

DOWNTOWN
REVITALIZATION &
ECONOMIC
ASSISTANCE FOR
MISSOURI

OCTOBER 2009

COMMUNITY TELEPHONE SURVEY REPORT

FINAL SURVEY
FINDINGS & RESULTS

Macon, Missouri



PGAVURBANCONSULTING



DOWNTOWN
REVITALIZATION &
ECONOMIC
ASSISTANCE FOR
MISSOURI

OCTOBER 2009

Macon, Missouri

ACKNOWLEDGMENTS

City of Macon

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 Macon, Missouri.
- The margin of error for this survey is $\pm 5.7\%$.
- The survey consisted of 64 questions and took, on average, almost 15 minutes to complete.
- Fieldwork was conducted through September 16, 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 continually monitored live calls through CRI's call monitoring system in order to ensure proper interviewing procedures were maintained.

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SECTION II

EXECUTIVE SUMMARY

In September 2009, UNICOM-ARC conducted a telephone survey of Macon, 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 highest priority on attracting big box retail developments.
- ◆ Most respondents indicated that they visited Downtown once a month or more and said they most often utilize Downtown for conducting business at the post office or government offices.
- ◆ Regarding Downtown, respondents gave high marks to safety during the day as well as at night, convenient business hours, preservation of historic structures, convenient parking, signs to help people find their way around and the condition of the sidewalks and streets.
- ◆ Among several potential Downtown improvements, respondents placed high priorities on adding more family or casual style dining options.
- ◆ Respondents indicated that they received information about Downtown from a variety of sources, especially through local newspapers and word-of-mouth.
- ◆ A majority of respondents would consider a possible sales tax increase to support development both Downtown and elsewhere in Macon to fund projects such as street or other infrastructure improvements.
- ◆ Less than one in five were familiar with the "Dream Initiative."

B. KEY DEMOGRAPHIC INFORMATION

By Age:

- ◆ Macon's younger residents (18-34) viewed the signs to help people find their way around Downtown less favorably than any other group.
- ◆ Opening an ice cream shop was seen as a priority for younger residents (18-34).

- ◆ Macon's newest residents (0-2 years), residents 65 or older and residents with incomes under \$25,000 a year are the three categories that would most like to see a new grocery or convenience store Downtown.
- ◆ The majority of younger respondents (18-34) wanted more green space Downtown.
- ◆ Younger residents and residents with incomes less than \$25,000 were the two categories that were more likely to support an "arcade or other attraction aimed at teenagers."

By Amount of Time Respondents Had Lived in Macon:

- ◆ Newer residents (0-2 years) felt that Macon is moving in the right direction.
- ◆ Newer Macon residents (0-2 years) did not see repairing major streets as a high priority.
- ◆ Newer residents (0-2 years) visited downtown more frequently than any other group of residents and seek out entertainment or attend church Downtown more than any other category.
- ◆ Residents who have lived in Macon for 6-10 years were the least likely to visit Downtown for shopping.
- ◆ Newer residents (0-2 years) viewed the occupied Downtown store fronts, the diverse mix of business and dining options more favorably than any other category.
- ◆ Antique shops were seen as more of a priority for newer residents (0-2 years).
- ◆ Newer residents (0-2 years) were more likely to consider improving lighting and moving the utilities underground as a high priority.

By Income Level:

- ◆ Respondents with the highest incomes (\$100,000 or more) did not view improving emergency services as a high priority.

By Gender:

- ◆ Female respondents were more likely to want a new shoe store Downtown.

C. COMMUNITY PRIORITIES AND FEEDBACK IN DETAIL

Priorities for the Community:

- ✓ Respondents placed the highest priorities on “attracting big box retail development.”

At the beginning of the survey, respondents were asked to prioritize five potential improvements that “some might suggest for Macon” 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. A majority (61.3%) answered that “attracting big box retail development” should be a high priority for the City.

A majority of respondents also placed a high priority on “improving emergency services” (59.0%), “repairing major streets” (59.0%) and “revitalizing the Macon Downtown area (58.0%). Respondents were less likely to place a priority on “upgrading parks and recreation facilities” (46.0%).

Visiting Downtown:

- ✓ Most respondents indicated that they visited Downtown once a month or more and said they most often utilize Downtown for conducting business at the post office or government offices.

Respondents were asked how often they visited Downtown. A plurality (40.7%) answered that they visited Downtown “one to five times per month.” Two in five (40.3%) visited Downtown “more than five times a month.” Smaller percentages of respondents said that they visited Downtown “less than once a month” (12.3%), and “once a year or less” (5.3%).

Respondents were then read a list of reasons for visiting Downtown and asked how often they conduct these activities in Downtown Macon. Respondents indicated they were most likely to visit Downtown very or somewhat often in order to visit Government or the Post Office.

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

- ◆ Government/post office (73.0% very/somewhat often)
- ◆ Conducting business (51.7%)
- ◆ Shopping (51.0%)
- ◆ Special Events (44.6%)
- ◆ Attending church (43.2%)
- ◆ Dining (42.6%)
- ◆ Entertainment (32.1%)
- ◆ Other outdoor recreation, such as walking (30.1%)

When asked which one of these reasons respondents would most often visit Downtown, approximately one-fourth of respondents indicated “government/post office” (24.7%) and similar percentages indicated “shopping” (24.3%).

Views of Current Macon Downtown:

- ✓ Respondents gave high marks to safety during the day as well as at night, convenient business hours, preservation of historic structures, convenient parking, signs to help people find their way around and the condition of the sidewalks and streets. Respondents had less favorable opinions of the diverse mix of business, available green space, occupied storefronts, entertainment options and dining options.

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

Five characteristics were highly rated by more than two-thirds of respondents:

- ◆ Safety during the day (94.3% excellent/good)
- ◆ Convenient business hours (80.7%)
- ◆ Preservations of historic structures (69.3%)
- ◆ Convenient parking (69.3%)
- ◆ Signs to help people find their way around (67.3%)

Three other characteristics were rated highly by majorities of respondents:

- ◆ Condition of streets (62.0%)
- ◆ Safety at night (57.7%)
- ◆ Condition of sidewalks (57.0%)

The remaining characteristics were considered “excellent” or “good” by less than half of the respondents

- ◆ Diverse mix of business (46.3%)
- ◆ Available green space (40.7%)
- ◆ Occupied storefronts (40.0%)
- ◆ Entertainment options (35.0%)
- ◆ Dining options (34.7%)

The vast majority of respondents (86.7%) suggested that it is “very” or “somewhat” important that Downtown Macon work to retain its historic character. Only 12.3% thought that doing so was “not very” or “not at all” important.

Priorities for Types of Downtown Businesses:

- ✓ The majority of respondents placed high priorities on adding more family or casual style dining options 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 Macon should place on bringing each type of business to its own Downtown area.

Four types of businesses were seen as a high priority to more than half of all respondents:

- ◆ Family or casual style dining (71.3%, 4-5)
- ◆ Clothing stores (63.3%)
- ◆ Fine dining (56.0%)
- ◆ Shoe store (53.3%)

The remaining businesses were a high priority for less than half of all respondents:

- ◆ Ice cream shop (44.7% 4-5)
- ◆ Arcade or other attraction aimed at teenagers (44.7%)
- ◆ Convenience store or grocery store (44.3%)
- ◆ Coffee shop (42.0%)
- ◆ Art galleries (31.0%)
- ◆ Lodging such as hotel, motel or bed and breakfast (30.3%)
- ◆ Antique shops (27.0%)
- ◆ Bars/nightclubs (13.3%)

When asked to choose the one business respondents would most like to see in Macon, a plurality (20.3%) answered "family or casual dining," followed by "clothing stores" (19.3%) and "fine dining" (17.3%).

Priorities for Other Downtown Improvements:

- ✓ **Among several potential Downtown improvements, respondents were most likely to place a high priority on "improving building facades."**

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

Two of the possible improvements were considered a high priority to majorities of respondents:

- ◆ Improving building facades (61.3%, 4-5 on a five-point scale)
- ◆ Keeping streets and sidewalks cleaner (55.7%)

Ten other potential improvements tested in the survey were considered a priority to less than half:

- ◆ Making the area more pedestrian-friendly (49.0% 4-5)
- ◆ Improving lighting (45.3%)
- ◆ Moving utilities underground (41.3%)
- ◆ Adding green space and landscaping such as trees or plantings (38.0%)
- ◆ Adding new parking spaces or lots (37.7%)
- ◆ Improving signage to help people find their way around (37.0%)
- ◆ Stricter code enforcement (35.7%)
- ◆ Changing parallel parking to angle parking (34.0%)
- ◆ Developing second-story residential space (28.0%)
- ◆ Adding murals to Downtown buildings (27.0%)

A plurality (40.0%) of respondents thought there was “no need” to turn the second floors of their existing buildings into rental units or condominiums. Smaller percentages felt the property owners should turn them into rental units (34.3%) and condominiums (16.7%).

Communication about Downtown:

- ✓ Respondents indicated that they received information about Downtown from a variety of sources, especially through local newspapers and word-of-mouth.

When asked to indicate their primary and secondary sources of information about Downtown Macon, more than two-thirds (69.3%) indicated that the newspaper was either their primary (45.0%) or secondary (24.3%) source of information. Nearly half (48.6%) indicated that word-of-mouth was either their primary (24.3%) or secondary (24.3%) source of information.

Possible Sales Tax Increase:

- ✓ A majority of respondents stated that they would likely vote in favor of a new sales tax to fund Downtown development.

Respondents were asked to assume “an economic development sales tax was proposed for Macon that would support both developments Downtown and elsewhere in Macon and fund projects such as street or other infrastructure improvements,” and were asked their likelihood of supporting this sales tax increase. A majority (55.0%) said they would be either “very” or “somewhat likely” to support a sales tax increase. Those who answered they were likely to support the sales tax (165) were given a potential amount and asked their level of favor. The sample was divided into thirds (55 each) with each segment being asked about a different amount: .25%, .5% and a .75% sales tax increase.

- ◆ Close to three-fourths of 55 respondents would support a .25% sales tax
- ◆ More than two-thirds of 55 respondents would support a .5% sales tax
- ◆ A majority of 55 respondents would support a .75% sales tax

Familiarity with DREAM Initiative

- ✓ A small percentage of respondents were familiar with the state sponsored “Dream Initiative”

When asked to rate their familiarity with Missouri’s “DREAM Initiative” program for Downtown development, a large majority (82.3%) of respondents were either not very or not at all familiar. Only 17.3% considered themselves somewhat or very familiar.

D. DEMOGRAPHIC INFORMATION IN DETAIL

Priorities for the Community:

- ✓ **Newer residents (0-2 years) felt that Macon is moving in the right direction.**

Respondents were asked if Macon as a whole was moving in the right direction, the wrong direction, or a mixed direction. A large majority (87.0%) of residents who have lived in Macon for two years or less indicated that Macon was moving in the right direction compared to 40.0% of the 3-5 years category, 58.8% of the 6-10 years category, 65.9% of the 11 to 20 years category and 51.5% of residents who have lived in Macon for more than 20 years

- ✓ **Revitalizing Downtown Macon was especially important to female respondents.**

More than two-thirds (66.7%) of female respondents indicated that revitalizing Downtown Macon was a high priority compared to 49.3% of men who were asked the same question.

- ✓ **The newest Macon residents (0-2 years) did not see repairing major streets as a high priority.**

The majority of residents who have lived in Macon for three or more years did consider repairing major streets a high priority, however only 37.3% of respondents who have lived in Macon for less than three years felt the same.

- ✓ **Respondents with the highest incomes (\$100,000 or more) did not view improving emergency services as a high priority.**

The majority of residents with incomes ranging from \$0- \$99,999 indicated that improving emergency services was a high priority. Less than one-third (31.8%) of respondents with incomes \$100,000 or more felt the same.

Visiting Downtown:

- ✓ **The newest Macon residents (0-2 years) visited downtown more frequently than any other group of residents.**
- ✓ **When visiting Downtown, newer residents (0-2 years) would seek out entertainment or attend church more than any other category.**

A majority (62.5%) of the residents who have lived in Macon for less than two years indicated that they visited Downtown more than five times a month compared to 26.7% of the 3-5 years category, 38.2% of the 6-10 years category, 41.5% of the 11-20 years category and 40.5% of the residents who have lived in Macon for more than 20 years.

A majority (57.1%) of residents who have lived in Macon for 0-2 years go Downtown for entertainment purposes "somewhat" or "very often" compared to 20.0% of the 3-5 years category, 30.3% of the 6-10 years category, 34.1% of the 11-20 years category and 32.3% of the residents who have lived in Macon for over 20 years.

A large majority (71.4%) of residents who have lived in Macon for 0-2 years attended church Downtown at least "somewhat often" compared to 26.7% of the 3-5 years category, 24.2% of the 6-10 years category, 31.7% of the 11-20 years category and 49.0% of the residents who have lived in Macon for over 20 years.

- ✓ **Residents who have lived in Macon for 6-10 years were the least likely to visit Downtown for shopping.**

A majority residents who have lived in Macon for either less than 6 years or more than 10 years, all visited Downtown Macon at least "somewhat often." Residents who have live in Macon for 6-10 years were the only group where a majority (63.6%) indicated that they go shopping Downtown "not very" or "not at all often."

Views of Current Downtown Macon:

- ✓ **Macon's younger residents (18-34) viewed the signs to help people find their way around Downtown less favorably than any other group.**

Less than half (48.4%) of the residents ages 18-34 indicated that the "signs to help people find their way around Downtown" were "excellent" or "good." At least two-thirds of each of the other age categories viewed the signs as "excellent" or "good."

- ✓ **Newer residents (0-2 years) viewed the occupied Downtown store fronts, the diverse mix of business and dining options more favorably than any other category.**

A majority (62.5%) of residents who have lived in Macon for 0-2 years felt the occupied store fronts were either "good" or "excellent" compared to 40.0% of the 3-5 years category, 41.2% of the 6-10 years category, 43.9% of the 11-20 years category and 37.5% of the residents who have lived in Macon for more than 20 years.

Three-fourths (75.0%) of respondents who have lived in Macon for 0-2 years indicated that the "diverse mix of business" was either "good" or "excellent" compared to 40.0% of the 3-5 years category, 44.1% of the 6-10 years category, 46.3% of the 11-20 years category and 45.5% of the residents who have lived in Macon for more than 20 years.

A majority (62.5%) of respondents who have lived in Macon for 0-2 years said dining options were either "good" or excellent" compared to one-third (33.3%) of the 3-5 years category, one fifth (20.5%) of the 6-10 years category, 36.6% of the 11-20 years category and 35.5% of the residents who have lived in Macon for more than 20 years.

Priorities for Types of Downtown Businesses:

- ✓ **Opening an ice cream shop was seen as a priority for younger residents (18-34).**

Respondents ages 18-34 were the only age category where a majority (58.1%) of respondents indicated that a new ice cream shop downtown was a high priority. No other category had more than 50.0% of its respondents indicating this was a high priority.

- ✓ **Antique shops were seen as a priority for new residents (0-2 years).**

A majority (62.5%) of respondents who indicated that they have lived in Macon for 0-2 years cited adding antique shops Downtown as a high priority compared to 46.7% of the 3-5 years group, 11.8% of the 6-10 years group, 36.6% of the 11-20 years group and 28.5% of residents who have lived in Macon for more than 20 years.

- ✓ **Macon's newest residents (0-2 years), residents 65 or older and residents with incomes under \$25,000 a year are the three categories that would most like to see a new grocery or convenience store Downtown were more likely to want a new grocery or convenience store Downtown.**

A majority (62.5%) of residents who have lived in Macon for 0-2 years felt that a new grocery store or convenience store Downtown was a high priority. Similarly, majorities of residents 65 or older (57.5%) and residents earning less than \$25,000 per year (55.9%) also viewed this addition as a high priority. Less than a majority of the other groups in each category viewed this as a high priority.

- ✓ **Younger residents and residents with incomes less than \$25,000 were the two categories that were more likely to support an "arcade or other attraction aimed at teenagers."**

A majority of residents aged 18-34 (58.1%) and respondents with annual incomes under \$25,000 (57.6%) indicated that the addition of an "arcade or other attraction aimed at teenagers" was a high priority. Less than the majority in each of the other groups from the income and age categories felt similarly.

- ✓ **Female respondents were more likely to want a new shoe store Downtown.**

A majority (64.0%) of female respondents considered the addition of a shoe store Downtown a high priority compared to 42.7% of male respondents.

Priorities for Other Downtown Improvements:

- ✓ **The majority of younger respondents (18-34) wanted more green space Downtown.**

The majority (64.5%) of respondents ages 18-34 indicated that adding more green space was a high priority. No other category was in the majority in considering this a high priority.

- ✓ **Newer residents (0-2 years) were more likely to consider improving lighting as a high priority.**

Three-quarters (75.0%) of the residents who have lived in Macon for 0-2 years consider improving lighting to be a high priority. A majority of residents who have lived in Macon for 3-5 years (53.3%) and 6-10 years (52.9%) also consider it a high priority. Less than a one-third (29.0%) of the residents who have lived in Macon for 11-20 and less than half (45.0%) of the residents who have lived in Macon for more than 20 years, considered it a high priority.

- ✓ **Newer residents (0-2 years) favored moving the utilities underground.**

A majority (62.5%) of residents who have lived in Macon for 0-2 years, favor moving utilities underground compared to 47.7% of the 3-5 years group, 41.2% of the 6-10 years group, 36.6% of the 11-20 years group and 40.5% of the more than 20 years group.

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SECTION III

OVERVIEW OF DATA

In September 2009, UNICOM • ARC conducted a telephone survey of Macon, 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 $\pm 5.7\%$. 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 bolded in each section.

		%
1. Thinking about Macon, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?	Right direction	55.0%
	Mixed	17.0%
	Wrong direction	21.0%
	Other/don't know	7.0%

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

	Top priority 5	Total high priority (4-5)	3	Total low priority (1-2)	Other/don't know
	%	%	%	%	%
6. Attracting more big box retail development	41.3%	61.3%	17.0%	18.7%	3.0%
4. Improving emergency services	36.0%	59.0%	18.3%	21.0%	1.7%
3. Repairing major streets	37.0%	59.0%	25.3%	15.0%	.7%
2. Revitalizing the Macon Downtown area	35.3%	58.0%	25.3%	14.3%	2.3%
5. Upgrading parks and recreation facilities	23.7%	46.0%	28.3%	25.3%	.3%

	%
7. How often do you visit Downtown Macon?	
More than five times a month	40.3%
One to five times per month	40.7%
Less than once a month	12.3%
Once a year or less	5.3%
Other	.0%
Don't visit	1.0%
Don't know	.3%

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

	Very often	Very/Somewhat often	Not very/Not at all often	Other/don't know
	%	%	%	%
13. Government/post office	35.8%	73.0%	27.0%	.0%
14. Conducting business	20.9%	51.7%	47.6%	.7%
8. Shopping	15.9%	51.0%	49.0%	.0%
12. Special Events	13.5%	44.6%	55.1%	.3%
15. Attending Church	35.5%	43.2%	55.7%	1.0%
9. Dining	11.8%	42.6%	57.1%	.3%
10. Entertainment	7.8%	32.1%	67.9%	.0%
11. Other outdoor recreation, such as walking	15.9%	30.1%	69.3%	.7%

	%
Government/post office	24.7%
Shopping	24.3%
Conducting business	17.9%
Dining	9.1%
Attending church	7.8%
Other/don't know	6.4%
Entertainment	4.1%
Special events	3.0%
Other outdoor recreation	2.7%

16. Of the items I just listed, which would you say is the one reason you most often visit Downtown Macon?

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

	Excellent	Excellent/Good	Not so good/Poor	Other/don't know
	%	%	%	%
28. Safety during the day	24.7%	90.3%	6.0%	3.7%
18. Convenient business hours	8.0%	80.7%	17.3%	2.0%
20. Preservation of historic structures	10.0%	69.3%	26.7%	4.0%
22. Convenient parking	10.3%	69.3%	29.3%	1.3%
17. Signs to help people find their way around	10.3%	67.3%	26.3%	6.3%
26. Condition of streets	3.3%	62.0%	37.3%	.7%
29. Safety at night	8.3%	57.7%	26.3%	16.0%
27. Condition of sidewalks	6.0%	57.0%	39.0%	4.0%
23. Diverse mix of business	3.0%	46.3%	51.3%	2.3%
19. Available green space	6.7%	40.7%	47.7%	11.7%
21. Occupied storefronts	3.0%	40.0%	55.3%	4.7%
25. Entertainment options	6.0%	35.0%	59.0%	6.0%
24. Dining options	6.0%	34.7%	63.0%	2.3%

	%
Very important	54.7%
Somewhat important	32.0%
Not very important	8.3%
Not at all important	4.0%
Other/don't know	1.0%
Very/Somewhat important	86.7%
Not very/Not at all important	12.3%

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 Macon 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." Of course, you can use any number between five and one. The first is...

	Top priority 5	Total high priority (4-5)	3	Total low priority (1-2)	Other/don't know
	%	%	%	%	%
32. Family or casual style dining	46.3%	71.3%	17.3%	10.3%	1.0%
38. Clothing stores	39.0%	63.3%	22.0%	13.7%	1.0%
33. Fine Dining	34.7%	56.0%	19.7%	22.7%	1.7%
42. Shoe store	29.7%	53.3%	23.0%	22.3%	1.3%
34. Ice cream shop	25.0%	44.7%	29.0%	24.7%	1.7%
39. Arcade or other attraction aimed at teenagers	22.0%	44.7%	24.0%	28.3%	3.0%
37. Convenience store or grocery store	27.0%	44.3%	19.7%	35.0%	1.0%
41. Coffee shop	20.7%	42.0%	28.0%	28.3%	1.7%
36. Art galleries and shops	15.0%	31.0%	28.0%	38.0%	3.0%
31. Lodging such as hotel, motel or bed and breakfast	14.7%	30.3%	29.0%	38.7%	2.0%
35. Antique shops	12.3%	27.0%	27.0%	44.3%	1.7%
40. Bar/nightclubs	8.0%	13.3%	11.7%	72.3%	2.7%

	%
Family or casual style dining	20.3%
Clothing stores	19.3%
Fine dining	17.3%
Shoe store	9.3%
Other	9.3%
Arcade or other attraction aimed at teenagers	6.3%
Convenience store or grocery store	4.3%
Antique shops	3.3%
Ice cream shop	3.0%
Art galleries and shops	2.3%
Coffee shop	2.3%
Lodging such as hotel, motel or bed and breakfast	1.7%
Bars/nightclubs	1.0%

43. Of the items I just listed, which business would you most like to see in Downtown Macon?

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 Macon using the same 5-point scale.

	Top priority 5	Total high priority (4-5)	3	Total low priority (1-2)	Other/don't know
	%	%	%	%	%
52. Improving building facades	34.0%	61.3%	26.0%	10.7%	2.0%
53. Keeping streets and sidewalks cleaner	34.3%	55.7%	22.0%	21.0%	1.3%
50. Making the area more pedestrian-friendly	25.7%	49.0%	24.7%	25.3%	1.0%
45. Improving lighting	22.0%	45.3%	25.3%	27.0%	2.3%
46. Moving utilities underground	25.3%	41.3%	21.0%	32.7%	5.0%
44. Adding green space and landscaping such as trees or plantings	20.3%	38.0%	26.0%	31.0%	5.0%
47. Adding new parking spaces or lots	19.7%	37.7%	27.7%	33.7%	1.0%
51. Improving signage to help people find their way around	15.3%	37.0%	27.3%	33.7%	2.0%
48. Stricter code enforcement	19.3%	35.7%	24.7%	33.3%	6.3%
54. Changing parallel parking to angle parking	20.0%	34.0%	17.0%	46.7%	2.3%
49. Developing second-story residential space	13.7%	28.0%	26.3%	43.3%	2.3%
55. Adding murals to Downtown buildings	9.7%	27.0%	25.3%	45.3%	2.3%

		%
56. Are there any other improvements you think should be made to Downtown Macon?	Yes	30.7%
	No	69.3%

		%
57. Property owners should turn the second floors of their existing buildings into...	No need	40.0%
	Rental units	34.3%
	Condominiums	16.7%
	Other	9.0%

		%
58. What would you say is your main source of information about Downtown Macon?	Local newspaper	45.0%
	Word-of-mouth	24.3%
	Other/don't know	10.7%
	Other	10.0%
	I live Downtown	5.0%
	Radio	2.0%
	Television	1.7%
	Chamber of commerce web site	1.3%

	%
	29.9%
	24.3%
	13.1%
	10.8%
	10.1%
	8.6%
	2.2%
	1.1%

	%
	18.0%
	37.0%
	15.7%
	25.7%
	3.7%
	55.0%
	41.3%

		Sales Tax Increase		
		.25%	.5%	.75%
		%	%	%
	Strongly favor	18.0%	13.8%	10.5%
	Favor	54.0%	53.4%	47.4%
	Oppose	16.0%	17.2%	29.8%
	Other/don't know	8.0%	8.6%	10.5%
	Strongly oppose	4.0%	6.9%	1.8%
	Total favor	72.0%	67.2%	57.9%
	Total oppose	20.0%	24.1%	31.6%

	%	
60. How familiar are you with a State-sponsored program called the DREAM Initiative?	Very familiar	1.3%
	Somewhat familiar	16.0%
	Not very familiar	16.7%
	Not at all familiar	65.7%
	Other/don't know	.3%
	Very/Somewhat familiar	17.3%
	Not very/Not at all familiar	82.3%

	%	
61. In which of the following age groups are you?	18-34	10.3%
	35-49	18.7%
	50-64	30.7%
	65 or older	40.0%
	Other/don't know/refused	.3%

	%	
62. How long have you lived in the Macon area?	0-2 years	2.7%
	3-5 years	5.0%
	6-10 years	11.3%
	11-20 years	13.7%
	More than 20 years	66.7%
	Other/don't know	.7%

		%
63. Please indicate which of the following categories best fits your household income for 2008.	under \$25,000	19.7%
	\$25,000 to \$50,000	30.7%
	\$50,000 to \$74,999	20.7%
	\$75,000 to \$99,999	7.0%
	\$100,000 or more	7.3%
	Other/don't know	14.7%

		%
64. Gender	Male	50.0%
	Female	50.0%

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SECTION IV

RESPONSE TO OPEN-ENDED QUESTIONS

43. Which business would you most like to see in Downtown Macon?

Anything that would bring more jobs
Arcade and fine dining
Bookstore
Donut/coffee shop
Drug store; grocery store
Factories
Family recreation with no drinking
Hardware stores (2)
I would like to see some factories come here that pay some decent wages
More accessible parking
New bowling alley
Quilt shop or fabric store
Sandwich shop/delivery
Services areas such as banks
Some kind of manufacturing to employ a lot of people
Theatres
Things for senior citizens
We need a furniture store
Would like to see a super center

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

More businesses (2)
More jobs (2)
A good clothing store and shoe store in Downtown Macon
A good steak house and older style lighting Downtown
Any derelict buildings should be controlled; apartments that are there should be kept up; awnings
and things of that sort
City could cut taxes so businesses could move back in
Clean it up; keep sidewalks clean; make more apartments
Clean up the people that put trash and lawn chairs on sidewalk
Cleaning bricks on store fronts; more stores
Don't want the bars to be on the main streets
Fixing up of the apartments and make housing of the second stories
General face lift
Get more people-oriented businesses for younger crowds; no arcades; need more clothing
stores; give us cheaper utilities; electricity is too high in smaller spaces
Get rid of the bars; Downtown has 4-5 bars in a very small area and reducing it to one seems
like the best idea; they bring a bad element

Get rid of the bars; reduce the riff-raff Downtown
Get rid of the whole City Police Department and the Mayor
Get rid of them old buildings that are about to fall in
Getting a large company for more jobs
Grocery store; hardware store for the area; appliance store for more business
Have everything looking good to draw people down for business
I don't think bars should have a place Downtown
I really think Christmas lights would be a big help; all of these other towns have them but we don't
I think that there should be a lot more parking
I think that there should be more grocery stores closer
I think the bars should be on one side of the block versus all around the block; there are bars on every corner making people not want to go Downtown anymore; there are people hanging out in front of the bars
I think there should be an arcade for kids or something or other
I would like to see a good bike trail; I don't think City Council is being in control of the City and I think they should lead the community in a better direction
I would like to see a patrol car from our police department; I would like to see the police department doing their job; paint is cheap, repaint the buildings Downtown; friends and family from out of town think
I would like to see Highway 63 re-routed around Macon
I'd like to make it a little more up-scale
If you want to draw some businesses you should build some dining options with wine and liquors
Improvement on older buildings
It needs to grow
It would be nice if eventually Downtown could be closed off and just be a pedestrian area
It would be nice to see new buildings; restore historical buildings instead of knocking them down
Just street improvements
Keep the buildings up good; keep it safe
Keep the windows to the stores cleaner
Keeping Downtown Macon clean and with more businesses
Keeping streets clean; flowers
Larger green space
Lower utility bills
Mainly the dining would be nice
Making things easier for handicapped people
More attractions for kids to do so kids don't get in trouble
More business, more diversity
More business; more local business; more corporate
More businesses Downtown; too many empty buildings and not enough stores; too many antique stores; more clothing stores; agriculture businesses
More businesses; nothing uptown; dying; all we have is antique stores
More different kinds of business; more variety
More easily accessible to Downtown
More family oriented atmosphere
More parking so people don't get parking tickets; more parking for individual stores
More people go Downtown but not everybody uses it
More public parking for Downtown Macon

More quality business back in Downtown area
More security Downtown; boom boxes blasting out really loud Downtown
More stores like there used to be
More stores that aren't antique stores
More things to bring competition against Wal-Mart
More variety of businesses
More variety of businesses involved
More Yield right of ways and less Stop signs; they got more stop signs than they know what to do
Need more businesses
Need to separate their sewer and road improvements mailing
New buildings
New businesses
Parking needs to be fixed
Parking; more eating; more shopping
Priority for gas, sewer, water to help businesses that may come into town; having better utilities to better support incoming businesses; better infrastructure
Sidewalks and buildings should be wheelchair accessible
Some of the bars should be spaced out; too many back to back
Some of the stores should have different hours
The bars look bad on the City when entering Downtown
The buildings needs to be renovated; I would like to see some type of business Downtown; I would like to see all the buildings with businesses in them; I wish there was something Downtown for the kids to do other than sit in the parking lot behind Ben Franklin
The City buy several buildings that are in a row, tear them down and make a big parking area
The Police Department; bring in a whole new department
The sidewalks and streets get very dirty
There should be one way streets to improve parking
They could just improve the streets some
They just need to get more businesses that would generate employment; they need to get rid of some of the bars
They're spending too much money that they don't have
Traffic patterns; towns do better around a courthouse
Try to attract new and modern companies in the area for shopping and employment
Very ashamed of Downtown area; we have a long way to go in Macon; the streets are bad, no upkeep
Vine Street and Ruby, the block of L's should be closed off entirely to moving traffic; that's where you put your greenspace, seats; I showed them they won't lose anything years ago if they use the other parking lots
Want to bring something in to bring more people in; it's a shame the way it is now
We need wider streets
Why do we have to go out of town to buy cheaper groceries and other supplies

56_2. Are there any other improvements you think should be made to Downtown Macon

Adding more diversity of businesses; we need more jobs
Biggest problem is the merchant's parking Downtown
It looks disgusting and paint is cheap
Something to draw tourists Downtown and boost our economy

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

Downtown Association (2)
Being there all the time
Downtown Betterment Group
Driving around and observing what happens
Experience
Firefighter
Go Downtown
Going and seeing
History of town
I just see it
Internet
Just by observing
Just driving through it
Just living here
Just visiting
Know there's nothing there
McDonalds
Observing it personally
Online search
Personal experience
Personal experience and visiting the Downtown area
Post Office
Posters
Previous building owner
Shopping
That I go down there
There is a Downtown Association that does a lot of activities
Worked Downtown; personal experience
Yellow Pages

58b. What is your second most likely source of information?

