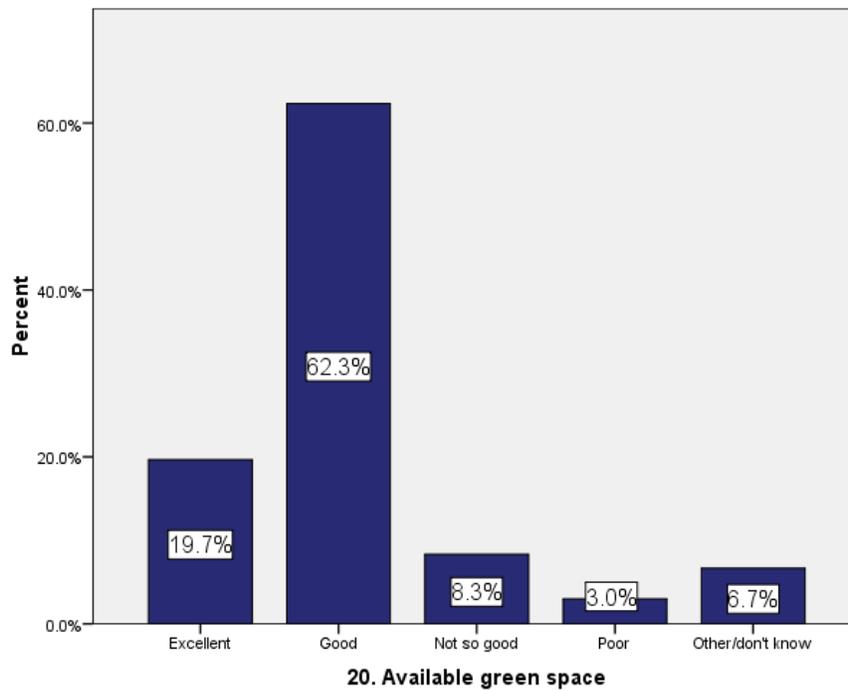
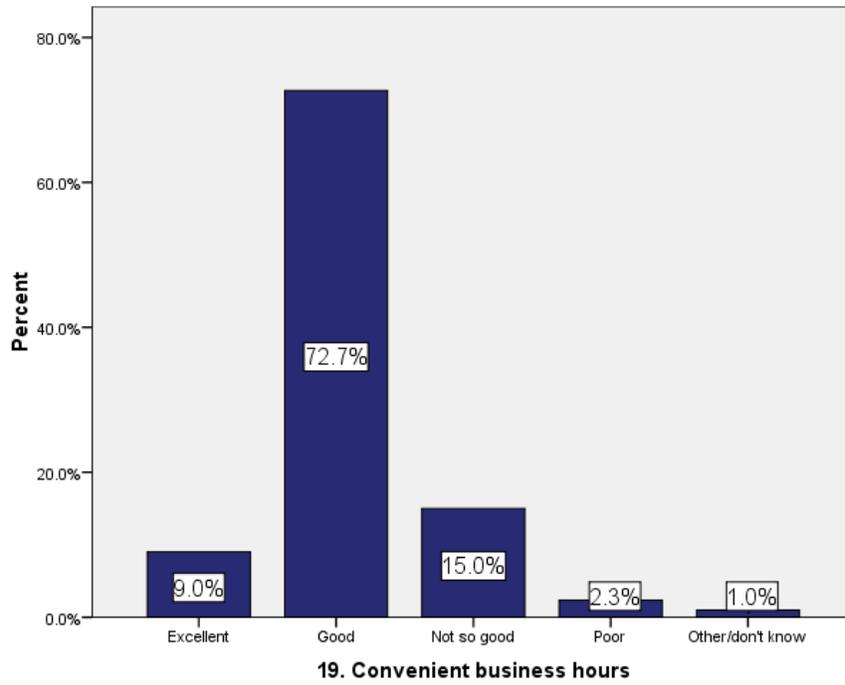


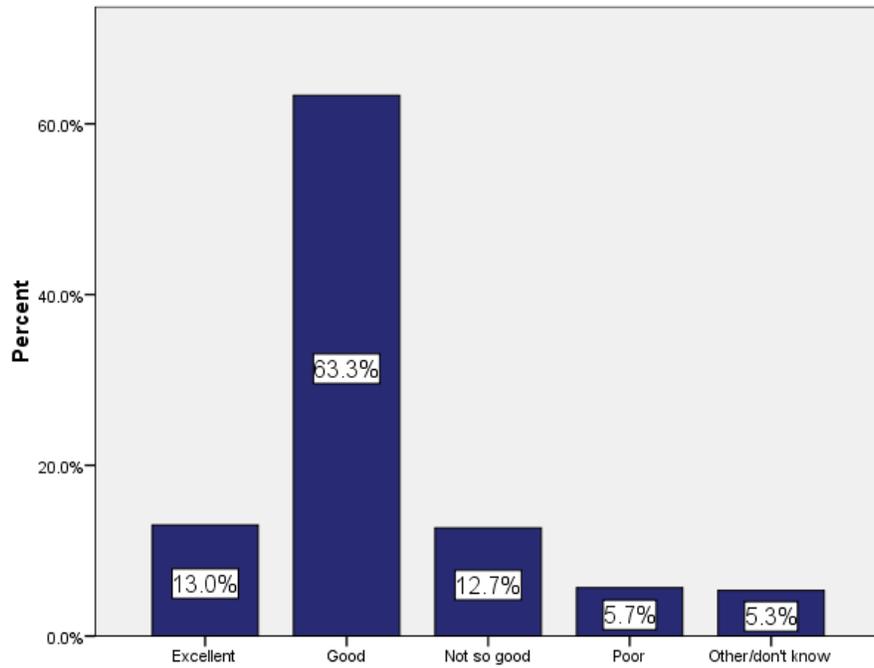


17. What is the one reason you most often visit Downtown Lamar?

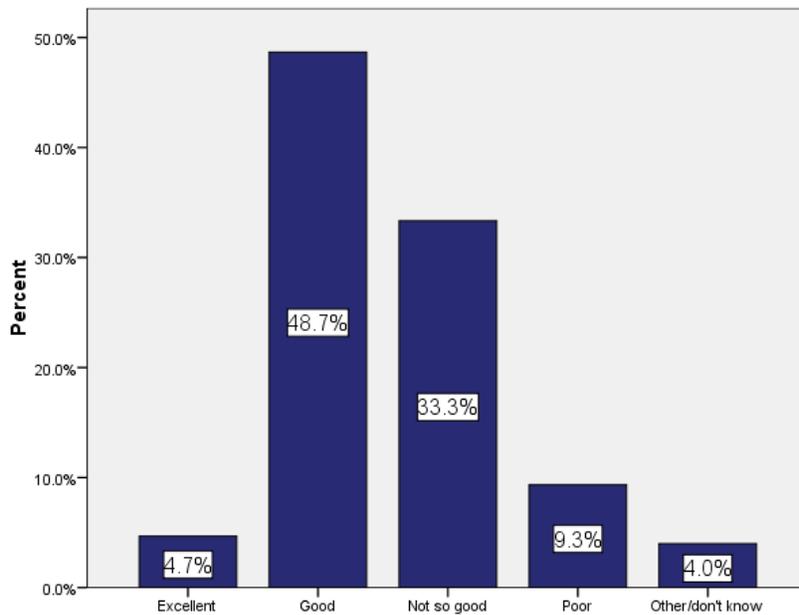


18. Signs to help people find their way around

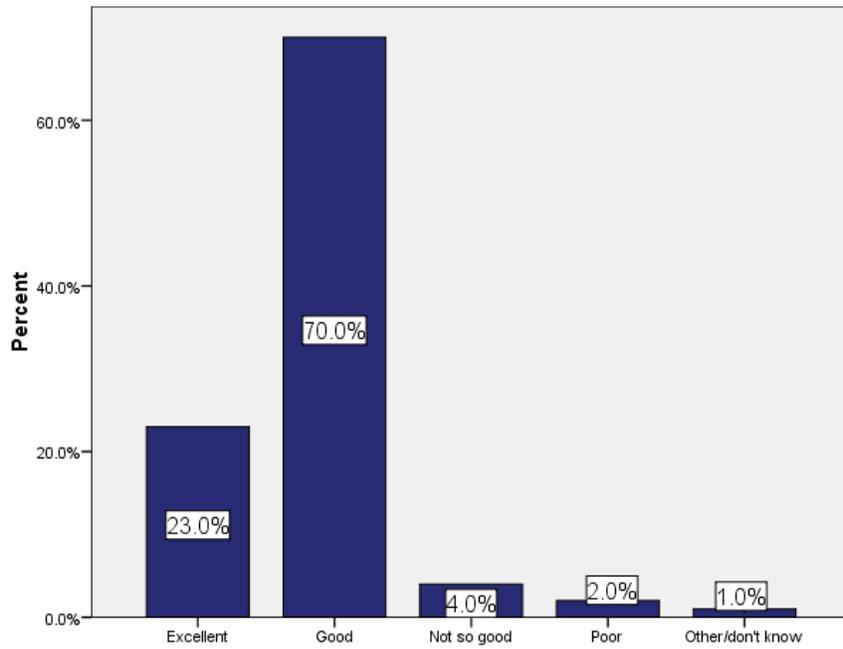




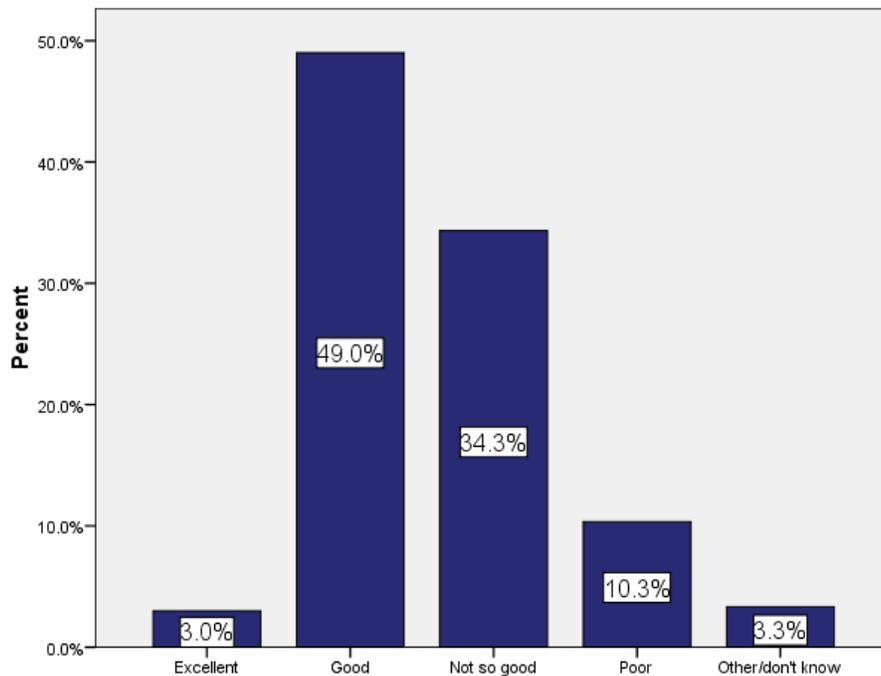
21. Preservation of historic structures



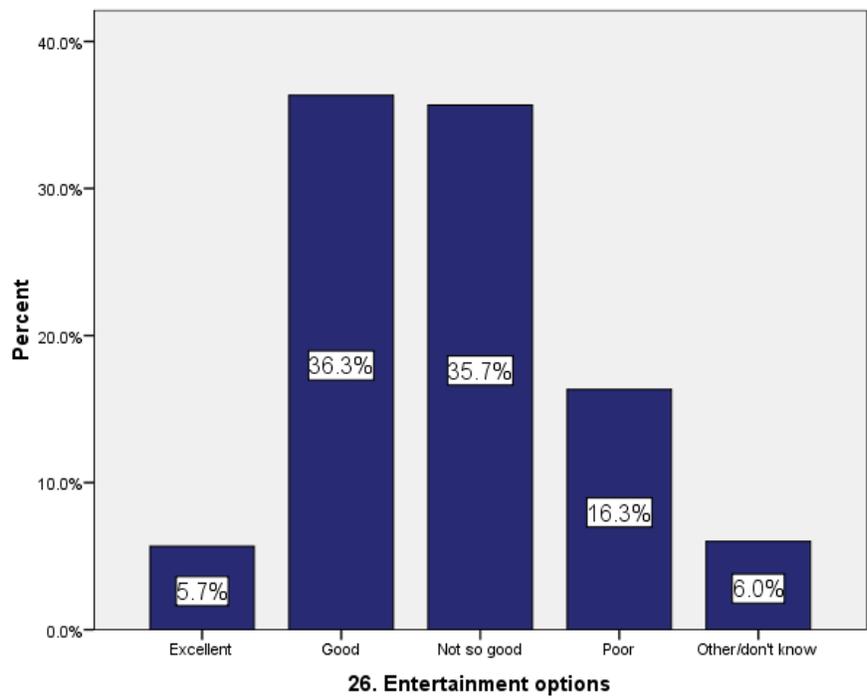
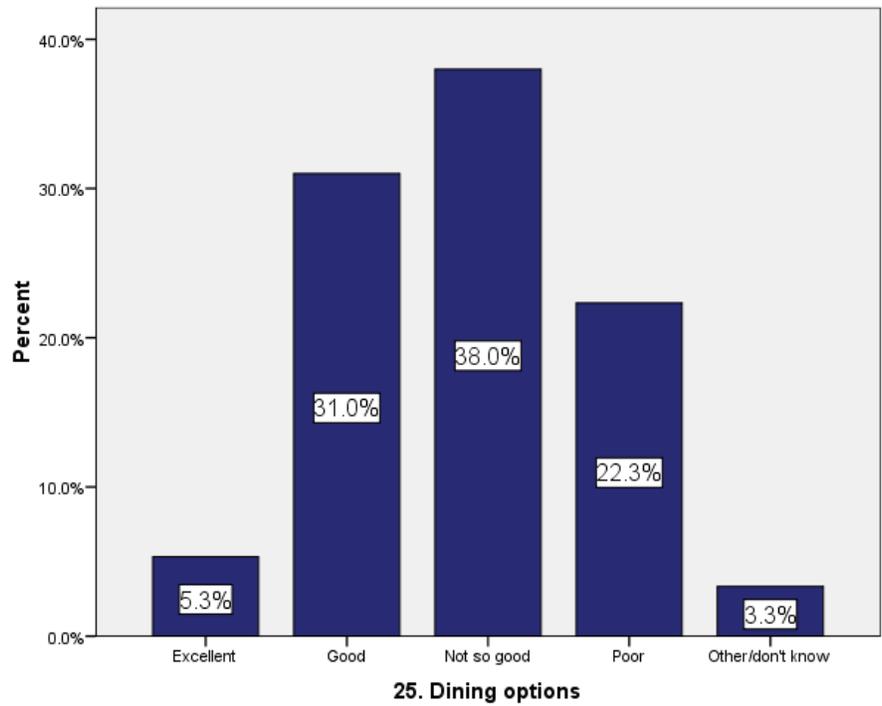
22. Occupied storefronts

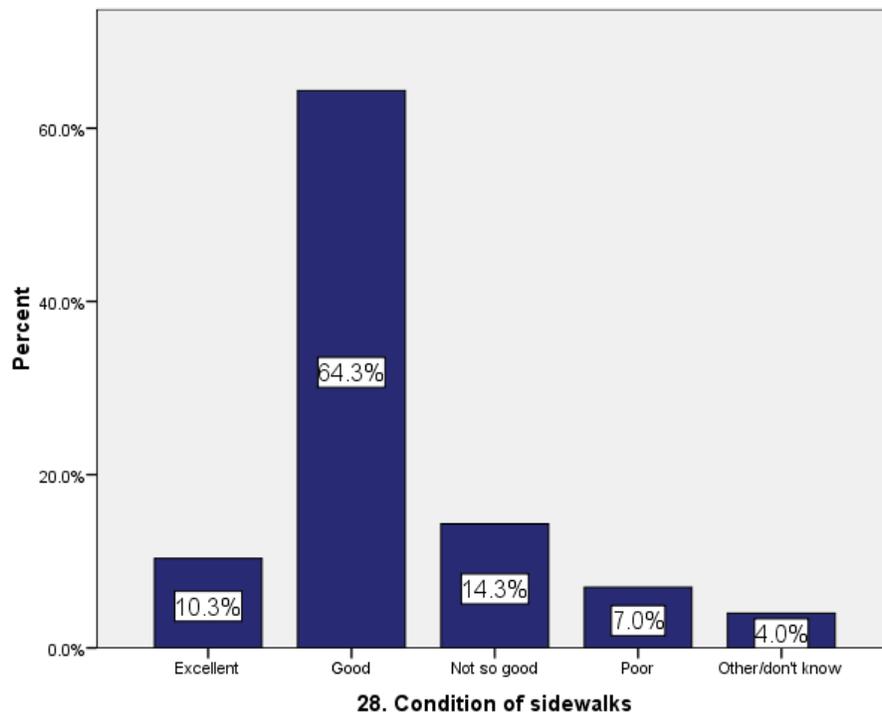
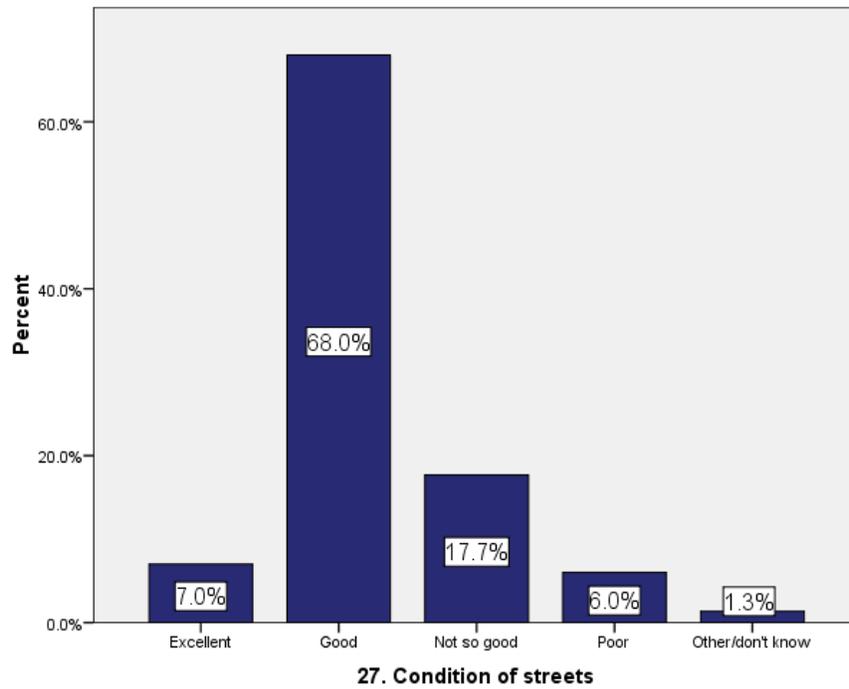


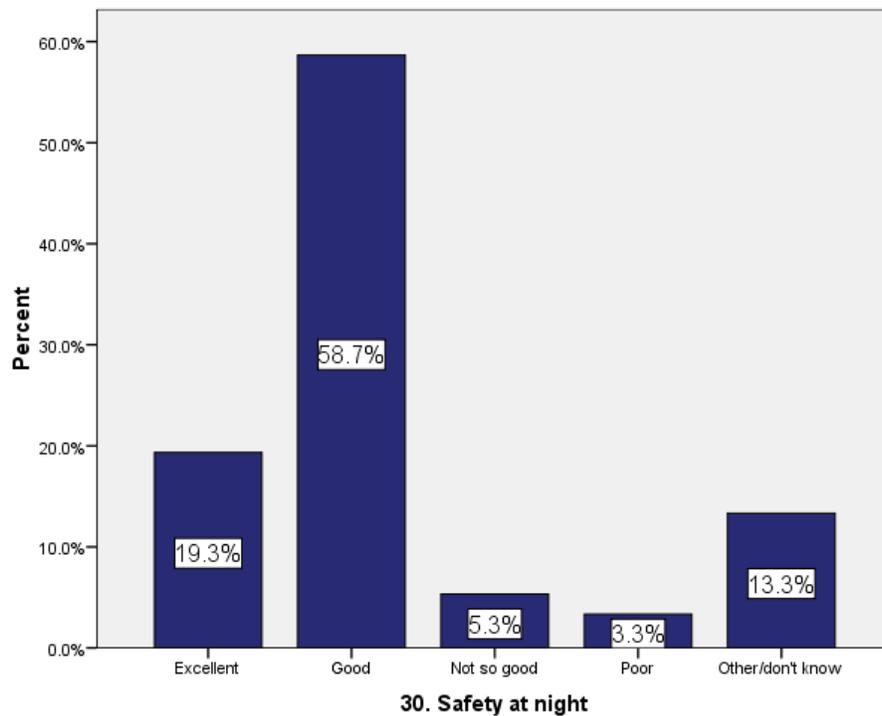
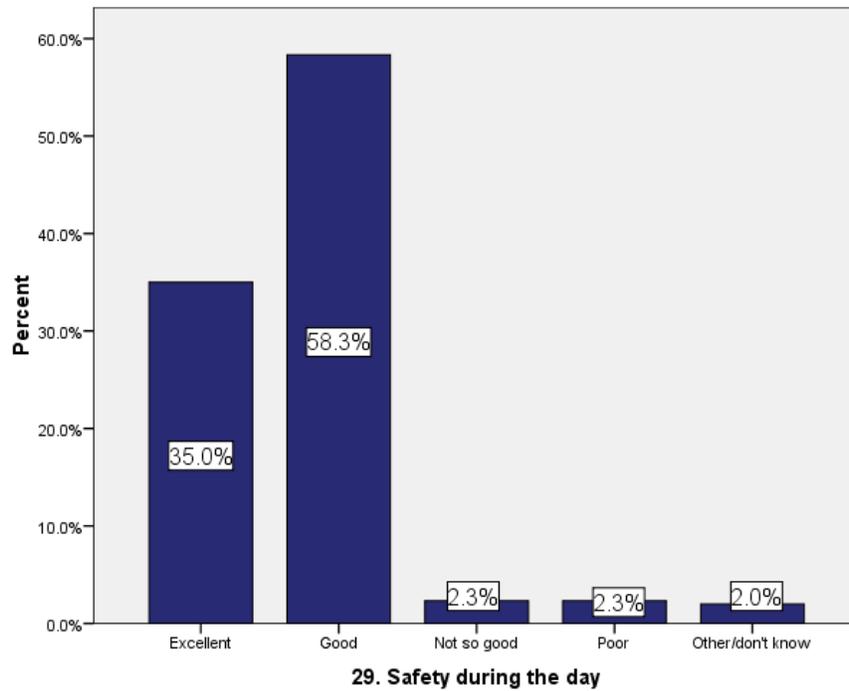
23. Convenient parking

