

COMMUNITY TELEPHONE SURVEY REPORT

SURVEY FINDINGS AND RESULTS

CITY OF MARYVILLE, MISSOURI

November 3, 2008



D·R·E·A·M
I N I T I A T I V E

ACKNOWLEDGMENTS



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



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TABLE OF CONTENTS

<u>SECTION</u>	<u>PAGE</u>
I. EXECUTIVE SUMMARY	1
A. Key Points: Priorities And Feedback	1
B. Key demographic Information.....	2
• By Age	2
• By amount of time respondents had lived in Maryville	2
• By Income Level	3
• By Gender	4
C. Community Priorities And Feedback In Detail	4
• Priorities for the Community	4
• Visiting Downtown.....	5
• Views of Current Downtown Maryville.....	5
• Priorities For Types of Downtown Businesses	6
• Priorities For Other Downtown Improvements	7
• Communication and Downtown	8
D. Demographic Information In Detail.....	8
• Priorities for the Community	8
• Visiting Downtown.....	9
• Views of Current Downtown Maryville.....	10
• Priorities for Types of Downtown Businesses	11
• Priorities for Other Downtown Improvements	12
• Communication About Downtown	13
II. OVERVIEW OF DATA	15
III. RESPONSE TO OPEN-ENDED QUESTIONS	25
IV. BAR CHARTS.....	33
V. QUESTIONNAIRE.....	75
VI. CROSS TABULATION	83

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SECTION I

EXECUTIVE SUMMARY

In August 2008, UNICOM-ARC conducted a telephone survey of residents in Maryville, Missouri, drawn from a random sample of residents throughout the community. The purpose of the survey was to learn about public perceptions of and priorities for the downtown area as part of the DREAM Initiative.

Three hundred (300) interviews were completed, and a sample of this size yields an overall error margin of $\pm 5.4\%$.

A. KEY POINTS: PRIORITIES AND FEEDBACK

- ◆ Approximately three-quarters of respondents felt that Maryville was moving in the right direction.
- ◆ Respondents placed the highest priority on repairing major streets.
- ◆ Over four in five respondents indicated that they visited downtown once a month or more.
- ◆ Over two-thirds of respondents said they most often utilized downtown for the government or post office, for conducting business, and/or for dining.
- ◆ A majority of respondents felt “excellent” or “good” about most characteristics of a downtown as they relate to Maryville.
- ◆ Almost nine in ten respondents felt that retaining the historic of downtown Maryville was “very” or “somewhat” important.
- ◆ A majority of respondents placed a high priority on adding family or casual dining options, clothing stores, a restaurant serving breakfast, and a bookstore downtown.
- ◆ Among several potential downtown improvements, over four in ten respondents placed a high priority on improving building façades, making the area more pedestrian-friendly, adding new walking or bike paths, and moving utilities underground.
- ◆ A majority of respondents felt that second-floor living space, either rental units or condominiums, would be a welcome improvement downtown.
- ◆ Nearly three-quarters of respondents received their information about downtown Maryville through local newspapers, and over half from word-of-mouth.

B. KEY DEMOGRAPHIC INFORMATION

By age:

- ◆ Over eight in ten respondents 18-34 years old felt that Maryville was moving in the right direction.
- ◆ Upgrading parks and recreation facilities was especially important to Maryville's youngest residents.
- ◆ The 18-34 age group visited downtown Maryville for shopping more often than any other age group does.
- ◆ The youngest respondents visited downtown more often for outdoor recreation such as walking than other age groups.
- ◆ Younger residents visited downtown Maryville for special events more often than older residents.
- ◆ Younger respondents viewed preservation of historic structures more favorably than older respondents.
- ◆ Maryville's oldest respondents viewed parking more favorably than all other groups.
- ◆ Maryville's youngest respondents viewed the diverse mix of businesses and dining options more favorably than all other groups.
- ◆ Family or casual style dining was particularly important to residents between 35 and 64 years old.
- ◆ Maryville's younger residents were more interested in bars and nightclubs and in hunting/fishing/sporting goods stores than older residents.
- ◆ Maryville's youngest residents placed a higher priority on adding additional walking or bike paths than any other income group.

By amount of time respondents had lived in Maryville:

- ◆ Revitalizing downtown was particularly important to those who have lived in Maryville for 3-5 years.
- ◆ Emergency services were of less important to those who have lived in Maryville for 0-2 years than those who have lived in Maryville longer than 3 years.
- ◆ Upgrading parks and recreation facilities was especially important to those who have lived in Maryville under 5 years.

- ◆ Attracting big box development was particularly important to those who have lived in Maryville 3-5 years.
- ◆ Residents who have lived in Maryville for 0-2 years visited downtown Maryville for shopping more often than any other group does.
- ◆ Residents who have lived in Maryville 0-2 years viewed occupied storefronts more favorably than all other groups.
- ◆ Upscale specialty shops were of particular interest to Maryville's residents who have lived in town for 3-5 years.
- ◆ Residents who have lived in Maryville 6-10 years placed a higher priority on green space than residents in other groups.
- ◆ Residents who have lived in Maryville 3-5 years placed a higher priority on moving utilities underground than residents in other groups.
- ◆ Second-story residential space was more of a priority for Maryville's newest residents than for other residents.

By income level:

- ◆ Attracting big box development was particularly important to Maryville's lowest-income residents.
- ◆ Low-income residents visited downtown Maryville for shopping more often than any other group does.
- ◆ Higher-income residents visited downtown Maryville for government or post office more often than lower-income residents.
- ◆ A restaurant serving breakfast was particularly important to the \$100,000+ income group.
- ◆ Upscale dining was of particular interest to Maryville's highest-income residents.
- ◆ Maryville's lowest-income residents placed a higher priority on signage than any other income group.
- ◆ Maryville's highest-income residents placed a higher priority on improving building façades than other income groups do.

By gender:

- ◆ Male residents visited downtown more often than female residents.
- ◆ Male residents visited downtown for the government or post office more often than female residents.
- ◆ Maryville's female residents viewed signage more favorably than more male residents.
- ◆ Male respondents viewed dining options more favorably than female respondents.
- ◆ Male respondents viewed safety at night more favorably than female respondents.
- ◆ Almost all types of businesses were more of a priority to female residents than to male residents: lodging, family or casual style dining, restaurant serving breakfast, ice cream shop/soda fountain, upscale specialty shops, antique shops, art galleries and shops, coffee shop, upscale dining, clothing stores, craft store, bookstore, and farmer's market.
- ◆ The newspaper was more often cited as a primary source of information about downtown events and businesses by female respondents than by male respondents.

C. COMMUNITY PRIORITIES AND FEEDBACK IN DETAIL

Priorities for the Community:

- ✓ **Approximately three-quarters of respondents felt that Maryville is moving in the right direction.**

Close to three-fourths (73.8%) of respondents felt that Maryville is moving in the right direction, and only 8.0% of respondents felt that Maryville is moving in the wrong direction.

- ✓ **Respondents placed the highest priority on repairing major streets**

At the beginning of the survey, respondents were asked to prioritize five potential improvements that "might be done to improve the quality of life in a given area" using a 5-point scale, where "5" indicated the improvement should be a top priority and "1" indicated the item should be a very low priority. Over four out of five (83.4%) respondents answered that "repairing major streets" should be a high priority for Maryville.

A majority of respondents placed a high priority on "improving emergency services" (58.1%), and fewer than half of the respondents placed high priorities on "attracting more big box retail development" (42.9%), "upgrading parks and recreation facilities" (39.2%) and "revitalizing the Maryville downtown area" (38.2%).

Visiting Downtown:

- ✓ Over four in five respondents indicated that they visited downtown once a month or more.
- ✓ Over two-thirds of respondents said they most often utilized downtown for the government or post office, for conducting business, and/or for dining.

Respondents were asked how often they visit downtown. Almost half of respondents (46.8%) answered that they visit downtown "more than five times a month." A little over one-third (36.9%) visited downtown "one to five times per month." Smaller percentages of respondents said that they visited downtown "less than once a month" (8.0%), and "once a year or less" (5.3%).

Respondents were then given a list of reasons for visiting downtown and asked how often they conduct these activities in downtown Maryville. Respondents indicated they were most likely to visit downtown for the government or post office, for dining, and for conducting business.

The following percentages of people responded "very often" or "somewhat often:"

- ◆ Government/post office (73.3%)
- ◆ Conducting business (68.2%)
- ◆ Dining (64.7%)
- ◆ Shopping (51.0%)
- ◆ Special events (47.6%)
- ◆ Attending church (40.1%)
- ◆ Other outdoor recreation, such as walking (36.0%)
- ◆ Entertainment (37.0%)

When asked which one of these reasons respondents would most often visit downtown, nearly one in three respondents indicated "conducting business" (32.2%).

Views of Current Downtown Maryville:

- ✓ A majority of respondents felt "excellent" or "good" about most characteristics of a downtown as they related to Maryville.
- ✓ Almost nine in ten respondents felt that retaining the historic of downtown Maryville was "very" or "somewhat" important.

Respondents were read a list of eleven characteristics of a downtown and asked to rate conditions in downtown Maryville.

Five characteristics were rated very highly, either "excellent" or "good," by more than three-quarters of respondents:

- ◆ Safety during the day (94.0%)
- ◆ Preservation of historic structures (78.4%)
- ◆ Safety at night (78.1%)
- ◆ Convenient business hours (77.7%)
- ◆ Signs to help people find their way around (75.4%)

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

- ◆ Condition of sidewalks (70.4%)
- ◆ Convenient parking (64.1%)
- ◆ Available green space (64.1%)
- ◆ Dining options (53.8%)
- ◆ Diverse mix of businesses (51.8%)

The remaining characteristics were not considered descriptive of downtown Maryville, as less than a majority rated them “excellent” or “good”:

- ◆ Occupied storefronts (49.8%)
- ◆ Condition of streets (47.2%)
- ◆ Entertainment options (31.2%)

An overwhelming majority of respondents (87.0%) suggested that it is “very” or “somewhat” important that downtown Maryville work to retain its historic character. Only 12.9% thought that doing so was “not very” or “not at all” important.

Priorities for Types of Downtown Businesses:

- ✓ **A majority of respondents placed a high priority on adding family or casual dining options, clothing stores, a restaurant serving breakfast, and a bookstore downtown.**

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

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

- ◆ Family or casual dining (68.4%)
- ◆ Restaurant serving breakfast (56.5%)
- ◆ Clothing stores (52.5%)
- ◆ Bookstore (50.2%)

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

- ◆ Farmer’s market (48.2%)
- ◆ Upscale dining (47.2%)
- ◆ Coffee shop (37.9%)
- ◆ Ice cream shop/soda fountain (33.6%)
- ◆ Upscale specialty shops (33.2%)
- ◆ Hunting/fishing/outdoor sporting goods store (29.9%)
- ◆ Craft stores (29.6%)
- ◆ Art galleries and shops (25.6%)

The remaining businesses were a “very high” or “high” priority for less than one-fourth of respondents:

- ◆ Lodging such as hotel, motel, or bed and breakfast (22.9%)
- ◆ Antique shops (20.6%)
- ◆ Bars/nightclubs (12.6%)

When asked to choose the one business respondents would most like to see in downtown Maryville, nearly one-fifth (19.9%) answered “family or casual style dining,” followed by “clothing stores” (15.0%).

Priorities for Other Downtown Improvements:

- ✓ Among several potential downtown improvements, over four in ten respondents placed a high priority on improving building façades, making the area more pedestrian-friendly, adding new walking or bike paths, and moving utilities underground.
- ✓ A majority of respondents felt that second-floor living space, either rental units or condominiums, would be a welcome improvement downtown.

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 “very high” or “high” priority to over 40% of respondents:

- ◆ Making the area more pedestrian-friendly (51.2%)
- ◆ Improving building façades (48.2%)
- ◆ Moving utilities underground (42.5%)
- ◆ Adding new walking or bike paths (40.2%)

The other potential improvements tested in the survey were considered a high priority to less than 40% of respondents:

- ◆ Adding new parking spaces or lots (38.2%)
- ◆ Improving lighting (34.2%)
- ◆ Adding green space (31.6%)
- ◆ Improving signage to help people find their way around (30.6%)
- ◆ Stricter code enforcement (29.2%)
- ◆ Adding murals or other public art (24.9%)
- ◆ Developing second-story residential space (20.6%)

When asked how they felt about Maryville developing second-story living space in downtown buildings, a majority (57.1%) felt that the City *should* develop these residential spaces: 36.5% favored rental units, while 20.6% favored condominiums.

Communication About Downtown:

- ✓ **Nearly three-quarters of respondents received their information about downtown Maryville through local newspapers, and over half from word-of-mouth.**

When asked to indicate their primary and secondary sources of information about downtown Maryville, nearly three-quarters (74.4%) indicated that the newspaper was either their primary (43.5%) or secondary (30.9%) source of information. Over half (55.2%) indicated that word-of-mouth was either their primary (29.2%) or secondary (26.0%) source of information.

D. DEMOGRAPHIC INFORMATION IN DETAIL

Priorities for the Community:

- ✓ **Over eight in ten respondents 18-34 years old felt that Maryville is moving in the right direction.**

Respondents of different age groups were asked if Maryville as a whole was moving in the right direction, the wrong direction, or a mixed direction. More than two in five 18 to 34 year olds (84.8%) felt that Maryville is moving in the right direction. Fewer members of the other age groups felt the same: 35-49 year olds (73.3%), 50-64 (60.7%), and 65+ (75.4%).

- ✓ **Revitalizing downtown was particularly important to those who have lived in Maryville for 3-5 years.**

Over half (53.8%) of residents who have been in Maryville 3-5 years felt that revitalizing downtown should be a high priority. The other groups felt that they should be less of a priority, with all of them at or below 45.1%

- ✓ **Emergency services were of less importance to those who have lived in Maryville for 0-2 years than those who have lived in Maryville longer than 3 years.**

Only 27.6% of respondents who have been in Maryville 0-2 years rated emergency services as a high priority, while over 55.6% of all other groups felt the same.

- ✓ **Upgrading parks and recreation facilities was especially important to Maryville's youngest residents.**

Half of the 18-34 age group (50.0%) felt that upgrading parks and recreation should be a high priority. Less than 40.4% of all other age groups felt the same.

- ✓ **Upgrading parks and recreation facilities was especially important to those who have lived in Maryville under 5 years.**

Half of the residents that have been in Maryville for 0-2 years (51.7%) or 3-5 years (50.0%) felt that upgrading parks and recreation should be a high priority. Less than 41.2% of all other groups felt the same.

- ✓ **Attracting big box development was particularly important to those who have lived in Maryville 3-5 years.**

Over half of the residents that have been in Maryville for 3-5 years (57.7%) felt that attracting big box retail development should be a high priority. Less than 48.3% of all other groups felt the same.

Visiting Downtown:

- ✓ **Male residents visited downtown more often than female residents.**

Slightly more than half of male respondents (53.4%) visited downtown more than five times a month, as compared to 40.5% of female respondents.

- ✓ **The 18-34 age group visited downtown Maryville for shopping more often than any other age group.**

For shopping, 64.6% of Maryville's 18-34 year old residents visited downtown "very" or "somewhat" often, as compared to less than 51.7% of other age groups.

- ✓ **Residents who have lived in Maryville for 0-2 years visited downtown Maryville for shopping more often than any other group.**

For shopping, 65.4% of residents who have lived in Maryville 0-2 years visited downtown "very" or "somewhat" often, as compared to less than 53.8% of other groups.

- ✓ **Low-income residents visited downtown Maryville for shopping more often than any other group does.**

For shopping, 71.0% of residents with annual household incomes of less than \$25,000 visited downtown "very" or "somewhat" often, as compared to less than 53.5% of other income groups.

- ✓ **The youngest respondents visited downtown more often for outdoor recreation such as walking than other age groups.**

Almost half of the 18-34 age group (46.2%) visited downtown for outdoor recreation such as walking "very" or "somewhat" often, as compared to less than 35.1% all other age groups.

- ✓ **Younger residents visited downtown Maryville for special events more often than older residents.**

For special events, younger respondents visited downtown “very” or “somewhat” often—55.4% of 18-34 year olds, and 53.5% of 35-39 year olds—as compared to 41.7% of 50-64 year olds and only 32.7% of 65+ year olds.

- ✓ **Higher-income residents visited downtown Maryville for government or post office more often than lower-income residents.**

For “government/post office,” higher-income residents visited downtown more often than lower-income residents: \$100,000+ annual income (81.6%), \$75,000-\$99,999 (70.8%), \$50,000-\$74,999 (77.5%), \$25,000-\$49,999 (69.7%), and less than \$25,000 (64.5%).

- ✓ **Male residents visited downtown for the government or post office more often than female residents do.**

For “government/post office,” 78.5% of male respondents visited downtown “very” or “somewhat” often, as compared to 67.8% of female respondents.

Views of Current Downtown Maryville:

- ✓ **Maryville’s female residents viewed signage more favorably than male residents.**

Slightly more than eight in ten (81.8%) female respondents felt that signs to help people find their way around were “excellent” or “good,” compared to 68.9% of male respondents.

- ✓ **Younger respondents viewed preservation of historic structures more favorably than older respondents.**

Over six in ten respondents in the 18-34 age group (65.7%) and the 35-49 age group (63.7%) felt that preservation of historic structures was “excellent” or “good,” compared to 46.9% of the 50-64 age group and 50.0% of the 65+ age group.

- ✓ **Residents who have lived in Maryville 0-2 years viewed occupied storefronts more favorably than all other groups.**

Nearly seven in ten respondents who have lived in Maryville 0-2 years (69.0%) felt that occupied storefronts were “excellent” or “good,” compared to less than 55.6% of all other groups.

- ✓ **Maryville’s oldest respondents viewed parking more favorably than all other groups.**

Just over eight in ten respondents in the 65+ age group (80.7%) felt that parking was “excellent” or “good,” compared to less than 65.6% of all other groups.

- ✓ **Maryville's youngest respondents viewed the diverse mix of businesses and dining options more favorably than all other groups.**

Just under two-thirds of respondents in the 18-34 age group (65.2%) felt that the diverse mix of businesses was "excellent" or "good," compared to less than 54.3% of all other groups. Just under two-thirds of respondents in the 18-34 age group (62.1%) felt that dining options were "excellent" or "good," compared to less than 57.9% of all other groups.

- ✓ **Male respondents viewed dining options more favorably than female respondents.**

A majority (58.1%) of male respondents felt that dining options were "excellent" or "good," compared to 49.7% of female respondents.

- ✓ **Male respondents viewed safety at night more favorably than female respondents.**

Over eight in ten (83.1%) male respondents felt that safety at night was "excellent" or "good," compared to 73.2% of female respondents.

Priorities for Types of Downtown Businesses:

- ✓ **Family or casual style dining was particularly important to residents between 35 and 64 years old.**

Three-fourths of the 34-49 age group (75.0%) and 72.1% of the 50-64 age group felt that family or casual style dining was a high priority, compared to less than 61.4% of Maryville's youngest and oldest residents.

- ✓ **Almost all types of businesses were more of a priority to female residents than to male residents: lodging, family or casual style dining, restaurant serving breakfast, ice cream shop/soda fountain, upscale specialty shops, antique shops, art galleries and shops, coffee shop, upscale dining, clothing stores, craft store, bookstore, and farmer's market.**

More women than men saw the following as priorities: lodging, family or casual style dining, restaurant serving breakfast, ice cream shop/soda fountain, upscale specialty shops, antique shops, art galleries and shops, coffee shop, upscale dining, clothing stores, craft store, bookstore, and farmer's market. These differences ranged from 5% to 20%. Bars/nightclubs and sporting goods stores were the only additions to downtown that were not higher priorities to women than men.

- ✓ **A restaurant serving breakfast was particularly important to the \$100,000+ income group.**

Nearly seven in ten of the \$100,000+ income group (69.2%) felt that a restaurant serving breakfast was a high priority, compared to less than 58.2% of all other income groups.

- ✓ **Upscale specialty shops were of particular interest to Maryville's residents who have lived in town for 3-5 years.**

Slightly more than half of the respondents that have lived in Maryville 3-5 years (53.8%) felt that upscale specialty shops were a high priority, compared to less than 37.9% of all other groups.

- ✓ **Upscale dining was of particular interest to Maryville's highest-income residents.**

Two-thirds of respondents with annual incomes of over \$100,000 (66.7%) felt that upscale dining was a high priority, compared to less than 55.1% of all other income groups.

- ✓ **Maryville's younger residents were more interested in bars and nightclubs and in hunting/fishing/sporting goods stores than older residents.**

Close to one in five 18-34 year old respondents (18.2%) felt that bars and nightclubs were a high priority, compared to less between 7.0% and 13.8% of all other age groups. 33.7% of 18-34 year old respondents and 37.1% of 35-49 year old respondents felt that hunting/fishing/sporting goods stores were a high priority, compared to less than 21.1% of all other age groups.

Priorities for Other Downtown Improvements:

- ✓ **Residents who have lived in Maryville 6-10 years place a higher priority on green space than residents in other groups.**

Almost half of residents who have lived in Maryville for 6-10 years (48.9%) placed a high or very high priority on green space, while less than 34.6% of other groups felt the same.

- ✓ **Residents who have lived in Maryville 3-5 years placed a higher priority on moving utilities underground than residents in other groups.**

A majority of residents who have lived in Maryville for 3-5 years (61.5%) place a high or very high priority on moving utilities underground, while less than 43.1% of other groups feel the same.

- ✓ **Second-story residential space was more of a priority for Maryville's newest residents than for other residents.**

Over four in ten (41.4%) of those who have lived in Maryville 0-2 years felt that second-story residential space was a high priority, compared to less than 25.5% of all other groups.

- ✓ **Maryville's lowest-income residents placed a higher priority on signage than any other income group.**

Almost half of residents with annual incomes of less than \$25,000 (45.2%) placed a high or very high priority on signage, while less than 35.1% of other income groups feel the same.

- ✓ **Maryville's highest-income residents placed a higher priority on improving building façades than other income groups do.**

Two-thirds of residents with annual incomes of more than \$100,000 (66.7%) placed a high or very high priority on improving building façades, while less than 48.1% of other groups feel the same.

- ✓ **Maryville's youngest residents placed a higher priority on adding additional walking or bike paths than any other income group.**

Over half of 18-34 year old residents placed a high or very high priority on adding additional walking or bike paths, while less than 44.0% of other age groups feel the same.

Communication About Downtown:

- ✓ **The newspaper was more often cited as a primary source of information about downtown events and businesses by female respondents than by male respondents.**

Half (50.3%) of the female respondents use the newspaper as their primary source of information about downtown, compared to less 36.5% of male respondents.

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SECTION II OVERVIEW OF DATA

In August 2008, UNICOM • ARC conducted a telephone survey of residents in Maryville Missouri, drawn from a sample of residents throughout the community. The purpose of the survey was to learn about public perceptions of and priorities for the downtown area in collaboration with the DREAM Initiative.

Three hundred (300) interviews were completed, and a sample of this size yields an overall error margin of $\pm 5.4\%$. This Overview of Data provides raw frequencies to the questions. We give exact wording of each question, editing only some instructions in the interest of space. The list is sorted where appropriate and the most prevalent response is bolded in each section.

		%
1. Thinking about the Maryville, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?	Right direction	73.8%
	Mixed	11.3%
	Wrong direction	8.0%
	Other/don't know	7.0%

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

	Mean	<i>very high priority (5)</i> %	total high priority (4-5) %	3	total low priority (1-2) %
3. Repairing major streets	4.41	64.1%	83.4%	10.6%	5.0%
4. Improving emergency services	3.86	33.6%	58.1%	25.2%	9.0%
6. Attracting more big box retail development	3.28	20.6%	42.9%	25.9%	24.9%
5. Upgrading parks and recreation facilities	3.24	15.3%	39.2%	32.6%	24.6%

	Mean	very high priority (5) %	total high priority (4-5) %	3	total low priority (1-2) %
3. Repairing major streets	4.41	64.1%	83.4%	10.6%	5.0%
4. Improving emergency services	3.86	33.6%	58.1%	25.2%	9.0%
6. Attracting more big box retail development	3.28	20.6%	42.9%	25.9%	24.9%
5. Upgrading parks and recreation facilities	3.24	15.3%	39.2%	32.6%	24.6%
2. Revitalizing the Maryville downtown area	3.14	19.6%	38.2%	27.6%	31.2%

	%
7. How often do you visit downtown Maryville?	
Once a year or less	5.3%
Less than once a month	8.0%
One to five times per month	36.9%
More than five times a month	46.8%
Other - Specify	1.7%
Don't visit downtown	1.3%
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 often %	other/don't know %
13. Government/post office	33.6%	73.3%	26.4%	.3%
14. Conducting business	28.4%	68.2%	31.2%	.7%
9. Dining	21.2%	64.7%	35.3%	.0%
8. Shopping	19.5%	51.0%	49.0%	.0%
12. Special events	10.6%	47.6%	52.1%	.3%
15. Attending church	28.1%	40.1%	59.6%	.3%
10. Entertainment	8.2%	37.0%	62.7%	.3%

	<i>very often</i>	very/ somewhat often	not very/ not at all often	other/don't know
	%	%	%	%
13. Government/post office	33.6%	73.3%	26.4%	.3%
14. Conducting business	28.4%	68.2%	31.2%	.7%
9. Dining	21.2%	64.7%	35.3%	.0%
8. Shopping	19.5%	51.0%	49.0%	.0%
12. Special events	10.6%	47.6%	52.1%	.3%
15. Attending church	28.1%	40.1%	59.6%	.3%
10. Entertainment	8.2%	37.0%	62.7%	.3%
11. Other outdoor recreation, such as walking	13.7%	36.0%	63.7%	.3%

	%
Conducting business	32.2%
Government/post office	20.5%
Dining	16.1%
Shopping	12.0%
Attending church	8.9%
Entertainment	4.1%
Other outdoor recreation, such as walking	2.7%
Special events	1.7%
Other/don't know	1.7%

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

	excellent %	excellent/ good %	not so good/ Poor %	other, don't know %
28. Safety during the day	35.5%	94.0%	4.0%	2.0%
29. Safety at night	12.6%	78.1%	14.0%	8.0%
20. Preservation of historic structures	15.3%	78.4%	17.9%	3.7%
18. Convenient business hours	6.3%	77.7%	20.3%	2.0%
17. Signs to help people find their way around	9.0%	75.4%	20.6%	4.0%
27. Condition of sidewalks	12.3%	70.4%	27.9%	1.7%
22. Convenient parking	10.0%	64.1%	35.2%	.7%
19. Available green space	8.0%	64.1%	29.9%	6.0%
24. Dining options	5.0%	53.8%	43.5%	2.7%
23. Diverse mix of businesses	4.3%	51.8%	46.2%	2.0%
21. Occupied storefronts	2.0%	49.8%	45.5%	4.7%
26. Condition of streets	3.7%	47.2%	52.5%	.3%
25. Entertainment options	1.0%	31.2%	66.1%	2.7%

	%	
30. How important would you say it is that Maryville work to retain its downtown's historic character? Would you say it is very important, somewhat, not very or not at all important?	very	38.5%
	somewhat	48.5%
	not very	9.6%
	not at all	3.3%
	Other, don't know	.0%
	<i>very/somewhat</i>	<i>87.0%</i>
<i>not very/not at all</i>	<i>13.0%</i>	

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 Maryville 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.

	Mean	very high priority (5) %	total high priority (4- 5) %	3	total low priority (1-2) %
32. Family or casual style dining	3.93	36.2%	68.4%	19.3%	9.6%
39. Upscale dining	3.66	<i>17.9%</i>	47.2%	27.9%	21.3%
40. Clothing stores	3.60	<i>27.2%</i>	52.5%	28.9%	15.0%
33. Restaurant serving breakfast	3.59	<i>27.9%</i>	56.5%	19.9%	19.3%
43. Bookstore	3.43	<i>19.6%</i>	50.2%	27.9%	18.3%
45. Farmer's market	3.42	<i>22.6%</i>	48.2%	28.2%	20.9%
38. Coffee shop	3.13	<i>14.6%</i>	37.9%	30.6%	27.9%
34. Ice cream shop/soda fountain	3.08	<i>14.6%</i>	33.6%	34.2%	28.9%
35. Upscale specialty shops	3.00	<i>8.6%</i>	33.2%	32.6%	30.2%
44. Hunting/fishing/outdoor sporting goods store	2.95	<i>13.6%</i>	29.9%	35.2%	32.2%
41. Craft store	2.94	<i>11.0%</i>	29.6%	34.2%	32.6%
37. Art galleries and shops	2.82	<i>9.3%</i>	25.6%	37.2%	34.9%
36. Antique shops	2.61	<i>7.0%</i>	20.6%	32.2%	43.9%
31. Lodging such as hotel, motel or bed and breakfast	2.57	<i>6.0%</i>	22.9%	28.2%	45.5%
42. Bars/nightclubs	2.09	<i>4.7%</i>	12.6%	22.3%	62.5%

	%
	19.9%
	15.0%
	9.6%
	9.3%
	8.6%
	6.0%
46. Of the items I just listed, what business would you most like to see in downtown Maryville?	4.7%
	4.0%
	3.7%
	3.0%
	3.0%
	3.0%
	1.3%
	1.3%
	.7%
	7.0%

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 Maryville using the same 5-point scale.

	Mean	very high priority (5) %	total high priority (4-5) %	3	total low priority (1-2) %
55. Improving building facades	3.47	18.6%	48.2%	30.9%	16.6%
53. Making the area more pedestrian-friendly	3.41	19.3%	51.2%	23.6%	21.9%
49. Moving utilities underground	3.17	22.6%	42.5%	21.6%	31.9%
57. Adding additional walking or biking paths	3.15	21.9%	40.2%	27.6%	30.2%
50. Adding new parking spaces or lots	3.15	16.9%	38.2%	29.9%	29.2%
48. Improving lighting	3.03	11.6%	34.2%	31.2%	30.2%
47. Adding green space	2.89	10.3%	31.6%	27.9%	36.2%
54. Improving signage to help people find their way around	2.88	10.6%	30.6%	27.2%	38.2%
51. Stricter code enforcement	2.82	11.0%	29.2%	24.6%	39.9%
56. Adding murals or other public art	2.65	6.0%	24.9%	29.2%	42.9%
52. Developing second-story residential space	2.54	7.0%	20.6%	27.2%	48.8%

	%
59. Maryville is looking at various ways to develop second story living space in downtown Maryville. Which of the following statements is closest to the way you feel?	
The City should turn the second floors of existing buildings into rental units.	36.5%
There is no need for second story living space downtown.	33.9%
The City should turn the second floors of existing buildings into condominiums.	20.6%
Other/don't know	9.0%

		%
60a. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Maryville?	Local newspaper	43.5%
	Word-of-mouth	29.2%
	Radio	6.6%
	I live downtown	5.6%
	Television	1.7%
	Chamber of Commerce web site	1.0%
	Other - specify	7.0%
	No others/don't know	5.3%

		%
60b. And what is your second most likely source of information?	Local newspaper	30.9%
	Word-of-mouth	26.0%
	Radio	14.0%
	Television	5.6%
	Chamber of Commerce web site	4.6%
	I live downtown	1.4%
	Other - specify	10.9%
	No others/don't know	6.7%

		%
61. How familiar are you with a state-sponsored program called the DREAM Initiative? Would you say you are very familiar, somewhat, not very or not at all familiar with the DREAM Initiative?	Very familiar	2.3%
	Somewhat familiar	17.9%
	Not very familiar	17.6%
	Not at all familiar	60.8%
	Other/don't know	1.3%
	<i>very/somewhat familiar</i>	<i>20.3%</i>
<i>not very/not at all familiar</i>	<i>78.4%</i>	

And now, a few final questions for classification purposes

		%
62. In which of the following age groups are you?	18 - 34	21.9%
	35 - 49	38.5%
	50 - 64	20.3%
	65 or older	18.9%
	Other, don't know, refused	.3%

		%
63. How long have you lived in the Maryville area?	0-2 years	9.6%
	3-5 years	8.6%
	6-10 years	15.0%
	11-20 years	16.9%
	More than 20 years	49.8%
	Other, don't know	.0%

		%
64. For statistical purposes only, please indicate which of the following categories best fits your total household income for 2007. Just stop me when I get to your category.	Under \$25,000	10.3%
	\$25,000 to \$49,999	26.2%
	\$50,000 to \$74,999	24.6%
	\$75,000 to \$99,999	16.3%
	\$100,000 plus	13.0%
	Other, don't know, refused	9.6%

		%
65. Gender	Male	49.2%
	Female	50.8%

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SECTION III

RESPONSES TO OPEN-ENDED QUESTIONS

7. How often do you visit downtown Maryville?

Everyday (4)

Really depends on time of year, sometimes more and sometimes less.

46. of the items listed above, what business would you most like to see in downtown Maryville?

Grocery stores (2)

Maybe more industry for jobs

We need more things for the kids

Stationary and gift shops

I would like to see more cafes on the square and places for kids to go

A restaurant that allows smoking

I think they should have somewhere for the kids to go and hang out

24 hour drug store

More industry to bring in jobs

They need something more for the youth like skating or something that they could do

Target, old navy and more clothing places; cold stone creamery and grocery stores

Nothing; I think none of it is necessary

Computer stores, innovative stores; don't depend on our area but do a lot to do with internet

Boot store

Shopping and restaurants

Hardware store

Theatre

Just shops to occupy the empty stores

More places for kids

Seafood restaurant

58. Are there any other improvements you think should be made to downtown Maryville?

I feel that Maryville should continue the renovation of the downtown area; I feel that Maryville should continue the renovation of south main

They need to put a stop sign by O'Reilly's auto parts

Tear down the court house, city hall and any other government office

Better zoning for businesses

Improve signage and streets

Money they are spending around the square should be spent on store fronts

The intersection where McDonalds is the east and west road should be extended for traffic to flow easier

One way streeting around the square

More shopping opportunities

Get rid of most of the bars because they have invested a lot of time and money on it and at least get security cameras or something to watch and keep an eye on the courthouse

Like to see the little lane to ride bikes to Wal-Mart

Less bars because of the type of crowd it attracts to the downtown area and then the area is a mess

Second story housing should not be for college kids-should be for older couples; downtown should not represent college element; other needs in town besides downtown; sunk a ton of money into that; put money elsewhere

More clothing would be nice especially children's clothing stores and new instead of used clothing

Coordination of stoplights

A place for college students to go for fun

We need a public meeting space were people can take household income classes, support groups, and that kind of community centers that are non-profit

Better police patrol at the 4 way stops

I would like to see existing streets maintained a lot better

More family things; they used to have a skating rink just off the square

Paint all downtown buildings

More businesses; men's clothing stores and upscale dining

Non-smoking means families in Maryville are not welcomed; the court house improvements were an insult with the streets as they are, with dodging pot holes

I'd just like to see them put businesses in the empty stores or uptown

A lot of the buildings need structural repair

I would like to see some of the stuff around the square, around the main street going south of the square and north of the square

I think basically more things to do for the kids

Downtown and city sewer system as well as the zoning around the city for residential and commercial

I would like to see the bars all in one district

Bring in more family friendly business

Places for people to sit and rest

I wish it would go back to being more olden times

Improve traffic flow

I think we need more furniture stores

Too many vacant stores need more businesses; constant lighting designs; underground utilities

More law enforcement during the college sessions to help in stopping college students from running stop signs

A biking trail

More retail merchants

Appearance; copy shop; retail; shops; bookstore; retail

My main objection is the litter around the drinking places and no one does anything about it; students throw trash; nobody picks it up

They need more business uptown - the only time i go uptown is for the courthouse

Send all the tax money to sewage systems and improve the quality of the water

We need to keep the minors out of the bars at night

Some benches and some more flowers for the outdoor areas

Fill in store fronts; too many empty buildings

I think we really need basic stores for clothing; men's clothing; women's clothing; something we can only get with the big conglomerates

Most of everything should be made for preservation of the history

I think they should just get some businesses down there to improve it

I think there is too many bars in the downtown Maryville area

Build something for the kids to do

Entertainment for youths since there is nothing downtown for them

Farmers market

More businesses; just shops and retail stores and things of that nature so you can park and walk to all these little businesses

Traffic lights are poorly set up they keep you waiting when no one is there

Just make people keep up with their own property

There should be more places to shop other than Wal-Mart because the prices go up during the fall season and it's unfair

It's not very walkable

Just to have more trees more floral more landscaping near court house; more convenient access to court house

Stores to shop in like clothes; something other than Wal-Mart

Needs some kind of big brand retail store like what used to be there years ago besides Wal-Mart

Paint the crosswalk

Fill the front with really good businesses

Improve lighting around the courthouse

The building structures need to be improved because people are paying high rents for dilapidated buildings

They really need to add cabbalas

I think they should take the bars out of downtown

Just get the pot holes fixed and the streets fixed

They shouldn't have spent so much money on the court house

Get rid of our chamber; they don't do anything

The roads need to improve; they suck but they're working on them

Make sure it's accessible to the disabled; allow more eating options because there's not enough

A mall or more clothing stores and more restaurants and some activities for children such as a gaming center

More sidewalks for people like me that walk and there's a lot over here

They need grocery stores

More of a variety of stores and grocery stores

Make the buildings look more uniform; similar

Better ramps for wheelchair access

Fix main roads

Another stop light between Wal-Mart and the south stop light

The streets need to be fixed from ice storm

Get the bars off the square

The roads need to be really upgraded

Childcare with a restaurant on the side so that parents can eat dinner; better selection of movies and a better theatre

Remove the bars

More family oriented

I think they need to do a few more things for kids - game rooms or church things to keep them out of trouble; I think that would be a plus

60a. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Maryville?

Walking around (3)

Internet (2)

Driving through downtown (2)

My own exploring; I am a go out and do it kind of person

I worked downtown

Mailings

I attend the men's forum

Living other places

Personal experience

What I see is mostly opinion

I drive through and look

Historical society

Work for the city

Surveys

Just seeing it

Working in the community

Work - I work at a radio station

60b. and what is your second most likely source of information?

