

VISITOR SURVEY REPORT

FINAL SURVEY FINDINGS AND RESULTS

CITY OF CAPE GIRARDEAU, MISSOURI

February, 2008



D·R·E·A·M
I N I T I A T I V E

ACKNOWLEDGMENTS



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



PLANNING CONSULTANT



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SECTION I

EXECUTIVE SUMMARY

In the summer and early fall 2007, UNICOM-ARC coordinated with the City of Cape Girardeau to conduct a visitor's survey in various locations throughout downtown using volunteers to conduct the surveys. Data was entered directly into tablet computers 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.

One hundred eighty one (181) interviews were completed from various zip codes outside Cape Girardeau. Residents living in the 63701 zip code were excluded from taking the survey.

A. Visiting Downtown Cape Girardeau

Respondents were asked several questions about the visit to downtown during which they were surveyed. Respondents were asked to indicate the "main purpose of [their] visit downtown today," and because many of the interviews were completed during special events, three quarters (75.3%) of respondents answered "special events." A significant percentage of respondents cited only one other reason, "visiting family/friends" (13.2%).

The vast majority (90.1%) of respondents had been to downtown Cape Girardeau before, and a majority (57.4%) visits downtown at least once a month. One in five (20.0%) said that they visit downtown more than once a year but less than once a month, and another one in five (20.0%) said that they visit downtown once a year or less.

B. Activities On This Visit To Downtown

When asked about seven different activities one might do on a visit to downtown Cape Girardeau, majorities said that they had done or were planning to do two of these things:

- Special event (85.9%)
- Dining (64.0%)

Smaller percentages of respondents reported doing five other activities tested in this section during this visit to downtown:

- Shopping (47.1%)
- Nightlife/entertainment (43.0%)
- Outdoor recreation (27.9%)
- Conducting business (8.7%)
- Government/post office (2.3%)

When asked to indicate the “top two reasons [they] most often visit downtown Cape Girardeau, almost half answered “dining” (47.2%) and “special events” (45.9%). Significant percentages also answered “nightlife/entertainment” (39.0%), “shopping” (35.5%), and “outdoor recreation” (12.8%).

Two in five (40.7%) respondents said that they were staying overnight in Cape Girardeau. More than half (57.1%) of these respondents indicated that they were staying with family/friends, and one in five (21.4%) said they were staying at a hotel, motel or bed and breakfast in Cape Girardeau (but not downtown).

Half (49.1%) of respondents said that they would spend less than \$50 on this visit downtown, and another quarter (24.3%) said they would spend between \$50 and \$100. One in seven (15.4%) planned to spend \$100-199 and one in ten (10.1%) planned to spend \$200 or more.

Respondents were also asked whether “any children under the age of 18” came with them on this visit to downtown. Three quarters (75.6%) said that no child under the age of 18 had accompanied them on this visit downtown.

C. Using Downtown Cape Girardeau

Respondents were asked about the ease and convenience of downtown Cape Girardeau. Three in five (62.2%) respondents said that it is “very” easy to find their way around downtown. Overall, almost nine in ten (88.4%) said that it is “very” or “somewhat” easy to do so. Two thirds (66.2%) indicated that parking downtown is “very” or “somewhat” convenient, and about three in five (59.7%) said that downtown business hours are “very” or “somewhat” convenient.

Nine in ten (89.5%) respondents said that they feel safe (4-5 on a five-point scale) during the day in downtown Cape Girardeau, while significantly fewer (55.6%) said that they feel safe at night.

D. Additions And Improvements To Downtown Cape Girardeau

When asked “what kinds of additional businesses” would make them more likely to visit downtown, no one kind of business was cited by a majority of respondents. Respondents were allowed to provide up to two responses to this question, and more than a third overall (37.1%) answered “more/better restaurants.” Significant percentages also cited a number of other types of business:

- Clothing stores (25.6%)
- More shops (25.0%)
- Book store (18.7%)
- Art galleries/shops (17.1%)
- Coffee shop (13.4%)
- Bed and breakfasts/lodging (13.1%)
- Specialty/upscale shops (12.9%)
- Grocery store (11.8%)
- Antique shops (11.4%)

Respondents were also asked “what kinds of recreation or entertainment opportunities would make [them] more likely to visit downtown Cape Girardeau.” Again, interviewers recorded respondents’ first two responses to this question. Significant percentages cited each of the following opportunities:

- Bands/live concerts/music (42.0%)
- More special events (39.0%)
- Family events (28.1%)
- Theaters/movies/plays (27.2%)
- Art galleries/shops (15.7%)
- More bars (15.7%)
- More shops (15.7%)

Finally, respondents were asked “what other physical improvements” they believed “would make downtown Cape Girardeau more appealing.” Again, interviewers recorded respondents’ first two responses to this question. In no case did a majority cite a particular type of improvement, but significant percentages gave the following responses:

- Renovation of historic buildings (44.1%)
- Better maintained buildings (32.9%)
- More/better parking (24.4%)
- More/better lighting (20.3%)
- Benches/green space (18.1%)
- Cleaner (13.4%)
- New/better sidewalks (13.4%)
- Better signage (11.7%)

E. Respondent profile

Respondents were read several hobbies and asked which were hobbies of their own. Majorities indicated that they were involved with three of the hobbies listed in this section:

- Walking/hiking (67.9%)
- Fine dining (53.6%)
- Retail/boutique shopping (53.3%)

Fewer than half of all respondents indicated that the remaining items on the list were hobbies of theirs:

- Antique shopping (47.9%)
- Biking (33.7%)
- Seeing live music (25.6%)
- Golf (14.3%)

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 the summer and early fall 2007, UNICOM-ARC coordinated with the City of Cape Girardeau to conduct a visitor’s survey in various locations throughout downtown using volunteers to conduct the surveys. Data was entered directly into tablet computers 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.

One hundred and eighty-one (181) interviews were completed from various zip codes outside of Cape Girardeau. (Residents living in the 63701 zip code were excluded from taking the survey.) This overview provides overall results of questions asked in the survey, in the order in which they were asked.

	%
	Shopping
	4.6%
	Visiting Family/Friends
	13.2%
02. What is the main purpose of your visit to downtown Cape Girardeau today?	Business
	4.0%
	Special Event
	75.3%
	Government/Post office
	.0%
	Others
	2.9%

	%
03. Are you staying overnight in Cape Girardeau?	Yes
	40.7%
	No
	59.3%

		%
04. Where are you staying overnight in Cape Girardeau?	Hotel/motel/bed and breakfast in downtown Cape Girardeau	5.7%
	Hotel/motel/bed and breakfast in Cape Girardeau area but not downtown	21.4%
	With family or friends	57.1%
	Campground/RV park	2.9%
	Other	12.9%

		%
05. Have you visited downtown Cape Girardeau before today?	Yes	90.1%
	No	9.9%

		%
06. How often do you visit downtown Cape Girardeau?	Once a year or less	20.0%
	More than once a year but less than once a month	20.0%
	One to five times per month	33.5%
	More than 5 times a month	23.9%
	Other	2.6%

On this visit to Cape Girardeau, which of these activities do you plan to do specifically in the downtown area?

	Yes	No	Other/don't know
	%	%	%
07. Special event	85.9%	14.1%	.0%
08. Shopping	47.1%	51.2%	1.7%
09. Dining	64.0%	33.7%	2.3%
10. Nightlife/entertainment	43.0%	55.2%	1.7%
11. Outdoor recreation	27.9%	69.2%	2.9%
12. Conducting business	8.7%	57.6%	33.7%
13. Government/Post office	2.3%	61.6%	36.0%

	%
14. What are the top two reasons you most often visit downtown Cape Girardeau? (%'s are of those who chose response as first or second reason) Asked as an open-ended question.	
Special event	45.9%
Shopping	35.5%
Dining	47.2%
Night life/entertainment	39.0%
Outdoor recreation	12.8%
Conducting business	9.3%
Government/Post Office	.0%
Other	10.3%

		%
15. How easy would you say it is to find your way around downtown Cape Girardeau?	Very easy	62.2%
	Somewhat easy	26.2%
	Somewhat difficult	8.1%
	Very difficult	1.2%
	I don't know	2.3%

		%
16. How convenient would you say that parking is downtown?	Very convenient	26.7%
	Somewhat Convenient	39.5%
	Somewhat inconvenient	20.9%
	Very inconvenient	9.3%
	I don't know.	3.5%

		%
17. How convenient would you say that hours of downtown businesses are?	Very convenient	23.4%
	Somewhat convenient	36.3%
	Somewhat inconvenient	11.1%
	Very inconvenient	11.7%
	I don't know	17.5%

		%
18. How safe would you say you feel in downtown Cape Girardeau during the day?	Do not feel safe at all - 1	.6%
	2	.6%
	3	5.8%
	4	28.7%
	Very safe - 5	60.8%
	I don't know	3.5%
	Not very safe (1-2)	1.2%
	Safe (4-5)	89.5%

		%
19. How safe would you say you feel in downtown Cape Girardeau at night?	Do not feel safe at all - 1	4.7%
	2	9.4%
	3	22.8%
	4	24.6%
	Very safe - 5	31.0%
	I don't know	7.6%
	Not very safe (1-2)	14.0%
	Safe (4-5)	55.6%

	%	
20. What kinds of additional businesses do you think would make you more likely to visit downtown Cape Girardeau? (%'s are of those who chose response as first or second reason) Asked as an open-ended question.	More/better restaurants	37.1%
	Clothing stores	25.6%
	More shops	25.0%
	Specialty/upscale shops	12.9%
	Antique shops	11.4%
	Coffee shop	13.4%
	Book store	18.7%
	Art galleries/Shops	17.1%
	Bed and breakfasts/lodging	13.1%
	Grocery store	11.8%
Other	14.0%	

	%	
21. What kinds of recreation or entertainment opportunities would make you more likely to visit downtown Cape Girardeau? (%'s are of those who chose response as first or second reason) Asked as an open-ended question.	More special events	39.0%
	Bands/live concerts/music	42.0%
	More restaurants	15.7%
	More bars	15.7%
	Theaters/movies/plays	27.2%
	Family events	28.1%
	Art Galleries/events	15.7%
	Other	16.8%

	%	
22. What other physical improvements do you think would make downtown Cape Girardeau more appealing? (%'s are of those who chose response as first or second reason) Asked as an open-ended question.	Renovation of historic buildings	44.1%
	Better maintained buildings	32.9%
	More/better lighting	20.3%
	Better signage	11.7%
	Cleaner	13.4%
	More/better parking	24.4%
	New/better sidewalks	13.4%
	Benches/Greenspace	18.1%
	Boat dock/landing	8.4%
Other	13.4%	

	%	
23. Excluding lodging, how much money are you likely to spend in downtown Cape Girardeau during this visit?	less than \$50	49.1%
	\$50 - \$99	24.3%
	\$100 - \$199	15.4%
	\$200 or more	10.1%
	Other/don't know	1.2%

I'm going to read several hobbies people might have. For each item I read, please tell if it is a hobby of yours. ...

	Yes	No	other, don't know
	%	%	%
24. Retail/boutique shopping	53.3%	46.2%	.6%
25. Biking	33.7%	65.1%	1.2%
26. Antique shopping	47.9%	51.5%	.6%
27. Golf	14.3%	85.1%	.6%
28. Seeing live music	25.6%	73.8%	.6%
29. Walking/hiking	67.9%	29.8%	2.4%
30. Fine dining	53.6%	45.2%	1.2%

	%	
31. In which of the following age groups are you?	18-34	40.5%
	35-49	25.0%
	50-64	25.0%
	65 or over	6.0%
	other, don't know, refused	3.6%

	%	
32. Did any children under the age of 18 come with you downtown today?	Yes	24.4%
	No	75.6%
	other, don't know	.0%

		%
33. Household income	Under \$25,000	22.6%
	\$25,000 to \$49,999	14.9%
	\$50,000 to \$74,999	17.9%
	\$75,000 to \$99,999	8.9%
	\$100,000 plus	7.1%
	other, don't know, refused	28.6%

		%
34. Gender	Male	49.4%
	Female	50.6%

1. Zip Codes

63755	63801	84105	63135	63033
63701	63801	84105	63028	63033
63701	32789	63645	63627	63031
63755	65201	62966	63702	63121
63021	42029	63701	92065	63755
63638	63960	63703	63033	63755
63764	63732	63645	63779	
72538	63701	63780	63936	
63640	63901	63755	63764	
63771	63701	32514	63755	
63112	85534	38016	63934	
63109	63775	63801	63050	
63755	63755	63873	63965	
63376	63755	72734	63779	
63755	63755	63901	63752	
62906	62957	62906	63123	
63780	63935	62914	63841	
63755	32506	27105	65619	
63755	62906	72315	43123	
63755	62969	62040	63129	
63755	63755	63764	62833	
63780	62988	63775	63755	
63780	62263	63841	63755	
63960	63863	63730	63820	
63703	63775	62853	63801	
63701	63740	63645	63755	
62924	63846	99336	65619	
63960	63770	63801	62249	
63740	63801	62998	63601	
62890	63119	63960	63704	
42025	63021	63755	63704	
63670	63660	63755	38016	
63901	63755	63736	38017	
62952	63801	42066	38014	
63136	57783	62901	63601	
63736	64015	63660	63834	
47441	63080	63736	63755	
77379	63109	63040	63655	
63801	63111	63040	75070	
94404	63126	63660	75507	
62988	63303	63123	8618	
74023	38017	64114	63113	
63755	63901	65804	63112	

SECTION III

RESPONSES TO OPEN ENDED QUESTIONS

Q2: What is the main purpose of your visit to downtown Cape Girardeau today?

In rehab
Play pool
Art
Dining
School

Q14: What are the top two reasons you most often visit downtown Cape Girardeau?

Just for rehab.
Exercise and shopping.
Visit, see what's going on.
Riverfront.
River wall paint.
Ambiance.
Friend.
Grandparents live here.
Art galleries.
Have car serviced.
Attend SEMO.
Family, Shopping.
School.
See what's changed since I lived here
Culture.

Q20: What kinds of additional businesses do you think would make you more likely to visit downtown Cape Girardeau?

Music
Gamble.
Strip club.
Minor league.
Variety of everything.
Jazz joints.
Farming stores.
More bars.
Bring downtown buildings up to date.
Divided nicely.
Already pretty good.
Bars.

Gambling boat on the river.
Clothing stores something for kids.
More events.
Theater.
Events.
Hardware.
Pharmacy Grocery store.
Barber shop.

Q21: What kinds of recreation or entertainment opportunities would make you more likely to visit downtown Cape Girardeau?

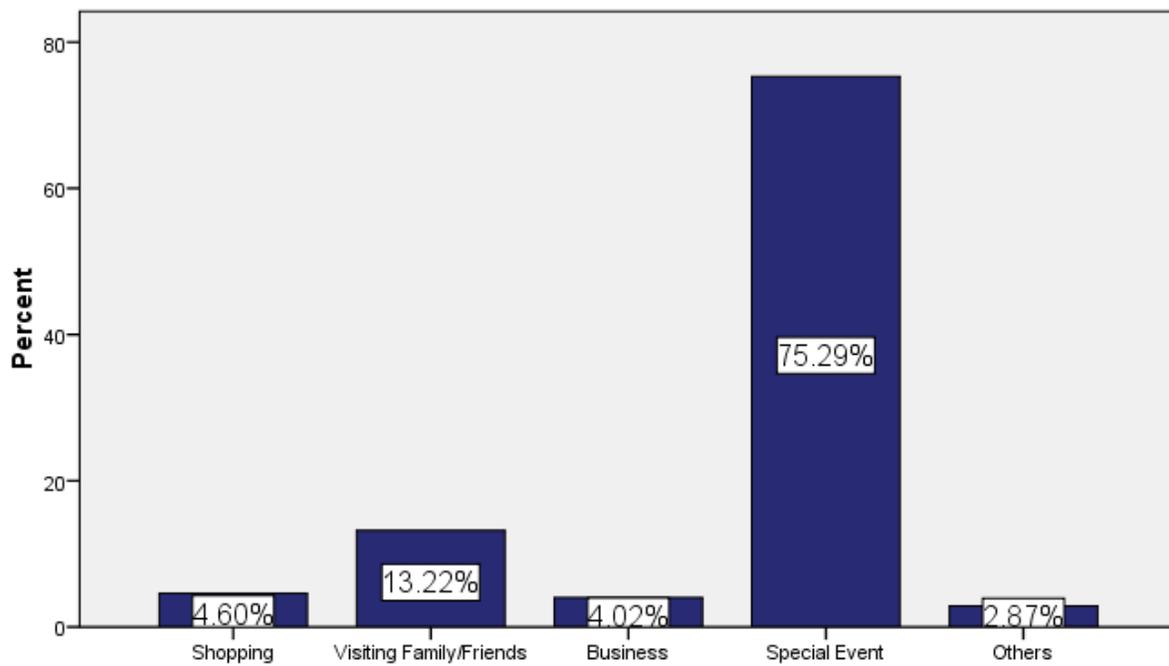
Outside art show (more professional)
River fest.
On the water concerts.
Specifically things for kids.
Skate ring/bowling alley.
More bluegrass and classical music.
Jet ski rentals.
Clean environment.
Pool /game room.
Good street food vendors/games.
Fishing tour.

Q22: What other physical improvements do you think would make downtown Cape Girardeau more appealing?

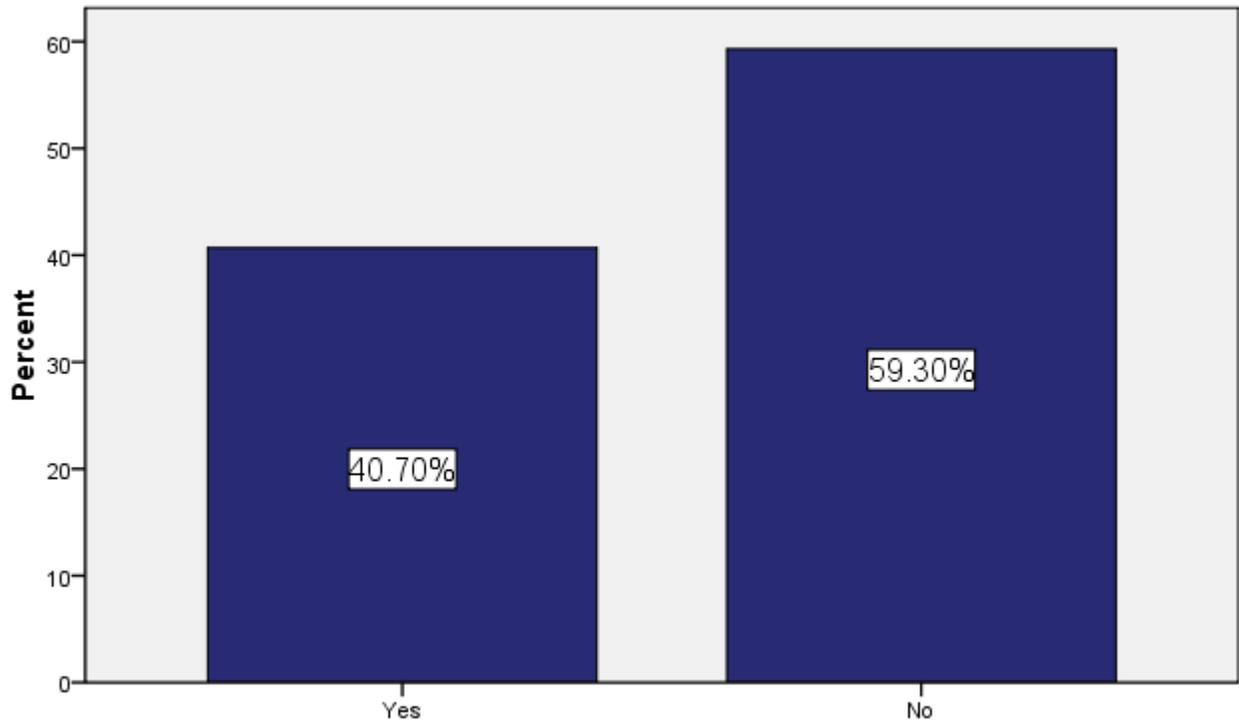
More outdoor dining.
Brick road/cobblestone.
Looks good.
Looks great.
Better traffic patterns.
Alright like it is.
Pretty good already.
More flowers!
Strip club.
Paint buildings.
Public restroom.

