

DOWNTOWN  
REVITALIZATION &  
ECONOMIC  
ASSISTANCE FOR  
MISSOURI

SEPTEMBER 2010

# VISITOR SURVEY REPORT

FINAL SURVEY  
FINDINGS AND RESULTS

Fulton, Missouri



PGAVPLANNERS





## ACKNOWLEDGMENTS



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



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## SECTION I

### EXECUTIVE SUMMARY

In 2009, UNICOM-ARC coordinated with the City of Fulton and a number of volunteers to conduct a visitor survey in various locations throughout Downtown. Data was entered directly into a website by volunteers. The purpose of the survey was to learn about perceptions of and priorities for the Downtown area in collaboration with the DREAM Initiative.

Two hundred and sixteen (216) interviews were completed from various zip codes outside of Fulton. Residents living in the 65251 zip code were excluded from taking the survey.

#### A. Visiting Downtown Fulton

Respondents were asked several questions about Downtown Fulton. They were first asked the main purpose of their current visit to Fulton. One of four (25.2%) respondents answered "visiting family/friends." Much smaller percentages answered "special events" (19.5%), "shopping" (12.9%), and "business" (11.0%).

Two-thirds (67.5%) of respondents said that they had visited Downtown Fulton before, and a plurality (32.4%) of those respondents visit Downtown Fulton infrequently (once a year or less). Slightly less than that (30.2%) said that they come to Downtown "more than once a year but less than once a month," while 18.7% respondents reported visiting Downtown "more than five times a month." A smaller percentage (14.4%) of respondents said that they come to Downtown "one to five times per month."

#### B. Activities on this Visit to Downtown

When asked about six different activities one might do on a visit to Downtown Fulton, majorities said that they had done or were planning to do two things:

- Dining (92.5%)
- Shopping (65.3%)

Smaller percentages of respondents reported doing other activities tested in this section:

- Special event (46.2%)
- Nightlife/entertainment (32.3%)
- Conducting business (21.6%)
- Government/Post Office (7.9%)

When asked to indicate the “top two reasons [they] most often visit Downtown Fulton,” significant percentages answered “dining” (47.1%), “shopping” (42.7%) and “special event” (20.9%) as one of their top two reasons for visiting Downtown. About one of five (19.9%) answered “this is my first visit to Downtown Fulton.” Smaller percentages answered “conducting business” (9.2%), “nightlife/entertainment” (8.3%), “going to church” (2.4%) and “Government/Post Office” (1.9%).

Two in five (41.8%) respondents indicated that they were staying overnight in Fulton on this visit. Of this group, about one-third (34.1%) responded that they were staying in a “hotel/motel/bed and breakfast” in the Downtown Fulton area, and another (34.1%) responded they were staying with “family/friends.” One of five (22.4%) responded they were staying in a “hotel/motel/bed and breakfast” in the Fulton area but not Downtown.

Almost one in four (24.6%) respondents said they would spend less than \$50 on this visit to Downtown excluding lodging, and an additional 28.5% said they would spend between \$50 and \$99. Three in ten (30.0%) responded that they would spend between \$100 and \$199. Very few said they would spend more than \$200 (6.3%).

Respondents were also asked whether “any children under the age of 18” came with them on this visit to Downtown. One in eight (13.0%) visited with a child, and more than eight in ten (85.1%) said that a child under the age of 18 had not accompanied them on this visit Downtown.

### **C. Using Downtown Fulton**

Respondents were asked about the ease and convenience of Downtown Fulton. A solid majority (56.7%) said that it is “very” easy to find their way around Downtown. Overall, almost nine in ten (88.5%) respondents said that it was “very” or “somewhat” easy to do so. Just under three quarters of (73.4%) respondents said that parking Downtown was “very” or “somewhat” convenient, and well over half (59.2%) indicated that Downtown business hours are “very” or “somewhat” convenient.”

### **D. Additions and Improvements to Downtown Fulton**

Respondents were asked “what kinds of restaurants or entertainment opportunities would make [them] more likely to visit Downtown Fulton.” Interviewers recorded respondents’ first two responses to this question. Close to half would like to see more “family restaurants” (48.1%). Other popular choices were: “fine dining” (30.1%), “microbrewery” (21.4%) and “outdoor dining” (19.4%).

When asked “what kinds of businesses” would make visitors more likely to visit Downtown Fulton, a plurality of respondents cited one item<sup>1</sup>: more shops in general (27.3%). One in four (25.3%) respondents cited “women’s clothing store,” 18.7% responded “antique shops,” 17.7% said “specialty/upscale shops” and 17.2% “men’s clothing shops.”

Smaller percentages cited additional items:

- Bookstore (13.6%)
- Arts and crafts store (13.6%)

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<sup>1</sup> Respondents were allowed to provide up to two responses to this question.

- Art galleries/shops (13.1%)
- Music store (10.1%)
- Lodging/bed and breakfast (8.1%)
- Convenience/grocery store (6.6%)
- Children's clothing stores (2.0%)

Respondents were also asked “what other physical improvements” they believed “would make Downtown Fulton more appealing.” Again, interviewers recorded respondents’ first two responses to this question. About one-third of respondents said “renovation of historic buildings” (36.5%). “Changing parallel parking to angle parking” (25.0%), “benches/more green space” (24.5%) and “more landscaping such as trees or plantings” (18.0%) were responses given by smaller percentages of respondents.

#### **E. Respondent Profile**

Respondents were presented with a list of hobbies and asked to indicate if each was a hobby of theirs. Eight hobbies were practiced by majorities of respondents:

- Walking/hiking (65.0%)
- Retail/boutique shopping (62.1%)
- Antique shopping (62.0%)
- Fine dining (60.6%)
- Theater (55.8%)
- Hunting/fishing (55.6%)
- Camping (51.4%)
- Boating (51.4%)

Smaller percentages practiced the following hobbies:

- Biking (43.6%)
- Golf (38.2%)

Respondents were drawn from across a range of age and income levels. A demographic breakdown of respondents is included in the accompanying overview of data.

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## SECTION II

### OVERVIEW OF DATA

In 2009, UNICOM-ARC coordinated with the City of Fulton to conduct a visitor survey in various locations throughout Downtown with assistance from volunteers. Data was entered directly into a website or a PDA by volunteers. The purpose of the survey was to learn about perceptions of and priorities for the Downtown area in collaboration with the DREAM Initiative.

Two hundred and sixteen (216) interviews were completed. Residents living in the 65251 zip code were excluded from taking the survey.

This Overview of Data provides overall results of every question asked. We give exact wording of each question, editing only some instructions in the interest of space. Top responses are bolded.

		%
2. What is the main purpose of your visit to Fulton today?	Shopping	12.9%
	<b>Visiting family/friends</b>	<b>25.2%</b>
	Business	11.0%
	Special event	19.5%
	Government/Post Office	.0%
	<b>Other (Please specify below)</b>	<b>31.4%</b>

		%
3. Are you staying overnight in Fulton?	Yes	41.8%
	<b>No</b>	<b>58.2%</b>

		%
4. Where are you staying overnight in Fulton?	<b>Hotel/motel/bed and breakfast in Downtown Fulton area</b>	<b>34.1%</b>
	<b>With family or friends</b>	<b>34.1%</b>
	Hotel/motel/bed and breakfast in Fulton area but not Downtown	22.4%
	Other (Please specify below)	7.1%
	Campground/RV park	2.4%

		%
5. Have you visited Downtown Fulton before today?	<b>Yes</b>	<b>67.5%</b>
	No	32.5%

		%
6. How often do you visit Downtown Fulton?	<b>Once a year or less</b>	<b>32.4%</b>
	More than once a year but less than once a month	30.2%
	One to five times per month	14.4%
	More than 5 times a month	18.7%
	Other (Please specify below)	4.3%

		Yes	No	I don't know
		%	%	%
7. On this visit to Fulton, which of these activities do you plan to do specifically in the Downtown area?	7a. Special event	46.2%	45.5%	8.3%
	7b. Shopping	65.3%	26.6%	8.1%
	<b>7c. Dining</b>	<b>92.5%</b>	4.8%	2.7%
	7d. Nightlife/entertainment	32.3%	56.4%	11.3%
	7e. Conducting business	21.6%	71.6%	6.7%
	7f. Government/Post Office	7.9%	84.1%	7.9%

		%
8. What are the top two reasons you most often visit Downtown Fulton?	<b>Dining</b>	<b>47.1%</b>
	Shopping	42.7%
	Special event	20.9%
	This is my first visit to Downtown Fulton	19.9%
	Conducting business	9.2%
	Nightlife/entertainment	8.3%
	Other	8.7%
	Going to church	2.4%
	Government/Post Office	1.9%

\* Respondents were allowed to provide up to two responses, thus percentages add to more than 100%.

		%
9. How easy would you say it is to find your way around Downtown Fulton?	<b>Very easy</b>	<b>56.7%</b>
	Somewhat easy	31.7%
	Somewhat difficult	2.4%
	Very difficult	1.4%
	I don't know	7.7%
	<i>Very/somewhat easy</i>	<i>88.5%</i>
	<i>Somewhat/very difficult</i>	<i>3.8%</i>

		%
10. How convenient would you say that parking is Downtown?	<b>Very convenient</b>	<b>37.2%</b>
	Somewhat convenient	36.2%
	Somewhat inconvenient	9.7%
	Very inconvenient	9.2%
	I don't know	7.7%
	<i>Very/somewhat convenient</i>	<i>73.4%</i>
	<i>Somewhat/very inconvenient</i>	<i>18.8%</i>

	%	
11. How convenient would you say that the hours of Downtown businesses are?	Very convenient	26.2%
	<b>Somewhat convenient</b>	<b>33.0%</b>
	Somewhat inconvenient	7.8%
	Very inconvenient	1.9%
	I don't know	31.1%
	<i>Very/somewhat convenient</i>	<i>59.2%</i>
	<i>Somewhat/very inconvenient</i>	<i>9.7%</i>

	%	
12. What kinds of restaurants or entertainment opportunities would make you more likely to visit Downtown Fulton?	<b>Family restaurants</b>	<b>48.1%</b>
	Fine dining	30.1%
	Microbrewery	21.4%
	Outdoor dining	19.4%
	Bands/live concerts/music	17.5%
	Sports bar and grill	12.6%
	Family events	10.7%
	Bars/nightlife	8.3%
	More special events	7.3%
	Game room/arcade/pool room	6.8%
	Activities for teenagers	2.4%
Other	1.9%	

\* Respondents were allowed to provide up to two responses, thus percentages add to more than 100%.

	%
	<b>27.3%</b>
<b>More shops (in general)</b>	
Women's clothing stores	25.3%
Antique shops	18.7%
Specialty/upscale shops	17.7%
Men's clothing stores	17.2%
Bookstore	13.6%
Arts and crafts store	13.6%
Art galleries/shops	13.1%
Music store	10.1%
Lodging/bed and breakfast	8.1%
Convenience/grocery store	6.6%
Other	3.5%
Children's clothing stores	2.0%

13. What kinds of businesses do you think would make you more likely to visit Downtown Fulton?

*\* Respondents were allowed to provide up to two responses, thus percentages add to more than 100%.*

		%
14. What other physical improvements do you think would make Downtown Fulton more appealing?	<b>Renovation of historic buildings</b>	<b>36.5%</b>
	Changing parallel parking to angle parking	25.0%
	Benches/more green space	24.5%
	More landscaping such as trees or plantings	18.0%
	Better signage	13.0%
	More/better parking	12.5%
	Murals/artwork/sculptures	11.5%
	Connecting Downtown with the campuses	11.5%
	Better maintained buildings	6.5%
	New/better sidewalks	5.5%
	More/better lighting	3.0%
Cleaner	3.0%	
Other	2.5%	

\* Respondents were allowed to provide up to two responses, thus percentages add to more than 100%.

		%
15. Excluding lodging, how much money are you likely to spend in Downtown Fulton during this visit?	less than \$50	24.6%
	\$50 - \$99	28.5%
	<b>\$100 - \$199</b>	<b>30.0%</b>
	\$200 or more	6.3%
	Other/don't know	10.6%

		Yes	No	I don't know
		%	%	%
16. Please indicate which of the following are hobbies of yours?	16a. Retail/boutique shopping	62.1%	36.6%	1.2%
	16b. Biking	43.6%	54.4%	2.0%
	16c. Camping	51.4%	45.9%	2.7%
	16d. Antique shopping	62.0%	35.4%	2.5%
	16e. Hunting/fishing	55.6%	42.4%	2.0%
	<b>16f. Walking/hiking</b>	<b>65.0%</b>	32.5%	2.5%
	16g. Fine dining	60.6%	36.1%	3.2%
	16h. Boating	51.4%	44.4%	4.2%
	16i. Golf	38.2%	58.1%	3.7%
	16j. Theater	55.8%	37.4%	6.8%

		%
17. In which of the following age groups are you?	18-34	29.4%
	35-49	16.2%
	<b>50-64</b>	<b>35.3%</b>
	65 or over	19.1%
	Other, don't know, refused	.0%

		%
18. Did any children under the age of 18 come with you Downtown today?	Yes	13.0%
	<b>No</b>	<b>85.1%</b>
	Other, don't know	1.9%

		%
19. Which category that best describes your annual household income from 2008?	Under \$25,000	13.5%
	<b>\$25,000 to \$49,999</b>	<b>23.2%</b>
	\$50,000 to \$74,999	15.9%
	\$75,000 to \$99,999	13.0%
	\$100,000 plus	18.8%
	Other, don't know, refused	15.5%

		%
20. Gender	Male	46.4%
	<b>Female</b>	<b>53.6%</b>

Zip codes less than 75 miles from Fulton			
Zip code	City	State	Frequency
65041	Hermann	MO	1
65110	Jefferson City	MO	1
63367	Lake Saint Louis	MO	1
65270	Moberly	MO	1
63361	Montgomery City	MO	1
63068	New Haven	MO	1
65010	Ashland	MO	3
65265	Mexico	MO	3
65080	Tebbetts	MO	3
65203	Columbia	MO	4
65043	Holts Summit	MO	4
65059	Mokane	MO	4
65077	Steedman	MO	4
65201	Columbia	MO	5
65202	Columbia	MO	5
65205	Columbia	MO	5
65262	Kingdom City	MO	5
65109	Jefferson City	MO	7
65101	Jefferson City	MO	8
65063	New Bloomfield	MO	8