Driving through downtown (6)

Magazines (2)

Internet (2)

Flyers (2)

Working in the area (2)

Phonebook

Humane society

Newsletter

Politicians

First hand observation

Online daily newspaper

Community activities

County commissioners

My job

Personal signs of shopping

Mayor

Telephone

Maryville website

College

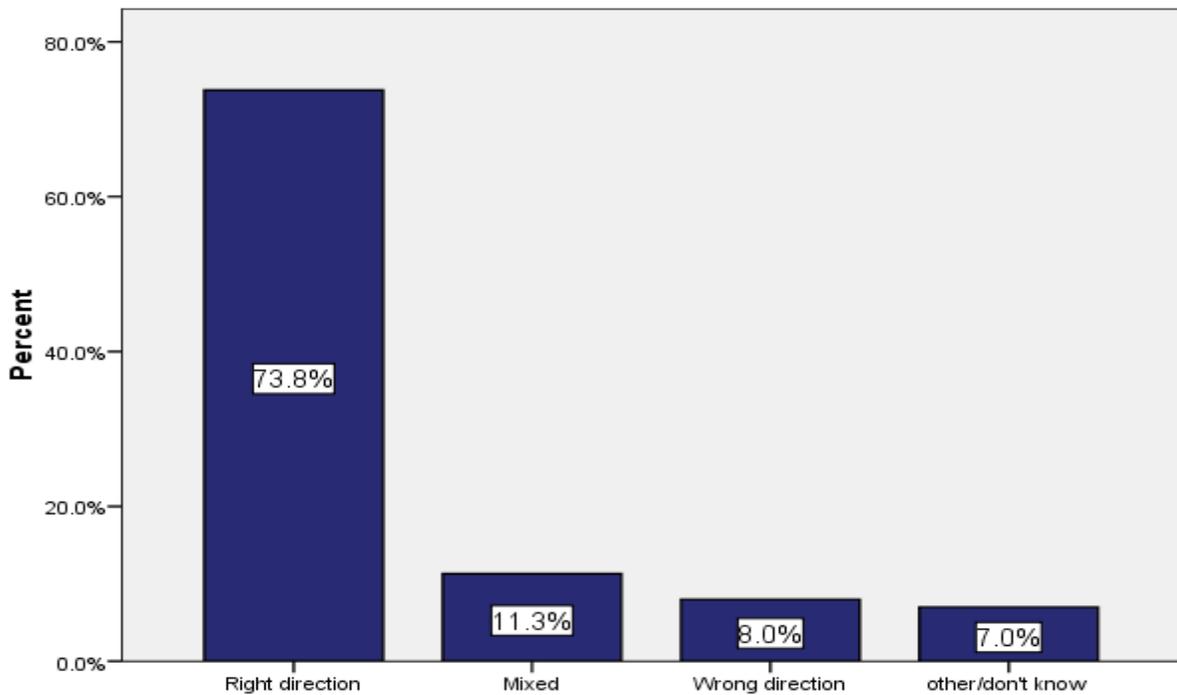
Going into the stores

Just going there

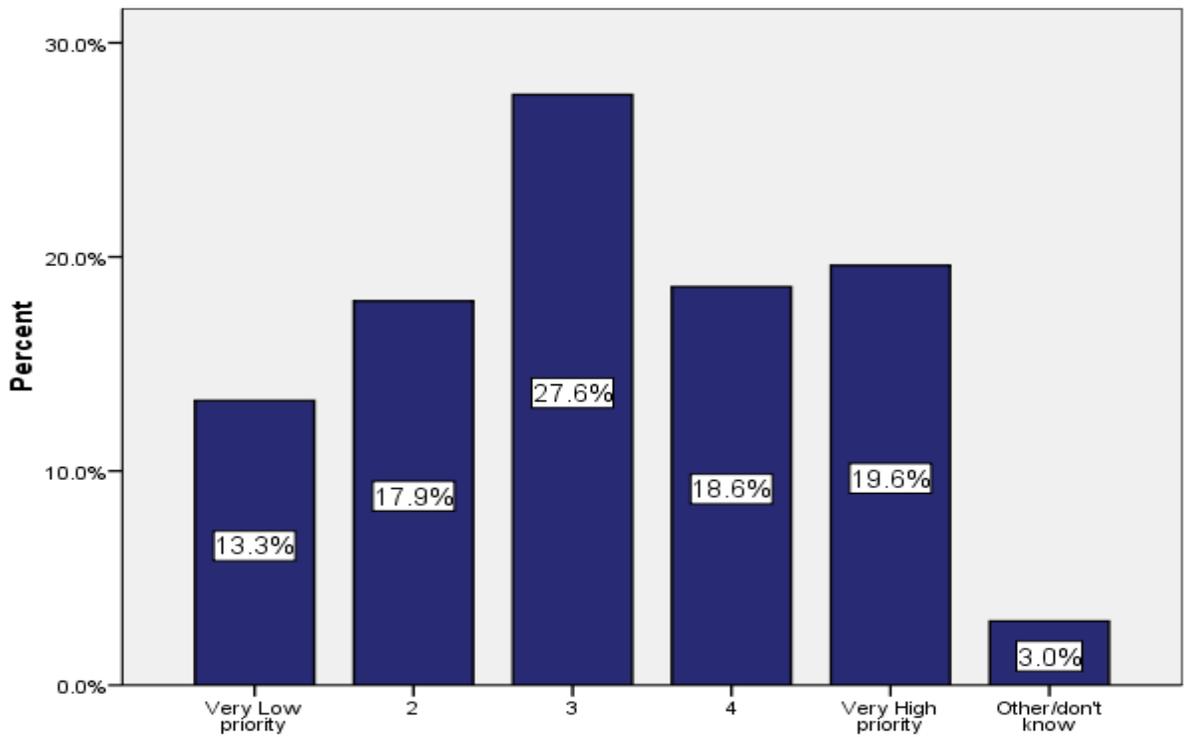
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SECTION IV

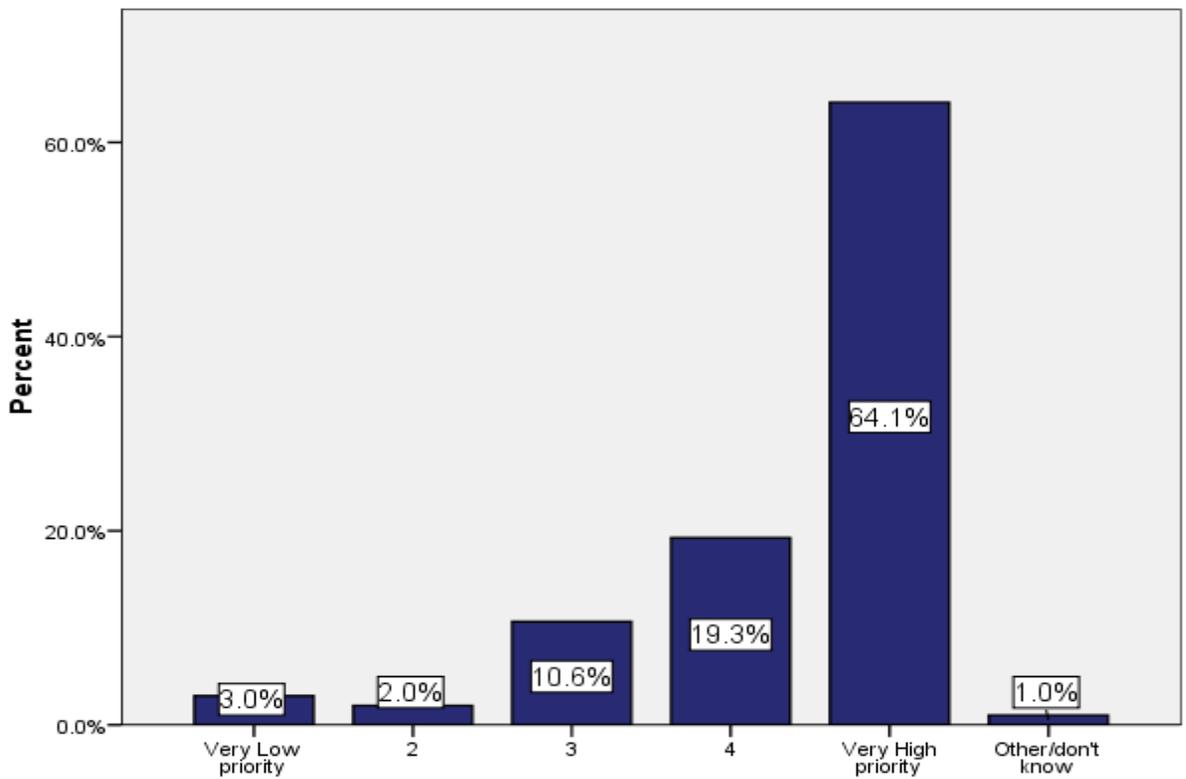
BAR CHARTS



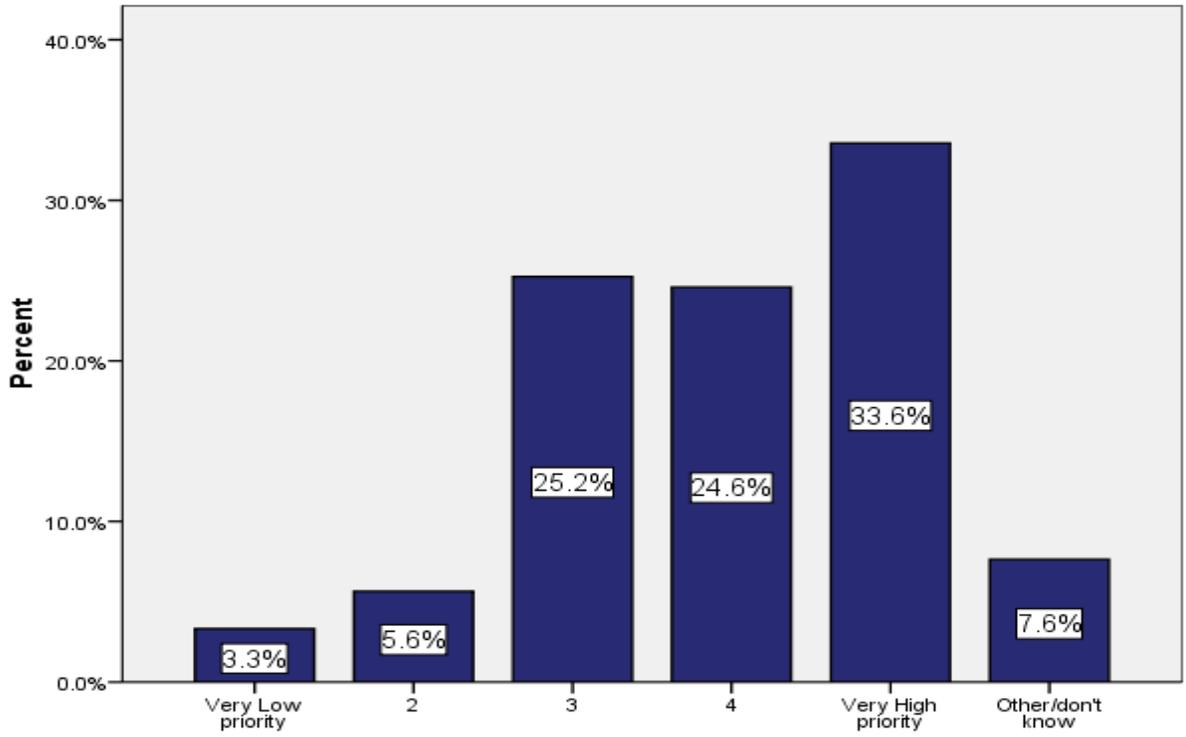
1. Thinking about the Maryville, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?



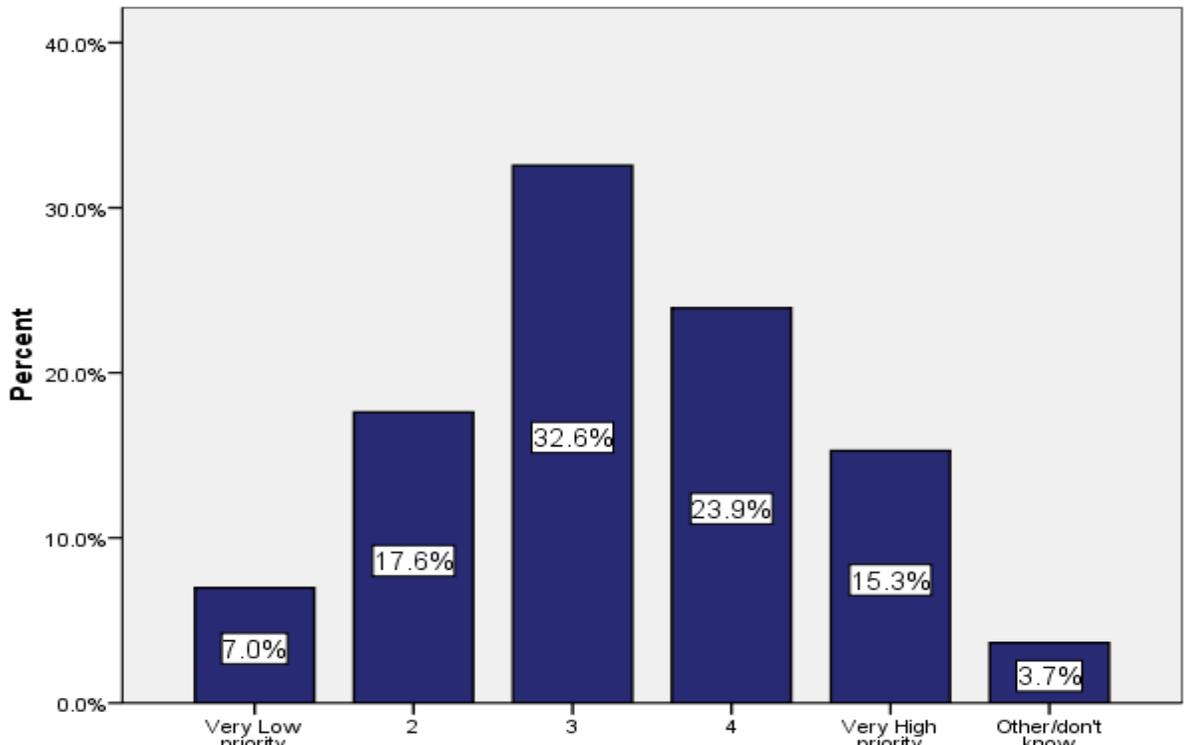
2. Revitalizing the Maryville downtown area



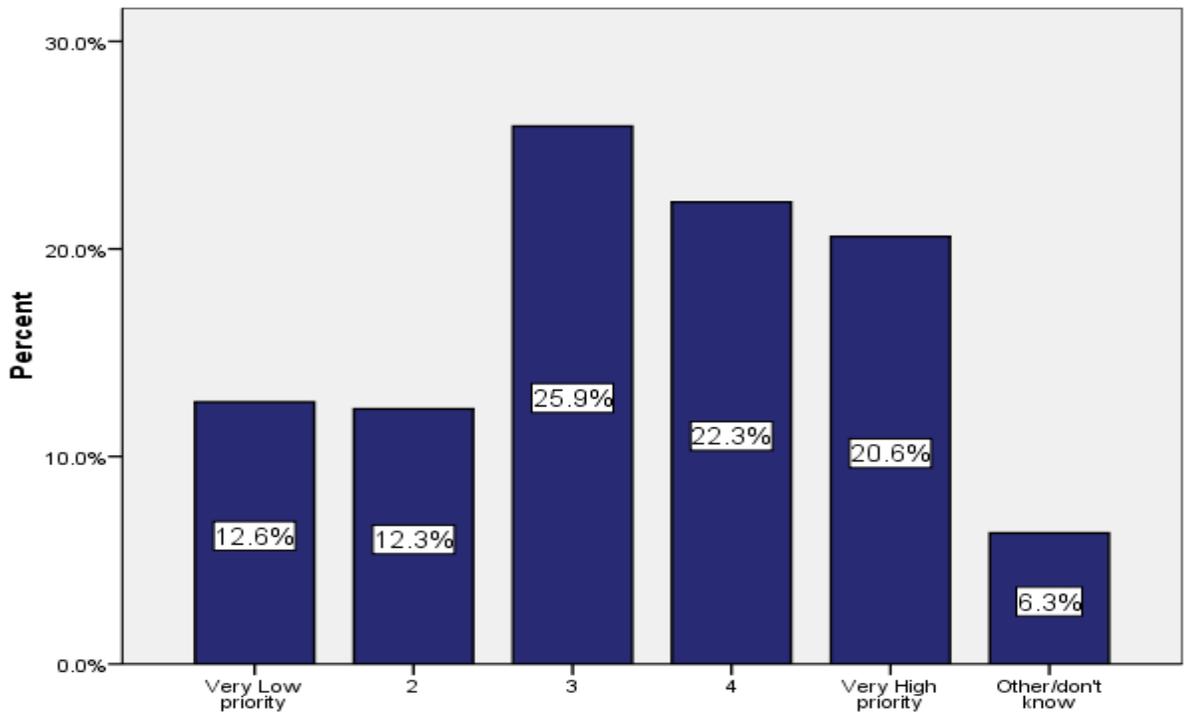
3. Repairing major streets



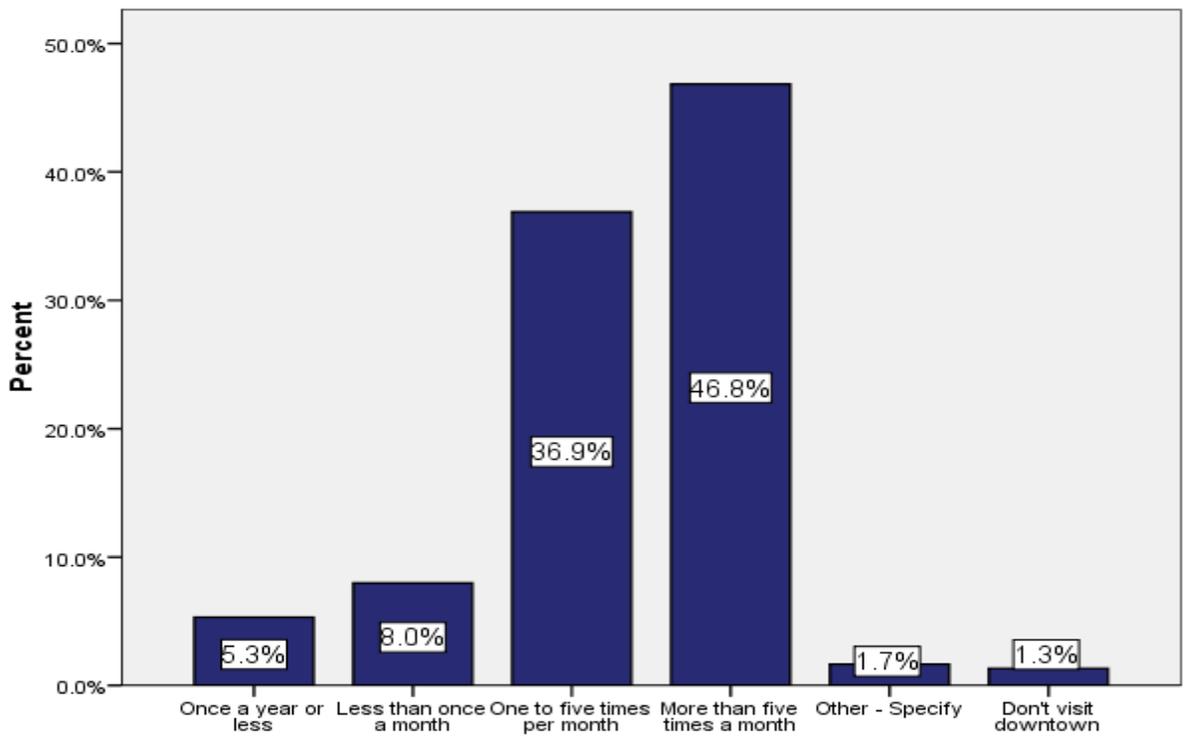
4. Improving emergency services



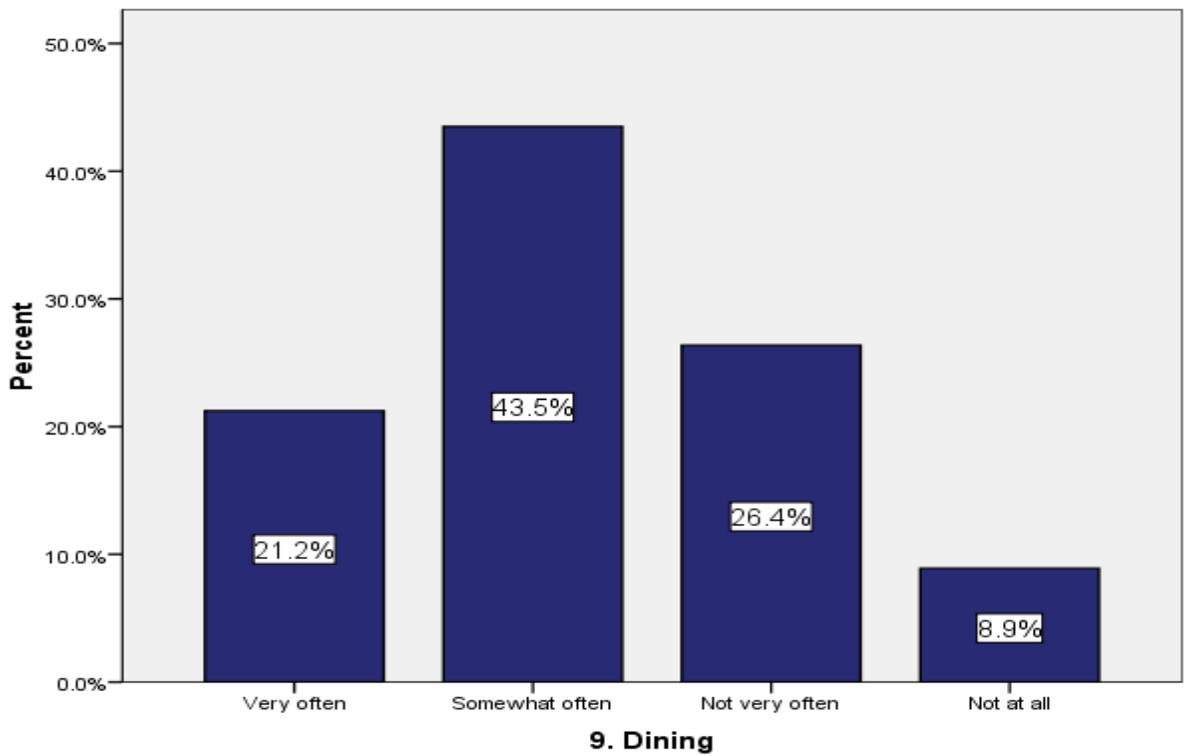
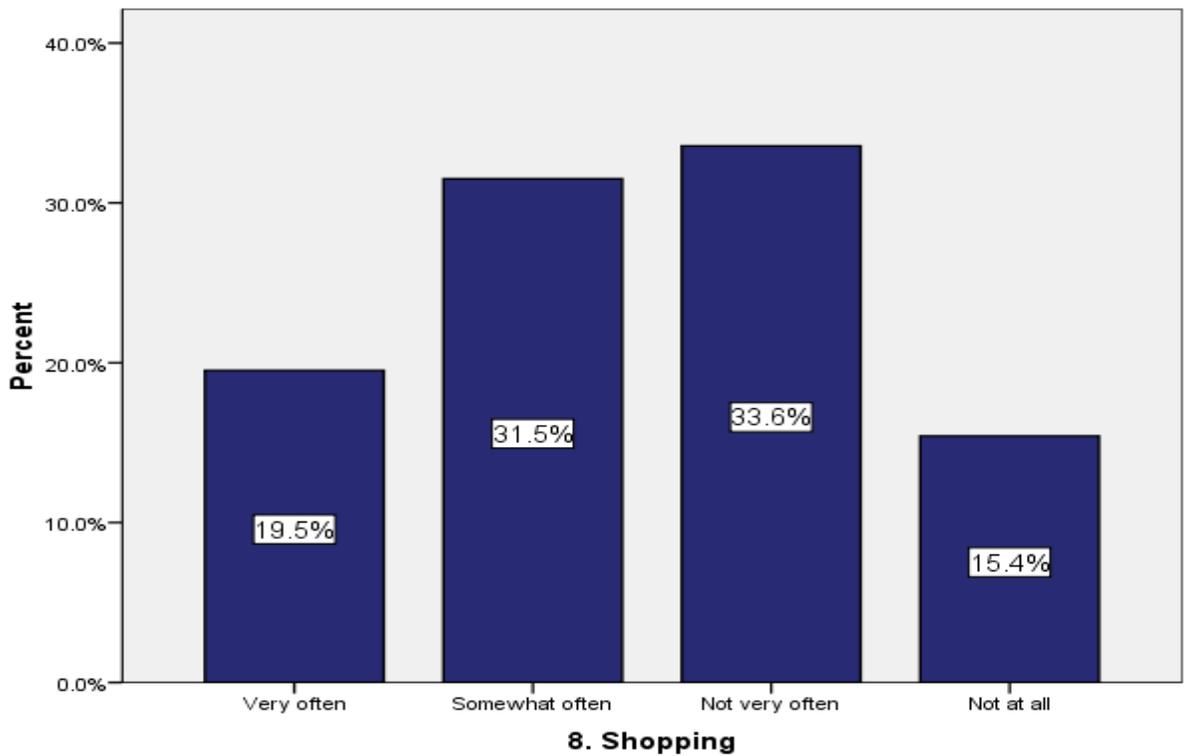
5. Upgrading parks and recreation facilities

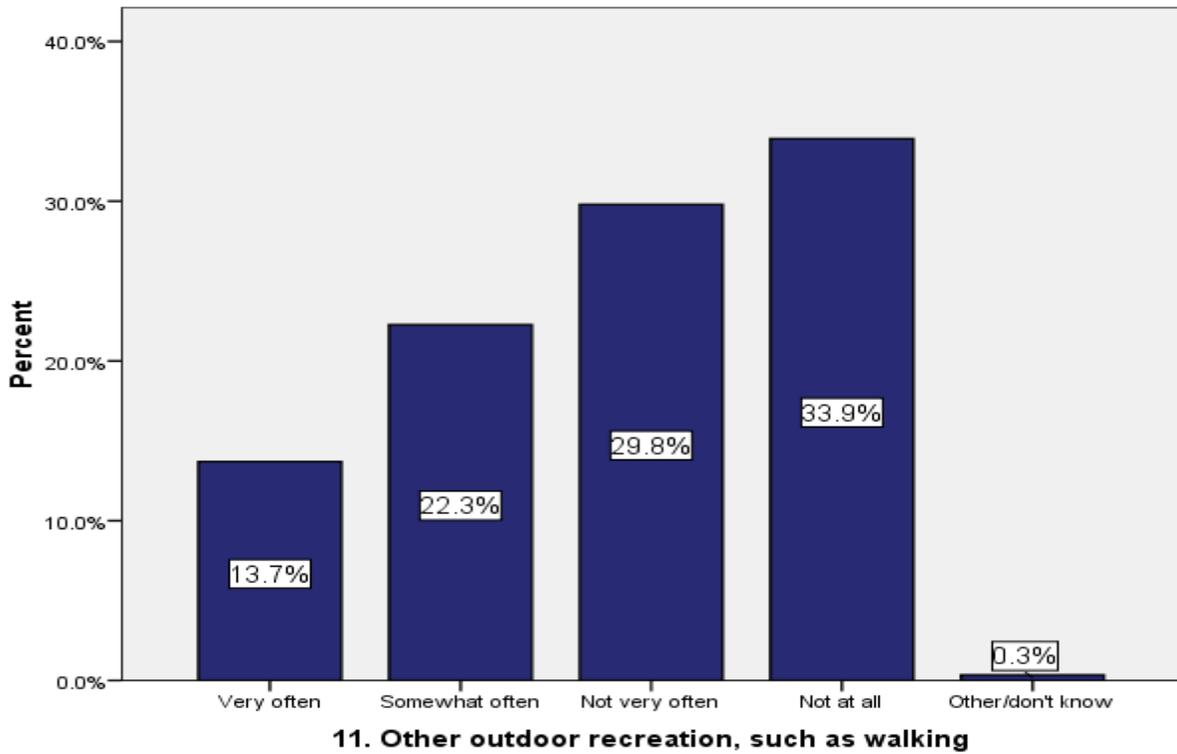
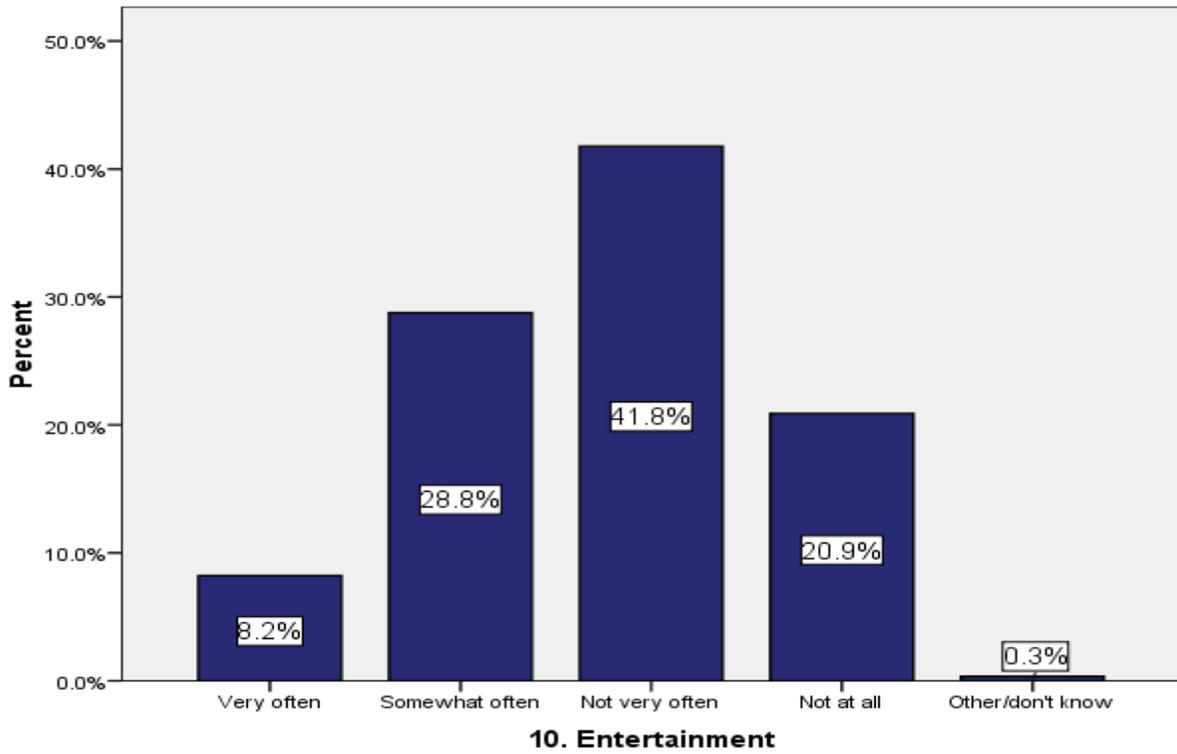


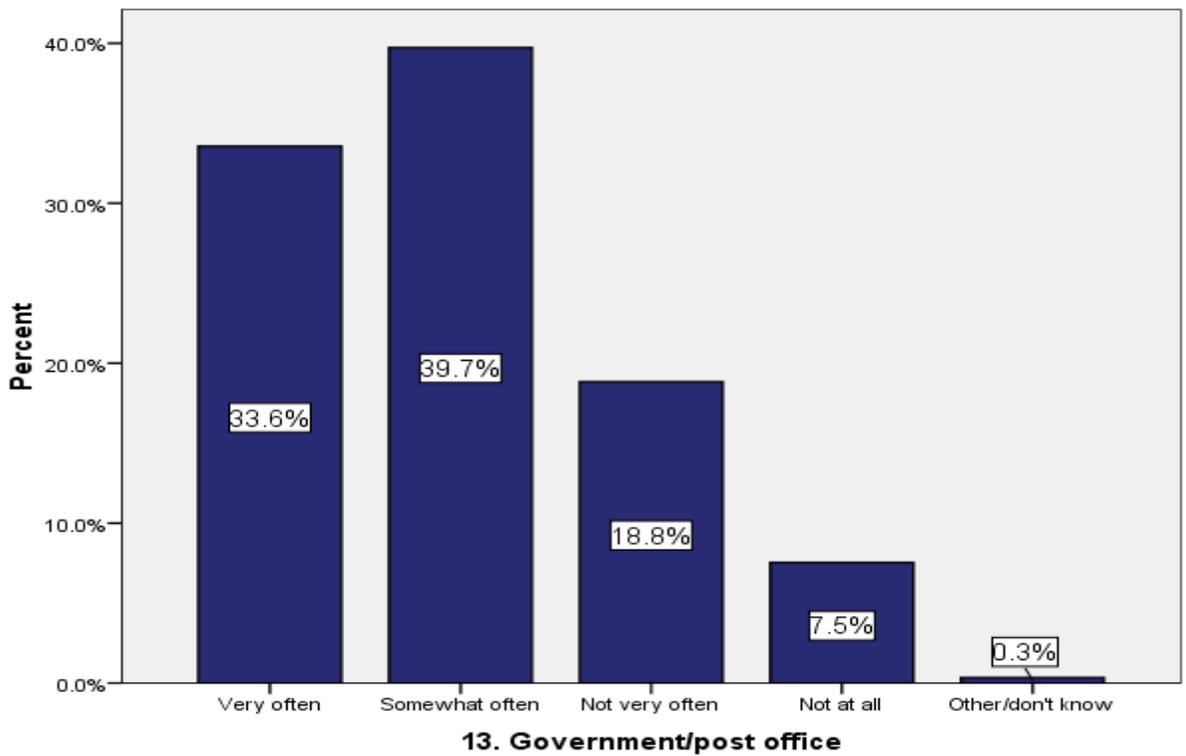
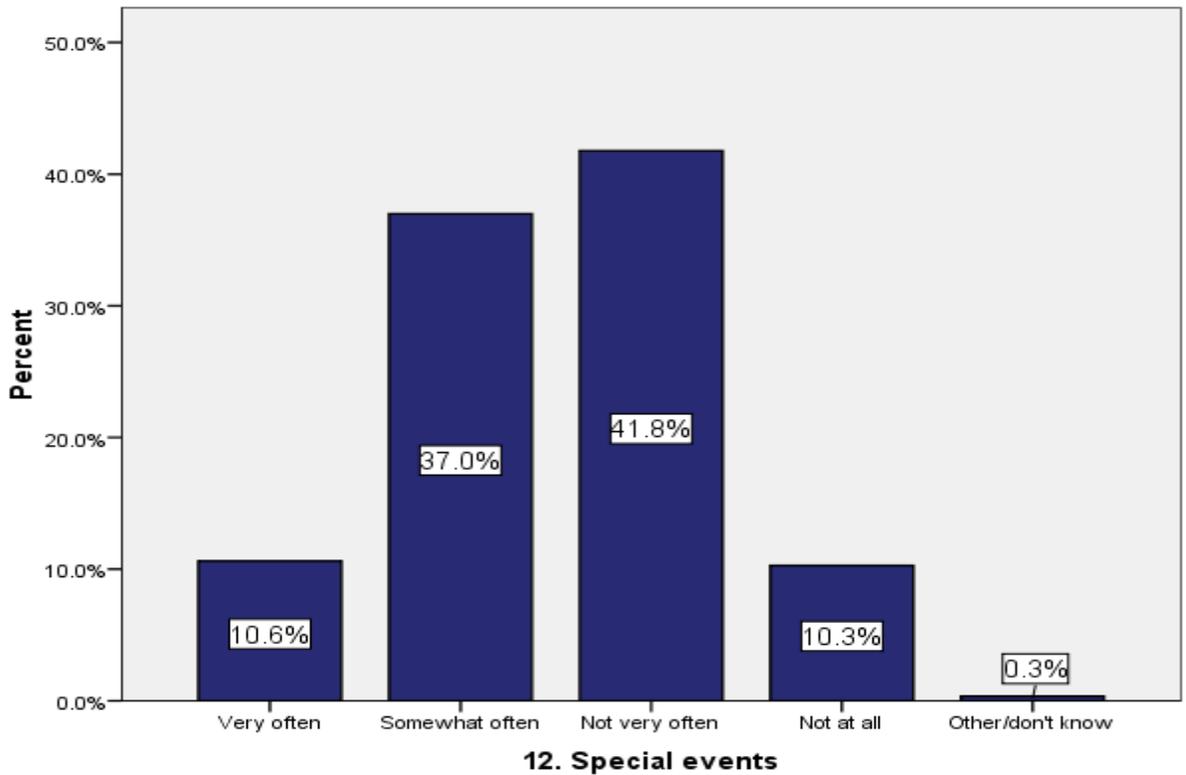
6. Attracting more big box retail development

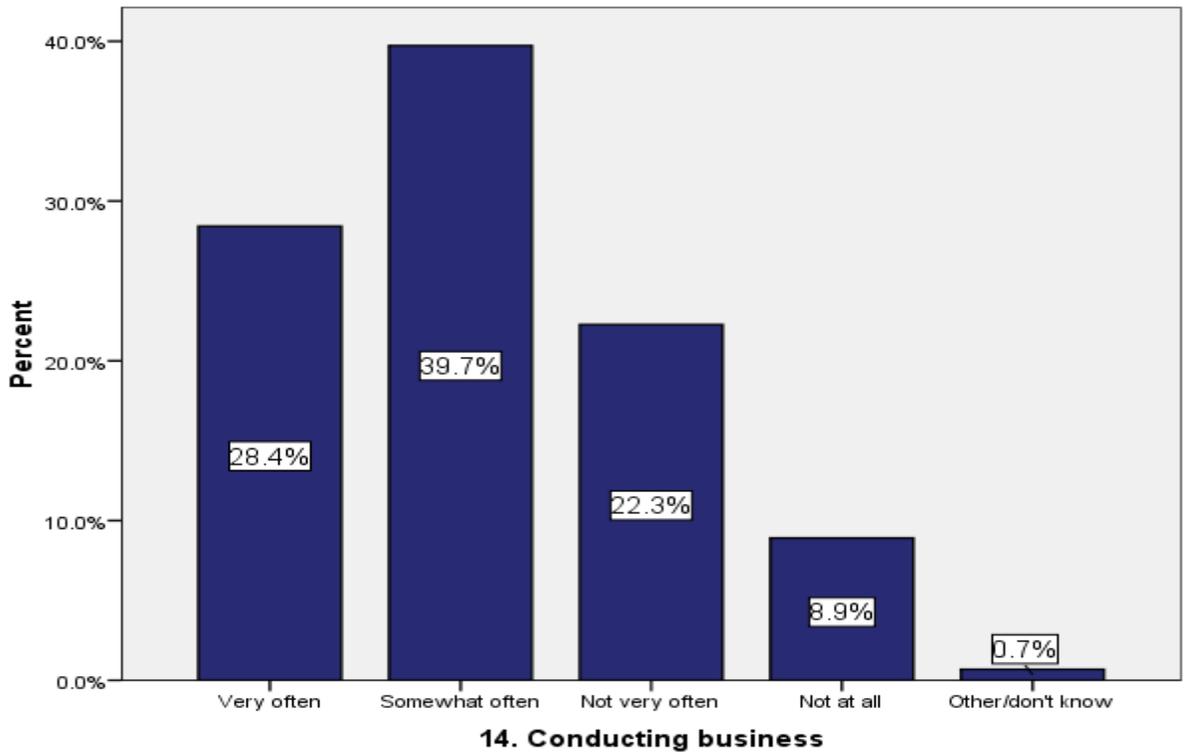


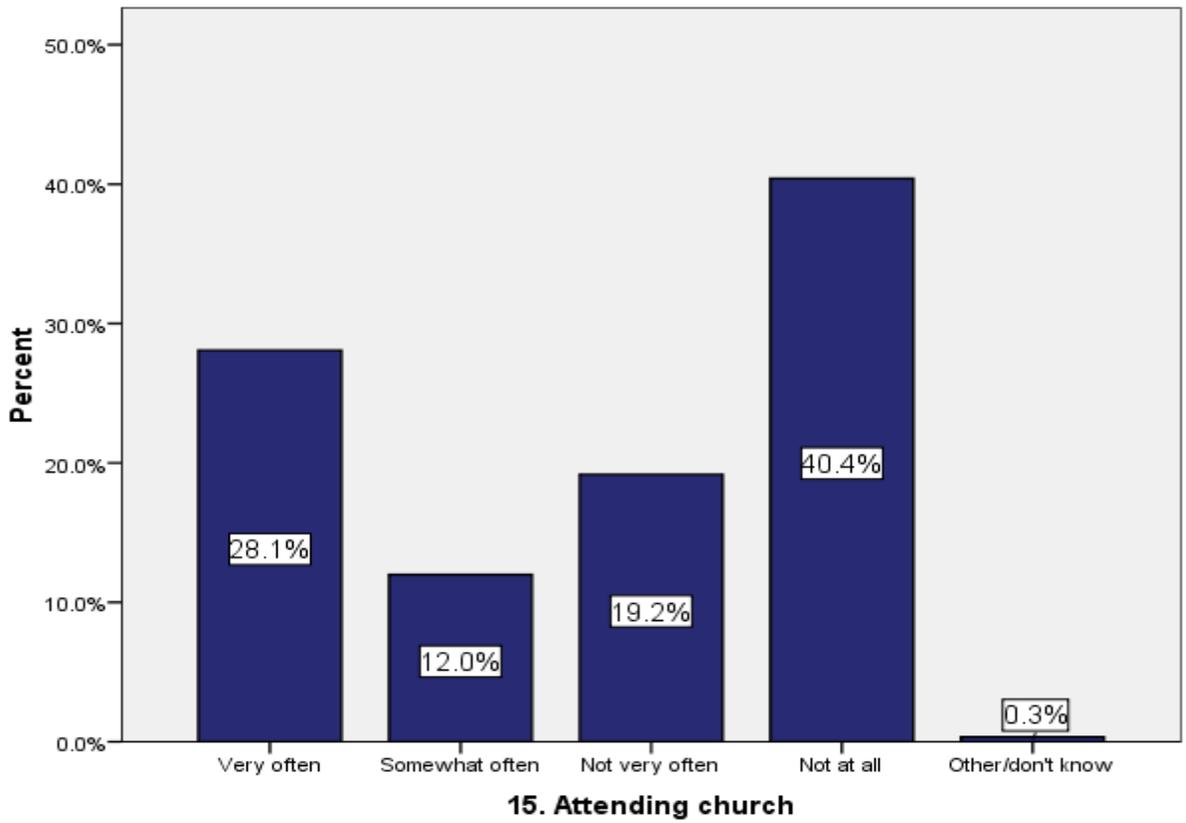
7. How often do you visit downtown Maryville?