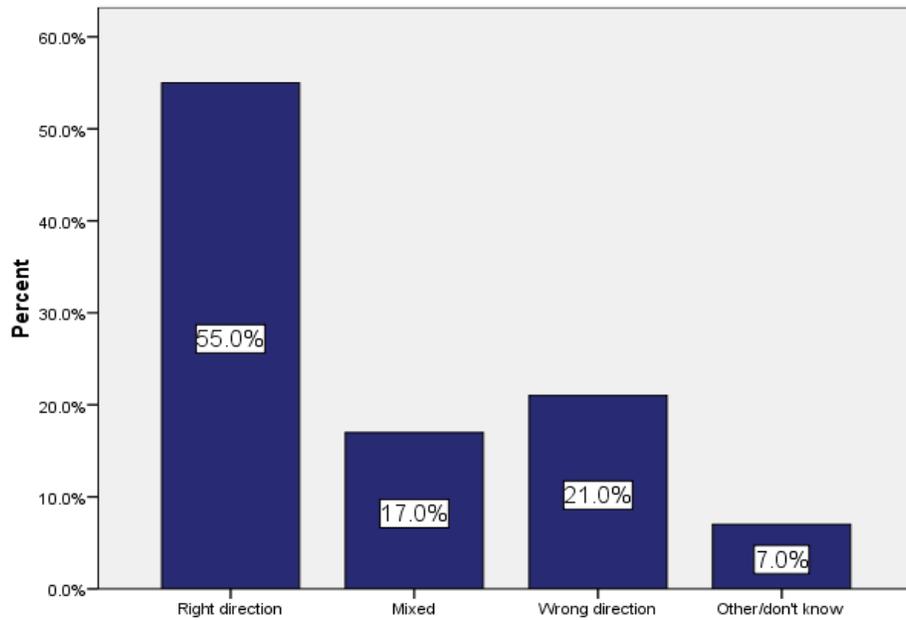
Internet (4)
Flyers (2)
Bank
Bar
Businesses
By looking at it
Coffee shop
Coffee shop
Driving Downtown
Flyers; bulletin board
Flyers Downtown
I am involved in Town of Macon with communication with communication with store owners
I read pamphlets that get passed out

Just going Downtown
My own observations
Post Office
Posters and flyers
Posters/flyers
Signage
Signs
Talking to Police and Firemen and business people
The Church
The posts at the grocery store

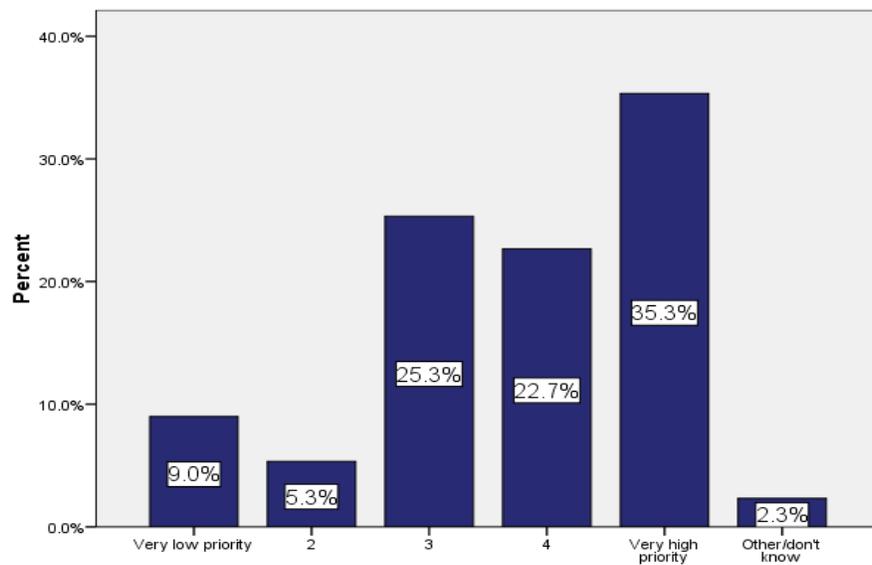
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SECTION V

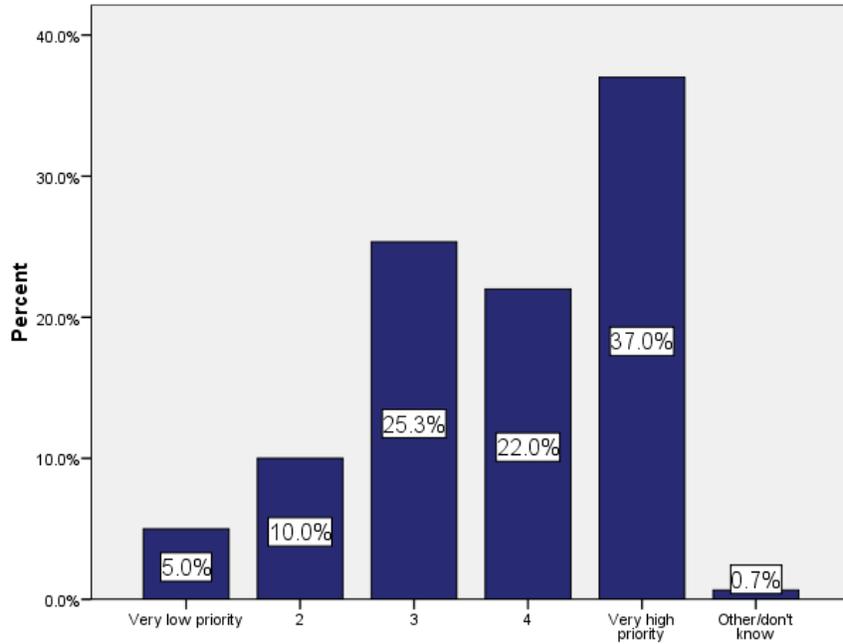
BAR CHARTS



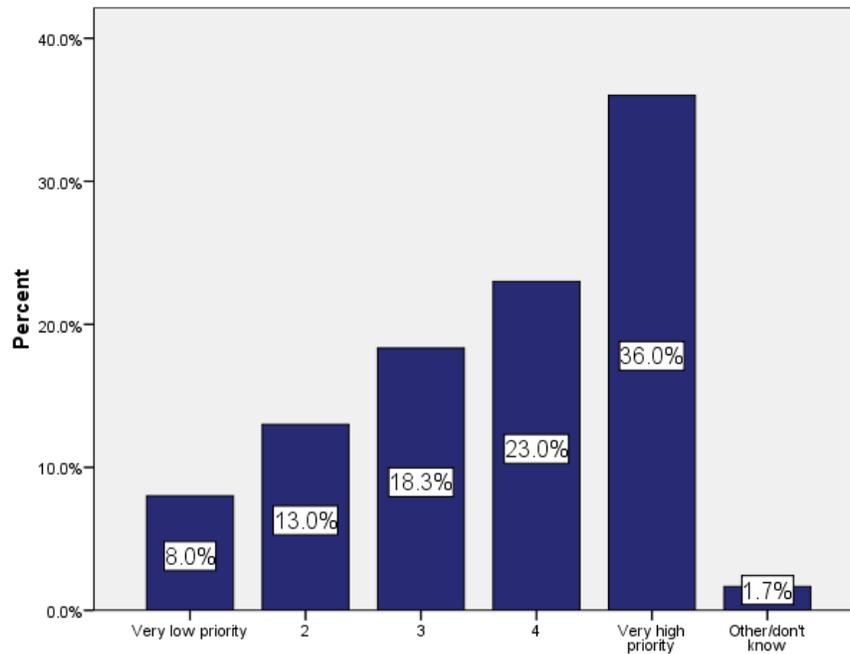
1. Thinking about Macon, Missouri area, would you say things are moving...



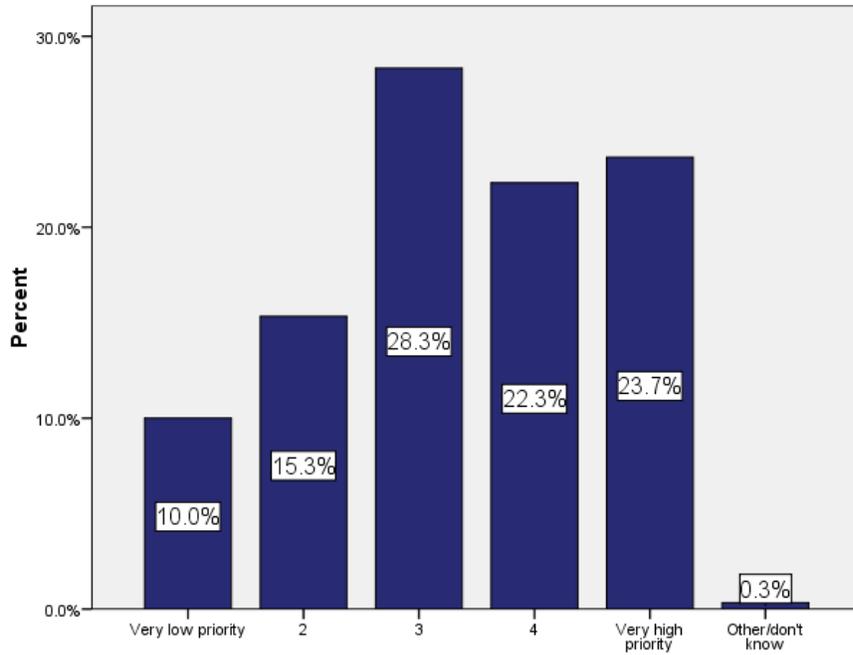
2. Revitalizing the Macon Downtown area



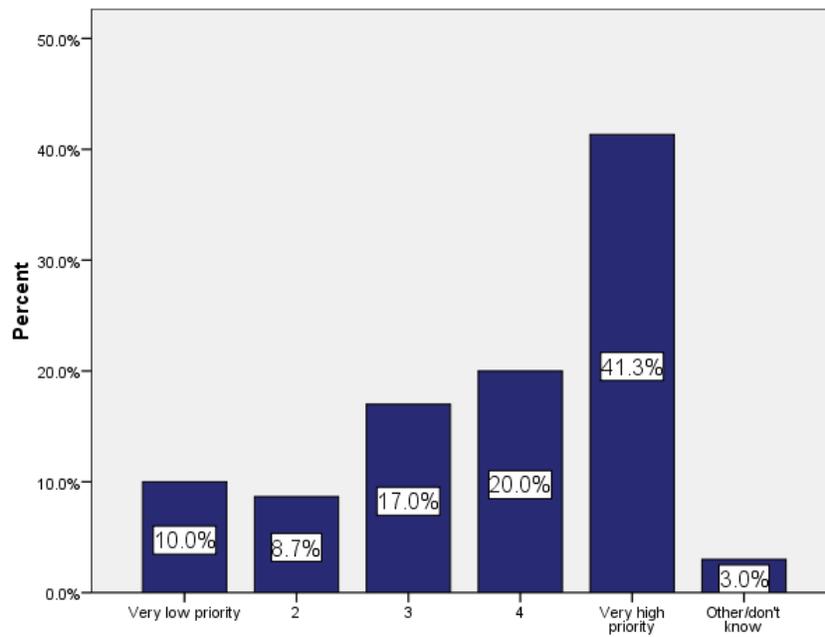
3. Repairing major streets



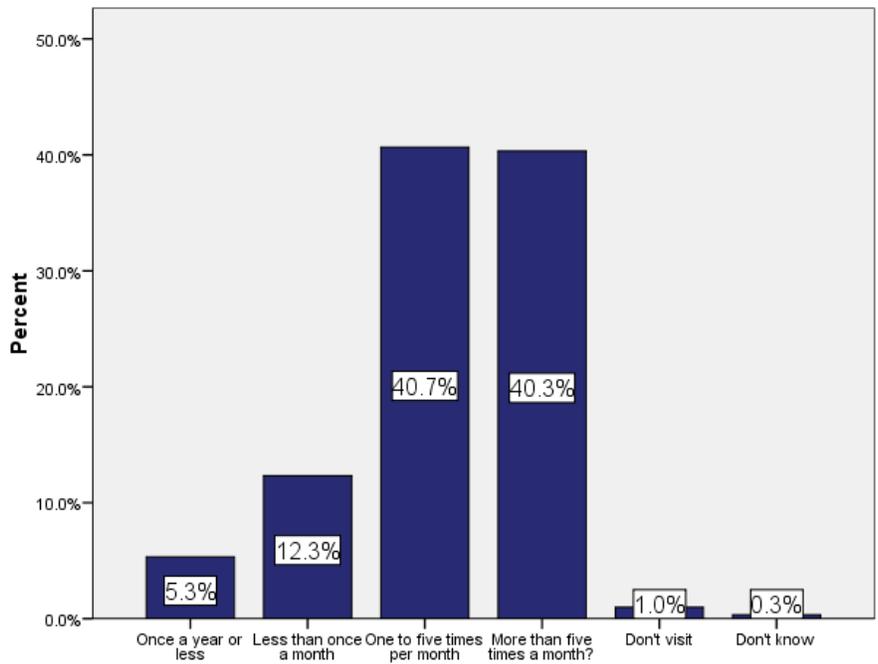
4. Improving emergency services



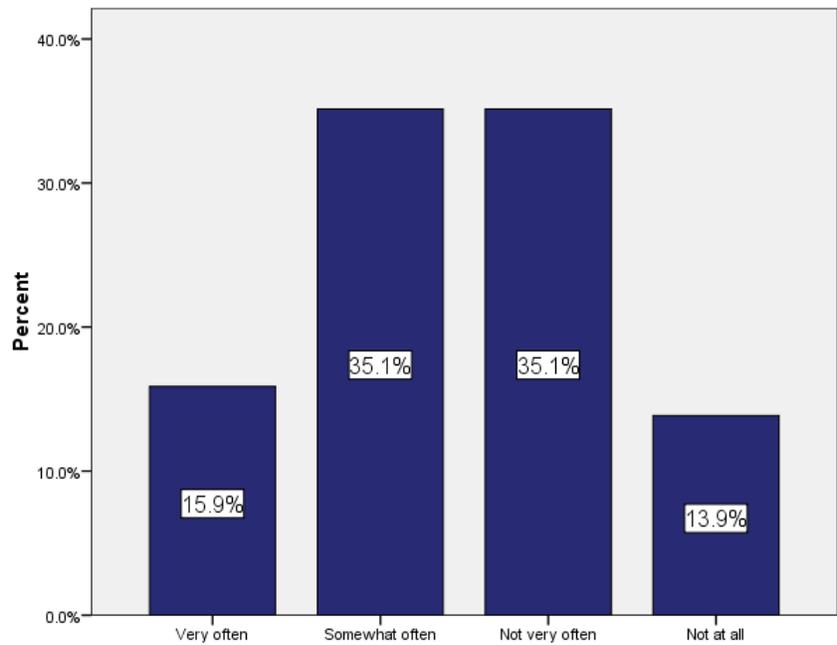
5. Upgrading parks and recreation facilities



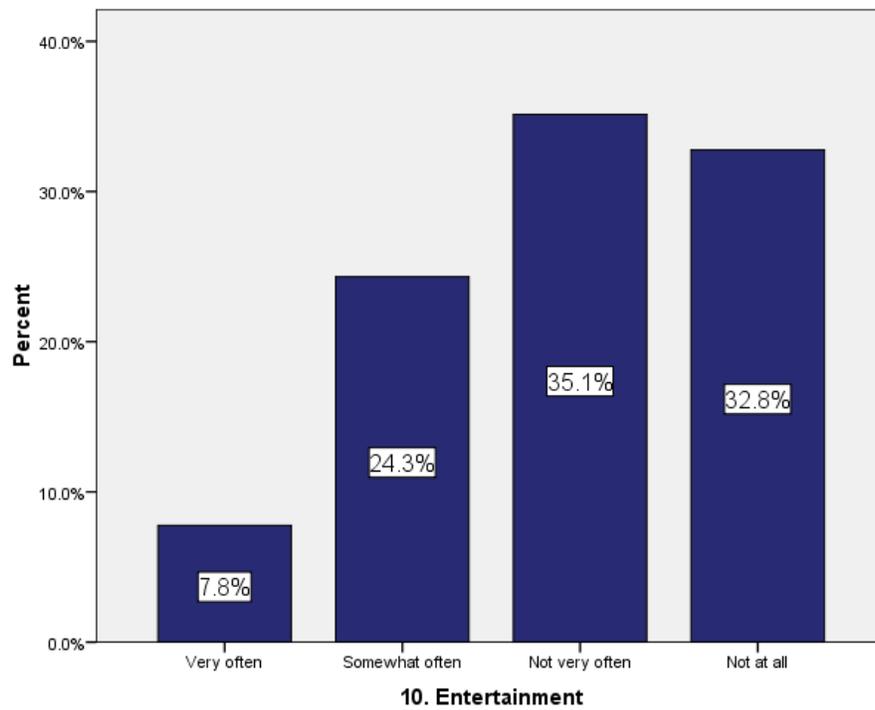
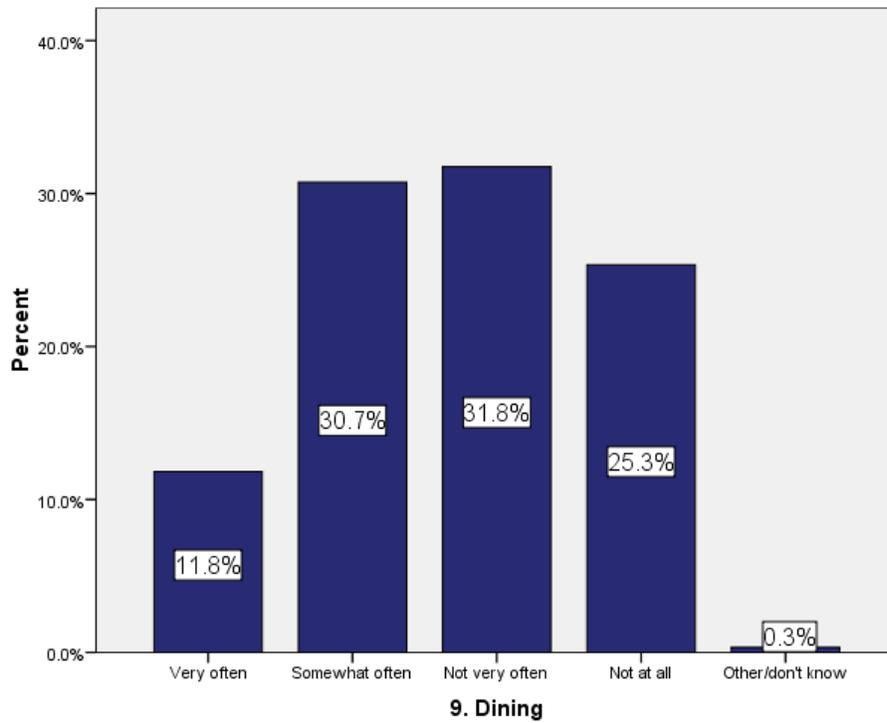
6. Attracting more big box retail development

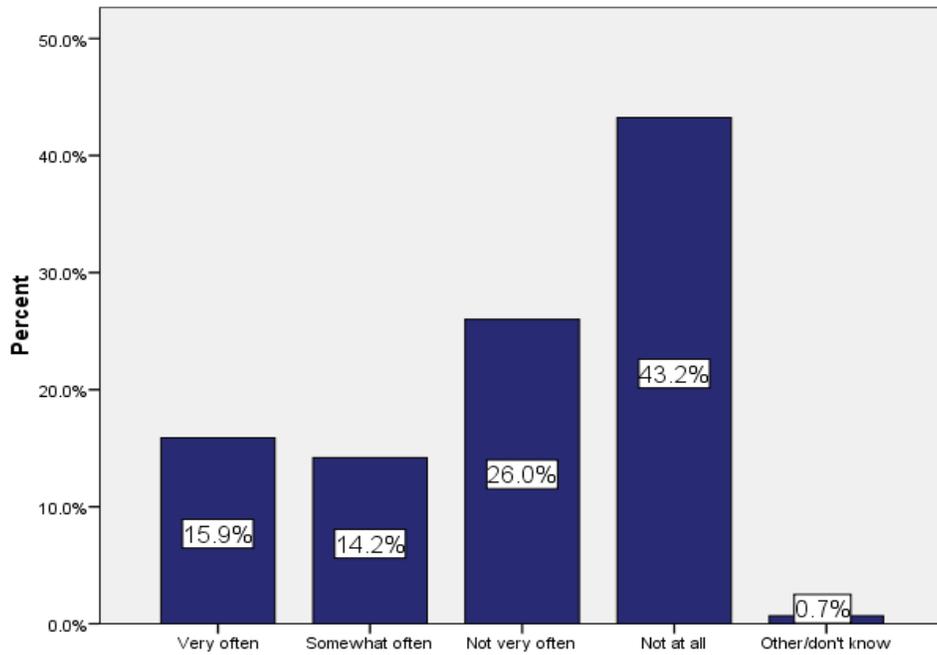


7. How often do you visit Downtown Macon?

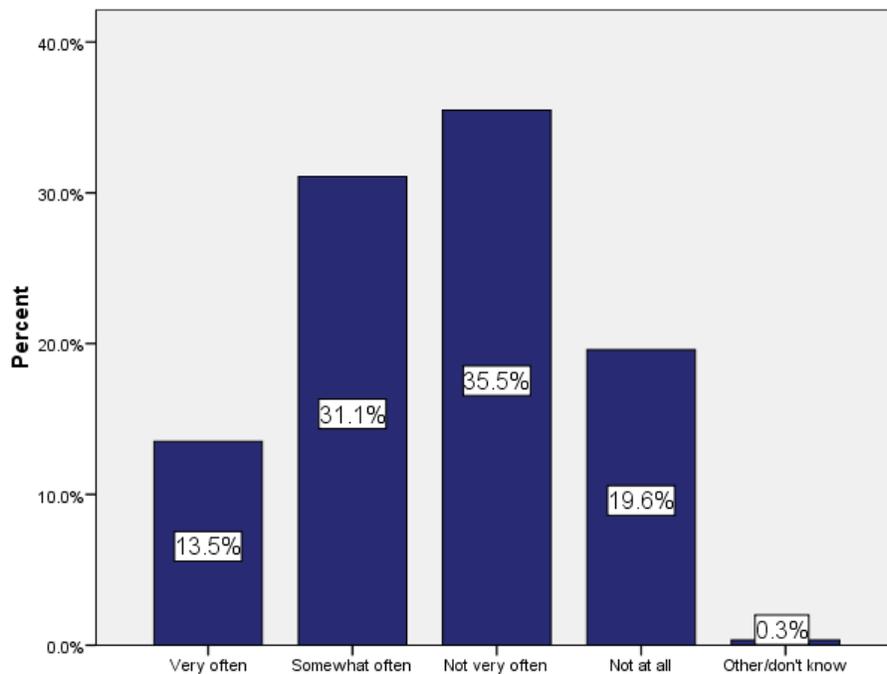


8. Shopping

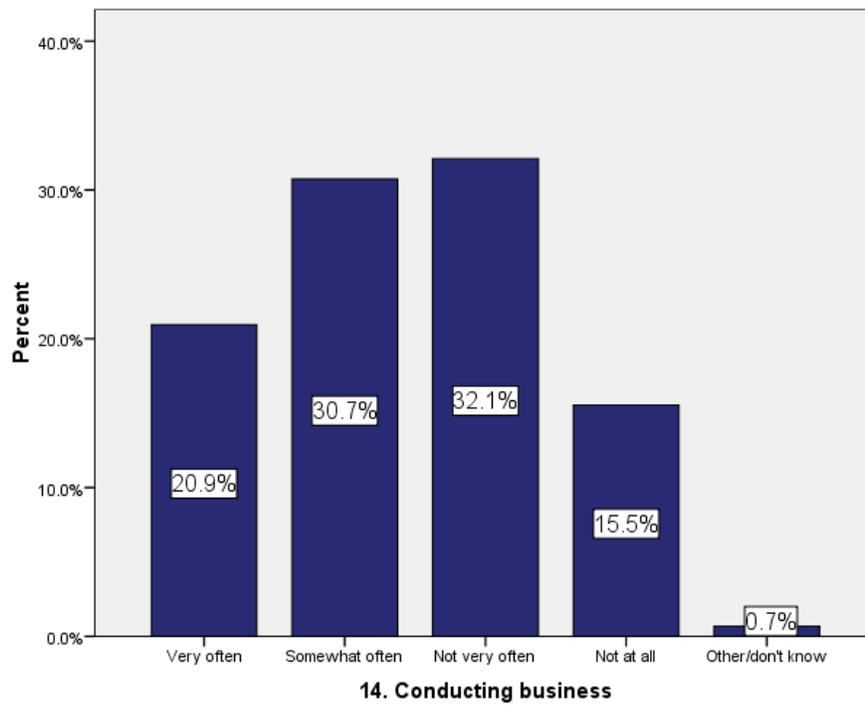
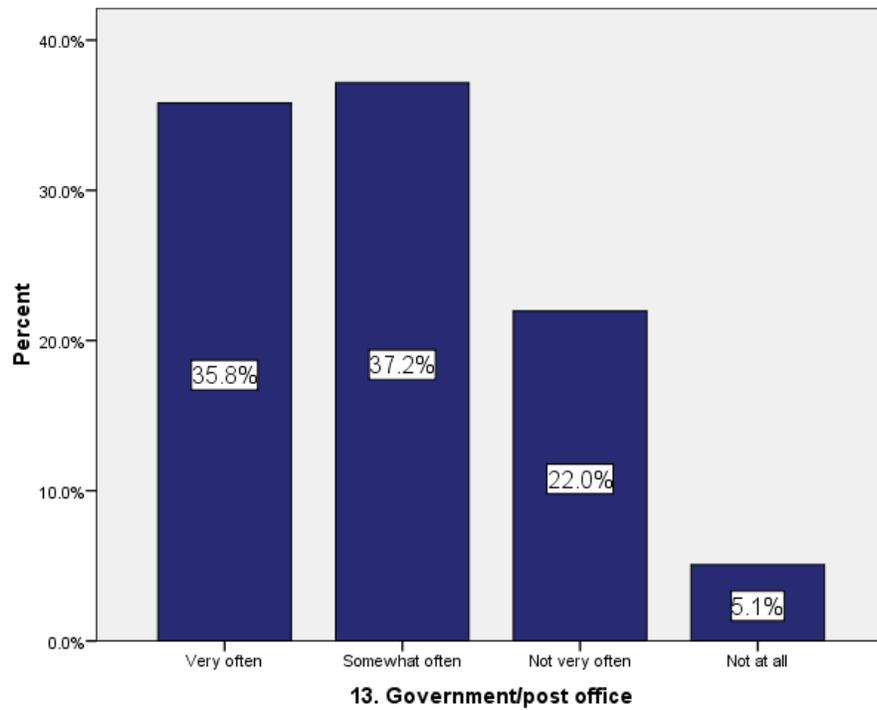


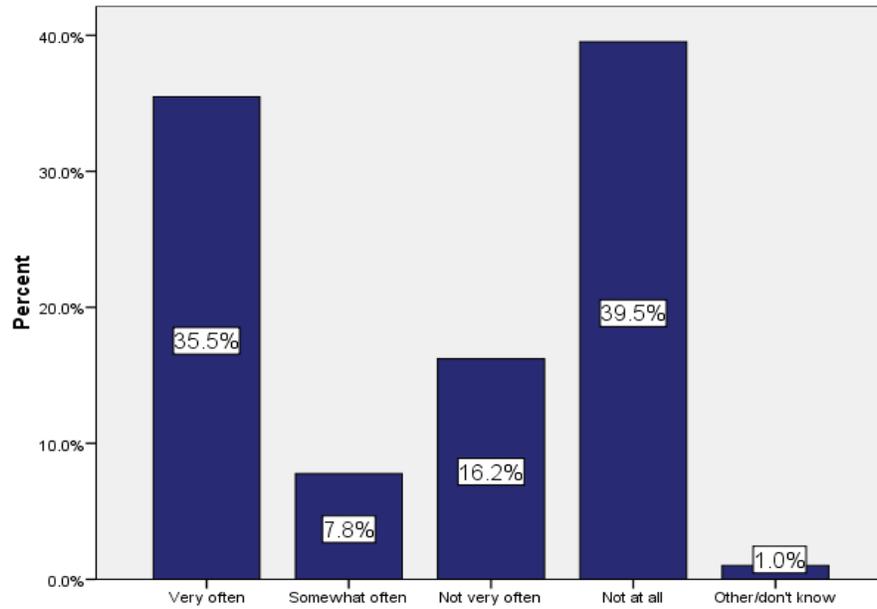


11. Other outdoor recreation, such as walking

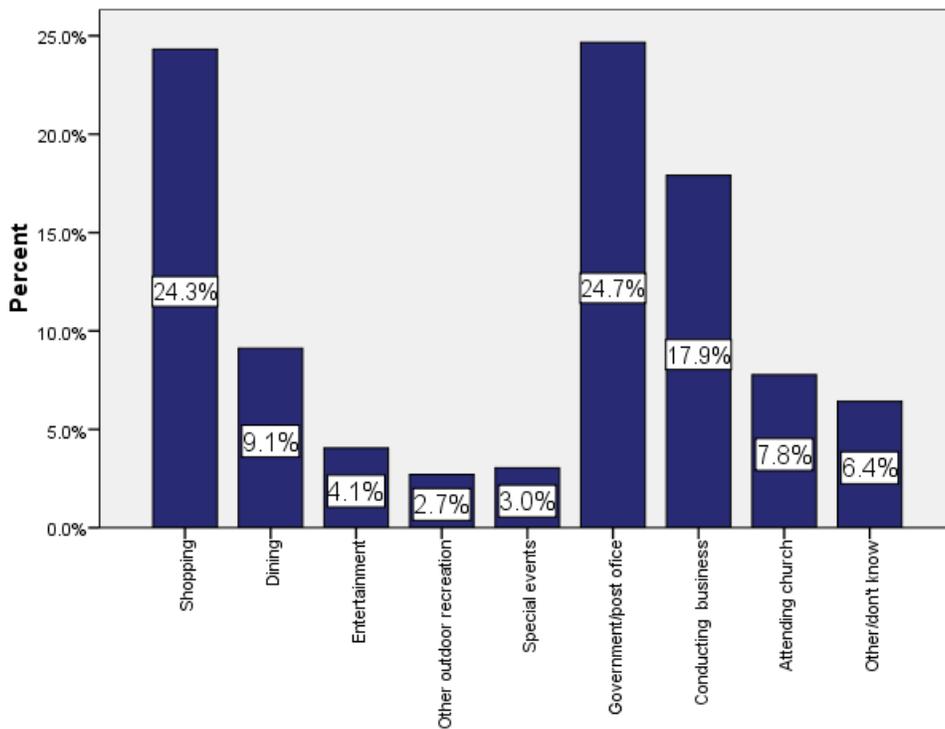


12. Special Events

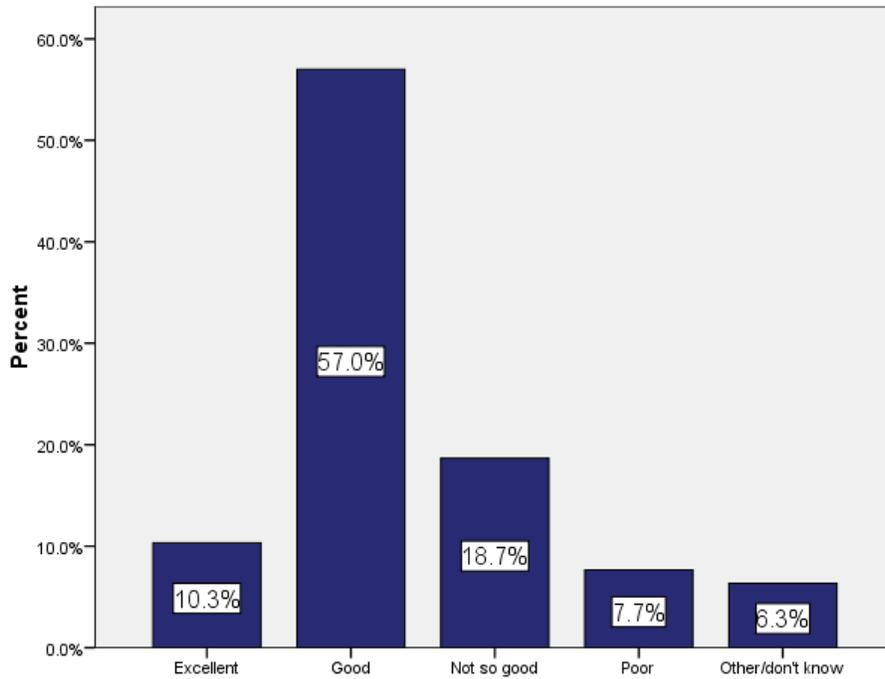




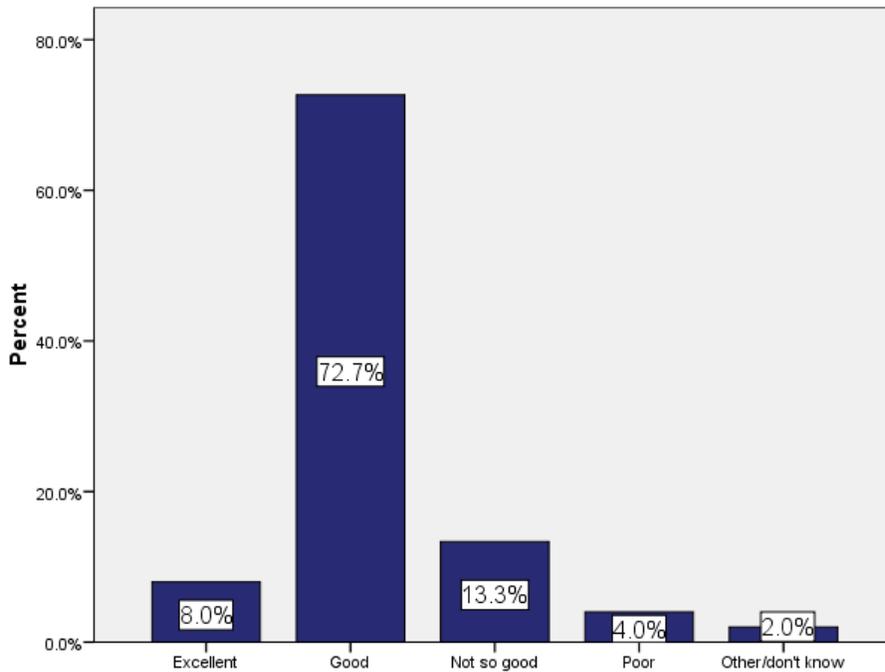
15. Attending Church



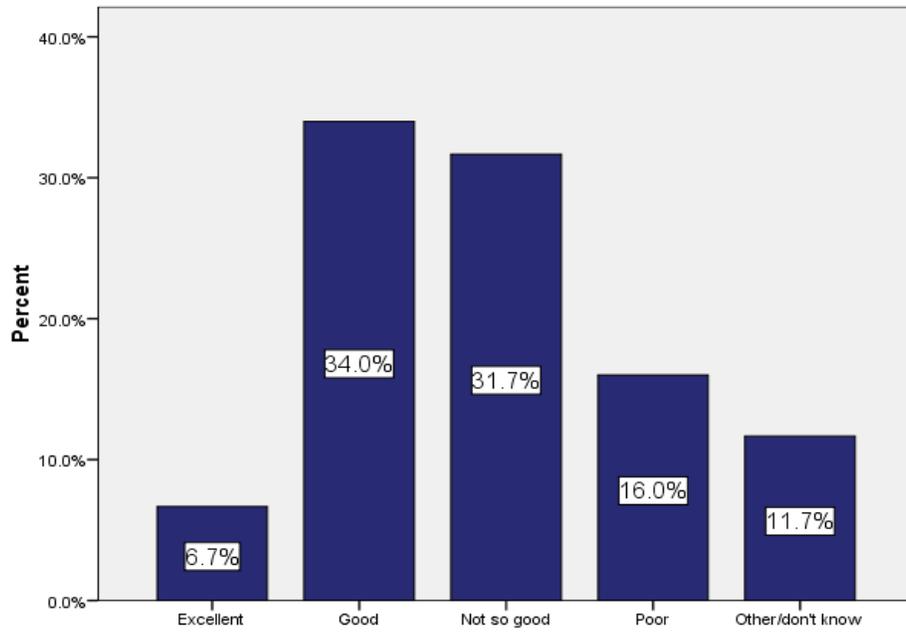
16. What is the one reason you most often visit Downtown Macon?



