

MAIL/INTERNET SURVEY REPORT

FINAL SURVEY FINDINGS AND RESULTS

CITY OF CAPE GIRARDEAU, MISSOURI

May 2009



D·R·E·A·M
I N I T I A T I V E

ACKNOWLEDGMENTS



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



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SECTION I

EXECUTIVE SUMMARY

In the fall of 2007, UNICOM-ARC conducted a mail survey of residents in Cape Girardeau, Missouri, which was distributed to a random sample of 3,000 residents throughout the community. Respondents could complete the paper survey and mail it back to the Cape Girardeau Area Chamber of Commerce or complete it on the Internet. The survey was then made available to the general public via a web survey. The purpose of the survey was to learn about public perceptions of and priorities for the downtown area in collaboration with the DREAM Initiative.

Four hundred and sixty-one (461) paper surveys were completed, and three hundred and ninety (390) surveys were completed on the internet, for a total of eight hundred and fifty-one completed surveys (851).

A. KEY FINDINGS

- Most respondents indicated that they visit downtown more than five times a month, and most often do so for special events, government/post office business, and entertainment.
- Respondents gave high marks to downtown Cape Girardeau for its safety during the day (though a smaller majority rated it highly for safety at night). Very high percentages also rated downtown highly for access to the river, condition of streets and sidewalks, dining options, cleanliness and preservation of historic structures.
- The majority of respondents placed high priority on adding casual dining options, a grocery/bakery, clothing stores, specialty/gift shops and lodging to the downtown area.
- Majorities also placed a high priority on bringing two attractions to downtown: a riverfront amphitheater and excursion boat.
- Among several potential downtown improvements, adding public restrooms and improving building facades/historic structures topped the list. Adding new parking, making the area more pedestrian-friendly and improving lighting were also high priorities for strong majorities of respondents.
- Respondents indicated that they receive information about downtown from a variety of sources, most notably a local newspaper and word of mouth.

B. KEY DEMOGRAPHIC ANALYSIS

- A majority of respondents in the 18 to 34 age group visited downtown with friends (58.1%) compared to family (30.2%), while respondents in other age groups were more likely to visit downtown with family (approximately 48%) compared to with friends (approximately 30%).
- The frequency with which respondents said they dined downtown varied by income. Only 37.9% of respondents whose income was less than \$25,000 dined regularly downtown compared to 77.6% of those with incomes exceeding \$100,000.

- A plurality of eighteen to thirty-four year old respondents (41.2%) answered that they primarily go downtown for entertainment, while respondents 35 to 64 (43.0%) primarily go downtown for dining. Responses also varied based on how respondents completed the survey. Respondents who used the paper version of the survey were much less likely to go downtown for entertainment (8.6%) than were those who used the online version of the survey (26.2%).
- Younger respondents, ages eighteen to thirty-four, were much more likely to answer that the main factor that keeps them from going to downtown is “not enough selection” of businesses (32.6%), compared to respondents fifty to sixty-four (22.9%) and respondents over sixty-five (16.5%). There was no significant difference in the way respondents in different income categories responded to the selection in downtown.
- Male respondents (60.1%) were more likely to rate “safety of downtown at night” as excellent/good than were female respondents (51.6%). Similarly, people who completed the paper survey (46.0%) felt downtown was less safe at night compared to people who completed the survey online (66.4%).
- Female respondents (65.7%) were more likely to place a high priority on adding clothing stores downtown than were male respondents (44.7%).
- Eighteen to thirty-four year old respondents (48.0%) were more likely to answer that adding more bars/night clubs in the downtown area should be a high priority than were respondents over fifty years of age (17.2%).
- Respondents with incomes of less than \$25,000 placed less of a priority on attracting upscale dining (30.6% high priority) than respondents earning more than \$100,000 in household income (72.4%). Respondents in all income categories placed a statistically equivalent priority on attracting casual dining.
- Top priorities for respondents in the 18 to 34 age category were attracting a riverfront amphitheater (81.1%) and an excursion boat (51.5%), while older survey participants (65 and over) were more interested in riverfront gaming (60.3% - high priority) and a history museum at common pleas courthouse (54.8%).
- Male respondents (43.4%) were more interested in a minor league base ball park than female respondents (27.5%). Men were also more likely to place a priority on attracting riverfront gaming (38.1%) than women (25.4%).
- A riverfront amphitheatre was the top priority for both genders.
- There was little variation based on age in the priority respondents placed on various improvements to the downtown area. Younger respondents (18-34) were considerably more likely to place a priority on developing second-story residential space (52.5%) than respondents over 65 (34.2%). Adding public restrooms was a high priority for more respondents ages 50 to 64 (84.9%) than it was to respondents eighteen to thirty-four (61.3%).

- Newspapers were the primary source of information for people in all the age or income categories, irrespective of their gender or the length of time they had lived in the community, and television was the next most cited source of information.

C. VISITING DOWNTOWN

Respondents were asked how often they visit downtown and what activities they conducted while downtown. Two thirds (66.4%) of respondents indicated that they visit downtown once a month or more. One quarter (26.3%) respondents said they visit downtown less than once a month, and 4.8% said that they visit downtown less than once a year. Most respondents indicated that they most often visit downtown with family (43.6%) or friends (37.0%).

When asked about seven possible reasons that one might visit downtown Cape Girardeau, in only one case – “dining” – did a majority (57.5%) of respondents say that they visited downtown “very” or “somewhat” often.

Fewer respondents indicated they visited downtown very/somewhat often for the other six reasons included in this section:

- Special events (41.0%, very/somewhat often)
- Government/post office (38.4%)
- Entertainment (36.4%)
- Outdoor recreation, such as walking (32.4%)
- Shopping (27.8%)
- Conducting business (23.8%)

Respondents were also asked to indicate which of these “is the one reason [they] most often visit downtown Cape Girardeau,” and a plurality (37.9%) answered “dining.” At least one in ten respondents gave two other responses to this question:

- Entertainment (16.6%)
- Shopping (13.5%)

Respondents were also asked “what, if anything, most keeps you from visiting downtown Cape Girardeau?” A quarter (25.4%) of all respondents said that “nothing keeps [them] from visiting downtown.” More than one in ten respondents, however, cited the following factors:

- Not enough selection (24.1%)
- Parking limitations (21.8%)
- Don’t have what I’m looking for (14.4%)

D. VIEWS OF THE CURRENT CAPE GIRARDEAU DOWNTOWN

Respondents were presented with a list of fifteen characteristics that a downtown might have and asked to rate each in Cape Girardeau’s downtown. Majorities rated downtown as “excellent” or “good” in eight of these areas. “Safety during the day” was most likely to be rated highly (91.9%, excellent/good), though “safety at night” was rated as highly by a considerably smaller majority (55.3%). Other characteristics of Cape Girardeau’s downtown that were rated highly by majorities of respondents were:

- Access to the river (88.0%, excellent/good)
- Condition of streets and sidewalks (73.4%)
- Dining options (68.5%)
- Cleanliness of downtown (63.8%)
- Preservation of historic structures (62.5%)
- Signs to help people find their way around (55.5%)

Fewer than half of respondents gave high marks to each of the other items tested in this section, including some related to the ease of using downtown (convenience of parking and business hours, diverse mix of businesses). Access to public restrooms was a particular concern for respondents.

- Convenient business hours (44.7%, excellent/good)
- Entertainment options (41.1%)
- Occupied storefronts (38.8%)
- Diverse mix of businesses (37.8%)
- Available green space (30.9%)
- Convenient parking (30.2%)
- Access to public restrooms (8.3%)

Respondents overwhelmingly expressed the opinion that “work[ing] to retain the historic character” of Cape Girardeau’s downtown is important. Two thirds (66.4%) indicated that doing so is “very” important, and another quarter of respondents (26.6%) said it is “somewhat” important.

E. PRIORITIES FOR ADDITIONAL DOWNTOWN BUSINESSES

Respondents were presented with a list of fourteen different types of business that “one might find in a downtown area” and asked how high of a priority they would place on bringing each type of business to the Cape Girardeau downtown area.

In six cases, respondents placed high priorities (4-5 on a five-point scale where “5” indicated a top priority and “1” was a very low priority) on types of businesses in this section:

- Casual dining (69.9%, 4-5)
- Neighborhood grocery/bakery (56.6%)
- Clothing stores (55.0%)
- Specialty/gift shops (51.2%)
- Lodging, such as hotel motel or bed and breakfast (50.5%)

Three other types of businesses were a high priority for two in five respondents or more:

- Upscale dining (49.0%, 4-5)
- Coffee shop (44.4%)
- Art galleries and shops (42.0%)

Fewer (but statistically significant percentages of) respondents placed a high priority on the remaining types of businesses tested in the survey:

- Gas station/convenience store (35.5%, 4-5)
- Drug store/pharmacy (29.5%)
- Antique shops (29.1%)
- Bars/nightclubs (28.4%)
- Liquor/wine store (21.0%)

When asked which of these businesses respondents would most like to see in downtown Cape Girardeau, four items were cited by more than one in ten respondents:

- Lodging, such as hotel, motel or bed and breakfast (18.7%)
- Casual dining (17.9%)
- Clothing stores (13.0%)
- Neighborhood grocery/bakery (11.2%)

F. PRIORITIES FOR DOWNTOWN DESTINATIONS/ATTRACTIONS

Respondents were also asked to place priorities on eight “types of destinations/attractions.” Again, respondents used a five-point scale to provide responses, where a “5” indicated a top priority and a “1” indicated a very low priority. In only two cases did majorities of respondents place high priorities (4-5) on items from the list:

- Riverfront amphitheater (67.8%, 4-5)
- Excursion boat (59.7%)

Three other types of attractions were a high priority for two in five respondents or more:

- History museum at Common Pleas Courthouse (47.5%)
- Traveling exhibits (45.1%)
- Movie theater (42.5%)

About a third of respondents placed a high priority on the remaining three items on this list:

- Family aquatic center (36.5%)
- Minor league baseball park (34.5%)
- Riverfront gambling (31.0%)

When asked to indicate which attraction they would most like to see, respondents were most likely to cite a “riverfront amphitheater.”

- Riverfront amphitheater (25.8%)
- Excursion boat (17.9%)
- Riverfront gaming (14.0%)
- Minor league baseball park (12.1%)
- Movie theater (10.4%)

G. PRIORITIES FOR OTHER DOWNTOWN IMPROVEMENTS

Respondents were asked to place priorities on thirteen other possible improvements for downtown Cape Girardeau. Again, respondents used a five-point scale to provide responses, where a “5” indicated a top priority and a “1” indicated a very low priority. Respondents were most likely to cite two items as high priorities, “adding public restrooms” (74.6%) and “improving building facades/rehabilitating historic structures” (73.9%). In each of these two cases, almost half (49.9% and 47.7%) of respondents indicated that these items ought to be top priorities for Cape Girardeau’s downtown.

Majorities noted six other items as high priorities (4-5) for downtown:

- Adding new parking spaces or lots (67.3%, 4-5)
- Making the area more pedestrian-friendly (62.3%)
- Improving lighting (60.5%)
- Adding green space (51.6%)
- Adding boat dock/landing/marina (50.9%)
- Having a trolley for tourists and residents (50.6%)

Significant percentages of respondents also placed high priorities on the remaining five items on this list:

- Adding an information kiosk for tourists and residents (47.5%)
- Developing second-story residential space (45.9%)
- Making the area more handicap accessible (45.6%)
- Moving utilities underground (41.8%)
- Improving signage to help people find their way around (40.2%)

H. COMMUNICATION AND INFORMATION ABOUT DOWNTOWN

When asked to indicate their primary and secondary sources of information about downtown Cape Girardeau, more than four in five (81.8%) responded that they got information from a “local newspaper” (as either a primary or secondary source). Half (50.5%) of respondents cited “word of mouth” as a source of information, and two in five (38.3%) answered “television.”

SECTION II

OVERVIEW OF DATA

To develop a clear and definitive understanding of the public's attitudes and perceptions about Downtown Cape Girardeau of City residents, UNICOM-ARC conducted a mail survey of residents in Cape Girardeau, Missouri, drawn from a random sample of 3,000 residents throughout the community. The survey was conducted in the fall of 2007. Respondents were given the choice of either completing a paper survey sent to them by the City and mailing it back to the Cape Girardeau Area Chamber of Commerce or completing the survey on the Internet. The survey provides valuable data relative to the general public's perceptions of and priorities for the downtown area in collaboration with the DREAM Initiative.

Although 3,000 residents received the survey, only four hundred and sixty-one (461) paper surveys were completed (15.4%), and three hundred and ninety (390) surveys were completed on the internet, for a total of eight hundred and fifty-one completed surveys (851). This overview provides overall results of questions asked in the survey, in the order in which they were asked.

		%
q1: Thinking about the downtown Cape Girardeau, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?	Right direction	62.6%
	Wrong direction	16.6%
	Don't know	20.8%

		%
q2: How often do you visit downtown Cape Girardeau?	One to five times per month	39.9%
	More than five times a month	26.5%
	Less than once a month	26.3%
	More than five times a month	26.5%
	Once a year or less	4.8%
	don't know	.2%

		%
q3: With whom do you visit downtown most frequently?	family	43.6%
	friends	37.0%
	I am usually alone.	16.6%
	visitors	2.8%

q4-10: For each of the following, please indicate how often you visit downtown for these activities:

	<i>very often</i>	very/somewh at often	not very/not at all often	Other/don't know
	%	%	%	%
shopping	3.8%	27.8%	69.9%	2.3%
dining	19.6%	57.5%	40.3%	2.1%
entertainment	14.2%	36.4%	59.9%	3.7%
outdoor recreation, such as walking	8.8%	32.4%	63.8%	3.8%
special events	8.0%	41.0%	55.4%	3.7%
conducting business	9.4%	23.8%	72.3%	3.9%
government/post office	11.6%	38.4%	58.3%	3.3%

	%
dining	37.9%
entertainment	16.6%
shopping	13.5%
q11: Of the items listed above, which would you say is the one reason you most often visit downtown Cape Girardeau?	Government/post of- fice 8.6%
	conducting business 8.1%
	other outdoor recreation, such as walking 7.6%
	special events 5.6%
	other/don't know 2.1%

	%
nothing keeps me from visiting down- town	25.4%
not enough selection	24.1%
parking limitations	21.8%
q12: What, if anything, would you say most keeps you from visiting downtown Cape Girardeau?	don't have what I'm looking for 14.4%
	limited hours of busi- nesses 9.7%
	access 2.2%
	none of the above 2.2%
	too crowded .4%

q13-27: For each of the following characteristics of a downtown, please indicate if you think conditions in Cape Girardeau are excellent, good, not so good or poor.

	<i>excellent</i>	excel- lent/good	not good/poor	No opinion
	%	%	%	%
signs to help people find their way around	4.8%	55.5%	34.9%	9.6%
convenient business hours	2.7%	44.7%	48.3%	7.1%
available green space	1.5%	30.9%	56.1%	13.0%
preservation of historic structures	9.5%	62.5%	31.7%	5.8%
occupied storefronts	2.4%	38.8%	56.3%	4.9%
convenient parking	2.6%	30.2%	65.7%	4.1%
diverse mix of businesses	3.1%	37.8%	57.7%	4.5%
safety during the day	33.3%	91.9%	3.6%	4.5%
safety at night	8.8%	55.3%	35.4%	9.3%
dining options	11.6%	68.5%	27.7%	3.8%
entertainment options	4.8%	41.1%	48.2%	10.7%
condition of streets & sidewalks	7.2%	73.4%	22.9%	3.6%
access to the river	33.6%	88.0%	9.2%	2.8%
access to public restrooms	.7%	8.3%	81.3%	10.3%
cleanliness of downtown	4.6%	63.8%	32.5%	3.6%

		%
q28: How important do you think it is that downtown Cape Girardeau work to retain its historic character?	very important	66.4%
	somewhat important	26.6%
	not very important	3.9%
	not at all important	1.9%
	other/don't know	1.3%

q29-43: For each of the following types of businesses, please indicate how high a priority Cape Girardeau should place on bringing or adding more of that type of business to its own downtown area using the following five-point scale.

	<i>very high priority (5)</i>	total high priority (4- 5)	3	total low priority (1- 2)	Other/don't know
	%	%	%	%	%
lodging such as hotel, motel or bed and break- fast	26.3%	50.5%	22.7%	22.1%	4.7%
casual dining	31.6%	69.9%	20.9%	7.9%	1.3%
coffee shop	18.0%	44.4%	30.0%	22.7%	2.9%
bookstore	21.0%	51.2%	26.7%	18.7%	3.4%
specialty/gift shops	23.6%	55.3%	25.5%	15.7%	3.4%
antique shops	10.6%	29.1%	26.2%	41.4%	3.3%
art galleries and shops	17.2%	42.0%	27.8%	26.7%	3.5%
upscale dining	19.2%	49.0%	24.8%	22.3%	3.9%
clothing stores	22.7%	55.0%	25.4%	16.0%	3.6%
bars/nightclubs	12.6%	28.4%	19.5%	48.4%	3.6%
neighborhood gro- cery/bakery	29.4%	56.6%	21.5%	18.9%	2.9%
gas station/convenience store	14.6%	35.5%	19.5%	41.0%	4.0%
liquor/wine store	8.0%	21.0%	21.2%	54.1%	3.8%
drug store/pharmacy	13.5%	29.5%	26.2%	40.8%	3.5%

	%
q44: Of the items listed above, what one type of business would you most like to see in downtown Cape Girardeau?	
lodging such as hotel, motel or bed or breakfast	18.7%
casual dining	17.9%
clothing stores	13.0%
neighborhood grocery/bakery	11.2%
bookstore	8.1%
specialty/gift shops	7.8%
bars/night clubs	5.6%
upscale dining	5.4%
art galleries	3.3%
gas station/convenience store	2.9%
coffee shop	2.4%
liquor/wine store	1.5%
antique shops	1.1%
drug store/pharmacy	1.0%

q45-52: For each of the following types of destinations/attractions, please indicate how high a priority Cape Girardeau should place on bringing or adding more of that type of business to its own downtown area using the following five-point scale.

	<i>very high priority (5)</i>	total high priority (4- 5)	3	total low priority (1- 2)	Other/don't know
	%	%	%	%	%
movie theater	20.1%	42.5%	19.5%	35.3%	2.7%
excursion boat	29.6%	59.7%	20.9%	16.9%	2.5%
riverfront amphitheater	38.5%	67.8%	17.6%	11.4%	3.2%
History Museum at Common Pleas Courthouse	19.4%	47.5%	28.8%	21.5%	2.2%
Minor League baseball ballpark	19.5%	34.5%	19.2%	42.3%	4.0%
riverfront gaming	18.6%	31.0%	12.8%	53.2%	2.9%
traveling exhibits	18.7%	45.1%	28.6%	22.6%	3.8%
family aquatic center	20.2%	36.5%	17.4%	42.3%	3.8%

	%
riverfront amphitheater	25.8%
excursion boat	17.9%
riverfront gaming	14.0%
Minor League baseball ballpark	12.1%
movie theater	10.4%
family aquatic center	8.2%
History Museum at Common Pleas Courthouse	7.5%
traveling exhibits	4.2%

q53: Of the items listed above, what one type of destination/attraction would you most like to see in downtown Cape Girardeau?

q54-66: Please indicate how high a priority you think each of the following improvements should be for downtown Cape Girardeau using the 5-point scale below.

	<i>very high priority (5)</i>	total high priority (4- 5)	3	total low priority (1- 2)	Other/don't know
	%	%	%	%	%
adding green space	24.9%	51.6%	24.8%	18.4%	5.2%
improving lighting	26.3%	60.5%	24.1%	11.6%	3.8%
moving utilities under-ground	22.9%	41.8%	25.3%	26.1%	6.8%
adding new parking spaces or lots	37.8%	67.3%	18.4%	11.2%	3.1%
developing second-story residential space	19.0%	45.9%	24.8%	24.1%	5.2%
making the area more pedestrian-friendly	30.8%	62.3%	22.9%	11.5%	3.3%
making the area more handicap accessible	19.7%	45.6%	28.9%	18.7%	6.8%
adding public restrooms	49.9%	74.6%	14.3%	7.4%	3.6%
improving signage to help people find their way around	14.3%	40.2%	32.4%	22.3%	5.1%
improving building facades/rehabilitating historic structures	47.7%	73.9%	16.2%	7.3%	2.6%
adding boat dock/landing/marina	23.4%	50.9%	20.4%	24.8%	3.9%
having a trolley for tourists and residents	25.1%	50.6%	21.9%	24.2%	3.3%
adding an information kiosk for tourists and residents	19.6%	47.5%	28.8%	20.6%	3.2%

	%
q68: What would you say is your primary source of information about downtown Cape Girardeau?	
local newspaper	54.7%
word-of-mouth	26.5%
television	8.8%
community web-sites	5.1%
radio	4.9%

		%
q69: And what is your second most likely source of information about downtown Cape Girardeau?	television	29.5%
	local newspaper	27.1%
	word-of-mouth	24.0%
	radio	11.7%
	community web-sites	7.7%

		%
q70: In which of the following age groups are you?	18-34	23.0%
	35-49	26.7%
	50-64	31.8%
	65 or over	17.2%
	prefer not to answer	1.3%

		%
q71: How long have you lived in the Cape Girardeau area?	0-2 years	5.3%
	3-5 years	8.5%
	6-10 years	11.9%
	11-20 years	14.3%
	more than 20 years	59.1%
	other/don't know	.9%

		%
q72: For statistical purposes only, please indicate which of the following categories best fits your total household income for 2006.	Under \$25,000	7.3%
	\$25,000-49,999	24.6%
	\$50,000-74,999	22.1%
	\$75,000-99,999	15.5%
	\$100,000+	15.7%
	prefer not to answer	14.8%

		%
q73: Gender	female	55.7%
	male	44.3%

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SECTION III

RESPONSES TO OPEN ENDED QUESTIONS

This Section provides the reader with the various responses given by survey participants to the questions contained in the actual survey instrument. These responses include responses given for both the mail and internet respondents. It should be noted that in those instances where the exact response was given for a specific question, the number of times that response was given is provided in bold and in parenthesis. Furthermore, the term "open ended" generally means that the respondent can provide literally any answer they wish.

Q2: How often do you visit downtown Cape Girardeau?

Everyday (17)

Live/work downtown (6)

Few times a year (5)

Few times a week (4)

Rarely (4)

Q3. With whom do you visit downtown most frequently? [Other]

Business Associates (4)

Family and friends (3)

Wife (2)

Q12. What, if anything, would you say most keeps you from visiting downtown Cape Girardeau? [Other]

Too Many Bars / Drunk people (9)

Looks dirty (7)

No variety of businesses (5)

Lack of entertainment/arts (5)

Crime/feel unsafe (5)

Too many cops (5)

No Public Restroom Facilities (2)

Certain crowds at various times.

Personal Financial Reasons

Construction

The supposed "great" things that a certain couple are doing to try to weed out businesses and put in condos.

Nothing. It's my favorite part of Cape.

Q44. Of the items listed above, what one type of business would you most like to see in downtown Cape Girardeau? [Other]

Dining/ Entertainment

Music Venues (3)

Things for teenagers (2)

We have plenty of everything. (2)

Casino (3)

Bakery (2)

Outside amphitheater

750 Capacity Concert Venue

Ball park

Upscale smoke-free dance club/bar

Jazz/blues club for older adults

Arch like St. Louis

24 hr diner

A winery would be nice

FRIDAY's restaurant

Movie Theatre

Independent movie theatre

Recreation - bowling, theatre, etc.

Other entertainment

Shopping/ Variety

Hardware (2)

Drug Store (2)

Large discount-type store w/ more parking a must.

Outlet Mall

Name brand retail store

Supper club dancing upscale

New age

Organic nursery

Whatever will bring more tourists to our town

Fashion Shoe Store!

Flea market

Bank of America

Pharmacy

Downtown needs a Wal-Mart or Wal-Mart type store to bring shoppers downtown. It would not have to be a super center. A Wal-Mart store could look like an old historic building on the front to blend in with the historic look of downtown. I remember when I was a little girl, I would look forward to going downtown to shop with my mom, dad, and grandma, and baby sister. We would shop at Woolworth's, Sterling's, Brokerage, Buckner-Ragsdale, Osco, J.C. Penny, Montgomery Ward's, Libson's, Hecht's, OTASCO. I remember also the entire shoe stores downtown. I wish Wal-Mart would start building some Wal-Marts in the downtown areas of cities to help build up the downtown districts. A Wal-Mart downtown would really bring people back to downtown Cape.

Old Fashioned Drug Store w/ Soda Fountain

Any of the above - but stay open later and weekends and during special downtown events

Family Focus

Some place to take young children when the weather is bad

Other

Hotel, motel with river view

Convention Center for Large & Small Groups

Broadway looks trashy (junk stores)

River oriented

Bring back historic feeling safety and walking the streets, a total package

Q53. Of the items listed above, what one type of destination/attraction would you most like to see in downtown Cape Girardeau? [Other]

Grocery Store - So it would not have to be Wal-Mart.

Comedy club

Independent or art house movie theater

Teen Town?

Family oriented things

Trolley Car System

Outdoor dining on riverfront, covered (umbrellas, awnings)

More hiking/biking trails

Outdoor markets, festivals, wine tasting, arts & crafts events.

Imax theatre

Boutiques

Children's Play Area

Working Art Studios

Hotel like executive inn in Paducah

Q67. Are there any other improvements you think should be made to downtown Cape Girardeau?

Improve Public Amenities (20)

- 1) At the present time there are not public restroom facilities. With the boats docking in summer it should be improved.
- 2) Improved public transportation
- 3) Please-Please-Please!! A nice public restroom with handicap accessibility & baby changing area. It is embarrassing to have port-a-potties at event. You cannot blame the merchants that they don't want everyone to use their facilities. Until you get nice restroom facilities, you can't expect people to spend much time downtown.
- 4) The lack of public restrooms seems to be the most serious problem.
- 5) Tour bus or shuttle service
- 6) Public restrooms are needed, but there are always the problems of who will clean them, vandalism and location.
- 7) Could the empty store fronts (windows) have children's art displayed in them or something else that makes them more attractive and contributing to the good of Cape Girardeau? Please pursue passenger rail service from St. Louis to Cape.
- 8) Downtown is very "smelly". The storm drains emit foul odors, and the old buildings smell "old" and look seedy. More planters w/ trees & bright flowers, trash receptacles, and bright street lights would be helpful. Leveling the walking areas would be nice too.
- 9) Yes, picking up the trash more often from the street. It makes downtown Cape Girardeau look awful.
- 10) Public transportation that runs past 7pm and goes to more places than Wal-Mart and Chateau Girardeau ... for example maybe stops at the local elementary schools, seeing as they are located in residential areas and would likely be used by people that could walk to the stop, and bringing in name brand stores (whether it be dining, clothing, etc) would also be likely to help draw people in.
- 11) #1 Public restroom facilities near Main & William St. for people visiting the Red House Interpretive Center.
- 12) Trash Cans! Bike lanes, and a bike rental shop; deli; library extension; specialty shops; increased public transportation.
- 13) Better parking and/or trolley for senior citizens and handicapped.

- 14) Public restroom would need to be clean, well-lit, and safe.
Stores should be open later.
Don't waste money on more signs.
- 15) More parking and restrooms (public)
- 16) Cleanliness - Handicap - More Transportation & Whomever
- 17) Structure for Open Air farmers market Public Restrooms
- 18) I think putting in a public restroom is one of the biggest improvements that could be made downtown. I have been in most of the stores and very few provide a public restroom. Most of them send people to a few of the Antique stores that have one and that has to be expensive for the owners.
- 19) Bus service better to downtown.
- 20) Better bus route and posted times, smaller buses. Do not need 30 passenger buses. University doesn't need 30-passenger either - waste of fuel. These buses make it hard for them to move around downtown alley.

More Focus on History and Arts (8)

- 1) More focus on the historic and artistic (music/art) aspects that are already here.
- 2) I would love to see a civil war museum located in the Common Pleas Courthouse. Would attract lots of civil war tourists/visitors. Would like to see a small neighborhood grocery store to help attract more downtown residents. A parking garage on the N. Main lot would be nice as well.
- 3) Adding more culture ... like arts and music
- 4) I would like to see the historic character further developed. There are so many buildings and storefronts with so much potential for this.
- 5) Bring culture of more contemporary art, clothing, home furnishing stores. Quit making everything to appeal to the elderly and traditional residents. Need to bring things for the younger and middle age generation. Just because we live in a small town, doesn't mean we need to be small minded. Lots of pretty landscaping in this city would be a great addition. Everywhere I look, it is just BLAH!
- 6) I believe the MOST important aspect is rehabilitating historic structures. This is our past, I would hate to lose these buildings.
- 7) I think Cape Girardeau is in dire need of an efficiently ran music venue with the capacity of 300+ people. This area is packed with talent and I believe having a venue to let local, as well as national acts perform would be fortunate for Cape in both the entertainment and economical viewpoints.
- 8) Home tours museums.

Make it Safe (13)

- 1) Foot patrol daytime and nighttime.
- 2) Don't forget about the arteries getting to the downtown ... Broadway-Independence-William St. are all in need of improvement. Getting to the downtown is ugly and somewhat unsafe especially at night.
- 3) More security
- 4) Both walking and bike police patrols would also help with safety.
- 5) Bars without their own parking shouldn't be open, should they? This seems to lead to over congestion, crime, littering, etc...
- 6) It would be more inviting in the evening hours to have more patrols in the area that actually get out of their cars & do something so people will feel more safe in this area.
- 7) Cameras for security and safety purposes. A gas station or convenience store open late would be really handy. More Parking. Bring Riverfest back!!! Family-friendly centers such as an aquatic center would be great!
- 8) You want more people going downtown. Most people I talk to don't like the hassle of Cape police harassing them when they go downtown, so many people stay away because of the police harassing them!
- 9) Add more police at night. Maybe place them on bicycles.
- 10) Night security and personal safety need to be improved. All the stores except for the bars close too early most of the time. More events like the Xmas night would bring in people.
- 11) Police presence on weekend;
Downtown merchants to open more often;
More downtown festivals.
- 12) Large police presence on weekends.
- 13) Downtown security at night is still a problem. Broadway badly needs help. Fine property owners who neglect their property.

More Variety of Businesses (19)

- 1) Work on improving Broadway. Get away from "junky" shops and add shops that truly give people a reason to come downtown. Add more upscale dining.
- 2) A place for where tourists to buy film, band aids or an aspirin.

- 3) Improve Broadway Street area. Picnic tables/more seating areas at riverfront. More riverfront events/concerts/etc.
- 4) Downtown needs more family oriented things to do or see/movie theatre or amphitheater--good ideas--minor league ballpark--good idea- nothing for families to do except look at river--too many bars/pool halls.
- 5) More attractions at the river, more river accessibility and more weekend special events on the river. Make use of our wonderful river location.
- 6) Bring back Riverfest
- 7) Better variety of diners (Breakfast, lunch, diners - blue plate - Bed & Breakfasts)
- 8) More retail other than wig shops and antique shops. In addition it is awful that there is no place for people to stay overnight downtown!!
- 9) Attract a variety store-offering gifts, convenience items and souvenirs. Of course with hours avail up to 9 or 10pm.
- 10) Get a Casino and the casino will pay for all the improvements.
- 11) Downtown should have more shops and dinning/drinking establishments. Not sports bars.
- 12) Bring in shopping like Trader Joe's, or World Market
- 13) A nice park (green space) with amphitheater and public restrooms would make it a friendlier place.
- 14) I would like to see a reduction in the number of bars downtown. Any type of Wal-Mart type store or gaming facility or swim center. Anything that would attract families to downtown. A gambling boat would attract a lot of people to downtown too.
- 15) Need some stores and things for people to do. Everybody doesn't like bars. There is nothing to do down there. Lived here all my life.
- 16) Capitalize on the river. That's our #1 draw.
- 17) More use should be made of the river. I like the idea of an excursion boat.
- 18) Add attractions to the riverfront area to draw people downtown, similar to Paducah, KY downtown area. Add more specialty shops instead of bars.
- 19) More venues, specialty stores. High end electronic stores, clothing stores, etc.

Aesthetics/ Streetscape (67)

- 1) Make area more like river walk in San Antonio
- 2) Outdoor art
Plants and foliage
- 3) More trees and flowers, landscaping
- 4) Removal of the clock in center of the street. It is a very inconvenience of driving.
- 5) The biggest improvement we could make to downtown Cape is to clean it up. The visual appeal is poor in some areas, particularly on parts of Broadway and Water streets. Trash should be picked up by the city more frequently as it is disgusting to smell the stench of restaurant trash when you are trying to have a nice evening stroll. The downtown night life is mainly directed at college age which is important and should remain, but more options for 30-60 something's would be great; smoke free night clubs would be a great addition and draw a segment of the population who are looking for more entertainment options.
- 6) Complete walking trail - Lexington - Cape Rock Park - Riverfront - Seminary - to south end of walking trail.
- 7) Link the riverfront trail to Red Star River Access to the north & to the south extend the trail past the dry dock into the Lemming Lumber Mill. Then elevate it on a board walk above the swamp and at La Cruz St. head west following Shawnee Creek to the existing bike trail. That way people on the bike trail can access downtown on a very scenic section of Cape rarely seen. The Lemming Lumber yard could be turned into a historic museum preserving an important part of Cape river commerce history. Perhaps Missouri Conservation Department would be interested in the swamp part of this area as well.
- 8) Adding more greens and flowers (i.e. hanging flower baskets & decorative street lights.)
- 9) Make downtown accessible by shuttle, walking, etc. Parking lots w/ shuttle service. Tear up overlay and get back to cobble stone under pavement. Maybe trolley that runs on Spanish, Main and Water.
- 10) Building owners need to take better care of their buildings. Limit the number of bars and night-clubs.
- 11) Landscaping. Drive through Kirkwood, Missouri, and look at how the town has beautified their shopping area with large pots of seasonal flowers, etc. It's great!
- 12) Make the owners of the abandoned buildings fix them up or tear them down ... Store fronts would be nice.
- 13) Improve the appearance. Flowers, planters and benches need to be added.

- 14) Uniform sidewalk improvements; visible police/security officer either on foot or bicycle; more foliage; new city/OTC banners on light poles
- 15) Close down all bars so that respectful people will feel safe in the downtown area day or night. Bring in an up-scale clothing store. Renovate downtown buildings to attract businesses to locate in the downtown area.
- 16) Remove modern sign on the Red House. Buy area around Reynolds House and develop it into an attraction with restoration of Reynolds House. Prohibit turnarounds or roundabouts but brick pave all the area to downtown from River Campus.
- 17) Pave Water Street north of Broadway, including unpaved right of way (Water to Main) a block north of Broadway. Don't turn off lights in parking lot east of Hutson's.
- 18) One eating-bar on Water Street sits their trash and garbage cans on the sidewalk. Most impressive when showing visitors the painted floodwall and river!
- 19) Allow signs to hang out over the sidewalk so they can be seen from up and down the street. Flower boxes and trees or shrubbery.
- 20) Broadway is a disaster. Closed storefronts, junky looking stores, and poor sidewalks. The same goes for a good part of Main Street. If the storefronts were improved and something was done about the old movie theater, it would be a great improvement.
- 21) The water front has too many antique stores that look junky as you look inside. There are also too many abandoned storefronts that give tourists a poor impression.
- 22) When I think of "downtown" I think of more than Main St. and Spanish St. I think more needs to go towards improving Broadway. The building fronts need restored, and it looks trashy a lot of times.
- 23) Benches so that shoppers can sit, outside and inside.
- 24) Force owners on Broadway to clean up or sell.
- 25) More plants, trees to add to physical attractiveness....
- 26) More benches to stop and rest and flower boxes.
- 27) The river front park needs to be improved! It's a disgrace with all of the missing concrete. Turn Water Street back to two way traffic or make it one way going north.
- 28) Greenspace/park area around Red House-Old St. Vincent's. Walking path from boatdock to River Campus and also on "dry" side of the wall bars keep up outside of business-trash cans block sidewalks/smells. More daytime weekend "events" improve/promote Courthouse area (Tunes @ Twilight)

- 29) I think the downtown area needs to improve or have guidelines for the store fronts. If you drive down Broadway to main street it looks awful. There are many stores that need work and some that just look like junk stores. Also, downtown Cape needs to bring in some more diverse stores. There are plenty of junk/antique stores. It would be nice to shop downtown and have a wide range of stores to shop at. It seems the mall is never going to improve.
- 30) Cleaner store windows
More outdoor eating places--European style cafes
Extension of bike trail to downtown
Bike racks
- 31) Putting in a boardwalk.
- 32) I realize there needs to be a balance between the university citizens and Cape citizens. When I moved back and rove downtown with my family, our first impression was not good. Mostly tat-too, billiard halls, bars. The stores down Broadway and Main are not attractive. It still looks like a depressed economy and not visitor welcoming or friendly. Cleaning up storefronts and adding more consistency and continuity would be a big help in appearance.
- 33) The riverfront needs to be improved. Both ends of Main Street need to be cleaned up. It makes the downtown area look trashy.
- 34) Benches outside the stores. Spring, summer and fall - more outdoor eating places. Wandering musicians on a summer Friday night. Local entertainment in the summer. More flowers and trees. Old buildings need to be restored to original state. Each building must have its own personality.
- 35) Visual appearance of storefronts.
- 36) Adding some sort of bike lane would be great.
- 37) I don't think there are any improvements to make the existing "downtown" area more attractive to the population except maybe level the Spanish/Main/Water streets areas, get rid of the rats and roosting pigeons, and rebuild with high rises to take advantage of the only scenic view you have--the river.
- 38) A riverwalk in the area of the wall of murals or possibly a "park-like" area for better and longer viewing. The historic areas are very important to tourist dollars as well as local enjoyment. Develop smooth parking area on Water street north at Broadway. Add more benches on river-side of flood wall. Name of city on riverside of flood wall.
- 39) Riverfront similar to what Paducah has done - especially those big trees. Keep some of the historic structure, but some of it should be torn down and made into green space, or possibly parking. See the downtown pocket park/amphitheater in Chester, IL.
- 40) More green space and more handicap parking.

- 41) Broadway needs a face lift and Independence needs to be resurfaced for access. This street is a disgrace to the city!
- 42) Beautification is very important.
Also maybe a special biking trail.
- 43) Generally cleaning up -especially along Broadway & Sprigg as two main thoroughfares having family oriented options downtown will be better for our demographics than options for college students.
- 44) I think the sidewalks need to be maintained & welcoming landscaping. There needs to be planters of flowers put out up & down the area on Broadway, starting at Sprigg to Old Town Cape. It makes it look very inviting. There are too many vacant buildings that look bad!
- 45) All storefronts should be attractively colored and have brightly colored awnings and consider the "looks" of Boca Raton, Florida or Miami, Florida -clean, fresh, crisp, and upscale classy. Worth Avenue of East Palm Beach, Florida - you asked!
- 46) Better lighting and more ways to actually view the river (second-story attractions/dining/apartments). The floodwall murals are great, but they river's beauty is a resource that Cape does not utilize. In addition, getting the word out about downtown dining better. The CVB's dining guide is a joke with its emphasis on fast food and national chains. Downtown small-city life is about local businesses supporting small enterprises. When I moved here, I had no idea about my downtown dining options. An up-to-date dining guide (online!), plus having restaurants/cafe's post menu in the European style would attract pedestrian diners!
- 47) Clean up the area
Clean up the storefronts
Move trash containers to a screened area
- 48) A fountain in roundabout on Fountain St.
- 49) 1. Improve look of Water Street across from mural painting (pretty junky looking now).
2. Tie in with events at River Campus.
3. Need to work on Broadway.
- 50) Improve the aesthetic looks. It looks like a slum area. Bring in a variety of businesses. Bring the people back to the east side of town.
- 51) Clean trash off sidewalks-especially on Broadway. There are 7 bars in a two block area of Main St. - not family friendly! More trash cans. Broadway is becoming a ghost street - entirely too many storefronts are empty! We don't need any more bars downtown!
- 52) I would like to stress the need for a river front greenery area which could be one in the same for residents and tourists to enjoy tunes at twilight and hopefully get small music venues. Also look for an old building lacking interesting history and make a parking garage.

- 53) Need more benches along sidewalks and seawall. Advertise dates and locations of fresh produce markets.
- 54) More plants, trees to add to physical attractiveness
- 55) The river wall murals are beautiful, but there is no outdoor seating/park to enjoy it on either side that is sufficient. Add some family and college-age stores and entertainment - movie theaters, etc.
- 56) Better entrances i.e. Broadway
- 57) Bicycle Lanes & Racks
- 58) Improve plan for river view where old bridge was-streets need maintained-restore store fronts-less billboards & big signage-carry theme throughout downtown - trolley car system - too many houses that should be condemned-enforce city laws! The junk cars and alleys are horrific.
- 59) ...do something about the horrible condition on Broadway! Just driving on Broadway to Main is depressing and embarrassing...
- 60) Trash cans should not be visible outside of restaurants/shops. Sidewalks are filthy and should be cleaned. Tacky businesses should not be permitted. The entire downtown area needs to "class up" its act. There are too many sleazy bars attracting too many strange people.
- 61) Property owners should restore, clean-up, or sell their property if they don't. Elected officials should be ashamed of themselves for not enforcing or creating regulations regarding deteriorating buildings. Downtown especially Broadway and Independence are absolutely embarrassing. Looks like Detroit Michigan
- 62) Make the first three streets from the river pedestrian only. Make it a plaza with outdoor dining shopping. More of a European feel.
- 63) I believe Main Street should be closed and made into a cobblestone courtyard to include fountains, bench seating, room for vendors, restrooms, etc. Restaurants would be able to provide more room for outside dining. There is ample parking north and south for most occasions.
- 64) Highest priority - revitalizing Broadway!! Big eyesore - we counted over 20 unoccupied stores and several occupied stores that need to be upgraded. Second, improve areas adjacent to and routes used to get to the River Campus. After dark, travel through that area is very uncomfortable.
- 65) Bicycle racks for parking and marking the streets and signage for bicycling. Fine building owners who let their buildings get run down if unoccupied (i.e. Esquire Theater).
- 66) Make the bars clean sidewalk and trash every morning early. (New Orleans does it.) Outdoor dining areas, improving facades of buildings, cleaner restaurants downtown more shops carrying usual items found in cities - great bakery in town. Broadway needs tremendous amt of improvement. Artist relocation program to encourage opening studios, more unique festivals w/ live music during cooler weather - spring & fall - too hot downtown in summer months.