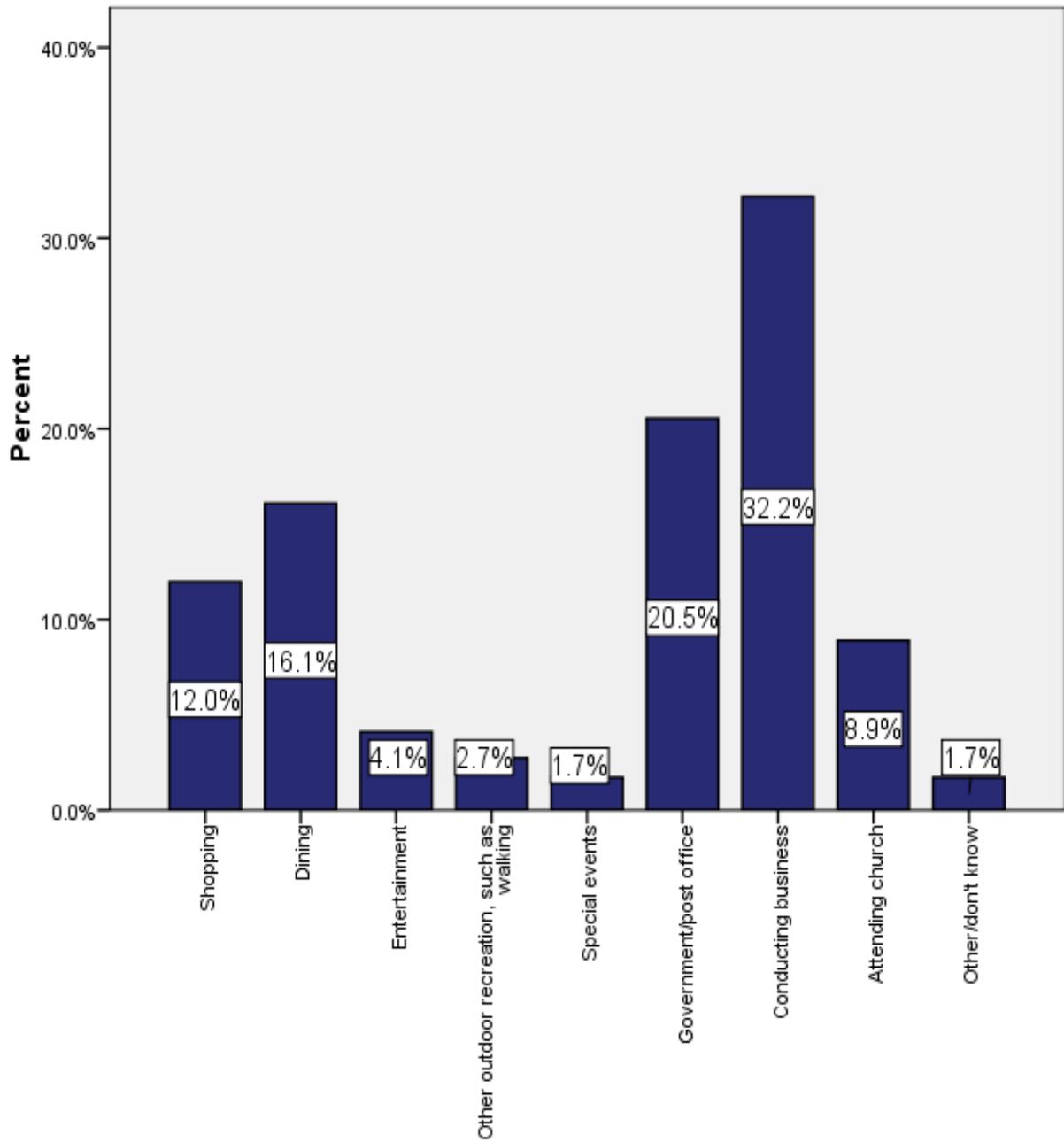




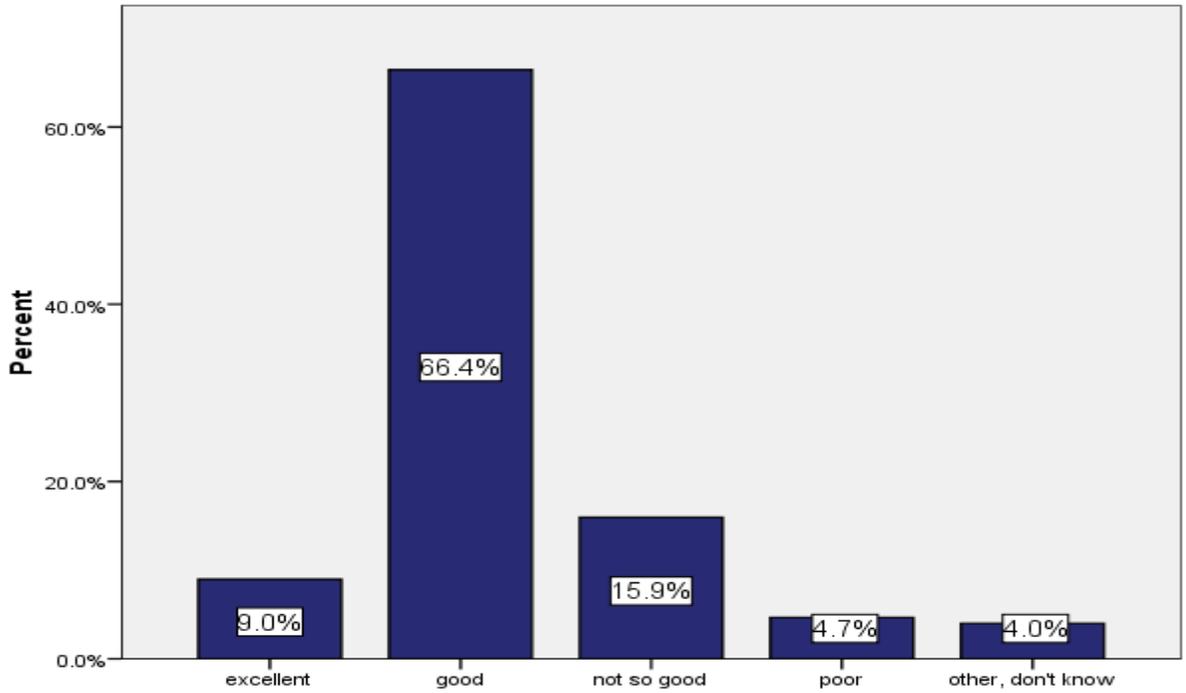




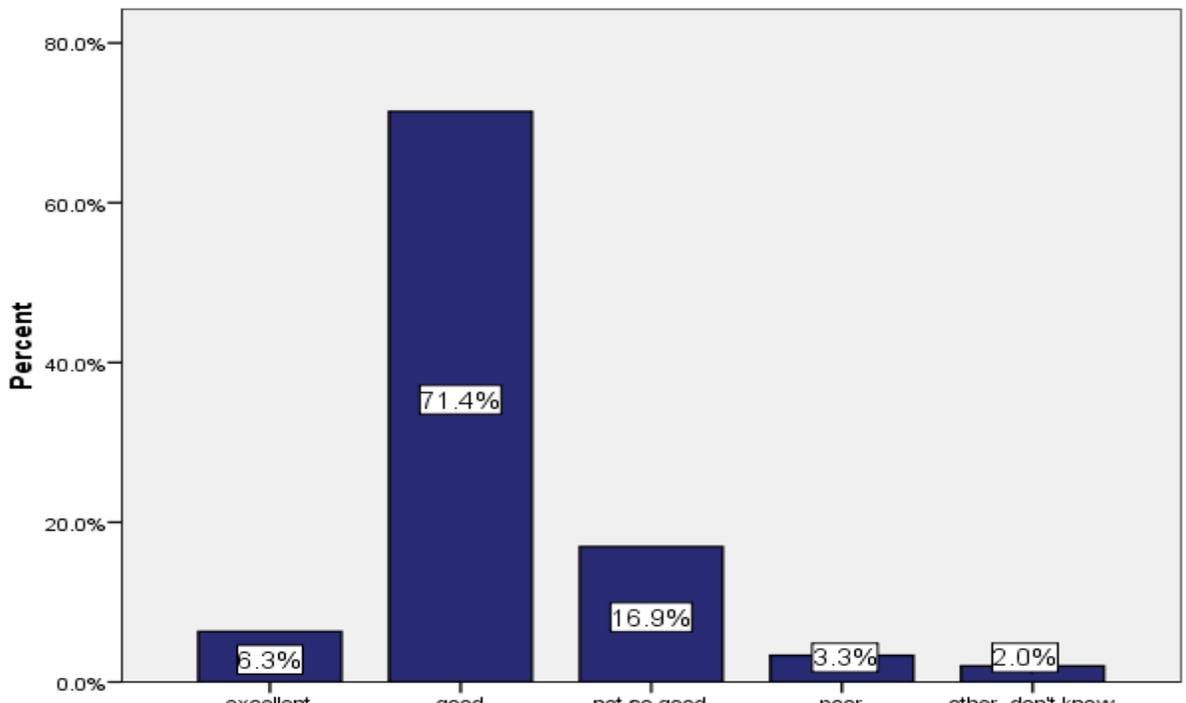




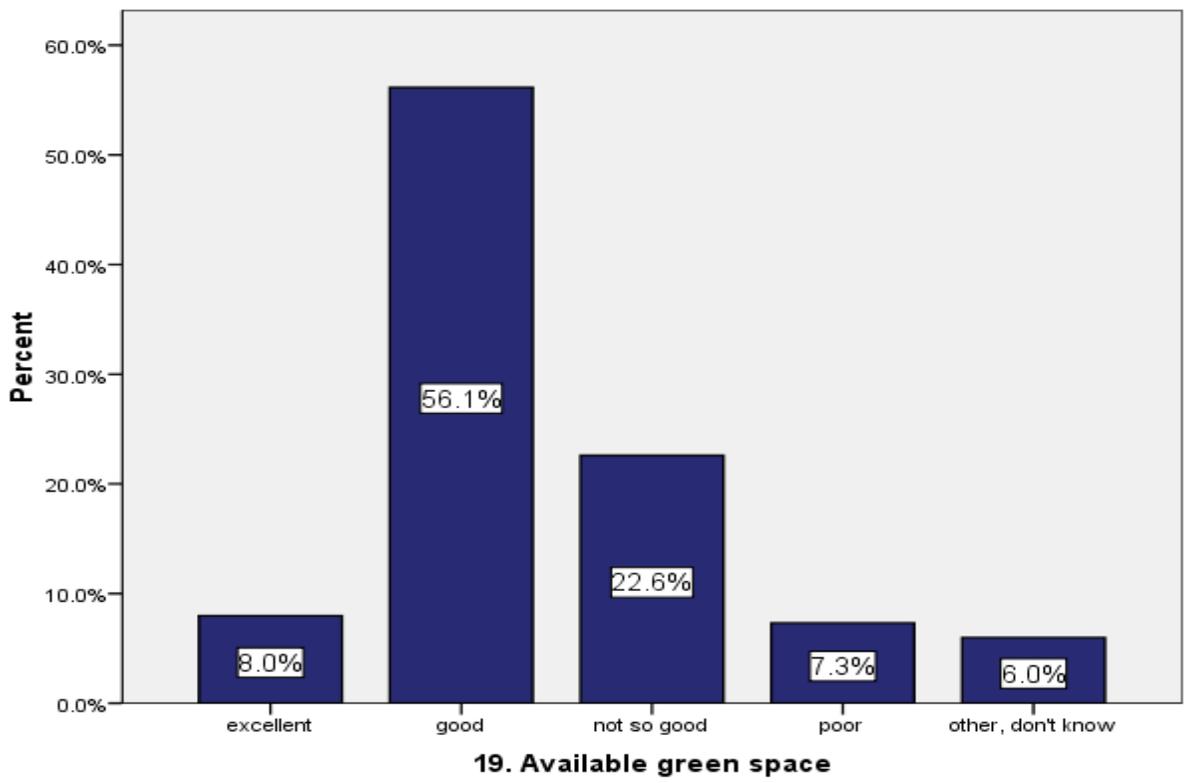
16. Of the items listed above, which would you say is the one reason you most often visit ...

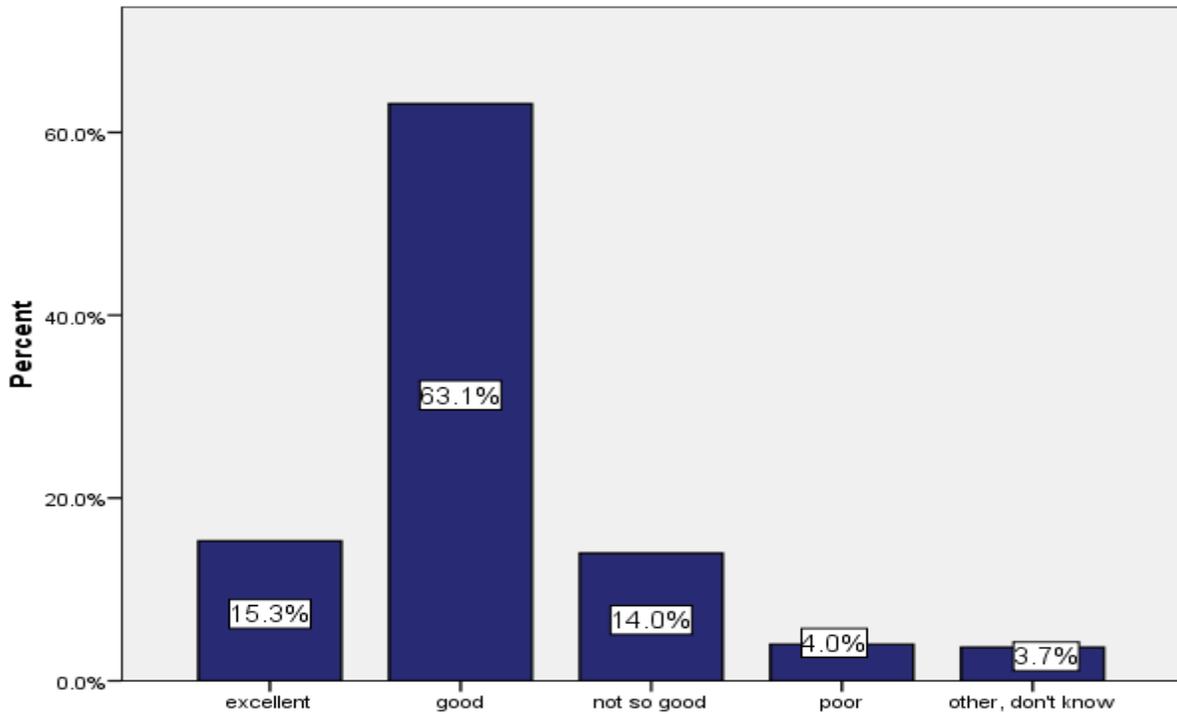


17. Signs to help people find their way around

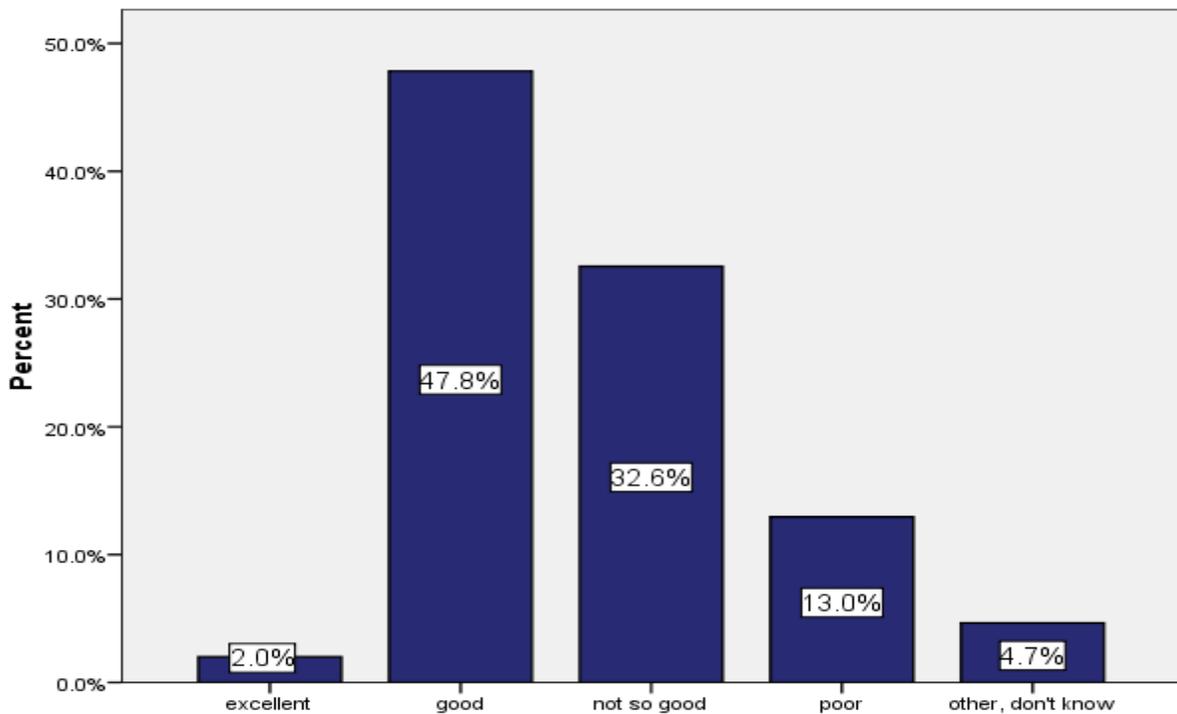


18. Convenient business hours

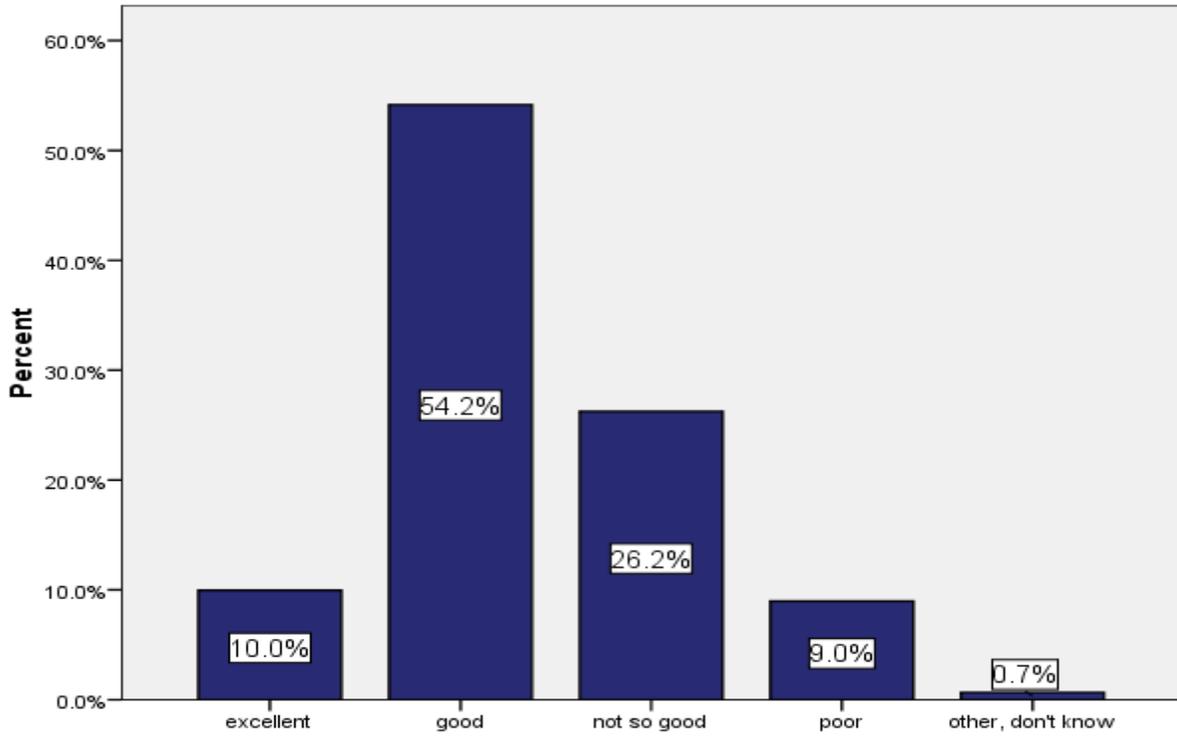




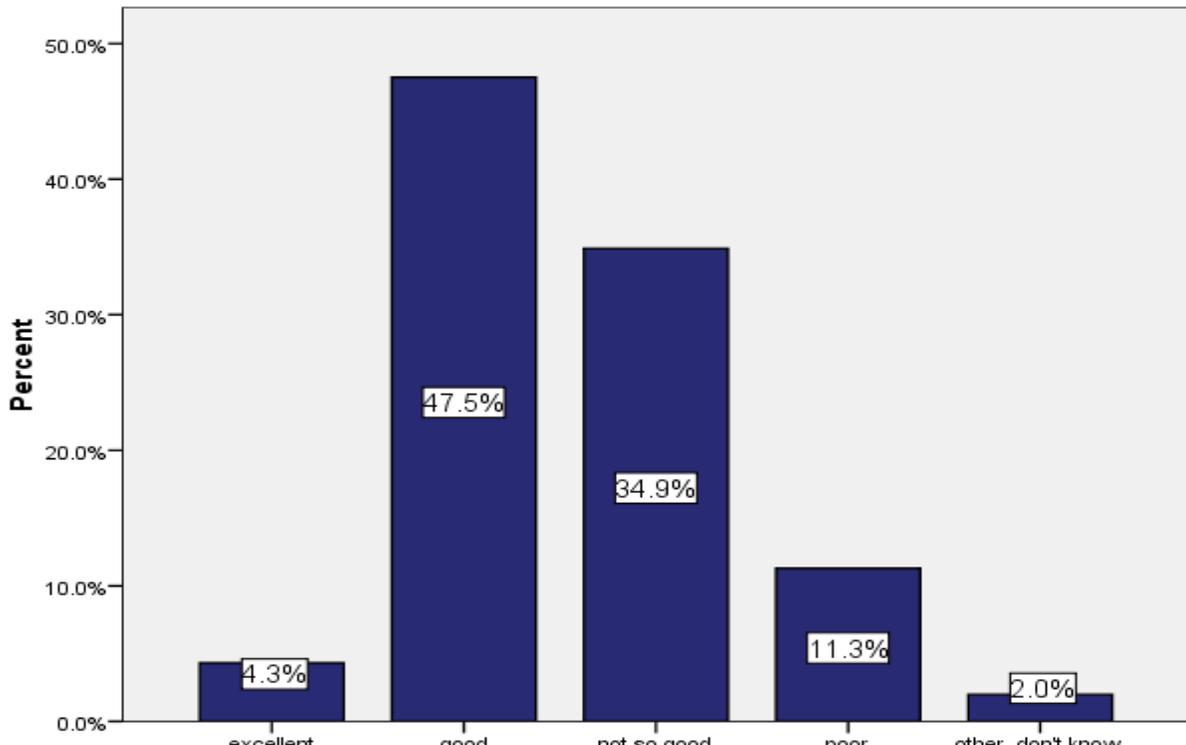
20. Preservation of historic structures



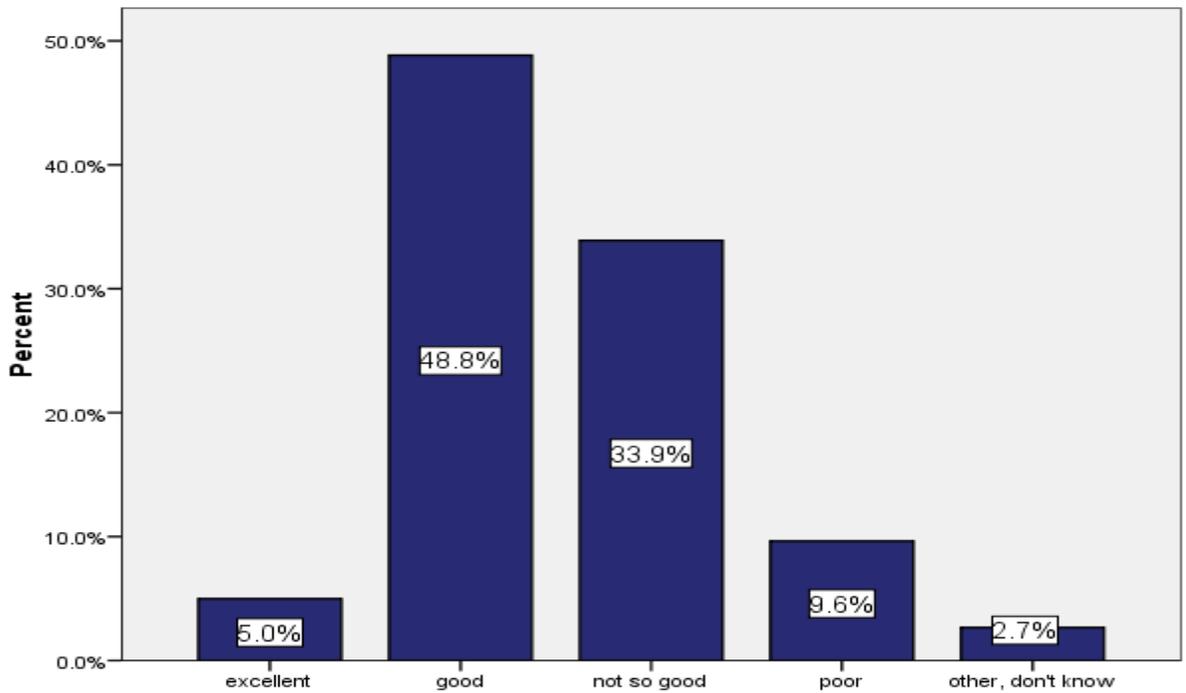
21. Occupied storefronts



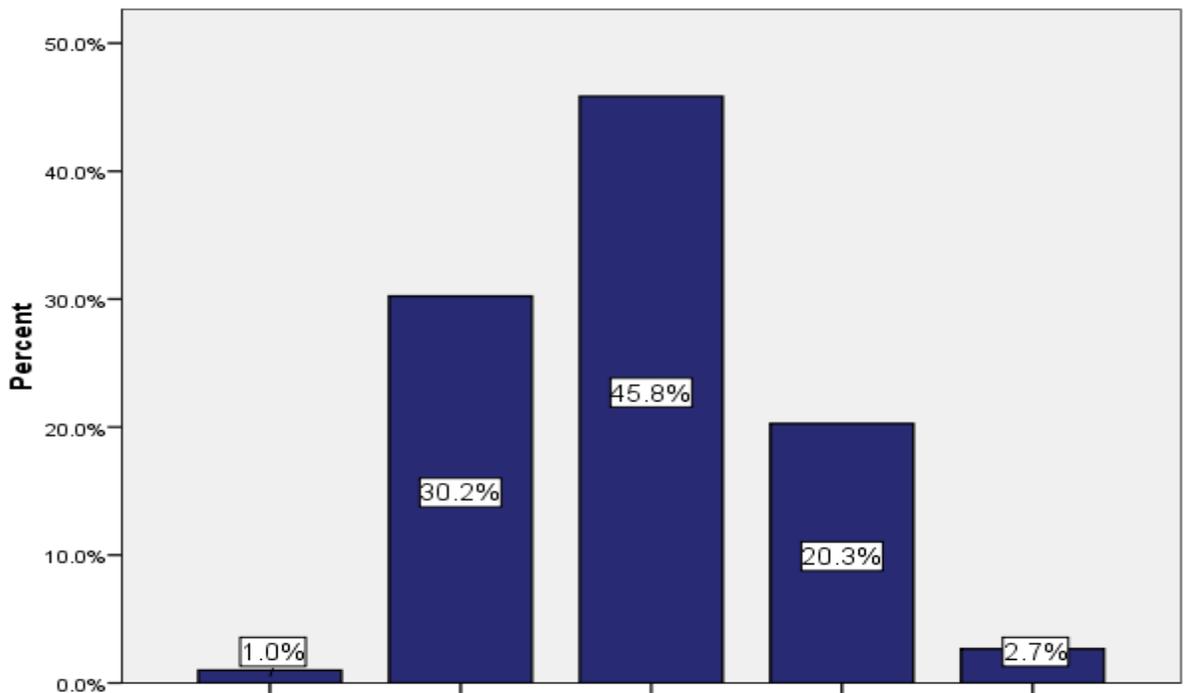
22. Convenient parking



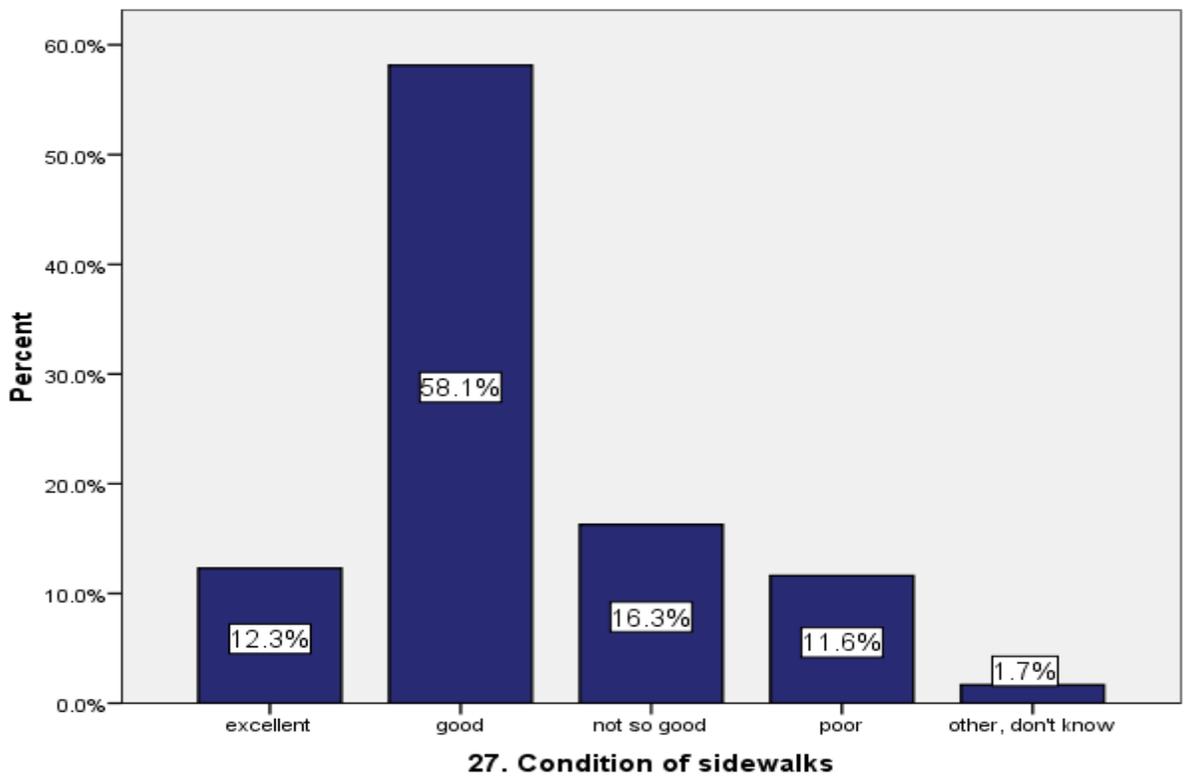
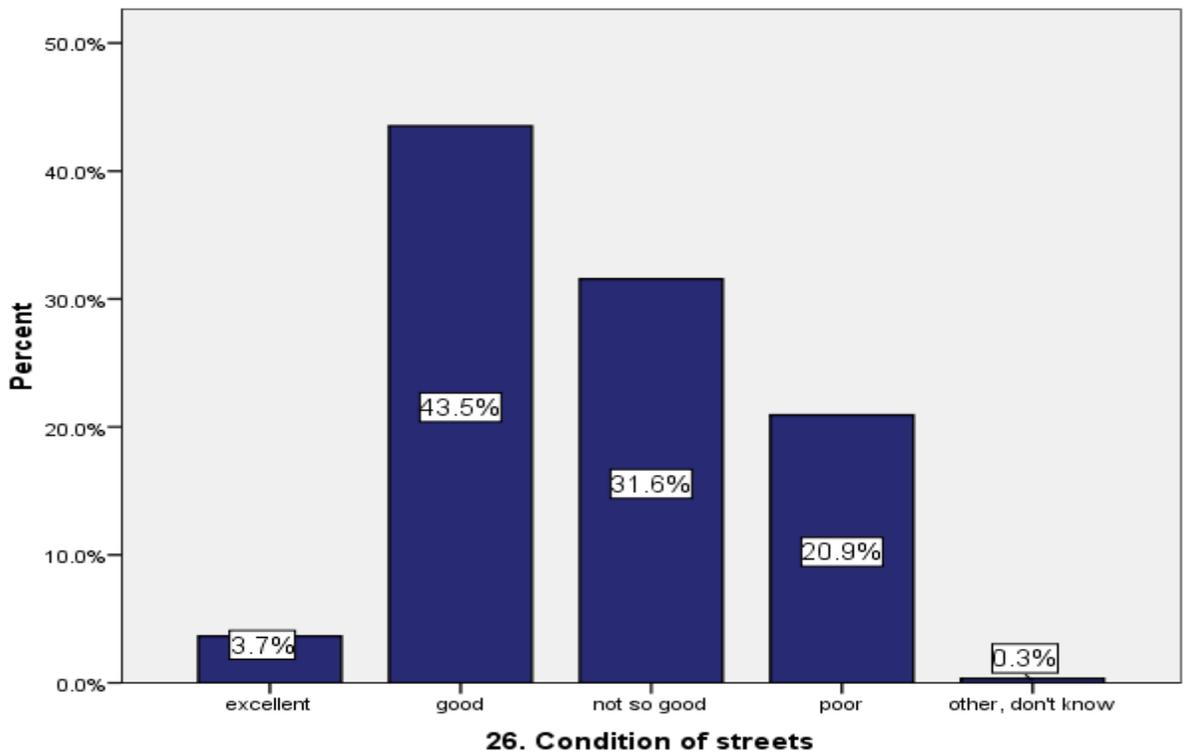
23. Diverse mix of businesses