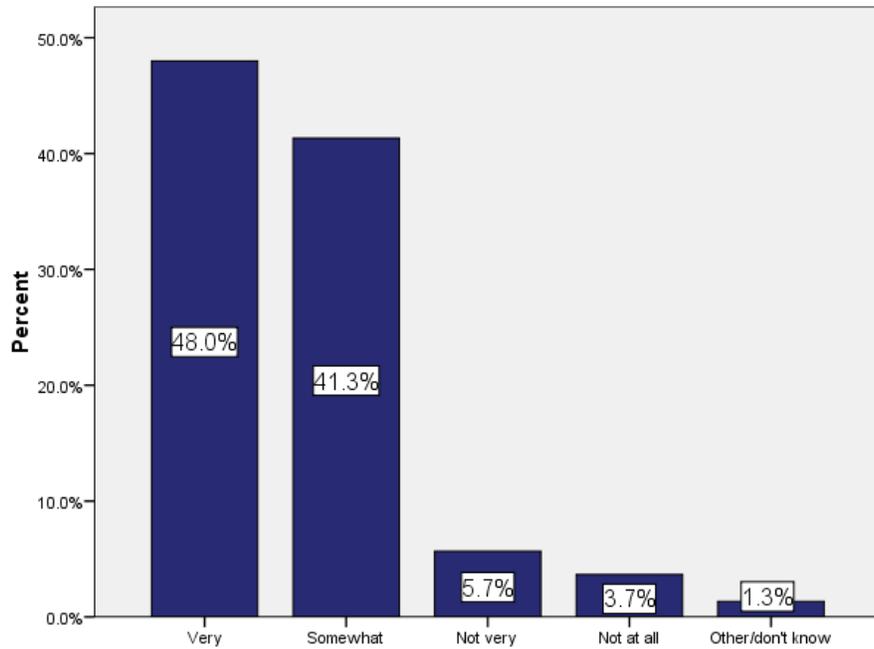


24. Diverse mix of businesses

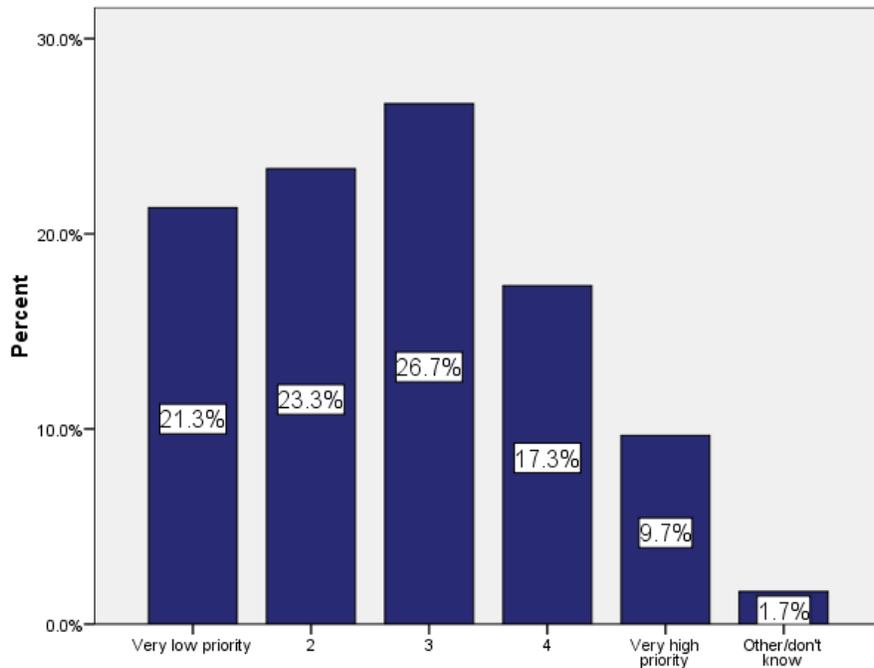




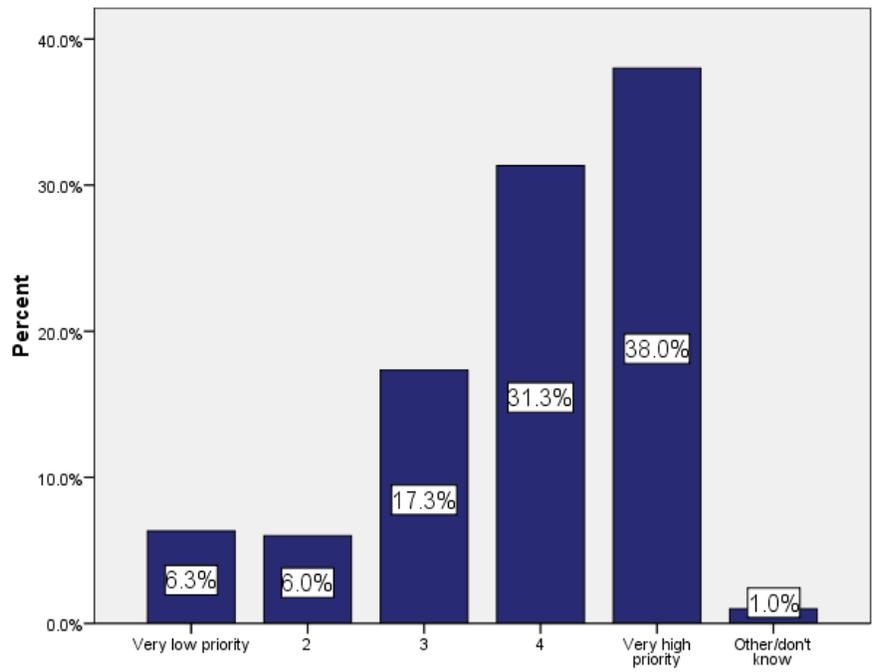




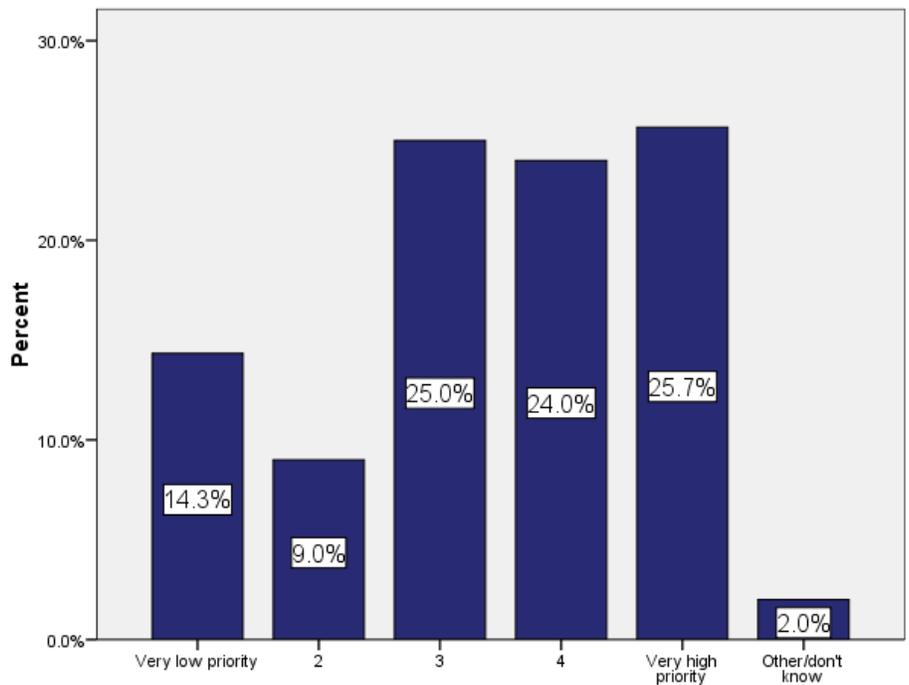
31. How important would you say it is that Lamar work to retain its Downtown's historic character?



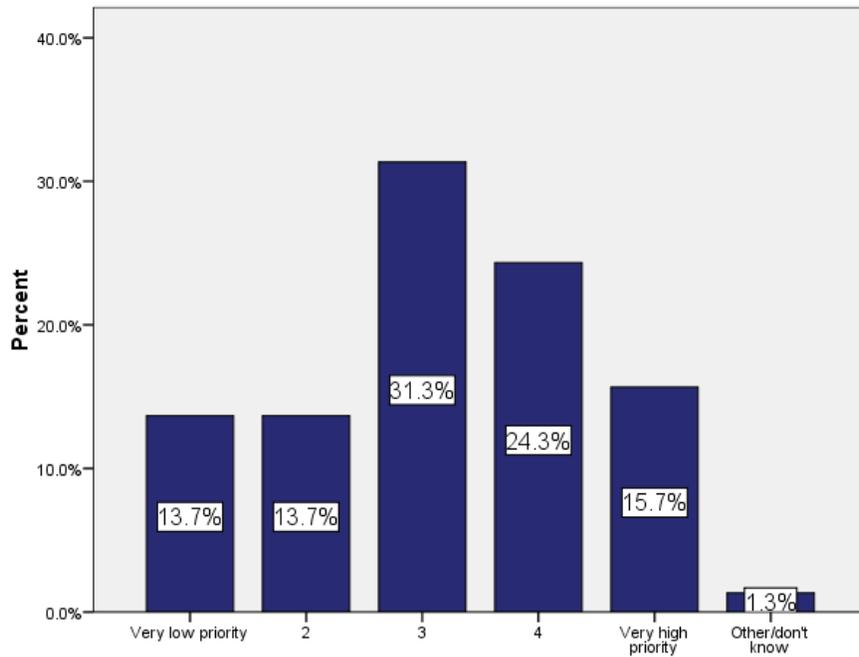
32. Lodging such as hotel, motel or bed and breakfast



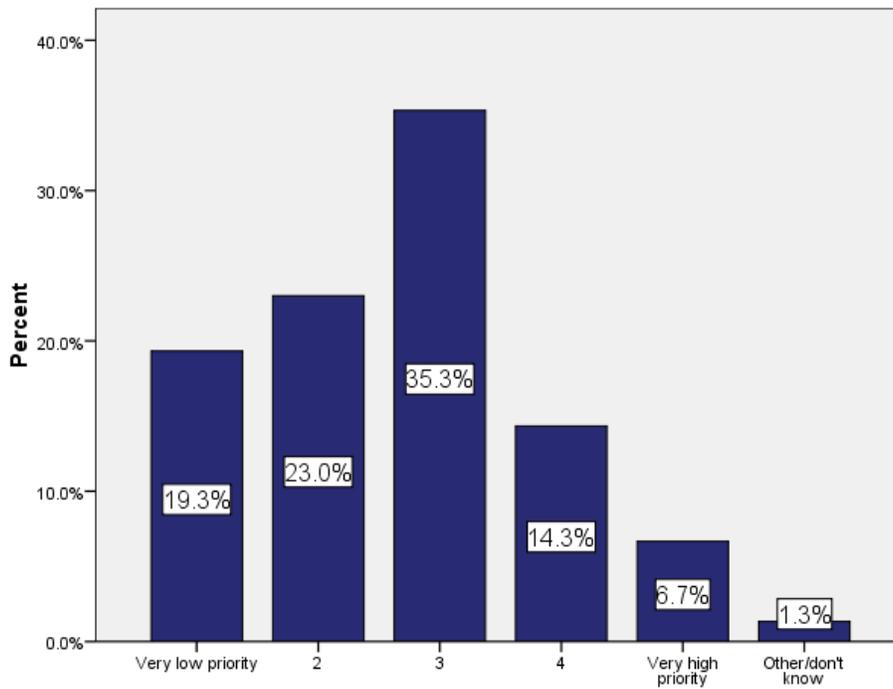
33. Family or casual style dining



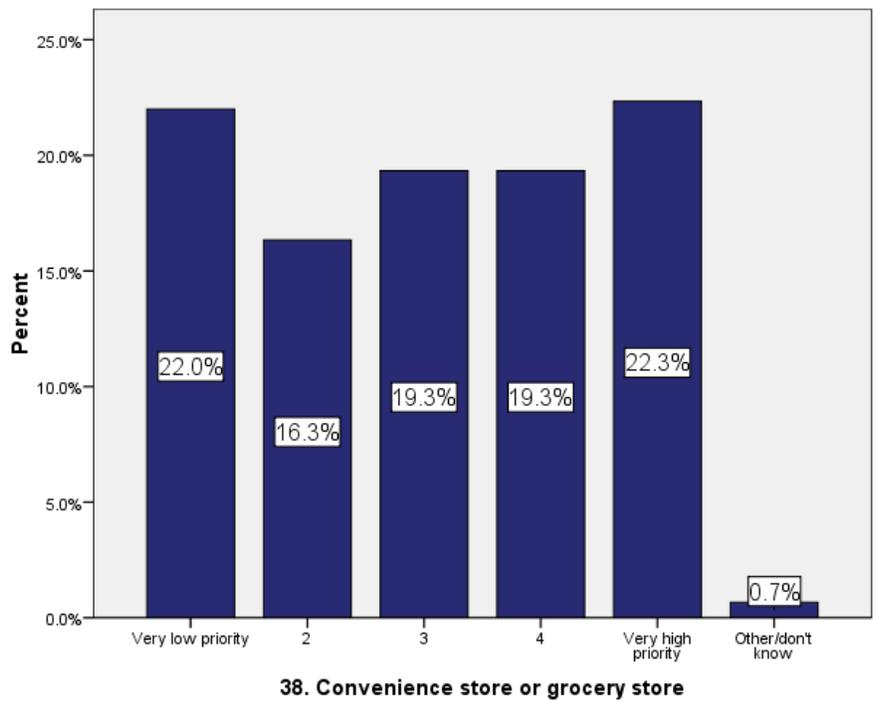
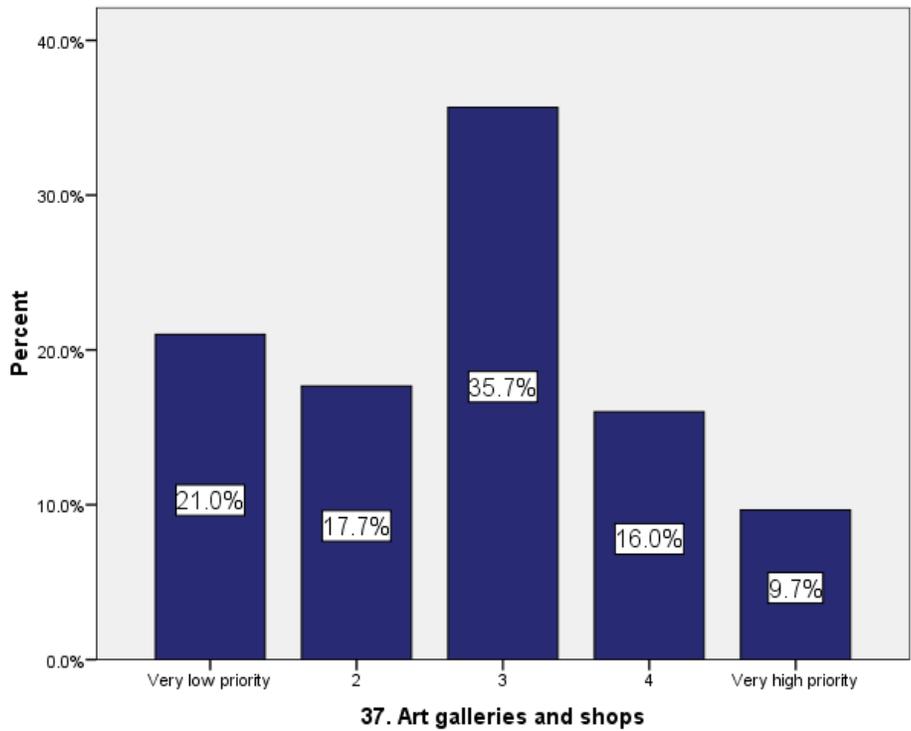
34. Fine Dining

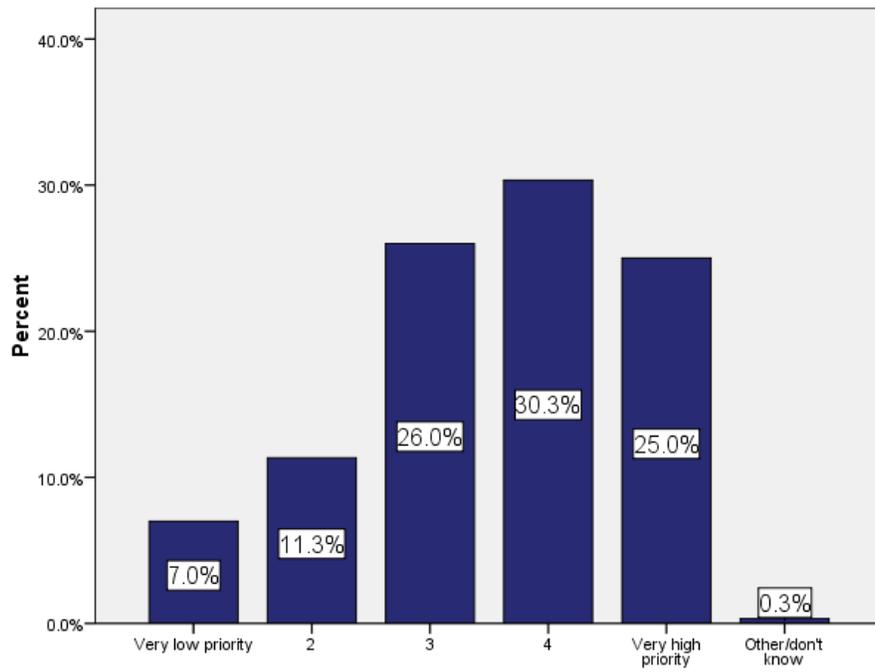


35. Ice cream shop

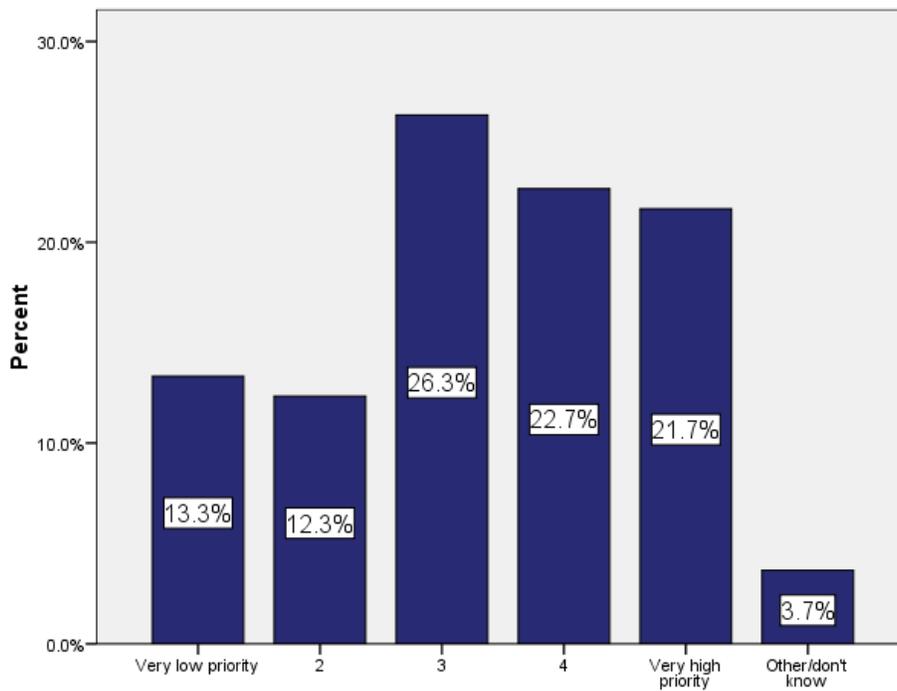


36. Antique shops

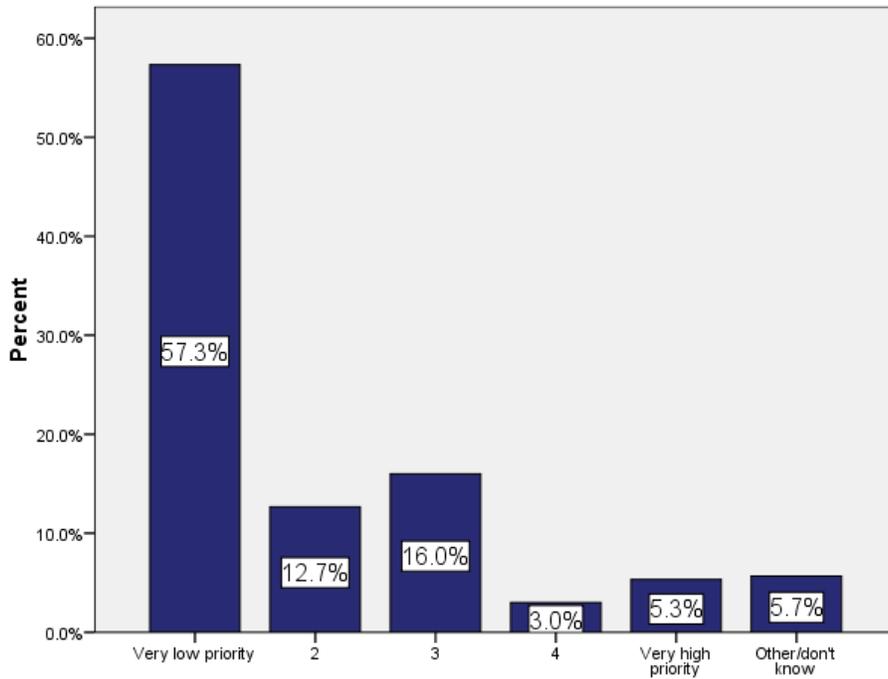




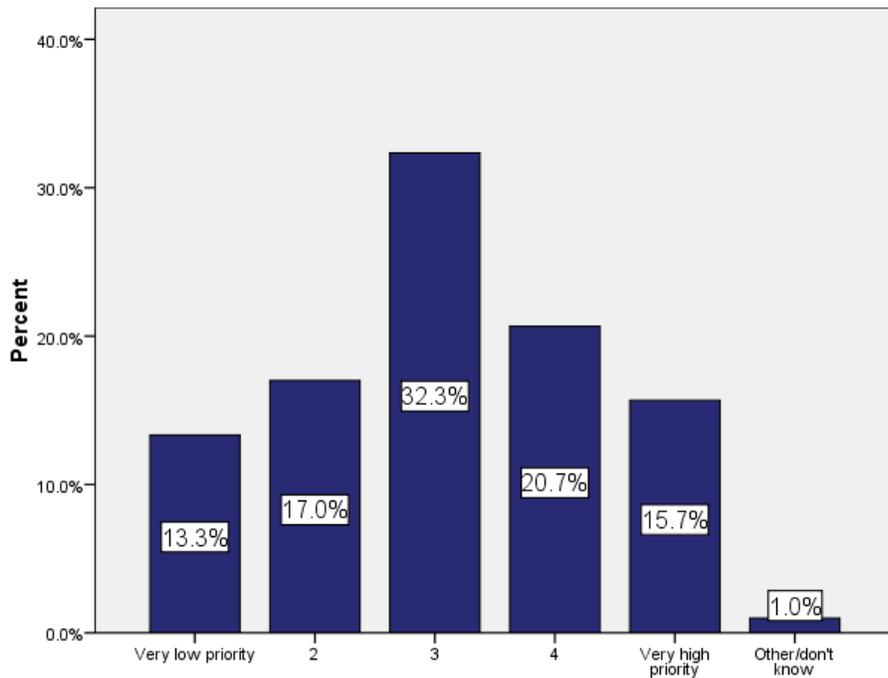
39. Clothing stores



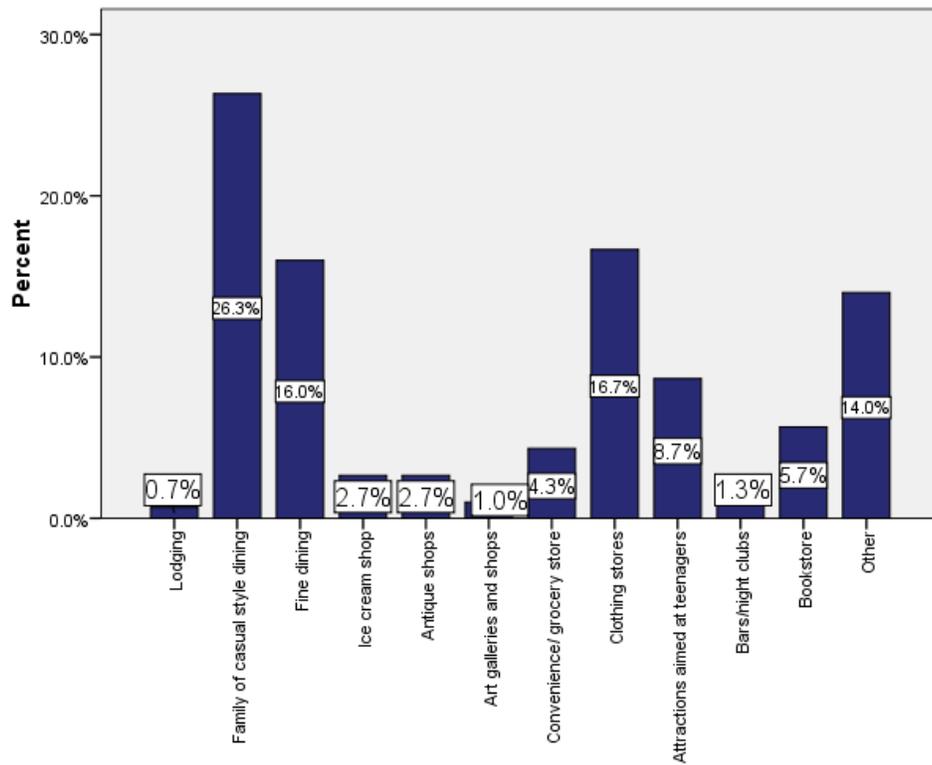
40. Arcade or other attraction aimed at teenagers