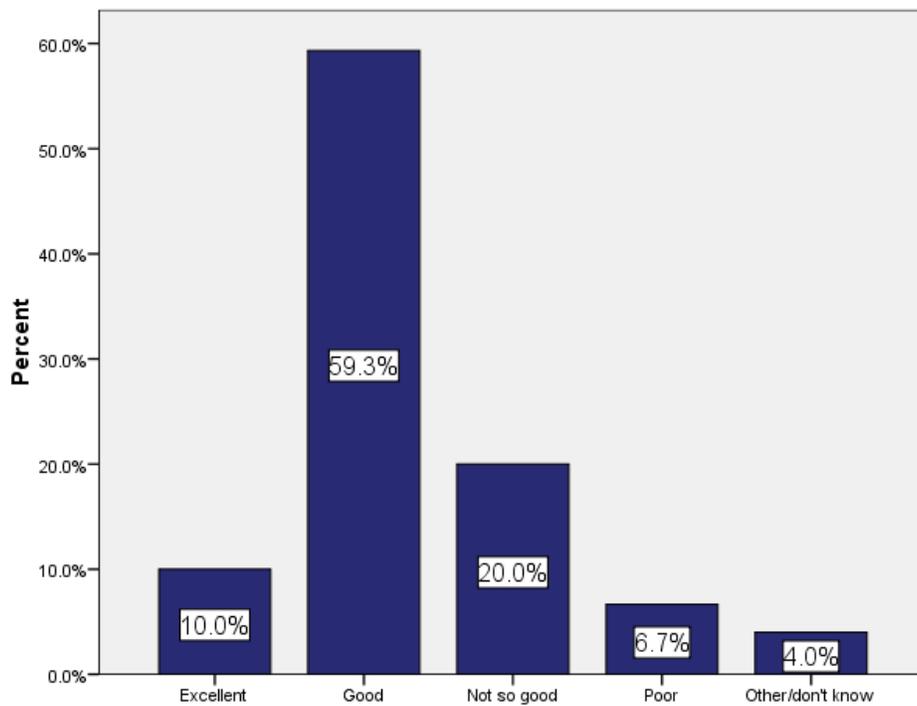
17. Signs to help people find their way around



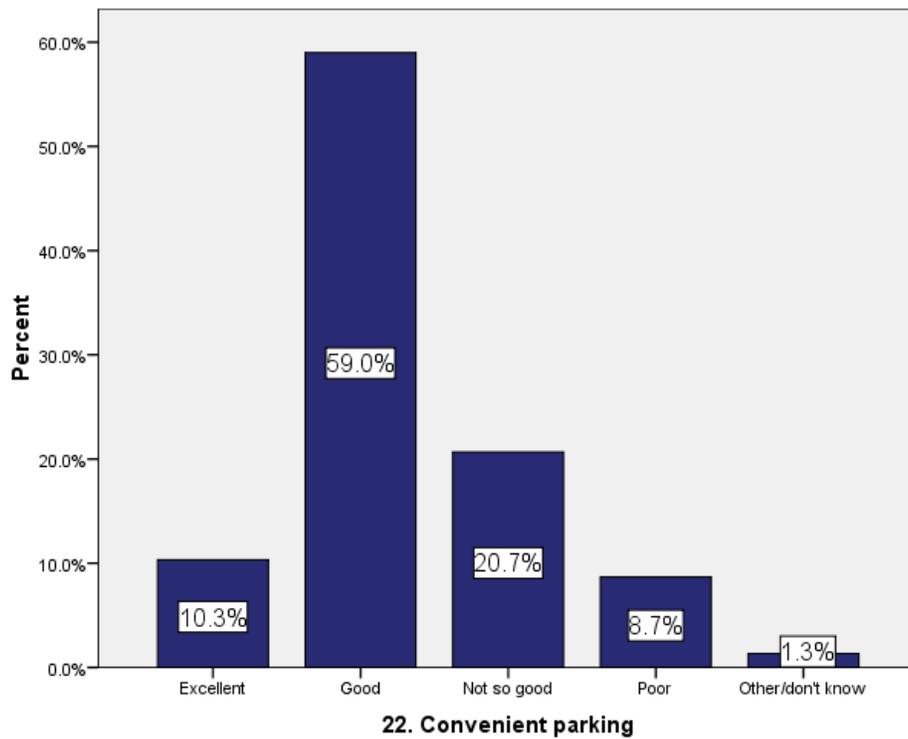
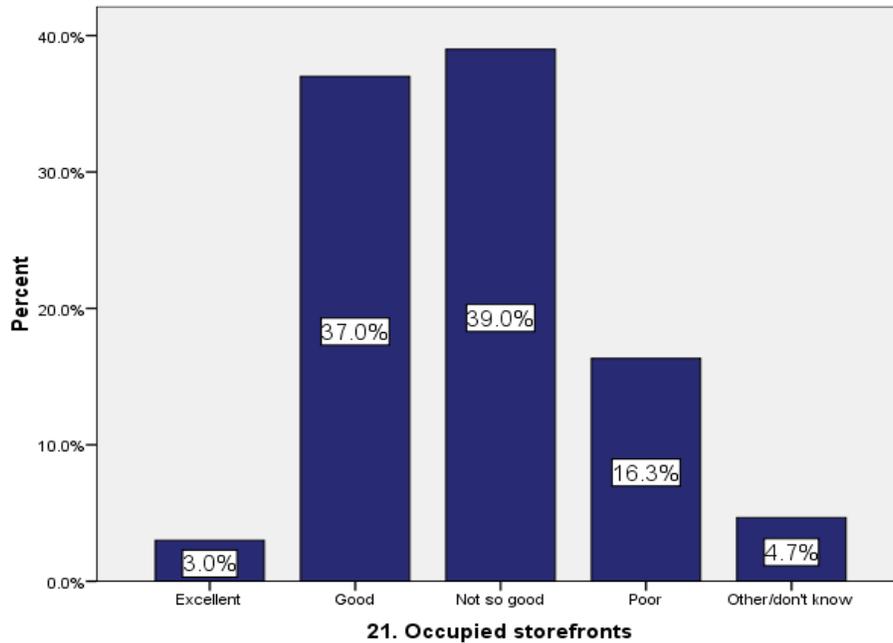
18. Convenient business hours

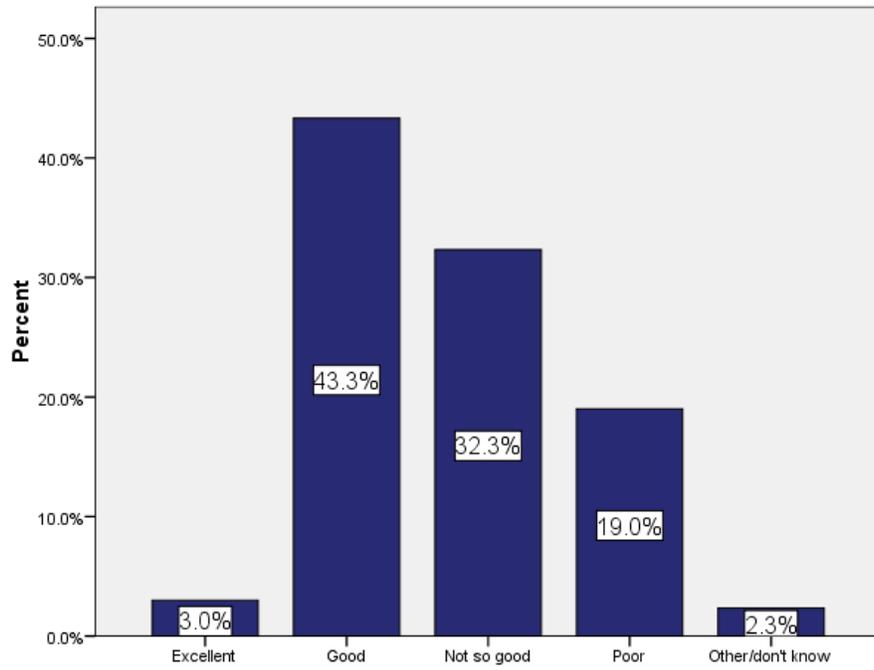


19. Available green space

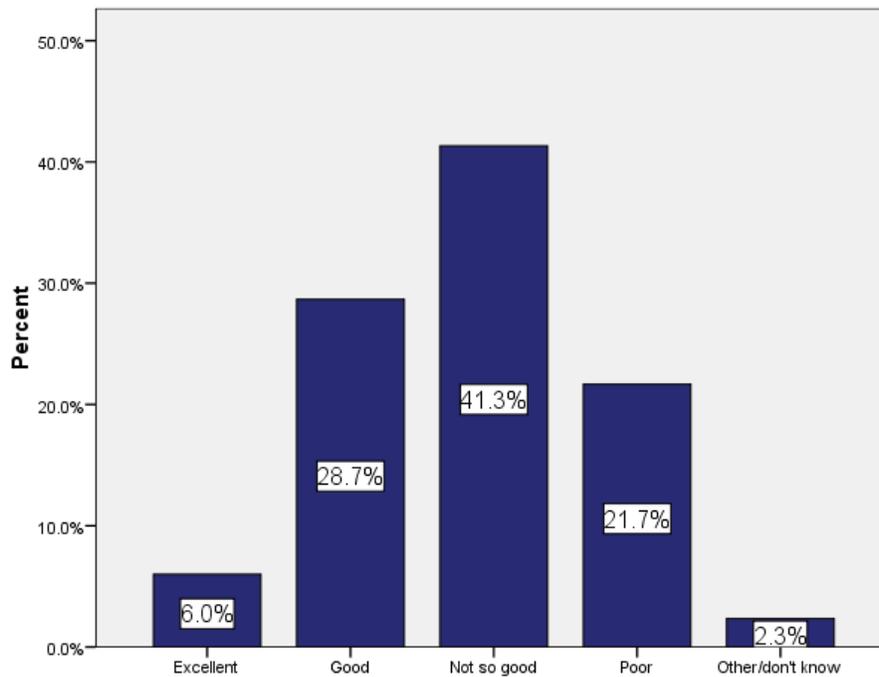


20. Preservation of historic structures

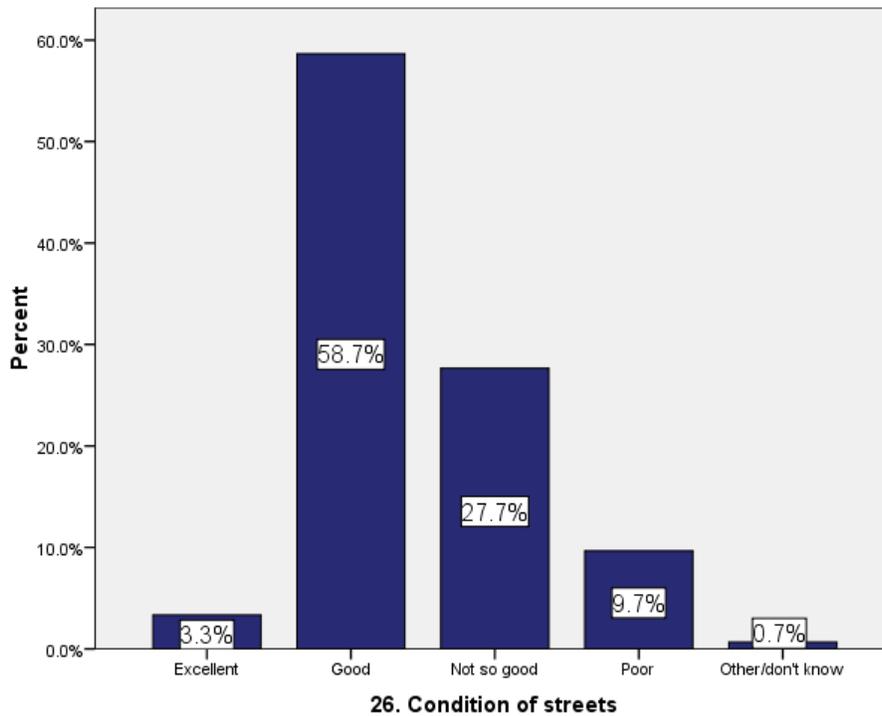
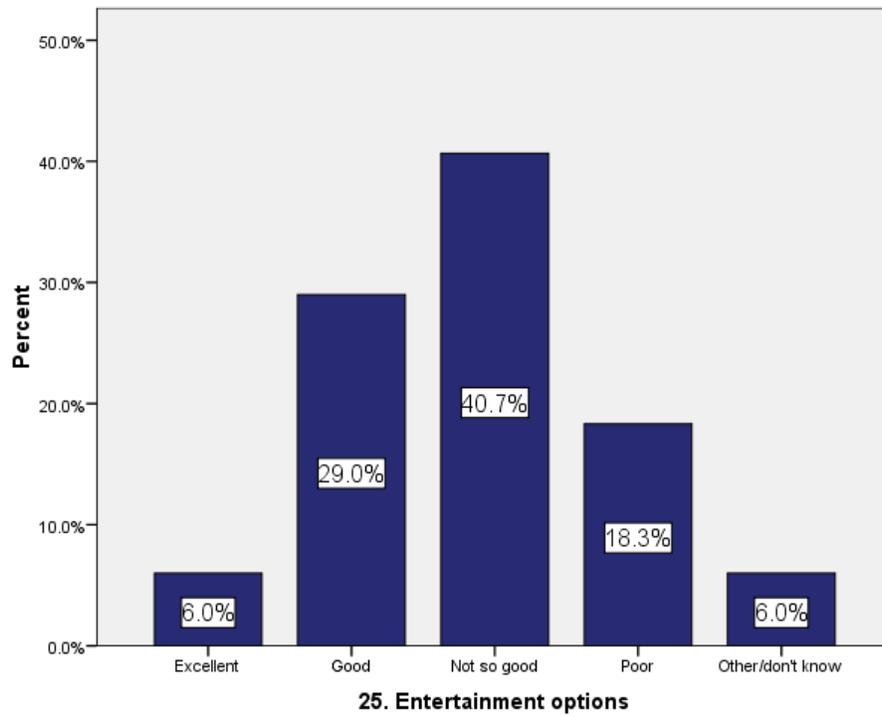


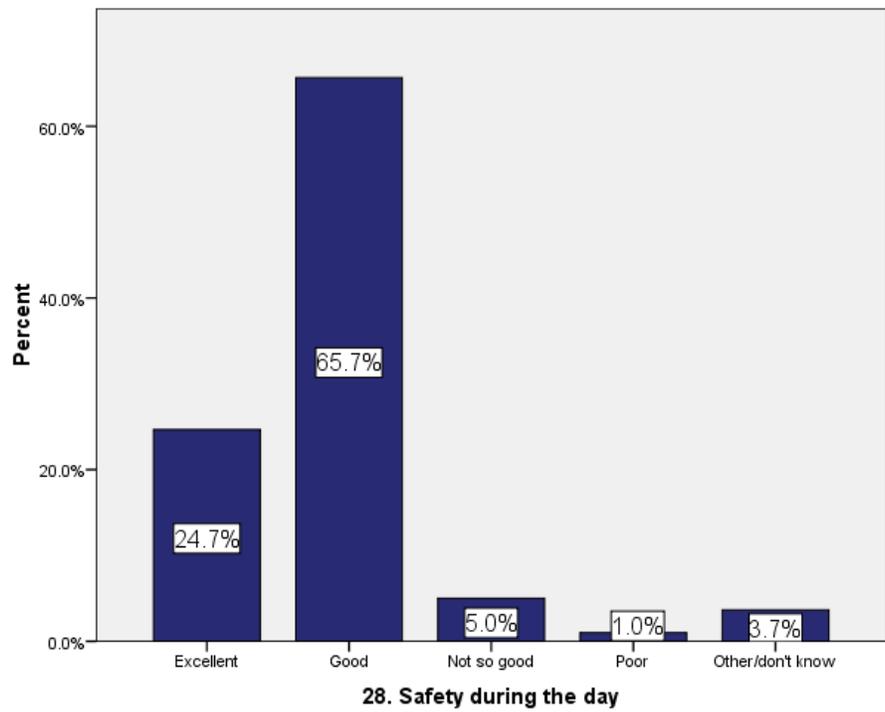
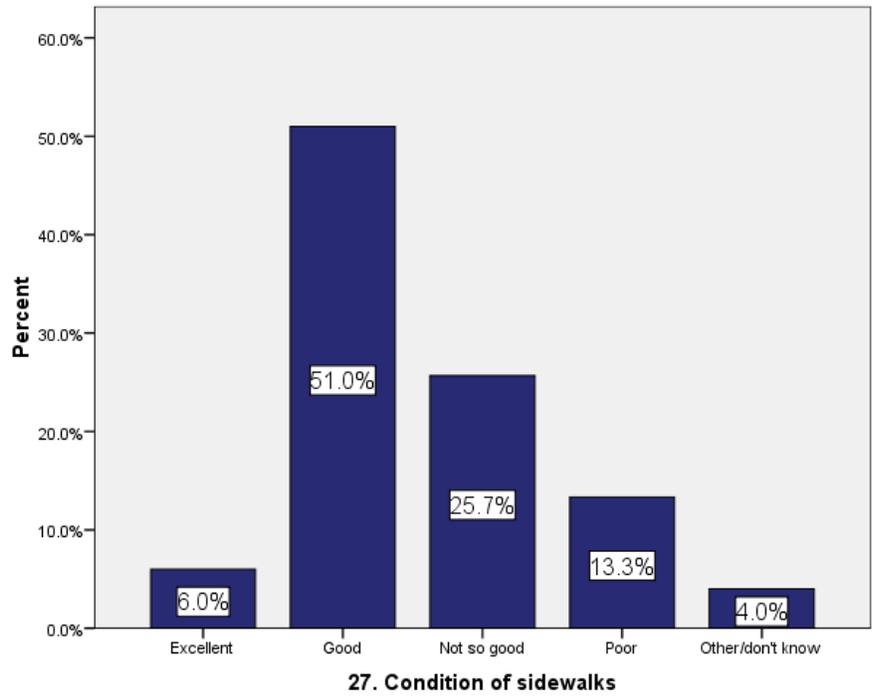


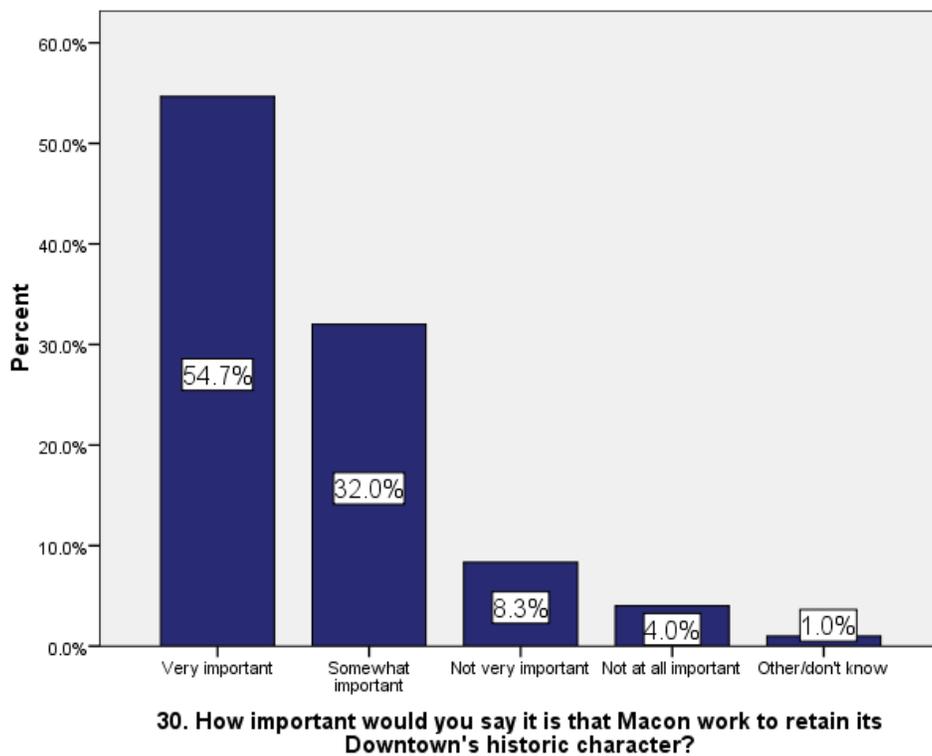
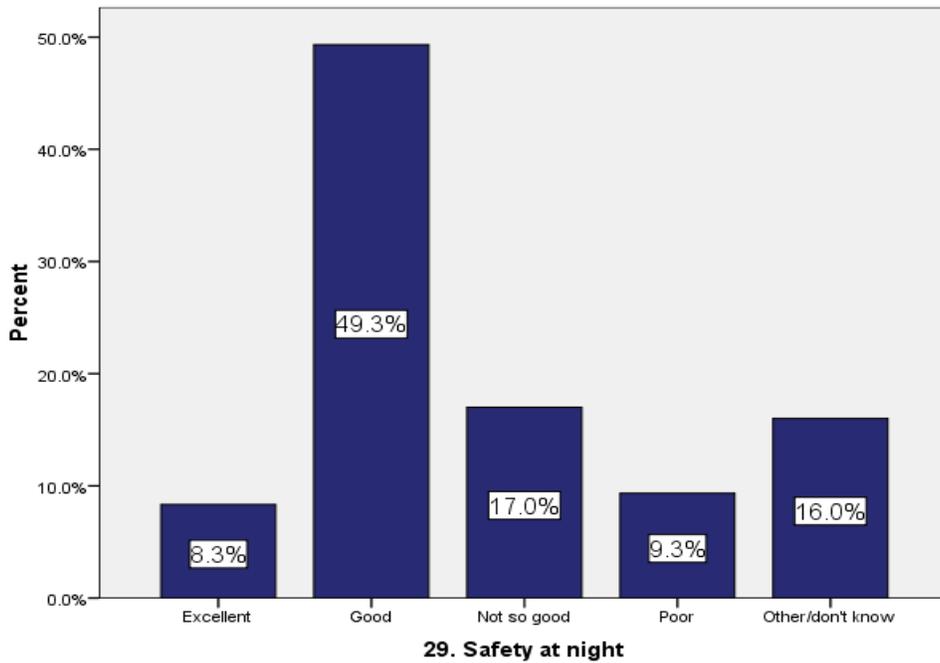
23. Diverse mix of business

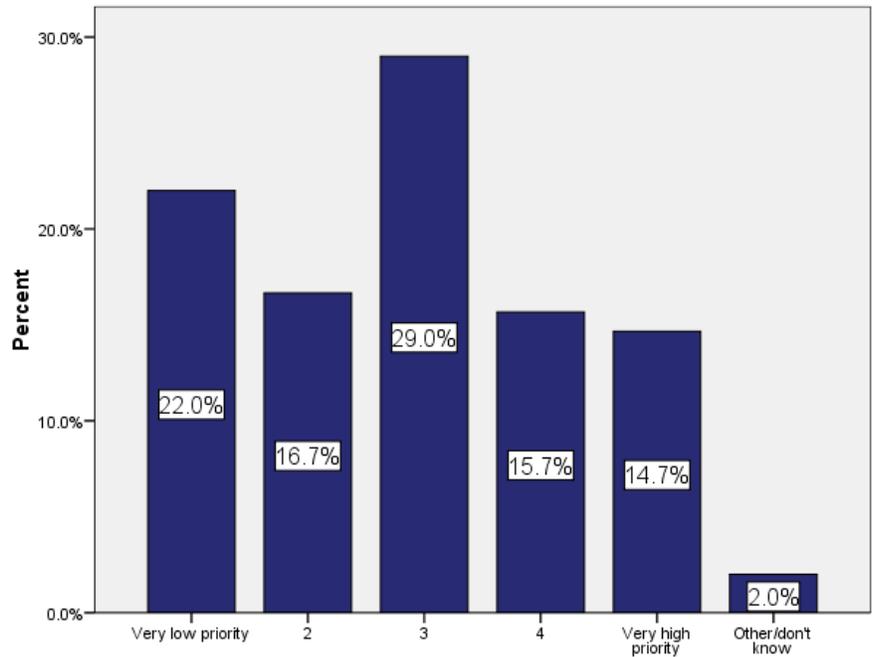


24. Dining options

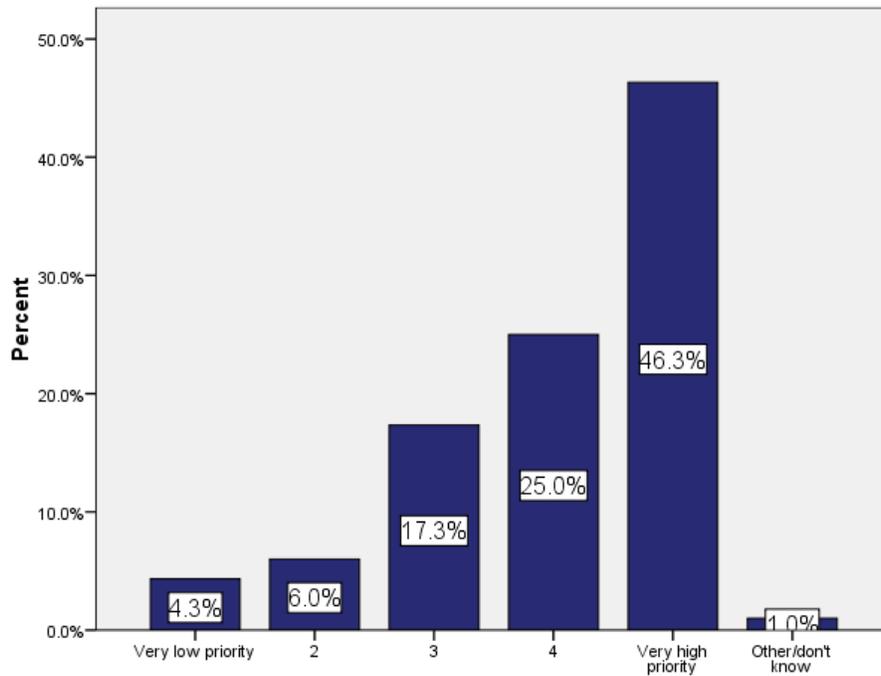




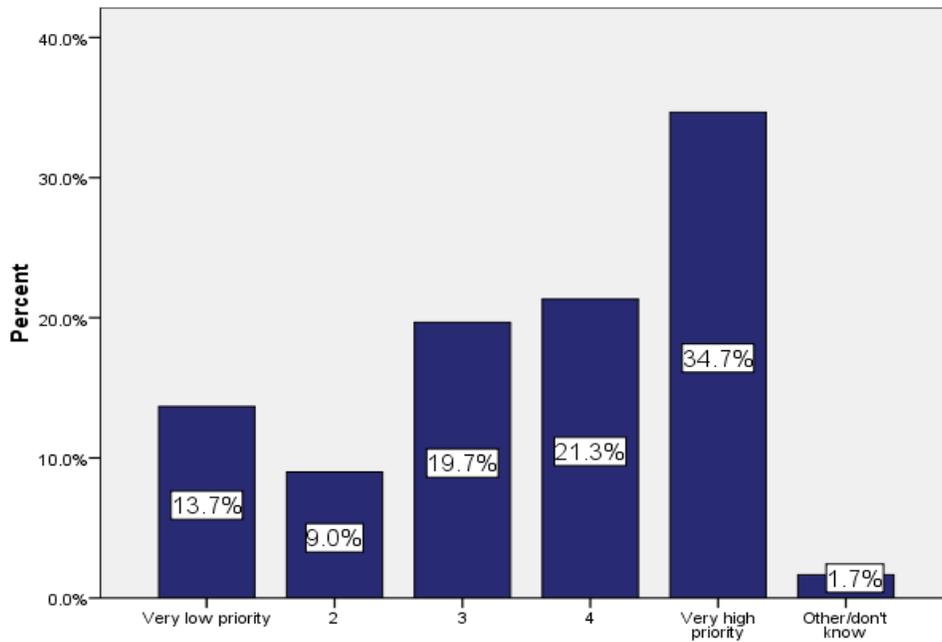




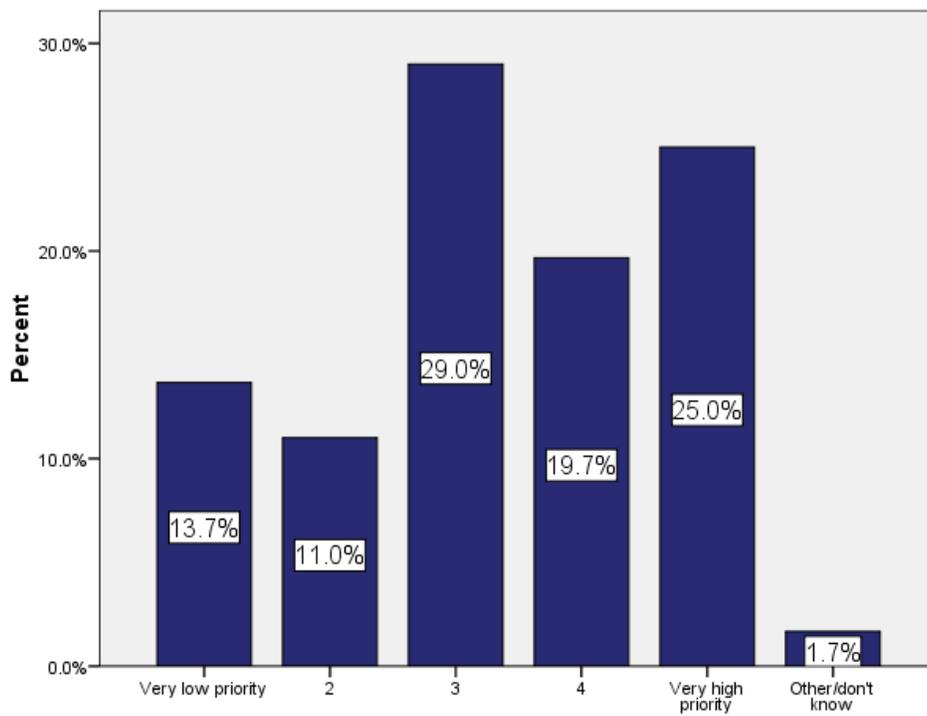
31. Lodging such as hotel, motel or bed and breakfast