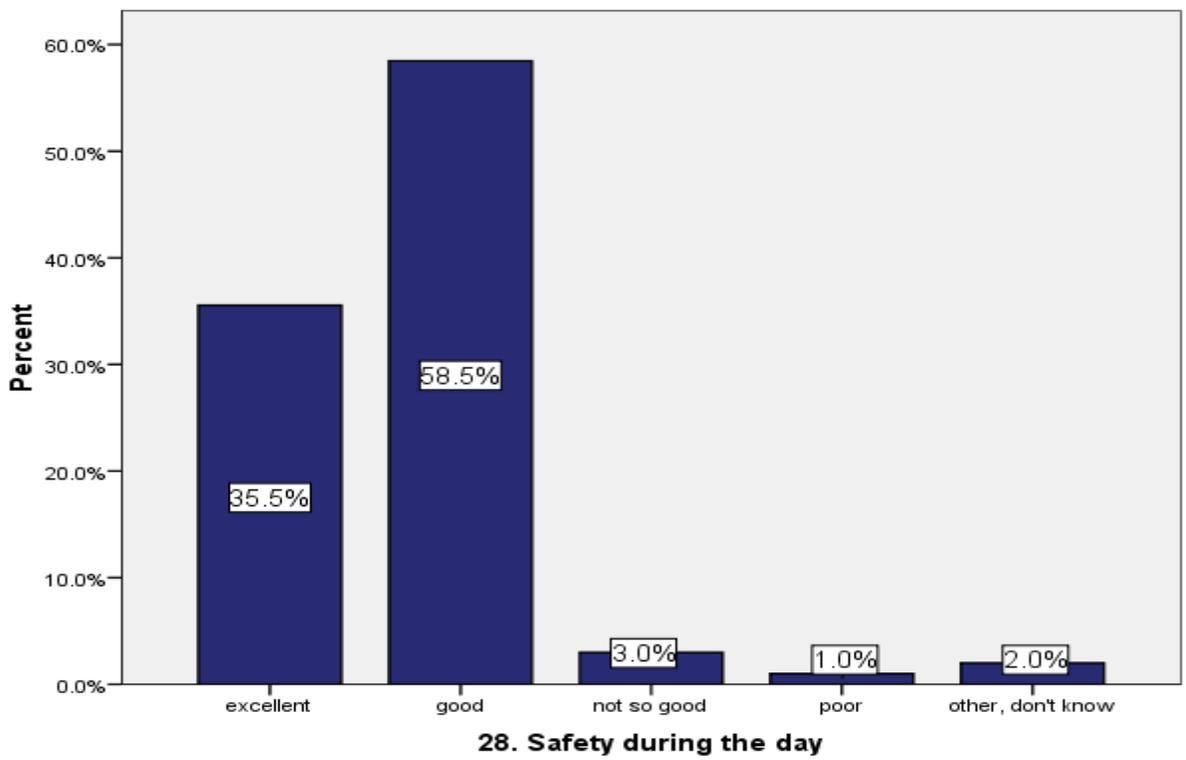


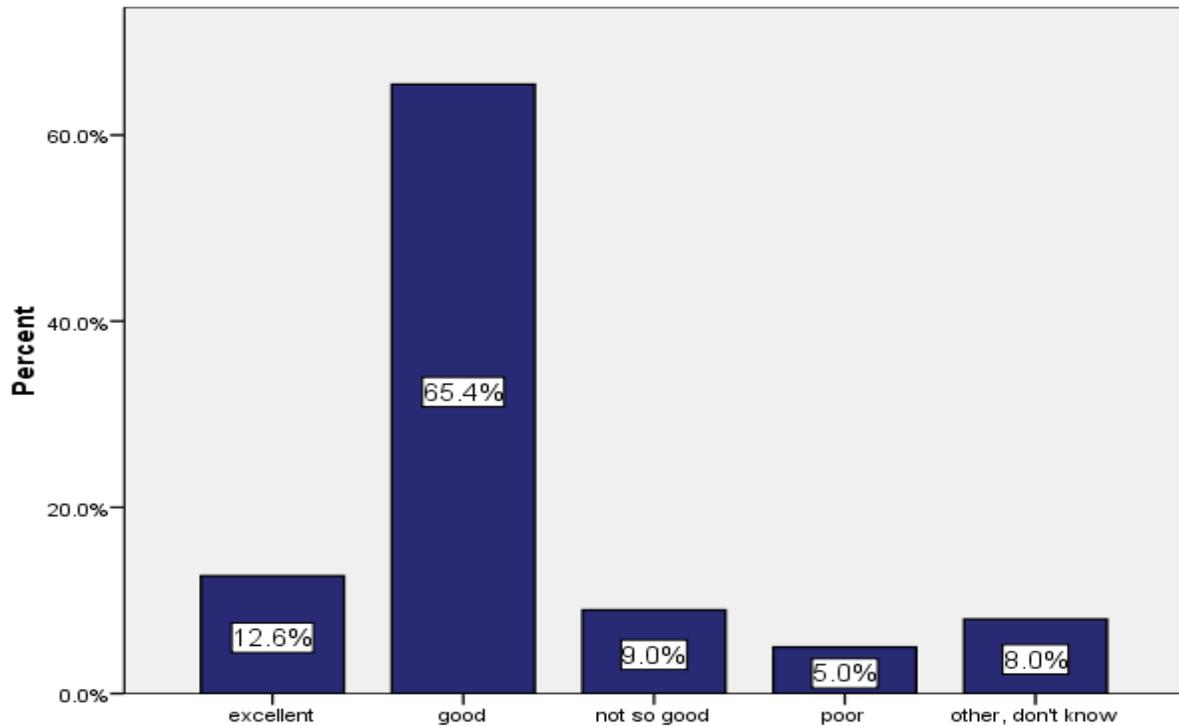
24. Dining options



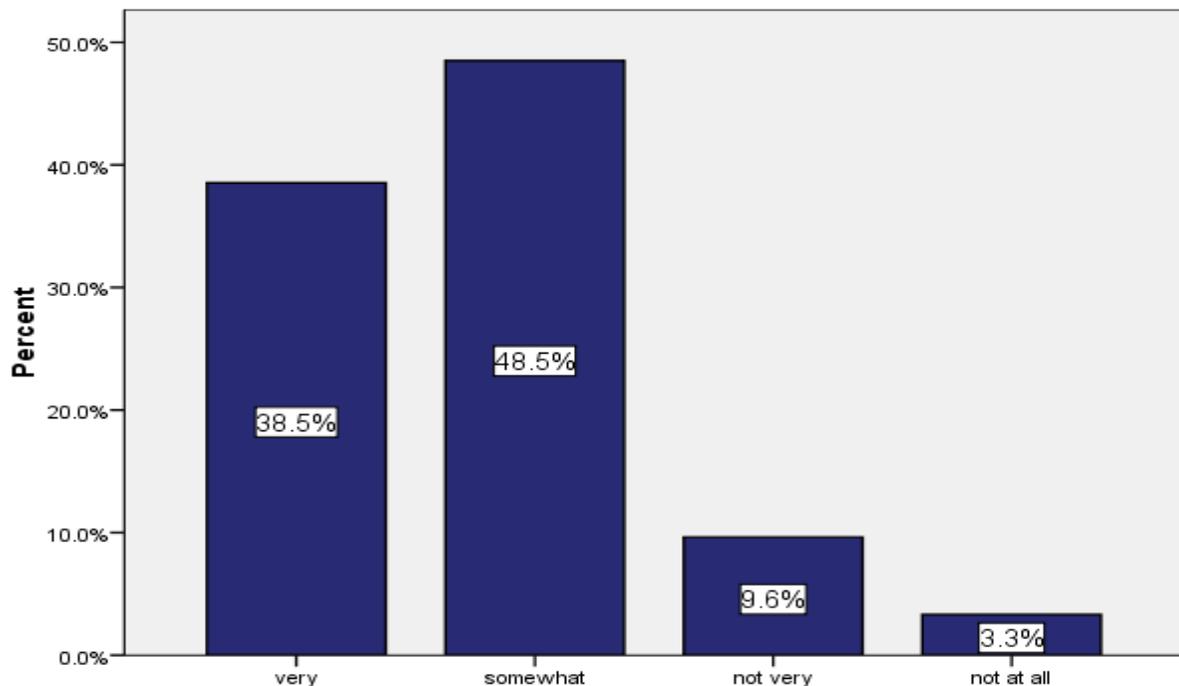
25. Entertainment options



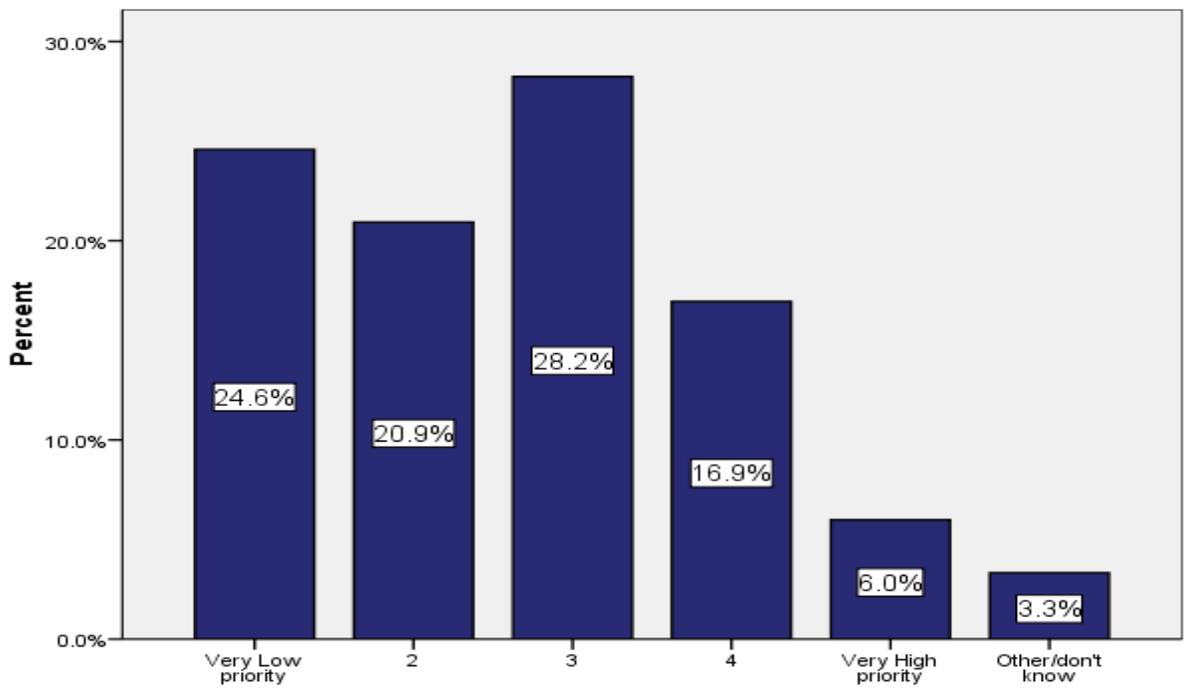




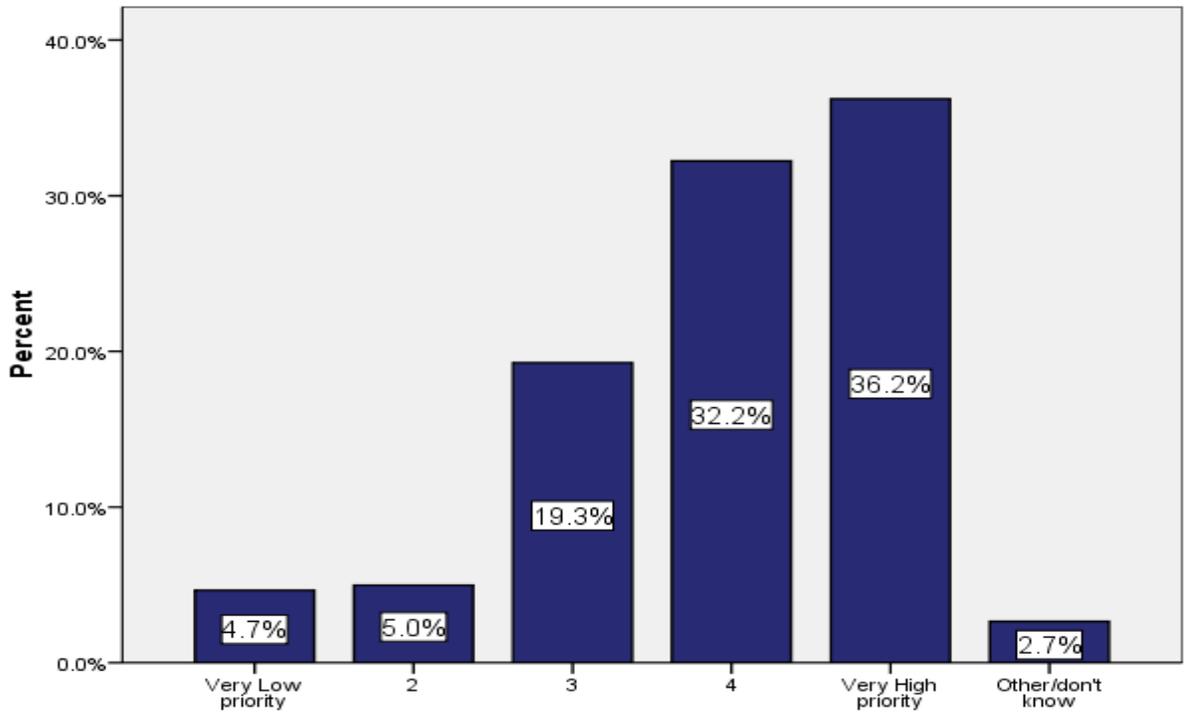
29. Safety at night



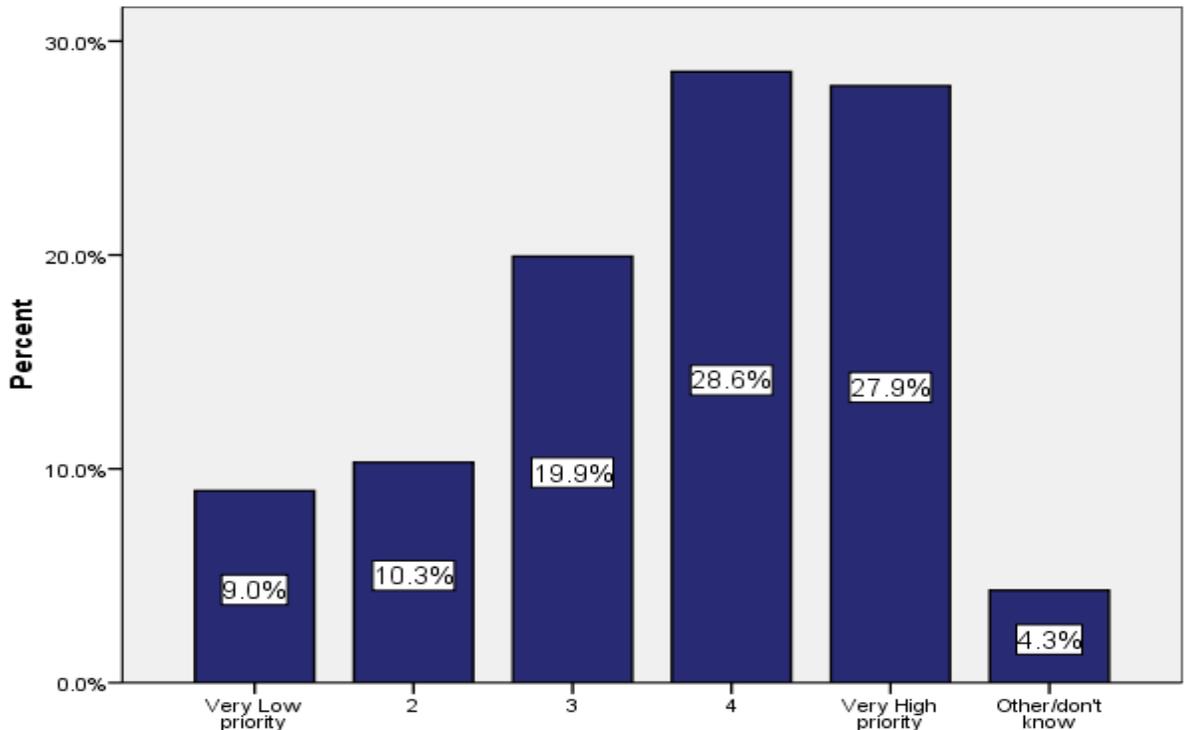
30. How important would you say it is that Maryville work to retain its downtown's historic character? Would you say it is very important, somewhat, not very or not at all important?



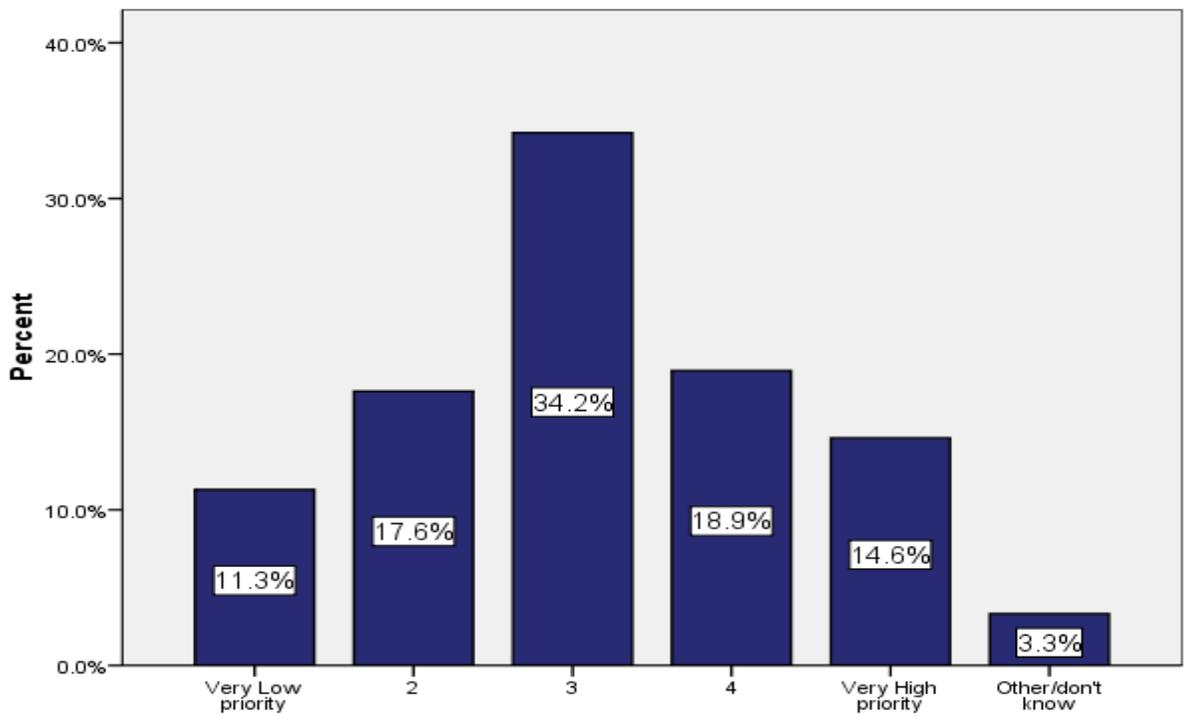
31. Lodging such as hotel, motel or bed and breakfast



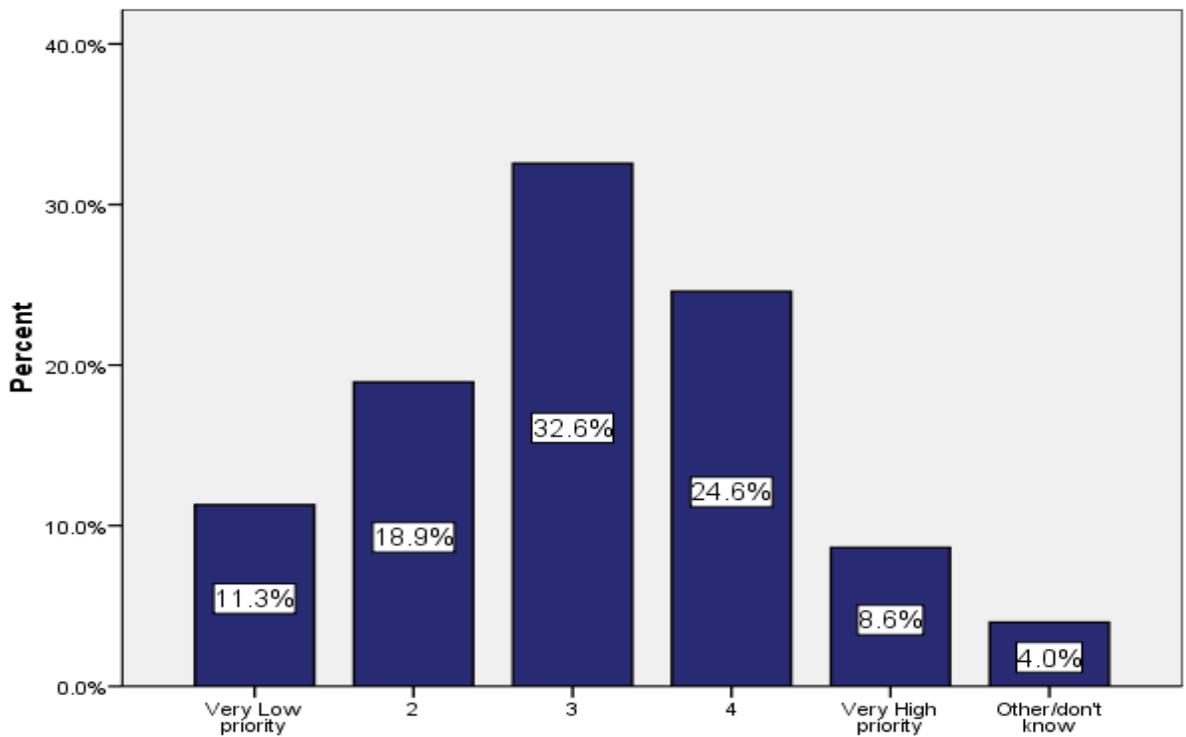
32. Family or casual style dining



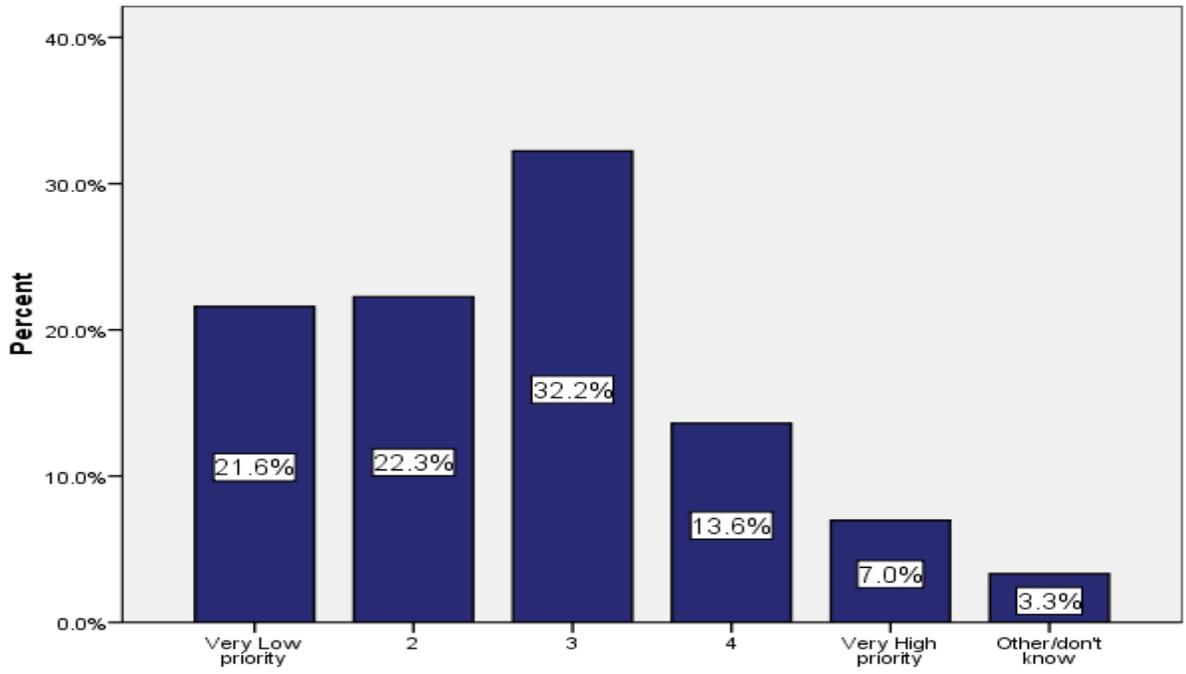
33. Restaurant serving breakfast



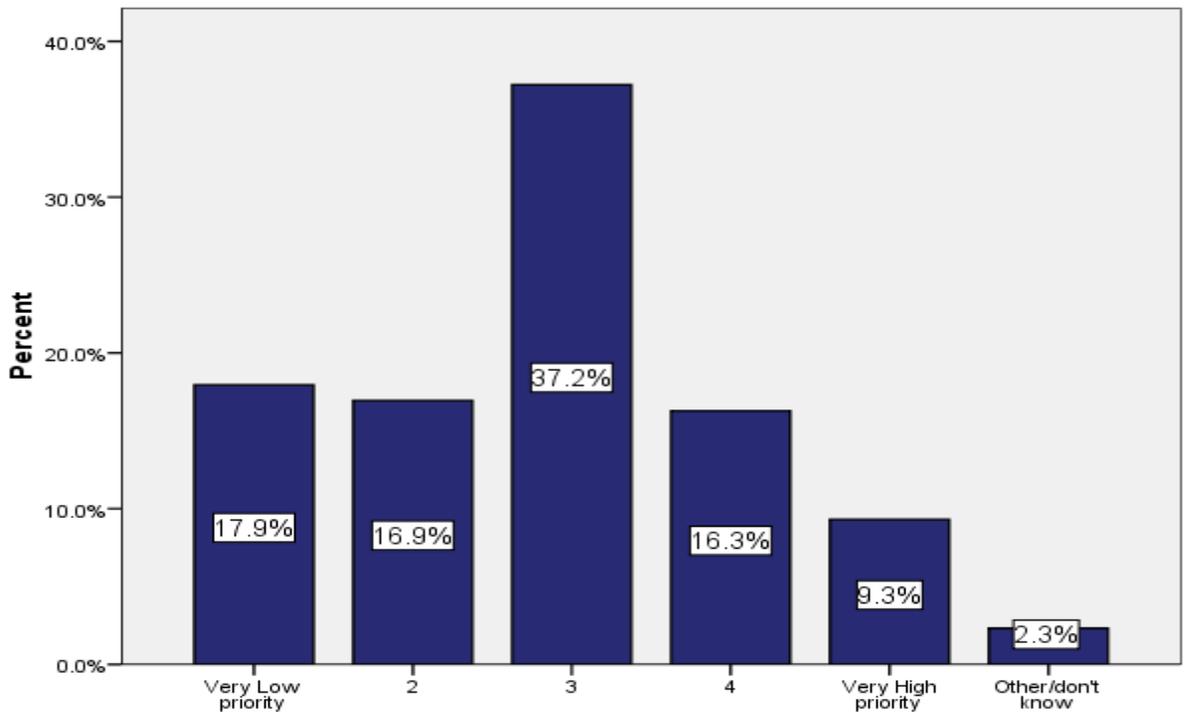
34. Ice cream shop/soda fountain



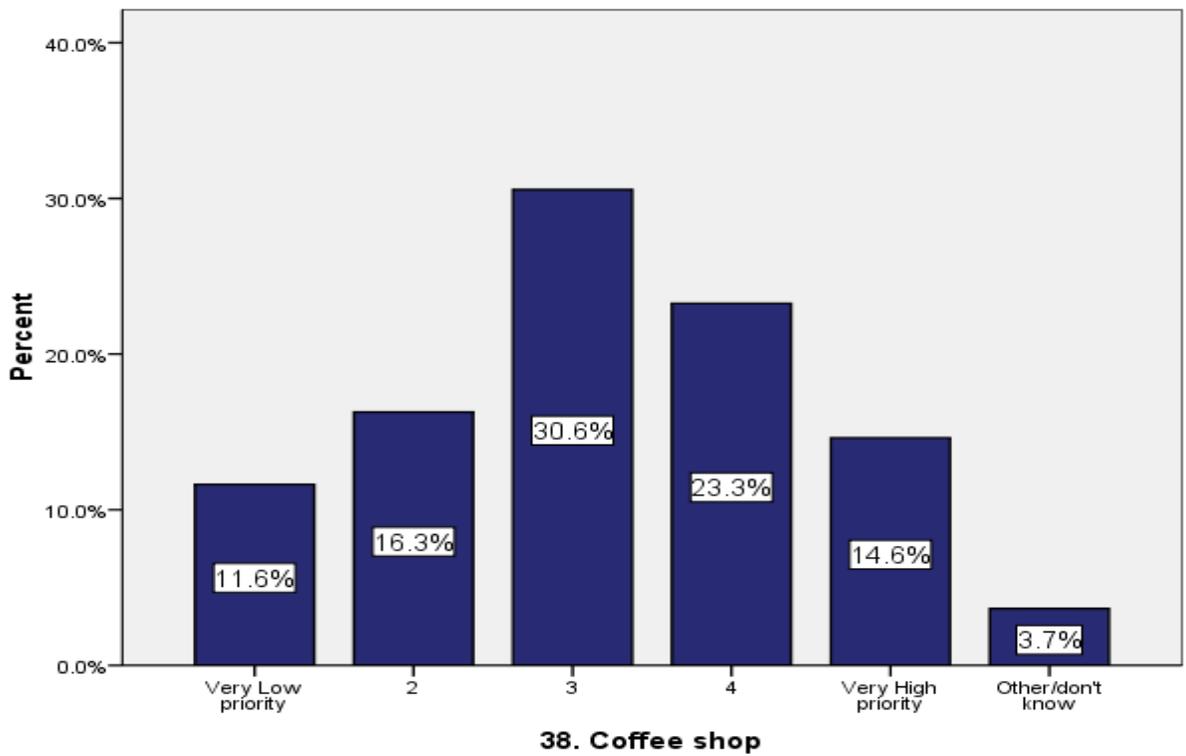
35. Upscale specialty shops

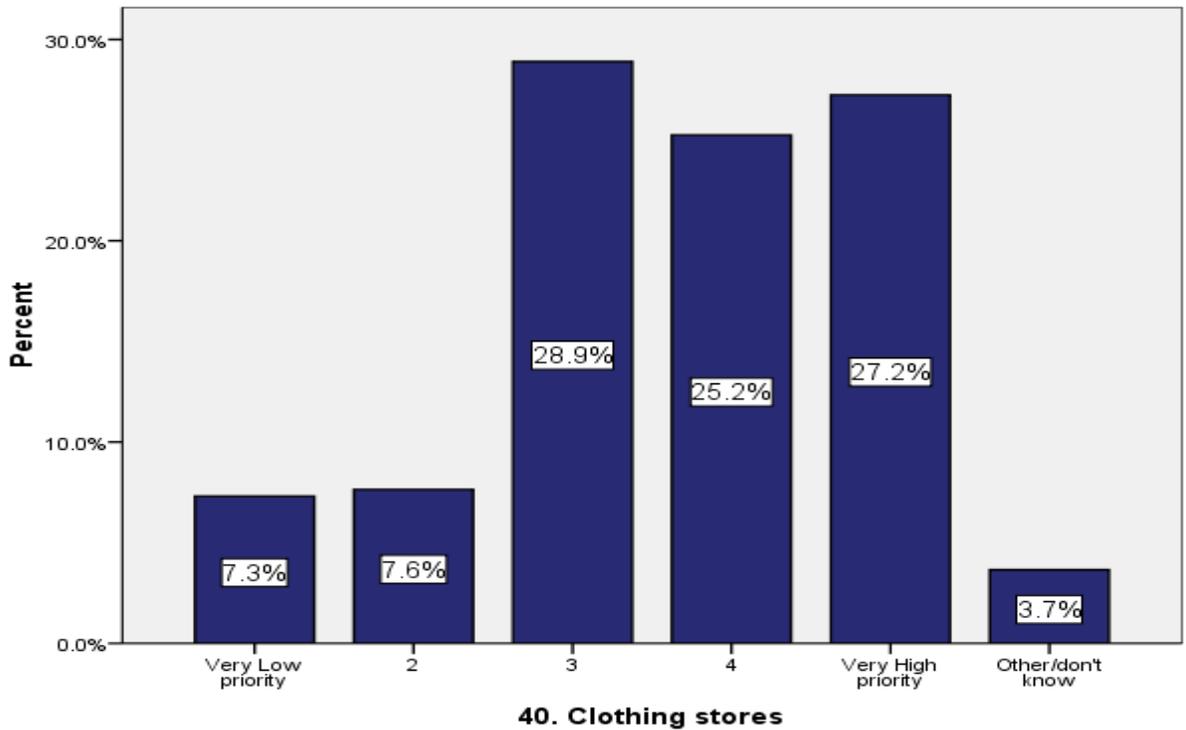
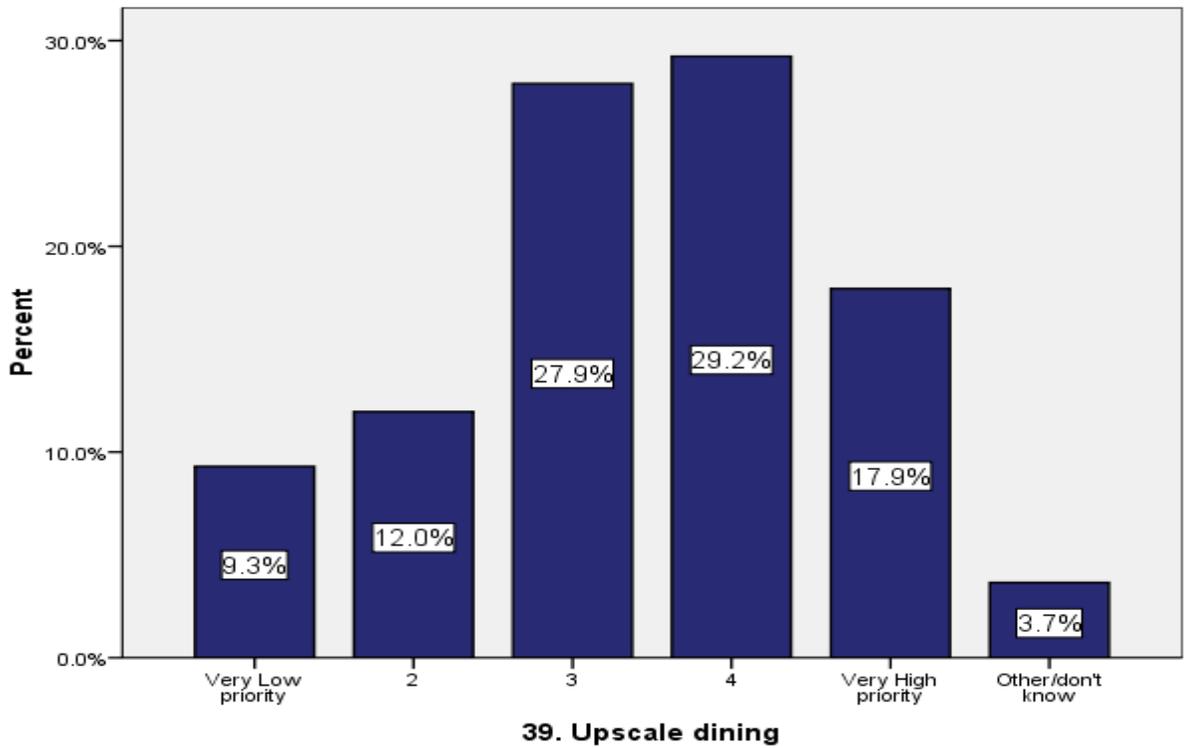


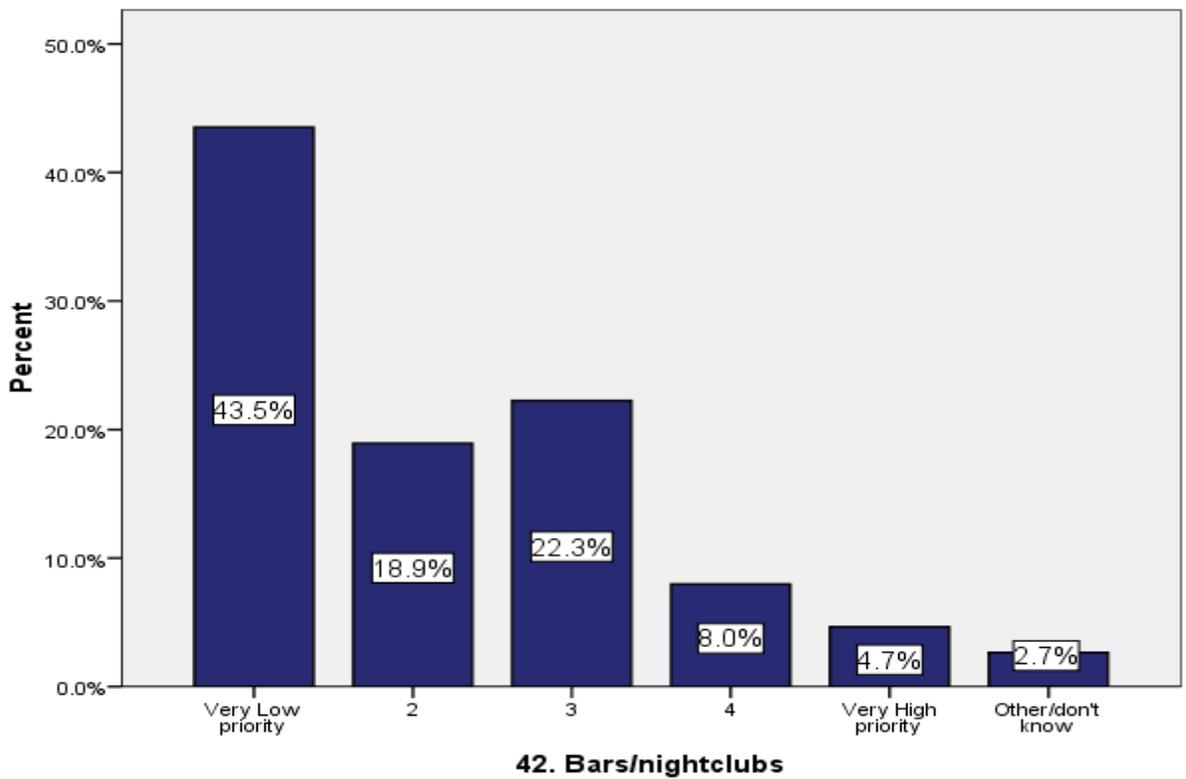
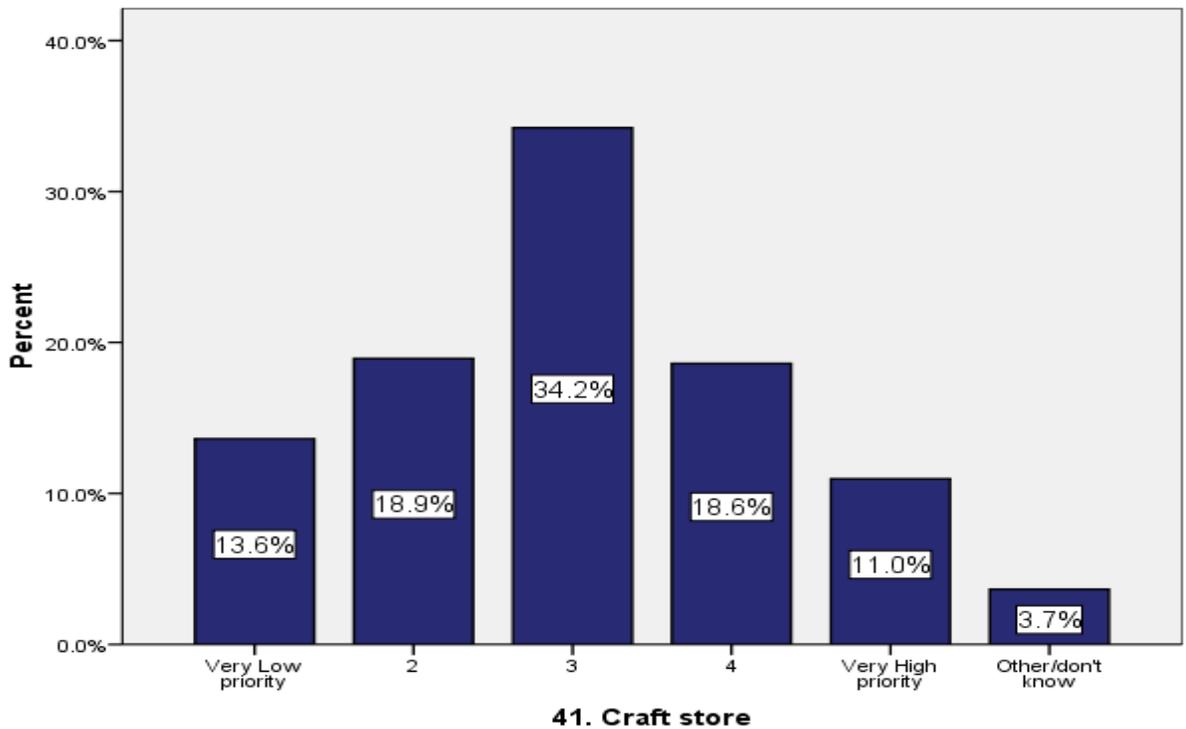
36. Antique shops

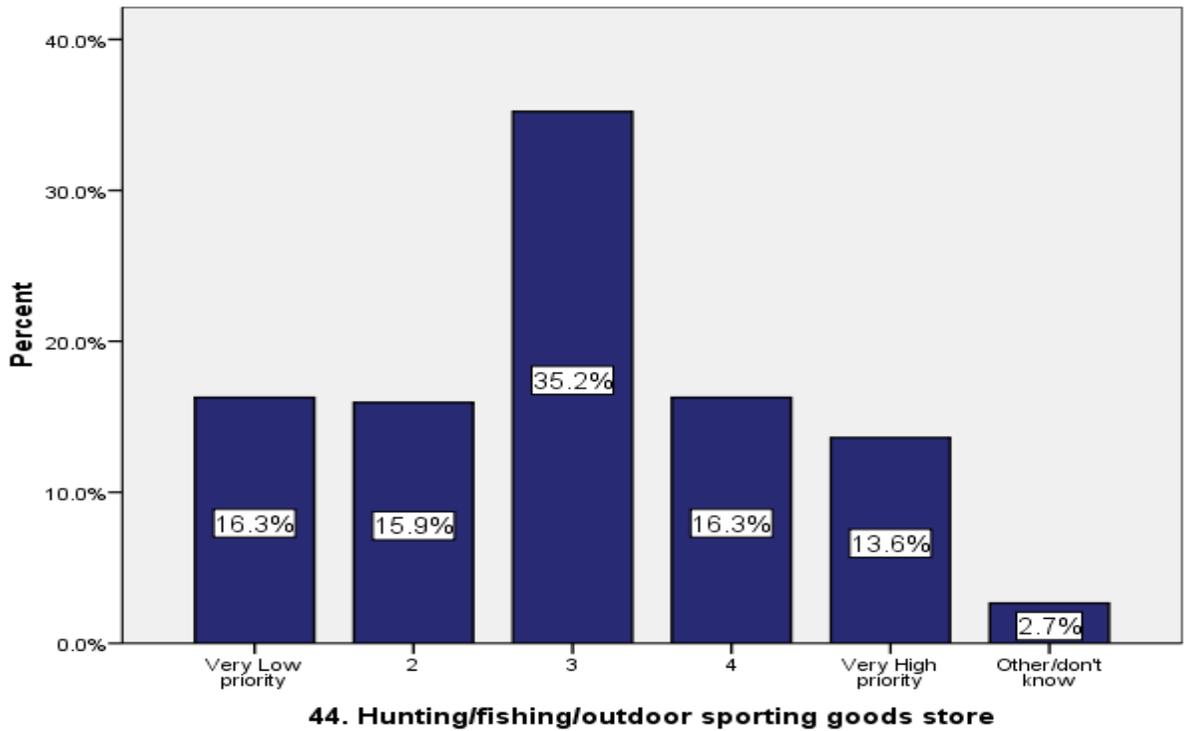
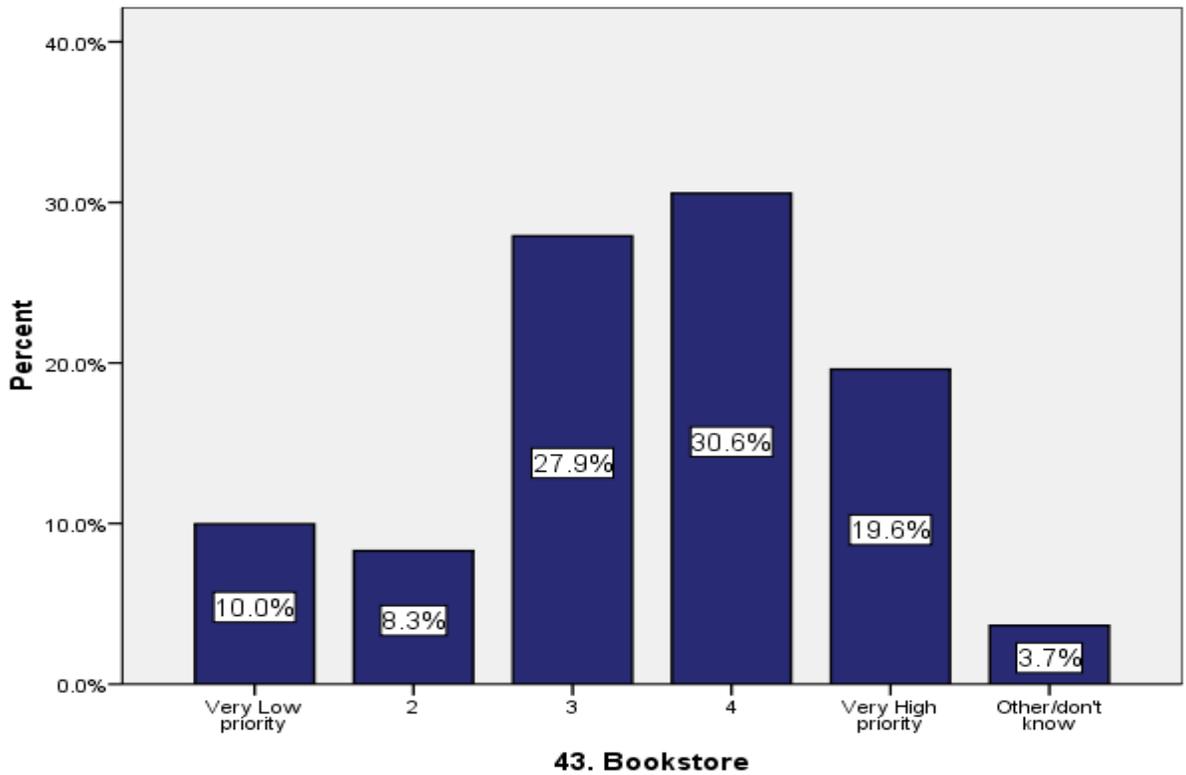