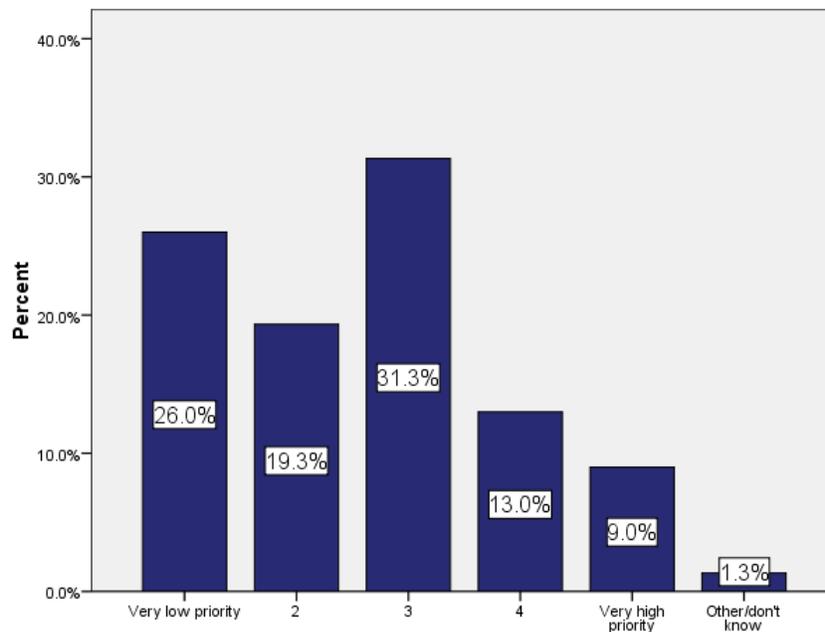
41. Bars/nightclubs



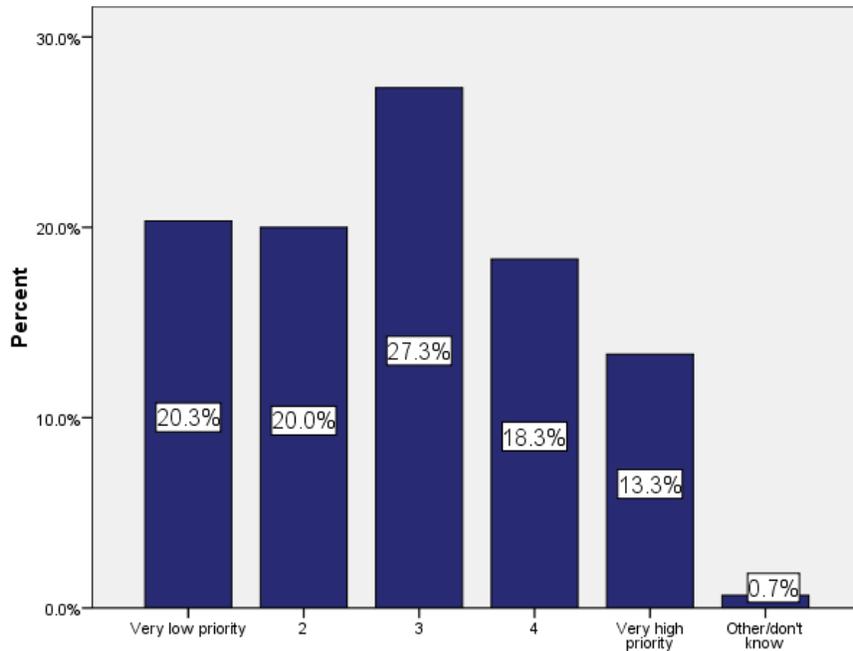
42. Bookstore



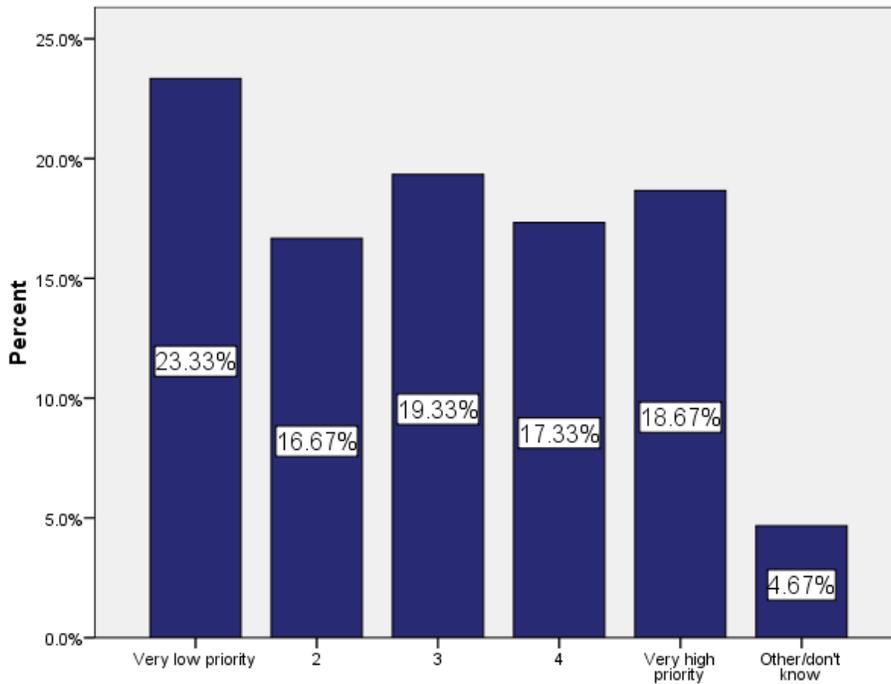
43. What business would you most like to see in Downtown Lamar?



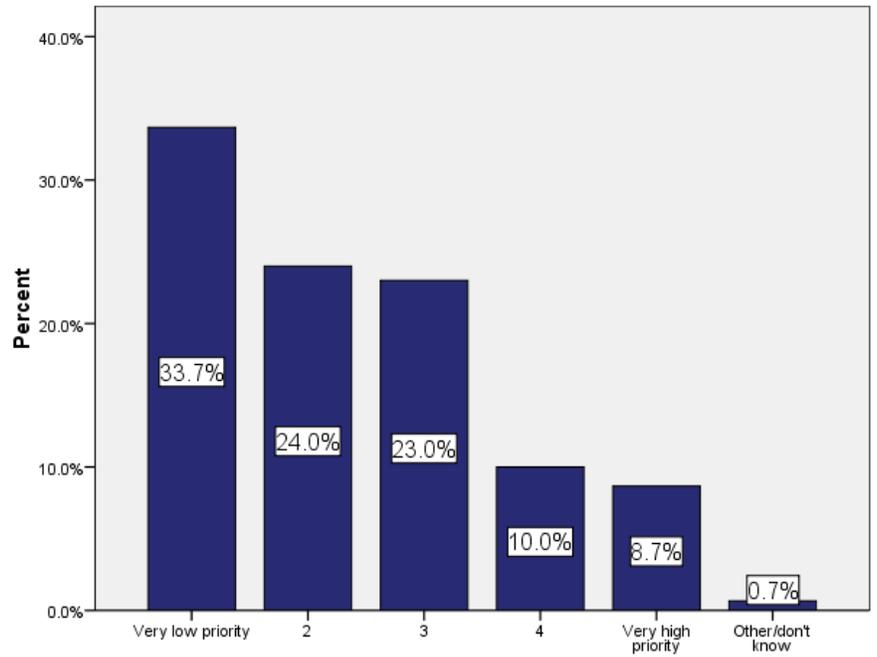
44. Adding green space



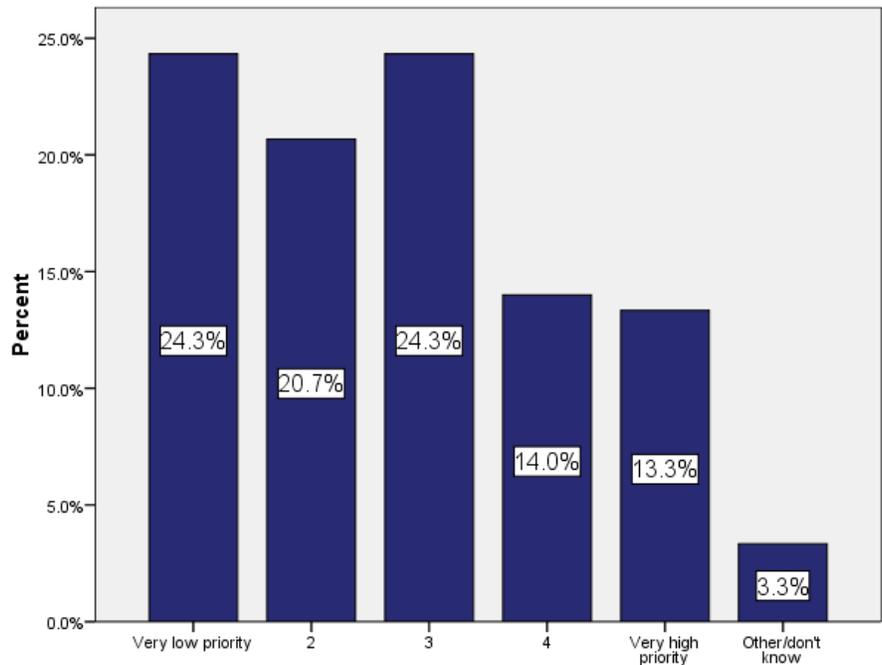
45. Improving lighting



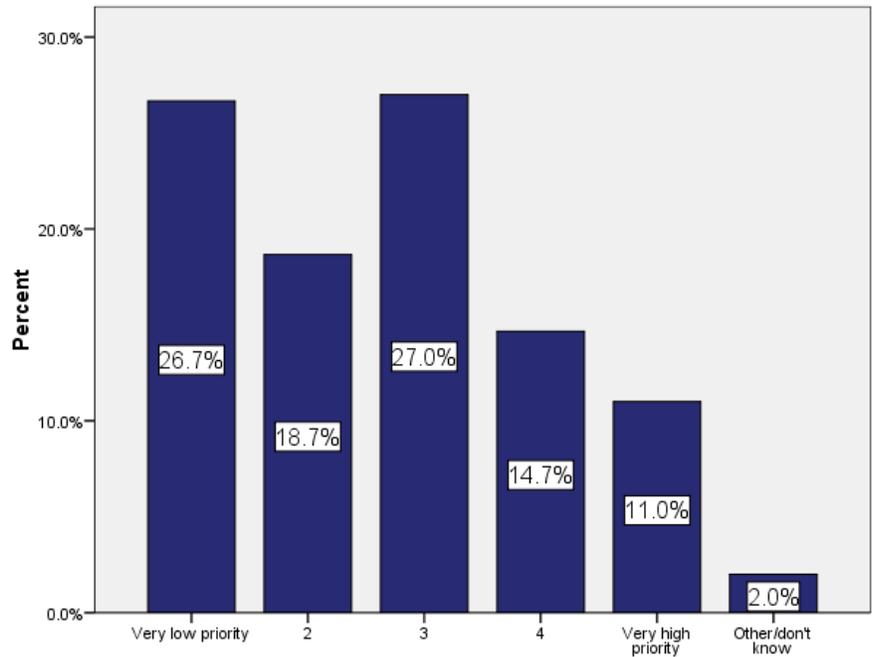
46. Moving utilities underground



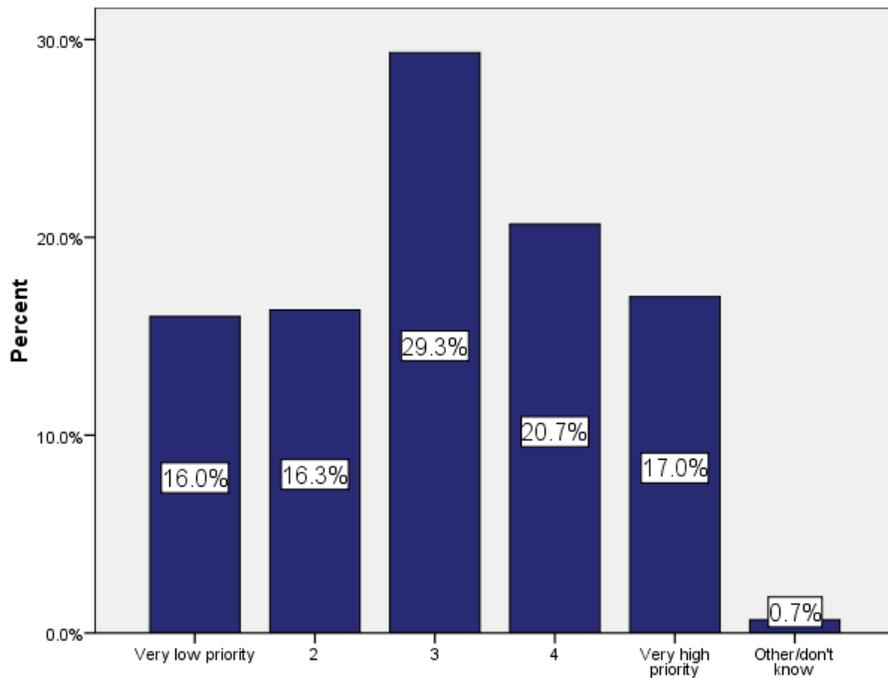
47. Adding new parking spaces or lots



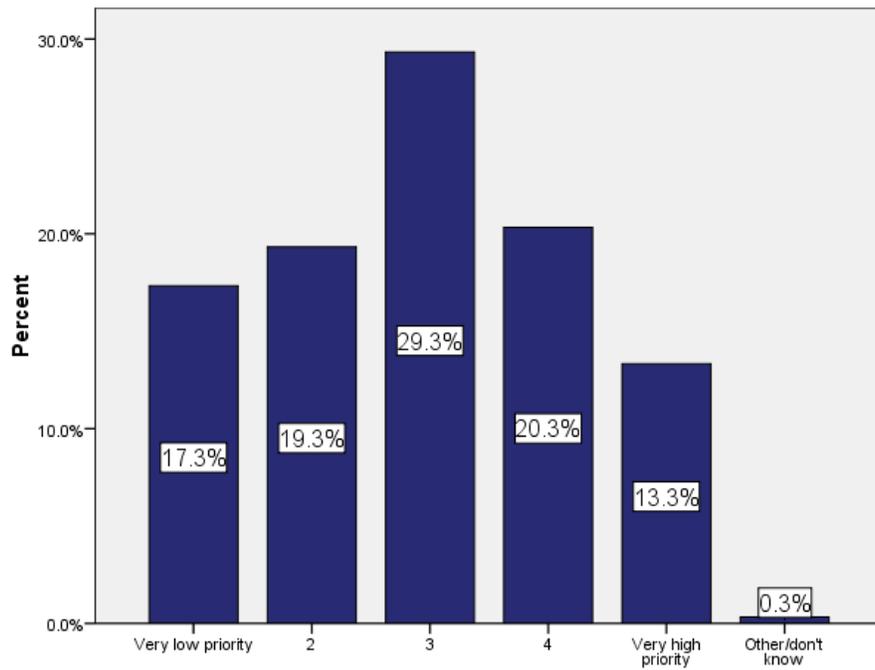
48. Stricter code enforcement



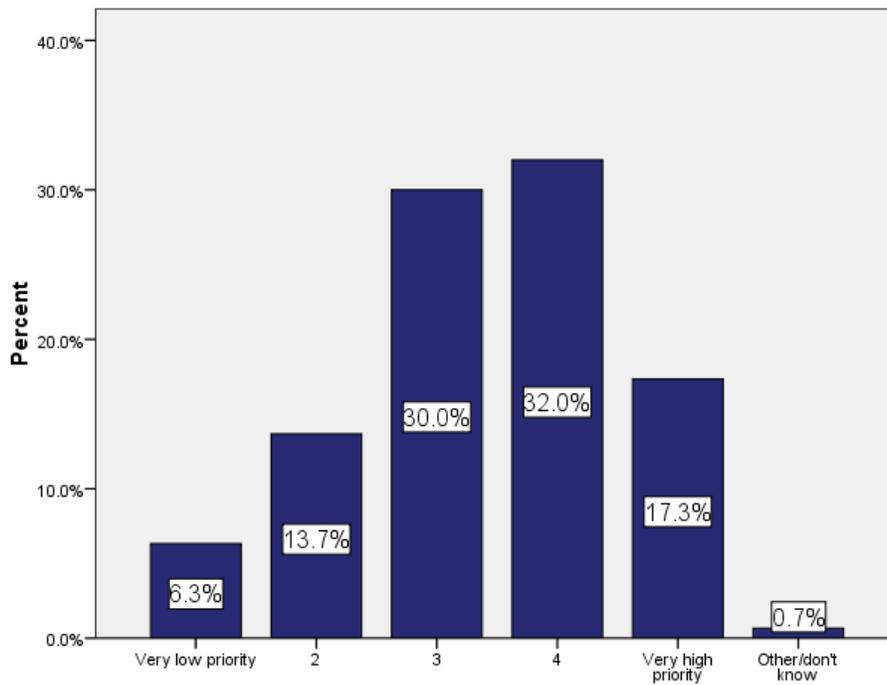
49. Developing second-story residential space



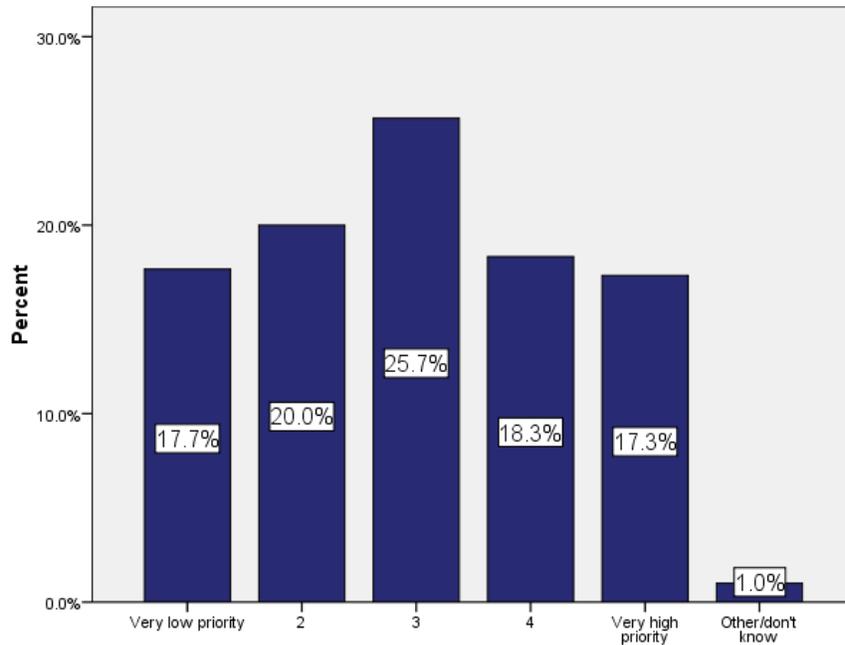
50. Making the area more pedestrian friendly



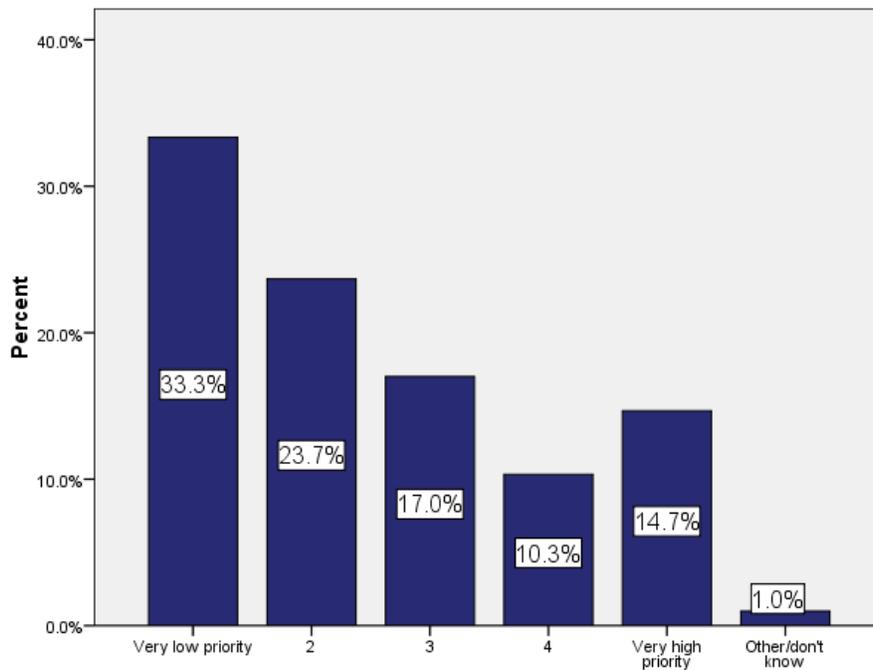
51. Improving signage to help people find their way around



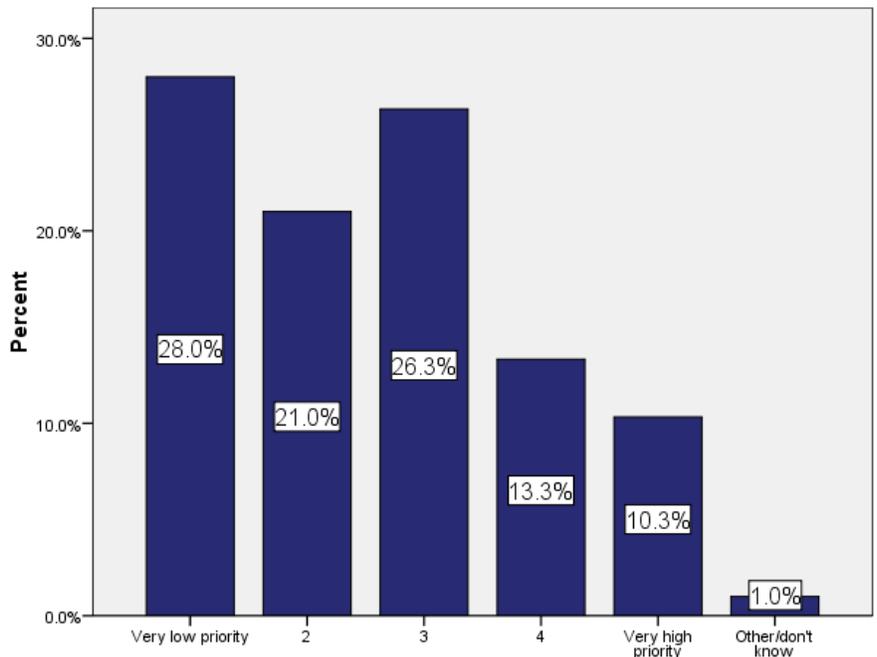
52. Improving building facades



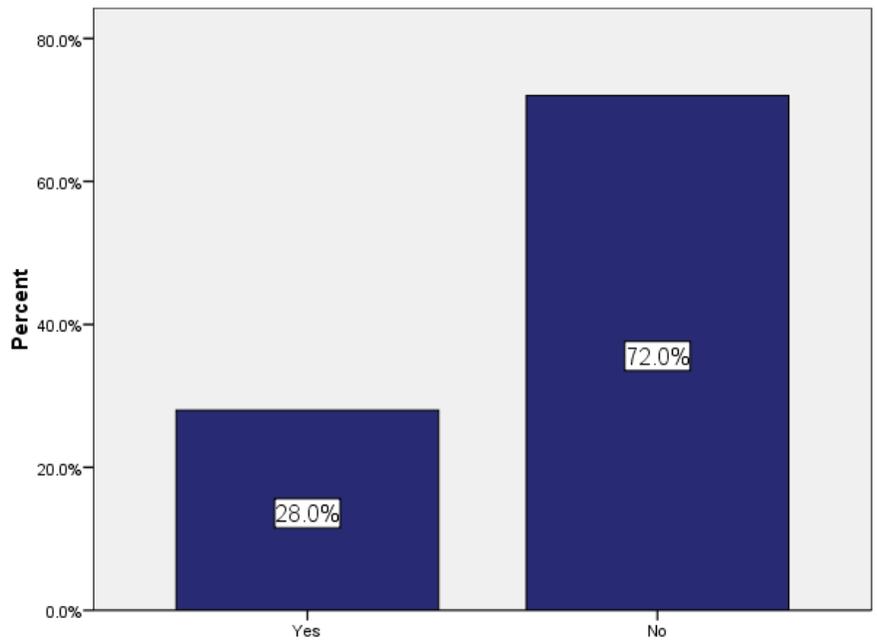
53. Keeping streets and sidewalks cleaner