Zip codes greater than 75 miles from Fulton							
Zip code	City	State	Frequency	Zip code	City	State	Frequency
63011	Ballwin	MO	1	53959	Reedsburg	WI	1
74006	Bartlesville	OK	1	95831	Sacramento	CA	1
53916	Beaver Dam	WI	1	63303	Saint Charles	MO	1
76021	Bedford	TX	1	63304	Saint Charles	MO	1
20136	Bristow	VA	1	63123	Saint Louis	MO	1
93010	Camarillo	CA	1	63126	Saint Louis	MO	1
63701	Cape Girardeau	MO	1	63131	Saint Louis	MO	1
37415	Chattanooga	TN	1	63143	Saint Louis	MO	1
37421	Chattanooga	TN	1	63146	Saint Louis	MO	1
63017	Chesterfield	MO	1	98122	Seattle	WA	1
64601	Chillicothe	MO	1	40067	Simpsonville	KY	1
60014	Crystal Lake	IL	1	65809	Springfield	MO	1
45449	Dayton	OH	1	68065	Valparaiso	NE	1
73034	Edmond	OK	1	63090	Washington	MO	1
95757	Elk Grove	CA	1	50595	Webster City	IA	1
63025	Eureka	MO	1	48386	White Lake	MI	1
80439	Evergreen	CO	1	62002	Alton	IL	2
64024	Excelsior Springs	MO	1	75119	Ennis	TX	2
48335	Farmington	MI	1	72903	Fort Smith	AR	2
72734	Gentry	AR	1	64118	Kansas City	MO	2
29445	Goose Creek	SC	1	64131	Kansas City	MO	2
63040	Grover	MO	1	64075	Oak Grove	MO	2
68901	Hastings	NE	1	61615	Peoria	IL	2
63051	House Springs	MO	1	63070	Pevely	MO	2
63755	Jackson	MO	1	65401	Rolla	MO	2
72401	Jonesboro	AR	1	63101	Saint Louis	MO	2
64117	Kansas City	MO	1	63104	Saint Louis	MO	2
64119	Kansas City	MO	1	63376	Saint Peters	MO	2
63501	Kirksville	MO	1	92129	San Diego	CA	2
73505	Lawton	OK	1	31405	Savannah	GA	2
66215	Lenexa	KS	1	62294	Troy	IL	2
20110	Manassas	VA	1	63026	Fenton	MO	3
65344	Miami	MO	1	64804	Joplin	MO	4
74401	Muskogee	OK	1	65301	Sedalia	MO	6
63366	O Fallon	MO	1	63122	Saint Louis	MO	7
32828	Orlando	FL	1	33538	Lake Panasoffkee	FL	8
60543	Oswego	IL	1	33597	Webster	FL	8
63664	Potosi	MO	1				

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## SECTION III

### RESPONSES TO OPEN ENDED QUESTIONS

#### Q2. What is the main purpose of your visit to Fulton today?

School (14)  
Westminster move in (5)  
To eat at Bek's (5)  
College (4)  
Churchill Memorial (3)  
Lunch (3)  
Honeymoon (2)  
Visiting William Woods University (2)  
Vacation (2)  
Westminster (2)  
Schooling (2)  
Account survey  
Birthday  
Birthday  
Car museum  
Callaway Co. Visitor Center  
College student  
College visit  
Dollar General  
Driving around  
Driving thru Central Missouri to enjoy fall colors  
Dropping off student  
Family Wedding  
For lunch  
Freshmen move in  
Fulton State Hospital/ Software  
Get away  
Insurance  
Just passing thru and wanted to see the town  
Just testing  
Lunch/shopping  
Market Survey  
Moving  
Moving in  
On our way to the lake  
Overnight get a way  
Passing through  
Recommended by Fire fighters memorial in Callaway  
Researching family history  
Students at Westminster

To experience Bek's Restaurant  
Travel  
Traveling through on way to Illinois  
Visiting Westminster  
Went for a drive  
Westminster move  
Work

**Q4. Where are you staying overnight in Fulton?**

College (2)  
Loganberry Inn (2)  
Apartment  
Dorm  
Hi Express  
In-laws  
Not sure yet  
Romancing the Past B&B  
Westminster College

**Q6. How often do you visit Downtown Fulton?**

1-2  
1st visit to see Chris Wren's Church  
Attend church, have dinner  
Bek's  
I haven't been here since the 60's  
Not been here in 8 years  
Never  
Only been here once for school familiarization visit  
Special Events at College to see family

**Q8. What are the top two reasons you most often visit Downtown Fulton?**

Westminster (4)  
Family (4)  
Schools (3)  
Bed and Breakfast  
County records library  
Dentist and car care  
Does not apply  
Slower pace nice downtown  
Visit family  
Visit our daughter  
Visiting friends

**Q12. What kinds of restaurants or entertainment opportunities would make you more likely to visit Downtown Fulton?**

A movie theater with several options for film  
Love your special shops  
N/A out of town from VA  
Travel with preschool children

**Q13. What kinds of businesses do you think would make you more likely to visit Downtown Fulton?**

Dining (2)  
Coffee (2)  
Don't shop  
Environmentally friendly boutiques  
Hardware  
Sporting good  
Tack shops

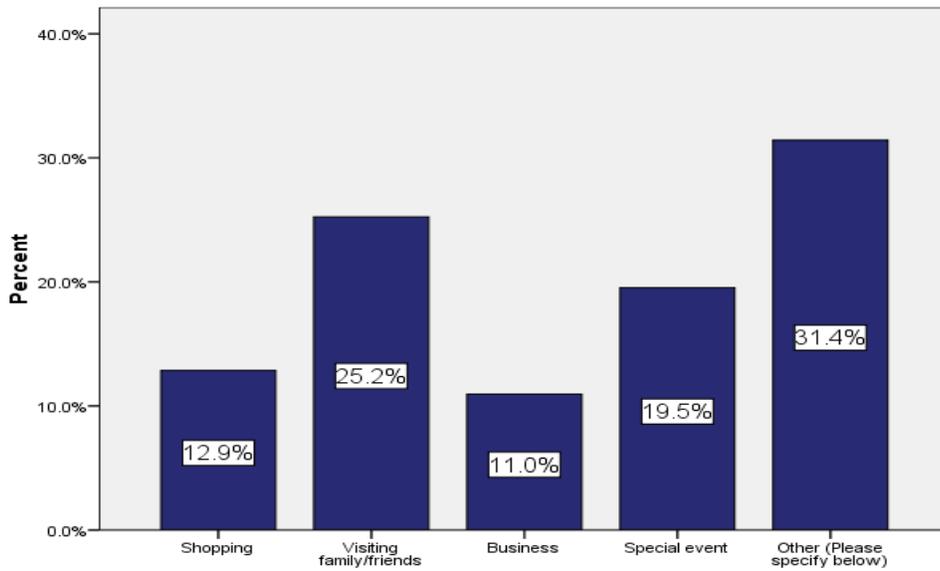
**Q14. What other physical improvements do you think would make Downtown Fulton more appealing?**

Angle parking  
Better streets  
I like it here  
Love your small town  
More shops  
Sky dome  
Solar panels  
Very clean town

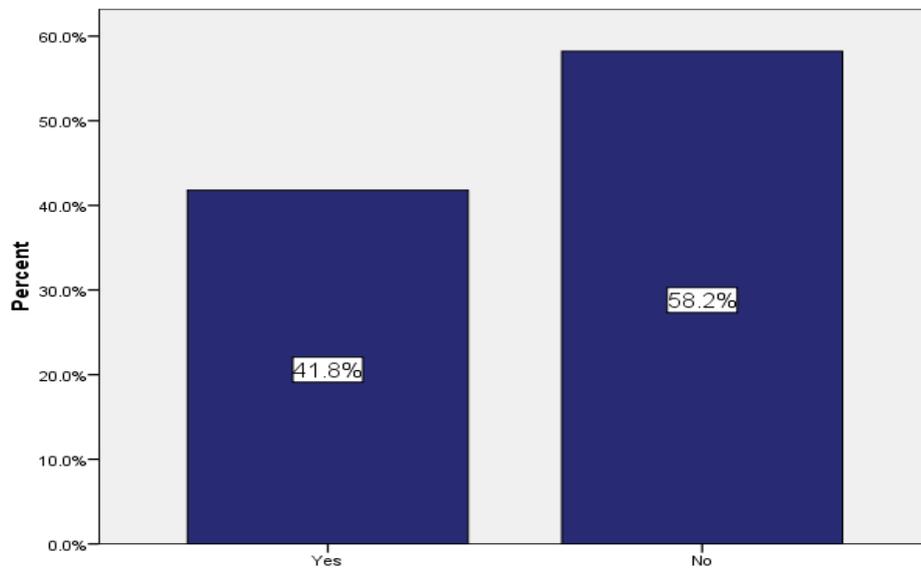
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## SECTION IV

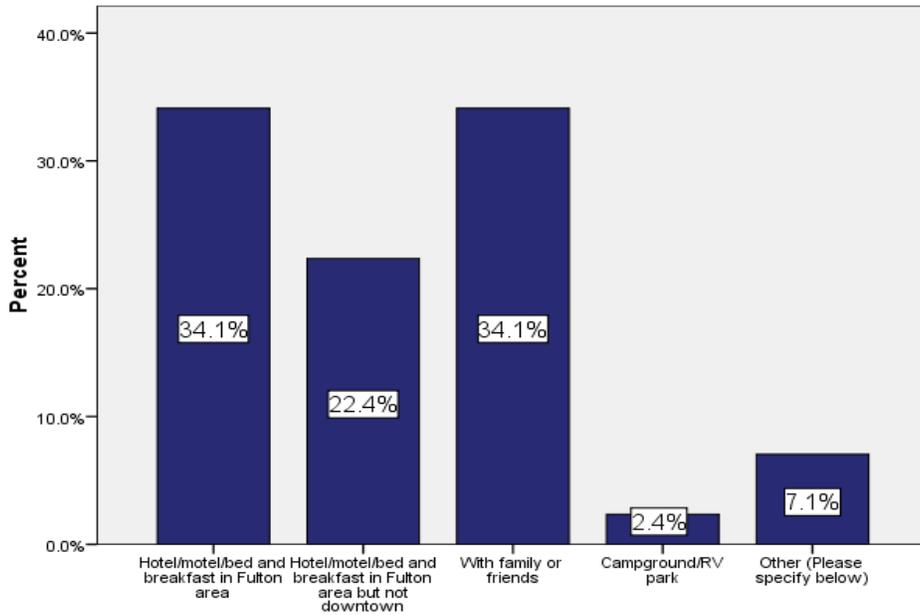
### VISITOR BAR CHARTS



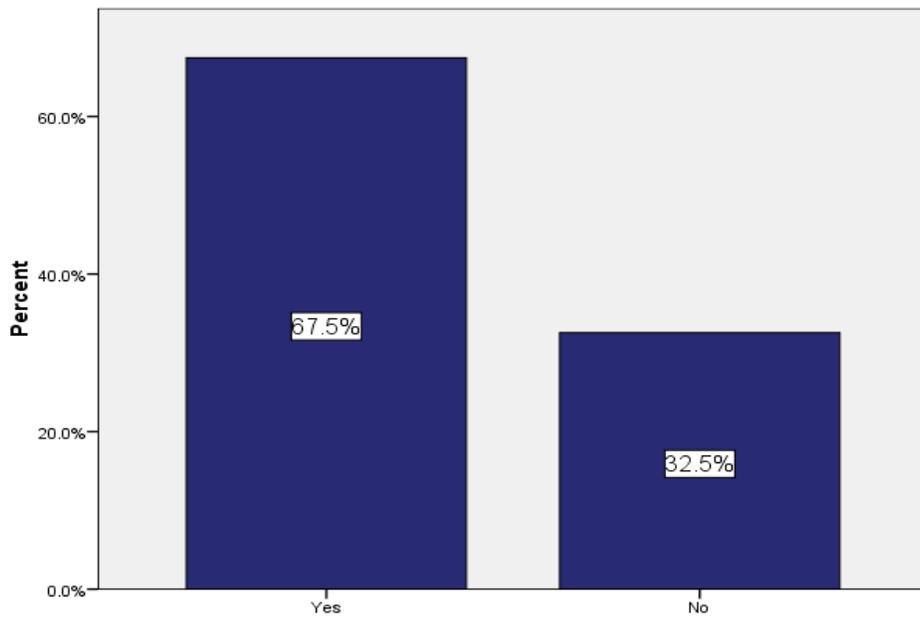
2. What is the main purpose of your visit to Fulton today?



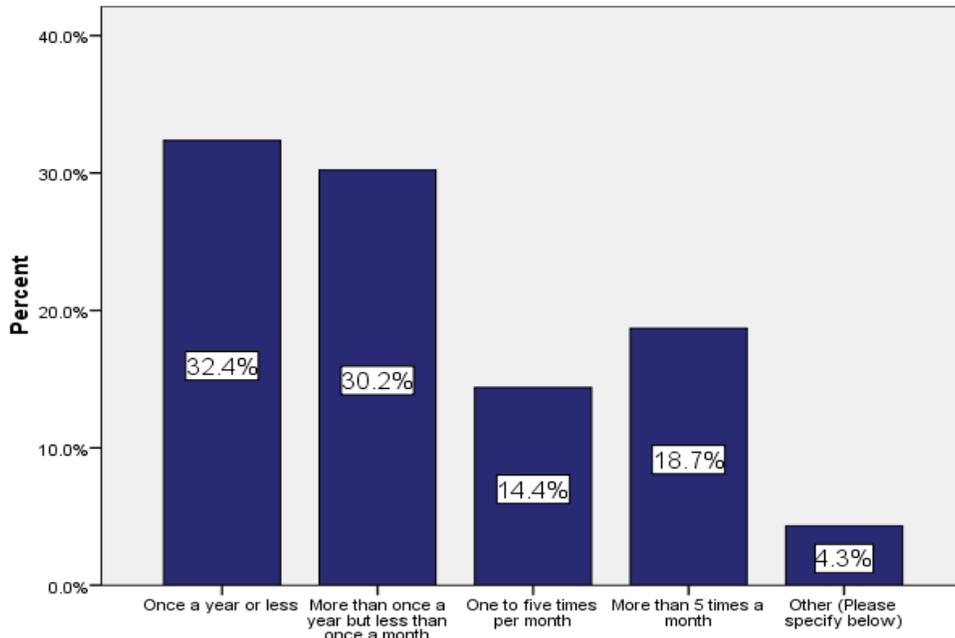
3. Are you staying overnight in Fulton?