SECTION IV

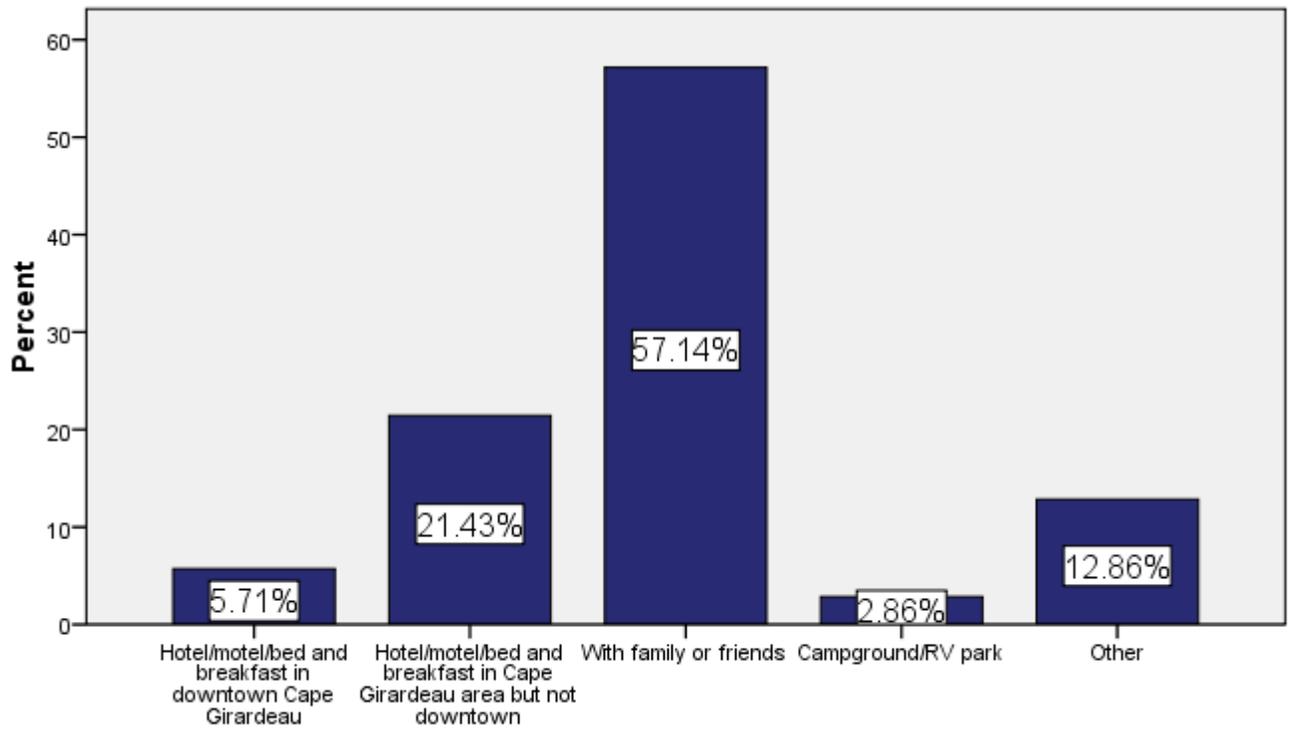
VISITOR BAR CHARTS



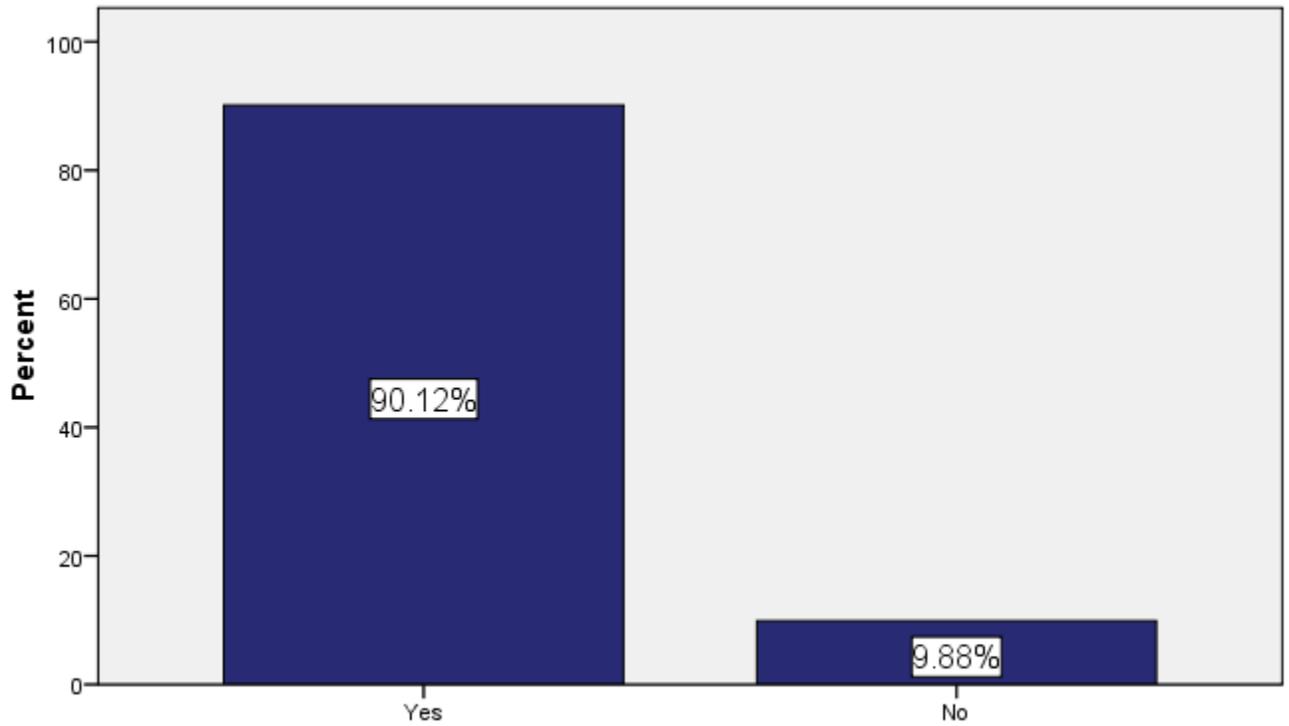
02. What is the main purpose of your visit to downtown Cape Girardeau today?



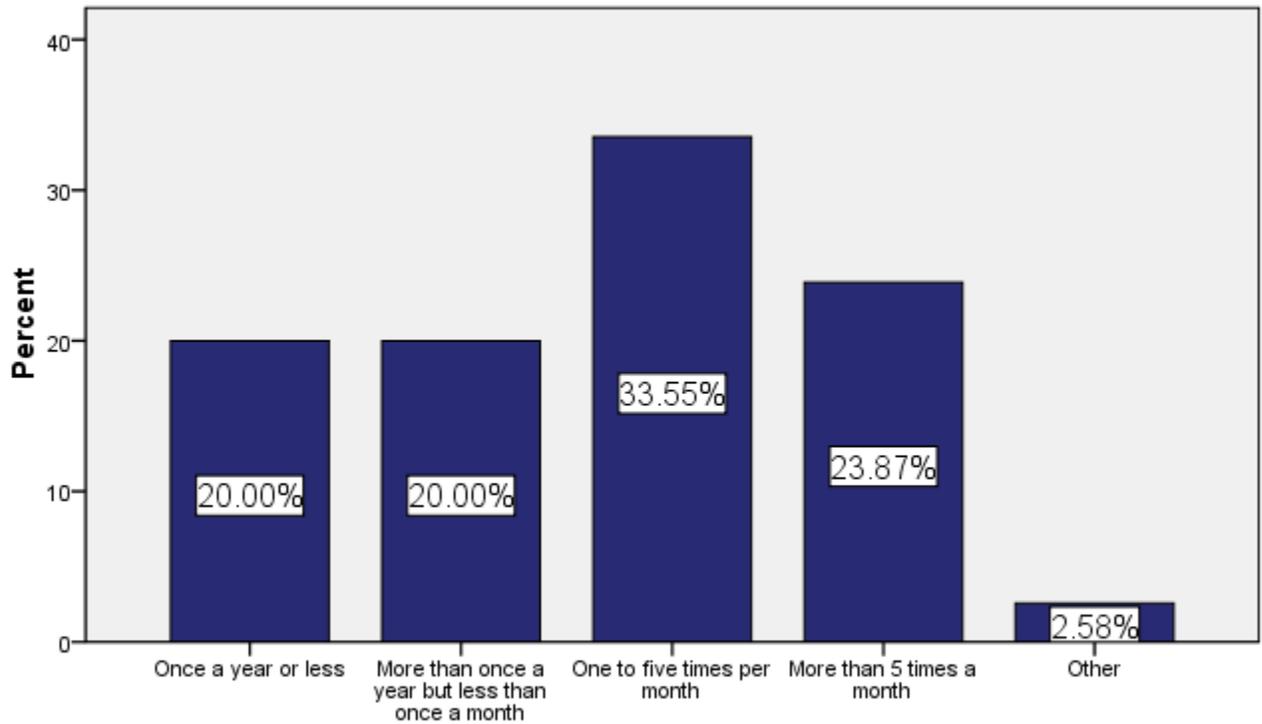
03. Are you staying overnight in Cape Girardeau?



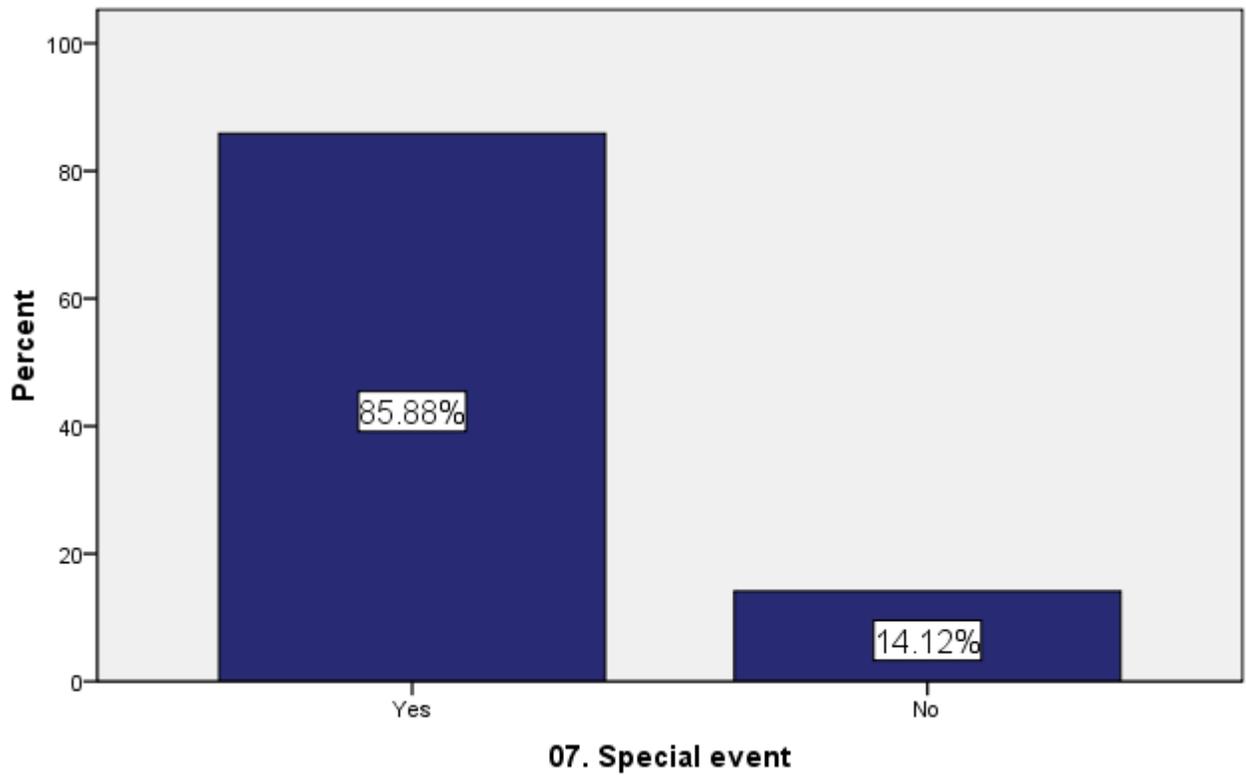
04. Where are you staying overnight in Cape Girardeau?

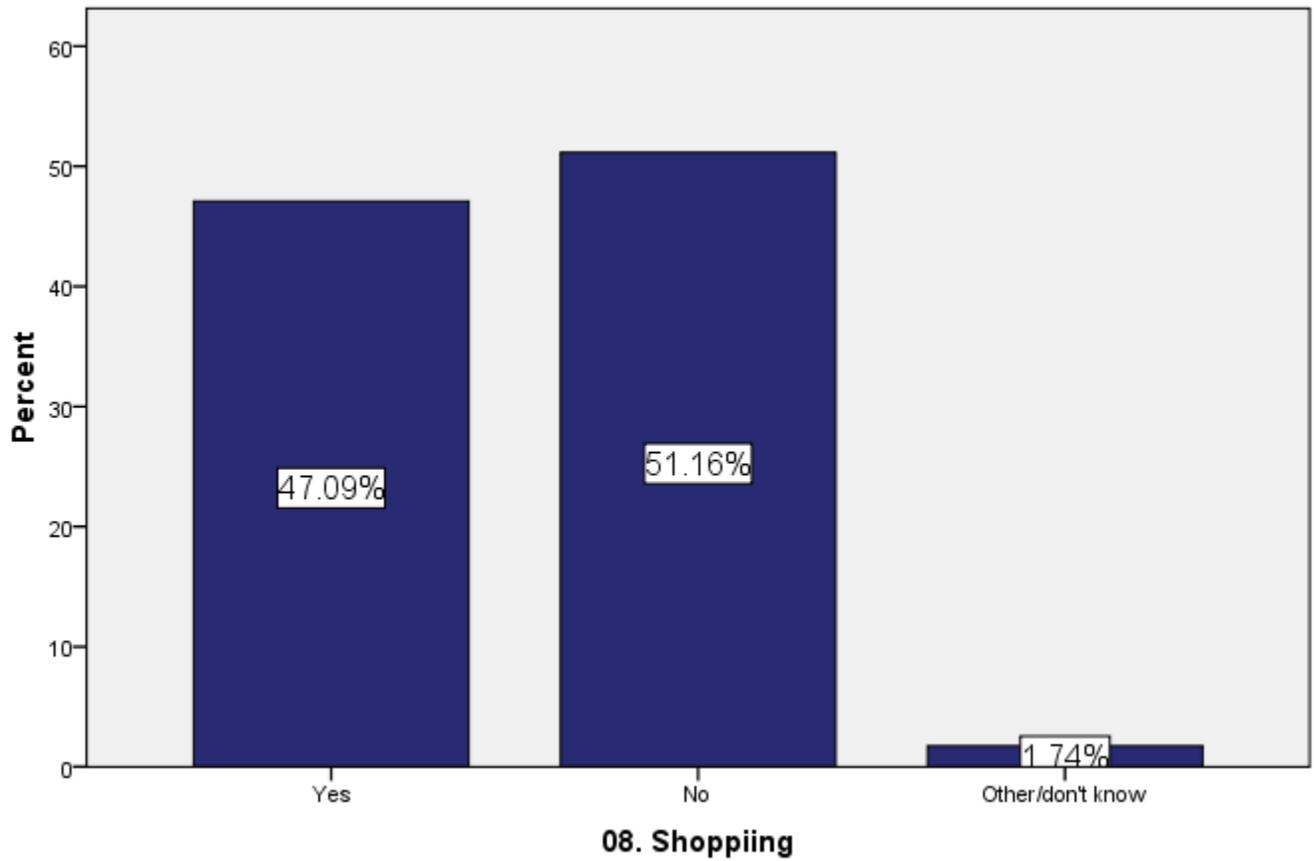


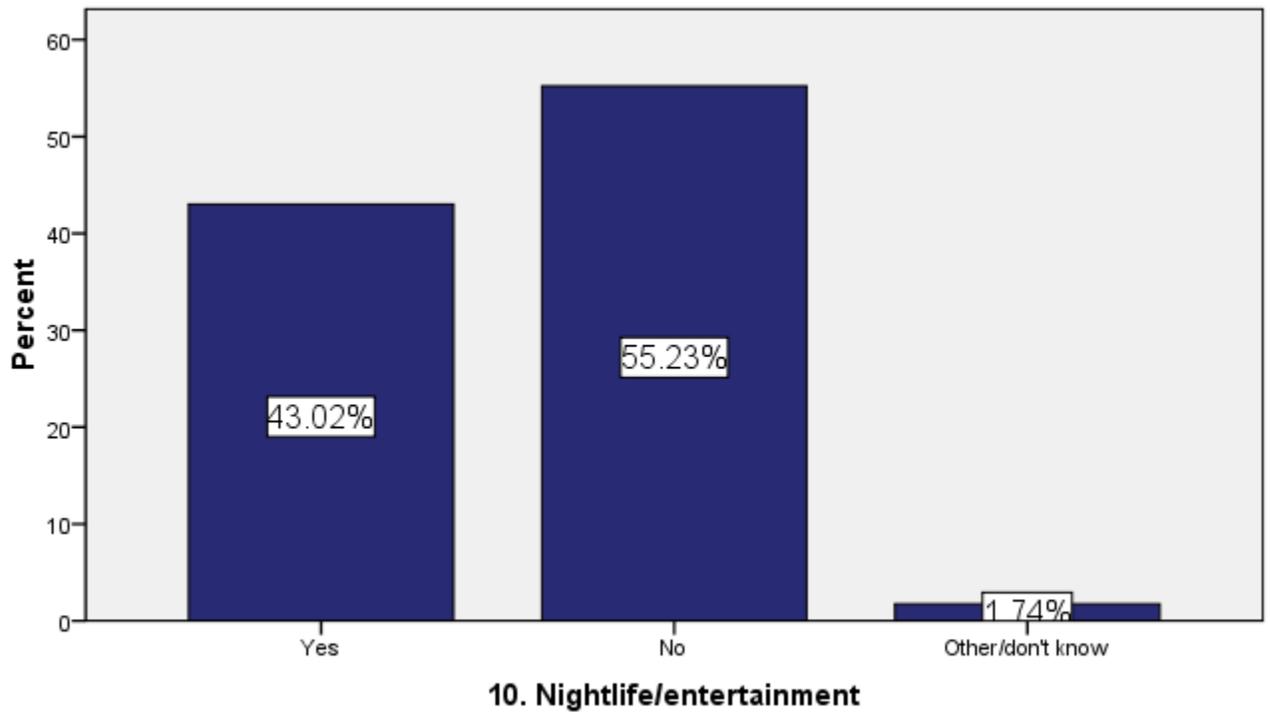
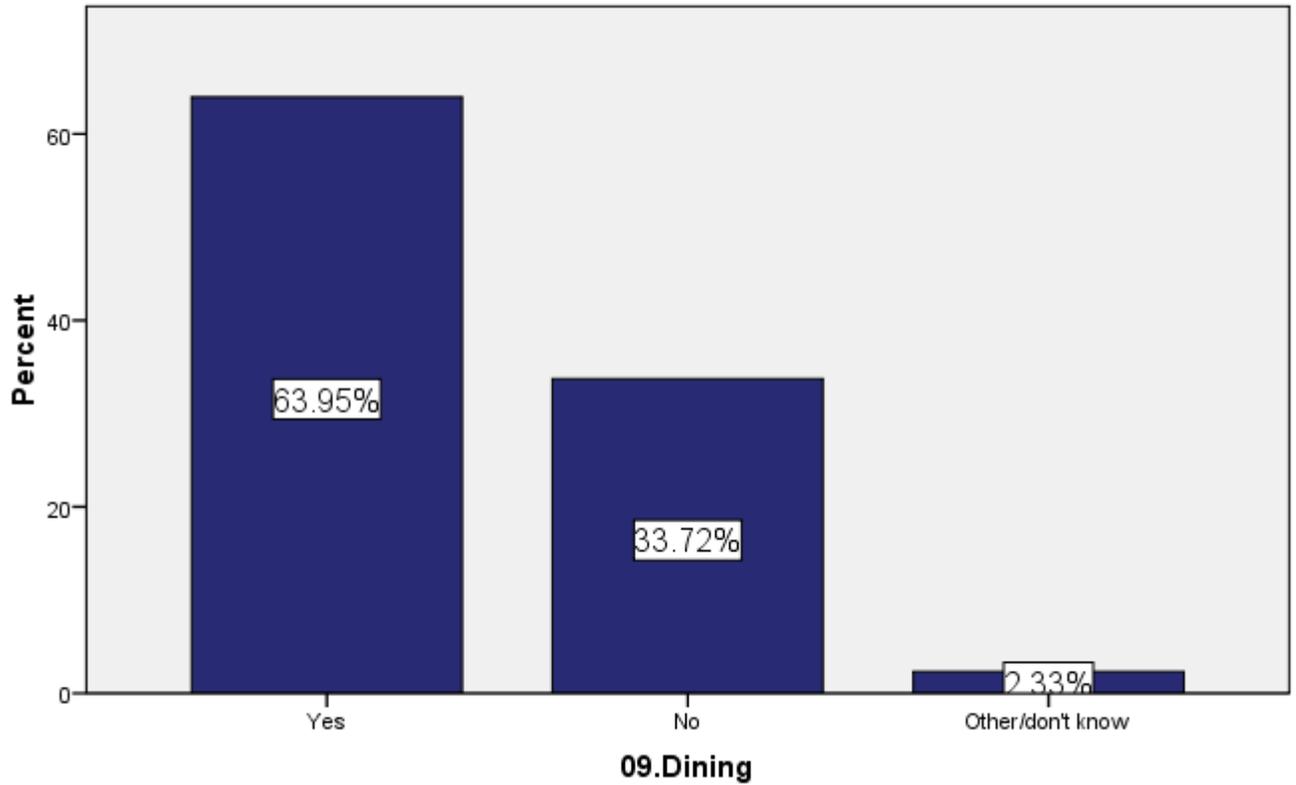
05. Have you visited downtown Cape Girardeau before today?

