

COMMUNITY TELEPHONE SURVEY REPORT

FINAL SURVEY FINDINGS AND RESULTS

CITY OF HANNIBAL, MISSOURI

August, 2007



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ACKNOWLEDGMENTS



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



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SECTION I

EXECUTIVE SUMMARY

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

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

A. Priorities For The Community

At the beginning of the survey, respondents were asked to prioritize five potential improvements that "that might improve the quality of life in a given area" using a 5-point scale, where "5" indicated the improvement should be a top priority and "1" indicated the item should be a very low priority. More than seven in ten respondents (71.7%, 4-5) placed a high priority on "repairing major streets." Three in five (60.5%) placed a high priority on "revitalizing the Hannibal downtown area," and a majority (56.0%) also rated "improving emergency services" as a high priority.

About half of respondents placed a high priority on two other items tested in the survey: "attracting more 'big box' retail development" (49.7%) and "upgrading parks and recreation facilities" (48.7%).

B. Visiting Downtown

Respondents were asked how often they visit downtown and what activities they conducted while downtown. More than four in five (82.0%) of respondents indicated that they visit downtown once a month or more. One in nine (11.0%) said that they visit downtown less than once a month, and another 6.7% said that they visit downtown once a year or less.

When asked about seven different reasons that one might visit downtown Hannibal, majorities of respondents indicated that they visit downtown "very" or "somewhat" often for four of these reasons:

- Government/post office (68.2%, very/somewhat often)
- Special events (61.9%)
- Entertainment (53.8%)
- Conducting business (52.2%)

Smaller percentages indicated that they visited downtown for the other three reasons in this section:

- Outdoor recreation, such as walking (40.8%)
- Shopping (39.1%)
- Entertainment (37.8%)

Respondents were also asked which of these “is the one reason [they] most often visit downtown Hannibal,” and a plurality (20.4%) answered “conducting business.” A similar percentage (19.4%) answered “shopping. At least one in ten respondents gave three other responses to this question:

- Special events (15.7%)
- Dining (14.7%)
- Outdoor recreation, such as walking (10.0%)

C. Views of the Current Hannibal Downtown

Respondents were read a list of eleven characteristics that a downtown might have and asked to rate each in Hannibal’s downtown. In no case did more than one in five rate downtown Hannibal as “excellent” (only ‘preservation of historic structures’ was rated ‘excellent’ by as many as 18.0% of respondents), though majorities rated all but two items “excellent” or “good.”

More than three quarters of respondents rated two characteristics of Hannibal’s downtown as “excellent” or “good:”

- Preservation of historic structures (83.7%, excellent/good)
- Signs to help people find their way around (76.3%)

Majorities gave “excellent” or “good” ratings to seven other items in this section:

- Occupied storefronts (68.0%, excellent/good)
- Dining options (64.0%)
- Condition of sidewalks (58.7%)
- Convenient parking (56.3%)
- Convenient business hours (54.3%)
- Diverse mix of businesses (54.3%)
- Available green space (53.7%)

Fewer than half of respondents rated downtown “excellent” or “good” with respect to “condition of streets” (44.7%) and “entertainment options” (44.0%).

Respondents were also asked about the importance of retaining the “historic character” of downtown Hannibal, and an overwhelming majority placed at least some importance on doing so. Two thirds (63.7%) of respondents said that doing so is “very” important, and another three in ten (28.3%) answered “somewhat” important.

D. Priorities For Additional Downtown Businesses

Respondents were read a list of fifteen 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 Hannibal downtown area.

In only three cases did at least half of all respondents place a high priority (4-5 on a five-point scale where “5” was a top priority and “1” was a very low priority) on a type of business:

- Casual dining (58.3%, 4-5)
- Restaurant with outdoor dining (55.0%)
- Lodging such as a hotel, motel or bed and breakfast (50.0%)

Six other types of business were a high priority for two in five respondents or more:

- Clothing stores (48.7%, 4-5)
- Movie theater (47.7%)
- Grocery store (47.3%)
- Pharmacy or drug store (44.7%)
- Upscale dining (45.7%)
- Ice cream shop/soda fountain (40.0%)

Roughly a third of respondents indicated that the following four types of business should be a high priority for Hannibal’s downtown:

- Upscale specialty shops (35.7%, 4-5)
- Art galleries and shops (34.3%)
- Antique shops (33.0%)
- Shoe stores (30.7%)

Much smaller percentages of respondents placed a high priority on adding a micro-brewery (17.7%) or bars/nightclubs (14.0%) to downtown.

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

- Grocery store (15.3%)
- Casual dining (13.0%)
- Movie theater (11.3%)

E. Priorities For Other Downtown Improvements

Respondents were also asked to place priorities on nine other “improvements that might be made to a downtown area” for Hannibal’s own downtown. Again, respondents used a five-point scale in their 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 this list:

- Making the area more pedestrian-friendly (57.3%, 4-5)
- Improving building facades (56.0%)

About half of respondents placed high priorities on three other items:

- Adding new parking spaces or lots (49.0%)
- Improving lighting (47.3%)
- Stricter code enforcement (47.0%)

Smaller minorities placed high priorities on the remaining four items in this section:

- Developing second-story residential space (38.3%)
- Moving utilities underground (38.3%)
- Adding green space (37.0%)
- Improving signage to help people find their way around (32.3%)

F. Communication And Information About Downtown

When asked to indicate their primary and secondary sources of information about downtown Hannibal, more than three in five (63.6%) said that they get their information (primary or secondary) from a "local newspaper." About a third (33.1%) also cited "word of mouth" as a source of information about downtown.

G. Key findings

- Among several "quality of life" issues, respondents were most likely to place a high priority on "repairing major streets," followed by "revitalizing the Hannibal downtown area."
- Most respondents indicated that they visit downtown more than five times a month and most often do so for government/post office business, special events, entertainment and conducting business.
- Respondents gave especially high marks to downtown Hannibal for its preservation of historic structures, directional signage, occupied storefronts and dining options. The condition of its streets and entertainment options were not rated highly by majorities of respondents.
- Majorities of respondents placed high priorities on adding casual and outdoor dining options to downtown, and half placed a high priority on adding lodging options downtown.
- Among several potential downtown improvements, respondents were most likely to place a high priority on making the area more pedestrian-friendly and improving building facades.
- Respondents indicated that they receive information about downtown through a variety of sources, especially a local newspaper and by word of mouth.

SECTION II

OVERVIEW OF DATA

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

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

		%
1. Thinking about the Hannibal, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?	right	56.3%
	mixed	17.3%
	wrong	18.7%
	other, don't know	7.7%

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

	<i>top priority (5)</i>	high priority (4-5)	3	low priority (1-2)	other, don't know
2. Revitalizing the Hannibal downtown area	34.0%	60.0%	23.0%	15.3%	1.7%
3. Repairing major streets	56.0%	71.7%	16.0%	12.0%	.3%
4. Improving emergency services	32.7%	54.7%	26.3%	15.7%	3.3%
5. Upgrading parks and recreation facilities	23.3%	48.7%	30.7%	20.0%	.7%
6. Attracting more big box retail development	33.7%	49.7%	22.7%	23.3%	4.3%

		%
7. How often do you visit downtown Hannibal?	once a year or less	6.7%
	less than once a month	11.0%
	one to five times a month	41.0%
	more than five times a month	41.0%
	other (specify)	.3%
	don't visit downtown	.0%
	other, don't know	.0%

	<i>very often</i>	very/ somewhat often	not very often/ not at all	other, don't know
8. shopping	<i>12.4%</i>	39.1%	60.9%	.0%
9. dining	<i>17.1%</i>	53.8%	46.2%	.0%
10. entertainment	<i>12.0%</i>	37.8%	61.5%	.7%
11. other outdoor recreation, such as walking	<i>19.7%</i>	40.8%	58.2%	1.0%
12. special events	<i>25.1%</i>	61.9%	37.8%	.3%
13. government/post office	<i>34.1%</i>	68.2%	31.4%	.3%
14. conducting business	<i>20.1%</i>	52.2%	47.8%	.0%

		%
15. Of the items listed above, which would you say is the one reason you most often visit downtown Hannibal?	shopping	5.4%
	dining	14.7%
	entertainment	7.7%
	other outdoor recreation, such as walking	10.0%
	special events	15.7%
	government/post office	19.4%
	conducting business	20.4%
	other, don't know	6.7%

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

	<i>excellent</i>	excellent/ good	not so good/ poor	other, don't know
16. signs to help people find their way around	12.3%	76.3%	18.3%	5.3%
17. convenient business hours	5.3%	54.3%	41.7%	4.0%
18. available green space	6.7%	53.7%	35.7%	10.7%
19. preservation of historic structures	18.0%	83.7%	15.0%	1.3%
20. occupied storefronts	5.7%	68.0%	27.7%	4.3%
21. convenient parking	5.0%	56.3%	43.7%	.0%
22. diverse mix of businesses	7.0%	54.3%	41.0%	4.7%
23. dining options	8.0%	64.0%	34.7%	1.3%
24. entertainment options	5.3%	44.0%	53.3%	2.7%
25. condition of streets	4.0%	44.7%	55.0%	.3%
26. condition of sidewalks	6.3%	58.7%	37.3%	4.0%

	%	
27. How important would you say it is that downtown Hannibal work to retain its historic character?	very important	63.7%
	somewhat important	28.3%
	not very important	4.3%
	not at all important	3.0%
	other, don't know	.7%
	very/somewhat important	92.0%
not very/not at all important	7.3%	

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

	<i>top priority (5)</i>	<i>high priority (4-5)</i>	<i>3</i>	<i>low priority (1-2)</i>	<i>other, don't know</i>
28. lodging such as hotel, motel or B&B	26.3%	50.0%	25.7%	24.0%	.3%
29. casual dining	27.7%	58.3%	28.0%	13.7%	.0%
30. movie theater	27.0%	47.7%	19.0%	32.3%	1.0%
31. restaurant with outdoor dining	27.3%	55.0%	24.0%	20.3%	.7%
32. ice cream shop/soda fountain	17.3%	40.0%	27.0%	33.0%	.0%
33. upscale specialty shops	16.3%	35.7%	31.7%	31.3%	1.3%
34. antique shops	16.7%	33.0%	27.3%	39.3%	.3%
35. art galleries and shops	15.3%	34.3%	34.3%	31.0%	.3%
36. micro-brewery	9.7%	17.7%	14.3%	65.0%	3.0%
37. upscale dining	19.7%	45.7%	30.0%	23.7%	.7%
38. clothing stores	22.7%	48.7%	26.0%	24.7%	.7%
39. shoe stores	17.0%	30.7%	29.0%	39.7%	.7%
40. bars/nightclubs	7.7%	14.0%	18.7%	65.7%	1.7%
41. grocery store	27.7%	47.3%	19.0%	33.0%	.7%
42. pharmacy or drug store	29.0%	44.7%	22.7%	32.7%	.0%

	<i>%</i>
43. Of the items listed above, what business would you most like to see in downtown Hannibal?	
lodging such as a hotel, motel or B&B	1.3%
casual dining	13.0%
movie theater	11.3%
restaurant with outdoor dining	7.7%
ice cream shop/soda fountain	1.0%
upscale specialty shops	2.7%
antique shops	4.3%
art galleries and shops	1.7%
micro-brewery	2.3%
upscale dining	8.7%
clothing stores	9.7%
shoe stores	4.3%
bars/nightclubs	2.0%
grocery store	15.3%
pharmacy or drug store	4.3%
other (specify)	6.3%
don't know	4.0%

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

	<i>top priorit y (5)</i>	high priorit y (4-5)	3	low priorit y (1-2)	other, don't know
44. adding green space	18.7%	37.0%	35.3%	22.7%	5.0%
45. improving lighting	20.0%	47.3%	27.7%	22.0%	3.0%
46. moving utilities underground	25.7%	38.3%	25.7%	31.7%	4.3%
47. adding new parking spaces or lots	29.0%	49.0%	25.3%	25.3%	.3%
48. stricter code enforcement	29.0%	47.0%	22.3%	25.7%	5.0%
49. developing second-story residential space	16.7%	38.3%	26.3%	33.0%	2.3%
50. making the area more pedestrian-friendly	32.3%	57.3%	25.7%	16.3%	.7%
51. improving signage to help people find their way around	14.7%	32.3%	37.0%	30.0%	.7%
52. improving building facades	28.3%	56.0%	28.3%	14.0%	1.7%

	%	
54. What would you say is your primary source of information about downtown Hannibal?	local newspaper	35.0%
	television	5.0%
	radio	2.0%
	Chamber of Commerce	1.3%
	website	11.0%
	word of mouth	3.0%
	none	39.0%
	other (specify)	3.7%

	%	
54b. And what is your second most likely source of information?	local newspaper	28.6%
	television	19.6%
	radio	8.6%
	Chamber of Commerce	1.8%
	website	22.1%
	word of mouth	3.9%
	none	11.4%
	other (specify)	3.9%

Classification questions

		%
55. Age	18-34	12.3%
	35-49	24.0%
	50-64	34.0%
	65 or over	28.7%
	other, don't know	1.0%

		%
56. How long have you lived in the Hannibal area?	0-2 years	3.0%
	3-5 years	9.3%
	6-10 years	6.3%
	11-20 years	12.7%
	more than 20 years	68.7%
	other, don't know	.0%

		%
57. Income	under \$25,000	14.3%
	\$25-\$49,999	24.3%
	\$50-\$74,999	20.7%
	\$75-99,999	11.0%
	\$100,000 or more	7.7%
	other, don't know	22.0%

		%
58. Gender	male	50.0%
	female	50.0%

SECTION III

RESPONSES TO OPEN-ENDED QUESTIONS

Verbatim responses to open-ended questions

43. Of the items listed above, what business would you most like to see in downtown Hannibal? [other, specify]

	Frequency	Percent
other response	281	93.7
A HOBBY STORE	1	.3
A NEW MUSEUM	1	.3
A PARK	1	.3
ANYTHING BUT ANTIQUES	1	.3
FINANCIAL BANKING	1	.3
GROCERY STORE; DRUG STORE; UPSCALE	1	.3
HARDWARE STORE	1	.3
LIVE THEATER	1	.3
MANUFACTURING TO CREATE JOBS	1	.3
MICRO BREWERY WITH OUTDOOR DINING	1	.3
NONE OF THEM	1	.3
NOTHING	1	.3
OUTDOOR DINING AND ANTIQUE SHOPS	1	.3
SOMETHING ELSE IN THE TOWN FOR TEENS TO DO SUCH AS A GYMNASIIC CENTER	1	.3
THINGS FOR THE CHILDREN	1	.3
UPDATING THE RIVER FRONT	1	.3

	Frequency	Percent
VARIETY SHOP	1	.3
YOUTH CENTER	1	.3
YOUTH CENTER FOR TEENS	1	.3
Total	300	100.0

**53. Are there any other improvements you think should be made to downtown Hannibal?
 [other, specify]**

	Frequency	Percent
other response	188	62.7
A BETTER TREE PLAN	1	.3
A BIGGER VARIETY OF STORES	1	.3
A LOT OF THE BUILDINGS DOWN THERE NEED TO BE REMOVED SO PEOPLE CAN DEVELOP THAT AREA AND PUT IN NEW STRUCTURES	1	.3
ALL OF HISTORIC DISTRICT SHOULD NOT BE CLOSED IN EVENING FOR TOURISM	1	.3
ALL SIDEWALKS NEED IMPROVEMENT	1	.3
ANOTHER FIVE & TEN STORE; ANOTHER K-MART	1	.3
ANY IMPROVEMENTS THAT ARE MADE THAT WILL DRAW PEOPLE TO DOWNTOWN IS A POSITIVE THING	1	.3
ANYTHING YOU CAN GET DOWN THERE	1	.3
BUILDINGS BEING PAINTED; TAKE DOWN OR FIX ABANDONED BUILDINGS; MORE POLICE PATROL; HOMELESS PEOPLE SHOULD MOVE ON; TOURIST ATTRACTIONS NEED IMPROVEMENTS; TRAFFIC SITUATION IS BAD	1	.3
BUSINESS OPEN IN THE EVENING BECAUSE THE PEOPLE THAT LIVE AND WORK HERE DO NOT HAVE A CHANCE TO GO DOWN DURING THE DAY	1	.3
CLEANING UP THE STREETS AND LIGHTING	1	.3

	Frequency	Percent
DEFINITELY MORE LIGHTING	1	.3
DO AWAY WITH TOURIST STUFF AND BRING MORE INDUSTRIALISM	1	.3
DOG FRIENDLY RESTAURANTS	1	.3
DRIVING INTO TOWN OR BRANCHING OUT PAST MAIN STREET OR WEST THERE ARE BUILDINGS FALLING DOWN AND BAD LOOKING BUILDINGS; A LOT OF PLACES LOOK BAD	1	.3
FINISH THE BRIDGE ON THE SOUTH SIDE	1	.3
FIX THE BRIDGE ON SOUTH MAIN	1	.3
FIX UP THE STREETS	1	.3
FIXING STREETS AND SIDEWALKS	1	.3
FIXING THAT BRIDGE; THAT'S JUST NOT UP TO STANDARDS; THEY NEED TO TEAR IT OUT AND REBUILD IT OR SOMETHING	1	.3
FIXING THE ROADS; THEY NEED TO BE COMPLETELY TORN UP AND RE-DONE, RE-PAVED	1	.3
FOCUS ON RESIDENTIAL AREAS; A MECHANISM FOR SOME LARGE SCALE REINVESTMENT IN DOWNTOWN AREAS; SOME RESPONSIBILITY PLACED ON LANDLORDS WHO OWN THE LARGE APARTMENT BUILDINGS BECAUSE THEY DON'T TAKE CARE OF THEM	1	.3
GET MAIN STREET BRIDGE FIXED; THE BRIDGE CANNOT BE DRIVEN; IT HAS BEEN OUT OF COMMISSION FOR TWO OR THREE YEARS	1	.3
GET OUR BRIDGE OPEN ACROSS BEAR CREEK	1	.3
GET PEOPLE DOWN THERE SOMEHOW	1	.3
GET RID OF MARK TWAIN AND BRING MORE BUSINESSES IN	1	.3

	Frequency	Percent
GET RID OF SOME OF THE BARS; DON'T WASTE MY TAX MONEY ON THE POLICE THAT FIGHT WITH EACH OTHER; IMPROVE THE BUILDINGS AND SIDEWALKS; IMPROVE THE REST OF THE STREETS; WASTING THE TAX PAYER'S MONEY;	1	.3
GET RID OF THAT BOAT HARBOR - TURN IT INTO A RIVER FRONT PARK; ADD A RESTAURANT ON THE RIVER; KEEP THE PARKS UP AND CLEAN; ADD MORE CLEAN RESTROOMS; I WOULD LIKE TO ADD A DRUG STORE AND A GROCERY STORE	1	.3
GREEN AND IMPROVED SIDEWALKS; IT WOULD MAKE IT A LITTLE EASIER TO STROLL AROUND	1	.3
HANNIBAL IN GENERAL NEEDS MORE INDUSTRIAL WORK FOR THE PEOPLE WHO LIVE THERE	1	.3
HARBOR TUG NEEDS TO BE MOVED FARTHER SOUTH OR NORTH IMPROVE RIVER FRONT PROPERTY SO PEOPLE CAN PARK THEIR BOATS AND GO EAT	1	.3
HAVING MORE TREES; MORE GREEN SPACES; GET RID OF OLD BUILDINGS	1	.3
HUMANE SOCIETY IS OUT IN THE COUNTRY BUT SOMETHING NEEDS TO BE DONE DOWNTOWN; IT HAS STRAYS AND I THINK WE SHOULD BE A NO KILL SOCIETY; THE SIDE STREETS LEADING INTO DOWNTOWN ARE PRACTICALLY IMPASSIBLE IN THE WINTER	1	.3
I DON'T THINK THERE'S ENOUGH TO DO FOR CHILDREN AND FAMILIES; JUST THE HISTORICAL PARTS; THEY'RE OKAY BUT THERE'S GOT TO BE SOME RECREATION FOR THE FAMILY	1	.3
I REALLY DO THINK IT'S THE APPEARANCE; THE APPEAL - JUST MAKING IT VERY APPEALING; IT'S SO TRUE TO WALK DOWN THERE AND SEE WHAT'S THERE; WOW! THAT'S WHAT BRINGS PEOPLE BACK - IT NEEDS THE WOW FACTOR	1	.3

	Frequency	Percent
I THINK HAVING THE BUSINESSES STAY OPEN LATER IS IMPORTANT	1	.3
I THINK IT NEEDS TO LOOK MORE HISTORIC	1	.3
I THINK MAIN STREET LOOKS ALL RIGHT; BUT BROADWAY IS BEGINNING TO LOOK JUNKY	1	.3
I THINK ONE THING I HEAR A LOT OF FROM MY FAMILY WAS THAT THEY WOULD LIKE TO SEE MORE RESTAURANTS AND EATING ESTABLISHMENTS	1	.3
I THINK THAT BUILDING CODES NEED TO BE ENFORCED MORE	1	.3
I THINK THAT IT WOULD KIND OF ANCHOR THE DOWNTOWN AREA IF THEY PUT IN A MULTI-PLEX MOVIE THEATER	1	.3
I THINK THAT THE MAIN COMPLAINT THAT PEOPLE HAVE IS THAT SOME OF THE SHOPS AREN'T OPEN AFTER 5	1	.3
I THINK THE FRIENDLINESS SHOULD BE IMPROVED	1	.3
I THINK THE MAIN STREET BRIDGE SHOULD BE FINISHED	1	.3
I THINK THE SHOP OWNERS SHOULD BE HELD ACCOUNTABLE FOR KEEPING THEIR STORE FRONTS CLEAN AND PAINTED AND IT SHOULD BE WHEELCHAIR ACCESSIBLE; THE MUSEUM IS HORRIBLE BECAUSE PEOPLE DISABLED CAN'T GET IN	1	.3
I THINK THERE SHOULD BE STRICT ENFORCEMENT WITH DRINKING	1	.3
I THINK THEY SHOULD MAKE THE OLD PARKING SPACES MORE ATTRACTIVE; PEOPLE NEED TO KEEP THEIR SIDEWALKS CLEAN DURING THE WINTER TIME	1	.3
I WISH THEY WOULDN'T JUST FOCUS ON HISTORIC DISTRICT; THEY NEED TO EQUALLY WORK ON REST OF DOWNTOWN	1	.3
I WOULD ADD PROGRESSION TO TRAFFIC; A PARKING GARAGE DOWNTOWN FOR BETTER PARKING	1	.3

	Frequency	Percent
I WOULD LIKE TO SEE SOME DEPARTMENT STORES; I WOULD ALSO LIKE TO SEE SOME HEALTH CLINICS	1	.3
IMPROVE ON CHRISTMAS IN THE PARK; NATIVITY SCENE IS GONE; NEED TO SHOW THE REAL MEANING OF CHRISTMAS	1	.3
IMPROVE THE OLDER STUFF	1	.3
JUST CLOTHING STORES	1	.3
KEEP RENOVATING BUILDINGS; ALSO IMPROVE THE BRIDGE	1	.3
KEEP THE KIDS FROM CRUISING AROUND; THERE ARE JUST TOO MANY KIDS RUNNING AROUND	1	.3
KEEPING THE STORES DOWNTOWN OPEN LATER	1	.3
LEFT TAVERN; YOU CAN BUY NATURAL FOOD THERE	1	.3
MAKING IT MORE ACCOMMODATING TO HANNIBAL RESIDENTS THROUGHOUT THE YEAR; PRICING AND VARIETY OF CHOICES	1	.3
MANAGING TRAFFIC FLOW BETTER DURING SPECIAL EVENTS	1	.3
MORE ADULT THINGS TO DO INSTEAD OF JUST HISTORICAL	1	.3
MORE BANKING AND ATM'S; RELAX THE HISTORICAL CODE REQUIREMENTS BECAUSE THAT WILL FACILITATE BETTER LOOKING BUILDINGS	1	.3
MORE BUSINESSES	1	.3
MORE DEFINED BICYCLE TRAILS	1	.3
MORE ENTERTAINMENT FOR PEOPLE OF ALL AGES	1	.3
MORE GREEN SPACE; NATIONAL TOM SAWYERS DAY; WE NEED MORE ROOM, IF WE DON'T IT'S GOING TO BE MOVED OUT OF TOWN; BRINGS OVER 100,000 PEOPLE A YEAR	1	.3

	Freuency	Percent
MORE JOBS THAT COULD PAY FOR SOMETHING AROUND HERE	1	.3
MORE OF THE ORIGINAL COPPER STONE STREETS	1	.3
MORE PARKING SPACES FOR TOURISTS THAT BRANCH OFF FROM BROADWAY TO NORTH STREET; BUSINESSES NEED TO STAY OPEN LONGER FOR TOURISTS; THEY SHOULD OPEN AT NOON AND CLOSE AT TEN	1	.3
MORE PLAYGROUND EQUIPMENT IN THE PARKS; PUBLIC DRINKING FOUNTAINS	1	.3
MORE PLAYGROUNDS	1	.3
NEED MORE RESTAURANTS	1	.3
NEED MORE RIVER PARKING	1	.3
NEED TO REPAIR THE NEW BRIDGE; NEEDS TO GET SOUTH MAIN STREET OPENED TO GET EVENTS DOWN THERE	1	.3
NEEDS TO HAVE MORE STUFF GOING ON THAN IT DOES RIGHT NOW; MARK TWAIN IS WORN OUT	1	.3
OPENING MAIN STREET BRIDGE	1	.3
POLICE NEED TO TAKE MORE CARE OF THE STREETS	1	.3
PUT IN A DRAG STRIP AND BRING RACING INTO THE COMMUNITY	1	.3
RAILROAD CROSSING BY THE RIVER FRONT; FOLKS ARE HAVING A DIFFICULT TIME GETTING INTO THE HARBOR WHICH CAUSES THEM TO DRAG WHICH ALSO KEEPS THE TOURISTS AWAY	1	.3
RAILROAD CROSSINGS NEED TO BE REPLACED ON BROADWAY	1	.3
REALLY NEED MORE PARKING BECAUSE WHEN FESTIVALS ARE GOING ON THERE IS NOWHERE TO PARK; NEED SHOPS NOT TO FOCUS TOO MUCH ON TOURISTS AND LOWER THE PRICES	1	.3

	Frequency	Percent
REBUILD BOAT DOCKS ALONG WITH ADDING AN EVENT AREA	1	.3
REMOVE BUSINESSES THAT DON'T HAVE ANYTHING TO DO WITH TOURISM	1	.3
REMOVE FLOOD WALLS AND LEVIES	1	.3
REOPENING THE THEATER	1	.3
ROAD AND STREET IMPROVEMENTS	1	.3
SOMETHING FOR KIDS TO DO TO KEEP THEM PREOCCUPIED	1	.3
SOMETHING FOR KIDS TO DO; THERE IS NOTHING LIKE A SKATING RINK OR AN ARCADE WITH NO ALCOHOL	1	.3
STOP EMPHASIZING ALL FOCUS ON HISTORICAL DISTRICT	1	.3
STORES SHOULD HAVE EVENING HOURS OPEN AT LEAST TILL 7 O CLOCK	1	.3
STREET IMPROVEMENTS	1	.3
TAKE CARE OF THE EMPTY BUILDINGS; GET RID OF THE EMPTY BUILDINGS	1	.3
TAX CREDITS SO THAT IT WILL ALL COME TOGETHER	1	.3
THE AREA SOUTH OF MAIN STREET NEEDS TO BE DEVELOPED AND INCLUDED IN THE FLOOD WALL PROTECTION	1	.3
THE ENTIRE DOWNTOWN AREA SHOULD BE UNDER HISTORICAL DISTRICT WHICH IT ISN'T; THE FIRST BLOCK OF NORTH MAIN IS NOT AND THERE ARE SOME FUNKY LOOKING BUSINESSES THERE WHICH INSTEAD SHOULD LOOK LIKE HISTORICAL BUILDINGS	1	.3

	Frequency	Percent
THE MARINA	1	.3
THE SIDEWALKS AND SHOPS ON THE RIVER FRONT NEED FIXING	1	.3
THE STORES NEED TO BE FIXED UP; SOME HAVE BEEN VACANT FOR A WHILE	1	.3
THE STORES NEED TO BE OPEN LONGER	1	.3
THE STREETS; THE STREETS ARE HORRIBLE	1	.3
THERE SHOULD BE MORE ACTIVITIES FOR KIDS; AND IT WOULDN'T HURT TO ADD WHITE CASTLES AND CHAIN RESTAURANTS	1	.3
THEY NEED A CLOTHING STORE	1	.3
THEY NEED TO ADD SILENT RAILROAD CROSSINGS; THEY NEED TO GET ONE MORE GATE SO THEREFORE THE TRAIN WON'T HAVE TO BLOW IT'S HORN	1	.3
THEY NEED TO PUT SOMETHING FOR THE KIDS	1	.3
THEY NEED TO REPLANT FLOWERS AROUND THE LEVY	1	.3
THEY NEED TO SWEEP THE SIDEWALKS IN FRONT OF BUILDINGS AND PULL WEEDS; JUST KEEP A FRIENDLIER LOOK TO THE AREA AND STAY OPEN LONGER	1	.3
THEY SHOULD GIVE TAX BREAKS FOR BUSINESSES DOWNTOWN; I CANNOT AFFORD A STOREFRONT DOWNTOWN	1	.3
THEY SHOULD HAVE BEAT POLICEMEN WALKING THE BEAT IN DOWNTOWN HANNIBAL; ESPECIALLY IN THE HOURS FROM 6 TO 11 IN THE EVENING	1	.3
THEY SHOULD HAVE TERM LIMITS ON THE COUNCIL THAT THEY HAVE ON THERE RIGHT NOW; NO ONE SHOULD BE PERMANENTLY ON THE COUNCIL	1	.3
TO KEEP THE GROUNDS AND ROADS CLEANER; TO KEEP UP WITH WEEDS AROUND BUILDINGS; LESS LITTER	1	.3

	Frequency	Percent
TOURIST SHOPS COULD BE CLEANED UP MORE	1	.3
WE NEED A DOWNTOWN SOMETHING NEAR THE RIVERFRONT AN OUTDOOR STAGE WITH A COVERED ARENA; BETTER PLAYGROUND FOR THE KIDS WITH BETTER EQUIPMENT	1	.3
WHEN YOU HAVE SOMETHING YOU NEED TO KEEP IT MAINTAINED; DEAD SPACE FROM FLOODS NEEDS TO BE FIXED UP AND MORE USEABLE NOT JUST TO TOURISTS BUT THE COMMUNITY	1	.3
Total	300	100.0

54. What would you say is your primary source of information about downtown Hannibal?

	Frequency	Percent
other response	183	61.0
BEEN THERE AND DONE THAT	1	.3
BEING DOWN THERE ON A REGULAR BASIS	1	.3
BEING IN THE AREA	1	.3
BEING IN THE COMMUNITY	1	.3
BEING IN THE ENVIRONMENT	1	.3
BEING THERE	1	.3
BEING THERE AND SEEING THINGS	1	.3
BORN AND RAISED IN THE COMMUNITY	1	.3
BY GOING THERE	4	1.3
BY LIVING HERE	1	.3
BY LIVING IN THE COMMUNITY	1	.3

	Frequency	Percent
BY LOOKING AT IT; OBSERVE WHAT'S AROUND ME	1	.3
COMMON KNOWLEDGE AND WHAT I KNOW FROM LIVING HERE	1	.3
DRIVE THROUGH THERE	1	.3
DRIVING DOWNTOWN AND WALKING AROUND	1	.3
EXPERIENCE	2	.7
FIRST HAND	1	.3
FIRST HAND EXPERIENCE	2	.7
FROM LIVING THERE AND GOING DOWN THERE	1	.3
GO THERE EVERY OTHER DAY TO WALK AROUND NIPPER PARK	1	.3
GOING DOWNTOWN MYSELF	1	.3
GOING TO DOWNTOWN	1	.3
HANNIBAL MAGAZINE	1	.3
HAVE TO SEE IT	1	.3
I'VE LIVED HERE ALL MY LIFE	1	.3
I'VE LIVED HERE ALMOST ALL MY LIFE	1	.3
I'VE LIVED HERE FOR 56 YEARS	1	.3
I AM DOWN THERE EVERYDAY	1	.3
I HAVE LIVED HERE ALL MY LIFE	2	.7
I LIVE HERE	2	.7
I OWN PROPERTY DOWN THERE	1	.3

	Frequency	Percent
I WALK DOWN THERE EVERY DAY	1	.3
I WORK AND LIVE THERE	1	.3
INFORMATION CENTERS	1	.3
JUST BEING DOWNTOWN MYSELF	1	.3
JUST LIVING HERE	1	.3
LIVE IN THE AREA	1	.3
LIVE IN THE COMMUNITY	2	.7
LIVED AROUND THERE ALL MY LIFE	1	.3
LIVED IN THE COMMUNITY	1	.3
LIVING HERE	3	1.0
LIVING HERE 70 YEARS	1	.3
LIVING HERE FOR 45 YEARS	1	.3
LIVING IN THE COMMUNITY	2	.7
LIVING VERY CLOSE TO IT	1	.3
MY EMPLOYMENT	1	.3
MY OWN EXPERIENCE	3	1.0
MY OWN PERSONAL EXPERIENCE	1	.3
MY OWN SELF; I WAS BORN AND RAISED HERE AND I HAVE BEEN HERE ALL MY LIFE	1	.3
MY OWN SIGHT	1	.3
MY OWN THOUGHTS	1	.3
MY OWN THOUGHTS; NOT ANY CERTAIN SOURCE	1	.3
MYSELF	5	1.7

	Frequency	Percent
MYSELF; GOING DOWN THERE	1	.3
OBSERVATION	2	.7
OWN EXPERIENCES	1	.3
PAMPHLETS	1	.3
PERSONAL EXPERIENCE	9	3.0
PERSONAL OBSERVATION	2	.7
PERSONAL OBSERVATION AND HAVING LIVED HERE AND GROWN UP ALL MY LIFE HERE	1	.3
PERSONALLY SEEING IT	1	.3
PERSONALLY VIEWING DOWNTOWN	2	.7
PERSONALLY VISIT DOWNTOWN	1	.3
SEE IT MYSELF	11	3.7
SELF AWARENESS	1	.3
TOURIST CENTER	1	.3
TRAVELING THROUGH PERIODICALLY	1	.3
USED TO WORK THERE	1	.3
VISITING	1	.3
VISITING IT FIRST HAND KNOWLEDGE	1	.3
VISITING THERE	2	.7
VISITOR CENTERS	1	.3
VISITORS CENTER	1	.3
VISUAL	1	.3

	Frequency	Percent
WALKING AND DRIVING DOWN THROUGH IT	1	.3
WATCHING	1	.3
WHAT I SEE	1	.3
WORK	1	.3
Total	300	100.0

54b. And what is your second most likely source of information?