- 67) Clean up all of downtown NOT just 2 or 3 streets. I don't feel safe going downtown anywhere near after dark. Increased security would be nice.

More Parking (8)

- 1) Parking! There's nothing to do except go to Rude Dog or Broussard's. I shop at Kids Wear again a lot. Things for families and students need to improve a lot.
- 2) More parking!
- 3) Parking is biggest problem - especially for older people.
- 4) Additional parking around perimeters of downtown and some sort of trolley service to points of interest. Perhaps a regular route through entire area.
- 5) There needs to be a centrally located, well kept, nice restroom within a block of the river. They also need to level the old Visitor's Bureau & make more parking. The city should also buy back the lower parking lot by the river & make it metered parking if necessary
- 6) PARKING!!!!!!!!!! And while some second story residential space is ok, why not have second story retail spaces? Why can we not figure out how to put more money into the downtown instead of helping one couple get richer off of selling condos instead of renting apartments? And a Parking garage in the Hutson's lot and/or in the lot next to Buckner Brewing would help TREMENDOUSLY
- 7) Parking is very important
- 8) Parking can be a real issue at times. The old CVB building should be leveled and turned into a parking lot. The facades of buildings should be improved, as should the appearance of store fronts. This includes restricting the placement of merchandise outside the store. Buildings that are abandoned and in poor shape (i.e., corner of Sprigg & Broadway) should be torn down.
- 9) I think downtown parking situation could be improved immensely if you could get owners and employees to park in the further reaches of existing parking lots and leave street parking to customers.

Others

I don't have an answer, but it just seems there is nothing to visit downtown for that can please everyone. Younger people want to go to bars, older people may like the shops. I think everyone can enjoy the river and river walk. A movie theater would be great but the amphitheater is an awesome idea. The amphitheater and the ballpark blew my mind when I saw them as options. However the amphitheater must have great talent and the minor league park would have to be triple A to maintain attendance. We already have enough trouble with people attending Show Me Center events as well as our SEMO sports teams.

I can see where Capes Downtown could be a big draw for entertainment. With some work it could be the next New Orleans or Memphis. Cape has a music history that goes back to 1919. We are right on the river. Should be a big draw.

Tear down those crack house apartments on S. Lorimer & William. Make a park out of most of Good Hope & Ellis.

More music festivals of different kinds of music ... blues, country, rock, alt, etc..

City, State and Federal money should not be used to rehab private property.

Tie downtown as tightly as possible to the River Campus. Include downtown on the River Campus shuttle routes.

Adding recycling containers, increased energy efficiency for business

Broadway is a mess! Empty, trashed storefronts. During holidays at least all businesses should maintain extended hours. #1 Step To More People - an upscale hotel/restaurant/bar to draw tourists. Need a pet park.

Broadway Street (run-down businesses) of downtown Cape truly makes very less desirable to go downtown! A sports bar downtown could draw a huge crowd (i.e. Buffalo Wild Wings). Nicks does not cover that! More specialty shops (even food specialty stores).

Need a great variety of stores. Need better coordination among downtown groups.

An amphitheater would be great. Or, put seating in on the courthouse steps area, get rid of the trees for sightline purposes, and buy a portable stage which can be set up on Spanish street to play to the hill.

I like the idea of having a neighborhood grocery store/food co-op that provides access to organic and natural foods such as the one located in Carbondale, Illinois, would be great.

Try to get businesses and such to occupy all the buildings, instead of vacancies.

Piano bar. Biggest need - retail store open on Thursday, Friday & Saturday evenings.

Make the bank building at Main and Broadway into an art gallery. Lessen the number of rowdy bars on Main and clean up and restructure all of Broadway to Pacific. Old Walther's Furniture store is an eyesore as well as the gas station across from the Schultz House. Preserve the old brick church building on Broadview and Spanish and Raze the building across from the church

Too many bars--not enough parking--no clothing stores or casual dining places.

Is there a way to get rid of the buildings which are in bad repair?

Reasonable priced stores - clothing, collectibles and eating establishments.

The hotel and upscale option/minor league baseball are the best ideas. Increased police presence is good. A chain clothing store i.e. Gap/J. Crew, etc. would be good.

Not allowing the gaming boat to come several years ago was a big mistake for our economy! Many of our own citizens go north, south & east just for that! Also, fix up the theaters on Broadway for movies again!

None at this time. However, there are too many bars and all the bad PR that comes from them - drugs, fights & robbery.

To date, most businesses seem geared to the young or eclectic crowd. I would like to see a more diverse downtown.

Bring outdoor cafe's and clubs that provide a casual atmosphere so you can sit on a Saturday/Sunday and listen to music.

You should allow more outdoor activities, like the music festival, where patrons are permitted to have food and alcohol outside, while enjoying outdoor music and activities.

Hold downtown events.

Empty buildings need store front windows covered.

Advertise downtown more.

I think we need less trashy bars. More establishments need to be open Friday night. We eat downtown every Friday night. We need to attract "upscale" clientele.

Other than dining and visiting riverfront and the Redhouse, there's really nothing for families w/ children to do downtown, especially at night. A place that combines dining/entertainment - such as Dave & Buster's or Jillian's would be great (or something similar). A movie theater would be great also.

This town is important to everyone. We just need to get rid of the drugs. Thank you

An improvement on this survey would be to define "downtown" Cape Girardeau.

Trains, trolleys, boats-restaurants/entertainment.

Riverfront trail from boat landing all the way to Fort D.

Downtown lunch available more readily support artists in residence in renovated downtown buildings.

The area north of Broadway is ideal for some good development, including multi-level parking (well-lit of course). Also good spot for lodging facilities.

The city should address the gaming situation. The city is losing too much revenue by not having a gaming facility. Take a look at Metropolis, Illinois.

I love the antique shops, the more the better. Pastimes is great!!!!

I think we need more family activities. There are not enough in the whole town for the family. If we are to keep our kids free from drugs we have to find family outings. Lord knows this town is full of drugs.

Why does the city keep spending money on the downtown area? The buildings are owned by private citizens. They should pay for improvements that they want. The city sticks it's nose into too many private projects.

The mistake was trying to attract students rather than downtown people or tourists. I wouldn't go down on Broadway or Main at night-even to have dinner. The downtown stores should have unique stores-artists doing clothing, jewelry, stationary-cards gifts-maybe consigned art-craft. Try to keep downtown to where people can "feel" the history of river, civil war, trains when they were at the top of our commerce. A garish painted wall does NOT convey that. It is amusement park like and NOT a good thing.

Improve store fronts on lower Broadway; too many empty storefronts; too many antique/resale shops-need more variety; too much tacky individual signage in store fronts-restrict this. We need to take advantage of the beautiful river view! Only 1 place to enjoy this while eating - need more.

Bulldoze it down and make an arch or something like St. Louis did!

I feel numerous improvements have been made (or are in process) - SEMO River Campus, Mississippi River Tales Mural, Red House Interpretive Center, Cape River Heritage Museum, Riverfront Park, etc. - in downtown Cape Girardeau. These improvements should also lead to community development upgrades in the near future.

Focus on single residential households.

Raise minimal property standard of South Cape.

Focus on bringing families back to live in south Cape from other areas of town. Make downtown prestigious and a luxury community - not an eyesore.

Putting Main Street back to a two-way street. It has been changed so many times. About the time people get used to it - here we go again.

Less hair salons, less antique shops, more clothing and culture focused on a younger crowd that isn't bars.

More stores, excursion boats, aqua theater, more parking and horse-drawn carriages would be great.

If you have ever been to Red Bud, Illinois you would know what a downtown should be modeled after.

Block off Main Street from 10pm-2am on the weekends (Fri-Sat) for pedestrians. Add parking for the loss of parking that this would cause.

You have to build more collaboration within your organization to rally the downtown business owners. Without an extremely cohesive plan, your progress will be met by equal regression. You must impose necessary standards for all businesses, because to improve downtown Cape Girardeau, you can't just repair a store or two, you must change the look and the attitude of Cape Girardeau's most historic and treasured neighborhood. We're all rooting for you.

Define what downtown is. Just the riverfront blocks or is it also Broadway?? Or does it also include the old area southwest of the river?

Residential development

Shut down that drug infested pool hall on Main St., they have had too many warnings for the same issue. It would help in many areas, such as safety, and parking.

Improvements should also include Sprigg St, North and South. Sprigg St. is very unique, the house designs are unlike any in Cape. At one time Sprigg St. was a major entry way into Cape. It should be designated a historic area, so the property owners can receive tax credits for rehabilitations to their property. The city should put the utilities underground install new sidewalks and streets with antique lighting. The same should be done to Broadway.

There needs to be an organic type grocery in the old A&P building on Spanish Street. the city needs to help build up the adjoining residential districts to provide an "always on" customer base for all downtown businesses

Rat control

I believe Paducah is a fine example of what we need in our downtown. River access, carriage rides, nightlife.

Make it to where you can't drive on main street and it all open to pedestrians.

Many of the ones listed above already exist. It is pedestrian friendly and handicap accessible. Some of the stores are not h/c accessible because of historical doorways but all are street level.

In my opinion, a good model would be the riverfront area in St Charles, MO.

NO VIDEO CAMERAS!!!! I don't like going downtown because police drive around and look into all of the bars/restaurants when they should be driving. The police need to be in South Cape, not downtown.

Independent Movie Theater! Shops that sell modern or international furniture (like cape imports), hip gift shops, clothing stores that sell trendy/designer clothes, Tapas bars, maybe one or two fine dining establishments, more casual dining. Art galleries. REVAMP BROADWAY! It's one of the main arteries into down town and it looks like crap. Fix that broken marquee so you can get rid of the caution/construction apparatus on the sidewalk. Who owns that building anyway??

My husband and I love to go to downtown areas in many towns, and we hope to live in one someday, right now few options exist for realizing this dream and staying in Cape Girardeau.

It looks rather seedy when driving down Broadway. Something needs to be done with these old buildings to clean them up and encourage new business to move in. Residents need to support downtown business instead of frequenting all the "chain" establishments out by I55.

More activities-fishing tournaments, fairs, antique shows, river boats, etc.

Overall, making downtown more FAMILY oriented DAY and NIGHT. Teen town?

I would like to see downtown become more FAMILY oriented during the Day and the night. Places to take kids and do things.

Many of us at Cape Central High School enjoyed events like Traveling Acoustic Open Mics, that allow us to perform and gather, without being in a bar.

We need more events for teenagers in this town.

I really enjoyed things like the Traveling Acoustic Open Mics, and things that Jerry Swan organized downtown. They were family oriented and not in bars or taverns. It allowed a lot of us teenagers to gather and have a place to go.

More variety of stores - a lot of people are not interested in arts.

Expand downtown to north of Broadway

Restrict liquor licenses to limit number of bars downtown. Bars should be encouraged to move closer to college.

Decide if you want a family-friendly atmosphere or a college, partying atmosphere - you can't have both.

A couple of nice stores - dress & shoe shops.

I think Cape Girardeau would benefit from developing one niche and filling it. Downtown cannot be a historic, antique shop area and a place for bars/nightclubs. It needs to be either and/or by being more focused, it's resources could be better spent. Also streets need to be more friendly and inviting. Downtown after dinner, musicians on street stores, open nights.

The focus should be on creating a historic identity for downtown Cape Girardeau; It would be nice for each building, or at least each block, to have a plaque or information point about the original usages of each building. The antique/specialty stores seem to be a great drawing card; last Saturday there were people everywhere! It seems there's enough dining options downtown, maybe a chain semi-fast food place, such as Fuddruckers, or an upscale "different" restaurant such as P.F. Changes; all of the fine dining in Cape Girardeau is already centered in the downtown area.

I show respect to downtown Cape by continuing to put time, money, and love into my home and my neighborhood. Respect should be returned to me, at the very least, by asking me what I would like to have done in my own neighborhood. It is very sad and a personal affront that I had to search for this survey. Putting me on the team would, perhaps, be one improvement. My name is Amy Pool, 117 S. Spanish Street. I would consider it an honor and a privilege.

Move the DMV to another more central location with ample parking, like City Hall. Actually fining people for allowing their dogs to defecate on the river walk and in private yards (by putting the animal control officer on patrol). Actually towing cars that block private drives (putting officers on patrol on the weekends). Holding accountable those who own dilapidated homes, even if they are recipients of DREAM initiative (state/taxpayer) funds, on the boards of banks, and live on the same block as the homes they neglect.

Riverboat gaming would bring the revenue to allow other improvements.

I think we need to remember there are two basic groups that visit downtown. The over 60 crowd during the day and the 35 and under crowd at night. It needs to be well balanced to much for one group and you'll lose the other. There is no reason that both groups shouldn't be able to visit downtown and enjoy themselves.

More trash cans, and containers for recycling. The odor from River Nick's on Independence Street needs to be addressed.

Broadway from campus to downtown needs to be brought up to par w/ store fronts, business locations focused on renovation, etc. Areas on Broadway very seedy. Very poor leading to downtown from city and Semo campus.

Water Show - Bring boats to watch.

The residential district downtown needs help

Cape is a baseball town, bringing a minor league team to downtown would be a HUGE improvement that would get the entire community support. This would be a huge step for Cape to take in re-energizing downtown with both a college and family crowd appeal.

Work to clear out abandoned and vacant buildings along Broadway. Please do NOT put security cameras all over downtown at taxpayer expense.

High rise parking garage

Tear down the old buildings and create more area for parks and recreation areas. Improve parking for the area. Make the river more accessible and viewable. The river can be very beautiful especially in the evening. The minor league ballpark would be better off the interstate. More formal dining and a river amphitheater would be great for concerts and plays.

Restoring downtown Cape with a variety of stores, especially those not found in our local mall; making the area more people-friendly instead of tons of bars with a few little shops.

Tax breaks and incentives for business in that area.

Less antique shops and more other type of shops (i.e. food and wine, nice gifts, clothing, specialty foods)

If a three level parking garage was to be installed in one area and maintained, I think in my opinion that there would be more travelers into the downtown area and have ore pedestrian traffic.

Fewer bars for young people.

A Riverfront amphitheatre is a great idea; the growing crowd that gathers for Tunes at Twilight should be testament that that type of entertainment is a draw; more would be great and having a riverfront amphitheatre certainly would be an option for more music entertainment.

While we desperately need a family aquatic center in Cape Girardeau, I don't think downtown Cape is the place for it.

Family oriented activities w/low cost

Make Main St. pedestrian only. No cars - make the area into a mall-type area, with benches, water fountains, etc.

A casual bar to appeal to the 23-30 age class--not a crowded college atmosphere bar. As a 24 year old male in a relationship, I don't care for many downtown bars.

I think they should move swiftly to improve downtown to attract more people so that the businesses already established will be able to stay there.

The difficulty in this survey is defining downtown. If Broadway is included then we need definite improvements in de-slumming this corridor to the Main St. area.

We need a nightclub that appeals to crowds older than college students.

The vacant parking lot at the north end should be developed maybe into a parking structure with lookouts on top for river viewing. I'm not sure who owns that lot, but having it fenced off just doesn't make a bit of sense, at least when it wasn't you could park there.

Close off Main St. to autos -covered street with pedestrians only.

Handicap parking--each side of street at both ends. Speed bumps or whatever it would take to slow people down. Too many bars. I have problems breathing, can't walk very far. Why not have a vehicle like the S.E. Hosp. taking people from parking lot to stores?

Residential high rise

Condos

Support services

Broadway is such a mix of lovely shops, empty buildings, run-down buildings and not so well kept up properties--It is an entryway for any visitors, so any attempt to help "face-lift" Broadway would help downtown--I happen to have coffee and do other shopping on that street and would love to see it more integrated. There is very interesting architecture on Broadway.

Bring back the river fest type of activity. Vendors to bring more people downtown. More family activities

Lower the real estate taxes for the downtown merchants so they can at least have a fighting chance of making a living wage downtown --taxes are completely out of control for the desolate down town area buildings

It seems detrimental to have so many bars--maybe outside evening entertainment by restaurants in summer--like Paducah.

I think that Downtown Cape Girardeau is heading in the right direction. There needs to be an outdoor amphitheatre for music events (all music) and a neighborhood grocery/bakery for us who live in the downtown area. Many of us walk to stores and restaurants downtown. I'd like to see it become like The Hill in South St. Louis with neighborhood grocers and bakeries along with boutiques. The stores need to be open in the evenings for those who work and can't get down there till after five.

Make Main Street from Broadway to Independence pedestrian and bike only.

More businesses up Broadway several blocks.

I think the most important things to do would be to fill the empty storefronts and make downtown less of a bar-hopper space and more of an everyone space.

Something about the business of trains passing through Cape and stopping at the depot that has been destroyed.

Less antique shops-better restaurants. Clean it up - just don't paint floodwall and above all, we need a casino. It would bring in extra income. We have nothing to do here in Cape - downtown or otherwise. We also need a center for parents to take younger kids such as the place that was by K's Merchandise. Cape has nothing to offer. Some of the old buildings just need to be bulldozed instead of sinking large amounts of money on them.

Get rid of modernized stucco facades and bring them back to old style. Maintain/renovate old buildings and eliminate empty space.

There needs to be more "special events" to draw people downtown. Bring back events such as the Riverfest and re-vamp the music festival to make it more appealing to the public. Put stadium seating on the riverfront and have events such as concerts. I wish we had another chance to get a gambling boat on the riverfront w/ a hotel connected as in Metropolis. My husband and I give a lot of money to Illinois. We would love to give to Missouri!!

Clean up the amount of poor quality "riff-raff" people downtown. I realize poor people will always exist, but the people that traffic drugs are drunks need to be removed. That is the main reason I don't like downtown.

The stores that are there should keep their lights on in display windows until at least 10:00 P.M. This would help with the lack of adequate lighting and probably create more business.

In my opinion downtown appeals mostly to college students & older adults who like antique shopping. Look into amazing transformation of downtown. Ft. Worth, Texas which is more upscale and family oriented. Need more restaurants (not bar food) of good quality, better shopping selection and more sophisticated entertainment like a jazz club.

There are so many people who go to the river daily to sit, bird watch, chat, bring friends or family and then leave for the businesses don't attract them. Galleries, specialty shops, yet even chain stores or restaurants will lure more to stay and spend. A Spaghetti Factory downtown will boost revenue. Also a reputable chain restaurant.

Friendlier employees in shops - SMILE!

If you go to other towns, the first thing you see is the ugly, old, and rundown buildings. No store wants to be in an old ugly building that needs lots of repair, and when you get done you still have old building. Tear down the old and start new. Tom E.

The old theaters (Broadway and Esquire) absolutely need to be rehabbed. They were once a beacon of Downtown Cape that drew in huge crowds, and now they look like dump sites. The condition of these old landmark buildings is deplorable.

Less catering to SEMO students -- less bars -- I have lived in Cape my whole life (63 years). I don't go downtown because of all the bars.

Clean up the area of North Main. More development of the property along the river wall where the old shoe factory was.

Be willing to demolish old buildings. Just because a building is old does not make it historical. Get rid of the crap and build new. It can be made to look historical without the old building problems.

Having a major Chain store anchor a storefront.

Link walk/bike path to the existing path.

More city support of the "arts". First Friday's are starting to take hold...still a lot of people unaware.

I would like to see a section of specialty shops. When we have people in from out of town we show them the river, the wall, the bridge; a place to casually shop with unique and quality items would be a benefit.

I think that areas leading into downtown Cape Girardeau should be looked at for a facelift. This includes the buildings along Broadway starting at Sprigg. These should be cleaned up to attract businesses and would ease into the transition of the downtown area. I would love to see downtown be a bustling attraction for shoppers and families during the day (ex. Old Town St. Charles Main Street) and provide a more adult friendly night scene with trendy bars and nightclubs (ex. Biele Street in Memphis).

Please no more antique shops, definitely make it historical and quaint, sidewalk coffee and bakery, and definitely not a college party spot, it should be shopping eating enjoying the sites and a family atmosphere

It's very sad to see such lovely buildings that are downtown go to waste they are historic and beautiful. We as a community need to be focusing on improving our downtown area this is what will draw in tourism not uptown were they can meet quote on quote value prices at the local outsourcing Wal-Mart. That's unless of course you rather see the demise of the USA go to other country's willing to work for minimal wages.

It's the entire historic feeling. Create the family feeling like Chattanooga. Where do people think to go on the Mississippi our greatest attraction

More entertainment options.

Consider making the two blocks of Main St. between Independence and Broadway walking streets only during the evenings and even afternoons during the summer so that we could have more outdoor dining. Of course, this would mean involving the restaurants and bars downtown and perhaps assisting them with purchasing tables, umbrellas, portable stations for serving and bussing, etc. and someplace to store these items during the winter. They could be stored outdoors in the summer. This could also lead into more Farmer's Market days, etc. Parking would not be a problem if many of the merchants and their employees would not park in front of their businesses as they do now. They should be willing to walk a little for the convenience of their customers, especially in the winter. There is plenty of parking in the old, unused city building at Broadway and Main, and more could be provided if that building was torn down or some of the vacant lots on Main north of Broadway were paved. We need more city information available to folks who visit our downtown. If they come to visit the riverfront, they will not go to the present Visitor Center to find out about opportunities and places to visit while they are here.

You can only save so many old buildings, tear down the eye sore ones and then any good buildings that are empty should be kept in good shape.

In the summer have a "Thursday" or other "night out" each week as Columbia and other cities have a "tea room" to attract ladies such as in Kimswick ...

A BREAKFAST restaurant/bakery

There are way too many bars. We need more family friendly businesses and specialty shops. I wish it could be more like St. Charles. I think it would attract more visitors.

Make Water Street a two way street again. It was easier to get around and there used to be more parking then.

No gaming

More new-clothing shops

More non-antique product retailers

MORE CONVENIENT store operation hours

Clean up the existing buildings (looks rundown)

Nightclub for dancing

Specialty product/skill shop (like blown glass)

More and better dining options

Scale back on the live bands emphasis

Discount movie theatre (good for college students)

Business offices in the upper loft areas (bring jobs)

In addition to making the area pedestrian-friendly, the area should also be cyclist-friendly. Examples would include bike lanes or riverfront path with ample bike racks in central and safe locations.

More relevant stores for shopping

Broadway is our corridor to downtown, but it looks awful! Why would anybody be interested in renting or buying such awful looking buildings for their businesses? I think there should be some set standards for building maintenance and facade appearance for all business structures in downtown. Perhaps the business owners and old town cape could get some consultation from "Designed to Sell" of HGTV!

What about a positive image marketing campaign for downtown such as "Downtown is Uptown".

Cape has over the years torn down many of its historic structures. We should stop this, and perhaps, bring some of them back! How about rebuilding the old train station and using it as a business/tourist destination for our visitors?

I would like to see the walking trail outside the flood wall extended so that it would eventually extend from Cape Rock Park to the River Campus.

Some upscale shops would be helpful. Such as the White House and The Black Market dress shops, & Mens' clothing stores. Other shops could include a Candystore/icecream parlor. If you want more ideas, please call me. Pat Patterson 335-5197.

Bike racks, limiting traffic on Main Street, better pedestrian access, grocery/pharmacy.

Longer store hours in the evening-especially weekends/

Affordable ice cream parlor

Tear down some of those dilapidated buildings. Make parking, and some new buildings.

I would love to see the downtown revitalized...Some of the buildings are so run down that it makes the others look bad. We also need more options that are open later in the evenings on weekends.

If you find something to draw a steady number of people the rest can develop from that point. If you don't draw people nothing else will work we'll continue going in circles. We need a draw and the river Campus is a great example as long as we keep the shows coming.

Broadway needs to be a priority. Also - Speculators throughout the downtown area have kept buildings empty and in poor condition. Regulation/zoning needs to address this issue as these buildings detract from the improvements that are going on.

More variety. It could be a booming downtown area if there were less catering to college students and more to families.

Different variety of shops - clothing, household shops and craft shops.

The best way to improve the downtown would be to provide enough amenities that living there would become attractive. Given the way the region is being developed, the downtown will never be a major commercial area. Its future, if it has one, is in culture, history and residential.

I would like to see the river as an extension of downtown and not just something that's on the outside of the flood wall. I was told at one point that there used to be a floating restaurant and bar on a barge? Even though I'm not a huge fan of gambling, no one can doubt the positive economic impact that would have on downtown and cape as a whole. Basically, I'd like to see the river as another part of downtown cape, and not something that just has a few park benches and the fourth of July festival. Also, I am a large fan of the amphitheater idea.

I think Main Street could be like Beal Street in Memphis. People come to have fun - more entertainment, need bathrooms & payphones, more trash cans, and at least one late night gas station downtown.

Benches outside the stores. Spring, summer and fall - more outdoor eating places. Wandering musicians on a summer Friday night. Local entertainment in the summer. More flowers and trees. Old buildings need to be restored to original state. Each building must have its own personality.

More support for local artists, especially of a historic theme. Attract more tour groups (buses, train & paddle wheel steam boats.) Develop the old shoe factory parcel on north Main St.

As relative newcomers to Cape, we see the deterioration to downtown as well as current efforts for improvement. Getting investments in housing and rehab together with diversity in store selections could help. But difficult to achieve. Keep up the good work.

Diversity in shops, longer hours in the shops

Clean or raise all the dilapidated vacant dwellings and businesses.

Adding some sort of bike lane would be great.

Add restaurants and shops. Also, a boat ride on the river and sight seeing w/ shops to browse. I would like to be able to spend 2-3 hours at a visit to make it worthwhile to venture downtown.

Get rid of two-way streets.

Improve traffic flow & parking.

1. Connect the river walk w/ bike trail circling city.
2. Public Restrooms
3. Broadway/Main St. - Parking Garage
4. It should be easier working w/ the city on rehabbing old
5. It should be harder to tear down the old - incentives to save buildings

Water street should be a two way & north of water street should be a multi-tiered parking garage....

I grew up in Cape and remember going downtown to do all shopping. There were a variety of stores not so many bars. I guess I would like it to be more like it was in the late 50's and early 60's. It was fun to be there.

Monthly special events - say first Saturday. The arts are trying first Friday. More family tourism - adv more.

I have St. Charles downtown district in mind. Combining history and antique shops and specialty stores.

Club Moxy should close their windows.

The people in charge of planning need to go to towns such as Davenport and Clinton Iowa. Both cities have beautiful downtown areas funded from riverboat gaming.

Cape's downtown area has improved greatly the past few years. Shops and eating establishments are good. It should be a fun place to go. Shops should be open evenings for people to shop.

Hardware Store

More local businesses - legal offices, accounting firms, architecture, business services (Kinko's, etc.)

Get rid of Main Street bars and pool halls (Move this to SEMO area). Enlarge river front access area like Paducah's. Keep trash can and streets clean including weekends. Get rid of rats that roam sewers and trash cans by river area.

St. Charles, MO is a model for historic downtown riverfront communities. I would like to see Cape seriously take measures to model itself after that city.

All storefronts should be attractively colored and have brightly colored awnings and consider the "looks" of Boca Raton, Florida or Miami, Florida -clean, fresh, crisp and upscale classy. Worth Avenue of East Palm Beach, Florida - you asked!

So many bars/pool places keep other businesses out.

Recreation, marina dock, boat/water park, Wal-Mart, Marie Calendar, Chuck-E-Cheese/I-Hop, Boardwalk-Good Parking "Expansion" "Gospel Connection - Restore Theatre, Public Restrooms

Outdoor seating for eating and resting, ice cream shop, play area for children, landscaping, permanent farmers market

Better local events, live music, kids' activities.

More restaurants. More upscale shopping & less antique shops (cater to younger crowd 25-45). Check out city place website in West Palm Beach, Florida - a perfect combo of entertainment, food & shopping.

Move the clock to the bottom of the steps by Courthouse.

Build one complete block of business buildings as they would have been in the early history of Cape - blacksmith, saloon, boarding hall, dry goods store, eating place, etc.

Paducah has all kinds of night events during the summer. Very consistent so you can always depend on something happening. They are a good example. I think it is very important what you are doing for Cape in the downtown area. People are yearning for historic, people friendly, slower paced, outside southern style activities. They love the downtown atmosphere. You just need to have more activities. Give it time and people will come once they have heard about it.

Stay open late.

Please maintain all of the history of Cape & Region. I agree with Major Jay that we want to bring new businesses and jobs to Cape, but tourism brings a lot of dollars to the table. We need to work hard to preserve our heritage & history. People come to see that too.

Purchase old buildings, tear them down, build parking lots, green space w/ seating and flowers, trees, etc. and clean rest rooms.

Ban smoking in bars and restaurants.

Toilet facilities for downtown and for the Red House Center similar to the ones for the Cape LaCroix Trail. Public restrooms would make the downtown more pleasant.

More things for older folks.

A department would be helpful as well as a grocery store since more people are living

Activities on River Front - Cape B.B.Q. Fest, River Fest? (Like Paducah) We travel to Paducah to River Front

Move Reynolds House to area of Red House - expand towards bridge. Divide areas downtown w/ walkways (2 from Spanish to Main) and tear down buildings on corner of Broadway & Spanish and provide parking. Too much concrete - create green space and use trees or shrubs where possible.

Cape Girardeau needs recreational activities for children. They need an education that is better than what our schools offer since children do not travel much, they need exhibits brought to them.

Restoration and vitalization of trolley service - taxi service.

Improve the buildings that are there.

More entertainment

Make Main Street 2 way again

I think that the Executive Inn in Paducah would make a great asset to have similar in Cape. It would bring more visitors downtown and be able to show off the already done work that has been accomplished. I am sure the Drury's would invest!

Family-friendly places. I'm tired of all the bars downtown; need low price restaurants and family activities. Baseball needed.

Broadway Street seems to be a main corridor for getting into downtown and much of it is in disrepair and appears "seedy". Improvement is badly needed along this corridor to make coming downtown more welcoming.

There are too many bars. It has changed the atmosphere of the downtown area. Some kind of shade would be welcome on the river front for summer.

More attractions - like the "River Fest".

Q68. What would you say is your primary source of information about downtown Cape Girardeau? [Other]

Visiting there /work there (18)

www.capescene.com /Internet (7)

Tip off (3)

Living Downtown (3)

Side publications from newspaper

Almost nowhere. Large events seem to get little to no advertising - although I am not a big

Radio listener.

Visual

Can never find information

Both word of mouth and the media (Southeast Missourian and KFVS 12)

Meetings

City magazine telling what's going on

The Cape

Billboards

Does not attract my attention

Q69. And what is your second most likely source of information about downtown Cape Girardeau? [Other]

Drive through (6)

Capescene.com (4)

Resident (2)

Tip Off (2)

My neighbors and friends live there.

Flyers

Experience

Bill Board Signs

Chamber

Talking with business owners

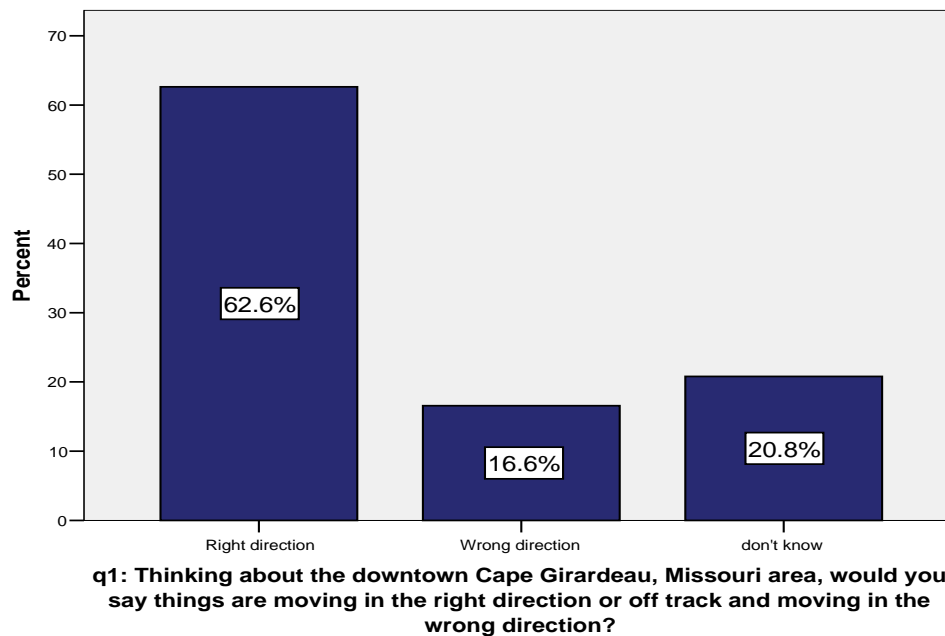
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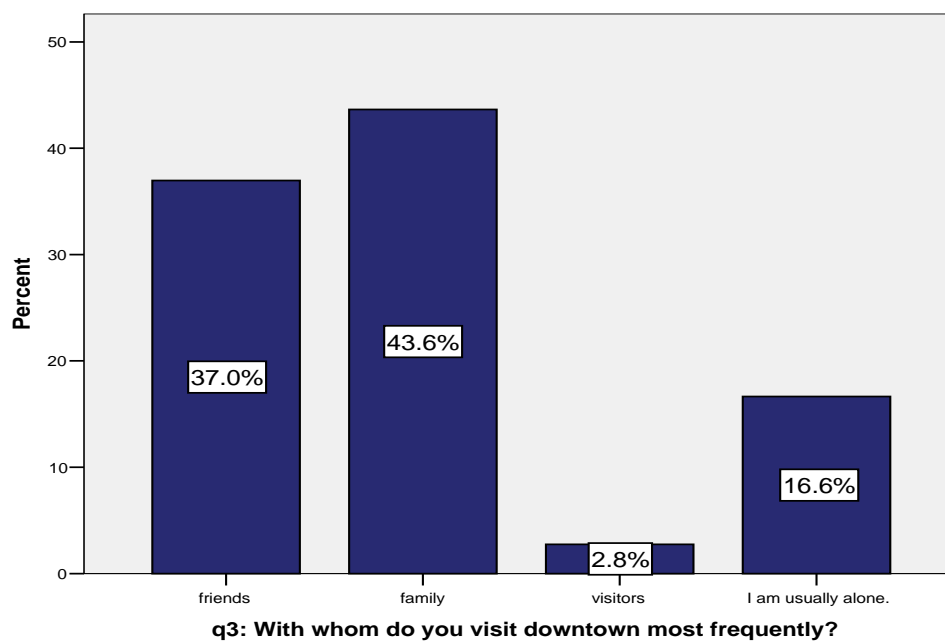
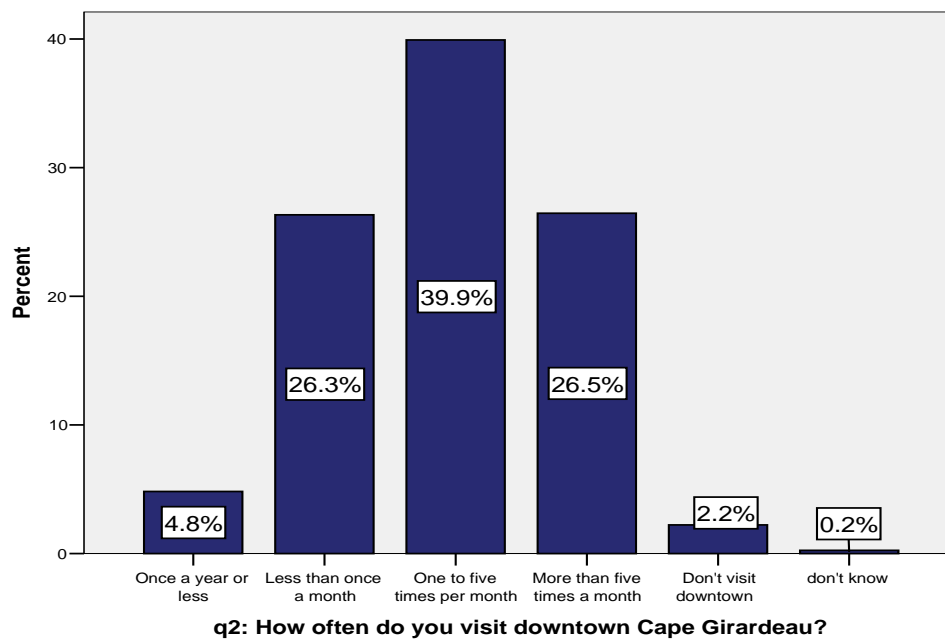
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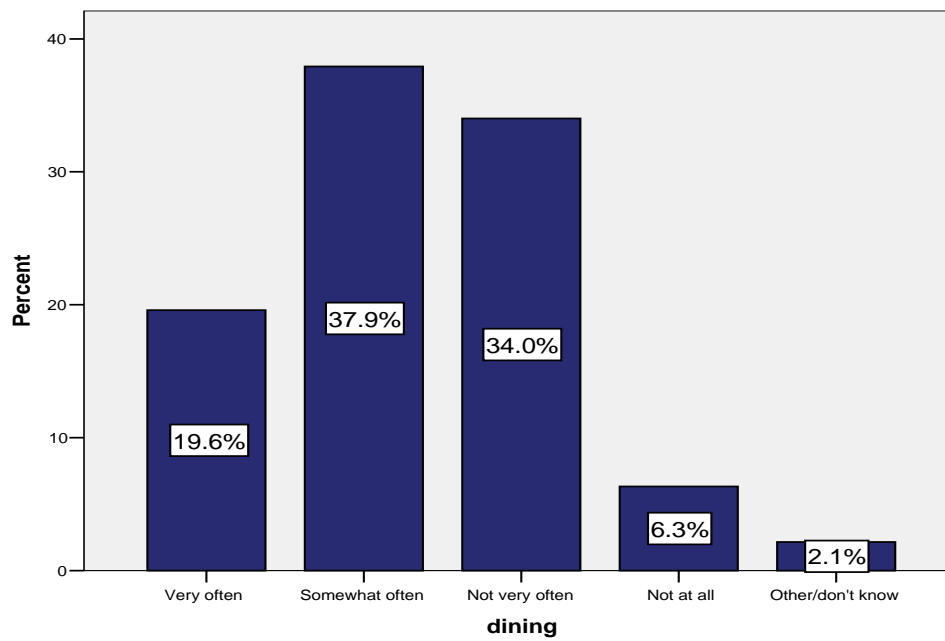
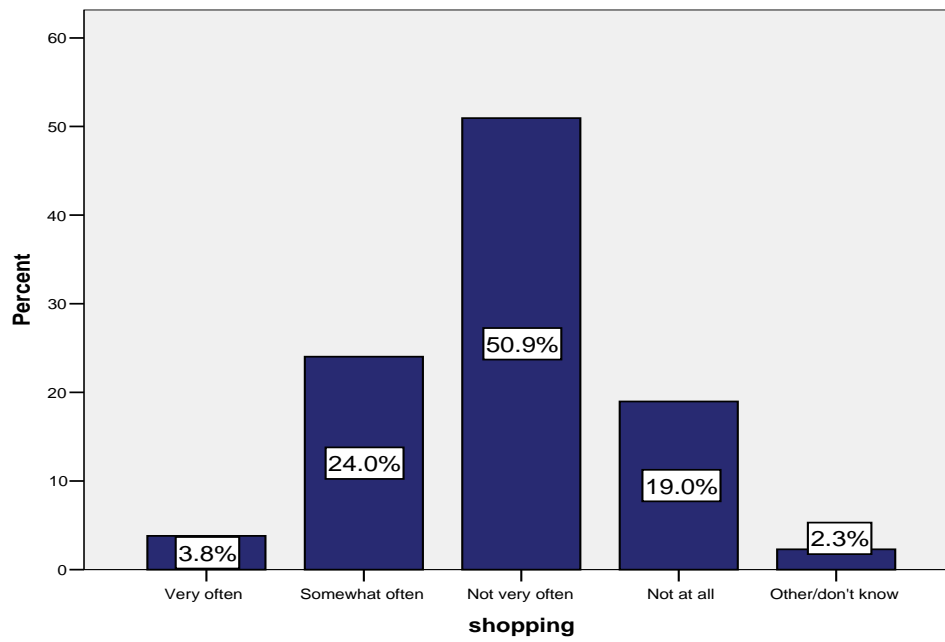
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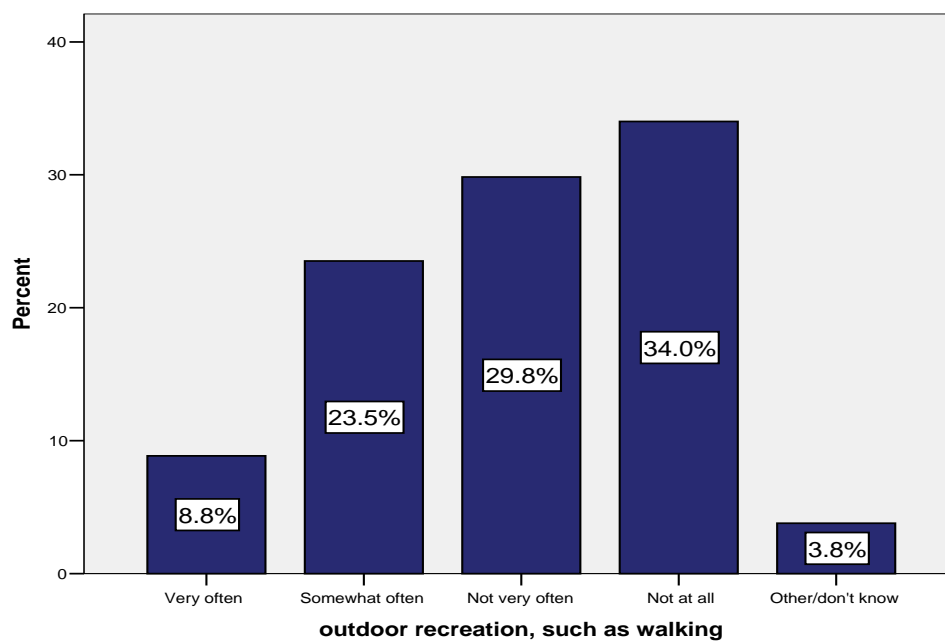
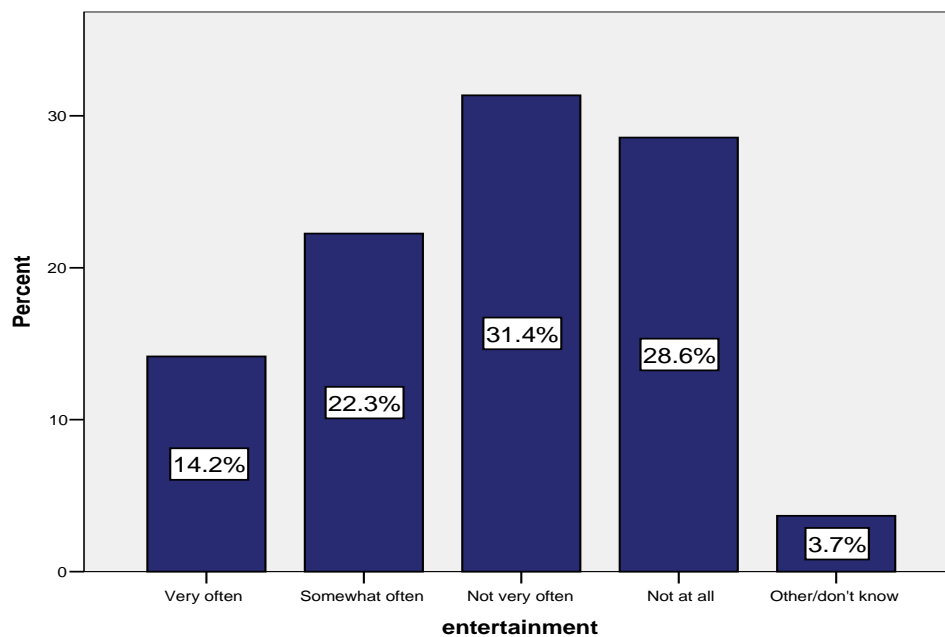
VISITOR BAR CHARTS

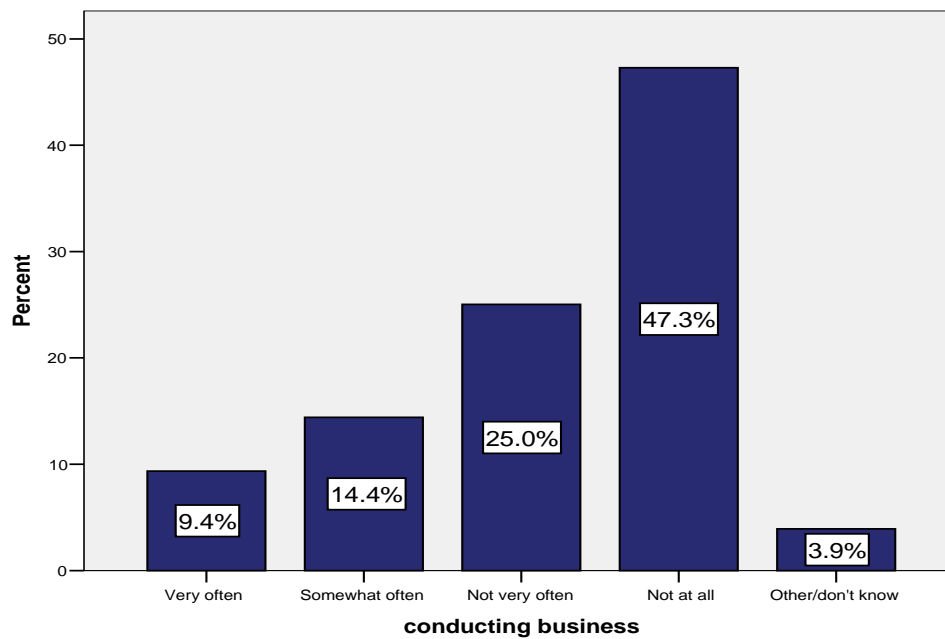
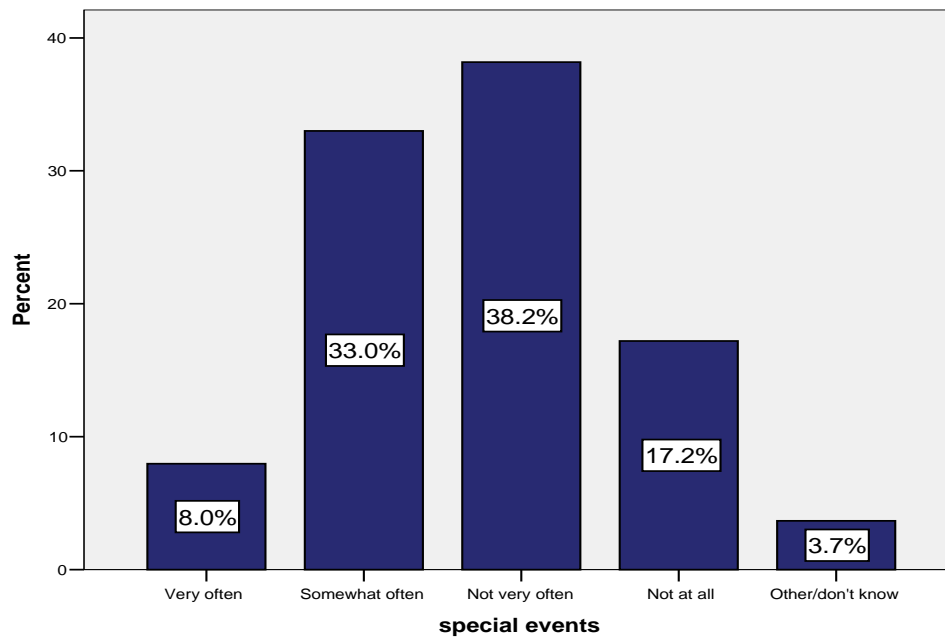
The bar charts which follow provide the reader with an understanding of the extent to which respondents agree or disagree relative to certain questions about Downtown Cape Girardeau. For example, the bar chart below clearly illustrates that the vast majority of respondents, nearly two out of three who were queried, believe that Downtown Cape Girardeau is moving in the right direction. That strong response should convey the message that a strong majority of people believe in and have confidence in the people who are leading the charge to move Downtown forward. Obviously, readers may find other interpretations, but in the final analysis, the Cape Girardeau community has confidence in the Downtown leadership and the direction they are taking for the future of Downtown.