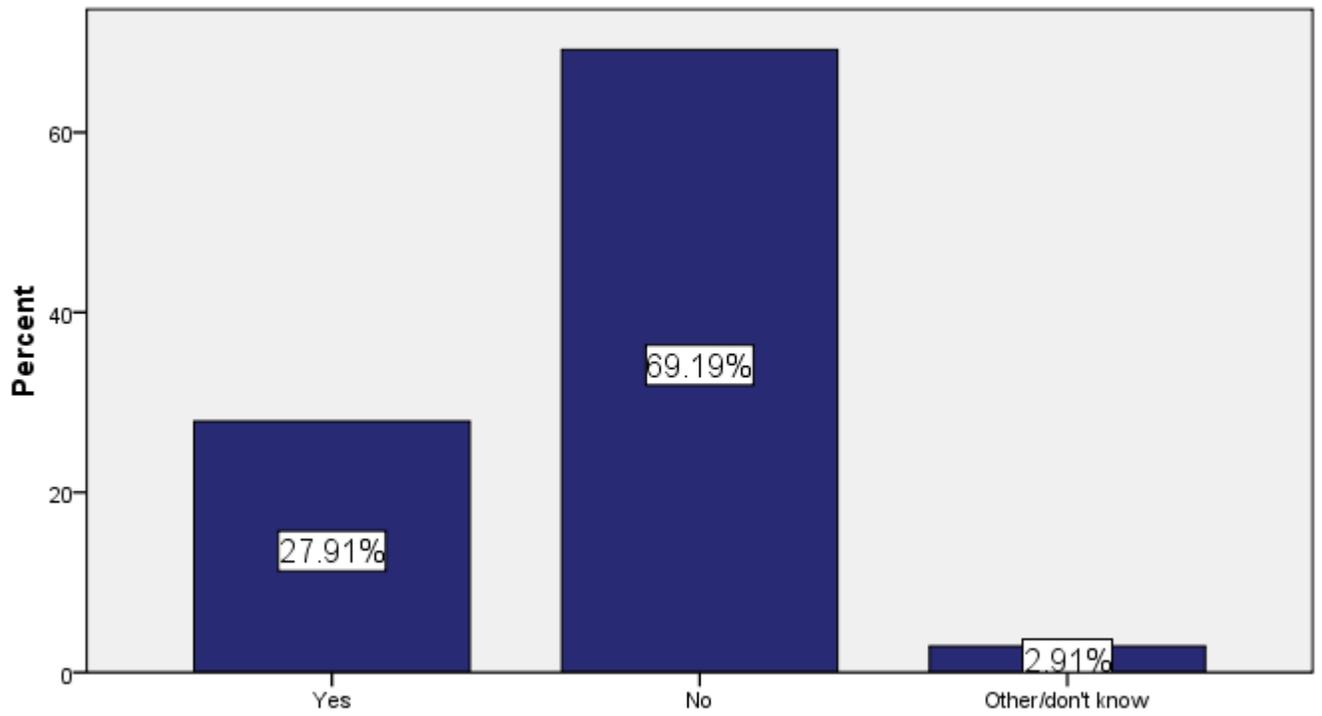


06. How often do you visit downtown Cape Girardeau?

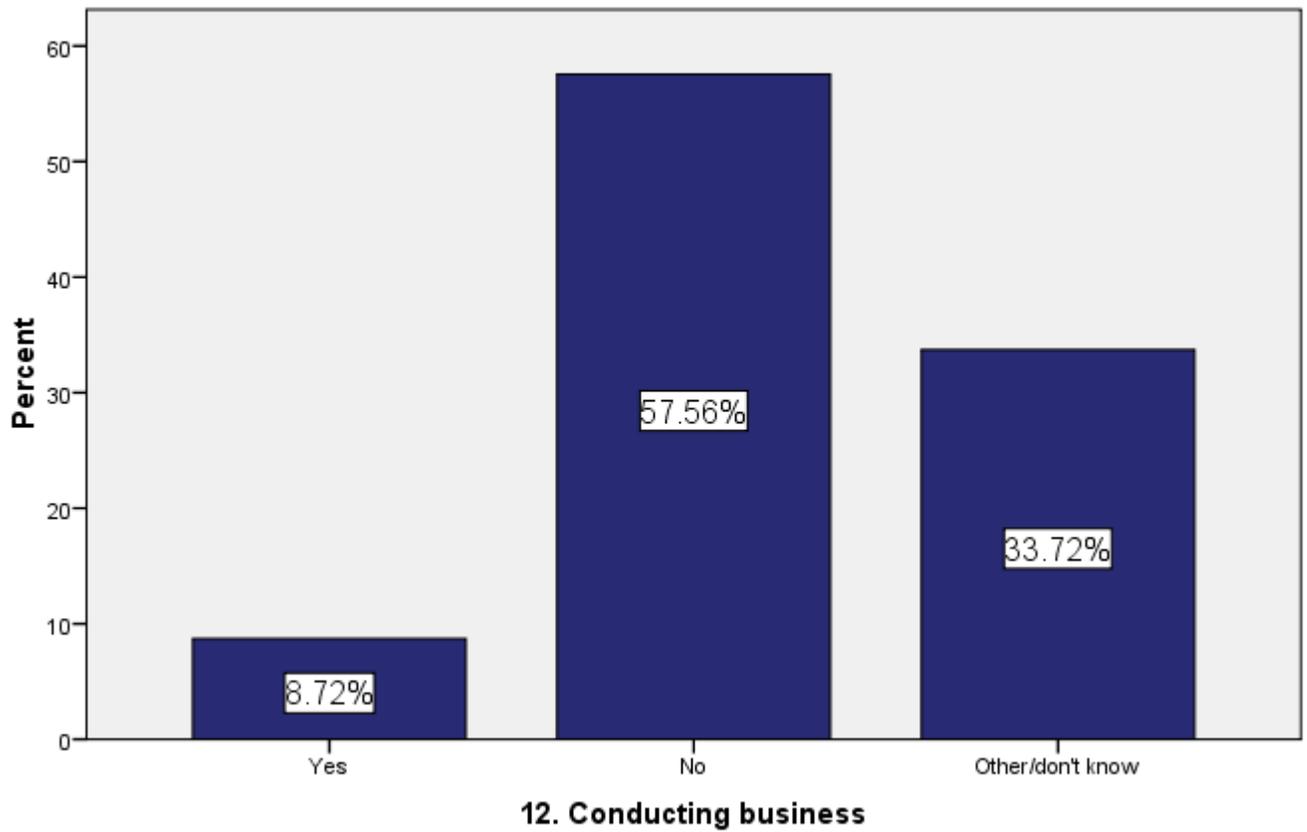


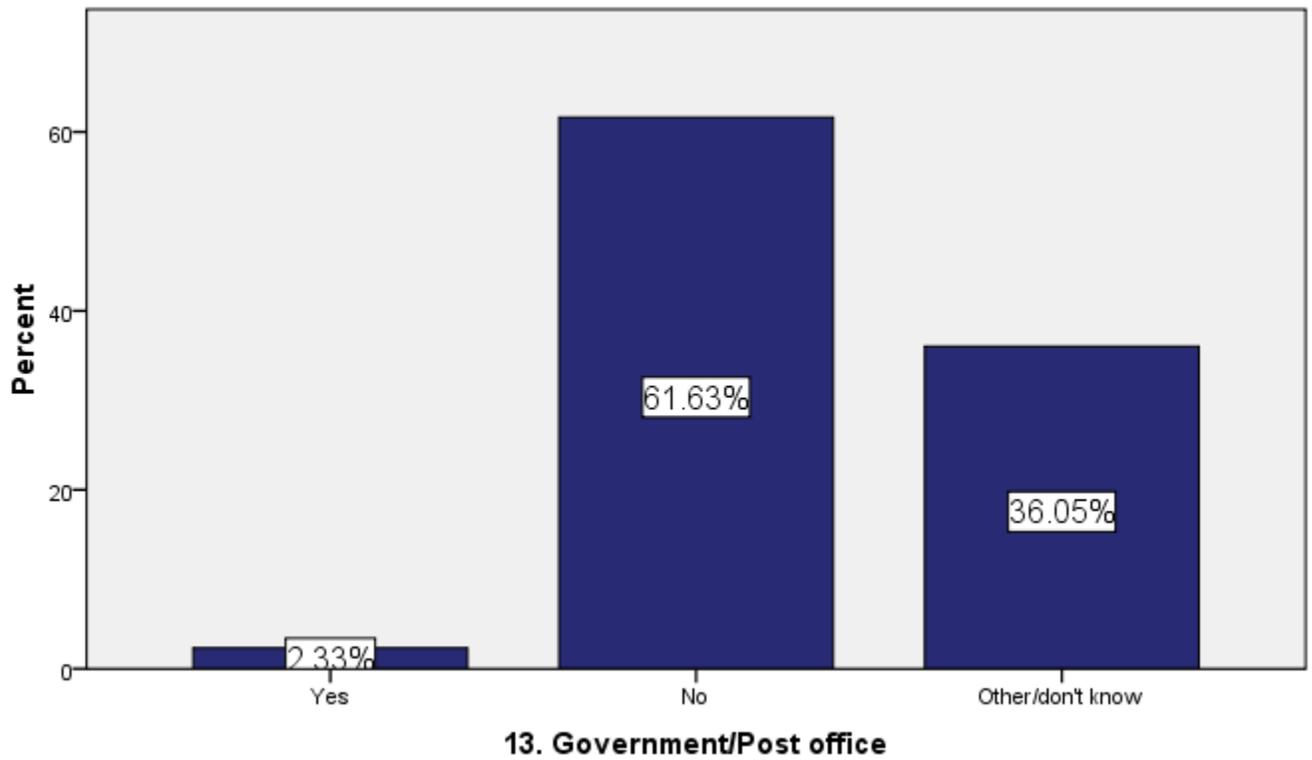


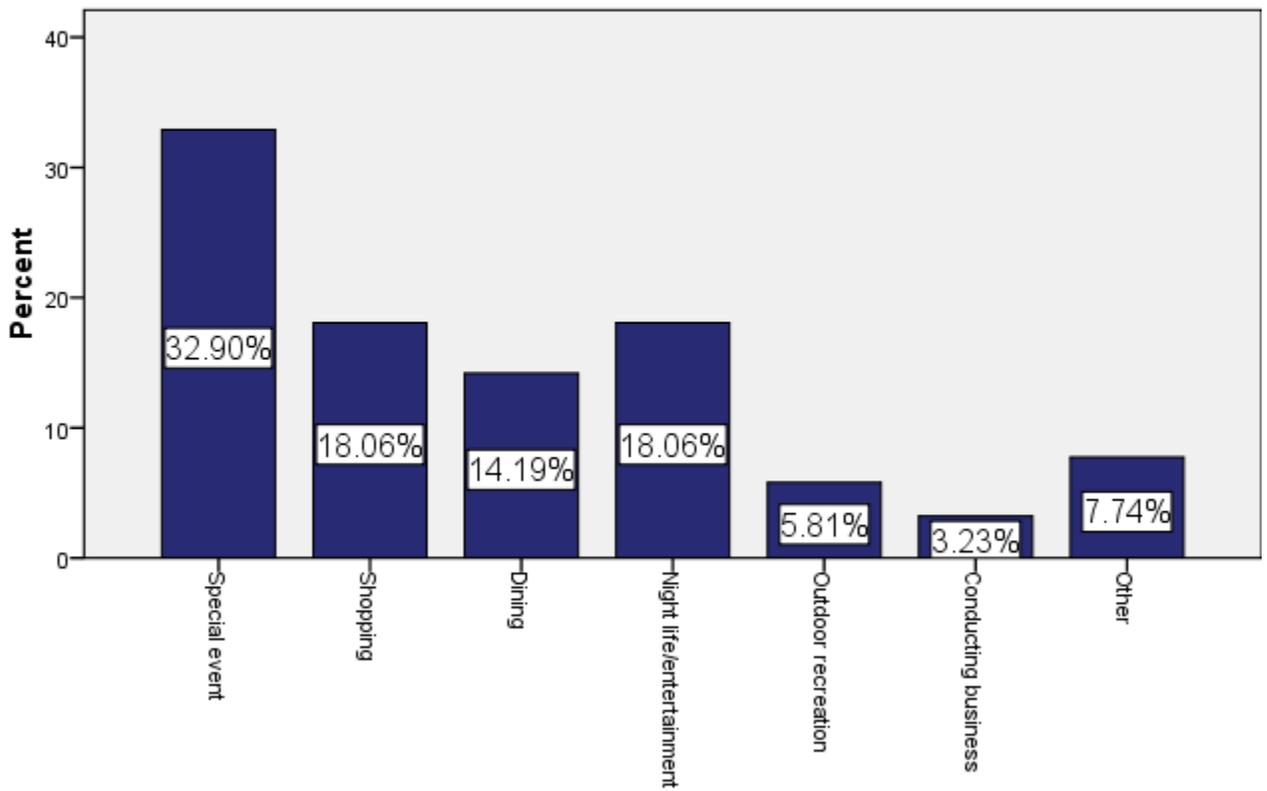




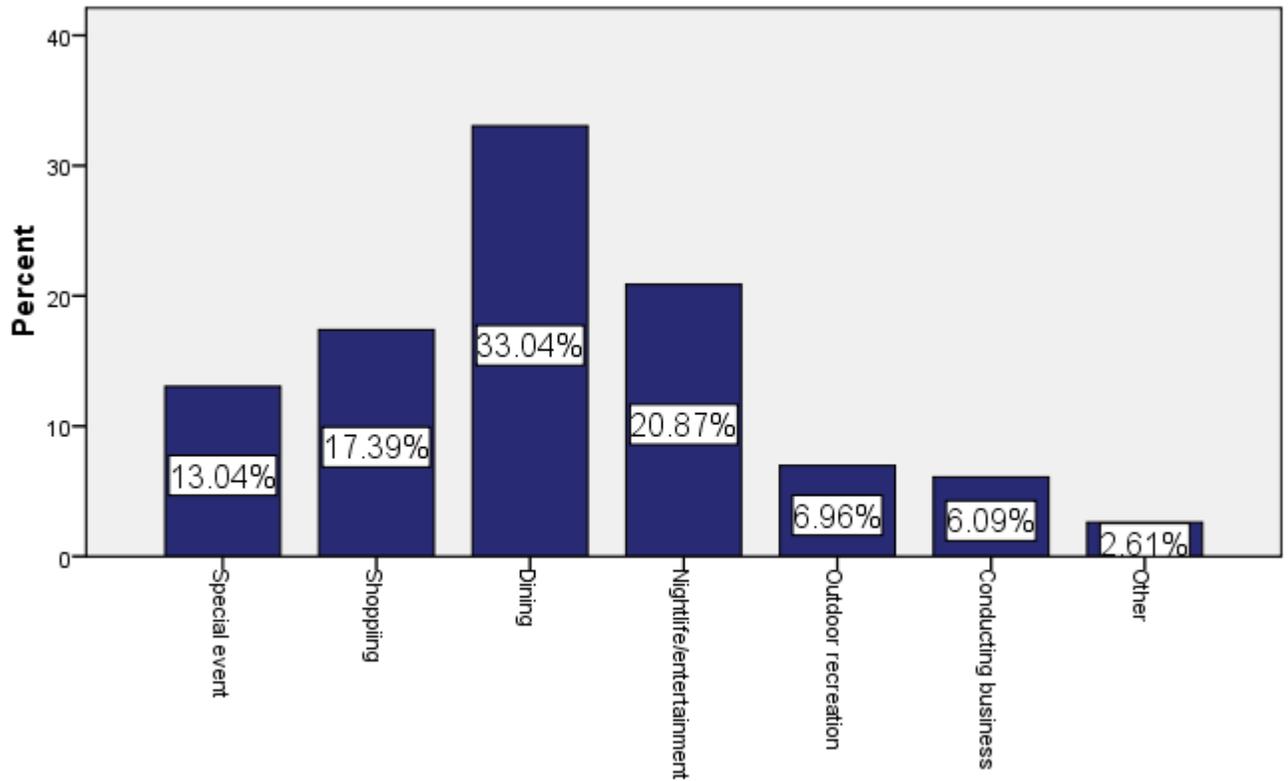
11. Outdoor recreation



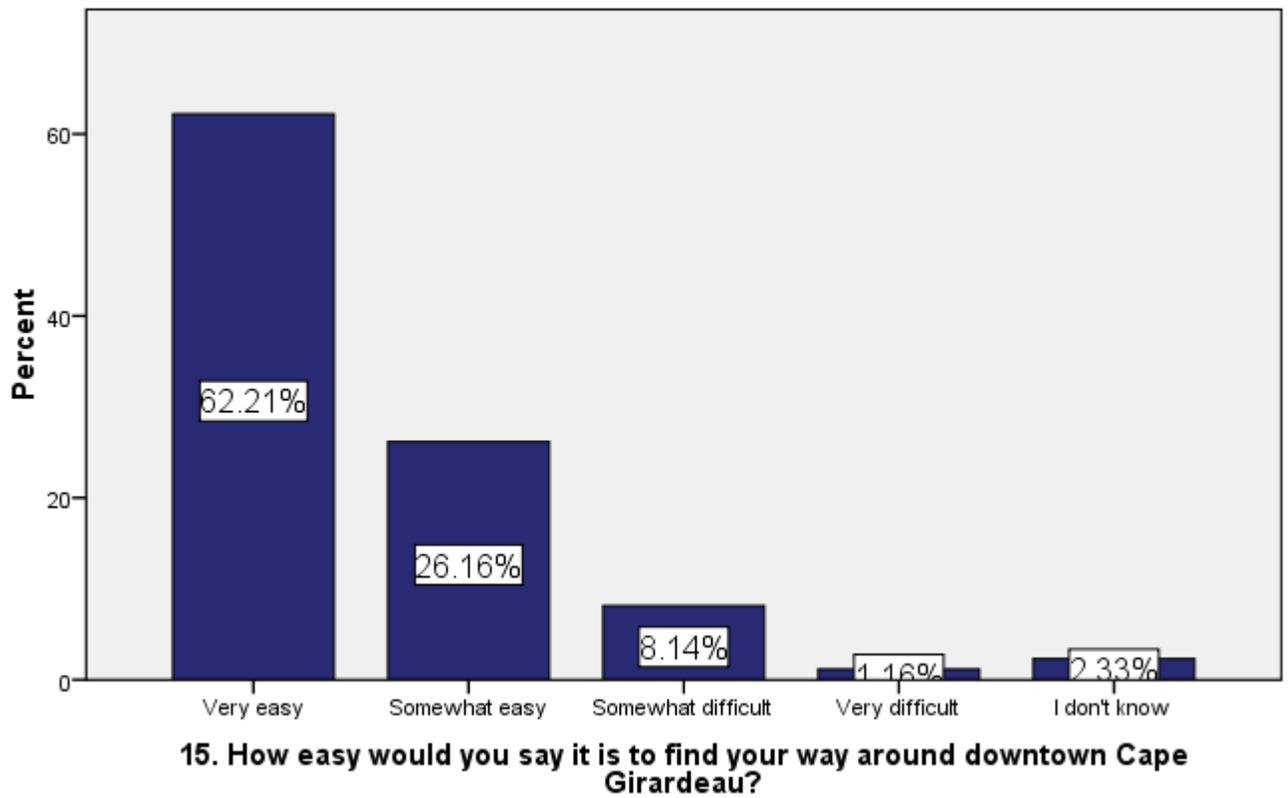


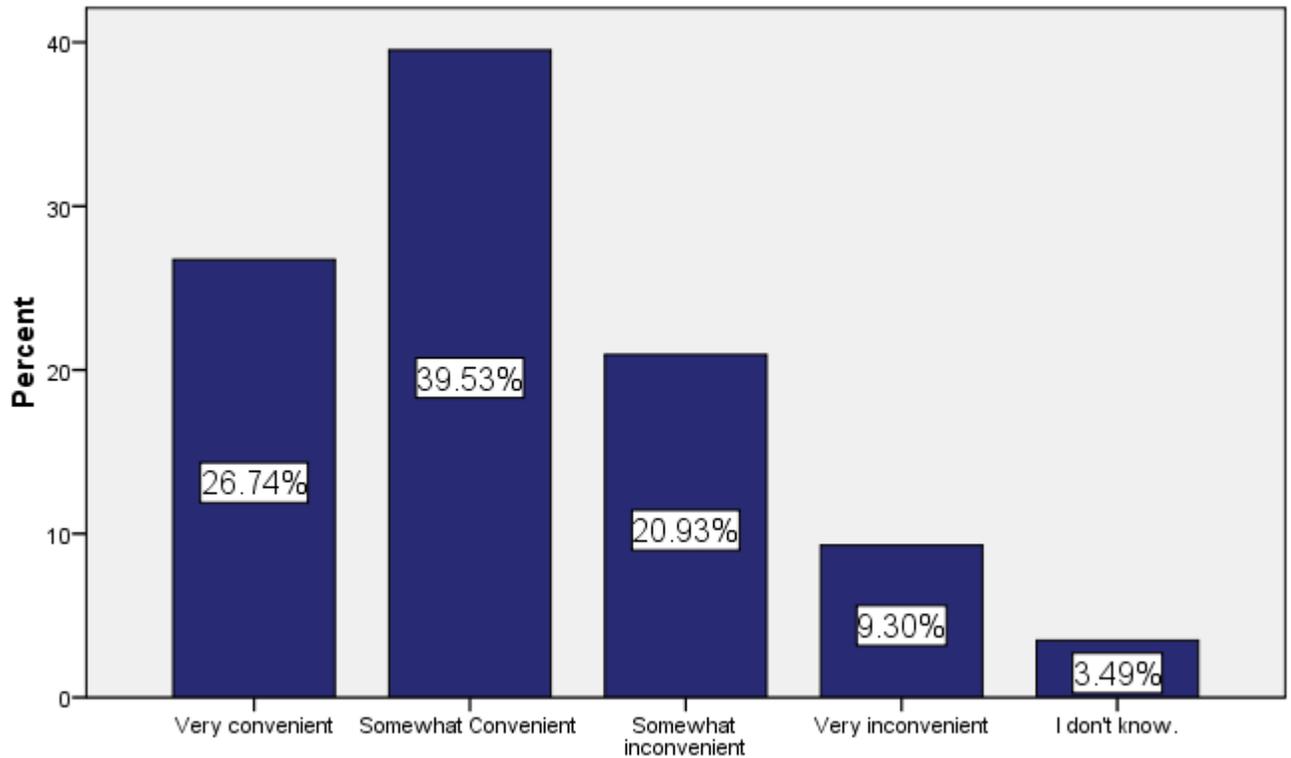


14a. What are the top two reasons you most often visit downtown Cape ...

