

VISITOR SURVEY REPORT

FINAL SURVEY FINDINGS AND RESULTS

CITY OF CAPE GIRARDEAU, MISSOURI

June 2009



D·R·E·A·M
I N I T I A T I V E

ACKNOWLEDGMENTS



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



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TABLE OF CONTENTS

<u>SECTION</u>	<u>PAGE</u>
I. EXECUTIVE SUMMARY	1
A. Visiting Downtown Cape Girardeau.....	1
B. Activities On This Visit To Downtown	1
C. Using Downtown Cape Girardeau.....	2
D. Additions And Improvements To Downtown Cape Girardeau	2
E. Respondent Profile	3
II. OVERVIEW OF DATA	5
III. RESPONSES TO OPEN ENDED QUESTIONS.....	15
IV. VISITOR BAR CHARTS.....	19
V. QUESTIONNAIRE.....	39
VI. CROSS-TABULATION.....	45

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SECTION I

EXECUTIVE SUMMARY

In the summer and early fall of 2007, UNICOM-ARC coordinated with Old Town Cape, Inc. (OTC) to conduct a visitor's survey in various locations throughout downtown. Volunteers conducted the surveys by entering data directly into tablet computers. The purpose of the survey was to learn about perceptions of and priorities for the downtown area in collaboration with the DREAM Initiative.

One hundred eighty one (181) interviews were completed from various zip codes outside Cape Girardeau. Residents living in the 63701, 63702, 63703 Cape Girardeau zip codes were excluded from taking the survey.

A. VISITING DOWNTOWN CAPE GIRARDEAU

Respondents were asked several questions about the visit to downtown during which they were surveyed. Respondents were asked to indicate the main purpose of [their] visit downtown today, and because many of the interviews were completed during special events, three quarters (75.3%) of respondents answered special events. A significant percentage of respondents cited only one other reason, visiting family/friends (13.2%).

The vast majority (90.1%) of respondents had been to downtown Cape Girardeau before, and a majority (57.4%) visits downtown at least once a month. One in five (20.0%) said that they visit downtown more than once a year but less than once a month, and another one in five (20.0%) said that they visit downtown once a year or less.

B. ACTIVITIES ON THIS VISIT TO DOWNTOWN

When asked about seven different activities one might do on a visit to downtown Cape Girardeau, a majority of respondents said that they had done or were planning to do two of these activities:

- Special event (85.9%)
- Dining (64.0%)

A smaller percentage of respondents reported participating in the other five activities:

- Shopping (47.1%)
- Nightlife/entertainment (43.0%)
- Outdoor recreation (27.9%)
- Conducting business (8.7%)
- Government/post office (2.3%)

When asked to indicate the top two reasons they most often visited downtown Cape Girardeau, almost half answered dining (47.2%) and special events (45.9%). Significant percentages also answered nightlife/entertainment (39.0%), shopping (35.5%), and outdoor recreation (12.8%).

Two in five (40.7%) respondents said that they were staying overnight in Cape Girardeau. More than half (57.1%) of these respondents indicated that they were staying with family/friends, and one in five (21.4%) said they were staying at a hotel, motel or bed and breakfast in Cape Girardeau (but not downtown).

Half (49.1%) of respondents said that they would spend less than \$50 on their visit to downtown, and another quarter (24.3%) said they would spend between \$50 and \$100. One in seven (15.4%) planned to spend \$100-\$199 and one in ten (10.1%) planned to spend \$200 or more.

Respondents were also asked whether any children under the age of 18 came with them on this visit to downtown. Three quarters (75.6%) said that no child under the age of 18 had accompanied them on their visit downtown.

C. USING DOWNTOWN CAPE GIRARDEAU

Respondents were asked about the ease and convenience of downtown Cape Girardeau. Three in five (62.2%) respondents said that it is very easy to find their way around downtown. Overall, almost nine in ten (88.4%) said that it is very or somewhat easy to do so. Two thirds (66.2%) indicated that parking downtown is very or somewhat convenient, and about three in five (59.7%) said that downtown business hours are very or somewhat convenient.

Nine in ten (89.5%) respondents said that they feel safe (4-5 on a five-point scale) during the day in downtown Cape Girardeau, while significantly fewer (55.6%) said that they feel safe at night.

D. ADDITIONS AND IMPROVEMENTS TO DOWNTOWN CAPE GIRARDEAU

When asked what kinds of additional businesses would make them more likely to visit downtown, no one kind of business was cited by a majority of respondents. Respondents were allowed to provide up to two responses to this question, and more than a third overall (37.1%) answered more/better restaurants. Significant percentages also cited a number of other types of business:

- Clothing stores (25.6%)
- More shops (25.0%)
- Book store (18.7%)
- Art galleries/shops (17.1%)
- Coffee shop (13.4%)
- Bed and breakfasts/lodging (13.1%)
- Specialty/upscale shops (12.9%)
- Grocery store (11.8%)
- Antique shops (11.4%)

Respondents were also asked what kinds of recreation or entertainment opportunities would make them more likely to visit downtown Cape Girardeau. Again, interviewers recorded respondents' first two responses to this question. Significant percentages of respondents cited each of the following opportunities:

- Bands/live concerts/music (42.0%)
- More special events (39.0%)
- Family events (28.1%)
- Theaters/movies/plays (27.2%)
- Art galleries/shops (15.7%)
- More bars (15.7%)
- More shops (15.7%)

Finally, respondents were asked what other physical improvements they believed would make downtown Cape Girardeau more appealing. Again, interviewers recorded respondents' first two responses to this question. In no case did a majority cite a particular type of improvement, but significant percentages of respondents gave the following responses:

- Renovation of historic buildings (44.1%)
- Better maintained buildings (32.9%)
- More/better parking (24.4%)
- More/better lighting (20.3%)
- Benches/green space (18.1%)
- Cleaner (13.4%)
- New/better sidewalks (13.4%)
- Better signage (11.7%)

E. RESPONDENT PROFILE

Respondents were read several hobbies and asked which were hobbies of their own. A majority of respondents indicated that they were involved with three of the hobbies listed in this section:

- Walking/hiking (67.9%)
- Fine dining (53.6%)
- Retail/boutique shopping (53.3%)

Fewer than half of all respondents indicated that the remaining items on the list were hobbies of theirs:

- Antique shopping (47.9%)
- Biking (33.7%)
- Seeing live music (25.6%)
- Golf (14.3%)

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

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SECTION II

OVERVIEW OF DATA

The Visitor Survey, regarding downtown Cape Girardeau, was conducted in the summer and early fall of 2007. Volunteers conducted the survey at various locations throughout downtown Cape Girardeau.

The purpose of the survey was to learn of visitor's perceptions and use of downtown Cape Girardeau. The overview of data lists the questions and a summary of the answers. This data is also listed and illustrated in the Visitor Bar Charts Section (Section IV) and in the Cross-Tabulations Section (Section VI). Also, responses to open ended questions are listed in Section III and the actual survey is listed in Section V. The following overview lists the questions in the order in which they were asked.

		%
02. What is the main purpose of your visit to downtown Cape Girardeau today?	Special Event	75.3%
	Visiting Family/Friends	13.2%
	Shopping	4.6%
	Business	4.0%
	Others	2.9%
	Government/Post office	.0%

		%
03. Are you staying overnight in Cape Girardeau?	No	59.3%
	Yes	40.7%

		%
04. Where are you staying overnight in Cape Girardeau?	With family or friends	57.1%
	Hotel/motel/bed and breakfast in Cape Girardeau area but not downtown	21.4%
	Other	12.9%
	Hotel/motel/bed and breakfast in downtown Cape Girardeau	5.7%
	Campground/RV park	2.9%

		%
05. Have you visited downtown Cape Girardeau before today?	Yes	90.1%
	No	9.9%

		%
06. How often do you visit downtown Cape Girardeau?	One to five times per month	33.5%
	More than 5 times a month	23.9%
	Once a year or less	20.0%
	More than once a year but less than once a month	20.0%
	Other	2.6%

On this visit to Cape Girardeau, which of these activities do you plan to do specifically in the downtown area?	Yes	No	Other/don't know
	%	%	%
	07. Special event	85.9%	14.1%
08. Shopping	47.1%	51.2%	1.7%
09. Dining	64.0%	33.7%	2.3%
10. Nightlife/entertainment	43.0%	55.2%	1.7%
11. Outdoor recreation	27.9%	69.2%	2.9%
12. Conducting business	8.7%	57.6%	33.7%
13. Government/Post office	2.3%	61.6%	36.0%

		%
14. What are the top two reasons you most often visit downtown Cape Girardeau? (%'s are of those who chose response as first or second reason) Asked as an open-ended question.	Dining	47.2%
	Special event	45.9%
	Night life/entertainment	39.0%
	Shopping	35.5%
	Outdoor recreation	12.8%
	Other	10.3%
	Conducting business	9.3%
	Government/Post Office	.0%

		%
15. How easy would you say it is to find your way around downtown Cape Girardeau?	Very easy	62.2%
	Somewhat easy	26.2%
	Somewhat difficult	8.1%
	I don't know	2.3%
	Very difficult	1.2%

		%
16. How convenient would you say that parking is downtown?	Somewhat Convenient	39.5%
	Very Convenient	26.7%
	Somewhat inconvenient	20.9%
	Very inconvenient	9.3%
	I don't know.	3.5%

		%
17. How convenient would you say that hours of downtown businesses are?	Somewhat convenient	36.3%
	Very convenient	23.4%
	Very inconvenient	11.7%
	Somewhat inconvenient	11.1%
	I don't know	17.5%

		%
18. How safe would you say you feel in downtown Cape Girardeau during the day?	Safe (4-5)	89.5%
	Very safe - 5	60.8%
	4	28.7%
	3	5.8%
	I don't know	3.5%
	Not very safe (1-2)	1.2%
	2	.6%
	Do not feel safe at all -1	.6%

		%
19. How safe would you say you feel in downtown Cape Girardeau at night?	Safe (4-5)	55.6%
	Very safe - 5	31.0%
	4	24.6%
	3	22.8%
	Not very safe (1-2)	14.0%
	2	9.4%
	I don't know	7.6%
	Do not feel safe at all -1	4.7%

	%	
20. What kinds of additional businesses do you think would make you more likely to visit downtown Cape Girardeau? (%'s are of those who chose response as first or second reason) Asked as an open-ended question.	More/better restaurants	37.1%
	Clothing stores	25.6%
	More shops	25.0%
	Book store	18.7%
	Art galleries/Shops	17.1%
	Other	14.0%
	Coffee shop	13.4%
	Bed and breakfasts/ lodging	13.1%
	Specialty/upscale shops	12.9%
	Grocery store	11.8%
Antique shops	11.4%	

	%	
21. What kinds of recreation or entertainment opportunities would make you more likely to visit downtown Cape Girardeau? (%'s are of those who chose response as first or second reason) Asked as an open-ended question.	Bands/ live concerts/ music	42.0%
	More special events	39.0%
	Family events	28.1%
	Theaters/movies/plays	27.2%
	Other	16.8%
	More restaurants	15.7%
	More bars	15.7%
	Art Galleries/events	15.7%

		%
22. What other physical improvements do you think would make downtown Cape Girardeau more appealing? (%'s are of those who chose response as first or second reason) Asked as an open-ended question.	Renovation of historic buildings	44.1%
	Better maintained buildings	32.9%
	More/better parking	24.4%
	More/better lighting	20.3%
	Benches/Greenspace	18.1%
	Cleaner	13.4%
	New/better sidewalks	13.4%
	Other	13.4%
	Better signage	11.7%
Boat dock/landing	8.4%	

		%
23. Excluding lodging, how much money are you likely to spend in downtown Cape Girardeau during this visit?	less than \$50	49.1%
	\$50 - \$99	24.3%
	\$100 - \$199	15.4%
	\$200 or more	10.1%
	Other/don't know	1.2%

I'm going to read several hobbies people might have. For each item I read, please tell if it is a hobby of yours...	Yes	No	other, don't know
	%	%	%
24. Retail/boutique shopping	53.3%	46.2%	.6%
25. Biking	33.7%	65.1%	1.2%
26. Antique shopping	47.9%	51.5%	.6%
27. Golf	14.3%	85.1%	.6%
28. Seeing live music	25.6%	73.8%	.6%
29. Walking/hiking	67.9%	29.8%	2.4%
30. Fine dining	53.6%	45.2%	1.2%

	%	
31. In which of the following age groups are you?	18-34	40.5%
	35-49	25.0%
	50-64	25.0%
	65 or over	6.0%
	other, don't know, refused	3.6%

	%	
32. Did any children under the age of 18 come with you downtown today?	No	75.6%
	Yes	24.4%
	other, don't know	.0%

		%
33. Household income	other, don't know, refused	28.6%
	Under \$25,000	22.6%
	\$50,000 to \$74,999	17.9%
	\$25,000 to \$49,999	14.9%
	\$75,000 to \$99,999	8.9%
	\$100,000 plus	7.1%

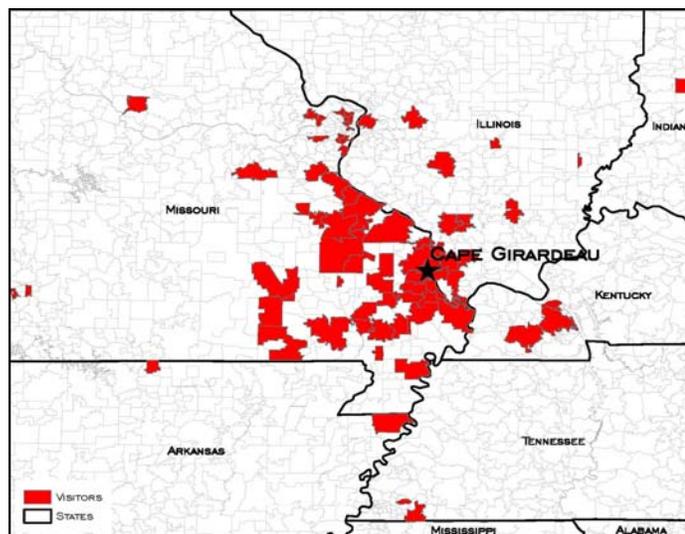
		%
34. Gender	Female	50.6%
	Male	49.4%

Zip codes of respondents who participated in the Visitor Survey: The following tables list the zip codes of respondents who participated in the visitor survey. Frequently, there were numerous respondents from the same zip code, especially for areas near Cape Girardeau, such as 63755 Jackson, Missouri. A total of 181 surveys were conducted, from 99 different zip codes across the country. There were 37 different zip codes for respondents who live less than 75 miles from Cape Girardeau. Survey respondents living beyond 75 miles from Cape Girardeau, came from 62 different zip codes.

Zip Codes, less than 75 miles from Cape Girardeau					
42066	Mayfield	Kentucky	63755	Jackson	Missouri
62901	Carbondale	Illinois	63758	Kelso	Missouri
62906	Kensington	Illinois	63764	Marble Hill	Missouri
62914	Cairo	Illinois	63770	Old Appleton	Missouri
62924	De Soto	Illinois	63771	Oran	Missouri
62952	Jonesboro	Illinois	63775	Perryville	Missouri
62957	Mc Clure	Illinois	63779	Pocahontas	Missouri
62966	Murphysboro	Illinois	63780	Scott City	Missouri
62969	Olive Branch	Illinois	63801	Sikeston	Missouri
62988	Tamms	Illinois	63820	Anniston	Missouri
63627	Bloomdsdale	Missouri	63834	Charleston	Missouri
63645	Fredericktown	Missouri	63841	Dexter	Missouri
63655	Marquand	Missouri	63846	Essex	Missouri
63670	Ste. Genevieve	Missouri	63863	Malden	Missouri
63730	Advance	Missouri	63873	Portageville	Missouri
63732	Altenburg	Missouri	63934	Clubb	Missouri
63736	Benton	Missouri	63936	Dudley	Missouri
63740	Chaffee	Missouri	63960	Puxico	Missouri
63752	Gordonville	Missouri			

Zip codes, more than 75 miles from Cape Girardeau					
27105	Forsyth County	North Carolina	63123	St.Louis	Missouri
32506	Penscola	Florida	63126	Sappington	Missouri
32514	Penscola	Florida	63129	Oakville	Missouri
32789	Winter Park	Florida	63135	Ferguson	Missouri
38014	Brunswick	Tennessee	63136	Jennings	Missouri
38016	Cordova	Tennessee	63303	Saint Charles	Missouri
38017	Collierville	Tennessee	63376	Saint Peters	Missouri
42025	Benton	Kentucky	63601	Saint Louis	Missouri
42029	Calvert City	Kentucky	63638	Ellington	Missouri
43123	Grove City	Ohio	63640	Farmington	Missouri
47441	Linton	Indiana	63660	Mineral Point	Missouri
57783	Spearfish	South Dakota	63901	Poplar Bluff	Missouri
62040	Granite City	Illinois	63935	Doniphan	Missouri
62249	Highland	Illinois	63965	Van Buren	Missouri
62263	Nashville	Illinois	64015	Blue Springs	Missouri
62833	Ellery	Illinois	64114	Kansas City	Missouri
62853	Kell	Illinois	65201	Columbia	Missouri
62890	Thompsonville	Illinois	65619	Brookline	Missouri
63021	Ballwin	Missouri	65804	Springfield	Missouri
63028	Festus	Missouri	72315	Blytheville	Arkansas
63031	Florissant	Missouri	72538	Gepp	Arkansas
63033	Florissant	Missouri	72734	Gentry	Arkansas
63040	Wildwood	Missouri	74023	Cushing	Oklahoma
63050	Hillsboro	Missouri	75070	McKinney	Texas
63080	Sullivan	Missouri	75507	Texarkanna	Texas
63109	St.Louis	Missouri	77379	Spring	Texas
63111	St.Louis	Missouri	84105	Salt Lake City	Utah
63112	St.Louis	Missouri	85534	Duncan	Arizona
63113	St.Louis	Missouri	92065	Ramona	California
63119	Rock Hill	Missouri	94404	Foster City	California
63121	St.Louis	Missouri	99336	Kennewick	Washington

Figure 1: Visitor Survey Respondent Zip Code Map:
 (Note: Respondents' states not indicated on the map include: Arizona, California, Florida, North Carolina, Ohio, Oklahoma, South Dakota, Texas, Utah and Washington.)



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SECTION III

RESPONSES TO OPEN ENDED QUESTIONS

Q2: What is the main purpose of your visit to Downtown Cape Girardeau today?

Documented as Other (Specify), specific responses below:

In rehab

Play pool

Art

Dining

School

Q14: What are the top two reasons you most often visit Downtown Cape Girardeau?

Documented as Other (Specify), specific responses below:

Just for rehab

Exercise and shopping

Visit, see what's going on

Riverfront

River wall paintings

Ambiance

Friend

Grandparents live here

Art galleries

Have car serviced

Attend SEMO

Family, Shopping

School

See what's changed since I lived here

Culture

Q20: What kinds of additional businesses do you think would make you more likely to visit downtown Cape Girardeau?

