

COMMUNITY TELEPHONE SURVEY REPORT

FINAL SURVEY FINDINGS AND RESULTS

CITY OF SEDALIA, MISSOURI

September, 2007



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ACKNOWLEDGMENTS



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



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SECTION I

EXECUTIVE SUMMARY

In September 2007, UNICOM-ARC conducted a telephone survey of residents in Sedalia Missouri, drawn from a random sample of residents throughout the community. The purpose of the survey was to learn about public perceptions of and priorities for the downtown area in collaboration with the DREAM Initiative.

Three hundred (300) interviews were completed, and a sample of this size yields an overall error margin of $\pm 5.5\%$.

A. Priorities for Community

At the beginning of the survey, respondents were asked to prioritize five potential improvements that "that might improve the quality of life in a given area" using a 5-point scale, where "5" indicated the improvement should be a top priority and "1" indicated the item should be a very low priority. Two-thirds of respondents (66.7%) answered that "repairing major streets" should be a high priority (4-5) for the City, and 59.0% placed a high priority on "improving emergency services."

Half of respondents placed a high priority on "upgrading parks and recreation facilities" (51.7%, 4-5) and "revitalizing the Sedalia downtown area" (50.3%). Less than a majority put a high priority on "attracting more big box retail development" (45.0%).

B. Visiting Downtown

Respondents were asked how often they visit downtown. A plurality (38.7%) answered that they visit downtown "more than five times a month." Another one-third (34.3%) visit downtown "one to five times per month." Smaller percentages of respondents said that they visit downtown "less than once a month" (17.3%), and "once a year or less" (9.3%).

Respondents were then read a list of reasons for visiting downtown and asked how often they conduct these activities in downtown Sedalia. Respondents indicated they were most likely to visit downtown to utilize the post office or government facilities or to conduct business:

- Government/post office (61.2% very/somewhat often)
- Conducting business (53.2%)
- Shopping (40.1%)
- Special events (38.8%)
- Dining (30.8%)
- Entertainment (26.4%)
- Outdoor recreation, such as walking (22.4%)

When asked which one of these reasons respondents would most often visit downtown, a plurality of respondents indicated “conducting business” (29.1%). Another one-quarter (26.1%) answered “conducting business.”

C. Views of the Current Sedalia Downtown

Respondents were read a list of eleven characteristics of a downtown and asked to rate conditions in downtown Sedalia. Very few respondents rated Sedalia as “excellent” in any category. (None of the characteristics tested was rated as “excellent” by more than one in ten respondents.) Majorities, however, rated all but four items as “excellent” or “good.”

Three characteristics were highly rated by more than six in ten respondents:

- Signs to help people find their way around (65.0% excellent/good)
- Condition of sidewalks (62.3%)
- Convenient business hours (62.0%)

Four other characteristics were rated highly by majorities of respondents:

- Preservation of historic structures (57.0% excellent/good)
- Diverse mix of businesses (56.7%)
- Condition of streets (54.3%)
- Convenient parking (50.0%)

Fewer than half of respondents rated four other items as “excellent” or “good:”

- Dining options (41.0% excellent/good)
- Occupied storefronts (38.7%)
- Available green space (37.0%)
- Entertainment options (31.0%)

The vast majority of respondents (88.0%) suggested that it is “very” or “somewhat” important that downtown Sedalia work to retain its historic character (51.7% - very, 36.3% - somewhat). Only 11.0% indicated that doing so is “not very” or “not at all” important.

D. Priorities for Types of Downtown Businesses

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 Sedalia should place on bringing each type of business to its own downtown area.

Only three types of businesses were viewed as a high priority by majorities of respondents:

- Department store or other “anchor” store (60.3%, 4-5 on a five-point scale)
- Casual dining (55.7%)
- Clothing stores (53.3%)

Five other types of businesses were seen as a high priority to approximately two-fifths of respondents:

- Upscale dining (48.7%, 4-5)
- Ice cream shop/soda fountain (45.7%)
- Bookstore (45.0%)
- Upscale specialty shops (43.7%)
- Art galleries and shops (43.0%)

The remaining businesses were a high priority for fewer than four in ten respondents:

- Shoe stores (37.3%, 4-5)
- Lodging such as hotel, motel or bed and breakfast (36.0%)
- Coffee shop (33.7%)
- Antique shops (27.3%)
- Bars/nightclubs (14.3%)

When respondents were asked to choose the one business they would most like to see in downtown Sedalia, the top response was “department/anchor store” (19.3%) followed closely by “casual dining” (17.3%).

E. Priorities for Other Downtown Improvements

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.

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

- Improving building facades (68.3%, 4-5 on a five-point scale)
- Making the area more pedestrian-friendly (61.7%)
- Adding new parking spaces or lots (54.7%)

Six other potential improvements tested in the survey were considered a high priority by less than half of respondents:

- Improving lighting (49.3% 4-5)
- Moving utilities underground (49.3%)
- Developing second-story residential space (48.3%)
- Adding green space (44.0%)
- Stricter building code enforcement (40.7%)
- Improving signage to help people find their way around (40.3%)

F. Communication about Downtown

When asked to indicate their primary and secondary sources of information about downtown Sedalia, a total of 69.3% answered that they get their information (primary and secondary) from "a local newspaper." Two in five (41.5%) also answered that "word-of-mouth" is a primary or secondary source of information about downtown. One-third also receive information from the "radio" (29.0%). A majority (39.9%) answered "other," and those detailed responses are included elsewhere in this report.

G. Key Points

- ✓ Among five "quality of life" improvements, respondents placed the highest priority on repairing major streets and placed the lowest priority on attracting more big box retail development.
- ✓ Most respondents indicated that they visit downtown more than five times a month and said they most often utilize downtown for conducting business and government or post office business.
- ✓ Respondents gave especially high marks to signage, convenient business and condition of the sidewalks in downtown. Items such as occupied storefronts and entertainment options were viewed less favorably.
- ✓ Majorities of respondents placed high priorities on adding a department or anchor store, more casual dining options, and more clothing stores downtown.
- ✓ Among several potential downtown improvements, respondents were most likely to place a high priority on improving building facades and making the area more pedestrian-friendly.
- ✓ Respondents indicated that they receive information about downtown from a variety of sources, especially through local newspapers and word-of-mouth.

SECTION II

OVERVIEW OF DATA

In September 2007, UNICOM-ARC conducted a telephone survey of residents in Sedalia, Missouri, drawn from a random sample of residents throughout the community. The purpose of the survey was to learn about public perceptions of and priorities for the downtown area in collaboration with the DREAM Initiative.

Three hundred (300) interviews were completed, and a sample of this size yields an overall error margin of $\pm 5.5\%$. This overview provides overall results of questions asked in the survey, in the order in which they were asked.

| | | % |
|--|-------------------|-------|
| 1. Thinking about the Sedalia, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction? | right | 54.0% |
| | mixed | 14.0% |
| | wrong | 23.0% |
| | other, don't know | 9.0% |

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

| | top priority (5) | high priority (4-5) | 3 | low priority (1-2) | other, don't know |
|---|------------------|---------------------|-------|--------------------|-------------------|
| 2. Revitalizing the Sedalia downtown area | 28.0% | 50.3% | 24.7% | 20.3% | 4.7% |
| 3. Repairing major streets | 45.7% | 66.7% | 19.0% | 11.3% | 3.0% |
| 4. Improving emergency services | 33.3% | 59.0% | 23.0% | 13.3% | 4.7% |
| 5. Upgrading parks and recreation facilities | 25.7% | 51.7% | 28.3% | 16.7% | 3.3% |
| 6. Attracting more big box retail development | 26.3% | 45.0% | 22.7% | 24.3% | 8.0% |

| | % | |
|---|------------------------------|-------|
| 7. How often do you visit downtown Sedalia? | once a year or less | 9.3% |
| | less than once a month | 17.3% |
| | one to five times a month | 34.3% |
| | more than five times a month | 38.7% |
| | other (specify) | .3% |
| | don't visit downtown | .0% |
| | other, don't know | .0% |

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

| | <i>very often</i> | very/ somewhat often | not very often/ not at all | other, don't know |
|---|-------------------|----------------------------|----------------------------------|----------------------|
| 8. shopping | 10.4% | 40.1% | 59.5% | .3% |
| 9. dining | 5.4% | 30.8% | 68.9% | .3% |
| 10. entertainment | 5.7% | 26.4% | 73.2% | .3% |
| 11. outdoor recreation, such as walking | 9.0% | 22.4% | 76.9% | .7% |
| 12. special events | 9.4% | 38.8% | 60.9% | .3% |
| 13. government/post office | 27.1% | 61.2% | 38.8% | .0% |
| 14. conducting business | 17.1% | 53.2% | 46.2% | .7% |

| | % |
|---|-------|
| 15. Of the items listed above, which would you say is the one reason you most often visit downtown Sedalia? | |
| shopping | 16.7% |
| dining | 8.4% |
| entertainment | 5.4% |
| outdoor recreation, such as walking | 2.7% |
| special events | 6.0% |
| government/post office | 26.1% |
| conducting business | 29.1% |
| other, don't know | 5.7% |

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

| | <i>excellent</i> | excellent/ good | not so good/ poor | other, don't know |
|--|------------------|--------------------|----------------------|----------------------|
| 16. signs to help people find their way around | 6.7% | 65.0% | 30.3% | 4.7% |
| 17. convenient business hours | 5.3% | 62.0% | 32.3% | 5.7% |
| 18. available green space | 3.7% | 37.0% | 49.0% | 14.0% |
| 19. preservation of historic structures | 4.7% | 57.0% | 40.7% | 2.3% |
| 20. occupied storefronts | 1.0% | 38.7% | 57.0% | 4.3% |
| 21. convenient parking | 6.3% | 50.0% | 49.0% | 1.0% |
| 22. diverse mix of businesses | 3.7% | 56.7% | 41.7% | 1.7% |
| 23. dining options | 2.3% | 41.0% | 56.0% | 3.0% |
| 24. entertainment options | 1.3% | 31.0% | 64.7% | 4.3% |
| 25. condition of streets | 1.7% | 54.3% | 44.3% | 1.3% |
| 26. condition of sidewalks | 3.3% | 62.3% | 32.3% | 5.3% |

| | | % |
|--|----------------------------|--------------|
| 27. How important would you say it is that downtown Sedalia work to retain its historic character? | very important | 51.7% |
| | somewhat important | 36.3% |
| | not very important | 7.7% |
| | not at all important | 3.3% |
| | other, don't know | 1.0% |
| | very/somewhat | 88.0% |
| | not very/not at all | 11.0% |

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 Sedalia 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.

| | <i>top priority (5)</i> | high priority (4-5) | 3 | low priority (1-2) | other, don't know |
|--|---------------------------------|---------------------------|-------|--------------------------|-------------------------|
| 28. lodging such as hotel, motel or b&b | 17.7% | 36.0% | 28.3% | 31.7% | 4.0% |
| 29. casual dining | 28.3% | 55.7% | 23.3% | 16.0% | 5.0% |
| 30. coffee shop | 16.7% | 33.7% | 28.0% | 32.7% | 5.7% |
| 31. ice cream shop/soda fountain | 22.0% | 45.7% | 26.3% | 23.3% | 4.7% |
| 32. upscale specialty shops | 18.7% | 43.7% | 27.3% | 23.0% | 6.0% |
| 33. antique shops | 13.7% | 27.3% | 24.0% | 45.7% | 3.0% |
| 34. art galleries and shops | 20.7% | 43.0% | 27.3% | 25.3% | 4.3% |
| 35. upscale dining | 22.0% | 48.7% | 25.0% | 21.3% | 5.0% |
| 36. clothing stores | 27.7% | 53.3% | 22.3% | 21.3% | 3.0% |
| 37. shoe stores | 19.0% | 37.3% | 29.0% | 29.7% | 4.0% |
| 38. bars/nightclubs | 6.3% | 14.3% | 23.3% | 58.0% | 4.3% |
| 39. bookstore | 24.0% | 45.0% | 26.3% | 24.3% | 4.3% |
| 40. department store or other 'anchor' store | 35.0% | 60.3% | 18.3% | 17.0% | 4.3% |

| | % | |
|--|-------------------------------------|-------|
| 41. Of the items listed above, what business would you most like to see in downtown Sedalia? | lodging such as hotel, motel or b&b | 1.3% |
| | casual dining | 17.3% |
| | coffee shop | 1.0% |
| | ice cream shop/soda fountain | 6.3% |
| | upscale specialty shops | 3.0% |
| | antique galleries and shops | 3.7% |
| | art galleries and shops | 4.7% |
| | upscale dining | 11.0% |
| | clothing stores | 11.7% |
| | shoe stores | 3.3% |
| | bars/nightclubs | 2.0% |
| | bookstore | 6.7% |
| | department or other 'anchor' store | 19.3% |
| | other [specify] | 3.3% |
| don't know | 5.3% | |

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 Sedalia using the same 5-point scale.

| | <i>top priority</i> | high priority (4-5) | 3 | low priority (1-2) | other, don't know |
|--|---------------------|---------------------|-------|--------------------|-------------------|
| 42. adding green space | 21.7% | 44.0% | 25.0% | 21.0% | 10.0% |
| 43. improving lighting | 23.3% | 49.3% | 22.7% | 22.0% | 6.0% |
| 44. moving utilities underground | 33.0% | 49.3% | 19.0% | 27.0% | 4.7% |
| 45. adding new parking spaces or lots | 31.7% | 54.7% | 20.7% | 21.3% | 3.3% |
| 46. stricter code enforcement | 24.7% | 40.7% | 28.0% | 23.0% | 8.3% |
| 47. developing second-story residential space | 25.3% | 48.3% | 24.0% | 23.0% | 4.7% |
| 48. making the area more pedestrian-friendly | 38.0% | 61.7% | 18.0% | 15.0% | 5.3% |
| 49. improving signage to help people find their way around | 22.3% | 40.3% | 28.0% | 28.0% | 3.7% |
| 50. improving building facades | 38.3% | 68.3% | 14.0% | 10.3% | 7.3% |

| | | % |
|--|-----------------------------|-------|
| 52. What would you say is your primary source of information about downtown Sedalia? | local newspaper | 33.0% |
| | television | .3% |
| | radio | 10.3% |
| | Chamber of Commerce website | 2.0% |
| | word of mouth | 19.3% |
| | none | 1.0% |
| | other [specify] | 29.7% |
| | don't know | 4.3% |

| | | % |
|---|-----------------------------|-------|
| 52b. And what is your second most likely source of information? | local newspaper | 36.3% |
| | television | 3.9% |
| | radio | 18.7% |
| | Chamber of Commerce website | 1.1% |
| | word of mouth | 22.2% |
| | none | 4.6% |
| | other [specify] | 10.2% |
| | don't know | 3.2% |

Classification questions

| | | % |
|---------|-------------------|-------|
| 53. Age | 18-34 | 14.0% |
| | 35-49 | 26.0% |
| | 50-64 | 28.7% |
| | 65 or over | 31.3% |
| | other, don't know | .0% |

| | | % |
|--|--------------------|-------|
| 54. How long have you lived in the Sedalia area? | 0-2 years | 5.3% |
| | 3-5 years | 5.3% |
| | 6-10 years | 9.3% |
| | 11-20 years | 16.3% |
| | more than 20 years | 63.7% |
| | other, don't know | .0% |

| | | % |
|------------|----------------------------|-------|
| 55. Income | under \$25,000 | 20.3% |
| | \$25-49,999 | 32.0% |
| | \$50-74,999 | 21.3% |
| | \$75-99,999 | 8.3% |
| | \$100,000 or more | 6.3% |
| | other, don't know, refused | 11.7% |

| | | % |
|------------|--------|-------|
| 56. Gender | male | 50.0% |
| | female | 50.0% |

SECTION III

RESPONSE TO OPEN-ENDED QUESTIONS

41. **Of the items listed above, what business would you most like to see in downtown Sedalia? [other, specify]**

ARCADES

DOLLAR STORES; DIME STORE

HARDWARE STORE

DON'T CARE TO SEE ANY OF THAT DOWN THERE; I DON'T REALLY GO DOWNTOWN

TEENAGE CLUB FOR KIDS TO PLAY GAMES AND HANG OUT WITH SUPERVISION

MOM AND POP SHOPS NEED TO BE IN THE DOWNTOWN AREA

WOULD LIKE TO SEE A HARDWARE STORE DOWNTOWN

CONVENIENCE STORES

SOMETHING FOR THE CHILDREN; A TYPE OF ARCADE; FUN HOUSE

MOVIE THEATER

51. **Are there any other improvements you think should be made to downtown Sedalia?**

RENTING DOWNTOWN PROPERTY SHOULD MAKE THE DOWNTOWN AREA CONDUCTIVE TO TRAFFIC AND CUSTOMERS; MAKE IT ATTRACTIVE TO CUSTOMERS TO SHOP DOWN THERE

ENTERTAINMENT; ADD A MOVIE THEATRE AGAIN; FOR PARKING MAKE A MULTI-STORIED LOT RIGHT OFF OF 2ND OR 3RD STREET AND MAKE A FACADE OUTSIDE TO MAKE IT LOOK HISTORIC

THE BUILDINGS NEED TO BE FIXED UP; THEY ARE VERY OLD; I LIKE THEM; THEY JUST NEED TO REPAIR THEM; THE STREETS NEED FIXED THAT ARE NOT ALREADY FIXED; THEY ARE REPAIRING STREETS ALREADY FIXED

THINGS FOR ELDERLY TO ENJOY; SUCH AS CLUBS THAT THE ELDERLY CAN ENJOY

I THINK THE NORTH PART OF THE DOWNTOWN AREA SHOULD BE BETTER KEPT; THE ALLEYS ARE TRASHY AND SHOULD BE A BETTER PRIORITY; I CONSIDER THE DOWNTOWN AREA FROM 16TH STREET TO BROADWAY AND THAT ENTIRE AREA

GETTING EMPTY BUSINESSES FILLED WITH RETAIL BUSINESSES

PARKING - IT'S HARD TO PARK IN THE DAY TIME WHEN COURT IS GOING; IF YOU GO TO THE COURT HOUSE YOU HAVE TO GET THERE WAY EARLY TO GET A PARKING SPACE OR PARK FAR AWAY; AND I THINK THAT IS RIDICULOUS

THREE BUILDINGS THAT SHOULD BE REPAIRED; REPAIR OLD BUILDINGS - THE YMCA; A BUILDING IS BREAKING AWAY AND IS A PEDESTRIAN DANGER

ROADS; THEY ARE ROUGH; THEY NEED AN OVER LAYER

FIX THE D*** BUILDINGS; RESIDENTIAL BUILDINGS; NO CODE ENFORCEMENT; LANDOWNERS DON'T FIX BUILDINGS AND IT'S LEGAL

MORE SPECIALTY SHOPS AND MORE BUSINESSES THAT HAVE LATER HOURS

GET RID OF THE BARS; GET RID OF ALL THE ABANDONED HOUSES THAT PEOPLE MAKE DRUGS IN; PLACE FOR THE KIDS TO GO; COPS NEED TO BE DOING THEIR JOBS BETTER

A NON SMOKING AND NON DRINKING CLUB WHERE YOU CAN DANCE

CHECKING OUT BUSINESSES BEFORE THEY GO AND TRY TO DO MAKESHIFT; IF PEOPLE DON'T HAVE THE CASH TO DO IT THEY SHOULDN'T HAVE MA AND PA TO DO IT FOR THEM; SHOULDN'T TRY TO HAPHAZARDLY START A BUSINESS

SOME OF THE BUILDINGS ARE NOT IN GOOD REPAIR AND ARE TOO DANGEROUS TO LEAVE STANDING

WE NEED TO HAVE LESS EMPTY STOREFRONTS; LESS CHURCHES AND MORE BUSINESSES; THEY HAVE FILLED THE STOREFRONTS WITH SOME CHURCHES AND THAT DOESN'T DRAW IN MUCH MONEY

WE HAVE NOTHING HERE FOR SHOPPING SO ANYTHING WOULD BE AN IMPROVEMENT; I ALWAYS GO OUT OF TOWN TO SHOP BECAUSE EVERYONE HERE HAS THE SAME THING

MORE UPGRADED SHOPS; BUILDINGS TOO RUN DOWN

TRAFFIC FLOW; LIKE TO HAVE A SQUARE; ONE WAY; OPEN SHOPPING;

SQUARE FOR PEDESTRIAN SAFETY

FIX UP THEIR STORE FRONTS

AT LEAST ONE DOWNTOWN MOVIE HOUSE

THEY NEED TO IMPROVE ON THE TRAFFIC SIGNALS; ROAD SIGNS TO WARN CARS THAT THERE IS A PEDESTRIAN CROSSING; MORE LIGHTING IN THE DOWNTOWN AREA; IT IS REALLY HAZY

THE POST OFFICE SHOULD BE CLOSER TO DOWNTOWN; IT'S HARD TO TELL SOMEONE WHERE IT IS; MAYBE BUSINESSES HAVE EXTENDED HOURS ON FRIDAY NIGHTS AND WEEKENDS

TAKE OUT THE LIGHTS ON EACH CORNER AND MAKE THEM STOP SIGNS BECAUSE IT WASTES A LOT OF TIME BECAUSE THERE IS NOT A LOT OF TRAFFIC

TRY TO GET THE STORE FRONTS OUT AGAIN

BUILDINGS NEED TO BE LOOKED AFTER BETTER AND RESTORED

EVERYTHING IS SO SPACED OUT; YOU HAVE TO WALK SO FAR TO GET ANYWHERE; I MISS THE MALL; THEY SHOULD BRING IT BACK

MORE ENTERTAINMENT LIKE MOVIE THEATERS; MORE DRAW TO THE AREA; MORE HOMETOWN INFLUENCE LIKE HOME TOWN BUSINESSES

BRING IT BACK TO HOW IT USED TO BE

RE-DO STORE FRONTS

CLEAN IT UP; PAINT OVER GRAFFITI

MORE ATTRACTIONS

UPKEEP OF THE BUILDINGS; MORE OF A VARIETY OF STORES

SHOULD MAKE IT MORE PEOPLE FRIENDLY; SHOPS NEED TO BE IMPROVED; MORE BUSINESSES PUT IN

I'D LIKE TO SEE A COVERED SHOPPING MALL

CLEANING UP THE DOWNTOWN AREA; GETTING THE STORE MORE USABLE

LINKING THE BUSINESSES TOGETHER IN A MALL-LIKE FASHION OR INDOOR FACILITY

NEEDS TO ATTRACT MORE STORES TO BRING MORE PEOPLE

I THINK THAT THE NEW BUSINESS COMING TO TOWN SHOULD BE FOCUSING ON THE DOWNTOWN AREA AND NOT SO MUCH HIGHWAY 50 AND 65

SECURING BUILDINGS

CLEAN IT UP

I THINK THAT THERE SHOULD BE MORE POLICE PATROL; I THINK THAT THEY SHOULD HAVE SOMETHING TOWARDS THE BREAKING INTO THE HOUSES LIKE A WATCH OR SOMETHING

GET A BETTER GOVERNMENT; GET RID OF THE DO-NOTHING MAYOR AND THE DO-NOTHING CITY COUNCIL; IT'S A CIRCUS DOWN THERE

I THINK THEY NEED TO CLEAN IT UP; PRESERVE THE BUILDINGS; MAKE SOMETHING OUT OF THEM; OPEN UP THE OLD FOX THEATRE

FRESH GOVERNMENT

I THINK THEY NEED MORE POLICE OFFICERS DOWNTOWN, AT NIGHT, ON FOOT

HAVE DIAGONAL PARKING AND MORE PARKING

MORE ANTIQUE LIGHTING

HISTORIC PRESERVATION

PRESERVE AND TRY TO FILL EMPTY STORES; FILL OCCUPANCY; TOO MANY VACANT STORES

TAX BREAKS TO BUSINESSES

MORE THINGS TO DO RECREATIONAL; USE THE EXTRA SPACE

MORE COMMUNITY ORIENTED 'GET TOGETHERS', MORE FRIENDLY

LESS HOLES IN THE STREETS AND BETTER SIDEWALKS; MAINTENANCE OF THE PARKS

INCREASE PRODUCTIVITY; GET A COUNTRY CLUB TO HELP IT GROW

THE BUSINESS HOURS KILLS US BECAUSE THEY CLOSE AT FIVE PM; THEY NEED TO BE OPEN LATER TO GET MORE BUSINESS

WE NEED TO SHUT THE FOREIGNER'S OFF; SPEND OUR MONEY BACK HOME INSTEAD OF ON IRAQ

SOMETHING FOR THE KIDS TO DO; THIS TOWN HAS NOTHING FOR THE YOUNG POPULATION

THE MAIN THING IS THE PARKING

KEEP ON THE WAY THEY ARE GOING; IT'S CHANGED A LOT FOR THE BETTER

MORE SHOPPING STORES WITHIN WALKING DISTANCE

THEY NEED TO HAVE MORE STORES TO GET THE COPS OUT OF THE STREETS

SOME TYPE OF PUBLIC TRANSPORTATION; OR TOURING TYPE OF CITY

I THINK MORE ENTERTAINMENT

LOWER TAXES

SOME OF THE BUILDINGS NEED TO BE DEMOLISHED; MORE EVENING ENTERTAINMENT

FIX STOP LIGHTS AND UPDATE THEM

RESTORE HISTORY; MAYBE OPEN THE THEATER AGAIN

MORE ENTERTAINMENT TO BRING PEOPLE DOWN THERE; MORE FAMILY FRIENDLY; NOT SO MANY BARS

MORE BUSINESSES

ADD MORE BUSINESSES; MORE PARKING SPACES

BETTER ADVERTISING OF THE ACTIVITIES GOING ON DOWN THERE; IT WOULD BE NICE IF THEY HAD A BICYCLE LANE IN THE DOWNTOWN AREA BECAUSE IT'S JUST WEST OF KATY TRAIL

MORE CASUAL DINING

BUILDINGS SHOULD BE TORN DOWN BEFORE FALLING

BRINGING BACK MOVIE THEATRES WITHOUT THEM BEING THE PORNO KIND; SOME KIND OF FAMILY ENVIRONMENT WOULD BE GREAT

THERE NEEDS TO BE A SHOPPING MALL; NOT SO MANY OF THE SAME KINDS OF RESTAURANTS; MORE PLACES TO HELP PEOPLE WITH BAD CREDIT; AN AMUSEMENT

BETTER STORE FRONTS; BETTER HOURS

GET SOME NEW BUSINESSES; SOMETHING TO REVITALIZE IT - IT HAS DIED

SOME OF THE EMPTY BUILDINGS NEED TO HAVE SOMETHING IN THEM

REPAVING OF THE STREETS; GARAGE SALE SIGNS TO BE PICKED UP

NICER BUILDINGS DOWNTOWN AND MORE CONVENIENT

MORE IN THE OLD DAYS LIKE CLOTHING STORES; FIVE AND DIME STORES;

MORE MOVIE THEATERS

STREETS ARE ALL OUT OF SORTS

IT SHOULD HAVE MORE SHOPPING OPTIONS

THEATER; IT'S A SMALL TOWN AND THERE'S NOTHING TO DO WITH THE KIDS; THE ONE THEATER WE HAVE IS ALMOST OUT OF TOWN AND IF THEIR PARENTS ARE AT WORK THEY CAN'T GET THERE ON THEIR BIKES

I THINK THEY REALLY NEED TO IMPROVE THE SIDEWALKS

SECURITY FOR PEOPLE WHO WANT TO WALK AND LAW ENFORCEMENT

DOWNTOWN SHOULD USE MORE SMALLER BUSINESSES; DON'T KNOW HOW THE CITY RESPONDS TO EVENTS; DO THEY PAY OFF FOR US TO HAVE THEM; WHY USE THE CENTER WHEN THEY DON'T PAY OFF ANYWAY

THEY NEED MORE DISABLED PARKING; THEY NEED A PLACE FOR TEENAGERS TO HANG OUT

PROBABLY MORE EVENTS SUCH AS RAGTIME SHOWS; MORE FESTIVALS

THERE COULD BE SOME IMPROVEMENTS ON SOME OF THE BUILDINGS

BETTER POLICE OFFICERS, LESS CROOKED

MORE CASUAL PLACES TO BRING IN BUYERS

AT CHRISTMAS TIME THE CITY SHOULD PUT IN MORE CHRISTMAS LIGHTS AND MORE DECORATIONS AND THE CITY SHOULD PAY FOR A PORTION OF THE BILL; THEY NEED TO HAVE BUGGY RIDES AT CHRISTMAS THAT WOULD ENCOURAGE PEOPLE TO SHOP

NEED TO BE MORE ACTIVITIES DOWNTOWN

THEY NEED TO EXPAND THE WORK OPPORTUNITIES

THERE ARE SEVERAL STORES IN THE HISTORIC DOWNTOWN THAT ARE RUN DOWN AND WE ARE LOSING OUR HISTORIC DOWNTOWN SHOPS; ALSO NEED A CYBER CAFE SINCE WE DON'T HAVE ONE

GET RID OF COVERING ON THE FRONT OF STORES; GIVE OLD STORES A NEW LOOK

I THINK IT NEEDS TO BE MORE ACCESSIBLE WITH MORE PARKING

BRING IN THE BUSINESS; THERE'S NOTHING MUCH TO GO DOWNTOWN

FOR WINTER TIME WOULD LIKE TO SEE SNOW REMOVAL AND NOT IN THE MIDDLE OF THE STREETS

THERE IS NOTHING DOWNTOWN; BUILDINGS FALLING IN; NEEDS MORE SHOPPING CENTERS

THE STREETS BECAUSE THEY ARE NOT IN THE CONDITION THAT THEY USED TO BE

MAKE THINGS LOOK BETTER AS FAR AS THE BUILDINGS GO BECAUSE THEY ARE RUN DOWN

MORE BUSINESSES SUCH AS CLOTHING STORES

GO ALONG WITH THE GREENERY; I'D SAY THEY NEED MORE TREES, MAKE MORE SPACE FOR PEOPLE

I'D SAY THE ROADS ARE THE BIGGEST CONCERN RIGHT NOW

REDOING ALL THE BUILDINGS TO PRESERVE THEM

NEED BIKE PATHS

BRINGING MORE WELL KNOWN BUSINESSES

GETTING RID OF THE CONSIGNMENT SHOPS

THE WAY THE STOPLIGHTS WORK, HAVE TO STOP TOO MANY TIMES

JUST GET THE ROADS FIXED

TAKE OUT SOME OF THE STOP LIGHTS BECAUSE THERE ARE STOP LIGHTS AT EVERY CORNER AND THERE IS NO TRAFFIC SO THEY AREN'T

NECESSARY; SOME OF THE OLDER BUILDINGS ARE RUN DOWN AND NEED CONSTRUCTION IMPROVEMENTS

A GROCERY STORE

4 WAY STOPS NEED TO BE SAFER; BUILDING FACADES NEED TO BE MORE DEVELOPED; THEY HAVE EXTRA SPACE TO USE

IS DISGRACEFUL; KEEPS PEOPLE FROM GOING IN THAT AREA AND THE MAYOR HAS LET THAT AREA LOOK LIKE TRASH; I THINK THAT'S WHAT KEEPS THE BUSINESSES FROM MOVING DOWN THERE

IT DOESN'T ATTRACT BUSINESS; FLEA MARKETS ARE A PRIME EXAMPLE;

IT LOOKS LIKE A DUMP; TRAIN STATION IS A DUMP

PARK

DOWNTOWN; THEY NEED MORE REPRESENTATION OF THANKSGIVING OR EASTER

**52. What would you say is your primary source of information about downtown Sedalia?
(Other – specify)**

FIRST HAND EXPERIENCE

MYSELF

ON COMMITTEES

WALKING DOWNTOWN

WHAT I HAVE SEEN

DRIVING THROUGH THERE; SEEING FIRST HAND

EVERYDAY EXPERIENCE

SEEING DOWNTOWN

PERSONAL OBSERVATION

MYSELF

DRIVE THROUGH IT EVERYDAY; SEE FIRST HAND

JUST FROM LIVING IN THE AREA

PERSONAL KNOWLEDGE

SELF

PERSONAL KNOWLEDGE

VISUAL

MAGAZINES

MAJOR SIGN THAT SAYS HISTORICAL DOWNTOWN

GOING DOWNTOWN

VISUAL; I GO THERE A LOT

GOING DOWNTOWN

DRIVING BY

MY OWN OBSERVATION; THEY SEEM SO BACKWARDS

I'M THERE ALL THE TIME

PERSONAL EXPERIENCE

LIVED IN TOWN MY ENTIRE LIFE

BY GOING DOWN THERE

GOING DOWN AND VISITING BY MYSELF

GOING INTO TOWN

OWN EXPERIENCE

I'M THERE PRETTY MUCH EVERYDAY

MYSELF; I HAVE LIVED HERE ALL MY LIFE

I THINK THEY SHOULD IMPROVE PARKING

PERSONAL KNOWLEDGE

MY OBSERVATIONS

GOING DOWN AND LOOKING AND SEEING FOR MYSELF

DRIVING DOWN THERE MYSELF

MOSTLY THROUGH WALKING THE DOWNTOWN AREA

PERSONAL EXPERIENCE

PERSONAL EXPERIENCE

SEEN IT MYSELF

PERSONAL EXPERIENCE

REALTOR

SEE IT FOR MYSELF

VISITING THE AREA; DRIVING DOWN THE STREET

VISUAL AND DRIVING THROUGH

PERSONAL EXPERIENCE

EXPERIENCE

I LIVE NEXT TO IT

EXPERIENCE

HELPING PEOPLE FIND THEIR WAY AROUND

PERSONAL EXPERIENCE

USED TO WORK DOWNTOWN

I AM DOWNTOWN AT LEAST THREE TIMES A WEEK

I LIVE HERE AND TRAVEL A LOT TO PLACES WITH DOWNTOWNS

DRIVING AROUND

MY VISION; WHAT I SEE

GOING DOWN THERE OFTEN

MYSELF

I HAVE LIVED HERE ALL LIFE

VISITING

OWN VISIBILITY

I HAVE LIVED HERE ALL MY LIFE

JUST BEING DOWN THERE

TO DRIVE IN THE COMMUNITY

FIRST HAND INFORMATION; WHAT I SEE

WHEN I USE TO GO SHOPPING

VISITING SEDALIA

I GO DOWN THERE MYSELF I HAVE SHOPPED THERE MY WHOLE LIFE

GOING DOWNTOWN

COURTHOUSE

PERSONAL VISITS

COURTHOUSE

PERSONAL EXPERIENCE

JUST LOOKING AROUND

LIVING HERE, PERSONAL KNOWLEDGE

I'VE LIVED HERE ALL MY LIFE

VISITING

TRAFFIC BOARD

JUST OBSERVING THINGS WHEN I AM THERE

LIVED HERE ALL MY LIFE

USED TO LIVE DOWN THERE

MYSELF

DEMOCRAT

MYSELF; LOOKING AROUND

LIVING HERE

LIVING THERE

WHAT I SEE MYSELF

GOING TO IT AND SEEING IT

52b. And what is your second most likely source of information? (Other – specify)

OBSERVATION WHEN I'M DOWN THERE

BUSINESSES

JUST LOOKING AROUND

BILLBOARDS THAT ARE 5 MILES OUT OF TOWN

OBSERVATION; GOING DOWNTOWN

OBSERVATION

PHONEBOOK

I GO DOWN THERE MYSELF ON A REGULAR BASIS

CIRCULARS; HAND OUTS

LIVED HERE ALL MY LIFE

PHARMACY

DRIVING DOWN THE STREET AND LOOKING AT THE PLACE

COMPUTER

PHONE BOOK

THE INTERNET

VISITING THE AREA

LIBRARY

SEDALIA DOWNTOWN DEVELOPMENT

JUST BY VISITING DOWN TOWN

LETTERS

POST OFFICE

GOING THERE

SIGNS

INTERNET AND YELLOW PAGES

LIVING HERE ALL MY LIFE

HISTORY

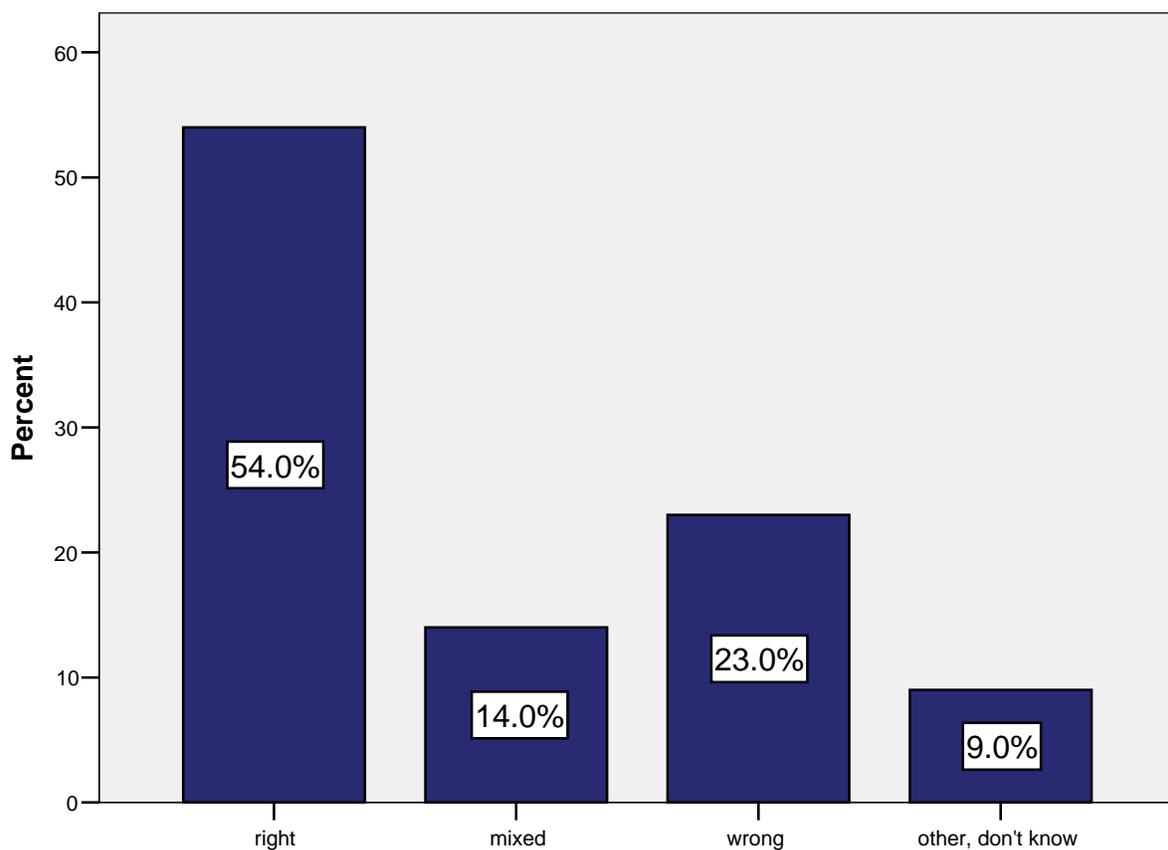
INTERNET

JUST BROWSING

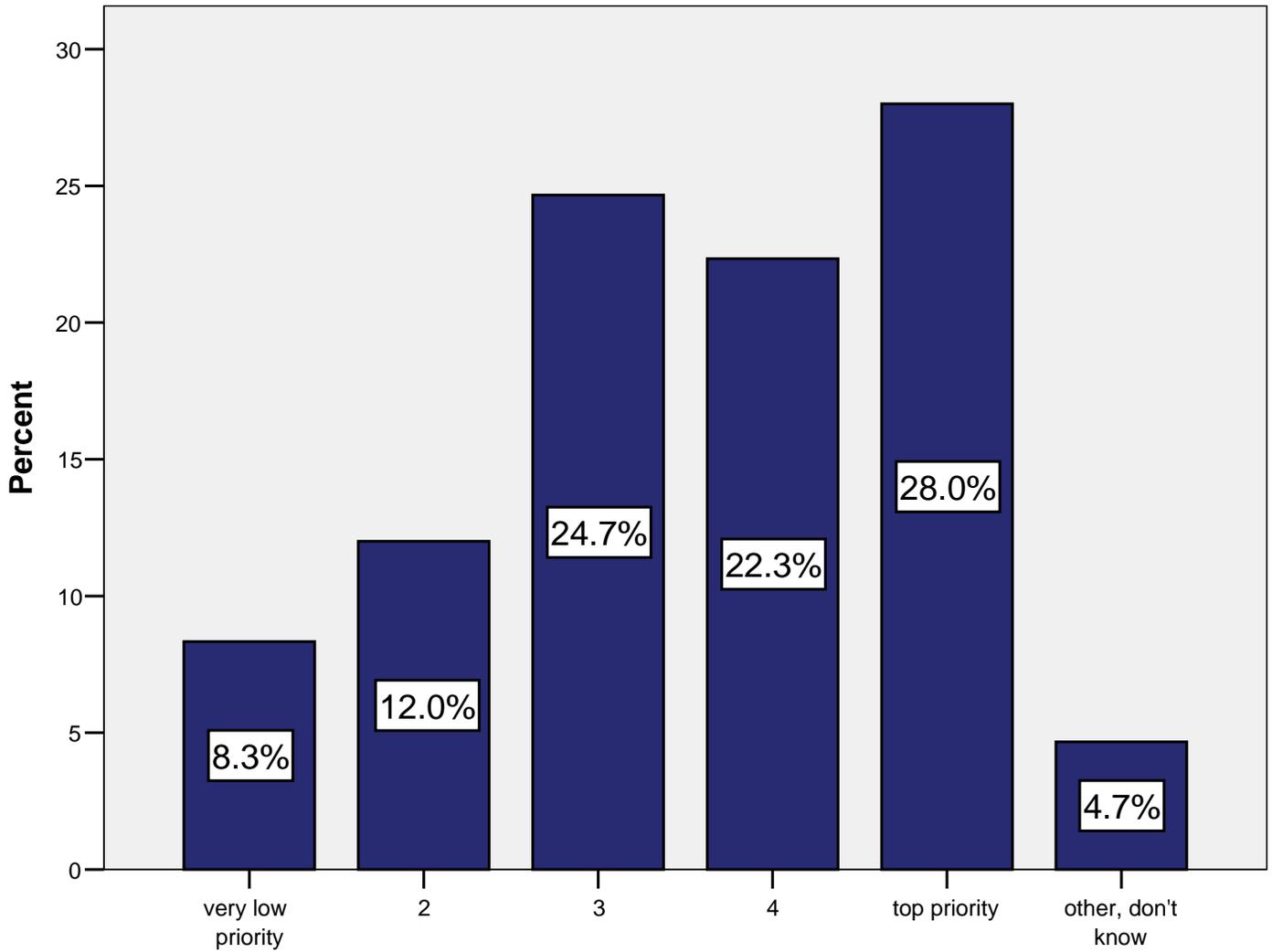
MYSELF

SECTION IV.