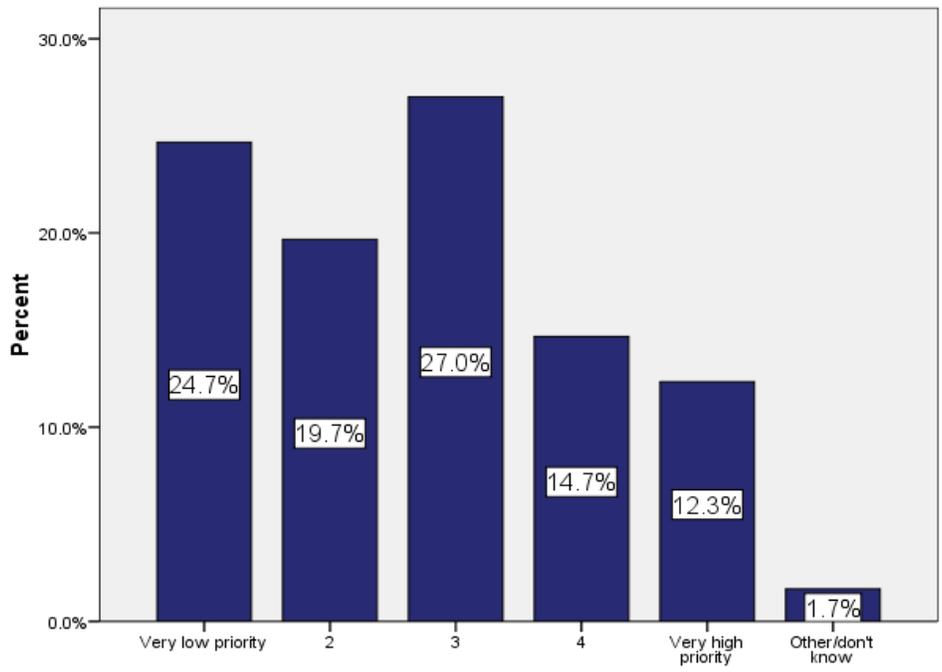
32. Family or casual style dining



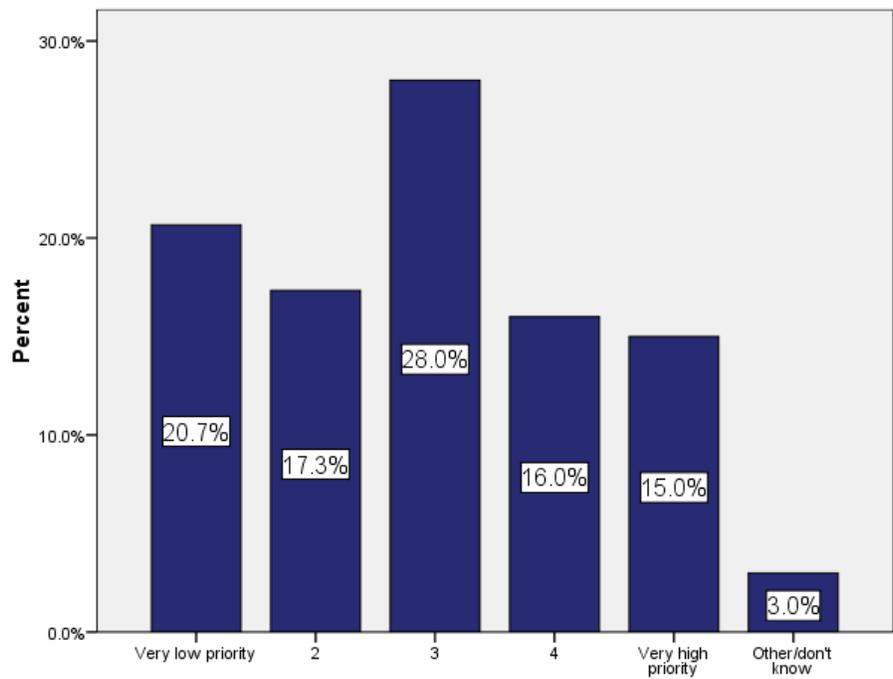
33. Fine Dining



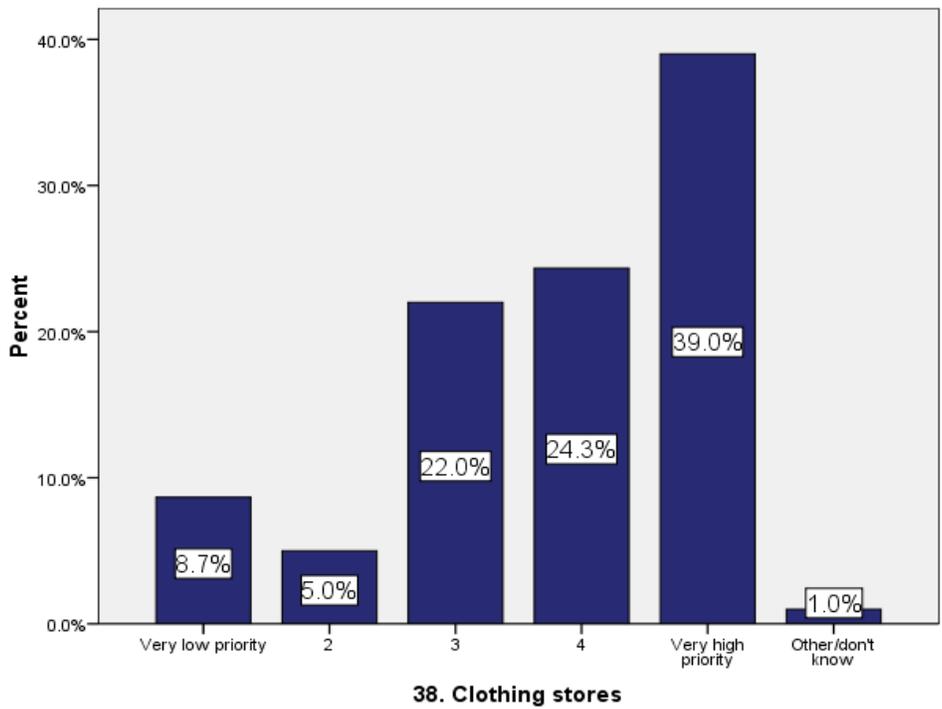
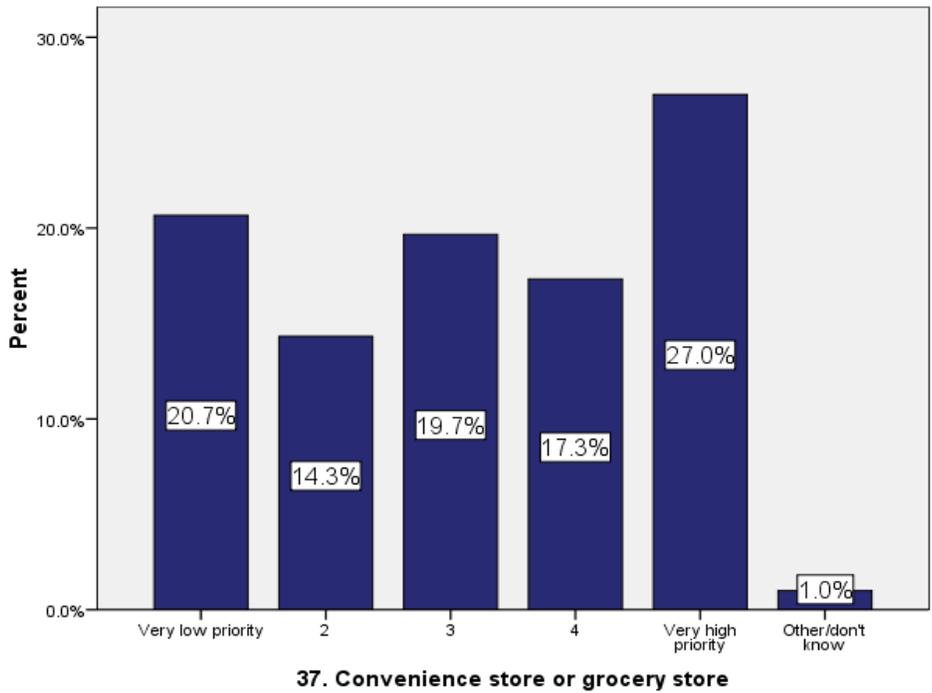
34. Ice cream shop

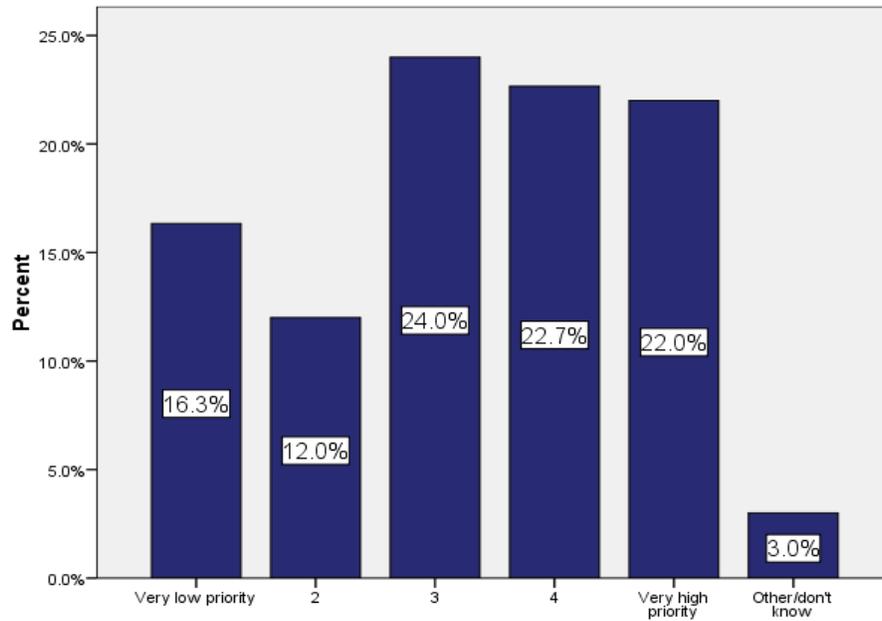


35. Antique shops

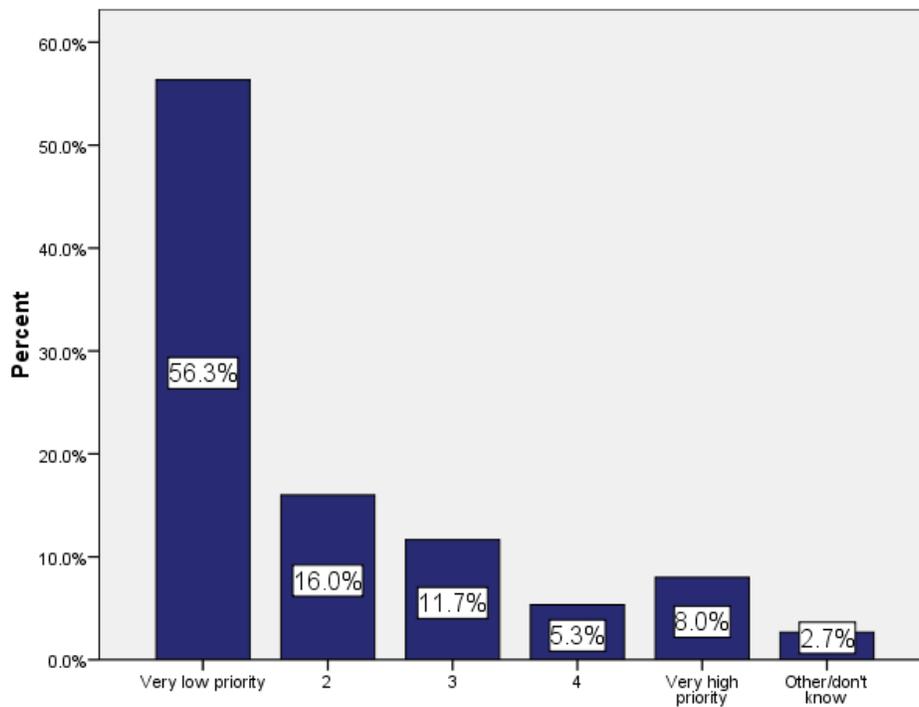


36. Art galleries and shops

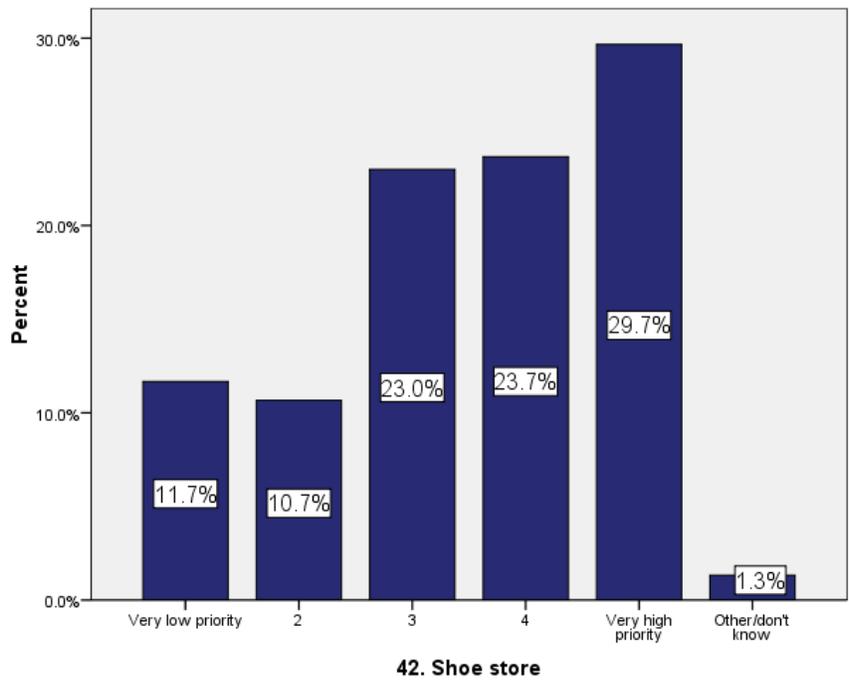
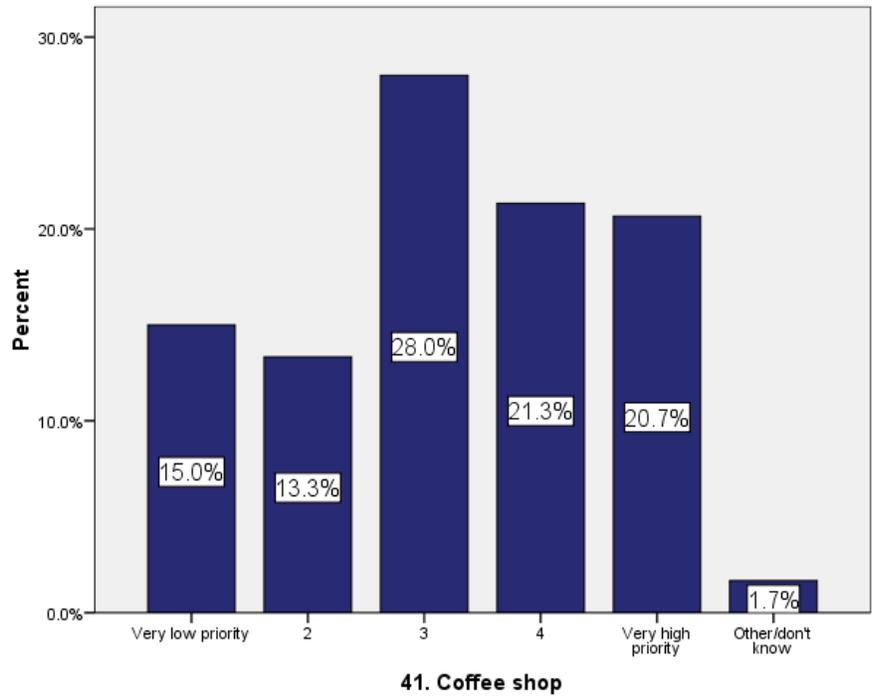


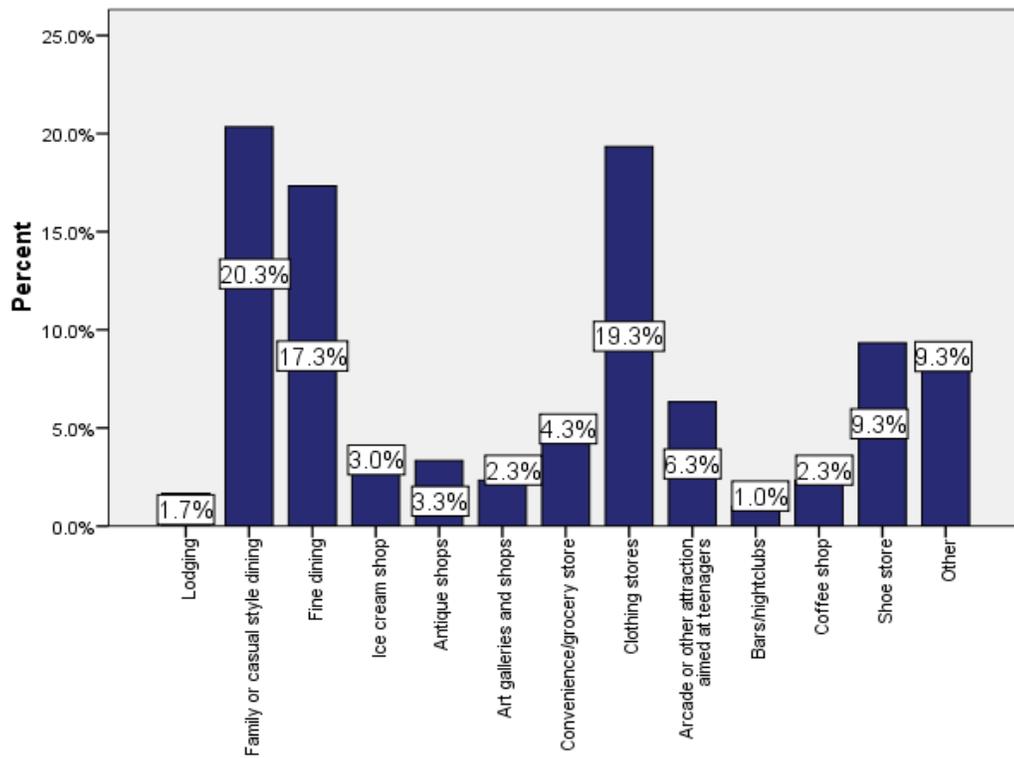


39. Arcade or other attraction aimed at teenagers

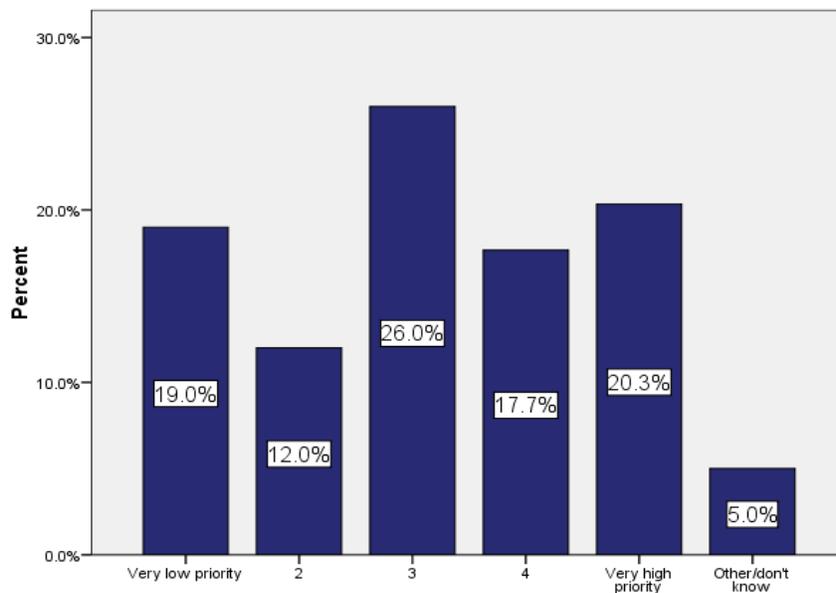


40. Bar/nightclubs

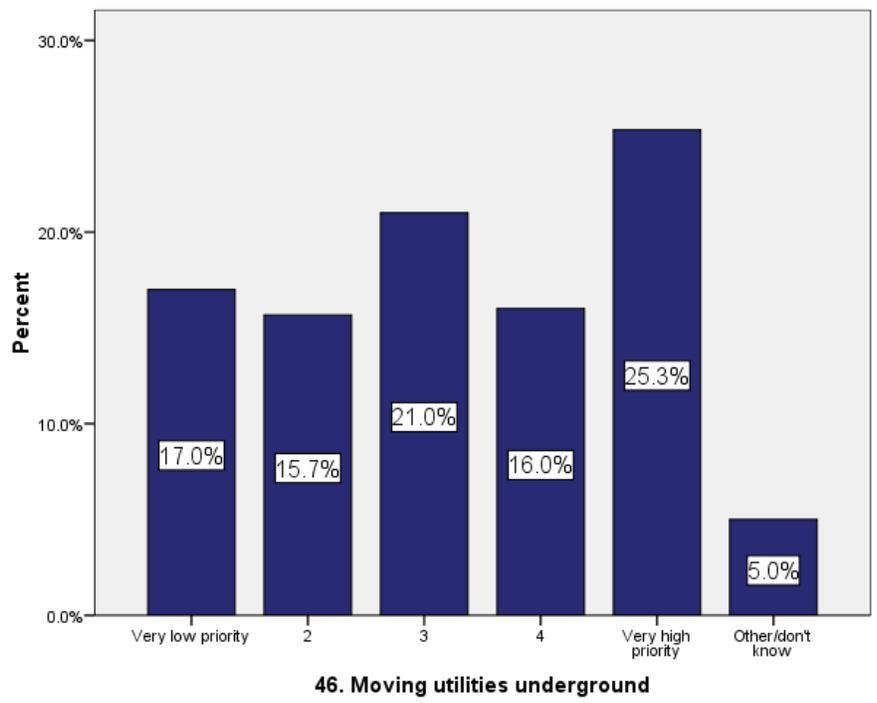
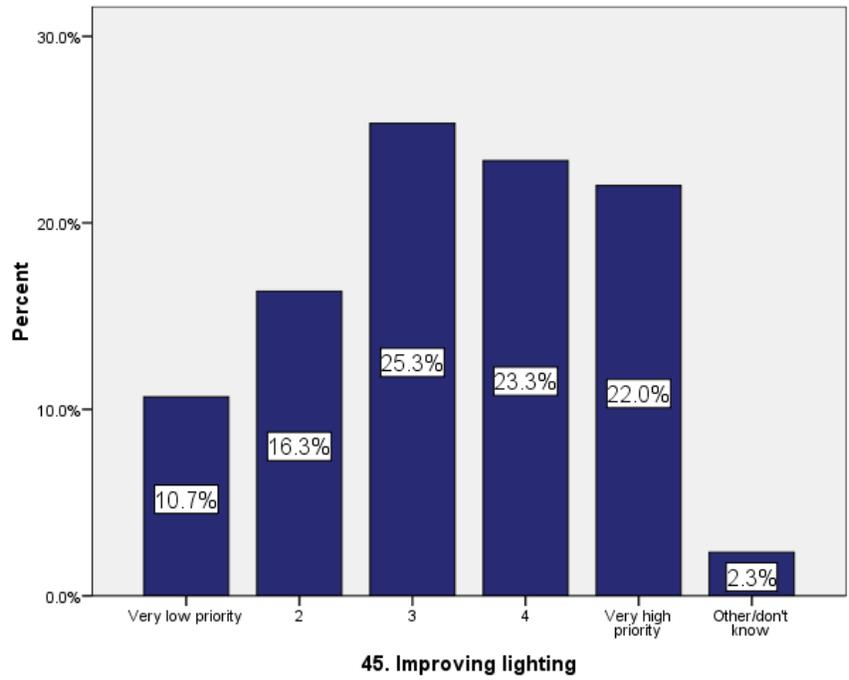


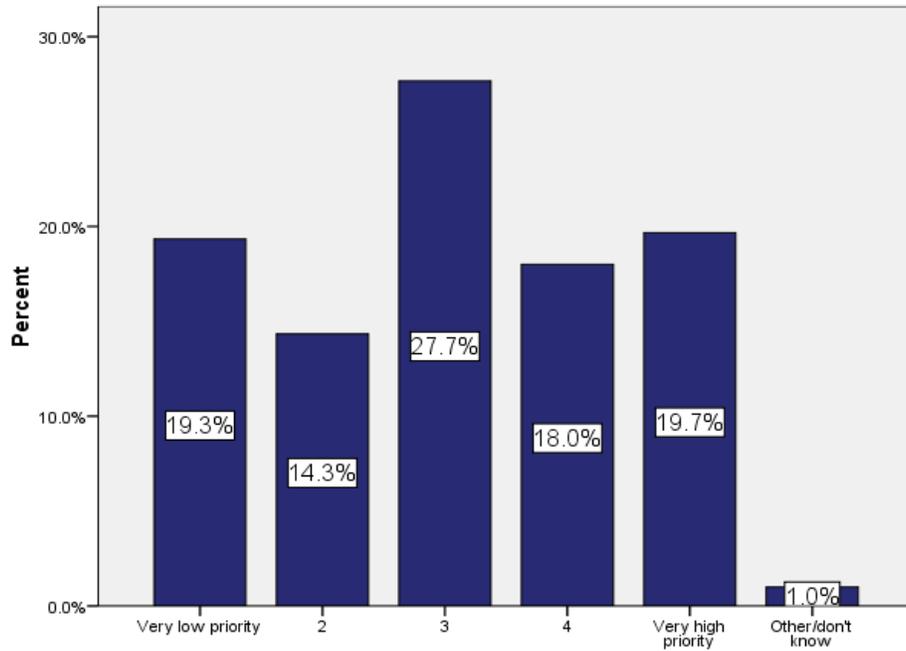


43. Which business would you most like to see in downtown Macon?

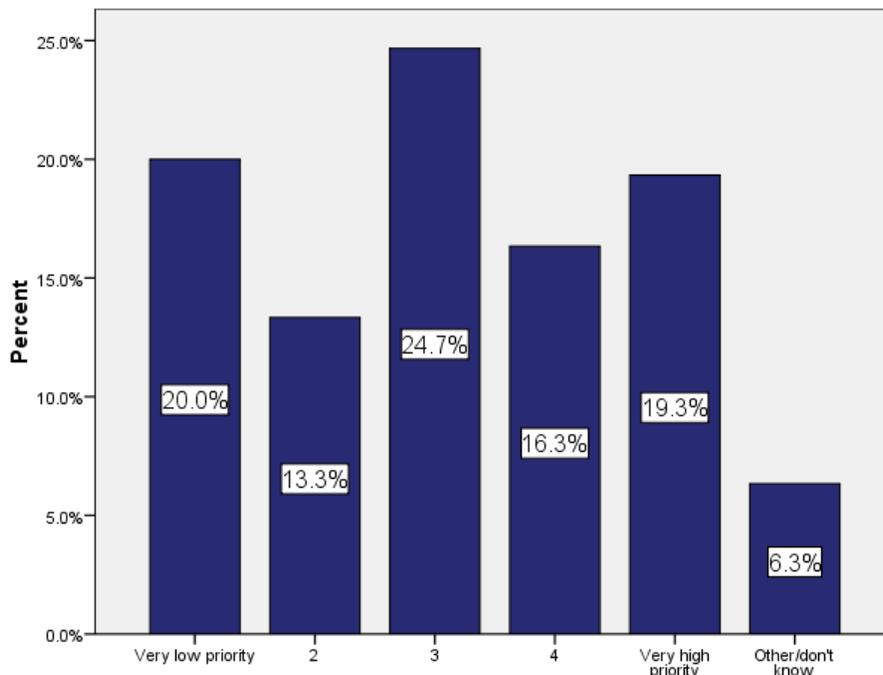


44. Adding green space and landscaping such as trees or plantings

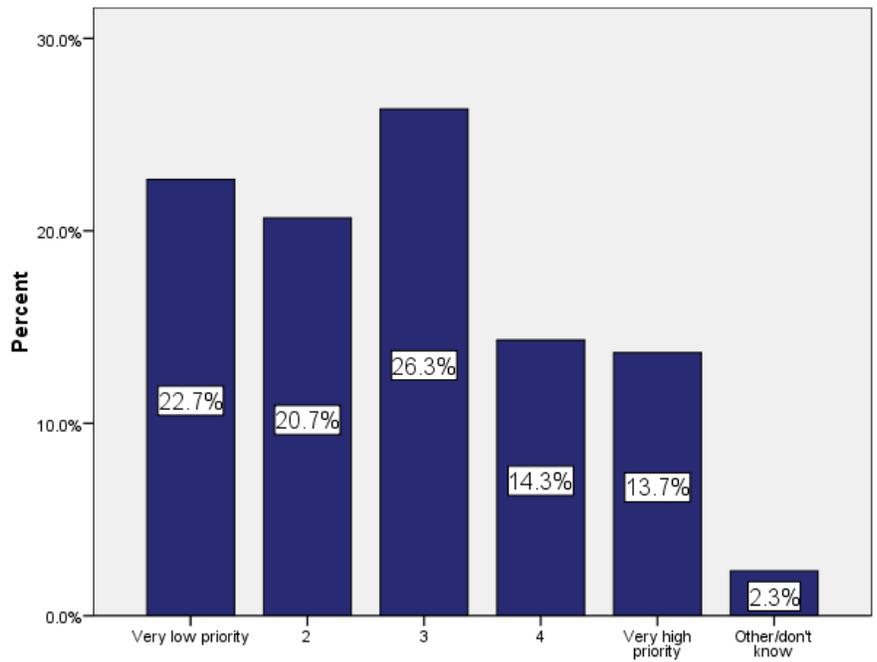




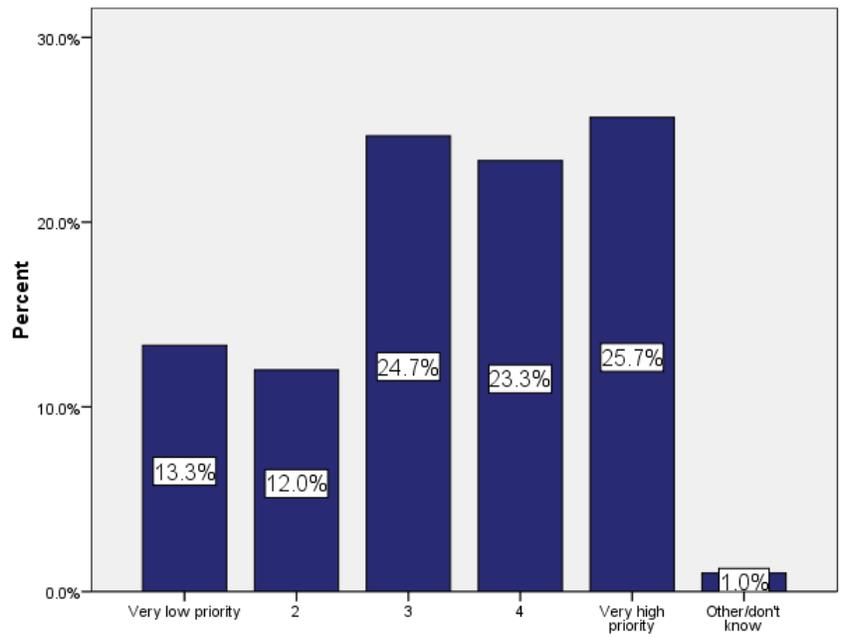
47. Adding new parking spaces or lots



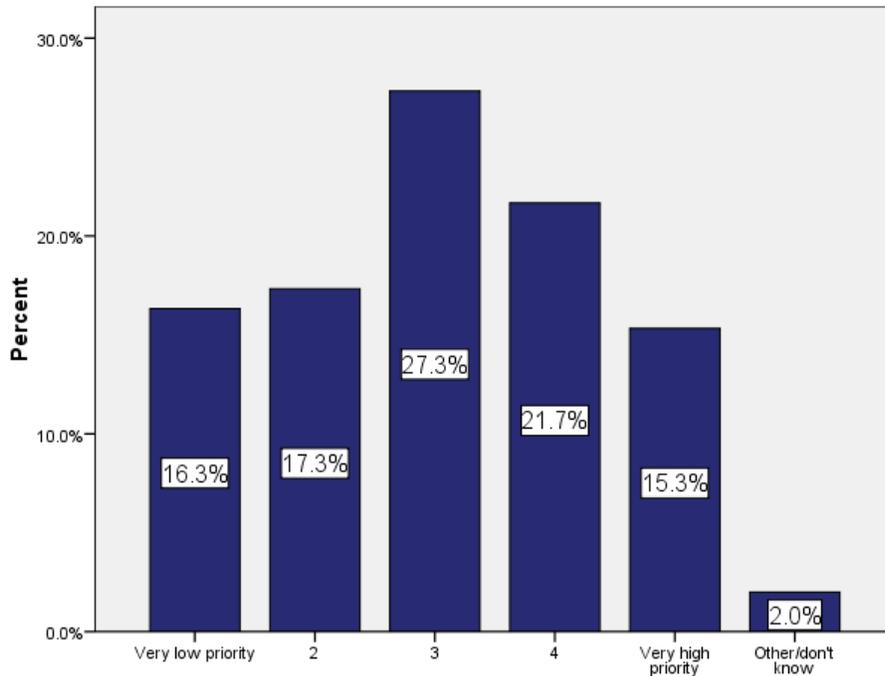
48. Stricter code enforcement



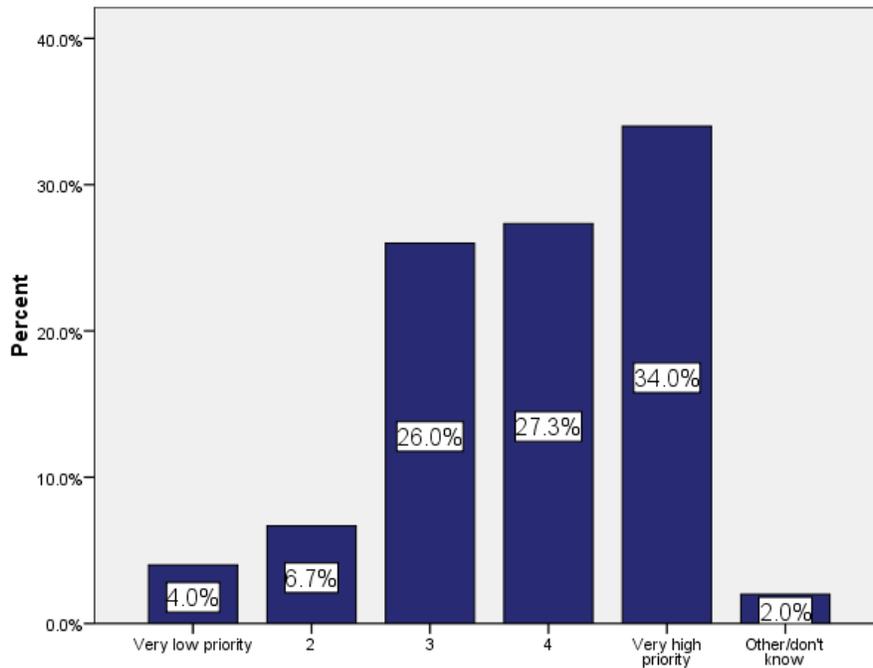
49. Developing second-story residential space



