

COMMUNITY TELEPHONE SURVEY REPORT

FINAL SURVEY FINDINGS AND RESULTS

CITY OF KENNETT, MISSOURI

September, 2007



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ACKNOWLEDGMENTS



DOWNTOWN REVITALIZATION AND ECONOMIC ASSISTANCE FOR
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SECTION I

EXECUTIVE SUMMARY

In September 2007, UNICOM-ARC conducted a telephone survey of residents in Kennett, Missouri, drawn from a random sample of residents throughout the community and surrounding zip codes (63830, 63873, 63933, 63876, 63851, 72454, 72461). 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. Approximately two-thirds of respondents (64.0%, 4-5) answered that "attracting more big box retail development" should be a high priority for the City, and 60.0% placed a high priority on "improving emergency services."

Majorities of respondents placed priority on "repairing major streets" (58.7%, 4-5) and "revitalizing the Kennett downtown area" (54.3%), while only 45.7% placed a high priority on "upgrading parks and recreation facilities."

B. Visiting Downtown

Respondents were asked how often they visit downtown. A majority (60.3%) answered that they visit downtown "more than five times a month." Another one-fifth (18.3%) visit downtown "one to five times per month." Much smaller percentages of respondents said that they visit downtown "less than once a month" (11.0%), 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 Kennett. Respondents indicated they were most likely to visit downtown to utilize the post office or government facilities, to conduct business or to shop:

- Government/post office (74.1% very/somewhat often)
- Conducting business (59.6%)
- Shopping (50.8%)
- Dining (30.0%)
- Other outdoor recreation, such as walking (30.0%)
- Special events (29.3%)
- Entertainment (23.3%)
- Visiting the Sheryl Crow Aquatic Center (19.5%)

When asked which one of these reasons respondents would most often visit downtown, a plurality of respondents indicated "government/post office" (39.7%). Another one-fifth (22.6%) answered "conducting business" and "shopping" (19.5%).

C. Views of the Current Kennett Downtown

Respondents were read a list of eleven characteristics of a downtown and asked to rate conditions in downtown Kennett. There was no category in which more than 10% of respondents rated downtown Kennett as "excellent." Majorities, however, rated five items as "excellent" or "good."

Five characteristics were highly rated by a majority of respondents:

- Convenient business hours (67.3% excellent/good)
- Signs to help people find their way around (63.0%)
- Condition of streets (62.7%)
- Adequate parking (61.7%)
- Condition of sidewalks (54.0%)

The other characteristics were rated highly by less than majorities of respondents:

- Preservation of historic structures (47.7% excellent/good)
- Diverse mix of businesses (38.3%)
- Available green space (34.3%)
- Dining options (30.7%)
- Occupied storefronts (27.3%)
- Entertainment options (16.7%)

The vast majority of respondents (84.0%) suggested that it is "very" or "somewhat" important that downtown Kennett work to retain its historic character (40.3% - very, 43.7% - somewhat). Only 15.0% 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 Kennett should place on bringing each type of business to its own downtown area.

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

- Casual dining (63.7%, 4-5 on a five-point scale)
- Clothing stores (63.3%)
- Upscale dining (54.7%)

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

- Bookstores (47.3%, 4-5)
- Coffee shop (47.0%)
- Ice cream shop (40.7%)

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

- Upscale specialty shops (39.7%, 4-5)
- Lodging such as hotel, motel or bed and breakfast (37.3%)
- Art galleries and shops (32.3%)
- Antique shops (30.3%)
- Bars/nightclubs (11.7%)

When asked to choose the one business respondents would most like to see in Kennett, the top response was “clothing stores” (26.7%) followed closely by “casual dining” (22.7%) and “upscale dining” restaurants (13.0%).

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.

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

- Improving building facades (66.3% 4-5 on a five-point scale)
- Making the area more pedestrian-friendly (62.7%)
- Stricter building code enforcement (54.7%)
- Improving lighting (50.0%)

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

- Adding new parking spaces or lots (46.7% 4-5)
- Moving utilities underground (44.3%)
- Improving signage to help people find their way around (39.3%)
- Developing second-story residential space (37.3%)
- Adding green space (36.7%)

F. Communication about Downtown

When asked to indicate their primary and secondary sources of information about downtown Kennett, a total of 64.6% answered that they get their information (primary and secondary) from “a local newspaper.” A slight majority (54.7%) also answered that “word-of-mouth” is a primary or secondary source of information about downtown. Three in ten respondents (30.9%) answered “other,” and those detailed responses are included elsewhere in this report.

G. Key Points

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

SECTION II

OVERVIEW OF DATA

In August 2007, UNICOM-ARC conducted a telephone survey of residents in Kennett, Missouri, drawn from a random sample of residents throughout the community and surrounding zip codes (63830, 63873, 63933, 63876, 63851, 72454, 72461). 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 Kennett, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?	Right direction	49.7%
	Mixed	11.0%
	Wrong direction	31.3%
	Other/don't know	8.0%

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. Okay? The first is...

	Top priority (5)	Total high priority (4-5)	3	Total low priority (1-2)	Other/don't know
	%	%	%	%	%
2. Revitalizing the Kennett downtown area	33.7%	54.3%	23.7%	20.3%	1.7%
3. Repairing major streets	37.0%	58.7%	22.0%	16.7%	2.7%
4. Improving emergency services	42.3%	60.0%	23.0%	12.7%	4.3%
5. Upgrading parks and recreation facilities	28.7%	45.7%	30.7%	21.0%	2.7%
6. Attracting more big box retail development	45.7%	64.0%	15.3%	15.3%	5.3%

	%	
7. How often do you visit downtown Kennett?	Once a year or less	9.3%
	Less than once a month	11.0%
	One to five times per month	18.3%
	More than 5 times a month	60.3%
	Other - specify	.3%
	Don't visit downtown	.7%
	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.

	Very often	Very/somewhat often	Not very/not at all	Other/don't know
	%	%	%	%
8. shopping	20.9%	50.8%	48.8%	.3%
9. dining	14.1%	30.0%	68.7%	1.3%
10. entertainment	6.4%	23.2%	76.4%	.3%
11. outdoor recreation, such as walking	14.1%	30.0%	70.0%	.0%
12. visiting the Sheryl Crow Aquatic Center	7.1%	19.5%	80.1%	.3%
13. special events	7.1%	29.3%	70.4%	.3%
14. government/post office	41.8%	74.1%	25.9%	.0%
15. conducting business	26.3%	59.6%	39.7%	.7%

	%	
16. Of the items listed above, which would you say is the one reason you most often visit downtown Kennett?	Shopping	19.5%
	Dining	4.0%
	Entertainment	2.4%
	Outdoor recreation such as walking	3.4%
	Visiting the Sheryl Crow Aquatic Center	.0%
	Special events	1.0%
	Government/post office	39.7%
	Conducting business	22.6%
Other/don't know	7.4%	

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

	<i>Excellent</i>	Excellent/good	Not good/poor	Other/don't know
	%	%	%	%
17. signs to help people find their way around	6.0%	63.0%	32.0%	5.0%
18. convenient business hours	6.7%	67.3%	30.7%	2.0%
19. available green space	2.0%	34.3%	49.0%	16.7%
20. preservation of historic structures	3.3%	47.7%	48.0%	4.3%
21. occupied storefronts	1.3%	27.3%	67.3%	5.3%
22. adequate parking	5.3%	61.7%	37.7%	.7%
23. diverse mix of businesses	2.7%	38.3%	57.0%	4.7%
24. dining options	2.3%	30.7%	67.7%	1.7%
25. entertainment options	.3%	16.7%	79.0%	4.3%
26. condition of streets	.7%	62.7%	36.7%	.7%
27. condition of sidewalks	2.0%	54.0%	44.0%	2.0%

	%	
28. How important would you say it is that downtown Kennett work to retain its historic character?	Very important	40.3%
	Somewhat important	43.7%
	Not very important	8.7%
	Not at all important	6.3%
	Other/don't know	1.0%
	Very/somewhat	84.0%
Not very/not at all	15.0%	

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 Kennett 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...

	Top priority (5)	Total top priority (4-5)	3	Total low priority (1-2)	Other/don't know
	%	%	%	%	%
29. lodging such as a hotel, motel or bed and breakfast	22.0%	37.3%	24.0%	37.3%	1.3%
30. casual dining	38.7%	63.7%	17.7%	17.3%	1.3%
31. coffee shop	24.3%	47.0%	25.0%	26.7%	1.3%
32. upscale specialty shops	18.7%	39.7%	30.7%	26.0%	3.7%
33. antique shops	14.0%	30.3%	25.3%	43.7%	.7%
34. ice cream shop	23.3%	40.7%	30.3%	28.0%	1.0%
35. art galleries/shops	16.0%	32.3%	28.3%	38.3%	1.0%
36. upscale dining	34.3%	54.7%	17.7%	26.3%	1.3%
37. clothing stores	41.0%	63.3%	22.7%	13.0%	1.0%
38. bars/nightclubs	6.3%	11.7%	11.3%	75.0%	2.0%
39. bookstores	29.0%	47.3%	27.3%	23.0%	2.3%

	%
Lodging such as a hotel/motel/B and B	1.3%
Casual dining	22.7%
Coffee shop	6.7%
Upscale specialty shops	3.3%
Antique shops	2.0%
Ice cream shop	4.0%
Art galleries and shops	2.0%
Upscale dining	13.0%
Clothing stores	26.7%
Bars/nightclubs	2.0%
Bookstores	7.3%
Other-specify	5.0%
Don't know	4.0%

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 Kennett using the same 5-point scale.

	Top priority (5)	Total top priority (4-5)	3	Total low priority (1-2)	Other/don't know
	%	%	%	%	%
41. adding green space	21.3%	36.7%	28.0%	26.7%	8.7%
42. improving lighting	28.3%	50.0%	29.0%	18.7%	2.3%
43. moving utilities underground	31.7%	44.3%	20.3%	29.0%	6.3%
44. adding new parking spaces or lots	28.7%	46.7%	24.7%	28.3%	.3%
45. stricter code enforcement	33.3%	54.7%	21.7%	21.0%	2.7%
46. developing second- story residential space	20.0%	37.3%	25.0%	35.3%	2.3%
47. making the area more pedestrian-friendly	38.7%	62.7%	24.3%	10.7%	2.3%
48. improving signage to help people find their way around	22.0%	39.3%	31.3%	27.0%	2.3%
49. improving building facades	42.7%	66.3%	20.7%	10.3%	2.7%

	%	
51. What would you say is your primary source of information about downtown Kennett?	Local newspaper	30.7%
	Television	4.0%
	Radio	3.7%
	Chamber web site	3.0%
	Word-of-mouth	29.0%
	None	2.7%
	Other-specify	23.0%
	Don't know/refused	4.0%

	%	
And what is your second most likely source of information?	Local newspaper	33.9%
	Television	10.7%
	Radio	11.4%
	Chamber web site	1.4%
	Word-of-mouth	25.7%
	None	5.4%
	Other-specify	7.9%
	Don't know/refused	3.6%

And now, a few final questions for classification purposes.

		%
52. In which of the following age groups are you?	18-34	13.3%
	35-49	18.3%
	50-64	35.3%
	65 +	32.7%
	Other/don't know	.3%

		%
53. How long have you lived in the Kennett area?	0-2 years	4.7%
	3-5 years	4.0%
	6-10 years	6.7%
	11-20 years	10.0%
	More than 20 years	74.3%
Other/don't know	.3%	

		%
54. 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.	Under \$25,000	13.0%
	\$25,000-\$49,999	26.3%
	\$50,000-\$74,999	21.0%
	\$75,000-\$99,999	14.7%
	\$100,000 +	8.0%
	Other/don't know/refused	17.0%

		%
55. Gender	Male	50.0%
	Female	50.0%

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SECTION III

RESPONSE TO OPEN-ENDED QUESTIONS

7. How often do you visit downtown Kennett? (Other-specify)

SOMETIMES MORE THAN A YEAR SOMETIMES LESS JUST DEPENDS

40. Of the items listed above, what business would you most like to see in downtown Kennett? (other-specify)

PERFORMANCE SHOW

THINGS FOR YOUNG PEOPLE - ARCADE PALACE, VIDEO STORE

A DEPARTMENT STORE

CLOTHING STORES AND A NICE RESTAURANT

SHOE STORE

MORE FACTORIES

THE WAY IT USED TO BE LONG AGO WITH MOM AND POP STORES

I WOULD LIKE TO SEE A HISTORY MUSEUM

I THINK THERE NEEDS TO BE MORE DINING, BOOKSTORES AND COFFEE SHOPS

ANYTHING BUT ANTIQUES

ALL OF THEM IF THERE WERE BETTER PARKING

GOOD MORNING PLACE TO EAT

DRUG FREE PLACE FOR KIDS TO PLAY - INDOOR AND OUT DOOR RECREATION

WALMART OR ANY OTHER FRANCHISES

GENERAL MERCHANDISING STORE

50. Are there any other improvements you think should be made to downtown Kennett?

STORE TO SHOP AT; PLACES TO EAT; CLOTHING STORES

I WOULD LIKE TO SEE THE YOUNG PEOPLE HAVE A NICE PLACE TO GO FOR RECREATION

WE NEED MORE SHOPS; WE NEED SOME IMPROVEMENTS IN SOME DOWNTOWN STORES; THAT IS IN PROCESS

MORE BUSINESS DOWNTOWN; MORE DRUG STORES; ANY KIND OF BUSINESS REALLY

THE NEED TO RESTORE THE BUILDINGS

MORE BUSINESS; COFFEE SHOPS AND DINNING; MORE CLOTHING STORES

I THINK DIFFERENT VARIETY OF BUSINESSES AND THE APPEARANCE OF THE BUILDINGS NEEDS TO BE IMPROVED

MORE DEPARTMENT STORES AND RESTAURANTS; MOVIE THEATRE; MAKE MORE SHOPPING AND TAX DOLLARS WOULD BE ADDED

WOULD LIKE TO SEE MORE FOR THE CHILDREN; YOU HAVE TO DRIVE AN HOUR OR TWO TO DO SOMETHING

WE WOULD LIKE TO HAVE MORE INDUSTRIES FOR JOBS

MAKE MORE OF THE OLDER STORES COME BACK; LIKE ALL THE OTHER PLACES HAVE

IF THEY WIDEN IT AND YOU KNOW MAKE MORE SPACE

YOU HAVE TO HAVE THE BUSINESSES AND THEY HAVE TO MAKE A PROFIT; IT HAS TO MAKE TO A PROFIT FOR PEOPLE TO STAY IN IT

ANDER STREET MORE PLACES TO WORK; FACTORY CLOTHING STORES

A MAJORITY OF OUR SHOPS ARE ORIENTED TO RETIRED PEOPLE; WE REALLY COULD USE A LOT MORE ENTERTAINMENT STUFF

THEY NEED TO KEEP ON WORKING THE STREETS BECAUSE THE BACK

STREETS ARE GETTING BAD

MORE RECREATION FOR THE TEENAGERS; THAT WAY THEY WON'T BE PARKED IN THE SIDE STREETS HANGING OUT

I WOULD LIKE TO SEE MORE INDUSTRIAL OR JOB OPENINGS, SEE MORE CIRCULATION

NEEDS MORE LIGHTING AND COLORS

THEY NEED TO DO SOME THINGS WITH THE EXISTING BUILDINGS TO DRAW MORE PEOPLE TO THIS COMMUNITY; ALSO TO PUT MORE INDUSTRY TO GET PEOPLE MORE JOBS

LOTS OF BUILDINGS THAT NO ONE USES SO I WANT TO SEE PEOPLE CLEAN THEM UP

THERE NEEDS TO BE MORE PLACES TO SHOP AND MORE PLACES TO EAT; THERE NEEDS TO BE MORE OPTIONS

LOOKS SO RUN DOWN; THINK THAT THE FRONTAGE OF THE BUILDINGS NEED TO BE RENOVATED AND FIXED UP; SOME OF THE STORE FRONTS ARE A SHAME FOR PEOPLE TO SEE DRIVING DOWNTOWN THEY'RE FALLING DOWN AND COMING APART

THEY NEED TO IMPROVE THE EMPTY LOTS; MAYBE BUILD A RECREATIONAL CENTER FOR THE YOUTH TO STAY OUT OF TROUBLE

THEY NEED TO IMPROVE STREETS AND ALL THE BACK STREETS; BACK ROADS YOU DRIVE DOWN TOO; PUT STUFF DOWN HERE LIKE A MALL AND TARGET; THE ONLY THING KENNETT HAS GOT TO OFFER HERE IS WAL-MART; THAT'S WHERE I WORK

MORE RESTAURANTS AND GALLERIES WITH SODAS AND SNACKS

NEEDS TO BE CLEANED UP; STORE BUILDINGS NEED TO BE REVITALIZED

MORE BUSINESS; MORE PLACES FOR PEOPLE TO WORK - THE PLACES ARE DRYING UP; MAKE MORE PLACES FOR PEOPLE TO VISIT

DRUG STORE THAT NO ONE GOES TOO; A BEAUTY SHOP AND CLOTHING SHOP AND THAT'S THE EXTENT OF DOWNTOWN

COVERED WALK AREAS; SOME ARE COVERED SOME NOT; PERSONALLY DON'T GO DOWNTOWN BUT I HAVE HEARD PEOPLE GRIPE ABOUT THAT

THEY NEED MORE THINGS FOR THE TEENAGERS TO GO TO; HELP THE TEENAGERS BE ABLE TO GET TOGETHER AND VISIT

I THINK THE AREA SHOULD CLEANED UP; THE BUILDINGS SHOULD FIXED TO BRING PEOPLE INTO TOWN

MORE ACCESSIBLE FOR THE HANDICAPPED; HUMAN ANIMAL CONTROL BETTER IMPROVEMENTS

THE SIDEWALKS NEED HELP; THE STORE FRONTS SHOULD BE MORE INVITING, MAKE IT NICER

STRICTER ENFORCEMENT OF DRUG ACTIVITIES; LESS COCKY COPS

NOTHING BUT MORE FACTORIES BECAUSE WE DON'T HAVE ENOUGH NOT EVEN ENOUGH TO SHOP

I HAVE TO SAY MORE BUSINESSES BROUGHT IN; IS THERE ANY WAY TO MOVE EVERYTHING NORTH?

GENERAL CLEAN UP

BUSINESS OWNERS SHOULD REVITALIZE THEIR BUSINESSES; PAINT OR PUT FLOWERS TO MAKE THEM LOOK BETTER

I THINK THAT IT SHOULD BE MORE OPEN; ADD ADDITIONAL PARKING THAT IS SOMEWHAT CLOSE TO THE DOWNTOWN AREA TO REDUCE WALKING TIME

GET MORE SHOPS AND MAKE THE GUYS IN THE COURT HOUSE PARK OFF TO THE SIDE OF THE SQUARE; IF THE GUYS IN THE COURT HOUSE PARK ON THE SQUARE NOBODY HAS SPACE TO PARK SO NO SHOPS CAN HAVE CUSTOMERS

I WOULD LIKE MORE DRESS SHOPS

SIDEWALKS; PLEASE IMPROVE THE POLICE DEPARTMENTS AND SCHOOLS

THE DOWNTOWN AREA THERE SHOULD BE BULLDOZED

CONDITIONS OF THE MAIN ROADS THROUGH DOWNTOWN AND AROUND THE SQUARE

WE NEED SOME DINING THERE IS NO PLACE TO EAT

I THINK THAT THE PEOPLE WHO WORK DOWNTOWN AT THE COURT HOUSE NEED TO USE THE PUBLIC PARKING AREAS NOT AROUND THE SQUARE

REMOVAL OF ALL EMPTY BOARDED BUILDINGS JUST SITTING THERE AND NOT BEING USED

GET THE BUILDINGS TO LOOK GOOD FROM THE OUTSIDE

WAL-MART TAKES ADVANTAGE OF LOCAL BUSINESS; NEED TO GET RID OF IT

I LIKE MORE CLOTHING STORES

CLEAN IT UP

HAVE A LAWYER'S OFFICE; CLOTHING STORES AND MANY MORE STORES

I THINK IF THEY HAD MORE EXTENDED SHOPPING HOURS BECAUSE EVERYTHING CLOSES WHEN PEOPLE GET OFF WORK

I THINK THEY SHOULD HAVE A RECREATIONAL PARK OR SOME KIND OF WALKING AREA FOR YOU

CLEAN IT UP; STREETS AND YARDS ARE PITIFUL; MY NEIGHBORS - THEIR HOUSE HAS BEEN EMPTY FOR OVER A YEAR AND IT IS STILL A MESS;

SOMETHING FOR KIDS TO DO; RECREATION PLACES

THE BUILDINGS NEED TO BE IMPROVED

I THINK THERE SHOULD BE BENCHES FOR PEOPLE TO SIT ON; BUILDINGS NEED A LITTLE MORE IMPROVEMENT BECAUSE WE HAVE A LOT OF EMPTY BUILDINGS IN THAT AREA THAT COULD BE USED

MORE A MIXTURE OF ENTERTAINMENT SOMETHING TO ATTRACT MORE BUSINESS

I JUST THINK THAT THINGS SHOULD BE EASIER TO DO; YOU JUST HAVE TO RUN AND GET YOUR TAX RECEIPTS AND HAVE YOUR CAR INSPECTED AND I THINK IT'S LOOP HOLES TO HELP PEOPLE MAKE MONEY

JUST A WAY TO BRING MORE PEOPLE IN

THEY SHOULD CLEAN UP THE AREA AND TAKE CARE OF THE GARBAGE AND ABANDONED HOUSES

THE STREET IMPROVEMENTS IS ONE THING AND THE PARKING IS TERRIBLE; GETS RID OF OTHER PEOPLE COMING TO THE DOWNTOWN AREA TO DO BUSINESS AND IT'S MOSTLY BECAUSE OF THE POOR HOUSES IN THE CENTER TAKING UP ALL THE PARKING

MORE AND BIGGER MOVIE THEATERS; MORE THINGS FOR PARENTS AND CHILDREN TO DO TOGETHER

ADD MORE TRANSPORTATION; BETTER JOB OPPORTUNITIES

THEY NEED TO SEAL THE EMPTY BUILDINGS

IF THERE WERE MORE SHOPS THERE WOULD BE MORE FOR PEOPLE WITH STUFF TO DO

I THINK WE NEED SOME MORE PEOPLE THAT ARE IN CONTROL TO TAKE BETTER CARE OF THINGS

I THINK SOME BUSINESSES SHOULD MOVE IN WHERE THE EMPTY SPACES ARE; MORE PARKING SPACES

WHEN THEY HAVE COURT THEY DON'T HAVE PARKING; THEY SHOULD HAVE PARKING WHEN COURT IS GOING ON; STORES ARE BEING ENFORCE TO SHOW WHAT THEY LOOK LIKE

I THINK THERE SHOULD BE MORE TREES

HISTORIC STUFF; MORE HISTORICAL

I WOULD LIKE TO SEE MORE SPECIALTY SHOPS TO DIVERSIFY WHAT WE ALREADY HAVE; DINNING OPTIONS - SEEMS LIKE A LOT OF PEOPLE GO OUT OF TOWN TO EAT

I THINK THEY ARE TAKING OFF THE ROOF DOWN AND THAT IS A GREAT IDEA

ENHANCING WHAT WE HAVE, NOT COVERING IT UP WITH SIDING; THEY SHOULD LOOK AT WHAT COLLIERBILLER, TENNESSEE DID WITH THEIR SQUARE

PARKING IS THE KEY; PEOPLE HAVE GOT TO BE ABLE TO SEE THE DOOR THEY GO INTO

I THINK THEY SHOULD HAVE SOMEBODY MANAGING THE GROWTH AND DEVELOPMENT; ONE PERSON'S IDEA OF DEVELOPING A STORE FRONT IS DIFFERENT FROM ANOTHER PERSON'S IDEA; WE NEED TO HAVE SOME TYPE OF BASIS THAT IS APPROPRIATE

I WOULD SUGGEST MAKING THE SQUARE ONE WAY

ADD SOME MORE BUSINESS DOWNTOWN

MORE LIGHTING SO I COULD SEE BETTER

IF THE DINING, SHOPS AND ALL THAT EXISTED WE WOULD NEED MORE PARKING; THE SIDEWALKS COULD BE MORE IMPROVED BECAUSE THERE ARE BROKEN PLACES

REVITALIZING THE SPOTS THAT ARE DOWN THERE BY BRINGING IN NEW STORES

HAVE STORES OPEN DOWNTOWN LATER; GET SOMETHING GOING, IT'S DEAD DOWNTOWN

THEY NEED TO BRING IN FACTORIES AND CREATE JOBS

MAKE IT LOOK NICER BY TAKING SOME OF THE CLUTTER AWAY

THEY NEED MORE HANDICAP ACCESSIBLE CROSSINGS

OUR DOWNTOWN IS NOT VERY BIG; WE NEED MORE INDUSTRY

A FEW OF THE STREETS NEED WORK

INSTEAD OF SOCCER FIELDS PUT A WALKING TRACK

MORE BUSINESS FOR JOBS

WE NEED MORE RETAIL BUSINESS WALMART CAUSED EVERYTHING TO MOVE AWAY

FILL UP EMPTY SPACES; RECREATION FOR KIDS; NO DRINKING

IT JUST NEEDS TO LOOK NICER; THE STOREFRONTS NEED TO BE REALLY

NICE, NO MORE RESALE SHOPS; ALL THEY HAVE IS TRASH AND JUNK

ALWAYS NEED NEW INDUSTRIES AND MORE DINING PLACES, NOT VERY MANY
AROUND

MORE SHOPPING; GET A VACATION TAKE IT SOMEWHERE ELSE

I THINK THAT THEY SHOULD ADD MORE BUSINESS

MORE CLOTHING STORES IS WHAT I SAY; PEOPLE GO OUT TO SHOP BECAUSE THEY
DON'T HAVE NOTHING ELSE TO DO HERE

JUST CLEAN IT UP; I WOULD WANT THE PRESENTATION OF THE STORE, EYE APPEAL,
CLEAN

THE PRIVATE BUSINESS OWNERS ARE NOT DOING ANYTHING

THERE ARE NOT ANY STORES I WOULD LIKE TO SEE BECAUSE THEY AREN'T LIKE THE
OLD DAYS

GET RID OF THE ANIMALS LIKE DOGS; ALL OF THEM NOT JUST PIT BULLS BUT ALL OF
THEM

I THINK THAT THE TOWN SHOULD HIRE ACCORDING TO WHAT YOU KNOW AND
NOT WHO YOU KNOW; I THINK THAT THE TOWNSPEOPLE SHOULD BE LESS RACIST
AND CONSIDER ALL PEOPLE ACCORDING TO THEIR INDIVIDUAL ABILITY

I THINK THAT THERE SHOULD BE RUNNING WATER IN THE CITY PARKS LIKE WATER
FOUNTAINS AND SINKS

THEY SHOULD ELIMINATE ALL TRUCK TRAFFIC GOING THROUGH THE DOWNTOWN
AREA

WE NEED FACTORIES FOR MORE JOBS

INDUSTRY; JOBS OF ANY TYPE

BULLDOZE IT; LEAVE THE COURT HOUSE AND REBUILD

MOVE COURTHOUSE PARKING; MORE PARKING SPACE

GENERAL CLEANING; TRASH COLLECTING

THERE IS NO WORK FOR PEOPLE; ONE FACTORY, EMERSON, WENT OUT A FEW YEARS AGO

IT WOULD BE REALLY NICE IF WE COULD GET A STARBUCKS; SOMETHING ELSE OTHER THAN WAL-MART; BETTER RESTAURANTS LIKE SIT DOWN STYLE

RESTAURANTS AND ENTERTAINMENT; ESPECIALLY FOR YOUTH

BASICALLY NEED TO TAKE CARE OF WALKWAYS, PAVEMENTS AND LANDSCAPING

WE NEED MORE BUSINESSES TO GO IN THE STORES WE HAVE

THEY SHOULD TAKE CARE OF THEIR STORM DRAINS; WHEN PROPERTY IS ANNEXED INTO CITY THEY SHOULD BE REQUIRED TO PUT IN STORM DRAINAGE

I THINK THAT MOST OF THE IMPROVEMENTS HAVE ALREADY BEEN APPROVED BY THE PLANNING COMMITTEE

IMPROVE STORE FRONTS AND SIDEWALKS

WORK AND REMODELING; NOT ENOUGH PARKING SPACES

TO CLEAN IT UP AND GET RID OF ALL OF THESE TERRIBLE DILAPIDATED HOUSES THAT ARE FALLING IN; THEY COULD ALSO IMPROVE THESE STREETS; THEY COULD BRING IN MORE FACTORIES AND MORE JOBS