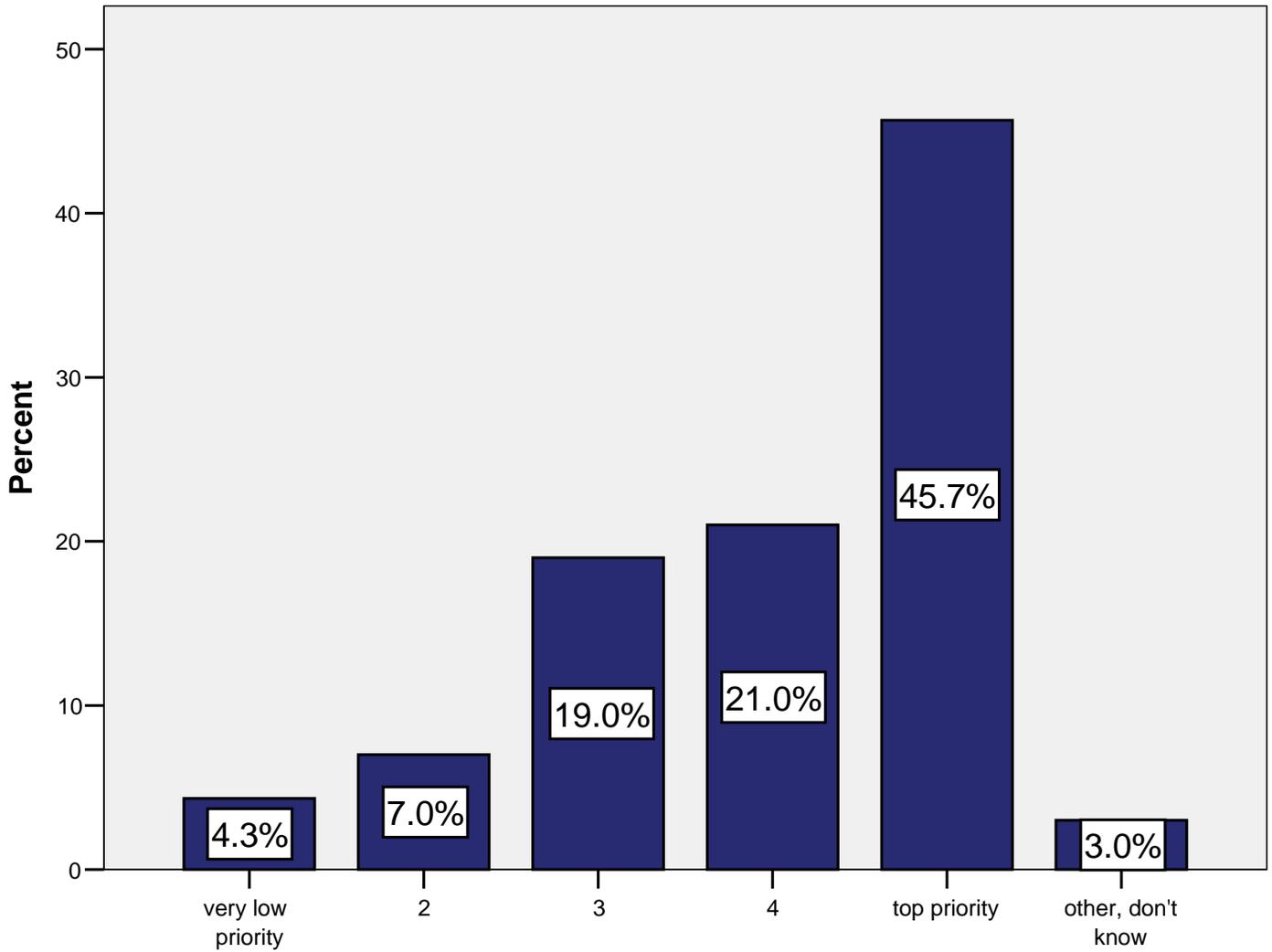
BAR CHARTS



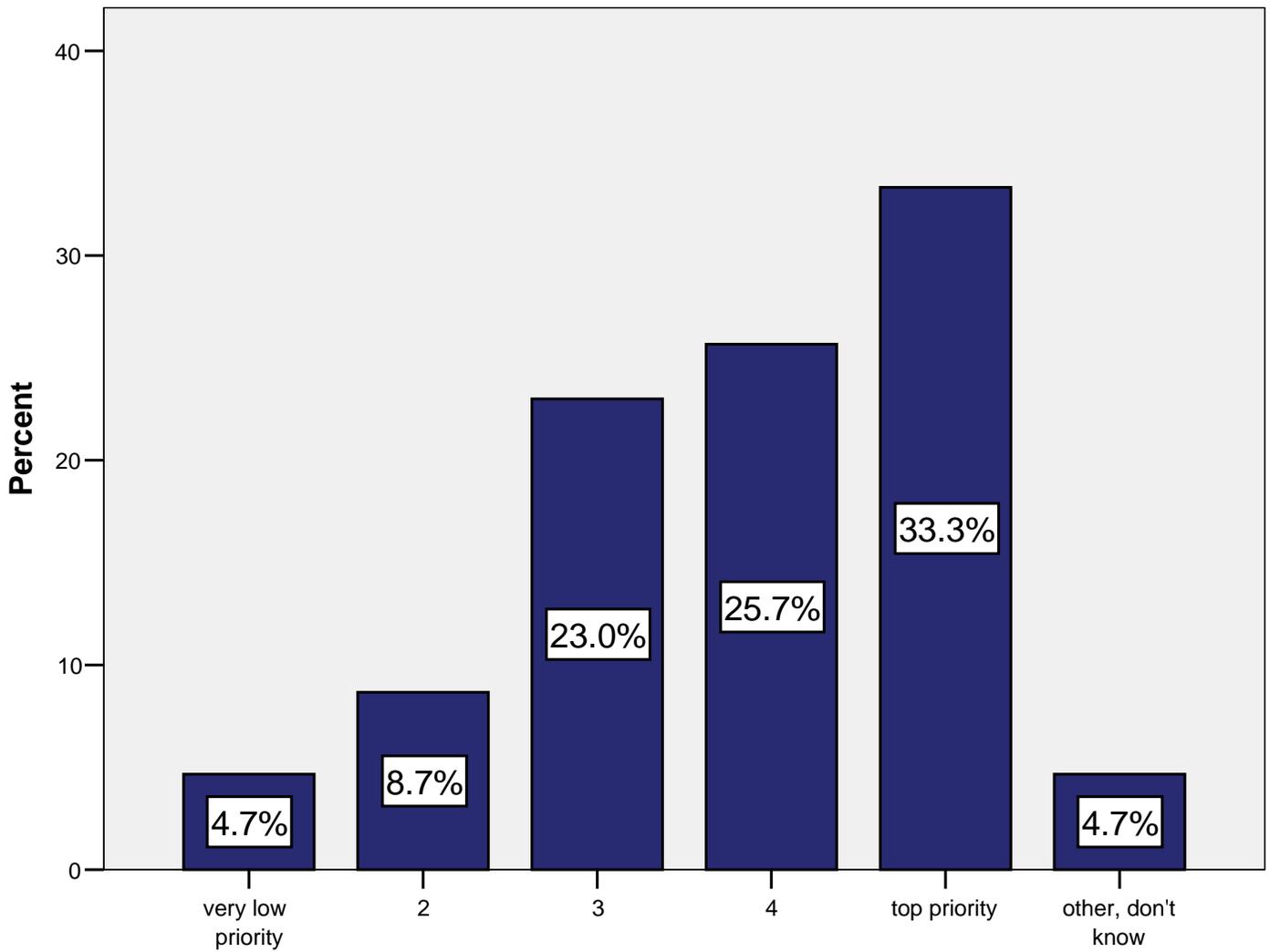
1. Thinking about the Sedalia, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?



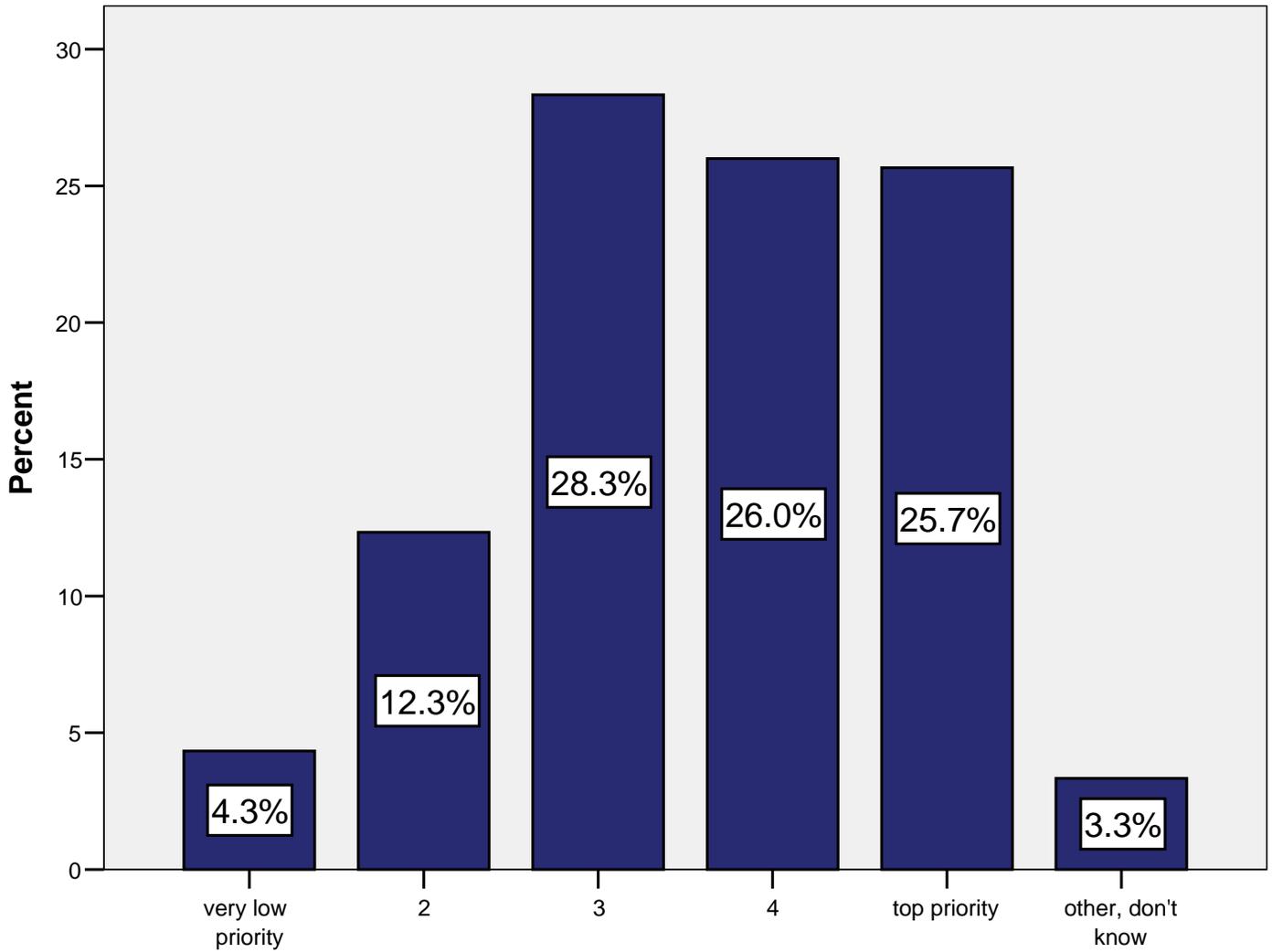
2. Revitalizing the Sedalia downtown area



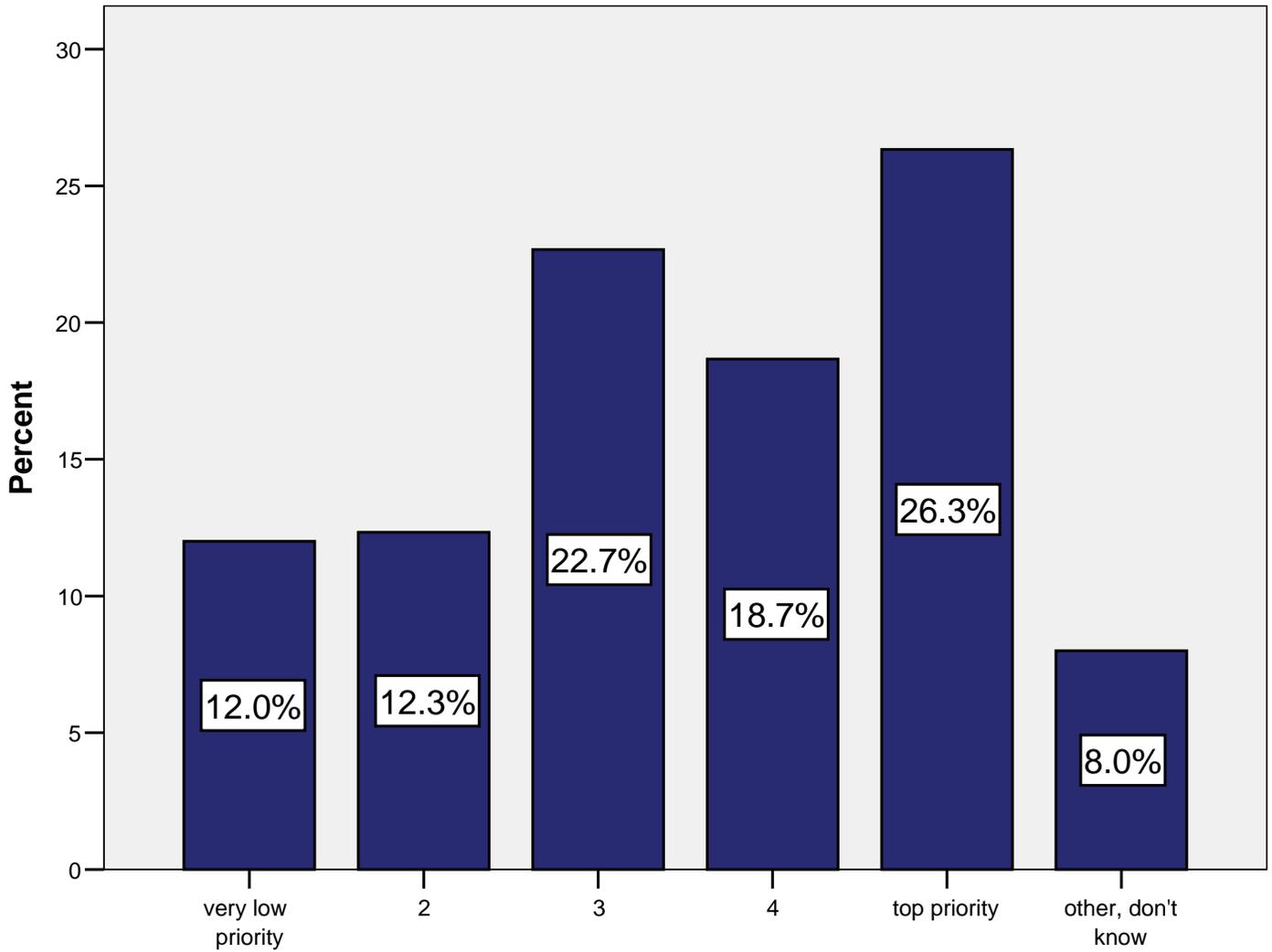
3. Repairing major streets



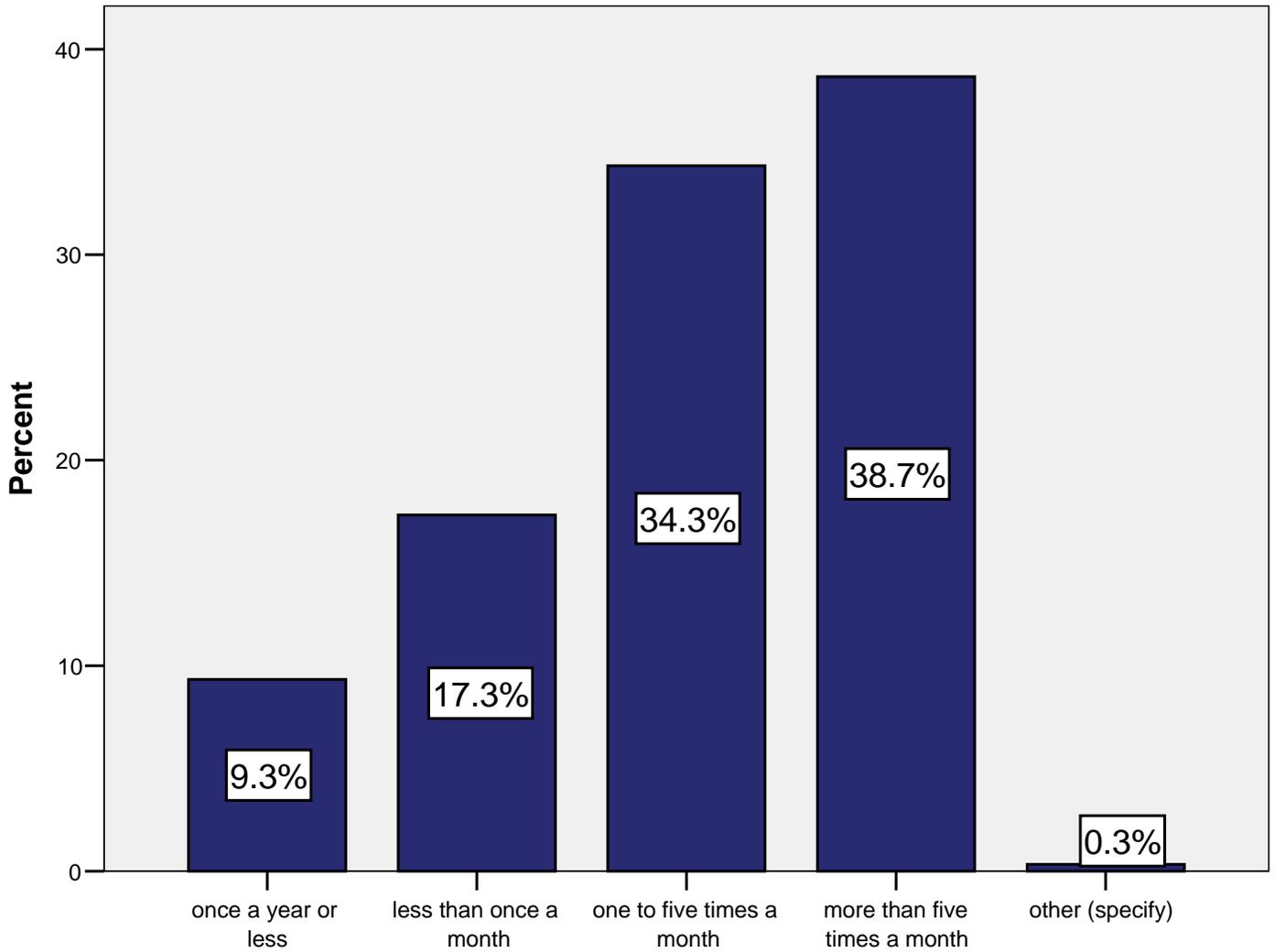
4. Improving emergency services



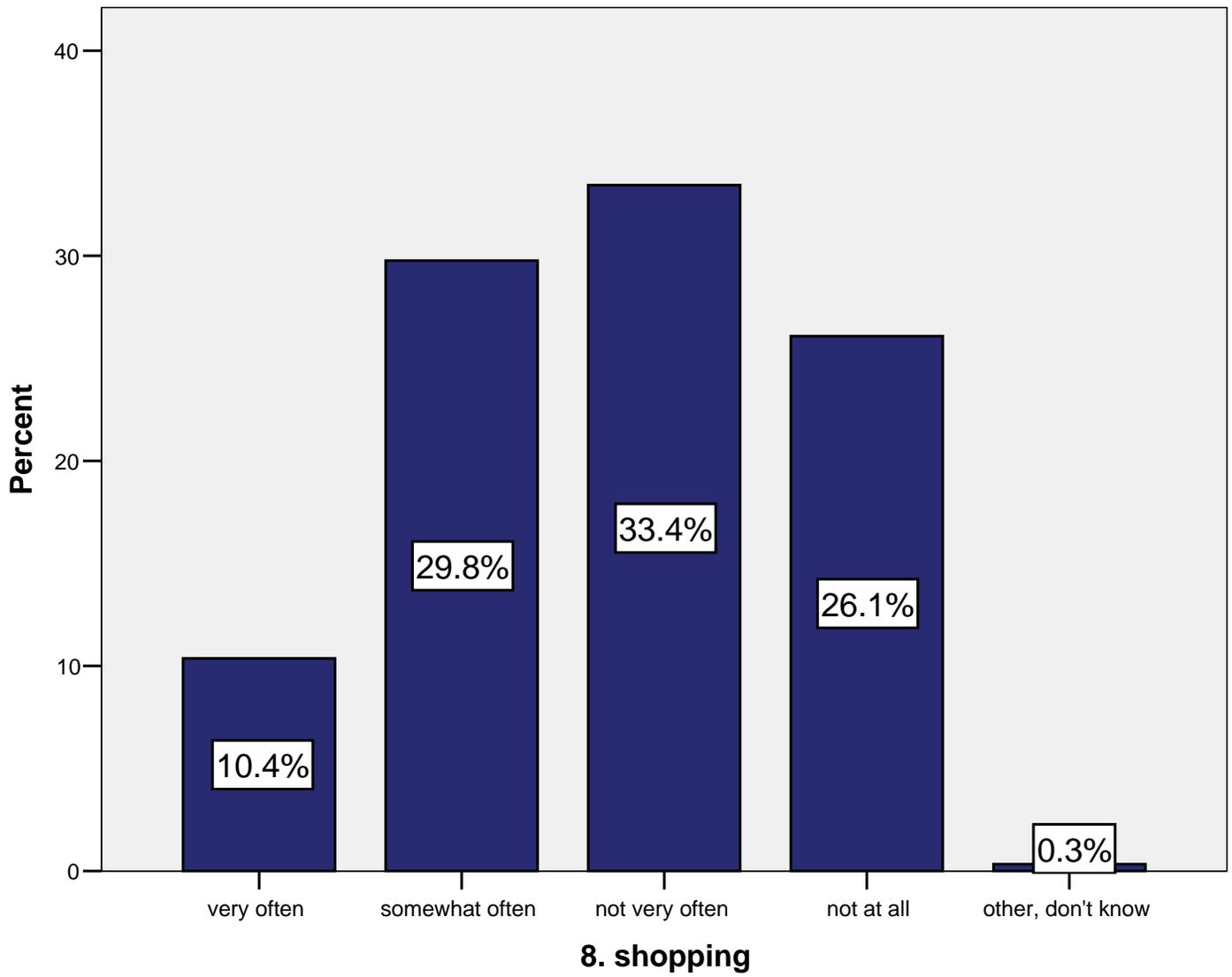
5. Upgrading parks and recreation facilities

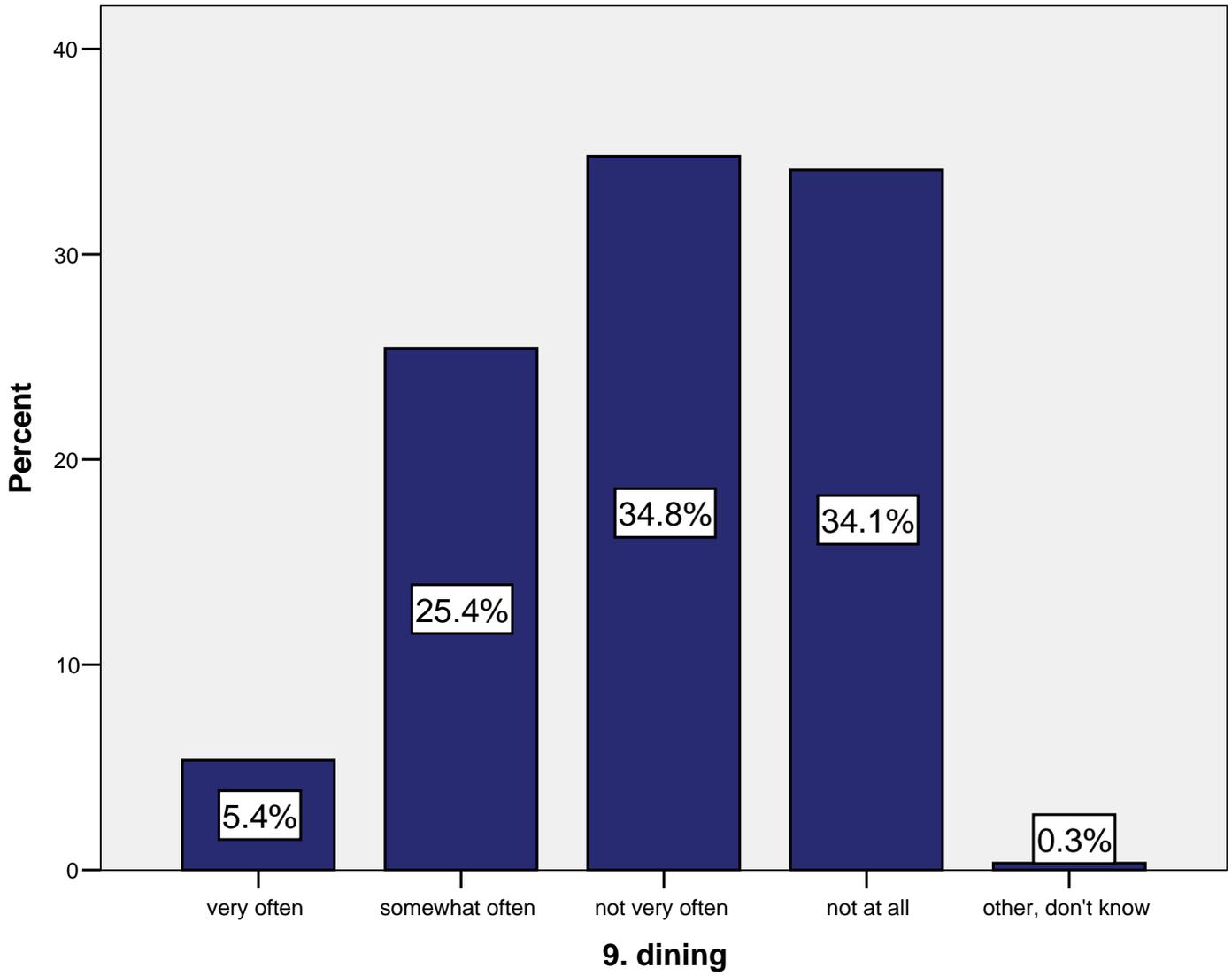


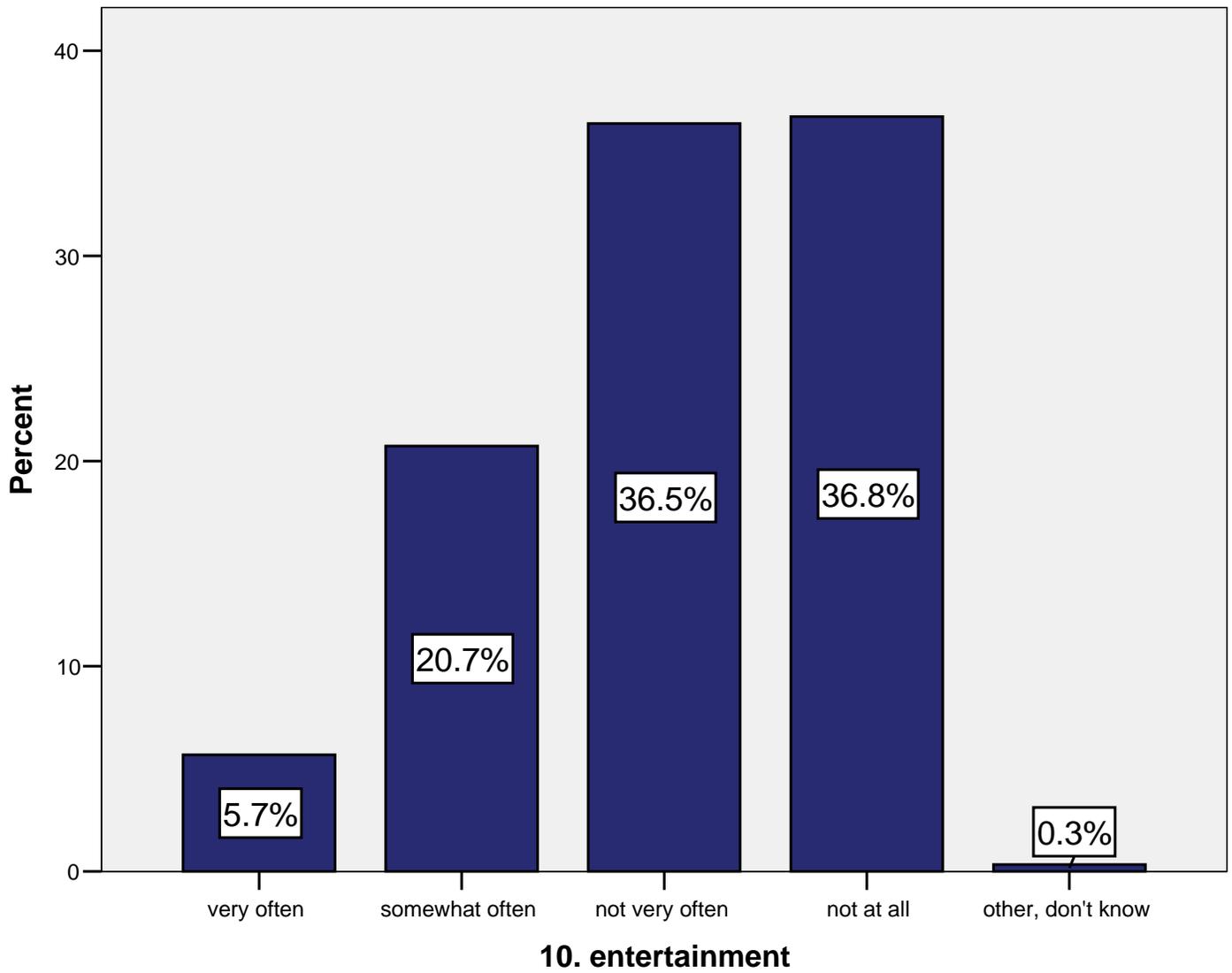
6. Attracting more big box retail development