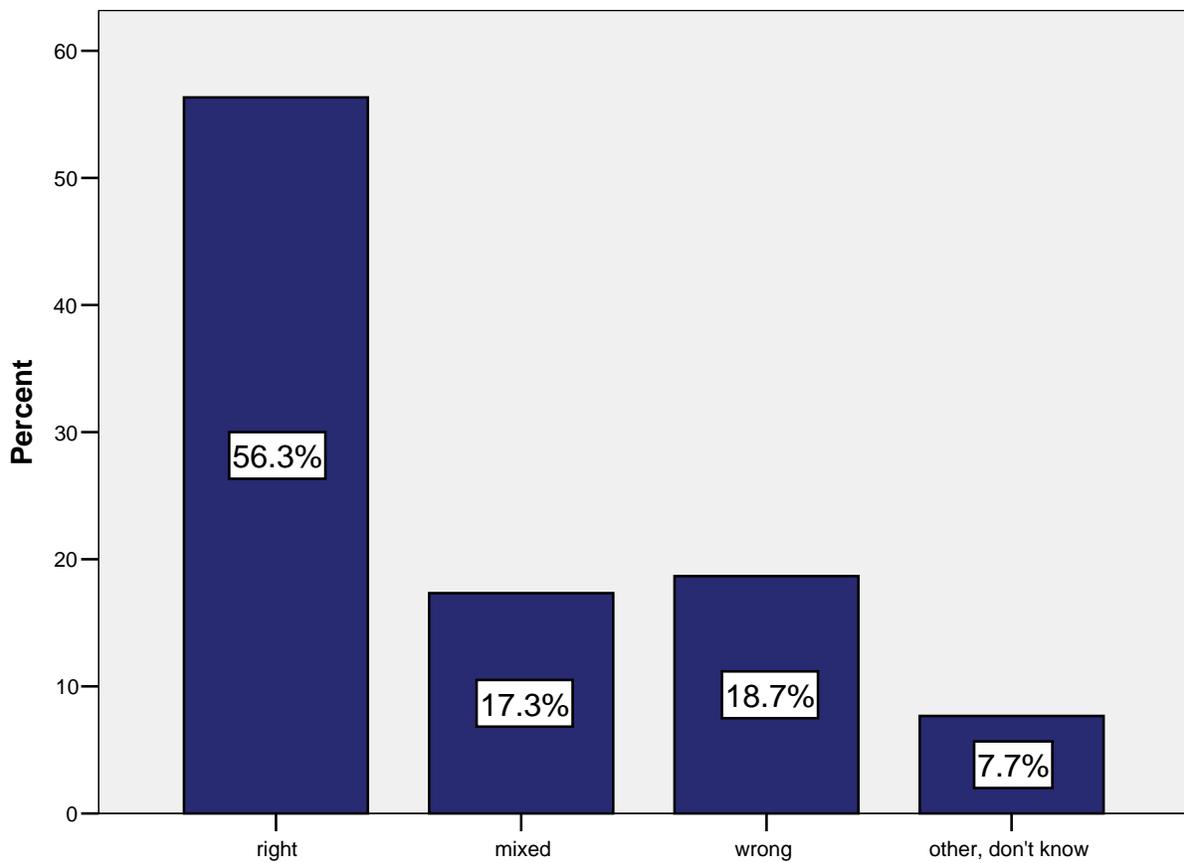
	Frequency	Percent
other response	268	89.3
AT THE CAVE	1	.3
CITY COUNCIL MEETING	1	.3
DOWN THERE A LOT SO I SEE DIFFERENT POSTINGS	1	.3
DRIVING BY	1	.3
DRIVING THROUGH	2	.7
FLYERS	1	.3
HANNIBAL MAGAZINE	1	.3
INTERNET	2	.7
INVOLVED IN CIVIL MATTERS AND SERVICE CLUBS	1	.3
JUST DRIVING AROUND	1	.3
JUST LOOKING WHILE DRIVING	1	.3
LEAFLETS	1	.3
LOCAL COURIER POSTS AND GOING DOWNTOWN	1	.3
MAGAZINES AND BOOKS AND TOURIST CENTER	1	.3
MARK TWAIN'S WHITE HOUSE	1	.3

	Frequency	Percent
MY OWN OPINION	1	.3
MY WIFE	1	.3
MY WIFE IS A STORE OWNER IN THE DOWNTOWN AREA	1	.3
MYSELF	1	.3
OBSERVATION	1	.3
PERIODICALS AND MAGAZINES	1	.3
PERSONAL OBSERVATION	1	.3
PERSONAL VIEWING	1	.3
PHONE BOOK	1	.3
RESIDENT HERE	1	.3
SOMETIMES THEY HAVE FLYERS AT RESTAURANTS	1	.3
STREET SIGNS	1	.3
TRAVELING	1	.3
VISITING	1	.3
VISITING THE DOWNTOWN AREA	1	.3
Total	300	100.0

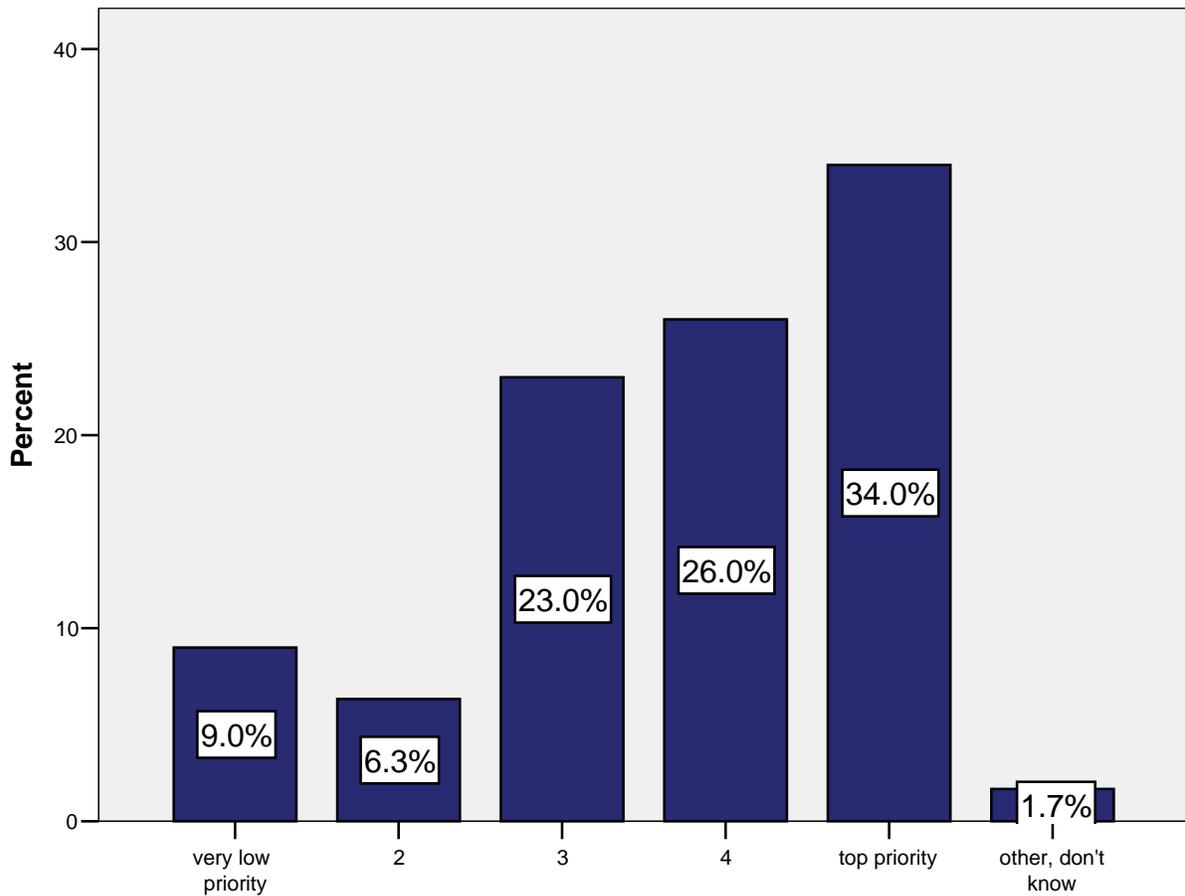
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SECTION IV

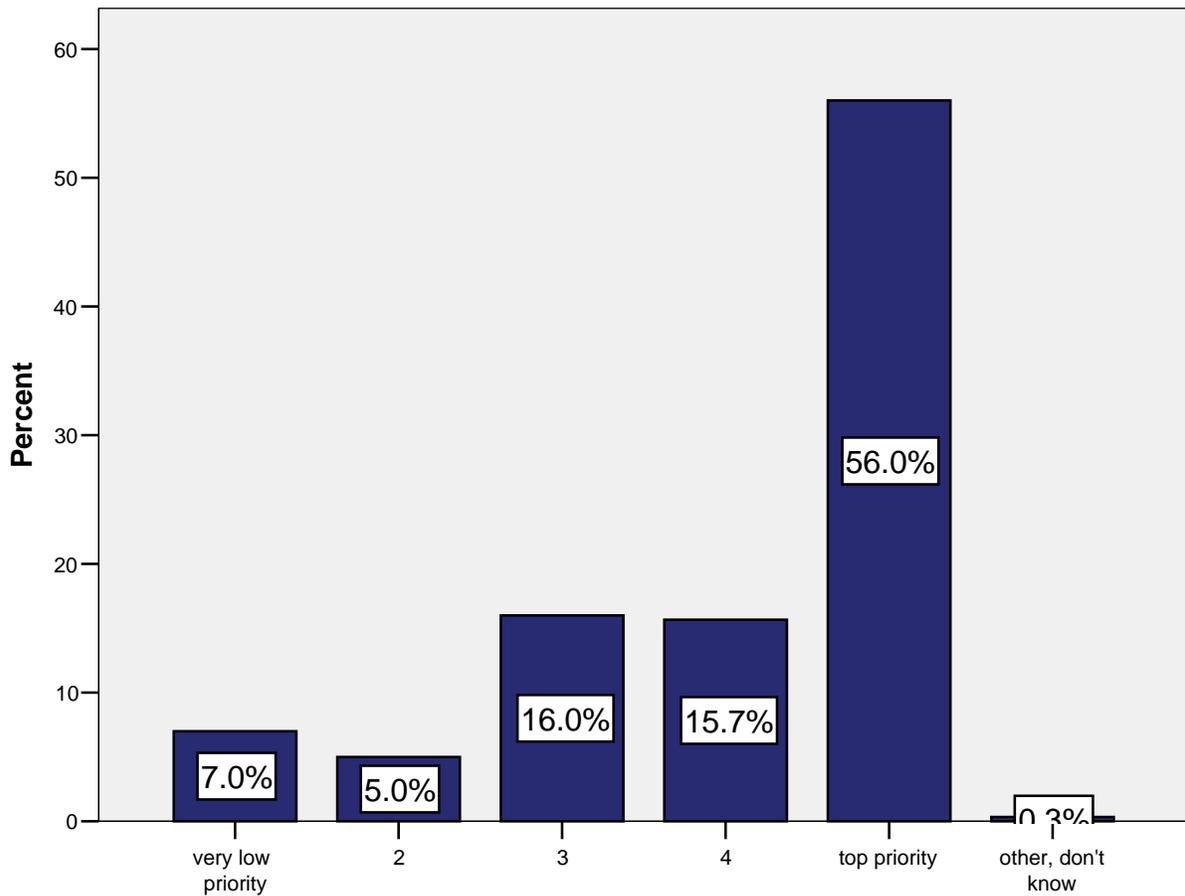
BAR CHARTS



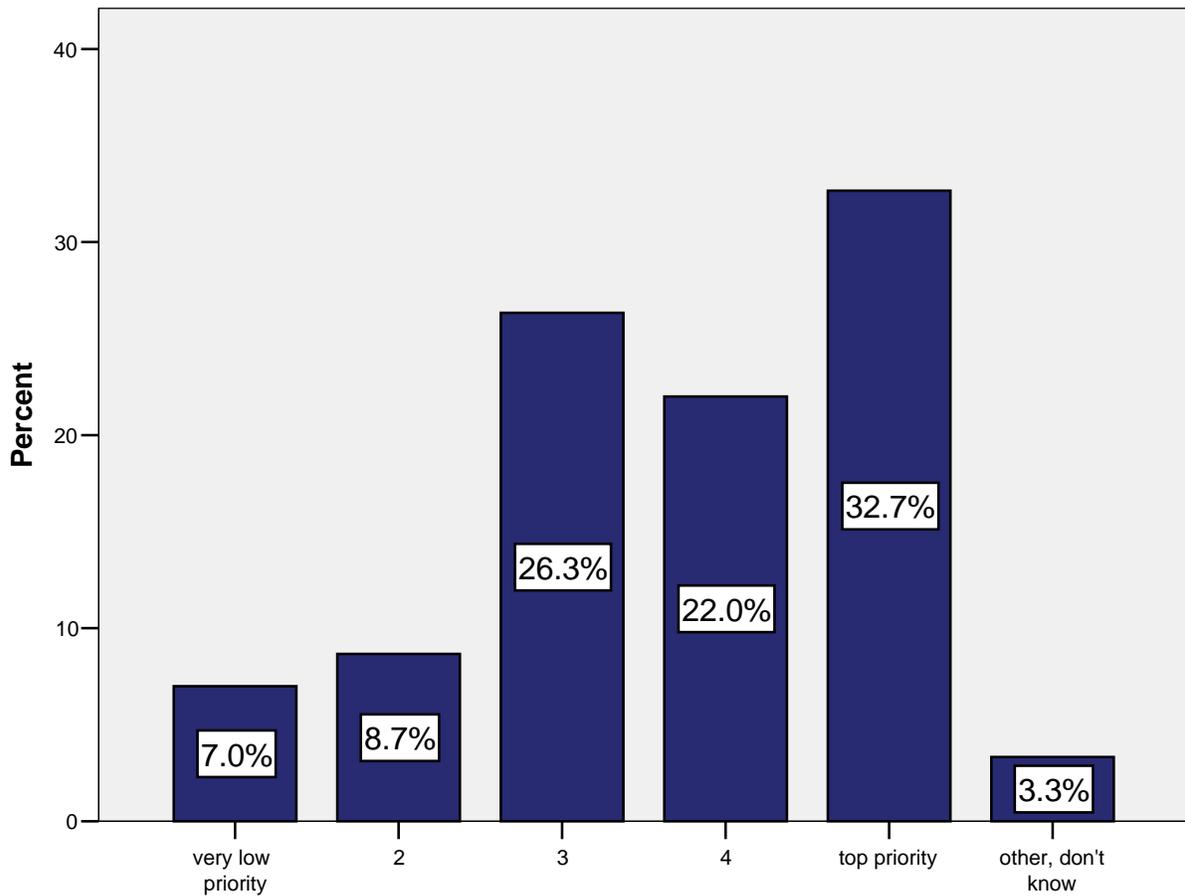
1. Thinking about the Hannibal, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?



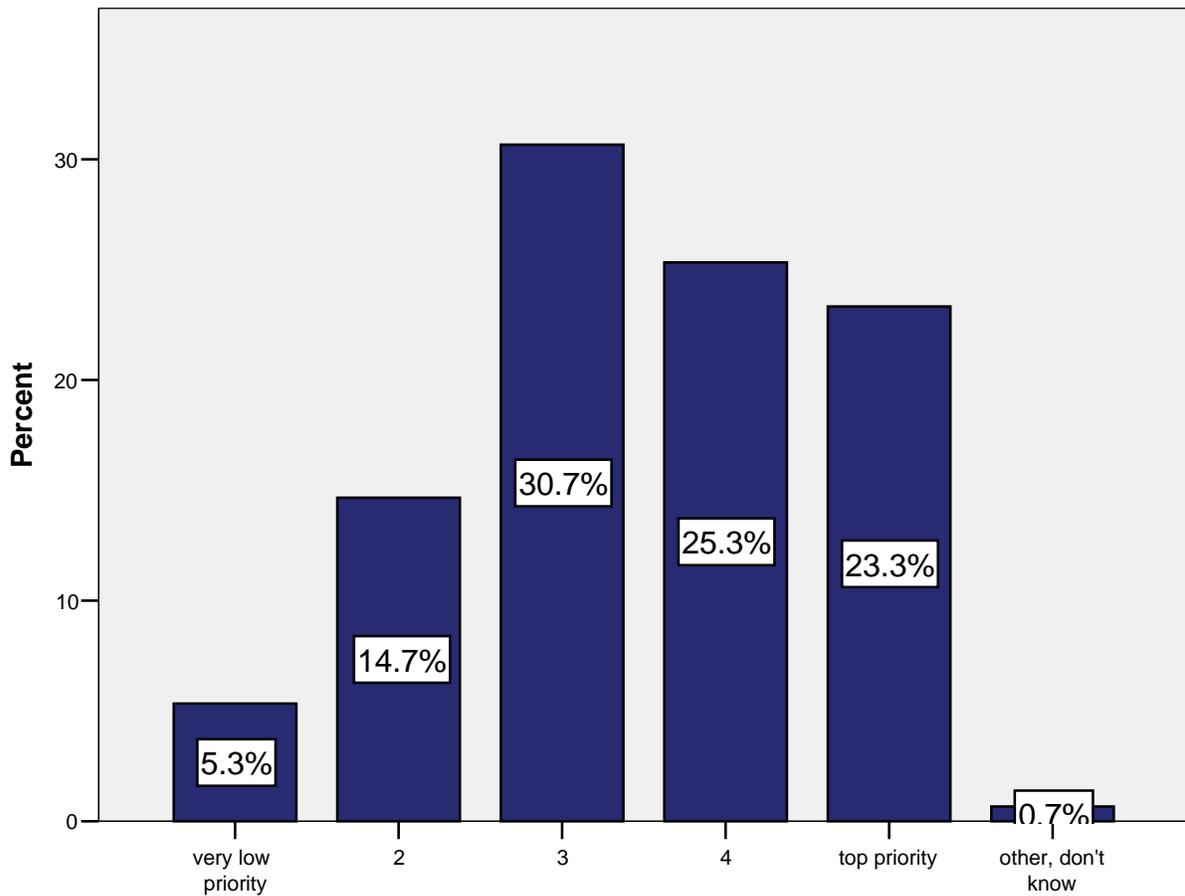
2. Revitalizing the Hannibal downtown area



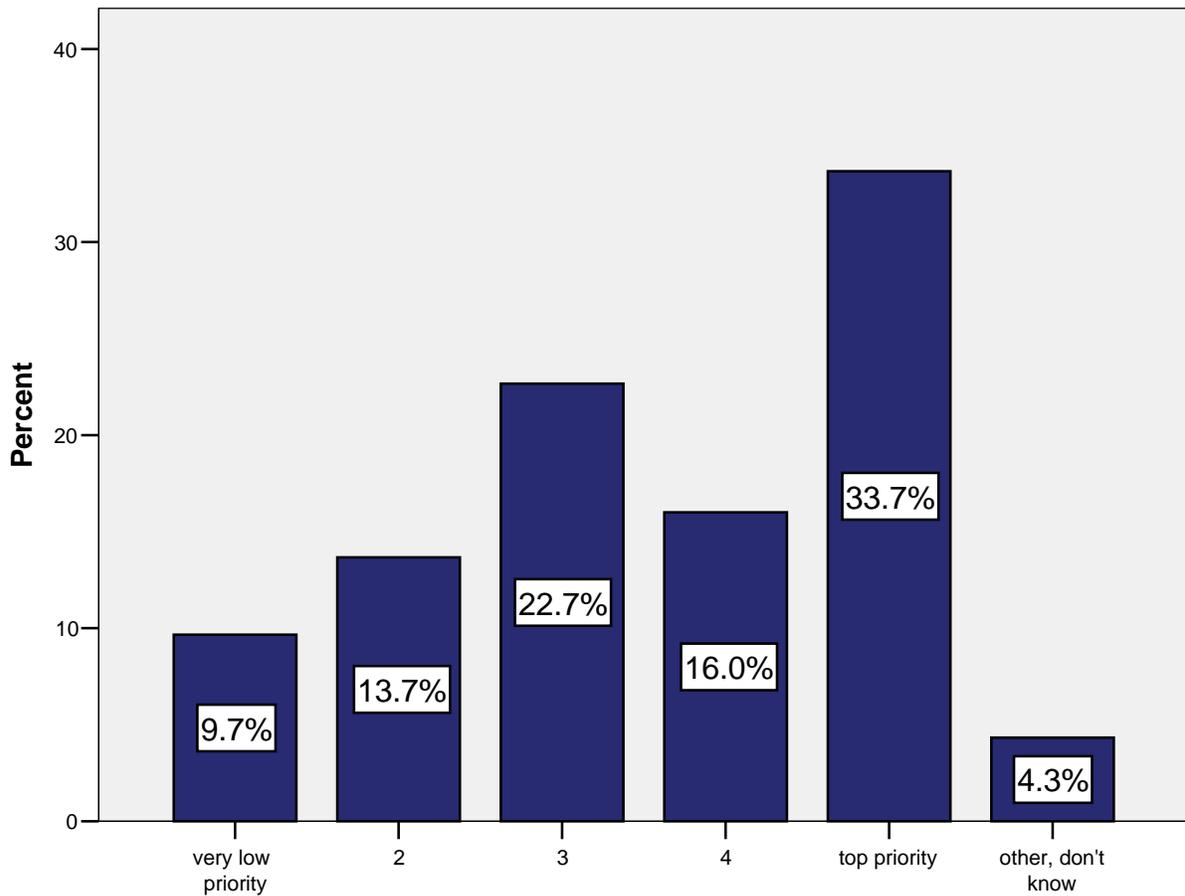
3. Repairing major streets



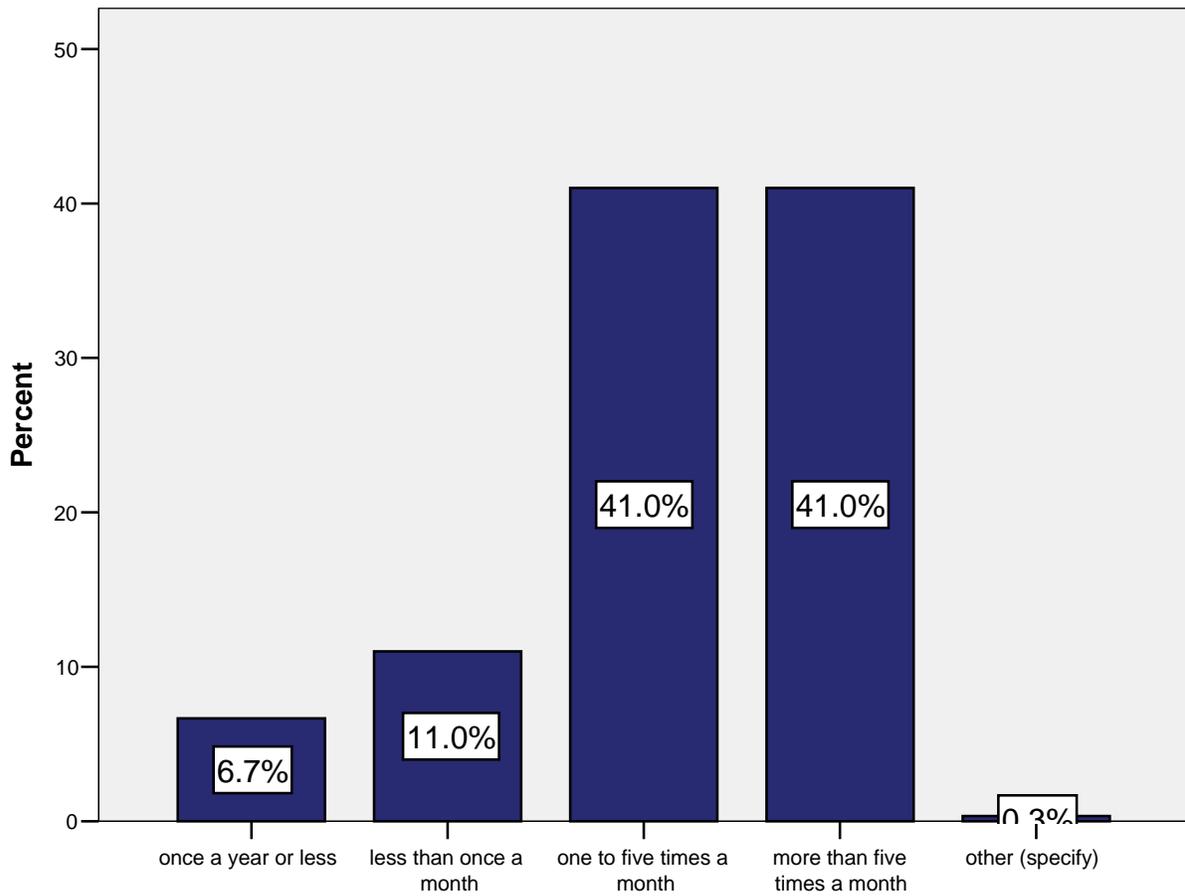
4. Improving emergency services



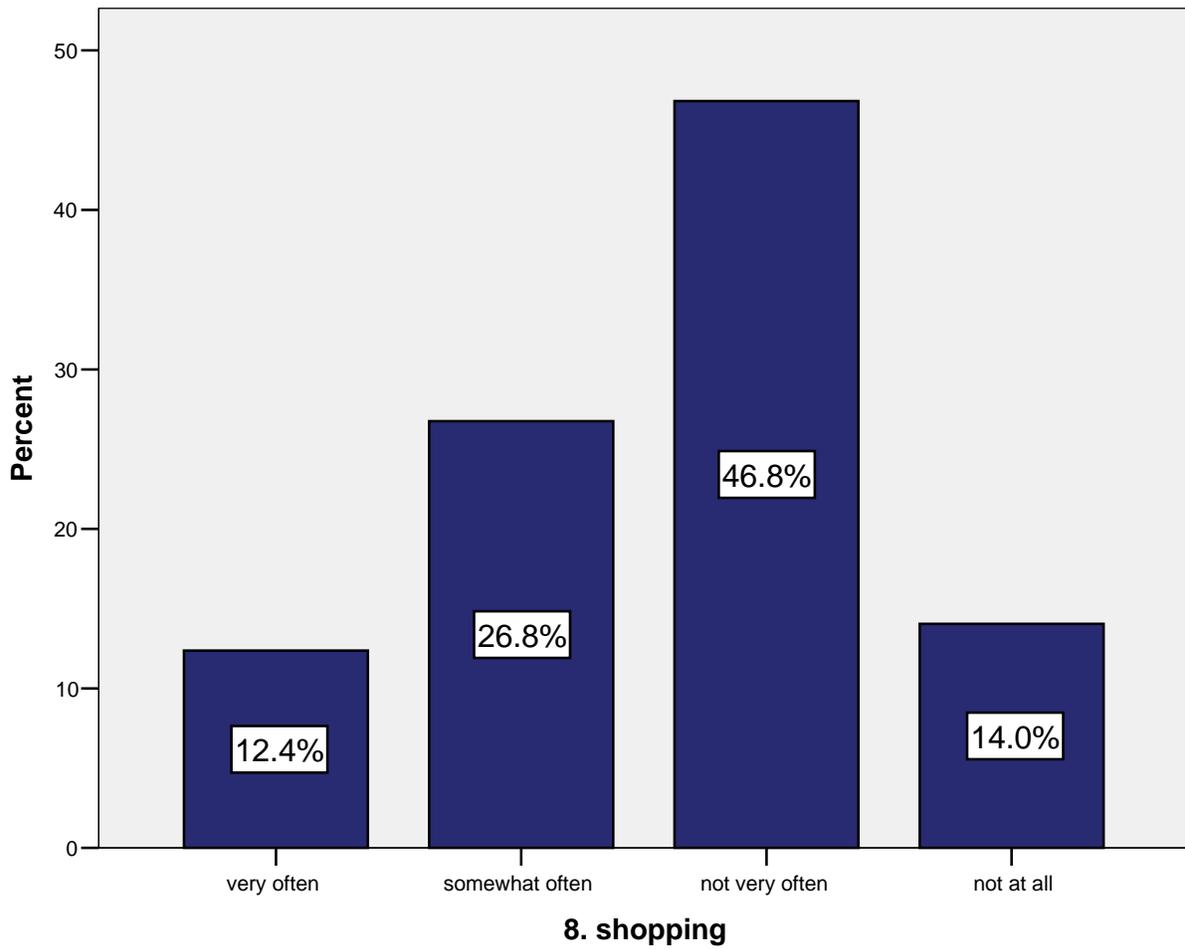
5. Upgrading parks and recreation facilities

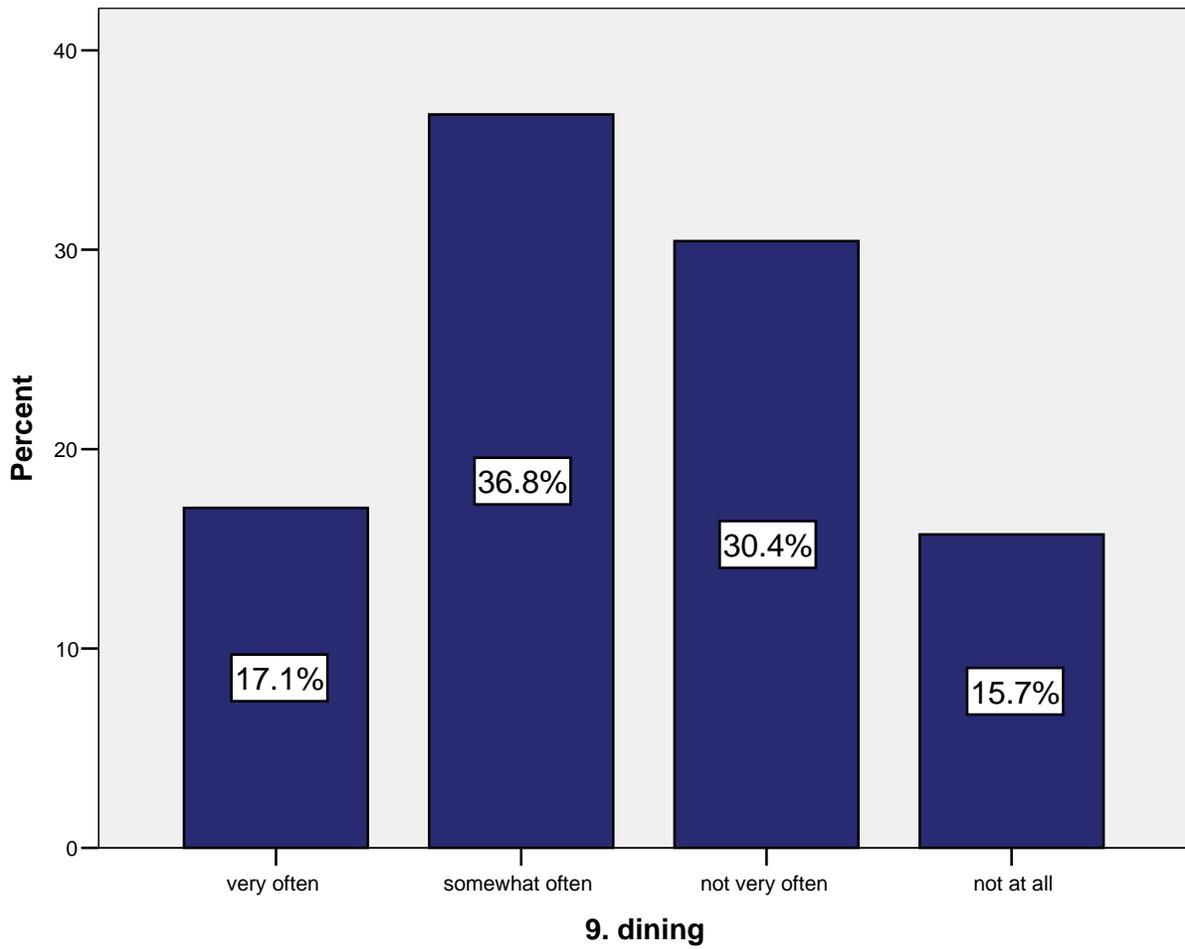


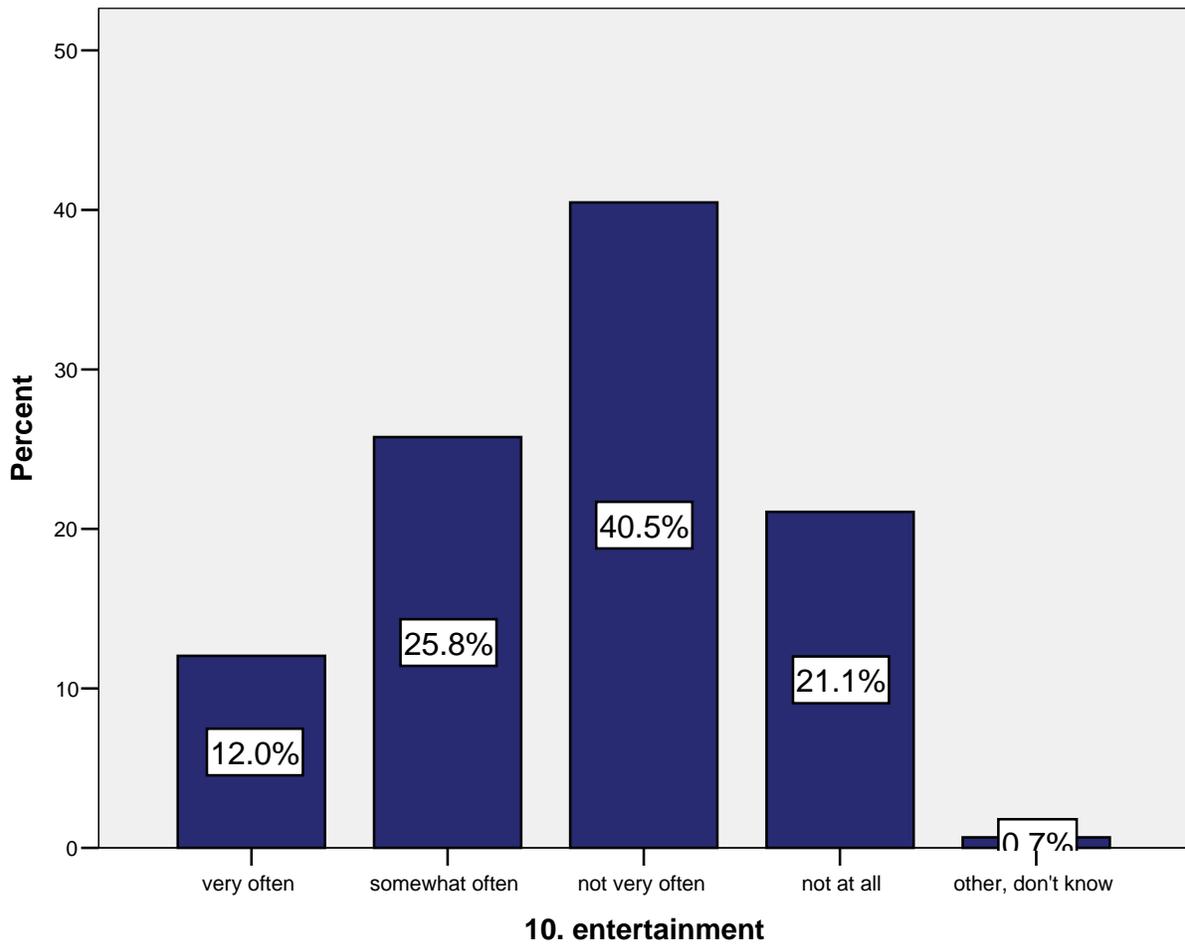
6. Attracting more big box retail development