Documented as Other (Specify), specific responses below:

Music

Gamble

Strip club

Minor league

Variety of everything

Jazz joints

Farming stores

More bars

Bring downtown buildings up to date

Divided nicely

Already pretty good

Bars

Gambling boat on the river

Clothing stores something for kids

More events

Theater

Events

Hardware

Pharmacy Grocery store

Barber shop

Q21: What kinds of recreation or entertainment opportunities would make you more likely to visit downtown Cape Girardeau?

Documented as Other (Specify), specific responses below:

Outside art show (more professional)

River fest

On the water concerts

Specifically things for kids

Skate ring/bowling alley

More bluegrass and classical music

Jet ski rentals

Clean environment

Pool /game room

Good street food vendors/games

Fishing tour

Q22: What other physical improvements do you think would make downtown Cape Girardeau more appealing?

Documented as Other (Specify), specific responses below:

More outdoor dining

Brick road/cobblestone

Looks good

Looks great

Better traffic patterns

Alright like it is

Pretty good already

More flowers!

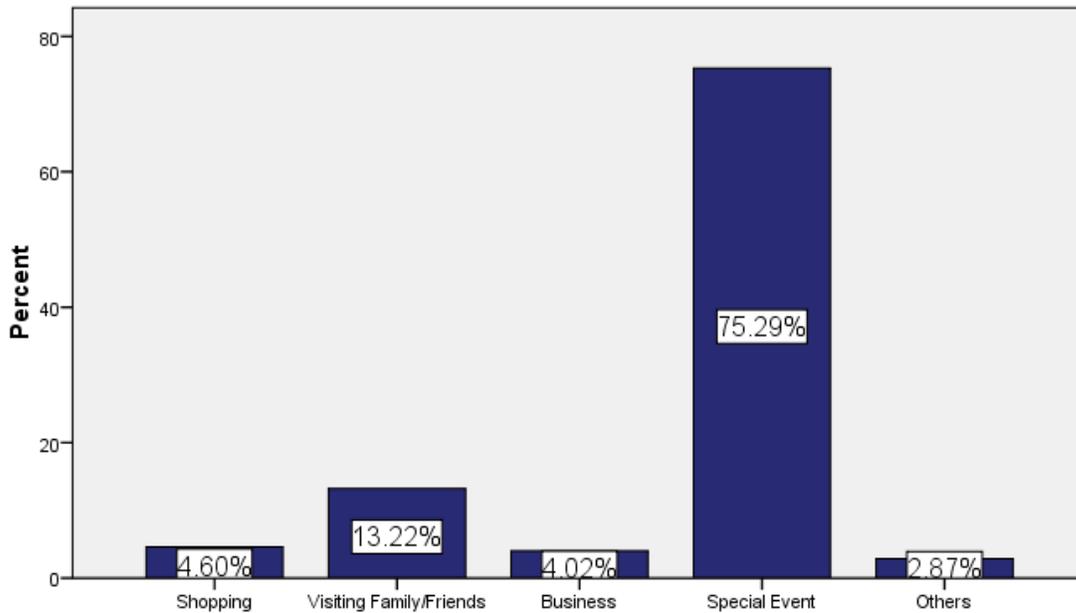
Strip club

Paint buildings

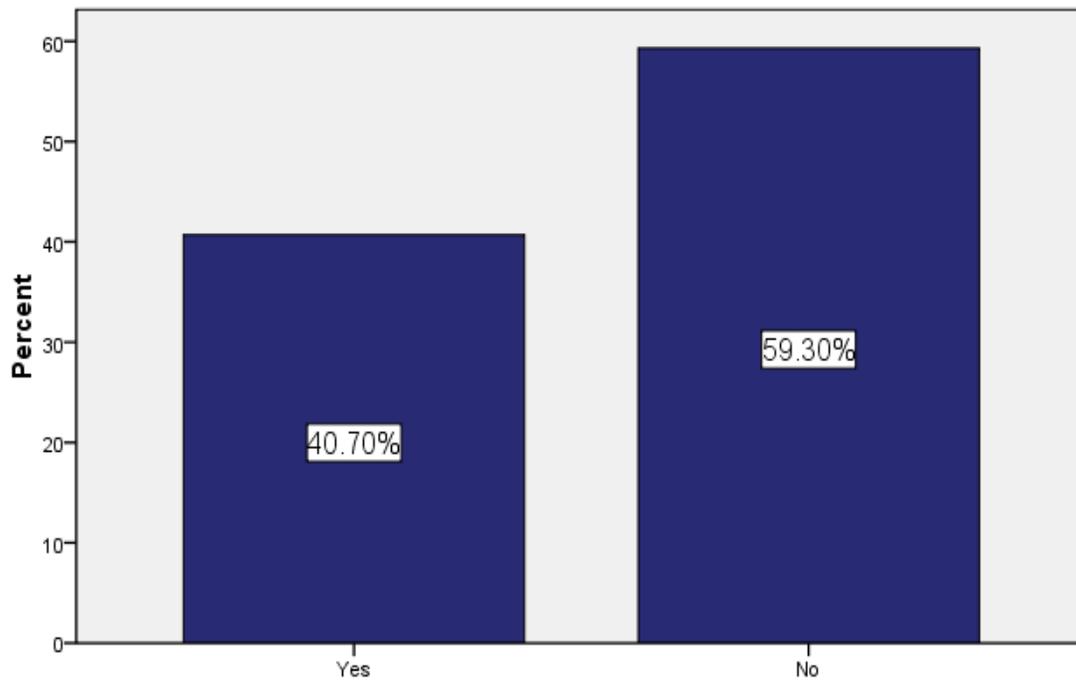
Public restroom

SECTION IV

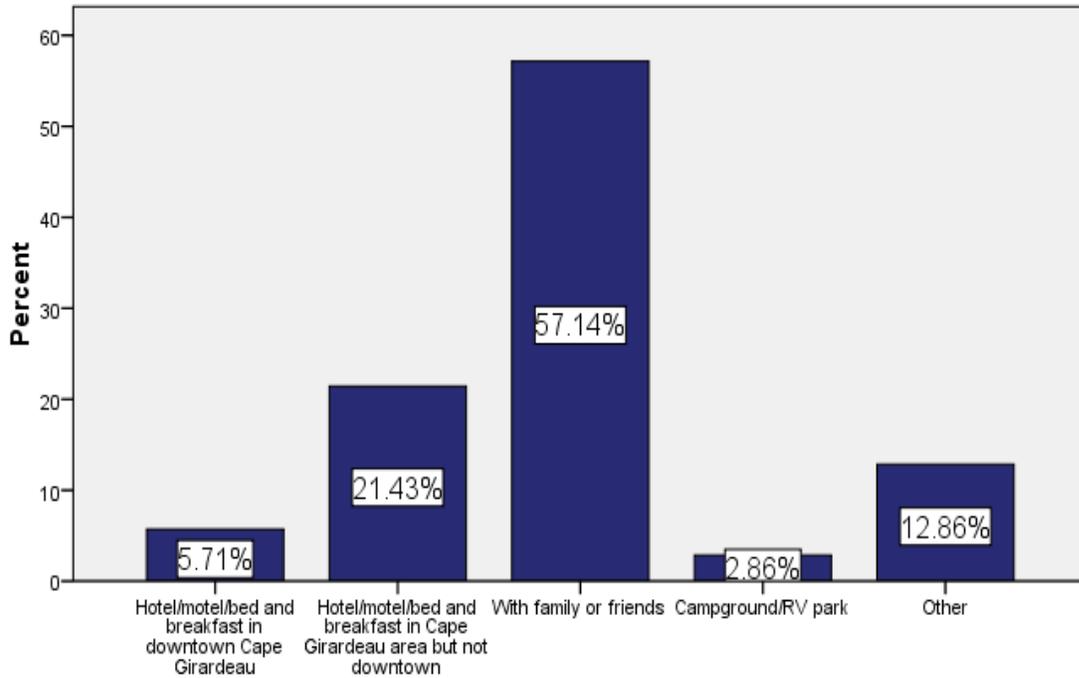
VISITOR BAR CHARTS



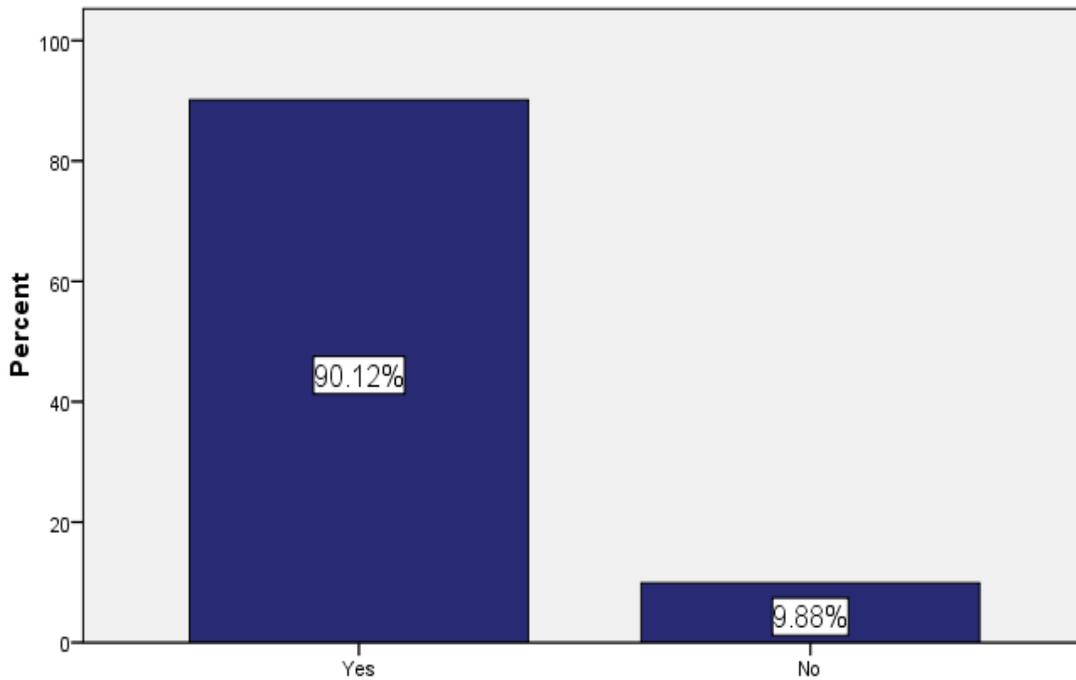
02. What is the main purpose of your visit to downtown Cape Girardeau today?



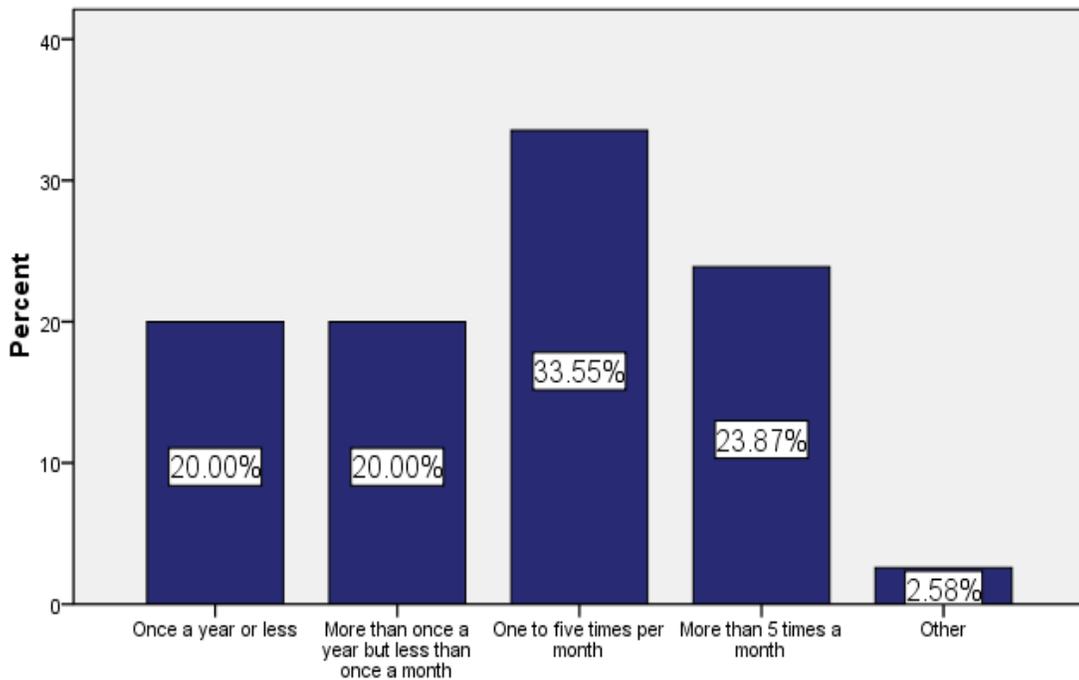
03. Are you staying overnight in Cape Girardeau?



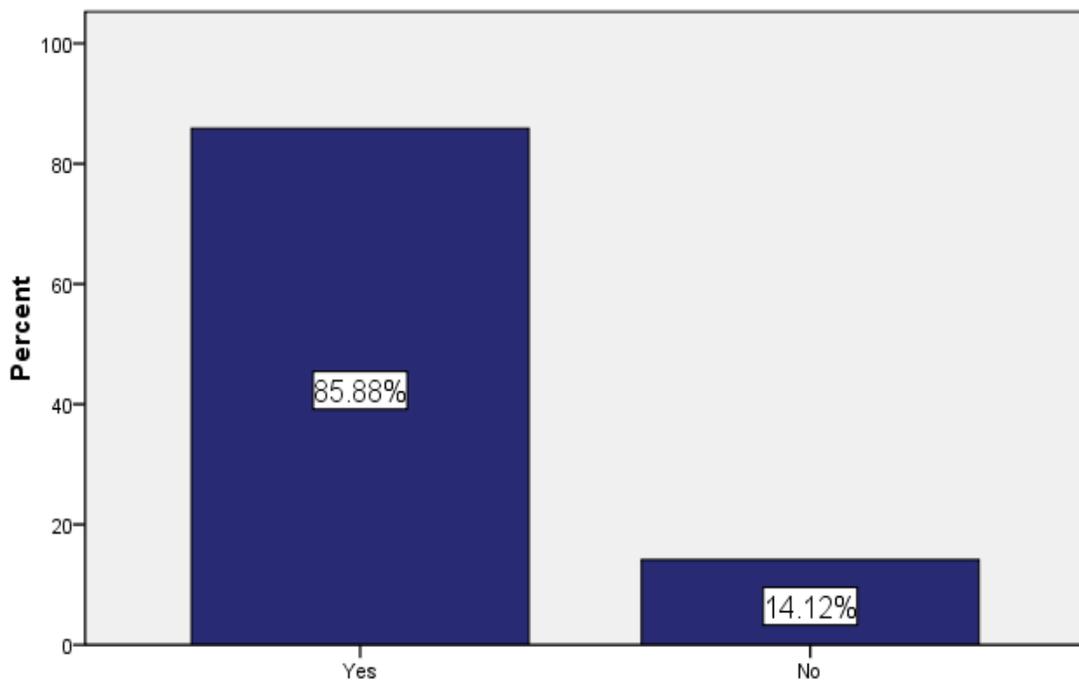
04. Where are you staying overnight in Cape Girardeau?



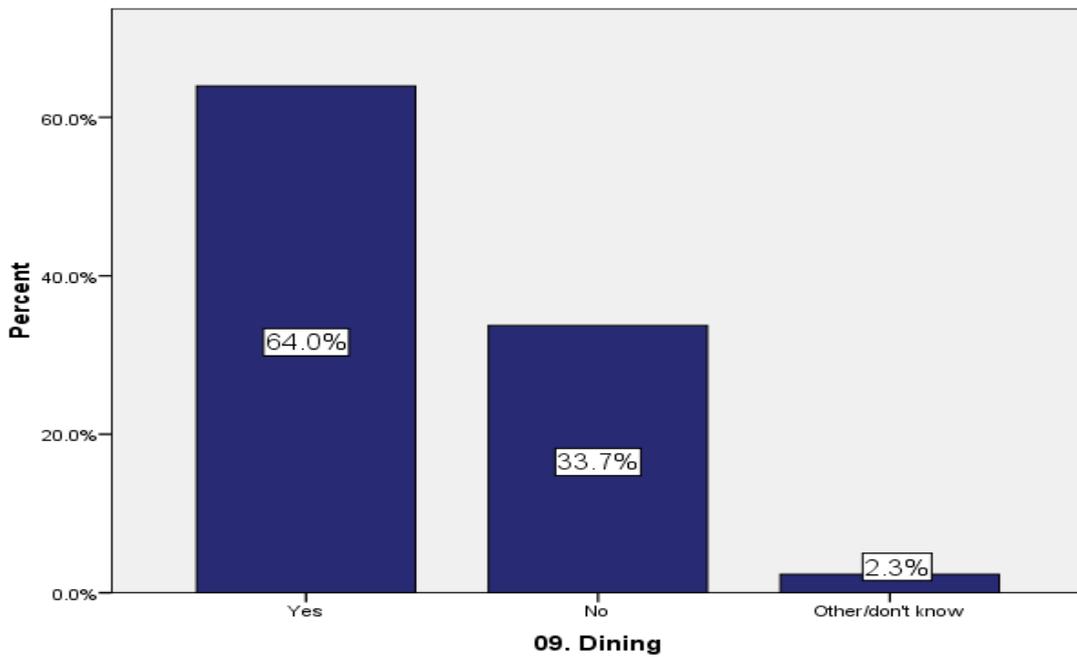
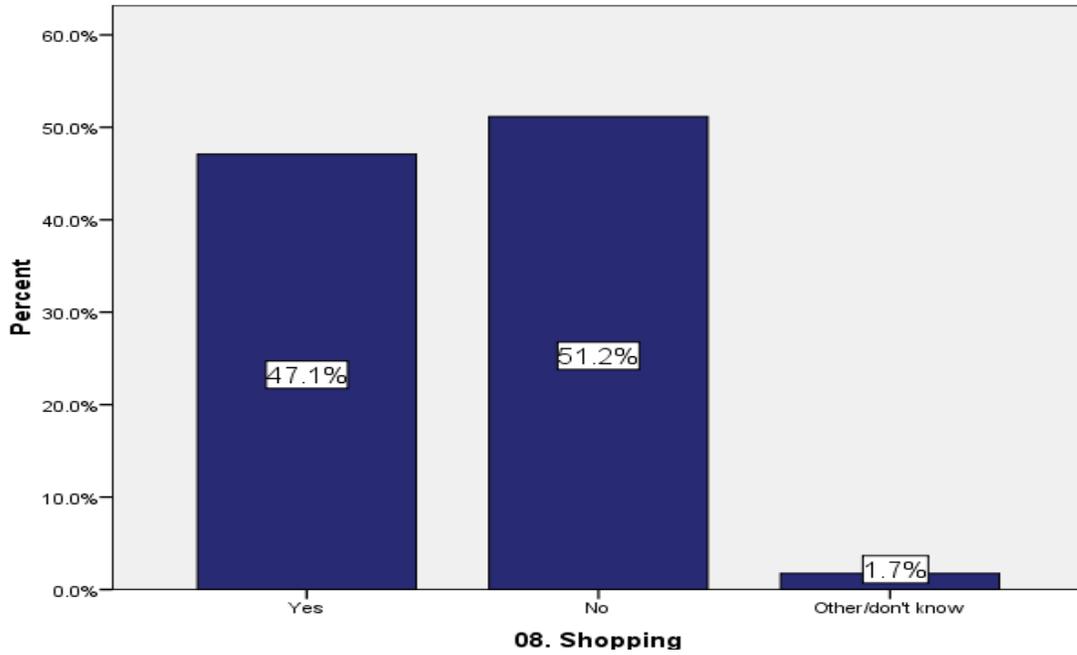
05. Have you visited downtown Cape Girardeau before today?