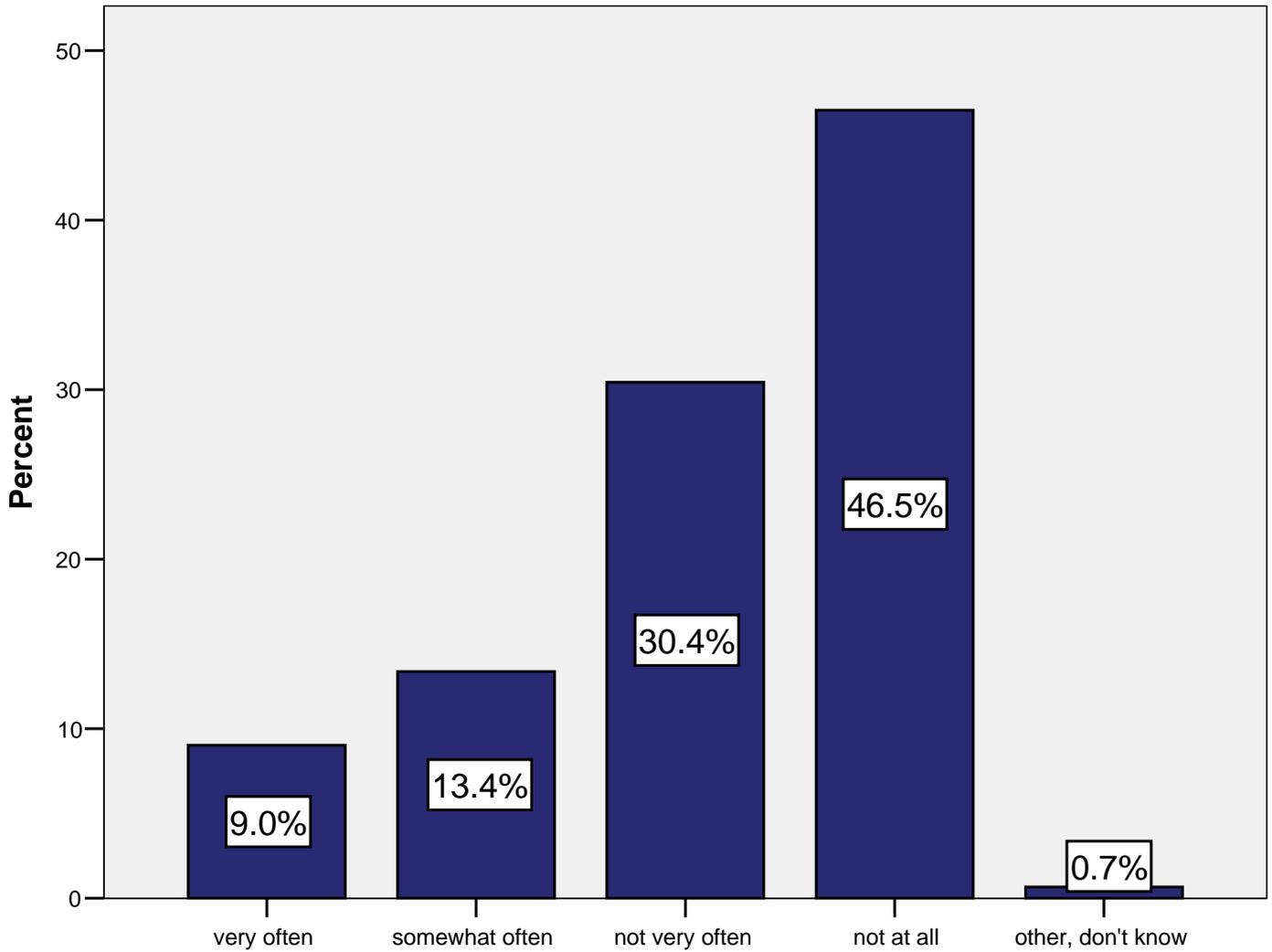


7. How often do you visit downtown Sedalia?

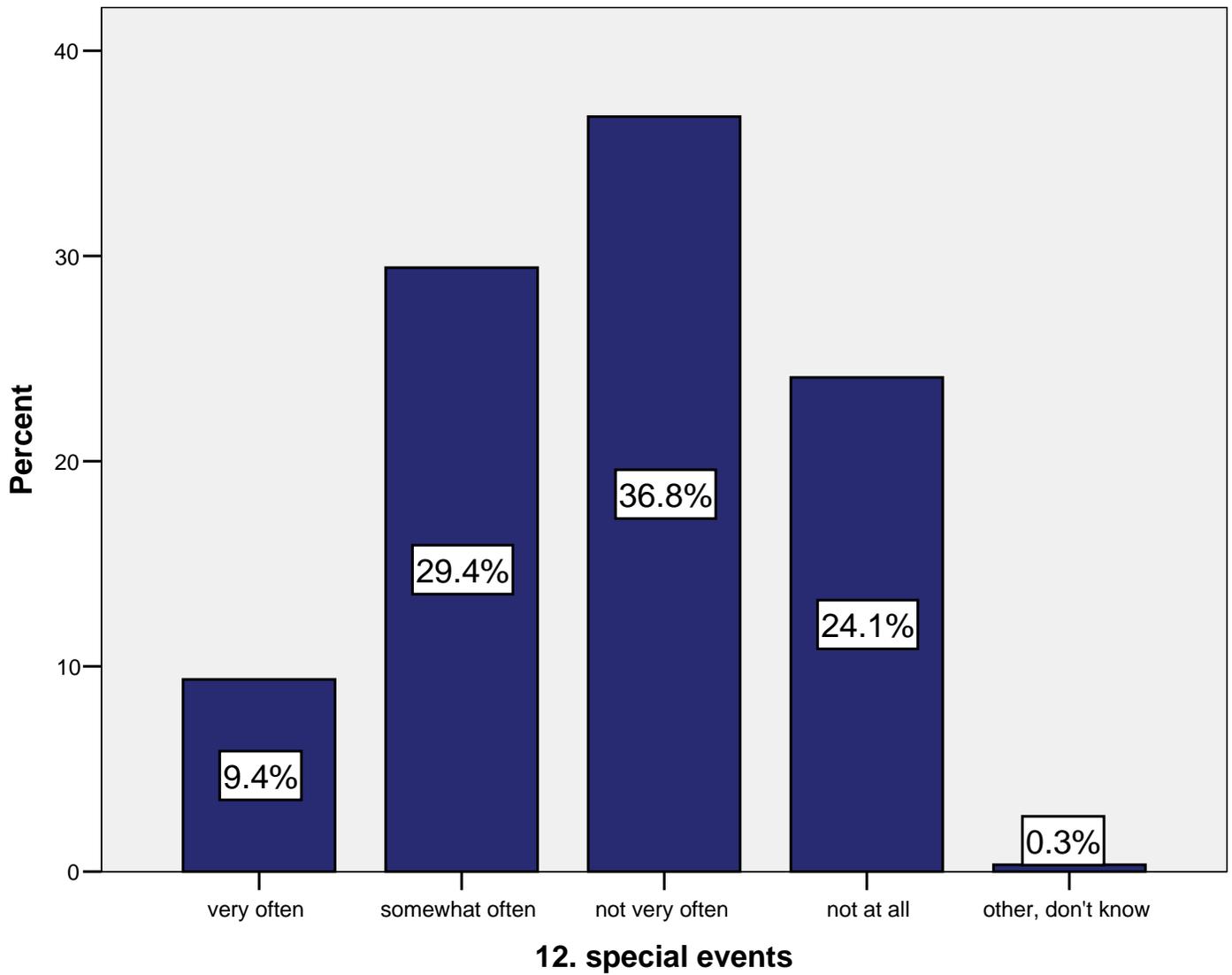


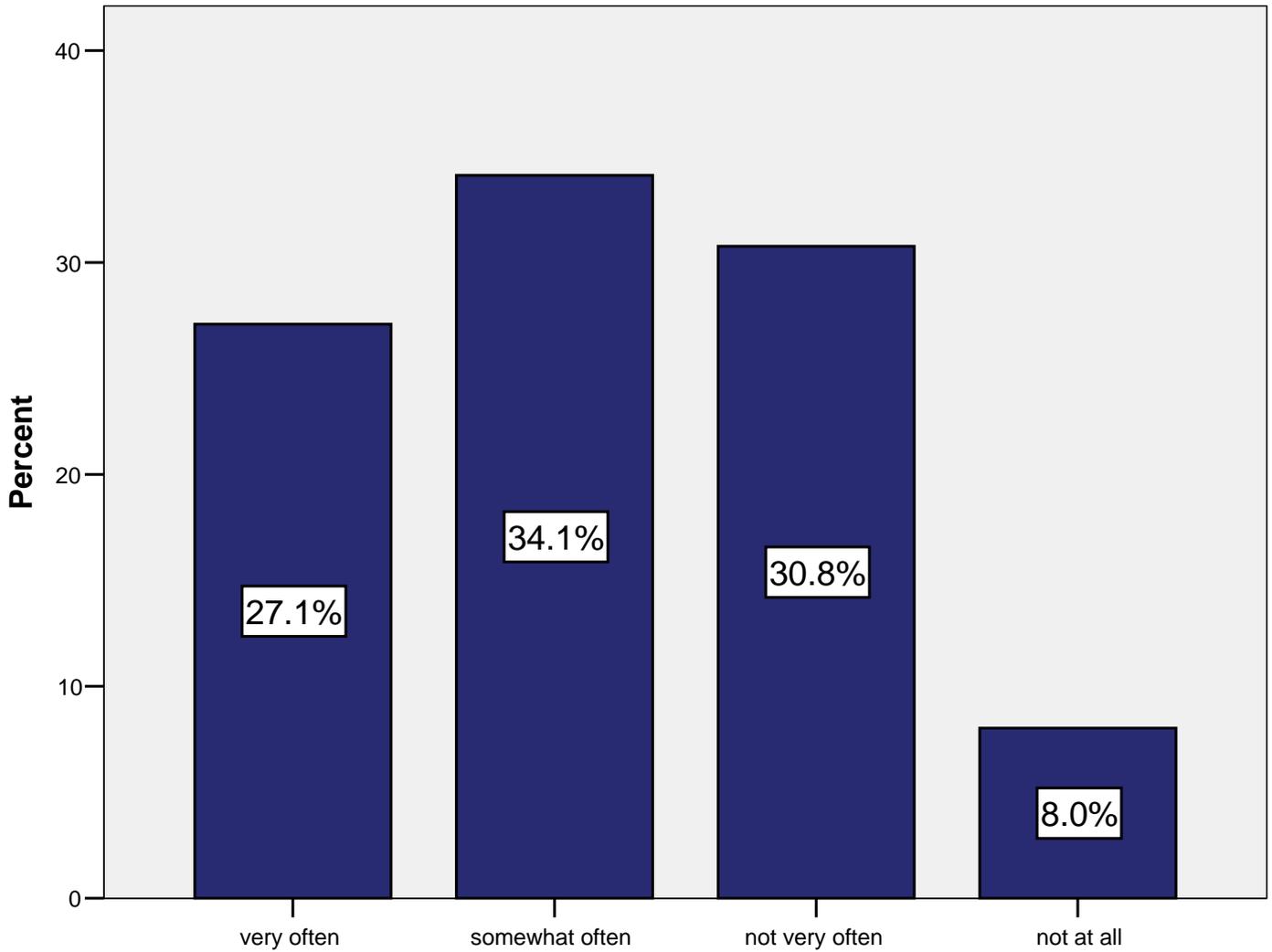




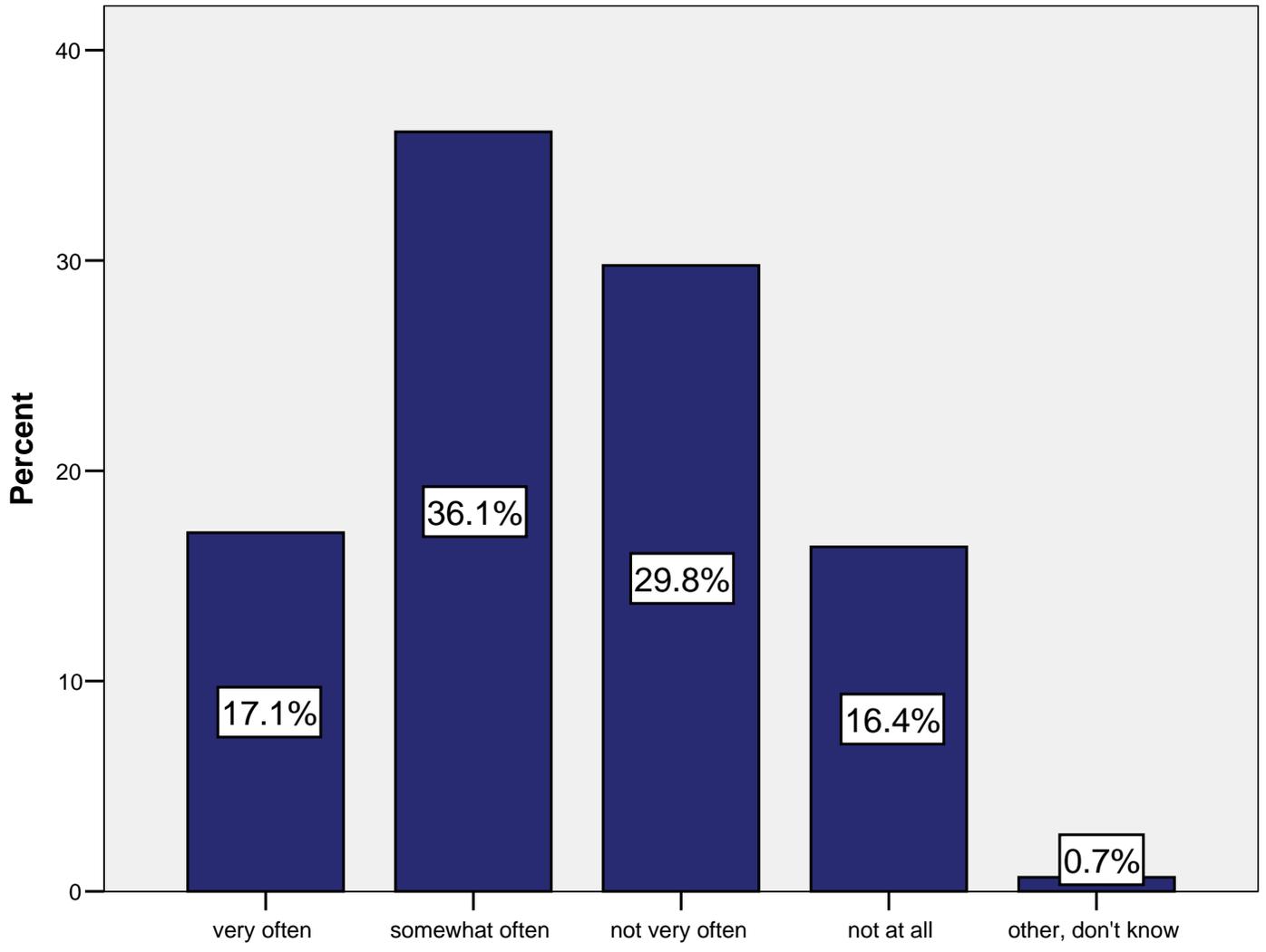


11. other outdoor recreation, such as walking

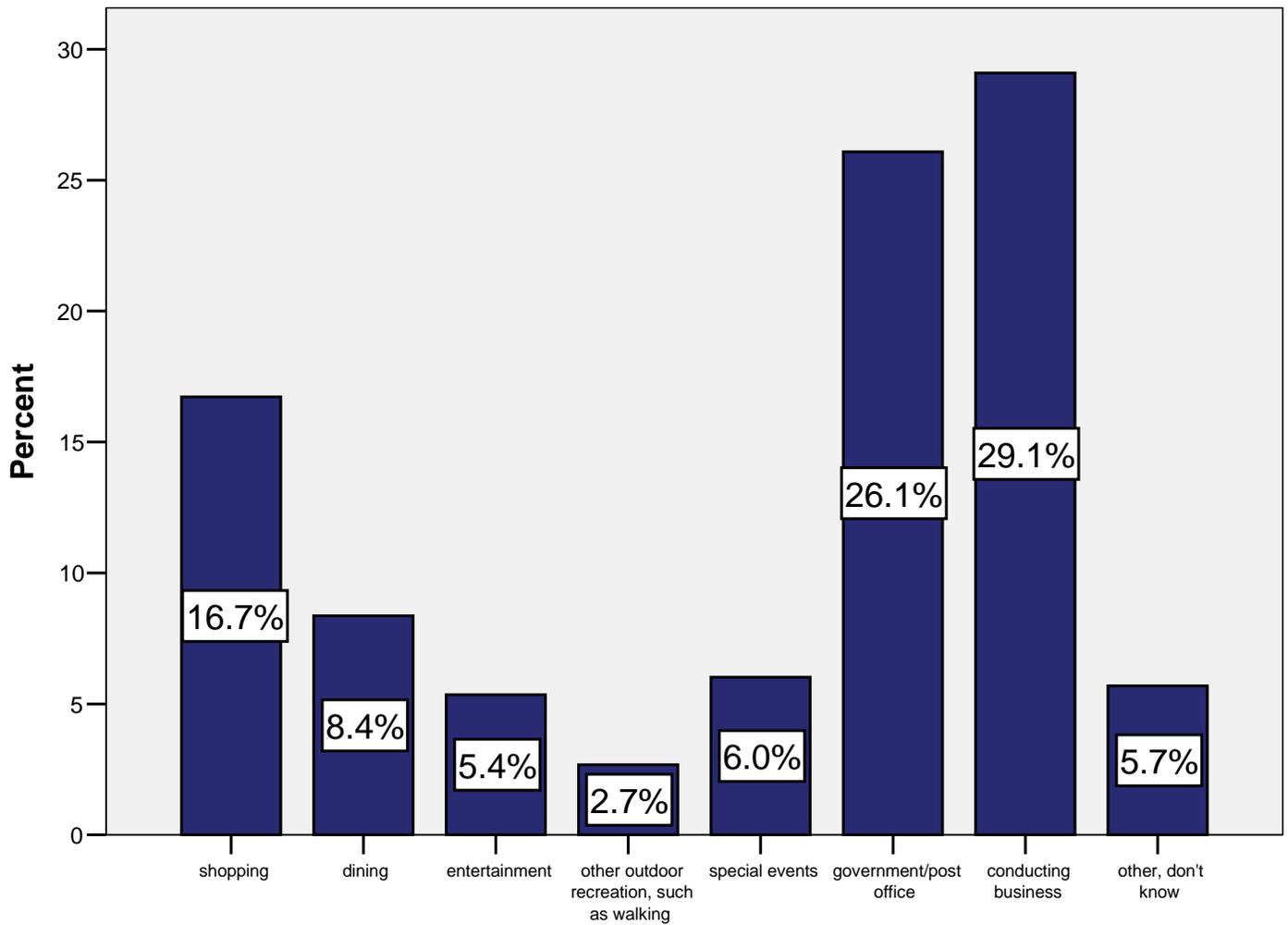




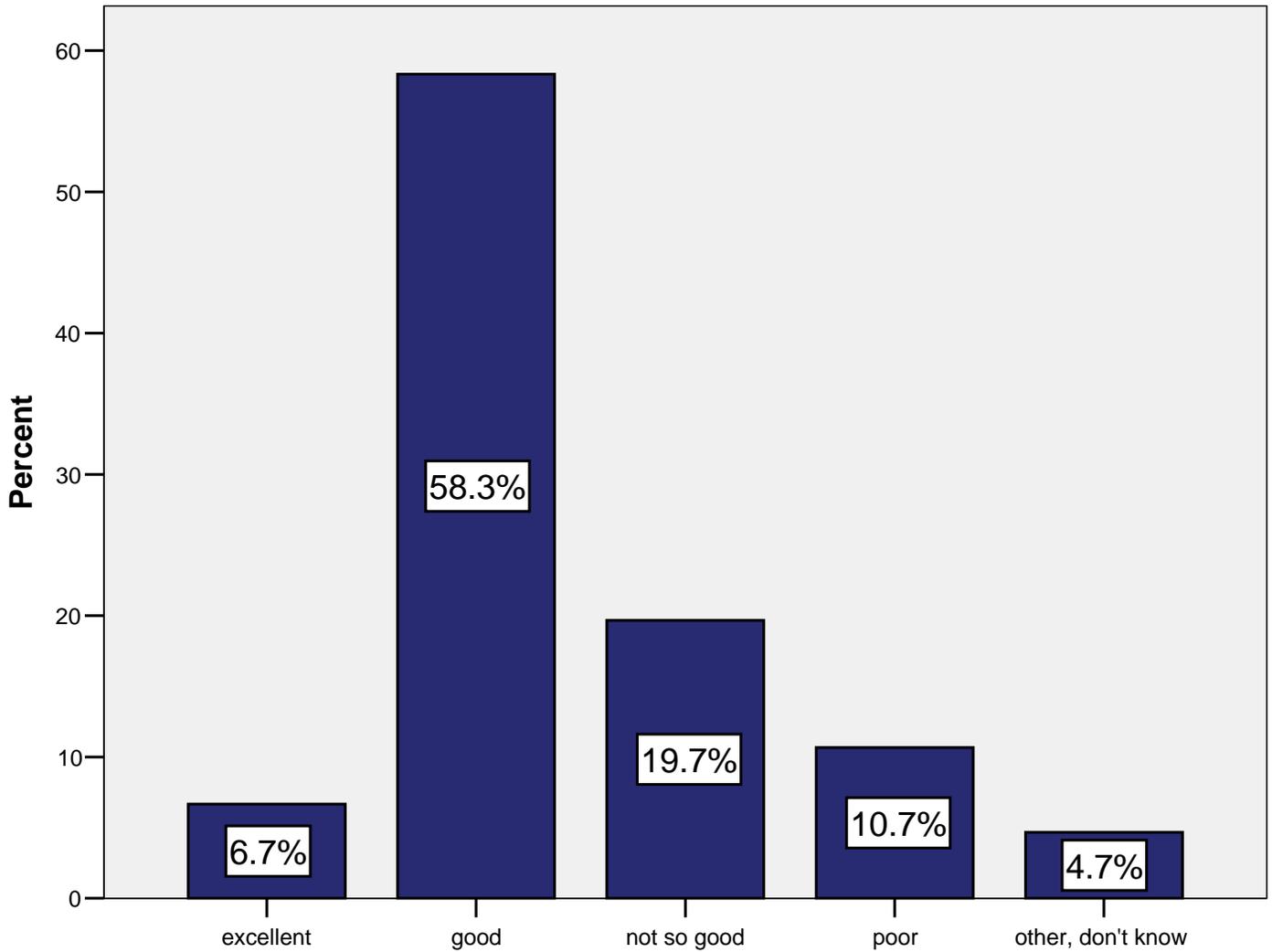
13. government/post office



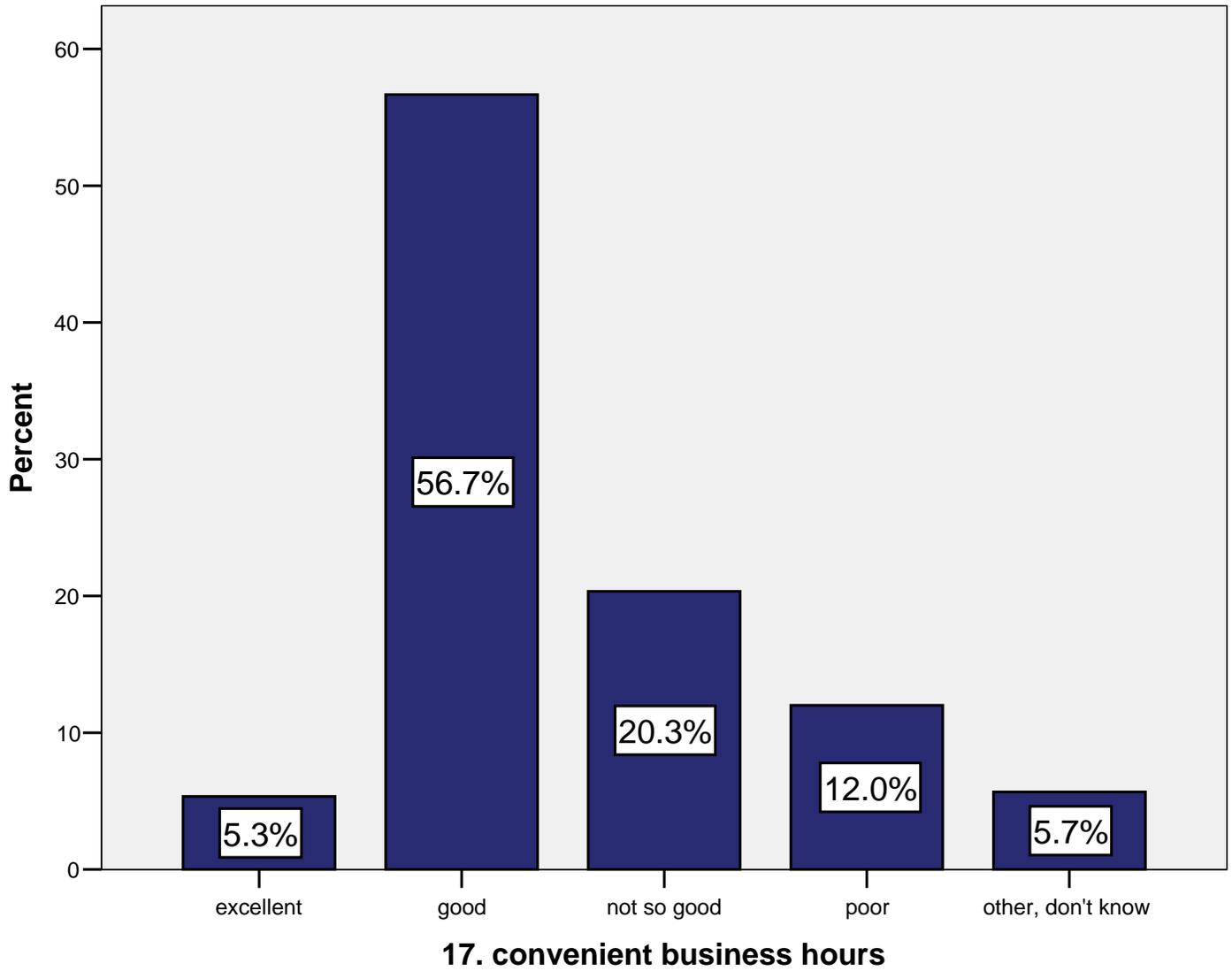
14. conducting business

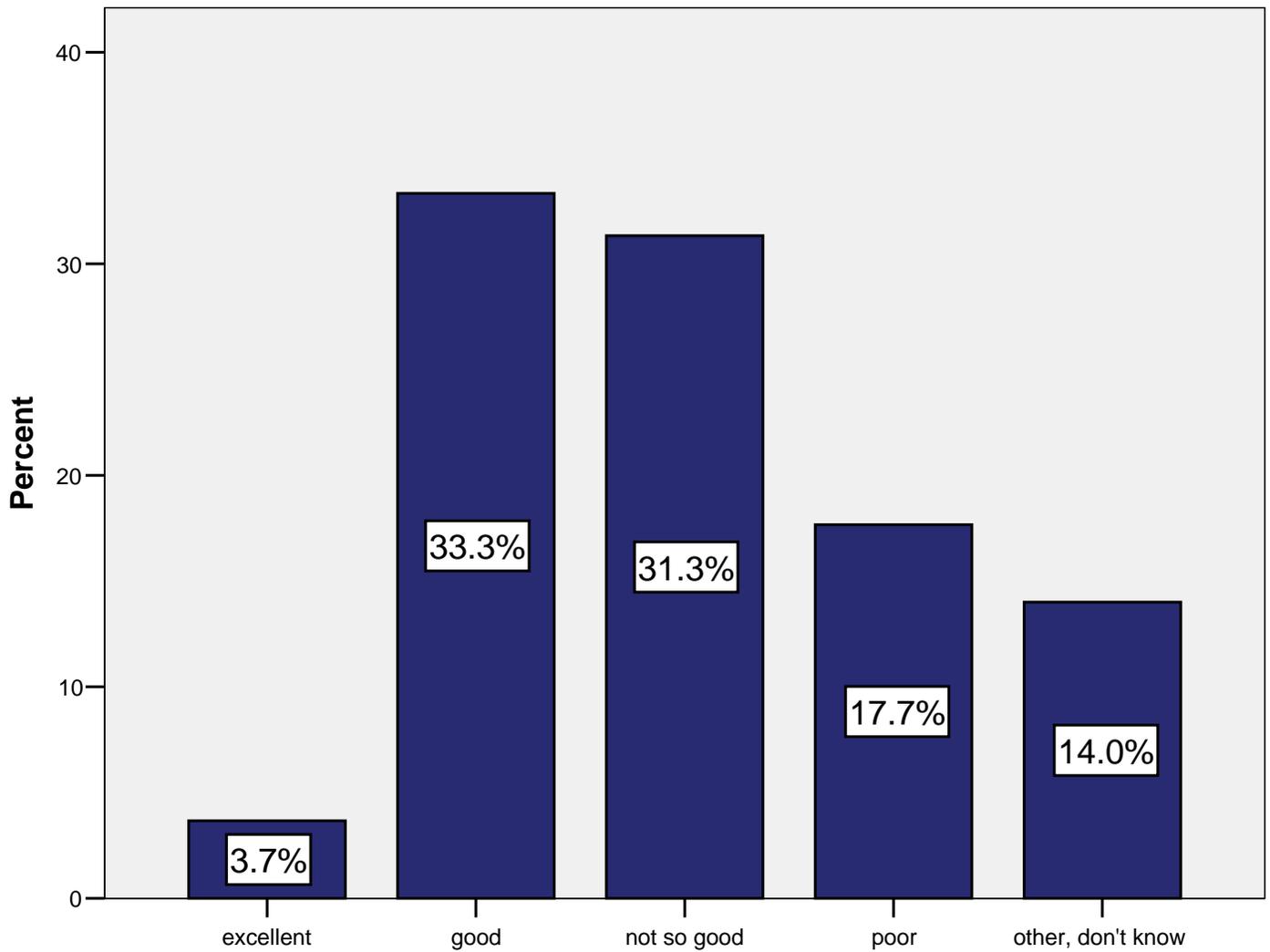


15. Of the items listed above, which would you say is the one reason you most often visit downtown Sedalia?

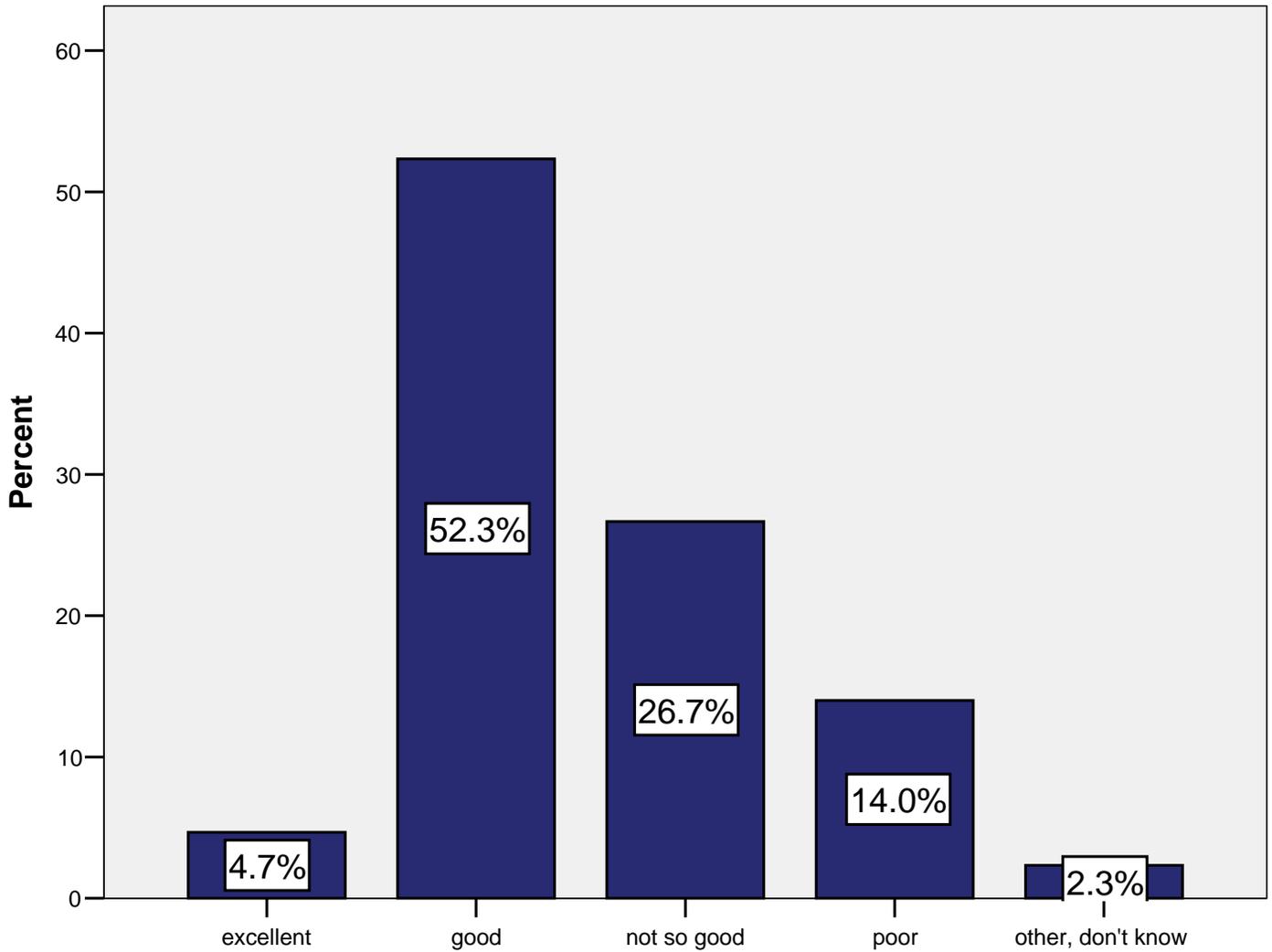


16. signs to help people find their way around

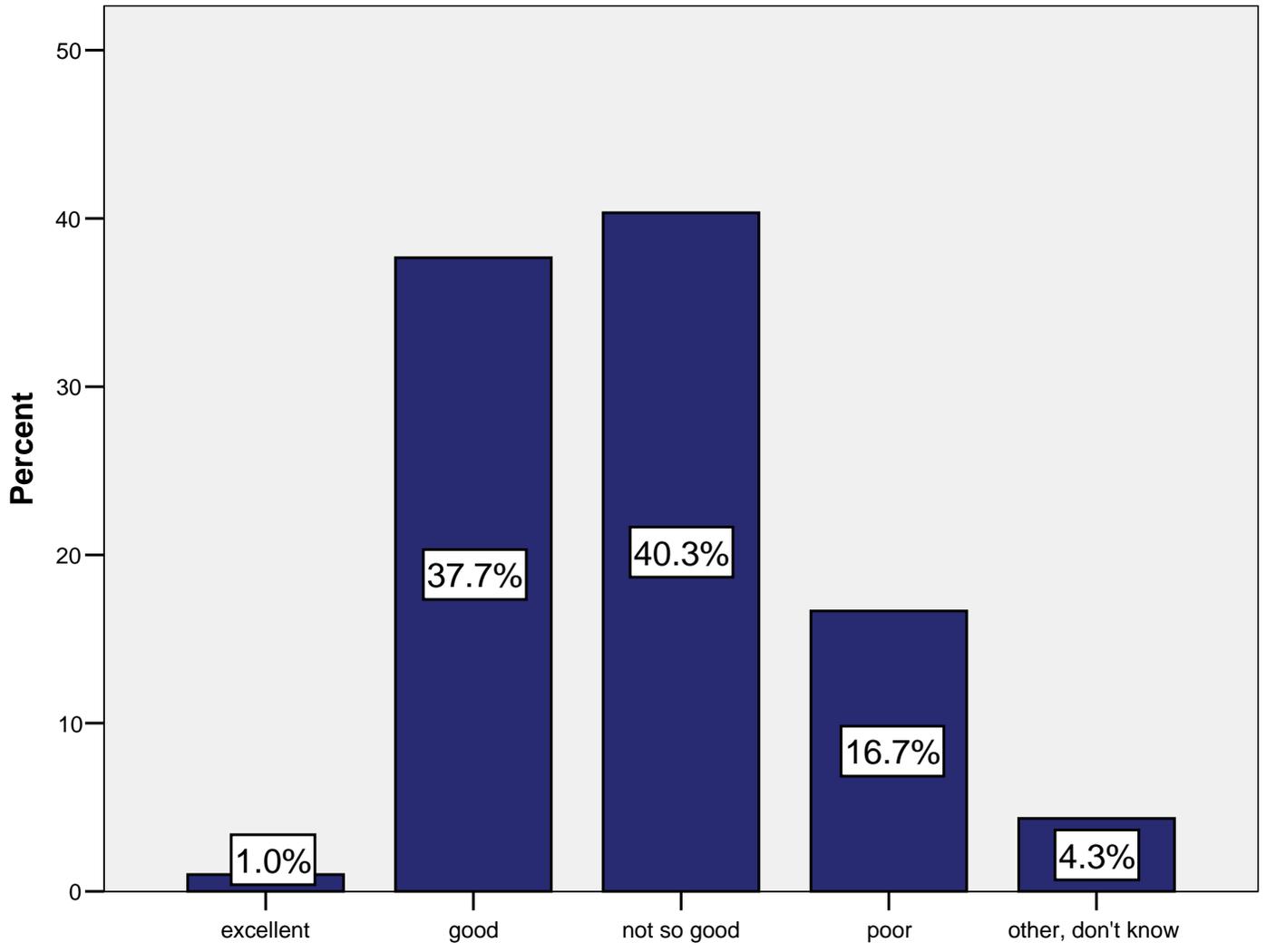




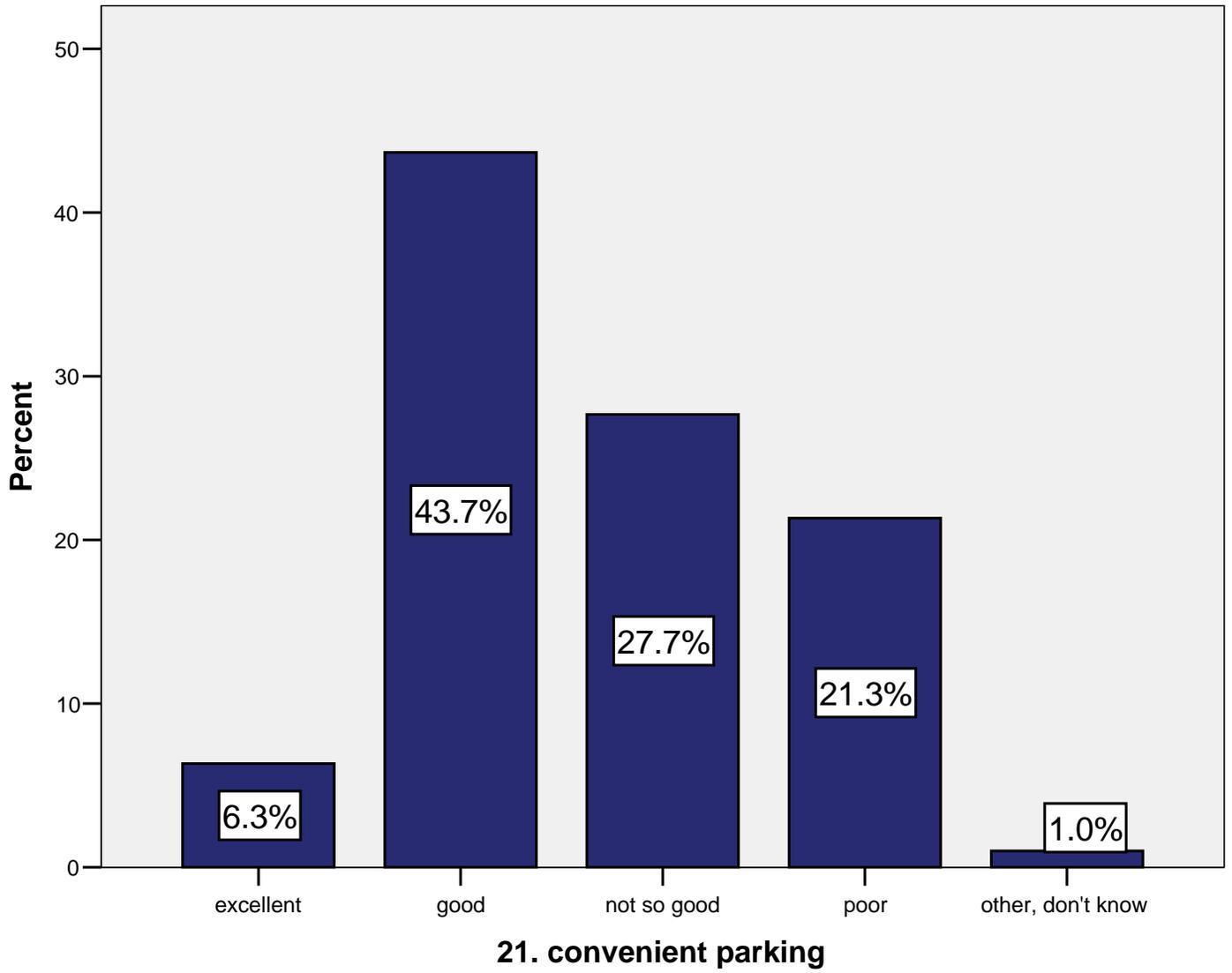
