

# COMMUNITY TELEPHONE SURVEY REPORT

## FINAL SURVEY FINDINGS AND RESULTS

### CITY OF WEST PLAINS, MISSOURI

September, 2007



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# ACKNOWLEDGMENTS



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



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## SECTION I

### EXECUTIVE SUMMARY

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

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

#### **A. Priorities for Community**

At the beginning of the survey, respondents were asked to prioritize five potential improvements that "that might improve the quality of life in a given area" using a 5-point scale, where "5" indicated the improvement should be a top priority and "1" indicated the item should be a very low priority. Approximately three in five respondents (61.0%, 4-5) answered that "improving emergency services" should be a high priority for the City, and 60.3% placed a high priority on "repairing major streets."

A slight majority of respondents placed a priority on "attracting more big box retail development" (52.0%, 4-5), while 49.0% placed a high priority on "upgrading parks and recreation facilities." At the bottom of the list was "revitalizing the West Plains downtown area" (42.3%).

#### **B. Visiting Downtown**

Respondents were asked how often they visit downtown. A plurality (49.0%) answered that they visit downtown "more than five times a month." Another one-third (36.0%) visit downtown "one to five times per month." Much smaller percentages of respondents said that they visit downtown "less than once a month" (9.3%), and "once a year or less" (4.7%).

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

- Government/post office (66.3% very/somewhat often)
- Conducting business (57.2%)
- Shopping (51.5%)
- Special events (51.5%)
- Dining (44.8%)
- Entertainment (36.0%)
- Other outdoor recreation, such as walking (32.7%)

When asked which one of these reasons respondents would most often visit downtown, a plurality of respondents indicated “conducting business” (27.3%). Another one-fifth answered “shopping” (21.5%) and “government/post office” (18.5%).

### **C. Views of the Current West Plains Downtown**

Respondents were read a list of eleven characteristics of a downtown and asked to rate conditions in downtown West Plains. There was no category in which more than 20% of respondents rated downtown West Plains as “excellent.” Majorities, however, rated five items as “excellent” or “good.”

Eight characteristics were highly rated by strong majorities of respondents:

- Condition of streets (74.7% excellent/good)
- Preservation of historic structures (73.0%)
- Condition of sidewalks (72.0%)
- Signs to help people find their way around (70.3%)
- Convenient business hours (68.7%)
- Diverse mix of businesses (66.0%)
- Occupied storefronts (63.3%)
- Convenient parking (62.3%)

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

- Available green space (47.7% excellent/good)
- Dining options (46.0%)
- Entertainment options (45.0%)

The vast majority of respondents (89.3%) suggested that it is “very” or “somewhat” important that downtown West Plains work to retain its historic character (53.3% - very, 36.0% - somewhat). Only 9.7% indicated that doing so is “not very” or “not at all” important.

### **D. Priorities for Types of Downtown Businesses**

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

Only one type of business was viewed as a high priority to a majority of respondents:

- Casual dining (61.0%, 4-5 on a five-point scale)

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

- Bookstores (46.3%, 4-5)
- Upscale dining (44.7%)
- Clothing stores (43.3%)
- Ice cream shop/soda fountain (43.3%)

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

- Coffee shop (39.7%, 4-5)
- Shoe stores (38.3%)
- Lodging such as hotel, motel or bed and breakfast (35.0%)
- Upscale specialty shops (34.0%)
- Antique shops (33.0%)
- Art galleries and shops (31.0%)
- Bars/nightclubs (13.0%)

When asked to choose the one business respondents would most like to see in West Plains, the top response was “casual dining” (19.7%) followed closely by “upscale dining” (12.0%) and “clothing stores” (11.7%).

#### **E. Priorities for Other Downtown Improvements**

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

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

- Making the area more pedestrian-friendly (52.3% 4-5 on a five-point scale)
- Improving building facades (51.0%)

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

- Adding new parking spaces or lots (47.0% 4-5)
- Moving utilities underground (43.7%)
- Improving signage to help people find their way around (42.3%)
- Adding water features, such as fountains or waterfalls (41.3%)
- Improving lighting (40.0%)
- Adding green space (39.0%)
- Stricter building code enforcement (32.7%)
- Developing second-story residential space (32.0%)
- Adding murals or other public art (32.0%)

#### **F. Communication about Downtown**

When asked to indicate their primary and secondary sources of information about downtown West Plains, a total of 58.8% answered that they get their information (primary and secondary) from “a local newspaper.” One-third (36.5%) also answered that “word-of-mouth” is a primary or secondary source of information about downtown. A majority of respondents (56.9%) answered “other,” and those detailed responses are included elsewhere in this report.

## **G. Key Points**

- ✓ Respondents were most likely to place a high priority on improving emergency services and placed the lowest priority on revitalizing the West Plains downtown area.
- ✓ Most respondents indicated that they visit downtown more than five times a month and said they most often utilize downtown for government offices or the post office and conducting business.
- ✓ Respondents gave high marks to the condition of the streets and preservation of historic structures. Items such as dining and entertainment options were viewed less favorably.
- ✓ Majorities of respondents placed high priorities on adding more dining options (both casual and upscale), as well as more clothing stores downtown.
- ✓ Among several potential downtown improvements, respondents were most likely to place a high priority on making the area more pedestrian-friendly and improving building facades.
- ✓ Respondents indicated that they received information about downtown from a variety of sources, especially through local newspapers and word-of-mouth.

## SECTION II

### OVERVIEW OF DATA

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

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

		%
1. Thinking about the West Plains, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?	right	76.0%
	mixed	7.7%
	wrong	8.3%
	other, don't know	8.0%

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

	<i>top priority (5)</i>	high priority (4-5)	3	low priority (1-2)	other, don't know
2. Revitalizing the West Plains downtown area	24.3%	42.3%	26.7%	29.3%	1.7%
3. Repairing major streets	32.7%	60.3%	24.7%	14.3%	.7%
4. Improving emergency services	40.3%	61.0%	21.7%	14.7%	2.7%
5. Upgrading parks and recreation facilities	25.7%	49.0%	27.7%	21.3%	2.0%
6. Attracting more big box retail development	34.7%	52.0%	23.3%	18.3%	6.3%

		%
7. How often do you visit downtown West Plains?	once a year or less	4.7%
	less than once a month	9.3%
	one to five time a month	36.0%
	more than five times a month	49.0%
	other (specify)	.0%
	don't visit downtown	1.0%
	don't know	.0%

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

	<i>very often</i>	very/ somewhat often	not very often/ not at all	other, don't know
8. shopping	19.9%	51.5%	48.1%	.3%
9. dining	16.2%	44.8%	55.2%	.0%
10. entertainment	10.1%	36.0%	63.3%	.7%
11. other outdoor recreation, such as walking	15.2%	32.7%	67.3%	.0%
12. special events	14.1%	51.5%	48.5%	.0%
13. government/post office	34.7%	66.3%	33.3%	.3%
14. conducting business	28.3%	57.2%	42.4%	.3%

	%	
15. Of the items listed above, which would you say is the one reason you most often visit downtown West Plains?	shopping	21.5%
	dining	9.8%
	entertainment	8.1%
	outdoor recreation, such as walking	4.0%
	special events	3.4%
	government/post office	18.5%
	conducting business	27.3%
	other, don't know	7.4%

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

	<i>excellent</i>	excellent/ good	not so good/ poor	other, don't know
16. signs to help people find their way around	8.0%	70.3%	23.7%	6.0%
17. convenient business hours	6.7%	68.7%	30.3%	1.0%
18. available green space	7.7%	47.7%	40.7%	11.7%
19. preservation of historic structures	16.3%	73.0%	21.3%	5.7%
20. occupied storefronts	4.0%	63.3%	29.3%	7.3%
21. convenient parking	7.0%	62.3%	37.7%	.0%
22. diverse mix of businesses	5.3%	66.0%	30.0%	4.0%
23. dining options	6.3%	46.0%	51.0%	3.0%
24. entertainment options	4.7%	45.0%	52.0%	3.0%
25. condition of streets	11.3%	74.7%	24.7%	.7%
26. condition of sidewalks	10.0%	72.0%	22.7%	5.3%

	%	
27. How important would you say it is that downtown West Plains work to retain its historic character?	very important	53.3%
	somewhat important	36.0%
	not very important	7.7%
	not at all important	2.0%
	other, don't know	1.0%
	<b>very/somewhat</b>	<b>89.3%</b>
<b>not very/not at all</b>	<b>9.7%</b>	

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 West Plains 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."

	<i>top priority (5)</i>	high priority (4-5)	3	low priority (1-2)	other, don't know
28. lodging such as hotel, motel or B&B	16.3%	35.0%	26.7%	37.0%	1.3%
29. casual dining	32.0%	61.0%	21.7%	16.3%	1.0%
30. coffee shop	17.0%	39.7%	26.7%	33.0%	.7%
31. ice cream shop/soda fountain	18.3%	43.3%	26.3%	29.0%	1.3%
32. upscale specialty shops	12.7%	34.0%	26.3%	35.7%	4.0%
33. antique shops	12.0%	33.0%	25.0%	41.3%	.7%
34. art galleries and shops	12.7%	31.0%	33.7%	32.3%	3.0%
35. upscale dining	20.0%	44.7%	26.0%	28.0%	1.3%
36. clothing stores	20.7%	43.3%	32.7%	23.3%	.7%
37. shoe stores	21.3%	38.3%	30.3%	30.0%	1.3%
38. bars/nightclubs	5.7%	13.0%	12.3%	71.7%	3.0%
39. bookstore	22.3%	46.3%	29.3%	23.7%	.7%

	%	
40. Of the items listed above, what business would you most like to see in downtown West Plains?	lodging, such as hotel, motel or B&B	3.0%
	casual dining	19.7%
	coffee shop	5.0%
	ice cream shop/soda fountain	5.0%
	upscale specialty shop	4.3%
	antique shop	3.7%
	art galleries and shops	4.3%
	upscale dining	12.0%
	clothing stores	11.7%
	shoe stores	6.7%
	bars/nightclubs	1.7%
	bookstore	7.7%
	other (specify)	8.3%
	don't know	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 West Plains using the same 5-point scale.

	<i>top priority (5)</i>	<i>high priority (4-5)</i>	3	<i>low priority (1-2)</i>	<i>other, don't know</i>
41. adding green space	18.7%	39.0%	29.0%	28.0%	4.0%
42. improving lighting	22.7%	40.0%	24.3%	33.7%	2.0%
43. moving utilities underground	25.0%	43.7%	21.7%	29.0%	5.7%
44. adding new parking spaces or lots	25.0%	47.0%	25.3%	27.0%	.7%
45. stricter code enforcement	15.3%	32.7%	24.3%	36.7%	6.3%
46. developing second-story residential space	16.7%	32.0%	27.0%	38.0%	3.0%
47. making the area more pedestrian-friendly	30.3%	52.3%	24.7%	23.0%	.0%
48. adding water features, such as fountains or waterfalls	24.0%	41.3%	22.3%	34.7%	1.7%
49. improving signage to help people find their way around	18.0%	42.3%	28.7%	28.7%	.3%
50. improving building facades	23.7%	51.0%	25.7%	20.0%	3.3%
51. adding murals or other public art	11.7%	32.0%	29.7%	37.0%	1.3%

		%
53. What would you say is your primary source of information about downtown West Plains?	local newspaper	26.3%
	television	.7%
	radio	6.0%
	Chamber of Commerce website	2.7%
	word of mouth	14.0%
	none/no others	1.3%
	other (specify)	43.7%
	don't know	5.3%

		%
53b. And what is your second most likely source of information?	local newspaper	32.5%
	television	3.6%
	radio	13.9%
	Chamber of Commerce website	1.8%
	word of mouth	22.5%
	none/no others	6.1%
	other (specify)	13.2%
	don't know	6.4%

### Classification questions

		%
54. Age	18-34	15.7%
	35-49	25.7%
	50-64	28.7%
	65 or over	29.7%
	other, don't know	.3%

		%
55. How long have you lived in the West Plains area?	0-2 years	8.7%
	3-5 years	7.3%
	6-10 years	8.0%
	11-20 years	16.3%
	more than 20 years	59.0%
	other, don't know	.7%

		%
56. Income	under \$25,000	23.3%
	\$25-49,999	34.0%
	\$50-74,999	19.7%
	\$75-99,999	5.0%
	\$100 or more	6.0%
	other, don't know, refused	12.0%

		%
57. Gender	male	49.7%
	female	50.3%

## **SECTION III**

### **RESPONSES TO OPEN ENDED QUESTIONS**

40. **Of the items listed above, what business would you most like to see in downtown West Plains? (Other-specify)**

NATIVE AMERICAN MERCHANDISE

K-MART

ENTERTAINMENT

GROCERY STORE; HARDWARE STORE

ALL OF THE BUSINESSES; WE NEED EVERYTHING

K-MART

BIGGER GROCERY STORES

SUPERMARKETS

ENTERTAINMENT FOR CHILDREN

BOOKSTORE; DINING

YARN SHOPS; FABRIC SHOPS; WE NEED DRESS SHOPS

24 HOUR BANK

COMPETITION FOR WAL-MART; CATALOG SHOPPING STORE

GOOD MIX OF EVERYTHING

SMALL MANUFACTURING BUSINESSES

EDUCATIONAL THINGS SUCH AS MUSEUMS

A GOOD THEATRE

GROCERY STORE

HOME DEPOT

COFFEE OR DONUT SHOP

STORE LIKE LOWE'S OR HOME DEPOT

PARKS AND RECREATION FOR KIDS

UPSCALE RESTAURANTS

ENTERTAINMENT

MEN'S CLOTHING STORE

**52. Are there any other improvements you think should be made to downtown West Plains?**

AN ENCLOSED MALL; ALL OF THE SHOPS ARE LAID OUT AND IT GETS HOT AND COLD HERE AND A CLOSED MALL WITH A RESTAURANT WOULD BE NICE RIGHT OFF THE SQUARE

DIVERSITY OF SHOPS LIKE CLOTHING RETAIL; MORE ACTIVITIES;

SATURDAY STROLL WAS GREAT MAYBE HAVE TWO OF THOSE A MONTH;

IMPROVE PARKING - NOT ENOUGH; NO PUBLIC TOILETS AND KEEP THEM CLEAN; FACILITIES FOR

I JUST HOPE IT NEVER EXPANDS IN MY DIRECTION; THEN I MIGHT HAVE TO PUT UP WITH ALL THOSE CRAZY DRUNKEN LOONIES IF THEY FIND A BAR

GET SOME MORE RETAIL STORES; LUMBER YARDS AND HOME DEPOT AND STUFF; WE NEED THEM BECAUSE WE ONLY HAVE SMALL LUMBER YARD AND YOU NEED MORE VARIETY; ANOTHER DISCOUNT STORE LIKE TARGET

TO OCCUPY THE EMPTY BUILDINGS DOWNTOWN; A DISCOUNT SHOE STORE CHAIN AND DOG PARK

I WOULD LIKE TO SEE MORE BENCHES IN MORE STYLES; MORE GREEN AROUND THE COURT HOUSE AND TREES AROUND THE COURT HOUSE AS WELL; OLD FASHIONED LIGHTS IN EITHER GREEN OR BLACK

I WOULD LIKE TO SEE MORE COMMUNITY ACTIVITIES IN THE DOWNTOWN AREA TO BRING US ALL TOGETHER; MORE AFFORDABLE ENTERTAINMENT FOR THE LOCAL AREA; NOT LIKE THOSE HIGH PRICED CONCERTS THEY HAVE

I THINK THEY NEED SIDEWALKS BECAUSE THEY ARE ONLY RIGHT IN THE CENTER OF THE CIRCLE; IT WILL HELP THE CITY

JUST MORE BUSINESSES AND NOT EMPTY BUILDINGS; FILL THE STORES THAT ARE EMPTY SO THAT EVERYONE WON'T HAVE TO RUSH TO WAL-MART; ANTHONY'S WAS A GOOD STORE

I THINK THEY SHOULD STOP TEARING DOWN HISTORICAL LAND MARKS AND HOMES; I THINK THEY SHOULD RESTORE HISTORICAL HOMES

LAW ENFORCEMENT SUCKS AROUND HERE; THEY DON'T DO THEIR JOBS; PEOPLE HAVE TO DO IT FOR THEM

I THINK THEY SHOULD MOVE THE CITY LIMITS OUT BY ME; MAKE A COUNTRY MUSIC THEATRE OUT BY ME

SOMETHING WHERE YOU KNOW YOU HAVE A STORE FRONT WHERE YOU WOULD HAVE THE GENERAL HISTORIC IMPORTANCE OF THE BUILDINGS

FIXING UP AND TAKING BETTER CARE OF WHAT THEY HAVE; YOU SEE A LOT OF EMPTY SHOPS AND THEY SEEM TO STAY EMPTY; MAINLY THEY NEED TO ADD NEW BUSINESSES INSTEAD OF LETTING THEM SIT EMPTY

RESTAURANTS; ANYTHING; DOWNTOWN USED TO BE THE CENTER POINT WHERE ANYTHING USED TO BE; IT'S NOT LIKE TEXAS WITH ALL THE WAL-MARTS

MORE SIDEWALKS

EASIER TO GET TO AND FROM WORK

THERE SHOULD TO BE SOME BIG TREES DOWN THERE; BIG TREES THERE MEANS MORE SHADE DOWN THERE ON THAT SQUARE; IT WOULD ALSO MAKE THAT SQUARE A LOT PRETTIER IF THEY WOULD PUT SOME TREES DOWN THERE ON THAT

THEY SHOULD MOVE THE LAWYERS OFF THE SQUARE SO THEY NEED TO WALK FURTHER; NEEDS TO HAVE A GROCERY STORE; CITY NEEDS TO QUIT CATERING TO CHAIN STORES; TAX INCREMENTAL FUNDING COMES FROM THE SALES TAX THAT THE

MORE CLOTHING STORES; WE HAVE TWO SHOPS, I THINK THAT'S ALL WE HAVE

I THINK THAT CLEANING UP SOME OF THE PARKING LOTS AND MAKING THEM BETTER; ALL THE STORES HAVE PARKING PLACES IN THE BACK AND THEY AREN'T CLEANED UP; MAKE IT MORE APPEALING TO PICK UP THE REAR FACADES AND MAKE

I THINK THERE SHOULD BE MORE PARKING AROUND THE SQUARE NEED MORE PARKING SPACES; MOVE THE COURT HOUSE TO MAKE A PARKING LOT

I THINK THEY NEED TO DO THEIR JOB ON THE GOLF COURSE AND IN THE DOWNTOWN PLACE; I THINK THE GOLF COURSE IS A PRIORITY

BETTER EATING PLACES; BETTER RESTAURANT MANAGEMENT SKILLS;

HAVE CAFE 37 AND IT NEEDS BETTER MANAGEMENT

GREEN SPACE WOULD BE A LOT NICER; NOT MUCH OPEN AREA; NEED ANOTHER NICE PARK FOR FAMILIES AND KIDS

MORE HANDICAPPED PARKING

PARKING; IT IS HARDER NOW TO GET OUT OF PARKING SPACES THAN BEFORE

NEEDS TO HAVE MORE HANDICAP PARKING FOR I HAVE A HANDICAPPED MOTHER

GET RID OF THE GANGS; GET RID OF THE BAD PART OF THE POPULATION FROM THE POPULATION

I THINK ALL THE OLD BUILDINGS SHOULD BE FIXED UP; AND EVERY TIME I WALK AROUND ON THE SIDEWALKS THERE IS BROKEN GLASS AND TWO AUTO PART STORES ARE AN EYESORE

MORE RESTAURANTS AND AREAS FOR KIDS TO PLAY; THE KIDS ALL PLAY IN ONE BACKYARD; NEED PARKS

OPEN THE DOORS TO BIG BUSINESS

THERE SHOULD BE MORE JOB OPPORTUNITIES

TALK WAL-MART INTO BUILDING A STORE CLOSE TO DOWNTOWN

NEED MORE NIGHTLIFE SUCH AS RESTAURANTS AND CLUBS

BETTER VERITY OF STORES, I WOULD LIKE TO SEE A LOWES OR HOME DEPOT

MORE PEDESTRIAN FRIENDLY; I GUESS WIDER SIDEWALKS WOULD BE NICE; BETTER PARKING SPACES IN THE DOWNTOWN AREA; NEED MORE PARKING, THE STORE FRONTS NEED MORE PARKING

SHOPPING MALLS; WE DRIVE TOO FAR TO GO OUT TO SHOPPING MALLS AND WANT ONE CLOSER

I THINK IT NEEDS TO BE MORE USER FRIENDLY; I THINK THE CONVENIENCE CENTER NEEDS TO BE MORE AFFORDABLE FOR FAMILIES AND ELDERLY

NEEDS TO BE MORE ACTIVITIES; MORE ACTIVITIES FOR KIDS SUCH AS WATER PARKS AND INDOOR ACTIVITIES

PARKING IS REALLY BAD; WE COULD IMPROVE THE USE OF IT GREATLY

THERE NEEDS TO BE MORE CLOTHES STORES; THEY HAVE STORES THAT ARE CLOSED; A LOT MOVING OUTSIDE OF TOWN; STOP THE GANGS FROM STARTING; STOPPING A MESS FROM BEING MADE SO WE PROBABLY NEED

I THINK THERE ARE SOME STORES OR SPACES THAT ARE EMPTY THAT THEY SHOULD TRY TO GET SOME KIND OF BUSINESS TO FILL IN

DOWNTOWN IS GOING TO DIE IF THEY DON'T FIGURE OUT HOW TO ATTRACT ANY VISITORS; YOU CAN'T ADD A HIGH END SHOPPING CENTER TO THE EAST SIDE OF TOWN AND EXPECT PEOPLE TO STILL GO TO THE WEST SIDE

I JUST WOULD LIKE TO SEE MORE BUSINESSES IN THE DOWNTOWN AREA INSTEAD OF HOUSING

ADDING PARKING AND SIDEWALKS

A LOT OF LIGHTING AROUND HERE IS VARIOUS; THERE'S NO CONSISTENCY; YOU MAY SEE ONE YELLOW LIGHT SOMEWHERE AND A WHITE ONE SOMEWHERE ELSE; I WOULD LIKE TO SEE MISSOURI AVENUE WHITENED OR PAINTED

MORE VARIETY OF BUSINESSES

THEY COULD USE MORE BENCHES FOR PEOPLE AND LANDSCAPING

UP TOWARDS THE SQUARE FROM ST LOUIS STREET; THE BUILDING ON THE RIGHT SHOULD BE KNOCKED DOWN

THEY WAY THEY'VE GOT THE SQUARE THERE; IT'S GOING TO CAUSE A WRECK

JUST MORE OPTIONS; MAYBE LONGER HOURS

SIDEWALKS AND EASY HANDICAP ACCESS

I WOULD LIKE TO SEE THEM MOVE ALONG WITH WHAT PLANS THEY HAVE AND ENFORCE THEM

TOO MANY PEOPLE WALKING IN STREETS; WE NEED MORE SIDEWALKS

I THINK THAT THERE SHOULD BE SOMETHING FOR THE KIDS TO STAY OFF THE STREET SUCH AS A GYM; I THINK THERE SHOULD BE A NEIGHBORHOOD BOXING GYM

A FEW MORE BUSINESSES

MORE COMPETITORS WITH WAL-MART; I THINK THAT THERE SHOULD BE MORE STORES SUCH AS MOUNTAIN HOMES VARIETIES

MOVE THE COURTHOUSE SOMEWHERE BESIDES THE CENTER AND HAVE IT ON ONE FLOOR SO PEOPLE DON'T HAVE TO GO UPSTAIRS TO GO TO COURT; AND MORE PARKING AROUND THE COURT HOUSE

SCHOOL SYSTEM; NEED TO UPDATE IT; MODERNIZE

I JUST THINK IT SHOULD BE MORE FAMILY FRIENDLY

GET A SPEED BUMP IN FRONT OF MY HOUSE

A BIGGER PARK; I THINK THERE SHOULD MORE OF A VARIETY OF BUSINESSES

I THINK THERE SHOULD BE A BARNES AND NOBLE

MORE EXCITEMENT; MORE MUSIC; AND MORE BACKGROUND ON HISTORIC VALUES; BETTER ENTERTAINMENT TO KEEP KIDS AWAY FROM DRUGS

RESTAURANTS AND SHOPPING

SOME OF THE SIDE STREETS NEED TO BE WORKED ON

BUSINESS PLANNING NEEDS TO FIND THE RIGHT BUSINESS MIX FOR THE DOWNTOWN AREA

HAVE MORE STUFF DOWNTOWN AND ACTIVITIES OTHER THAN THE CIVIC CENTER FOR US; DON'T CHARGE FOR EVERYTHING; OFFER MORE ENTERTAINMENT

THERE IS NO PAY PHONES; I THINK THAT THE ELEVATOR IN COURTHOUSE SHOULD BE PUBLIC AND NOT HAVE TO BE ASKED FOR A KEY

SOME MORE STORES AND BUSINESSES LIKE FAST FOOD AND RICHARD'S BROTHERS; FOOD AND CLOTHING STORES

NOTHING FOR CHILDREN TO DO; NO ACTIVITIES DOWNTOWN AT LEAST

I WOULD LIKE TO JUST SEE THOSE STORE FRONTS CLEANED UP AND OCCUPIED; THEY ARE GOING TO HAVE TO BE SOMETHING THAT THE BIG STORES ARE NOT; MUST HAVE CULTURE AND BE QUAIN AND HISTORICAL

MAYBE SOME STAND ALONE KIA SHOPS; BUSINESS STANDS LIKE HOT DOGS LIKE YOU SEE IN THE MALL

LATER HOURS

WE NEED SOMETHING BESIDES WAL-MART HERE; LIKE A K-MART OR SOMETHING DESPERATELY

BUILDING REPAIRS; ALL THE BUILDINGS SUCK

FRISBEE GOLF PARK; MORE ENTERTAINMENT AND STUFF TO DO;

OUTDOOR EVENTS; POOL HALLS; MORE RESTAURANTS FOCUSED ON ENTERTAINMENT AND FOOD AND MUSIC; DIVERSITY OF MUSIC; PUTT PUTT GOLF; BETTER GO CART TRACKS

MORE BUSINESSES LIKE SHOE SHOPS; MEN'S CLOTHING

BRING IN MORE ENTERTAINMENT; OUTDOOR MUSIC FESTIVAL; PLUS A CIVIL WAR REENACTMENT

RESTORE MORE OF THE OLDER BUILDINGS

WE NEED BETTER HOSPITAL CARE; WE HAVE A FINE HOSPITAL; BUT THE PEOPLE WHO WORK THERE ARE AS PATIENT-ORIENTATED AS A FARMER GROWING ALL CORN

THE ROADS MAINLY; THE ROADS ARE TERRIBLE DOWNTOWN

TALKING ABOUT SPECIALTY SHOPS WITH INTERNET; THERE SHOULD PROBABLY BE A GROCERY STORE CLOSE; THERE SHOULD BE A SMALL GROCERY STORE

GET A WHOLE NEW CITY OFFICE

FIX THE BUILDING STRUCTURES; MAKE THEM MORE BRIGHT AND COLORFUL

WE NEED MORE PARKS AND RECREATIONAL THINGS FOR KIDS

THE ACCESSIBILITY TO PARKING; EXTENDED STORE HOURS FOR SHOPPERS WHO GET OFF WORK AFTER 4PM

MORE ARTS AND ART GALLERIES

THERE NEEDS TO BE MORE BEAUTIFICATION

TRY TO USE THE BUILDINGS DOWNTOWN FOR BUSINESSES INSTEAD OF BUILDING MORE

SOME OF THE STORE FRONTS NEED TO BE IMPROVED A LITTLE BIT ABOVE WHAT THEY ARE; AND THEY NEED TO DO SOMETHING ABOUT THE WATER BECAUSE THERE'S SOME CHLORINE IN THE WATER

MORE ACTIVITIES; COMMUNITY ACTIVITIES

HANDICAPPED PEOPLE

SQUARE; THIS CITY IS IN A BIG HURRY TO CUT TREES; THE OLD TREES, THE  
BIG OLD TREES AND THEY PUT BIG BUILDINGS UP AND DON'T DO ANYTHING  
TO PRESERVE THE BIG OLD TREES

CHAIN STORES LET HAPPEN

A SECONDARY ENTRANCE; PEOPLE DON'T WANT TO HAVE TO WALK  
AROUND TO THE FRONT; HAVE BETTER LIGHTING

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

VISITING

WORK THERE EVERY DAY

GO THERE

VISITING

PERSONAL EXPERIENCE

THE PHONEBOOK

WORK NEAR THERE AND GO DOWN THERE EVERY DAY

VISUAL

LOCAL INFORMATION GOING UP THERE

MY OWN OBSERVATIONS

WORK THERE

VISITING

LIVE THERE; DRIVE THROUGH

WORK DOWNTOWN

PERSONAL EXPERIENCE

FIRST HAND

I GO EVERYDAY

IN PERSON; SEEING IT

LIVED THERE MY WHOLE LIFE

PERSONAL OBSERVATION

GREW UP HERE

VISIT EVERYDAY

BEING THERE

OWN OBSERVATION

BEING DOWN THERE; I'VE SHOPPED THERE SINCE I WAS A KID

PERSONAL OBSERVATION

PERSONAL EXPERIENCE

LIVING THERE ALL MY LIFE

COURTHOUSE

I AM THERE EVERY DAY OR TWO

JUST VISITING IT

PERSONAL OBSERVATION

I DO BUSINESS THERE

DOWN THERE ALL THE TIME

WHEN I GO THERE

THE LITTLE BIT OF TIME THAT I HAVE SPENT THERE OVER LAST TWENTY YEARS

I'M THERE JUST ABOUT EVERYDAY

JUST WHEN I'VE BEEN THERE BUT IT'S BEEN QUITE A WHILE

I GO THERE THREE TIMES A WEEK

GOING DOWN THERE

LIVE HERE

DRIVING THROUGH

I WALK THROUGH THERE EVERYDAY

BEING THERE

I PASS DOWNTOWN AND SEE WHAT IS GOING ON  
I AM DOWNTOWN EVERY DAY  
DRIVING THROUGH IT  
I SERVE ON DOWNTOWN COMMITTEE  
OWN EXPERIENCE  
LIVING HERE  
LIVED HERE MOST OF MY LIFE  
OWN EXPERIENCE  
JUST BEING DOWN THERE  
EXPERIENCE FROM LIVING NEAR AND DRIVING THROUGH IT DAILY  
ME GOING THERE  
JUST BEING DOWN THERE  
OWN EXPERIENCE  
WINDOW DISPLAYS  
INFORMATION CENTER  
LIVE IN CITY  
MY OWN PERSONAL OBSERVATIONS WHEN I'M DOWN THERE  
FIRST HAND  
BEING UP THERE EVERYDAY  
OWN EXPERIENCE  
THERE AT LEAST ONCE A WEEK  
WALK THROUGH IT EVERYDAY  
GOING THERE TO SHOP  
WALKING AROUND AND SEEING FOR MYSELF  
TALKING TO DOWNTOWN OWNERS OR LEADERS

PERSONAL EXPERIENCE

PERSONAL EXPERIENCE

OWN EXPERIENCE

WAL-MART

SEEING WHAT'S GOING ON

SEEING IT FOR MYSELF

BEING THERE

LIVING HERE

PERSONAL EXPERIENCE

PERSONAL OBSERVATION

GROWING UP IN THE AREA

PERSONAL OBSERVATION

THERE ALL THE TIME

SIGNS

SEEING IT FIRST HAND

LIVED IN THIS AREA ALL MY LIFE

LIVED HERE ALL MY LIFE

INFORMATION CENTER ON HIGHWAY 160

I PRETTY WELL KNOW THE TOWN FROM BEING HERE; I WORK IN  
DOWNTOWN

OWN EXPERIENCE

MY OWN OBSERVATIONS LIVING IN TOWN

BEING DOWNTOWN

JUST MY OWN OBSERVATIONS

FIRST HAND EXPERIENCE

OWN KNOWLEDGE

FIRST HAND KNOWLEDGE

LIVE 3 BLOCKS AWAY

MAINLY THROUGH THE INTERNET

VISITING

MOSTLY VISUAL AS I FREQUENT IT ON A REGULAR BASIS

EXPERIENCE

PERSONAL EXPERIENCE

PERSONAL; I LIVE IN THE DOWNTOWN AREA; I'M WITHIN WALKING DISTANCE OF IT

I JUST GO THERE

PERSONAL EXPERIENCES

VISITING DOWNTOWN

PERSONAL EXPERIENCE

INTERNET

I LIVE DOWNTOWN

I LIVE IN DOWNTOWN WEST PLAINS

GOING THERE EVERYDAY

DIRECT OBSERVATION

COUNSEL OR GROUP THAT SPEAKS TO SPECIAL CLUBS

PERSONAL EXPERIENCES

VISITING DOWNTOWN

OWN EXPERIENCE

PERSONAL OBSERVATION

BEING DOWN THERE ALL THE TIME

GETTING TO LOOK AT IT

DRIVING AROUND AND SEEING IT

VISUAL ATTENDANCE

I GO THERE

SELF OBSERVATION

OWN EXPERIENCE

OWN EXPERIENCE

VISITING DOWN TOWN

SEE IT MYSELF; GO TO TOWN AT LEAST ONCE A DAY AND VISIT THE CIVIC CENTER

LIVE THERE

WHEN I SEE IT; I SEE MUCH OF RUN DOWN BUILDINGS AND THE UPSTAIRS

PERSONAL INVOLVEMENT

COURTHOUSE; BOOKLETS FROM THE COURTHOUSE

WALKING AROUND IT

**53b. And what is your second most likely source of information? (Other-specify)**

TELEPHONE

FROM THE MAYOR HIMSELF

MAGAZINES

DRIVING AROUND

PHONE BOOK

DRIVING BY

PHONE BOOK

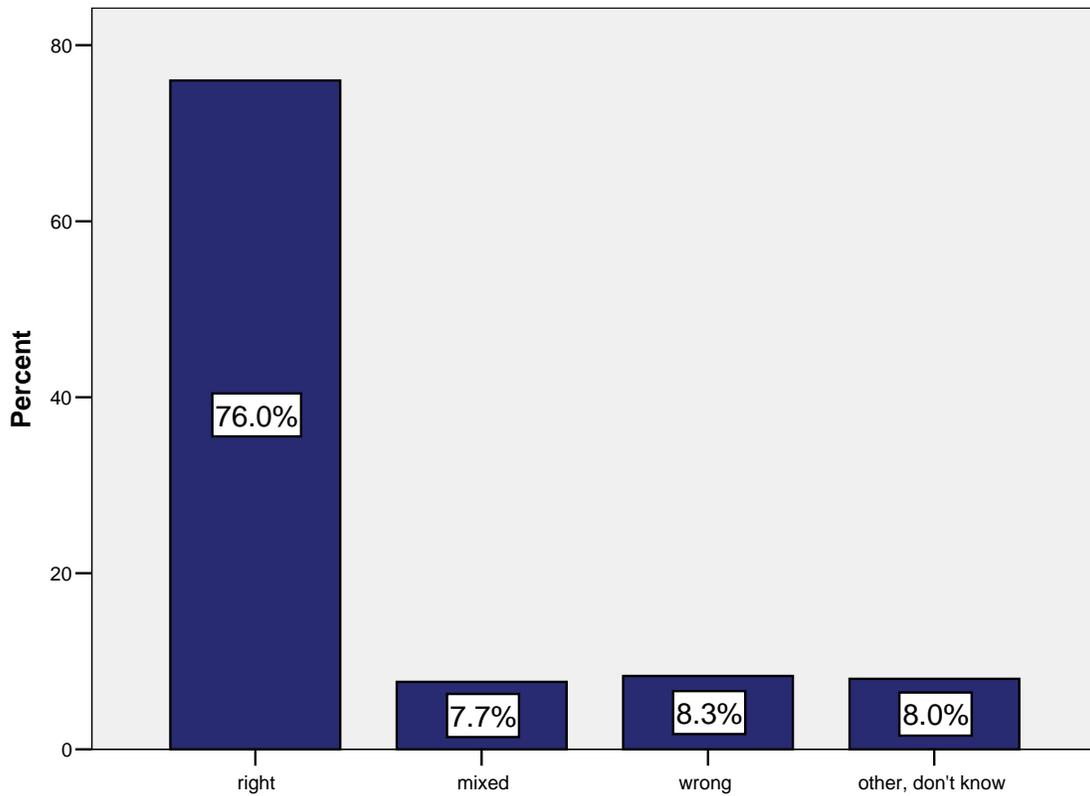
LIBRARY

JUST LOOKING AROUND

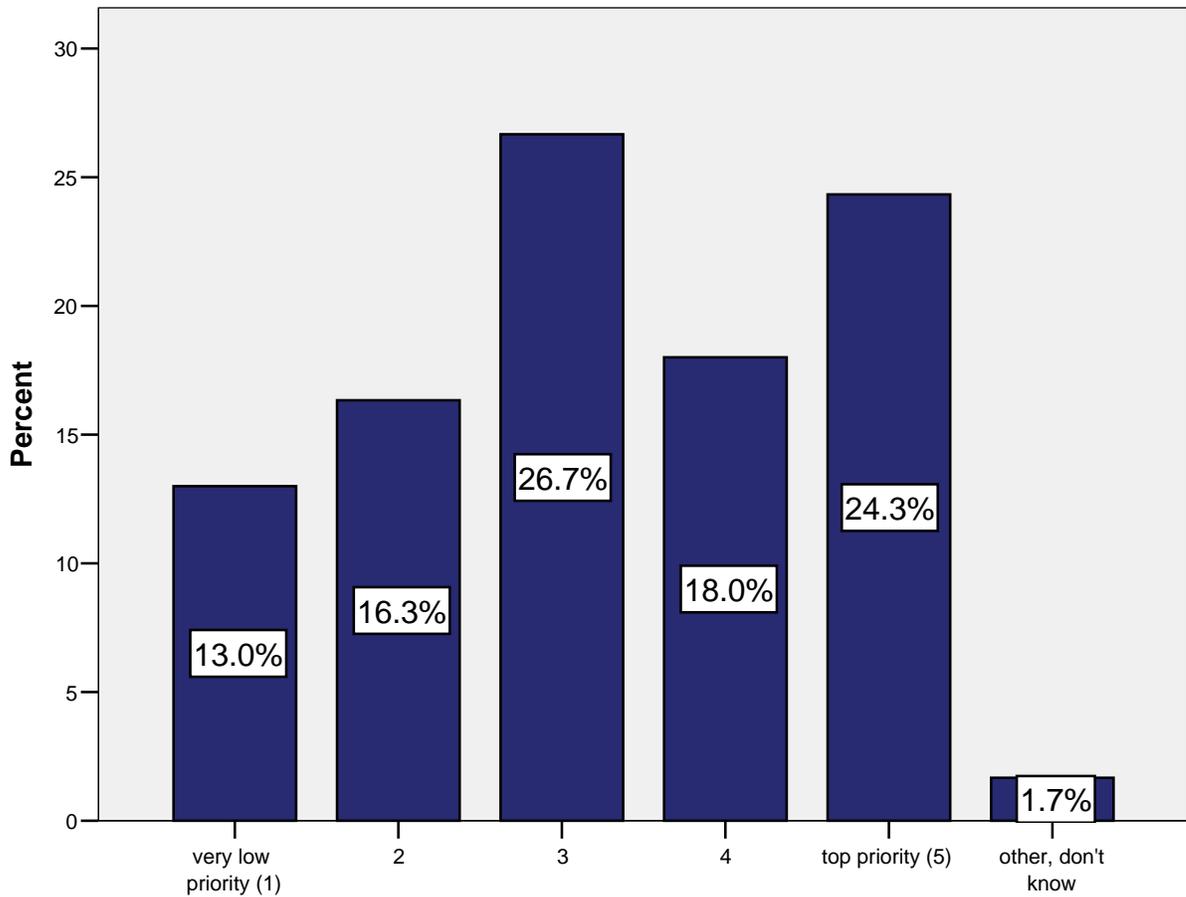
INFORMATION CENTER  
ELECTRIC COMPANY  
VISUAL; GOING THERE  
I AM IN THE CHAMBER  
BEING DOWN THERE  
VISITING  
THE QUILL  
INTERNET  
INTERNET  
POLICE DEPARTMENT  
PERSONAL KNOWLEDGE  
INFORMATION CENTER  
OBSERVATION  
THE SIGNS  
WEB  
COURTHOUSE  
HORSE TRADER WEEKLY PUBLICATION  
OBSERVING FOR MYSELF  
PHONEBOOK  
VISUAL - GOING DOWN AND LOOKING  
VISITING DOWN TOWN  
PROBABLY THE INTERNET  
VISITING THE DOWNTOWN AREA  
VISUAL  
YELLOW PAGES  
VISITATION  
OBSERVATION  
TELEPHONE BOOK