MORE OFFICE SPACE

IF THEY HAD MORE STORES OR SHOPS DOWNTOWN

**51. What would you say is your primary source of information about downtown Kennett?
(Other-specify)**

PERSONAL

MY OFFICE IS A BLOCK FROM DOWNTOWN KENNETT

I'M DOWN THERE EVERYDAY

LIVE THERE; SEE IT EVERY DAY

OBSERVATION; I LIVE THERE

EXPERIENCE WITH IT

FIRST HAND KNOWLEDGE

DRIVING THROUGH THE AREA

DRIVE THROUGH THERE

ME GOING THROUGH THERE EVERYDAY

LIVED THERE ALL MY LIFE

CHURCHES

WHAT I SEE WITH MY OWN EYES

DRIVE AROUND THE DOWNTOWN SMALL TOWN

I GO THROUGH THERE EVERY DAY; I SEE IT FIRST HAND

EYEWITNESS EXPERIENCE

MY OWN OBSERVATION

LIVED HERE ALL MY LIFE

EXPERIENCE

I WORK IN THE DOWNTOWN AREA

BEING DOWN THERE QUITE OFTEN

OBSERVATION

LIVED HERE FOR 39 YEARS

LIBRARY

I AM UP THERE A LOT

PERSONAL EXPERIENCE I HAVE LIVED HERE MY WHOLE LIFE

MYSELF ON THE WAY TO WORK

CAN SEE IT EVERY DAY

WHEN I VISIT OR SHOP DOWNTOWN

BEAUTY SHOP

PERSONAL EXPERIENCE

MYSELF

OBSERVATION WHEN I DRIVE THROUGH

VISITING THERE

BEING THERE MYSELF

BEING THERE

DRIVING THROUGH

BEING THERE AT THE COURT HOUSE EVERYDAY

WHAT I SEE AND WHAT I EXPERIENCE

LIVING HERE

LIVING HERE

THE COURTHOUSE

BEING THERE

I LIVE HERE

I HAVE LIVED HERE FOR 47 YEARS

GOING THERE

WORK FOR THE CHAMBER OF COMMERCE

PERSONAL EXPERIENCE

OBSERVATION

WHENEVER I GO THERE

DRIVING THROUGH TOWN

I HAVE LIVED HERE FOR 58 YEARS

DRIVING DOWNTOWN

DRIVE THERE EVERYDAY

PHONEBOOK

I'M THERE EVERYDAY

DRIVING THROUGH IT

PERSONAL OBSERVATION

JUST MY OWN OPINION

MYSELF

PERSONAL EXPERIENCE

MY VISUAL SOURCE IN ME

MYSELF

INTERNET

LIVING HERE EVERY DAY

I'VE LIVED HERE FOR 57 YEARS

OBSERVING IT MYSELF

FIRST HAND KNOWLEDGE

I LIVE HERE AND I AM CONSTANTLY AROUND THE SQUARE

51. And what is your second most likely source of information? (other-specify)

GOING TO CHAMBER OF COMMERCE

BEAUTY SHOP

FLYERS UP ALL OVER

DAILY VISITS

PERSONAL EXPERIENCE

DRIVING THROUGH DOWNTOWN

CITY CENTER

MEDIA

COURTHOUSE

POST OFFICE

INTERNET

DRUG STORE

CHAMBER OF COMMERCE

CITY COUNCIL

THE POST OFFICE

FLYERS

PHONEBOOK

YELLOW PAGES

BOSS AT SEARS

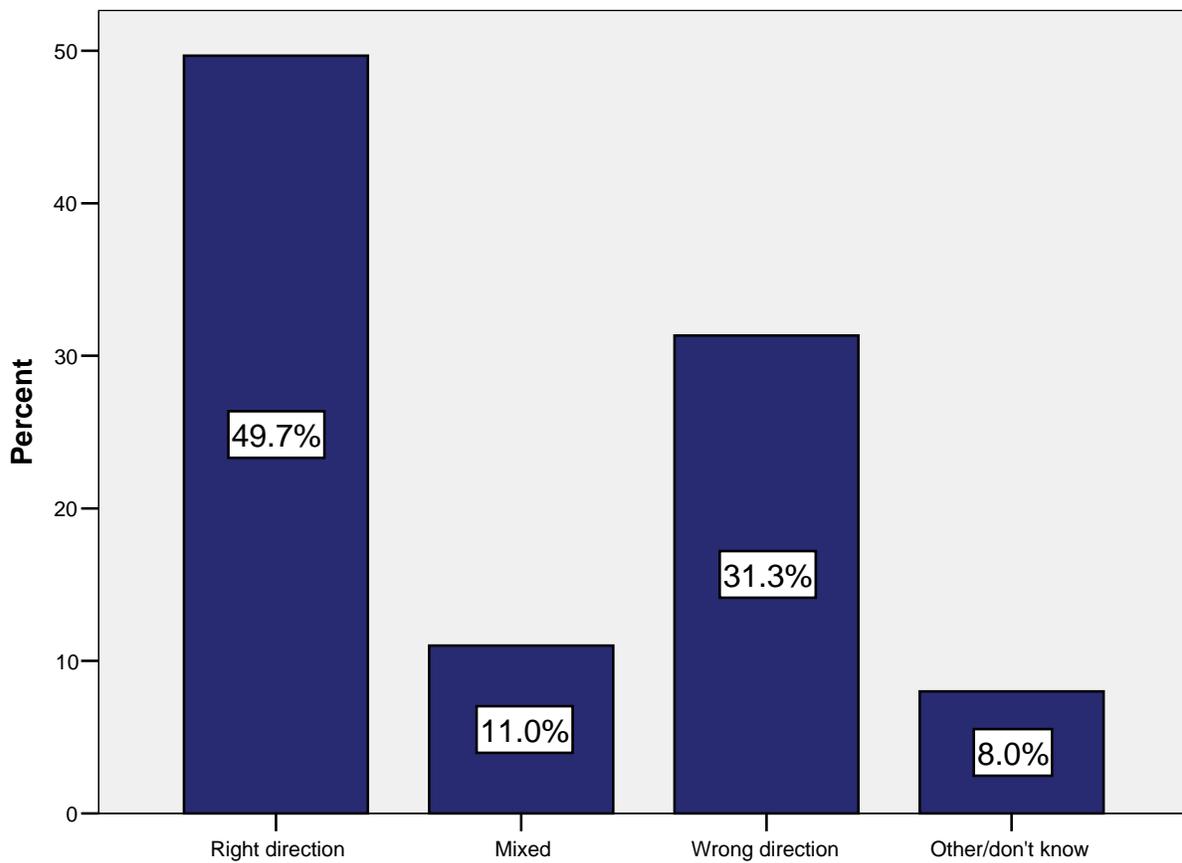
INTERNET

KBOA

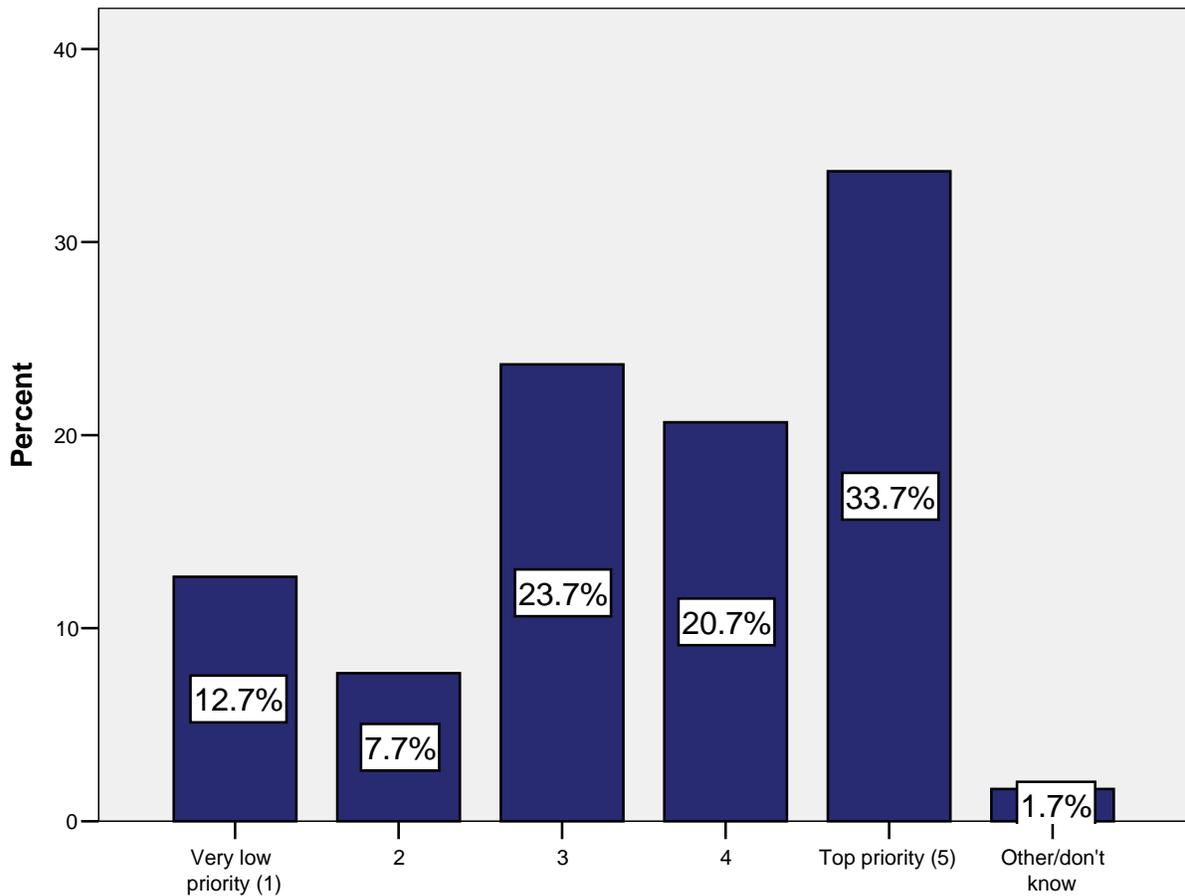
COUNCIL MEETINGS

SECTION IV

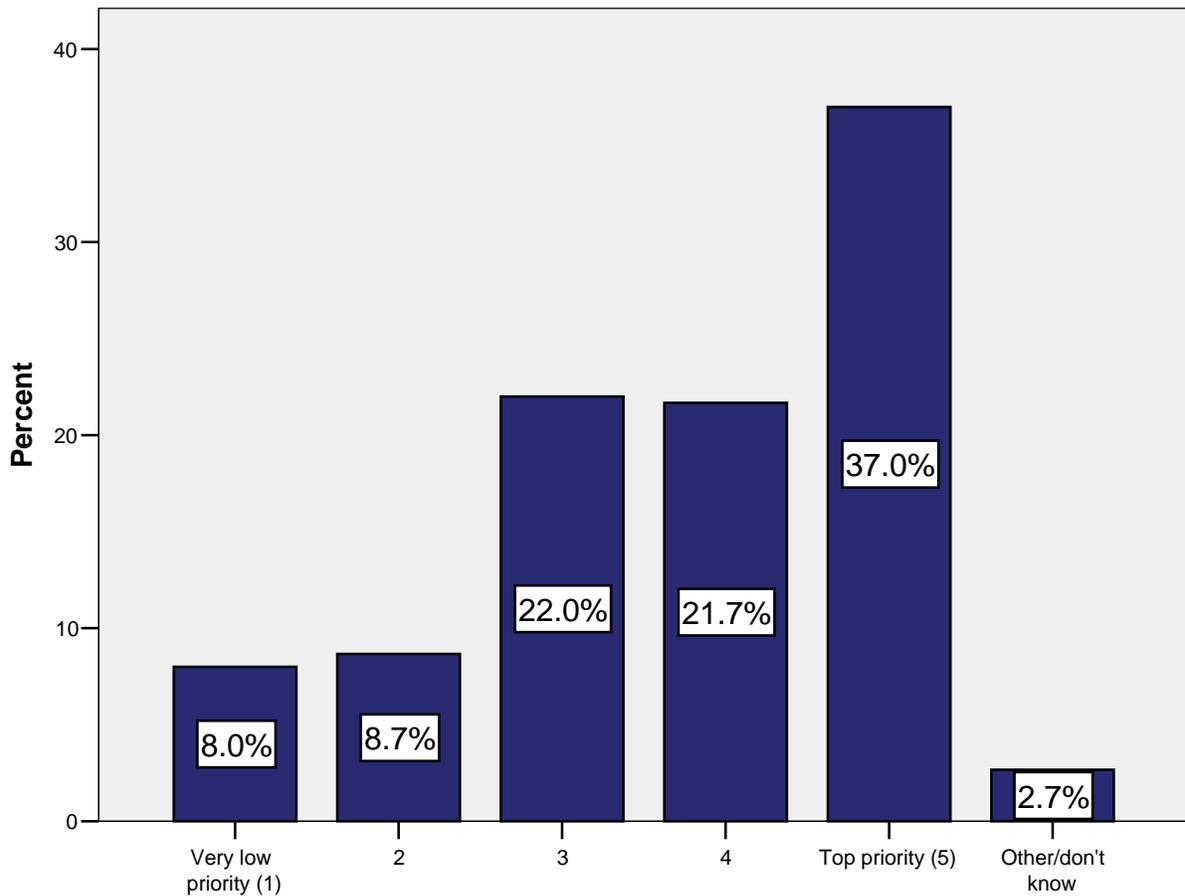
BAR CHARTS



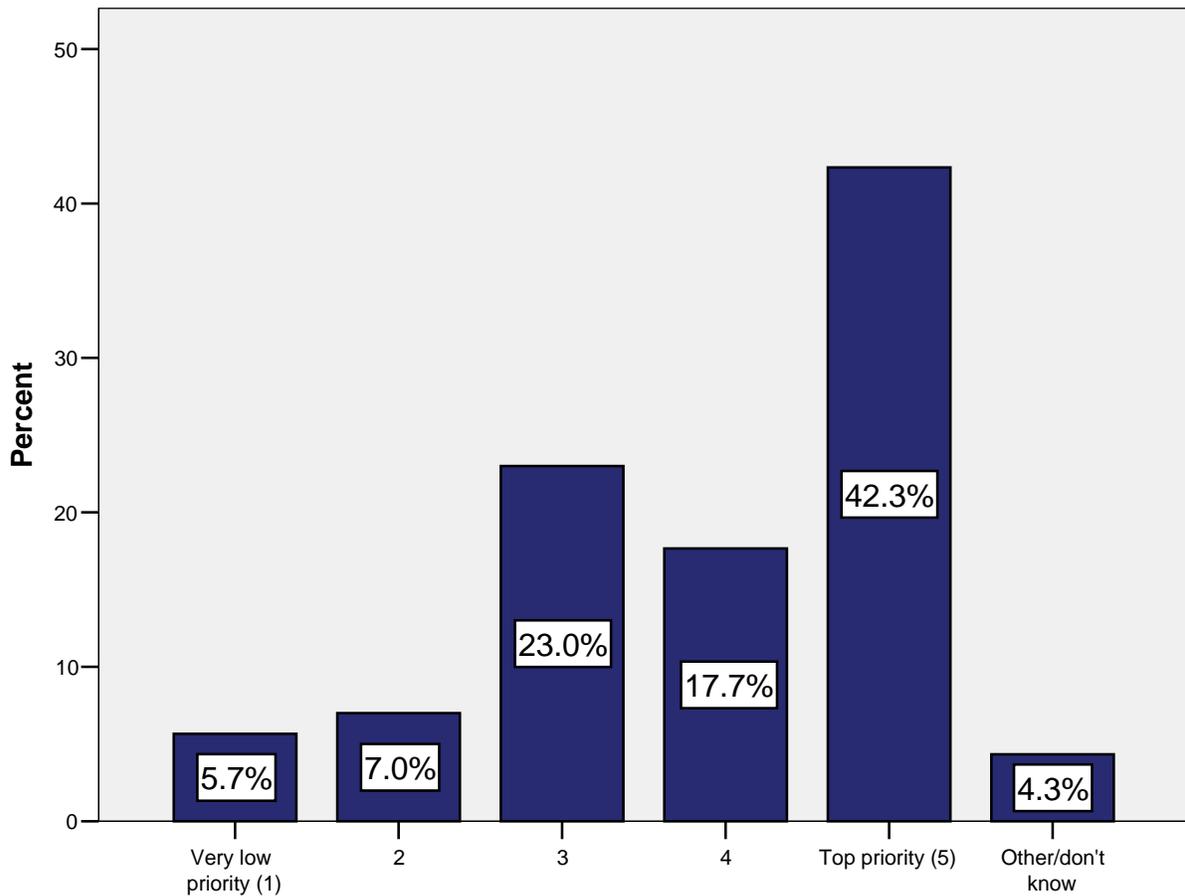
1. Thinking about the Kennett, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?



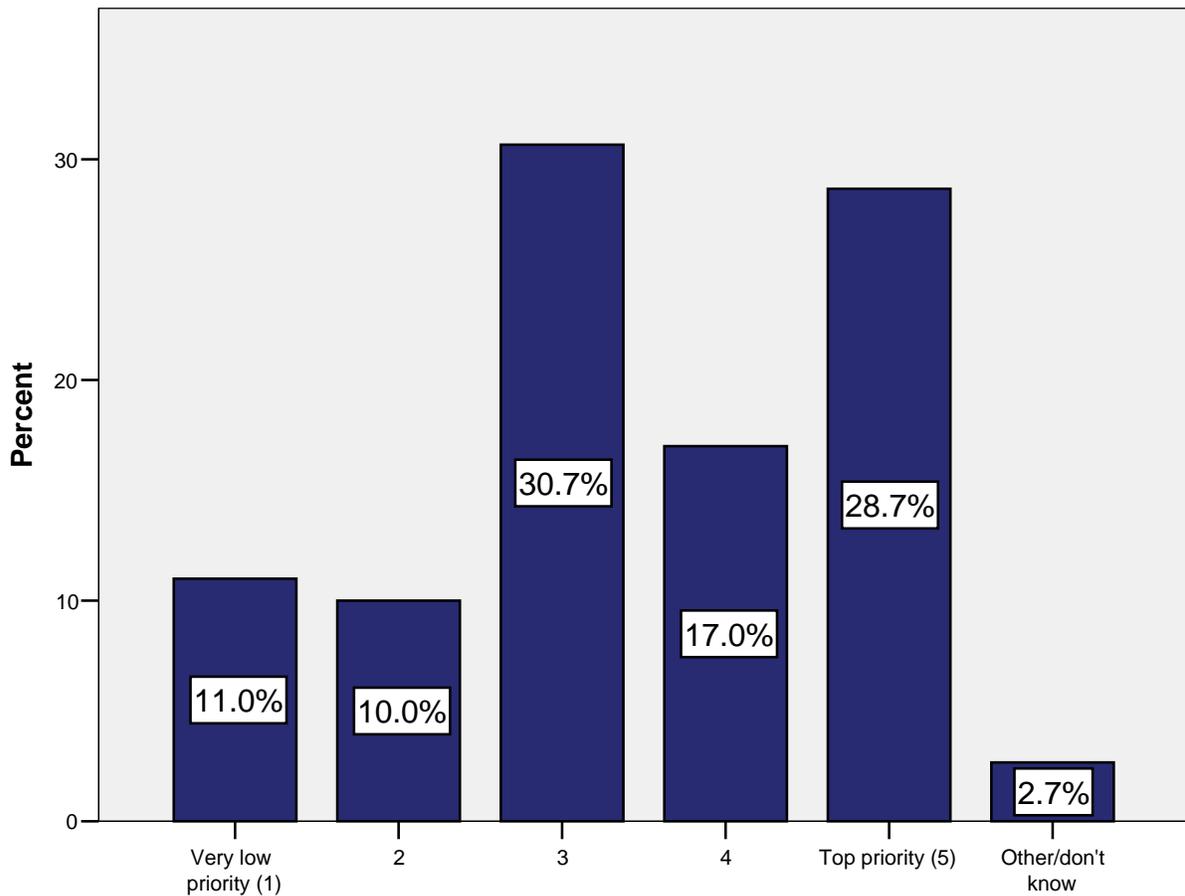
2. Revitalizing the Kennett downtown area



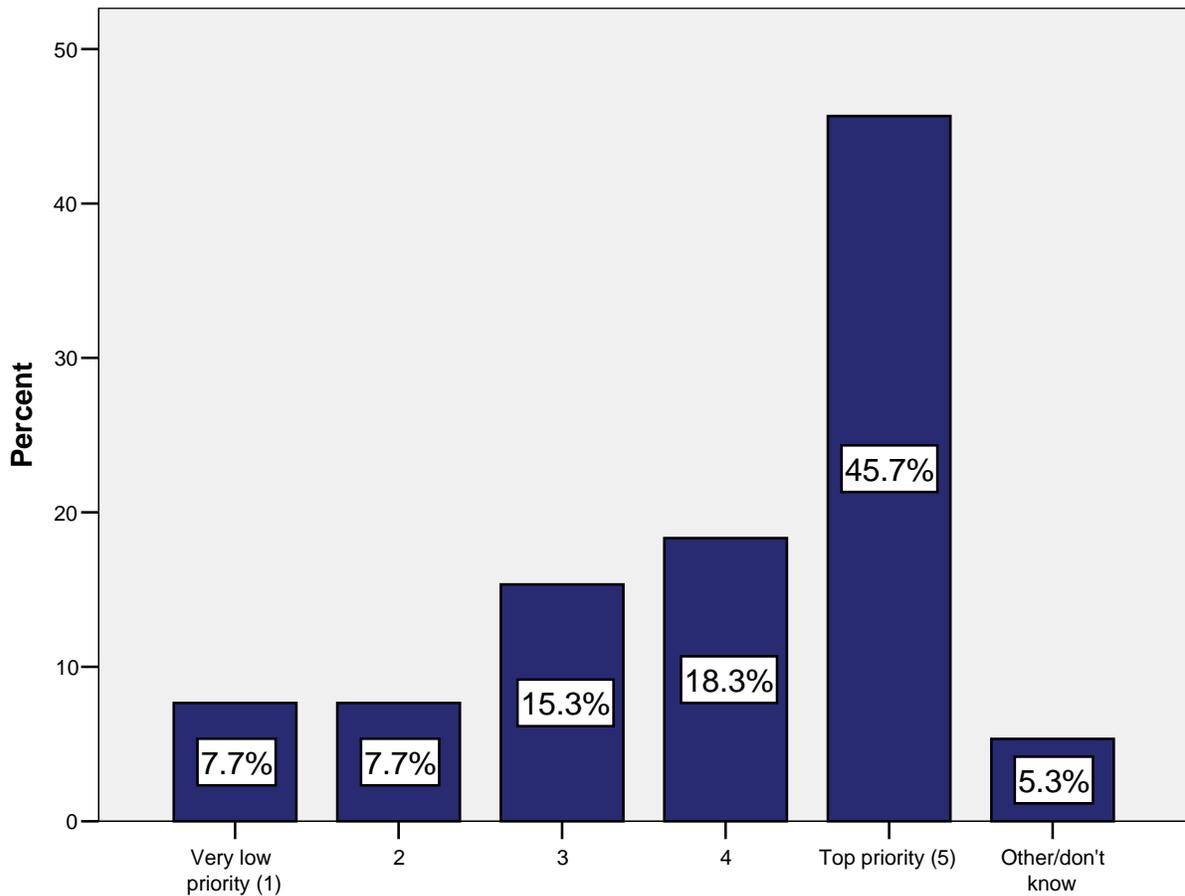
3. Repairing major streets



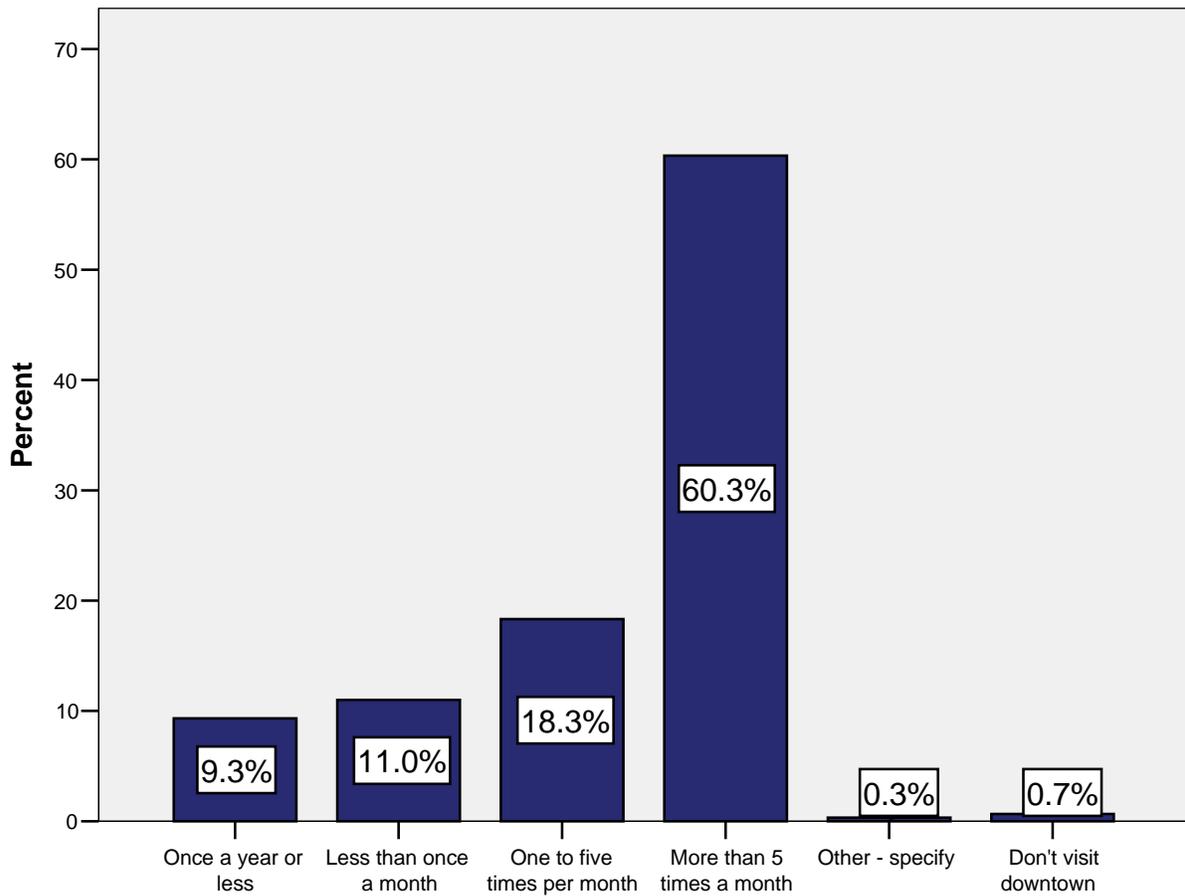
4. Improving emergency services



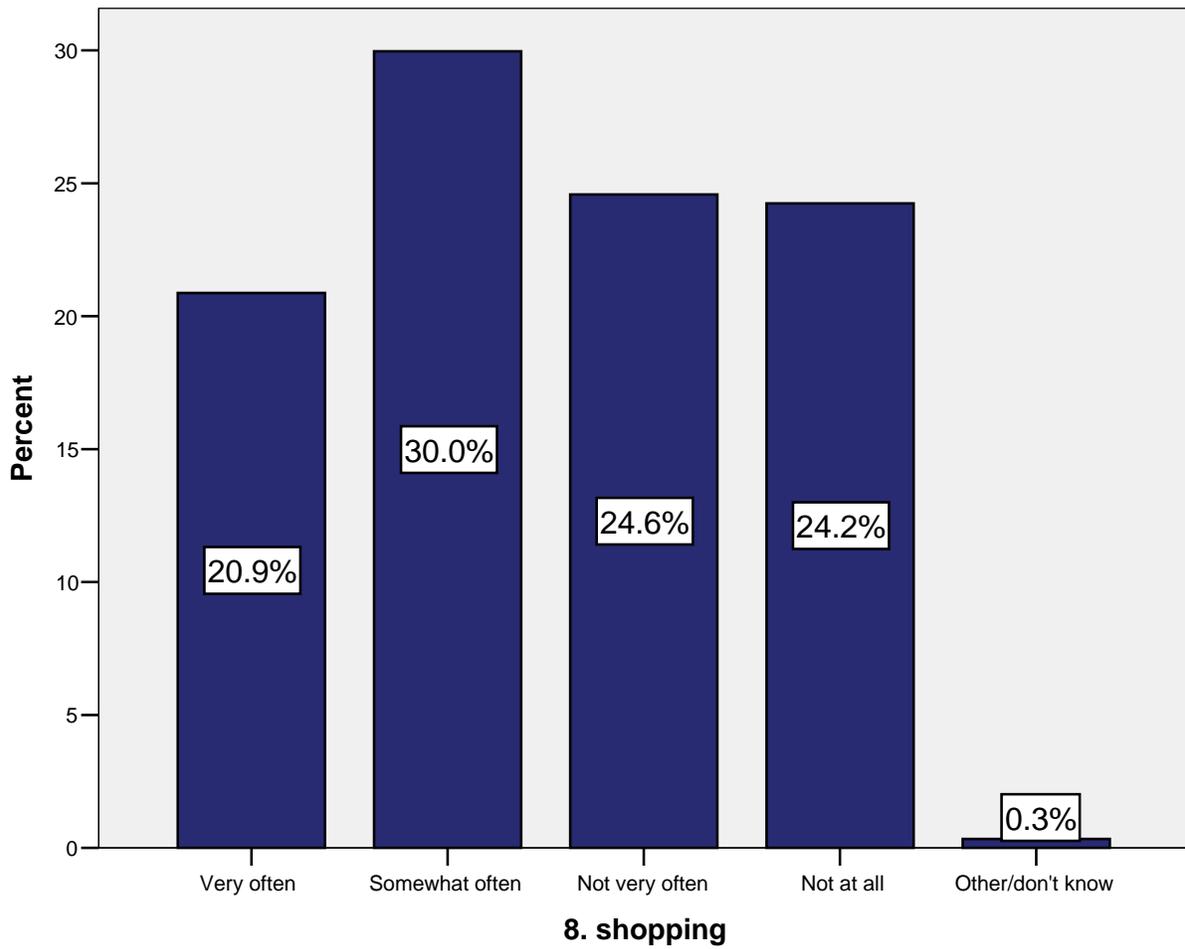
5. Upgrading parks and recreation facilities

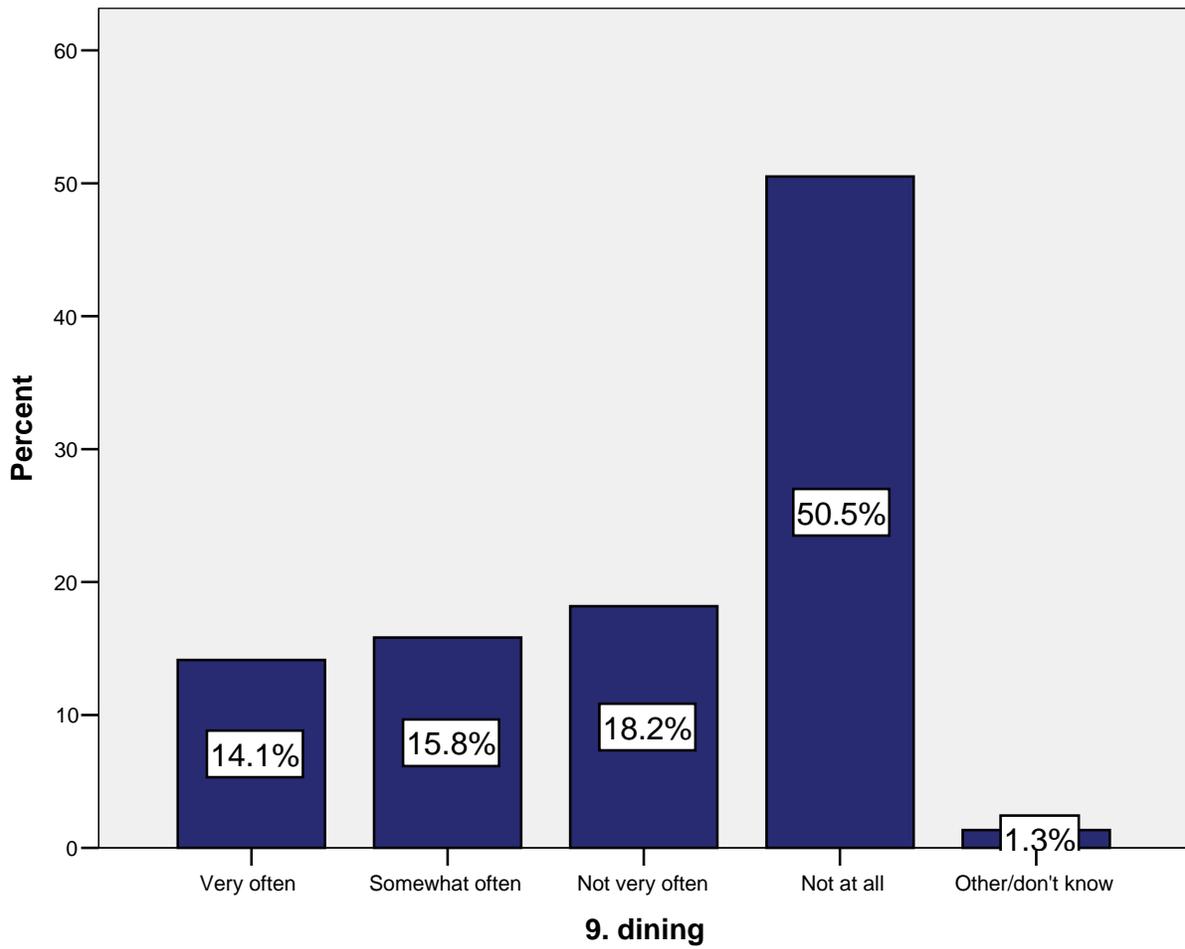


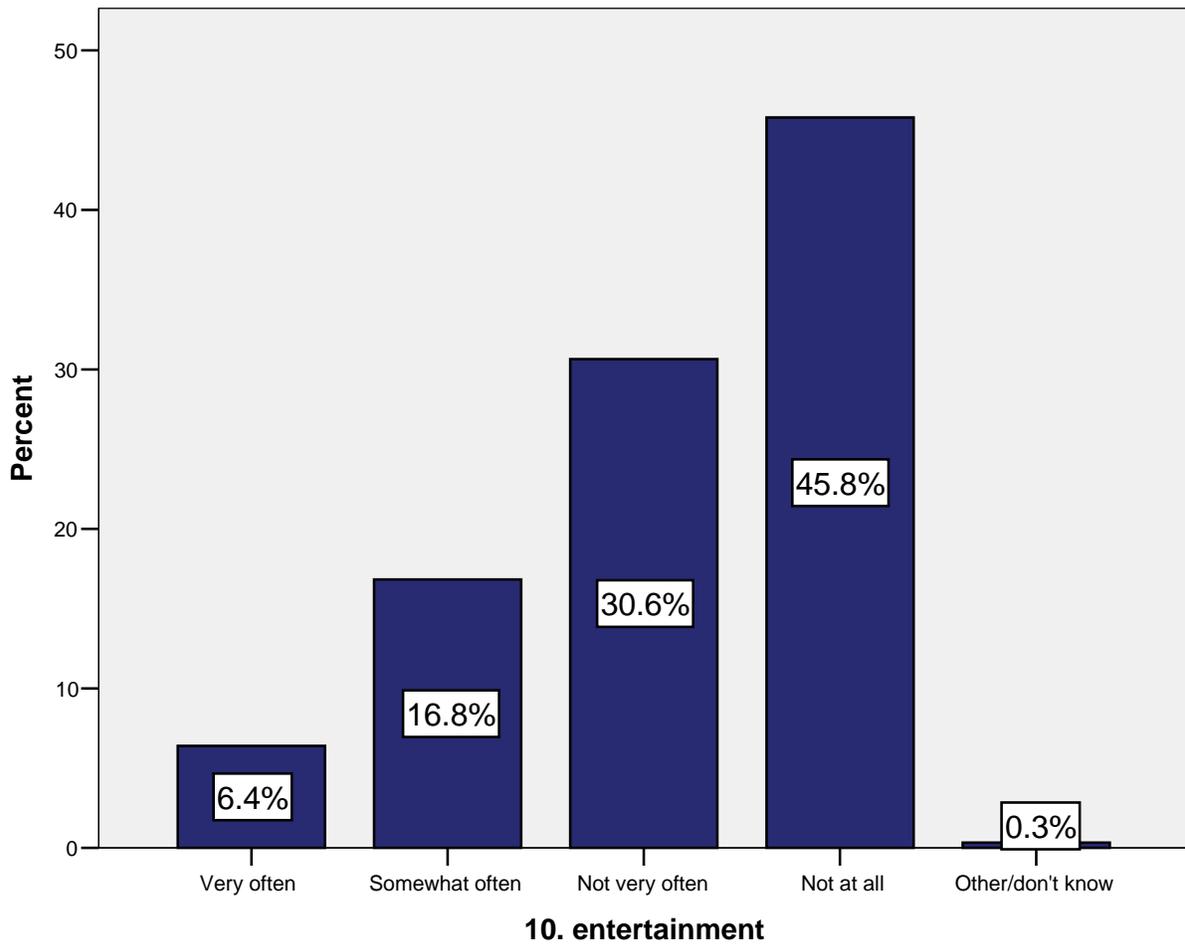
6. Attracting more big box retail development

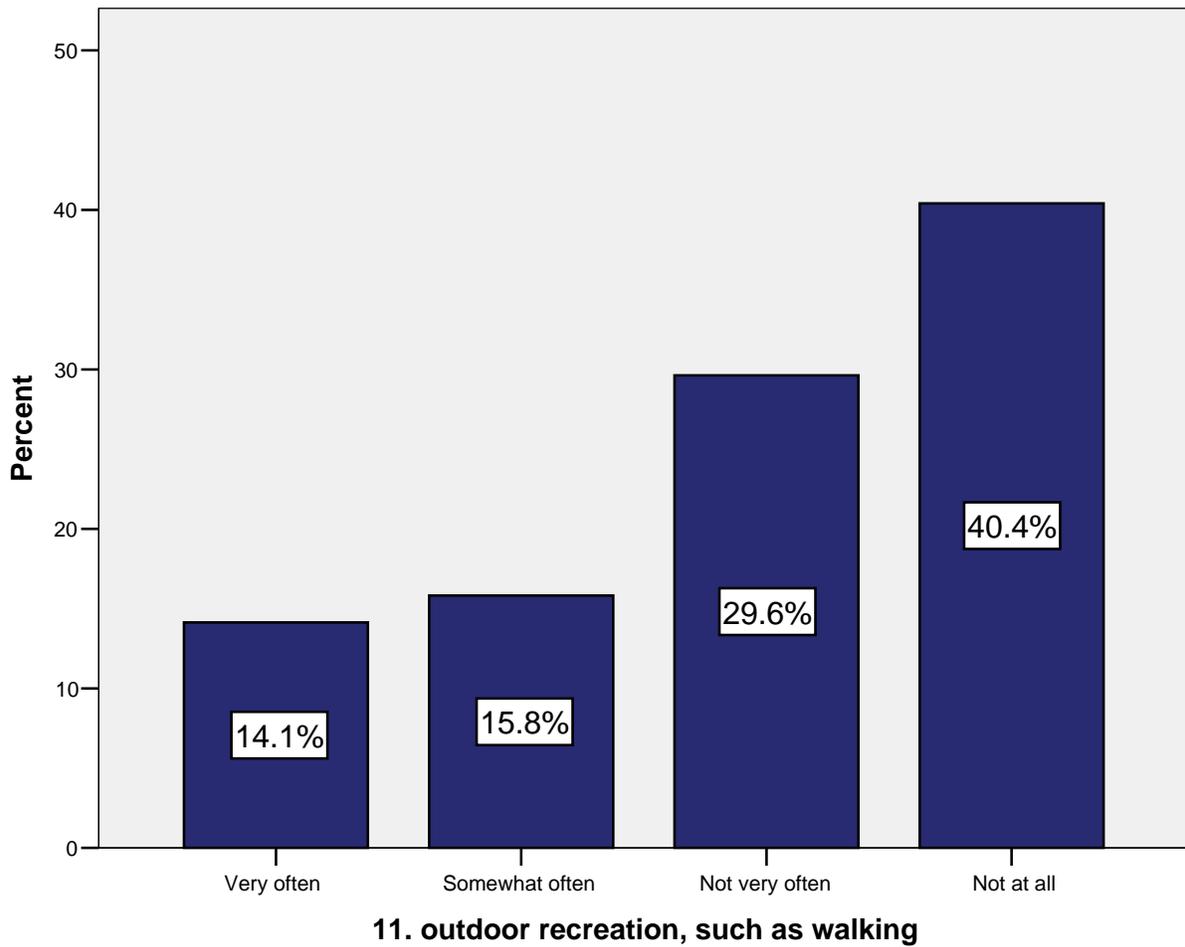


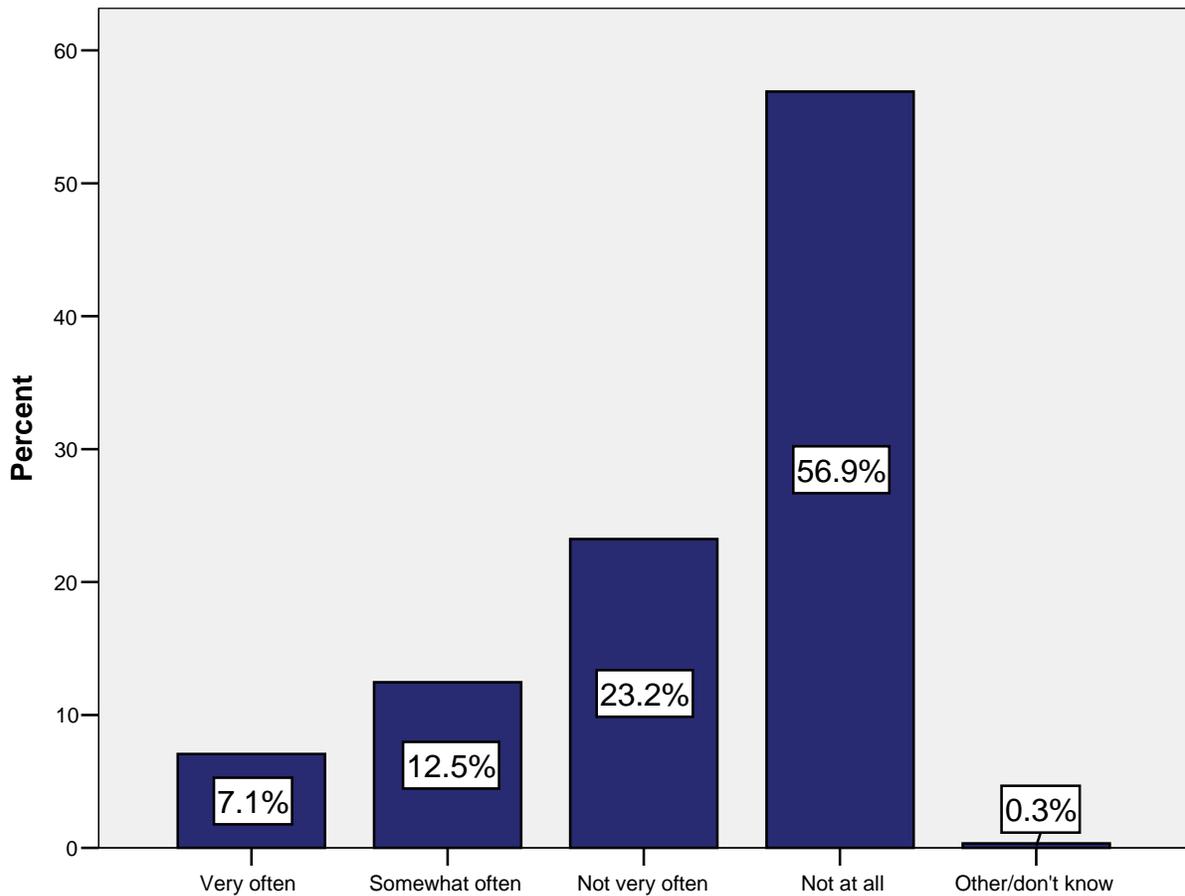
7. How often do you visit downtown Kennett?