18. available green space

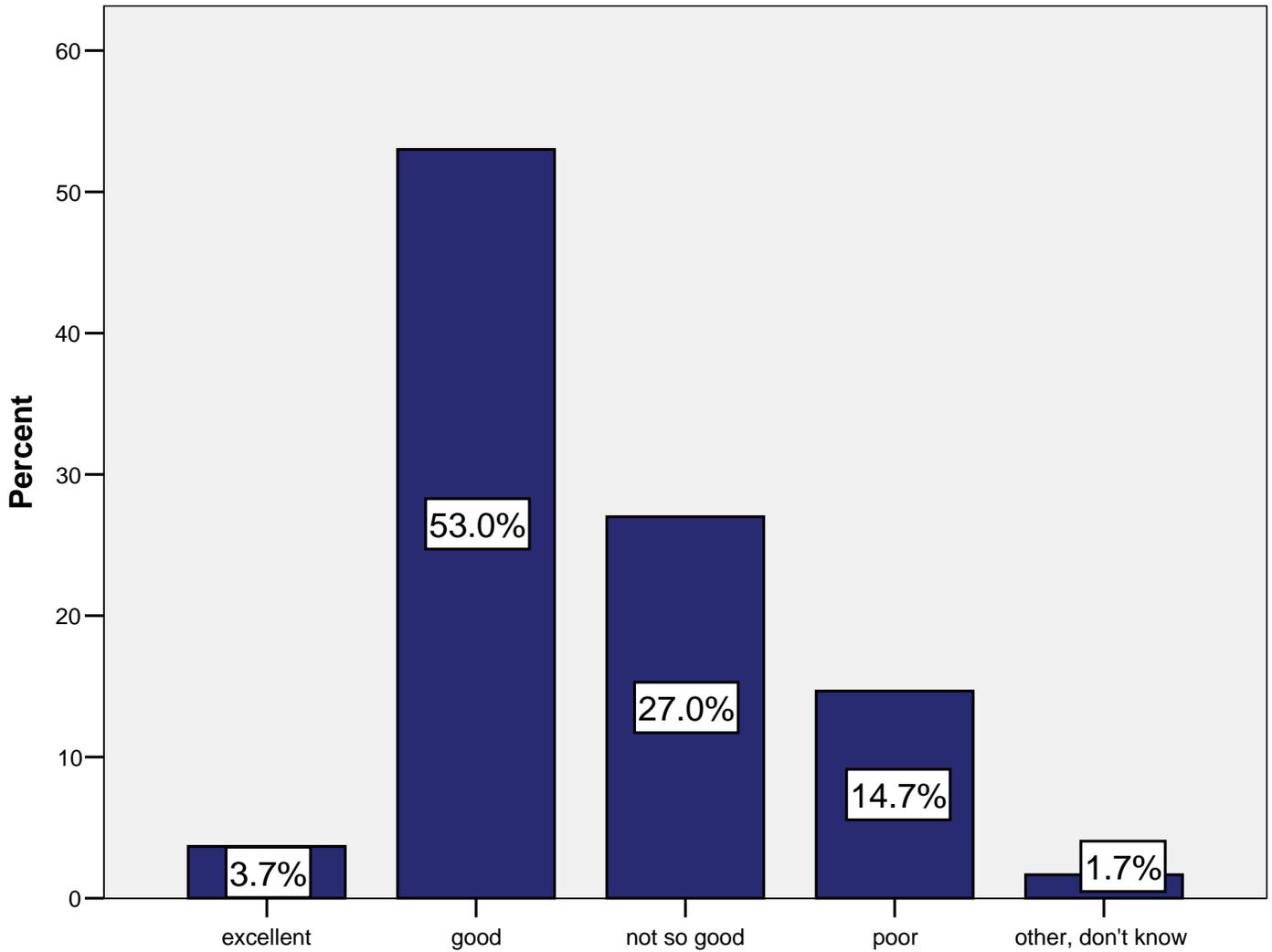


19. preservation of historic structures

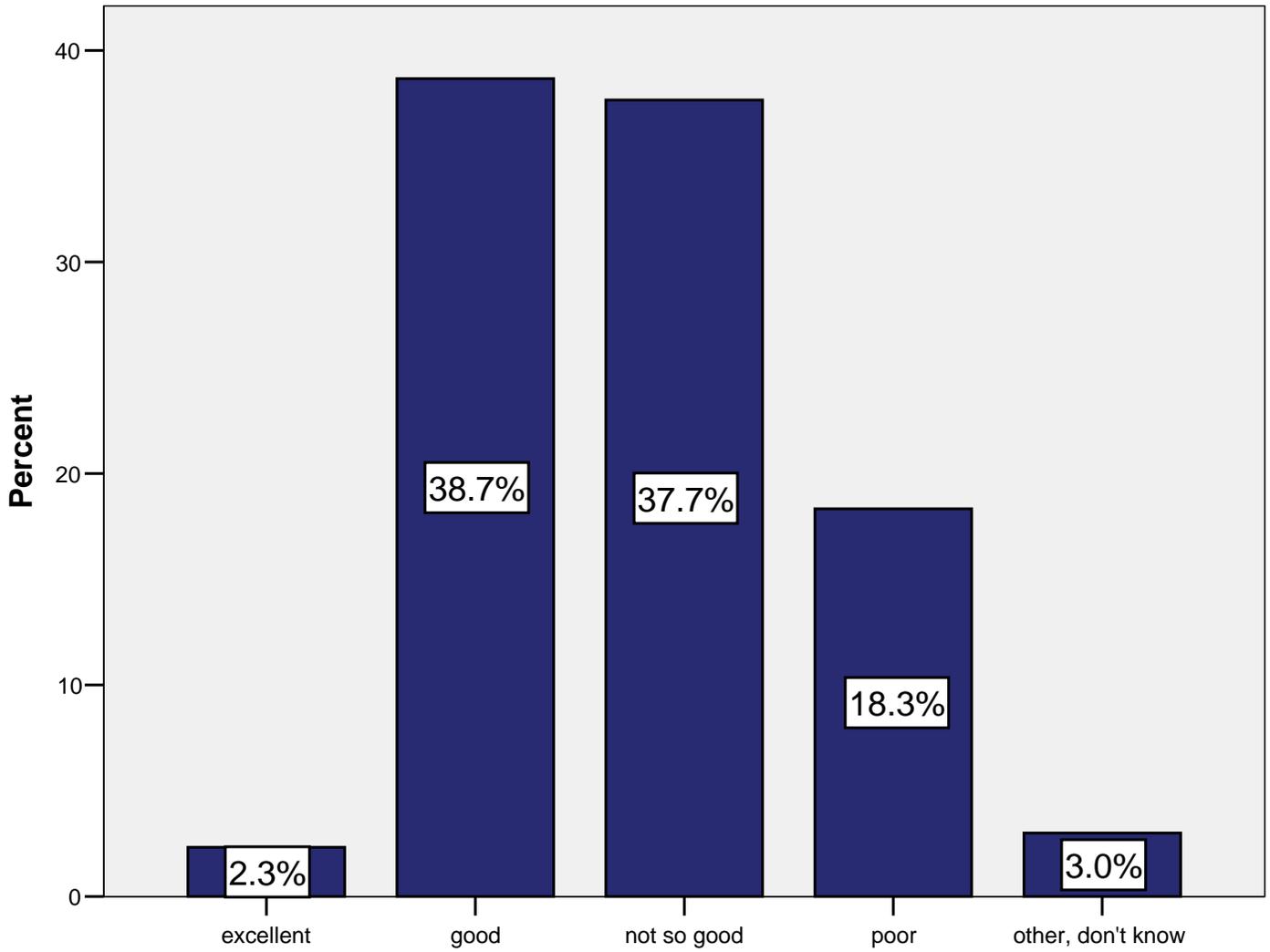


20. occupied storefronts

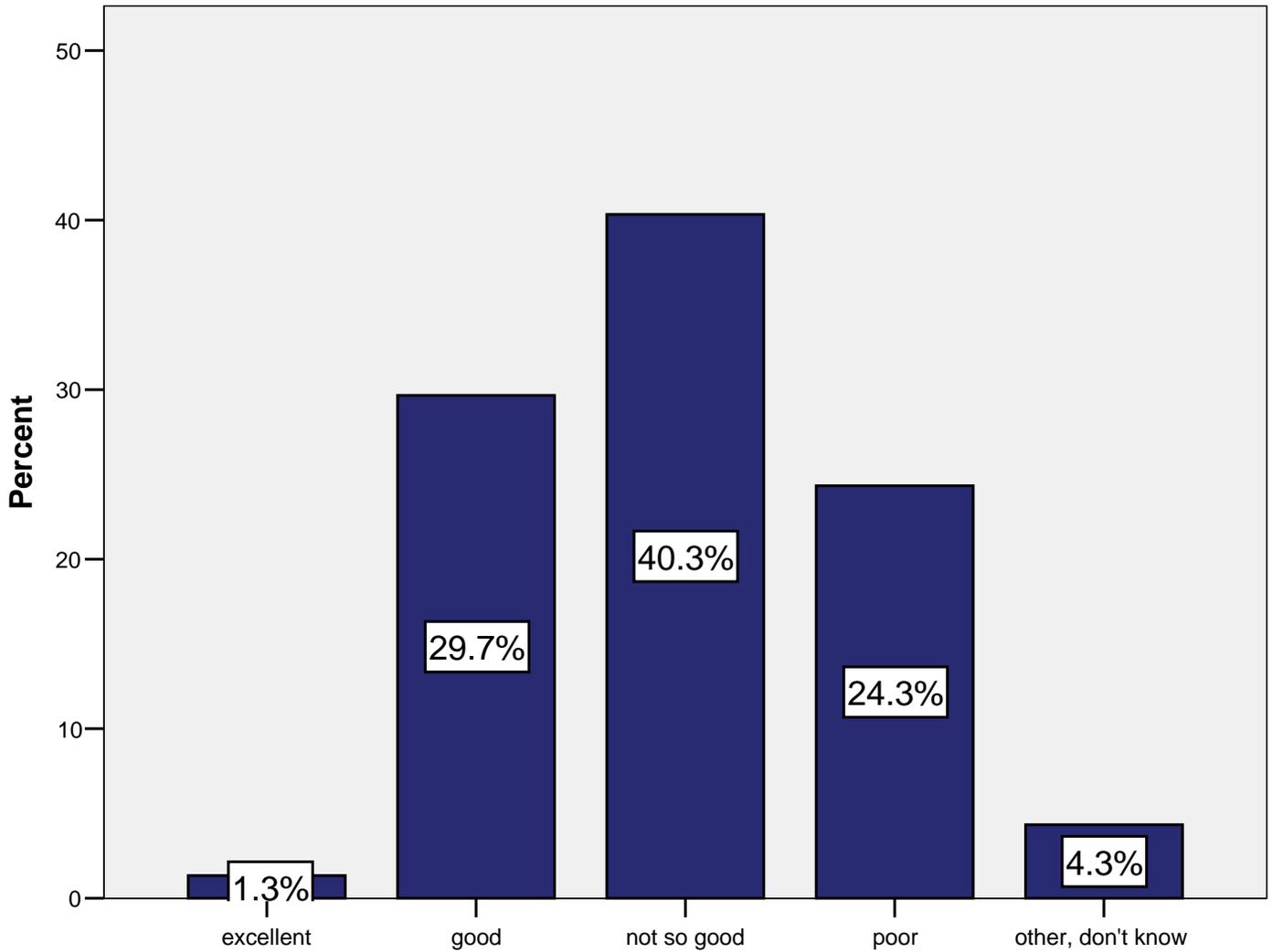




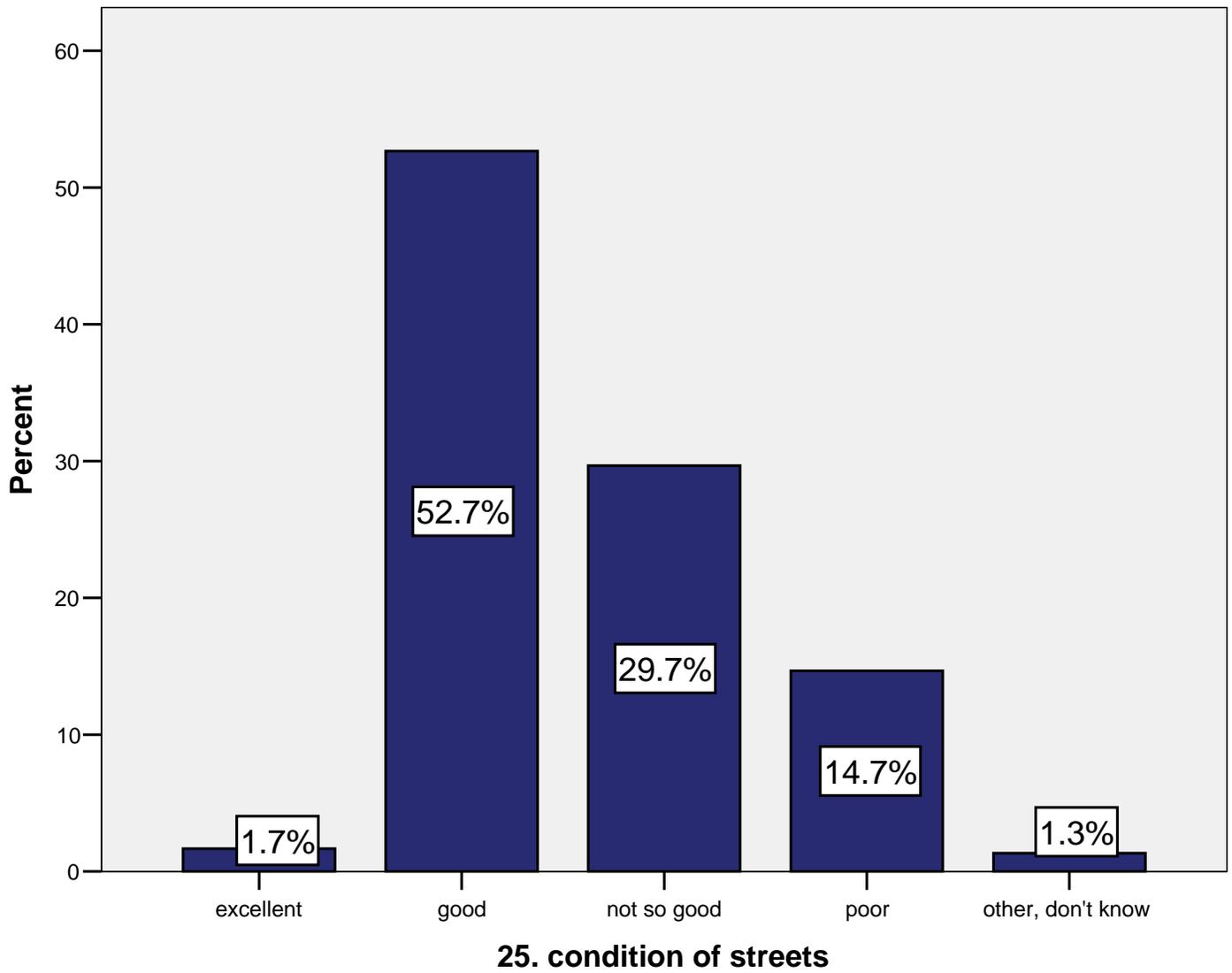
22. diverse mix of businesses

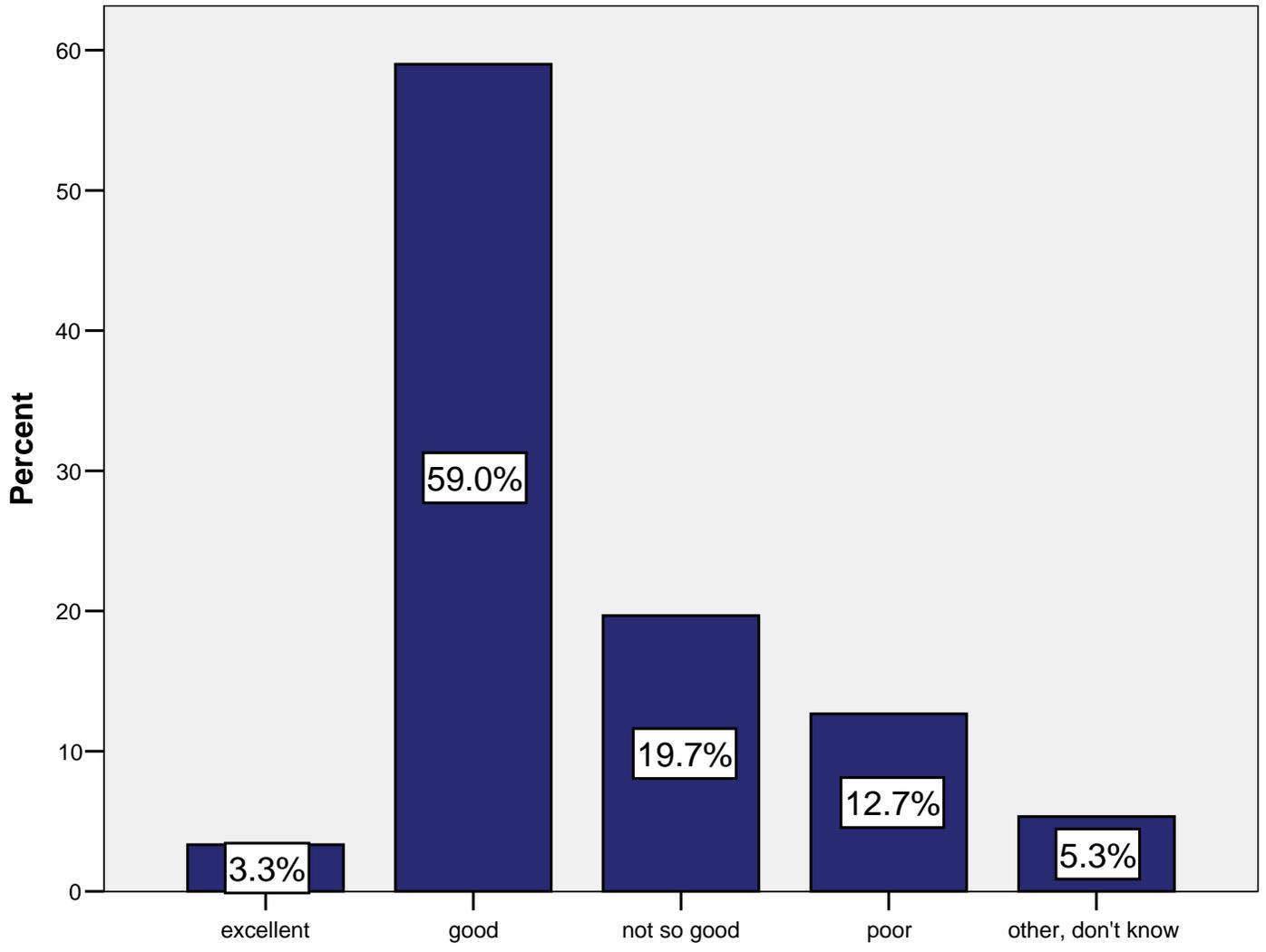


23. dining options

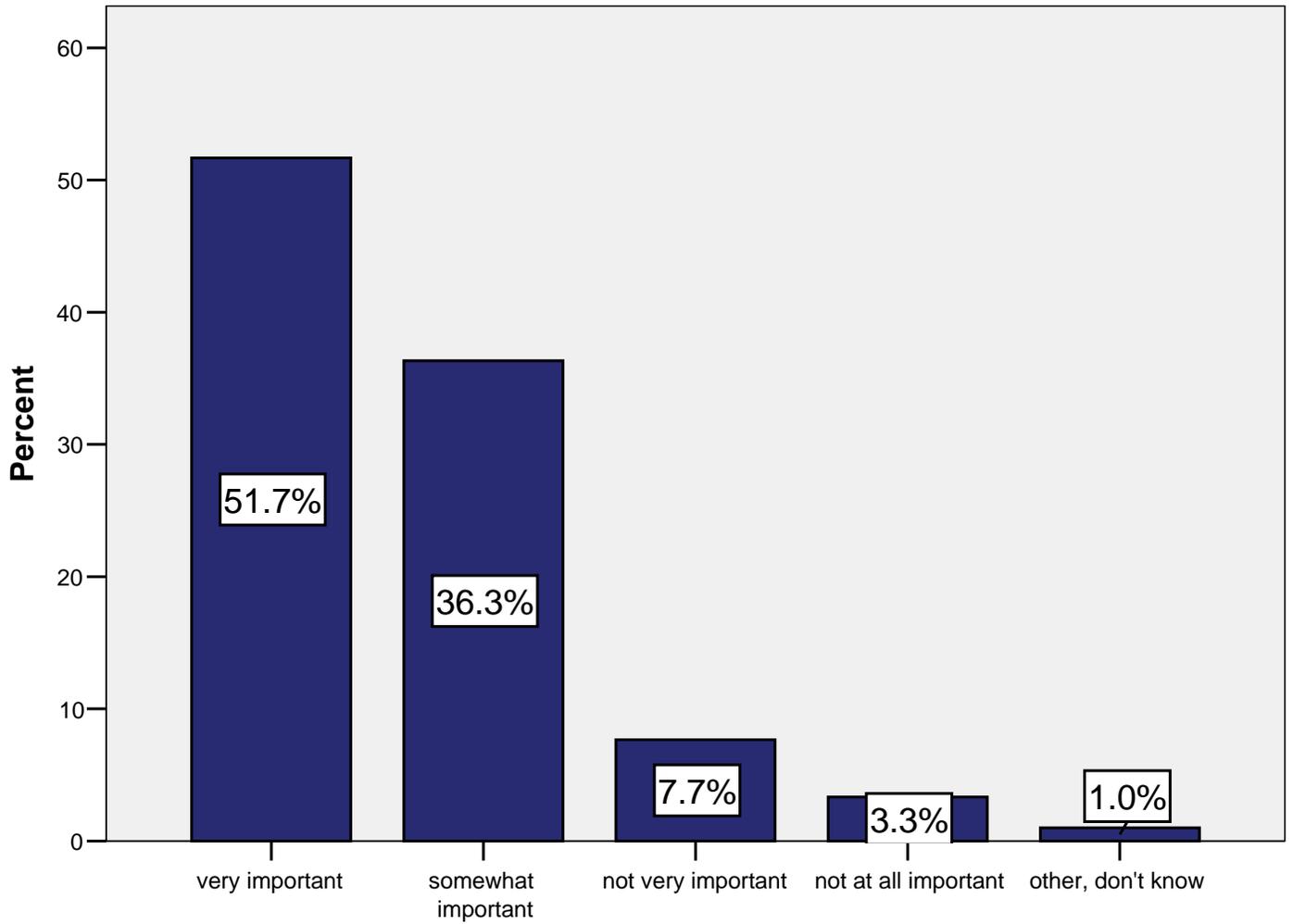


24. entertainment options

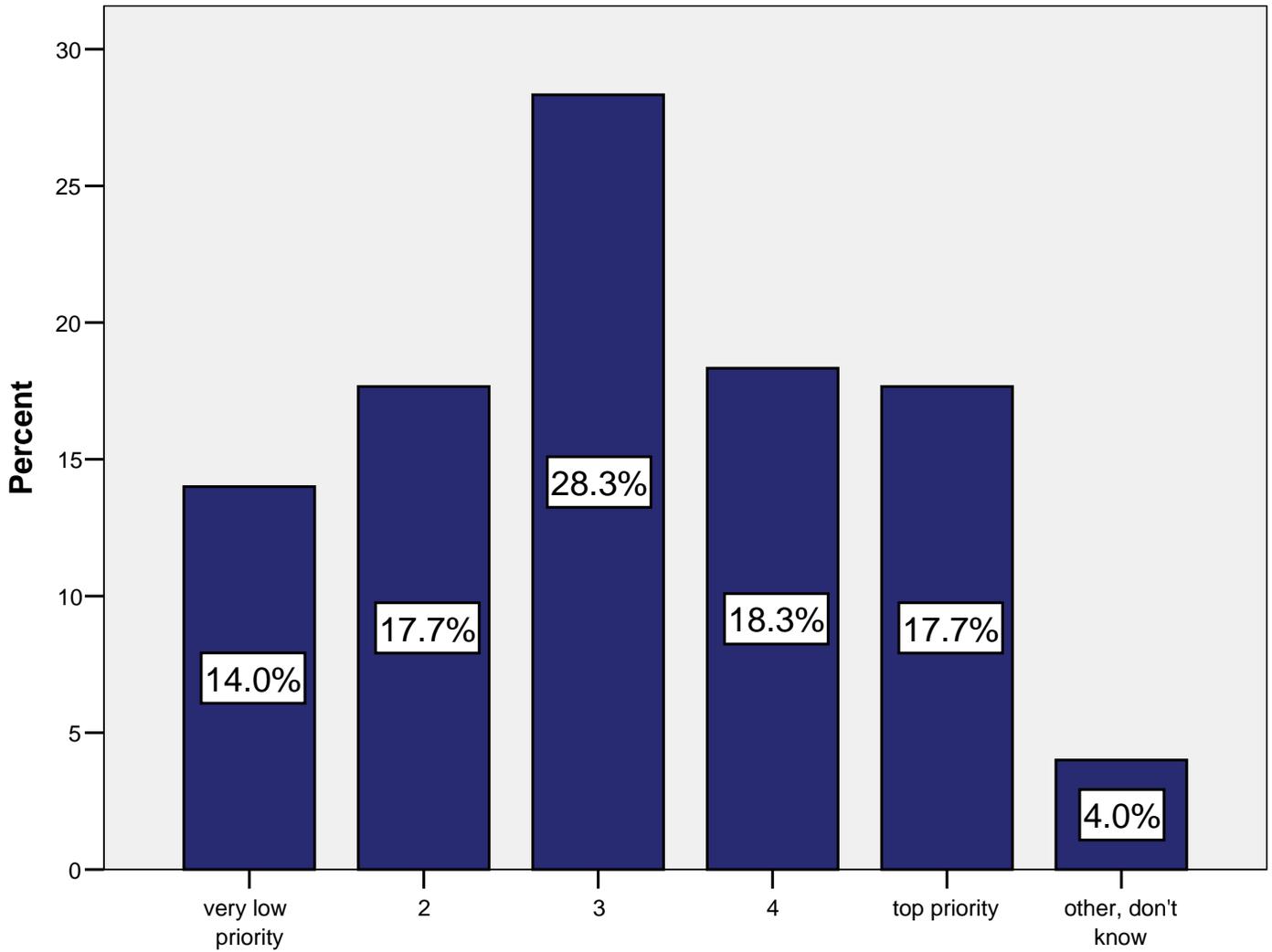




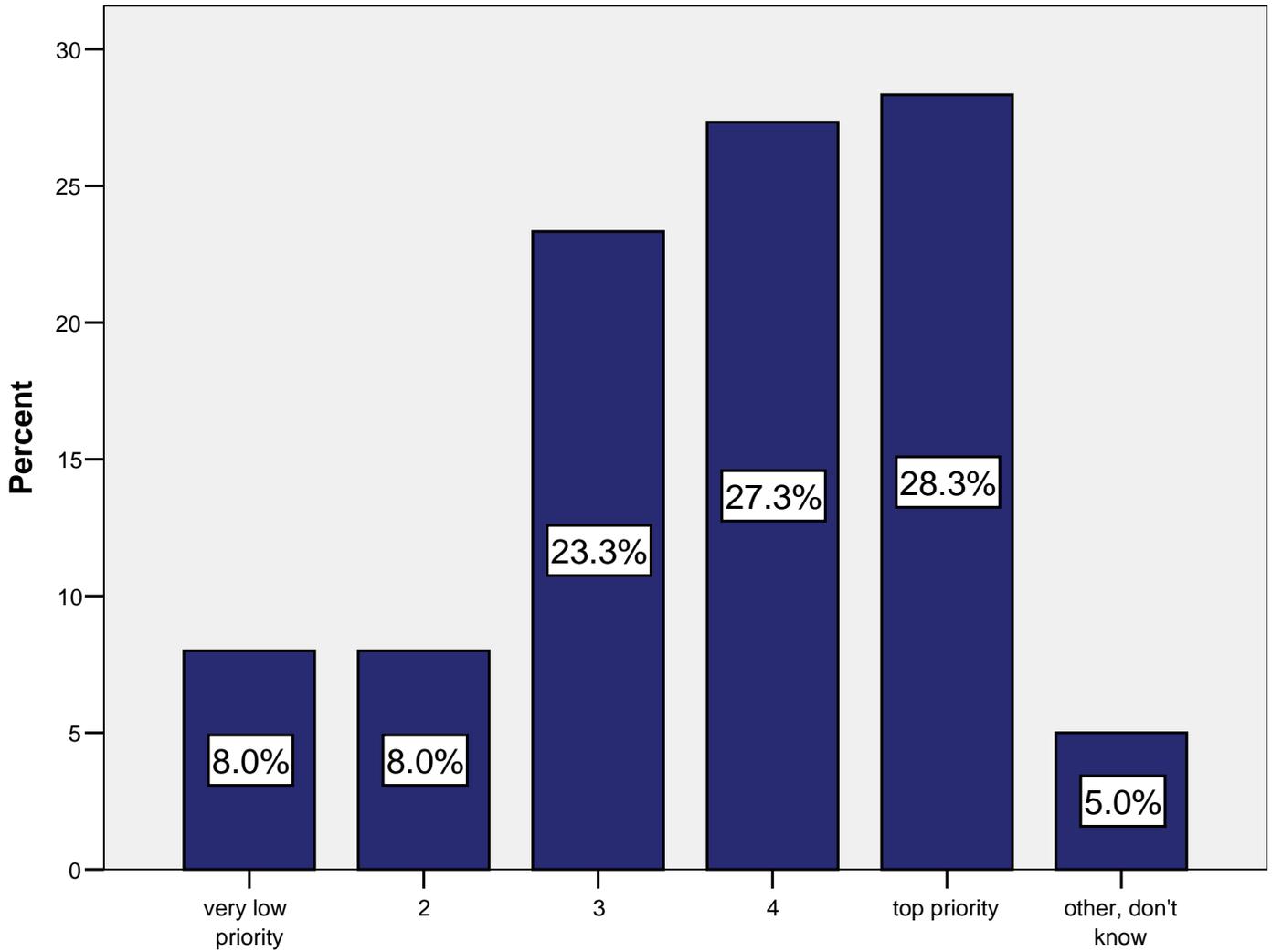
26. condition of sidewalks



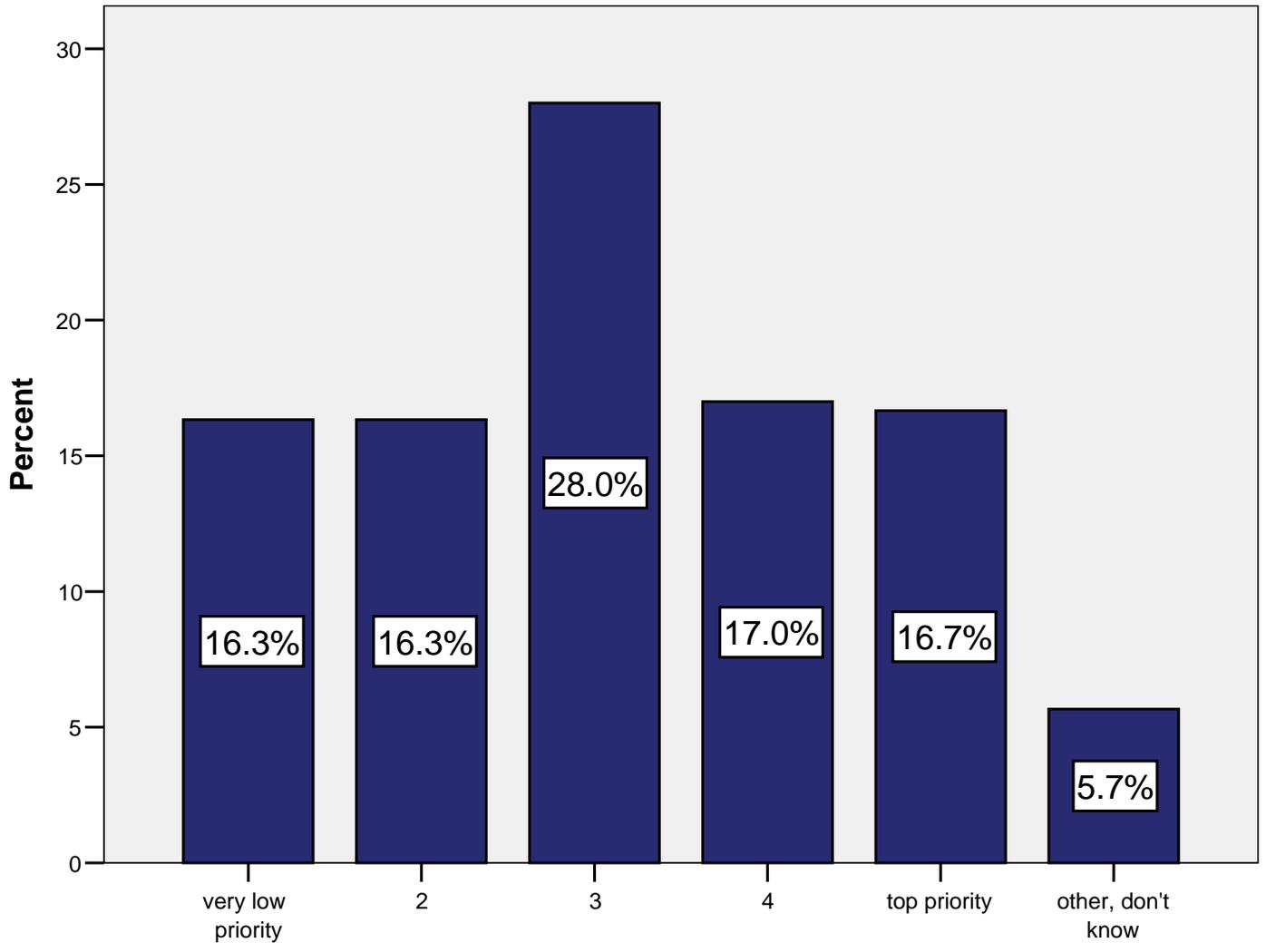
27. How important would you say it is that downtown Sedalia work to retain its historic character?



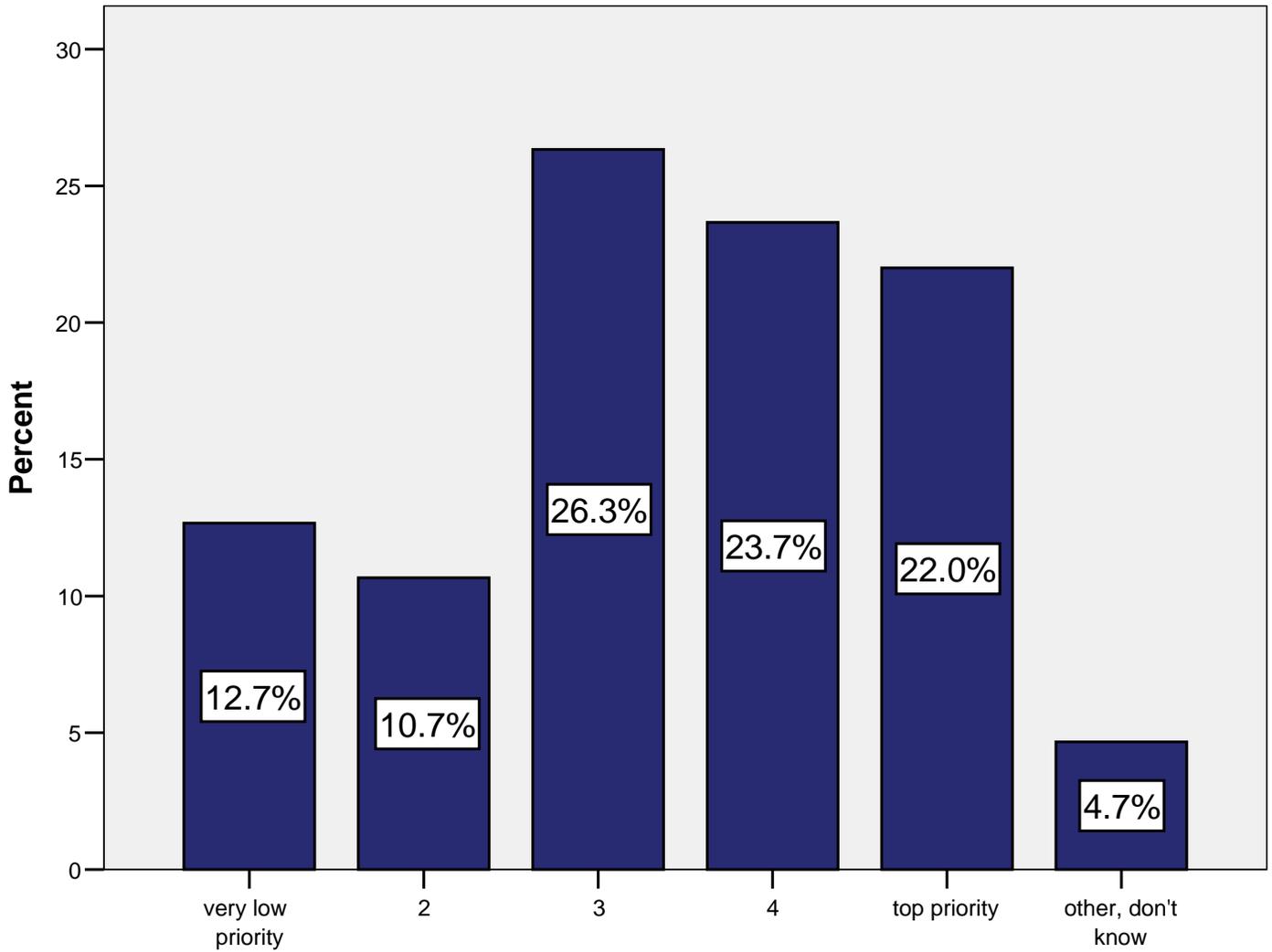
28. lodging such as hotel, motel or bed and breakfast