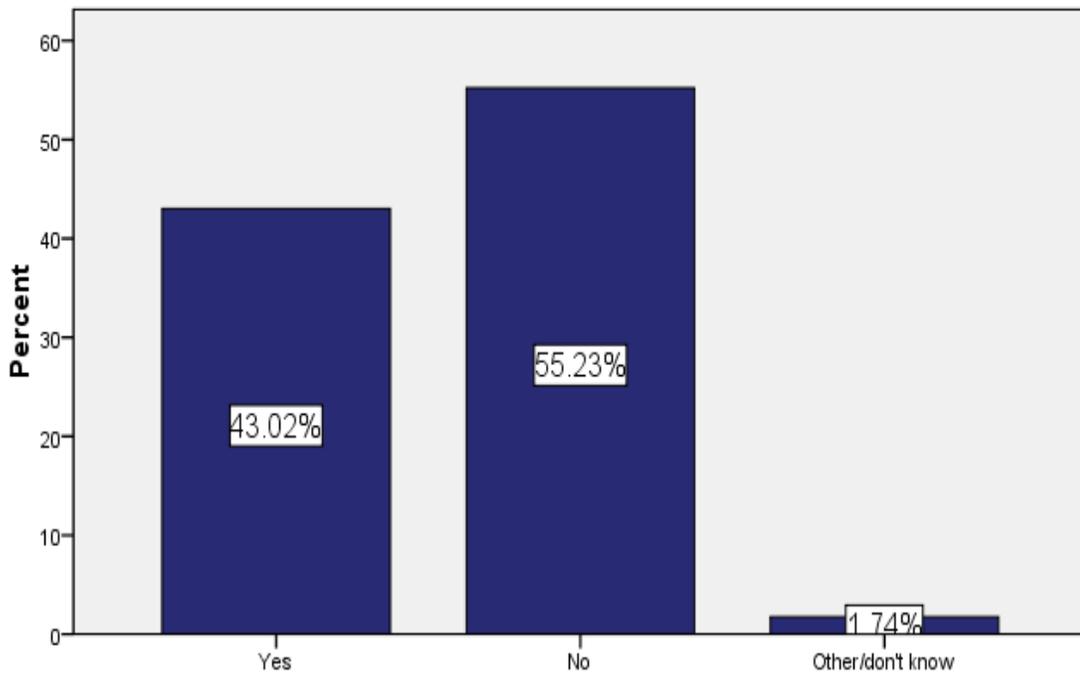


06. How often do you visit downtown Cape Girardeau?

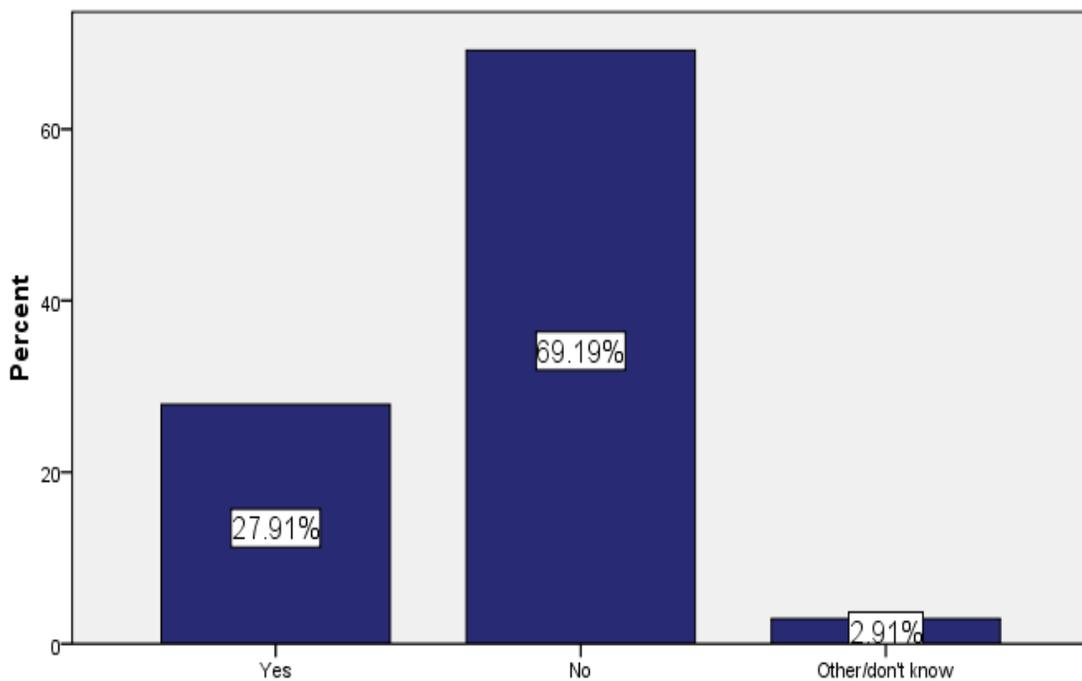


07. Special event

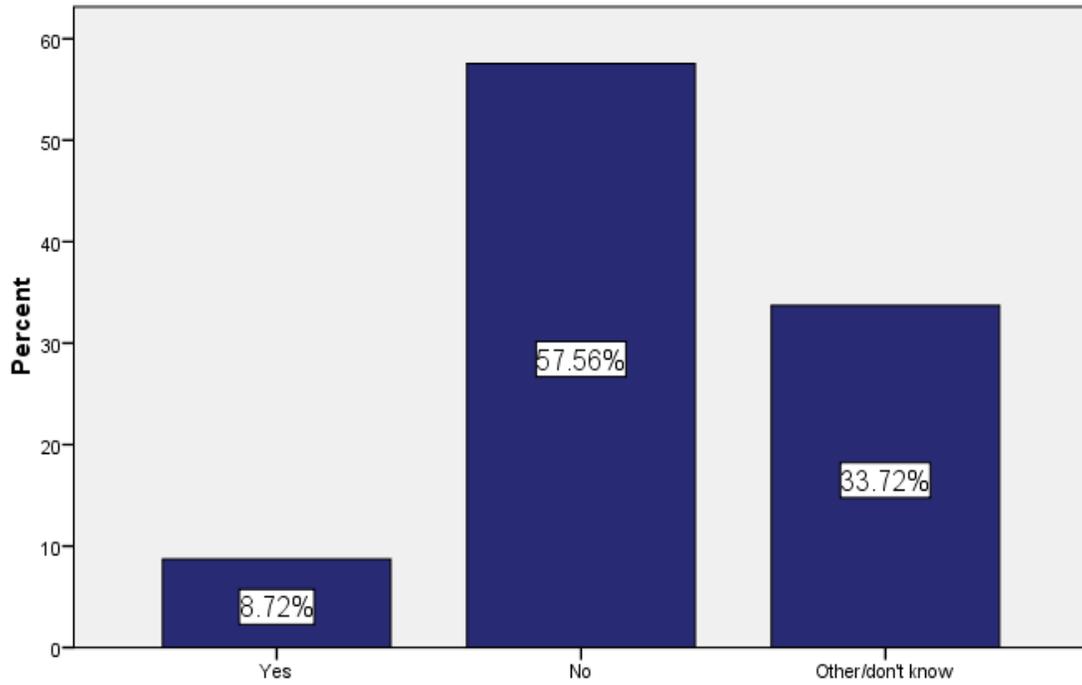




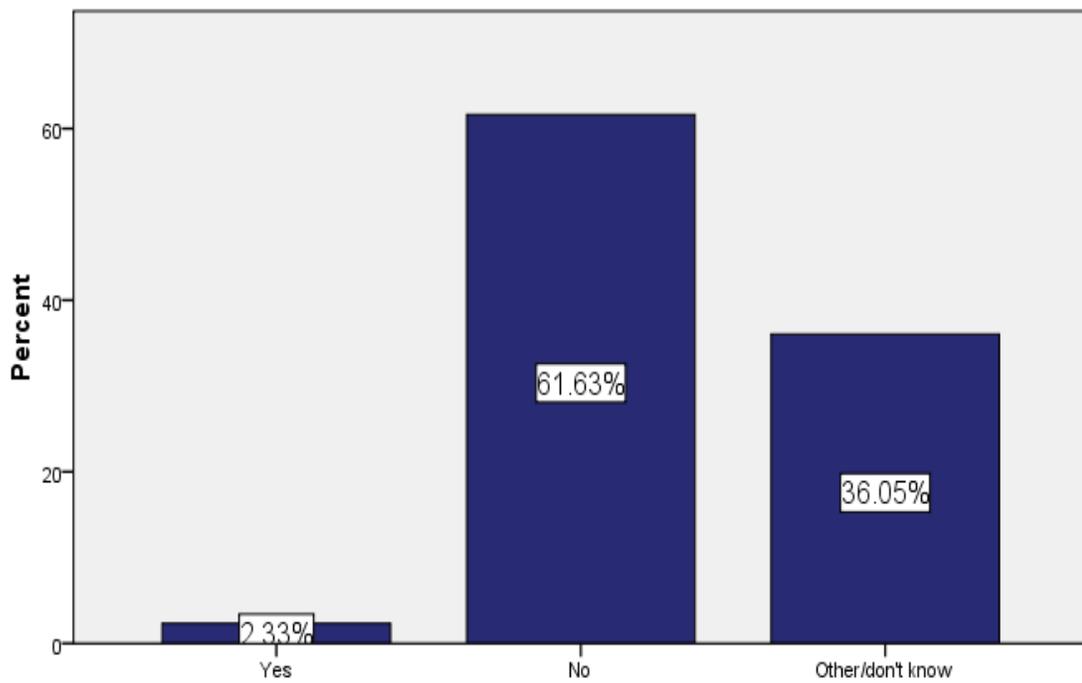
10. Nightlife/entertainment



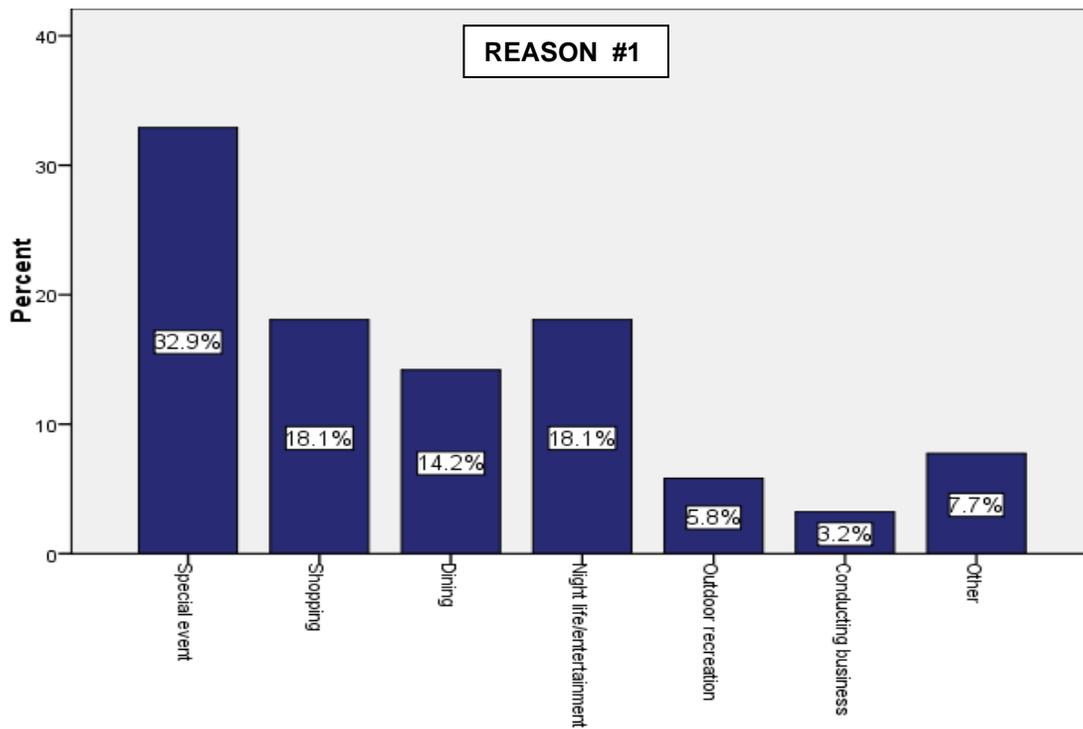
11. Outdoor recreation



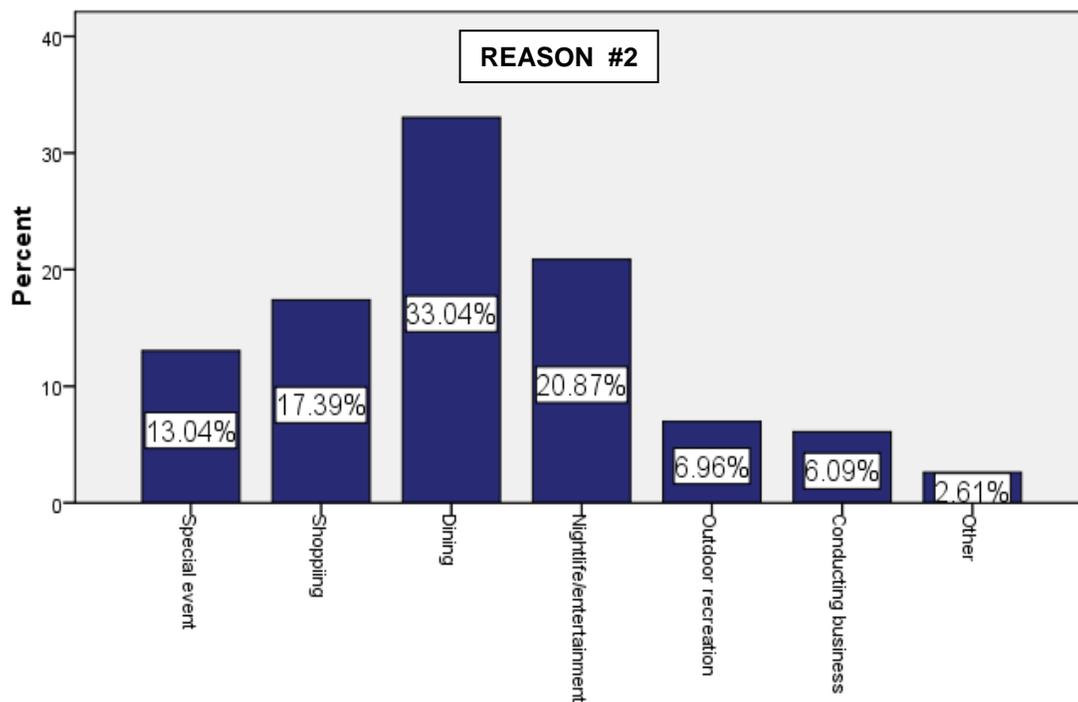
12. Conducting business



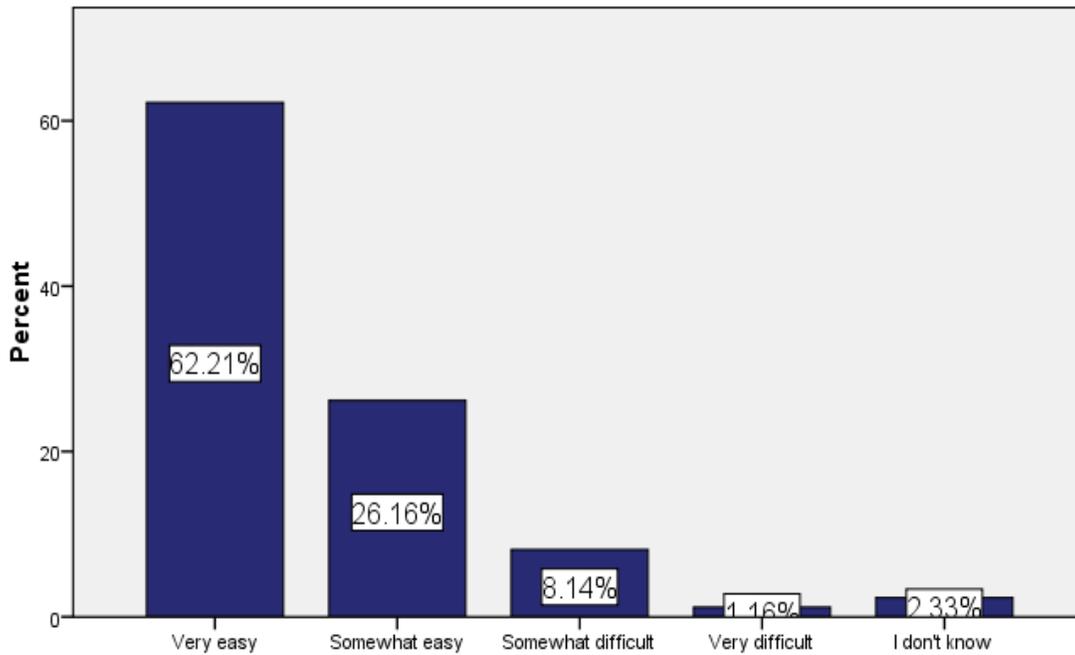
13. Government/Post office



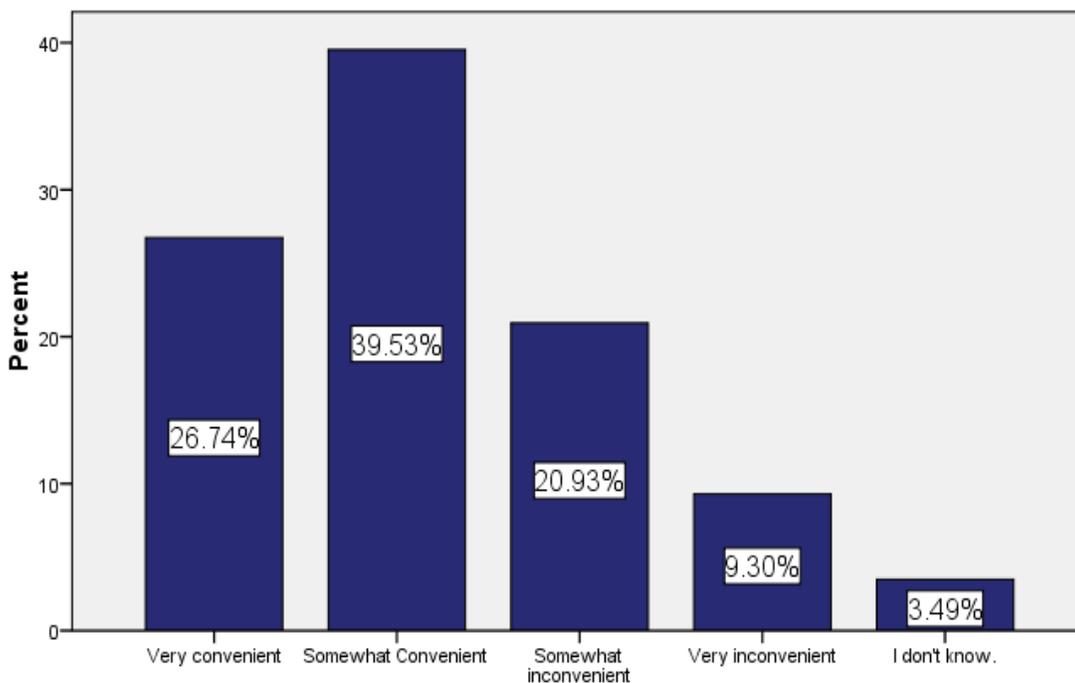
14a. What are the top two reasons you most often visit downtown Cape Girardeau?