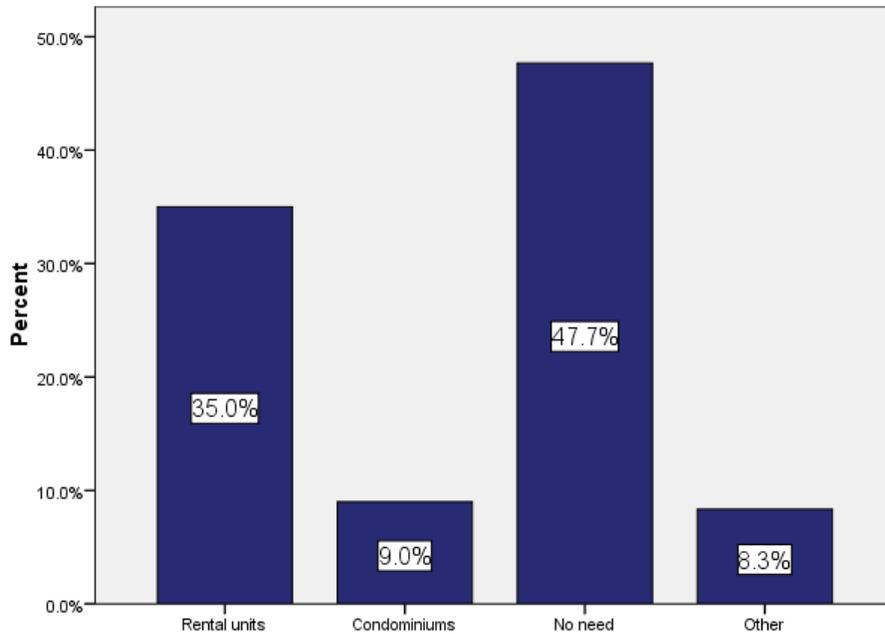
54. Changing traffic flow to make it easier to get around Downtown



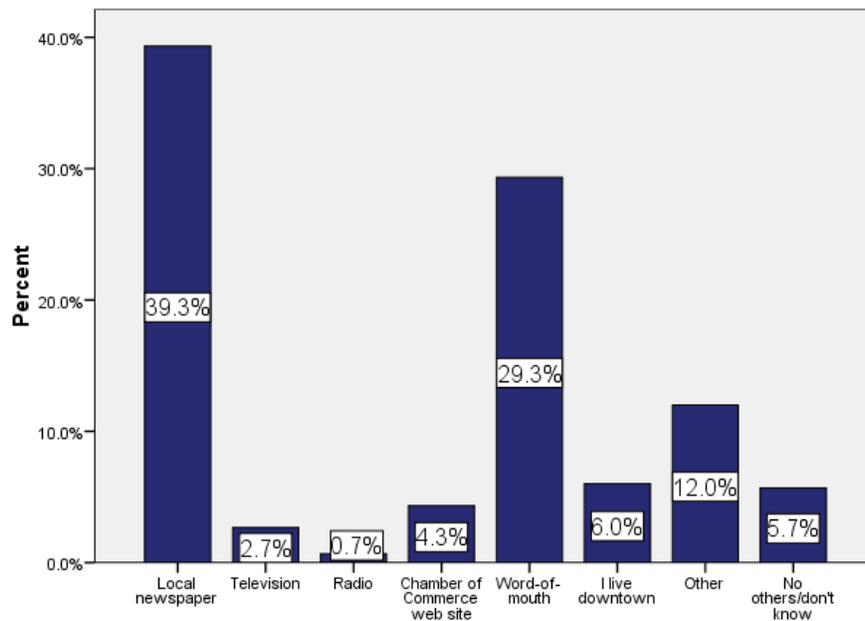
55. Adding murals to Downtown buildings



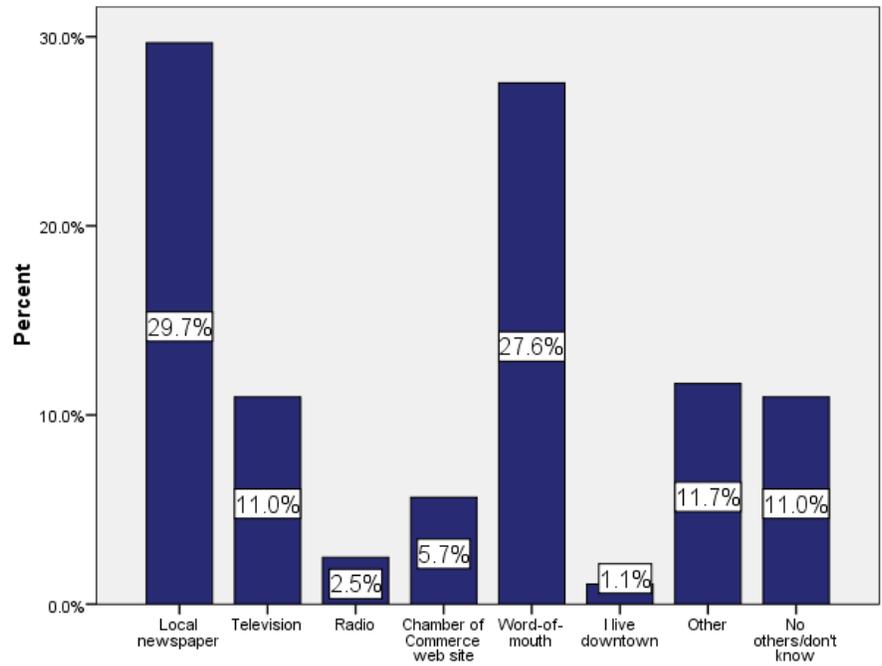
56. Are there any other improvements you think should be made to Downtown Lamar?



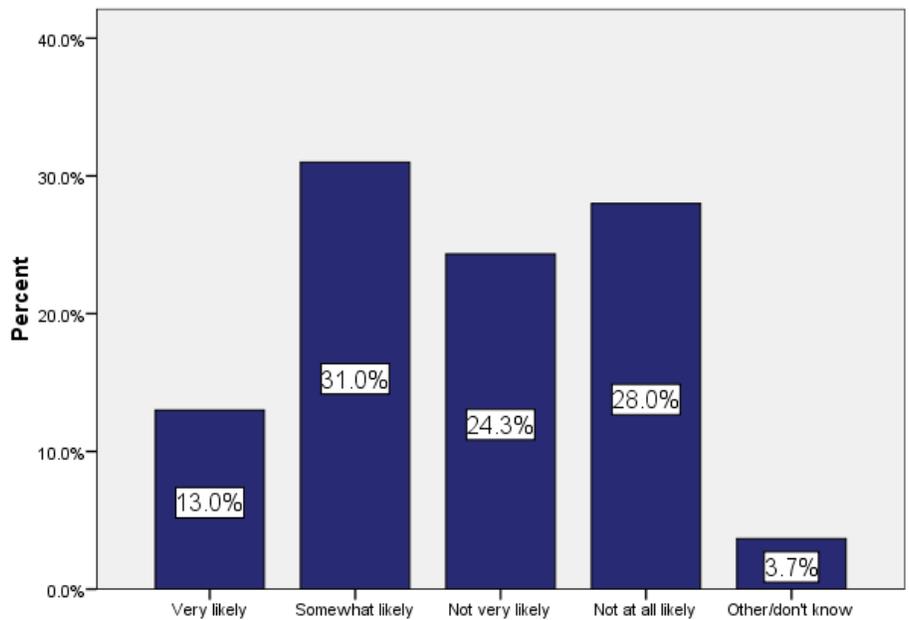
57. There has been some discussion about developing second story living space. Which statement is closest to the way you feel? Property owners should turn the second floors of their buildings into...



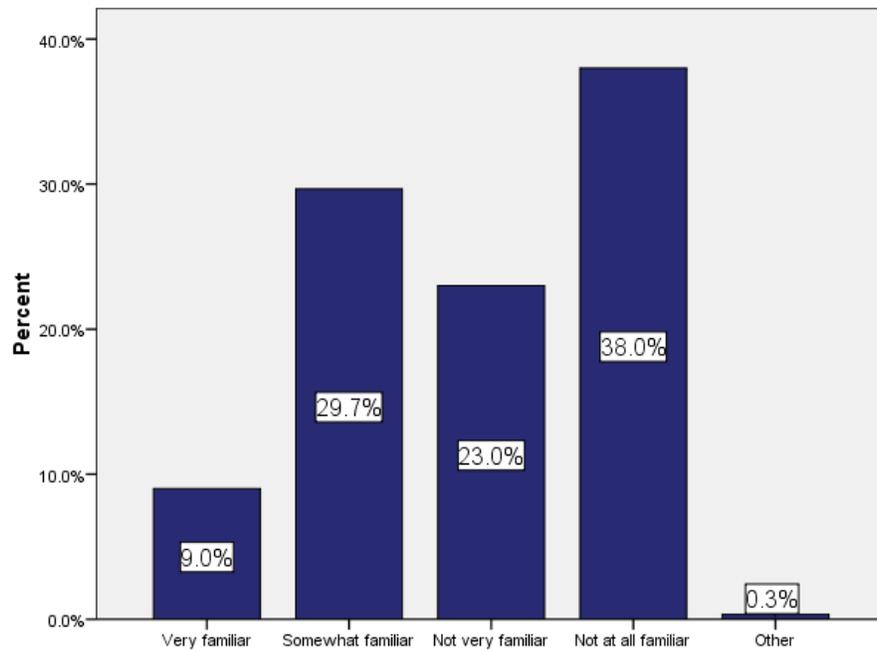
58. Other than your own personal knowledge from living in the community, what would you say is your main source of information about Downtown Lamar?



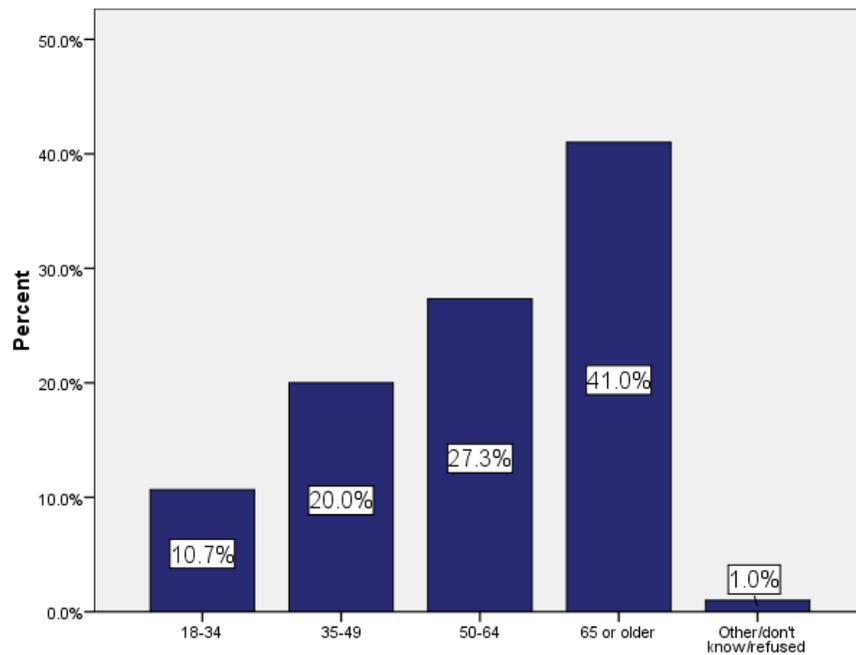
58c. And what is your second most likely source of information?



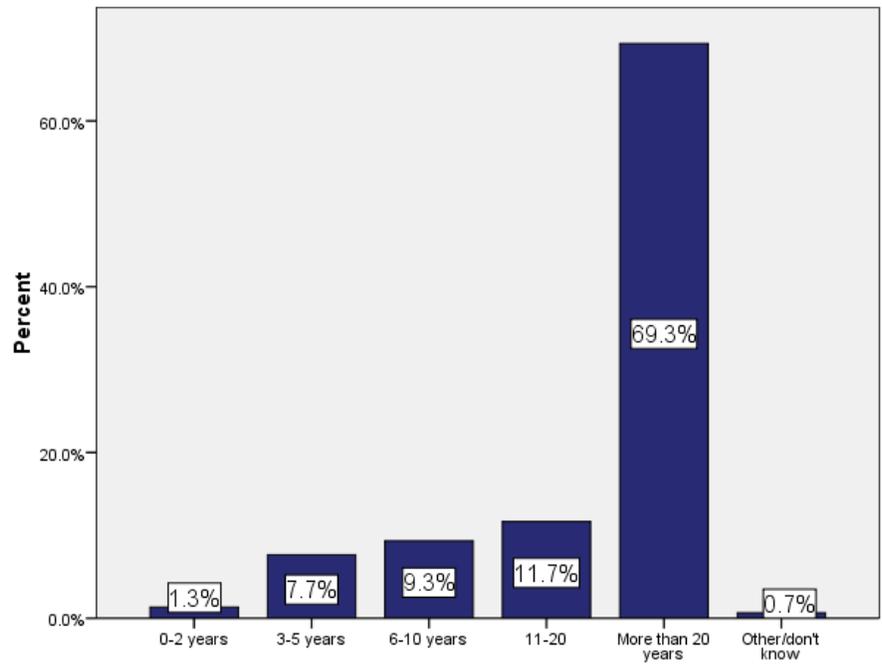
59. Let's assume that an economic development sales tax was proposed for Lamar, which would support development both Downtown and elsewhere in Lamar and fund projects such as street or other infrastructure improvements



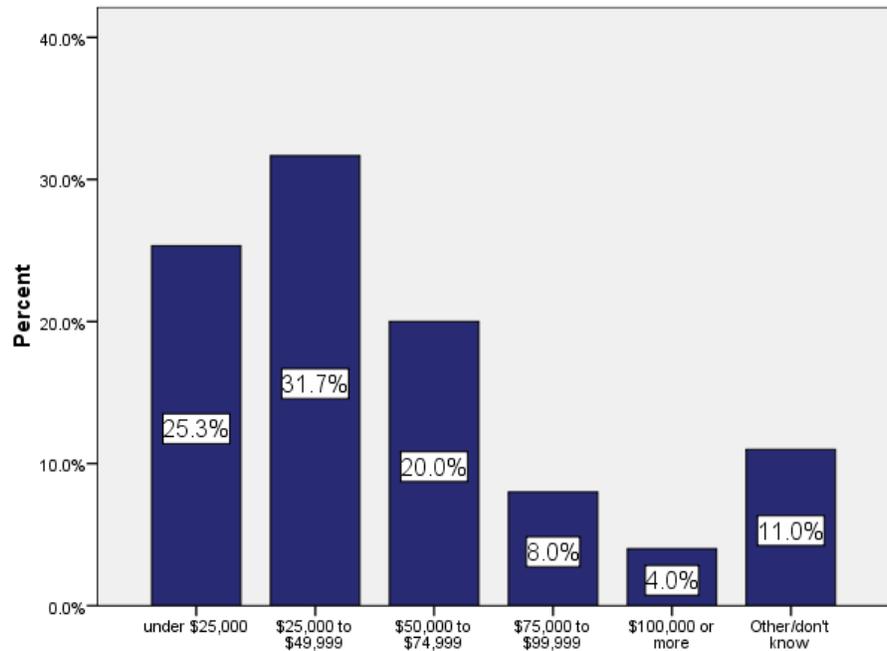
60. How familiar are you with a state-sponsored program called the DREAM Initiative?



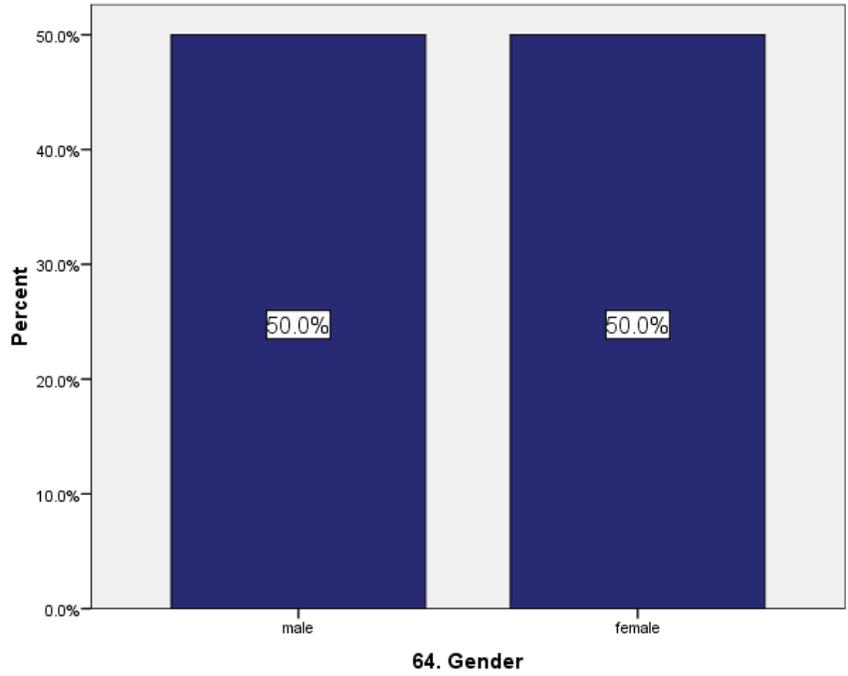
61. In which of the following age groups are you?



62. How long have you lived in the Lamar area?



63. Please indicate which of the following categories best fits your household income for 2008



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SECTION VI

QUESTIONNAIRE

Hello, I'm _____ calling from Attitude Research Company on behalf of the City of Lamar. 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 Lamar, 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 Lamar 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 Lamar?
 - 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 the Harry S Truman birthplace

[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 Lamar? [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 the Harry S Truman birthplace
- 99) other, don't know

For each of the following characteristics of a Downtown I read, please tell me if you think conditions in Lamar 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 Lamar 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 Lamar 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, CODE 1-5, 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
36. antique shops
37. art galleries and shops
38. convenience store or grocery store
39. clothing stores
40. arcade or other attraction aimed at teenagers
41. bars/nightclubs
42. bookstore

43. Of the items listed above, what business would you most like to see in Downtown Lamar?

[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
- 5) antique shops
- 6) art galleries and shops
- 8) convenience store or grocery store
- 9) clothing stores
- 10) arcade or other attraction aimed at teenagers
- 11) bars/nightclubs
- 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 Lamar using the same 5-point scale. [Repeat scale again if necessary, 9=other, don't know]

[rotate order]

44. adding green space
45. improving lighting
46. moving utilities underground

47. adding new parking spaces or lots
48. stricter code enforcement
49. developing second-story residential space
50. making the area more pedestrian-friendly
51. improving signage to help people find their way around
52. improving building facades
53. keeping streets and sidewalks cleaner
54. changing traffic flow to make it easier to get around Downtown
55. adding murals to Downtown buildings
56. Are there any other improvements you think should be made to Downtown Lamar? [*open-ended, record first two responses*]
57. There has been some discussion about developing upper floor living space in Downtown Lamar. 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 more second story living space Downtown.
 - 9) other, don't know
58. Other than your own personal knowledge from living in the community, what would you say is your main source of information about Downtown Lamar? 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*]

59. Let's assume that an economic development sales tax was proposed for Lamar, which would support development both Downtown and elsewhere in Lamar and fund projects such as street or other infrastructure improvements. Would you be 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

59a. If that economic development sales tax was a 0.5% (split sample and ask 100 about 0.25%, 0.5% and 0.75%) sales tax increase, would you strongly favor, favor, oppose or strongly oppose this increase?

- 1) strongly favor
- 2) favor
- 3) oppose
- 4) strongly oppose
- 9) other, don't know

60. 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.

61. 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

62. How long have you lived in the Lamar 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

63. For statistical purposes only, please indicate which of the following categories best fits your total household income for 2008. 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

64. Gender [*do not ask – code as follows*]

- 1) male
- 2) female

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

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SECTION VII

CROSS TABULATIONS

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		61. Age				62. How long have you lived in the Lamar area?					63. Income					64. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
1. Thinking about the Lamar, Missouri area, would you say things are moving the right direction or off track and moving in the wrong direction?	Right direction	53.1%	51.7%	57.3%	67.5%	75.0%	60.9%	53.6%	62.9%	60.1%	56.6%	66.3%	58.3%	66.7%	50.0%	52.7%	66.7%
	Mixed	6.2%	11.7%	12.2%	16.3%	0.0%	8.7%	21.4%	17.1%	12.0%	17.1%	14.7%	10.0%	4.2%	8.3%	17.3%	8.7%
	Wrong direction	34.4%	21.7%	26.8%	6.5%	0.0%	17.4%	21.4%	11.4%	19.7%	17.1%	12.6%	23.3%	25.0%	41.7%	20.7%	16.0%
	Other/don't know	6.2%	15.0%	3.7%	9.8%	25.0%	13.0%	3.6%	8.6%	8.2%	9.2%	6.3%	8.3%	4.2%	0.0%	9.3%	8.7%
		61. Age				62. How long have you lived in the Lamar area?					63. Income					64. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
2. Revitalizing the Lamar Downtown area	5 - Very high priority	21.9%	21.7%	25.6%	25.2%	0.0%	17.4%	21.4%	14.3%	27.9%	31.6%	26.3%	15.0%	29.2%	25.0%	19.3%	29.3%
	4	37.5%	30.0%	24.4%	25.2%	25.0%	26.1%	25.0%	40.0%	24.5%	25.0%	26.3%	30.0%	33.3%	25.0%	26.0%	28.0%
	3	21.9%	36.7%	31.7%	25.2%	25.0%	47.8%	35.7%	34.3%	26.0%	25.0%	33.7%	33.3%	25.0%	25.0%	28.7%	30.0%
	2	9.4%	8.3%	12.2%	12.2%	50.0%	8.7%	10.7%	8.6%	11.1%	9.2%	8.4%	16.7%	4.2%	8.3%	16.0%	6.0%
	1 - Very low priority	9.4%	3.3%	4.9%	8.1%	0.0%	0.0%	7.1%	2.9%	7.7%	6.6%	3.2%	5.0%	8.3%	16.7%	7.3%	5.3%
	Other/don't know	0.0%	0.0%	1.2%	4.1%	0.0%	0.0%	0.0%	0.0%	2.9%	2.6%	2.1%	0.0%	0.0%	0.0%	2.7%	1.3%
	Total high priority (5 - 4)	59.4%	51.7%	50.0%	50.4%	25.0%	43.5%	46.4%	54.3%	52.4%	56.6%	52.6%	45.0%	62.5%	50.0%	45.3%	57.3%
	Total low priority (1-2)	18.8%	11.7%	17.1%	20.3%	50.0%	8.7%	17.9%	11.4%	18.8%	15.8%	11.6%	21.7%	12.5%	25.0%	23.3%	11.3%
		61. Age				62. How long have you lived in the Lamar area?					63. Income					64. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
3. Repairing major streets	5 - Very high priority	15.6%	28.3%	19.5%	29.3%	25.0%	17.4%	46.4%	17.1%	24.5%	31.6%	22.1%	28.3%	20.8%	33.3%	30.7%	19.3%
	4	21.9%	16.7%	29.3%	22.0%	0.0%	26.1%	10.7%	34.3%	23.1%	24.2%	26.7%	25.0%	16.7%	17.3%	29.3%	
	3	37.5%	41.7%	31.7%	30.1%	0.0%	34.8%	28.6%	28.6%	35.1%	31.6%	35.8%	23.3%	29.2%	50.0%	33.3%	33.3%
	2	15.6%	11.7%	11.0%	11.4%	50.0%	21.7%	7.1%	11.4%	10.6%	9.2%	15.8%	11.7%	12.5%	0.0%	12.7%	10.7%
	1 - Very low priority	9.4%	0.0%	8.5%	4.1%	0.0%	0.0%	7.1%	8.6%	4.8%	5.3%	2.1%	10.0%	8.3%	0.0%	6.0%	4.0%
	Other/don't know	0.0%	1.7%	0.0%	3.3%	25.0%	0.0%	0.0%	0.0%	1.9%	2.6%	0.0%	0.0%	4.2%	0.0%	0.0%	3.3%
	Total high priority (5-4)	37.5%	45.0%	48.8%	51.2%	25.0%	43.5%	57.1%	51.4%	47.6%	51.3%	46.3%	55.0%	45.8%	50.0%	48.0%	48.7%
	Total low priority (1-2)	25.0%	11.7%	19.5%	15.4%	50.0%	21.7%	14.3%	20.0%	15.4%	14.5%	17.9%	21.7%	20.8%	0.0%	18.7%	14.7%
		61. Age				62. How long have you lived in the Lamar area?					63. Income					64. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
4. Improving emergency services	5 - Very high priority	31.2%	25.0%	20.7%	31.7%	0.0%	39.1%	21.4%	20.0%	28.4%	32.9%	26.3%	26.7%	12.5%	16.7%	28.7%	25.3%
	4	21.9%	25.0%	14.6%	23.6%	0.0%	34.8%	17.9%	25.7%	20.2%	21.1%	23.2%	16.7%	16.7%	16.0%	26.7%	
	3	15.6%	21.7%	32.9%	17.1%	50.0%	4.3%	39.3%	17.1%	21.6%	21.1%	25.3%	13.3%	37.5%	16.7%	20.0%	24.0%
	2	12.5%	10.0%	18.3%	9.8%	0.0%	8.7%	14.3%	14.3%	12.0%	9.2%	10.5%	16.7%	16.7%	41.7%	16.7%	8.0%
	1 - Very low priority	15.6%	16.7%	9.8%	10.6%	0.0%	8.7%	7.1%	17.1%	13.0%	10.5%	10.5%	20.0%	16.7%	8.3%	14.7%	10.0%
	Other/don't know	3.1%	1.7%	3.7%	7.3%	50.0%	4.3%	0.0%	5.7%	4.8%	5.3%	4.2%	6.7%	0.0%	0.0%	4.0%	6.0%
	Total high priority (5-4)	53.1%	50.0%	35.4%	55.3%	0.0%	73.9%	39.3%	45.7%	48.6%	53.9%	49.5%	43.3%	29.2%	33.3%	44.7%	52.0%
	Total low priority (1-2)	28.1%	26.7%	28.0%	20.3%	0.0%	17.4%	21.4%	31.4%	25.0%	19.7%	21.1%	36.7%	33.3%	50.0%	31.3%	18.0%
		61. Age				62. How long have you lived in the Lamar area?					63. Income					64. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
5. Upgrading parks and recreation facilities	5 - Very high priority	15.6%	18.3%	11.0%	19.5%	0.0%	26.1%	17.9%	11.4%	15.9%	27.6%	12.6%	13.3%	12.5%	8.3%	13.3%	19.3%
	4	21.9%	23.3%	15.9%	18.7%	50.0%	17.4%	14.3%	22.9%	18.8%	13.2%	23.2%	16.7%	16.7%	25.0%	16.7%	22.0%
	3	37.5%	36.7%	39.0%	27.6%	25.0%	30.4%	42.9%	45.7%	31.2%	27.6%	35.8%	40.0%	37.5%	33.3%	36.0%	31.3%
	2	18.8%	15.0%	19.5%	22.0%	25.0%	21.7%	21.4%	14.3%	19.7%	21.1%	15.8%	20.0%	20.8%	25.0%	22.7%	16.0%
	1 - Very low priority	6.2%	6.7%	14.6%	8.9%	0.0%	4.3%	3.6%	5.7%	12.0%	10.5%	10.5%	8.3%	12.5%	8.3%	10.0%	9.3%
	Other/don't know	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	2.1%	1.7%	0.0%	0.0%	1.3%	2.0%
	Total high priority (5-4)	37.5%	41.7%	26.8%	38.2%	50.0%	43.5%	32.1%	34.3%	34.6%	40.8%	35.8%	30.0%	29.2%	33.3%	30.0%	41.3%
	Total low priority (1-2)	25.0%	21.7%	34.1%	30.9%	25.0%	26.1%	25.0%	20.0%	31.7%	31.6%	26.3%	28.3%	33.3%	33.3%	32.7%	25.3%