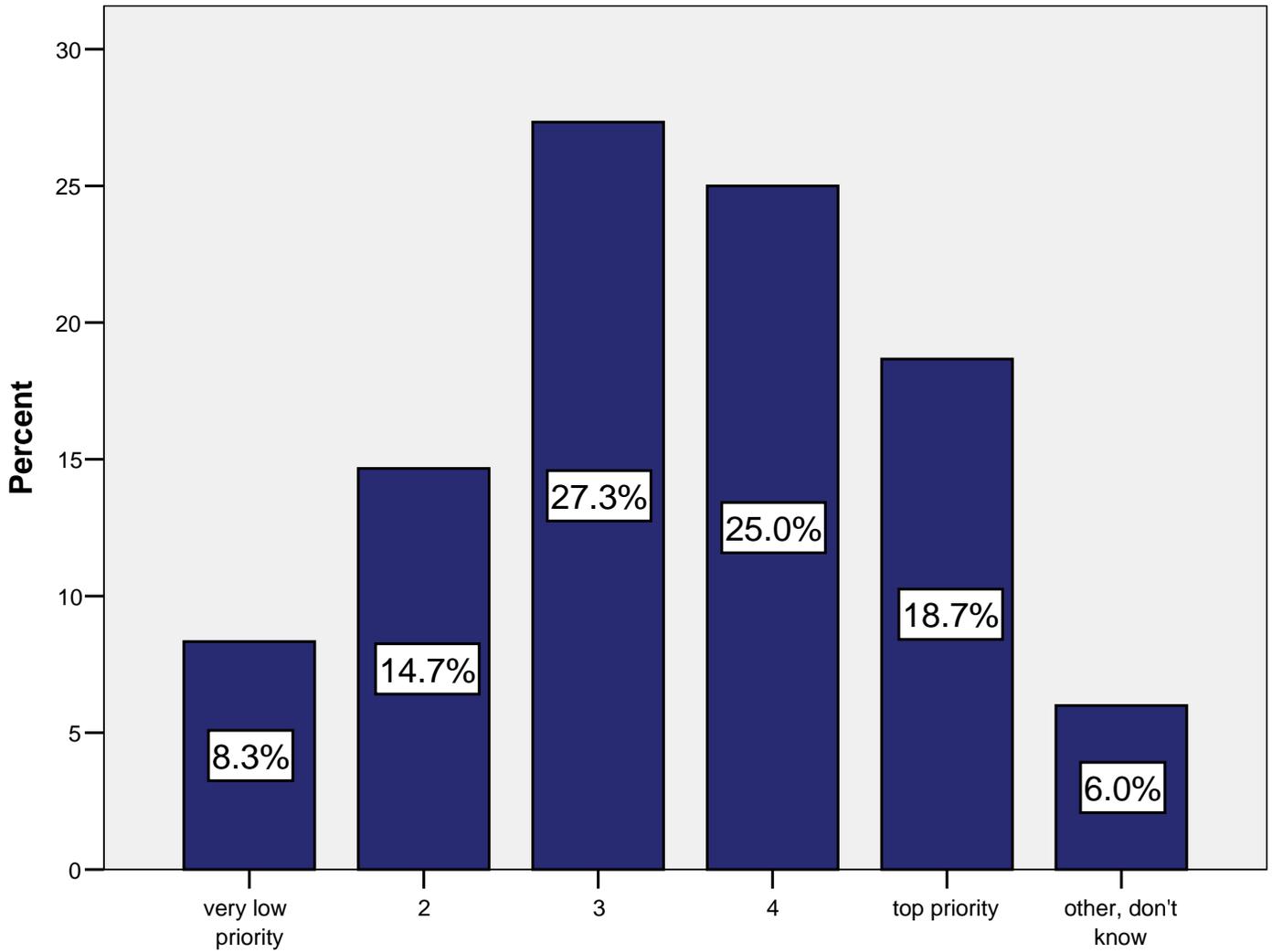
29. casual dining



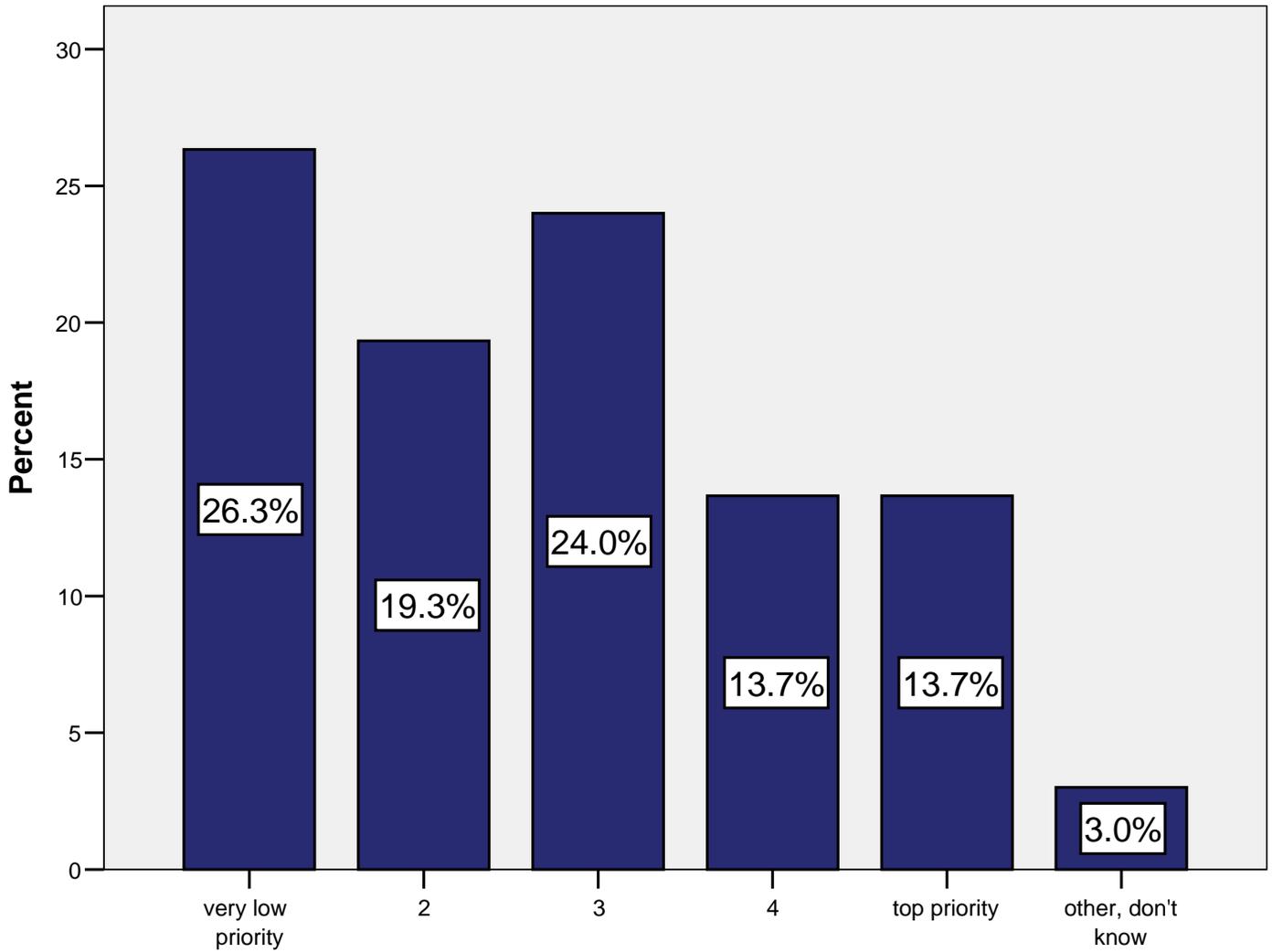
30. coffee shop



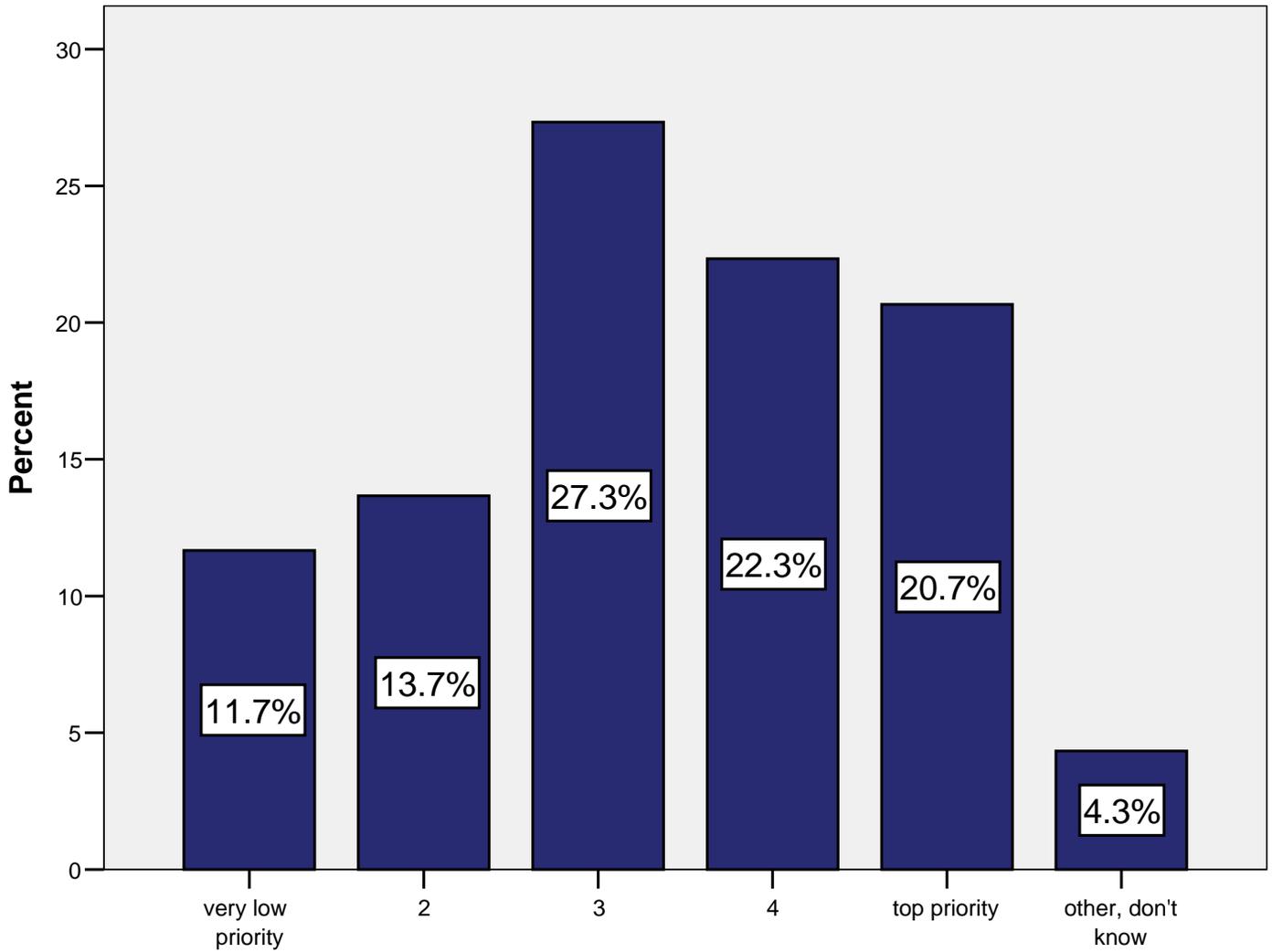
31. ice cream shop/soda fountain



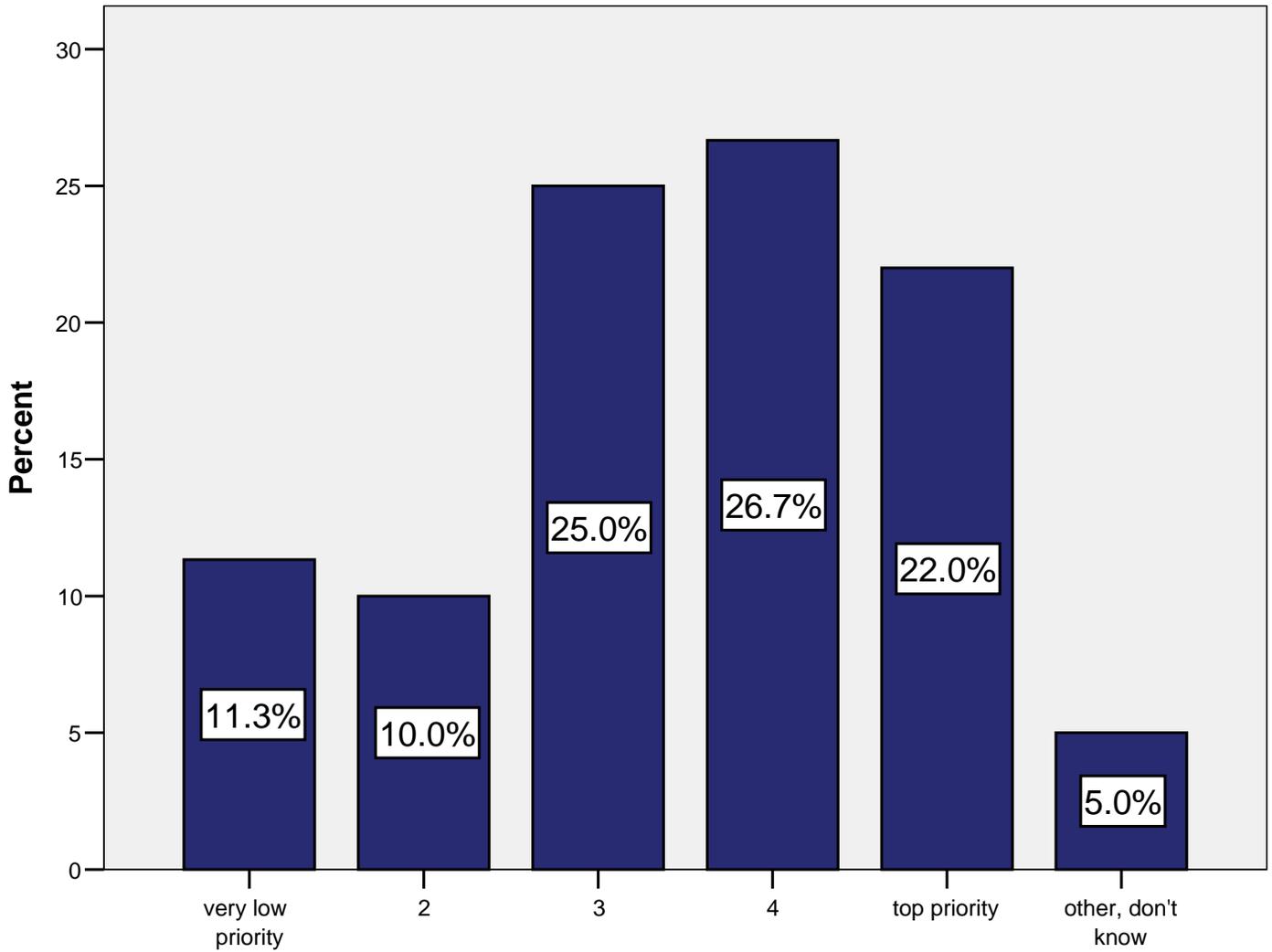
32. upscale specialty shops



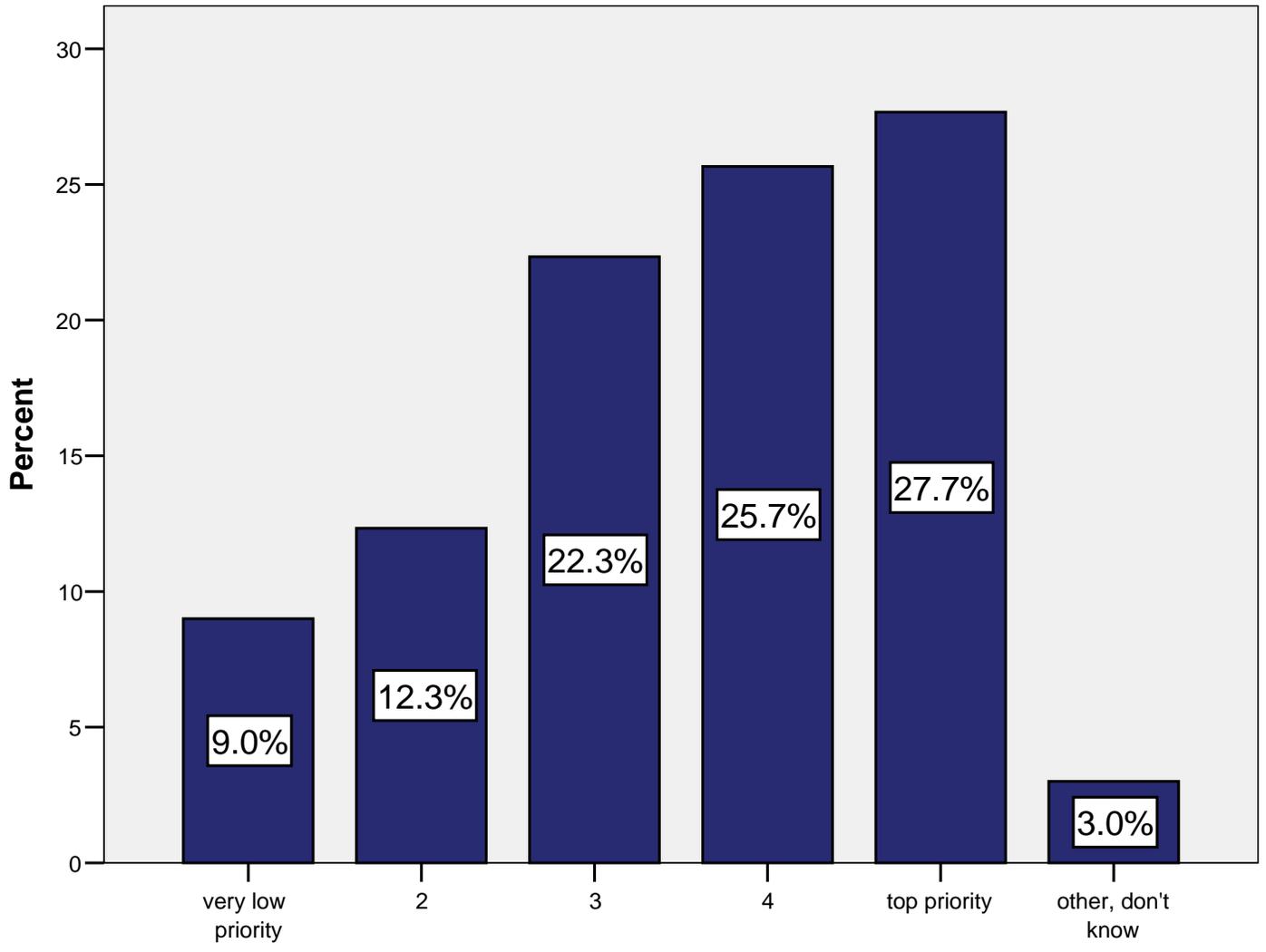
33. antique shops



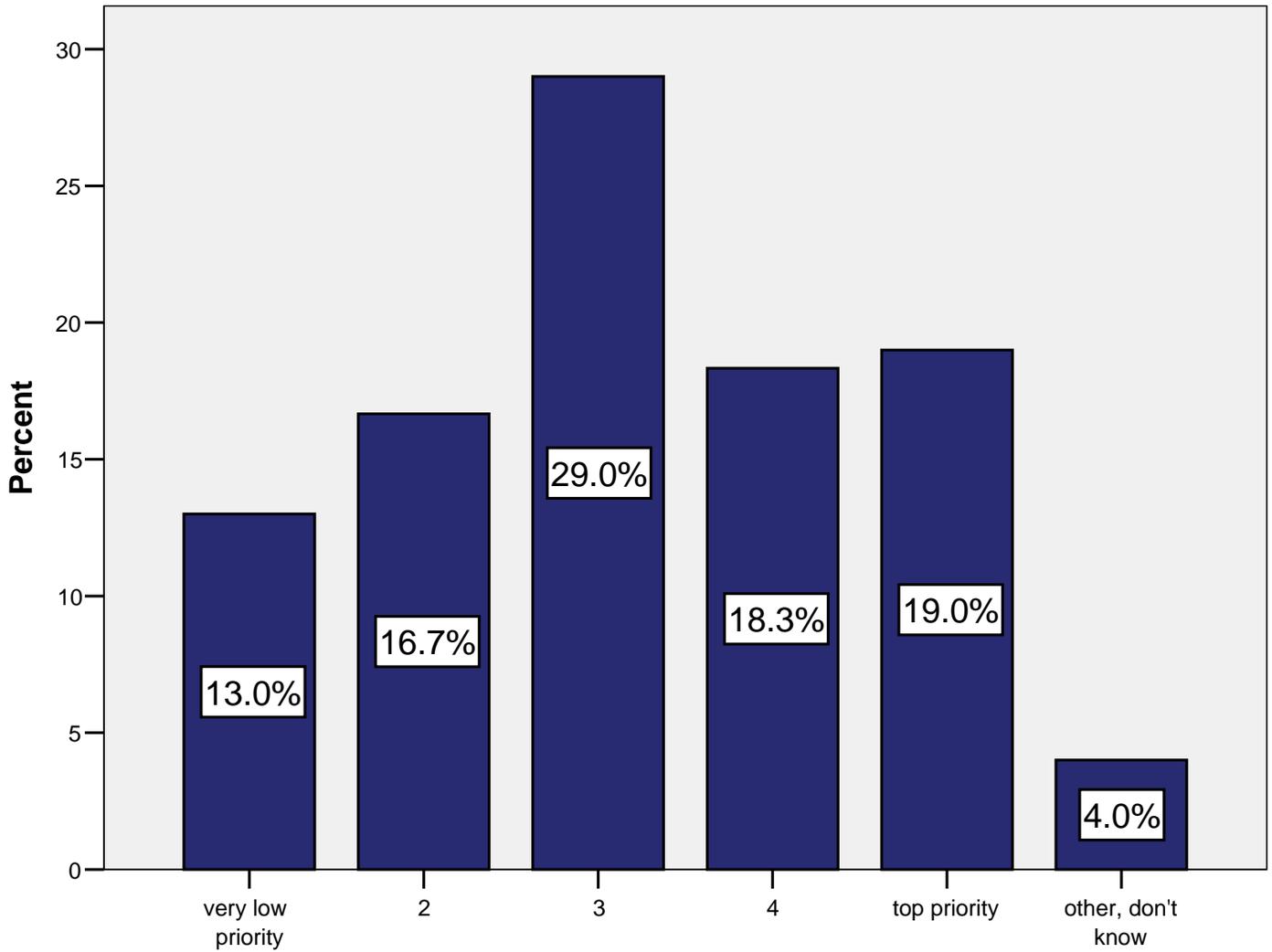
34. art galleries and shops



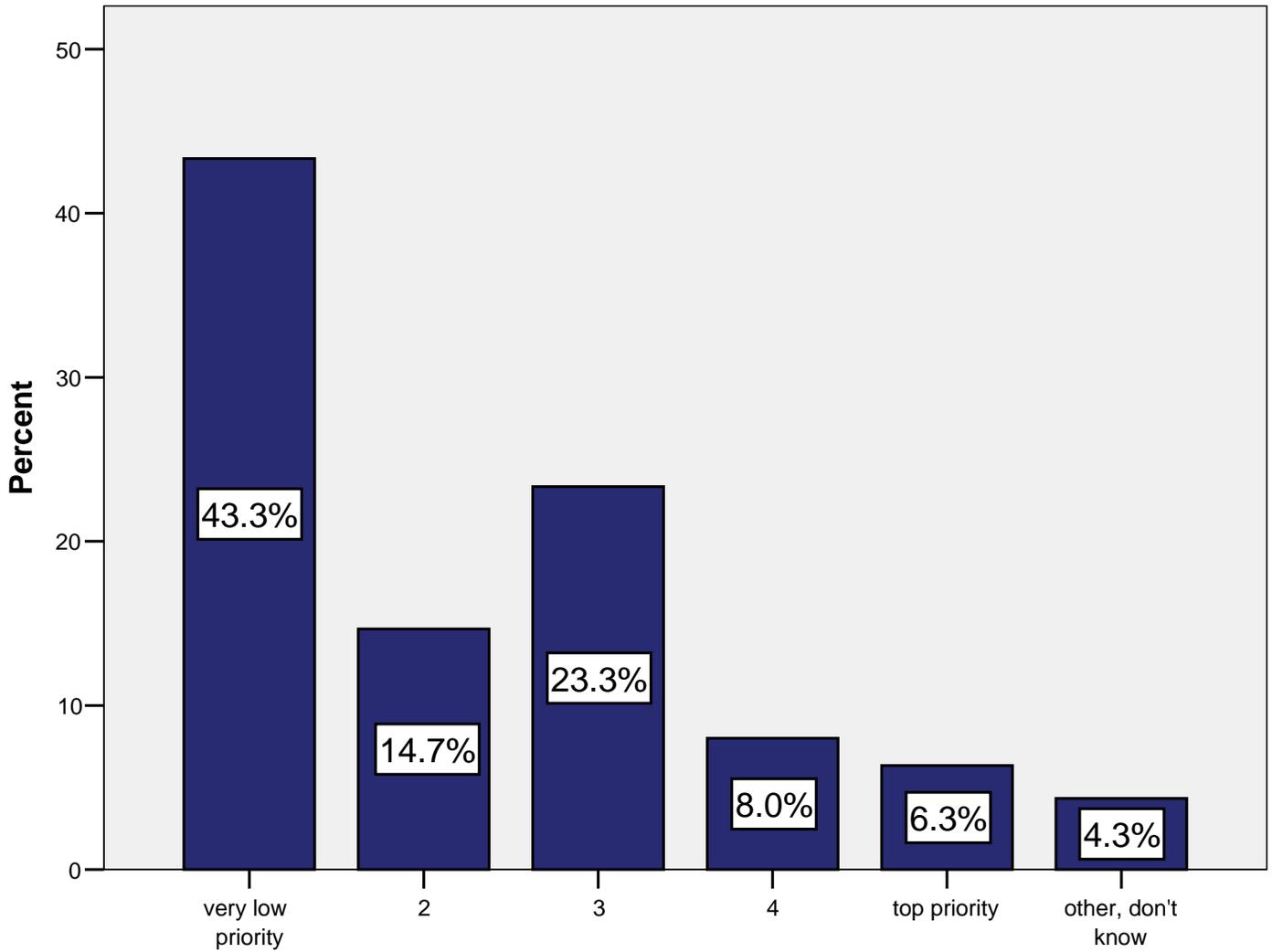
35. upscale dining



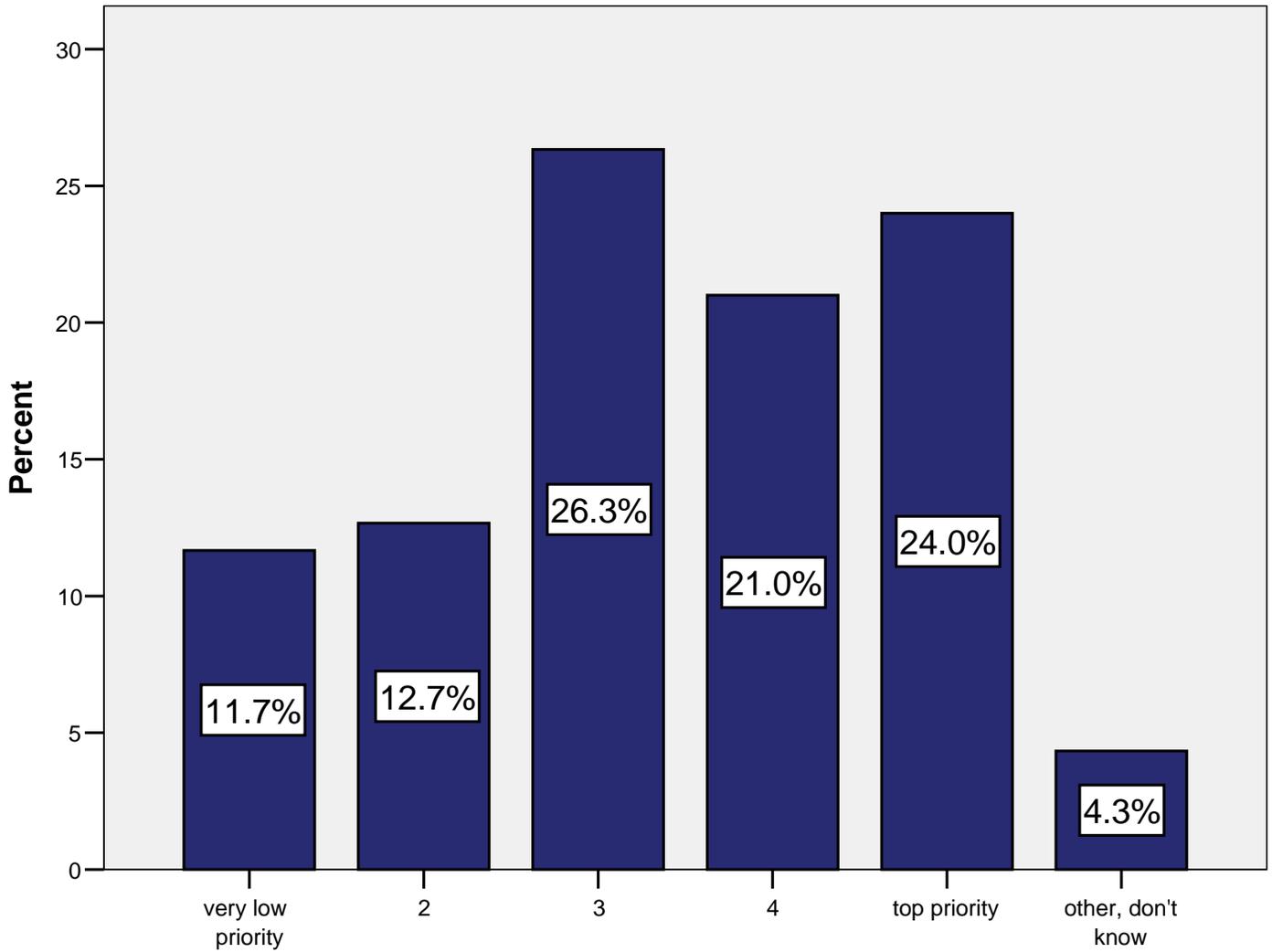
36. clothing stores



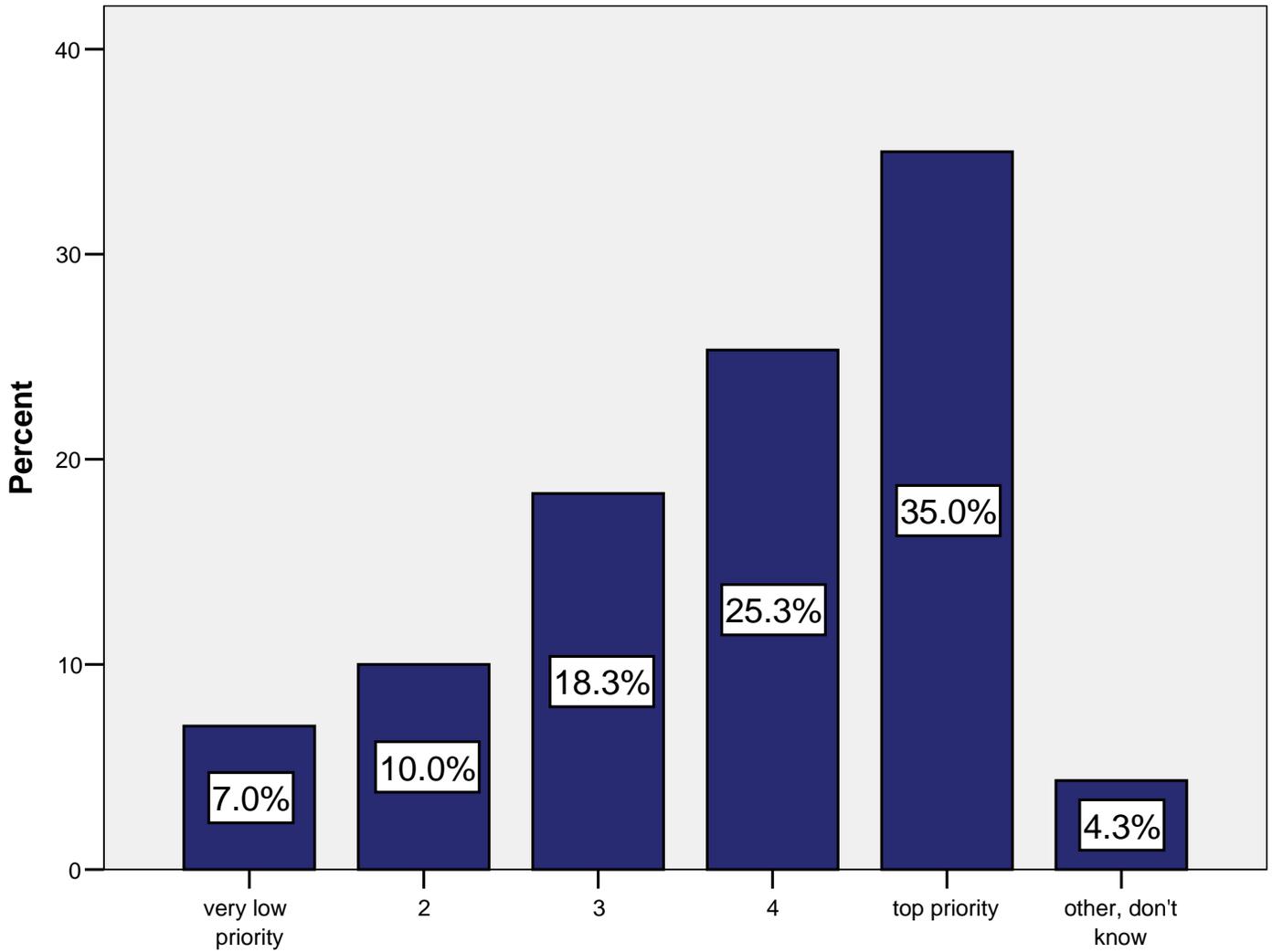
37. shoe stores



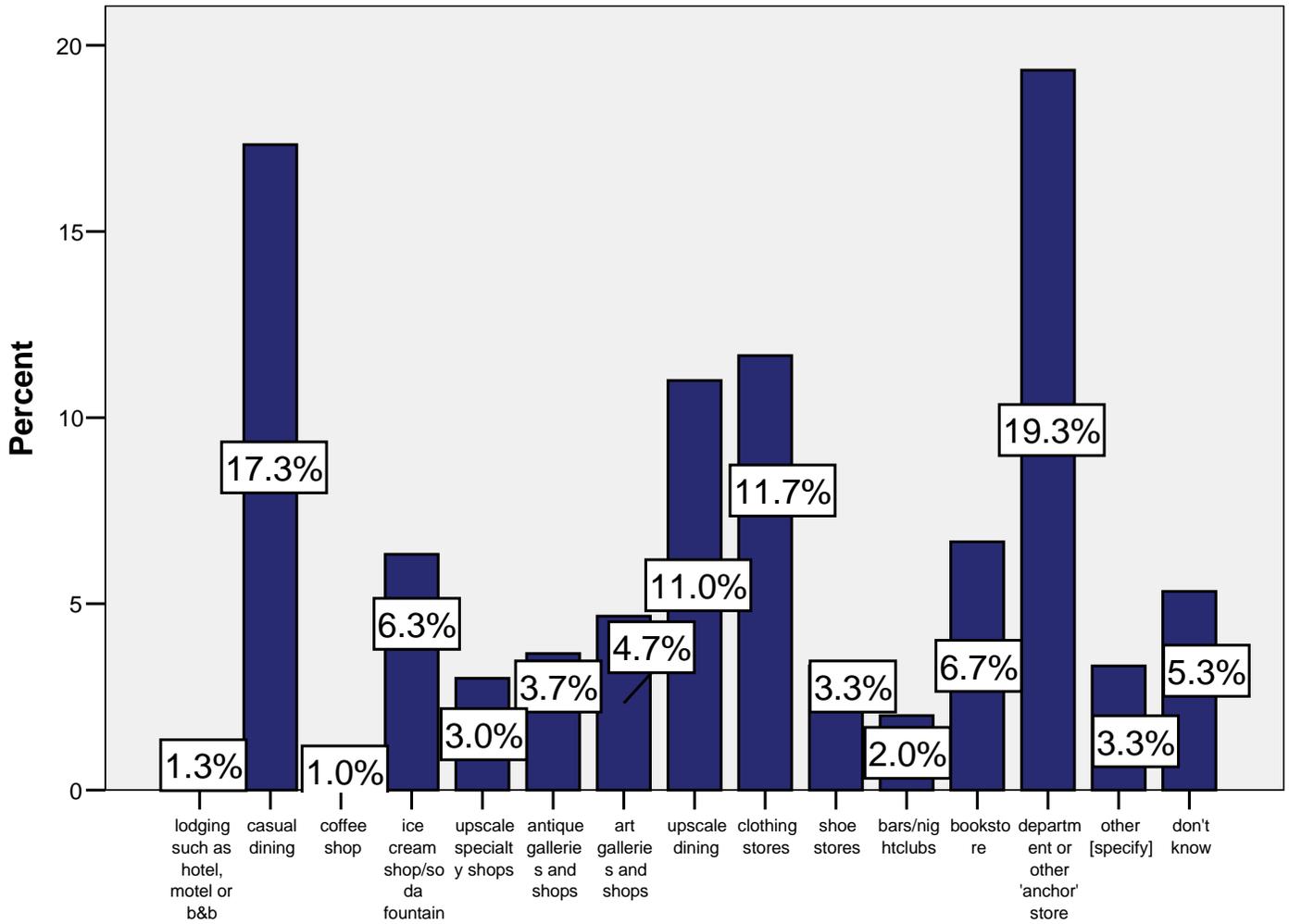
38. bars/nightclubs



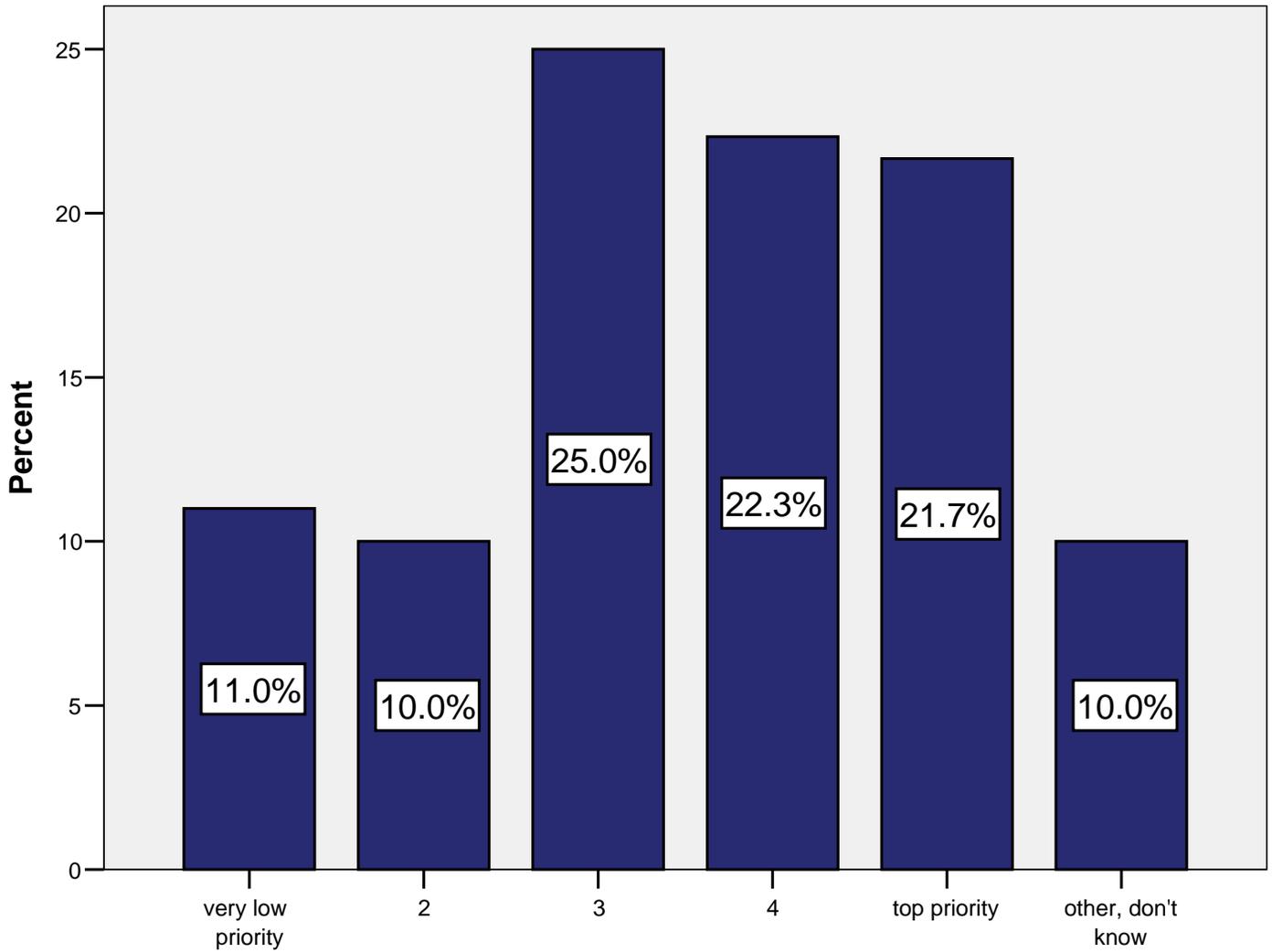
39. bookstore



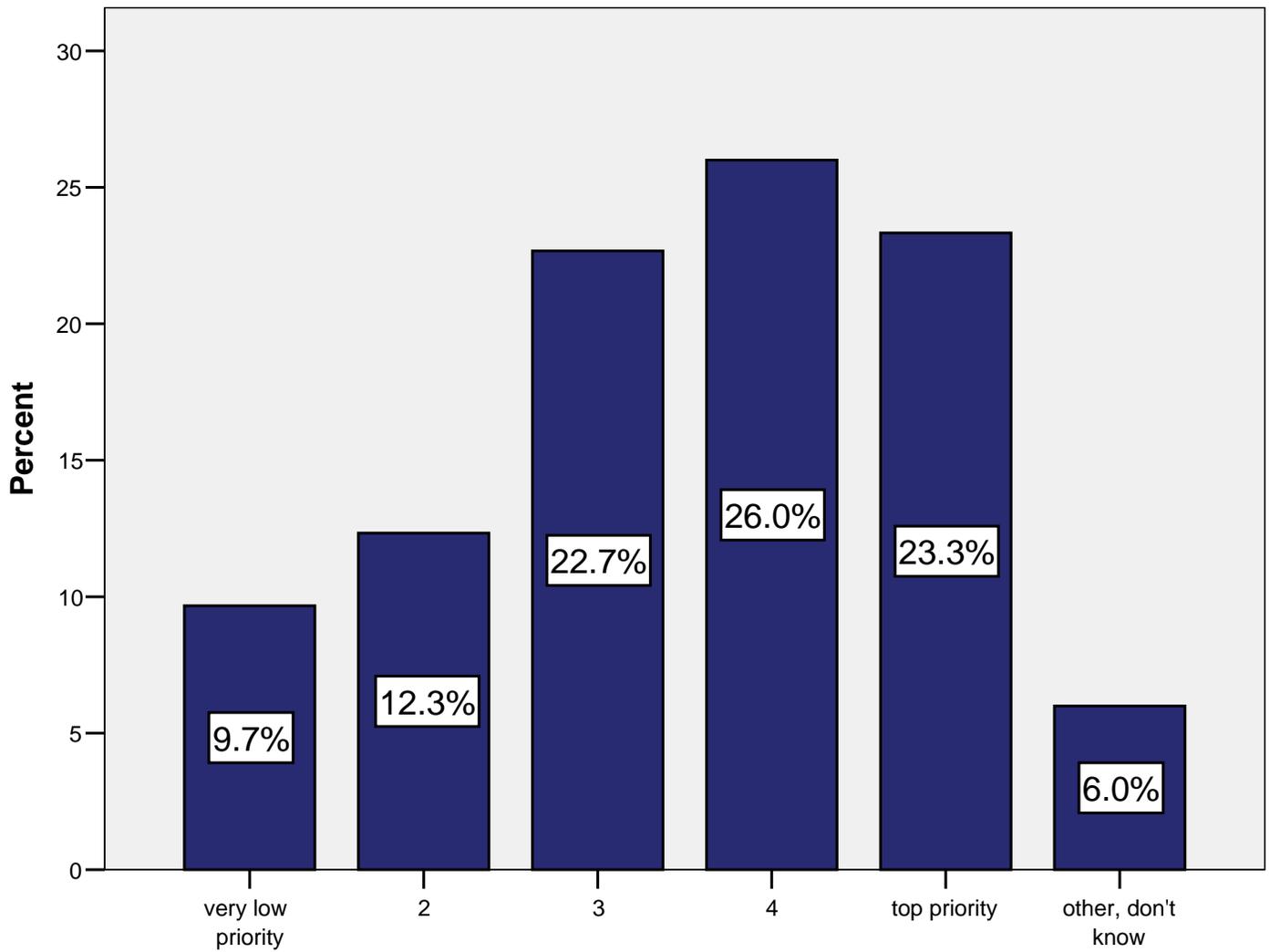
40. department store or other 'anchor' store



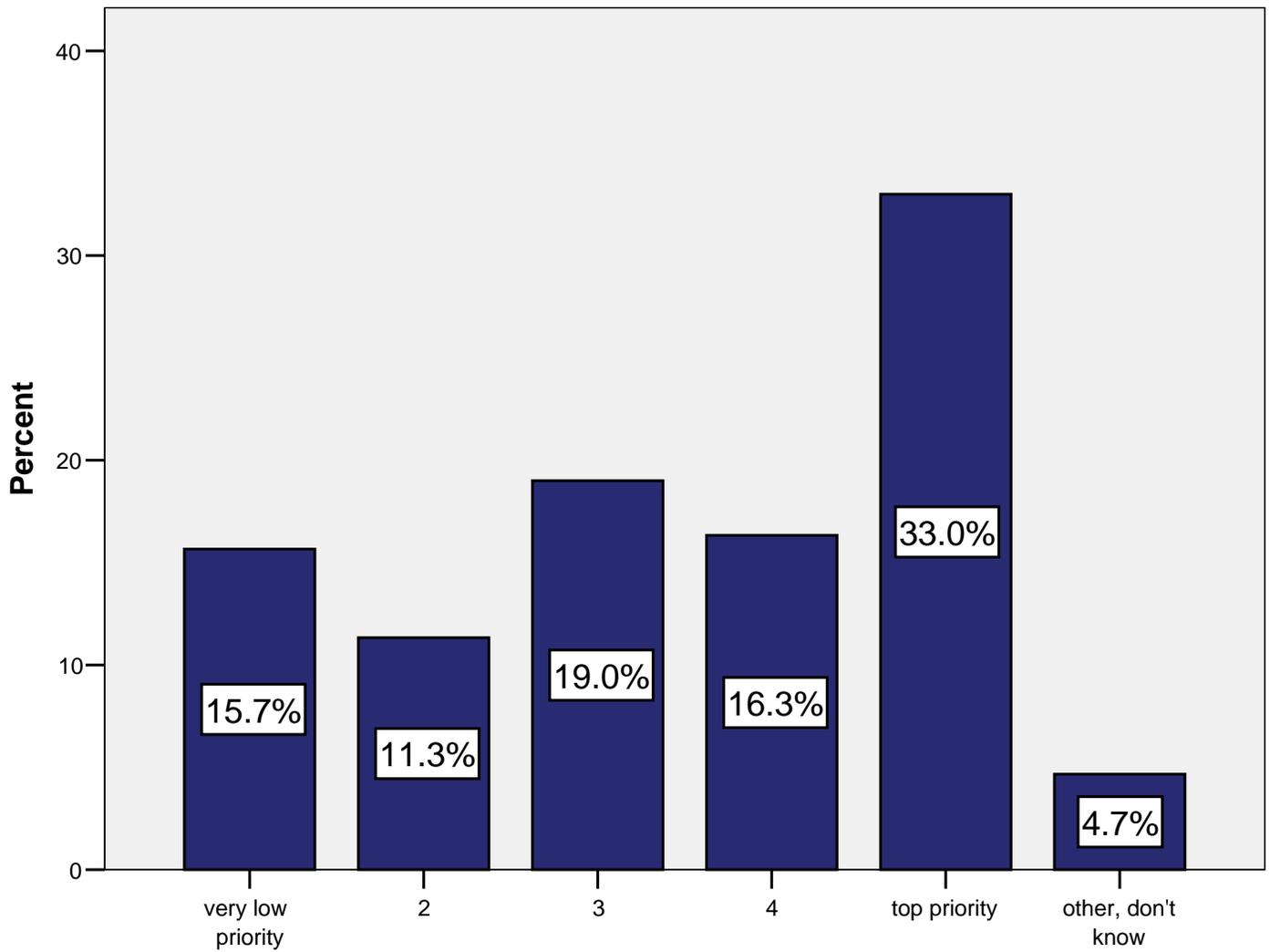
41. Of the items listed above, what business would you most like to see in downtown Sedalia?



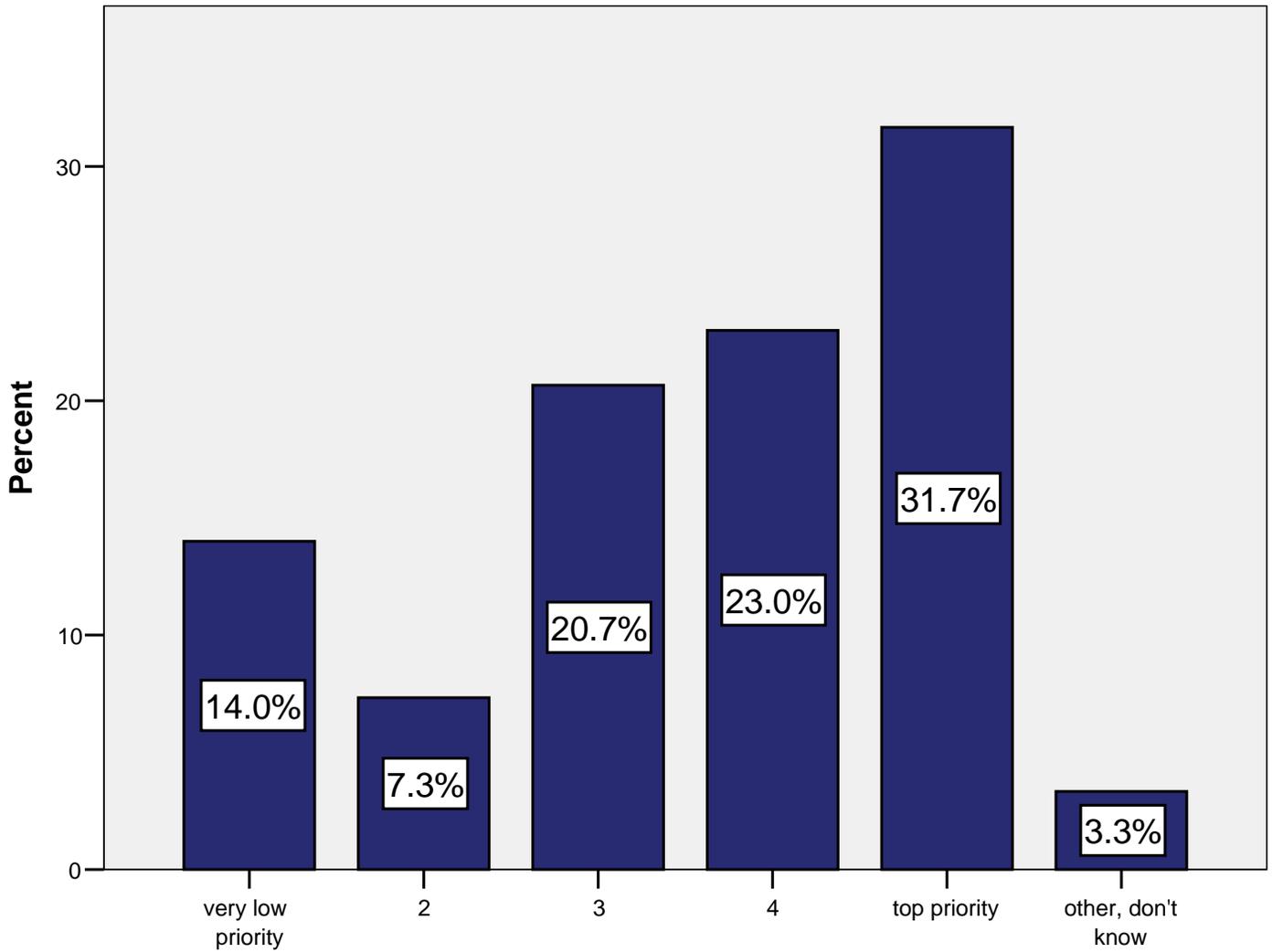
42. adding green space



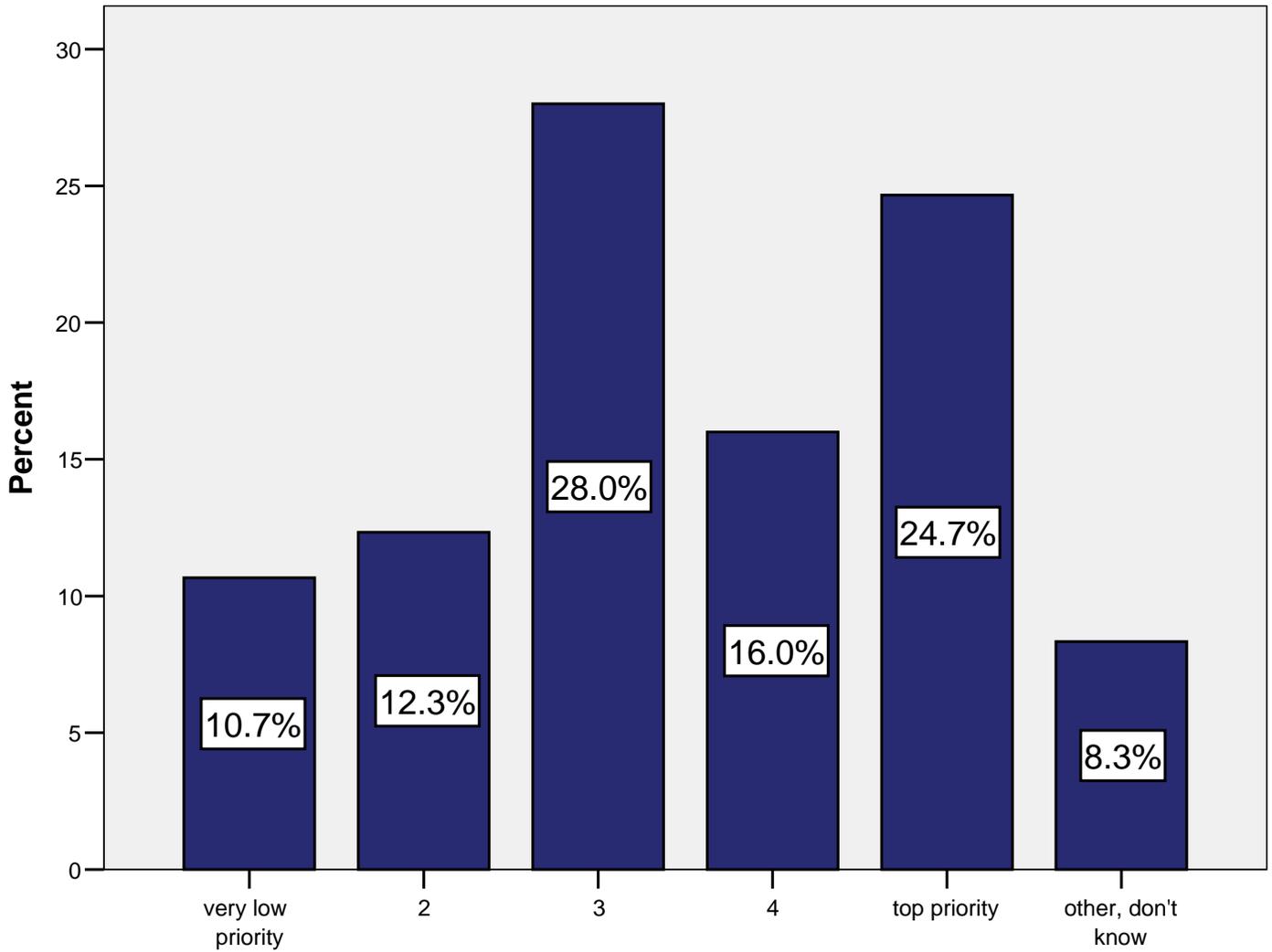
43. improving lighting



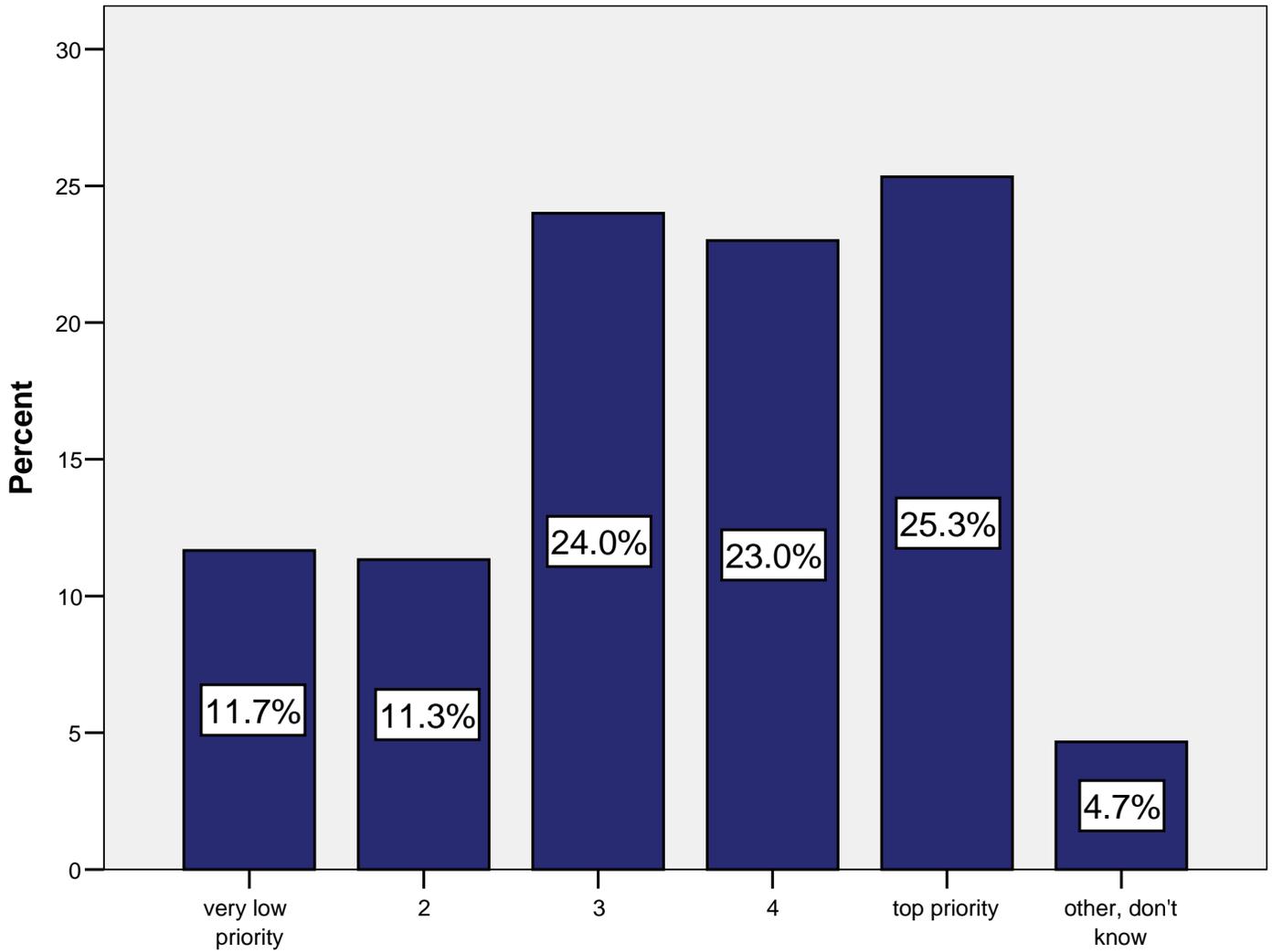
44. moving utilities underground



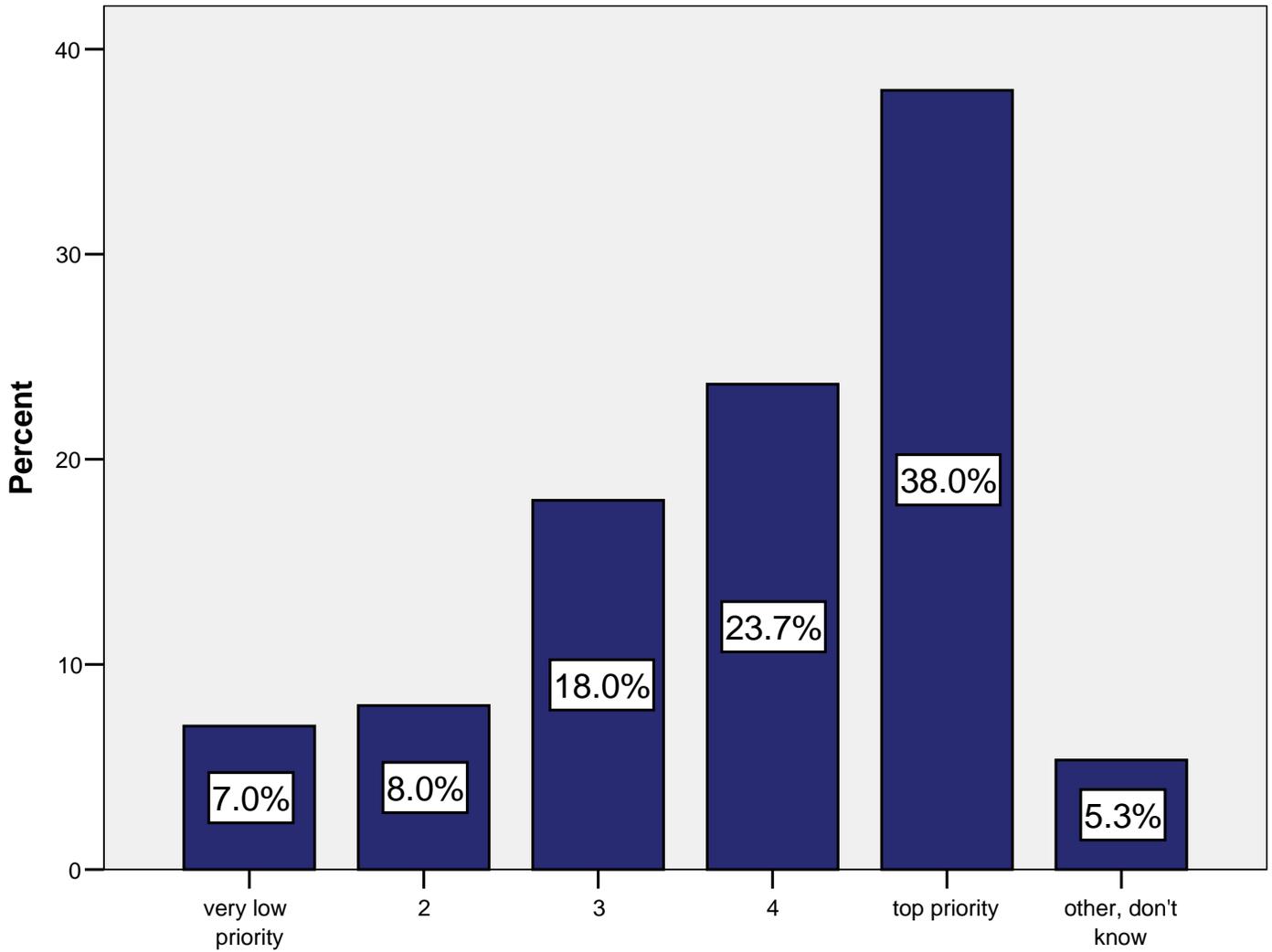
45. adding new parking spaces or lots



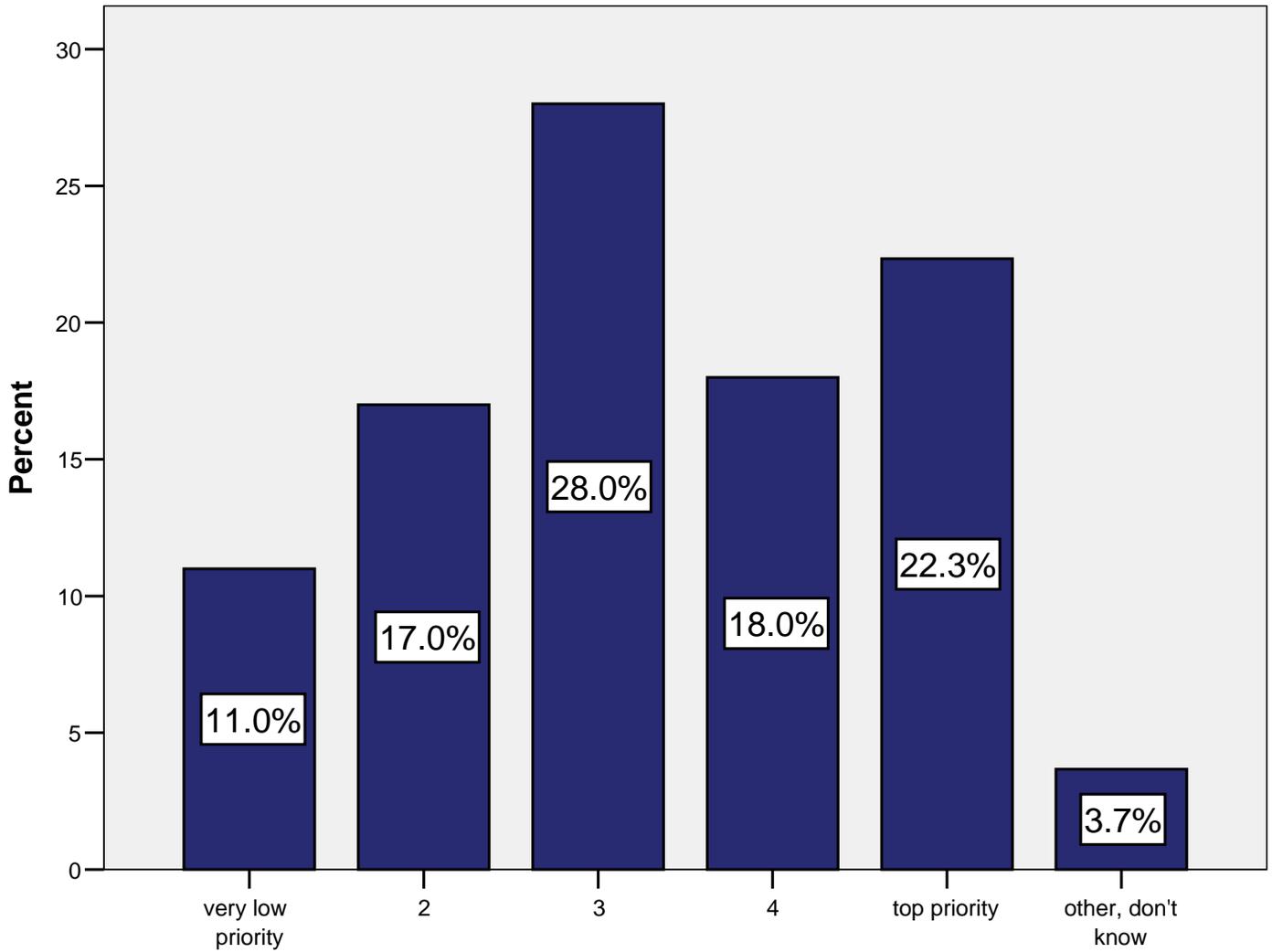
46. stricter code enforcement



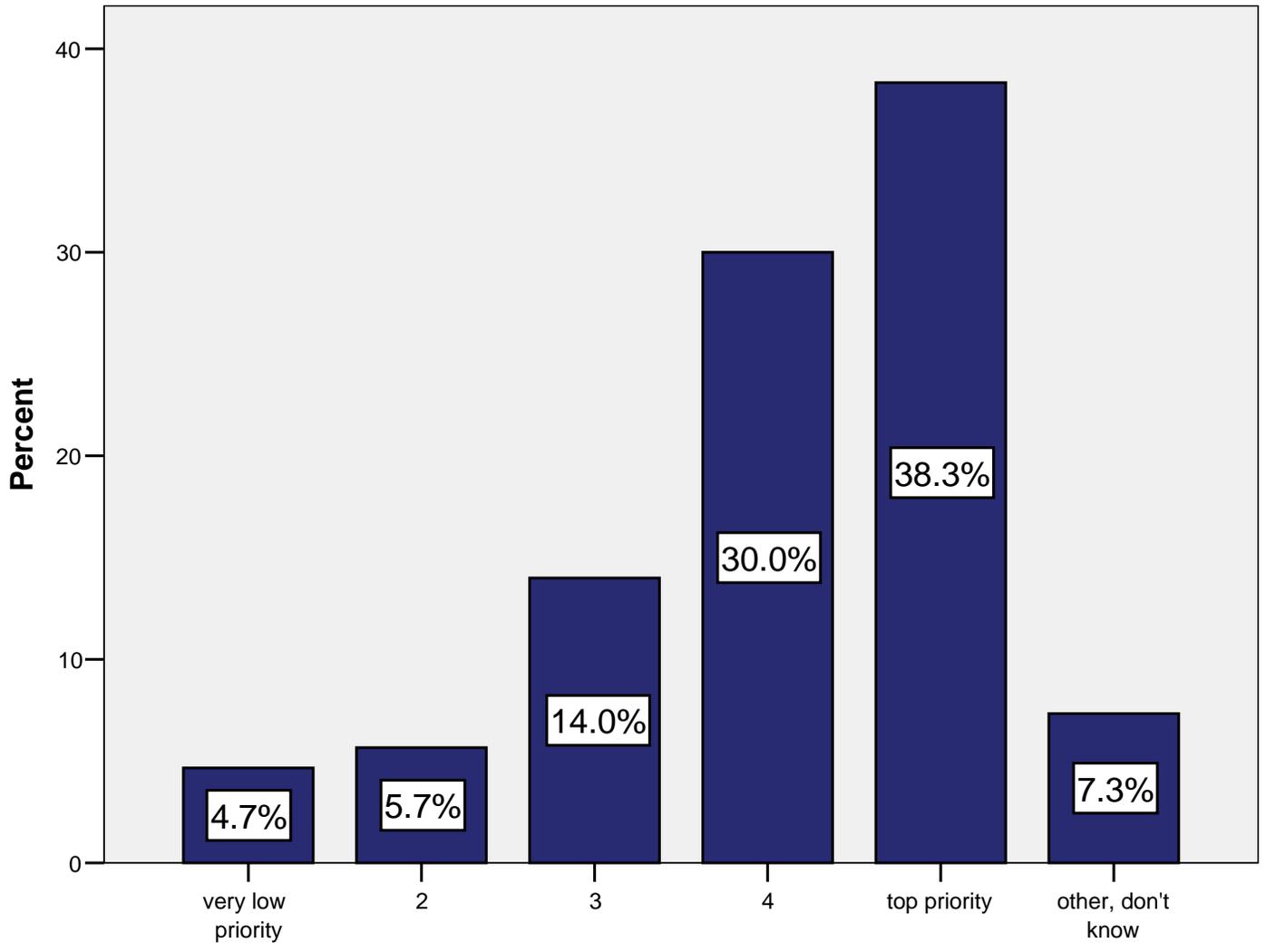
47. developing second-story residential space



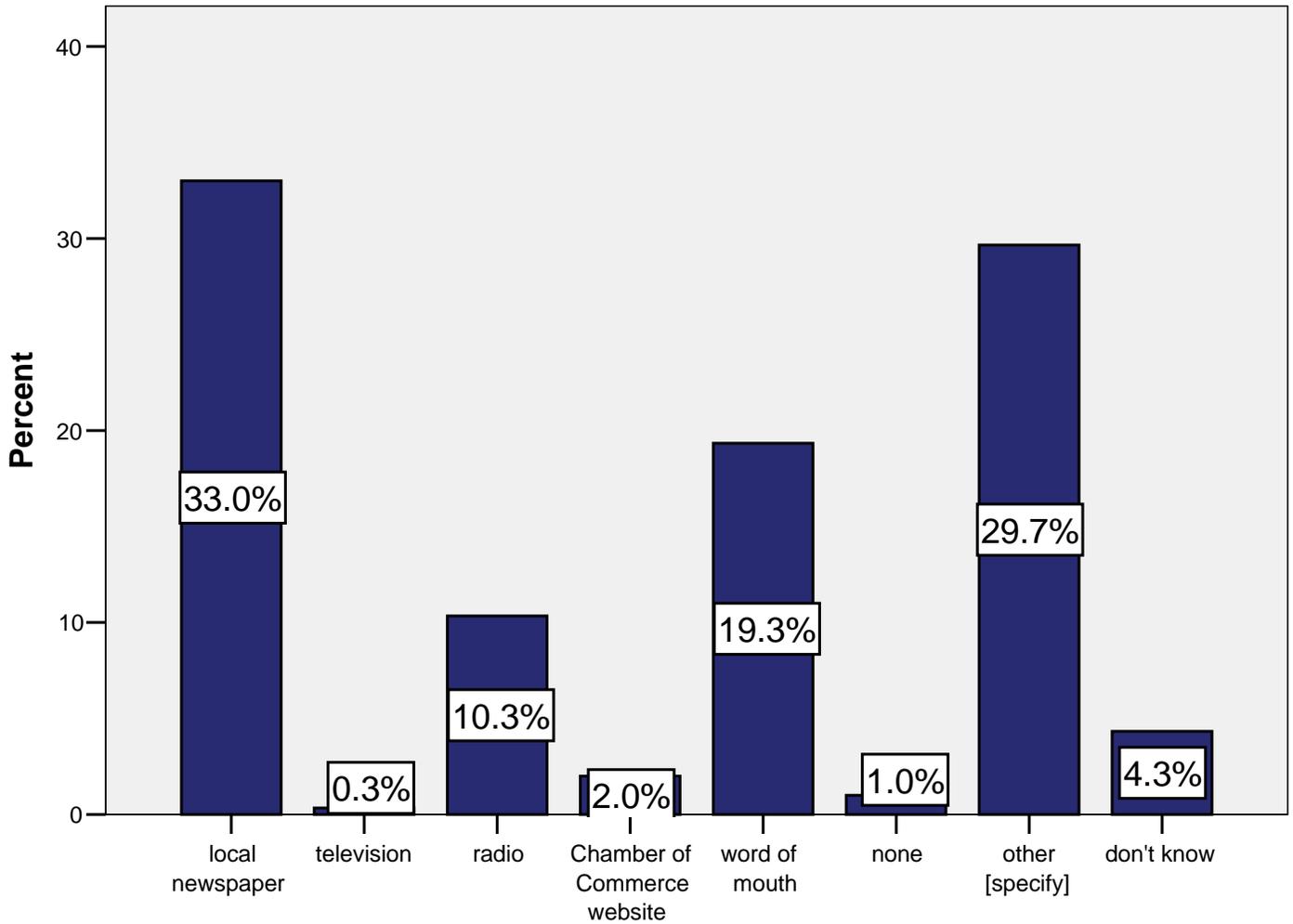
48. making the area more pedestrian-friendly