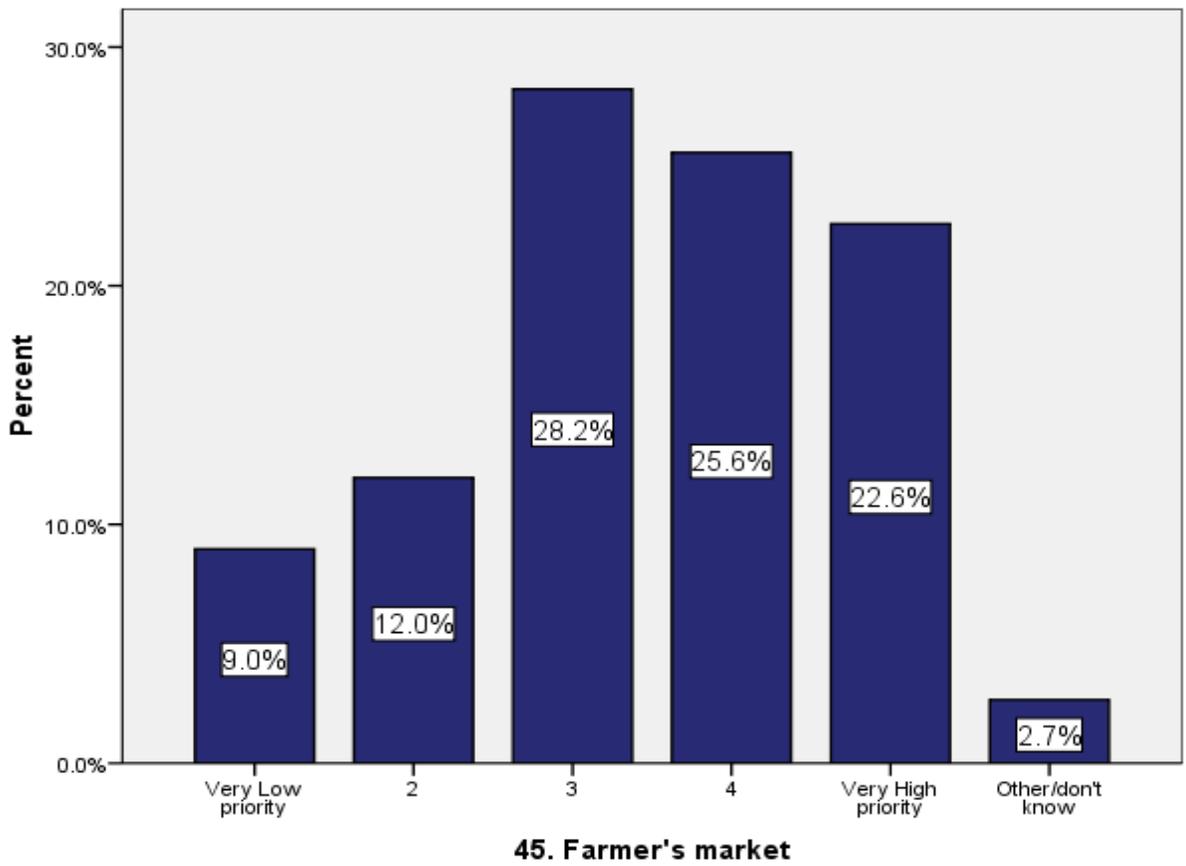
37. Art galleries and shops

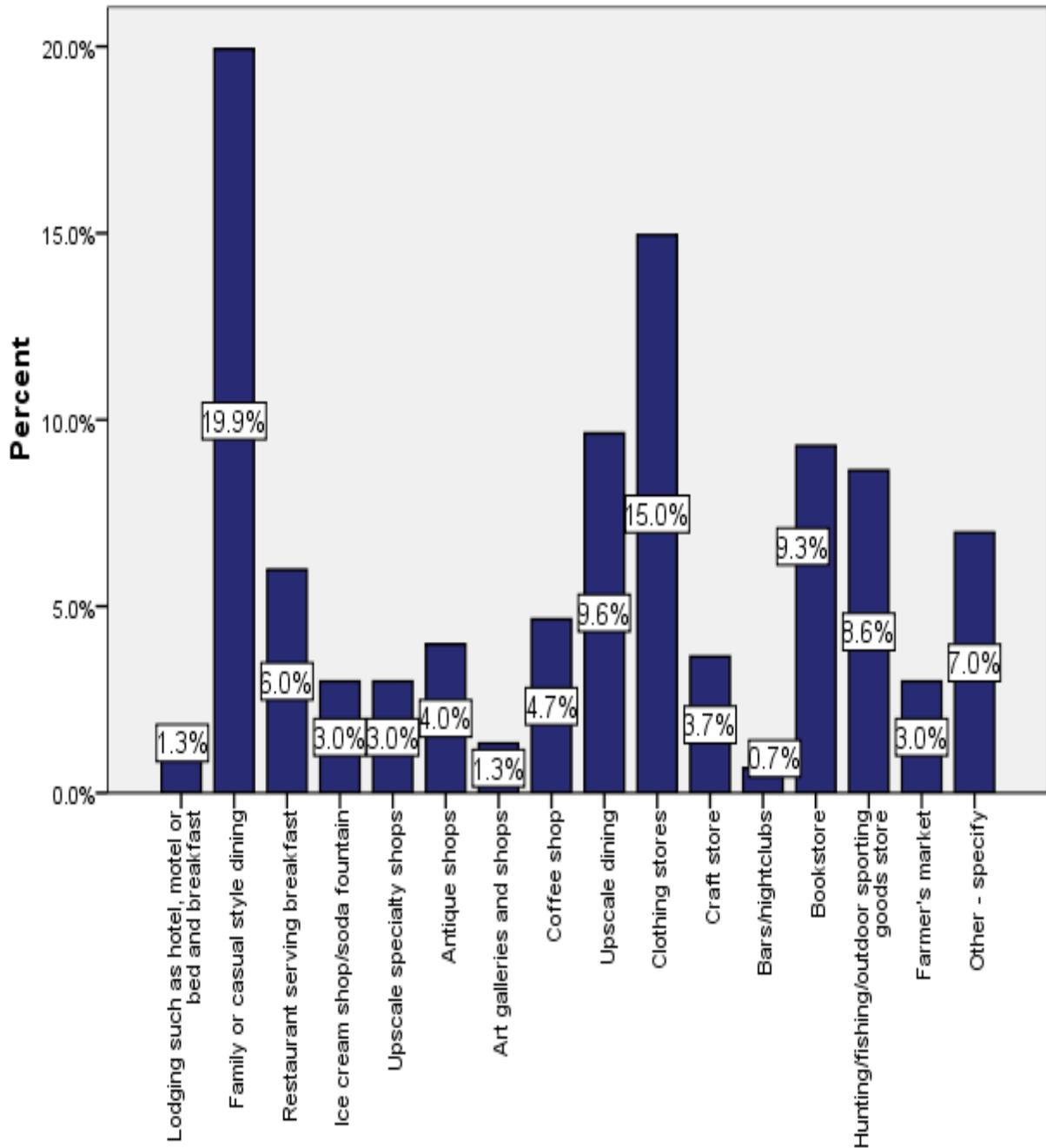




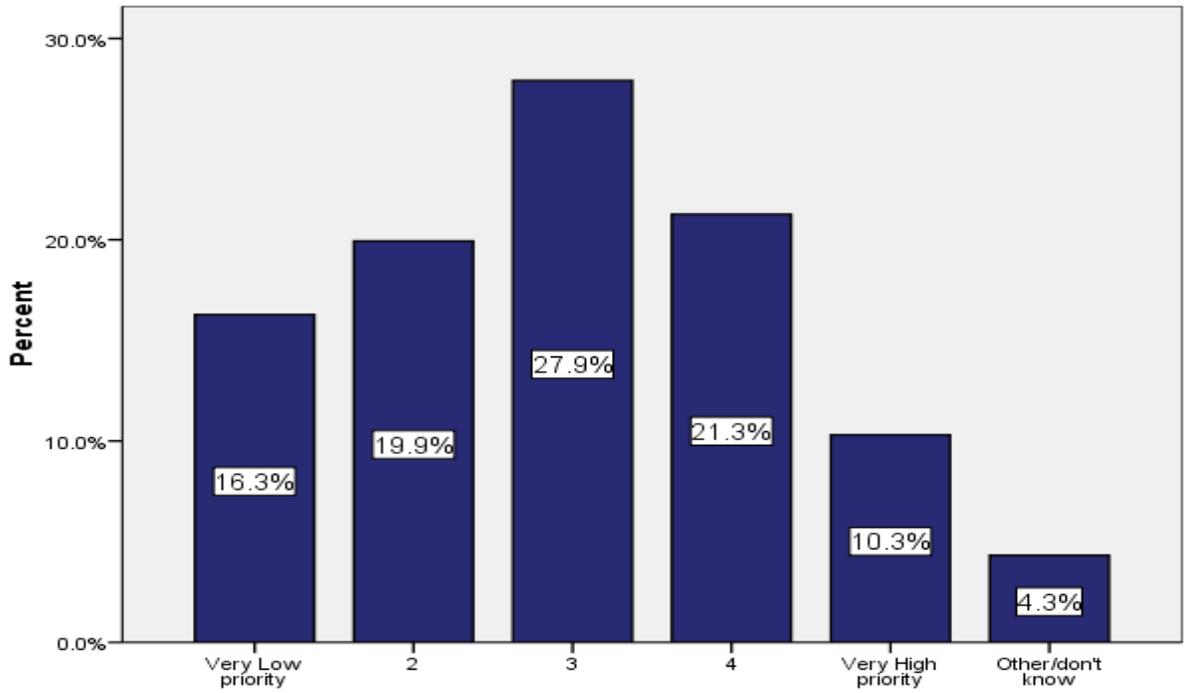




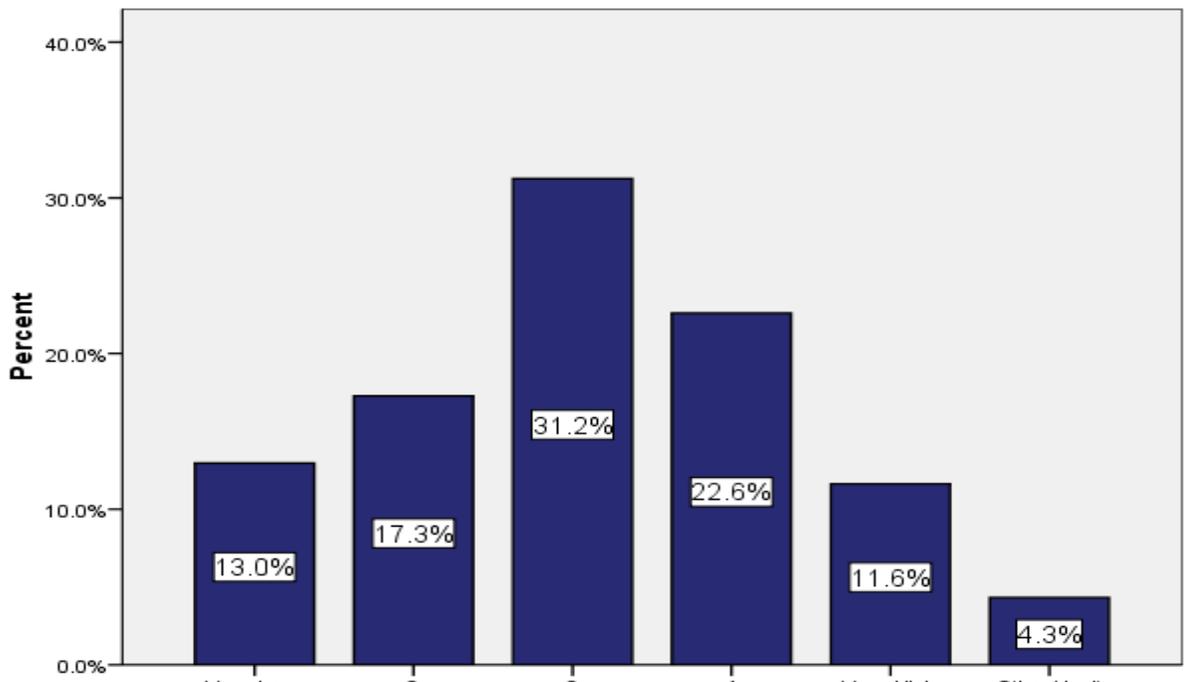




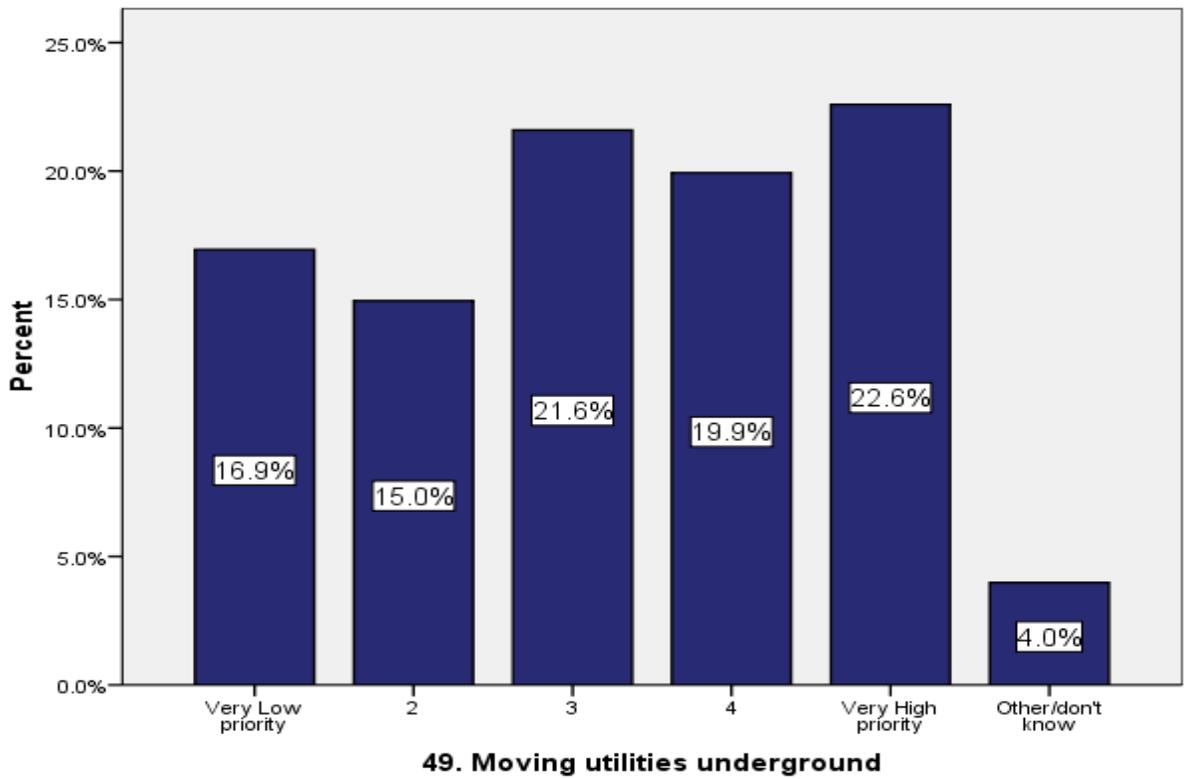
46. Of the items I just listed, what business would you most like to see in downtown Maryville?

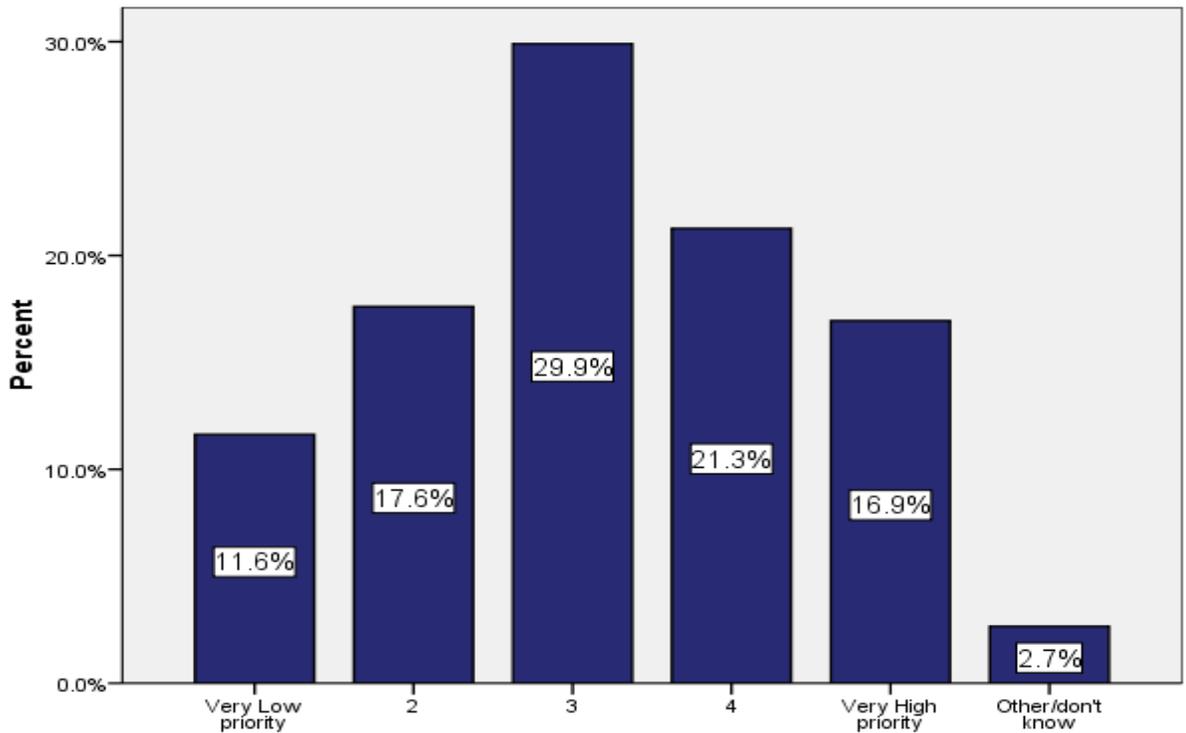


47. Adding green space

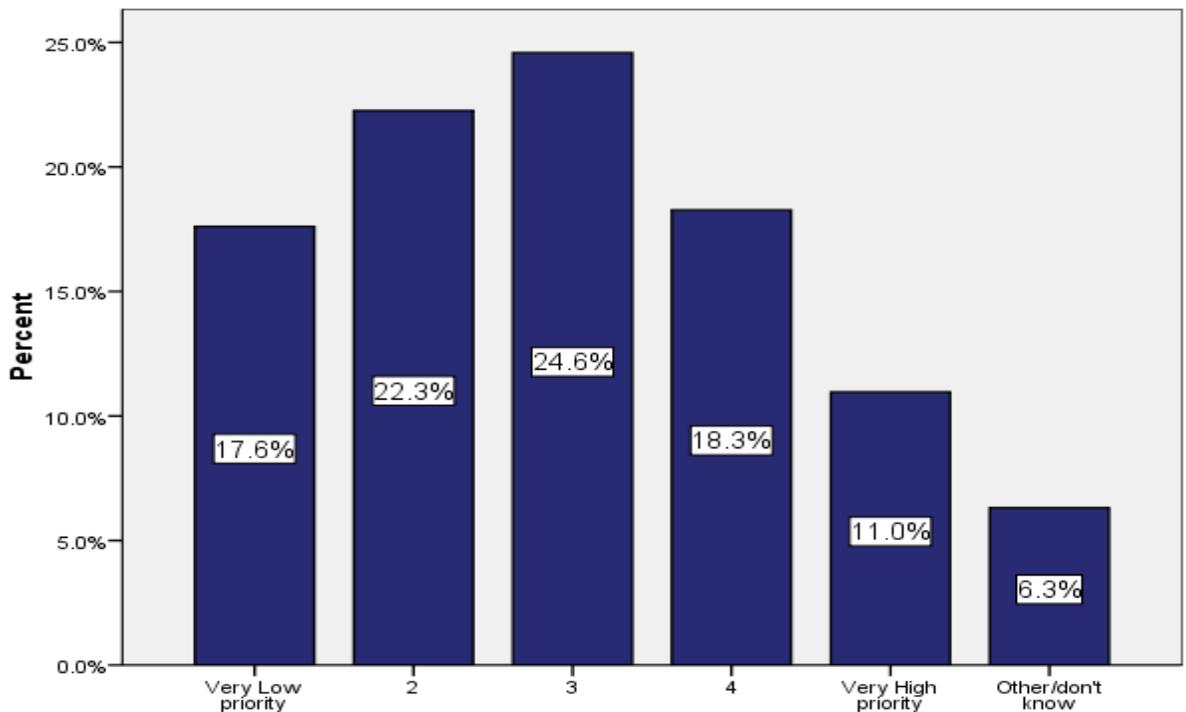


48. Improving lighting

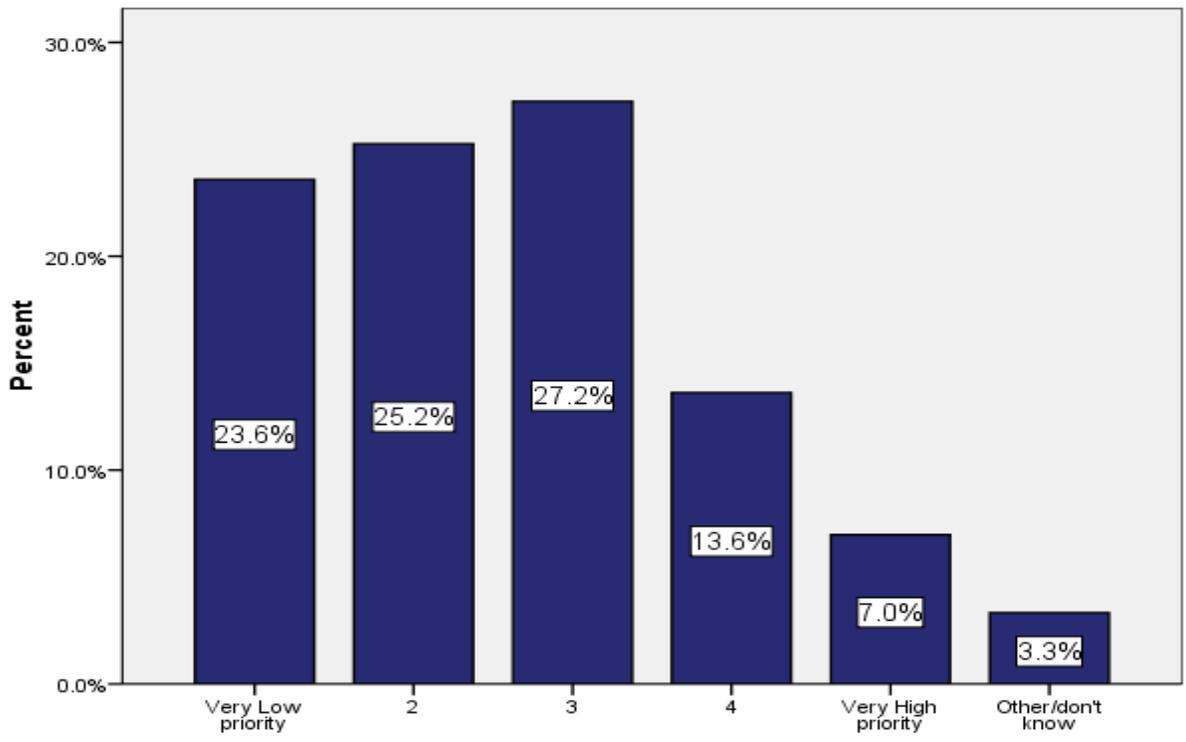




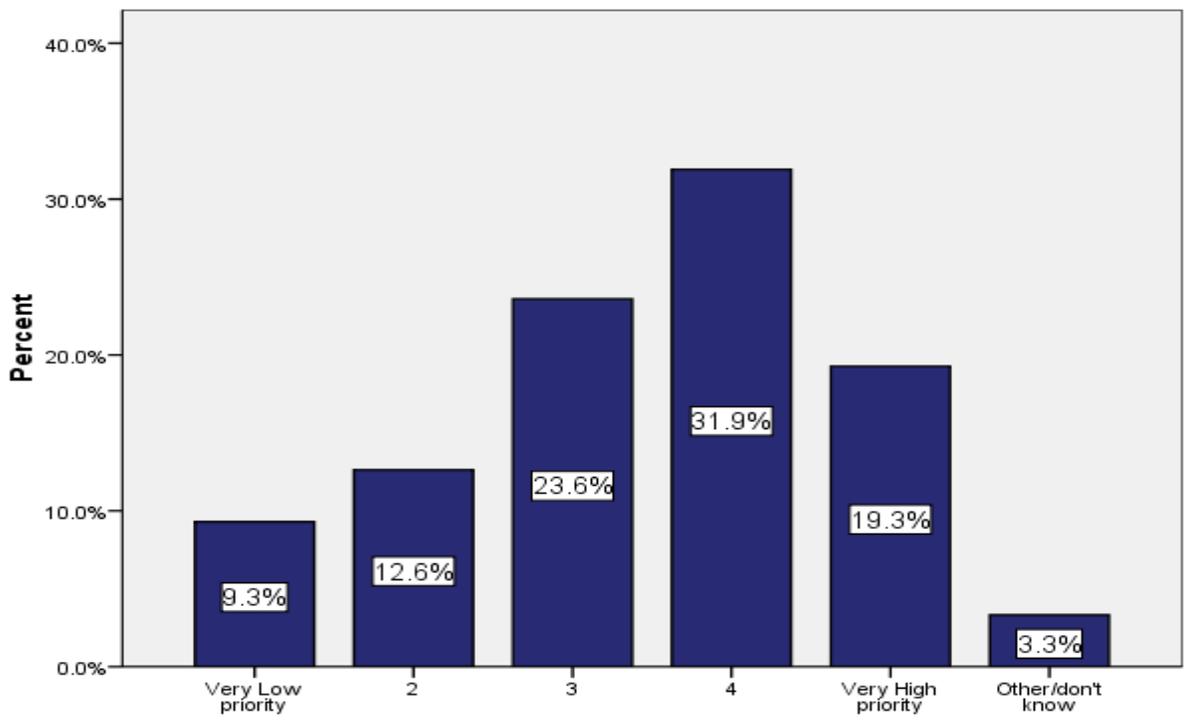
50. Adding new parking spaces or lots



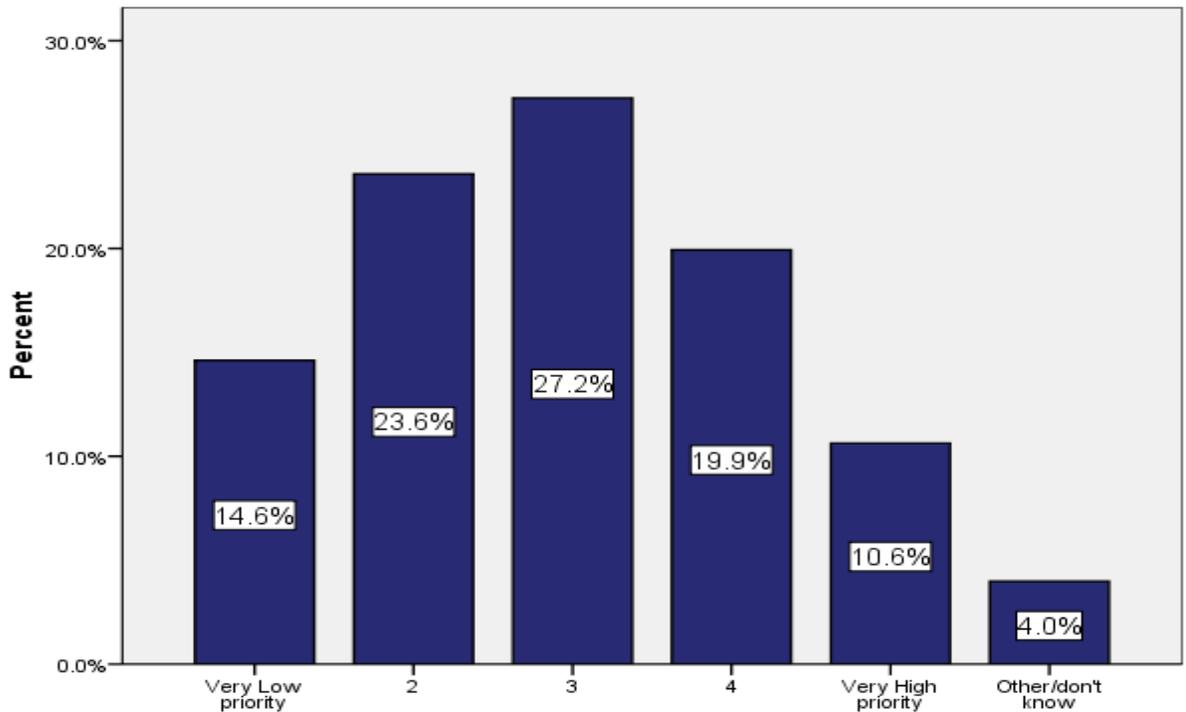
51. Stricter code enforcement



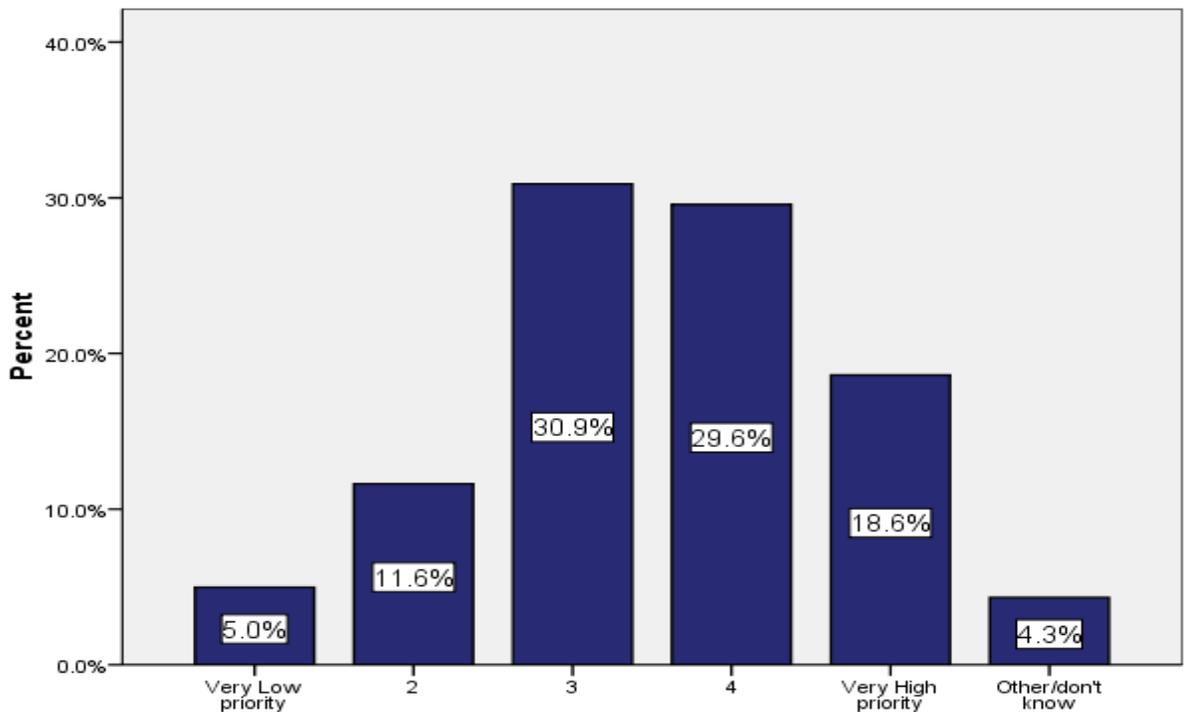
52. Developing second-story residential space



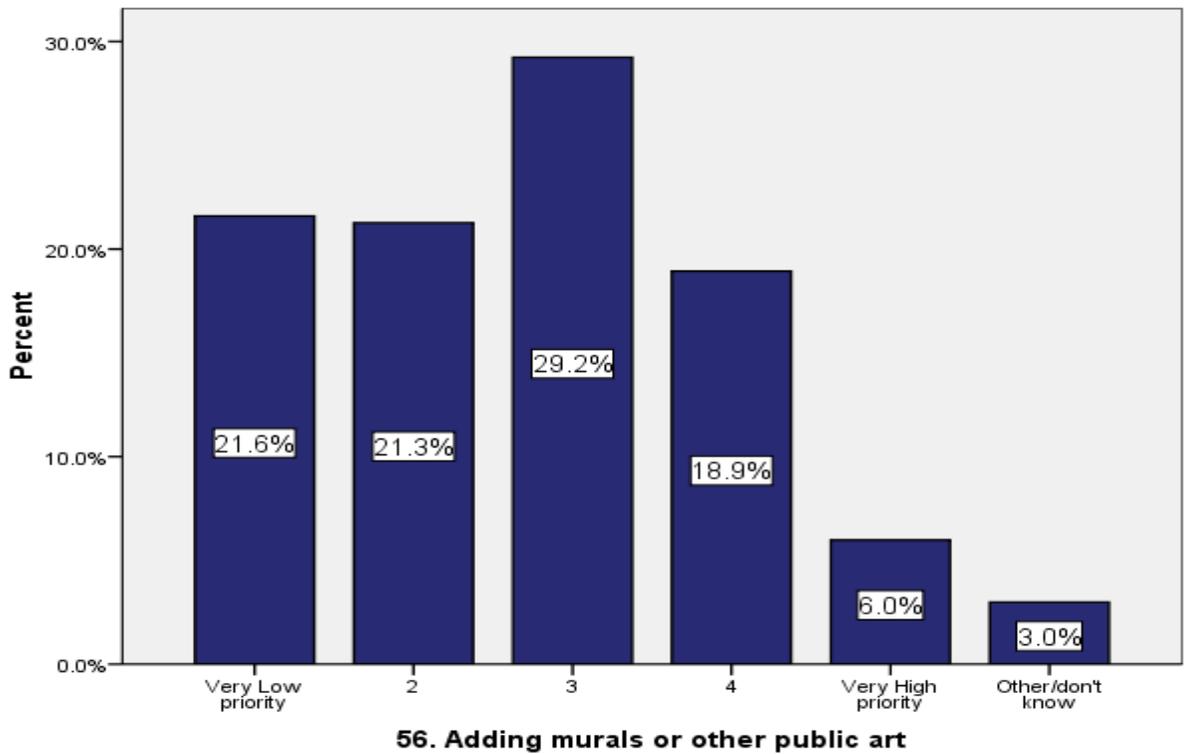
53. Making the area more pedestrian-friendly

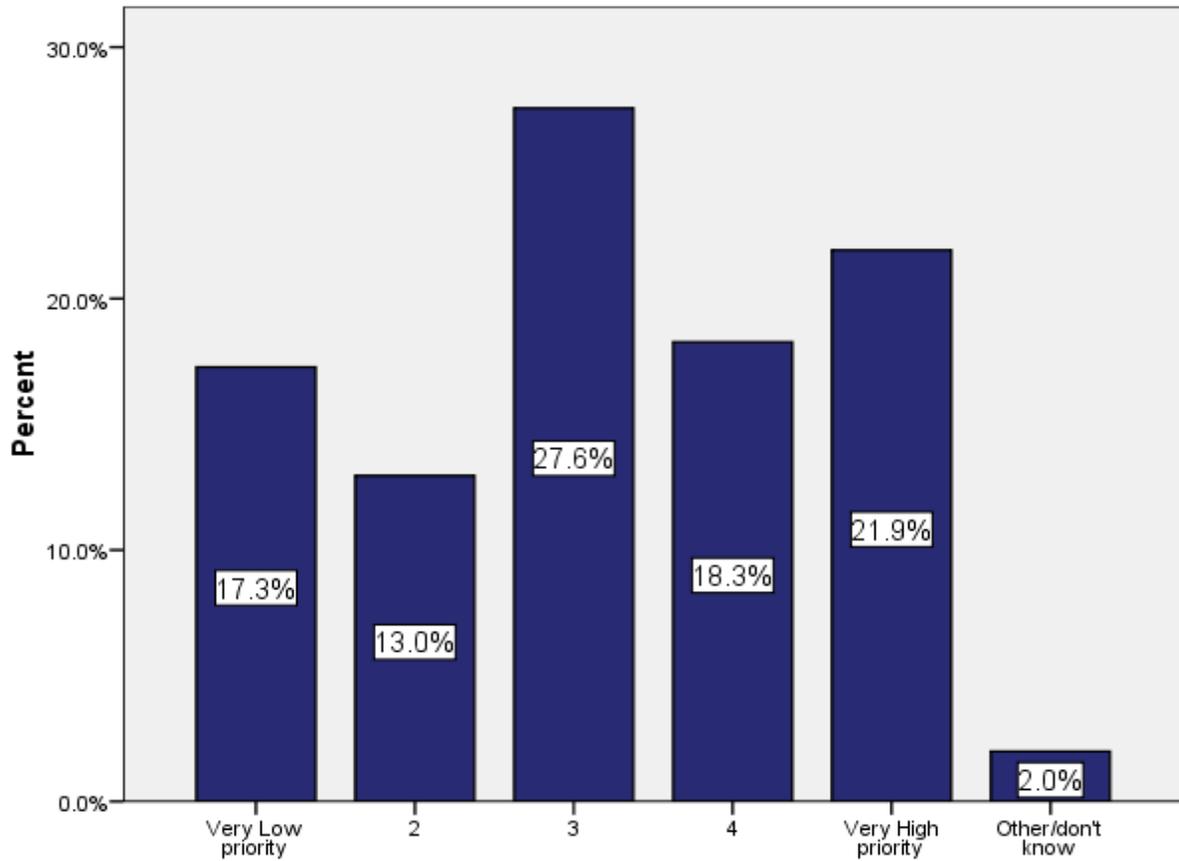


54. Improving signage to help people find their way around

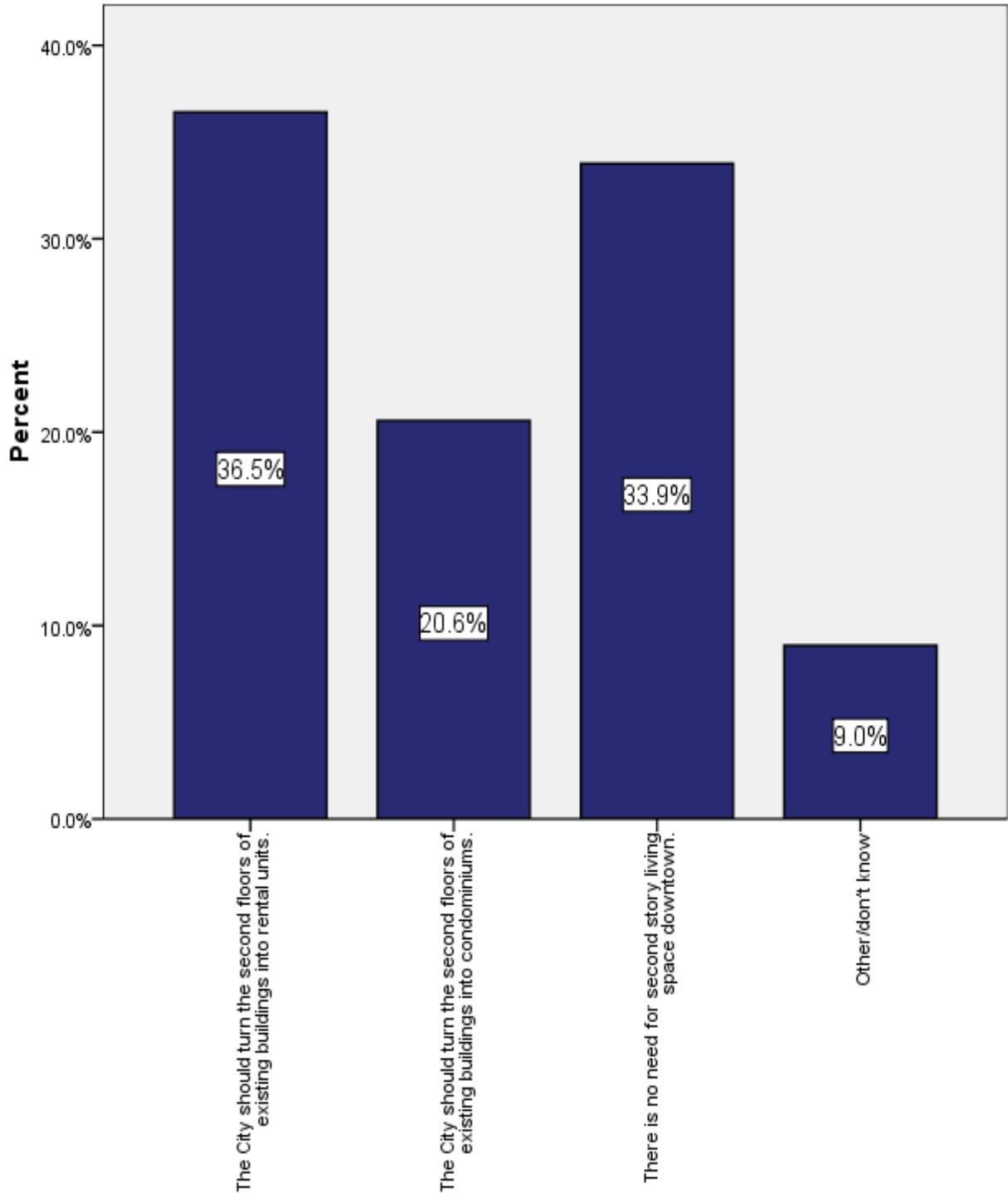


55. Improving building facades

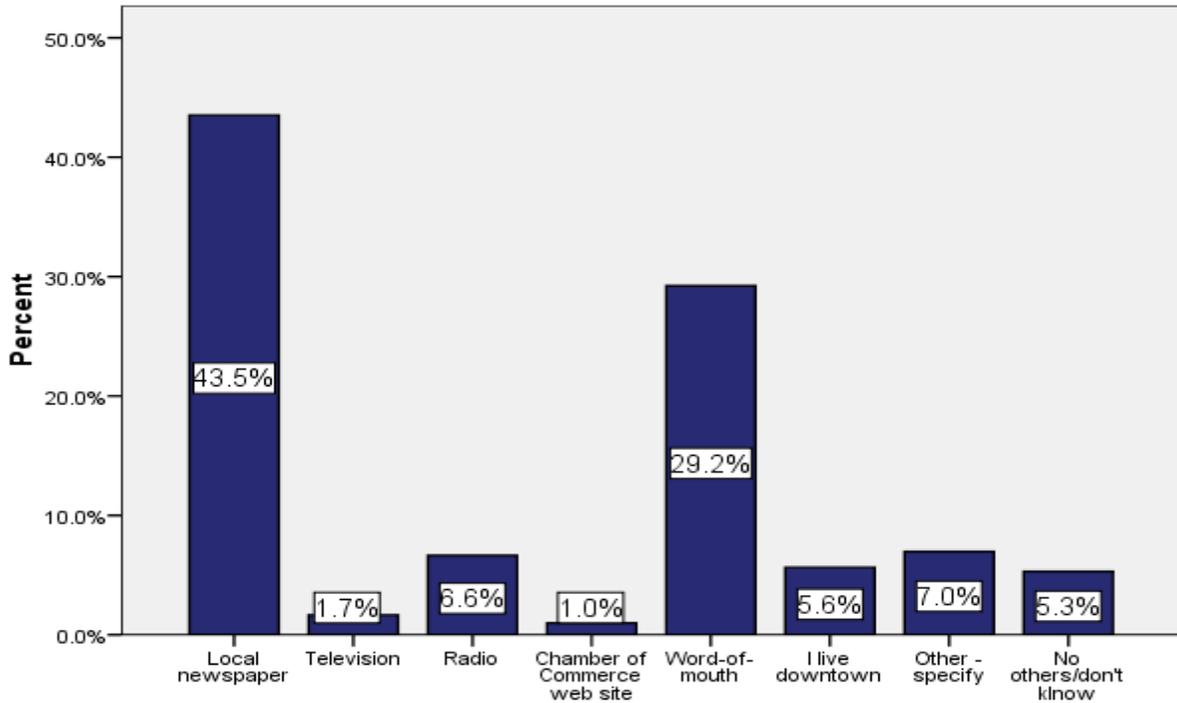




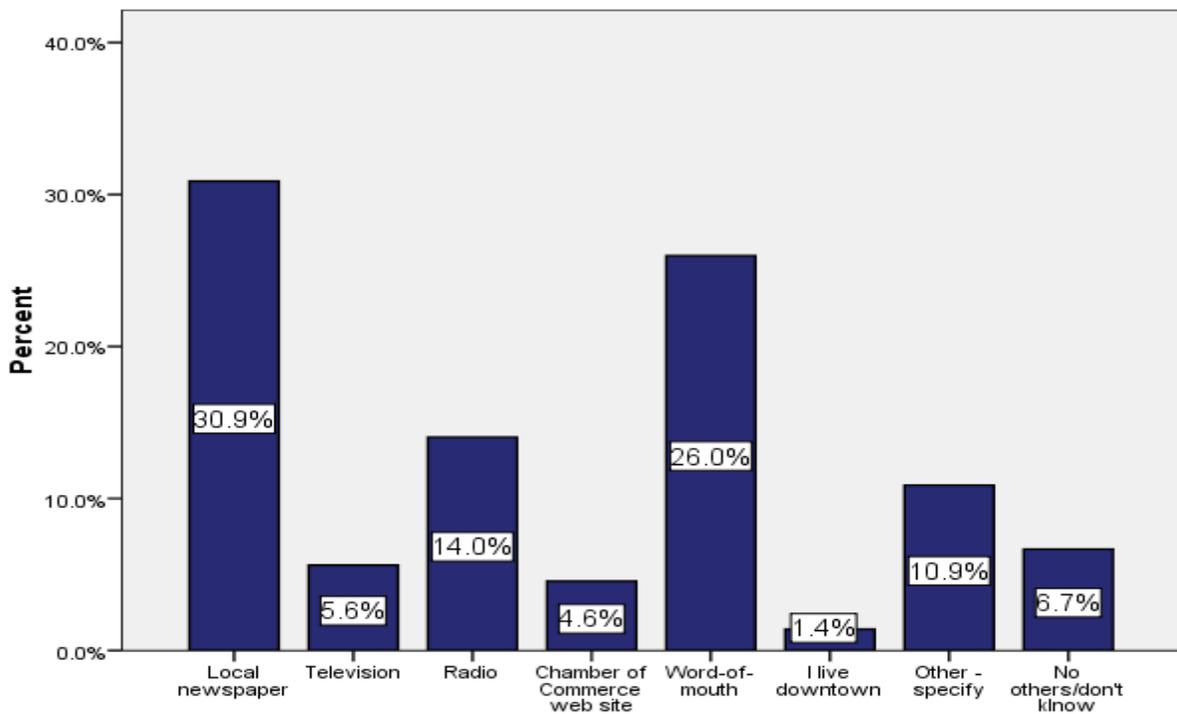
57. Adding additional walking or biking paths