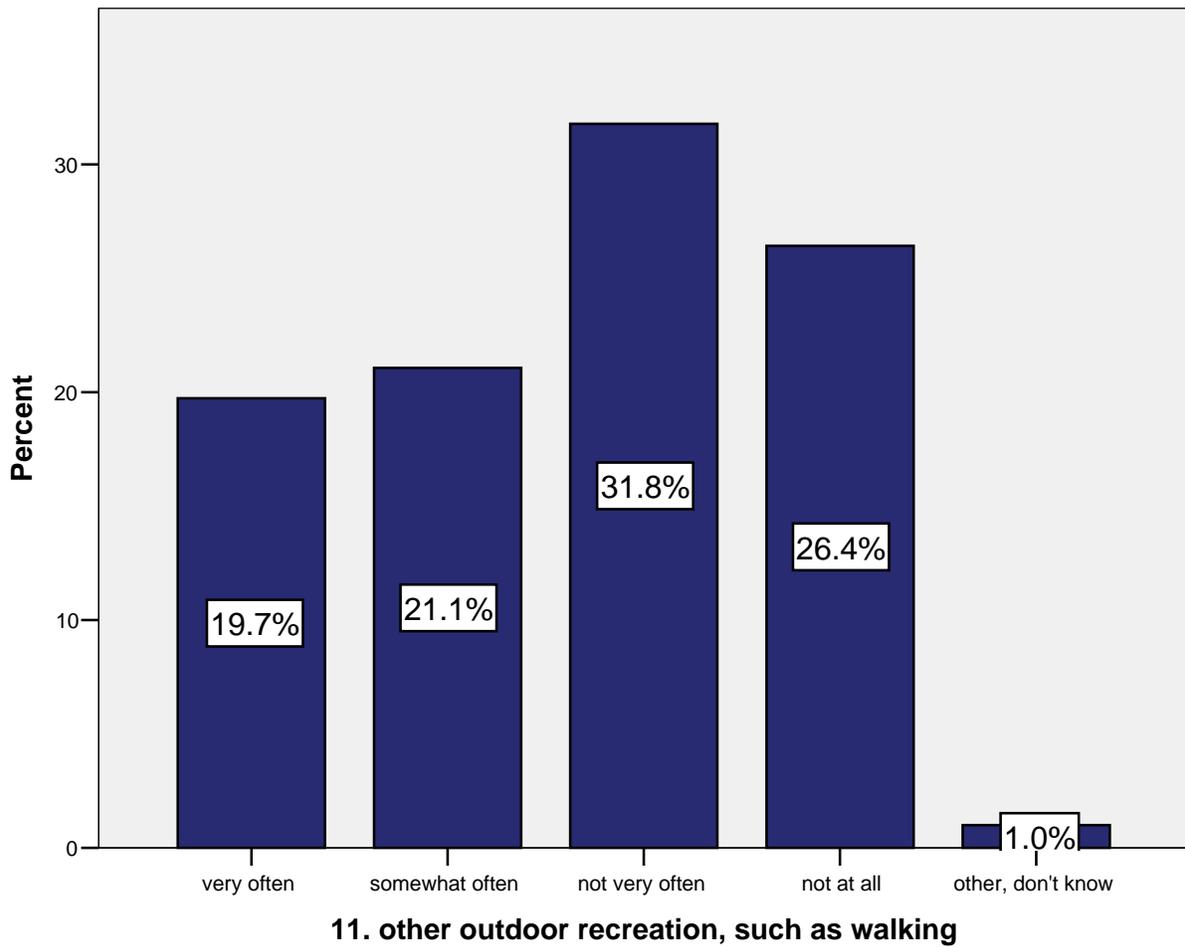


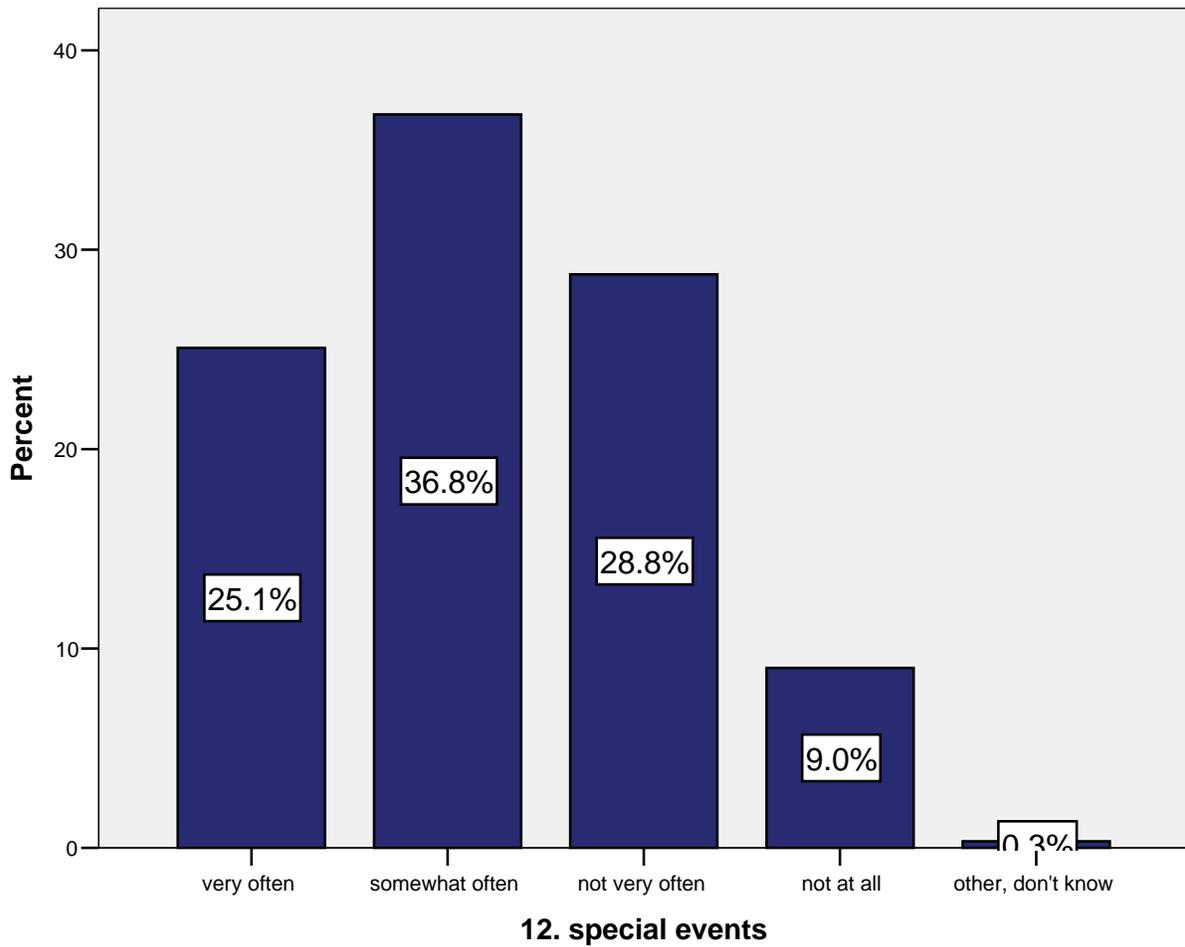
7. How often do you visit downtown Hannibal?

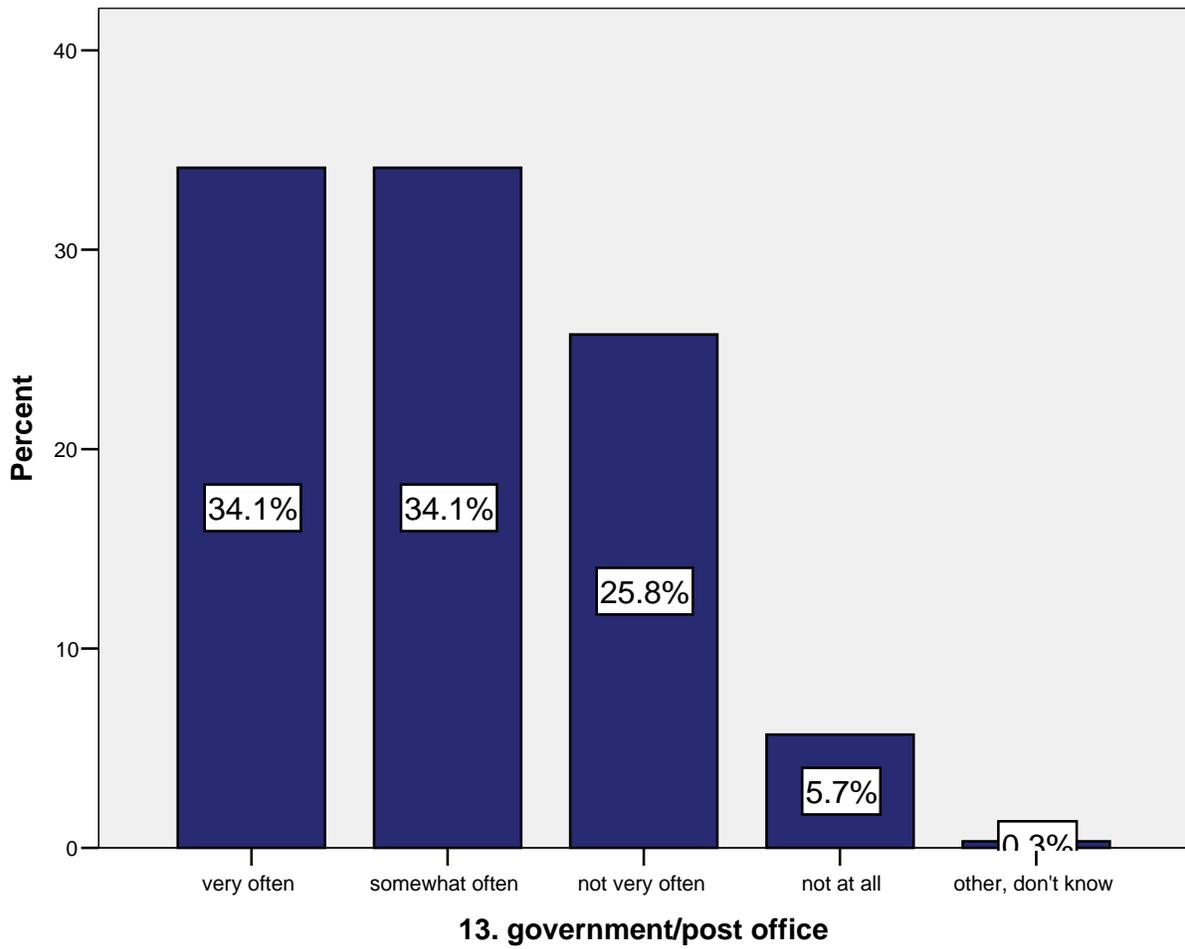


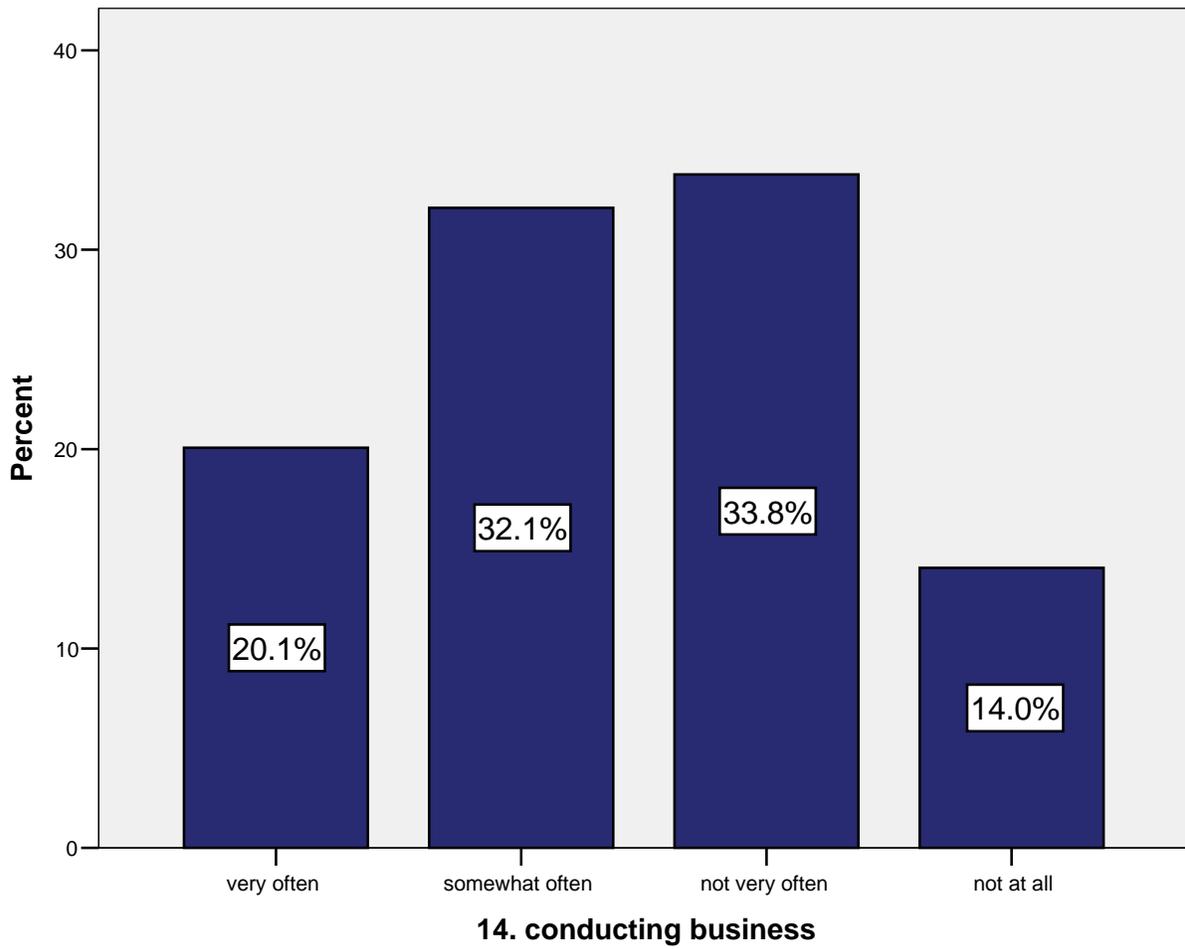


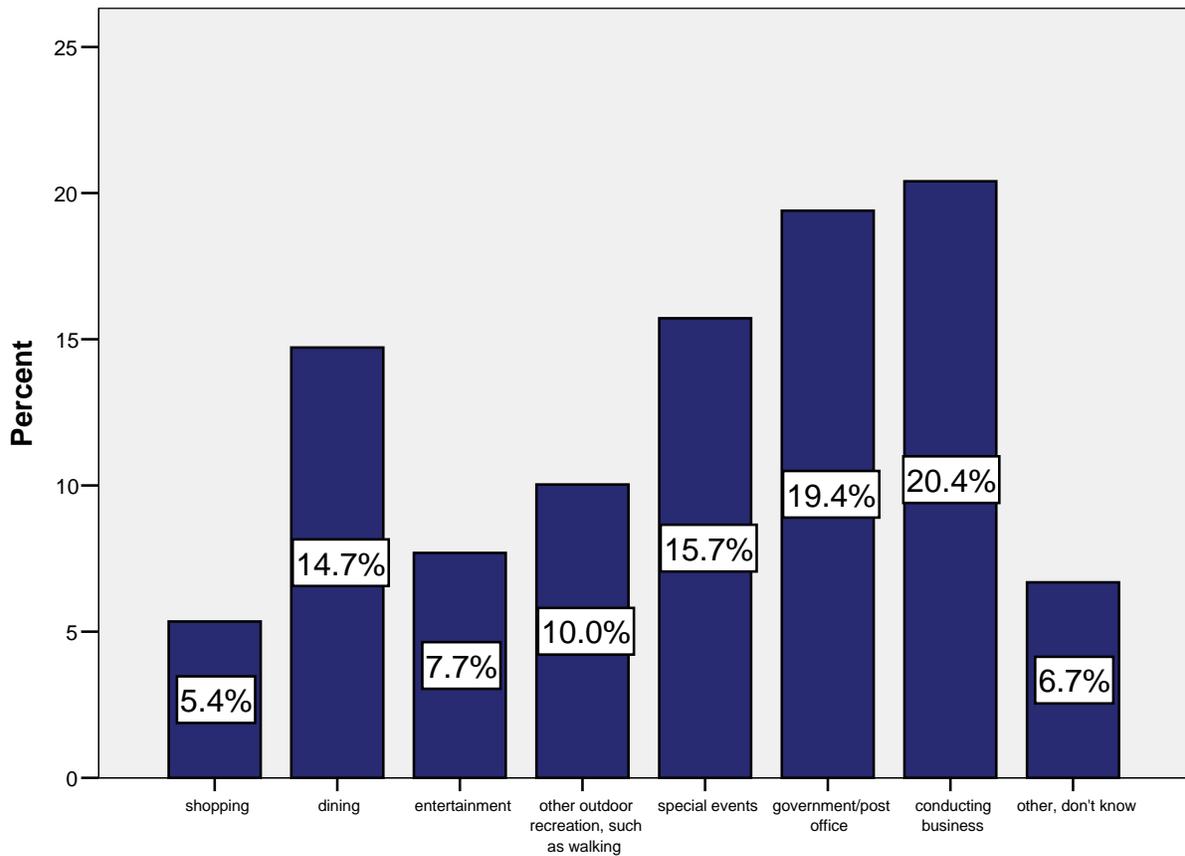




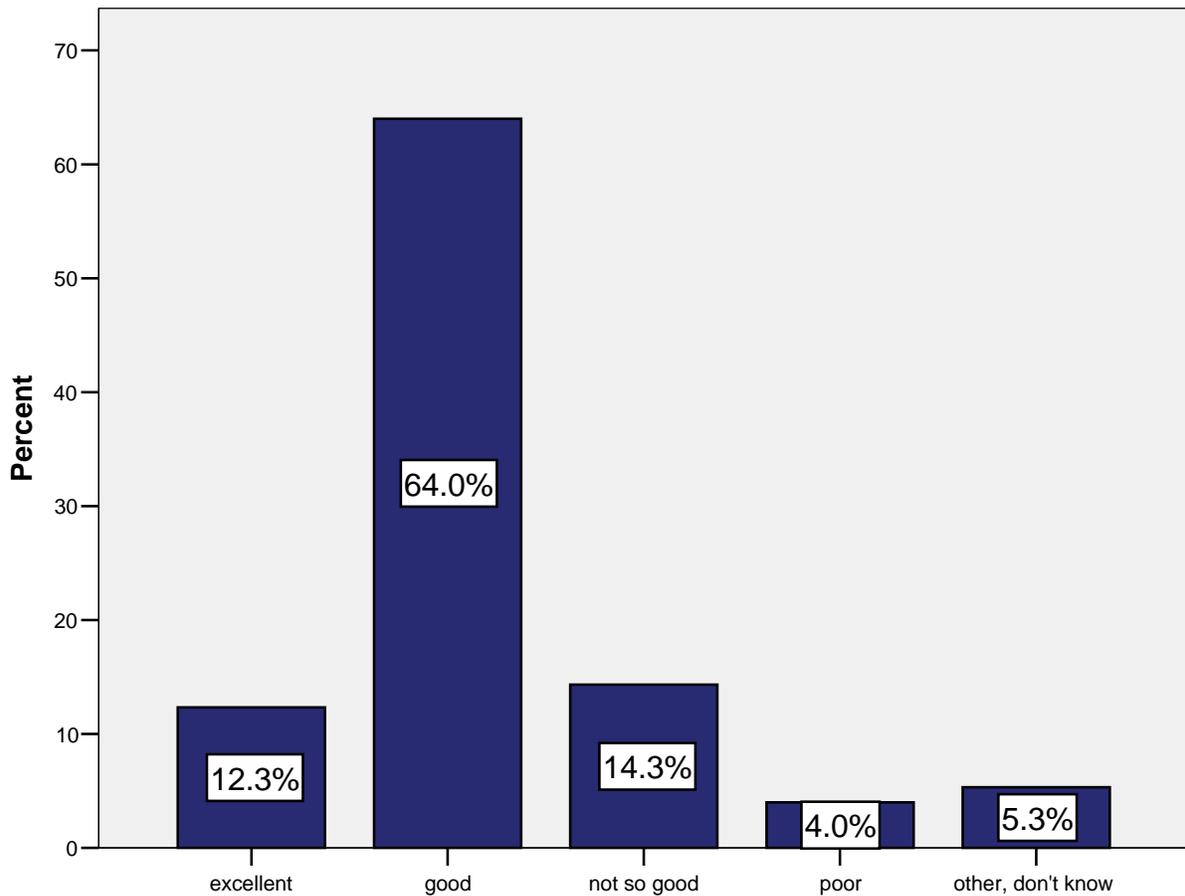




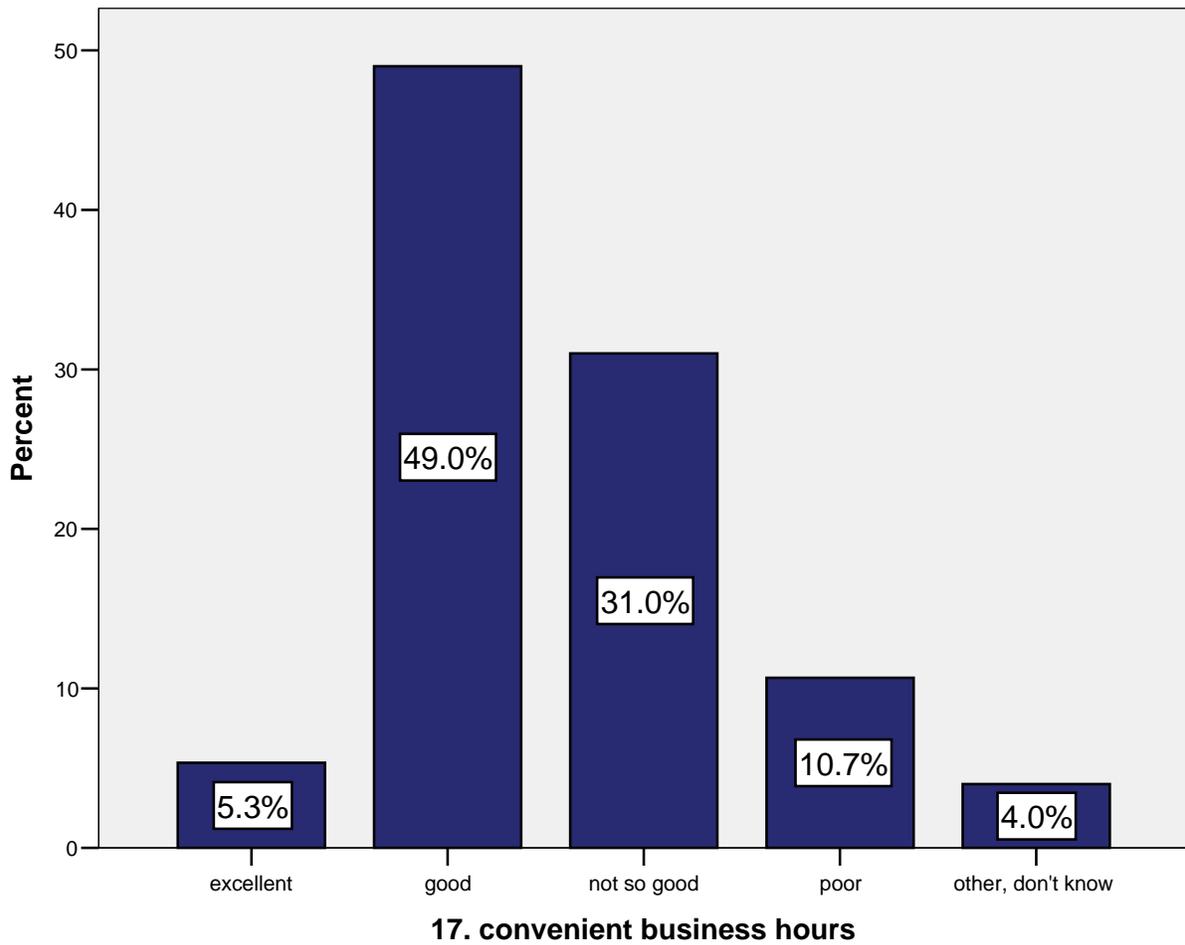


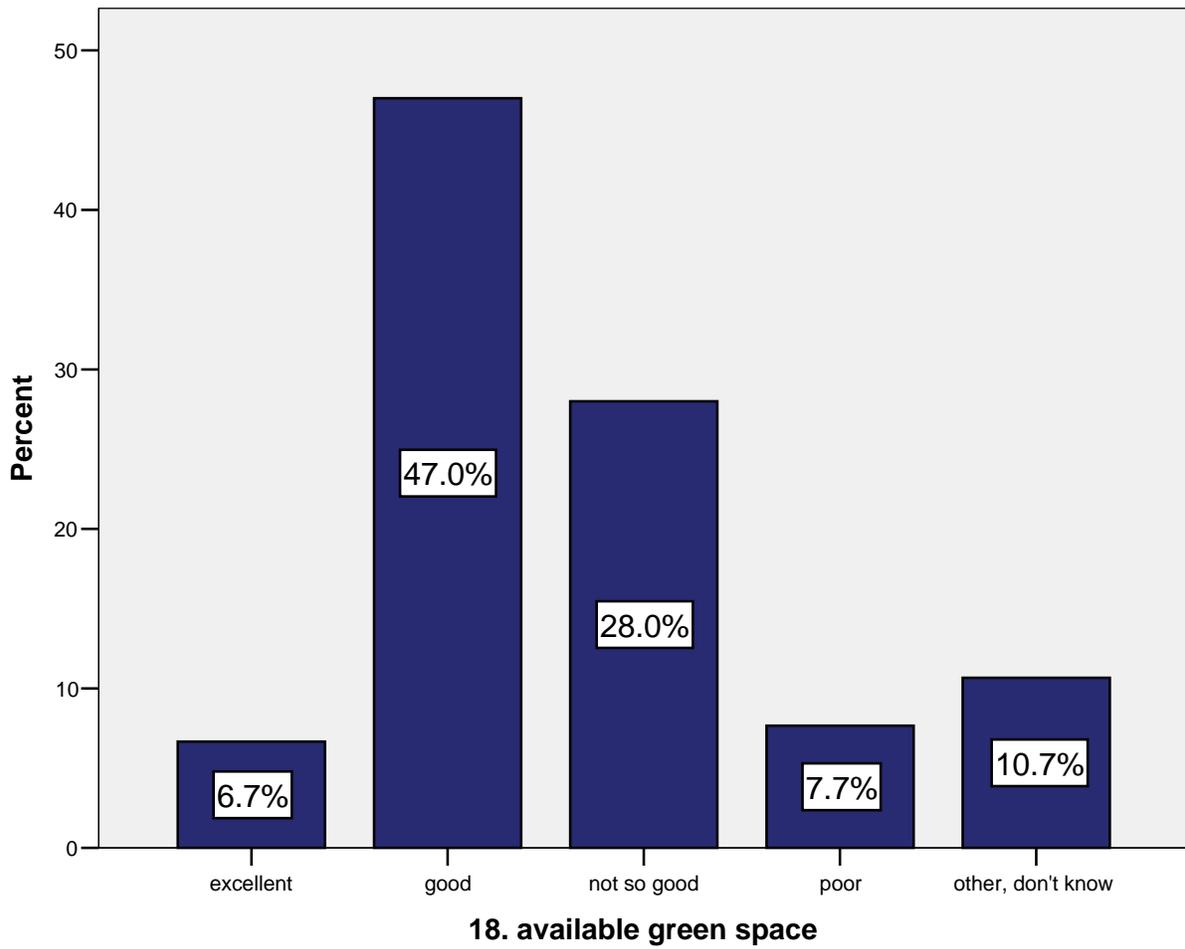


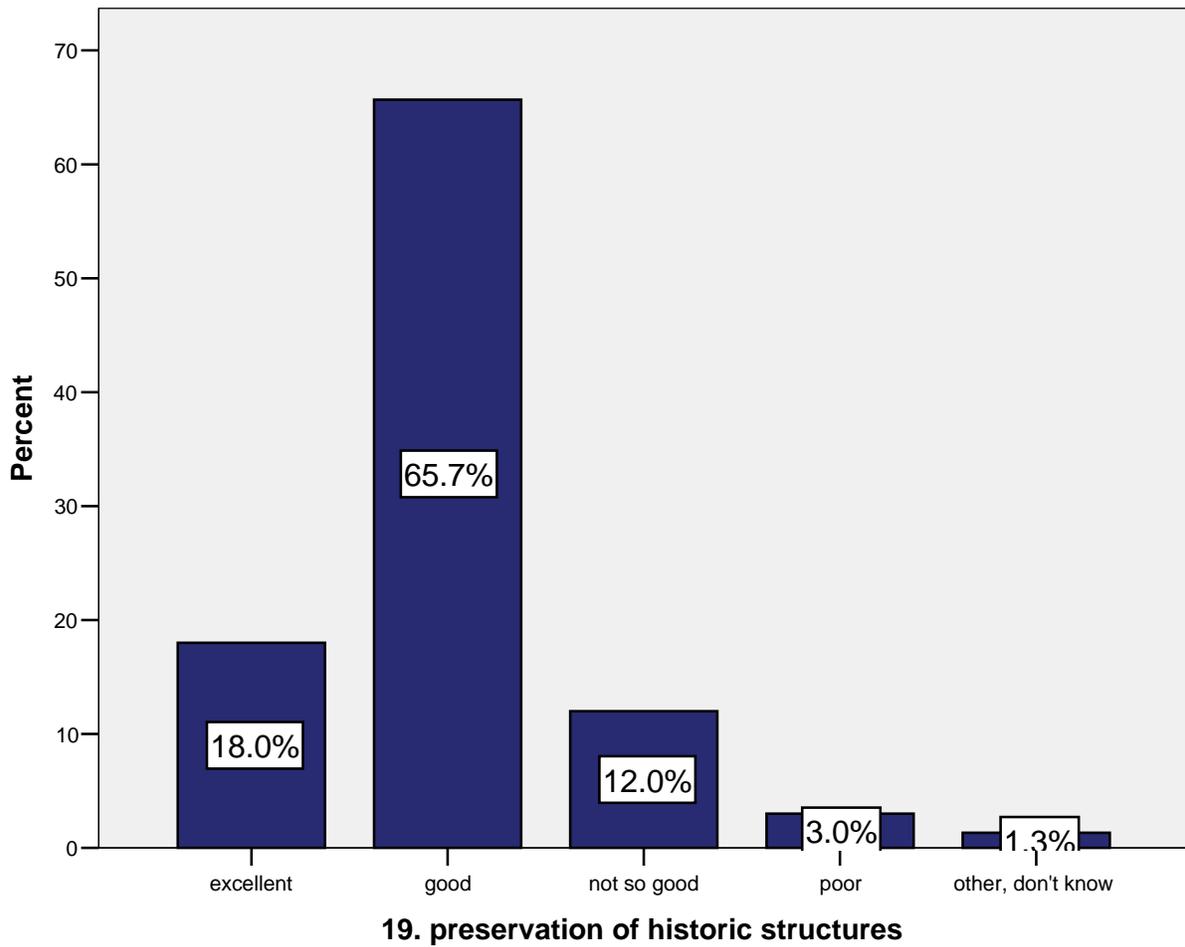
15. Of the items listed above, which would you say is the one reason you most often visit downtown Hannibal?