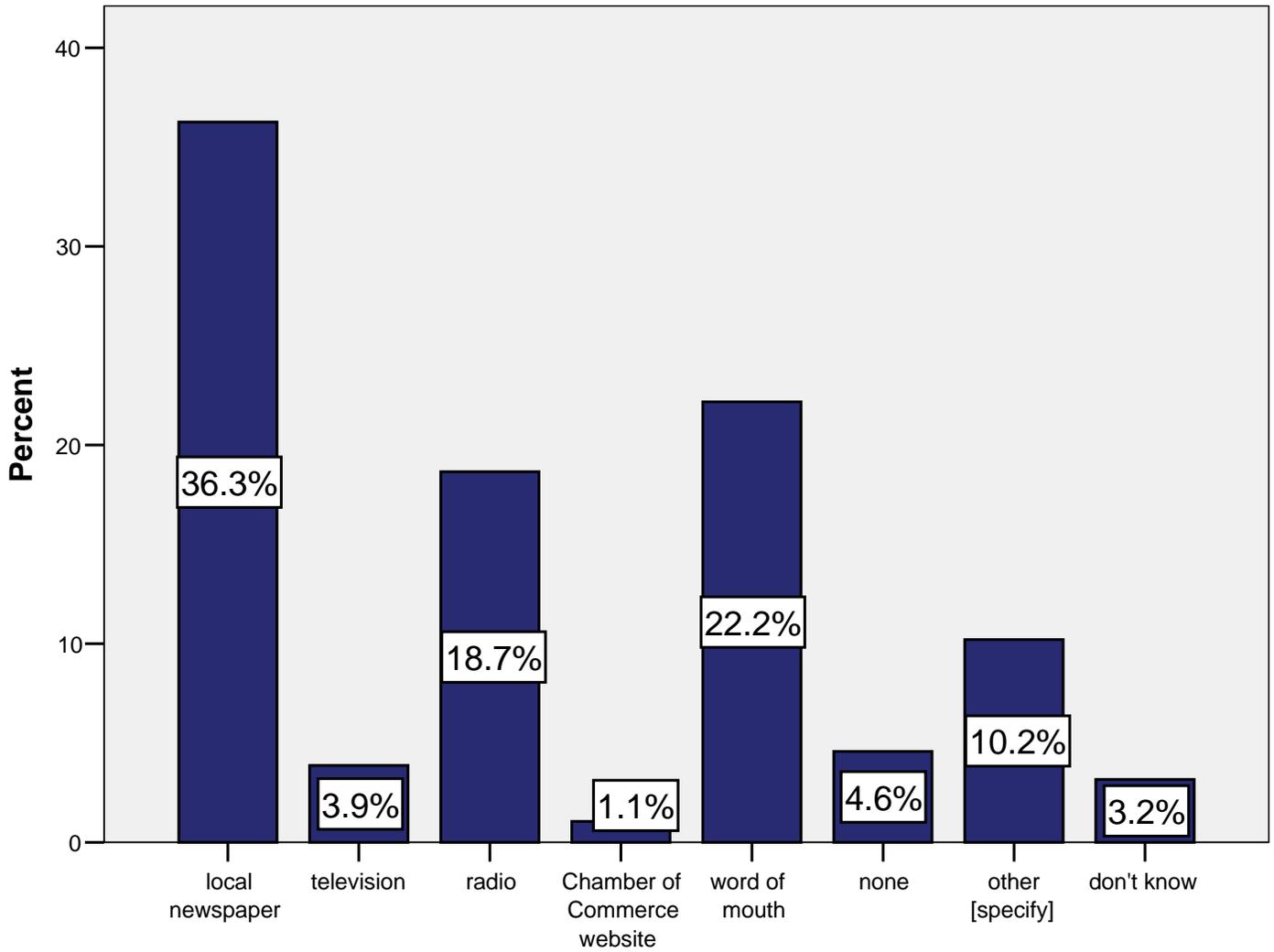
49. improving signage to help people find their way around



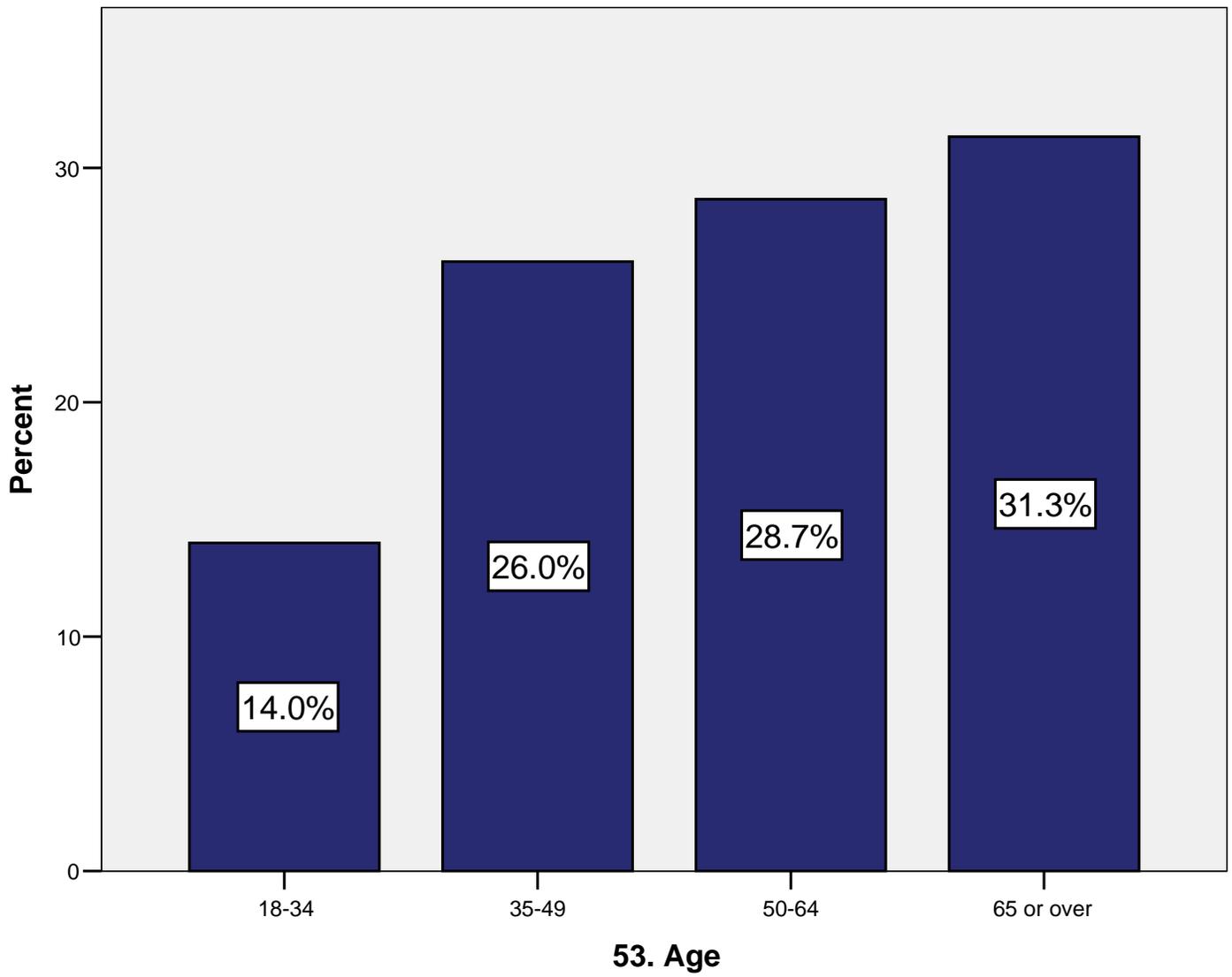
50. improving building facades

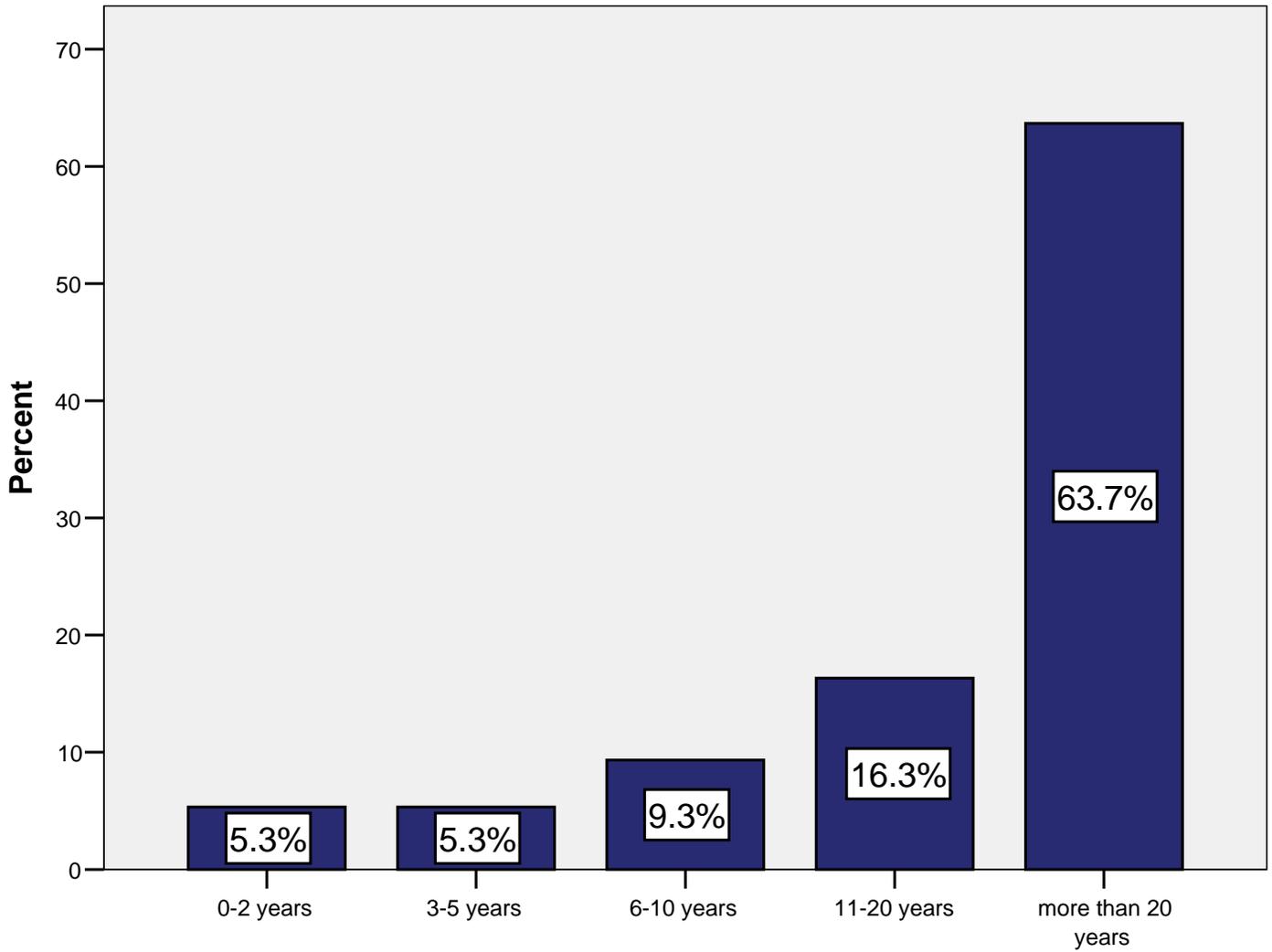


52. What would you say is your primary source of information about downtown Sedalia?

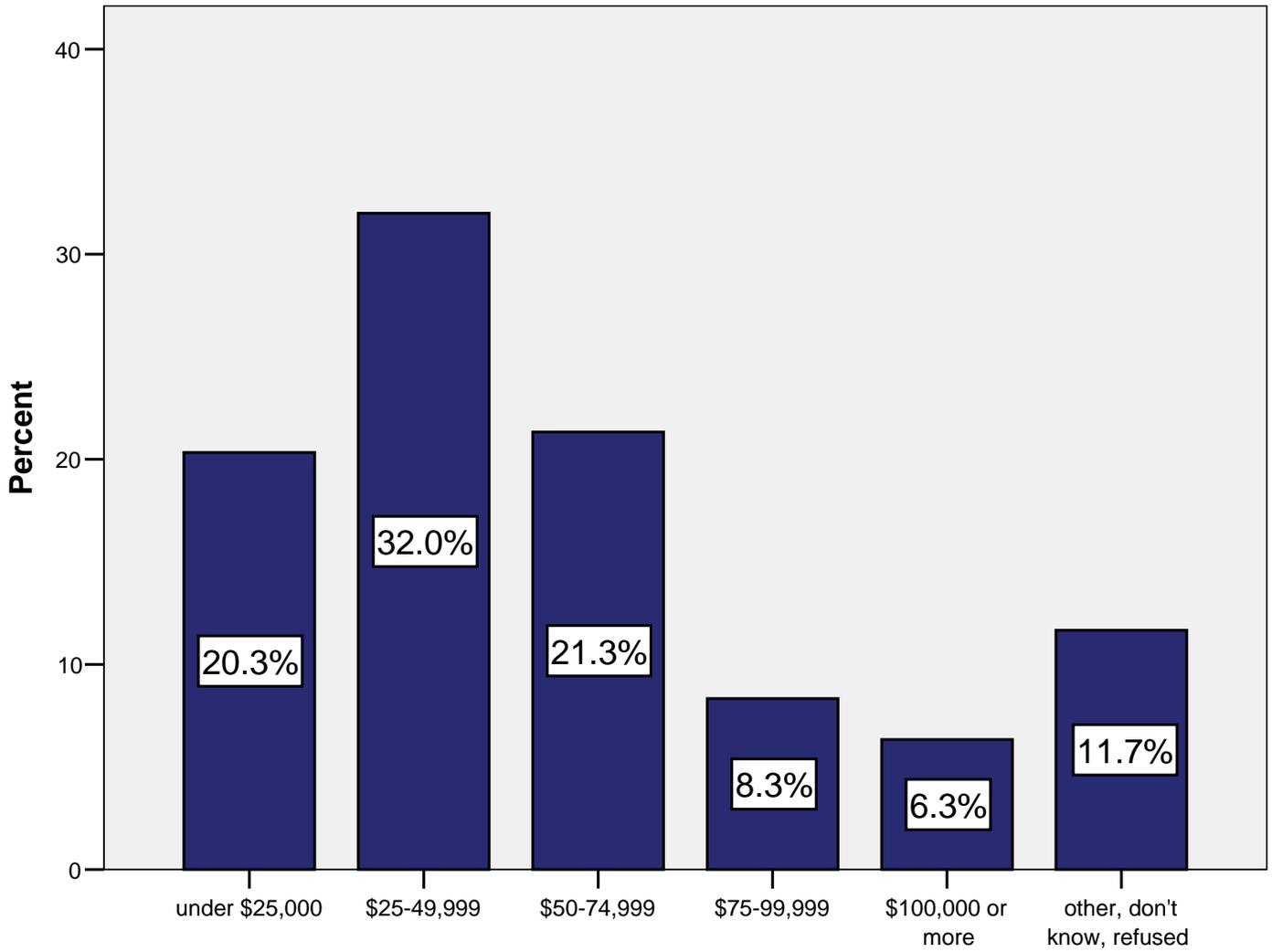


52. And what is your second most likely source of information?

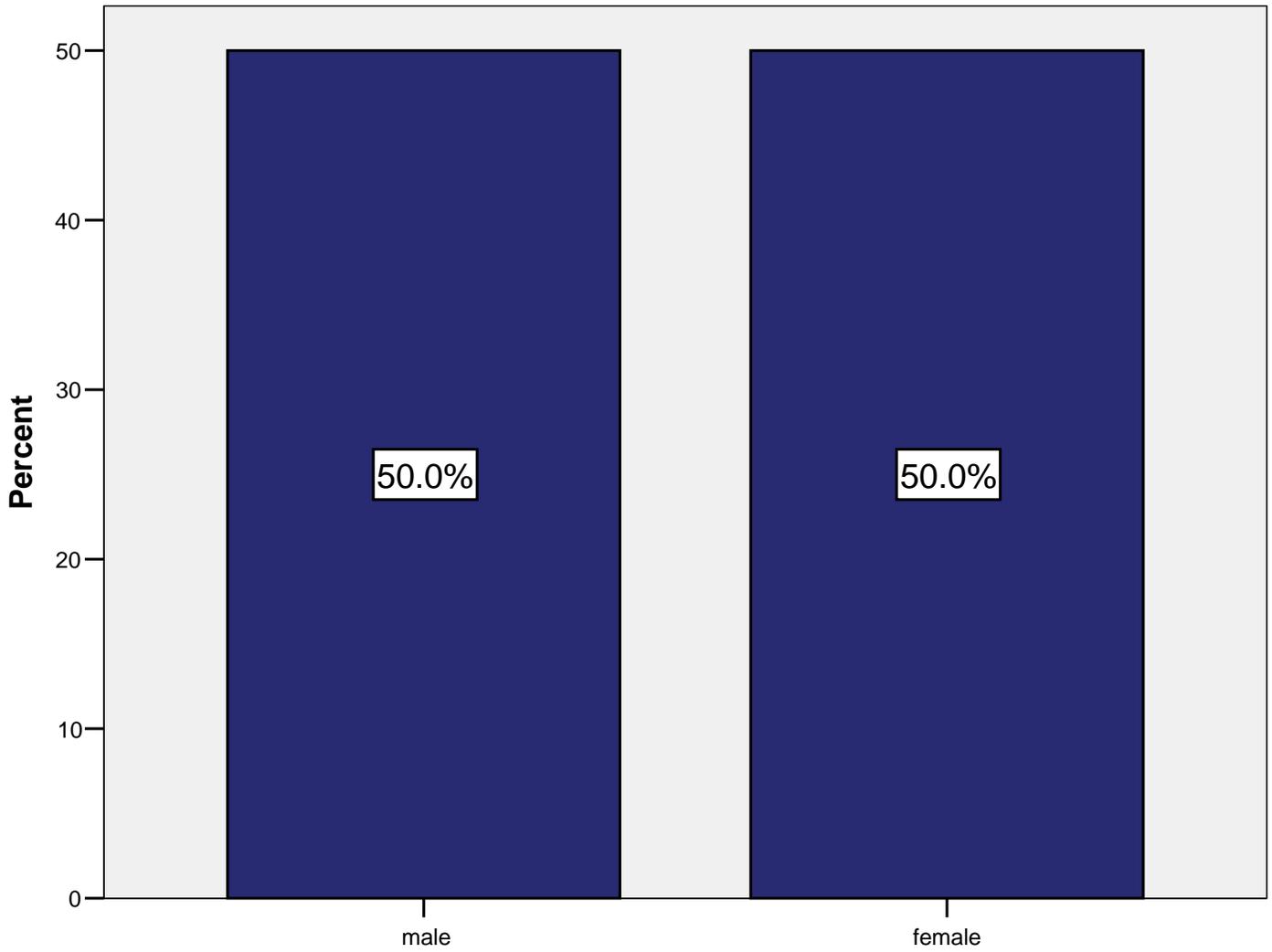




54. How long have you lived in the Sedalia area?



55. Income



56. Gender

SECTION V

QUESTIONNAIRE

Hello, I'm _____ calling from Attitude Research Company. We're conducting a survey to learn more about people's attitudes concerning some local and community issues, 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 Sedalia, 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 Sedalia 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 Sedalia?

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

[ASK 8-14 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

[ASK ONLY IF ANSWERED 1-4 TO Q7] 15. Of the items listed above, which would you say is the one reason you most often visit downtown Sedalia? [*repeat list if necessary, code responses as follows*]

- 1) shopping
- 2) dining
- 3) entertainment
- 4) other outdoor recreation, such as walking
- 5) special events
- 6) government/post office
- 7) conducting business
- 9) other, don't know

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

16. signs to help people find their way around
17. convenient business hours
18. available green space
19. preservation of historic structures
20. occupied storefronts
21. convenient parking
22. diverse mix of businesses
23. dining options
24. entertainment options
25. condition of streets
26. condition of sidewalks
27. How important would you say it is that downtown Sedalia work to retain its 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 Sedalia should place on bringing or adding more of that type of business to its own downtown area. If you think an item should be a top priority, rate it a "5." If you think it shouldn't be a priority at all, rate it a "1." Of course, you can use any number between five and one. The first is...

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

(ROTATE ORDER)

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

30. coffee shop
31. ice cream shop/soda fountain
32. upscale specialty shops
33. antique shops
34. art galleries and shops
35. upscale dining
36. clothing stores
37. shoe stores
38. bars/nightclubs
39. bookstore
40. department store or other 'anchor' store
41. Of the items listed above, what business would you most like to see in downtown Sedalia?
(Read choices again if necessary.)
 1. lodging such as hotel, motel or bed and breakfast
 2. casual dining
 3. coffee shop
 4. ice cream shop/soda fountain
 5. upscale specialty shops
 6. antique shops
 7. art galleries and shops
 8. upscale dining
 9. clothing stores
 10. shoe stores
 11. bars/nightclubs
 12. bookstore
 13. department store or other 'anchor' store
 99. other (specify)

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 Sedalia using the same 5-point scale. *(Repeat scale again if necessary, record other/don't know as 9)*

42. adding green space
43. improving lighting

44. moving utilities underground
45. adding new parking spaces or lots
46. stricter code enforcement
47. developing second-story residential space
48. making the area more pedestrian-friendly
49. improving signage to help people find their way around
50. improving building facades
51. Are there any other improvements you think should be made to downtown Sedalia? [open-ended, record first two responses]
52. What would you say is your primary source of information about downtown Sedalia? 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
 - 2) radio
 - 3) Chamber of Commerce web site
 - 4) word-of-mouth
 - 9) other [specify]

And now, a few final questions for classification purposes.

53. 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
54. How long have you lived in the Sedalia 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

55. For statistical purposes only, please indicate which of the following categories best fits your total household income for 2006. 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

56. Gender [do not ask – just record below]

- 1) male
- 2) female

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

SECTION VI. CROSS TABULATION

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

Sedalia, Missouri

| | | 53. Age | | | | 54. How long have you lived in the Sedalia area? | | | | | 55. Income | | | | | 56. Gender | |
|--|----------------------------------|--------------|--------------|--------------|--------------|--|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| | | 18-34 | 35-49 | 50-64 | 65 or over | 0-2 years | 3-5 years | 6-10 years | 11-20 years | 20 yrs + | < \$25,000 | \$25-49,999 | \$50-74,999 | \$75-99,999 | \$100,000+ | male | female |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 1. Thinking about the Sedalia, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction? | right | 52.4% | 53.8% | 54.7% | 54.3% | 75.0% | 56.3% | 32.1% | 51.0% | 56.0% | 42.6% | 55.2% | 60.9% | 64.0% | 63.2% | 58.7% | 49.3% |
| | mixed | 14.3% | 12.8% | 10.5% | 18.1% | 6.3% | 12.5% | 32.1% | 16.3% | 11.5% | 18.0% | 14.6% | 12.5% | 8.0% | 15.8% | 11.3% | 16.7% |
| | wrong | 26.2% | 26.9% | 25.6% | 16.0% | 12.5% | 18.8% | 32.1% | 22.4% | 23.0% | 21.3% | 27.1% | 20.3% | 24.0% | 21.1% | 22.7% | 23.3% |
| | other, don't know | 7.1% | 6.4% | 9.3% | 11.7% | 6.3% | 12.5% | 3.6% | 10.2% | 9.4% | 18.0% | 3.1% | 6.3% | 4.0% | 0.0% | 7.3% | 10.7% |
| | | | | | | | | | | | | | | | | | |
| | | 53. Age | | | | 54. How long have you lived in the Sedalia area? | | | | | 55. Income | | | | | 56. Gender | |
| | | 18-34 | 35-49 | 50-64 | 65 or over | 0-2 years | 3-5 years | 6-10 years | 11-20 years | 20 yrs + | < \$25,000 | \$25-49,999 | \$50-74,999 | \$75-99,999 | \$100,000+ | male | female |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 2. Revitalizing the Sedalia downtown area | very low priority | 7.1% | 3.8% | 10.5% | 10.6% | 0.0% | 12.5% | 3.6% | 8.2% | 9.4% | 11.5% | 9.4% | 9.4% | 0.0% | 5.3% | 6.7% | 10.0% |
| | 2 | 7.1% | 7.7% | 12.8% | 17.0% | 6.3% | 6.3% | 10.7% | 18.4% | 11.5% | 8.2% | 11.5% | 12.7% | 16.0% | 15.8% | 12.0% | 12.0% |
| | 3 | 28.6% | 26.9% | 29.1% | 17.0% | 18.8% | 18.8% | 28.6% | 26.5% | 24.6% | 18.0% | 25.0% | 29.7% | 36.0% | 10.5% | 28.0% | 21.3% |
| | 4 | 19.0% | 29.5% | 24.4% | 16.0% | 25.0% | 18.8% | 21.4% | 24.5% | 22.0% | 16.4% | 25.0% | 21.9% | 24.0% | 36.8% | 23.3% | 21.3% |
| | top priority | 31.0% | 28.2% | 20.9% | 33.0% | 50.0% | 37.5% | 25.0% | 16.3% | 28.8% | 42.6% | 26.0% | 20.3% | 24.0% | 31.6% | 24.7% | 31.3% |
| | other, don't know | 7.1% | 3.8% | 2.3% | 6.4% | 0.0% | 6.3% | 10.7% | 6.1% | 3.7% | 3.3% | 3.1% | 6.3% | 0.0% | 0.0% | 5.3% | 4.0% |
| | Total high priority (4-5) | 50.0% | 57.7% | 45.3% | 48.9% | 75.0% | 56.3% | 46.4% | 40.8% | 50.8% | 59.0% | 51.0% | 42.2% | 48.0% | 68.4% | 48.0% | 52.7% |
| | Total low priority (1-2) | 14.3% | 11.5% | 23.3% | 27.7% | 6.3% | 18.8% | 14.3% | 26.5% | 20.9% | 19.7% | 20.8% | 21.9% | 16.0% | 21.1% | 18.7% | 22.0% |
| | | 53. Age | | | | 54. How long have you lived in the Sedalia area? | | | | | 55. Income | | | | | 56. Gender | |
| | | 18-34 | 35-49 | 50-64 | 65 or over | 0-2 years | 3-5 years | 6-10 years | 11-20 years | 20 yrs + | < \$25,000 | \$25-49,999 | \$50-74,999 | \$75-99,999 | \$100,000+ | male | female |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 3. Repairing major streets | very low priority | 2.4% | 1.3% | 3.5% | 8.5% | 6.3% | 0.0% | 3.6% | 4.1% | 4.7% | 9.8% | 4.2% | 1.6% | 4.0% | 5.3% | 2.0% | 6.7% |
| | 2 | 7.1% | 5.1% | 8.1% | 7.4% | 6.3% | 0.0% | 10.7% | 14.3% | 5.2% | 8.2% | 6.3% | 9.4% | 8.0% | 0.0% | 9.3% | 4.7% |
| | 3 | 21.4% | 14.1% | 16.3% | 24.5% | 12.5% | 18.8% | 14.3% | 18.4% | 21.9% | 10.4% | 12.0% | 12.0% | 12.0% | 31.6% | 18.0% | 20.0% |
| | 4 | 23.8% | 24.4% | 23.3% | 14.9% | 37.5% | 18.8% | 25.0% | 16.3% | 20.4% | 21.3% | 26.0% | 15.6% | 24.0% | 15.8% | 20.0% | 22.0% |
| | top priority | 40.5% | 52.6% | 46.5% | 41.5% | 37.5% | 56.3% | 42.9% | 44.9% | 46.1% | 51.0% | 46.9% | 52.0% | 52.0% | 42.1% | 48.0% | 43.3% |
| | other, don't know | 4.8% | 2.6% | 2.3% | 3.2% | 0.0% | 6.3% | 3.6% | 2.0% | 3.1% | 0.0% | 2.1% | 4.7% | 0.0% | 5.3% | 2.7% | 3.3% |
| | Total high priority (4-5) | 64.3% | 76.9% | 69.8% | 56.4% | 75.0% | 75.0% | 67.9% | 61.2% | 66.5% | 63.9% | 77.1% | 62.5% | 76.0% | 57.9% | 68.0% | 65.3% |
| | Total low priority (1-2) | 9.5% | 6.4% | 11.6% | 16.0% | 12.5% | 0.0% | 14.3% | 18.4% | 9.9% | 18.0% | 10.4% | 10.9% | 12.0% | 5.3% | 14.7% | 11.3% |
| | | 53. Age | | | | 54. How long have you lived in the Sedalia area? | | | | | 55. Income | | | | | 56. Gender | |
| | | 18-34 | 35-49 | 50-64 | 65 or over | 0-2 years | 3-5 years | 6-10 years | 11-20 years | 20 yrs + | < \$25,000 | \$25-49,999 | \$50-74,999 | \$75-99,999 | \$100,000+ | male | female |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 4. Improving emergency services | very low priority | 0.0% | 3.8% | 4.7% | 7.4% | 0.0% | 0.0% | 14.3% | 4.1% | 4.2% | 8.2% | 4.2% | 0.0% | 4.0% | 0.0% | 5.3% | 4.0% |
| | 2 | 4.8% | 6.4% | 11.6% | 9.6% | 12.5% | 6.3% | 10.2% | 3.6% | 8.9% | 8.2% | 5.2% | 10.9% | 8.0% | 15.8% | 9.3% | 8.0% |
| | 3 | 28.6% | 21.8% | 24.4% | 20.2% | 31.3% | 37.5% | 10.7% | 26.5% | 22.0% | 18.0% | 25.0% | 26.6% | 20.0% | 26.3% | 26.0% | 20.0% |
| | 4 | 23.8% | 24.4% | 23.3% | 29.8% | 0.0% | 6.3% | 35.7% | 28.6% | 27.2% | 28.6% | 28.1% | 21.9% | 44.0% | 21.1% | 28.7% | 22.7% |
| | top priority | 38.1% | 38.5% | 32.6% | 27.7% | 56.3% | 37.5% | 32.1% | 26.5% | 33.0% | 41.0% | 34.4% | 32.8% | 24.0% | 26.3% | 26.0% | 40.7% |
| | other, don't know | 4.8% | 5.1% | 3.5% | 5.3% | 0.0% | 12.5% | 3.6% | 4.1% | 4.7% | 0.0% | 7.8% | 0.0% | 10.5% | 4.7% | 4.7% | 4.7% |
| | Total high priority (4-5) | 61.9% | 62.8% | 55.8% | 57.4% | 56.3% | 43.8% | 67.9% | 55.1% | 60.2% | 65.6% | 62.5% | 54.7% | 68.0% | 47.4% | 54.7% | 63.3% |
| | Total low priority (1-2) | 4.8% | 10.3% | 16.3% | 17.0% | 12.5% | 6.3% | 17.9% | 14.3% | 13.1% | 16.4% | 9.4% | 10.9% | 12.0% | 15.8% | 14.7% | 12.0% |
| | | 53. Age | | | | 54. How long have you lived in the Sedalia area? | | | | | 55. Income | | | | | 56. Gender | |
| | | 18-34 | 35-49 | 50-64 | 65 or over | 0-2 years | 3-5 years | 6-10 years | 11-20 years | 20 yrs + | < \$25,000 | \$25-49,999 | \$50-74,999 | \$75-99,999 | \$100,000+ | male | female |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 5. Upgrading parks and recreation facilities | very low priority | 0.0% | 2.6% | 5.8% | 6.4% | 0.0% | 12.5% | 0.0% | 2.0% | 5.2% | 4.9% | 4.2% | 4.7% | 4.0% | 5.3% | 4.7% | 4.0% |
| | 2 | 21.4% | 7.7% | 12.8% | 11.7% | 18.8% | 6.3% | 14.3% | 18.4% | 10.5% | 11.5% | 12.5% | 14.1% | 12.0% | 5.3% | 12.7% | 12.0% |
| | 3 | 21.4% | 34.6% | 30.2% | 24.5% | 31.3% | 25.0% | 35.7% | 28.6% | 27.2% | 18.0% | 31.3% | 35.9% | 20.0% | 26.3% | 33.3% | 23.3% |
| | 4 | 16.7% | 24.4% | 32.6% | 25.5% | 31.3% | 0.0% | 21.4% | 30.6% | 27.2% | 24.6% | 25.0% | 23.4% | 44.0% | 36.8% | 24.0% | 28.0% |
| | top priority | 35.7% | 28.2% | 15.1% | 28.7% | 18.8% | 50.0% | 21.4% | 18.4% | 26.7% | 39.3% | 24.0% | 20.0% | 21.2% | 23.3% | 28.0% | 28.0% |
| | other, don't know | 4.8% | 2.6% | 3.5% | 3.2% | 0.0% | 6.3% | 7.1% | 2.0% | 3.1% | 1.6% | 3.1% | 4.7% | 0.0% | 5.3% | 2.0% | 4.7% |
| | Total high priority (4-5) | 52.4% | 52.6% | 47.7% | 54.3% | 50.0% | 50.0% | 42.9% | 49.0% | 53.9% | 63.9% | 49.0% | 40.6% | 64.0% | 57.9% | 47.3% | 56.0% |
| | Total low priority (1-2) | 21.4% | 10.3% | 18.6% | 18.1% | 18.8% | 18.8% | 14.3% | 20.4% | 15.7% | 16.4% | 16.7% | 18.8% | 16.0% | 10.5% | 17.3% | 16.0% |
| | | 53. Age | | | | 54. How long have you lived in the Sedalia area? | | | | | 55. Income | | | | | 56. Gender | |
| | | 18-34 | 35-49 | 50-64 | 65 or over | 0-2 years | 3-5 years | 6-10 years | 11-20 years | 20 yrs + | < \$25,000 | \$25-49,999 | \$50-74,999 | \$75-99,999 | \$100,000+ | male | female |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 6. Attracting more big box retail development | very low priority | 14.3% | 11.5% | 15.1% | 8.5% | 6.3% | 6.3% | 25.0% | 10.2% | 11.5% | 21.3% | 12.5% | 7.8% | 4.0% | 0.0% | 9.3% | 14.7% |
| | 2 | 4.8% | 12.8% | 10.5% | 17.0% | 0.0% | 12.5% | 7.1% | 12.2% | 14.1% | 9.8% | 12.5% | 9.4% | 12.0% | 21.1% | 11.3% | 13.3% |
| | 3 | 31.0% | 19.2% | 24.4% | 20.2% | 25.0% | 25.0% | 14.3% | 30.6% | 21.5% | 29.5% | 19.8% | 17.2% | 32.0% | 26.3% | 25.3% | 20.0% |
| | 4 | 14.3% | 25.6% | 16.3% | 17.0% | 25.0% | 25.0% | 17.9% | 24.5% | 16.2% | 9.8% | 22.9% | 28.1% | 8.0% | 21.1% | 20.7% | 16.7% |
| | top priority | 26.2% | 26.9% | 27.9% | 24.5% | 43.8% | 25.0% | 25.0% | 14.3% | 28.3% | 21.3% | 24.0% | 31.3% | 36.0% | 31.6% | 24.7% | 28.0% |
| | other, don't know | 9.5% | 3.8% | 5.8% | 12.8% | 0.0% | 6.3% | 10.7% | 8.2% | 8.3% | 8.3% | 8.3% | 6.3% | 8.0% | 8.3% | 8.7% | 7.3% |
| | Total high priority (4-5) | 40.5% | 52.6% | 44.2% | 41.5% | 68.8% | 50.0% | 42.9% | 38.8% | 44.5% | 31.1% | 46.9% | 59.4% | 44.0% | 52.6% | 45.3% | 44.7% |
| | Total low priority (1-2) | 19.0% | 24.4% | 25.6% | 25.5% | 6.3% | 18.8% | 32.1% | 22.4% | 25.7% | 31.1% | 25.0% | 17.2% | 16.0% | 21.1% | 20.7% | 28.0% |

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

Sedalia, Missouri

| | | 53. Age | | | | 54. How long have you lived in the Sedalia area? | | | | | 55. Income | | | | | 56. Gender | |
|---|------------------------------|---------|-------|-------|------------|--|-----------|------------|-------------|----------|------------|-------------|-------------|-------------|------------|------------|--------|
| | | 18-34 | 35-49 | 50-64 | 65 or over | 0-2 years | 3-5 years | 6-10 years | 11-20 years | 20 yrs + | < \$25,000 | \$25-49,999 | \$50-74,999 | \$75-99,999 | \$100,000+ | male | female |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 7. How often do you visit downtown Sedalia? | once a year or less | 9.5% | 6.4% | 15.1% | 6.4% | 0.0% | 6.3% | 14.3% | 4.1% | 11.0% | 6.6% | 10.4% | 9.4% | 16.0% | 5.3% | 9.3% | 9.3% |
| | less than once a month | 19.0% | 15.4% | 15.1% | 20.2% | 18.8% | 0.0% | 17.9% | 20.4% | 17.8% | 16.4% | 13.5% | 17.2% | 12.0% | 26.3% | 13.3% | 21.3% |
| | one to five times a month | 19.0% | 37.2% | 36.0% | 37.2% | 43.8% | 31.3% | 32.1% | 34.7% | 34.0% | 32.8% | 28.1% | 43.8% | 32.0% | 26.3% | 30.7% | 38.0% |
| | more than five times a month | 52.4% | 41.0% | 33.7% | 35.1% | 37.5% | 62.5% | 35.7% | 40.8% | 36.6% | 42.6% | 47.9% | 29.7% | 40.0% | 42.1% | 46.7% | 30.7% |
| 8. shopping | very often | 14.3% | 10.3% | 14.0% | 5.4% | 25.0% | 37.5% | 14.3% | 8.2% | 6.8% | 18.3% | 8.3% | 9.4% | 16.0% | 5.3% | 12.0% | 8.7% |
| | somewhat often | 21.4% | 42.3% | 23.3% | 29.0% | 25.0% | 31.3% | 42.9% | 28.6% | 28.4% | 28.3% | 34.4% | 28.1% | 24.0% | 31.6% | 30.7% | 28.9% |
| | not very often | 33.3% | 34.6% | 31.4% | 34.4% | 31.3% | 12.5% | 28.6% | 40.8% | 34.2% | 26.7% | 28.1% | 37.5% | 44.0% | 42.1% | 33.3% | 33.6% |
| | not at all | 31.0% | 12.8% | 30.2% | 31.2% | 18.8% | 18.8% | 14.3% | 20.4% | 30.5% | 25.0% | 29.2% | 25.0% | 16.0% | 21.1% | 23.3% | 28.9% |
| other, don't know | 0.0% | 0.0% | 1.2% | 0.0% | 0.0% | 0.0% | 0.0% | 2.0% | 0.0% | 1.7% | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 0.0% | |
| Very/somewhat often | 35.7% | 52.6% | 37.2% | 34.4% | 50.0% | 68.8% | 57.1% | 36.7% | 35.3% | 46.7% | 42.7% | 37.5% | 40.0% | 36.8% | 42.7% | 37.6% | |
| Not very/not at all often | 64.3% | 47.4% | 61.6% | 65.6% | 50.0% | 31.3% | 42.9% | 61.2% | 64.7% | 51.7% | 57.3% | 62.5% | 60.0% | 63.2% | 56.7% | 62.4% | |
| 9. dining | very often | 4.8% | 5.1% | 9.3% | 2.2% | 0.0% | 12.5% | 0.0% | 12.2% | 3.7% | 6.7% | 3.1% | 4.7% | 4.0% | 21.1% | 4.0% | 6.7% |
| | somewhat often | 21.4% | 26.9% | 30.2% | 21.5% | 43.8% | 18.8% | 21.4% | 20.4% | 26.3% | 15.0% | 24.0% | 28.1% | 44.0% | 36.8% | 28.7% | 22.1% |
| | not very often | 40.5% | 37.2% | 29.1% | 35.5% | 31.3% | 25.0% | 46.4% | 34.7% | 34.2% | 40.0% | 36.5% | 39.1% | 20.0% | 21.1% | 39.3% | 30.2% |
| | not at all | 33.3% | 30.8% | 31.4% | 39.8% | 25.0% | 43.8% | 28.6% | 30.6% | 35.8% | 38.3% | 36.5% | 28.1% | 32.0% | 21.1% | 27.3% | 40.9% |
| other, don't know | 0.0% | 0.0% | 0.0% | 1.1% | 0.0% | 0.0% | 0.0% | 2.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 0.0% | |
| Very/somewhat often | 26.2% | 32.1% | 39.5% | 23.7% | 43.8% | 31.3% | 25.0% | 32.7% | 30.0% | 27.1% | 27.1% | 32.8% | 48.0% | 57.9% | 32.7% | 28.9% | |
| Not very/not at all often | 73.8% | 67.9% | 60.5% | 75.3% | 56.3% | 68.8% | 75.0% | 65.3% | 70.0% | 78.3% | 72.9% | 67.2% | 52.0% | 42.1% | 66.7% | 71.1% | |
| 10. entertainment | very often | 14.3% | 6.4% | 4.7% | 2.2% | 12.5% | 18.8% | 0.0% | 12.2% | 3.2% | 3.3% | 9.4% | 3.1% | 0.0% | 10.5% | 8.0% | 3.4% |
| | somewhat often | 23.8% | 29.5% | 20.9% | 11.8% | 25.0% | 25.0% | 25.0% | 20.4% | 19.5% | 10.0% | 19.8% | 20.3% | 48.0% | 31.6% | 18.0% | 23.5% |
| | not very often | 38.1% | 37.2% | 33.7% | 37.6% | 25.0% | 25.0% | 42.9% | 38.8% | 36.8% | 40.0% | 38.5% | 39.1% | 28.0% | 31.6% | 38.7% | 34.2% |
| | not at all | 23.8% | 26.9% | 40.7% | 47.3% | 37.5% | 31.3% | 32.1% | 28.6% | 40.0% | 46.7% | 32.3% | 37.5% | 20.0% | 26.3% | 34.7% | 38.9% |
| other, don't know | 0.0% | 0.0% | 0.0% | 1.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.5% | 0.0% | 0.0% | 4.0% | 0.0% | 0.0% | 0.7% | 0.0% | |
| Very/somewhat often | 38.1% | 35.9% | 25.6% | 14.0% | 37.5% | 43.8% | 25.0% | 32.7% | 22.6% | 13.3% | 29.2% | 23.4% | 48.0% | 42.1% | 26.0% | 26.8% | |
| Not very/not at all often | 61.9% | 64.1% | 74.4% | 84.9% | 62.5% | 56.3% | 75.0% | 67.3% | 76.8% | 86.7% | 70.8% | 76.6% | 48.0% | 57.9% | 73.3% | 73.2% | |
| 11. other outdoor recreation, such as walking | very often | 19.0% | 5.1% | 4.7% | 11.8% | 25.0% | 18.8% | 10.7% | 14.3% | 5.3% | 11.7% | 12.5% | 6.3% | 0.0% | 5.3% | 10.0% | 8.1% |
| | somewhat often | 16.7% | 24.4% | 10.5% | 5.4% | 12.5% | 12.5% | 21.4% | 16.3% | 11.6% | 15.0% | 15.6% | 9.4% | 28.0% | 0.0% | 14.0% | 12.8% |
| | not very often | 23.8% | 37.2% | 30.2% | 28.0% | 31.3% | 12.5% | 32.1% | 26.5% | 32.6% | 33.3% | 29.2% | 28.1% | 16.0% | 63.2% | 32.7% | 28.2% |
| | not at all | 40.5% | 33.3% | 53.5% | 53.8% | 31.3% | 56.3% | 35.7% | 42.9% | 49.5% | 40.0% | 42.7% | 56.3% | 56.0% | 31.6% | 42.7% | 50.3% |
| other, don't know | 0.0% | 0.0% | 1.2% | 1.1% | 0.0% | 0.0% | 0.0% | 0.0% | 1.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 0.0% | |
| Very/somewhat often | 35.7% | 29.5% | 15.1% | 17.2% | 37.5% | 31.3% | 32.1% | 30.6% | 16.8% | 26.7% | 28.1% | 15.6% | 28.0% | 5.3% | 24.0% | 20.8% | |
| Not very/not at all often | 64.3% | 70.5% | 83.7% | 81.7% | 62.5% | 68.8% | 67.9% | 69.4% | 82.1% | 73.3% | 71.9% | 84.4% | 72.0% | 94.7% | 75.3% | 78.5% | |
| 12. special events | very often | 7.1% | 14.1% | 10.5% | 5.4% | 18.8% | 25.0% | 0.0% | 12.2% | 7.9% | 8.3% | 10.4% | 14.1% | 4.0% | 10.5% | 10.0% | 8.7% |
| | somewhat often | 28.6% | 37.2% | 26.7% | 25.8% | 31.3% | 18.8% | 39.3% | 34.7% | 27.4% | 21.7% | 31.3% | 34.7% | 52.0% | 42.1% | 26.7% | 32.2% |
| | not very often | 38.1% | 35.9% | 39.5% | 34.4% | 31.3% | 18.8% | 35.7% | 34.7% | 39.5% | 38.3% | 34.4% | 39.1% | 24.0% | 42.1% | 36.7% | 36.9% |
| | not at all | 26.2% | 12.8% | 23.3% | 33.3% | 18.8% | 37.5% | 25.0% | 16.3% | 25.3% | 31.7% | 24.0% | 15.6% | 20.0% | 5.3% | 26.0% | 22.1% |
| other, don't know | 0.0% | 0.0% | 0.0% | 1.1% | 0.0% | 0.0% | 0.0% | 2.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 0.0% | |
| Very/somewhat often | 35.7% | 51.3% | 37.2% | 31.2% | 50.0% | 43.8% | 39.3% | 46.9% | 35.3% | 30.0% | 41.7% | 45.3% | 56.0% | 52.6% | 36.7% | 40.9% | |
| Not very/not at all often | 64.3% | 48.7% | 62.8% | 67.7% | 50.0% | 56.3% | 60.7% | 51.0% | 64.7% | 70.0% | 58.3% | 54.7% | 44.0% | 47.4% | 62.7% | 59.1% | |