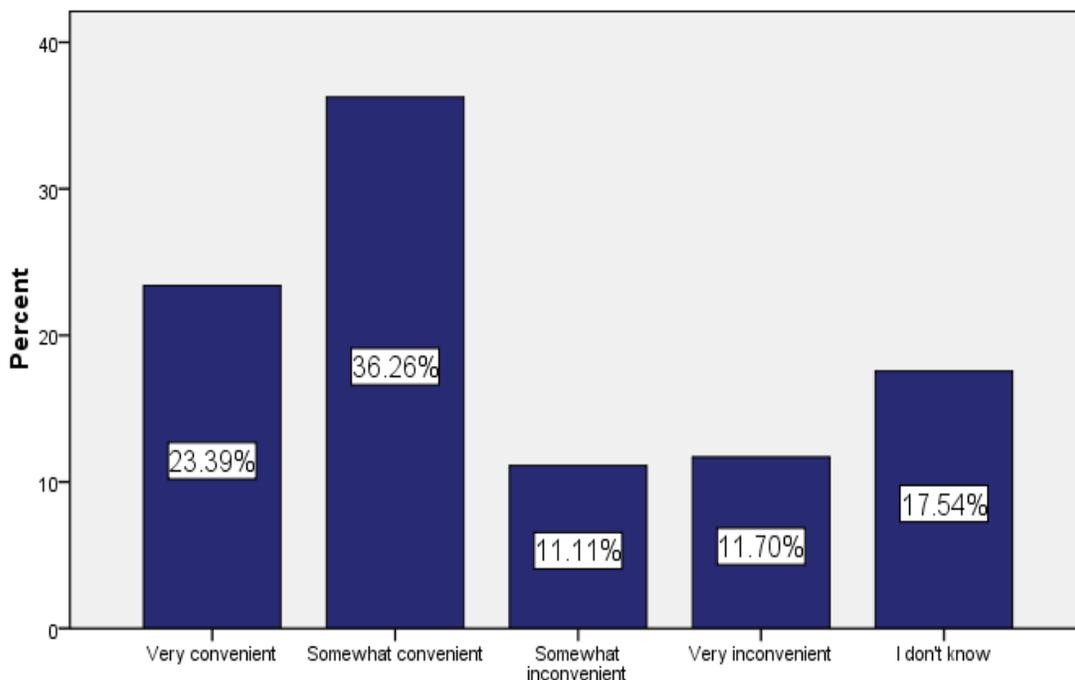
14b. What are the top two reasons you most often visit downtown Cape Girardeau?



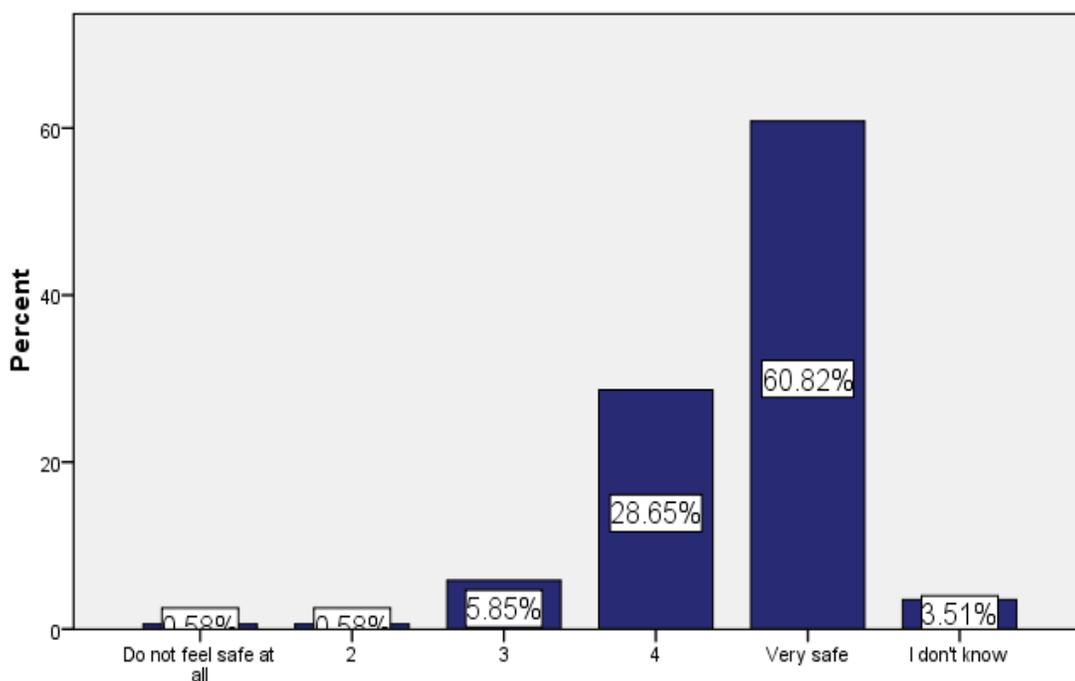
15. How easy would you say it is to find your way around downtown Cape Girardeau?



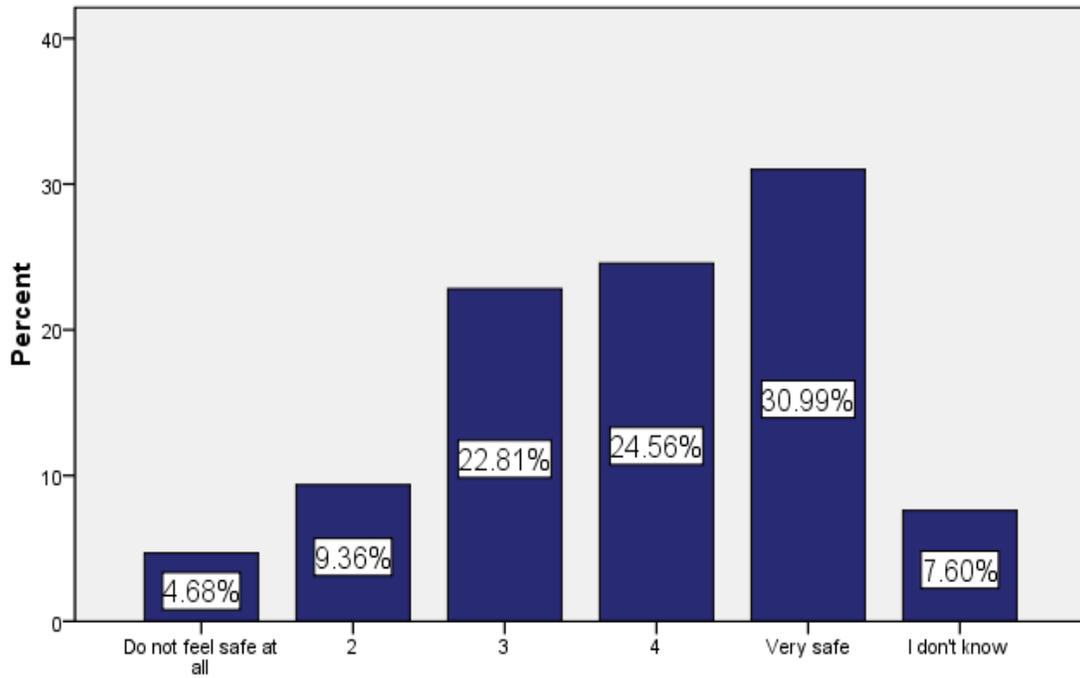
16. How convenient would you say that parking is downtown?



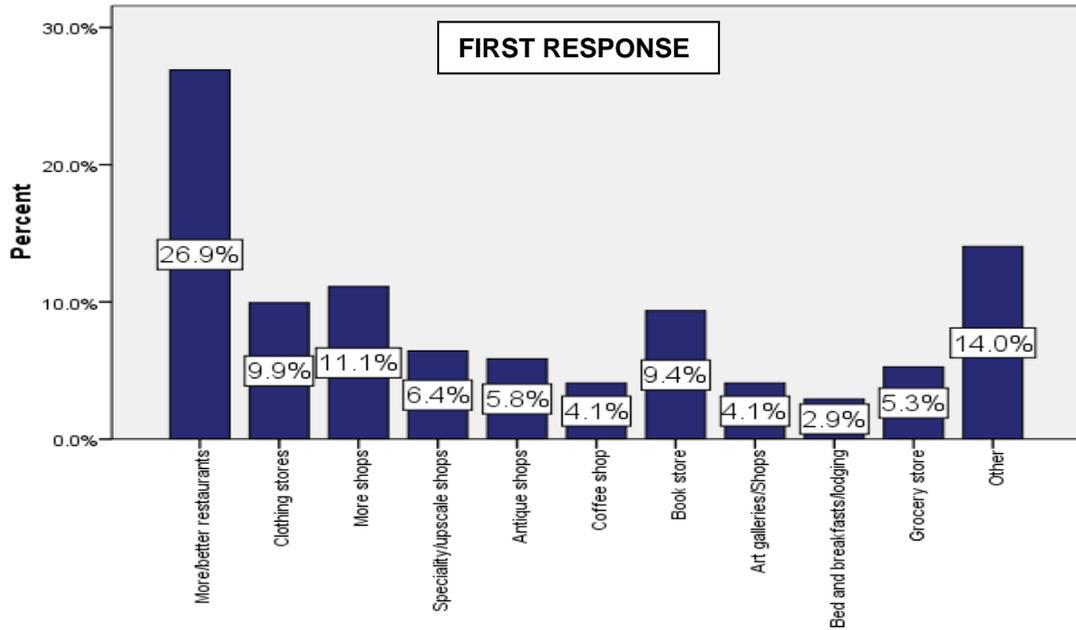
17. How convenient would you say that hours of downtown businesses are?



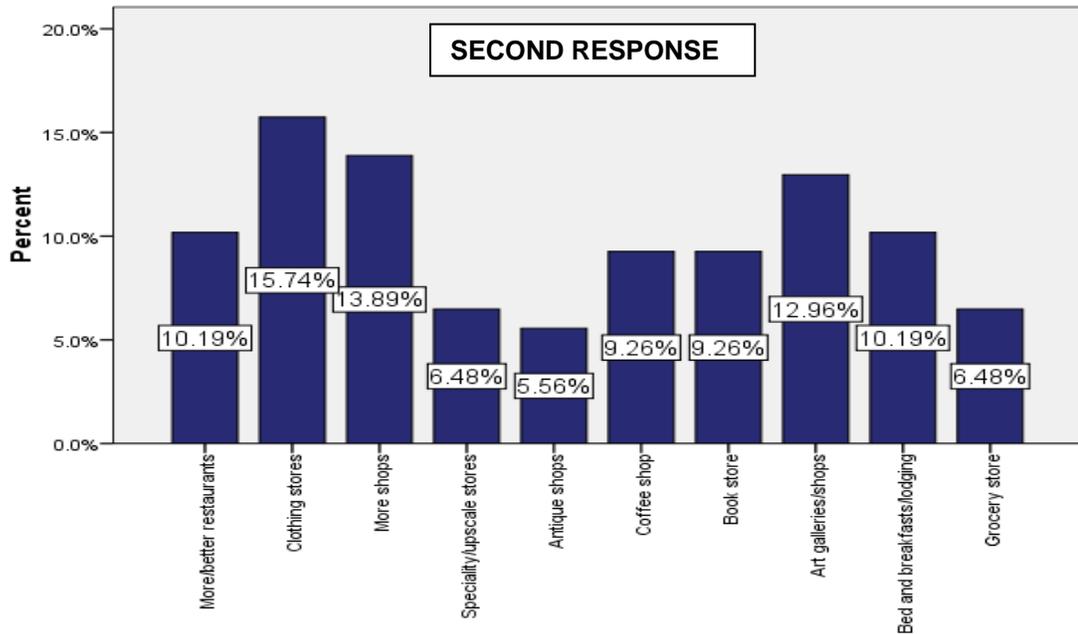
18. How safe would you say you feel in downtown Cape Girardeau during the day?



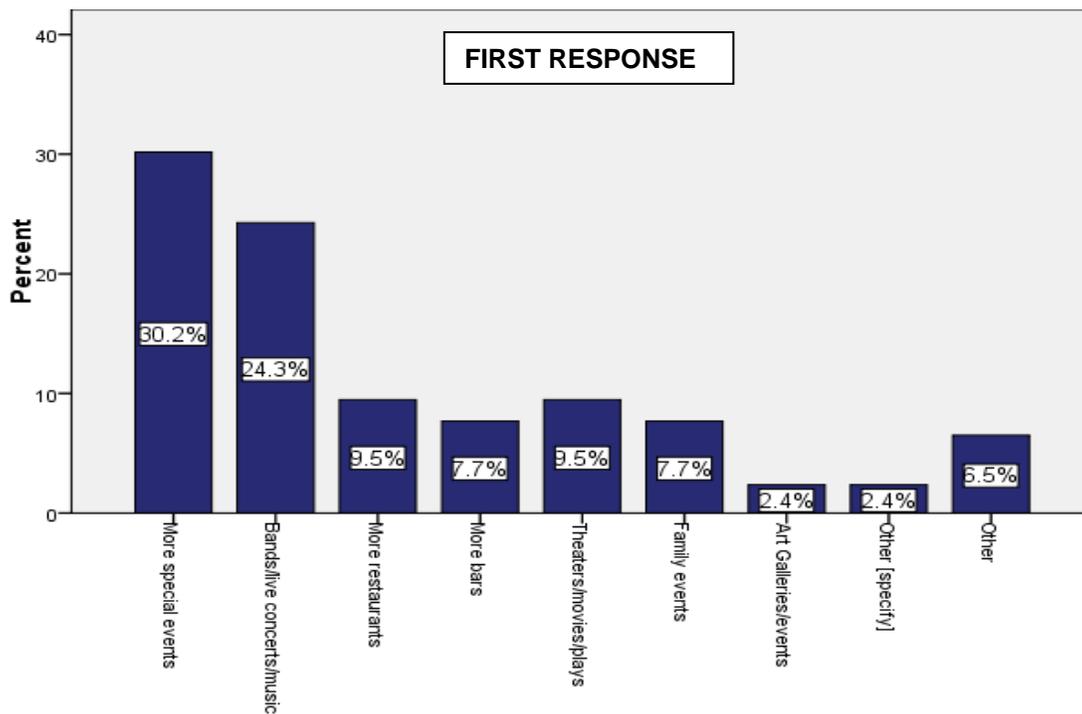
19. How safe would you say you feel in downtown Cape Girardeau at night?



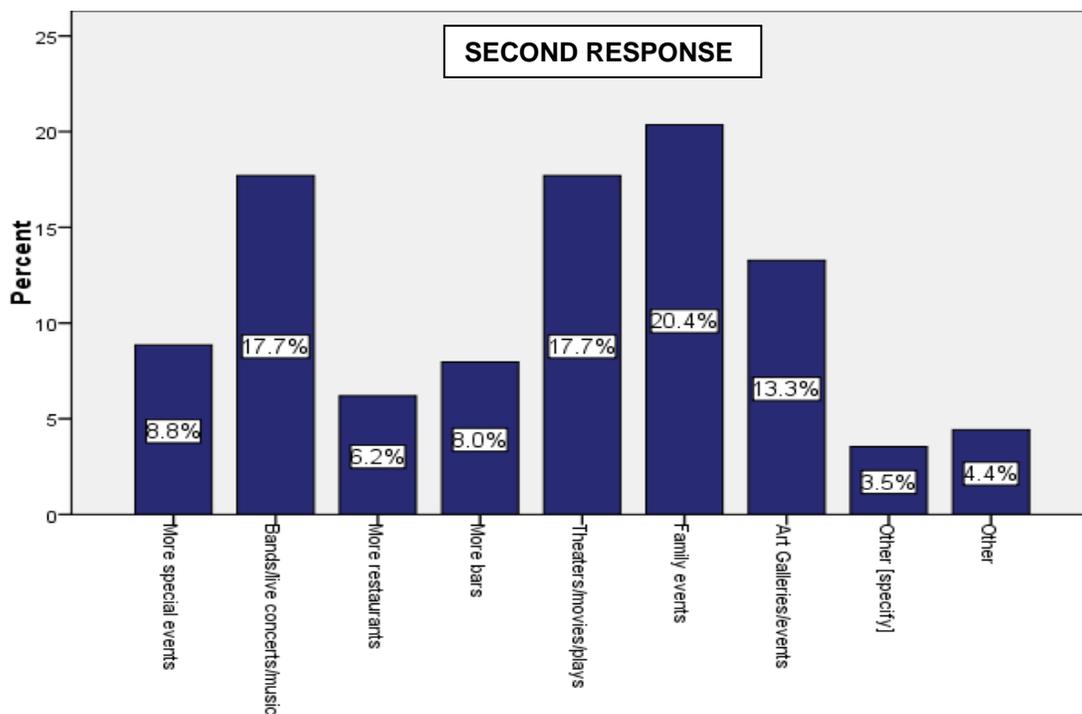
20a. What kinds of additional businesses do you think would make you more likely to visit downtown Cape Girardeau?