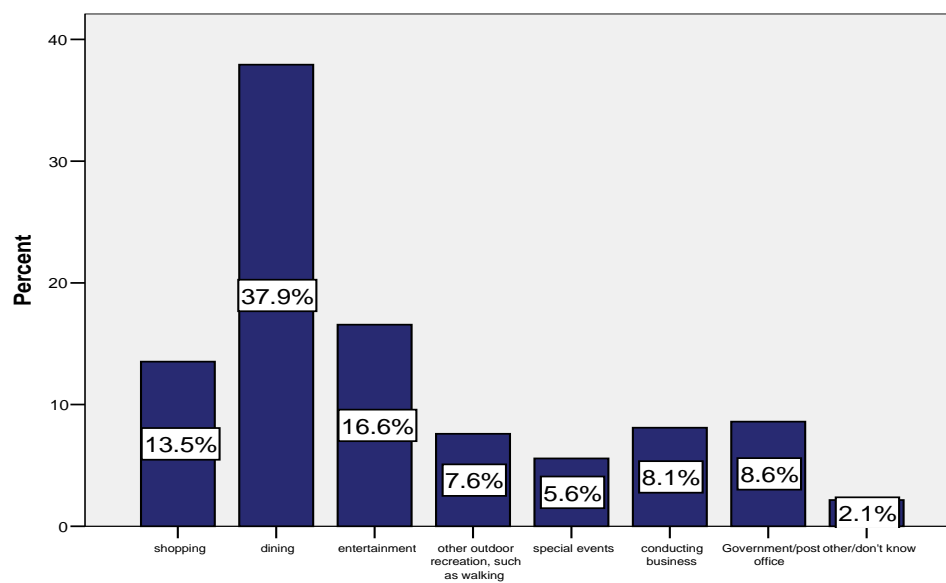
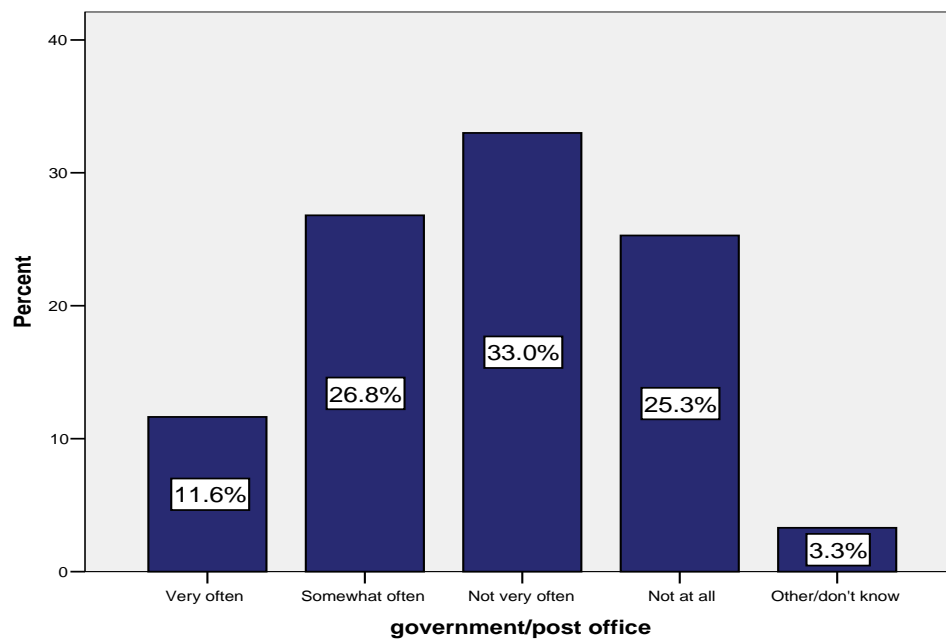




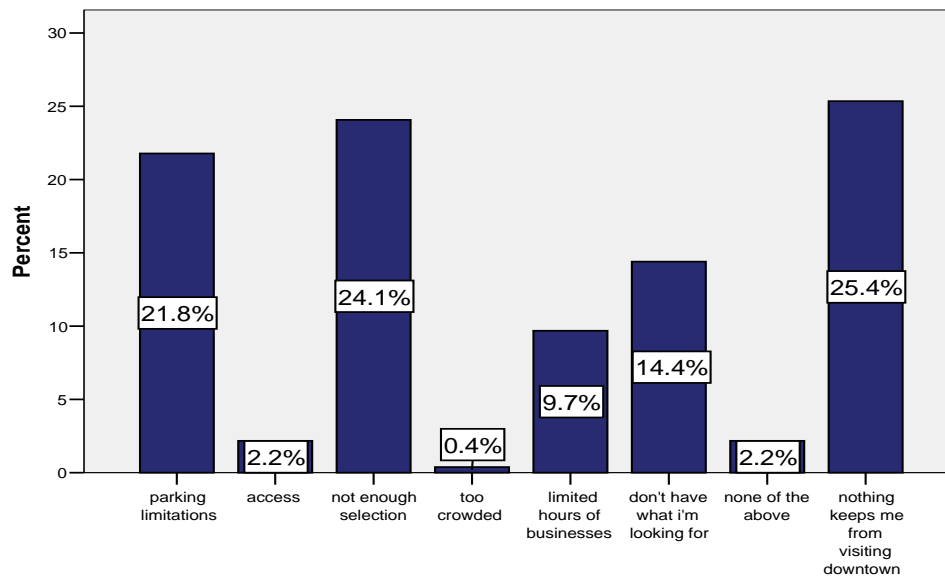




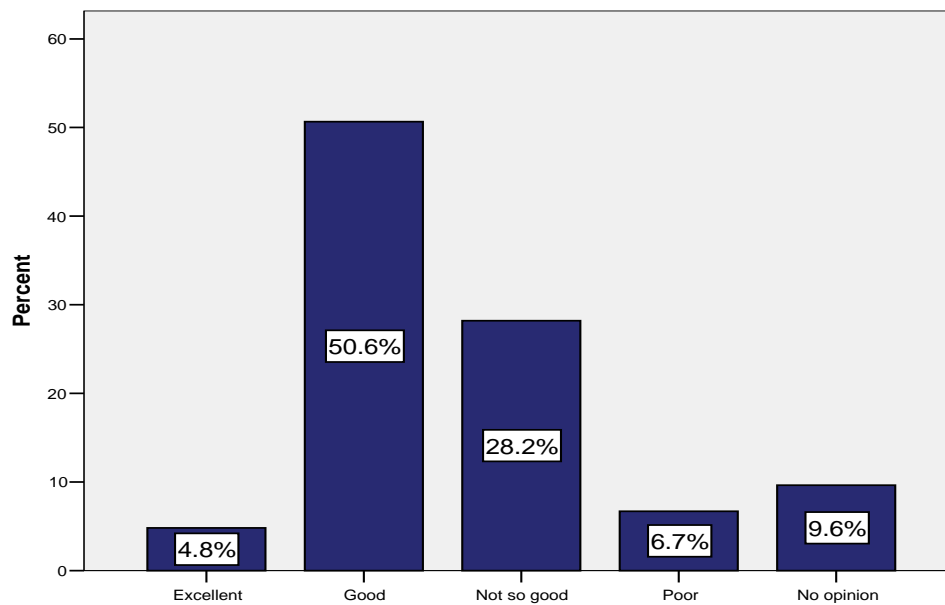




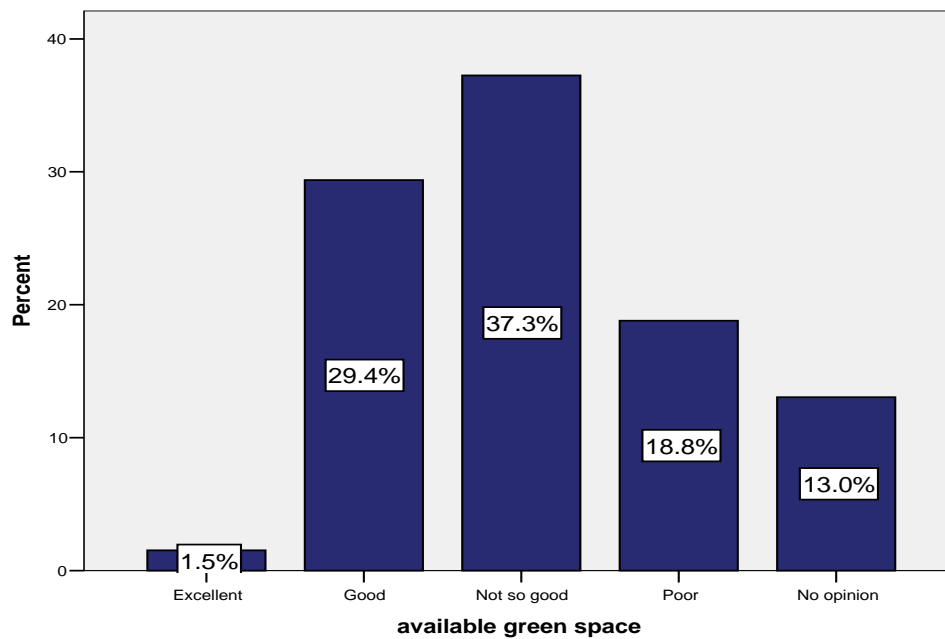
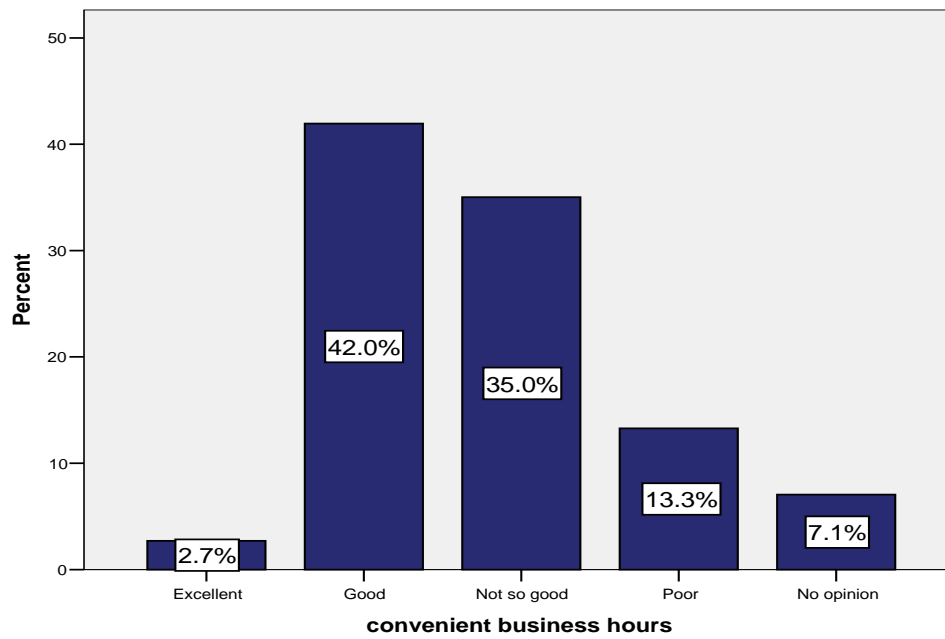
q11: Of the items listed above, which would you say is the one reason you most often visit downtown Cape Girardeau?

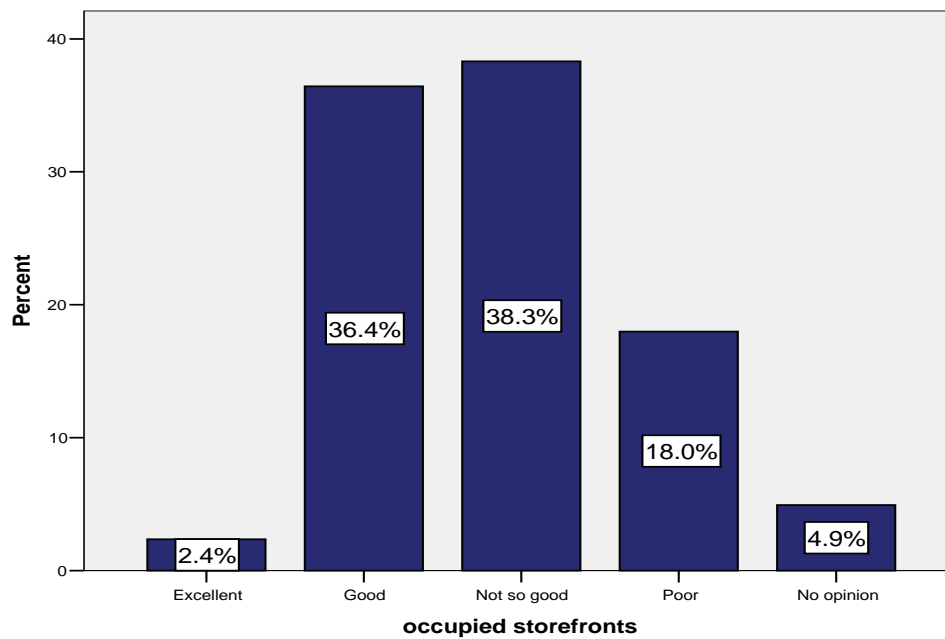
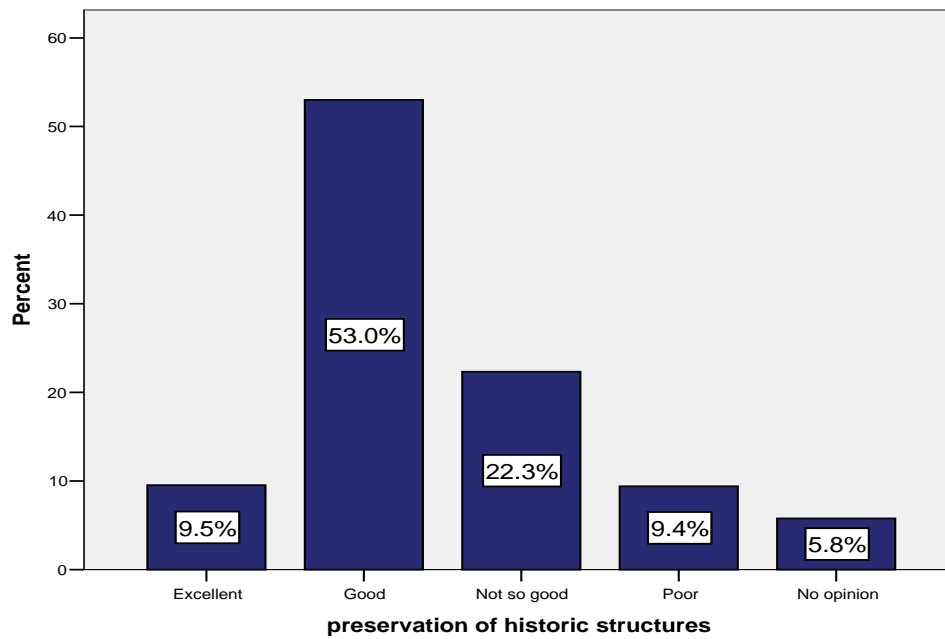


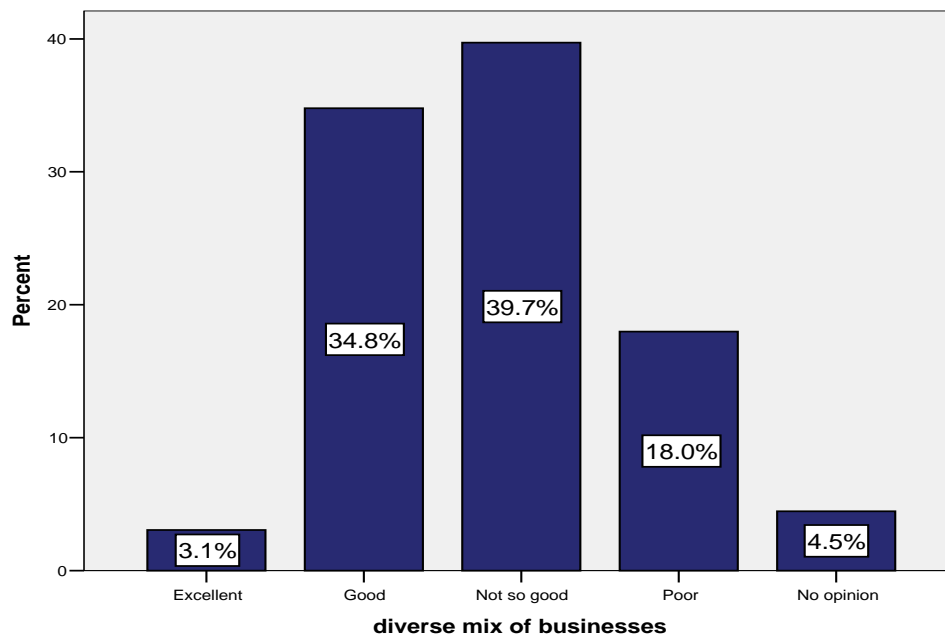
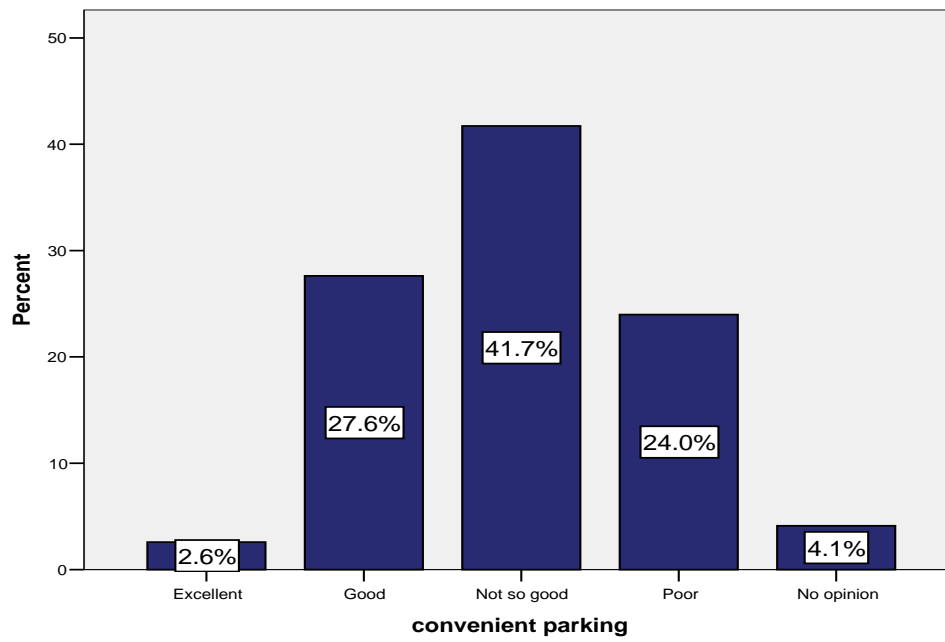
q12: What, if anything, would you say most keeps you from visiting downtown Cape Girardeau?

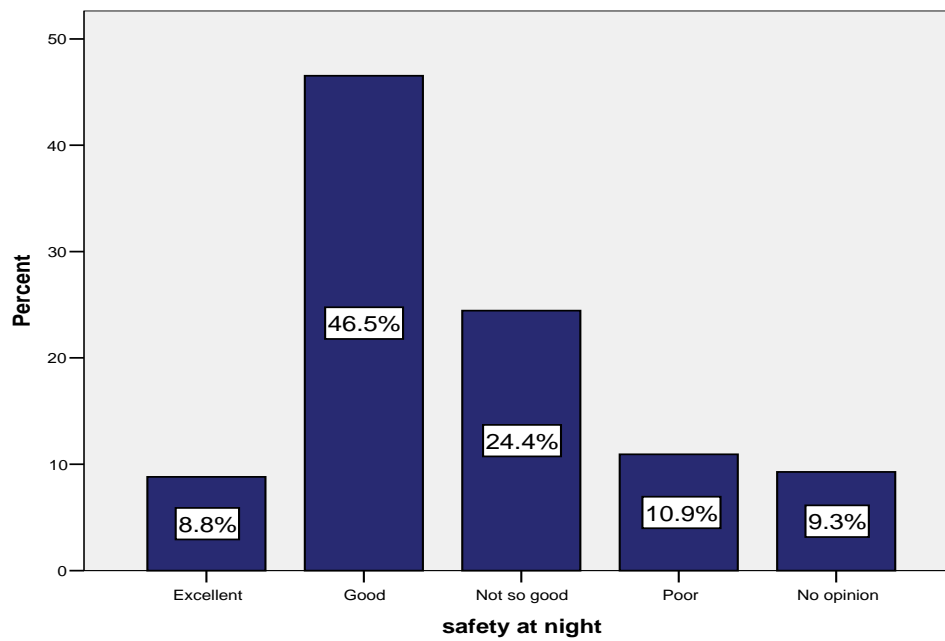
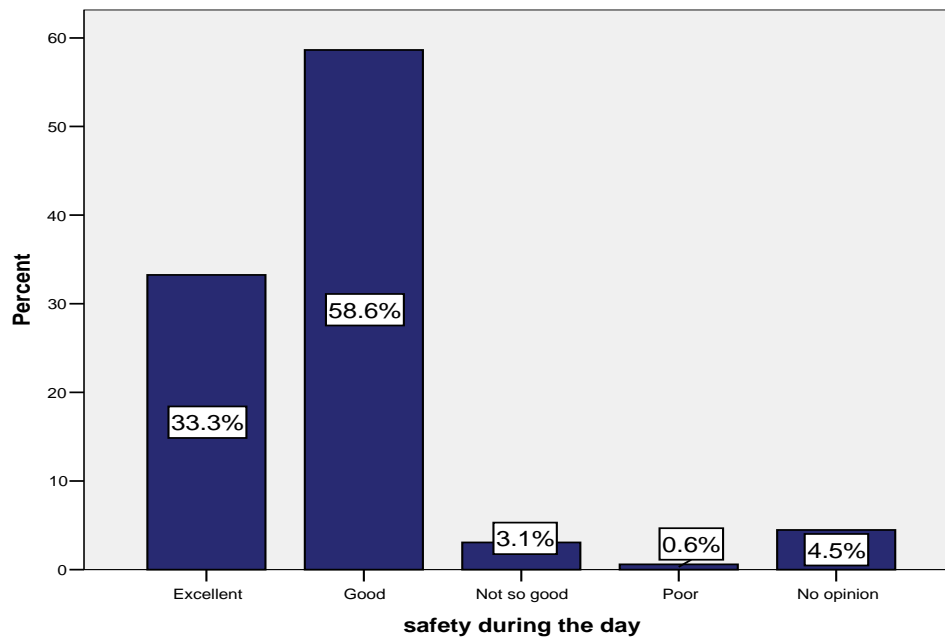


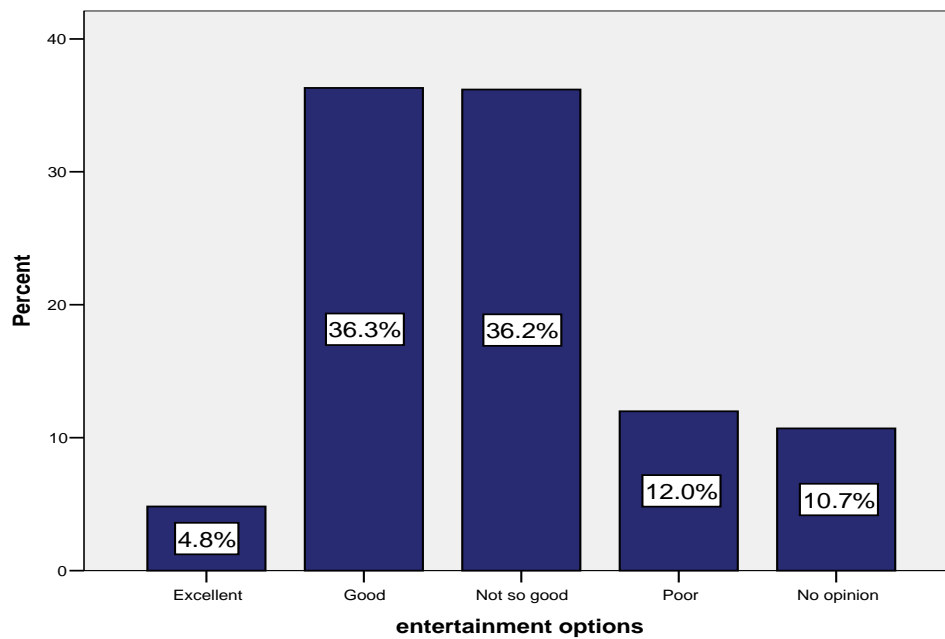
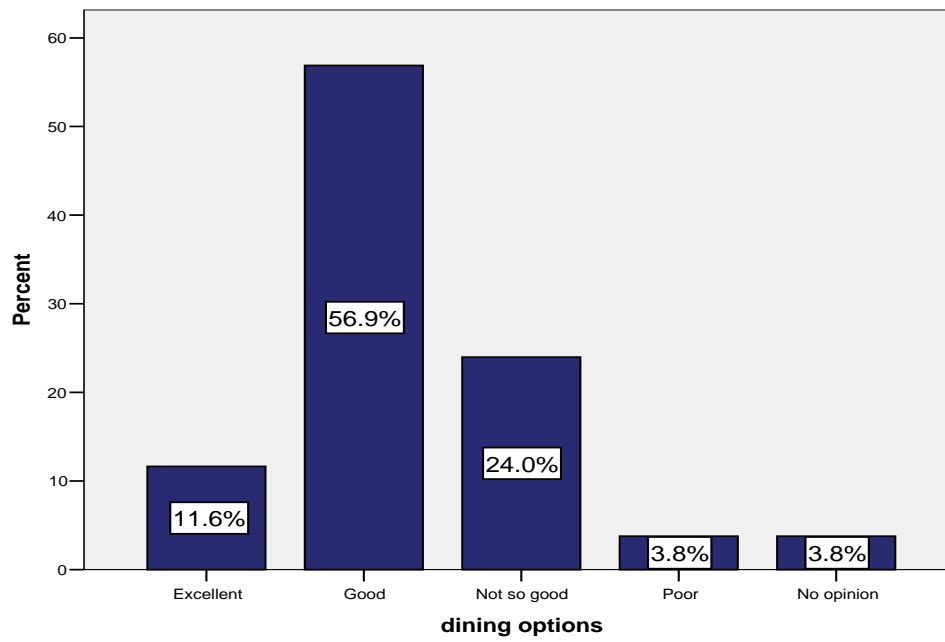
signs to help people find their way around

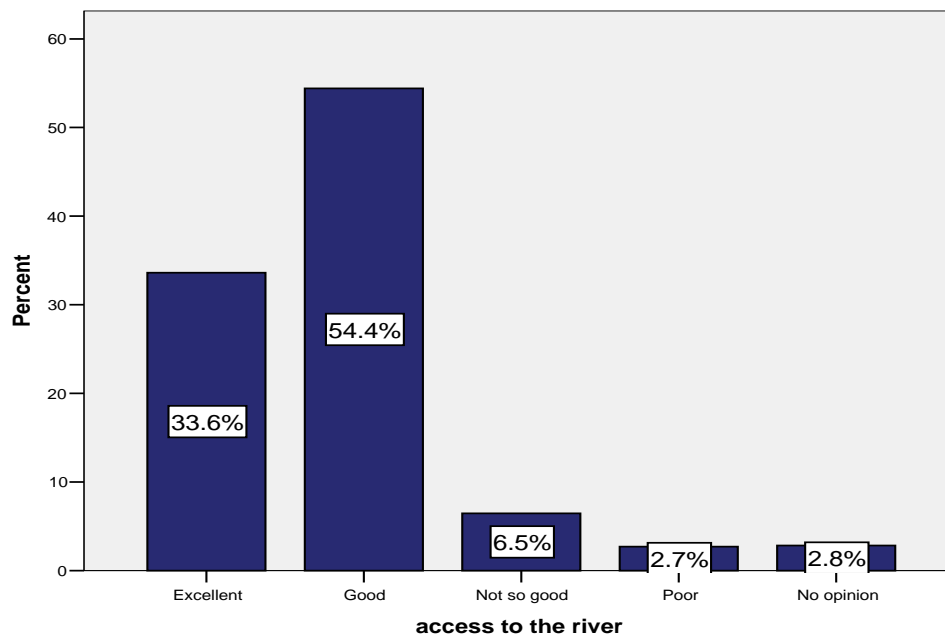
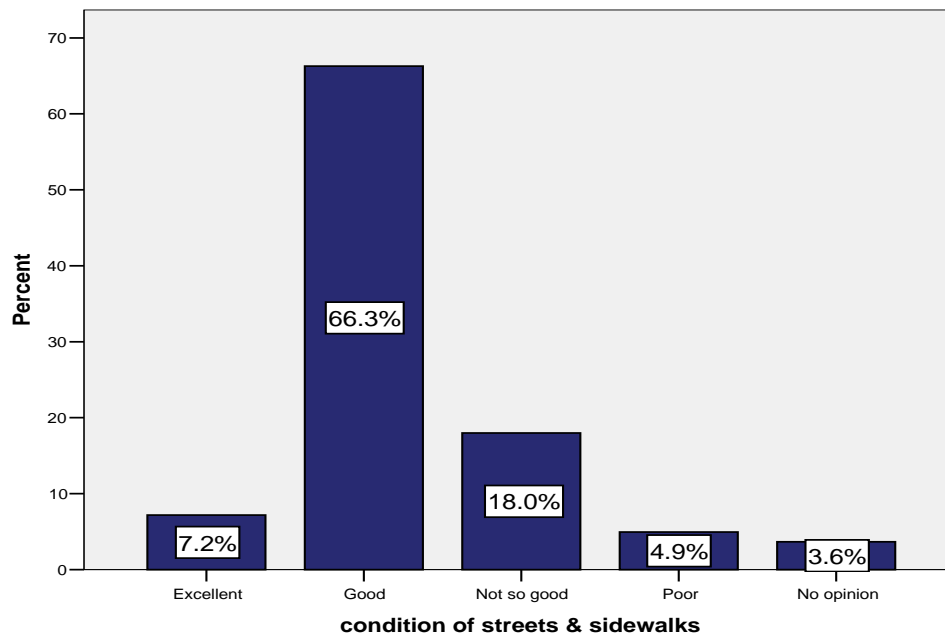


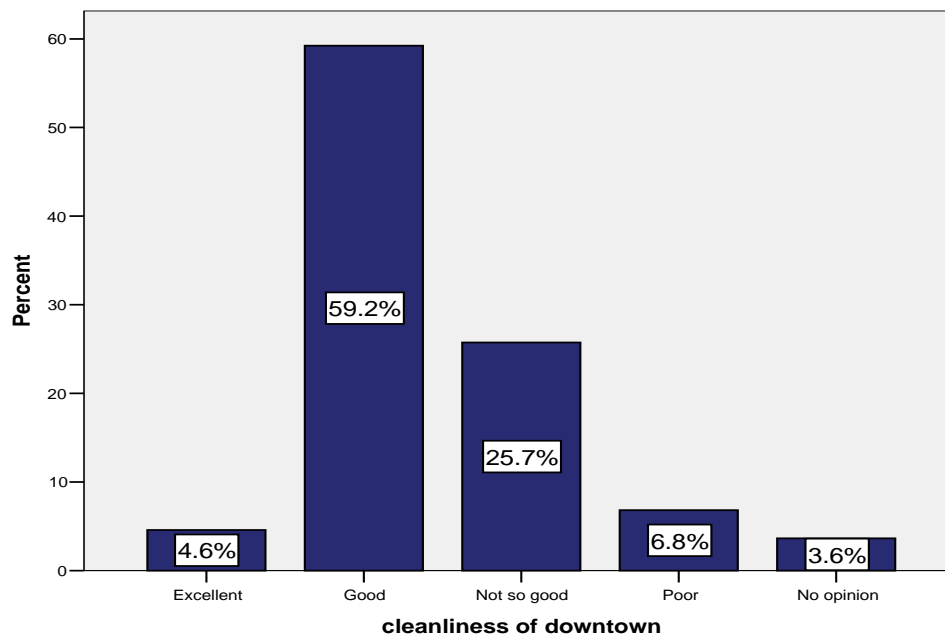
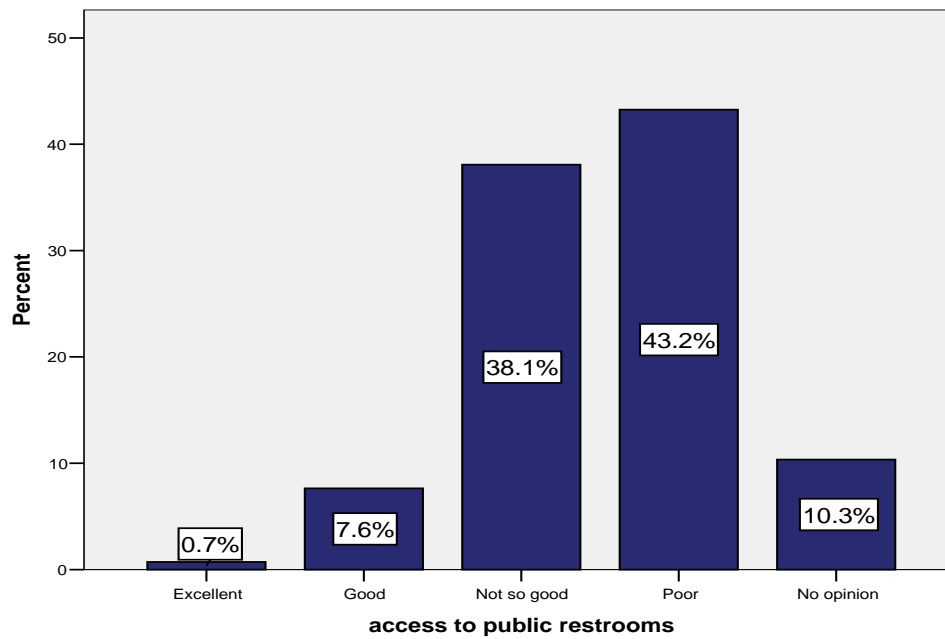