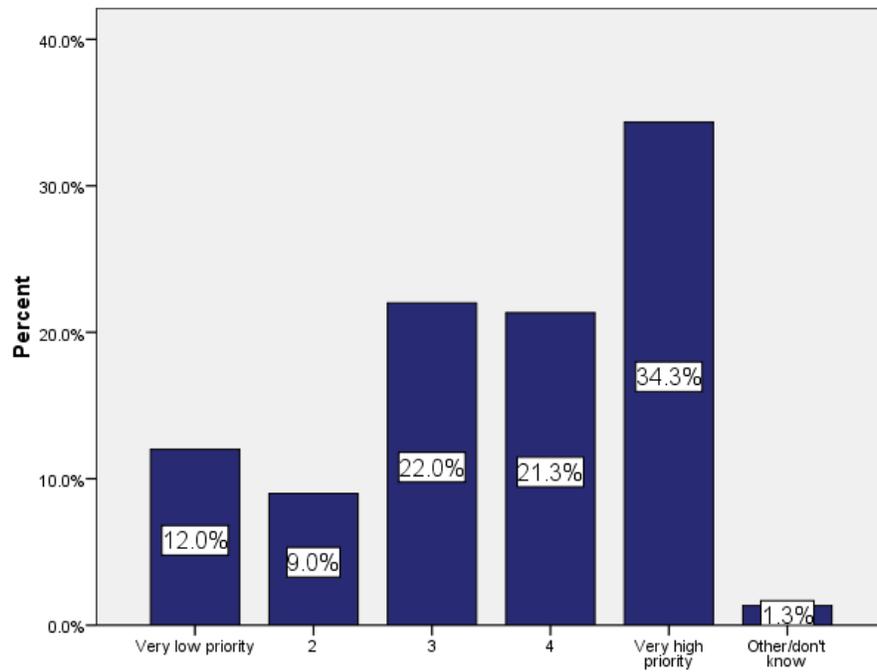
50. Making the area more pedestrian-friendly



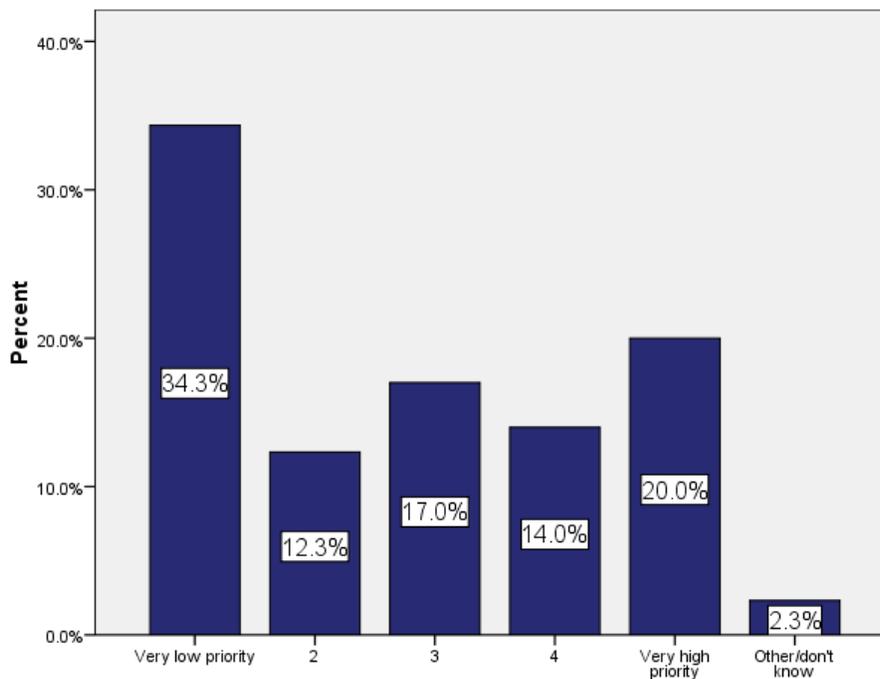
51. Improving signage to help people find their way around



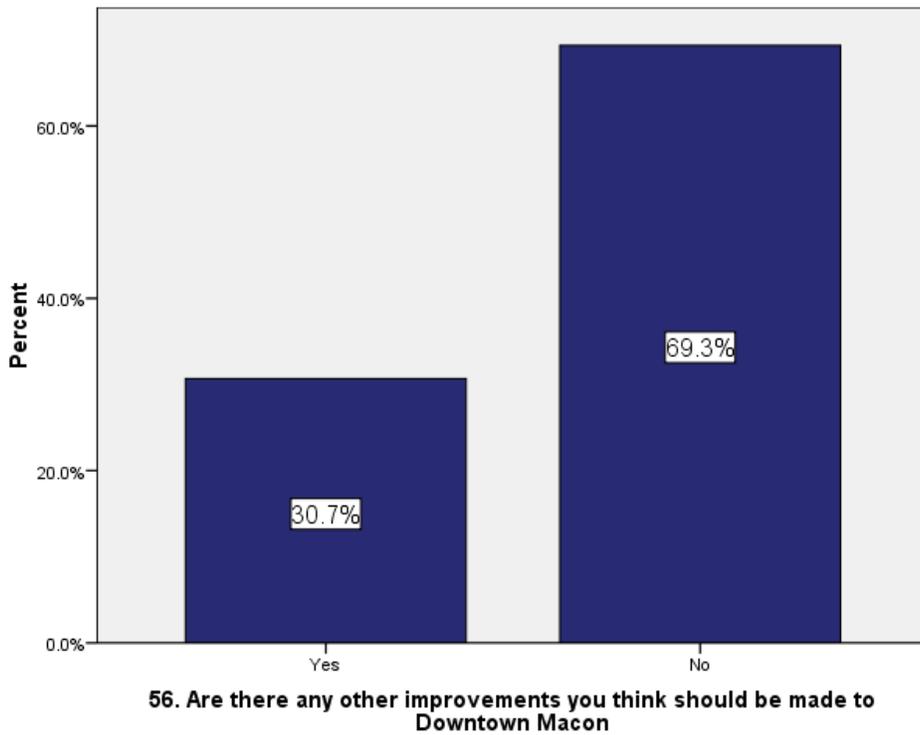
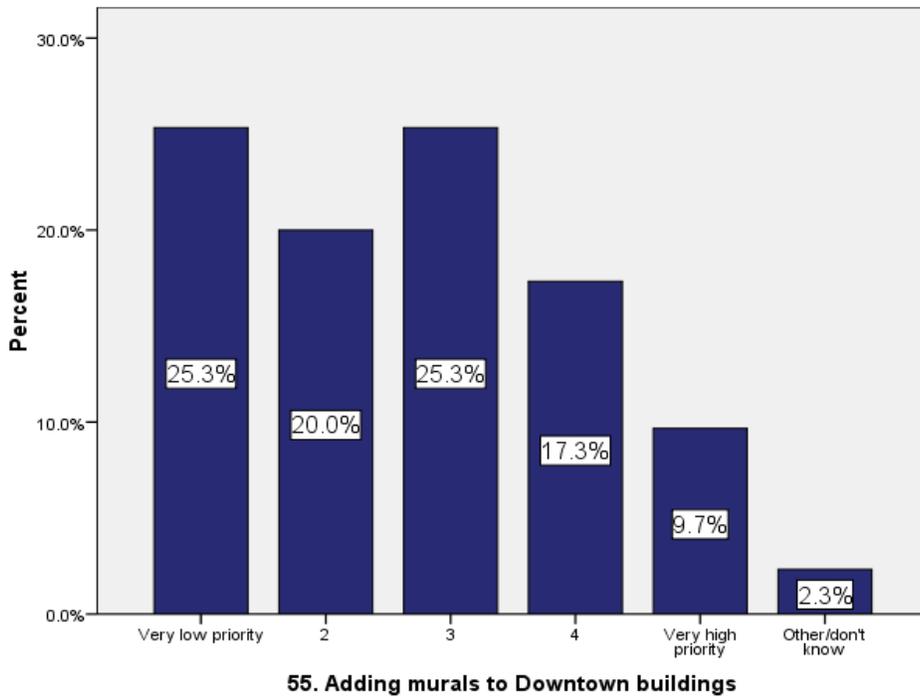
52. Improving building facades

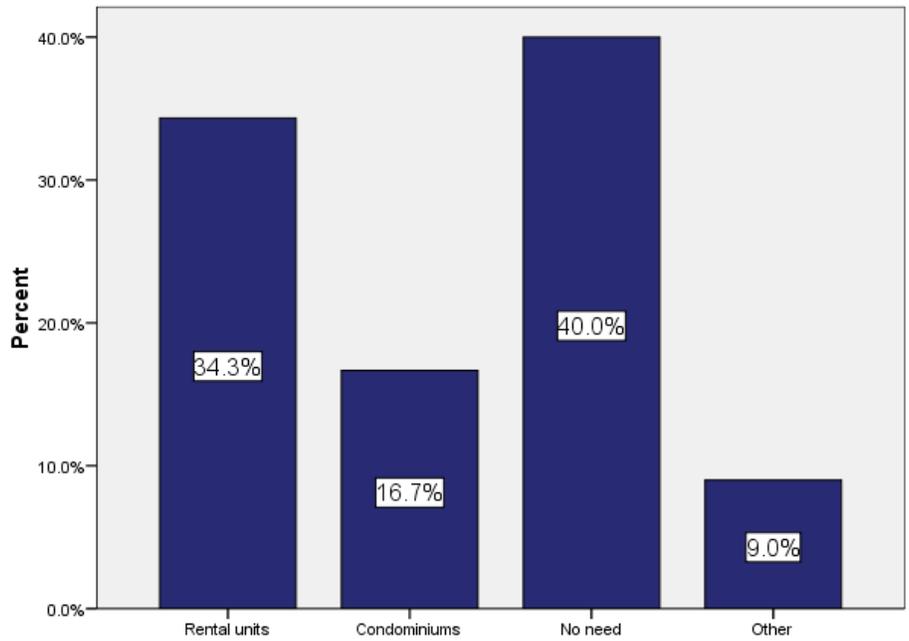


53. Keeping streets and sidewalks cleaner

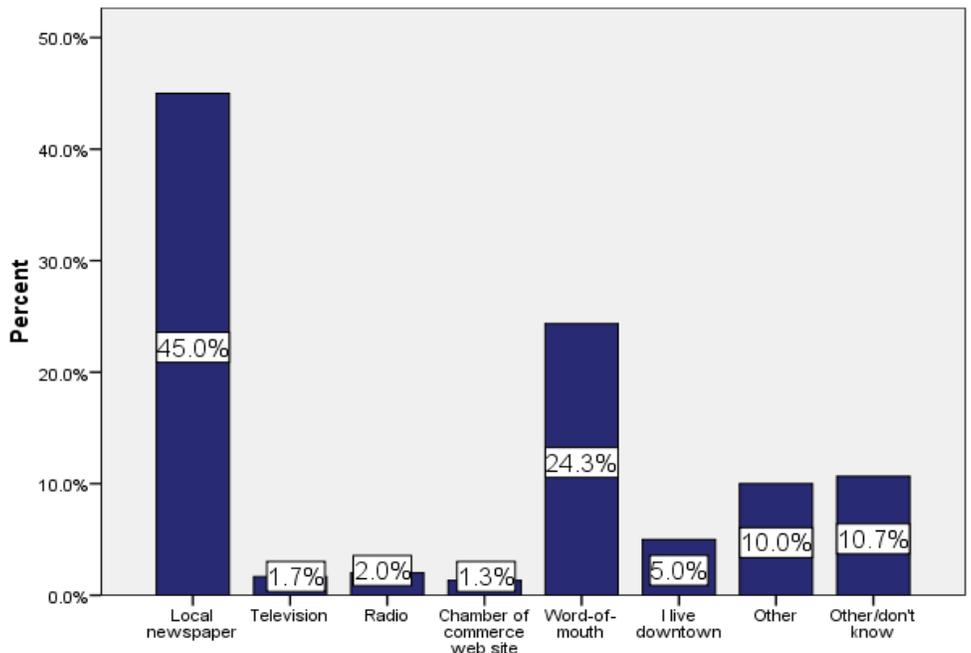


54. Changing parallel parking to angle parking

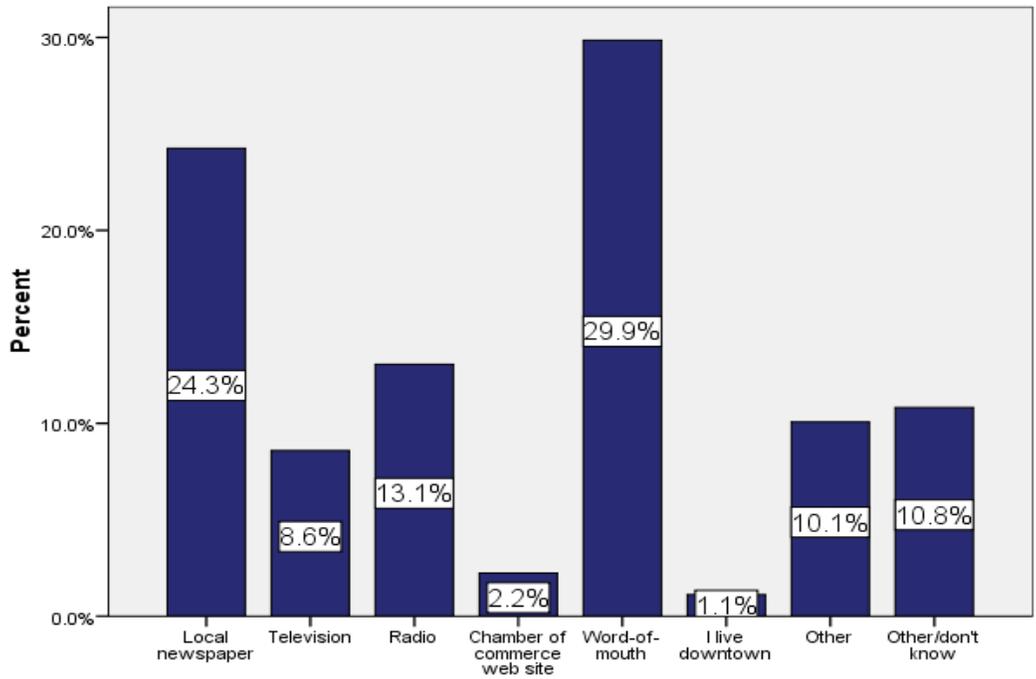




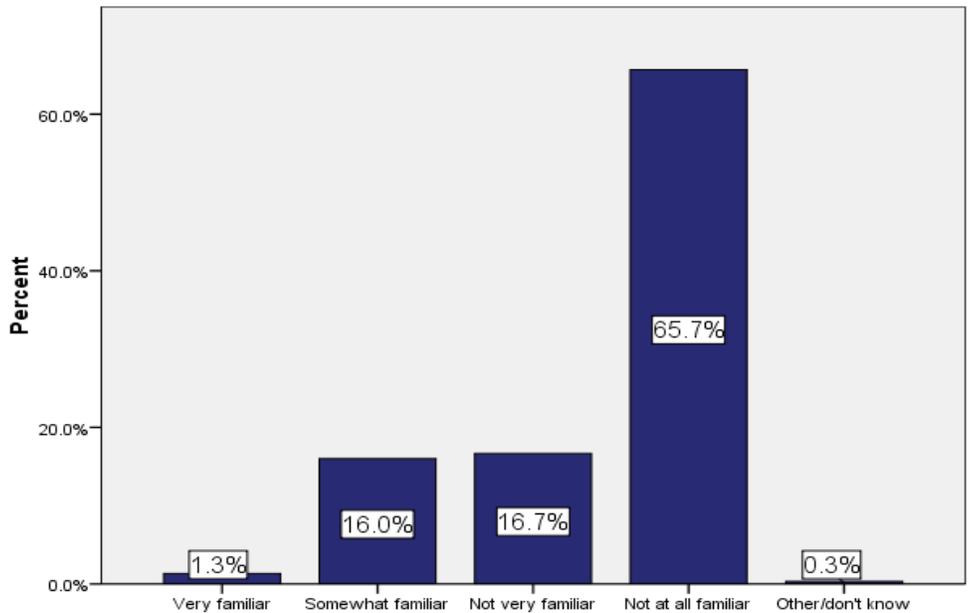
57. Property owners should turn the second floors of their existing buildings into...



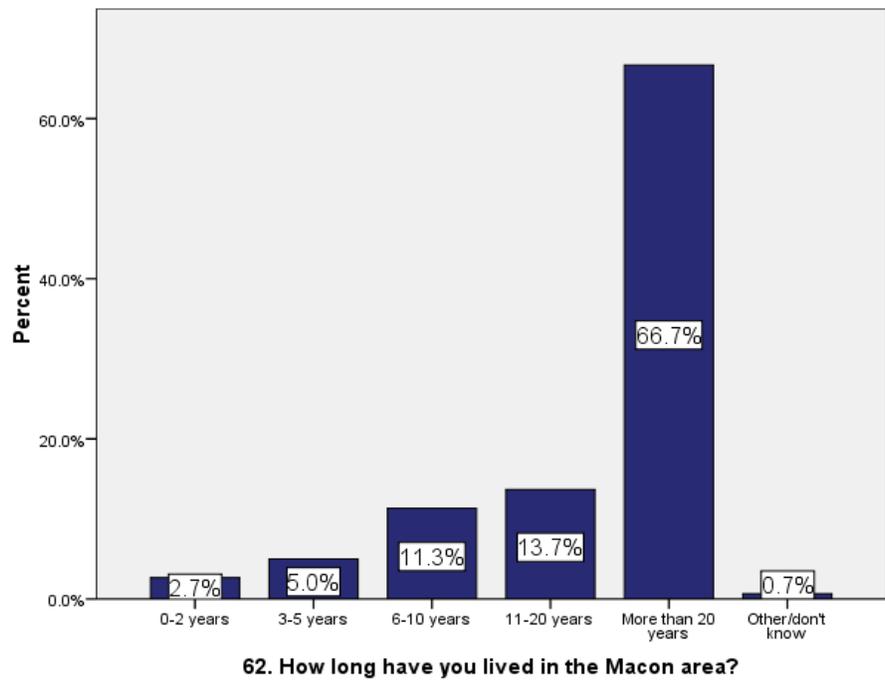
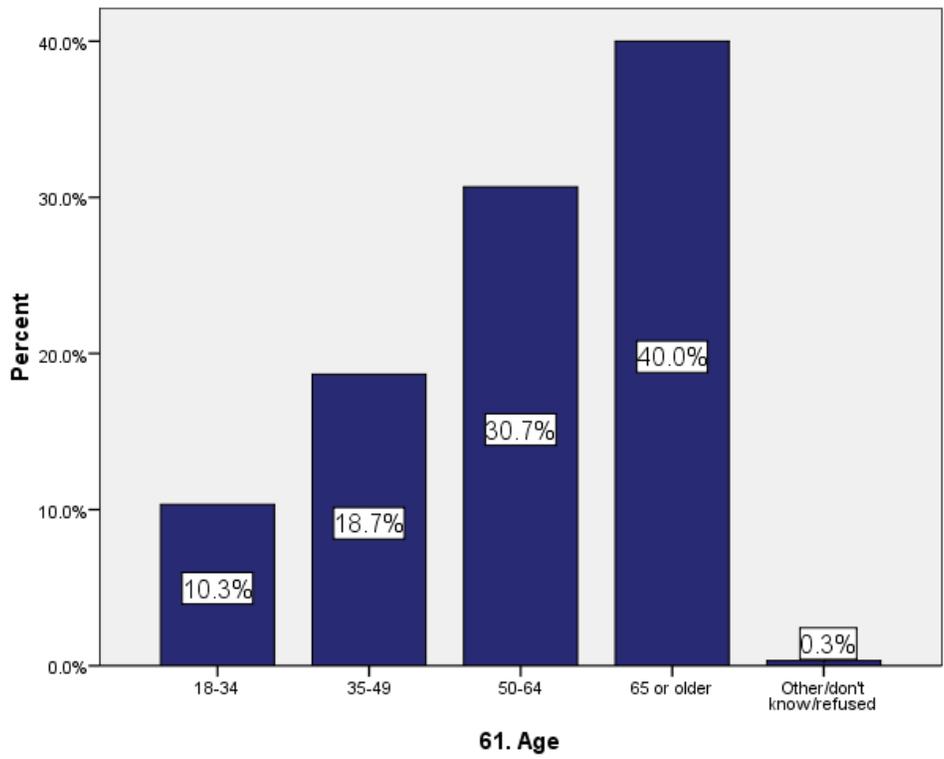
58. What would you say is your main source of information about Downtown Macon?

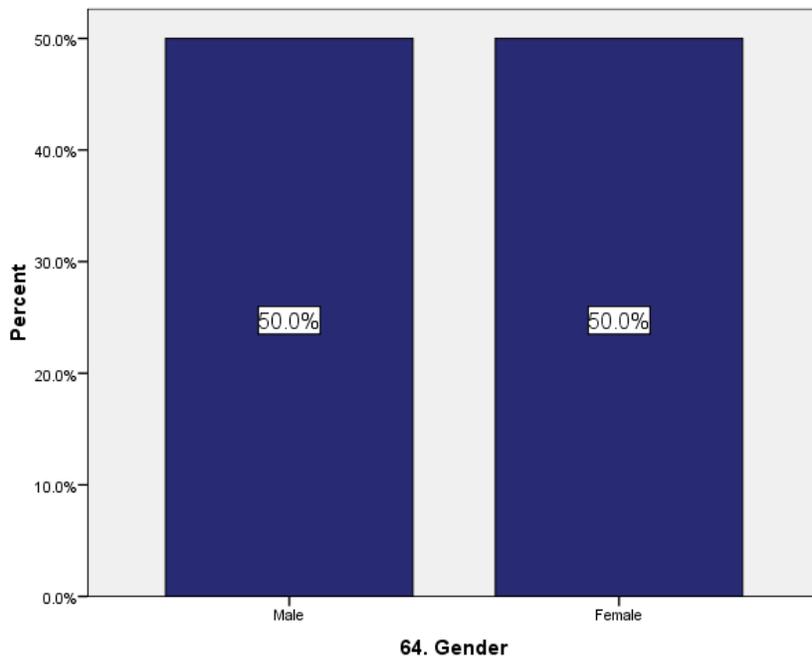
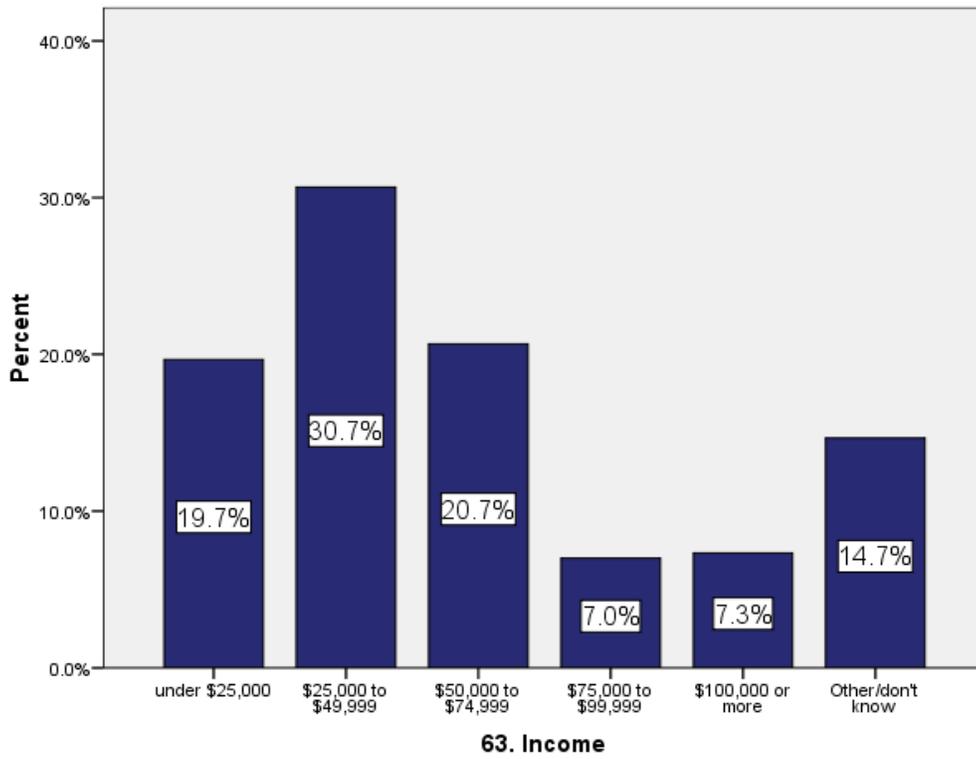


58b. What is your second most likely source of information?