		61. Age				62. How long have you lived in the Lamar area?					63. Income					64. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
6. Attracting more big box retail development	5 - Very high priority	50.0%	38.3%	39.0%	47.2%	50.0%	43.5%	42.9%	37.1%	45.2%	43.4%	54.7%	38.3%	33.3%	50.0%	47.3%	40.7%
	4	12.5%	23.3%	20.7%	20.3%	25.0%	17.4%	28.6%	14.3%	20.2%	25.0%	17.9%	21.7%	16.7%	8.3%	17.3%	22.7%
	3	9.4%	21.7%	22.0%	9.8%	0.0%	13.0%	10.7%	20.0%	15.4%	14.5%	10.5%	18.3%	29.2%	25.0%	12.0%	18.7%
	2	9.4%	8.3%	11.0%	12.2%	0.0%	21.7%	14.3%	14.3%	8.7%	7.9%	8.4%	11.7%	4.2%	8.3%	12.7%	8.7%
	1 - Very low priority	18.8%	8.3%	6.1%	7.3%	25.0%	4.3%	3.6%	14.3%	8.2%	7.9%	6.3%	10.0%	12.5%	8.3%	8.7%	8.0%
	Other/don't know	0.0%	0.0%	1.2%	3.3%	0.0%	0.0%	0.0%	0.0%	2.4%	1.3%	2.1%	0.0%	4.2%	0.0%	2.0%	1.3%
	Total high priority (5-4)	62.5%	61.7%	59.8%	67.5%	75.0%	60.9%	71.4%	51.4%	65.4%	68.4%	72.6%	60.0%	50.0%	58.3%	64.7%	63.3%
	Total low priority (1-2)	28.1%	16.7%	17.1%	19.5%	25.0%	26.1%	17.9%	28.6%	16.8%	15.8%	14.7%	21.7%	16.7%	16.7%	21.3%	16.7%
7. How often do you visit Downtown Lamar?	61. Age					62. How long have you lived in the Lamar area?					63. Income					64. Gender	
	18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Once a year or less	0.0%	0.0%	3.7%	5.7%	25.0%	4.3%	0.0%	5.7%	2.4%	5.3%	4.2%	1.7%	0.0%	0.0%	2.7%	4.0%
	Less than once a month	6.2%	5.0%	4.9%	3.3%	0.0%	4.3%	7.1%	5.7%	3.8%	5.3%	5.3%	1.7%	4.2%	8.3%	2.7%	6.0%
	One to five times per month	12.5%	33.3%	24.4%	33.3%	50.0%	26.1%	17.9%	28.6%	29.8%	26.3%	28.4%	31.7%	20.8%	25.0%	27.3%	30.0%
	More than five times a month	81.2%	61.7%	67.1%	56.1%	25.0%	65.2%	75.0%	60.0%	63.0%	61.8%	61.1%	65.0%	75.0%	66.7%	67.3%	58.7%
	Other	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.7%
Don't visit downtown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Don't know	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.5%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	
8. Shopping	61. Age					62. How long have you lived in the Lamar area?					63. Income					64. Gender	
	18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Very often	15.6%	15.0%	20.7%	23.8%	25.0%	13.0%	28.6%	14.3%	20.3%	28.0%	15.8%	23.3%	12.5%	16.7%	18.0%	22.1%
	Somewhat often	37.5%	46.7%	42.7%	32.8%	25.0%	21.7%	32.1%	45.7%	41.1%	34.7%	44.2%	28.3%	58.3%	41.7%	38.0%	40.3%
	Not very often	31.2%	31.7%	28.0%	30.3%	50.0%	47.8%	35.7%	28.6%	27.5%	22.7%	31.6%	36.7%	25.0%	25.0%	30.7%	29.5%
	Not at all	15.6%	6.7%	6.1%	12.3%	0.0%	17.4%	3.6%	11.4%	9.7%	14.7%	7.4%	10.0%	4.2%	16.7%	12.0%	7.4%
	Other/don't know	0.0%	0.0%	2.4%	0.8%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	1.1%	1.7%	0.0%	0.0%	1.3%	0.7%
Very/Somewhat often	53.1%	61.7%	63.4%	56.6%	50.0%	34.8%	60.7%	60.0%	61.4%	62.7%	60.0%	51.7%	70.8%	58.3%	56.0%	62.4%	
Not very/Not at all often	46.9%	38.3%	34.1%	42.6%	50.0%	65.2%	39.3%	40.0%	37.2%	37.3%	38.9%	46.7%	29.2%	41.7%	42.7%	36.9%	
9. Dining	61. Age					62. How long have you lived in the Lamar area?					63. Income					64. Gender	
	18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Very often	18.8%	16.7%	12.2%	17.2%	25.0%	13.0%	21.4%	8.6%	16.4%	12.0%	16.8%	18.3%	8.3%	16.7%	19.3%	12.1%
	Somewhat often	21.9%	21.7%	37.8%	18.9%	25.0%	21.7%	14.3%	22.9%	27.5%	20.0%	29.5%	30.0%	33.3%	8.3%	20.7%	30.2%
	Not very often	40.6%	36.7%	26.8%	40.2%	25.0%	52.2%	50.0%	48.6%	30.0%	40.0%	36.8%	31.7%	25.0%	33.3%	36.7%	34.9%
	Not at all	18.8%	25.0%	23.2%	22.1%	25.0%	13.0%	10.7%	20.0%	25.6%	26.7%	16.8%	20.0%	33.3%	33.3%	22.0%	22.8%
	Other/don't know	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	3.6%	0.0%	0.5%	1.3%	0.0%	0.0%	0.0%	8.3%	1.3%	0.0%
Very/Somewhat often	40.6%	38.3%	50.0%	36.1%	50.0%	34.8%	35.7%	31.4%	44.0%	32.0%	46.3%	48.3%	41.7%	25.0%	40.0%	42.3%	
Not very/Not at all often	59.4%	61.7%	50.0%	62.3%	50.0%	65.2%	60.7%	68.6%	55.6%	66.7%	53.7%	51.7%	58.3%	66.7%	58.7%	57.7%	
10. Entertainment	61. Age					62. How long have you lived in the Lamar area?					63. Income					64. Gender	
	18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Very often	25.0%	6.7%	8.5%	7.4%	0.0%	17.4%	10.7%	8.6%	8.7%	10.7%	11.6%	10.0%	8.3%	0.0%	9.3%	9.4%
	Somewhat often	31.2%	28.3%	32.9%	26.2%	0.0%	8.7%	21.4%	34.3%	31.9%	12.0%	28.4%	38.3%	50.0%	58.3%	28.0%	29.5%
	Not very often	34.4%	46.7%	37.8%	38.5%	100.0%	47.8%	46.4%	31.4%	38.6%	41.3%	37.9%	40.0%	29.2%	25.0%	38.7%	41.6%
	Not at all	9.4%	18.3%	20.7%	27.0%	0.0%	26.1%	21.4%	25.7%	20.3%	36.0%	21.1%	11.7%	12.5%	16.7%	23.3%	19.5%
	Other/don't know	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.1%	0.0%	0.0%	0.0%	0.7%	0.0%
Very/Somewhat often	56.2%	35.0%	41.5%	33.6%	0.0%	26.1%	32.1%	42.9%	40.6%	22.7%	40.0%	48.3%	58.3%	58.3%	37.3%	38.9%	
Not very/Not at all often	43.8%	65.0%	58.5%	65.6%	100.0%	73.9%	67.9%	57.1%	58.9%	77.3%	58.9%	51.7%	41.7%	41.7%	62.0%	61.1%	

		61. Age				62. How long have you lived in the Lamar area?					63. Income					64. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
11. Other outdoor recreation, such as walking	Very often	28.1%	13.3%	14.6%	14.8%	25.0%	13.0%	17.9%	22.9%	14.5%	20.0%	14.7%	13.3%	8.3%	16.7%	16.0%	15.4%
	Somewhat often	25.0%	31.7%	20.7%	13.1%	0.0%	21.7%	21.4%	11.4%	21.7%	22.7%	16.8%	23.3%	41.7%	16.7%	22.7%	18.1%
	Not very often	31.2%	18.3%	34.1%	24.6%	50.0%	17.4%	39.3%	25.7%	26.1%	25.3%	27.4%	28.3%	20.8%	33.3%	22.7%	30.9%
	Not at all	15.6%	35.0%	30.5%	45.1%	25.0%	47.8%	21.4%	40.0%	35.7%	30.7%	37.9%	35.0%	29.2%	33.3%	36.7%	34.9%
	Other/don't know	0.0%	1.7%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	1.9%	1.3%	3.2%	0.0%	0.0%	0.0%	2.0%	0.7%
	Very/Somewhat often	53.1%	45.0%	35.4%	27.9%	25.0%	34.8%	39.3%	34.3%	36.2%	42.7%	31.6%	36.7%	50.0%	33.3%	38.7%	33.6%
	Not very/Not at all often	46.9%	53.3%	64.6%	69.7%	75.0%	65.2%	60.7%	65.7%	61.8%	56.0%	65.3%	63.3%	50.0%	66.7%	59.3%	65.8%
12. Special events	Very often	28.1%	15.0%	17.1%	13.9%	0.0%	17.4%	10.7%	22.9%	16.4%	12.0%	15.8%	21.7%	20.8%	16.7%	14.7%	18.1%
	Somewhat often	34.4%	38.3%	45.1%	40.2%	25.0%	30.4%	53.6%	34.3%	42.0%	32.0%	41.1%	50.0%	50.0%	41.7%	39.3%	42.3%
	Not very often	31.2%	36.7%	28.0%	30.3%	75.0%	52.2%	28.6%	25.7%	29.0%	36.0%	31.6%	23.3%	20.8%	33.3%	32.0%	30.2%
	Not at all	6.2%	10.0%	9.8%	14.8%	0.0%	0.0%	7.1%	17.1%	12.1%	20.0%	10.5%	5.0%	8.3%	8.3%	13.3%	9.4%
	Other/don't know	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.1%	0.0%	0.0%	0.0%	0.7%	0.0%
	Very/Somewhat often	62.5%	53.3%	62.2%	54.1%	25.0%	47.8%	64.3%	57.1%	58.5%	44.0%	56.8%	71.7%	70.8%	58.3%	54.0%	60.4%
	Not very/Not at all often	37.5%	46.7%	37.8%	45.1%	75.0%	52.2%	35.7%	42.9%	41.1%	56.0%	42.1%	28.3%	29.2%	41.7%	45.3%	39.6%
13. Government/post office	Very often	28.1%	30.0%	30.5%	21.3%	25.0%	17.4%	32.1%	25.7%	27.1%	18.7%	25.3%	36.7%	29.2%	41.7%	20.7%	32.2%
	Somewhat often	18.8%	25.0%	36.6%	36.1%	25.0%	39.1%	32.1%	34.3%	31.4%	25.3%	35.8%	30.0%	41.7%	33.3%	35.3%	28.9%
	Not very often	37.5%	35.0%	23.2%	25.4%	25.0%	30.4%	25.0%	28.6%	28.0%	36.0%	27.4%	18.3%	29.2%	16.7%	31.3%	24.2%
	Not at all	15.6%	8.3%	8.5%	16.4%	25.0%	13.0%	10.7%	11.4%	12.1%	18.7%	10.5%	13.3%	0.0%	8.3%	11.3%	13.4%
	Other/don't know	0.0%	1.7%	1.2%	0.8%	0.0%	0.0%	0.0%	0.0%	1.4%	1.3%	1.1%	1.7%	0.0%	0.0%	1.3%	1.3%
	Very/Somewhat often	46.9%	55.0%	67.1%	57.4%	50.0%	56.5%	64.3%	60.0%	58.5%	44.0%	61.1%	66.7%	70.8%	75.0%	56.0%	61.1%
	Not very/Not at all often	53.1%	43.3%	31.7%	41.8%	50.0%	43.5%	35.7%	40.0%	40.1%	54.7%	37.9%	31.7%	29.2%	25.0%	42.7%	37.6%
14. Conducting business	Very often	31.2%	40.0%	40.2%	27.0%	25.0%	21.7%	25.0%	40.0%	35.7%	25.3%	37.9%	36.7%	37.5%	41.7%	26.0%	41.6%
	Somewhat often	37.5%	40.0%	43.9%	36.1%	50.0%	47.8%	35.7%	48.6%	36.7%	33.3%	36.8%	45.0%	50.0%	25.0%	44.0%	34.2%
	Not very often	18.8%	11.7%	13.4%	24.6%	25.0%	17.4%	28.6%	2.9%	19.3%	24.0%	17.9%	13.3%	8.3%	25.0%	19.3%	16.8%
	Not at all	12.5%	8.3%	2.4%	12.3%	0.0%	13.0%	10.7%	8.6%	7.7%	17.3%	7.4%	3.3%	4.2%	8.3%	10.7%	6.7%
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.7%
	Very/Somewhat often	68.8%	80.0%	84.1%	63.1%	75.0%	69.6%	60.7%	88.6%	72.5%	58.7%	74.7%	81.7%	87.5%	66.7%	70.0%	75.8%
	Not very/Not at all often	31.2%	20.0%	15.9%	36.9%	25.0%	30.4%	39.3%	11.4%	27.1%	41.3%	25.3%	16.7%	12.5%	33.3%	30.0%	23.5%
15. Attending church	Very often	18.8%	26.7%	24.4%	37.7%	25.0%	21.7%	42.9%	28.6%	29.0%	34.7%	29.5%	25.0%	25.0%	50.0%	24.7%	34.9%
	Somewhat often	6.2%	5.0%	14.6%	7.4%	50.0%	8.7%	3.6%	5.7%	9.2%	9.3%	7.4%	6.7%	25.0%	0.0%	10.0%	7.4%
	Not very often	40.6%	13.3%	23.2%	13.1%	0.0%	21.7%	17.9%	14.3%	19.8%	10.7%	29.5%	13.3%	16.7%	16.7%	22.0%	15.4%
	Not at all	34.4%	55.0%	36.6%	40.2%	25.0%	47.8%	35.7%	48.6%	40.6%	45.3%	32.6%	51.7%	33.3%	33.3%	42.7%	40.3%
	Other/don't know	0.0%	0.0%	1.2%	1.6%	0.0%	0.0%	0.0%	2.9%	1.4%	0.0%	1.1%	3.3%	0.0%	0.0%	0.7%	2.0%
	Very/Somewhat often	25.0%	31.7%	39.0%	45.1%	75.0%	30.4%	46.4%	34.3%	38.2%	44.0%	36.8%	31.7%	50.0%	50.0%	34.7%	42.3%
	Not very/Not at all often	75.0%	68.3%	59.8%	53.3%	25.0%	69.6%	53.6%	62.9%	60.4%	56.0%	62.1%	65.0%	50.0%	50.0%	64.7%	55.7%

		61. Age				62. How long have you lived in the Lamar area?					63. Income					64. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
16. Visiting the Harry S Truman birthplace	Very often	0.0%	1.7%	1.2%	2.5%	0.0%	4.3%	3.6%	2.9%	1.0%	2.7%	0.0%	3.3%	0.0%	8.3%	2.0%	1.3%
	Somewhat often	3.1%	1.7%	13.4%	9.0%	25.0%	0.0%	7.1%	5.7%	9.2%	9.3%	8.4%	6.7%	8.3%	0.0%	5.3%	10.7%
	Not very often	53.1%	50.0%	42.7%	55.7%	50.0%	39.1%	53.6%	60.0%	50.7%	44.0%	52.6%	56.7%	58.3%	41.7%	50.7%	51.0%
	Not at all	43.8%	41.7%	41.5%	30.3%	25.0%	56.5%	32.1%	28.6%	37.2%	41.3%	35.8%	33.3%	33.3%	50.0%	39.3%	34.9%
	Other/don't know	0.0%	5.0%	1.2%	2.5%	0.0%	0.0%	3.6%	2.9%	1.9%	2.7%	3.2%	0.0%	0.0%	0.0%	2.7%	2.0%
	Very/Somewhat often	3.1%	3.3%	14.6%	11.5%	25.0%	4.3%	10.7%	8.6%	10.1%	12.0%	8.4%	10.0%	8.3%	8.3%	7.3%	12.1%
	Not very/Not at all often	96.9%	91.7%	84.1%	86.1%	75.0%	95.7%	85.7%	88.6%	87.9%	85.3%	88.4%	90.0%	91.7%	91.7%	90.0%	85.9%
17. Of the items I just listed, which would you say is the one reason you most often visit Downtown Lamar?		61. Age				62. How long have you lived in the Lamar area?					63. Income					64. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	Shopping	21.9%	20.0%	8.5%	19.7%	50.0%	8.7%	28.6%	17.1%	15.5%	24.0%	15.8%	13.3%	25.0%	0.0%	12.7%	21.5%
	Dining	12.5%	1.7%	6.1%	5.7%	25.0%	13.0%	0.0%	0.0%	6.3%	4.0%	8.4%	1.7%	4.2%	0.0%	7.3%	4.0%
	Entertainment	9.4%	6.7%	3.7%	5.7%	0.0%	4.3%	3.6%	8.6%	5.8%	2.7%	6.3%	6.7%	16.7%	8.3%	4.7%	6.7%
	Other outdoor recreation	3.1%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.3%	0.0%	0.0%	0.0%	8.3%	0.7%	0.7%
	Special events	3.1%	5.0%	3.7%	0.8%	0.0%	8.7%	0.0%	5.7%	1.9%	4.0%	4.2%	1.7%	0.0%	0.0%	3.3%	2.0%
	government/post office	6.2%	16.7%	24.4%	18.0%	0.0%	21.7%	25.0%	28.6%	15.5%	17.3%	17.9%	20.0%	8.3%	25.0%	19.3%	16.8%
	Conducting business	40.6%	41.7%	47.6%	34.4%	25.0%	30.4%	32.1%	25.7%	44.9%	37.3%	37.9%	41.7%	45.8%	50.0%	42.7%	37.6%
	Attending church	0.0%	5.0%	2.4%	4.1%	0.0%	4.3%	7.1%	5.7%	2.4%	2.7%	2.1%	6.7%	0.0%	8.3%	3.3%	3.4%
Visiting the Harry S Truman birthplace	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%	
Other/don't know	3.1%	3.3%	2.4%	11.5%	0.0%	8.7%	3.6%	8.6%	6.8%	6.7%	7.4%	8.3%	0.0%	0.0%	6.0%	7.4%	
18. Signs to help people find their way around		61. Age				62. How long have you lived in the Lamar area?					63. Income					64. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	Excellent	25.0%	18.3%	11.0%	13.0%	25.0%	17.4%	17.9%	17.1%	13.9%	13.2%	15.8%	16.7%	20.8%	16.7%	18.0%	12.0%
	Good	56.2%	56.7%	68.3%	67.5%	50.0%	47.8%	71.4%	57.1%	65.9%	65.8%	69.5%	63.3%	45.8%	50.0%	62.7%	65.3%
	Not so good	12.5%	11.7%	14.6%	9.8%	0.0%	26.1%	3.6%	14.3%	11.5%	5.3%	11.6%	11.7%	20.8%	25.0%	8.7%	15.3%
Poor	6.2%	10.0%	3.7%	3.3%	0.0%	8.7%	7.1%	8.6%	3.8%	7.9%	2.1%	5.0%	8.3%	8.3%	8.0%	2.0%	
Other/don't know	0.0%	3.3%	2.4%	6.5%	25.0%	0.0%	0.0%	2.9%	4.8%	7.9%	1.1%	3.3%	4.2%	0.0%	2.7%	5.3%	
Excellent/Good	81.2%	75.0%	79.3%	80.5%	75.0%	65.2%	89.3%	74.3%	79.8%	78.9%	85.3%	80.0%	66.7%	66.7%	80.7%	77.3%	
Not so good/Poor	18.8%	21.7%	18.3%	13.0%	0.0%	34.8%	10.7%	22.9%	15.4%	13.2%	13.7%	16.7%	29.2%	33.3%	16.7%	17.3%	
19. Convenient business hours		61. Age				62. How long have you lived in the Lamar area?					63. Income					64. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	Excellent	9.4%	10.0%	4.9%	10.6%	0.0%	13.0%	10.7%	8.6%	8.7%	10.5%	8.4%	8.3%	12.5%	8.3%	10.7%	7.3%
	Good	65.6%	71.7%	70.7%	76.4%	100.0%	56.5%	75.0%	62.9%	76.0%	71.1%	72.6%	75.0%	62.5%	75.0%	70.0%	75.3%
	Not so good	18.8%	15.0%	22.0%	9.8%	0.0%	26.1%	10.7%	25.7%	12.5%	15.8%	14.7%	15.0%	25.0%	8.3%	15.3%	14.7%
Poor	6.2%	3.3%	2.4%	0.8%	0.0%	4.3%	3.6%	2.9%	1.9%	1.3%	3.2%	1.7%	0.0%	8.3%	2.7%	2.0%	
Other/don't know	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	1.0%	1.3%	1.1%	0.0%	0.0%	0.0%	1.3%	0.7%	
Excellent/Good	75.0%	81.7%	75.6%	87.0%	100.0%	69.6%	85.7%	71.4%	84.6%	81.6%	81.1%	83.3%	75.0%	83.3%	80.7%	82.7%	
Not so good/Poor	25.0%	18.3%	24.4%	10.6%	0.0%	30.4%	14.3%	28.6%	14.4%	17.1%	17.9%	16.7%	25.0%	16.7%	18.0%	16.7%	
20. Available green space		61. Age				62. How long have you lived in the Lamar area?					63. Income					64. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	Excellent	21.9%	13.3%	18.3%	22.8%	25.0%	17.4%	7.1%	14.3%	22.6%	17.1%	21.1%	16.7%	12.5%	25.0%	18.0%	21.3%
	Good	56.2%	68.3%	64.6%	59.3%	25.0%	56.5%	60.7%	62.9%	63.5%	59.2%	67.4%	71.7%	62.5%	33.3%	62.0%	62.7%
	Not so good	9.4%	8.3%	6.1%	9.8%	0.0%	13.0%	17.9%	11.4%	6.2%	9.2%	9.5%	1.7%	12.5%	16.7%	8.7%	8.0%
Poor	6.2%	5.0%	2.4%	1.6%	25.0%	8.7%	7.1%	2.9%	1.4%	3.9%	1.1%	1.7%	4.2%	16.7%	4.7%	1.3%	
Other/don't know	6.2%	5.0%	8.5%	6.5%	25.0%	4.3%	7.1%	8.6%	6.2%	10.5%	1.1%	8.3%	8.3%	8.3%	6.7%	6.7%	
Excellent/Good	78.1%	81.7%	82.9%	82.1%	50.0%	73.9%	67.9%	77.1%	86.1%	76.3%	88.4%	88.3%	75.0%	58.3%	80.0%	84.0%	
Not so good/Poor	15.6%	13.3%	8.5%	11.4%	25.0%	21.7%	25.0%	14.3%	7.7%	13.2%	10.5%	3.3%	16.7%	33.3%	13.3%	9.3%	