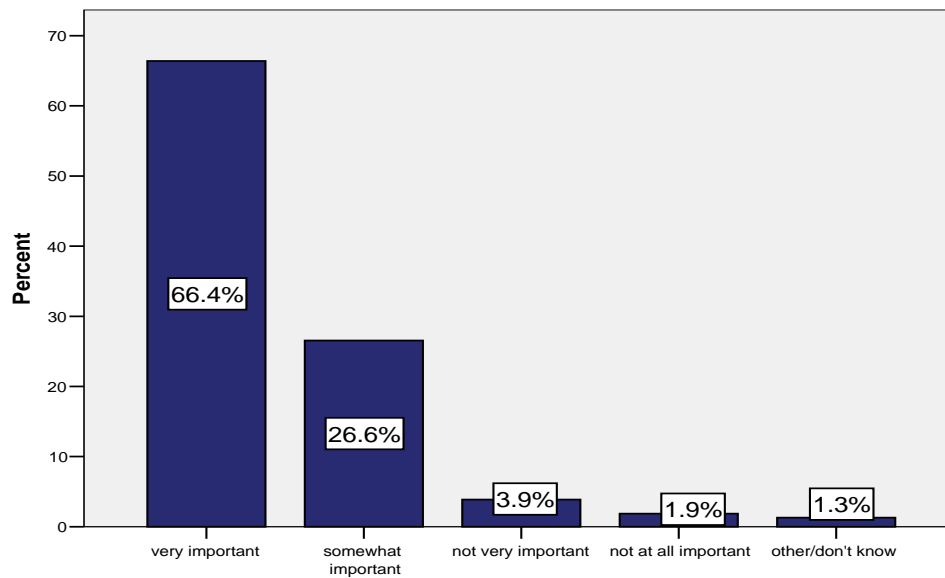




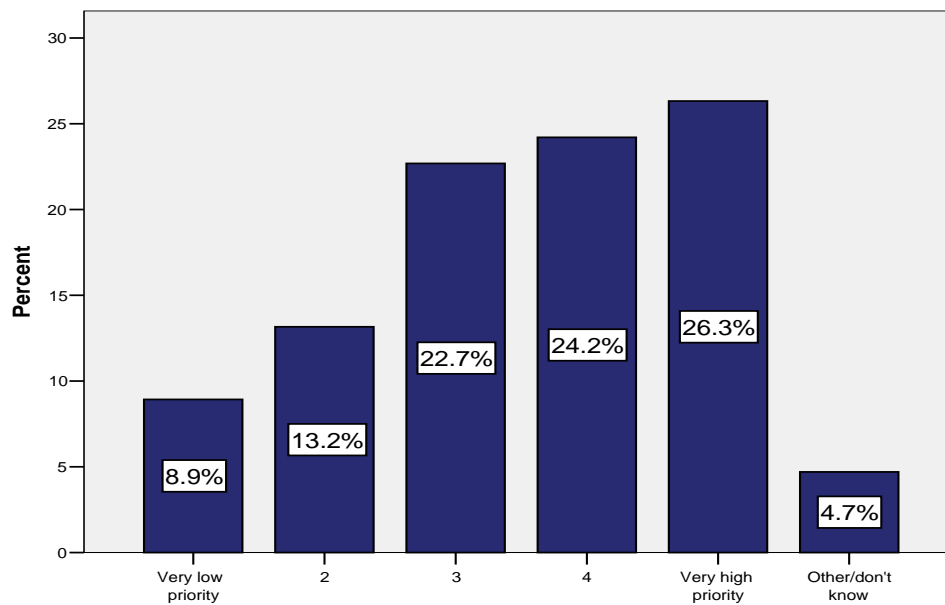




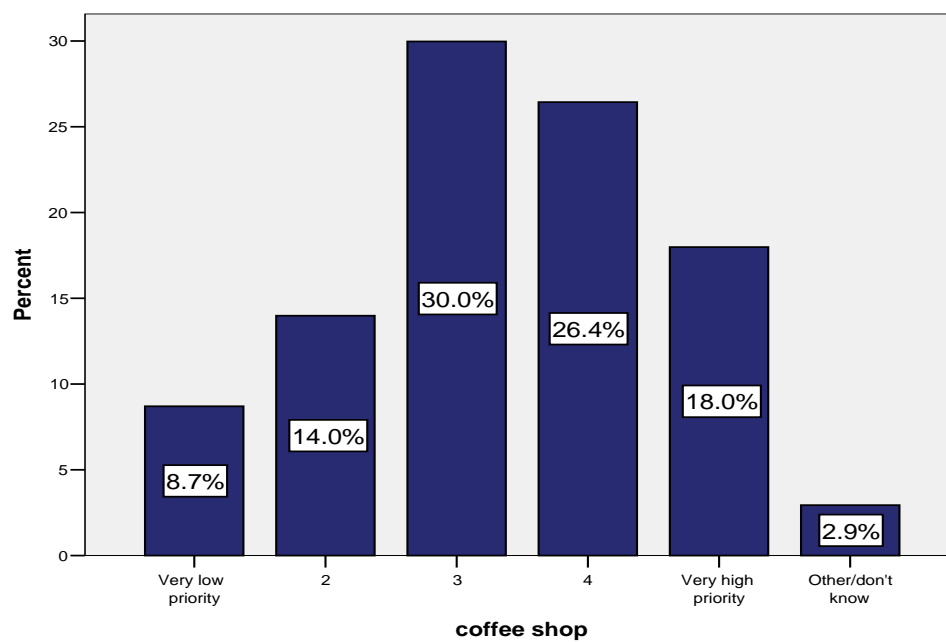
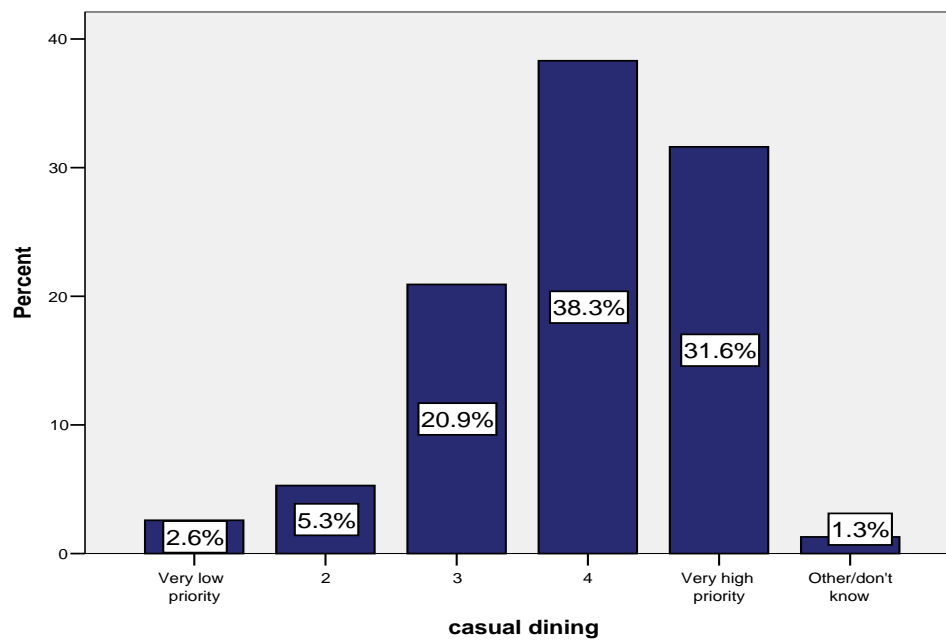


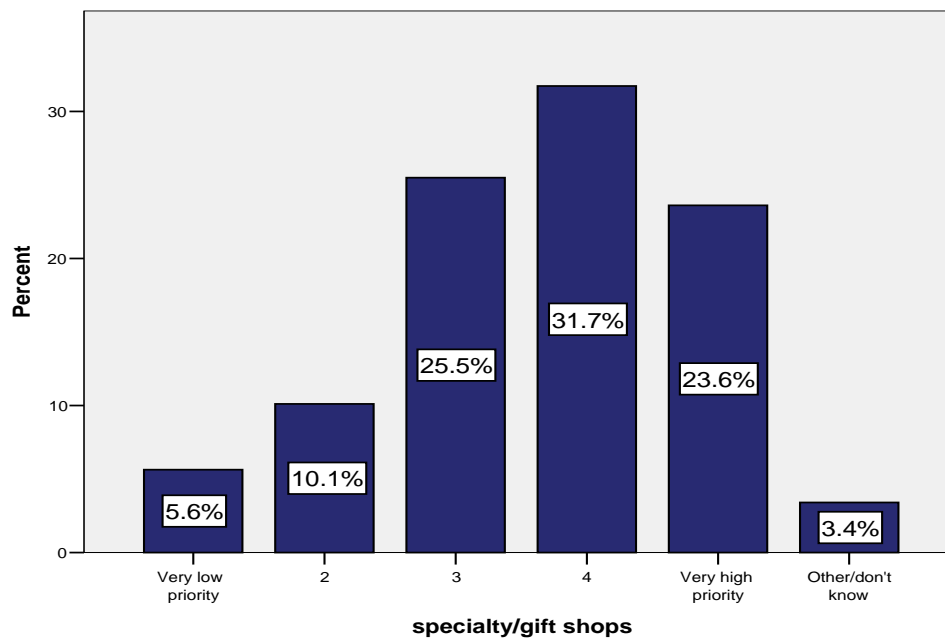
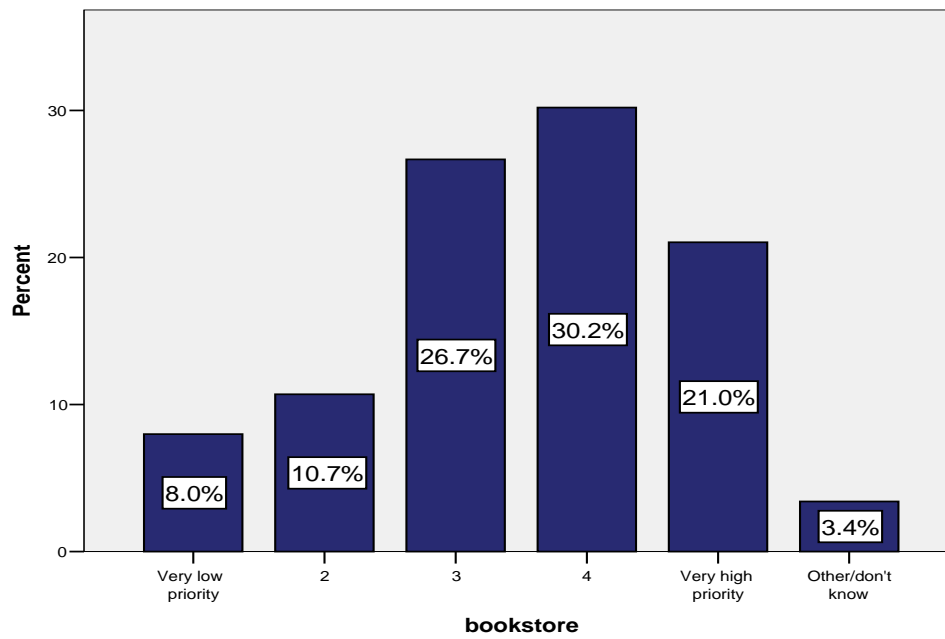


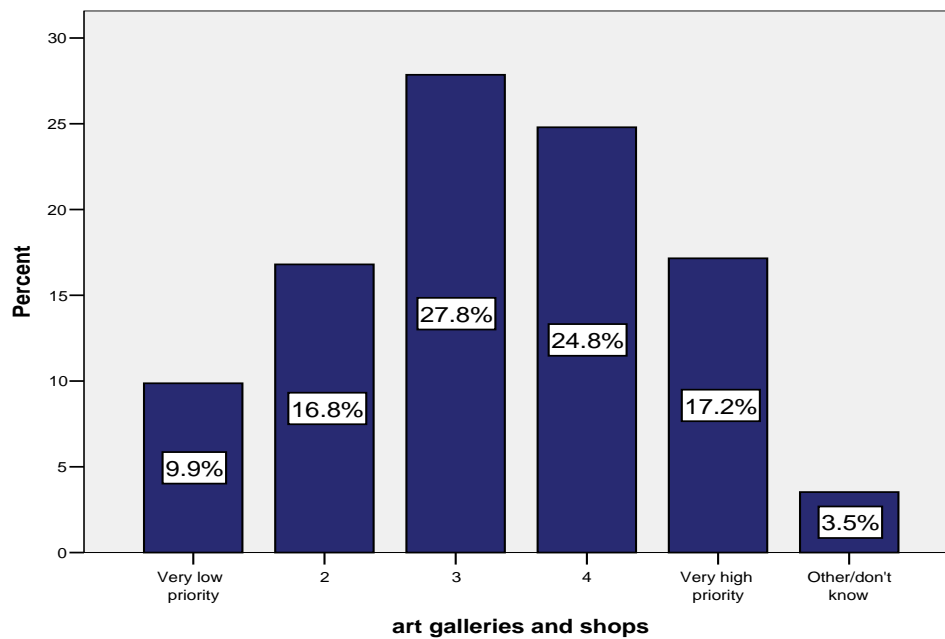
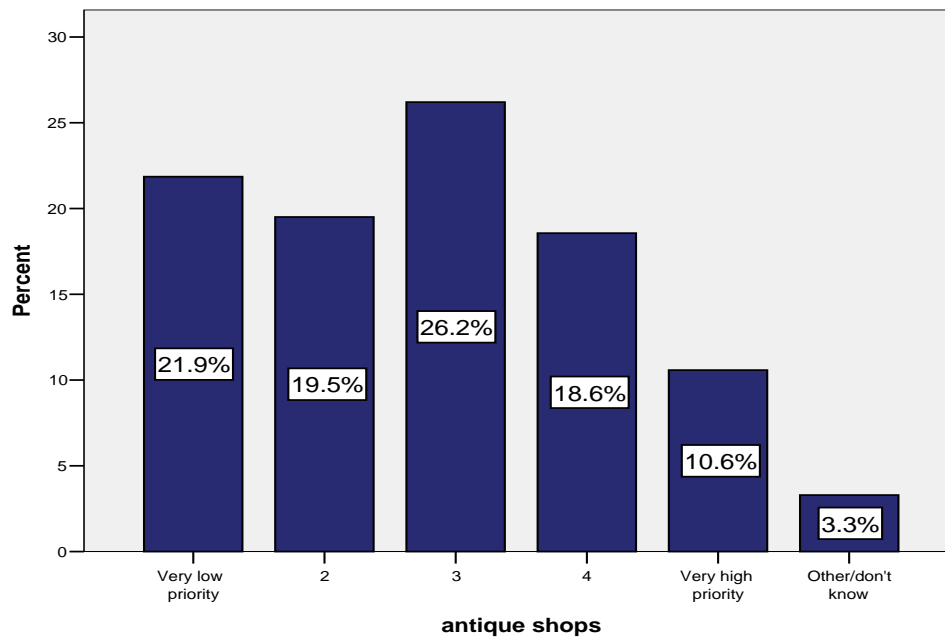
q28: How important do you think it is that downtown Cape Girardeau work to retain its historic character?

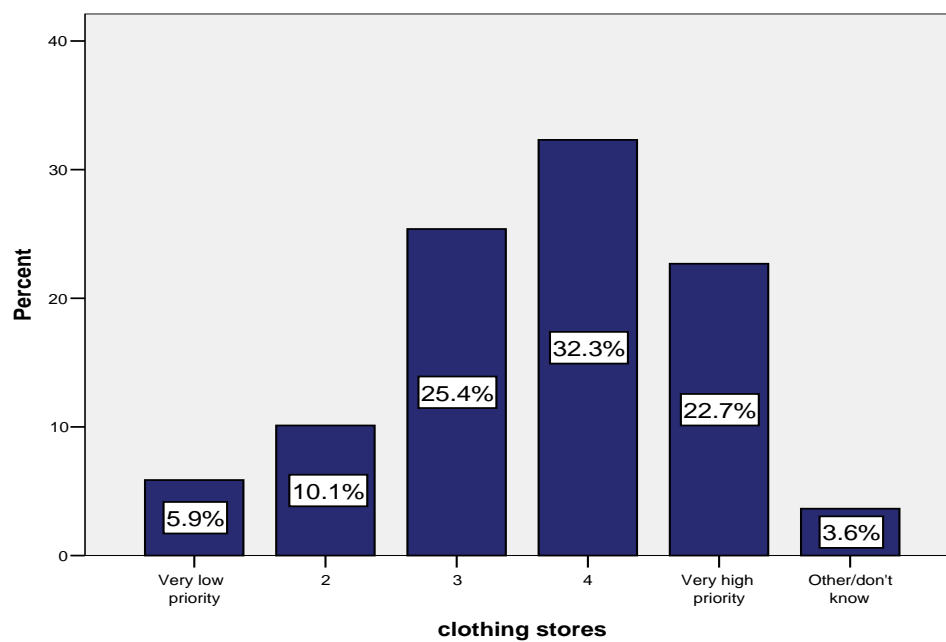
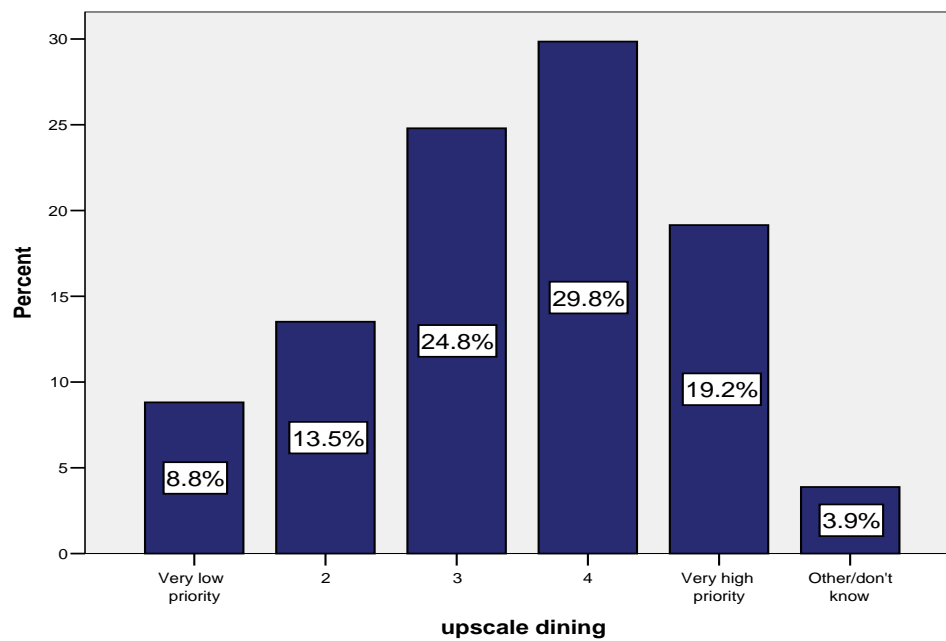


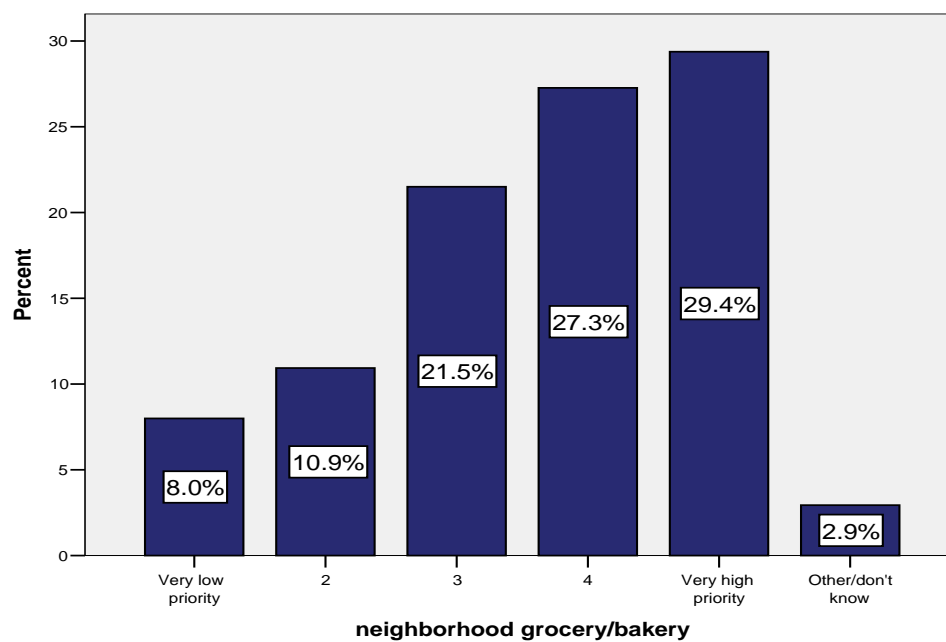
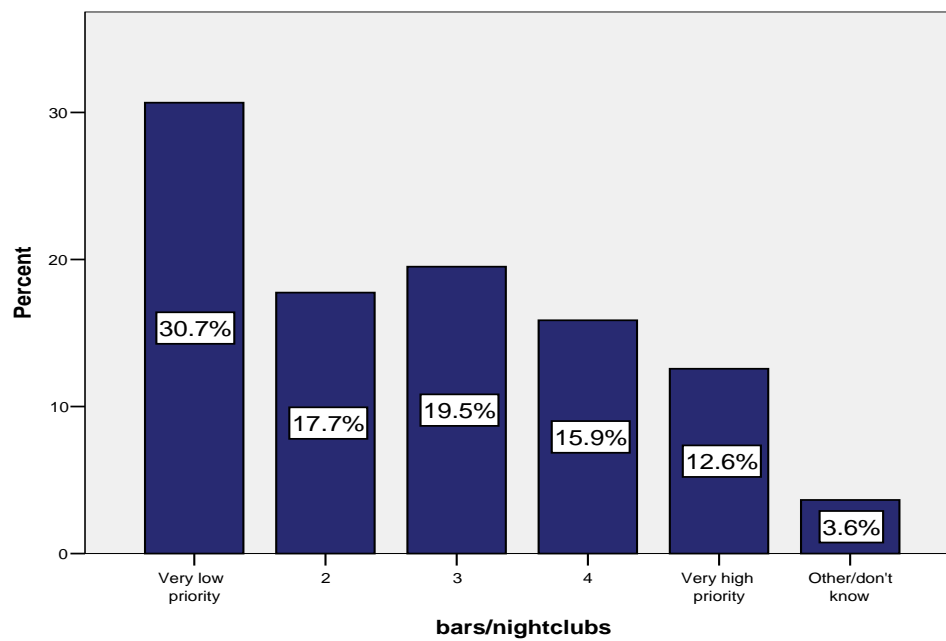
lodging such as hotel, motel or bed and breakfast

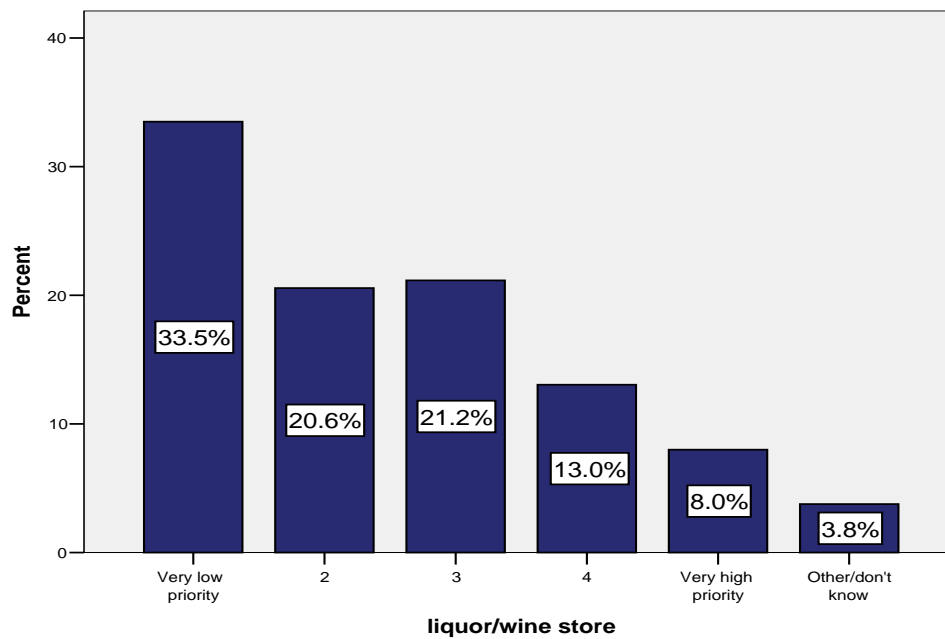
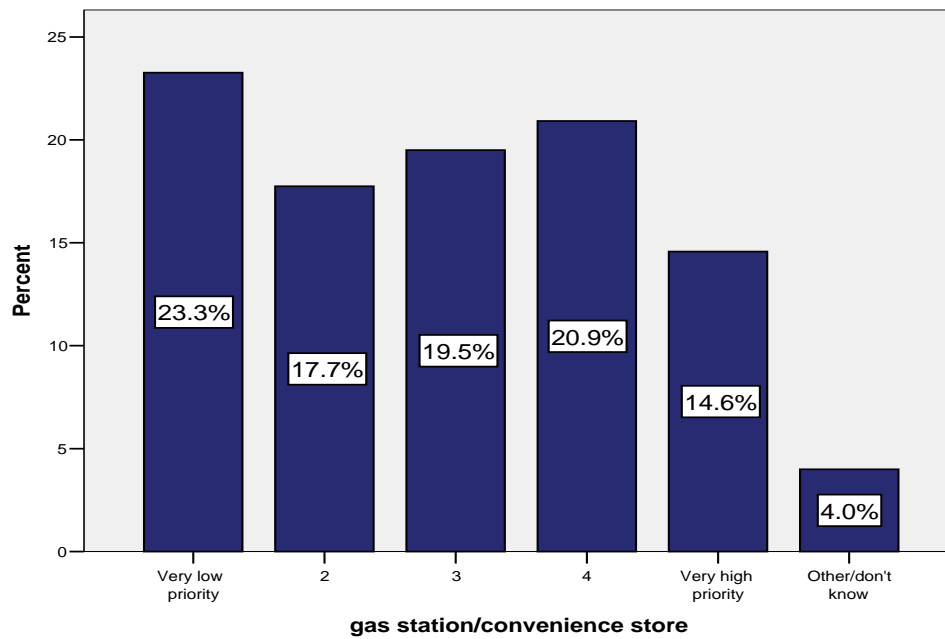


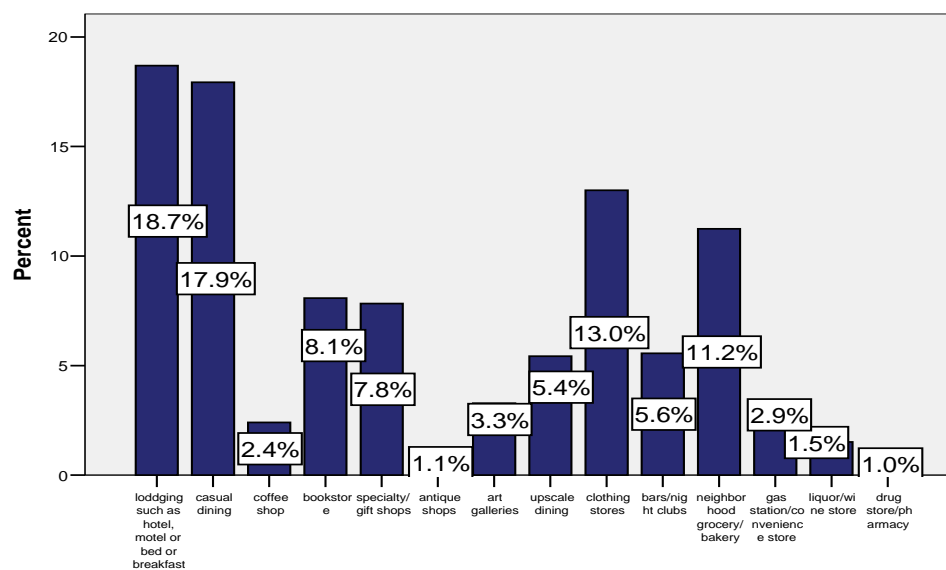
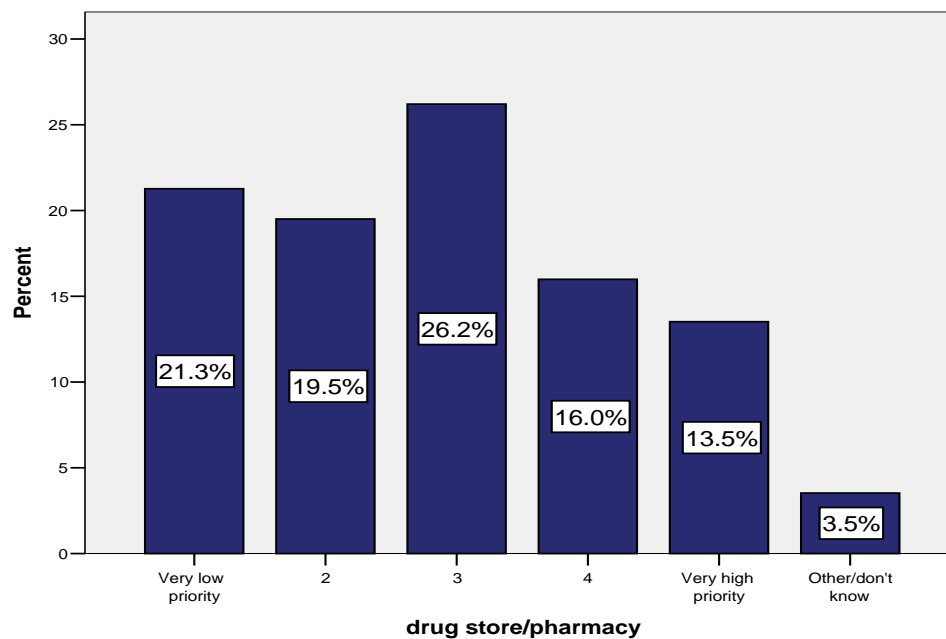




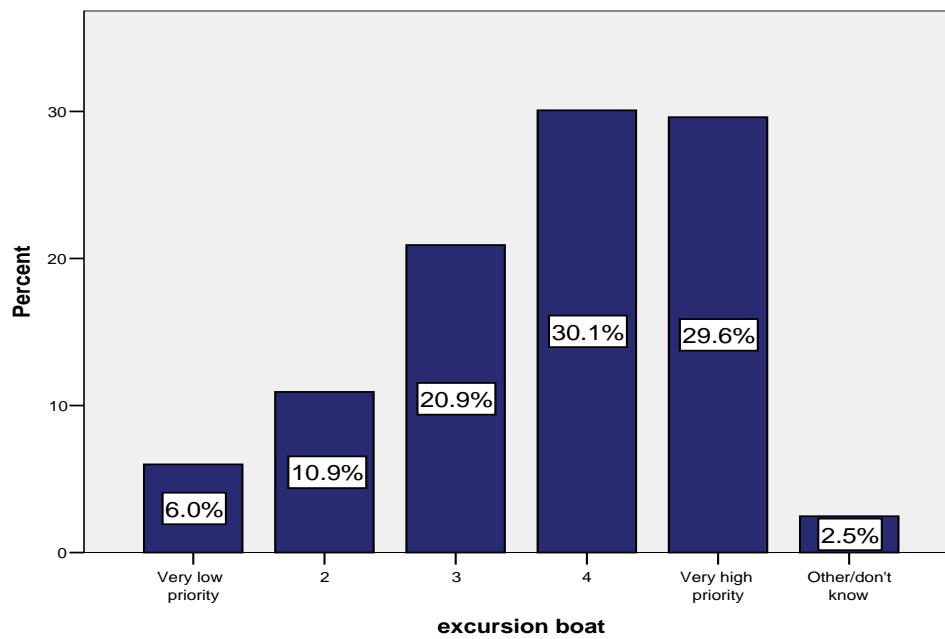
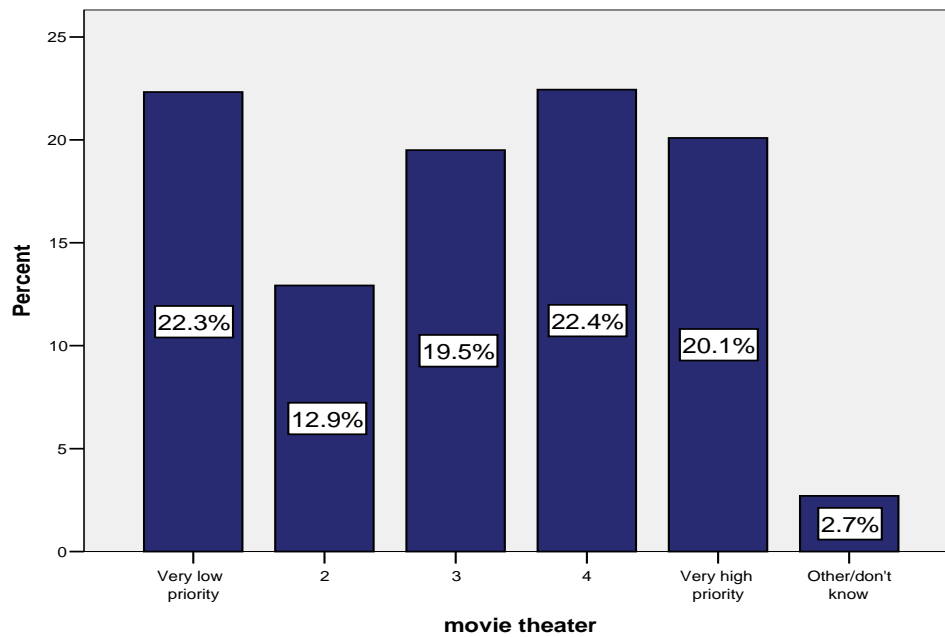


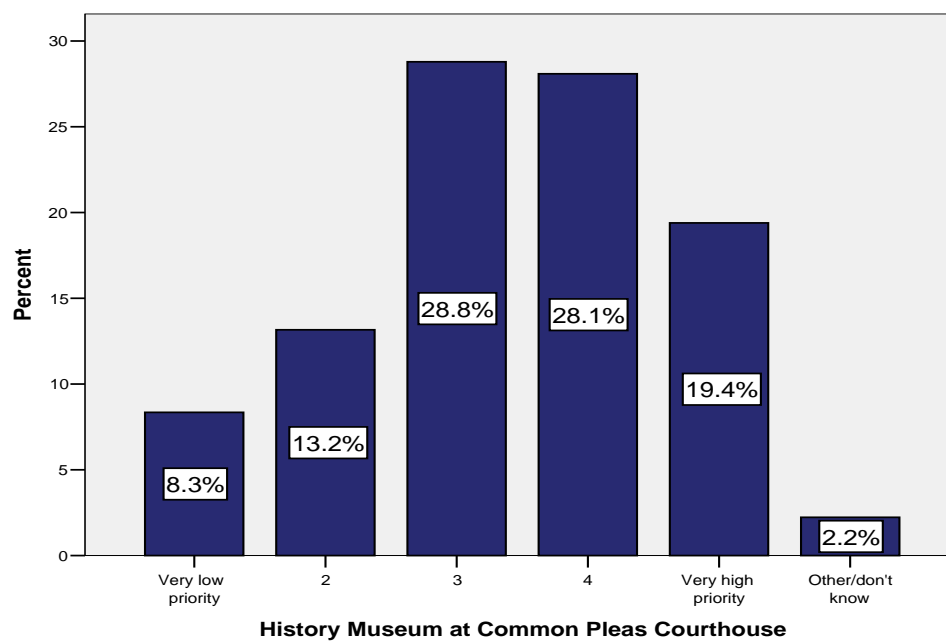
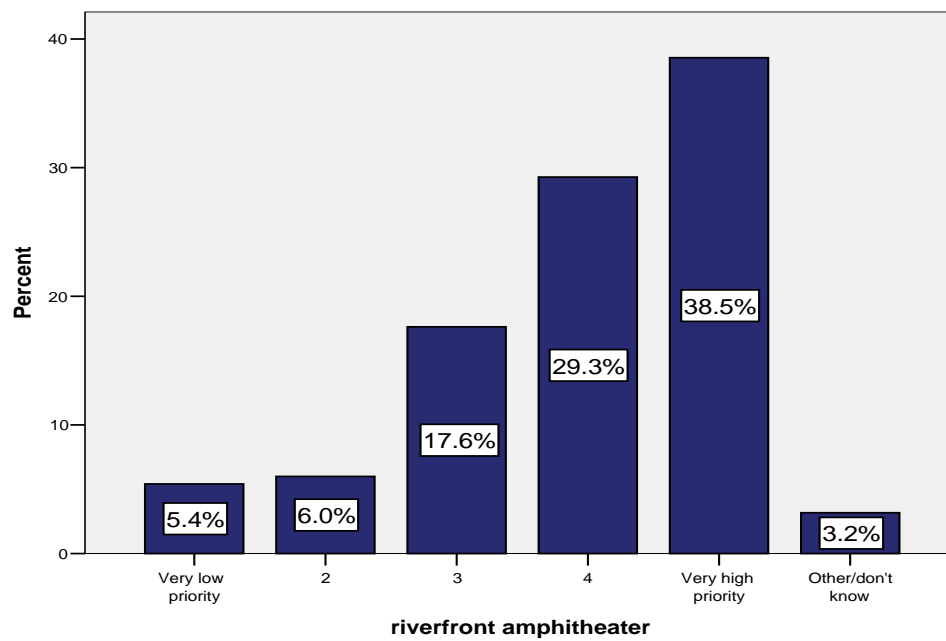


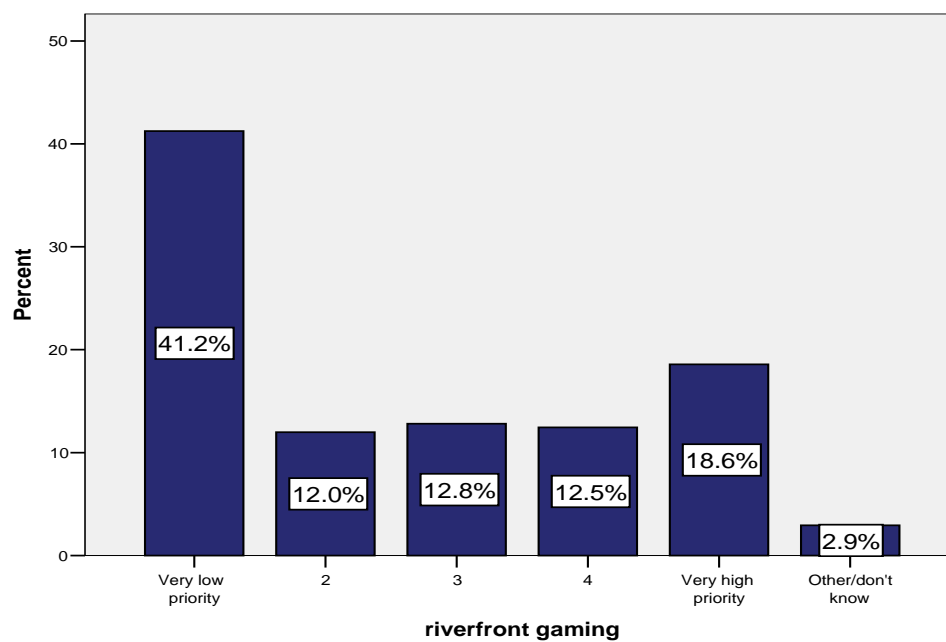
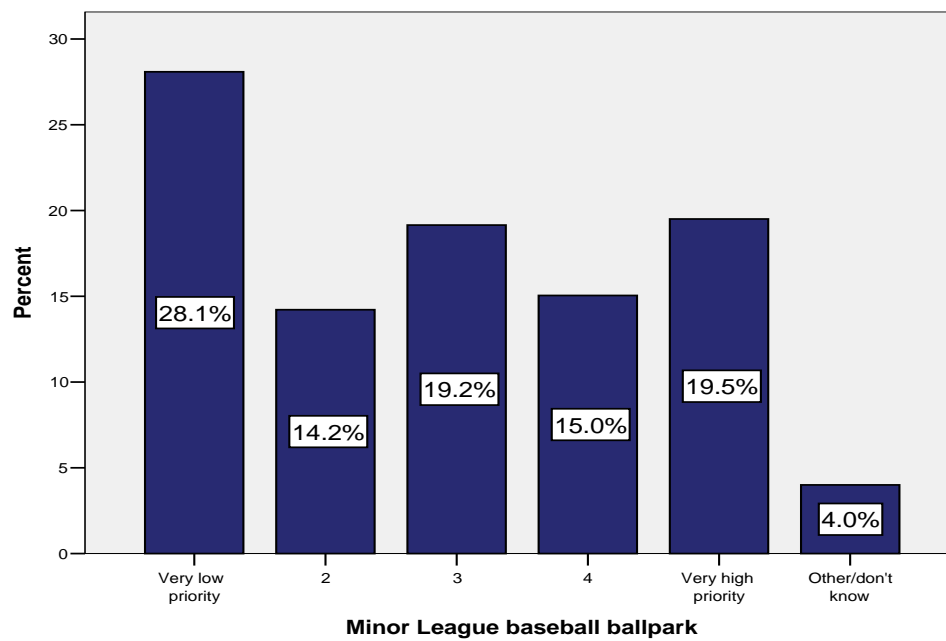


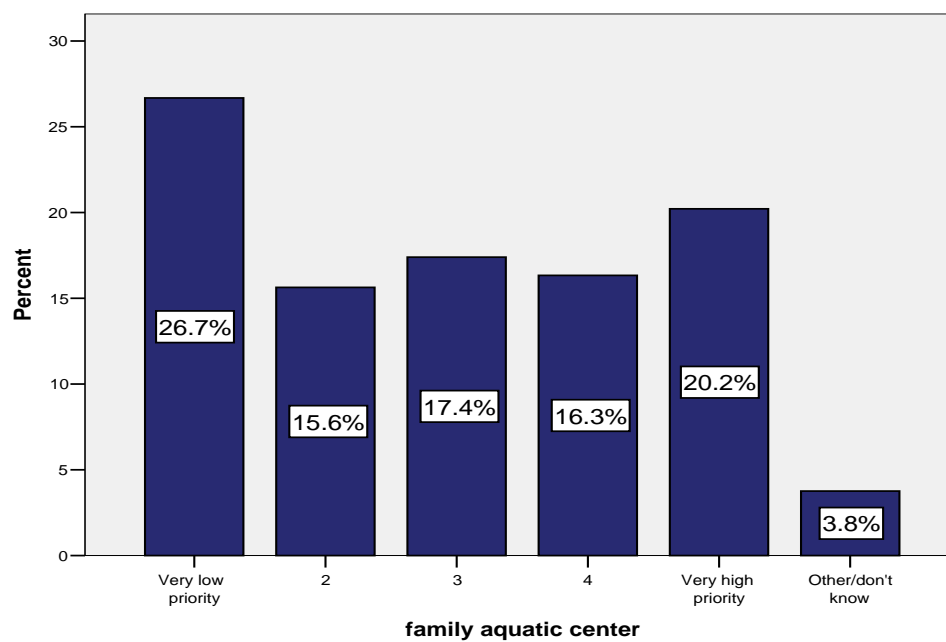
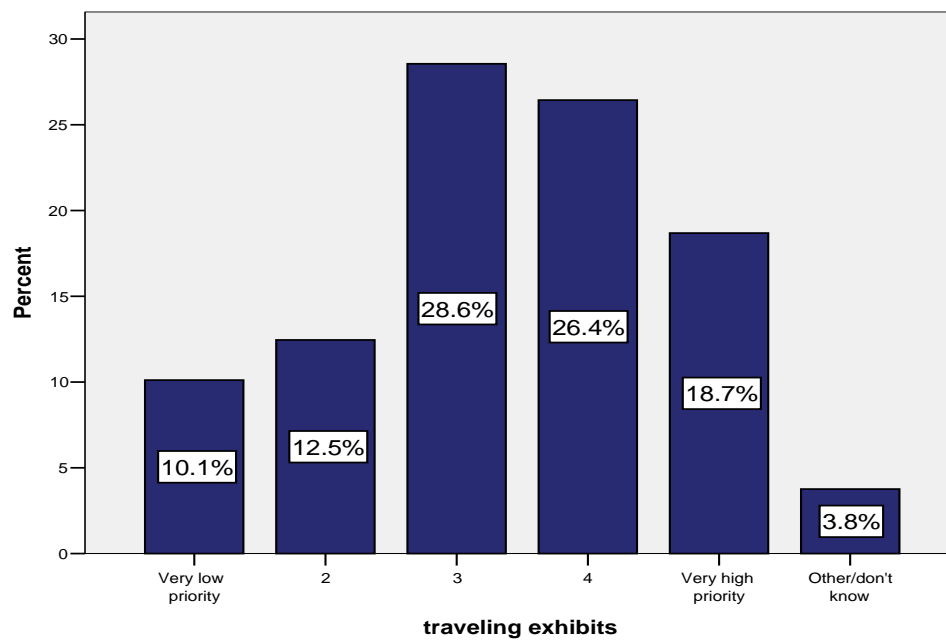


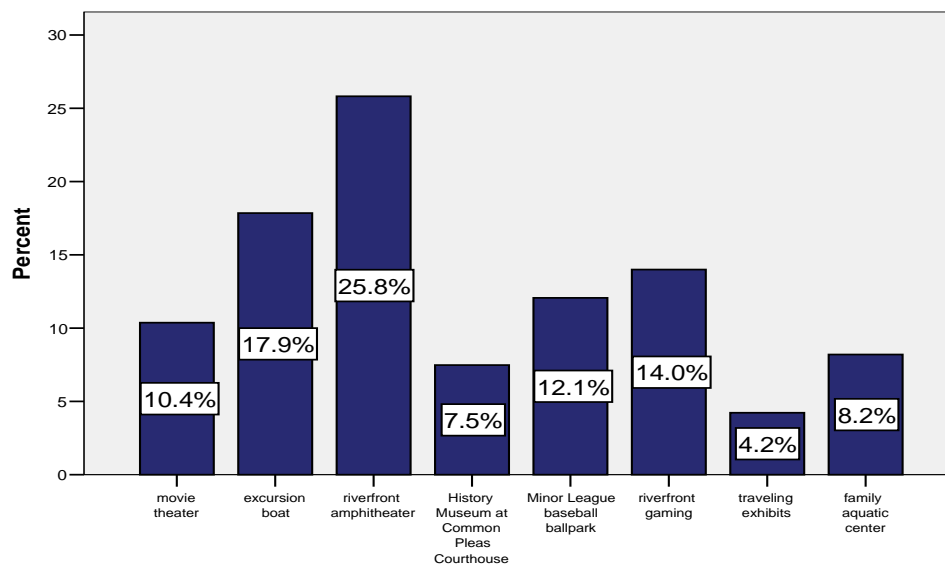
q44: Of the items listed above, what one type of business would you most like to see in downtown Cape Girardeau?