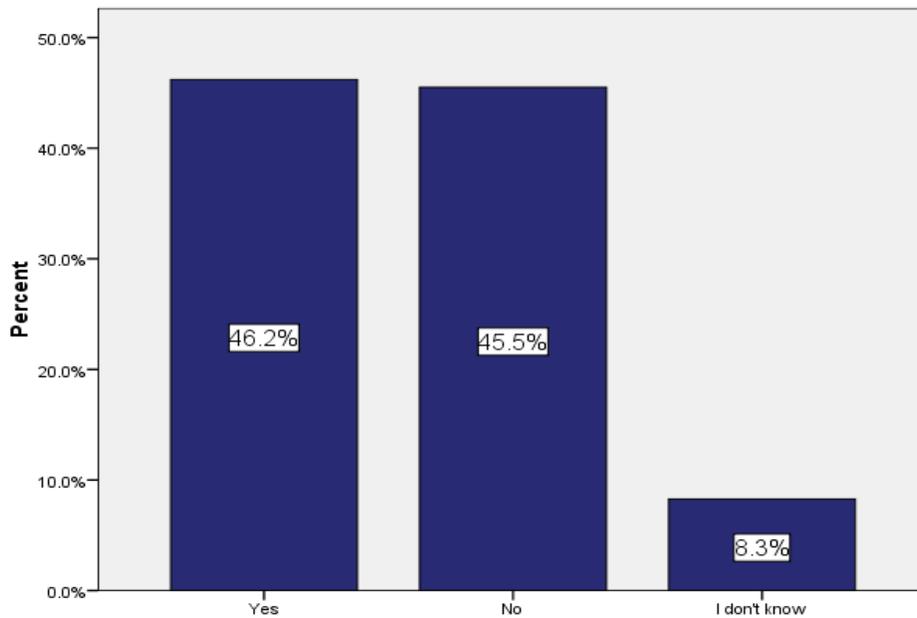
4. Where are you staying overnight in Fulton?



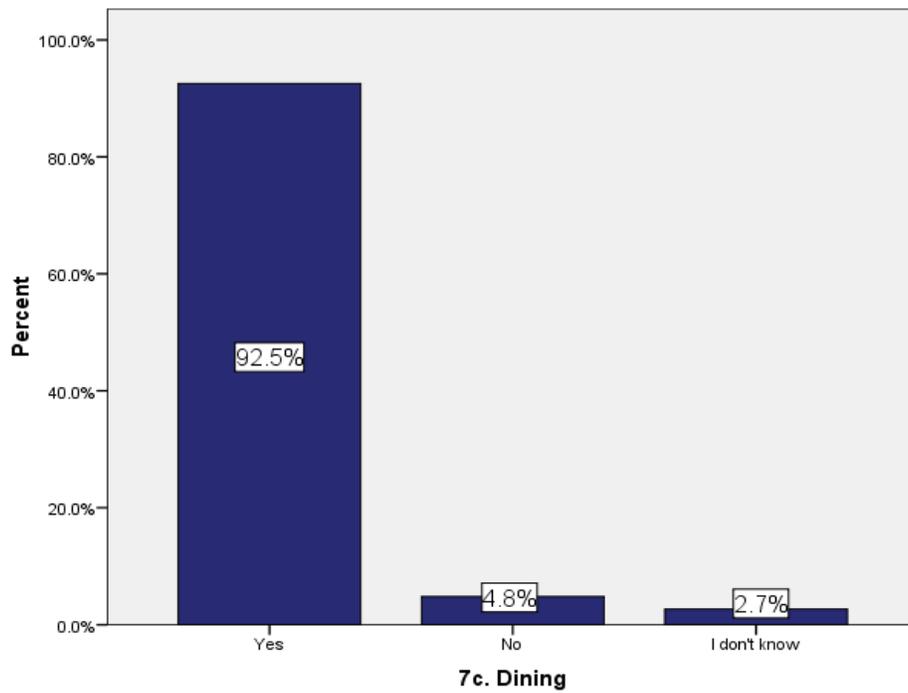
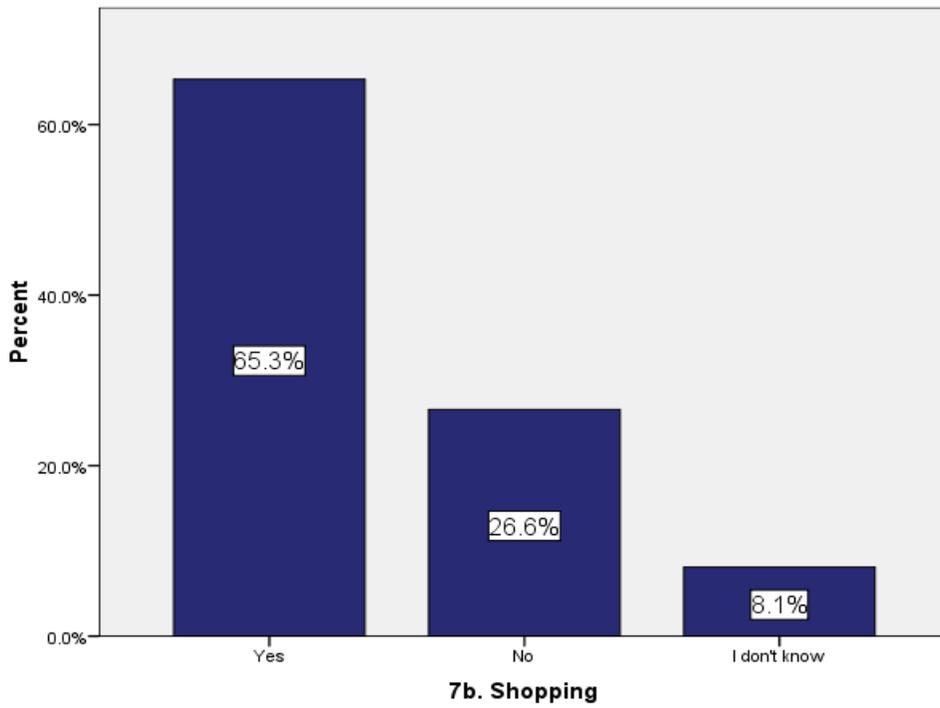
5. Have you visited Downtown Fulton before today?

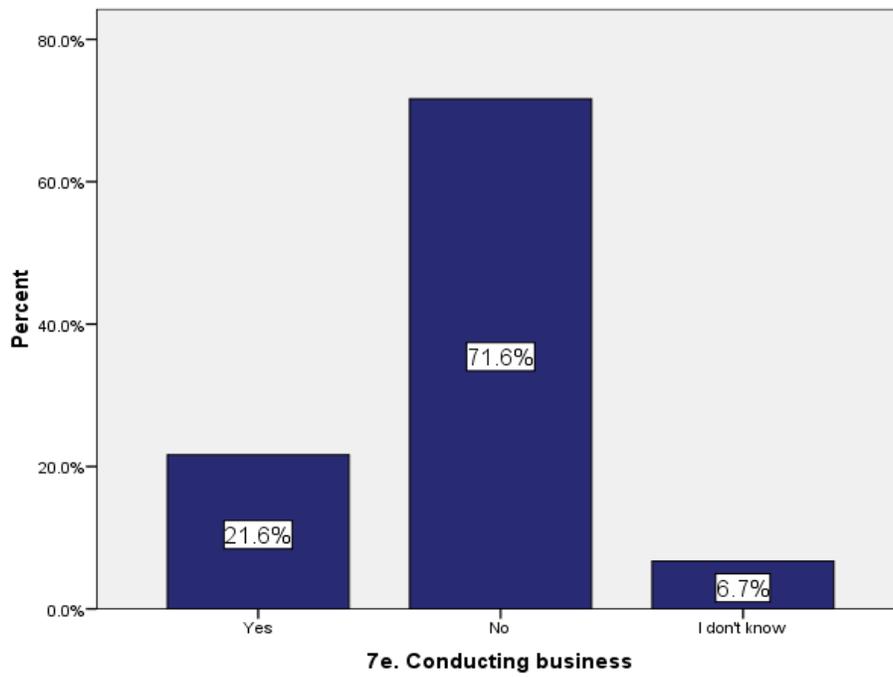
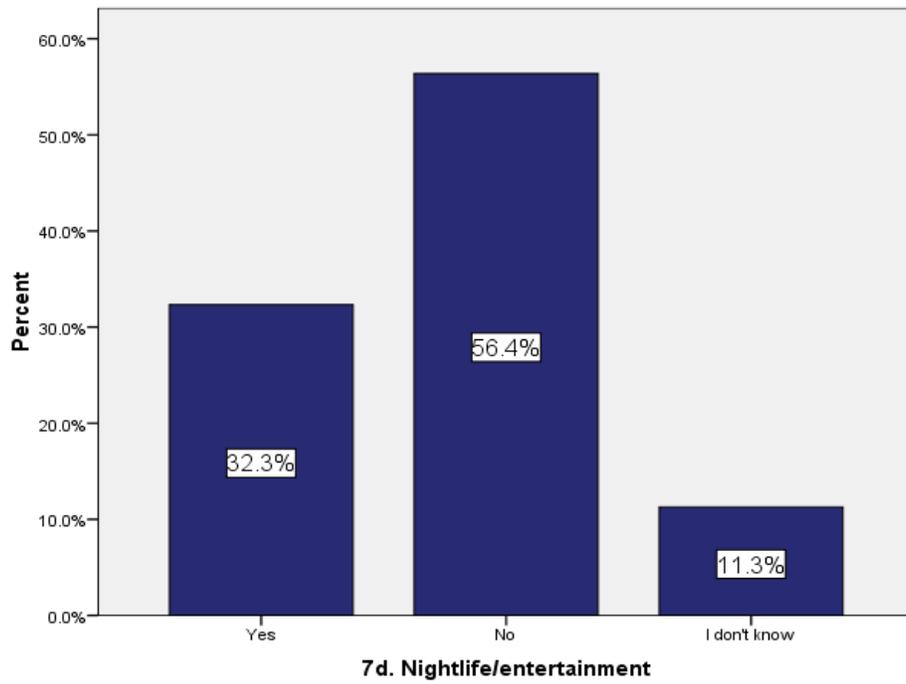


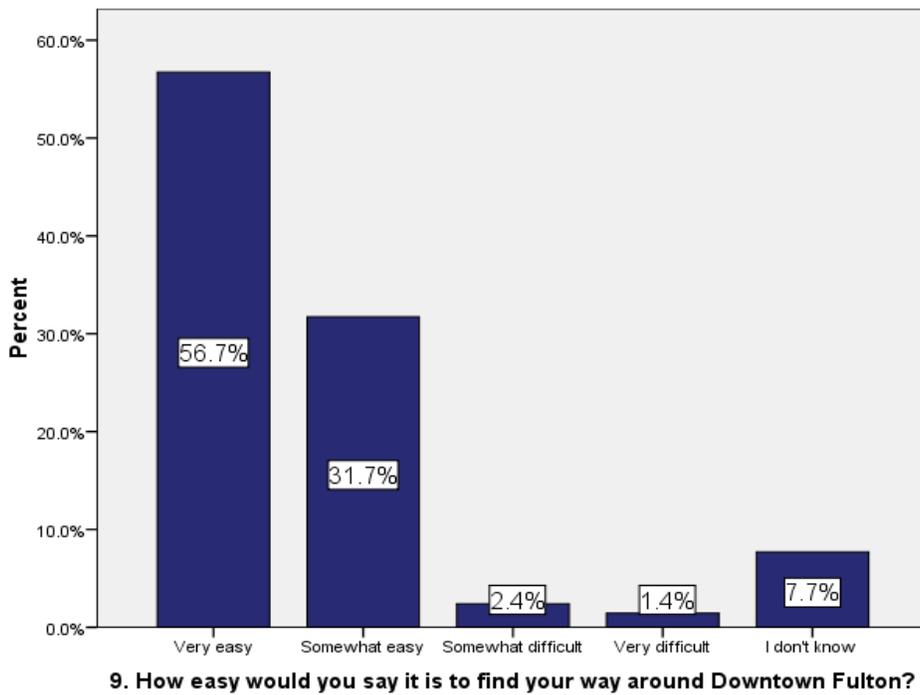
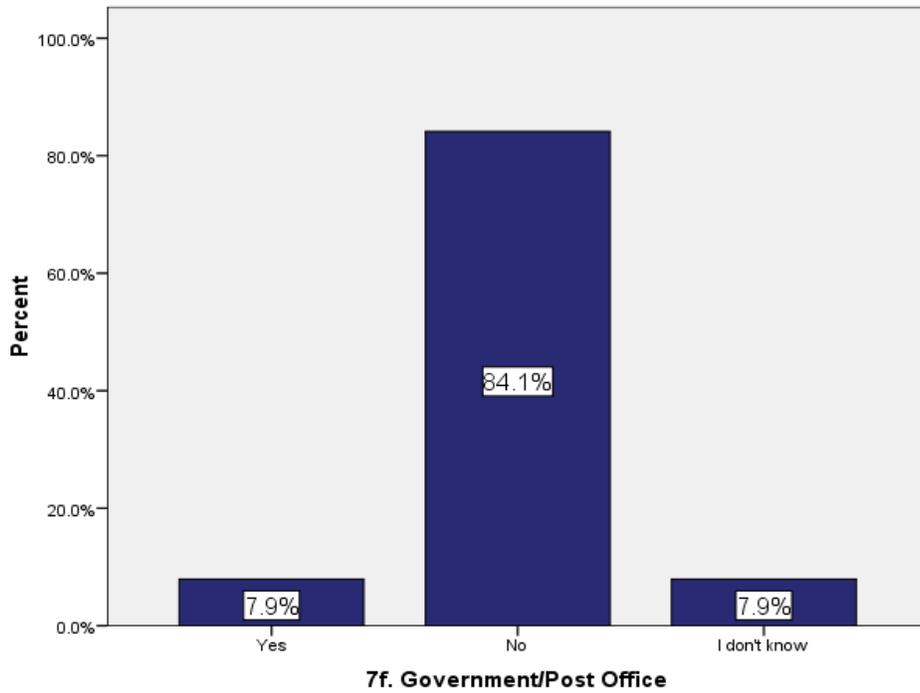
6. How often do you visit Downtown Fulton?

