

COMMUNITY TELEPHONE SURVEY REPORT

FINAL SURVEY FINDINGS AND RESULTS

CITY OF EXCELSIOR SPRINGS, MISSOURI

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

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

A. Priorities for Community:

✓ **Respondents placed the highest priorities on repairing streets and revitalizing downtown.**

At the beginning of the survey, respondents were asked to prioritize five potential improvements that "some might suggest for Excelsior Springs" 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. Seven in ten respondents (70.0%, 4-5) answered that "repairing major streets" should be a high priority for the City, and 60.3% placed a high priority on "revitalizing the downtown area."

Respondents were somewhat less likely to place a priority on "improving emergency services" (56.0%, 4-5), "upgrading parks and recreation facilities" (55.0%) and "attracting more 'big box' retail development" (48.7%).

B. Visiting Downtown:

✓ **Most respondents indicated that they visit downtown once a month or more and said they most often utilize downtown for dining, conducting business and attending special events.**

Respondents were asked how often they visit downtown. A plurality (42.7%) answered that they visit downtown "more than five times a month." Another one-third (35.0%) visit downtown "one to five times per month." Smaller percentages of respondents said that they visit downtown "less than once a month" (12.7%), and "once a year or less" (7.0%).

Respondents were then read a list of reasons for visiting downtown and asked how often they conduct these activities in downtown Excelsior Springs. Respondents indicated they were most likely to visit downtown to dine, conduct business and attend special events:

- Dining (40.9% very/somewhat often)
- Conducting business (37.8%)
- Special events (37.8%)
- Shopping (29.3%)
- Other outdoor recreation, such as walking (23.8%)
- Entertainment (19.5%)
- Church services (16.5%)

When asked which one of these reasons respondents would most often visit downtown, more than one in five respondents indicated “dining” (22.6%) or “conducting business” (22.6%). Another one in six (17.7%) answered “shopping.”

C. Views of the Current Excelsior Springs Downtown:

- ✓ **Respondents gave high marks to the quality of the sidewalks, safety during the day and the preservation of historic structures. Areas such as dining and entertainment options, number of occupied storefronts and safety at night were viewed less favorably.**

Respondents were read a list of thirteen characteristics of a downtown and asked to rate conditions in downtown Excelsior Springs.

Five characteristics were highly rated by more than seven in ten respondents:

- Safety during the day (88.3% excellent/good)
- Condition of sidewalks (84.7%)
- Preservation of historic structures (75.7%)
- Condition of streets (74.7%)
- Signs to help people find their way around (73.7%)

Four other characteristics were rated highly by majorities of respondents:

- Convenience of business hours (67.0% excellent/good)
- Convenience of parking (67.0%)
- Diverse mix of businesses (57.0%)
- Availability of green space (51.0%)

The four remaining characteristics were not considered descriptive of downtown Excelsior Springs to majorities of respondents:

- Dining options (47.3% excellent/good)
- Safety at night (45.3%)
- Number of occupied storefronts (38.0%)
- Entertainment options (22.3%)

The vast majority of respondents (90.3%) suggested that it is “very” or “somewhat” important that downtown Excelsior Springs work to retain its historic character. Only 8.7% thought that doing so was “not very” or “not at all” important.

D. Priorities for Types of Downtown Businesses:

- ✓ **Majorities of respondents placed high priorities on adding a movie theater and more casual dining options downtown.**

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

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

- Movie theater (66.7%, 4-5 on a five-point scale)
- Casual dining (62.3%)
- Bookstores (50.3%)

Five other types of businesses were seen as a high priority to more than two in five respondents:

- Clothing (49.0%, 4-5)
- Upscale dining (49.0%)
- Bakery (46.3%)
- Pharmacy (45.0%)
- Bank (40.0%)

The remaining businesses were a high priority for fewer than two in five respondents:

- Upscale specialty shops (37.0% 4-5)
- Shoes (35.0%)
- Coffee shop (34.3%)
- Bed and breakfast (30.7%)
- Antiques (29.7%)
- Art galleries (24.3%)
- Bars/nightclubs (18.7%)

When asked to choose the one business respondents would most like to see in Excelsior Springs, a significant plurality (32.3%) answered “movie theater,” followed by “casual dining” restaurants (16.7%).

E. Priorities for Other Downtown Improvements:

- ✓ **Among several potential downtown improvements, respondents were most likely to place a high priority on building a new community center in Excelsior Springs.**

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

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

- Building a new community center (71.0%, 4-5 on a five-point scale)
- Enforcing building codes more strictly (58.7%)
- Making the area more pedestrian-friendly (55.3%)

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

- Moving utilities underground (44.3% 4-5)
- Improving lighting (43.7%)
- Improving signage to help people find their way around (42.0%)
- Adding green space (41.0%)
- Adding new parking spaces or lots (40.3%)
- Developing second-story residential space (37.3%)
- Relocating social service agencies out of downtown (28.0%)

F. Communication about Downtown:

- ✓ Respondents indicated that they received information about downtown from a variety of sources, especially through local newspapers and word-of-mouth.

When asked to indicate their primary and secondary sources of information about downtown Excelsior Springs, a total of 58.8% answered that they get their information (primary and secondary) from "a local newspaper." A majority also 54.9% answered that "word-of-mouth" is a primary or secondary source of information about downtown.

SECTION II

OVERVIEW OF DATA

In August 2007, UNICOM-ARC conducted a telephone survey of residents in Excelsior Springs 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 Excelsior Springs area, would you say things are moving in the right direction or off-track and moving in the wrong direction?	Right direction	62.3%
	Mixed	12.7%
	Wrong	17.0%
	Other/don't know	8.0%

I'm going to read a list of potential improvements that some might suggest for Excelsior Springs. For each of these 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...

	<i>Top priority (5)</i>	<i>Total top priority (4-5)</i>	3	<i>Total low priority (1-2)</i>	<i>Other/don't know</i>
	%	%	%	%	%
2. Revitalizing the downtown area	39.0%	60.3%	20.3%	18.7%	.7%
3. Repairing major streets.	41.7%	70.0%	19.0%	11.0%	.0%
4. Improving emergency services	40.0%	56.0%	22.3%	17.7%	4.0%
5. Upgrading parks and recreation facilities	30.0%	55.0%	27.0%	16.7%	1.3%
6. Attracting more "big box" retail development	27.3%	48.7%	20.7%	26.7%	4.0%

		%
7. How often do you visit downtown Excelsior Springs?	Once a year or less	7.0%
	Less than once a month	12.7%
	One to five times per month	35.0%
	More than five times a month	42.7%
	Other (specify)	1.3%
	Don't visit downtown	1.3%
	Don't know	.0%

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

	<i>Very often</i>	Somewhat often	Very /somewhat often	Not very often	Not at all	Not very/not at all
	%	%	%	%	%	%
8. shopping	7.9%	21.3%	29.3%	31.1%	39.6%	70.7%
9. dining	4.9%	36.0%	40.9%	26.8%	32.3%	59.1%
10. entertainment	3.0%	16.5%	19.5%	30.5%	50.0%	80.5%
11. other outdoor recreation, such as walking	7.3%	16.5%	23.8%	24.4%	51.8%	76.2%
12. special events	8.5%	29.3%	37.8%	24.4%	37.8%	62.2%
13. church services	11.6%	4.9%	16.5%	14.0%	68.9%	82.9%
14. conducting business	9.1%	28.7%	37.8%	32.3%	29.9%	62.2%

		%
15. Of the items listed above, which would you say is the one reason you most often visit downtown Excelsior Springs?	Shopping	17.7%
	Dining	22.6%
	Entertainment	4.9%
	Other outdoor recreation, such as walking	6.7%
	Special events	7.9%
	Church services	4.3%
	Conducting business	22.6%
	Other/don't know	13.4%

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

	<i>Excellent</i>	<i>Excellent/ good</i>	<i>Not good/poor</i>	<i>Other/dont know</i>
	%	%	%	%
16. convenience of business hours	4.7%	67.0%	29.7%	3.3%
17. availability of green space	6.3%	51.0%	41.7%	7.3%
18. preservation of historic structures	14.3%	75.7%	22.7%	1.7%
19. number of occupied storefronts	3.3%	38.0%	57.0%	5.0%
20. convenience of parking	6.0%	67.0%	32.7%	.3%
21. signs to help people find their way around	8.7%	73.7%	24.7%	1.7%
22. safety during the day	17.3%	88.3%	9.0%	2.7%
23. safety at night	4.3%	45.3%	41.3%	13.3%
24. diverse mix of businesses	2.7%	57.0%	40.3%	2.7%
25. dining options	2.7%	47.3%	51.0%	1.7%
26. entertainment options	2.7%	22.3%	76.3%	1.3%
27. condition of streets	17.3%	74.7%	24.3%	1.0%
28. condition of sidewalks	18.7%	84.7%	12.3%	3.0%

	%
29. How important would you say it is that downtown Excelsior Springs work to retain its historic character? Would you say it is very important, somewhat, not very or not at all important?	
Very	57.0%
Somewhat	33.3%
Not very	5.7%
Not at all	3.0%
Other/dont know	1.0%
Very/somewhat	90.3%
Not very/not at all	8.7%

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 Excelsior Springs 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...

	<i>Top priority (5)</i>	Total high priority (4-5)	3	Total low priority (1-2)	Other/don't know
	%	%	%	%	%
30. bed and breakfast	15.3%	30.7%	24.7%	43.7%	1.0%
31. casual dining	31.7%	62.3%	24.0%	13.0%	.7%
32. bank	24.3%	40.0%	20.7%	39.3%	.0%
33. gas station	14.7%	27.0%	32.3%	39.7%	1.0%
34. coffee shop	16.0%	34.3%	30.7%	33.7%	1.3%
35. pharmacy	27.3%	45.0%	21.7%	33.0%	.3%
36. bakery	18.0%	46.3%	32.3%	21.0%	.3%
37. upscale specialty shops	15.3%	37.0%	32.0%	29.7%	1.3%
38. antiques	14.7%	29.7%	28.7%	41.7%	.0%
39. art galleries	9.0%	24.3%	33.3%	41.3%	1.0%
40. movie theater	50.3%	66.7%	13.3%	20.0%	.0%
41. upscale dining	22.7%	49.0%	24.0%	27.0%	.0%
42. clothing	24.0%	49.7%	27.0%	22.7%	.7%
43. shoes	19.3%	35.0%	30.7%	33.7%	.7%
44. bars/nightclubs	9.7%	18.7%	21.7%	57.3%	2.3%
45. bookstores	25.0%	50.3%	23.0%	26.3%	.3%

	%
46. Of the items listed above, which business would you most like to see in downtown Excelsior Springs?	
bed and breakfast	.7%
casual dining	16.7%
bank	2.3%
gas station	.0%
coffee shop	1.0%
pharmacy	3.3%
bakery	1.3%
upscale specialty shops	2.3%
antiques	1.7%
art galleries	.7%
movie theater	32.3%
upscale dining	10.0%
clothing	7.3%
shoes	1.3%
bars/nightclubs	2.3%
bookstore	7.7%
Other - specify	4.7%
Don't know	4.3%

I'm going to read a list of other improvements that might be made to a downtown area. Again, please tell me how high a priority you think each should be for downtown Excelsior Springs, again using the same 5-point scale.

	<i>Top priority (5)</i>	<i>Total high priority (4-5)</i>	3	<i>Total low priority (1-2)</i>	<i>Other/don't know</i>
	%	%	%	%	%
47. adding green space	16.7%	41.0%	28.0%	29.0%	2.0%
48. improving lighting	23.7%	43.7%	31.7%	23.7%	1.0%
49. building a new community center	53.7%	71.0%	14.0%	15.0%	.0%
50. moving utilities underground	25.7%	44.3%	24.0%	27.0%	4.7%
51. adding new parking spaces or lots	21.7%	40.3%	24.0%	35.0%	.7%
52. enforcing building codes more strictly	39.0%	58.7%	19.0%	21.0%	1.3%
53. developing second-story residential space	19.3%	37.3%	29.3%	32.3%	1.0%
54. making the area more pedestrian-friendly	35.7%	55.3%	23.3%	20.3%	1.0%
55. improving signage to help people find their way around	19.3%	42.0%	32.0%	25.7%	.3%
56. relocating social service agencies out of downtown	19.7%	28.0%	19.7%	47.7%	4.7%

	%	
58. What would you say is your primary source of information about downtown Excelsior Springs?	local newspaper	25.0%
	Kansas City newspaper	.3%
	radio	.0%
	Chamber web-site	.3%
	Word-of-mouth	19.7%
	None	.3%
	Other/specify	48.3%
Don't know/refused	6.0%	

		%
58. And what is your second most likely source of information?	local newspaper	33.8%
	Kansas City newspaper	1.8%
	radio	.4%
	Chamber web-site	1.1%
	Word-of-mouth	35.2%
	None	4.3%
	Other/specify	19.2%
	Don't know/refused	4.3%

And now, a few final questions for classification purposes.

		%
59. In which of the following age groups are you?	18 - 34	17.3%
	35 - 49	29.0%
	50 - 64	26.7%
	65 and over	26.3%
	Other/don't know/refused	.7%

		%
60. How long have you lived in Excelsior Springs?	0 - 2 years	11.0%
	3 - 5 years	9.0%
	6 - 10 years	13.7%
	11 - 20 years	13.0%
	More than 20 years	53.0%
	Other/don't know	.3%

		%
61. For statistical purposes only, please indicate which of the following categories best fits your total household income for 2006. Just stop me when I get to your category.	Under \$25,000	15.0%
	\$25,000 to \$49,999	32.0%
	\$50,000 to \$74,999	24.7%
	\$75,000 to \$99,999	9.7%
	\$100,000 or more	9.7%
	Other/don't know/refused	9.0%

		%
62. Gender	Male	50.0%
	Female	50.0%

SECTION III

RESPONSES TO OPEN-ENDED QUESTIONS

Q7. How often do you visit downtown Excelsior Springs? (Other)

I LIVE IN DOWNTOWN
I LIVE DOWNTOWN
JUST TO GO TO THE POST OFFICE
LIVE IN THE HEART OF DOWNTOWN

Q 46. Of the items listed above, which business would you most like to see in downtown Excelsior Springs? (Other)

GROCERY STORE
MORE ENTERTAINMENT OPTIONS
ALL OF THE ABOVE
RESTAURANT LOUNGE
WHOLESALE, STORAGE
ARCADE
HEALTH SPAS, NATURAL HEALING, SPRINGS
MORE SHOPS; FILL UP THE VACANT BUILDINGS
UPSCALE AND CASUAL DINING
ENTERTAINMENT
MEDIocre VARIETY STORE
GROCERY STORES
HARDWARE STORES
SHOPPING BUSINESS

Q57. Are there any other improvements you think should be made to downtown Excelsior Springs?

UPSCALE SHOPS ARE BADLY NEEDED
CLEAN UP THE CREEK
TO SEE DOWNTOWN BUSIER
RESTORE THE POOL AT THE HALL OF WATERS - A HISTORIC LANDMARK THEY HAVE
THE ROYAL HOTEL LOCATED DOWNTOWN SHOULD BE TORN DOWN IF NOT PUT
TO USE
THEY NEED TO DO SOMETHING ABOUT THE LOITERING DOWNTOWN

BRING MORE BUSINESSES INTO DOWNTOWN
MORE AND MORE THINGS FOR KIDS TO DO AROUND TOWN
A COMMUNITY THEATRE IS NEEDED SOMEPLACE
OUTDOOR AMPHITHEATER
CITY COUNCIL ENFORCE LAWS ON SLUM LORDS
NEED TO PUT MONEY INTO THE OLD BUILDINGS; MAKE THEM LOOK NICE AGAIN
RAISE TAXES
I WANT US TO HAVE A PUBLIC SWIMMING POOL FOR OUR YOUTH; SOMETHING TO
KEEP THE KIDS OCCUPIED
I THINK THAT THEY OUGHT TO MOVE THE HALFWAY AND DRUG REHAB HOUSES;
LITTER LAWS ENFORCED MORE STRICTLY; SERVICES TO HOUSELESS AND INDIGENT
PEOPLE
THEY NEED TO TRY AND CLEAN UP THE EAST END OF DOWNTOWN - TOO MANY
KIDS HANGING AROUND, CONCENTRATE ON IT
I KNOW THERE SHOULD BE IMPROVEMENTS BUT DON'T KNOW WHAT THEY SHOULD
BE
SOMETHING LIKE EUREKA SPRINGS
TRY TO KEEP A LITTLE BIT OF THE HISTORY; BECAUSE IT IS THE ONLY THING IT HAS
GOING FOR IT
OPEN UP AREAS OF TOWN FOR MORE SPACE
WOULD REALLY LIKE TO SEE A MOVIE THEATRE AND ALSO, A COMMUNITY CENTER
WITH SWIMMING POOLS, ETC
I WOULD LIKE TO SEE PEOPLE UPGRADE THEIR HOMES; OR SEE HOMES BE
DEMOLISHED IN THE DOWNTOWN AREA
BUILD A LAKE OVER DOWNTOWN AND MOVE DOWNTOWN OVER TO THE WEST
SIDE OR SOUTH SIDE
TO BUILD SWIMMING POOL; RENOVATING THE ROYAL HOTEL.
SURROUNDING HOUSING IS STILL AWFUL FOR HOUSE VALUES; MOVIE THEATRE
WOULD BE AN EXCELLENT ADDITION; ALONG WITH RENOVATING SPORTS FACILITIES
SAFETY IN THE EVENING
NEED TO CLEAN UP THE HOUSES ON BROADWAY STREET NORTH
GREEN SPACE
TAKE CARE OF ABANDONED BUILDINGS AND OLDER STRUCTURES
FITNESS CENTER WITH A SWIMMING POOL; SOMETHING FOR KIDS TO DO FOR
ENTERTAINMENT (VENTURE LAND) INDOOR FACILITY
BRING A WATER FOUNTAIN

REMOVE CRIME; STOP MAKING MONEY ON THE CRIME AND GET IT OUT

MORE ADVERTISING

THE WALKING PATH ONLY GOES STRAIGHT, IT WOULD BE NICE TO HAVE A CIRCULAR WALKING PATH SO IT WOULD BE SAFER FOR THE KIDS

DOING A GOOD JOB OF PUSHING THE TOURIST TRADE DOWNTOWN

MORE BICYCLE COPS

TRAFFIC FLOW; CONVENIENCES ON GETTING AROUND; PUBLIC TRANSPORTATION

NEED TO ADD A MOVIE THEATRE

I WOULD LIKE TO SEE A CAMERA SYSTEM PUT IN FOR THE POLICE SYSTEM TO STOP CRIME

I THINK THEY SHOULD PUT SOMETHING IN DOWNTOWN FOR THE YOUTH AND BRING BACK THE SWIMMING POOL

GET RID OF THE GOOD SAMARITAN CENTER

NEW SYSTEMS

IMPROVING LAW ENFORCEMENT

A NEW FIRE STATION

MOVE THE REHAB CENTER OUT OF DOWNTOWN; RENOVATE THE TWO OLD HOTELS IN DOWNTOWN

I'D LIKE TO SEE SOME MORE ENTERTAINMENT

DEVELOPMENT OF NUCLEAR WEAPONS

NEW BUSINESSES

REDOING THE HALL OF WATERS, THE WATERBAR

MORE RECREATIONAL THINGS FOR THE YOUTH TO DO

MAKE THINGS FOR KIDS

ENTERTAINMENT FOR THE KIDS

DEFINITELY NEED A SWIMMING POOL ALONG WITH A RECREATIONAL CENTER FOR CHILDREN AND SENIORS

MORE ACTIVITIES FOR KIDS AND TEENAGERS

THEY HAVE A LOT OF HALF WAY HOUSES AND I THINK THEY SHOULD BE REMOVED

BUILD A COMMUNITY CENTER

THE LOITERING NEEDS TO BE IMPROVED

CITY COUNCIL

A COMMUNITY CENTER ORIENTED TOWARDS YOUNG KIDS

BRING IN MORE BUSINESS

I DON'T HARDLY SEE ANY TRASHCANS; I DON'T THINK THERE ARE ANY; I'D LIKE TO SEE MORE

WE NEED A NEW COMMUNITY CENTER; NEED TO REBUILD THE ROYAL HOTEL

ENFORCE SOME BUILDING CODES AND CLEAN UP THE OLD HOUSES

THERE'S A BUNCH OF OLD HOUSES THAT NEED TO BE BETTER TAKEN CARE OF

MORE PERMANENT BUSINESSES

SWIMMING POOL, MOVIES THINGS TO KEEP KIDS OCCUPIED

NOTHING DOWN THERE TO SUPPORT TOURISM AND THAT IS THE DOWNFALL OF TOURISM IN THE CITY; THE BEST THING TO DO FOR THE CITY IS TO BUILD A BYPASS HIGHWAY; THE ENTIRE HILL BEHIND EXCELSIOR SPRINGS ARE ALL THE MCDONALD'S, FAST FOOD HOUSES ARE RUN DOWN

BUILD A SWIMMING POOL

I DEFIANTLY THINK THE CITY OF EXCELSIOR SPRINGS SHOULD NOT BE IN THE HISTORICAL HALL OF WATERS BUILDING; THE HALL OF WATERS NEEDS TO BE RESTORED TO THE SAME LEVEL AS IT WAS IN 1960 AND BEFORE AS A PLACE OF NATURAL

THE COMMUNITY CENTER NEEDS A POOL; A MOVIE THEATRE WOULD BE GREAT; THINGS FOR KIDS TO DO DOWNTOWN; THERE USED TO BE THINGS FOR THEM TO DO

TEAR IT ALL DOWN AND START OVER

THE AMOUNT OF LITTER IS TERRIBLE AND NEEDS SOMETHING TO BE DONE ABOUT IT
MORE CHAIN STORES TO SHOP AT

NIGHT TIME SECURITY; ISSUE WITH THE NEIGHBORHOOD SURROUNDING THE AREA; THERE IS A LOT OF CRIME

THEY NEED AN ARCADE OR SOMETHING TO KEEP THE KIDS BUSY; THAT'S WHY THEY'RE IN THE STREETS

BANK BEING DOWNTOWN

THEATER FOR THE CHILDREN

MORE PLACES TO SHOP LIKE THE MALL

THERE IS A DRUG REHAB OR SOMETHING THAT IS HURTING DOWNTOWN; LOW CALIBER PEOPLE ARE RUNNING DOWN DOWNTOWN; I WOULD ALSO LIKE TO SEE MORE POLICE ACTIVITY

ONE OF THE BIGGEST IMPROVEMENTS WOULD BE TO ATTAIN MORE UPSCALE HOUSING TO REPLACE THE LOW RENT HOUSING

GETTING THE GOOD SAMARITAN OUT OF TOWN; THERE NEEDS TO BE A BETTER STRUCTURE FOR THE GOOD SAMARITAN

WE NEED A SWIMMING POOL

MORE ENFORCEMENT TOWARDS DRUGS

BUSINESSES NEED TO STAY OPEN LONGER SINCE MOST CLOSE AT 6PM AND PARKING STOPS AT 10 PM WHICH NEEDS TO CHANGE; KIDS NEED SOMETHING TO DO ON WEEKENDS WITH NO CURFEWS OR PARENTAL RESTRICTION

CLEAN UP THE DOWNTOWN AREA

THEY SHOULD GET RID OF JOB CORP

OPEN CITYWIDE POOL

NEED MORE PLACES FOR YOUNG KIDS TO HANG OUT, ROLLER SKATING, THEATER

HOUSING

FESTIVALS

RE-OPEN THE HALL OF WATERS

POLICE DEPARTMENT MORE FRIENDLY

CLEAN UP A LITTLE BIT; HOUSES ARE PRETTY ROUGH

CLEANING UP THE HOUSING, KEEPING HOUSES NEAT AND MAINTAINED; A PET PARK FOR DOG LOVERS

GET THE DRUGS AND CRIME OUT

I'D LIKE TO SEE THE CITY COUNCIL MAKE IT EASIER TO MAKE A RESIDENCE DOWNTOWN ANYMORE; NEW BUSINESSES ARE ESTABLISHED BUT NO NEW RESIDENCES

THEY NEED TO TEAR DOWN EVERY OTHER BUILDING, WIDEN THE STREETS, DEVELOP THE AREA OUT ON THE HIGHWAY, QUIT THROWING AWAY MONEY, TEAR DOWN HOUSING SLUMS; THE QUALITY OF PEOPLE THAT GATHER AND RESIDE IS AS BAD AS ANY

LIKE TO SEE LESS VACANT BUILDINGS; REFURBISH OLDER BUILDINGS BEFORE BUILDING NEW

BETTER LOITERING LAWS

OLD BUILDINGS NEED THE FRONTS FIXED UP IF NOBODY'S LIVING IN THEM

THE ROADS SHOULD BE BETTER AROUND THE SHOPPING CENTERS; WE NEED A MOVIE THEATRE FOR KIDS TO GO TO

RUN OFF SOME OF THE DEADBEATS

GOLF COURSE NEED BETTER GREENS

I THINK THERE SHOULD BE MORE ENTERTAINMENT; PROBED

NEED MORE PLACES FOR KIDS TO DO STUFF

ALLOW MORE CHAIN STORES FOR MORE BUSINESS

MORE BUSINESSES RESTAURANTS

BETTER POLICE

NEED TO GET MORE BUSINESS

MORE FOUNTAINS; PROBED

THERE SHOULD BE MORE LAW ENFORCEMENT ON THE STREETS

SOMETHING FOR THE KIDS TO DO BESIDES WALKING THE SIDEWALK.

THE WATER; I HAVE WATER THAT COMES THROUGH MY BACK DOOR

RESTORATION OF BUILDING

THERE SHOULD BE MORE RESTAURANTS AND CLOTHING STORES

MAKE THE DOWNTOWN AREA MORE FRIENDLY AND SAFER FOR OUT OF TOWN VISITORS

THEY SHOULD WORRY LESS ABOUT DOWNTOWN AND WORRY MORE ABOUT THE RESIDENTIAL AREAS; TAX BREAKS AND TAX INCENTIVES SHOULD ONLY BE FOR DOWNTOWN AND ONLY DOWNTOWN

I THINK THEY NEED TO GET DIFFERENT BUSINESSES DOWN THERE AND A MOVIE THEATER

REVITALIZATION OF EXISTING BUILDINGS

NEED MORE CHAIN STORES AND SHOPPING CENTERS

MOVIE THEATRE IN TOWN

I WOULD LIKE TO HAVE A GROCERY STORE AND MORE HOUSING FOR FAMILIES

MORE POLICE PRESENCE; ENFORCE LOITERING LAWS

A FRIENDLIER ATMOSPHERE FOR PEOPLE; NEEDS STUFF FOR YOUNGER PEOPLE TO DO BECAUSE THERE IS NOTHING FOR THEM TO DO

I THINK WE OUGHT TO HAVE A PONDEROSA; SOMETHING THAT HAS A BUFFET, WHERE YOU CAN SIT, EAT AND ENJOY YOURSELF

THERE SHOULD BE SOMETHING FOR TEENAGERS TO DO; THERE IS NOTHING FOR THEM TO DO HERE ; THEY HAVE TO GO TO THE CITY TO DO SOMETHING

SLUMS

HEALING PRACTICES AND THE SWIMMING POOL NEEDS TO BE RESTORED IN THE HALL OF WATERS

GHETTO IN THE KANSAS CITY AREA

Q58. What would you say is your primary source of information about downtown Excelsior Springs? (Other)

PERSONAL EXPERIENCE

I HAVE LIVED HERE ALL MY LIFE

LIVE IN THE AREA

VISITS

LIVE THERE
BUSINESS PEOPLE KEEP EACH OTHER INFORMED
PERSONAL EXPERIENCE
LIVE THERE
MUSEUM
OWN A BUSINESS
VISUAL OBSERVATION
SELF
LIVE THERE
TRAVEL THERE
FIRSTHAND
LIVE THERE
FIRSTHAND KNOWLEDGE
LIVING IN THE AREA
LIVING IN TOWN
WAS A MAILMAN
VISITING DOWNTOWN
GOING THERE
OWN OBSERVATION
SEE WITH EYES
DRIVING THROUGH IT
LIVED HERE ALL MY LIFE
VISITING
BY VISITING DOWNTOWN
PROPERTY OWNER
GOING THERE ON A REGULAR BASIS
CITY WORKER
LIVE THERE
SELF
WHEN I DRIVE DOWN THERE
POST CARDS
YEARS OF EXPERIENCE
SHOPPING DOWNTOWN
I'VE LIVED THERE FOR 25 YEARS
DOWN THERE EVERY DAY
I'VE LIVED IN THIS TOWN MY WHOLE LIFE ALMOST
LIVING HERE 54 YEARS
PERSONAL EXPERIENCE

PHONEBOOK
FIRST HAND
MY PERSONAL EXPERIENCE
I'M DOWN THERE EVERY DAY
I LIVE HERE
PERSONAL EXPERIENCE
POSTCARDS THAT THE SHOPS SEND OUT
EXPERIENCE
I USED TO LIVE OUT THERE WHEN I WAS YOUNG
MAP WITH THE ROADS ON IT
LIVED THERE 40 YEARS
PERSONAL EXPERIENCE
PERSONAL
JUST KINDA DRIVING AROUND
SELF
LIFE EXPERIENCE
OWN OBSERVATIONS AND FRIENDS THAT ARE BUSINESS OWNERS THERE
LIVING THERE
I'VE BEEN INVOLVED IN DOWNTOWN DEVELOPMENT FOR SOME YEARS NOW
GOING THROUGH THERE
LIVING HERE
LIVING THERE
VISITING DOWN THERE
I HAVE A BUSINESS IN EXCELSIOR SPRINGS
LIVING THERE
IN BUSINESS THERE
THE AMOUNT OF TIME I LIVED HERE
VISITING IT
I LIVE A FEW BLOCKS FROM IT
THE MAIL
PERSONAL OPINION
GOING DOWN THERE
JUST SEEING THE TOWN
OBSERVATION
PERSONAL EXPERIENCE
PERSONAL EXPERIENCE
PHONEBOOK
FROM WHAT I SEE

GENERAL KNOWLEDGE
GOING DOWN THERE
WHAT I SEE EVERYDAY
HISTORICAL MUSEUM AND THE CHAMBER OF COMMERCE
LIVING THERE
I WORK IN THE DOWNTOWN AREA
I LIVE HERE IN TOWN
WITH MY OWN EYEBALLS
GOING THERE
I'VE LIVED HERE FOR SEVERAL YEARS
BECAUSE OF WORKING THERE
EXPERIENCE
SIGNAGE, BILLBOARDS
LIVING HERE
DRIVE THROUGH ON DAILY BASIS
FAMILY REPRESENTATIVE
LIVE THERE
LIVING HERE FOR 13 YEARS
FIRST HAND KNOWLEDGE; I GO DOWN THERE A LOT
VISUAL
I LIVE RIGHT CLOSE TO IT
MYSELF
LIVE DOWN THERE
LIVED HERE FOR A LONG LONG TIME
BANNERS THEY PUT UP
DRIVING THROUGH IT
PERSONAL EXPERIENCE
SEE A SIGN DRIVING
LOCAL NEWS
SPECIAL EXPERIENCES
SEE IT EVERYDAY
MYSELF, BECAUSE I LIVE HERE, RIGHT OFF BROADWAY
LIVED BY THE DOWNTOWN
I'VE LIVED HERE FOR 20 YEARS, MY OWN VISUALIZATION
WE KEEP INFORMED BY BEING ACTIVE IN OUR COMMUNITY IN CHURCH
LIVING THERE ALL MY LIFE
GOING DOWN THERE
LIVING THERE FOR A LONG TIME

DRIVING THROUGH THERE
I'M THERE EVERYDAY
PERSONAL - VISIT FOUR TIME A WEEK
RAY'S LUNCH
GO THROUGH IS ALL THE TIME
LIVE IN EXCELSIOR
GOING DOWN THERE
DRIVING THROUGH
DRIVING THROUGH THERE, SEEING IT MYSELF
WHAT I HAVE SEEN
THE HOTELS
LOOKING AROUND
GOING DOWNTOWN
OBSERVATION
THROUGH CITY HALL
BEING THERE
TELEVISION
JUST GOING DOWN THERE
LIVE OUTSIDE EXCELSIOR SPRINGS
BANNERS HANGING IN THE ROAD OR NEAR THE HIGHWAY
CHAMBER OF COMMERCE
OWN EXPERIENCE
OWN A PIECE OF PROPERTY
PERSONAL EXPERIENCE
PERSONAL OBSERVATION
LIVING THERE
EYEBALL IT MYSELF

Q58b. And what is your second most likely source of information? (Other)

VISITING DOWNTOWN
VENTURING
THE MUSEUM
SEEING IT WHEN I GO DOWNTOWN
PHONEBOOK
MERCHANTS DOWNTOWN
TV
CUSTOMERS
TV

BEING DOWN TOWN
VISITING
DOWNTOWN EXCELSIOR PARTNERSHIP
INTERNET
VISITING
VISITING
PERSONAL FRIEND OF THE PRESIDENT OF CHAMBER OF COMMERCE
NEWS TV
VISITING DOWNTOWN
PEOPLE WHO BUILT WHO ARE CONSTRUCTING IT
HOMETOWN RESIDENT
CLUBS
THE WATER COMPANY
TV
TV
BUSINESS DOWNTOWN
BEING IN THE DOWNTOWN AREA AND SEEING WHAT GOES ON
SIGNS
DRIVING AROUND
POSTERS AROUND TOWN
SOCIAL SERVICES
EDUCATION ABOUT THE AREA
CHURCH PEOPLE
PHONE BOOK
BEING THERE
UNDERSTANDING WHAT MOST PEOPLE WANT
WHAT I HAVE SEEN THE YEARS I'VE BEEN HERE
IT'S LIKE AN ATLAS, A BOOK OF THINGS GOING ON DOWNTOWN
SOCIAL SERVICES
FRIENDS
TV
ACTUALLY BE DOWN THERE AND PICK-UP SCHEDULES
TV, INTERNET
PEOPLE I TALK TO
TV NEWS
BULLETIN BOARDS IN THE LOCAL COMMUNITIES
MAGAZINES
COMMUNITY CENTERS

TELEVISION

THE ELMS RESORT AND SPA

VISUAL

TV NEWS

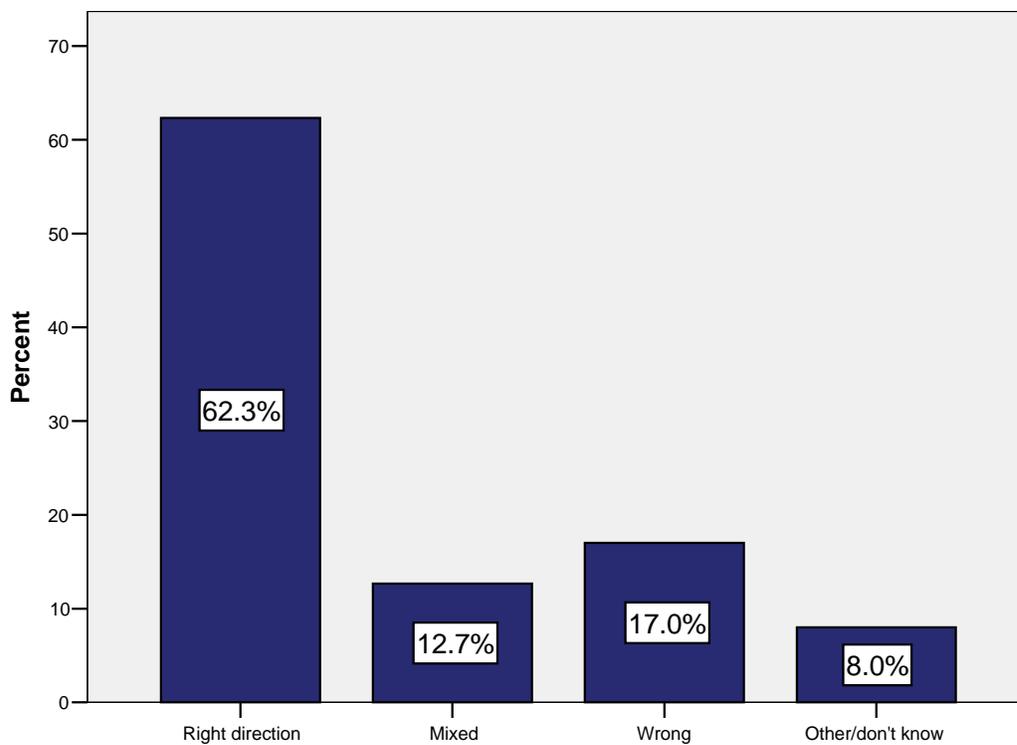
SHOPPING

BARBERSHOP

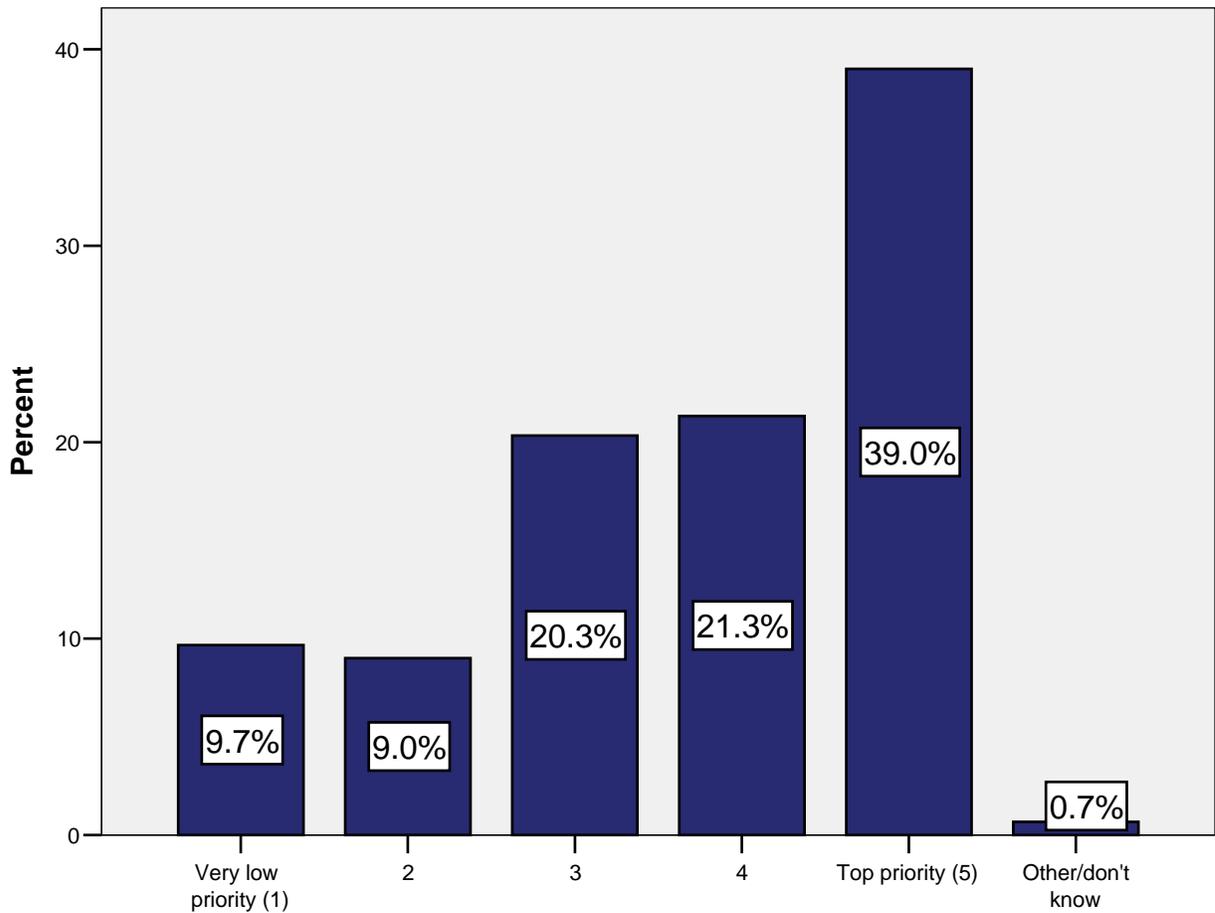
GO TO CITY HALL AND ASK THEM WHAT YOU WANT TO KNOW

SECTION IV

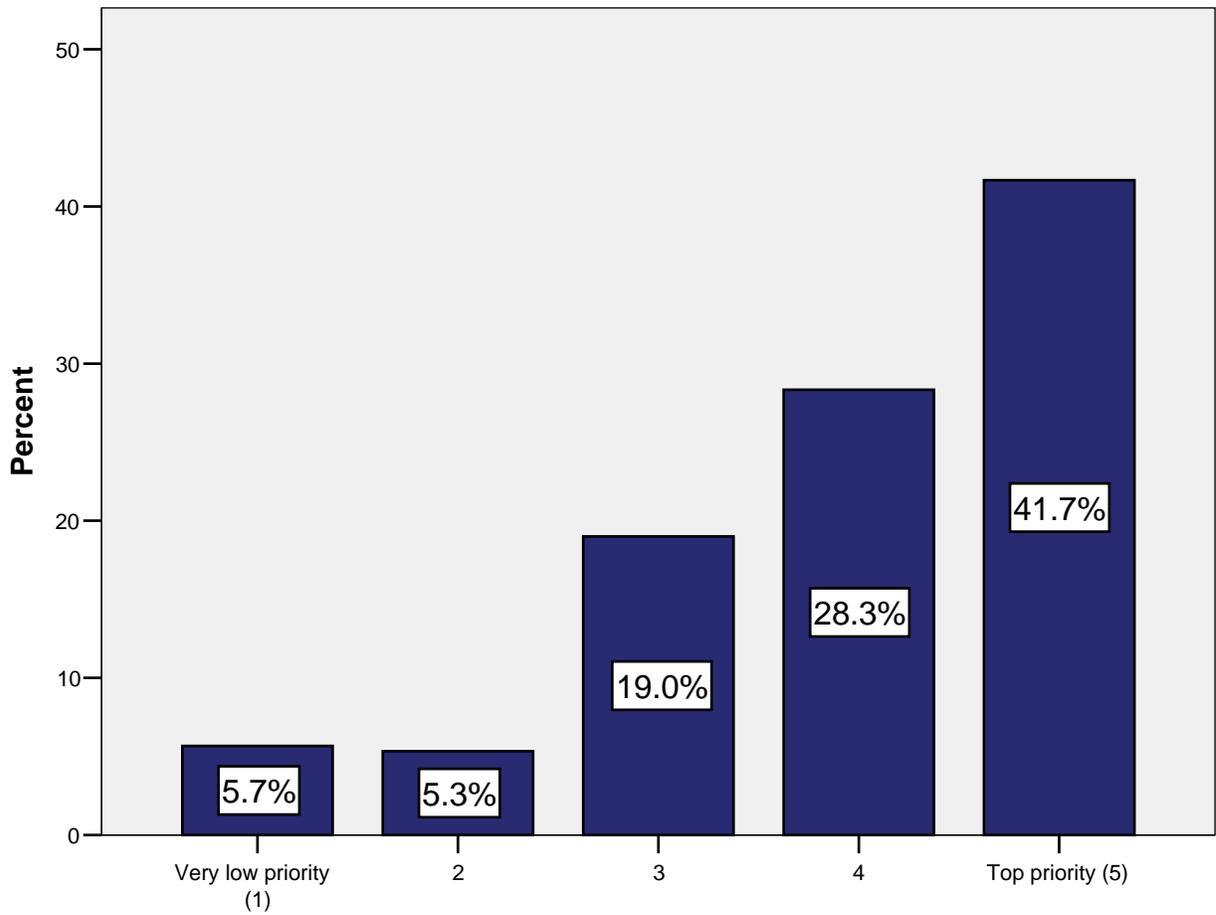
BAR CHARTS



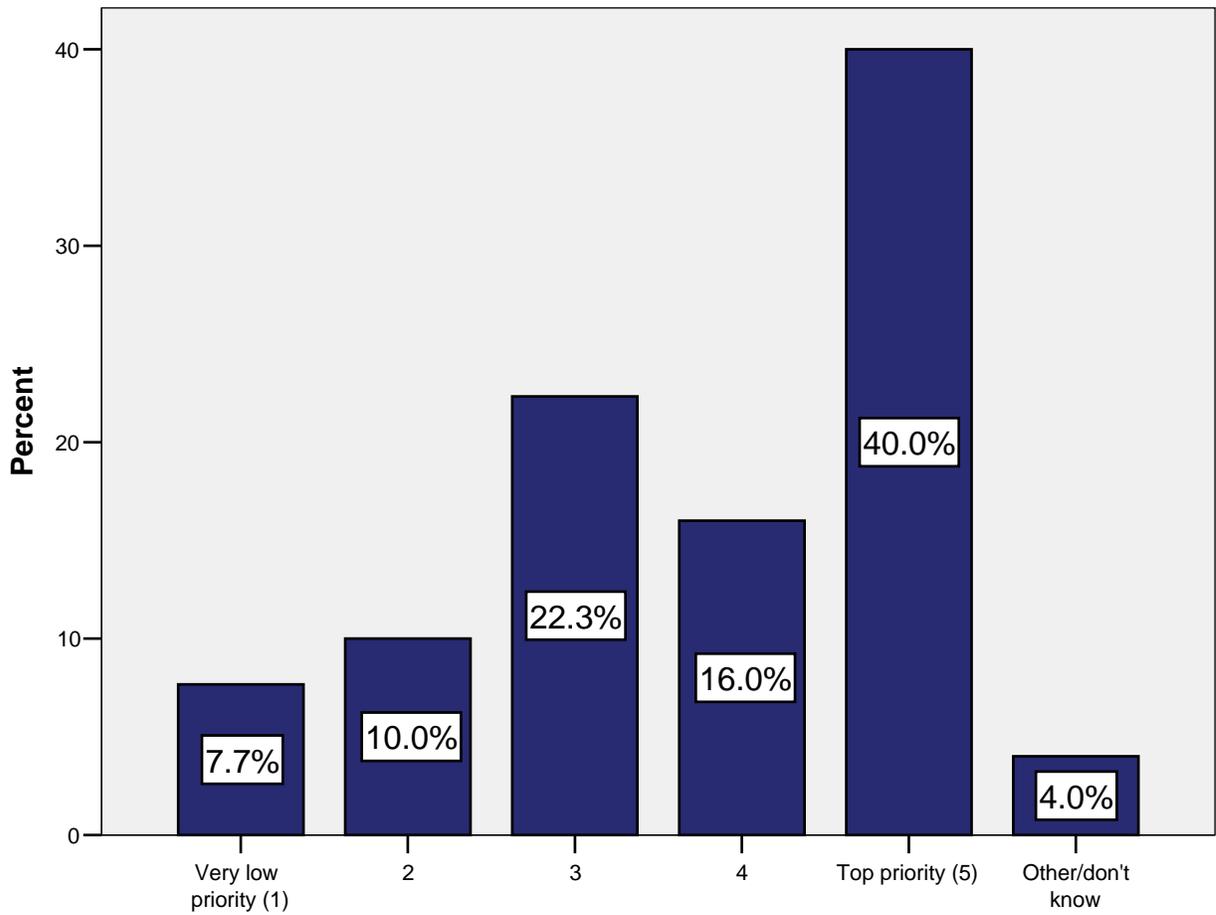
1. Thinking about the Excelsior Springs area, would you say things are moving in the right direction or off-track and moving in the wrong direction?