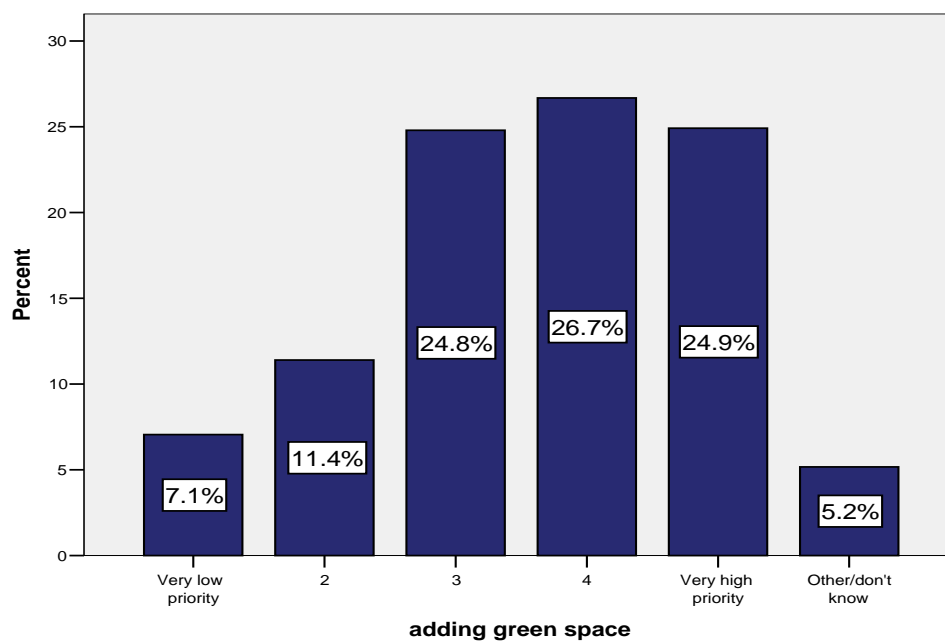


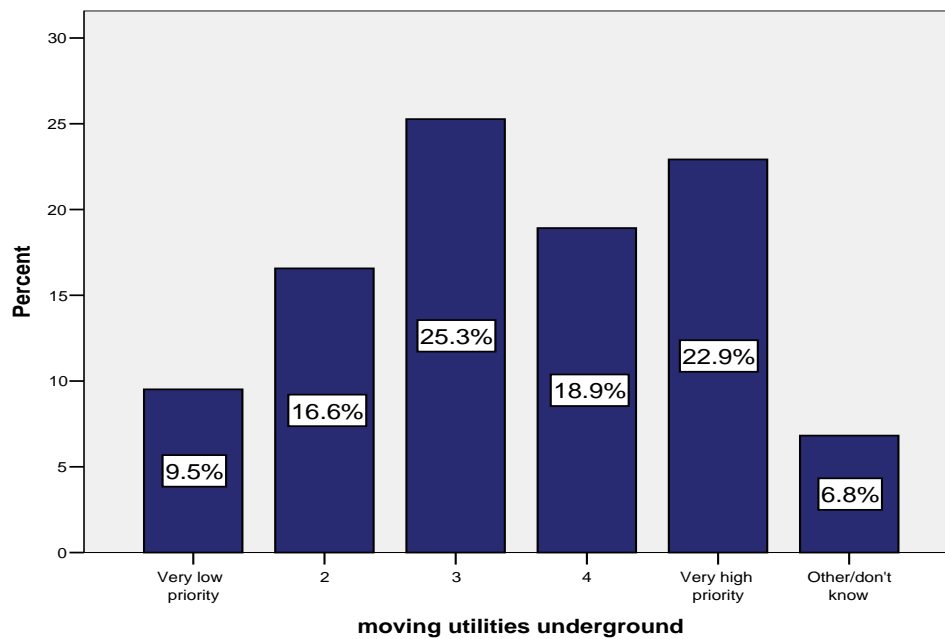
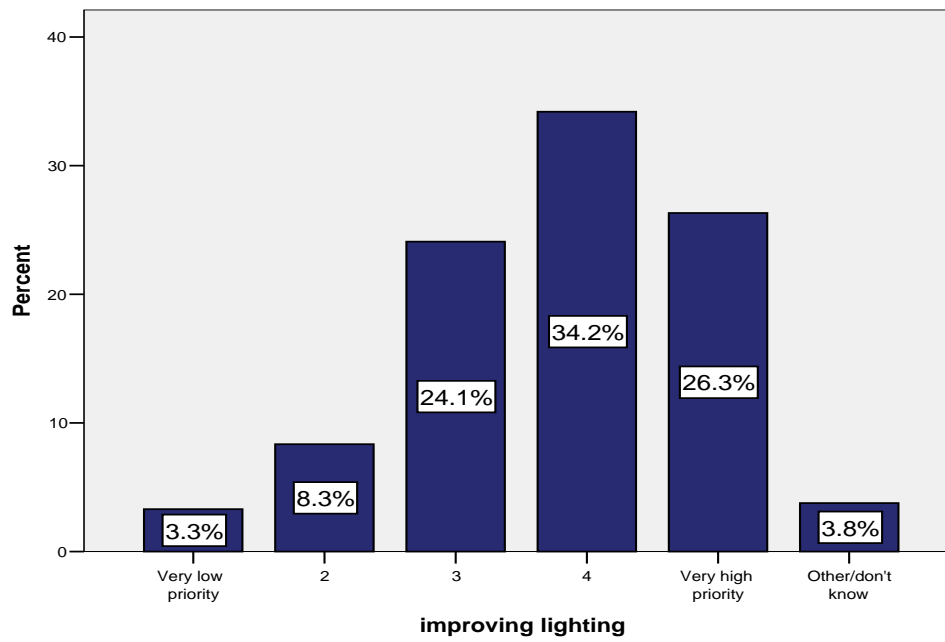


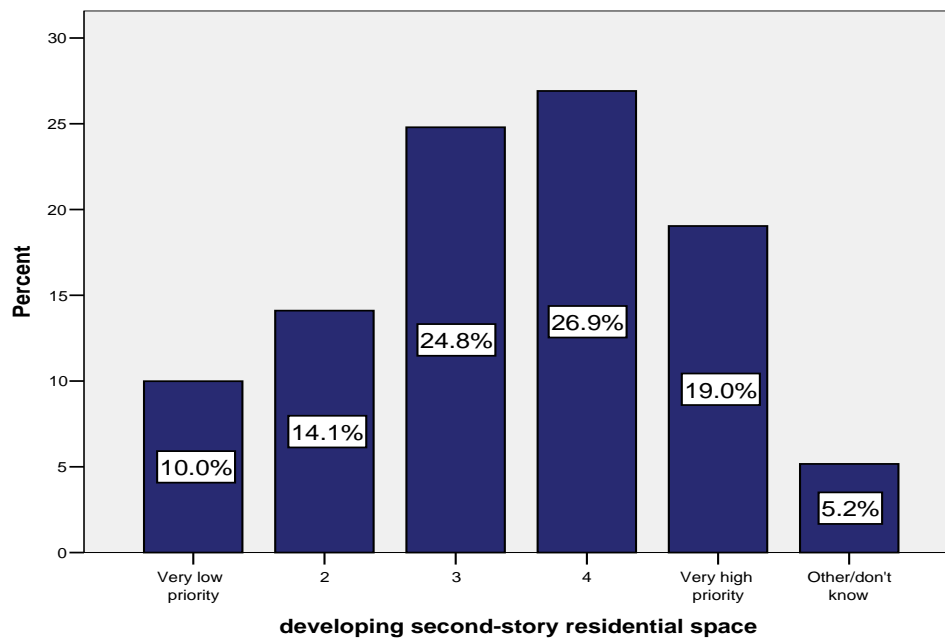
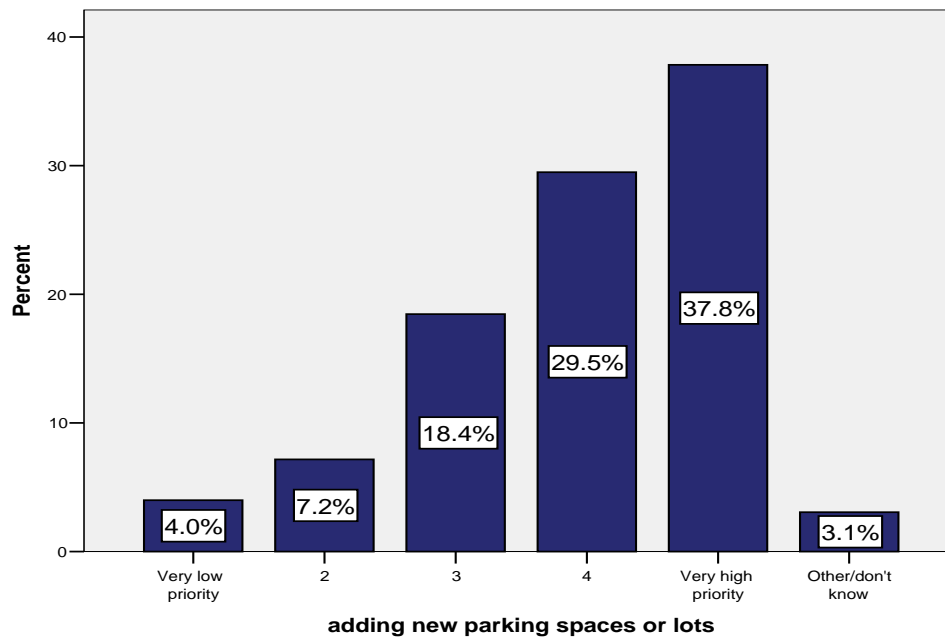


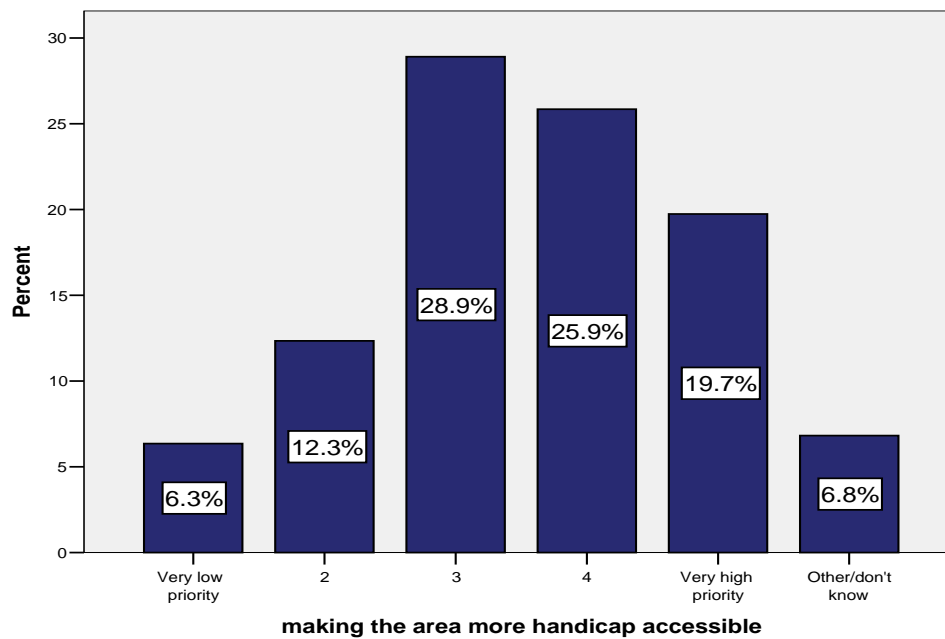
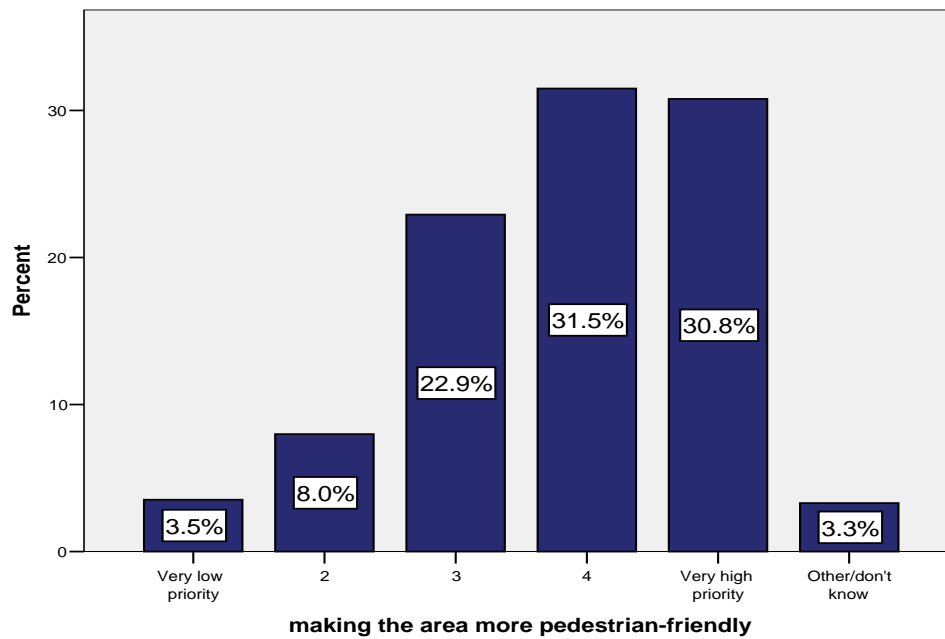


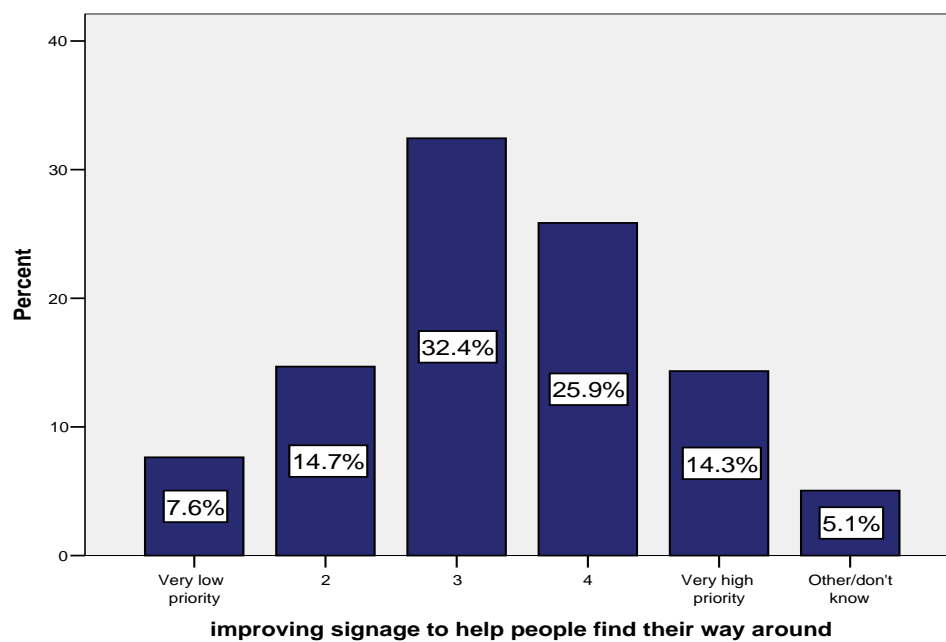
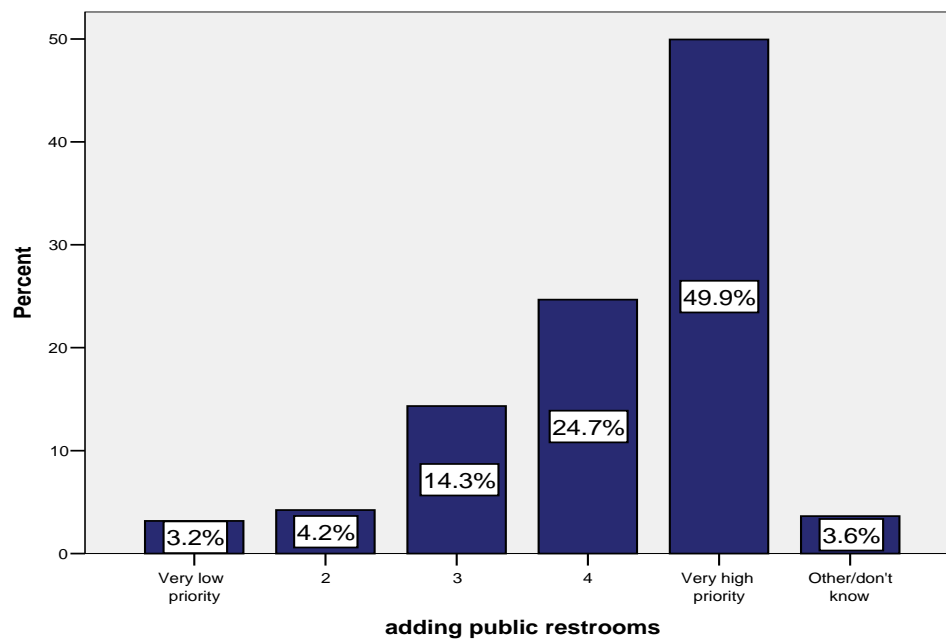
q53: Of the items listed above, what one type of destination/attraction would you most like to see in downtown Cape Girardeau?

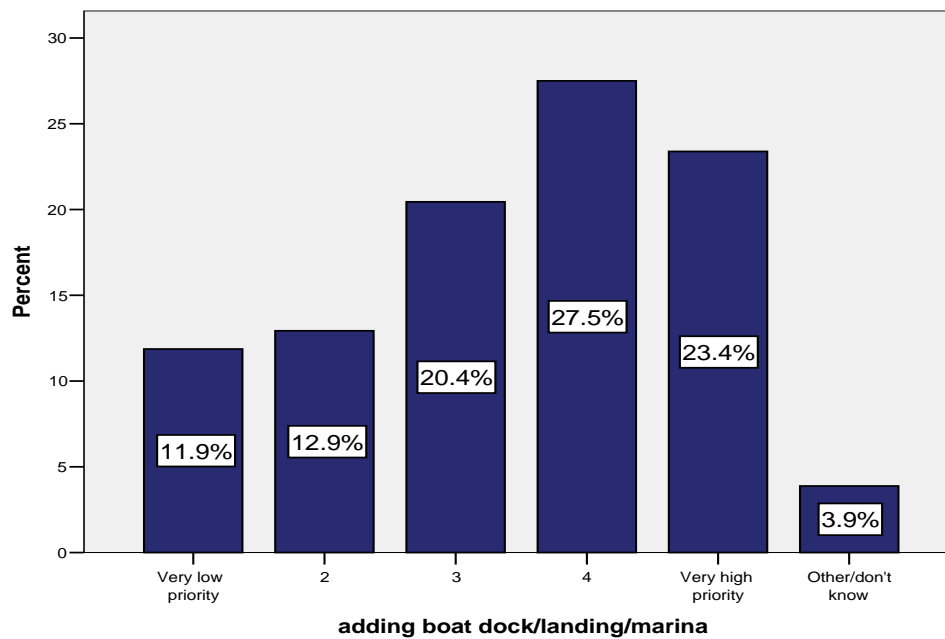
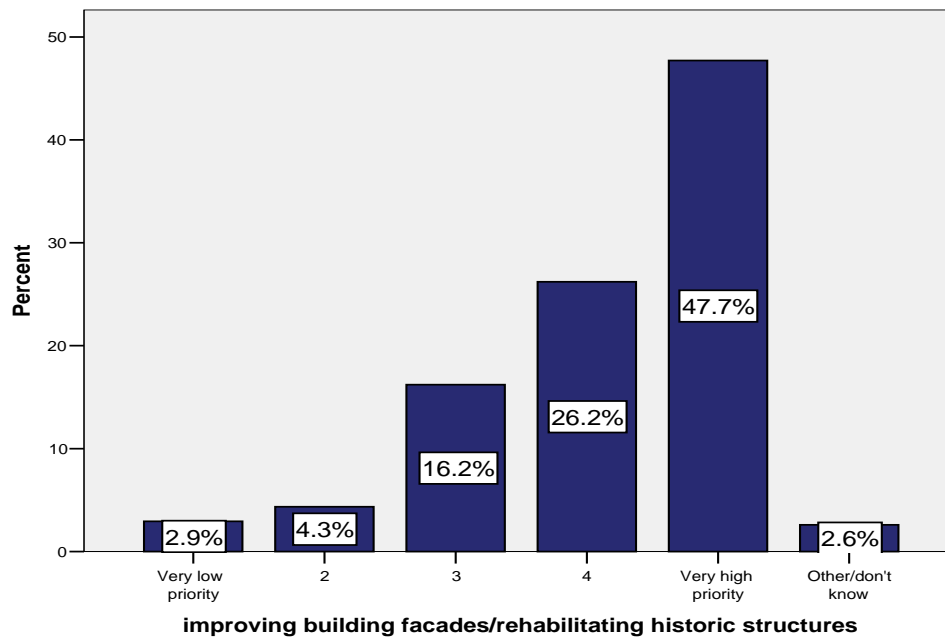


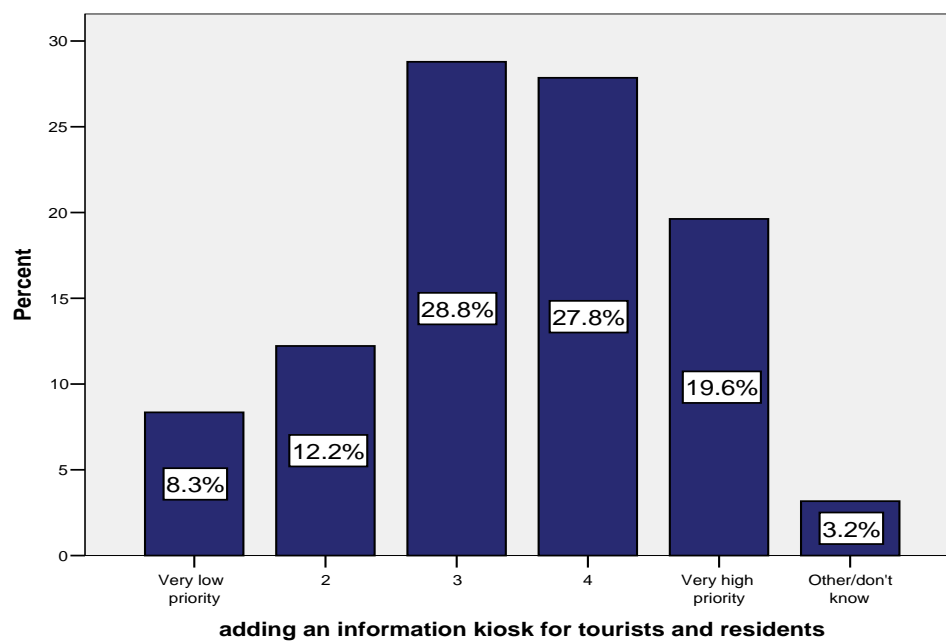
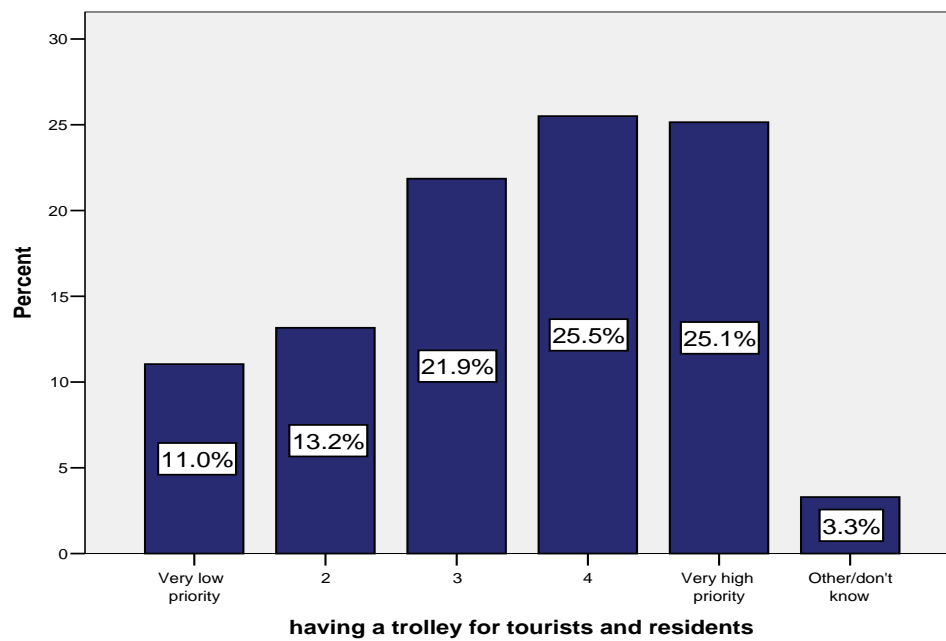


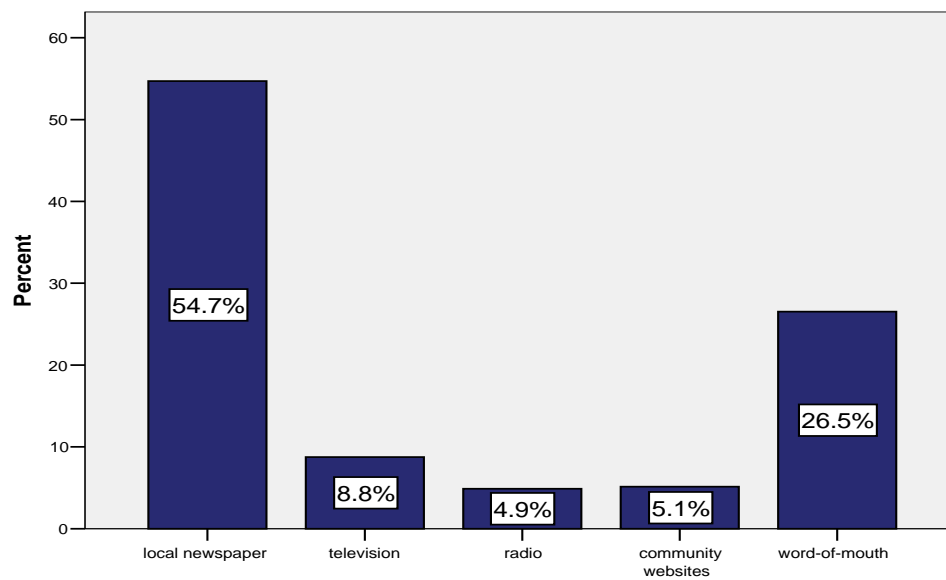




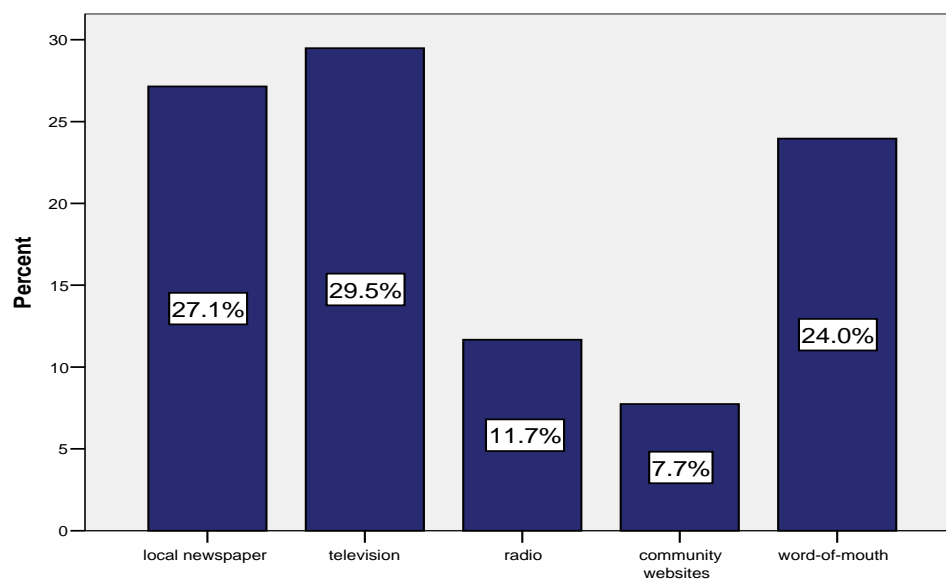




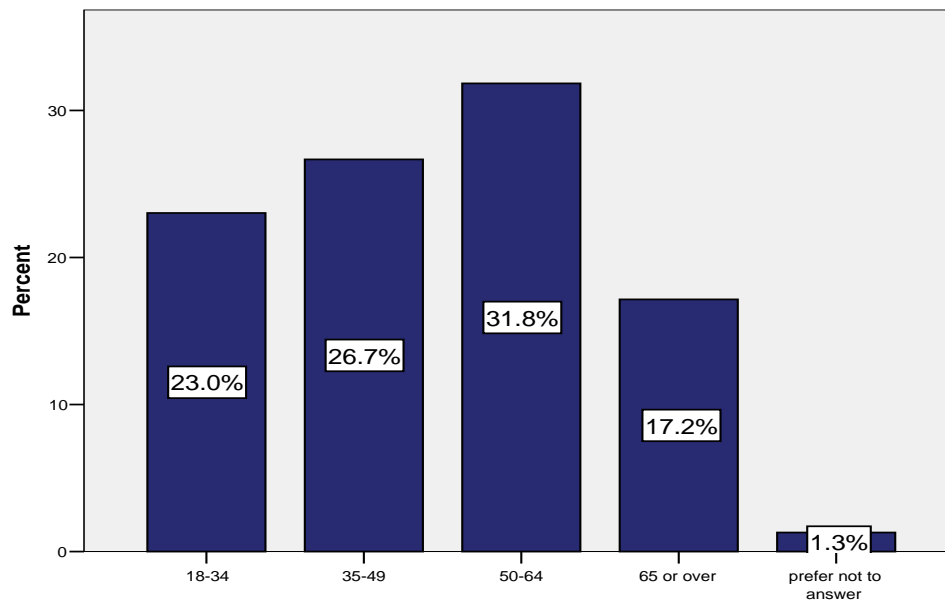




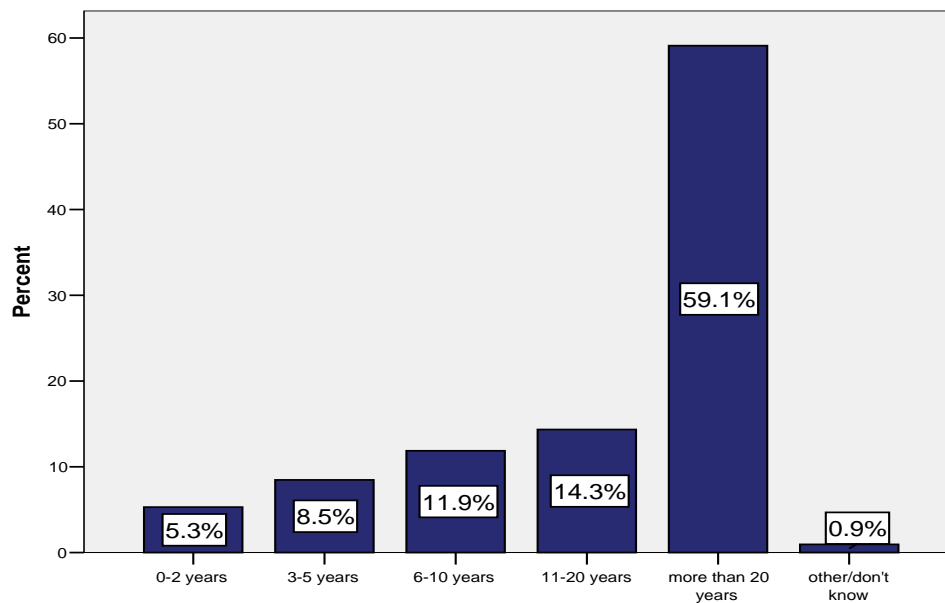
q68: What would you say is your primary source of information about downtown Cape Girardeau?



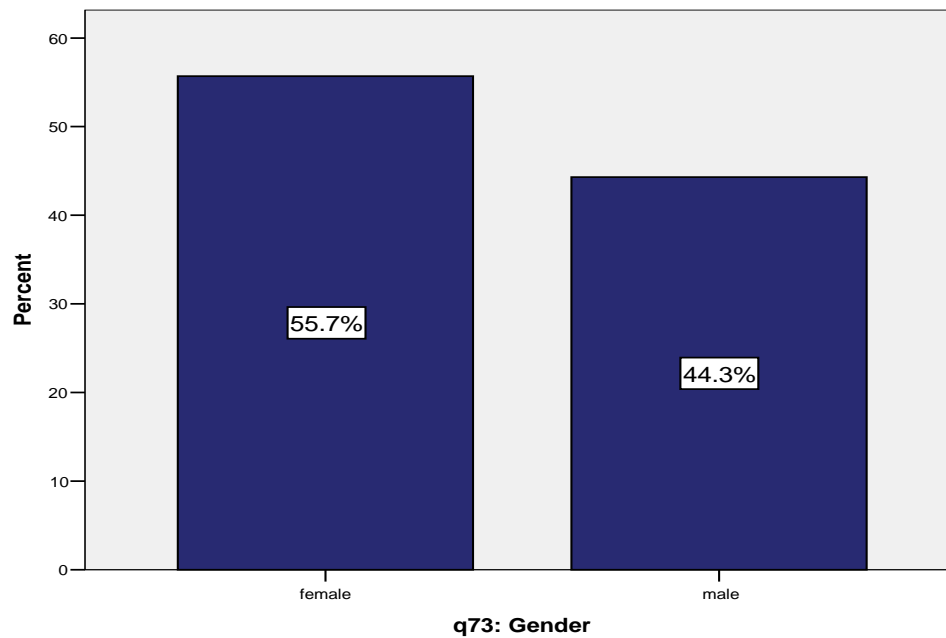
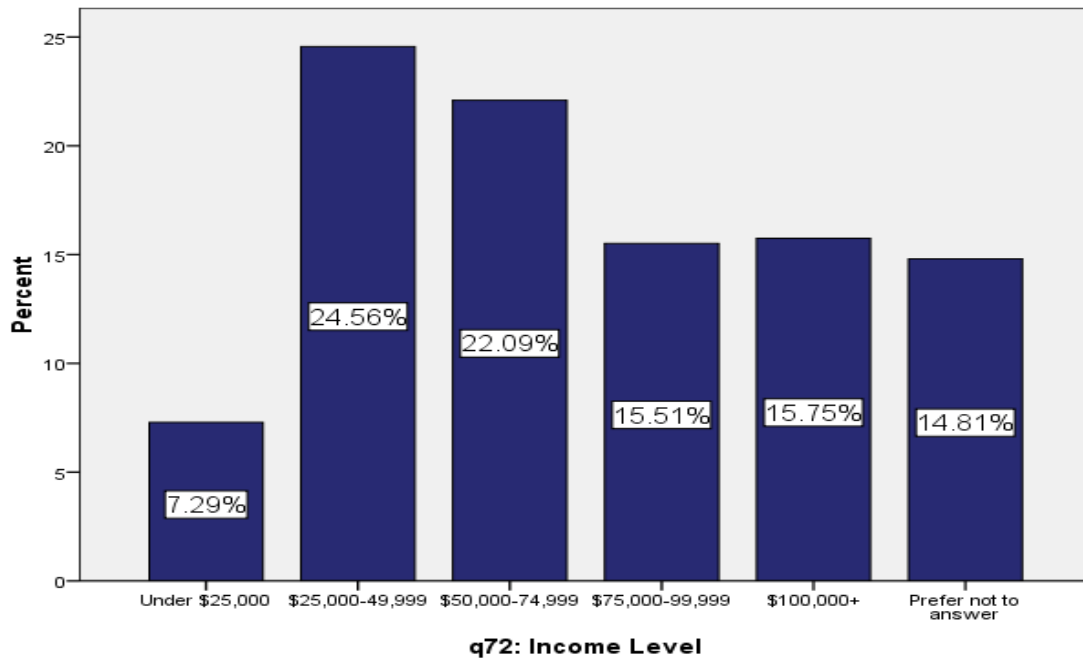
q69: And what is your second most likely source of information about downtown Cape Girardeau?



q70: In which of the following age groups are you?



q71: How long have you lived in the Cape Girardeau area?



SECTION V

SURVEY QUESTIONS

The design and execution of any survey instrument is critical to the validity of the survey results. While the survey instrument which follows was prepared by professional survey firm experienced in the design and conduct of surveys of this type, it is worth restating that the survey results contained in this document are not scientific in that the responses can not be said to be accurate within +/- of a few percentage points. That degree of accuracy was lost when this survey instrument was placed on the internet and made available to some degree of misuse by survey respondents. While it is unlikely that any significant misuse of the survey actually occurred, the degree of accuracy cannot be determined with precision. Nevertheless, the survey instrument which follows does provide clear indications of the community's thoughts and perceptions relative to Downtown Cape Girardeau.

The Survey Instrument

Your household has been selected at random to participate in a very important survey about downtown Cape Girardeau. You can fill this survey out and mail it back to us by (insert mailing directions) or go to www.downtowncapessurvey.org and use the online form to complete the survey.

Thank you so much for your time.

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

- ☐ right direction
- ☐ wrong
- ☐ don't know

2. How often do you visit downtown Cape Girardeau?

- ☐ Once a year or less
- ☐ Less than once a month
- ☐ One to five times per month
- ☐ More than five times a month
- ☐ Don't visit downtown (Please skip to question 12)
- ☐ Don't know
- ☐ Other _____

3. With whom do you visit downtown most frequently? (Check only one response)

- ☐ Friends
- ☐ Family
- ☐ Visitors
- ☐ I am usually alone.
- ☐ Other _____

For each of the following, please indicate how often you visit downtown for these activities:

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

4. shopping

5. dining

6. entertainment

7. outdoor recreation, such as walking

8. special events

9. conducting business

10. government/post office

11. Of the items listed above, which would you say is the one reason you most often visit downtown Cape Girardeau? (Check only one response)

- ☐ shopping
- ☐ dining
- ☐ entertainment
- ☐ other outdoor recreation, such as walking
- ☐ special events
- ☐ conducting business
- ☐ Government/post office
- ☐ other, don't know

12. What, if anything, would you say most keeps you from visiting downtown Cape Girardeau? (Check only one response)

- ☐ parking limitations
- ☐ access
- ☐ not enough selection
- ☐ too crowded
- ☐ limited hours of businesses
- ☐ don't have what I'm looking for
- ☐ none of the above
- ☐ nothing keeps me from visiting downtown
- ☐ other _____

For each of the following characteristics of a downtown, please indicate if you think conditions in Cape Girardeau are excellent, good, not so good or poor.

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

13. signs to help people find their way around

14. convenient business hours

15. available green space

16. preservation of historic structures

17. occupied storefronts

18. convenient parking

19. diverse mix of businesses

20. safety during the day

21. safety at night

22. dining options

23. entertainment options

24. condition of streets & sidewalks

25. access to the river

26. access to public restrooms

27. cleanliness of downtown

28. How important do you think it is that downtown Cape Girardeau work to retain its historic character?

- ☐ very important
- ☐ somewhat important
- ☐ not very important
- ☐ not at all important
- ☐ other, don't know

For each of the following types of businesses, please indicate how high a priority Cape Girardeau should place on bringing or adding more of that type of business to its own downtown area using the following five-point scale.

- 1) 1 – Very low priority
- 2) 2
- 3) 3
- 4) 4
- 5) 5 – Very high priority
- 9) other, don't know

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

30. casual dining

31. coffee shop

32. bookstore

33. specialty/gift shops

34. antique shops

35. art galleries and shops

36. upscale dining

37. clothing stores

38. movie theater

39. bars/nightclubs

40. neighborhood grocery/bakery

41. gas station/convenience store

42. liquor/wine store

43. drug store/pharmacy

44. Of the items listed above, what one type of business would you *most* like to see in downtown Cape Girardeau? Please check only one choice.

☐ lodging such as hotel, motel or bed and breakfast

☐ casual dining

☐ coffee shop

☐ bookstore

☐ specialty/gift shops

☐ antique shops

☐ art galleries and shops

☐ upscale dining

☐ clothing stores

☐ movie theater

☐ bars/nightclubs

☐ neighborhood grocery/bakery

☐ gas station/convenience store

☐ liquor/wine store

☐ drug store/pharmacy

☐ other _____

For each of the following types of destinations/attractions, please indicate how high a priority Cape Girardeau should place on bringing or adding more of that type of business to its own downtown area using the following five-point scale.