## SECTION IV

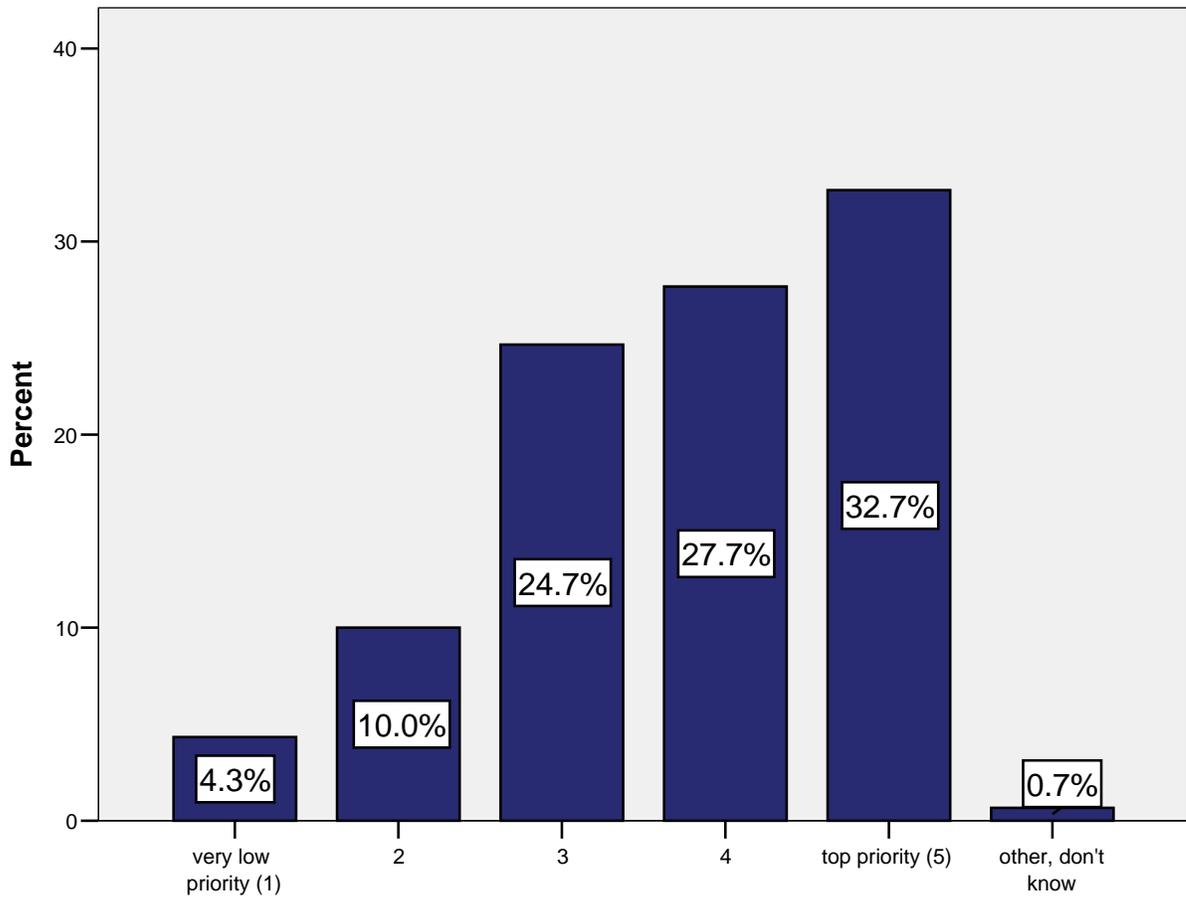
### BAR CHARTS



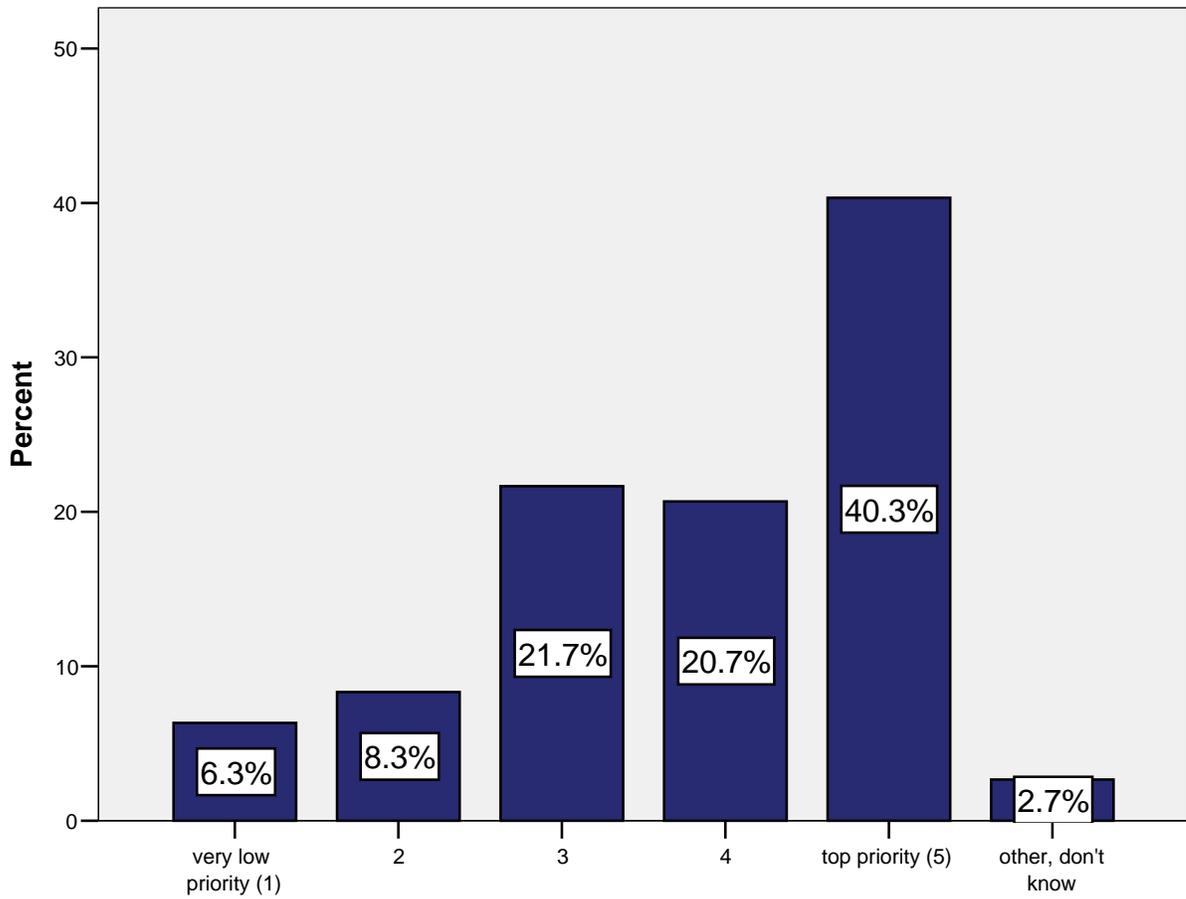
**1. Thinking about the West Plains, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?**



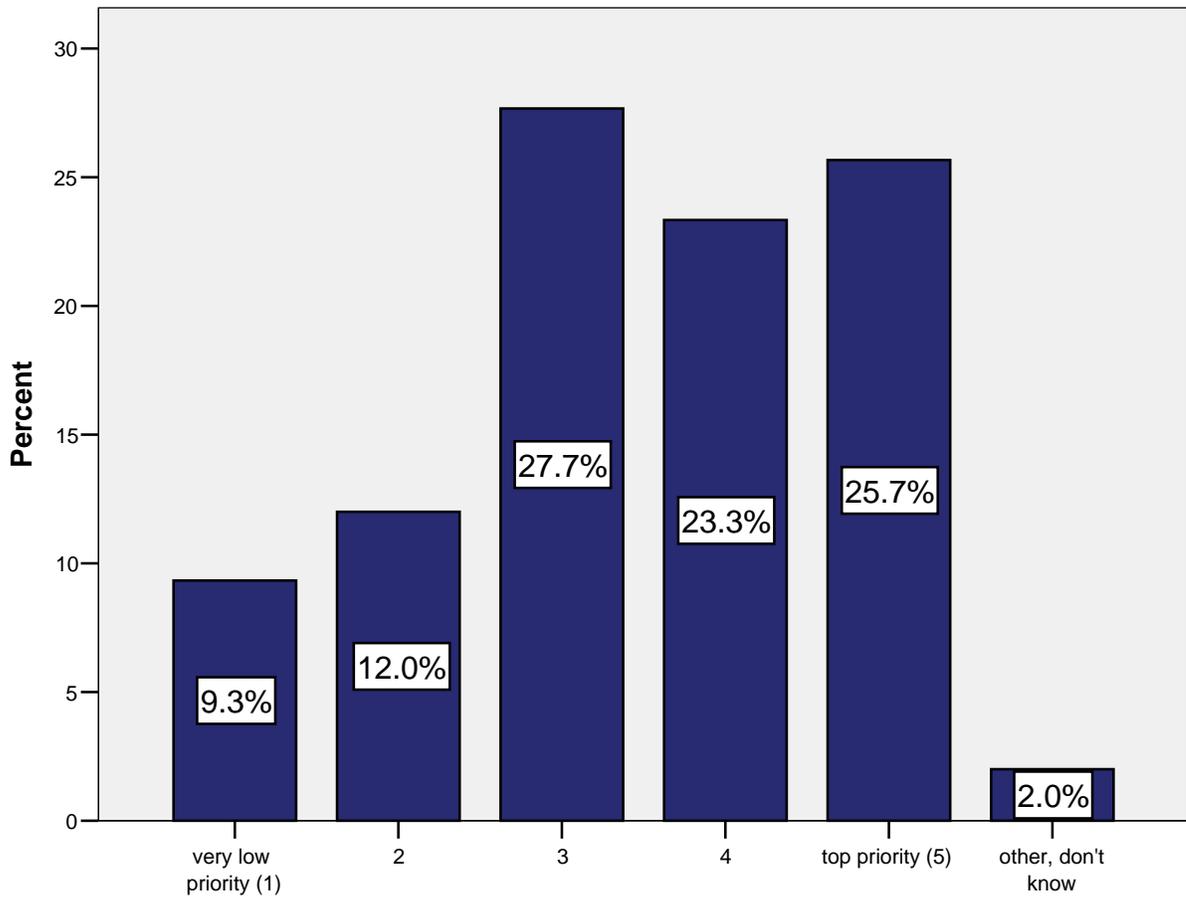
**2. Revitalizing the West Plains downtown area**



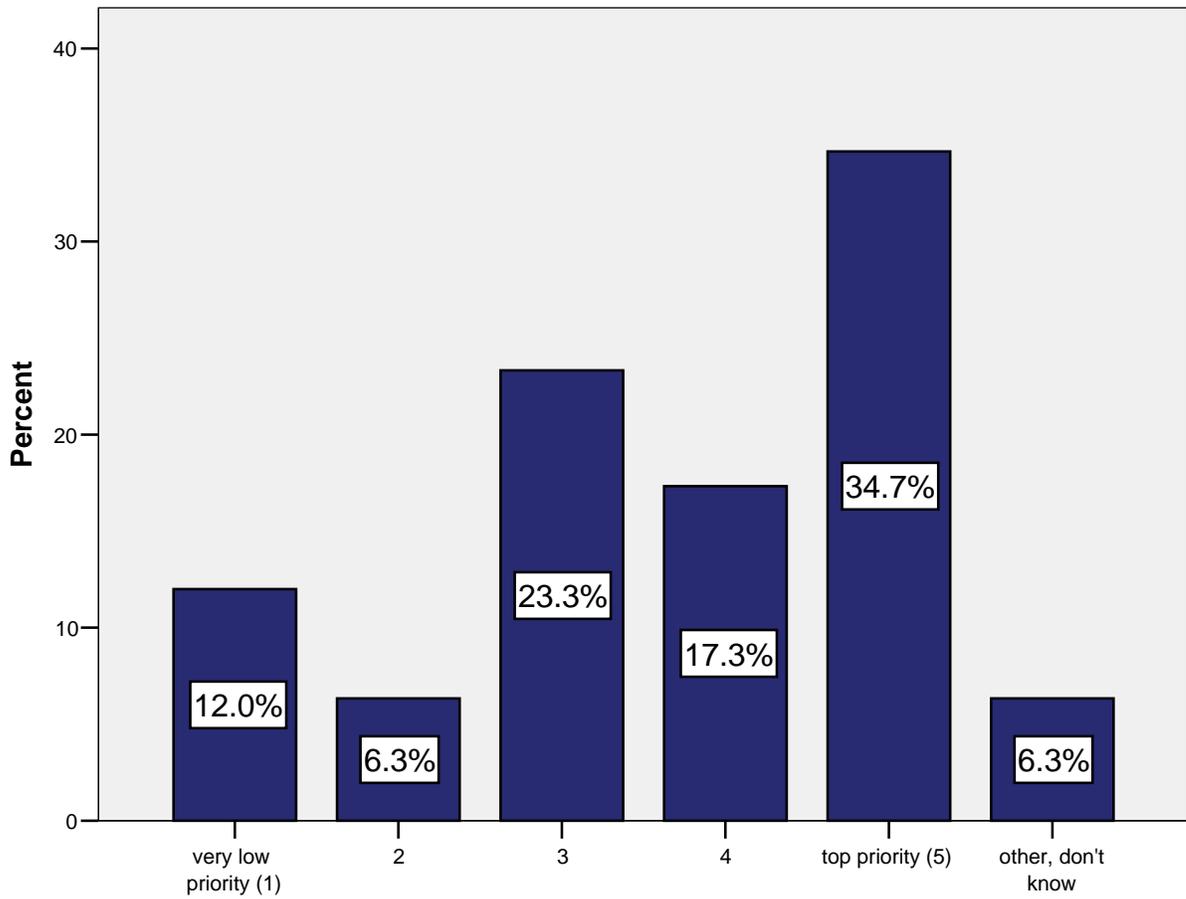
**3. Repairing major streets**



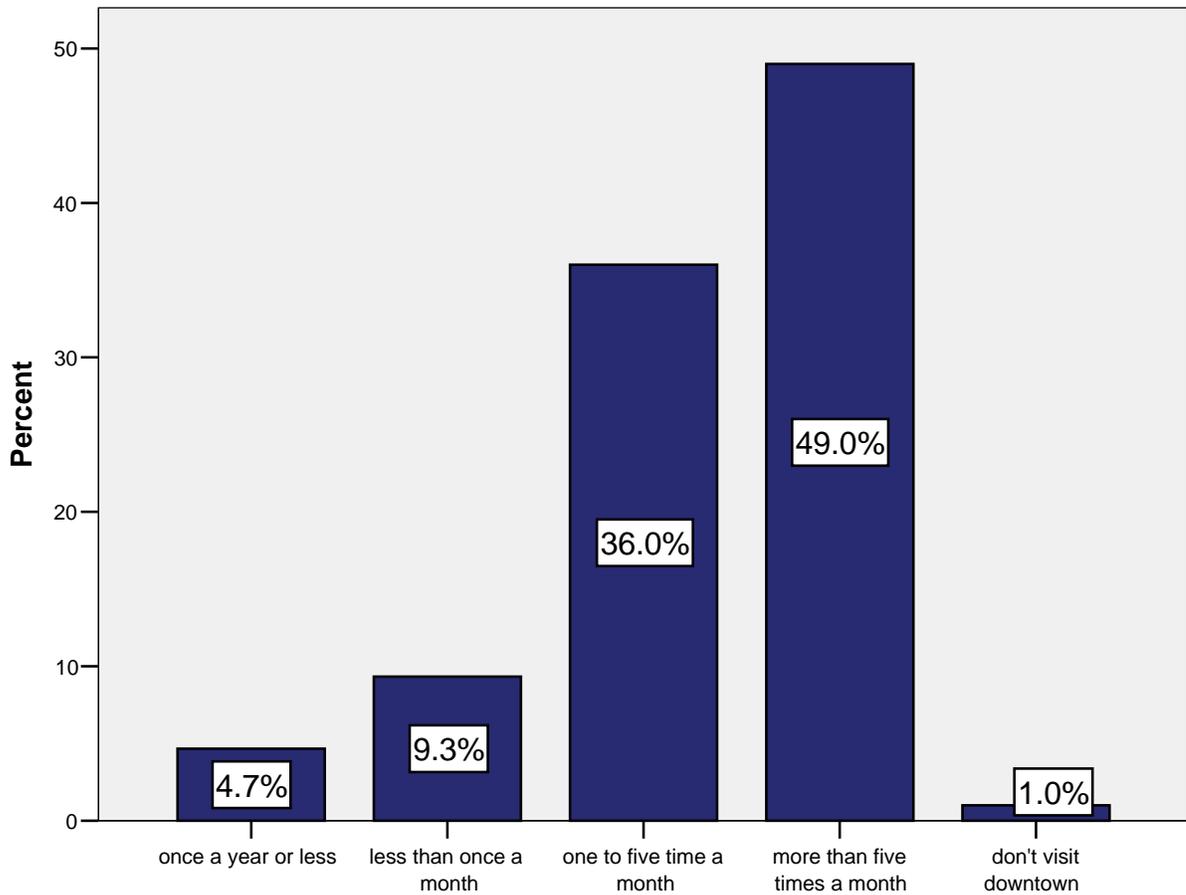
**4. Improving emergency services**



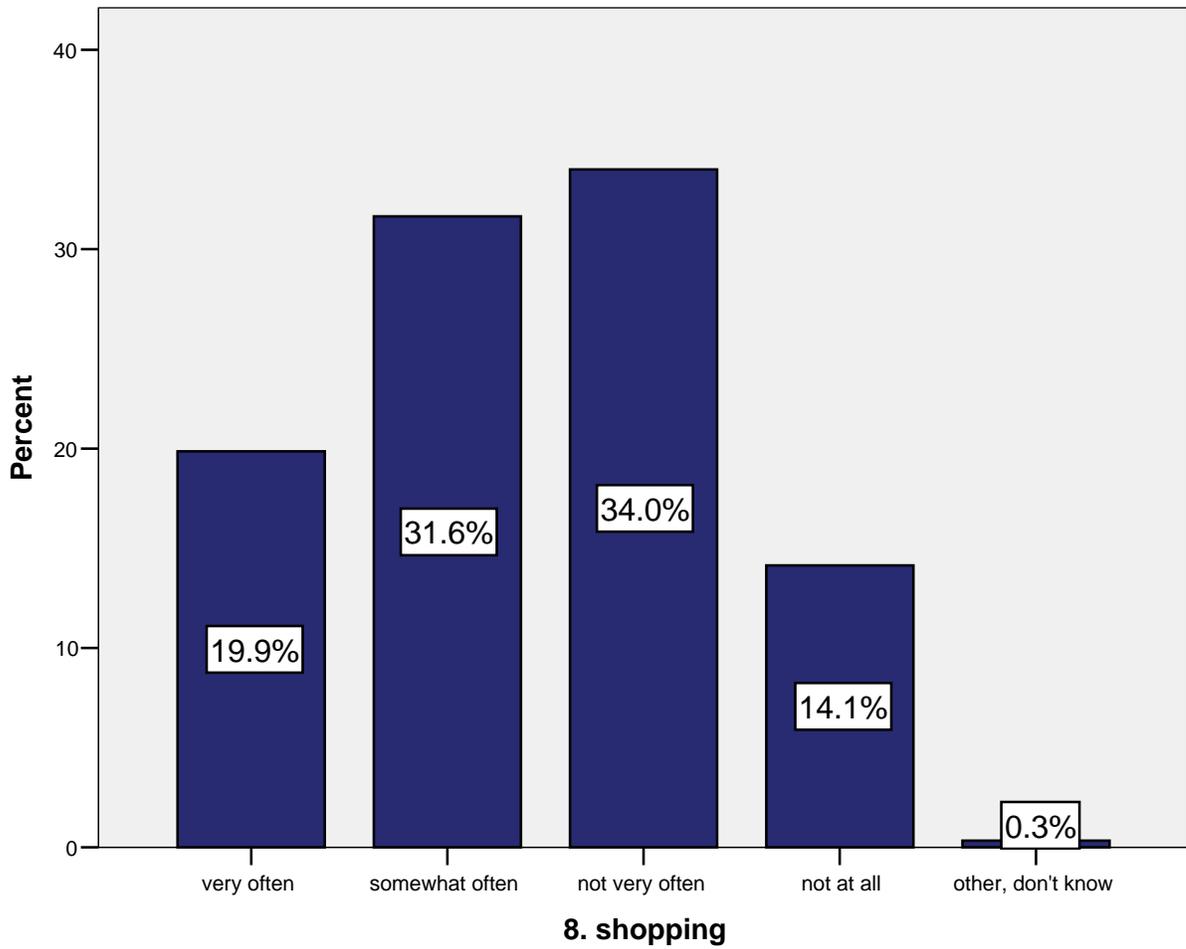
**5. Upgrading parks and recreation facilities**

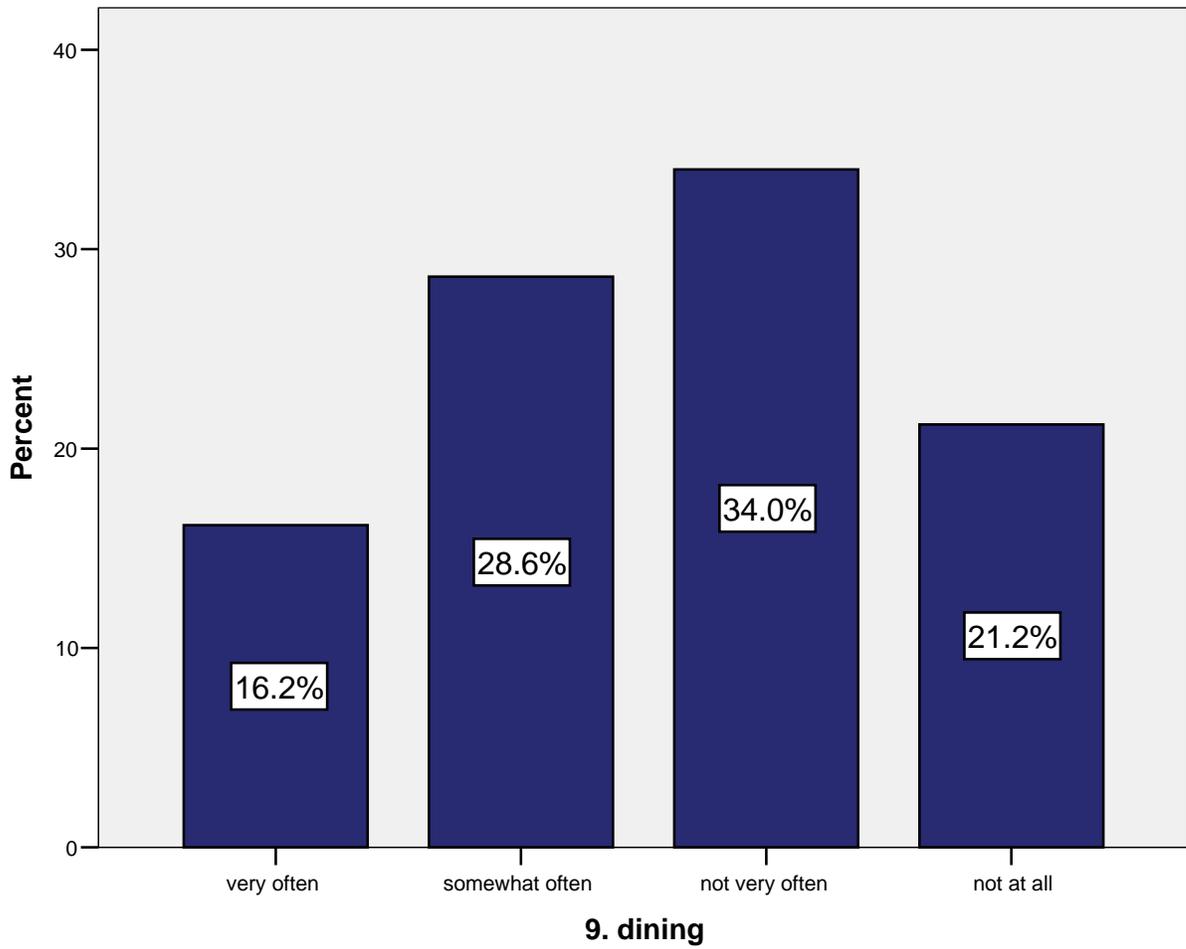


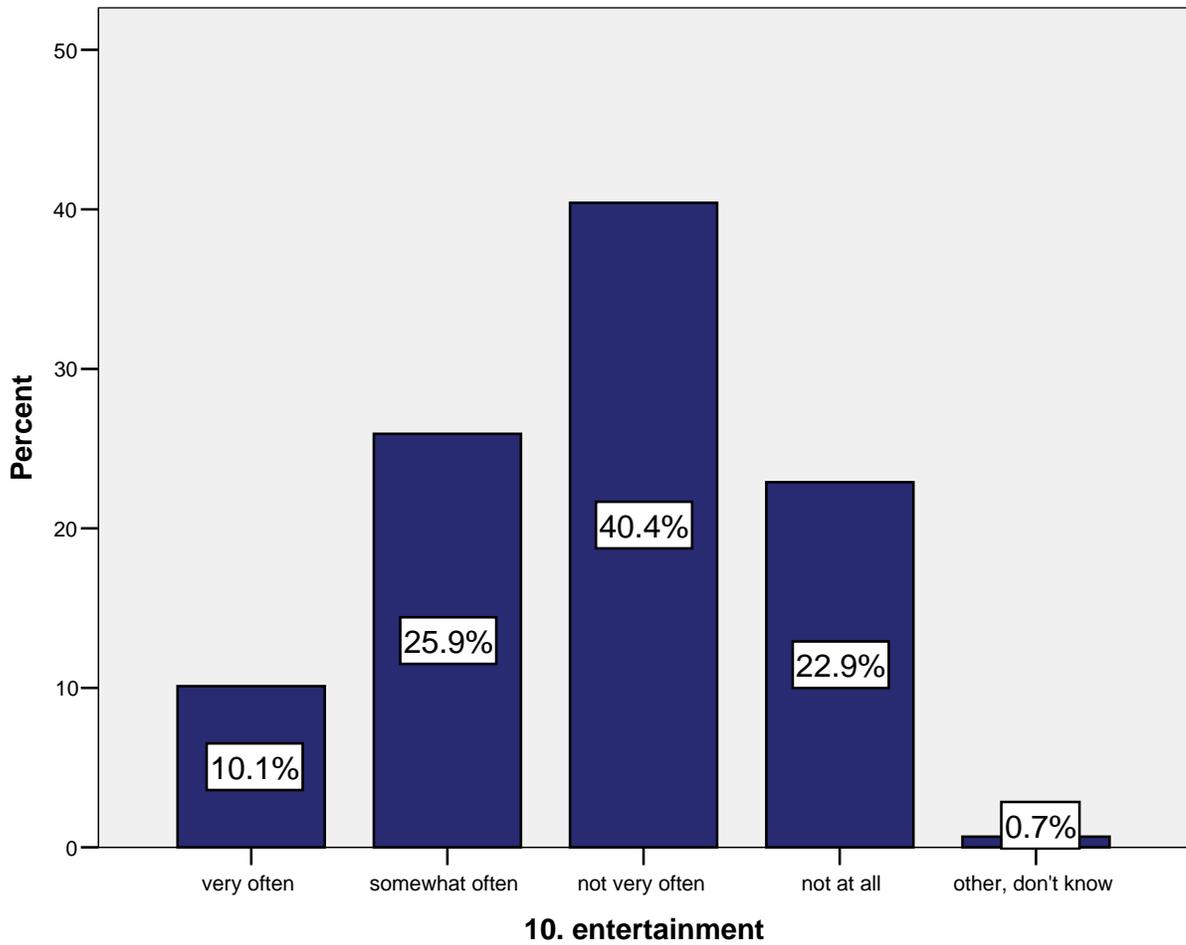
**6. Attracting more big box retail development**

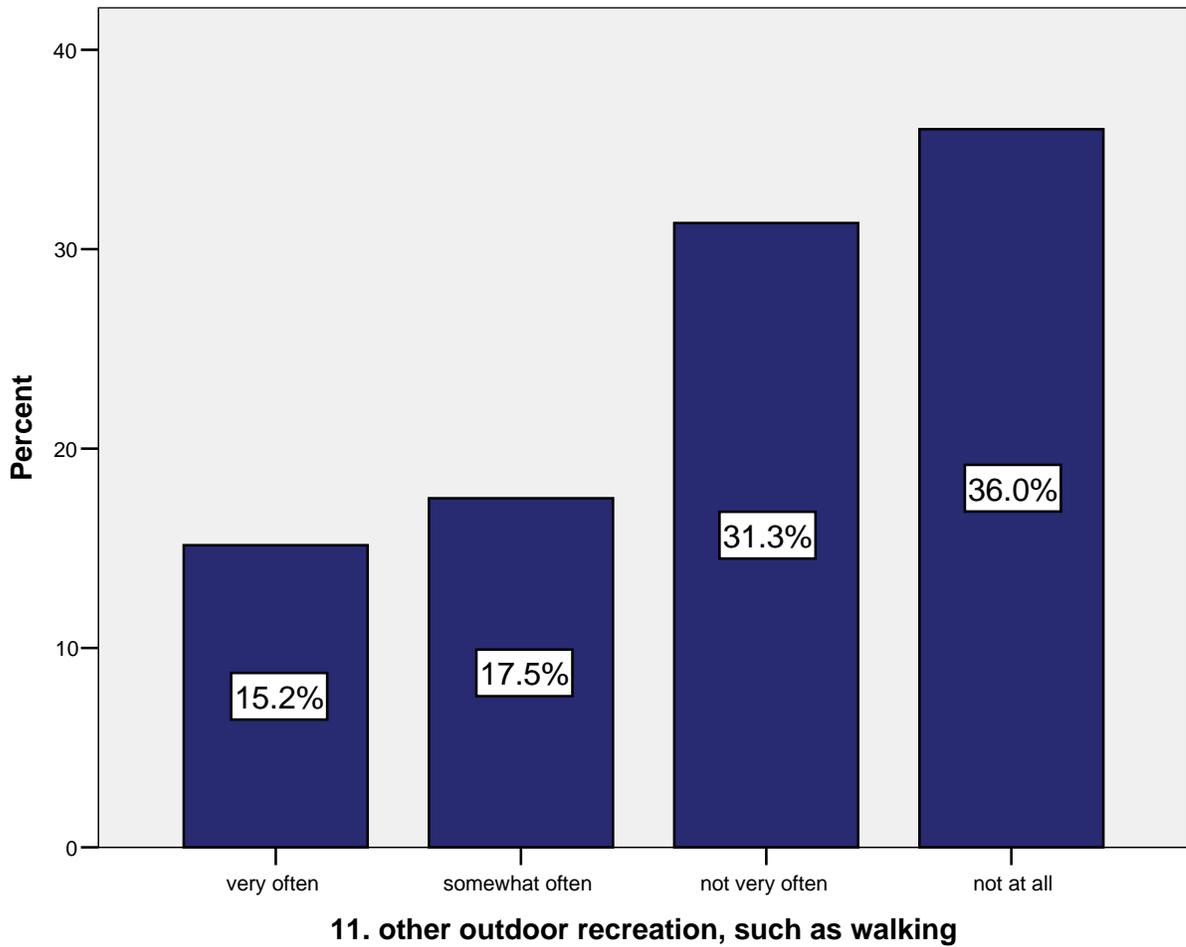


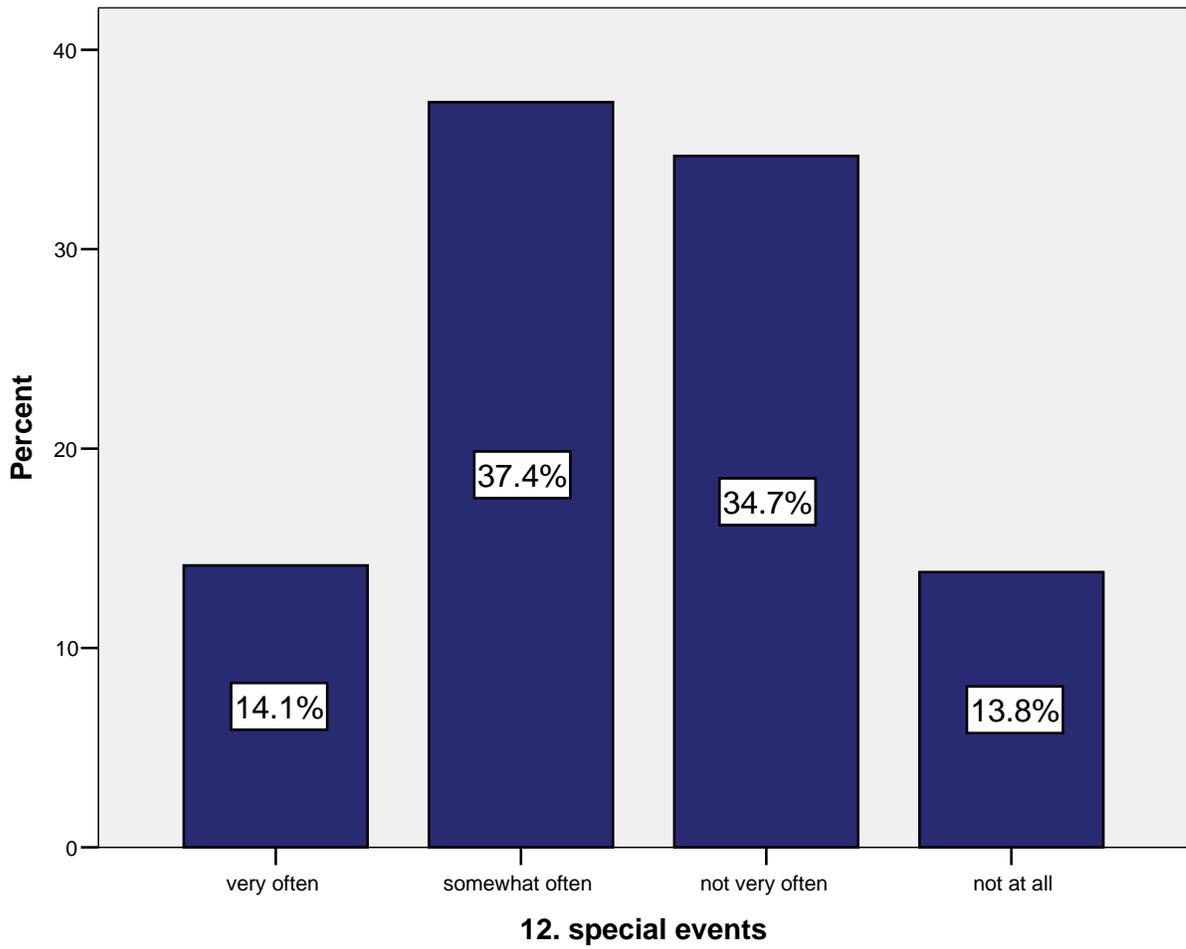
**7. How often do you visit downtown West Plains?**