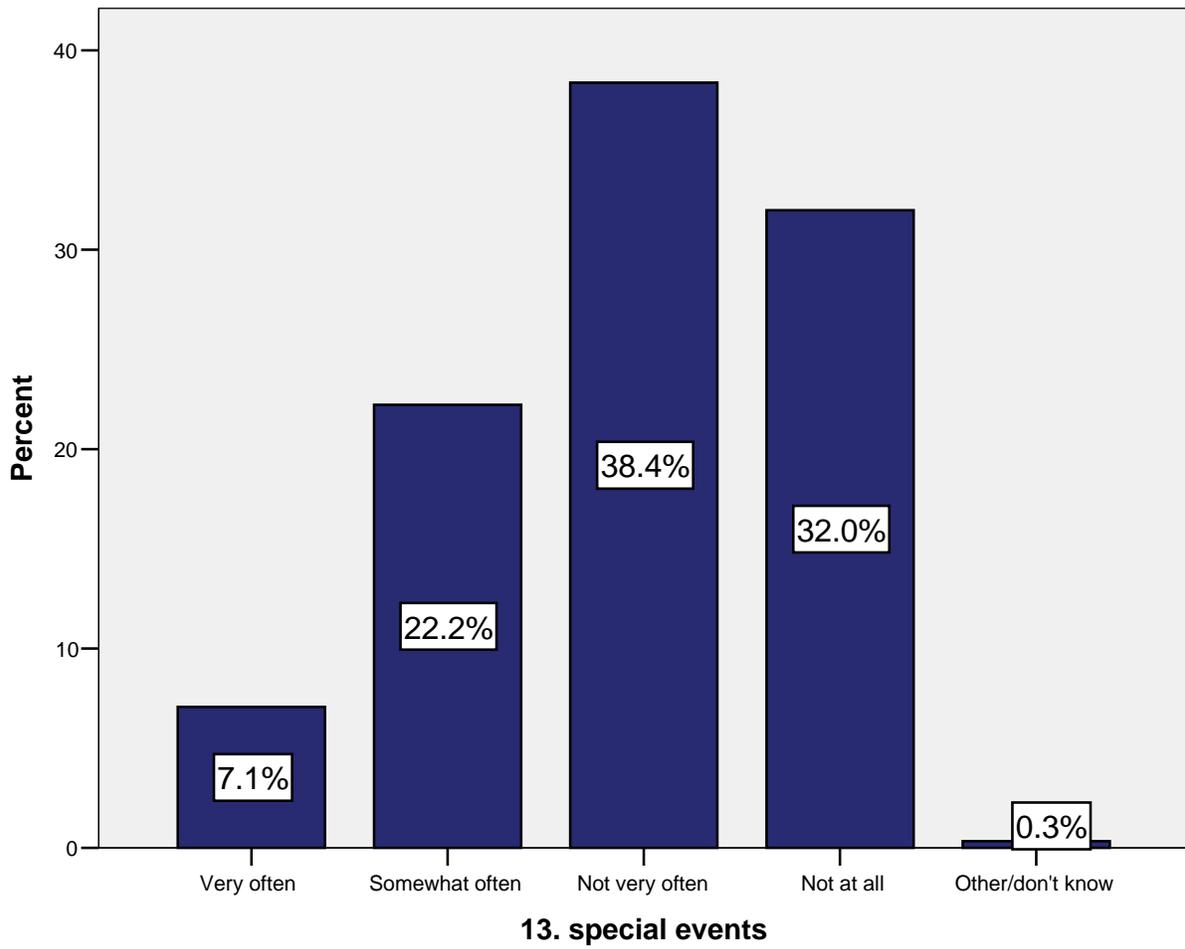


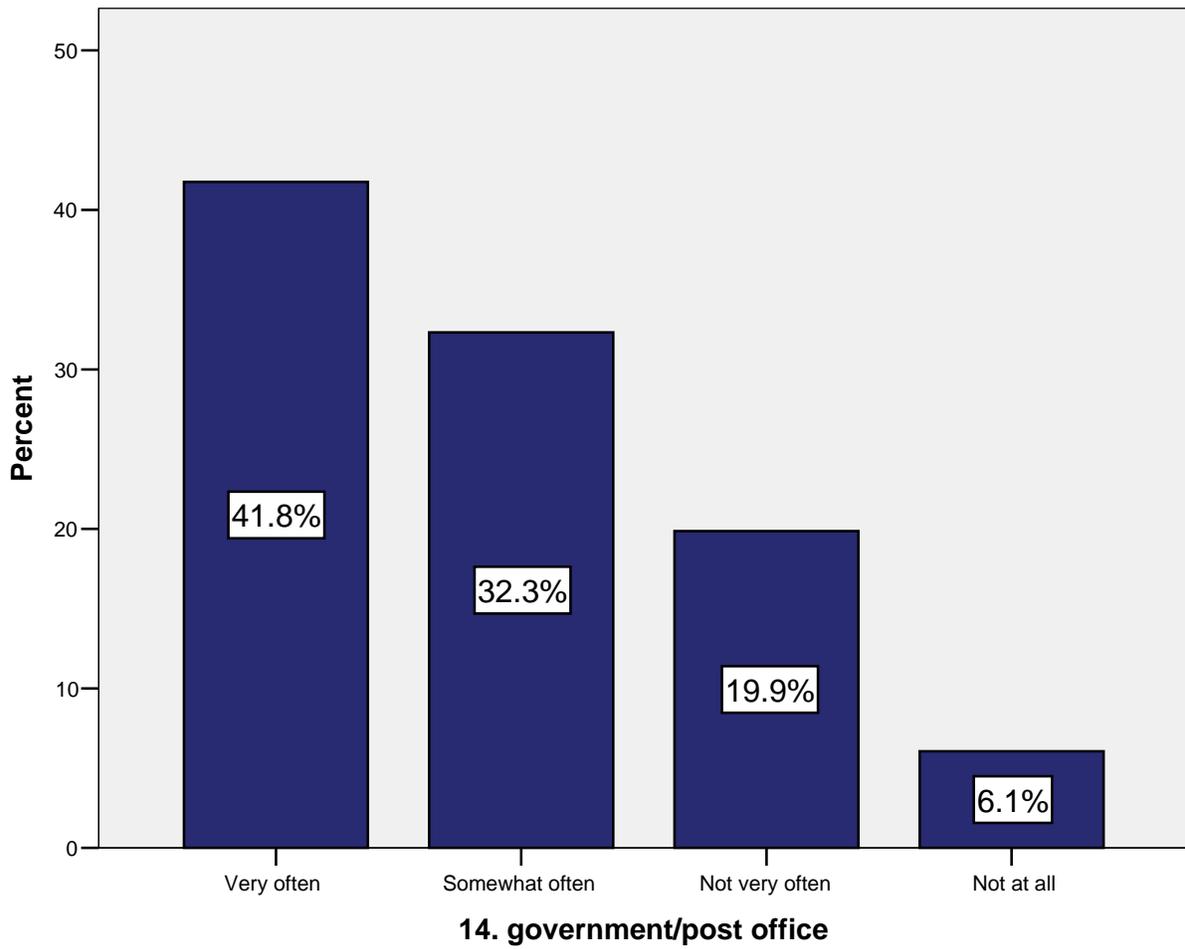


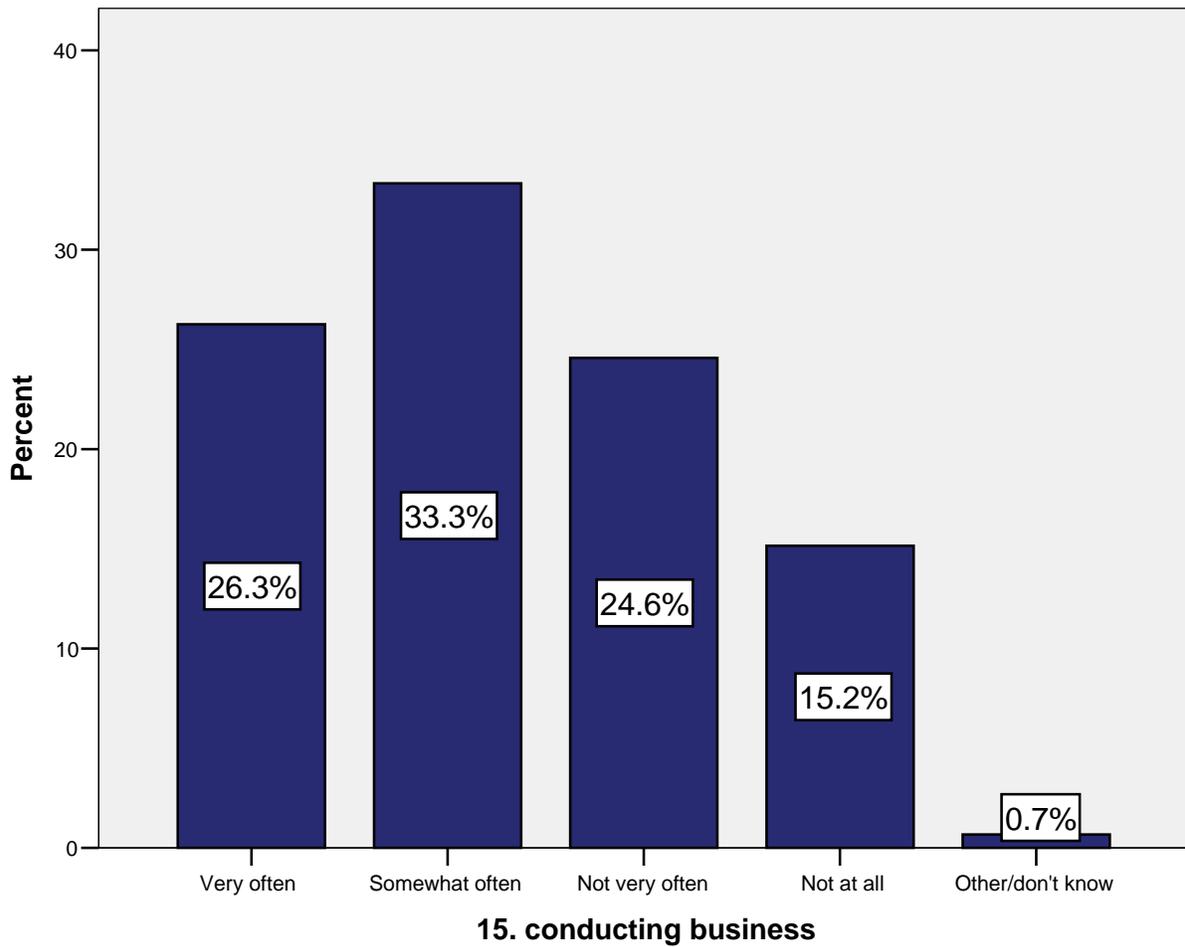


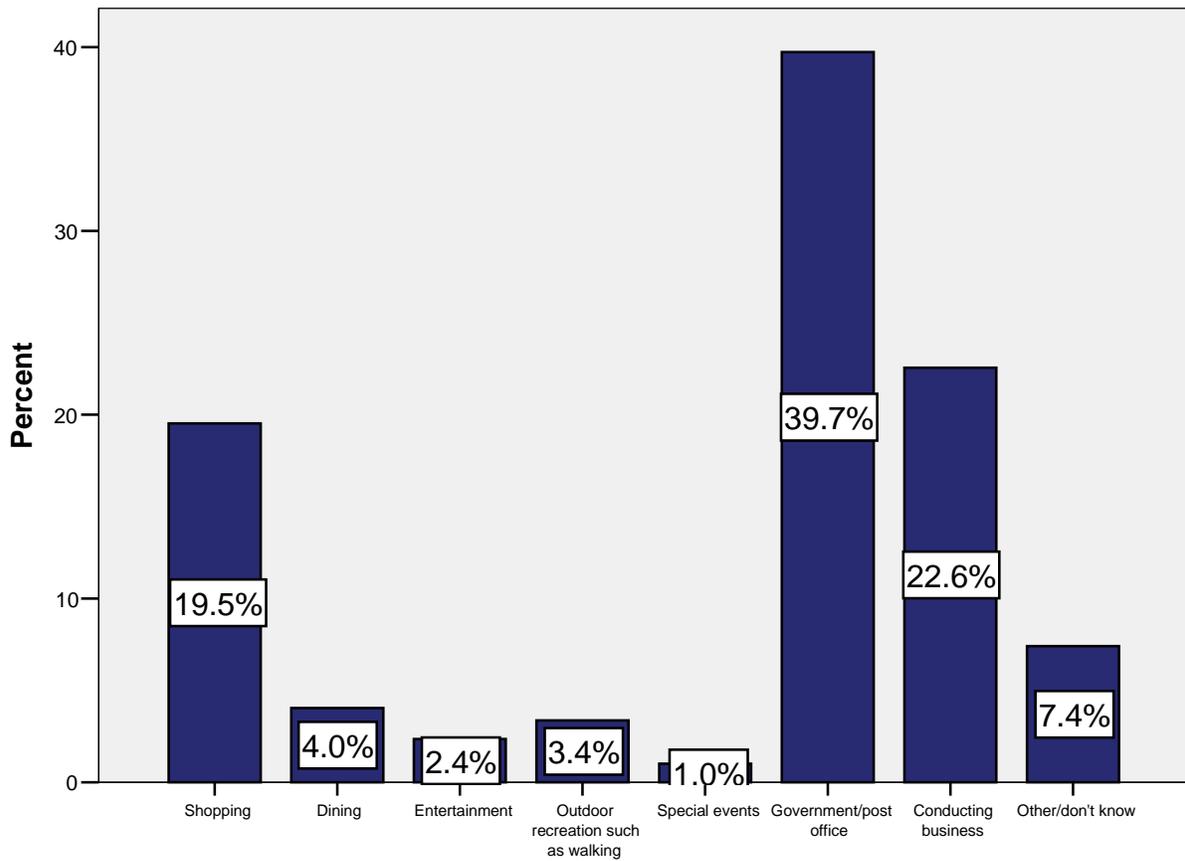


12. visiting the Sheryl Crow Aquatic Center

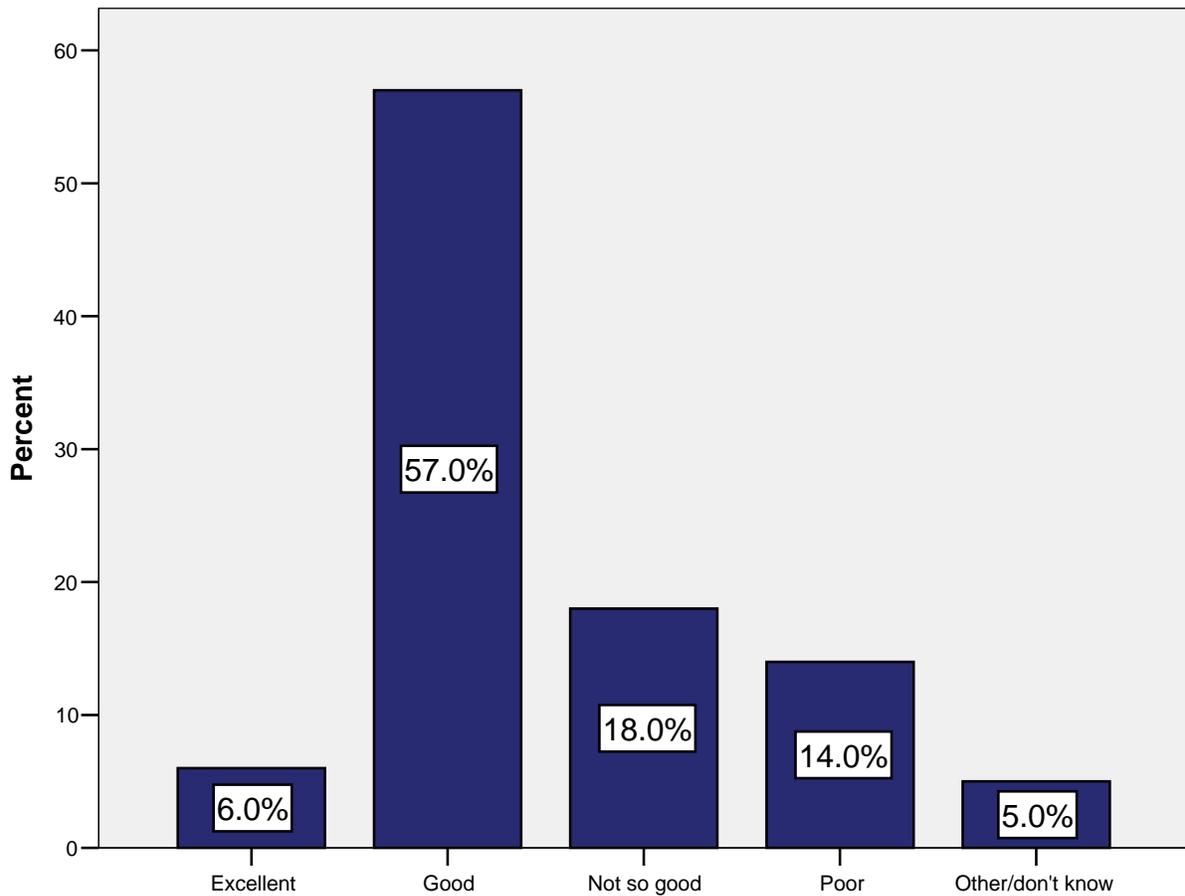




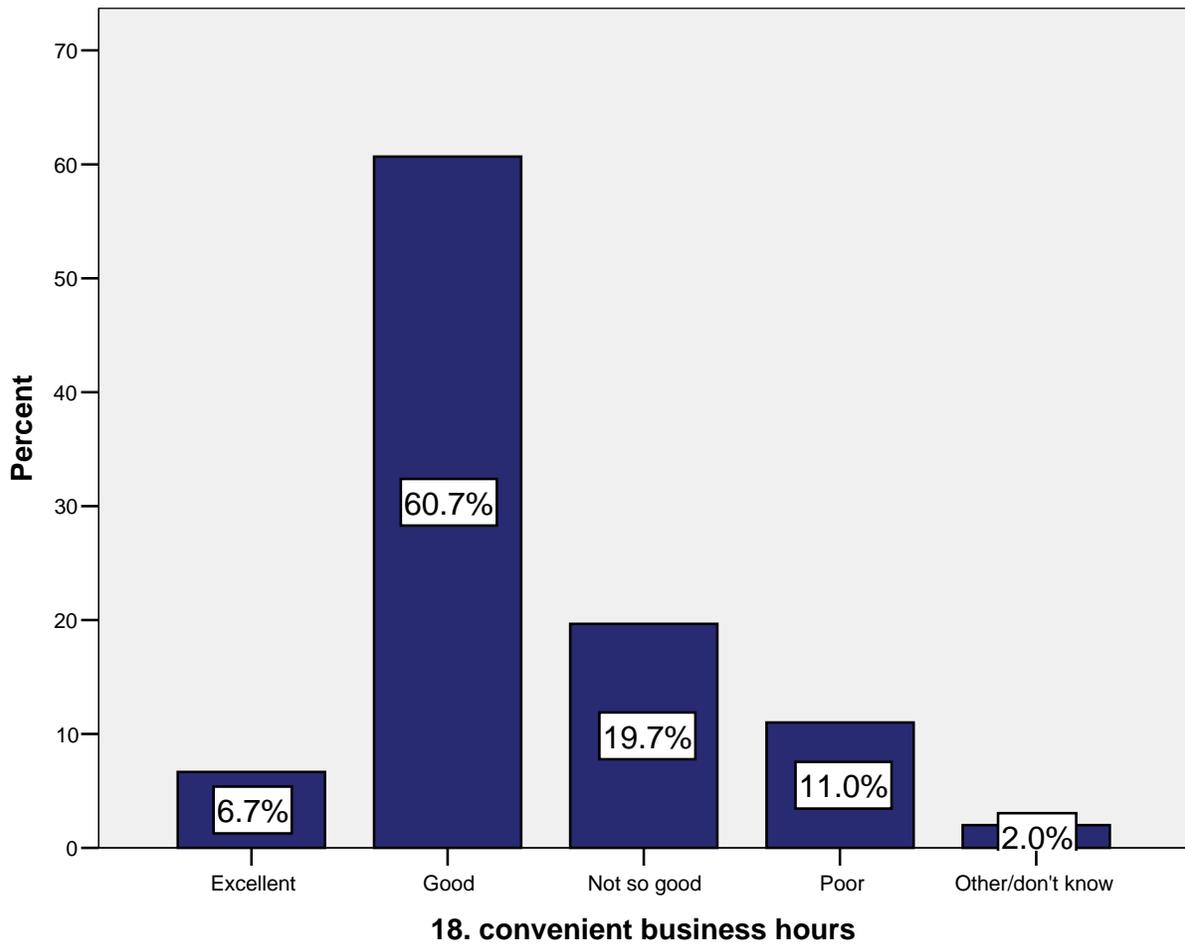


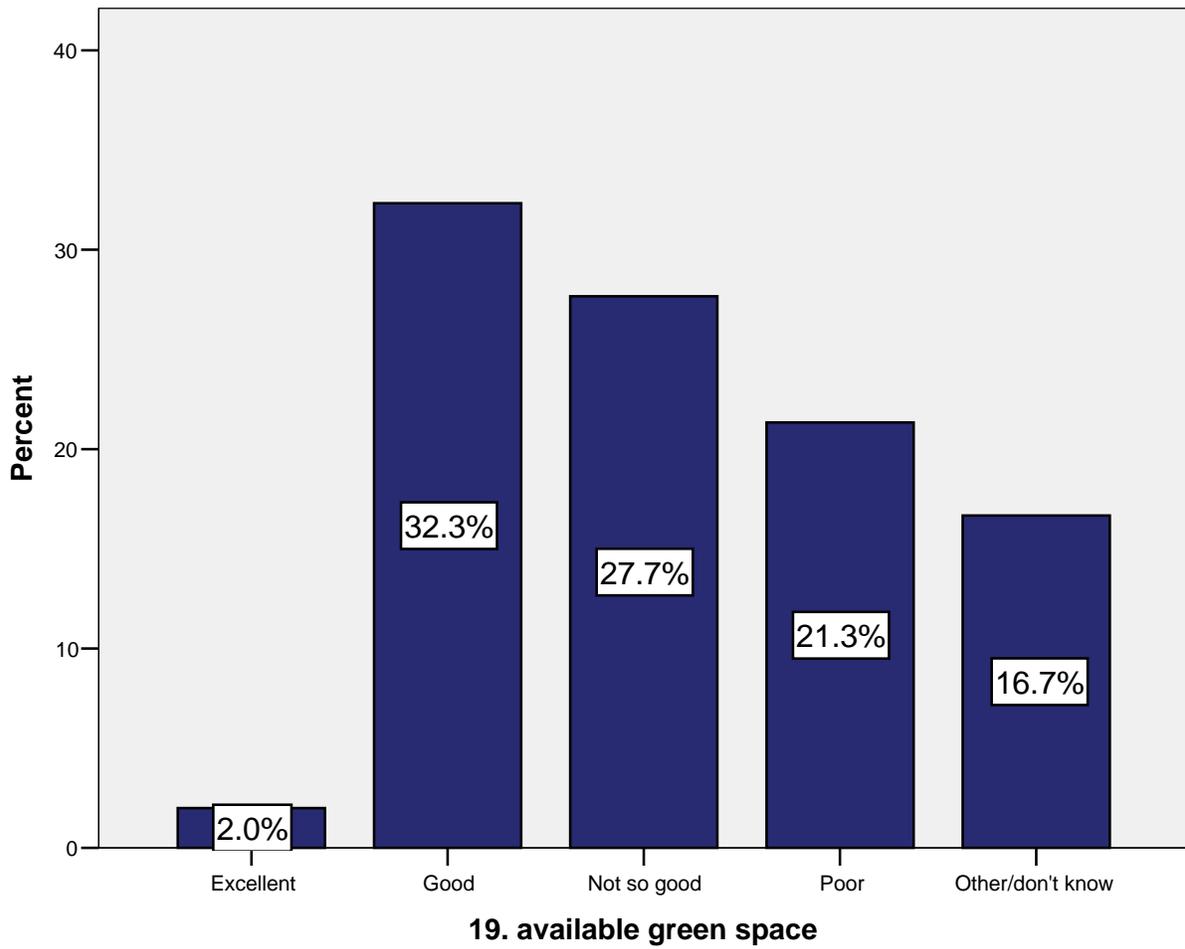


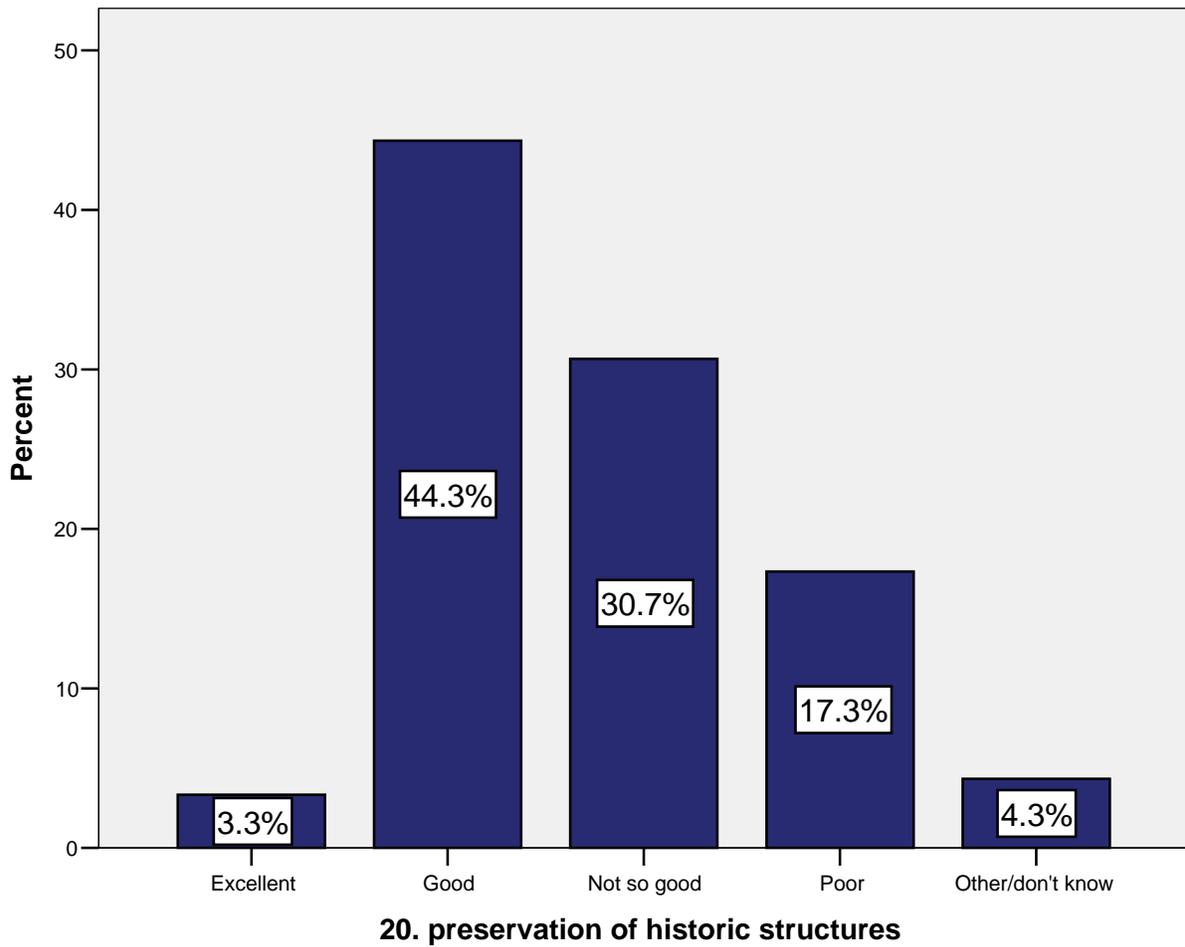
16. Of the items listed above, which would you say is the one reason you most often visit downtown Kennett?

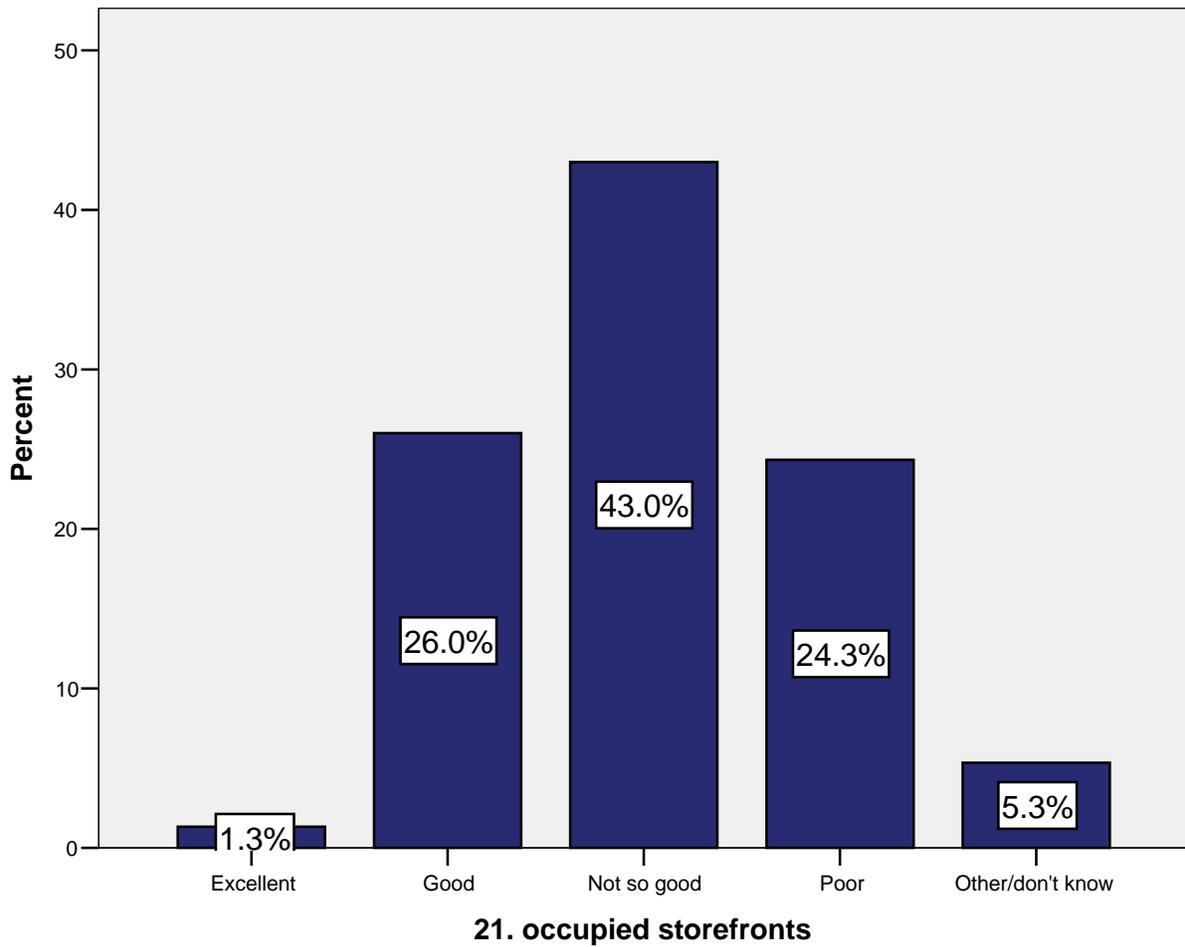


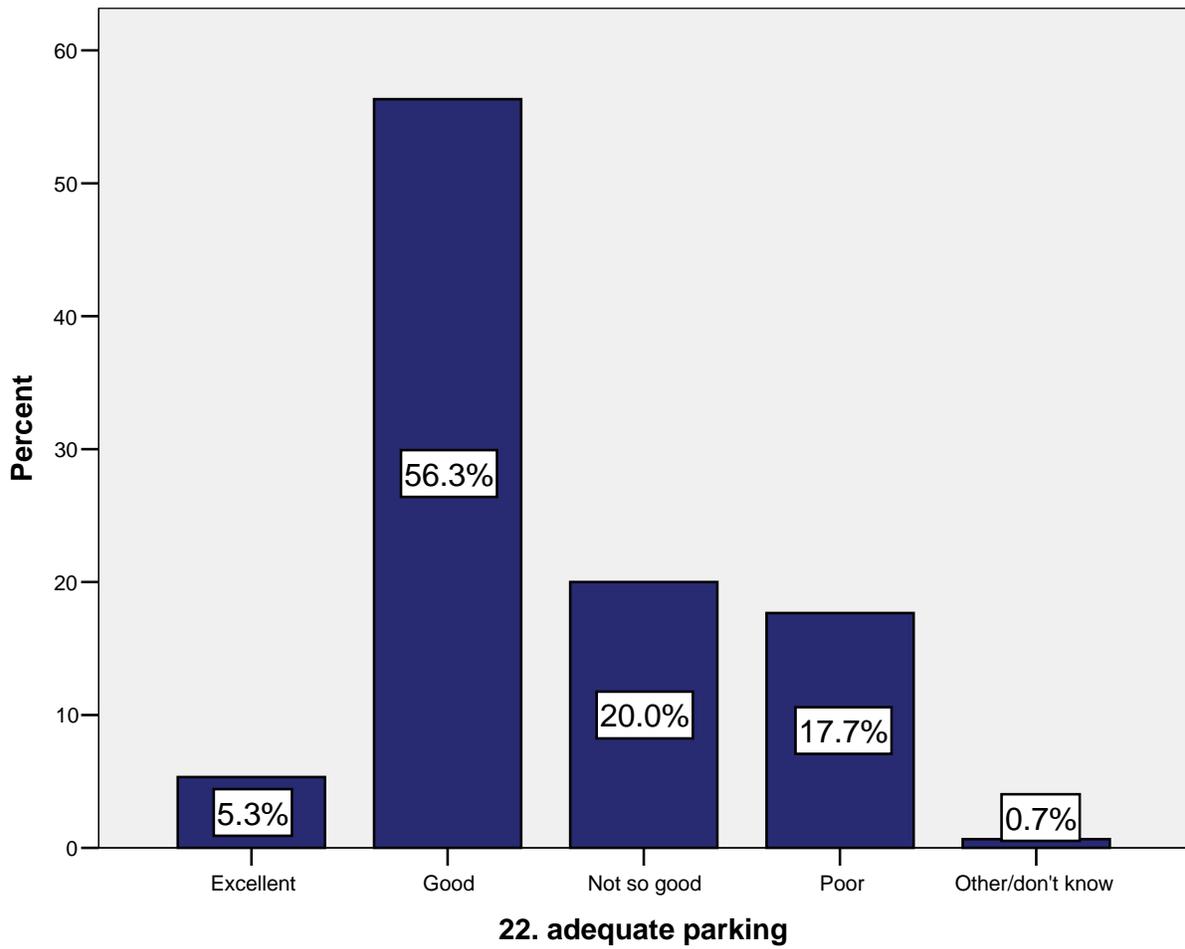
17. signs to help people find their way around