1) 1 – Very low priority

2) 2

3) 3

4) 4

5) 5 – Very high priority

9) other, don't know

45. movie theater

46. excursion boat

47. riverfront amphitheater

48. History Museum at Common Pleas Courthouse

49. Minor League baseball ballpark

50. riverfront gaming

51. traveling exhibits

52. family aquatic center

53. Of the items listed above, what one type of destination/attraction would you *most* like to see in downtown Cape Girardeau? (Check only one response)

- ☐ movie theater
- ☐ excursion boat
- ☐ riverfront amphitheater
- ☐ History Museum at Common Pleas Courthouse
- ☐ Minor League baseball ballpark
- ☐ riverfront gaming
- ☐ traveling exhibits
- ☐ family aquatic center
- ☐ other _____

Please indicate how high a priority you think each of the following improvements should be for downtown Cape Girardeau using the 5-point scale below.

- 1) 1 – Very low priority
- 2) 2
- 3) 3
- 4) 4
- 5) 5 – Very high priority
- 9) other, don't know

54. adding green space

55. improving lighting

56. moving utilities underground

- 57. adding new parking spaces or lots
- 58. developing second-story residential space
- 59. making the area more pedestrian-friendly/handicap accessible
- 60. making the area more handicap accessible
- 61. adding public restrooms
- 62. improving signage to help people find their way around
- 63. improving building facades/rehabilitating historic structures
- 64. adding boat dock/landing/marina
- 65. having a trolley for tourists and residents
- 66. adding an information kiosk for tourists and residents
- 67. Are there any other improvements you think should be made to downtown Cape Girardeau? (leave space for open-ended response)
- 68. What would you say is your primary source of information about *downtown* Cape Girardeau?
 - ☐ local newspaper
 - ☐ television
 - ☐ radio
 - ☐ Community websites (Old Town Cape, City of Cape, CVB, Chamber)
 - ☐ word-of-mouth
 - ☐ other _____
- 69. And what is your second most likely source of information about *downtown* Cape Girardeau?
 - ☐ local newspaper
 - ☐ television
 - ☐ radio
 - ☐ Community websites (Old Town Cape, City of Cape, CVB, Chamber)
 - ☐ word-of-mouth
 - ☐ other _____

And now, a few final questions for classification purposes.

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

- ☐ 18-34
- ☐ 35-49
- ☐ 50-64
- ☐ 65 or over
- ☐ prefer not to answer

71. How long have you lived in the Cape Girardeau area?

- ☐ 0-2 years
- ☐ 3-5 years
- ☐ 6-10 years
- ☐ 11-20 years
- ☐ more than 20 years
- ☐ other, don't know

72. For statistical purposes only, please indicate which of the following categories best fits your total household income for 2006.

- ☐ Under \$25,000
- ☐ \$25,000 to \$49,999
- ☐ \$50,000 to \$74,999
- ☐ \$75,000 to \$99,999
- ☐ \$100,000 plus
- ☐ prefer not to answer

73. Gender

- ☐ male
- ☐ female

Thank you for your time and cooperation. Please return your completed survey using the pre-paid envelope before October x or go to www.downtowncapesurvey.org and enter your responses. Thank you for your time.

SECTION VI

CROSS TABULATION OF SURVEY RESULTS

The tables provided on the following pages provide the reader the opportunity to review the survey results for each question on the survey by:

- ☐ Age Group,
- ☐ Length of Residence,
- ☐ Income Level, and
- ☐ Gender.

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		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
q1: Thinking about the downtown Cape Girardeau, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?	Right direction	64.3%	66.1%	63.8%	55.5%	66.7%	70.8%	62.4%	54.9%	63.2%	58.1%	62.2%	59.0%	68.9%	73.1%	60.3%	64.5%	62.7%	62.6%
	Wrong direction	19.4%	14.5%	18.5%	12.3%	11.1%	13.9%	14.9%	23.0%	16.5%	19.4%	15.3%	17.6%	18.9%	11.2%	21.7%	12.5%	11.5%	22.6%
	don't know	16.3%	19.4%	17.7%	32.2%	22.2%	15.3%	22.8%	22.1%	20.3%	22.6%	22.5%	23.4%	12.1%	15.7%	18.0%	23.0%	25.8%	14.9%

		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
q2: How often do you visit downtown Cape Girardeau?	Once a year or less	0.5%	3.3%	5.7%	10.6%	2.3%	0.0%	0.0%	8.5%	5.9%	11.7%	4.0%	3.3%	2.4%	0.8%	3.4%	6.0%	5.8%	3.6%
	Less than once a month	19.2%	23.9%	29.0%	31.7%	23.3%	11.4%	23.4%	26.5%	28.9%	30.0%	23.2%	31.3%	20.2%	24.6%	23.0%	29.0%	31.9%	19.5%
	One to five times per month	47.3%	41.8%	35.1%	38.0%	48.8%	57.1%	42.6%	35.9%	37.4%	28.3%	46.0%	34.1%	47.6%	40.5%	38.1%	41.4%	40.4%	39.3%
	More than five times a month	33.0%	28.6%	28.2%	13.4%	25.6%	31.4%	33.0%	26.5%	24.7%	26.7%	24.2%	29.1%	29.0%	33.3%	33.6%	20.8%	18.4%	36.3%
	Don't visit downtown	0.0%	2.3%	1.9%	4.9%	0.0%	0.0%	1.1%	1.7%	2.9%	3.3%	2.5%	2.2%	0.8%	0.8%	2.0%	2.4%	2.9%	1.4%
	don't know	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.9%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.4%	0.0%

		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
q3: With whom do you visit downtown most frequently?	friends	58.1%	35.4%	29.4%	27.1%	34.9%	44.8%	38.9%	44.3%	34.4%	45.5%	44.0%	38.4%	28.9%	29.3%	36.0%	37.7%	30.5%	44.7%
	family	30.2%	49.0%	46.8%	48.1%	41.9%	41.8%	41.1%	41.5%	45.2%	23.6%	44.8%	43.6%	59.5%	56.1%	45.8%	41.9%	46.6%	40.1%
	visitors	0.6%	2.0%	4.0%	4.7%	7.0%	3.0%	3.3%	3.8%	2.0%	1.8%	2.2%	1.2%	3.3%	2.4%	2.7%	2.8%	3.8%	1.4%
	I am usually alone.	11.2%	13.6%	19.8%	20.2%	16.3%	10.4%	16.7%	10.4%	18.4%	29.1%	19.0%	16.9%	8.3%	12.2%	15.5%	17.6%	19.0%	13.8%

		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
shopping	Very often	6.0%	2.9%	4.7%	0.7%	4.7%	2.9%	3.2%	4.3%	3.7%	5.2%	3.1%	3.4%	3.3%	4.8%	4.6%	3.2%	2.3%	5.6%
	Somewhat often	21.4%	26.0%	24.9%	23.0%	20.9%	25.7%	30.1%	22.6%	23.3%	19.0%	28.5%	19.7%	26.0%	28.0%	19.2%	27.8%	24.3%	23.7%
	Not very often	46.2%	50.5%	51.4%	56.3%	39.5%	52.9%	39.8%	53.0%	53.2%	46.6%	48.7%	55.1%	51.2%	52.0%	50.4%	51.4%	54.6%	46.5%
	Not at all	25.3%	19.2%	17.1%	14.8%	32.6%	17.1%	23.7%	18.3%	17.5%	27.6%	17.6%	20.2%	17.1%	13.6%	23.5%	15.4%	14.8%	24.0%
	Other/don't know	1.1%	1.4%	1.9%	5.2%	2.3%	1.4%	3.2%	1.7%	2.4%	1.7%	2.1%	1.7%	2.4%	1.6%	2.3%	2.3%	3.9%	0.3%
	very/somewhat	27.4%	28.9%	29.6%	23.7%	25.6%	28.6%	33.3%	26.9%	27.0%	24.2%	31.6%	23.1%	29.3%	32.8%	23.8%	31.0%	26.6%	29.3%
	not very/not at all	71.5%	69.7%	68.5%	71.1%	72.1%	70.0%	63.5%	71.3%	70.7%	74.2%	66.3%	75.3%	68.3%	65.6%	73.9%	66.8%	69.4%	70.5%

		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
dining	Very often	25.3%	24.5%	19.5%	5.9%	23.3%	22.9%	21.5%	22.6%	17.7%	10.3%	13.5%	20.2%	25.2%	35.2%	24.4%	15.8%	14.1%	26.2%
	Somewhat often	43.4%	40.4%	37.7%	28.1%	30.2%	48.6%	45.2%	38.3%	35.8%	27.6%	44.0%	35.4%	38.2%	42.4%	38.1%	37.8%	35.2%	41.2%
	Not very often	26.9%	31.2%	35.0%	46.7%	37.2%	25.7%	26.9%	31.3%	36.9%	44.8%	35.2%	36.0%	33.3%	21.6%	30.4%	36.9%	38.2%	29.0%
	Not at all	3.8%	3.4%	6.2%	13.3%	4.7%	2.9%	5.4%	6.1%	7.1%	12.1%	5.7%	5.6%	3.3%	0.8%	6.0%	6.6%	8.6%	3.6%
	Other/don't know	0.5%	0.5%	1.6%	5.9%	4.7%	0.0%	1.1%	1.7%	2.6%	5.2%	1.6%	2.8%	0.0%	0.0%	1.1%	2.9%	3.9%	0.0%
	very/somewhat	68.7%	64.9%	57.2%	34.0%	53.5%	71.5%	66.7%	60.9%	53.5%	37.9%	57.5%	55.6%	63.4%	77.6%	62.5%	53.6%	49.3%	67.4%
	not very/not at all	30.7%	34.6%	41.2%	60.0%	41.9%	28.6%	32.3%	37.4%	44.0%	56.9%	40.9%	41.6%	36.6%	22.4%	36.4%	43.5%	46.8%	32.6%

		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
entertainment	Very often	32.4%	14.9%	8.6%	0.0%	18.6%	22.9%	18.3%	12.2%	12.3%	20.7%	15.0%	15.7%	9.8%	15.2%	17.1%	11.8%	7.4%	22.3%
	Somewhat often	33.5%	25.0%	18.3%	11.9%	23.3%	30.0%	29.0%	24.3%	19.2%	22.4%	29.0%	23.0%	21.1%	20.8%	26.0%	19.3%	18.3%	27.0%
	Not very often	19.2%	38.5%	31.9%	36.3%	30.2%	28.6%	39.1%	31.9%	31.9%	25.9%	28.0%	30.3%	40.7%	39.2%	25.1%	36.3%	32.9%	29.5%
	Not at all	14.3%	19.7%	37.0%	43.7%	20.9%	15.7%	28.0%	22.6%	32.8%	27.6%	24.9%	27.0%	26.8%	22.4%	28.9%	28.3%	35.0%	20.9%
	Other/don't know	0.5%	1.9%	4.3%	8.1%	7.0%	2.9%	4.3%	1.7%	3.9%	3.4%	3.1%	3.9%	1.6%	2.4%	2.9%	4.3%	6.5%	0.3%
	very/somewhat	65.9%	39.9%	26.8%	11.9%	41.9%	52.9%	47.3%	36.5%	43.1%	44.0%	38.8%	30.9%	36.0%	43.1%	43.1%	31.1%	25.7%	49.3%
	not very/not at all	33.5%	58.2%	68.9%	80.0%	51.2%	44.3%	48.4%	61.7%	64.7%	53.4%	52.8%	57.3%	67.5%	61.6%	54.0%	64.6%	67.8%	50.4%

		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
outdoor recreation, such as walking	Very often	9.3%	12.0%	9.3%	3.0%	4.7%	8.6%	12.9%	7.0%	9.1%	6.9%	13.0%	10.1%	5.7%	4.8%	10.6%	7.5%	8.3%	9.5%
	Somewhat often	31.3%	23.6%	20.2%	20.7%	20.9%	27.1%	30.1%	18.3%	23.3%	19.0%	24.4%	21.9%	26.8%	23.2%	25.1%	22.2%	19.7%	28.1%
	Not very often	31.9%	31.2%	29.6%	24.4%	32.6%	34.3%	23.7%	34.8%	28.9%	39.7%	33.2%	29.2%	27.6%	33.6%	26.9%	32.2%	30.8%	28.7%
	Not at all	26.9%	32.2%	34.6%	45.2%	34.9%	27.1%	32.3%	38.3%	34.1%	32.8%	26.4%	35.4%	36.6%	34.4%	33.4%	34.5%	34.5%	33.4%
	Other/don't know	0.5%	1.0%	6.2%	6.7%	7.0%	2.9%	1.1%	1.7%	4.7%	1.7%	3.1%	3.4%	3.3%	4.0%	4.0%	3.6%	6.7%	0.3%
	very/somewhat	40.7%	35.6%	29.6%	23.7%	25.6%	35.7%	43.0%	25.2%	32.3%	25.9%	37.3%	32.0%	32.5%	28.0%	35.7%	29.7%	28.0%	37.6%
	not very/not at all	58.8%	63.5%	64.2%	69.6%	67.4%	61.4%	55.9%	73.0%	62.9%	72.4%	59.6%	64.6%	64.2%	68.0%	60.3%	66.7%	65.3%	62.1%
		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
special events	Very often	12.1%	8.2%	8.9%	0.7%	2.3%	10.0%	14.0%	6.1%	7.5%	8.6%	12.4%	7.3%	8.9%	4.0%	9.4%	6.8%	5.3%	11.1%
	Somewhat often	31.9%	38.5%	31.9%	30.4%	34.9%	35.7%	26.9%	30.4%	34.5%	34.5%	35.8%	35.4%	30.9%	37.6%	34.3%	32.0%	30.6%	35.9%
	Not very often	41.2%	34.6%	37.7%	40.7%	39.5%	40.0%	43.0%	37.4%	37.1%	29.3%	31.1%	42.1%	40.7%	44.0%	33.1%	42.2%	40.3%	35.7%
	Not at all	13.2%	16.8%	17.9%	20.7%	16.3%	11.4%	14.0%	23.5%	16.8%	24.1%	17.1%	12.4%	18.7%	12.0%	20.6%	14.5%	17.6%	16.7%
	Other/don't know	1.6%	1.9%	3.5%	7.4%	7.0%	2.9%	2.2%	2.6%	4.1%	3.4%	3.6%	2.8%	0.8%	2.4%	2.6%	4.5%	6.2%	0.6%
	very/somewhat	44.0%	46.6%	40.9%	31.1%	37.2%	45.7%	40.9%	36.5%	42.0%	43.1%	48.2%	42.7%	39.6%	41.6%	43.7%	38.8%	35.9%	47.1%
	not very/not at all	54.4%	51.4%	55.6%	61.5%	55.8%	51.4%	57.0%	60.9%	53.9%	53.4%	48.2%	54.4%	59.3%	56.0%	53.7%	56.7%	57.9%	52.4%
		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
conducting business	Very often	11.0%	8.7%	13.2%	1.5%	2.3%	11.4%	8.6%	7.8%	10.1%	6.9%	8.8%	12.4%	10.6%	12.0%	13.1%	6.3%	6.2%	13.1%
	Somewhat often	11.5%	16.3%	16.7%	10.4%	23.3%	12.9%	21.5%	7.8%	14.2%	6.9%	13.0%	16.9%	13.8%	17.6%	15.1%	13.8%	12.7%	16.4%
	Not very often	24.2%	30.8%	21.8%	24.4%	20.9%	27.1%	24.7%	27.8%	24.4%	22.4%	26.9%	20.2%	26.8%	31.2%	26.0%	24.3%	24.8%	25.3%
	Not at all	51.1%	42.8%	44.4%	55.6%	46.5%	45.7%	41.9%	52.2%	47.4%	56.9%	46.6%	48.3%	45.5%	38.4%	43.1%	50.6%	50.2%	43.7%
	Other/don't know	2.2%	1.4%	3.9%	8.1%	7.0%	2.9%	3.2%	4.3%	3.9%	6.9%	4.7%	2.2%	3.3%	0.8%	2.6%	5.0%	6.0%	1.4%
	very/somewhat	22.5%	25.0%	30.0%	11.9%	25.6%	24.3%	30.1%	15.7%	24.4%	13.8%	21.8%	29.2%	24.4%	29.6%	28.3%	20.2%	19.0%	29.5%
	not very/not at all	75.3%	73.6%	66.1%	80.0%	67.4%	72.9%	66.7%	80.0%	71.8%	79.3%	73.6%	68.5%	72.4%	69.6%	69.1%	74.8%	75.0%	69.1%
		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
government/post office	Very often	7.7%	11.5%	14.4%	12.6%	4.7%	14.3%	7.5%	6.1%	14.2%	13.8%	10.4%	12.4%	13.0%	13.6%	12.9%	10.7%	10.4%	13.1%
	Somewhat often	20.9%	22.6%	28.4%	35.6%	41.9%	21.4%	30.1%	21.7%	26.7%	22.4%	29.5%	25.8%	29.3%	24.0%	29.1%	24.9%	30.6%	22.3%
	Not very often	32.4%	33.2%	33.1%	34.1%	27.9%	34.3%	36.6%	35.7%	31.9%	37.9%	29.5%	27.5%	34.1%	39.2%	29.1%	36.1%	36.3%	29.0%
	Not at all	36.3%	31.7%	19.8%	12.6%	18.6%	28.6%	23.7%	33.9%	23.5%	19.0%	29.0%	32.6%	22.8%	18.4%	27.1%	23.8%	17.4%	34.8%
	Other/don't know	2.7%	1.0%	4.3%	5.2%	7.0%	1.4%	2.2%	2.6%	3.7%	6.9%	1.6%	1.7%	0.8%	4.8%	1.7%	4.5%	5.3%	0.8%
	very/somewhat	28.6%	34.1%	42.8%	48.1%	46.5%	35.7%	37.6%	27.8%	40.9%	36.2%	39.9%	38.2%	42.3%	37.6%	42.0%	35.6%	41.0%	35.4%
	not very/not at all	68.7%	64.9%	52.9%	46.7%	46.5%	62.9%	60.2%	69.6%	55.4%	56.9%	58.5%	60.1%	56.9%	57.6%	56.3%	59.9%	53.7%	63.8%

		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
q11: Of the items listed above, which would you say is the one reason you most often visit downtown Cape Girardeau?	shopping	9.3%	10.6%	16.0%	18.5%	16.3%	10.0%	9.7%	13.9%	14.2%	19.0%	12.4%	10.1%	10.6%	12.8%	7.7%	18.1%	17.8%	8.4%
	dining	35.2%	43.8%	42.4%	25.2%	34.9%	42.9%	34.4%	40.9%	37.9%	22.4%	26.9%	36.0%	46.3%	63.2%	40.0%	36.3%	36.6%	39.6%
	entertainment	41.2%	14.9%	7.8%	3.7%	20.9%	24.3%	24.7%	18.3%	13.1%	24.1%	25.4%	19.1%	10.6%	6.4%	22.0%	12.2%	8.6%	26.2%
	other outdoor recreation, such as walking	3.8%	8.2%	6.2%	14.8%	4.7%	4.3%	8.6%	3.5%	9.1%	6.9%	7.8%	7.9%	8.9%	2.4%	6.6%	8.4%	10.2%	4.5%
	special events	1.6%	6.2%	5.8%	9.6%	4.7%	2.9%	2.2%	4.3%	6.9%	6.9%	9.3%	7.3%	3.3%	0.8%	4.0%	6.8%	6.2%	4.7%
	conducting business	6.6%	5.3%	13.6%	4.4%	7.0%	7.1%	7.5%	7.8%	8.4%	6.9%	8.8%	10.1%	10.6%	7.2%	8.6%	7.7%	6.0%	10.6%
	Government/post office	1.1%	8.7%	6.6%	19.3%	11.6%	7.1%	9.7%	9.6%	8.0%	13.8%	6.7%	7.9%	8.1%	5.6%	9.4%	7.9%	11.6%	5.0%
	other/don't know	1.1%	2.4%	1.6%	4.4%	0.0%	1.4%	3.2%	1.7%	2.4%	0.0%	2.6%	1.7%	1.6%	1.6%	1.7%	2.5%	3.0%	1.1%

		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
q12: What, if anything, would you say most keeps you from visiting downtown Cape Girardeau?	parking limitations	21.9%	23.0%	20.8%	19.4%	19.0%	23.1%	23.4%	21.8%	21.4%	24.1%	24.0%	23.3%	14.5%	22.4%	22.1%	21.6%	19.6%	24.4%
	access	0.6%	1.9%	4.1%	1.4%	0.0%	0.0%	1.1%	2.7%	2.8%	1.7%	2.6%	2.3%	3.2%	2.4%	3.2%	1.4%	1.9%	2.5%
	not enough selection	32.6%	23.5%	22.9%	16.5%	31.0%	36.9%	30.9%	27.3%	19.9%	22.4%	20.8%	25.0%	28.2%	22.4%	23.2%	24.8%	23.8%	24.4%
	too crowded	0.6%	0.5%	0.4%	0.0%	0.0%	0.0%	1.1%	0.0%	0.4%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.7%	0.5%	0.3%
	limited hours of businesses	8.4%	8.0%	13.1%	8.6%	7.1%	6.2%	2.1%	7.3%	12.2%	5.2%	7.8%	9.9%	12.1%	11.2%	4.9%	13.5%	9.9%	9.4%
	don't have what i'm looking for	16.9%	16.0%	11.0%	14.4%	14.3%	13.8%	27.7%	14.5%	13.9%	10.3%	12.0%	19.2%	8.9%	15.2%	16.3%	12.8%	13.7%	15.2%
	none of the above	0.6%	2.3%	2.4%	3.6%	4.8%	1.5%	0.0%	2.7%	2.4%	1.7%	2.6%	0.0%	4.8%	2.4%	2.3%	2.1%	1.9%	2.5%
		18.5%	24.9%	25.3%	36.0%	23.8%	18.5%	24.5%	23.6%	27.1%	34.5%	28.6%	20.3%	28.2%	24.0%	28.1%	23.2%	28.8%	21.3%
		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
signs to help people find their way around	Excellent	3.6%	3.5%	5.9%	6.8%	2.2%	2.8%	5.0%	0.0%	6.4%	9.7%	6.7%	3.2%	3.8%	3.0%	2.9%	6.3%	5.9%	3.6%
	Good	53.1%	52.4%	47.2%	50.0%	53.3%	55.6%	46.5%	44.3%	52.1%	41.9%	52.6%	45.2%	54.5%	57.5%	45.8%	54.5%	51.8%	49.2%
	Not so good	27.6%	29.5%	30.6%	24.0%	26.7%	22.2%	27.7%	36.9%	27.6%	25.8%	28.7%	31.4%	28.0%	28.4%	32.8%	24.5%	25.8%	31.0%
	Poor	5.6%	7.0%	8.1%	4.8%	4.4%	6.9%	14.9%	5.7%	5.6%	9.7%	5.3%	8.5%	7.6%	2.2%	9.8%	4.2%	3.9%	10.0%
	No opinion	10.2%	7.5%	8.1%	14.4%	13.3%	12.5%	5.9%	13.1%	8.3%	12.9%	6.7%	11.7%	6.1%	9.0%	8.7%	10.4%	12.6%	6.2%
	excellent/good	56.6%	55.9%	53.1%	56.8%	55.6%	58.3%	51.5%	44.3%	58.4%	51.6%	59.3%	48.4%	58.3%	60.4%	48.7%	60.9%	57.7%	52.8%
	not so good/poor	33.2%	36.6%	38.7%	28.8%	31.1%	29.2%	42.6%	42.6%	33.2%	35.5%	34.0%	39.9%	35.6%	30.6%	42.6%	28.8%	29.7%	41.0%
		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
convenient business hours	Excellent	1.6%	3.1%	2.2%	4.8%	0.0%	2.8%	3.0%	2.5%	3.0%	4.8%	2.9%	2.1%	3.8%	0.7%	2.4%	3.0%	3.0%	2.3%
	Good	41.8%	44.5%	37.3%	45.9%	42.2%	44.4%	48.5%	35.2%	41.9%	48.4%	47.8%	37.8%	33.3%	44.0%	44.4%	40.0%	44.5%	39.0%
	Not so good	33.7%	36.6%	40.6%	24.7%	40.0%	29.2%	33.7%	36.9%	35.2%	25.8%	30.1%	37.2%	43.2%	39.6%	33.1%	36.6%	33.4%	36.9%
	Poor	16.8%	11.5%	14.4%	9.6%	6.7%	11.1%	11.9%	15.6%	14.1%	8.1%	13.4%	15.4%	15.9%	13.7%	14.0%	12.7%	8.5%	19.0%
	No opinion	6.1%	4.4%	5.5%	15.1%	11.1%	12.5%	3.0%	9.8%	5.8%	12.9%	5.7%	7.4%	3.8%	3.7%	6.1%	7.8%	10.6%	2.8%
	excellent/good	43.4%	47.6%	39.5%	50.7%	42.2%	47.2%	51.5%	37.7%	44.9%	53.2%	50.7%	39.9%	37.1%	44.8%	46.8%	42.9%	47.5%	41.3%
	not so good/poor	50.5%	48.0%	55.0%	34.2%	46.7%	40.3%	45.5%	52.5%	49.3%	33.9%	43.5%	52.7%	59.1%	51.5%	47.1%	49.3%	41.9%	55.9%
		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
available green space	Excellent	2.6%	0.9%	1.1%	1.4%	0.0%	0.0%	3.0%	0.8%	1.8%	0.0%	2.4%	1.1%	2.3%	1.5%	1.9%	1.3%	2.0%	1.0%
	Good	27.6%	27.8%	33.3%	26.0%	31.1%	27.8%	28.7%	24.6%	30.8%	37.1%	26.8%	22.9%	35.6%	33.6%	28.6%	30.0%	31.9%	26.4%
	Not so good	40.3%	34.4%	38.7%	34.2%	48.9%	45.8%	37.6%	33.6%	35.8%	19.4%	42.6%	41.5%	31.1%	38.1%	36.5%	37.8%	36.9%	37.7%
	Poor	20.9%	22.9%	17.3%	13.7%	8.9%	16.7%	18.8%	30.3%	17.5%	24.2%	17.2%	19.1%	23.5%	17.9%	22.5%	15.9%	13.4%	25.1%
	No opinion	8.7%	14.1%	8.9%	24.7%	11.1%	9.7%	11.9%	10.7%	14.1%	19.4%	11.0%	15.4%	7.6%	9.0%	10.6%	15.0%	15.8%	9.7%
	excellent/good	30.1%	28.6%	35.1%	27.4%	31.1%	27.8%	31.7%	25.4%	32.6%	37.1%	29.2%	23.9%	37.9%	35.1%	30.4%	31.3%	33.8%	27.4%
	not so good/poor	61.2%	57.3%	56.1%	47.9%	57.8%	62.5%	56.4%	63.9%	53.3%	43.5%	59.8%	60.6%	54.5%	56.0%	59.0%	53.7%	50.3%	62.8%
		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
preservation of historic structures	Excellent	10.7%	7.5%	8.9%	12.3%	8.9%	9.7%	6.9%	3.3%	11.5%	16.1%	12.4%	8.5%	8.3%	4.5%	6.1%	12.3%	11.5%	7.2%
	Good	48.0%	56.8%	57.2%	45.9%	48.9%	51.4%	59.4%	48.4%	53.3%	46.8%	50.2%	52.7%	54.5%	64.2%	52.4%	53.5%	53.4%	52.6%
	Not so good	25.0%	21.6%	21.8%	21.2%	17.8%	25.0%	18.8%	23.8%	23.1%	21.0%	23.9%	21.3%	24.2%	20.1%	23.8%	21.1%	21.3%	23.6%
	Poor	10.2%	10.6%	8.9%	7.5%	15.6%	6.9%	9.9%	15.6%	7.8%	11.3%	9.1%	10.1%	8.3%	9.0%	10.1%	8.9%	6.9%	12.3%
	No opinion	6.1%	3.5%	3.3%	13.0%	8.9%	6.9%	5.0%	9.0%	4.4%	4.8%	4.3%	7.4%	4.5%	2.2%	7.7%	4.2%	6.9%	4.4%
	excellent/good	58.7%	64.3%	66.1%	58.2%	57.8%	61.1%	66.3%	51.6%	64.8%	62.9%	62.7%	61.2%	62.9%	68.7%	58.5%	65.8%	64.9%	59.7%
	not so good/poor	35.2%	32.2%	30.6%	28.8%	33.3%	31.9%	28.7%	39.3%	30.8%	32.3%	33.0%	31.4%	32.6%	29.1%	33.9%	30.0%	28.2%	35.9%
		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
occupied storefronts	Excellent	4.1%	2.6%	1.1%	2.1%	2.2%	2.8%	2.0%	0.0%	2.8%	1.6%	2.9%	1.6%	3.8%	0.7%	1.6%	3.0%	2.2%	2.6%
	Good	33.7%	40.1%	36.5%	34.9%	28.9%	37.5%	32.7%	23.8%	41.2%	38.7%	39.7%	31.4%	40.9%	42.5%	36.8%	36.2%	38.4%	34.1%
	Not so good	41.8%	37.0%	38.0%	34.9%	40.0%	30.6%	38.6%	49.2%	36.8%	33.9%	37.8%	45.2%	34.8%	34.3%	38.4%	38.3%	37.5%	39.2%
	Poor	16.3%	18.5%	19.9%	15.8%	24.4%	20.8%	25.7%	19.7%	15.1%	16.1%	16.3%	16.0%	18.2%	18.7%	18.8%	17.3%	15.4%	21.0%
	No opinion	4.1%	1.8%	4.4%	12.3%	4.4%	8.3%	1.0%	7.4%	4.2%	9.7%	3.3%	5.9%	3.7%	3.7%	4.5%	5.3%	6.5%	3.1%
	excellent/good	37.8%	42.7%	37.6%	37.0%	31.1%	40.3%	34.7%	23.8%	43.9%	40.3%	42.6%	33.0%	44.7%	43.3%	38.4%	39.1%	40.6%	36.7%
	not so good/poor	58.2%	55.5%	57.9%	50.7%	64.4%	51.4%	64.4%	68.9%	51.9%	50.0%	54.1%	61.2%	53.0%	53.0%	57.1%	55.6%	52.9%	60.3%

		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
convenient parking	Excellent	5.1%	0.9%	2.2%	2.7%	2.2%	2.8%	4.0%	0.0%	2.8%	3.2%	4.3%	2.7%	1.5%	1.5%	2.9%	2.3%	2.6%	2.6%
	Good	26.0%	29.5%	29.9%	24.7%	28.9%	37.5%	25.7%	32.0%	25.6%	30.6%	25.8%	22.9%	33.3%	30.6%	28.6%	26.8%	28.2%	26.9%
	Not so good	38.3%	41.4%	45.0%	40.4%	44.4%	36.1%	42.6%	32.0%	44.7%	37.1%	40.2%	45.7%	38.6%	41.0%	36.5%	45.9%	45.1%	37.7%
	Poor	27.6%	26.4%	21.0%	18.5%	22.2%	16.7%	25.7%	32.0%	22.9%	21.0%	25.4%	26.1%	23.5%	25.4%	28.6%	20.3%	18.4%	30.5%
	No opinion	3.1%	1.8%	1.8%	13.7%	2.2%	6.9%	2.0%	4.1%	4.0%	8.1%	4.3%	2.7%	3.0%	1.5%	3.4%	4.7%	5.6%	2.3%
	excellent/good	31.1%	30.4%	32.1%	27.4%	31.1%	40.3%	29.7%	32.0%	28.4%	33.9%	30.1%	25.5%	34.8%	32.1%	31.5%	29.2%	30.8%	29.5%
	not so good/poor	65.8%	67.8%	66.1%	58.9%	66.7%	52.8%	68.3%	63.9%	67.6%	58.1%	65.6%	71.8%	62.1%	66.4%	65.1%	66.2%	63.6%	68.2%
		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
diverse mix of businesses	Excellent	5.1%	3.5%	1.8%	2.1%	4.4%	4.2%	3.0%	0.0%	3.4%	1.6%	5.3%	2.1%	1.5%	2.2%	1.9%	4.0%	2.2%	4.1%
	Good	34.2%	42.7%	35.8%	22.6%	28.9%	30.6%	32.7%	40.2%	35.0%	46.8%	33.5%	31.9%	38.6%	38.8%	33.3%	35.9%	32.3%	37.7%
	Not so good	39.8%	37.0%	43.5%	37.0%	35.6%	41.7%	38.6%	39.3%	40.6%	30.6%	39.7%	40.4%	40.2%	46.3%	41.0%	38.7%	40.3%	39.0%
	Poor	19.4%	12.8%	16.2%	26.0%	26.7%	18.1%	23.8%	15.6%	16.9%	14.5%	18.2%	20.7%	16.7%	9.0%	19.6%	16.7%	18.2%	17.7%
	No opinion	1.5%	4.0%	2.6%	12.3%	4.4%	5.6%	2.0%	4.9%	4.2%	6.5%	3.3%	4.8%	3.0%	3.7%	4.2%	4.7%	6.9%	1.5%
	excellent/good	39.3%	46.3%	37.6%	24.7%	33.3%	34.7%	35.6%	40.2%	38.4%	48.4%	38.8%	34.0%	40.2%	41.0%	35.2%	40.0%	34.5%	41.8%
	not so good/poor	59.2%	49.8%	59.8%	63.0%	62.2%	59.7%	62.4%	54.9%	57.5%	45.2%	57.9%	61.2%	56.8%	55.2%	60.6%	55.4%	58.6%	56.7%
		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
safety during the day	Excellent	43.9%	29.5%	38.0%	17.1%	26.7%	43.1%	37.6%	28.7%	32.8%	30.6%	26.8%	38.8%	44.7%	35.1%	37.6%	29.8%	28.2%	39.2%
	Good	49.0%	64.8%	57.2%	64.4%	60.0%	45.8%	57.4%	64.8%	59.4%	58.1%	65.6%	54.8%	50.8%	59.7%	53.2%	63.0%	61.4%	55.4%
	Not so good	3.1%	3.1%	2.6%	3.4%	6.7%	5.6%	2.0%	3.3%	2.4%	1.6%	3.8%	2.1%	1.5%	3.0%	3.7%	2.5%	3.3%	2.8%
	Poor	0.5%	0.0%	0.7%	1.4%	0.0%	0.0%	1.0%	0.0%	0.8%	0.0%	1.0%	0.5%	0.8%	0.0%	0.8%	0.4%	0.7%	0.5%
	No opinion	3.6%	2.6%	1.5%	13.7%	6.7%	5.6%	2.0%	3.3%	4.6%	9.7%	2.9%	3.7%	2.3%	2.2%	4.8%	4.2%	6.5%	2.1%
	excellent/good	92.9%	94.3%	95.2%	81.5%	86.7%	88.9%	95.0%	93.4%	92.2%	88.7%	92.3%	93.6%	95.5%	94.8%	90.7%	92.8%	89.6%	94.6%
	not so good/poor	3.6%	3.1%	3.3%	4.8%	6.7%	5.6%	3.0%	3.3%	3.2%	1.6%	4.8%	2.7%	2.3%	3.0%	4.5%	3.0%	3.9%	3.3%
		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
safety at night	Excellent	15.8%	10.1%	5.9%	3.4%	13.3%	13.9%	13.9%	7.4%	7.0%	8.1%	8.1%	12.2%	9.8%	7.5%	10.6%	7.4%	5.4%	12.8%
	Good	52.6%	48.5%	52.4%	26.7%	35.6%	48.6%	51.5%	50.0%	45.7%	45.2%	44.5%	45.2%	59.1%	53.7%	49.5%	44.2%	40.6%	53.6%
	Not so good	20.9%	22.5%	25.5%	29.5%	22.2%	20.8%	22.8%	23.0%	26.0%	25.8%	29.2%	21.8%	15.2%	23.1%	20.6%	27.5%	28.4%	19.7%
	Poor	7.7%	13.2%	8.5%	15.1%	17.8%	11.1%	6.9%	10.7%	11.3%	9.7%	9.6%	11.7%	12.1%	9.0%	12.2%	9.9%	12.1%	9.5%
	No opinion	3.1%	5.7%	7.7%	25.3%	11.1%	5.6%	5.0%	9.0%	9.9%	11.3%	8.6%	9.0%	3.8%	6.7%	7.1%	11.0%	13.4%	4.4%
	excellent/good	68.4%	58.6%	58.3%	30.1%	48.9%	62.5%	65.3%	57.4%	52.7%	53.2%	52.6%	57.4%	68.9%	61.2%	60.1%	51.6%	46.0%	66.4%
	not so good/poor	28.6%	35.7%	33.9%	44.5%	40.0%	31.9%	29.7%	33.6%	37.4%	35.5%	38.8%	33.5%	27.3%	32.1%	32.8%	37.4%	40.6%	29.2%
		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
dining options	Excellent	12.8%	12.3%	10.7%	11.6%	8.9%	16.7%	17.8%	7.4%	10.9%	22.6%	12.0%	12.2%	14.4%	8.2%	10.6%	12.5%	11.1%	12.3%
	Good	62.2%	57.7%	57.9%	47.9%	55.6%	55.6%	56.4%	63.9%	55.5%	48.4%	58.4%	56.4%	51.5%	70.9%	61.1%	53.5%	52.7%	61.8%
	Not so good	20.9%	25.6%	25.8%	21.2%	28.9%	23.6%	19.8%	22.1%	25.2%	17.7%	23.9%	22.9%	28.0%	18.7%	21.7%	25.8%	26.9%	20.5%
	Poor	3.1%	3.5%	3.0%	5.5%	4.4%	2.8%	5.0%	3.3%	3.8%	1.6%	3.8%	5.3%	5.3%	1.5%	5.0%	2.7%	3.0%	4.6%
	No opinion	1.0%	0.9%	2.6%	13.7%	2.2%	1.4%	1.0%	3.3%	4.6%	9.7%	1.9%	3.2%	0.8%	0.7%	1.6%	5.5%	6.3%	0.8%
	excellent/good	75.0%	70.0%	68.6%	59.6%	64.4%	72.2%	74.3%	71.3%	66.4%	71.0%	70.3%	68.6%	65.9%	79.1%	71.7%	66.0%	63.8%	74.1%
	not so good/poor	24.0%	29.1%	28.8%	26.7%	33.3%	26.4%	24.8%	25.4%	29.0%	19.4%	27.8%	28.2%	33.3%	20.1%	26.7%	28.5%	29.9%	25.1%