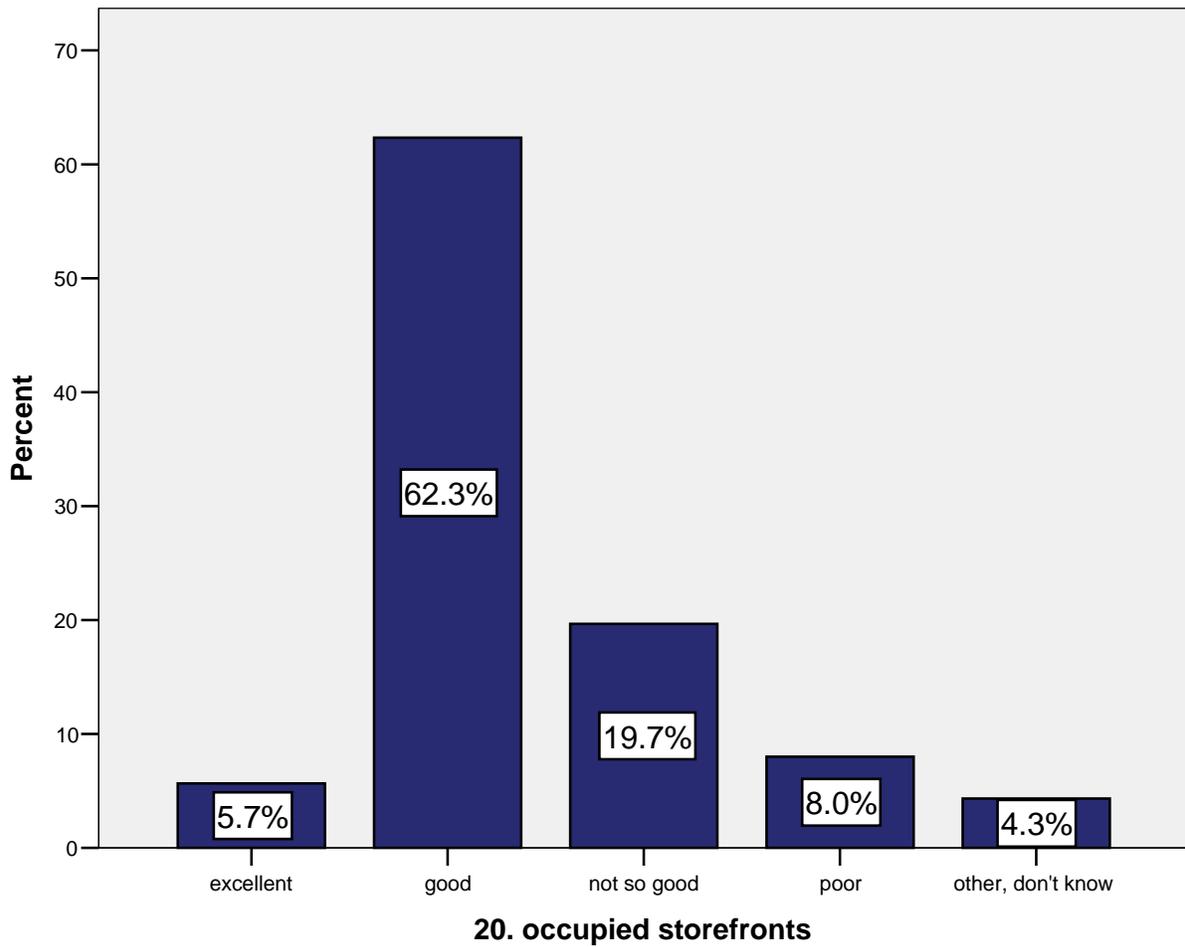


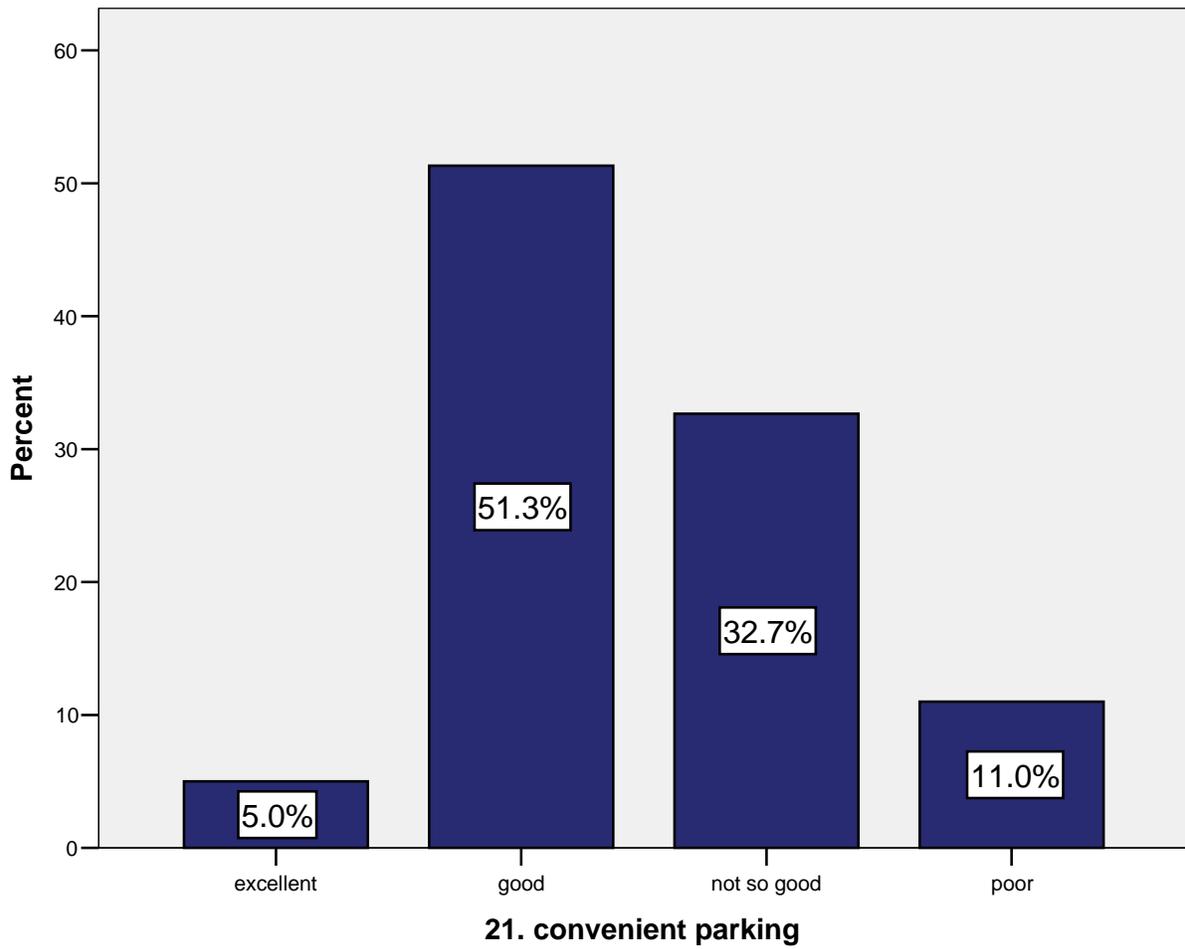
16. signs to help people find their way around