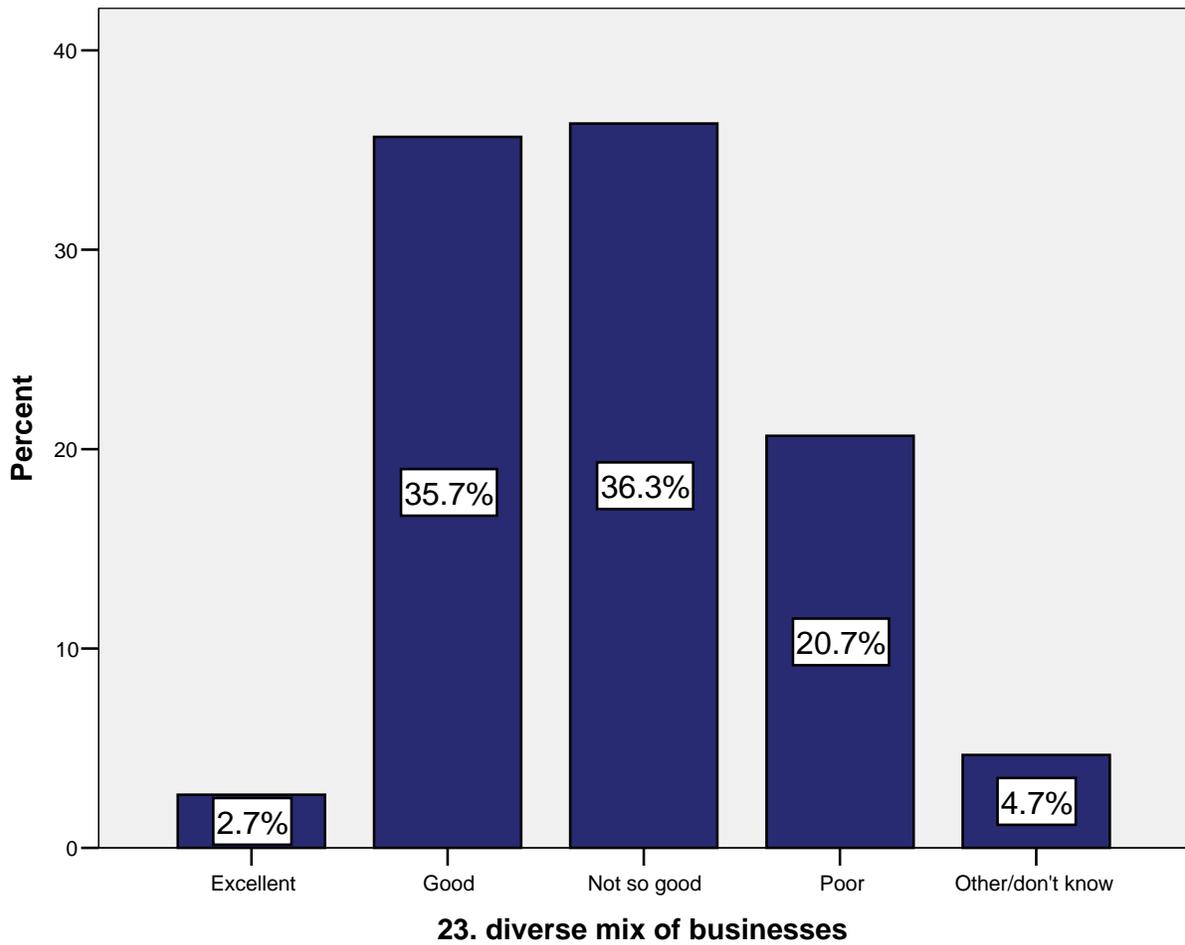


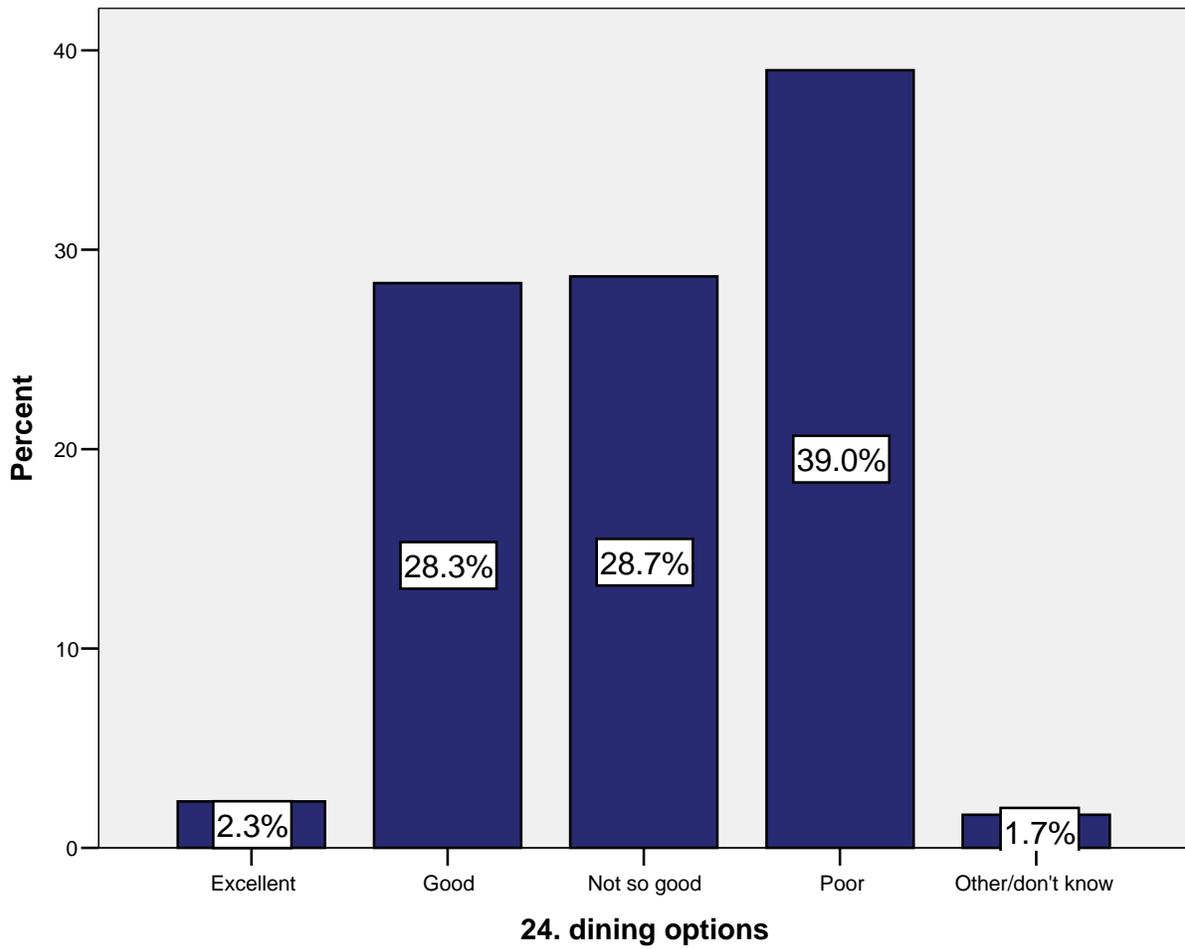


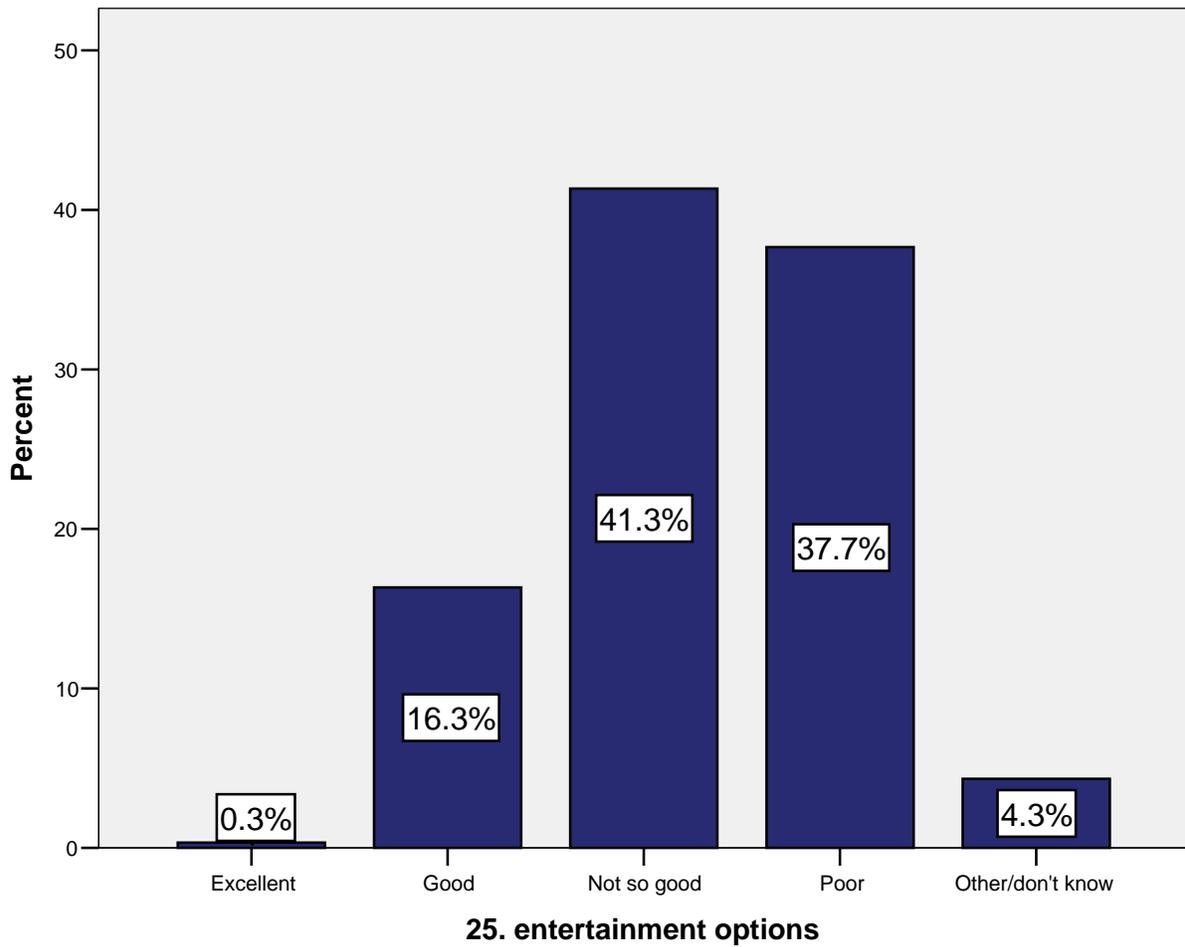


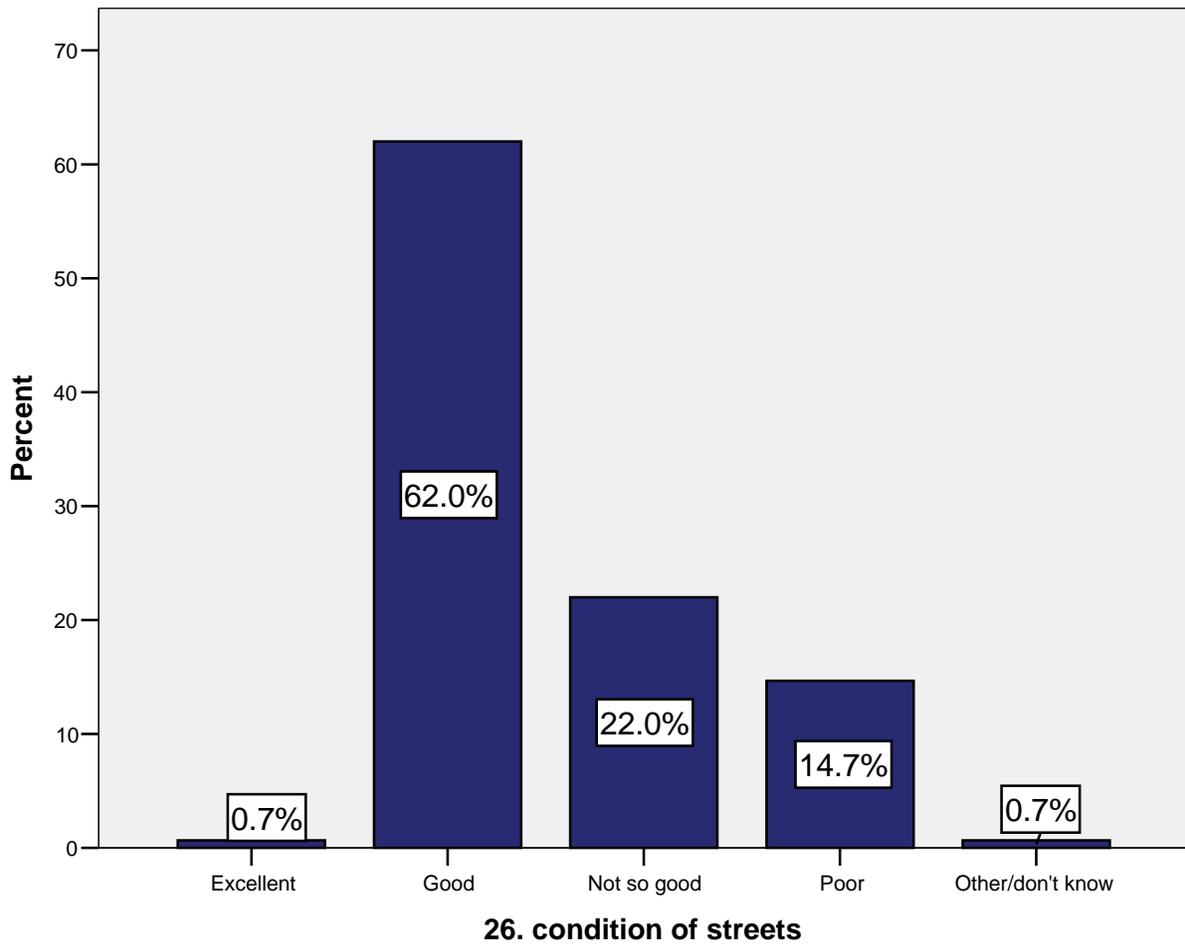


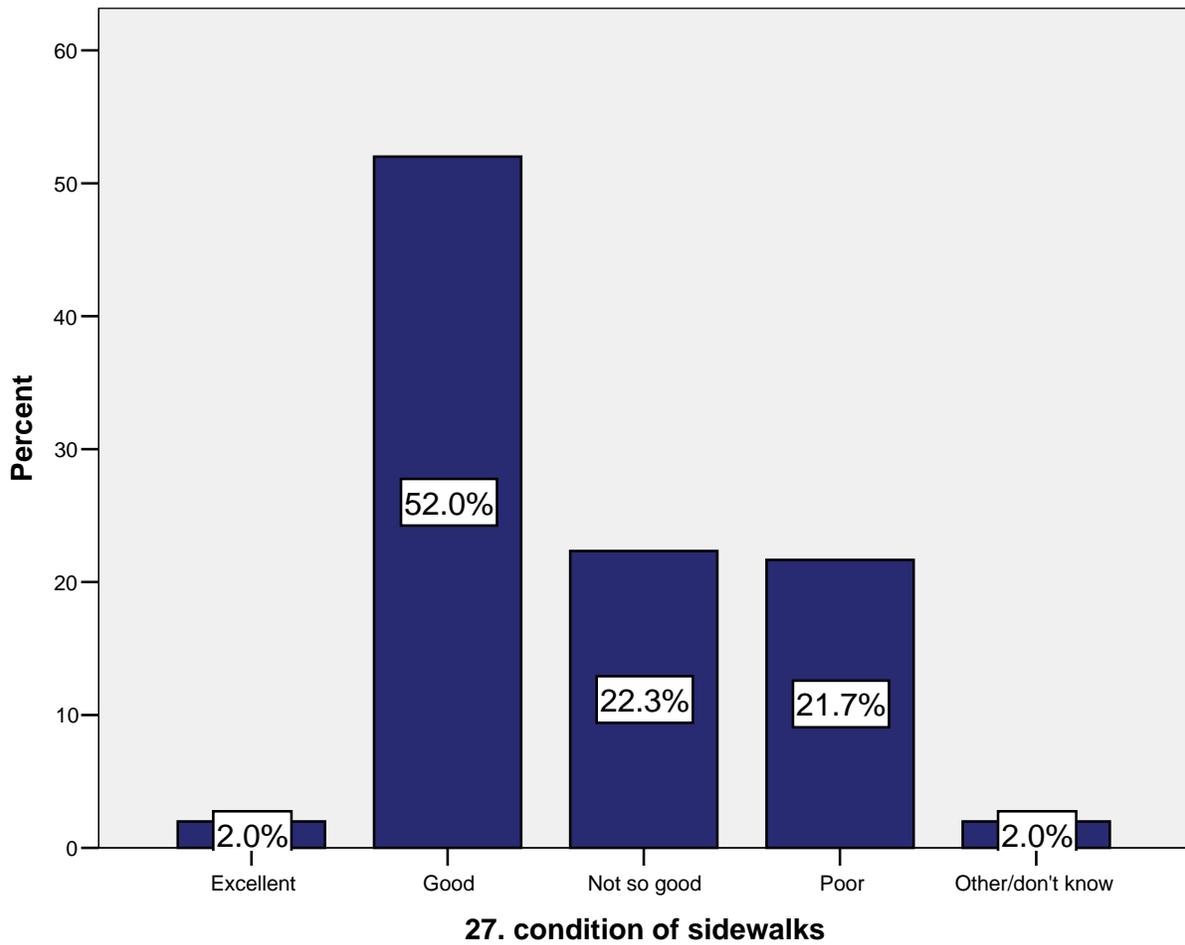


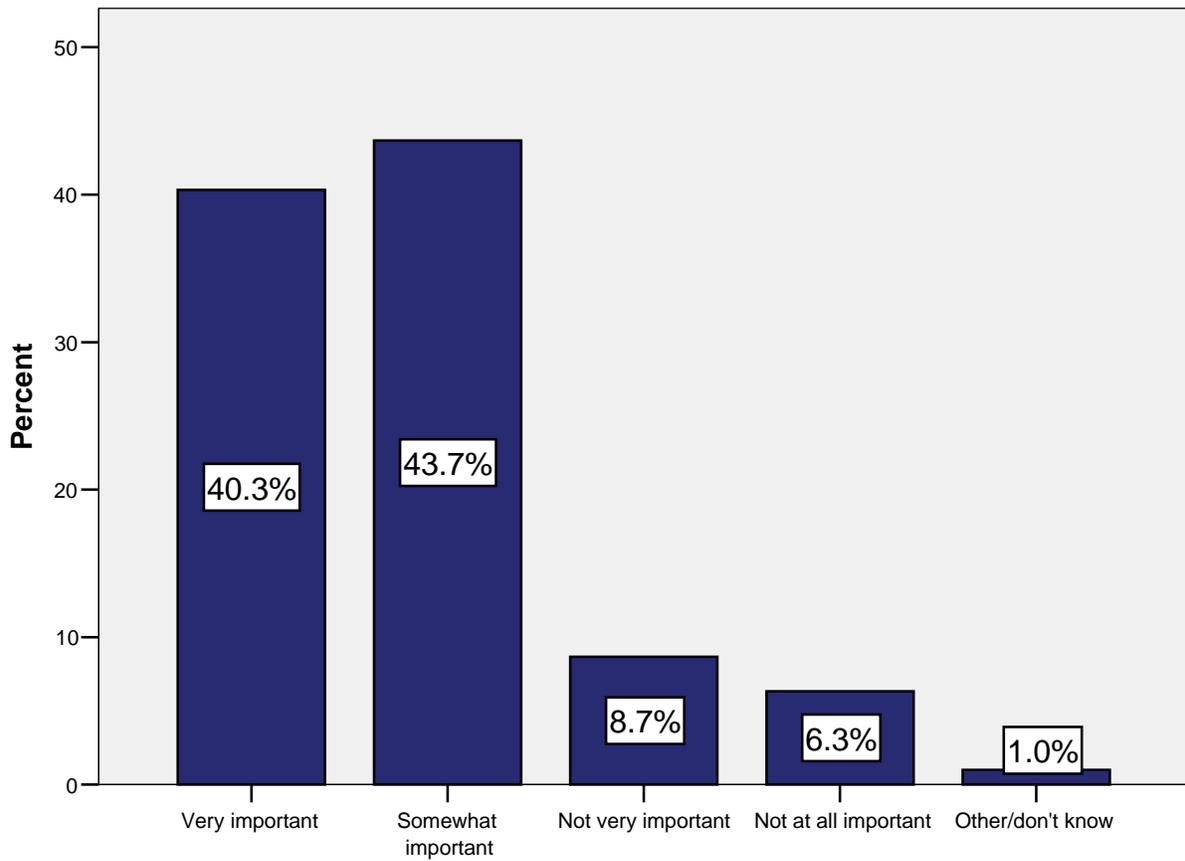




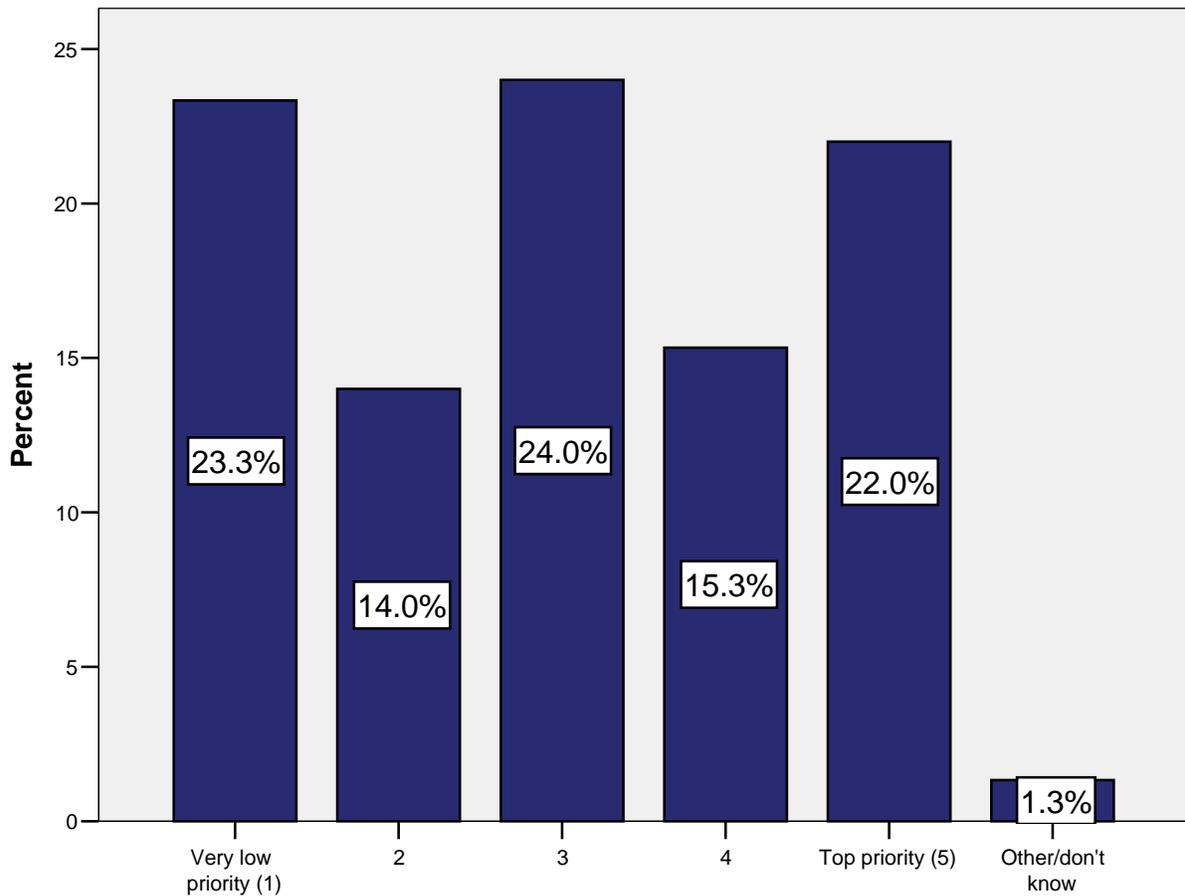




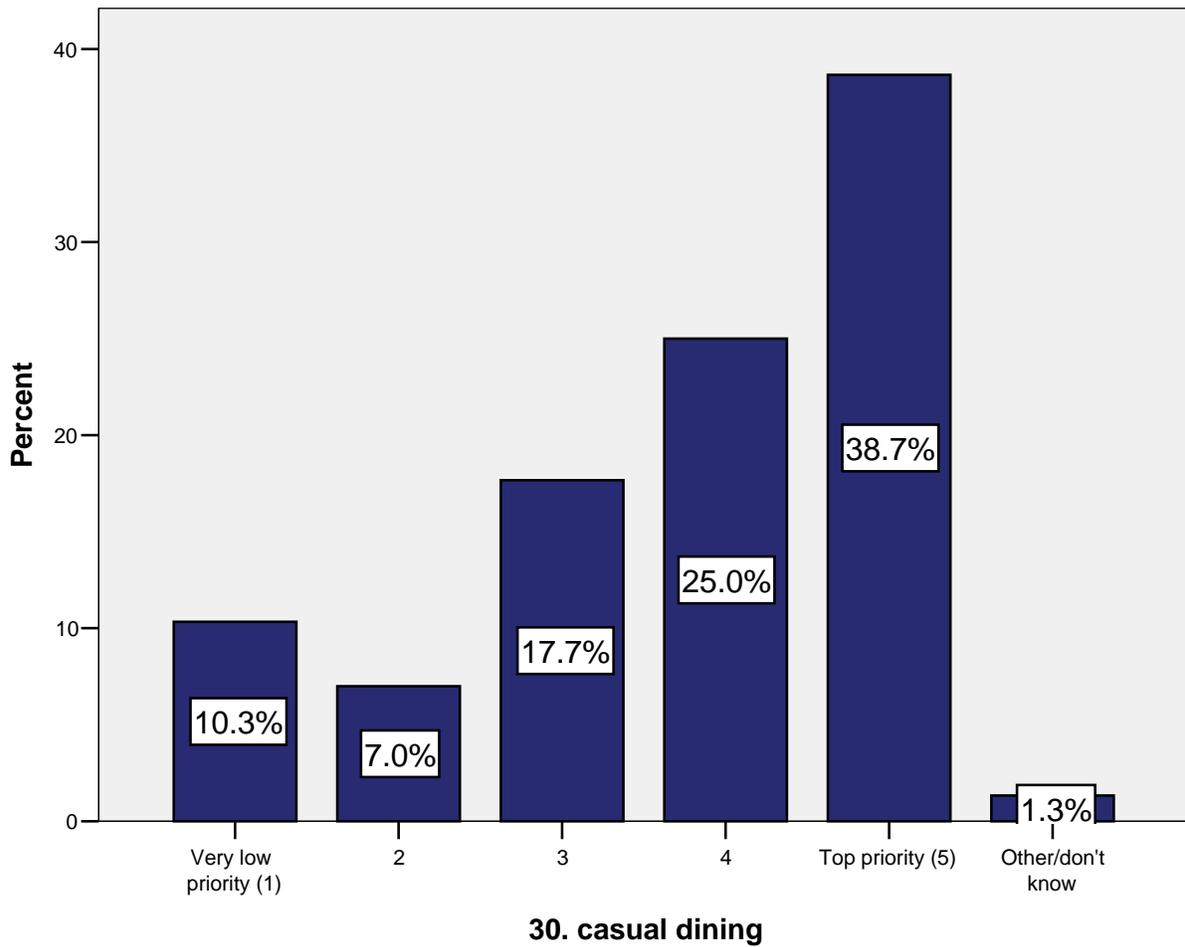


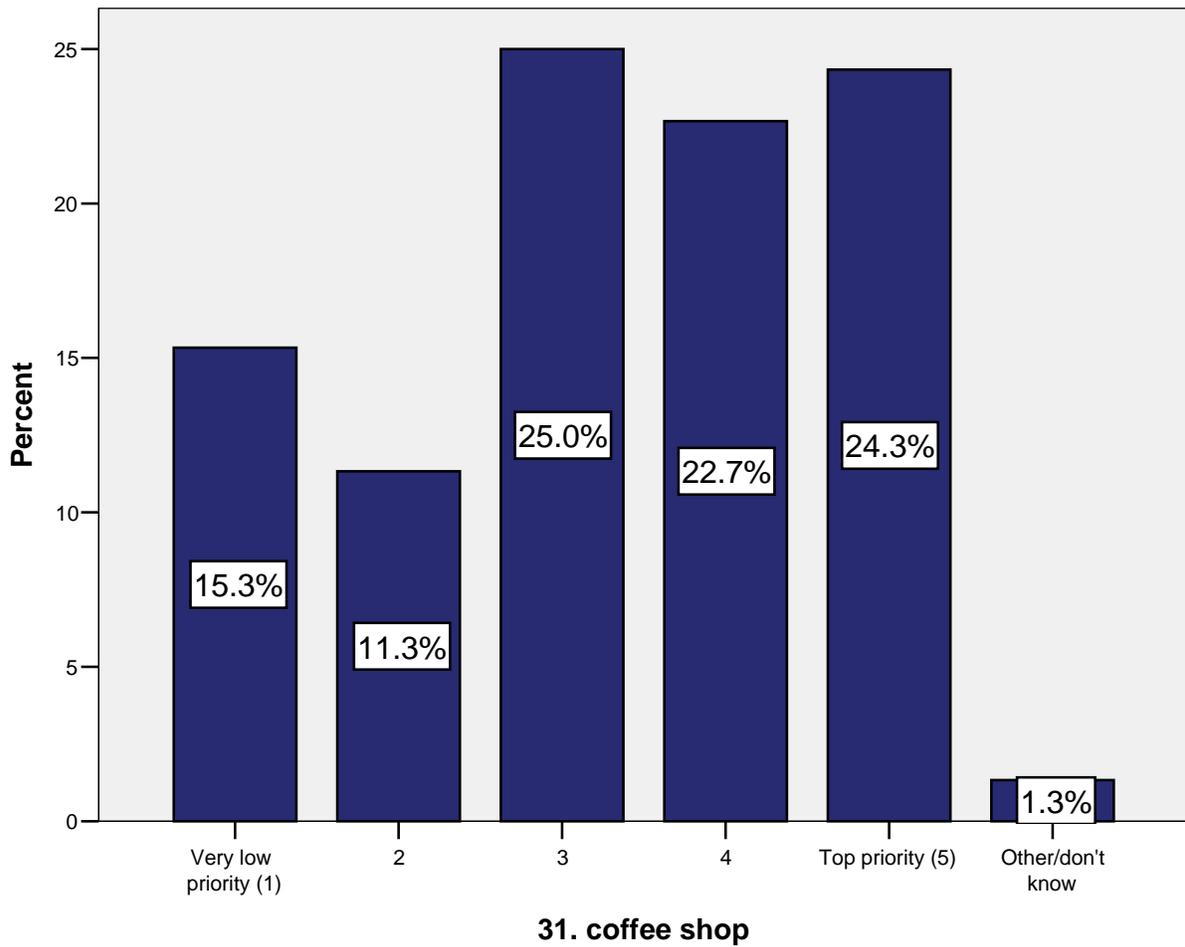


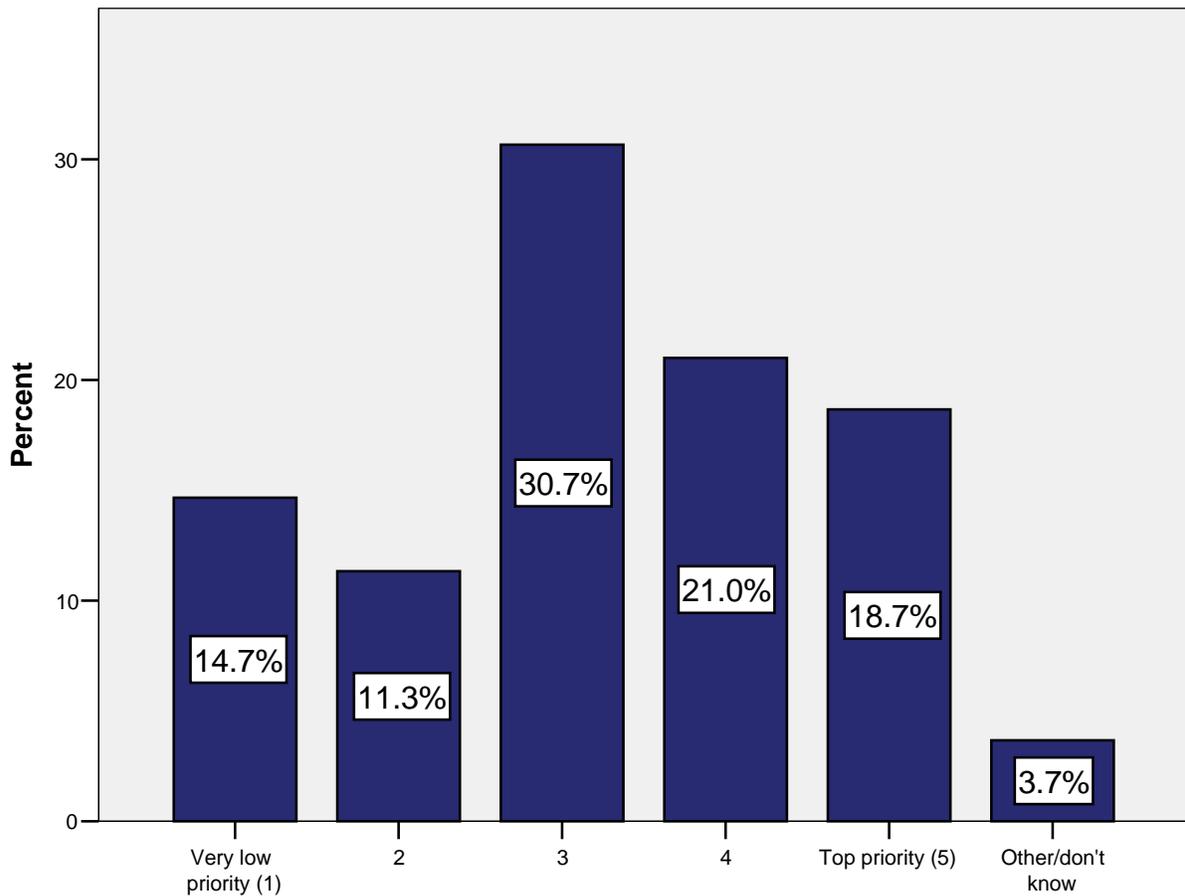
28. How important would you say it is that downtown Kennett work to retain its historic character?



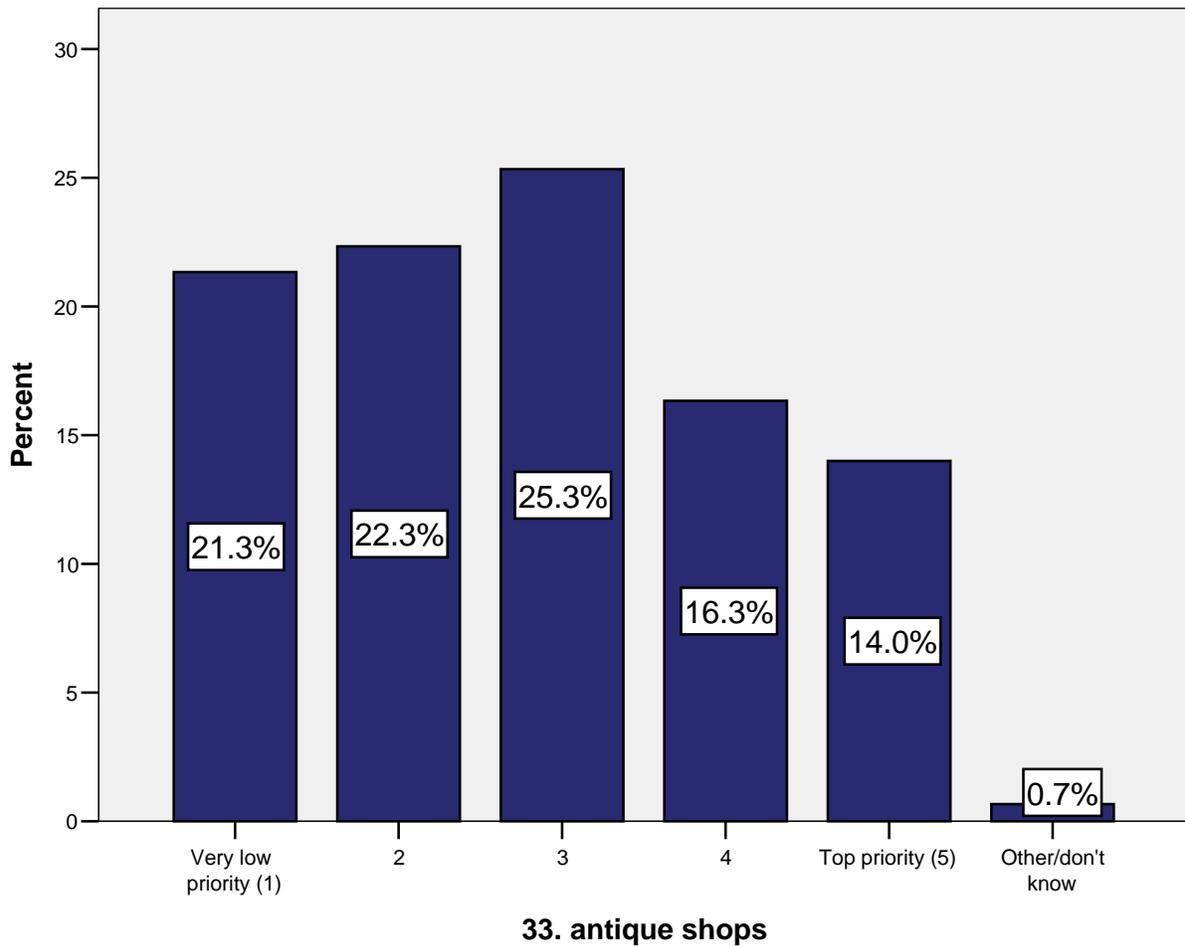
29. Lodging such as a hotel, motel or bed and breakfast