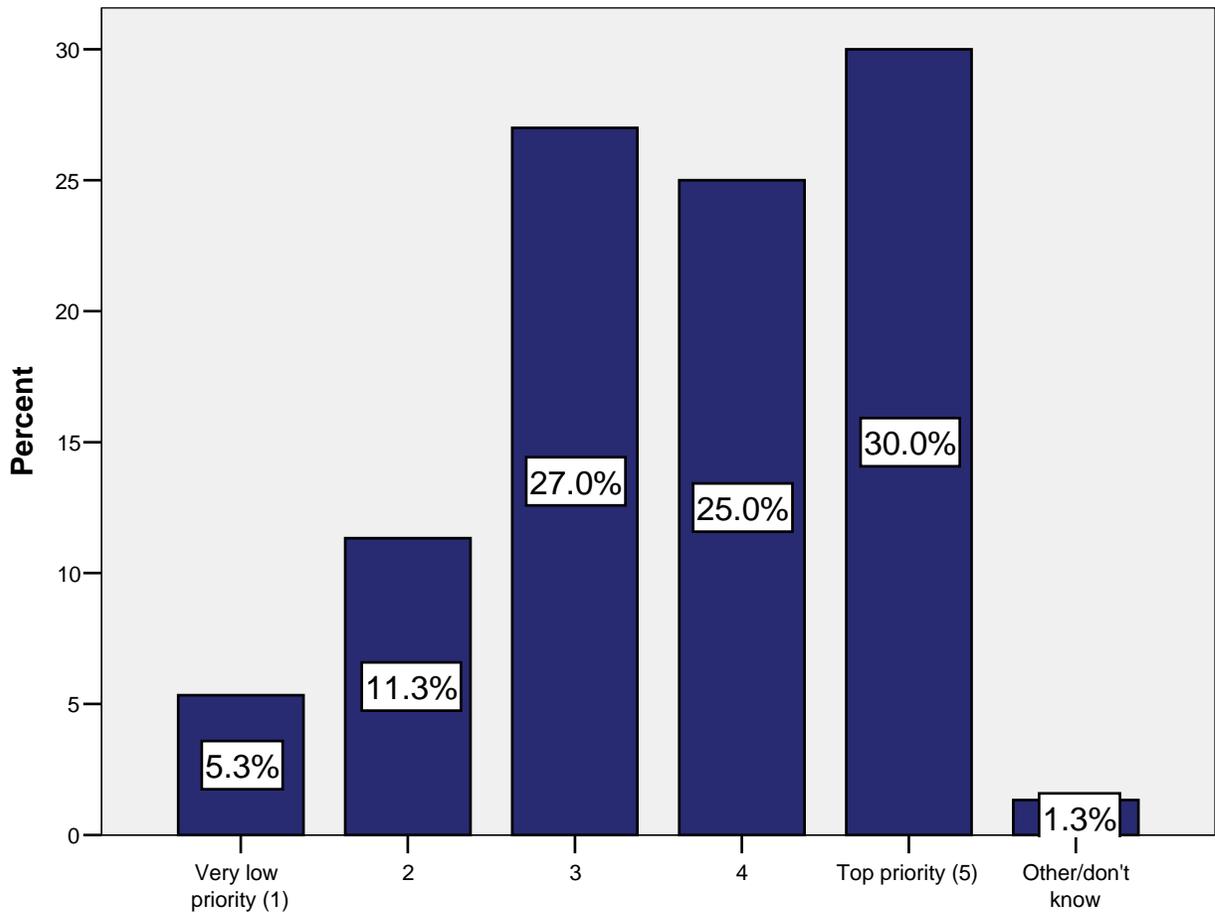
2. Revitalizing the downtown area



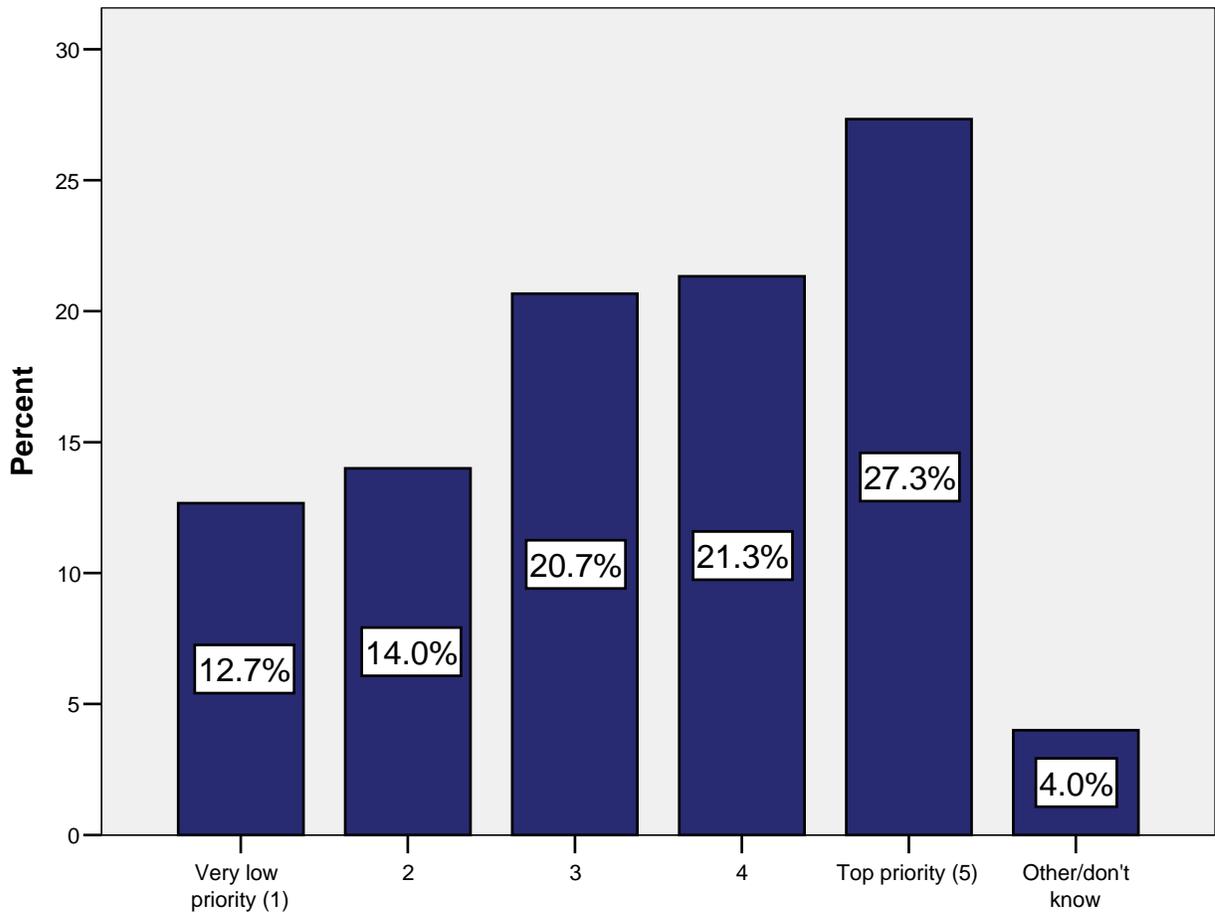
3. Repairing major streets.



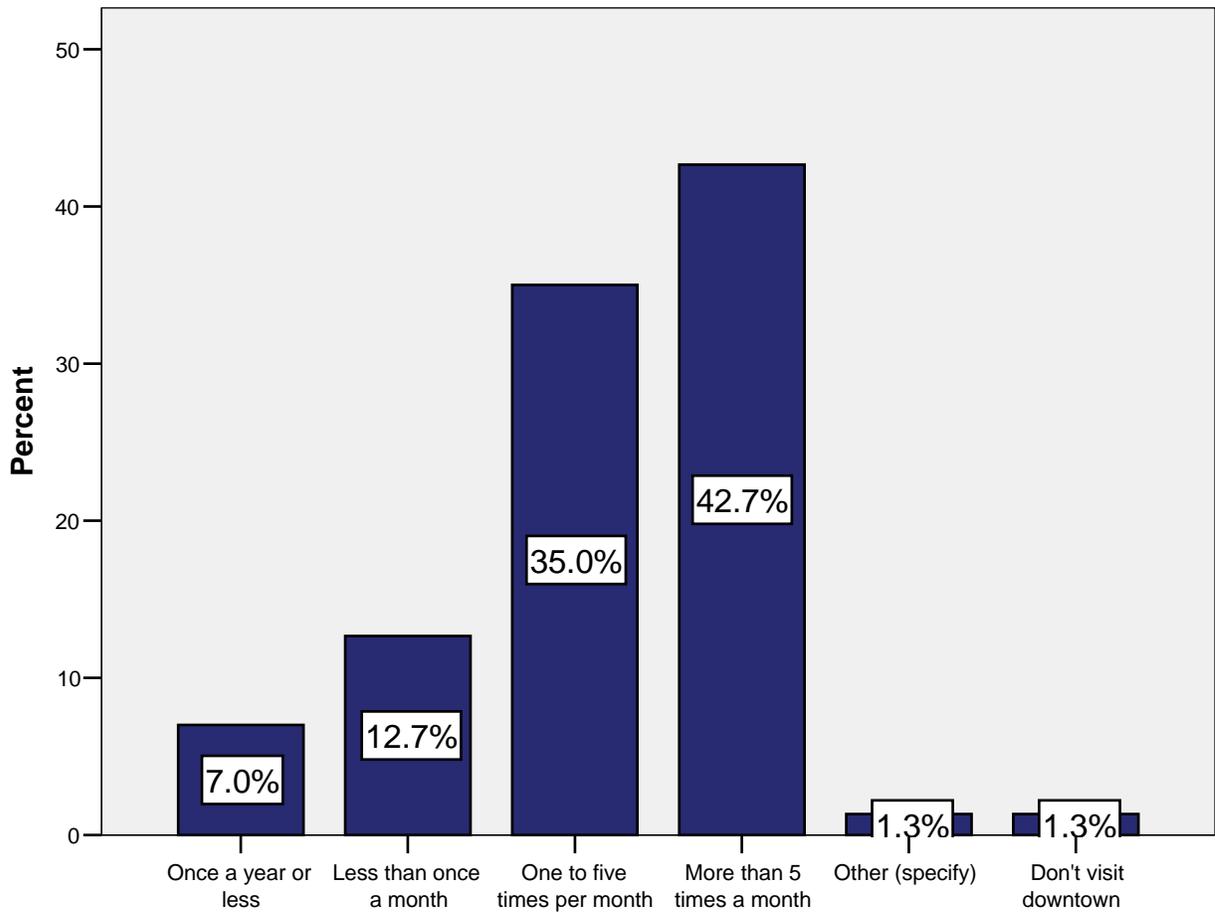
4. Improving emergency services



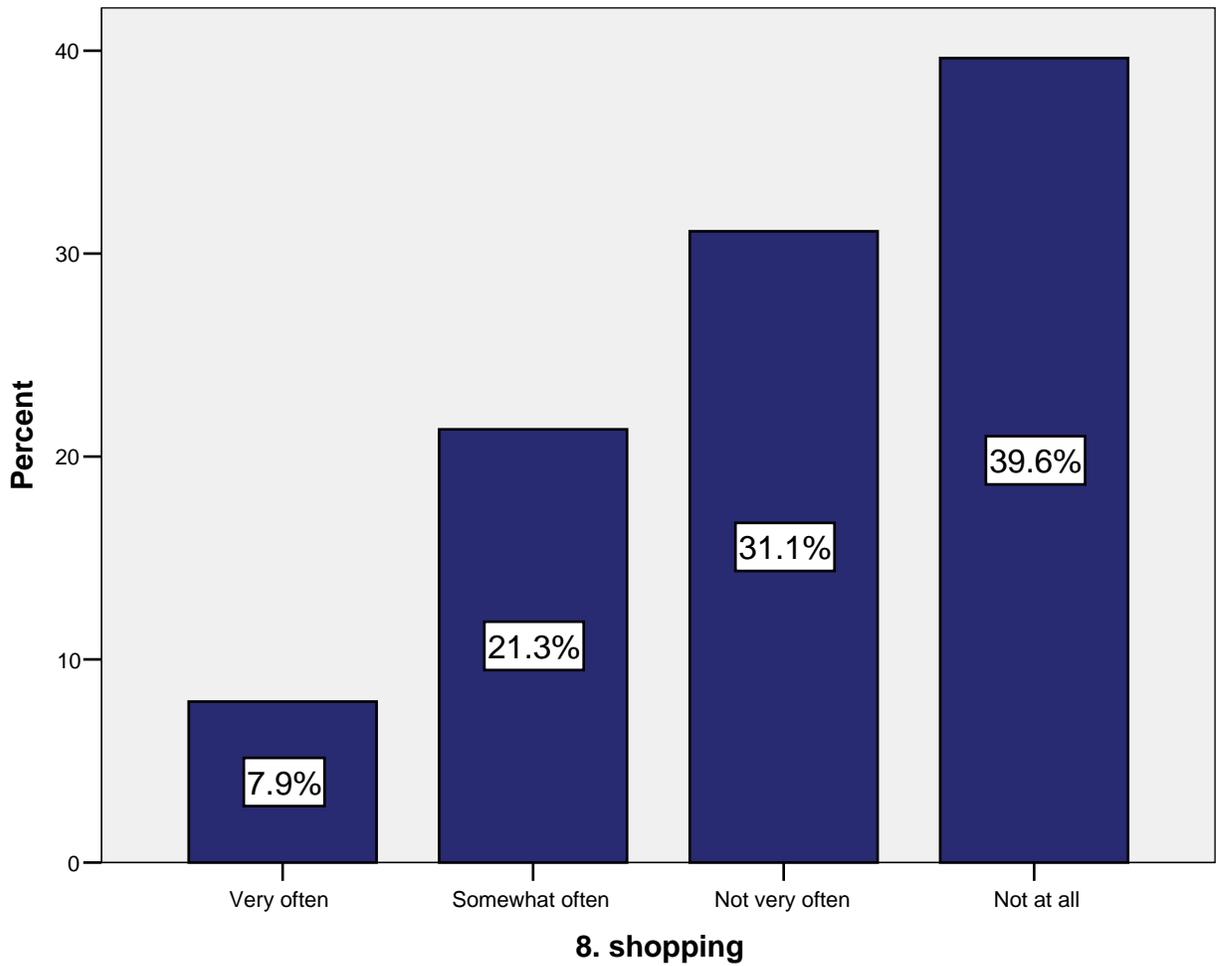
5. Upgrading parks and recreation facilities

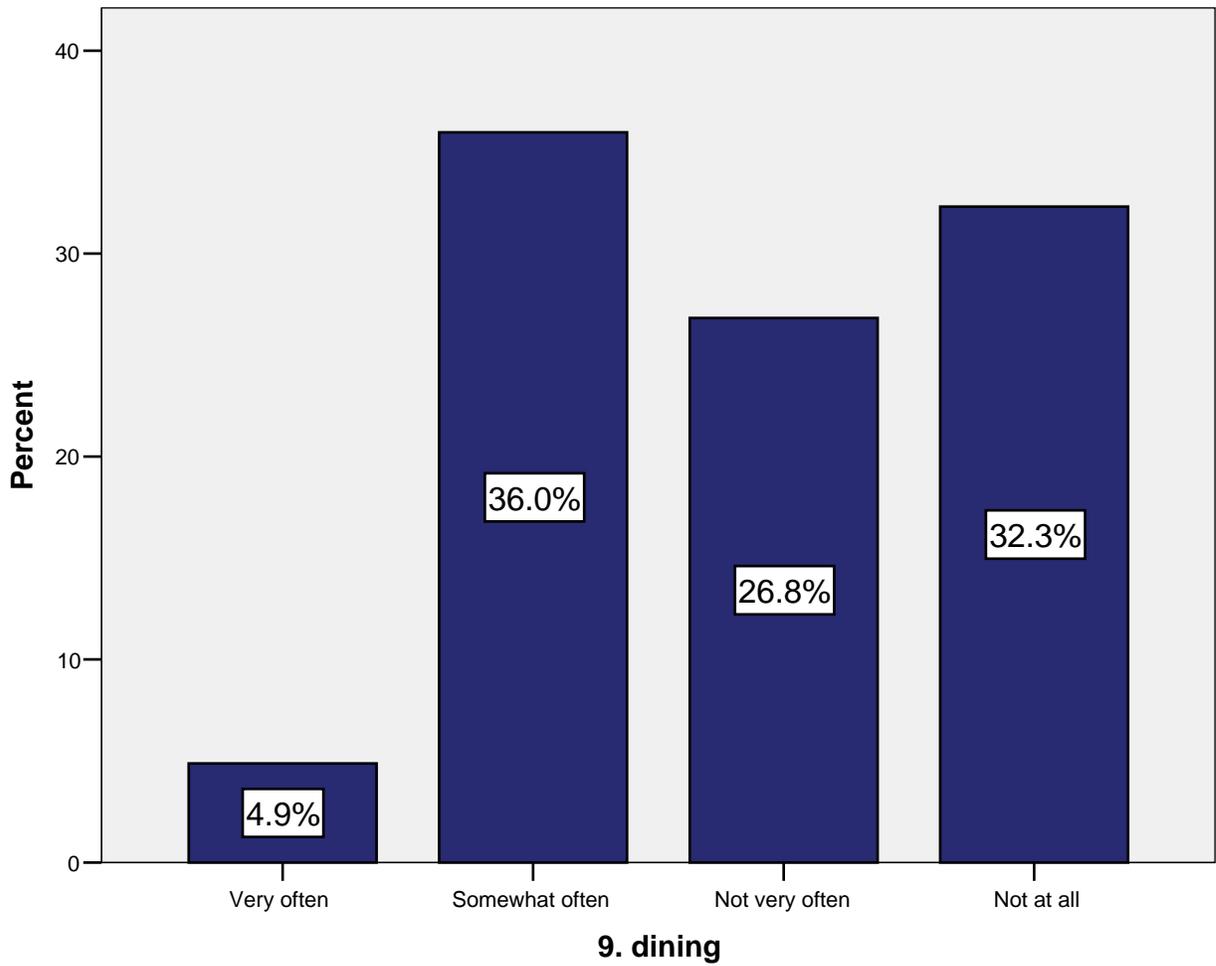


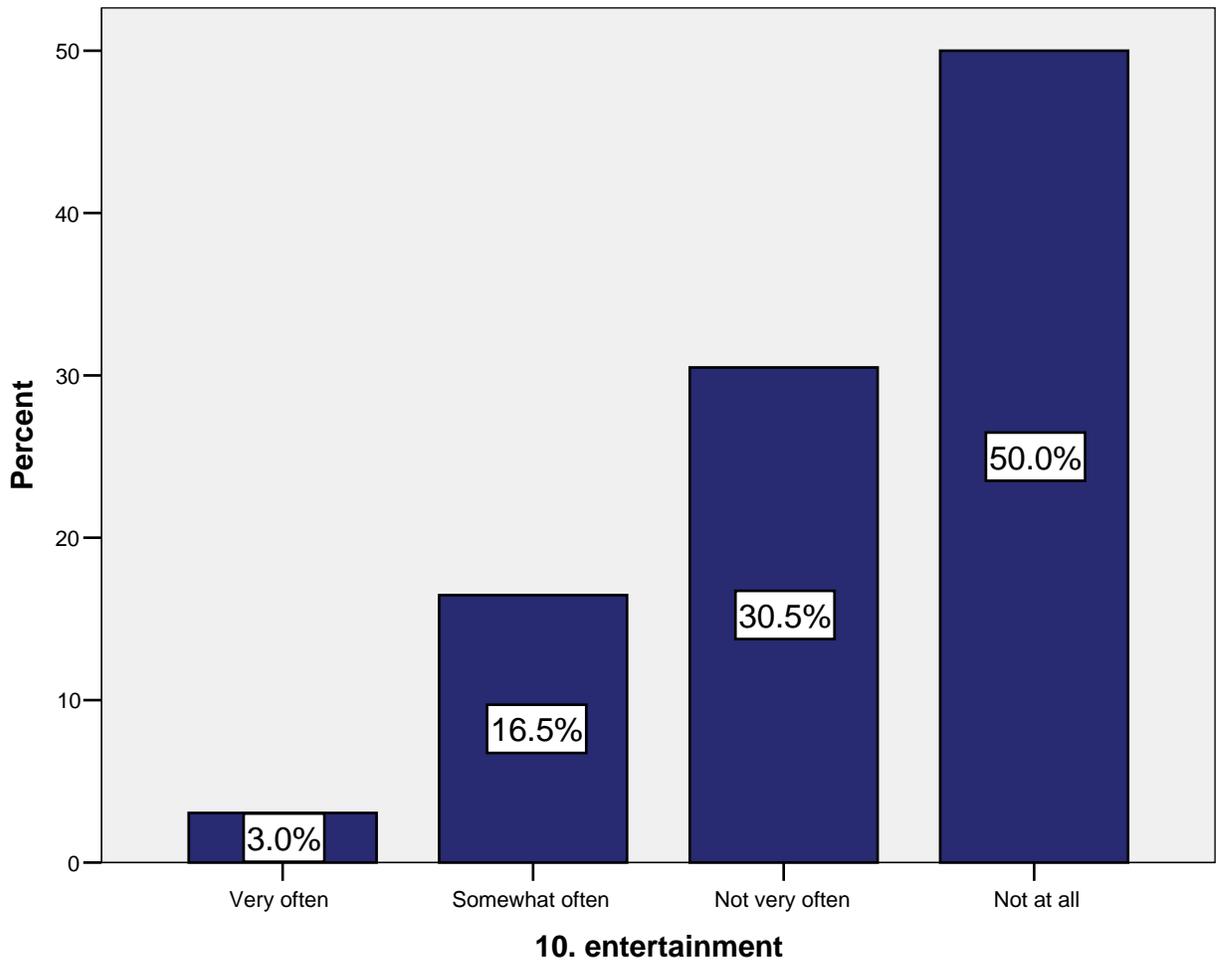
6. Attracting more "big box" retail development