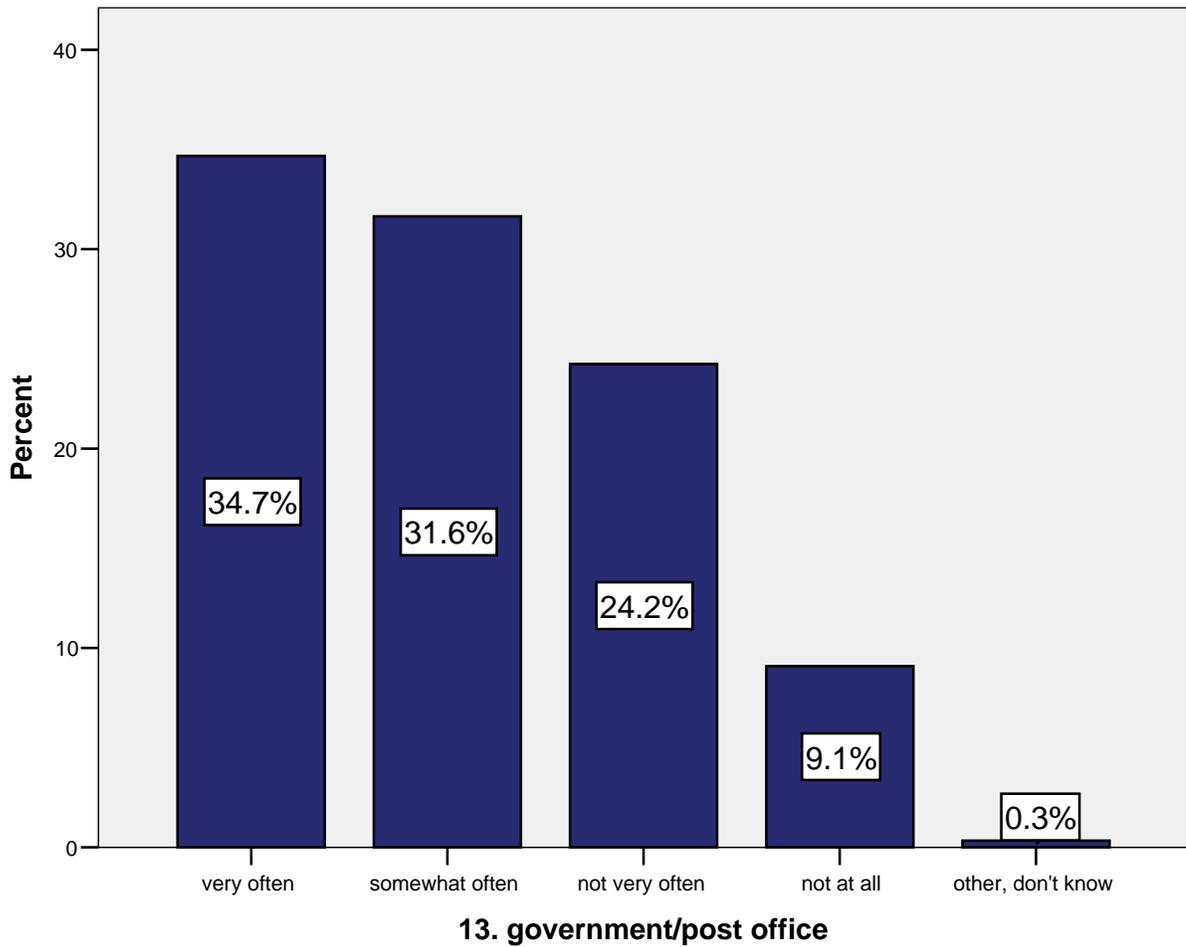


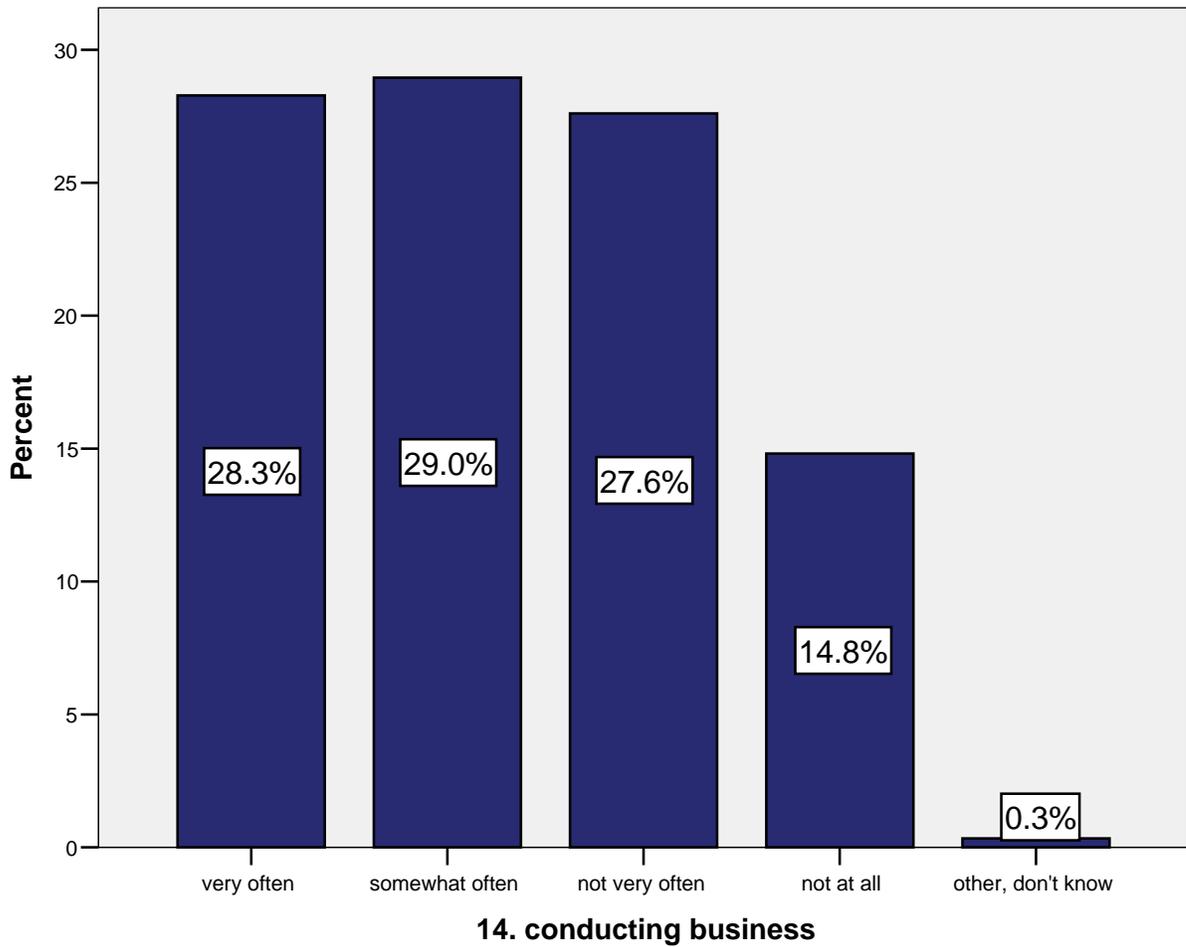


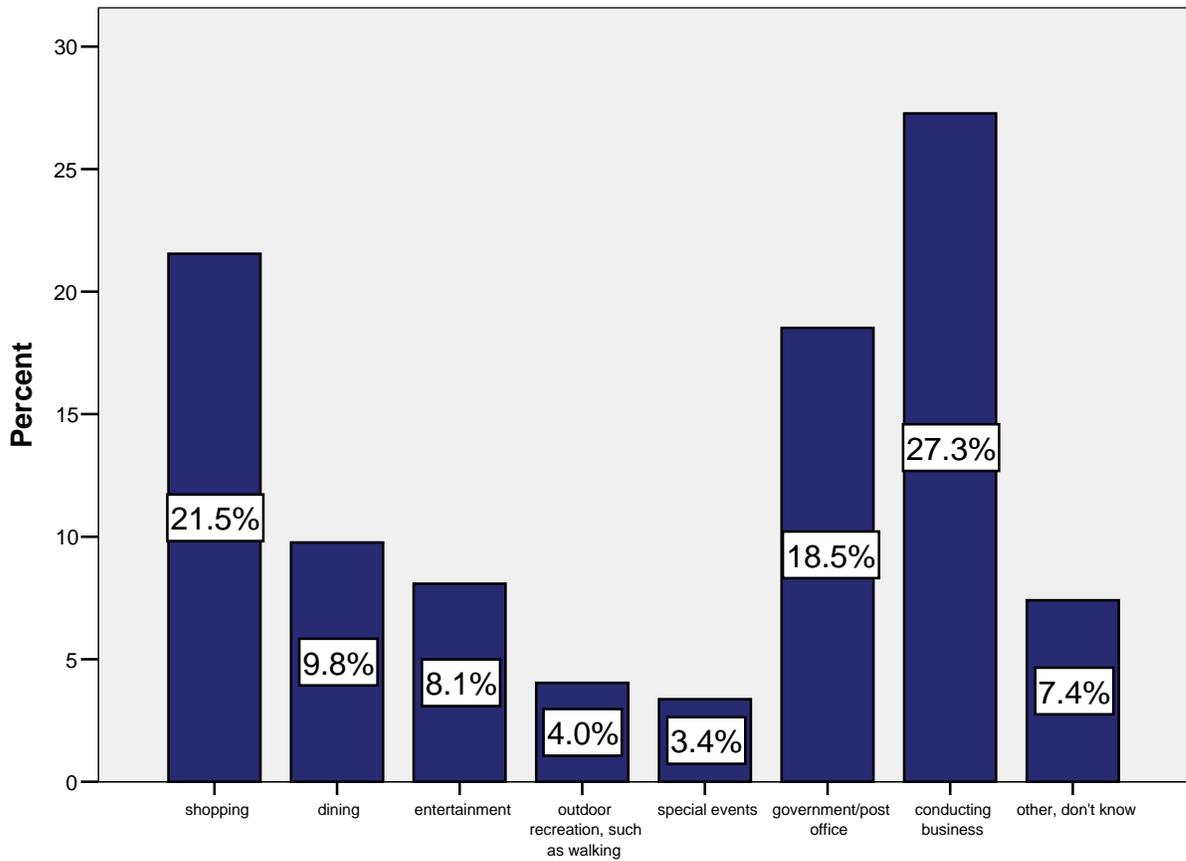




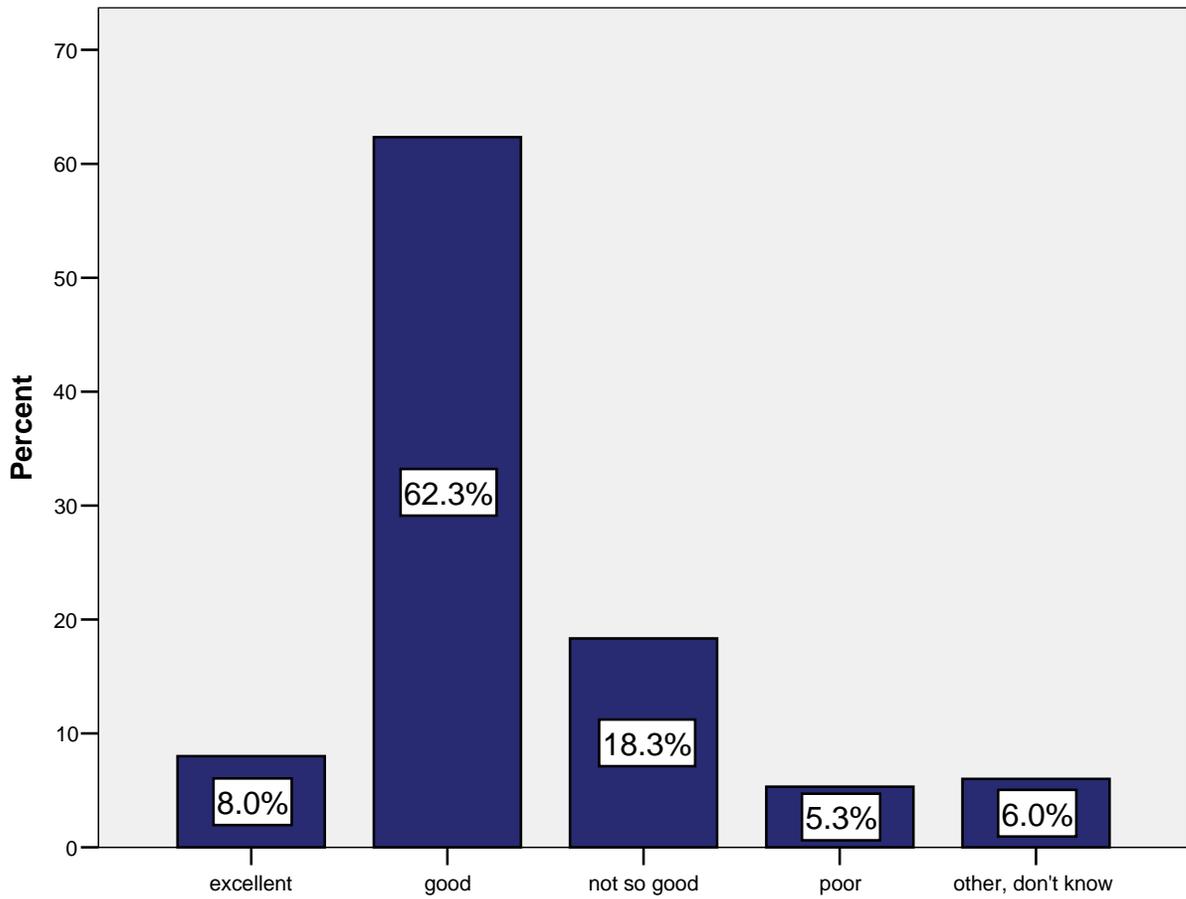




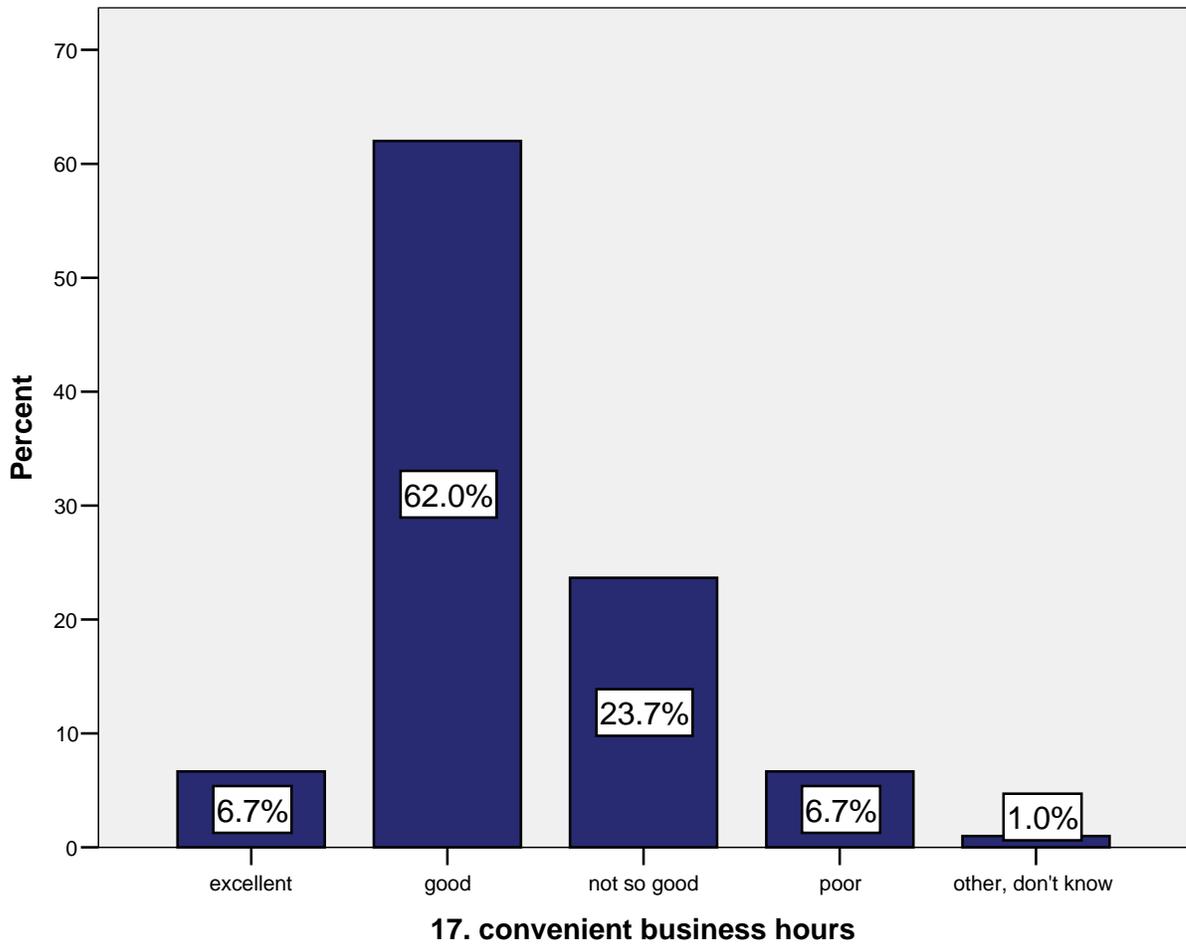


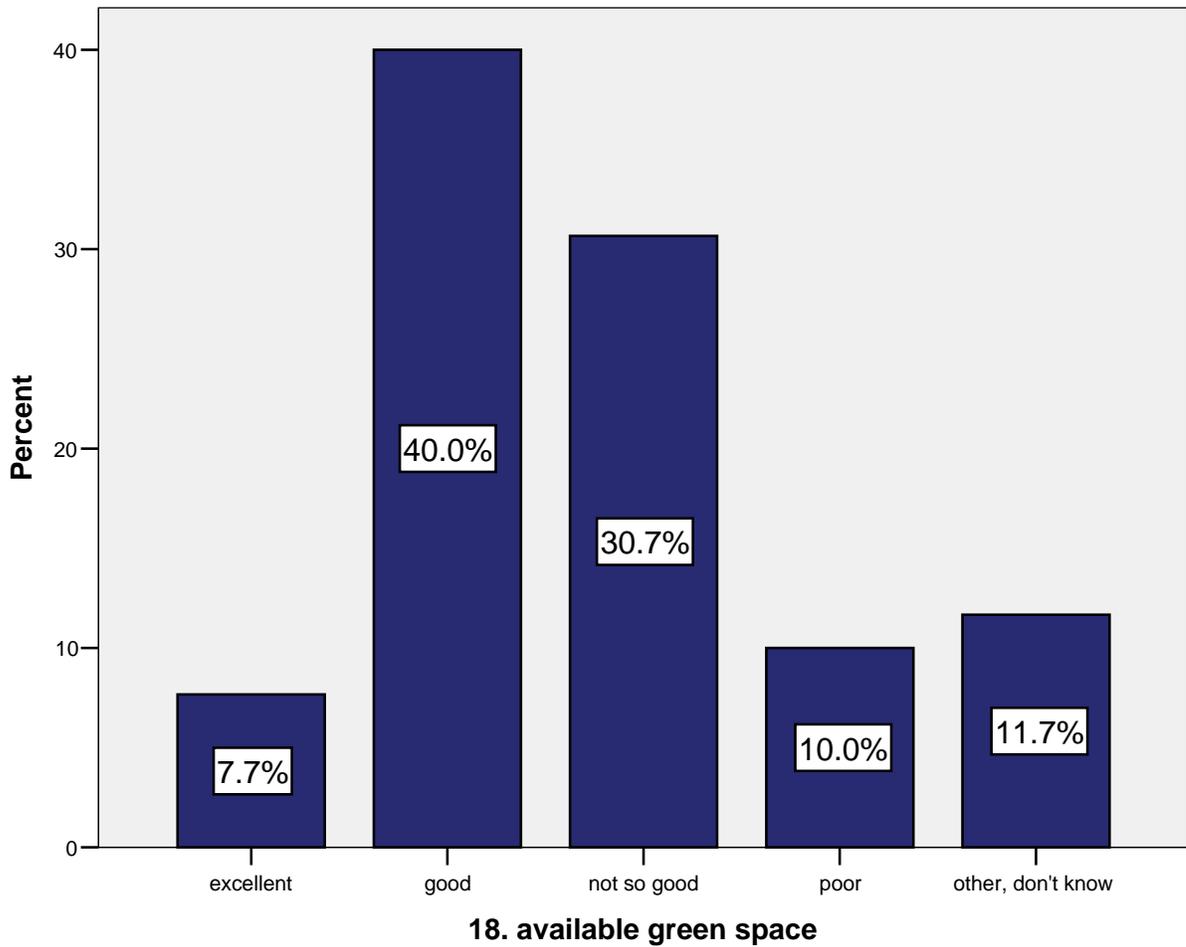


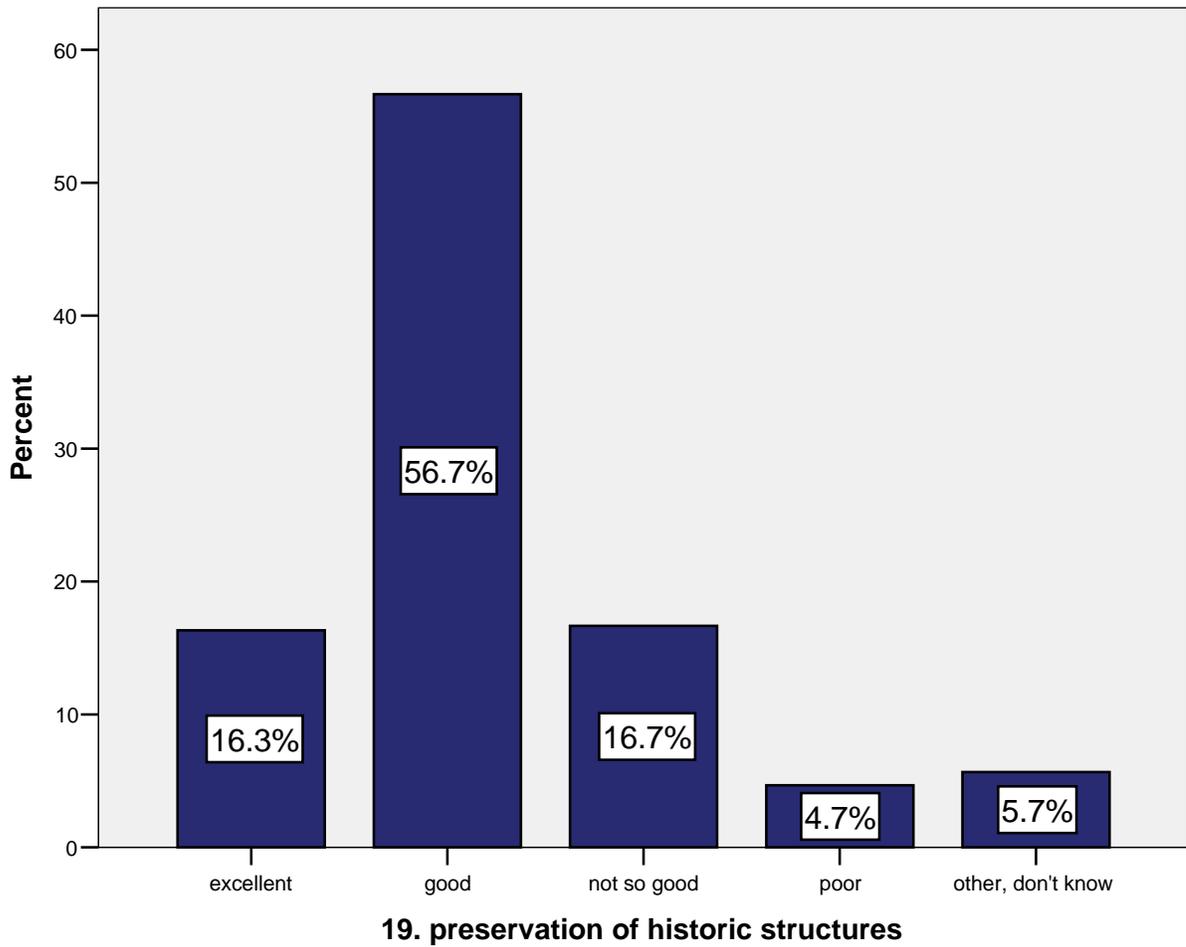
**15. Of the items listed above, which would you say is the one reason you most often visit downtown West Plains?**

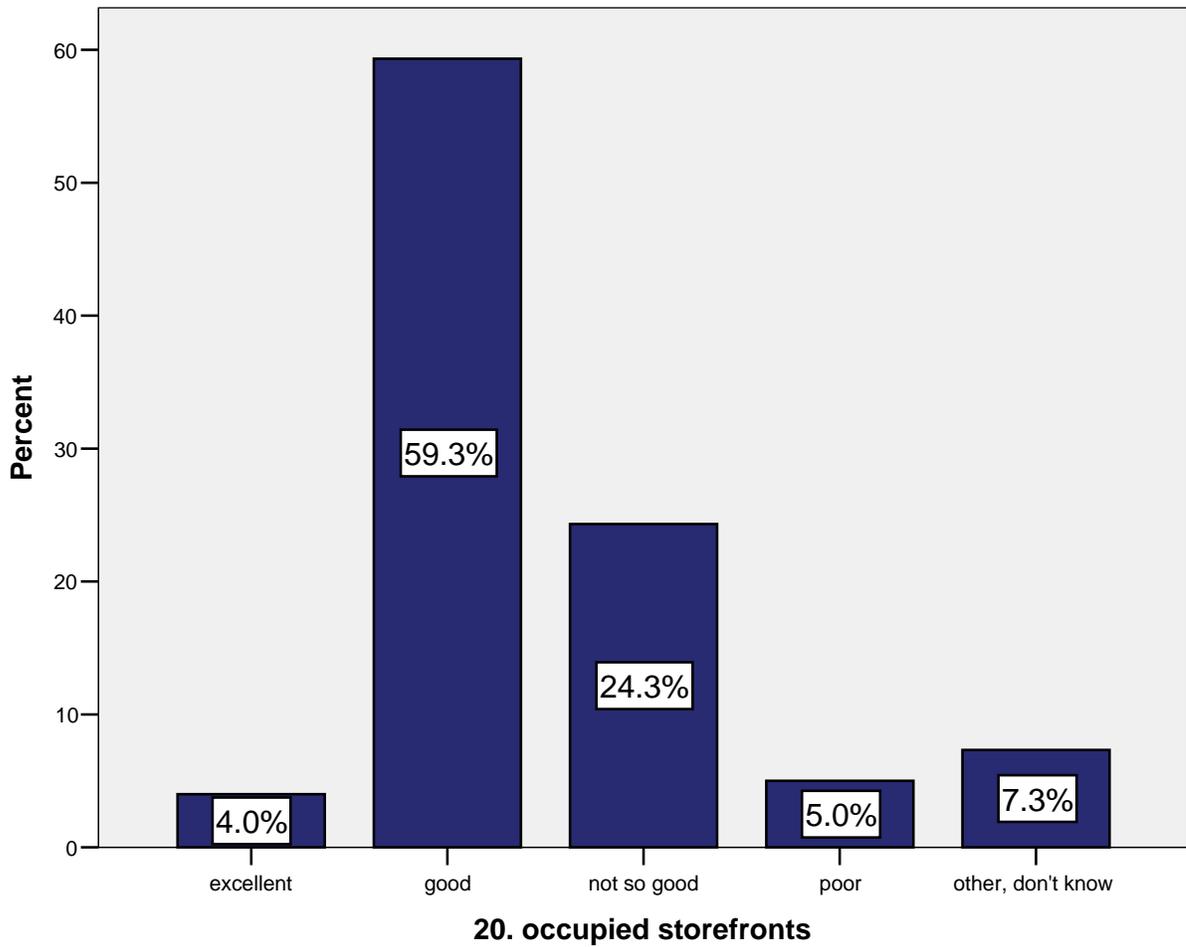


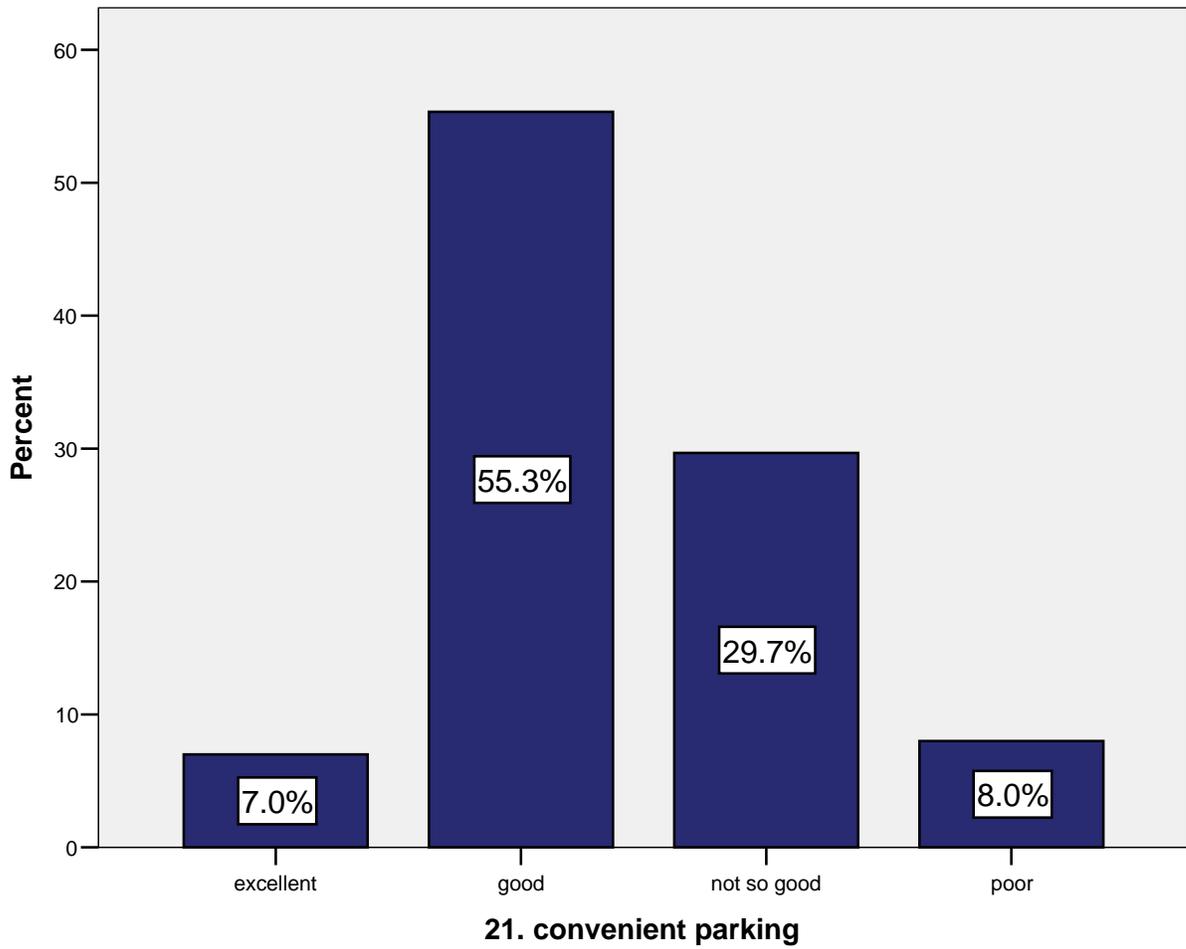
16. signs to help people find their way around