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

Sedalia, Missouri

| | | 53. Age | | | | | 54. How long have you lived in the Sedalia area? | | | | | 55. Income | | | | | 56. Gender | |
|---|---|--------------|--------------|--------------|--------------|--------------|--|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--|
| | | 18-34 | 35-49 | 50-64 | 65 or over | 0-2 years | 3-5 years | 6-10 years | 11-20 years | 20 yrs + | < \$25,000 | \$25-49,999 | \$50-74,999 | \$75-99,999 | \$100,000+ | male | female | |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | |
| 13. government/post office | very often | 33.3% | 24.4% | 26.7% | 26.9% | 31.3% | 37.5% | 10.7% | 24.5% | 28.9% | 15.0% | 30.2% | 31.3% | 52.0% | 26.3% | 27.3% | 26.8% | |
| | somewhat often | 23.8% | 41.0% | 36.0% | 31.2% | 25.0% | 25.0% | 42.9% | 40.8% | 32.6% | 40.0% | 34.4% | 34.4% | 32.0% | 26.3% | 34.0% | 34.2% | |
| | not very often | 31.0% | 28.2% | 31.4% | 32.3% | 25.0% | 25.0% | 25.0% | 28.6% | 31.6% | 30.0% | 27.1% | 31.3% | 27.1% | 36.8% | 30.0% | 31.5% | |
| | not at all | 11.9% | 6.4% | 5.8% | 9.7% | 18.8% | 12.5% | 10.7% | 6.1% | 6.8% | 15.0% | 8.3% | 3.1% | 4.0% | 10.5% | 8.7% | 7.4% | |
| | other, don't know | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | |
| | Very/somewhat often | 57.1% | 65.4% | 62.8% | 58.1% | 56.3% | 62.5% | 53.6% | 65.3% | 61.6% | 55.0% | 64.6% | 65.6% | 84.0% | 52.6% | 61.3% | 61.1% | |
| | Not very/not at all often | 42.9% | 34.6% | 37.2% | 41.9% | 43.8% | 37.5% | 46.4% | 34.7% | 38.4% | 45.0% | 35.4% | 34.4% | 16.0% | 47.4% | 38.7% | 38.9% | |
| | | 53. Age | | | | | 54. How long have you lived in the Sedalia area? | | | | | 55. Income | | | | | 56. Gender | |
| | | 18-34 | 35-49 | 50-64 | 65 or over | 0-2 years | 3-5 years | 6-10 years | 11-20 years | 20 yrs + | < \$25,000 | \$25-49,999 | \$50-74,999 | \$75-99,999 | \$100,000+ | male | female | |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | | |
| 14. conducting business | very often | 16.7% | 25.6% | 12.8% | 14.0% | 18.8% | 18.8% | 3.6% | 24.5% | 16.8% | 16.7% | 16.7% | 15.6% | 24.0% | 36.8% | 19.3% | 14.8% | |
| | somewhat often | 35.7% | 34.6% | 44.2% | 30.1% | 31.3% | 43.8% | 42.9% | 26.5% | 37.4% | 33.3% | 35.4% | 50.0% | 36.0% | 21.1% | 37.3% | 34.9% | |
| | not very often | 38.1% | 28.2% | 26.7% | 30.1% | 25.0% | 18.8% | 32.1% | 40.8% | 27.9% | 30.0% | 28.1% | 25.0% | 36.0% | 21.1% | 27.3% | 32.2% | |
| | not at all | 9.5% | 11.5% | 14.0% | 25.8% | 25.0% | 18.8% | 21.4% | 4.1% | 17.9% | 18.3% | 18.8% | 9.4% | 4.0% | 10.5% | 14.7% | 18.1% | |
| | other, don't know | 0.0% | 0.0% | 2.3% | 0.0% | 0.0% | 0.0% | 0.0% | 4.1% | 0.0% | 1.7% | 1.0% | 0.0% | 0.0% | 0.0% | 1.3% | 0.0% | |
| | Very/somewhat often | 52.4% | 60.3% | 57.0% | 44.1% | 50.0% | 62.5% | 46.4% | 51.0% | 54.2% | 50.0% | 52.1% | 65.6% | 60.0% | 57.9% | 56.7% | 49.7% | |
| | Not very/not at all often | 47.6% | 39.7% | 40.7% | 55.9% | 50.0% | 37.5% | 53.6% | 44.9% | 45.8% | 48.3% | 46.9% | 34.4% | 40.0% | 42.1% | 42.0% | 50.3% | |
| | | 53. Age | | | | | 54. How long have you lived in the Sedalia area? | | | | | 55. Income | | | | | 56. Gender | |
| | | 18-34 | 35-49 | 50-64 | 65 or over | 0-2 years | 3-5 years | 6-10 years | 11-20 years | 20 yrs + | < \$25,000 | \$25-49,999 | \$50-74,999 | \$75-99,999 | \$100,000+ | male | female | |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | | |
| 15. Of the items listed above, which would you say is the one reason you most often visit downtown Sedalia? | shopping | 14.3% | 23.1% | 14.0% | 15.1% | 18.8% | 31.3% | 35.7% | 20.4% | 11.6% | 26.7% | 12.5% | 15.6% | 12.0% | 10.5% | 12.7% | 20.8% | |
| | dining | 4.8% | 7.7% | 9.3% | 9.7% | 12.5% | 6.3% | 10.7% | 2.0% | 9.5% | 13.3% | 6.3% | 1.6% | 8.0% | 31.6% | 8.7% | 8.1% | |
| | entertainment | 11.9% | 7.7% | 4.7% | 1.1% | 6.3% | 6.3% | 10.7% | 8.2% | 3.7% | 1.7% | 9.4% | 3.1% | 4.0% | 5.3% | 6.7% | 4.0% | |
| | other outdoor recreation, such as walking | 7.1% | 5.1% | 1.2% | 0.0% | 0.0% | 12.5% | 7.1% | 4.1% | 1.1% | 0.0% | 2.1% | 7.8% | 0.0% | 0.0% | 3.3% | 2.0% | |
| | special events | 11.9% | 3.8% | 7.0% | 4.3% | 12.5% | 7.1% | 4.1% | 5.3% | 6.7% | 5.3% | 10.9% | 4.0% | 0.0% | 8.0% | 4.0% | 4.0% | |
| | government/post office | 26.2% | 14.1% | 34.9% | 28.0% | 31.3% | 18.8% | 7.1% | 28.6% | 28.4% | 23.3% | 29.2% | 26.6% | 44.0% | 10.5% | 27.3% | 24.8% | |
| | conducting business | 23.8% | 35.9% | 24.4% | 30.1% | 18.8% | 12.5% | 14.3% | 26.5% | 34.2% | 23.3% | 28.1% | 29.7% | 24.0% | 36.8% | 29.3% | 28.9% | |
| | other, don't know | 0.0% | 2.6% | 4.7% | 11.8% | 0.0% | 0.0% | 7.1% | 6.1% | 6.3% | 5.0% | 7.3% | 4.7% | 4.0% | 5.3% | 4.0% | 7.4% | |
| | | | | | | | | | | | | | | | | | | |
| | | 53. Age | | | | | 54. How long have you lived in the Sedalia area? | | | | | 55. Income | | | | | 56. Gender | |
| | | 18-34 | 35-49 | 50-64 | 65 or over | 0-2 years | 3-5 years | 6-10 years | 11-20 years | 20 yrs + | < \$25,000 | \$25-49,999 | \$50-74,999 | \$75-99,999 | \$100,000+ | male | female | |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | | |
| 16. signs to help people find their way around | excellent | 7.1% | 1.3% | 5.8% | 11.7% | 6.3% | 0.0% | 7.1% | 2.0% | 8.9% | 3.3% | 9.4% | 6.3% | 0.0% | 5.3% | 6.7% | 6.7% | |
| | good | 52.4% | 65.4% | 57.0% | 56.4% | 87.5% | 62.5% | 57.1% | 51.0% | 57.6% | 52.5% | 60.4% | 59.4% | 76.0% | 47.4% | 64.7% | 52.0% | |
| | not so good | 21.4% | 23.1% | 20.9% | 14.9% | 6.3% | 18.8% | 21.4% | 22.4% | 19.9% | 29.5% | 14.6% | 18.8% | 8.0% | 31.6% | 16.0% | 23.3% | |
| | poor | 19.0% | 7.7% | 11.6% | 8.5% | 0.0% | 18.8% | 17.9% | 16.3% | 8.4% | 9.8% | 12.5% | 9.4% | 12.0% | 15.8% | 7.3% | 14.0% | |
| | other, don't know | 0.0% | 2.6% | 4.7% | 8.5% | 0.0% | 0.0% | 0.0% | 8.2% | 5.2% | 4.9% | 3.1% | 6.3% | 4.0% | 0.0% | 5.3% | 4.0% | |
| | Excellent/good | 59.5% | 66.7% | 62.8% | 68.1% | 93.8% | 62.5% | 60.7% | 53.1% | 66.5% | 55.7% | 69.8% | 65.6% | 76.0% | 52.6% | 71.3% | 58.7% | |
| | Not good/poor | 40.5% | 30.8% | 32.6% | 23.4% | 6.3% | 37.5% | 39.3% | 38.8% | 28.3% | 39.3% | 27.1% | 28.1% | 20.0% | 47.4% | 23.3% | 37.3% | |
| | | 53. Age | | | | | 54. How long have you lived in the Sedalia area? | | | | | 55. Income | | | | | 56. Gender | |
| | | 18-34 | 35-49 | 50-64 | 65 or over | 0-2 years | 3-5 years | 6-10 years | 11-20 years | 20 yrs + | < \$25,000 | \$25-49,999 | \$50-74,999 | \$75-99,999 | \$100,000+ | male | female | |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | | |
| 17. convenient business hours | excellent | 7.1% | 5.1% | 1.2% | 8.5% | 6.3% | 0.0% | 7.1% | 6.1% | 5.2% | 4.9% | 7.3% | 7.8% | 0.0% | 6.0% | 4.7% | | |
| | good | 57.1% | 65.4% | 45.3% | 59.6% | 68.8% | 43.8% | 42.9% | 63.3% | 57.1% | 62.3% | 53.1% | 56.3% | 56.0% | 47.4% | 58.0% | 55.3% | |
| | not so good | 21.4% | 23.1% | 26.7% | 11.7% | 6.3% | 37.5% | 23.0% | 16.3% | 20.4% | 13.1% | 21.9% | 23.4% | 28.0% | 31.6% | 19.3% | 21.3% | |
| | poor | 11.9% | 5.1% | 20.9% | 9.6% | 0.0% | 18.8% | 21.4% | 8.2% | 12.0% | 14.8% | 9.4% | 12.5% | 16.0% | 15.8% | 10.7% | 13.3% | |
| | other, don't know | 2.4% | 1.3% | 5.8% | 10.6% | 18.8% | 0.0% | 3.6% | 6.1% | 5.2% | 4.9% | 8.3% | 0.0% | 0.0% | 5.3% | 6.0% | 5.3% | |
| | Excellent/good | 64.3% | 70.5% | 46.5% | 68.1% | 75.0% | 43.8% | 50.0% | 69.4% | 62.3% | 67.2% | 60.4% | 64.1% | 56.0% | 47.4% | 64.0% | 60.0% | |
| | Not good/poor | 33.3% | 28.2% | 47.7% | 21.3% | 6.3% | 56.3% | 46.4% | 24.5% | 27.9% | 31.3% | 35.9% | 44.0% | 47.4% | 30.0% | 34.7% | | |
| | | 53. Age | | | | | 54. How long have you lived in the Sedalia area? | | | | | 55. Income | | | | | 56. Gender | |
| | | 18-34 | 35-49 | 50-64 | 65 or over | 0-2 years | 3-5 years | 6-10 years | 11-20 years | 20 yrs + | < \$25,000 | \$25-49,999 | \$50-74,999 | \$75-99,999 | \$100,000+ | male | female | |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | | |
| 18. available green space | excellent | 2.4% | 3.8% | 2.3% | 5.3% | 12.5% | 0.0% | 0.0% | 2.0% | 4.2% | 1.6% | 5.2% | 4.7% | 0.0% | 6.0% | 1.3% | | |
| | good | 50.0% | 37.2% | 25.6% | 29.8% | 37.5% | 43.8% | 32.1% | 46.9% | 28.8% | 34.4% | 31.3% | 32.8% | 56.0% | 31.6% | 34.0% | 32.7% | |
| | not so good | 21.4% | 37.2% | 37.2% | 25.5% | 31.3% | 18.8% | 39.3% | 28.6% | 31.9% | 34.4% | 31.3% | 28.6% | 24.0% | 36.8% | 28.7% | 34.0% | |
| | poor | 19.0% | 10.3% | 25.6% | 16.0% | 18.8% | 31.3% | 14.3% | 18.4% | 16.8% | 21.3% | 17.7% | 18.8% | 16.0% | 31.6% | 18.7% | 16.7% | |
| | other, don't know | 7.1% | 11.5% | 9.3% | 23.4% | 0.0% | 6.3% | 4.1% | 4.1% | 18.3% | 8.2% | 14.6% | 12.5% | 4.0% | 12.7% | 15.3% | 15.3% | |
| | Excellent/good | 52.4% | 41.0% | 27.9% | 35.1% | 50.0% | 43.8% | 32.1% | 49.0% | 33.0% | 36.1% | 36.5% | 37.5% | 56.0% | 31.6% | 40.0% | 34.0% | |
| | Not good/poor | 40.5% | 47.4% | 62.8% | 41.5% | 50.0% | 50.0% | 53.6% | 46.9% | 48.7% | 55.7% | 49.0% | 50.0% | 40.0% | 68.4% | 47.3% | 50.7% | |

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| | | 53. Age | | | | 54. How long have you lived in the Sedalia area? | | | | | 55. Income | | | | | 56. Gender | |
|---|-----------------------|--------------|--------------|--------------|--------------|--|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| | | 18-34 | 35-49 | 50-64 | 65 or over | 0-2 years | 3-5 years | 6-10 years | 11-20 years | 20 yrs + | < \$25,000 | \$25-49,999 | \$50-74,999 | \$75-99,999 | \$100,000+ | male | female |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 19. preservation of historic structures | excellent | 0.0% | 2.6% | 5.8% | 7.4% | 0.0% | 12.5% | 0.0% | 0.0% | 6.3% | 3.3% | 5.2% | 6.3% | 0.0% | 10.5% | 7.3% | 2.0% |
| | good | 57.1% | 48.7% | 52.3% | 53.2% | 87.5% | 43.8% | 39.3% | 42.9% | 54.5% | 47.5% | 53.1% | 64.0% | 52.6% | 54.0% | 50.7% | |
| | not so good | 26.2% | 29.5% | 25.6% | 25.5% | 6.3% | 12.5% | 35.7% | 30.6% | 27.2% | 36.1% | 29.2% | 23.4% | 16.0% | 15.8% | 24.7% | 28.7% |
| | poor | 16.7% | 16.7% | 12.8% | 11.7% | 6.3% | 31.3% | 17.9% | 20.4% | 11.0% | 11.5% | 14.1% | 20.0% | 15.8% | 12.0% | 16.0% | |
| | other, don't know | 0.0% | 2.6% | 3.5% | 2.1% | 0.0% | 0.0% | 7.1% | 6.1% | 1.0% | 1.6% | 1.0% | 3.1% | 0.0% | 5.3% | 2.0% | 2.7% |
| | Excellent/good | 57.1% | 51.3% | 58.1% | 60.6% | 87.5% | 56.3% | 39.3% | 42.9% | 60.7% | 50.8% | 58.3% | 59.4% | 64.0% | 63.2% | 61.3% | 52.7% |
| Not good/poor | 42.9% | 46.2% | 38.4% | 37.2% | 12.5% | 43.8% | 53.6% | 51.0% | 38.2% | 47.5% | 40.6% | 37.5% | 36.0% | 31.6% | 36.7% | 44.7% | |
| | | 18-34 | 35-49 | 50-64 | 65 or over | 0-2 years | 3-5 years | 6-10 years | 11-20 years | 20 yrs + | < \$25,000 | \$25-49,999 | \$50-74,999 | \$75-99,999 | \$100,000+ | male | female |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | |
| 20. occupied storefronts | excellent | 2.4% | 0.0% | 1.2% | 1.1% | 0.0% | 6.3% | 0.0% | 0.0% | 1.0% | 1.6% | 2.1% | 0.0% | 0.0% | 2.0% | 0.0% | |
| | good | 57.1% | 34.6% | 31.4% | 37.2% | 62.5% | 37.5% | 35.7% | 34.7% | 36.6% | 41.0% | 34.4% | 40.6% | 36.0% | 21.1% | 43.3% | 32.0% |
| | not so good | 28.6% | 51.3% | 40.7% | 36.2% | 31.3% | 31.3% | 35.7% | 36.7% | 43.5% | 31.1% | 44.8% | 42.2% | 44.0% | 63.2% | 38.7% | 42.0% |
| | poor | 9.5% | 11.5% | 24.4% | 17.0% | 6.3% | 25.0% | 25.0% | 22.4% | 14.1% | 23.0% | 15.6% | 14.1% | 20.0% | 15.8% | 13.3% | 20.0% |
| | other, don't know | 2.4% | 2.6% | 2.3% | 8.5% | 0.0% | 0.0% | 3.6% | 6.1% | 4.7% | 3.3% | 3.1% | 0.0% | 0.0% | 2.7% | 6.0% | |
| | Excellent/good | 59.5% | 34.6% | 32.6% | 38.3% | 62.5% | 43.8% | 35.7% | 34.7% | 37.7% | 42.6% | 36.5% | 40.6% | 36.0% | 21.1% | 45.3% | 32.0% |
| Not good/poor | 38.1% | 62.8% | 65.1% | 53.2% | 37.5% | 56.3% | 60.7% | 59.2% | 57.6% | 54.1% | 60.4% | 56.3% | 64.0% | 78.9% | 52.0% | 62.0% | |
| | | 18-34 | 35-49 | 50-64 | 65 or over | 0-2 years | 3-5 years | 6-10 years | 11-20 years | 20 yrs + | < \$25,000 | \$25-49,999 | \$50-74,999 | \$75-99,999 | \$100,000+ | male | female |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | |
| 21. convenient parking | excellent | 2.4% | 3.8% | 3.5% | 12.8% | 12.5% | 6.3% | 3.6% | 2.0% | 7.3% | 0.0% | 12.5% | 3.1% | 0.0% | 10.5% | 7.3% | 5.3% |
| | good | 28.6% | 41.0% | 45.3% | 51.1% | 50.0% | 31.3% | 39.3% | 34.7% | 47.1% | 47.5% | 41.7% | 42.2% | 52.0% | 21.1% | 48.0% | 39.3% |
| | not so good | 35.7% | 33.3% | 27.9% | 19.1% | 18.8% | 25.0% | 28.6% | 30.6% | 27.2% | 29.5% | 24.0% | 29.7% | 24.0% | 42.1% | 28.7% | 26.7% |
| | poor | 33.3% | 21.8% | 22.1% | 14.9% | 18.8% | 37.5% | 28.6% | 32.7% | 16.2% | 23.0% | 20.8% | 23.4% | 24.0% | 26.3% | 16.0% | 26.7% |
| | other, don't know | 0.0% | 0.0% | 1.2% | 2.1% | 0.0% | 0.0% | 0.0% | 0.0% | 1.6% | 0.0% | 1.0% | 1.6% | 0.0% | 0.0% | 0.0% | 2.0% |
| | Excellent/good | 31.0% | 44.9% | 48.8% | 63.8% | 62.5% | 37.5% | 42.9% | 36.7% | 54.5% | 47.5% | 54.2% | 45.3% | 52.0% | 31.6% | 55.3% | 44.7% |
| Not good/poor | 69.0% | 55.1% | 50.0% | 34.0% | 37.5% | 62.5% | 57.1% | 63.3% | 44.0% | 52.5% | 44.8% | 53.1% | 48.0% | 68.4% | 44.7% | 53.3% | |
| | | 18-34 | 35-49 | 50-64 | 65 or over | 0-2 years | 3-5 years | 6-10 years | 11-20 years | 20 yrs + | < \$25,000 | \$25-49,999 | \$50-74,999 | \$75-99,999 | \$100,000+ | male | female |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | |
| 22. diverse mix of businesses | excellent | 4.8% | 2.6% | 1.2% | 6.4% | 0.0% | 6.3% | 7.1% | 2.0% | 3.7% | 3.3% | 5.2% | 3.1% | 4.0% | 0.0% | 3.3% | 4.0% |
| | good | 57.1% | 64.1% | 47.7% | 46.8% | 68.8% | 50.0% | 50.0% | 49.0% | 53.4% | 55.7% | 55.2% | 53.1% | 44.0% | 31.6% | 58.0% | 48.0% |
| | not so good | 21.4% | 23.1% | 30.2% | 29.8% | 25.0% | 12.5% | 17.9% | 24.5% | 30.4% | 21.3% | 25.0% | 29.7% | 28.0% | 47.4% | 22.0% | 32.0% |
| | poor | 16.7% | 9.0% | 19.8% | 13.8% | 6.3% | 31.3% | 25.0% | 22.4% | 10.5% | 16.4% | 13.5% | 14.1% | 24.0% | 21.1% | 15.3% | 14.0% |
| | other, don't know | 0.0% | 1.3% | 1.2% | 3.2% | 0.0% | 0.0% | 0.0% | 2.0% | 2.1% | 3.3% | 1.0% | 0.0% | 0.0% | 0.0% | 1.3% | 2.0% |
| | Excellent/good | 61.9% | 66.7% | 48.8% | 53.2% | 68.8% | 56.3% | 57.1% | 51.0% | 57.1% | 59.0% | 60.4% | 56.3% | 48.0% | 31.6% | 61.3% | 52.0% |
| Not good/poor | 38.1% | 32.1% | 50.0% | 43.6% | 31.3% | 43.8% | 42.9% | 46.9% | 40.8% | 37.7% | 38.5% | 43.8% | 52.0% | 68.4% | 37.3% | 46.0% | |
| | | 18-34 | 35-49 | 50-64 | 65 or over | 0-2 years | 3-5 years | 6-10 years | 11-20 years | 20 yrs + | < \$25,000 | \$25-49,999 | \$50-74,999 | \$75-99,999 | \$100,000+ | male | female |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | |
| 23. dining options | excellent | 0.0% | 5.1% | 1.2% | 2.1% | 0.0% | 6.3% | 0.0% | 4.1% | 2.1% | 3.3% | 2.1% | 1.6% | 4.0% | 5.3% | 2.0% | 2.7% |
| | good | 40.5% | 34.6% | 34.9% | 44.7% | 68.8% | 43.8% | 42.9% | 36.7% | 35.6% | 49.2% | 39.6% | 35.9% | 12.0% | 36.8% | 38.0% | 39.3% |
| | not so good | 38.1% | 46.2% | 39.5% | 28.7% | 31.3% | 25.0% | 35.7% | 40.8% | 38.7% | 26.2% | 39.6% | 46.9% | 48.0% | 36.8% | 38.0% | 37.3% |
| | poor | 19.0% | 12.8% | 22.1% | 19.1% | 0.0% | 25.0% | 21.4% | 16.3% | 19.4% | 18.0% | 14.6% | 15.6% | 32.0% | 21.1% | 18.7% | 18.0% |
| | other, don't know | 2.4% | 1.3% | 2.3% | 5.3% | 0.0% | 0.0% | 0.0% | 2.0% | 4.2% | 3.3% | 4.2% | 4.0% | 0.0% | 3.3% | 3.0% | 2.7% |
| | Excellent/good | 40.5% | 39.7% | 36.0% | 46.8% | 68.8% | 50.0% | 42.9% | 40.8% | 37.7% | 52.5% | 41.7% | 37.5% | 16.0% | 42.1% | 40.0% | 42.0% |
| Not good/poor | 57.1% | 59.0% | 61.6% | 47.9% | 31.3% | 50.0% | 57.1% | 57.1% | 58.1% | 44.3% | 54.2% | 62.5% | 80.0% | 57.9% | 56.7% | 55.3% | |
| | | 18-34 | 35-49 | 50-64 | 65 or over | 0-2 years | 3-5 years | 6-10 years | 11-20 years | 20 yrs + | < \$25,000 | \$25-49,999 | \$50-74,999 | \$75-99,999 | \$100,000+ | male | female |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | |
| 24. entertainment options | excellent | 0.0% | 1.3% | 0.0% | 3.2% | 0.0% | 0.0% | 0.0% | 0.0% | 2.1% | 1.6% | 1.0% | 1.6% | 0.0% | 0.0% | 1.3% | 1.3% |
| | good | 31.0% | 37.2% | 24.4% | 27.7% | 43.8% | 31.3% | 35.7% | 28.6% | 27.1% | 36.1% | 27.1% | 23.4% | 36.0% | 31.6% | 34.0% | 25.3% |
| | not so good | 42.9% | 43.6% | 34.9% | 41.5% | 37.5% | 31.3% | 28.6% | 40.8% | 42.9% | 31.1% | 39.6% | 50.0% | 40.0% | 47.4% | 36.7% | 44.0% |
| | poor | 21.4% | 16.7% | 33.7% | 23.4% | 6.3% | 25.0% | 35.7% | 22.4% | 24.6% | 26.2% | 24.0% | 25.0% | 24.0% | 21.1% | 22.7% | 26.0% |
| | other, don't know | 4.8% | 1.3% | 7.0% | 4.3% | 12.5% | 12.5% | 0.0% | 8.2% | 2.6% | 4.9% | 8.3% | 0.0% | 0.0% | 0.0% | 5.3% | 3.3% |
| | Excellent/good | 31.0% | 38.5% | 24.4% | 30.9% | 43.8% | 31.3% | 35.7% | 28.6% | 29.8% | 37.7% | 28.1% | 25.0% | 36.0% | 31.6% | 35.3% | 26.7% |
| Not good/poor | 64.3% | 60.3% | 68.6% | 64.9% | 43.8% | 56.3% | 64.3% | 63.3% | 67.5% | 57.4% | 63.5% | 75.0% | 64.0% | 68.4% | 59.3% | 70.0% | |

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

Sedalia, Missouri

| | | 53. Age | | | | 54. How long have you lived in the Sedalia area? | | | | | 55. Income | | | | | 56. Gender | |
|--|------------------------|--------------|--------------|--------------|--------------|--|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| | | 18-34 | 35-49 | 50-64 | 65 or over | 0-2 years | 3-5 years | 6-10 years | 11-20 years | 20 yrs + | < \$25,000 | \$25-49,999 | \$50-74,999 | \$75-99,999 | \$100,000+ | male | female |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 25. condition of streets | excellent | 0.0% | 0.0% | 1.2% | 4.3% | 0.0% | 0.0% | 3.6% | 0.0% | 2.1% | 0.0% | 2.1% | 0.0% | 0.0% | 5.3% | 2.0% | 1.3% |
| | good | 50.0% | 51.3% | 58.1% | 50.0% | 62.5% | 56.3% | 46.4% | 51.0% | 52.9% | 54.2% | 50.9% | 48.0% | 57.3% | 57.3% | 57.3% | 48.0% |
| | not so good | 33.3% | 34.6% | 24.4% | 28.7% | 25.0% | 25.0% | 32.1% | 26.5% | 30.9% | 41.0% | 28.1% | 21.9% | 40.0% | 26.3% | 26.7% | 32.7% |
| | poor | 16.7% | 12.8% | 16.3% | 13.8% | 12.5% | 18.8% | 17.9% | 18.4% | 13.1% | 21.3% | 14.6% | 15.6% | 12.0% | 10.5% | 14.0% | 15.3% |
| | other, don't know | 0.0% | 1.3% | 0.0% | 3.2% | 0.0% | 0.0% | 0.0% | 4.1% | 1.0% | 0.0% | 1.0% | 1.6% | 0.0% | 0.0% | 0.0% | 2.7% |
| | Excellent/good | 50.0% | 51.3% | 59.3% | 54.3% | 62.5% | 56.3% | 50.0% | 51.0% | 55.0% | 37.7% | 56.3% | 60.9% | 48.0% | 63.2% | 59.3% | 49.3% |
| Not good/poor | 50.0% | 47.4% | 40.7% | 42.6% | 37.5% | 43.8% | 50.0% | 44.9% | 44.0% | 62.3% | 42.7% | 37.5% | 52.0% | 36.8% | 40.7% | 48.0% | |
| 26. condition of sidewalks | excellent | 2.4% | 2.6% | 2.3% | 5.3% | 0.0% | 6.3% | 0.0% | 4.1% | 3.7% | 0.0% | 5.2% | 1.6% | 4.0% | 5.3% | 4.7% | 2.0% |
| | good | 50.0% | 60.3% | 66.3% | 55.3% | 62.5% | 50.0% | 50.0% | 57.1% | 61.3% | 55.7% | 59.4% | 62.5% | 60.0% | 68.4% | 60.0% | 58.0% |
| | not so good | 23.8% | 23.1% | 16.3% | 18.1% | 25.0% | 25.0% | 14.3% | 20.4% | 19.4% | 21.3% | 19.8% | 25.0% | 8.0% | 21.1% | 21.3% | 18.0% |
| | poor | 21.4% | 9.0% | 14.0% | 10.6% | 12.5% | 18.8% | 32.1% | 10.2% | 9.9% | 7.8% | 8.0% | 28.0% | 5.3% | 10.7% | 14.7% | 14.7% |
| | other, don't know | 2.4% | 5.1% | 1.2% | 10.6% | 0.0% | 0.0% | 3.6% | 8.2% | 5.8% | 4.9% | 6.3% | 3.1% | 0.0% | 0.0% | 3.3% | 7.3% |
| | Excellent/good | 52.4% | 62.8% | 68.6% | 60.6% | 62.5% | 56.3% | 50.0% | 61.2% | 64.9% | 55.7% | 64.6% | 64.1% | 64.0% | 73.7% | 64.7% | 60.0% |
| Not good/poor | 45.2% | 32.1% | 30.2% | 28.7% | 37.5% | 43.8% | 46.4% | 30.6% | 29.3% | 39.3% | 29.2% | 32.8% | 36.0% | 26.3% | 32.0% | 32.7% | |
| 27. How important would you say it is that downtown Sedalia work to retain its historic character? | very important | 45.2% | 59.0% | 53.5% | 46.8% | 62.5% | 87.5% | 50.0% | 57.1% | 46.6% | 62.3% | 50.0% | 50.0% | 44.0% | 57.9% | 51.3% | 52.0% |
| | somewhat important | 40.5% | 34.6% | 37.2% | 35.1% | 31.3% | 0.0% | 32.1% | 30.6% | 41.9% | 31.1% | 37.5% | 40.6% | 40.0% | 26.3% | 36.0% | 36.7% |
| | not very important | 7.1% | 5.1% | 4.7% | 12.8% | 0.0% | 6.3% | 14.3% | 4.1% | 8.4% | 3.3% | 8.3% | 7.8% | 12.0% | 5.3% | 9.3% | 6.0% |
| | not at all important | 7.1% | 0.0% | 4.7% | 3.2% | 6.3% | 6.3% | 0.0% | 6.1% | 2.6% | 3.3% | 4.2% | 1.6% | 4.0% | 5.3% | 3.3% | 3.3% |
| | other, don't know | 0.0% | 1.3% | 0.0% | 2.1% | 0.0% | 0.0% | 3.6% | 2.0% | 0.5% | 0.0% | 0.0% | 0.0% | 0.0% | 5.3% | 0.0% | 2.0% |
| | Total important | 85.7% | 93.6% | 90.7% | 81.9% | 93.8% | 87.5% | 82.1% | 87.8% | 88.5% | 93.4% | 87.5% | 90.6% | 84.0% | 84.2% | 87.3% | 88.7% |
| Total not important | 14.3% | 5.1% | 9.3% | 16.0% | 6.3% | 12.5% | 14.3% | 10.2% | 11.0% | 6.6% | 12.5% | 9.4% | 16.0% | 10.5% | 12.7% | 9.3% | |
| 28. lodging such as hotel, motel or bed and breakfast | very low priority | 19.0% | 7.7% | 15.1% | 16.0% | 6.3% | 31.3% | 14.3% | 12.2% | 13.6% | 16.4% | 12.5% | 12.5% | 16.0% | 15.8% | 11.3% | 16.7% |
| | 2 | 23.8% | 10.3% | 19.8% | 19.1% | 12.5% | 12.5% | 10.7% | 20.4% | 18.8% | 18.0% | 17.7% | 17.2% | 24.0% | 10.5% | 20.7% | 14.7% |
| | 3 | 23.8% | 39.7% | 24.4% | 24.5% | 50.0% | 25.0% | 35.7% | 20.4% | 27.7% | 21.3% | 32.3% | 37.5% | 28.0% | 15.8% | 28.7% | 28.0% |
| | 4 | 14.3% | 15.4% | 20.9% | 20.2% | 12.5% | 12.5% | 21.4% | 22.4% | 17.8% | 19.7% | 20.8% | 14.1% | 16.0% | 15.8% | 20.0% | 16.7% |
| | top priority | 11.9% | 23.1% | 17.4% | 16.0% | 18.8% | 18.8% | 14.3% | 18.4% | 17.8% | 23.0% | 13.5% | 12.5% | 16.0% | 36.8% | 14.0% | 21.3% |
| | other, don't know | 7.1% | 3.8% | 2.3% | 4.3% | 0.0% | 0.0% | 3.6% | 6.1% | 4.2% | 3.1% | 6.3% | 0.0% | 5.3% | 5.3% | 2.7% | 2.7% |
| Total high priority (4-5) | 26.2% | 38.5% | 38.4% | 36.2% | 31.3% | 31.3% | 35.7% | 40.8% | 35.6% | 42.6% | 34.4% | 26.6% | 32.0% | 52.6% | 34.0% | 38.0% | |
| Total low priority (1-2) | 42.9% | 17.9% | 34.9% | 35.1% | 18.8% | 43.8% | 25.0% | 32.7% | 32.5% | 34.4% | 30.2% | 40.0% | 26.3% | 32.0% | 31.3% | | |
| 29. casual dining | very low priority | 2.4% | 2.6% | 5.8% | 17.0% | 6.3% | 0.0% | 3.6% | 8.2% | 9.4% | 13.1% | 9.4% | 3.1% | 4.0% | 5.3% | 6.7% | 9.3% |
| | 2 | 2.4% | 6.4% | 9.3% | 10.6% | 6.3% | 0.0% | 3.6% | 6.1% | 9.9% | 8.2% | 14.6% | 3.1% | 0.0% | 5.3% | 11.3% | 4.7% |
| | 3 | 16.7% | 16.7% | 32.6% | 23.4% | 37.5% | 18.8% | 25.0% | 30.6% | 20.4% | 19.7% | 19.8% | 32.8% | 16.0% | 31.6% | 23.3% | 23.3% |
| | 4 | 40.5% | 32.1% | 20.9% | 23.4% | 37.5% | 37.5% | 28.6% | 26.5% | 25.7% | 19.7% | 31.3% | 26.6% | 36.0% | 31.3% | 23.3% | 23.3% |
| | top priority | 28.6% | 39.7% | 29.1% | 18.1% | 12.5% | 37.5% | 35.7% | 22.4% | 29.3% | 36.1% | 19.8% | 29.7% | 44.0% | 26.3% | 22.0% | 34.7% |
| | other, don't know | 9.5% | 2.6% | 2.3% | 7.4% | 0.0% | 6.3% | 3.6% | 6.1% | 3.3% | 5.2% | 4.7% | 0.0% | 5.3% | 5.3% | 4.7% | 4.7% |
| Total high priority (4-5) | 69.0% | 71.8% | 50.0% | 41.5% | 50.0% | 75.0% | 64.3% | 49.0% | 55.0% | 55.7% | 51.0% | 56.3% | 80.0% | 52.6% | 53.3% | 58.0% | |
| Total low priority (1-2) | 4.8% | 9.0% | 15.1% | 27.7% | 12.5% | 0.0% | 7.1% | 14.3% | 19.4% | 21.3% | 24.0% | 6.3% | 4.0% | 10.5% | 18.0% | 14.0% | |
| 30. coffee shop | very low priority | 16.7% | 11.5% | 14.0% | 22.3% | 0.0% | 6.3% | 25.0% | 20.4% | 16.2% | 21.3% | 14.6% | 14.1% | 8.0% | 21.1% | 16.7% | 16.0% |
| | 2 | 19.0% | 11.5% | 18.6% | 17.0% | 12.5% | 18.8% | 21.4% | 12.2% | 16.8% | 16.4% | 15.6% | 15.6% | 20.0% | 10.5% | 18.7% | 14.0% |
| | 3 | 23.8% | 33.3% | 29.1% | 24.5% | 56.3% | 12.5% | 21.4% | 20.4% | 29.8% | 21.3% | 35.4% | 35.9% | 20.0% | 21.1% | 30.7% | 25.3% |
| | 4 | 19.0% | 20.5% | 12.8% | 17.0% | 12.5% | 25.0% | 17.9% | 30.6% | 13.1% | 13.1% | 15.6% | 14.1% | 28.0% | 26.3% | 16.0% | 18.0% |
| | top priority | 11.9% | 17.9% | 23.3% | 11.7% | 18.8% | 31.3% | 10.7% | 10.2% | 17.8% | 27.9% | 13.5% | 14.1% | 20.0% | 15.8% | 11.3% | 22.0% |
| | other, don't know | 9.5% | 5.1% | 2.3% | 7.4% | 0.0% | 6.3% | 3.6% | 6.1% | 3.3% | 0.0% | 5.2% | 6.3% | 4.0% | 5.3% | 6.7% | 4.7% |
| Total high priority (4-5) | 31.0% | 38.5% | 36.0% | 28.7% | 31.3% | 56.3% | 28.6% | 40.8% | 30.9% | 41.0% | 29.2% | 28.1% | 48.0% | 42.1% | 27.3% | 40.0% | |
| Total low priority (1-2) | 35.7% | 23.1% | 32.6% | 39.4% | 12.5% | 25.0% | 46.4% | 32.7% | 33.0% | 37.7% | 30.2% | 29.7% | 28.0% | 31.6% | 35.3% | 30.0% | |

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

Sedalia, Missouri

| | | 53. Age | | | | 54. How long have you lived in the Sedalia area? | | | | | 55. Income | | | | | 56. Gender | |
|----------------------------------|----------------------------------|--------------|--------------|--------------|--------------|--|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| | | 18-34 | 35-49 | 50-64 | 65 or over | 0-2 years | 3-5 years | 6-10 years | 11-20 years | 20 yrs + | < \$25,000 | \$25-49,999 | \$50-74,999 | \$75-99,999 | \$100,000+ | male | female |
| 31. ice cream shop/soda fountain | very low priority | 4.8% | 2.6% | 15.1% | 22.3% | 12.5% | 6.3% | 10.7% | 12.2% | 13.6% | 16.4% | 12.5% | 9.4% | 4.0% | 15.8% | 12.7% | 12.7% |
| | 2 | 19.0% | 11.5% | 9.3% | 7.4% | 18.8% | 0.0% | 17.9% | 10.2% | 9.9% | 8.2% | 10.4% | 24.0% | 5.3% | 13.3% | 8.0% | 8.0% |
| | 3 | 21.4% | 29.5% | 27.9% | 24.5% | 25.0% | 31.3% | 10.7% | 30.6% | 27.2% | 23.0% | 22.9% | 37.5% | 24.0% | 21.1% | 27.3% | 25.3% |
| | 4 | 26.2% | 28.2% | 25.6% | 17.0% | 37.5% | 37.5% | 32.1% | 20.4% | 20.9% | 16.4% | 25.0% | 26.6% | 36.0% | 26.3% | 27.3% | 20.0% |
| | top priority | 21.4% | 24.4% | 19.8% | 22.3% | 6.3% | 18.8% | 21.4% | 22.4% | 23.6% | 32.8% | 25.0% | 10.9% | 12.0% | 26.3% | 14.0% | 30.0% |
| | other, don't know | 7.1% | 3.8% | 2.3% | 6.4% | 0.0% | 6.3% | 7.1% | 4.1% | 4.7% | 3.3% | 4.2% | 6.3% | 0.0% | 5.3% | 5.3% | 4.0% |
| | Total high priority (4-5) | 47.6% | 52.6% | 45.3% | 39.4% | 43.8% | 56.3% | 53.6% | 42.9% | 44.5% | 49.2% | 50.0% | 37.5% | 48.0% | 52.6% | 41.3% | 50.0% |
| Total low priority (1-2) | 23.8% | 14.1% | 24.4% | 29.8% | 31.3% | 6.3% | 28.6% | 22.4% | 23.6% | 24.6% | 22.9% | 18.8% | 28.0% | 21.1% | 26.0% | 20.7% | |
| | | 53. Age | | | | 54. How long have you lived in the Sedalia area? | | | | | 55. Income | | | | | 56. Gender | |
| | | 18-34 | 35-49 | 50-64 | 65 or over | 0-2 years | 3-5 years | 6-10 years | 11-20 years | 20 yrs + | < \$25,000 | \$25-49,999 | \$50-74,999 | \$75-99,999 | \$100,000+ | male | female |
| 32. upscale specialty shops | very low priority | 7.1% | 5.1% | 8.1% | 11.7% | 0.0% | 12.5% | 7.1% | 8.2% | 8.9% | 13.1% | 8.3% | 6.3% | 0.0% | 5.3% | 8.0% | 8.7% |
| | 2 | 9.5% | 11.5% | 22.1% | 12.8% | 25.0% | 12.5% | 14.3% | 14.3% | 14.1% | 19.7% | 10.4% | 15.6% | 16.0% | 10.5% | 18.0% | 11.3% |
| | 3 | 33.3% | 28.2% | 24.4% | 26.6% | 18.8% | 31.3% | 25.0% | 30.6% | 27.2% | 19.7% | 30.2% | 32.0% | 32.0% | 15.8% | 26.7% | 28.0% |
| | 4 | 26.2% | 35.9% | 23.3% | 17.0% | 43.8% | 25.0% | 21.4% | 30.6% | 22.5% | 19.7% | 30.2% | 29.7% | 28.0% | 31.6% | 26.7% | 23.3% |
| | top priority | 14.3% | 17.9% | 18.6% | 21.3% | 6.3% | 12.5% | 21.4% | 12.2% | 21.5% | 23.0% | 15.6% | 14.1% | 24.0% | 31.6% | 14.0% | 23.3% |
| | other, don't know | 9.5% | 1.3% | 3.5% | 10.6% | 6.3% | 6.3% | 10.7% | 4.1% | 4.7% | 5.8% | 5.2% | 4.9% | 0.0% | 5.3% | 6.7% | 5.3% |
| | Total high priority (4-5) | 40.5% | 53.8% | 41.9% | 38.3% | 50.0% | 37.5% | 42.9% | 42.9% | 44.0% | 42.6% | 45.8% | 43.8% | 52.0% | 63.2% | 40.7% | 46.7% |
| Total low priority (1-2) | 16.7% | 16.7% | 30.2% | 24.5% | 25.0% | 25.0% | 21.4% | 22.4% | 23.0% | 32.8% | 18.8% | 21.9% | 16.0% | 15.8% | 26.0% | 20.0% | |
| | | 53. Age | | | | 54. How long have you lived in the Sedalia area? | | | | | 55. Income | | | | | 56. Gender | |
| | | 18-34 | 35-49 | 50-64 | 65 or over | 0-2 years | 3-5 years | 6-10 years | 11-20 years | 20 yrs + | < \$25,000 | \$25-49,999 | \$50-74,999 | \$75-99,999 | \$100,000+ | male | female |
| 33. antique shops | very low priority | 33.3% | 17.9% | 30.2% | 26.6% | 18.8% | 25.0% | 21.4% | 24.5% | 28.3% | 24.6% | 26.0% | 25.0% | 28.0% | 36.8% | 28.0% | 24.7% |
| | 2 | 19.0% | 23.1% | 17.4% | 18.1% | 25.0% | 6.3% | 25.0% | 20.4% | 18.8% | 16.4% | 17.7% | 32.0% | 15.8% | 18.0% | 20.0% | 17.3% |
| | 3 | 23.8% | 26.9% | 20.9% | 24.5% | 25.0% | 12.5% | 21.4% | 30.6% | 23.6% | 24.6% | 22.9% | 21.9% | 24.0% | 26.3% | 24.7% | 23.3% |
| | 4 | 11.9% | 17.9% | 15.1% | 9.6% | 31.3% | 37.5% | 10.7% | 12.2% | 11.0% | 11.5% | 14.6% | 20.3% | 16.0% | 10.5% | 20.0% | 7.3% |
| | top priority | 7.1% | 14.1% | 14.0% | 16.0% | 0.0% | 12.5% | 17.9% | 10.2% | 15.2% | 23.0% | 16.7% | 7.8% | 0.0% | 5.3% | 6.7% | 20.7% |
| | other, don't know | 4.8% | 0.0% | 2.3% | 5.3% | 0.0% | 6.3% | 3.6% | 2.0% | 3.1% | 0.0% | 2.1% | 4.7% | 0.0% | 5.3% | 2.7% | 3.3% |
| | Total high priority (4-5) | 19.0% | 32.1% | 29.1% | 25.5% | 31.3% | 50.0% | 28.6% | 22.4% | 26.2% | 34.4% | 31.3% | 28.1% | 16.0% | 15.8% | 26.7% | 28.0% |
| Total low priority (1-2) | 52.4% | 41.0% | 47.7% | 44.7% | 43.8% | 31.3% | 46.4% | 44.9% | 47.1% | 41.0% | 43.8% | 45.3% | 60.0% | 52.6% | 46.0% | 45.3% | |
| | | 53. Age | | | | 54. How long have you lived in the Sedalia area? | | | | | 55. Income | | | | | 56. Gender | |
| | | 18-34 | 35-49 | 50-64 | 65 or over | 0-2 years | 3-5 years | 6-10 years | 11-20 years | 20 yrs + | < \$25,000 | \$25-49,999 | \$50-74,999 | \$75-99,999 | \$100,000+ | male | female |
| 34. art galleries and shops | very low priority | 9.5% | 6.4% | 15.1% | 13.8% | 0.0% | 6.3% | 7.1% | 10.2% | 14.1% | 21.3% | 13.5% | 6.3% | 0.0% | 10.5% | 12.0% | 11.3% |
| | 2 | 21.4% | 10.3% | 11.6% | 14.9% | 37.5% | 6.3% | 14.3% | 6.1% | 14.1% | 8.2% | 11.5% | 21.9% | 4.0% | 5.3% | 18.7% | 8.7% |
| | 3 | 23.8% | 28.2% | 30.2% | 25.5% | 25.0% | 6.3% | 28.6% | 24.5% | 29.8% | 19.7% | 25.0% | 34.4% | 52.0% | 15.8% | 26.0% | 28.7% |
| | 4 | 21.4% | 30.8% | 18.6% | 19.1% | 12.5% | 37.5% | 21.4% | 42.9% | 16.8% | 19.7% | 24.0% | 18.8% | 28.0% | 31.6% | 23.3% | 21.3% |
| | top priority | 19.0% | 21.8% | 22.1% | 19.1% | 25.0% | 37.5% | 25.0% | 14.3% | 19.9% | 26.2% | 24.0% | 12.5% | 16.0% | 31.6% | 15.3% | 26.0% |
| | other, don't know | 4.8% | 2.6% | 2.3% | 7.4% | 0.0% | 6.3% | 3.6% | 2.0% | 5.2% | 4.9% | 2.1% | 6.3% | 0.0% | 5.3% | 4.7% | 4.0% |
| | Total high priority (4-5) | 40.5% | 52.6% | 40.7% | 38.3% | 37.5% | 75.0% | 46.4% | 57.1% | 36.6% | 45.9% | 47.9% | 31.3% | 44.0% | 63.2% | 38.7% | 47.3% |
| Total low priority (1-2) | 31.0% | 16.7% | 26.7% | 28.7% | 37.5% | 12.5% | 21.4% | 16.3% | 28.3% | 29.5% | 25.0% | 28.1% | 4.0% | 15.8% | 30.7% | 20.0% | |
| | | 53. Age | | | | 54. How long have you lived in the Sedalia area? | | | | | 55. Income | | | | | 56. Gender | |
| | | 18-34 | 35-49 | 50-64 | 65 or over | 0-2 years | 3-5 years | 6-10 years | 11-20 years | 20 yrs + | < \$25,000 | \$25-49,999 | \$50-74,999 | \$75-99,999 | \$100,000+ | male | female |
| 35. upscale dining | very low priority | 7.1% | 7.7% | 11.6% | 16.0% | 6.3% | 0.0% | 10.7% | 14.3% | 12.0% | 13.1% | 10.4% | 12.5% | 0.0% | 5.3% | 9.3% | 13.3% |
| | 2 | 9.5% | 6.4% | 11.6% | 11.7% | 6.3% | 0.0% | 7.1% | 4.1% | 13.1% | 11.5% | 12.5% | 7.8% | 4.0% | 5.3% | 14.0% | 6.0% |
| | 3 | 23.8% | 19.2% | 20.9% | 34.0% | 25.0% | 25.0% | 14.3% | 28.6% | 25.7% | 24.6% | 29.2% | 21.9% | 28.0% | 15.8% | 24.0% | 26.0% |
| | 4 | 28.6% | 37.2% | 25.6% | 18.1% | 37.5% | 25.0% | 25.0% | 32.7% | 24.6% | 18.0% | 21.9% | 35.9% | 32.0% | 42.1% | 31.3% | 22.0% |
| | top priority | 21.4% | 25.6% | 27.9% | 13.8% | 25.0% | 43.8% | 39.3% | 14.3% | 19.4% | 29.5% | 22.9% | 15.6% | 32.0% | 26.3% | 14.7% | 29.3% |
| | other, don't know | 9.5% | 3.8% | 2.3% | 6.4% | 0.0% | 6.3% | 3.6% | 6.1% | 3.3% | 3.1% | 5.2% | 6.3% | 0.0% | 5.3% | 6.7% | 3.3% |
| | Total high priority (4-5) | 50.0% | 62.8% | 53.5% | 31.9% | 62.5% | 68.8% | 64.3% | 46.9% | 44.0% | 47.5% | 44.8% | 51.6% | 64.0% | 68.4% | 46.0% | 51.3% |
| Total low priority (1-2) | 16.7% | 14.1% | 23.3% | 27.7% | 12.5% | 0.0% | 17.9% | 18.4% | 25.1% | 24.6% | 22.9% | 20.3% | 4.0% | 10.5% | 23.3% | 19.3% | |
| | | 53. Age | | | | 54. How long have you lived in the Sedalia area? | | | | | 55. Income | | | | | 56. Gender | |
| | | 18-34 | 35-49 | 50-64 | 65 or over | 0-2 years | 3-5 years | 6-10 years | 11-20 years | 20 yrs + | < \$25,000 | \$25-49,999 | \$50-74,999 | \$75-99,999 | \$100,000+ | male | female |
| 36. clothing stores | very low priority | 11.9% | 2.6% | 5.8% | 16.0% | 6.3% | 12.5% | 7.1% | 12.2% | 8.4% | 9.8% | 12.5% | 6.3% | 4.0% | 0.0% | 10.0% | 8.0% |
| | 2 | 11.9% | 11.5% | 9.3% | 16.0% | 31.3% | 12.5% | 17.9% | 12.2% | 9.9% | 12.5% | 7.8% | 16.0% | 10.5% | 17.3% | 7.3% | 7.3% |
| | 3 | 28.6% | 24.4% | 27.9% | 12.8% | 25.0% | 12.5% | 14.3% | 20.4% | 24.6% | 19.7% | 18.8% | 32.8% | 24.0% | 26.3% | 28.0% | 16.7% |
| | 4 | 11.9% | 35.9% | 32.6% | 17.0% | 25.0% | 18.8% | 28.6% | 30.6% | 24.6% | 18.0% | 28.1% | 28.1% | 24.0% | 31.6% | 24.0% | 27.3% |
| | top priority | 31.0% | 23.1% | 22.1% | 35.1% | 12.5% | 37.5% | 28.6% | 22.4% | 29.3% | 37.7% | 26.0% | 20.3% | 32.0% | 26.3% | 17.3% | 38.0% |
| | other, don't know | 4.8% | 2.6% | 2.3% | 3.2% | 0.0% | 6.3% | 3.6% | 2.0% | 3.1% | 0.0% | 4.7% | 2.1% | 0.0% | 5.3% | 3.3% | 2.7% |
| | Total high priority (4-5) | 42.9% | 59.0% | 54.7% | 52.1% | 37.5% | 56.3% | 57.1% | 53.1% | 53.9% | 55.7% | 54.2% | 48.4% | 56.0% | 57.9% | 41.3% | 65.3% |
| Total low priority (1-2) | 23.8% | 14.1% | 15.1% | 31.9% | 37.5% | 25.0% | 25.0% | 24.5% | 18.3% | 24.6% | 25.0% | 14.1% | 20.0% | 10.5% | 27.3% | 15.3% | |