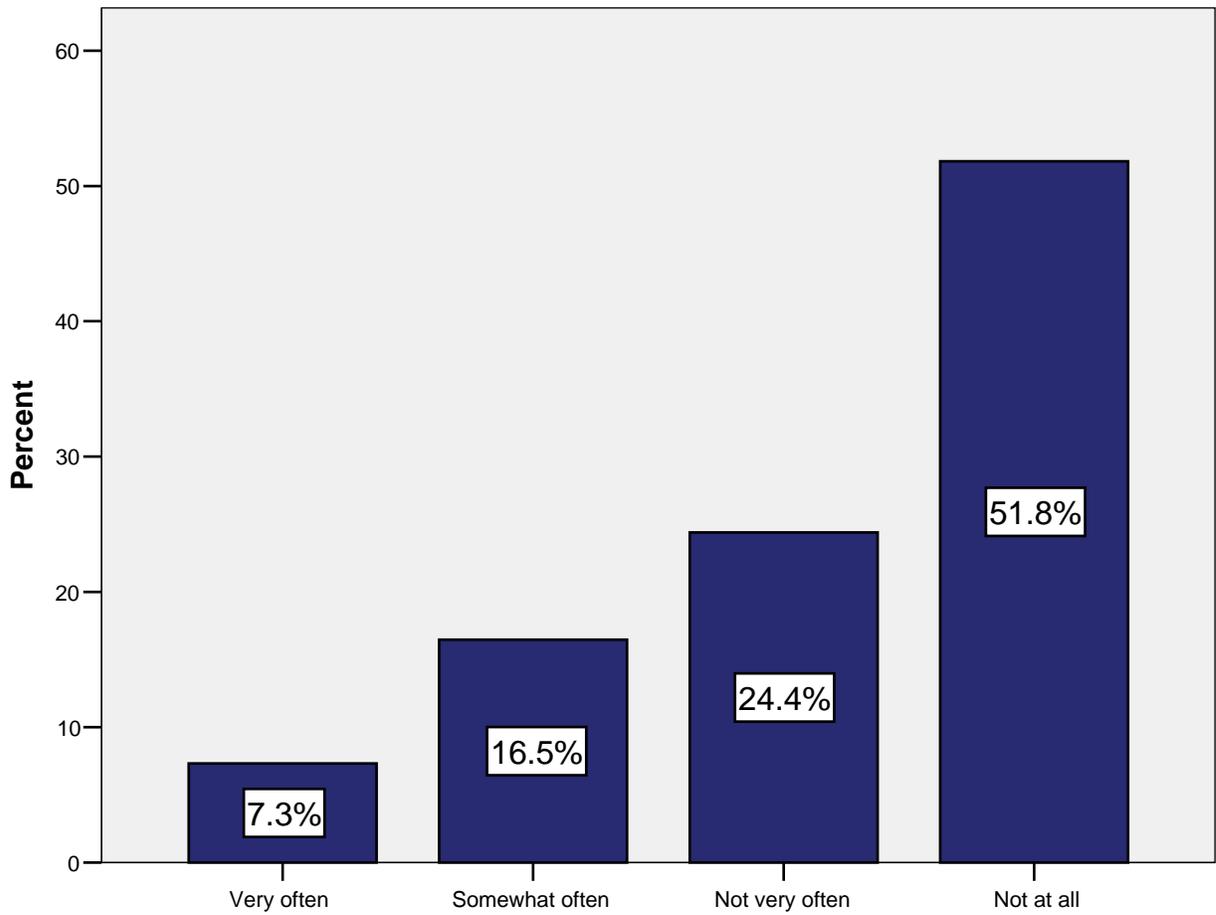


7. How often do you visit downtown Excelsior Springs?

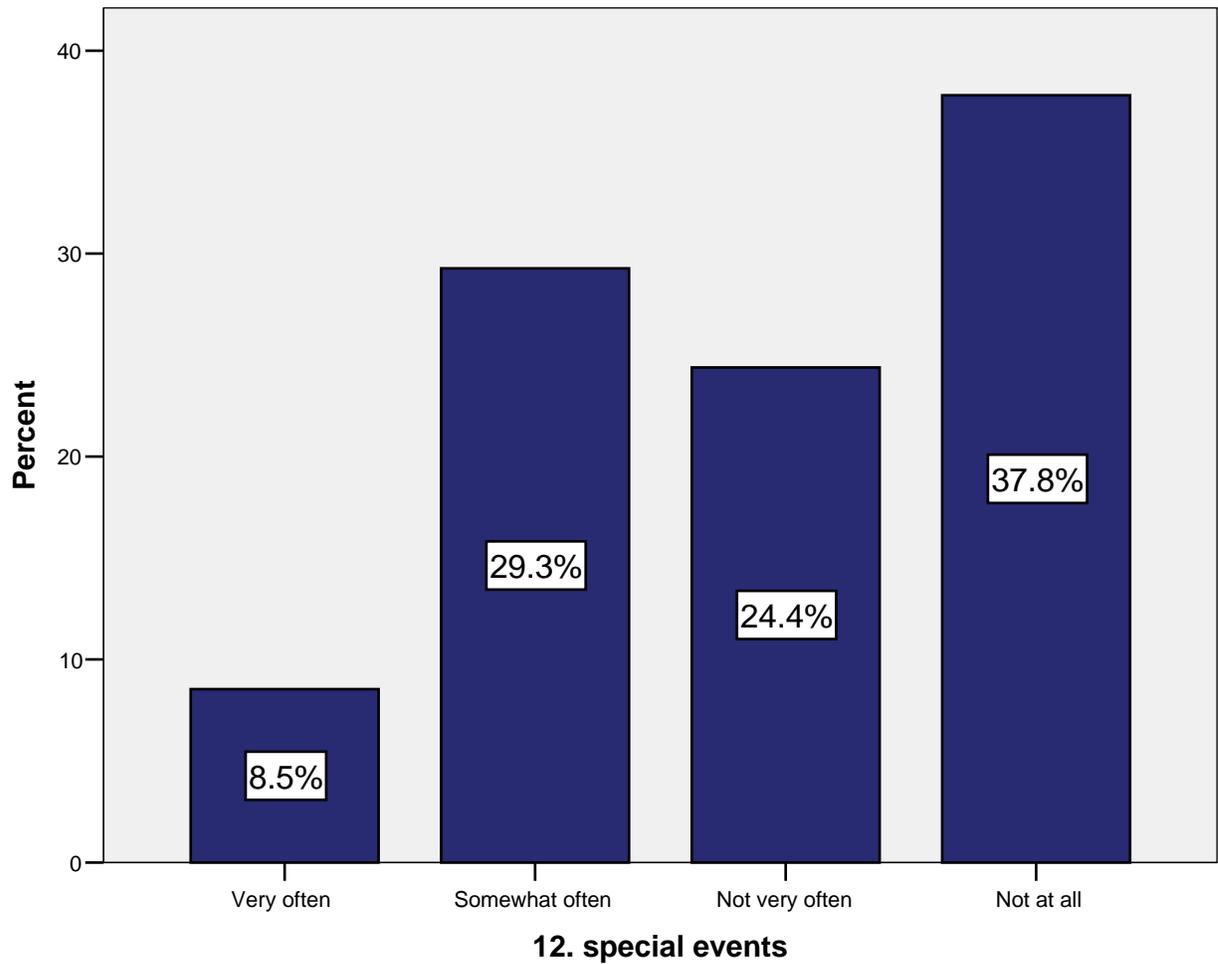


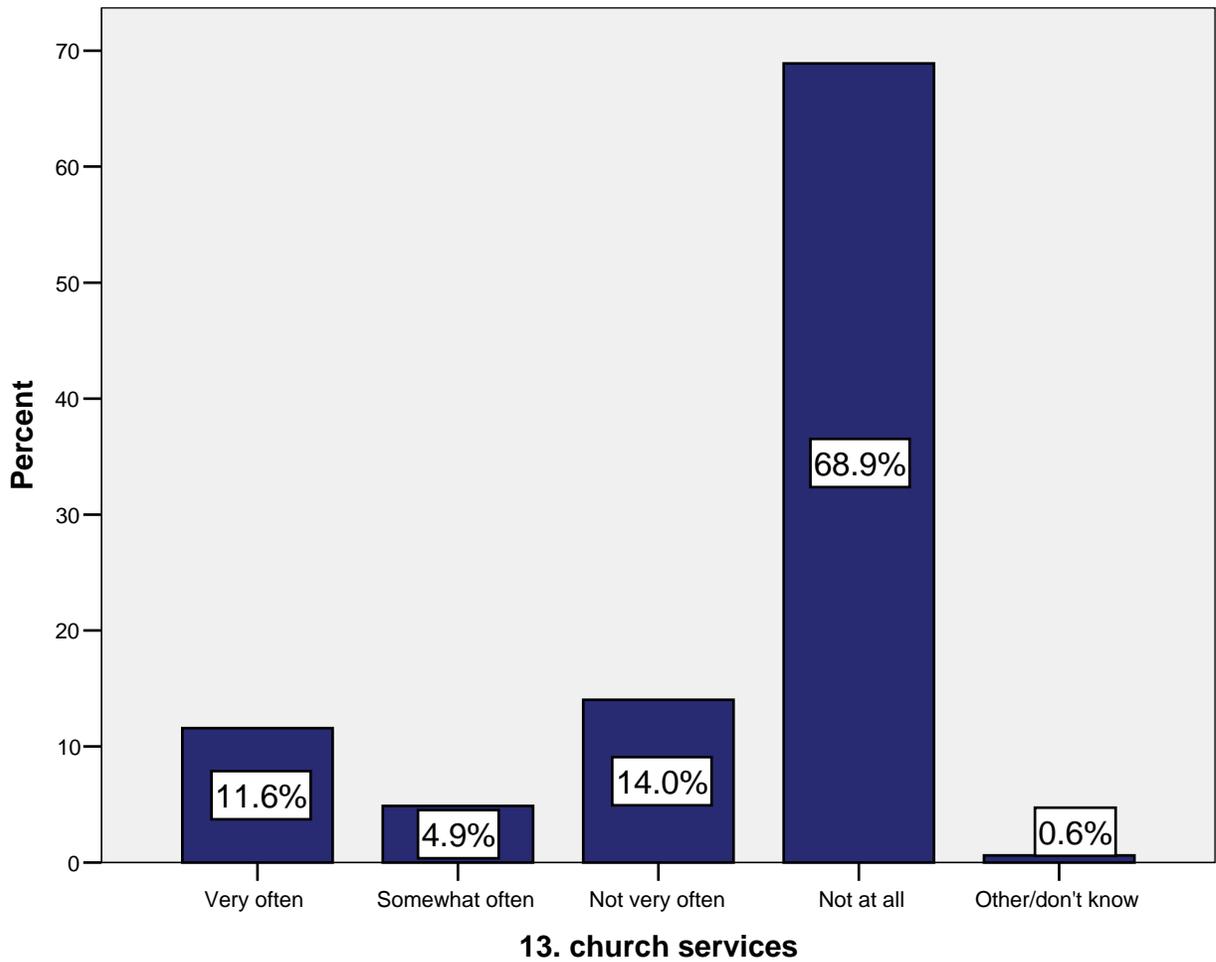


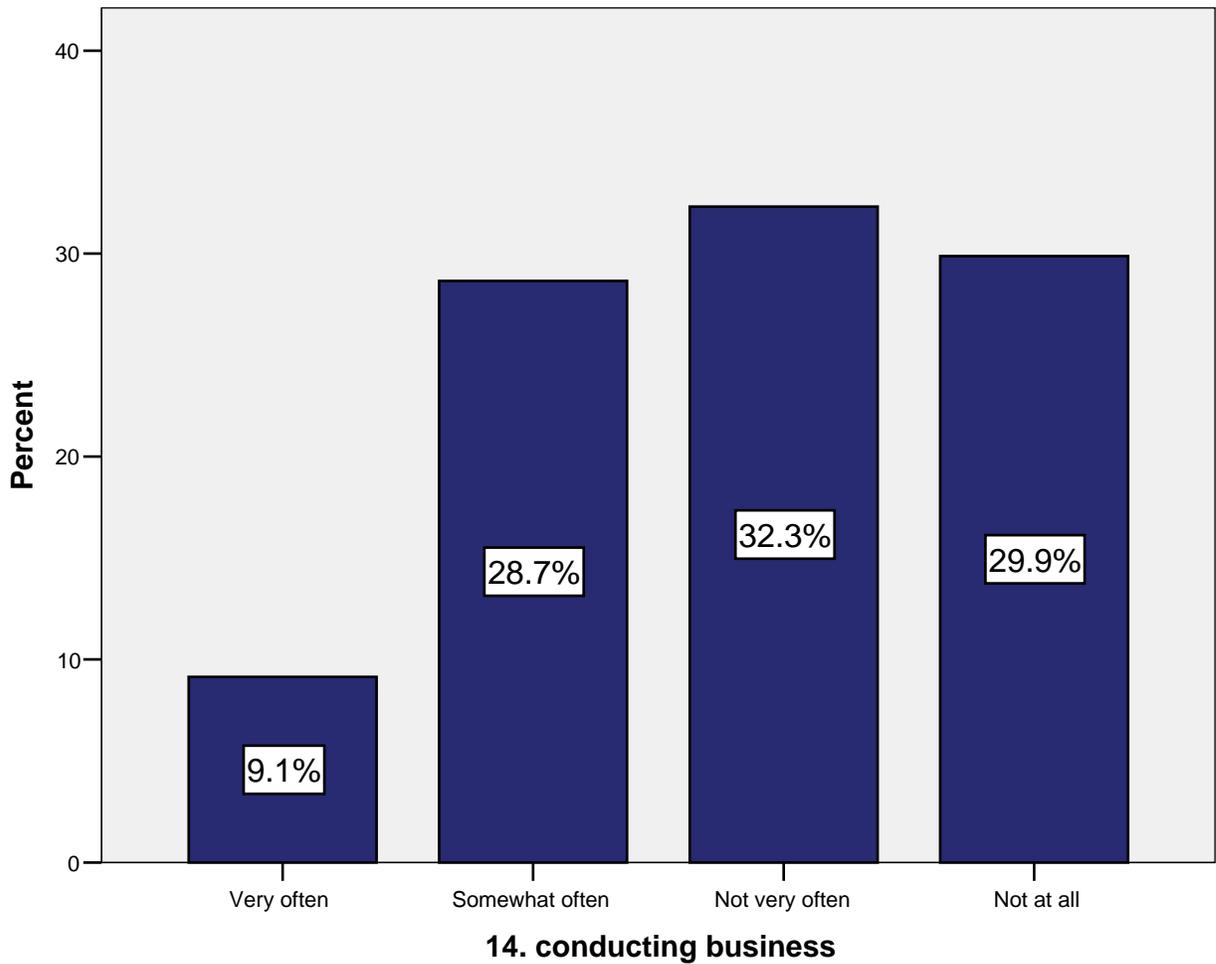


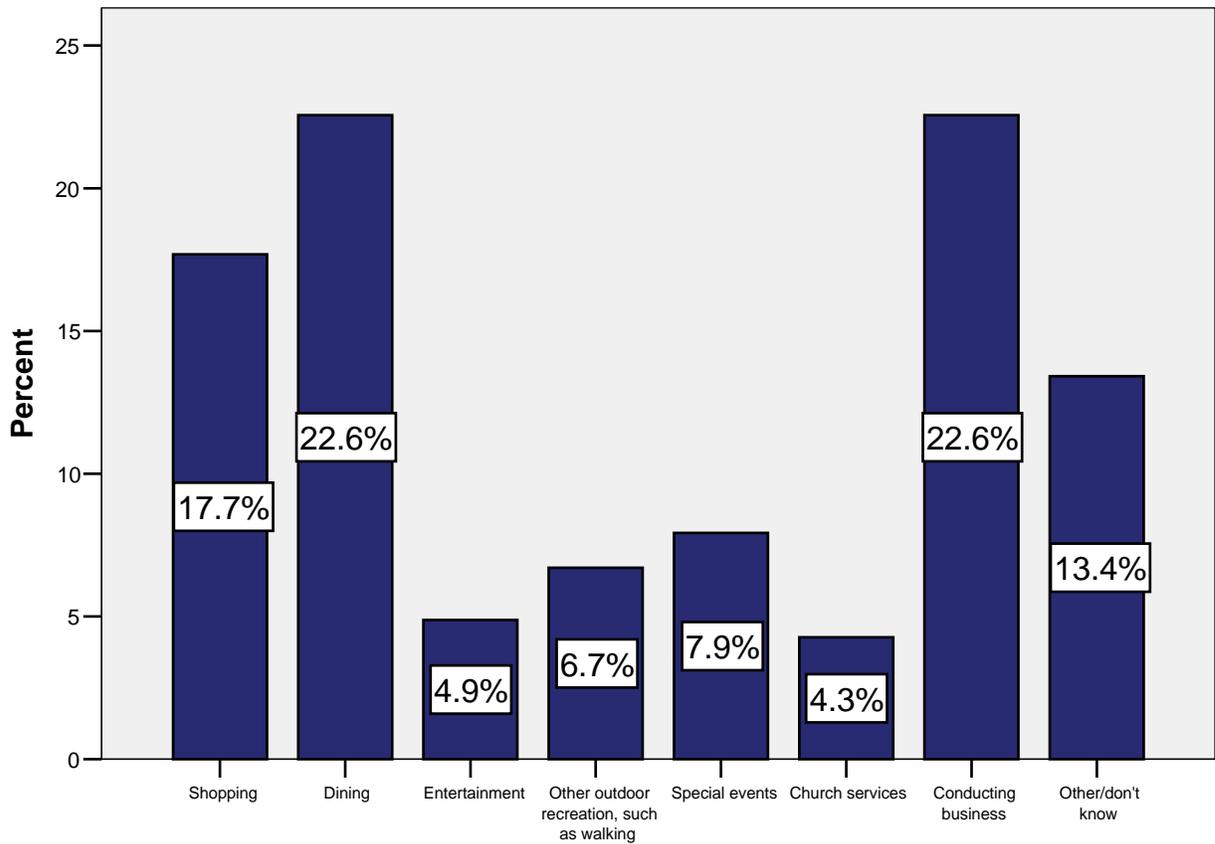


11. other outdoor recreation, such as walking

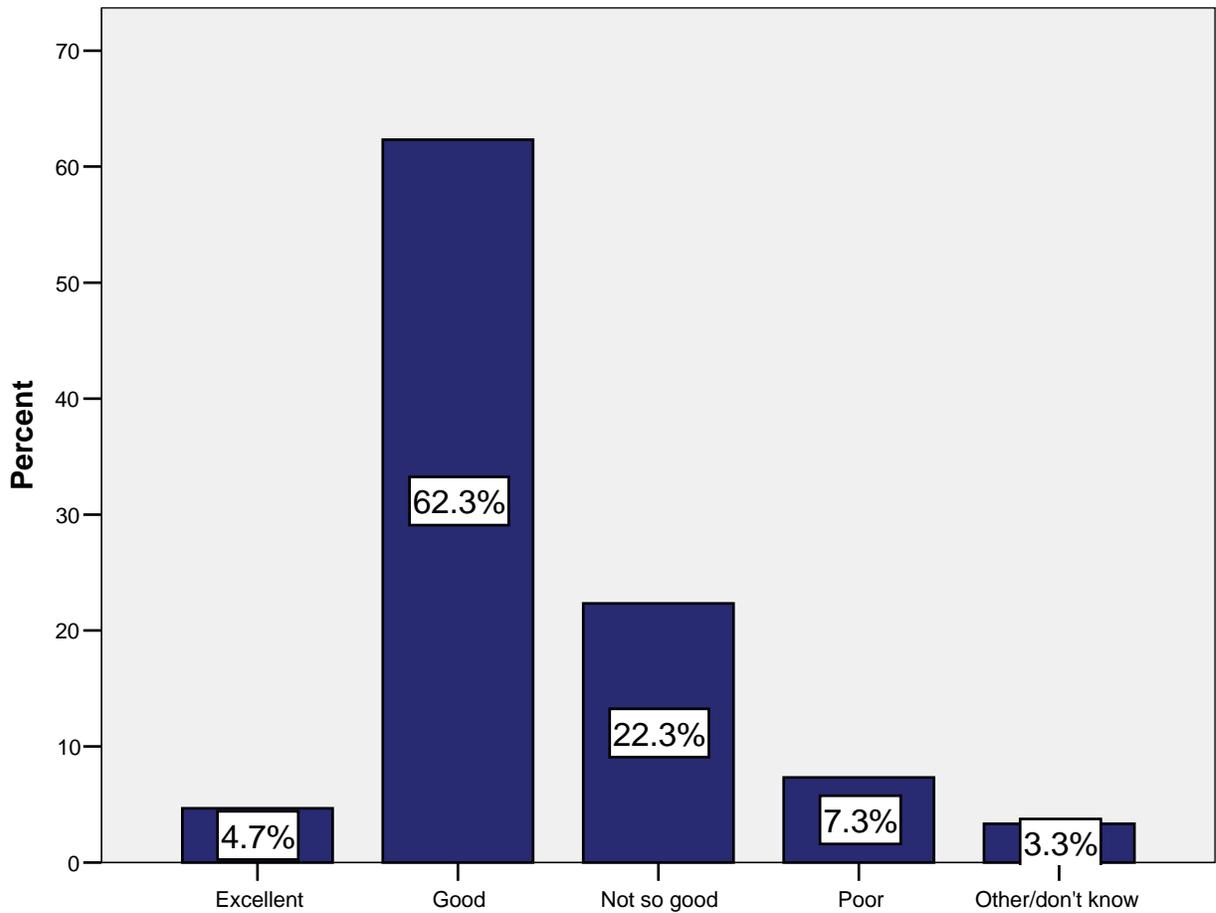




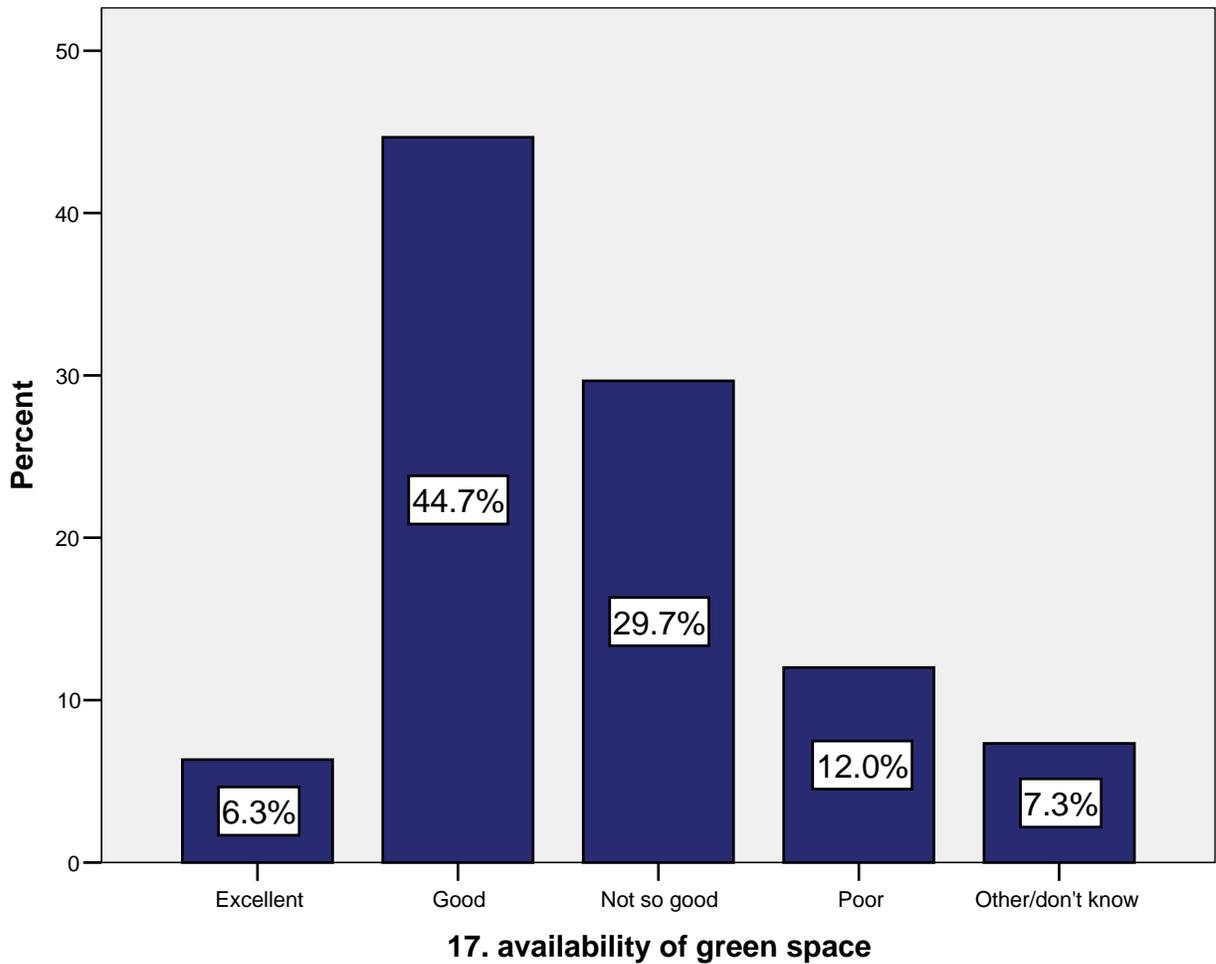


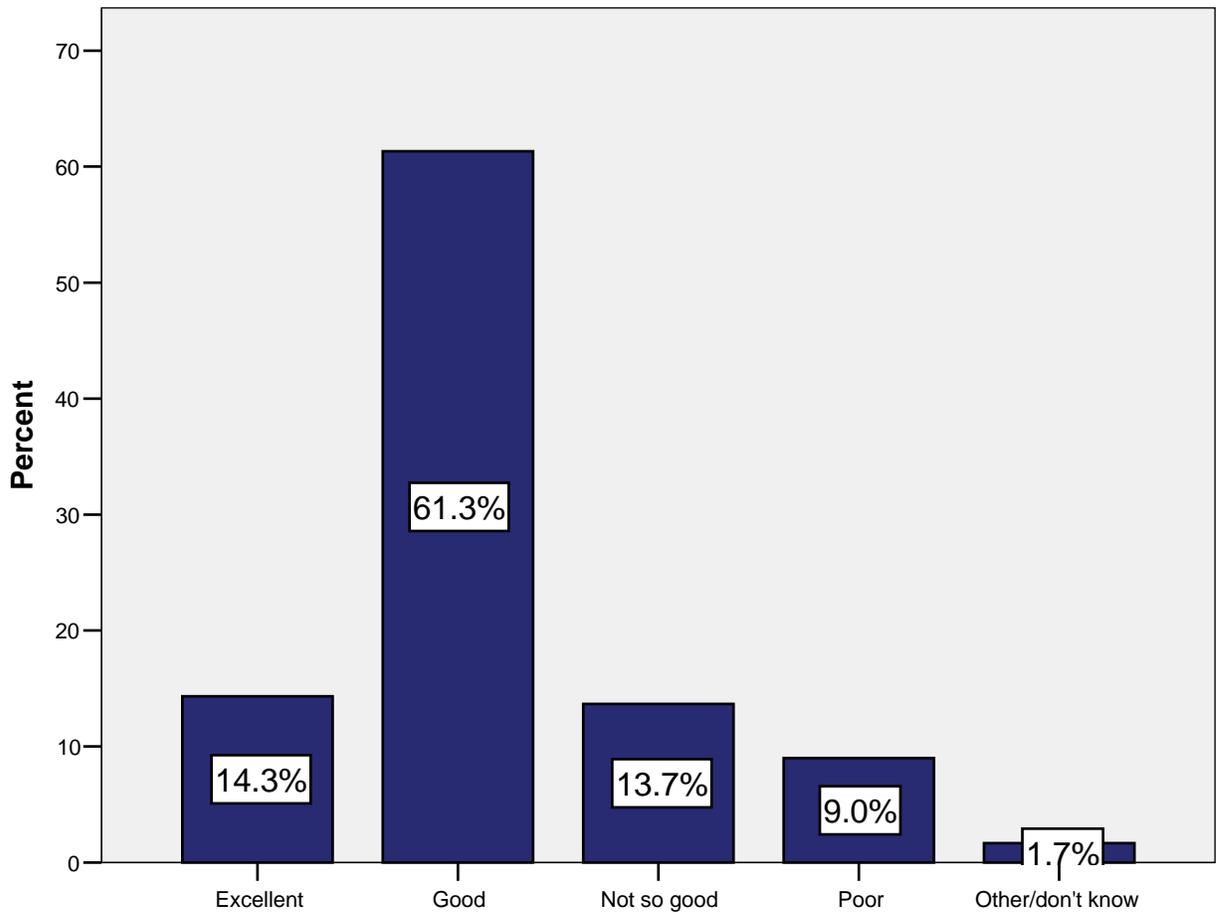


15. Of the items listed above, which would you say is the one reason you most often visit downtown Excelsior Springs?

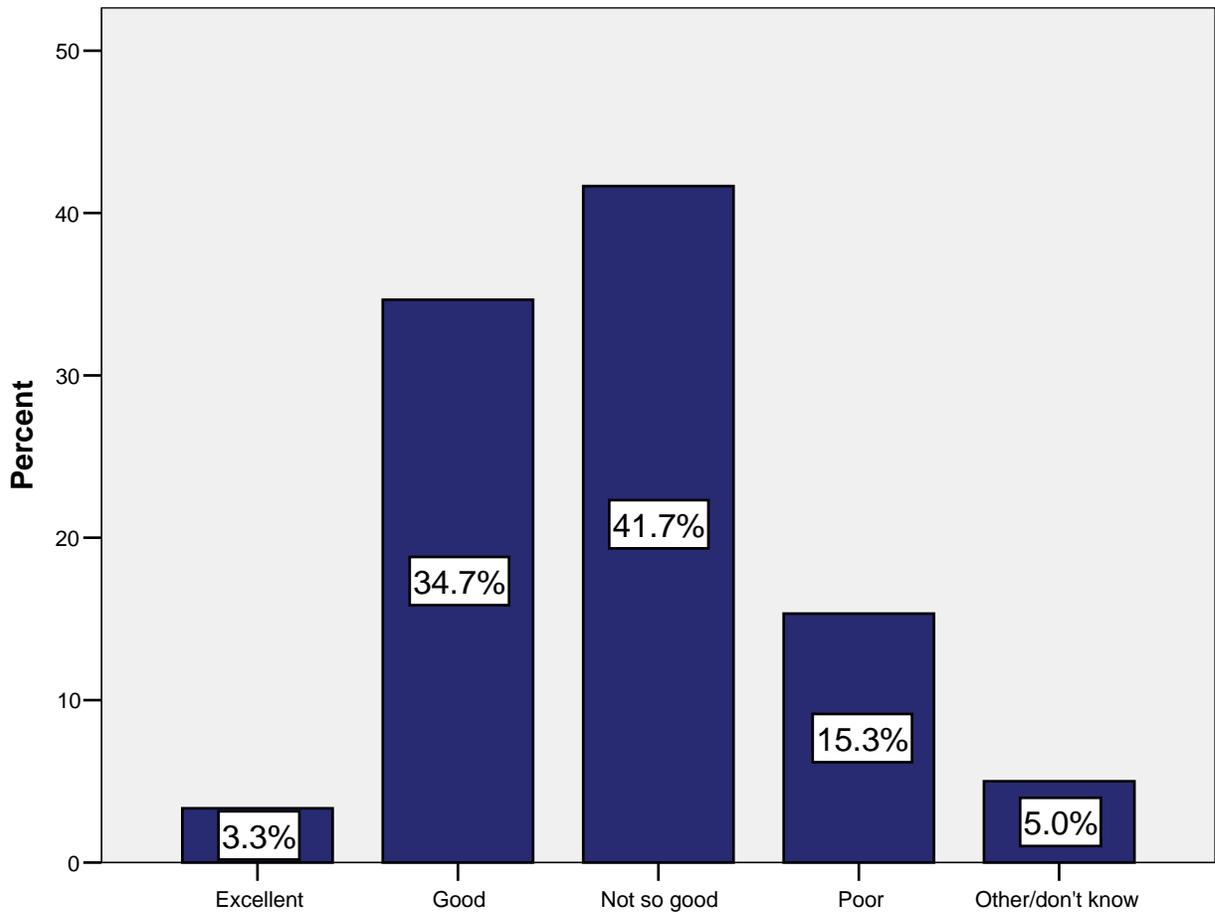


16. convenience of business hours

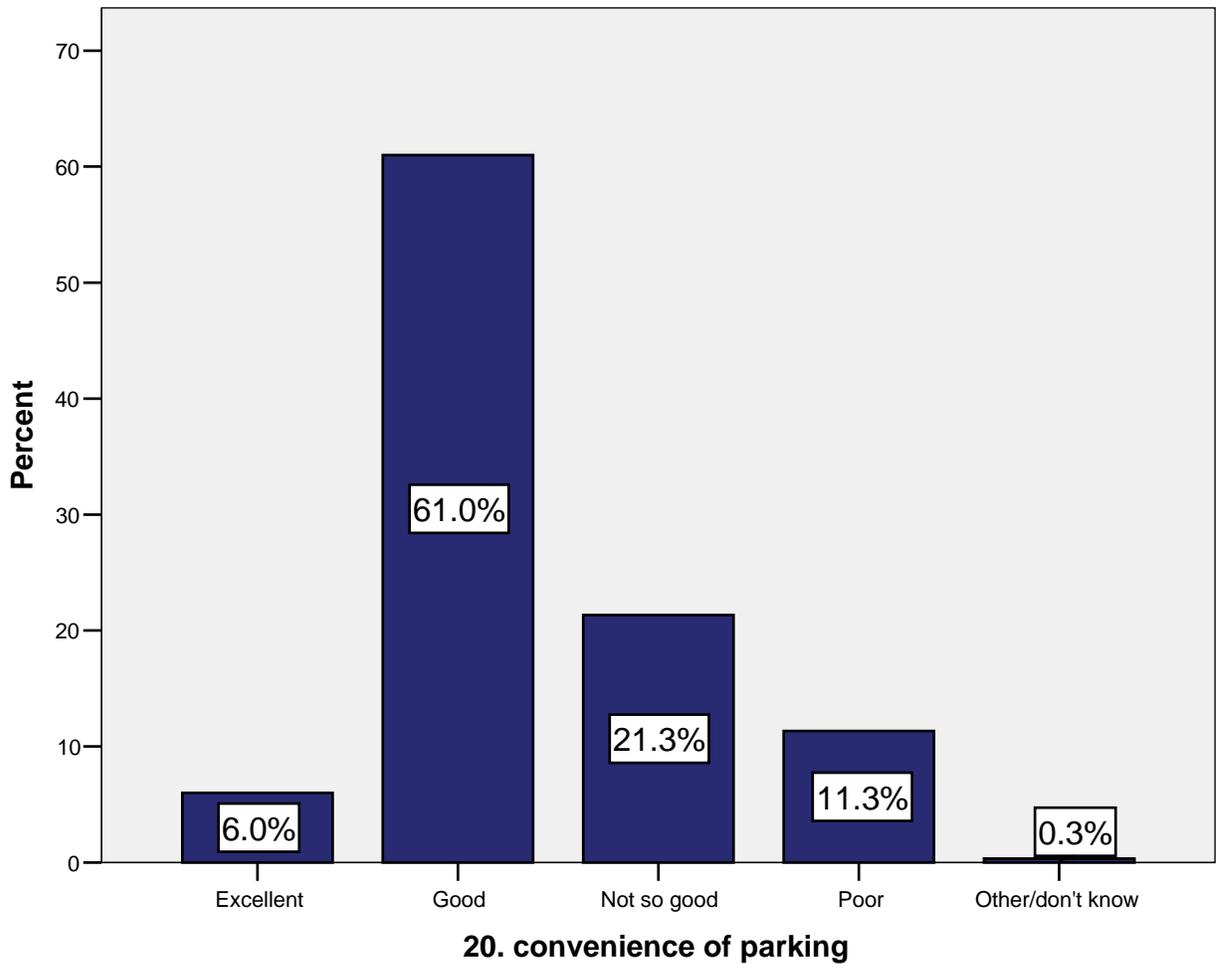


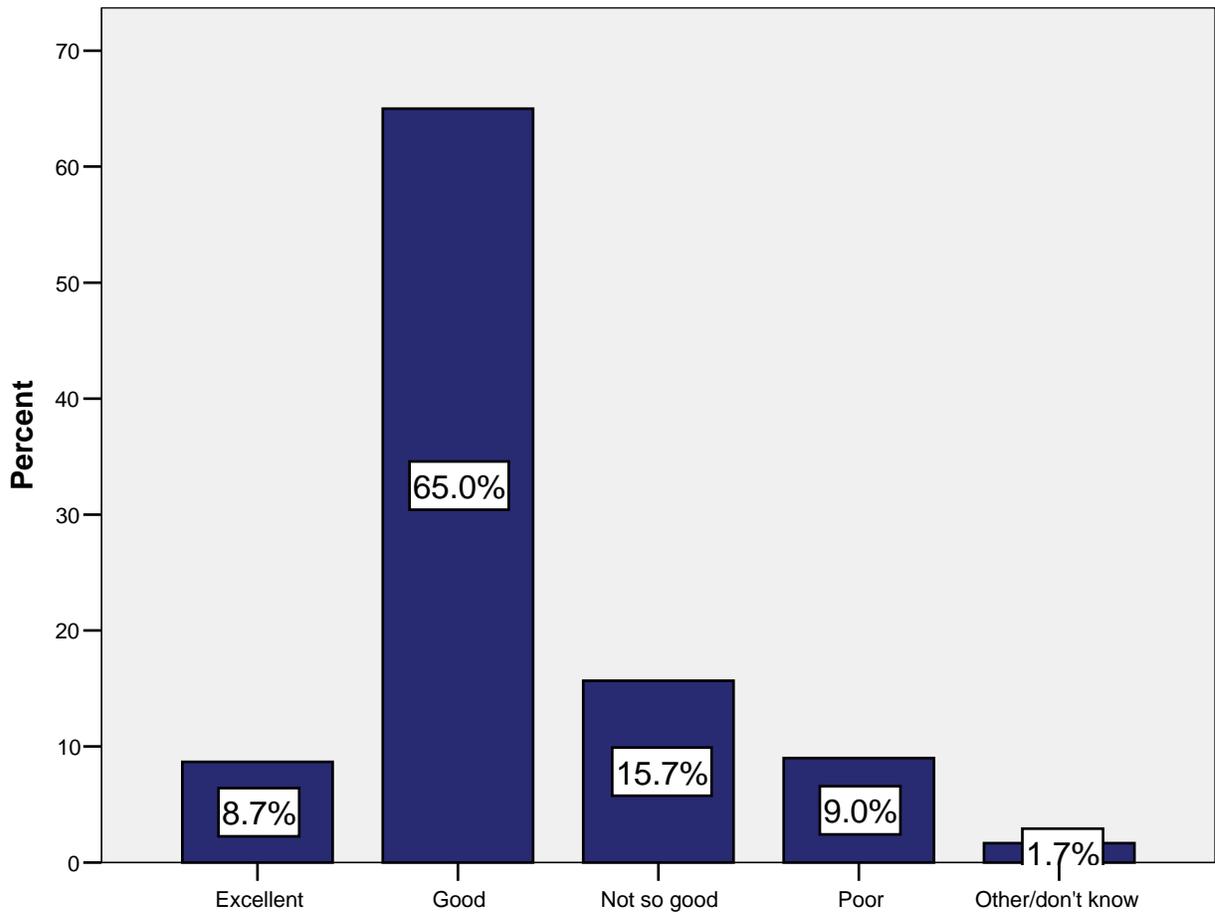


18. preservation of historic structures

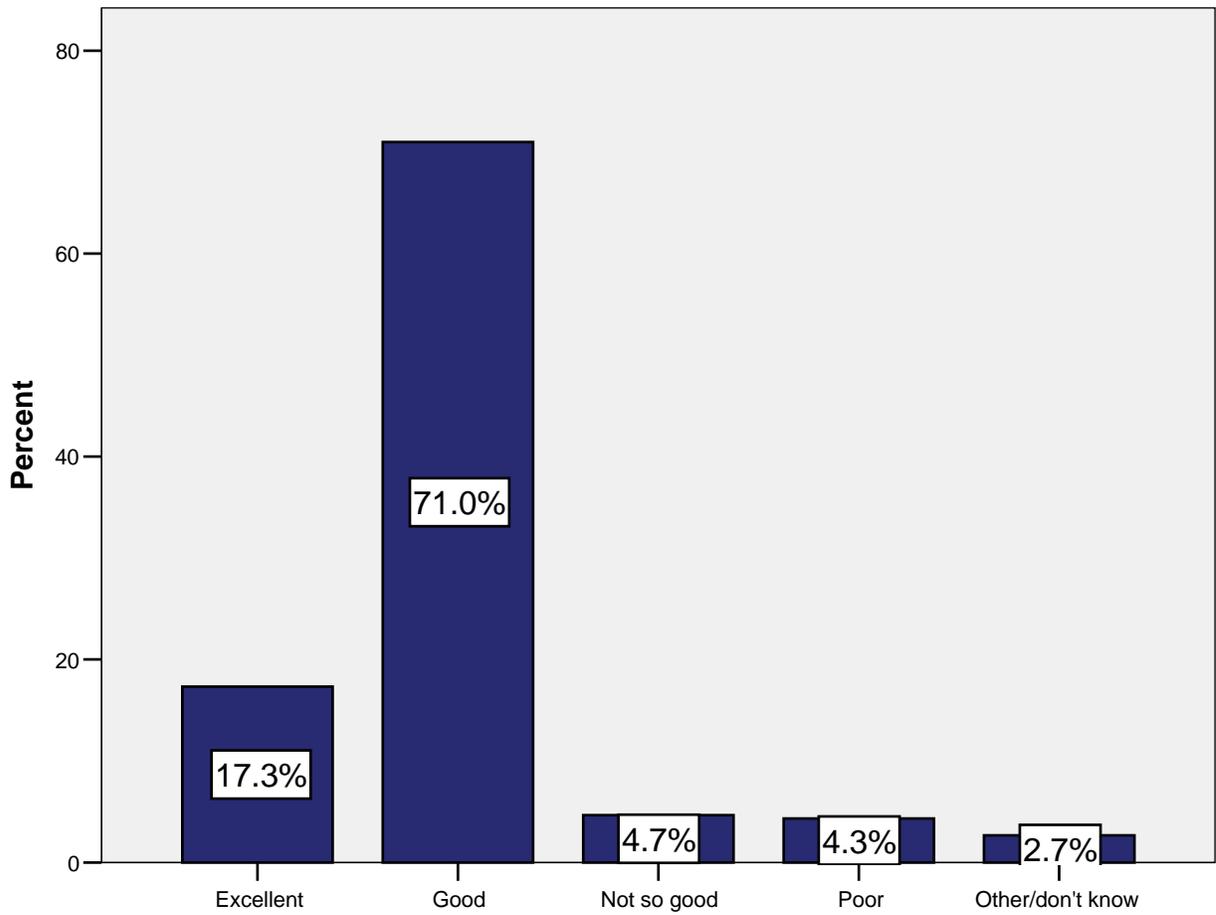


19. number of occupied storefronts

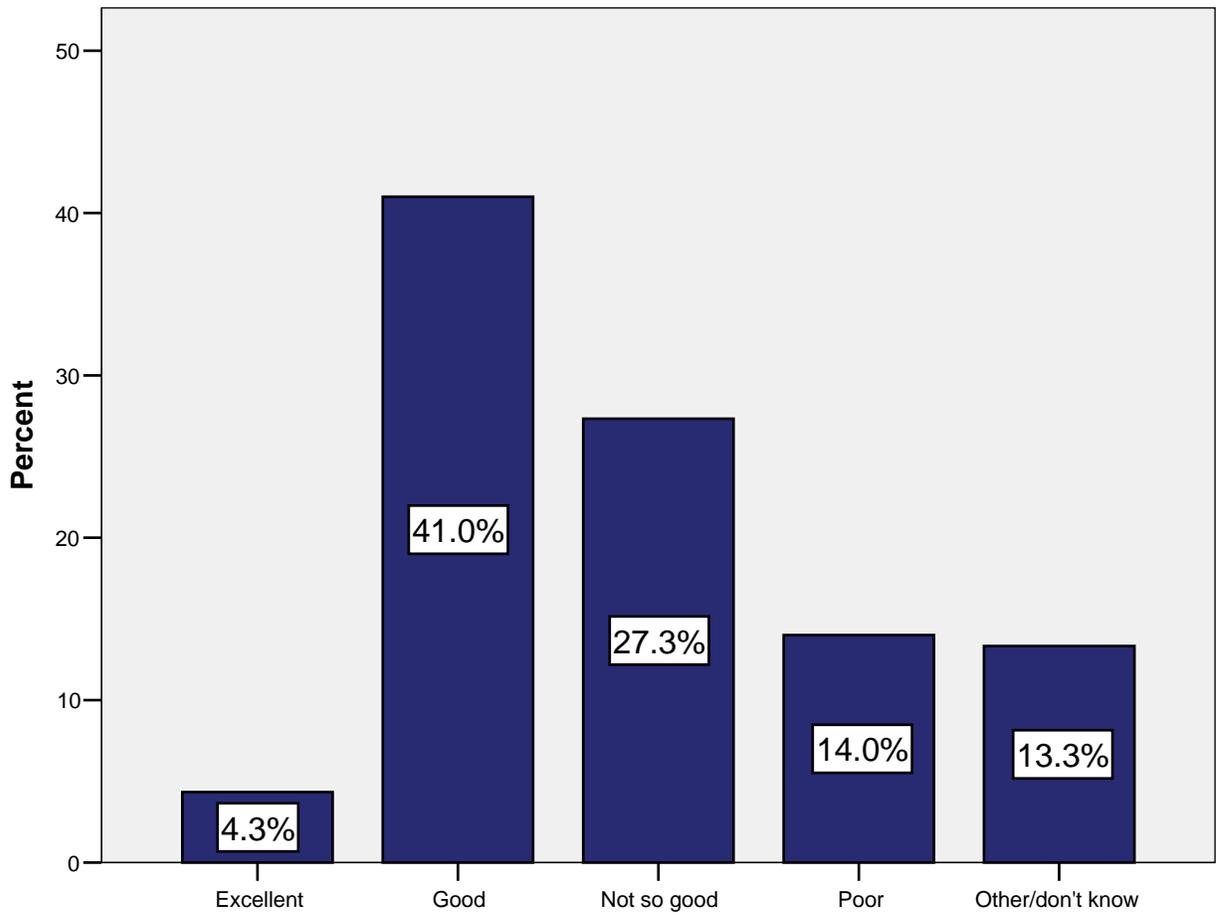




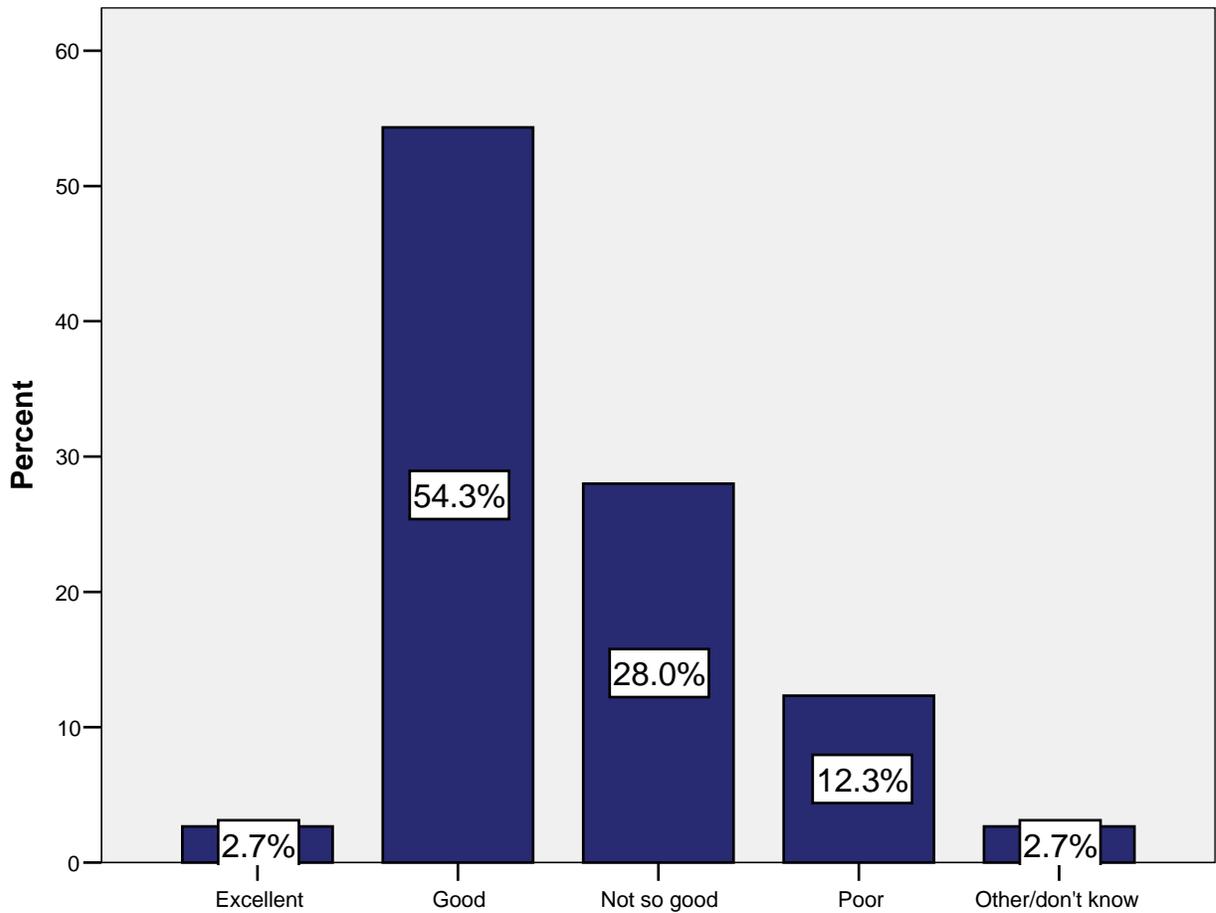
21. signs to help people find their way around