		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
entertainment options	Excellent	8.2%	4.4%	4.1%	2.7%	4.4%	6.9%	5.9%	1.6%	5.2%	8.1%	5.7%	4.3%	7.6%	1.5%	5.0%	4.7%	3.7%	6.2%
	Good	45.4%	37.0%	37.3%	24.0%	40.0%	37.5%	33.7%	34.4%	36.4%	46.8%	41.6%	35.6%	34.1%	38.8%	36.5%	36.2%	34.5%	38.5%
	Not so good	34.2%	42.3%	35.1%	30.8%	40.0%	40.3%	40.6%	40.2%	34.0%	30.6%	35.9%	39.9%	36.4%	40.3%	35.4%	36.8%	33.4%	39.5%
	Poor	9.7%	10.1%	12.9%	15.1%	6.7%	8.3%	12.9%	14.8%	12.3%	4.8%	8.1%	11.2%	12.9%	11.9%	14.0%	10.4%	12.4%	11.5%
	No opinion	2.6%	6.2%	10.7%	27.4%	8.9%	6.9%	6.9%	9.0%	12.1%	9.7%	8.6%	9.0%	9.1%	7.5%	9.0%	12.1%	16.1%	4.4%
	excellent/good	53.6%	41.4%	41.3%	26.7%	44.4%	44.4%	39.6%	36.1%	41.6%	54.8%	47.4%	39.9%	41.7%	40.3%	41.5%	40.8%	38.2%	44.6%
	not so good/poor	43.9%	52.4%	48.0%	45.9%	46.7%	48.6%	53.5%	54.9%	46.3%	35.5%	44.0%	51.1%	49.2%	52.2%	49.5%	47.1%	45.8%	51.0%
condition of streets & sidewalks	Excellent	6.1%	9.7%	6.6%	6.2%	6.7%	6.9%	5.0%	2.5%	8.5%	6.5%	9.1%	4.8%	8.3%	4.5%	5.8%	8.2%	7.6%	6.7%
	Good	63.3%	69.2%	66.8%	63.7%	55.6%	69.4%	61.4%	65.6%	68.6%	61.3%	68.9%	62.2%	69.7%	74.6%	64.6%	67.7%	67.9%	64.4%
	Not so good	21.4%	17.2%	18.1%	15.1%	22.2%	18.1%	24.8%	23.0%	14.9%	19.4%	16.7%	21.8%	15.9%	14.2%	20.4%	16.1%	15.4%	21.0%
	Poor	5.6%	2.6%	7.4%	2.7%	6.7%	2.8%	6.9%	4.1%	5.0%	6.5%	3.3%	6.4%	4.5%	5.2%	7.1%	3.2%	3.7%	6.4%
	No opinion	3.6%	1.3%	1.1%	12.3%	8.9%	2.8%	2.0%	4.9%	3.0%	6.5%	1.9%	4.8%	1.5%	1.5%	2.1%	4.9%	5.4%	1.5%
	excellent/good	69.4%	78.9%	73.4%	69.9%	62.2%	76.4%	66.3%	68.0%	77.1%	67.7%	78.0%	67.0%	78.0%	79.1%	70.4%	75.9%	75.5%	71.0%
	not so good/poor	27.0%	19.8%	25.5%	17.8%	28.9%	20.8%	31.7%	27.0%	19.9%	25.8%	20.1%	28.2%	20.5%	19.4%	27.5%	19.2%	19.1%	27.4%
access to the river	Excellent	37.8%	33.5%	32.8%	30.1%	24.4%	40.3%	39.6%	23.0%	34.6%	29.0%	37.3%	34.0%	37.1%	32.1%	29.4%	37.0%	31.7%	35.9%
	Good	52.0%	57.7%	55.4%	51.4%	51.1%	45.8%	52.5%	63.9%	54.7%	50.0%	52.6%	55.9%	54.5%	56.0%	56.9%	52.4%	54.0%	54.9%
	Not so good	5.1%	7.5%	6.6%	6.2%	15.6%	6.9%	5.0%	8.2%	5.6%	9.7%	4.8%	5.3%	6.8%	7.5%	8.2%	5.1%	7.2%	5.6%
	Poor	3.1%	0.9%	3.0%	3.4%	4.4%	2.8%	2.0%	2.5%	2.6%	4.8%	4.3%	2.1%	0.8%	3.7%	4.0%	1.7%	2.8%	2.6%
	No opinion	2.0%	0.4%	2.2%	8.9%	4.4%	4.2%	1.0%	2.5%	2.6%	6.5%	1.0%	2.7%	0.8%	0.7%	1.6%	3.8%	4.3%	1.0%
	excellent/good	89.8%	91.2%	88.2%	81.5%	75.6%	86.1%	92.1%	86.9%	89.3%	79.0%	90.0%	89.9%	91.7%	88.1%	86.2%	89.4%	85.7%	90.8%
	not so good/poor	8.2%	8.4%	9.6%	9.6%	20.0%	9.7%	6.9%	10.7%	8.2%	14.5%	9.1%	7.4%	7.6%	11.2%	12.2%	6.8%	10.0%	8.2%
access to public restrooms	Excellent	1.5%	0.0%	0.7%	0.7%	0.0%	0.0%	1.0%	0.0%	1.0%	4.8%	1.4%	0.0%	0.0%	0.0%	0.0%	1.3%	0.4%	1.0%
	Good	15.3%	7.0%	4.4%	4.8%	4.4%	13.9%	14.9%	4.1%	6.2%	17.7%	8.6%	6.9%	3.0%	5.2%	6.6%	8.5%	6.3%	9.2%
	Not so good	38.8%	42.3%	34.7%	36.3%	46.7%	36.1%	37.6%	36.1%	38.2%	32.3%	43.5%	32.4%	38.6%	43.3%	34.4%	41.0%	38.6%	37.4%
	Poor	30.1%	44.5%	54.2%	39.0%	22.2%	33.3%	41.6%	49.2%	45.9%	29.0%	37.8%	51.1%	51.5%	42.5%	49.7%	38.1%	41.6%	45.1%
	No opinion	14.3%	6.2%	5.9%	19.2%	26.7%	16.7%	5.0%	10.7%	8.7%	16.1%	8.6%	9.6%	6.8%	9.0%	9.3%	11.2%	13.0%	7.2%
	excellent/good	16.8%	7.0%	5.2%	5.5%	4.4%	13.9%	15.8%	4.1%	7.2%	22.6%	10.0%	6.9%	3.0%	5.2%	6.6%	9.7%	6.7%	10.3%
	not so good/poor	68.9%	86.8%	88.9%	75.3%	68.9%	69.4%	79.2%	85.2%	84.1%	61.3%	81.3%	83.5%	90.2%	85.8%	84.1%	79.1%	80.3%	82.6%
cleanliness of downtown	Excellent	4.6%	4.0%	4.1%	6.8%	8.9%	4.2%	4.0%	1.6%	4.8%	6.5%	5.3%	2.1%	4.5%	4.5%	3.2%	5.7%	5.6%	3.3%
	Good	63.3%	58.1%	58.7%	57.5%	57.8%	66.7%	55.4%	52.5%	61.0%	58.1%	64.1%	55.9%	61.4%	62.7%	56.3%	61.5%	61.2%	56.9%
	Not so good	21.9%	30.4%	26.9%	20.5%	17.8%	22.2%	29.7%	36.1%	23.7%	22.6%	23.4%	28.2%	24.2%	24.6%	27.0%	24.7%	22.1%	30.0%
	Poor	7.7%	4.4%	9.2%	4.8%	8.9%	5.6%	7.9%	7.4%	6.6%	8.1%	4.8%	10.1%	6.8%	6.7%	10.1%	4.2%	5.6%	8.2%
	No opinion	2.6%	3.1%	1.1%	10.3%	6.7%	1.4%	3.0%	2.5%	4.0%	4.8%	2.4%	3.7%	3.0%	1.5%	3.4%	3.8%	5.4%	1.5%
	excellent/good	67.9%	62.1%	62.7%	64.4%	66.7%	70.8%	59.4%	54.1%	65.8%	64.5%	69.4%	58.0%	65.9%	67.2%	59.5%	67.2%	66.8%	60.3%
	not so good/poor	29.6%	34.8%	36.2%	25.3%	26.7%	27.8%	37.6%	43.4%	30.2%	30.6%	28.2%	38.3%	31.1%	31.3%	37.0%	29.0%	27.8%	38.2%

		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
q28: How important do you think it is that downtown Cape Girardeau work to retain its historic character?	very important	64.3%	61.2%	73.4%	65.8%	71.1%	73.6%	56.4%	63.9%	67.4%	71.0%	66.5%	69.1%	66.7%	69.4%	59.2%	72.2%	69.2%	63.1%
	somewhat important	27.0%	33.0%	19.9%	28.1%	24.4%	20.8%	34.7%	27.0%	26.0%	14.5%	25.8%	23.9%	28.8%	25.4%	29.2%	24.5%	24.5%	29.0%
	not very important	6.1%	4.8%	3.0%	1.4%	2.2%	4.2%	4.0%	6.6%	3.4%	9.7%	3.8%	4.3%	2.3%	3.7%	6.9%	1.5%	2.8%	5.1%
	not at all important	1.0%	0.4%	3.0%	2.1%	2.2%	1.4%	4.0%	0.8%	1.8%	0.0%	1.4%	1.6%	2.3%	1.5%	3.7%	0.4%	1.5%	2.3%
	other/don't know	1.5%	0.4%	0.7%	2.7%	0.0%	0.0%	1.0%	1.6%	1.4%	4.8%	2.4%	1.1%	0.0%	0.0%	1.1%	1.5%	2.0%	0.5%
	very/somewhat important	91.3%	94.2%	93.3%	93.9%	95.5%	94.4%	91.1%	90.9%	93.4%	85.5%	92.3%	93.0%	95.5%	94.8%	88.4%	96.7%	93.7%	92.1%
	not very/not at all important	7.1%	5.2%	6.0%	3.5%	4.4%	5.6%	8.0%	7.4%	5.2%	9.7%	5.2%	4.6%	5.2%	5.2%	10.6%	1.9%	4.3%	7.4%

		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
lodging such as hotel, motel or bed and breakfast	1 = Very low priority	11.7%	9.3%	5.2%	11.0%	15.6%	12.5%	4.0%	6.6%	9.5%	9.7%	6.7%	10.1%	8.3%	6.0%	9.3%	8.6%	8.2%	9.7%
	2	14.8%	12.3%	14.4%	11.0%	17.8%	12.5%	17.8%	18.9%	10.7%	11.3%	14.4%	14.9%	10.6%	10.4%	13.8%	12.7%	12.1%	14.4%
	3	25.0%	21.6%	24.0%	19.9%	17.8%	31.9%	19.8%	19.7%	23.3%	29.0%	25.4%	19.1%	20.5%	29.1%	22.8%	22.6%	24.7%	20.3%
	4	22.4%	28.6%	20.3%	26.7%	22.2%	12.5%	25.7%	27.9%	24.9%	25.8%	22.5%	26.6%	27.3%	22.4%	22.3%	25.7%	23.9%	24.6%
	5 = Very high priority	23.5%	26.0%	32.5%	20.5%	20.0%	25.0%	27.7%	23.0%	27.4%	17.7%	29.2%	25.0%	31.1%	32.1%	28.1%	24.9%	23.2%	30.0%
	Other/don't know	2.6%	2.2%	3.7%	11.0%	6.7%	5.6%	5.0%	4.1%	4.2%	6.5%	1.9%	4.3%	2.3%	0.0%	3.7%	5.5%	7.8%	1.0%
	total low priority	26.5%	21.6%	19.6%	22.0%	33.4%	25.0%	21.8%	25.5%	20.2%	21.0%	21.1%	25.0%	18.9%	16.4%	23.1%	21.3%	20.3%	24.1%
	total high priority	45.9%	54.6%	52.8%	47.2%	42.2%	37.5%	53.4%	50.9%	52.3%	43.5%	51.7%	51.6%	58.4%	54.5%	50.4%	50.6%	47.1%	54.6%

		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
casual dining	1 = Very low priority	2.0%	2.6%	2.6%	3.4%	4.4%	1.4%	3.0%	2.5%	2.6%	4.8%	3.3%	1.1%	3.8%	1.5%	2.1%	3.0%	4.1%	0.8%
	2	7.7%	4.0%	4.4%	4.8%	8.9%	2.8%	10.9%	5.7%	4.2%	11.3%	6.2%	5.3%	4.5%	2.2%	5.8%	4.9%	4.8%	5.9%
	3	16.8%	22.5%	19.6%	28.1%	20.0%	22.2%	22.8%	25.4%	19.5%	22.6%	22.5%	21.3%	18.2%	19.4%	24.1%	18.4%	20.0%	22.1%
	4	39.8%	38.3%	38.4%	36.3%	37.8%	33.3%	36.6%	36.1%	39.8%	37.1%	36.4%	42.0%	31.8%	42.5%	38.6%	38.1%	38.0%	38.7%
	5 = Very high priority	33.7%	32.2%	32.8%	24.7%	28.9%	37.5%	26.7%	29.5%	32.6%	22.6%	30.1%	29.3%	41.7%	34.3%	28.0%	34.5%	30.8%	32.6%
	Other/don't know	0.0%	0.4%	2.2%	2.7%	0.0%	2.8%	0.0%	0.8%	1.4%	1.6%	1.4%	1.1%	0.0%	0.0%	1.3%	1.3%	2.4%	0.0%
	total low priority	9.7%	6.6%	7.0%	8.2%	13.3%	4.2%	13.9%	8.2%	6.8%	16.1%	9.6%	6.4%	8.3%	3.7%	7.9%	7.8%	8.9%	6.7%
	total high priority	73.5%	70.5%	71.2%	61.0%	66.7%	70.8%	63.4%	65.6%	72.4%	59.7%	66.5%	71.3%	73.5%	76.9%	66.7%	72.5%	68.8%	71.3%

		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
coffee shop	1 = Very low priority	6.6%	10.1%	10.7%	5.5%	6.7%	2.8%	8.9%	10.7%	9.3%	16.1%	11.5%	6.9%	10.6%	3.0%	8.7%	8.7%	10.2%	6.9%
	2	17.9%	15.9%	11.8%	10.3%	11.1%	12.5%	20.8%	13.1%	13.3%	14.5%	12.0%	16.0%	15.2%	18.7%	14.8%	13.3%	12.1%	16.2%
	3	30.6%	28.6%	26.6%	37.7%	28.9%	25.0%	23.8%	32.0%	31.6%	37.1%	31.6%	26.1%	31.1%	26.9%	33.9%	26.8%	30.2%	29.7%
	4	25.5%	24.7%	28.8%	26.0%	33.3%	31.9%	28.7%	22.1%	25.6%	12.9%	24.9%	33.0%	22.7%	29.1%	24.3%	28.1%	26.5%	26.4%
	5 = Very high priority	19.4%	18.5%	18.1%	14.4%	20.0%	25.0%	16.8%	18.9%	16.7%	19.4%	17.2%	15.4%	19.7%	20.1%	15.1%	20.3%	15.8%	20.5%
	Other/don't know	0.0%	2.2%	4.1%	6.2%	0.0%	2.8%	1.0%	3.3%	3.4%	0.0%	2.9%	2.7%	0.8%	2.2%	3.2%	2.7%	5.2%	0.3%
	total low priority	24.5%	26.0%	22.5%	15.8%	17.8%	15.3%	29.7%	23.8%	22.7%	30.6%	23.4%	22.9%	25.8%	21.6%	23.5%	22.0%	22.3%	23.1%
	total high priority	44.9%	43.2%	46.9%	40.4%	53.3%	56.9%	45.5%	41.0%	42.3%	32.3%	42.1%	48.4%	42.4%	49.3%	39.4%	48.4%	42.3%	46.9%

		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
bookstore	1 = Very low priority	7.7%	7.5%	8.1%	8.2%	6.7%	4.2%	7.9%	9.8%	8.3%	12.9%	10.0%	7.4%	5.3%	2.2%	9.0%	7.2%	9.1%	6.7%
	2	10.7%	10.6%	9.2%	13.0%	11.1%	16.7%	8.9%	9.0%	10.5%	8.1%	8.6%	9.0%	9.8%	15.7%	13.2%	8.7%	12.6%	8.5%
	3	26.0%	28.6%	28.4%	21.9%	22.2%	19.4%	20.8%	31.1%	27.8%	29.0%	24.4%	28.7%	28.8%	28.4%	29.4%	24.5%	25.6%	27.9%
	4	26.5%	31.7%	32.8%	28.1%	28.9%	23.6%	35.6%	27.9%	31.0%	25.8%	28.7%	33.0%	31.8%	33.6%	31.2%	29.4%	29.3%	31.3%
	5 = Very high priority	28.1%	20.7%	18.5%	17.1%	28.9%	30.6%	26.7%	19.7%	18.3%	19.4%	25.8%	19.7%	23.5%	17.9%	15.3%	25.6%	17.4%	25.4%
	Other/don't know	1.0%	0.9%	3.0%	11.6%	2.2%	5.6%	0.0%	2.5%	4.0%	4.8%	2.4%	2.1%	0.8%	2.2%	1.9%	4.7%	6.1%	0.3%
	total low priority	18.4%	18.1%	17.3%	21.2%	17.8%	20.8%	16.8%	18.9%	21.0%	18.7%	16.5%	15.2%	17.9%	22.2%	15.9%	15.7%	21.7%	15.1%
	total high priority	54.6%	52.4%	51.3%	45.2%	57.8%	54.2%	62.4%	47.5%	49.3%	45.2%	54.5%	52.7%	55.3%	51.5%	46.6%	55.0%	46.6%	56.7%

		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
specialty/gift shops	1 = Very low priority	6.1%	4.0%	6.3%	6.2%	6.7%	0.0%	10.9%	7.4%	5.0%	3.2%	5.7%	8.5%	3.8%	4.5%	6.9%	4.7%	6.1%	5.1%
	2	11.2%	13.7%	5.2%	11.0%	15.6%	9.7%	11.9%	4.9%	10.7%	9.7%	10.5%	8.5%	9.8%	10.4%	14.0%	7.0%	12.1%	7.7%
	3	27.0%	27.8%	23.2%	25.3%	15.6%	25.0%	23.8%	29.5%	25.8%	41.9%	29.7%	25.0%	24.2%	17.9%	29.6%	22.2%	22.8%	28.7%
	4	29.1%	33.5%	34.3%	26.0%	33.3%	31.9%	30.7%	33.6%	31.2%	24.2%	25.4%	33.0%	37.1%	40.3%	28.6%	34.2%	31.2%	32.3%
	5 = Very high priority	26.0%	19.4%	28.0%	20.5%	26.7%	26.4%	21.8%	22.1%	23.9%	16.1%	25.8%	22.9%	25.0%	24.6%	18.3%	27.9%	21.7%	25.9%
	Other/don't know	0.5%	1.8%	3.0%	11.0%	2.2%	6.9%	1.0%	2.5%	3.4%	4.8%	2.9%	2.1%	0.0%	2.2%	2.6%	4.0%	6.1%	0.3%
	total low priority	17.3%	17.6%	11.4%	17.1%	22.2%	9.7%	22.8%	12.3%	15.7%	12.9%	16.3%	17.0%	13.6%	14.9%	20.9%	11.6%	18.2%	12.8%
	total high priority	55.1%	52.9%	62.4%	46.6%	60.0%	58.3%	52.5%	55.7%	55.1%	40.3%	51.2%	55.9%	62.1%	64.9%	46.8%	62.2%	52.9%	58.2%
antique shops																			
	1 = Very low priority	34.2%	21.1%	17.7%	13.7%	22.2%	20.8%	31.7%	26.2%	19.1%	24.2%	21.1%	22.9%	25.8%	16.4%	27.0%	17.8%	19.3%	24.9%
	2	20.9%	22.5%	17.0%	17.8%	17.8%	23.6%	18.8%	18.9%	19.7%	19.4%	20.6%	21.3%	17.4%	22.4%	20.6%	18.6%	18.7%	20.5%
	3	23.5%	26.0%	25.8%	28.8%	31.1%	22.2%	25.7%	31.1%	25.2%	32.3%	29.2%	22.3%	24.2%	25.4%	25.4%	26.8%	27.8%	24.4%
	4	12.2%	19.4%	24.4%	16.4%	20.0%	15.3%	16.8%	15.6%	20.1%	9.7%	14.4%	21.3%	24.2%	21.6%	15.1%	21.4%	17.4%	20.0%
	5 = Very high priority	8.7%	9.3%	12.2%	13.0%	6.7%	12.5%	5.9%	7.4%	12.1%	8.1%	12.9%	10.1%	8.3%	12.7%	9.3%	11.6%	11.1%	10.0%
	Other/don't know	0.5%	1.8%	3.0%	10.3%	2.2%	5.6%	1.0%	0.8%	3.8%	6.5%	1.9%	2.1%	0.0%	1.5%	2.6%	3.8%	5.9%	0.3%
	total low priority	55.1%	43.6%	34.7%	31.5%	40.0%	44.4%	50.5%	45.1%	38.8%	43.5%	41.6%	44.1%	43.2%	38.8%	47.6%	36.4%	38.0%	45.4%
	total high priority	20.9%	28.6%	36.5%	29.5%	26.7%	27.8%	22.8%	23.0%	32.2%	17.7%	27.3%	31.4%	32.6%	34.3%	24.3%	33.0%	28.4%	30.0%
art galleries and shops																			
	1 = Very low priority	9.7%	11.5%	10.0%	6.8%	8.9%	5.6%	11.9%	13.1%	9.5%	12.9%	8.6%	11.2%	11.4%	4.5%	11.6%	8.5%	9.8%	10.0%
	2	19.9%	20.7%	11.1%	17.1%	15.6%	26.4%	13.9%	16.4%	16.3%	21.0%	14.8%	14.4%	22.0%	16.4%	15.9%	17.5%	16.7%	16.9%
	3	31.6%	28.6%	23.2%	29.5%	26.7%	15.3%	26.7%	33.6%	28.2%	30.6%	28.7%	29.8%	24.2%	25.4%	28.8%	27.1%	27.3%	28.5%
	4	21.4%	21.6%	32.1%	21.2%	22.2%	27.8%	35.6%	18.0%	24.5%	16.1%	25.4%	29.3%	24.2%	29.9%	25.4%	24.3%	23.9%	25.9%
	5 = Very high priority	17.3%	15.9%	20.7%	13.0%	24.4%	19.4%	9.9%	17.5%	14.5%	18.2%	13.3%	18.2%	22.4%	14.8%	19.0%	16.1%	18.5%	
	Other/don't know	0.0%	1.8%	3.0%	12.3%	2.2%	5.6%	2.0%	0.8%	4.0%	4.8%	4.3%	2.1%	0.0%	1.5%	3.4%	3.6%	6.3%	0.3%
	total low priority	29.6%	32.2%	21.0%	24.0%	24.4%	31.9%	25.7%	29.5%	25.8%	33.9%	23.4%	25.5%	33.3%	20.9%	27.5%	26.0%	26.5%	26.9%
	total high priority	38.8%	37.4%	52.8%	34.2%	46.7%	47.2%	45.5%	36.1%	41.9%	30.6%	43.5%	42.6%	42.4%	52.2%	40.2%	43.3%	39.9%	44.4%
upscale dining																			
	1 = Very low priority	10.7%	9.3%	8.9%	4.8%	8.9%	9.7%	10.9%	9.0%	8.3%	19.4%	11.0%	10.6%	6.8%	2.2%	8.7%	8.9%	8.0%	9.7%
	2	12.8%	17.2%	11.4%	13.0%	11.1%	6.9%	16.8%	16.4%	13.5%	17.7%	13.9%	11.2%	22.0%	7.5%	14.3%	12.9%	12.6%	14.6%
	3	23.0%	28.6%	23.2%	24.0%	26.7%	20.8%	21.8%	27.0%	25.2%	24.2%	27.8%	27.7%	31.1%	14.2%	23.0%	26.2%	25.6%	23.8%
	4	30.1%	24.2%	34.7%	28.8%	24.4%	26.4%	27.7%	29.5%	31.2%	17.7%	32.1%	30.9%	21.2%	37.3%	33.3%	27.1%	30.6%	29.0%
	5 = Very high priority	22.4%	18.5%	19.6%	15.8%	26.7%	30.6%	20.8%	15.6%	17.5%	12.9%	12.4%	17.0%	18.2%	35.1%	17.5%	20.5%	17.1%	21.5%
	Other/don't know	1.0%	2.2%	2.2%	13.7%	2.2%	5.6%	2.0%	2.5%	4.2%	8.1%	2.9%	2.7%	0.8%	3.7%	3.2%	4.4%	6.1%	1.3%
	total low priority	23.5%	26.4%	20.3%	17.8%	20.0%	16.7%	27.7%	25.4%	21.9%	37.1%	24.9%	21.8%	28.8%	9.7%	23.0%	21.8%	20.6%	24.4%
	total high priority	52.6%	42.7%	54.2%	44.5%	51.1%	56.9%	48.5%	45.1%	48.7%	30.6%	44.5%	47.9%	39.4%	72.4%	50.8%	47.6%	47.7%	50.5%
clothing stores																			
	1 = Very low priority	7.1%	4.8%	6.3%	5.5%	8.9%	6.9%	6.9%	4.9%	5.6%	9.7%	5.7%	5.9%	4.5%	7.5%	7.7%	4.4%	4.6%	7.4%
	2	11.7%	9.7%	10.0%	8.2%	11.1%	13.9%	10.9%	13.1%	8.3%	9.7%	12.0%	9.0%	13.6%	6.0%	15.6%	5.7%	10.0%	10.3%
	3	24.5%	30.4%	25.1%	19.2%	24.4%	16.7%	27.7%	21.3%	27.6%	29.0%	30.6%	26.1%	21.2%	20.9%	29.1%	22.4%	24.5%	26.4%
	4	28.1%	34.4%	31.7%	37.0%	33.3%	27.8%	29.7%	33.6%	33.4%	29.0%	27.3%	35.6%	34.1%	38.8%	29.6%	34.5%	33.0%	31.5%
	5 = Very high priority	27.6%	18.9%	24.0%	19.2%	22.2%	29.2%	23.8%	23.0%	21.1%	16.1%	22.0%	20.7%	23.5%	26.9%	15.1%	28.8%	22.1%	23.3%
	Other/don't know	1.0%	1.8%	3.0%	11.0%	0.0%	5.6%	1.0%	4.1%	4.0%	6.5%	2.4%	2.7%	3.0%	0.0%	2.9%	4.2%	5.9%	1.0%
	total low priority	18.9%	14.5%	16.2%	13.7%	20.0%	20.8%	17.8%	18.0%	13.9%	19.4%	17.7%	14.9%	18.2%	13.4%	23.3%	10.1%	14.5%	17.7%
	total high priority	55.6%	53.3%	55.7%	56.2%	55.0%	56.9%	53.5%	56.6%	54.5%	45.2%	49.3%	56.4%	57.6%	65.7%	44.7%	63.2%	55.1%	54.9%

		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
bars/nightclubs	1 = Very low priority	21.4%	27.3%	32.5%	43.2%	24.4%	19.4%	28.7%	29.5%	34.0%	38.7%	26.8%	33.0%	28.0%	26.1%	27.8%	33.0%	36.7%	23.6%
	2	11.7%	17.2%	22.5%	17.8%	15.6%	11.1%	17.8%	23.0%	17.7%	9.7%	21.5%	15.4%	21.2%	17.2%	17.5%	18.0%	18.0%	17.4%
	3	18.4%	23.3%	20.7%	13.7%	24.4%	15.3%	20.8%	19.7%	19.5%	12.9%	21.1%	17.0%	23.5%	23.1%	19.6%	19.5%	19.7%	19.2%
	4	22.4%	18.5%	12.2%	10.3%	15.6%	27.8%	19.8%	13.9%	13.9%	21.0%	14.4%	18.1%	15.9%	17.9%	16.4%	15.4%	11.5%	21.0%
	5 = Very high priority	25.5%	12.8%	7.7%	4.1%	17.8%	20.8%	11.9%	13.1%	10.5%	11.3%	12.9%	14.4%	10.6%	13.4%	15.6%	10.1%	8.0%	17.9%
	Other/don't know	0.5%	0.9%	4.4%	11.0%	2.2%	5.6%	1.0%	0.8%	4.4%	6.5%	3.3%	2.1%	0.8%	2.2%	3.2%	4.0%	6.1%	0.8%
	total low priority	33.2%	44.5%	55.0%	61.0%	40.0%	30.6%	46.5%	52.5%	51.7%	48.4%	48.3%	48.4%	49.2%	43.3%	45.2%	51.0%	54.7%	41.0%
	total high priority	48.0%	31.3%	19.9%	14.4%	33.3%	48.6%	31.7%	27.0%	24.5%	32.3%	27.3%	32.4%	26.5%	31.3%	32.0%	25.6%	19.5%	39.0%
		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
neighborhood grocery/bakery	1 = Very low priority	7.1%	7.9%	6.3%	12.3%	11.1%	2.8%	3.0%	9.0%	9.3%	9.7%	9.6%	7.4%	5.3%	6.0%	7.1%	8.7%	8.5%	7.4%
	2	8.7%	13.7%	11.1%	9.6%	13.3%	11.1%	5.9%	7.4%	12.7%	6.5%	12.0%	9.0%	9.8%	13.4%	11.9%	10.1%	12.8%	8.7%
	3	21.4%	22.0%	22.9%	17.8%	17.8%	27.8%	25.7%	28.7%	18.7%	17.7%	17.7%	25.0%	23.5%	23.1%	22.5%	20.7%	22.6%	20.3%
	4	27.6%	28.2%	28.0%	24.7%	17.8%	19.4%	27.7%	27.9%	29.0%	30.6%	25.4%	27.7%	28.8%	31.3%	28.3%	26.4%	27.1%	27.4%
	5 = Very high priority	34.2%	26.9%	29.5%	26.7%	37.8%	34.7%	36.6%	23.8%	27.4%	27.4%	32.5%	28.2%	31.8%	26.1%	27.0%	31.3%	24.1%	35.6%
	Other/don't know	1.0%	1.3%	2.2%	8.9%	2.2%	4.2%	1.0%	3.3%	2.8%	8.1%	2.9%	2.7%	0.8%	0.0%	3.2%	2.7%	5.0%	0.5%
	total low priority	15.8%	21.6%	17.3%	21.9%	24.4%	24.4%	8.9%	16.4%	22.1%	16.1%	21.5%	16.5%	15.2%	19.4%	19.0%	18.8%	21.3%	16.2%
	total high priority	61.7%	55.1%	57.6%	51.4%	55.6%	54.2%	64.4%	51.6%	56.5%	58.1%	57.9%	55.9%	60.6%	57.5%	55.3%	57.7%	51.2%	63.1%
		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
gas station/convenience store	1 = Very low priority	24.5%	22.9%	22.9%	23.3%	24.4%	27.8%	21.8%	26.2%	22.3%	17.7%	23.0%	23.4%	23.5%	20.1%	24.6%	22.2%	25.2%	21.0%
	2	18.9%	19.4%	17.3%	13.7%	15.6%	20.8%	16.8%	23.0%	16.5%	22.6%	16.3%	19.1%	12.9%	20.9%	15.1%	19.9%	16.9%	18.7%
	3	19.4%	21.6%	20.3%	16.4%	22.2%	15.3%	22.8%	21.3%	18.9%	24.2%	16.3%	21.3%	21.2%	19.4%	17.2%	21.4%	18.7%	20.5%
	4	18.9%	20.7%	20.3%	24.7%	15.6%	16.7%	16.8%	14.8%	24.3%	16.1%	20.6%	19.1%	24.2%	29.1%	24.6%	18.0%	19.7%	22.3%
	5 = Very high priority	15.8%	14.1%	15.5%	11.0%	17.8%	11.1%	19.8%	11.5%	14.5%	12.9%	21.1%	13.3%	15.9%	9.0%	15.1%	14.2%	12.8%	16.7%
	Other/don't know	2.6%	1.3%	3.7%	11.0%	4.4%	8.3%	2.0%	3.3%	3.6%	6.5%	2.9%	3.7%	2.3%	1.5%	3.4%	4.4%	6.7%	0.8%
	total low priority	43.4%	42.3%	40.2%	37.0%	40.0%	48.6%	38.6%	49.2%	38.8%	40.3%	39.2%	42.6%	36.4%	41.0%	39.7%	42.1%	42.1%	39.7%
	total high priority	34.7%	34.8%	35.8%	35.6%	33.3%	27.8%	36.6%	26.2%	38.8%	29.0%	41.6%	32.4%	40.2%	38.1%	39.7%	32.1%	32.5%	39.0%
		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
liquor/wine store	1 = Very low priority	24.5%	38.3%	33.6%	35.6%	28.9%	31.9%	32.7%	34.4%	34.0%	35.5%	34.0%	37.8%	27.3%	26.1%	30.2%	36.2%	38.8%	27.2%
	2	20.9%	18.9%	20.3%	24.0%	22.2%	19.4%	12.9%	23.8%	21.7%	19.4%	23.0%	20.7%	18.9%	21.6%	19.6%	21.4%	21.0%	20.0%
	3	25.0%	18.5%	25.1%	13.0%	15.6%	16.7%	29.7%	23.8%	20.1%	21.0%	22.0%	17.0%	28.0%	20.9%	21.2%	21.1%	17.8%	25.1%
	4	14.8%	13.2%	12.2%	12.3%	20.0%	15.3%	11.9%	9.0%	13.3%	9.7%	11.0%	13.8%	12.9%	20.1%	15.9%	10.8%	11.5%	14.9%
	5 = Very high priority	14.3%	9.7%	5.9%	1.4%	11.1%	11.1%	12.9%	6.6%	6.6%	8.1%	7.7%	7.4%	9.8%	9.7%	9.8%	6.6%	4.6%	12.1%
	Other/don't know	0.5%	1.3%	3.0%	13.7%	2.2%	5.6%	0.0%	2.5%	4.4%	6.5%	2.4%	3.2%	3.0%	1.5%	3.4%	4.0%	6.3%	0.8%
	total low priority	45.4%	57.3%	53.9%	59.6%	51.1%	51.4%	45.5%	58.2%	55.7%	54.8%	56.9%	58.5%	46.2%	47.8%	49.7%	57.5%	59.9%	47.2%
	total high priority	29.1%	22.9%	18.1%	13.7%	31.1%	26.4%	24.8%	15.6%	19.9%	17.7%	18.7%	21.3%	22.7%	29.9%	25.7%	17.3%	16.1%	26.9%
		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
drug store/pharmacy	1 = Very low priority	26.5%	23.3%	18.1%	17.1%	17.8%	26.4%	22.8%	20.5%	21.1%	17.7%	23.4%	25.5%	18.9%	16.4%	21.4%	21.1%	21.3%	21.3%
	2	21.9%	19.8%	19.6%	15.8%	20.0%	18.1%	15.8%	21.3%	20.1%	19.4%	17.7%	18.6%	22.0%	23.1%	19.6%	19.5%	19.5%	19.5%
	3	27.6%	30.0%	24.7%	23.3%	26.7%	27.8%	29.7%	29.5%	24.7%	29.0%	23.4%	26.1%	29.5%	26.9%	25.1%	27.1%	26.2%	26.2%
	4	12.2%	15.0%	18.5%	17.8%	8.9%	11.1%	14.9%	16.4%	17.1%	14.5%	16.3%	17.0%	15.2%	19.4%	17.7%	14.6%	14.5%	17.7%
	5 = Very high priority	11.2%	9.7%	16.2%	15.8%	24.4%	11.1%	15.8%	7.4%	13.7%	16.1%	15.8%	10.1%	12.9%	11.9%	12.7%	14.2%	12.6%	14.6%
	Other/don't know	0.5%	2.2%	3.0%	10.3%	2.2%	5.6%	1.0%	4.9%	3.4%	3.2%	3.3%	2.7%	1.5%	2.2%	3.4%	3.6%	5.9%	0.8%
	total low priority	48.5%	43.2%	37.6%	32.9%	37.8%	44.4%	38.6%	41.8%	37.1%	41.1%	41.1%	44.1%	40.9%	49.6%	41.0%	40.6%	40.8%	40.8%
	total high priority	23.5%	24.7%	34.7%	33.6%	33.3%	22.2%	30.7%	23.8%	30.8%	30.6%	32.1%	27.1%	28.0%	31.3%	30.4%	28.8%	27.1%	32.3%

		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
q44: Of the items listed above, what one type of business would you most like to see in downtown Cape Girardeau?	lodging such as hotel, motel or bed or breakfast	16.6%	18.0%	20.9%	19.5%	12.5%	15.9%	18.9%	17.1%	19.3%	28.3%	20.4%	14.5%	17.5%	23.6%	21.4%	16.6%	17.4%	20.3%
	casual dining	13.8%	18.5%	15.5%	27.8%	12.5%	10.1%	12.2%	14.4%	21.6%	20.0%	13.1%	20.8%	19.0%	16.5%	19.7%	16.6%	20.8%	14.4%
	coffee shop	3.3%	0.9%	2.3%	3.8%	5.0%	2.9%	1.1%	4.5%	1.9%	5.0%	3.1%	1.7%	0.8%	1.6%	1.1%	3.4%	3.0%	1.7%
	bookstore	9.4%	12.3%	6.6%	3.0%	7.5%	8.7%	15.6%	7.2%	6.9%	5.0%	9.9%	7.5%	8.7%	9.4%	6.8%	9.1%	6.0%	10.6%
	specialty/gift shops	8.3%	10.0%	7.0%	6.0%	2.5%	11.6%	8.9%	7.2%	7.8%	3.3%	7.9%	9.2%	10.3%	7.9%	6.0%	9.3%	8.3%	7.2%
	antique shops	1.1%	0.9%	1.9%	0.0%	2.5%	0.0%	0.0%	0.9%	1.3%	0.0%	2.1%	1.2%	0.0%	1.6%	1.1%	1.1%	0.9%	1.4%
	art galleries	3.9%	1.9%	4.7%	2.3%	7.5%	1.4%	3.3%	3.6%	3.2%	1.7%	4.2%	2.3%	4.0%	3.9%	4.3%	2.5%	3.2%	3.3%
	upscale dining	5.0%	4.3%	6.6%	6.0%	5.0%	10.1%	4.4%	5.4%	5.0%	1.7%	1.0%	5.8%	5.6%	11.8%	6.8%	4.3%	6.2%	4.4%
	clothing stores	9.9%	7.6%	12.8%	22.6%	20.0%	13.0%	10.0%	14.4%	12.6%	8.3%	10.5%	11.6%	11.1%	13.4%	9.4%	15.9%	18.3%	6.7%
	bars/night clubs	12.2%	7.6%	2.3%	0.0%	7.5%	7.2%	6.7%	9.0%	4.2%	11.7%	6.3%	6.4%	4.8%	2.4%	7.7%	3.9%	1.9%	10.0%
	neighborhood grocery/bakery	8.3%	13.7%	14.0%	6.0%	12.5%	10.1%	13.3%	11.7%	10.9%	10.0%	12.0%	15.0%	12.7%	5.5%	10.3%	12.0%	10.2%	12.5%
	gas station/convenience store	4.4%	2.8%	2.3%	1.5%	2.5%	2.9%	3.3%	1.8%	3.2%	3.3%	6.3%	1.2%	4.0%	0.0%	2.6%	3.2%	2.1%	3.9%
	liquor/wine store	3.3%	0.9%	1.6%	0.0%	0.0%	5.8%	1.1%	0.9%	1.3%	1.7%	1.0%	1.7%	1.6%	1.6%	2.0%	1.1%	1.2%	1.9%
	drug store/pharmacy	0.6%	0.5%	1.6%	1.5%	2.5%	0.0%	1.1%	1.8%	0.8%	0.0%	2.1%	1.2%	0.0%	0.8%	0.9%	1.1%	0.5%	1.7%

		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
movie theater	1 = Very low priority	18.4%	18.1%	21.8%	32.9%	31.1%	13.9%	14.9%	18.9%	25.0%	21.0%	21.1%	23.4%	22.7%	19.4%	21.4%	23.0%	26.5%	17.4%
	2	12.8%	12.3%	14.4%	11.0%	4.4%	11.1%	9.9%	13.9%	14.1%	16.1%	11.0%	16.0%	15.2%	10.4%	14.6%	11.6%	13.2%	12.6%
	3	19.4%	20.3%	19.2%	19.2%	17.8%	22.2%	14.9%	22.1%	19.9%	21.0%	16.3%	17.0%	18.9%	23.9%	18.5%	20.3%	20.0%	19.0%
	4	21.9%	26.4%	25.1%	13.0%	24.4%	29.2%	27.7%	20.5%	20.9%	24.2%	27.3%	18.1%	19.7%	29.1%	23.0%	22.0%	19.5%	25.9%
	5 = Very high priority	27.6%	21.1%	18.1%	13.7%	20.0%	22.2%	31.7%	21.3%	17.1%	14.5%	22.0%	21.8%	23.5%	16.4%	19.8%	20.3%	15.8%	25.1%
	Other/don't know	0.0%	1.8%	1.5%	10.3%	2.2%	1.4%	1.0%	3.3%	3.0%	3.2%	2.4%	3.7%	0.0%	0.7%	2.6%	2.7%	5.0%	0.0%
	total low priority	31.1%	30.4%	36.2%	43.8%	35.6%	25.0%	24.8%	32.8%	39.2%	37.1%	32.1%	39.4%	37.9%	29.9%	36.0%	34.7%	39.7%	30.0%
	total high priority	49.5%	47.6%	43.2%	26.7%	44.4%	51.4%	59.4%	41.8%	38.0%	38.7%	49.3%	39.9%	43.2%	45.5%	42.9%	42.3%	35.4%	51.0%
		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
excursion boat	1 = Very low priority	7.7%	4.8%	4.1%	8.9%	6.7%	4.2%	5.0%	5.7%	6.6%	9.7%	6.2%	6.4%	6.1%	3.0%	7.4%	4.9%	5.9%	6.2%
	2	15.3%	11.9%	6.6%	11.0%	11.1%	11.1%	10.9%	12.3%	10.3%	16.1%	12.0%	11.2%	9.8%	11.2%	11.6%	10.4%	9.5%	12.6%
	3	23.0%	19.8%	21.8%	18.5%	22.2%	18.1%	23.8%	22.1%	20.7%	21.0%	21.1%	21.3%	18.9%	15.7%	21.2%	20.7%	22.1%	19.5%
	4	27.0%	29.1%	33.9%	27.4%	33.3%	25.0%	34.7%	31.1%	29.6%	27.4%	30.1%	29.3%	33.3%	36.6%	29.1%	30.9%	27.1%	33.6%
	5 = Very high priority	24.5%	32.6%	31.7%	29.5%	24.4%	38.9%	24.8%	25.4%	30.4%	21.0%	29.2%	29.3%	31.1%	31.3%	27.8%	31.1%	31.7%	27.2%
	Other/don't know	2.6%	1.8%	1.8%	4.8%	2.2%	2.8%	1.0%	3.3%	2.4%	4.8%	1.4%	2.7%	0.8%	2.2%	2.9%	2.1%	3.7%	1.0%
	total low priority	23.0%	16.7%	10.7%	19.9%	17.8%	15.3%	15.8%	18.0%	16.9%	25.8%	18.2%	17.6%	15.9%	14.2%	19.0%	15.2%	15.4%	18.7%
	total high priority	51.5%	61.7%	65.7%	56.8%	57.8%	63.9%	59.4%	56.6%	60.0%	48.4%	59.3%	58.5%	64.4%	67.9%	56.9%	61.9%	58.8%	60.8%
		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
riverfront amphitheater	1 = Very low priority	2.6%	6.2%	3.0%	11.0%	0.0%	2.8%	3.0%	6.6%	6.6%	22.6%	5.3%	4.8%	0.8%	0.0%	4.5%	6.1%	7.2%	3.3%
	2	3.6%	4.8%	7.0%	8.2%	6.7%	4.2%	5.0%	4.9%	6.8%	4.8%	7.7%	4.8%	9.8%	3.0%	7.4%	4.9%	7.4%	4.4%
	3	12.2%	19.8%	19.2%	19.2%	13.3%	12.5%	21.8%	17.2%	17.7%	14.5%	18.2%	19.7%	15.2%	20.1%	18.8%	16.7%	18.0%	17.2%
	4	29.6%	32.2%	31.0%	20.5%	51.1%	23.6%	25.7%	32.0%	28.6%	19.4%	26.3%	30.3%	36.4%	29.1%	26.2%	31.7%	29.3%	29.2%
	5 = Very high priority	51.5%	34.8%	38.4%	30.1%	28.9%	56.9%	43.6%	34.4%	36.6%	33.9%	39.2%	37.8%	37.1%	47.0%	40.2%	37.2%	32.8%	45.4%
	Other/don't know	0.5%	2.2%	1.5%	11.0%	0.0%	0.0%	1.0%	4.9%	3.8%	4.8%	3.3%	2.7%	0.8%	0.7%	2.9%	3.4%	5.4%	0.5%
	total low priority	6.1%	11.0%	10.0%	19.2%	6.7%	6.9%	7.9%	11.5%	13.3%	27.4%	12.9%	9.6%	10.6%	3.0%	11.9%	11.0%	14.5%	7.7%
	total high priority	81.1%	67.0%	69.4%	50.7%	80.0%	80.6%	69.3%	66.4%	65.2%	53.2%	65.6%	68.1%	73.5%	76.1%	66.4%	68.9%	62.0%	74.6%