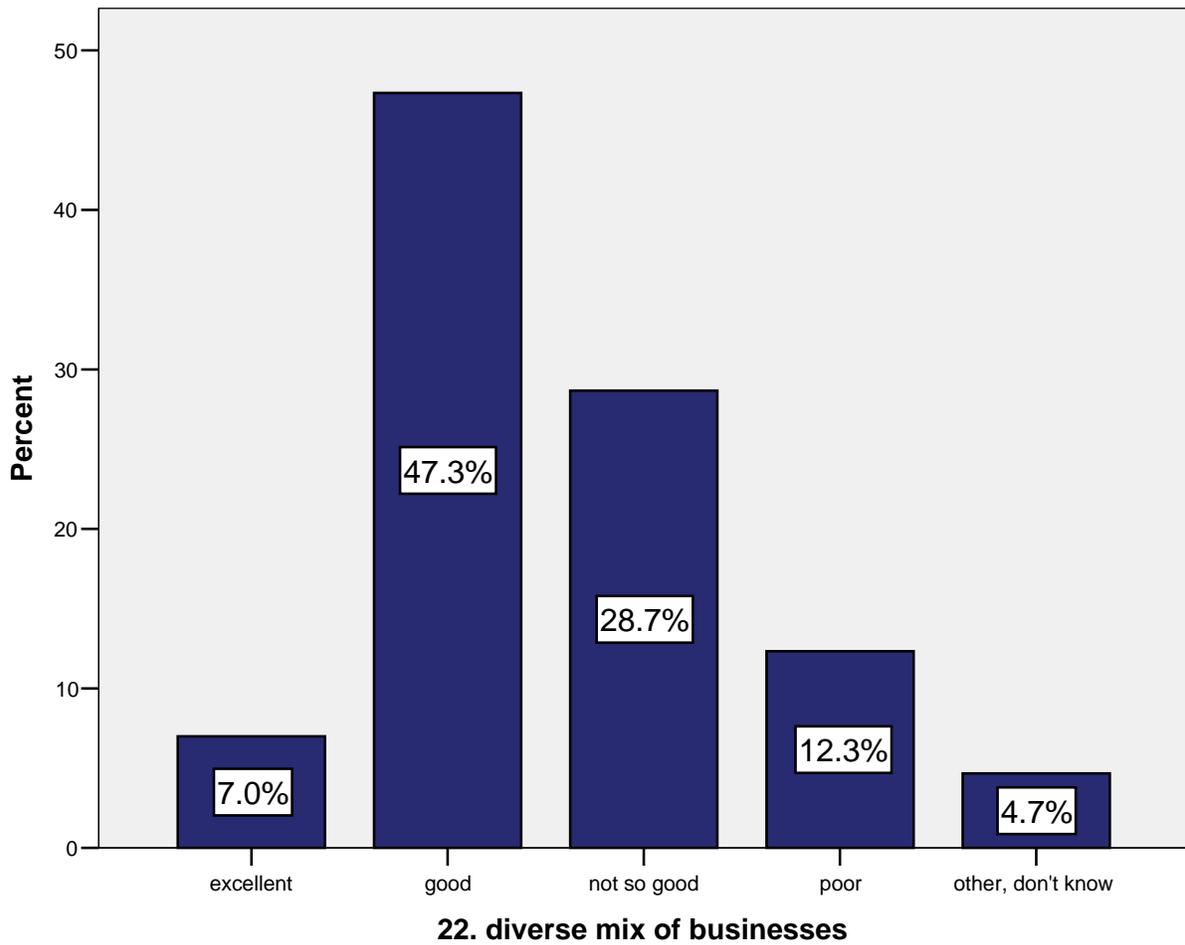


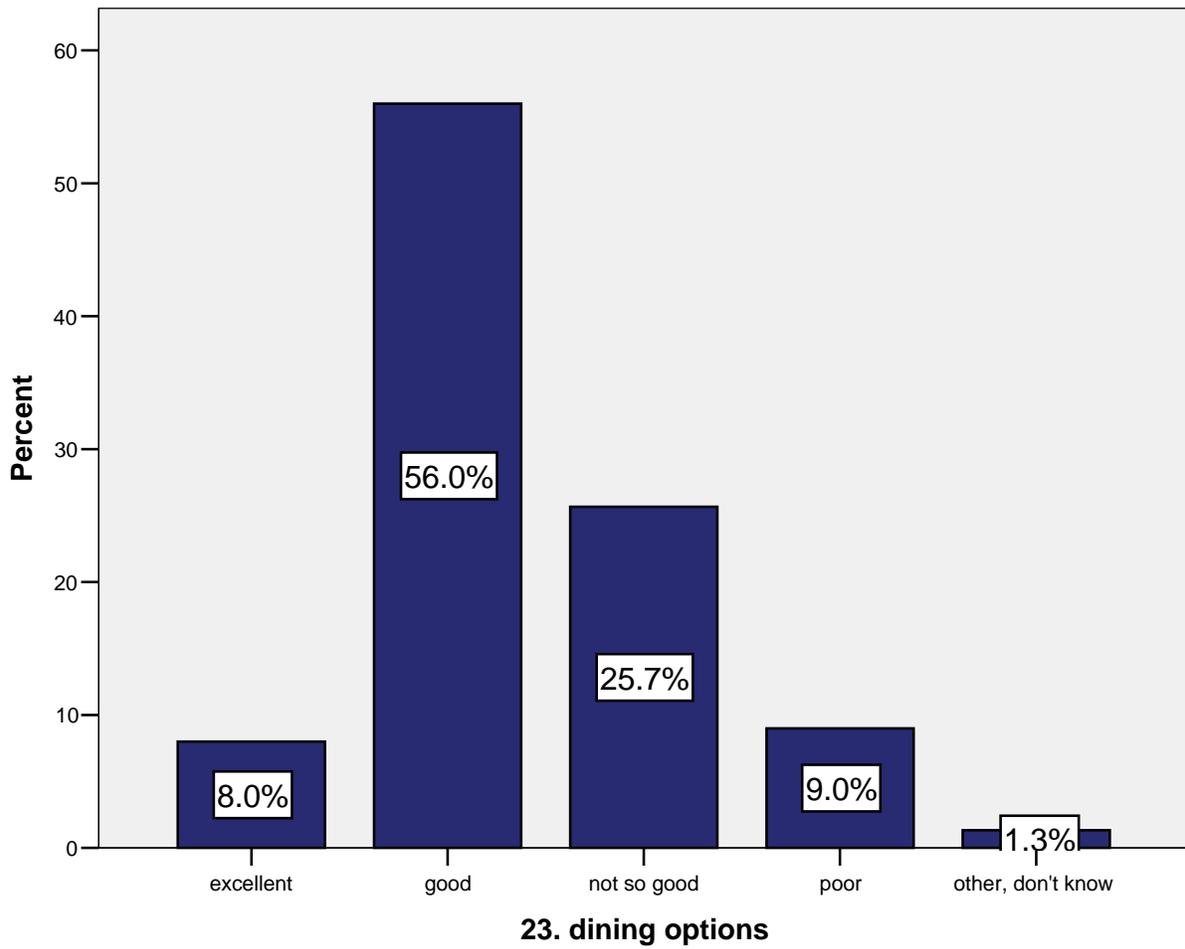


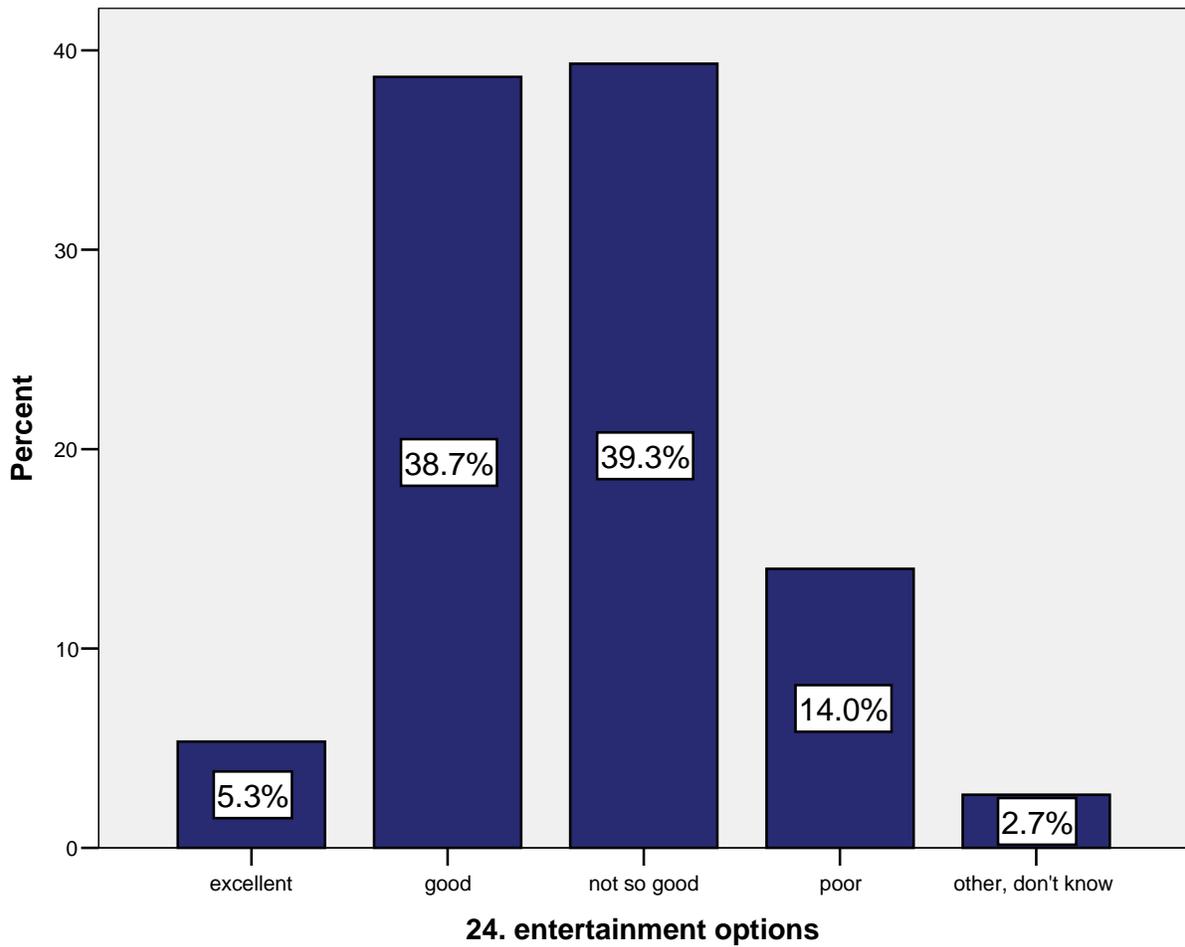


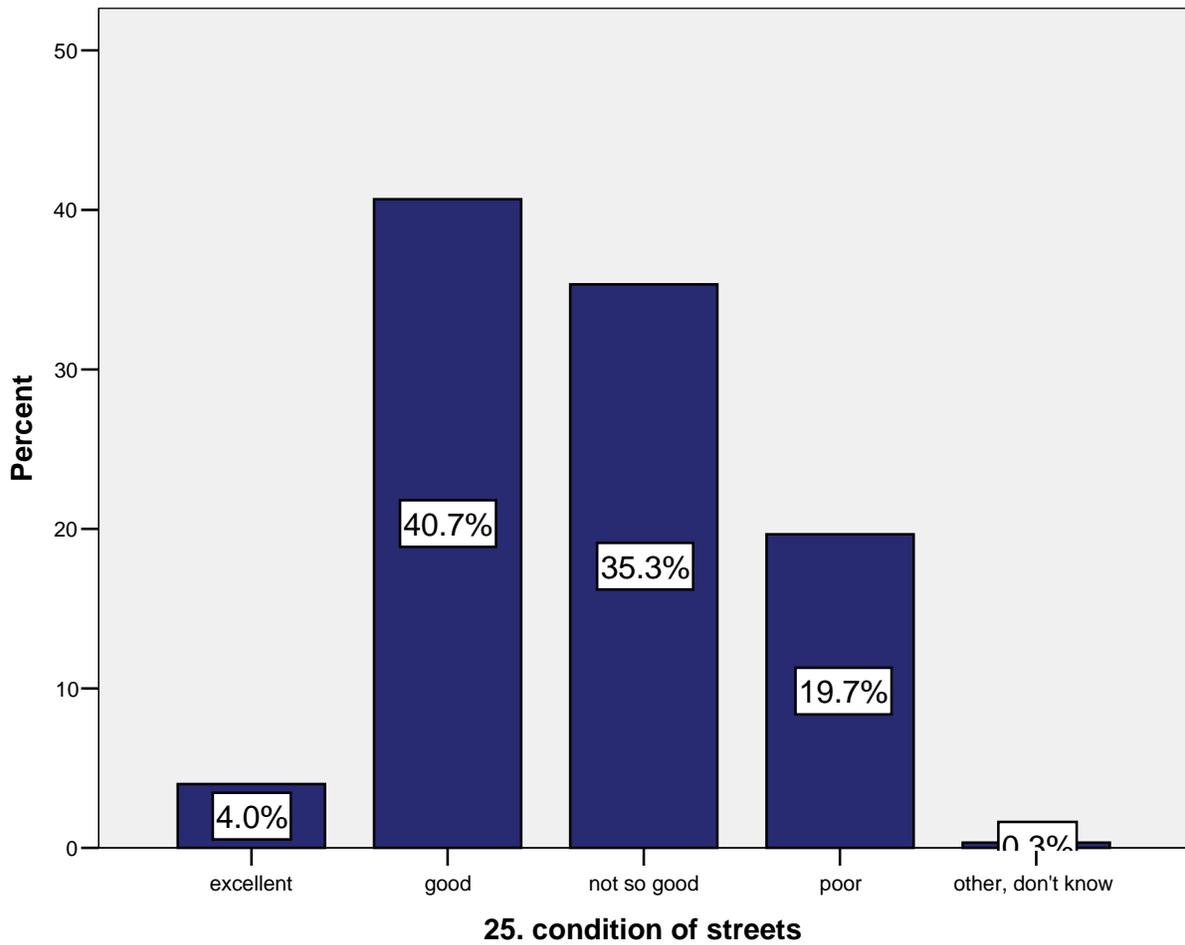


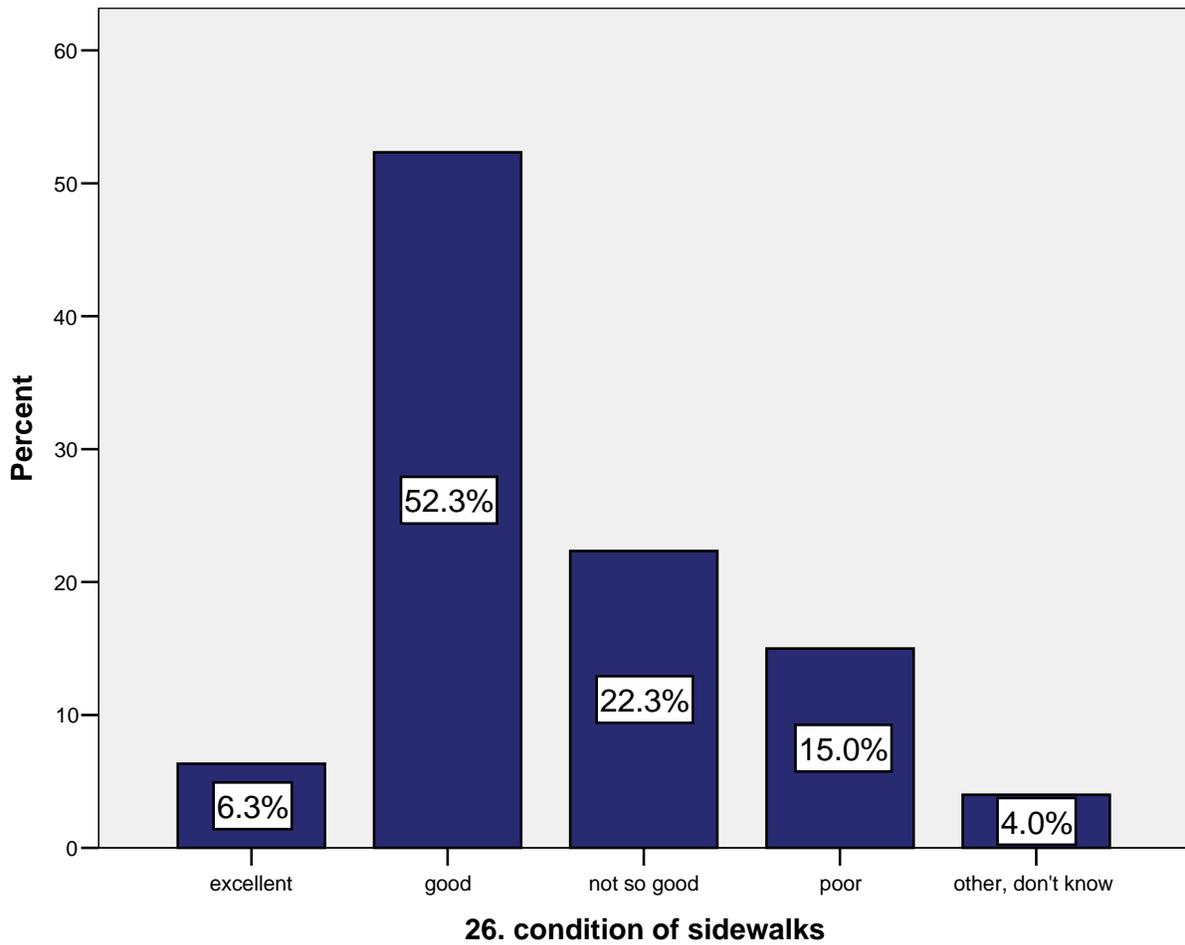


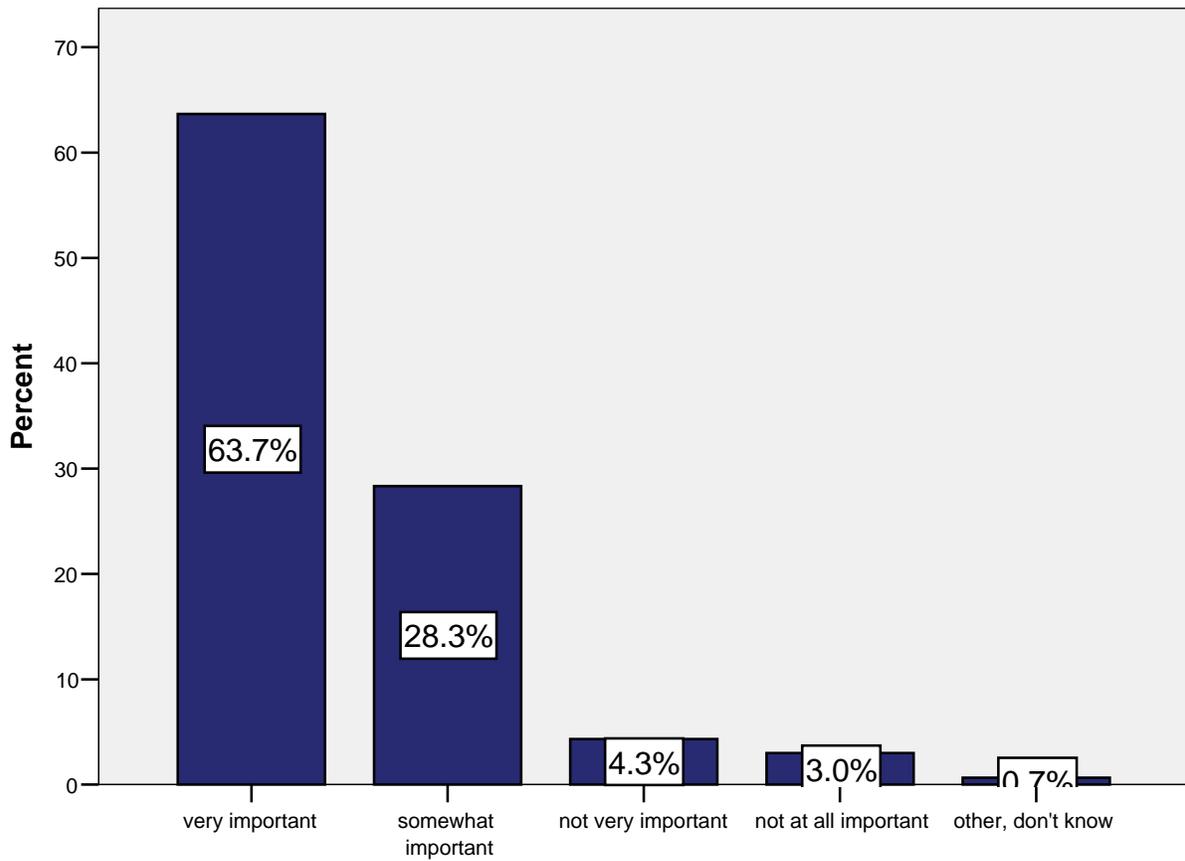




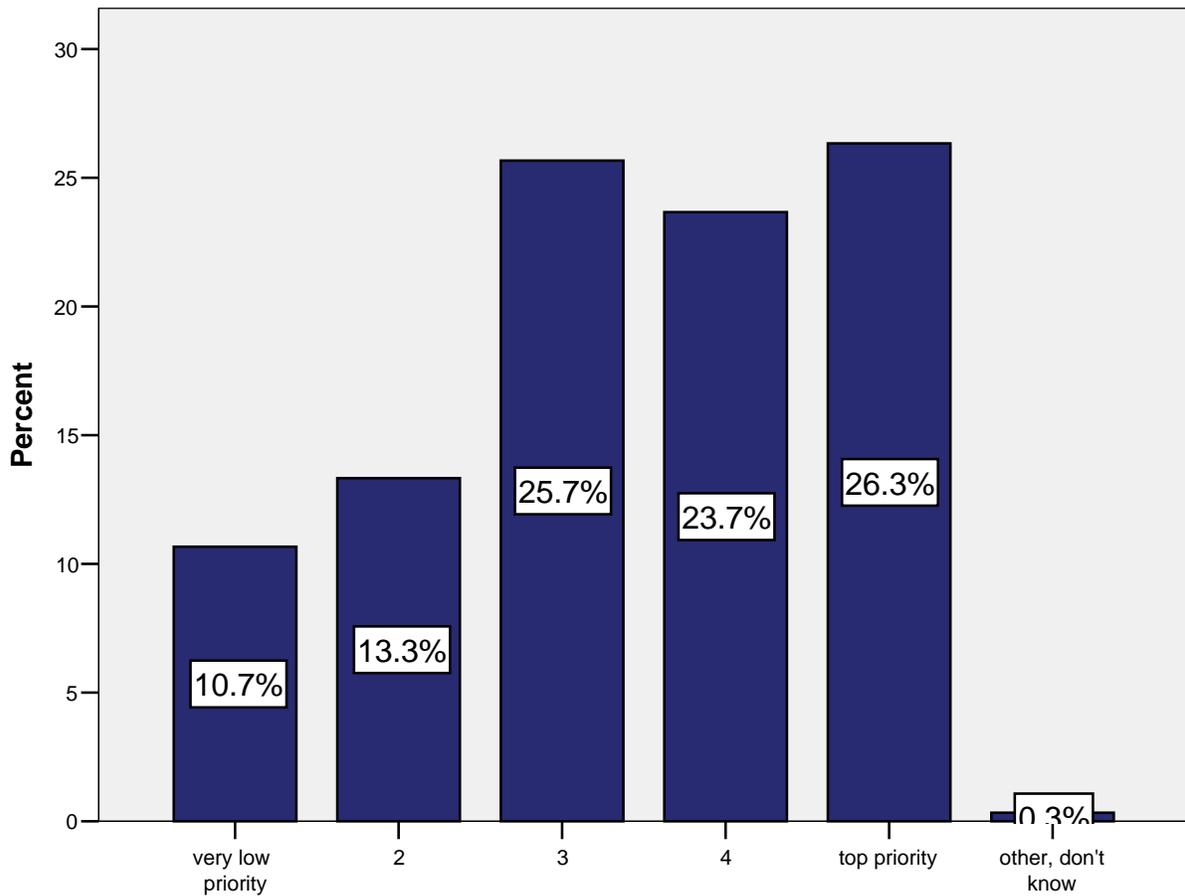




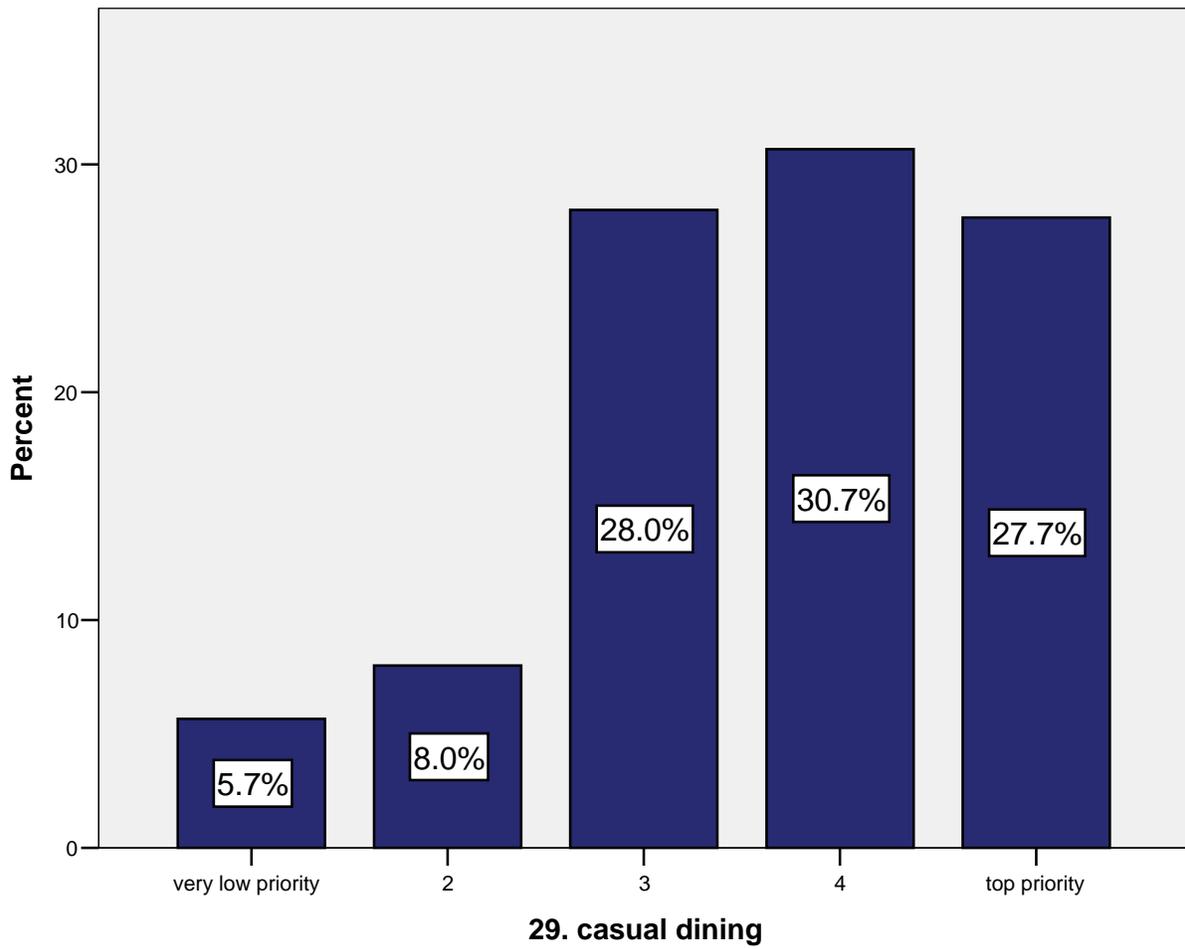


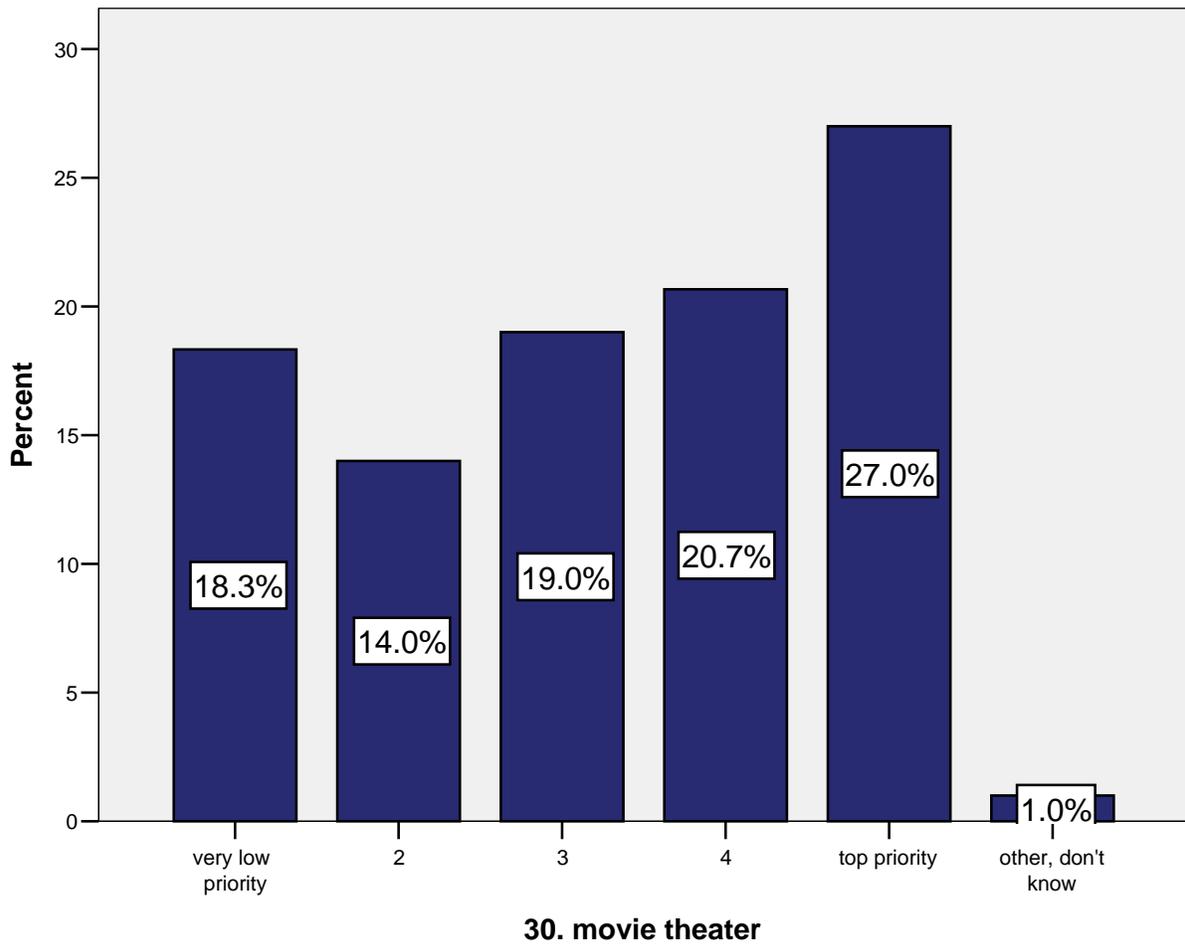


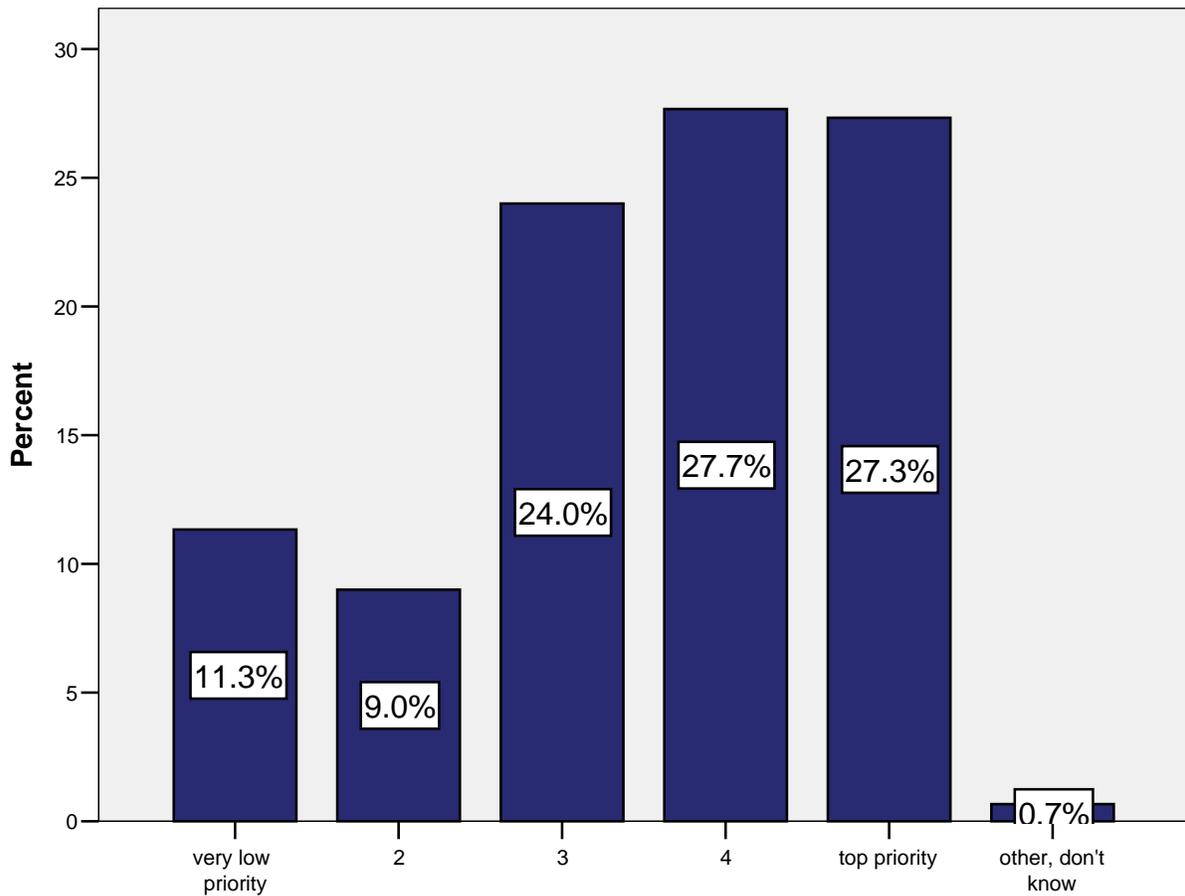
27. How important would you say it is that downtown Hannibal work to retain its historic character?



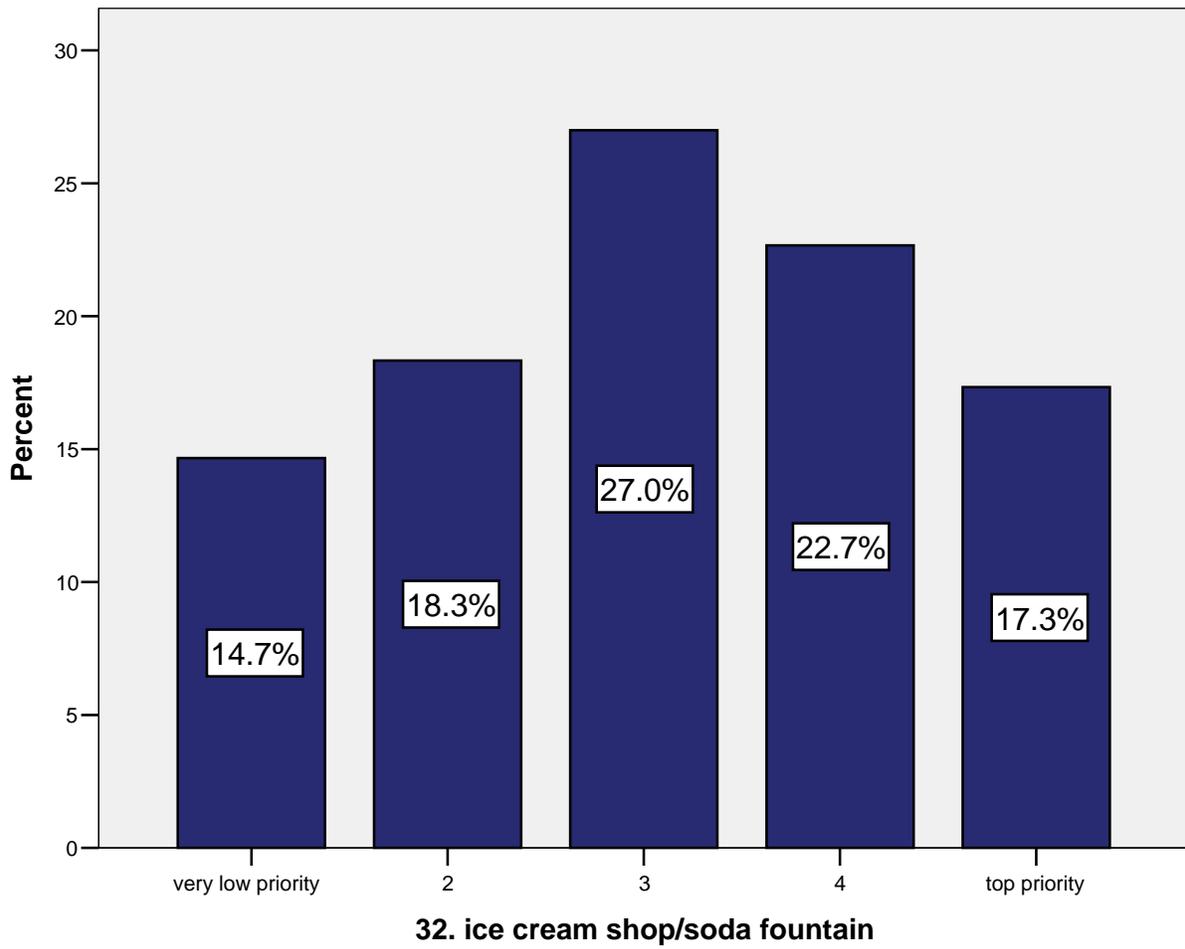
28. lodging such as hotel, motel or bed and breakfast