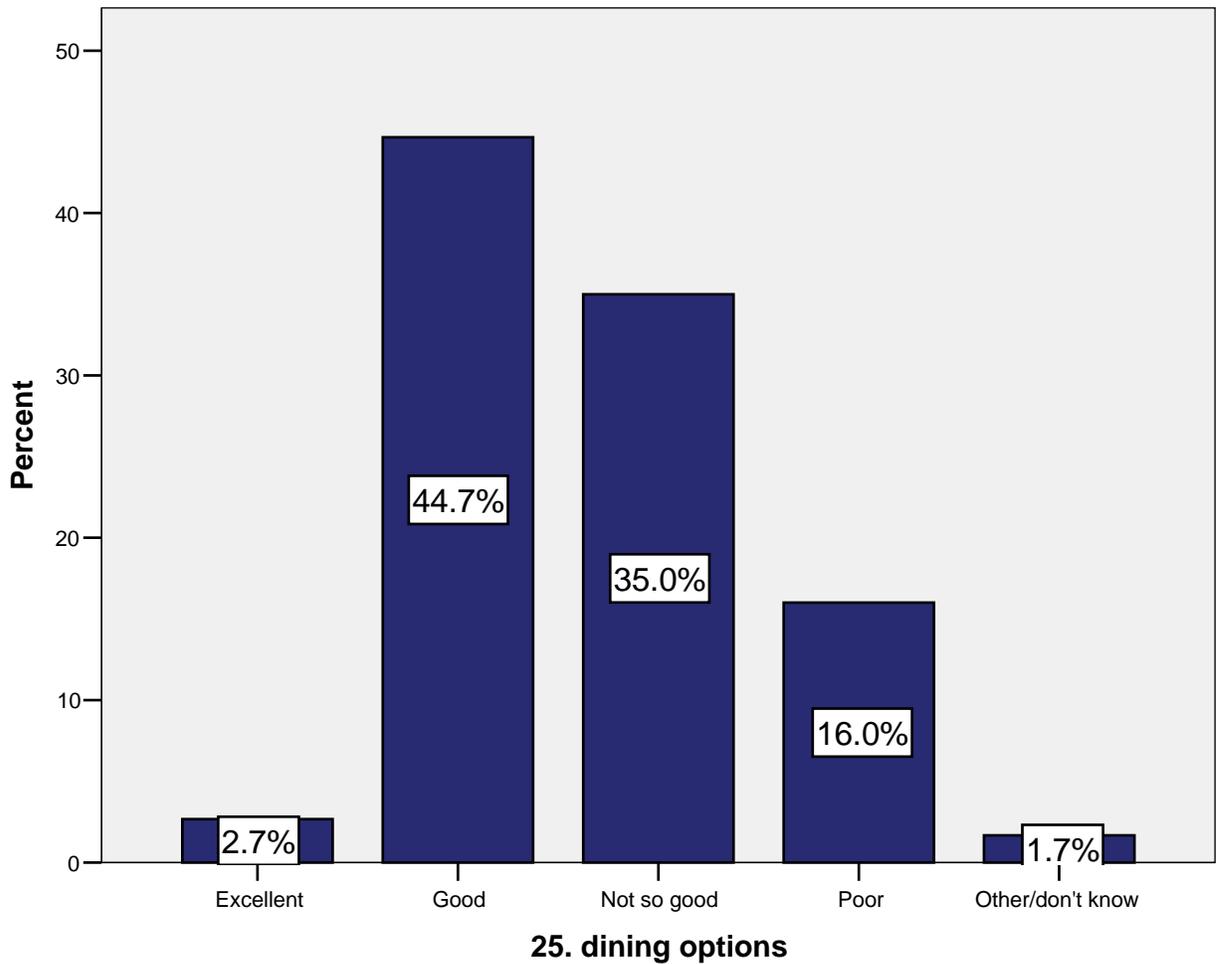
22. safety during the day

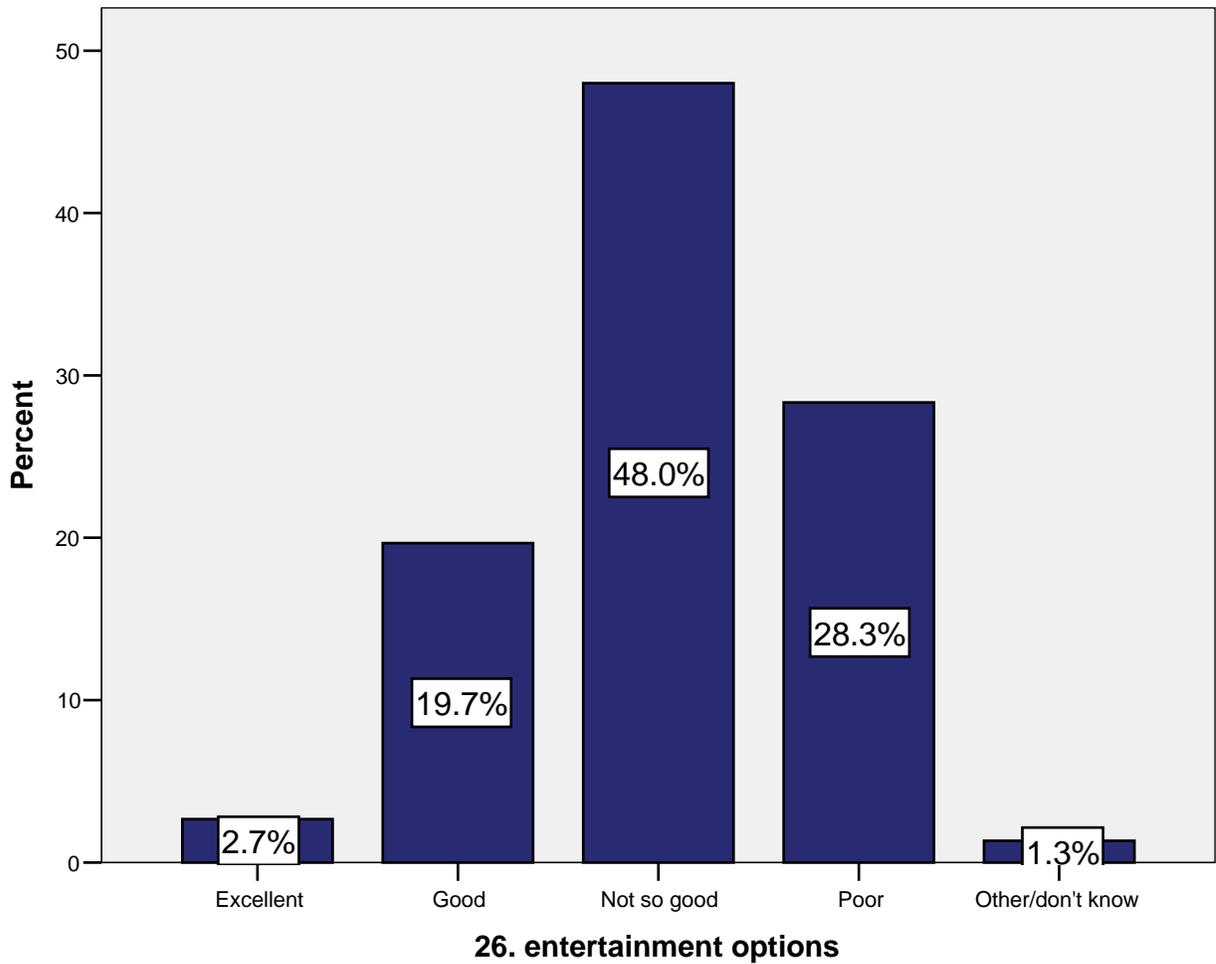


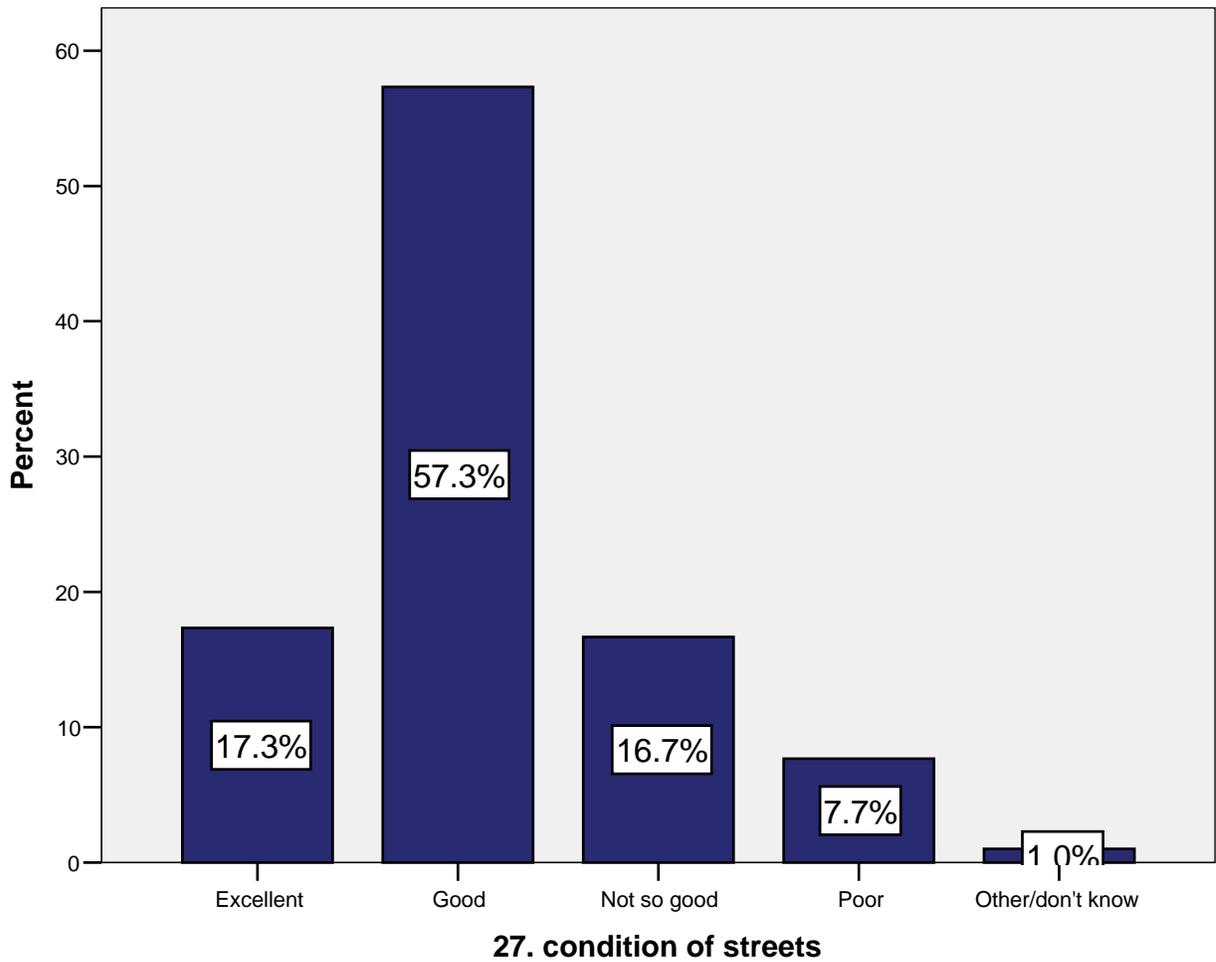
23. safety at night

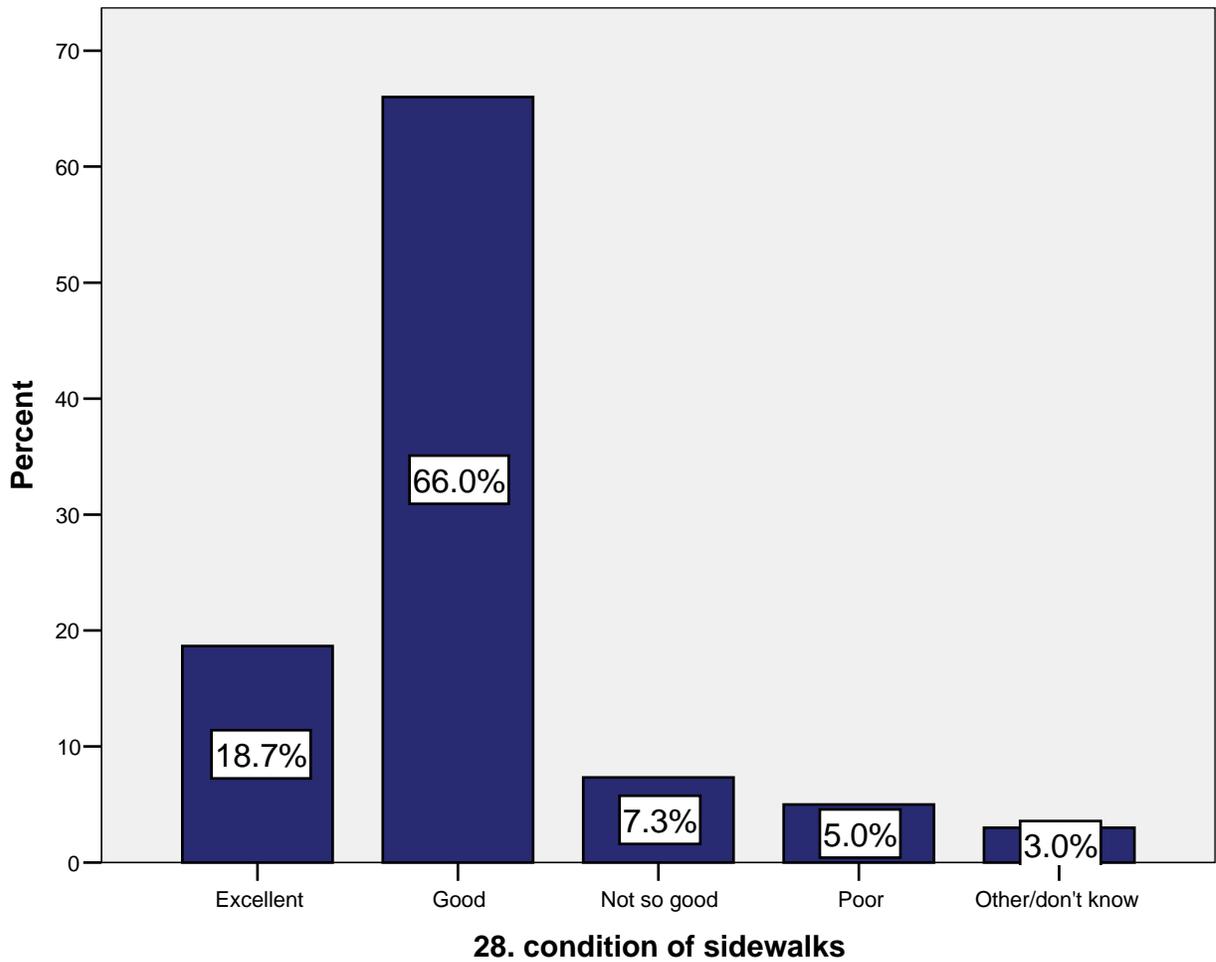


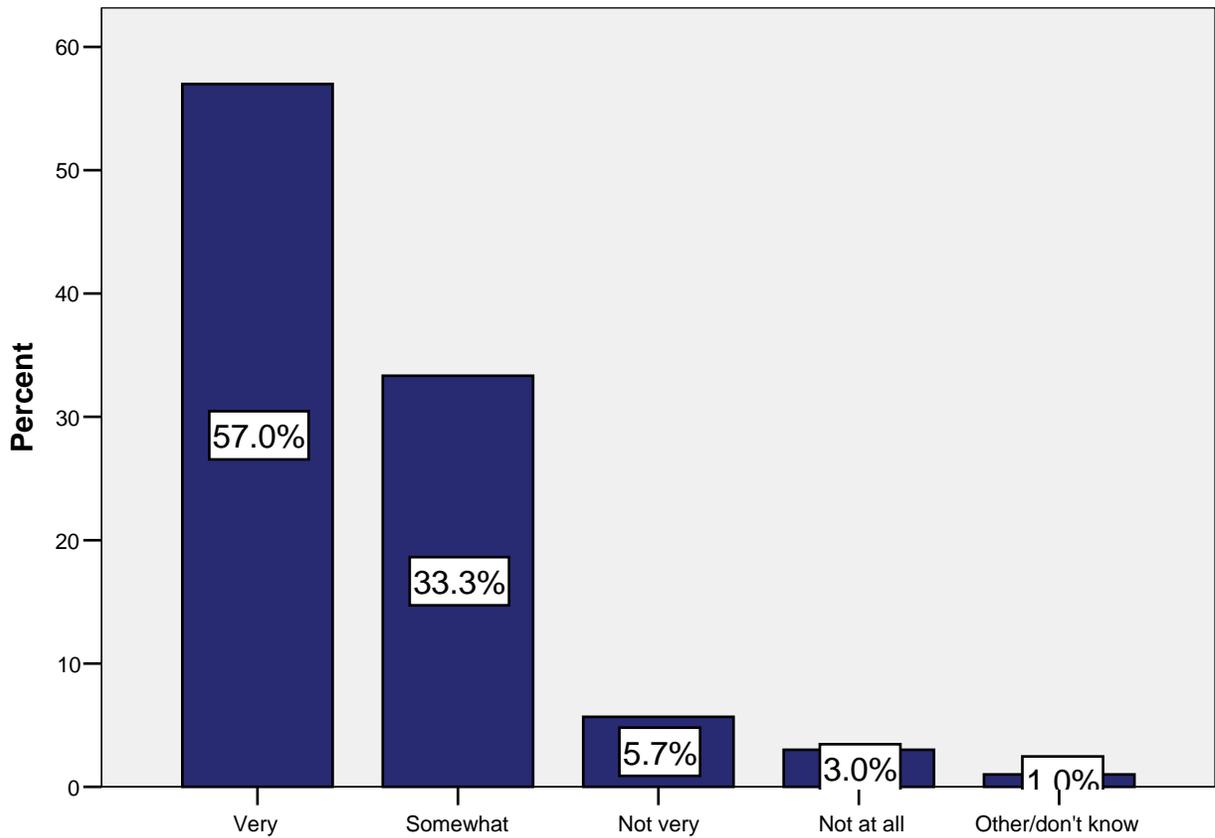
24. diverse mix of businesses



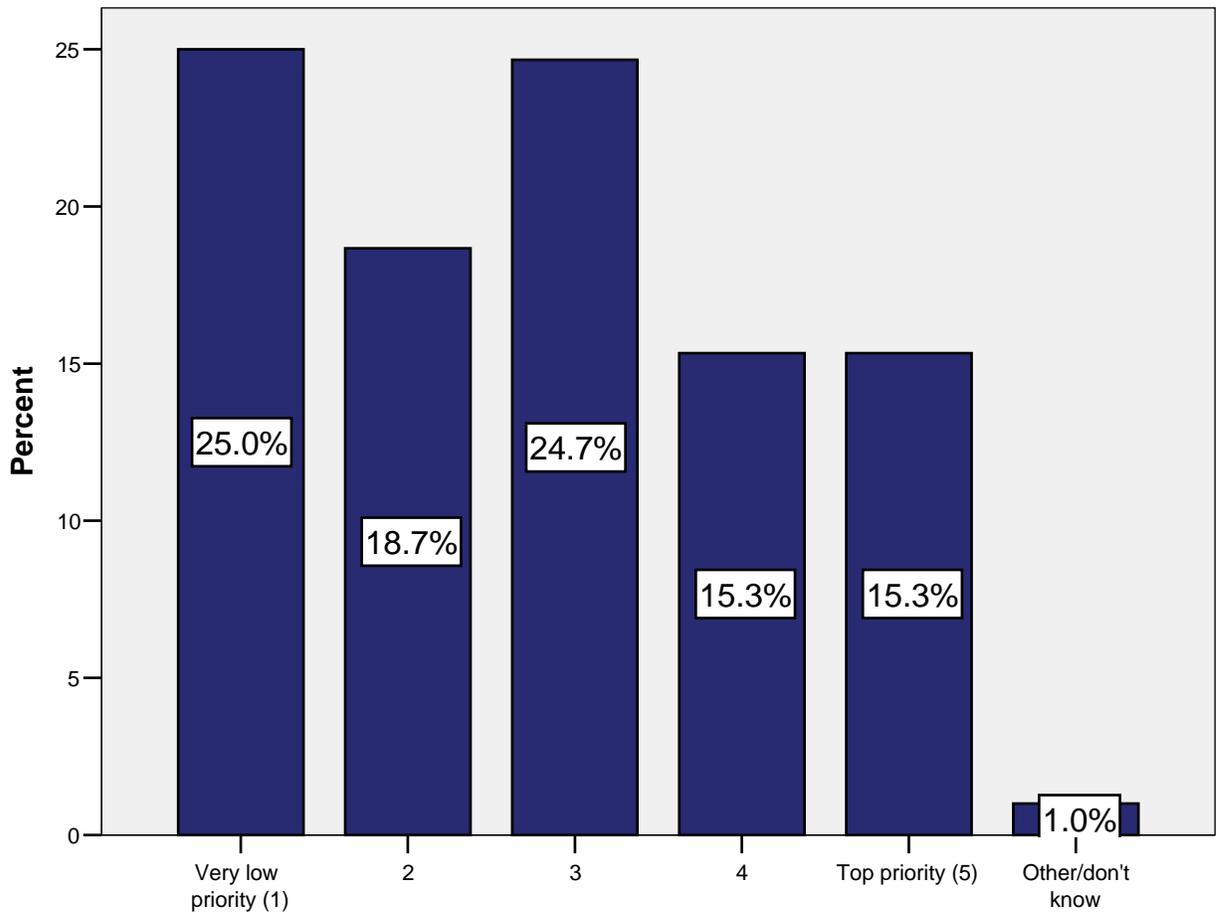




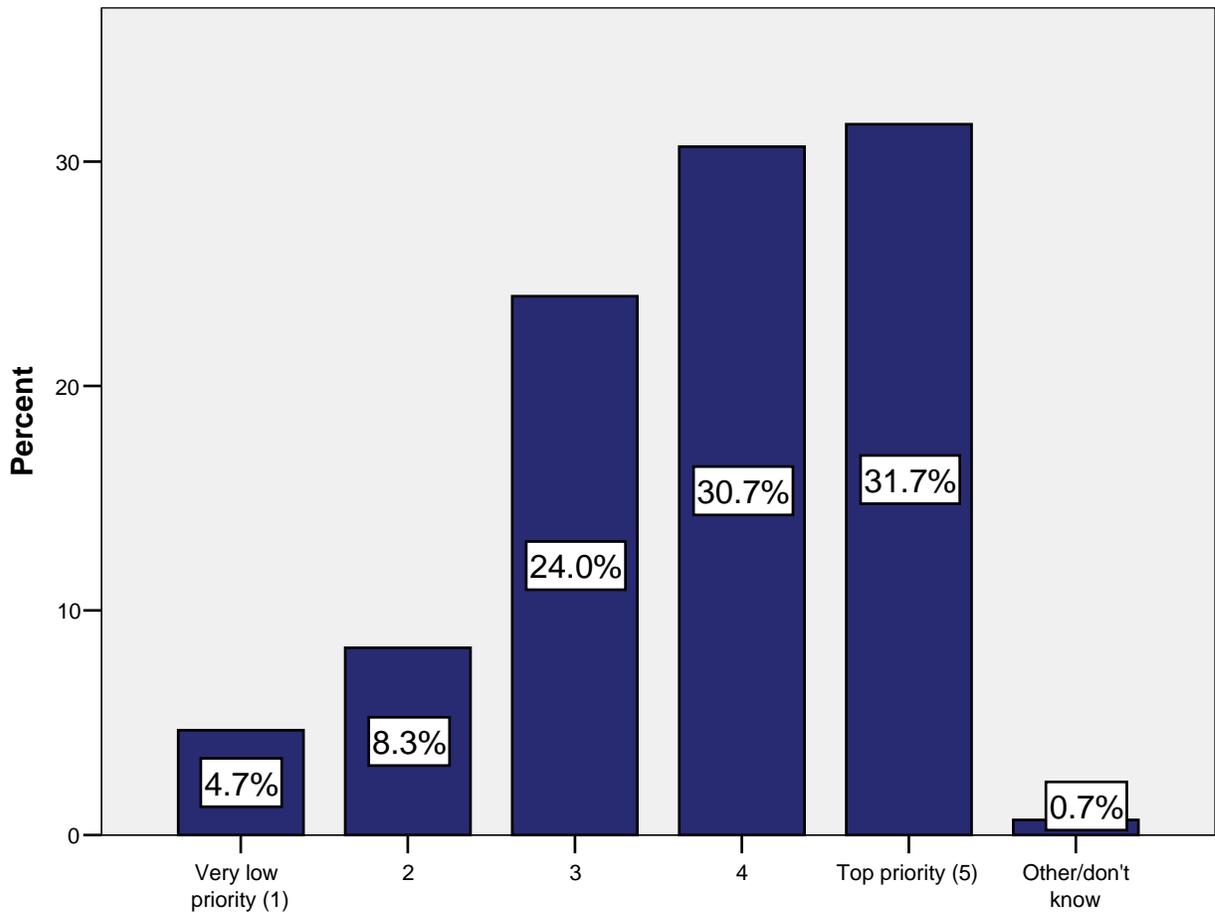




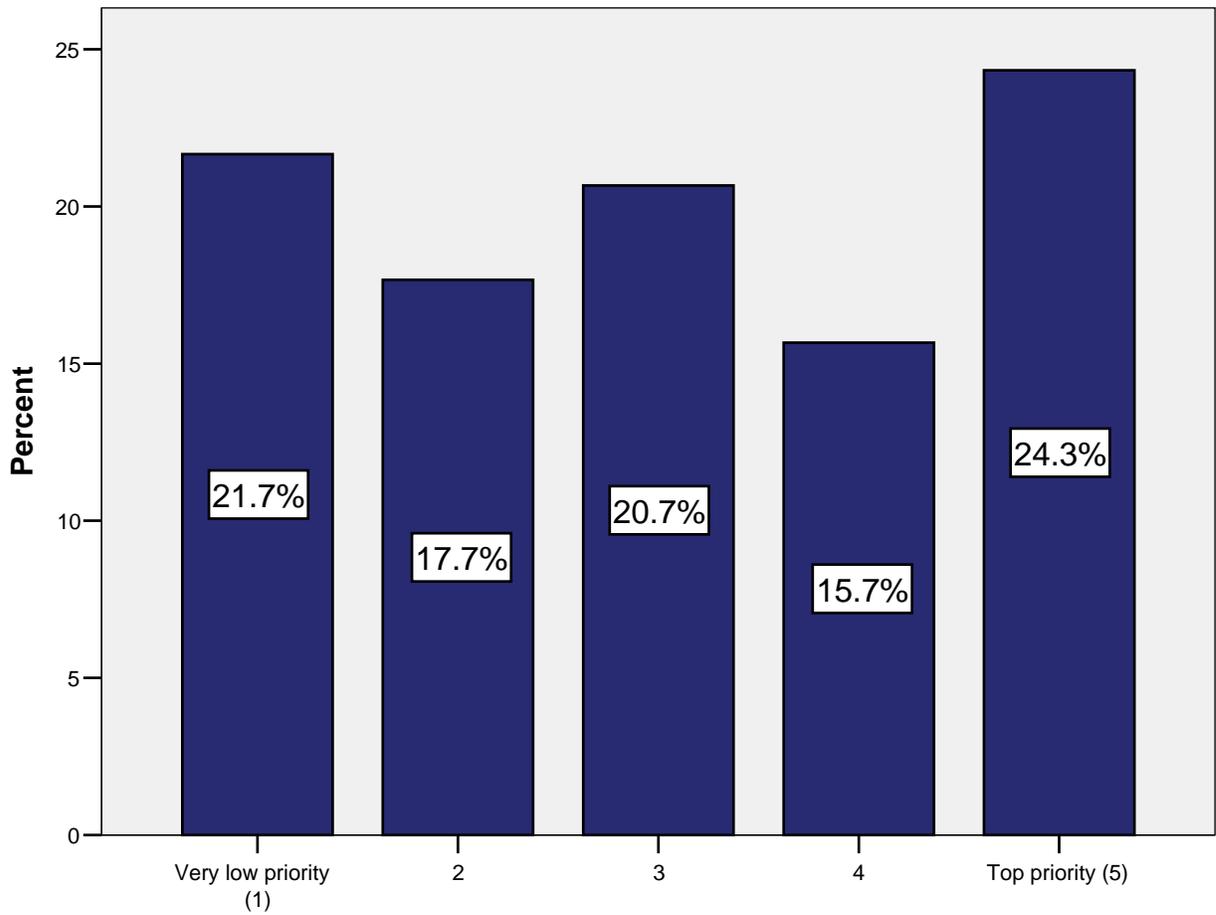
29. How important would you say it is that downtown Excelsior Springs work to retain its historic character? Would you say it is very important, somewhat, not very or not at all important?