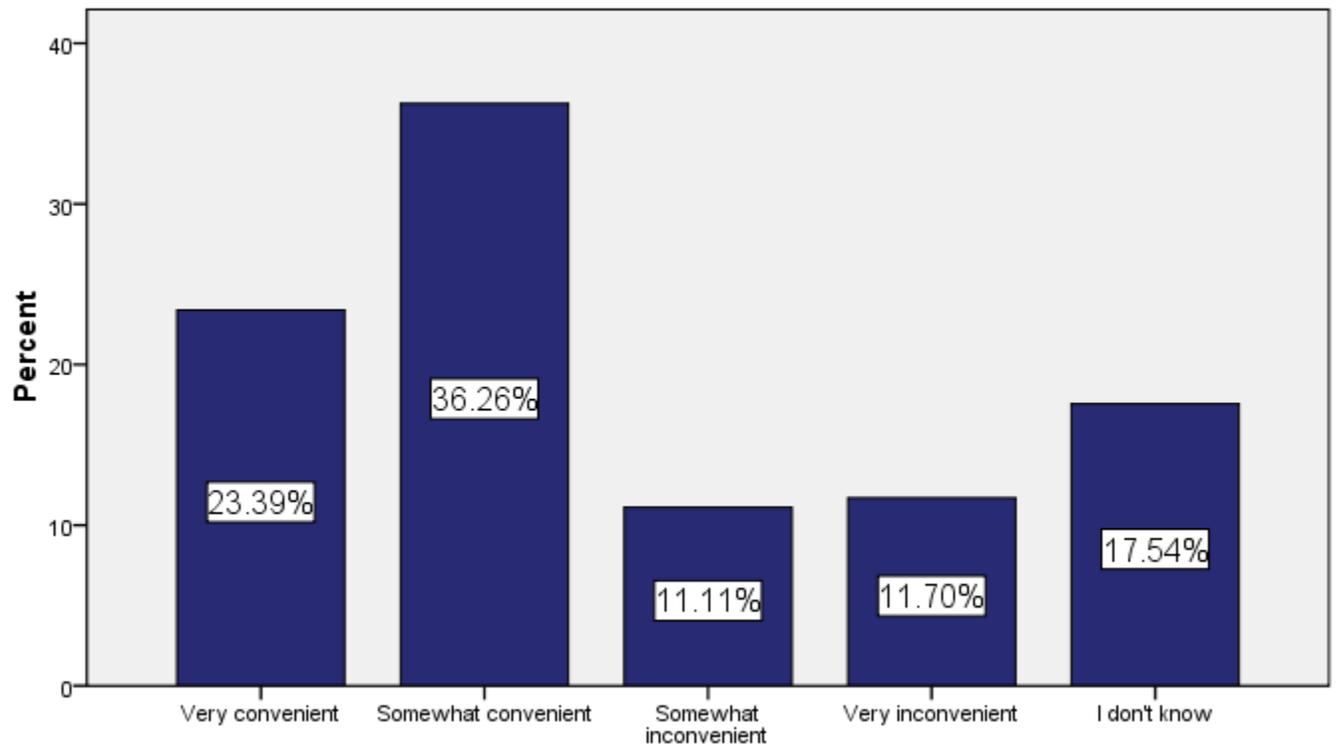


14b. What are the top two reasons you most often visit downtown Cape Girardeau?

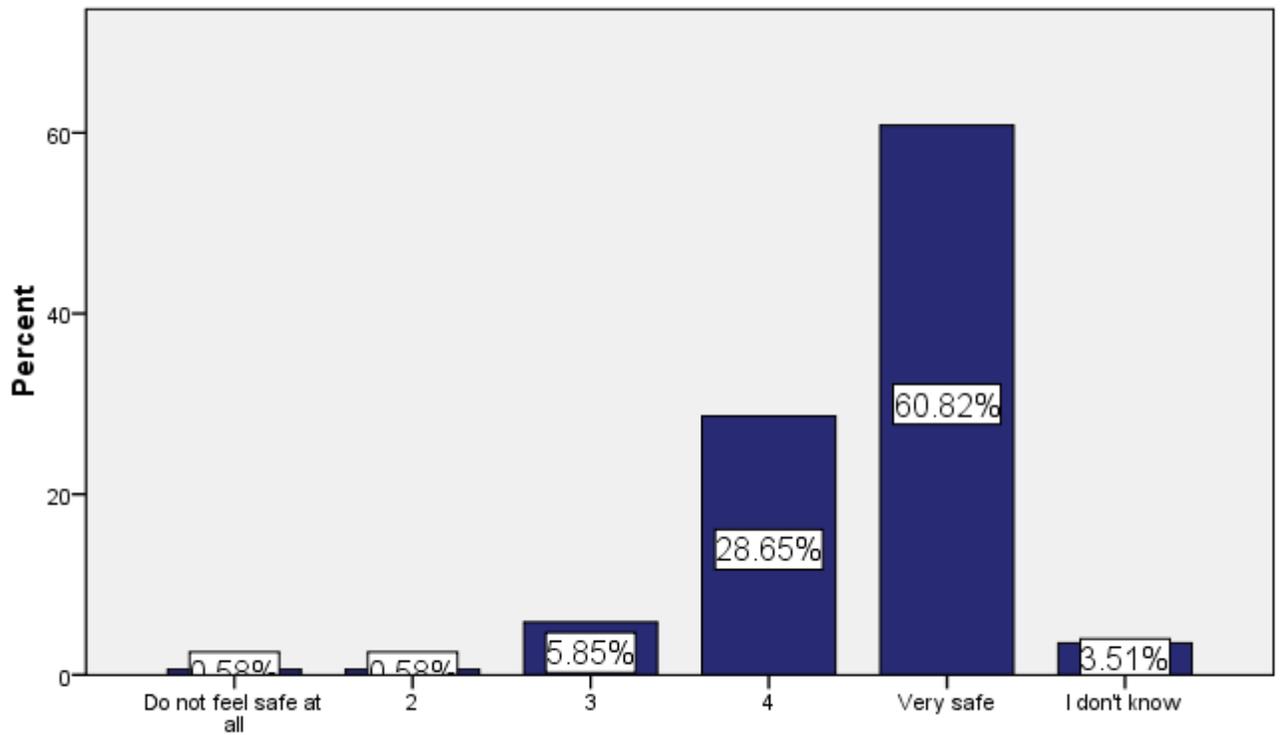




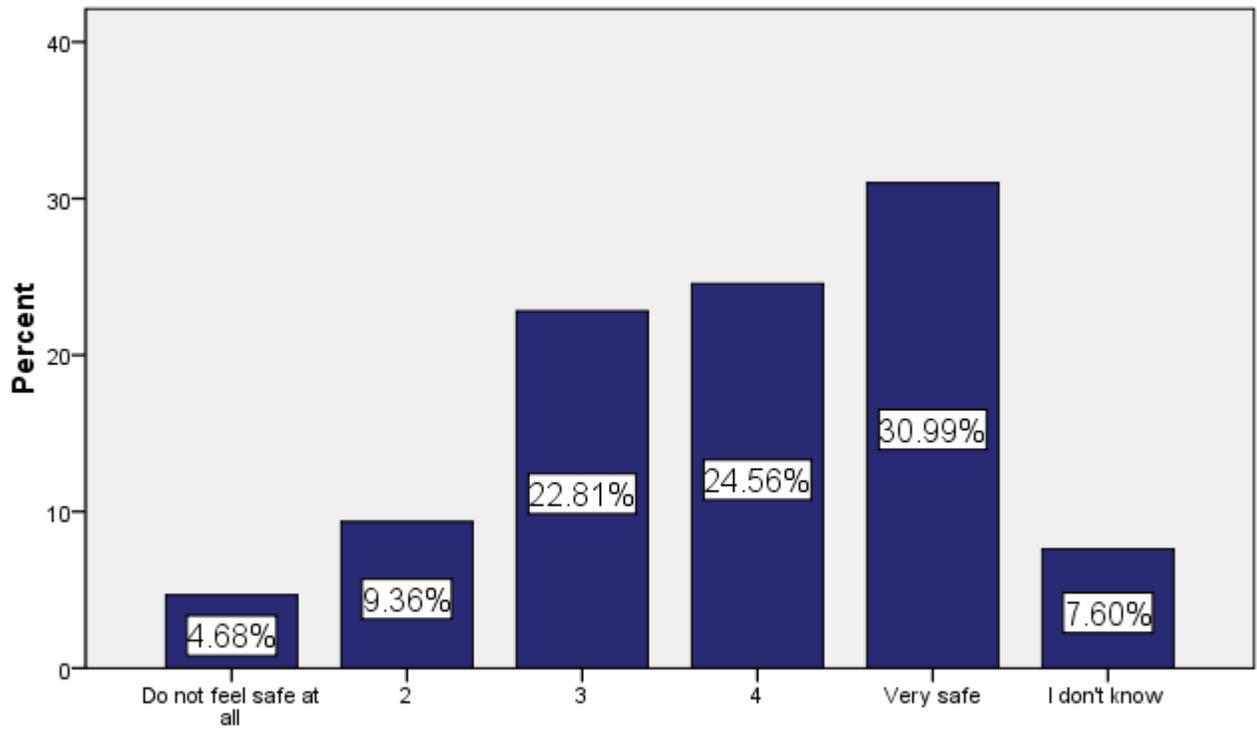
16. How convenient would you say that parking is downtown?



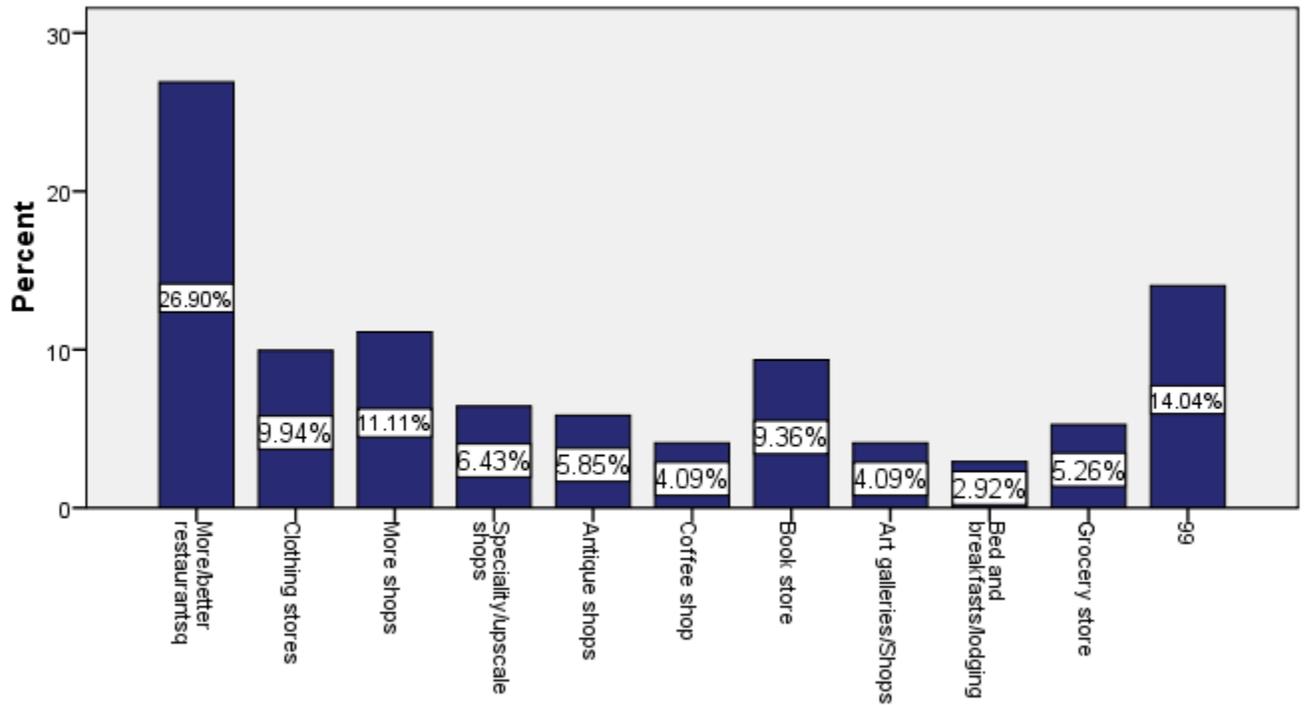
17. How convenient would you say that hours of downtown businesses are?



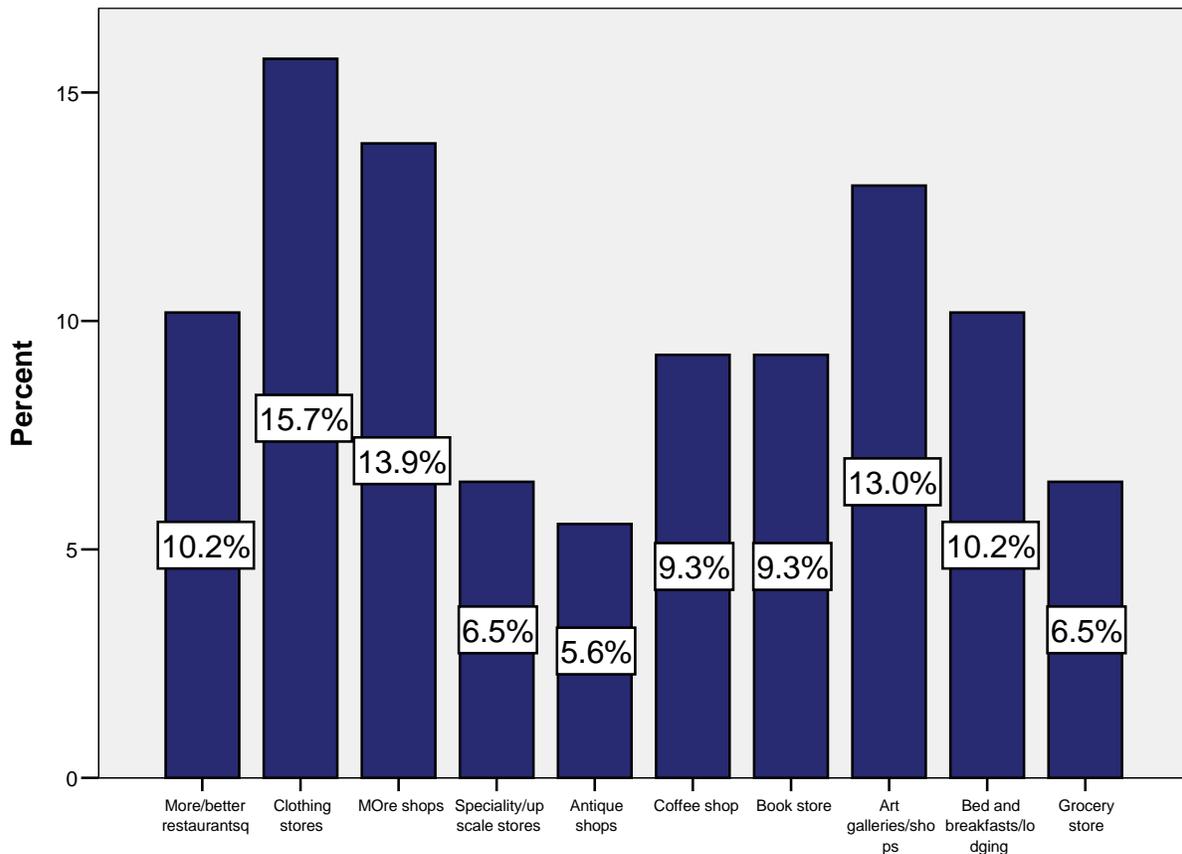
18. How safe would you say you feel in downtown Cape Girardeau during the day?



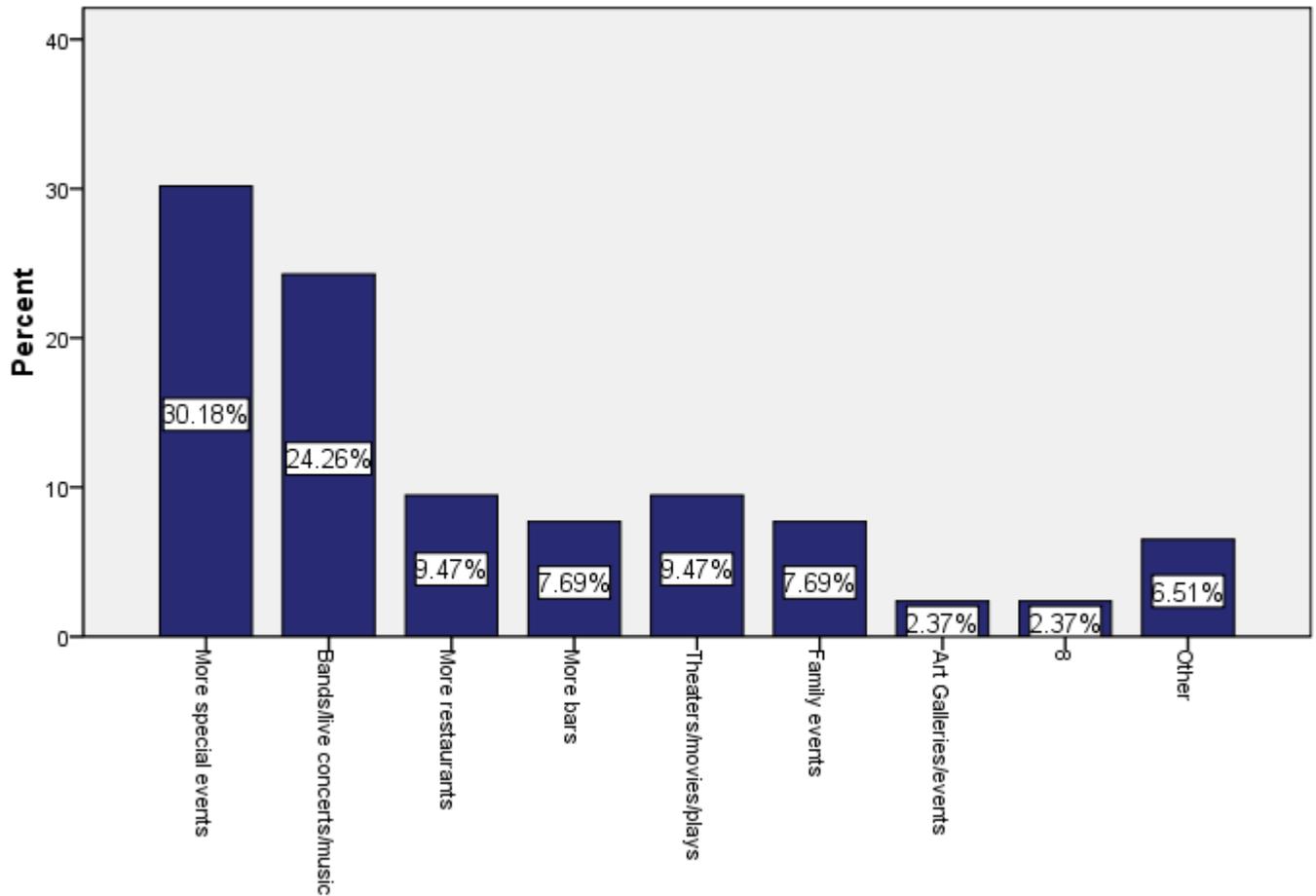
19. How safe would you say you feel in downtown Cape Girardeau at night?



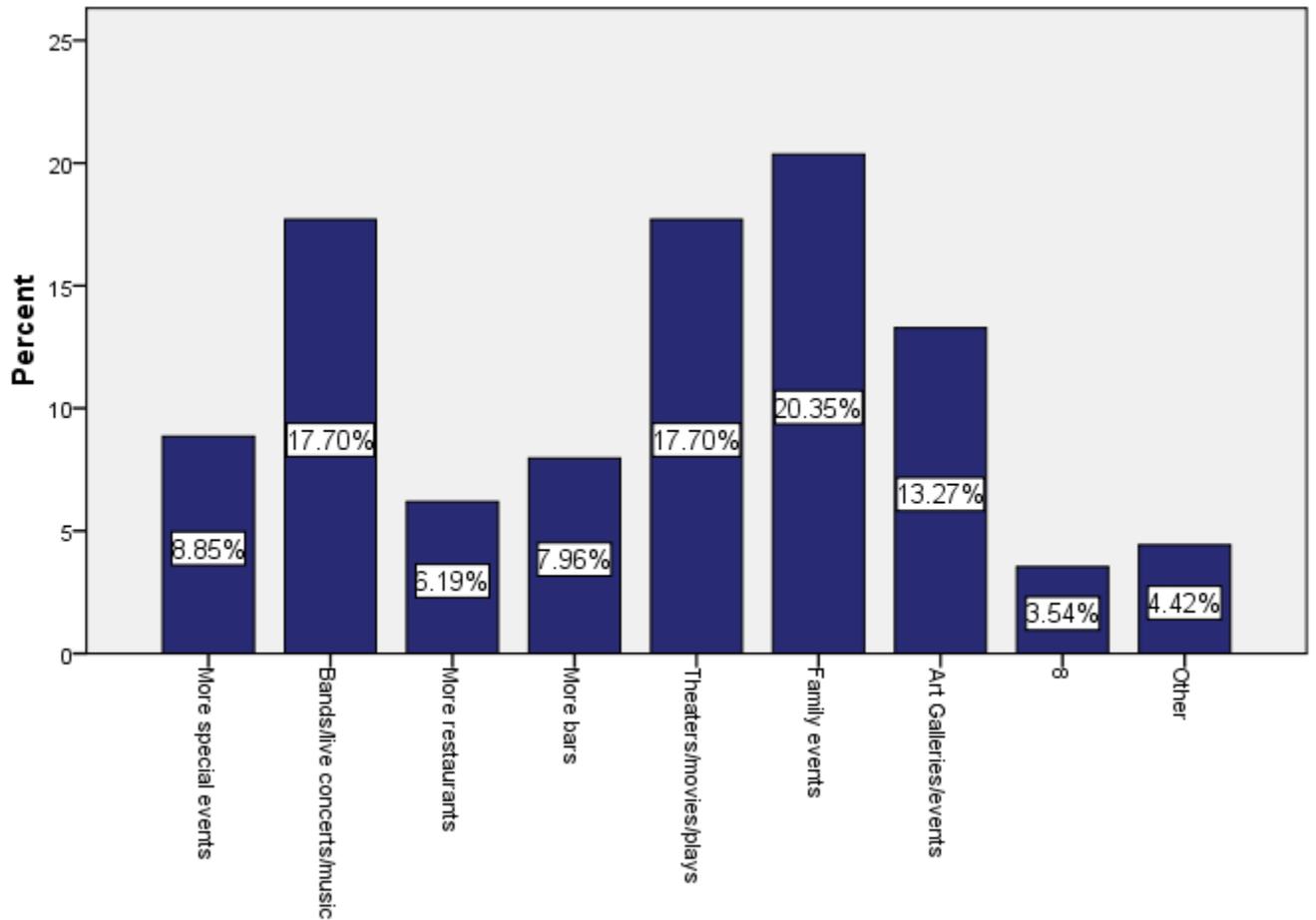
20a. What kinds of additional businesses do you think would make you more likely ...