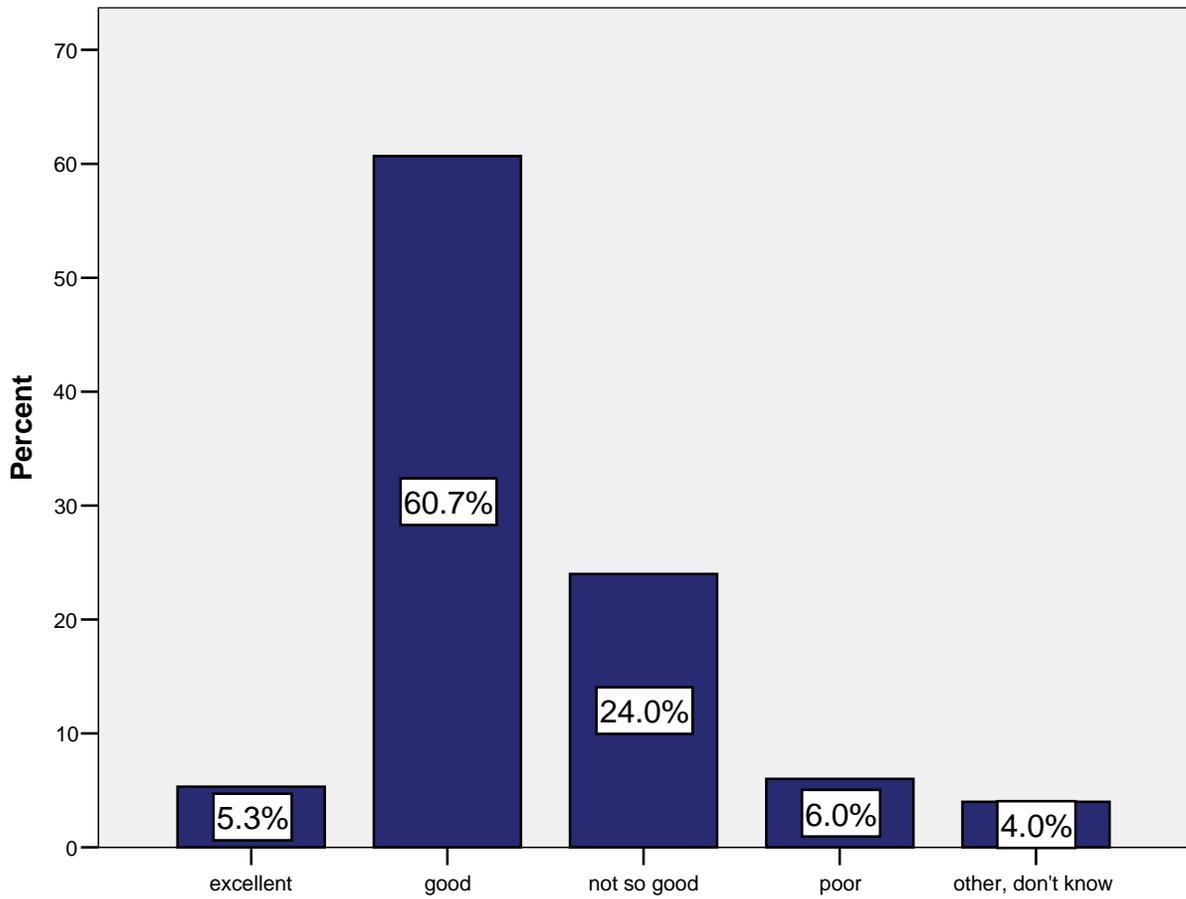




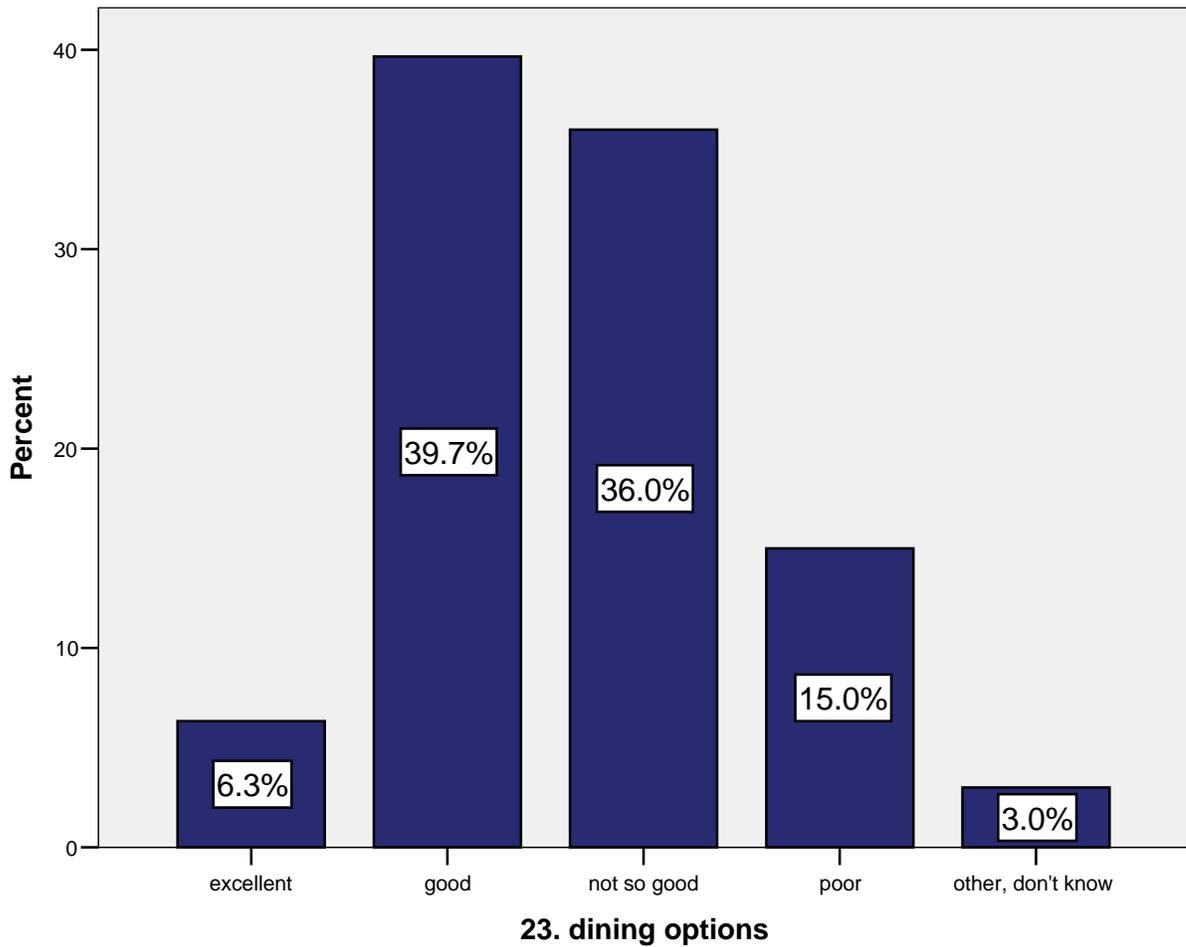


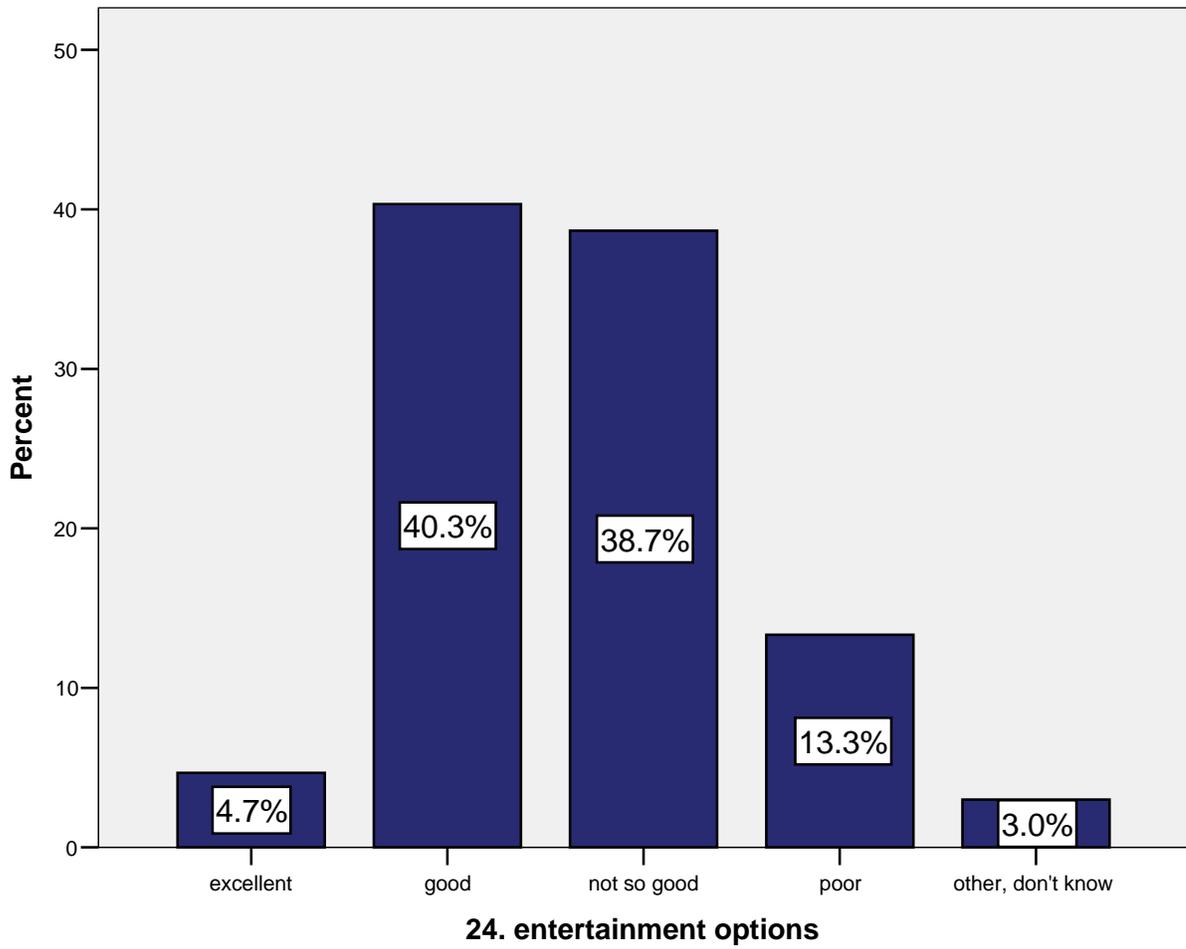


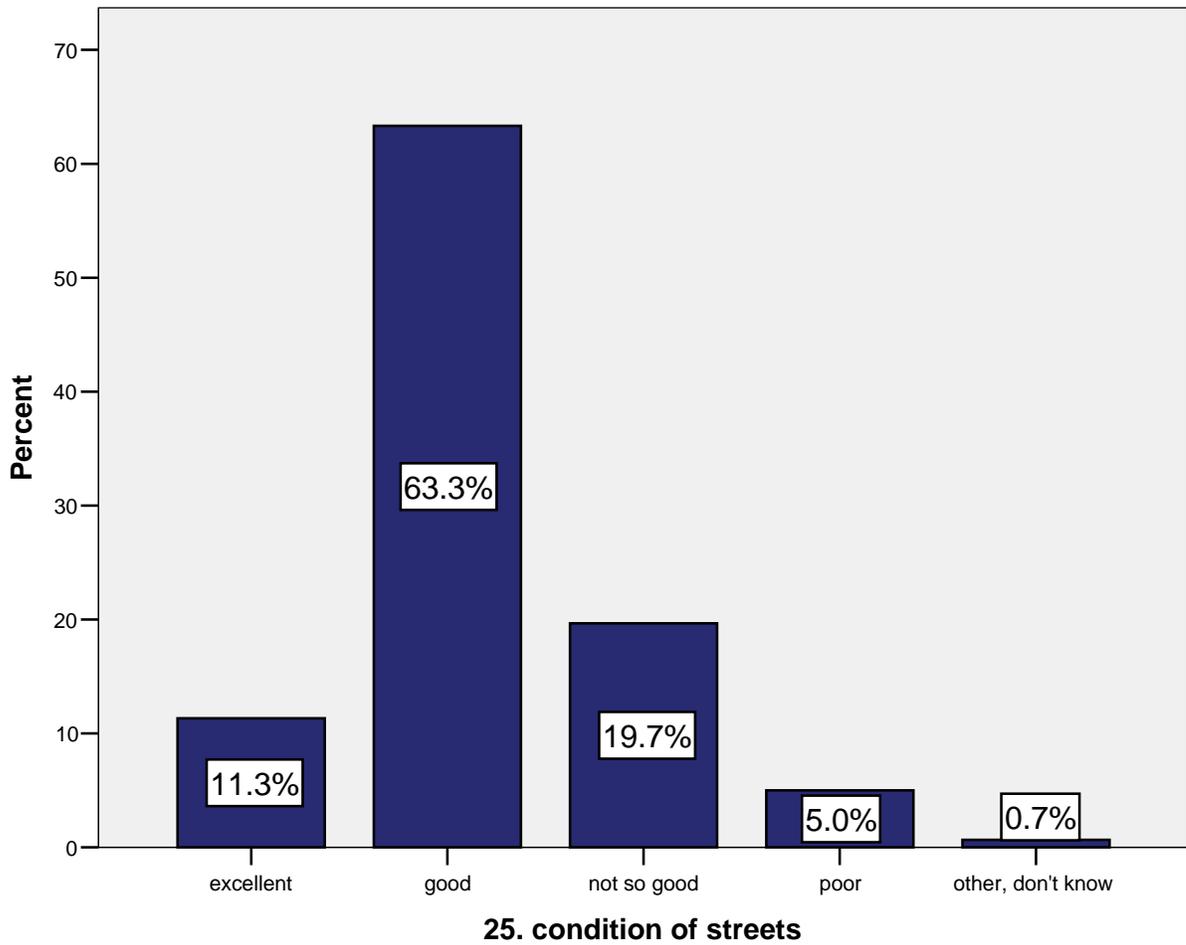


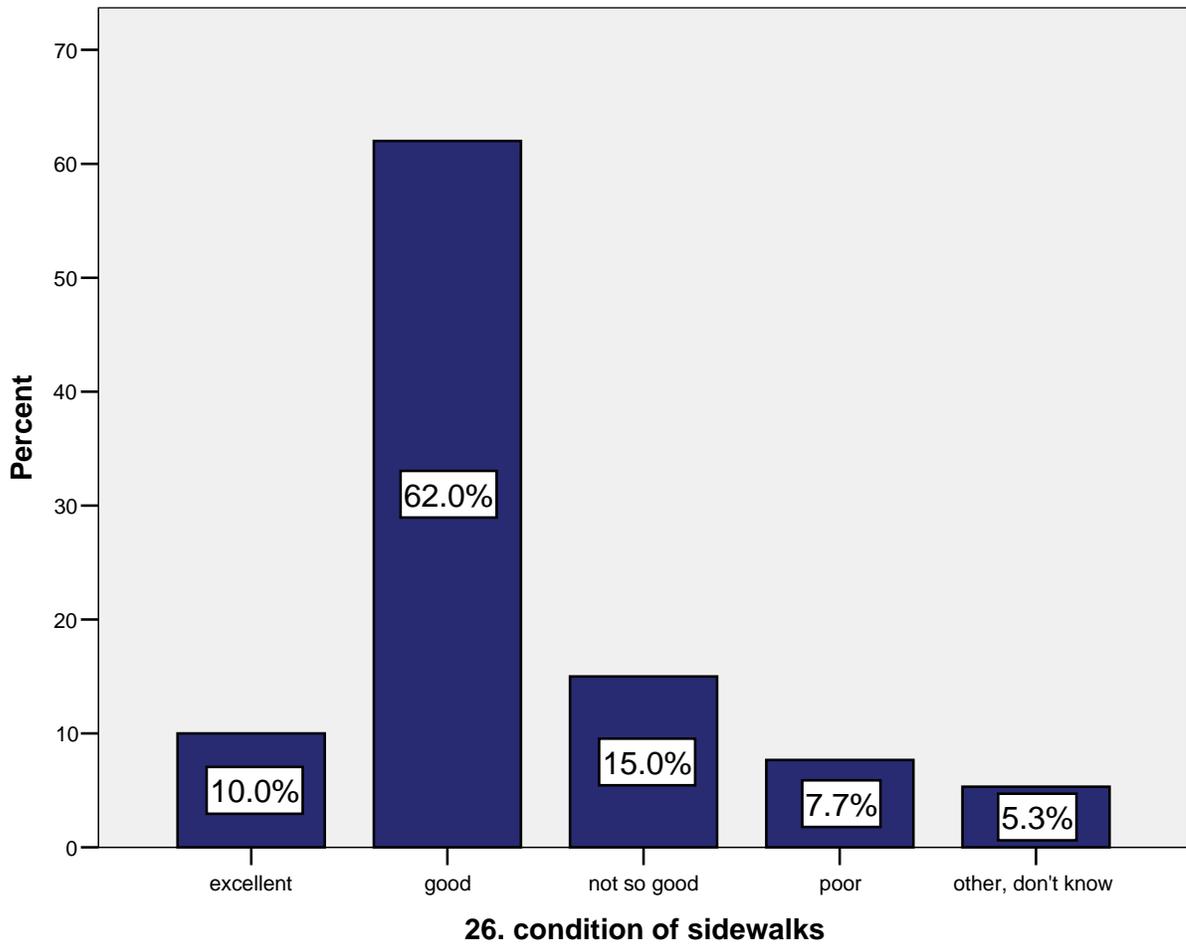


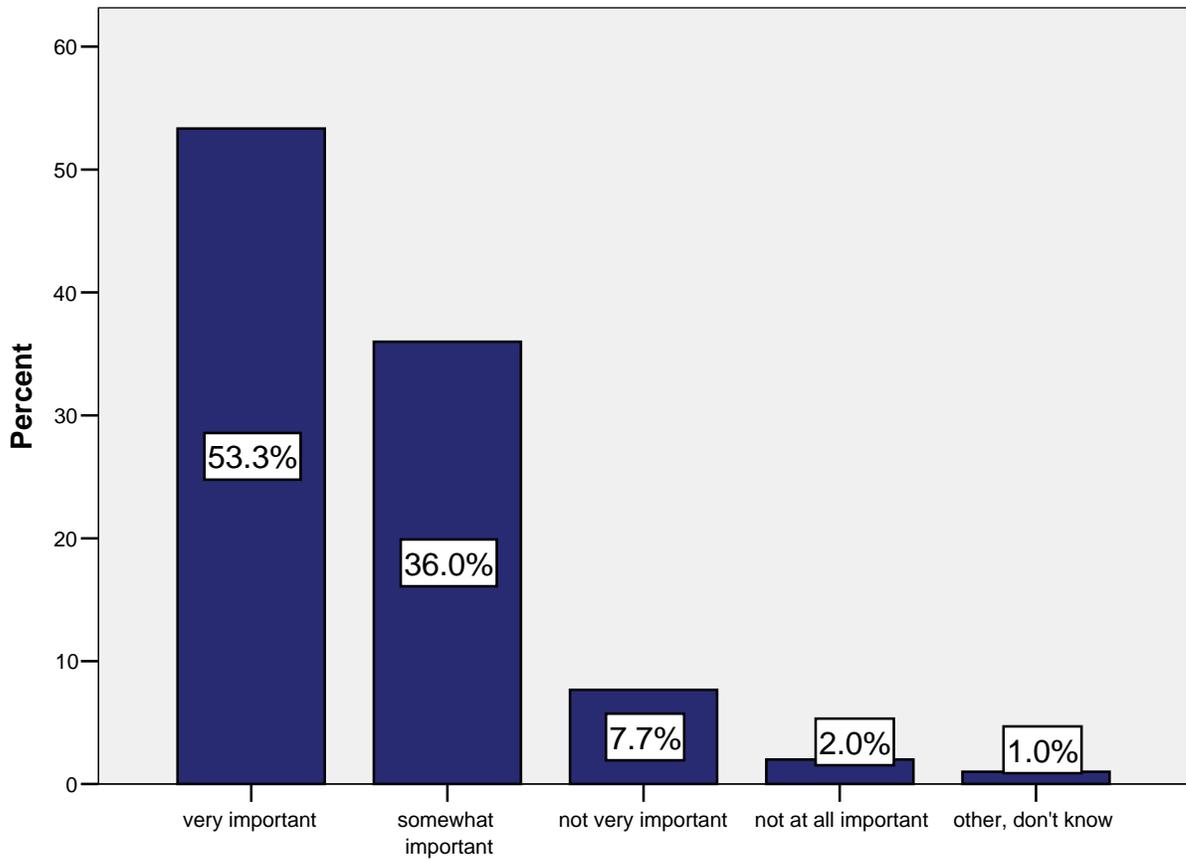
22. diverse mix of businesses



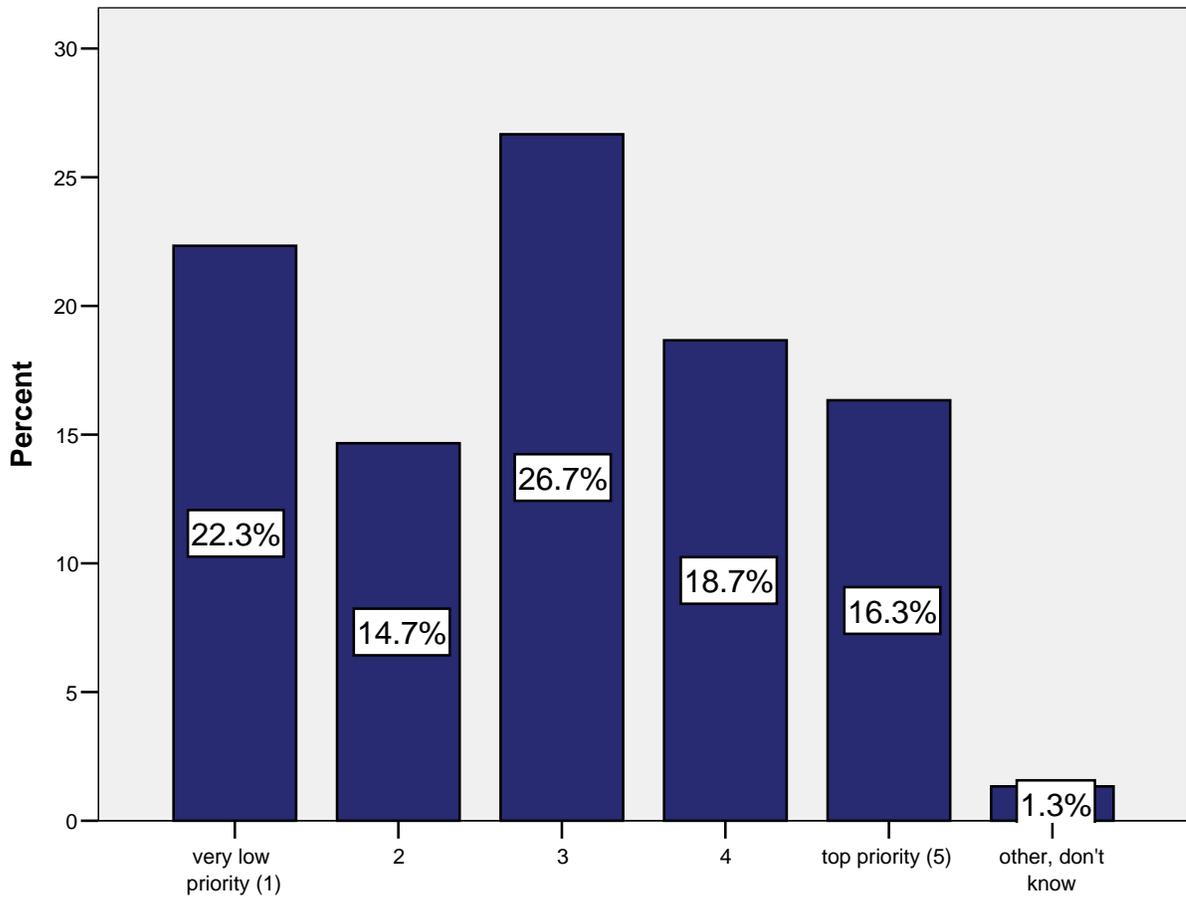




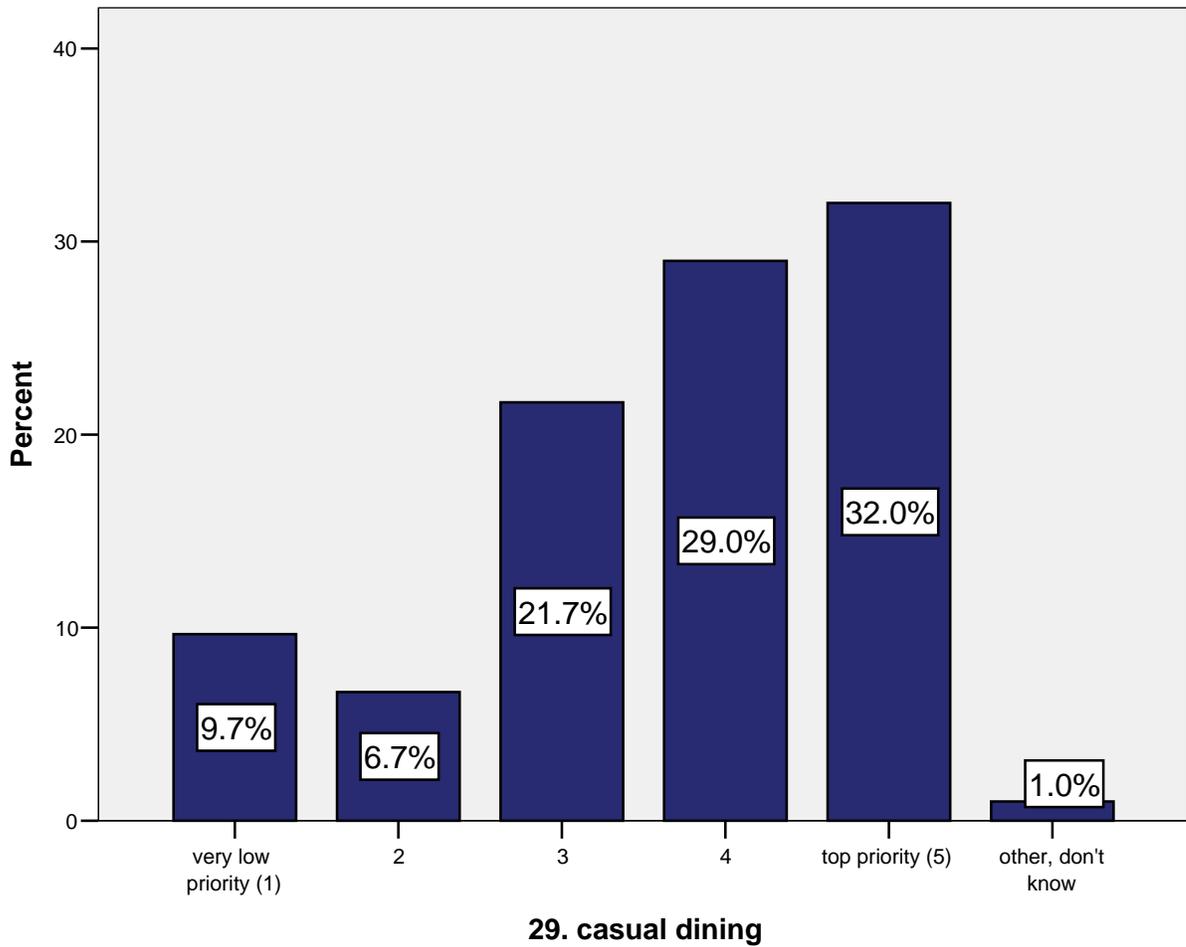


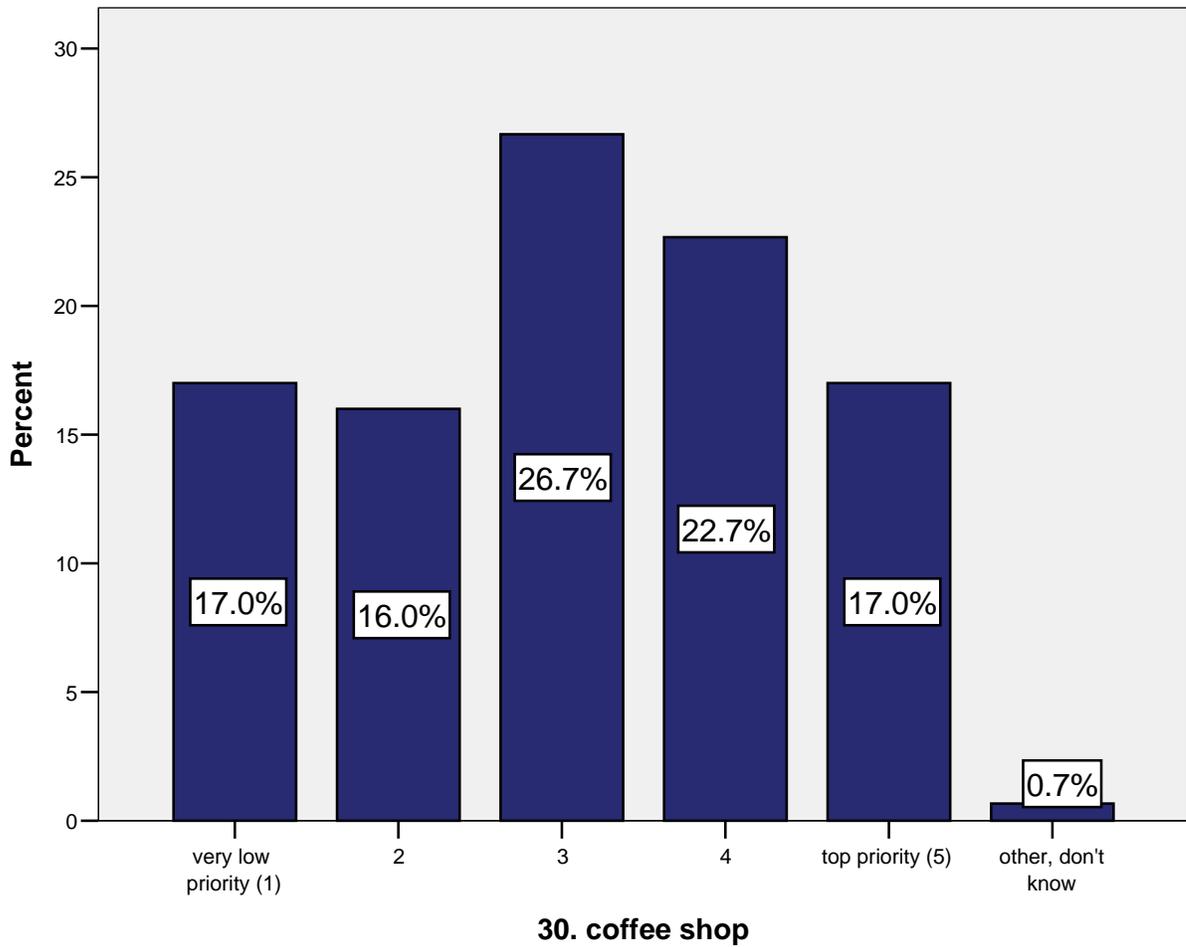


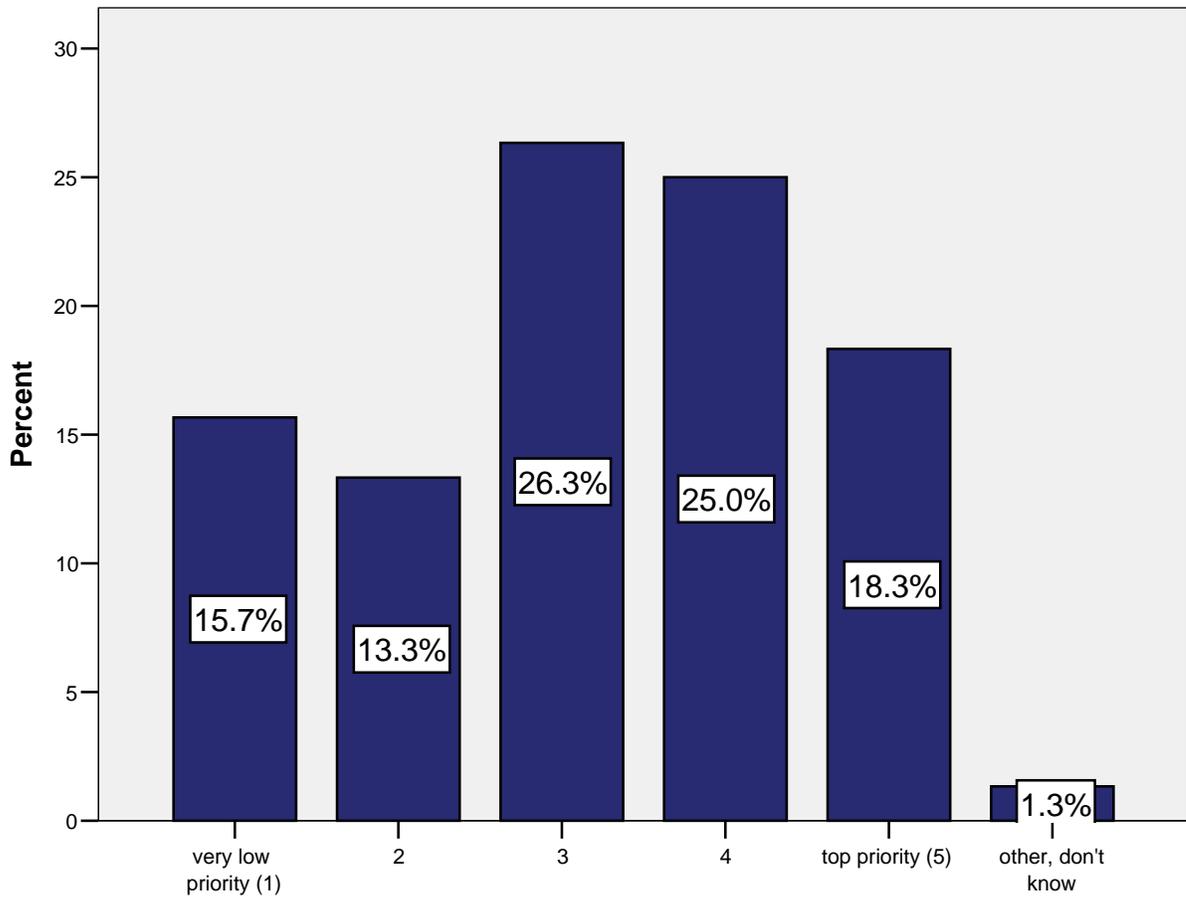
**27. How important would you say it is that downtown West Plains work to retain its historic character?**



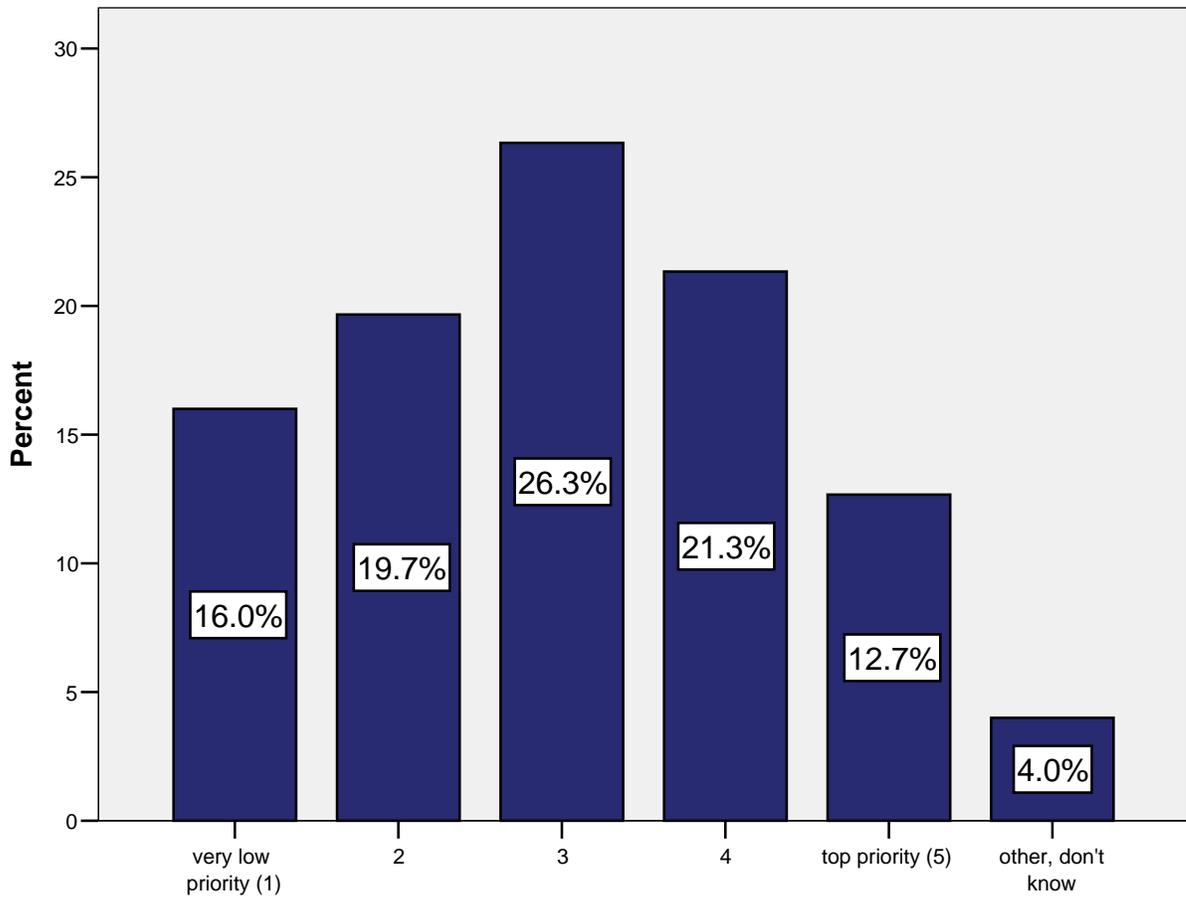
**28. lodging such as hotel, motel or bed and breakfast**