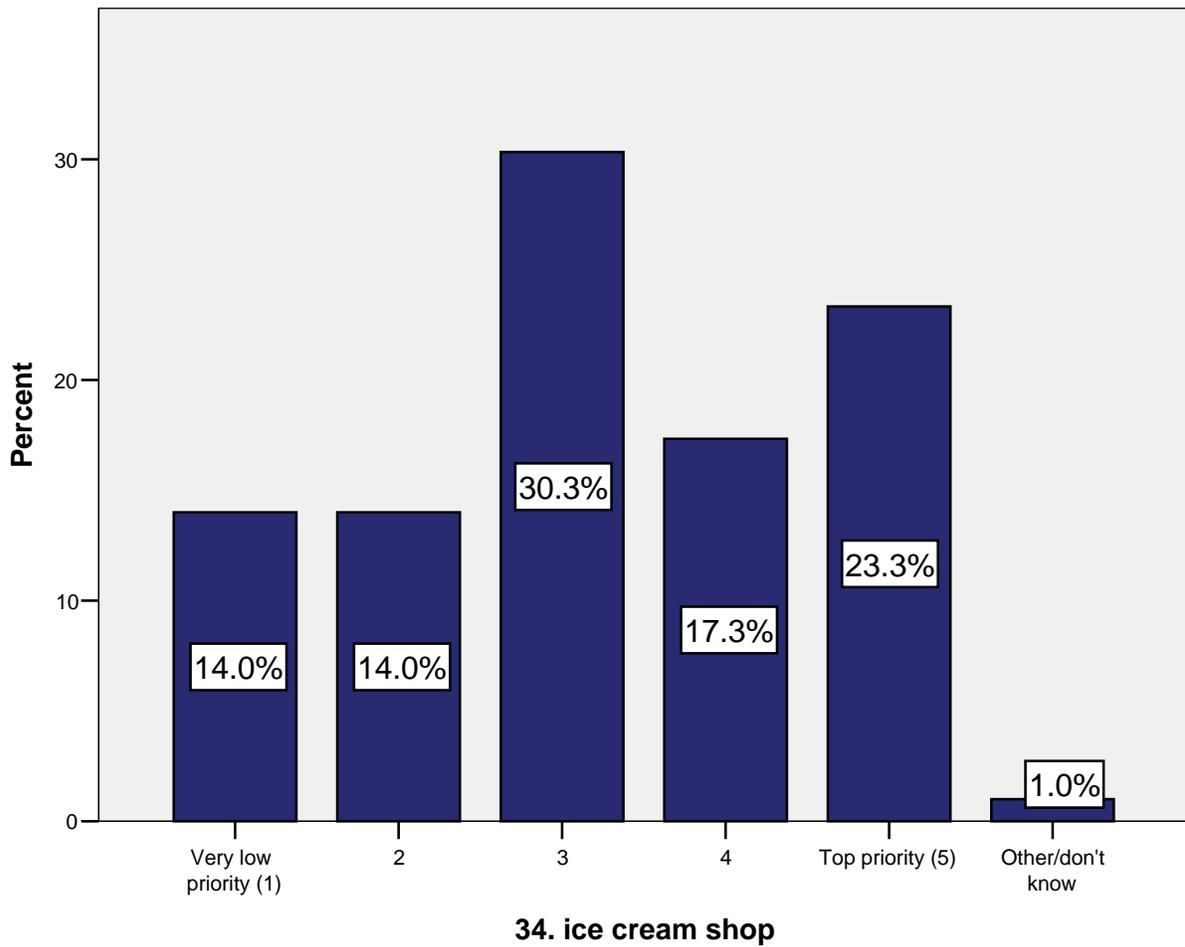


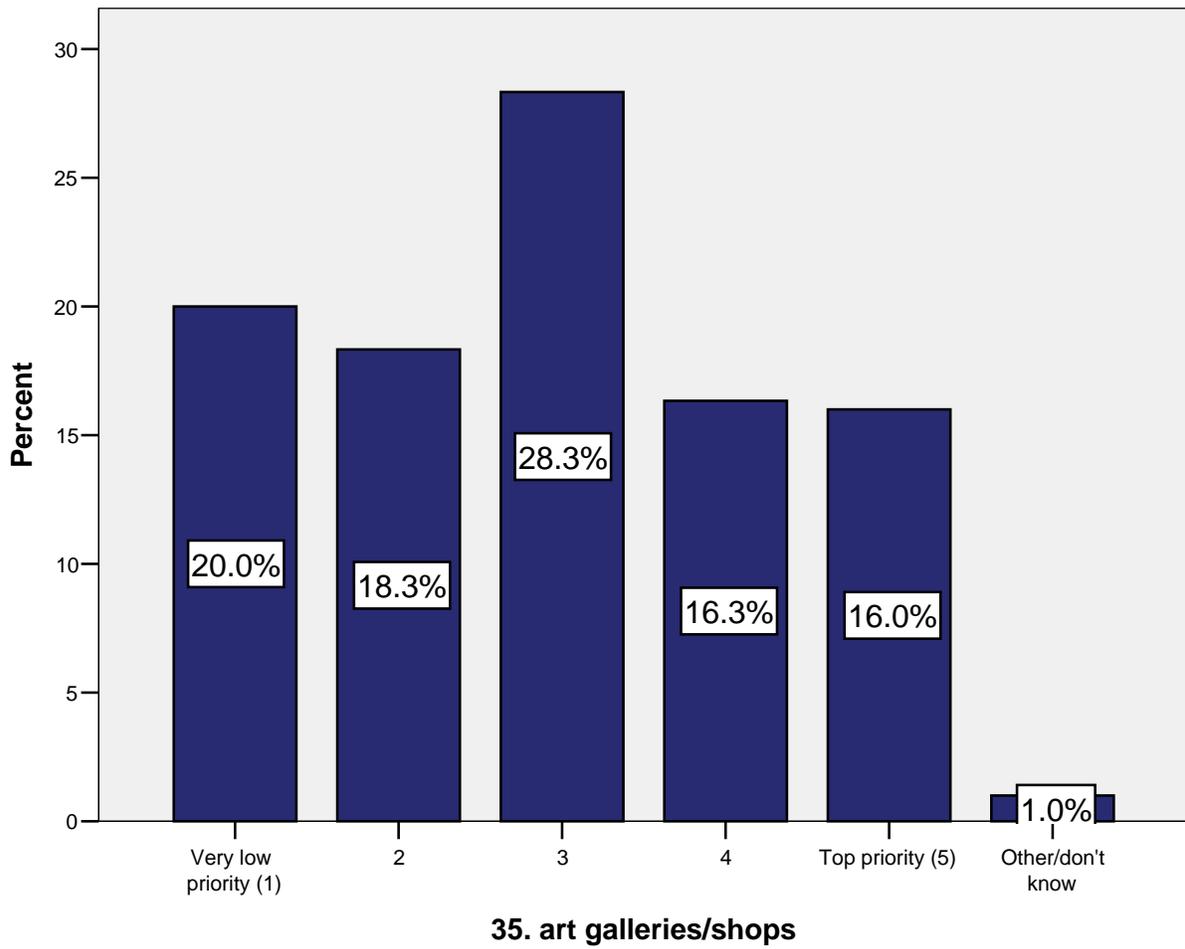


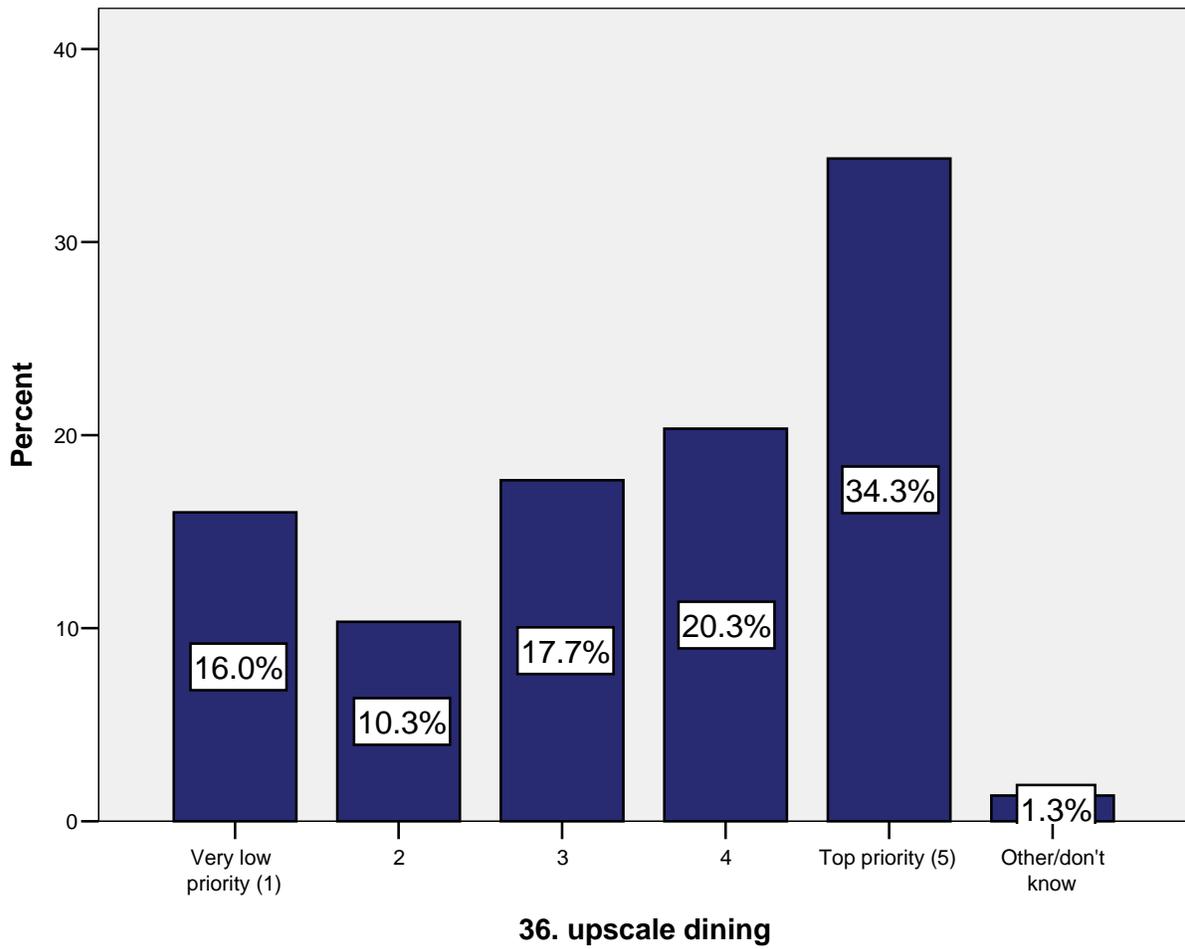


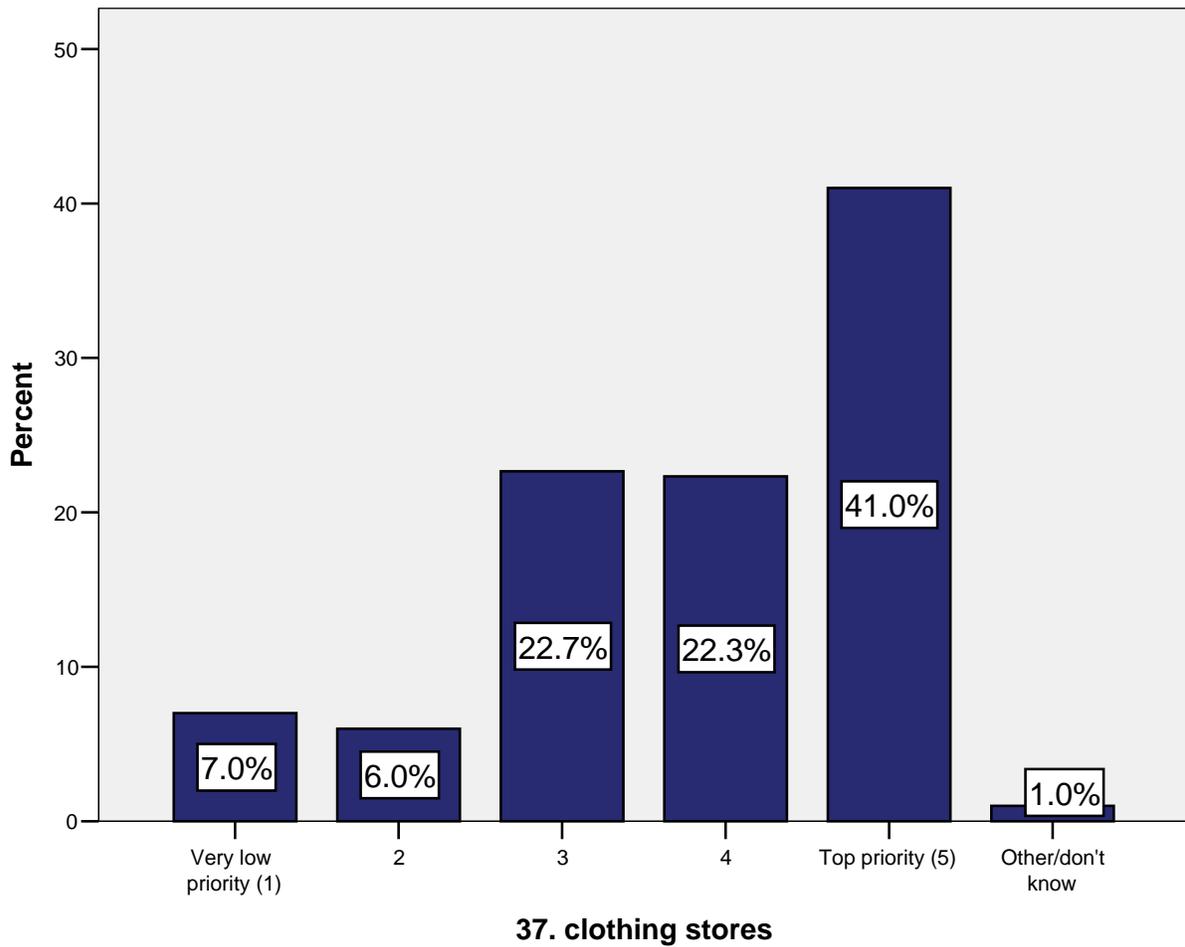
32. upscale specialty shops

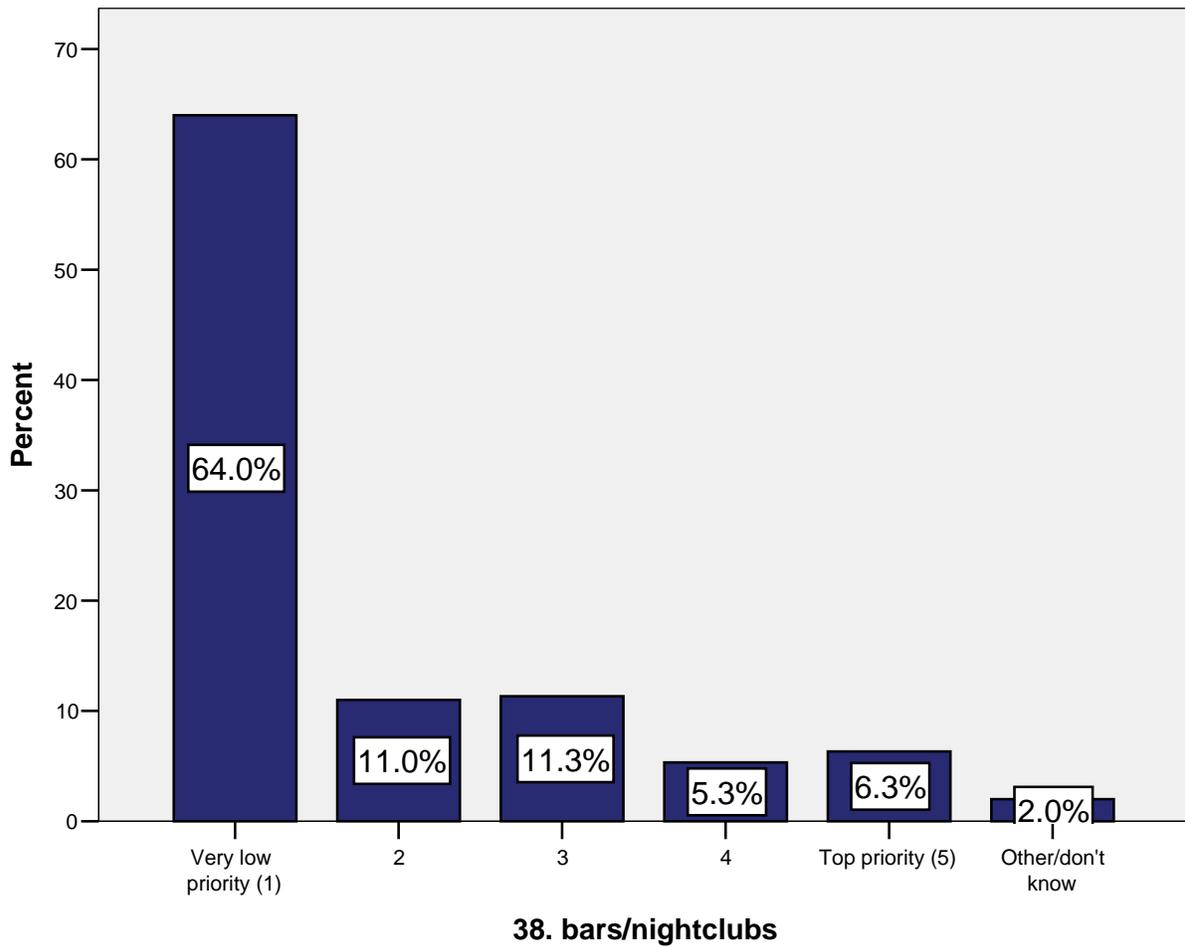


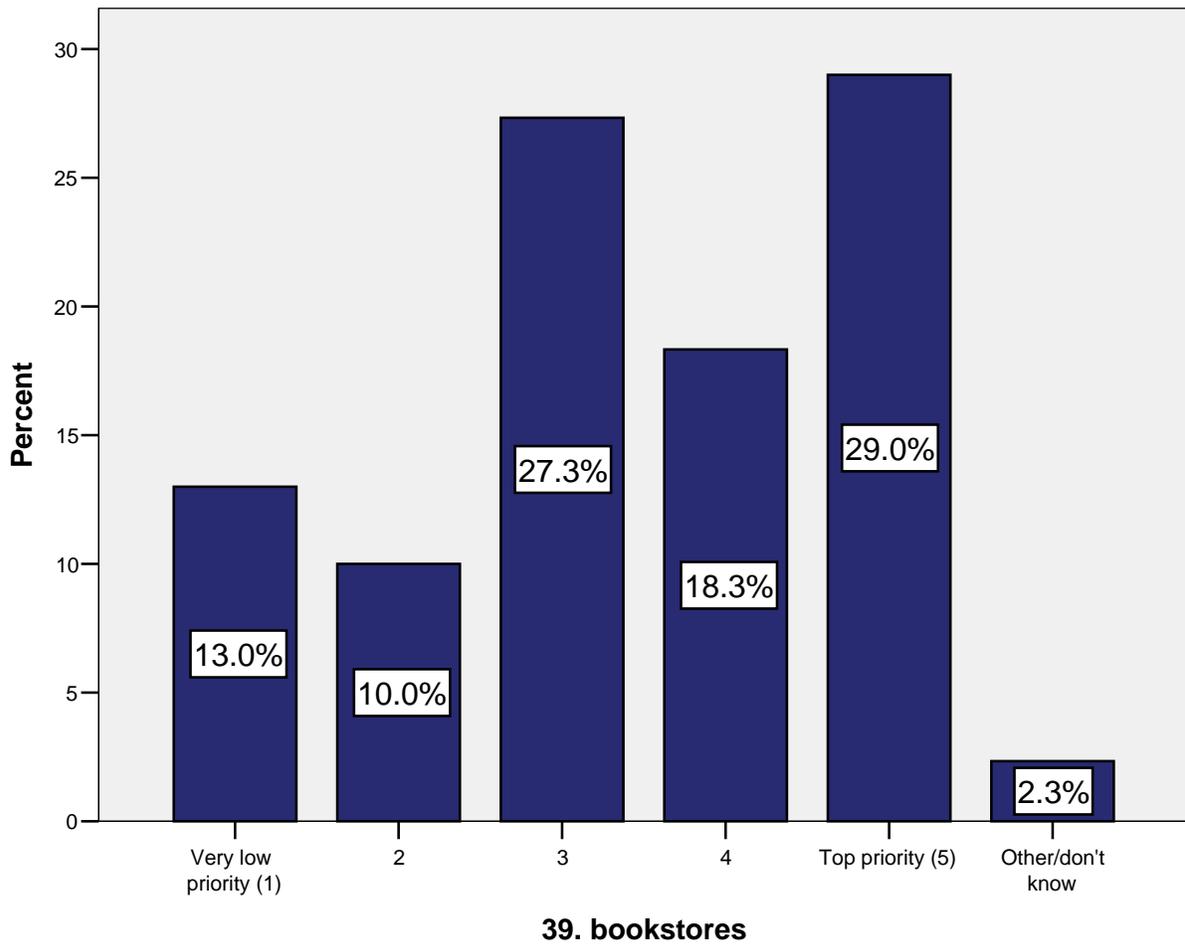


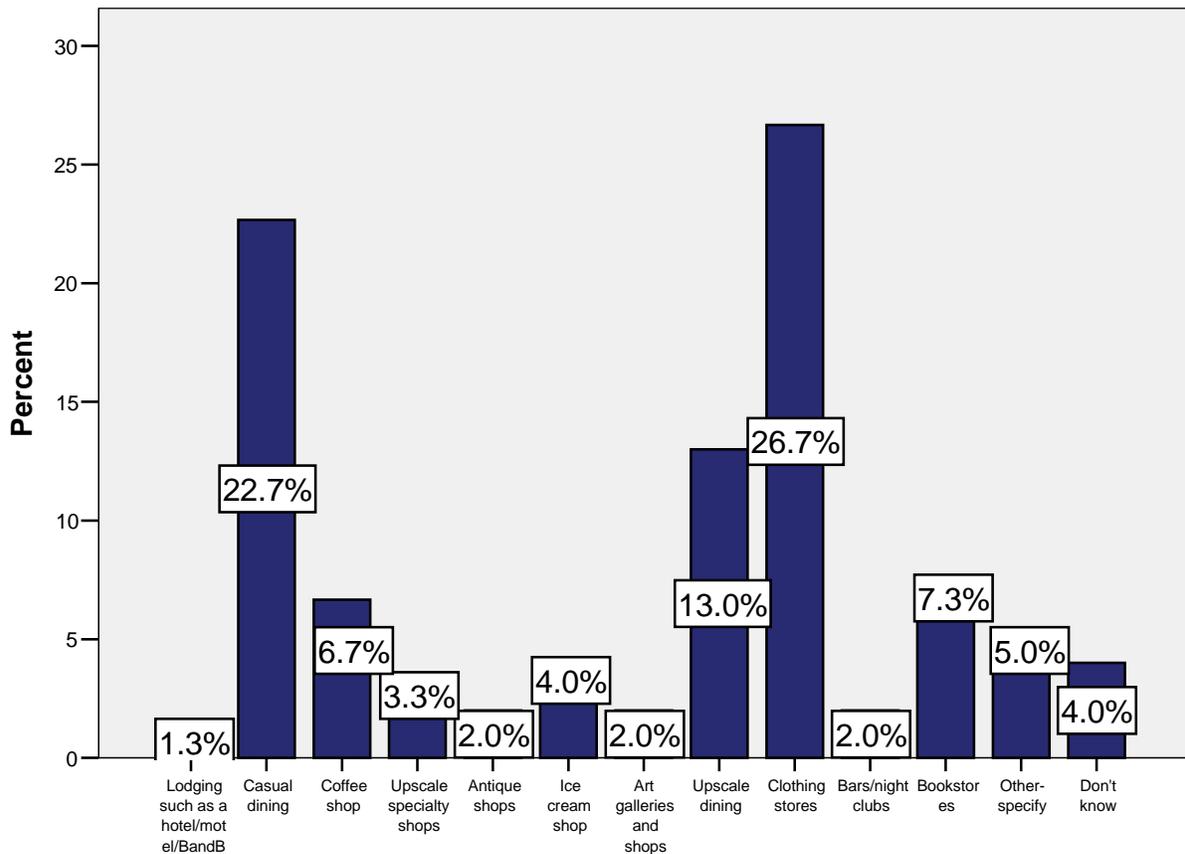




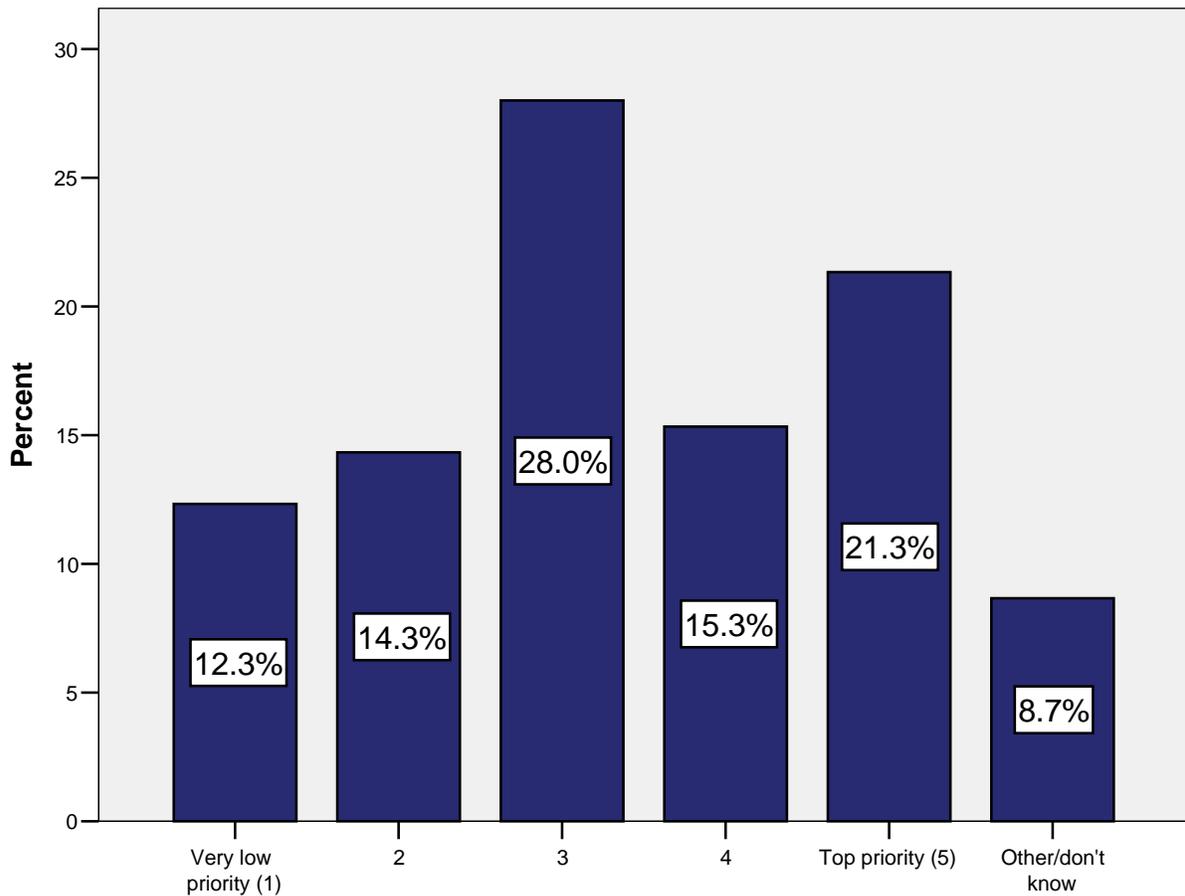




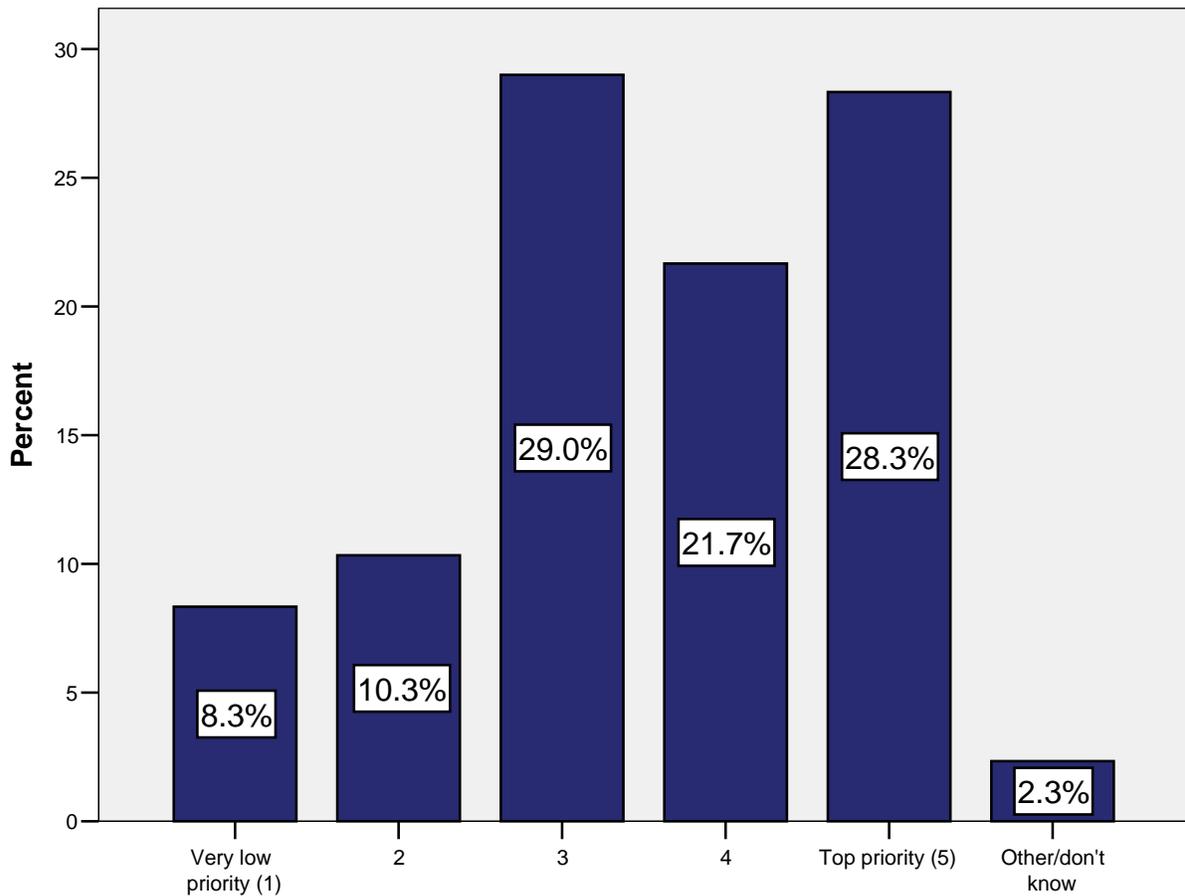




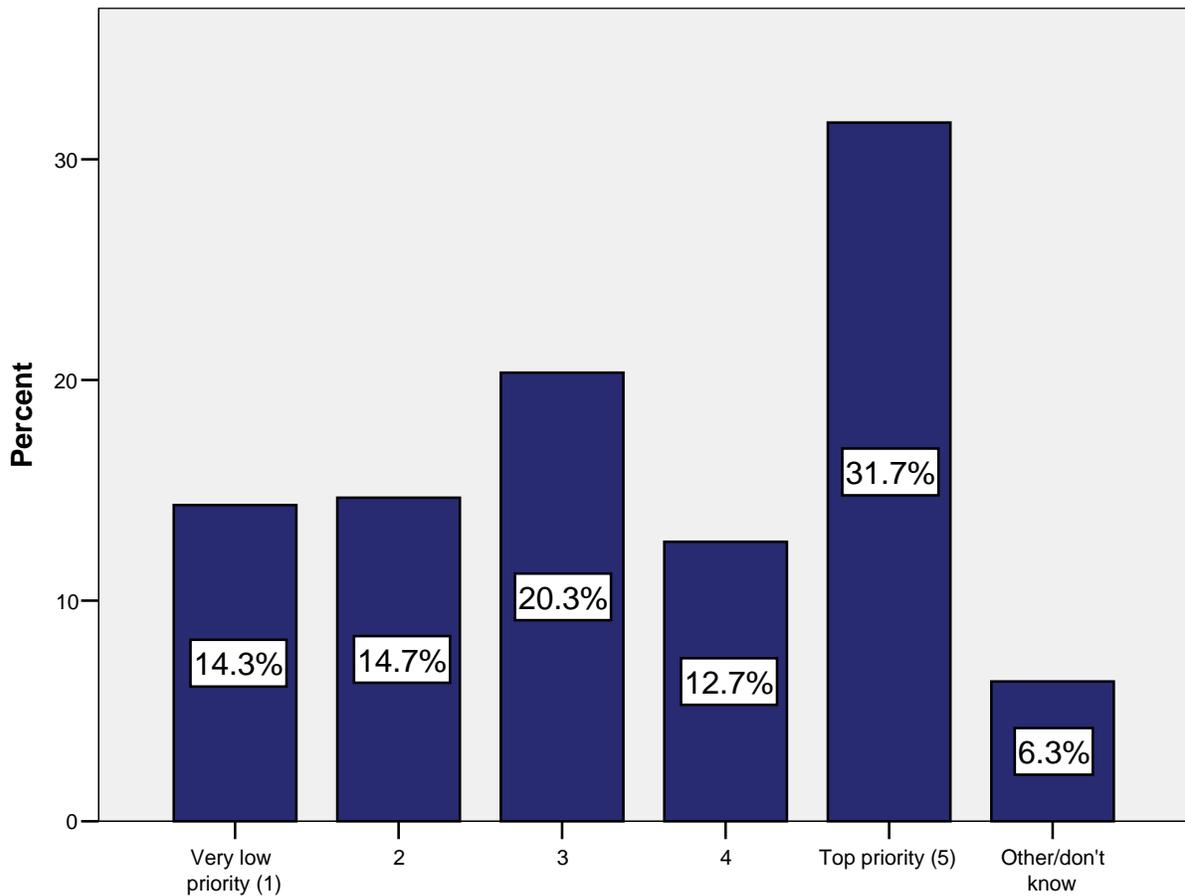
40. Of the items listed above, what business would you most like to see in downtown Kennett?