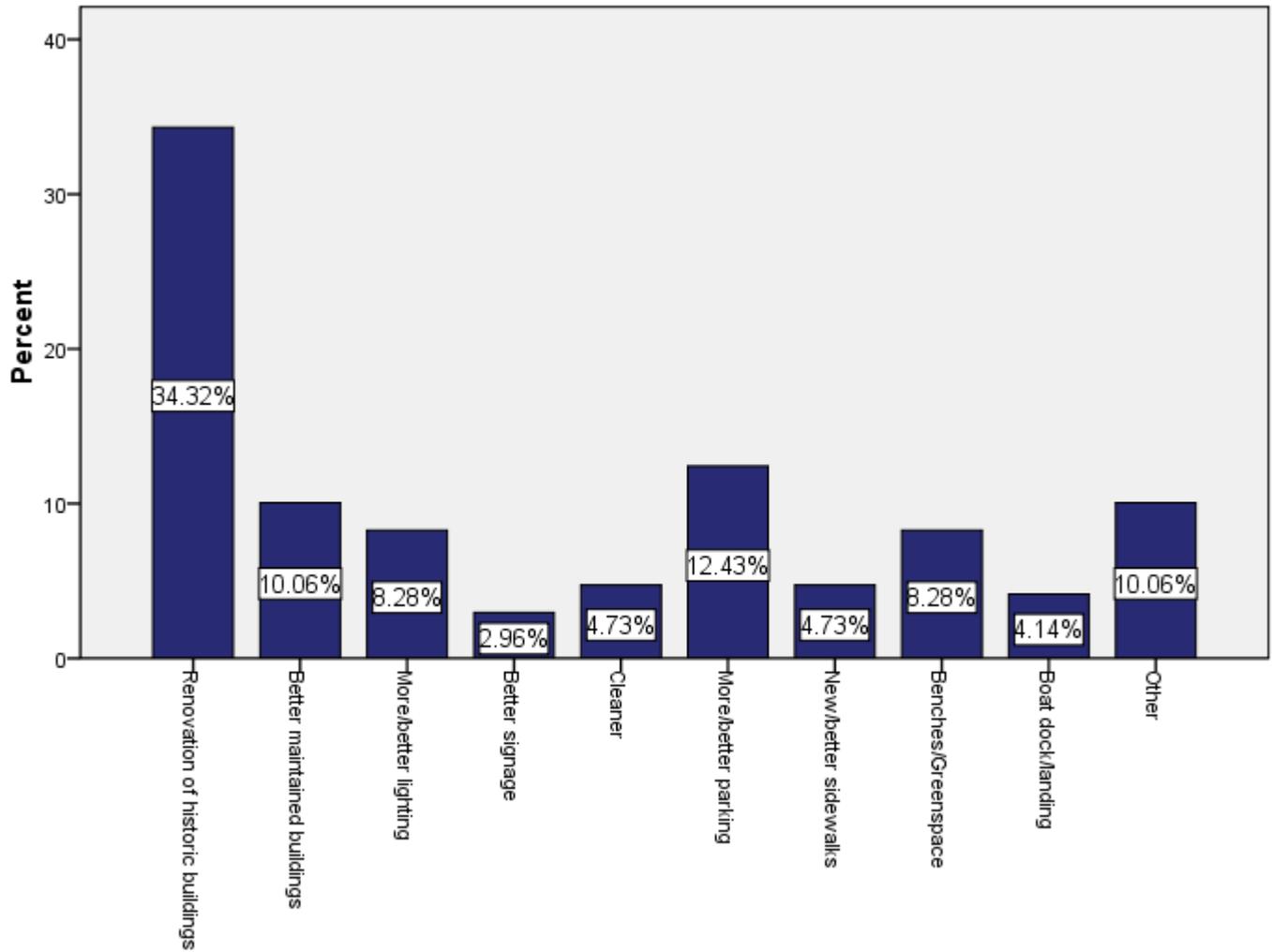
20b. What kinds of additional businesses do you think would make you more likely to visit downtown Cape Girardeau?



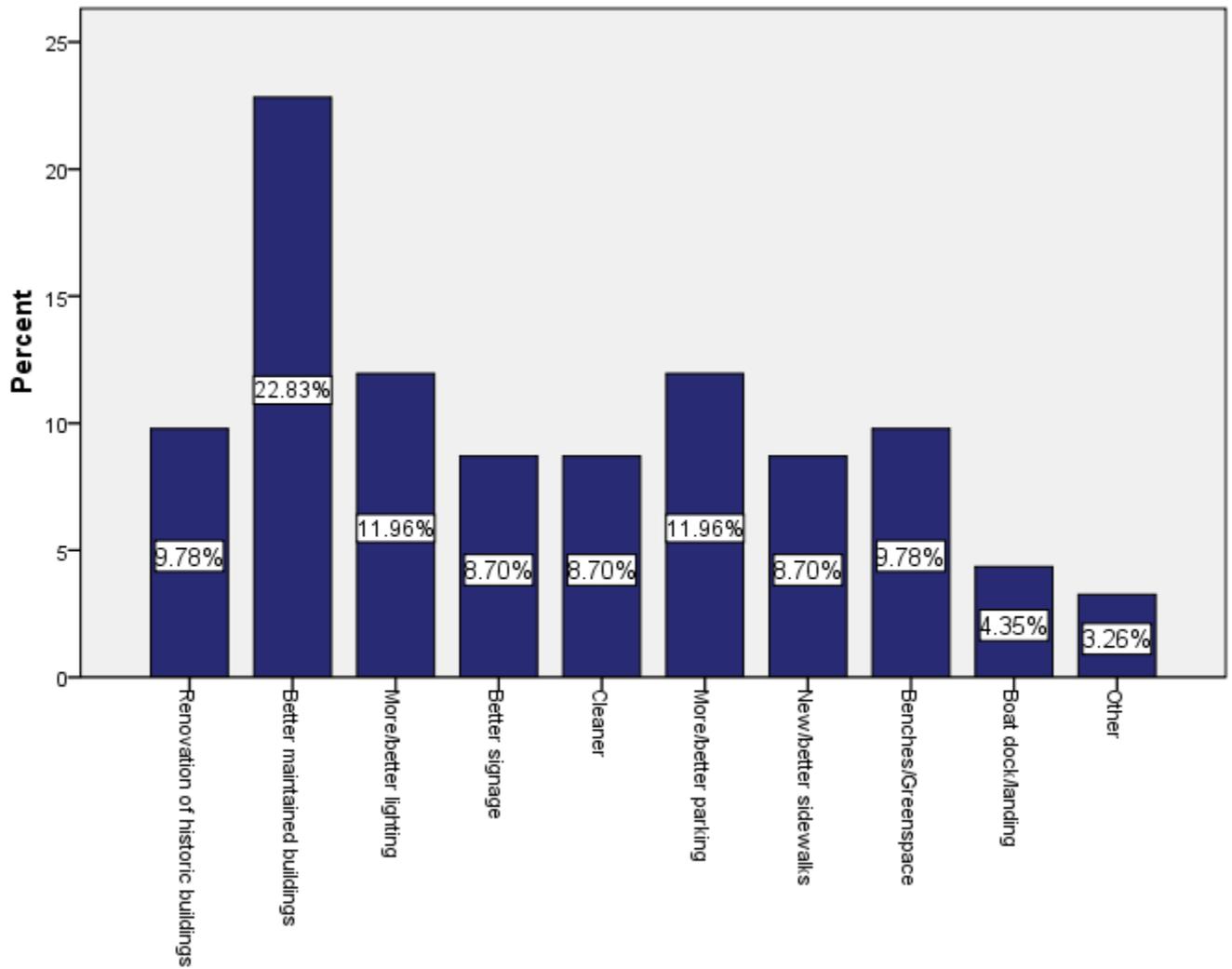
21a. What kinds of recreation or entertainment opportunities would make you more ...



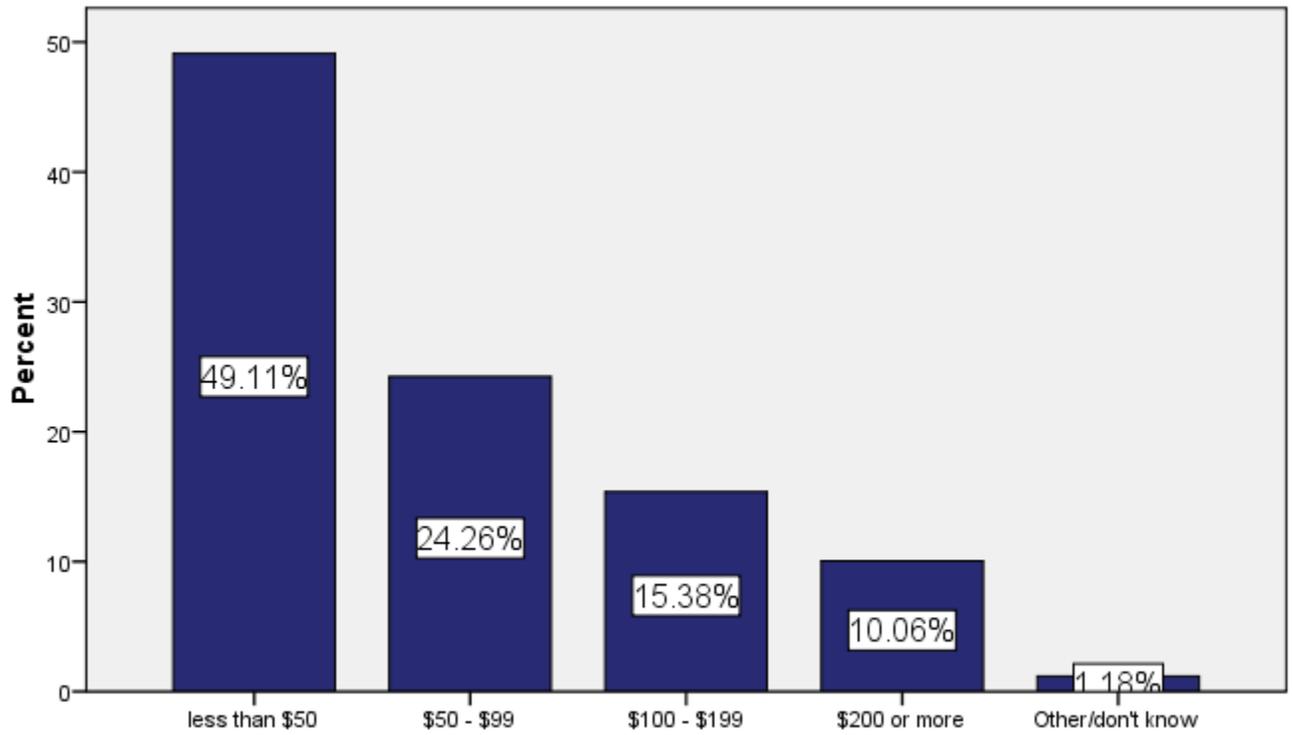
21b. What kinds of recreation or entertainment opportunities would make you more...



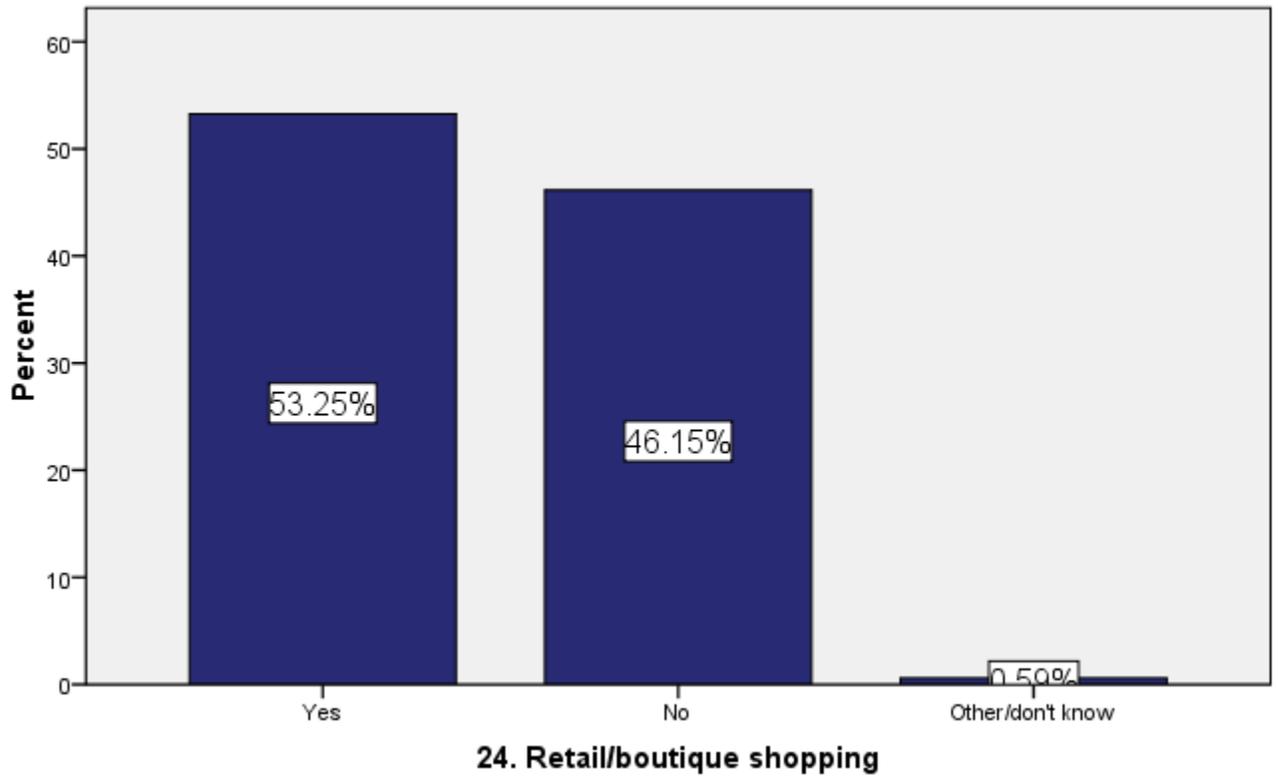
22a. What other physical improvements do you think would make downtown Cape ...

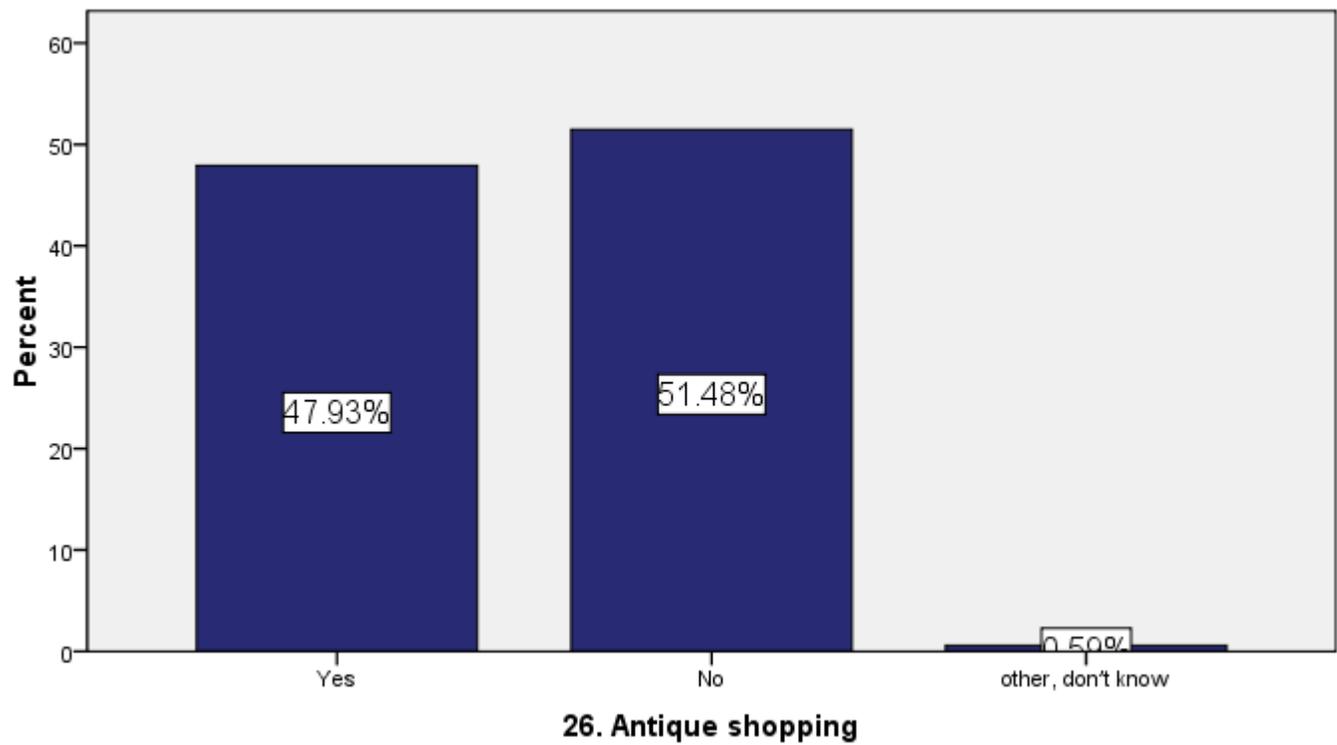
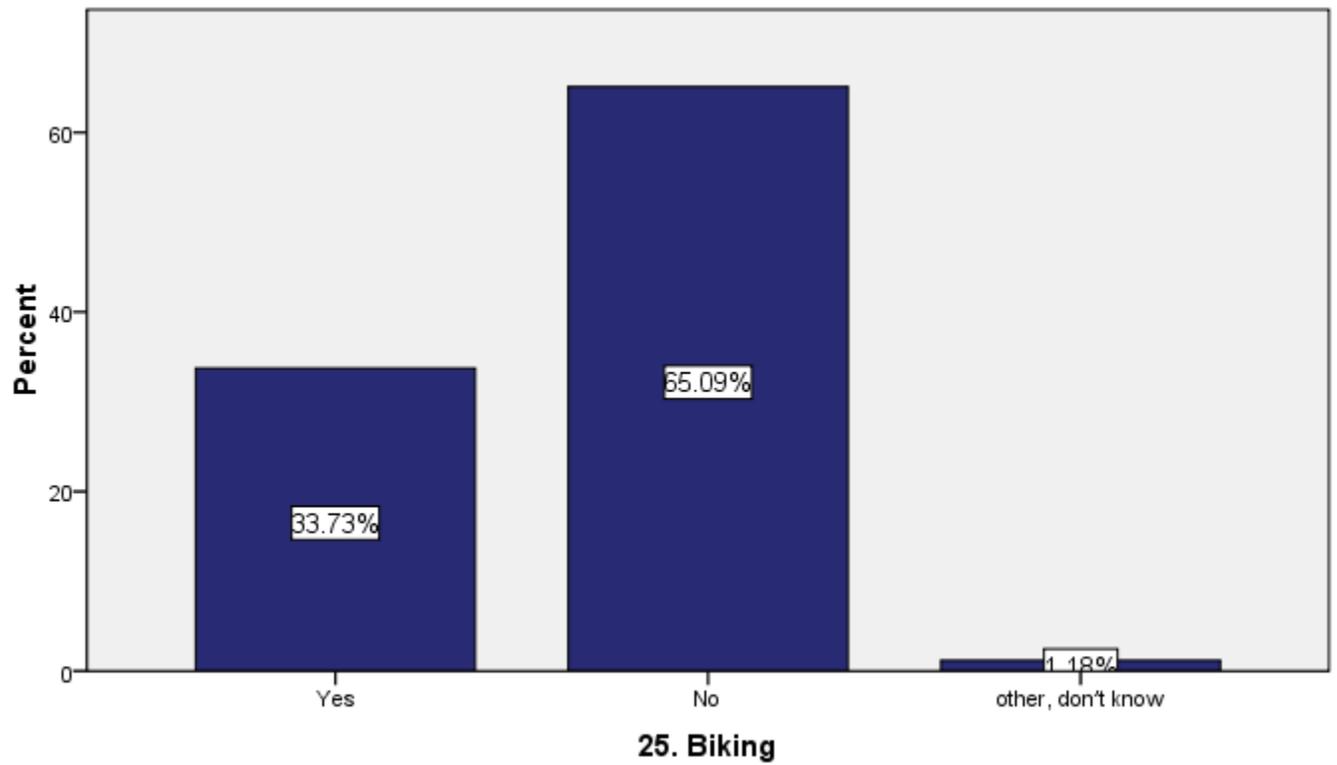