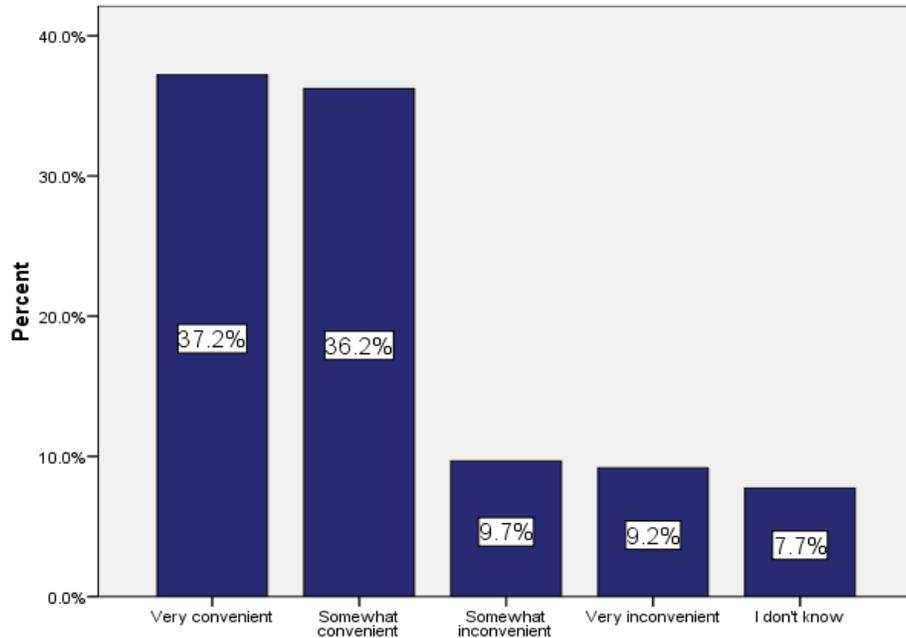


7a. Special event

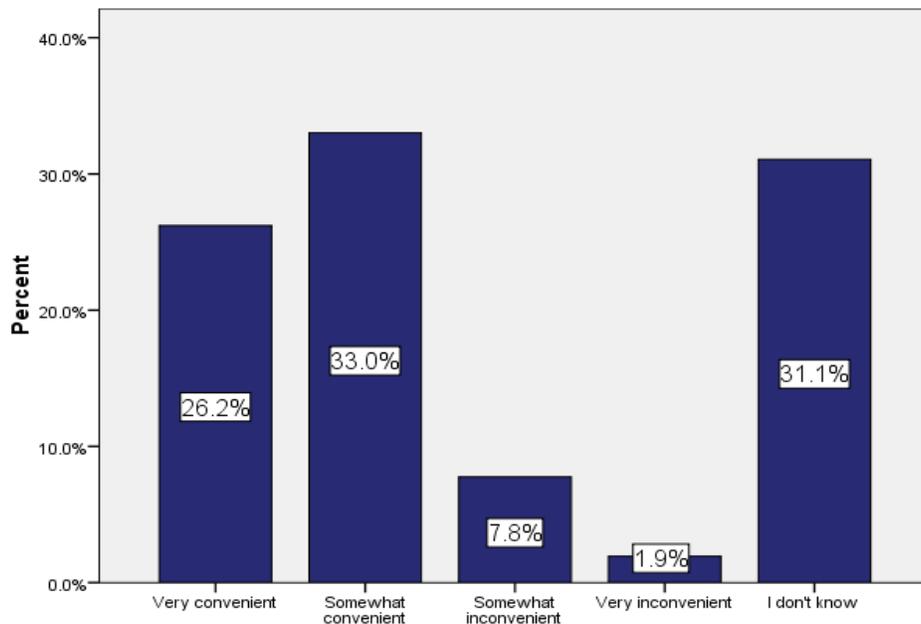




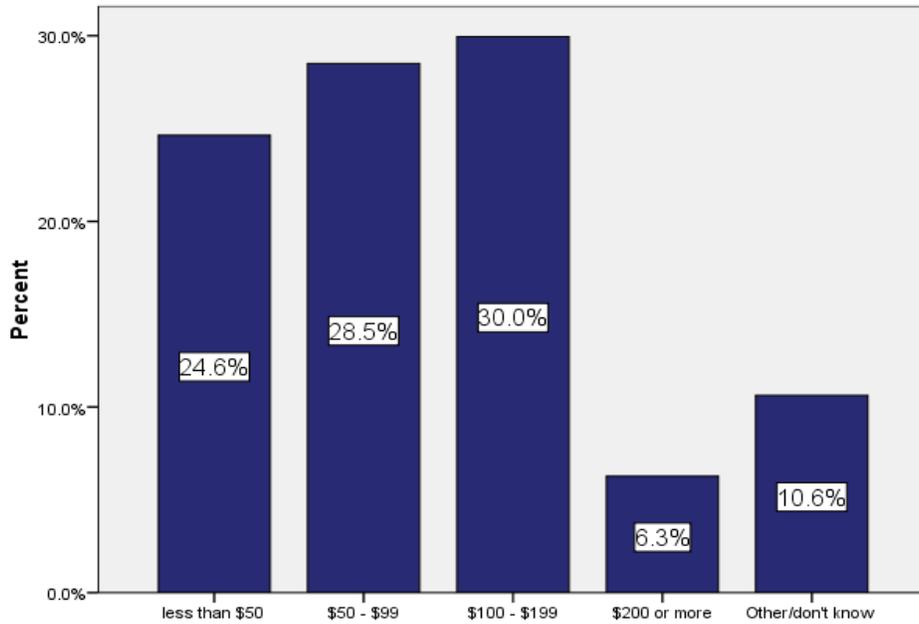




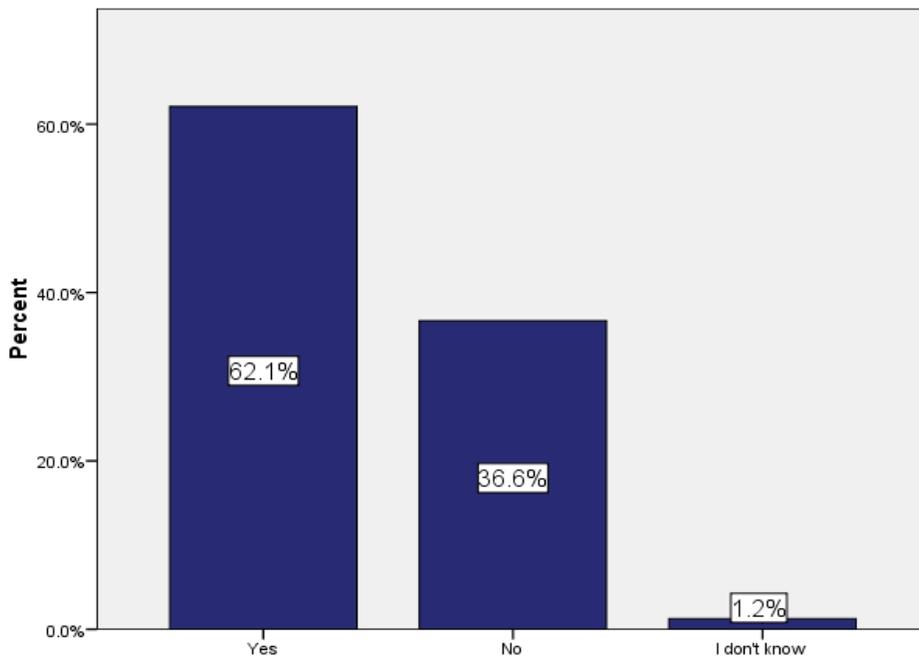
10. How convenient would you say that parking is Downtown?



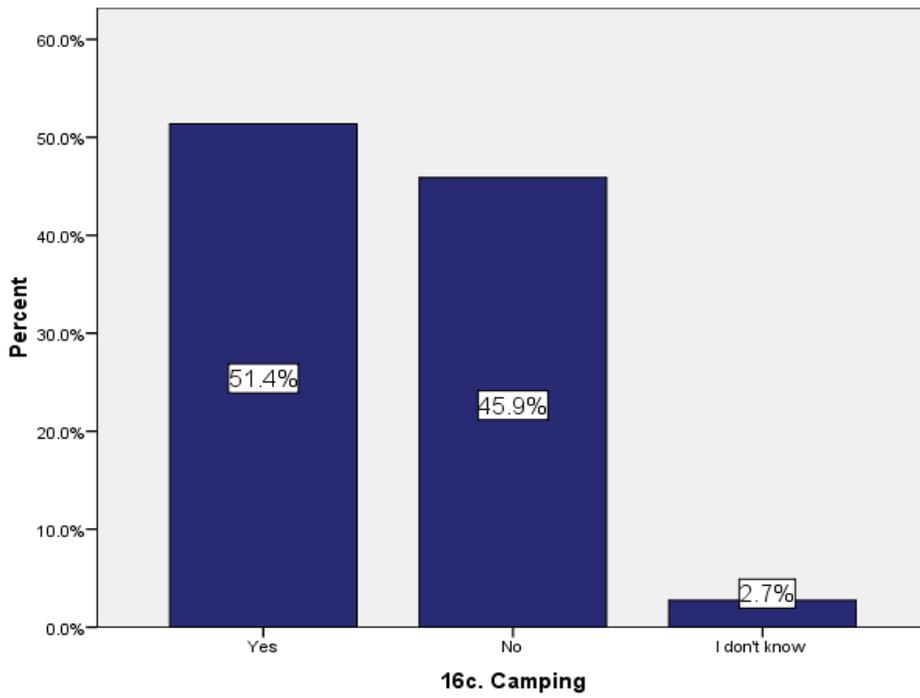
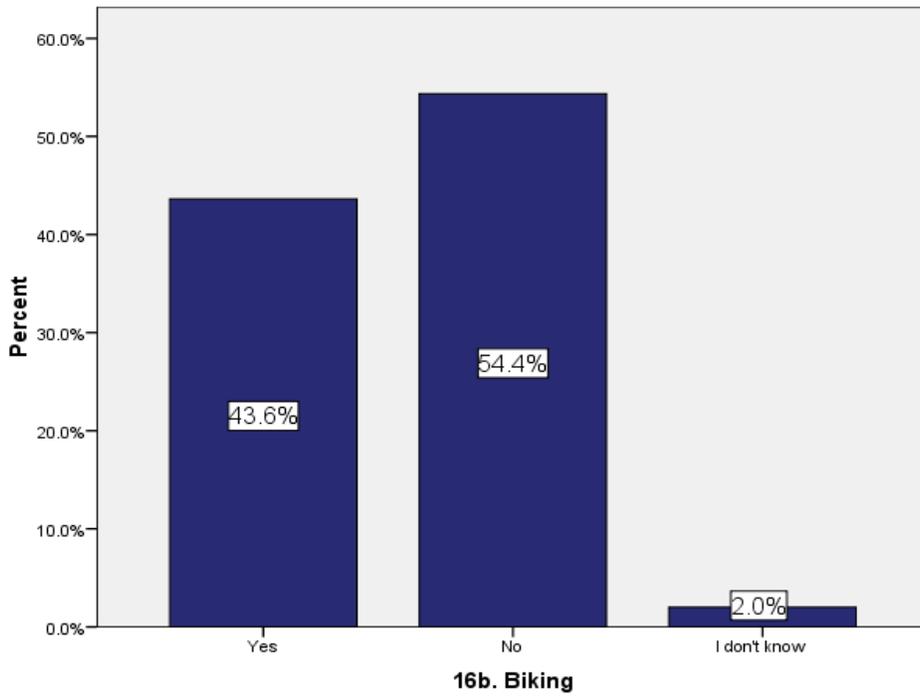
11. How convenient would you say that the hours of Downtown businesses are?

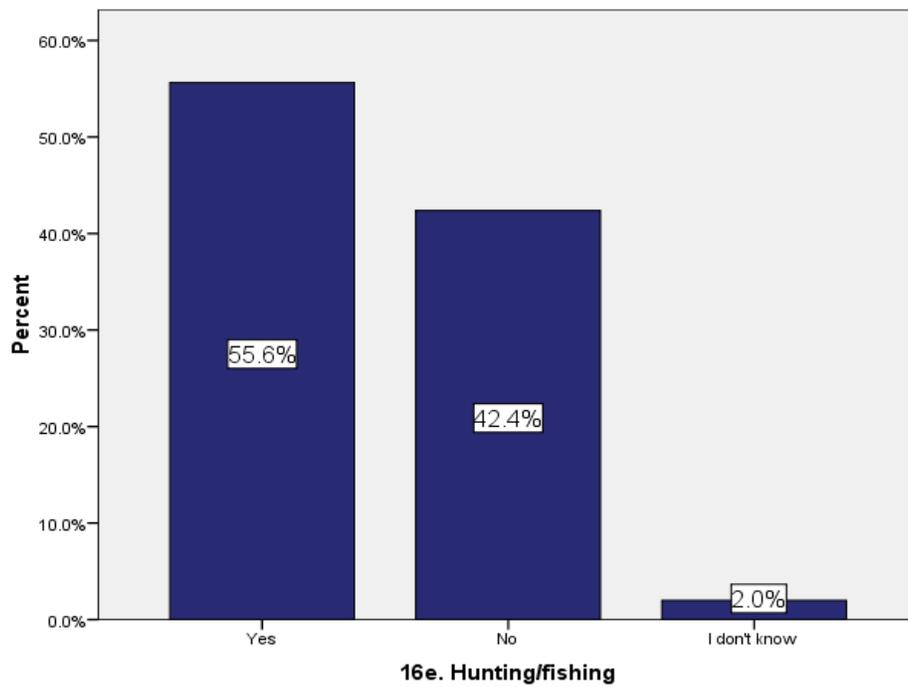
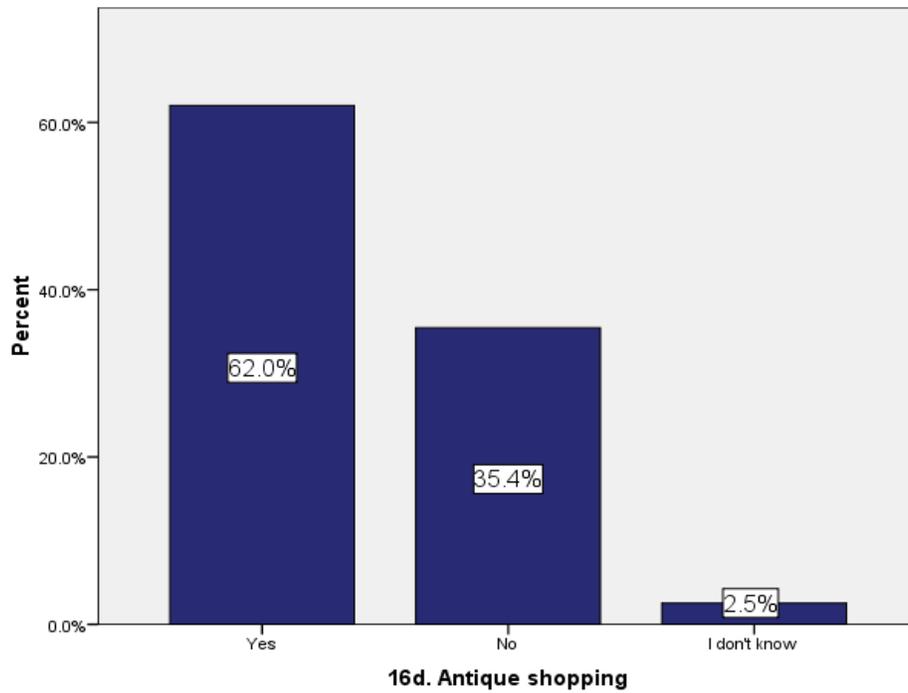