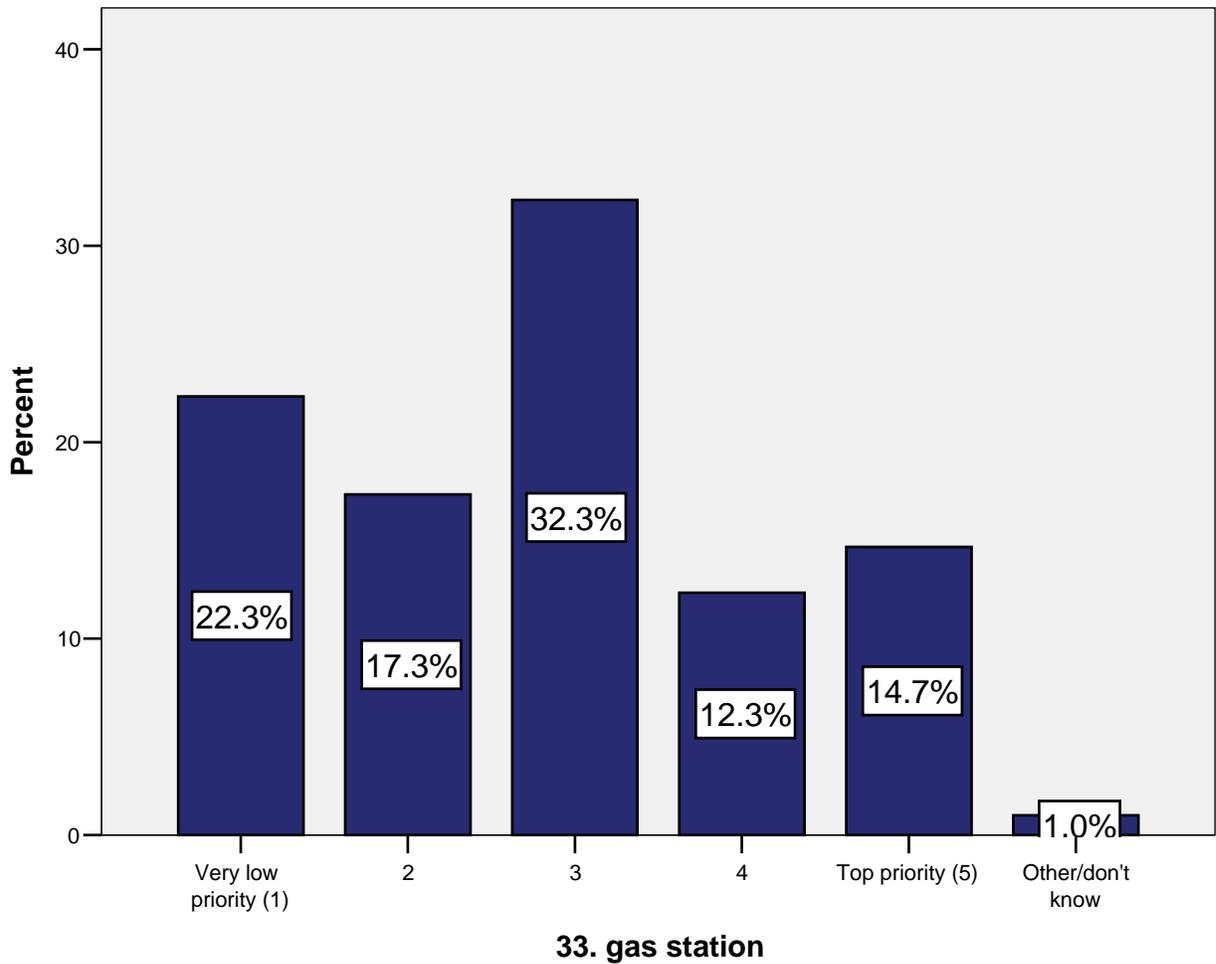
30. bed and breakfast

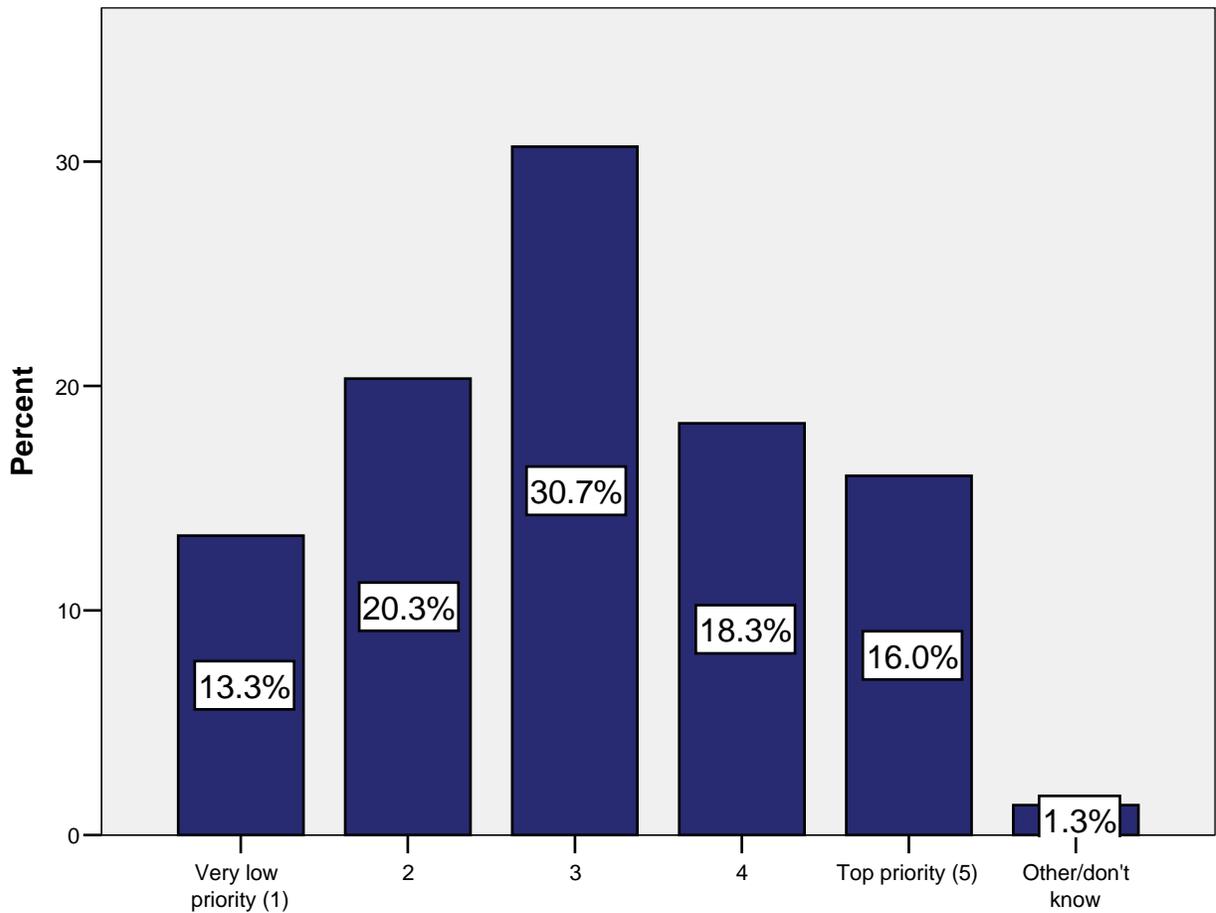


31. casual dining

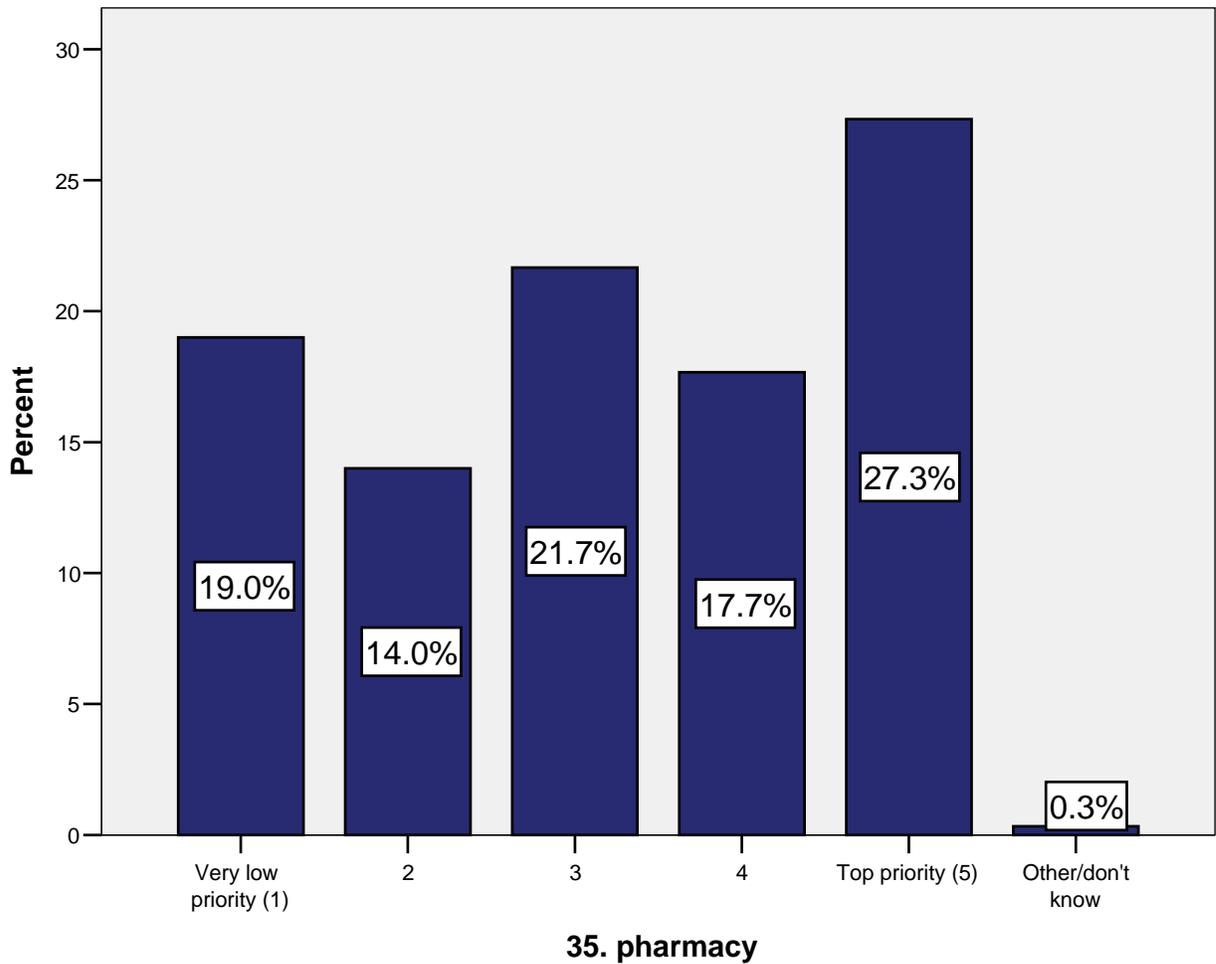


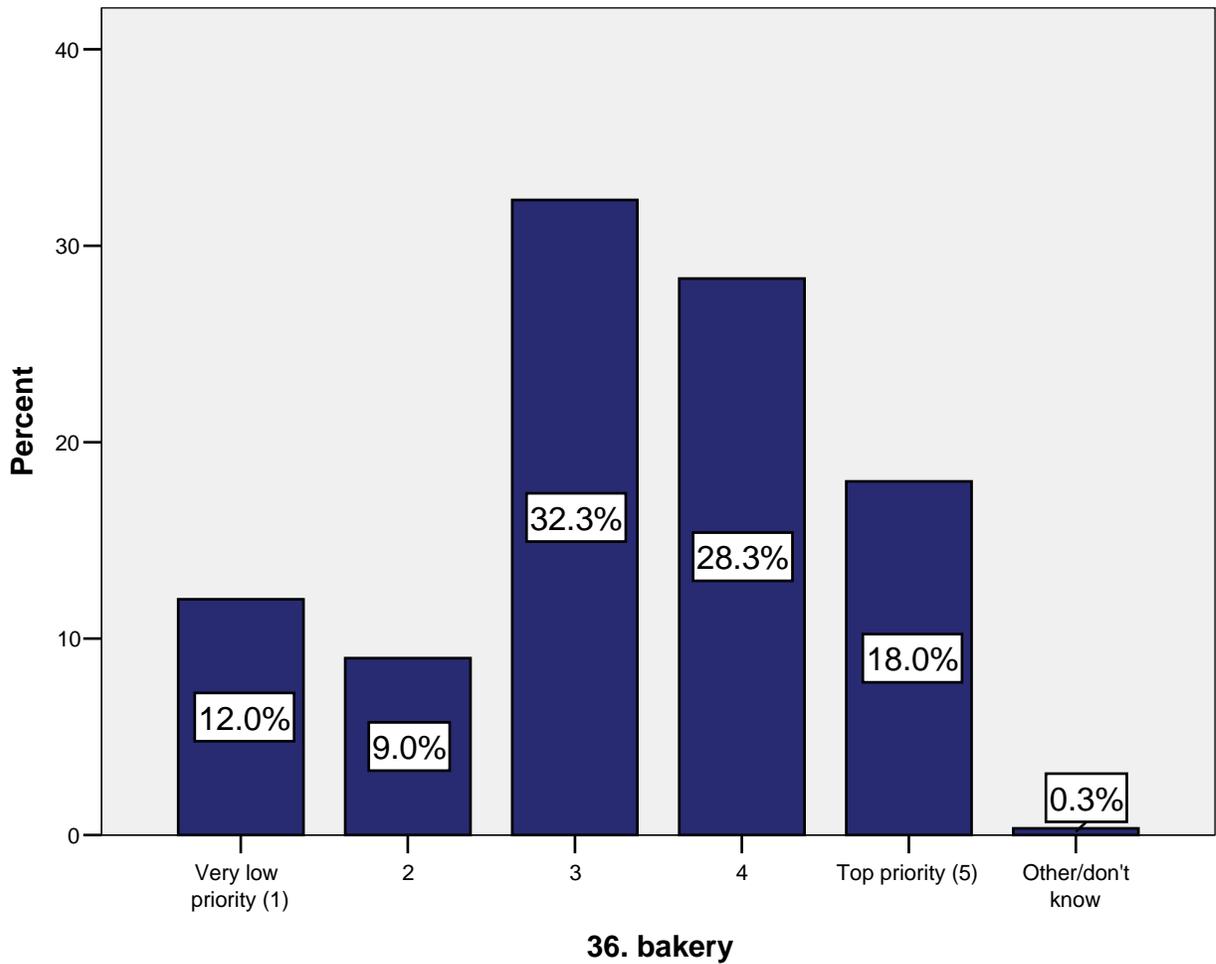
32. bank

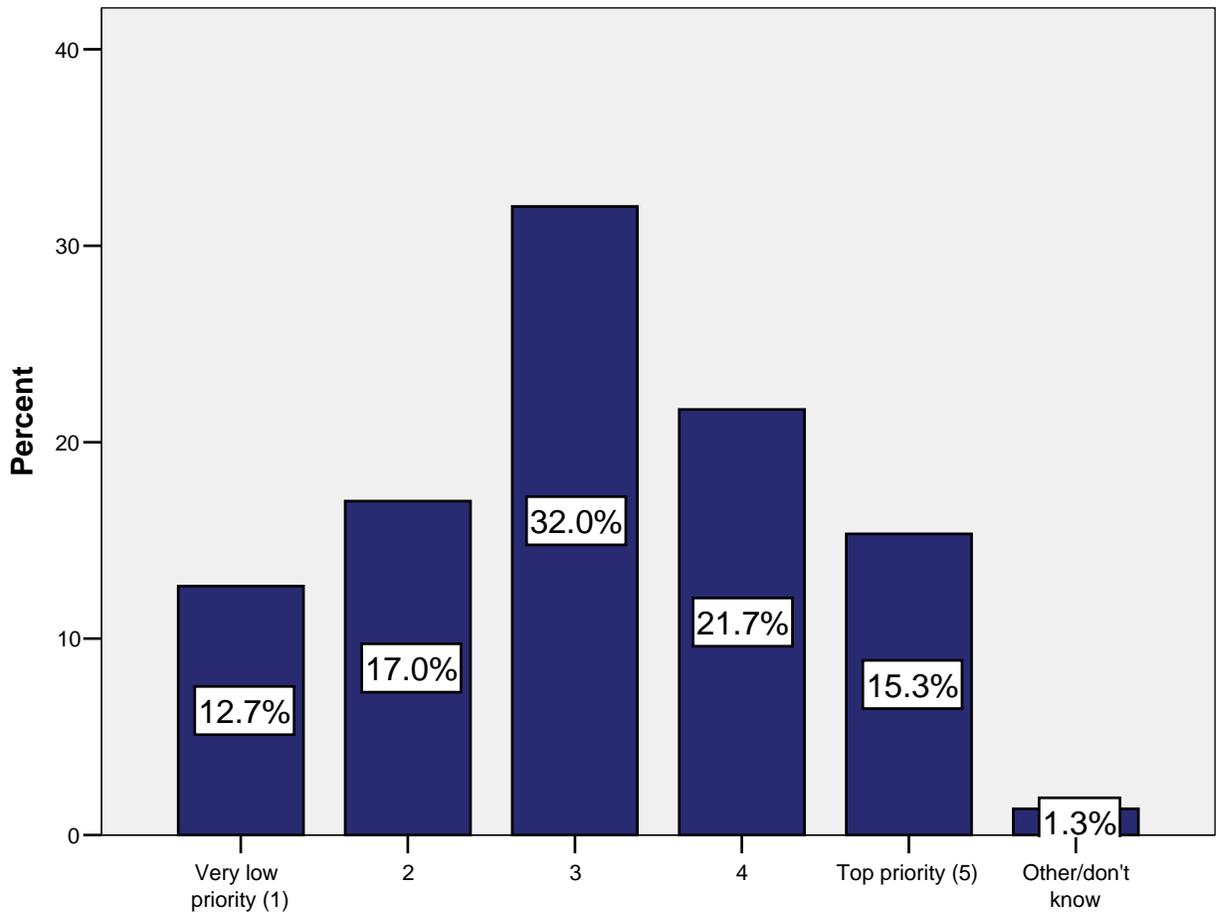




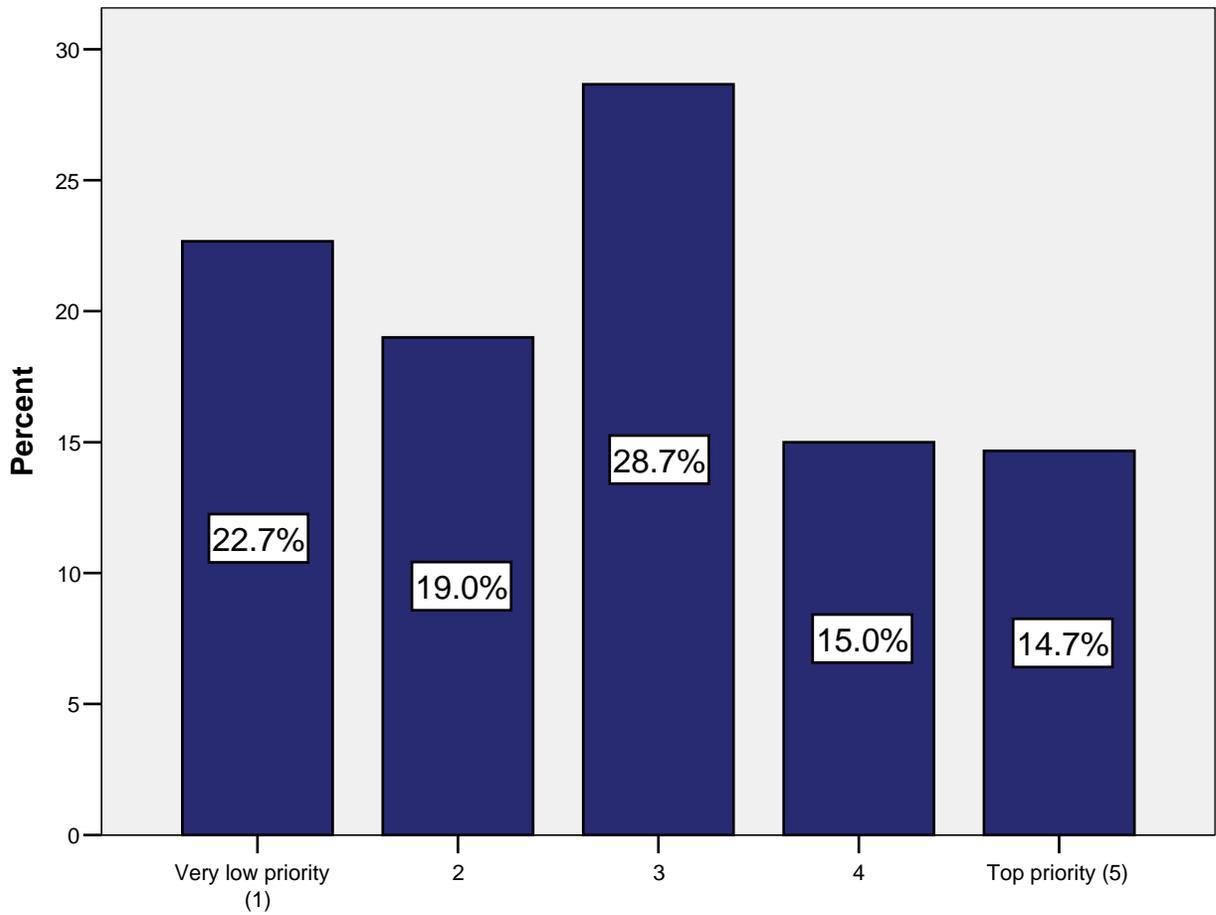
34. coffee shop



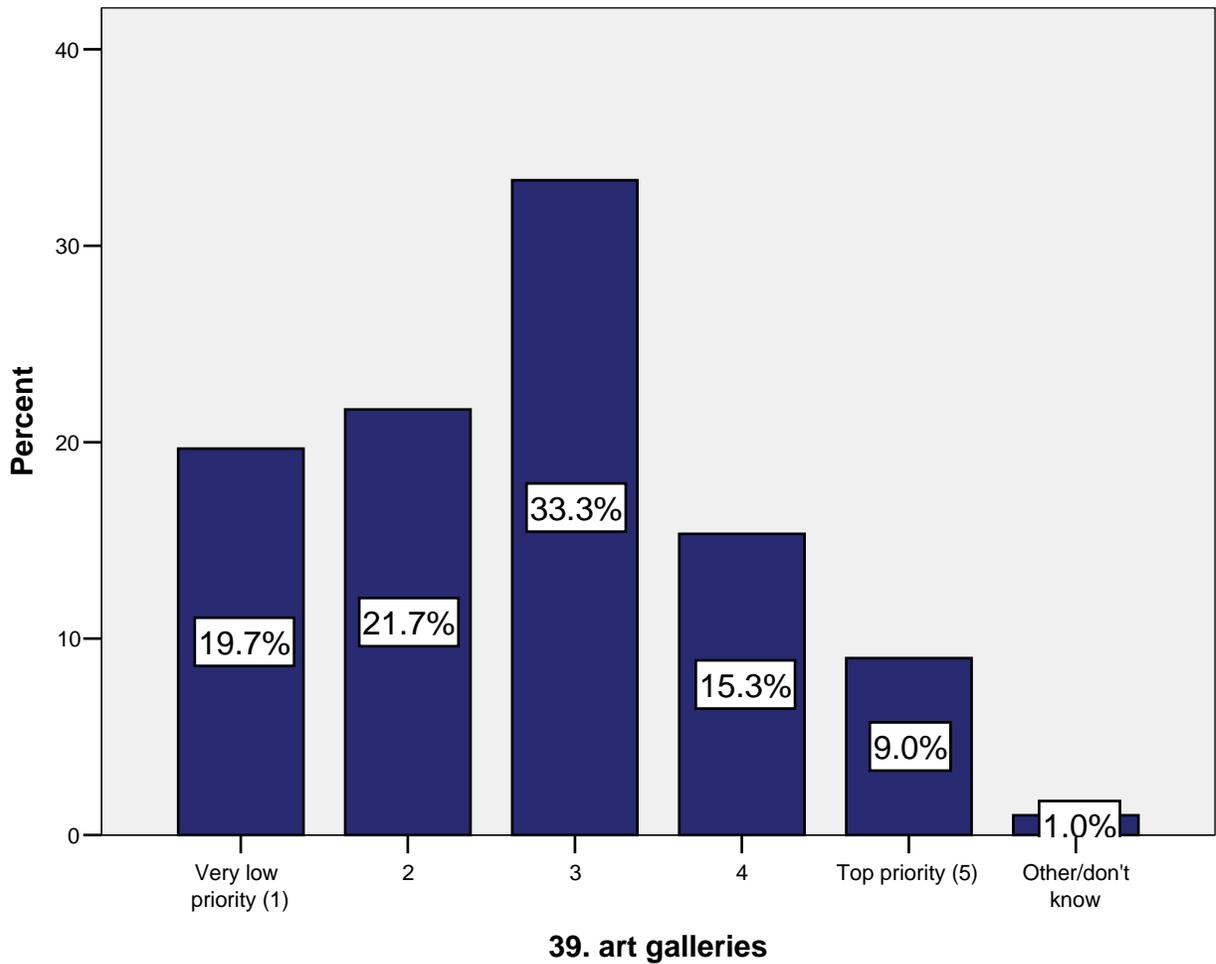


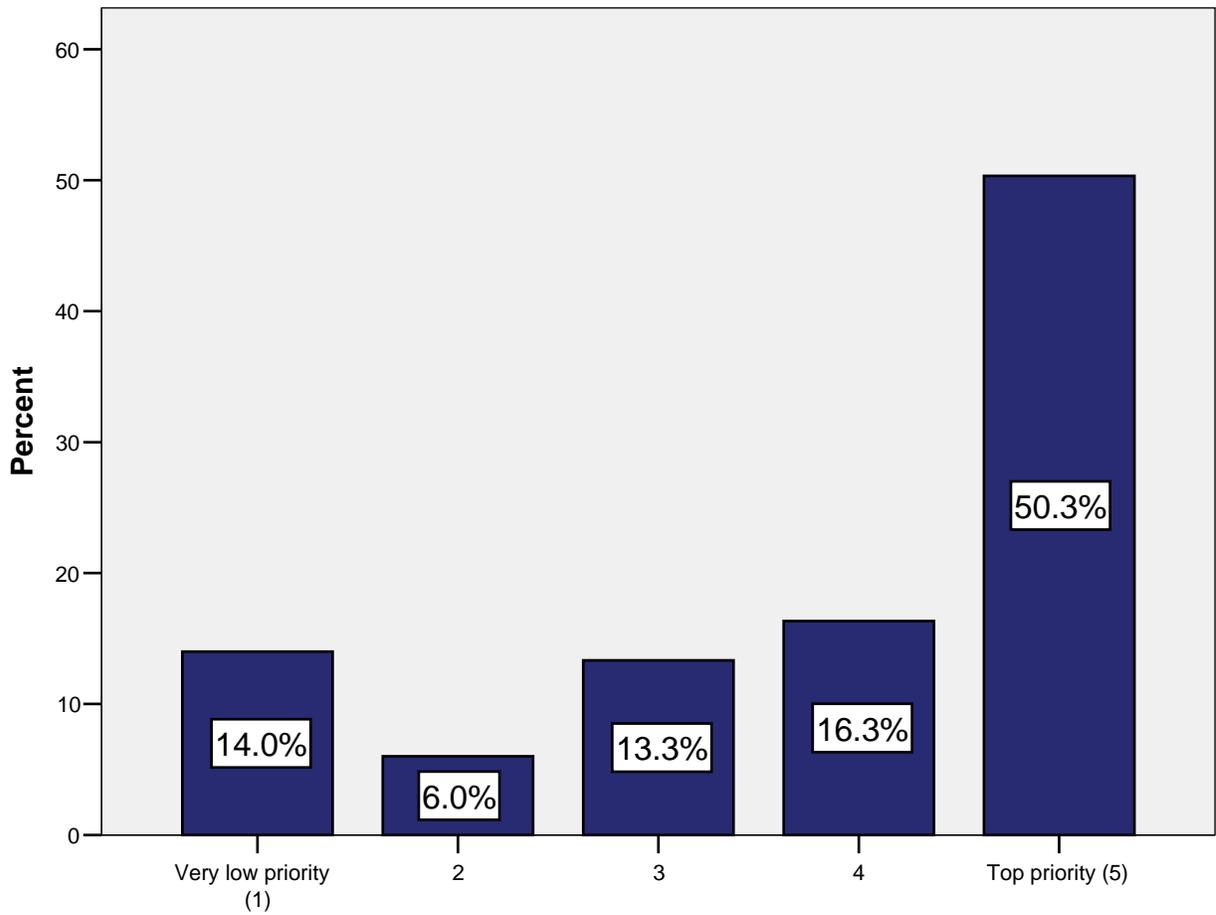


37. upscale specialty shops

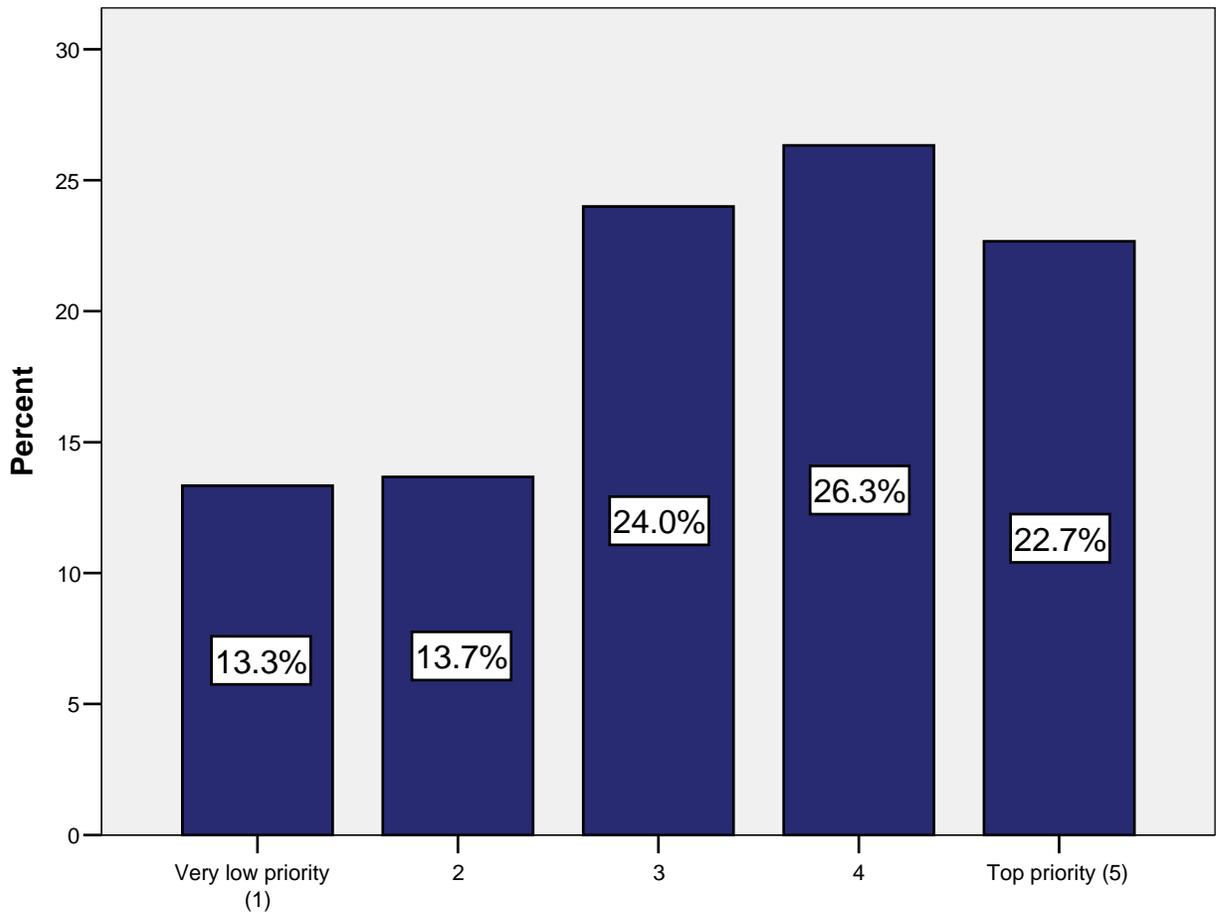


38. antiques

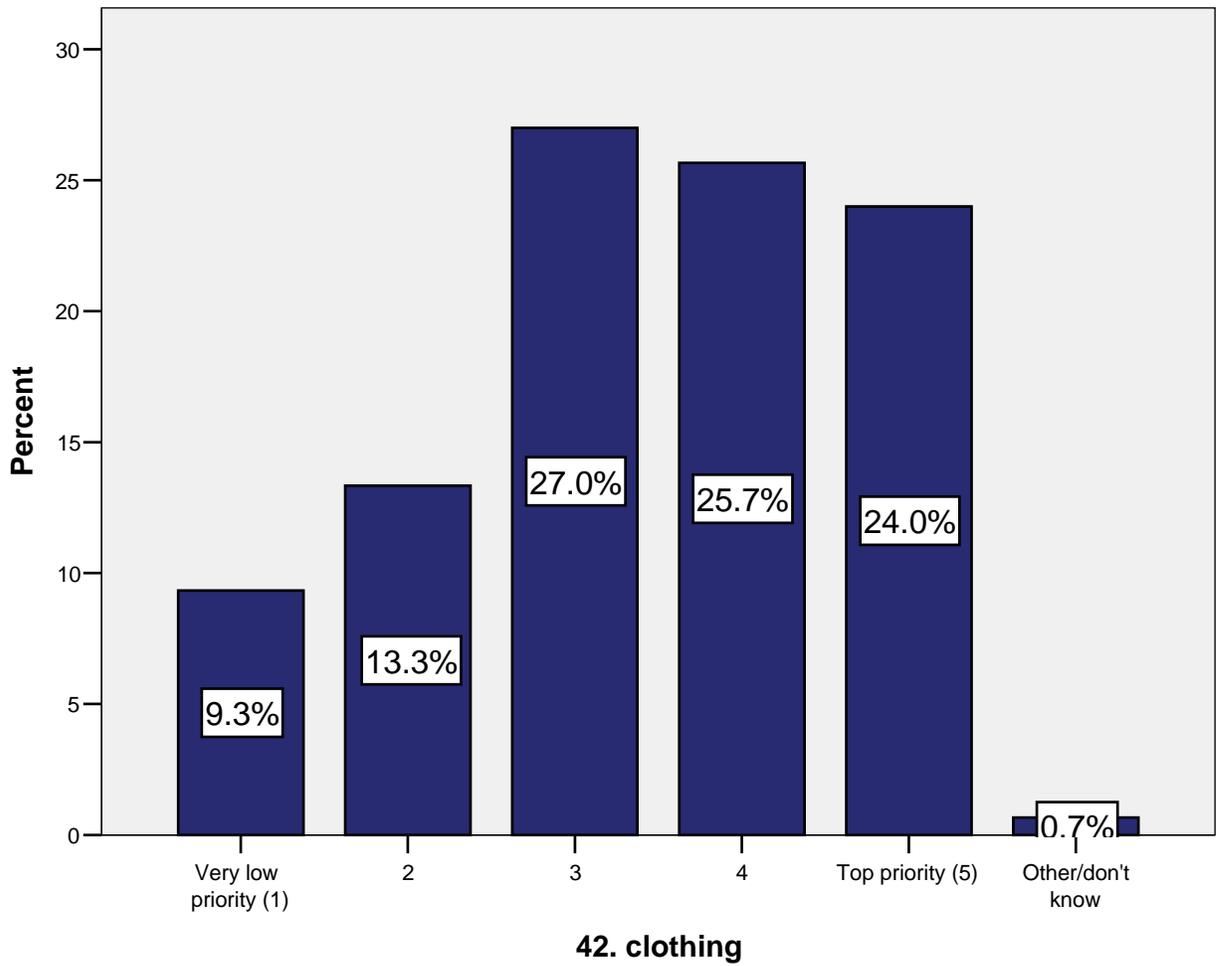


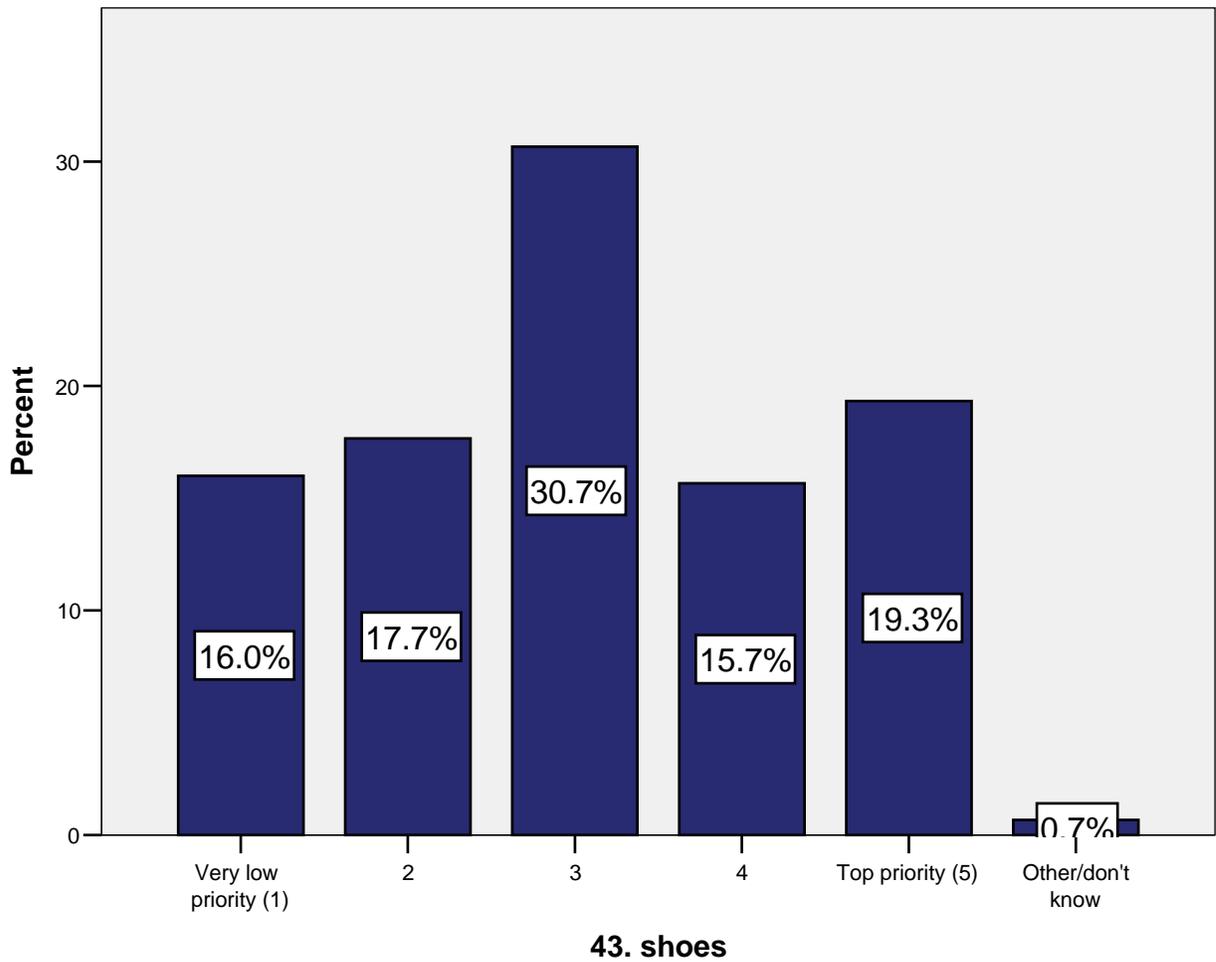


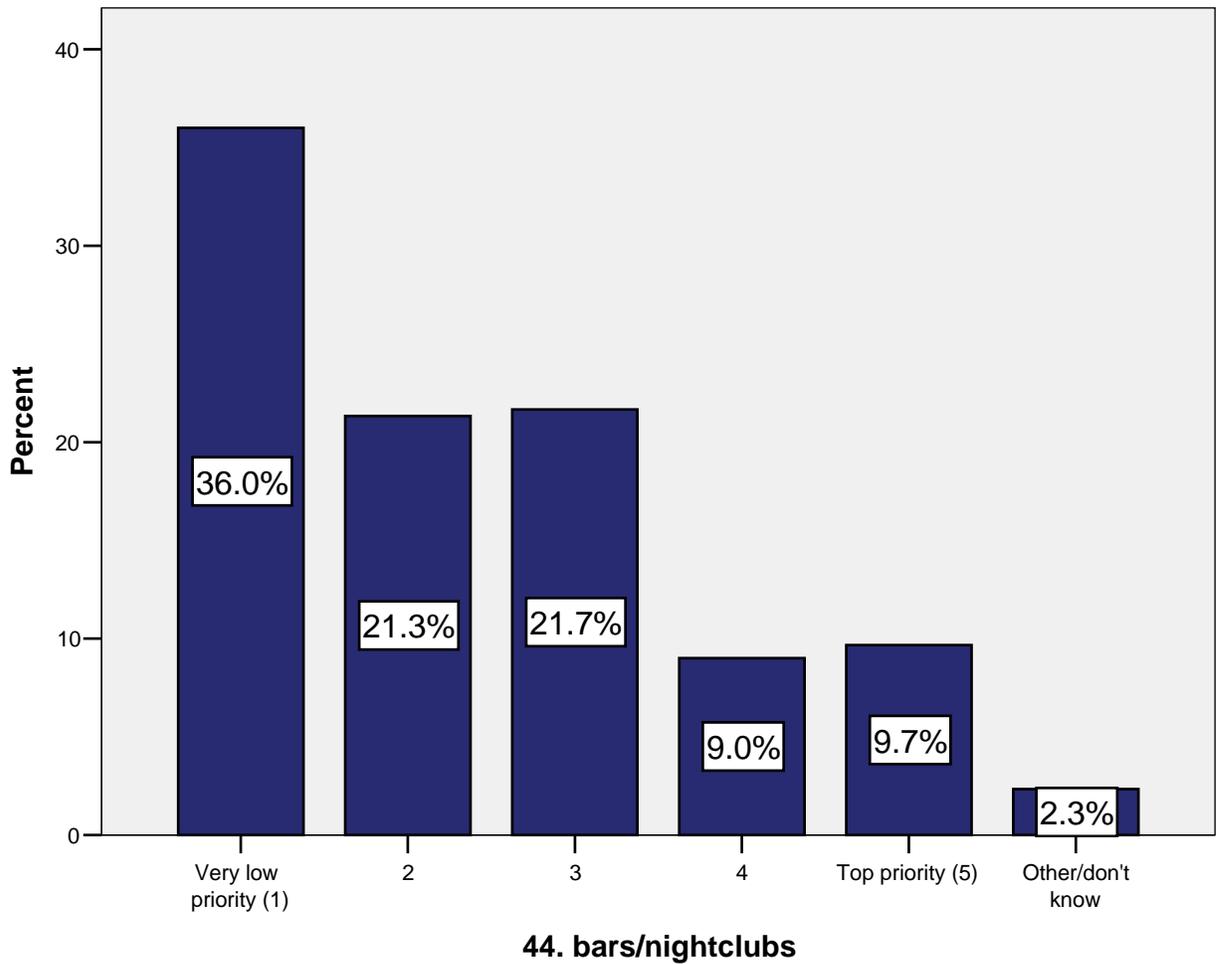
40. movie theater

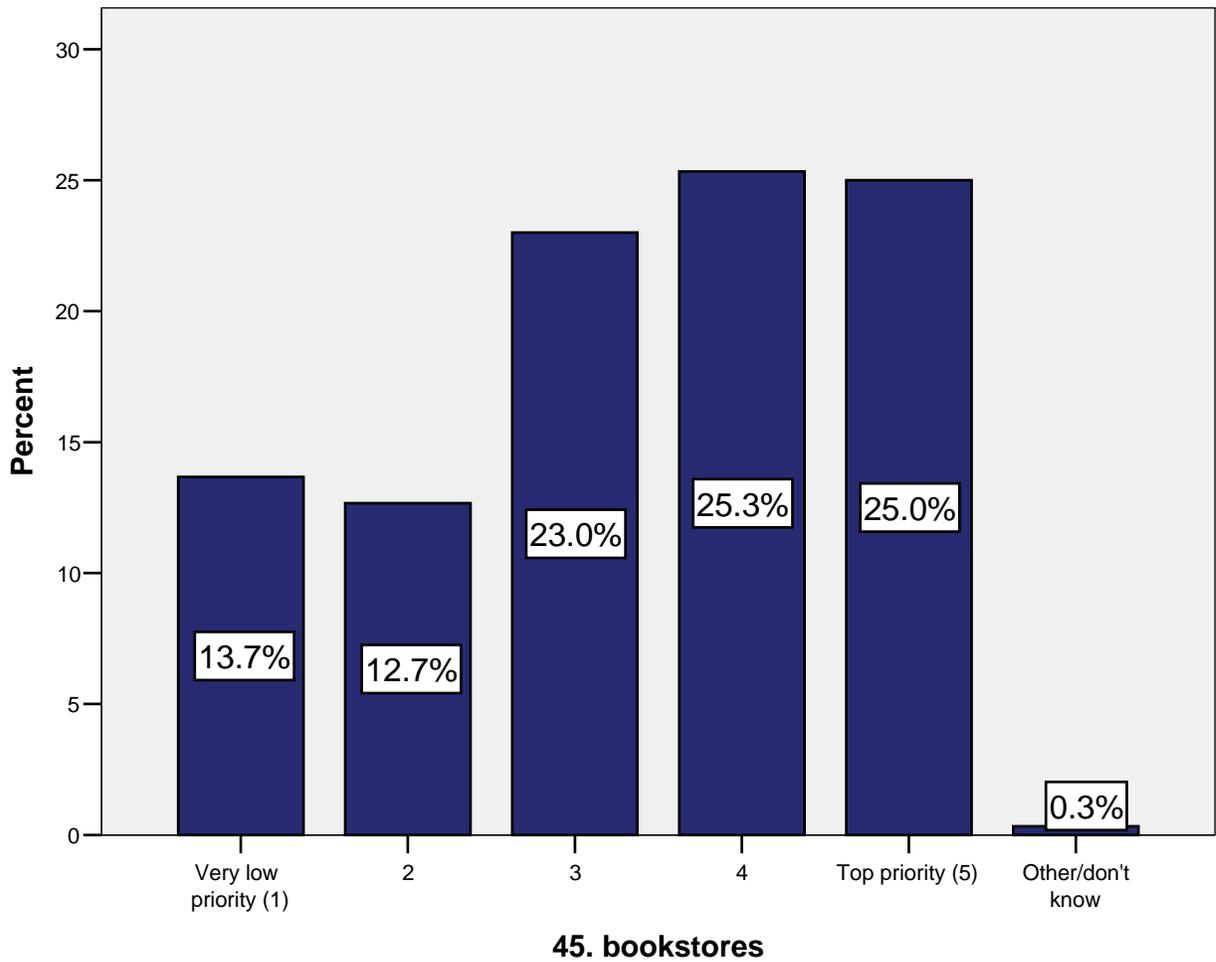


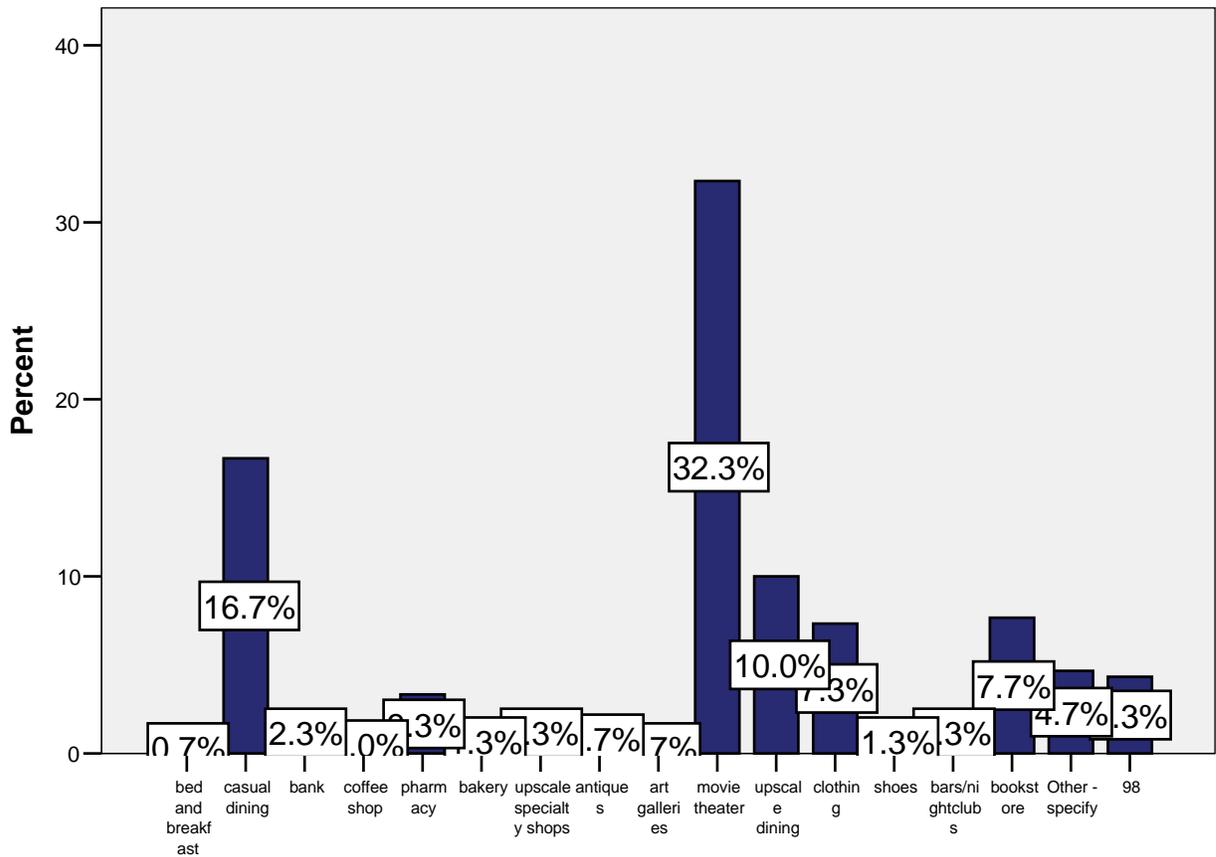
41. upscale dining



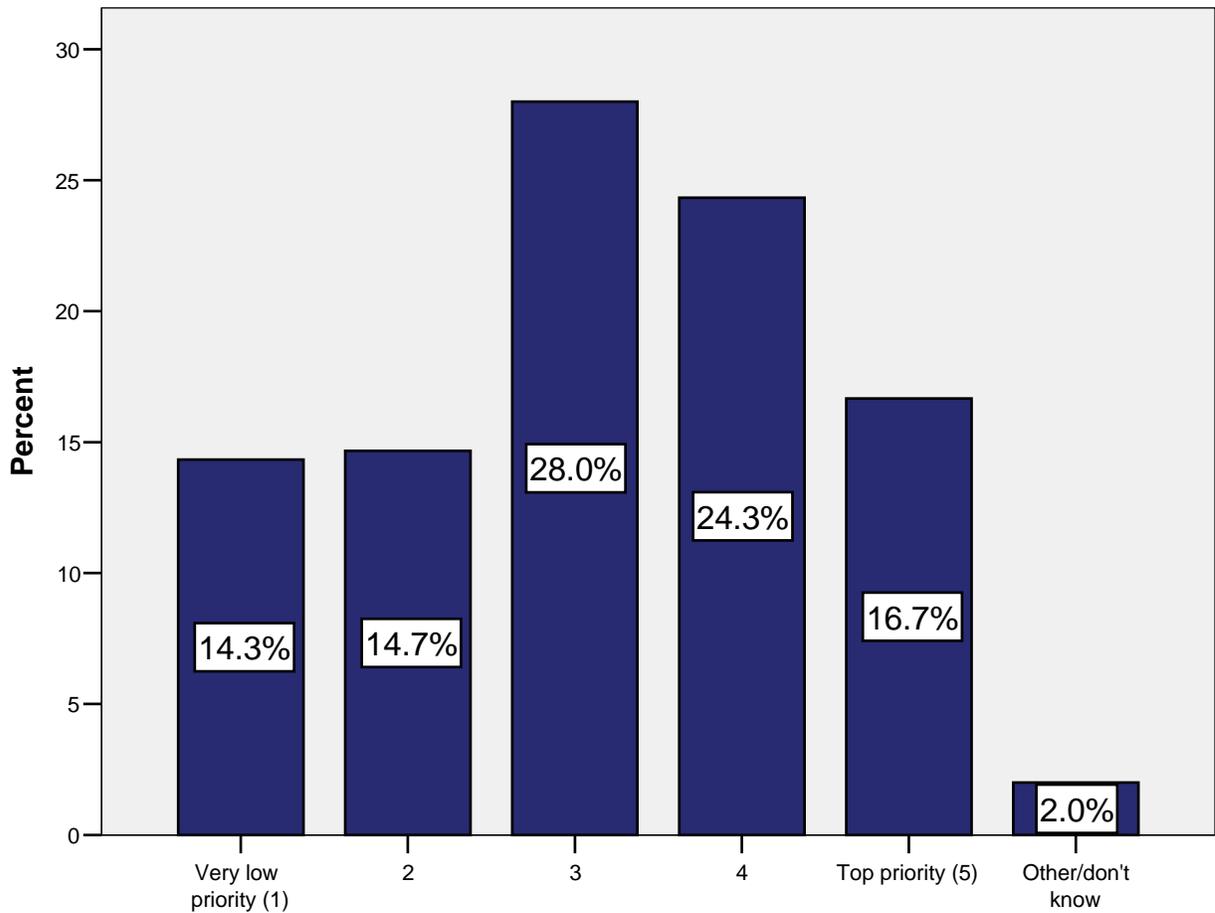




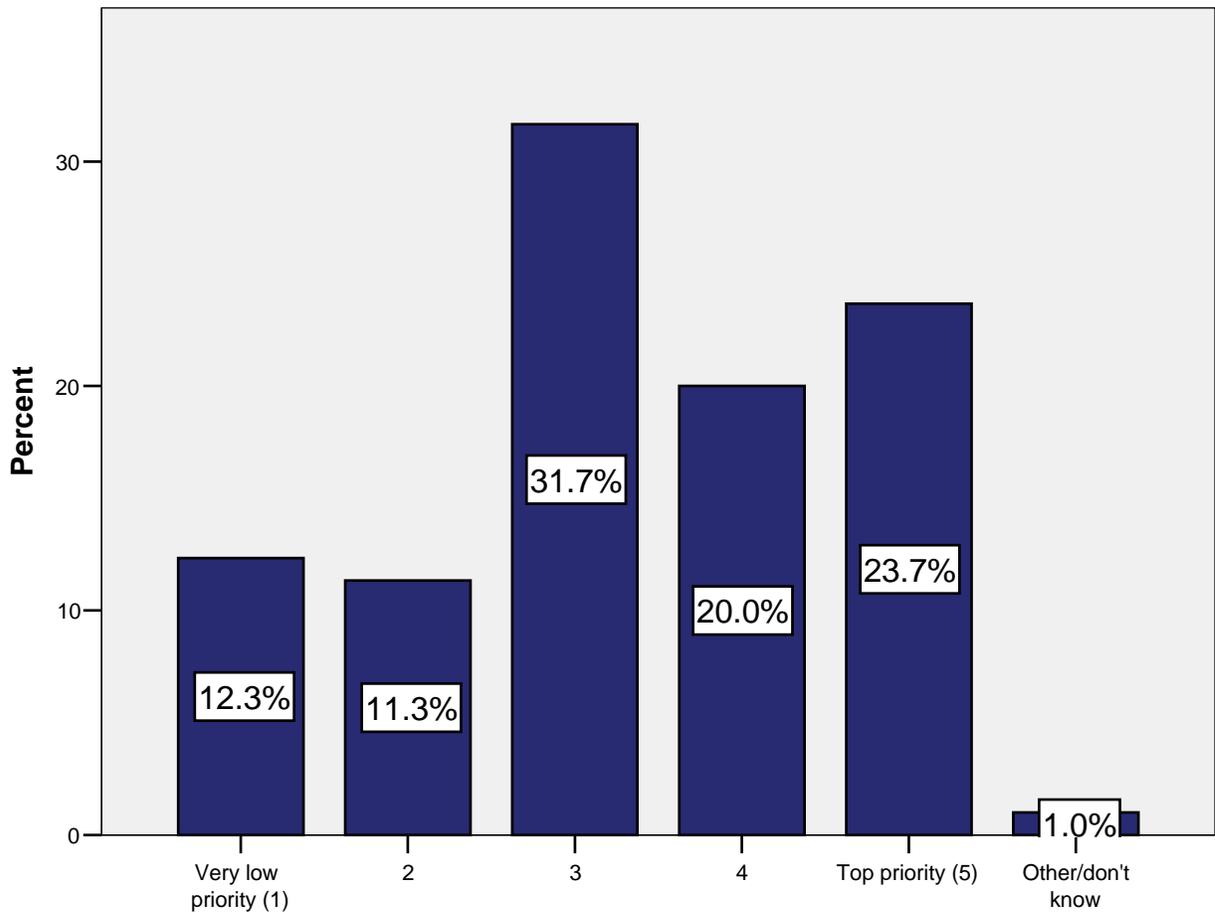




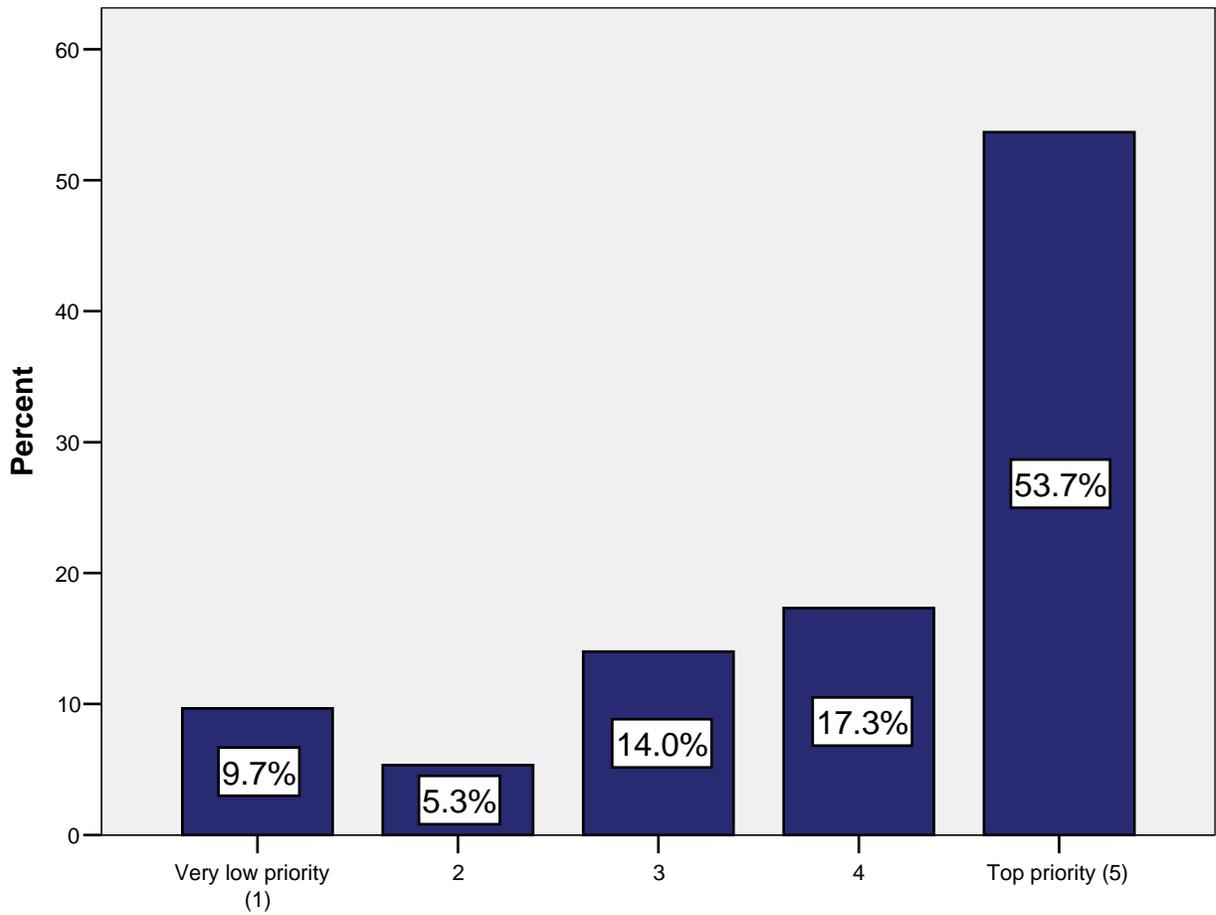
46. Of the items listed above, which business would you most like to see in downtown Excelsior Springs?