		61. Age				62. How long have you lived in the Lamar area?					63. Income					64. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
21. Preservation of historic structures	Excellent	21.9%	15.0%	17.1%	6.5%	0.0%	17.4%	14.3%	17.1%	12.0%	9.2%	12.6%	18.3%	12.5%	8.3%	13.3%	12.7%
	Good	71.9%	61.7%	62.2%	64.2%	100.0%	60.9%	57.1%	54.3%	65.4%	60.5%	70.5%	65.0%	54.2%	41.7%	60.0%	66.7%
	Not so good	0.0%	11.7%	14.6%	14.6%	0.0%	8.7%	17.9%	20.0%	11.5%	15.8%	8.4%	6.7%	25.0%	33.3%	14.7%	10.7%
	Poor	3.1%	8.3%	2.4%	7.3%	0.0%	4.3%	3.6%	5.7%	6.2%	5.3%	6.3%	5.0%	8.3%	16.7%	6.7%	4.7%
	Other/don't know	3.1%	3.3%	3.7%	7.3%	0.0%	8.7%	7.1%	2.9%	4.8%	9.2%	2.1%	5.0%	0.0%	0.0%	5.3%	5.3%
	Excellent/Good	93.8%	76.7%	79.3%	70.7%	100.0%	78.3%	71.4%	71.4%	77.4%	69.7%	83.2%	83.3%	66.7%	50.0%	73.3%	79.3%
Not so good/Poor	3.1%	20.0%	17.1%	22.0%	0.0%	13.0%	21.4%	25.7%	17.8%	21.1%	14.7%	11.7%	33.3%	50.0%	21.3%	15.3%	
22. Occupied storefronts	Excellent	9.4%	5.0%	3.7%	4.1%	0.0%	0.0%	10.7%	8.6%	3.8%	10.5%	4.2%	0.0%	4.2%	0.0%	4.0%	5.3%
	Good	62.5%	43.3%	46.3%	48.8%	75.0%	65.2%	50.0%	48.6%	45.7%	48.7%	51.6%	53.3%	33.3%	25.0%	54.0%	43.3%
	Not so good	15.6%	36.7%	37.8%	33.3%	0.0%	21.7%	32.1%	25.7%	37.0%	23.7%	33.7%	36.7%	50.0%	66.7%	32.0%	34.7%
	Poor	6.2%	13.3%	11.0%	7.3%	25.0%	8.7%	3.6%	17.1%	8.7%	9.2%	9.5%	8.3%	12.5%	8.3%	7.3%	11.3%
	Other/don't know	6.2%	1.7%	1.2%	6.5%	0.0%	4.3%	3.6%	0.0%	4.8%	7.9%	1.1%	1.7%	0.0%	0.0%	2.7%	5.3%
	Excellent/Good	71.9%	48.3%	50.0%	52.8%	75.0%	65.2%	60.7%	57.1%	49.5%	59.2%	55.8%	53.3%	37.5%	25.0%	58.0%	48.7%
Not so good/Poor	21.9%	50.0%	48.8%	40.7%	25.0%	30.4%	35.7%	42.9%	45.7%	32.9%	43.2%	45.0%	62.5%	75.0%	39.3%	46.0%	
23. Convenient parking	Excellent	31.2%	23.3%	24.4%	20.3%	0.0%	30.4%	21.4%	17.1%	24.0%	19.7%	23.2%	21.7%	25.0%	50.0%	28.0%	18.0%
	Good	59.4%	70.0%	69.5%	73.2%	75.0%	65.2%	75.0%	77.1%	68.3%	69.7%	70.5%	70.0%	75.0%	41.7%	62.7%	77.3%
	Not so good	6.2%	6.7%	2.4%	3.3%	25.0%	0.0%	3.6%	5.7%	3.8%	6.6%	3.2%	5.0%	0.0%	8.3%	5.3%	2.7%
	Poor	0.0%	0.0%	3.7%	1.6%	0.0%	0.0%	0.0%	0.0%	2.9%	2.6%	1.1%	3.3%	0.0%	0.0%	2.0%	2.0%
	Other/don't know	3.1%	0.0%	0.0%	1.6%	0.0%	4.3%	0.0%	0.0%	1.0%	1.3%	2.1%	0.0%	0.0%	0.0%	2.0%	0.0%
	Excellent/Good	90.6%	93.3%	93.9%	93.5%	75.0%	95.7%	96.4%	94.3%	92.3%	89.5%	93.7%	91.7%	100.0%	91.7%	90.7%	95.3%
Not so good/Poor	6.2%	6.7%	6.1%	4.9%	25.0%	0.0%	3.6%	5.7%	6.7%	9.2%	4.2%	8.3%	0.0%	8.3%	7.3%	4.7%	
24. Diverse mix of businesses	Excellent	9.4%	5.0%	1.2%	1.6%	0.0%	13.0%	3.6%	5.7%	1.4%	1.3%	7.4%	1.7%	0.0%	0.0%	5.3%	0.7%
	Good	50.0%	53.3%	46.3%	48.0%	100.0%	39.1%	67.9%	42.9%	48.1%	50.0%	49.5%	51.7%	45.8%	41.7%	46.0%	52.0%
	Not so good	34.4%	25.0%	37.8%	36.6%	0.0%	43.5%	14.3%	42.9%	35.6%	26.3%	32.6%	36.7%	37.5%	41.7%	34.7%	34.0%
	Poor	6.2%	11.7%	14.6%	8.1%	0.0%	4.3%	7.1%	8.6%	12.0%	13.2%	9.5%	8.3%	16.7%	16.7%	10.0%	10.7%
	Other/don't know	0.0%	5.0%	0.0%	5.7%	0.0%	0.0%	7.1%	0.0%	2.9%	9.2%	1.1%	1.7%	0.0%	0.0%	4.0%	2.7%
	Excellent/Good	59.4%	58.3%	47.6%	49.6%	100.0%	52.2%	71.4%	48.6%	49.5%	51.3%	56.8%	53.3%	45.8%	41.7%	51.3%	52.7%
Not so good/Poor	40.6%	36.7%	52.4%	44.7%	0.0%	47.8%	21.4%	51.4%	47.6%	39.5%	42.1%	45.0%	54.2%	58.3%	44.7%	44.7%	
25. Dining options	Excellent	3.1%	5.0%	7.3%	4.9%	0.0%	0.0%	3.6%	11.4%	5.3%	9.2%	2.1%	10.0%	0.0%	0.0%	4.7%	6.0%
	Good	28.1%	31.7%	20.7%	38.2%	50.0%	39.1%	35.7%	20.0%	30.8%	40.8%	38.9%	15.0%	16.7%	16.7%	32.0%	30.0%
	Not so good	50.0%	41.7%	39.0%	33.3%	25.0%	39.1%	39.3%	42.9%	37.5%	31.6%	40.0%	43.3%	41.7%	50.0%	40.7%	35.3%
	Poor	15.6%	20.0%	30.5%	18.7%	25.0%	21.7%	21.4%	17.1%	23.6%	10.5%	17.9%	31.7%	41.7%	33.3%	20.7%	24.0%
	Other/don't know	3.1%	1.7%	2.4%	4.9%	0.0%	0.0%	0.0%	8.6%	2.9%	7.9%	1.1%	0.0%	0.0%	0.0%	2.0%	4.7%
	Excellent/Good	31.2%	36.7%	28.0%	43.1%	50.0%	39.1%	39.3%	31.4%	36.1%	50.0%	41.1%	25.0%	16.7%	16.7%	36.7%	36.0%
Not so good/Poor	65.6%	61.7%	69.5%	52.0%	50.0%	60.9%	60.7%	60.0%	61.1%	42.1%	57.9%	75.0%	83.3%	83.3%	61.3%	59.3%	

		61. Age				62. How long have you lived in the Lamar area?					63. Income					64. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
26. Entertainment options	Excellent	15.6%	1.7%	6.1%	4.9%	0.0%	21.7%	3.6%	5.7%	4.3%	3.9%	8.4%	5.0%	4.2%	16.7%	8.0%	3.3%
	Good	28.1%	33.3%	32.9%	42.3%	25.0%	30.4%	35.7%	20.0%	40.4%	39.5%	40.0%	28.3%	37.5%	0.0%	33.3%	39.3%
	Not so good	34.4%	45.0%	35.4%	31.7%	25.0%	39.1%	46.4%	40.0%	33.7%	26.3%	35.8%	48.3%	25.0%	50.0%	38.0%	33.3%
	Poor	21.9%	18.3%	22.0%	10.6%	25.0%	4.3%	14.3%	31.4%	15.4%	18.4%	11.6%	18.3%	29.2%	33.3%	16.7%	16.0%
	Other/don't know	0.0%	1.7%	3.7%	10.6%	25.0%	4.3%	0.0%	2.9%	6.2%	11.8%	4.2%	0.0%	4.2%	0.0%	4.0%	8.0%
	Excellent/Good	43.8%	35.0%	39.0%	47.2%	25.0%	52.2%	39.3%	25.7%	44.7%	43.4%	48.4%	33.3%	41.7%	16.7%	41.3%	42.7%
Not so good/Poor	56.2%	63.3%	57.3%	42.3%	50.0%	43.5%	60.7%	71.4%	49.0%	44.7%	47.4%	66.7%	54.2%	83.3%	54.7%	49.3%	
27. Condition of streets	Excellent	9.4%	8.3%	3.7%	8.1%	25.0%	4.3%	10.7%	8.6%	6.2%	10.5%	4.2%	5.0%	12.5%	8.3%	9.3%	4.7%
	Good	71.9%	61.7%	76.8%	63.4%	50.0%	56.5%	67.9%	71.4%	68.8%	59.2%	73.7%	70.0%	70.8%	58.3%	62.7%	73.3%
	Not so good	9.4%	23.3%	13.4%	20.3%	25.0%	30.4%	17.9%	8.6%	17.8%	22.4%	15.8%	18.3%	12.5%	8.3%	19.3%	16.0%
	Poor	6.2%	6.7%	6.1%	5.7%	0.0%	4.3%	3.6%	11.4%	5.8%	6.6%	5.3%	6.7%	0.0%	25.0%	8.0%	4.0%
	Other/don't know	3.1%	0.0%	0.0%	2.4%	0.0%	4.3%	0.0%	0.0%	1.4%	1.3%	1.1%	0.0%	4.2%	0.0%	0.7%	2.0%
	Excellent/Good	81.2%	70.0%	80.5%	71.5%	75.0%	60.9%	78.6%	80.0%	75.0%	69.7%	77.9%	75.0%	83.3%	66.7%	72.0%	78.0%
Not so good/Poor	15.6%	30.0%	19.5%	26.0%	25.0%	34.8%	21.4%	20.0%	23.6%	28.9%	21.1%	25.0%	12.5%	33.3%	27.3%	20.0%	
28. Condition of sidewalks	Excellent	25.0%	13.3%	12.2%	4.1%	25.0%	17.4%	7.1%	14.3%	9.1%	6.6%	11.6%	11.7%	20.8%	16.7%	14.7%	6.0%
	Good	56.2%	56.7%	68.3%	67.5%	50.0%	69.6%	53.6%	68.6%	64.4%	64.5%	61.1%	66.7%	62.5%	66.7%	64.7%	64.0%
	Not so good	12.5%	15.0%	12.2%	15.4%	0.0%	13.0%	32.1%	2.9%	14.4%	14.5%	15.8%	13.3%	8.3%	8.3%	12.0%	16.7%
	Poor	6.2%	10.0%	7.3%	5.7%	25.0%	0.0%	7.1%	11.4%	6.7%	10.5%	4.2%	6.7%	8.3%	8.3%	7.3%	6.7%
	Other/don't know	0.0%	5.0%	0.0%	7.3%	0.0%	0.0%	0.0%	2.9%	5.3%	3.9%	7.4%	1.7%	0.0%	0.0%	1.3%	6.7%
	Excellent/Good	81.2%	70.0%	80.5%	71.5%	75.0%	87.0%	60.7%	82.9%	73.6%	71.1%	72.6%	78.3%	83.3%	83.3%	79.3%	70.0%
Not so good/Poor	18.8%	25.0%	19.5%	21.1%	25.0%	13.0%	39.3%	14.3%	21.2%	25.0%	20.0%	20.0%	16.7%	16.7%	19.3%	23.3%	
29. Safety during the day	Excellent	40.6%	33.3%	41.5%	30.1%	25.0%	34.8%	28.6%	48.6%	34.1%	26.3%	33.7%	45.0%	45.8%	41.7%	37.3%	32.7%
	Good	53.1%	51.7%	53.7%	65.9%	75.0%	56.5%	57.1%	42.9%	61.1%	59.2%	62.1%	50.0%	50.0%	58.3%	55.3%	61.3%
	Not so good	3.1%	5.0%	1.2%	1.6%	0.0%	4.3%	3.6%	5.7%	1.4%	5.3%	1.1%	1.7%	4.2%	0.0%	3.3%	1.3%
	Poor	3.1%	3.3%	3.7%	0.8%	0.0%	4.3%	3.6%	2.9%	1.9%	6.6%	0.0%	1.7%	0.0%	0.0%	2.7%	2.0%
	Other/don't know	0.0%	6.7%	0.0%	1.6%	0.0%	0.0%	7.1%	0.0%	1.4%	2.6%	3.2%	1.7%	0.0%	0.0%	1.3%	2.7%
	Excellent/Good	93.8%	85.0%	95.1%	95.9%	100.0%	91.3%	85.7%	91.4%	95.2%	85.5%	95.8%	95.0%	95.8%	100.0%	92.7%	94.0%
Not so good/Poor	6.2%	8.3%	4.9%	2.4%	0.0%	8.7%	7.1%	8.6%	3.4%	11.8%	1.1%	3.3%	4.2%	0.0%	6.0%	3.3%	
30. Safety at night	Excellent	31.2%	20.0%	23.2%	13.0%	0.0%	21.7%	10.7%	25.7%	19.7%	18.4%	12.6%	23.3%	33.3%	50.0%	24.0%	14.7%
	Good	56.2%	61.7%	68.3%	51.2%	50.0%	60.9%	64.3%	51.4%	59.6%	50.0%	64.2%	61.7%	58.3%	50.0%	56.7%	60.7%
	Not so good	0.0%	5.0%	3.7%	8.1%	0.0%	0.0%	14.3%	2.9%	5.3%	6.6%	7.4%	3.3%	0.0%	0.0%	5.3%	5.3%
	Poor	3.1%	5.0%	0.0%	4.9%	25.0%	8.7%	3.6%	2.9%	2.4%	3.9%	1.1%	3.3%	8.3%	0.0%	3.3%	3.3%
	Other/don't know	9.4%	8.3%	4.9%	22.8%	25.0%	8.7%	7.1%	17.1%	13.0%	21.1%	14.7%	8.3%	0.0%	0.0%	10.7%	16.0%
	Excellent/Good	87.5%	81.7%	91.5%	64.2%	50.0%	82.6%	75.0%	77.1%	79.3%	68.4%	76.8%	85.0%	91.7%	100.0%	80.7%	75.3%
Not so good/Poor	3.1%	10.0%	3.7%	13.0%	25.0%	8.7%	17.9%	5.7%	7.7%	10.5%	8.4%	6.7%	8.3%	0.0%	8.7%	8.7%	

		61. Age				62. How long have you lived in the Lamar area?					63. Income					64. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
31. How important would you say it is that Lamar work to retain its Downtown's historic character?	Very	50.0%	45.0%	48.8%	48.8%	25.0%	47.8%	46.4%	45.7%	49.0%	43.4%	50.5%	50.0%	54.2%	16.7%	42.0%	54.0%
	Somewhat	34.4%	46.7%	41.5%	39.8%	50.0%	39.1%	39.3%	45.7%	41.3%	40.8%	40.0%	45.0%	29.2%	75.0%	42.7%	40.0%
	Not very	9.4%	5.0%	3.7%	6.5%	25.0%	8.7%	3.6%	2.9%	5.8%	9.2%	3.2%	3.3%	16.7%	0.0%	8.7%	2.7%
	Not at all	6.2%	3.3%	3.7%	3.3%	0.0%	4.3%	10.7%	5.7%	2.4%	5.3%	5.3%	1.7%	0.0%	8.3%	5.3%	2.0%
	Other/don't know	0.0%	0.0%	2.4%	1.6%	0.0%	0.0%	0.0%	0.0%	1.4%	1.3%	1.1%	0.0%	0.0%	0.0%	1.3%	1.3%
	Very/Somewhat important	84.4%	91.7%	90.2%	88.6%	75.0%	87.0%	85.7%	91.4%	90.4%	84.2%	90.5%	95.0%	83.3%	91.7%	84.7%	94.0%
	Not very/Not at all important	15.6%	8.3%	7.3%	9.8%	25.0%	13.0%	14.3%	8.6%	8.2%	14.5%	8.4%	5.0%	16.7%	8.3%	14.0%	4.7%
32. Lodging such as hotel, motel or bed and breakfast	5 - Very high priority	6.2%	10.0%	11.0%	9.8%	0.0%	13.0%	7.1%	11.4%	9.6%	15.8%	8.4%	13.3%	0.0%	0.0%	8.7%	10.7%
	4	6.2%	21.7%	17.1%	18.7%	25.0%	8.7%	14.3%	28.6%	16.8%	23.7%	16.8%	20.0%	12.5%	8.3%	14.7%	20.0%
	3	37.5%	25.0%	29.3%	22.8%	50.0%	13.0%	50.0%	14.3%	26.4%	21.1%	32.6%	28.3%	25.0%	25.0%	28.0%	25.3%
	2	40.6%	21.7%	23.2%	19.5%	25.0%	47.8%	25.0%	25.7%	20.2%	18.4%	25.3%	21.7%	16.7%	41.7%	25.3%	21.3%
	1 - Very low priority	9.4%	21.7%	18.3%	26.0%	0.0%	17.4%	3.6%	17.1%	25.5%	18.4%	16.8%	16.7%	45.8%	25.0%	22.0%	20.7%
	Other/don't know	0.0%	0.0%	1.2%	3.3%	0.0%	0.0%	0.0%	2.9%	1.4%	2.6%	0.0%	0.0%	0.0%	0.0%	1.3%	2.0%
	Total high priority (5-4)	12.5%	31.7%	28.0%	28.5%	25.0%	21.7%	21.4%	40.0%	26.4%	39.5%	25.3%	33.3%	12.5%	8.3%	23.3%	30.7%
Total low priority (1-2)	50.0%	43.3%	41.5%	45.5%	25.0%	65.2%	28.6%	42.9%	45.7%	36.8%	42.1%	38.3%	62.5%	66.7%	47.3%	42.0%	
33. Family or casual style dining	5 - Very high priority	46.9%	38.3%	43.9%	31.7%	25.0%	65.2%	39.3%	37.1%	35.1%	36.8%	35.8%	46.7%	33.3%	41.7%	36.7%	39.3%
	4	37.5%	43.3%	36.6%	20.3%	25.0%	17.4%	32.1%	37.1%	31.7%	21.1%	31.6%	33.3%	54.2%	25.0%	27.3%	35.3%
	3	9.4%	11.7%	12.2%	25.2%	50.0%	13.0%	17.9%	5.7%	19.2%	18.4%	22.1%	13.3%	4.2%	16.7%	19.3%	15.3%
	2	0.0%	1.7%	2.4%	12.2%	0.0%	0.0%	7.1%	8.6%	6.2%	7.9%	8.4%	0.0%	4.2%	16.7%	8.0%	4.0%
	1 - Very low priority	6.2%	5.0%	4.9%	8.1%	0.0%	4.3%	3.6%	11.4%	6.2%	14.5%	1.1%	6.7%	4.2%	0.0%	7.3%	5.3%
	Other/don't know	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	1.4%	1.3%	1.1%	0.0%	0.0%	0.0%	1.3%	0.7%
	Total high priority (5-4)	84.4%	81.7%	80.5%	52.0%	50.0%	82.6%	71.4%	74.3%	66.8%	57.9%	67.4%	80.0%	87.5%	66.7%	64.0%	74.7%
Total low priority (1-2)	6.2%	6.7%	7.3%	20.3%	0.0%	4.3%	10.7%	20.0%	12.5%	22.4%	9.5%	6.7%	8.3%	16.7%	15.3%	9.3%	
34. Fine Dining	5 - Very high priority	34.4%	31.7%	23.2%	22.8%	25.0%	26.1%	32.1%	25.7%	25.0%	28.9%	24.2%	23.3%	29.2%	50.0%	28.7%	22.7%
	4	31.2%	28.3%	32.9%	13.0%	50.0%	43.5%	25.0%	20.0%	21.2%	18.4%	33.7%	21.7%	29.2%	8.3%	22.0%	26.0%
	3	15.6%	28.3%	25.6%	25.2%	25.0%	13.0%	28.6%	20.0%	26.9%	19.7%	21.1%	38.3%	20.8%	25.0%	23.3%	26.7%
	2	9.4%	1.7%	7.3%	13.8%	0.0%	4.3%	10.7%	14.3%	8.7%	10.5%	6.3%	10.0%	4.2%	8.3%	10.0%	8.0%
	1 - Very low priority	9.4%	10.0%	9.8%	21.1%	0.0%	13.0%	3.6%	17.1%	15.9%	17.1%	13.7%	6.7%	16.7%	8.3%	15.3%	13.3%
	Other/don't know	0.0%	0.0%	1.2%	4.1%	0.0%	0.0%	0.0%	2.9%	2.4%	5.3%	1.1%	0.0%	0.0%	0.0%	0.7%	3.3%
	Total high priority (5-4)	65.6%	60.0%	56.1%	35.8%	75.0%	69.6%	57.1%	45.7%	46.2%	47.4%	57.9%	45.0%	58.3%	58.3%	50.7%	48.7%
Total low priority (1-2)	18.8%	11.7%	17.1%	35.0%	0.0%	17.4%	14.3%	31.4%	24.5%	27.6%	20.0%	16.7%	20.8%	16.7%	25.3%	21.3%	
35. Ice cream shop	5 - Very high priority	12.5%	15.0%	19.5%	13.8%	0.0%	21.7%	28.6%	14.3%	13.0%	18.4%	15.8%	18.3%	8.3%	8.3%	14.7%	16.7%
	4	15.6%	30.0%	26.8%	22.0%	50.0%	8.7%	17.9%	37.1%	24.5%	30.3%	20.0%	16.7%	41.7%	25.0%	20.0%	28.7%
	3	40.6%	31.7%	30.5%	30.1%	50.0%	43.5%	25.0%	17.1%	33.2%	23.7%	35.8%	35.0%	20.8%	41.7%	34.0%	28.7%
	2	15.6%	13.3%	13.4%	13.0%	0.0%	21.7%	17.9%	11.4%	13.0%	15.8%	12.6%	15.0%	8.3%	16.7%	15.3%	12.0%
	1 - Very low priority	15.6%	10.0%	9.8%	17.9%	0.0%	4.3%	10.7%	20.0%	14.4%	9.2%	15.8%	15.0%	20.8%	8.3%	15.3%	12.0%
	Other/don't know	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	1.9%	2.6%	0.0%	0.0%	0.0%	0.0%	0.7%	2.0%
	Total high priority (5-4)	28.1%	45.0%	46.3%	35.8%	50.0%	30.4%	46.4%	51.4%	37.5%	48.7%	35.8%	35.0%	50.0%	33.3%	34.7%	45.3%
Total low priority (1-2)	31.2%	23.3%	23.2%	30.9%	0.0%	26.1%	28.6%	31.4%	27.4%	25.0%	28.4%	30.0%	29.2%	25.0%	30.7%	24.0%	