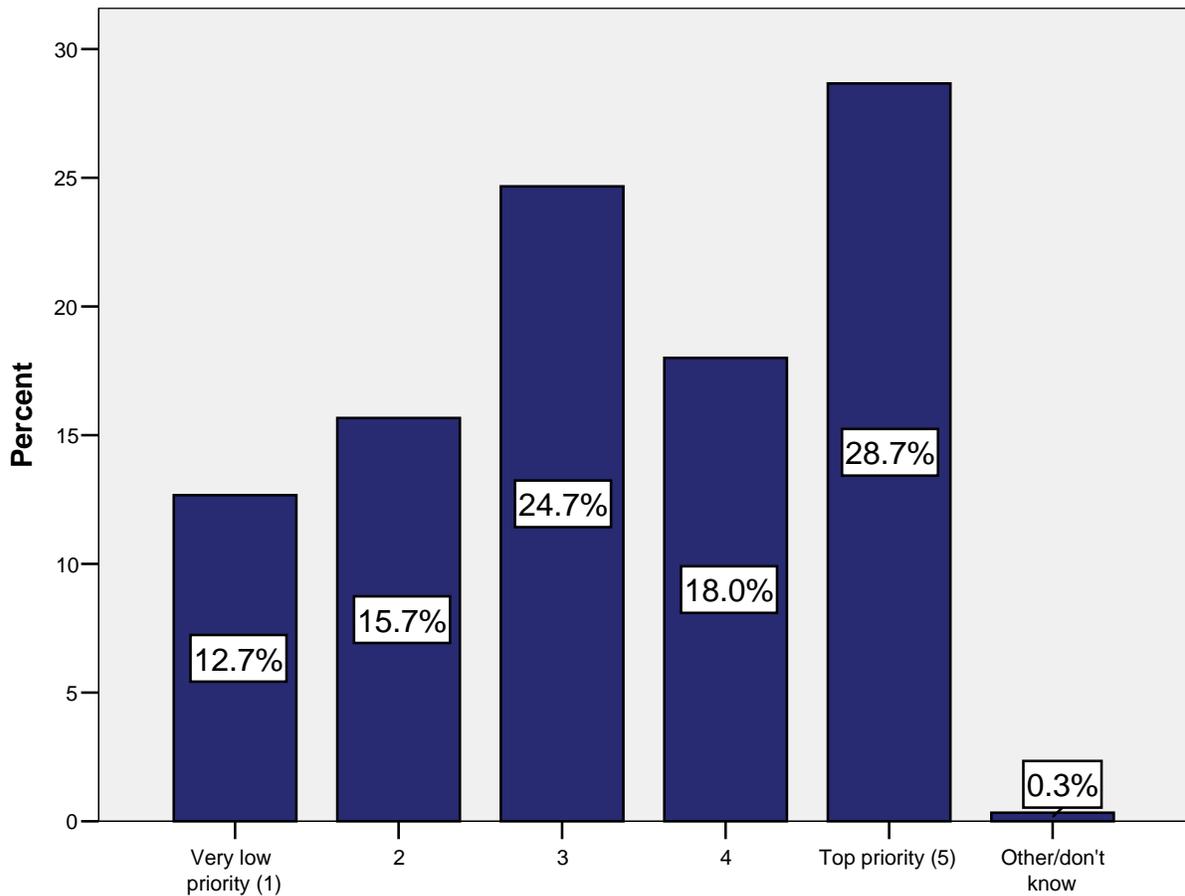
41. adding green space



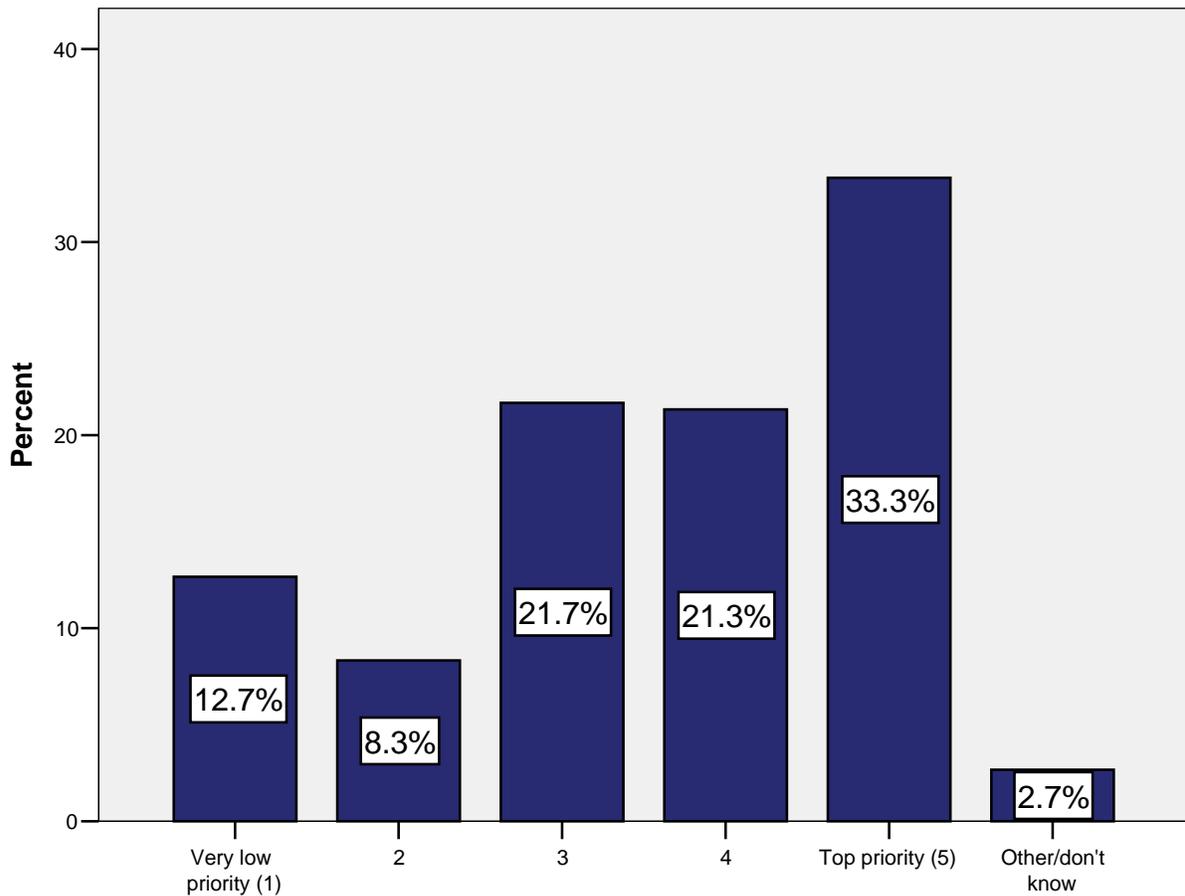
42. improving lighting



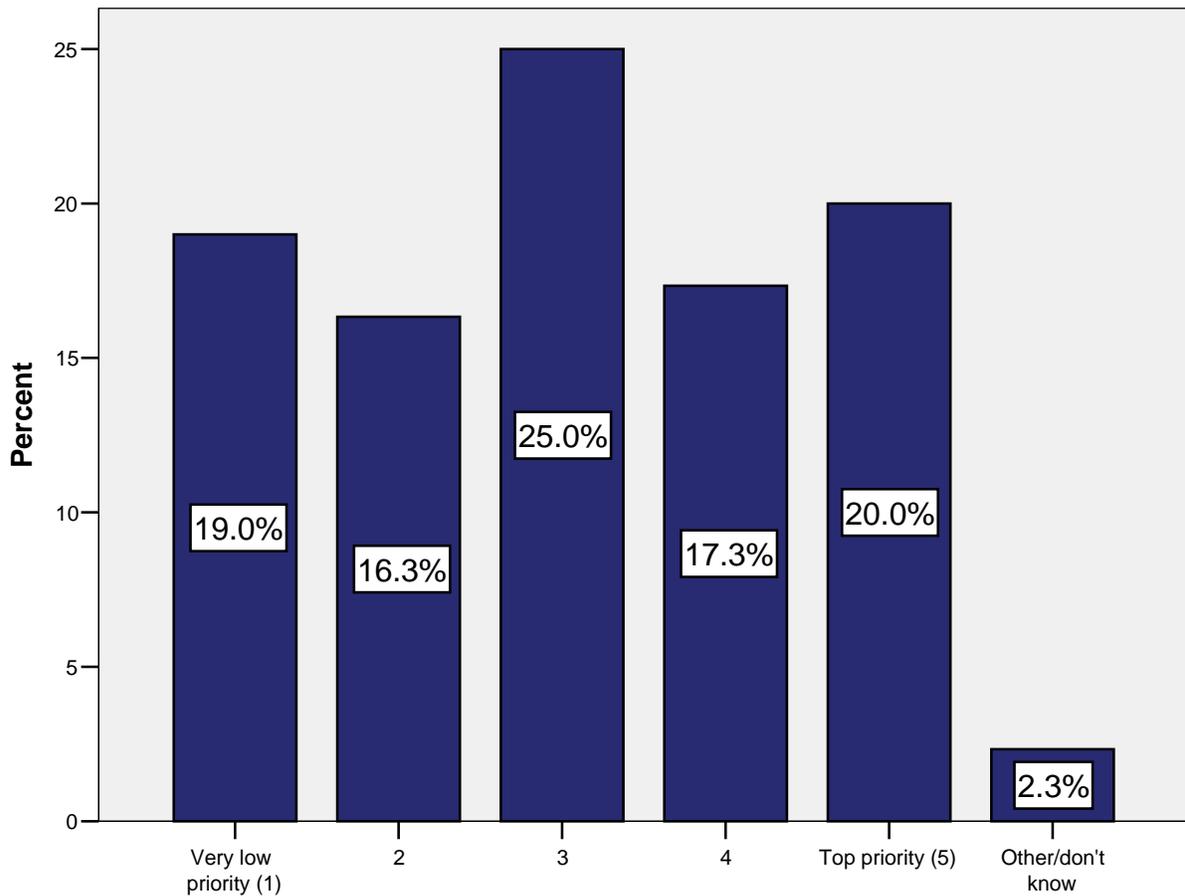
43. moving utilities underground



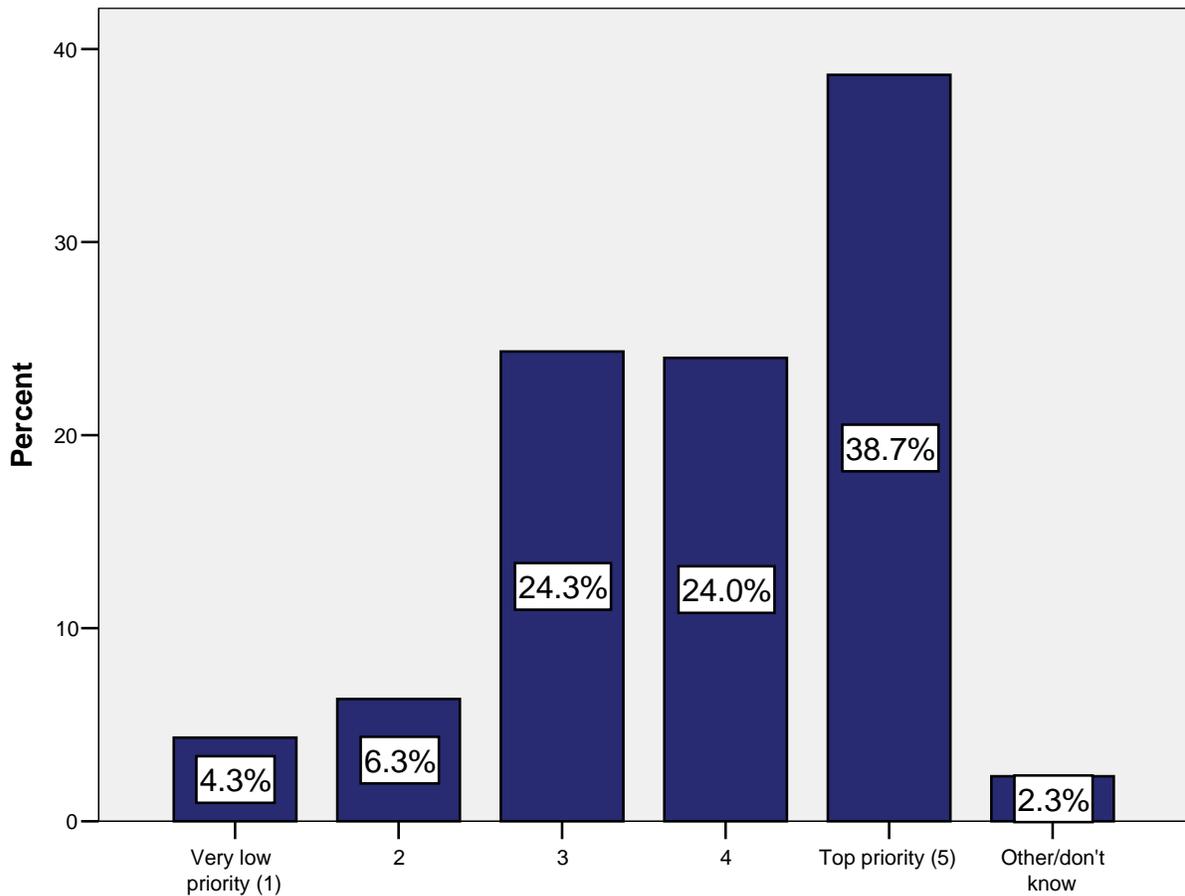
44. adding new parking spaces or lots



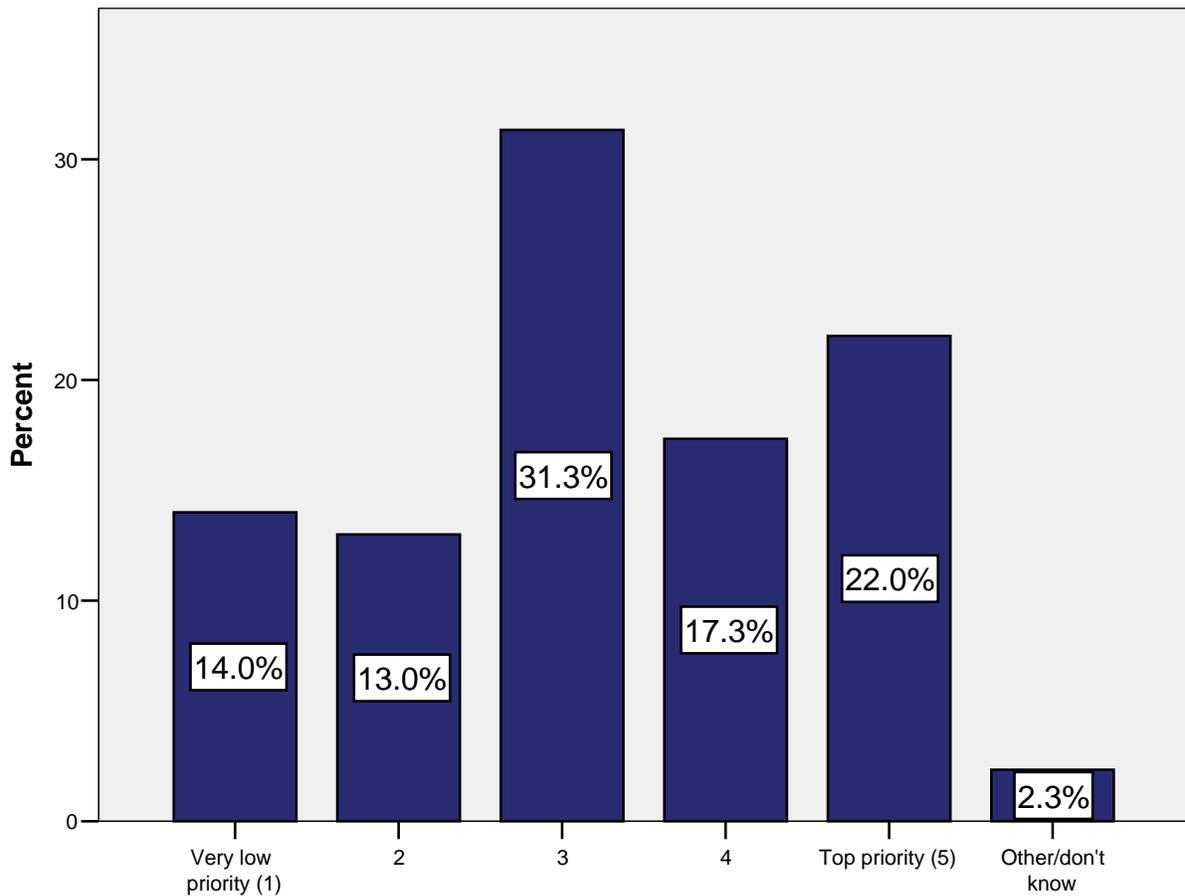
45. stricter code enforcement



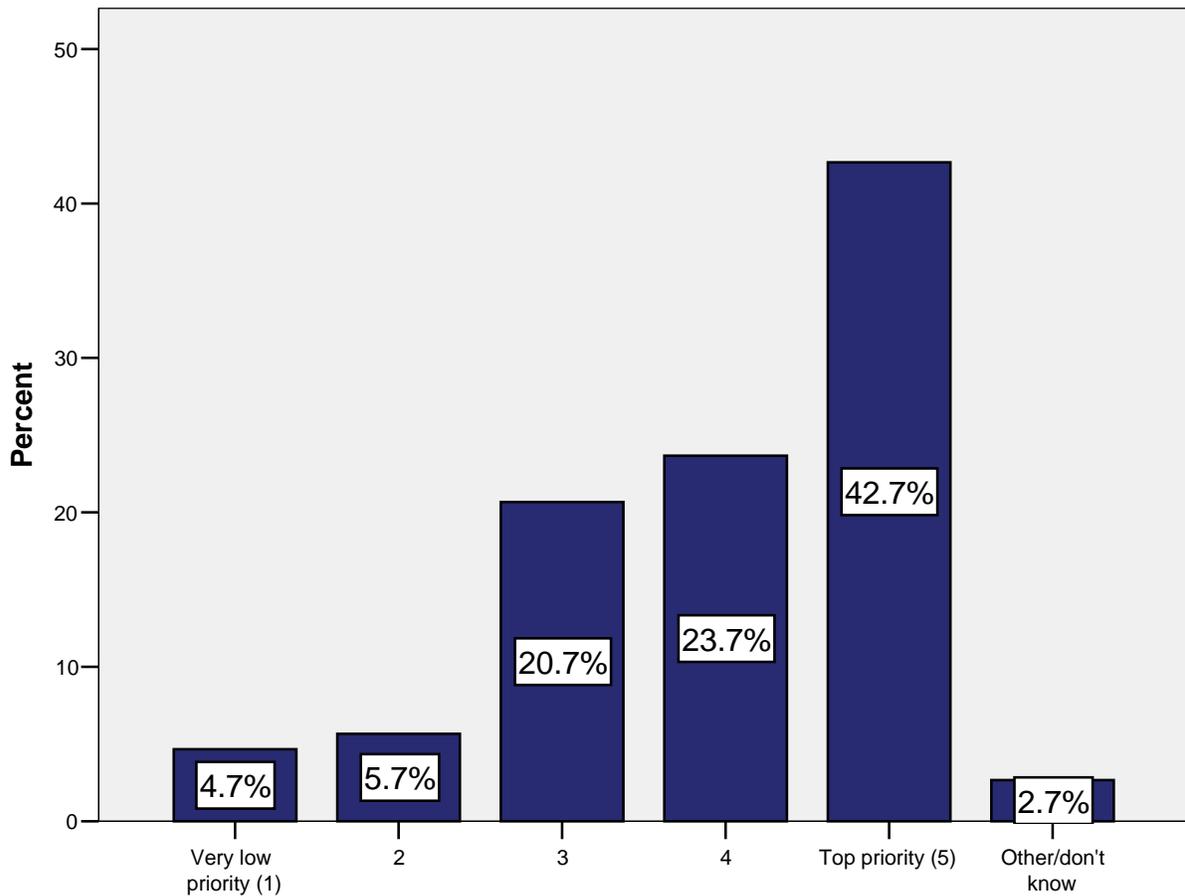
46. developing second-story residential space



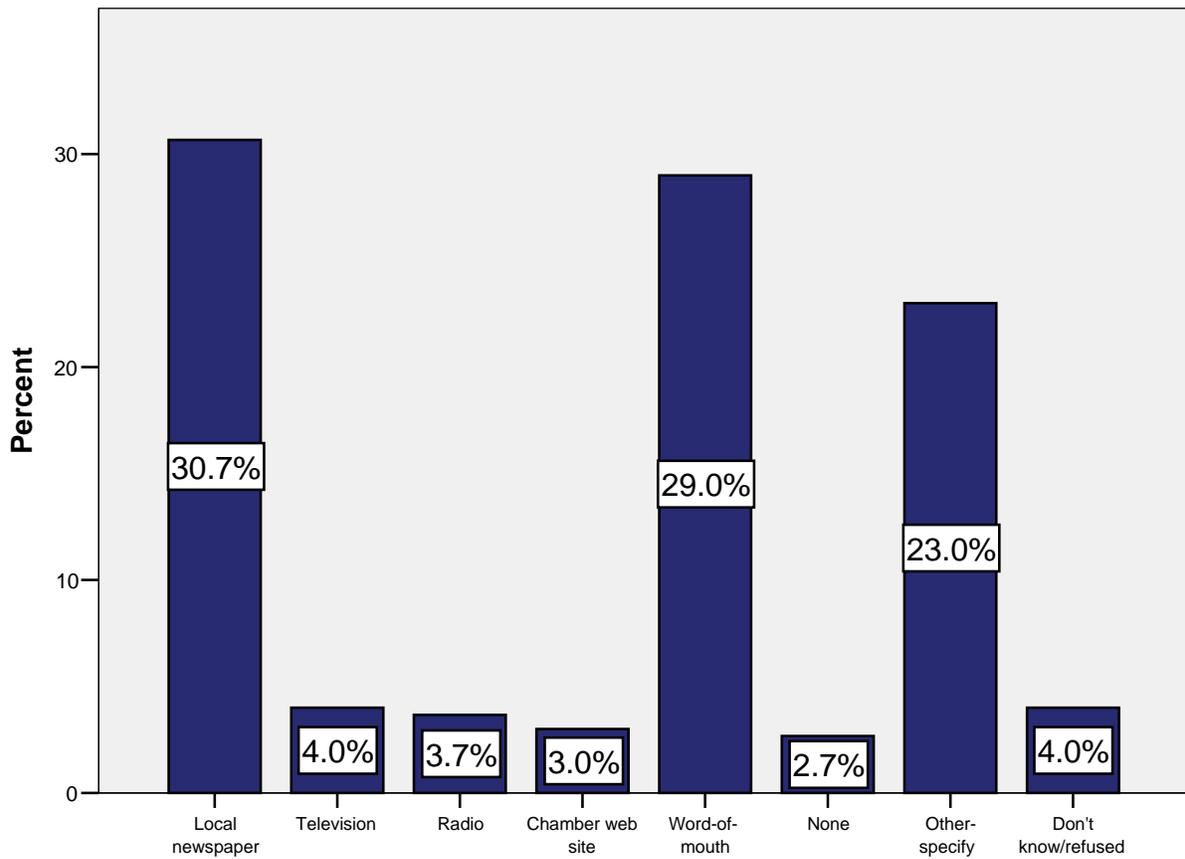
47. making the area more pedestrian-friendly



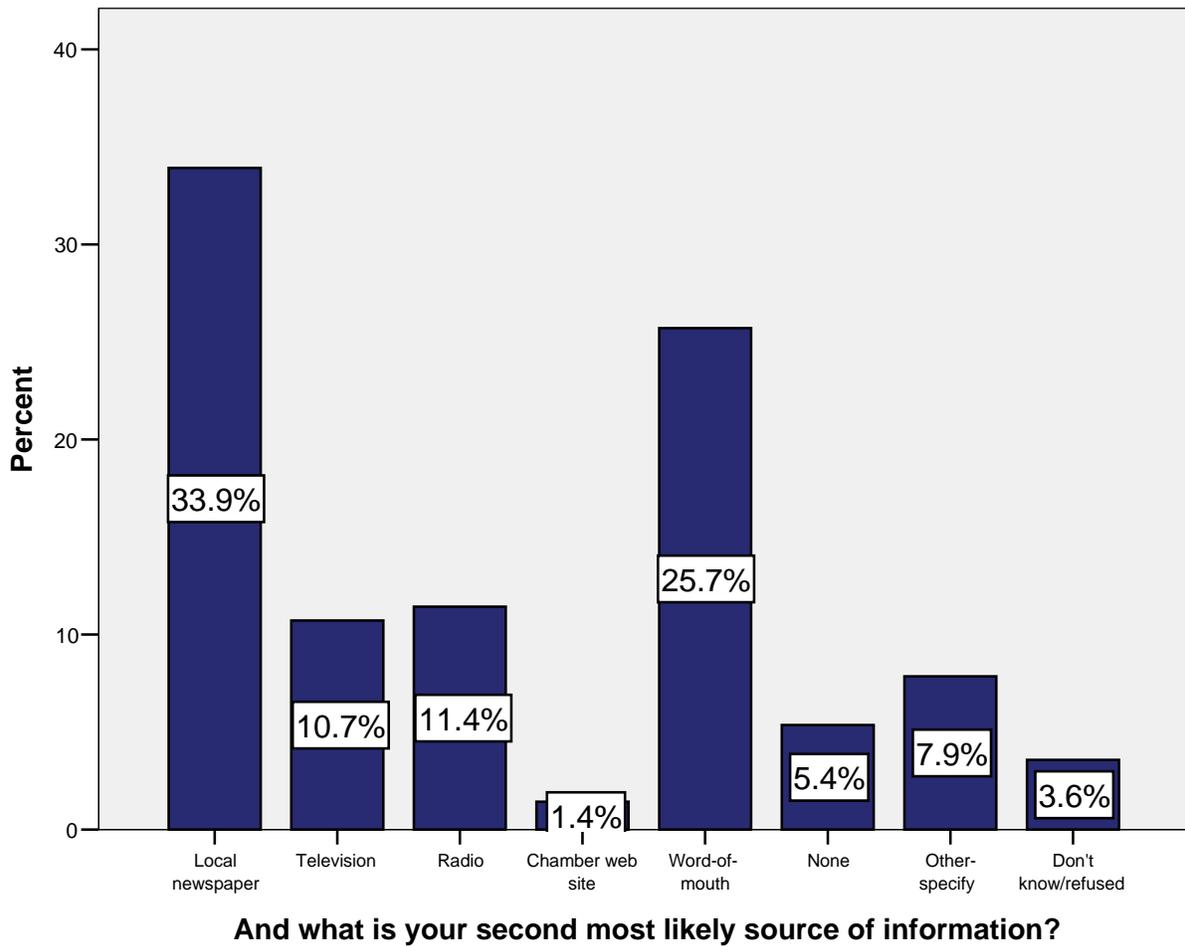
48. improving signage to help people find their way around

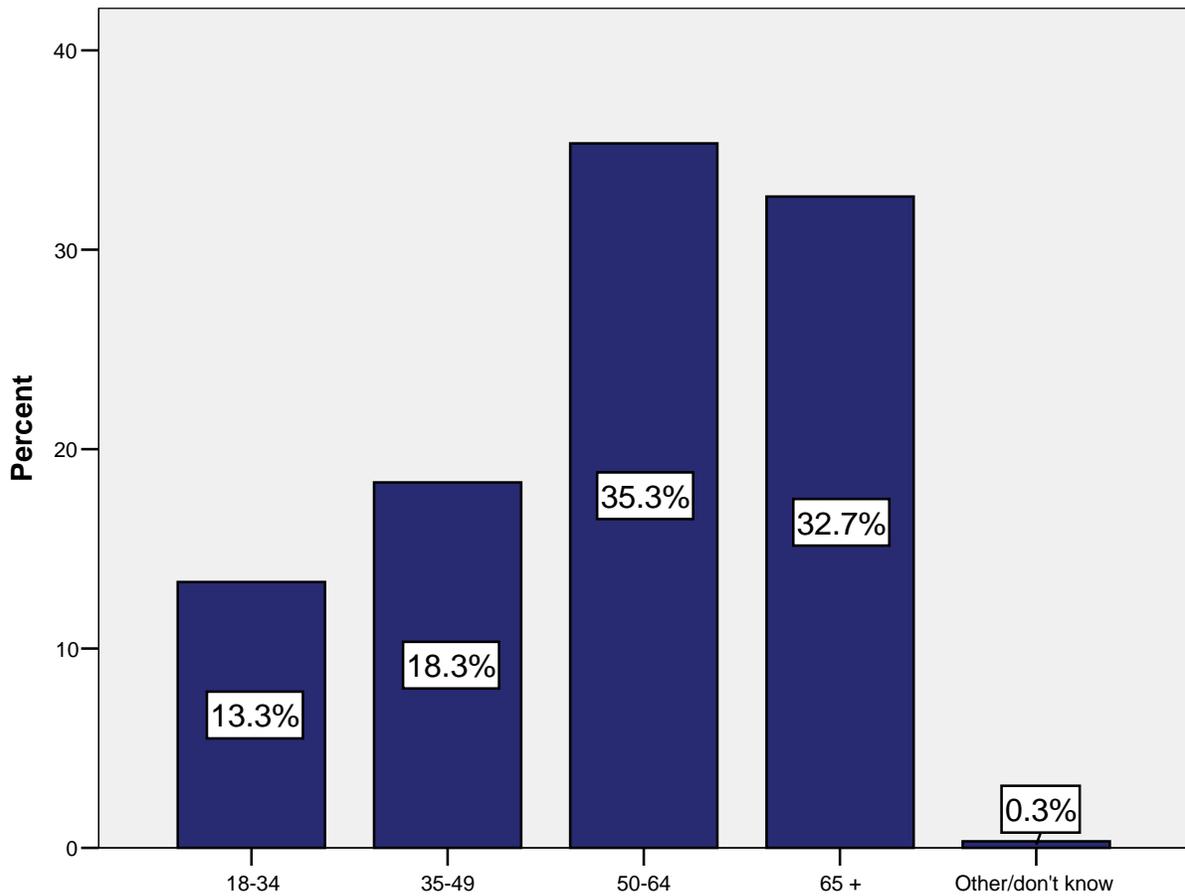


49. improving building facades

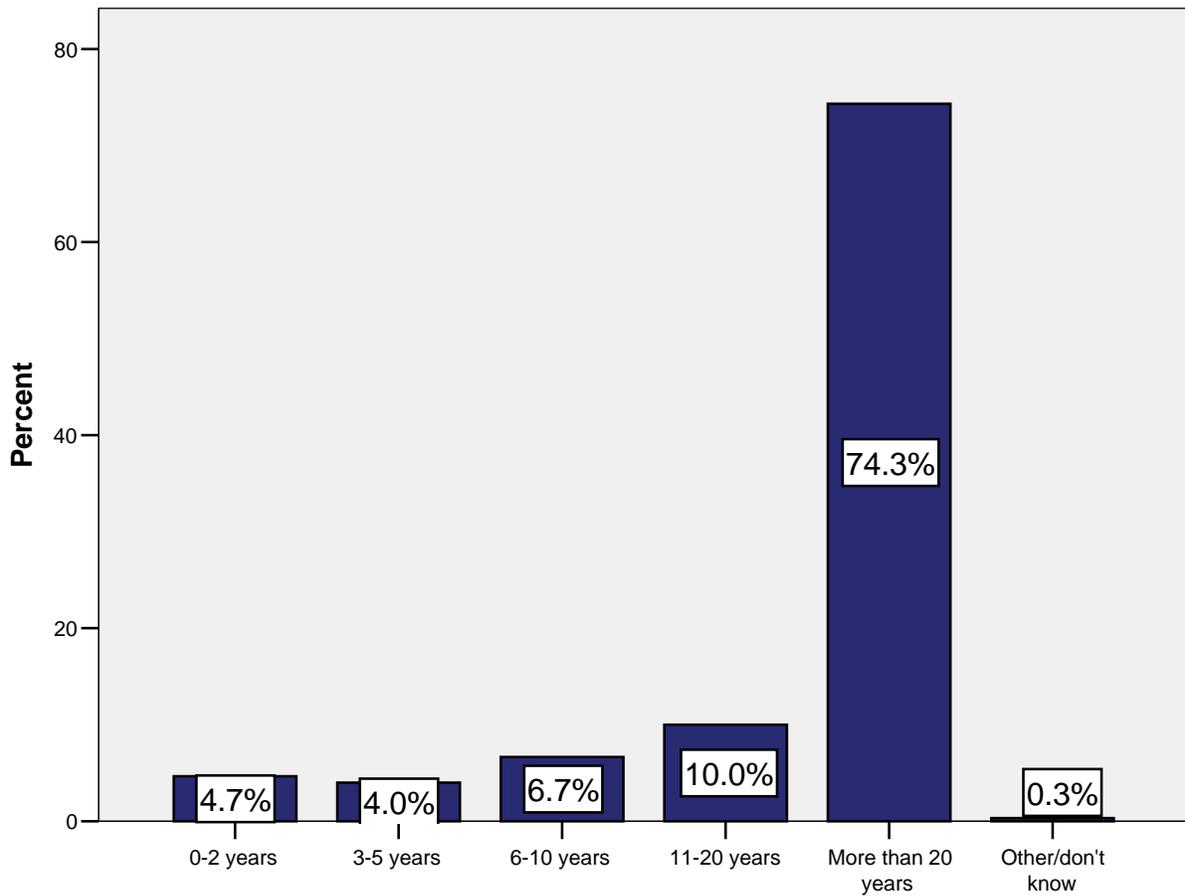


51. What would you say is your primary source of information about downtown Kennett?

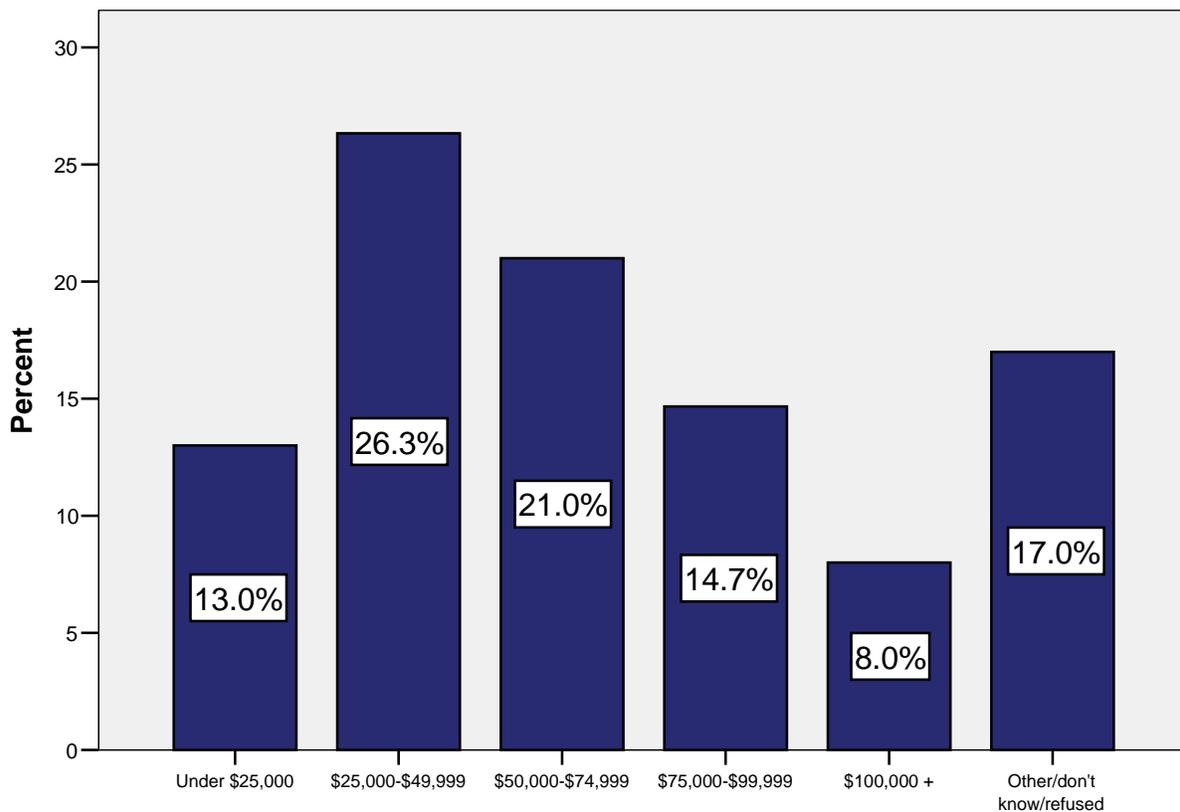




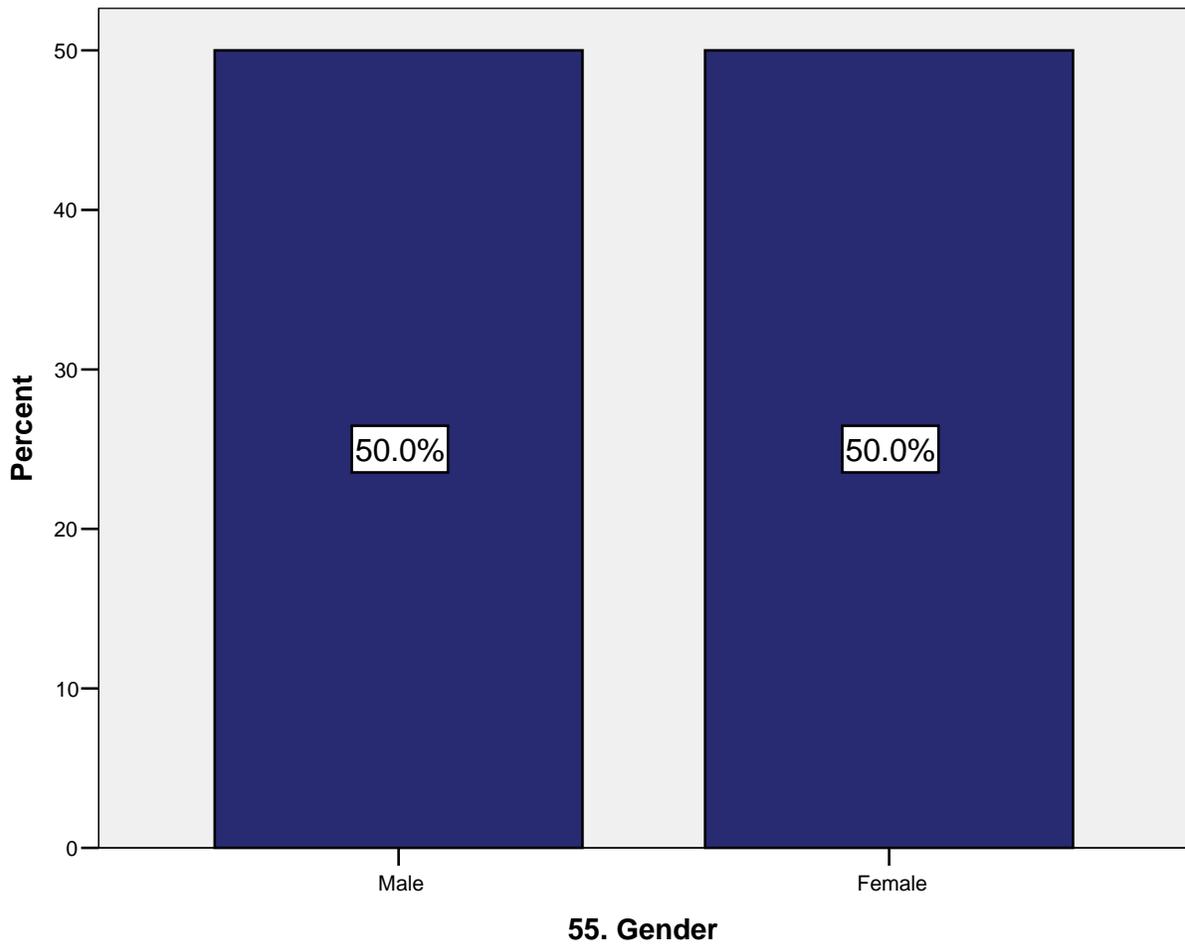
52. In which of the following age groups are you?



53. How long have you lived in the Kennett area?



54. 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.



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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 Kennett, 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 Kennett 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 Kennett?

- 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 8-16 ONLY IF ANSWERED 1-4 TO Q7] For each of the following, please tell me how often you visit downtown for these activities: very often, somewhat often, not very often or not at all.

Read list, code as follows:

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

(ROTATE ORDER)

8. shopping
9. dining
10. entertainment
11. outdoor recreation, such as walking
12. visiting the Sheryl Crow Aquatic Center
13. special events
14. government/post office
15. conducting business

[ASK ONLY IF ANSWERED 1-4 TO Q7] 16. Of the items listed above, which would you say is the one reason you most often visit downtown Kennett? [*repeat list if necessary, code responses as follows*]

- 1) shopping
- 2) dining
- 3) entertainment
- 4) outdoor recreation, such as walking
- 5) visiting the Sheryl Crow Aquatic Center
- 6) special events
- 7) government/post office
- 8) 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 Kennett are excellent, good, not so good or poor. The first is...

Read list, code as follows:

- 1) excellent
- 2) good
- 3) not so good
- 4) poor
- 9) other, don't know

(ROTATE ORDER)

17. signs to help people find their way around
18. convenient business hours
19. available green space
20. preservation of historic structures
21. occupied storefronts
22. adequate parking
23. diverse mix of businesses
24. dining options
25. entertainment options
26. condition of streets
27. condition of sidewalks
28. How important would you say it is that downtown Kennett 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 Kennett 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)

29. lodging such as a hotel, motel or bed and breakfast
30. casual dining
31. coffee shop
32. upscale specialty shops
33. antique shops
34. ice cream shop
35. art galleries/shops
36. upscale dining
37. clothing stores
38. bars/nightclubs
39. bookstores
40. Of the items listed above, what business would you most like to see in downtown Kennett?

(Read choices again if necessary.)

1. lodging such as a hotel, motel or bed and breakfast
2. casual dining
3. coffee shop
4. upscale specialty shops
5. antique shops
6. ice cream shop
7. art galleries/shops
8. upscale dining
9. clothing stores
10. bars/nightclubs
11. bookstores
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 Kennett using the same 5-point scale. *(Repeat scale again if necessary, record other/don't know as 9)*

41. adding green space

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

And now, a few final questions for classification purposes.

52. 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
53. How long have you lived in the Kennett 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

54. 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

55. 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**

Kennett, Missouri

		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
1. Thinking about the Kennett, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?	Right direction	45.0%	47.3%	47.2%	56.1%	42.9%	41.7%	55.0%	36.7%	52.0%	46.2%	48.1%	50.8%	65.9%	33.3%	50.7%	48.7%
	Mixed	12.5%	7.3%	10.4%	12.2%	0.0%	8.3%	15.0%	13.3%	11.2%	7.7%	8.9%	9.5%	13.6%	20.8%	12.7%	9.3%
	Wrong direction	32.5%	38.2%	36.8%	21.4%	50.0%	25.0%	25.0%	43.3%	29.6%	35.9%	36.7%	33.3%	18.2%	37.5%	29.3%	33.3%
	Other/don't know	10.0%	7.3%	5.7%	10.2%	7.1%	25.0%	5.0%	6.7%	7.2%	10.3%	6.3%	2.3%	8.3%	7.3%	8.7%	
		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
2. Revitalizing the Kennett downtown area	Very low priority (1)	7.5%	3.6%	11.3%	21.4%	14.3%	16.7%	15.0%	10.0%	12.6%	23.1%	16.5%	7.9%	2.3%	12.5%	16.0%	9.3%
	2	7.5%	7.3%	9.4%	6.1%	7.1%	0.0%	0.0%	6.7%	9.0%	7.7%	8.9%	9.5%	11.4%	0.0%	7.3%	8.0%
	3	35.0%	21.8%	28.3%	15.3%	28.6%	0.0%	30.0%	46.7%	20.6%	20.5%	20.3%	28.6%	27.3%	20.8%	26.7%	20.7%
	4	12.5%	30.9%	20.8%	18.4%	14.3%	16.7%	25.0%	6.7%	22.9%	23.1%	16.5%	20.6%	18.2%	37.5%	22.0%	19.3%
	Top priority (5)	37.5%	36.4%	28.3%	35.7%	35.7%	66.7%	25.0%	30.0%	33.2%	23.1%	36.7%	33.3%	38.6%	25.0%	27.3%	40.0%
	Other/don't know	0.0%	0.0%	1.9%	3.1%	0.0%	0.0%	0.0%	0.0%	1.8%	2.6%	1.3%	0.0%	2.3%	4.2%	0.7%	2.7%
	Tota high priority (4-5)	50.0%	67.3%	49.1%	54.1%	50.0%	83.3%	50.0%	36.7%	56.1%	46.2%	53.2%	54.0%	56.8%	62.5%	49.3%	59.3%
	Tota low priority (1-2)	15.0%	10.9%	20.8%	27.6%	21.4%	16.7%	15.0%	16.7%	21.5%	30.8%	25.3%	17.5%	13.6%	12.5%	23.3%	17.3%
		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
3. Repairing major streets	Very low priority (1)	7.5%	1.8%	9.4%	10.2%	7.1%	0.0%	5.0%	10.0%	8.5%	20.5%	10.1%	4.8%	2.3%	4.2%	6.0%	10.0%
	2	7.5%	5.5%	11.3%	8.2%	14.3%	0.0%	0.0%	3.3%	10.3%	0.0%	12.7%	9.5%	9.1%	4.2%	10.7%	6.7%
	3	17.5%	30.9%	17.9%	22.4%	28.6%	16.7%	15.0%	16.7%	23.3%	20.5%	26.6%	17.5%	22.7%	20.8%	22.7%	21.3%
	4	17.5%	21.8%	26.4%	18.4%	7.1%	25.0%	10.0%	26.7%	22.4%	12.8%	13.9%	31.7%	20.5%	41.7%	21.3%	22.0%
	Top priority (5)	42.5%	40.0%	34.9%	35.7%	42.9%	50.0%	60.0%	43.3%	33.2%	41.0%	35.4%	36.5%	43.2%	29.2%	36.7%	37.3%
	Other/don't know	7.5%	0.0%	0.0%	5.1%	0.0%	8.3%	10.0%	0.0%	2.2%	5.1%	1.3%	0.0%	2.3%	0.0%	2.7%	2.7%
	Tota high priority (4-5)	60.0%	61.8%	61.3%	54.1%	50.0%	75.0%	70.0%	70.0%	55.6%	53.8%	49.4%	68.3%	63.6%	70.8%	58.0%	59.3%
	Tota low priority (1-2)	15.0%	7.3%	20.8%	18.4%	21.4%	0.0%	5.0%	13.3%	18.8%	20.5%	22.8%	14.3%	11.4%	8.3%	16.7%	16.7%
		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
4. Improving emergency services	Very low priority (1)	2.5%	5.5%	5.7%	7.1%	21.4%	0.0%	10.0%	0.0%	5.4%	15.4%	7.6%	3.2%	0.0%	4.2%	6.0%	5.3%
	2	5.0%	7.3%	6.6%	8.2%	21.4%	8.3%	15.0%	3.3%	5.8%	10.3%	6.3%	3.2%	9.1%	8.3%	6.0%	8.0%
	3	20.0%	20.0%	26.4%	22.4%	14.3%	25.0%	10.0%	16.7%	25.6%	12.8%	16.5%	28.6%	22.7%	41.7%	26.7%	19.3%
	4	20.0%	18.2%	16.0%	18.4%	7.1%	8.3%	20.0%	26.7%	17.5%	10.3%	19.0%	15.9%	25.0%	8.3%	20.0%	15.3%
	Top priority (5)	47.5%	47.3%	43.4%	35.7%	14.3%	50.0%	45.0%	53.3%	42.2%	48.7%	45.6%	44.4%	43.2%	33.3%	38.0%	46.7%
	Other/don't know	5.0%	1.8%	1.9%	8.2%	21.4%	8.3%	5.0%	0.0%	3.6%	2.6%	5.1%	4.8%	0.0%	4.2%	3.3%	5.3%
	Tota high priority (4-5)	67.5%	65.5%	59.4%	54.1%	21.4%	58.3%	65.0%	80.0%	59.6%	59.0%	64.6%	60.3%	68.2%	41.7%	58.0%	62.0%
	Tota low priority (1-2)	7.5%	12.7%	12.3%	15.3%	42.9%	8.3%	25.0%	3.3%	11.2%	25.6%	13.9%	6.3%	9.1%	12.5%	12.0%	13.3%
		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
5. Upgrading parks and recreation facilities	Very low priority (1)	2.5%	7.3%	12.3%	15.3%	14.3%	0.0%	5.0%	6.7%	12.6%	17.9%	8.9%	12.7%	2.3%	8.3%	10.7%	11.3%
	2	10.0%	12.7%	9.4%	8.2%	7.1%	0.0%	10.0%	13.3%	10.3%	7.7%	8.9%	9.5%	15.9%	16.7%	10.7%	9.3%
	3	25.0%	32.7%	38.7%	23.5%	28.6%	16.7%	15.0%	23.3%	34.1%	20.5%	30.4%	36.5%	29.5%	37.5%	30.7%	30.7%
	4	17.5%	14.5%	17.0%	18.4%	0.0%	25.0%	30.0%	20.0%	16.1%	25.6%	15.2%	15.9%	22.7%	8.3%	17.3%	16.7%
	Top priority (5)	40.0%	30.9%	20.8%	31.6%	50.0%	50.0%	40.0%	36.7%	24.2%	25.6%	31.6%	23.8%	29.5%	25.0%	26.7%	30.7%
	Other/don't know	5.0%	1.8%	1.9%	3.1%	0.0%	8.3%	0.0%	0.0%	2.7%	2.6%	5.1%	1.6%	0.0%	4.2%	4.0%	1.3%
	Tota high priority (4-5)	57.5%	45.5%	37.7%	50.0%	50.0%	75.0%	70.0%	56.7%	40.4%	51.3%	46.8%	39.7%	52.3%	33.3%	44.0%	47.3%
	Tota low priority (1-2)	12.5%	20.0%	21.7%	23.5%	21.4%	0.0%	15.0%	20.0%	22.9%	25.6%	17.7%	22.2%	18.2%	25.0%	21.3%	20.7%
		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
6. Attracting more big box retail development	Very low priority (1)	0.0%	1.8%	10.4%	10.2%	7.1%	8.3%	5.0%	10.0%	7.6%	12.8%	7.6%	6.3%	2.3%	12.5%	8.0%	7.3%
	2	5.0%	5.5%	10.4%	8.2%	14.3%	8.3%	10.0%	10.0%	6.7%	5.1%	7.6%	9.5%	9.1%	8.3%	10.7%	4.7%
	3	17.5%	16.4%	8.5%	21.4%	28.6%	0.0%	20.0%	23.3%	13.9%	17.9%	15.2%	12.7%	20.5%	8.3%	16.7%	14.0%
	4	30.0%	23.6%	14.2%	15.3%	14.3%	8.3%	25.0%	23.3%	17.9%	15.4%	16.5%	25.4%	13.6%	25.0%	18.7%	18.0%
	Top priority (5)	42.5%	49.1%	52.8%	37.8%	35.7%	66.7%	30.0%	33.3%	48.4%	38.5%	50.6%	42.9%	54.5%	37.5%	42.0%	49.3%
	Other/don't know	5.0%	3.6%	4.7%	7.1%	0.0%	8.3%	10.0%	0.0%	5.4%	10.3%	2.6%	3.2%	0.0%	8.3%	4.0%	6.7%
	Tota high priority (4-5)	72.5%	72.7%	67.0%	53.1%	50.0%	75.0%	55.0%	56.7%	66.4%	53.8%	67.1%	68.3%	68.2%	62.5%	60.7%	67.3%
	Tota low priority (1-2)	5.0%	7.3%	19.8%	18.4%	21.4%	16.7%	15.0%	20.0%	14.3%	17.9%	15.2%	15.9%	11.4%	20.8%	18.7%	12.0%