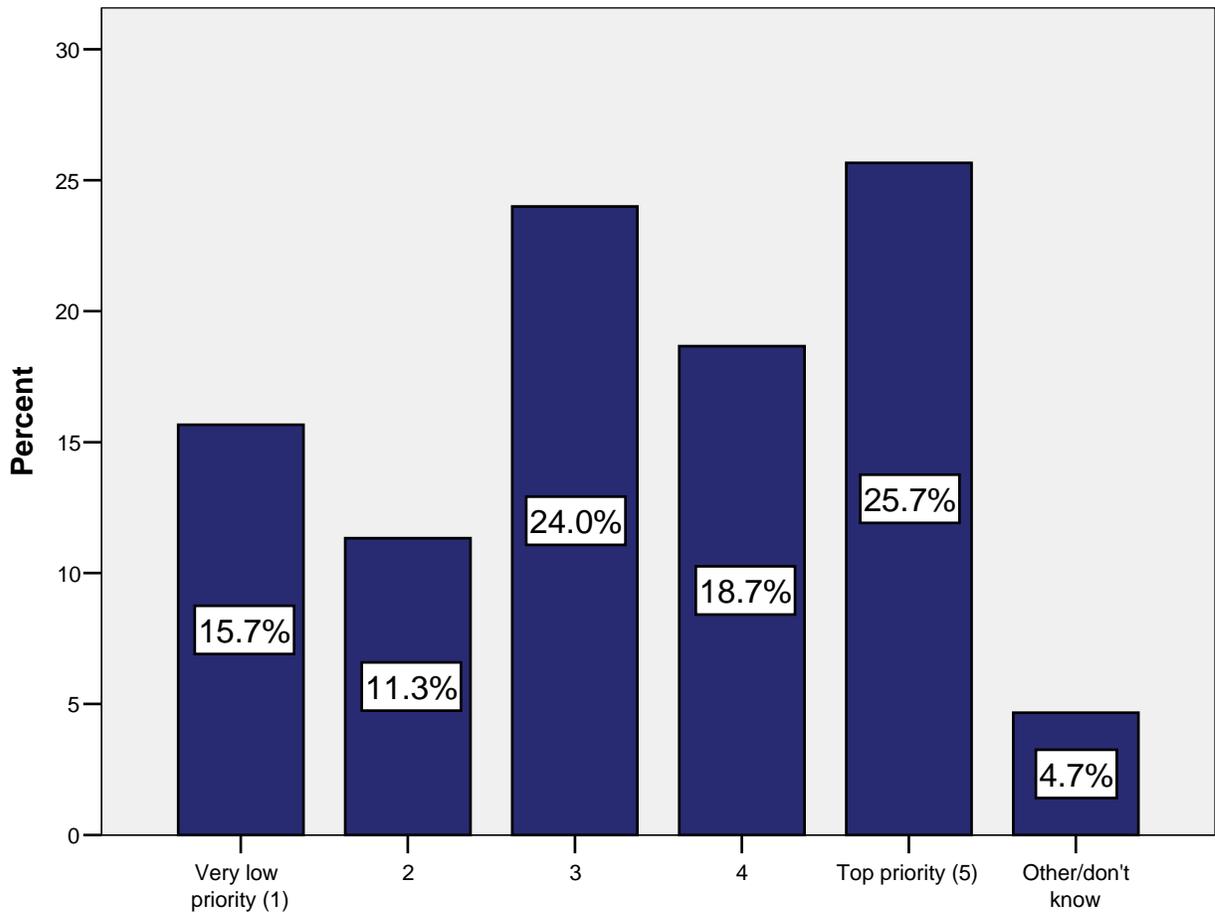
47. adding green space



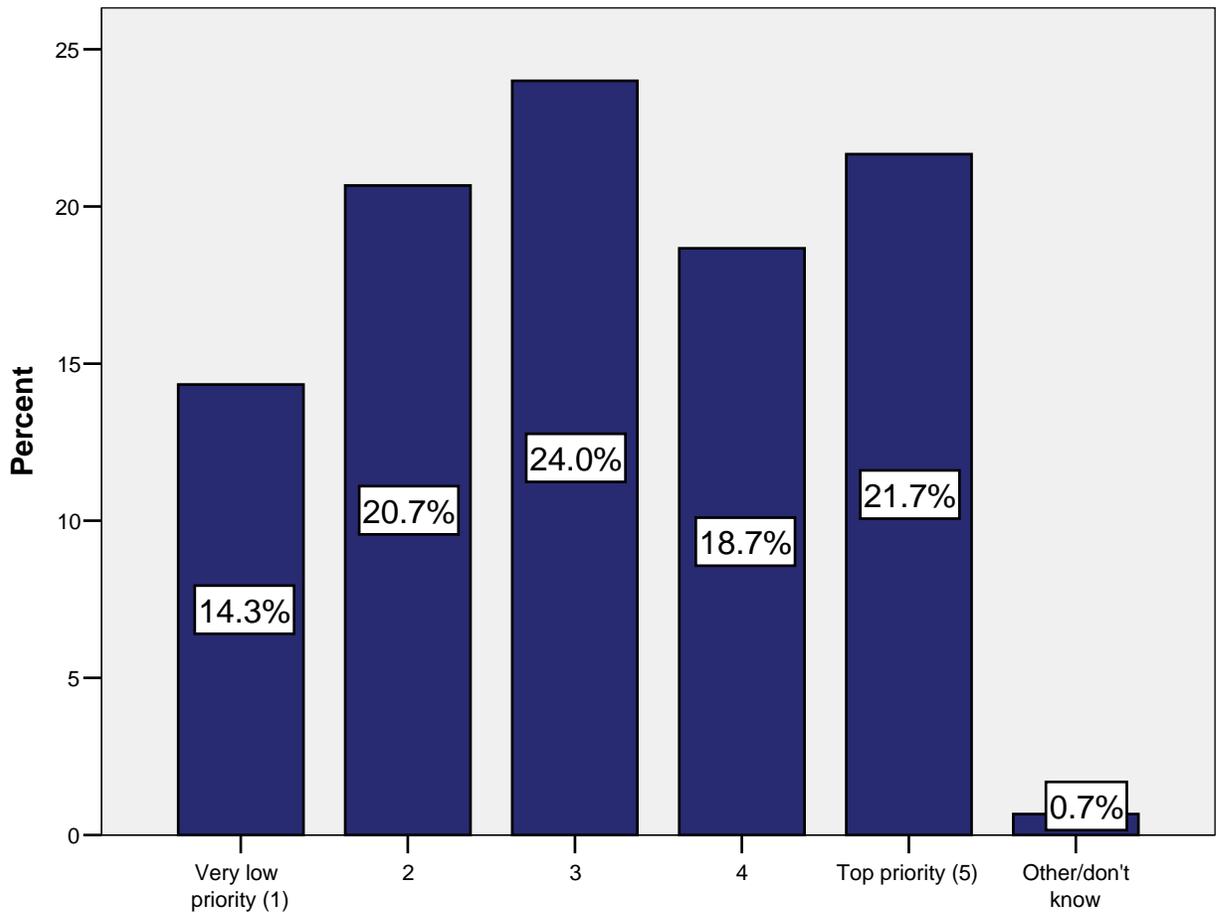
48. improving lighting



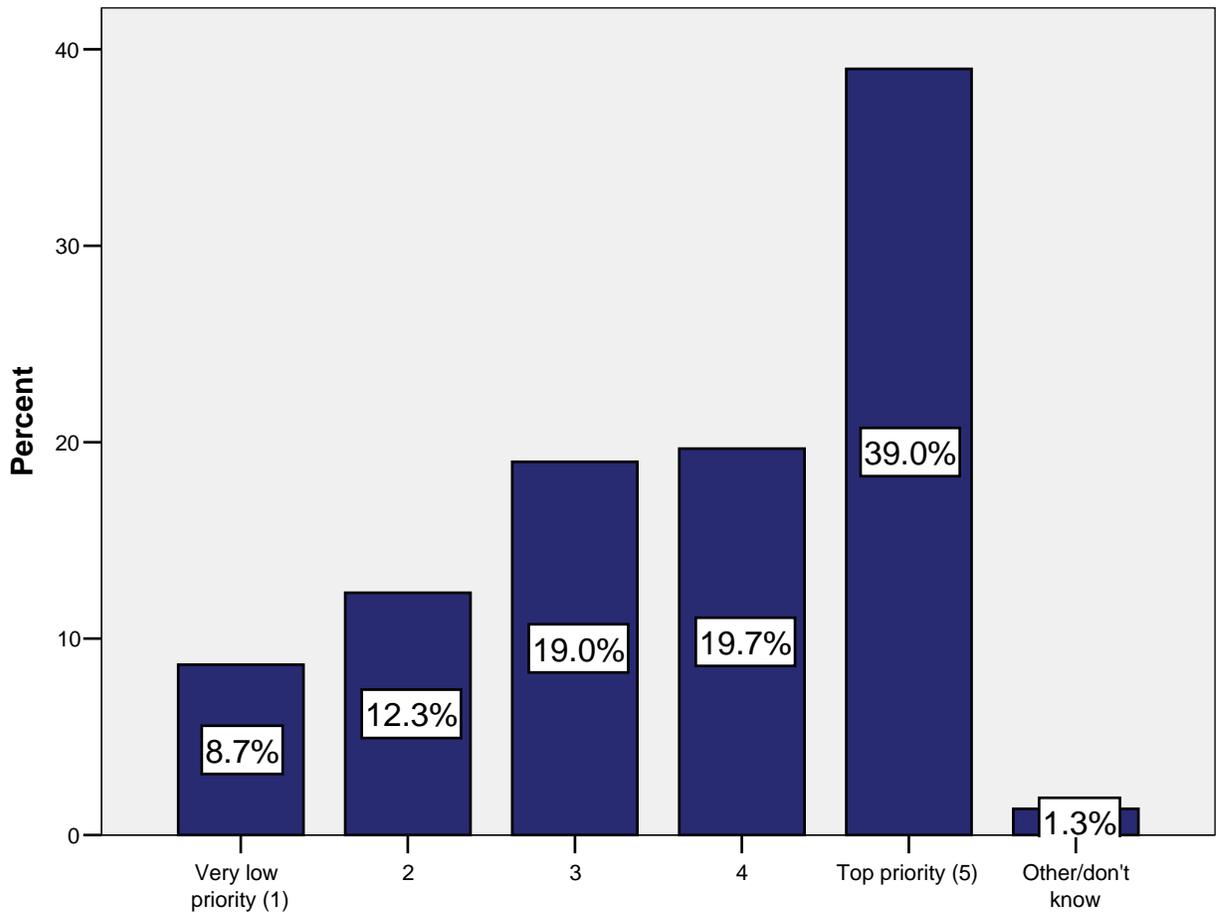
49. building a new community center



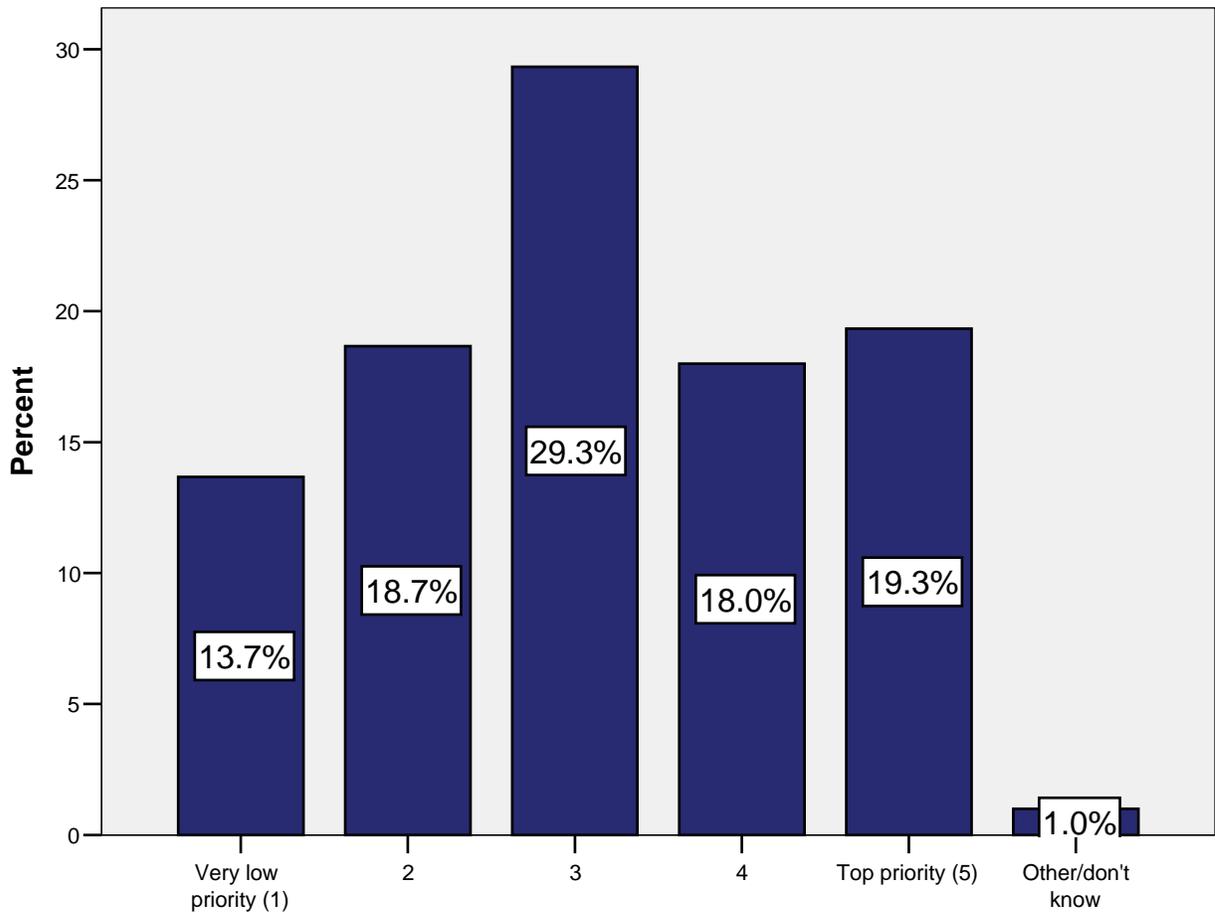
50. moving utilities underground



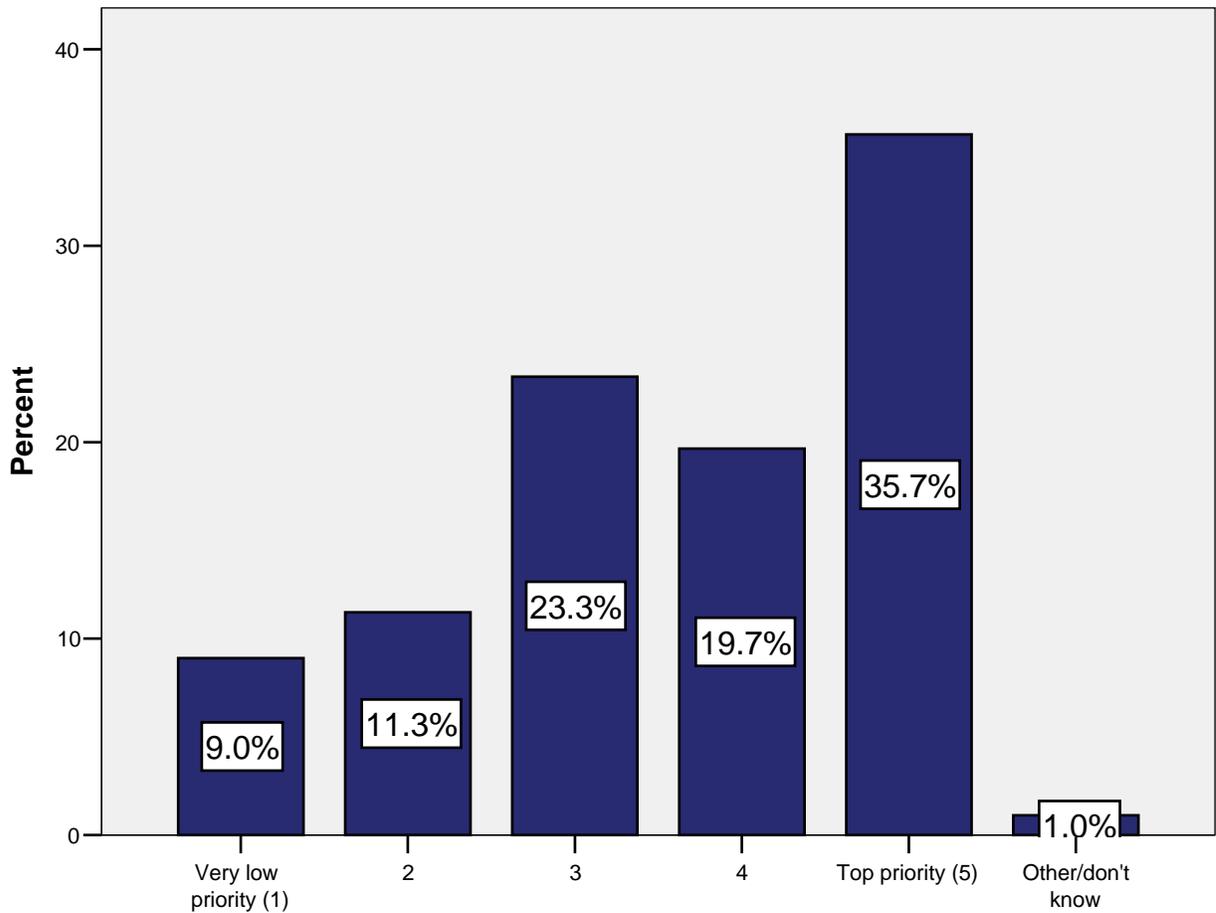
51. adding new parking spaces or lots



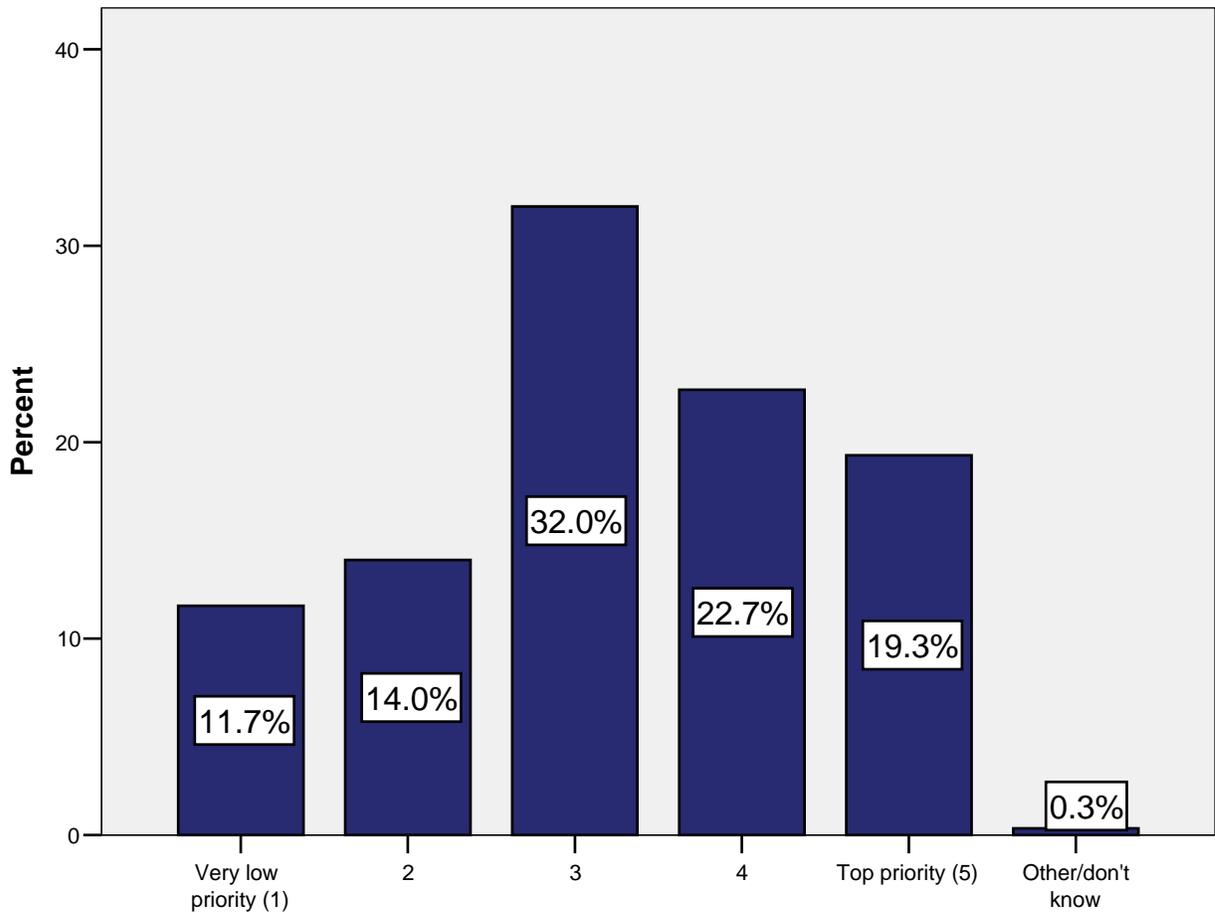
52. enforcing building codes more strictly



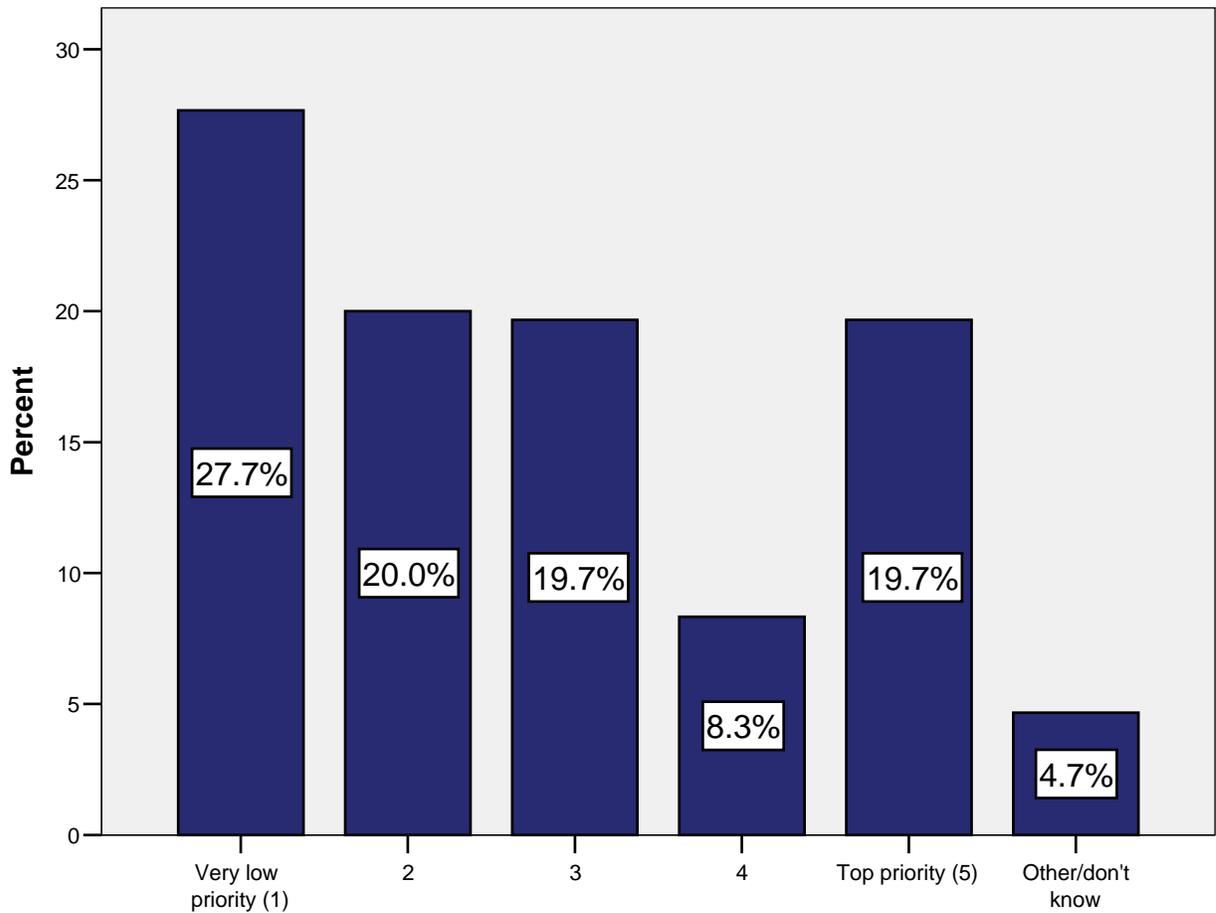
53. developing second-story residential space



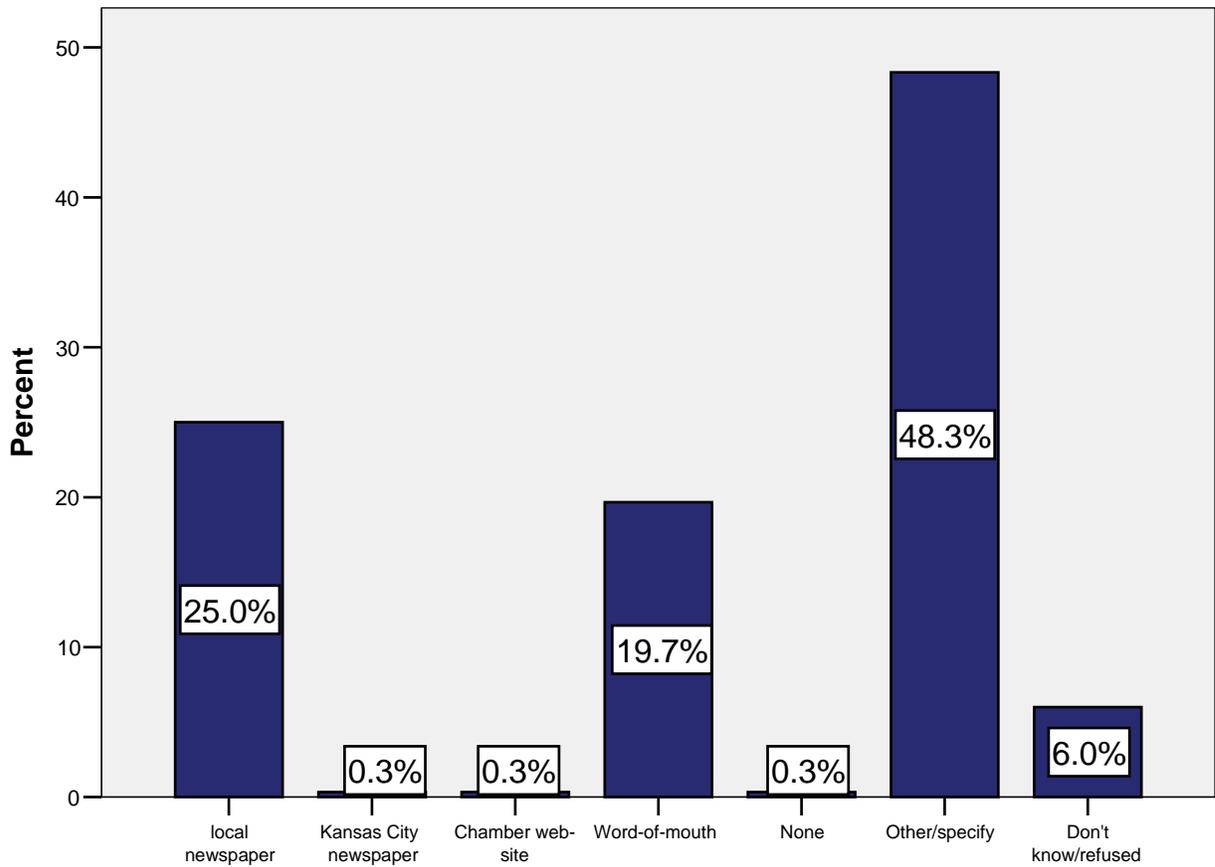
54. making the area more pedestrian-friendly



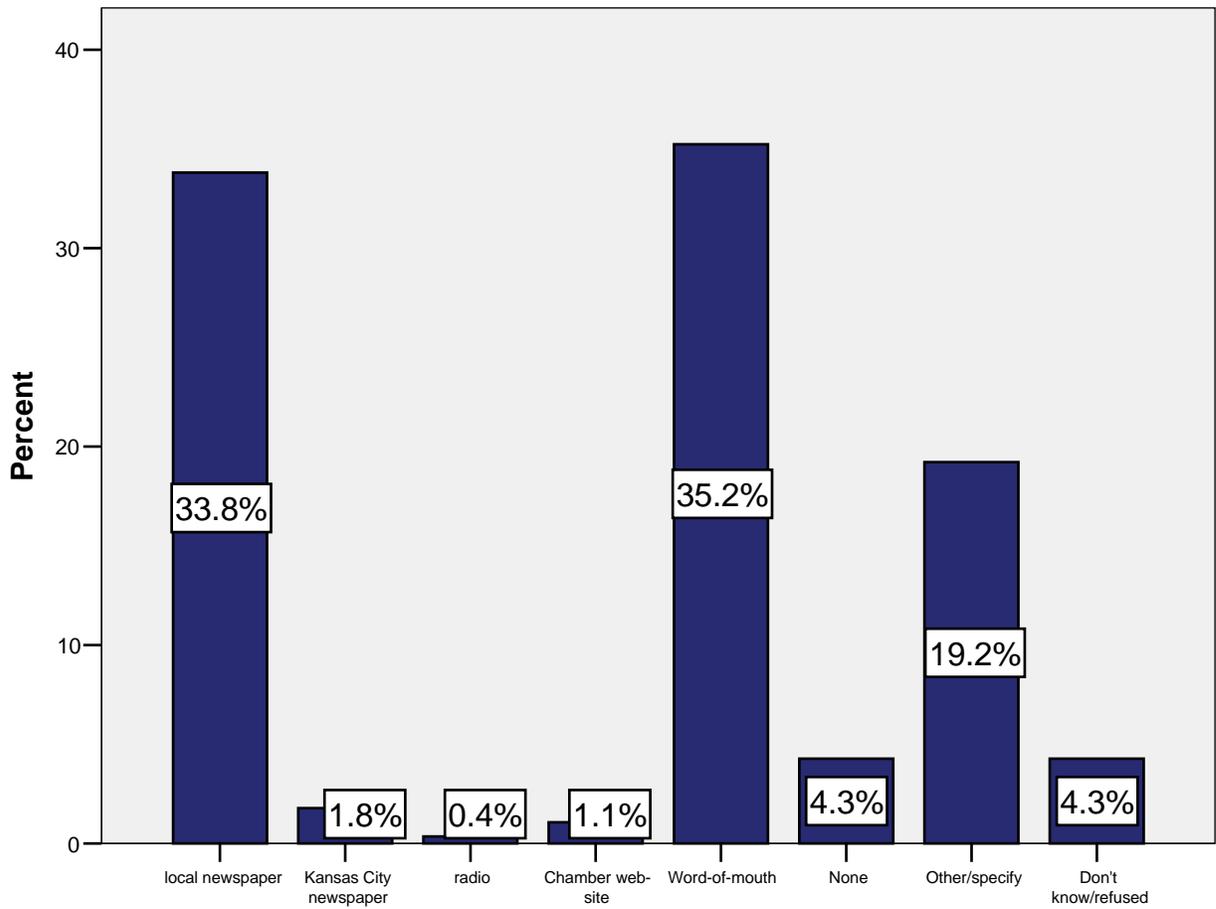
55. improving signage to help people find their way around



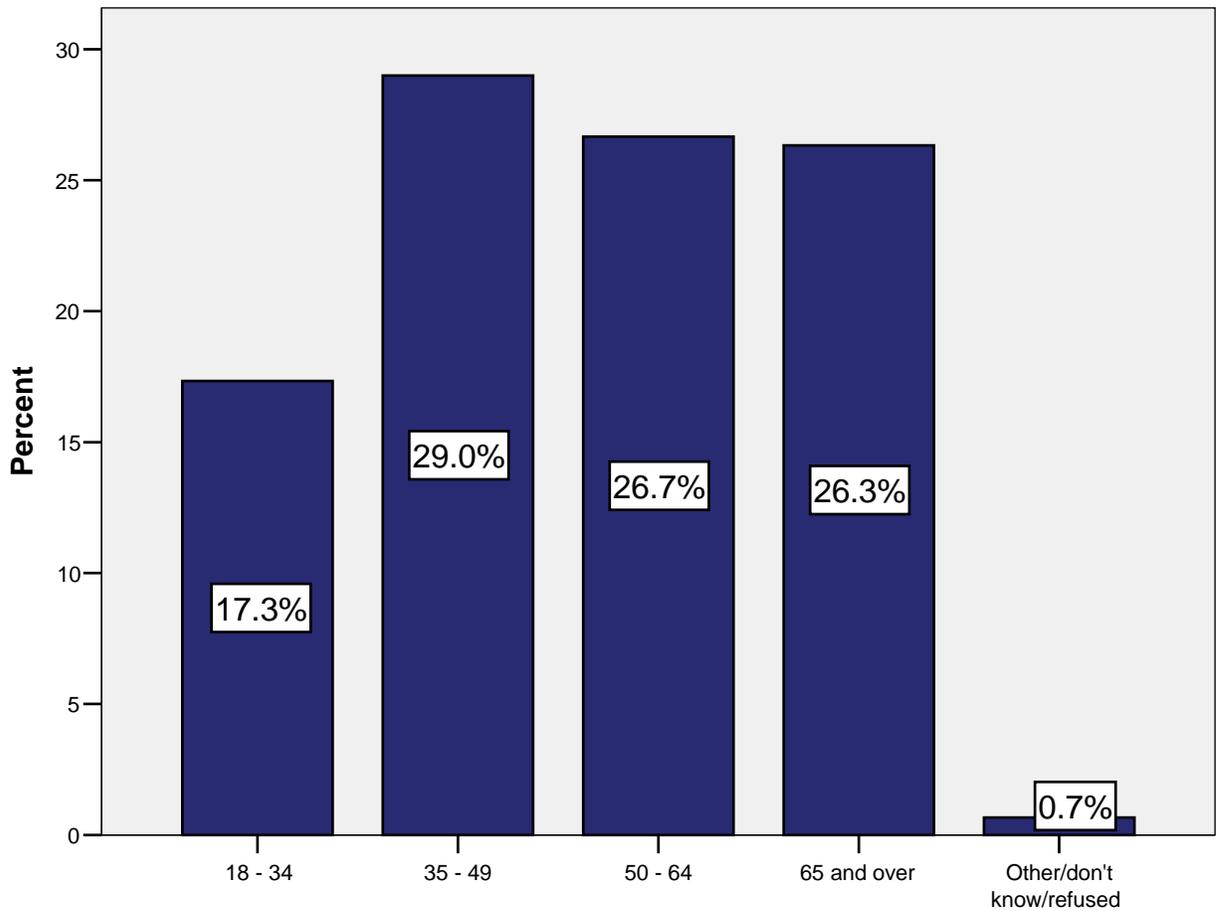
56. relocating social service agencies out of downtown



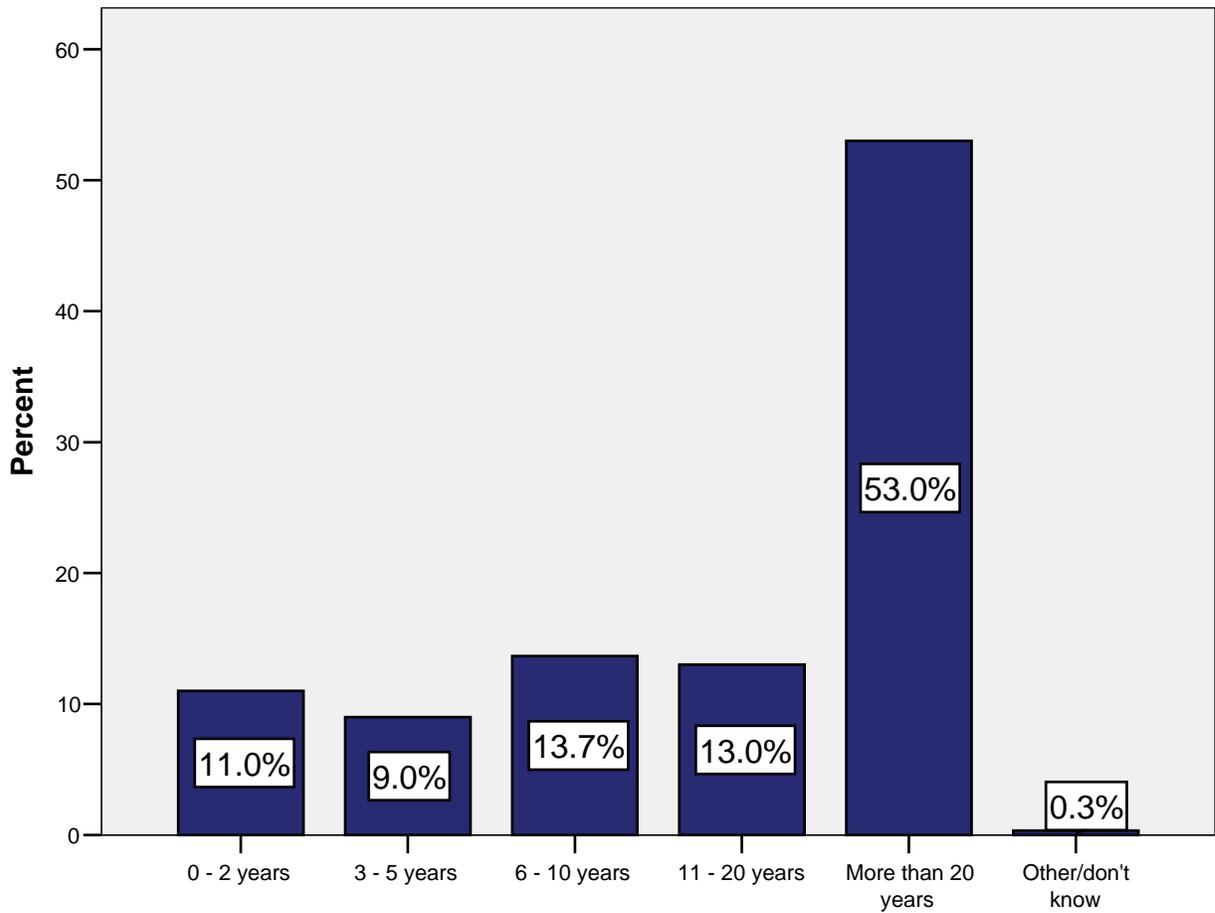
58. What would you say is your primary source of information about downtown Excelsior Springs?



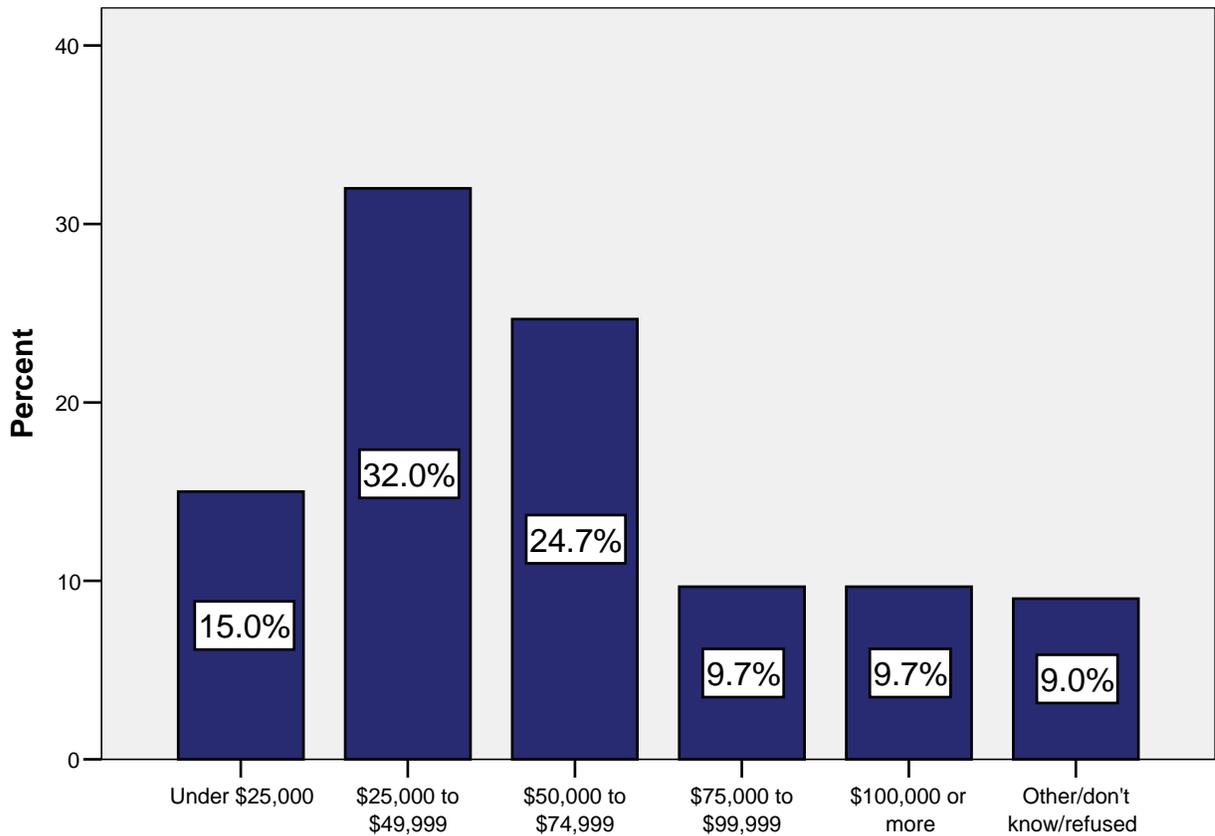
And what is your second most likely source of information?



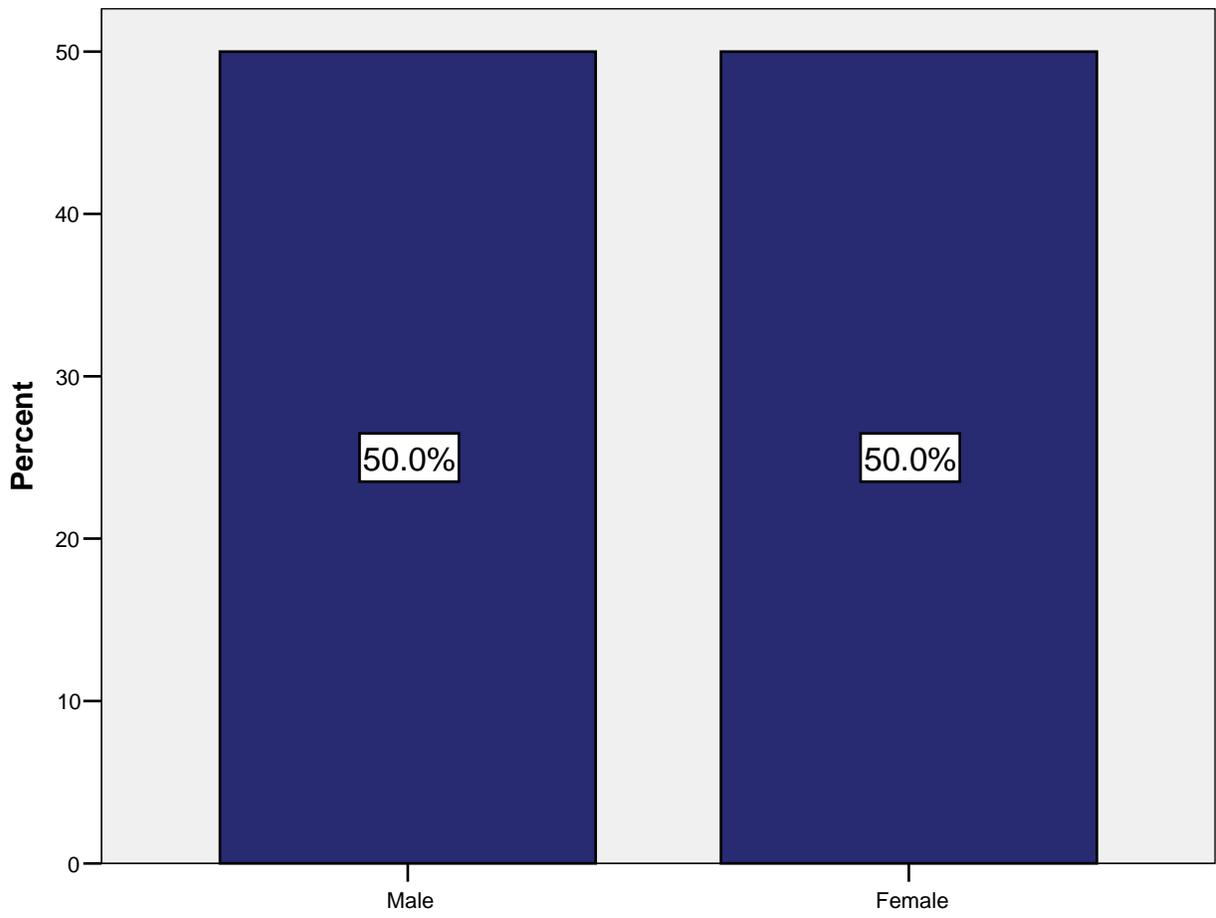
59. In which of the following age groups are you?



60. How long have you lived in Excelsior Springs?



61. 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.



62. Gender

SECTION V

QUESTIONNAIRE

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

[If criteria cannot be met, politely terminate call]

1. **Thinking about the Excelsior Springs 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 potential improvements that some might suggest for Excelsior Springs. For each of these 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 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 Excelsior Springs?

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

[ASK 8-15 ONLY IF ANSWERED 1-4 TO Q7] For each of the following, please tell me how often you visit downtown Excelsior Springs 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. church services
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 Excelsior Springs?

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) church services
- 7) conducting business
- 9) other, don't know

For each of the following characteristics of a downtown that I read, please tell me if you think conditions in downtown Excelsior Springs 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. convenience of business hours
17. availability of green space
18. preservation of historic structures
19. number of occupied storefronts
20. convenience of parking
21. signs to help people find their way around
22. safety during the day
23. safety at night
24. diverse mix of businesses
25. dining options
26. entertainment options
27. condition of streets
28. condition of sidewalks
29. How important would you say it is that downtown Excelsior Springs 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 Excelsior Springs 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)

30. bed and breakfast
31. casual dining
32. bank
33. gas station
34. coffee shop
35. pharmacy
36. bakery
37. upscale specialty shops
38. antiques
39. art galleries
40. movie theater
41. upscale dining
42. clothing
43. shoes
44. bars/nightclubs
45. bookstores

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

(ROTATE ORDER)

1. bed and breakfast
2. casual dining
3. bank
4. gas station
5. coffee shop
6. pharmacy
7. bakery
8. upscale specialty shops
9. antiques

10. art galleries
11. movie theater
12. upscale dining
13. clothing
15. shoes
16. bars/nightclubs
17. 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 Excelsior Springs, again using the same 5-point scale.

Repeat scale again if necessary; other/don't know=9

(ROTATE ORDER)

47. adding green space
48. improving lighting
49. building a new community center
50. moving utilities underground
51. adding new parking spaces or lots
52. enforcing building codes more strictly
53. developing second-story residential space
54. making the area more pedestrian-friendly
55. improving signage to help people find their way around
56. relocating social service agencies out of downtown
57. Are there any other improvements you think should be made to downtown Excelsior Springs? [open-ended, record first two responses]
58. What would you say is your primary source of information about downtown Excelsior Springs? And what is your second most likely source of information? [do not read list – code first two responses as follows]
 - 1) local newspaper
 - 2) Kansas City newspaper
 - 2) radio

- 3) Chamber web-site
- 4) word-of-mouth
- 9) other [*specify*]

And now, a few final questions for classification purposes.

59. 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

60. How long have you lived in Excelsior Springs?

- 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

61. 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 or more
- 9) other, don't know, refused

62. Gender [do not ask – code as follows]

- 1) male
- 2) female

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

SECTION VI

CROSS TABULATION

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		Age Group				Length of Residence				Income Level in Thousands					Gender		
		18 - 34	35 - 49	50 - 64	65 +	0 - 2 yrs	3 - 5 yrs	6 - 10 yrs	11 - 20 yrs	> 20 yrs	< \$25,000	\$25 to \$49	\$50 to \$74	\$75 to \$99	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
1. Thinking about the Excelsior Springs area, would you say things are moving in the right direction or off-track and moving in the wrong direction?	Right direction	55.8%	63.2%	65.0%	63.3%	63.6%	59.3%	68.3%	53.8%	62.9%	51.1%	61.5%	60.8%	79.3%	65.5%	58.7%	66.0%
	Mixed	15.4%	11.5%	12.5%	12.7%	6.1%	22.2%	9.8%	20.5%	11.3%	15.6%	8.3%	10.3%	3.4%	12.0%	13.3%	13.3%
	Wrong	21.2%	18.4%	15.0%	15.2%	9.1%	11.1%	14.6%	17.9%	20.1%	26.7%	15.6%	13.5%	6.9%	31.0%	22.0%	12.0%
	Other/don't know	7.7%	6.9%	7.5%	8.9%	21.2%	7.4%	7.3%	7.7%	5.7%	6.7%	14.6%	6.8%	3.4%	0.0%	7.3%	8.7%
2. Revitalizing the downtown area	Very low priority (1)	5.8%	10.3%	12.5%	8.9%	6.1%	3.7%	9.8%	7.7%	11.9%	11.1%	7.3%	13.5%	10.3%	10.3%	14.0%	5.3%
	2	5.8%	6.9%	8.8%	12.7%	9.1%	3.7%	7.3%	5.1%	11.3%	20.0%	7.3%	2.7%	3.4%	10.3%	13.3%	4.7%
	3	17.3%	28.7%	18.8%	15.2%	36.4%	18.5%	19.5%	23.1%	17.0%	13.3%	19.8%	28.4%	13.8%	17.2%	18.7%	22.0%
	4	36.5%	21.8%	12.5%	20.3%	30.3%	25.9%	17.1%	30.8%	17.6%	11.1%	21.9%	21.6%	31.0%	20.7%	20.7%	22.0%
	Top priority (5)	32.7%	32.2%	46.3%	43.0%	15.2%	48.1%	46.3%	33.3%	41.5%	44.4%	41.7%	33.8%	41.4%	31.0%	32.7%	45.3%
Other/don't know	1.9%	0.0%	1.3%	0.0%	3.0%	0.0%	0.0%	0.0%	0.6%	0.0%	2.1%	0.0%	0.0%	0.0%	0.7%	0.7%	
Total high priority (5-7)	69.2%	54.0%	58.8%	63.3%	45.5%	74.1%	63.4%	64.1%	59.1%	55.6%	63.5%	55.4%	72.4%	62.1%	53.3%	67.3%	
Total low priority (1-3)	11.5%	17.2%	21.3%	21.5%	15.2%	7.4%	17.1%	12.8%	23.3%	31.1%	14.6%	16.2%	13.8%	20.7%	27.3%	10.0%	
3. Repairing major streets.	Very low priority (1)	3.8%	4.6%	7.5%	6.3%	3.0%	11.1%	7.3%	0.0%	6.3%	8.9%	6.3%	2.7%	10.3%	3.4%	7.3%	4.0%
	2	7.7%	3.4%	3.8%	7.6%	6.1%	7.4%	4.9%	5.1%	5.0%	2.2%	5.2%	8.1%	6.9%	3.4%	6.0%	4.7%
	3	21.2%	24.1%	16.3%	13.9%	21.2%	18.5%	22.0%	12.8%	19.5%	8.9%	17.6%	37.9%	24.1%	17.3%	20.7%	15.6%
	4	25.0%	27.6%	33.8%	26.6%	33.3%	7.4%	14.6%	38.5%	32.1%	20.0%	26.0%	35.1%	17.2%	41.4%	28.7%	28.0%
	Top priority (5)	42.3%	40.2%	38.8%	45.6%	36.4%	55.6%	51.2%	43.6%	37.1%	60.0%	46.9%	36.5%	27.6%	40.7%	42.7%	42.7%
Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Total high priority (5-7)	67.3%	67.8%	72.5%	72.2%	69.7%	63.0%	65.9%	82.1%	69.2%	80.0%	72.9%	71.6%	44.8%	69.0%	69.3%	70.7%	
Total low priority (1-3)	11.5%	8.0%	11.3%	13.9%	9.1%	18.5%	12.2%	5.1%	11.3%	11.1%	11.5%	10.8%	17.2%	6.9%	13.3%	8.7%	
4. Improving emergency services	Very low priority (1)	11.5%	4.6%	7.5%	8.9%	12.1%	7.4%	4.9%	5.1%	8.2%	15.6%	6.3%	5.4%	6.9%	6.9%	9.3%	6.0%
	2	11.5%	9.2%	12.5%	7.6%	6.1%	3.7%	9.8%	7.7%	12.6%	6.7%	5.2%	8.1%	20.7%	20.7%	11.3%	8.7%
	3	13.5%	25.3%	26.3%	19.0%	9.1%	25.9%	26.8%	23.1%	23.3%	17.8%	10.4%	25.7%	27.6%	44.8%	26.0%	18.7%
	4	17.3%	12.6%	17.5%	17.7%	12.1%	14.8%	14.6%	17.9%	17.0%	17.8%	19.8%	10.8%	17.2%	13.3%	18.7%	13.3%
	Top priority (5)	46.2%	42.5%	32.5%	41.8%	60.6%	40.7%	36.6%	35.9%	37.1%	40.0%	53.1%	44.6%	27.6%	10.3%	36.0%	44.0%
Other/don't know	0.0%	5.7%	3.8%	5.1%	0.0%	7.4%	7.3%	10.3%	1.9%	2.2%	5.2%	5.4%	0.0%	4.0%	4.0%	4.0%	
Total high priority (5-7)	63.5%	55.2%	50.0%	59.5%	72.7%	55.6%	51.2%	53.8%	54.1%	57.8%	72.9%	55.4%	44.8%	27.6%	49.3%	62.7%	
Total low priority (1-3)	23.1%	13.8%	20.0%	16.5%	18.2%	11.1%	14.6%	12.8%	20.8%	22.2%	11.5%	13.5%	27.6%	20.7%	20.7%	14.7%	
5. Upgrading parks and recreation facilities	Very low priority (1)	1.9%	4.6%	7.5%	6.3%	6.1%	0.0%	7.3%	5.1%	5.7%	15.6%	5.2%	1.4%	3.4%	6.9%	6.7%	4.0%
	2	7.7%	18.4%	10.0%	7.6%	24.2%	11.1%	12.2%	10.3%	8.8%	11.1%	7.3%	10.8%	10.3%	24.1%	14.0%	8.7%
	3	17.3%	23.0%	28.8%	35.4%	15.2%	33.3%	31.7%	20.5%	28.9%	22.2%	22.9%	33.8%	20.7%	27.6%	26.0%	28.0%
	4	30.8%	25.3%	21.3%	24.1%	21.2%	11.1%	19.5%	41.0%	25.8%	20.0%	27.1%	20.3%	48.3%	24.1%	24.0%	26.0%
	Top priority (5)	40.4%	28.7%	32.5%	22.8%	30.3%	37.0%	29.3%	23.1%	30.8%	28.9%	36.5%	33.8%	17.2%	17.2%	28.0%	32.0%
Other/don't know	1.9%	0.0%	0.0%	3.8%	3.0%	7.4%	0.0%	0.0%	0.0%	2.2%	1.0%	0.0%	0.0%	0.0%	1.3%	1.3%	
Total high priority (5-7)	9.6%	23.0%	17.5%	13.9%	30.3%	11.1%	19.5%	15.4%	14.5%	26.7%	12.5%	12.2%	13.8%	31.0%	20.7%	12.7%	
Total low priority (1-3)	71.2%	54.0%	53.8%	46.8%	51.5%	48.1%	48.8%	64.1%	56.6%	48.9%	63.5%	54.1%	65.5%	41.4%	52.0%	58.0%	
6. Attracting more "big box" retail development	Very low priority (1)	5.8%	18.4%	13.8%	10.1%	15.2%	7.4%	17.1%	7.7%	13.2%	11.1%	12.5%	14.9%	13.8%	13.8%	14.0%	11.3%
	2	17.3%	14.9%	11.3%	13.9%	12.1%	18.5%	12.2%	15.4%	13.8%	6.7%	14.6%	21.6%	6.9%	13.8%	15.3%	12.7%
	3	23.1%	20.7%	21.3%	19.0%	18.2%	11.1%	17.1%	23.1%	23.3%	24.4%	18.8%	20.7%	13.8%	16.7%	24.7%	24.7%
	4	32.7%	18.4%	21.3%	16.5%	27.3%	22.2%	22.0%	28.2%	18.2%	8.9%	27.1%	18.9%	20.7%	31.0%	23.3%	19.3%
	Top priority (5)	17.3%	25.3%	28.8%	34.2%	24.2%	37.0%	26.8%	23.1%	27.0%	40.0%	21.9%	21.6%	34.5%	27.6%	26.0%	28.7%
Other/don't know	3.8%	2.3%	3.8%	6.3%	3.0%	3.7%	4.9%	2.6%	4.4%	8.9%	5.2%	3.4%	0.0%	4.7%	3.7%	3.7%	
Total low priority (1-3)	23.1%	33.3%	25.0%	24.1%	27.3%	25.9%	29.3%	23.1%	27.0%	17.8%	27.1%	36.5%	20.7%	27.6%	29.3%	24.0%	
Total high priority (5-7)	50.0%	43.7%	50.0%	50.6%	51.5%	59.3%	48.8%	51.3%	45.3%	48.9%	49.0%	40.5%	55.2%	58.6%	49.3%	48.0%	