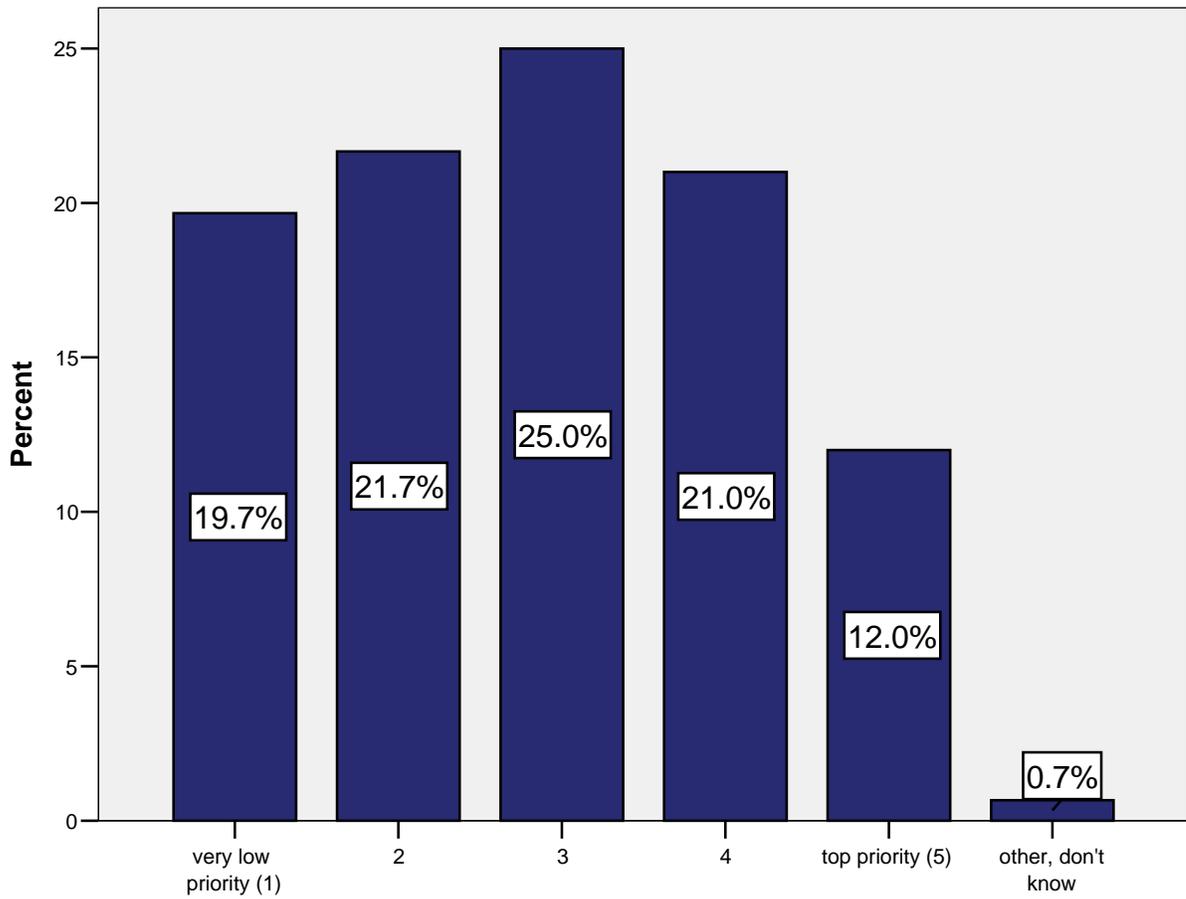




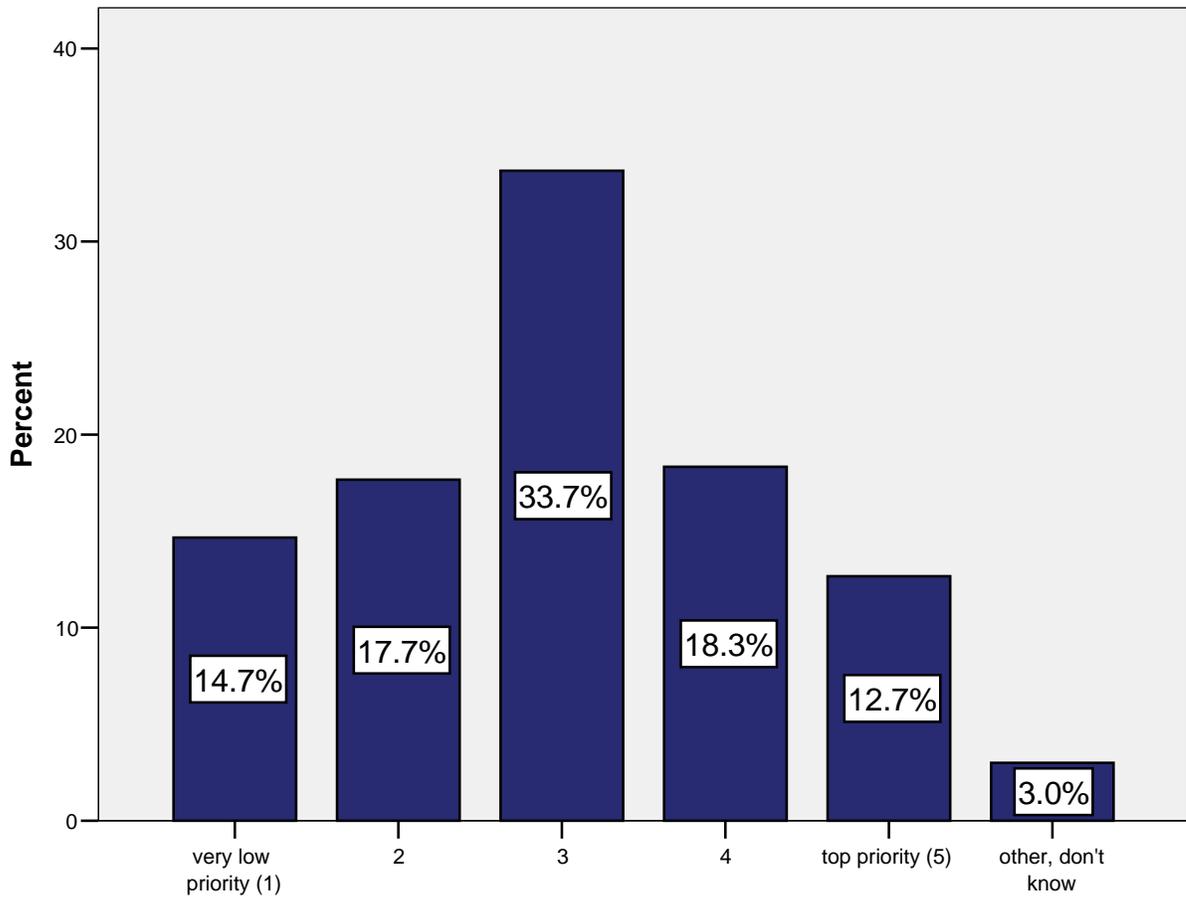
31. ice cream shop/soda fountain



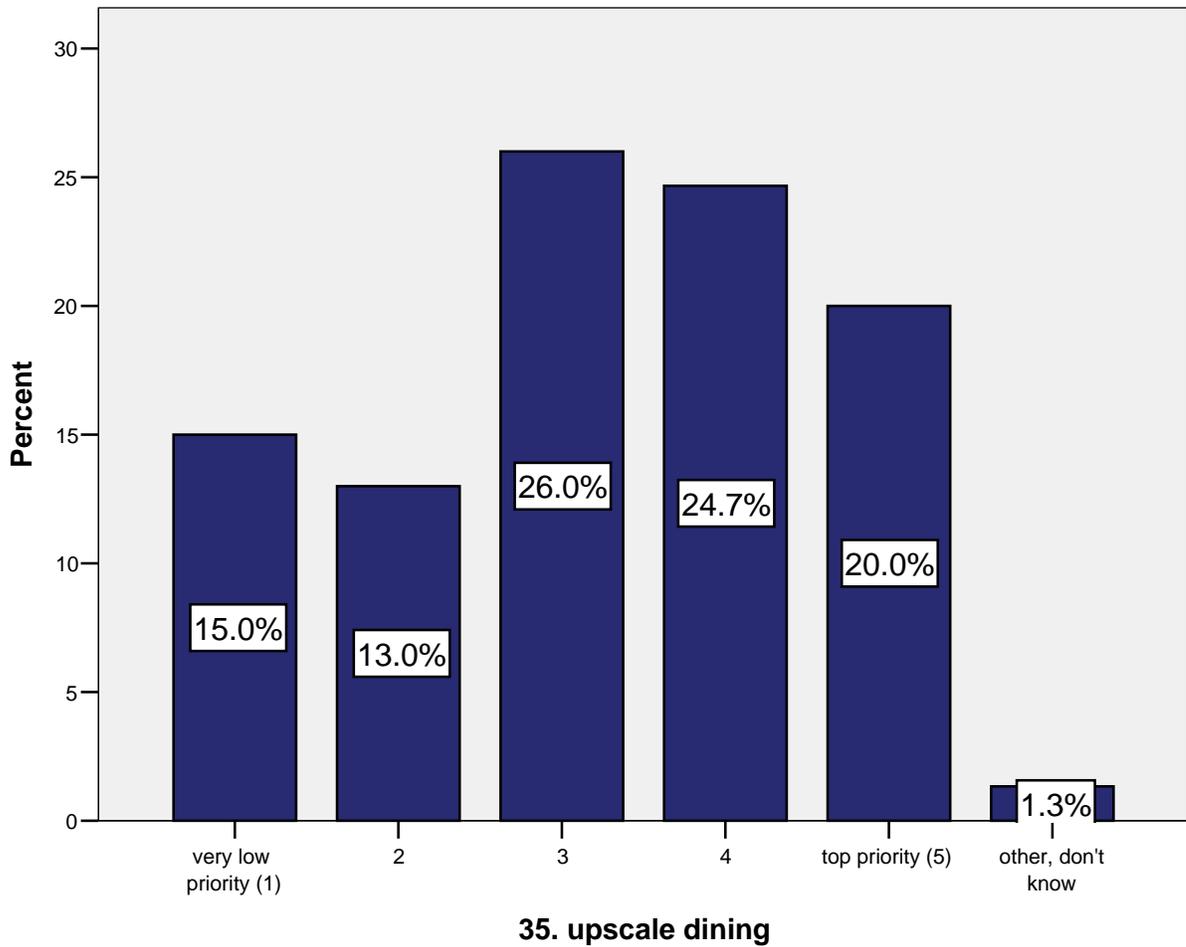
32. upscale specialty shops

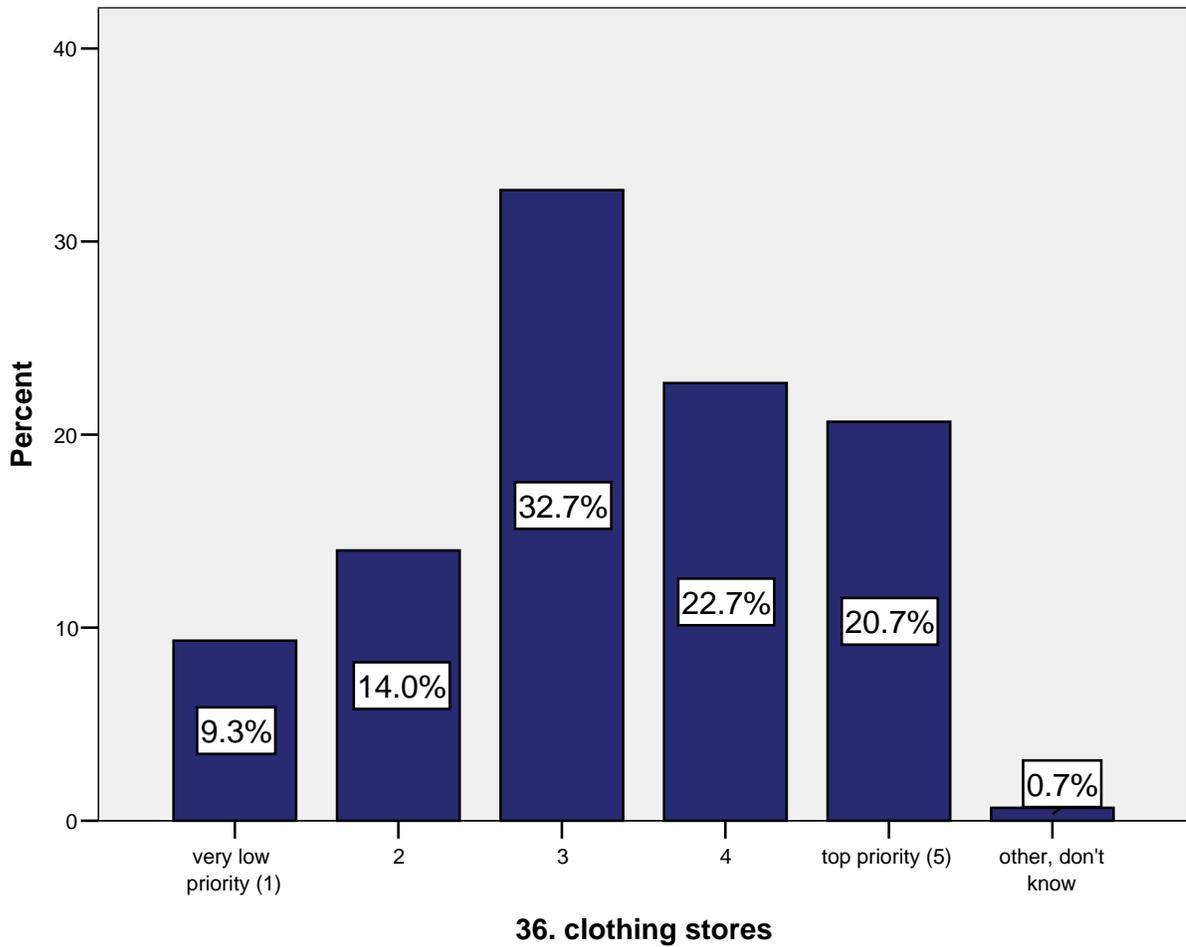


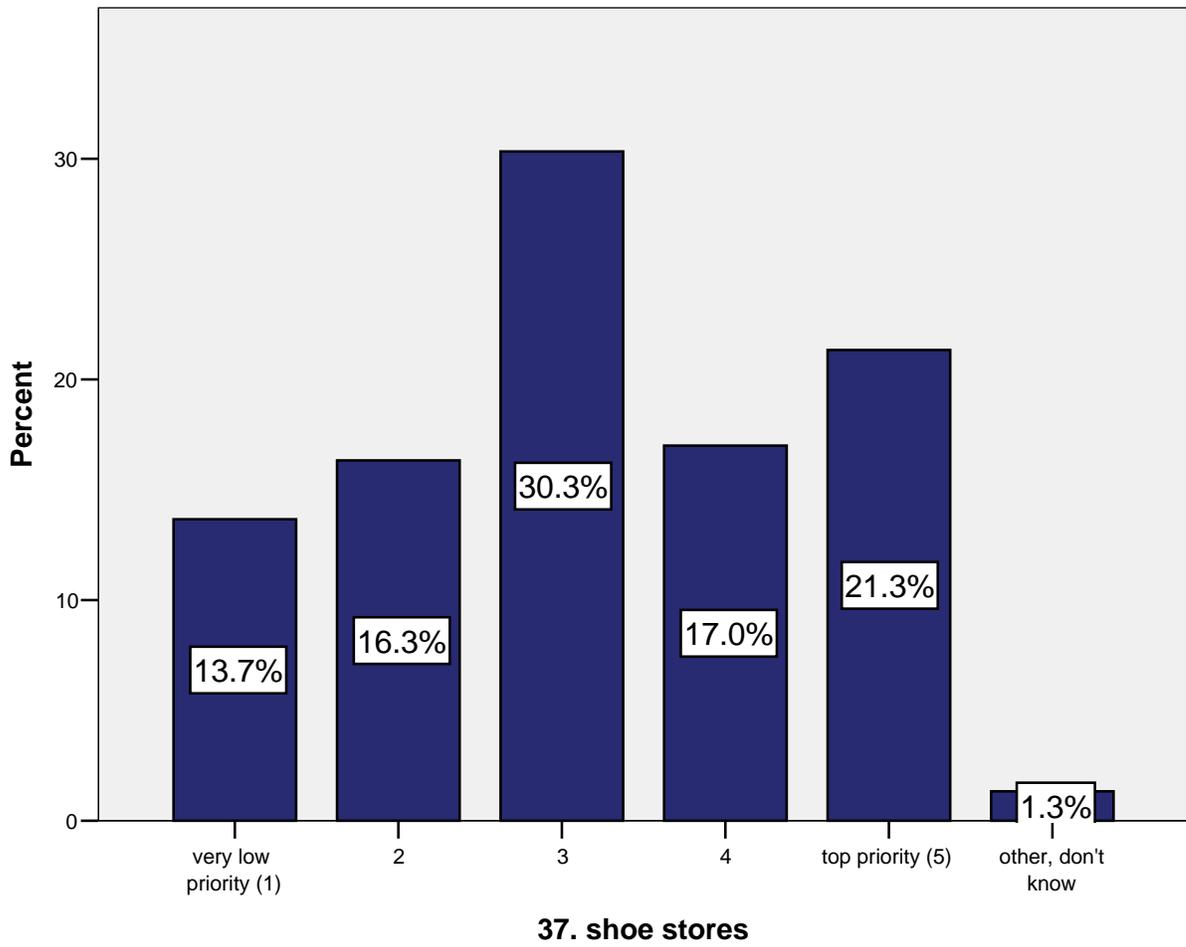
33. antique shops

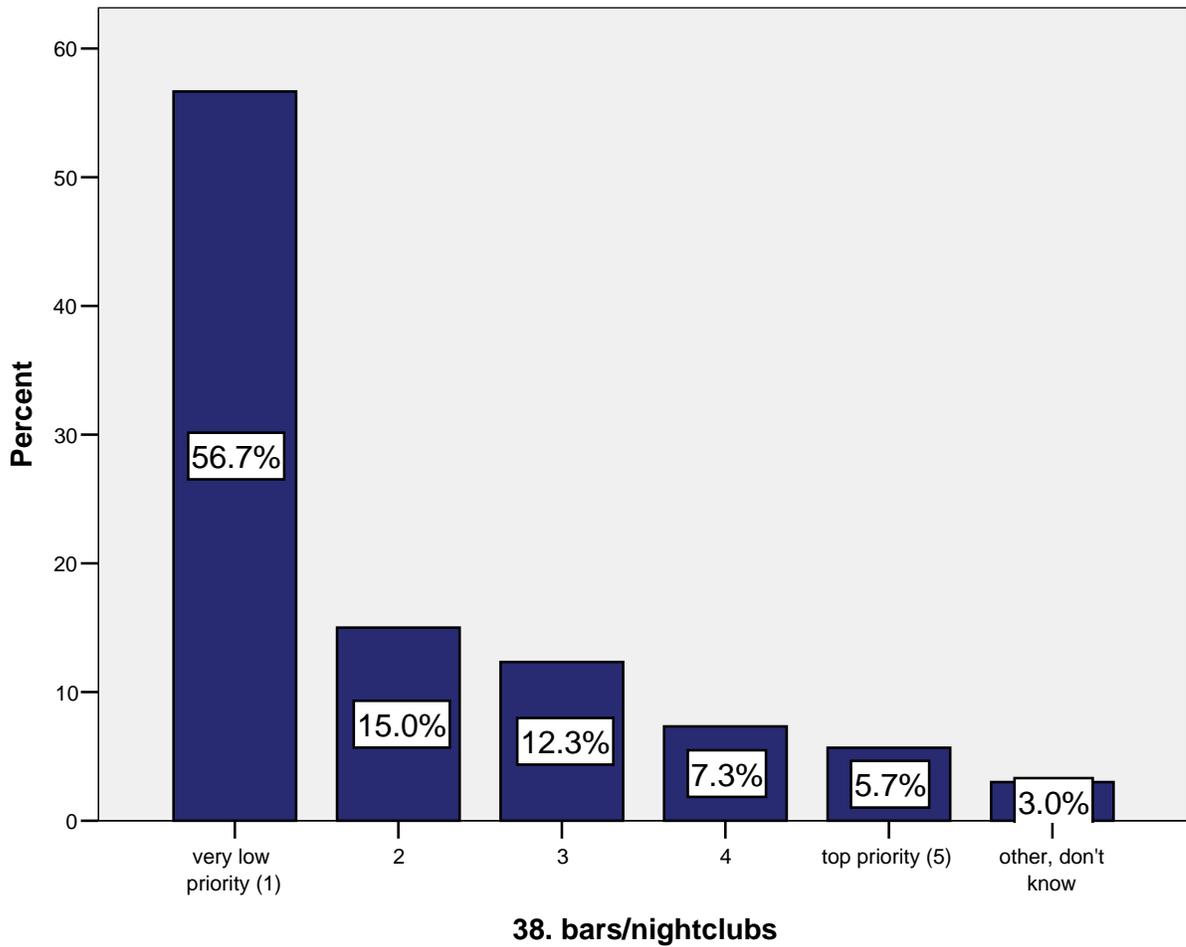


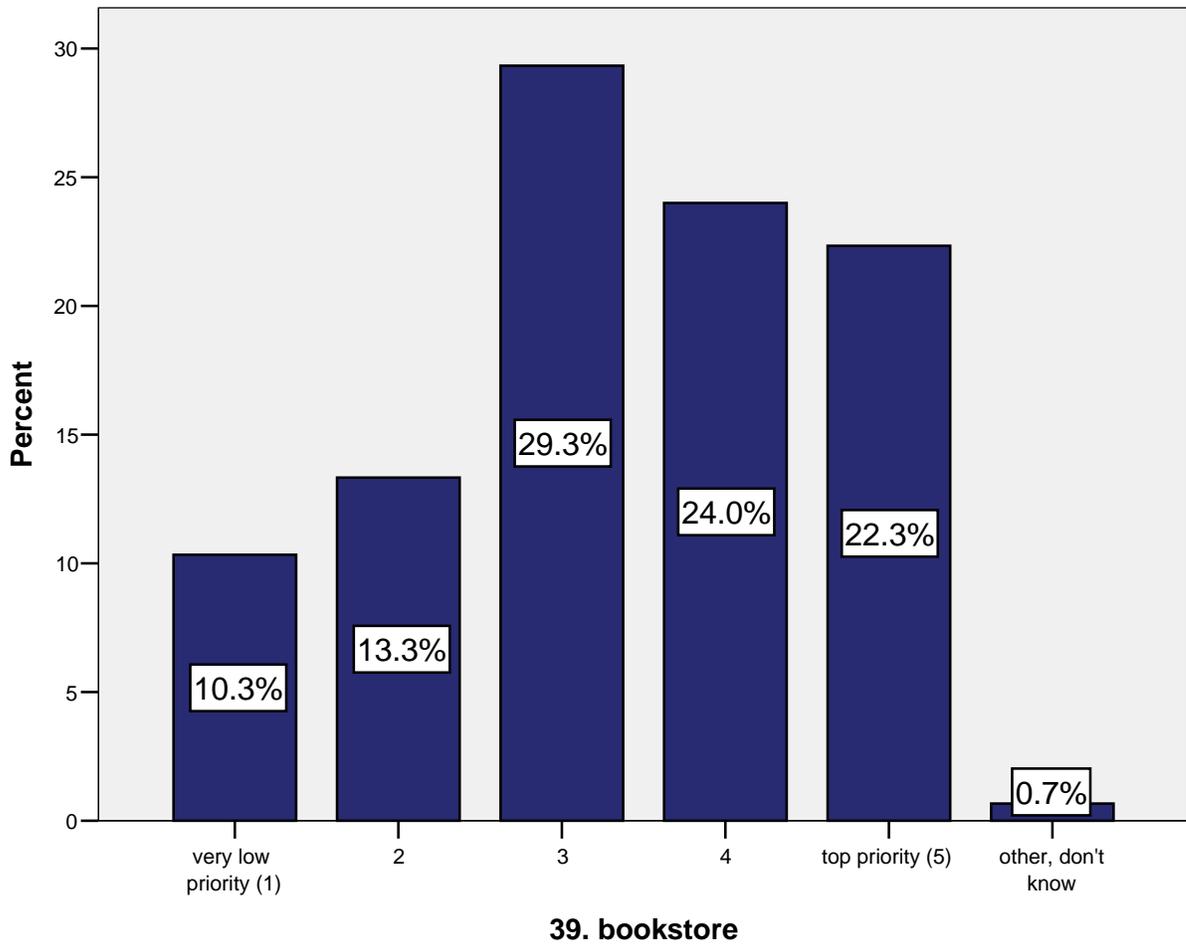
34. art galleries and shops

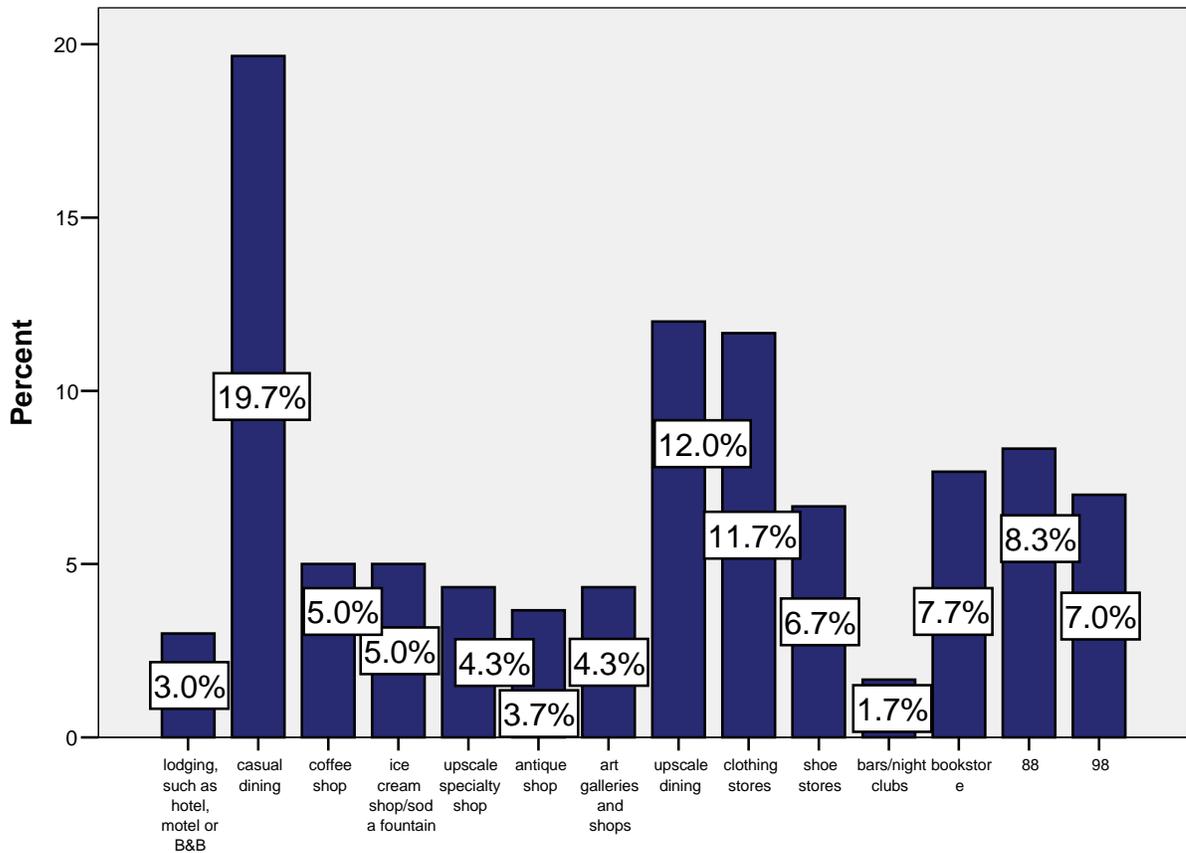




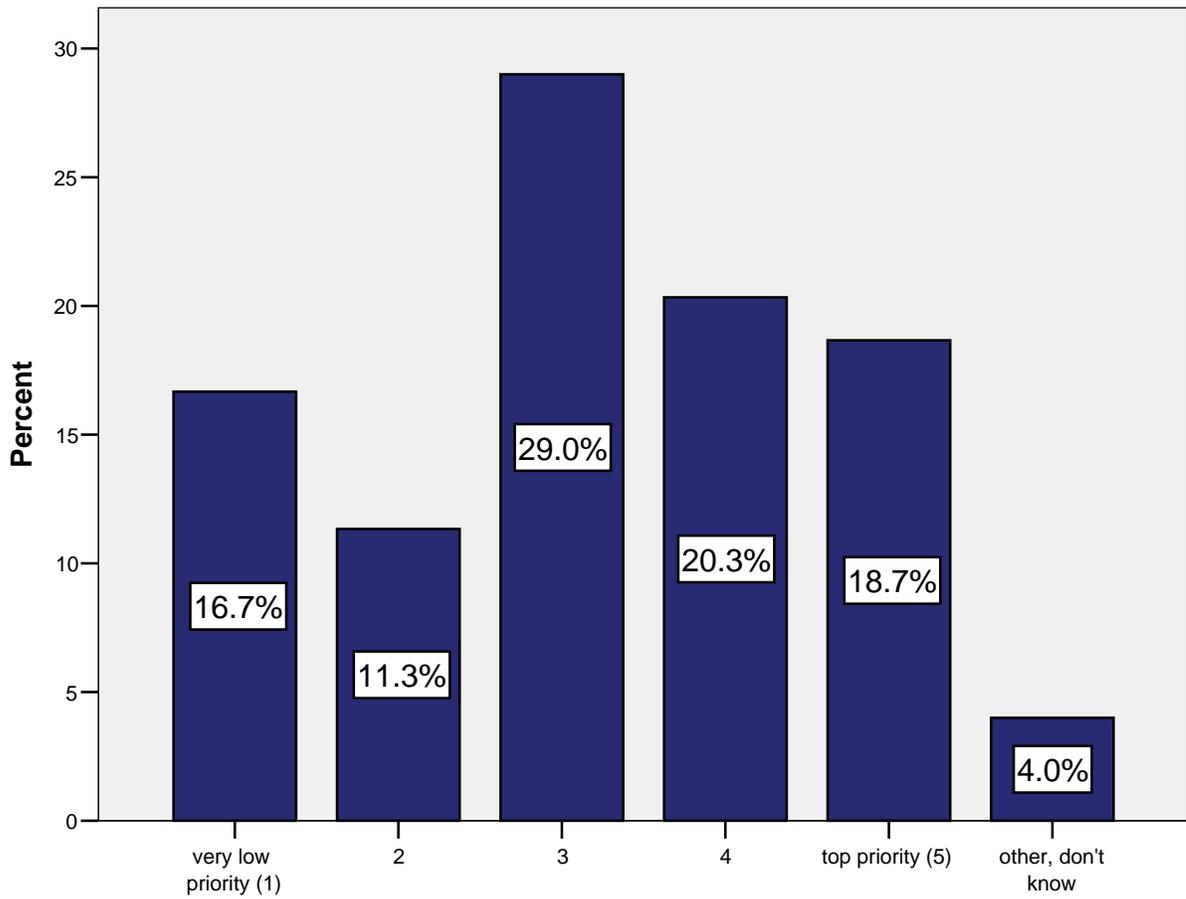




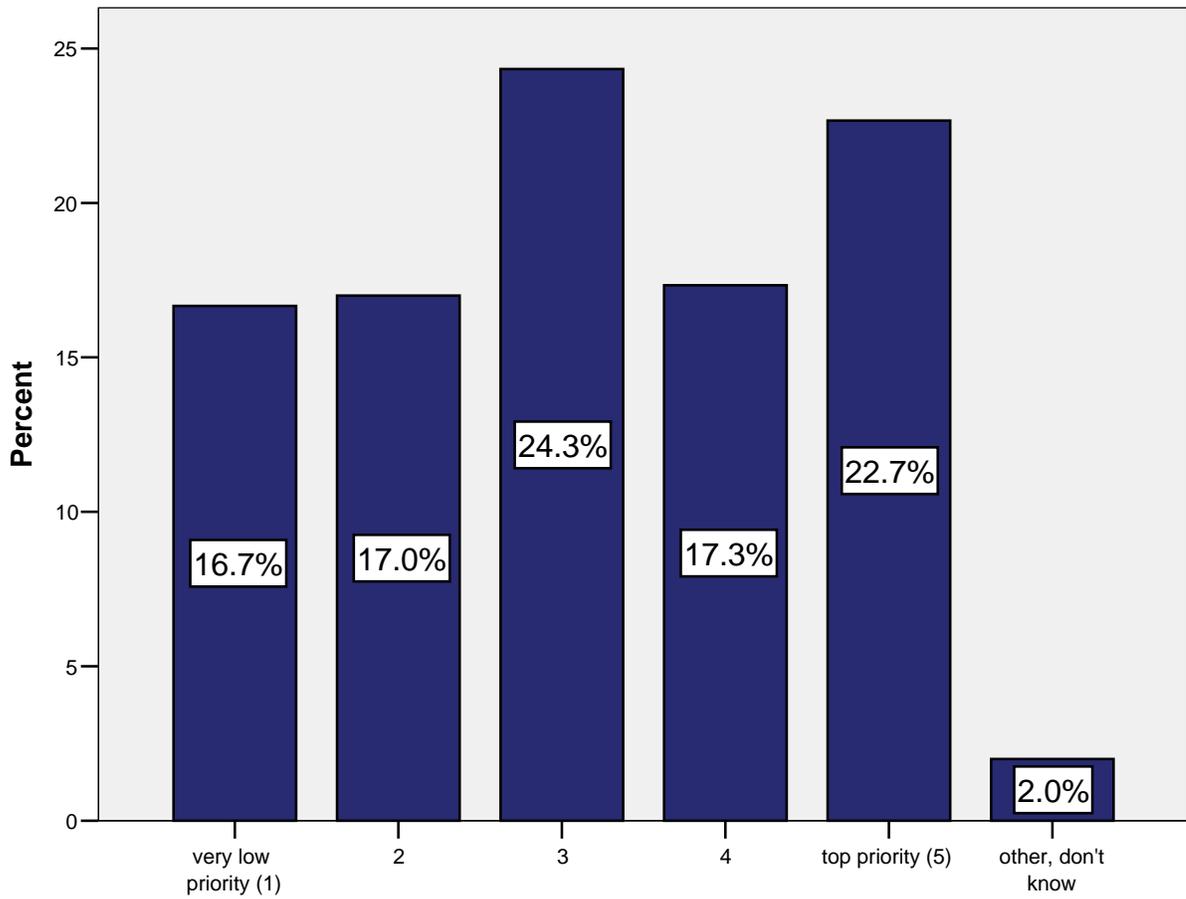




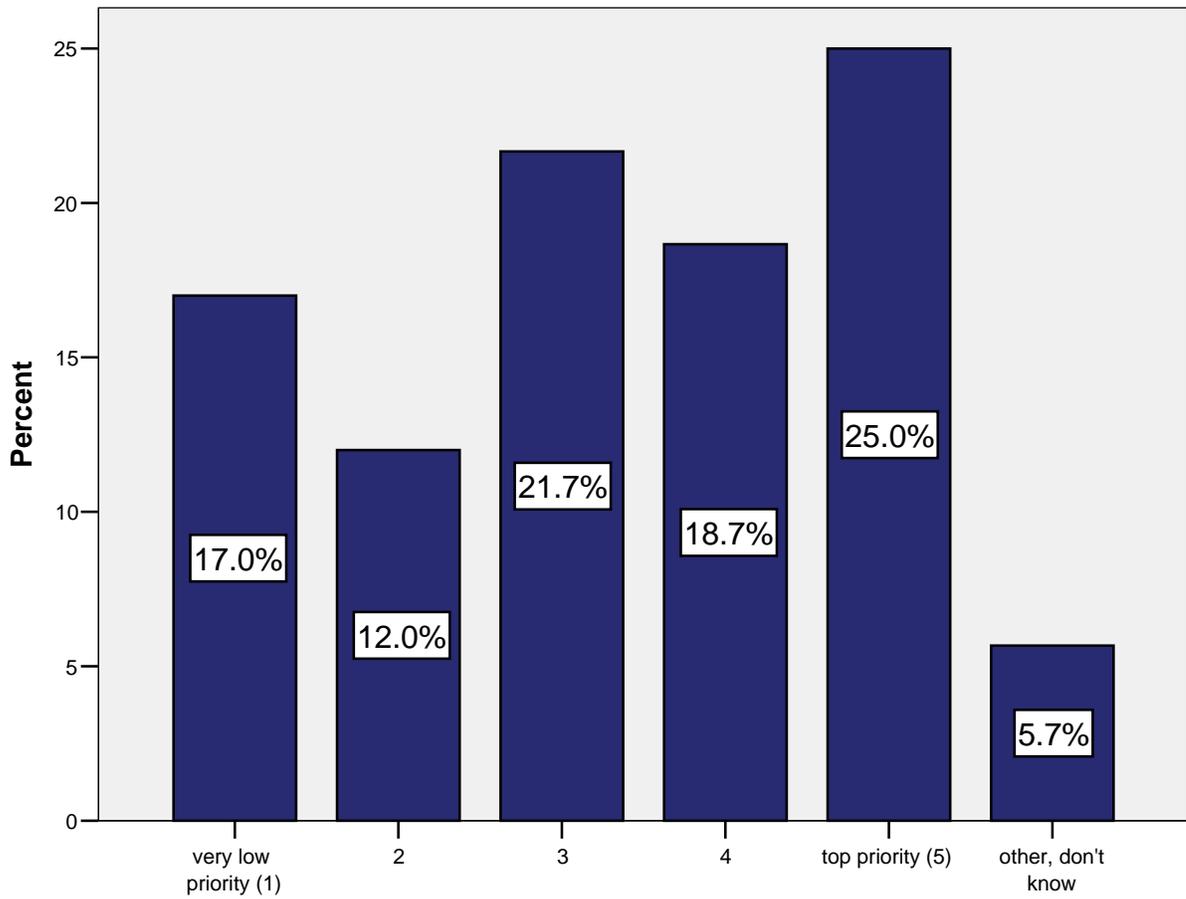
**40. Of the items listed above, what business would you most like to see in downtown West Plains?**



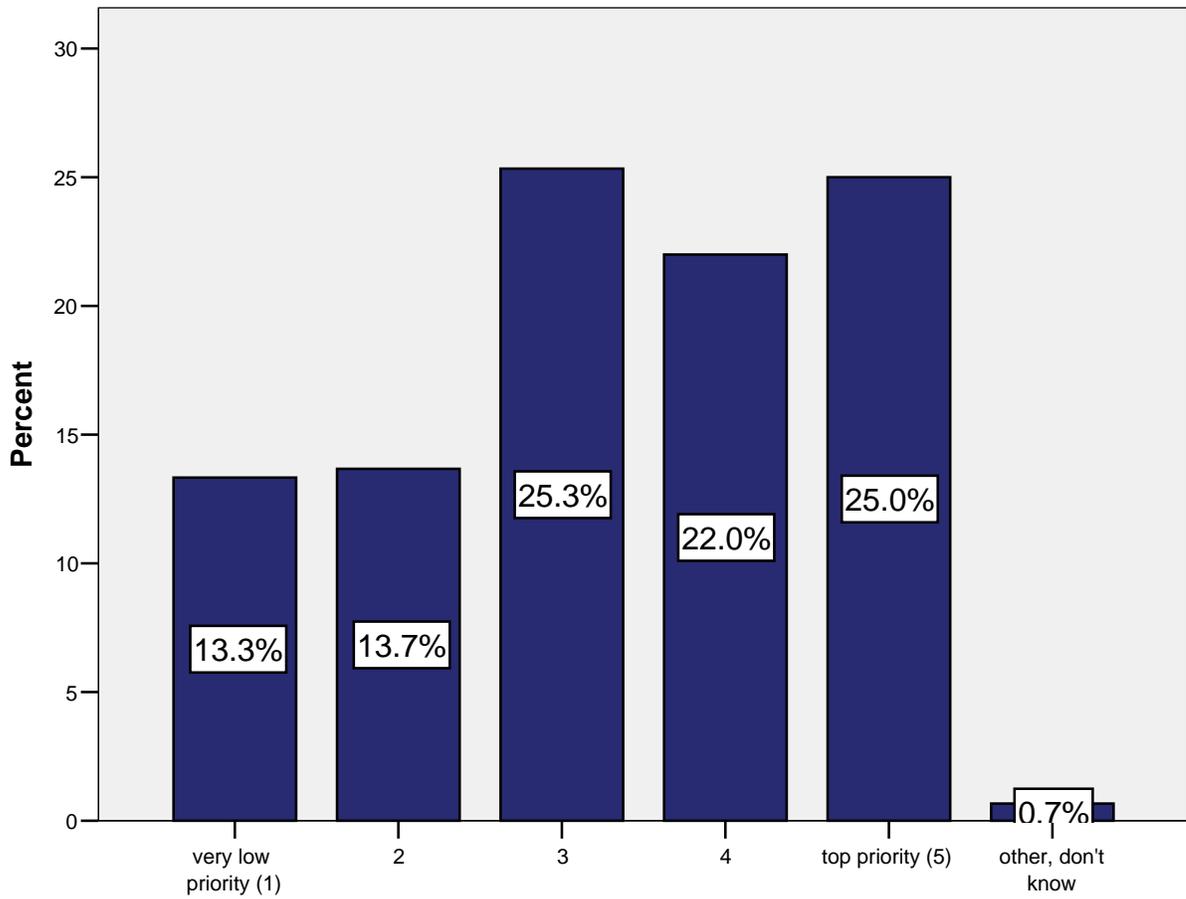
41. adding green space



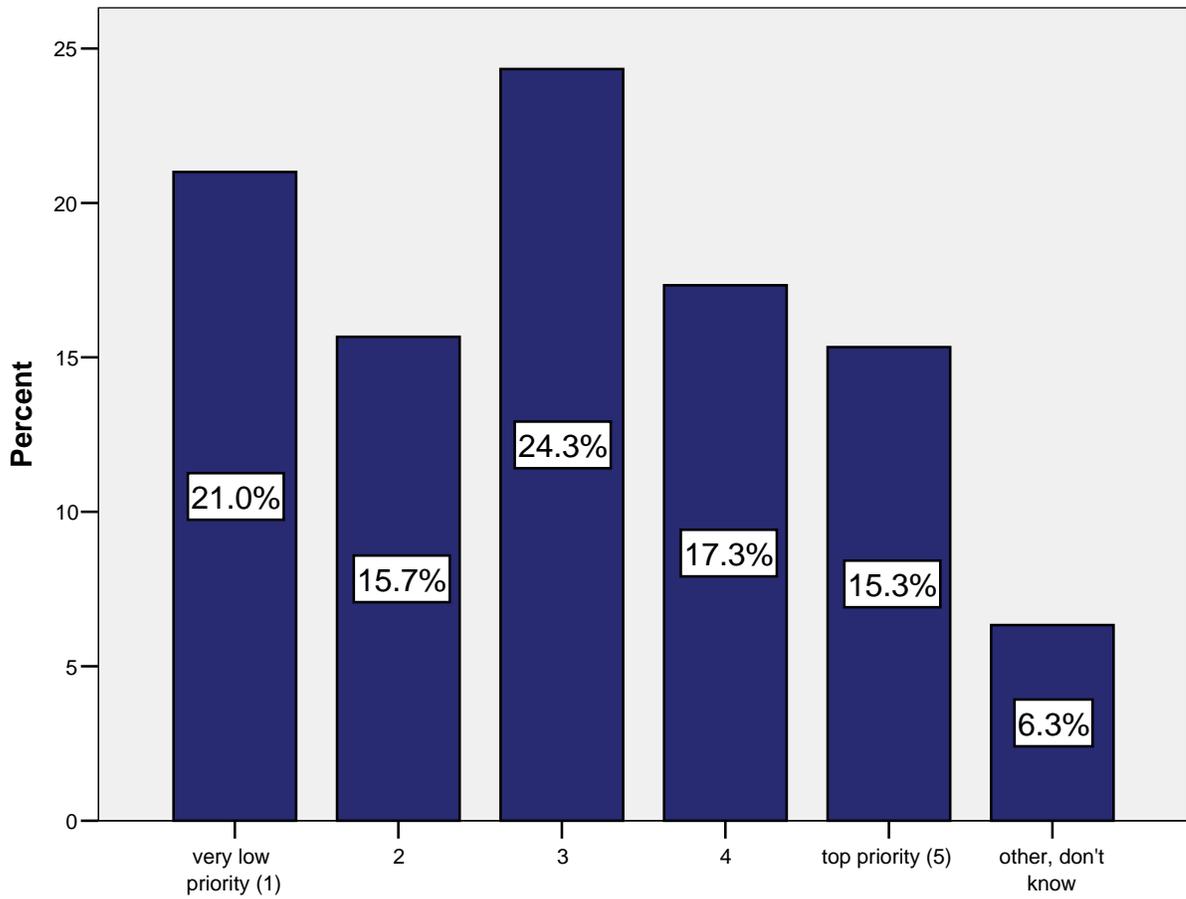
42. improving lighting



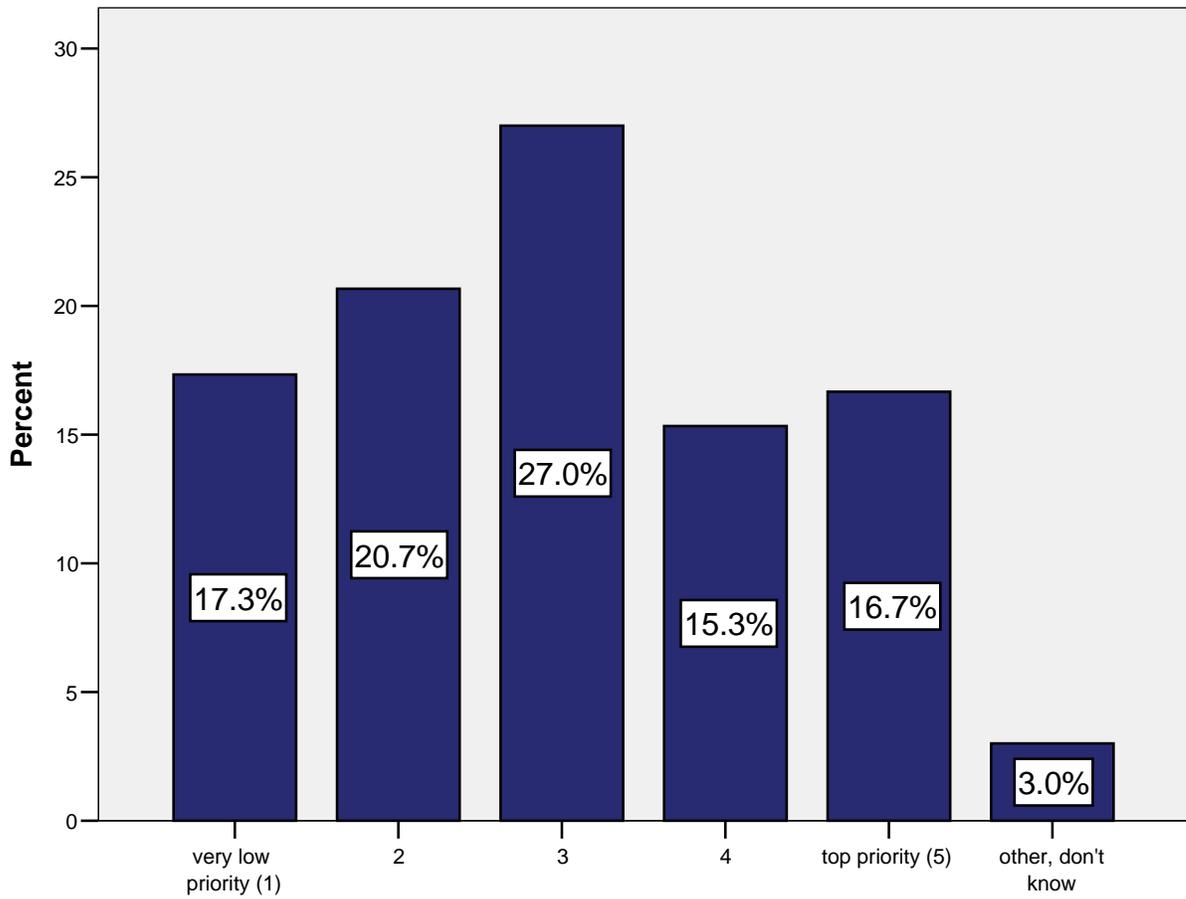
43. moving utilities underground



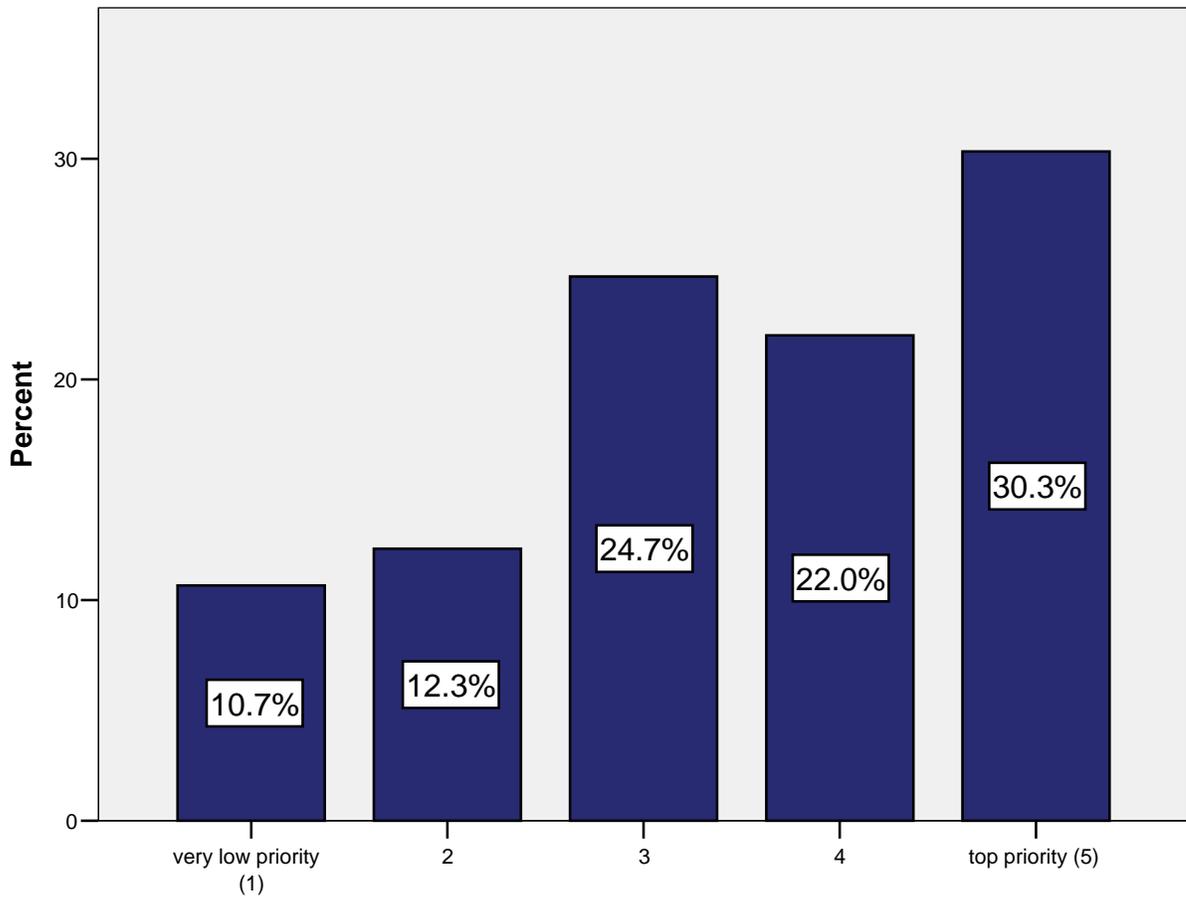
44. adding new parking spaces or lots



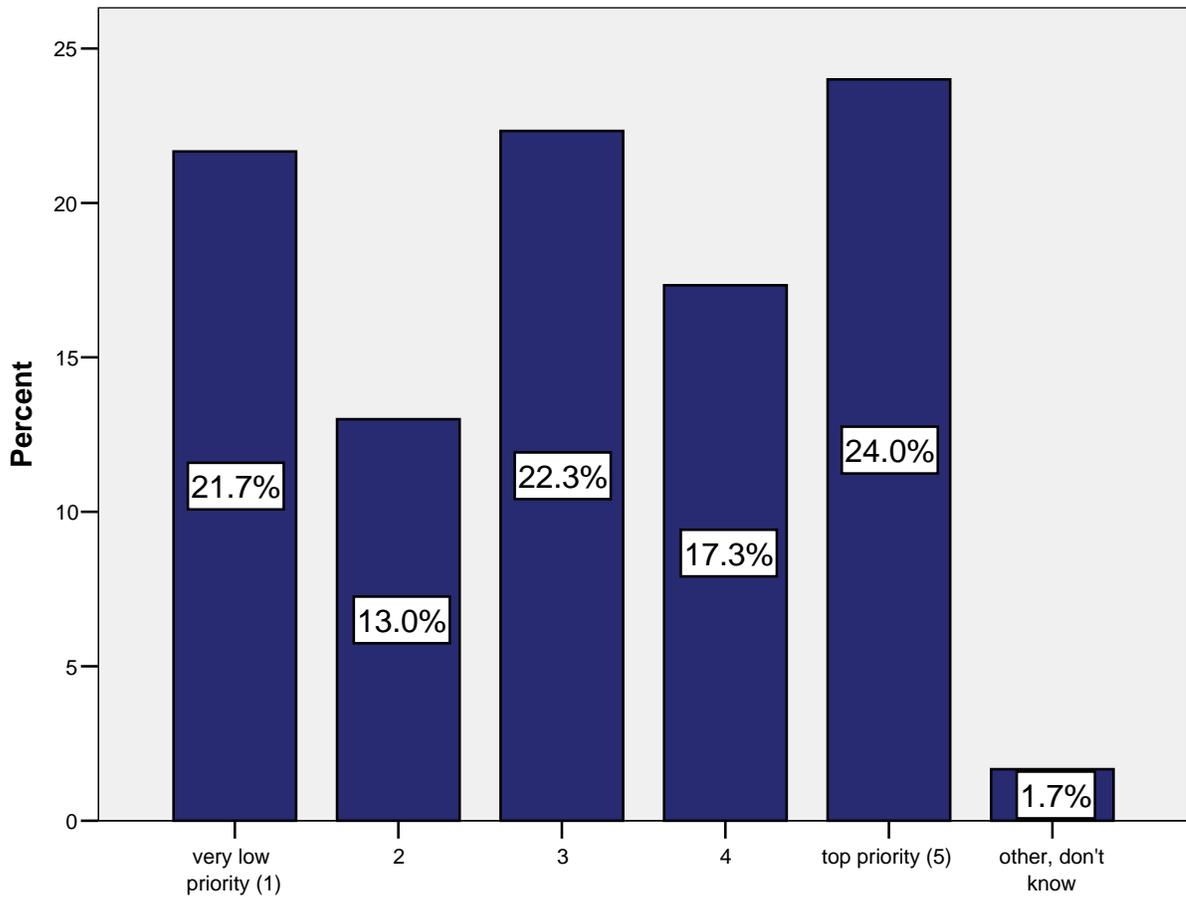
45. stricter code enforcement



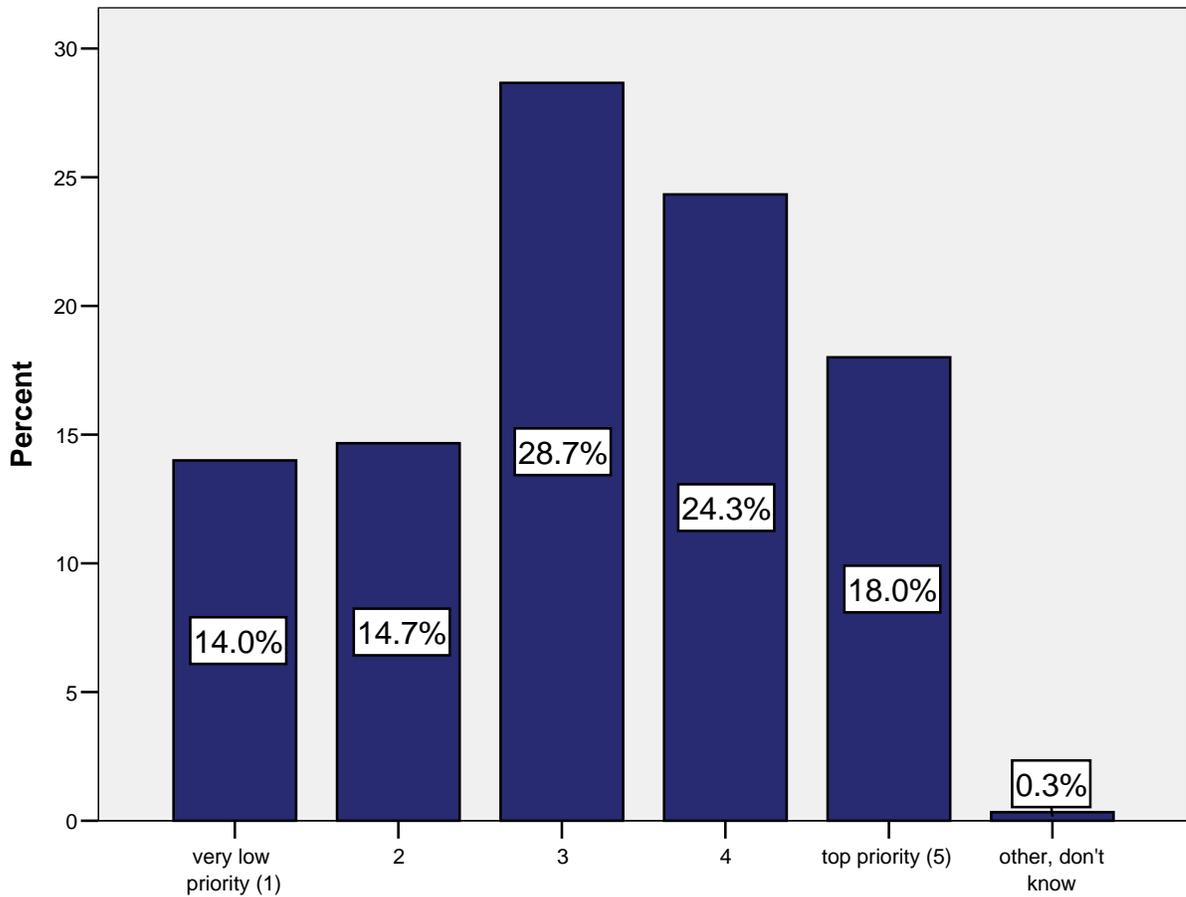
46. developing second-story residential space



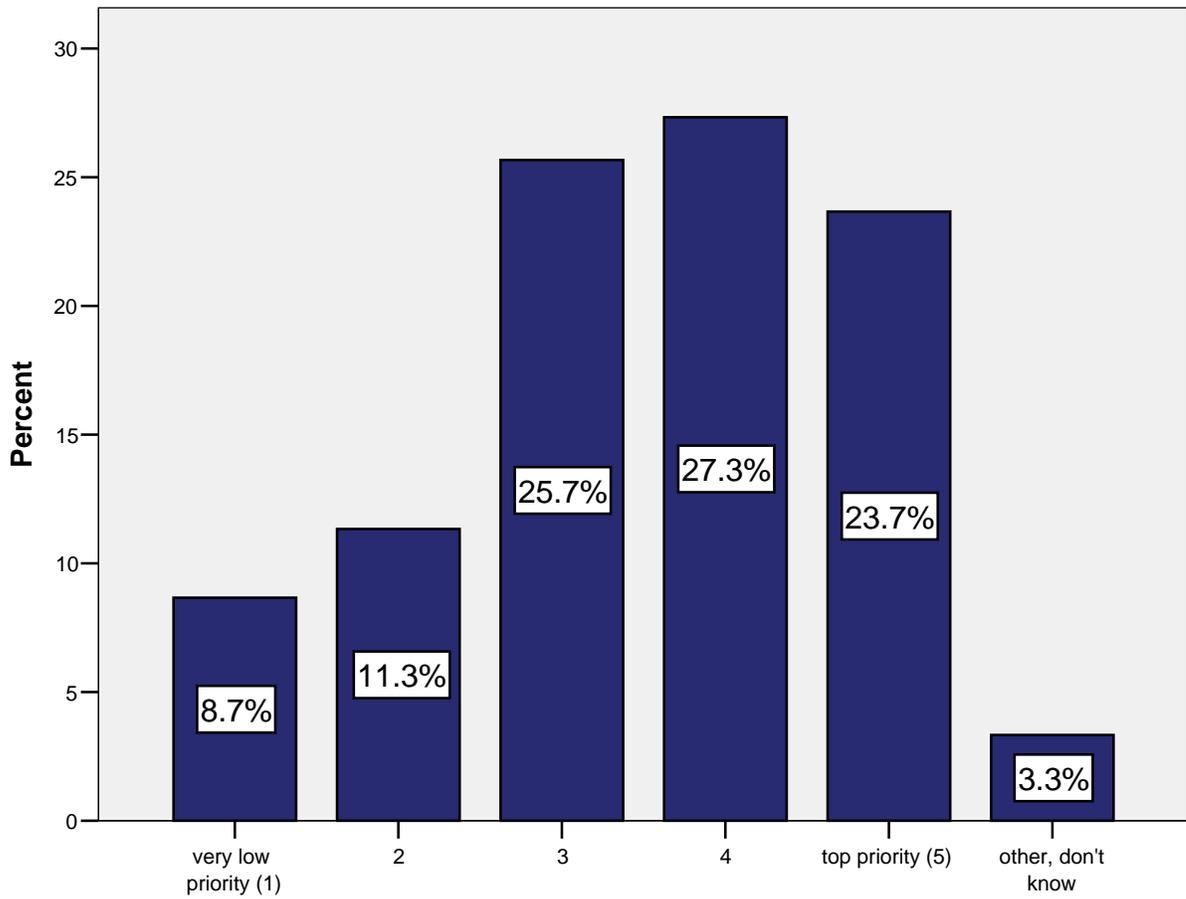
**47. making the area more pedestrian-friendly**



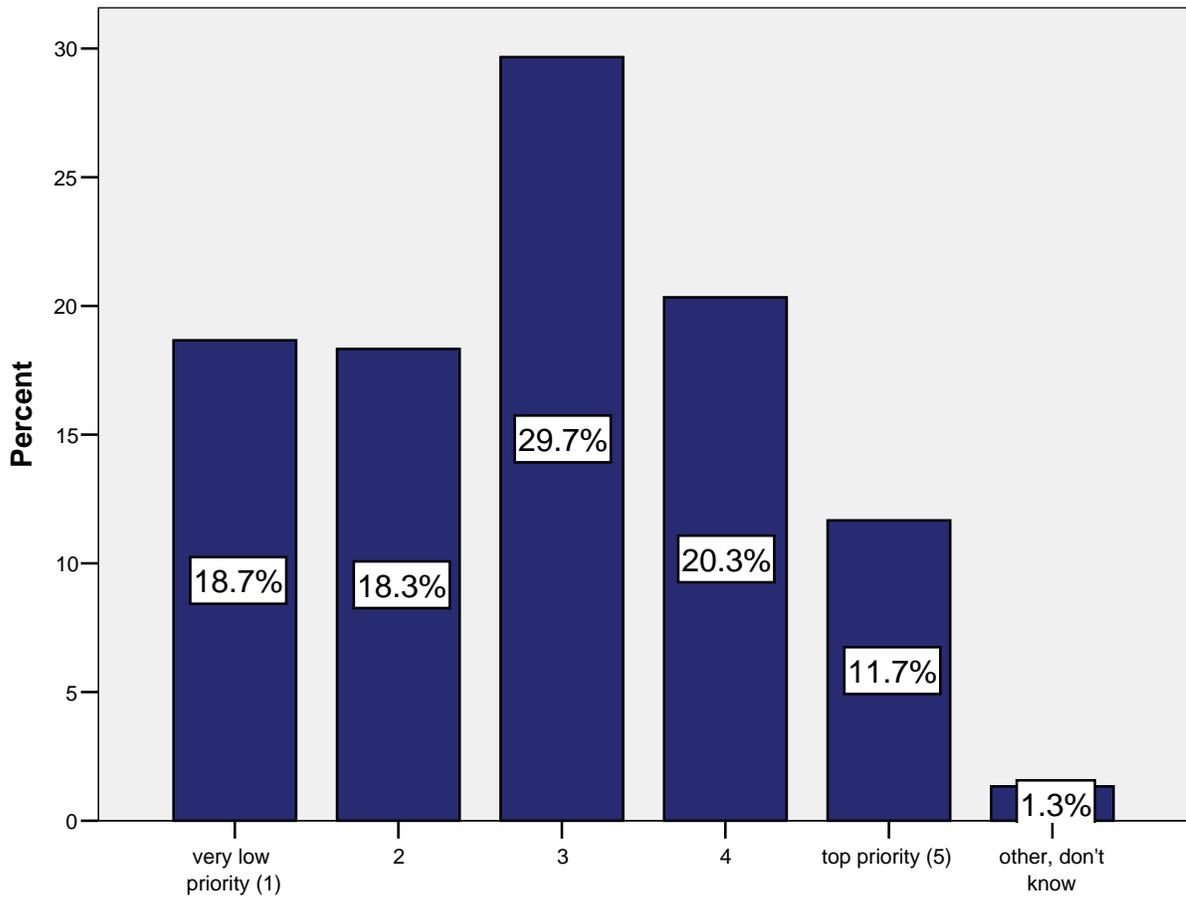
**48. adding water features, such as fountains or waterfalls**



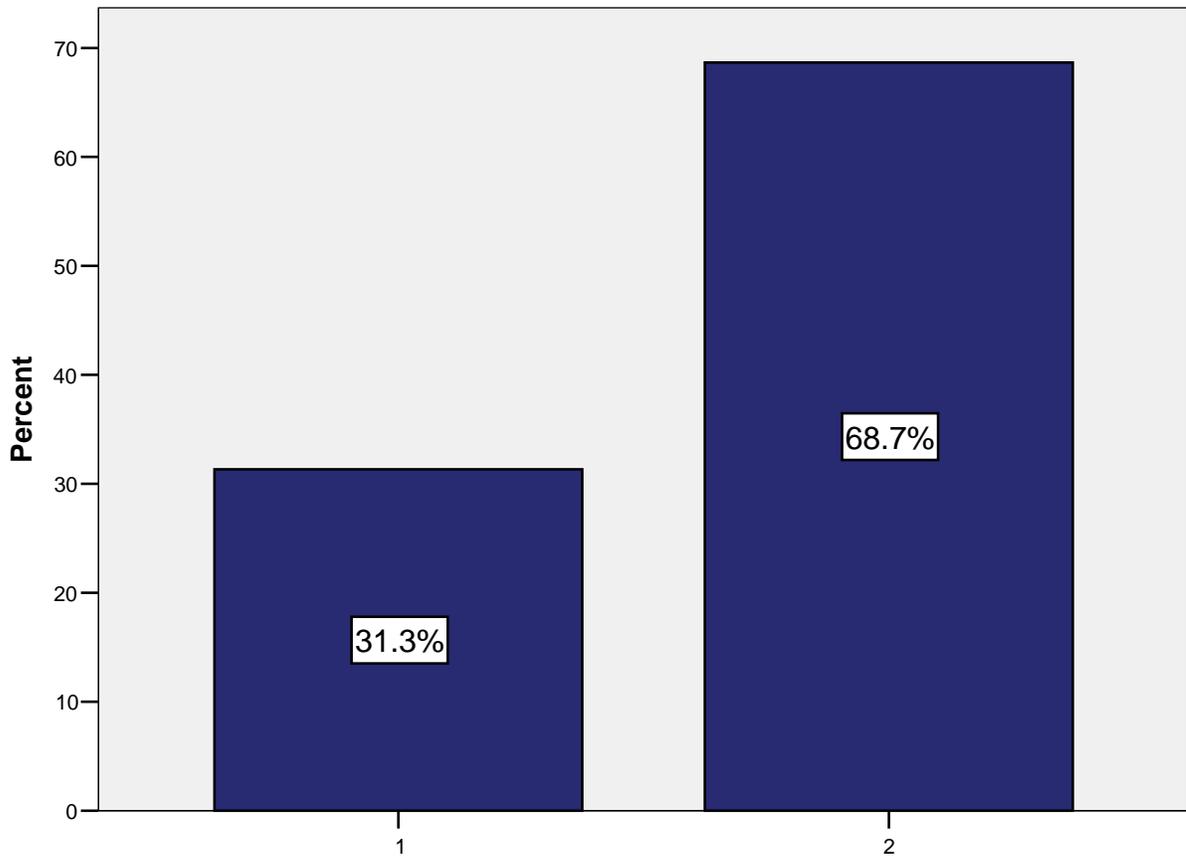
**49. improving signage to help people find their way around**