		61. Age				62. How long have you lived in the Lamar area?					63. Income					64. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
36. Antique shops	5 - Very high priority	3.1%	11.7%	4.9%	6.5%	50.0%	0.0%	7.1%	14.3%	4.8%	9.2%	4.2%	10.0%	8.3%	0.0%	7.3%	6.0%
	4	9.4%	18.3%	14.6%	13.0%	25.0%	13.0%	14.3%	8.6%	14.9%	19.7%	14.7%	15.0%	8.3%	0.0%	8.0%	20.7%
	3	46.9%	31.7%	42.7%	29.3%	0.0%	39.1%	32.1%	34.3%	36.5%	27.6%	32.6%	35.0%	45.8%	58.3%	34.0%	36.7%
	2	28.1%	26.7%	18.3%	23.6%	25.0%	30.4%	28.6%	34.3%	19.7%	19.7%	27.4%	25.0%	12.5%	25.0%	30.0%	16.0%
	1 - Very low priority	12.5%	10.0%	18.3%	26.0%	0.0%	17.4%	14.3%	8.6%	22.6%	22.4%	17.9%	15.0%	25.0%	16.7%	20.0%	18.7%
	Other/don't know	0.0%	1.7%	1.2%	1.6%	0.0%	0.0%	3.6%	0.0%	1.4%	1.3%	3.2%	0.0%	0.0%	0.0%	0.7%	2.0%
	Total high priority (5-4)	12.5%	30.0%	19.5%	19.5%	75.0%	13.0%	21.4%	22.9%	19.7%	28.9%	18.9%	25.0%	16.7%	0.0%	15.3%	26.7%
	Total low priority (1-2)	40.6%	36.7%	36.6%	49.6%	25.0%	47.8%	42.9%	42.9%	42.3%	42.1%	45.3%	40.0%	37.5%	41.7%	50.0%	34.7%
37. Art galleries and shops	5 - Very high priority	6.2%	11.7%	9.8%	9.8%	0.0%	4.3%	3.6%	22.9%	8.7%	18.4%	7.4%	8.3%	4.2%	8.3%	8.7%	10.7%
	4	21.9%	13.3%	19.5%	13.8%	75.0%	39.1%	14.3%	11.4%	13.0%	17.1%	14.7%	21.7%	16.7%	8.3%	16.0%	16.0%
	3	37.5%	38.3%	32.9%	35.0%	0.0%	30.4%	53.6%	31.4%	35.6%	30.3%	46.3%	25.0%	37.5%	33.3%	31.3%	40.0%
	2	12.5%	21.7%	18.3%	16.3%	0.0%	17.4%	21.4%	28.6%	15.9%	19.7%	13.7%	20.0%	12.5%	33.3%	18.7%	16.7%
	1 - Very low priority	21.9%	15.0%	19.5%	25.2%	25.0%	8.7%	7.1%	5.7%	26.9%	14.5%	17.9%	25.0%	29.2%	16.7%	25.3%	16.7%
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Total high priority (5-4)	28.1%	25.0%	29.3%	23.6%	75.0%	43.5%	17.9%	34.3%	21.6%	35.5%	22.1%	30.0%	20.8%	16.7%	24.7%	26.7%
	Total low priority (1-2)	34.4%	36.7%	37.8%	41.5%	25.0%	26.1%	28.6%	34.3%	42.8%	34.2%	31.6%	45.0%	41.7%	50.0%	44.0%	33.3%
38. Convenience store or grocery store	5 - Very high priority	21.9%	20.0%	15.9%	28.5%	25.0%	26.1%	35.7%	14.3%	21.2%	36.8%	18.9%	18.3%	4.2%	8.3%	16.7%	28.0%
	4	9.4%	21.7%	20.7%	18.7%	25.0%	8.7%	10.7%	22.9%	20.7%	21.1%	20.0%	20.0%	12.5%	16.7%	20.0%	18.7%
	3	9.4%	20.0%	24.4%	18.7%	0.0%	17.4%	25.0%	14.3%	20.2%	14.5%	22.1%	20.0%	29.2%	16.7%	20.7%	18.0%
	2	28.1%	16.7%	15.9%	13.8%	25.0%	17.4%	10.7%	22.9%	15.9%	9.2%	17.9%	21.7%	20.8%	33.3%	18.7%	14.0%
	1 - Very low priority	31.2%	21.7%	22.0%	19.5%	25.0%	26.1%	17.9%	25.7%	21.6%	18.4%	21.1%	18.3%	33.3%	25.0%	22.7%	21.3%
	Other/don't know	0.0%	0.0%	1.2%	0.8%	0.0%	4.3%	0.0%	0.0%	0.5%	0.0%	0.0%	1.7%	0.0%	0.0%	1.3%	0.0%
	Total high priority (5-4)	31.2%	41.7%	36.6%	47.2%	50.0%	34.8%	46.4%	37.1%	41.8%	57.9%	38.9%	38.3%	16.7%	25.0%	36.7%	46.7%
	Total low priority (1-2)	59.4%	38.3%	37.8%	33.3%	50.0%	43.5%	28.6%	48.6%	37.5%	27.6%	38.9%	40.0%	54.2%	58.3%	41.3%	35.3%
39. Clothing stores	5 - Very high priority	21.9%	25.0%	23.2%	27.6%	0.0%	21.7%	35.7%	25.7%	24.0%	32.9%	24.2%	25.0%	25.0%	16.7%	16.7%	33.3%
	4	34.4%	35.0%	30.5%	25.2%	0.0%	26.1%	32.1%	34.3%	30.8%	23.7%	36.8%	26.7%	33.3%	33.3%	27.3%	33.3%
	3	28.1%	26.7%	30.5%	22.8%	75.0%	17.4%	17.9%	25.7%	26.9%	21.1%	22.1%	33.3%	29.2%	33.3%	30.7%	21.3%
	2	9.4%	6.7%	11.0%	14.6%	25.0%	30.4%	7.1%	5.7%	10.6%	9.2%	13.7%	8.3%	12.5%	8.3%	14.7%	8.0%
	1 - Very low priority	6.2%	6.7%	3.7%	9.8%	0.0%	0.0%	7.1%	8.6%	7.7%	13.2%	3.2%	6.7%	0.0%	0.0%	10.0%	4.0%
	Other/don't know	0.0%	0.0%	1.2%	0.0%	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.3%	0.7%	0.0%
	Total high priority (5-4)	56.2%	60.0%	53.7%	52.8%	0.0%	47.8%	67.9%	60.0%	54.8%	56.6%	61.1%	51.7%	58.3%	50.0%	44.0%	66.7%
	Total low priority (1-2)	15.6%	13.3%	14.6%	24.4%	25.0%	30.4%	14.3%	14.3%	18.3%	22.4%	16.8%	15.0%	12.5%	8.3%	24.7%	12.0%
40. Arcade or other attraction aimed at teenagers	5 - Very high priority	43.8%	28.3%	20.7%	13.0%	0.0%	30.4%	21.4%	37.1%	18.3%	32.9%	27.4%	16.7%	8.3%	0.0%	21.3%	22.0%
	4	28.1%	25.0%	25.6%	17.9%	25.0%	39.1%	17.9%	22.9%	21.2%	13.2%	22.1%	30.0%	29.2%	33.3%	20.0%	25.3%
	3	18.8%	31.7%	24.4%	27.6%	0.0%	17.4%	32.1%	17.1%	28.8%	14.5%	32.6%	26.7%	33.3%	41.7%	29.3%	23.3%
	2	6.2%	5.0%	15.9%	14.6%	0.0%	8.7%	25.0%	2.9%	13.0%	14.5%	8.4%	8.3%	16.7%	25.0%	16.7%	8.0%
	1 - Very low priority	3.1%	10.0%	12.2%	18.7%	50.0%	4.3%	0.0%	11.4%	15.9%	19.7%	5.3%	16.7%	12.5%	0.0%	10.7%	16.0%
	Other/don't know	0.0%	0.0%	1.2%	8.1%	25.0%	0.0%	3.6%	8.6%	2.9%	5.3%	4.2%	1.7%	0.0%	0.0%	2.0%	5.3%
	Total high priority (5-4)	71.9%	53.3%	46.3%	30.9%	25.0%	69.6%	39.3%	60.0%	39.4%	46.1%	49.5%	46.7%	37.5%	33.3%	41.3%	47.3%
	Total low priority (1-2)	9.4%	15.0%	28.0%	33.3%	50.0%	13.0%	25.0%	14.3%	28.8%	34.2%	13.7%	25.0%	29.2%	25.0%	27.3%	24.0%

		61. Age				62. How long have you lived in the Lamar area?					63. Income					64. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
41. Bars/nightclubs	5 - Very high priority	15.6%	5.0%	3.7%	4.1%	0.0%	4.3%	10.7%	8.6%	4.3%	6.6%	3.2%	3.3%	12.5%	25.0%	8.0%	2.7%
	4	6.2%	3.3%	3.7%	1.6%	0.0%	0.0%	0.0%	4.3%	3.9%	3.2%	3.3%	4.2%	0.0%	1.3%	4.7%	
	3	15.6%	25.0%	17.1%	11.4%	0.0%	4.3%	17.9%	11.4%	17.8%	9.2%	20.0%	20.0%	16.7%	25.0%	16.7%	15.3%
	2	18.8%	20.0%	14.6%	6.5%	0.0%	17.4%	14.3%	14.3%	12.0%	11.8%	14.7%	11.7%	8.3%	25.0%	16.0%	9.3%
	1 - Very low priority	40.6%	45.0%	57.3%	66.7%	100.0%	69.6%	53.6%	62.9%	55.3%	61.8%	53.7%	56.7%	58.3%	25.0%	52.7%	62.0%
	Other/don't know	3.1%	1.7%	3.7%	9.8%	0.0%	4.3%	3.6%	2.9%	6.2%	6.6%	5.3%	5.0%	0.0%	0.0%	5.3%	6.0%
	Total high priority (5-4)	21.9%	8.3%	7.3%	5.7%	0.0%	4.3%	10.7%	8.6%	8.7%	10.5%	6.3%	6.7%	16.7%	25.0%	9.3%	7.3%
Total low priority (1-2)	59.4%	65.0%	72.0%	73.2%	100.0%	87.0%	67.9%	77.1%	67.3%	73.7%	68.4%	68.3%	66.7%	50.0%	68.7%	71.3%	
42. Bookstore	5 - Very high priority	18.8%	18.3%	14.6%	14.6%	0.0%	17.4%	28.6%	25.7%	12.0%	21.1%	16.8%	11.7%	12.5%	16.7%	12.0%	19.3%
	4	18.8%	26.7%	26.8%	13.8%	50.0%	39.1%	10.7%	20.0%	19.7%	21.1%	15.8%	25.0%	29.2%	25.0%	20.7%	20.7%
	3	31.2%	33.3%	35.4%	30.1%	25.0%	21.7%	35.7%	25.7%	34.1%	31.6%	31.6%	33.3%	37.5%	33.3%	29.3%	35.3%
	2	25.0%	10.0%	15.9%	18.7%	0.0%	8.7%	21.4%	17.1%	17.8%	11.8%	25.3%	10.0%	16.7%	16.7%	21.3%	12.7%
	1 - Very low priority	6.2%	11.7%	7.3%	20.3%	25.0%	13.0%	3.6%	11.4%	14.9%	13.2%	8.4%	20.0%	4.2%	8.3%	16.0%	10.7%
	Other/don't know	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	1.4%	1.3%	2.1%	0.0%	0.0%	0.0%	0.7%	1.3%
	Total high priority (5-4)	37.5%	45.0%	41.5%	28.5%	50.0%	56.5%	39.3%	45.7%	31.7%	42.1%	32.6%	36.7%	41.7%	41.7%	32.7%	40.0%
Total low priority (1-2)	31.2%	21.7%	23.2%	39.0%	25.0%	21.7%	25.0%	28.6%	32.7%	25.0%	33.7%	30.0%	20.8%	25.0%	37.3%	23.3%	
43. Of the items I just listed, what business would you most like to see in Downtown Lamar?	Lodging such as hotel, motel or bed and breakfast	3.1%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	1.0%	2.6%	0.0%	0.0%	0.0%	0.7%	0.7%	
	Family of casual style dining	21.9%	31.7%	29.3%	22.8%	25.0%	26.1%	35.7%	22.9%	26.0%	15.8%	28.4%	30.0%	45.8%	8.3%	24.7%	28.0%
	Fine dining	15.6%	15.0%	22.0%	13.0%	0.0%	30.4%	14.3%	17.1%	14.9%	9.2%	15.8%	21.7%	12.5%	66.7%	21.3%	10.7%
	Ice cream shop	0.0%	3.3%	2.4%	3.3%	0.0%	0.0%	3.6%	0.0%	3.4%	5.3%	2.1%	3.3%	0.0%	0.0%	4.7%	0.7%
	Antique shops	0.0%	5.0%	2.4%	2.4%	0.0%	0.0%	0.0%	5.7%	2.9%	2.6%	2.1%	3.3%	8.3%	0.0%	2.0%	3.3%
	Art galleries and shops	0.0%	1.7%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	2.1%	1.7%	0.0%	0.0%	1.3%	0.7%
	Convenience store or grocery store	3.1%	0.0%	2.4%	8.1%	0.0%	4.3%	3.6%	0.0%	5.3%	3.9%	5.3%	1.7%	4.2%	0.0%	5.3%	3.3%
	Clothing stores	12.5%	13.3%	17.1%	19.5%	0.0%	8.7%	17.9%	14.3%	17.8%	18.4%	21.1%	8.3%	8.3%	8.3%	8.0%	25.3%
	Arcade or other attraction aimed at teenagers	25.0%	16.7%	6.1%	1.6%	0.0%	13.0%	3.6%	14.3%	8.2%	11.8%	9.5%	10.0%	4.2%	8.3%	11.3%	6.0%
	Bars/night clubs	6.2%	3.3%	0.0%	0.0%	0.0%	0.0%	3.6%	5.7%	0.5%	2.6%	0.0%	1.7%	4.2%	0.0%	2.7%	0.0%
	Bookstore	3.1%	6.7%	6.1%	5.7%	25.0%	4.3%	7.1%	8.6%	4.8%	7.9%	6.3%	1.7%	8.3%	0.0%	5.3%	6.0%
Other	9.4%	3.3%	9.8%	22.8%	50.0%	13.0%	10.7%	11.4%	13.9%	19.7%	7.4%	16.7%	4.2%	8.3%	12.7%	15.3%	
44. Adding green space	5 - Very high priority	15.6%	11.7%	8.5%	6.5%	25.0%	8.7%	10.7%	20.0%	6.2%	14.5%	4.2%	11.7%	8.3%	0.0%	10.0%	8.0%
	4	18.8%	13.3%	13.4%	10.6%	0.0%	26.1%	7.1%	22.9%	10.6%	18.4%	10.5%	15.0%	12.5%	0.0%	11.3%	14.7%
	3	31.2%	36.7%	25.6%	32.5%	0.0%	30.4%	46.4%	22.9%	31.7%	28.9%	42.1%	20.0%	33.3%	41.7%	30.0%	32.7%
	2	12.5%	20.0%	19.5%	21.1%	75.0%	17.4%	14.3%	17.1%	19.7%	14.5%	24.2%	21.7%	12.5%	25.0%	22.0%	16.7%
	1 - Very low priority	21.9%	18.3%	30.5%	27.6%	0.0%	17.4%	21.4%	17.1%	29.8%	22.4%	18.9%	31.7%	33.3%	33.3%	26.7%	25.3%
	Other/don't know	0.0%	0.0%	2.4%	1.6%	0.0%	0.0%	0.0%	1.9%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%
	Total high priority (5-4)	34.4%	25.0%	22.0%	17.1%	25.0%	34.8%	17.9%	42.9%	16.8%	32.9%	14.7%	26.7%	20.8%	0.0%	21.3%	22.7%
Total low priority (1-2)	34.4%	38.3%	50.0%	48.8%	75.0%	34.8%	35.7%	34.3%	49.5%	36.8%	43.2%	53.3%	45.8%	58.3%	48.7%	42.0%	
45. Improving lighting	5 - Very high priority	12.5%	15.0%	6.1%	17.9%	0.0%	21.7%	14.3%	8.6%	13.0%	21.1%	12.6%	10.0%	4.2%	0.0%	12.7%	14.0%
	4	18.8%	23.3%	14.6%	17.9%	50.0%	21.7%	21.4%	14.3%	17.3%	18.4%	21.1%	20.0%	8.3%	8.3%	13.3%	23.3%
	3	18.8%	26.7%	32.9%	26.0%	0.0%	21.7%	32.1%	34.3%	26.9%	19.7%	29.5%	28.3%	45.8%	25.0%	26.0%	28.7%
	2	28.1%	11.7%	28.0%	16.3%	50.0%	17.4%	25.0%	22.9%	18.8%	15.8%	17.9%	26.7%	12.5%	41.7%	22.7%	17.3%
	1 - Very low priority	21.9%	23.3%	18.3%	20.3%	0.0%	17.4%	7.1%	17.1%	23.6%	25.0%	18.9%	13.3%	29.2%	25.0%	25.3%	15.3%
	Other/don't know	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	2.9%	0.5%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	1.3%
	Total high priority (5-4)	31.2%	38.3%	20.7%	35.8%	50.0%	43.5%	35.7%	22.9%	30.3%	39.5%	33.7%	30.0%	12.5%	8.3%	26.0%	37.3%
Total low priority (1-2)	50.0%	35.0%	46.3%	36.6%	50.0%	34.8%	32.1%	40.0%	42.3%	40.8%	36.8%	40.0%	41.7%	66.7%	48.0%	32.7%	

		61. Age				62. How long have you lived in the Lamar area?					63. Income					64. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
46. Moving utilities underground	5 - Very high priority	25.0%	25.0%	15.9%	15.4%	50.0%	21.7%	17.9%	22.9%	17.3%	23.7%	13.7%	20.0%	25.0%	16.7%	21.3%	16.0%
	4	15.6%	23.3%	14.6%	16.3%	0.0%	21.7%	28.6%	11.4%	16.3%	11.8%	18.9%	16.7%	20.8%	33.3%	15.3%	19.3%
	3	25.0%	16.7%	19.5%	18.7%	0.0%	13.0%	21.4%	25.7%	19.2%	26.3%	18.9%	16.7%	8.3%	16.7%	19.3%	19.3%
	2	12.5%	10.0%	25.6%	15.4%	25.0%	17.4%	17.9%	8.6%	17.8%	7.9%	23.2%	18.3%	16.7%	16.7%	18.0%	15.3%
	1 - Very low priority	21.9%	21.7%	23.2%	25.2%	25.0%	26.1%	7.1%	28.6%	24.5%	25.0%	18.9%	26.7%	29.2%	16.7%	23.3%	23.3%
	Other/don't know	0.0%	3.3%	1.2%	8.9%	0.0%	0.0%	7.1%	2.9%	4.8%	5.3%	6.3%	1.7%	0.0%	0.0%	2.7%	6.7%
	Total high priority (5-4)	40.6%	48.3%	30.5%	31.7%	50.0%	43.5%	46.4%	34.3%	33.7%	35.5%	32.6%	36.7%	45.8%	50.0%	36.7%	35.3%
	Total low priority (1-2)	34.4%	31.7%	48.8%	40.7%	50.0%	43.5%	25.0%	37.1%	42.3%	32.9%	42.1%	45.0%	45.8%	33.3%	41.3%	38.7%
47. Adding new parking spaces or lots	5 - Very high priority	6.2%	10.0%	7.3%	9.8%	0.0%	0.0%	14.3%	17.1%	7.2%	14.5%	11.6%	5.0%	0.0%	0.0%	10.7%	6.7%
	4	15.6%	10.0%	7.3%	8.9%	0.0%	4.3%	14.3%	5.7%	11.1%	11.8%	8.4%	16.7%	4.2%	0.0%	9.3%	10.7%
	3	21.9%	26.7%	20.7%	23.6%	0.0%	30.4%	35.7%	22.9%	20.7%	23.7%	26.3%	15.0%	20.8%	16.7%	20.7%	25.3%
	2	18.8%	26.7%	29.3%	21.1%	75.0%	30.4%	21.4%	20.0%	23.6%	17.1%	25.3%	26.7%	29.2%	41.7%	22.7%	25.3%
	1 - Very low priority	37.5%	26.7%	34.1%	35.8%	25.0%	34.8%	14.3%	34.3%	36.5%	32.9%	28.4%	36.7%	45.8%	41.7%	36.7%	30.7%
	Other/don't know	0.0%	0.0%	1.2%	0.8%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
	Total high priority (5-4)	21.9%	20.0%	14.6%	18.7%	0.0%	4.3%	28.6%	22.9%	18.3%	26.3%	20.0%	21.7%	4.2%	0.0%	20.0%	17.3%
	Total low priority (1-2)	56.2%	53.3%	63.4%	56.9%	100.0%	65.2%	35.7%	54.3%	60.1%	50.0%	53.7%	63.3%	75.0%	83.3%	59.3%	56.0%
48. Stricter code enforcement	5 - Very high priority	6.2%	16.7%	13.4%	13.0%	25.0%	4.3%	17.9%	11.4%	13.5%	21.1%	10.5%	13.3%	4.2%	8.3%	13.3%	13.3%
	4	9.4%	13.3%	9.8%	18.7%	0.0%	17.4%	3.6%	14.3%	15.4%	15.8%	15.8%	10.0%	12.5%	0.0%	12.7%	15.3%
	3	31.2%	26.7%	24.4%	21.1%	25.0%	30.4%	42.9%	28.6%	20.2%	26.3%	30.5%	25.0%	12.5%	33.3%	22.7%	26.0%
	2	15.6%	20.0%	30.5%	16.3%	0.0%	17.4%	17.9%	17.1%	22.6%	14.5%	20.0%	23.3%	37.5%	33.3%	21.3%	20.0%
	1 - Very low priority	37.5%	20.0%	19.5%	26.0%	25.0%	21.7%	14.3%	25.7%	26.0%	18.4%	20.0%	28.3%	33.3%	25.0%	28.0%	20.7%
	Other/don't know	0.0%	3.3%	2.4%	4.9%	25.0%	8.7%	3.6%	2.9%	2.4%	3.9%	3.2%	0.0%	0.0%	0.0%	2.0%	4.7%
	Total high priority (5-4)	15.6%	30.0%	23.2%	31.7%	25.0%	21.7%	21.4%	25.7%	28.8%	36.8%	26.3%	23.3%	16.7%	8.3%	26.0%	28.7%
	Total low priority (1-2)	53.1%	40.0%	50.0%	42.3%	25.0%	39.1%	32.1%	42.9%	48.6%	32.9%	40.0%	51.7%	70.8%	58.3%	49.3%	40.7%
49. Developing second-story residential space	5 - Very high priority	12.5%	8.3%	12.2%	11.4%	0.0%	13.0%	10.7%	17.1%	9.6%	18.4%	9.5%	6.7%	4.2%	8.3%	10.0%	12.0%
	4	21.9%	13.3%	14.6%	13.0%	25.0%	13.0%	17.9%	8.6%	14.9%	11.8%	15.8%	15.0%	12.5%	25.0%	15.3%	14.0%
	3	31.2%	38.3%	23.2%	23.6%	25.0%	26.1%	25.0%	28.6%	27.4%	22.4%	26.3%	38.3%	29.2%	8.3%	25.3%	28.7%
	2	15.6%	13.3%	23.2%	19.5%	0.0%	17.4%	21.4%	20.0%	18.8%	15.8%	21.1%	18.3%	12.5%	33.3%	16.0%	21.3%
	1 - Very low priority	18.8%	26.7%	24.4%	30.1%	50.0%	30.4%	21.4%	22.9%	27.4%	31.6%	27.4%	16.7%	41.7%	25.0%	32.7%	20.7%
	Other/don't know	0.0%	0.0%	2.4%	2.4%	0.0%	0.0%	3.6%	2.9%	1.9%	0.0%	0.0%	5.0%	0.0%	0.0%	0.7%	3.3%
	Total high priority (5-4)	34.4%	21.7%	26.8%	24.4%	25.0%	26.1%	28.6%	25.7%	24.5%	30.3%	25.3%	21.7%	16.7%	33.3%	25.3%	26.0%
	Total low priority (1-2)	34.4%	40.0%	47.6%	49.6%	50.0%	47.8%	42.9%	42.9%	46.2%	47.4%	48.4%	35.0%	54.2%	58.3%	48.7%	42.0%
50. Making the area more pedestrian-friendly	5 - Very high priority	12.5%	18.3%	14.6%	19.5%	75.0%	17.4%	25.0%	17.1%	14.4%	34.2%	16.8%	10.0%	4.2%	0.0%	14.7%	19.3%
	4	21.9%	28.3%	12.2%	22.0%	0.0%	21.7%	25.0%	14.3%	21.2%	13.2%	17.9%	21.7%	25.0%	25.0%	18.0%	23.3%
	3	40.6%	23.3%	36.6%	24.4%	25.0%	21.7%	32.1%	40.0%	28.4%	27.6%	34.7%	36.7%	20.8%	16.7%	32.7%	26.0%
	2	12.5%	16.7%	19.5%	14.6%	0.0%	30.4%	14.3%	11.4%	16.3%	13.2%	16.8%	15.0%	20.8%	33.3%	16.7%	16.0%
	1 - Very low priority	12.5%	13.3%	17.1%	17.9%	0.0%	8.7%	3.6%	17.1%	18.8%	11.8%	12.6%	16.7%	29.2%	25.0%	17.3%	14.7%
	Other/don't know	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.7%	0.7%
	Total high priority (5-4)	34.4%	46.7%	26.8%	41.5%	75.0%	39.1%	50.0%	31.4%	35.6%	47.4%	34.7%	31.7%	29.2%	25.0%	32.7%	42.7%
	Total low priority (1-2)	25.0%	30.0%	36.6%	32.5%	0.0%	39.1%	17.9%	28.6%	35.1%	25.0%	29.5%	31.7%	50.0%	58.3%	34.0%	30.7%