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		Age Group				Length of Residence					Income Level in Thousands					Gender	
		18 - 34	35 - 49	50 - 64	65 +	0 - 2 yrs	3 - 5 yrs	6 - 10 yrs	11 - 20 yrs	> 20 yrs	< \$25,000	\$25 to \$49	\$50 to \$74	\$75 to \$99	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
7. How often do you visit downtown Excelsior Springs?	Once a year or less	11.5%	4.6%	7.5%	6.3%	15.2%	7.4%	7.3%	7.7%	5.0%	2.2%	10.4%	8.1%	0.0%	10.3%	6.7%	7.3%
	Less than once a month	15.4%	18.4%	7.5%	8.9%	27.3%	11.1%	9.8%	15.4%	10.1%	15.6%	3.1%	17.6%	27.6%	13.8%	9.3%	16.0%
	One to five times per month	36.5%	39.1%	38.8%	26.6%	36.4%	48.1%	43.9%	23.1%	32.7%	26.7%	34.4%	36.5%	34.5%	41.4%	41.3%	28.7%
	More than 5 times a month	32.7%	36.8%	42.5%	55.7%	18.2%	33.3%	39.0%	51.3%	48.4%	53.3%	50.0%	35.1%	37.9%	34.5%	40.7%	44.7%
	Other (specify)	0.0%	1.1%	2.5%	1.3%	0.0%	0.0%	0.0%	0.0%	2.5%	2.2%	1.0%	1.4%	0.0%	0.0%	0.7%	2.0%
	Don't visit downtown	3.8%	0.0%	1.3%	1.3%	3.0%	0.0%	0.0%	2.6%	1.3%	0.0%	1.0%	1.4%	0.0%	0.0%	1.3%	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%	
8. shopping	Very often	9.1%	9.3%	9.3%	3.0%	15.4%	11.1%	4.0%	0.0%	7.9%	0.0%	8.7%	8.7%	11.1%	0.0%	7.0%	9.0%
	Somewhat often	6.1%	24.1%	27.9%	24.2%	15.4%	16.7%	28.0%	22.2%	22.4%	20.0%	10.9%	19.6%	16.7%	42.1%	17.4%	25.6%
	Not very often	27.3%	35.2%	30.2%	30.3%	34.6%	27.8%	36.0%	27.8%	28.9%	30.0%	26.1%	34.8%	44.4%	31.6%	27.9%	34.6%
	Not at all	57.6%	31.5%	32.6%	42.4%	34.6%	44.4%	32.0%	50.0%	40.8%	50.0%	54.3%	37.0%	27.8%	26.3%	47.7%	30.8%
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Very/somewhat	15.2%	33.3%	37.2%	27.3%	30.8%	27.8%	32.0%	22.2%	30.3%	20.0%	19.6%	28.3%	27.8%	42.1%	24.4%	34.6%
Not very/not at all	84.8%	66.7%	62.8%	72.7%	69.2%	72.2%	68.0%	77.8%	69.7%	80.0%	80.4%	71.7%	72.2%	57.9%	75.6%	65.4%	
9. dining	Very often	12.1%	5.6%	0.0%	3.0%	11.5%	0.0%	12.0%	0.0%	2.6%	5.0%	0.0%	10.9%	0.0%	0.0%	5.8%	3.8%
	Somewhat often	21.2%	44.4%	37.2%	36.4%	23.1%	44.4%	44.0%	27.8%	38.2%	30.0%	26.1%	34.8%	50.0%	57.9%	36.0%	35.9%
	Not very often	30.3%	25.9%	20.9%	33.3%	26.9%	22.2%	24.0%	22.2%	28.9%	35.0%	23.9%	27.8%	26.3%	29.1%	24.4%	
	Not at all	36.4%	24.1%	41.9%	27.3%	38.5%	33.3%	20.0%	50.0%	30.3%	30.0%	50.0%	26.1%	22.2%	15.8%	29.1%	35.9%
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Very/somewhat	33.3%	50.0%	37.2%	39.4%	34.6%	44.4%	56.0%	27.8%	40.8%	35.0%	26.1%	45.7%	50.0%	57.9%	41.9%	39.7%
Not very/not at all	66.7%	50.0%	62.8%	60.6%	65.4%	55.6%	44.0%	72.2%	59.2%	65.0%	73.9%	54.3%	50.0%	42.1%	58.1%	60.3%	
10. entertainment	Very often	6.1%	5.6%	0.0%	0.0%	11.5%	0.0%	4.0%	0.0%	1.3%	0.0%	0.0%	6.5%	0.0%	5.3%	3.5%	2.6%
	Somewhat often	12.1%	24.1%	16.3%	9.1%	7.7%	27.8%	28.0%	22.2%	11.8%	5.0%	10.9%	19.6%	27.8%	5.3%	15.1%	17.9%
	Not very often	36.4%	22.2%	37.2%	30.3%	42.3%	22.2%	16.0%	38.9%	30.3%	35.0%	28.3%	30.4%	22.2%	42.1%	30.2%	30.8%
	Not at all	45.5%	48.1%	46.5%	60.6%	38.5%	50.0%	52.0%	38.9%	56.6%	60.0%	60.9%	43.5%	50.0%	47.4%	51.2%	48.7%
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Very/somewhat	18.2%	29.6%	16.3%	9.1%	19.2%	27.8%	32.0%	22.2%	13.2%	5.0%	10.9%	26.1%	27.8%	10.5%	18.6%	20.5%
Not very/not at all	81.8%	70.4%	83.7%	90.9%	80.8%	72.2%	68.0%	77.8%	86.8%	95.0%	89.1%	73.9%	72.2%	89.5%	81.4%	79.5%	
11. other outdoor recreation, such as walking	Very often	15.2%	9.3%	2.3%	3.0%	11.5%	22.2%	8.0%	5.6%	2.6%	0.0%	6.5%	13.0%	5.6%	5.3%	8.1%	6.4%
	Somewhat often	24.2%	14.8%	11.6%	18.2%	23.1%	5.6%	20.0%	11.1%	17.1%	15.0%	15.2%	15.2%	16.7%	10.5%	17.4%	15.4%
	Not very often	18.2%	27.8%	32.6%	15.2%	30.8%	33.3%	24.0%	16.7%	21.1%	25.0%	30.4%	19.6%	27.8%	15.8%	24.4%	24.4%
	Not at all	42.4%	48.1%	53.5%	63.6%	34.6%	38.9%	48.0%	66.7%	59.2%	60.0%	47.8%	52.2%	50.0%	68.4%	50.0%	53.8%
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Very/somewhat	39.4%	24.1%	14.0%	21.2%	34.6%	27.8%	28.0%	16.7%	19.7%	15.0%	21.7%	28.3%	22.2%	15.8%	25.6%	21.8%
Not very/not at all	60.6%	75.9%	86.0%	78.8%	65.4%	72.2%	72.0%	83.3%	80.3%	85.0%	78.3%	71.7%	77.8%	84.2%	74.4%	78.2%	
12. special events	Very often	12.1%	13.0%	4.7%	3.0%	19.2%	16.7%	4.0%	5.6%	5.3%	5.0%	8.7%	8.7%	11.1%	5.3%	9.3%	7.7%
	Somewhat often	21.2%	25.9%	39.5%	27.3%	11.5%	16.7%	32.0%	38.9%	35.5%	15.0%	26.1%	30.4%	38.9%	26.3%	23.3%	35.9%
	Not very often	21.2%	31.5%	23.3%	18.2%	26.9%	11.1%	28.0%	22.2%	25.0%	35.0%	10.9%	32.6%	22.2%	31.6%	29.1%	19.2%
	Not at all	45.5%	29.6%	32.6%	51.5%	42.3%	55.6%	36.0%	33.3%	34.2%	45.0%	54.3%	28.3%	27.8%	36.8%	38.4%	37.2%
	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%
	Very/somewhat	33.3%	38.9%	44.2%	30.3%	30.8%	33.3%	36.0%	44.4%	40.8%	20.0%	34.8%	39.1%	50.0%	31.6%	32.6%	43.6%
Not very/not at all	66.7%	61.1%	55.8%	69.7%	69.2%	66.7%	64.0%	55.6%	59.2%	80.0%	65.2%	60.9%	50.0%	68.4%	67.4%	56.4%	

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		Age Group				Length of Residence					Income Level in Thousands					Gender	
		18 - 34	35 - 49	50 - 64	65 +	0 - 2 yrs	3 - 5 yrs	6 - 10 yrs	11 - 20 yrs	> 20 yrs	< \$25,000	\$25 to \$49	\$50 to \$74	\$75 to \$99	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
13. church services	Very often	12.1%	11.1%	11.6%	12.1%	15.4%	5.6%	20.0%	0.0%	11.8%	10.0%	13.0%	15.2%	0.0%	0.0%	8.1%	15.4%
	Somewhat often	0.0%	1.9%	9.3%	9.1%	0.0%	0.0%	0.0%	11.1%	7.9%	10.0%	4.3%	0.0%	10.5%	8.1%	1.3%	
	Not very often	21.2%	13.0%	11.6%	12.1%	15.4%	16.7%	12.0%	16.7%	11.8%	5.0%	13.0%	19.6%	16.7%	10.5%	14.0%	14.1%
	Not at all	63.6%	74.1%	67.4%	66.7%	65.4%	77.8%	68.0%	72.2%	68.4%	70.0%	69.6%	60.9%	83.3%	60.9%	69.8%	67.9%
	Other/don't know	3.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
	Very/somewhat Not very/not at all	12.1%	13.0%	20.9%	21.2%	15.4%	5.6%	20.0%	11.1%	19.7%	20.0%	17.4%	19.6%	0.0%	10.5%	16.3%	16.7%
		84.8%	87.0%	79.1%	78.8%	80.8%	94.4%	80.0%	88.9%	80.3%	75.0%	82.6%	80.4%	100.0%	89.5%	83.7%	82.1%
14. conducting business	Very often	6.1%	9.3%	9.3%	12.1%	11.5%	0.0%	16.0%	5.6%	9.2%	15.0%	10.9%	8.7%	0.0%	5.3%	8.1%	10.3%
	Somewhat often	24.2%	31.5%	27.9%	30.3%	26.9%	50.0%	16.0%	27.8%	28.9%	35.0%	28.3%	30.4%	33.3%	10.5%	23.3%	34.6%
	Not very often	27.3%	27.8%	41.9%	33.3%	38.5%	11.1%	36.0%	27.8%	34.2%	30.0%	21.7%	34.8%	38.9%	47.4%	39.5%	24.4%
	Not at all	42.4%	31.5%	20.9%	24.2%	23.1%	38.9%	32.0%	38.9%	27.6%	20.0%	32.0%	26.1%	27.8%	36.8%	29.1%	30.8%
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Very/somewhat Not very/not at all	30.3%	40.7%	37.2%	42.4%	38.5%	50.0%	32.0%	33.3%	38.2%	50.0%	39.1%	39.1%	33.3%	15.8%	31.4%	44.9%
		69.7%	59.3%	62.8%	57.6%	61.5%	50.0%	68.0%	66.7%	61.8%	50.0%	60.9%	60.9%	66.7%	84.2%	68.6%	55.1%
15. Of the items listed above, which would you say is the one reason you most often visit downtown Excelsior Springs?	Shopping	6.1%	14.8%	25.6%	21.2%	19.2%	0.0%	12.0%	11.1%	19.7%	25.0%	10.9%	15.2%	16.7%	26.3%	15.1%	20.5%
	Dining	21.2%	27.8%	16.3%	24.2%	11.5%	11.1%	36.0%	16.7%	26.3%	35.0%	13.0%	17.4%	27.8%	42.1%	27.9%	16.7%
	Entertainment	3.0%	5.6%	7.0%	3.0%	3.8%	11.1%	4.0%	5.6%	3.9%	0.0%	4.3%	16.7%	0.0%	5.8%	3.8%	6.5%
	Other outdoor recreation, such as walking	18.2%	7.4%	2.3%	0.0%	15.4%	11.1%	4.0%	11.1%	2.6%	0.0%	8.7%	8.7%	5.6%	10.5%	7.0%	6.4%
	Special events	9.1%	13.0%	7.0%	0.0%	15.4%	11.1%	4.0%	5.6%	6.6%	0.0%	8.7%	10.9%	16.7%	0.0%	8.1%	7.7%
	Church services	6.1%	5.6%	2.3%	3.0%	11.5%	5.6%	4.0%	0.0%	2.6%	5.0%	8.7%	4.3%	0.0%	0.0%	2.3%	6.4%
	Conducting business	24.2%	16.7%	25.6%	27.3%	19.2%	16.7%	24.0%	16.7%	26.3%	25.0%	23.9%	23.9%	11.1%	10.5%	25.6%	19.2%
	Other/don't know	12.1%	9.3%	14.0%	21.2%	3.8%	16.7%	12.0%	33.3%	11.8%	10.0%	19.6%	15.2%	5.6%	10.5%	8.1%	19.2%
16. convenience of business hours	Excellent	0.0%	2.3%	7.5%	7.6%	3.0%	0.0%	2.4%	2.6%	6.3%	6.7%	7.3%	2.7%	0.0%	0.0%	2.7%	6.7%
	Good	65.4%	65.5%	50.0%	69.6%	72.7%	74.1%	56.1%	59.0%	61.0%	60.0%	56.3%	68.9%	62.1%	72.4%	63.3%	61.3%
	Not so good	21.2%	24.1%	28.8%	15.2%	15.2%	22.2%	39.0%	25.6%	18.9%	22.2%	26.0%	20.7%	20.7%	20.0%	24.7%	20.0%
	Poor	13.5%	4.6%	8.8%	3.8%	6.1%	0.0%	0.0%	7.7%	10.7%	4.4%	7.3%	4.1%	17.2%	6.9%	9.3%	5.3%
	Other/don't know	0.0%	3.4%	5.0%	3.8%	3.0%	3.7%	2.4%	5.1%	3.1%	6.7%	3.1%	1.4%	0.0%	0.0%	4.7%	2.0%
	Excellent/good Not good/poor	34.6%	28.7%	37.5%	19.0%	21.2%	22.2%	39.0%	33.3%	29.6%	26.7%	33.3%	27.0%	37.9%	27.6%	29.3%	30.0%
17. availability of green space	Excellent	1.9%	5.7%	10.0%	6.3%	9.1%	3.7%	0.0%	2.6%	8.2%	6.7%	7.3%	8.1%	3.4%	3.4%	6.7%	6.0%
	Good	51.9%	39.1%	35.0%	55.7%	45.5%	63.0%	36.6%	48.7%	42.8%	57.8%	47.9%	36.5%	48.3%	31.0%	46.7%	42.7%
	Not so good	34.6%	27.6%	32.5%	26.6%	33.3%	22.2%	36.6%	33.3%	27.7%	15.6%	27.1%	37.8%	31.0%	37.9%	27.3%	32.0%
	Poor	7.7%	19.5%	12.5%	6.3%	6.1%	3.7%	12.2%	12.8%	14.5%	17.8%	10.4%	8.1%	17.2%	20.7%	13.3%	10.7%
	Other/don't know	3.8%	8.0%	10.0%	5.1%	6.1%	7.4%	14.6%	6.9%	6.9%	2.2%	7.3%	9.5%	0.0%	6.9%	6.0%	8.7%
	Excellent/good Not good/poor	53.8%	44.8%	45.0%	62.0%	54.5%	66.7%	36.6%	51.3%	50.9%	64.4%	55.2%	44.6%	51.7%	34.5%	53.3%	48.7%
		42.3%	47.1%	45.0%	32.9%	39.4%	25.9%	48.8%	42.1%	33.3%	37.5%	45.9%	48.3%	58.6%	40.7%	42.7%	
18. preservation of historic structures	Excellent	15.4%	12.6%	20.0%	10.1%	18.2%	22.2%	9.8%	12.8%	13.2%	13.3%	13.5%	12.2%	24.1%	6.9%	10.0%	18.7%
	Good	57.7%	64.4%	55.0%	68.4%	63.6%	51.9%	70.7%	61.5%	60.4%	57.8%	63.5%	55.4%	72.4%	65.5%	66.0%	56.7%
	Not so good	15.4%	12.6%	12.5%	12.7%	12.1%	11.1%	12.2%	17.9%	13.8%	8.9%	15.6%	20.3%	0.0%	13.8%	14.7%	12.7%
	Poor	5.8%	9.2%	12.5%	7.6%	3.0%	0.0%	7.3%	7.7%	12.6%	17.8%	6.3%	9.5%	3.4%	13.8%	9.3%	8.7%
	Other/don't know	5.8%	1.1%	0.0%	1.3%	3.0%	14.8%	0.0%	0.0%	0.0%	2.2%	1.0%	2.7%	0.0%	0.0%	0.0%	3.3%
	Excellent/good Not good/poor	73.1%	77.0%	75.0%	78.5%	81.8%	74.1%	80.5%	74.4%	73.6%	71.1%	77.1%	67.6%	96.6%	72.4%	76.0%	75.3%
		21.2%	21.8%	25.0%	20.3%	15.2%	11.1%	19.5%	25.6%	26.4%	26.7%	21.9%	29.7%	3.4%	27.6%	24.0%	21.3%

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		Age Group				Length of Residence					Income Level in Thousands					Gender	
		18 - 34	35 - 49	50 - 64	65 +	0 - 2 yrs	3 - 5 yrs	6 - 10 yrs	11 - 20 yrs	> 20 yrs	< \$25,000	\$25 to \$49	\$50 to \$74	\$75 to \$99	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
19. number of occupied storefronts	Excellent	3.8%	2.3%	1.3%	6.3%	3.0%	3.7%	2.4%	0.0%	4.4%	2.2%	4.2%	1.4%	3.4%	0.0%	2.7%	4.0%
	Good	40.4%	37.9%	32.5%	29.1%	45.5%	40.7%	24.4%	23.1%	37.1%	31.1%	37.5%	40.5%	24.1%	34.5%	34.0%	35.3%
	Not so good	36.5%	40.2%	43.8%	44.3%	39.4%	40.7%	46.3%	48.7%	39.0%	44.4%	41.7%	36.5%	44.8%	41.4%	46.7%	36.7%
	Poor	13.5%	16.1%	18.8%	12.7%	6.1%	7.4%	22.0%	23.1%	15.1%	13.3%	12.0%	16.2%	20.7%	14.0%	16.7%	15.7%
	Other/don't know	5.8%	3.4%	3.8%	7.6%	6.1%	7.4%	4.9%	5.1%	4.4%	8.9%	5.2%	5.4%	0.0%	3.4%	2.7%	7.3%
	Excellent/good	44.2%	40.2%	33.8%	35.4%	48.5%	44.4%	26.8%	23.1%	41.5%	33.3%	41.7%	41.9%	27.6%	34.5%	36.7%	39.3%
	Not good/poor	50.0%	56.3%	62.5%	57.0%	45.5%	48.1%	68.3%	71.8%	54.1%	57.8%	53.1%	52.7%	72.4%	62.1%	60.7%	53.3%
20. convenience of parking	Excellent	1.9%	6.9%	3.8%	10.1%	6.1%	0.0%	4.9%	2.6%	8.2%	11.1%	3.1%	6.8%	6.9%	6.0%	6.0%	
	Good	48.1%	52.9%	62.5%	75.9%	57.6%	66.7%	53.7%	48.7%	65.4%	53.3%	60.4%	60.8%	51.7%	69.0%	60.7%	61.3%
	Not so good	30.8%	26.4%	21.3%	10.1%	27.3%	29.6%	31.7%	20.5%	16.4%	17.8%	25.0%	21.6%	24.1%	13.8%	20.0%	22.7%
	Poor	19.2%	13.8%	12.5%	2.5%	9.1%	3.7%	9.8%	28.2%	9.4%	17.8%	10.4%	10.3%	17.2%	10.3%	13.3%	9.3%
	Other/don't know	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	Excellent/good	50.0%	59.8%	66.3%	86.1%	63.6%	66.7%	58.5%	51.3%	73.6%	64.4%	63.5%	67.6%	58.6%	75.9%	66.7%	67.3%
	Not good/poor	50.0%	40.2%	33.8%	12.7%	36.4%	33.3%	41.5%	48.7%	25.8%	35.6%	35.4%	32.4%	41.4%	24.1%	33.3%	32.0%
21. signs to help people find their way around	Excellent	11.5%	4.6%	11.3%	8.9%	15.2%	7.4%	2.4%	2.6%	10.7%	8.9%	8.3%	10.8%	6.9%	6.9%	6.0%	
	Good	55.8%	70.1%	57.5%	72.2%	57.6%	70.4%	68.3%	66.7%	64.8%	55.6%	62.5%	62.2%	72.4%	72.4%	68.0%	62.0%
	Not so good	15.4%	19.5%	16.3%	11.4%	24.2%	14.8%	24.4%	12.8%	11.9%	17.8%	16.7%	16.2%	20.7%	10.3%	13.3%	18.0%
	Poor	17.3%	5.7%	10.0%	6.3%	3.0%	7.4%	4.9%	15.4%	10.1%	15.6%	10.4%	8.1%	0.0%	10.3%	10.7%	7.3%
	Other/don't know	0.0%	0.0%	5.0%	1.3%	0.0%	0.0%	0.0%	2.6%	2.5%	2.2%	2.1%	2.7%	0.0%	0.0%	1.3%	2.0%
	Excellent/good	67.3%	74.7%	68.8%	81.0%	72.7%	77.8%	70.7%	69.2%	75.5%	64.4%	70.8%	73.0%	79.3%	79.3%	74.7%	72.7%
	Not good/poor	32.7%	25.3%	26.3%	17.7%	27.3%	22.2%	29.3%	28.2%	22.0%	33.3%	27.1%	24.3%	20.7%	20.7%	24.0%	25.3%
22. safety during the day	Excellent	15.4%	17.2%	18.8%	17.7%	18.2%	18.5%	22.0%	7.7%	18.2%	13.3%	17.7%	18.9%	27.6%	20.7%	16.0%	18.7%
	Good	75.0%	70.1%	68.8%	72.2%	72.7%	70.4%	70.7%	79.5%	69.2%	71.1%	74.0%	68.9%	69.0%	65.5%	72.7%	69.3%
	Not so good	5.8%	3.4%	6.3%	3.8%	3.0%	7.4%	0.0%	5.1%	5.0%	8.9%	3.1%	4.1%	3.4%	4.0%	5.3%	
	Poor	3.8%	5.7%	3.8%	3.8%	3.0%	0.0%	7.3%	5.1%	4.4%	2.2%	2.1%	6.8%	0.0%	10.3%	5.3%	3.3%
	Other/don't know	0.0%	3.4%	2.5%	2.5%	3.0%	3.7%	0.0%	2.6%	3.1%	4.4%	3.1%	1.4%	0.0%	2.0%	3.0%	
	Excellent/good	90.4%	87.4%	87.5%	89.9%	90.9%	88.9%	92.7%	87.2%	87.4%	84.4%	91.7%	87.8%	96.6%	86.2%	88.7%	88.0%
	Not good/poor	9.6%	9.2%	10.0%	7.6%	6.1%	7.4%	7.3%	10.3%	9.4%	11.1%	5.2%	10.8%	3.4%	13.8%	9.3%	8.7%
23. safety at night	Excellent	1.9%	8.0%	2.5%	3.8%	3.0%	3.7%	12.2%	2.6%	3.1%	2.2%	4.2%	2.7%	3.4%	10.3%	6.0%	2.7%
	Good	46.2%	39.1%	38.8%	41.8%	42.4%	55.6%	39.0%	33.3%	40.3%	53.3%	42.7%	37.8%	41.4%	34.5%	45.3%	36.7%
	Not so good	34.6%	29.9%	23.8%	24.1%	33.3%	14.8%	26.8%	38.5%	25.8%	20.0%	24.0%	35.1%	31.0%	27.6%	23.3%	31.3%
	Poor	13.5%	10.3%	17.5%	15.2%	12.1%	7.4%	9.8%	15.4%	16.4%	11.1%	13.5%	12.2%	10.3%	20.7%	13.3%	14.7%
	Other/don't know	3.8%	12.6%	17.5%	15.2%	9.1%	18.5%	12.2%	10.3%	14.5%	13.3%	15.6%	12.2%	13.8%	6.9%	12.0%	14.7%
	Excellent/good	48.1%	47.1%	41.3%	45.6%	45.5%	59.3%	51.2%	35.9%	43.4%	55.6%	46.9%	40.5%	44.8%	44.8%	51.3%	39.3%
	Not good/poor	48.1%	40.2%	41.3%	39.2%	45.5%	22.2%	36.6%	53.8%	42.1%	31.1%	37.5%	47.3%	41.4%	48.3%	36.7%	46.0%
24. diverse mix of businesses	Excellent	3.8%	3.4%	1.3%	2.5%	3.0%	3.7%	0.0%	0.0%	3.8%	0.0%	5.2%	6.9%	0.0%	1.3%	4.0%	
	Good	57.7%	55.2%	55.0%	51.9%	66.7%	51.9%	48.8%	38.5%	57.2%	51.1%	54.2%	52.7%	48.0%	51.7%	56.7%	52.0%
	Not so good	23.1%	28.7%	28.8%	29.1%	24.2%	29.6%	36.6%	41.0%	23.3%	24.4%	27.1%	35.1%	13.8%	31.0%	26.0%	30.0%
	Poor	9.6%	11.5%	15.0%	11.4%	3.0%	7.4%	14.6%	17.9%	13.2%	22.2%	12.5%	5.4%	10.3%	17.2%	14.0%	10.7%
	Other/don't know	5.8%	1.1%	0.0%	5.1%	3.0%	7.4%	0.0%	2.6%	2.5%	2.2%	3.1%	4.1%	0.0%	2.0%	3.1%	
	Excellent/good	61.5%	58.6%	56.3%	54.4%	69.7%	55.6%	48.8%	38.5%	61.0%	51.1%	57.3%	55.4%	75.9%	51.7%	58.0%	56.0%
	Not good/poor	32.7%	40.2%	43.8%	40.5%	27.3%	37.0%	51.2%	59.0%	36.5%	46.7%	39.6%	40.5%	24.1%	48.3%	40.0%	40.7%

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		Age Group				Length of Residence					Income Level in Thousands					Gender	
		18 - 34	35 - 49	50 - 64	65 +	0 - 2 yrs	3 - 5 yrs	6 - 10 yrs	11 - 20 yrs	> 20 yrs	< \$25,000	\$25 to \$49	\$50 to \$74	\$75 to \$99	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
25. dining options	Excellent	3.8%	2.3%	2.5%	2.5%	6.1%	0.0%	4.9%	0.0%	1.9%	6.7%	3.1%	2.7%	0.0%	1.3%	4.0%	
	Good	44.2%	48.3%	40.0%	46.8%	51.5%	48.1%	48.9%	33.3%	44.7%	48.9%	43.8%	39.2%	44.8%	58.6%	44.7%	44.7%
	Not so good	42.3%	34.5%	35.0%	30.4%	33.3%	37.0%	36.6%	46.2%	32.1%	26.7%	30.2%	45.9%	41.4%	31.0%	32.0%	38.0%
	Poor	9.6%	13.8%	22.5%	15.2%	9.1%	11.1%	7.3%	20.5%	19.5%	13.3%	20.5%	10.8%	13.8%	20.7%	20.7%	11.3%
	Other/don't know	0.0%	1.1%	0.0%	5.1%	0.0%	3.7%	2.4%	0.0%	1.9%	4.4%	1.0%	1.4%	0.0%	0.0%	1.3%	2.0%
	Excellent/good	48.1%	50.6%	42.5%	49.4%	57.6%	48.1%	53.7%	33.3%	46.5%	55.6%	46.9%	41.9%	44.8%	58.6%	46.0%	48.7%
Not good/poor	51.9%	48.3%	57.5%	45.6%	42.4%	48.1%	43.9%	66.7%	51.6%	40.0%	52.1%	56.8%	55.2%	41.4%	52.7%	49.3%	
26. entertainment options	Excellent	0.0%	1.1%	3.8%	5.1%	0.0%	3.7%	2.4%	0.0%	3.8%	6.7%	2.1%	4.1%	0.0%	2.7%	2.7%	
	Good	23.1%	17.2%	15.0%	25.3%	30.3%	25.9%	14.6%	7.7%	20.1%	20.0%	22.9%	16.2%	6.9%	20.7%	20.7%	18.7%
	Not so good	50.0%	52.9%	42.5%	48.1%	54.5%	48.1%	65.9%	59.0%	39.6%	44.4%	42.7%	52.7%	55.2%	58.6%	47.3%	48.7%
	Poor	25.0%	27.6%	38.8%	19.0%	12.1%	18.5%	17.1%	30.8%	35.8%	28.9%	30.2%	27.0%	37.9%	20.7%	28.7%	28.0%
	Other/don't know	1.9%	1.1%	0.0%	2.5%	3.0%	3.7%	0.0%	2.6%	0.6%	0.0%	2.1%	0.0%	0.0%	0.0%	0.7%	2.0%
	Excellent/good	23.1%	18.4%	18.8%	30.4%	30.3%	29.6%	17.1%	7.7%	23.9%	26.7%	25.0%	20.3%	6.9%	20.7%	23.3%	21.3%
Not good/poor	75.0%	80.5%	81.3%	67.1%	66.7%	66.7%	82.9%	89.7%	75.5%	73.3%	72.9%	79.7%	93.1%	79.3%	76.0%	76.7%	
27. condition of streets	Excellent	11.5%	12.6%	27.5%	16.5%	9.1%	11.1%	14.6%	7.7%	23.3%	15.6%	15.6%	17.6%	24.1%	20.7%	17.3%	17.3%
	Good	51.9%	52.9%	57.5%	65.8%	63.6%	40.7%	51.2%	56.4%	60.4%	55.6%	57.3%	52.7%	62.1%	55.2%	56.0%	58.7%
	Not so good	23.1%	23.0%	11.3%	11.4%	18.2%	37.0%	24.4%	23.1%	9.4%	17.8%	15.6%	23.0%	6.9%	13.8%	17.3%	16.0%
	Poor	11.5%	10.3%	3.8%	5.1%	6.1%	7.4%	9.8%	12.8%	6.3%	11.1%	8.3%	6.8%	6.9%	10.3%	8.7%	6.7%
	Other/don't know	1.9%	1.1%	0.0%	1.3%	3.0%	3.7%	0.0%	0.0%	0.6%	0.0%	3.1%	0.0%	0.0%	0.0%	0.7%	1.3%
	Excellent/good	63.5%	65.5%	85.0%	82.3%	72.7%	51.9%	65.9%	64.1%	83.6%	71.1%	72.9%	70.3%	86.2%	75.9%	73.3%	76.0%
Not good/poor	34.6%	33.3%	15.0%	16.5%	24.2%	44.4%	34.1%	35.9%	15.7%	28.9%	24.0%	29.7%	13.8%	24.1%	26.0%	22.7%	
28. condition of sidewalks	Excellent	17.3%	17.2%	23.8%	16.5%	21.2%	11.1%	17.1%	20.5%	19.5%	17.8%	16.7%	24.3%	24.1%	20.7%	18.7%	18.7%
	Good	59.6%	66.7%	65.0%	69.6%	57.6%	70.4%	73.2%	46.2%	70.4%	68.9%	61.5%	56.8%	75.9%	65.5%	67.3%	64.7%
	Not so good	9.6%	6.9%	6.3%	7.6%	12.1%	7.4%	4.9%	20.5%	3.1%	6.7%	7.3%	13.5%	0.0%	3.4%	8.0%	6.7%
	Poor	7.7%	6.9%	3.8%	2.5%	3.0%	3.7%	4.9%	7.7%	5.0%	6.7%	8.3%	1.4%	0.0%	10.3%	6.0%	4.0%
	Other/don't know	5.8%	2.3%	1.3%	3.8%	6.1%	7.4%	0.0%	5.1%	1.9%	0.0%	6.3%	4.1%	0.0%	0.0%	0.0%	6.0%
	Excellent/good	76.9%	83.9%	88.8%	86.1%	78.8%	81.5%	90.2%	66.7%	89.9%	86.7%	78.1%	81.1%	100.0%	86.2%	86.0%	83.3%
Not good/poor	17.3%	13.8%	10.0%	10.1%	15.2%	11.1%	9.8%	28.2%	8.2%	13.3%	15.6%	14.9%	0.0%	13.8%	14.0%	10.7%	
29. How important would you say it is that downtown Excelsior Springs work to retain its historic character? Would you say it is very important, somewhat, not very or not at all important?	Very	48.1%	56.3%	60.0%	59.5%	63.6%	48.1%	58.5%	51.3%	57.9%	62.2%	53.1%	58.1%	62.1%	58.6%	46.0%	68.0%
	Somewhat	40.4%	32.2%	30.0%	34.2%	24.2%	44.4%	31.7%	41.0%	32.1%	26.7%	40.6%	32.4%	20.7%	34.5%	40.7%	26.0%
	Not very	5.8%	8.0%	6.3%	2.5%	9.1%	0.0%	7.3%	4.0%	6.3%	4.4%	3.1%	6.8%	17.2%	0.0%	8.7%	2.7%
	Not at all	3.8%	3.4%	3.8%	1.3%	0.0%	3.7%	2.4%	5.1%	3.1%	6.7%	2.1%	1.4%	0.0%	6.9%	4.7%	1.3%
	Other/don't know	1.9%	0.0%	0.0%	2.5%	3.0%	3.7%	0.0%	0.0%	0.6%	0.0%	1.0%	1.4%	0.0%	0.0%	0.0%	2.0%
	Very/somewhat	88.5%	88.5%	90.0%	93.7%	87.9%	92.6%	90.2%	92.3%	89.9%	88.9%	93.8%	90.5%	82.8%	93.1%	86.7%	94.0%
Not very/not at all	9.6%	11.5%	10.0%	3.8%	9.1%	3.7%	9.8%	7.7%	9.4%	11.1%	5.2%	8.1%	17.2%	6.9%	13.3%	4.0%	
30. bed and breakfast	Very low priority (1)	28.8%	26.4%	25.0%	21.5%	18.2%	18.5%	17.1%	35.9%	27.0%	22.2%	27.1%	28.4%	31.0%	17.2%	26.7%	23.3%
	2	15.4%	20.7%	16.3%	20.3%	15.2%	14.8%	14.8%	15.4%	19.5%	24.4%	17.6%	27.6%	24.1%	21.3%	16.0%	16.0%
	3	23.1%	26.4%	27.5%	21.5%	39.4%	18.5%	29.3%	17.9%	23.3%	22.2%	25.0%	23.0%	20.7%	37.9%	22.0%	27.3%
	4	19.2%	16.1%	16.3%	11.4%	12.1%	22.2%	12.2%	17.9%	15.1%	8.9%	16.7%	20.3%	13.8%	10.3%	14.0%	16.7%
	Top priority (5)	13.5%	10.3%	15.0%	21.5%	15.2%	22.2%	17.1%	12.8%	13.8%	22.2%	20.8%	10.8%	6.9%	10.3%	15.3%	15.3%
	Other/don't know	0.0%	0.0%	0.0%	3.8%	0.0%	3.7%	0.0%	0.0%	1.3%	0.0%	1.0%	0.0%	0.0%	0.0%	0.7%	1.3%
Total high priority (5-7)	32.7%	26.4%	31.3%	32.9%	27.3%	44.4%	29.3%	30.8%	20.7%	31.1%	37.5%	31.1%	20.7%	20.7%	29.3%	32.0%	
Total low priority (1-3)	44.2%	47.1%	41.3%	41.8%	33.3%	33.3%	41.5%	51.3%	46.5%	46.7%	36.5%	45.9%	58.6%	41.4%	48.0%	39.3%	

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		Age Group				Length of Residence				Income Level in Thousands					Gender		
		18 - 34	35 - 49	50 - 64	65 +	0 - 2 yrs	3 - 5 yrs	6 - 10 yrs	11 - 20 yrs	> 20 yrs	< \$25,000	\$25 to \$49	\$50 to \$74	\$75 to \$99	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
31. casual dining	Very low priority (1)	0.0%	5.7%	7.5%	3.8%	0.0%	0.0%	4.9%	5.1%	6.3%	8.9%	6.3%	2.7%	0.0%	3.4%	6.7%	2.7%
	2	7.7%	10.3%	2.5%	12.7%	18.2%	3.7%	4.9%	10.3%	7.5%	13.3%	7.3%	8.1%	0.0%	13.8%	8.0%	8.0%
	3	28.8%	23.0%	26.3%	20.3%	15.2%	33.3%	24.4%	17.9%	25.8%	28.9%	20.8%	29.7%	20.7%	13.8%	22.7%	25.3%
	4	38.5%	33.3%	27.5%	25.3%	39.4%	29.6%	31.7%	33.3%	28.3%	17.8%	30.3%	36.5%	24.1%	44.8%	31.3%	30.0%
	Top priority (5)	25.0%	27.6%	35.0%	36.7%	27.3%	33.3%	34.1%	33.3%	30.8%	31.1%	34.4%	23.0%	51.7%	24.1%	30.7%	32.7%
	Other/don't know	0.0%	0.0%	1.3%	1.3%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	3.4%	0.0%	0.7%	0.7%
	Total high priority (5-7)	63.5%	60.9%	62.5%	62.0%	66.7%	63.0%	65.9%	66.7%	59.1%	48.9%	65.6%	59.5%	75.9%	69.0%	62.0%	62.7%
Total low priority (1-3)	7.7%	16.1%	10.0%	16.5%	18.2%	3.7%	9.8%	15.4%	13.8%	22.2%	13.5%	10.8%	0.0%	17.2%	14.7%	11.3%	
32. bank	Very low priority (1)	23.1%	25.3%	21.3%	17.7%	15.2%	18.5%	19.5%	30.8%	22.0%	22.2%	20.8%	21.6%	20.7%	24.1%	24.0%	19.3%
	2	28.8%	16.1%	11.3%	17.7%	15.2%	25.9%	22.0%	20.5%	15.1%	13.3%	10.4%	20.3%	31.0%	17.2%	19.3%	16.0%
	3	19.2%	19.5%	25.0%	19.0%	30.3%	18.5%	22.0%	17.9%	19.5%	15.6%	19.4%	23.0%	20.7%	31.0%	20.7%	20.7%
	4	11.5%	13.8%	20.0%	16.5%	18.2%	7.4%	9.8%	15.4%	18.2%	13.3%	19.8%	16.2%	6.9%	13.8%	15.3%	16.0%
	Top priority (5)	17.3%	25.3%	22.5%	29.1%	21.2%	29.6%	26.8%	15.4%	25.2%	35.6%	29.2%	18.9%	20.7%	13.8%	20.7%	28.0%
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Total high priority (5-7)	28.8%	39.1%	42.5%	45.6%	39.4%	37.0%	36.6%	30.8%	43.4%	48.9%	49.0%	35.1%	27.6%	27.6%	36.0%	44.0%
Total low priority (1-3)	51.9%	41.4%	32.5%	35.4%	30.3%	44.4%	41.5%	51.3%	37.1%	35.6%	31.3%	41.9%	51.7%	41.4%	43.3%	35.3%	
33. gas station	Very low priority (1)	13.5%	29.9%	28.8%	12.7%	24.2%	3.7%	24.4%	28.2%	23.3%	17.8%	20.8%	24.3%	31.0%	24.1%	26.0%	18.7%
	2	19.2%	14.9%	18.8%	16.5%	15.2%	7.4%	26.8%	15.4%	17.6%	11.1%	17.7%	21.6%	17.2%	20.7%	14.0%	20.7%
	3	38.5%	32.2%	27.5%	34.2%	21.2%	55.6%	29.3%	30.8%	32.1%	33.3%	28.1%	35.1%	24.1%	41.4%	29.3%	35.3%
	4	13.5%	10.3%	10.0%	16.5%	24.2%	11.1%	12.2%	7.7%	11.3%	15.6%	14.6%	9.5%	10.3%	10.3%	14.7%	10.0%
	Top priority (5)	15.4%	12.6%	13.8%	17.7%	15.2%	22.2%	7.3%	17.9%	13.8%	20.0%	17.7%	9.5%	17.2%	3.4%	15.3%	14.0%
	Other/don't know	0.0%	0.0%	1.3%	2.5%	0.0%	0.0%	0.0%	0.0%	1.9%	2.2%	1.0%	0.0%	0.0%	0.0%	0.7%	1.3%
	Total low priority (1-3)	32.7%	44.8%	47.5%	29.1%	39.4%	11.1%	51.2%	43.6%	40.9%	28.9%	38.5%	45.9%	48.3%	44.8%	40.0%	39.3%
Total high priority (5-7)	28.8%	23.0%	23.8%	34.2%	39.4%	33.3%	19.5%	25.6%	25.2%	35.6%	32.3%	18.9%	27.6%	13.8%	30.0%	24.0%	
34. coffee shop	Very low priority (1)	11.5%	12.6%	16.3%	12.7%	6.1%	3.7%	12.2%	12.8%	17.0%	13.3%	16.7%	10.8%	10.3%	10.3%	16.0%	10.7%
	2	25.0%	24.1%	11.3%	20.3%	27.3%	29.6%	22.0%	17.9%	17.6%	17.8%	16.7%	23.0%	20.7%	20.7%	20.0%	20.7%
	3	23.1%	33.3%	35.0%	29.1%	24.2%	29.6%	31.7%	38.5%	30.2%	40.0%	29.2%	32.4%	31.0%	27.6%	32.0%	29.3%
	4	28.8%	12.6%	20.0%	16.5%	21.2%	22.2%	12.2%	15.4%	19.5%	8.9%	18.8%	21.6%	20.7%	24.1%	16.7%	20.0%
	Top priority (5)	11.5%	16.1%	17.5%	17.7%	18.2%	14.8%	22.0%	12.8%	14.5%	17.8%	16.7%	12.2%	17.2%	17.2%	15.3%	16.7%
	Other/don't know	0.0%	1.1%	0.0%	3.8%	3.0%	0.0%	0.0%	2.6%	1.3%	2.2%	2.1%	0.0%	0.0%	0.0%	0.0%	0.7%
	Total high priority (5-7)	40.4%	28.7%	37.5%	34.2%	39.4%	37.0%	34.1%	28.2%	34.0%	26.7%	35.4%	33.8%	37.9%	41.4%	32.0%	36.7%
Total low priority (1-3)	36.5%	36.8%	27.5%	32.9%	33.3%	33.3%	34.1%	30.8%	34.6%	31.1%	33.3%	33.8%	31.0%	31.0%	36.0%	31.3%	
35. pharmacy	Very low priority (1)	15.4%	25.3%	22.5%	11.4%	18.2%	11.1%	29.3%	17.9%	18.2%	20.0%	18.8%	14.9%	27.6%	24.1%	21.3%	16.7%
	2	13.5%	16.1%	11.3%	13.9%	15.2%	18.5%	7.3%	10.3%	15.7%	15.6%	12.5%	16.2%	20.7%	6.9%	14.0%	14.0%
	3	30.8%	14.9%	25.0%	20.3%	21.2%	18.5%	14.6%	25.6%	23.3%	13.3%	17.5%	32.4%	10.3%	31.0%	20.7%	22.7%
	4	19.2%	19.5%	11.3%	20.3%	18.2%	7.4%	19.5%	17.9%	18.9%	15.6%	18.8%	17.6%	13.8%	20.7%	16.0%	19.3%
	Top priority (5)	21.2%	24.1%	28.8%	34.2%	27.3%	44.4%	29.3%	25.6%	23.9%	35.6%	32.3%	17.6%	27.6%	17.2%	28.0%	26.7%
	Other/don't know	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.7%
	Total high priority (5-7)	40.4%	43.7%	40.0%	54.4%	45.5%	51.9%	48.8%	43.6%	42.8%	51.1%	51.0%	35.1%	41.4%	37.9%	44.0%	46.0%
Total low priority (1-3)	28.8%	41.4%	33.8%	25.3%	33.3%	29.6%	36.6%	28.2%	34.0%	35.6%	31.3%	31.1%	48.3%	31.0%	35.3%	30.7%	
36. bakery	Very low priority (1)	5.8%	11.5%	20.0%	8.9%	3.0%	3.7%	9.8%	17.9%	14.5%	11.1%	11.5%	12.2%	10.3%	13.8%	15.3%	8.7%
	2	9.6%	8.0%	7.5%	10.1%	18.2%	7.4%	9.8%	5.1%	8.2%	13.3%	5.2%	6.9%	3.4%	11.3%	6.7%	
	3	40.4%	29.9%	30.0%	32.9%	24.2%	37.0%	34.1%	33.3%	32.7%	31.1%	30.2%	35.1%	37.9%	34.5%	34.0%	30.7%
	4	34.6%	34.5%	23.8%	21.5%	36.4%	33.3%	34.1%	25.6%	25.2%	17.8%	35.4%	29.7%	27.6%	17.2%	23.3%	33.3%
	Top priority (5)	9.6%	16.1%	17.5%	26.6%	15.2%	18.5%	12.2%	17.9%	19.5%	26.7%	17.7%	8.1%	17.2%	31.0%	15.3%	20.7%
	Other/don't know	0.0%	0.0%	1.3%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.7%	0.0%
	Total high priority (5-7)	44.2%	50.6%	41.3%	48.1%	51.5%	51.9%	46.3%	43.6%	44.7%	44.4%	53.1%	37.8%	44.8%	48.3%	38.7%	54.0%
Total low priority (1-3)	15.4%	19.5%	27.5%	19.0%	21.2%	11.1%	19.5%	23.1%	22.6%	24.4%	16.7%	25.7%	17.2%	17.2%	26.7%	15.3%	