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

Kennett, Missouri

		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
7. How often do you visit downtown Kennett?	Once a year or less	5.0%	3.6%	11.3%	12.2%	14.3%	0.0%	15.0%	3.3%	9.9%	5.1%	13.9%	6.3%	6.8%	4.2%	8.7%	10.0%
	Less than once a month	7.5%	21.8%	8.5%	9.2%	7.1%	16.7%	10.0%	10.0%	11.2%	5.1%	13.9%	15.9%	11.4%	16.7%	6.7%	15.3%
	One to five times per month	10.0%	20.0%	17.9%	21.4%	42.9%	33.3%	5.0%	20.0%	17.0%	30.8%	16.5%	17.5%	13.6%	20.8%	18.7%	18.0%
	More than 5 times a month	77.5%	54.5%	61.3%	56.1%	35.7%	50.0%	65.0%	66.7%	61.0%	53.8%	55.7%	60.3%	68.2%	58.3%	66.0%	54.7%
	Other - specify	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	Don't visit downtown	0.0%	0.0%	0.9%	1.0%	0.0%	0.0%	5.0%	0.0%	0.4%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
Don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
8. shopping	Very often	42.5%	20.0%	21.0%	12.4%	28.6%	50.0%	31.6%	20.0%	18.1%	35.1%	21.5%	20.6%	15.9%	20.8%	17.3%	24.5%
	Somewhat often	22.5%	30.9%	31.4%	30.9%	28.6%	16.7%	21.1%	23.3%	32.6%	21.6%	31.6%	34.9%	27.3%	25.0%	32.7%	27.2%
	Not very often	22.5%	32.7%	23.8%	21.6%	21.4%	33.3%	26.3%	36.7%	22.6%	18.9%	20.3%	17.5%	40.9%	37.5%	26.0%	23.1%
	Not at all	12.5%	16.4%	23.8%	34.0%	21.4%	0.0%	21.1%	20.0%	26.2%	24.3%	26.6%	27.0%	15.9%	16.7%	23.3%	25.2%
	Other/don't know	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
	Very/somewhat often	65.0%	50.9%	52.4%	43.3%	57.1%	66.7%	52.6%	43.3%	50.7%	56.8%	53.2%	55.6%	43.2%	45.8%	50.0%	51.7%
Not very/not at all often	35.0%	49.1%	47.6%	55.7%	42.9%	33.3%	47.4%	56.7%	48.9%	43.2%	46.8%	44.4%	56.8%	54.2%	49.3%	48.3%	
		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
9. dining	Very often	17.5%	18.2%	14.3%	10.3%	14.3%	16.7%	5.3%	16.7%	14.5%	27.0%	13.9%	12.7%	4.5%	8.3%	9.3%	19.0%
	Somewhat often	20.0%	18.2%	13.3%	15.5%	28.6%	16.7%	21.1%	10.0%	15.4%	24.3%	13.9%	17.5%	13.6%	16.7%	16.7%	15.0%
	Not very often	17.5%	16.4%	18.1%	19.6%	14.3%	8.3%	5.3%	13.3%	20.8%	21.6%	10.1%	17.5%	20.5%	25.0%	22.7%	13.6%
	Not at all	45.0%	47.3%	52.4%	52.6%	35.7%	58.3%	63.2%	60.0%	48.4%	24.3%	62.0%	50.8%	61.4%	50.0%	49.3%	51.7%
	Other/don't know	0.0%	0.0%	1.9%	2.1%	7.1%	0.0%	5.3%	0.0%	0.9%	2.7%	0.0%	1.6%	0.0%	0.0%	2.0%	0.7%
	Very/somewhat often	37.5%	36.4%	27.6%	25.8%	42.9%	33.3%	26.3%	26.7%	29.9%	51.4%	27.8%	30.2%	18.2%	25.0%	26.0%	34.0%
Not very/not at all often	62.5%	63.6%	70.5%	72.2%	50.0%	66.7%	68.4%	73.3%	69.2%	45.9%	72.2%	68.3%	81.8%	75.0%	72.0%	65.3%	
		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
10. entertainment	Very often	15.0%	7.3%	6.7%	2.1%	7.1%	16.7%	15.8%	16.7%	3.6%	10.8%	7.6%	9.5%	2.3%	4.2%	6.7%	6.1%
	Somewhat often	25.0%	20.0%	16.2%	12.4%	21.4%	16.7%	21.1%	16.7%	16.3%	24.3%	8.9%	19.0%	34.1%	12.5%	20.0%	13.6%
	Not very often	30.0%	27.3%	33.3%	29.9%	21.4%	33.3%	31.6%	20.0%	32.6%	16.2%	31.6%	27.0%	27.3%	58.3%	32.7%	28.6%
	Not at all	30.0%	43.6%	43.8%	55.7%	50.0%	33.3%	31.6%	46.7%	47.1%	45.9%	51.9%	44.4%	36.4%	25.0%	40.0%	51.7%
	Other/don't know	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	2.7%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
	Very/somewhat often	40.0%	27.3%	22.9%	14.4%	28.6%	33.3%	36.8%	33.3%	19.9%	35.1%	16.5%	28.6%	36.4%	16.7%	26.7%	19.7%
Not very/not at all often	60.0%	70.9%	77.1%	85.6%	71.4%	66.7%	63.2%	66.7%	79.6%	62.2%	83.5%	71.4%	63.6%	83.3%	72.7%	80.3%	
		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
11. outdoor recreation, such as walking	Very often	22.5%	7.3%	11.4%	17.5%	7.1%	25.0%	21.1%	20.0%	12.7%	8.1%	20.3%	12.7%	4.5%	8.3%	11.3%	17.0%
	Somewhat often	17.5%	21.8%	16.2%	11.3%	28.6%	16.7%	15.8%	13.3%	15.4%	16.2%	13.9%	22.2%	18.2%	8.3%	15.3%	16.3%
	Not very often	27.5%	29.1%	28.6%	32.0%	21.4%	41.7%	21.1%	36.7%	29.4%	40.5%	24.1%	25.4%	34.1%	29.2%	32.0%	27.2%
	Not at all	32.5%	41.8%	43.8%	39.2%	42.9%	16.7%	42.1%	30.0%	42.5%	35.1%	41.8%	39.7%	43.2%	54.2%	41.3%	39.5%
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Very/somewhat often	40.0%	29.1%	27.6%	28.9%	35.7%	41.7%	36.8%	33.3%	28.1%	24.3%	34.2%	34.9%	22.7%	16.7%	26.7%	33.3%
Not very/not at all often	60.0%	70.9%	72.4%	71.1%	64.3%	58.3%	63.2%	66.7%	71.9%	75.7%	65.8%	65.1%	77.3%	83.3%	73.3%	66.7%	
		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
12. visiting the Sheryl Crow Aquatic Center	Very often	7.5%	12.7%	5.7%	5.2%	0.0%	16.7%	10.5%	6.7%	6.8%	0.0%	8.9%	6.3%	6.8%	8.3%	6.0%	8.2%
	Somewhat often	15.0%	20.0%	8.6%	11.3%	7.1%	0.0%	15.8%	23.3%	11.8%	8.1%	12.7%	14.3%	20.5%	12.5%	12.0%	12.9%
	Not very often	35.0%	23.6%	22.9%	18.6%	21.4%	16.7%	21.1%	30.0%	23.1%	21.6%	15.2%	25.4%	38.6%	29.2%	24.7%	21.8%
	Not at all	42.5%	43.6%	62.9%	63.9%	71.4%	66.7%	52.6%	40.0%	57.9%	70.3%	63.3%	54.0%	34.1%	50.0%	57.3%	56.5%
	Other/don't know	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	Very/somewhat often	22.5%	32.7%	14.3%	16.5%	7.1%	16.7%	26.3%	30.0%	18.6%	8.1%	21.5%	20.6%	27.3%	20.8%	18.0%	21.1%
Not very/not at all often	77.5%	67.3%	85.7%	82.5%	92.9%	83.3%	73.7%	70.0%	81.0%	91.9%	78.5%	79.4%	72.7%	79.2%	82.0%	78.2%	

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		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
13. special events	Very often	17.5%	1.8%	7.6%	5.2%	0.0%	0.0%	10.5%	13.3%	6.8%	10.8%	6.3%	9.5%	8.3%	6.0%	8.2%	
	Somewhat often	32.5%	27.3%	20.0%	17.5%	21.4%	25.0%	21.1%	30.0%	21.3%	29.7%	24.1%	22.2%	25.0%	24.0%	20.4%	
	Not very often	22.5%	47.3%	41.9%	36.1%	35.7%	50.0%	31.6%	26.7%	40.3%	21.6%	38.0%	39.7%	45.5%	44.0%	32.7%	
	Not at all	27.5%	23.6%	30.5%	40.2%	42.9%	25.0%	36.8%	30.0%	31.2%	37.8%	31.6%	28.6%	20.5%	20.8%	25.3%	38.8%
	Other/don't know	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	
	Very/somewhat often	50.0%	29.1%	27.6%	22.7%	21.4%	25.0%	31.6%	43.3%	28.1%	40.5%	30.4%	31.7%	34.1%	33.3%	30.0%	28.6%
	Not very/not at all often	50.0%	70.9%	72.4%	76.3%	78.6%	75.0%	68.4%	56.7%	71.5%	59.5%	69.6%	68.3%	65.9%	66.7%	69.3%	71.4%
		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
14. government/post office	Very often	27.5%	41.8%	48.6%	40.2%	35.7%	58.3%	21.1%	50.0%	42.1%	29.7%	40.5%	41.3%	52.3%	58.3%	40.7%	42.9%
	Somewhat often	40.0%	38.2%	27.6%	30.9%	14.3%	16.7%	52.6%	30.0%	32.6%	18.9%	34.2%	39.7%	38.6%	25.0%	38.0%	26.5%
	Not very often	15.0%	16.4%	19.0%	24.7%	42.9%	25.0%	15.8%	13.3%	19.5%	43.2%	15.2%	14.3%	6.8%	12.5%	16.7%	23.1%
	Not at all	17.5%	3.6%	4.8%	4.1%	7.1%	0.0%	10.5%	6.7%	5.9%	8.1%	10.1%	4.8%	2.3%	4.2%	4.7%	7.5%
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Very/somewhat often	67.5%	80.0%	76.2%	71.1%	50.0%	75.0%	73.7%	80.0%	74.7%	48.6%	74.7%	81.0%	90.9%	83.3%	78.7%	69.4%
	Not very/not at all often	32.5%	20.0%	23.8%	28.9%	50.0%	25.0%	26.3%	20.0%	25.3%	51.4%	25.3%	19.0%	9.1%	16.7%	21.3%	30.6%
		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
15. conducting business	Very often	22.5%	32.7%	25.7%	24.7%	0.0%	33.3%	31.6%	26.7%	27.1%	29.7%	24.1%	19.0%	31.8%	45.8%	31.3%	21.1%
	Somewhat often	37.5%	38.2%	36.2%	25.8%	50.0%	8.3%	21.1%	36.7%	34.4%	29.7%	29.1%	42.9%	36.4%	29.2%	32.0%	34.7%
	Not very often	25.0%	23.6%	24.8%	24.7%	28.6%	41.7%	15.8%	23.3%	24.4%	16.2%	27.8%	23.8%	29.5%	16.7%	23.3%	25.9%
	Not at all	15.0%	5.5%	12.4%	23.7%	21.4%	16.7%	31.6%	13.3%	13.1%	24.3%	19.0%	12.7%	2.3%	8.3%	12.7%	17.7%
	Other/don't know	0.0%	0.0%	1.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.7%	0.7%
	Very/somewhat often	60.0%	70.9%	61.9%	50.5%	50.0%	41.7%	52.6%	63.3%	61.5%	59.5%	53.2%	61.9%	68.2%	75.0%	63.3%	55.8%
	Not very/not at all often	40.0%	29.1%	37.1%	48.5%	50.0%	58.3%	47.4%	36.7%	37.6%	40.5%	46.8%	36.5%	31.8%	25.0%	36.0%	43.5%
		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
16. Of the items listed above, which would you say is the one reason you most often visit downtown Kennett?	Shopping	25.0%	16.4%	17.1%	21.6%	21.4%	33.3%	31.6%	20.0%	17.6%	27.0%	24.1%	20.6%	15.9%	8.3%	15.3%	23.8%
	Dining	10.0%	7.3%	1.9%	2.1%	0.0%	8.3%	5.3%	6.7%	3.6%	5.4%	3.8%	6.3%	0.0%	4.2%	6.0%	2.0%
	Entertainment	10.0%	0.0%	1.9%	1.0%	7.1%	0.0%	5.3%	10.0%	0.9%	0.0%	3.8%	3.2%	2.3%	0.0%	2.7%	2.0%
	Outdoor recreation such as walking	2.5%	3.6%	1.9%	5.2%	7.1%	8.3%	0.0%	10.0%	2.3%	0.0%	5.1%	3.2%	0.0%	4.2%	3.3%	3.4%
	Visiting the Sheryl Crow Aquatic Center	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%
	Special events	5.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	3.3%	0.9%	0.0%	1.3%	0.0%	0.0%	4.2%	0.7%	1.4%
	Government/post office	27.5%	47.3%	46.7%	33.0%	35.7%	33.3%	31.6%	33.3%	41.6%	29.7%	32.9%	46.0%	52.3%	45.8%	42.0%	37.4%
	Conducting business	20.0%	21.8%	22.9%	23.7%	28.6%	16.7%	26.3%	16.7%	23.1%	24.3%	22.8%	15.9%	25.0%	20.8%	24.0%	21.1%
	Other/don't know	0.0%	3.6%	7.6%	12.4%	0.0%	0.0%	0.0%	0.0%	10.0%	13.5%	6.3%	4.8%	4.5%	12.5%	6.0%	8.8%
		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
17. signs to help people find their way around	Excellent	7.5%	3.6%	4.7%	8.2%	14.3%	0.0%	5.0%	0.0%	6.7%	7.7%	6.3%	3.2%	0.0%	4.2%	6.7%	5.3%
	Good	47.5%	56.4%	59.4%	58.2%	50.0%	75.0%	40.0%	46.7%	59.2%	56.4%	59.5%	60.3%	56.8%	50.0%	52.7%	61.3%
	Not so good	10.0%	25.5%	18.9%	16.3%	21.4%	25.0%	20.0%	26.7%	16.1%	15.4%	15.2%	20.6%	25.0%	20.8%	18.0%	18.0%
	Poor	27.5%	10.9%	14.2%	10.2%	7.1%	0.0%	30.0%	23.3%	12.6%	15.4%	15.2%	14.3%	13.6%	12.5%	17.3%	10.7%
	Other/don't know	7.5%	3.6%	2.8%	7.1%	7.1%	0.0%	5.0%	3.3%	5.4%	5.1%	3.8%	1.6%	4.5%	12.5%	5.3%	4.7%
	Excellent/good	55.0%	60.0%	64.2%	66.3%	64.3%	75.0%	45.0%	46.7%	65.9%	64.1%	65.8%	63.5%	56.8%	54.2%	59.3%	66.7%
	Not good/poor	37.5%	36.4%	33.0%	26.5%	28.6%	25.0%	50.0%	50.0%	28.7%	30.8%	30.4%	34.9%	38.6%	33.3%	35.3%	28.7%

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

Kennett, Missouri

		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
18. convenient business hours	Excellent	5.0%	5.5%	4.7%	10.2%	0.0%	0.0%	15.0%	3.3%	7.2%	5.1%	7.6%	3.2%	9.1%	4.2%	8.0%	5.3%
	Good	55.0%	70.9%	56.6%	61.2%	85.7%	66.7%	35.0%	56.7%	61.9%	59.0%	62.0%	63.5%	59.1%	54.2%	56.7%	64.7%
	Not so good	27.5%	18.2%	21.7%	15.3%	0.0%	33.3%	30.0%	20.0%	19.3%	17.9%	16.5%	20.6%	22.7%	33.3%	21.3%	18.0%
	Poor	12.5%	3.6%	14.2%	11.2%	14.3%	0.0%	20.0%	16.7%	9.9%	15.4%	12.7%	11.1%	9.1%	4.2%	11.3%	10.7%
	Other/don't know	0.0%	1.8%	2.8%	2.0%	0.0%	0.0%	0.0%	3.3%	1.8%	2.6%	1.3%	1.6%	0.0%	4.2%	2.7%	1.3%
	Excellent/good	60.0%	76.4%	61.3%	71.4%	85.7%	66.7%	50.0%	60.0%	69.1%	64.1%	69.6%	66.7%	68.2%	58.3%	64.7%	70.0%
Not good/poor	40.0%	21.8%	35.8%	26.5%	14.3%	33.3%	50.0%	36.7%	29.1%	33.3%	29.1%	31.7%	31.8%	37.5%	32.7%	28.7%	
19. available green space	Excellent	2.5%	1.8%	2.8%	1.0%	0.0%	0.0%	5.0%	0.0%	2.2%	2.6%	1.3%	0.0%	0.0%	4.2%	2.0%	2.0%
	Good	42.5%	29.1%	29.2%	33.7%	42.9%	33.3%	40.0%	26.7%	31.8%	28.2%	36.7%	34.9%	31.8%	16.7%	35.3%	29.3%
	Not so good	25.0%	30.9%	26.4%	28.6%	14.3%	33.3%	25.0%	40.0%	26.9%	23.1%	19.0%	33.3%	38.6%	41.7%	23.3%	32.0%
	Poor	25.0%	20.0%	23.6%	18.4%	28.6%	0.0%	20.0%	20.0%	22.4%	17.9%	26.6%	15.9%	25.0%	29.2%	20.7%	22.0%
	Other/don't know	5.0%	18.2%	17.9%	18.4%	14.3%	33.3%	10.0%	13.3%	16.6%	28.2%	16.5%	15.9%	4.5%	8.3%	18.7%	14.7%
	Excellent/good	45.0%	30.9%	32.1%	34.7%	42.9%	33.3%	45.0%	26.7%	34.1%	30.8%	38.0%	34.9%	31.8%	20.8%	37.3%	31.3%
Not good/poor	50.0%	50.9%	50.0%	46.9%	42.9%	33.3%	45.0%	60.0%	49.3%	41.0%	45.6%	49.2%	63.6%	70.8%	44.0%	54.0%	
20. preservation of historic structures	Excellent	5.0%	5.5%	3.8%	0.0%	7.1%	8.3%	10.0%	3.3%	2.2%	10.3%	3.8%	3.2%	0.0%	0.0%	2.7%	4.0%
	Good	40.0%	43.6%	39.6%	52.0%	57.1%	58.3%	30.0%	30.0%	46.2%	28.2%	50.6%	41.3%	52.3%	41.7%	43.3%	45.3%
	Not so good	35.0%	34.5%	32.1%	25.5%	21.4%	16.7%	25.0%	43.3%	30.9%	25.6%	26.6%	36.5%	36.4%	33.3%	32.0%	29.3%
	Poor	20.0%	14.5%	19.8%	15.3%	14.3%	0.0%	25.0%	20.0%	17.5%	25.6%	16.5%	15.9%	11.4%	20.8%	16.7%	18.0%
	Other/don't know	0.0%	1.8%	4.7%	7.1%	0.0%	16.7%	10.0%	3.3%	3.1%	10.3%	3.2%	3.2%	0.0%	4.2%	5.3%	3.3%
	Excellent/good	45.0%	49.1%	43.4%	52.0%	64.3%	66.7%	40.0%	33.3%	48.4%	38.5%	54.4%	44.4%	52.3%	41.7%	46.0%	49.3%
Not good/poor	55.0%	49.1%	51.9%	40.8%	35.7%	16.7%	50.0%	63.3%	48.4%	51.3%	43.0%	52.4%	47.7%	54.2%	48.7%	47.3%	
21. occupied storefronts	Excellent	7.5%	0.0%	0.9%	0.0%	0.0%	0.0%	5.0%	3.3%	0.9%	2.6%	2.5%	0.0%	0.0%	1.3%	1.3%	
	Good	32.5%	23.6%	19.8%	30.6%	21.4%	41.7%	25.0%	23.3%	26.0%	25.6%	35.4%	23.8%	15.9%	12.5%	27.3%	24.7%
	Not so good	42.5%	52.7%	46.2%	34.7%	42.9%	33.3%	30.0%	36.7%	45.7%	28.2%	34.2%	47.6%	59.1%	62.5%	39.3%	46.7%
	Poor	17.5%	18.2%	28.3%	26.5%	21.4%	8.3%	25.0%	30.0%	24.7%	33.3%	22.8%	25.4%	25.0%	25.0%	27.3%	21.3%
	Other/don't know	0.0%	5.5%	4.7%	8.2%	14.3%	16.7%	15.0%	6.7%	2.7%	10.3%	5.1%	3.2%	0.0%	0.0%	4.7%	6.0%
	Excellent/good	40.0%	23.6%	20.8%	30.6%	21.4%	41.7%	30.0%	26.7%	26.9%	28.2%	38.0%	23.8%	15.9%	12.5%	28.7%	26.0%
Not good/poor	60.0%	70.9%	74.5%	61.2%	64.3%	41.7%	55.0%	66.7%	70.4%	61.5%	57.0%	73.0%	84.1%	87.5%	66.7%	68.0%	
22. adequate parking	Excellent	7.5%	1.8%	4.7%	7.1%	7.1%	0.0%	5.0%	0.0%	6.3%	0.0%	7.6%	3.2%	2.3%	12.5%	5.3%	5.3%
	Good	47.5%	43.6%	57.5%	65.3%	57.1%	41.7%	65.0%	46.7%	57.4%	69.2%	55.7%	54.0%	54.5%	45.8%	56.0%	56.7%
	Not so good	20.0%	29.1%	20.8%	14.3%	7.1%	50.0%	15.0%	30.0%	18.4%	17.9%	16.5%	23.8%	20.5%	33.3%	18.7%	21.3%
	Poor	25.0%	21.8%	17.0%	13.3%	21.4%	8.3%	15.0%	23.3%	17.5%	12.8%	20.3%	17.5%	20.5%	8.3%	19.3%	16.0%
	Other/don't know	0.0%	3.6%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	1.6%	2.3%	0.0%	0.7%	0.7%
	Excellent/good	55.0%	45.5%	62.3%	72.4%	64.3%	41.7%	70.0%	46.7%	63.7%	69.2%	63.3%	57.1%	56.8%	58.3%	61.3%	62.0%
Not good/poor	45.0%	50.9%	37.7%	27.6%	28.6%	58.3%	30.0%	53.3%	35.9%	30.8%	36.7%	41.3%	40.9%	41.7%	38.0%	37.3%	
23. diverse mix of businesses	Excellent	5.0%	3.6%	3.8%	0.0%	0.0%	0.0%	10.0%	6.7%	1.8%	10.3%	1.3%	1.6%	0.0%	4.7%	0.7%	
	Good	37.5%	43.6%	34.9%	31.6%	42.9%	41.7%	30.0%	36.7%	35.4%	30.8%	36.7%	34.9%	36.4%	20.8%	34.7%	36.7%
	Not so good	35.0%	32.7%	38.7%	35.7%	28.6%	41.7%	20.0%	30.0%	39.0%	33.3%	34.2%	31.7%	45.5%	62.5%	34.7%	38.0%
	Poor	20.0%	16.4%	21.7%	22.4%	14.3%	16.7%	35.0%	26.7%	19.3%	15.4%	24.1%	23.8%	18.2%	16.7%	22.0%	19.3%
	Other/don't know	2.5%	3.6%	0.9%	10.2%	14.3%	0.0%	5.0%	0.0%	4.5%	10.3%	3.8%	7.9%	0.0%	0.0%	4.0%	5.3%
	Excellent/good	42.5%	47.3%	38.7%	31.6%	42.9%	41.7%	40.0%	43.3%	37.2%	41.0%	38.0%	36.5%	36.4%	20.8%	39.3%	37.3%
Not good/poor	55.0%	49.1%	60.4%	58.2%	42.9%	58.3%	55.0%	56.7%	58.3%	48.7%	58.2%	55.6%	63.6%	79.2%	56.7%	57.3%	

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

Kennett, Missouri

		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
24. dining options	Excellent	5.0%	0.0%	1.9%	3.1%	0.0%	0.0%	0.0%	3.3%	2.7%	2.6%	3.8%	3.2%	0.0%	0.0%	3.3%	1.3%
	Good	35.0%	34.5%	21.7%	29.6%	35.7%	41.7%	40.0%	26.7%	26.5%	51.3%	26.6%	23.8%	13.6%	16.7%	30.0%	26.7%
	Not so good	30.0%	41.8%	31.1%	18.4%	28.6%	41.7%	20.0%	26.7%	29.1%	23.1%	21.5%	34.9%	38.6%	41.7%	28.7%	28.7%
	Poor	30.0%	21.8%	42.5%	49.0%	28.6%	16.7%	40.0%	40.0%	40.8%	17.9%	48.1%	34.9%	47.7%	37.5%	36.0%	42.0%
	Other/don't know	0.0%	1.8%	2.8%	0.0%	7.1%	0.0%	0.0%	3.3%	0.9%	5.1%	0.0%	3.2%	0.0%	4.2%	2.0%	1.3%
	Excellent/good	40.0%	34.5%	23.6%	32.7%	35.7%	41.7%	40.0%	30.0%	29.1%	53.8%	30.4%	27.0%	13.6%	16.7%	33.3%	28.0%
Not good/poor	60.0%	63.6%	73.6%	67.3%	57.1%	58.3%	60.0%	66.7%	70.0%	41.0%	69.6%	69.8%	86.4%	79.2%	64.7%	70.7%	
		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
25. entertainment options	Excellent	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
	Good	12.5%	18.2%	12.3%	20.4%	14.3%	16.7%	15.0%	10.0%	17.0%	20.5%	12.7%	19.0%	9.1%	12.5%	18.7%	14.0%
	Not so good	45.0%	50.9%	39.6%	36.7%	42.9%	75.0%	40.0%	56.7%	37.7%	41.0%	39.2%	47.6%	47.7%	45.8%	36.0%	46.7%
	Poor	42.5%	30.9%	43.4%	33.7%	35.7%	8.3%	30.0%	41.3%	41.3%	30.8%	45.6%	33.3%	40.9%	41.7%	41.3%	34.0%
	Other/don't know	0.0%	0.0%	3.8%	9.2%	7.1%	0.0%	10.0%	3.3%	4.0%	7.7%	2.5%	0.0%	2.3%	0.0%	3.3%	5.3%
	Excellent/good	12.5%	18.2%	13.2%	20.4%	14.3%	16.7%	20.0%	10.0%	17.0%	20.5%	12.7%	19.0%	9.1%	12.5%	19.3%	14.0%
Not good/poor	87.5%	81.8%	83.0%	70.4%	78.6%	83.3%	70.0%	86.7%	78.9%	71.8%	84.8%	81.0%	88.6%	87.5%	77.3%	80.7%	
		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
26. condition of streets	Excellent	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	5.0%	0.0%	0.4%	0.0%	1.3%	0.0%	0.0%	0.0%	1.3%	0.0%
	Good	55.0%	70.9%	60.4%	62.2%	78.6%	41.7%	55.0%	53.3%	63.7%	48.7%	63.3%	63.5%	68.2%	62.5%	64.0%	60.0%
	Not so good	27.5%	23.6%	18.9%	21.4%	14.3%	58.3%	10.0%	33.3%	20.2%	30.8%	20.3%	23.8%	20.5%	20.8%	20.0%	24.0%
	Poor	17.5%	5.5%	18.9%	14.3%	7.1%	0.0%	30.0%	13.3%	14.8%	20.5%	15.2%	12.7%	11.4%	16.7%	14.0%	15.3%
	Other/don't know	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.7%
	Excellent/good	55.0%	70.9%	62.3%	62.2%	78.6%	41.7%	60.0%	53.3%	64.1%	48.7%	64.6%	63.5%	68.2%	62.5%	65.3%	60.0%
Not good/poor	45.0%	29.1%	37.7%	35.7%	21.4%	58.3%	40.0%	46.7%	35.0%	51.3%	35.4%	36.5%	31.8%	37.5%	34.0%	39.3%	
		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
27. condition of sidewalks	Excellent	2.5%	0.0%	1.9%	3.1%	0.0%	0.0%	5.0%	0.0%	2.2%	2.6%	1.3%	0.0%	2.3%	4.2%	2.7%	1.3%
	Good	45.0%	49.1%	50.0%	58.2%	35.7%	25.0%	60.0%	36.7%	56.1%	35.9%	54.4%	50.8%	59.1%	45.8%	53.3%	50.7%
	Not so good	22.5%	32.7%	21.7%	17.3%	21.4%	33.3%	10.0%	33.3%	21.5%	15.4%	22.8%	27.0%	20.5%	33.3%	16.7%	28.0%
	Poor	27.5%	18.2%	23.6%	19.4%	35.7%	33.3%	20.0%	30.0%	19.3%	46.2%	20.3%	20.6%	15.9%	12.5%	24.7%	18.7%
	Other/don't know	2.5%	0.0%	2.8%	2.0%	7.1%	8.3%	5.0%	0.0%	0.9%	0.0%	1.3%	1.6%	2.3%	4.2%	2.7%	1.3%
	Excellent/good	47.5%	49.1%	51.9%	61.2%	35.7%	25.0%	65.0%	36.7%	58.3%	38.5%	55.7%	50.8%	61.4%	50.0%	56.0%	52.0%
Not good/poor	50.0%	50.9%	45.3%	36.7%	57.1%	66.7%	30.0%	63.3%	40.8%	61.5%	43.0%	47.6%	36.4%	45.8%	41.3%	46.7%	
		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
28. How important would you say it is that downtown Kennett work to retain its historic character?	Very important	52.5%	40.0%	34.9%	40.8%	35.7%	58.3%	50.0%	43.3%	38.6%	46.2%	41.8%	33.3%	40.9%	41.7%	33.3%	47.3%
	Somewhat important	32.5%	47.3%	53.8%	35.7%	42.9%	41.7%	40.0%	43.3%	43.9%	35.9%	40.5%	55.6%	40.9%	50.0%	45.3%	42.0%
	Not very important	10.0%	5.5%	6.6%	12.2%	14.3%	0.0%	0.0%	10.0%	9.4%	10.3%	7.6%	4.8%	13.6%	4.2%	14.7%	2.7%
	Not at all important	5.0%	5.5%	4.7%	9.2%	7.1%	0.0%	10.0%	3.3%	6.7%	5.1%	10.1%	4.8%	4.5%	4.2%	6.7%	6.0%
	Other/don't know	0.0%	1.8%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	1.3%	2.6%	0.0%	1.6%	0.0%	0.0%	0.0%	2.0%
	Total important	85.0%	87.3%	88.7%	76.5%	78.6%	100.0%	90.0%	86.7%	82.5%	82.1%	82.3%	88.9%	81.8%	91.7%	78.7%	89.3%
Total not important	15.0%	10.9%	11.3%	21.4%	21.4%	0.0%	10.0%	13.3%	16.1%	15.4%	17.7%	9.5%	18.2%	8.3%	21.3%	8.7%	
		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
29. lodging such as a hotel, motel or bed and breakfast	Very low priority (1)	20.0%	12.7%	22.6%	31.6%	0.0%	16.7%	30.0%	16.7%	25.1%	28.2%	19.0%	15.9%	22.7%	37.5%	22.7%	24.0%
	2	7.5%	10.9%	21.7%	9.2%	28.6%	8.3%	15.0%	10.0%	13.9%	12.8%	8.9%	20.6%	9.1%	25.0%	16.0%	12.0%
	3	20.0%	38.2%	22.6%	19.4%	21.4%	33.3%	10.0%	33.3%	23.8%	23.1%	24.1%	31.7%	27.3%	25.0%	25.3%	22.7%
	4	20.0%	16.4%	16.0%	12.2%	21.4%	8.3%	15.0%	6.7%	16.6%	5.1%	15.2%	12.7%	22.7%	8.3%	16.7%	14.0%
	Top priority (5)	30.0%	21.8%	17.0%	24.5%	28.6%	33.3%	25.0%	30.0%	19.7%	25.6%	31.6%	19.0%	18.2%	4.2%	18.7%	25.3%
	Other/don't know	2.5%	0.0%	0.0%	3.1%	0.0%	0.0%	5.0%	3.3%	0.9%	5.1%	1.3%	0.0%	0.0%	0.0%	0.0%	2.0%
Total high priority (4-5)	50.0%	38.2%	33.0%	36.7%	50.0%	41.7%	40.0%	36.7%	36.3%	30.8%	46.8%	31.7%	40.9%	12.5%	35.3%	39.3%	
Total low priority (1-2)	27.5%	23.6%	44.3%	40.8%	28.6%	25.0%	45.0%	26.7%	39.0%	41.0%	27.8%	36.5%	31.8%	62.5%	38.7%	36.0%	