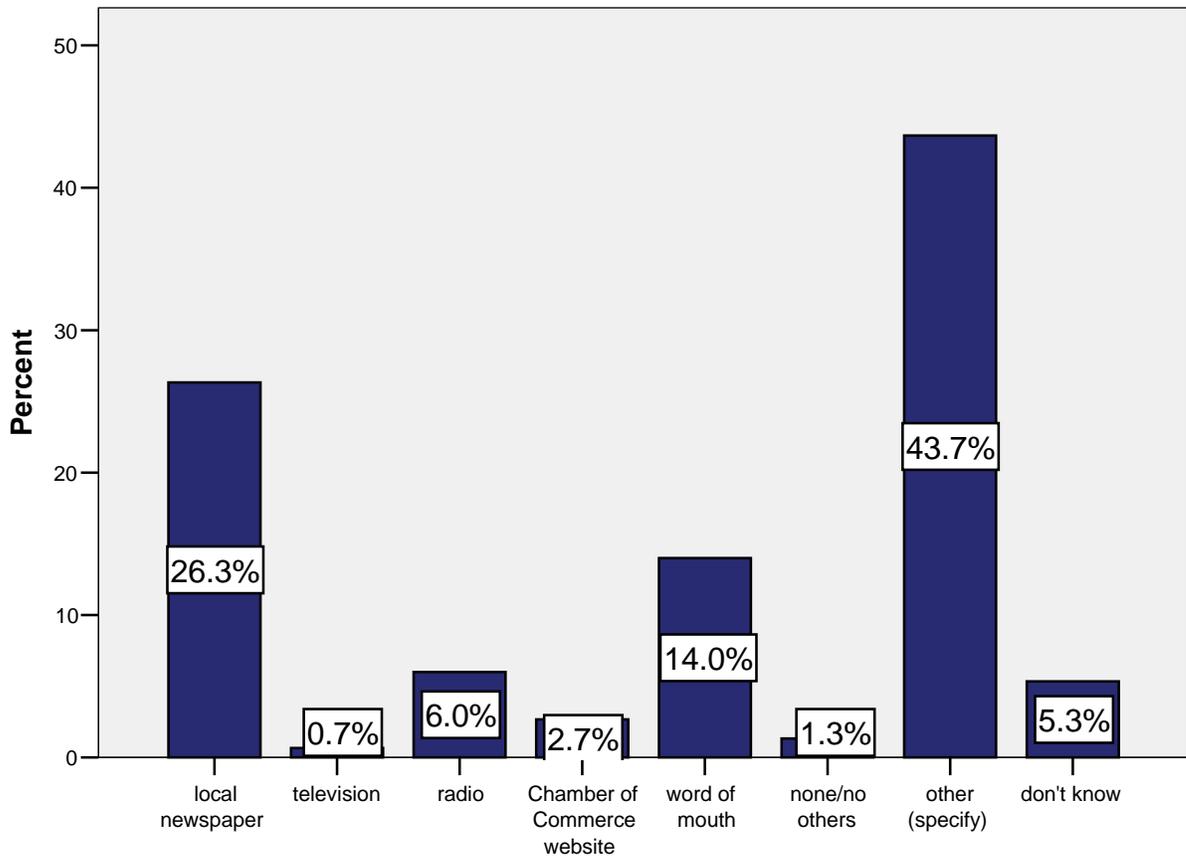
50. improving building facades



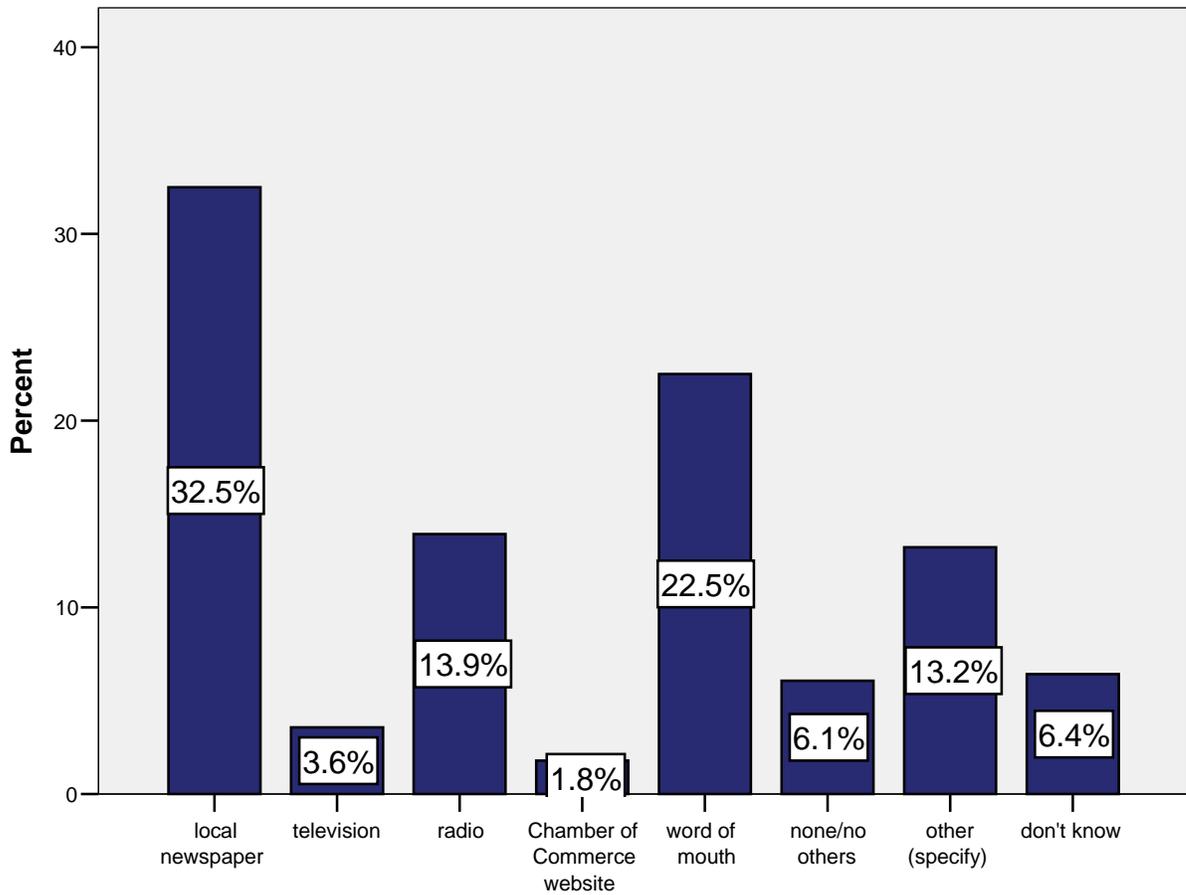
51. adding murals or other public art



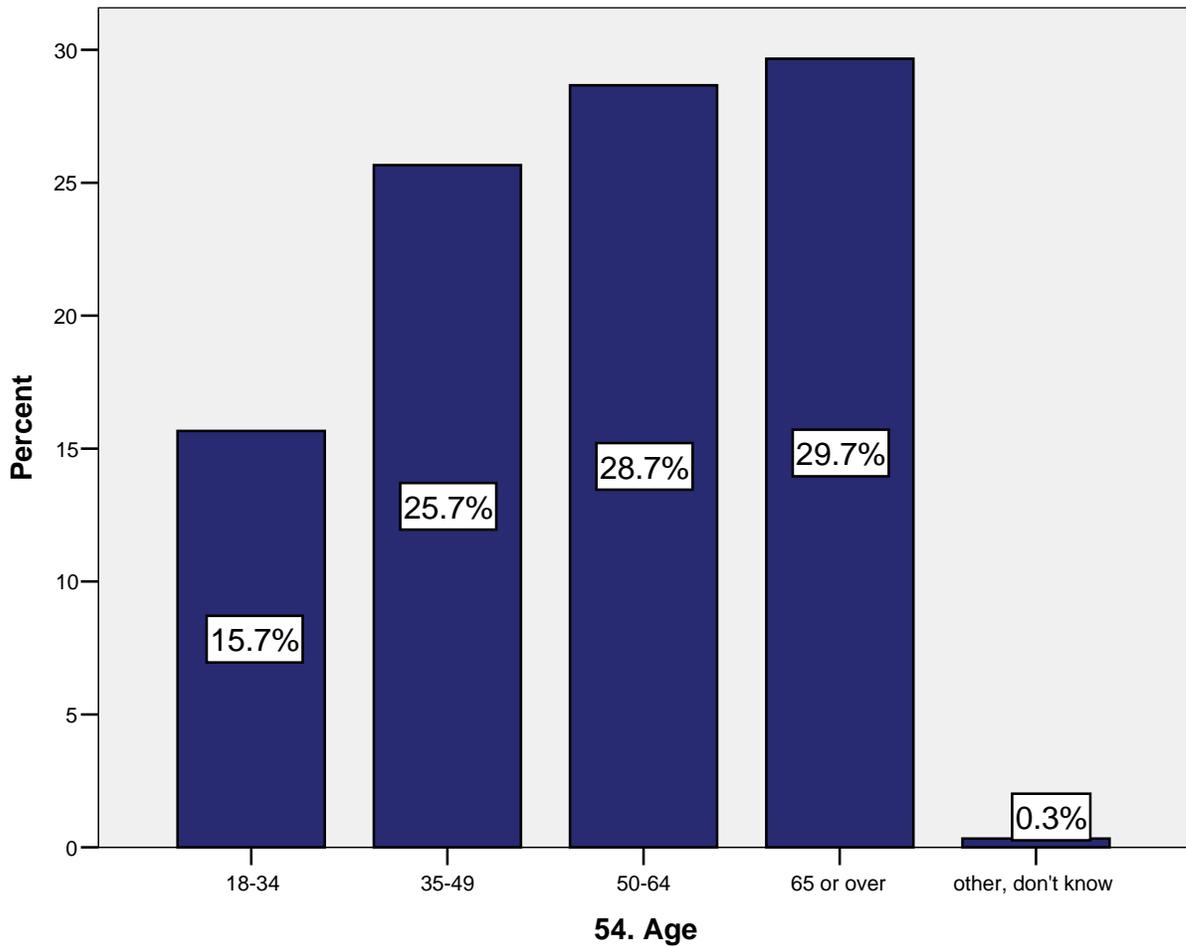
**52. Are there any other improvements you think should be made to downtown West Plains?**

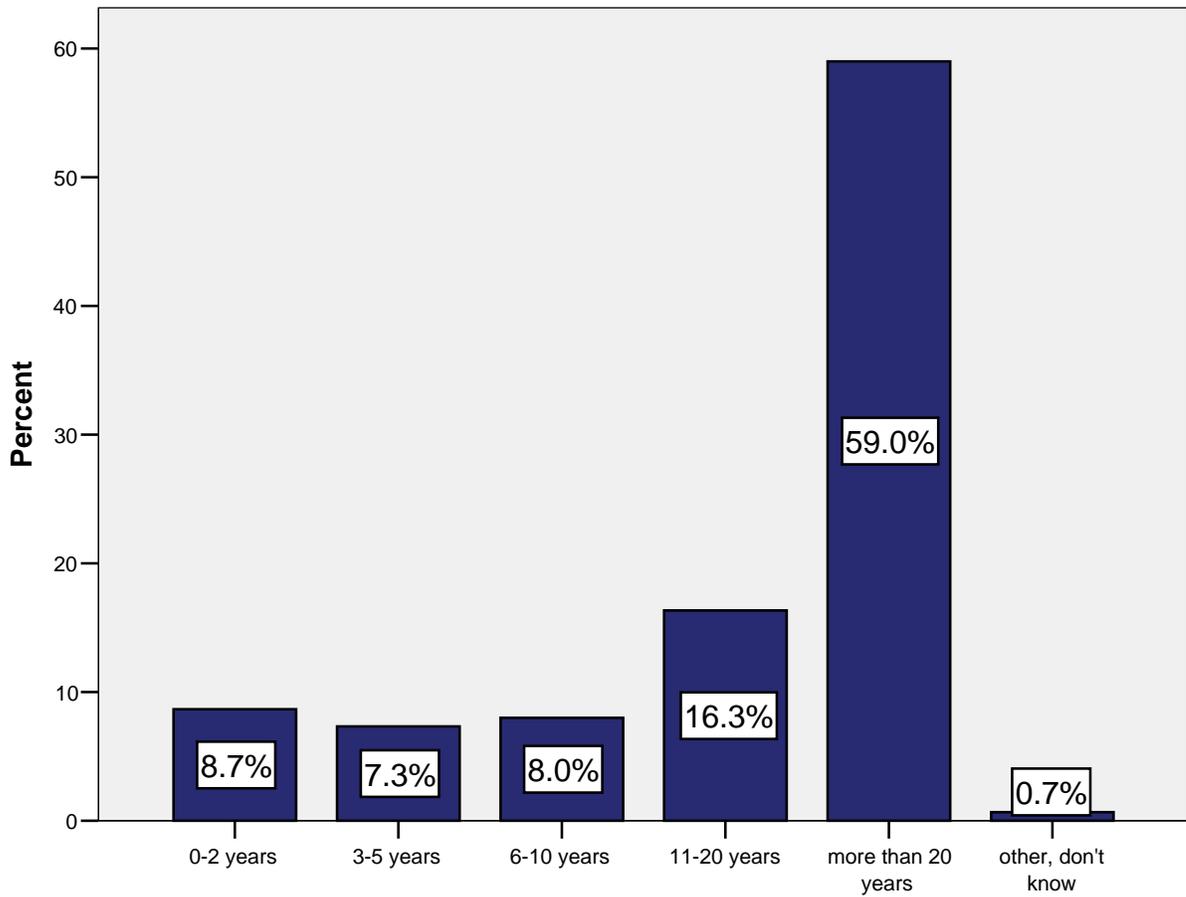


**53. What would you say is your primary source of information about downtown West Plains?**

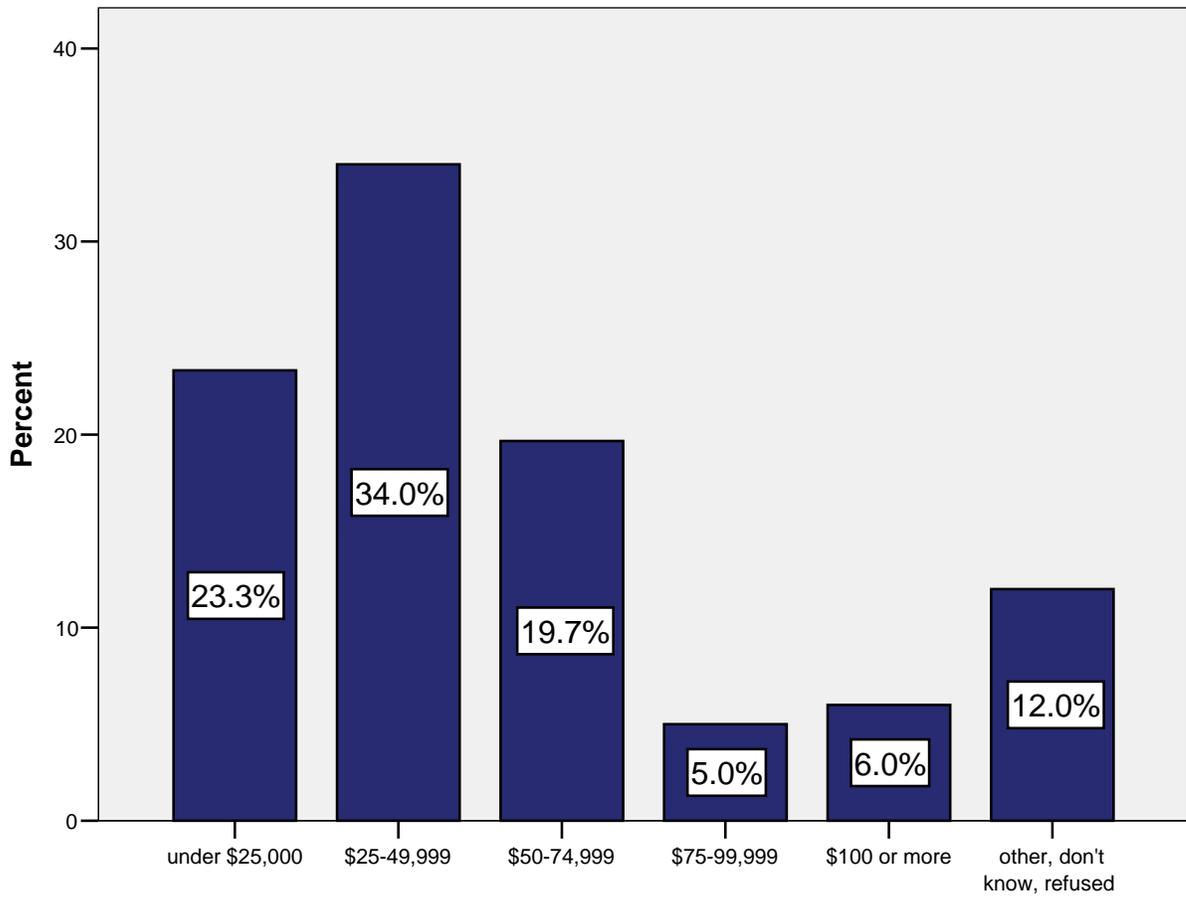


**53b. And what is your second most likely source of information?**

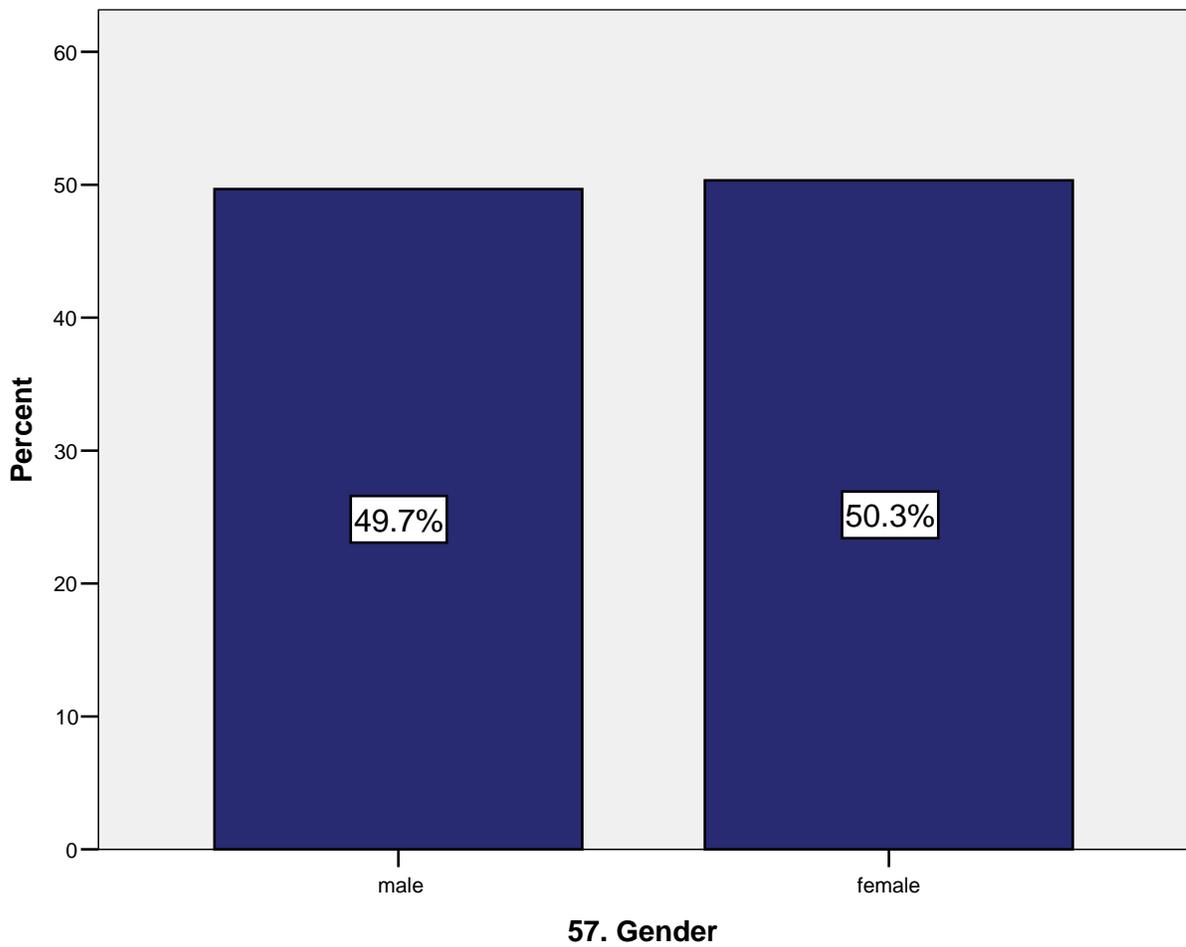




55. How long have you lived in the West Plains area?



56. Income



## SECTION V

### QUESTIONNAIRE

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

*[If criteria cannot be met, politely terminate call]*

1. Thinking about the West Plains, 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 West Plains 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 West Plains?
  - 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)
  - 6) Don't visit downtown
  - 9) Don't know

**[ASK 8-14 ONLY IF ANSWERED 1-4 TO Q7]** For each of the following, please tell me how often you visit downtown for these activities: very often, somewhat often, not very often or not at all.

*Read list, code as follows:*

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

**(ROTATE ORDER)**

8. shopping
9. dining
10. entertainment
11. other outdoor recreation, such as walking
12. special events
13. government/post office
14. conducting business

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

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

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

*Read list, code as follows:*

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

**(ROTATE ORDER)**

16. signs to help people find their way around
17. convenient business hours
18. available green space
19. preservation of historic structures
20. occupied storefronts
21. convenient parking
22. diverse mix of businesses
23. dining options
24. entertainment options
25. condition of streets
26. condition of sidewalks
27. How important would you say it is that downtown West Plains work to retain its historic character? Would you say it is very important, somewhat, not very or not at all important?
  - 1) very
  - 2) somewhat
  - 3) not very
  - 4) not at all
  - 9) other, don't know

I'm going to read a list of the kinds of businesses that one might find in a downtown area. For each, please tell me how high a priority West Plains should place on bringing or adding more of that type of business to its own downtown area. If you think an item should be a top priority, rate it a "5." If you think it shouldn't be a priority at all, rate it a "1." Of course, you can use any number between five and one. The first is...

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

**(ROTATE ORDER)**

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

31. ice cream shop/soda fountain
32. upscale specialty shops
33. antique shops
34. art galleries and shops
35. upscale dining
36. clothing stores
37. shoe stores
38. bars/nightclubs
39. bookstore
40. Of the items listed above, what business would you most like to see in downtown West Plains? (*Read choices again if necessary.*)
  1. lodging such as hotel, motel or bed and breakfast
  2. casual dining
  3. coffee shop
  4. ice cream shop/soda fountain
  5. upscale specialty shops
  6. antique shops
  7. art galleries and shops
  8. upscale dining
  9. clothing stores
  10. shoe stores
  11. bars/nightclubs
  12. bookstore
  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 West Plains using the same 5-point scale. (*Repeat scale again if necessary, record other/don't know as 9*)

**(ROTATE ORDER)**

41. adding green space
42. improving lighting
43. moving utilities underground
44. adding new parking spaces or lots

45. stricter code enforcement
46. developing second-story residential space
47. making the area more pedestrian-friendly
48. adding water features, such as fountains or waterfalls
49. improving signage to help people find their way around
50. improving building facades
51. adding murals or other public art
52. Are there any other improvements you think should be made to downtown West Plains? [*open-ended, record first two responses*]
53. What would you say is your primary source of information about downtown West Plains? And what is your second most likely source of information? [*do not read list – code first two responses as follows*]
  - 1) local newspaper
  - 2) television
  - 2) radio
  - 3) Chamber of Commerce web site
  - 4) word-of-mouth
  - 9) other [specify]

And now, a few final questions for classification purposes.

54. 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
55. How long have you lived in the West Plains 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

56. For statistical purposes only, please indicate which of the following categories best fits your total household income for 2006. Just stop me when I get to your category.

- 1) Under \$25,000
- 2) \$25,000 to \$49,999
- 3) \$50,000 to \$74,999
- 4) \$75,000 to \$99,999
- 5) \$100,000 plus
- 9) other, don't know, refused

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

- 1) male
- 2) female

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

**SECTION VI**  
**CROSS TABULATION**

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

**West Plains, Missouri**

		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
1. Thinking about the West Plains, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?	right	76.6%	75.3%	77.9%	75.3%	76.9%	72.7%	62.5%	81.6%	76.8%	65.7%	82.4%	78.0%	80.0%	83.3%	72.5%	79.5%
	mixed	14.9%	9.1%	5.8%	4.5%	3.8%	22.7%	20.8%	6.1%	5.1%	10.0%	5.9%	11.9%	6.7%	5.6%	8.7%	6.6%
	wrong	4.3%	11.7%	7.0%	7.9%	3.8%	4.5%	4.2%	4.1%	10.7%	15.7%	5.9%	1.7%	13.3%	0.0%	10.7%	6.0%
	other, don't know	4.3%	3.9%	9.3%	12.4%	15.4%	0.0%	12.5%	8.2%	7.3%	8.6%	5.9%	8.5%	0.0%	11.1%	8.1%	7.9%
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
2. Revitalizing the West Plains downtown area	very low priority (1)	12.8%	10.4%	4.7%	22.5%	15.4%	13.6%	16.7%	6.1%	13.6%	12.9%	10.8%	15.3%	0.0%	11.1%	21.5%	4.6%
	2	25.5%	20.8%	8.1%	15.7%	0.0%	22.7%	4.2%	20.4%	18.1%	11.4%	25.5%	16.9%	6.7%	5.6%	17.4%	15.2%
	3	23.4%	27.3%	27.9%	27.0%	26.9%	31.8%	20.8%	34.7%	24.9%	28.6%	24.5%	23.7%	60.0%	33.3%	26.2%	27.2%
	4	17.0%	15.6%	26.7%	12.4%	15.4%	4.5%	29.2%	12.2%	20.3%	12.9%	21.6%	18.6%	20.0%	11.1%	17.4%	18.5%
	top priority (5)	21.3%	26.0%	29.1%	20.2%	38.5%	27.3%	29.2%	24.5%	21.5%	31.4%	16.7%	25.4%	13.3%	33.3%	16.1%	32.5%
	other, don't know	0.0%	0.0%	3.5%	2.2%	3.8%	0.0%	0.0%	0.0%	1.7%	2.9%	1.0%	0.0%	0.0%	5.6%	1.3%	2.0%
	<b>Total high priority (4-5)</b>	<b>38.3%</b>	<b>41.6%</b>	<b>55.8%</b>	<b>32.6%</b>	<b>53.8%</b>	<b>31.8%</b>	<b>58.3%</b>	<b>36.7%</b>	<b>41.8%</b>	<b>44.3%</b>	<b>38.2%</b>	<b>44.1%</b>	<b>33.3%</b>	<b>44.4%</b>	<b>33.6%</b>	<b>51.0%</b>
<b>Total low priority (1-2)</b>	<b>38.3%</b>	<b>31.2%</b>	<b>12.8%</b>	<b>38.2%</b>	<b>15.4%</b>	<b>36.4%</b>	<b>20.8%</b>	<b>26.5%</b>	<b>31.6%</b>	<b>24.3%</b>	<b>36.3%</b>	<b>32.2%</b>	<b>6.7%</b>	<b>16.7%</b>	<b>38.9%</b>	<b>19.9%</b>	
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
3. Repairing major streets	very low priority (1)	6.4%	2.6%	2.3%	6.7%	0.0%	13.6%	0.0%	4.1%	4.5%	5.7%	3.9%	5.1%	0.0%	0.0%	5.4%	3.3%
	2	10.6%	10.4%	4.7%	14.6%	3.8%	9.1%	4.2%	4.1%	13.6%	8.6%	15.7%	5.1%	0.0%	5.6%	14.8%	5.3%
	3	21.3%	23.4%	27.9%	23.6%	26.9%	18.2%	25.0%	30.6%	23.2%	25.7%	24.5%	18.6%	33.3%	27.8%	26.2%	23.2%
	4	34.0%	31.2%	29.1%	20.2%	11.5%	31.8%	33.3%	30.6%	28.2%	20.0%	26.5%	37.3%	40.0%	33.3%	22.8%	32.5%
	top priority (5)	27.7%	32.5%	34.9%	33.7%	53.8%	27.3%	37.5%	30.6%	29.9%	40.0%	28.4%	33.9%	26.7%	33.3%	30.2%	35.1%
	other, don't know	0.0%	0.0%	1.2%	1.1%	3.8%	0.0%	0.0%	0.0%	0.6%	0.0%	1.0%	0.0%	0.0%	0.0%	0.7%	0.7%
	<b>Total high priority (4-5)</b>	<b>61.7%</b>	<b>63.6%</b>	<b>64.0%</b>	<b>53.9%</b>	<b>65.4%</b>	<b>59.1%</b>	<b>70.8%</b>	<b>61.2%</b>	<b>58.2%</b>	<b>60.0%</b>	<b>54.9%</b>	<b>71.2%</b>	<b>66.7%</b>	<b>66.7%</b>	<b>53.0%</b>	<b>67.5%</b>
<b>Total low priority (1-2)</b>	<b>17.0%</b>	<b>13.0%</b>	<b>7.0%</b>	<b>21.3%</b>	<b>3.8%</b>	<b>22.7%</b>	<b>4.2%</b>	<b>8.2%</b>	<b>18.1%</b>	<b>14.3%</b>	<b>19.6%</b>	<b>10.2%</b>	<b>0.0%</b>	<b>5.6%</b>	<b>20.1%</b>	<b>8.6%</b>	
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
4. Improving emergency services	very low priority (1)	10.6%	3.9%	5.8%	6.7%	7.7%	22.7%	4.2%	2.0%	5.6%	4.3%	9.8%	1.7%	6.7%	5.6%	9.4%	3.3%
	2	10.6%	5.2%	4.7%	13.5%	0.0%	4.5%	8.3%	8.2%	10.2%	7.1%	12.7%	6.8%	6.7%	0.0%	10.7%	6.0%
	3	19.1%	23.4%	19.8%	22.5%	15.4%	9.1%	12.5%	32.7%	21.5%	18.6%	24.5%	15.3%	20.0%	33.3%	23.5%	19.9%
	4	17.0%	24.7%	20.9%	19.1%	26.9%	27.3%	16.7%	20.4%	19.8%	24.3%	15.7%	27.1%	33.3%	16.7%	21.5%	19.9%
	top priority (5)	42.6%	39.0%	46.5%	34.8%	38.5%	31.8%	50.0%	36.7%	41.8%	45.7%	33.3%	45.8%	26.7%	44.4%	33.6%	47.0%
	other, don't know	0.0%	3.9%	2.3%	3.4%	11.5%	4.5%	8.3%	0.0%	1.1%	0.0%	3.9%	3.4%	6.7%	0.0%	1.3%	4.0%
	<b>Total high priority (4-5)</b>	<b>59.6%</b>	<b>63.6%</b>	<b>67.4%</b>	<b>53.9%</b>	<b>65.4%</b>	<b>59.1%</b>	<b>66.7%</b>	<b>57.1%</b>	<b>61.6%</b>	<b>70.0%</b>	<b>49.0%</b>	<b>72.9%</b>	<b>60.0%</b>	<b>61.1%</b>	<b>55.0%</b>	<b>66.9%</b>
<b>Total low priority (1-2)</b>	<b>21.3%</b>	<b>9.1%</b>	<b>10.5%</b>	<b>20.2%</b>	<b>7.7%</b>	<b>27.3%</b>	<b>12.5%</b>	<b>10.2%</b>	<b>15.8%</b>	<b>11.4%</b>	<b>22.5%</b>	<b>8.5%</b>	<b>13.3%</b>	<b>5.6%</b>	<b>20.1%</b>	<b>9.3%</b>	
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
5. Upgrading parks and recreation facilities	very low priority (1)	8.5%	9.1%	9.3%	10.1%	3.8%	18.2%	8.3%	6.1%	10.2%	10.0%	11.8%	5.1%	6.7%	5.6%	8.1%	10.6%
	2	10.6%	13.0%	11.6%	12.4%	7.7%	0.0%	4.2%	18.4%	13.6%	5.7%	13.7%	13.6%	6.7%	27.8%	15.4%	8.6%
	3	21.3%	31.2%	30.2%	24.7%	19.2%	18.2%	37.5%	26.5%	28.2%	24.3%	26.5%	30.5%	40.0%	27.8%	28.9%	26.5%
	4	29.8%	19.5%	24.4%	22.5%	23.1%	40.9%	16.7%	24.5%	22.0%	24.3%	22.5%	25.4%	26.7%	22.2%	20.8%	25.8%
	top priority (5)	29.8%	27.3%	20.9%	27.0%	38.5%	22.7%	29.2%	22.4%	24.9%	32.9%	23.5%	25.4%	20.0%	16.7%	24.8%	26.5%
	other, don't know	0.0%	0.0%	3.5%	3.4%	7.7%	0.0%	4.2%	2.0%	1.1%	2.9%	2.0%	0.0%	0.0%	2.0%	2.0%	2.0%
	<b>Total high priority (4-5)</b>	<b>59.6%</b>	<b>46.8%</b>	<b>45.3%</b>	<b>49.4%</b>	<b>61.5%</b>	<b>63.6%</b>	<b>45.8%</b>	<b>46.9%</b>	<b>46.9%</b>	<b>57.1%</b>	<b>46.1%</b>	<b>50.8%</b>	<b>46.7%</b>	<b>38.9%</b>	<b>45.6%</b>	<b>52.3%</b>
<b>Total low priority (1-2)</b>	<b>19.1%</b>	<b>22.1%</b>	<b>20.9%</b>	<b>22.5%</b>	<b>11.5%</b>	<b>18.2%</b>	<b>12.5%</b>	<b>24.5%</b>	<b>23.7%</b>	<b>15.7%</b>	<b>25.5%</b>	<b>18.6%</b>	<b>13.3%</b>	<b>33.3%</b>	<b>23.5%</b>	<b>19.2%</b>	

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		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
6. Attracting more big box retail development	very low priority (1)	8.5%	15.6%	9.3%	13.5%	7.7%	22.7%	12.5%	8.2%	12.4%	15.7%	10.8%	10.2%	6.7%	5.6%	12.8%	11.3%
	2	4.3%	9.1%	2.3%	9.0%	11.5%	0.0%	8.3%	8.2%	5.6%	10.8%	3.4%	6.7%	0.0%	8.7%	4.0%	
	3	25.5%	22.1%	22.1%	24.7%	11.5%	13.6%	25.0%	28.6%	24.9%	21.4%	22.5%	33.9%	13.3%	16.7%	21.5%	25.2%
	4	19.1%	18.2%	16.3%	16.9%	11.5%	13.6%	12.5%	14.3%	20.3%	17.1%	14.7%	15.3%	26.7%	33.3%	14.8%	19.9%
	top priority (5)	36.2%	29.9%	45.3%	27.0%	50.0%	36.4%	37.5%	34.7%	31.1%	35.7%	36.3%	28.8%	46.7%	38.9%	34.9%	34.4%
	other, don't know	6.4%	5.2%	4.7%	9.0%	7.7%	13.6%	4.2%	6.1%	5.6%	4.3%	4.9%	8.5%	0.0%	5.6%	7.4%	5.3%
<b>Total high priority (4-5)</b>		<b>55.3%</b>	<b>48.1%</b>	<b>61.6%</b>	<b>43.8%</b>	<b>61.5%</b>	<b>50.0%</b>	<b>50.0%</b>	<b>49.0%</b>	<b>51.4%</b>	<b>52.9%</b>	<b>51.0%</b>	<b>44.1%</b>	<b>73.3%</b>	<b>72.2%</b>	<b>49.7%</b>	<b>54.3%</b>
<b>Total low priority (1-2)</b>		<b>12.8%</b>	<b>24.7%</b>	<b>11.6%</b>	<b>22.5%</b>	<b>19.2%</b>	<b>22.7%</b>	<b>20.8%</b>	<b>16.3%</b>	<b>18.1%</b>	<b>21.4%</b>	<b>21.6%</b>	<b>13.6%</b>	<b>13.3%</b>	<b>5.6%</b>	<b>21.5%</b>	<b>15.2%</b>
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
7. How often do you visit downtown West Plains?	once a year or less	4.3%	5.2%	2.3%	6.7%	11.5%	4.5%	4.2%	4.1%	4.0%	7.1%	2.9%	3.4%	0.0%	5.6%	3.4%	6.0%
	less than once a month	6.4%	7.8%	11.6%	10.1%	0.0%	9.1%	8.3%	10.2%	10.2%	8.6%	9.8%	10.2%	13.3%	5.6%	8.1%	10.6%
	one to five times a month	29.8%	29.9%	44.2%	36.0%	38.5%	27.3%	29.2%	38.8%	36.7%	45.7%	32.2%	33.3%	22.2%	34.2%	37.7%	
	more than five times a month	57.4%	55.8%	40.7%	47.2%	50.0%	54.5%	58.3%	46.9%	48.0%	35.7%	53.9%	54.2%	53.3%	66.7%	53.7%	44.4%
	other (specify)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	don't visit downtown	2.1%	1.3%	1.2%	0.0%	0.0%	4.5%	0.0%	0.0%	1.1%	2.9%	1.0%	0.0%	0.0%	0.0%	0.7%	1.3%
don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
8. shopping	very often	28.3%	23.7%	17.6%	14.6%	26.9%	38.1%	25.0%	22.4%	15.4%	13.2%	22.8%	23.7%	13.3%	27.8%	20.9%	18.8%
	somewhat often	34.8%	38.2%	34.1%	21.3%	34.6%	47.6%	12.5%	32.7%	31.4%	35.3%	30.7%	32.2%	53.3%	22.2%	33.1%	30.2%
	not very often	32.6%	26.3%	34.1%	41.6%	26.9%	9.5%	50.0%	32.7%	36.0%	32.4%	33.7%	27.1%	26.7%	33.3%	27.7%	40.3%
	not at all	4.3%	11.8%	14.1%	21.3%	11.5%	4.8%	12.5%	12.2%	16.6%	19.1%	12.9%	15.3%	6.7%	16.7%	18.2%	10.1%
	other, don't know	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.7%
	<b>Very/somewhat often</b>	<b>63.0%</b>	<b>61.8%</b>	<b>51.8%</b>	<b>36.0%</b>	<b>61.5%</b>	<b>85.7%</b>	<b>37.5%</b>	<b>55.1%</b>	<b>46.9%</b>	<b>48.5%</b>	<b>53.5%</b>	<b>55.9%</b>	<b>66.7%</b>	<b>50.0%</b>	<b>54.1%</b>	<b>49.0%</b>
<b>Not very/not at all often</b>	<b>37.0%</b>	<b>38.2%</b>	<b>48.2%</b>	<b>62.9%</b>	<b>38.5%</b>	<b>14.3%</b>	<b>62.5%</b>	<b>44.9%</b>	<b>52.6%</b>	<b>51.5%</b>	<b>46.5%</b>	<b>42.4%</b>	<b>33.3%</b>	<b>50.0%</b>	<b>45.9%</b>	<b>50.3%</b>	
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
9. dining	very often	17.4%	25.0%	10.6%	13.5%	23.1%	28.6%	8.3%	18.4%	14.3%	13.2%	18.8%	13.6%	0.0%	33.3%	16.2%	16.1%
	somewhat often	37.0%	22.4%	30.6%	27.0%	30.8%	42.9%	25.0%	32.7%	25.7%	17.6%	28.7%	40.7%	40.0%	27.8%	33.1%	24.2%
	not very often	32.6%	36.8%	32.9%	33.7%	19.2%	14.3%	41.7%	30.6%	38.3%	39.7%	30.7%	28.8%	53.3%	27.8%	29.7%	38.3%
	not at all	13.0%	15.8%	25.9%	25.8%	26.9%	14.3%	25.0%	18.4%	21.7%	29.4%	21.8%	16.9%	6.7%	11.1%	20.9%	21.5%
	other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>Very/somewhat often</b>	<b>54.3%</b>	<b>47.4%</b>	<b>41.2%</b>	<b>40.4%</b>	<b>53.8%</b>	<b>71.4%</b>	<b>33.3%</b>	<b>51.0%</b>	<b>40.0%</b>	<b>30.9%</b>	<b>47.5%</b>	<b>54.2%</b>	<b>40.0%</b>	<b>61.1%</b>	<b>49.3%</b>	<b>40.3%</b>
<b>Not very/not at all often</b>	<b>45.7%</b>	<b>52.6%</b>	<b>58.8%</b>	<b>59.6%</b>	<b>46.2%</b>	<b>28.6%</b>	<b>66.7%</b>	<b>49.0%</b>	<b>60.0%</b>	<b>69.1%</b>	<b>52.5%</b>	<b>45.8%</b>	<b>60.0%</b>	<b>38.9%</b>	<b>50.7%</b>	<b>59.7%</b>	
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
10. entertainment	very often	8.7%	13.2%	9.4%	7.9%	19.2%	23.8%	8.3%	8.2%	7.4%	14.7%	6.9%	8.5%	13.3%	5.6%	10.1%	10.1%
	somewhat often	28.3%	30.3%	23.5%	23.6%	19.2%	14.3%	16.7%	28.6%	29.1%	20.6%	21.8%	33.9%	33.3%	50.0%	24.3%	27.5%
	not very often	41.3%	40.8%	38.8%	41.6%	26.9%	42.9%	37.5%	42.9%	42.3%	30.9%	50.5%	37.3%	40.0%	33.3%	41.9%	38.9%
	not at all	19.6%	14.5%	28.2%	27.0%	34.6%	19.0%	37.5%	20.4%	21.0%	33.8%	19.8%	18.6%	13.3%	11.1%	22.3%	23.5%
	other, don't know	2.2%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	1.4%	0.0%
	<b>Very/somewhat often</b>	<b>37.0%</b>	<b>43.4%</b>	<b>32.9%</b>	<b>31.5%</b>	<b>38.5%</b>	<b>38.1%</b>	<b>25.0%</b>	<b>36.7%</b>	<b>36.6%</b>	<b>35.3%</b>	<b>28.7%</b>	<b>42.4%</b>	<b>46.7%</b>	<b>55.6%</b>	<b>34.5%</b>	<b>37.6%</b>
<b>Not very/not at all often</b>	<b>60.9%</b>	<b>55.3%</b>	<b>67.1%</b>	<b>68.5%</b>	<b>61.5%</b>	<b>61.9%</b>	<b>75.0%</b>	<b>63.3%</b>	<b>62.3%</b>	<b>64.7%</b>	<b>70.3%</b>	<b>55.9%</b>	<b>53.3%</b>	<b>44.4%</b>	<b>64.2%</b>	<b>62.4%</b>	