		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
History Museum at Common Pleas Courthouse	1 = Very low priority	11.2%	7.9%	6.6%	7.5%	13.3%	6.9%	8.9%	8.2%	8.0%	17.7%	8.1%	8.5%	6.1%	7.5%	7.4%	9.1%	8.0%	8.7%
	2	16.3%	15.9%	11.4%	8.2%	11.1%	19.4%	16.8%	17.2%	10.7%	12.9%	14.4%	13.8%	9.8%	15.7%	14.3%	12.3%	11.1%	15.6%
	3	32.7%	33.0%	26.2%	23.3%	37.8%	23.6%	33.7%	29.5%	27.6%	22.6%	26.8%	27.1%	31.1%	31.3%	29.1%	28.5%	28.4%	29.2%
	4	27.0%	22.9%	31.7%	30.1%	28.9%	30.6%	25.7%	27.0%	28.4%	22.6%	26.3%	31.9%	31.1%	25.4%	27.0%	29.0%	29.3%	26.7%
	5 = Very high priority	12.2%	18.5%	22.5%	24.7%	8.9%	18.1%	14.9%	16.4%	22.3%	22.6%	21.5%	16.5%	20.5%	20.1%	20.4%	18.6%	19.5%	19.2%
	Other/don't know	0.5%	1.8%	1.5%	6.2%	0.0%	1.4%	0.0%	1.6%	3.0%	1.6%	2.9%	2.1%	1.5%	0.0%	1.9%	2.5%	3.7%	0.5%
	total low priority	27.6%	23.8%	18.1%	15.8%	24.4%	26.4%	25.7%	25.4%	18.7%	30.6%	22.5%	22.3%	15.9%	23.1%	21.7%	21.4%	19.1%	24.4%
	total high priority	39.3%	41.4%	54.2%	54.8%	37.8%	48.6%	40.6%	43.4%	50.7%	45.2%	47.8%	48.4%	51.5%	45.5%	47.4%	47.6%	48.8%	45.9%
		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Minor League baseball ballpark	1 = Very low priority	21.4%	24.2%	25.8%	45.2%	31.1%	29.2%	28.7%	27.0%	27.6%	32.3%	27.8%	26.1%	28.0%	21.6%	22.5%	32.6%	32.1%	23.3%
	2	10.7%	19.4%	15.9%	8.2%	15.6%	18.1%	15.8%	14.8%	13.1%	14.5%	17.7%	16.5%	12.9%	11.2%	12.4%	15.6%	13.0%	15.6%
	3	25.5%	15.9%	19.6%	15.1%	20.0%	19.4%	19.8%	18.0%	19.3%	19.4%	17.2%	18.6%	20.5%	20.9%	18.8%	19.5%	18.9%	19.5%
	4	13.3%	15.9%	17.7%	12.3%	11.1%	13.9%	20.8%	13.1%	14.9%	8.1%	16.7%	12.2%	13.6%	20.1%	15.6%	14.6%	14.5%	15.6%
	5 = Very high priority	28.6%	22.5%	16.2%	9.6%	22.2%	18.1%	14.9%	22.1%	19.9%	21.0%	16.7%	22.9%	20.5%	24.6%	27.8%	12.9%	14.8%	25.1%
	Other/don't know	0.5%	2.2%	4.8%	9.6%	0.0%	1.4%	0.0%	4.9%	5.2%	4.8%	3.8%	3.7%	4.5%	1.5%	2.9%	4.9%	6.7%	0.8%
	total low priority	32.1%	43.6%	41.7%	53.4%	46.7%	47.2%	44.6%	41.8%	40.8%	46.8%	45.5%	42.6%	40.9%	32.8%	34.9%	48.2%	45.1%	39.0%
	total high priority	41.8%	38.3%	33.9%	21.9%	33.3%	31.9%	35.6%	35.2%	34.8%	29.0%	33.5%	35.1%	34.1%	44.8%	43.4%	27.5%	29.3%	40.8%
		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
riverfront gaming	1 = Very low priority	22.4%	40.1%	49.1%	52.7%	40.0%	34.7%	37.6%	43.4%	42.5%	33.9%	41.6%	36.2%	43.9%	45.5%	33.3%	47.6%	46.0%	35.6%
	2	14.8%	15.0%	10.3%	7.5%	2.2%	16.7%	17.8%	10.7%	11.1%	8.1%	15.3%	12.2%	8.3%	12.7%	11.9%	12.1%	9.8%	14.6%
	3	20.4%	12.8%	10.3%	7.5%	17.8%	15.3%	13.9%	13.9%	11.3%	17.7%	12.0%	17.0%	11.4%	11.9%	12.7%	12.9%	12.6%	13.1%
	4	15.3%	11.0%	12.2%	10.3%	15.6%	13.9%	11.9%	12.3%	12.3%	19.4%	12.9%	8.5%	12.9%	12.7%	13.8%	11.4%	11.5%	13.6%
	5 = Very high priority	25.5%	20.3%	15.9%	13.0%	22.2%	18.1%	17.8%	15.6%	19.5%	16.1%	14.4%	23.9%	21.2%	16.4%	24.3%	14.0%	15.6%	22.1%
	Other/don't know	1.5%	0.9%	2.2%	8.9%	2.2%	1.4%	1.0%	4.1%	3.2%	4.8%	3.8%	2.1%	2.3%	0.7%	4.0%	2.1%	4.6%	1.0%
	total low priority	37.2%	55.1%	59.4%	60.3%	42.2%	51.4%	55.4%	54.1%	53.7%	41.9%	56.9%	48.4%	52.3%	58.2%	45.2%	59.6%	55.7%	50.3%
	total high priority	40.8%	31.3%	28.0%	23.3%	37.8%	31.9%	29.7%	27.9%	31.8%	35.5%	27.3%	32.4%	34.1%	29.1%	38.1%	25.4%	27.1%	35.6%
		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
traveling exhibits	1 = Very low priority	11.2%	7.5%	8.9%	15.1%	13.3%	9.7%	13.9%	11.5%	8.7%	19.4%	10.0%	6.9%	8.3%	8.2%	11.4%	9.1%	10.6%	9.5%
	2	16.3%	13.2%	8.5%	11.6%	13.3%	8.3%	17.8%	12.3%	12.1%	6.5%	17.2%	11.7%	9.8%	11.2%	10.1%	14.4%	13.4%	11.3%
	3	30.6%	30.8%	25.1%	29.5%	37.8%	33.3%	26.7%	27.9%	27.6%	38.7%	23.4%	29.8%	29.5%	23.9%	32.0%	25.8%	29.3%	27.7%
	4	20.4%	25.1%	35.1%	20.5%	28.9%	29.2%	21.8%	27.0%	27.0%	19.4%	23.9%	30.9%	28.8%	34.3%	27.5%	25.6%	25.6%	27.4%
	5 = Very high priority	20.9%	19.4%	21.0%	11.6%	6.7%	18.1%	17.8%	18.9%	19.7%	14.5%	20.6%	17.0%	20.5%	20.9%	15.9%	20.9%	15.6%	22.3%
	Other/don't know	0.5%	4.0%	1.5%	11.6%	0.0%	1.4%	2.0%	2.5%	4.8%	1.6%	4.8%	3.7%	3.0%	1.5%	3.2%	4.2%	5.4%	1.8%
	total low priority	27.6%	20.7%	17.3%	26.7%	26.7%	18.1%	31.7%	23.8%	20.9%	25.8%	27.3%	18.6%	18.2%	19.4%	21.4%	23.5%	24.1%	20.8%
	total high priority	41.3%	44.5%	56.1%	32.2%	35.6%	47.2%	39.6%	45.9%	46.7%	33.9%	44.5%	47.9%	49.2%	55.2%	43.4%	46.5%	41.2%	49.7%
		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
family aquatic center	1 = Very low priority	17.9%	24.2%	28.0%	38.4%	26.7%	25.0%	25.7%	25.4%	27.2%	38.7%	25.8%	25.0%	22.7%	26.9%	30.4%	23.7%	28.0%	25.1%
	2	13.8%	17.2%	19.2%	10.3%	15.6%	13.9%	17.8%	15.6%	15.5%	6.5%	16.7%	13.8%	18.9%	18.7%	14.6%	16.5%	15.0%	16.4%
	3	18.4%	14.1%	17.0%	21.2%	22.2%	11.1%	19.8%	18.9%	17.1%	24.2%	15.3%	17.6%	12.9%	19.4%	21.4%	14.2%	18.2%	16.4%
	4	19.4%	17.6%	15.1%	13.7%	11.1%	16.7%	16.8%	11.5%	17.9%	12.9%	17.7%	20.7%	18.9%	11.2%	15.6%	16.9%	15.4%	17.4%
	5 = Very high priority	29.1%	25.6%	16.6%	7.5%	22.2%	29.2%	18.8%	24.6%	18.1%	16.1%	19.6%	20.7%	22.7%	23.1%	15.1%	24.3%	18.0%	22.8%
	Other/don't know	1.5%	1.3%	4.1%	8.9%	2.2%	4.2%	1.0%	4.1%	4.2%	1.6%	4.8%	2.1%	3.8%	0.7%	2.9%	4.4%	5.4%	1.8%
	total low priority	31.6%	41.4%	47.2%	48.6%	42.2%	38.9%	43.6%	41.0%	42.7%	45.2%	42.6%	38.8%	41.7%	42.5%	45.0%	40.2%	43.0%	41.5%
	total high priority	48.5%	43.2%	31.7%	21.2%	33.3%	45.8%	35.6%	36.1%	36.0%	29.0%	37.3%	41.5%	41.7%	34.3%	30.7%	41.2%	33.4%	40.3%

		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
q53: Of the items listed above, what one type of destination/attraction would you most like to see in downtown Cape Girardeau?	movie theater	11.1%	12.1%	9.4%	9.5%	11.4%	12.7%	20.0%	10.9%	8.1%	11.5%	12.9%	10.2%	8.4%	10.6%	9.2%	11.3%	9.2%	11.7%
	excursion boat	12.1%	12.5%	21.3%	24.8%	22.7%	18.3%	14.7%	18.5%	17.2%	23.0%	17.3%	15.6%	19.8%	9.8%	14.1%	20.9%	22.2%	12.8%
	riverfront amphitheater	32.1%	28.1%	22.1%	22.6%	29.5%	28.2%	25.3%	26.9%	25.2%	24.6%	29.2%	26.3%	22.1%	23.5%	27.3%	24.6%	23.3%	28.7%
	History Museum at Common Pleas Courthouse	1.1%	3.6%	9.4%	17.5%	2.3%	1.4%	5.3%	9.2%	8.5%	9.8%	5.9%	7.5%	8.4%	7.6%	7.8%	7.2%	8.5%	6.3%
	Minor League baseball ballpark	14.7%	16.1%	9.4%	8.0%	13.6%	9.9%	10.5%	10.9%	13.0%	14.8%	10.9%	12.4%	11.5%	15.9%	16.5%	8.5%	9.6%	14.9%
	riverfront gaming	14.7%	15.2%	12.4%	13.9%	15.9%	11.3%	13.7%	10.1%	15.4%	11.5%	13.4%	15.1%	15.3%	13.6%	18.1%	10.7%	13.7%	14.4%
	traveling exhibits	3.2%	3.6%	6.7%	2.2%	0.0%	5.6%	3.2%	5.0%	4.5%	0.0%	4.0%	5.9%	4.6%	5.3%	3.5%	4.8%	4.7%	3.7%
	family aquatic center	11.1%	8.9%	9.4%	1.5%	4.5%	12.7%	7.4%	8.4%	8.1%	4.9%	6.4%	7.0%	9.9%	13.6%	3.5%	12.0%	8.7%	7.6%
		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
adding green space	1 = Very low priority	4.1%	5.7%	8.5%	8.9%	4.4%	1.4%	11.9%	4.1%	8.0%	8.1%	5.3%	5.9%	9.1%	6.0%	7.1%	7.0%	8.7%	5.1%
	2	14.3%	10.1%	9.6%	13.7%	20.0%	11.1%	8.9%	8.2%	12.1%	9.7%	10.5%	17.6%	8.3%	8.2%	11.4%	11.4%	12.6%	10.0%
	3	28.6%	26.9%	25.1%	15.8%	24.4%	23.6%	25.7%	26.2%	24.5%	19.4%	28.2%	25.0%	30.3%	24.6%	24.9%	24.7%	23.0%	26.9%
	4	24.5%	25.6%	29.5%	26.7%	22.2%	25.0%	22.8%	28.7%	27.6%	30.6%	23.9%	26.1%	27.3%	31.3%	27.2%	26.2%	26.7%	26.7%
	5 = Very high priority	25.5%	27.8%	25.1%	19.9%	26.7%	31.9%	27.7%	26.2%	22.9%	27.4%	24.9%	21.8%	24.2%	27.6%	26.7%	23.5%	21.7%	28.7%
	Other/don't know	3.1%	4.0%	2.2%	15.1%	2.2%	6.9%	3.0%	6.6%	5.0%	4.8%	7.2%	3.7%	0.8%	2.2%	2.6%	7.2%	7.4%	2.6%
	total low priority	18.4%	15.9%	18.1%	22.6%	24.4%	12.5%	20.8%	12.3%	20.1%	17.7%	15.8%	23.4%	17.4%	14.2%	18.5%	18.4%	21.3%	15.1%
	total high priority	50.0%	53.4%	54.6%	46.6%	48.9%	56.9%	50.5%	54.9%	50.5%	58.0%	48.8%	47.9%	51.5%	58.9%	53.9%	49.7%	48.4%	55.4%
		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
improving lighting	1 = Very low priority	1.5%	3.5%	3.7%	3.4%	4.4%	1.4%	5.9%	1.6%	3.4%	8.1%	1.9%	3.2%	5.3%	0.7%	3.4%	3.2%	4.3%	2.1%
	2	11.7%	7.5%	4.4%	12.3%	22.2%	11.1%	8.9%	6.6%	7.0%	8.1%	11.0%	7.4%	4.5%	7.5%	7.4%	9.1%	8.2%	8.5%
	3	27.6%	25.1%	22.5%	21.2%	20.0%	20.8%	29.7%	24.6%	23.9%	24.2%	21.5%	27.1%	25.0%	25.4%	28.8%	20.3%	23.4%	24.9%
	4	31.1%	39.2%	39.9%	20.5%	22.2%	36.1%	31.7%	37.7%	34.6%	32.3%	32.5%	32.4%	40.2%	36.6%	32.3%	35.7%	33.2%	35.4%
	5 = Very high priority	25.5%	22.9%	27.7%	30.8%	28.9%	26.4%	22.8%	26.2%	27.0%	22.6%	29.7%	27.7%	22.7%	27.6%	25.1%	27.3%	24.9%	27.9%
	Other/don't know	2.6%	1.8%	1.8%	11.6%	2.2%	4.2%	1.0%	3.3%	4.2%	4.8%	3.3%	2.1%	2.2%	2.9%	2.9%	4.4%	5.9%	1.3%
	total low priority	13.3%	11.0%	8.1%	15.8%	26.7%	12.5%	14.9%	8.2%	10.3%	16.1%	12.9%	10.6%	9.8%	8.2%	10.8%	12.3%	12.6%	10.5%
	total high priority	56.6%	62.1%	67.6%	51.3%	51.1%	62.5%	54.5%	63.9%	61.6%	54.9%	62.2%	60.1%	62.9%	64.2%	57.4%	63.0%	58.1%	63.3%
		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
moving utilities underground	1 = Very low priority	8.2%	10.1%	10.3%	8.9%	8.9%	8.3%	5.0%	6.6%	11.5%	14.5%	10.5%	8.0%	11.4%	7.5%	7.7%	11.0%	11.7%	6.9%
	2	16.3%	18.5%	16.6%	13.7%	17.8%	18.1%	13.9%	15.6%	16.9%	11.3%	18.7%	21.8%	12.1%	14.9%	15.3%	17.5%	18.9%	13.8%
	3	36.7%	22.9%	21.4%	21.9%	26.7%	34.7%	32.7%	32.0%	20.7%	32.3%	26.8%	23.4%	20.5%	29.9%	24.6%	25.8%	22.6%	28.5%
	4	16.8%	18.5%	20.3%	19.9%	15.6%	16.7%	20.8%	12.3%	20.9%	21.0%	16.7%	18.1%	21.2%	18.7%	19.6%	18.4%	18.4%	19.5%
	5 = Very high priority	17.9%	23.3%	28.0%	19.9%	20.0%	13.9%	25.7%	26.2%	23.3%	14.5%	20.6%	23.4%	31.8%	25.4%	28.3%	18.6%	18.0%	28.7%
	Other/don't know	4.1%	6.6%	3.3%	15.8%	11.1%	8.3%	2.0%	7.4%	6.8%	6.5%	6.7%	5.3%	3.0%	3.7%	4.5%	8.7%	10.4%	2.6%
	total low priority	24.5%	28.6%	26.9%	22.6%	26.4%	26.4%	18.8%	22.1%	28.4%	25.8%	29.2%	29.8%	23.5%	22.4%	23.0%	28.5%	30.6%	20.8%
	total high priority	34.7%	41.8%	48.3%	39.8%	35.6%	30.6%	46.5%	38.5%	44.2%	35.5%	37.3%	41.5%	53.0%	44.1%	47.9%	37.0%	36.4%	48.2%
		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
adding new parking spaces or lots	1 = Very low priority	4.6%	3.1%	5.5%	2.1%	2.2%	5.6%	3.0%	3.3%	4.2%	8.1%	3.8%	4.8%	3.8%	1.5%	3.4%	4.4%	4.8%	3.1%
	2	8.7%	7.5%	7.0%	4.8%	20.0%	6.9%	4.0%	4.9%	7.4%	11.3%	8.6%	5.3%	6.0%	5.8%	5.8%	8.2%	6.7%	7.7%
	3	17.9%	22.0%	17.7%	16.4%	8.9%	20.8%	21.8%	23.0%	17.3%	19.4%	16.3%	20.7%	22.0%	14.9%	19.3%	17.8%	20.2%	16.4%
	4	24.5%	27.8%	32.5%	31.5%	31.1%	23.6%	28.7%	30.3%	30.0%	25.6%	25.4%	31.9%	30.3%	30.6%	31.7%	27.7%	29.5%	29.5%
	5 = Very high priority	43.4%	38.3%	35.1%	35.6%	35.6%	40.3%	40.6%	36.9%	37.8%	32.3%	42.6%	36.2%	36.4%	45.5%	37.0%	38.5%	33.4%	43.1%
	Other/don't know	1.0%	1.3%	2.2%	9.6%	2.2%	2.8%	2.0%	1.6%	3.4%	3.2%	3.3%	1.1%	2.3%	1.5%	2.6%	3.4%	5.4%	0.3%
	total low priority	13.3%	10.6%	12.5%	6.8%	22.2%	12.5%	6.9%	8.2%	11.5%	19.4%	12.4%	10.1%	9.1%	7.5%	9.3%	12.7%	11.5%	10.8%
	total high priority	67.9%	66.1%	67.6%	67.1%	66.7%	63.9%	69.3%	67.2%	67.8%	58.1%	68.0%	68.1%	66.7%	76.1%	68.7%	66.2%	62.9%	72.6%

		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
developing second-story residential space	1 = Very low priority	10.7%	7.0%	12.2%	10.3%	8.9%	6.9%	8.9%	12.3%	10.3%	14.5%	9.6%	10.1%	9.8%	8.2%	9.3%	10.6%	12.4%	7.2%
	2	13.8%	14.5%	12.5%	17.1%	17.8%	11.1%	12.9%	13.9%	14.3%	11.3%	15.8%	20.7%	6.1%	12.7%	14.3%	14.0%	14.8%	13.3%
	3	20.4%	24.7%	26.2%	26.7%	20.0%	19.4%	29.7%	23.8%	25.6%	25.8%	25.4%	22.3%	30.3%	19.4%	21.2%	27.7%	27.1%	22.1%
	4	22.4%	33.5%	28.0%	20.5%	28.9%	25.0%	23.8%	32.0%	26.4%	19.4%	28.2%	25.5%	28.8%	31.3%	28.0%	26.0%	24.5%	29.7%
	5 = Very high priority	30.1%	15.0%	18.1%	13.7%	22.2%	31.9%	21.8%	12.3%	17.9%	24.2%	17.0%	22.7%	22.4%	22.7%	23.3%	15.6%	13.0%	26.2%
	Other/don't know	2.6%	5.3%	3.0%	11.6%	2.2%	5.6%	3.0%	5.7%	5.4%	4.8%	4.3%	2.3%	6.0%	4.0%	4.0%	6.1%	8.2%	1.5%
	total low priority	24.5%	21.6%	24.7%	27.4%	26.7%	18.1%	21.8%	26.2%	24.7%	25.8%	25.4%	30.9%	15.9%	20.9%	23.5%	24.5%	27.1%	20.5%
	total high priority	52.5%	48.5%	46.1%	34.2%	51.1%	56.9%	45.6%	44.3%	44.3%	43.6%	44.9%	42.5%	51.5%	53.7%	51.3%	41.6%	37.5%	55.9%
		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
making the area more pedestrian-friendly	1 = Very low priority	4.1%	3.5%	3.7%	2.7%	2.2%	4.2%	4.0%	5.7%	3.0%	9.7%	2.9%	3.7%	2.3%	3.7%	3.7%	3.4%	4.3%	2.6%
	2	11.7%	10.1%	5.5%	4.1%	11.1%	9.7%	9.9%	7.4%	7.2%	11.3%	10.5%	9.0%	7.6%	5.2%	8.7%	7.4%	6.3%	10.0%
	3	31.1%	20.7%	22.5%	16.4%	22.2%	23.6%	24.8%	24.6%	22.1%	22.6%	26.8%	21.8%	22.7%	21.6%	24.3%	21.8%	22.3%	23.6%
	4	23.5%	41.0%	29.9%	30.8%	40.0%	23.6%	29.7%	30.3%	32.8%	24.2%	23.9%	37.8%	31.1%	36.6%	31.0%	31.9%	32.8%	30.0%
	5 = Very high priority	27.0%	23.3%	37.3%	35.6%	22.2%	34.7%	29.7%	27.9%	32.0%	27.4%	33.0%	25.0%	34.8%	29.9%	30.2%	31.3%	29.5%	32.3%
	Other/don't know	2.6%	1.3%	1.1%	10.3%	2.2%	4.2%	2.0%	4.1%	3.0%	4.8%	2.9%	2.7%	1.5%	3.0%	2.1%	4.2%	4.8%	1.5%
	total low priority	15.8%	13.7%	9.2%	6.8%	13.3%	13.9%	13.9%	13.1%	10.1%	21.0%	13.4%	12.8%	9.8%	9.0%	12.4%	10.8%	10.6%	12.6%
	total high priority	50.5%	64.3%	67.2%	66.4%	62.2%	58.3%	59.4%	58.2%	64.8%	51.6%	56.9%	62.8%	65.9%	66.5%	61.2%	63.2%	62.3%	62.3%
		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
making the area more handicap accessible	1 = Very low priority	7.7%	5.7%	6.6%	5.5%	8.9%	8.3%	7.9%	7.4%	5.4%	16.1%	4.8%	8.0%	2.3%	6.7%	6.6%	6.1%	7.8%	4.6%
	2	15.8%	12.3%	10.3%	11.6%	4.4%	9.7%	17.8%	11.5%	12.5%	12.9%	14.4%	11.2%	10.6%	12.4%	14.6%	10.6%	11.3%	13.6%
	3	31.1%	30.8%	31.0%	21.2%	35.6%	29.2%	24.8%	34.4%	28.0%	19.4%	29.2%	30.3%	28.8%	31.3%	32.0%	26.4%	29.5%	28.2%
	4	23.5%	26.4%	25.5%	26.7%	17.8%	29.2%	27.7%	17.2%	28.0%	17.7%	24.4%	28.2%	32.6%	24.6%	23.8%	27.5%	24.7%	27.2%
	5 = Very high priority	14.8%	18.5%	21.8%	25.3%	22.2%	20.8%	15.8%	21.3%	19.5%	27.4%	21.5%	16.5%	18.2%	16.4%	17.2%	21.8%	17.8%	22.1%
	Other/don't know	7.1%	6.2%	4.8%	9.6%	11.1%	2.8%	5.9%	8.2%	6.6%	6.5%	5.7%	5.9%	7.6%	6.7%	5.8%	7.6%	8.9%	4.4%
	total low priority	23.5%	18.1%	17.0%	17.1%	13.3%	18.1%	25.7%	18.9%	17.9%	29.0%	19.1%	19.1%	12.9%	20.9%	21.2%	16.7%	19.1%	18.2%
	total high priority	38.3%	44.9%	47.3%	52.0%	40.0%	50.0%	43.5%	38.5%	47.5%	45.1%	45.9%	44.7%	50.8%	41.0%	41.0%	49.3%	42.5%	49.3%
		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
adding public restrooms	1 = Very low priority	6.6%	2.2%	1.8%	2.7%	2.2%	5.6%	5.9%	0.8%	3.0%	6.5%	3.3%	3.7%	1.5%	3.0%	3.4%	3.0%	3.5%	2.8%
	2	6.6%	4.4%	2.2%	4.8%	15.6%	4.2%	5.0%	3.3%	3.4%	4.8%	5.7%	4.3%	0.8%	5.2%	3.7%	4.7%	4.1%	4.4%
	3	22.4%	17.2%	8.5%	11.0%	17.8%	25.0%	14.9%	13.1%	12.5%	25.8%	14.4%	13.8%	7.6%	17.9%	18.0%	11.4%	13.0%	15.9%
	4	28.1%	25.1%	25.1%	17.8%	26.7%	29.2%	23.8%	27.9%	23.3%	17.7%	24.4%	28.7%	25.0%	20.1%	26.7%	23.0%	23.4%	26.2%
	5 = Very high priority	33.2%	48.9%	59.8%	56.2%	28.9%	34.7%	46.5%	51.6%	54.5%	43.5%	47.8%	45.7%	63.6%	50.7%	45.2%	53.7%	50.8%	49.0%
	Other/don't know	3.1%	2.2%	2.6%	7.5%	8.9%	1.4%	4.0%	3.3%	3.4%	1.6%	4.3%	3.7%	1.5%	3.0%	2.9%	4.2%	5.2%	1.8%
	total low priority	13.3%	6.6%	4.1%	7.5%	17.8%	9.7%	10.9%	4.1%	6.4%	11.3%	9.1%	8.0%	2.3%	8.2%	7.1%	7.6%	7.6%	7.2%
	total high priority	61.3%	74.0%	84.9%	74.0%	55.6%	63.9%	70.3%	79.5%	77.8%	61.2%	72.2%	74.4%	88.6%	70.8%	71.9%	76.7%	74.2%	75.2%
		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
improving signage to help people find their way around	1 = Very low priority	12.2%	7.5%	5.2%	6.2%	13.3%	5.6%	12.9%	6.6%	6.8%	19.4%	8.1%	6.4%	7.6%	4.5%	7.9%	7.4%	8.2%	6.9%
	2	16.3%	18.5%	12.2%	11.0%	15.6%	18.1%	8.9%	13.1%	15.5%	4.8%	17.7%	13.8%	16.7%	11.9%	14.8%	14.6%	12.8%	16.9%
	3	34.7%	34.4%	32.1%	26.7%	22.2%	30.6%	38.6%	35.2%	31.8%	29.0%	32.1%	36.2%	33.3%	33.6%	31.7%	33.0%	31.5%	33.6%
	4	20.9%	26.9%	28.4%	26.7%	22.2%	30.6%	19.8%	23.8%	27.2%	21.0%	19.1%	28.2%	24.2%	35.1%	27.0%	24.9%	26.0%	25.6%
	5 = Very high priority	11.2%	11.0%	18.1%	17.1%	17.8%	13.9%	16.8%	16.4%	13.3%	21.0%	17.7%	11.7%	12.9%	13.9%	15.6%	13.3%	14.1%	14.6%
	Other/don't know	4.6%	1.8%	4.1%	12.3%	8.9%	1.4%	3.0%	4.9%	5.4%	4.8%	5.3%	3.7%	5.3%	3.0%	2.9%	6.8%	7.4%	2.3%
	total low priority	28.6%	26.0%	17.3%	17.1%	28.9%	23.6%	21.8%	19.7%	22.3%	24.2%	25.8%	20.2%	24.2%	16.4%	22.8%	22.0%	21.0%	23.8%
	total high priority	32.1%	37.9%	46.5%	43.8%	40.0%	44.5%	36.6%	40.2%	40.5%	42.0%	36.8%	39.9%	37.1%	47.0%	42.6%	38.2%	40.1%	40.2%

		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
improving building facades/rehabilitating historic structures	1 = Very low priority	3.6%	1.8%	3.0%	3.4%	4.4%	0.0%	4.0%	4.1%	2.8%	6.5%	2.9%	3.2%	2.3%	1.5%	4.8%	1.5%	2.4%	3.6%
	2	4.1%	6.6%	3.7%	2.7%	4.4%	6.9%	2.0%	3.3%	4.8%	6.5%	4.3%	4.3%	5.3%	3.7%	5.3%	3.6%	4.1%	4.6%
	3	14.3%	21.1%	14.0%	15.1%	15.6%	9.7%	18.8%	16.4%	16.7%	25.8%	14.4%	14.4%	10.6%	15.7%	16.1%	16.3%	17.1%	15.1%
	4	24.5%	25.6%	26.9%	28.8%	20.0%	20.8%	30.7%	32.0%	25.4%	17.7%	25.4%	25.0%	31.8%	27.6%	25.9%	26.4%	26.9%	25.4%
	5 = Very high priority	52.0%	43.6%	51.7%	41.8%	51.1%	62.5%	44.6%	41.8%	47.3%	37.1%	50.2%	50.0%	50.0%	50.0%	45.8%	49.3%	45.3%	50.5%
	Other/don't know	1.5%	1.3%	0.7%	8.2%	4.4%	0.0%	0.0%	2.5%	3.0%	6.5%	2.9%	3.2%	0.0%	1.5%	2.1%	3.0%	4.1%	0.8%
	total low priority	7.7%	8.4%	6.6%	6.2%	8.9%	6.9%	5.9%	7.4%	7.6%	12.9%	7.2%	7.4%	7.6%	5.2%	10.1%	5.1%	6.5%	8.2%
	total high priority	76.5%	69.2%	78.6%	70.6%	71.1%	83.3%	75.3%	73.8%	72.7%	54.8%	75.6%	75.0%	81.8%	77.6%	71.7%	75.7%	72.2%	75.9%
		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
adding boat dock/landing/marina	1 = Very low priority	10.2%	11.0%	12.5%	13.0%	11.1%	5.6%	12.9%	11.5%	12.9%	17.7%	11.5%	13.8%	12.9%	6.0%	11.9%	11.8%	12.1%	11.5%
	2	17.3%	15.0%	11.1%	7.5%	11.1%	16.7%	9.9%	10.7%	13.7%	14.5%	11.5%	15.4%	9.1%	17.2%	12.7%	13.1%	11.1%	15.1%
	3	19.4%	21.6%	21.8%	18.5%	11.1%	23.6%	23.8%	22.1%	19.9%	16.1%	22.5%	21.8%	22.7%	14.9%	18.3%	22.2%	20.6%	20.3%
	4	28.6%	26.9%	25.5%	30.8%	37.8%	22.2%	26.7%	26.2%	22.6%	22.6%	26.6%	26.5%	31.3%	29.9%	29.9%	25.6%	28.0%	26.9%
	5 = Very high priority	22.4%	22.9%	26.9%	19.9%	24.4%	30.6%	23.8%	23.8%	22.3%	24.2%	23.4%	18.1%	27.3%	28.4%	23.8%	23.0%	22.1%	24.9%
	Other/don't know	2.0%	2.6%	2.2%	10.3%	4.4%	1.4%	3.0%	5.7%	3.6%	4.8%	3.3%	4.3%	1.5%	2.2%	3.4%	4.2%	6.1%	1.3%
	total low priority	27.6%	26.0%	23.6%	20.5%	22.2%	22.2%	22.8%	22.1%	26.6%	32.3%	23.0%	29.3%	22.0%	23.1%	24.6%	24.9%	23.2%	26.7%
	total high priority	51.0%	49.8%	52.4%	50.7%	62.2%	52.8%	50.5%	50.0%	49.9%	46.8%	51.2%	44.7%	53.8%	59.7%	53.7%	48.6%	50.1%	51.8%
		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
having a trolley for tourists and residents	1 = Very low priority	12.2%	12.8%	7.4%	12.3%	11.1%	6.9%	14.9%	9.8%	11.3%	6.5%	13.4%	12.2%	9.8%	9.0%	10.8%	11.2%	10.0%	12.3%
	2	13.8%	18.9%	10.7%	7.5%	11.1%	15.3%	14.9%	9.0%	13.7%	9.7%	12.0%	14.9%	12.9%	14.9%	18.3%	9.1%	11.7%	14.9%
	3	21.9%	23.8%	23.2%	16.4%	31.1%	19.4%	20.8%	24.6%	21.1%	21.0%	20.6%	19.7%	21.2%	29.1%	22.8%	21.1%	22.1%	21.5%
	4	23.5%	21.6%	30.6%	26.7%	20.0%	29.2%	22.8%	25.4%	26.2%	27.4%	25.4%	26.1%	25.8%	26.1%	24.6%	26.2%	27.1%	23.6%
	5 = Very high priority	27.0%	21.1%	25.5%	29.5%	22.2%	27.8%	25.7%	27.0%	24.1%	32.3%	26.8%	22.9%	28.8%	18.7%	20.9%	28.5%	23.4%	27.2%
	Other/don't know	1.5%	1.8%	2.6%	7.5%	4.4%	1.4%	1.0%	4.1%	3.6%	3.2%	1.9%	4.3%	1.5%	2.2%	2.6%	3.8%	5.6%	0.5%
	total low priority	26.0%	31.7%	18.1%	19.9%	22.2%	22.2%	29.7%	18.9%	25.0%	16.1%	25.4%	27.1%	22.7%	23.9%	29.1%	20.3%	21.7%	27.2%
	total high priority	50.5%	42.7%	56.1%	56.2%	42.2%	57.0%	48.5%	52.4%	50.3%	59.7%	52.2%	49.0%	54.6%	44.8%	45.5%	54.7%	50.5%	50.8%
		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
adding an information kiosk for tourists and residents	1 = Very low priority	13.8%	8.4%	5.2%	5.5%	2.2%	12.5%	10.9%	10.7%	7.4%	11.3%	8.6%	10.1%	6.1%	5.2%	9.5%	7.4%	7.6%	9.2%
	2	15.3%	13.2%	11.1%	8.2%	11.1%	12.5%	16.8%	9.0%	12.1%	8.1%	14.4%	11.7%	11.4%	11.2%	15.6%	9.5%	10.2%	14.6%
	3	31.6%	30.4%	27.3%	25.3%	28.9%	20.8%	29.7%	32.0%	29.2%	27.4%	26.3%	29.8%	31.1%	29.9%	28.6%	29.0%	28.2%	29.5%
	4	24.0%	27.8%	33.9%	24.0%	40.0%	34.7%	26.7%	23.0%	27.0%	27.4%	26.8%	26.6%	28.8%	33.6%	27.0%	28.5%	28.6%	26.9%
	5 = Very high priority	13.8%	18.1%	20.3%	30.1%	15.6%	18.1%	14.9%	21.3%	20.7%	22.6%	21.1%	18.6%	21.2%	16.4%	16.9%	21.8%	20.4%	18.7%
	Other/don't know	1.5%	2.2%	2.2%	6.8%	2.2%	1.4%	1.0%	4.1%	3.6%	3.2%	2.9%	3.2%	1.5%	3.7%	2.4%	3.8%	5.0%	1.0%
	total low priority	29.1%	21.6%	16.2%	13.7%	13.3%	25.0%	27.7%	19.7%	19.5%	19.4%	23.0%	21.8%	17.4%	16.4%	25.1%	16.9%	17.8%	23.8%
	total high priority	37.8%	45.9%	54.2%	54.1%	55.6%	52.8%	41.6%	44.3%	47.7%	50.0%	47.9%	45.2%	50.0%	50.0%	43.9%	50.3%	49.0%	45.6%
		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
q68: What would you say is your primary source of information about downtown Cape Girardeau?	local newspaper	34.6%	46.7%	62.6%	77.6%	51.2%	40.3%	44.1%	51.8%	59.7%	44.8%	45.5%	51.7%	58.9%	64.8%	54.8%	54.6%	61.0%	46.9%
	television	5.5%	9.5%	11.0%	7.0%	4.9%	13.4%	7.5%	9.8%	8.4%	15.5%	10.6%	7.4%	6.5%	4.7%	7.9%	9.4%	10.5%	6.7%
	radio	5.5%	8.6%	2.8%	2.8%	4.9%	4.5%	6.5%	4.5%	4.8%	3.4%	6.1%	6.2%	4.0%	3.9%	5.1%	4.7%	4.6%	5.3%
	community websites	8.2%	7.1%	3.5%	1.4%	12.2%	7.5%	5.4%	5.4%	4.0%	6.9%	6.1%	5.1%	4.8%	4.7%	5.4%	4.9%	2.5%	8.3%
	word-of-mouth	46.2%	28.1%	20.1%	11.2%	26.8%	34.3%	36.6%	28.6%	23.2%	29.3%	31.8%	29.5%	25.8%	21.9%	26.8%	26.3%	21.4%	32.8%

		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
q69: And what is your second most likely source of information about downtown Cape Girardeau?	local newspaper	33.9%	29.2%	25.9%	18.4%	28.6%	25.8%	26.3%	35.8%	25.4%	33.9%	26.8%	29.1%	31.0%	22.7%	28.5%	26.1%	22.8%	32.2%
	television	14.8%	21.3%	31.7%	57.9%	21.4%	21.2%	23.2%	25.0%	33.7%	44.6%	30.3%	20.9%	23.3%	26.5%	27.6%	31.0%	37.0%	20.7%
	radio	11.1%	16.7%	8.1%	10.7%	2.4%	15.2%	9.5%	10.0%	13.0%	5.4%	14.1%	14.8%	7.8%	9.8%	11.6%	11.7%	12.8%	10.4%
	community websites	13.2%	9.7%	6.2%	0.7%	9.5%	13.6%	13.7%	5.8%	6.2%	5.4%	11.1%	6.0%	7.8%	10.6%	7.5%	8.0%	4.6%	11.4%
	word-of-mouth	27.0%	23.1%	28.2%	14.3%	38.1%	24.2%	27.4%	23.3%	21.7%	10.7%	17.7%	29.1%	30.2%	30.3%	24.9%	23.2%	22.8%	25.3%

		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
q70: age group	18-34	100.0%	0.0%	0.0%	0.0%	40.0%	56.9%	42.6%	23.8%	12.7%	33.9%	33.5%	30.3%	11.4%	14.9%	23.7%	23.1%	11.1%	37.2%
	35-49	0.0%	100.0%	0.0%	0.0%	24.4%	26.4%	26.7%	32.8%	25.6%	14.5%	25.4%	27.7%	36.4%	35.1%	27.4%	26.7%	22.3%	31.8%
	50-64	0.0%	0.0%	100.0%	0.0%	22.2%	9.7%	22.8%	31.1%	38.0%	25.8%	22.0%	30.3%	41.7%	41.8%	31.2%	33.1%	36.0%	26.9%
	65 or over	0.0%	0.0%	0.0%	100.0%	13.3%	6.9%	5.9%	11.5%	22.3%	24.2%	18.2%	11.7%	9.8%	8.2%	17.7%	17.7%	28.4%	3.8%

		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
q71: Length of Residence	0-2 years	9.2%	4.8%	3.7%	4.1%	100.0%	0.0%	0.0%	0.0%	0.0%	3.2%	6.7%	5.3%	1.5%	4.5%	4.3%	6.2%	5.2%	5.4%
	3-5 years	20.9%	8.4%	2.6%	3.4%	0.0%	100.0%	0.0%	0.0%	0.0%	14.5%	8.6%	6.4%	6.1%	9.7%	8.0%	8.9%	8.0%	9.0%
	6-10 years	21.9%	11.9%	8.5%	4.1%	0.0%	0.0%	100.0%	0.0%	0.0%	6.5%	15.3%	13.8%	9.1%	11.2%	12.6%	11.5%	9.1%	15.1%
	11-20 years	14.8%	17.6%	14.0%	9.6%	0.0%	0.0%	0.0%	100.0%	0.0%	17.7%	8.6%	16.0%	17.4%	15.7%	13.7%	15.1%	12.4%	16.7%
	more than 20 years	32.7%	56.8%	70.5%	76.7%	0.0%	0.0%	0.0%	0.0%	100.0%	54.8%	60.3%	58.0%	65.2%	58.2%	61.4%	58.3%	64.4%	52.8%

		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
q72: Income Level	Under \$25,000	10.7%	4.0%	5.9%	10.3%	4.4%	12.5%	4.0%	9.0%	6.8%	100.0%	0.0%	0.0%	0.0%	0.0%	8.2%	8.8%	7.8%	6.7%
	\$25,000-49,999	35.7%	23.3%	17.0%	26.0%	31.1%	25.0%	31.7%	14.8%	25.0%	0.0%	100.0%	0.0%	0.0%	0.0%	22.5%	34.1%	22.3%	27.2%
	\$50,000-74,999	29.1%	22.9%	21.0%	15.1%	22.2%	16.7%	25.7%	24.6%	21.7%	0.0%	0.0%	100.0%	0.0%	0.0%	28.0%	24.2%	19.1%	25.6%
	\$75,000-99,999	7.7%	21.1%	20.3%	8.9%	4.4%	11.1%	11.9%	18.9%	17.1%	0.0%	0.0%	100.0%	100.0%	0.0%	20.7%	16.2%	15.0%	16.2%
	\$100,000+	10.2%	20.7%	20.7%	7.5%	13.3%	18.1%	14.9%	17.2%	15.5%	0.0%	0.0%	0.0%	0.0%	100.0%	20.7%	16.7%	15.4%	16.2%

		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Gender	Male	44.9%	44.9%	42.8%	45.9%	35.6%	43.1%	46.5%	41.8%	45.5%	43.5%	35.4%	48.9%	51.5%	50.7%	100.0%	0.0%	39.0%	50.8%
	Female	55.1%	55.1%	57.2%	54.1%	64.4%	56.9%	53.5%	58.2%	54.5%	56.5%	64.6%	51.1%	48.5%	49.3%	0.0%	100.0%	61.0%	49.2%

		Age				Length of Residence					Income Level					Gender		Paper / Online	
		18-34	35-49	50-64	65 +	0-2 years	3-5 years	6-10 years	11-20 years	> 20 years	< \$25,000	\$25 - 49,999	\$50 - 74,999	\$75 - 99,999	\$100,000+	Male	Female	Paper	Online
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Paper / Online	Paper	26.0%	45.4%	61.3%	89.7%	53.3%	51.4%	41.6%	46.7%	59.0%	58.1%	49.3%	46.8%	52.3%	53.0%	47.6%	59.4%	100.0%	0.0%
	Online	74.0%	54.6%	38.7%	10.3%	46.7%	48.6%	58.4%	53.3%	41.0%	41.9%	50.7%	53.2%	47.7%	47.0%	52.4%	40.6%	0.0%	100.0%