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





SECTION VI

QUESTIONNAIRE

Hello, I'm _____ calling from Attitude Research Company on behalf of the City of Macon. 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 Macon, 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 Macon 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 Macon?
 - 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] [skip to question 18]*
 - 6) don't visit Downtown *[skip to question 18]*
 - 9) don't know *[skip to question 18]*

[ask 8-15 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

[ask only if answered 1-4 to Q7] 16. Of the items listed above, which would you say is the one reason you most often visit Downtown Macon? [repeat list if necessary, code responses as follows]

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

For each of the following characteristics of a Downtown I read, please tell me if you think conditions in Macon 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]

17. signs to help people find their way around
18. convenient business hours
19. available green space
20. preservation of historic structures
21. occupied storefronts
22. convenient parking
23. diverse mix of businesses
24. dining options
25. entertainment options
26. condition of streets
27. condition of sidewalks
28. safety during the day
29. safety at night
30. How important would you say it is that Macon 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 Macon 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]

31. lodging such as hotel, motel or bed and breakfast
32. family or casual style dining
33. fine dining

34. ice cream shop
35. antique shops
36. art galleries and shops
37. convenience store or grocery store
38. clothing stores
39. arcade or other attraction aimed at teenagers
40. bars/nightclubs
41. coffee shop
42. shoe store
43. Of the items listed above, what business would you most like to see in Downtown Macon?
[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
 7. convenience store or grocery store
 8. clothing stores
 9. arcade or other attraction aimed at teenagers
 10. bars/nightclubs
 11. coffee shop
 12. shoe store
 - 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 Macon 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 parallel parking to angle parking
55. adding murals to Downtown buildings
56. Are there any other improvements you think should be made to Downtown Macon? *[open-ended, record first two responses]*
57. There has been some discussion about developing upper floor living space in Downtown Macon. 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 Macon? 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. Hypothetically speaking, if a sales tax was proposed for Macon which would support development Downtown 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 *(Skip to question 60)*
 - 4) not at all likely *(Skip to question 60)*
 - 9) other, don't know *(Skip to question 60)*

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 Macon 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 TABULATION

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		61. Age				62. How long have you lived in the Macon 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 Macon, Missouri area, would you say things are moving in the right direction or wrong direction?	Right direction	54.8%	60.7%	42.4%	61.7%	87.5%	40.0%	58.8%	65.9%	51.5%	50.8%	54.3%	56.5%	71.4%	59.1%	49.3%	60.7%
	Mixed	16.1%	12.5%	22.8%	15.0%	0.0%	20.0%	20.6%	9.8%	18.5%	10.2%	15.2%	19.4%	9.5%	13.6%	16.7%	17.3%
	Wrong direction	25.8%	21.4%	28.3%	14.2%	0.0%	33.3%	14.7%	17.1%	23.0%	27.1%	23.9%	21.0%	14.3%	18.2%	24.7%	17.3%
	Other/don't know	3.2%	5.4%	6.5%	9.2%	12.5%	6.7%	5.9%	7.3%	7.0%	11.9%	6.5%	3.2%	4.8%	9.1%	9.3%	4.7%
2. Revitalizing the Macon Downtown area																	
	5-Very high priority	41.9%	19.6%	29.3%	45.8%	37.5%	33.3%	26.5%	31.7%	37.5%	50.8%	32.6%	29.0%	28.6%	22.7%	30.7%	40.0%
	4	25.8%	28.6%	23.9%	17.5%	37.5%	33.3%	23.5%	22.0%	37.5%	18.6%	21.7%	25.8%	19.0%	36.4%	18.7%	26.7%
	3	16.1%	35.7%	25.0%	23.3%	12.5%	20.0%	23.5%	24.4%	26.5%	15.3%	28.3%	29.0%	28.6%	22.7%	29.3%	21.3%
	2	6.5%	10.7%	5.4%	2.5%	0.0%	13.3%	8.8%	7.3%	4.0%	6.8%	3.3%	8.1%	9.5%	4.5%	5.3%	5.3%
	1-Very low priority	9.7%	3.6%	14.1%	7.5%	12.5%	0.0%	17.6%	12.2%	7.5%	3.4%	13.0%	6.5%	14.3%	13.6%	14.0%	4.0%
	Other/don't know	0.0%	1.8%	2.2%	3.3%	0.0%	0.0%	0.0%	2.4%	3.0%	5.1%	1.1%	1.6%	0.0%	0.0%	2.0%	2.7%
	Total high priority (4-5)	67.7%	48.2%	53.3%	63.3%	75.0%	66.7%	50.0%	53.7%	59.0%	69.5%	54.3%	54.8%	47.6%	59.1%	49.3%	66.7%
	Total low priority (1-2)	16.1%	14.3%	19.6%	10.0%	12.5%	13.3%	26.5%	19.5%	11.5%	10.2%	16.3%	14.5%	23.8%	18.2%	19.3%	9.3%
3. Repairing major streets																	
	5-Very high priority	29.0%	30.4%	31.5%	45.8%	37.5%	33.3%	29.4%	39.0%	38.5%	50.8%	31.5%	21.0%	33.3%	40.9%	33.3%	40.7%
	4	25.8%	23.2%	22.8%	20.0%	0.0%	33.3%	23.5%	24.4%	20.5%	11.9%	28.3%	27.4%	38.1%	18.2%	25.3%	18.7%
	3	29.0%	33.9%	28.3%	18.3%	37.5%	20.0%	26.5%	17.1%	27.0%	16.9%	25.0%	40.3%	19.0%	22.7%	23.3%	27.3%
	2	12.9%	10.7%	9.8%	9.2%	12.5%	13.3%	8.8%	9.8%	10.0%	11.9%	8.7%	11.3%	4.8%	18.2%	11.3%	8.7%
	1-Very low priority	3.2%	1.8%	6.5%	5.8%	12.5%	0.0%	11.8%	7.3%	3.5%	6.8%	5.4%	0.0%	4.8%	0.0%	6.7%	3.3%
	Other/don't know	0.0%	0.0%	1.1%	0.8%	0.0%	0.0%	0.0%	2.4%	0.5%	1.7%	1.1%	0.0%	0.0%	0.0%	0.0%	1.3%
	Total high priority (4-5)	54.8%	53.6%	54.3%	65.8%	37.5%	66.7%	52.9%	63.4%	59.0%	62.7%	59.8%	48.4%	71.4%	59.1%	58.7%	59.3%
	Total low priority (1-2)	16.1%	12.5%	13.3%	15.0%	25.0%	13.3%	20.6%	17.1%	13.5%	18.6%	14.1%	11.3%	9.5%	18.2%	18.0%	12.0%
4. Improving emergency services																	
	5-Very high priority	32.3%	26.8%	28.3%	46.7%	62.5%	33.3%	35.3%	34.1%	35.5%	52.5%	30.4%	29.0%	23.8%	22.7%	29.3%	42.7%
	4	29.0%	26.8%	22.8%	20.0%	25.0%	13.3%	23.5%	24.4%	23.5%	20.3%	23.9%	21.0%	57.1%	9.1%	22.7%	23.3%
	3	9.7%	28.6%	18.5%	15.8%	12.5%	20.0%	17.6%	19.5%	18.5%	11.9%	17.4%	21.0%	14.3%	36.4%	16.0%	20.7%
	2	16.1%	8.9%	21.7%	7.5%	0.0%	13.3%	17.6%	7.3%	14.0%	8.5%	15.2%	19.4%	0.0%	18.2%	16.0%	10.0%
	1-Very low priority	12.9%	8.9%	8.7%	5.8%	0.0%	13.3%	5.9%	12.2%	7.5%	3.4%	13.0%	9.7%	0.0%	13.6%	13.3%	2.7%
	Other/don't know	0.0%	0.0%	0.0%	4.2%	0.0%	6.7%	0.0%	2.4%	1.0%	3.4%	0.0%	0.0%	4.8%	0.0%	2.7%	0.7%
	Total high priority (4-5)	61.3%	53.6%	51.1%	66.7%	87.5%	46.7%	58.8%	58.5%	59.0%	72.9%	54.3%	50.0%	81.0%	31.8%	52.0%	66.0%
	Total low priority (1-2)	29.0%	17.9%	30.4%	13.3%	0.0%	26.7%	23.5%	19.5%	21.5%	11.9%	28.3%	29.0%	0.0%	31.8%	29.0%	12.7%
5. Upgrading parks and recreation facilities																	
	5-Very high priority	45.2%	19.6%	14.1%	27.5%	37.5%	26.7%	26.5%	24.4%	22.0%	42.4%	17.4%	21.0%	19.0%	13.6%	22.0%	25.3%
	4	22.6%	21.4%	20.7%	23.3%	12.5%	20.0%	26.5%	14.6%	23.5%	15.3%	20.7%	19.4%	19.0%	36.4%	23.3%	21.3%
	3	22.6%	28.6%	28.3%	30.0%	37.5%	20.0%	23.5%	29.3%	29.5%	27.1%	32.6%	25.8%	38.1%	36.4%	24.7%	32.0%
	2	6.5%	21.4%	23.9%	8.3%	0.0%	26.7%	11.8%	14.6%	16.0%	8.5%	19.6%	21.0%	19.0%	4.5%	15.3%	15.3%
	1-Very low priority	3.2%	8.9%	13.0%	10.0%	12.5%	6.7%	11.8%	14.6%	9.0%	5.1%	9.8%	12.9%	4.8%	9.1%	14.7%	5.3%
	Other/don't know	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	2.4%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	Total high priority (4-5)	67.7%	41.1%	34.8%	50.8%	50.0%	46.7%	52.9%	39.0%	45.5%	57.6%	38.0%	40.3%	38.1%	50.0%	45.3%	46.7%
	Total low priority (1-2)	9.7%	30.4%	37.0%	18.3%	12.5%	33.3%	23.5%	29.3%	25.0%	13.6%	29.3%	33.9%	23.8%	13.6%	30.0%	20.7%

		61. Age				62. How long have you lived in the Macon 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	45.2%	35.7%	44.6%	40.8%	62.5%	60.0%	38.2%	43.9%	39.5%	52.5%	32.6%	41.9%	42.9%	45.5%	40.7%	42.0%
	4	25.8%	30.4%	18.5%	15.0%	12.5%	26.7%	23.5%	12.2%	20.5%	11.9%	22.8%	25.8%	28.6%	18.2%	18.7%	21.3%
	3	9.7%	14.3%	15.2%	20.8%	12.5%	6.7%	17.6%	17.1%	17.5%	13.6%	25.0%	11.3%	9.5%	13.6%	15.3%	18.7%
	2	6.5%	14.3%	8.7%	6.7%	12.5%	0.0%	5.9%	12.2%	9.0%	12.2%	6.5%	11.3%	4.8%	13.6%	7.3%	10.0%
	1-Very low priority	12.9%	3.6%	9.8%	12.5%	0.0%	6.7%	11.8%	9.8%	10.5%	8.5%	9.8%	9.7%	14.3%	9.1%	16.7%	3.3%
	Other/don't know	0.0%	1.8%	3.3%	4.2%	0.0%	0.0%	2.9%	4.9%	3.0%	3.4%	3.3%	0.0%	0.0%	0.0%	1.3%	4.7%
	Total high priority (4-5)	71.0%	66.1%	63.0%	55.8%	75.0%	86.7%	61.8%	56.1%	60.0%	64.4%	55.4%	67.7%	71.4%	63.6%	59.3%	63.3%
Total low priority (1-2)	19.4%	17.9%	18.5%	19.2%	12.5%	6.7%	17.6%	22.0%	19.5%	18.6%	16.3%	21.0%	19.0%	22.7%	24.0%	13.3%	
		61. Age				62. How long have you lived in the Macon 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
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
7. How often do you visit Downtown Macon?	Once a year or less	3.2%	5.4%	9.8%	2.5%	0.0%	6.7%	5.9%	4.9%	5.5%	5.1%	5.4%	3.2%	4.8%	9.1%	4.0%	6.7%
	Less than once a month	9.7%	12.5%	9.8%	15.0%	0.0%	26.7%	17.6%	7.3%	11.5%	15.3%	9.8%	12.9%	9.5%	27.3%	10.7%	14.0%
	One to five times per month	48.4%	46.4%	38.0%	38.3%	25.0%	40.0%	35.3%	46.3%	41.5%	37.3%	43.5%	40.3%	38.1%	22.7%	36.7%	44.7%
	More than five times a month?	38.7%	35.7%	40.2%	42.5%	62.5%	26.7%	38.2%	41.5%	40.5%	40.7%	41.3%	43.5%	47.6%	40.9%	47.3%	33.3%
	Other	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 visit	0.0%	0.0%	1.1%	1.7%	0.0%	0.0%	2.9%	0.0%	1.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.7%	1.3%
	Don't know	0.0%	0.0%	1.1%	0.0%	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
		61. Age				62. How long have you lived in the Macon 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
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
8. Shopping	Very often	19.4%	10.7%	17.8%	16.1%	28.6%	20.0%	12.1%	9.8%	17.2%	22.4%	13.0%	19.4%	28.6%	4.5%	14.9%	16.9%
	Somewhat often	38.7%	48.2%	33.3%	28.8%	42.9%	40.0%	24.2%	48.8%	33.3%	27.6%	35.9%	40.3%	23.8%	36.4%	29.7%	40.5%
	Not very often	35.5%	26.8%	33.3%	40.7%	28.6%	26.7%	51.5%	26.8%	35.4%	36.2%	38.0%	30.6%	23.8%	36.4%	37.8%	32.4%
	Not at all	6.5%	14.3%	15.6%	14.4%	0.0%	13.3%	12.1%	14.6%	14.1%	13.8%	13.0%	9.7%	23.8%	22.7%	17.6%	10.1%
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Very/Somewhat often	58.1%	58.9%	51.1%	44.9%	71.4%	60.0%	36.4%	58.5%	50.5%	50.0%	48.9%	59.7%	52.4%	40.9%	44.6%	57.4%
	Not very/Not at all often	41.9%	41.1%	48.9%	55.1%	28.6%	40.0%	63.6%	41.5%	49.5%	50.0%	51.1%	40.3%	47.6%	59.1%	55.4%	42.6%
		61. Age				62. How long have you lived in the Macon 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
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
9. Dining	Very often	22.6%	10.7%	8.9%	11.9%	14.3%	20.0%	6.1%	4.9%	13.6%	13.8%	8.7%	22.6%	9.5%	9.1%	13.5%	10.1%
	Somewhat often	22.6%	28.6%	35.6%	30.5%	28.6%	20.0%	30.3%	31.7%	31.3%	22.4%	35.9%	22.6%	47.6%	22.7%	34.5%	27.0%
	Not very often	32.3%	25.0%	33.3%	33.1%	28.6%	33.3%	33.3%	34.1%	31.3%	31.0%	33.7%	30.6%	23.8%	27.3%	31.1%	32.4%
	Not at all	22.6%	35.7%	22.2%	23.7%	28.6%	26.7%	30.3%	29.3%	23.2%	32.8%	21.7%	24.2%	19.0%	36.4%	20.3%	30.4%
	Other/don't know	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	4.5%	0.7%	0.0%
	Very/Somewhat often	45.2%	39.3%	44.4%	42.4%	42.9%	40.0%	36.4%	36.6%	44.9%	36.2%	44.6%	45.2%	57.1%	31.8%	48.0%	37.2%
	Not very/Not at all often	54.8%	60.7%	55.6%	56.8%	57.1%	60.0%	63.6%	63.4%	54.5%	63.8%	55.4%	54.8%	42.9%	63.6%	51.4%	62.8%
		61. Age				62. How long have you lived in the Macon 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
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
10. Entertainment	Very often	22.6%	7.1%	6.7%	5.1%	42.9%	0.0%	15.2%	4.9%	6.6%	13.8%	6.5%	6.5%	19.0%	0.0%	8.8%	6.8%
	Somewhat often	25.8%	25.0%	23.3%	24.6%	14.3%	20.0%	15.2%	29.3%	25.8%	17.2%	23.9%	32.3%	19.0%	31.8%	24.3%	24.3%
	Not very often	32.3%	37.5%	33.3%	35.6%	14.3%	40.0%	27.3%	31.7%	37.4%	29.3%	41.3%	32.3%	14.3%	36.4%	35.8%	34.5%
	Not at all	19.4%	30.4%	36.7%	34.7%	28.6%	40.0%	42.4%	34.1%	30.3%	39.7%	28.3%	29.0%	47.6%	31.8%	31.1%	34.5%
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Very/Somewhat often	48.4%	32.1%	30.0%	29.7%	57.1%	20.0%	30.3%	34.1%	32.3%	31.0%	30.4%	38.7%	38.1%	31.8%	33.1%	31.1%
	Not very/Not at all often	51.6%	67.9%	70.0%	70.3%	42.9%	80.0%	69.7%	65.9%	67.7%	69.0%	69.6%	61.3%	61.9%	68.2%	66.9%	68.9%

		61. Age				62. How long have you lived in the Macon 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	29.0%	10.7%	13.3%	16.9%	14.3%	40.0%	24.2%	12.2%	13.6%	22.4%	13.0%	19.4%	19.0%	13.6%	18.9%	12.8%
	Somewhat often	19.4%	17.9%	14.4%	11.0%	14.3%	6.7%	9.1%	12.2%	16.2%	10.3%	20.7%	11.3%	19.0%	9.1%	15.5%	12.8%
	Not very often	35.5%	21.4%	22.2%	28.0%	28.6%	20.0%	24.2%	29.3%	25.8%	32.8%	28.3%	22.6%	28.6%	18.2%	25.7%	26.4%
	Not at all	16.1%	50.0%	50.0%	42.4%	42.9%	33.3%	42.4%	46.3%	43.4%	34.5%	37.0%	46.8%	33.3%	59.1%	38.5%	48.0%
	Other/don't know	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	1.1%	0.0%	0.0%	0.0%	1.4%	0.0%
	Very/Somewhat often	48.4%	28.6%	27.8%	28.0%	28.6%	46.7%	33.3%	24.4%	29.8%	32.8%	33.7%	30.6%	38.1%	22.7%	34.5%	25.7%
	Not very/Not at all often	51.6%	71.4%	72.2%	70.3%	71.4%	53.3%	66.7%	75.6%	69.2%	67.2%	65.2%	69.4%	61.9%	77.3%	64.2%	74.3%
12. Special Events	Very often	9.7%	7.1%	18.9%	12.7%	28.6%	0.0%	12.1%	9.8%	14.6%	12.1%	10.9%	16.1%	23.8%	18.2%	14.9%	12.2%
	Somewhat often	45.2%	37.5%	27.8%	27.1%	14.3%	26.7%	24.2%	43.9%	30.8%	31.0%	29.3%	33.9%	19.0%	36.4%	31.1%	31.1%
	Not very often	35.5%	33.9%	34.4%	37.3%	57.1%	53.3%	30.3%	29.3%	35.4%	27.6%	43.5%	40.3%	33.3%	18.2%	35.1%	35.8%
	Not at all	9.7%	21.4%	18.9%	22.0%	0.0%	20.0%	33.3%	17.1%	18.7%	29.3%	15.2%	9.7%	23.8%	27.3%	18.9%	20.3%
	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%	0.0%	0.7%
	Very/Somewhat often	54.8%	44.6%	46.7%	39.8%	42.9%	26.7%	36.4%	53.7%	45.5%	43.1%	40.2%	50.0%	42.9%	54.5%	45.9%	43.2%
	Not very/Not at all often	45.2%	55.4%	53.3%	59.3%	57.1%	73.3%	63.6%	46.3%	54.0%	56.9%	58.7%	50.0%	57.1%	45.5%	54.1%	56.1%
13. Government/post office	Very often	35.5%	33.9%	37.8%	34.7%	28.6%	26.7%	39.4%	39.0%	35.4%	37.9%	35.9%	37.1%	33.3%	40.9%	37.8%	33.8%
	Somewhat often	41.9%	44.6%	36.7%	33.1%	42.9%	53.3%	36.4%	36.6%	36.4%	36.2%	39.1%	35.5%	38.1%	40.9%	34.5%	39.9%
	Not very often	16.1%	14.3%	23.3%	26.3%	14.3%	13.3%	18.2%	17.1%	24.2%	17.2%	21.7%	21.0%	28.6%	4.5%	19.6%	24.3%
	Not at all	6.5%	7.1%	2.2%	5.9%	14.3%	6.7%	6.1%	7.3%	4.0%	8.6%	3.3%	6.5%	0.0%	13.6%	8.1%	2.0%
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Very/Somewhat often	77.4%	78.6%	74.4%	67.8%	71.4%	80.0%	75.8%	75.6%	71.7%	74.1%	75.0%	72.6%	71.4%	81.8%	72.3%	73.6%
	Not very/Not at all often	22.6%	21.4%	25.6%	32.2%	28.6%	20.0%	24.2%	24.4%	28.3%	25.9%	25.0%	27.4%	28.6%	18.2%	27.7%	26.4%
14. Conducting business	Very often	22.6%	10.7%	24.4%	22.0%	28.6%	13.3%	12.1%	19.5%	23.2%	25.9%	20.7%	21.0%	23.8%	13.6%	22.3%	19.6%
	Somewhat often	29.0%	55.4%	25.6%	23.7%	42.9%	20.0%	18.2%	41.5%	30.3%	25.9%	37.0%	29.0%	28.6%	31.8%	29.7%	31.8%
	Not very often	32.3%	16.1%	34.4%	38.1%	14.3%	40.0%	51.5%	22.0%	31.3%	31.0%	30.4%	37.1%	33.3%	27.3%	33.8%	30.4%
	Not at all	16.1%	17.9%	14.4%	15.3%	14.3%	26.7%	18.2%	17.1%	14.1%	17.2%	12.0%	12.9%	14.3%	22.7%	13.5%	17.6%
	Other/don't know	0.0%	0.0%	1.1%	0.8%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	4.5%	0.7%	0.7%
	Very/Somewhat often	51.6%	66.1%	50.0%	45.8%	71.4%	33.3%	30.3%	61.0%	53.5%	51.7%	57.6%	50.0%	52.4%	45.5%	52.0%	51.4%
	Not very/Not at all often	48.4%	33.9%	48.9%	53.4%	28.6%	66.7%	69.7%	39.0%	45.5%	48.3%	42.4%	50.0%	47.6%	50.0%	47.3%	48.0%
15. Attending Church	Very often	38.7%	23.2%	27.8%	45.8%	57.1%	20.0%	18.2%	26.8%	40.4%	39.7%	26.1%	40.3%	42.9%	31.8%	33.1%	37.8%
	Somewhat often	9.7%	8.9%	10.0%	5.1%	14.3%	6.7%	6.1%	4.9%	8.6%	5.2%	9.8%	8.1%	14.3%	0.0%	10.1%	5.4%
	Not very often	19.4%	16.1%	13.3%	17.8%	14.3%	26.7%	30.3%	17.1%	13.1%	19.0%	18.5%	12.9%	19.0%	9.1%	18.2%	14.2%
	Not at all	32.3%	51.8%	46.7%	30.5%	14.3%	46.7%	45.5%	51.2%	36.4%	36.2%	43.5%	37.1%	23.8%	59.1%	38.5%	40.5%
	Other/don't know	0.0%	0.0%	2.2%	0.8%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	2.2%	1.6%	0.0%	0.0%	0.0%	2.0%
	Very/Somewhat often	48.4%	32.1%	37.8%	50.8%	71.4%	26.7%	24.2%	31.7%	49.0%	44.8%	35.9%	48.4%	57.1%	31.8%	43.2%	43.2%
	Not very/Not at all often	51.6%	67.9%	60.0%	48.3%	28.6%	73.3%	75.8%	68.3%	49.5%	55.2%	62.0%	50.0%	42.9%	68.2%	56.8%	54.7%

		61. Age				62. How long have you lived in the Macon 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. What is the one reason you most often visit Downtown Macon?	Shopping	19.4%	23.2%	21.1%	28.8%	28.6%	33.3%	18.2%	24.4%	24.2%	24.1%	19.6%	24.2%	14.3%	22.7%	14.2%	34.5%
	Dining	9.7%	8.9%	11.1%	7.6%	0.0%	13.3%	6.1%	12.2%	9.1%	1.7%	10.9%	12.9%	23.8%	4.5%	14.2%	4.1%
	Entertainment	6.5%	5.4%	3.3%	3.4%	14.3%	6.7%	9.1%	0.0%	3.5%	5.2%	4.3%	4.8%	0.0%	4.5%	6.1%	2.0%
	Other outdoor recreation	9.7%	1.8%	2.2%	1.7%	0.0%	6.7%	6.1%	4.9%	1.5%	3.4%	1.1%	3.2%	0.0%	0.0%	1.4%	4.1%
	Special events	3.2%	5.4%	3.3%	1.7%	0.0%	0.0%	6.1%	2.4%	3.0%	5.2%	0.0%	6.5%	0.0%	9.1%	2.7%	3.4%
	Government/post office	16.1%	28.6%	30.0%	21.2%	0.0%	13.3%	30.3%	19.5%	26.3%	27.6%	30.4%	14.5%	19.0%	40.9%	25.7%	23.6%
	Conducting business	22.6%	17.9%	17.8%	16.1%	0.0%	20.0%	12.1%	24.4%	18.2%	12.1%	23.9%	16.1%	19.0%	9.1%	18.9%	16.9%
	Attending church	12.9%	8.9%	6.7%	6.8%	28.6%	6.7%	6.1%	7.3%	7.6%	10.3%	3.3%	12.9%	19.0%	4.5%	8.8%	6.8%
	Other/don't know	0.0%	0.0%	4.4%	12.7%	28.6%	0.0%	6.1%	4.9%	6.6%	10.3%	6.5%	4.8%	4.8%	4.5%	8.1%	4.7%
		61. Age				62. How long have you lived in the Macon 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
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
17. Signs to help people find their way around	Excellent	3.2%	8.9%	10.9%	12.5%	12.5%	6.7%	11.8%	2.4%	12.0%	13.6%	7.6%	9.7%	14.3%	4.5%	11.3%	9.3%
	Good	45.2%	62.5%	54.3%	60.0%	62.5%	40.0%	50.0%	68.3%	57.0%	54.6%	64.1%	51.6%	47.6%	68.2%	55.3%	58.7%
	Not so good	48.4%	14.3%	14.1%	16.7%	12.5%	40.0%	23.5%	14.6%	17.5%	16.9%	18.5%	17.7%	23.8%	22.7%	18.7%	18.7%
	Poor	3.2%	10.7%	12.0%	3.3%	12.5%	13.3%	8.8%	7.3%	7.0%	8.5%	4.3%	11.3%	14.3%	4.5%	8.7%	6.7%
	Other/don't know	0.0%	3.6%	8.7%	7.5%	0.0%	0.0%	5.9%	7.3%	6.5%	6.8%	5.4%	9.7%	0.0%	0.0%	6.0%	6.7%
	Excellent/Good	48.4%	71.4%	65.2%	72.5%	75.0%	46.7%	61.8%	70.7%	69.0%	67.8%	71.7%	61.3%	61.9%	72.7%	66.7%	68.0%
	Not so good/Poor	51.6%	25.0%	26.1%	20.0%	25.0%	53.3%	32.4%	22.0%	24.5%	25.4%	22.8%	29.0%	38.1%	27.3%	27.3%	25.3%
		61. Age				62. How long have you lived in the Macon 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
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
18. Convenient business hours	Excellent	3.2%	1.8%	7.6%	12.5%	25.0%	0.0%	5.9%	4.9%	8.5%	10.2%	7.6%	4.8%	14.3%	4.5%	9.3%	6.7%
	Good	61.3%	76.8%	76.1%	70.8%	50.0%	53.3%	67.6%	90.2%	72.5%	62.7%	80.4%	69.4%	61.9%	68.2%	70.0%	75.3%
	Not so good	29.0%	12.5%	10.9%	11.7%	12.5%	40.0%	14.7%	4.9%	13.0%	20.3%	7.6%	16.1%	19.0%	13.6%	12.7%	14.0%
	Poor	3.2%	7.1%	4.3%	2.5%	12.5%	0.0%	8.8%	0.0%	4.0%	3.4%	3.3%	6.5%	4.8%	9.1%	5.3%	2.7%
	Other/don't know	3.2%	1.8%	1.1%	2.5%	0.0%	6.7%	2.9%	0.0%	2.0%	3.4%	1.1%	3.2%	0.0%	4.5%	2.7%	1.3%
	Excellent/Good	64.5%	78.6%	83.7%	83.3%	75.0%	53.3%	73.5%	95.1%	81.0%	72.9%	88.0%	74.2%	76.2%	72.7%	79.3%	82.0%
	Not so good/Poor	32.3%	19.6%	15.2%	14.2%	25.0%	40.0%	23.5%	4.9%	17.0%	23.7%	10.9%	22.6%	23.8%	22.7%	18.0%	16.7%
		61. Age				62. How long have you lived in the Macon 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
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
19. Available green space	Excellent	0.0%	5.4%	7.6%	8.3%	0.0%	6.7%	8.8%	7.3%	6.0%	6.8%	5.4%	3.2%	14.3%	4.5%	6.7%	6.7%
	Good	25.8%	25.0%	34.8%	40.0%	37.5%	33.3%	11.8%	48.8%	34.5%	35.6%	38.0%	22.6%	19.0%	40.9%	40.7%	27.3%
	Not so good	41.9%	37.5%	31.5%	26.7%	37.5%	26.7%	38.2%	26.8%	32.0%	16.9%	41.3%	37.1%	47.6%	31.8%	31.3%	32.0%
	Poor	29.0%	23.2%	14.1%	10.8%	12.5%	26.7%	32.4%	7.3%	14.5%	18.6%	10.9%	24.2%	14.3%	13.6%	13.3%	18.7%
	Other/don't know	3.2%	8.9%	12.0%	14.2%	12.5%	6.7%	8.8%	9.8%	13.0%	22.0%	4.3%	12.9%	4.8%	9.1%	8.0%	15.3%
	Excellent/Good	25.8%	30.4%	42.4%	48.3%	37.5%	40.0%	20.6%	56.1%	40.5%	42.4%	43.5%	25.8%	33.3%	45.5%	47.3%	34.0%
	Not so good/Poor	71.0%	60.7%	45.7%	37.5%	50.0%	53.3%	70.6%	34.1%	46.5%	35.6%	52.2%	61.3%	61.9%	45.5%	44.7%	50.7%
		61. Age				62. How long have you lived in the Macon 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
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
20. Preservation of historic structures	Excellent	0.0%	5.4%	10.9%	14.2%	12.5%	6.7%	2.9%	7.3%	12.0%	13.6%	4.3%	12.9%	9.5%	4.5%	9.3%	10.7%
	Good	54.8%	64.3%	66.3%	52.5%	75.0%	40.0%	38.2%	75.6%	60.0%	47.5%	59.8%	59.7%	71.4%	77.3%	59.3%	59.3%
	Not so good	35.5%	25.0%	13.0%	19.2%	12.5%	40.0%	35.3%	7.3%	19.0%	18.6%	28.3%	19.4%	14.3%	9.1%	20.0%	20.0%
	Poor	9.7%	5.4%	7.6%	5.8%	0.0%	0.0%	17.6%	4.9%	6.0%	13.6%	5.4%	4.8%	4.8%	4.5%	7.3%	6.0%
	Other/don't know	0.0%	0.0%	2.2%	8.3%	0.0%	13.3%	5.9%	4.9%	3.0%	6.8%	2.2%	3.2%	0.0%	4.5%	4.0%	4.0%
	Excellent/Good	54.8%	69.6%	77.2%	66.7%	87.5%	46.7%	41.2%	82.9%	72.0%	61.0%	64.1%	72.6%	81.0%	81.8%	68.7%	70.0%
	Not so good/Poor	45.2%	30.4%	20.7%	25.0%	12.5%	40.0%	52.9%	12.2%	25.0%	32.2%	33.7%	24.2%	19.0%	13.6%	27.3%	26.0%

		61. Age				62. How long have you lived in the Macon 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. Occupied storefronts	Excellent	0.0%	1.8%	2.2%	5.0%	0.0%	0.0%	2.9%	2.4%	3.5%	6.8%	0.0%	3.2%	0.0%	4.5%	3.3%	2.7%
	Good	41.9%	37.5%	27.2%	42.5%	62.5%	40.0%	38.2%	41.5%	34.0%	37.3%	42.4%	30.6%	19.0%	45.5%	40.0%	34.0%
	Not so good	45.2%	48.2%	42.4%	30.8%	25.0%	46.7%	38.2%	34.1%	40.5%	25.4%	40.2%	46.8%	66.7%	31.8%	36.0%	42.0%
	Poor	12.9%	8.9%	27.2%	12.5%	12.5%	13.3%	17.6%	14.6%	17.0%	23.7%	14.1%	16.1%	14.3%	18.2%	16.0%	16.7%
	Other/don't know	0.0%	3.6%	1.1%	9.2%	0.0%	0.0%	2.9%	7.3%	5.0%	6.8%	3.3%	3.2%	0.0%	0.0%	4.7%	4.7%
	Excellent/Good	41.9%	39.3%	29.3%	47.5%	62.5%	40.0%	41.2%	43.9%	37.5%	44.1%	42.4%	33.9%	19.0%	50.0%	43.3%	36.7%
Not so good/Poor	58.1%	57.1%	69.6%	43.3%	37.5%	60.0%	55.9%	48.8%	57.5%	49.2%	54.3%	62.9%	81.0%	50.0%	52.0%	58.7%	
22. Convenient parking	Excellent	9.7%	7.1%	13.0%	10.0%	25.0%	0.0%	11.8%	12.2%	10.0%	16.9%	6.5%	8.1%	9.5%	18.2%	12.7%	8.0%
	Good	61.3%	51.8%	62.0%	59.2%	50.0%	60.0%	47.1%	53.7%	62.0%	54.2%	68.5%	54.8%	57.1%	59.1%	61.3%	56.7%
	Not so good	22.6%	28.6%	16.3%	20.0%	25.0%	33.3%	29.3%	29.3%	18.0%	18.6%	17.4%	22.6%	23.8%	18.2%	16.7%	24.7%
	Poor	6.5%	10.7%	8.7%	8.3%	0.0%	6.7%	20.6%	4.9%	8.0%	6.8%	7.6%	11.3%	9.5%	4.5%	7.3%	10.0%
	Other/don't know	0.0%	1.8%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	2.0%	3.4%	0.0%	3.2%	0.0%	0.0%	2.0%	0.7%
	Excellent/Good	71.0%	58.9%	75.0%	69.2%	75.0%	60.0%	58.8%	65.9%	72.0%	71.2%	75.0%	62.9%	66.7%	77.3%	74.0%	64.7%
Not so good/Poor	29.0%	39.3%	25.0%	28.3%	25.0%	40.0%	41.2%	34.1%	26.0%	25.4%	25.0%	33.9%	33.3%	22.7%	24.0%	34.7%	
23. Diverse mix of business	Excellent	0.0%	3.6%	3.3%	3.3%	0.0%	6.7%	2.9%	2.4%	3.0%	6.8%	3.3%	1.6%	4.8%	0.0%	2.0%	4.0%
	Good	54.8%	41.1%	29.3%	52.5%	75.0%	33.3%	41.2%	43.9%	42.5%	47.5%	42.4%	35.5%	52.4%	27.3%	43.3%	43.3%
	Not so good	32.3%	35.7%	40.2%	24.2%	12.5%	40.0%	23.5%	34.1%	34.0%	15.3%	38.0%	45.2%	33.3%	27.3%	30.7%	34.0%
	Poor	12.9%	16.1%	26.1%	16.7%	12.5%	20.0%	29.4%	14.6%	18.5%	27.1%	15.2%	14.5%	9.5%	40.9%	22.0%	16.0%
	Other/don't know	0.0%	3.6%	1.1%	3.3%	0.0%	0.0%	2.9%	4.9%	2.0%	3.4%	1.1%	3.2%	0.0%	4.5%	2.0%	2.7%
	Excellent/Good	54.8%	44.6%	32.6%	55.8%	75.0%	40.0%	44.1%	46.3%	45.5%	54.2%	45.7%	37.1%	57.1%	27.3%	45.3%	47.3%
Not so good/Poor	45.2%	51.8%	66.3%	40.8%	25.0%	60.0%	52.9%	48.8%	52.5%	42.4%	53.3%	59.7%	42.9%	68.2%	52.7%	50.0%	
24. Dining options	Excellent	6.5%	5.4%	5.4%	6.7%	12.5%	6.7%	2.9%	2.4%	7.0%	10.2%	5.4%	4.8%	4.8%	4.5%	8.0%	4.0%
	Good	16.1%	21.4%	26.1%	37.5%	50.0%	26.7%	17.6%	34.1%	28.5%	30.5%	29.3%	25.8%	19.0%	27.3%	30.0%	27.3%
	Not so good	51.6%	50.0%	42.4%	34.2%	25.0%	53.3%	38.2%	43.9%	41.5%	27.1%	43.5%	46.8%	52.4%	40.9%	36.7%	46.0%
	Poor	25.8%	21.4%	25.0%	17.5%	12.5%	13.3%	41.2%	17.1%	20.0%	23.7%	20.7%	21.0%	23.8%	27.3%	22.7%	20.7%
	Other/don't know	0.0%	1.8%	1.1%	4.2%	0.0%	0.0%	0.0%	2.4%	3.0%	8.5%	1.1%	1.6%	0.0%	0.0%	2.7%	2.0%
	Excellent/Good	22.6%	26.8%	31.5%	44.2%	62.5%	33.3%	20.6%	36.6%	35.5%	40.7%	34.8%	30.6%	23.8%	31.8%	38.0%	31.3%
Not so good/Poor	77.4%	71.4%	67.4%	51.7%	37.5%	66.7%	79.4%	61.0%	61.5%	50.8%	64.1%	67.7%	76.2%	68.2%	59.3%	66.7%	
25. Entertainment options	Excellent	0.0%	1.8%	4.3%	10.8%	0.0%	6.7%	2.9%	2.4%	7.5%	10.2%	2.2%	3.2%	4.8%	13.6%	6.0%	6.0%
	Good	29.0%	28.6%	25.0%	32.5%	37.5%	20.0%	17.6%	31.7%	31.0%	28.2%	31.5%	24.2%	33.3%	27.3%	26.7%	31.3%
	Not so good	58.1%	60.7%	37.0%	30.0%	50.0%	60.0%	50.0%	36.6%	38.5%	32.2%	45.7%	54.8%	33.3%	36.4%	40.7%	40.7%
	Poor	12.9%	7.1%	29.3%	15.8%	12.5%	13.3%	26.5%	14.6%	18.5%	22.0%	15.2%	12.9%	23.8%	22.7%	19.3%	17.3%
	Other/don't know	0.0%	1.8%	4.3%	10.8%	0.0%	0.0%	2.9%	14.6%	4.5%	6.8%	5.4%	4.8%	4.8%	0.0%	7.3%	4.7%
	Excellent/Good	29.0%	30.4%	29.3%	43.3%	37.5%	26.7%	20.6%	34.1%	38.5%	39.0%	33.7%	27.4%	38.1%	40.9%	32.7%	37.3%
Not so good/Poor	71.0%	67.9%	66.3%	45.8%	62.5%	73.3%	76.5%	51.2%	57.0%	54.2%	60.9%	67.7%	57.1%	59.1%	60.0%	58.0%	