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

**West Plains, Missouri**

		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
11. other outdoor recreation, such as walking	very often	15.2%	19.7%	5.9%	19.1%	7.7%	19.0%	20.8%	12.2%	15.4%	13.2%	12.9%	15.3%	26.7%	16.7%	14.9%	15.4%
	somewhat often	28.3%	23.7%	14.1%	10.1%	34.6%	33.3%	12.5%	22.4%	12.6%	19.1%	17.8%	20.3%	6.7%	11.1%	13.5%	21.5%
	not very often	28.3%	32.9%	38.8%	24.7%	23.1%	23.8%	29.2%	32.7%	33.7%	27.9%	34.7%	30.5%	33.3%	33.3%	33.8%	28.9%
	not at all	28.3%	23.7%	41.2%	46.1%	34.6%	23.8%	37.5%	32.7%	38.3%	39.7%	34.7%	33.9%	33.3%	38.9%	37.8%	34.2%
	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%
	<b>Very/somewhat often</b>	<b>43.5%</b>	<b>43.4%</b>	<b>20.0%</b>	<b>29.2%</b>	<b>42.3%</b>	<b>52.4%</b>	<b>33.3%</b>	<b>34.7%</b>	<b>28.0%</b>	<b>32.4%</b>	<b>30.7%</b>	<b>35.6%</b>	<b>33.3%</b>	<b>27.8%</b>	<b>28.4%</b>	<b>36.9%</b>
	<b>Not very/not at all often</b>	<b>56.5%</b>	<b>56.6%</b>	<b>80.0%</b>	<b>70.8%</b>	<b>57.7%</b>	<b>47.6%</b>	<b>66.7%</b>	<b>72.0%</b>	<b>67.6%</b>	<b>67.6%</b>	<b>69.3%</b>	<b>66.7%</b>	<b>72.2%</b>	<b>71.6%</b>	<b>63.1%</b>	
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
12. special events	very often	13.0%	14.5%	11.8%	16.9%	15.4%	9.5%	16.7%	12.2%	14.9%	14.7%	14.9%	8.5%	13.3%	33.3%	15.5%	12.8%
	somewhat often	43.5%	39.5%	40.0%	29.2%	53.8%	47.6%	25.0%	36.7%	34.9%	32.4%	34.7%	45.8%	53.3%	33.3%	33.1%	41.6%
	not very often	28.3%	40.8%	32.9%	34.8%	23.1%	38.1%	37.5%	40.8%	34.3%	27.9%	40.6%	32.2%	33.3%	27.8%	37.8%	31.5%
	not at all	15.2%	5.3%	15.3%	19.1%	7.7%	4.8%	20.8%	10.2%	16.0%	25.0%	9.9%	13.6%	0.0%	5.6%	13.5%	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%
	<b>Very/somewhat often</b>	<b>56.5%</b>	<b>53.9%</b>	<b>51.8%</b>	<b>46.1%</b>	<b>69.2%</b>	<b>57.1%</b>	<b>41.7%</b>	<b>49.0%</b>	<b>49.7%</b>	<b>47.1%</b>	<b>49.5%</b>	<b>54.2%</b>	<b>66.7%</b>	<b>66.7%</b>	<b>48.6%</b>	<b>54.4%</b>
	<b>Not very/not at all often</b>	<b>43.5%</b>	<b>46.1%</b>	<b>48.2%</b>	<b>53.9%</b>	<b>30.8%</b>	<b>42.9%</b>	<b>58.3%</b>	<b>51.0%</b>	<b>50.3%</b>	<b>52.9%</b>	<b>50.5%</b>	<b>45.8%</b>	<b>33.3%</b>	<b>33.3%</b>	<b>51.4%</b>	<b>45.6%</b>
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
13. government/post office	very often	30.4%	38.2%	36.5%	32.6%	34.6%	28.6%	29.2%	28.6%	38.3%	29.4%	36.6%	35.6%	60.0%	55.6%	29.7%	39.6%
	somewhat often	23.9%	31.6%	38.8%	28.1%	38.5%	28.6%	37.5%	24.5%	31.4%	26.5%	27.7%	32.2%	33.3%	38.9%	35.8%	27.5%
	not very often	41.3%	21.1%	17.6%	24.7%	19.2%	33.3%	25.0%	32.7%	21.7%	32.4%	20.3%	6.7%	0.0%	24.3%	24.2%	
	not at all	4.3%	9.2%	7.1%	13.5%	7.7%	9.5%	8.3%	14.3%	8.0%	11.8%	8.9%	11.9%	0.0%	5.6%	10.1%	8.1%
	other, don't know	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	<b>Very/somewhat often</b>	<b>54.3%</b>	<b>69.7%</b>	<b>75.3%</b>	<b>60.7%</b>	<b>73.1%</b>	<b>57.1%</b>	<b>66.7%</b>	<b>53.1%</b>	<b>69.7%</b>	<b>55.9%</b>	<b>64.4%</b>	<b>67.8%</b>	<b>93.3%</b>	<b>94.4%</b>	<b>65.5%</b>	<b>67.1%</b>
	<b>Not very/not at all often</b>	<b>45.7%</b>	<b>30.3%</b>	<b>24.7%</b>	<b>38.2%</b>	<b>26.9%</b>	<b>42.9%</b>	<b>33.3%</b>	<b>46.9%</b>	<b>29.7%</b>	<b>44.1%</b>	<b>35.6%</b>	<b>32.2%</b>	<b>6.7%</b>	<b>5.6%</b>	<b>34.5%</b>	<b>32.2%</b>
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
14. conducting business	very often	26.1%	38.2%	23.5%	25.8%	26.9%	19.0%	33.3%	16.3%	32.6%	27.9%	25.7%	28.8%	40.0%	38.9%	25.0%	31.5%
	somewhat often	21.7%	26.3%	34.1%	30.3%	23.1%	23.8%	33.3%	32.7%	29.1%	22.1%	33.7%	30.5%	26.7%	33.3%	34.5%	23.5%
	not very often	26.1%	27.6%	25.9%	29.2%	26.9%	38.1%	16.7%	32.7%	26.3%	30.9%	25.7%	30.5%	26.7%	16.7%	26.4%	28.9%
	not at all	26.1%	7.9%	16.5%	13.5%	23.1%	19.0%	16.7%	18.4%	11.4%	19.1%	14.9%	10.2%	6.7%	11.1%	14.2%	15.4%
	other, don't know	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	<b>Very/somewhat often</b>	<b>47.8%</b>	<b>64.5%</b>	<b>57.6%</b>	<b>56.2%</b>	<b>50.0%</b>	<b>42.9%</b>	<b>66.7%</b>	<b>49.0%</b>	<b>61.7%</b>	<b>50.0%</b>	<b>59.4%</b>	<b>59.3%</b>	<b>66.7%</b>	<b>72.2%</b>	<b>59.5%</b>	<b>55.0%</b>
	<b>Not very/not at all often</b>	<b>52.2%</b>	<b>35.5%</b>	<b>42.4%</b>	<b>42.7%</b>	<b>50.0%</b>	<b>57.1%</b>	<b>33.3%</b>	<b>51.0%</b>	<b>37.7%</b>	<b>50.0%</b>	<b>40.6%</b>	<b>40.7%</b>	<b>33.3%</b>	<b>27.8%</b>	<b>40.5%</b>	<b>44.3%</b>
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
15. Of the items listed above, which would you say is the one reason you most often visit downtown West Plains?	shopping	26.1%	23.7%	21.2%	18.0%	26.9%	42.9%	25.0%	26.5%	16.6%	16.2%	23.8%	25.4%	13.3%	22.2%	21.6%	21.5%
	dining	13.0%	13.2%	3.5%	11.2%	7.7%	14.3%	4.2%	12.2%	9.7%	11.8%	8.9%	8.5%	6.7%	16.7%	7.4%	12.1%
	entertainment	8.7%	5.3%	10.6%	7.9%	19.2%	4.8%	12.5%	4.1%	7.4%	13.2%	8.9%	3.4%	13.3%	5.6%	10.8%	5.4%
	outdoor recreation, such as walking	4.3%	2.6%	4.7%	3.4%	0.0%	0.0%	0.0%	4.1%	5.1%	4.4%	1.0%	5.1%	0.0%	5.6%	3.4%	4.7%
	special events	6.5%	1.3%	3.5%	3.4%	0.0%	9.5%	4.2%	6.1%	2.3%	2.9%	3.0%	5.1%	6.7%	0.0%	3.4%	3.4%
	government/post office	10.9%	17.1%	28.2%	14.6%	30.8%	9.5%	20.8%	14.3%	18.3%	19.1%	18.8%	18.6%	26.7%	22.2%	19.6%	17.4%
	conducting business	26.1%	31.6%	21.2%	30.3%	11.5%	4.8%	20.8%	22.4%	34.9%	19.1%	30.7%	33.9%	33.3%	16.7%	26.4%	28.2%
other, don't know	4.3%	5.3%	7.1%	11.2%	3.8%	14.3%	12.5%	10.2%	5.7%	13.2%	5.0%	0.0%	0.0%	11.1%	7.4%	7.4%	

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		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
16. signs to help people find their way around	excellent	12.8%	6.5%	7.0%	7.9%	15.4%	4.5%	16.7%	8.2%	6.2%	8.6%	10.8%	5.1%	6.7%	5.6%	8.1%	7.9%
	good	57.4%	62.3%	68.6%	58.4%	53.8%	68.2%	41.7%	63.3%	65.5%	60.0%	59.8%	61.0%	66.7%	72.2%	60.4%	64.2%
	not so good	19.1%	22.1%	16.3%	16.9%	11.5%	22.7%	29.2%	20.4%	16.4%	15.7%	19.6%	27.1%	20.0%	11.1%	20.8%	15.9%
	poor	6.4%	3.9%	5.8%	5.6%	15.4%	4.5%	4.2%	4.1%	4.5%	8.6%	2.9%	5.1%	6.7%	5.6%	5.4%	5.3%
	other, don't know	4.3%	5.2%	2.3%	11.2%	3.8%	0.0%	8.3%	4.1%	7.3%	7.1%	6.9%	1.7%	0.0%	5.6%	5.4%	6.6%
	<b>Excellent/good</b>	<b>70.2%</b>	<b>68.8%</b>	<b>75.6%</b>	<b>66.3%</b>	<b>69.2%</b>	<b>72.7%</b>	<b>58.3%</b>	<b>71.4%</b>	<b>71.8%</b>	<b>68.6%</b>	<b>70.6%</b>	<b>66.1%</b>	<b>73.3%</b>	<b>77.8%</b>	<b>68.5%</b>	<b>72.2%</b>
<b>Not good/poor</b>	<b>25.5%</b>	<b>26.0%</b>	<b>22.1%</b>	<b>22.5%</b>	<b>26.9%</b>	<b>27.3%</b>	<b>33.3%</b>	<b>24.5%</b>	<b>20.9%</b>	<b>24.3%</b>	<b>22.5%</b>	<b>32.2%</b>	<b>26.7%</b>	<b>16.7%</b>	<b>26.2%</b>	<b>21.2%</b>	
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
17. convenient business hours	excellent	4.3%	6.5%	4.7%	9.0%	15.4%	9.1%	8.3%	4.1%	5.1%	7.1%	9.8%	3.4%	6.7%	0.0%	10.1%	3.3%
	good	59.6%	46.8%	61.6%	77.5%	46.2%	72.7%	54.2%	61.2%	65.0%	58.6%	57.6%	60.8%	66.7%	77.8%	60.4%	63.6%
	not so good	23.4%	40.3%	22.1%	11.2%	19.2%	9.1%	33.3%	26.5%	23.7%	20.0%	22.5%	33.9%	20.0%	16.7%	22.1%	25.2%
	poor	12.8%	6.5%	9.3%	1.1%	15.4%	9.1%	4.2%	8.2%	5.1%	12.9%	5.9%	3.4%	6.7%	5.6%	6.7%	6.6%
	other, don't know	0.0%	0.0%	2.3%	1.1%	3.8%	0.0%	0.0%	0.0%	1.1%	1.4%	1.0%	1.7%	0.0%	0.0%	0.7%	1.3%
	<b>Excellent/good</b>	<b>63.8%</b>	<b>53.2%</b>	<b>66.3%</b>	<b>86.5%</b>	<b>61.5%</b>	<b>81.8%</b>	<b>62.5%</b>	<b>65.3%</b>	<b>70.1%</b>	<b>65.7%</b>	<b>70.6%</b>	<b>61.0%</b>	<b>73.3%</b>	<b>77.8%</b>	<b>70.5%</b>	<b>66.9%</b>
<b>Not good/poor</b>	<b>36.2%</b>	<b>46.8%</b>	<b>31.4%</b>	<b>12.4%</b>	<b>34.6%</b>	<b>18.2%</b>	<b>37.5%</b>	<b>34.7%</b>	<b>28.8%</b>	<b>32.9%</b>	<b>28.4%</b>	<b>37.3%</b>	<b>26.7%</b>	<b>22.2%</b>	<b>28.9%</b>	<b>31.8%</b>	
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
18. available green space	excellent	4.3%	7.8%	7.0%	10.1%	11.5%	13.6%	12.5%	6.1%	6.2%	7.1%	11.8%	3.4%	0.0%	11.1%	9.4%	6.0%
	good	38.3%	46.8%	37.2%	38.2%	38.5%	45.5%	33.3%	36.7%	41.8%	41.4%	40.2%	37.3%	26.7%	66.7%	42.3%	37.7%
	not so good	29.8%	29.9%	36.0%	25.8%	19.2%	13.6%	37.5%	42.9%	29.9%	27.1%	32.4%	35.6%	33.3%	5.6%	29.5%	31.8%
	poor	10.6%	10.4%	9.3%	10.1%	19.2%	4.5%	12.5%	6.1%	10.2%	12.9%	6.9%	8.5%	33.3%	11.1%	8.7%	11.3%
	other, don't know	17.0%	5.2%	10.5%	15.7%	11.5%	22.7%	4.2%	8.2%	11.9%	11.4%	8.8%	15.3%	6.7%	5.6%	10.1%	13.2%
	<b>Excellent/good</b>	<b>42.6%</b>	<b>54.5%</b>	<b>44.2%</b>	<b>48.3%</b>	<b>50.0%</b>	<b>59.1%</b>	<b>45.8%</b>	<b>42.9%</b>	<b>48.0%</b>	<b>48.6%</b>	<b>52.0%</b>	<b>40.7%</b>	<b>26.7%</b>	<b>77.8%</b>	<b>51.7%</b>	<b>43.7%</b>
<b>Not good/poor</b>	<b>40.4%</b>	<b>40.3%</b>	<b>45.3%</b>	<b>36.0%</b>	<b>38.5%</b>	<b>18.2%</b>	<b>50.0%</b>	<b>49.0%</b>	<b>40.1%</b>	<b>40.0%</b>	<b>39.2%</b>	<b>44.1%</b>	<b>66.7%</b>	<b>16.7%</b>	<b>38.3%</b>	<b>43.0%</b>	
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
19. preservation of historic structures	excellent	10.6%	11.7%	18.6%	21.3%	23.1%	4.5%	16.7%	10.2%	18.6%	11.4%	24.5%	15.3%	6.7%	16.7%	19.5%	13.2%
	good	59.6%	61.0%	59.3%	49.4%	38.5%	59.1%	54.2%	65.3%	57.6%	47.1%	56.9%	61.0%	66.7%	61.1%	51.7%	61.6%
	not so good	17.0%	15.6%	15.1%	19.1%	23.1%	18.2%	16.7%	22.4%	14.1%	24.3%	11.8%	16.9%	20.0%	11.1%	16.8%	16.6%
	poor	4.3%	7.8%	2.3%	3.4%	3.8%	0.0%	8.3%	2.0%	5.1%	8.6%	2.9%	0.0%	6.7%	11.1%	5.4%	4.0%
	other, don't know	8.5%	3.9%	4.7%	6.7%	11.5%	18.2%	4.2%	0.0%	4.5%	8.6%	3.9%	6.8%	0.0%	0.0%	6.7%	4.6%
	<b>Excellent/good</b>	<b>70.2%</b>	<b>72.7%</b>	<b>77.9%</b>	<b>70.8%</b>	<b>61.5%</b>	<b>63.6%</b>	<b>70.8%</b>	<b>75.5%</b>	<b>76.3%</b>	<b>58.6%</b>	<b>81.4%</b>	<b>76.3%</b>	<b>73.3%</b>	<b>77.8%</b>	<b>71.1%</b>	<b>74.8%</b>
<b>Not good/poor</b>	<b>21.3%</b>	<b>23.4%</b>	<b>17.4%</b>	<b>22.5%</b>	<b>26.9%</b>	<b>18.2%</b>	<b>25.0%</b>	<b>24.5%</b>	<b>19.2%</b>	<b>32.9%</b>	<b>14.7%</b>	<b>16.9%</b>	<b>26.7%</b>	<b>22.2%</b>	<b>22.1%</b>	<b>20.5%</b>	
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
20. occupied storefronts	excellent	6.4%	1.3%	2.3%	6.7%	7.7%	0.0%	0.0%	2.0%	5.1%	7.1%	5.9%	0.0%	6.7%	0.0%	4.7%	3.3%
	good	68.1%	62.3%	60.5%	50.6%	61.5%	59.1%	54.2%	71.4%	55.9%	62.9%	57.8%	59.3%	60.0%	72.2%	60.4%	58.3%
	not so good	17.0%	24.7%	26.7%	25.8%	15.4%	22.7%	37.5%	18.4%	26.0%	15.7%	25.5%	33.9%	20.0%	22.2%	21.5%	27.2%
	poor	2.1%	2.6%	8.1%	5.6%	0.0%	9.1%	0.0%	4.1%	6.2%	2.9%	5.9%	5.1%	6.7%	0.0%	6.0%	4.0%
	other, don't know	6.4%	9.1%	2.3%	11.2%	15.4%	9.1%	8.3%	4.1%	6.8%	11.4%	4.9%	1.7%	6.7%	5.6%	7.4%	7.3%
	<b>Excellent/good</b>	<b>74.5%</b>	<b>63.6%</b>	<b>62.8%</b>	<b>57.3%</b>	<b>69.2%</b>	<b>59.1%</b>	<b>54.2%</b>	<b>73.5%</b>	<b>61.0%</b>	<b>70.0%</b>	<b>63.7%</b>	<b>59.3%</b>	<b>66.7%</b>	<b>72.2%</b>	<b>65.1%</b>	<b>61.6%</b>
<b>Not good/poor</b>	<b>19.1%</b>	<b>27.3%</b>	<b>34.9%</b>	<b>31.5%</b>	<b>15.4%</b>	<b>31.8%</b>	<b>37.5%</b>	<b>22.4%</b>	<b>32.2%</b>	<b>18.6%</b>	<b>31.4%</b>	<b>39.0%</b>	<b>26.7%</b>	<b>22.2%</b>	<b>27.5%</b>	<b>31.1%</b>	

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		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
21. convenient parking	excellent	6.4%	2.6%	5.8%	12.4%	3.8%	0.0%	12.5%	6.1%	7.9%	5.7%	12.7%	1.7%	0.0%	5.6%	10.1%	4.0%
	good	40.4%	58.4%	51.2%	64.0%	50.0%	72.7%	33.3%	51.0%	58.2%	51.4%	54.9%	55.9%	40.0%	55.6%	55.7%	55.0%
	not so good	42.6%	31.2%	33.7%	18.0%	23.1%	27.3%	45.8%	32.7%	28.2%	30.0%	24.5%	37.3%	53.3%	27.5%	31.8%	
	poor	10.6%	7.8%	9.3%	5.6%	23.1%	0.0%	8.3%	10.2%	5.6%	12.9%	7.8%	5.1%	6.7%	5.6%	6.7%	9.3%
	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%
	<b>Excellent/good</b>	<b>46.8%</b>	<b>61.0%</b>	<b>57.0%</b>	<b>76.4%</b>	<b>53.8%</b>	<b>72.7%</b>	<b>45.8%</b>	<b>57.1%</b>	<b>66.1%</b>	<b>57.1%</b>	<b>67.6%</b>	<b>57.6%</b>	<b>40.0%</b>	<b>61.1%</b>	<b>65.8%</b>	<b>58.9%</b>
<b>Not good/poor</b>	<b>53.2%</b>	<b>39.0%</b>	<b>43.0%</b>	<b>23.6%</b>	<b>46.2%</b>	<b>27.3%</b>	<b>54.2%</b>	<b>42.9%</b>	<b>33.9%</b>	<b>42.9%</b>	<b>32.4%</b>	<b>42.4%</b>	<b>60.0%</b>	<b>38.9%</b>	<b>34.2%</b>	<b>41.1%</b>	
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
22. diverse mix of businesses	excellent	6.4%	5.2%	7.0%	2.2%	15.4%	4.5%	12.5%	4.1%	2.8%	2.9%	7.8%	3.4%	6.7%	5.6%	6.7%	4.0%
	good	57.4%	66.2%	55.8%	62.9%	42.3%	59.1%	50.0%	65.3%	63.8%	58.6%	60.8%	52.5%	80.0%	66.7%	59.1%	62.3%
	not so good	27.7%	22.1%	23.3%	24.7%	19.2%	22.7%	29.2%	24.5%	24.3%	28.6%	23.5%	28.8%	6.7%	16.7%	22.8%	25.2%
	poor	6.4%	5.2%	9.3%	3.4%	7.7%	9.1%	4.2%	2.0%	6.8%	4.3%	4.9%	11.9%	6.7%	11.1%	8.7%	3.3%
	other, don't know	2.1%	1.3%	4.7%	6.7%	15.4%	4.5%	4.2%	4.1%	2.3%	5.7%	2.9%	3.4%	0.0%	0.0%	2.7%	5.3%
	<b>Excellent/good</b>	<b>63.8%</b>	<b>71.4%</b>	<b>62.8%</b>	<b>65.2%</b>	<b>57.7%</b>	<b>63.6%</b>	<b>62.5%</b>	<b>69.4%</b>	<b>66.7%</b>	<b>61.4%</b>	<b>68.6%</b>	<b>55.9%</b>	<b>86.7%</b>	<b>72.2%</b>	<b>65.8%</b>	<b>66.2%</b>
<b>Not good/poor</b>	<b>34.0%</b>	<b>27.3%</b>	<b>32.6%</b>	<b>28.1%</b>	<b>26.9%</b>	<b>31.8%</b>	<b>33.3%</b>	<b>26.5%</b>	<b>31.1%</b>	<b>32.9%</b>	<b>28.4%</b>	<b>40.7%</b>	<b>13.3%</b>	<b>27.8%</b>	<b>34.5%</b>	<b>28.5%</b>	
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
23. dining options	excellent	2.1%	5.2%	8.1%	7.9%	7.7%	4.5%	12.5%	6.1%	5.6%	7.1%	5.9%	5.1%	6.7%	11.1%	8.7%	4.0%
	good	40.4%	45.5%	33.7%	40.4%	53.8%	45.5%	33.3%	46.9%	36.2%	50.0%	39.2%	33.9%	40.0%	33.3%	39.6%	39.7%
	not so good	46.8%	33.8%	36.0%	31.5%	19.2%	27.3%	29.2%	36.7%	39.5%	24.3%	37.3%	47.5%	40.0%	38.9%	32.2%	39.7%
	poor	10.6%	13.0%	17.4%	16.9%	15.4%	18.2%	20.8%	4.1%	16.9%	14.3%	15.7%	11.9%	13.0%	16.7%	16.8%	13.2%
	other, don't know	0.0%	2.6%	4.7%	3.4%	3.8%	4.5%	4.2%	6.1%	1.7%	4.3%	2.0%	1.7%	0.0%	0.0%	2.7%	3.3%
	<b>Excellent/good</b>	<b>42.6%</b>	<b>50.6%</b>	<b>41.9%</b>	<b>48.3%</b>	<b>61.5%</b>	<b>50.0%</b>	<b>45.8%</b>	<b>53.1%</b>	<b>41.8%</b>	<b>57.1%</b>	<b>45.1%</b>	<b>39.0%</b>	<b>46.7%</b>	<b>44.4%</b>	<b>48.3%</b>	<b>43.7%</b>
<b>Not good/poor</b>	<b>57.4%</b>	<b>46.8%</b>	<b>53.5%</b>	<b>48.3%</b>	<b>34.6%</b>	<b>45.5%</b>	<b>50.0%</b>	<b>40.8%</b>	<b>56.5%</b>	<b>38.6%</b>	<b>52.9%</b>	<b>59.3%</b>	<b>53.3%</b>	<b>55.6%</b>	<b>49.0%</b>	<b>53.0%</b>	
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
24. entertainment options	excellent	2.1%	5.2%	4.7%	5.6%	15.4%	4.5%	8.3%	4.1%	2.8%	8.6%	5.9%	0.0%	0.0%	0.0%	4.7%	4.6%
	good	36.2%	29.9%	38.4%	52.8%	38.5%	40.9%	25.0%	34.7%	44.1%	50.0%	40.2%	30.5%	46.7%	33.3%	41.6%	39.1%
	not so good	48.9%	46.8%	36.0%	29.2%	30.8%	36.4%	45.8%	46.9%	36.7%	28.6%	38.2%	50.8%	40.0%	50.0%	34.9%	42.4%
	poor	12.8%	15.6%	17.4%	7.9%	11.5%	13.6%	16.7%	10.2%	14.1%	10.0%	12.7%	18.6%	13.3%	16.7%	15.4%	11.3%
	other, don't know	0.0%	2.6%	3.5%	4.5%	3.8%	4.5%	4.2%	4.1%	2.3%	2.9%	2.9%	0.0%	0.0%	0.0%	3.4%	2.6%
	<b>Excellent/good</b>	<b>38.3%</b>	<b>35.1%</b>	<b>43.0%</b>	<b>58.4%</b>	<b>53.8%</b>	<b>45.5%</b>	<b>33.3%</b>	<b>38.8%</b>	<b>46.9%</b>	<b>58.6%</b>	<b>46.1%</b>	<b>30.5%</b>	<b>46.7%</b>	<b>33.3%</b>	<b>46.3%</b>	<b>43.7%</b>
<b>Not good/poor</b>	<b>61.7%</b>	<b>62.3%</b>	<b>53.5%</b>	<b>37.1%</b>	<b>42.3%</b>	<b>50.0%</b>	<b>62.5%</b>	<b>57.1%</b>	<b>50.8%</b>	<b>38.6%</b>	<b>51.0%</b>	<b>69.5%</b>	<b>53.3%</b>	<b>66.7%</b>	<b>50.3%</b>	<b>53.6%</b>	
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
25. condition of streets	excellent	10.6%	10.4%	8.1%	15.7%	15.4%	0.0%	8.3%	12.2%	12.4%	10.0%	16.7%	8.5%	13.3%	5.6%	14.8%	7.9%
	good	61.7%	63.6%	69.8%	58.4%	69.2%	72.7%	58.3%	57.1%	64.4%	55.7%	67.6%	66.1%	46.7%	72.2%	63.8%	62.9%
	not so good	21.3%	24.7%	17.4%	15.7%	11.5%	22.7%	29.2%	24.5%	16.9%	21.4%	12.7%	23.7%	33.3%	16.7%	15.4%	23.8%
	poor	4.3%	1.3%	4.7%	9.0%	3.8%	4.5%	0.0%	6.1%	5.6%	11.4%	2.9%	1.7%	6.7%	5.6%	5.4%	4.6%
	other, don't know	2.1%	0.0%	0.0%	1.1%	0.0%	0.0%	4.2%	0.0%	0.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.7%	0.7%
	<b>Excellent/good</b>	<b>72.3%</b>	<b>74.0%</b>	<b>77.9%</b>	<b>74.2%</b>	<b>84.6%</b>	<b>72.7%</b>	<b>66.7%</b>	<b>69.4%</b>	<b>76.8%</b>	<b>65.7%</b>	<b>84.3%</b>	<b>74.6%</b>	<b>60.0%</b>	<b>77.8%</b>	<b>78.5%</b>	<b>70.9%</b>
<b>Not good/poor</b>	<b>25.5%</b>	<b>26.0%</b>	<b>22.1%</b>	<b>24.7%</b>	<b>15.4%</b>	<b>27.3%</b>	<b>29.2%</b>	<b>30.6%</b>	<b>22.6%</b>	<b>32.9%</b>	<b>15.7%</b>	<b>25.4%</b>	<b>40.0%</b>	<b>22.2%</b>	<b>20.8%</b>	<b>28.5%</b>	

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		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
26. condition of sidewalks	excellent	8.5%	10.4%	12.8%	7.9%	19.2%	0.0%	16.7%	14.3%	7.9%	12.9%	12.7%	8.5%	13.3%	5.6%	12.1%	7.9%
	good	63.8%	63.6%	64.0%	58.4%	50.0%	63.6%	41.7%	49.0%	70.1%	50.0%	66.7%	62.7%	60.0%	77.8%	61.7%	62.3%
	not so good	8.5%	15.6%	10.5%	22.5%	11.5%	13.6%	25.0%	22.4%	12.4%	22.9%	7.8%	16.9%	20.0%	11.1%	11.4%	18.5%
	poor	12.8%	5.2%	8.1%	5.6%	11.5%	13.6%	12.5%	8.2%	5.1%	8.6%	5.9%	8.5%	6.7%	5.6%	8.7%	6.6%
	other, don't know	6.4%	5.2%	4.7%	5.6%	7.7%	9.1%	4.2%	6.1%	4.5%	5.7%	6.9%	3.4%	0.0%	0.0%	6.0%	4.6%
	<b>Excellent/good</b>	<b>72.3%</b>	<b>74.0%</b>	<b>76.7%</b>	<b>66.3%</b>	<b>69.2%</b>	<b>63.6%</b>	<b>58.3%</b>	<b>63.3%</b>	<b>78.0%</b>	<b>62.9%</b>	<b>79.4%</b>	<b>71.2%</b>	<b>73.3%</b>	<b>83.3%</b>	<b>73.8%</b>	<b>70.2%</b>
	<b>Not good/poor</b>	<b>21.3%</b>	<b>20.8%</b>	<b>18.6%</b>	<b>28.1%</b>	<b>23.1%</b>	<b>27.3%</b>	<b>37.5%</b>	<b>30.6%</b>	<b>17.5%</b>	<b>31.4%</b>	<b>13.7%</b>	<b>25.4%</b>	<b>16.7%</b>	<b>20.1%</b>	<b>25.2%</b>	
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
27. How important would you say it is that downtown West Plains work to retain its historic character?	very important	44.7%	55.8%	62.8%	46.1%	46.2%	54.5%	62.5%	49.0%	54.2%	47.1%	46.1%	69.5%	66.7%	44.4%	46.3%	60.3%
	somewhat important	36.2%	32.5%	32.6%	42.7%	46.2%	31.8%	29.2%	38.8%	35.0%	38.6%	46.1%	16.9%	33.3%	44.4%	37.6%	34.4%
	<b>Total important</b>	<b>80.9%</b>	<b>88.3%</b>	<b>95.3%</b>	<b>88.8%</b>	<b>92.3%</b>	<b>86.4%</b>	<b>91.7%</b>	<b>87.8%</b>	<b>89.3%</b>	<b>85.7%</b>	<b>92.2%</b>	<b>86.4%</b>	<b>100.0%</b>	<b>88.9%</b>	<b>83.9%</b>	<b>94.7%</b>
	not very important	10.6%	10.4%	3.5%	7.9%	3.8%	13.6%	8.3%	10.2%	6.8%	7.1%	7.8%	10.2%	0.0%	5.6%	12.1%	3.3%
	not at all important	6.4%	1.3%	0.0%	2.2%	3.8%	0.0%	2.0%	3.2%	2.3%	4.3%	0.0%	0.0%	0.0%	5.6%	3.4%	0.7%
	<b>Total not important</b>	<b>17.0%</b>	<b>11.7%</b>	<b>3.5%</b>	<b>10.1%</b>	<b>7.7%</b>	<b>13.6%</b>	<b>8.3%</b>	<b>12.2%</b>	<b>9.0%</b>	<b>11.4%</b>	<b>7.8%</b>	<b>13.6%</b>	<b>0.0%</b>	<b>11.1%</b>	<b>15.4%</b>	<b>4.0%</b>
	other, don't know	2.1%	0.0%	1.2%	1.1%	0.0%	0.0%	0.0%	0.0%	1.7%	2.9%	0.0%	0.0%	0.0%	0.7%	1.3%	
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
28. lodging such as hotel, motel or bed and breakfast	very low priority (1)	25.5%	20.8%	19.8%	23.6%	26.9%	13.6%	16.7%	24.5%	22.6%	27.1%	23.5%	15.3%	0.0%	27.8%	22.1%	22.5%
	2	19.1%	11.7%	14.0%	15.7%	3.8%	9.1%	4.2%	18.4%	17.5%	10.0%	21.6%	13.6%	6.7%	22.2%	18.1%	11.3%
	3	21.3%	33.8%	25.6%	24.7%	38.5%	27.3%	33.3%	26.5%	23.7%	22.9%	25.5%	25.4%	60.0%	16.7%	25.5%	27.8%
	4	14.9%	20.8%	19.8%	18.0%	11.5%	27.3%	29.2%	8.2%	20.3%	11.4%	18.6%	30.5%	13.3%	11.1%	15.4%	21.9%
	top priority (5)	19.1%	11.7%	19.8%	15.7%	19.2%	22.7%	16.7%	22.4%	13.6%	27.1%	10.8%	15.3%	20.0%	16.7%	16.1%	16.6%
	other, don't know	0.0%	1.3%	1.2%	2.2%	0.0%	0.0%	0.0%	0.0%	2.3%	1.4%	0.0%	0.0%	0.0%	5.6%	2.7%	0.0%
	<b>Total high priority (4-5)</b>	<b>34.0%</b>	<b>32.5%</b>	<b>39.5%</b>	<b>33.7%</b>	<b>30.8%</b>	<b>50.0%</b>	<b>45.8%</b>	<b>30.6%</b>	<b>33.9%</b>	<b>38.6%</b>	<b>29.4%</b>	<b>45.8%</b>	<b>33.3%</b>	<b>27.8%</b>	<b>31.5%</b>	<b>38.4%</b>
	<b>Total low priority (1-2)</b>	<b>44.7%</b>	<b>32.5%</b>	<b>33.7%</b>	<b>39.3%</b>	<b>30.8%</b>	<b>22.7%</b>	<b>20.8%</b>	<b>42.9%</b>	<b>40.1%</b>	<b>37.1%</b>	<b>45.1%</b>	<b>28.8%</b>	<b>6.7%</b>	<b>50.0%</b>	<b>40.3%</b>	<b>33.8%</b>
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
29. casual dining	very low priority (1)	6.4%	3.9%	4.7%	21.3%	11.5%	9.1%	4.2%	16.3%	8.5%	12.9%	10.8%	3.4%	0.0%	5.6%	10.7%	8.6%
	2	6.4%	5.2%	3.5%	10.1%	7.7%	4.5%	0.0%	8.2%	6.8%	5.7%	9.8%	5.1%	0.0%	0.0%	7.4%	6.0%
	3	27.7%	28.6%	18.6%	15.7%	19.2%	18.2%	20.8%	24.5%	22.0%	18.6%	25.5%	20.3%	26.7%	16.7%	26.2%	17.2%
	4	29.8%	31.2%	25.6%	30.3%	26.9%	27.3%	37.5%	24.5%	29.4%	32.9%	28.4%	30.5%	26.7%	33.3%	32.2%	25.8%
	top priority (5)	27.7%	29.9%	47.7%	21.3%	34.6%	40.9%	37.5%	26.5%	31.6%	28.6%	24.5%	40.7%	46.7%	44.4%	21.5%	42.4%
	other, don't know	2.1%	1.3%	0.0%	1.1%	0.0%	0.0%	0.0%	1.7%	1.4%	1.0%	0.0%	0.0%	0.0%	2.0%	0.0%	
	<b>Total high priority (4-5)</b>	<b>57.4%</b>	<b>61.0%</b>	<b>73.3%</b>	<b>51.7%</b>	<b>61.5%</b>	<b>68.2%</b>	<b>75.0%</b>	<b>51.0%</b>	<b>61.0%</b>	<b>61.4%</b>	<b>52.9%</b>	<b>71.2%</b>	<b>73.3%</b>	<b>77.8%</b>	<b>53.7%</b>	<b>68.2%</b>
	<b>Total low priority (1-2)</b>	<b>12.8%</b>	<b>9.1%</b>	<b>8.1%</b>	<b>31.5%</b>	<b>19.2%</b>	<b>13.6%</b>	<b>4.2%</b>	<b>24.5%</b>	<b>15.3%</b>	<b>18.6%</b>	<b>20.6%</b>	<b>8.5%</b>	<b>0.0%</b>	<b>5.6%</b>	<b>18.1%</b>	<b>14.6%</b>
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
30. coffee shop	very low priority (1)	19.1%	14.3%	10.5%	23.6%	11.5%	18.2%	0.0%	18.4%	19.2%	18.6%	24.5%	6.8%	0.0%	16.7%	17.4%	16.6%
	2	21.3%	18.2%	14.0%	13.5%	11.5%	27.3%	4.2%	20.4%	15.8%	14.3%	18.6%	16.9%	13.3%	11.1%	18.8%	13.2%
	3	25.5%	28.6%	29.1%	23.6%	19.2%	27.3%	20.8%	26.5%	28.8%	21.4%	23.5%	39.0%	33.3%	27.8%	28.9%	24.5%
	4	19.1%	15.6%	27.9%	25.8%	26.9%	18.2%	50.0%	18.4%	19.8%	24.3%	20.6%	25.4%	33.3%	16.7%	17.4%	27.8%
	top priority (5)	14.9%	23.4%	18.6%	11.2%	30.8%	9.1%	25.0%	16.3%	15.3%	21.4%	12.7%	11.9%	20.0%	27.8%	16.8%	17.2%
	other, don't know	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.7%	0.7%	
	<b>Total high priority (4-5)</b>	<b>34.0%</b>	<b>39.0%</b>	<b>46.5%</b>	<b>37.1%</b>	<b>57.7%</b>	<b>27.3%</b>	<b>75.0%</b>	<b>34.7%</b>	<b>35.0%</b>	<b>45.7%</b>	<b>33.3%</b>	<b>37.3%</b>	<b>53.3%</b>	<b>44.4%</b>	<b>34.2%</b>	<b>45.0%</b>
	<b>Total low priority (1-2)</b>	<b>40.4%</b>	<b>32.5%</b>	<b>24.4%</b>	<b>37.1%</b>	<b>23.1%</b>	<b>45.5%</b>	<b>4.2%</b>	<b>38.8%</b>	<b>35.0%</b>	<b>32.9%</b>	<b>43.1%</b>	<b>23.7%</b>	<b>13.3%</b>	<b>27.8%</b>	<b>36.2%</b>	<b>29.8%</b>

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		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
31. ice cream shop/soda fountain	very low priority (1)	10.6%	9.1%	14.0%	24.7%	15.4%	18.2%	12.5%	12.2%	16.4%	20.0%	17.6%	6.8%	0.0%	27.8%	16.8%	14.6%
	2	23.4%	16.9%	7.0%	11.2%	3.8%	22.7%	8.3%	14.3%	14.1%	8.6%	16.7%	16.9%	6.7%	11.1%	16.1%	10.6%
	3	31.9%	22.1%	25.6%	28.1%	15.4%	27.3%	25.0%	24.5%	28.2%	26.5%	28.8%	26.7%	11.1%	28.9%	23.8%	
	4	21.3%	28.6%	30.2%	19.1%	30.8%	13.6%	37.5%	24.5%	24.3%	15.7%	21.6%	37.3%	40.0%	27.8%	24.8%	25.2%
	top priority (5)	12.8%	23.4%	22.1%	13.5%	34.6%	18.2%	16.7%	20.4%	15.8%	27.1%	17.6%	10.2%	26.7%	16.7%	11.4%	25.2%
	other, don't know	0.0%	0.0%	1.2%	3.4%	0.0%	0.0%	0.0%	4.1%	1.1%	0.0%	0.0%	0.0%	0.0%	5.6%	2.0%	0.7%
	<b>Total high priority (4-5)</b>	<b>34.0%</b>	<b>51.9%</b>	<b>52.3%</b>	<b>32.6%</b>	<b>65.4%</b>	<b>31.8%</b>	<b>54.2%</b>	<b>44.9%</b>	<b>40.1%</b>	<b>42.9%</b>	<b>39.2%</b>	<b>47.5%</b>	<b>66.7%</b>	<b>44.4%</b>	<b>36.2%</b>	<b>50.3%</b>
<b>Total low priority (1-2)</b>	<b>34.0%</b>	<b>26.0%</b>	<b>20.9%</b>	<b>36.0%</b>	<b>19.2%</b>	<b>40.9%</b>	<b>20.8%</b>	<b>26.5%</b>	<b>30.5%</b>	<b>28.6%</b>	<b>34.3%</b>	<b>23.7%</b>	<b>6.7%</b>	<b>38.9%</b>	<b>32.9%</b>	<b>25.2%</b>	
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
32. upscale specialty shops	very low priority (1)	17.0%	11.7%	9.3%	24.7%	11.5%	27.3%	12.5%	16.3%	15.3%	20.0%	19.6%	6.8%	0.0%	11.1%	13.4%	18.5%
	2	19.1%	22.1%	17.4%	20.2%	11.5%	9.1%	8.3%	14.3%	25.4%	25.7%	16.7%	18.6%	6.7%	16.7%	22.8%	16.6%
	3	27.7%	31.2%	22.1%	25.8%	30.8%	22.7%	33.3%	26.5%	24.9%	18.6%	30.4%	30.5%	40.0%	22.2%	24.8%	27.8%
	4	25.5%	20.8%	25.6%	15.7%	11.5%	18.2%	41.7%	28.6%	18.6%	17.1%	21.6%	22.0%	40.0%	27.8%	22.1%	20.5%
	top priority (5)	8.5%	11.7%	20.9%	7.9%	30.8%	18.2%	0.0%	8.2%	12.4%	15.7%	7.8%	22.0%	13.3%	16.7%	10.7%	14.6%
	other, don't know	2.1%	2.6%	4.7%	5.6%	3.8%	4.5%	4.2%	6.1%	3.4%	2.9%	3.9%	0.0%	0.0%	5.6%	6.0%	2.0%
	<b>Total high priority (4-5)</b>	<b>34.0%</b>	<b>32.5%</b>	<b>46.5%</b>	<b>23.6%</b>	<b>42.3%</b>	<b>36.4%</b>	<b>41.7%</b>	<b>36.7%</b>	<b>31.1%</b>	<b>32.9%</b>	<b>29.4%</b>	<b>44.1%</b>	<b>53.3%</b>	<b>44.4%</b>	<b>32.9%</b>	<b>35.1%</b>
<b>Total low priority (1-2)</b>	<b>36.2%</b>	<b>33.8%</b>	<b>26.7%</b>	<b>44.9%</b>	<b>23.1%</b>	<b>36.4%</b>	<b>20.8%</b>	<b>30.6%</b>	<b>40.7%</b>	<b>45.7%</b>	<b>36.3%</b>	<b>25.4%</b>	<b>6.7%</b>	<b>27.8%</b>	<b>36.2%</b>	<b>35.1%</b>	
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
33. antique shops	very low priority (1)	27.7%	18.2%	15.1%	21.3%	15.4%	27.3%	16.7%	20.4%	19.2%	17.1%	26.5%	11.9%	6.7%	16.7%	22.8%	16.6%
	2	27.7%	20.8%	17.4%	22.5%	23.1%	13.6%	12.5%	28.6%	21.5%	18.6%	23.5%	22.0%	40.0%	11.1%	23.5%	19.9%
	3	27.7%	23.4%	27.9%	22.5%	30.8%	31.8%	16.7%	24.5%	24.9%	21.4%	23.5%	35.6%	20.0%	33.3%	24.5%	24.5%
	4	10.6%	23.4%	24.4%	21.3%	15.4%	27.3%	29.2%	20.4%	20.3%	25.7%	14.7%	22.0%	26.7%	27.8%	18.8%	23.2%
	top priority (5)	6.4%	14.3%	15.1%	10.1%	15.4%	0.0%	25.0%	6.1%	13.0%	17.1%	11.8%	8.5%	6.7%	11.1%	8.7%	15.2%
	other, don't know	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.7%
	<b>Total high priority (4-5)</b>	<b>17.0%</b>	<b>37.7%</b>	<b>39.5%</b>	<b>31.5%</b>	<b>30.8%</b>	<b>27.3%</b>	<b>54.2%</b>	<b>26.5%</b>	<b>33.3%</b>	<b>42.9%</b>	<b>26.5%</b>	<b>30.5%</b>	<b>33.3%</b>	<b>38.9%</b>	<b>27.5%</b>	<b>38.4%</b>
<b>Total low priority (1-2)</b>	<b>55.3%</b>	<b>39.0%</b>	<b>32.6%</b>	<b>43.8%</b>	<b>38.5%</b>	<b>40.9%</b>	<b>29.2%</b>	<b>49.0%</b>	<b>40.7%</b>	<b>35.7%</b>	<b>50.0%</b>	<b>33.9%</b>	<b>46.7%</b>	<b>27.8%</b>	<b>46.3%</b>	<b>36.4%</b>	
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
34. art galleries and shops	very low priority (1)	10.6%	14.3%	11.6%	20.2%	7.7%	13.6%	12.5%	12.2%	16.9%	14.3%	18.6%	11.9%	0.0%	11.1%	19.5%	9.9%
	2	23.4%	22.1%	11.6%	16.9%	7.7%	13.6%	16.7%	24.5%	18.1%	21.4%	17.6%	16.9%	13.3%	16.7%	18.1%	17.2%
	3	48.9%	23.4%	37.2%	30.3%	30.8%	27.3%	20.8%	28.6%	37.3%	24.3%	39.2%	33.9%	46.7%	22.2%	34.2%	33.1%
	4	10.6%	19.5%	23.3%	16.9%	34.6%	40.9%	37.5%	16.3%	11.3%	15.7%	15.7%	22.0%	13.3%	38.9%	16.8%	19.9%
	top priority (5)	6.4%	18.2%	14.0%	10.1%	19.2%	0.0%	8.3%	14.3%	13.6%	20.0%	8.8%	13.6%	26.7%	5.6%	7.4%	17.9%
	other, don't know	0.0%	2.6%	2.3%	5.6%	0.0%	4.5%	4.2%	4.1%	2.8%	4.3%	0.0%	1.7%	0.0%	5.6%	4.0%	2.0%
	<b>Total high priority (4-5)</b>	<b>17.0%</b>	<b>37.7%</b>	<b>37.2%</b>	<b>27.0%</b>	<b>53.8%</b>	<b>40.9%</b>	<b>45.8%</b>	<b>30.6%</b>	<b>24.9%</b>	<b>35.7%</b>	<b>24.5%</b>	<b>35.6%</b>	<b>40.0%</b>	<b>44.4%</b>	<b>24.2%</b>	<b>37.7%</b>
<b>Total low priority (1-2)</b>	<b>34.0%</b>	<b>36.4%</b>	<b>23.3%</b>	<b>37.1%</b>	<b>15.4%</b>	<b>27.3%</b>	<b>29.2%</b>	<b>36.7%</b>	<b>35.0%</b>	<b>35.7%</b>	<b>36.3%</b>	<b>28.8%</b>	<b>13.3%</b>	<b>27.8%</b>	<b>37.6%</b>	<b>27.2%</b>	
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
35. upscale dining	very low priority (1)	8.5%	15.6%	12.8%	20.2%	15.4%	13.6%	4.2%	12.2%	17.5%	21.4%	16.7%	11.9%	0.0%	11.1%	17.4%	12.6%
	2	12.8%	13.0%	8.1%	16.9%	15.4%	9.1%	0.0%	14.3%	14.1%	11.4%	20.6%	6.8%	6.7%	11.1%	14.8%	11.3%
	3	40.4%	26.0%	26.7%	18.0%	19.2%	22.7%	50.0%	30.6%	22.6%	21.4%	27.5%	30.5%	26.7%	22.2%	23.5%	28.5%
	4	25.5%	24.7%	22.1%	27.0%	26.9%	22.7%	33.3%	18.4%	25.4%	27.1%	18.6%	25.4%	46.7%	22.2%	22.1%	27.2%
	top priority (5)	12.8%	19.5%	29.1%	15.7%	23.1%	27.3%	12.5%	24.5%	18.6%	15.7%	16.7%	25.4%	20.0%	33.3%	19.5%	20.5%
	other, don't know	0.0%	1.3%	1.2%	2.2%	0.0%	4.5%	0.0%	0.0%	1.7%	2.9%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%
	<b>Total high priority (4-5)</b>	<b>38.3%</b>	<b>44.2%</b>	<b>51.2%</b>	<b>42.7%</b>	<b>50.0%</b>	<b>50.0%</b>	<b>45.8%</b>	<b>42.9%</b>	<b>44.1%</b>	<b>42.9%</b>	<b>35.3%</b>	<b>50.8%</b>	<b>66.7%</b>	<b>55.6%</b>	<b>41.6%</b>	<b>47.7%</b>
<b>Total low priority (1-2)</b>	<b>21.3%</b>	<b>28.6%</b>	<b>20.9%</b>	<b>37.1%</b>	<b>30.8%</b>	<b>22.7%</b>	<b>4.2%</b>	<b>26.5%</b>	<b>31.6%</b>	<b>32.9%</b>	<b>37.3%</b>	<b>18.6%</b>	<b>6.7%</b>	<b>22.2%</b>	<b>32.2%</b>	<b>23.8%</b>	