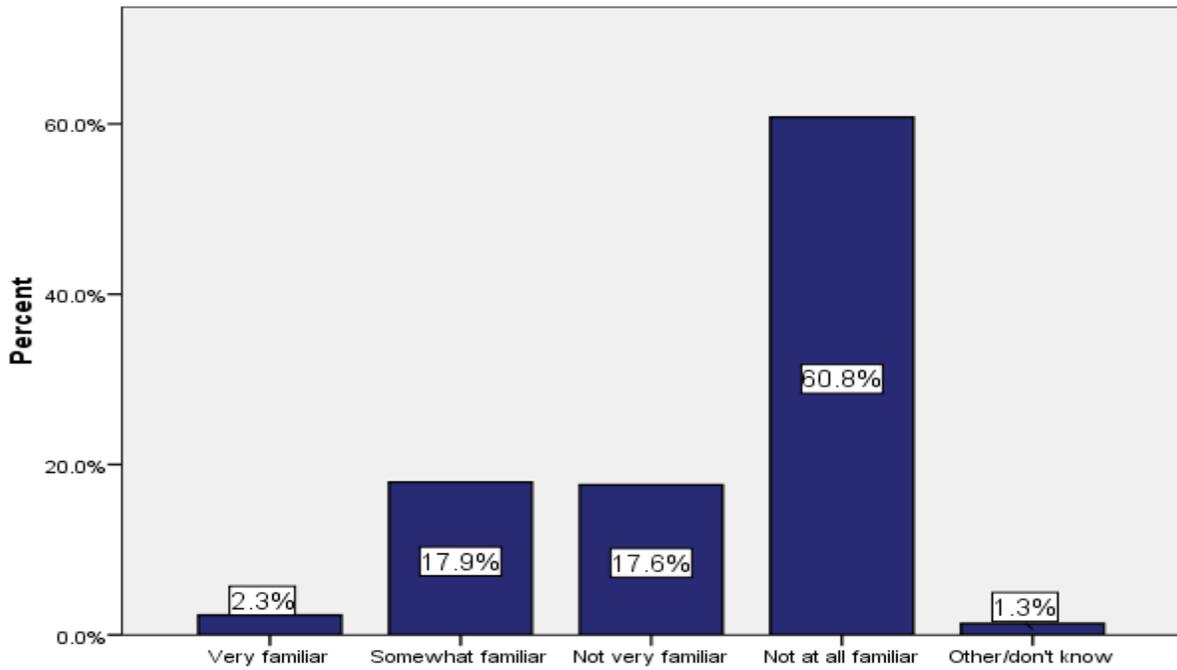
59. Maryville is looking at various ways to develop second story living space in downtown ...



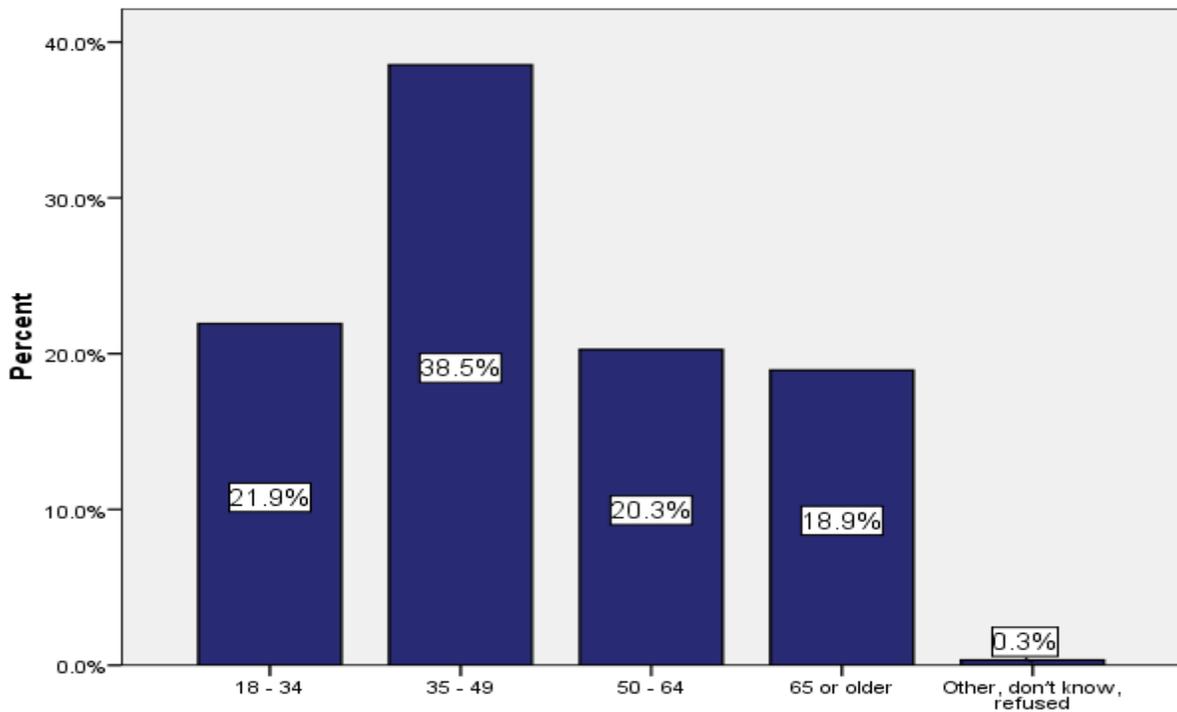
60a. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Maryville?



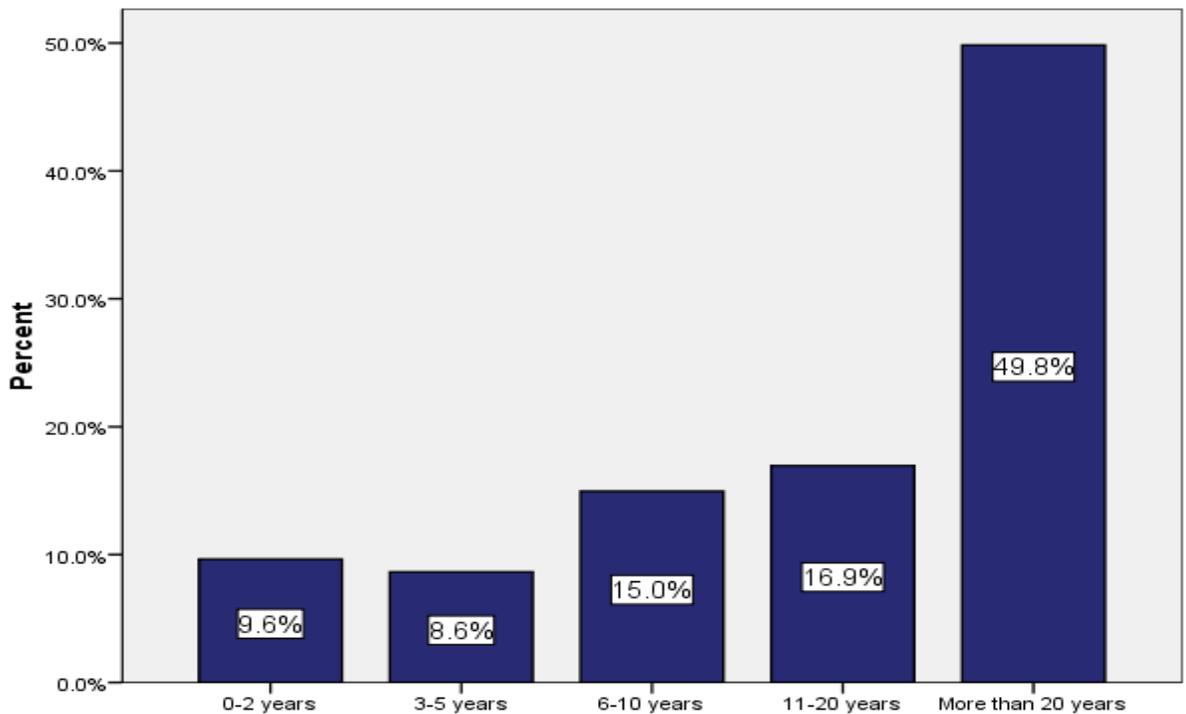
60b. And what is your second most likely source of information?



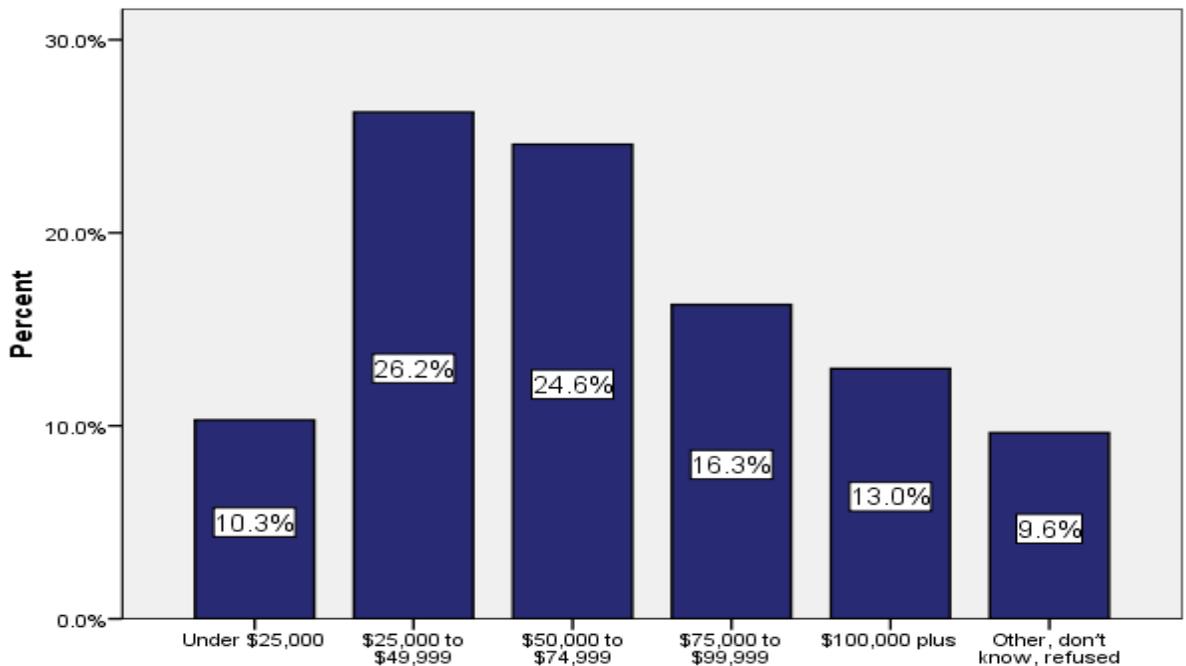
61. How familiar are you with a state-sponsored program called the DREAM Initiative? Would you say you are very familiar, somewhat, not very or not at all familiar with the DREAM Initiative?



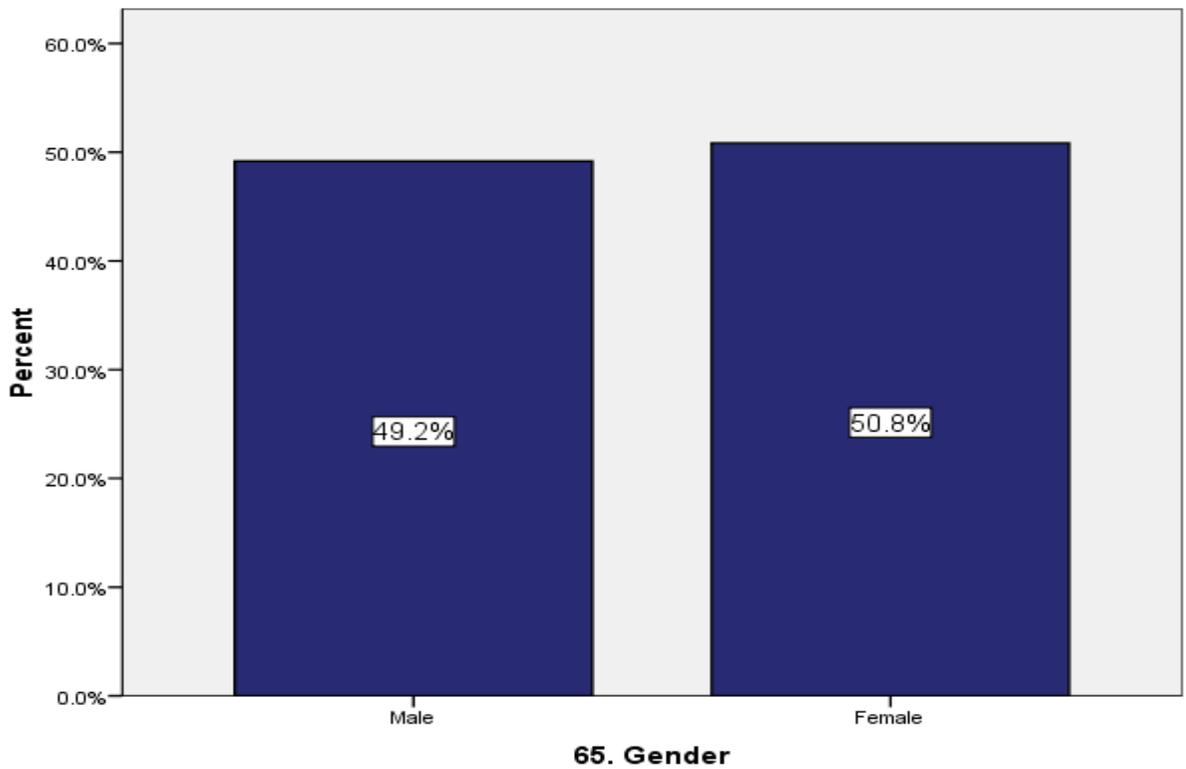
62. In which of the following age groups are you?



63. How long have you lived in the Maryville area?



64. For statistical purposes only, please indicate which of the following categories best fits your total household income for 2007. Just stop me when I get to your category.



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SECTION V

QUESTIONNAIRE

Hello, I'm _____ calling from Attitude Research Company on behalf of the City of Maryville. We're conducting a survey to learn more about people's attitudes concerning the community, and this phone number was selected at random. According to our research procedure, I have to speak to a (male or female) over the age of 18 who is at home when I place this call.

[If criteria cannot be met, politely terminate call]

1. Thinking about the Maryville, 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 Maryville 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 Maryville?

- 1) Once a year or less
- 2) Less than once a month
- 3) One to five times per month**
- 4) More than five times a month**
- 5) Other (specify) (Skip to question 17)
- 6) Don't visit downtown (Skip to question 17)
- 9) Don't know (Skip to question 17)

[ASK 8-15 ONLY IF ANSWERED 1-4 TO Q7] For each of the following, please tell me how often you visit downtown for these activities: very often, somewhat often, not very often or not at all.

Read list, code as follows:

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

(ROTATE ORDER)

8. shopping

9. dining

10. entertainment

11. other outdoor recreation, such as walking

12. special events

13. government/post office

14. conducting business

15. attending church

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

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

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

Read list, code as follows:

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

(ROTATE ORDER)

17. signs to help people find their way around

18. convenient business hours

19. available green space

20. preservation of historic structures

21. occupied storefronts

22. convenient parking

23. diverse mix of businesses

24. dining options

25. entertainment options

26. condition of streets

27. condition of sidewalks

28. safety during the day

29. safety at night

30. How important would you say it is that Maryville work to retain its downtown's historic character? Would you say it is very important, somewhat, not very or not at all important?

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

I'm going to read a list of the kinds of businesses that one might find in a downtown area. For each, please tell me how high a priority Maryville 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)

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

32. family or casual style dining

33. restaurant serving breakfast

34. ice cream shop/soda fountain

35. upscale specialty shops

36. antique shops

37. art galleries and shops

38. coffee shop

39. upscale dining

40. clothing stores

41. craft store

42. bars/nightclubs

43. bookstore

44. hunting/fishing/outdoor sporting goods store

45. farmer's market

46. Of the items listed above, what business would you most like to see in downtown Maryville? (*Read choices again if necessary.*)

1. lodging such as hotel, motel or bed and breakfast
2. family or casual style dining
3. restaurant serving breakfast
4. ice cream shop/soda fountain
5. upscale specialty shops
6. antique shops
7. art galleries and shops

8. coffee shop
9. upscale dining
10. clothing stores
11. craft store
12. bars/nightclubs
13. bookstore
14. hunting/fishing/outdoor sporting goods store
15. farmer's market
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 Maryville using the same 5-point scale. *(Repeat scale again if necessary, record other/don't know as 9)*

(ROTATE ORDER)

47. adding green space

48. improving lighting

49. moving utilities underground

50. adding new parking spaces or lots

51. stricter code enforcement

52. developing second-story residential space

53. making the area more pedestrian-friendly

54. improving signage to help people find their way around

55. improving building facades

56. adding murals or other public art

57. adding additional walking or biking paths

58. Are there any other improvements you think should be made to downtown Maryville?
[open-ended, record first two responses]

59. Maryville is looking at various ways to develop second story living space in downtown Maryville. Which of the following statements is closest to the way you feel?

- 1) The City should turn the second floors of existing buildings into rental units.
- 2) The City should turn the second floors of existing buildings into condominiums.
- 3) There is no need for second story living space downtown.
- 9) other/don't know

60. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Maryville? And what is your second most likely source of information? [do not read list – code first two responses as follows]

- 1) local newspaper
- 2) television
- 3) radio
- 4) Chamber of Commerce web site
- 5) word-of-mouth
- 6) I live downtown.
- 9) other [*specify*]

61. How familiar are you with a state-sponsored program called the DREAM Initiative? Would you say you are very familiar, somewhat, not very or not at all familiar with the DREAM Initiative?

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

And now, a few final questions for classification purposes.

62. 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

63. How long have you lived in the Maryville 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

64. For statistical purposes only, please indicate which of the following categories best fits your total household income for 2007. 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

65. Gender [*do not ask – just record below*]

- 1) male
- 2) female

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

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SECTION VI

CROSS TABULATION

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

Maryville, MO

		Age Group				Length of residence					Household income					Gender	
		18 - 34	35 - 49	50 - 64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
1. Thinking about the Maryville, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?	Right direction	84.8%	73.3%	60.7%	75.4%	72.4%	73.1%	71.1%	82.4%	72.0%	61.3%	73.4%	75.7%	79.5%	77.7%	69.9%	
	Mixed	6.1%	11.2%	23.0%	5.3%	0.0%	19.2%	6.7%	11.8%	13.3%	16.1%	13.9%	8.1%	7.7%	12.2%	10.5%	
	Wrong direction	4.5%	10.3%	8.2%	7.0%	3.4%	3.8%	15.6%	3.9%	8.7%	16.1%	6.3%	9.5%	10.2%	7.4%	8.5%	
	Other/don't know	4.5%	5.2%	8.2%	12.3%	24.1%	3.8%	6.7%	2.0%	6.0%	6.5%	6.3%	6.8%	2.0%	7.7%	11.1%	
		Age Group				Length of residence					Household income					Gender	
		18 - 34	35 - 49	50 - 64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
2. Revitalizing the Maryville downtown area	1 = Very Low priority	12.1%	13.8%	13.1%	14.0%	6.9%	11.5%	13.3%	3.9%	18.0%	16.1%	13.9%	13.5%	12.2%	2.6%	15.5%	
	2	19.7%	18.1%	14.8%	19.3%	13.8%	11.5%	13.3%	23.5%	19.3%	9.7%	15.2%	23.0%	20.4%	17.9%	18.2%	
	3	22.7%	26.7%	29.5%	31.6%	31.0%	23.1%	31.1%	25.5%	27.3%	25.8%	34.2%	20.3%	24.5%	30.8%	29.1%	
	4	27.3%	18.1%	18.0%	10.5%	13.8%	15.4%	15.6%	25.5%	18.7%	22.6%	13.9%	25.7%	16.3%	20.5%	18.2%	
	5 = Very High priority	16.7%	20.7%	21.3%	19.3%	31.0%	38.5%	22.2%	19.6%	13.3%	25.8%	22.8%	13.5%	24.5%	23.1%	16.2%	
	Other/don't know	1.5%	2.6%	3.3%	5.3%	3.4%	0.0%	4.4%	2.0%	3.3%	0.0%	0.0%	4.1%	2.0%	5.1%		
	total low priority	31.8%	31.9%	27.9%	33.3%	20.7%	23.1%	26.7%	27.5%	37.3%	25.8%	29.1%	36.5%	32.7%	20.5%	33.8%	
	total high priority	43.9%	38.8%	39.3%	29.8%	44.8%	53.8%	37.8%	45.1%	32.0%	48.4%	36.7%	39.2%	40.8%	43.6%	34.5%	
		Age Group				Length of residence					Household income					Gender	
		18 - 34	35 - 49	50 - 64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
3. Repairing major streets	1 = Very Low priority	1.5%	1.7%	3.3%	7.0%	3.4%	3.8%	2.2%	3.9%	2.7%	0.0%	2.5%	4.1%	0.0%	2.0%		
	2	0.0%	4.3%	1.6%	0.0%	3.4%	0.0%	0.0%	2.0%	2.7%	6.5%	1.3%	0.0%	0.0%	7.7%		
	3	12.1%	9.5%	11.5%	10.5%	10.3%	11.5%	8.9%	9.8%	11.3%	9.7%	11.4%	10.2%	12.8%	10.8%		
	4	21.2%	16.4%	24.6%	15.8%	27.6%	7.7%	13.3%	23.5%	20.0%	9.7%	22.8%	13.5%	22.4%	25.6%		
	5 = Very High priority	65.2%	68.1%	55.7%	64.9%	51.7%	73.1%	75.6%	60.8%	62.7%	74.2%	60.8%	75.7%	63.3%	51.3%		
	Other/don't know	0.0%	0.0%	3.3%	1.8%	3.4%	3.8%	0.0%	0.0%	0.7%	0.0%	1.3%	0.0%	0.0%	2.6%		
	total low priority	1.5%	6.0%	4.9%	7.0%	6.9%	3.8%	2.2%	5.9%	5.3%	6.5%	3.8%	1.4%	4.1%	7.7%		
	total high priority	86.4%	84.5%	80.3%	80.7%	79.3%	80.8%	88.9%	84.3%	82.7%	83.9%	83.5%	89.2%	85.7%	76.9%		
		Age Group				Length of residence					Household income					Gender	
		18 - 34	35 - 49	50 - 64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
4. Improving emergency services	1 = Very Low priority	6.1%	1.7%	3.3%	3.5%	10.3%	3.8%	4.4%	3.9%	1.3%	9.7%	3.8%	2.7%	2.0%	2.6%		
	2	6.1%	3.4%	9.8%	5.3%	6.9%	7.7%	4.4%	3.9%	6.0%	3.2%	7.6%	4.1%	7.7%			
	3	22.7%	27.6%	24.6%	24.6%	31.0%	19.2%	31.1%	21.6%	24.7%	25.8%	19.0%	28.4%	28.2%			
	4	27.3%	21.6%	27.9%	24.6%	10.3%	15.4%	24.4%	29.4%	27.3%	16.1%	26.6%	21.6%	24.5%			
	5 = Very High priority	31.8%	37.9%	32.8%	28.1%	17.2%	46.2%	31.1%	33.3%	35.3%	41.9%	35.4%	36.5%	34.7%			
	Other/don't know	6.1%	7.8%	1.6%	14.0%	24.1%	7.7%	4.4%	7.8%	5.3%	3.2%	7.6%	6.8%	6.1%			
	total low priority	12.1%	5.2%	13.1%	8.8%	17.2%	11.5%	8.9%	7.8%	7.3%	12.9%	11.4%	6.8%	6.1%			
	total high priority	59.1%	59.5%	60.7%	52.6%	27.6%	61.5%	55.6%	62.7%	62.7%	58.1%	62.0%	58.1%	59.2%			
		Age Group				Length of residence					Household income					Gender	
		18 - 34	35 - 49	50 - 64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
5. Upgrading parks and recreation facilities	1 = Very Low priority	3.0%	8.6%	6.6%	8.8%	3.4%	0.0%	4.4%	9.8%	8.7%	16.1%	8.9%	5.4%	4.1%			
	2	13.6%	14.7%	23.0%	22.8%	17.2%	19.2%	15.6%	17.6%	18.0%	22.6%	17.7%	16.2%				
	3	31.8%	38.8%	31.1%	22.8%	20.7%	23.1%	37.8%	29.4%	36.0%	22.6%	31.6%	39.2%				
	4	27.3%	22.4%	24.6%	21.1%	31.0%	30.8%	22.2%	19.6%	23.3%	9.7%	27.8%	21.6%				
	5 = Very High priority	22.7%	12.1%	9.8%	19.3%	20.7%	19.2%	15.6%	21.6%	11.3%	25.8%	11.4%	14.9%				
	Other/don't know	1.5%	3.4%	4.9%	5.3%	6.9%	7.7%	4.4%	2.0%	2.7%	3.2%	2.5%	2.7%				
	total low priority	16.7%	23.3%	29.5%	31.6%	20.7%	19.2%	20.0%	27.5%	26.7%	38.7%	26.6%	21.6%				
	total high priority	50.0%	34.5%	34.4%	40.4%	51.7%	50.0%	37.8%	41.2%	34.7%	35.5%	39.2%	36.5%				
		Age Group				Length of residence					Household income					Gender	
		18 - 34	35 - 49	50 - 64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
6. Attracting more big box retail development	1 = Very Low priority	15.2%	10.3%	18.0%	8.8%	13.8%	11.5%	15.6%	13.7%	11.3%	12.9%	13.9%	6.8%	22.4%			
	2	15.2%	11.2%	11.5%	10.5%	3.4%	0.0%	22.2%	9.8%	14.0%	12.9%	15.2%	10.8%				
	3	31.8%	21.6%	23.0%	31.6%	20.7%	26.9%	17.8%	37.3%	25.3%	9.7%	25.3%	29.7%				
	4	21.2%	25.0%	18.0%	22.8%	27.6%	30.8%	28.9%	13.7%	16.7%	19.4%	32.9%	25.7%				
	5 = Very High priority	13.6%	24.1%	23.0%	19.3%	20.7%	26.9%	11.1%	21.6%	22.0%	35.5%	10.1%	21.6%				
	Other/don't know	3.0%	7.8%	6.6%	7.0%	13.8%	3.8%	4.4%	3.9%	6.7%	9.7%	2.5%	5.4%				
	total low priority	30.3%	21.6%	29.5%	19.3%	17.2%	11.5%	37.8%	23.5%	25.3%	25.8%	29.1%	17.6%				
	total high priority	34.8%	49.1%	41.0%	42.1%	48.3%	57.7%	40.0%	35.3%	42.7%	54.8%	43.0%	47.3%				

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

Maryville, MO

		Age Group				Length of residence					Household income				Gender		
		18 - 34	35 - 49	50 - 64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
7. How often do you visit downtown Maryville?	Once a year or less	3.0%	6.0%	4.9%	7.0%	0.0%	15.4%	4.4%	2.0%	6.0%	12.9%	8.9%	2.7%	2.0%	2.6%	2.0%	8.5%
	Less than once a month	13.6%	5.2%	9.8%	5.3%	3.4%	7.7%	11.1%	5.9%	8.7%	9.7%	6.3%	9.5%	12.2%	5.1%	6.8%	9.2%
	One to five times per month	27.3%	39.7%	34.4%	45.6%	37.9%	23.1%	44.4%	35.3%	37.3%	22.6%	31.6%	33.8%	44.9%	46.2%	34.5%	39.2%
	More than five times a month	54.5%	47.4%	49.2%	33.3%	48.3%	53.8%	40.0%	52.9%	45.3%	54.8%	49.4%	50.0%	38.8%	43.6%	53.4%	40.5%
	Other - Specify	1.5%	0.9%	1.6%	3.5%	6.9%	0.0%	0.0%	3.9%	0.7%	0.0%	2.5%	2.7%	0.0%	2.6%	2.7%	2.0%
	Don't visit downtown	0.0%	0.9%	0.0%	5.3%	3.4%	0.0%	0.0%	0.0%	2.0%	0.0%	1.3%	0.0%	2.0%	0.0%	0.7%	0.7%
	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%
8. Shopping	Very often	27.7%	16.7%	20.0%	15.4%	30.8%	23.1%	22.2%	20.4%	15.8%	41.9%	26.3%	12.7%	12.5%	10.5%	20.3%	18.8%
	Somewhat often	36.9%	32.5%	31.7%	23.1%	34.6%	30.8%	26.7%	30.6%	32.9%	29.0%	21.1%	40.8%	33.3%	42.1%	30.1%	32.9%
	Not very often	24.6%	36.0%	38.3%	32.7%	23.1%	30.8%	40.0%	34.2%	34.2%	16.1%	31.6%	32.4%	39.6%	36.8%	32.9%	34.2%
	Not at all	10.8%	14.9%	10.0%	28.8%	11.5%	15.4%	11.1%	16.3%	17.1%	12.9%	21.1%	14.1%	14.6%	10.5%	16.8%	14.1%
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	very/somewhat	64.6%	49.1%	51.7%	38.5%	65.4%	53.8%	48.9%	51.0%	48.6%	71.0%	47.4%	53.5%	45.8%	52.6%	50.3%	51.7%
	not very/not at all	35.4%	50.9%	48.3%	61.5%	34.6%	46.2%	51.1%	49.0%	29.0%	52.6%	46.5%	54.2%	47.4%	49.7%	48.3%	
9. Dining	Very often	24.6%	21.9%	20.0%	17.3%	30.8%	19.2%	22.2%	30.6%	16.4%	16.1%	17.1%	25.4%	27.1%	15.8%	25.2%	17.4%
	Somewhat often	46.2%	47.4%	41.7%	34.6%	42.3%	38.5%	48.9%	42.9%	43.2%	35.5%	51.3%	39.4%	37.5%	50.0%	43.4%	43.6%
	Not very often	21.5%	22.8%	30.0%	34.6%	19.2%	26.9%	22.2%	22.4%	30.1%	25.2%	25.0%	26.8%	27.1%	31.6%	23.1%	29.5%
	Not at all	7.7%	7.9%	8.3%	13.5%	7.7%	15.4%	6.7%	4.1%	10.3%	22.6%	6.6%	8.5%	8.3%	2.6%	8.4%	9.4%
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	very/somewhat	70.8%	69.3%	61.7%	51.9%	73.1%	57.7%	71.1%	73.5%	59.6%	51.6%	68.4%	64.8%	64.6%	65.8%	68.5%	61.1%
	not very/not at all	29.2%	30.7%	38.3%	48.1%	26.9%	42.3%	28.9%	26.5%	48.4%	31.6%	35.2%	35.4%	34.2%	31.5%	38.9%	
10. Entertainment	Very often	13.8%	7.0%	6.7%	5.8%	11.5%	15.4%	4.4%	8.2%	7.5%	12.9%	3.9%	12.7%	4.2%	7.9%	8.4%	8.1%
	Somewhat often	43.1%	29.8%	23.3%	15.4%	34.6%	38.5%	28.9%	38.8%	22.6%	12.9%	42.1%	28.2%	33.3%	23.7%	33.6%	24.2%
	Not very often	27.7%	46.5%	48.3%	40.4%	26.9%	19.2%	46.7%	38.8%	47.9%	35.5%	28.9%	49.3%	41.7%	52.6%	43.4%	40.3%
	Not at all	15.4%	16.7%	21.7%	36.5%	26.9%	26.9%	20.0%	12.2%	21.9%	38.7%	25.0%	9.9%	20.8%	15.8%	14.7%	26.8%
	Other/don't know	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	very/somewhat	56.9%	36.8%	30.0%	21.2%	46.2%	53.8%	33.3%	46.9%	30.1%	25.8%	46.1%	40.8%	37.5%	31.6%	42.0%	32.2%
	not very/not at all	43.1%	63.2%	70.0%	76.9%	53.8%	46.2%	66.7%	51.0%	74.2%	53.9%	59.2%	62.5%	68.4%	58.0%	67.1%	
11. Other outdoor recreation, such as walking	Very often	15.4%	14.0%	10.0%	15.4%	11.5%	19.2%	17.8%	18.4%	10.3%	12.9%	14.5%	5.6%	20.8%	18.4%	14.7%	12.8%
	Somewhat often	30.8%	21.1%	18.3%	19.2%	23.1%	26.9%	24.4%	22.4%	20.5%	29.0%	30.3%	25.4%	16.7%	10.5%	19.6%	24.8%
	Not very often	32.3%	31.6%	30.0%	21.2%	30.8%	26.9%	42.2%	32.7%	25.3%	16.1%	26.3%	32.4%	31.2%	39.5%	32.9%	26.8%
	Not at all	21.5%	33.3%	41.7%	42.3%	30.8%	26.9%	15.6%	26.5%	43.8%	38.7%	28.9%	36.6%	31.2%	31.6%	32.9%	34.9%
	Other/don't know	0.0%	0.0%	0.0%	1.9%	3.8%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	very/somewhat	46.2%	35.1%	28.3%	34.6%	34.6%	46.2%	42.2%	40.8%	30.8%	41.9%	44.7%	31.0%	37.5%	28.9%	34.3%	37.6%
	not very/not at all	53.8%	64.9%	71.7%	63.5%	61.5%	53.8%	57.8%	59.2%	54.8%	55.3%	69.0%	62.5%	71.1%	65.7%	67.1%	
12. Special events	Very often	6.2%	13.2%	13.3%	7.7%	11.5%	11.5%	8.9%	14.3%	9.6%	9.7%	10.5%	11.3%	6.2%	15.8%	13.3%	8.1%
	Somewhat often	49.2%	40.4%	28.3%	25.0%	38.5%	34.6%	35.6%	42.9%	35.6%	19.4%	40.8%	36.6%	43.8%	42.1%	35.0%	38.9%
	Not very often	32.3%	37.7%	51.7%	50.0%	34.6%	46.2%	44.4%	40.8%	41.8%	54.8%	36.8%	40.8%	43.8%	31.6%	39.9%	43.6%
	Not at all	12.3%	8.8%	5.0%	17.3%	15.4%	7.7%	11.1%	2.0%	12.3%	16.1%	9.9%	6.2%	10.5%	11.9%	8.7%	
	Other/don't know	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.7%	
	very/somewhat	55.4%	53.5%	41.7%	32.7%	50.0%	46.2%	44.4%	57.1%	45.2%	29.0%	51.3%	47.9%	50.0%	57.9%	48.3%	47.0%
	not very/not at all	44.6%	46.5%	56.7%	67.3%	50.0%	53.8%	55.6%	42.9%	71.0%	48.7%	50.7%	50.0%	42.1%	51.7%	52.3%	