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

Sedalia, Missouri

| | | 53. Age | | | | 54. How long have you lived in the Sedalia area? | | | | | 55. Income | | | | | 56. Gender | |
|--|-------------------------------------|--------------|--------------|--------------|--------------|--|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| | | 18-34 | 35-49 | 50-64 | 65 or over | 0-2 years | 3-5 years | 6-10 years | 11-20 years | 20 yrs + | < \$25,000 | \$25-49,999 | \$50-74,999 | \$75-99,999 | \$100,000+ | male | female |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 37. shoe stores | very low priority | 9.5% | 3.8% | 10.5% | 24.5% | 6.3% | 18.8% | 10.7% | 10.2% | 14.1% | 13.1% | 16.7% | 7.8% | 8.0% | 10.5% | 14.7% | 11.3% |
| | 2 | 23.8% | 17.9% | 15.1% | 13.8% | 25.0% | 18.8% | 10.7% | 20.4% | 15.7% | 18.0% | 14.6% | 18.8% | 28.0% | 10.5% | 21.3% | 12.0% |
| | 3 | 26.2% | 34.6% | 34.9% | 20.2% | 31.3% | 18.8% | 35.7% | 32.7% | 27.7% | 24.6% | 32.3% | 35.9% | 32.0% | 15.8% | 31.3% | 26.7% |
| | 4 | 16.7% | 19.2% | 17.4% | 19.1% | 31.3% | 18.8% | 17.9% | 24.5% | 15.7% | 21.3% | 14.6% | 17.2% | 24.0% | 36.8% | 14.7% | 22.0% |
| | top priority | 14.3% | 21.8% | 19.8% | 18.1% | 6.3% | 18.8% | 21.4% | 6.1% | 23.0% | 21.3% | 17.7% | 15.6% | 8.0% | 21.1% | 12.7% | 25.3% |
| | other, don't know | 9.5% | 2.6% | 2.3% | 4.3% | 0.0% | 6.3% | 3.6% | 6.1% | 3.7% | 1.6% | 4.2% | 4.7% | 0.0% | 5.3% | 5.3% | 2.7% |
| | Total high priority (4-5) | 31.0% | 41.0% | 37.2% | 37.2% | 37.5% | 37.5% | 39.3% | 30.6% | 38.7% | 42.6% | 32.3% | 32.8% | 32.0% | 57.9% | 27.3% | 47.3% |
| Total low priority (1-2) | 33.3% | 21.8% | 25.6% | 38.3% | 31.3% | 37.5% | 21.4% | 30.6% | 29.8% | 31.1% | 31.3% | 26.6% | 36.0% | 21.1% | 36.0% | 23.3% | |
| 38. bars/nightclubs | very low priority | 33.3% | 34.6% | 37.2% | 60.6% | 18.8% | 56.3% | 35.7% | 42.9% | 45.5% | 59.0% | 42.7% | 35.9% | 24.0% | 26.3% | 35.3% | 51.3% |
| | 2 | 16.7% | 10.3% | 20.9% | 11.7% | 18.8% | 18.8% | 21.4% | 8.2% | 14.7% | 13.1% | 17.7% | 21.9% | 4.0% | 0.0% | 16.0% | 13.3% |
| | 3 | 21.4% | 35.9% | 24.4% | 12.8% | 37.5% | 6.3% | 17.9% | 28.6% | 23.0% | 13.1% | 24.0% | 25.0% | 52.0% | 36.8% | 28.0% | 18.7% |
| | 4 | 11.9% | 10.3% | 8.1% | 4.3% | 18.8% | 0.0% | 10.7% | 8.2% | 7.3% | 8.2% | 8.3% | 4.7% | 8.0% | 15.8% | 11.3% | 4.7% |
| | top priority | 11.9% | 7.7% | 5.8% | 3.2% | 6.3% | 12.5% | 10.7% | 10.2% | 4.2% | 3.3% | 4.2% | 7.8% | 12.0% | 21.1% | 5.3% | 7.3% |
| | other, don't know | 4.8% | 1.3% | 3.5% | 7.4% | 0.0% | 6.3% | 3.6% | 2.0% | 3.3% | 3.1% | 3.3% | 0.0% | 0.0% | 4.0% | 4.0% | 4.7% |
| | Total high priority (4-5) | 23.8% | 17.9% | 14.0% | 7.4% | 25.0% | 12.5% | 21.4% | 18.4% | 11.5% | 11.5% | 12.5% | 12.5% | 20.0% | 36.8% | 16.7% | 12.0% |
| Total low priority (1-2) | 50.0% | 44.9% | 58.1% | 72.3% | 37.5% | 75.0% | 57.1% | 51.0% | 60.2% | 72.1% | 60.4% | 57.8% | 28.0% | 26.3% | 51.3% | 64.7% | |
| 39. bookstore | very low priority | 9.5% | 3.8% | 12.8% | 18.1% | 0.0% | 6.3% | 14.3% | 12.2% | 12.6% | 19.7% | 7.3% | 9.4% | 8.0% | 5.3% | 10.7% | 12.7% |
| | 2 | 11.9% | 9.0% | 14.0% | 14.9% | 18.8% | 6.3% | 7.1% | 8.2% | 14.7% | 8.2% | 14.6% | 15.6% | 12.0% | 5.3% | 17.3% | 8.0% |
| | 3 | 21.4% | 32.1% | 22.1% | 27.7% | 37.5% | 12.5% | 25.0% | 26.5% | 26.7% | 19.7% | 29.2% | 29.7% | 20.0% | 21.1% | 30.0% | 22.7% |
| | 4 | 19.0% | 29.5% | 20.9% | 14.9% | 25.0% | 18.8% | 25.0% | 20.4% | 20.4% | 16.4% | 24.0% | 23.4% | 20.0% | 36.8% | 18.7% | 23.3% |
| | top priority | 33.3% | 23.1% | 26.7% | 18.1% | 18.8% | 50.0% | 25.0% | 30.6% | 20.4% | 34.4% | 21.9% | 17.2% | 40.0% | 26.3% | 20.0% | 28.0% |
| | other, don't know | 4.8% | 2.6% | 3.5% | 6.4% | 0.0% | 6.3% | 3.6% | 2.0% | 5.2% | 1.6% | 3.1% | 4.7% | 0.0% | 5.3% | 3.3% | 5.3% |
| | Total high priority (4-5) | 52.4% | 52.6% | 47.7% | 33.0% | 43.8% | 68.8% | 50.0% | 51.0% | 40.8% | 50.8% | 45.8% | 40.6% | 60.0% | 63.2% | 38.7% | 51.3% |
| Total low priority (1-2) | 21.4% | 12.8% | 26.7% | 33.0% | 18.8% | 12.5% | 21.4% | 20.4% | 27.2% | 27.9% | 21.9% | 25.0% | 20.0% | 10.5% | 28.0% | 20.7% | |
| 40. department store or other 'anchor' store | very low priority | 7.1% | 1.3% | 5.8% | 12.8% | 6.3% | 0.0% | 3.6% | 8.2% | 7.9% | 8.2% | 10.4% | 4.7% | 0.0% | 5.3% | 6.7% | 7.3% |
| | 2 | 11.9% | 7.7% | 8.1% | 12.8% | 12.5% | 12.5% | 3.6% | 12.2% | 9.9% | 13.1% | 8.3% | 10.9% | 0.0% | 10.5% | 10.0% | 10.0% |
| | 3 | 16.7% | 20.5% | 16.3% | 19.1% | 31.3% | 18.8% | 10.7% | 24.5% | 16.8% | 16.4% | 16.7% | 23.4% | 24.0% | 10.5% | 22.7% | 14.0% |
| | 4 | 19.0% | 34.6% | 32.6% | 13.8% | 31.3% | 25.0% | 32.1% | 18.4% | 25.7% | 18.0% | 30.2% | 26.6% | 32.0% | 15.8% | 27.3% | 23.3% |
| | top priority | 35.7% | 30.8% | 34.9% | 38.3% | 18.8% | 37.5% | 46.4% | 30.6% | 35.6% | 44.3% | 29.2% | 29.7% | 44.0% | 57.9% | 28.0% | 42.0% |
| | other, don't know | 9.5% | 5.1% | 2.3% | 3.2% | 0.0% | 6.3% | 3.6% | 6.1% | 4.2% | 0.0% | 5.2% | 4.7% | 0.0% | 0.0% | 5.3% | 3.3% |
| | Total high priority (4-5) | 54.8% | 65.4% | 67.4% | 52.1% | 50.0% | 62.5% | 78.6% | 49.0% | 61.3% | 62.3% | 59.4% | 56.3% | 76.0% | 73.7% | 55.3% | 65.3% |
| Total low priority (1-2) | 19.0% | 9.0% | 14.0% | 25.5% | 18.8% | 12.5% | 7.1% | 20.4% | 17.8% | 21.3% | 18.8% | 15.6% | 0.0% | 15.8% | 16.7% | 17.3% | |
| 41. Of the items listed above, what business would you most like to see in downtown Sedalia? | lodging such as hotel, motel or b&b | 4.8% | 1.3% | 0.0% | 1.1% | 6.3% | 6.3% | 0.0% | 2.0% | 0.5% | 3.3% | 2.1% | 0.0% | 0.0% | 2.0% | 0.7% | |
| | casual dining | 14.3% | 20.5% | 20.9% | 12.8% | 18.8% | 18.8% | 10.7% | 16.3% | 18.3% | 9.8% | 21.9% | 36.0% | 26.3% | 21.3% | 13.3% | |
| | coffee shop | 4.8% | 0.0% | 1.2% | 0.0% | 6.3% | 0.0% | 0.0% | 4.1% | 0.0% | 1.6% | 1.0% | 1.6% | 0.0% | 2.0% | 0.0% | |
| | ice cream shop/soda fountain | 4.8% | 7.7% | 8.1% | 4.3% | 6.3% | 0.0% | 0.0% | 12.2% | 6.3% | 6.3% | 7.8% | 0.0% | 5.3% | 6.0% | 6.7% | |
| | upscale specialty shops | 0.0% | 6.4% | 3.5% | 1.1% | 6.3% | 6.3% | 3.6% | 6.1% | 1.6% | 1.6% | 3.1% | 3.1% | 8.0% | 5.3% | 4.0% | |
| | antique galleries and shops | 2.4% | 5.1% | 2.3% | 4.3% | 6.3% | 0.0% | 3.6% | 6.1% | 3.1% | 4.9% | 3.1% | 6.3% | 0.0% | 0.0% | 2.7% | |
| | art galleries and shops | 7.1% | 7.7% | 2.3% | 3.2% | 0.0% | 6.3% | 3.6% | 8.2% | 4.2% | 6.6% | 7.3% | 0.0% | 4.0% | 0.0% | 4.7% | |
| upscale dining | 14.3% | 9.0% | 15.1% | 7.4% | 6.3% | 12.5% | 10.7% | 4.1% | 13.1% | 9.8% | 8.3% | 7.8% | 20.0% | 15.8% | 14.0% | | |
| clothing stores | 4.8% | 9.0% | 11.6% | 17.0% | 6.3% | 6.3% | 32.1% | 8.2% | 10.5% | 13.1% | 18.8% | 3.1% | 12.0% | 10.5% | 7.3% | | |
| shoe stores | 7.1% | 3.8% | 2.3% | 2.1% | 0.0% | 6.3% | 7.1% | 2.0% | 3.1% | 6.6% | 3.1% | 3.1% | 0.0% | 5.3% | 2.0% | | |
| bars/nightclubs | 2.4% | 3.8% | 1.2% | 1.1% | 6.3% | 0.0% | 4.1% | 1.6% | 0.0% | 1.6% | 2.1% | 1.6% | 4.0% | 5.3% | 2.7% | | |
| bookstore | 9.5% | 7.7% | 5.8% | 5.3% | 6.3% | 18.8% | 7.1% | 12.2% | 4.2% | 8.2% | 5.2% | 9.4% | 4.0% | 5.3% | 7.3% | | |
| department or other 'anchor' store | 21.4% | 11.5% | 22.1% | 22.3% | 6.3% | 18.8% | 17.9% | 10.2% | 23.0% | 16.4% | 16.7% | 28.1% | 12.0% | 5.3% | 16.0% | | |
| other [specify] | 0.0% | 5.1% | 0.0% | 6.4% | 12.5% | 0.0% | 3.6% | 0.0% | 3.7% | 6.6% | 4.2% | 0.0% | 0.0% | 0.0% | 2.0% | | |
| don't know | 2.4% | 1.3% | 3.5% | 11.7% | 6.3% | 0.0% | 0.0% | 4.1% | 6.8% | 4.9% | 4.2% | 6.3% | 0.0% | 15.8% | 6.0% | | |

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

Sedalia, Missouri

| | | 53. Age | | | | 54. How long have you lived in the Sedalia area? | | | | | 55. Income | | | | | 56. Gender | |
|---|----------------------------------|--------------|--------------|--------------|--------------|--|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| | | 18-34 | 35-49 | 50-64 | 65 or over | 0-2 years | 3-5 years | 6-10 years | 11-20 years | 20 yrs + | < \$25,000 | \$25-49,999 | \$50-74,999 | \$75-99,999 | \$100,000+ | male | female |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 42. adding green space | very low priority | 11.9% | 3.8% | 11.6% | 16.0% | 6.3% | 6.3% | 3.6% | 12.2% | 12.6% | 11.5% | 13.5% | 6.3% | 4.0% | 5.3% | 11.3% | 10.7% |
| | 2 | 11.9% | 6.4% | 12.8% | 9.6% | 18.8% | 12.5% | 17.9% | 14.3% | 6.8% | 13.8% | 9.4% | 6.3% | 12.0% | 10.5% | 10.7% | 9.3% |
| | 3 | 23.8% | 30.8% | 26.7% | 19.1% | 18.8% | 12.5% | 17.9% | 28.6% | 26.7% | 18.0% | 21.9% | 29.7% | 48.0% | 36.8% | 25.3% | 24.7% |
| | 4 | 21.4% | 30.8% | 18.6% | 19.1% | 31.3% | 18.8% | 17.9% | 24.5% | 22.0% | 18.0% | 25.0% | 35.9% | 20.0% | 15.8% | 22.7% | 22.0% |
| | top priority | 21.4% | 23.1% | 24.4% | 18.1% | 25.0% | 43.8% | 32.1% | 12.2% | 20.4% | 32.8% | 19.8% | 17.2% | 16.0% | 26.3% | 20.7% | 22.7% |
| | other, don't know | 9.5% | 5.1% | 5.8% | 18.1% | 0.0% | 6.3% | 10.7% | 8.2% | 11.5% | 6.6% | 10.4% | 4.7% | 0.0% | 5.3% | 9.3% | 10.7% |
| | Total high priority (4-5) | 42.9% | 53.8% | 43.0% | 37.2% | 56.3% | 62.5% | 50.0% | 36.7% | 42.4% | 50.8% | 44.8% | 53.1% | 36.0% | 42.1% | 43.3% | 44.7% |
| Total low priority (1-2) | 23.8% | 10.3% | 24.4% | 25.5% | 25.0% | 18.8% | 21.4% | 26.5% | 19.4% | 24.6% | 22.9% | 12.5% | 16.0% | 15.8% | 22.0% | 20.0% | |
| | | 53. Age | | | | 54. How long have you lived in the Sedalia area? | | | | | 55. Income | | | | | 56. Gender | |
| | | 18-34 | 35-49 | 50-64 | 65 or over | 0-2 years | 3-5 years | 6-10 years | 11-20 years | 20 yrs + | < \$25,000 | \$25-49,999 | \$50-74,999 | \$75-99,999 | \$100,000+ | male | female |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | |
| 43. improving lighting | very low priority | 4.8% | 3.8% | 7.0% | 19.1% | 0.0% | 12.5% | 3.6% | 8.2% | 11.5% | 4.9% | 13.5% | 9.4% | 8.0% | 5.3% | 10.0% | 9.3% |
| | 2 | 21.4% | 12.8% | 11.6% | 8.5% | 25.0% | 0.0% | 10.7% | 14.3% | 12.0% | 16.4% | 10.4% | 20.0% | 15.8% | 14.7% | 10.0% | |
| | 3 | 14.3% | 29.5% | 29.1% | 14.9% | 0.0% | 18.8% | 39.3% | 24.5% | 22.0% | 18.0% | 25.0% | 20.3% | 32.0% | 36.8% | 24.7% | 20.7% |
| | 4 | 23.8% | 25.6% | 29.1% | 24.5% | 37.5% | 12.5% | 21.4% | 34.7% | 24.6% | 23.0% | 25.0% | 32.8% | 16.0% | 21.1% | 25.3% | 26.7% |
| | top priority | 26.2% | 25.6% | 19.8% | 23.4% | 37.5% | 43.8% | 21.4% | 12.2% | 23.6% | 36.1% | 21.9% | 20.3% | 24.0% | 10.5% | 21.3% | 25.3% |
| | other, don't know | 9.5% | 2.6% | 3.5% | 9.6% | 0.0% | 12.5% | 3.6% | 6.1% | 6.3% | 1.6% | 4.2% | 7.8% | 0.0% | 10.5% | 4.0% | 8.0% |
| | Total high priority (4-5) | 50.0% | 51.3% | 48.8% | 47.9% | 75.0% | 56.3% | 42.9% | 46.9% | 48.2% | 59.0% | 46.9% | 53.1% | 40.0% | 31.6% | 46.7% | 52.0% |
| Total low priority (1-2) | 26.2% | 16.7% | 18.6% | 27.7% | 25.0% | 12.5% | 14.3% | 22.4% | 23.6% | 21.3% | 24.0% | 18.8% | 28.0% | 21.1% | 24.7% | 19.3% | |
| | | 53. Age | | | | 54. How long have you lived in the Sedalia area? | | | | | 55. Income | | | | | 56. Gender | |
| | | 18-34 | 35-49 | 50-64 | 65 or over | 0-2 years | 3-5 years | 6-10 years | 11-20 years | 20 yrs + | < \$25,000 | \$25-49,999 | \$50-74,999 | \$75-99,999 | \$100,000+ | male | female |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | |
| 44. moving utilities underground | very low priority | 16.7% | 12.8% | 14.0% | 19.1% | 0.0% | 6.3% | 3.6% | 22.4% | 17.8% | 16.4% | 13.5% | 15.6% | 16.0% | 21.1% | 12.7% | 18.7% |
| | 2 | 14.3% | 16.7% | 9.3% | 7.4% | 6.3% | 12.5% | 10.7% | 12.2% | 11.5% | 9.4% | 15.6% | 12.0% | 5.3% | 8.0% | 14.7% | |
| | 3 | 21.4% | 16.7% | 19.8% | 19.1% | 18.8% | 12.5% | 35.7% | 16.3% | 17.8% | 14.8% | 22.9% | 14.1% | 28.0% | 15.8% | 21.3% | |
| | 4 | 19.0% | 14.1% | 17.4% | 16.0% | 37.5% | 18.8% | 10.7% | 20.4% | 14.1% | 11.5% | 18.8% | 17.2% | 20.0% | 31.6% | 17.3% | |
| | top priority | 23.8% | 38.5% | 34.9% | 30.9% | 31.3% | 50.0% | 35.7% | 24.5% | 33.5% | 41.0% | 31.3% | 34.4% | 24.0% | 26.3% | 36.7% | |
| | other, don't know | 4.8% | 1.3% | 4.7% | 7.4% | 6.3% | 0.0% | 3.6% | 4.1% | 5.2% | 3.3% | 4.2% | 3.1% | 0.0% | 0.0% | 4.0% | |
| | Total high priority (4-5) | 42.9% | 52.6% | 52.3% | 46.8% | 68.8% | 68.8% | 46.4% | 44.9% | 47.6% | 52.5% | 50.0% | 51.6% | 44.0% | 57.9% | 54.0% | |
| Total low priority (1-2) | 31.0% | 29.5% | 23.3% | 26.6% | 6.3% | 18.8% | 14.3% | 34.7% | 29.3% | 29.5% | 22.9% | 31.3% | 28.0% | 26.3% | 20.7% | | |
| | | 53. Age | | | | 54. How long have you lived in the Sedalia area? | | | | | 55. Income | | | | | 56. Gender | |
| | | 18-34 | 35-49 | 50-64 | 65 or over | 0-2 years | 3-5 years | 6-10 years | 11-20 years | 20 yrs + | < \$25,000 | \$25-49,999 | \$50-74,999 | \$75-99,999 | \$100,000+ | male | female |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | |
| 45. adding new parking spaces or lots | very low priority | 4.8% | 2.6% | 19.8% | 22.3% | 6.3% | 6.3% | 7.1% | 4.1% | 18.8% | 16.4% | 17.7% | 10.9% | 4.0% | 5.3% | 12.0% | |
| | 2 | 7.1% | 6.4% | 10.5% | 5.3% | 6.3% | 12.5% | 7.1% | 8.2% | 6.8% | 9.8% | 7.3% | 6.3% | 8.0% | 5.3% | | |
| | 3 | 16.7% | 19.2% | 16.3% | 27.7% | 12.5% | 18.8% | 14.3% | 26.5% | 20.9% | 17.2% | 18.8% | 16.4% | 36.0% | 15.8% | | |
| | 4 | 28.6% | 26.9% | 16.3% | 23.4% | 37.5% | 31.3% | 35.7% | 18.4% | 20.4% | 19.7% | 21.9% | 29.7% | 20.0% | 36.8% | | |
| | top priority | 35.7% | 42.3% | 36.0% | 17.0% | 37.5% | 25.0% | 32.1% | 40.8% | 29.3% | 37.7% | 30.2% | 29.7% | 32.0% | 36.8% | | |
| | other, don't know | 7.1% | 2.6% | 1.2% | 4.3% | 0.0% | 6.3% | 3.6% | 2.0% | 3.7% | 0.0% | 4.2% | 6.3% | 0.0% | 0.0% | | |
| | Total high priority (4-5) | 64.3% | 69.2% | 52.3% | 40.4% | 75.0% | 56.3% | 67.9% | 59.2% | 49.7% | 57.4% | 52.1% | 59.4% | 52.0% | 73.7% | | |
| Total low priority (1-2) | 11.9% | 9.0% | 30.2% | 27.7% | 12.5% | 18.8% | 14.3% | 12.2% | 25.7% | 26.2% | 25.0% | 17.2% | 12.0% | 10.5% | | | |
| | | 53. Age | | | | 54. How long have you lived in the Sedalia area? | | | | | 55. Income | | | | | 56. Gender | |
| | | 18-34 | 35-49 | 50-64 | 65 or over | 0-2 years | 3-5 years | 6-10 years | 11-20 years | 20 yrs + | < \$25,000 | \$25-49,999 | \$50-74,999 | \$75-99,999 | \$100,000+ | male | female |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | |
| 46. stricter code enforcement | very low priority | 16.7% | 6.4% | 8.1% | 13.8% | 0.0% | 12.5% | 7.1% | 14.3% | 11.0% | 13.1% | 14.6% | 6.3% | 4.0% | 5.3% | 10.0% | |
| | 2 | 16.7% | 12.8% | 10.5% | 11.7% | 12.5% | 12.5% | 10.7% | 8.2% | 13.6% | 16.4% | 9.4% | 14.1% | 8.0% | 21.1% | | |
| | 3 | 28.6% | 37.2% | 26.7% | 21.3% | 31.3% | 18.8% | 42.9% | 30.6% | 25.7% | 18.0% | 28.1% | 31.3% | 40.0% | 31.6% | | |
| | 4 | 16.7% | 10.3% | 24.4% | 12.8% | 25.0% | 18.8% | 7.1% | 18.4% | 15.7% | 9.8% | 19.8% | 15.6% | 28.0% | 10.5% | | |
| | top priority | 19.0% | 26.9% | 25.6% | 24.5% | 25.0% | 31.3% | 25.0% | 22.4% | 24.6% | 37.7% | 20.8% | 25.0% | 16.0% | 21.1% | | |
| | other, don't know | 2.4% | 6.4% | 4.7% | 16.0% | 6.3% | 6.3% | 7.1% | 6.1% | 9.4% | 4.9% | 7.3% | 7.8% | 4.0% | 10.5% | | |
| | Total high priority (4-5) | 35.7% | 37.2% | 50.0% | 37.2% | 50.0% | 50.0% | 32.1% | 40.8% | 40.3% | 47.5% | 40.6% | 40.6% | 44.0% | 31.6% | | |
| Total low priority (1-2) | 33.3% | 19.2% | 18.6% | 25.5% | 12.5% | 25.0% | 17.9% | 22.4% | 24.6% | 29.5% | 24.0% | 20.3% | 12.0% | 26.3% | | | |
| | | 53. Age | | | | 54. How long have you lived in the Sedalia area? | | | | | 55. Income | | | | | 56. Gender | |
| | | 18-34 | 35-49 | 50-64 | 65 or over | 0-2 years | 3-5 years | 6-10 years | 11-20 years | 20 yrs + | < \$25,000 | \$25-49,999 | \$50-74,999 | \$75-99,999 | \$100,000+ | male | female |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | |
| 47. developing second-story residential space | very low priority | 4.8% | 6.4% | 10.5% | 20.2% | 18.8% | 6.3% | 10.7% | 10.2% | 12.0% | 14.8% | 11.5% | 4.7% | 8.0% | 15.8% | 10.7% | |
| | 2 | 11.9% | 11.5% | 11.6% | 10.6% | 0.0% | 12.5% | 10.7% | 18.4% | 10.5% | 14.8% | 6.3% | 15.6% | 16.0% | 5.3% | | |
| | 3 | 21.4% | 26.9% | 26.7% | 20.2% | 18.8% | 37.5% | 25.0% | 20.4% | 24.1% | 19.7% | 22.9% | 37.5% | 8.0% | 31.6% | | |
| | 4 | 26.2% | 29.5% | 23.3% | 16.0% | 43.8% | 6.3% | 28.6% | 32.7% | 19.4% | 14.8% | 28.1% | 21.9% | 36.0% | 15.8% | | |
| | top priority | 28.6% | 23.1% | 23.3% | 27.7% | 18.8% | 31.3% | 21.4% | 14.3% | 28.8% | 34.4% | 26.0% | 26.0% | 32.0% | 26.3% | | |
| | other, don't know | 7.1% | 2.6% | 4.7% | 5.3% | 0.0% | 6.3% | 3.6% | 4.1% | 5.2% | 1.6% | 5.2% | 4.7% | 0.0% | 5.3% | | |
| | Total high priority (4-5) | 54.8% | 52.6% | 46.5% | 43.6% | 62.5% | 37.5% | 50.0% | 46.9% | 48.2% | 49.2% | 54.2% | 37.5% | 68.0% | 42.1% | | |
| Total low priority (1-2) | 16.7% | 17.9% | 22.1% | 30.9% | 18.8% | 18.8% | 21.4% | 28.6% | 22.5% | 29.5% | 17.7% | 20.3% | 24.0% | 21.1% | | | |

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

Sedalia, Missouri

| | | 53. Age | | | | 54. How long have you lived in the Sedalia area? | | | | | 55. Income | | | | | 56. Gender | |
|--|----------------------------------|--------------|--------------|--------------|--------------|--|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| | | 18-34 | 35-49 | 50-64 | 65 or over | 0-2 years | 3-5 years | 6-10 years | 11-20 years | 20 yrs + | < \$25,000 | \$25-49,999 | \$50-74,999 | \$75-99,999 | \$100,000+ | male | female |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| 48. making the area more pedestrian-friendly | very low priority | 2.4% | 2.6% | 9.3% | 10.6% | 6.3% | 6.3% | 0.0% | 8.2% | 7.9% | 6.6% | 11.5% | 1.6% | 0.0% | 10.5% | 6.0% | 8.0% |
| | 2 | 9.5% | 5.1% | 9.3% | 8.5% | 6.3% | 6.3% | 3.6% | 18.4% | 6.3% | 9.8% | 6.3% | 7.8% | 16.0% | 5.3% | 10.0% | 6.0% |
| | 3 | 14.3% | 21.8% | 18.6% | 16.0% | 0.0% | 31.3% | 3.6% | 20.4% | 19.9% | 9.8% | 12.5% | 25.0% | 32.0% | 15.8% | 20.0% | 16.0% |
| | 4 | 26.2% | 24.4% | 19.8% | 25.5% | 31.3% | 12.5% | 39.3% | 22.4% | 22.0% | 14.8% | 25.0% | 26.6% | 32.0% | 42.1% | 24.0% | 23.3% |
| | top priority | 40.5% | 42.3% | 38.4% | 33.0% | 56.3% | 37.5% | 50.0% | 24.5% | 38.2% | 57.4% | 39.6% | 31.3% | 20.0% | 21.1% | 34.7% | 41.3% |
| | other, don't know | 7.1% | 3.8% | 4.7% | 6.4% | 0.0% | 6.3% | 3.6% | 6.1% | 5.8% | 1.6% | 5.2% | 7.8% | 0.0% | 5.3% | 5.3% | 5.3% |
| | Total high priority (4-5) | 66.7% | 66.7% | 58.1% | 58.5% | 87.5% | 50.0% | 89.3% | 46.9% | 60.2% | 72.1% | 64.6% | 57.8% | 52.0% | 63.2% | 58.7% | 64.7% |
| Total low priority (1-2) | 11.9% | 7.7% | 18.6% | 19.1% | 12.5% | 12.5% | 3.6% | 26.5% | 14.1% | 16.4% | 17.7% | 9.4% | 16.0% | 15.8% | 16.0% | 14.0% | |
| | | 18-34 | 35-49 | 50-64 | 65 or over | 0-2 years | 3-5 years | 6-10 years | 11-20 years | 20 yrs + | < \$25,000 | \$25-49,999 | \$50-74,999 | \$75-99,999 | \$100,000+ | male | female |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | |
| 49. improving signage to help people find their way around | very low priority | 9.5% | 3.8% | 10.5% | 18.1% | 0.0% | 6.3% | 0.0% | 8.2% | 14.7% | 6.6% | 13.5% | 6.3% | 12.0% | 10.5% | 14.0% | 8.0% |
| | 2 | 23.8% | 15.4% | 15.1% | 17.0% | 12.5% | 18.8% | 10.7% | 18.4% | 17.8% | 14.8% | 15.6% | 15.6% | 28.0% | 26.3% | 18.0% | 16.0% |
| | 3 | 26.2% | 25.6% | 36.0% | 23.4% | 25.0% | 18.8% | 39.3% | 20.4% | 29.3% | 26.2% | 26.0% | 29.7% | 40.0% | 15.8% | 26.0% | 30.0% |
| | 4 | 7.1% | 25.6% | 17.4% | 17.0% | 18.8% | 25.0% | 17.9% | 28.6% | 14.7% | 17.7% | 17.7% | 8.0% | 26.3% | 17.7% | 17.3% | 18.7% |
| | top priority | 28.6% | 28.2% | 18.6% | 18.1% | 43.8% | 25.0% | 28.6% | 22.4% | 19.4% | 32.8% | 22.9% | 17.2% | 12.0% | 15.8% | 22.0% | 22.7% |
| | other, don't know | 4.8% | 1.3% | 2.3% | 6.4% | 0.0% | 6.3% | 3.6% | 2.0% | 4.2% | 0.0% | 4.2% | 0.0% | 4.7% | 2.7% | 4.7% | |
| | Total high priority (4-5) | 35.7% | 53.8% | 36.0% | 35.1% | 62.5% | 50.0% | 46.4% | 51.0% | 34.0% | 52.5% | 40.6% | 43.8% | 20.0% | 42.1% | 39.3% | 41.3% |
| Total low priority (1-2) | 33.3% | 19.2% | 25.6% | 35.1% | 12.5% | 25.0% | 10.7% | 26.5% | 32.5% | 21.3% | 29.2% | 21.9% | 40.0% | 36.8% | 32.0% | 24.0% | |
| | | 18-34 | 35-49 | 50-64 | 65 or over | 0-2 years | 3-5 years | 6-10 years | 11-20 years | 20 yrs + | < \$25,000 | \$25-49,999 | \$50-74,999 | \$75-99,999 | \$100,000+ | male | female |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | |
| 50. improving building facades | very low priority | 4.8% | 0.0% | 2.3% | 10.6% | 6.3% | 0.0% | 3.6% | 6.1% | 4.7% | 8.2% | 3.1% | 4.7% | 4.0% | 0.0% | 4.7% | 4.7% |
| | 2 | 14.3% | 0.0% | 5.8% | 6.4% | 12.5% | 0.0% | 3.6% | 4.1% | 6.3% | 5.2% | 7.8% | 0.0% | 0.0% | 6.7% | 4.7% | |
| | 3 | 14.3% | 14.1% | 10.5% | 17.0% | 6.3% | 12.5% | 21.4% | 16.3% | 13.1% | 9.8% | 15.6% | 15.6% | 24.0% | 0.0% | 14.0% | 14.0% |
| | 4 | 26.2% | 37.2% | 33.7% | 22.3% | 56.3% | 25.0% | 28.6% | 36.7% | 26.7% | 18.0% | 32.3% | 31.3% | 40.0% | 47.4% | 30.0% | 30.0% |
| | top priority | 28.6% | 46.2% | 41.9% | 33.0% | 12.5% | 56.3% | 35.7% | 30.6% | 41.4% | 45.9% | 38.5% | 34.4% | 32.0% | 47.4% | 34.0% | 42.7% |
| | other, don't know | 11.9% | 2.6% | 5.8% | 10.6% | 6.3% | 6.3% | 7.1% | 6.1% | 7.9% | 8.2% | 5.2% | 6.3% | 0.0% | 5.3% | 10.7% | 4.0% |
| | Total high priority (4-5) | 54.8% | 83.3% | 75.6% | 55.3% | 68.8% | 81.3% | 64.3% | 67.3% | 68.1% | 63.9% | 70.8% | 65.6% | 72.0% | 94.7% | 64.0% | 72.7% |
| Total low priority (1-2) | 19.0% | 0.0% | 8.1% | 17.0% | 18.8% | 0.0% | 7.1% | 10.2% | 11.0% | 18.0% | 8.3% | 12.5% | 4.0% | 0.0% | 11.3% | 9.3% | |
| | | 18-34 | 35-49 | 50-64 | 65 or over | 0-2 years | 3-5 years | 6-10 years | 11-20 years | 20 yrs + | < \$25,000 | \$25-49,999 | \$50-74,999 | \$75-99,999 | \$100,000+ | male | female |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | |
| 52. What would you say is your primary source of information about downtown Sedalia? | local newspaper | 23.8% | 37.2% | 32.6% | 34.0% | 50.0% | 37.5% | 28.6% | 26.5% | 33.5% | 41.0% | 31.3% | 39.1% | 40.0% | 21.1% | 33.3% | 32.7% |
| | television | 0.0% | 0.0% | 0.0% | 1.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.5% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% |
| | radio | 11.9% | 11.5% | 9.3% | 9.6% | 0.0% | 0.0% | 3.6% | 8.2% | 13.6% | 8.2% | 6.3% | 17.2% | 20.0% | 0.0% | 8.7% | 12.0% |
| | Chamber of Commerce website | 2.4% | 0.0% | 1.2% | 4.3% | 6.3% | 0.0% | 0.0% | 0.0% | 2.6% | 0.0% | 1.0% | 1.6% | 4.0% | 5.3% | 2.0% | 2.0% |
| | word of mouth | 14.3% | 14.1% | 31.4% | 14.9% | 18.8% | 18.8% | 28.6% | 30.6% | 15.2% | 19.7% | 19.8% | 15.6% | 12.0% | 31.6% | 18.7% | 20.0% |
| | none | 0.0% | 1.3% | 0.0% | 2.1% | 0.0% | 0.0% | 3.6% | 2.0% | 0.5% | 1.6% | 0.0% | 0.0% | 0.0% | 0.0% | 0.7% | 1.3% |
| | other [specify] | 40.5% | 34.6% | 23.3% | 26.6% | 18.8% | 43.8% | 32.1% | 32.7% | 28.3% | 24.6% | 35.4% | 23.4% | 24.0% | 42.1% | 31.3% | 28.0% |
| don't know | 7.1% | 1.3% | 2.3% | 7.4% | 6.3% | 0.0% | 3.6% | 0.0% | 5.8% | 4.9% | 6.3% | 3.1% | 0.0% | 0.0% | 5.3% | 3.3% | |
| | | 18-34 | 35-49 | 50-64 | 65 or over | 0-2 years | 3-5 years | 6-10 years | 11-20 years | 20 yrs + | < \$25,000 | \$25-49,999 | \$50-74,999 | \$75-99,999 | \$100,000+ | male | female |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | |
| 52. And what is your second most likely source of information? | local newspaper | 43.6% | 30.3% | 33.3% | 41.2% | 20.0% | 37.5% | 38.5% | 45.8% | 34.6% | 24.6% | 40.0% | 32.3% | 48.0% | 52.6% | 36.2% | 36.4% |
| | television | 2.6% | 2.6% | 4.8% | 4.7% | 0.0% | 0.0% | 11.5% | 6.3% | 2.8% | 1.1% | 0.0% | 0.0% | 0.0% | 0.0% | 2.1% | 5.6% |
| | radio | 7.7% | 25.0% | 17.9% | 18.8% | 20.0% | 12.5% | 7.7% | 16.7% | 21.2% | 14.0% | 18.9% | 24.2% | 20.0% | 10.5% | 19.1% | 18.2% |
| | Chamber of Commerce website | 0.0% | 1.3% | 2.4% | 0.0% | 6.7% | 0.0% | 3.8% | 2.1% | 0.0% | 1.1% | 0.0% | 0.0% | 0.0% | 0.0% | 1.4% | 0.7% |
| | word of mouth | 28.2% | 23.7% | 17.9% | 22.4% | 26.7% | 37.5% | 23.1% | 8.3% | 24.0% | 19.3% | 23.3% | 29.0% | 12.0% | 15.8% | 21.3% | 23.1% |
| | none | 5.1% | 5.3% | 6.0% | 2.4% | 0.0% | 6.3% | 0.0% | 8.3% | 4.5% | 3.5% | 4.4% | 1.6% | 0.0% | 21.1% | 5.0% | 4.2% |
| | other [specify] | 10.3% | 9.2% | 15.5% | 5.9% | 20.0% | 0.0% | 15.4% | 12.5% | 8.9% | 7.8% | 7.5% | 7.8% | 16.0% | 0.0% | 12.1% | 8.4% |
| don't know | 2.6% | 2.6% | 2.4% | 4.7% | 6.7% | 6.3% | 0.0% | 0.0% | 3.9% | 5.3% | 3.3% | 0.0% | 4.0% | 0.0% | 2.8% | 3.5% | |
| | | 18-34 | 35-49 | 50-64 | 65 or over | 0-2 years | 3-5 years | 6-10 years | 11-20 years | 20 yrs + | < \$25,000 | \$25-49,999 | \$50-74,999 | \$75-99,999 | \$100,000+ | male | female |
| | | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | |
| 53. Age | 18-34 | 100.0% | 0.0% | 0.0% | 0.0% | 25.0% | 31.3% | 17.9% | 18.4% | 9.9% | 11.5% | 16.7% | 14.1% | 28.0% | 5.3% | 18.0% | 10.0% |
| | 35-49 | 0.0% | 100.0% | 0.0% | 0.0% | 18.8% | 31.3% | 42.9% | 34.7% | 21.5% | 19.7% | 28.1% | 28.1% | 36.0% | 31.6% | 25.3% | 26.7% |
| | 50-64 | 0.0% | 0.0% | 100.0% | 0.0% | 31.3% | 22.9% | 25.0% | 28.6% | 29.3% | 26.2% | 24.0% | 45.3% | 20.0% | 42.1% | 27.3% | 30.0% |
| | 65 or over | 0.0% | 0.0% | 0.0% | 100.0% | 25.0% | 12.5% | 14.3% | 18.4% | 39.3% | 42.6% | 32.3% | 12.5% | 12.0% | 21.1% | 29.3% | 33.3% |