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		Age Group				Length of Residence				Income Level in Thousands					Gender		
		18 - 34	35 - 49	50 - 64	65 +	0 - 2 yrs	3 - 5 yrs	6 - 10 yrs	11 - 20 yrs	> 20 yrs	< \$25,000	\$25 to \$49	\$50 to \$74	\$75 to \$99	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
37. upscale specialty shops	Very low priority (1)	13.5%	12.6%	13.8%	11.4%	9.1%	3.7%	14.6%	12.8%	13.8%	17.8%	12.5%	12.2%	13.8%	6.9%	16.0%	9.3%
	2	19.2%	26.4%	11.3%	11.4%	24.2%	18.5%	19.5%	23.1%	13.2%	11.1%	16.7%	21.6%	10.3%	24.1%	14.7%	19.3%
	3	34.6%	25.3%	40.0%	30.4%	24.2%	37.0%	31.7%	28.2%	34.0%	31.1%	24.0%	43.2%	27.6%	27.6%	34.7%	29.3%
	4	19.2%	26.4%	12.5%	25.3%	30.3%	29.6%	19.5%	20.5%	19.5%	13.3%	29.2%	12.2%	34.5%	27.6%	20.7%	22.7%
	Top priority (5)	13.5%	9.2%	21.3%	17.7%	12.1%	7.4%	14.6%	15.4%	17.6%	20.0%	17.7%	10.8%	13.8%	13.8%	12.7%	18.0%
	Other/don't know	0.0%	0.0%	1.3%	3.8%	0.0%	3.7%	0.0%	0.0%	1.9%	6.7%	0.0%	0.0%	0.0%	0.0%	1.3%	1.3%
	Total high priority (5-7)	32.7%	35.6%	33.8%	43.0%	42.4%	37.0%	34.1%	35.9%	37.1%	33.3%	46.9%	23.0%	48.3%	41.4%	33.3%	40.7%
Total low priority (1-3)	32.7%	39.1%	25.0%	22.8%	33.3%	22.2%	34.1%	35.9%	27.0%	28.9%	29.2%	33.8%	31.0%	31.0%	30.7%	28.7%	
38. antiques	Very low priority (1)	28.8%	25.3%	17.5%	19.0%	18.2%	7.4%	22.0%	25.6%	25.8%	35.6%	26.0%	20.3%	17.2%	13.8%	24.7%	20.7%
	2	28.8%	18.4%	17.5%	15.2%	15.2%	33.3%	26.8%	23.1%	14.5%	13.3%	15.6%	27.6%	20.7%	20.0%	18.0%	
	3	28.8%	26.4%	35.0%	25.3%	33.3%	33.3%	31.7%	28.2%	26.4%	24.4%	28.1%	29.7%	31.0%	37.9%	30.7%	26.7%
	4	9.6%	16.1%	13.8%	19.0%	18.2%	14.8%	4.9%	12.8%	17.6%	6.7%	16.7%	16.2%	10.3%	17.2%	11.3%	18.7%
	Top priority (5)	3.8%	13.8%	16.3%	21.5%	15.2%	11.1%	14.6%	10.3%	15.7%	20.0%	13.5%	12.2%	13.8%	10.3%	13.3%	16.0%
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Total high priority (5-7)	13.5%	29.9%	30.0%	40.5%	33.3%	25.9%	19.5%	23.1%	33.3%	26.7%	30.2%	28.4%	24.1%	27.6%	24.7%	34.7%
Total low priority (1-3)	57.7%	43.7%	35.0%	34.2%	33.3%	40.7%	48.8%	48.7%	40.3%	48.9%	41.7%	41.9%	44.8%	34.5%	44.7%	38.7%	
39. art galleries	Very low priority (1)	23.1%	19.5%	22.5%	13.9%	12.1%	14.8%	19.5%	25.6%	20.8%	20.0%	18.8%	21.6%	13.8%	20.7%	27.3%	12.0%
	2	28.8%	20.7%	17.5%	22.8%	27.3%	22.2%	19.5%	23.1%	20.8%	20.0%	17.7%	25.7%	27.6%	20.7%	22.0%	21.3%
	3	26.9%	39.1%	37.5%	26.6%	39.4%	37.0%	34.1%	33.3%	31.4%	31.1%	36.5%	33.8%	27.6%	37.9%	30.7%	36.0%
	4	17.3%	13.8%	12.5%	19.0%	18.2%	14.8%	17.1%	10.3%	15.7%	11.1%	18.8%	14.9%	13.8%	10.3%	12.0%	18.7%
	Top priority (5)	3.8%	6.9%	10.0%	13.9%	3.0%	7.4%	9.8%	7.7%	10.1%	15.6%	8.3%	4.1%	17.2%	10.3%	6.7%	11.3%
	Other/don't know	0.0%	0.0%	0.0%	3.8%	0.0%	3.7%	0.0%	0.0%	1.3%	2.2%	0.0%	0.0%	0.0%	0.0%	1.3%	0.7%
	Total high priority (5-7)	21.2%	20.7%	22.5%	32.9%	21.2%	22.2%	26.8%	17.9%	25.8%	26.7%	27.1%	18.9%	31.0%	20.7%	18.7%	30.0%
Total low priority (1-3)	51.9%	40.2%	40.0%	36.7%	39.4%	37.0%	39.0%	48.7%	41.5%	40.0%	36.5%	41.4%	41.4%	41.4%	49.3%	33.3%	
40. movie theater	Very low priority (1)	17.3%	9.2%	18.8%	12.7%	18.2%	11.1%	17.1%	10.3%	13.8%	13.3%	11.5%	17.6%	13.8%	10.3%	18.7%	9.3%
	2	3.8%	3.4%	3.8%	12.7%	9.1%	0.0%	2.4%	2.6%	8.2%	13.3%	6.3%	0.0%	0.0%	6.0%	6.0%	
	3	7.7%	12.6%	16.3%	15.2%	6.1%	11.1%	4.9%	17.9%	16.4%	13.3%	13.5%	13.5%	13.8%	10.3%	14.0%	12.7%
	4	17.3%	24.1%	11.3%	12.7%	21.2%	22.2%	34.1%	12.8%	10.7%	6.7%	19.8%	18.9%	20.7%	24.1%	16.0%	16.7%
	Top priority (5)	53.8%	50.6%	50.0%	46.8%	45.5%	55.6%	41.5%	56.4%	50.9%	53.3%	49.0%	50.0%	51.7%	44.8%	45.3%	55.3%
	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%
	Total high priority (5-7)	71.2%	74.7%	61.3%	59.5%	66.7%	77.8%	75.6%	69.2%	61.6%	60.0%	68.8%	68.9%	72.4%	69.0%	61.3%	72.0%
Total low priority (1-3)	21.2%	12.6%	22.5%	25.3%	27.3%	11.1%	19.5%	12.8%	22.0%	26.7%	17.7%	17.6%	13.8%	20.7%	24.7%	15.3%	
41. upscale dining	Very low priority (1)	15.4%	16.1%	16.3%	6.3%	9.1%	7.4%	9.8%	15.4%	15.7%	15.6%	10.4%	17.6%	13.8%	16.0%	10.7%	
	2	19.2%	17.2%	12.5%	7.6%	15.2%	14.8%	7.3%	17.9%	13.8%	13.3%	15.6%	16.2%	6.9%	10.3%	15.3%	
	3	25.0%	28.7%	20.0%	21.5%	27.3%	37.0%	26.8%	20.5%	21.4%	22.2%	17.7%	24.3%	37.9%	24.1%	22.0%	26.0%
	4	25.0%	25.3%	23.8%	31.6%	36.4%	25.9%	26.8%	30.8%	23.3%	15.6%	32.3%	23.0%	27.6%	31.0%	26.7%	26.0%
	Top priority (5)	15.4%	12.6%	27.5%	32.9%	12.1%	14.8%	29.3%	15.4%	25.8%	33.3%	24.0%	18.9%	10.3%	20.7%	23.3%	22.0%
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Total high priority (5-7)	40.4%	37.9%	51.3%	64.6%	48.5%	40.7%	56.1%	46.2%	49.1%	48.9%	56.3%	41.9%	37.9%	51.7%	50.0%	48.0%
Total low priority (1-3)	34.6%	33.3%	28.8%	13.9%	24.2%	22.2%	17.1%	33.3%	29.6%	28.9%	26.0%	33.8%	24.1%	24.1%	28.0%	26.0%	
42. clothing	Very low priority (1)	5.8%	9.2%	13.8%	7.6%	3.0%	3.7%	9.8%	7.7%	11.9%	8.9%	6.3%	9.5%	6.9%	20.7%	12.7%	6.0%
	2	13.5%	14.9%	8.8%	16.5%	15.2%	18.5%	17.1%	10.3%	11.9%	20.0%	12.5%	6.9%	3.4%	12.7%	14.0%	
	3	19.2%	24.1%	36.3%	25.3%	15.2%	7.4%	29.3%	28.2%	32.1%	28.9%	26.0%	28.4%	24.1%	34.5%	29.3%	24.7%
	4	42.3%	33.3%	13.8%	19.0%	42.4%	48.1%	19.5%	28.2%	19.5%	11.1%	27.1%	32.4%	24.5%	26.7%	24.7%	24.7%
	Top priority (5)	17.3%	18.4%	27.5%	30.4%	24.2%	22.2%	24.4%	23.1%	23.9%	31.1%	28.1%	13.5%	27.6%	13.8%	18.7%	29.3%
	Other/don't know	1.9%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	2.6%	0.6%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	1.3%
	Total high priority (5-7)	59.6%	51.7%	41.3%	49.4%	66.7%	70.4%	43.9%	51.3%	42.2%	42.2%	55.2%	45.9%	62.1%	41.4%	45.3%	54.0%
Total low priority (1-3)	19.2%	24.1%	22.5%	24.1%	18.2%	22.2%	26.8%	17.9%	23.9%	28.9%	18.8%	24.3%	13.8%	24.1%	25.3%	20.0%	

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		Age Group				Length of Residence					Income Level in Thousands					Gender	
		18 - 34	35 - 49	50 - 64	65 +	0 - 2 yrs	3 - 5 yrs	6 - 10 yrs	11 - 20 yrs	> 20 yrs	< \$25,000	\$25 to \$49	\$50 to \$74	\$75 to \$99	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
43. shoes	Very low priority (1)	15.4%	14.9%	25.0%	8.9%	12.1%	11.1%	22.0%	20.5%	15.1%	13.3%	14.6%	23.0%	6.9%	13.8%	20.7%	11.3%
	2	17.3%	21.8%	15.0%	16.5%	18.2%	18.5%	18.5%	15.4%	17.6%	15.6%	11.5%	18.9%	13.8%	31.0%	19.3%	16.3%
	3	40.4%	34.5%	27.5%	24.1%	42.4%	37.0%	22.0%	28.2%	30.2%	28.9%	28.1%	33.8%	44.8%	34.5%	27.3%	34.0%
	4	11.5%	10.3%	15.0%	22.8%	12.1%	14.8%	14.6%	12.8%	17.6%	11.1%	20.8%	14.9%	14.8%	13.8%	18.0%	13.3%
	Top priority (5)	15.4%	18.4%	16.3%	26.6%	15.2%	18.5%	19.5%	23.1%	18.9%	28.9%	25.0%	8.1%	20.7%	6.9%	13.3%	25.3%
	Other/don't know	0.0%	0.0%	1.3%	1.3%	0.0%	0.0%	2.4%	0.0%	0.6%	2.2%	0.0%	1.4%	0.0%	0.0%	1.3%	0.0%
	Total high priority (5-7)	26.9%	28.7%	31.3%	49.4%	27.3%	33.3%	34.1%	35.9%	36.5%	40.0%	45.8%	23.0%	34.5%	20.7%	31.3%	38.7%
Total low priority (1-3)	32.7%	36.8%	40.0%	25.3%	30.3%	29.6%	41.5%	35.9%	32.7%	28.9%	26.0%	41.9%	20.7%	44.8%	40.0%	27.3%	
44. bars/nightclubs	Very low priority (1)	26.9%	43.7%	35.0%	34.2%	39.4%	14.8%	39.0%	30.8%	39.0%	35.6%	44.8%	31.1%	37.9%	27.6%	36.0%	36.0%
	2	28.8%	16.1%	16.3%	26.6%	24.2%	37.0%	12.2%	20.5%	20.8%	13.3%	18.8%	23.0%	20.7%	20.7%	22.0%	22.0%
	3	17.3%	21.8%	28.8%	17.7%	15.2%	18.5%	24.4%	15.4%	24.5%	17.8%	15.6%	27.0%	20.7%	37.9%	19.3%	24.0%
	4	11.5%	9.2%	6.3%	10.1%	9.1%	14.8%	14.6%	15.4%	5.0%	8.9%	11.5%	5.4%	13.8%	13.8%	9.3%	8.7%
	Top priority (5)	15.4%	8.0%	12.5%	5.1%	9.1%	11.1%	7.3%	11.1%	8.2%	22.2%	6.3%	12.2%	10.3%	0.0%	12.7%	6.7%
	Other/don't know	0.0%	1.1%	1.3%	6.3%	3.0%	3.7%	2.4%	0.0%	2.5%	2.2%	3.1%	1.4%	0.0%	0.0%	2.0%	2.7%
	Total high priority (5-7)	26.9%	17.2%	18.8%	15.2%	18.2%	25.9%	22.0%	30.3%	13.2%	31.1%	17.7%	14.6%	24.1%	13.8%	22.0%	15.3%
Total low priority (1-3)	55.8%	59.8%	51.3%	60.8%	63.6%	51.9%	51.2%	51.3%	59.7%	48.9%	63.5%	54.1%	55.2%	48.3%	56.7%	58.0%	
45. bookstores	Very low priority (1)	13.5%	13.8%	15.0%	12.7%	12.1%	18.5%	17.1%	7.7%	13.8%	8.9%	12.5%	14.9%	10.3%	17.2%	20.0%	7.3%
	2	7.7%	9.2%	18.8%	13.9%	15.2%	3.7%	12.2%	12.8%	13.8%	6.7%	14.6%	13.5%	6.9%	20.7%	13.3%	12.0%
	3	19.2%	27.6%	20.0%	22.8%	18.2%	11.1%	22.0%	25.6%	25.8%	24.4%	18.8%	25.7%	27.6%	17.2%	24.0%	22.0%
	4	26.9%	28.7%	22.5%	24.1%	33.3%	33.3%	22.0%	25.6%	23.3%	31.1%	31.0%	31.0%	27.6%	20.7%	20.7%	30.0%
	Top priority (5)	32.7%	20.7%	23.8%	25.3%	21.2%	33.3%	26.8%	28.2%	22.6%	37.8%	29.2%	14.9%	24.1%	17.2%	21.3%	28.7%
	Other/don't know	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.6%	2.2%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
	Total high priority (5-7)	59.6%	49.4%	46.3%	49.4%	54.5%	66.7%	48.8%	53.8%	45.9%	57.8%	54.2%	45.9%	55.2%	44.8%	42.0%	58.7%
Total low priority (1-3)	21.2%	23.0%	33.8%	26.6%	27.3%	22.2%	29.3%	20.5%	27.7%	15.6%	27.1%	28.4%	17.2%	37.9%	33.3%	19.3%	
46. Of the items listed above, which business would you most like to see in downtown Excelsior Springs?	bed and breakfast	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	2.2%	0.0%	0.0%	3.4%	0.0%	0.0%	1.3%
	casual dining	7.7%	16.1%	20.0%	19.0%	9.1%	0.0%	17.9%	20.8%	6.7%	13.5%	14.9%	37.9%	20.7%	16.7%	16.7%	16.7%
	bank	0.0%	3.4%	0.0%	5.1%	0.0%	0.0%	4.9%	0.0%	3.1%	2.2%	3.1%	1.4%	0.0%	0.0%	2.0%	2.7%
	gas station	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%
	coffee shop	1.9%	0.0%	1.3%	1.3%	3.0%	0.0%	0.0%	0.0%	1.3%	2.2%	1.0%	1.4%	0.0%	0.0%	0.7%	1.3%
	pharmacy	0.0%	4.6%	0.0%	7.6%	0.0%	3.7%	4.9%	2.6%	3.8%	4.4%	4.2%	0.0%	0.0%	6.9%	3.3%	3.3%
	bakery	1.9%	1.1%	2.5%	0.0%	6.1%	0.0%	0.0%	0.0%	1.3%	0.0%	4.2%	0.0%	0.0%	0.0%	2.0%	0.7%
upscale specialty shops	1.9%	2.3%	3.8%	1.3%	6.1%	0.0%	0.0%	0.0%	3.1%	0.0%	1.0%	4.1%	3.4%	6.9%	0.7%	4.0%	
antiques	1.9%	2.3%	1.3%	1.3%	3.0%	0.0%	0.0%	0.0%	2.5%	0.0%	2.1%	1.4%	3.4%	3.4%	0.7%	2.7%	
art galleries	1.9%	0.0%	1.3%	0.0%	0.0%	0.0%	2.4%	0.0%	0.6%	2.2%	0.0%	1.4%	0.0%	0.0%	1.3%	0.0%	
movie theater	44.2%	37.9%	30.0%	20.3%	39.4%	40.7%	43.9%	30.8%	27.0%	33.3%	30.2%	40.5%	27.6%	24.1%	32.0%	32.7%	
upscale dining	7.7%	2.3%	13.8%	16.5%	6.1%	3.7%	9.8%	17.9%	9.4%	17.8%	10.4%	8.1%	6.9%	12.0%	8.0%	12.0%	
clothing	5.8%	8.0%	7.5%	7.6%	9.1%	14.8%	2.4%	7.7%	6.9%	6.7%	8.3%	4.1%	10.3%	6.9%	5.3%	9.3%	
shoes	0.0%	1.1%	0.0%	3.8%	0.0%	0.0%	2.4%	5.1%	0.6%	0.0%	3.1%	1.4%	0.0%	0.0%	0.0%	2.7%	
bars/nightclubs	5.8%	3.4%	1.3%	0.0%	9.1%	3.7%	0.0%	2.6%	1.3%	0.0%	3.1%	2.7%	0.0%	6.9%	4.0%	0.7%	
bookstore	17.3%	9.2%	6.3%	1.3%	3.0%	18.5%	7.3%	2.6%	8.2%	6.7%	7.3%	10.8%	3.4%	13.8%	6.0%	9.3%	
Other - specify	0.0%	4.6%	5.0%	7.6%	0.0%	3.7%	4.9%	12.8%	3.8%	6.7%	5.2%	5.4%	3.4%	0.0%	6.0%	3.3%	
Don't know	1.9%	3.4%	3.8%	7.6%	6.1%	11.1%	0.0%	0.0%	5.0%	8.9%	3.1%	2.7%	0.0%	3.4%	7.3%	1.3%	
47. adding green space	Very low priority (1)	7.7%	18.4%	12.5%	16.5%	12.1%	11.1%	17.1%	12.8%	15.1%	15.6%	16.7%	13.5%	13.8%	6.9%	14.7%	14.0%
	2	11.5%	17.2%	11.3%	15.2%	18.2%	7.4%	17.1%	2.6%	17.6%	11.1%	11.5%	10.8%	24.1%	31.0%	17.3%	12.0%
	3	30.8%	26.4%	23.8%	32.9%	21.2%	29.6%	26.8%	35.9%	27.7%	26.7%	21.9%	32.4%	34.5%	27.3%	28.7%	28.7%
	4	30.8%	24.1%	21.3%	24.1%	36.4%	29.6%	17.1%	33.3%	20.8%	17.8%	29.2%	32.4%	17.2%	10.3%	21.3%	27.3%
	Top priority (5)	17.3%	12.6%	27.5%	10.1%	12.1%	18.5%	19.5%	12.8%	17.0%	28.9%	10.3%	8.1%	13.8%	13.8%	16.7%	16.7%
	Other/don't know	1.9%	1.1%	3.8%	1.3%	0.0%	3.7%	2.4%	2.6%	1.9%	0.0%	1.0%	2.7%	0.0%	3.4%	2.7%	1.3%
	Total high priority (5-7)	48.1%	36.8%	48.8%	34.2%	48.5%	48.1%	36.6%	46.2%	37.7%	46.7%	49.0%	40.5%	27.6%	24.1%	38.0%	44.0%
Total low priority (1-3)	19.2%	35.6%	23.8%	31.6%	30.3%	18.5%	34.1%	15.4%	32.7%	26.7%	28.1%	24.3%	37.9%	37.9%	32.0%	26.0%	

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		Age Group				Length of Residence					Income Level in Thousands					Gender	
		18 - 34	35 - 49	50 - 64	65 +	0 - 2 yrs	3 - 5 yrs	6 - 10 yrs	11 - 20 yrs	> 20 yrs	< \$25,000	\$25 to \$49	\$50 to \$74	\$75 to \$99	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
48. improving lighting	Very low priority (1)	5.8%	19.5%	13.8%	7.6%	3.0%	11.1%	7.3%	12.8%	15.7%	13.3%	10.4%	16.2%	13.8%	10.3%	10.7%	14.0%
	2	7.7%	10.3%	13.8%	12.7%	3.0%	7.4%	9.8%	12.8%	13.8%	15.6%	11.5%	13.5%	10.3%	6.9%	14.7%	8.0%
	3	32.7%	25.3%	27.5%	41.8%	36.4%	22.2%	19.5%	30.8%	35.8%	28.9%	25.0%	31.1%	34.5%	37.9%	29.3%	34.0%
	4	26.9%	20.7%	22.5%	11.4%	24.2%	29.6%	29.3%	15.4%	16.4%	13.3%	18.8%	25.7%	20.7%	22.7%	17.8%	17.3%
	Top priority (5)	26.9%	23.0%	21.3%	25.3%	30.3%	29.6%	34.1%	25.6%	17.6%	26.7%	33.3%	12.2%	20.7%	24.1%	22.0%	25.3%
	Other/don't know	0.0%	1.1%	1.3%	1.3%	3.0%	0.0%	0.0%	0.6%	0.2%	2.2%	1.0%	1.4%	0.0%	0.0%	0.7%	1.3%
	Total high priority (5-7)	53.8%	43.7%	43.8%	36.7%	54.5%	59.3%	63.4%	41.0%	34.0%	40.0%	52.1%	37.8%	41.4%	44.8%	44.7%	42.7%
Total low priority (1-3)	13.5%	29.9%	27.5%	20.3%	6.1%	18.5%	17.1%	25.6%	29.6%	28.9%	21.9%	24.1%	17.2%	25.3%	22.0%		
49. building a new community center	Very low priority (1)	3.8%	11.5%	10.0%	11.4%	9.1%	7.4%	9.8%	5.1%	11.3%	11.1%	9.4%	9.5%	6.9%	10.3%	14.0%	5.3%
	2	5.8%	4.6%	5.0%	5.1%	9.1%	7.4%	4.9%	7.7%	3.8%	8.9%	4.2%	6.8%	3.4%	3.4%	6.7%	4.0%
	3	9.6%	11.5%	16.3%	17.7%	9.1%	11.1%	24.4%	15.4%	12.6%	20.0%	13.5%	8.1%	24.1%	13.8%	14.7%	13.3%
	4	26.9%	13.8%	12.5%	20.3%	30.3%	25.9%	9.8%	17.9%	15.1%	6.7%	24.0%	20.3%	10.3%	17.2%	16.0%	18.7%
	Top priority (5)	53.8%	58.6%	56.3%	45.6%	42.4%	48.1%	51.2%	53.8%	57.2%	53.3%	49.0%	55.4%	55.2%	55.2%	48.7%	58.7%
	Other/don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Total high priority (5-7)	80.8%	72.4%	68.8%	65.8%	72.7%	74.1%	61.0%	71.8%	72.3%	60.0%	72.9%	75.7%	65.5%	72.4%	64.7%	77.3%
Total low priority (1-3)	9.6%	16.1%	15.0%	16.5%	18.2%	14.8%	14.6%	12.8%	15.1%	20.0%	13.5%	16.2%	10.3%	13.8%	20.7%	9.3%	
50. moving utilities underground	Very low priority (1)	9.8%	18.4%	20.0%	12.7%	9.1%	7.4%	17.1%	12.8%	18.9%	15.6%	20.8%	12.2%	24.1%	6.9%	15.3%	16.0%
	2	19.2%	8.0%	10.0%	11.4%	18.2%	14.8%	12.2%	12.8%	8.8%	8.9%	8.3%	17.6%	13.8%	6.9%	11.3%	11.3%
	3	36.5%	23.0%	20.0%	21.8%	15.2%	33.3%	19.5%	30.8%	23.9%	22.2%	16.7%	31.1%	17.2%	27.6%	24.0%	24.0%
	4	13.5%	18.4%	18.8%	22.8%	27.3%	0.0%	17.1%	15.4%	21.4%	17.8%	14.6%	16.2%	24.1%	34.5%	19.3%	18.0%
	Top priority (5)	21.2%	28.7%	27.5%	21.5%	30.3%	33.3%	31.7%	17.9%	23.3%	31.1%	33.3%	18.9%	17.2%	20.7%	26.7%	24.7%
	Other/don't know	0.0%	3.4%	3.8%	10.1%	0.0%	11.1%	2.4%	10.3%	3.8%	4.4%	6.0%	4.1%	3.4%	3.3%	6.0%	6.7%
	Total high priority (5-7)	34.6%	47.1%	46.3%	44.3%	57.6%	33.3%	48.8%	33.3%	44.7%	48.9%	47.9%	35.1%	41.4%	55.2%	46.0%	42.7%
Total low priority (1-3)	28.8%	26.4%	30.0%	24.1%	27.3%	22.2%	29.3%	25.6%	27.7%	24.4%	29.2%	29.7%	37.9%	13.8%	26.7%	27.3%	
51. adding new parking spaces or lots	Very low priority (1)	7.7%	12.6%	13.8%	20.3%	6.1%	7.4%	7.3%	7.7%	20.8%	8.9%	15.6%	17.6%	13.8%	13.8%	12.0%	16.7%
	2	26.9%	20.7%	13.8%	22.8%	27.3%	25.9%	14.6%	15.4%	21.4%	24.4%	14.6%	18.9%	24.1%	27.6%	20.0%	21.3%
	3	21.2%	27.6%	22.5%	24.1%	30.3%	14.8%	36.6%	20.5%	22.0%	31.1%	17.7%	27.0%	34.5%	17.2%	24.0%	24.0%
	4	19.2%	17.2%	22.5%	16.5%	15.2%	14.8%	22.0%	30.8%	16.4%	8.9%	22.9%	18.9%	10.3%	24.1%	23.3%	14.0%
	Top priority (5)	25.0%	21.8%	26.3%	15.2%	21.2%	33.3%	19.5%	25.6%	18.9%	24.4%	29.2%	16.2%	17.2%	20.7%	22.7%	22.7%
	Other/don't know	0.0%	0.0%	1.3%	1.3%	0.0%	3.7%	0.0%	0.0%	0.6%	2.2%	0.0%	1.4%	0.0%	0.0%	0.0%	1.3%
	Total high priority (5-7)	44.2%	39.1%	48.8%	31.6%	36.4%	48.1%	41.5%	56.4%	35.2%	33.3%	52.1%	35.1%	27.6%	41.4%	44.0%	36.7%
Total low priority (1-3)	34.6%	33.3%	27.5%	43.0%	33.3%	33.3%	22.0%	23.1%	42.1%	33.3%	30.2%	36.5%	37.9%	41.4%	32.0%	38.0%	
52. enforcing building codes more strictly	Very low priority (1)	9.6%	9.2%	8.8%	7.6%	9.1%	3.7%	7.3%	15.4%	8.2%	11.1%	10.4%	5.4%	10.3%	10.3%	12.0%	5.3%
	2	13.5%	14.9%	10.0%	11.4%	12.1%	25.9%	12.2%	7.7%	11.3%	20.0%	10.4%	13.5%	13.8%	6.9%	13.3%	11.3%
	3	19.2%	18.4%	17.5%	21.5%	18.2%	25.9%	14.6%	12.8%	20.8%	15.6%	17.7%	18.9%	20.7%	17.2%	19.3%	18.7%
	4	21.2%	18.4%	17.5%	21.5%	24.2%	11.1%	22.0%	23.1%	18.9%	20.0%	13.5%	25.7%	10.3%	24.1%	22.0%	17.3%
	Top priority (5)	34.6%	37.9%	46.3%	35.4%	33.3%	33.3%	43.9%	35.9%	40.3%	33.3%	44.8%	35.1%	44.8%	41.4%	32.0%	46.0%
	Other/don't know	1.9%	1.1%	0.0%	2.5%	3.0%	0.0%	0.0%	5.1%	0.6%	0.0%	3.1%	1.4%	0.0%	0.0%	1.3%	1.3%
	Total high priority (5-7)	55.8%	56.3%	63.8%	57.0%	57.6%	44.4%	65.9%	59.0%	59.1%	53.3%	58.3%	60.8%	55.2%	65.5%	54.0%	63.3%
Total low priority (1-3)	23.1%	24.1%	18.8%	19.0%	21.2%	29.6%	19.5%	23.1%	19.5%	31.1%	20.8%	18.9%	24.1%	17.2%	25.3%	16.7%	
53. developing second-story residential space	Very low priority (1)	15.4%	16.1%	11.3%	11.4%	12.1%	11.1%	14.6%	7.7%	15.7%	15.6%	12.5%	13.5%	10.3%	17.2%	14.7%	12.7%
	2	13.5%	23.0%	15.0%	21.5%	15.2%	25.9%	12.2%	25.6%	18.2%	17.8%	9.4%	27.6%	24.3%	18.7%	18.7%	
	3	38.5%	32.2%	25.0%	25.3%	39.4%	22.2%	29.3%	33.3%	27.7%	22.2%	31.3%	32.4%	24.1%	34.5%	26.7%	32.0%
	4	21.2%	16.1%	20.0%	16.5%	18.2%	11.1%	24.4%	23.1%	16.4%	17.8%	21.9%	17.8%	20.7%	13.8%	20.0%	16.0%
	Top priority (5)	11.5%	12.6%	28.8%	21.5%	15.2%	25.9%	19.5%	10.3%	20.8%	24.4%	24.0%	10.8%	17.2%	13.8%	20.0%	18.7%
	Other/don't know	0.0%	0.0%	0.0%	3.8%	0.0%	3.7%	0.0%	0.0%	1.3%	2.2%	1.0%	1.4%	0.0%	0.0%	0.0%	2.0%
	Total high priority (5-7)	32.7%	28.7%	48.8%	38.0%	33.3%	37.0%	43.9%	33.3%	37.1%	42.2%	45.8%	28.4%	37.9%	27.6%	40.0%	34.7%
Total low priority (1-3)	28.8%	39.1%	26.3%	32.9%	27.3%	37.0%	26.8%	33.3%	34.0%	33.3%	21.9%	37.8%	37.9%	37.9%	33.3%	31.3%	

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		Age Group				Length of Residence				Income Level in Thousands					Gender		
		18 - 34	35 - 49	50 - 64	65 +	0 - 2 yrs	3 - 5 yrs	6 - 10 yrs	11 - 20 yrs	> 20 yrs	< \$25,000	\$25 to \$49	\$50 to \$74	\$75 to \$99	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
54. making the area more pedestrian-friendly	Very low priority (1)	11.5%	12.6%	7.5%	5.1%	6.1%	3.7%	14.6%	5.1%	10.1%	13.3%	7.3%	10.8%	10.3%	6.9%	6.0%	12.0%
	2	5.8%	16.1%	5.0%	13.9%	9.1%	7.4%	19.5%	5.1%	11.9%	8.9%	8.3%	16.2%	10.3%	13.8%	13.3%	9.3%
	3	28.8%	20.7%	25.0%	21.5%	21.2%	14.8%	22.0%	20.5%	26.4%	13.3%	20.8%	20.3%	37.9%	34.5%	22.0%	24.7%
	4	17.3%	19.5%	20.0%	21.5%	21.2%	25.9%	14.6%	25.6%	18.2%	17.8%	17.7%	21.6%	17.2%	20.7%	20.7%	18.7%
	Top priority (5)	36.5%	31.0%	41.3%	35.4%	42.4%	44.4%	29.3%	41.0%	32.7%	46.7%	43.8%	31.1%	24.1%	24.1%	36.7%	34.7%
	Other/don't know	0.0%	0.0%	1.3%	2.5%	0.0%	3.7%	0.0%	2.6%	0.6%	0.0%	2.1%	0.0%	0.0%	0.0%	1.3%	0.7%
	Total low priority (1-3)	17.3%	28.7%	12.5%	19.0%	15.2%	11.1%	34.1%	10.3%	22.0%	22.2%	15.6%	27.0%	20.7%	20.7%	19.3%	21.3%
Total high priority (5-7)	53.8%	50.6%	61.3%	57.0%	63.6%	70.4%	43.9%	66.7%	50.9%	64.4%	61.5%	52.7%	41.4%	44.8%	57.3%	53.3%	
55. improving signage to help people find their way around	Very low priority (1)	11.5%	16.1%	11.3%	7.6%	15.2%	14.8%	9.8%	7.7%	11.9%	8.9%	12.5%	13.5%	13.8%	10.3%	11.3%	12.0%
	2	19.2%	11.5%	6.3%	19.0%	12.1%	7.4%	12.2%	7.7%	17.6%	20.0%	7.3%	13.5%	17.2%	17.2%	16.0%	12.0%
	3	40.4%	27.6%	33.8%	30.4%	27.3%	29.6%	39.0%	38.5%	30.2%	28.9%	34.4%	35.1%	31.0%	24.1%	30.7%	33.3%
	4	9.6%	26.4%	28.8%	21.5%	27.3%	22.2%	17.1%	25.6%	22.6%	20.0%	24.0%	21.6%	20.7%	27.6%	20.7%	24.7%
	Top priority (5)	19.2%	18.4%	20.0%	20.3%	18.2%	22.2%	22.0%	20.5%	17.6%	22.2%	17.6%	21.9%	17.2%	20.7%	20.7%	18.0%
	Other/don't know	0.0%	0.0%	0.0%	1.3%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
	Total low priority (1-3)	30.8%	27.6%	17.5%	26.6%	27.3%	22.2%	22.0%	15.4%	29.6%	28.9%	19.8%	27.0%	31.0%	27.6%	27.3%	24.0%
Total high priority (5-7)	28.8%	44.8%	48.8%	41.8%	45.5%	44.4%	39.0%	46.2%	40.3%	42.2%	45.8%	37.8%	37.9%	48.3%	41.3%	42.7%	
56. relocating social service agencies out of downtown	Very low priority (1)	25.0%	37.9%	25.0%	21.5%	27.3%	25.9%	41.5%	23.1%	25.8%	42.2%	29.2%	27.0%	13.8%	20.7%	25.3%	30.0%
	2	30.8%	17.2%	18.8%	17.7%	30.3%	18.5%	19.5%	20.5%	18.2%	11.1%	18.8%	24.3%	13.8%	20.7%	22.0%	18.0%
	3	17.3%	17.2%	18.8%	25.3%	21.2%	29.6%	14.6%	17.9%	19.5%	22.2%	18.8%	17.6%	24.1%	13.8%	22.0%	17.3%
	4	11.5%	8.0%	7.5%	6.3%	6.1%	7.4%	7.3%	10.3%	8.8%	4.4%	12.5%	6.8%	10.3%	6.9%	8.0%	8.7%
	Top priority (5)	11.5%	14.9%	26.3%	24.1%	9.1%	11.1%	14.6%	25.6%	22.6%	17.8%	15.6%	20.3%	34.5%	31.0%	18.7%	20.7%
	Other/don't know	3.8%	4.6%	3.8%	5.1%	6.1%	7.4%	2.4%	5.0%	2.2%	2.2%	5.2%	4.1%	3.4%	6.9%	4.0%	5.3%
	Total high priority (5-7)	23.1%	23.0%	33.8%	30.4%	15.2%	18.5%	22.0%	35.9%	31.4%	22.2%	28.1%	27.0%	44.8%	37.9%	26.7%	29.3%
Total low priority (1-3)	55.8%	55.2%	43.8%	39.2%	57.6%	44.4%	61.0%	43.6%	44.0%	53.3%	47.9%	51.4%	27.6%	41.4%	47.3%	48.0%	
58. What would you say is your primary source of information about downtown Excelsior Springs?	local newspaper	17.3%	24.1%	26.3%	29.1%	18.2%	22.2%	22.0%	17.9%	29.6%	20.0%	17.7%	33.8%	17.2%	24.1%	26.0%	24.0%
	Kansas City newspaper	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	radio	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%
	Chamber web-site	0.0%	1.1%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.7%
	Word-of-mouth	21.2%	27.6%	12.5%	17.7%	12.1%	33.3%	22.0%	17.9%	18.9%	17.8%	14.6%	25.7%	13.8%	34.5%	17.3%	22.0%
	None	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.7%	0.0%
	Other/specify	51.9%	43.7%	55.0%	44.3%	57.6%	33.3%	46.3%	59.0%	46.5%	51.1%	60.4%	36.5%	65.5%	41.4%	47.3%	49.3%
Don't know/refused	9.6%	3.4%	3.8%	8.9%	9.1%	11.1%	9.8%	2.6%	4.4%	11.1%	5.2%	2.7%	3.4%	0.0%	8.7%	3.3%	
And what is your second most likely source of information?	local newspaper	29.8%	42.9%	26.3%	34.7%	43.3%	37.5%	37.8%	37.8%	28.9%	32.5%	35.6%	33.3%	28.6%	44.8%	27.9%	39.3%
	Kansas City newspaper	0.0%	1.2%	2.6%	2.8%	3.3%	0.0%	0.0%	2.7%	2.0%	2.5%	2.2%	0.0%	0.0%	3.4%	1.5%	2.1%
	radio	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.7%	0.0%
	Chamber web-site	2.1%	0.0%	1.3%	1.4%	0.0%	0.0%	0.0%	2.7%	1.3%	5.0%	0.0%	1.4%	0.0%	0.0%	0.7%	1.4%
	Word-of-mouth	38.3%	28.6%	39.5%	36.1%	20.0%	33.3%	35.1%	32.4%	39.5%	27.5%	37.8%	34.7%	35.7%	27.6%	41.2%	29.7%
	None	2.1%	2.4%	7.9%	4.2%	0.0%	0.0%	2.7%	5.4%	5.9%	7.5%	4.4%	2.8%	10.7%	0.0%	4.4%	4.1%
	Other/specify	21.3%	20.2%	19.7%	15.3%	30.0%	25.0%	21.6%	13.5%	17.1%	17.5%	16.7%	20.8%	25.0%	20.7%	16.2%	22.1%
Don't know/refused	6.4%	4.8%	1.3%	5.6%	3.3%	4.2%	2.7%	2.7%	5.3%	7.5%	3.3%	5.6%	0.0%	3.4%	7.4%	1.4%	
Age Group	18 - 34	100.0%	0.0%	0.0%	0.0%	45.5%	40.7%	17.1%	20.5%	7.0%	11.1%	16.8%	25.7%	24.1%	10.3%	18.0%	16.9%
	35 - 49	0.0%	100.0%	0.0%	0.0%	33.3%	39.4%	46.3%	30.8%	21.7%	15.6%	27.4%	31.1%	41.4%	55.2%	26.7%	31.8%
	50 - 64	0.0%	0.0%	100.0%	0.0%	12.1%	0.0%	19.5%	25.6%	36.9%	31.1%	25.3%	29.7%	24.1%	24.1%	28.0%	25.7%
	65 +	0.0%	0.0%	0.0%	100.0%	3.0%	25.9%	17.1%	23.1%	34.4%	42.2%	30.5%	13.5%	10.3%	10.3%	27.3%	25.7%

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		Age Group				Length of Residence					Income Level in Thousands					Gender	
		18 - 34	35 - 49	50 - 64	65 +	0 - 2 yrs	3 - 5 yrs	6 - 10 yrs	11 - 20 yrs	> 20 yrs	< \$25,000	\$25 to \$49	\$50 to \$74	\$75 to \$99	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Length of Residence	0 - 2 yrs	28.8%	14.9%	5.0%	1.3%	100.0%	0.0%	0.0%	0.0%	0.0%	9.1%	15.6%	13.5%	6.9%	3.4%	9.3%	12.8%
	3 - 5 yrs	21.2%	10.3%	0.0%	9.0%	0.0%	100.0%	0.0%	0.0%	2.3%	9.4%	10.8%	10.3%	3.4%	9.3%	8.7%	
	6 - 10 yrs	13.5%	21.8%	10.0%	9.0%	0.0%	0.0%	100.0%	0.0%	0.0%	13.6%	12.5%	12.2%	24.1%	17.2%	16.7%	10.7%
	11 - 20 yrs	15.4%	13.8%	12.5%	11.5%	0.0%	0.0%	0.0%	100.0%	0.0%	13.6%	12.5%	20.3%	6.9%	13.8%	16.0%	10.1%
	> 20 yrs	21.2%	39.1%	72.5%	69.2%	0.0%	0.0%	0.0%	0.0%	100.0%	61.4%	50.0%	43.2%	51.7%	62.1%	48.7%	57.7%
		Age Group				Length of Residence					Income Level in Thousands					Gender	
		18 - 34	35 - 49	50 - 64	65 +	0 - 2 yrs	3 - 5 yrs	6 - 10 yrs	11 - 20 yrs	> 20 yrs	< \$25,000	\$25 to \$49	\$50 to \$74	\$75 to \$99	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Income Level in Thousands	< \$25,000	10.0%	8.3%	18.9%	29.7%	12.5%	4.5%	15.4%	15.4%	19.3%	100.0%	0.0%	0.0%	0.0%	0.0%	16.5%	16.4%
	\$25 to \$49	32.0%	31.0%	32.4%	45.3%	46.9%	40.9%	30.8%	30.8%	34.3%	0.0%	100.0%	0.0%	0.0%	0.0%	35.3%	35.1%
	\$50 to \$74	38.0%	27.4%	29.7%	15.6%	31.3%	36.4%	23.1%	38.5%	22.9%	0.0%	0.0%	100.0%	0.0%	0.0%	28.1%	26.1%
	\$75 to \$99	14.0%	14.3%	9.5%	4.7%	6.3%	13.6%	17.9%	5.1%	10.7%	0.0%	0.0%	0.0%	100.0%	0.0%	10.1%	11.2%
	\$100,000 +	6.0%	19.0%	9.5%	4.7%	3.1%	4.5%	12.8%	10.3%	12.9%	0.0%	0.0%	0.0%	0.0%	100.0%	10.1%	11.2%
		Age Group				Length of Residence					Income Level in Thousands					Gender	
		18 - 34	35 - 49	50 - 64	65 +	0 - 2 yrs	3 - 5 yrs	6 - 10 yrs	11 - 20 yrs	> 20 yrs	< \$25,000	\$25 to \$49	\$50 to \$74	\$75 to \$99	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Gender	Male	51.9%	46.0%	52.5%	51.9%	42.4%	51.9%	61.0%	61.5%	45.9%	51.1%	51.0%	52.7%	48.3%	48.3%	100.0%	0.0%
	Female	48.1%	54.0%	47.5%	48.1%	57.6%	48.1%	39.0%	38.5%	54.1%	48.9%	49.0%	47.3%	51.7%	51.7%	0.0%	100.0%

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