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		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
36. clothing stores	very low priority (1)	6.4%	9.1%	4.7%	15.7%	7.7%	13.6%	0.0%	10.2%	10.2%	14.3%	13.7%	0.0%	0.0%	5.6%	14.1%	4.6%
	2	21.3%	10.4%	10.5%	16.9%	23.1%	22.7%	8.3%	18.4%	11.3%	18.6%	13.7%	15.3%	6.7%	5.6%	16.1%	11.9%
	3	25.5%	40.3%	34.9%	27.0%	34.6%	22.7%	37.5%	26.5%	33.9%	18.6%	40.2%	35.6%	33.3%	27.8%	34.2%	31.1%
	4	19.1%	24.7%	24.4%	21.3%	23.1%	22.7%	29.2%	22.4%	22.0%	28.6%	19.6%	18.6%	40.0%	38.9%	21.5%	23.8%
	top priority (5)	27.7%	15.6%	25.6%	16.9%	11.5%	18.2%	25.0%	22.4%	21.5%	20.0%	12.7%	30.5%	20.0%	22.2%	12.8%	28.5%
	other, don't know	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%
	<b>Total high priority (4-5)</b>	<b>46.8%</b>	<b>40.3%</b>	<b>50.0%</b>	<b>38.2%</b>	<b>34.6%</b>	<b>40.9%</b>	<b>54.2%</b>	<b>44.9%</b>	<b>43.5%</b>	<b>48.6%</b>	<b>32.4%</b>	<b>49.2%</b>	<b>60.0%</b>	<b>61.1%</b>	<b>34.2%</b>	<b>52.3%</b>
<b>Total low priority (1-2)</b>	<b>27.7%</b>	<b>19.5%</b>	<b>15.1%</b>	<b>32.6%</b>	<b>30.8%</b>	<b>36.4%</b>	<b>8.3%</b>	<b>28.6%</b>	<b>21.5%</b>	<b>32.9%</b>	<b>27.5%</b>	<b>15.3%</b>	<b>6.7%</b>	<b>11.1%</b>	<b>30.2%</b>	<b>16.6%</b>	
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
37. shoe stores	very low priority (1)	6.4%	6.5%	14.0%	22.5%	15.4%	18.2%	0.0%	22.4%	11.9%	17.1%	16.7%	1.7%	0.0%	22.2%	17.4%	9.9%
	2	21.3%	20.8%	12.8%	13.5%	26.9%	0.0%	20.8%	16.3%	16.4%	18.6%	15.7%	13.6%	33.3%	16.7%	21.5%	11.3%
	3	29.8%	31.2%	33.7%	27.0%	19.2%	40.9%	45.8%	24.5%	29.9%	24.3%	31.4%	42.4%	33.3%	16.7%	27.5%	33.1%
	4	17.0%	23.4%	10.5%	18.0%	15.4%	22.7%	12.5%	18.4%	16.9%	15.7%	17.6%	18.4%	22.3%	22.2%	14.8%	19.2%
	top priority (5)	25.5%	18.2%	29.1%	14.6%	19.2%	18.2%	16.7%	18.4%	23.7%	22.9%	17.6%	22.0%	26.7%	22.2%	17.4%	25.2%
	other, don't know	0.0%	0.0%	0.0%	4.5%	3.8%	0.0%	4.2%	0.0%	1.1%	1.4%	1.0%	0.0%	0.0%	0.0%	1.3%	1.3%
	<b>Total high priority (4-5)</b>	<b>42.6%</b>	<b>41.6%</b>	<b>39.5%</b>	<b>32.6%</b>	<b>34.6%</b>	<b>40.9%</b>	<b>29.2%</b>	<b>36.7%</b>	<b>40.7%</b>	<b>38.6%</b>	<b>35.3%</b>	<b>42.4%</b>	<b>33.3%</b>	<b>44.4%</b>	<b>32.2%</b>	<b>44.4%</b>
<b>Total low priority (1-2)</b>	<b>27.7%</b>	<b>27.3%</b>	<b>26.7%</b>	<b>36.0%</b>	<b>42.3%</b>	<b>18.2%</b>	<b>20.8%</b>	<b>38.8%</b>	<b>28.2%</b>	<b>35.7%</b>	<b>32.4%</b>	<b>15.3%</b>	<b>33.3%</b>	<b>38.9%</b>	<b>38.9%</b>	<b>21.2%</b>	
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
38. bars/nightclubs	very low priority (1)	40.4%	42.9%	70.9%	64.0%	57.7%	36.4%	37.5%	44.9%	65.0%	52.9%	61.8%	50.8%	26.7%	66.7%	49.0%	64.2%
	2	21.3%	23.4%	5.8%	13.5%	3.8%	18.2%	25.0%	18.4%	14.1%	18.6%	14.7%	20.3%	6.7%	5.6%	16.1%	13.9%
	3	12.8%	15.6%	12.8%	7.9%	15.4%	13.6%	16.7%	16.3%	9.6%	5.7%	9.8%	16.9%	40.0%	16.7%	13.4%	11.3%
	4	12.8%	9.1%	5.8%	4.5%	3.8%	18.2%	8.3%	12.2%	5.1%	11.4%	6.9%	5.1%	13.3%	5.6%	8.1%	6.6%
	top priority (5)	12.8%	5.2%	2.3%	5.6%	15.4%	0.0%	8.3%	6.1%	4.5%	5.7%	5.9%	3.4%	13.3%	5.6%	9.4%	2.0%
	other, don't know	0.0%	3.9%	2.3%	4.5%	3.8%	13.6%	4.2%	2.0%	1.7%	5.7%	1.0%	3.4%	0.0%	0.0%	4.0%	2.0%
	<b>Total high priority (4-5)</b>	<b>25.5%</b>	<b>14.3%</b>	<b>8.1%</b>	<b>10.1%</b>	<b>19.2%</b>	<b>18.2%</b>	<b>16.7%</b>	<b>18.4%</b>	<b>9.6%</b>	<b>17.1%</b>	<b>12.7%</b>	<b>8.5%</b>	<b>26.7%</b>	<b>11.1%</b>	<b>17.4%</b>	<b>8.6%</b>
<b>Total low priority (1-2)</b>	<b>61.7%</b>	<b>66.2%</b>	<b>76.7%</b>	<b>77.5%</b>	<b>61.5%</b>	<b>54.5%</b>	<b>62.5%</b>	<b>63.3%</b>	<b>79.1%</b>	<b>71.4%</b>	<b>76.5%</b>	<b>71.2%</b>	<b>33.3%</b>	<b>72.2%</b>	<b>65.1%</b>	<b>78.1%</b>	
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
39. bookstore	very low priority (1)	10.6%	6.5%	8.1%	15.7%	7.7%	13.6%	4.2%	4.1%	13.0%	10.0%	15.7%	1.7%	0.0%	22.2%	12.8%	7.9%
	2	4.3%	19.5%	12.8%	13.5%	7.7%	9.1%	12.5%	16.3%	14.1%	12.9%	13.7%	8.5%	6.7%	16.7%	16.8%	9.9%
	3	34.0%	24.7%	31.4%	28.1%	15.4%	27.3%	41.7%	34.7%	28.2%	30.0%	32.4%	27.1%	46.7%	16.7%	31.5%	27.2%
	4	31.9%	27.3%	19.8%	21.3%	26.9%	36.4%	33.3%	20.4%	22.0%	20.0%	24.5%	39.0%	20.0%	16.7%	22.8%	25.2%
	top priority (5)	19.1%	22.1%	27.9%	19.1%	42.3%	13.6%	8.3%	24.5%	21.5%	27.1%	13.7%	23.7%	26.7%	27.8%	15.4%	29.1%
	other, don't know	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.7%
	<b>Total high priority (4-5)</b>	<b>51.1%</b>	<b>49.4%</b>	<b>47.7%</b>	<b>40.4%</b>	<b>69.2%</b>	<b>50.0%</b>	<b>41.7%</b>	<b>44.9%</b>	<b>43.5%</b>	<b>47.1%</b>	<b>38.2%</b>	<b>62.7%</b>	<b>46.7%</b>	<b>44.4%</b>	<b>38.3%</b>	<b>54.3%</b>
<b>Total low priority (1-2)</b>	<b>14.9%</b>	<b>26.0%</b>	<b>20.9%</b>	<b>29.2%</b>	<b>15.4%</b>	<b>22.7%</b>	<b>16.7%</b>	<b>20.4%</b>	<b>27.1%</b>	<b>22.9%</b>	<b>29.4%</b>	<b>10.2%</b>	<b>6.7%</b>	<b>38.9%</b>	<b>29.5%</b>	<b>17.9%</b>	

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

**West Plains, Missouri**

		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
40. Of the items listed above, what business would you most like to see in downtown West Plains?	lodging, such as hotel, motel or B&B	0.0%	2.6%	4.7%	3.4%	0.0%	4.5%	8.3%	2.0%	2.8%	1.4%	3.9%	3.4%	13.3%	0.0%	3.4%	2.6%
	casual dining	10.6%	20.8%	22.1%	21.3%	15.4%	13.6%	25.0%	10.2%	23.2%	15.7%	19.6%	20.3%	26.7%	22.2%	21.5%	17.9%
	coffee shop	8.5%	7.8%	2.3%	3.4%	7.7%	0.0%	12.5%	4.1%	4.5%	1.4%	6.9%	6.8%	6.7%	5.6%	6.0%	4.0%
	ice cream shop/soda fountain	6.4%	6.5%	2.3%	5.6%	11.5%	4.5%	0.0%	16.3%	1.7%	7.1%	7.8%	3.4%	0.0%	0.0%	6.0%	4.0%
	upscale specialty shop	2.1%	2.6%	9.3%	2.2%	3.8%	4.5%	0.0%	4.1%	5.1%	4.3%	2.9%	8.5%	6.7%	5.6%	6.7%	2.0%
	antique shop	2.1%	3.9%	5.8%	2.2%	3.8%	9.1%	0.0%	0.0%	4.5%	7.1%	3.9%	1.7%	0.0%	5.6%	3.4%	4.0%
	art galleries and shops	8.5%	5.2%	4.7%	1.1%	3.8%	0.0%	12.5%	6.1%	3.4%	7.1%	2.9%	6.8%	6.7%	0.0%	2.0%	6.6%
	upscale dining	17.0%	11.7%	12.8%	9.0%	11.5%	22.7%	4.2%	14.3%	11.3%	8.6%	8.8%	13.6%	6.7%	27.8%	12.8%	11.3%
	clothing stores	10.6%	16.9%	8.1%	11.2%	7.7%	13.6%	8.3%	8.2%	13.6%	8.6%	12.7%	8.5%	13.3%	5.6%	6.0%	17.2%
	shoe stores	14.9%	3.9%	5.8%	5.6%	0.0%	0.0%	12.5%	6.1%	7.9%	10.0%	5.9%	8.5%	0.0%	5.6%	2.7%	10.6%
	bars/nightclubs	8.5%	1.3%	0.0%	0.0%	3.8%	0.0%	0.0%	2.0%	1.7%	2.9%	2.0%	1.7%	0.0%	0.0%	2.7%	0.7%
	bookstore	6.4%	6.5%	12.8%	4.5%	19.2%	4.5%	4.2%	8.2%	6.2%	2.9%	6.9%	10.2%	6.7%	11.1%	5.4%	9.9%
Don't know	4.3%	5.2%	4.7%	16.9%	11.5%	9.1%	4.2%	12.2%	7.3%	14.3%	9.8%	3.4%	6.7%	0.0%	12.8%	4.0%	
other (specify)	0.0%	5.2%	4.7%	13.5%	0.0%	13.6%	8.3%	6.1%	6.8%	8.6%	5.9%	3.4%	6.7%	11.1%	8.7%	5.3%	
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
41. adding green space	very low priority (1)	21.3%	15.6%	14.0%	18.0%	15.4%	18.2%	8.3%	18.4%	17.5%	18.6%	18.6%	11.9%	13.3%	27.8%	21.5%	11.9%
	2	14.9%	9.1%	10.5%	11.2%	3.8%	13.6%	0.0%	4.1%	15.3%	10.0%	12.7%	5.1%	13.3%	16.7%	14.1%	8.6%
	3	21.3%	36.4%	27.9%	28.1%	34.6%	22.7%	45.8%	30.6%	26.6%	18.6%	31.4%	40.7%	26.7%	33.3%	29.5%	28.5%
	4	25.5%	23.4%	15.1%	20.2%	26.9%	22.7%	20.8%	18.4%	19.8%	21.4%	22.5%	23.7%	13.3%	11.1%	17.4%	23.2%
	top priority (5)	14.9%	14.3%	26.7%	16.9%	15.4%	13.6%	20.8%	24.5%	18.1%	30.0%	11.8%	15.3%	33.3%	11.1%	16.1%	21.2%
	other, don't know	2.1%	1.3%	5.8%	5.6%	3.8%	9.1%	4.2%	4.1%	2.8%	3.4%	0.0%	0.0%	0.0%	0.0%	1.3%	6.6%
	<b>Total high priority (4-5)</b>	<b>40.4%</b>	<b>37.7%</b>	<b>41.9%</b>	<b>37.1%</b>	<b>42.3%</b>	<b>36.4%</b>	<b>41.7%</b>	<b>42.9%</b>	<b>37.9%</b>	<b>51.4%</b>	<b>34.3%</b>	<b>39.0%</b>	<b>46.7%</b>	<b>22.2%</b>	<b>33.6%</b>	<b>44.4%</b>
	<b>Total low priority (1-2)</b>	<b>36.2%</b>	<b>24.7%</b>	<b>24.4%</b>	<b>29.2%</b>	<b>19.2%</b>	<b>31.8%</b>	<b>8.3%</b>	<b>22.4%</b>	<b>32.8%</b>	<b>28.6%</b>	<b>31.4%</b>	<b>16.9%</b>	<b>26.7%</b>	<b>44.4%</b>	<b>35.6%</b>	<b>20.5%</b>
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
42. improving lighting	very low priority (1)	17.0%	16.9%	10.5%	22.5%	7.7%	18.2%	0.0%	12.2%	21.5%	20.0%	18.6%	6.8%	13.3%	5.6%	17.4%	15.9%
	2	23.4%	16.9%	15.1%	14.6%	3.8%	13.6%	12.5%	20.4%	18.6%	14.3%	20.6%	16.9%	20.0%	22.2%	22.8%	11.3%
	3	25.5%	29.9%	25.6%	18.0%	26.9%	27.3%	20.8%	26.5%	23.7%	17.1%	23.5%	37.3%	20.0%	38.9%	24.8%	23.8%
	4	12.8%	16.9%	22.1%	15.7%	30.8%	18.2%	25.0%	12.2%	15.8%	15.7%	17.6%	13.6%	33.3%	16.7%	10.7%	23.8%
	top priority (5)	21.3%	18.2%	25.6%	24.7%	26.9%	18.2%	37.5%	28.6%	18.6%	31.4%	17.6%	23.7%	13.3%	16.7%	22.1%	23.2%
	other, don't know	0.0%	1.3%	1.2%	4.5%	3.8%	4.5%	4.2%	0.0%	1.7%	1.4%	2.0%	1.7%	0.0%	0.0%	2.0%	2.0%
	<b>Total high priority (4-5)</b>	<b>34.0%</b>	<b>35.1%</b>	<b>47.7%</b>	<b>40.4%</b>	<b>57.7%</b>	<b>36.4%</b>	<b>62.5%</b>	<b>40.8%</b>	<b>34.5%</b>	<b>47.1%</b>	<b>35.3%</b>	<b>37.3%</b>	<b>46.7%</b>	<b>33.3%</b>	<b>32.9%</b>	<b>47.0%</b>
	<b>Total low priority (1-2)</b>	<b>40.4%</b>	<b>33.8%</b>	<b>25.6%</b>	<b>37.1%</b>	<b>17.5%</b>	<b>31.8%</b>	<b>12.5%</b>	<b>32.7%</b>	<b>40.1%</b>	<b>34.3%</b>	<b>39.2%</b>	<b>23.7%</b>	<b>33.3%</b>	<b>27.8%</b>	<b>40.3%</b>	<b>27.2%</b>
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
43. moving utilities underground	very low priority (1)	21.3%	14.3%	16.3%	18.0%	19.2%	18.2%	8.3%	18.4%	17.5%	18.6%	21.6%	10.2%	13.3%	16.7%	21.5%	12.6%
	2	10.6%	16.9%	14.0%	6.7%	7.7%	4.5%	12.5%	12.2%	13.6%	8.6%	7.8%	6.8%	26.7%	22.2%	12.8%	11.3%
	3	27.7%	26.0%	20.9%	15.7%	11.5%	22.7%	29.2%	26.5%	20.9%	24.3%	22.5%	18.6%	20.0%	38.9%	19.5%	23.8%
	4	21.3%	14.3%	16.3%	22.5%	23.1%	22.7%	20.8%	10.2%	19.2%	15.7%	23.5%	22.0%	20.0%	11.1%	18.8%	18.5%
	top priority (5)	19.1%	20.8%	26.7%	30.3%	34.6%	13.6%	29.2%	30.6%	23.2%	25.7%	23.5%	35.6%	13.3%	11.1%	24.8%	25.2%
	other, don't know	0.0%	7.8%	5.8%	6.7%	3.8%	18.2%	0.0%	2.0%	5.6%	7.1%	1.0%	6.8%	6.7%	0.0%	2.7%	8.6%
	<b>Total high priority (4-5)</b>	<b>40.4%</b>	<b>35.1%</b>	<b>43.0%</b>	<b>52.8%</b>	<b>57.7%</b>	<b>36.4%</b>	<b>50.0%</b>	<b>40.8%</b>	<b>42.4%</b>	<b>41.4%</b>	<b>47.1%</b>	<b>57.6%</b>	<b>33.3%</b>	<b>22.2%</b>	<b>43.6%</b>	<b>43.7%</b>
	<b>Total low priority (1-2)</b>	<b>31.9%</b>	<b>31.2%</b>	<b>30.2%</b>	<b>24.7%</b>	<b>26.9%</b>	<b>22.7%</b>	<b>20.8%</b>	<b>30.6%</b>	<b>31.1%</b>	<b>27.1%</b>	<b>29.4%</b>	<b>16.9%</b>	<b>40.0%</b>	<b>38.9%</b>	<b>34.2%</b>	<b>23.8%</b>

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

**West Plains, Missouri**

		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
44. adding new parking spaces or lots	very low priority (1)	10.6%	13.0%	8.1%	19.1%	3.8%	13.6%	8.3%	10.2%	15.8%	12.9%	15.7%	8.5%	6.7%	11.1%	16.8%	9.9%
	2	14.9%	11.7%	11.6%	16.9%	7.7%	18.2%	4.2%	18.4%	14.1%	10.0%	17.6%	13.6%	6.7%	16.7%	18.1%	9.3%
	3	17.0%	32.5%	22.1%	27.0%	42.3%	45.5%	33.3%	22.4%	20.3%	27.1%	20.6%	27.1%	33.3%	33.3%	24.8%	25.8%
	4	27.7%	24.7%	23.3%	15.7%	7.7%	13.6%	29.2%	20.4%	24.9%	20.0%	22.5%	28.8%	26.7%	16.7%	19.5%	24.5%
	top priority (5)	29.8%	18.2%	34.9%	19.1%	38.5%	9.1%	25.0%	28.6%	23.7%	30.0%	23.5%	22.0%	26.7%	22.2%	20.1%	29.8%
	other, don't know	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.7%
	<b>Total high priority (4-5)</b>	<b>57.4%</b>	<b>42.9%</b>	<b>58.1%</b>	<b>34.8%</b>	<b>46.2%</b>	<b>22.7%</b>	<b>54.2%</b>	<b>49.0%</b>	<b>48.6%</b>	<b>50.0%</b>	<b>46.1%</b>	<b>50.8%</b>	<b>53.3%</b>	<b>38.9%</b>	<b>39.6%</b>	<b>54.3%</b>
<b>Total low priority (1-2)</b>	<b>25.5%</b>	<b>24.7%</b>	<b>19.8%</b>	<b>36.0%</b>	<b>11.5%</b>	<b>31.8%</b>	<b>12.5%</b>	<b>28.6%</b>	<b>29.9%</b>	<b>22.9%</b>	<b>33.3%</b>	<b>22.0%</b>	<b>13.3%</b>	<b>27.8%</b>	<b>34.9%</b>	<b>19.2%</b>	
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
45. stricter code enforcement	very low priority (1)	29.8%	20.8%	15.1%	22.5%	23.1%	22.7%	25.0%	14.3%	22.0%	28.6%	23.5%	13.6%	6.7%	22.2%	24.8%	17.2%
	2	17.0%	16.9%	17.4%	12.4%	0.0%	18.2%	8.3%	22.4%	16.9%	10.0%	18.6%	13.6%	26.7%	27.8%	17.4%	13.9%
	3	25.5%	18.2%	30.2%	22.5%	34.6%	13.6%	25.0%	24.5%	23.7%	17.1%	28.4%	32.2%	26.7%	16.7%	21.5%	27.2%
	4	19.1%	16.9%	16.3%	18.0%	19.2%	18.2%	8.3%	16.3%	18.1%	11.4%	15.7%	22.0%	13.3%	27.8%	16.1%	18.5%
	top priority (5)	6.4%	22.1%	11.6%	18.0%	15.4%	13.6%	29.2%	18.4%	13.0%	28.6%	7.8%	15.3%	13.3%	5.6%	15.4%	15.2%
	other, don't know	2.1%	5.2%	9.3%	6.7%	7.7%	13.6%	4.2%	4.1%	6.2%	4.3%	5.9%	3.4%	13.3%	0.0%	4.7%	7.9%
	<b>Total high priority (4-5)</b>	<b>25.5%</b>	<b>39.0%</b>	<b>27.9%</b>	<b>36.0%</b>	<b>34.6%</b>	<b>31.8%</b>	<b>37.5%</b>	<b>34.7%</b>	<b>31.1%</b>	<b>40.0%</b>	<b>23.5%</b>	<b>37.3%</b>	<b>26.7%</b>	<b>33.3%</b>	<b>31.5%</b>	<b>33.8%</b>
<b>Total low priority (1-2)</b>	<b>46.8%</b>	<b>37.7%</b>	<b>32.6%</b>	<b>34.8%</b>	<b>23.1%</b>	<b>40.9%</b>	<b>33.3%</b>	<b>36.7%</b>	<b>39.0%</b>	<b>38.6%</b>	<b>42.2%</b>	<b>27.1%</b>	<b>33.3%</b>	<b>50.0%</b>	<b>42.3%</b>	<b>31.1%</b>	
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
46. developing second-story residential space	very low priority (1)	12.8%	14.3%	17.4%	22.5%	11.5%	18.2%	12.5%	8.2%	21.5%	14.3%	18.6%	15.3%	6.7%	11.1%	19.5%	15.2%
	2	27.7%	28.6%	17.4%	12.4%	23.1%	27.3%	20.8%	20.4%	19.2%	10.0%	24.5%	22.0%	33.3%	33.3%	19.5%	21.9%
	3	31.9%	29.9%	24.4%	24.7%	15.4%	27.3%	16.7%	32.7%	28.8%	25.7%	29.4%	27.1%	26.7%	33.3%	28.9%	25.2%
	4	8.5%	16.9%	15.1%	18.0%	15.4%	4.5%	12.5%	14.3%	17.5%	21.4%	11.8%	20.3%	6.7%	11.1%	13.4%	17.2%
	top priority (5)	19.1%	9.1%	22.1%	16.9%	30.8%	9.1%	33.3%	24.5%	11.3%	25.7%	13.6%	20.0%	11.1%	16.1%	17.2%	
	other, don't know	0.0%	1.3%	3.5%	5.6%	3.8%	13.6%	4.2%	0.0%	1.7%	2.9%	2.0%	1.7%	6.7%	0.0%	2.7%	3.3%
	<b>Total high priority (4-5)</b>	<b>27.7%</b>	<b>26.0%</b>	<b>37.2%</b>	<b>34.8%</b>	<b>46.2%</b>	<b>13.6%</b>	<b>45.8%</b>	<b>38.8%</b>	<b>28.8%</b>	<b>47.1%</b>	<b>25.5%</b>	<b>33.9%</b>	<b>26.7%</b>	<b>22.2%</b>	<b>29.5%</b>	<b>34.4%</b>
<b>Total low priority (1-2)</b>	<b>40.4%</b>	<b>42.9%</b>	<b>34.9%</b>	<b>34.8%</b>	<b>34.6%</b>	<b>45.5%</b>	<b>33.3%</b>	<b>28.6%</b>	<b>40.7%</b>	<b>24.3%</b>	<b>43.1%</b>	<b>37.3%</b>	<b>40.0%</b>	<b>44.4%</b>	<b>38.9%</b>	<b>37.1%</b>	
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
47. making the area more pedestrian-friendly	very low priority (1)	14.9%	10.4%	5.8%	13.5%	3.8%	9.1%	8.3%	6.1%	13.6%	12.9%	12.7%	8.5%	0.0%	0.0%	13.4%	7.9%
	2	12.8%	13.0%	11.6%	12.4%	0.0%	9.1%	20.8%	16.3%	12.4%	7.1%	11.8%	18.6%	13.3%	27.8%	15.4%	9.3%
	3	25.5%	24.7%	26.7%	22.5%	26.9%	22.7%	12.5%	22.4%	27.1%	18.6%	30.4%	22.0%	26.7%	27.8%	28.9%	20.5%
	4	29.8%	24.7%	16.3%	21.3%	26.9%	13.6%	25.0%	32.7%	19.2%	22.9%	21.6%	23.7%	26.7%	22.2%	18.8%	25.2%
	top priority (5)	17.0%	27.3%	39.5%	30.3%	42.3%	45.5%	33.3%	22.4%	27.7%	38.6%	23.5%	27.1%	33.3%	22.2%	23.5%	37.1%
	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%
	<b>Total high priority (4-5)</b>	<b>46.8%</b>	<b>51.9%</b>	<b>55.8%</b>	<b>51.7%</b>	<b>69.2%</b>	<b>59.1%</b>	<b>58.3%</b>	<b>55.1%</b>	<b>46.9%</b>	<b>61.4%</b>	<b>45.1%</b>	<b>50.8%</b>	<b>60.0%</b>	<b>44.4%</b>	<b>42.3%</b>	<b>62.3%</b>
<b>Total low priority (1-2)</b>	<b>27.7%</b>	<b>23.4%</b>	<b>17.4%</b>	<b>25.8%</b>	<b>3.8%</b>	<b>18.2%</b>	<b>29.2%</b>	<b>22.4%</b>	<b>26.0%</b>	<b>20.0%</b>	<b>24.5%</b>	<b>27.1%</b>	<b>13.3%</b>	<b>27.8%</b>	<b>28.9%</b>	<b>17.2%</b>	
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
48. adding water features, such as fountains or waterfalls	very low priority (1)	12.8%	24.7%	23.3%	21.3%	11.5%	22.7%	16.7%	18.4%	24.3%	20.0%	19.6%	20.3%	33.3%	22.2%	29.5%	13.9%
	2	17.0%	10.4%	10.5%	15.7%	19.2%	9.1%	4.2%	14.3%	13.6%	8.6%	15.7%	13.6%	20.0%	11.1%	12.8%	13.2%
	3	29.8%	19.5%	18.6%	24.7%	11.5%	22.7%	20.8%	26.5%	22.6%	27.1%	25.5%	25.4%	6.7%	0.0%	15.4%	29.1%
	4	12.8%	23.4%	16.3%	15.7%	26.9%	22.7%	12.5%	12.2%	17.5%	18.6%	20.3%	6.7%	27.8%	17.4%	17.2%	
	top priority (5)	27.7%	22.1%	30.2%	18.0%	30.8%	22.7%	41.7%	28.6%	19.8%	28.6%	20.6%	20.3%	26.7%	38.9%	22.1%	25.8%
	other, don't know	0.0%	0.0%	1.2%	4.5%	0.0%	0.0%	4.2%	0.0%	2.3%	0.0%	0.0%	0.0%	6.7%	0.0%	2.7%	0.7%
	<b>Total high priority (4-5)</b>	<b>40.4%</b>	<b>45.5%</b>	<b>46.5%</b>	<b>33.7%</b>	<b>57.7%</b>	<b>45.5%</b>	<b>54.2%</b>	<b>40.8%</b>	<b>37.3%</b>	<b>44.3%</b>	<b>39.2%</b>	<b>40.7%</b>	<b>33.3%</b>	<b>66.7%</b>	<b>39.6%</b>	<b>43.0%</b>
<b>Total low priority (1-2)</b>	<b>29.8%</b>	<b>35.1%</b>	<b>33.7%</b>	<b>37.1%</b>	<b>30.8%</b>	<b>31.8%</b>	<b>20.8%</b>	<b>32.7%</b>	<b>37.9%</b>	<b>28.6%</b>	<b>35.3%</b>	<b>33.9%</b>	<b>53.3%</b>	<b>33.3%</b>	<b>42.3%</b>	<b>27.2%</b>	

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		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender		
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
49. improving signage to help people find their way around	very low priority (1)	12.8%	10.4%	9.3%	21.3%	3.8%	13.6%	12.5%	12.2%	15.8%	18.6%	13.7%	8.5%	0.0%	5.6%	15.4%	12.6%	
	2	19.1%	20.8%	10.5%	11.2%	11.5%	13.6%	16.7%	14.3%	15.3%	7.1%	19.6%	16.9%	6.7%	11.1%	13.4%	15.9%	
	3	21.3%	32.5%	31.4%	27.0%	30.8%	27.3%	25.0%	26.5%	29.9%	20.0%	26.5%	37.3%	53.3%	38.9%	29.5%	27.8%	
	4	38.3%	18.2%	25.6%	21.3%	19.2%	18.2%	25.0%	30.6%	24.3%	27.1%	24.5%	25.4%	20.0%	27.8%	25.5%	23.2%	
	top priority (5)	8.5%	18.2%	23.3%	18.0%	34.6%	27.3%	20.8%	16.3%	14.1%	27.1%	15.7%	10.2%	20.0%	16.7%	16.1%	19.9%	
	other, don't know	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.7%	
	<b>Total high priority (4-5)</b>	<b>46.8%</b>	<b>36.4%</b>	<b>48.8%</b>	<b>39.3%</b>	<b>53.8%</b>	<b>45.5%</b>	<b>45.8%</b>	<b>46.9%</b>	<b>38.4%</b>	<b>54.3%</b>	<b>40.2%</b>	<b>35.6%</b>	<b>40.0%</b>	<b>44.4%</b>	<b>41.6%</b>	<b>43.0%</b>	
	<b>Total low priority (1-2)</b>	<b>31.9%</b>	<b>31.2%</b>	<b>19.8%</b>	<b>32.6%</b>	<b>15.4%</b>	<b>27.3%</b>	<b>29.2%</b>	<b>26.5%</b>	<b>25.7%</b>	<b>33.3%</b>	<b>25.4%</b>	<b>6.7%</b>	<b>16.7%</b>	<b>28.9%</b>	<b>28.5%</b>		
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender		
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
50. improving building facades	very low priority (1)	8.5%	6.5%	5.8%	13.5%	7.7%	9.1%	0.0%	4.1%	11.3%	12.9%	9.8%	3.4%	6.7%	5.6%	8.1%	9.3%	
	2	10.6%	14.3%	10.5%	10.1%	11.5%	13.6%	12.5%	16.3%	9.6%	5.7%	16.7%	10.2%	0.0%	22.2%	14.8%	7.9%	
	3	38.3%	26.0%	23.3%	21.3%	11.5%	9.1%	20.8%	32.7%	28.2%	20.0%	34.3%	20.3%	20.0%	16.7%	26.8%	24.5%	
	4	17.0%	27.3%	31.4%	28.1%	42.3%	45.5%	25.0%	16.3%	26.0%	20.0%	18.6%	44.1%	46.7%	33.3%	25.5%	29.1%	
	top priority (5)	25.5%	24.7%	26.7%	19.1%	23.1%	18.2%	37.5%	26.5%	22.0%	37.1%	17.6%	22.0%	26.7%	22.2%	20.8%	26.5%	
	other, don't know	0.0%	1.3%	2.3%	7.9%	3.8%	4.5%	4.2%	4.1%	2.8%	4.3%	2.9%	0.0%	0.0%	0.0%	4.0%	2.6%	
	<b>Total high priority (4-5)</b>	<b>42.6%</b>	<b>51.9%</b>	<b>58.1%</b>	<b>47.2%</b>	<b>65.4%</b>	<b>63.6%</b>	<b>62.5%</b>	<b>42.9%</b>	<b>48.0%</b>	<b>57.1%</b>	<b>36.3%</b>	<b>73.3%</b>	<b>55.6%</b>	<b>46.3%</b>	<b>55.6%</b>		
	<b>Total low priority (1-2)</b>	<b>19.1%</b>	<b>20.8%</b>	<b>16.3%</b>	<b>23.6%</b>	<b>19.2%</b>	<b>22.7%</b>	<b>12.5%</b>	<b>20.4%</b>	<b>18.6%</b>	<b>26.5%</b>	<b>13.6%</b>	<b>6.7%</b>	<b>27.8%</b>	<b>22.8%</b>	<b>17.2%</b>		
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender		
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
51. adding murals or other public art	very low priority (1)	12.8%	19.5%	16.3%	23.6%	11.5%	13.6%	8.3%	18.4%	22.0%	17.1%	20.6%	11.9%	26.7%	5.6%	22.1%	15.2%	
	2	14.9%	24.7%	14.0%	18.0%	11.5%	4.5%	12.5%	14.3%	22.6%	14.3%	17.6%	20.3%	33.3%	27.8%	24.8%	11.9%	
	3	34.0%	32.5%	30.2%	24.7%	19.2%	45.5%	37.5%	32.7%	27.1%	24.3%	34.3%	39.0%	13.3%	22.2%	25.5%	33.8%	
	4	27.7%	13.0%	20.9%	22.5%	42.3%	18.2%	25.0%	20.4%	16.9%	24.3%	14.7%	23.7%	13.3%	33.3%	16.1%	24.5%	
	top priority (5)	10.6%	10.4%	17.4%	7.9%	15.4%	13.6%	16.7%	14.3%	9.6%	20.0%	12.7%	3.4%	13.3%	11.1%	8.7%	14.6%	
	other, don't know	0.0%	0.0%	1.2%	3.4%	0.0%	4.5%	0.0%	0.0%	1.7%	0.0%	0.0%	1.7%	0.0%	0.0%	2.7%	0.0%	
	<b>Total high priority (4-5)</b>	<b>38.3%</b>	<b>23.4%</b>	<b>38.4%</b>	<b>30.3%</b>	<b>57.7%</b>	<b>31.8%</b>	<b>41.7%</b>	<b>34.7%</b>	<b>26.6%</b>	<b>44.3%</b>	<b>27.5%</b>	<b>27.1%</b>	<b>26.7%</b>	<b>44.4%</b>	<b>24.8%</b>	<b>39.1%</b>	
	<b>Total low priority (1-2)</b>	<b>27.7%</b>	<b>44.2%</b>	<b>30.2%</b>	<b>41.6%</b>	<b>23.1%</b>	<b>18.2%</b>	<b>20.8%</b>	<b>32.7%</b>	<b>31.4%</b>	<b>38.2%</b>	<b>32.2%</b>	<b>60.0%</b>	<b>33.3%</b>	<b>47.0%</b>	<b>27.2%</b>		
		54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender		
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
53. What would you say is your primary source of information about downtown West Plains?	local newspaper	19.1%	20.8%	27.9%	33.7%	26.9%	9.1%	25.0%	28.6%	28.2%	32.9%	26.5%	22.0%	20.0%	44.4%	21.5%	31.1%	
	television	2.1%	0.0%	0.0%	1.1%	3.8%	0.0%	4.2%	0.0%	0.0%	1.4%	1.0%	0.0%	0.0%	0.0%	1.3%	0.0%	
	radio	10.6%	6.5%	2.3%	6.7%	0.0%	9.1%	0.0%	8.2%	6.8%	4.3%	6.9%	6.8%	6.7%	0.0%	6.7%	5.3%	
	Chamber of Commerce website	2.1%	1.3%	3.5%	3.4%	0.0%	9.1%	8.3%	2.0%	1.7%	1.4%	2.9%	5.1%	0.0%	0.0%	3.4%	2.0%	
	word of mouth	6.4%	19.5%	14.0%	12.4%	26.9%	4.5%	8.3%	20.4%	11.3%	18.6%	8.8%	11.9%	0.0%	22.2%	15.4%	12.6%	
	none/no others	0.0%	2.6%	0.0%	2.2%	0.0%	0.0%	4.2%	2.0%	1.1%	1.4%	0.0%	1.7%	6.7%	5.6%	0.7%	2.0%	
	other (specify)	51.1%	46.8%	50.0%	31.5%	42.3%	68.2%	41.7%	34.7%	44.1%	37.1%	48.0%	45.8%	66.7%	27.8%	45.0%	42.4%	
	don't know	8.5%	2.6%	2.3%	9.0%	0.0%	0.0%	8.3%	4.1%	6.8%	2.9%	5.9%	6.8%	0.0%	0.0%	6.0%	4.6%	
			54. Age				55. How long have you lived in the West Plains area?					56. Income					57. Gender	
			18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	< \$25,000	\$25-49,999	\$50-74,999	\$75-99,999	\$100 +	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
53b. And what is your second most likely source of information?	local newspaper	18.6%	30.1%	40.5%	32.9%	26.9%	22.7%	28.6%	37.0%	33.7%	22.4%	32.3%	40.7%	42.9%	23.5%	37.4%	27.7%	
	television	2.3%	1.4%	1.2%	8.9%	15.4%	0.0%	0.0%	2.2%	3.1%	4.5%	3.1%	1.9%	0.0%	5.9%	3.6%	3.5%	
	radio	9.3%	11.0%	19.0%	13.9%	11.5%	4.5%	9.5%	10.9%	17.2%	16.4%	10.4%	9.3%	21.4%	29.4%	14.4%	13.5%	
	Chamber of Commerce website	2.3%	1.4%	2.4%	1.3%	0.0%	0.0%	0.0%	2.2%	2.5%	3.0%	2.1%	1.9%	0.0%	0.0%	1.4%	2.1%	
	word of mouth	25.6%	27.4%	14.3%	25.3%	19.2%	27.3%	28.6%	26.1%	20.2%	25.4%	26.0%	24.1%	21.4%	5.9%	16.5%	28.4%	
	none/no others	14.0%	2.7%	7.1%	3.8%	3.8%	4.5%	4.8%	4.3%	7.4%	4.5%	6.3%	5.6%	7.1%	11.8%	4.3%	7.8%	
	other (specify)	16.3%	21.9%	9.5%	7.6%	11.5%	18.2%	23.8%	13.0%	11.7%	17.9%	13.5%	11.1%	7.1%	17.6%	15.1%	11.3%	
	don't know	11.6%	4.1%	6.0%	6.3%	11.5%	22.7%	4.8%	4.3%	4.3%	6.0%	6.3%	5.6%	0.0%	5.9%	7.2%	5.7%	