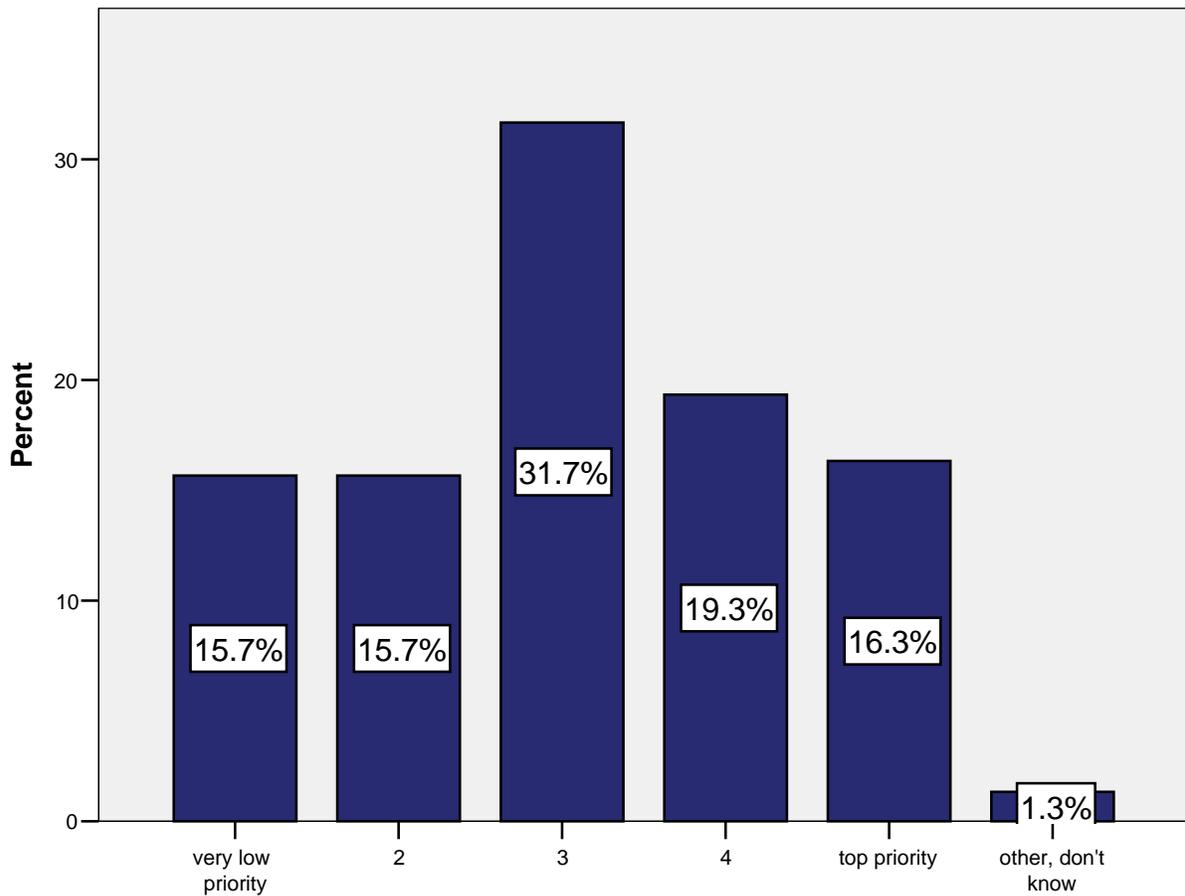




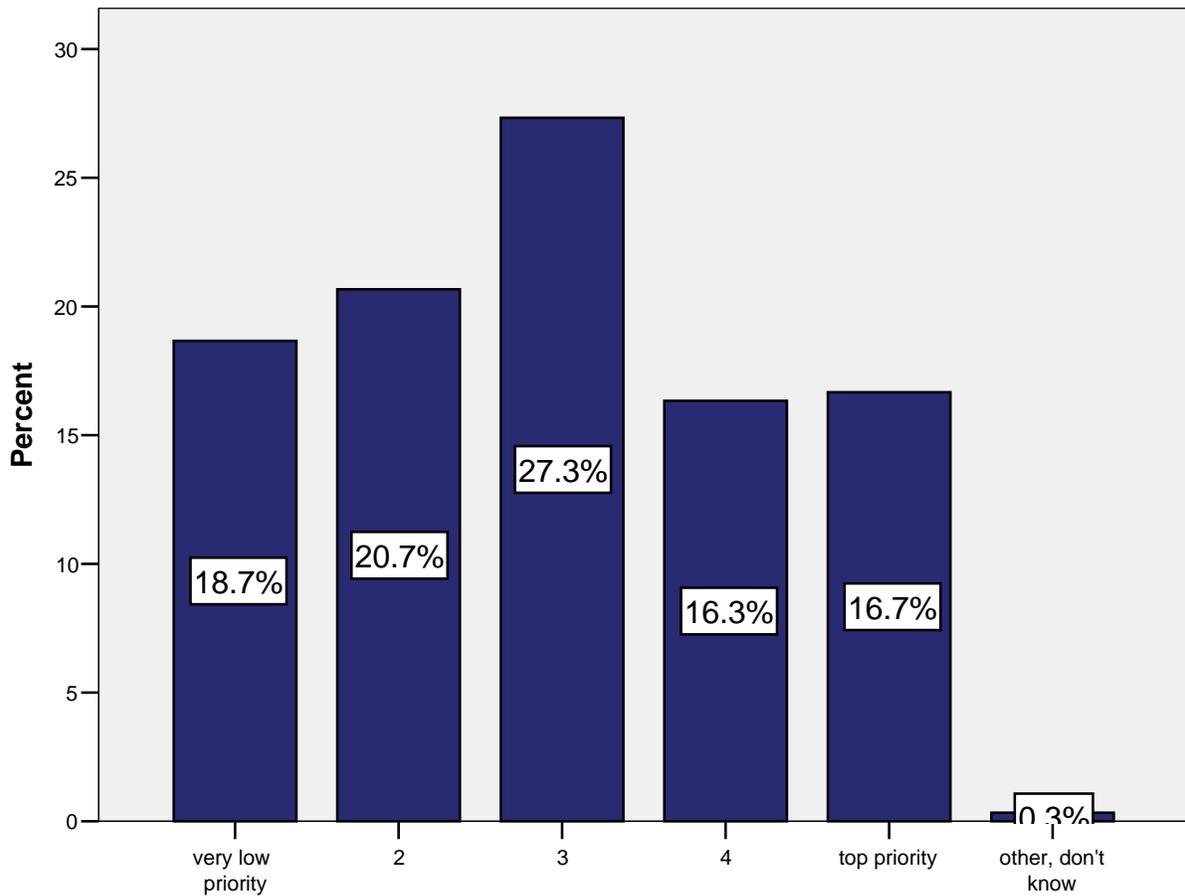


31. restaurant with outdoor dining

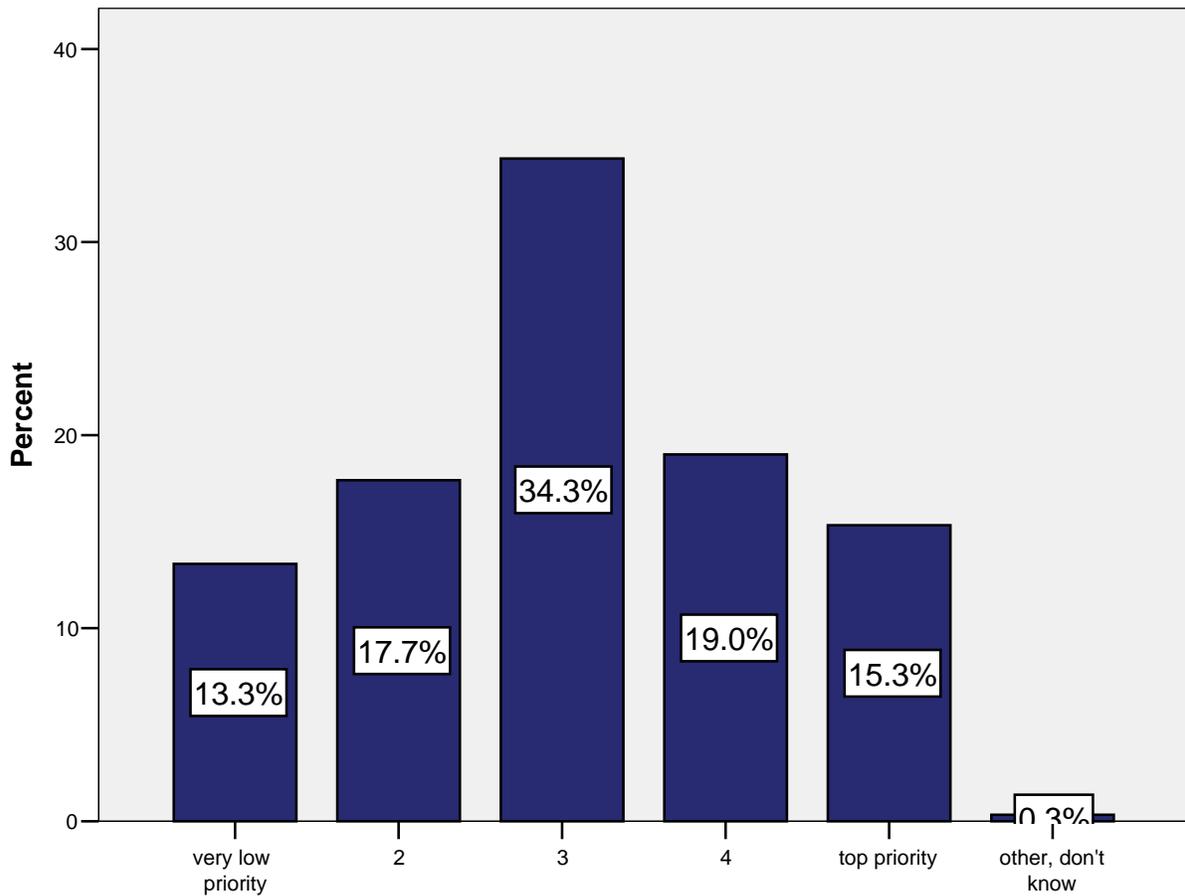




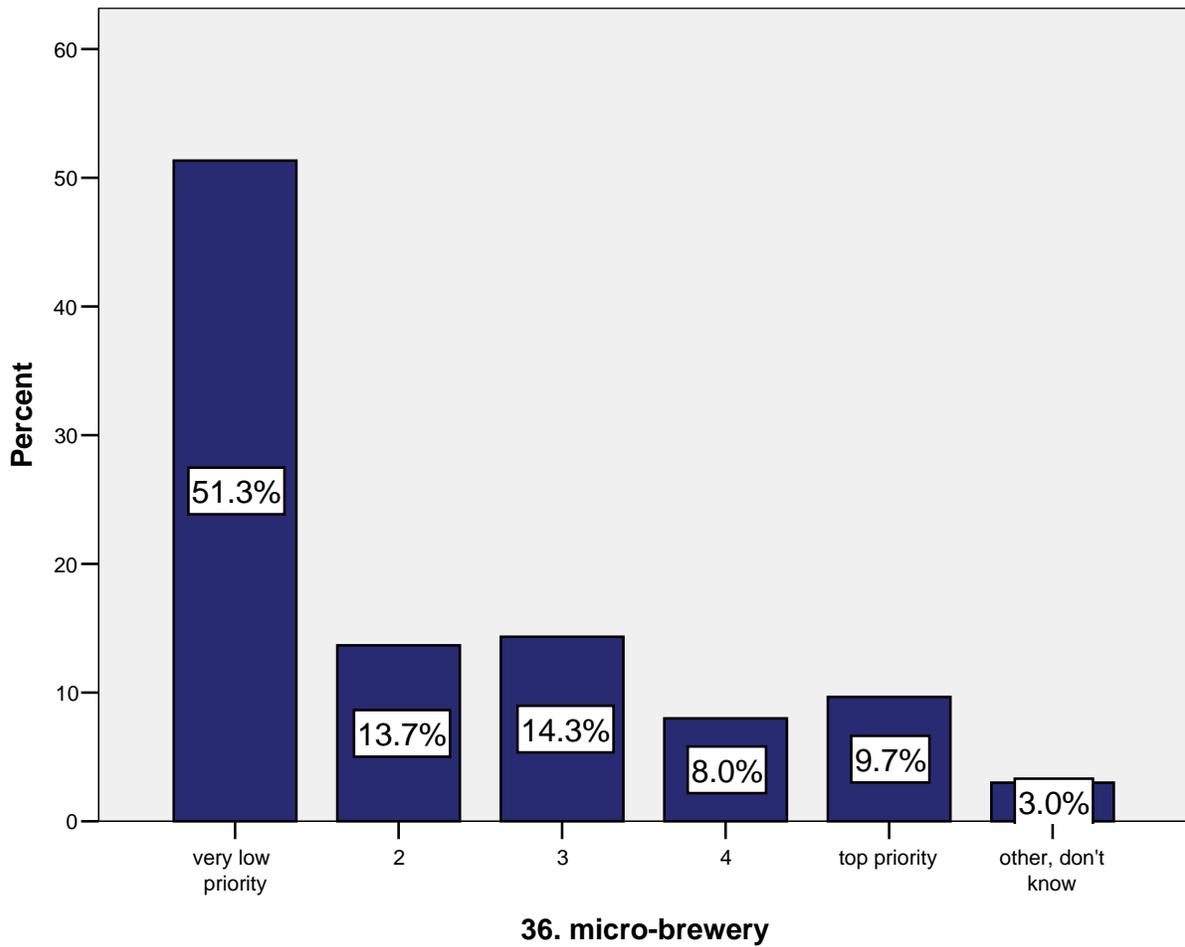
33. upscale specialty shops

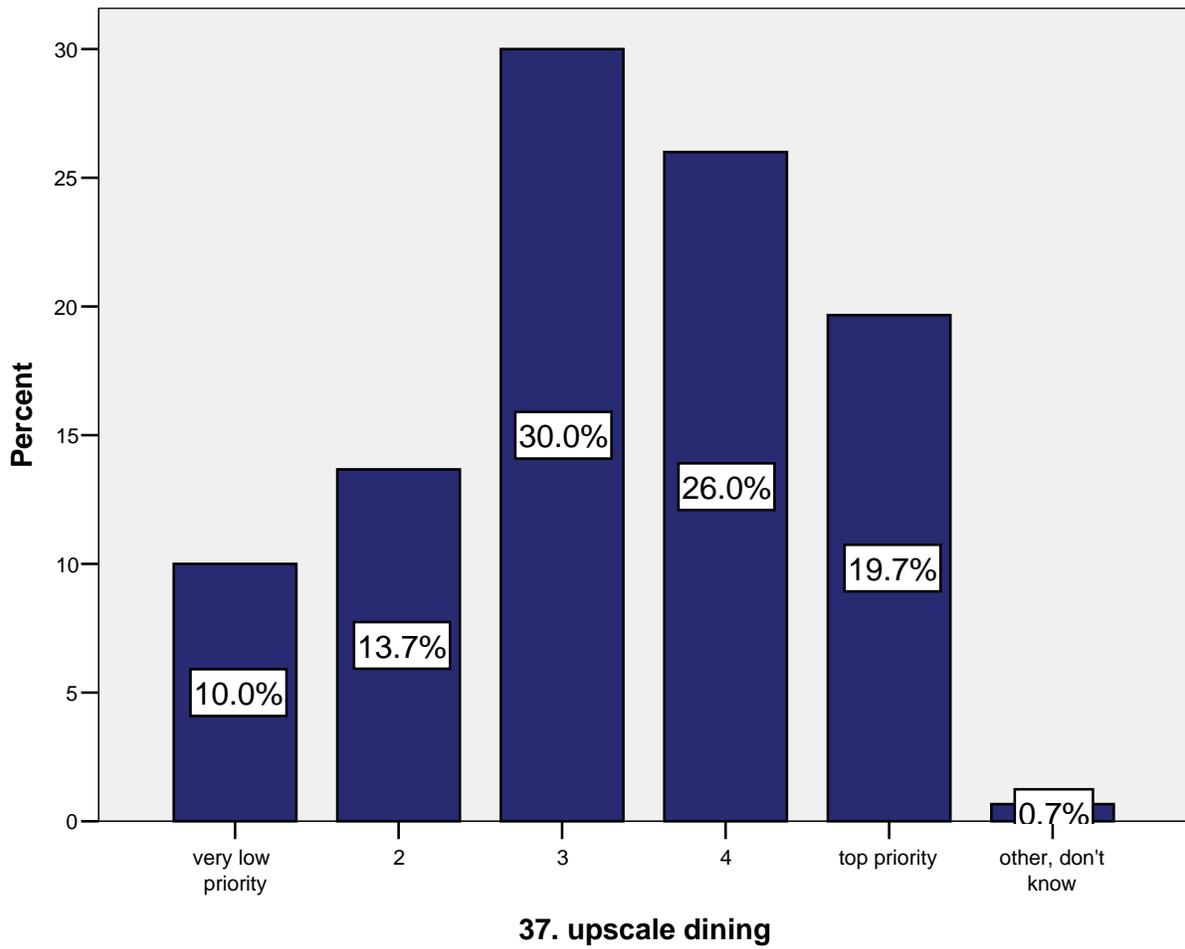


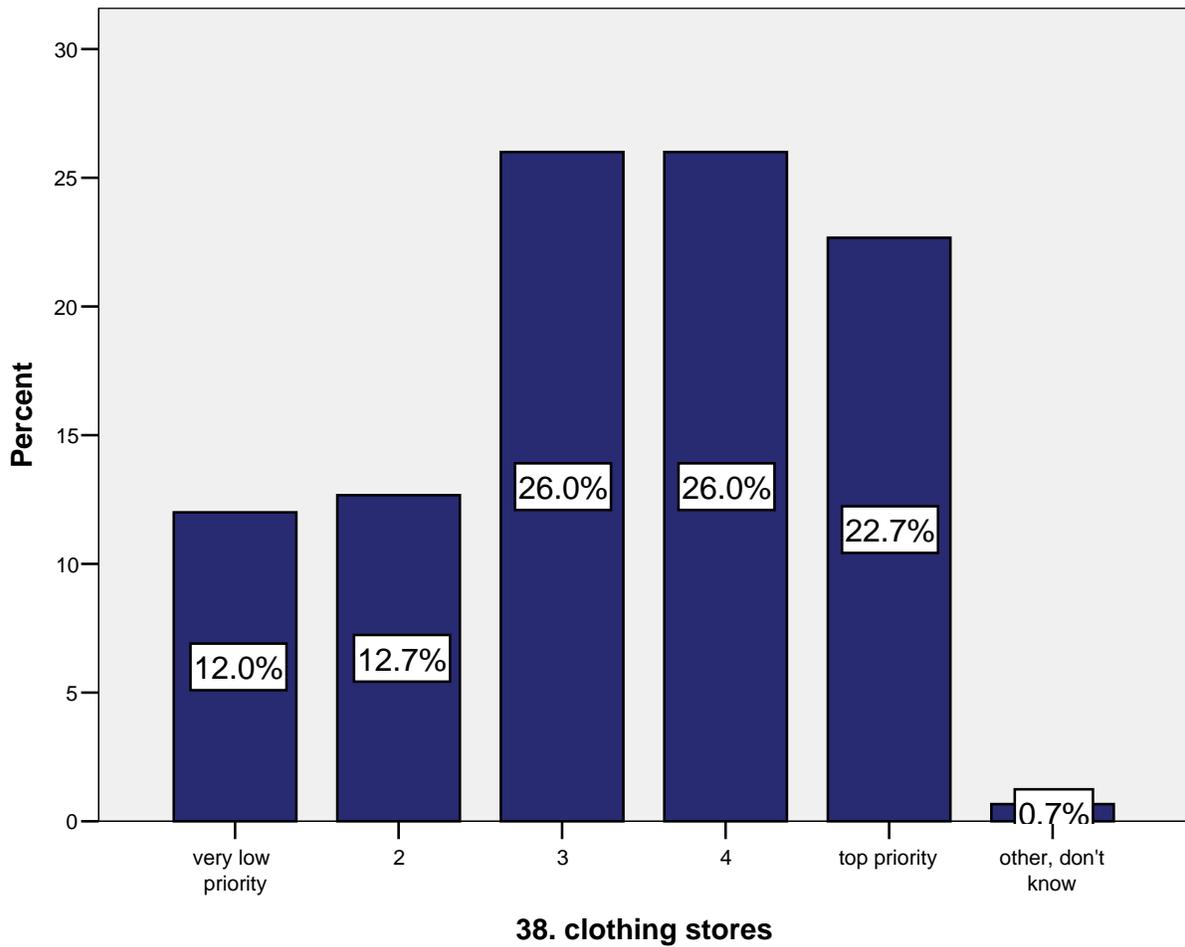
34. antique shops

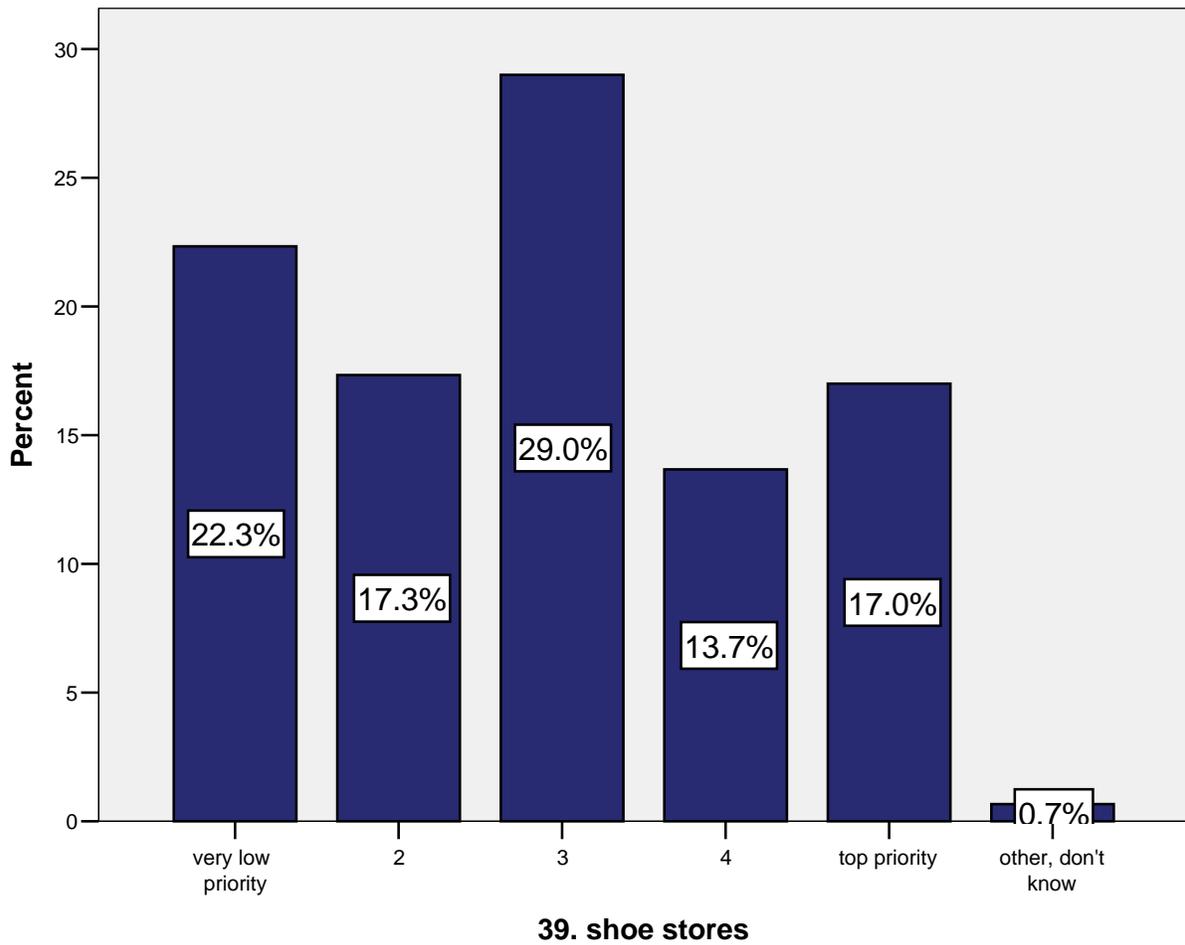


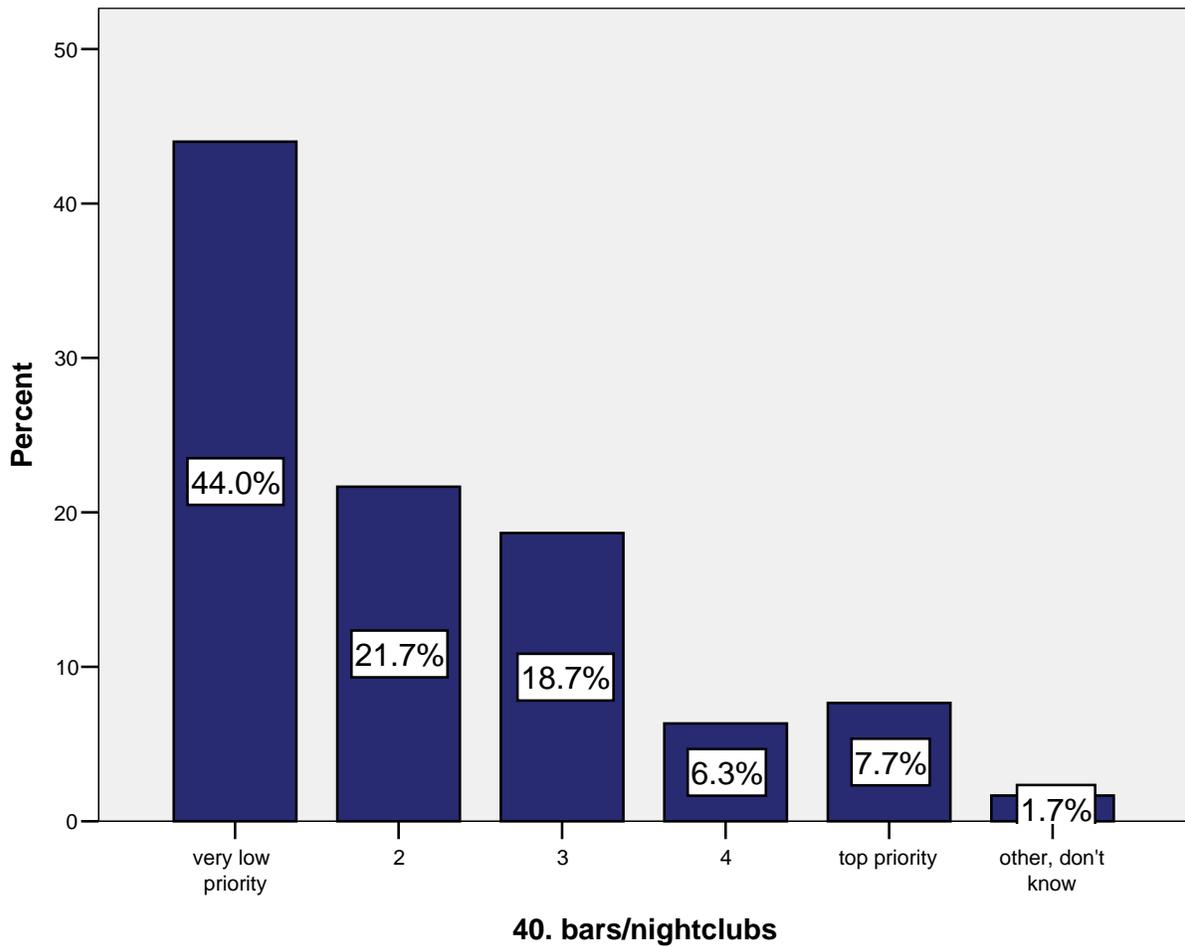
35. art galleries and shops

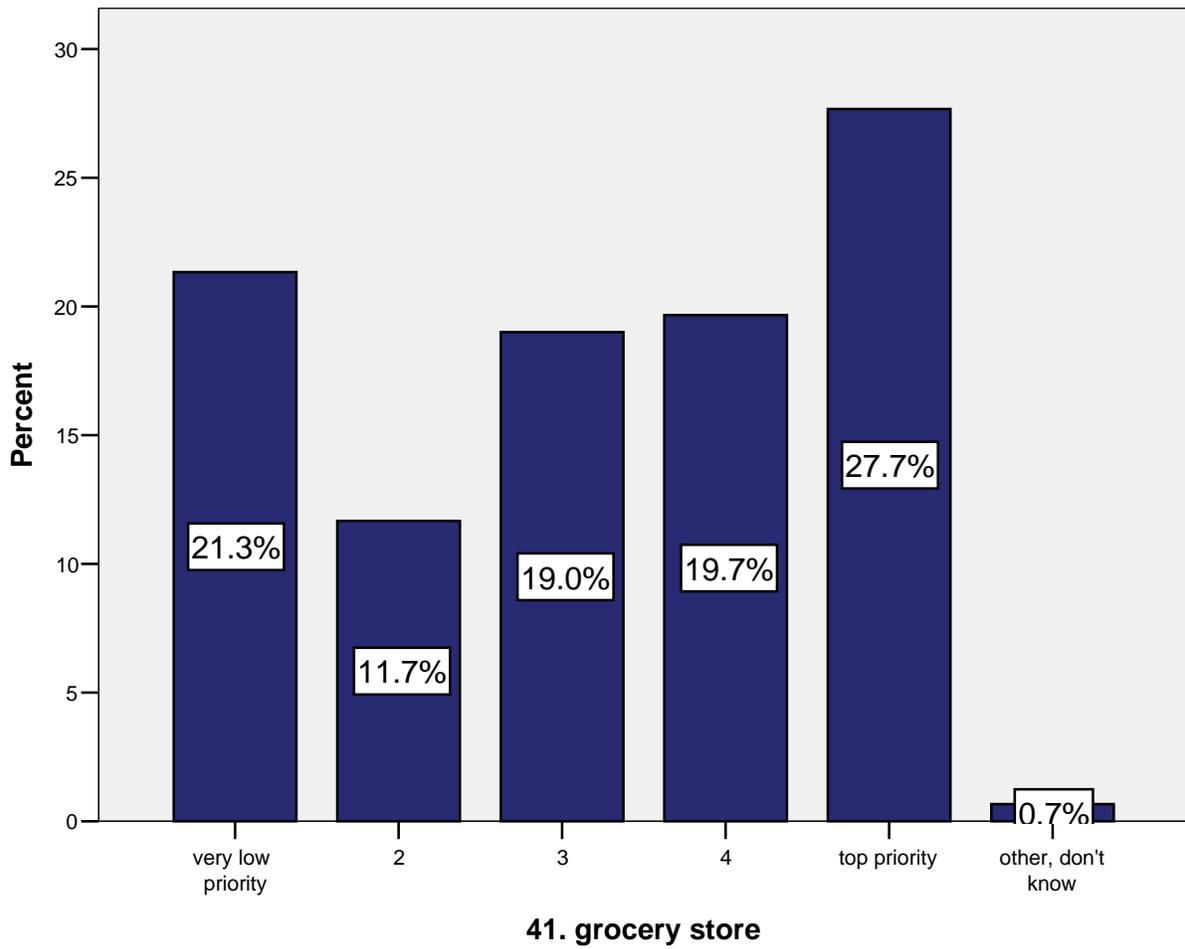


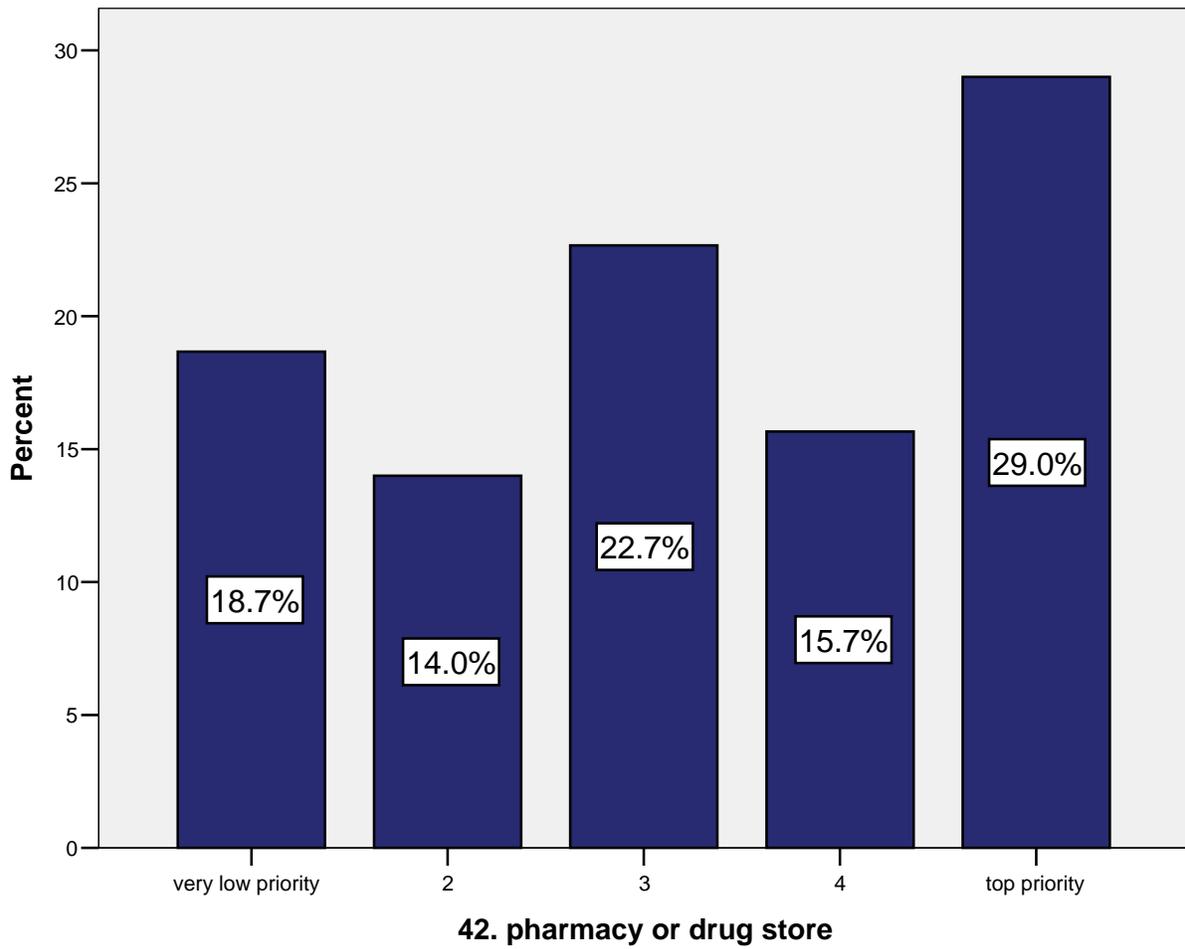


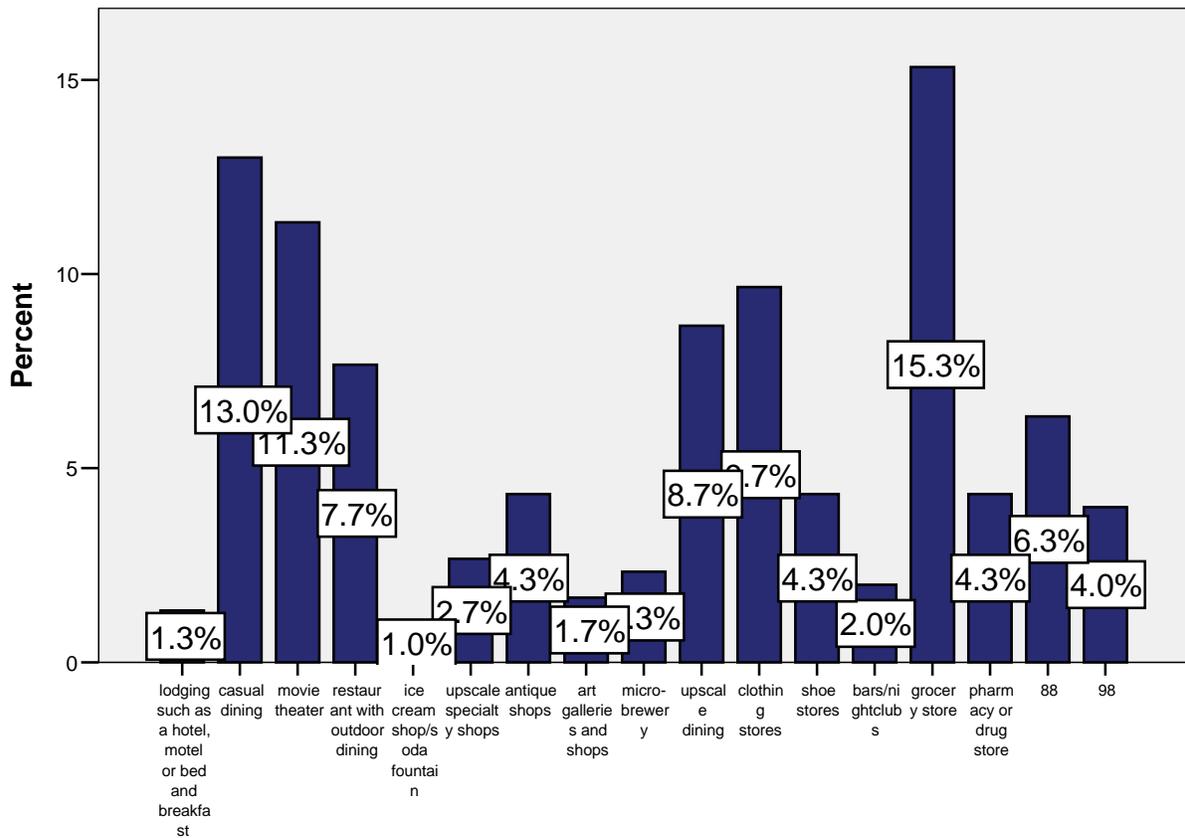




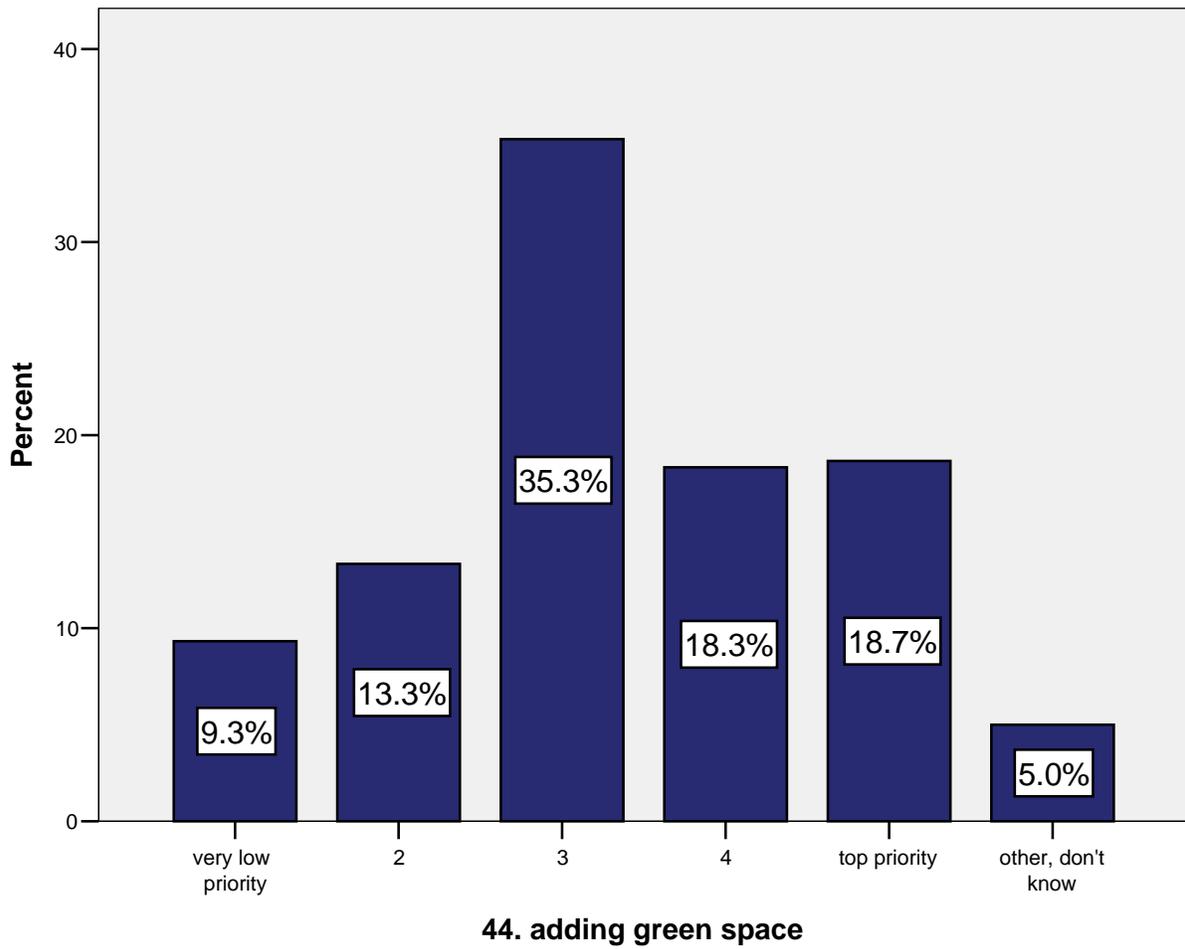


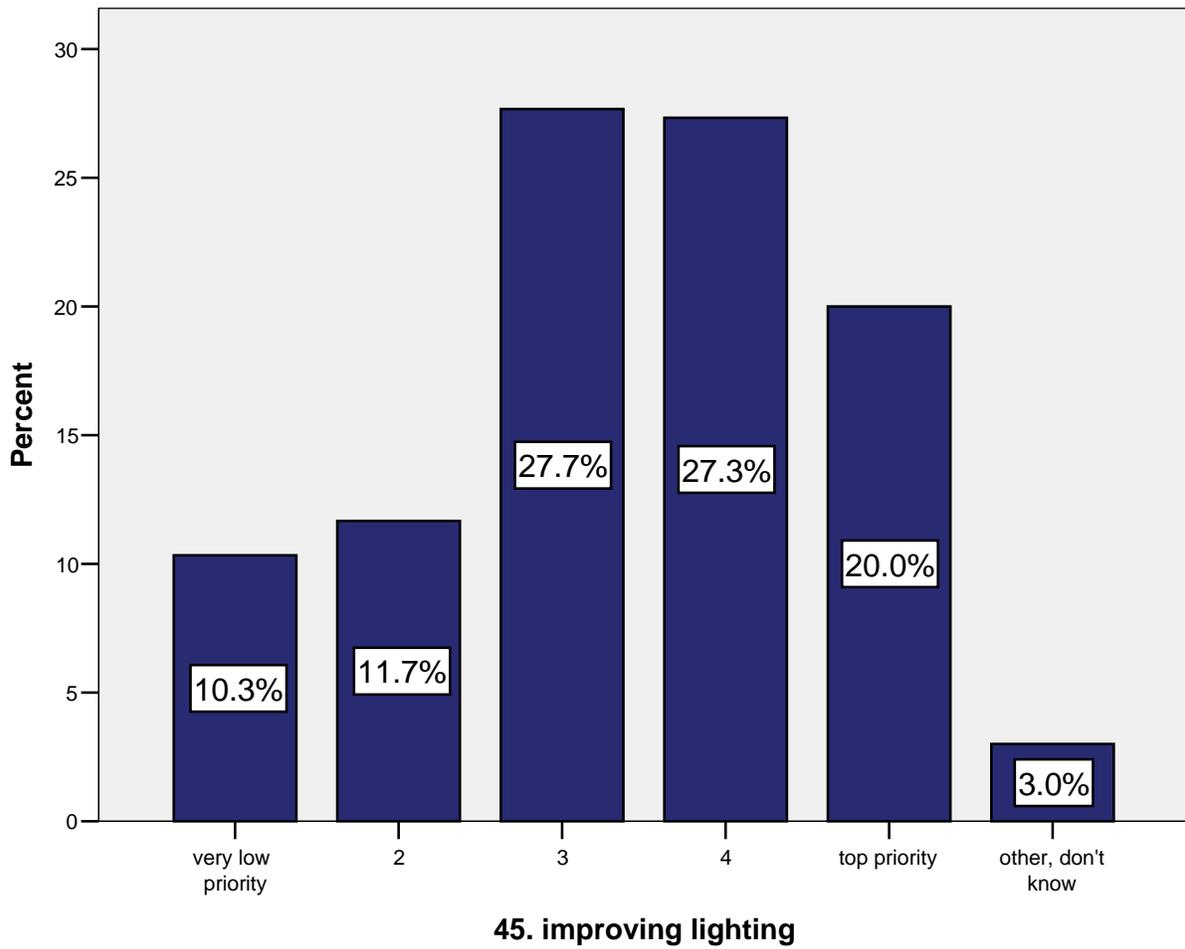


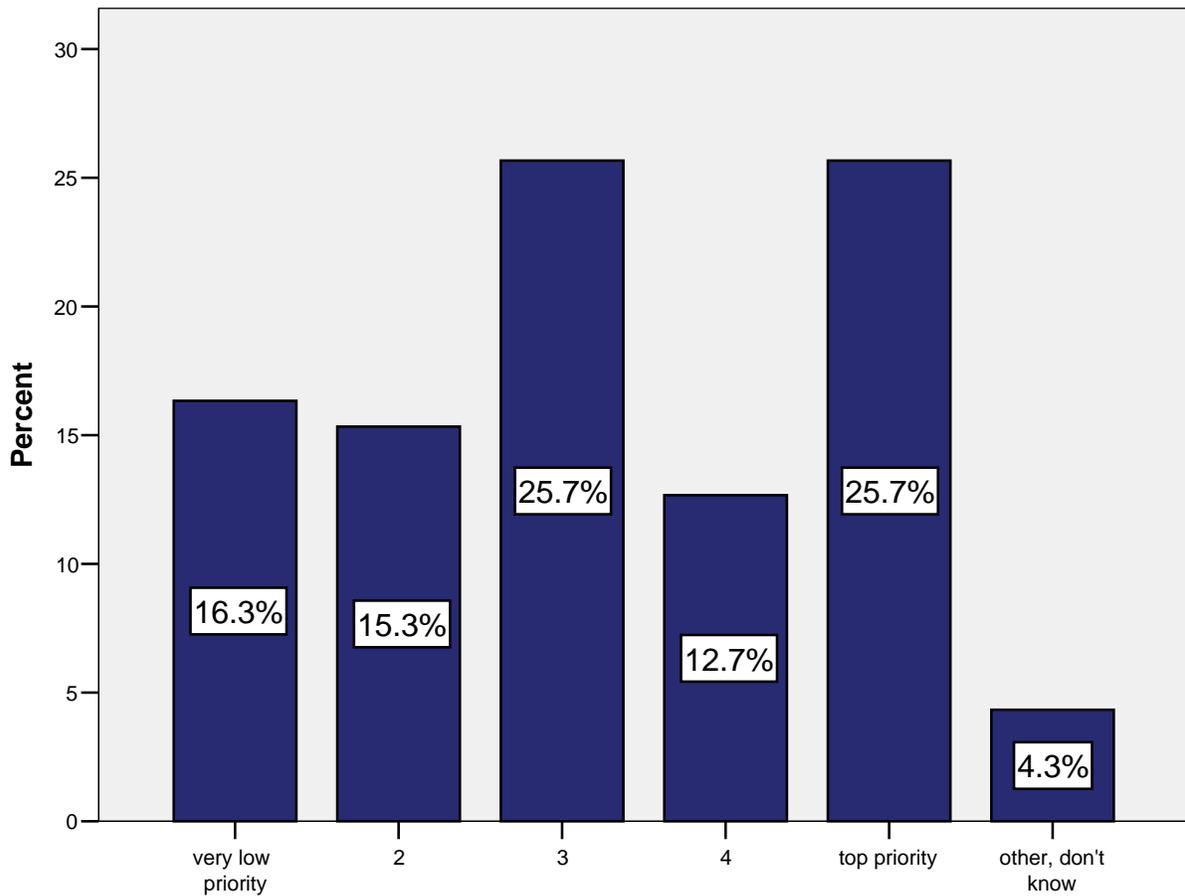




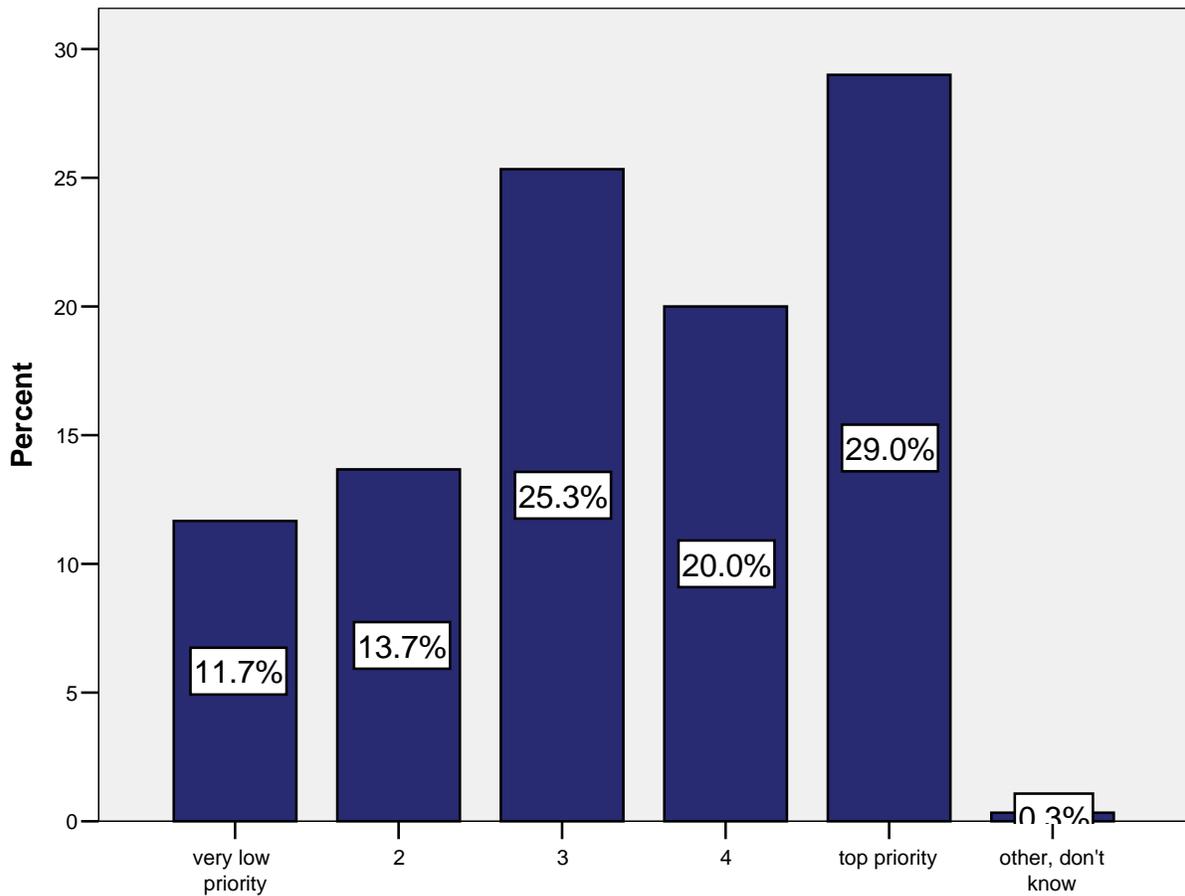
43. Of the items listed above, what business would you most like to see in downtown Hannibal?