		61. Age				62. How long have you lived in the Macon 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. Condition of streets	Excellent	0.0%	0.0%	6.5%	3.3%	0.0%	0.0%	0.0%	2.4%	4.5%	3.4%	4.3%	4.8%	0.0%	0.0%	4.7%	2.0%
	Good	54.8%	73.2%	57.6%	54.2%	62.5%	46.7%	50.0%	61.0%	60.0%	50.8%	59.8%	62.9%	61.9%	59.1%	52.0%	65.3%
	Not so good	32.3%	21.4%	25.0%	30.8%	12.5%	40.0%	32.4%	31.7%	26.0%	25.4%	29.3%	27.4%	33.3%	22.7%	34.0%	21.3%
	Poor	12.9%	5.4%	10.9%	10.0%	25.0%	13.3%	17.6%	4.9%	8.5%	18.6%	6.5%	3.2%	4.8%	18.2%	8.7%	10.7%
	Other/don't know	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	1.0%	1.7%	0.0%	1.6%	0.0%	0.0%	0.7%	0.7%
	Excellent/Good	54.8%	73.2%	64.1%	57.5%	62.5%	46.7%	50.0%	63.4%	64.5%	54.2%	64.1%	67.7%	61.9%	59.1%	56.7%	67.3%
Not so good/Poor	45.2%	26.8%	35.9%	40.8%	37.5%	53.3%	50.0%	36.6%	34.5%	44.1%	35.9%	30.6%	38.1%	40.9%	42.7%	32.0%	
		61. Age				62. How long have you lived in the Macon 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
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
27. Condition of sidewalks	Excellent	0.0%	7.1%	7.6%	5.8%	0.0%	13.3%	2.9%	9.8%	5.5%	10.2%	3.3%	8.1%	4.8%	4.5%	7.3%	4.7%
	Good	58.1%	51.8%	53.3%	46.7%	50.0%	46.7%	52.9%	53.7%	50.0%	42.4%	58.7%	48.4%	66.7%	50.0%	45.3%	56.7%
	Not so good	22.6%	32.1%	21.7%	26.7%	37.5%	26.7%	20.6%	22.0%	27.0%	27.1%	21.7%	32.3%	23.8%	27.3%	30.0%	21.3%
	Poor	19.4%	5.4%	13.0%	15.8%	12.5%	13.3%	17.6%	9.8%	13.5%	20.3%	12.0%	8.1%	4.8%	9.1%	12.7%	14.0%
	Other/don't know	0.0%	3.6%	4.3%	5.0%	0.0%	0.0%	5.9%	4.9%	4.0%	0.0%	4.3%	3.2%	0.0%	9.1%	4.7%	3.3%
	Excellent/Good	58.1%	58.9%	60.9%	52.5%	50.0%	60.0%	55.9%	63.4%	55.5%	52.5%	62.0%	56.5%	71.4%	54.5%	52.7%	61.3%
Not so good/Poor	41.9%	37.5%	34.8%	42.5%	50.0%	40.0%	38.2%	31.7%	40.5%	47.5%	33.7%	40.3%	28.6%	36.4%	42.7%	35.3%	
		61. Age				62. How long have you lived in the Macon 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
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
28. Safety during the day	Excellent	25.8%	23.2%	29.3%	21.7%	37.5%	20.0%	29.4%	26.8%	23.0%	27.1%	21.7%	16.1%	52.4%	27.3%	25.3%	24.0%
	Good	64.5%	67.9%	66.3%	64.2%	37.5%	60.0%	67.6%	63.4%	67.5%	57.6%	69.6%	74.2%	42.9%	68.2%	63.3%	68.0%
	Not so good	6.5%	5.4%	1.1%	7.5%	0.0%	13.3%	2.9%	7.3%	4.5%	10.2%	4.3%	3.2%	0.0%	4.5%	5.3%	4.7%
	Poor	0.0%	0.0%	1.1%	1.7%	12.5%	0.0%	0.0%	0.0%	1.0%	1.7%	1.1%	0.0%	0.0%	0.0%	1.3%	0.7%
	Other/don't know	3.2%	3.6%	2.2%	5.0%	12.5%	6.7%	0.0%	2.4%	4.0%	3.4%	3.3%	6.5%	4.8%	0.0%	4.7%	2.7%
	Excellent/Good	90.3%	91.1%	95.7%	85.8%	75.0%	80.0%	97.1%	90.2%	90.5%	84.7%	91.3%	90.3%	95.2%	95.5%	88.7%	92.0%
Not so good/Poor	6.5%	5.4%	2.2%	9.2%	12.5%	13.3%	2.9%	7.3%	5.5%	11.9%	5.4%	3.2%	0.0%	4.5%	6.7%	5.3%	
		61. Age				62. How long have you lived in the Macon 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
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
29. Safety at night	Excellent	3.2%	7.1%	12.0%	7.5%	12.5%	6.7%	11.8%	7.3%	7.5%	8.5%	6.5%	6.5%	19.0%	9.1%	12.0%	4.7%
	Good	80.6%	53.6%	45.7%	41.7%	50.0%	60.0%	50.0%	46.3%	49.0%	44.1%	51.1%	61.3%	57.1%	31.8%	52.0%	46.7%
	Not so good	9.7%	16.1%	21.7%	15.8%	12.5%	6.7%	8.8%	19.5%	19.0%	15.3%	15.2%	16.1%	9.5%	27.3%	14.7%	19.3%
	Poor	6.5%	17.9%	8.7%	6.7%	12.5%	13.3%	17.6%	2.4%	9.0%	10.2%	10.9%	6.5%	4.8%	22.7%	8.0%	10.7%
	Other/don't know	0.0%	5.4%	12.0%	28.3%	12.5%	13.3%	11.8%	24.4%	15.5%	22.0%	16.3%	9.7%	9.5%	9.1%	13.3%	18.7%
	Excellent/Good	83.9%	60.7%	57.6%	49.2%	62.5%	66.7%	61.8%	53.7%	56.5%	52.5%	57.6%	67.7%	76.2%	40.9%	64.0%	51.3%
Not so good/Poor	16.1%	33.9%	30.4%	22.5%	25.0%	20.0%	26.5%	22.0%	28.0%	25.4%	26.1%	22.6%	14.3%	50.0%	22.7%	30.0%	
		61. Age				62. How long have you lived in the Macon 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
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
30. How important would you say it is that Macon work to retain its Downtown's historic character?	Very important	61.3%	57.1%	43.5%	60.0%	75.0%	46.7%	38.2%	43.9%	59.0%	66.1%	48.9%	51.6%	61.9%	31.8%	46.0%	63.3%
	Somewhat important	32.3%	26.8%	40.2%	28.3%	25.0%	53.3%	35.3%	34.1%	30.0%	23.7%	40.2%	40.3%	23.8%	31.8%	36.7%	27.3%
	Not very important	3.2%	12.5%	10.9%	5.8%	0.0%	0.0%	14.7%	14.6%	7.0%	6.8%	6.5%	4.8%	4.8%	31.8%	10.7%	6.0%
	Not at all important	3.2%	1.8%	5.4%	4.2%	0.0%	0.0%	11.8%	4.9%	3.0%	3.4%	3.3%	3.2%	9.5%	4.5%	6.0%	2.0%
	Other/don't know	0.0%	1.8%	0.0%	1.7%	0.0%	0.0%	0.0%	2.4%	1.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.7%	1.3%
	Very/Somewhat important	93.5%	83.9%	83.7%	88.3%	100.0%	100.0%	73.5%	78.0%	89.0%	89.8%	89.1%	91.9%	85.7%	63.6%	82.7%	90.7%
Not very/Not at all important	6.5%	14.3%	16.3%	10.0%	0.0%	0.0%	26.5%	19.5%	10.0%	10.2%	9.8%	8.1%	14.3%	36.4%	16.7%	8.0%	

		61. Age				62. How long have you lived in the Macon 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. Lodging such as hotel, motel or bed and breakfast	5-Very high priority	19.4%	8.9%	13.0%	17.5%	50.0%	6.7%	14.7%	12.2%	14.0%	27.1%	6.5%	16.1%	19.0%	0.0%	15.3%	14.0%
	4	25.8%	17.9%	12.0%	15.0%	12.5%	33.3%	11.8%	9.8%	16.5%	15.3%	13.0%	17.7%	14.3%	31.8%	17.3%	14.0%
	3	32.3%	28.6%	27.2%	30.0%	25.0%	26.7%	29.4%	29.3%	29.0%	27.1%	30.4%	29.0%	38.1%	22.7%	24.0%	34.0%
	2	12.9%	21.4%	19.6%	13.3%	0.0%	13.3%	11.8%	24.4%	17.0%	11.9%	21.7%	12.9%	14.3%	18.2%	14.7%	18.7%
	1-Very low priority	9.7%	23.2%	25.0%	21.7%	12.5%	20.0%	29.4%	19.5%	22.0%	15.3%	27.2%	21.0%	14.3%	27.3%	26.0%	18.0%
	Other/don't know	0.0%	0.0%	3.3%	2.5%	0.0%	0.0%	2.9%	4.9%	1.5%	3.4%	1.1%	3.2%	0.0%	0.0%	2.7%	1.3%
	Total high priority (4-5)	45.2%	26.8%	25.0%	32.5%	62.5%	40.0%	26.5%	22.0%	30.5%	42.4%	19.6%	33.9%	33.3%	31.8%	32.7%	28.0%
Total low priority (1-2)	22.6%	44.6%	44.6%	35.0%	12.5%	33.3%	41.2%	43.9%	39.0%	27.1%	48.9%	33.9%	28.6%	45.5%	40.7%	36.7%	
32. Family or casual style dining	5-Very high priority	67.7%	58.9%	40.2%	40.0%	75.0%	66.7%	44.1%	29.3%	47.5%	49.2%	41.3%	54.8%	71.4%	45.5%	40.7%	52.0%
	4	12.9%	26.8%	29.3%	23.3%	25.0%	6.7%	23.5%	41.5%	23.5%	18.6%	27.2%	19.4%	14.3%	27.3%	25.3%	24.7%
	3	12.9%	10.7%	18.5%	20.8%	0.0%	0.0%	17.6%	14.6%	19.5%	20.3%	20.7%	11.3%	14.3%	22.7%	23.3%	11.3%
	2	6.5%	1.8%	5.4%	8.3%	0.0%	26.7%	8.8%	7.3%	4.0%	6.8%	6.5%	8.1%	0.0%	0.0%	6.0%	6.0%
	1-Very low priority	0.0%	1.8%	5.4%	5.8%	0.0%	0.0%	5.9%	4.9%	4.5%	1.7%	4.3%	6.5%	0.0%	4.5%	3.3%	5.3%
	Other/don't know	0.0%	0.0%	1.1%	1.7%	0.0%	0.0%	0.0%	2.4%	1.0%	3.4%	0.0%	0.0%	0.0%	0.0%	1.3%	0.7%
	Total high priority (4-5)	80.6%	85.7%	69.6%	63.3%	100.0%	73.3%	67.6%	70.7%	71.0%	67.8%	68.5%	74.2%	85.7%	72.7%	66.0%	76.7%
Total low priority (1-2)	6.5%	3.6%	10.9%	14.2%	0.0%	26.7%	14.7%	12.2%	8.5%	8.5%	10.9%	14.5%	0.0%	4.5%	9.3%	11.3%	
33. Fine Dining	5-Very high priority	61.3%	39.3%	34.8%	25.8%	50.0%	33.3%	41.2%	29.3%	34.5%	32.2%	27.2%	41.9%	52.4%	45.5%	35.3%	34.0%
	4	12.9%	25.0%	20.7%	21.7%	25.0%	33.3%	11.8%	26.8%	20.5%	18.6%	23.9%	14.5%	23.8%	22.7%	19.3%	23.3%
	3	16.1%	23.2%	20.7%	18.3%	25.0%	6.7%	26.5%	12.2%	20.5%	25.0%	25.0%	16.1%	14.3%	9.1%	17.3%	22.0%
	2	6.5%	3.6%	10.9%	10.8%	0.0%	13.3%	2.9%	14.6%	9.0%	6.8%	8.7%	11.3%	4.8%	13.6%	10.7%	7.3%
	1-Very low priority	3.2%	8.9%	12.0%	20.0%	0.0%	13.3%	17.6%	12.2%	14.0%	13.6%	14.1%	14.5%	4.8%	9.1%	15.3%	12.0%
	Other/don't know	0.0%	0.0%	1.1%	3.3%	0.0%	0.0%	0.0%	4.9%	1.5%	3.4%	1.1%	1.6%	0.0%	0.0%	2.0%	1.3%
	Total high priority (4-5)	74.2%	64.3%	55.4%	47.5%	75.0%	66.7%	52.9%	56.1%	55.0%	50.8%	51.1%	56.5%	76.2%	68.2%	54.7%	57.3%
Total low priority (1-2)	9.7%	12.5%	22.8%	30.8%	0.0%	26.7%	20.6%	26.8%	23.0%	20.3%	22.8%	25.8%	9.5%	22.7%	26.0%	19.3%	
34. Ice cream shop	5-Very high priority	22.6%	25.0%	21.7%	28.3%	12.5%	26.7%	38.2%	19.5%	24.0%	35.6%	22.8%	25.8%	28.6%	9.1%	24.7%	25.3%
	4	35.5%	23.2%	17.4%	15.8%	50.0%	13.3%	20.6%	17.1%	19.5%	13.6%	19.6%	19.4%	23.8%	31.8%	20.7%	18.7%
	3	32.3%	32.1%	29.3%	25.8%	25.0%	20.0%	26.5%	31.7%	29.5%	22.0%	31.5%	32.3%	38.1%	27.3%	29.3%	28.7%
	2	9.7%	7.1%	13.0%	11.7%	0.0%	20.0%	11.8%	17.1%	9.5%	11.9%	7.6%	9.7%	4.8%	22.7%	8.0%	14.0%
	1-Very low priority	0.0%	12.5%	16.3%	15.8%	12.5%	13.3%	2.9%	12.2%	16.0%	11.9%	18.5%	11.3%	4.8%	9.1%	15.3%	12.0%
	Other/don't know	0.0%	0.0%	2.2%	2.5%	0.0%	6.7%	0.0%	2.4%	1.5%	5.1%	0.0%	1.6%	0.0%	0.0%	2.0%	1.3%
	Total high priority (4-5)	58.1%	48.2%	39.1%	44.2%	62.5%	40.0%	58.8%	36.6%	43.5%	49.2%	42.4%	45.2%	52.4%	40.9%	45.3%	44.0%
Total low priority (1-2)	9.7%	19.6%	29.3%	27.5%	12.5%	33.3%	14.7%	29.3%	25.5%	23.7%	26.1%	21.0%	9.5%	31.8%	23.3%	26.0%	
35. Antique shops	5-Very high priority	9.7%	8.9%	9.8%	16.7%	37.5%	6.7%	2.9%	12.2%	13.0%	16.9%	8.7%	9.7%	19.0%	0.0%	12.7%	12.0%
	4	29.0%	23.2%	12.0%	9.2%	25.0%	40.0%	8.8%	24.4%	11.0%	11.9%	17.4%	14.5%	19.0%	18.2%	12.7%	16.7%
	3	22.6%	28.6%	32.6%	22.5%	25.0%	6.7%	35.3%	24.4%	28.0%	28.8%	26.1%	25.8%	23.8%	31.8%	26.7%	27.3%
	2	22.6%	14.3%	15.2%	25.0%	0.0%	20.0%	32.4%	9.8%	20.5%	18.6%	19.6%	25.8%	9.5%	13.6%	20.7%	18.7%
	1-Very low priority	16.1%	25.0%	29.3%	23.3%	12.5%	20.0%	20.6%	26.8%	26.0%	16.9%	28.3%	22.6%	28.6%	36.4%	26.0%	23.3%
	Other/don't know	0.0%	0.0%	1.1%	3.3%	0.0%	6.7%	0.0%	2.4%	1.5%	6.8%	0.0%	1.6%	0.0%	0.0%	1.3%	2.0%
	Total high priority (4-5)	38.7%	32.1%	21.7%	25.8%	62.5%	46.7%	11.8%	36.6%	24.0%	28.8%	26.1%	24.2%	38.1%	18.2%	25.3%	28.7%
Total low priority (1-2)	38.7%	39.3%	44.6%	48.3%	12.5%	40.0%	52.9%	36.6%	46.5%	35.6%	47.8%	48.4%	38.1%	50.0%	46.7%	42.0%	

		61. Age				62. How long have you lived in the Macon 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. Art galleries and shops	5-Very high priority	19.4%	16.1%	14.1%	14.2%	25.0%	6.7%	5.9%	24.4%	15.0%	23.7%	12.0%	14.5%	23.8%	9.1%	11.3%	18.7%
	4	29.0%	16.1%	17.4%	10.8%	12.5%	33.3%	26.5%	12.2%	13.5%	10.2%	13.0%	21.0%	14.3%	27.3%	18.0%	14.0%
	3	32.3%	33.9%	25.0%	26.7%	25.0%	46.7%	29.4%	19.5%	28.5%	30.5%	30.4%	27.4%	23.8%	31.8%	22.7%	33.3%
	2	19.4%	17.9%	16.3%	17.5%	12.5%	6.7%	20.6%	12.2%	19.0%	10.2%	17.4%	22.6%	14.3%	18.2%	19.3%	15.3%
	1-Very low priority	0.0%	16.1%	25.0%	25.0%	25.0%	0.0%	17.6%	26.8%	21.5%	18.6%	25.0%	12.9%	23.8%	13.6%	25.3%	16.0%
	Other/don't know	0.0%	0.0%	2.2%	5.8%	0.0%	6.7%	0.0%	4.9%	2.5%	6.8%	2.2%	1.6%	0.0%	0.0%	3.3%	2.7%
	Total high priority (4-5)	48.4%	32.1%	31.5%	25.0%	37.5%	40.0%	32.4%	36.6%	28.5%	33.9%	25.0%	35.5%	38.1%	36.4%	29.3%	32.7%
Total low priority (1-2)	19.4%	33.9%	41.3%	42.5%	19.4%	6.7%	38.2%	39.0%	40.5%	28.8%	42.4%	35.5%	38.1%	31.8%	44.7%	31.3%	
37. Convenience store or grocery store	5-Very high priority	19.4%	17.9%	21.7%	37.5%	50.0%	20.0%	23.5%	14.6%	29.0%	44.1%	23.9%	19.4%	19.0%	22.7%	24.7%	29.3%
	4	19.4%	17.9%	13.0%	20.0%	12.5%	20.0%	11.8%	24.4%	17.0%	11.9%	23.9%	16.1%	28.6%	13.6%	20.7%	14.0%
	3	12.9%	23.2%	22.8%	17.5%	12.5%	13.3%	26.5%	22.0%	19.0%	13.6%	20.7%	24.2%	23.8%	18.2%	16.7%	22.7%
	2	19.4%	14.3%	21.7%	7.5%	25.0%	13.3%	17.6%	14.6%	13.5%	8.5%	13.0%	17.7%	23.8%	18.2%	14.7%	14.0%
	1-Very low priority	29.0%	26.8%	18.5%	16.7%	0.0%	33.3%	20.6%	22.0%	20.5%	20.3%	18.5%	21.0%	4.8%	27.3%	22.0%	19.3%
	Other/don't know	0.0%	0.0%	2.2%	0.8%	0.0%	0.0%	0.0%	2.4%	1.0%	1.7%	0.0%	1.6%	0.0%	0.0%	1.3%	0.7%
	Total high priority (4-5)	38.7%	35.7%	34.8%	57.5%	62.5%	40.0%	35.3%	39.0%	46.0%	55.9%	47.8%	35.5%	47.6%	36.4%	45.3%	43.3%
Total low priority (1-2)	48.4%	41.1%	40.2%	24.2%	25.0%	46.7%	38.2%	36.6%	34.0%	28.8%	31.5%	38.7%	28.6%	45.5%	36.7%	33.3%	
38. Clothing stores	5-Very high priority	35.5%	25.0%	37.0%	48.3%	37.5%	46.7%	44.1%	26.8%	39.5%	52.5%	34.8%	38.7%	38.1%	27.3%	30.7%	47.3%
	4	38.7%	37.5%	25.0%	14.2%	25.0%	33.3%	23.5%	31.7%	22.5%	10.2%	21.7%	29.0%	38.1%	22.7%	24.0%	24.7%
	3	19.4%	23.2%	26.1%	18.3%	37.5%	6.7%	26.5%	29.3%	20.5%	18.6%	26.1%	17.7%	23.8%	36.4%	27.3%	16.7%
	2	3.2%	7.1%	3.3%	5.8%	0.0%	6.7%	2.9%	2.4%	6.0%	10.2%	5.4%	3.2%	0.0%	9.1%	8.7%	1.3%
	1-Very low priority	3.2%	7.1%	7.6%	11.7%	0.0%	6.7%	2.9%	7.3%	10.5%	6.8%	10.9%	11.3%	0.0%	4.5%	8.0%	9.3%
	Other/don't know	0.0%	0.0%	1.1%	1.7%	0.0%	0.0%	0.0%	2.4%	1.0%	1.7%	1.1%	0.0%	0.0%	0.0%	1.3%	0.7%
	Total high priority (4-5)	74.2%	62.5%	62.0%	62.5%	62.5%	80.0%	67.6%	58.5%	62.0%	62.7%	56.5%	67.7%	76.2%	50.0%	54.7%	72.0%
Total low priority (1-2)	6.5%	14.3%	10.9%	17.5%	0.0%	13.3%	5.9%	9.8%	16.5%	16.9%	16.3%	14.5%	0.0%	13.6%	16.7%	10.7%	
39. Arcade or other attraction aimed at teenagers	5-Very high priority	25.8%	16.1%	22.8%	23.3%	25.0%	33.3%	32.4%	19.5%	19.5%	35.6%	20.7%	19.4%	19.0%	13.6%	23.3%	20.7%
	4	32.3%	30.4%	18.5%	20.0%	25.0%	33.3%	14.7%	26.8%	22.5%	22.0%	27.2%	22.6%	23.8%	27.3%	21.3%	24.0%
	3	16.1%	23.2%	30.4%	20.8%	25.0%	20.0%	14.7%	31.7%	24.5%	18.6%	18.5%	27.4%	42.9%	22.7%	22.0%	26.0%
	2	22.6%	12.5%	10.9%	10.0%	12.5%	0.0%	20.6%	2.4%	13.5%	8.5%	18.5%	11.3%	4.8%	9.1%	12.0%	12.0%
	1-Very low priority	3.2%	17.9%	15.2%	20.0%	12.5%	6.7%	17.6%	14.6%	17.0%	8.5%	14.1%	17.7%	9.5%	27.3%	19.3%	13.3%
	Other/don't know	0.0%	0.0%	2.2%	5.8%	0.0%	6.7%	0.0%	4.9%	3.0%	6.8%	1.1%	1.6%	0.0%	0.0%	2.0%	4.0%
	Total high priority (4-5)	58.1%	46.4%	41.3%	43.3%	50.0%	66.7%	47.1%	46.3%	42.0%	57.6%	47.8%	41.9%	42.9%	40.9%	44.7%	44.7%
Total low priority (1-2)	25.8%	30.4%	26.1%	30.0%	25.0%	6.7%	38.2%	17.1%	30.5%	16.9%	32.6%	29.0%	14.3%	36.4%	31.3%	25.3%	
40. Bar/nightclubs	5-Very high priority	9.7%	7.1%	10.9%	5.8%	25.0%	0.0%	2.9%	9.8%	8.0%	8.5%	8.7%	8.1%	14.3%	9.1%	9.3%	6.7%
	4	16.1%	8.9%	4.3%	1.7%	25.0%	0.0%	2.9%	9.8%	4.5%	6.8%	5.4%	4.8%	9.5%	0.0%	5.3%	5.3%
	3	16.1%	10.7%	10.9%	11.7%	12.5%	0.0%	14.7%	14.6%	11.5%	10.2%	13.0%	4.8%	9.5%	27.3%	12.0%	11.3%
	2	16.1%	21.4%	13.0%	15.0%	0.0%	20.0%	17.6%	14.6%	16.5%	11.9%	15.2%	21.0%	28.6%	22.7%	20.0%	12.0%
	1-Very low priority	41.9%	51.8%	59.8%	60.0%	37.5%	73.3%	55.9%	46.3%	58.0%	54.2%	57.6%	61.3%	38.1%	40.9%	50.0%	62.7%
	Other/don't know	0.0%	0.0%	1.1%	5.8%	0.0%	6.7%	5.9%	4.9%	1.5%	8.5%	0.0%	0.0%	0.0%	0.0%	3.3%	2.0%
	Total high priority (4-5)	25.8%	16.1%	15.2%	7.5%	50.0%	0.0%	5.9%	19.5%	12.5%	15.3%	14.1%	12.9%	23.8%	9.1%	14.7%	12.0%
Total low priority (1-2)	58.1%	73.2%	72.8%	75.0%	37.5%	93.3%	73.5%	61.0%	74.5%	66.1%	72.8%	82.3%	66.7%	63.6%	70.0%	74.7%	

		61. Age				62. How long have you lived in the Macon 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. Coffee shop	5-Very high priority	29.0%	14.3%	22.8%	20.0%	37.5%	13.3%	26.5%	22.0%	19.0%	35.6%	15.2%	24.2%	23.8%	9.1%	18.0%	23.3%
	4	22.6%	33.9%	19.6%	16.7%	25.0%	40.0%	11.8%	22.0%	21.5%	18.6%	26.1%	19.4%	33.3%	18.2%	21.3%	21.3%
	3	32.3%	26.8%	28.3%	26.7%	37.5%	20.0%	23.5%	24.4%	30.0%	16.9%	32.6%	24.2%	19.0%	45.5%	28.0%	28.0%
	2	9.7%	14.3%	6.5%	19.2%	0.0%	13.3%	23.5%	12.2%	12.5%	15.3%	8.7%	16.1%	9.5%	9.1%	12.7%	14.0%
	1-Very low priority	6.5%	10.7%	21.7%	14.2%	0.0%	6.7%	14.7%	14.6%	16.0%	6.8%	17.4%	16.1%	14.3%	18.2%	18.7%	11.3%
	Other/don't know	0.0%	0.0%	1.1%	3.3%	0.0%	6.7%	0.0%	4.9%	1.0%	6.8%	0.0%	0.0%	0.0%	0.0%	1.3%	2.0%
	Total high priority (4-5)	51.6%	48.2%	42.4%	36.7%	62.5%	53.3%	38.2%	43.9%	40.5%	54.2%	41.3%	43.5%	57.1%	27.3%	39.3%	44.7%
	Total low priority (1-2)	16.1%	25.0%	28.3%	33.3%	0.0%	20.0%	38.2%	26.8%	28.5%	22.0%	26.1%	32.3%	23.8%	27.3%	31.3%	25.3%
		61. Age				62. How long have you lived in the Macon 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
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
42. Shoe store	5-Very high priority	32.3%	25.0%	27.2%	33.3%	25.0%	33.3%	26.5%	26.8%	31.0%	45.8%	26.1%	24.2%	23.8%	22.7%	21.3%	38.0%
	4	22.6%	25.0%	28.3%	20.0%	37.5%	13.3%	23.5%	19.5%	24.5%	18.6%	19.6%	29.0%	38.1%	13.6%	21.3%	26.0%
	3	38.7%	25.0%	23.9%	16.7%	37.5%	26.7%	26.5%	29.3%	20.5%	15.3%	27.2%	19.4%	23.8%	31.8%	30.7%	15.3%
	2	6.5%	14.3%	8.7%	11.7%	0.0%	13.3%	14.7%	9.8%	10.5%	11.9%	10.9%	16.1%	4.8%	13.6%	10.7%	10.7%
	1-Very low priority	0.0%	10.7%	9.8%	16.7%	0.0%	6.7%	8.8%	12.2%	12.5%	5.1%	16.3%	9.7%	9.5%	18.2%	14.7%	8.7%
	Other/don't know	0.0%	0.0%	2.2%	1.7%	0.0%	6.7%	0.0%	2.4%	1.0%	3.4%	0.0%	1.6%	0.0%	0.0%	1.3%	1.3%
	Total high priority (4-5)	54.8%	50.0%	55.4%	53.3%	62.5%	46.7%	50.0%	46.3%	55.5%	64.4%	45.7%	53.2%	61.9%	36.4%	42.7%	64.0%
	Total low priority (1-2)	6.5%	25.0%	18.5%	28.3%	0.0%	20.0%	23.5%	22.0%	23.0%	16.9%	27.2%	25.8%	14.3%	31.8%	25.3%	19.3%
		61. Age				62. How long have you lived in the Macon 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
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
43. Which business would you most like to see in downtown Macon?	Lodging such as hotel, motel or bed and breakfast	0.0%	1.8%	1.1%	2.5%	0.0%	0.0%	0.0%	0.0%	2.5%	3.4%	2.2%	1.6%	0.0%	0.0%	2.0%	1.3%
	Family or casual style dining	38.7%	25.0%	20.7%	13.3%	37.5%	26.7%	29.4%	19.5%	17.5%	18.6%	17.4%	25.8%	47.6%	4.5%	23.3%	17.3%
	Fine dining	12.9%	17.9%	22.8%	14.2%	0.0%	6.7%	26.5%	12.2%	18.5%	10.2%	15.2%	19.4%	23.8%	45.5%	22.0%	12.7%
	Ice cream shop	3.2%	1.8%	2.2%	4.2%	12.5%	0.0%	0.0%	4.9%	3.0%	3.4%	3.3%	1.6%	4.8%	0.0%	4.0%	2.0%
	Antique shops	6.5%	7.1%	1.1%	1.7%	0.0%	6.7%	2.9%	7.3%	2.5%	5.1%	3.3%	4.8%	0.0%	0.0%	1.3%	5.3%
	Art galleries and shops	3.2%	3.6%	2.2%	1.7%	12.5%	0.0%	0.0%	9.8%	1.0%	1.7%	2.2%	3.2%	4.8%	0.0%	2.0%	2.7%
	Convenience store or grocery store	0.0%	1.8%	2.2%	8.3%	0.0%	0.0%	2.9%	2.4%	5.5%	5.1%	3.3%	1.6%	0.0%	9.1%	4.7%	4.0%
	Clothing stores	22.6%	14.3%	16.3%	23.3%	12.5%	33.3%	8.8%	14.6%	21.5%	16.9%	21.7%	14.5%	9.5%	22.7%	11.3%	27.3%
	Arcade or other attraction aimed at teenagers	0.0%	5.4%	8.7%	6.7%	12.5%	0.0%	5.9%	12.2%	5.5%	10.2%	10.9%	3.2%	0.0%	0.0%	6.7%	6.0%
	Bars/nightclubs	0.0%	1.8%	1.1%	0.8%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	1.1%	0.0%	4.8%	4.5%	2.0%	0.0%
	Coffee shop	6.5%	5.4%	2.2%	0.0%	0.0%	0.0%	5.9%	4.9%	1.5%	1.7%	4.3%	1.6%	0.0%	0.0%	2.7%	2.0%
	Shoe store	6.5%	7.1%	10.9%	10.0%	12.5%	6.7%	5.9%	2.4%	11.0%	5.1%	12.0%	11.3%	4.8%	4.5%	8.7%	10.0%
	Other	0.0%	7.1%	8.7%	13.3%	0.0%	20.0%	11.8%	9.8%	8.5%	18.6%	3.3%	11.3%	0.0%	9.1%	9.3%	9.3%
		61. Age				62. How long have you lived in the Macon 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
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
44. Adding green space and landscaping such as trees or plantings	5-Very high priority	32.3%	16.1%	17.4%	21.7%	25.0%	33.3%	32.4%	17.1%	17.5%	32.2%	15.2%	24.2%	19.0%	18.2%	19.3%	21.3%
	4	32.3%	21.4%	17.4%	11.7%	37.5%	26.7%	17.6%	17.1%	16.5%	18.6%	18.5%	14.5%	19.0%	13.6%	17.3%	18.0%
	3	16.1%	28.6%	26.1%	27.5%	12.5%	6.7%	32.4%	14.6%	29.5%	20.3%	34.8%	25.8%	28.6%	18.2%	22.7%	29.3%
	2	9.7%	16.1%	12.0%	10.8%	12.5%	6.7%	5.9%	12.2%	13.5%	10.2%	13.0%	8.1%	19.0%	18.2%	11.3%	12.7%
	1-Very low priority	9.7%	16.1%	23.9%	19.2%	12.5%	20.0%	11.8%	31.7%	17.5%	13.6%	16.3%	21.0%	9.5%	27.3%	25.3%	12.7%
	Other/don't know	0.0%	1.8%	3.3%	9.2%	0.0%	6.7%	0.0%	7.3%	5.5%	5.1%	2.2%	6.5%	4.8%	4.5%	4.0%	6.0%
	Total high priority (4-5)	64.5%	37.5%	34.8%	33.3%	62.5%	60.0%	50.0%	34.1%	34.0%	50.8%	33.7%	38.7%	38.1%	31.8%	36.7%	39.3%
	Total low priority (1-2)	19.4%	32.1%	35.9%	30.0%	25.0%	26.7%	17.6%	43.9%	31.0%	23.7%	29.3%	29.0%	28.6%	45.5%	36.7%	25.3%