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Maryville, MO

		Age Group				Length of residence					Household income					Gender	
		18 - 34	35 - 49	50 - 64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
13. Government/post office	Very often	27.7%	35.1%	38.3%	30.8%	26.9%	23.1%	26.7%	46.9%	34.2%	35.5%	26.3%	35.2%	27.1%	39.5%	31.5%	35.6%
	Somewhat often	35.4%	45.6%	36.7%	36.5%	50.0%	38.5%	42.2%	28.6%	41.1%	29.0%	43.4%	42.3%	43.8%	42.1%	36.4%	43.0%
	Not very often	24.6%	12.3%	18.3%	26.9%	11.5%	26.9%	22.2%	16.3%	18.5%	19.4%	23.7%	15.5%	20.8%	13.2%	22.4%	15.4%
	Not at all	10.8%	7.0%	6.7%	5.8%	11.5%	11.5%	8.9%	6.1%	6.2%	16.1%	5.3%	7.0%	8.3%	5.3%	9.1%	6.0%
	Other/don't know	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.7%	0.0%
	very/somewhat not very/not at all	63.1%	80.7%	75.0%	67.3%	76.9%	61.5%	68.9%	75.5%	75.3%	64.5%	69.7%	77.5%	70.8%	81.6%	67.8%	78.5%
		35.4%	19.3%	25.0%	32.7%	23.1%	38.5%	31.1%	22.4%	24.7%	35.5%	28.9%	22.5%	29.2%	18.4%	21.5%	
14. Conducting business	Very often	21.5%	29.8%	30.0%	30.8%	19.2%	23.1%	17.8%	30.6%	33.6%	25.8%	21.1%	33.8%	27.1%	31.6%	30.1%	26.8%
	Somewhat often	49.2%	41.2%	40.0%	25.0%	26.9%	34.6%	44.4%	36.7%	42.5%	32.3%	50.0%	39.4%	35.4%	36.8%	40.6%	38.9%
	Not very often	20.0%	18.4%	23.3%	32.7%	26.9%	38.5%	31.1%	20.4%	16.4%	22.6%	18.4%	19.7%	22.9%	31.6%	23.8%	20.8%
	Not at all	7.7%	9.6%	6.7%	11.5%	26.9%	3.8%	4.4%	10.2%	7.5%	16.1%	7.0%	14.6%	14.6%	0.0%	4.9%	12.8%
	Other/don't know	1.5%	0.9%	0.0%	0.0%	0.0%	0.0%	2.2%	2.0%	0.0%	3.2%	1.3%	0.0%	0.0%	0.7%	0.7%	
	very/somewhat not very/not at all	70.8%	71.1%	70.0%	55.8%	46.2%	57.7%	62.2%	67.3%	76.0%	58.1%	71.1%	73.2%	62.5%	68.4%	70.6%	65.8%
		27.7%	28.1%	30.0%	44.2%	53.8%	62.2%	35.6%	24.0%	38.7%	27.6%	26.8%	31.6%	28.7%	33.6%		
15. Attending church	Very often	21.5%	28.9%	31.7%	28.8%	19.2%	15.4%	28.9%	28.6%	31.5%	29.0%	36.8%	23.9%	33.3%	18.4%	26.6%	29.5%
	Somewhat often	10.8%	9.6%	11.7%	19.2%	26.9%	15.4%	11.1%	6.1%	11.0%	9.7%	7.9%	9.9%	6.2%	21.1%	12.6%	11.4%
	Not very often	21.5%	15.8%	25.0%	17.3%	11.5%	23.1%	13.3%	16.3%	22.6%	19.4%	17.1%	18.3%	20.8%	21.1%	23.8%	14.8%
	Not at all	44.6%	45.6%	31.7%	34.6%	42.3%	46.2%	46.7%	46.9%	34.9%	41.9%	36.8%	47.9%	39.6%	39.5%	37.1%	43.6%
	Other/don't know	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.7%	
	very/somewhat not very/not at all	32.3%	38.6%	43.3%	48.1%	46.2%	30.8%	40.0%	34.7%	42.5%	38.7%	44.7%	33.8%	39.6%	39.5%	39.2%	40.9%
		66.2%	61.4%	56.7%	51.9%	53.8%	69.2%	60.0%	63.3%	57.5%	61.3%	53.9%	66.2%	60.4%	60.5%	60.8%	
16. Of the items I just listed, which would you say is the one reason you most often visit downtown Maryville?	Shopping	18.5%	10.5%	6.7%	13.5%	19.2%	15.4%	17.8%	8.2%	9.6%	25.8%	13.2%	10.4%	2.6%	11.9%	12.1%	
	Dining	23.1%	18.4%	13.3%	5.8%	26.9%	11.5%	20.0%	28.6%	9.6%	6.5%	9.2%	16.9%	22.9%	31.6%	22.4%	10.1%
	Entertainment	6.2%	3.5%	5.0%	1.9%	0.0%	15.4%	6.7%	6.1%	1.4%	0.0%	7.9%	2.8%	4.2%	2.6%	5.6%	2.7%
	Other outdoor recreation, such as	3.1%	1.8%	5.0%	1.9%	0.0%	0.0%	4.4%	2.0%	3.4%	9.7%	2.6%	0.0%	4.2%	0.0%	2.1%	3.4%
	Special events	4.6%	1.8%	0.0%	0.0%	0.0%	0.0%	4.4%	2.0%	1.4%	0.0%	1.3%	4.2%	2.1%	0.0%	1.4%	2.0%
	Government/post office	18.5%	20.2%	20.0%	25.0%	26.9%	19.2%	20.0%	20.4%	18.9%	19.4%	25.0%	21.1%	18.8%	13.2%	16.1%	24.8%
	Conducting business	18.5%	34.2%	41.7%	32.7%	11.5%	34.6%	15.6%	24.5%	43.2%	22.6%	26.3%	38.0%	31.2%	39.5%	33.6%	30.9%
	Attending church	7.7%	9.6%	6.7%	11.5%	11.5%	3.8%	8.9%	6.1%	10.3%	12.9%	10.5%	5.6%	6.2%	10.5%	5.6%	12.1%
	Other/don't know	0.0%	0.0%	1.7%	7.7%	3.8%	0.0%	2.2%	2.0%	1.4%	3.2%	3.9%	1.4%	0.0%	0.0%	1.4%	2.0%
			18.5%	10.5%	6.7%	13.5%	19.2%	15.4%	17.8%	8.2%	9.6%	25.8%	13.2%	10.4%	2.6%	11.9%	12.1%
17. Signs to help people find their way around	excellent	7.6%	8.6%	6.6%	14.0%	6.9%	7.7%	4.4%	11.8%	10.0%	6.5%	11.4%	6.8%	12.2%	10.3%	8.1%	9.8%
	good	63.6%	66.4%	63.9%	71.9%	69.0%	73.1%	71.1%	60.8%	65.3%	67.7%	65.8%	66.2%	65.3%	66.7%	60.8%	71.9%
	not so good	21.2%	17.2%	18.0%	5.3%	10.3%	15.4%	15.6%	23.5%	14.7%	19.4%	17.7%	14.9%	12.2%	15.4%	18.2%	13.7%
	poor	6.1%	2.6%	8.2%	3.5%	10.3%	3.8%	3.5%	3.9%	3.3%	3.2%	1.3%	6.8%	8.2%	5.1%	6.8%	2.6%
	other, don't know	1.5%	5.2%	3.3%	5.3%	3.4%	0.0%	2.2%	0.0%	6.7%	3.2%	3.8%	5.4%	2.0%	2.6%	6.1%	2.0%
	excellent/good not so good/poor	71.2%	75.0%	70.5%	86.0%	75.9%	80.8%	75.6%	72.5%	75.3%	74.2%	77.2%	73.0%	77.6%	76.9%	68.9%	81.7%
		27.3%	19.8%	26.2%	8.8%	20.7%	19.2%	22.2%	27.5%	18.0%	22.6%	19.0%	21.6%	20.4%	20.5%	16.3%	
18. Convenient business hours	excellent	9.1%	4.3%	4.9%	8.8%	10.3%	0.0%	8.9%	5.9%	6.0%	9.7%	5.1%	6.1%	5.1%	4.1%	8.5%	
	good	80.3%	72.4%	59.0%	71.9%	72.4%	76.9%	75.6%	68.6%	70.0%	77.4%	82.3%	64.9%	65.3%	69.2%	75.0%	68.0%
	not so good	7.6%	19.8%	26.2%	12.3%	13.8%	19.2%	8.9%	19.6%	18.7%	9.7%	7.6%	25.7%	20.4%	23.1%	16.2%	17.6%
	poor	1.5%	2.6%	6.6%	3.5%	3.4%	0.0%	2.2%	3.9%	4.0%	3.2%	3.8%	4.1%	0.0%	3.4%	3.3%	
	other, don't know	1.5%	0.9%	3.3%	3.5%	0.0%	3.8%	4.4%	2.0%	1.3%	0.0%	1.3%	1.4%	4.1%	2.6%	1.4%	2.6%
	excellent/good not so good/poor	89.4%	76.7%	63.9%	80.7%	82.8%	76.9%	84.4%	74.5%	76.0%	87.1%	87.3%	70.3%	71.4%	74.4%	79.1%	76.5%
		9.1%	22.4%	32.8%	15.8%	17.2%	19.2%	11.1%	23.5%	22.7%	12.9%	11.4%	28.4%	24.5%	23.1%	19.6%	

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Downtown Revitalization and Economic Assistance for Missouri
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Maryville, MO

	Age Group				Length of residence					Household income					Gender		
	18 - 34	35 - 49	50 - 64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
19. Available green space	excellent	4.5%	5.2%	16.4%	8.8%	6.9%	7.7%	4.4%	7.8%	9.3%	12.9%	3.8%	10.8%	12.2%	2.6%	8.1%	7.8%
	good	69.7%	55.2%	42.6%	56.1%	51.7%	61.5%	60.0%	51.0%	56.7%	32.3%	67.1%	58.1%	53.1%	56.4%	56.8%	55.6%
	not so good	16.7%	25.9%	27.9%	17.5%	20.7%	19.2%	26.7%	27.5%	20.7%	32.3%	19.0%	21.6%	26.5%	25.6%	25.0%	20.3%
	poor	6.1%	6.9%	13.1%	3.5%	10.3%	7.7%	4.4%	7.8%	7.3%	12.9%	5.1%	4.1%	6.1%	12.8%	6.8%	7.8%
	other, don't know	3.0%	6.9%	0.0%	14.0%	10.3%	3.8%	4.4%	5.9%	6.0%	9.7%	5.1%	5.4%	2.0%	2.6%	3.4%	8.5%
	excellent/good	74.2%	60.3%	59.0%	64.9%	58.6%	69.2%	64.4%	58.8%	66.0%	45.2%	70.9%	68.9%	65.3%	59.0%	64.9%	63.4%
	not so good/poor	22.7%	32.8%	41.0%	21.1%	31.0%	26.9%	31.1%	35.3%	28.0%	45.2%	24.1%	25.7%	32.7%	38.5%	31.8%	28.1%
20. Preservation of historic structures	excellent	12.1%	16.4%	21.3%	10.5%	17.2%	19.2%	8.9%	19.6%	14.7%	9.7%	15.2%	17.6%	14.3%	15.4%	16.2%	14.4%
	good	71.2%	63.8%	50.8%	64.9%	55.2%	53.8%	68.9%	64.7%	64.0%	64.5%	64.6%	62.2%	53.1%	69.2%	63.5%	62.7%
	not so good	12.1%	12.1%	23.0%	10.5%	20.7%	15.4%	11.1%	7.8%	11.1%	13.9%	16.1%	14.9%	20.4%	12.8%	12.2%	15.7%
	poor	3.0%	4.3%	4.9%	3.5%	6.9%	7.7%	2.2%	7.8%	2.0%	3.2%	2.5%	2.7%	8.2%	2.6%	4.7%	3.3%
	other, don't know	1.5%	3.4%	0.0%	10.5%	0.0%	3.8%	8.9%	0.0%	4.0%	6.5%	3.8%	2.7%	4.1%	0.0%	3.4%	3.9%
	excellent/good	83.3%	80.2%	72.1%	75.4%	72.4%	73.1%	77.8%	84.3%	78.7%	74.2%	79.7%	79.7%	67.3%	84.6%	79.7%	77.1%
	not so good/poor	15.2%	16.4%	27.9%	14.0%	27.6%	23.1%	13.3%	15.7%	17.3%	19.4%	16.5%	17.6%	28.6%	15.4%	16.9%	19.0%
21. Occupied storefronts	excellent	3.0%	2.6%	0.0%	1.8%	6.9%	0.0%	4.4%	2.0%	0.7%	0.0%	3.8%	0.0%	2.6%	1.4%	2.6%	
	good	53.0%	50.0%	47.5%	36.8%	62.1%	50.0%	51.1%	45.1%	44.7%	58.1%	53.2%	44.6%	42.9%	43.6%	52.0%	43.8%
	not so good	36.4%	30.2%	31.1%	35.1%	13.8%	34.6%	35.6%	39.2%	32.7%	13.4%	27.8%	35.1%	36.7%	46.2%	30.4%	34.6%
	poor	6.1%	14.7%	18.0%	12.3%	13.8%	7.7%	6.7%	7.8%	17.3%	16.1%	8.9%	16.2%	14.3%	7.7%	11.5%	14.4%
	other, don't know	1.5%	2.6%	3.3%	14.0%	3.4%	7.7%	2.2%	5.9%	4.7%	6.5%	6.3%	6.1%	0.0%	4.7%	4.6%	
	excellent/good	56.1%	52.6%	47.5%	38.6%	69.0%	50.0%	55.6%	47.1%	45.3%	58.1%	57.0%	45.9%	42.9%	46.2%	53.4%	46.4%
	not so good/poor	42.4%	44.8%	49.2%	47.4%	27.6%	42.3%	42.2%	47.1%	50.0%	35.5%	36.7%	51.4%	51.0%	53.8%	41.9%	49.0%
22. Convenient parking	excellent	9.1%	6.0%	9.8%	19.3%	27.6%	3.8%	8.9%	5.9%	9.3%	9.7%	8.9%	5.4%	10.2%	15.4%	8.1%	11.8%
	good	48.5%	53.4%	55.7%	61.4%	51.7%	46.2%	51.1%	58.8%	55.3%	51.6%	59.5%	60.8%	49.0%	46.2%	48.6%	59.5%
	not so good	31.8%	28.4%	26.2%	14.0%	13.8%	34.6%	24.4%	27.5%	27.3%	32.3%	24.1%	24.3%	26.5%	28.2%	29.7%	22.9%
	poor	9.1%	11.2%	8.2%	5.3%	6.9%	11.5%	15.6%	7.8%	7.3%	6.5%	7.6%	8.1%	12.2%	10.3%	12.2%	5.9%
	other, don't know	1.5%	0.9%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.7%	0.0%	1.4%	0.0%	2.0%	0.0%	1.4%	0.0%
	excellent/good	57.6%	59.5%	65.6%	80.7%	79.3%	50.0%	60.0%	64.7%	64.7%	61.3%	68.4%	66.2%	59.2%	61.5%	56.8%	71.2%
	not so good/poor	40.9%	39.7%	34.4%	19.3%	20.7%	46.2%	40.0%	35.3%	34.7%	38.7%	31.6%	32.4%	38.8%	38.5%	41.9%	28.8%
23. Diverse mix of businesses	excellent	1.5%	4.3%	6.6%	5.3%	10.3%	7.7%	6.7%	0.0%	3.3%	9.7%	3.8%	1.4%	2.0%	10.3%	4.1%	4.6%
	good	63.6%	50.0%	24.6%	47.4%	51.7%	61.5%	44.4%	64.7%	39.3%	48.4%	55.7%	51.4%	40.8%	30.8%	50.0%	45.1%
	not so good	25.8%	32.8%	47.5%	36.8%	27.6%	26.9%	31.1%	25.5%	42.0%	22.6%	34.2%	33.8%	36.7%	48.7%	34.5%	35.3%
	poor	6.1%	10.3%	19.7%	10.5%	10.3%	3.8%	11.1%	9.8%	13.3%	9.7%	3.8%	13.5%	18.4%	10.3%	10.8%	11.8%
	other, don't know	3.0%	2.6%	1.6%	0.0%	0.0%	0.0%	6.7%	0.0%	2.0%	9.7%	2.5%	2.0%	0.0%	0.0%	0.7%	3.3%
	excellent/good	65.2%	54.3%	31.1%	52.6%	62.1%	69.2%	51.1%	64.7%	42.7%	58.1%	59.5%	52.7%	42.9%	41.0%	54.1%	49.7%
	not so good/poor	31.8%	43.1%	67.2%	47.4%	37.9%	30.8%	42.2%	35.3%	55.3%	32.3%	38.0%	47.3%	55.1%	59.0%	45.3%	47.1%
24. Dining options	excellent	6.1%	1.7%	6.6%	8.8%	20.7%	11.5%	2.2%	2.0%	2.7%	16.1%	5.1%	2.7%	2.0%	7.7%	4.7%	5.2%
	good	56.1%	50.9%	36.1%	49.1%	51.7%	57.7%	55.6%	54.9%	42.7%	38.7%	50.6%	57.1%	46.2%	53.4%	44.4%	
	not so good	30.3%	36.2%	44.3%	22.8%	13.8%	19.2%	40.0%	37.3%	37.3%	25.8%	31.6%	37.8%	32.7%	38.5%	30.4%	37.3%
	poor	7.6%	8.6%	13.1%	10.5%	10.3%	11.5%	2.2%	2.0%	14.0%	16.1%	10.1%	8.1%	6.1%	7.7%	8.8%	10.5%
	other, don't know	0.0%	2.6%	0.0%	8.8%	3.4%	0.0%	0.0%	3.9%	3.2%	2.5%	1.4%	2.0%	0.0%	2.7%	2.6%	
	excellent/good	62.1%	52.6%	42.6%	57.9%	72.4%	69.2%	57.8%	56.9%	45.3%	54.8%	55.7%	52.7%	59.2%	53.8%	58.1%	49.7%
	not so good/poor	37.9%	44.8%	57.4%	33.3%	24.1%	30.8%	42.2%	39.2%	51.3%	41.9%	41.8%	45.9%	38.8%	46.2%	39.2%	47.7%

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		Age Group				Length of residence					Household income				Gender		
		18 - 34	35 - 49	50 - 64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
25. Entertainment options	excellent	1.5%	0.9%	1.6%	0.0%	0.0%	0.0%	2.2%	2.0%	0.7%	3.2%	1.3%	0.0%	0.0%	0.0%	0.7%	1.3%
	good	37.9%	26.7%	24.6%	35.1%	37.9%	38.5%	33.3%	25.5%	28.0%	32.3%	32.9%	31.1%	28.6%	20.5%	31.8%	28.8%
	not so good	45.5%	51.7%	47.5%	33.3%	34.5%	42.3%	42.2%	52.9%	47.3%	38.7%	48.1%	51.4%	44.9%	46.2%	44.6%	47.1%
	poor	15.2%	19.8%	26.2%	21.1%	24.1%	19.2%	20.0%	17.6%	20.7%	22.6%	12.7%	16.2%	26.5%	30.8%	19.6%	20.9%
	other, don't know	0.0%	0.9%	0.0%	10.5%	3.4%	0.0%	2.2%	2.0%	3.3%	3.2%	5.1%	0.0%	0.0%	2.6%	3.4%	2.0%
	excellent/good	39.4%	27.6%	26.2%	35.1%	37.9%	38.5%	35.6%	27.5%	28.7%	35.5%	34.2%	32.4%	28.6%	20.5%	32.4%	30.1%
	not so good/poor	60.6%	71.6%	73.8%	54.4%	58.6%	61.5%	62.2%	70.6%	68.0%	61.3%	60.8%	67.6%	71.4%	76.9%	64.2%	68.0%
26. Condition of streets	excellent	4.5%	5.2%	1.6%	1.8%	0.0%	3.8%	2.2%	3.9%	4.7%	0.0%	2.5%	5.4%	4.1%	7.7%	3.4%	3.9%
	good	33.3%	42.2%	54.1%	45.6%	34.5%	19.2%	37.8%	41.2%	52.0%	32.3%	46.6%	43.2%	44.9%	46.2%	45.9%	41.2%
	not so good	39.4%	25.9%	34.4%	31.6%	27.6%	50.0%	40.0%	25.5%	28.7%	32.3%	31.6%	33.8%	24.5%	30.8%	29.7%	33.3%
	poor	22.7%	25.9%	9.8%	21.1%	37.9%	26.9%	20.0%	27.5%	14.7%	35.5%	20.3%	17.6%	26.5%	12.8%	20.9%	20.9%
	other, don't know	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.7%
	excellent/good	37.9%	47.4%	55.7%	47.4%	34.5%	23.1%	40.0%	45.1%	56.7%	32.3%	48.1%	48.6%	49.0%	53.8%	49.3%	45.1%
	not so good/poor	62.1%	51.7%	44.3%	52.6%	65.5%	76.9%	60.0%	52.9%	43.3%	67.7%	51.9%	51.4%	51.0%	43.6%	50.7%	54.2%
27. Condition of sidewalks	excellent	12.1%	12.1%	13.1%	12.3%	17.2%	19.2%	11.1%	7.8%	12.0%	19.4%	7.6%	12.2%	17.9%	12.2%	12.4%	12.4%
	good	57.6%	58.6%	60.7%	54.4%	44.8%	34.6%	66.7%	54.9%	63.3%	32.3%	62.0%	66.2%	51.0%	61.5%	58.1%	58.2%
	not so good	12.1%	15.5%	16.4%	22.8%	13.8%	30.8%	11.1%	21.6%	14.0%	29.0%	16.5%	13.5%	20.4%	7.7%	12.8%	19.6%
	poor	18.2%	13.8%	8.2%	3.5%	20.7%	15.4%	11.1%	15.7%	8.0%	19.4%	11.4%	8.1%	12.2%	12.8%	14.9%	8.5%
	other, don't know	0.0%	0.0%	1.6%	7.0%	3.4%	0.0%	0.0%	0.0%	2.7%	0.0%	2.5%	0.0%	4.1%	0.0%	2.0%	1.3%
	excellent/good	69.7%	70.7%	73.8%	66.7%	62.1%	53.8%	77.8%	62.7%	75.3%	51.6%	69.6%	78.4%	63.3%	79.5%	70.3%	70.6%
	not so good/poor	30.3%	29.3%	24.6%	26.3%	34.5%	46.2%	22.2%	37.3%	22.0%	48.4%	27.8%	21.6%	32.7%	20.5%	27.7%	28.1%
28. Safety during the day	excellent	37.9%	37.1%	36.1%	29.8%	44.8%	26.9%	40.0%	37.3%	33.3%	25.8%	29.1%	39.2%	44.9%	46.2%	38.5%	32.7%
	good	59.1%	53.4%	62.3%	63.2%	48.3%	61.5%	53.3%	56.9%	62.0%	67.7%	67.1%	58.1%	44.9%	48.7%	55.4%	61.4%
	not so good	3.0%	5.2%	0.0%	1.8%	3.4%	3.8%	6.7%	2.0%	2.0%	6.5%	2.5%	1.4%	0.0%	5.1%	2.0%	3.9%
	poor	0.0%	1.7%	1.6%	0.0%	3.4%	3.8%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	6.1%	0.0%	1.4%	0.7%
	other, don't know	0.0%	2.6%	0.0%	5.3%	0.0%	3.8%	0.0%	2.0%	2.7%	0.0%	1.3%	1.4%	0.0%	2.7%	1.3%	1.3%
	excellent/good	97.0%	90.5%	98.4%	93.0%	93.1%	88.5%	93.3%	94.1%	95.3%	93.5%	96.2%	97.3%	89.8%	94.9%	93.9%	94.1%
	not so good/poor	3.0%	6.9%	1.6%	1.8%	6.9%	7.7%	6.7%	3.9%	2.0%	6.5%	2.5%	1.4%	6.1%	5.1%	3.4%	4.6%
29. Safety at night	excellent	15.2%	12.1%	16.4%	7.0%	20.7%	3.8%	11.1%	17.6%	11.3%	12.9%	8.9%	9.5%	18.4%	20.5%	12.2%	13.1%
	good	71.2%	70.7%	67.2%	47.4%	44.8%	69.2%	68.9%	64.7%	68.0%	45.2%	64.6%	81.1%	63.3%	64.1%	70.9%	60.1%
	not so good	7.6%	10.3%	8.2%	7.0%	3.4%	7.7%	11.1%	11.8%	8.7%	22.6%	7.6%	6.8%	4.1%	10.3%	7.4%	10.5%
	poor	3.0%	5.2%	6.6%	5.3%	6.9%	11.5%	4.4%	3.9%	4.0%	12.9%	1.3%	0.0%	10.2%	5.1%	4.1%	5.9%
	other, don't know	3.0%	1.7%	1.6%	33.3%	24.1%	7.7%	4.4%	2.0%	8.0%	6.5%	17.7%	2.7%	4.1%	0.0%	5.4%	10.5%
	excellent/good	86.4%	82.8%	83.6%	54.4%	65.5%	73.1%	80.0%	82.4%	79.3%	58.1%	73.4%	90.5%	81.6%	84.6%	83.1%	73.2%
	not so good/poor	10.6%	15.5%	14.8%	12.3%	10.3%	19.2%	15.6%	15.7%	12.7%	35.5%	8.9%	6.8%	14.3%	15.4%	11.5%	16.3%
30. How important would you say it is that Maryville work to retain its downtown's historic character? Would you say it is very important, somewhat, not very or not at all important?	very	33.3%	38.8%	42.6%	40.4%	48.3%	34.6%	53.3%	29.4%	36.0%	48.4%	44.3%	37.8%	34.7%	35.9%	35.1%	41.8%
	somewhat	57.6%	47.4%	42.6%	45.6%	41.4%	61.5%	42.2%	48.0%	48.0%	35.5%	41.8%	48.6%	55.1%	53.8%	51.4%	45.8%
	not very	7.6%	9.5%	9.8%	12.3%	6.9%	3.8%	2.2%	15.7%	11.3%	3.2%	10.1%	12.2%	8.2%	7.7%	8.8%	10.5%
	not at all	1.5%	4.3%	4.9%	1.8%	3.4%	0.0%	2.2%	2.0%	4.7%	12.9%	3.8%	1.4%	2.0%	2.6%	4.7%	2.0%
	Other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	very/somewhat	90.9%	86.2%	85.2%	86.0%	89.7%	96.2%	95.6%	82.4%	84.0%	83.9%	86.1%	86.5%	89.8%	89.7%	86.5%	87.6%
	not very/not at all	9.1%	13.8%	14.8%	14.0%	10.3%	3.8%	4.4%	17.6%	16.0%	16.1%	13.9%	13.5%	10.2%	10.3%	13.5%	12.4%

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

Maryville, MO

		Age Group				Length of residence					Household income					Gender	
		18 - 34	35 - 49	50 - 64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
31. Lodging such as hotel, motel or bed and breakfast	1 = Very Low priority	24.2%	21.6%	21.3%	33.3%	6.9%	38.5%	17.8%	23.5%	28.0%	41.9%	25.3%	14.9%	20.4%	28.2%	25.0%	24.2%
	2	19.7%	20.7%	27.9%	15.8%	20.7%	19.2%	24.4%	21.6%	20.0%	12.9%	21.5%	25.7%	26.5%	17.9%	25.7%	16.3%
	3	28.8%	30.2%	26.2%	26.3%	34.5%	11.5%	31.1%	33.3%	27.3%	25.8%	29.1%	33.8%	22.4%	23.1%	26.4%	30.1%
	4	19.7%	19.8%	14.8%	10.5%	20.7%	26.9%	15.6%	21.6%	13.3%	9.7%	15.2%	13.5%	22.6%	20.5%	14.9%	19.0%
	5 = Very High priority	6.1%	6.0%	4.9%	7.0%	13.8%	3.8%	6.7%	0.0%	6.7%	6.5%	8.9%	9.5%	0.0%	5.1%	6.1%	5.9%
	Other/don't know	1.5%	1.7%	4.9%	7.0%	3.4%	0.0%	4.4%	0.0%	4.7%	3.2%	0.0%	2.7%	2.0%	5.1%	2.0%	4.6%
	total low priority	43.9%	42.2%	49.2%	49.1%	27.6%	57.7%	42.2%	45.1%	48.0%	54.8%	46.8%	40.5%	46.9%	46.2%	50.7%	40.5%
total high priority	25.8%	25.9%	19.7%	17.5%	34.5%	30.8%	22.2%	21.6%	20.0%	16.1%	24.1%	23.0%	28.6%	25.6%	20.9%	24.8%	
32. Family or casual style dining	1 = Very Low priority	3.0%	5.2%	0.0%	10.5%	6.9%	3.8%	0.0%	7.8%	4.7%	0.0%	5.1%	4.1%	6.1%	0.0%	4.1%	5.2%
	2	9.1%	4.3%	4.9%	1.8%	3.4%	19.2%	2.2%	3.9%	4.0%	12.9%	3.8%	8.1%	2.0%	0.0%	6.1%	3.9%
	3	28.8%	13.8%	18.0%	21.1%	20.7%	19.2%	20.0%	9.8%	22.0%	6.5%	34.2%	13.5%	14.3%	20.5%	23.6%	15.0%
	4	27.3%	35.3%	34.4%	28.1%	37.9%	19.2%	24.4%	47.1%	30.7%	25.8%	24.1%	36.5%	32.7%	41.0%	35.1%	29.4%
	5 = Very High priority	31.8%	39.7%	37.7%	33.3%	27.6%	38.5%	48.9%	29.4%	36.0%	51.6%	32.9%	35.1%	44.9%	33.3%	29.1%	43.1%
	Other/don't know	0.0%	1.7%	4.9%	5.3%	3.4%	0.0%	4.4%	2.0%	2.7%	3.2%	0.0%	2.7%	0.0%	5.1%	2.0%	3.3%
	total low priority	12.1%	9.5%	4.9%	12.3%	10.3%	23.1%	2.2%	11.8%	8.7%	12.9%	8.9%	12.2%	8.2%	0.0%	10.1%	9.2%
total high priority	59.1%	75.0%	72.1%	61.4%	65.5%	57.7%	73.3%	76.5%	66.7%	77.4%	57.0%	71.6%	77.6%	74.4%	64.2%	72.5%	
33. Restaurant serving breakfast	1 = Very Low priority	6.1%	10.3%	6.6%	12.3%	10.3%	3.8%	2.2%	13.7%	10.0%	3.2%	12.7%	8.1%	12.2%	5.1%	12.8%	5.2%
	2	9.1%	6.9%	14.8%	12.3%	6.9%	11.5%	15.6%	5.9%	10.7%	12.9%	11.4%	10.8%	12.2%	7.7%	12.2%	8.5%
	3	25.8%	18.1%	23.0%	14.0%	13.8%	38.5%	17.8%	17.6%	19.3%	25.8%	15.2%	27.0%	16.3%	12.8%	20.3%	19.6%
	4	30.3%	32.8%	24.6%	22.8%	24.1%	15.4%	28.9%	33.3%	30.0%	19.4%	34.2%	27.0%	26.5%	38.5%	28.4%	28.8%
	5 = Very High priority	25.8%	29.3%	24.6%	31.6%	34.5%	30.8%	28.9%	27.5%	26.0%	32.3%	24.1%	24.3%	30.6%	30.8%	22.3%	33.3%
	Other/don't know	3.0%	2.6%	6.6%	7.0%	10.3%	0.0%	6.7%	2.0%	4.0%	6.5%	2.5%	2.0%	2.0%	5.1%	4.1%	4.6%
	total low priority	15.2%	17.2%	6.1%	24.6%	17.2%	15.4%	17.8%	19.6%	20.7%	16.1%	24.1%	18.9%	24.5%	12.8%	25.0%	13.7%
total high priority	56.1%	62.1%	49.2%	54.4%	58.6%	46.2%	57.8%	60.8%	56.0%	51.6%	58.2%	51.4%	57.1%	69.2%	50.7%	62.1%	
34. Ice cream shop/soda fountain	1 = Very Low priority	9.1%	9.5%	14.8%	14.0%	13.8%	15.4%	4.4%	13.7%	11.3%	16.1%	12.7%	12.2%	8.2%	2.6%	12.8%	9.8%
	2	18.2%	13.8%	21.3%	21.1%	13.8%	15.4%	24.4%	11.8%	18.7%	19.4%	19.0%	23.0%	10.2%	17.9%	25.7%	9.8%
	3	36.4%	38.8%	23.0%	33.3%	31.0%	23.1%	24.4%	41.2%	37.3%	35.5%	38.0%	31.1%	36.7%	30.8%	33.1%	35.3%
	4	13.6%	19.8%	24.6%	17.5%	10.3%	26.9%	22.2%	15.7%	19.3%	12.9%	13.9%	20.3%	28.6%	17.9%	14.9%	22.9%
	5 = Very High priority	21.2%	15.5%	11.5%	8.8%	27.6%	15.4%	20.0%	15.7%	14.0%	12.9%	15.2%	10.8%	14.3%	25.6%	10.8%	18.3%
	Other/don't know	1.5%	2.6%	4.9%	5.3%	3.4%	3.8%	4.4%	2.0%	3.3%	3.2%	1.3%	2.7%	2.0%	5.1%	2.7%	3.9%
	total low priority	27.3%	23.3%	36.1%	35.1%	27.6%	30.8%	28.9%	25.5%	30.0%	35.5%	31.6%	35.1%	18.4%	20.5%	38.5%	19.6%
total high priority	34.8%	35.3%	36.1%	26.3%	37.9%	42.3%	42.2%	31.4%	29.3%	25.8%	29.1%	31.1%	42.9%	43.6%	25.7%	41.2%	
35. Upscale specialty shops	1 = Very Low priority	15.2%	11.2%	8.2%	10.5%	10.3%	7.7%	13.3%	17.6%	9.3%	19.4%	11.4%	10.8%	14.3%	2.6%	14.9%	7.8%
	2	18.2%	16.4%	14.8%	28.1%	13.8%	19.2%	13.3%	21.6%	20.7%	25.8%	21.5%	24.3%	8.2%	10.3%	18.9%	19.0%
	3	34.8%	33.6%	34.4%	26.3%	31.0%	15.4%	33.3%	37.3%	34.0%	32.3%	30.4%	37.8%	26.5%	43.6%	33.8%	31.4%
	4	22.7%	26.7%	26.2%	21.1%	31.0%	38.5%	20.0%	13.7%	26.0%	9.7%	24.1%	17.6%	36.7%	30.8%	23.6%	25.5%
	5 = Very High priority	7.6%	8.6%	11.5%	7.0%	6.9%	15.4%	13.3%	7.8%	6.7%	6.5%	10.1%	6.8%	12.2%	7.7%	5.4%	11.8%
	Other/don't know	1.5%	3.4%	4.9%	7.0%	6.9%	3.8%	6.7%	2.0%	3.3%	6.5%	2.5%	2.7%	2.0%	5.1%	3.4%	4.6%
	total low priority	33.3%	27.6%	23.0%	38.6%	24.1%	26.9%	26.7%	39.2%	30.0%	45.2%	32.9%	35.1%	22.4%	12.8%	33.8%	26.8%
total high priority	30.3%	35.3%	37.7%	28.1%	37.9%	53.8%	33.3%	21.6%	32.7%	16.1%	34.2%	24.3%	49.0%	38.5%	29.1%	37.3%	
36. Antique shops	1 = Very Low priority	25.8%	19.8%	21.3%	19.3%	20.7%	26.9%	28.9%	31.4%	15.3%	12.9%	24.1%	25.7%	24.5%	12.8%	28.4%	15.0%
	2	30.3%	19.8%	21.3%	19.3%	17.2%	26.9%	24.4%	19.6%	22.7%	32.3%	25.3%	18.9%	18.4%	25.6%	21.6%	22.9%
	3	31.8%	36.2%	24.6%	33.3%	31.0%	30.8%	20.0%	33.3%	36.0%	29.0%	25.3%	35.1%	36.7%	38.5%	33.1%	31.4%
	4	9.1%	12.1%	19.7%	15.8%	20.7%	3.8%	13.3%	5.9%	16.7%	16.1%	19.0%	8.1%	12.2%	12.8%	12.2%	15.0%
	5 = Very High priority	1.5%	9.5%	9.8%	5.3%	3.4%	7.7%	11.1%	7.8%	6.0%	6.5%	5.1%	10.8%	6.1%	2.6%	2.0%	11.8%
	Other/don't know	1.5%	2.6%	3.3%	7.0%	6.9%	3.8%	2.2%	2.0%	3.3%	3.2%	1.3%	1.4%	2.0%	7.7%	2.7%	3.9%
	total low priority	56.1%	39.7%	42.6%	38.6%	37.9%	53.8%	53.3%	51.0%	38.0%	45.2%	49.4%	44.6%	42.9%	38.5%	50.0%	37.9%
total high priority	10.6%	21.6%	29.5%	21.1%	24.1%	11.5%	24.4%	13.7%	22.7%	22.6%	24.1%	24.4%	18.9%	18.4%	14.2%	26.8%	

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Maryville, MO

		Age Group				Length of residence					Household income					Gender	
		18 - 34	35 - 49	50 - 64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
37. Art galleries and shops	1 = Very Low priority	21.2%	17.2%	9.8%	22.8%	27.6%	15.4%	11.1%	19.6%	18.0%	32.3%	13.9%	14.9%	20.4%	12.8%	20.9%	15.0%
	2	18.2%	16.4%	18.0%	15.8%	13.8%	23.1%	15.6%	11.8%	18.7%	12.9%	20.3%	21.6%	6.1%	23.1%	20.3%	13.7%
	3	37.9%	39.7%	44.3%	24.6%	17.2%	26.9%	42.2%	45.1%	38.7%	38.7%	34.2%	39.2%	46.9%	33.3%	35.8%	38.6%
	4	10.6%	20.7%	13.1%	17.5%	24.1%	11.5%	11.1%	11.8%	18.7%	6.5%	17.7%	17.6%	14.3%	12.8%	13.5%	19.0%
	5 = Very High priority	10.6%	4.3%	13.1%	14.0%	13.8%	23.1%	17.8%	9.8%	3.3%	9.7%	13.9%	5.4%	10.2%	12.8%	7.4%	11.1%
	Other/don't know	1.5%	1.7%	1.6%	5.3%	3.4%	0.0%	2.2%	2.0%	2.7%	0.0%	0.0%	1.4%	2.0%	5.1%	2.0%	2.6%
	total low priority	39.4%	33.6%	27.9%	38.6%	41.4%	38.5%	26.7%	31.4%	36.7%	45.2%	34.2%	36.5%	26.5%	35.9%	41.2%	28.8%
total high priority	21.2%	25.0%	26.2%	31.6%	37.9%	34.6%	28.9%	21.6%	22.0%	16.1%	31.6%	23.0%	24.5%	25.6%	20.9%	30.1%	
38. Coffee shop	1 = Very Low priority	10.6%	12.9%	4.9%	17.5%	13.8%	30.8%	6.7%	15.7%	8.0%	12.9%	15.2%	4.1%	14.3%	5.1%	15.5%	7.8%
	2	19.7%	14.7%	18.0%	12.3%	10.3%	7.7%	8.9%	17.6%	20.7%	16.1%	19.0%	23.0%	8.2%	15.4%	18.9%	13.7%
	3	34.8%	33.6%	32.8%	17.5%	34.5%	19.2%	33.3%	39.2%	28.0%	25.8%	31.6%	33.1%	30.6%	38.5%	29.1%	32.0%
	4	16.7%	21.6%	27.9%	29.8%	17.2%	23.1%	24.4%	15.7%	26.7%	16.1%	20.3%	24.3%	28.6%	17.9%	23.0%	23.5%
	5 = Very High priority	16.7%	14.7%	11.5%	15.8%	20.7%	15.4%	22.2%	11.8%	12.0%	25.8%	12.7%	10.8%	16.3%	17.9%	10.1%	19.0%
	Other/don't know	1.5%	2.6%	4.9%	7.0%	3.4%	3.8%	4.4%	0.0%	4.7%	3.2%	1.3%	2.7%	2.0%	5.1%	3.4%	3.9%
	total low priority	30.3%	27.6%	23.0%	29.8%	24.1%	38.5%	15.6%	33.3%	28.7%	29.0%	34.2%	27.0%	22.4%	20.5%	34.5%	21.6%
total high priority	33.3%	36.2%	39.3%	45.6%	37.9%	38.5%	46.7%	27.5%	38.7%	41.9%	32.9%	35.1%	44.9%	35.9%	33.1%	42.5%	
39. Upscale dining	1 = Very Low priority	7.6%	9.5%	8.2%	12.3%	10.3%	7.7%	15.6%	13.7%	6.0%	12.9%	8.9%	8.1%	4.1%	2.6%	12.2%	6.5%
	2	10.6%	10.3%	13.1%	14.0%	6.9%	15.4%	8.9%	7.8%	14.0%	12.2%	15.2%	12.2%	10.2%	7.7%	10.1%	13.7%
	3	34.8%	27.6%	24.6%	24.6%	24.1%	34.6%	22.2%	27.5%	29.3%	38.7%	31.6%	31.1%	28.6%	17.9%	29.7%	26.1%
	4	25.8%	34.5%	24.6%	28.1%	31.0%	19.2%	28.9%	27.5%	32.0%	32.3%	26.6%	29.7%	32.7%	43.6%	28.4%	30.1%
	5 = Very High priority	19.7%	15.5%	23.0%	15.8%	24.1%	19.2%	20.0%	21.6%	14.7%	19.4%	16.5%	14.9%	22.4%	23.1%	16.9%	19.0%
	Other/don't know	1.5%	2.6%	6.6%	5.3%	3.4%	3.8%	4.4%	2.0%	4.0%	3.2%	1.3%	2.0%	2.0%	5.1%	2.7%	4.6%
	total low priority	18.2%	19.8%	21.3%	26.3%	17.2%	23.1%	24.4%	21.6%	20.7%	25.8%	24.1%	20.3%	14.3%	10.3%	22.3%	20.3%
total high priority	45.5%	50.0%	47.5%	43.9%	55.2%	38.5%	48.9%	49.0%	46.0%	32.3%	43.0%	44.6%	55.1%	66.7%	45.3%	49.0%	
40. Clothing stores	1 = Very Low priority	4.5%	7.8%	3.3%	14.0%	10.3%	11.5%	8.9%	5.9%	6.0%	6.5%	8.9%	6.8%	8.2%	0.0%	8.8%	5.9%
	2	13.6%	6.9%	3.3%	5.3%	3.4%	7.7%	11.1%	7.8%	7.3%	0.0%	8.9%	12.2%	6.1%	7.7%	8.8%	6.5%
	3	31.8%	26.7%	36.1%	22.8%	27.6%	34.6%	24.4%	31.4%	28.7%	38.7%	27.8%	27.0%	26.5%	33.3%	35.8%	22.2%
	4	19.7%	27.6%	32.8%	19.3%	31.0%	11.5%	24.4%	27.5%	26.0%	16.1%	21.5%	29.7%	32.7%	25.6%	25.0%	25.5%
	5 = Very High priority	28.8%	28.4%	19.7%	31.6%	24.1%	30.8%	26.7%	27.5%	27.3%	35.5%	30.4%	21.6%	24.5%	28.2%	18.2%	35.9%
	Other/don't know	1.5%	2.6%	4.9%	7.0%	3.4%	3.8%	4.4%	0.0%	4.7%	3.2%	2.5%	2.7%	2.0%	5.1%	3.4%	3.9%
	total low priority	18.2%	14.7%	6.6%	19.3%	13.8%	19.2%	20.0%	13.7%	13.3%	6.5%	17.7%	18.9%	14.3%	7.7%	17.6%	12.4%
total high priority	48.5%	56.0%	52.5%	50.9%	55.2%	42.3%	51.1%	54.9%	53.3%	51.6%	51.9%	51.4%	57.1%	53.8%	43.2%	61.4%	
41. Craft store	1 = Very Low priority	15.2%	11.2%	8.2%	22.8%	20.7%	11.5%	8.9%	13.7%	14.0%	16.1%	17.7%	10.8%	12.2%	12.8%	15.5%	11.8%
	2	19.7%	15.5%	24.6%	17.5%	17.2%	15.4%	24.4%	13.7%	20.0%	9.7%	16.5%	18.4%	18.4%	33.3%	25.7%	12.4%
	3	40.9%	31.9%	39.3%	26.3%	20.7%	42.3%	37.8%	37.3%	33.3%	25.8%	32.9%	41.9%	36.7%	33.3%	36.5%	32.0%
	4	7.6%	27.6%	13.1%	19.3%	27.6%	19.2%	4.4%	11.8%	23.3%	22.6%	20.3%	20.3%	20.3%	7.7%	13.5%	23.5%
	5 = Very High priority	15.2%	11.2%	11.5%	5.3%	10.3%	7.7%	22.2%	21.6%	4.7%	22.6%	11.4%	8.1%	12.2%	7.7%	5.4%	16.3%
	Other/don't know	1.5%	2.6%	3.3%	8.8%	3.4%	3.8%	2.2%	2.0%	4.7%	3.2%	1.3%	1.4%	2.0%	5.1%	3.4%	3.9%
	total low priority	34.8%	26.7%	32.8%	40.4%	37.9%	26.9%	33.3%	27.5%	34.0%	25.8%	34.2%	28.4%	30.6%	46.2%	41.2%	24.2%
total high priority	22.7%	38.8%	24.6%	24.6%	37.9%	26.9%	26.7%	33.3%	28.0%	45.2%	31.6%	28.4%	30.6%	15.4%	18.9%	39.9%	
42. Bars/nightclubs	1 = Very Low priority	43.9%	36.2%	41.0%	61.4%	48.3%	50.0%	42.2%	39.2%	43.3%	71.0%	49.4%	36.5%	38.8%	30.8%	35.8%	51.0%
	2	15.2%	27.6%	18.0%	7.0%	6.9%	0.0%	20.0%	25.5%	22.0%	3.2%	19.0%	18.9%	26.5%	30.8%	20.9%	17.0%
	3	22.7%	20.7%	26.2%	19.3%	20.7%	15.4%	26.7%	21.6%	22.7%	22.6%	15.2%	25.7%	22.4%	23.1%	27.7%	17.0%
	4	9.1%	10.3%	6.6%	3.5%	17.2%	19.2%	2.2%	7.8%	6.0%	0.0%	6.3%	13.5%	10.2%	5.1%	9.5%	6.5%
	5 = Very High priority	9.1%	3.4%	3.3%	3.5%	6.9%	11.5%	6.7%	3.9%	2.7%	0.0%	2.7%	2.0%	7.7%	4.1%	5.2%	
	Other/don't know	0.0%	1.7%	4.9%	5.3%	0.0%	3.8%	2.2%	2.0%	3.3%	3.2%	1.3%	2.7%	0.0%	2.6%	2.0%	3.3%
	total low priority	59.1%	63.8%	59.0%	68.4%	55.2%	50.0%	62.2%	64.7%	65.3%	74.2%	68.4%	55.4%	65.3%	61.5%	56.8%	68.0%
total high priority	18.2%	13.8%	9.8%	7.0%	24.1%	30.8%	8.9%	11.8%	8.7%	0.0%	15.2%	16.2%	12.2%	12.8%	13.5%	11.8%	