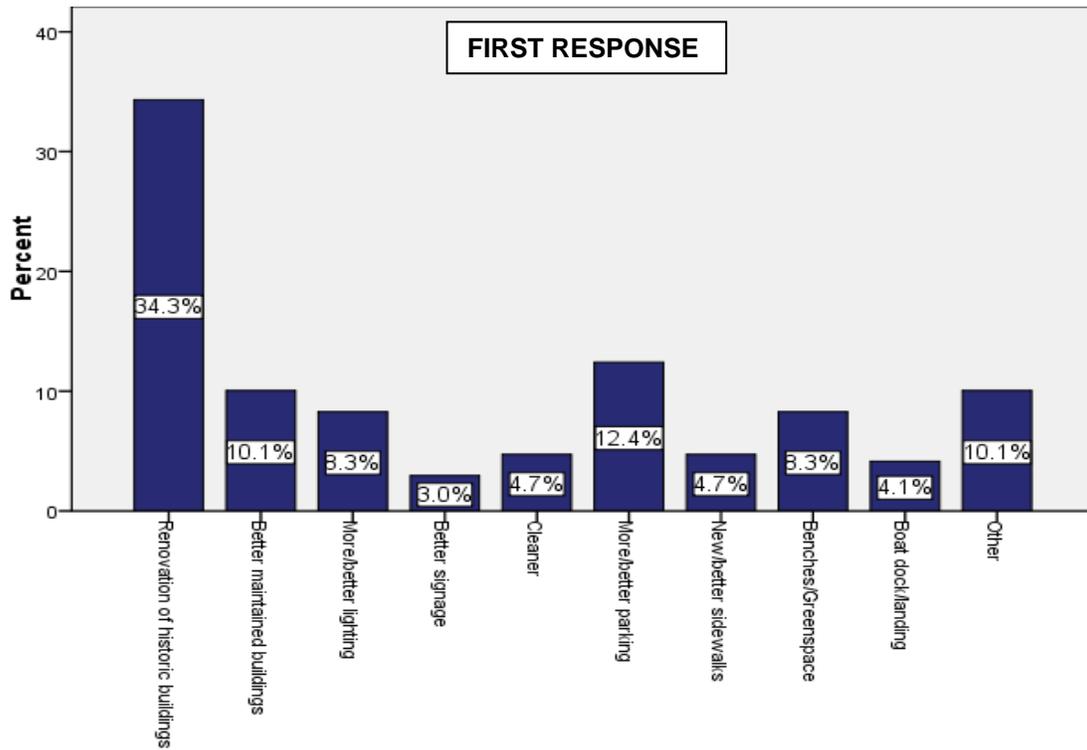
20b. What kinds of additional businesses do you think would make you more likely to visit downtown Cape Girardeau?



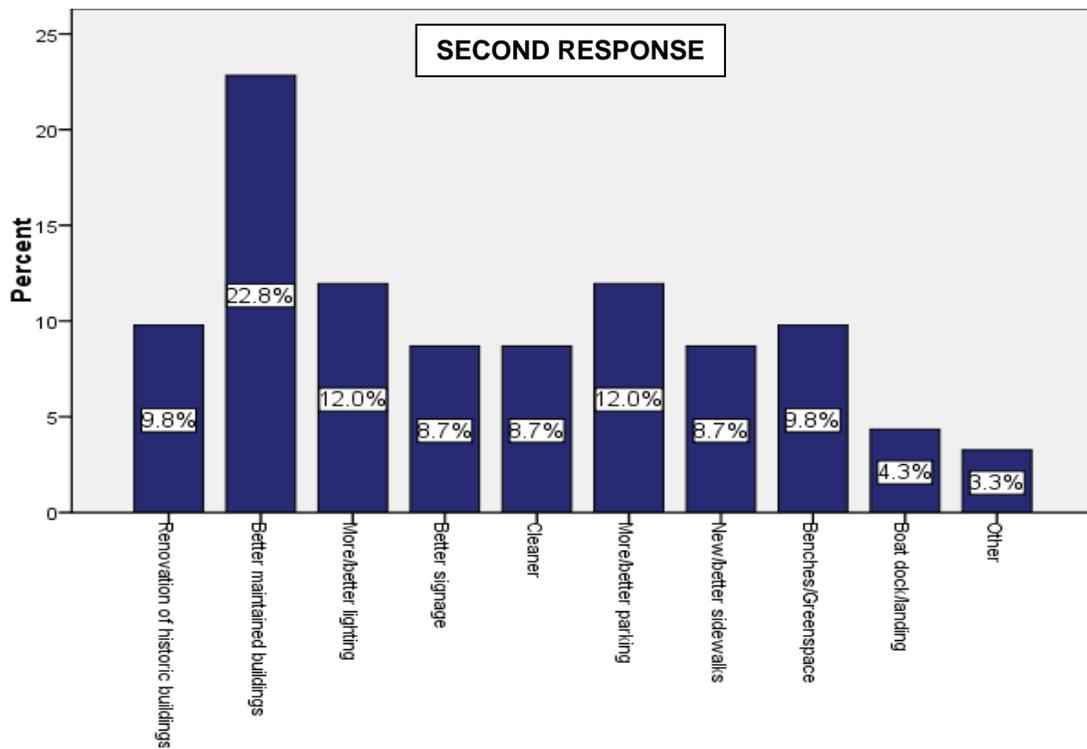
21a. What kinds of recreation or entertainment opportunities would make you more likely to visit downtown Cape Girardeau?



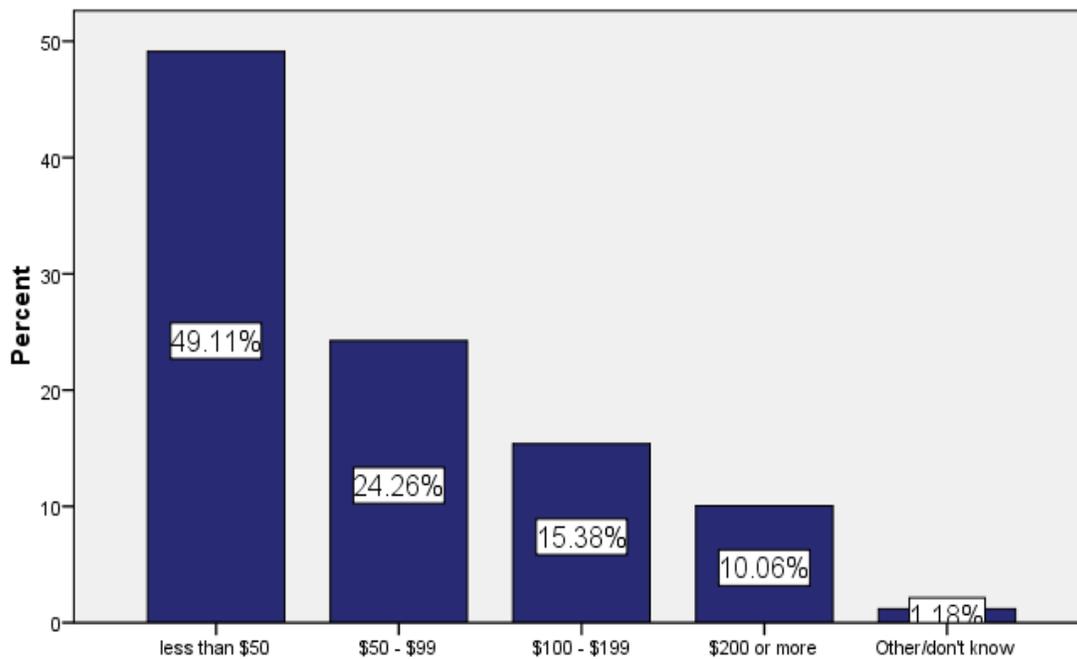
21b. What kinds of recreation or entertainment opportunities would make you more likely to visit downtown Cape Girardeau?



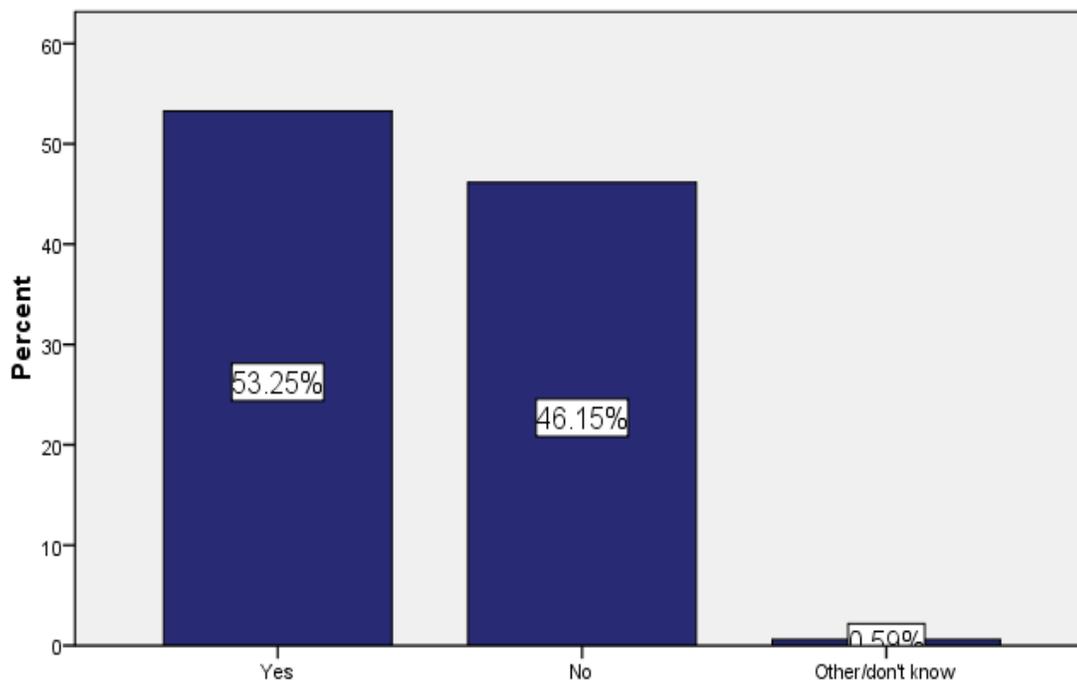
22a. What other physical improvements do you think would make downtown Cape Girardeau more appealing?



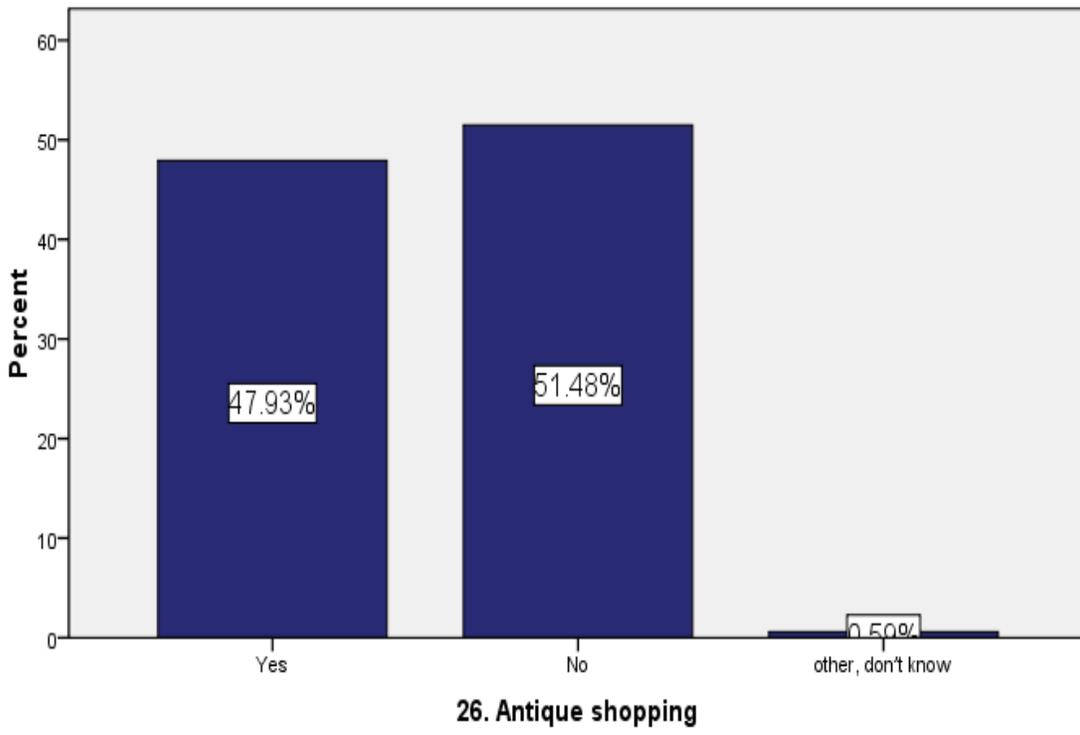
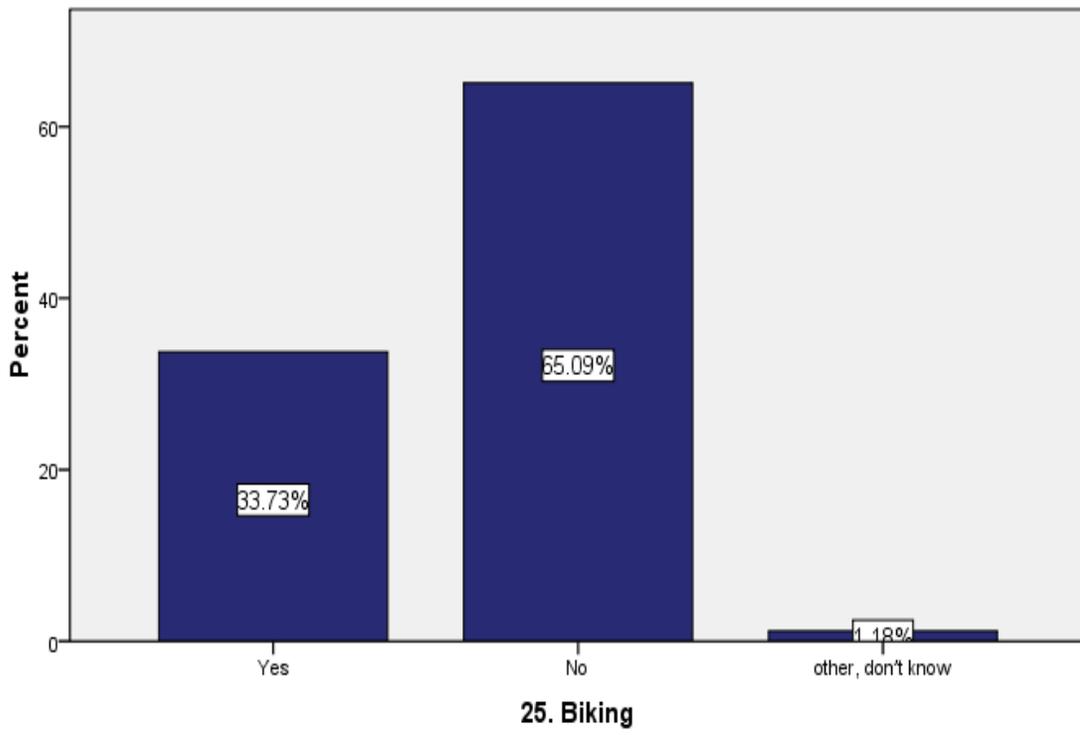
22b. What other physical improvements do you think would make downtown Cape Girardeau more appealing?

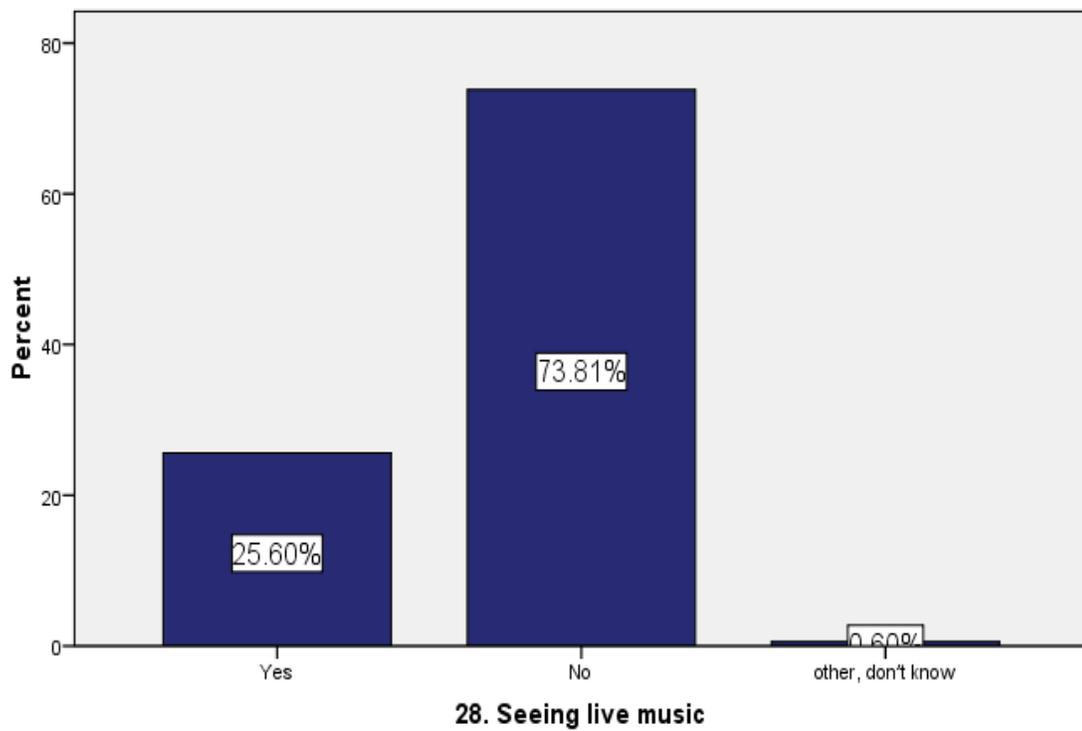
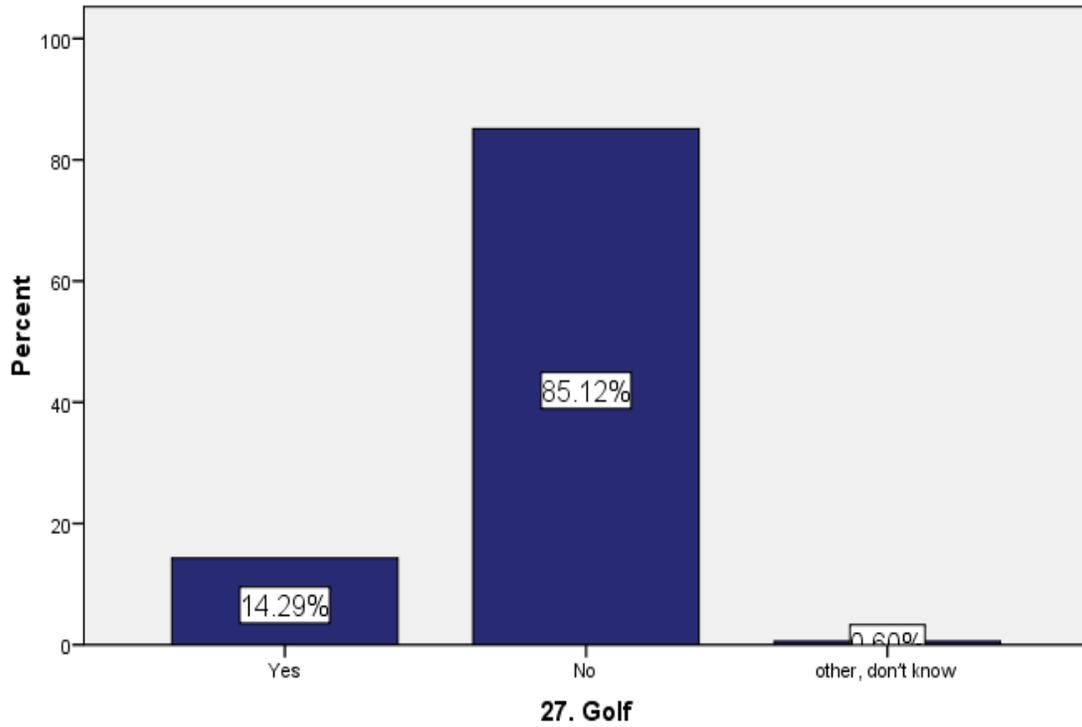