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		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
30. casual dining	Very low priority (1)	2.5%	3.6%	8.5%	19.4%	0.0%	8.3%	15.0%	0.0%	11.7%	10.3%	12.7%	9.5%	0.0%	16.7%	10.0%	10.7%
	2	0.0%	9.1%	5.7%	9.2%	21.4%	0.0%	0.0%	10.0%	6.7%	15.4%	5.1%	7.9%	6.8%	4.2%	6.0%	8.0%
	3	17.5%	12.7%	22.6%	15.3%	7.1%	33.3%	20.0%	16.7%	17.5%	25.6%	12.7%	19.0%	11.4%	20.8%	20.0%	15.3%
	4	35.0%	32.7%	22.6%	19.4%	21.4%	33.3%	30.0%	36.7%	22.9%	17.9%	32.9%	20.6%	29.5%	20.8%	29.3%	20.7%
	Top priority (5)	42.5%	41.8%	39.6%	34.7%	50.0%	25.0%	30.0%	36.7%	39.9%	30.8%	34.2%	42.9%	52.3%	37.5%	33.3%	44.0%
	Other/don't know	2.5%	0.0%	0.9%	2.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	2.5%	0.0%	0.0%	0.0%	1.3%	1.3%
	Total high priority (4-5)	77.5%	74.5%	62.3%	54.1%	71.4%	58.3%	60.0%	73.3%	62.8%	48.7%	67.1%	63.5%	81.8%	58.3%	62.7%	64.7%
Total low priority (1-2)	2.5%	12.7%	14.2%	28.6%	21.4%	8.3%	15.0%	10.0%	18.4%	25.6%	17.7%	17.5%	6.8%	20.8%	16.0%	18.7%	
		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
31. coffee shop	Very low priority (1)	7.5%	10.9%	17.0%	18.4%	14.3%	8.3%	20.0%	10.0%	15.7%	23.1%	17.7%	15.9%	11.4%	12.5%	18.7%	12.0%
	2	10.0%	5.5%	12.3%	14.3%	14.3%	8.3%	5.0%	10.0%	12.1%	23.1%	6.3%	12.7%	2.3%	8.3%	12.0%	10.7%
	3	25.0%	25.5%	30.2%	19.4%	21.4%	41.7%	20.0%	16.7%	26.0%	17.9%	25.3%	25.4%	20.5%	29.2%	27.3%	22.7%
	4	32.5%	29.1%	18.9%	19.4%	14.3%	16.7%	25.0%	36.7%	21.5%	20.5%	24.1%	22.2%	22.7%	25.0%	21.3%	24.0%
	Top priority (5)	25.0%	27.3%	21.7%	25.5%	35.7%	25.0%	20.0%	26.7%	23.8%	15.4%	25.3%	22.2%	43.2%	25.0%	20.0%	28.7%
	Other/don't know	0.0%	1.8%	0.0%	3.1%	0.0%	0.0%	10.0%	0.0%	0.9%	0.0%	1.3%	1.6%	0.0%	0.0%	0.7%	2.0%
	Total high priority (4-5)	57.5%	56.4%	40.6%	44.9%	50.0%	41.7%	45.0%	63.3%	45.3%	35.9%	49.4%	44.4%	65.9%	50.0%	41.3%	52.7%
Total low priority (1-2)	17.5%	16.4%	29.2%	32.7%	28.6%	16.7%	25.0%	20.0%	27.8%	46.2%	24.1%	28.6%	13.6%	20.8%	30.7%	22.7%	
		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
32. upscale specialty shops	Very low priority (1)	7.5%	3.6%	16.0%	21.4%	7.1%	16.7%	15.0%	10.0%	15.2%	20.5%	13.9%	14.3%	6.8%	12.5%	17.3%	12.0%
	2	17.5%	10.9%	12.3%	8.2%	14.3%	8.3%	5.0%	16.7%	11.2%	15.4%	12.7%	11.4%	8.3%	11.3%	11.3%	
	3	40.0%	43.6%	28.3%	22.4%	28.6%	41.7%	25.0%	33.3%	30.5%	35.9%	26.6%	31.7%	29.5%	29.2%	34.0%	27.3%
	4	12.5%	25.5%	26.4%	16.3%	21.4%	16.7%	15.0%	16.7%	22.4%	10.3%	22.8%	22.2%	27.3%	33.3%	20.7%	21.3%
	Top priority (5)	20.0%	16.4%	15.1%	23.5%	28.6%	16.7%	30.0%	23.3%	16.6%	15.4%	20.3%	19.0%	25.0%	12.5%	13.3%	24.0%
	Other/don't know	2.5%	0.0%	1.9%	8.2%	0.0%	0.0%	10.0%	0.0%	4.0%	2.6%	3.8%	0.0%	0.0%	4.2%	3.3%	4.0%
	Total high priority (4-5)	32.5%	41.8%	41.5%	39.8%	50.0%	33.3%	45.0%	40.0%	39.0%	25.6%	43.0%	41.3%	52.3%	45.8%	34.0%	45.3%
Total low priority (1-2)	25.0%	14.5%	28.3%	29.6%	21.4%	25.0%	20.0%	26.7%	26.5%	35.9%	26.6%	27.0%	18.2%	20.8%	28.7%	23.3%	
		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
33. antique shops	Very low priority (1)	25.0%	12.7%	15.1%	31.6%	28.6%	8.3%	25.0%	13.3%	22.0%	28.2%	21.5%	20.6%	13.6%	16.7%	24.0%	18.7%
	2	25.0%	25.5%	29.2%	11.2%	28.6%	33.3%	15.0%	23.3%	22.0%	20.5%	12.7%	28.6%	25.0%	37.5%	22.7%	22.0%
	3	25.0%	23.6%	23.6%	28.6%	14.3%	16.7%	30.0%	20.0%	26.9%	17.9%	29.1%	27.0%	22.7%	25.0%	24.7%	26.0%
	4	17.5%	21.8%	16.0%	13.3%	21.4%	25.0%	15.0%	20.0%	15.2%	17.9%	19.0%	15.9%	22.7%	8.3%	17.3%	15.3%
	Top priority (5)	7.5%	16.4%	16.0%	13.3%	7.1%	16.7%	15.0%	23.3%	13.0%	15.4%	16.5%	7.9%	15.9%	12.5%	10.7%	17.3%
	Other/don't know	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	1.3%	0.0%	0.0%	0.0%	0.7%	0.7%
	Total high priority (4-5)	25.0%	38.2%	32.1%	26.5%	28.6%	41.7%	30.0%	43.3%	28.3%	33.3%	35.4%	23.8%	38.6%	20.8%	28.0%	32.7%
Total low priority (1-2)	50.0%	38.2%	44.3%	42.9%	57.1%	41.7%	40.0%	36.7%	43.9%	48.7%	34.2%	49.2%	38.6%	54.2%	46.7%	40.7%	
		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
34. ice cream shop	Very low priority (1)	5.0%	10.9%	15.1%	18.4%	7.1%	8.3%	10.0%	0.0%	16.6%	12.8%	17.7%	14.3%	11.4%	16.7%	16.0%	12.0%
	2	17.5%	10.9%	16.0%	11.2%	14.3%	0.0%	5.0%	16.7%	15.2%	17.9%	16.5%	9.5%	9.1%	29.2%	19.3%	8.7%
	3	22.5%	34.5%	36.8%	24.5%	35.7%	50.0%	30.0%	30.0%	29.1%	35.9%	21.5%	36.5%	31.8%	25.0%	32.0%	28.7%
	4	27.5%	12.7%	15.1%	18.4%	14.3%	0.0%	30.0%	23.3%	16.6%	7.7%	19.0%	14.3%	25.0%	8.3%	13.3%	21.3%
	Top priority (5)	27.5%	30.9%	17.0%	24.5%	28.6%	41.7%	15.0%	30.0%	22.0%	25.6%	24.1%	25.4%	22.7%	20.8%	18.7%	28.0%
	Other/don't know	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	10.0%	0.0%	0.4%	0.0%	1.3%	0.0%	0.0%	0.0%	0.7%	1.3%
	Total high priority (4-5)	55.0%	43.6%	32.1%	42.9%	42.9%	41.7%	45.0%	53.3%	38.6%	33.3%	43.0%	39.7%	47.7%	29.2%	32.0%	49.3%
Total low priority (1-2)	22.5%	21.8%	31.1%	29.6%	21.4%	8.3%	15.0%	16.7%	31.8%	30.8%	34.2%	23.8%	20.5%	45.8%	35.3%	20.7%	

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		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
35. art galleries/shops	Very low priority (1)	15.0%	7.3%	17.0%	32.7%	28.6%	33.3%	10.0%	16.7%	19.7%	25.6%	20.3%	22.2%	9.1%	25.0%	21.3%	18.7%
	2	7.5%	25.5%	22.6%	13.3%	7.1%	16.7%	15.0%	13.3%	20.2%	20.5%	20.3%	15.9%	6.8%	29.2%	18.7%	18.0%
	3	25.0%	32.7%	29.2%	26.5%	28.6%	0.0%	30.0%	30.0%	29.6%	28.2%	20.3%	34.9%	43.2%	16.7%	31.3%	25.3%
	4	27.5%	18.2%	17.0%	10.2%	7.1%	16.7%	25.0%	23.3%	15.2%	15.4%	16.5%	15.9%	22.7%	16.7%	18.0%	14.7%
	Top priority (5)	25.0%	16.4%	14.2%	14.3%	28.6%	33.3%	10.0%	16.7%	14.8%	10.3%	21.5%	11.1%	18.2%	12.5%	10.0%	22.0%
	Other/don't know	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	10.0%	0.0%	0.4%	0.0%	1.3%	0.0%	0.0%	0.0%	0.7%	1.3%
	Total high priority (4-5)	52.5%	34.5%	31.1%	24.5%	35.7%	50.0%	35.0%	40.0%	30.0%	25.6%	38.0%	27.0%	40.9%	29.2%	28.0%	36.7%
Total low priority (1-2)	22.5%	32.7%	39.6%	45.9%	35.7%	50.0%	25.0%	30.0%	39.9%	46.2%	40.5%	38.1%	15.9%	54.2%	40.0%	36.7%	
36. upscale dining	Very low priority (1)	7.5%	7.3%	11.3%	29.6%	14.3%	8.3%	15.0%	6.7%	17.5%	20.5%	17.7%	15.9%	9.1%	20.8%	16.0%	16.0%
	2	15.0%	10.9%	9.4%	9.2%	7.1%	25.0%	5.0%	16.7%	9.4%	20.5%	12.7%	6.3%	2.3%	16.7%	13.3%	7.3%
	3	7.5%	29.1%	16.0%	16.3%	21.4%	25.0%	20.0%	16.7%	17.0%	17.9%	15.2%	20.6%	9.1%	16.7%	22.0%	13.3%
	4	22.5%	10.9%	30.2%	14.3%	35.7%	16.7%	30.0%	16.7%	19.3%	15.4%	22.8%	11.1%	34.1%	16.7%	22.7%	18.0%
	Top priority (5)	45.0%	41.8%	33.0%	27.6%	21.4%	25.0%	25.0%	43.3%	35.4%	25.6%	29.1%	46.0%	45.5%	29.2%	24.7%	44.0%
	Other/don't know	2.5%	0.0%	0.0%	3.1%	0.0%	0.0%	5.0%	0.0%	1.3%	0.0%	2.5%	0.0%	0.0%	0.0%	1.3%	1.3%
	Total high priority (4-5)	67.5%	52.7%	63.2%	41.8%	57.1%	41.7%	55.0%	60.0%	54.7%	41.0%	51.9%	57.1%	79.5%	45.8%	47.3%	62.0%
Total low priority (1-2)	22.5%	18.2%	20.8%	38.8%	21.4%	33.3%	20.0%	23.3%	26.9%	41.0%	30.4%	22.2%	11.4%	37.5%	29.3%	23.3%	
37. clothing stores	Very low priority (1)	0.0%	3.6%	6.6%	12.2%	7.1%	0.0%	5.0%	0.0%	8.1%	5.1%	5.1%	7.9%	6.8%	12.5%	8.7%	5.3%
	2	5.0%	5.5%	3.8%	9.2%	7.1%	0.0%	0.0%	6.7%	6.7%	7.7%	5.1%	3.2%	2.3%	8.3%	8.7%	3.3%
	3	25.0%	25.5%	23.6%	18.4%	28.6%	16.7%	20.0%	20.0%	23.3%	20.5%	16.5%	23.8%	31.8%	25.0%	28.0%	17.3%
	4	17.5%	25.5%	24.5%	20.4%	7.1%	25.0%	25.0%	33.3%	21.5%	17.9%	24.1%	19.0%	27.3%	29.2%	28.0%	16.7%
	Top priority (5)	50.0%	40.0%	41.5%	37.8%	50.0%	58.3%	45.0%	40.0%	39.5%	48.7%	46.8%	46.0%	31.8%	25.0%	25.3%	56.7%
	Other/don't know	2.5%	0.0%	0.0%	2.0%	0.0%	0.0%	5.0%	0.0%	0.9%	0.0%	2.5%	0.0%	0.0%	0.0%	1.3%	0.7%
	Total high priority (4-5)	67.5%	65.5%	66.0%	58.2%	57.1%	83.3%	70.0%	73.3%	61.0%	66.7%	70.9%	65.1%	59.1%	54.2%	53.3%	73.3%
Total low priority (1-2)	5.0%	9.1%	10.4%	21.4%	14.3%	0.0%	5.0%	6.7%	14.8%	12.8%	10.1%	11.1%	9.1%	20.8%	17.3%	8.7%	
38. bars/nightclubs	Very low priority (1)	42.5%	56.4%	66.0%	74.5%	78.6%	66.7%	60.0%	43.3%	65.9%	66.7%	62.0%	76.2%	54.5%	54.2%	58.0%	70.0%
	2	7.5%	18.2%	13.2%	6.1%	7.1%	8.3%	5.0%	3.3%	13.0%	10.3%	7.6%	15.9%	6.8%	16.7%	12.7%	9.3%
	3	15.0%	18.2%	8.5%	9.2%	7.1%	16.7%	5.0%	30.0%	9.4%	10.3%	12.7%	4.8%	25.0%	4.2%	11.3%	11.3%
	4	12.5%	3.6%	4.7%	4.1%	0.0%	0.0%	20.0%	3.3%	4.9%	2.6%	5.1%	1.6%	9.1%	16.7%	8.0%	2.7%
	Top priority (5)	22.5%	3.6%	5.7%	2.0%	0.0%	8.3%	0.0%	16.7%	5.8%	5.1%	11.4%	1.6%	4.5%	8.3%	8.7%	4.0%
	Other/don't know	0.0%	0.0%	1.9%	4.1%	7.1%	0.0%	10.0%	3.3%	0.9%	5.1%	1.3%	0.0%	0.0%	0.0%	1.3%	2.7%
	Total high priority (4-5)	35.0%	7.3%	10.4%	6.1%	0.0%	8.3%	20.0%	20.0%	10.8%	7.7%	16.5%	3.2%	13.6%	25.0%	16.7%	6.7%
Total low priority (1-2)	50.0%	74.5%	79.2%	80.6%	85.7%	75.0%	65.0%	46.7%	78.9%	76.9%	69.6%	92.1%	61.4%	70.8%	70.7%	79.3%	
39. bookstores	Very low priority (1)	5.0%	10.9%	11.3%	19.4%	14.3%	0.0%	10.0%	3.3%	14.8%	12.8%	13.9%	14.3%	6.8%	12.5%	15.3%	10.7%
	2	5.0%	7.3%	11.3%	12.2%	14.3%	0.0%	5.0%	13.3%	10.3%	15.4%	7.6%	7.9%	13.6%	12.5%	10.7%	9.3%
	3	20.0%	25.5%	35.8%	21.4%	35.7%	25.0%	20.0%	23.3%	28.3%	25.6%	22.8%	30.2%	22.7%	37.5%	31.3%	23.3%
	4	30.0%	27.3%	14.2%	13.3%	0.0%	33.3%	20.0%	30.0%	17.0%	23.1%	17.7%	15.9%	22.7%	8.3%	18.7%	18.0%
	Top priority (5)	35.0%	29.1%	26.4%	29.6%	28.6%	41.7%	30.0%	30.0%	28.3%	20.5%	34.2%	31.7%	34.1%	29.2%	21.3%	36.7%
	Other/don't know	5.0%	0.0%	0.9%	4.1%	7.1%	0.0%	15.0%	0.0%	1.3%	2.6%	3.8%	0.0%	0.0%	0.0%	2.7%	2.0%
	Total high priority (4-5)	65.0%	56.4%	40.6%	42.9%	28.6%	75.0%	50.0%	60.0%	45.3%	43.6%	51.9%	47.6%	56.8%	37.5%	40.0%	54.7%
Total low priority (1-2)	10.0%	18.2%	22.6%	31.6%	28.6%	0.0%	15.0%	16.7%	25.1%	28.2%	21.5%	22.2%	20.5%	25.0%	26.0%	20.0%	

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

Kennett, Missouri

		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
40. Of the items listed above, what business would you most like to see in downtown Kennett?	Lodging such as a hotel/motel/BandB	2.5%	1.8%	1.9%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	2.5%	0.0%	2.3%	4.2%	2.7%	0.0%	
	Casual dining	20.0%	29.1%	25.5%	17.3%	28.6%	8.3%	15.0%	26.7%	23.3%	15.4%	24.1%	22.2%	29.5%	25.0%	24.7%	20.7%
	Coffee shop	10.0%	10.9%	7.5%	2.0%	14.3%	0.0%	0.0%	10.0%	6.7%	0.0%	6.3%	11.1%	9.1%	0.0%	4.7%	8.7%
	Upscale specialty shops	0.0%	3.6%	2.8%	5.1%	7.1%	16.7%	10.0%	3.3%	1.8%	5.1%	1.3%	3.2%	6.8%	4.2%	2.0%	4.7%
	Antique shops	2.5%	1.8%	1.9%	2.0%	7.1%	0.0%	5.0%	3.3%	1.3%	2.6%	2.5%	0.0%	2.3%	0.0%	0.7%	3.3%
	Ice cream shop	7.5%	3.6%	2.8%	4.1%	7.1%	8.3%	5.0%	3.3%	3.6%	2.6%	6.3%	1.6%	2.3%	4.2%	3.3%	4.7%
	Art galleries and shops	2.5%	0.0%	0.0%	4.1%	7.1%	0.0%	5.0%	0.0%	1.8%	2.6%	2.5%	0.0%	2.3%	0.0%	2.0%	2.0%
	Upscale dining	17.5%	14.5%	14.2%	9.2%	0.0%	0.0%	10.0%	20.0%	13.9%	7.7%	10.1%	20.6%	13.6%	25.0%	16.7%	9.3%
	Clothing stores	12.5%	16.4%	31.1%	32.7%	7.1%	33.3%	25.0%	20.0%	28.7%	35.9%	24.1%	25.4%	18.2%	25.0%	20.0%	33.3%
	Bars/nightclubs	5.0%	1.8%	1.9%	1.0%	0.0%	8.3%	10.0%	0.0%	1.3%	7.7%	1.3%	1.6%	0.0%	4.2%	3.3%	0.7%
	Bookstores	20.0%	9.1%	2.8%	6.1%	14.3%	25.0%	10.0%	10.0%	5.4%	10.3%	12.7%	7.9%	4.5%	0.0%	6.0%	8.7%
	Other-specify	0.0%	3.6%	4.7%	8.2%	0.0%	0.0%	0.0%	0.0%	6.7%	7.7%	2.5%	3.2%	6.8%	4.2%	7.3%	2.7%
Don't know	0.0%	1.8%	2.8%	8.2%	7.1%	0.0%	5.0%	3.3%	3.6%	2.6%	3.8%	3.2%	2.3%	4.2%	6.7%	1.3%	
		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
41. adding green space	Very low priority (1)	10.0%	5.5%	11.3%	18.4%	7.1%	0.0%	15.0%	10.0%	13.0%	15.4%	7.6%	15.9%	11.4%	16.7%	12.0%	12.7%
	2	15.0%	12.7%	18.9%	10.2%	14.3%	25.0%	10.0%	6.7%	15.2%	17.9%	13.9%	14.3%	18.2%	0.0%	13.3%	15.3%
	3	32.5%	30.9%	29.2%	23.5%	35.7%	16.7%	35.0%	23.3%	28.3%	23.1%	25.3%	31.7%	40.9%	16.7%	28.7%	27.3%
	4	10.0%	16.4%	17.9%	14.3%	0.0%	16.7%	5.0%	33.3%	14.8%	5.1%	13.9%	17.5%	13.6%	41.7%	17.3%	13.3%
	Top priority (5)	27.5%	29.1%	15.1%	21.4%	35.7%	16.7%	25.0%	23.3%	20.2%	23.1%	31.6%	17.5%	13.6%	20.8%	18.7%	24.0%
	Other/don't know	5.0%	5.5%	7.5%	12.2%	7.1%	25.0%	10.0%	3.3%	8.5%	15.4%	7.6%	3.2%	2.3%	4.2%	10.0%	7.3%
	Total high priority (4-5)	37.5%	45.5%	33.0%	35.7%	35.7%	30.0%	30.0%	56.7%	35.0%	28.2%	45.6%	34.9%	27.3%	62.5%	36.0%	37.3%
	Total low priority (1-2)	25.0%	18.2%	30.2%	28.6%	21.4%	25.0%	25.0%	16.7%	28.3%	33.3%	21.5%	30.2%	29.5%	16.7%	25.3%	28.0%
		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
42. improving lighting	Very low priority (1)	5.0%	5.5%	8.5%	11.2%	7.1%	0.0%	15.0%	3.3%	9.0%	7.7%	4.8%	6.8%	8.3%	9.3%	7.3%	
	2	20.0%	12.7%	8.5%	7.1%	7.1%	0.0%	10.0%	10.0%	11.2%	10.3%	7.6%	15.9%	13.6%	4.2%	6.0%	14.7%
	3	22.5%	16.4%	40.6%	25.5%	28.6%	25.0%	20.0%	30.0%	29.6%	30.8%	21.5%	34.9%	36.4%	25.0%	31.3%	26.7%
	4	27.5%	32.7%	16.0%	19.4%	21.4%	25.0%	30.0%	20.2%	20.5%	26.6%	22.2%	15.9%	20.8%	22.7%	20.7%	20.7%
	Top priority (5)	22.5%	30.9%	25.5%	32.7%	14.3%	41.7%	25.0%	26.7%	29.1%	28.2%	32.9%	22.2%	27.3%	41.7%	28.7%	28.0%
	Other/don't know	2.5%	1.8%	0.9%	4.1%	21.4%	8.3%	5.0%	0.0%	0.9%	2.6%	3.8%	0.0%	0.0%	0.0%	2.0%	2.7%
	Total high priority (4-5)	50.0%	63.6%	41.5%	52.0%	35.7%	66.7%	50.0%	56.7%	49.3%	48.7%	59.5%	44.4%	43.2%	62.5%	51.3%	48.7%
	Total low priority (1-2)	25.0%	18.2%	17.0%	18.4%	14.3%	0.0%	25.0%	13.3%	20.2%	17.9%	15.2%	20.6%	20.5%	12.5%	15.3%	22.0%
		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
43. moving utilities underground	Very low priority (1)	20.0%	3.6%	17.0%	15.3%	0.0%	16.7%	25.0%	16.7%	13.9%	15.4%	10.1%	12.7%	20.5%	16.7%	18.0%	10.7%
	2	15.0%	20.0%	13.2%	13.3%	21.4%	0.0%	10.0%	10.0%	15.7%	10.3%	11.4%	23.8%	18.2%	12.5%	14.7%	14.7%
	3	22.5%	20.0%	22.6%	16.3%	7.1%	8.3%	15.0%	23.3%	22.0%	7.7%	20.3%	14.3%	25.0%	29.2%	22.0%	18.7%
	4	15.0%	10.9%	14.2%	11.2%	14.3%	0.0%	10.0%	16.7%	13.0%	7.7%	13.9%	17.5%	9.1%	12.5%	14.0%	11.3%
	Top priority (5)	17.5%	43.6%	28.3%	34.7%	42.9%	58.3%	25.0%	26.7%	30.9%	48.7%	36.7%	28.6%	25.0%	29.2%	27.3%	36.0%
	Other/don't know	10.0%	1.8%	4.7%	9.2%	14.3%	16.7%	15.0%	6.7%	4.5%	10.3%	7.6%	3.2%	2.3%	0.0%	4.0%	8.7%
	Total high priority (4-5)	32.5%	54.5%	42.5%	45.9%	57.1%	58.3%	35.0%	43.3%	43.9%	56.4%	50.6%	46.0%	34.1%	41.7%	41.3%	47.3%
	Total low priority (1-2)	35.0%	23.6%	30.2%	28.6%	21.4%	16.7%	35.0%	26.7%	29.6%	25.6%	21.5%	36.5%	38.6%	29.2%	32.7%	25.3%
		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
44. adding new parking spaces or lots	Very low priority (1)	10.0%	7.3%	10.4%	18.4%	21.4%	0.0%	20.0%	6.7%	13.0%	10.1%	19.0%	2.3%	20.8%	12.0%	13.3%	
	2	17.5%	10.9%	16.0%	17.3%	14.3%	8.3%	15.0%	10.0%	16.6%	12.8%	15.2%	12.7%	27.3%	4.2%	14.7%	16.7%
	3	17.5%	27.3%	27.4%	23.5%	14.3%	8.3%	20.0%	23.3%	26.9%	17.9%	26.6%	28.6%	20.5%	37.5%	26.7%	22.7%
	4	20.0%	16.4%	22.6%	13.3%	21.4%	33.3%	5.0%	23.3%	17.5%	28.2%	8.9%	15.9%	22.7%	20.8%	18.7%	17.3%
	Top priority (5)	35.0%	36.4%	23.6%	27.6%	21.4%	50.0%	40.0%	36.7%	26.0%	30.8%	39.2%	23.8%	27.3%	16.7%	27.3%	30.0%
	Other/don't know	0.0%	1.8%	0.0%	7.1%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
	Total high priority (4-5)	55.0%	52.7%	46.2%	40.8%	42.9%	83.3%	45.0%	60.0%	43.5%	59.0%	48.1%	39.7%	50.0%	37.5%	46.0%	47.3%
	Total low priority (1-2)	27.5%	18.2%	26.4%	35.7%	35.7%	8.3%	35.0%	16.7%	29.6%	23.1%	25.3%	31.7%	29.5%	25.0%	26.7%	30.0%

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		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
45. stricter code enforcement	Very low priority (1)	25.0%	12.7%	9.4%	10.2%	21.4%	16.7%	30.0%	13.3%	10.3%	17.9%	13.9%	14.3%	6.8%	12.5%	14.0%	11.3%
	2	7.5%	9.1%	7.5%	9.2%	0.0%	0.0%	0.0%	6.7%	10.3%	7.7%	7.6%	7.9%	4.5%	8.3%	8.7%	8.0%
	3	25.0%	18.2%	21.7%	22.4%	7.1%	16.7%	10.0%	23.3%	23.8%	17.9%	17.7%	27.0%	31.8%	8.3%	21.3%	22.0%
	4	20.0%	29.1%	23.6%	15.3%	35.7%	25.0%	20.0%	36.7%	17.9%	25.6%	20.3%	22.2%	22.7%	25.0%	26.0%	16.7%
	Top priority (5)	20.0%	29.1%	37.7%	36.7%	28.6%	33.3%	40.0%	20.0%	35.0%	28.2%	38.0%	28.6%	31.8%	37.5%	27.3%	39.3%
	Other/don't know	2.5%	1.8%	0.0%	6.1%	7.1%	8.3%	0.0%	0.0%	2.7%	2.6%	2.5%	0.0%	2.3%	8.3%	2.7%	2.7%
	Total high priority (4-5)	40.0%	58.2%	61.3%	52.0%	64.3%	58.3%	60.0%	56.7%	52.9%	53.8%	58.2%	50.8%	54.5%	62.5%	53.3%	56.0%
Total low priority (1-2)	32.5%	21.8%	17.0%	19.4%	21.4%	16.7%	30.0%	20.0%	20.6%	25.6%	21.5%	22.2%	11.4%	20.8%	22.7%	19.3%	
		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
46. developing second-story residential space	Very low priority (1)	15.0%	12.7%	18.9%	24.5%	14.3%	0.0%	20.0%	20.0%	19.7%	23.1%	17.7%	17.5%	18.2%	16.7%	20.7%	17.3%
	2	12.5%	20.0%	20.8%	11.2%	14.3%	25.0%	0.0%	13.3%	17.9%	15.4%	10.1%	20.6%	15.9%	20.8%	20.0%	12.7%
	3	30.0%	23.6%	22.6%	25.5%	14.3%	16.7%	45.0%	20.0%	25.1%	17.9%	31.6%	27.0%	31.8%	16.7%	22.7%	27.3%
	4	22.5%	20.0%	16.0%	15.3%	14.3%	25.0%	5.0%	26.7%	17.0%	23.1%	13.9%	14.3%	25.0%	12.5%	19.3%	15.3%
	Top priority (5)	20.0%	20.0%	19.8%	20.4%	35.7%	33.3%	25.0%	20.0%	17.9%	20.5%	24.1%	20.6%	9.1%	25.0%	14.0%	26.0%
	Other/don't know	0.0%	3.6%	1.9%	3.1%	7.1%	0.0%	5.0%	0.0%	2.2%	0.0%	2.5%	0.0%	0.0%	8.3%	3.3%	1.3%
	Total high priority (4-5)	42.5%	40.0%	35.8%	35.7%	50.0%	58.3%	30.0%	46.7%	35.0%	43.6%	38.0%	34.9%	34.1%	37.5%	33.3%	41.3%
Total low priority (1-2)	27.5%	32.7%	39.6%	35.7%	28.6%	25.0%	20.0%	33.3%	37.7%	38.5%	27.8%	38.1%	34.1%	37.5%	40.7%	30.0%	
		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
47. making the area more pedestrian-friendly	Very low priority (1)	0.0%	1.8%	4.7%	7.1%	0.0%	0.0%	5.0%	3.3%	4.9%	7.7%	3.8%	4.8%	0.0%	8.3%	4.7%	4.0%
	2	7.5%	1.8%	5.7%	9.2%	7.1%	8.3%	5.0%	3.3%	6.7%	5.1%	3.8%	4.8%	4.5%	4.2%	6.0%	6.7%
	3	25.0%	12.7%	31.1%	23.5%	14.3%	16.7%	25.0%	20.0%	25.6%	17.9%	17.7%	27.0%	38.6%	20.8%	24.7%	24.0%
	4	27.5%	30.9%	22.6%	19.4%	14.3%	25.0%	5.0%	36.7%	24.7%	20.5%	20.3%	30.2%	20.5%	25.0%	27.3%	20.7%
	Top priority (5)	35.0%	50.9%	35.8%	36.7%	57.1%	50.0%	50.0%	36.3%	36.3%	46.2%	51.9%	33.3%	36.4%	37.5%	34.0%	43.3%
	Other/don't know	5.0%	1.8%	0.0%	4.1%	7.1%	0.0%	10.0%	0.0%	1.8%	2.6%	2.5%	0.0%	0.0%	4.2%	3.3%	1.3%
	Total high priority (4-5)	62.5%	81.8%	58.5%	56.1%	71.4%	75.0%	55.0%	73.3%	61.0%	66.7%	72.2%	63.5%	56.8%	62.5%	61.3%	64.0%
Total low priority (1-2)	7.5%	3.6%	10.4%	16.3%	7.1%	8.3%	10.0%	6.7%	11.7%	12.8%	7.6%	9.5%	4.5%	12.5%	10.7%	10.7%	
		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
48. improving signage to help people find their way around	Very low priority (1)	15.0%	10.9%	13.2%	16.3%	21.4%	8.3%	15.0%	10.0%	14.3%	17.9%	6.3%	17.5%	11.4%	25.0%	12.0%	16.0%
	2	12.5%	20.0%	13.2%	9.2%	14.3%	8.3%	0.0%	13.3%	13.9%	10.3%	10.1%	17.5%	18.2%	8.3%	11.3%	14.7%
	3	22.5%	18.2%	37.7%	34.7%	0.0%	8.3%	25.0%	20.0%	36.8%	23.1%	34.2%	33.3%	34.1%	20.8%	32.0%	30.7%
	4	25.0%	14.5%	21.7%	11.2%	35.7%	33.3%	25.0%	30.0%	13.0%	17.9%	19.0%	14.3%	15.9%	29.2%	18.7%	16.3%
	Top priority (5)	22.5%	32.7%	13.2%	25.5%	21.4%	41.7%	30.0%	26.7%	19.7%	28.2%	29.1%	17.5%	20.5%	12.5%	23.3%	20.7%
	Other/don't know	2.5%	3.6%	0.9%	3.1%	7.1%	0.0%	5.0%	0.0%	2.2%	2.6%	1.3%	0.0%	0.0%	4.2%	2.7%	2.0%
	Total high priority (4-5)	47.5%	47.3%	34.9%	36.7%	57.1%	75.0%	55.0%	56.7%	32.7%	46.2%	48.1%	31.7%	36.4%	41.7%	42.0%	36.7%
Total low priority (1-2)	27.5%	30.9%	26.4%	25.5%	35.7%	16.7%	15.0%	23.3%	28.3%	28.2%	16.5%	34.9%	29.5%	33.3%	23.3%	30.7%	
		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
49. improving building facades	Very low priority (1)	2.5%	3.6%	3.8%	7.1%	7.1%	0.0%	5.0%	3.3%	4.9%	12.8%	3.8%	3.2%	2.3%	4.2%	5.3%	4.0%
	2	2.5%	3.6%	7.5%	6.1%	0.0%	0.0%	5.0%	3.3%	6.3%	5.1%	2.5%	7.9%	4.5%	4.2%	4.0%	7.3%
	3	27.5%	20.0%	16.0%	22.4%	21.4%	16.7%	15.0%	13.3%	22.4%	23.1%	24.1%	23.8%	15.9%	12.5%	24.0%	17.3%
	4	30.0%	27.3%	22.6%	20.4%	14.3%	25.0%	25.0%	26.7%	23.8%	12.8%	25.3%	25.4%	31.8%	16.7%	30.0%	17.3%
	Top priority (5)	35.0%	41.8%	46.2%	42.9%	50.0%	50.0%	40.0%	50.0%	41.3%	38.5%	41.8%	39.7%	43.2%	62.5%	33.3%	52.0%
	Other/don't know	2.5%	3.6%	3.8%	1.0%	7.1%	8.3%	10.0%	3.3%	1.3%	7.7%	2.5%	0.0%	2.3%	0.0%	3.3%	2.0%
	Total high priority (4-5)	65.0%	69.1%	68.9%	63.3%	64.3%	75.0%	65.0%	76.7%	65.0%	51.3%	67.1%	65.1%	75.0%	79.2%	63.3%	69.3%
Total low priority (1-2)	5.0%	7.3%	11.3%	13.3%	7.1%	0.0%	10.0%	6.7%	11.2%	17.9%	6.3%	11.1%	6.8%	8.3%	9.3%	11.3%	

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		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
51. What would you say is your primary source of information about downtown Kennett?	Local newspaper	22.5%	30.9%	33.0%	30.6%	14.3%	16.7%	45.0%	30.0%	30.9%	20.5%	34.2%	28.6%	34.1%	25.0%	28.0%	33.3%
	Television	0.0%	0.0%	5.7%	6.1%	0.0%	16.7%	5.0%	0.0%	4.0%	0.0%	8.9%	3.2%	2.3%	0.0%	4.7%	3.3%
	Radio	2.5%	0.0%	2.8%	7.1%	0.0%	0.0%	10.0%	3.3%	3.6%	7.7%	3.8%	1.6%	4.5%	0.0%	3.3%	4.0%
	Chamber web site	7.5%	3.6%	0.9%	3.1%	0.0%	0.0%	5.0%	10.0%	2.2%	2.6%	2.5%	3.2%	4.5%	4.2%	2.7%	3.3%
	Word-of-mouth	40.0%	32.7%	27.4%	24.5%	35.7%	16.7%	20.0%	36.7%	29.1%	33.3%	25.3%	38.1%	22.7%	29.2%	28.0%	30.0%
	None	5.0%	1.8%	3.8%	1.0%	0.0%	25.0%	0.0%	0.0%	2.2%	5.1%	5.1%	0.0%	2.3%	4.2%	2.7%	2.7%
	Other-specify	20.0%	25.5%	22.6%	23.5%	35.7%	16.7%	15.0%	16.7%	24.2%	23.1%	17.7%	23.8%	27.3%	37.5%	26.7%	19.3%
	Don't know/refused	2.5%	5.5%	3.8%	4.1%	14.3%	8.3%	0.0%	3.3%	3.6%	7.7%	2.5%	1.6%	2.3%	0.0%	4.0%	4.0%
		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
And what is your second most likely source of information?	Local newspaper	37.8%	35.3%	37.8%	28.0%	8.3%	25.0%	35.0%	31.0%	36.2%	23.5%	31.5%	38.7%	35.7%	43.5%	37.1%	30.7%
	Television	13.5%	5.9%	10.2%	12.9%	25.0%	25.0%	5.0%	20.7%	8.6%	14.7%	13.7%	11.3%	7.1%	8.7%	10.0%	11.4%
	Radio	2.7%	13.7%	10.2%	14.0%	8.3%	37.5%	10.0%	3.4%	11.9%	8.8%	15.1%	11.3%	4.8%	13.0%	10.7%	12.1%
	Chamber web site	0.0%	3.9%	1.0%	1.1%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	1.4%	3.2%	2.4%	0.0%	0.0%	2.9%
	Word-of-mouth	24.3%	25.5%	25.5%	26.9%	33.3%	0.0%	35.0%	31.0%	24.8%	29.4%	27.4%	21.0%	31.0%	21.7%	22.9%	28.6%
	None	5.4%	3.9%	6.1%	5.4%	0.0%	0.0%	10.0%	3.4%	5.2%	8.8%	2.7%	9.7%	4.8%	0.0%	5.0%	5.7%
	Other-specify	10.8%	9.8%	5.1%	8.6%	8.3%	12.5%	0.0%	6.9%	8.6%	8.8%	5.5%	4.8%	9.5%	8.7%	10.0%	5.7%
	Don't know/refused	5.4%	2.0%	4.1%	3.2%	16.7%	0.0%	0.0%	3.4%	3.3%	5.9%	2.7%	0.0%	4.8%	4.3%	4.3%	2.9%
		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Age Level	18-34	100.0%	0.0%	0.0%	0.0%	21.4%	25.0%	25.0%	40.0%	7.7%	15.8%	17.7%	12.7%	20.5%	8.3%	13.3%	13.4%
	35-49	0.0%	100.0%	0.0%	0.0%	35.7%	25.0%	10.0%	26.7%	16.7%	13.2%	15.2%	27.0%	20.5%	29.2%	21.3%	15.4%
	50-64	0.0%	0.0%	100.0%	0.0%	21.4%	33.3%	30.0%	23.3%	38.3%	28.9%	32.9%	42.9%	36.4%	41.7%	35.3%	35.6%
	65 +	0.0%	0.0%	0.0%	100.0%	21.4%	16.7%	35.0%	10.0%	37.4%	42.1%	34.2%	17.5%	22.7%	20.8%	30.0%	35.6%
			Age Level				Length of Residence					Income Level in \$1000's					Gender
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Length of Residence	0-2 years	7.5%	9.1%	2.9%	3.1%	100.0%	0.0%	0.0%	0.0%	0.0%	5.1%	6.3%	6.5%	2.3%	0.0%	4.0%	5.3%
	3-5 years	7.5%	5.5%	3.8%	2.0%	0.0%	100.0%	0.0%	0.0%	0.0%	12.8%	3.8%	3.2%	0.0%	4.2%	3.4%	4.7%
	6-10 years	12.5%	3.6%	5.7%	7.1%	0.0%	0.0%	100.0%	0.0%	0.0%	7.7%	6.3%	3.2%	11.4%	4.2%	6.0%	7.3%
	11-20 years	30.0%	14.5%	6.7%	3.1%	0.0%	0.0%	0.0%	100.0%	0.0%	12.8%	10.1%	12.9%	13.6%	4.2%	8.1%	12.0%
	20 +	42.5%	67.3%	81.0%	84.7%	0.0%	0.0%	0.0%	0.0%	100.0%	61.5%	73.4%	74.2%	72.7%	87.5%	78.5%	70.7%
		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Income Level in \$1000's	<\$25	15.4%	10.0%	12.2%	23.2%	16.7%	45.5%	18.8%	17.9%	13.3%	100.0%	0.0%	0.0%	0.0%	0.0%	12.8%	18.5%
	\$25-\$49,999	35.9%	24.0%	28.9%	39.1%	41.7%	27.3%	31.3%	28.6%	32.0%	0.0%	100.0%	0.0%	0.0%	28.8%	34.7%	
	\$50-\$74,999	20.5%	34.0%	30.0%	15.9%	33.3%	18.2%	12.5%	28.6%	25.4%	0.0%	0.0%	100.0%	0.0%	20.8%	29.8%	
	\$75-\$99,999	23.1%	18.0%	17.8%	14.5%	8.3%	0.0%	31.3%	21.4%	17.7%	0.0%	0.0%	100.0%	0.0%	24.0%	11.3%	
	\$100,000 +	5.1%	14.0%	11.1%	7.2%	0.0%	9.1%	6.3%	3.6%	11.6%	0.0%	0.0%	0.0%	0.0%	100.0%	13.6%	5.6%
		Age Level				Length of Residence					Income Level in \$1000's					Gender	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	20 +	<\$25	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Gender	Male	50.0%	58.2%	50.0%	45.9%	42.9%	41.7%	45.0%	40.0%	52.5%	41.0%	45.6%	41.3%	68.2%	70.8%	100.0%	0.0%
	Female	50.0%	41.8%	50.0%	54.1%	57.1%	58.3%	55.0%	60.0%	47.5%	59.0%	54.4%	58.7%	31.8%	29.2%	0.0%	100.0%

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