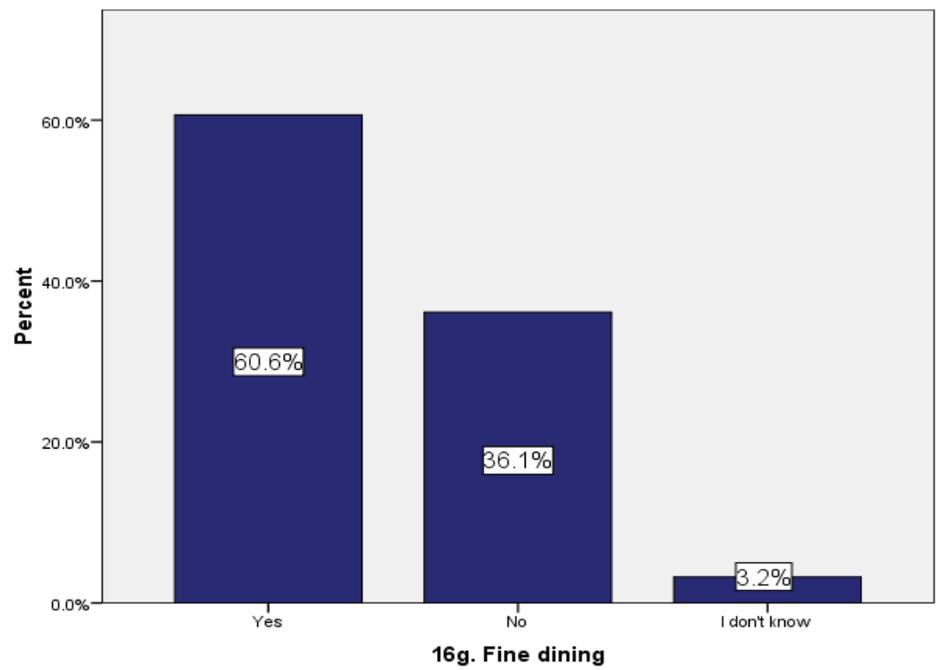
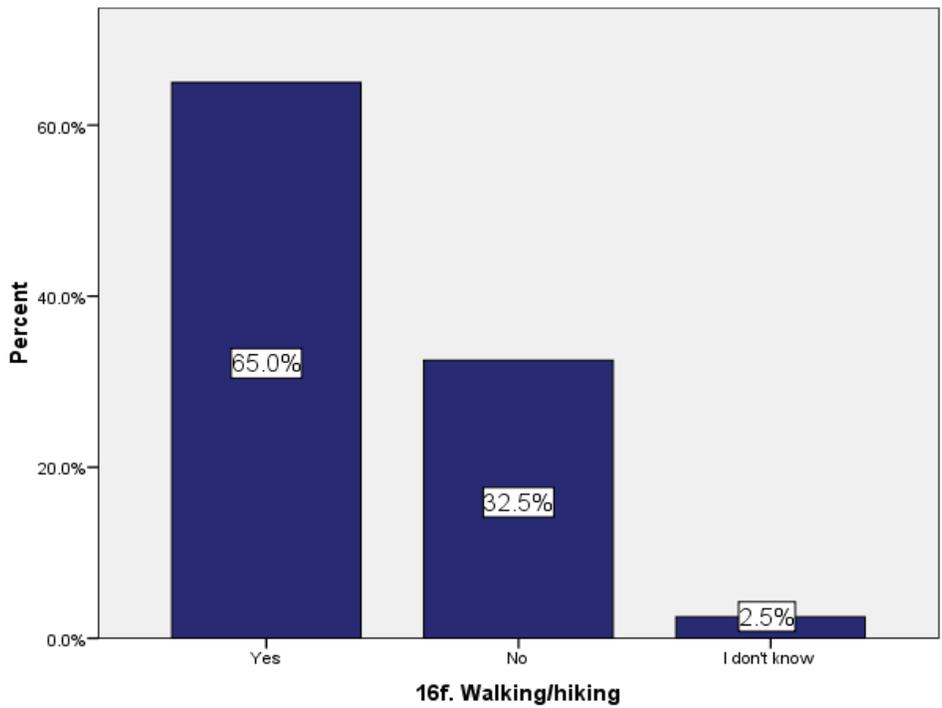
15. Excluding lodging, how much money are you likely to spend in Downtown Fulton during this visit?

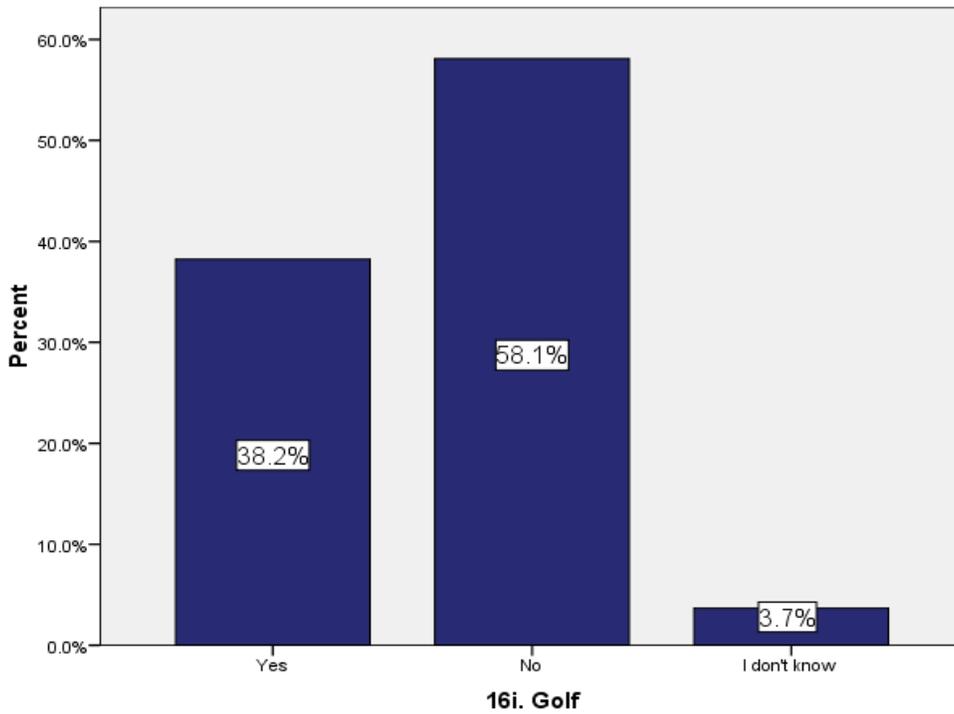
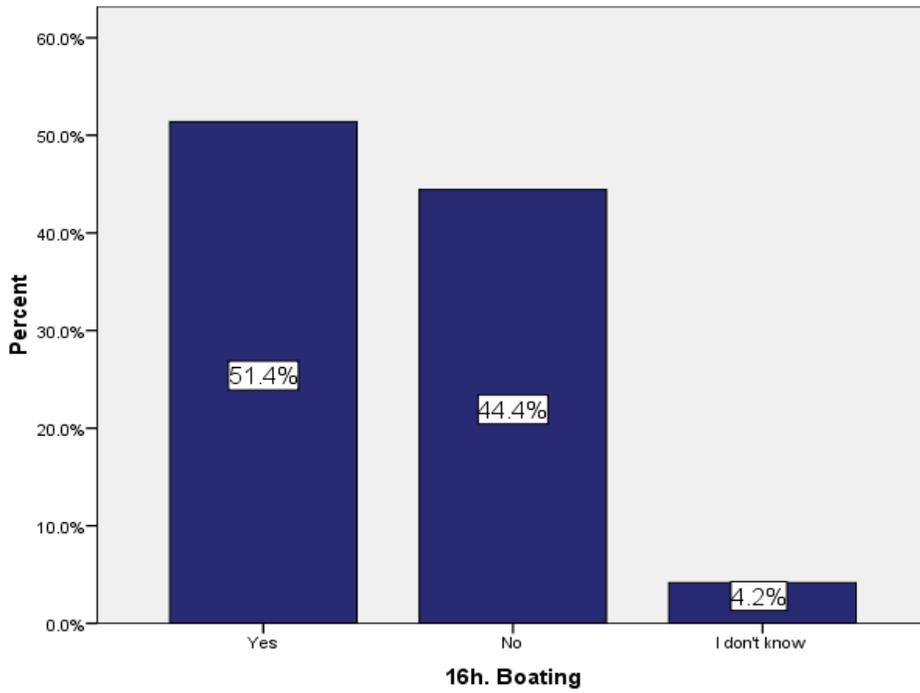


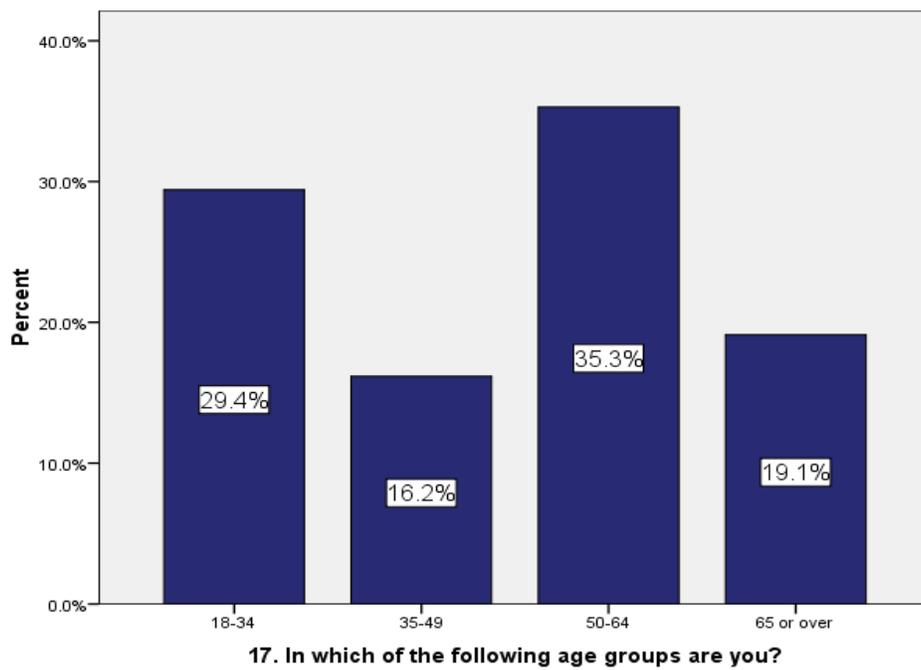
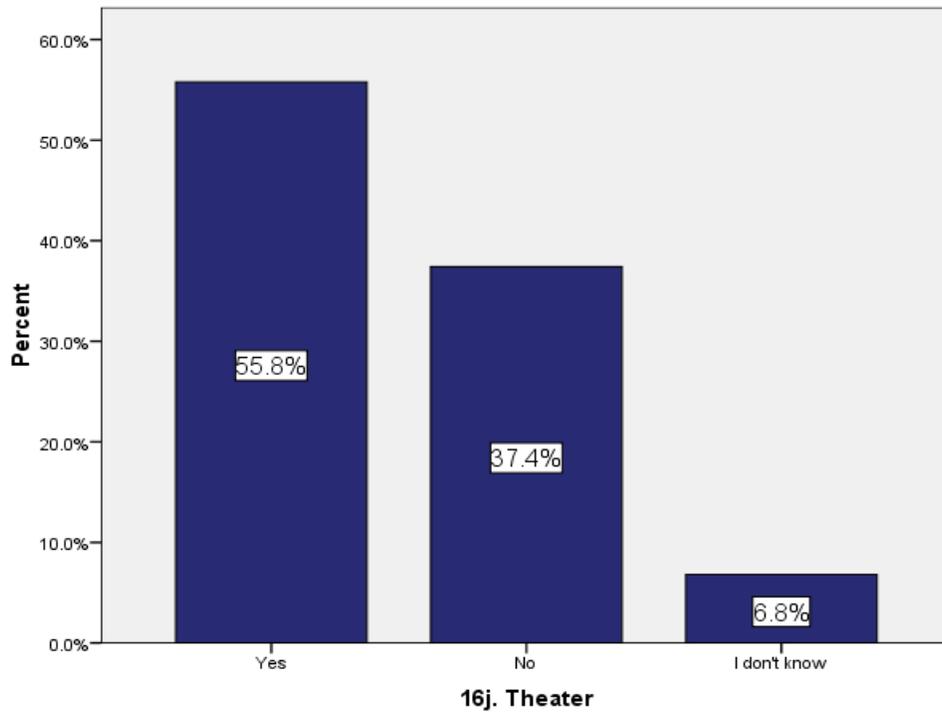
16a. Retail/boutique shopping