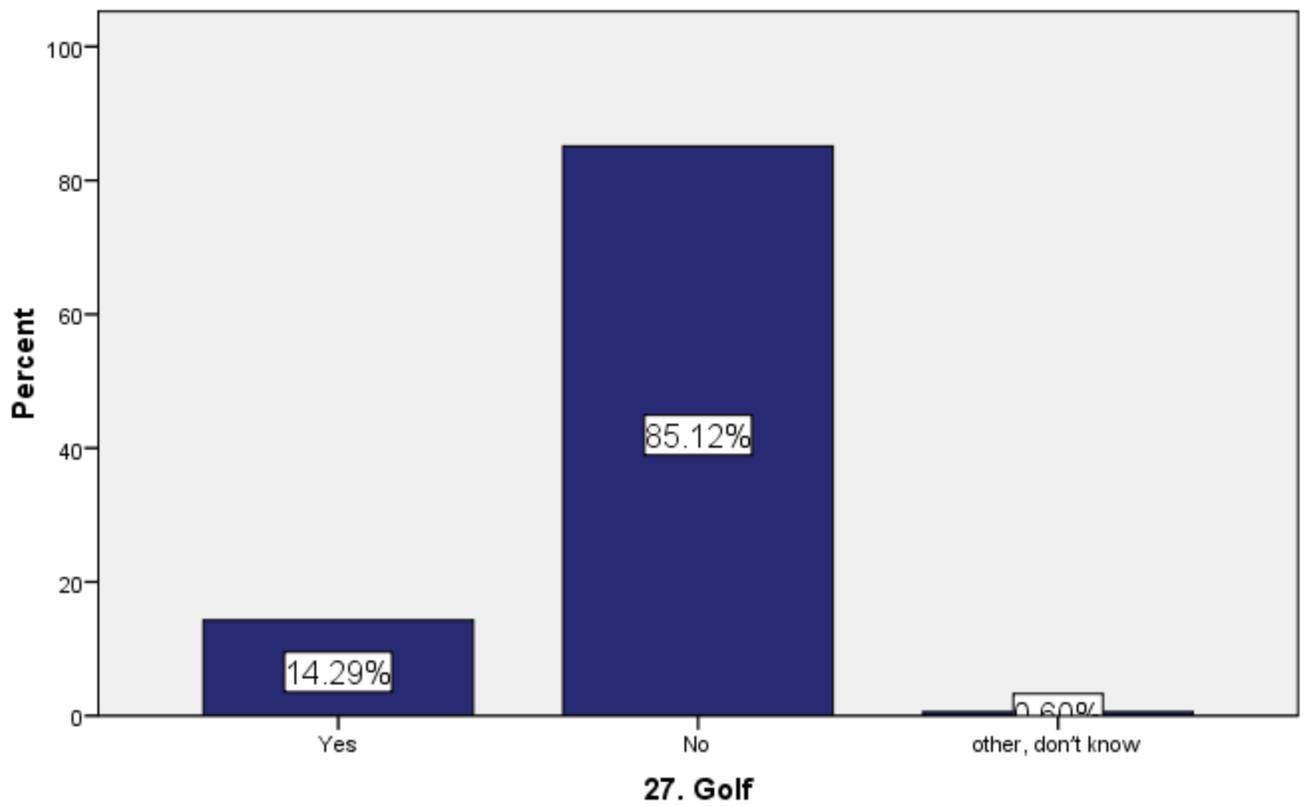
22b. What other physical improvements do you think would make downtown Cape ...

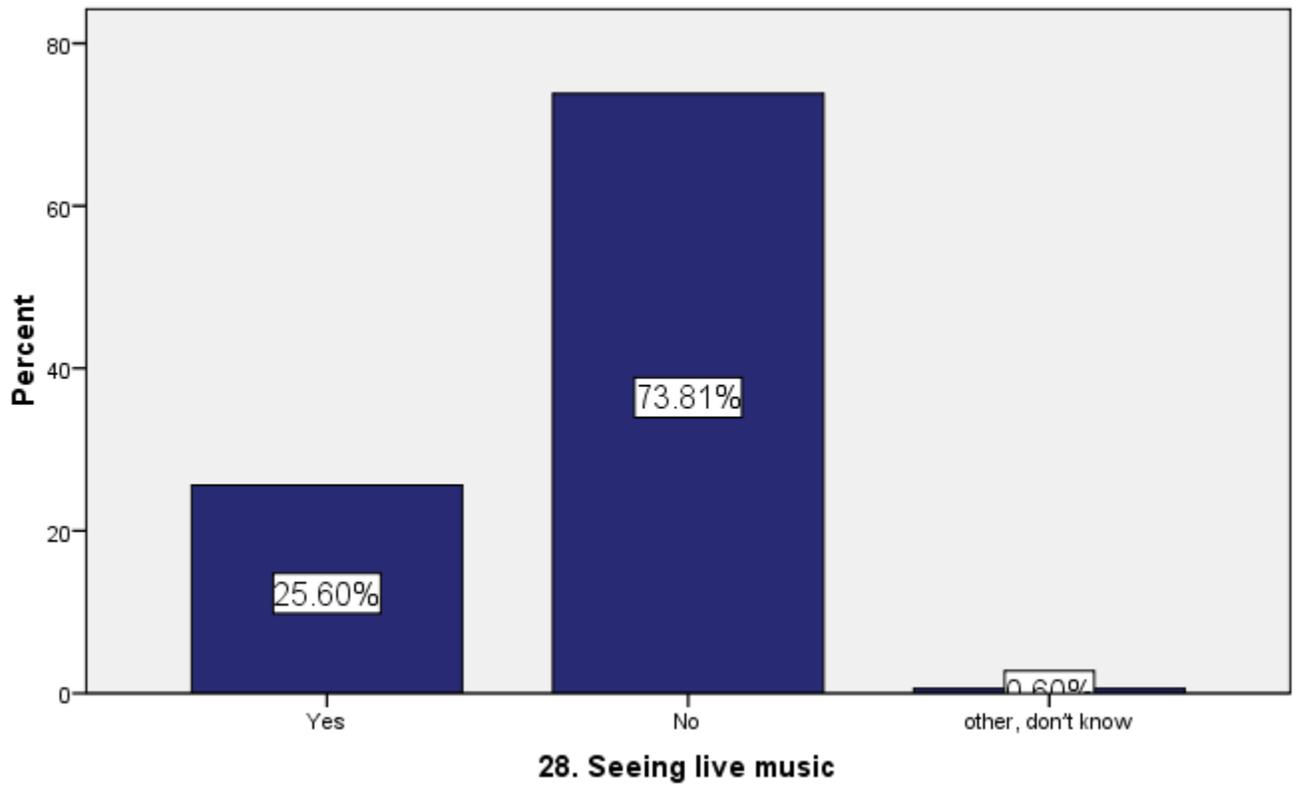


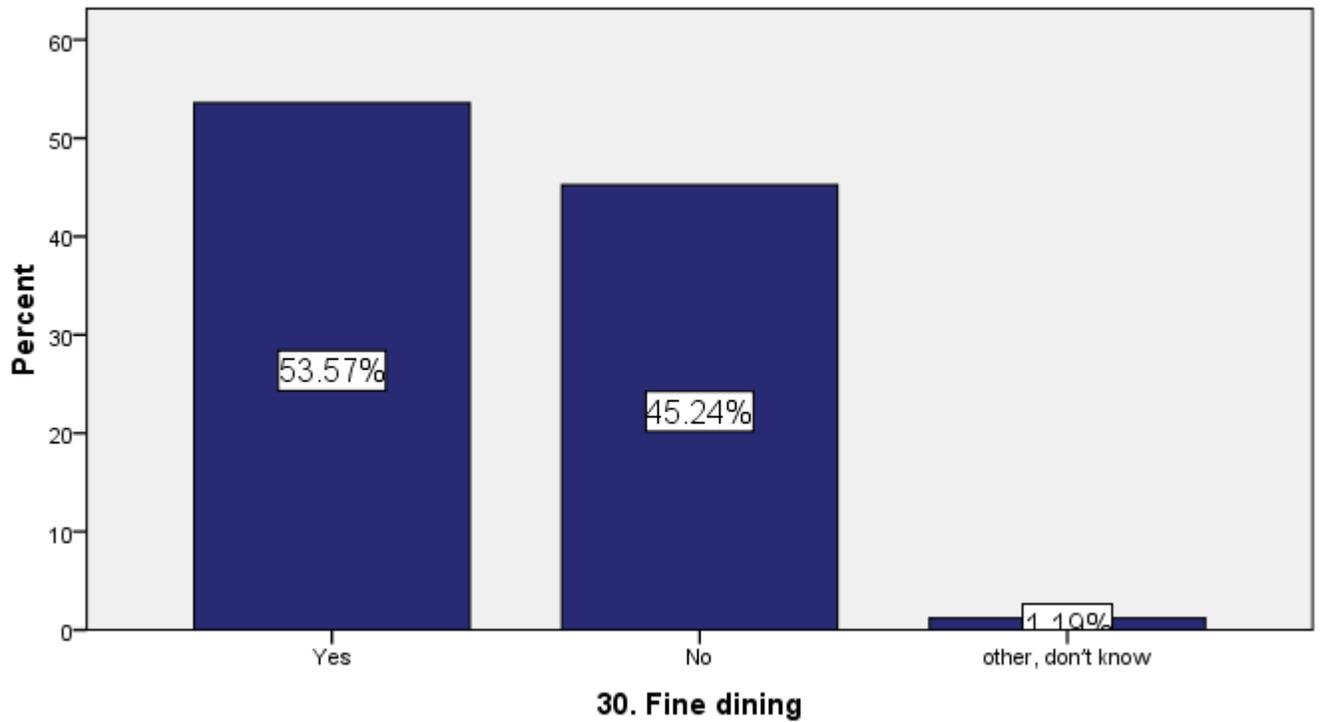
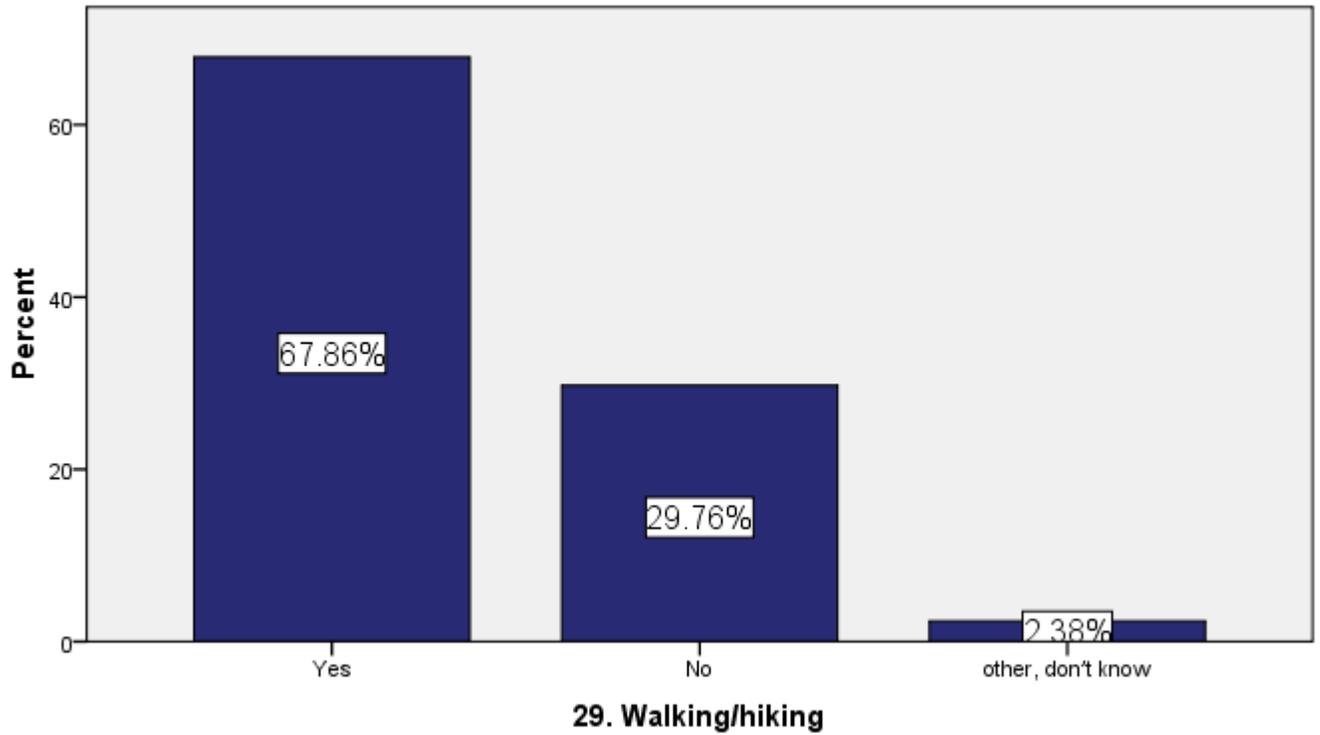
23. Excluding lodging, how much money are you likely to spend in downtown Cape Girardeau during this visit?