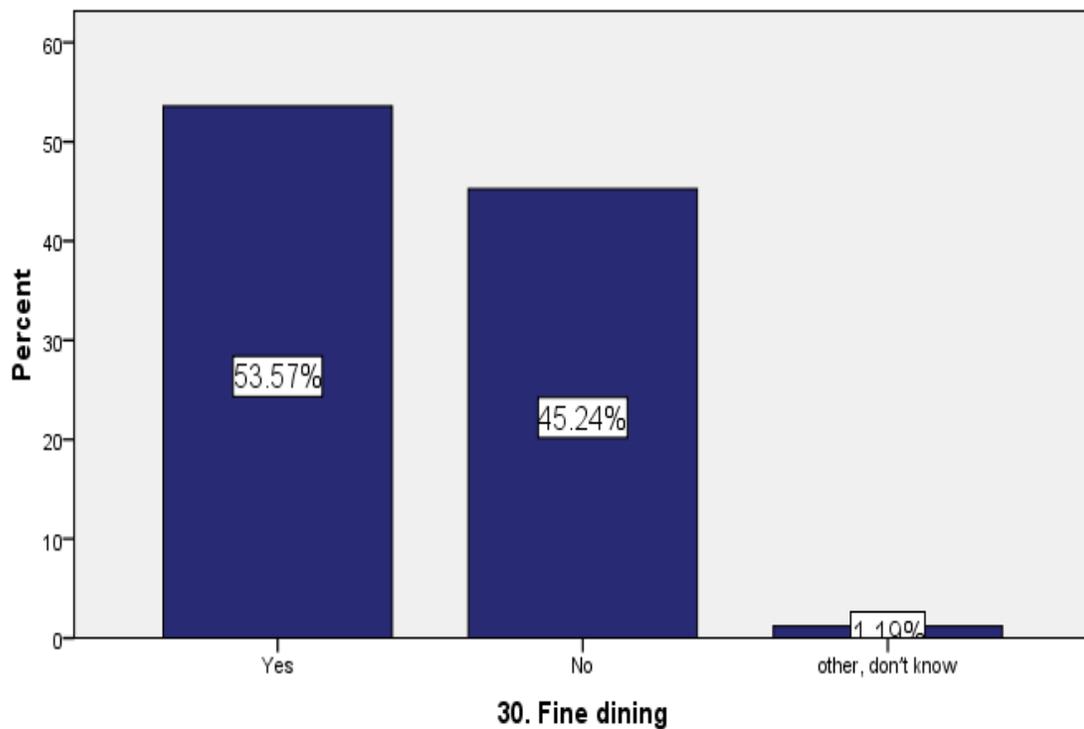
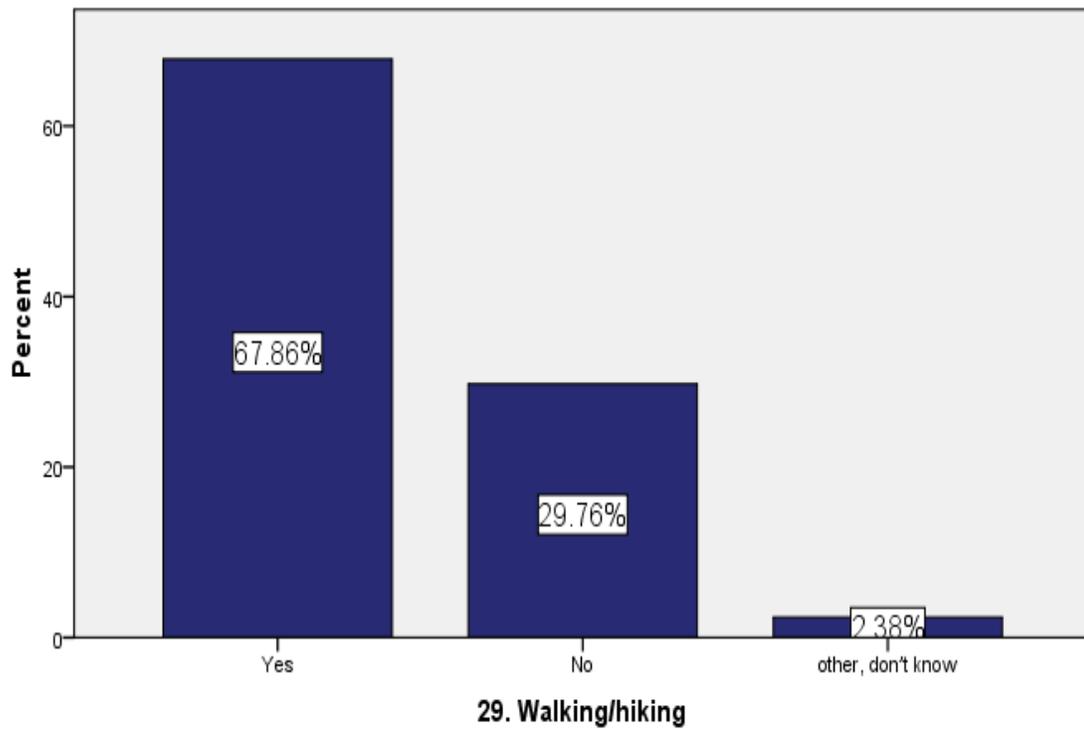
23. Excluding lodging, how much money are you likely to spend in downtown Cape Girardeau during this visit?

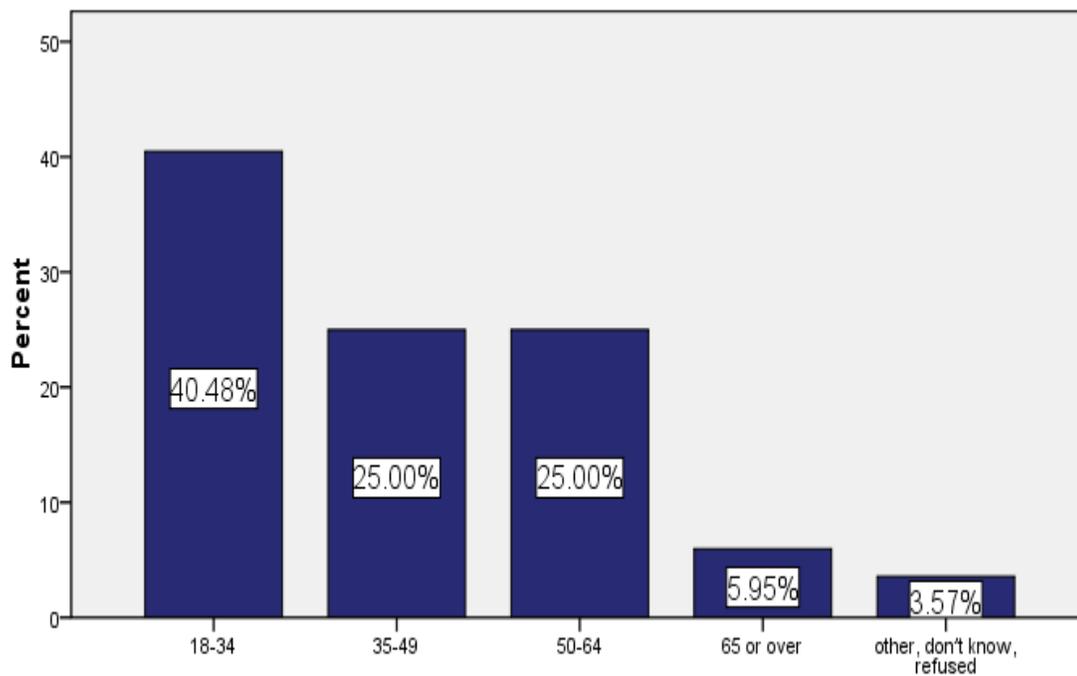


24. Retail/boutique shopping

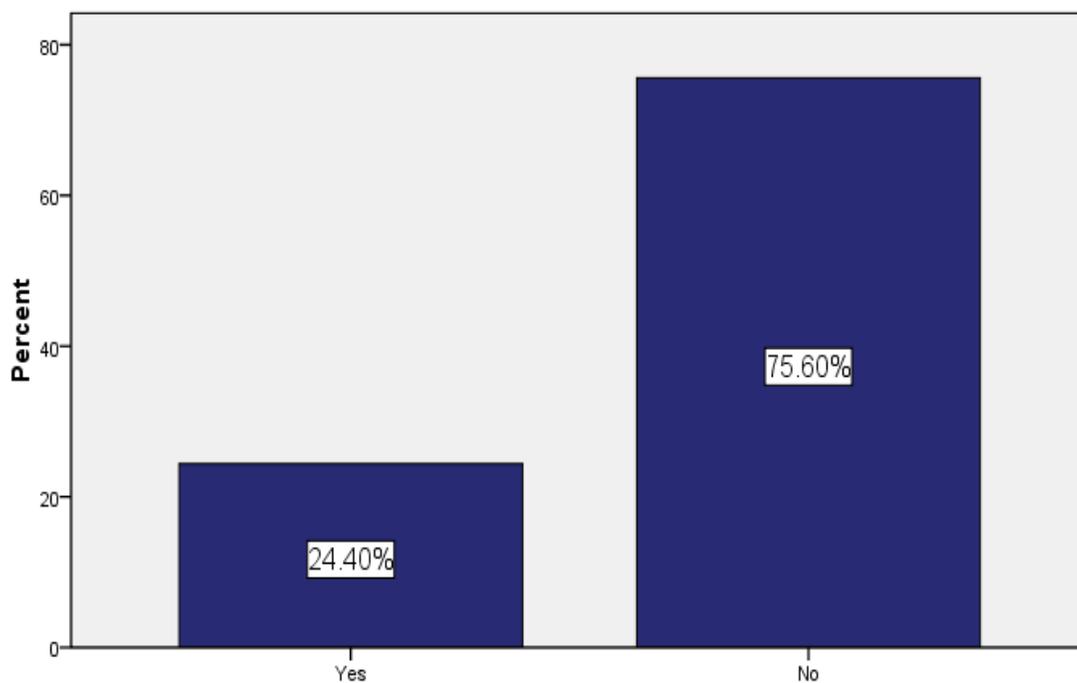




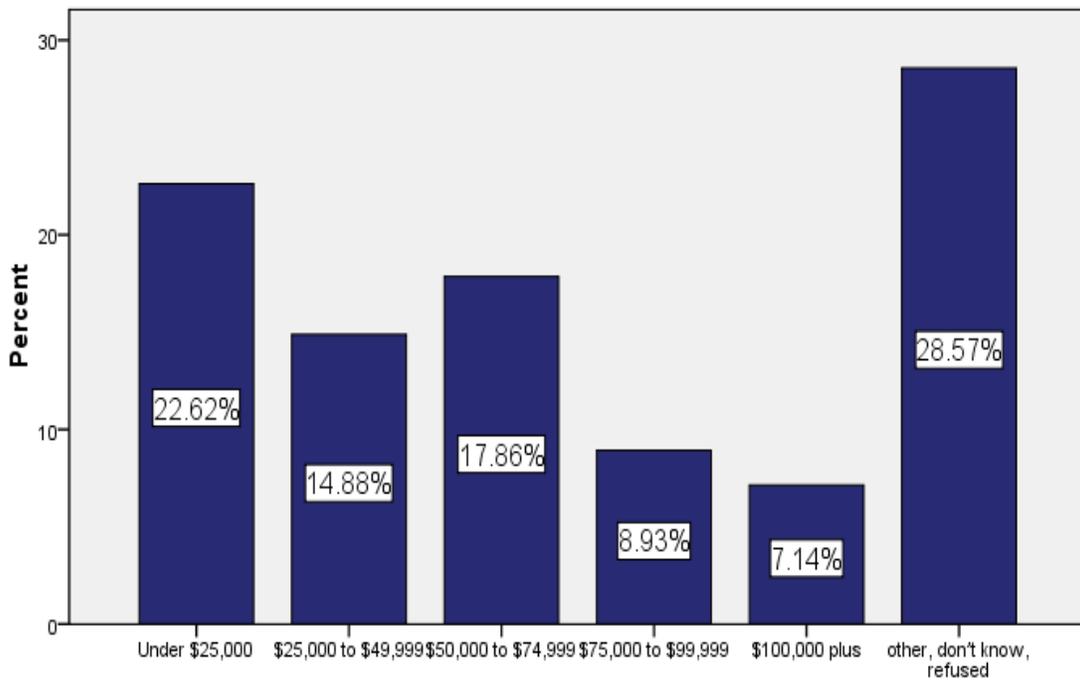




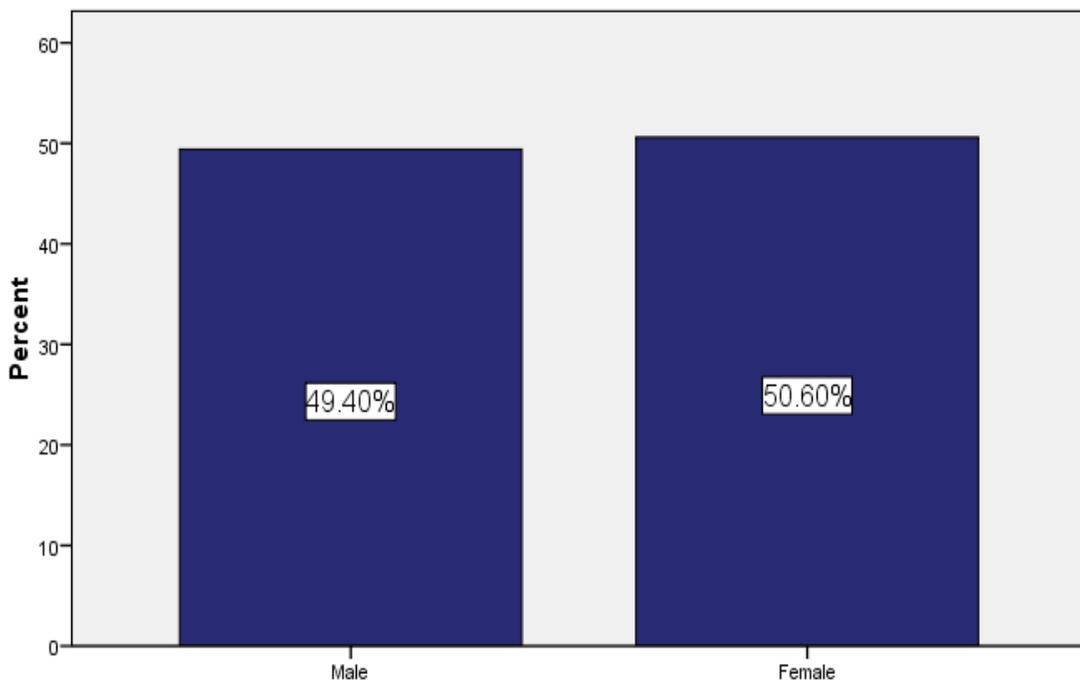
31. In which of the following age groups are you?



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



33. Household income



34. Gender

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SECTION V

QUESTIONNAIRE

1. What is your zip code? (RECORD EXACT ZIPCODE) If respondent answers "63701, 63702, or 62703" terminate interview.
2. What is the main purpose of your visit to downtown Cape Girardeau today? **DO NOT READ CHOICES.** (DONT ASK DURING THE LIBERTY FEST. RECORD A "4" FOR SPECIAL EVENT)
 - 1) Shopping
 - 2) Visiting family/friends
 - 3) Business
 - 4) Special event
 - 5) Government/Post Office
 - 9) Other (Specify) _____
3. Are you staying overnight in Cape Girardeau?
 - 1) Yes
 - 2) No (SKIP to QUESTION 5)
4. Where are you staying overnight in Cape Girardeau?
 - 1) Hotel/motel/bed and breakfast in downtown Cape Girardeau
 - 2) Hotel/motel/bed and breakfast in Cape Girardeau area but not downtown
 - 3) With family or friends
 - 4) Campground/RV park
 - 9) Other (specify) _____
5. Have you visited downtown Cape Girardeau before today?
 - 1) Yes
 - 2) No (SKIP to QUESTION 7)
6. How often do you visit downtown Cape Girardeau?
 - 1) Once a year or less
 - 2) More than once a year but less than once a month
 - 3) One to five times per month
 - 4) More than 5 times a month
 - 9) Other (specify) _____

On this visit to Cape Girardeau, which of these activities do you plan to do specifically in the downtown area?

Code responses as:

- 1) Yes
- 2) No
- 9) Other/don't know

- 7. Special event (DO NOT READ DURING LIBERTY FEST. JUST CHECK YES)
- 8. Shopping
- 9. Dining
- 10. Nightlife/entertainment
- 11. Outdoor recreation
- 12. Conducting business (DON'T ASK DURING LIBERTY FEST – CHECK OTHER/DON'T KNOW)
- 13. Government/Post Office (DON'T ASK DURING LIBERTY FEST – CHECK OTHER/DON'T KNOW)

- 14. (IF NO TO QUESTION 5, WILL NOT ASK QUESTION 13) What are the top two reasons you most often visit downtown Cape Girardeau? (RECORD ONE OR TWO RESPONSES, AS APPROPRIATE)

- 1) Special event
- 2) Shopping
- 3) Dining
- 4) Nightlife/entertainment
- 5) Outdoor recreation
- 6) Conducting business
- 7) Government/Post Office
- 9) Other (specify) _____

- 15. How easy would you say it is to find your way around downtown Cape Girardeau?