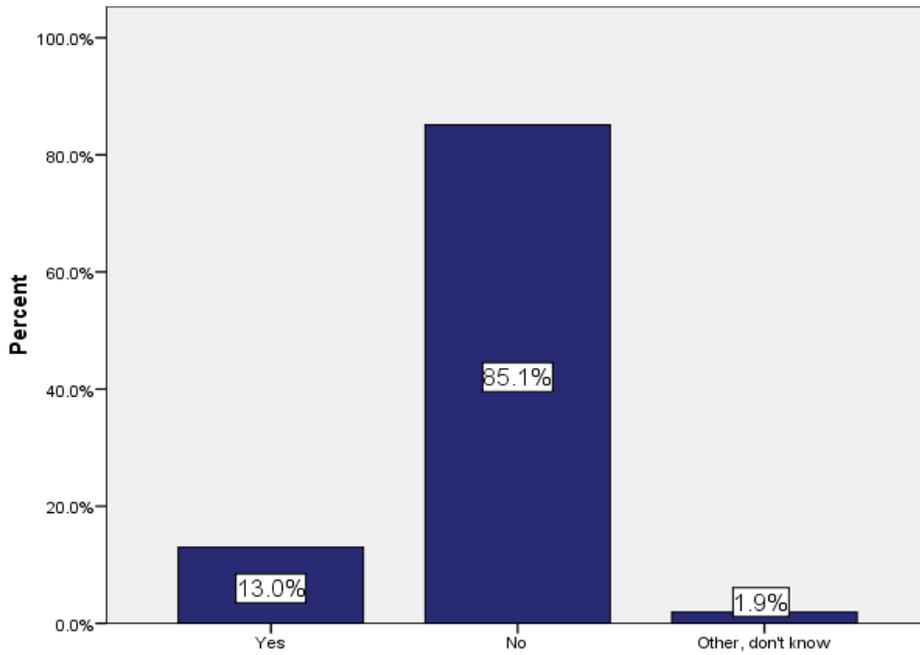




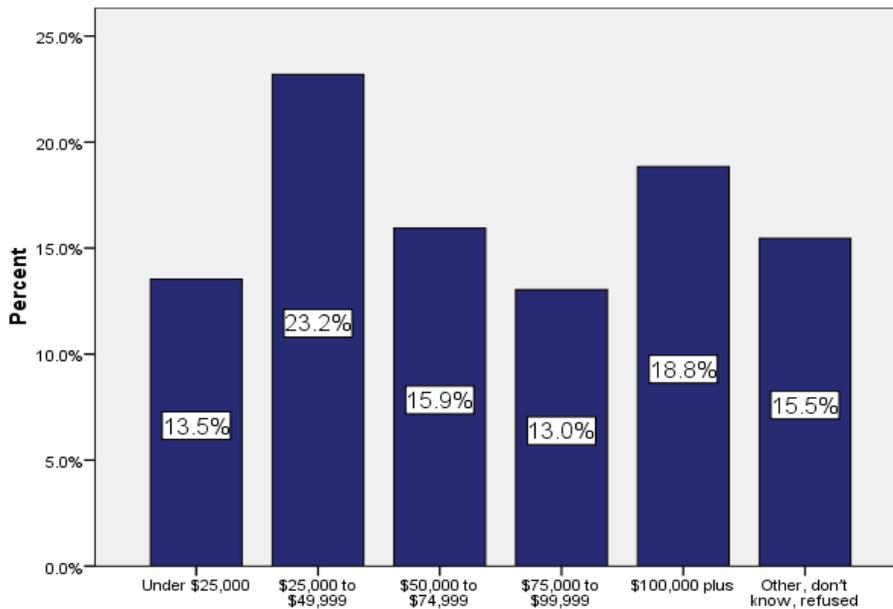




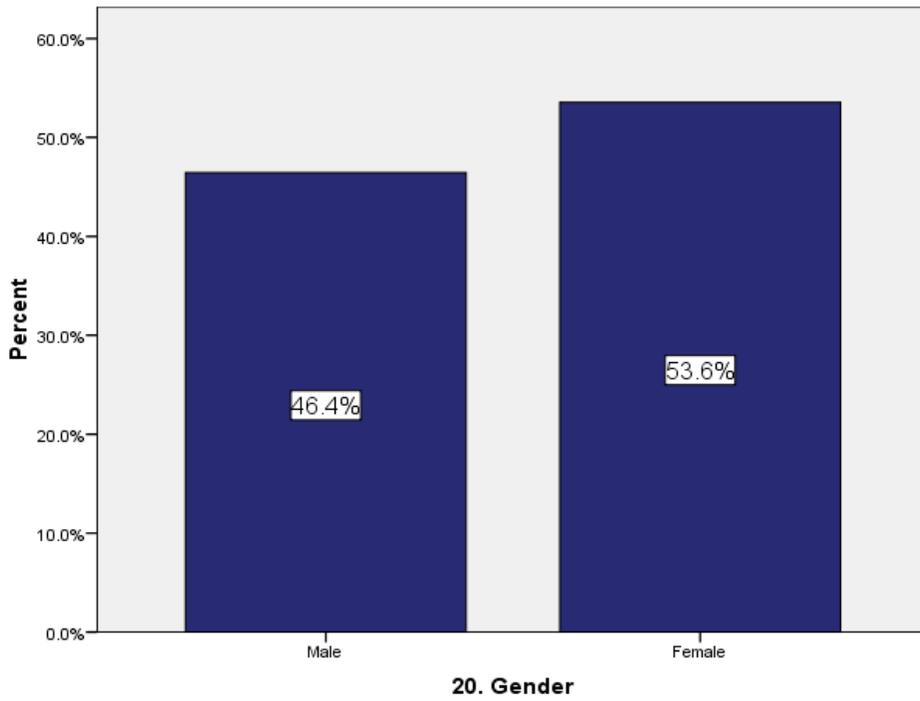




18. Did any children under the age of 18 come with you Downtown today?



19. Which category that best describes your annual household income from 2008?



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## SECTION V

### QUESTIONNAIRE

# Downtown Fulton Visitor Survey

- 1. What is your Zip code?**  
(Only respondents who live outside the 65251 zip code are eligible to complete this survey)

\_\_\_\_\_

- 2. What is the main purpose of your visit to Fulton today?**

- |  |   |
|--|---|
| <input type="checkbox"/> Shopping                | <input type="checkbox"/> Special event                |
| <input type="checkbox"/> Visiting family/friends | <input type="checkbox"/> Government/Post Office       |
| <input type="checkbox"/> Business                | <input type="checkbox"/> Other (Please specify below) |

Please specify

\_\_\_\_\_

- 3. Are you staying overnight in Fulton?**

- Yes  
 No (SKIP to QUESTION 5)

- 4. Where are you staying overnight in Fulton?**

- |  |   |
|--|---|
| <input type="checkbox"/> Hotel/motel/bed and breakfast in Fulton area                  | <input type="checkbox"/> Campground/RV park           |
| <input type="checkbox"/> Hotel/motel/bed and breakfast in Fulton area but not downtown | <input type="checkbox"/> Other (Please specify below) |
| <input type="checkbox"/> With family or friends  |   |

Please specify

\_\_\_\_\_

- 5. Have you visited Downtown Fulton before today?**

- Yes  
 No (SKIP to QUESTION 7)

- 6. How often do you visit downtown Fulton?**

- |   |   |
|---|---|
| <input type="checkbox"/> Once a year or less                              | <input type="checkbox"/> More than 5 times a month    |
| <input type="checkbox"/> More than once a year but less than once a month | <input type="checkbox"/> Other (Please specify below) |
| <input type="checkbox"/> One to five times per month                      |   |

Please specify

\_\_\_\_\_

**7. On this visit to Fulton, which of these activities do you plan to do specifically in the Downtown area?**

	Yes	No	I don't know
a) Special event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Dining	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Nightlife/entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Conducting business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Government/Post Office	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**8. What are the top two reasons you most often visit Downtown Fulton?**

*(Please select up to two responses)*

- |  |  |
|--|--|
| <input type="checkbox"/> Special event           | <input type="checkbox"/> Conducting business                       |
| <input type="checkbox"/> Shopping                | <input type="checkbox"/> Government/Post Office                    |
| <input type="checkbox"/> Dining                  | <input type="checkbox"/> This is my first visit to downtown Fulton |
| <input type="checkbox"/> Nightlife/entertainment | <input type="checkbox"/> Other <i>(Please specify below)</i>       |
| <input type="checkbox"/> Going to Church         |  |

*Please specify*

**9. How easy would you say it is to find your way around Downtown Fulton?**

- |   |   |
|---|---|
| <input type="checkbox"/> Very easy          | <input type="checkbox"/> Very difficult |
| <input type="checkbox"/> Somewhat easy      | <input type="checkbox"/> I don't know   |
| <input type="checkbox"/> Somewhat difficult |   |

**10. How convenient would you say that parking is Downtown?**

- |  |  |
|--|--|
| <input type="checkbox"/> Very convenient       | <input type="checkbox"/> Very inconvenient |
| <input type="checkbox"/> Somewhat convenient   | <input type="checkbox"/> I don't know      |
| <input type="checkbox"/> Somewhat inconvenient |  |

**11. How convenient would you say that the hours of Downtown businesses are?**

- |  |  |
|--|--|
| <input type="checkbox"/> Very convenient       | <input type="checkbox"/> Very inconvenient |
| <input type="checkbox"/> Somewhat convenient   | <input type="checkbox"/> I don't know      |
| <input type="checkbox"/> Somewhat inconvenient |  |

**12. What kinds of restaurants or entertainment opportunities would make you more likely to visit Downtown Fulton?**

**Please select up to two responses.**

- |   |   |
|---|---|
| <input type="checkbox"/> Family restaurants   | <input type="checkbox"/> Bands/live concerts/music    |
| <input type="checkbox"/> Fine dining          | <input type="checkbox"/> Bars/nightlife               |
| <input type="checkbox"/> Outdoor dining       | <input type="checkbox"/> Game room/arcade/pool room   |
| <input type="checkbox"/> Sports bar and grill | <input type="checkbox"/> Family events                |
| <input type="checkbox"/> Microbrewery         | <input type="checkbox"/> Activities for teenagers     |
| <input type="checkbox"/> More special events  | <input type="checkbox"/> Other (Please specify below) |

Please specify

---

**13. What kinds of *businesses* do you think would make you more likely to visit Downtown Fulton?**

**Please select up to two responses.**

- |   |  |
|---|--|
| <input type="checkbox"/> Women's clothing stores    | <input type="checkbox"/> Art galleries/shops       |
| <input type="checkbox"/> Men's clothing stores      | <input type="checkbox"/> Arts and crafts store     |
| <input type="checkbox"/> Children's clothing stores | <input type="checkbox"/> Music store               |
| <input type="checkbox"/> More shops (in general)    | <input type="checkbox"/> Convenience/grocery store |
| <input type="checkbox"/> Specialty/upscale shops    | <input type="checkbox"/> Lodging/bed and breakfast |
| <input type="checkbox"/> Antique shops              | <input type="checkbox"/> Other (specify)           |
| <input type="checkbox"/> Bookstore                  |  |

Please specify

---

**14. What other physical improvements do you think would make Downtown Fulton more appealing?**

**Please select up to two responses.**

- |   |  |
|---|--|
| <input type="checkbox"/> Renovation of historic buildings           | <input type="checkbox"/> New/better sidewalks                        |
| <input type="checkbox"/> Better maintained buildings                | <input type="checkbox"/> More landscaping such as trees or plantings |
| <input type="checkbox"/> More/better lighting                       | <input type="checkbox"/> Benches/more green space                    |
| <input type="checkbox"/> Better signage                             | <input type="checkbox"/> Murals/artwork/sculptures                   |
| <input type="checkbox"/> Cleaner                                    | <input type="checkbox"/> Connect downtown with the campuses          |
| <input type="checkbox"/> Changing parallel parking to angle parking | <input type="checkbox"/> Other (Please specify below)                |
| <input type="checkbox"/> More/better parking                        |  |

Please specify

---

**15. Excluding lodging, how much money are you likely to spend in Downtown Fulton during this visit?**

- less than \$50                       \$100 - \$199                       Other/don't know  
 \$50 - \$99                           \$200 or more

**16. Please indicate which of the following are hobbies of yours ...**

	Yes	No	I don't know
a) Retail/boutique shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) Biking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Camping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Antique shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Hunting/fishing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Walking/hiking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Fine dining	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Boating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Golf	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) Theater	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**17. In which of the following age groups are you?**

- 18-34                                       50-64                                       Other, don't know, refused  
 35-49                                       65 or over

**18. Did any children under the age of 18 come with you Downtown today?**

- Yes     No     Other, don't know

**19. Which category that best describes your annual household income from 2008?**

- Under \$25,000                               \$50,000 to \$74,999                       \$100,000 plus  
 \$25,000 to \$49,999                       \$75,000 to \$99,999                       Other, don't know, refused