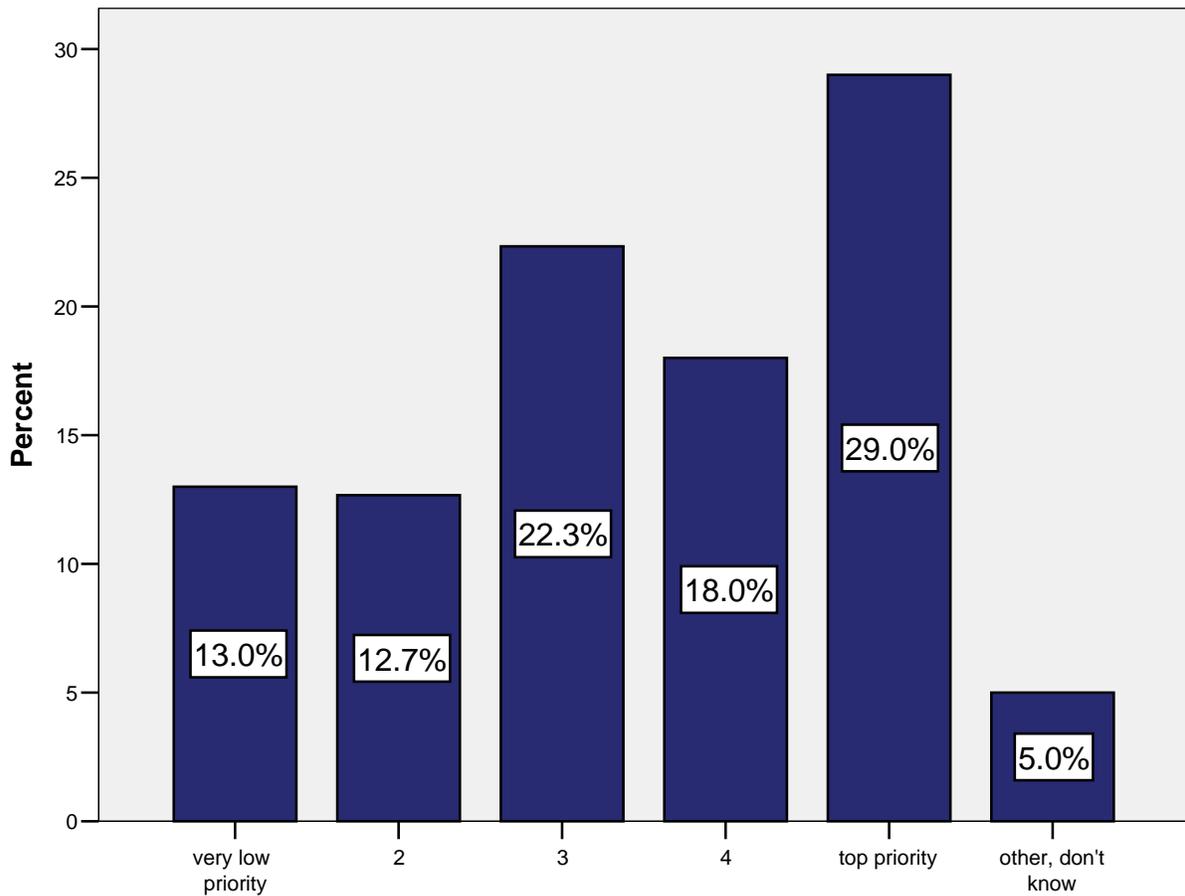




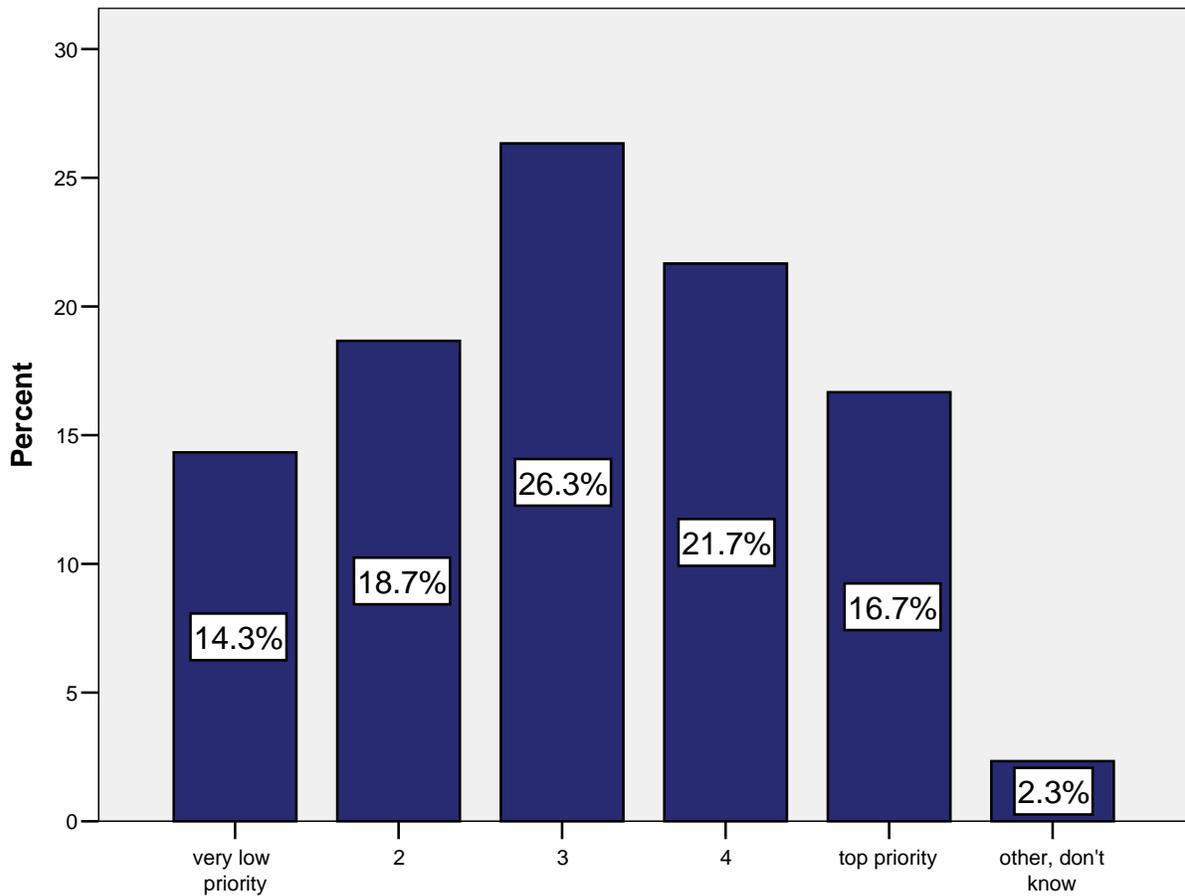
46. moving utilities underground



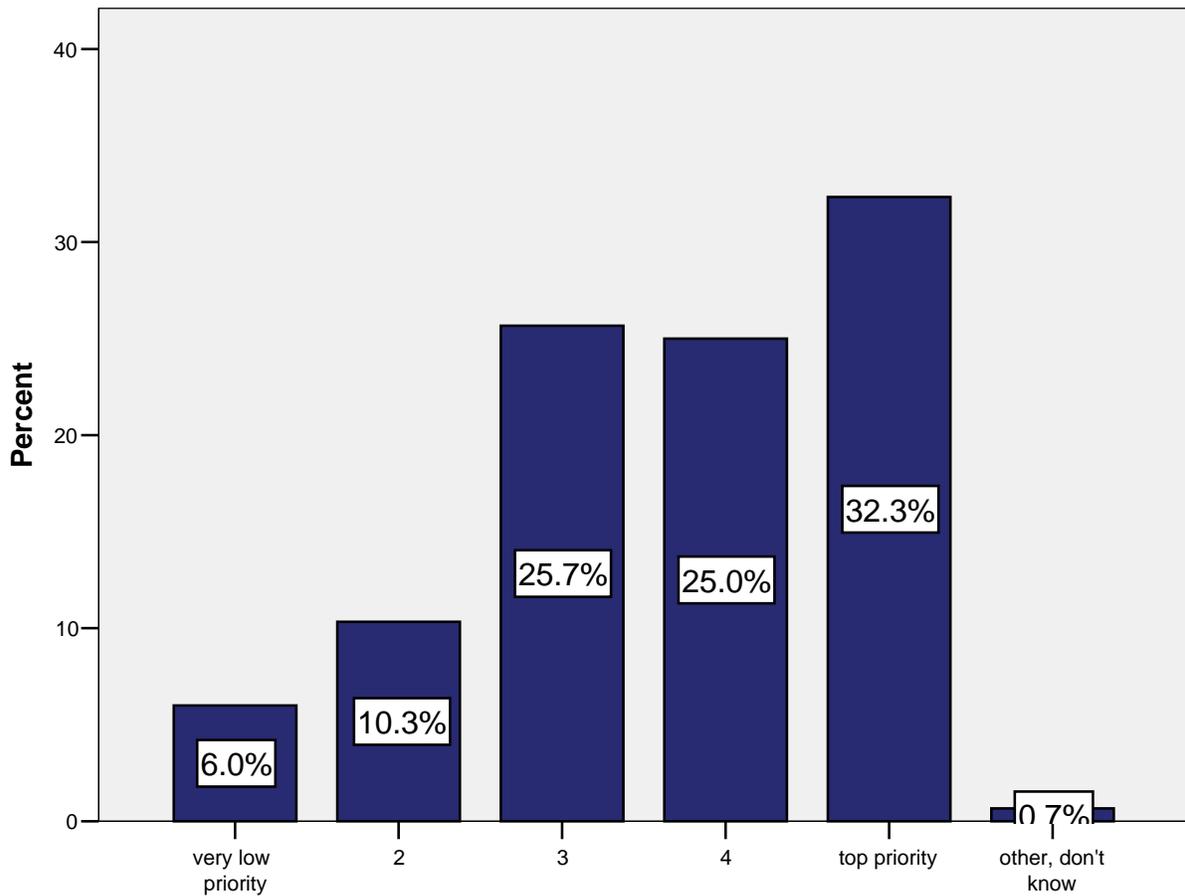
47. adding new parking spaces or lots



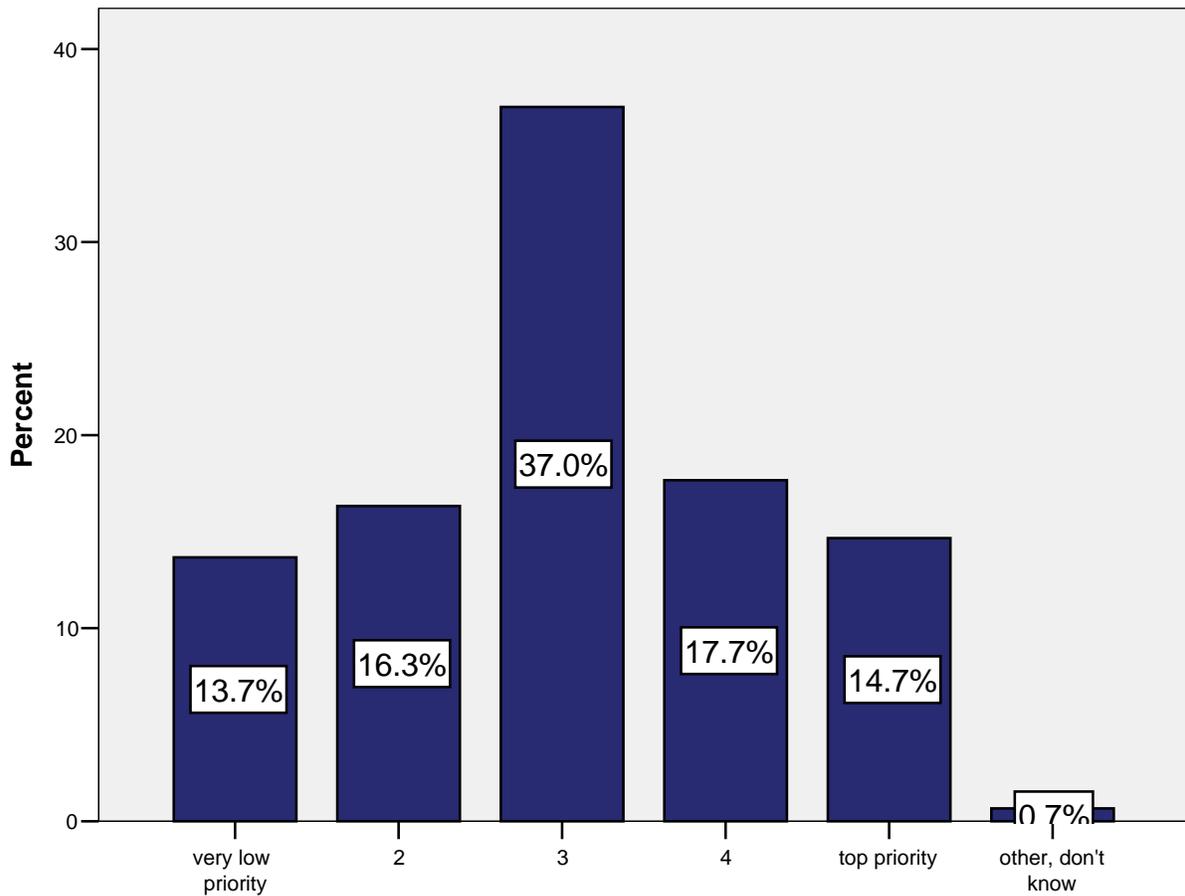
48. stricter code enforcement



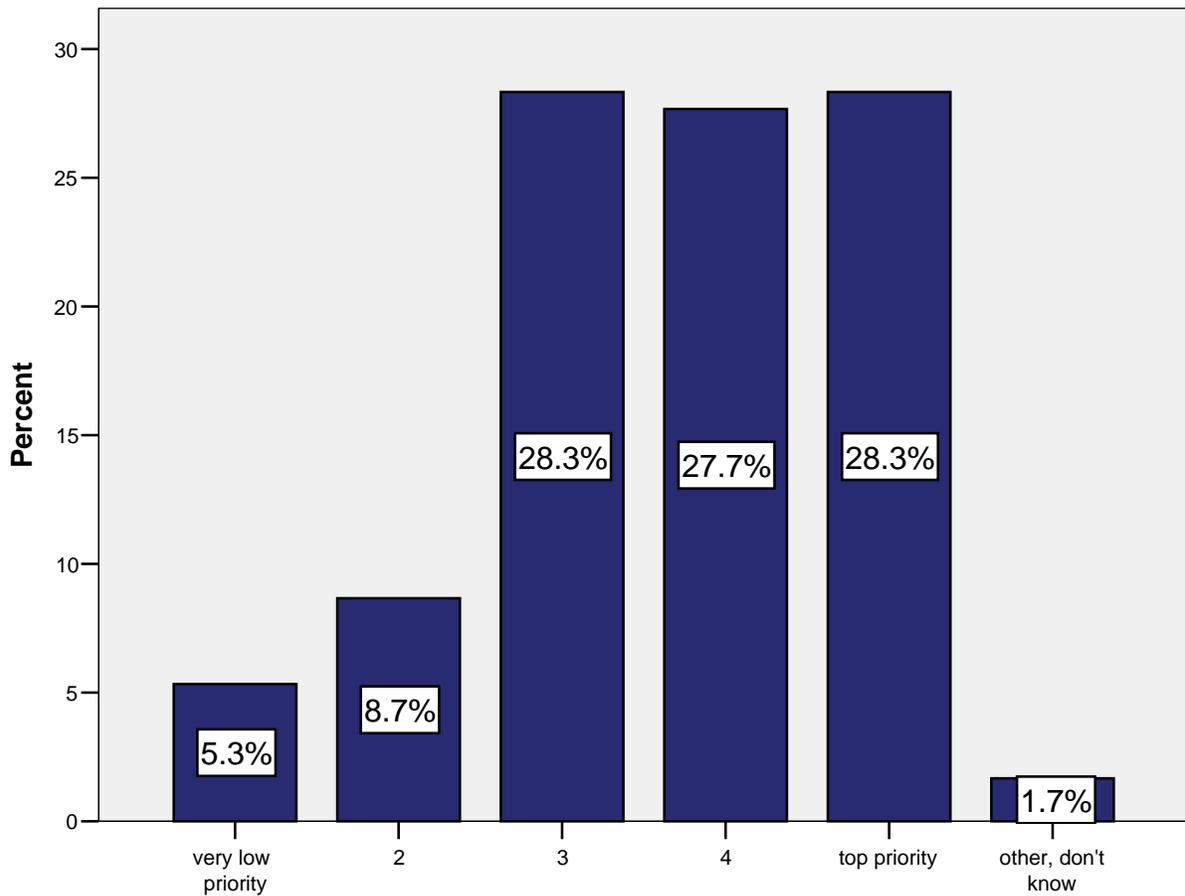
49. developing second-story residential space



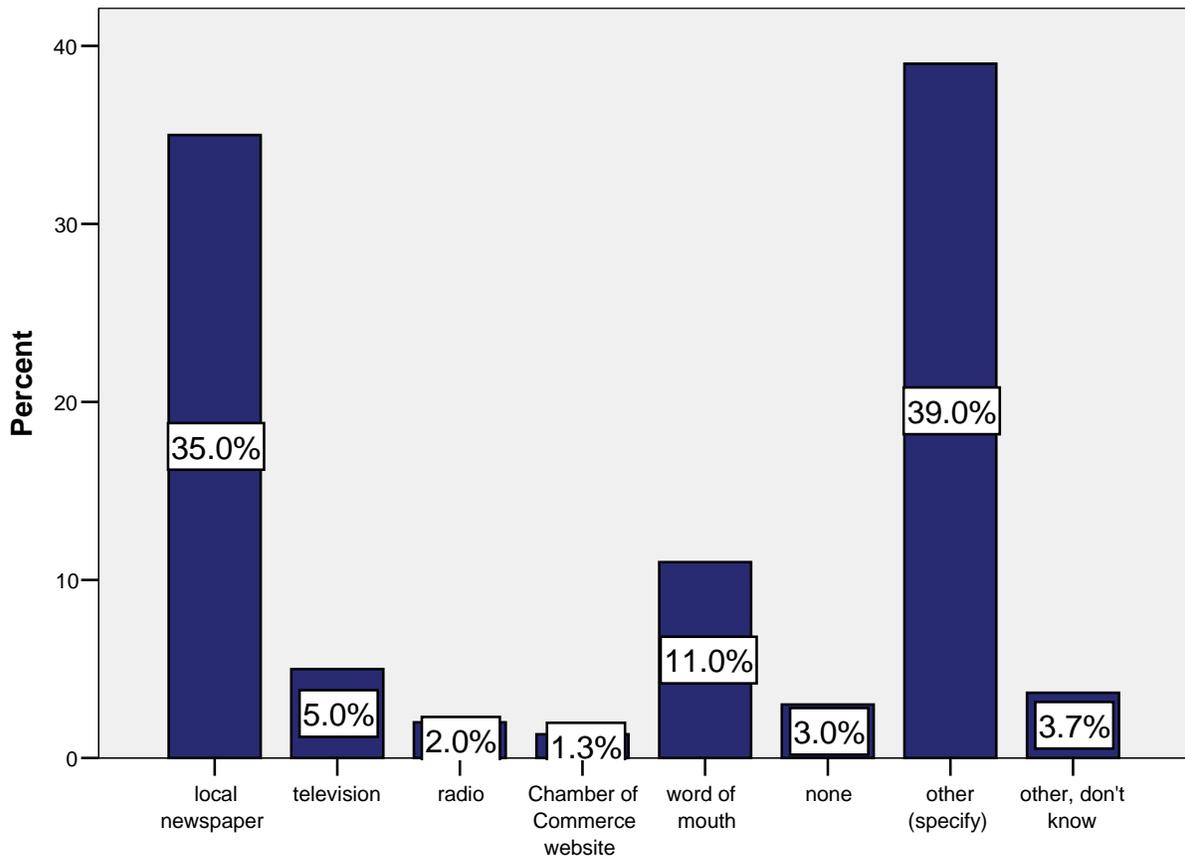
50. making the area more pedestrian-friendly



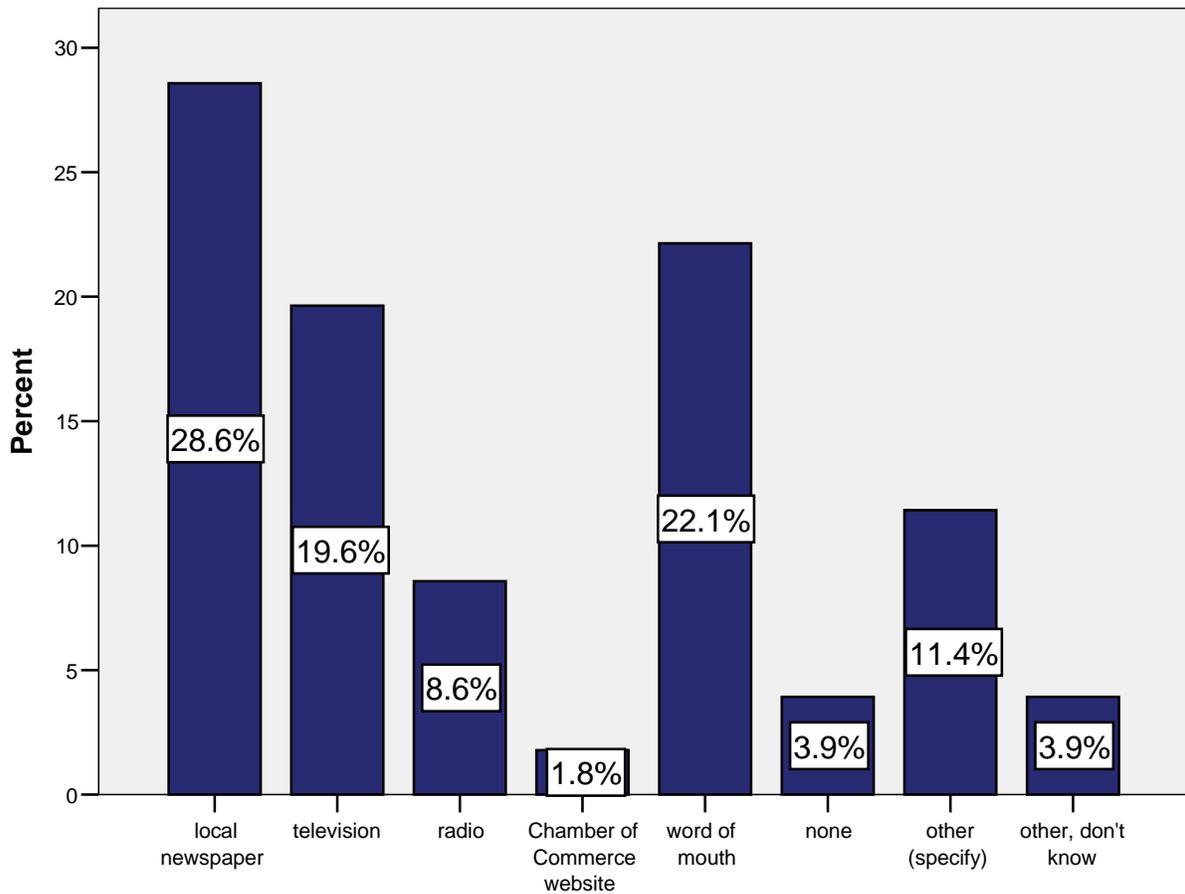
51. improving signage to help people find their way around



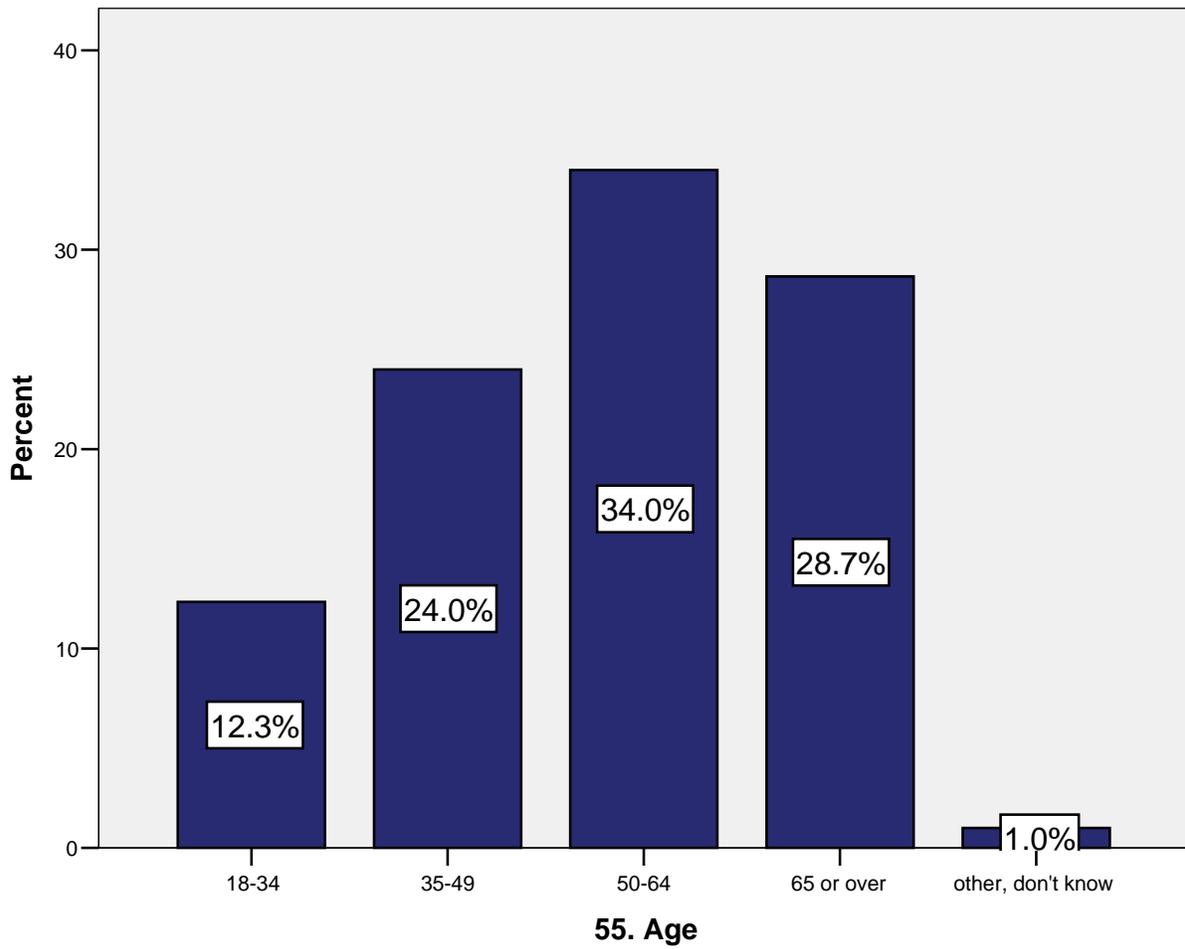
52. improving building facades

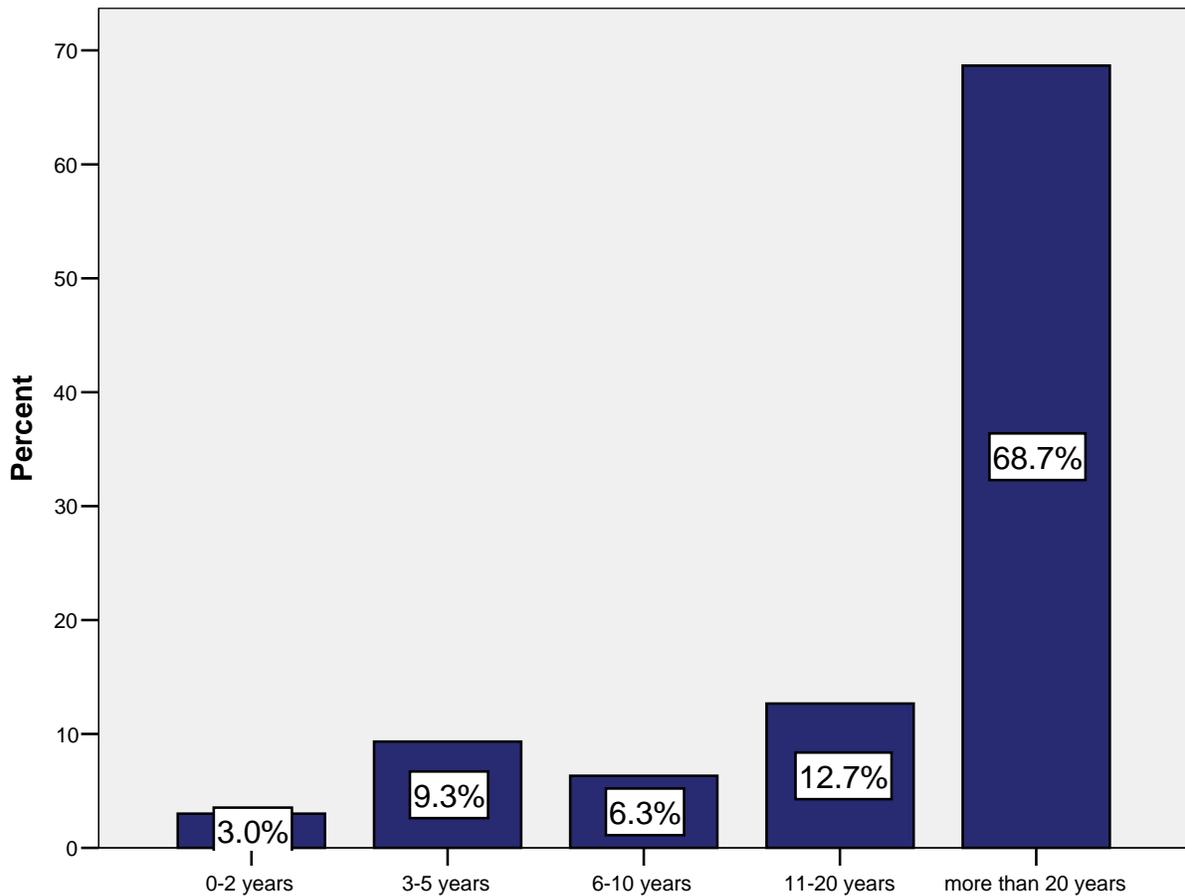


54. What would you say is your primary source of information about downtown Hannibal?

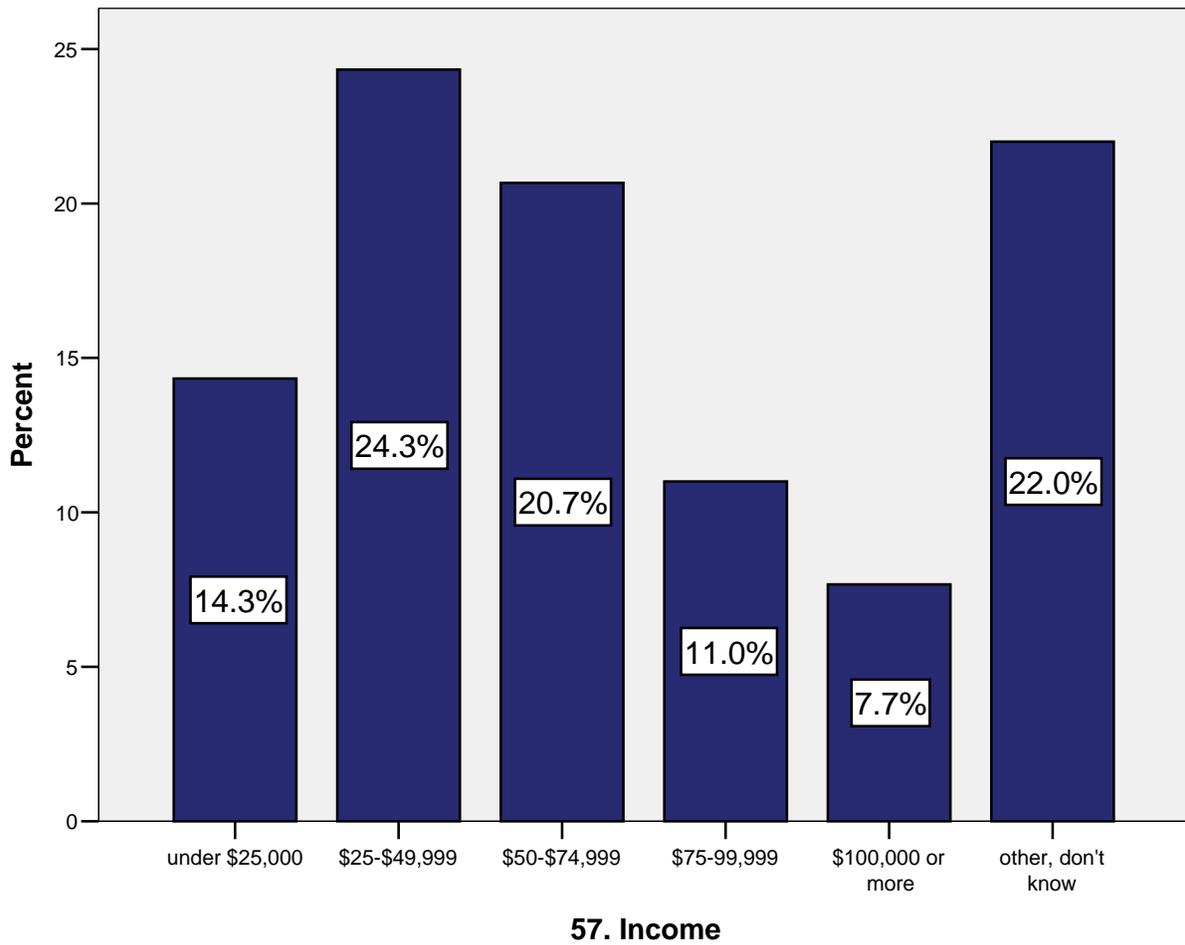


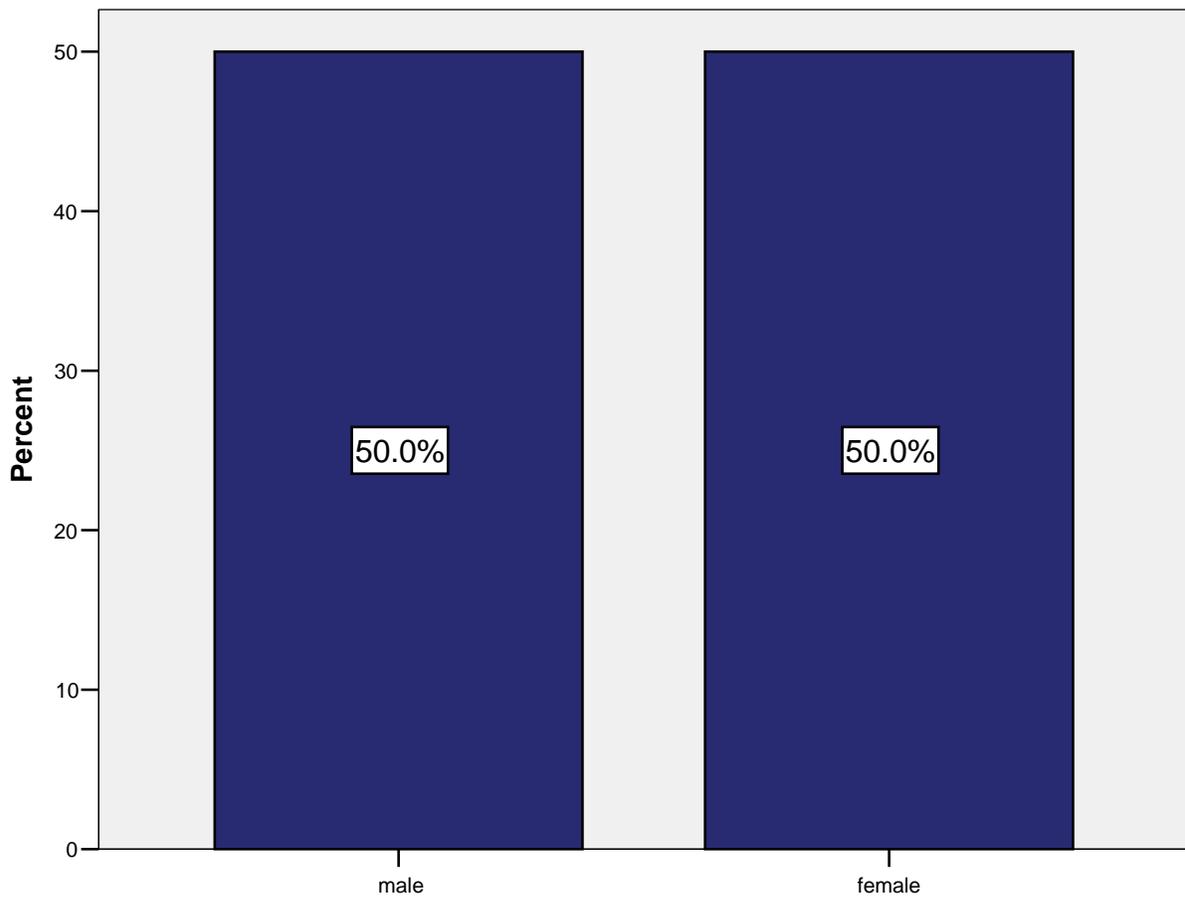
54b. And what is your second most likely source of information?





56. How long have you lived in the Hannibal area?





58. Gender

SECTION V

QUESTIONNAIRE

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

[If criteria cannot be met, politely terminate call]

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

- 1) right direction
- 2) mixed (*do not read*)
- 3) wrong
- 9) other, don't know

I'm going to read a list of things that might be done to improve the quality of life in a given area. For each of the following items, please tell me how high a priority you would place on each by using a 5-point scale. If you think the item should be a top priority, rate it a 5. If you think it should be a very low priority, rate it a 1. Of course, you can use any number between 5 and 1. Okay? *[pause, repeat instructions if necessary]* The first is...

(ROTATE ORDER)

2. Revitalizing the Hannibal downtown area
3. Repairing major streets
4. Improving emergency services
5. Upgrading parks and recreation facilities
6. Attracting more big box retail development
7. How often do you visit downtown Hannibal?

- 1) Once a year or less
- 2) Less than once a month
- 3) One to five times per month
- 4) More than 5 times a month
- 5) Other (specify) (Skip to question 16)
- 6) Don't visit downtown (Skip to question 16)
- 9) Don't know (Skip to question 16)

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

Read list, code as follows:

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

(ROTATE ORDER)

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

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

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

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

Read list, code as follows:

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

(ROTATE ORDER)

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

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

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

(ROTATE ORDER)

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

30. movie theater
31. restaurant with outdoor dining
32. ice cream shop/soda fountain
33. upscale specialty shops
34. antique shops
35. art galleries and shops
36. micro-brewery
37. upscale dining
38. clothing stores
39. shoe stores
40. bars/nightclubs
41. grocery store
42. pharmacy or drug store
43. Of the items listed above, what business would you most like to see in downtown Hannibal? (*Read choices again if necessary.*)
 1. lodging such as hotel, motel or bed and breakfast
 2. casual dining
 3. movie theater
 4. restaurant with outdoor dining
 5. ice cream shop/soda fountain
 6. upscale specialty shops
 7. antique shops
 8. art galleries and shops
 9. micro-brewery
 10. upscale dining
 11. clothing stores
 12. shoe stores
 13. bars/nightclubs
 14. grocery store
 15. pharmacy or drug store
 99. other (specify)

I'm going to read a list of other improvements that might be made to a downtown area. Again, please tell me how high a priority you think each should be for downtown Hannibal using the same 5-point scale. *(Repeat scale again if necessary, record other/don't know as 9)*

(ROTATE ORDER)

44. adding green space
45. improving lighting
46. moving utilities underground
47. adding new parking spaces or lots
48. stricter code enforcement
49. developing loft-style condominiums (OR developing second-story residential space)
50. making the area more pedestrian-friendly
51. improving signage to help people find their way around
52. improving building facades
53. Are there any other improvements you think should be made to downtown Hannibal?
[open-ended, record first two responses]
54. What would you say is your primary source of information about downtown Hannibal?
And what is your second most likely source of information? [do not read list – code first
two responses as follows]
 - 1) local newspaper
 - 2) television
 - 2) radio
 - 3) Chamber of Commerce web site
 - 4) word-of-mouth
 - 9) other [specify]

And now, a few final questions for classification purposes.