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

Maryville, MO

		Age Group				Length of residence					Household income					Gender	
		18 - 34	35 - 49	50 - 64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
43. Bookstore	1 = Very Low priority	1.5%	10.3%	11.5%	17.5%	3.4%	23.1%	6.7%	9.8%	10.0%	16.1%	7.6%	5.4%	12.2%	5.1%	9.5%	10.5%
	2	12.1%	5.2%	8.2%	10.5%	17.2%	7.7%	4.4%	11.8%	6.7%	6.5%	15.2%	8.1%	4.1%	2.6%	11.5%	5.2%
	3	37.9%	26.7%	27.9%	17.5%	20.7%	15.4%	22.2%	31.4%	32.0%	19.4%	30.4%	28.4%	30.6%	35.9%	29.7%	26.1%
	4	28.8%	34.5%	29.5%	26.3%	37.9%	42.3%	35.6%	17.6%	30.0%	25.8%	26.6%	35.1%	32.7%	30.8%	32.4%	28.8%
	5 = Very High priority	18.2%	20.7%	19.7%	19.3%	17.2%	11.5%	28.9%	27.5%	16.0%	29.0%	19.0%	20.3%	18.4%	20.5%	13.5%	25.5%
	Other/don't know	1.5%	2.6%	3.3%	8.8%	3.4%	0.0%	2.2%	2.0%	5.3%	3.2%	1.3%	2.7%	2.0%	5.1%	3.4%	3.9%
	total low priority	13.6%	15.5%	19.7%	28.1%	20.7%	30.8%	11.1%	21.6%	16.7%	22.6%	22.8%	13.5%	16.3%	7.7%	20.9%	15.7%
total high priority	47.0%	55.2%	49.2%	45.6%	55.2%	53.8%	64.4%	45.1%	46.0%	54.8%	45.6%	55.4%	51.0%	51.3%	45.9%	54.2%	
44. Hunting/fishing/outdoor sporting goods store	1 = Very Low priority	15.2%	8.6%	24.6%	24.6%	20.7%	19.2%	15.6%	15.7%	15.3%	19.4%	13.9%	13.5%	16.3%	15.4%	14.9%	17.6%
	2	16.7%	14.7%	19.7%	14.0%	6.9%	3.8%	22.2%	17.6%	17.3%	22.8%	16.2%	14.3%	7.7%	16.2%	15.7%	
	3	33.3%	37.9%	32.8%	35.1%	34.5%	34.6%	33.3%	31.4%	37.3%	35.5%	29.1%	36.5%	38.8%	41.0%	31.8%	38.6%
	4	15.2%	19.8%	13.1%	14.0%	17.2%	15.4%	13.3%	17.6%	16.7%	16.1%	16.5%	18.9%	20.4%	15.4%	16.2%	16.3%
	5 = Very High priority	18.2%	17.2%	6.6%	7.0%	17.2%	23.1%	13.3%	17.6%	10.0%	9.7%	16.5%	14.9%	8.2%	15.4%	18.9%	8.5%
	Other/don't know	1.5%	1.7%	3.3%	5.3%	3.4%	3.8%	2.2%	0.0%	3.3%	3.2%	1.3%	0.0%	2.0%	5.1%	2.0%	3.3%
	total low priority	31.8%	23.3%	44.3%	38.6%	27.6%	23.1%	37.8%	33.3%	32.7%	35.5%	36.7%	29.7%	30.6%	23.1%	31.1%	33.3%
total high priority	33.3%	37.1%	19.7%	21.1%	34.5%	38.5%	26.7%	35.3%	26.7%	25.8%	32.9%	33.8%	28.6%	30.8%	35.1%	24.8%	
45. Farmer's market	1 = Very Low priority	4.5%	5.2%	9.8%	21.1%	3.4%	11.5%	6.7%	7.8%	10.7%	16.1%	6.3%	9.5%	6.1%	7.7%	8.8%	9.2%
	2	15.2%	14.7%	9.8%	3.5%	10.3%	7.7%	17.8%	9.8%	12.0%	6.5%	15.2%	13.5%	12.2%	10.3%	14.9%	9.2%
	3	30.3%	30.2%	27.9%	22.8%	17.2%	26.9%	24.4%	25.5%	32.7%	16.1%	31.6%	35.1%	26.5%	25.6%	36.5%	20.3%
	4	30.3%	26.7%	24.6%	19.3%	31.0%	38.5%	24.4%	27.5%	22.0%	32.3%	20.3%	25.7%	28.6%	25.6%	21.6%	29.4%
	5 = Very High priority	18.2%	21.6%	21.3%	31.6%	34.5%	15.4%	24.4%	29.4%	18.7%	25.8%	26.6%	14.9%	24.5%	25.6%	16.2%	28.8%
	Other/don't know	1.5%	1.7%	6.6%	1.8%	3.4%	0.0%	2.2%	4.0%	0.0%	3.2%	0.0%	1.4%	2.0%	5.1%	2.0%	3.3%
	total low priority	19.7%	19.8%	19.7%	24.6%	13.8%	19.2%	24.4%	17.6%	22.7%	22.6%	21.5%	23.0%	18.4%	17.9%	23.6%	18.3%
total high priority	48.5%	48.3%	45.9%	50.9%	65.5%	53.8%	48.9%	56.9%	40.7%	58.1%	46.8%	40.5%	53.1%	51.3%	37.8%	58.2%	
46. Of the items I just listed, what business would you most like to see in downtown Maryville?	Lodging such as hotel, motel or bed	3.0%	1.7%	0.0%	0.0%	0.0%	0.0%	2.2%	3.9%	0.7%	3.2%	1.3%	2.7%	0.0%	0.7%	2.0%	
	Family or casual style dining	19.7%	15.5%	32.8%	15.8%	10.3%	15.4%	28.9%	13.7%	22.0%	29.0%	16.5%	25.7%	22.4%	10.3%	19.6%	
	Restaurant serving breakfast	3.0%	6.0%	8.2%	7.0%	10.3%	0.0%	2.2%	3.9%	8.0%	3.2%	5.1%	5.4%	4.1%	5.1%	6.8%	
	Ice cream shop/soda fountain	3.0%	4.3%	0.0%	3.5%	0.0%	0.0%	2.2%	7.8%	2.7%	0.0%	3.8%	4.1%	4.1%	2.6%	2.6%	
	Upscale specialty shops	1.5%	0.9%	8.2%	3.5%	0.0%	3.8%	2.2%	0.0%	4.7%	3.2%	2.5%	6.1%	2.6%	2.7%	3.3%	
	Antique shops	3.0%	6.0%	3.3%	1.8%	3.4%	0.0%	6.7%	2.0%	4.7%	0.0%	3.8%	5.4%	4.1%	5.1%	4.6%	
	Art galleries and shops	1.5%	1.7%	1.6%	0.0%	0.0%	0.0%	4.4%	3.9%	0.0%	0.0%	2.5%	1.4%	0.0%	2.6%	1.4%	
	Coffee shop	6.1%	6.0%	3.3%	1.8%	6.9%	15.4%	4.4%	2.0%	3.3%	6.5%	2.5%	4.1%	8.2%	5.1%	4.1%	
	Upscale dining	9.1%	9.5%	16.4%	3.5%	6.9%	11.5%	11.1%	11.8%	8.7%	6.5%	3.8%	8.1%	16.3%	23.1%	13.5%	
	Clothing stores	9.1%	11.2%	6.6%	38.6%	24.1%	11.5%	4.4%	13.7%	17.3%	12.9%	19.0%	16.3%	12.8%	7.4%	22.2%	
	Craft store	1.5%	7.8%	0.0%	1.8%	6.9%	3.8%	6.7%	0.0%	3.3%	12.9%	5.1%	1.4%	0.0%	0.0%	1.4%	
	Bars/nightclubs	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.7%	0.0%	2.5%	0.0%	0.0%	0.0%	0.7%	
	Bookstore	13.6%	10.3%	6.6%	5.3%	6.9%	19.2%	13.3%	15.7%	4.7%	6.5%	7.6%	9.5%	10.2%	12.8%	9.5%	
	Hunting/fishing/outdoor sporting goods	15.2%	10.3%	1.6%	3.5%	6.9%	11.5%	4.4%	11.8%	8.7%	0.0%	10.1%	14.9%	4.1%	7.7%	16.2%	
	Farmer's market	3.0%	2.6%	4.9%	1.8%	6.9%	0.0%	0.0%	5.9%	2.7%	9.7%	3.8%	2.0%	2.6%	1.4%	4.6%	
Other - specify	4.5%	6.0%	6.6%	12.3%	10.3%	7.7%	4.4%	3.9%	8.0%	6.5%	10.1%	4.1%	2.0%	7.7%	7.4%		
47. Adding green space	1 = Very Low priority	9.1%	15.5%	16.4%	26.3%	17.2%	11.5%	8.9%	9.8%	21.3%	32.3%	19.0%	8.2%	10.3%	14.9%	17.6%	
	2	25.8%	13.8%	26.2%	17.5%	34.5%	15.4%	11.1%	19.6%	20.7%	9.7%	24.1%	22.4%	25.6%	21.6%	18.3%	
	3	30.3%	29.3%	26.2%	24.6%	20.7%	30.8%	24.4%	37.3%	26.7%	19.4%	35.4%	28.6%	15.4%	27.7%	28.1%	
	4	21.2%	26.7%	14.8%	17.5%	13.8%	23.1%	37.8%	17.6%	18.7%	19.4%	15.2%	23.0%	24.5%	28.2%	23.6%	
	5 = Very High priority	12.1%	8.6%	11.5%	10.5%	6.9%	11.5%	11.1%	13.7%	9.3%	12.9%	5.1%	9.5%	14.3%	15.4%	11.1%	
	Other/don't know	1.5%	6.0%	4.9%	3.5%	6.9%	7.7%	6.7%	2.0%	3.3%	6.5%	1.3%	4.1%	2.0%	5.1%	5.9%	
	total low priority	34.8%	29.3%	42.6%	43.9%	51.7%	26.9%	20.0%	29.4%	42.0%	41.9%	43.0%	31.1%	30.6%	35.9%	36.5%	
total high priority	33.3%	35.3%	26.2%	28.1%	20.7%	34.6%	48.9%	31.4%	28.0%	32.3%	20.3%	32.4%	38.8%	43.6%	33.1%		

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		Age Group				Length of residence					Household income					Gender	
		18 - 34	35 - 49	50 - 64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
48. Improving lighting	1 = Very Low priority	6.1%	11.2%	13.1%	24.6%	20.7%	30.8%	2.2%	5.9%	14.0%	22.6%	16.5%	6.8%	12.2%	10.3%	12.2%	13.7%
	2	21.2%	14.7%	24.6%	10.5%	24.1%	7.7%	8.9%	15.7%	20.7%	12.9%	13.9%	18.9%	14.3%	33.3%	14.9%	19.6%
	3	31.8%	36.2%	31.1%	19.3%	20.7%	11.5%	46.7%	33.3%	31.3%	19.4%	29.1%	31.1%	38.8%	35.9%	39.2%	23.5%
	4	24.2%	25.0%	21.3%	17.5%	24.1%	42.3%	13.3%	27.5%	20.0%	22.6%	22.8%	29.7%	22.4%	10.3%	22.3%	22.9%
	5 = Very High priority	15.2%	10.3%	4.9%	17.5%	6.9%	3.8%	22.2%	15.7%	9.3%	19.4%	12.7%	10.8%	10.2%	5.1%	8.8%	14.4%
	Other/don't know	1.5%	2.6%	4.9%	10.5%	3.4%	3.8%	6.7%	2.0%	4.7%	3.2%	5.1%	2.7%	2.0%	5.1%	2.7%	5.9%
	total low priority	27.3%	25.9%	37.7%	35.1%	44.8%	38.5%	11.1%	21.6%	34.7%	35.5%	30.4%	25.7%	26.5%	43.6%	27.0%	33.3%
total high priority	39.4%	35.3%	26.2%	35.1%	31.0%	46.2%	35.6%	43.1%	29.3%	41.9%	35.4%	40.5%	32.7%	15.4%	31.1%	37.3%	
49. Moving utilities underground	1 = Very Low priority	15.2%	14.7%	19.7%	21.1%	27.6%	11.5%	6.7%	17.6%	18.7%	22.6%	20.3%	17.6%	16.3%	12.8%	16.2%	17.6%
	2	19.7%	12.1%	21.3%	8.8%	10.3%	11.5%	13.3%	9.8%	18.7%	9.7%	12.7%	17.6%	20.4%	17.9%	12.8%	17.0%
	3	24.2%	20.7%	21.3%	19.3%	24.1%	15.4%	33.3%	27.5%	16.7%	12.9%	22.8%	17.6%	30.6%	23.1%	21.6%	21.6%
	4	21.2%	22.4%	14.8%	19.3%	20.7%	19.2%	20.0%	21.6%	19.3%	19.4%	21.5%	21.6%	14.3%	17.9%	24.3%	15.7%
	5 = Very High priority	19.7%	26.7%	18.0%	22.8%	17.2%	42.3%	17.8%	21.6%	22.0%	25.8%	19.0%	24.3%	18.4%	23.1%	23.0%	22.2%
	Other/don't know	0.0%	3.4%	4.9%	8.8%	0.0%	0.0%	8.9%	2.0%	4.7%	9.7%	3.8%	1.4%	0.0%	5.1%	2.0%	5.9%
	total low priority	34.8%	26.7%	41.0%	29.8%	37.9%	23.1%	20.0%	27.5%	33.3%	32.3%	32.9%	35.1%	36.7%	30.8%	29.1%	34.6%
total high priority	40.9%	49.1%	32.8%	42.1%	37.9%	61.5%	37.8%	43.1%	47.3%	45.2%	40.5%	45.9%	32.7%	41.0%	47.3%	37.9%	
50. Adding new parking spaces or lots	1 = Very Low priority	4.5%	6.9%	23.0%	17.5%	17.2%	15.4%	6.7%	3.9%	14.0%	16.1%	10.1%	8.1%	16.3%	12.8%	10.1%	13.1%
	2	21.2%	17.2%	23.0%	7.0%	10.3%	15.4%	8.9%	25.5%	19.3%	6.5%	20.3%	17.6%	20.4%	23.1%	18.2%	17.0%
	3	28.8%	27.6%	29.5%	36.8%	34.5%	30.8%	37.8%	25.5%	28.0%	38.7%	24.1%	32.4%	26.5%	25.6%	29.7%	30.1%
	4	19.7%	27.6%	11.5%	21.1%	24.1%	11.5%	24.4%	21.6%	12.3%	22.6%	27.8%	25.7%	12.2%	15.4%	23.0%	19.6%
	5 = Very High priority	24.2%	18.1%	9.8%	14.0%	10.3%	23.1%	17.8%	21.6%	15.3%	12.9%	16.5%	13.5%	22.4%	20.5%	16.9%	17.0%
	Other/don't know	1.5%	2.6%	3.3%	3.5%	3.4%	3.8%	4.4%	2.0%	2.0%	3.2%	1.3%	2.7%	2.0%	2.6%	2.0%	3.3%
	total low priority	25.8%	24.1%	45.9%	24.6%	27.6%	30.8%	15.6%	29.4%	33.3%	22.6%	30.4%	25.7%	36.7%	35.9%	28.4%	30.1%
total high priority	43.9%	45.7%	21.3%	35.1%	34.5%	34.6%	42.2%	43.1%	36.7%	35.5%	44.3%	39.2%	34.7%	35.9%	39.9%	36.6%	
51. Stricter code enforcement	1 = Very Low priority	15.2%	20.7%	19.7%	10.5%	17.2%	15.4%	17.8%	25.5%	15.3%	16.1%	15.2%	10.8%	24.5%	28.2%	19.6%	15.7%
	2	21.2%	27.6%	23.0%	12.3%	24.1%	23.1%	17.8%	15.7%	25.3%	19.4%	17.7%	29.7%	22.4%	25.6%	26.4%	18.3%
	3	31.8%	19.8%	23.0%	28.1%	31.0%	19.2%	20.0%	31.4%	23.3%	29.0%	29.1%	24.3%	16.3%	17.9%	23.0%	26.1%
	4	22.7%	18.1%	14.8%	17.5%	13.8%	23.1%	22.2%	11.8%	19.3%	16.1%	22.8%	21.6%	18.4%	12.8%	16.9%	19.6%
	5 = Very High priority	9.1%	9.5%	8.2%	19.3%	6.9%	15.4%	8.9%	13.7%	10.7%	12.9%	8.9%	9.5%	14.3%	7.7%	9.5%	12.4%
	Other/don't know	0.0%	4.3%	11.5%	12.3%	6.9%	3.8%	13.3%	2.0%	6.0%	6.5%	6.3%	4.1%	4.1%	7.7%	4.7%	7.8%
	total low priority	36.4%	48.3%	42.6%	22.8%	41.4%	38.5%	35.6%	41.2%	40.7%	35.5%	32.9%	40.5%	46.9%	53.8%	45.9%	34.0%
total high priority	31.8%	27.6%	23.0%	36.8%	20.7%	38.5%	31.1%	25.5%	30.0%	29.0%	31.6%	31.1%	32.7%	20.5%	26.4%	32.0%	
52. Developing second-story residential space	1 = Very Low priority	21.2%	21.6%	21.3%	31.6%	24.1%	19.2%	17.8%	23.5%	26.0%	25.8%	22.8%	18.9%	20.4%	30.8%	24.3%	22.9%
	2	24.2%	25.0%	23.0%	29.8%	17.2%	26.9%	31.1%	25.5%	24.7%	19.4%	25.3%	28.4%	24.5%	28.2%	25.0%	25.5%
	3	31.8%	29.3%	31.1%	14.0%	13.8%	30.8%	28.9%	23.5%	30.0%	35.5%	31.6%	31.1%	24.5%	12.8%	26.4%	28.1%
	4	12.1%	15.5%	11.5%	14.0%	34.5%	15.4%	6.7%	17.6%	18.0%	6.5%	11.4%	17.6%	18.4%	10.3%	14.2%	13.1%
	5 = Very High priority	9.1%	7.8%	8.2%	1.8%	6.9%	7.7%	11.1%	7.8%	5.3%	9.7%	7.6%	2.7%	10.2%	12.8%	7.4%	6.5%
	Other/don't know	1.5%	0.9%	4.9%	8.8%	3.4%	0.0%	4.4%	2.0%	4.0%	3.2%	1.3%	1.4%	2.0%	5.1%	2.7%	3.9%
	total low priority	45.5%	46.6%	44.3%	61.4%	41.4%	46.2%	48.9%	49.0%	50.7%	45.2%	48.1%	47.3%	44.9%	59.0%	49.3%	48.4%
total high priority	21.2%	23.3%	19.7%	15.8%	41.4%	23.1%	17.8%	25.5%	15.3%	16.1%	19.0%	20.3%	28.6%	23.1%	21.6%	19.6%	
53. Making the area more pedestrian-friendly	1 = Very Low priority	3.0%	7.8%	14.8%	12.3%	10.3%	11.5%	4.4%	7.8%	10.7%	16.1%	10.1%	5.4%	8.2%	7.7%	11.5%	7.2%
	2	15.2%	9.5%	21.3%	7.0%	6.9%	3.8%	11.1%	3.9%	18.7%	9.7%	12.7%	13.5%	14.3%	17.9%	12.2%	13.1%
	3	16.7%	24.1%	24.6%	29.8%	17.2%	19.2%	17.8%	31.4%	24.7%	26.6%	21.6%	21.6%	30.8%	30.8%	25.0%	22.2%
	4	39.4%	36.2%	21.3%	26.3%	41.4%	23.1%	35.6%	35.3%	29.3%	29.0%	32.9%	36.5%	28.6%	20.5%	34.5%	29.4%
	5 = Very High priority	24.2%	19.8%	13.1%	19.3%	20.7%	38.5%	26.7%	19.6%	14.3%	22.6%	15.2%	20.3%	19.6%	17.9%	14.9%	23.5%
	Other/don't know	1.5%	2.6%	4.9%	5.3%	3.4%	3.8%	4.4%	2.0%	3.3%	3.2%	2.5%	2.7%	2.0%	5.1%	2.0%	4.6%
	total low priority	18.2%	17.2%	36.1%	19.3%	17.2%	15.4%	15.6%	11.8%	29.3%	25.8%	22.8%	18.9%	22.4%	25.6%	23.6%	20.3%
total high priority	63.6%	56.0%	34.4%	45.6%	62.1%	61.5%	62.2%	54.9%	42.7%	51.6%	48.1%	56.8%	53.1%	38.5%	49.3%	52.9%	

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Downtown Revitalization and Economic Assistance for Missouri
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Final Survey Findings and Results

Maryville, MO

		Age Group				Length of residence					Household income					Gender	
		18 - 34	35 - 49	50 - 64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
54. Improving signage to help people find their way around	1 = Very Low priority	9.1%	15.5%	23.0%	8.8%	17.2%	19.2%	13.3%	7.8%	16.0%	12.9%	12.7%	12.2%	16.3%	20.5%	16.2%	13.1%
	2	22.7%	25.9%	23.0%	21.1%	24.1%	23.1%	13.3%	25.5%	26.0%	12.9%	26.6%	21.6%	32.7%	28.2%	21.6%	25.5%
	3	30.3%	27.6%	21.3%	29.8%	27.6%	19.2%	26.7%	27.5%	28.7%	25.8%	27.8%	27.0%	22.4%	33.3%	28.4%	26.1%
	4	25.8%	18.1%	19.7%	17.5%	20.7%	23.1%	26.7%	25.5%	15.3%	16.1%	25.7%	16.3%	5.1%	20.3%	19.6%	
	5 = Very High priority	10.6%	10.3%	8.2%	14.0%	6.9%	15.4%	15.6%	9.8%	9.3%	29.0%	5.1%	9.5%	10.2%	7.7%	10.8%	10.5%
	Other/don't know	1.5%	2.6%	4.9%	8.8%	3.4%	0.0%	4.4%	3.9%	4.7%	3.2%	4.1%	2.0%	5.1%	2.7%	5.2%	
	total low priority	31.8%	41.4%	45.9%	29.8%	41.4%	42.3%	26.7%	33.3%	42.0%	25.8%	39.2%	33.8%	49.0%	48.7%	37.8%	38.6%
total high priority	36.4%	28.4%	27.9%	31.6%	27.6%	38.5%	42.2%	35.3%	24.7%	45.2%	30.4%	35.1%	26.5%	12.8%	31.1%	30.1%	
55. Improving building facades	1 = Very Low priority	4.5%	6.0%	6.6%	1.8%	3.4%	3.8%	2.2%	5.9%	6.0%	9.7%	3.8%	4.1%	6.1%	2.6%	6.1%	3.9%
	2	13.6%	7.8%	14.8%	14.0%	17.2%	11.5%	15.6%	5.9%	11.3%	16.1%	17.7%	8.2%	5.1%	10.8%	12.4%	
	3	37.9%	33.6%	19.7%	28.1%	20.7%	42.3%	28.9%	41.2%	28.0%	19.4%	26.6%	39.2%	36.7%	20.5%	31.1%	30.7%
	4	28.8%	27.6%	32.8%	31.6%	37.9%	19.2%	26.7%	19.6%	34.0%	25.8%	36.7%	23.0%	24.5%	38.5%	30.4%	28.8%
	5 = Very High priority	13.6%	21.6%	23.0%	14.0%	17.2%	19.2%	22.2%	25.5%	15.3%	19.4%	11.4%	21.6%	22.4%	28.2%	18.2%	19.0%
	Other/don't know	1.5%	3.4%	3.3%	10.5%	3.4%	3.8%	4.4%	2.0%	5.3%	9.7%	3.8%	1.4%	2.0%	5.1%	3.4%	5.2%
	total low priority	18.2%	13.8%	21.3%	15.8%	20.7%	15.4%	17.8%	11.8%	17.3%	25.8%	21.5%	14.9%	14.3%	7.7%	16.9%	16.3%
total high priority	42.4%	49.1%	55.7%	45.6%	55.2%	38.5%	48.9%	45.1%	49.3%	45.2%	48.1%	44.6%	46.9%	66.7%	48.6%	47.7%	
56. Adding murals or other public art	1 = Very Low priority	21.2%	22.4%	19.7%	22.8%	17.2%	19.2%	22.2%	19.6%	23.3%	19.4%	17.6%	22.4%	15.4%	23.0%	20.3%	
	2	21.2%	20.7%	23.0%	21.1%	34.5%	23.1%	17.8%	11.8%	22.7%	12.9%	16.5%	17.6%	30.6%	33.3%	23.0%	19.6%
	3	30.3%	31.0%	29.5%	22.8%	17.2%	34.6%	28.9%	41.2%	26.7%	38.7%	26.6%	37.8%	16.3%	25.6%	31.1%	27.5%
	4	19.7%	19.0%	14.8%	22.8%	24.1%	19.2%	17.8%	15.7%	19.3%	16.1%	21.5%	18.9%	22.4%	17.9%	14.9%	22.9%
	5 = Very High priority	6.1%	6.0%	9.8%	1.8%	3.4%	3.8%	11.1%	11.8%	3.3%	9.7%	5.1%	8.1%	6.1%	2.6%	5.4%	6.5%
	Other/don't know	1.5%	0.9%	3.3%	8.8%	3.4%	0.0%	2.2%	0.0%	4.7%	3.2%	0.0%	2.0%	5.1%	2.7%	3.3%	
	total low priority	42.4%	43.1%	42.6%	43.9%	51.7%	42.3%	40.0%	31.4%	46.0%	32.3%	45.6%	35.1%	53.1%	48.7%	45.9%	39.9%
total high priority	25.8%	25.0%	24.6%	24.6%	27.6%	23.1%	28.9%	27.5%	22.7%	25.8%	26.6%	27.0%	28.6%	20.5%	20.3%	29.4%	
57. Adding additional walking or biking paths	1 = Very Low priority	10.6%	12.9%	26.2%	24.6%	13.8%	23.1%	11.1%	11.8%	20.7%	32.3%	11.4%	18.9%	16.3%	12.8%	20.9%	13.7%
	2	6.1%	11.2%	23.0%	12.3%	13.8%	3.8%	0.0%	11.8%	18.7%	3.2%	12.7%	13.5%	10.2%	25.6%	16.2%	9.8%
	3	27.3%	31.0%	21.3%	28.1%	27.6%	19.2%	31.1%	23.5%	29.3%	19.4%	31.6%	27.0%	28.6%	28.2%	21.6%	33.3%
	4	30.3%	16.4%	13.1%	14.0%	20.7%	23.1%	15.6%	17.6%	18.0%	19.4%	22.8%	23.0%	20.4%	2.6%	19.6%	17.0%
	5 = Very High priority	25.8%	27.6%	13.1%	15.8%	20.7%	26.9%	40.0%	33.3%	12.0%	22.6%	20.3%	16.2%	24.5%	30.8%	20.3%	23.5%
	Other/don't know	0.0%	0.9%	3.3%	5.3%	3.4%	3.8%	2.2%	2.0%	1.3%	3.2%	1.3%	1.4%	0.0%	0.0%	1.4%	2.6%
	total low priority	16.7%	24.1%	49.2%	36.8%	27.6%	26.9%	11.1%	23.5%	39.3%	35.5%	24.1%	32.4%	26.5%	38.5%	37.2%	23.5%
total high priority	56.1%	44.0%	26.2%	29.8%	41.4%	50.0%	55.6%	51.0%	30.0%	41.9%	43.0%	39.2%	44.9%	33.3%	39.9%	40.5%	
59. Maryville is looking at various ways to develop second story living space in downtown Maryville. Which of the following statements is closest to the way you feel?	The City should turn the second floors	43.9%	39.7%	41.0%	15.8%	48.3%	38.5%	37.8%	45.1%	30.7%	51.6%	36.7%	31.1%	38.8%	30.8%	34.5%	38.6%
	The City should turn the second floors	21.2%	25.9%	18.0%	12.3%	24.1%	34.6%	22.2%	15.7%	18.7%	22.6%	13.9%	18.9%	30.6%	30.8%	22.3%	19.0%
	There is no need for second story	28.8%	31.0%	26.2%	54.4%	17.2%	19.2%	35.6%	27.5%	41.3%	19.4%	40.5%	36.5%	22.4%	35.9%	35.1%	32.7%
	Other/don't know																
		6.1%	3.4%	14.8%	17.5%	10.3%	7.7%	4.4%	11.8%	9.3%	6.5%	8.9%	13.5%	8.2%	2.6%	8.1%	9.8%

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Maryville, MO

		Age Group				Length of residence					Household income					Gender	
		18 - 34	35 - 49	50 - 64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
60a. Other than your own personal knowledge from living in the community, what would you say is your main source of information about downtown Maryville?	Local newspaper	31.8%	48.3%	44.3%	45.6%	44.8%	46.2%	42.2%	45.1%	42.7%	45.2%	30.4%	44.6%	49.0%	51.3%	36.5%	50.3%
	Television	4.5%	0.0%	0.0%	3.5%	3.4%	7.7%	0.0%	0.0%	1.3%	3.2%	2.5%	1.4%	0.0%	0.0%	0.7%	2.6%
	Radio	7.6%	6.0%	9.8%	3.5%	0.0%	3.8%	6.7%	11.8%	6.7%	3.2%	7.6%	6.8%	2.0%	12.8%	7.4%	5.9%
	Chamber of Commerce web site	0.0%	0.9%	0.0%	3.5%	3.4%	0.0%	2.2%	0.0%	0.7%	3.2%	1.3%	0.0%	2.0%	0.0%	0.0%	2.0%
	Word-of-mouth	30.3%	30.2%	29.5%	26.3%	20.7%	26.9%	31.1%	29.4%	30.7%	29.0%	34.2%	33.8%	30.6%	15.4%	31.1%	27.5%
	I live downtown	10.6%	3.4%	4.9%	5.3%	3.4%	11.5%	4.4%	7.8%	4.7%	3.2%	12.7%	5.4%	2.0%	0.0%	7.4%	3.9%
	Other - specify	10.6%	6.9%	6.6%	3.5%	13.8%	3.8%	8.9%	3.9%	6.7%	6.5%	3.8%	6.8%	6.1%	15.4%	8.8%	5.2%
No others/don't know	4.5%	4.3%	4.9%	8.8%	10.3%	0.0%	4.4%	2.0%	6.7%	6.5%	7.6%	1.4%	8.2%	5.1%	8.1%	2.6%	
		Age Group				Length of residence					Household income					Gender	
		18 - 34	35 - 49	50 - 64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
60b. And what is your second most likely source of information?	Local newspaper	34.9%	27.0%	31.0%	34.6%	19.2%	23.1%	39.5%	36.0%	30.0%	20.7%	43.8%	32.9%	31.1%	24.3%	35.3%	26.8%
	Television	3.2%	4.5%	8.6%	7.7%	0.0%	11.5%	0.0%	2.0%	8.6%	3.4%	0.0%	8.2%	4.4%	8.1%	5.9%	5.4%
	Radio	11.1%	18.9%	12.1%	9.6%	15.4%	3.8%	9.3%	14.0%	17.1%	20.7%	15.1%	12.3%	15.6%	10.8%	15.4%	12.8%
	Chamber of Commerce web site	6.3%	4.5%	5.2%	1.9%	0.0%	15.4%	2.3%	2.0%	5.0%	3.4%	2.7%	6.8%	8.9%	0.0%	3.7%	5.4%
	Word-of-mouth	15.9%	31.5%	25.9%	25.0%	38.5%	23.1%	23.3%	26.0%	24.1%	19.2%	22.2%	21.9%	22.2%	40.5%	20.6%	30.9%
	I live downtown	1.6%	1.8%	1.7%	0.0%	0.0%	0.0%	4.7%	0.0%	1.4%	3.4%	4.1%	0.0%	0.0%	0.0%	1.5%	1.3%
	Other - specify	17.5%	8.1%	12.1%	7.7%	19.2%	7.7%	16.3%	12.0%	7.9%	17.2%	6.8%	12.3%	13.3%	13.5%	12.5%	9.4%
No others/don't know	9.5%	3.6%	3.4%	13.5%	7.7%	15.4%	4.7%	8.0%	5.0%	6.9%	8.2%	5.5%	4.4%	2.7%	5.1%	8.1%	
		Age Group				Length of residence					Household income					Gender	
		18 - 34	35 - 49	50 - 64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
61. How familiar are you with a state-sponsored program called the DREAM Initiative? Would you say you are very familiar, somewhat, not very or not at all familiar with the DREAM Initiative?	Very familiar	1.5%	4.3%	1.6%	0.0%	0.0%	3.8%	2.2%	5.9%	1.3%	0.0%	2.5%	1.4%	4.1%	5.1%	2.0%	2.6%
	Somewhat familiar	13.6%	18.1%	24.6%	14.0%	24.1%	15.4%	20.0%	21.6%	15.3%	6.5%	11.4%	27.0%	28.6%	12.8%	20.3%	15.7%
	Not very familiar	22.7%	19.8%	14.8%	10.5%	6.9%	15.4%	24.4%	15.7%	18.7%	22.6%	8.9%	25.7%	10.2%	28.2%	15.5%	19.6%
	Not at all familiar	62.1%	56.9%	59.0%	70.2%	65.5%	65.4%	53.3%	56.9%	62.7%	71.0%	75.9%	45.9%	55.1%	53.8%	61.5%	60.1%
	Other/don't know	0.0%	0.9%	0.0%	5.3%	3.4%	0.0%	0.0%	0.0%	2.0%	0.0%	1.3%	0.0%	2.0%	0.0%	0.7%	2.0%
	very/somewhat	15.2%	22.4%	26.2%	14.0%	24.1%	19.2%	22.2%	27.5%	16.7%	6.5%	13.9%	28.4%	32.7%	17.9%	22.3%	18.3%
	not very/not at all	84.8%	76.7%	73.8%	80.7%	72.4%	80.8%	77.8%	72.5%	81.3%	93.5%	84.8%	71.6%	65.3%	82.1%	77.0%	79.7%
		Age Group				Length of residence					Household income					Gender	
		18 - 34	35 - 49	50 - 64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
62. In which of the following age groups are you?	18 - 34	100.0%	0.0%	0.0%	0.0%	34.5%	38.5%	37.8%	27.5%	10.0%	16.1%	30.4%	28.4%	8.2%	25.6%	22.3%	21.6%
	35 - 49	0.0%	100.0%	0.0%	0.0%	27.6%	38.5%	46.7%	47.1%	35.3%	32.3%	32.9%	37.8%	57.1%	41.0%	39.9%	37.3%
	50 - 64	0.0%	0.0%	100.0%	0.0%	6.9%	11.5%	8.9%	11.8%	30.7%	25.8%	10.1%	23.0%	30.6%	23.1%	25.0%	15.7%
	65 or older	0.0%	0.0%	0.0%	100.0%	31.0%	11.5%	6.7%	11.8%	24.0%	25.8%	26.6%	10.8%	4.1%	10.3%	12.2%	25.5%
	Other, don't know, refused	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
		Age Group				Length of residence					Household income					Gender	
		18 - 34	35 - 49	50 - 64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
63. How long have you lived in the Maryville area?	0-2 years	15.2%	6.9%	3.3%	15.8%	100.0%	0.0%	0.0%	0.0%	0.0%	12.9%	10.1%	4.1%	6.1%	17.9%	8.1%	11.1%
	3-5 years	15.2%	8.6%	4.9%	5.3%	0.0%	100.0%	0.0%	0.0%	0.0%	16.1%	8.9%	6.8%	12.2%	2.6%	10.8%	6.5%
	6-10 years	25.8%	18.1%	6.6%	5.3%	0.0%	0.0%	100.0%	0.0%	14.0%	16.1%	15.2%	14.3%	17.9%	14.2%	15.7%	15.7%
	11-20 years	21.2%	20.7%	9.8%	10.5%	0.0%	0.0%	0.0%	100.0%	0.0%	6.5%	17.7%	17.6%	20.4%	15.4%	16.9%	17.0%
	More than 20 years	22.7%	45.7%	75.4%	63.2%	0.0%	0.0%	0.0%	0.0%	100.0%	48.4%	48.1%	55.4%	46.9%	46.2%	50.0%	49.7%
	Other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
		Age Group				Length of residence					Household income					Gender	
		18 - 34	35 - 49	50 - 64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
64. For statistical purposes only, please indicate which of the following categories best fits your total household income for 2007. Just stop me when I get to your category.	Under \$25,000	7.6%	8.6%	13.1%	14.0%	13.8%	19.2%	11.1%	3.9%	10.0%	100.0%	0.0%	0.0%	0.0%	0.0%	6.1%	14.4%
	\$25,000 to \$49,999	36.4%	22.4%	13.1%	36.8%	27.6%	26.9%	26.7%	27.5%	25.3%	0.0%	100.0%	0.0%	0.0%	0.0%	25.7%	26.8%
	\$50,000 to \$74,999	31.8%	24.1%	27.9%	14.0%	10.3%	19.2%	26.7%	25.5%	27.3%	0.0%	0.0%	100.0%	0.0%	0.0%	23.6%	25.5%
	\$75,000 to \$99,999	6.1%	24.1%	24.6%	3.5%	10.3%	23.1%	15.6%	19.6%	15.3%	0.0%	0.0%	0.0%	100.0%	0.0%	22.3%	10.5%
	\$100,000 plus	15.2%	13.8%	14.8%	7.0%	24.1%	3.8%	15.6%	11.8%	12.0%	0.0%	0.0%	0.0%	0.0%	100.0%	14.2%	11.8%
	Other, don't know, refused	3.0%	6.9%	6.6%	24.6%	13.8%	7.7%	4.4%	11.8%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.1%	11.1%
		Age Group				Length of residence					Household income					Gender	
		18 - 34	35 - 49	50 - 64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 to \$49,999	\$50 to \$74,999	\$75 to \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
65. Gender	Male	50.0%	50.9%	60.7%	31.6%	41.4%	61.5%	46.7%	49.0%	49.3%	29.0%	48.1%	47.3%	67.3%	53.8%	100.0%	0.0%
	Female	50.0%	49.1%	39.3%	68.4%	58.6%	38.5%	53.3%	51.0%	50.7%	71.0%	51.9%	52.7%	32.7%	46.2%	0.0%	100.0%