		61. Age				62. How long have you lived in the Lamar area?					63. Income					64. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
51. Improving signage to help people find their way around	5 - Very high priority	15.6%	23.3%	8.5%	11.4%	0.0%	13.0%	10.7%	14.3%	13.5%	19.7%	7.4%	11.7%	20.8%	25.0%	15.3%	11.3%
	4	9.4%	18.3%	28.0%	18.7%	25.0%	21.7%	21.4%	22.9%	19.2%	23.7%	20.0%	20.0%	16.7%	16.7%	19.3%	21.3%
	3	25.0%	25.0%	24.4%	36.6%	25.0%	26.1%	32.1%	20.0%	31.2%	26.3%	40.0%	23.3%	29.2%	0.0%	27.3%	31.3%
	2	31.2%	23.3%	17.1%	15.4%	25.0%	26.1%	28.6%	22.9%	16.8%	10.5%	17.9%	28.3%	25.0%	33.3%	18.0%	20.7%
	1 - Very low priority	18.8%	10.0%	22.0%	17.1%	0.0%	13.0%	7.1%	20.0%	19.2%	18.4%	14.7%	16.7%	8.3%	25.0%	20.0%	14.7%
	Other/don't know	0.0%	0.0%	0.0%	0.8%	25.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	Total high priority (5-4)	25.0%	41.7%	36.6%	30.1%	25.0%	34.8%	32.1%	37.1%	32.7%	43.4%	27.4%	31.7%	37.5%	41.7%	34.7%	32.7%
	Total low priority (1-2)	50.0%	33.3%	39.0%	32.5%	25.0%	39.1%	35.7%	42.9%	36.1%	28.9%	32.6%	45.0%	33.3%	58.3%	38.0%	35.3%
52. Improving building facades	5 - Very high priority	12.5%	11.7%	25.6%	16.3%	0.0%	17.4%	17.9%	17.3%	19.7%	13.7%	16.7%	20.8%	25.0%	19.3%	15.3%	
	4	40.6%	45.0%	26.8%	26.0%	50.0%	34.8%	35.7%	48.6%	27.9%	35.5%	29.5%	31.7%	29.2%	50.0%	30.7%	33.3%
	3	25.0%	30.0%	23.2%	35.8%	25.0%	34.8%	35.7%	20.0%	30.8%	19.7%	36.8%	33.3%	29.2%	8.3%	27.3%	32.7%
	2	18.8%	13.3%	18.3%	9.8%	25.0%	13.0%	7.1%	11.4%	14.9%	14.5%	14.7%	15.0%	16.7%	16.7%	17.3%	10.0%
	1 - Very low priority	3.1%	0.0%	6.1%	10.6%	0.0%	0.0%	3.6%	2.9%	8.2%	10.5%	5.3%	3.3%	4.2%	0.0%	5.3%	7.3%
	Other/don't know	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
	Total high priority (5-4)	53.1%	56.7%	52.4%	42.3%	50.0%	52.2%	53.6%	65.7%	45.2%	55.3%	43.2%	48.3%	50.0%	75.0%	50.0%	48.7%
	Total low priority (1-2)	21.9%	13.3%	24.4%	20.3%	25.0%	13.0%	10.7%	14.3%	23.1%	25.0%	20.0%	18.3%	20.8%	16.7%	22.7%	17.3%
53. Keeping streets and sidewalks cleaner	5 - Very high priority	12.5%	16.7%	18.3%	18.7%	25.0%	26.1%	14.3%	20.0%	15.9%	27.6%	15.8%	15.0%	12.5%	0.0%	15.3%	19.3%
	4	15.6%	28.3%	9.8%	20.3%	25.0%	21.7%	17.9%	14.3%	18.3%	17.1%	20.0%	18.3%	12.5%	0.0%	20.7%	16.0%
	3	25.0%	28.3%	31.7%	20.3%	50.0%	26.1%	35.7%	25.7%	24.0%	25.0%	25.3%	26.7%	25.0%	41.7%	26.7%	24.7%
	2	25.0%	11.7%	19.5%	22.0%	0.0%	21.7%	21.4%	17.1%	20.7%	14.5%	24.2%	20.0%	29.2%	25.0%	16.0%	24.0%
	1 - Very low priority	21.9%	13.3%	19.5%	17.9%	0.0%	4.3%	7.1%	20.0%	20.7%	14.5%	13.7%	20.0%	20.8%	33.3%	21.3%	14.0%
	Other/don't know	0.0%	1.7%	1.2%	0.8%	0.0%	0.0%	3.6%	2.9%	0.5%	1.3%	1.1%	0.0%	0.0%	0.0%	0.0%	2.0%
	Total high priority (5-4)	28.1%	45.0%	28.0%	39.0%	50.0%	47.8%	32.1%	34.3%	34.1%	44.7%	35.8%	33.3%	25.0%	0.0%	36.0%	35.3%
	Total low priority (1-2)	46.9%	25.0%	39.0%	39.8%	0.0%	26.1%	28.6%	37.1%	41.3%	28.9%	37.9%	40.0%	50.0%	58.3%	37.3%	38.0%
54. Changing traffic flow to make it easier to get around Downtown	5 - Very high priority	21.9%	15.0%	13.4%	13.8%	0.0%	17.4%	28.6%	22.9%	11.1%	22.4%	10.5%	18.3%	8.3%	8.3%	16.7%	12.7%
	4	6.2%	18.3%	4.9%	9.8%	25.0%	13.0%	10.7%	14.3%	8.7%	15.8%	7.4%	10.0%	12.5%	16.7%	9.3%	11.3%
	3	25.0%	13.3%	14.6%	18.7%	0.0%	17.4%	25.0%	11.4%	17.3%	17.1%	26.3%	10.0%	0.0%	8.3%	16.7%	17.3%
	2	6.2%	28.3%	30.5%	22.0%	25.0%	17.4%	21.4%	17.1%	26.0%	10.5%	30.5%	30.0%	16.7%	33.3%	22.0%	25.3%
	1 - Very low priority	40.6%	25.0%	36.6%	33.3%	50.0%	34.8%	14.3%	34.3%	35.6%	32.9%	25.3%	31.7%	62.5%	33.3%	34.7%	32.0%
	Other/don't know	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	1.4%	1.3%	0.0%	0.0%	0.0%	0.0%	0.7%	1.3%
	Total high priority (5-4)	28.1%	33.3%	18.3%	23.6%	25.0%	30.4%	39.3%	37.1%	19.7%	38.2%	17.9%	28.3%	20.8%	25.0%	26.0%	24.0%
	Total low priority (1-2)	46.9%	53.3%	67.1%	55.3%	75.0%	52.2%	35.7%	51.4%	61.5%	43.4%	55.8%	61.7%	79.2%	66.7%	56.7%	57.3%
55. Adding murals to Downtown buildings	5 - Very high priority	9.4%	10.0%	11.0%	10.6%	25.0%	4.3%	14.3%	11.4%	10.1%	15.8%	10.5%	6.7%	8.3%	0.0%	9.3%	11.3%
	4	9.4%	20.0%	11.0%	11.4%	0.0%	13.0%	7.1%	5.7%	15.4%	11.8%	16.8%	10.0%	12.5%	8.3%	10.7%	16.0%
	3	25.0%	26.7%	29.3%	25.2%	25.0%	34.8%	35.7%	22.9%	24.5%	28.9%	22.1%	31.7%	25.0%	33.3%	27.3%	25.3%
	2	40.6%	20.0%	17.1%	19.5%	25.0%	26.1%	35.7%	25.7%	17.8%	11.8%	30.5%	18.3%	20.8%	41.7%	25.3%	16.7%
	1 - Very low priority	15.6%	23.3%	31.7%	30.9%	0.0%	21.7%	7.1%	34.3%	31.2%	30.3%	20.0%	33.3%	33.3%	16.7%	27.3%	28.7%
	Other/don't know	0.0%	0.0%	0.0%	2.4%	25.0%	0.0%	0.0%	0.0%	1.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
	Total high priority (5-4)	18.8%	30.0%	22.0%	22.0%	25.0%	17.4%	21.4%	17.1%	25.5%	27.6%	27.4%	16.7%	20.8%	8.3%	20.0%	27.3%
	Total low priority (1-2)	56.2%	43.3%	48.8%	50.4%	25.0%	47.8%	42.9%	60.0%	49.0%	42.1%	50.5%	51.7%	54.2%	58.3%	52.7%	45.3%

		61. Age				62. How long have you lived in the Lamar area?					63. Income					64. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
56PRE. Are there any other improvements you think should be made to Downtown Lamar?	Yes	31.2%	21.7%	36.6%	24.4%	50.0%	26.1%	35.7%	25.7%	27.4%	27.6%	27.4%	30.0%	25.0%	25.0%	28.7%	27.3%
	No	68.8%	78.3%	63.4%	75.6%	50.0%	73.9%	64.3%	74.3%	72.6%	72.4%	72.6%	70.0%	75.0%	75.0%	71.3%	72.7%
		61. Age				62. How long have you lived in the Lamar area?					63. Income					64. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
57. There has been some discussion about developing second story living space in Downtown Lamar. Which of the following statements is closest to the way you feel?	Rental units	40.6%	43.3%	39.0%	26.8%	0.0%	26.1%	28.6%	40.0%	36.5%	34.2%	35.8%	43.3%	20.8%	25.0%	31.3%	38.7%
	Condominiums	15.6%	6.7%	9.8%	8.1%	25.0%	4.3%	21.4%	2.9%	8.2%	9.2%	9.5%	8.3%	4.2%	25.0%	10.0%	8.0%
	No need	37.5%	45.0%	45.1%	53.7%	50.0%	69.6%	46.4%	48.6%	45.7%	47.4%	46.3%	38.3%	75.0%	41.7%	52.7%	42.7%
	Other	6.2%	5.0%	6.1%	11.4%	25.0%	0.0%	3.6%	8.6%	9.6%	9.2%	8.4%	10.0%	0.0%	8.3%	6.0%	10.7%
		61. Age				62. How long have you lived in the Lamar area?					63. Income					64. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
58. Other than your own personal knowledge from living in the community, what would you say is your main source of information about Downtown Lamar?	Local newspaper	31.2%	38.3%	41.5%	40.7%	75.0%	30.4%	42.9%	31.4%	40.4%	38.2%	43.2%	40.0%	66.7%	16.7%	35.3%	43.3%
	Television	3.1%	3.3%	3.7%	1.6%	0.0%	0.0%	3.6%	5.7%	2.4%	6.6%	3.2%	0.0%	0.0%	0.0%	3.3%	2.0%
	Radio	0.0%	0.0%	1.2%	0.8%	0.0%	0.0%	0.0%	2.9%	0.5%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
	Chamber of Commerce web site	0.0%	3.3%	7.3%	3.3%	0.0%	4.3%	7.1%	2.9%	4.3%	0.0%	3.2%	1.7%	8.3%	25.0%	4.0%	4.7%
	Word-of-mouth	40.6%	28.3%	34.1%	23.6%	25.0%	30.4%	35.7%	37.1%	27.4%	26.3%	28.4%	35.0%	20.8%	33.3%	30.7%	28.0%
	I live downtown	6.2%	8.3%	0.0%	8.9%	0.0%	13.0%	7.1%	2.9%	5.8%	9.2%	5.3%	3.3%	0.0%	8.3%	5.3%	6.7%
	Other	18.8%	6.7%	11.0%	13.8%	0.0%	13.0%	0.0%	5.7%	14.9%	7.9%	11.6%	16.7%	4.2%	16.7%	14.0%	10.0%
	No others/don't know	0.0%	11.7%	1.2%	7.3%	0.0%	8.7%	3.6%	11.4%	4.3%	10.5%	5.3%	3.3%	0.0%	0.0%	7.3%	4.0%
		61. Age				62. How long have you lived in the Lamar area?					63. Income					64. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
58c. And what is your second most likely source of information?	Local newspaper	25.0%	28.3%	37.0%	25.4%	25.0%	28.6%	25.9%	45.2%	28.1%	23.5%	26.7%	31.0%	16.7%	50.0%	29.5%	29.9%
	Television	9.4%	9.4%	12.3%	11.4%	0.0%	14.3%	3.7%	9.7%	12.1%	16.2%	11.1%	6.9%	12.5%	8.3%	10.8%	11.1%
	Radio	0.0%	3.8%	2.5%	2.6%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	4.4%	5.2%	0.0%	0.0%	3.6%	1.4%
	Chamber of Commerce web site	9.4%	5.7%	7.4%	3.5%	0.0%	9.5%	3.7%	9.7%	5.0%	4.4%	4.4%	10.3%	4.2%	8.3%	5.8%	5.6%
	Word-of-mouth	31.2%	26.4%	25.9%	28.1%	25.0%	23.8%	29.6%	22.6%	28.6%	26.5%	40.0%	19.0%	33.3%	8.3%	22.3%	32.6%
	I live downtown	3.1%	1.9%	0.0%	0.9%	0.0%	0.0%	3.7%	0.0%	0.5%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%
	Other	6.2%	17.0%	12.3%	10.5%	0.0%	9.5%	14.8%	6.5%	12.6%	8.8%	4.4%	17.2%	25.0%	16.7%	14.4%	9.0%
	No others/don't know	15.6%	7.5%	2.5%	17.5%	50.0%	14.3%	18.5%	6.5%	9.5%	16.2%	8.9%	10.3%	8.3%	8.3%	13.7%	8.3%
		61. Age				62. How long have you lived in the Lamar area?					63. Income					64. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Form	0.25%	28.1%	31.7%	30.5%	38.2%	0.0%	26.1%	32.1%	42.9%	33.2%	36.8%	34.7%	40.0%	16.7%	41.7%	38.0%	28.7%
	0.50%	40.6%	26.7%	36.6%	32.5%	75.0%	43.5%	50.0%	22.9%	30.8%	28.9%	32.6%	35.0%	29.2%	50.0%	34.0%	32.7%
	0.75%	31.2%	41.7%	32.9%	29.3%	25.0%	30.4%	17.9%	34.3%	36.1%	34.2%	32.6%	25.0%	54.2%	8.3%	28.0%	38.7%
		61. Age				62. How long have you lived in the Lamar area?					63. Income					64. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
59. Let's assume that an economic development sales tax was proposed for Lamar, which would support development both Downtown and elsewhere in Lamar and fund projects such as street or other infrastructure improvements. Would you support such a sales tax	Very likely	12.5%	11.7%	17.1%	10.6%	0.0%	13.0%	10.7%	11.4%	13.9%	14.5%	11.6%	18.3%	16.7%	0.0%	15.3%	10.7%
	Somewhat likely	40.6%	38.3%	31.7%	25.2%	25.0%	26.1%	42.9%	34.3%	29.8%	27.6%	33.7%	36.7%	33.3%	33.3%	30.0%	32.0%
	Not very likely	15.6%	21.7%	19.5%	31.7%	25.0%	17.4%	32.1%	31.4%	22.6%	19.7%	31.6%	18.3%	16.7%	33.3%	20.7%	28.0%
	Not at all likely	21.9%	26.7%	29.3%	29.3%	50.0%	39.1%	14.3%	20.0%	29.8%	35.5%	20.0%	23.3%	33.3%	25.0%	30.7%	25.3%
	Other/don't know	9.4%	1.7%	2.4%	3.3%	0.0%	4.3%	0.0%	2.9%	3.8%	2.6%	3.2%	3.3%	0.0%	8.3%	3.3%	4.0%
	Very/Somewhat likely	53.1%	50.0%	48.8%	35.8%	25.0%	39.1%	53.6%	45.7%	43.8%	42.1%	45.3%	55.0%	50.0%	33.3%	45.3%	42.7%
Not very/Not at all likely	37.5%	48.3%	48.8%	61.0%	75.0%	56.5%	46.4%	51.4%	52.4%	55.3%	51.6%	41.7%	50.0%	58.3%	51.3%	53.3%	

		61. Age				62. How long have you lived in the Lamar area?					63. Income					64. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
60. How familiar are you with a state-sponsored program called the DREAM Initiative?	Very familiar	15.6%	11.7%	11.0%	4.9%	0.0%	4.3%	0.0%	11.4%	10.6%	6.6%	4.2%	10.0%	25.0%	33.3%	9.3%	8.7%
	Somewhat familiar	28.1%	26.7%	34.1%	26.8%	0.0%	26.1%	21.4%	20.0%	33.7%	15.8%	29.5%	31.7%	41.7%	41.7%	24.7%	34.7%
	Not very familiar	9.4%	20.0%	23.2%	28.5%	50.0%	13.0%	28.6%	25.7%	22.1%	28.9%	24.2%	25.0%	12.5%	0.0%	20.0%	26.0%
	Not at all familiar	46.9%	41.7%	31.7%	39.0%	50.0%	56.5%	46.4%	42.9%	33.7%	48.7%	41.1%	33.3%	20.8%	25.0%	46.0%	30.0%
	Other	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.7%
	Very/Somewhat familiar	43.8%	38.3%	45.1%	31.7%	0.0%	30.4%	21.4%	31.4%	44.2%	22.4%	33.7%	41.7%	66.7%	75.0%	34.0%	43.3%
Not very/Not at all familiar	56.2%	61.7%	54.9%	67.5%	100.0%	69.6%	75.0%	68.6%	55.8%	77.6%	65.3%	58.3%	33.3%	25.0%	66.0%	56.0%	
		61. Age				62. How long have you lived in the Lamar area?					63. Income					64. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
61. In which of the following age groups are you?	18-34	100.0%	0.0%	0.0%	0.0%	25.0%	26.1%	21.4%	8.6%	7.7%	10.5%	11.6%	10.0%	8.3%	16.7%	14.0%	7.3%
	35-49	0.0%	100.0%	0.0%	0.0%	0.0%	30.4%	21.4%	28.6%	17.3%	15.8%	20.0%	26.7%	25.0%	16.7%	22.7%	17.3%
	50-64	0.0%	0.0%	100.0%	0.0%	25.0%	26.1%	14.3%	37.1%	27.9%	18.4%	26.3%	35.0%	45.8%	41.7%	23.3%	31.3%
	65 or older	0.0%	0.0%	0.0%	100.0%	50.0%	17.4%	42.9%	25.7%	45.7%	55.3%	42.1%	25.0%	20.8%	25.0%	40.0%	42.0%
	Other/don't know/refused	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	2.0%
		61. Age				62. How long have you lived in the Lamar area?					63. Income					64. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
62. How long have you lived in the Lamar area?	0-2 years	3.1%	0.0%	1.2%	1.6%	100.0%	0.0%	0.0%	0.0%	0.0%	2.6%	1.1%	1.7%	0.0%	0.0%	1.3%	1.3%
	3-5 years	18.8%	11.7%	7.3%	3.3%	0.0%	100.0%	0.0%	0.0%	6.6%	9.5%	5.0%	4.2%	8.3%	10.7%	4.7%	
	6-10 years	18.8%	10.0%	4.9%	9.8%	0.0%	0.0%	100.0%	0.0%	0.0%	9.2%	12.6%	6.7%	12.5%	16.7%	12.7%	6.0%
	11-20 years	9.4%	16.7%	15.9%	7.3%	0.0%	0.0%	0.0%	100.0%	0.0%	17.1%	8.4%	15.0%	8.3%	8.3%	12.0%	11.3%
	More than 20 years	50.0%	60.0%	70.7%	77.2%	0.0%	0.0%	0.0%	0.0%	100.0%	61.8%	68.4%	71.7%	75.0%	66.7%	62.7%	76.0%
	Other/don't know	0.0%	1.7%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.7%	0.7%
		61. Age				62. How long have you lived in the Lamar area?					63. Income					64. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
63. Please indicate which of the following categories best fits your household income for 2008	under \$25,000	25.0%	20.0%	17.1%	34.1%	50.0%	21.7%	25.0%	37.1%	22.6%	100.0%	0.0%	0.0%	0.0%	0.0%	23.3%	27.3%
	\$25,000 to \$49,999	34.4%	31.7%	30.5%	32.5%	25.0%	39.1%	42.9%	22.9%	31.2%	0.0%	100.0%	0.0%	0.0%	0.0%	30.7%	32.7%
	\$50,000 to \$74,999	18.8%	26.7%	25.6%	12.2%	25.0%	13.0%	14.3%	25.7%	20.7%	0.0%	0.0%	100.0%	0.0%	0.0%	25.3%	14.7%
	\$75,000 to \$99,999	6.2%	10.0%	13.4%	4.1%	0.0%	4.3%	10.7%	5.7%	8.7%	0.0%	0.0%	0.0%	100.0%	0.0%	6.7%	9.3%
	\$100,000 or more	6.2%	3.3%	6.1%	2.4%	0.0%	4.3%	7.1%	2.9%	3.8%	0.0%	0.0%	0.0%	0.0%	100.0%	6.7%	1.3%
	Other/don't know	9.4%	8.3%	7.3%	14.6%	0.0%	17.4%	0.0%	5.7%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.3%	14.7%
		61. Age				62. How long have you lived in the Lamar area?					63. Income					64. Gender	
		18-34	35-49	50-64	65 or older	0-2 years	3-5 years	6-10 years	11-20 years	More than 20 years	under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
64. Gender	male	65.6%	56.7%	42.7%	48.8%	50.0%	69.6%	67.9%	51.4%	45.2%	46.1%	48.4%	63.3%	41.7%	83.3%	100.0%	0.0%
	female	34.4%	43.3%	57.3%	51.2%	50.0%	30.4%	32.1%	48.6%	54.8%	53.9%	51.6%	36.7%	58.3%	16.7%	0.0%	100.0%