- 1) Very easy
- 2) Somewhat easy
- 3) Somewhat difficult
- 4) Very difficult
- 9) I don't know.

- 16. How convenient would you say that parking is downtown?

- 1) Very convenient
- 2) Somewhat convenient
- 3) Somewhat inconvenient
- 4) Very inconvenient
- 9) I don't know.

17. How convenient would you say that hours of downtown businesses are?
- 1) Very convenient
 - 2) Somewhat convenient
 - 3) Somewhat inconvenient
 - 4) Very inconvenient
 - 9) I don't know.
18. Using a five-point scale where "5" means you feel very safe and a "1" means you do not feel safe at all, how safe would you say you feel in downtown Cape Girardeau during the day? Of course, you can use any number between "1" and "5."
- 1) Do not feel safe at all
 - 2) 2
 - 3) 3
 - 4) 4
 - 5) Very safe
 - 9) I don't know.
19. Using the same scale (REPEAT IF NECESSARY), how safe would you say you feel in downtown Cape Girardeau at night? Again, you can use any number between "1" and "5."
- 1) Do not feel safe at all
 - 2) 2
 - 3) 3
 - 4) 4
 - 5) Very safe
 - 9) I don't know.
20. What kinds of additional businesses do you think would make you more likely to visit downtown Cape Girardeau? (**DO NOT READ CHOICES.** RECORD ONE OR TWO RESPONSES, AS APPROPRIATE.) IF RESPONDENT GIVES ONE ANSWER, PROBE "IS THERE ANOTHER KIND OF BUSINESS YOU WOULD LIKE TO SEE DOWNTOWN?")
- 1) More/better restaurants
 - 2) Clothing stores
 - 3) More shops (in general)
 - 4) Specialty/upscale shops (IF RESPONDENT GIVES SPECIFIC TYPE OF STORE, RECORD AS OTHER AND SPECIFY RESPONSE)
 - 5) Antique shops
 - 6) Coffee shop
 - 7) Bookstore
 - 8) Art galleries/shops
 - 9) Bed and breakfasts/lodging
 - 10) Grocery store
 - 11) Other (specify) _____

21. What kinds of recreation or entertainment opportunities would make you more likely to visit downtown Cape Girardeau? (DO NOT READ CHOICES. RECORD ONE OR TWO RESPONSES, AS APPROPRIATE.)

- 1) More special events
- 2) Bands/live concerts/music
- 3) More restaurants
- 4) More bars
- 5) Theaters/movies/plays
- 6) Family events
- 7) Art Galleries/events
- 9) Other (specify) _____

22. What other physical improvements do you think would make downtown Cape Girardeau more appealing? (DO NOT READ CHOICES. RECORD ONE OR TWO RESPONSES, AS APPROPRIATE. IF RESPONDENT GIVES ONE ANSWER, PROBE "IS THERE ANOTHER KIND OF IMPROVEMENT YOU WOULD LIKE TO SEE MADE TO DOWNTOWN?")

- 1) Renovation of historic buildings
- 2) Better maintained buildings
- 3) More/better lighting
- 4) Better signage
- 5) Cleaner
- 6) More/better parking
- 7) New/better sidewalks
- 8) Benches/Greenspace
- 9) Boat dock/landing
- 10) Other (specify) _____

23. Excluding lodging, how much money are you likely to spend in downtown Cape Girardeau during this visit?

- 1) less than \$50
- 2) \$50 - \$99
- 3) \$100 - \$199
- 4) \$200 or more
- 9) other/don't know

I'm going to read several hobbies people might have. For each item I read, please tell if it is a hobby of yours. ...

Code responses as:

- 1) Yes
- 2) No
- 9) Other/don't know

24. Retail/boutique shopping
25. Biking
26. Antique shopping
27. Golf
28. Seeing live music
29. Walking/hiking
30. Fine dining

31. 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

32. Did any children under the age of 18 come with you downtown today?
 - 1) yes
 - 2) no
 - 9) other, don't know

33. Please stop me when I get to the category that best describes your annual household income from 2006.
 - 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

34. Gender [don't ask, code as follows]
 - 1) male
 - 2) female

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

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SECTION VI

CROSS-TABULATION

The cross tabulation of survey results that is provided on the following pages, compares the respondent's answers to the survey. The respondents were documented in the following categories:

- In which of the following age groups are you?
18-34 35-49 50-64 65 or over

- Children under 18
Yes No

- Household Income
Under \$25,000 \$25,000-\$49,999 \$50,000-\$74,999 \$75,000-\$99,9999 \$100,000+

- Gender
Male / Female

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		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
02. What is the main purpose of your visit to downtown Cape Girardeau today?	Shopping	8.8%	.0%	2.4%	10.0%	2.4%	5.5%	5.3%	12.0%	3.3%	6.7%	.0%	4.8%	4.7%
	Visiting Family/Friends	17.6%	9.5%	7.1%	20.0%	12.2%	12.6%	23.7%	16.0%	3.3%	13.3%	.0%	9.6%	15.3%
	Business	1.5%	4.8%	7.1%	10.0%	4.9%	3.9%	5.3%	.0%	13.3%	.0%	.0%	4.8%	3.5%
	Special Event	67.6%	85.7%	78.6%	60.0%	78.0%	74.8%	57.9%	72.0%	80.0%	73.3%	100.0%	77.1%	74.1%
	Government/Post office	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
	Others	4.4%	.0%	4.8%	.0%	2.4%	3.1%	7.9%	.0%	.0%	6.7%	.0%	3.6%	2.4%

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
03. Are you staying overnight in Cape Girardeau?	Yes	60.3%	26.2%	28.6%	40.0%	34.1%	43.3%	65.8%	40.0%	33.3%	26.7%	8.3%	33.7%	48.2%
	No	39.7%	73.8%	71.4%	60.0%	65.9%	56.7%	34.2%	60.0%	66.7%	73.3%	91.7%	66.3%	51.8%

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
04. Where are you staying overnight in Cape Girardeau?	Hotel/motel/bed and breakfast in downtown Cape Girardeau	.0%	18.2%	8.3%	25.0%	21.4%	1.8%	4.0%	.0%	20.0%	.0%	.0%	7.1%	4.9%
	Hotel/motel/bed and breakfast in Cape Girardeau area but not downtown	7.3%	36.4%	58.3%	25.0%	35.7%	18.2%	8.0%	30.0%	30.0%	50.0%	.0%	25.0%	19.5%
	With family or friends	70.7%	36.4%	33.3%	25.0%	35.7%	61.8%	76.0%	50.0%	40.0%	50.0%	.0%	50.0%	61.0%
	Campground/RV park	.0%	9.1%	.0%	25.0%	.0%	3.6%	.0%	.0%	.0%	.0%	.0%	3.6%	2.4%
	Other	22.0%	.0%	.0%	.0%	7.1%	14.5%	12.0%	20.0%	10.0%	.0%	100.0%	14.3%	12.2%

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
05. Have you visited downtown Cape Girardeau before today?	Yes	91.2%	90.5%	83.3%	100.0%	90.2%	89.8%	92.1%	92.0%	93.3%	80.0%	91.7%	90.4%	89.4%
	No	8.8%	9.5%	16.7%	.0%	9.8%	10.2%	7.9%	8.0%	6.7%	20.0%	8.3%	9.6%	10.6%

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
06. How often do you visit downtown Cape Girardeau?	Once a year or less	14.5%	21.1%	17.1%	40.0%	27.0%	17.5%	20.0%	17.4%	10.7%	16.7%	9.1%	18.7%	21.1%
	More than once a year but less than once a month	21.0%	18.4%	22.9%	10.0%	10.8%	22.8%	11.4%	26.1%	21.4%	50.0%	.0%	22.7%	17.1%
	One to five times per month	29.0%	44.7%	37.1%	30.0%	40.5%	32.5%	31.4%	26.1%	32.1%	25.0%	54.5%	38.7%	30.3%
	More than 5 times a month	33.9%	15.8%	14.3%	20.0%	21.6%	23.7%	37.1%	21.7%	28.6%	8.3%	36.4%	17.3%	28.9%
	Other	1.6%	.0%	8.6%	.0%	.0%	3.5%	.0%	8.7%	7.1%	.0%	.0%	2.7%	2.6%

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
07. Special event	Yes	77.9%	92.7%	88.1%	88.9%	82.9%	86.4%	71.1%	91.7%	96.7%	78.6%	100.0%	89.0%	82.1%
	No	22.1%	7.3%	11.9%	11.1%	17.1%	13.6%	28.9%	8.3%	3.3%	21.4%	.0%	11.0%	17.9%
	Other/don't know	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
08. Shopping	Yes	52.9%	45.2%	40.5%	50.0%	46.3%	46.5%	42.1%	56.0%	40.0%	33.3%	58.3%	41.0%	51.8%
	No	45.6%	54.8%	54.8%	50.0%	51.2%	52.0%	57.9%	40.0%	56.7%	66.7%	41.7%	57.8%	45.9%
	Other/don't know	1.5%	.0%	4.8%	.0%	2.4%	1.6%	.0%	4.0%	3.3%	.0%	.0%	1.2%	2.4%
09. Dining	Yes	63.2%	61.9%	71.4%	70.0%	56.1%	66.1%	65.8%	48.0%	66.7%	73.3%	83.3%	59.0%	68.2%
	No	33.8%	38.1%	23.8%	30.0%	43.9%	30.7%	31.6%	48.0%	30.0%	26.7%	16.7%	38.6%	29.4%
	Other/don't know	2.9%	.0%	4.8%	.0%	.0%	3.1%	2.6%	4.0%	3.3%	.0%	.0%	2.4%	2.4%
10. Nightlife/entertainment	Yes	58.8%	42.9%	26.2%	20.0%	36.6%	44.1%	65.8%	40.0%	46.7%	26.7%	16.7%	41.0%	43.5%
	No	39.7%	54.8%	71.4%	80.0%	63.4%	53.5%	34.2%	56.0%	53.3%	66.7%	83.3%	57.8%	54.1%
	Other/don't know	1.5%	2.4%	2.4%	.0%	.0%	2.4%	.0%	4.0%	.0%	6.7%	.0%	1.2%	2.4%
11. Outdoor recreation	Yes	27.9%	33.3%	31.0%	10.0%	34.1%	26.0%	26.3%	28.0%	33.3%	33.3%	41.7%	31.3%	24.7%
	No	69.1%	66.7%	61.9%	90.0%	58.5%	72.4%	71.1%	64.0%	63.3%	66.7%	58.3%	66.3%	71.8%
	Other/don't know	2.9%	.0%	7.1%	.0%	7.3%	1.6%	2.6%	8.0%	3.3%	.0%	.0%	2.4%	3.5%
12. Conducting business	Yes	5.9%	9.5%	7.1%	30.0%	4.9%	9.4%	13.2%	12.0%	10.0%	.0%	8.3%	8.4%	8.2%
	No	73.5%	47.6%	52.4%	40.0%	43.9%	61.4%	71.1%	48.0%	46.7%	53.3%	58.3%	51.8%	62.4%
	Other/don't know	20.6%	42.9%	40.5%	30.0%	51.2%	29.1%	15.8%	40.0%	43.3%	46.7%	33.3%	39.8%	29.4%
13. Government/Post office	Yes	1.5%	2.4%	4.8%	.0%	2.4%	2.4%	.0%	.0%	6.7%	.0%	8.3%	2.4%	2.4%
	No	77.9%	50.0%	52.4%	60.0%	46.3%	65.4%	81.6%	52.0%	50.0%	46.7%	58.3%	54.2%	67.1%
	Other/don't know	20.6%	47.6%	42.9%	40.0%	51.2%	32.3%	18.4%	48.0%	43.3%	53.3%	33.3%	43.4%	30.6%

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
14a. What are the top two reasons you most often visit downtown Cape Girardeau?	Special event	30.6%	28.9%	22.9%	60.0%	24.3%	35.1%	20.0%	34.8%	21.4%	25.0%	36.4%	29.3%	35.5%
	Shopping	12.9%	13.2%	31.4%	30.0%	18.9%	18.4%	17.1%	26.1%	14.3%	25.0%	18.2%	14.7%	22.4%
	Dining	6.5%	18.4%	22.9%	10.0%	10.8%	14.0%	5.7%	4.3%	25.0%	25.0%	18.2%	17.3%	9.2%
	Night life/entertainment	32.3%	13.2%	8.6%	.0%	16.2%	19.3%	34.3%	21.7%	17.9%	8.3%	9.1%	20.0%	17.1%
	Outdoor recreation	8.1%	10.5%	.0%	.0%	13.5%	3.5%	8.6%	8.7%	3.6%	8.3%	9.1%	5.3%	6.6%
	Conducting business	1.6%	5.3%	5.7%	.0%	5.4%	2.6%	2.9%	.0%	7.1%	.0%	.0%	4.0%	2.6%
	Government/Post Office	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
	Other	8.1%	10.5%	8.6%	.0%	10.8%	7.0%	11.4%	4.3%	10.7%	8.3%	9.1%	9.3%	6.6%

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
14b. What are the top two reasons you most often visit downtown Cape Girardeau?	Special event	13.0%	23.3%	8.7%	.0%	14.8%	12.9%	12.0%	18.8%	4.5%	.0%	33.3%	14.5%	12.3%
	Shopping	15.2%	20.0%	4.3%	42.9%	22.2%	15.3%	16.0%	18.8%	13.6%	12.5%	11.1%	14.5%	19.3%
	Dining	28.3%	16.7%	56.5%	28.6%	25.9%	35.3%	40.0%	6.3%	45.5%	37.5%	44.4%	30.9%	35.1%
	Nightlife/entertainment	30.4%	20.0%	13.0%	.0%	22.2%	20.0%	16.0%	37.5%	9.1%	12.5%	11.1%	14.5%	26.3%
	Outdoor recreation	2.2%	16.7%	4.3%	14.3%	3.7%	8.2%	.0%	12.5%	4.5%	37.5%	.0%	10.9%	3.5%
	Conducting business	8.7%	.0%	8.7%	14.3%	.0%	8.2%	16.0%	.0%	13.6%	.0%	.0%	9.1%	3.5%
	Government/Post Office	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
	Other	2.2%	3.3%	4.3%	.0%	11.1%	.0%	.0%	6.3%	9.1%	.0%	.0%	5.5%	.0%

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
15. How easy would you say it is to find your way around downtown Cape Girardeau?	Very easy	61.8%	66.7%	59.5%	60.0%	61.0%	62.2%	55.3%	72.0%	53.3%	66.7%	75.0%	66.3%	57.6%
	Somewhat easy	32.4%	21.4%	21.4%	20.0%	29.3%	25.2%	34.2%	20.0%	33.3%	20.0%	16.7%	22.9%	29.4%
	Somewhat difficult	5.9%	7.1%	11.9%	10.0%	7.3%	8.7%	10.5%	.0%	8.7%	.0%	8.3%	8.4%	8.2%
	Very difficult	.0%	2.4%	.0%	10.0%	.0%	1.6%	.0%	4.0%	.0%	6.7%	.0%	.0%	2.4%
	I don't know	.0%	2.4%	7.1%	.0%	2.4%	2.4%	.0%	4.0%	3.3%	6.7%	.0%	2.4%	2.4%

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
16. How convenient would you say that parking is downtown?	Very convenient	17.6%	31.0%	35.7%	40.0%	31.7%	24.4%	18.4%	36.0%	26.7%	40.0%	33.3%	24.1%	28.2%
	Somewhat Convenient	38.2%	42.9%	33.3%	50.0%	39.0%	40.9%	47.4%	36.0%	40.0%	26.7%	50.0%	42.2%	38.8%
	Somewhat inconvenient	26.5%	14.3%	21.4%	10.0%	14.6%	22.0%	18.4%	12.0%	23.3%	20.0%	16.7%	27.7%	12.9%
	Very inconvenient	13.2%	9.5%	4.8%	.0%	12.2%	8.7%	10.5%	12.0%	10.0%	6.7%	.0%	2.4%	16.5%
	I don't know.	4.4%	2.4%	4.8%	.0%	2.4%	3.9%	5.3%	4.0%	.0%	6.7%	.0%	3.6%	3.5%

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
17. How convenient would you say that hours of downtown businesses are?	Very convenient	17.6%	23.8%	21.4%	80.0%	36.6%	18.9%	21.1%	20.0%	23.3%	20.0%	41.7%	25.3%	21.2%
	Somewhat convenient	41.2%	35.7%	28.6%	20.0%	31.7%	37.0%	39.5%	36.0%	46.7%	20.0%	25.0%	32.5%	38.8%
	Somewhat inconvenient	10.3%	16.7%	9.5%	.0%	9.8%	11.8%	10.5%	8.0%	6.7%	6.7%	16.7%	13.3%	9.4%
	Very inconvenient	19.1%	4.8%	11.9%	.0%	7.3%	13.4%	18.4%	4.0%	10.0%	13.3%	.0%	10.8%	12.9%
	I don't know	11.8%	19.0%	28.6%	.0%	14.6%	18.9%	10.5%	32.0%	13.3%	40.0%	16.7%	18.1%	17.6%

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
18. How safe would you say you feel in downtown Cape Girardeau during the day?	Do not feel safe at all	.0%	.0%	.0%	10.0%	.0%	.8%	.0%	.0%	.0%	.0%	8.3%	.0%	1.2%
	2	1.5%	.0%	.0%	.0%	.0%	.8%	.0%	4.0%	.0%	.0%	.0%	.0%	1.2%
	3	5.9%	4.8%	7.1%	10.0%	4.9%	6.3%	5.3%	12.0%	.0%	6.7%	.0%	6.0%	5.9%
	4	32.4%	26.2%	14.3%	40.0%	24.4%	29.1%	36.8%	28.0%	13.3%	20.0%	16.7%	28.9%	27.1%
	Very safe	55.9%	69.0%	71.4%	40.0%	70.7%	58.3%	55.3%	52.0%	83.3%	60.0%	75.0%	59.0%	63.5%
	I don't know	4.4%	.0%	7.1%	.0%	.0%	4.7%	2.6%	4.0%	3.3%	13.3%	.0%	6.0%	1.2%