**20. Gender**

- Male     Female

**That completes our survey. Thank you for your time and cooperation.**

## SECTION VI

### CROSS TABULATION

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		17. In which of the following age groups are you?				18. Did any children under the age of 18 come with you Downtown today?		19. Which category that best describes your annual household income from 2008?					20. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
2. What is the main purpose of your visit to Fulton today?	Shopping	5.0%	6.5%	21.4%	15.4%	11.1%	13.9%	10.7%	0.0%	3.2%	7.4%	21.1%	10.3%	15.5%
	Visiting family/friends	23.3%	25.8%	18.6%	46.2%	37.0%	24.9%	50.0%	46.8%	6.5%	18.5%	15.8%	28.9%	21.8%
	Business	10.0%	12.9%	10.0%	12.8%	3.7%	12.7%	3.6%	17.0%	19.4%	11.1%	10.5%	11.3%	10.9%
	Special event	33.3%	6.5%	18.6%	0.0%	29.6%	15.0%	35.7%	17.0%	35.5%	11.1%	7.9%	22.7%	17.3%
	Government/Post Office	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%
	Other (Please specify below)	28.3%	48.4%	31.4%	25.6%	18.5%	33.5%	0.0%	19.1%	35.5%	51.9%	44.7%	26.8%	34.5%
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
3. Are you staying overnight in Fulton?	Yes	55.0%	57.6%	31.9%	23.7%	44.4%	40.9%	60.7%	27.7%	36.4%	44.4%	43.6%	34.0%	47.8%
	No	45.0%	42.4%	68.1%	76.3%	55.6%	59.1%	39.3%	72.3%	63.6%	55.6%	56.4%	66.0%	52.2%
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
4. Where are you staying overnight in Fulton?	Hotel/motel/bed and breakfast in Fulton area	9.7%	47.1%	65.2%	33.3%	0.0%	41.2%	0.0%	0.0%	50.0%	54.5%	50.0%	34.4%	31.4%
	Hotel/motel/bed and breakfast in Fulton area but not Downtown	29.0%	11.8%	8.7%	11.1%	41.7%	14.7%	43.8%	0.0%	16.7%	18.2%	12.5%	31.2%	17.6%
	With family or friends	35.5%	41.2%	26.1%	55.6%	41.7%	35.3%	50.0%	91.7%	25.0%	18.2%	18.8%	28.1%	39.2%
	Campground/RV park	6.5%	0.0%	0.0%	0.0%	8.3%	1.5%	6.2%	0.0%	0.0%	0.0%	6.2%	3.1%	2.0%
	Other (Please specify below)	19.4%	0.0%	0.0%	0.0%	8.3%	7.4%	0.0%	8.3%	8.3%	9.1%	12.5%	3.1%	9.8%
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
5. Have you visited Downtown Fulton before today?	Yes	66.7%	69.7%	76.1%	60.5%	70.4%	69.7%	82.1%	70.2%	62.5%	70.4%	61.5%	68.0%	66.1%
	No	33.3%	30.3%	23.9%	39.5%	29.6%	30.3%	17.9%	29.8%	37.5%	29.6%	38.5%	32.0%	33.9%
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
6. How often do you visit Downtown Fulton?	Once a year or less	15.0%	26.1%	46.0%	43.5%	26.3%	33.1%	39.1%	38.2%	41.2%	22.2%	30.4%	24.6%	38.7%
	More than once a year but less than once a month	30.0%	43.5%	24.0%	30.4%	26.3%	31.4%	8.7%	26.5%	17.6%	50.0%	43.5%	32.8%	28.0%
	One to five times per month	5.0%	17.4%	18.0%	17.4%	21.1%	13.6%	21.7%	2.9%	17.6%	11.1%	4.3%	13.1%	16.0%
	More than 5 times a month	50.0%	4.3%	10.0%	0.0%	26.3%	17.8%	30.4%	29.4%	17.6%	5.6%	17.4%	26.2%	13.3%
	Other (Please specify below)	0.0%	8.7%	2.0%	8.7%	0.0%	4.2%	0.0%	2.9%	5.9%	11.1%	4.3%	3.3%	4.0%
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
7a. Special event	Yes	45.1%	21.4%	58.5%	55.0%	65.2%	43.1%	61.5%	48.1%	68.0%	25.0%	30.4%	51.3%	40.0%
	No	41.2%	75.0%	39.0%	30.0%	17.4%	51.7%	23.1%	48.1%	28.0%	65.0%	65.2%	39.7%	52.3%
	I don't know	13.7%	3.6%	2.4%	15.0%	17.4%	5.2%	15.4%	4.0%	4.0%	10.0%	4.3%	9.0%	7.7%
7b. Shopping	Yes	65.4%	60.0%	65.5%	74.1%	92.3%	61.0%	84.6%	52.6%	56.0%	56.5%	73.5%	63.1%	66.3%
	No	26.9%	36.7%	29.3%	3.7%	0.0%	31.9%	11.5%	29.9%	40.0%	30.4%	26.5%	32.1%	22.1%
	I don't know	7.7%	3.3%	5.2%	22.2%	7.7%	7.1%	3.8%	18.4%	4.0%	13.0%	0.0%	4.8%	11.6%
7c. Dining	Yes	91.4%	93.5%	91.1%	97.2%	100.0%	91.6%	100.0%	88.6%	96.8%	92.0%	88.6%	93.3%	91.6%
	No	5.2%	6.5%	7.1%	0.0%	0.0%	5.8%	0.0%	11.4%	0.0%	0.0%	8.6%	4.5%	5.3%
	I don't know	3.4%	0.0%	1.8%	2.8%	0.0%	2.6%	0.0%	0.0%	3.2%	8.0%	2.9%	2.2%	3.2%
7d. Nightlife/entertainment	Yes	51.0%	7.1%	28.6%	35.7%	39.1%	32.7%	52.2%	35.7%	40.9%	22.2%	26.9%	41.8%	21.9%
	No	41.2%	71.4%	62.9%	50.0%	39.1%	59.6%	30.4%	60.7%	54.5%	66.7%	57.7%	49.3%	64.1%
	I don't know	7.8%	21.4%	8.6%	14.3%	21.7%	7.7%	17.4%	3.6%	4.5%	11.1%	15.4%	9.0%	14.1%
7e. Conducting business	Yes	16.3%	23.3%	26.5%	25.0%	13.0%	24.8%	4.5%	17.2%	33.3%	16.7%	30.4%	19.4%	23.1%
	No	75.5%	73.3%	67.6%	62.5%	82.6%	68.6%	86.4%	79.3%	62.5%	66.7%	69.6%	71.6%	72.3%
	I don't know	8.2%	3.3%	5.9%	12.5%	4.3%	6.7%	9.1%	3.4%	4.2%	16.7%	0.0%	9.0%	4.6%
7f. Government/Post Office	Yes	10.6%	0.0%	12.5%	7.1%	4.5%	9.2%	9.1%	4.0%	21.7%	0.0%	4.5%	9.1%	5.2%
	No	83.0%	89.3%	84.4%	71.4%	90.9%	82.7%	90.9%	96.0%	69.6%	77.8%	90.9%	80.3%	89.7%
	I don't know	6.4%	10.7%	3.1%	21.4%	4.5%	8.2%	0.0%	0.0%	8.7%	22.2%	4.5%	10.6%	5.2%

		17. In which of the following age groups are you?				18. Did any children under the age of 18 come with you Downtown today?		19. Which category that best describes your annual household income from 2008?					20. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
8. What are the top two reasons you most often visit Downtown Fulton?	Special event	20.0%	29.0%	23.9%	5.3%	30.8%	19.0%	21.4%	8.5%	41.9%	14.8%	21.1%	26.8%	16.0%
	Shopping	45.0%	41.9%	46.5%	31.6%	69.2%	38.5%	71.4%	46.8%	29.0%	33.3%	34.2%	43.3%	41.5%
	Dining	58.3%	45.2%	45.1%	39.5%	46.2%	47.7%	67.9%	38.3%	41.9%	66.7%	39.5%	47.4%	48.1%
	Nightlife/entertainment	23.3%	0.0%	4.2%	0.0%	0.0%	9.8%	14.3%	6.4%	19.4%	0.0%	10.5%	12.4%	4.7%
	Going to church	3.3%	0.0%	0.0%	7.9%	3.8%	2.3%	3.6%	0.0%	0.0%	7.4%	2.6%	1.0%	3.8%
	Conducting business	6.7%	19.4%	8.5%	7.9%	3.8%	10.3%	3.6%	6.4%	9.7%	22.2%	7.9%	8.2%	10.4%
	Government/Post Office	0.0%	0.0%	5.6%	0.0%	0.0%	2.3%	3.6%	4.3%	3.2%	0.0%	0.0%	0.0%	2.8%
	This is my first visit to Downtown Fulton	13.3%	16.1%	18.3%	34.2%	19.2%	20.1%	7.1%	27.7%	16.1%	18.5%	26.3%	18.6%	21.7%
	Other	1.7%	16.1%	7.0%	15.8%	7.7%	8.0%	0.0%	10.6%	6.5%	3.7%	15.8%	6.2%	10.4%
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
9. How easy would you say it is to find your way around Downtown Fulton?	Very easy	63.3%	60.6%	57.1%	46.2%	81.5%	53.1%	57.1%	56.5%	39.4%	59.3%	66.7%	58.3%	56.0%
	Somewhat easy	28.3%	36.4%	22.9%	48.7%	11.1%	36.0%	28.6%	34.8%	42.4%	29.6%	23.1%	33.3%	30.3%
	Somewhat difficult	1.7%	0.0%	1.4%	2.6%	0.0%	1.7%	7.1%	0.0%	6.1%	3.7%	0.0%	1.0%	3.7%
	Very difficult	1.7%	0.0%	2.9%	0.0%	3.7%	1.1%	7.1%	0.0%	3.0%	0.0%	0.0%	1.0%	0.9%
	I don't know	5.0%	3.0%	15.7%	2.6%	3.7%	8.0%	0.0%	8.7%	9.1%	9.1%	10.3%	6.2%	9.2%
	<b>Very/somewhat easy</b>	<b>91.7%</b>	<b>97.0%</b>	<b>80.0%</b>	<b>94.9%</b>	<b>92.6%</b>	<b>89.1%</b>	<b>85.7%</b>	<b>91.3%</b>	<b>81.8%</b>	<b>88.9%</b>	<b>89.7%</b>	<b>91.7%</b>	<b>86.2%</b>
	<b>Somewhat/very difficult</b>	<b>3.3%</b>	<b>0.0%</b>	<b>4.3%</b>	<b>2.6%</b>	<b>3.7%</b>	<b>2.9%</b>	<b>14.3%</b>	<b>0.0%</b>	<b>9.1%</b>	<b>3.7%</b>	<b>0.0%</b>	<b>2.1%</b>	<b>4.6%</b>
			18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male
10. How convenient would you say that parking is Downtown?	Very convenient	33.9%	45.5%	41.4%	30.8%	30.8%	37.7%	21.4%	17.0%	30.3%	52.0%	51.3%	36.1%	36.4%
	Somewhat convenient	27.1%	33.3%	32.9%	59.0%	23.1%	39.4%	32.1%	51.1%	36.4%	24.0%	33.3%	32.0%	41.1%
	Somewhat inconvenient	13.6%	15.2%	4.3%	7.7%	19.2%	8.6%	21.4%	14.9%	3.0%	4.0%	10.3%	11.3%	8.4%
	Very inconvenient	16.9%	3.0%	11.4%	0.0%	26.9%	6.9%	25.0%	8.5%	15.2%	8.0%	2.6%	14.4%	4.7%
	I don't know	8.5%	3.0%	10.0%	2.6%	0.0%	7.4%	0.0%	8.5%	15.2%	12.0%	2.6%	6.2%	9.3%
	<b>Very/somewhat convenient</b>	<b>61.0%</b>	<b>78.8%</b>	<b>74.3%</b>	<b>89.7%</b>	<b>53.8%</b>	<b>77.1%</b>	<b>53.6%</b>	<b>68.1%</b>	<b>66.7%</b>	<b>76.0%</b>	<b>84.6%</b>	<b>68.0%</b>	<b>77.6%</b>
	<b>Somewhat/very inconvenient</b>	<b>30.5%</b>	<b>18.2%</b>	<b>15.7%</b>	<b>7.7%</b>	<b>46.2%</b>	<b>15.4%</b>	<b>46.4%</b>	<b>23.4%</b>	<b>18.2%</b>	<b>12.0%</b>	<b>12.8%</b>	<b>25.8%</b>	<b>13.1%</b>
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
11. How convenient would you say that the hours of Downtown businesses are?	Very convenient	28.8%	31.2%	26.8%	20.5%	23.1%	27.0%	18.5%	31.2%	21.2%	11.5%	27.0%	29.5%	23.1%
	Somewhat convenient	33.9%	31.2%	32.4%	35.9%	50.0%	31.6%	63.0%	33.3%	24.2%	38.5%	27.0%	25.3%	40.7%
	Somewhat inconvenient	11.9%	0.0%	9.9%	5.1%	0.0%	9.2%	7.4%	10.4%	9.1%	11.5%	2.7%	7.4%	8.3%
	Very inconvenient	3.4%	0.0%	0.0%	0.0%	3.8%	0.6%	7.4%	0.0%	6.1%	0.0%	0.0%	2.1%	1.9%
	I don't know	22.0%	37.5%	31.0%	38.5%	23.1%	31.6%	3.7%	25.0%	39.4%	38.5%	43.2%	35.8%	25.9%
	<b>Very/somewhat convenient</b>	<b>62.7%</b>	<b>62.5%</b>	<b>59.2%</b>	<b>56.4%</b>	<b>73.1%</b>	<b>58.6%</b>	<b>81.5%</b>	<b>64.6%</b>	<b>45.5%</b>	<b>50.0%</b>	<b>54.1%</b>	<b>54.7%</b>	<b>63.9%</b>
	<b>Somewhat/very inconvenient</b>	<b>15.3%</b>	<b>0.0%</b>	<b>9.9%</b>	<b>5.1%</b>	<b>3.8%</b>	<b>9.8%</b>	<b>14.8%</b>	<b>10.4%</b>	<b>15.2%</b>	<b>11.5%</b>	<b>2.7%</b>	<b>9.5%</b>	<b>10.2%</b>
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
12. What kinds of restaurants or entertainment opportunities would make you more likely to visit Downtown Fulton?	Family restaurants	28.8%	62.5%	56.3%	55.3%	63.0%	46.0%	53.6%	64.6%	18.8%	30.8%	43.6%	47.4%	48.1%
	Fine dining	13.6%	31.2%	29.6%	52.6%	7.4%	32.2%	25.0%	27.1%	21.9%	42.3%	25.6%	35.1%	26.4%
	Outdoor dining	20.3%	28.1%	15.5%	21.1%	18.5%	20.1%	14.3%	18.8%	18.8%	23.1%	28.2%	14.4%	24.5%
	Sports bar and grill	25.4%	12.5%	9.9%	0.0%	14.8%	12.6%	14.3%	4.2%	21.9%	3.8%	23.1%	13.4%	12.3%
	Microbrewery	32.2%	18.8%	21.1%	10.5%	14.8%	23.0%	7.1%	22.9%	15.6%	19.2%	43.6%	27.8%	15.1%
	More special events	8.5%	12.5%	2.8%	10.5%	22.2%	5.2%	14.3%	12.5%	3.1%	7.7%	5.1%	2.1%	12.3%
	Bands/live concerts/music	23.7%	18.8%	16.9%	5.3%	18.5%	16.1%	28.8%	8.3%	28.1%	26.9%	12.8%	18.6%	17.0%
	Bars/nightlife	16.9%	3.1%	8.5%	0.0%	0.0%	9.8%	3.1%	14.6%	12.5%	3.8%	0.0%	12.4%	4.7%
	Game room/arcade/pool room	13.6%	0.0%	7.0%	0.0%	18.5%	5.2%	17.9%	0.0%	25.0%	0.0%	2.6%	12.4%	0.9%
	Family events	10.2%	6.2%	11.3%	15.8%	7.4%	11.5%	7.1%	22.9%	6.2%	15.4%	2.6%	2.1%	18.9%
	Activities for teenagers	5.1%	0.0%	0.0%	0.0%	11.1%	1.1%	0.0%	0.0%	3.1%	7.7%	5.1%	3.1%	1.9%
	Other	0.0%	0.0%	1.4%	7.9%	0.0%	2.3%	0.0%	0.0%	6.2%	3.8%	0.0%	1.0%	2.8%