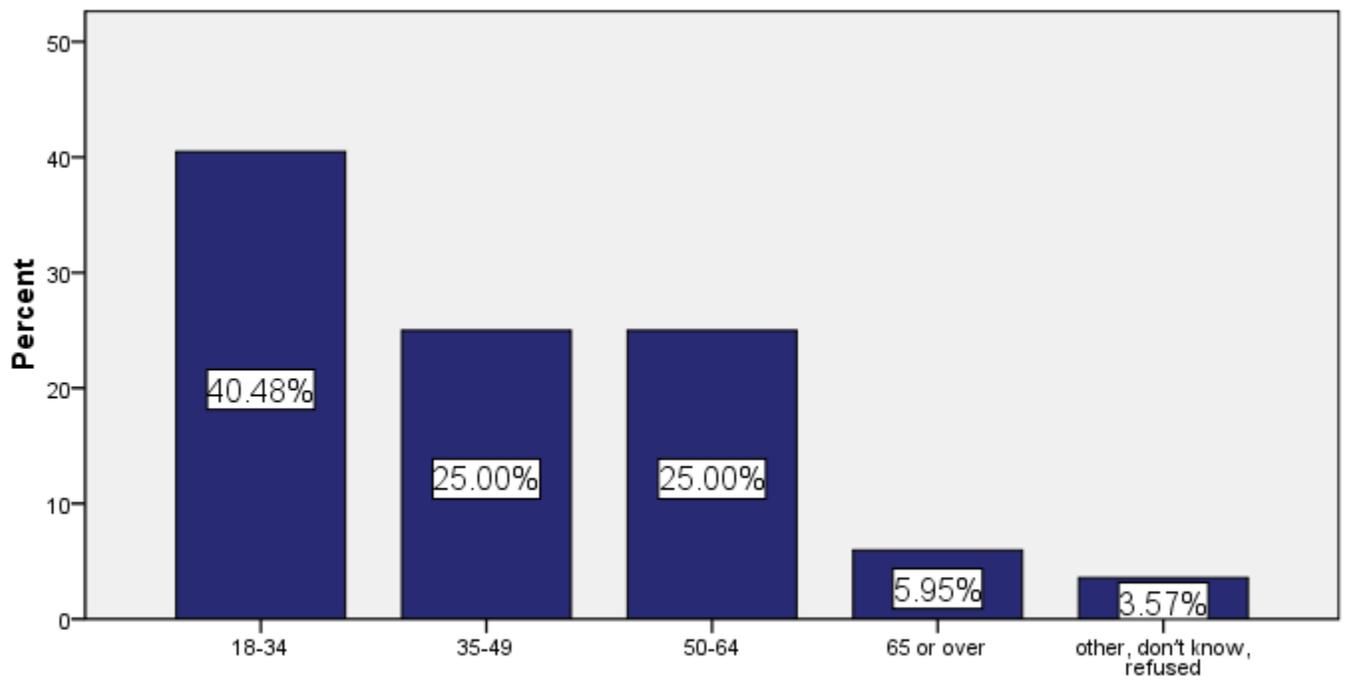




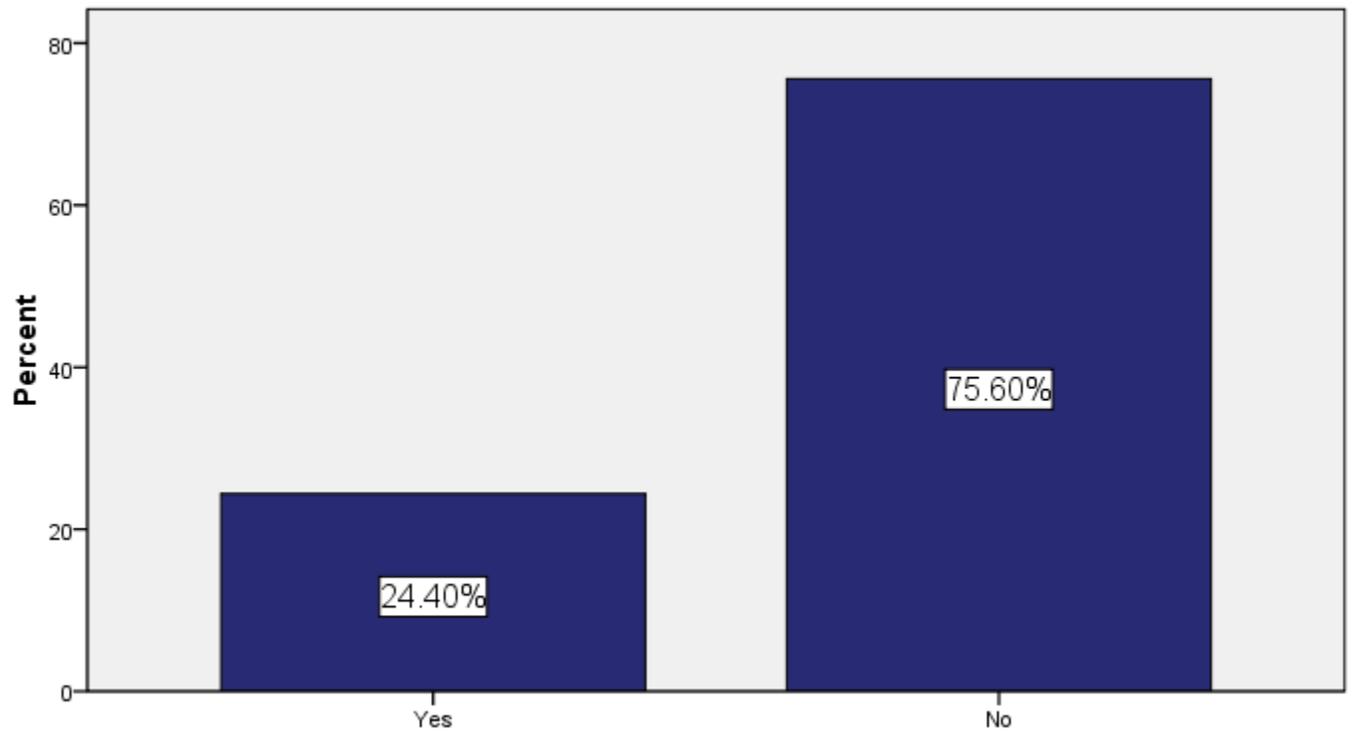




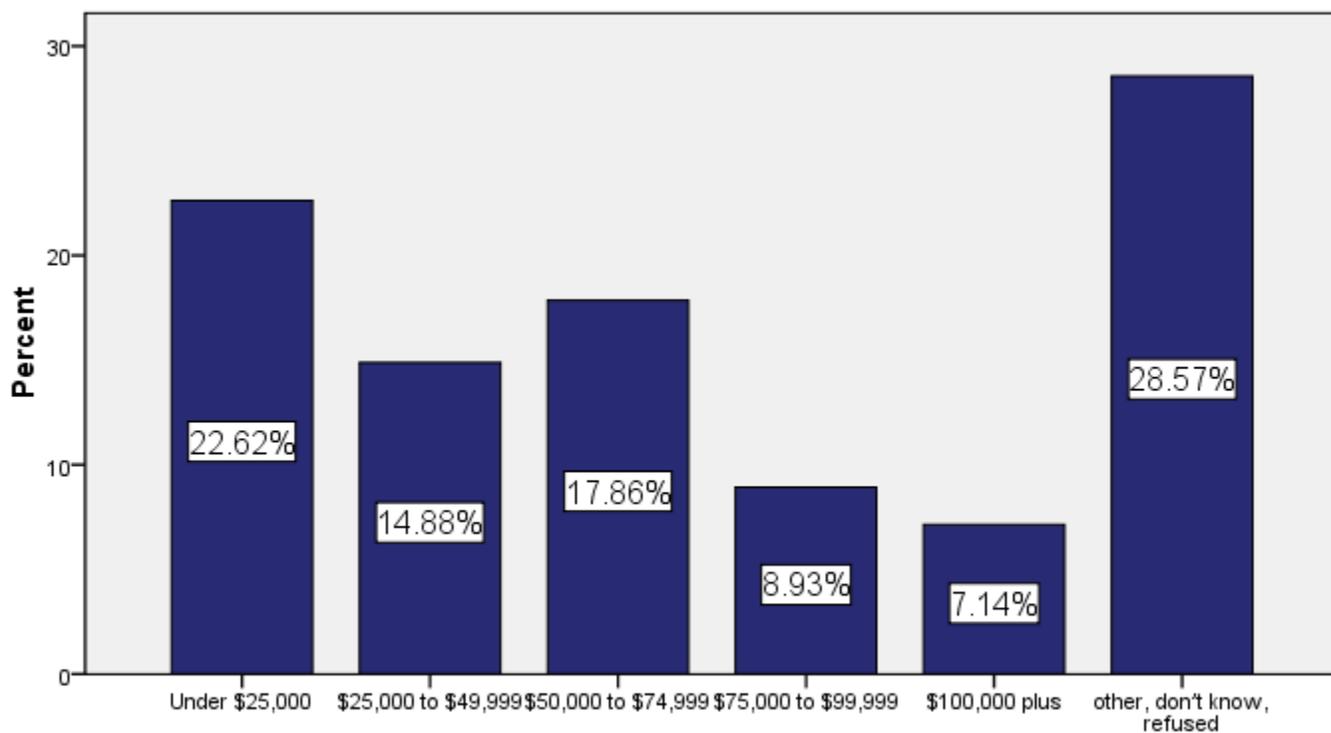




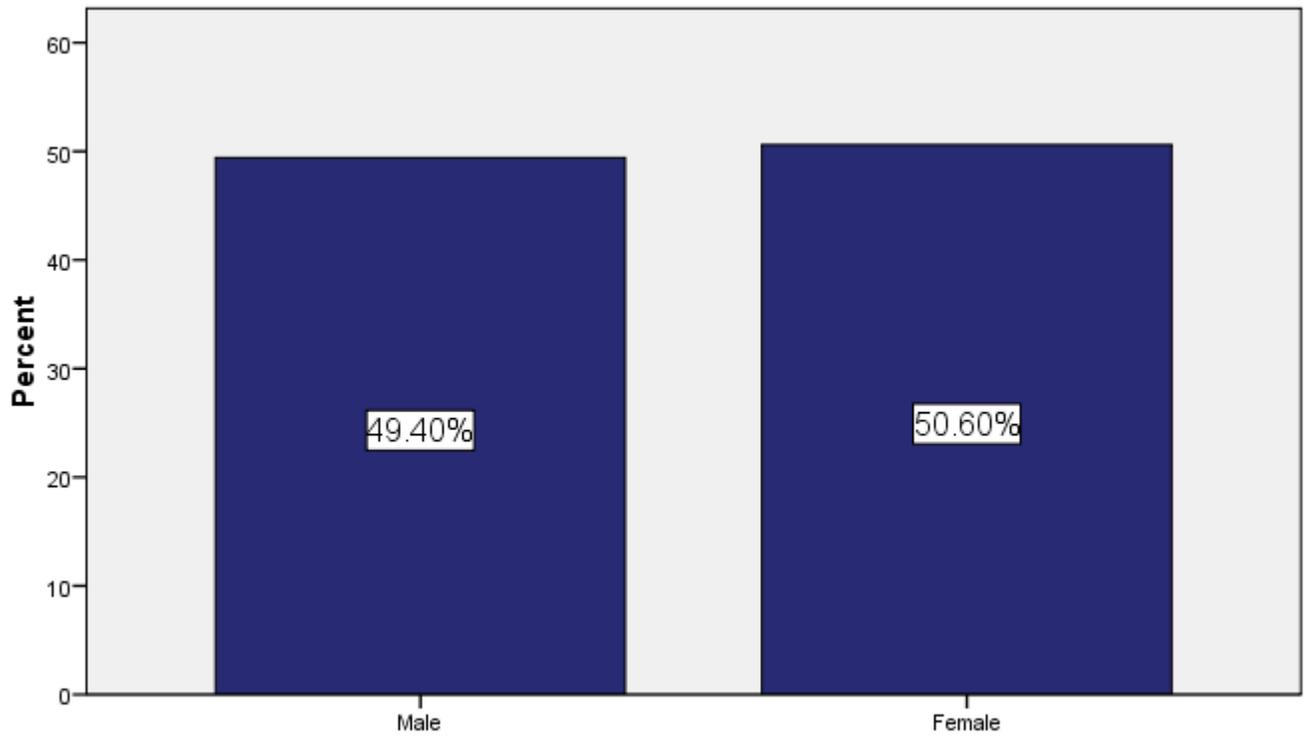
31. In which of the following age groups are you?



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



33. Household income



34. Gender

SECTION V

QUESTIONNAIRE

1. What is your zipcode? (RECORD EXACT ZIPCODE) If respondent answers "63701," terminate interview.
2. What is the main purpose of your visit to downtown Cape Girardeau today? DO NOT READ CHOICES. (DONT ASK DURING THE LIBERTY FEST. RECORD A "4" FOR SPECIAL EVENT)
 - 1) Shopping
 - 2) Visiting family/friends
 - 3) Business
 - 4) Special event
 - 5) Government/Post Office
 - 9) Other (Specify) _____
3. Are you staying overnight in Cape Girardeau?
 - 1) Yes
 - 2) No (SKIP to QUESTION 5)
4. Where are you staying overnight in Cape Girardeau?
 - 1) Hotel/motel/bed and breakfast in downtown Cape Girardeau
 - 2) Hotel/motel/bed and breakfast in Cape Girardeau area but not downtown
 - 3) With family or friends
 - 4) Campground/RV park
 - 9) Other (specify) _____
5. Have you visited downtown Cape Girardeau before today?
 - 1) Yes
 - 2) No (SKIP to QUESTION 7)
6. How often do you visit downtown Cape Girardeau?
 - 1) Once a year or less
 - 2) More than once a year but less than once a month
 - 3) One to five times per month
 - 4) More than 5 times a month
 - 9) Other (specify) _____

On this visit to Cape Girardeau, which of these activities do you plan to do specifically in the downtown area?

Code responses as:

- 1) Yes
- 2) No
- 9) Other/don't know

7. Special event (DO NOT READ DURING LIBERTY FEST. JUST CHECK YES)
8. Shopping
9. Dining
10. Nightlife/entertainment
11. Outdoor recreation
12. Conducting business (DON'T ASK DURING LIBERTY FEST – CHECK OTHER/DON'T KNOW)
13. Government/Post Office (DON'T ASK DURING LIBERTY FEST – CHECK OTHER/DON'T KNOW)
14. (IF NO TO QUESTION 5, WILL NOT ASK QUESTION 13) What are the top two reasons you most often visit downtown Cape Girardeau? (RECORD ONE OR TWO RESPONSES, AS APPROPRIATE)

- 1) Special event
- 2) Shopping
- 3) Dining
- 4) Nightlife/entertainment
- 5) Outdoor recreation
- 6) Conducting business
- 7) Government/Post Office
- 9) Other (specify)_____

15. How easy would you say it is to find your way around downtown Cape Girardeau?

- 1) Very easy
- 2) Somewhat easy
- 3) Somewhat difficult
- 4) Very difficult
- 9) I don't know.

16. How convenient would you say that parking is downtown?

- 1) Very convenient
- 2) Somewhat convenient
- 3) Somewhat inconvenient
- 4) Very inconvenient
- 9) I don't know.

17. How convenient would you say that hours of downtown businesses are?

- 1) Very convenient
- 2) Somewhat convenient
- 3) Somewhat inconvenient
- 4) Very inconvenient
- 9) I don't know.

18. Using a five-point scale where "5" means you feel very safe and a "1" means you do not feel safe at all, how safe would you say you feel in downtown Cape Girardeau during the day? Of course, you can use any number between "1" and "5."

- 1) Do not feel safe at all
- 2) 2
- 3) 3
- 4) 4
- 5) Very safe
- 9) I don't know.

19. Using the same scale (REPEAT IF NECESSARY), how safe would you say you feel in downtown Cape Girardeau at night? Again, you can use any number between "1" and "5."

- 1) Do not feel safe at all
- 2) 2
- 3) 3
- 4) 4
- 5) Very safe
- 9) I don't know.

20. What kinds of additional businesses do you think would make you more likely to visit downtown Cape Girardeau? (DO NOT READ CHOICES. RECORD ONE OR TWO RESPONSES, AS APPROPRIATE.) IF RESPONDENT GIVES ONE ANSWER, PROBE "IS THERE ANOTHER KIND OF BUSINESS YOU WOULD LIKE TO SEE DOWNTOWN?")

- 1) More/better restaurants
- 2) Clothing stores
- 3) More shops (in general)

- 4) Specialty/upscale shops (IF RESPONDENT GIVES SPECIFIC TYPE OF STORE, RECORD AS OTHER AND SPECIFY RESPONSE)
- 5) Antique shops
- 6) Coffee shop
- 7) Bookstore
- 8) Art galleries/shops
- 9) Bed and breakfasts/lodging
- 10) Grocery store
- 11) Other (specify)_____

21. What kinds of recreation or entertainment opportunities would make you more likely to visit downtown Cape Girardeau? (DO NOT READ CHOICES. RECORD ONE OR TWO RESPONSES, AS APPROPRIATE.)

- 1) More special events
- 2) Bands/live concerts/music
- 3) More restaurants
- 4) More bars
- 5) Theaters/movies/plays
- 6) Family events
- 7) Art Galleries/events
- 9) Other (specify)_____

22. What other physical improvements do you think would make downtown Cape Girardeau more appealing? (DO NOT READ CHOICES. RECORD ONE OR TWO RESPONSES, AS APPROPRIATE. IF RESPONDENT GIVES ONE ANSWER, PROBE "IS THERE ANOTHER KIND OF IMPROVEMENT YOU WOULD LIKE TO SEE MADE TO DOWNTOWN?")

- 1) Renovation of historic buildings
- 2) Better maintained buildings
- 3) More/better lighting
- 4) Better signage
- 5) Cleaner
- 6) More/better parking
- 7) New/better sidewalks
- 8) Benches/Greenspace
- 9) Boat dock/landing
- 10) Other (specify)_____

23. Excluding lodging, how much money are you likely to spend in downtown Cape Girardeau during this visit?

- 1) less than \$50
- 2) \$50 - \$99
- 3) \$100 - \$199
- 4) \$200 or more
- 9) other/don't know

I'm going to read several hobbies people might have. For each item I read, please tell if it is a hobby of yours. ...

Code responses as:

- 1) Yes
- 2) No
- 9) Other/don't know

24. Retail/boutique shopping

25. Biking

26. Antique shopping

27. Golf

28. Seeing live music

29. Walking/hiking

30. Fine dining

31. 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

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

- 1) yes
- 2) no
- 9) other, don't know

33. Please stop me when I get to the category that best describes your annual household income from 2006.

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

34. Gender [don't ask, code as follows]

- 1) male
- 2) female

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

SECTION VI

CROSS TABULATION

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

Cape Girardeau, Missouri

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
02. What is the main purpose of your visit to downtown Cape Girardeau today?	Shopping	8.8%	.0%	2.4%	10.0%	2.4%	5.5%	5.3%	12.0%	3.3%	6.7%	.0%	4.8%	4.7%
	Visiting Family/Friends	17.6%	9.5%	7.1%	20.0%	12.2%	12.6%	23.7%	16.0%	3.3%	13.3%	.0%	9.6%	15.3%
	Business	1.5%	4.8%	7.1%	10.0%	4.9%	3.9%	5.3%	.0%	13.3%	.0%	.0%	4.8%	3.5%
	Special Event	67.6%	85.7%	78.6%	60.0%	78.0%	74.8%	57.9%	72.0%	80.0%	73.3%	100.0%	77.1%	74.1%
	Government/Post office	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
	Others	4.4%	.0%	4.8%	.0%	2.4%	3.1%	7.9%	.0%	.0%	6.7%	.0%	3.6%	2.4%

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
03. Are you staying overnight in Cape Girardeau?	Yes	60.3%	26.2%	28.6%	40.0%	34.1%	43.3%	65.8%	40.0%	33.3%	26.7%	8.3%	33.7%	48.2%
	No	39.7%	73.8%	71.4%	60.0%	65.9%	56.7%	34.2%	60.0%	66.7%	73.3%	91.7%	66.3%	51.8%

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
04. Where are you staying overnight in Cape Girardeau?	Hotel/motel/bed and breakfast in downtown Cape Girardeau	.0%	18.2%	8.3%	25.0%	21.4%	1.8%	4.0%	.0%	20.0%	.0%	.0%	7.1%	4.9%
	Hotel/motel/bed and breakfast in Cape Girardeau area but not downtown	7.3%	36.4%	58.3%	25.0%	35.7%	18.2%	8.0%	30.0%	30.0%	50.0%	.0%	25.0%	19.5%
	With family or friends	70.7%	36.4%	33.3%	25.0%	35.7%	61.8%	76.0%	50.0%	40.0%	50.0%	.0%	50.0%	61.0%
	Campground/RV park	.0%	9.1%	.0%	25.0%	.0%	3.6%	.0%	.0%	.0%	.0%	.0%	3.6%	2.4%
	Other	22.0%	.0%	.0%	.0%	7.1%	14.5%	12.0%	20.0%	10.0%	.0%	100.0%	14.3%	12.2%

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
05. Have you visited downtown Cape Girardeau before today?	Yes	91.2%	90.5%	83.3%	100.0%	90.2%	89.8%	92.1%	92.0%	93.3%	80.0%	91.7%	90.4%	89.4%
	No	8.8%	9.5%	16.7%	.0%	9.8%	10.2%	7.9%	8.0%	6.7%	20.0%	8.3%	9.6%	10.6%

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

Cape Girardeau, Missouri

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
06. How often do you visit downtown Cape Girardeau?	Once a year or less	14.5%	21.1%	17.1%	40.0%	27.0%	17.5%	20.0%	17.4%	10.7%	16.7%	9.1%	18.7%	21.1%
	More than once a year but less than once a month	21.0%	18.4%	22.9%	10.0%	10.8%	22.8%	11.4%	26.1%	21.4%	50.0%	.0%	22.7%	17.1%
	One to five times per month	29.0%	44.7%	37.1%	30.0%	40.5%	32.5%	31.4%	26.1%	32.1%	25.0%	54.5%	38.7%	30.3%
	More than 5 times a month	33.9%	15.8%	14.3%	20.0%	21.6%	23.7%	37.1%	21.7%	28.6%	8.3%	36.4%	17.3%	28.9%
	Other	1.6%	.0%	8.6%	.0%	.0%	3.5%	.0%	8.7%	7.1%	.0%	.0%	2.7%	2.6%

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
07. Special event	Yes	77.9%	92.7%	88.1%	88.9%	82.9%	86.4%	71.1%	91.7%	96.7%	78.6%	100.0%	89.0%	82.1%
	No	22.1%	7.3%	11.9%	11.1%	17.1%	13.6%	28.9%	8.3%	3.3%	21.4%	.0%	11.0%	17.9%
	Other/don't know	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
08. Shopping	Yes	52.9%	45.2%	40.5%	50.0%	46.3%	46.5%	42.1%	56.0%	40.0%	33.3%	58.3%	41.0%	51.8%
	No	45.6%	54.8%	54.8%	50.0%	51.2%	52.0%	57.9%	40.0%	56.7%	66.7%	41.7%	57.8%	45.9%
	Other/don't know	1.5%	.0%	4.8%	.0%	2.4%	1.6%	.0%	4.0%	3.3%	.0%	.0%	1.2%	2.4%
09. Dining	Yes	63.2%	61.9%	71.4%	70.0%	56.1%	66.1%	65.8%	48.0%	66.7%	73.3%	83.3%	59.0%	68.2%
	No	33.8%	38.1%	23.8%	30.0%	43.9%	30.7%	31.6%	48.0%	30.0%	26.7%	16.7%	38.6%	29.4%
	Other/don't know	2.9%	.0%	4.8%	.0%	.0%	3.1%	2.6%	4.0%	3.3%	.0%	.0%	2.4%	2.4%
10. Nightlife/entertainment	Yes	58.8%	42.9%	26.2%	20.0%	36.6%	44.1%	65.8%	40.0%	46.7%	26.7%	16.7%	41.0%	43.5%
	No	39.7%	54.8%	71.4%	80.0%	63.4%	53.5%	34.2%	56.0%	53.3%	66.7%	83.3%	57.8%	54.1%
	Other/don't know	1.5%	2.4%	2.4%	.0%	.0%	2.4%	.0%	4.0%	.0%	6.7%	.0%	1.2%	2.4%
11. Outdoor recreation	Yes	27.9%	33.3%	31.0%	10.0%	34.1%	26.0%	26.3%	28.0%	33.3%	33.3%	41.7%	31.3%	24.7%
	No	69.1%	66.7%	61.9%	90.0%	58.5%	72.4%	71.1%	64.0%	63.3%	66.7%	58.3%	66.3%	71.8%
	Other/don't know	2.9%	.0%	7.1%	.0%	7.3%	1.6%	2.6%	8.0%	3.3%	.0%	.0%	2.4%	3.5%
12. Conducting business	Yes	5.9%	9.5%	7.1%	30.0%	4.9%	9.4%	13.2%	12.0%	10.0%	.0%	8.3%	8.4%	8.2%
	No	73.5%	47.6%	52.4%	40.0%	43.9%	61.4%	71.1%	48.0%	46.7%	53.3%	58.3%	51.8%	62.4%
	Other/don't know	20.6%	42.9%	40.5%	30.0%	51.2%	29.1%	15.8%	40.0%	43.3%	46.7%	33.3%	39.8%	29.4%
13. Government/Post office	Yes	1.5%	2.4%	4.8%	.0%	2.4%	2.4%	.0%	.0%	6.7%	.0%	8.3%	2.4%	2.4%
	No	77.9%	50.0%	52.4%	60.0%	46.3%	65.4%	81.6%	52.0%	50.0%	46.7%	58.3%	54.2%	67.1%
	Other/don't know	20.6%	47.6%	42.9%	40.0%	51.2%	32.3%	18.4%	48.0%	43.3%	53.3%	33.3%	43.4%	30.6%

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
14a. What are the top two reasons you most often visit downtown Cape Girardeau?	Special event	30.6%	28.9%	22.9%	60.0%	24.3%	35.1%	20.0%	34.8%	21.4%	25.0%	36.4%	29.3%	35.5%
	Shopping	12.9%	13.2%	31.4%	30.0%	18.9%	18.4%	17.1%	26.1%	14.3%	25.0%	18.2%	14.7%	22.4%
	Dining	6.5%	18.4%	22.9%	10.0%	10.8%	14.0%	5.7%	4.3%	25.0%	25.0%	18.2%	17.3%	9.2%
	Night life/entertainment	32.3%	13.2%	8.6%	.0%	16.2%	19.3%	34.3%	21.7%	17.9%	8.3%	9.1%	20.0%	17.1%
	Outdoor recreation	8.1%	10.5%	.0%	.0%	13.5%	3.5%	8.6%	8.7%	3.6%	8.3%	9.1%	5.3%	6.6%
	Conducting business	1.6%	5.3%	5.7%	.0%	5.4%	2.6%	2.9%	.0%	7.1%	.0%	.0%	4.0%	2.6%
	Government/Post Office	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
	Other	8.1%	10.5%	8.6%	.0%	10.8%	7.0%	11.4%	4.3%	10.7%	8.3%	9.1%	9.3%	6.6%

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**Downtown Revitalization and Economic Assistance for Missouri
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Cape Girardeau, Missouri

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
14b. What are the top two reasons you most often visit downtown Cape Girardeau?	Special event	13.0%	23.3%	8.7%	.0%	14.8%	12.9%	12.0%	18.8%	4.5%	.0%	33.3%	14.5%	12.3%
	Shopping	15.2%	20.0%	4.3%	42.9%	22.2%	15.3%	16.0%	18.8%	13.6%	12.5%	11.1%	14.5%	19.3%
	Dining	28.3%	16.7%	56.5%	28.6%	25.9%	35.3%	40.0%	6.3%	45.5%	37.5%	44.4%	30.9%	35.1%
	Nightlife/entertainment	30.4%	20.0%	13.0%	.0%	22.2%	20.0%	16.0%	37.5%	9.1%	12.5%	11.1%	14.5%	26.3%
	Outdoor recreation	2.2%	16.7%	4.3%	14.3%	3.7%	8.2%	.0%	12.5%	4.5%	37.5%	.0%	10.9%	3.5%
	Conducting business	8.7%	.0%	8.7%	14.3%	.0%	8.2%	16.0%	.0%	13.6%	.0%	.0%	9.1%	3.5%
	Government/Post Office	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
	Other	2.2%	3.3%	4.3%	.0%	11.1%	.0%	.0%	6.3%	9.1%	.0%	.0%	5.5%	.0%

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
15. How easy would you say it is to find your way around downtown Cape Girardeau?	Very easy	61.8%	66.7%	59.5%	60.0%	61.0%	62.2%	55.3%	72.0%	53.3%	66.7%	75.0%	66.3%	57.6%
	Somewhat easy	32.4%	21.4%	21.4%	20.0%	29.3%	25.2%	34.2%	20.0%	33.3%	20.0%	16.7%	22.9%	29.4%
	Somewhat difficult	5.9%	7.1%	11.9%	10.0%	7.3%	8.7%	10.5%	.0%	10.0%	.0%	8.3%	8.4%	8.2%
	Very difficult	.0%	2.4%	.0%	10.0%	.0%	1.6%	.0%	4.0%	.0%	6.7%	.0%	.0%	2.4%
	I don't know	.0%	2.4%	7.1%	.0%	2.4%	2.4%	.0%	4.0%	3.3%	6.7%	.0%	2.4%	2.4%