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
19. How safe would you say you feel in downtown Cape Girardeau at night?	Do not feel safe at all	2.9%	4.8%	7.1%	.0%	4.9%	3.9%	2.6%	4.0%	3.3%	6.7%	.0%	3.6%	4.7%
	2	11.8%	7.1%	9.5%	.0%	4.9%	11.0%	7.9%	12.0%	10.0%	6.7%	.0%	9.6%	9.4%
	3	22.1%	19.0%	23.8%	20.0%	19.5%	23.6%	31.6%	28.0%	10.0%	26.7%	16.7%	21.7%	23.5%
	4	29.4%	26.2%	14.3%	30.0%	29.3%	23.6%	21.1%	8.0%	33.3%	13.3%	33.3%	26.5%	23.5%
	Very safe	27.9%	35.7%	35.7%	30.0%	36.6%	29.1%	31.6%	32.0%	43.3%	26.7%	50.0%	31.3%	30.6%
	I don't know	5.9%	7.1%	9.5%	20.0%	4.9%	8.7%	5.3%	16.0%	.0%	20.0%	.0%	7.2%	8.2%

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
20a. What kinds of additional businesses do you think would make you more likely to visit downtown Cape Girardeau?	More/better restaurants	26.5%	28.6%	23.8%	10.0%	24.4%	28.3%	26.3%	20.0%	13.3%	33.3%	16.7%	26.5%	28.2%
	Clothing stores	11.8%	14.3%	4.8%	.0%	14.6%	7.9%	7.9%	12.0%	6.7%	6.7%	8.3%	6.0%	12.9%
	More shops	11.8%	9.5%	11.9%	20.0%	12.2%	11.0%	13.2%	16.0%	13.3%	20.0%	8.3%	14.5%	8.2%
	Speciality/upscale shops	1.5%	9.5%	9.5%	20.0%	7.3%	6.3%	.0%	4.0%	10.0%	6.7%	33.3%	7.2%	5.9%
	Antique shops	2.9%	7.1%	11.9%	.0%	9.8%	4.7%	2.6%	4.0%	13.3%	.0%	.0%	4.8%	7.1%
	Coffee shop	4.4%	2.4%	2.4%	10.0%	7.3%	2.4%	.0%	16.0%	3.3%	.0%	.0%	4.8%	2.4%
	Book store	16.2%	2.4%	4.8%	10.0%	.0%	12.6%	21.1%	8.0%	.0%	.0%	.0%	4.8%	14.1%
	Art galleries/Shops	7.4%	.0%	2.4%	.0%	2.4%	3.9%	7.9%	4.0%	3.3%	.0%	8.3%	3.6%	3.5%
	Bed and breakfasts/lodging	2.9%	4.8%	2.4%	.0%	4.9%	2.4%	5.3%	.0%	3.3%	13.3%	.0%	3.6%	2.4%
	Grocery store	4.4%	11.9%	2.4%	.0%	7.3%	4.7%	2.6%	8.0%	.0%	6.7%	8.3%	4.8%	5.9%
	other	10.3%	9.5%	23.8%	30.0%	9.8%	15.7%	13.2%	8.0%	33.3%	13.3%	16.7%	19.3%	9.4%

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
20b. What kinds of additional businesses do you think would make you more likely to visit downtown Cape Girardeau?	More/better restaurants	2.2%	15.4%	13.0%	16.7%	15.4%	6.3%	.0%	5.9%	16.7%	.0%	14.3%	8.2%	8.9%
	Clothing stores	20.0%	7.7%	13.0%	.0%	7.7%	17.7%	31.8%	5.9%	5.6%	25.0%	14.3%	12.2%	17.9%
	MOre shops	17.8%	11.5%	13.0%	.0%	15.4%	13.9%	4.5%	29.4%	.0%	14.3%	14.3%	14.3%	14.3%
	Speciality/upscale stores	6.7%	3.8%	13.0%	.0%	3.8%	7.6%	4.5%	5.9%	5.6%	25.0%	.0%	10.2%	3.6%
	Antique shops	4.4%	11.5%	.0%	.0%	7.7%	5.1%	4.5%	5.9%	11.1%	.0%	.0%	8.2%	3.6%
	Coffee shop	6.7%	19.2%	8.7%	.0%	15.4%	7.6%	.0%	11.8%	16.7%	25.0%	.0%	8.2%	10.7%
	Book store	11.1%	11.5%	4.3%	16.7%	15.4%	7.6%	9.1%	17.6%	5.6%	.0%	14.3%	16.3%	3.6%
	Art galleries/shops	17.8%	7.7%	13.0%	16.7%	11.5%	13.9%	22.7%	11.8%	11.1%	25.0%	.0%	4.1%	21.4%
	Bed and breakfasts/lodging	6.7%	11.5%	8.7%	33.3%	7.7%	11.4%	9.1%	5.9%	16.7%	.0%	42.9%	10.2%	10.7%
	Grocery store	6.7%	.0%	13.0%	16.7%	.0%	8.9%	13.6%	.0%	11.1%	.0%	.0%	8.2%	5.4%
	Other	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
21a. What kinds of recreation or entertainment opportunities would make you more likely to visit downtown Cape Girardeau?	More special events	22.1%	42.9%	26.2%	50.0%	31.7%	29.9%	21.1%	32.0%	16.7%	40.0%	25.0%	34.9%	25.9%
	Bands/live concerts/music	30.9%	16.7%	23.8%	.0%	17.1%	26.0%	26.3%	32.0%	26.7%	20.0%	33.3%	20.5%	27.1%
	More restaurants	5.9%	16.7%	7.1%	20.0%	12.2%	8.7%	7.9%	4.0%	6.7%	13.3%	8.3%	9.6%	9.4%
	More bars	14.7%	.0%	7.1%	.0%	7.3%	7.9%	10.5%	12.0%	6.7%	6.7%	.0%	9.6%	5.9%
	Theaters/movies/plays	7.4%	11.9%	14.3%	.0%	7.3%	10.2%	10.5%	8.0%	16.7%	.0%	16.7%	7.2%	11.8%
	Family events	7.4%	4.8%	9.5%	.0%	12.2%	6.3%	10.5%	.0%	13.3%	6.7%	.0%	9.6%	5.9%
	Art Galleries/events	1.5%	2.4%	4.8%	.0%	2.4%	2.4%	2.6%	.0%	3.3%	6.7%	8.3%	1.2%	3.5%
	Other	10.3%	4.8%	7.2%	30.0%	9.7%	9.7%	10.6%	12.0%	10.0%	6.7%	8.3%	7.2%	10.6%

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
21b. What kinds of recreation or entertainment opportunities would make you more likely to visit downtown Cape Girardeau?	More special events	4.7%	20.7%	6.9%	.0%	7.1%	9.5%	8.3%	11.1%	13.6%	20.0%	.0%	7.1%	10.7%
	Bands/live concerts/music	16.3%	13.8%	20.7%	42.9%	14.3%	19.0%	25.0%	.0%	13.6%	.0%	18.2%	23.2%	12.5%
	More restaurants	7.0%	6.9%	3.4%	.0%	3.6%	6.0%	12.5%	.0%	13.6%	.0%	.0%	5.4%	5.4%
	More bars	9.3%	6.9%	6.9%	14.3%	10.7%	7.1%	4.2%	11.1%	18.2%	.0%	.0%	7.1%	8.9%
	Theaters/movies/plays	34.9%	3.4%	10.3%	14.3%	17.9%	17.9%	29.2%	27.8%	13.6%	20.0%	9.1%	16.1%	19.6%
	Family events	14.0%	24.1%	20.7%	14.3%	32.1%	16.7%	8.3%	27.8%	9.1%	40.0%	27.3%	21.4%	19.6%
	Art Galleries/events	11.6%	13.8%	17.2%	.0%	10.7%	14.3%	12.5%	16.7%	4.5%	.0%	27.3%	12.5%	14.3%
	Other	2.3%	10.3%	13.8%	14.3%	3.6%	9.6%	.0%	5.6%	13.6%	20.0%	18.2%	7.2%	9.0%

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
22a. What other physical improvements do you think would make downtown Cape Girardeau more appealing?	Renovation of historic buildings	30.9%	26.2%	38.1%	50.0%	24.4%	37.8%	36.8%	28.0%	26.7%	40.0%	50.0%	33.7%	35.3%
	Better maintained buildings	8.8%	11.9%	11.9%	.0%	17.1%	7.1%	10.5%	8.0%	20.0%	6.7%	16.7%	13.3%	5.9%
	More/better lighting	10.3%	7.1%	9.5%	.0%	9.8%	7.9%	5.3%	8.0%	6.7%	13.3%	8.3%	13.3%	3.5%
	Better signage	1.5%	4.8%	2.4%	10.0%	2.4%	3.1%	.0%	.0%	3.3%	13.3%	.0%	2.4%	3.5%
	Cleaner	7.4%	2.4%	4.8%	.0%	7.3%	3.9%	10.5%	8.0%	.0%	.0%	.0%	4.8%	4.7%
	More/better parking	17.6%	11.9%	7.1%	.0%	9.8%	13.4%	15.8%	8.0%	10.0%	6.7%	.0%	6.0%	18.8%
	New/better sidewalks	5.9%	2.4%	7.1%	.0%	2.4%	5.5%	5.3%	4.0%	3.3%	6.7%	.0%	2.4%	7.1%
	Benches/Greenspace	10.3%	9.5%	4.8%	10.0%	9.8%	7.9%	7.9%	16.0%	3.3%	6.7%	8.3%	8.4%	8.2%
	Boat dock/landing	2.9%	7.1%	4.8%	.0%	2.4%	4.7%	2.6%	4.0%	13.3%	.0%	.0%	4.8%	3.5%
	Other	4.4%	16.7%	9.5%	30.0%	14.6%	8.7%	5.3%	16.0%	13.3%	6.7%	16.7%	10.8%	9.4%

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
22b. What other physical improvements do you think would make downtown Cape Girardeau more appealing?	Renovation of historic buildings	17.1%	8.3%	4.2%	.0%	8.0%	10.6%	18.8%	7.7%	.0%	.0%	14.3%	6.8%	12.8%
	Better maintained buildings	11.4%	33.3%	20.8%	60.0%	20.0%	24.2%	18.8%	30.8%	5.0%	40.0%	28.6%	27.3%	19.1%
	More/better lighting	5.7%	12.5%	16.7%	20.0%	16.0%	9.1%	.0%	15.4%	10.0%	40.0%	14.3%	9.1%	12.8%
	Better signage	8.6%	8.3%	12.5%	.0%	8.0%	9.1%	.0%	7.7%	15.0%	.0%	.0%	9.1%	8.5%
	Cleaner	14.3%	4.2%	.0%	20.0%	4.0%	10.6%	12.5%	15.4%	5.0%	.0%	.0%	4.5%	12.8%
	More/better parking	17.1%	.0%	20.8%	.0%	16.0%	10.6%	18.8%	7.7%	15.0%	.0%	28.6%	15.9%	8.5%
	New/better sidewalks	14.3%	12.5%	.0%	.0%	4.0%	10.6%	12.5%	.0%	20.0%	.0%	.0%	6.8%	10.6%
	Benches/Greenspace	8.6%	16.7%	8.3%	.0%	16.0%	7.6%	12.5%	15.4%	15.0%	.0%	.0%	11.4%	8.5%
	Boat dock/landing	.0%	.0%	12.5%	.0%	4.0%	4.5%	6.3%	.0%	5.0%	.0%	14.3%	2.3%	6.4%
	Other	2.9%	4.2%	4.2%	.0%	4.0%	3.0%	.0%	.0%	10.0%	20.0%	.0%	6.8%	.0%

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
23. Excluding lodging, how much money are you likely to spend in downtown Cape Girardeau during this visit?	less than \$50	58.8%	38.1%	40.5%	30.0%	41.5%	51.2%	60.5%	52.0%	33.3%	40.0%	8.3%	44.6%	52.9%
	\$50 - \$99	20.6%	31.0%	26.2%	30.0%	14.6%	27.6%	18.4%	32.0%	6.7%	20.0%	58.3%	26.5%	22.4%
	\$100 - \$199	11.8%	14.3%	26.2%	10.0%	26.8%	11.8%	13.2%	8.0%	33.3%	26.7%	25.0%	15.7%	15.3%
	\$200 or more	5.9%	16.7%	7.1%	30.0%	17.1%	7.9%	5.3%	4.0%	26.7%	13.3%	8.3%	10.8%	9.4%
	Other/don't know	2.9%	.0%	.0%	.0%	.0%	1.6%	2.6%	4.0%	.0%	.0%	.0%	2.4%	.0%

	31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender		
	18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female	
	%	%	%	%	%	%	%	%	%	%	%	%	%	
24. Retail/boutique shopping	Yes	54.4%	64.3%	40.5%	40.0%	68.3%	48.0%	57.9%	48.0%	53.3%	33.3%	75.0%	45.8%	60.0%
	No	45.6%	33.3%	59.5%	60.0%	31.7%	51.2%	42.1%	52.0%	46.7%	60.0%	25.0%	53.0%	40.0%
	other, don't know	.0%	2.4%	.0%	.0%	.0%	.8%	.0%	.0%	.0%	6.7%	.0%	1.2%	.0%
25. Biking	Yes	29.4%	38.1%	33.3%	40.0%	41.5%	30.7%	31.6%	28.0%	43.3%	53.3%	58.3%	37.3%	29.4%
	No	69.1%	59.5%	66.7%	60.0%	56.1%	68.5%	65.8%	72.0%	53.3%	46.7%	41.7%	61.4%	69.4%
	other, don't know	1.5%	2.4%	.0%	.0%	2.4%	.8%	2.6%	.0%	3.3%	.0%	.0%	1.2%	1.2%
26. Antique shopping	Yes	32.4%	52.4%	61.9%	50.0%	51.2%	47.2%	36.8%	44.0%	50.0%	40.0%	75.0%	37.3%	58.8%
	No	67.6%	45.2%	38.1%	50.0%	48.8%	52.0%	63.2%	56.0%	50.0%	53.3%	25.0%	61.4%	41.2%
	other, don't know	.0%	2.4%	.0%	.0%	.0%	.8%	.0%	.0%	.0%	6.7%	.0%	1.2%	.0%
27. Golf	Yes	11.8%	11.9%	19.0%	30.0%	14.6%	14.2%	10.5%	12.0%	26.7%	20.0%	25.0%	21.7%	7.1%
	No	88.2%	85.7%	81.0%	70.0%	82.9%	85.8%	89.5%	88.0%	70.0%	80.0%	75.0%	78.3%	91.8%
	other, don't know	.0%	2.4%	.0%	.0%	2.4%	.0%	.0%	.0%	3.3%	.0%	.0%	.0%	1.2%
28. Seeing live music	Yes	17.6%	28.6%	40.5%	20.0%	36.6%	22.0%	26.3%	8.0%	40.0%	46.7%	50.0%	33.7%	17.6%
	No	80.9%	71.4%	59.5%	80.0%	63.4%	77.2%	73.7%	92.0%	60.0%	53.3%	41.7%	65.1%	82.4%
	other, don't know	1.5%	.0%	.0%	.0%	.0%	.8%	.0%	.0%	.0%	.0%	8.3%	1.2%	.0%
29. Walking/hiking	Yes	66.2%	73.8%	64.3%	80.0%	70.7%	66.9%	76.3%	72.0%	66.7%	60.0%	83.3%	68.7%	67.1%
	No	30.9%	21.4%	35.7%	20.0%	26.8%	30.7%	21.1%	28.0%	33.3%	33.3%	16.7%	28.9%	30.6%
	other, don't know	2.9%	4.8%	.0%	.0%	2.4%	2.4%	2.6%	.0%	.0%	6.7%	.0%	2.4%	2.4%
30. Fine dining	Yes	51.5%	47.6%	61.9%	50.0%	65.9%	49.6%	55.3%	48.0%	63.3%	60.0%	75.0%	51.8%	55.3%
	No	47.1%	50.0%	38.1%	50.0%	34.1%	48.8%	42.1%	52.0%	33.3%	40.0%	25.0%	47.0%	43.5%
	other, don't know	1.5%	2.4%	.0%	.0%	.0%	1.6%	2.6%	.0%	3.3%	.0%	.0%	1.2%	1.2%

	31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender		
	18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female	
	%	%	%	%	%	%	%	%	%	%	%	%	%	
31. In which of the following age groups are you?	18-34	100.0%	.0%	.0%	.0%	19.5%	47.2%	89.5%	56.0%	16.7%	13.3%	8.3%	37.3%	43.5%
	35-49	.0%	100.0%	.0%	.0%	51.2%	16.5%	2.6%	20.0%	33.3%	53.3%	25.0%	24.1%	25.9%
	50-64	.0%	.0%	100.0%	.0%	26.8%	24.4%	2.6%	12.0%	43.3%	33.3%	50.0%	31.3%	18.8%
	65 or over	.0%	.0%	.0%	100.0%	.0%	7.9%	2.6%	12.0%	6.7%	.0%	16.7%	7.2%	4.7%
	other, don't know, refused	.0%	.0%	.0%	.0%	2.4%	3.9%	2.6%	.0%	.0%	.0%	.0%	.0%	7.1%

	31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender		
	18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female	
	%	%	%	%	%	%	%	%	%	%	%	%	%	
32. Children<18	Yes	11.8%	50.0%	26.2%	.0%	100.0%	.0%	10.5%	20.0%	36.7%	33.3%	25.0%	22.9%	25.9%
	No	88.2%	50.0%	73.8%	100.0%	.0%	100.0%	89.5%	80.0%	63.3%	66.7%	75.0%	77.1%	74.1%
	other, don't know	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%

	31. In which of the following age groups are you?						33. Household income								
	18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female		
	%	%	%	%	%	%	%	%	%	%	%	%	%		
33. Household income	Under \$25,000	50.0%	2.4%	2.4%	10.0%	9.8%	26.8%	100.0%	.0%	.0%	.0%	.0%	.0%	19.3%	25.9%
	\$25-\$49,999	20.6%	11.9%	7.1%	30.0%	12.2%	15.7%	.0%	100.0%	.0%	.0%	.0%	.0%	12.0%	17.6%
	\$50-\$74,999	7.4%	23.8%	31.0%	20.0%	26.8%	15.0%	.0%	.0%	100.0%	.0%	.0%	.0%	21.7%	14.1%
	\$75-\$99,999	2.9%	19.0%	11.9%	.0%	12.2%	7.9%	.0%	.0%	.0%	100.0%	.0%	.0%	10.8%	7.1%
	\$100,000+	1.5%	7.1%	14.3%	20.0%	7.3%	7.1%	.0%	.0%	.0%	.0%	100.0%	.0%	8.4%	5.9%
	other, don't know, refused	17.6%	35.7%	33.3%	20.0%	31.7%	27.6%	.0%	.0%	.0%	.0%	.0%	.0%	27.7%	29.4%

	31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender			
	18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female		
	%	%	%	%	%	%	%	%	%	%	%	%	%		
34. Gender	Male	45.6%	47.6%	61.9%	60.0%	46.3%	50.4%	42.1%	40.0%	60.0%	60.0%	60.0%	58.3%	100.0%	.0%
	Female	54.4%	52.4%	38.1%	40.0%	53.7%	49.6%	57.9%	60.0%	40.0%	40.0%	40.0%	41.7%	.0%	100.0%