		61. Age				62. How long have you lived in the Macon 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
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
45. Improving lighting	5-Very high priority	29.0%	21.4%	16.3%	25.0%	25.0%	33.3%	23.5%	9.8%	22.5%	44.1%	14.1%	14.5%	23.8%	13.6%	18.7%	25.3%
	4	12.9%	28.6%	19.6%	26.7%	50.0%	20.0%	29.4%	19.5%	22.5%	22.0%	19.6%	30.6%	23.8%	27.3%	19.3%	27.3%
	3	19.4%	32.1%	33.7%	17.5%	25.0%	13.3%	26.5%	34.1%	24.5%	10.2%	28.3%	22.6%	33.3%	36.4%	25.3%	25.3%
	2	25.8%	5.4%	17.4%	17.5%	0.0%	13.3%	11.8%	19.5%	17.5%	11.9%	17.4%	21.0%	14.3%	13.6%	23.3%	9.3%
	1-Very low priority	12.9%	10.7%	10.9%	10.0%	0.0%	13.3%	8.8%	17.1%	10.0%	10.2%	16.3%	8.1%	4.8%	9.1%	10.7%	10.7%
	Other/don't know	0.0%	1.8%	2.2%	3.3%	0.0%	6.7%	0.0%	0.0%	3.0%	1.7%	4.3%	3.2%	0.0%	0.0%	2.7%	2.0%
	Total high priority (4-5)	41.9%	50.0%	35.9%	51.7%	75.0%	53.3%	52.9%	29.3%	45.0%	66.1%	33.7%	45.2%	47.6%	40.9%	38.0%	52.7%
Total low priority (1-2)	38.7%	16.1%	28.3%	27.5%	0.0%	26.7%	20.6%	36.6%	27.5%	22.0%	33.7%	29.0%	19.0%	22.7%	34.0%	20.0%	
46. Moving utilities underground	5-Very high priority	25.8%	19.6%	23.9%	29.2%	50.0%	40.0%	29.4%	22.0%	22.5%	37.3%	21.7%	25.8%	28.6%	13.6%	30.0%	20.7%
	4	9.7%	19.6%	17.4%	15.0%	12.5%	6.7%	11.8%	14.6%	18.0%	10.2%	20.7%	17.7%	14.3%	13.6%	18.0%	14.0%
	3	19.4%	25.0%	18.5%	21.7%	12.5%	13.3%	26.5%	17.1%	22.0%	20.3%	21.7%	14.5%	23.8%	22.7%	18.7%	23.3%
	2	25.8%	16.1%	16.3%	11.7%	25.0%	6.7%	8.8%	19.5%	16.5%	5.1%	14.1%	24.2%	28.6%	22.7%	16.0%	15.3%
	1-Very low priority	16.1%	16.1%	21.7%	14.2%	0.0%	33.3%	23.5%	22.0%	14.5%	20.3%	16.3%	16.1%	4.8%	27.3%	13.3%	20.7%
	Other/don't know	3.2%	3.6%	2.2%	8.3%	0.0%	0.0%	0.0%	4.9%	6.5%	6.8%	5.4%	1.6%	0.0%	0.0%	4.0%	6.0%
	Total high priority (4-5)	35.5%	39.3%	41.3%	44.2%	62.5%	46.7%	41.2%	36.6%	40.5%	47.5%	42.4%	43.5%	42.9%	27.3%	48.0%	34.7%
Total low priority (1-2)	41.9%	32.1%	38.0%	25.8%	25.0%	40.0%	32.4%	41.5%	31.0%	25.4%	30.4%	40.3%	33.3%	50.0%	29.3%	36.0%	
47. Adding new parking spaces or lots	5-Very high priority	35.5%	21.4%	13.0%	20.0%	25.0%	26.7%	32.4%	26.8%	15.0%	33.9%	8.7%	22.6%	19.0%	18.2%	20.0%	19.3%
	4	9.7%	25.0%	12.0%	21.7%	37.5%	6.7%	23.5%	24.4%	16.0%	16.9%	18.5%	14.5%	19.0%	18.2%	16.7%	19.3%
	3	25.8%	26.8%	30.4%	26.7%	25.0%	26.7%	23.5%	19.5%	30.5%	20.3%	33.7%	25.8%	23.8%	22.7%	22.7%	32.7%
	2	16.1%	8.9%	19.6%	11.7%	0.0%	13.3%	14.7%	9.8%	16.0%	5.1%	21.7%	12.9%	28.6%	13.6%	14.7%	14.0%
	1-Very low priority	12.9%	16.1%	23.9%	19.2%	12.5%	20.0%	5.9%	19.5%	21.5%	22.0%	17.4%	21.0%	9.5%	27.3%	24.7%	14.0%
	Other/don't know	0.0%	1.8%	1.1%	0.8%	0.0%	6.7%	0.0%	0.0%	1.0%	1.7%	0.0%	3.2%	0.0%	0.0%	1.3%	0.7%
	Total high priority (4-5)	45.2%	46.4%	25.0%	41.7%	62.5%	33.3%	55.9%	51.2%	31.0%	50.8%	27.2%	37.1%	38.1%	36.4%	36.7%	38.7%
Total low priority (1-2)	29.0%	25.0%	43.5%	30.8%	12.5%	33.3%	20.6%	29.3%	37.5%	27.1%	39.1%	33.9%	38.1%	40.9%	39.3%	28.0%	
48. Stricter code enforcement	5-Very high priority	16.1%	12.5%	21.7%	21.7%	25.0%	6.7%	20.6%	12.2%	21.0%	28.8%	22.8%	11.3%	14.3%	13.6%	18.0%	20.7%
	4	9.7%	21.4%	9.8%	20.8%	0.0%	13.3%	14.7%	19.5%	17.0%	20.3%	8.7%	12.9%	33.3%	13.6%	15.3%	17.3%
	3	32.3%	25.0%	25.0%	21.7%	25.0%	33.3%	20.6%	22.0%	25.5%	20.3%	30.4%	21.0%	23.8%	31.8%	22.0%	27.3%
	2	22.6%	19.6%	8.7%	11.7%	25.0%	20.0%	14.7%	12.2%	12.5%	6.8%	12.0%	22.6%	14.3%	9.1%	13.3%	13.3%
	1-Very low priority	19.4%	14.3%	30.4%	15.0%	25.0%	13.3%	29.4%	26.8%	17.0%	18.6%	20.7%	22.6%	14.3%	27.3%	27.3%	12.7%
	Other/don't know	0.0%	7.1%	4.3%	9.2%	0.0%	13.3%	0.0%	7.3%	7.0%	5.1%	5.4%	9.7%	0.0%	4.5%	4.0%	8.7%
	Total high priority (4-5)	25.8%	33.9%	31.5%	42.5%	25.0%	20.0%	35.3%	31.7%	38.0%	49.2%	31.5%	24.2%	47.6%	27.3%	33.3%	38.0%
Total low priority (1-2)	41.9%	33.9%	39.1%	26.7%	50.0%	33.3%	44.1%	39.0%	29.5%	25.4%	32.6%	45.2%	28.6%	36.4%	40.7%	26.0%	
49. Developing second-story residential space	5-Very high priority	12.9%	14.3%	10.9%	15.8%	12.5%	6.7%	17.6%	4.9%	15.5%	25.4%	13.0%	11.3%	9.5%	9.1%	11.3%	16.0%
	4	22.6%	16.1%	9.8%	14.2%	25.0%	20.0%	11.8%	14.6%	13.5%	20.3%	13.0%	16.1%	9.5%	18.2%	15.3%	13.3%
	3	32.3%	26.8%	28.3%	23.3%	37.5%	26.7%	20.6%	26.8%	27.0%	28.8%	25.0%	29.0%	23.8%	22.7%	24.7%	28.0%
	2	19.4%	25.0%	19.6%	20.0%	0.0%	20.0%	23.5%	22.0%	21.0%	11.9%	16.3%	21.0%	33.3%	27.3%	20.0%	21.3%
	1-Very low priority	12.9%	16.1%	28.3%	24.2%	25.0%	20.0%	26.5%	29.3%	20.5%	10.2%	32.6%	19.4%	23.8%	22.7%	26.7%	18.7%
	Other/don't know	0.0%	1.8%	3.3%	2.5%	0.0%	6.7%	0.0%	2.4%	2.5%	3.4%	0.0%	3.2%	0.0%	0.0%	2.0%	2.7%
	Total high priority (4-5)	35.5%	30.4%	20.7%	30.0%	37.5%	26.7%	29.4%	19.5%	29.0%	45.8%	26.1%	27.4%	19.0%	27.3%	26.7%	29.3%
Total low priority (1-2)	32.3%	41.1%	47.8%	44.2%	25.0%	40.0%	50.0%	51.2%	41.5%	22.0%	48.9%	40.3%	57.1%	50.0%	46.7%	40.0%	

		61. Age				62. How long have you lived in the Macon 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
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
50. Making the area more pedestrian-friendly	5-Very high priority	35.5%	19.6%	18.5%	31.7%	37.5%	46.7%	23.5%	14.6%	25.5%	47.5%	22.8%	12.9%	28.6%	13.6%	23.3%	28.0%
	4	19.4%	32.1%	20.7%	22.5%	25.0%	13.3%	23.5%	26.8%	23.5%	15.3%	22.8%	27.4%	33.3%	27.3%	20.7%	26.0%
	3	19.4%	25.0%	27.2%	23.3%	37.5%	6.7%	32.4%	24.4%	24.5%	11.9%	33.7%	27.4%	9.5%	22.7%	30.7%	18.7%
	2	12.9%	8.9%	15.2%	10.8%	0.0%	6.7%	8.8%	14.6%	13.0%	10.2%	8.7%	14.5%	19.0%	18.2%	8.0%	16.0%
	1-Very low priority	12.9%	12.5%	18.5%	10.0%	0.0%	20.0%	8.8%	19.5%	13.0%	11.9%	12.0%	16.1%	9.5%	18.2%	16.0%	10.7%
	Other/don't know	0.0%	1.8%	0.0%	1.7%	0.0%	6.7%	2.9%	0.0%	0.5%	3.4%	0.0%	1.6%	0.0%	0.0%	1.3%	0.7%
	Total high priority (4-5)	54.8%	51.8%	39.1%	54.2%	62.5%	60.0%	47.1%	41.5%	49.0%	62.7%	45.7%	40.3%	61.9%	40.9%	44.0%	54.0%
Total low priority (1-2)	25.8%	21.4%	33.7%	20.8%	0.0%	26.7%	17.6%	34.1%	26.0%	22.0%	20.7%	30.6%	28.6%	36.4%	24.0%	26.7%	
51. Improving signage to help people find their way around	5-Very high priority	22.6%	14.3%	10.9%	17.5%	12.5%	26.7%	17.6%	9.8%	15.0%	25.4%	9.8%	16.1%	14.3%	9.1%	15.3%	15.3%
	4	32.3%	19.6%	16.3%	24.2%	12.5%	26.7%	26.5%	24.4%	20.5%	25.4%	17.4%	21.0%	33.3%	18.2%	23.3%	20.0%
	3	12.9%	33.9%	34.8%	22.5%	13.3%	13.3%	22.0%	22.0%	30.5%	22.0%	34.8%	21.0%	23.8%	36.4%	22.0%	32.7%
	2	16.1%	19.6%	16.3%	17.5%	37.5%	0.0%	20.6%	14.6%	18.0%	11.9%	18.5%	17.7%	19.0%	13.6%	18.0%	16.7%
	1-Very low priority	16.1%	10.7%	18.5%	16.7%	25.0%	26.7%	8.8%	26.8%	14.0%	11.9%	19.6%	19.4%	9.5%	22.7%	19.3%	13.3%
	Other/don't know	0.0%	1.8%	3.3%	1.7%	0.0%	6.7%	0.0%	2.4%	2.0%	3.4%	0.0%	4.8%	0.0%	0.0%	2.0%	2.0%
	Total high priority (4-5)	54.8%	33.9%	27.2%	41.7%	25.0%	53.3%	44.1%	34.1%	35.5%	50.8%	27.2%	37.1%	47.6%	27.3%	38.7%	35.3%
Total low priority (1-2)	32.3%	30.4%	34.8%	34.2%	62.5%	26.7%	29.4%	41.5%	32.0%	23.7%	38.0%	37.1%	28.6%	36.4%	37.3%	30.0%	
52. Improving building facades	5-Very high priority	38.7%	30.4%	32.6%	35.0%	50.0%	33.3%	50.0%	26.8%	32.0%	45.8%	29.3%	33.9%	42.9%	27.3%	34.7%	33.3%
	4	22.6%	33.9%	30.4%	23.3%	25.0%	33.3%	14.7%	36.6%	27.0%	22.0%	23.9%	25.8%	38.1%	40.9%	24.0%	30.7%
	3	25.8%	30.4%	23.9%	25.8%	12.5%	20.0%	23.5%	24.4%	28.0%	22.0%	33.7%	22.6%	14.3%	31.8%	28.0%	24.0%
	2	9.7%	1.8%	5.4%	9.2%	12.5%	0.0%	11.8%	4.9%	6.5%	1.7%	7.6%	12.9%	0.0%	0.0%	8.7%	4.7%
	1-Very low priority	0.0%	0.0%	6.5%	5.0%	0.0%	6.7%	0.0%	4.9%	4.5%	5.1%	3.3%	3.2%	4.8%	0.0%	2.7%	5.3%
	Other/don't know	3.2%	3.6%	1.1%	1.7%	0.0%	6.7%	0.0%	2.4%	2.0%	3.4%	2.2%	1.6%	0.0%	0.0%	2.0%	2.0%
	Total high priority (4-5)	61.3%	64.3%	63.0%	58.3%	75.0%	66.7%	64.7%	63.4%	59.0%	67.8%	53.3%	59.7%	81.0%	68.2%	58.7%	64.0%
Total low priority (1-2)	9.7%	1.8%	12.0%	14.2%	12.5%	6.7%	11.8%	9.8%	11.0%	6.8%	10.9%	16.1%	4.8%	0.0%	11.3%	10.0%	
53. Keeping streets and sidewalks cleaner	5-Very high priority	35.5%	21.4%	29.3%	43.3%	50.0%	33.3%	29.4%	22.0%	37.0%	52.5%	30.4%	21.0%	33.3%	31.8%	33.3%	35.3%
	4	19.4%	35.7%	19.6%	16.7%	25.0%	20.0%	23.5%	26.8%	20.0%	18.6%	21.7%	25.8%	19.0%	22.7%	20.7%	22.0%
	3	29.0%	21.4%	23.9%	19.2%	12.5%	20.0%	23.5%	26.8%	21.5%	15.3%	20.7%	30.6%	33.3%	18.2%	20.7%	23.3%
	2	12.9%	7.1%	12.0%	6.7%	12.5%	6.7%	5.9%	4.9%	10.5%	0.0%	13.0%	9.7%	9.5%	13.6%	10.0%	8.0%
	1-Very low priority	3.2%	10.7%	15.2%	12.5%	0.0%	13.3%	14.7%	19.5%	10.0%	11.9%	13.0%	11.3%	4.8%	9.1%	14.0%	10.0%
	Other/don't know	0.0%	3.6%	0.0%	1.7%	0.0%	6.7%	2.9%	0.0%	1.0%	1.7%	1.1%	1.6%	0.0%	4.5%	1.3%	1.3%
	Total high priority (4-5)	54.8%	57.1%	48.9%	60.0%	75.0%	53.3%	52.9%	48.8%	57.0%	71.2%	52.2%	46.8%	52.4%	54.5%	54.0%	57.3%
Total low priority (1-2)	16.1%	17.9%	27.2%	19.2%	12.5%	20.0%	20.6%	24.4%	20.5%	11.9%	26.1%	21.0%	14.3%	22.7%	24.0%	18.0%	
54. Changing parallel parking to angle parking	5-Very high priority	22.6%	16.1%	19.6%	21.7%	37.5%	13.3%	29.4%	22.0%	18.0%	32.2%	12.0%	22.6%	23.8%	13.6%	16.7%	23.3%
	4	16.1%	19.6%	10.9%	13.3%	0.0%	20.0%	2.9%	17.1%	15.5%	11.9%	13.0%	16.1%	9.5%	18.2%	14.7%	13.3%
	3	16.1%	17.9%	14.1%	19.2%	37.5%	26.7%	20.6%	9.8%	16.0%	22.0%	18.5%	9.7%	14.3%	9.1%	13.3%	20.7%
	2	19.4%	12.5%	9.8%	11.7%	0.0%	6.7%	8.8%	9.8%	14.5%	10.2%	10.9%	9.7%	23.8%	13.6%	14.0%	10.7%
	1-Very low priority	25.8%	32.1%	42.4%	31.7%	25.0%	33.3%	38.2%	39.0%	33.0%	23.7%	42.4%	37.1%	28.6%	45.5%	38.7%	30.0%
	Other/don't know	0.0%	1.8%	3.3%	2.5%	0.0%	0.0%	0.0%	2.4%	3.0%	0.0%	3.3%	4.8%	0.0%	0.0%	2.7%	2.0%
	Total high priority (4-5)	38.7%	35.7%	30.4%	35.0%	37.5%	33.3%	32.4%	39.0%	33.5%	44.1%	25.0%	38.7%	33.3%	31.8%	31.3%	36.7%
Total low priority (1-2)	45.2%	44.6%	52.2%	43.3%	25.0%	40.0%	47.1%	48.8%	47.5%	33.9%	53.3%	46.8%	52.4%	59.1%	52.7%	40.7%	

		61. Age				62. How long have you lived in the Macon 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
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
55. Adding murals to Downtown buildings	5-Very high priority	22.6%	10.7%	6.5%	8.3%	12.5%	13.3%	14.7%	7.3%	9.0%	20.3%	4.3%	12.9%	4.8%	9.1%	8.7%	10.7%
	4	25.8%	14.3%	15.2%	18.3%	37.5%	6.7%	17.6%	24.4%	15.5%	20.3%	23.9%	12.9%	14.3%	4.5%	18.7%	16.0%
	3	32.3%	30.4%	26.1%	20.8%	12.5%	33.3%	29.4%	14.6%	27.0%	16.9%	29.3%	29.0%	14.3%	27.3%	24.0%	26.7%
	2	9.7%	23.2%	21.7%	19.2%	25.0%	20.0%	5.9%	19.5%	22.5%	10.2%	20.7%	17.7%	38.1%	13.6%	20.7%	19.3%
	1-Very low priority	9.7%	19.6%	29.3%	29.2%	12.5%	20.0%	29.4%	34.1%	23.5%	25.4%	20.7%	25.8%	28.6%	45.5%	26.0%	24.7%
	Other/don't know	0.0%	1.8%	1.1%	4.2%	0.0%	6.7%	2.9%	0.0%	2.5%	6.8%	1.1%	1.6%	0.0%	0.0%	2.0%	2.7%
	Total high priority (4-5)	48.4%	25.0%	21.7%	26.7%	50.0%	20.0%	32.4%	31.7%	24.5%	40.7%	28.3%	25.8%	19.0%	13.6%	27.3%	26.7%
Total low priority (1-2)	19.4%	42.9%	51.1%	48.3%	37.5%	40.0%	35.3%	53.7%	46.0%	35.6%	41.3%	43.5%	66.7%	59.1%	46.7%	44.0%	
		61. Age				62. How long have you lived in the Macon 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
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
56. Are there any other improvements you think should be made to Downtown Macon?	Yes	35.5%	30.4%	32.6%	28.3%	37.5%	46.7%	29.4%	19.5%	32.0%	30.5%	33.7%	32.3%	23.8%	27.3%	35.3%	26.0%
	No	64.5%	69.6%	67.4%	71.7%	62.5%	53.3%	70.6%	80.5%	68.0%	69.5%	66.3%	67.7%	76.2%	72.7%	64.7%	74.0%
		61. Age				62. How long have you lived in the Macon 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. Property owners should turn the second floors of their existing buildings into...	Rental units	41.9%	39.3%	30.4%	33.3%	37.5%	26.7%	38.2%	31.7%	34.5%	39.0%	30.4%	41.9%	28.6%	36.4%	33.3%	35.3%
	Condominiums	19.4%	21.4%	18.5%	11.7%	25.0%	20.0%	14.7%	12.2%	17.5%	11.9%	17.4%	16.1%	19.0%	18.2%	16.0%	17.3%
	No need	32.3%	33.9%	43.5%	42.5%	12.5%	53.3%	44.1%	43.9%	38.5%	35.6%	43.5%	37.1%	47.6%	40.9%	44.0%	36.0%
	Other	6.5%	5.4%	7.6%	12.5%	25.0%	0.0%	2.9%	12.2%	9.5%	13.6%	8.7%	4.8%	4.8%	4.5%	6.7%	11.3%
		61. Age				62. How long have you lived in the Macon 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. What would you say is your main source of information about Downtown Macon?	Local newspaper	51.6%	42.9%	44.6%	44.2%	37.5%	46.7%	38.2%	53.7%	44.5%	49.2%	44.6%	46.8%	33.3%	59.1%	43.3%	46.7%
	Television	0.0%	1.8%	2.2%	1.7%	0.0%	0.0%	0.0%	7.3%	1.0%	3.4%	2.2%	0.0%	4.8%	0.0%	2.0%	1.3%
	Radio	0.0%	3.6%	1.1%	2.5%	0.0%	0.0%	0.0%	0.0%	3.0%	3.4%	1.1%	3.2%	0.0%	4.5%	2.7%	1.3%
	Chamber of commerce web site	6.5%	0.0%	1.1%	0.8%	0.0%	6.7%	0.0%	0.0%	1.0%	1.7%	1.1%	1.6%	4.8%	0.0%	1.3%	1.3%
	Word-of-mouth	19.4%	28.6%	29.3%	20.0%	50.0%	33.3%	26.5%	22.0%	23.0%	18.6%	27.2%	25.8%	14.3%	18.2%	24.0%	24.7%
	I live downtown	12.9%	3.6%	4.3%	4.2%	0.0%	6.7%	0.0%	0.0%	7.0%	1.7%	5.4%	6.5%	14.3%	0.0%	7.3%	2.7%
	Other	6.5%	10.7%	10.9%	10.0%	12.5%	6.7%	20.6%	7.3%	9.0%	10.2%	10.9%	8.1%	14.3%	13.6%	8.7%	11.3%
Other/don't know	3.2%	8.9%	6.5%	16.7%	0.0%	0.0%	14.7%	9.8%	11.5%	11.9%	7.6%	8.1%	14.3%	4.5%	10.7%	10.7%	
		61. Age				62. How long have you lived in the Macon 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
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
58b. What is your second most likely source of information?	Local newspaper	10.0%	33.3%	23.3%	25.0%	37.5%	26.7%	20.7%	13.5%	26.0%	25.0%	23.5%	22.8%	38.9%	14.3%	23.1%	25.4%
	Television	3.3%	5.9%	10.5%	10.0%	25.0%	13.3%	10.3%	8.1%	7.3%	9.6%	10.6%	10.5%	5.6%	4.8%	6.0%	11.2%
	Radio	16.7%	13.7%	11.6%	13.0%	0.0%	13.3%	10.3%	16.2%	13.0%	9.6%	10.6%	14.0%	11.1%	23.8%	11.9%	14.2%
	Chamber of commerce web site	0.0%	3.9%	1.2%	3.0%	0.0%	0.0%	0.0%	2.7%	2.8%	1.9%	1.2%	1.8%	0.0%	4.8%	2.2%	2.2%
	Word-of-mouth	36.7%	15.7%	31.4%	33.0%	25.0%	20.0%	24.1%	29.7%	32.2%	30.8%	31.8%	26.3%	33.3%	33.3%	33.6%	26.1%
	I live downtown	3.3%	2.0%	1.2%	0.0%	0.0%	0.0%	6.9%	0.0%	0.6%	0.0%	1.2%	1.8%	0.0%	0.0%	1.5%	0.7%
	Other	13.3%	15.7%	11.6%	5.0%	0.0%	13.3%	10.3%	24.3%	7.3%	13.5%	9.4%	10.5%	0.0%	14.3%	7.5%	12.7%
Other/don't know	16.7%	9.8%	9.3%	11.0%	12.5%	13.3%	17.2%	5.4%	10.7%	9.6%	11.8%	12.3%	11.1%	4.8%	14.2%	7.5%	

		61. Age				62. How long have you lived in the Macon 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 to a state-sponsored program called the DREAM Initiative?	Very familiar	0.0%	0.0%	2.2%	1.7%	0.0%	0.0%	0.0%	0.0%	1.5%	3.4%	1.1%	1.6%	0.0%	0.0%	0.7%	2.0%
	Somewhat familiar	22.6%	14.3%	18.5%	13.3%	12.5%	13.3%	17.6%	14.6%	16.5%	13.6%	14.1%	19.4%	14.3%	31.8%	16.0%	16.0%
	Not very familiar	16.1%	16.1%	15.2%	18.3%	25.0%	13.3%	5.9%	17.1%	18.5%	16.9%	14.1%	17.7%	23.8%	18.2%	16.7%	16.7%
	Not at all familiar	61.3%	69.6%	63.0%	66.7%	62.5%	73.3%	76.5%	68.3%	63.0%	66.1%	70.7%	59.7%	61.9%	50.0%	66.0%	65.3%
	Other/don't know	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	1.6%	0.0%	0.0%	0.7%	0.0%
	Very/Somewhat familiar	22.6%	14.3%	20.7%	15.0%	12.5%	13.3%	17.6%	14.6%	18.0%	17.0%	15.2%	21.0%	14.3%	31.8%	16.7%	18.0%
Not very/Not at all familiar	77.4%	85.7%	78.2%	85.0%	87.5%	86.6%	82.4%	85.4%	81.5%	83.0%	84.8%	77.4%	85.7%	68.2%	82.7%	82.0%	
		61. Age				62. How long have you lived in the Macon 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. Age	18-34	100.0%	0.0%	0.0%	0.0%	12.5%	46.7%	20.6%	9.8%	6.0%	11.9%	9.8%	17.7%	9.5%	9.1%	12.7%	8.0%
	35-49	0.0%	100.0%	0.0%	0.0%	37.5%	6.7%	29.4%	29.3%	15.0%	6.8%	17.4%	27.4%	38.1%	31.8%	18.7%	18.7%
	50-64	0.0%	0.0%	100.0%	0.0%	25.0%	20.0%	23.5%	34.1%	32.5%	20.3%	34.8%	29.0%	42.9%	40.9%	33.3%	28.0%
	65 or older	0.0%	0.0%	0.0%	100.0%	25.0%	26.7%	26.5%	24.4%	46.5%	61.0%	38.0%	25.8%	9.5%	18.2%	34.7%	45.3%
	Other/don't know/refused	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
		61. Age				62. How long have you lived in the Macon 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 Macon area?	0-2 years	3.2%	5.4%	2.2%	1.7%	100.0%	0.0%	0.0%	0.0%	0.0%	3.4%	3.3%	1.6%	4.8%	0.0%	4.0%	1.3%
	3-5 years	22.6%	1.8%	3.3%	3.3%	0.0%	100.0%	0.0%	0.0%	0.0%	8.5%	2.2%	8.1%	4.8%	4.5%	4.0%	6.0%
	6-10 years	22.6%	17.9%	8.7%	7.5%	0.0%	0.0%	100.0%	0.0%	0.0%	10.2%	5.4%	16.1%	14.3%	22.7%	11.3%	11.3%
	11-20 years	12.9%	21.4%	15.2%	8.3%	0.0%	0.0%	0.0%	100.0%	0.0%	15.3%	16.3%	4.8%	14.3%	13.6%	12.7%	14.7%
	More than 20 years	38.7%	53.6%	70.7%	77.5%	0.0%	0.0%	0.0%	0.0%	100.0%	62.7%	71.7%	69.4%	61.9%	59.1%	66.7%	66.7%
	Other/don't know	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	1.3%	0.0%
		61. Age				62. How long have you lived in the Macon 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. Income	under \$25,000	22.6%	7.1%	13.0%	30.0%	25.0%	33.3%	17.6%	22.0%	18.5%	100.0%	0.0%	0.0%	0.0%	0.0%	13.3%	26.0%
	\$25,000 to \$49,999	29.0%	28.6%	34.8%	29.2%	37.5%	13.3%	14.7%	36.6%	33.0%	0.0%	100.0%	0.0%	0.0%	0.0%	36.0%	25.3%
	\$50,000 to \$74,999	35.5%	30.4%	19.6%	13.3%	12.5%	33.3%	29.4%	7.3%	21.5%	0.0%	0.0%	100.0%	0.0%	0.0%	23.3%	18.0%
	\$75,000 to \$99,999	6.5%	14.3%	9.8%	1.7%	12.5%	6.7%	8.8%	7.3%	6.5%	0.0%	0.0%	0.0%	100.0%	0.0%	9.3%	4.7%
	\$100,000 or more	6.5%	12.5%	9.8%	3.3%	0.0%	6.7%	14.7%	7.3%	6.5%	0.0%	0.0%	0.0%	0.0%	100.0%	8.7%	6.0%
	Other/don't know	0.0%	7.1%	13.0%	22.5%	12.5%	6.7%	14.7%	19.5%	14.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.3%	20.0%
		61. Age				62. How long have you lived in the Macon 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	61.3%	50.0%	54.3%	43.3%	75.0%	40.0%	50.0%	46.3%	50.0%	33.9%	58.7%	56.5%	66.7%	59.1%	100.0%	0.0%
	Female	38.7%	50.0%	45.7%	56.7%	25.0%	60.0%	50.0%	53.7%	50.0%	66.1%	41.3%	43.5%	33.3%	40.9%	0.0%	100.0%