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
16. How convenient would you say that parking is downtown?	Very convenient	17.6%	31.0%	35.7%	40.0%	31.7%	24.4%	18.4%	36.0%	26.7%	40.0%	33.3%	24.1%	28.2%
	Somewhat Convenient	38.2%	42.9%	33.3%	50.0%	39.0%	40.9%	47.4%	36.0%	40.0%	26.7%	50.0%	42.2%	38.8%
	Somewhat inconvenient	26.5%	14.3%	21.4%	10.0%	14.6%	22.0%	18.4%	12.0%	23.3%	20.0%	16.7%	27.7%	12.9%
	Very inconvenient	13.2%	9.5%	4.8%	.0%	12.2%	8.7%	10.5%	12.0%	10.0%	6.7%	.0%	2.4%	16.5%
	I don't know.	4.4%	2.4%	4.8%	.0%	2.4%	3.9%	5.3%	4.0%	.0%	6.7%	.0%	3.6%	3.5%

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
17. How convenient would you say that hours of downtown businesses are?	Very convenient	17.6%	23.8%	21.4%	80.0%	36.6%	18.9%	21.1%	20.0%	23.3%	20.0%	41.7%	25.3%	21.2%
	Somewhat convenient	41.2%	35.7%	28.6%	20.0%	31.7%	37.0%	39.5%	36.0%	46.7%	20.0%	25.0%	32.5%	38.8%
	Somewhat inconvenient	10.3%	16.7%	9.5%	.0%	9.8%	11.8%	10.5%	8.0%	6.7%	6.7%	16.7%	13.3%	9.4%
	Very inconvenient	19.1%	4.8%	11.9%	.0%	7.3%	13.4%	18.4%	4.0%	10.0%	13.3%	.0%	10.8%	12.9%
	I don't know	11.8%	19.0%	28.6%	.0%	14.6%	18.9%	10.5%	32.0%	13.3%	40.0%	16.7%	18.1%	17.6%

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

Cape Girardeau, Missouri

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender		
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female	
		%	%	%	%	%	%	%	%	%	%	%	%	%	
18. How safe would you say you feel in downtown Cape Girardeau during the day?	Do not feel safe at all	.0%	.0%	.0%	10.0%	.0%	.8%	.0%	.0%	.0%	.0%	.0%	8.3%	.0%	1.2%
	2	1.5%	.0%	.0%	.0%	.0%	.8%	.0%	4.0%	.0%	.0%	.0%	.0%	.0%	1.2%
	3	5.9%	4.8%	7.1%	10.0%	4.9%	6.3%	5.3%	12.0%	.0%	6.7%	.0%	6.0%	5.9%	
	4	32.4%	26.2%	14.3%	40.0%	24.4%	29.1%	36.8%	28.0%	13.3%	20.0%	16.7%	28.9%	27.1%	
	Very safe	55.9%	69.0%	71.4%	40.0%	70.7%	58.3%	55.3%	52.0%	83.3%	60.0%	75.0%	59.0%	63.5%	
	I don't know	4.4%	.0%	7.1%	.0%	.0%	4.7%	2.6%	4.0%	3.3%	13.3%	.0%	6.0%	1.2%	

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
19. How safe would you say you feel in downtown Cape Girardeau at night?	Do not feel safe at all	2.9%	4.8%	7.1%	.0%	4.9%	3.9%	2.6%	4.0%	3.3%	6.7%	.0%	3.6%	4.7%
	2	11.8%	7.1%	9.5%	.0%	4.9%	11.0%	7.9%	12.0%	10.0%	6.7%	.0%	9.6%	9.4%
	3	22.1%	19.0%	23.8%	20.0%	19.5%	23.6%	31.6%	28.0%	10.0%	26.7%	16.7%	21.7%	23.5%
	4	29.4%	26.2%	14.3%	30.0%	29.3%	23.6%	21.1%	8.0%	33.3%	13.3%	33.3%	26.5%	23.5%
	Very safe	27.9%	35.7%	35.7%	30.0%	36.6%	29.1%	31.6%	32.0%	43.3%	26.7%	50.0%	31.3%	30.6%
	I don't know	5.9%	7.1%	9.5%	20.0%	4.9%	8.7%	5.3%	16.0%	.0%	20.0%	.0%	7.2%	8.2%

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
20a. What kinds of additional businesses do you think would make you more likely to visit downtown Cape Girardeau?	More/better restaurantsq	26.5%	28.6%	23.8%	10.0%	24.4%	28.3%	26.3%	20.0%	13.3%	33.3%	16.7%	26.5%	28.2%
	Clothing stores	11.8%	14.3%	4.8%	.0%	14.6%	7.9%	7.9%	12.0%	6.7%	6.7%	8.3%	6.0%	12.9%
	More shops	11.8%	9.5%	11.9%	20.0%	12.2%	11.0%	13.2%	16.0%	13.3%	20.0%	8.3%	14.5%	8.2%
	Speciality/upscale shops	1.5%	9.5%	9.5%	20.0%	7.3%	6.3%	.0%	4.0%	10.0%	6.7%	33.3%	7.2%	5.9%
	Antique shops	2.9%	7.1%	11.9%	.0%	9.8%	4.7%	2.6%	4.0%	13.3%	.0%	.0%	4.8%	7.1%
	Coffee shop	4.4%	2.4%	2.4%	10.0%	7.3%	2.4%	.0%	16.0%	3.3%	.0%	.0%	4.8%	2.4%
	Book store	16.2%	2.4%	4.8%	10.0%	.0%	12.6%	21.1%	8.0%	.0%	.0%	.0%	4.8%	14.1%
	Art galleries/Shops	7.4%	.0%	2.4%	.0%	2.4%	3.9%	7.9%	4.0%	3.3%	.0%	8.3%	3.6%	3.5%
	Bed and breakfasts/lodging	2.9%	4.8%	2.4%	.0%	4.9%	2.4%	5.3%	.0%	3.3%	13.3%	.0%	3.6%	2.4%
	Grocery store	4.4%	11.9%	2.4%	.0%	7.3%	4.7%	2.6%	8.0%	.0%	6.7%	8.3%	4.8%	5.9%
	other	10.3%	9.5%	23.8%	30.0%	9.8%	15.7%	13.2%	8.0%	33.3%	13.3%	16.7%	19.3%	9.4%

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		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
20b. What kinds of additional businesses do you think would make you more likely to visit downtown Cape Girardeau?	More/better restaurants	2.2%	15.4%	13.0%	16.7%	15.4%	6.3%	.0%	5.9%	16.7%	.0%	14.3%	8.2%	8.9%
	Clothing stores	20.0%	7.7%	13.0%	.0%	7.7%	17.7%	31.8%	5.9%	5.6%	25.0%	14.3%	12.2%	17.9%
	MOre shops	17.8%	11.5%	13.0%	.0%	15.4%	13.9%	4.5%	29.4%	.0%	.0%	14.3%	14.3%	14.3%
	Speciality/upscale stores	6.7%	3.8%	13.0%	.0%	3.8%	7.6%	4.5%	5.9%	5.6%	25.0%	.0%	10.2%	3.6%
	Antique shops	4.4%	11.5%	.0%	.0%	7.7%	5.1%	4.5%	5.9%	11.1%	.0%	.0%	8.2%	3.6%
	Coffee shop	6.7%	19.2%	8.7%	.0%	15.4%	7.6%	.0%	11.8%	16.7%	25.0%	.0%	8.2%	10.7%
	Book store	11.1%	11.5%	4.3%	16.7%	15.4%	7.6%	9.1%	17.6%	5.6%	.0%	14.3%	16.3%	3.6%
	Art galleries/shops	17.8%	7.7%	13.0%	16.7%	11.5%	13.9%	22.7%	11.8%	11.1%	25.0%	.0%	4.1%	21.4%
	Bed and breakfasts/lodging	6.7%	11.5%	8.7%	33.3%	7.7%	11.4%	9.1%	5.9%	16.7%	.0%	42.9%	10.2%	10.7%
	Grocery store	6.7%	.0%	13.0%	16.7%	.0%	8.9%	13.6%	.0%	11.1%	.0%	.0%	8.2%	5.4%
Other	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
21a. What kinds of recreation or entertainment opportunities would make you more likely to visit downtown Cape Girardeau?	More special events	22.1%	42.9%	26.2%	50.0%	31.7%	29.9%	21.1%	32.0%	16.7%	40.0%	25.0%	34.9%	25.9%
	Bands/live concerts/music	30.9%	16.7%	23.8%	.0%	17.1%	26.0%	26.3%	32.0%	26.7%	20.0%	33.3%	20.5%	27.1%
	More restaurants	5.9%	16.7%	7.1%	20.0%	12.2%	8.7%	7.9%	4.0%	6.7%	13.3%	8.3%	9.6%	9.4%
	More bars	14.7%	.0%	7.1%	.0%	7.3%	7.9%	10.5%	12.0%	6.7%	6.7%	.0%	9.6%	5.9%
	Theaters/movies/plays	7.4%	11.9%	14.3%	.0%	7.3%	10.2%	10.5%	8.0%	16.7%	.0%	16.7%	7.2%	11.8%
	Family events	7.4%	4.8%	9.5%	.0%	12.2%	6.3%	10.5%	.0%	13.3%	6.7%	.0%	9.6%	5.9%
	Art Galleries/events	1.5%	2.4%	4.8%	.0%	2.4%	2.4%	2.6%	.0%	3.3%	6.7%	8.3%	1.2%	3.5%
	Other	10.3%	4.8%	7.2%	30.0%	9.7%	9.7%	10.6%	12.0%	10.0%	6.7%	8.3%	7.2%	10.6%

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
21b. What kinds of recreation or entertainment opportunities would make you more likely to visit downtown Cape Girardeau?	More special events	4.7%	20.7%	6.9%	.0%	7.1%	9.5%	8.3%	11.1%	13.6%	20.0%	.0%	7.1%	10.7%
	Bands/live concerts/music	16.3%	13.8%	20.7%	42.9%	14.3%	19.0%	25.0%	.0%	13.6%	.0%	18.2%	23.2%	12.5%
	More restaurants	7.0%	6.9%	3.4%	.0%	3.6%	6.0%	12.5%	.0%	13.6%	.0%	.0%	5.4%	5.4%
	More bars	9.3%	6.9%	6.9%	14.3%	10.7%	7.1%	4.2%	11.1%	18.2%	.0%	.0%	7.1%	8.9%
	Theaters/movies/plays	34.9%	3.4%	10.3%	14.3%	17.9%	17.9%	29.2%	27.8%	13.6%	20.0%	9.1%	16.1%	19.6%
	Family events	14.0%	24.1%	20.7%	14.3%	32.1%	16.7%	8.3%	27.8%	9.1%	40.0%	27.3%	21.4%	19.6%
	Art Galleries/events	11.6%	13.8%	17.2%	.0%	10.7%	14.3%	12.5%	16.7%	4.5%	.0%	27.3%	12.5%	14.3%
	Other	2.3%	10.3%	13.8%	14.3%	3.6%	9.6%	.0%	5.6%	13.6%	20.0%	18.2%	7.2%	9.0%

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Cape Girardeau, Missouri

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
22a. What other physical improvements do you think would make downtown Cape Girardeau more appealing?	Renovation of historic buildings	30.9%	26.2%	38.1%	50.0%	24.4%	37.8%	36.8%	28.0%	26.7%	40.0%	50.0%	33.7%	35.3%
	Better maintained buildings	8.8%	11.9%	11.9%	.0%	17.1%	7.1%	10.5%	8.0%	20.0%	6.7%	16.7%	13.3%	5.9%
	More/better lighting	10.3%	7.1%	9.5%	.0%	9.8%	7.9%	5.3%	8.0%	6.7%	13.3%	8.3%	13.3%	3.5%
	Better signage	1.5%	4.8%	2.4%	10.0%	2.4%	3.1%	.0%	.0%	3.3%	13.3%	.0%	2.4%	3.5%
	Cleaner	7.4%	2.4%	4.8%	.0%	7.3%	3.9%	10.5%	8.0%	.0%	.0%	.0%	4.8%	4.7%
	More/better parking	17.6%	11.9%	7.1%	.0%	9.8%	13.4%	15.8%	8.0%	10.0%	6.7%	.0%	6.0%	18.8%
	New/better sidewalks	5.9%	2.4%	7.1%	.0%	2.4%	5.5%	5.3%	4.0%	3.3%	6.7%	.0%	2.4%	7.1%
	Benches/Greenspace	10.3%	9.5%	4.8%	10.0%	9.8%	7.9%	7.9%	16.0%	3.3%	6.7%	8.3%	8.4%	8.2%
	Boat dock/landing	2.9%	7.1%	4.8%	.0%	2.4%	4.7%	2.6%	4.0%	13.3%	.0%	.0%	4.8%	3.5%
	Other	4.4%	16.7%	9.5%	30.0%	14.6%	8.7%	5.3%	16.0%	13.3%	6.7%	16.7%	10.8%	9.4%

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
22b. What other physical improvements do you think would make downtown Cape Girardeau more appealing?	Renovation of historic buildings	17.1%	8.3%	4.2%	.0%	8.0%	10.6%	18.8%	7.7%	.0%	.0%	14.3%	6.8%	12.8%
	Better maintained buildings	11.4%	33.3%	20.8%	60.0%	20.0%	24.2%	18.8%	30.8%	5.0%	40.0%	28.6%	27.3%	19.1%
	More/better lighting	5.7%	12.5%	16.7%	20.0%	16.0%	9.1%	.0%	15.4%	10.0%	40.0%	14.3%	9.1%	12.8%
	Better signage	8.6%	8.3%	12.5%	.0%	8.0%	9.1%	.0%	7.7%	15.0%	.0%	.0%	9.1%	8.5%
	Cleaner	14.3%	4.2%	20.0%	20.0%	4.0%	10.6%	12.5%	15.4%	5.0%	.0%	.0%	4.5%	12.8%
	More/better parking	17.1%	.0%	20.8%	.0%	16.0%	10.6%	18.8%	7.7%	15.0%	.0%	28.6%	15.9%	8.5%
	New/better sidewalks	14.3%	12.5%	.0%	.0%	4.0%	10.6%	12.5%	.0%	20.0%	.0%	.0%	6.8%	10.6%
	Benches/Greenspace	8.6%	16.7%	8.3%	.0%	16.0%	7.6%	12.5%	15.4%	15.0%	.0%	.0%	11.4%	8.5%
	Boat dock/landing	.0%	.0%	12.5%	.0%	4.0%	4.5%	6.3%	.0%	5.0%	.0%	14.3%	2.3%	6.4%
	Other	2.9%	4.2%	4.2%	.0%	4.0%	3.0%	.0%	.0%	10.0%	20.0%	.0%	6.8%	.0%

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
23. Excluding lodging, how much money are you likely to spend in downtown Cape Girardeau during this visit?	less than \$50	58.8%	38.1%	40.5%	30.0%	41.5%	51.2%	60.5%	52.0%	33.3%	40.0%	8.3%	44.6%	52.9%
	\$50 - \$99	20.6%	31.0%	26.2%	30.0%	14.6%	27.6%	18.4%	32.0%	6.7%	20.0%	58.3%	26.5%	22.4%
	\$100 - \$199	11.8%	14.3%	26.2%	10.0%	26.8%	11.8%	13.2%	8.0%	33.3%	26.7%	25.0%	15.7%	15.3%
	\$200 or more	5.9%	16.7%	7.1%	30.0%	17.1%	7.9%	5.3%	4.0%	26.7%	13.3%	8.3%	10.8%	9.4%
	Other/don't know	2.9%	.0%	.0%	.0%	.0%	1.6%	2.6%	4.0%	.0%	.0%	.0%	2.4%	.0%

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

Cape Girardeau, Missouri

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
24. Retail/boutique shopping	Yes	54.4%	64.3%	40.5%	40.0%	68.3%	48.0%	57.9%	48.0%	53.3%	33.3%	75.0%	45.8%	60.0%
	No	45.6%	33.3%	59.5%	60.0%	31.7%	51.2%	42.1%	52.0%	46.7%	60.0%	25.0%	53.0%	40.0%
	other, don't know	.0%	2.4%	.0%	.0%	.0%	.8%	.0%	.0%	.0%	6.7%	.0%	1.2%	.0%
25. Biking	Yes	29.4%	38.1%	33.3%	40.0%	41.5%	30.7%	31.6%	28.0%	43.3%	53.3%	58.3%	37.3%	29.4%
	No	69.1%	59.5%	66.7%	60.0%	56.1%	68.5%	65.8%	72.0%	53.3%	46.7%	41.7%	61.4%	69.4%
	other, don't know	1.5%	2.4%	.0%	.0%	2.4%	.8%	2.6%	.0%	3.3%	.0%	.0%	1.2%	1.2%
26. Antique shopping	Yes	32.4%	52.4%	61.9%	50.0%	51.2%	47.2%	36.8%	44.0%	50.0%	40.0%	75.0%	37.3%	58.8%
	No	67.6%	45.2%	38.1%	50.0%	48.8%	52.0%	63.2%	56.0%	50.0%	53.3%	25.0%	61.4%	41.2%
	other, don't know	.0%	2.4%	.0%	.0%	.0%	.8%	.0%	.0%	.0%	6.7%	.0%	1.2%	.0%
27. Golf	Yes	11.8%	11.9%	19.0%	30.0%	14.6%	14.2%	10.5%	12.0%	26.7%	20.0%	25.0%	21.7%	7.1%
	No	88.2%	85.7%	81.0%	70.0%	82.9%	85.8%	89.5%	88.0%	70.0%	80.0%	75.0%	78.3%	91.8%
	other, don't know	.0%	2.4%	.0%	.0%	2.4%	.0%	.0%	.0%	3.3%	.0%	.0%	.0%	1.2%
28. Seeing live music	Yes	17.6%	28.6%	40.5%	20.0%	36.6%	22.0%	26.3%	8.0%	40.0%	46.7%	50.0%	33.7%	17.6%
	No	80.9%	71.4%	59.5%	80.0%	63.4%	77.2%	73.7%	92.0%	60.0%	53.3%	41.7%	65.1%	82.4%
	other, don't know	1.5%	.0%	.0%	.0%	.0%	.8%	.0%	.0%	.0%	.0%	8.3%	1.2%	.0%
29. Walking/hiking	Yes	66.2%	73.8%	64.3%	80.0%	70.7%	66.9%	76.3%	72.0%	66.7%	60.0%	83.3%	68.7%	67.1%
	No	30.9%	21.4%	35.7%	20.0%	26.8%	30.7%	21.1%	28.0%	33.3%	33.3%	16.7%	28.9%	30.6%
	other, don't know	2.9%	4.8%	.0%	.0%	2.4%	2.4%	2.6%	.0%	.0%	6.7%	.0%	2.4%	2.4%
30. Fine dining	Yes	51.5%	47.6%	61.9%	50.0%	65.9%	49.6%	55.3%	48.0%	63.3%	60.0%	75.0%	51.8%	55.3%
	No	47.1%	50.0%	38.1%	50.0%	34.1%	48.8%	42.1%	52.0%	33.3%	40.0%	25.0%	47.0%	43.5%
	other, don't know	1.5%	2.4%	.0%	.0%	.0%	1.6%	2.6%	.0%	3.3%	.0%	.0%	1.2%	1.2%

		31. In which of the following age groups are you?						33. Household income						
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
31. In which of the following age groups are you?	18-34	100.0%	.0%	.0%	.0%	19.5%	47.2%	89.5%	56.0%	16.7%	13.3%	8.3%	37.3%	43.5%
	35-49	.0%	100.0%	.0%	.0%	51.2%	16.5%	2.6%	20.0%	33.3%	53.3%	25.0%	24.1%	25.9%
	50-64	.0%	.0%	100.0%	.0%	26.8%	24.4%	2.6%	12.0%	43.3%	33.3%	50.0%	31.3%	18.8%
	65 or over	.0%	.0%	.0%	100.0%	.0%	7.9%	2.6%	12.0%	6.7%	.0%	16.7%	7.2%	4.7%
	other, don't know, refused	.0%	.0%	.0%	.0%	2.4%	3.9%	2.6%	.0%	.0%	.0%	.0%	.0%	7.1%

		31. In which of the following age groups are you?						33. Household income						
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
32. Children<18	Yes	11.8%	50.0%	26.2%	.0%	100.0%	.0%	10.5%	20.0%	36.7%	33.3%	25.0%	22.9%	25.9%
	No	88.2%	50.0%	73.8%	100.0%	.0%	100.0%	89.5%	80.0%	63.3%	66.7%	75.0%	77.1%	74.1%
	other, don't know	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%

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		31. In which of the following age groups are you?						33. Household income						
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
33. Household income	Under \$25,000	50.0%	2.4%	2.4%	10.0%	9.8%	26.8%	100.0%	.0%	.0%	.0%	.0%	19.3%	25.9%
	\$25-\$49,999	20.6%	11.9%	7.1%	30.0%	12.2%	15.7%	.0%	100.0%	.0%	.0%	.0%	12.0%	17.6%
	\$50-\$74,999	7.4%	23.8%	31.0%	20.0%	26.8%	15.0%	.0%	.0%	100.0%	.0%	.0%	21.7%	14.1%
	\$75-\$99,999	2.9%	19.0%	11.9%	.0%	12.2%	7.9%	.0%	.0%	.0%	100.0%	.0%	10.8%	7.1%
	\$100,000+	1.5%	7.1%	14.3%	20.0%	7.3%	7.1%	.0%	.0%	.0%	.0%	100.0%	8.4%	5.9%
	other, don't know, refused	17.6%	35.7%	33.3%	20.0%	31.7%	27.6%	.0%	.0%	.0%	.0%	.0%	27.7%	29.4%

		31. In which of the following age groups are you?				32. Children<18		33. Household income					34. Gender	
		18-34	35-49	50-64	65 or over	Yes	No	Under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100,000+	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
34. Gender	Male	45.6%	47.6%	61.9%	60.0%	46.3%	50.4%	42.1%	40.0%	60.0%	60.0%	58.3%	100.0%	.0%
	Female	54.4%	52.4%	38.1%	40.0%	53.7%	49.6%	57.9%	60.0%	40.0%	40.0%	41.7%	.0%	100.0%