		17. In which of the following age groups are you?				18. Did any children under the age of 18 come with you Downtown today?		19. Which category that best describes your annual household income from 2008?					20. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
13. What kinds of businesses do you think would make you more likely to visit Downtown Fulton?	Women's clothing stores	19.0%	25.0%	18.5%	43.6%	46.2%	21.0%	50.0%	22.7%	12.5%	16.0%	27.0%	9.4%	41.4%
	Men's clothing stores	27.6%	9.4%	12.3%	17.9%	34.6%	14.4%	17.9%	27.3%	15.6%	16.0%	13.5%	33.3%	2.0%
	Children's clothing stores	3.4%	3.1%	1.5%	0.0%	7.7%	1.2%	0.0%	2.3%	0.0%	12.0%	0.0%	2.1%	2.0%
	More shops (in general)	20.7%	50.0%	26.2%	17.9%	46.2%	24.0%	32.1%	36.4%	28.1%	24.0%	21.6%	20.8%	34.3%
	Specialty/upscale shops	10.3%	21.9%	20.0%	23.1%	11.5%	18.6%	10.7%	13.6%	18.8%	20.0%	16.2%	18.8%	17.2%
	Antique shops	12.1%	15.6%	24.6%	20.5%	23.1%	18.0%	17.9%	15.9%	12.5%	24.0%	21.6%	19.8%	17.2%
	Bookstore	17.2%	6.2%	10.8%	20.5%	0.0%	15.6%	0.0%	9.1%	18.8%	16.0%	24.3%	13.5%	13.1%
	Art galleries/shops	19.0%	15.6%	12.3%	5.1%	0.0%	15.6%	14.3%	6.8%	9.4%	20.0%	13.5%	8.3%	17.2%
	Arts and crafts store	8.6%	3.1%	18.5%	20.5%	7.7%	15.0%	21.4%	9.1%	9.4%	8.0%	8.1%	14.6%	12.1%
	Music store	20.7%	9.4%	7.7%	0.0%	3.8%	11.4%	7.1%	4.5%	28.1%	8.0%	8.1%	14.6%	5.1%
	Convenience/grocery store	13.8%	3.1%	3.1%	2.6%	3.8%	7.2%	10.7%	6.8%	9.4%	8.0%	5.4%	6.2%	7.1%
	Lodging/bed and breakfast	10.3%	12.5%	9.2%	0.0%	7.7%	8.4%	7.1%	6.8%	6.2%	16.0%	10.8%	8.3%	8.1%
Other	3.4%	6.2%	1.5%	5.1%	0.0%	4.2%	0.0%	2.3%	6.2%	0.0%	8.1%	5.2%	2.0%	
14. What other physical improvements do you think would make Downtown Fulton more appealing?	Renovation of historic buildings	27.6%	40.6%	37.7%	47.4%	16.7%	39.8%	11.1%	38.3%	33.3%	50.0%	57.9%	36.3%	36.8%
	Better maintained buildings	10.3%	6.2%	4.3%	0.0%	12.5%	4.7%	3.7%	2.1%	13.3%	15.4%	7.9%	6.6%	6.6%
	More/better lighting	5.2%	3.1%	2.9%	0.0%	4.2%	2.9%	0.0%	6.7%	0.0%	6.7%	5.3%	4.4%	1.9%
	Better signage	5.2%	18.8%	15.9%	15.8%	4.2%	13.5%	7.4%	12.8%	10.0%	19.2%	10.5%	11.0%	15.1%
	Cleaner	5.2%	0.0%	2.9%	2.6%	8.3%	2.3%	0.0%	6.4%	0.0%	7.7%	2.6%	4.4%	1.9%
	Changing parallel parking to angle parking	32.8%	31.2%	20.3%	18.4%	66.7%	19.9%	48.1%	34.0%	6.7%	19.2%	18.4%	34.1%	17.0%
	More/better parking	15.5%	12.5%	8.7%	15.8%	33.3%	9.9%	37.0%	12.8%	20.0%	0.0%	0.0%	12.1%	13.2%
	New/better sidewalks	1.7%	6.2%	10.1%	0.0%	4.2%	5.8%	0.0%	10.6%	3.3%	0.0%	7.9%	5.5%	5.7%
	More landscaping such as trees or benches/more green space	15.5%	25.0%	10.1%	28.9%	8.3%	19.9%	25.9%	8.5%	13.3%	34.6%	26.3%	22.0%	15.1%
	Benches/more green space	31.0%	21.9%	15.9%	34.2%	20.8%	25.1%	37.0%	19.1%	26.7%	15.4%	23.7%	24.2%	24.5%
	Murals/artwork/sculptures	13.8%	6.2%	18.8%	0.0%	8.3%	12.3%	14.8%	4.3%	10.0%	7.7%	10.5%	8.8%	13.2%
	Connecting Downtown with the campuses	15.5%	15.6%	7.2%	5.3%	4.2%	11.1%	11.1%	8.5%	20.0%	11.5%	13.2%	9.9%	12.3%
Other	3.4%	0.0%	2.9%	2.6%	0.0%	2.9%	3.7%	2.1%	3.3%	0.0%	0.0%	0.0%	4.7%	
15. Excluding lodging, how much money are you likely to spend in Downtown Fulton during this visit?	less than \$50	31.7%	12.1%	27.8%	20.5%	26.9%	25.0%	32.1%	22.9%	21.9%	25.9%	23.7%	25.0%	24.1%
	\$50 - \$99	15.0%	48.5%	36.1%	20.5%	23.1%	29.5%	21.4%	18.8%	28.1%	37.0%	26.3%	27.1%	30.6%
	\$100 - \$199	28.3%	30.3%	29.2%	30.8%	42.3%	27.8%	39.3%	41.7%	15.6%	29.6%	36.8%	28.1%	31.5%
	\$200 or more	13.3%	0.0%	5.6%	0.0%	3.8%	6.8%	7.1%	0.0%	21.9%	3.7%	5.3%	10.4%	2.8%
	Other/don't know	11.7%	9.1%	1.4%	28.2%	3.8%	10.8%	0.0%	16.7%	12.5%	3.7%	7.9%	9.4%	11.1%
	16. Retail/boutique shopping	Yes	47.3%	80.6%	62.0%	81.8%	66.7%	62.4%	68.2%	55.6%	37.0%	65.2%	72.7%	31.9%
No		52.7%	19.4%	36.0%	13.6%	33.3%	36.1%	31.8%	38.9%	63.0%	34.8%	27.3%	68.1%	12.2%
I don't know		0.0%	0.0%	2.0%	4.5%	0.0%	1.5%	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	2.2%
Yes		50.9%	27.6%	51.2%	38.1%	27.3%	47.2%	27.3%	42.9%	28.0%	56.5%	58.6%	43.2%	42.5%
No		45.3%	72.4%	46.5%	61.9%	72.7%	51.2%	72.7%	54.3%	72.0%	43.5%	41.4%	56.8%	53.4%
I don't know		3.8%	0.0%	2.3%	0.0%	0.0%	1.6%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	4.1%
Yes		64.7%	36.7%	56.4%	34.8%	61.9%	49.6%	63.6%	73.0%	44.0%	35.0%	37.0%	58.6%	42.5%
No		31.4%	63.3%	38.5%	65.2%	38.1%	47.1%	36.4%	24.3%	56.0%	60.0%	59.3%	40.0%	53.4%
I don't know		3.9%	0.0%	5.1%	0.0%	0.0%	3.3%	0.0%	2.7%	0.0%	5.0%	3.7%	1.4%	4.1%
Yes		38.8%	80.6%	62.7%	83.3%	69.6%	60.3%	60.0%	67.7%	48.1%	66.7%	57.1%	50.0%	72.1%
No		59.2%	19.4%	33.3%	16.7%	30.4%	36.6%	36.0%	29.0%	48.1%	33.3%	39.3%	47.1%	25.6%
I don't know		2.0%	0.0%	3.9%	0.0%	0.0%	3.1%	4.0%	3.2%	3.7%	0.0%	3.6%	2.9%	2.3%
Yes	62.7%	38.7%	62.2%	57.1%	63.6%	55.2%	47.6%	78.8%	64.0%	30.0%	41.9%	71.6%	37.8%	
No	33.3%	61.3%	35.6%	42.9%	36.4%	43.2%	52.4%	18.2%	36.0%	70.0%	58.1%	28.4%	58.1%	
I don't know	3.9%	0.0%	2.2%	0.0%	0.0%	1.6%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	4.1%	

		17. In which of the following age groups are you?				18. Did any children under the age of 18 come with you Downtown today?		19. Which category that best describes your annual household income from 2008?					20. Gender		
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female	
		%	%	%	%	%	%	%	%	%	%	%	%	%	
16f. Walking/hiking	Yes	52.8%	78.1%	67.4%	69.2%	54.2%	65.9%	55.0%	58.5%	50.0%	72.7%	76.7%	51.4%	76.5%	
	No	43.4%	21.9%	30.4%	30.8%	45.8%	31.1%	45.0%	39.0%	42.3%	27.3%	23.3%	45.8%	21.2%	
	I don't know	3.8%	0.0%	2.2%	0.0%	0.0%	3.0%	0.0%	2.4%	7.7%	0.0%	0.0%	2.8%	2.4%	
16g. Fine dining	Yes	48.1%	69.0%	61.4%	81.5%	33.3%	67.2%	44.0%	43.3%	53.6%	75.0%	72.4%	54.5%	65.8%	
	No	48.1%	27.6%	34.1%	18.5%	62.5%	30.5%	52.0%	53.3%	46.4%	20.8%	24.1%	44.2%	28.9%	
	I don't know	3.8%	3.4%	4.5%	0.0%	4.2%	2.3%	4.0%	3.3%	0.0%	4.2%	3.4%	1.3%	5.3%	
16h. Boating	Yes	58.8%	29.6%	62.8%	40.0%	57.1%	51.7%	61.9%	66.7%	45.5%	31.6%	42.9%	58.6%	42.3%	
	No	37.3%	66.7%	32.6%	55.0%	38.1%	45.0%	38.1%	30.8%	50.0%	68.4%	50.0%	38.6%	52.1%	
	I don't know	3.9%	3.7%	4.7%	5.0%	4.8%	3.3%	0.0%	2.6%	4.5%	0.0%	7.1%	2.9%	5.6%	
16i. Golf	Yes	34.0%	33.3%	51.2%	33.3%	28.6%	41.1%	23.8%	11.5%	53.8%	40.0%	59.3%	50.0%	25.8%	
	No	64.0%	63.0%	41.5%	66.7%	66.7%	56.2%	76.2%	84.6%	46.2%	60.0%	29.6%	47.1%	69.7%	
	I don't know	2.0%	3.7%	7.3%	0.0%	4.8%	2.7%	0.0%	3.8%	0.0%	0.0%	11.1%	2.9%	4.5%	
16j. Theater	Yes	38.5%	60.0%	65.1%	84.2%	26.1%	62.5%	33.3%	58.8%	34.6%	71.4%	72.4%	39.7%	68.8%	
	No	53.8%	36.7%	27.9%	10.5%	69.6%	30.8%	61.9%	35.3%	53.8%	23.8%	20.7%	52.9%	24.7%	
	I don't know	7.7%	3.3%	7.0%	5.3%	4.3%	6.7%	4.8%	5.9%	11.5%	4.8%	6.9%	7.4%	6.5%	
17. In which of the following age groups are you?		17. In which of the following age groups are you?				18. Did any children under the age of 18 come with you Downtown today?		19. Which category that best describes your annual household income from 2008?					20. Gender		
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female	
		%	%	%	%	%	%	%	%	%	%	%	%	%	
17. In which of the following age groups are you?		18-34	100.0%	0.0%	0.0%	0.0%	50.0%	26.3%	64.3%	25.0%	41.4%	18.5%	21.1%	35.8%	23.6%
		35-49	0.0%	100.0%	0.0%	0.0%	34.6%	13.1%	14.3%	4.2%	6.9%	25.9%	31.6%	11.6%	20.8%
		50-64	0.0%	0.0%	100.0%	0.0%	15.4%	38.9%	7.1%	39.6%	31.0%	37.0%	39.5%	34.7%	34.9%
		65 or over	0.0%	0.0%	0.0%	100.0%	0.0%	21.7%	14.3%	31.2%	20.7%	18.5%	7.9%	17.9%	20.8%
		Other, don't know, refused	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%
18. Did any children under the age of 18 come with you Downtown today?		17. In which of the following age groups are you?				18. Did any children under the age of 18 come with you Downtown today?		19. Which category that best describes your annual household income from 2008?					20. Gender		
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female	
		%	%	%	%	%	%	%	%	%	%	%	%	%	
18. Did any children under the age of 18 come with you Downtown today?		Yes	21.7%	27.3%	5.6%	0.0%	100.0%	0.0%	50.0%	2.1%	3.0%	18.5%	12.8%	15.5%	11.1%
		No	76.7%	69.7%	94.4%	100.0%	0.0%	100.0%	50.0%	97.9%	90.9%	81.5%	87.2%	84.5%	85.2%
		Other, don't know	1.7%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	0.0%	0.0%	0.0%	3.7%
19. Which category that best describes your annual household income from 2008?		17. In which of the following age groups are you?				18. Did any children under the age of 18 come with you Downtown today?		19. Which category that best describes your annual household income from 2008?					20. Gender		
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female	
		%	%	%	%	%	%	%	%	%	%	%	%	%	
19. Which category that best describes your annual household income from 2008?		Under \$25,000	30.0%	12.5%	2.8%	10.5%	51.9%	8.0%	100.0%	0.0%	0.0%	0.0%	0.0%	13.5%	13.9%
		\$25,000 to \$49,999	20.0%	6.2%	26.4%	39.5%	3.7%	26.9%	0.0%	100.0%	0.0%	0.0%	0.0%	19.8%	26.9%
		\$50,000 to \$74,999	20.0%	6.2%	12.5%	15.8%	3.7%	17.1%	0.0%	0.0%	100.0%	0.0%	0.0%	22.9%	9.3%
		\$75,000 to \$99,999	8.3%	21.9%	13.9%	13.2%	18.5%	12.6%	0.0%	0.0%	0.0%	100.0%	0.0%	13.5%	13.0%
		\$100,000 plus	13.3%	37.5%	20.8%	7.9%	18.5%	19.4%	0.0%	0.0%	0.0%	0.0%	100.0%	19.8%	17.6%
Other, don't know, refused	8.3%	15.6%	23.6%	13.2%	3.7%	16.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.4%	19.4%		
20. Gender		17. In which of the following age groups are you?				18. Did any children under the age of 18 come with you Downtown today?		19. Which category that best describes your annual household income from 2008?					20. Gender		
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 plus	Male	Female	
		%	%	%	%	%	%	%	%	%	%	%	%	%	
20. Gender		Male	57.6%	33.3%	47.1%	43.6%	55.6%	47.1%	46.4%	39.6%	68.8%	48.1%	50.0%	100.0%	0.0%
		Female	42.4%	66.7%	52.9%	56.4%	44.4%	52.9%	53.6%	60.4%	31.2%	51.9%	50.0%	0.0%	100.0%