55. In which of the following age groups are you?
 - 1) 18-34
 - 2) 35-49
 - 3) 50-64
 - 4) 65 or over
 - 9) other, don't know, refused

56. How long have you lived in the Hannibal area?

- 1) 0-2 years
- 2) 3-5 years
- 3) 6-10 years
- 4) 11-20 years
- 5) more than 20 years
- 9) other, don't know

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

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

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

- 1) male
- 2) female

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

SECTION VI

CROSS TABULATION

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		55. Age				56. How long have you lived in the Hannibal area?					57. Income					58. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
1. Thinking about the Hannibal, Missouri area, would you say things are moving in the right direction or off track and moving in the wrong direction?	right	51.4%	58.3%	49.0%	66.3%	77.8%	57.1%	26.3%	71.1%	55.3%	44.2%	65.8%	56.5%	60.6%	52.2%	51.3%	61.3%
	mixed	16.2%	19.4%	21.6%	10.5%	11.1%	28.6%	26.3%	10.5%	16.5%	20.9%	12.3%	14.5%	27.3%	26.1%	19.3%	15.3%
	wrong	27.0%	16.7%	24.5%	10.5%	0.0%	7.1%	42.1%	15.8%	19.4%	16.3%	17.8%	21.0%	12.1%	17.4%	24.0%	13.3%
	other, don't know	5.4%	5.6%	4.9%	12.8%	11.1%	7.1%	5.3%	2.6%	8.7%	18.6%	4.1%	8.1%	0.0%	4.3%	5.3%	10.0%
2. Revitalizing the Hannibal downtown area	top priority	48.6%	34.7%	36.3%	25.6%	22.2%	32.1%	42.1%	26.3%	35.4%	27.9%	31.5%	30.6%	33.3%	43.5%	28.0%	40.0%
	4	24.3%	25.0%	23.5%	29.1%	44.4%	35.7%	10.5%	50.0%	20.9%	23.3%	27.4%	32.3%	24.2%	26.1%	24.0%	28.0%
	3	16.2%	25.0%	24.5%	22.1%	11.1%	21.4%	31.6%	10.5%	25.2%	20.9%	21.9%	22.6%	30.3%	26.1%	29.3%	16.7%
	2	2.7%	5.6%	3.9%	11.6%	0.0%	3.6%	5.3%	2.6%	7.8%	11.6%	8.2%	6.5%	3.0%	0.0%	6.0%	6.7%
	very low priority	8.1%	6.9%	11.8%	8.1%	11.1%	3.6%	10.5%	7.9%	9.7%	14.0%	9.6%	6.5%	6.1%	4.3%	12.0%	6.0%
other, don't know	0.0%	2.8%	0.0%	3.5%	11.1%	3.6%	0.0%	2.6%	1.0%	2.3%	1.4%	1.6%	3.0%	0.0%	0.7%	2.7%	
high priority (4-5)		73.0%	59.7%	59.8%	54.7%	66.7%	67.9%	52.6%	76.3%	51.2%	58.9%	62.9%	57.6%	69.6%	52.0%	68.0%	
low priority (1-2)		10.8%	12.5%	15.7%	19.8%	11.1%	7.1%	15.8%	10.5%	17.5%	25.6%	17.8%	12.9%	9.1%	4.3%	18.0%	12.7%
3. Repairing major streets	top priority	62.2%	50.0%	58.8%	54.7%	44.4%	71.4%	52.6%	47.4%	56.3%	53.5%	56.2%	54.8%	54.5%	60.9%	54.7%	57.3%
	4	21.6%	20.8%	13.7%	10.5%	22.2%	10.7%	10.5%	26.3%	14.6%	4.7%	17.8%	11.3%	33.3%	14.6%	18.0%	13.3%
	3	5.4%	23.6%	12.7%	18.6%	11.1%	10.7%	15.8%	13.2%	17.5%	16.3%	16.4%	14.5%	12.1%	17.4%	14.7%	17.3%
	2	5.4%	1.4%	7.8%	4.7%	0.0%	3.6%	15.8%	5.3%	4.4%	11.6%	6.8%	6.5%	0.0%	4.4%	6.0%	4.0%
	very low priority	5.4%	4.2%	6.9%	10.5%	22.2%	3.6%	5.3%	5.3%	7.3%	11.6%	2.7%	12.9%	0.0%	8.7%	6.7%	7.3%
other, don't know	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	2.6%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	
high priority (4-5)		83.8%	70.8%	72.5%	65.1%	66.7%	82.1%	63.2%	73.7%	70.9%	58.1%	74.0%	66.1%	87.9%	73.9%	72.7%	70.7%
low priority (1-2)		10.8%	5.6%	14.7%	15.1%	22.2%	7.1%	21.1%	10.5%	11.7%	23.3%	9.6%	19.4%	0.0%	8.7%	12.7%	
4. Improving emergency services	top priority	35.1%	27.8%	37.3%	30.2%	22.2%	35.7%	31.6%	18.4%	35.4%	41.9%	32.9%	37.1%	21.2%	21.7%	28.0%	37.3%
	4	18.9%	27.8%	15.7%	26.7%	33.3%	21.4%	5.3%	18.2%	20.9%	20.9%	25.8%	18.2%	17.4%	22.0%	22.0%	
	3	27.0%	29.2%	30.4%	19.8%	22.2%	28.6%	31.6%	28.9%	25.2%	25.6%	23.3%	25.8%	33.3%	52.2%	27.3%	25.3%
	2	10.8%	8.3%	9.8%	5.8%	0.0%	10.7%	10.5%	18.2%	8.3%	4.7%	12.3%	6.5%	18.2%	4.3%	11.3%	6.0%
	very low priority	5.4%	6.9%	6.9%	8.1%	22.2%	3.6%	21.1%	2.6%	6.3%	2.3%	9.6%	4.8%	6.1%	4.3%	9.3%	4.7%
other, don't know	2.7%	0.0%	0.0%	9.3%	0.0%	0.0%	0.0%	5.3%	3.9%	4.7%	2.7%	0.0%	3.0%	0.0%	2.0%	4.7%	
high priority (4-5)		54.1%	55.6%	52.9%	57.0%	55.6%	57.1%	36.8%	52.6%	56.3%	62.8%	52.1%	62.9%	39.4%	39.1%	50.0%	59.3%
low priority (1-2)		16.2%	15.3%	16.7%	14.0%	22.2%	14.3%	31.6%	13.2%	14.6%	7.0%	21.9%	11.3%	24.2%	8.7%	20.7%	10.7%
5. Upgrading parks and recreation facilities	top priority	29.7%	19.4%	25.5%	22.1%	0.0%	28.6%	36.8%	18.4%	23.3%	30.2%	19.2%	17.7%	24.2%	17.4%	25.3%	21.3%
	4	24.3%	23.6%	21.6%	31.4%	66.7%	25.0%	10.5%	26.3%	24.8%	23.3%	19.2%	29.0%	27.3%	34.8%	24.7%	26.0%
	3	32.4%	34.7%	29.4%	27.9%	11.1%	32.1%	26.3%	34.2%	31.1%	25.6%	34.2%	35.5%	27.3%	39.1%	26.7%	34.7%
	2	13.5%	19.4%	15.7%	10.5%	0.0%	10.7%	26.3%	10.5%	15.5%	9.3%	21.9%	12.9%	18.2%	8.7%	16.7%	12.7%
	very low priority	0.0%	2.8%	7.8%	5.8%	22.2%	3.6%	0.0%	7.9%	4.9%	11.6%	5.5%	4.8%	3.0%	0.0%	6.7%	4.0%
other, don't know	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	2.6%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	
high priority (4-5)		54.1%	43.1%	47.1%	53.5%	66.7%	53.6%	47.4%	44.7%	48.1%	53.5%	38.4%	46.8%	51.5%	52.2%	50.0%	47.3%
low priority (1-2)		13.5%	22.2%	23.5%	16.3%	22.2%	14.3%	26.3%	18.4%	20.4%	20.9%	27.4%	17.7%	21.2%	8.7%	23.3%	16.7%
6. Attracting more big box retail development	top priority	43.2%	29.2%	37.3%	27.9%	33.3%	39.3%	47.4%	21.1%	34.0%	32.6%	37.0%	29.0%	21.2%	43.5%	28.0%	39.3%
	4	21.6%	18.1%	15.7%	12.8%	22.2%	7.1%	10.5%	18.4%	17.0%	9.3%	15.1%	19.4%	24.2%	26.1%	16.7%	15.3%
	3	24.3%	22.2%	17.6%	29.1%	22.2%	21.4%	15.8%	34.2%	21.4%	20.9%	23.3%	25.8%	21.2%	13.0%	19.3%	26.0%
	2	5.4%	12.5%	10.8%	22.1%	11.1%	14.3%	5.3%	15.8%	14.1%	18.6%	12.3%	14.5%	21.2%	13.0%	18.0%	9.3%
	very low priority	5.4%	12.5%	12.7%	5.8%	11.1%	17.9%	15.8%	7.8%	12.1%	9.3%	9.6%	8.1%	12.5%	4.3%	13.3%	6.0%
other, don't know	0.0%	5.6%	5.9%	2.3%	0.0%	0.0%	5.3%	0.0%	5.8%	9.3%	2.7%	3.2%	0.0%	0.0%	4.7%	4.0%	
high priority (4-5)		64.9%	47.2%	52.9%	40.7%	55.6%	46.4%	57.9%	39.5%	51.0%	41.9%	52.1%	48.4%	45.5%	69.6%	44.7%	54.7%
low priority (1-2)		10.8%	25.0%	23.5%	27.9%	22.2%	32.1%	21.1%	26.3%	21.8%	27.9%	21.9%	22.6%	33.3%	17.4%	31.3%	15.3%
7. How often do you visit downtown Hannibal?	once a year or less	5.4%	9.7%	7.8%	3.5%	11.1%	7.1%	5.3%	5.3%	6.8%	11.6%	11.0%	4.8%	3.0%	0.0%	4.7%	8.7%
	less than once a month	8.1%	6.9%	11.8%	15.1%	11.1%	3.6%	10.5%	5.3%	13.1%	14.0%	9.6%	8.1%	15.2%	13.0%	12.7%	9.3%
	one to five times a month	48.6%	41.7%	37.3%	39.5%	44.4%	32.1%	42.1%	47.4%	40.8%	27.9%	43.8%	45.2%	42.4%	43.5%	35.3%	46.7%
	more than five times a month	37.8%	40.3%	43.1%	41.9%	33.3%	57.1%	42.1%	42.1%	38.8%	46.5%	35.6%	40.3%	39.4%	43.5%	47.3%	34.7%
	other (specify)	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.7%
don't visit downtown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	

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		55. Age				56. How long have you lived in the Hannibal area?					57. Income					58. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
8. shopping	very often	10.8%	16.9%	9.8%	12.8%	44.4%	21.4%	5.3%	10.5%	10.7%	18.6%	12.3%	14.8%	6.1%	0.0%	10.0%	14.8%
	somewhat often	29.7%	35.2%	30.4%	15.1%	22.2%	17.9%	36.8%	39.5%	24.9%	16.3%	19.2%	41.0%	33.3%	30.4%	30.0%	23.5%
	not very often	43.2%	43.7%	43.1%	53.5%	33.3%	50.0%	26.3%	42.1%	49.8%	48.8%	50.7%	36.1%	45.5%	65.2%	46.0%	47.7%
	not at all	16.2%	4.2%	16.7%	18.6%	0.0%	10.7%	31.6%	7.9%	14.6%	16.3%	17.8%	8.2%	15.2%	4.3%	14.0%	14.1%
	other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	very/somewhat often not very often/not at all	40.5% 59.5%	52.1% 47.9%	40.2% 59.8%	27.9% 72.1%	66.7% 33.3%	39.3% 60.7%	42.1% 57.9%	50.0% 50.0%	35.6% 64.4%	34.9% 65.1%	31.5% 68.5%	55.7% 44.3%	39.4% 60.6%	30.4% 69.6%	40.0% 60.0%	38.3% 61.7%
9. dining	very often	13.5%	16.9%	14.7%	22.1%	11.1%	28.6%	15.8%	18.4%	15.6%	16.3%	11.0%	23.0%	12.1%	17.4%	18.7%	15.4%
	somewhat often	45.9%	46.5%	35.3%	27.9%	33.3%	28.6%	42.1%	39.5%	37.1%	23.3%	37.0%	49.2%	39.4%	56.5%	40.0%	33.6%
	not very often	24.3%	33.8%	28.4%	31.4%	55.6%	39.3%	15.8%	34.2%	28.8%	37.2%	21.3%	39.4%	26.1%	26.0%	34.9%	34.9%
	not at all	16.2%	2.8%	21.6%	18.6%	0.0%	3.6%	26.3%	7.9%	18.5%	23.3%	17.8%	6.6%	9.1%	0.0%	15.3%	16.1%
	other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	very/somewhat often not very often/not at all	59.5% 40.5%	63.4% 36.6%	50.0% 50.0%	50.0% 50.0%	44.4% 55.6%	57.1% 42.9%	57.9% 42.1%	57.9% 42.1%	52.7% 47.3%	39.5% 60.5%	47.9% 52.1%	72.1% 27.9%	51.5% 48.5%	73.9% 26.1%	58.7% 41.3%	49.0% 51.0%
10. entertainment	very often	16.2%	16.9%	8.8%	10.5%	22.2%	17.9%	5.3%	13.2%	11.2%	11.6%	13.7%	13.1%	12.1%	4.3%	12.7%	11.4%
	somewhat often	35.1%	26.8%	30.4%	16.3%	33.3%	28.6%	21.1%	34.2%	23.9%	23.3%	24.7%	34.4%	18.2%	43.5%	28.7%	22.8%
	not very often	37.8%	45.1%	36.3%	41.9%	33.3%	42.9%	52.6%	39.5%	34.9%	34.9%	39.7%	39.3%	60.6%	39.1%	44.0%	36.9%
	not at all	10.8%	9.9%	24.5%	30.2%	11.1%	7.1%	21.1%	13.2%	24.9%	30.2%	21.9%	13.1%	9.1%	13.0%	14.0%	28.2%
	other, don't know	0.0%	1.4%	0.0%	1.2%	0.0%	3.6%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.7%
	very/somewhat often not very often/not at all	51.4% 48.6%	43.7% 54.9%	39.2% 60.8%	26.7% 72.1%	55.6% 44.4%	46.4% 53.7%	26.3% 73.7%	47.4% 52.6%	35.1% 64.4%	34.9% 65.1%	38.4% 61.6%	47.5% 52.5%	30.3% 69.7%	47.8% 52.2%	41.3% 58.0%	34.2% 65.1%
11. other outdoor recreation, such as walking	very often	37.8%	22.5%	15.7%	15.1%	22.2%	35.7%	26.3%	21.1%	16.6%	23.3%	20.5%	24.6%	12.1%	8.7%	21.3%	18.1%
	somewhat often	29.7%	25.4%	22.5%	10.5%	33.3%	28.6%	31.6%	18.4%	19.0%	11.6%	24.7%	26.2%	26.1%	19.3%	22.8%	22.8%
	not very often	18.9%	38.0%	25.5%	40.7%	44.4%	21.4%	26.3%	36.8%	32.2%	32.6%	26.0%	29.5%	51.5%	43.5%	36.0%	27.5%
	not at all	13.5%	14.1%	36.3%	30.2%	0.0%	14.3%	15.8%	23.7%	30.7%	30.2%	27.4%	19.7%	21.7%	22.7%	30.2%	30.2%
	other, don't know	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	1.5%	2.3%	1.4%	0.0%	0.0%	0.0%	0.7%	1.3%
	very/somewhat often not very often/not at all	67.6% 32.4%	47.9% 52.1%	38.2% 61.8%	25.6% 70.9%	55.6% 44.4%	64.3% 35.7%	57.9% 42.1%	39.5% 60.5%	35.6% 62.9%	34.9% 62.8%	45.2% 53.4%	50.8% 49.2%	27.3% 72.7%	34.8% 65.2%	40.7% 58.7%	40.9% 57.7%
12. special events	very often	18.9%	35.2%	24.5%	20.9%	44.4%	39.3%	31.6%	15.8%	23.4%	20.9%	26.0%	29.5%	24.2%	34.8%	28.7%	21.5%
	somewhat often	45.9%	43.7%	35.3%	30.2%	11.1%	32.1%	36.8%	47.4%	36.6%	25.6%	32.9%	55.7%	30.3%	47.8%	34.7%	38.9%
	not very often	29.7%	18.3%	26.5%	37.2%	33.3%	28.6%	15.8%	31.6%	29.3%	39.5%	27.4%	11.5%	42.4%	17.4%	26.7%	30.9%
	not at all	5.4%	2.8%	13.7%	10.5%	11.1%	0.0%	15.8%	5.3%	10.2%	14.0%	13.7%	3.3%	3.0%	0.0%	10.0%	8.1%
	other, don't know	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	very/somewhat often not very often/not at all	64.9% 35.1%	78.9% 21.1%	59.8% 40.2%	51.2% 47.7%	55.6% 44.4%	71.4% 28.6%	68.4% 31.6%	63.2% 36.8%	60.0% 39.5%	46.5% 53.5%	58.9% 41.1%	85.2% 14.8%	54.5% 45.5%	82.6% 17.4%	63.3% 36.7%	60.4% 38.9%
13. government/post office	very often	35.1%	35.2%	37.3%	29.1%	22.2%	42.9%	36.8%	34.2%	33.2%	37.2%	34.2%	44.3%	39.4%	8.7%	36.0%	32.2%
	somewhat often	35.1%	28.2%	38.2%	34.9%	33.3%	32.1%	36.8%	33.7%	30.2%	30.2%	32.9%	31.1%	39.4%	65.2%	30.0%	38.3%
	not very often	24.3%	25.4%	19.6%	32.6%	33.3%	17.9%	21.1%	28.9%	26.3%	30.2%	27.4%	18.0%	15.2%	21.7%	26.0%	25.5%
	not at all	5.4%	9.9%	4.9%	3.5%	11.1%	7.1%	0.0%	0.0%	6.8%	2.3%	5.5%	6.6%	6.1%	4.3%	7.3%	4.0%
	other, don't know	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
	very/somewhat often not very often/not at all	70.3% 29.7%	63.4% 35.2%	75.5% 24.5%	64.0% 36.0%	55.6% 44.4%	75.0% 25.0%	73.7% 21.1%	71.1% 28.9%	66.8% 33.2%	67.4% 32.6%	67.1% 32.9%	75.4% 24.6%	78.8% 21.2%	73.9% 26.1%	66.0% 33.3%	70.5% 29.5%
14. conducting business	very often	24.3%	26.8%	18.6%	15.1%	11.1%	46.4%	15.8%	18.0%	18.0%	16.3%	17.8%	27.9%	15.2%	8.7%	26.0%	14.1%
	somewhat often	32.4%	35.2%	32.4%	29.1%	33.3%	17.9%	36.8%	32.2%	27.9%	30.1%	32.8%	33.3%	34.8%	26.0%	38.3%	34.9%
	not very often	18.9%	31.0%	36.3%	38.4%	55.6%	25.0%	31.6%	28.9%	35.1%	39.5%	37.0%	26.2%	42.4%	47.8%	32.7%	34.9%
	not at all	24.3%	7.0%	12.7%	17.4%	0.0%	10.7%	15.8%	15.8%	14.6%	16.3%	15.1%	13.1%	9.1%	8.7%	15.3%	12.8%
	other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	very/somewhat often not very often/not at all	56.8% 43.2%	62.0% 38.0%	51.0% 49.0%	44.2% 55.8%	44.4% 55.6%	64.3% 35.7%	52.6% 47.4%	55.3% 44.7%	50.2% 49.8%	44.2% 55.8%	47.9% 52.1%	60.7% 39.3%	48.5% 51.5%	43.5% 56.5%	52.0% 48.0%	52.3% 47.7%

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		55. Age				56. How long have you lived in the Hannibal area?					57. Income					58. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
15. Of the items listed above, which would you say is the one reason you most often visit downtown Hannibal?	shopping	10.8%	5.6%	2.0%	7.0%	22.2%	0.0%	0.0%	7.9%	5.4%	9.3%	4.1%	1.6%	9.1%	8.7%	2.0%	8.7%
	dining	16.2%	18.3%	11.8%	15.1%	0.0%	7.1%	10.5%	15.8%	16.6%	9.3%	12.3%	11.5%	21.2%	26.1%	12.0%	16.8%
	entertainment	10.8%	12.7%	8.8%	1.2%	11.1%	17.9%	15.8%	10.5%	4.9%	7.0%	15.1%	11.5%	0.0%	0.0%	10.7%	4.7%
	other outdoor recreation, such as walking	24.3%	7.0%	9.8%	7.0%	0.0%	3.6%	26.3%	15.8%	8.8%	7.0%	15.1%	8.2%	9.1%	4.3%	9.3%	10.7%
	special events	8.1%	25.4%	13.7%	14.0%	11.1%	17.9%	21.1%	15.8%	15.1%	11.6%	9.6%	24.6%	15.2%	30.4%	17.3%	14.1%
	government/post office	13.5%	16.9%	23.5%	17.4%	22.2%	21.4%	15.8%	26.3%	18.0%	20.9%	23.3%	21.3%	21.2%	4.3%	20.7%	18.1%
	conducting business	16.2%	11.3%	25.5%	24.4%	33.3%	21.4%	10.5%	5.3%	23.4%	23.3%	16.4%	18.0%	18.2%	26.1%	20.7%	20.1%
other, don't know	0.0%	2.8%	4.9%	14.0%	0.0%	10.7%	0.0%	2.6%	7.8%	11.6%	4.1%	3.3%	6.1%	0.0%	6.7%	6.7%	
16. signs to help people find their way around	excellent	13.5%	8.3%	11.8%	16.3%	11.1%	7.1%	0.0%	5.3%	15.5%	23.3%	6.8%	4.8%	9.1%	17.4%	10.7%	14.0%
	good	67.6%	66.7%	59.8%	66.3%	77.8%	50.0%	57.9%	71.1%	64.6%	51.2%	64.4%	72.6%	69.7%	56.5%	62.7%	65.3%
	not so good	13.5%	18.1%	17.6%	5.8%	11.1%	25.0%	31.6%	15.8%	11.2%	18.6%	16.4%	16.1%	12.1%	17.4%	12.7%	16.0%
	poor	2.7%	6.9%	2.0%	4.7%	0.0%	10.7%	10.5%	5.3%	2.4%	0.0%	5.5%	3.2%	6.1%	4.3%	8.0%	0.0%
	other, don't know	2.7%	0.0%	8.8%	7.0%	0.0%	7.1%	0.0%	2.6%	6.3%	7.0%	6.8%	3.2%	3.0%	4.3%	6.0%	4.7%
	excellent/good	81.1%	75.0%	71.6%	82.6%	88.9%	57.1%	57.9%	76.3%	80.1%	74.4%	71.2%	77.4%	78.3%	73.9%	73.3%	79.3%
	not so good/poor	16.2%	25.0%	19.6%	10.5%	11.1%	35.7%	42.1%	21.1%	13.6%	18.6%	21.9%	19.4%	18.2%	21.7%	20.7%	16.0%
17. convenient business hours	excellent	2.7%	2.8%	2.9%	11.6%	0.0%	7.1%	5.3%	5.3%	5.3%	18.6%	4.1%	3.2%	3.0%	4.3%	6.7%	4.0%
	good	48.6%	40.3%	48.0%	57.0%	55.6%	60.7%	52.6%	46.8%	56.2%	53.5%	46.8%	48.5%	39.1%	50.0%	48.0%	
	not so good	32.4%	45.8%	34.3%	14.0%	33.3%	32.1%	26.3%	34.2%	30.6%	16.3%	26.0%	35.5%	36.4%	34.8%	24.7%	37.3%
	poor	10.8%	9.7%	12.7%	9.3%	0.0%	10.5%	7.9%	13.1%	13.1%	4.7%	13.7%	11.3%	9.1%	17.4%	15.3%	6.0%
	other, don't know	5.4%	1.4%	2.0%	8.1%	11.1%	0.0%	5.3%	2.6%	4.4%	7.0%	0.0%	3.2%	3.0%	4.3%	3.3%	4.7%
	excellent/good	51.4%	43.1%	51.0%	68.6%	55.6%	67.9%	57.9%	55.3%	51.9%	72.1%	60.3%	50.0%	51.5%	43.5%	56.7%	52.0%
	not so good/poor	43.2%	55.6%	47.1%	23.3%	33.3%	32.1%	36.8%	42.1%	43.7%	20.9%	39.7%	46.8%	45.5%	52.2%	40.0%	43.3%
18. available green space	excellent	5.4%	2.8%	8.8%	8.1%	0.0%	3.6%	0.0%	10.5%	7.3%	18.3%	6.8%	1.6%	3.0%	13.0%	7.3%	6.0%
	good	48.6%	60.0%	41.2%	50.0%	66.7%	50.0%	31.6%	50.0%	46.6%	39.5%	49.3%	48.4%	45.5%	47.8%	48.0%	46.0%
	not so good	27.0%	26.4%	34.3%	22.1%	22.2%	28.6%	57.9%	26.3%	25.7%	25.6%	26.0%	35.5%	33.3%	26.1%	24.7%	31.3%
	poor	8.1%	4.2%	11.8%	5.8%	0.0%	7.1%	5.3%	2.6%	9.2%	2.3%	5.5%	9.7%	12.1%	8.7%	11.3%	4.0%
	other, don't know	10.8%	16.7%	3.9%	14.0%	11.1%	10.7%	5.3%	10.5%	11.2%	16.3%	12.3%	4.8%	6.1%	4.3%	8.7%	12.7%
	excellent/good	54.1%	52.8%	50.0%	58.1%	66.7%	53.6%	31.6%	60.5%	53.9%	55.8%	56.2%	50.0%	48.5%	60.9%	55.3%	52.0%
	not so good/poor	35.1%	30.6%	46.1%	27.9%	22.2%	35.7%	63.2%	28.9%	35.0%	27.9%	31.5%	43.2%	45.5%	34.8%	36.0%	35.3%
19. preservation of historic structures	excellent	13.5%	13.9%	21.6%	19.8%	22.2%	10.7%	5.3%	15.8%	20.4%	27.9%	4.1%	22.6%	24.2%	21.7%	19.3%	16.7%
	good	64.9%	66.7%	64.7%	65.1%	77.8%	57.1%	63.2%	71.1%	65.5%	60.5%	78.1%	59.7%	63.6%	65.2%	60.7%	70.7%
	not so good	13.5%	15.3%	11.8%	9.3%	0.0%	17.9%	21.1%	10.5%	11.2%	7.0%	12.3%	16.1%	9.1%	13.0%	13.3%	10.7%
	poor	5.4%	4.2%	2.0%	2.3%	0.0%	10.7%	10.5%	2.6%	1.5%	2.3%	4.1%	1.6%	3.0%	0.0%	5.3%	0.7%
	other, don't know	2.7%	0.0%	0.0%	3.5%	0.0%	3.6%	0.0%	0.0%	1.5%	2.3%	0.0%	0.0%	0.0%	0.0%	1.3%	1.3%
	excellent/good	78.4%	80.6%	86.3%	84.9%	100.0%	67.9%	68.4%	86.8%	85.9%	88.4%	82.2%	82.3%	87.9%	87.0%	80.0%	87.3%
	not so good/poor	18.9%	19.4%	13.7%	11.6%	0.0%	28.6%	31.6%	13.2%	12.6%	9.3%	16.4%	17.7%	12.1%	13.0%	18.7%	11.3%
20. occupied storefronts	excellent	5.4%	2.8%	4.9%	9.3%	0.0%	0.0%	0.0%	7.9%	6.8%	16.3%	4.1%	3.2%	3.0%	0.0%	6.0%	5.3%
	good	64.9%	69.4%	59.8%	57.0%	77.8%	64.3%	63.2%	65.8%	60.7%	51.2%	63.0%	69.4%	57.6%	73.9%	58.0%	66.7%
	not so good	18.9%	20.8%	21.6%	17.4%	22.2%	14.3%	21.1%	19.9%	18.6%	16.4%	21.0%	24.2%	21.7%	22.0%	17.3%	22.0%
	poor	8.1%	6.9%	10.8%	5.8%	0.0%	17.9%	15.8%	5.3%	6.8%	9.3%	9.6%	4.8%	15.2%	4.3%	11.3%	4.7%
	other, don't know	2.7%	0.0%	2.9%	10.5%	0.0%	3.6%	0.0%	0.0%	5.8%	4.7%	6.8%	1.6%	0.0%	0.0%	2.7%	6.0%
	excellent/good	70.3%	72.2%	64.7%	66.3%	77.8%	64.3%	63.2%	73.7%	67.5%	67.4%	67.1%	72.6%	60.6%	73.9%	64.0%	72.0%
	not so good/poor	27.0%	27.8%	32.4%	23.3%	22.2%	32.1%	36.8%	26.3%	26.7%	27.9%	26.0%	25.8%	39.4%	26.1%	33.3%	22.0%
21. convenient parking	excellent	2.7%	1.4%	3.9%	10.5%	0.0%	10.7%	0.0%	7.9%	4.4%	18.6%	2.7%	1.6%	3.0%	4.3%	5.3%	4.7%
	good	37.8%	44.4%	48.0%	66.3%	33.3%	35.7%	73.7%	54.0%	52.4%	37.2%	47.9%	50.0%	54.5%	52.2%	52.7%	50.0%
	not so good	43.2%	44.4%	32.4%	18.6%	55.6%	39.3%	21.1%	36.8%	31.1%	32.6%	37.0%	32.3%	27.3%	43.5%	27.3%	38.0%
	poor	16.2%	9.7%	15.7%	4.7%	11.1%	14.3%	5.3%	15.3%	12.1%	11.6%	12.3%	16.1%	15.2%	0.0%	14.7%	7.3%
	other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	excellent/good	40.5%	45.8%	52.0%	76.7%	33.3%	46.4%	73.7%	57.9%	56.8%	55.8%	50.7%	51.6%	57.6%	56.5%	58.0%	54.7%
	not so good/poor	59.5%	54.2%	48.0%	23.3%	66.7%	53.6%	26.3%	42.1%	43.2%	44.2%	49.3%	48.4%	42.4%	43.5%	42.0%	45.3%

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		55. Age				56. How long have you lived in the Hannibal area?					57. Income					58. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
22. diverse mix of businesses	excellent	13.5%	4.2%	8.8%	4.7%	11.1%	10.7%	5.3%	2.6%	7.3%	11.6%	1.4%	6.5%	12.1%	8.7%	6.0%	8.0%
	good	40.5%	56.9%	43.1%	47.7%	33.3%	53.6%	47.4%	50.0%	46.6%	46.5%	59.7%	36.4%	34.8%	48.0%	46.7%	46.7%
	not so good	32.4%	26.4%	30.4%	26.7%	44.4%	25.0%	31.6%	36.8%	26.7%	23.3%	31.5%	25.8%	36.4%	34.8%	26.0%	31.3%
	poor	10.8%	11.1%	14.7%	10.5%	0.0%	10.7%	15.8%	10.5%	13.1%	9.3%	15.1%	6.5%	15.2%	17.4%	17.3%	7.3%
	other, don't know	2.7%	1.4%	2.9%	10.5%	11.1%	0.0%	0.0%	0.0%	6.3%	9.3%	5.5%	1.6%	0.0%	4.3%	2.7%	6.7%
	excellent/good	54.1%	61.1%	52.0%	52.3%	44.4%	64.3%	52.6%	52.6%	53.9%	58.1%	47.9%	66.1%	48.5%	43.5%	54.0%	54.7%
	not so good/poor	43.2%	37.5%	45.1%	37.2%	44.4%	35.7%	47.4%	47.4%	39.8%	32.6%	46.6%	32.3%	51.5%	52.2%	43.3%	38.7%
23. dining options	excellent	8.1%	8.3%	6.9%	9.3%	11.1%	3.6%	0.0%	2.6%	10.2%	14.0%	6.8%	8.1%	6.1%	8.7%	7.3%	8.7%
	good	56.8%	51.4%	51.0%	64.0%	66.7%	42.9%	52.6%	65.8%	55.8%	48.8%	49.3%	58.1%	66.7%	60.9%	52.7%	59.3%
	not so good	27.0%	29.2%	30.4%	17.4%	22.2%	42.9%	26.3%	28.9%	22.8%	23.3%	28.8%	29.0%	18.2%	30.4%	26.7%	24.7%
	poor	8.1%	11.1%	10.8%	5.8%	0.0%	10.7%	21.1%	0.0%	9.7%	9.3%	15.1%	4.8%	6.1%	0.0%	12.0%	6.0%
	other, don't know	0.0%	0.0%	1.0%	3.5%	0.0%	0.0%	0.0%	2.6%	1.5%	4.7%	0.0%	0.0%	3.0%	0.0%	1.3%	1.3%
	excellent/good	64.9%	59.7%	57.8%	73.3%	77.8%	46.4%	52.6%	68.4%	66.0%	62.8%	56.2%	66.1%	72.7%	69.6%	60.0%	68.0%
	not so good/poor	35.1%	40.3%	41.2%	23.3%	22.2%	53.6%	47.4%	28.9%	32.5%	32.6%	43.8%	33.9%	24.2%	30.4%	38.7%	30.7%
24. entertainment options	excellent	2.7%	1.4%	5.9%	9.3%	11.1%	14.3%	0.0%	7.9%	3.9%	11.6%	6.8%	1.6%	3.0%	8.7%	6.0%	4.7%
	good	40.5%	31.9%	41.2%	41.9%	55.6%	28.6%	21.1%	42.1%	40.3%	41.9%	38.4%	48.4%	24.2%	34.8%	40.7%	36.7%
	not so good	48.6%	51.4%	35.3%	29.1%	33.3%	46.4%	57.9%	36.8%	37.4%	32.6%	35.6%	35.5%	57.6%	39.1%	34.7%	44.0%
	poor	8.1%	15.3%	15.7%	12.8%	0.0%	10.7%	21.1%	13.2%	14.6%	11.6%	15.1%	12.9%	15.2%	17.4%	17.3%	10.7%
	other, don't know	0.0%	0.0%	2.0%	7.0%	0.0%	0.0%	0.0%	0.0%	3.9%	2.3%	4.1%	1.6%	0.0%	0.0%	1.3%	4.0%
	excellent/good	43.2%	33.3%	47.1%	51.2%	66.7%	42.9%	21.1%	50.0%	44.2%	53.5%	45.2%	50.0%	27.3%	43.5%	46.7%	41.3%
	not so good/poor	56.8%	66.7%	51.0%	41.9%	33.3%	57.1%	78.9%	50.0%	55.8%	44.2%	50.7%	48.4%	72.7%	56.5%	52.0%	54.7%
25. condition of streets	excellent	2.7%	4.2%	4.9%	3.5%	0.0%	3.6%	5.3%	5.3%	3.9%	9.3%	2.7%	3.2%	3.0%	4.3%	5.3%	2.7%
	good	27.0%	43.1%	44.1%	41.9%	55.6%	42.9%	47.4%	39.5%	39.3%	27.9%	39.7%	38.7%	48.5%	52.2%	38.7%	42.7%
	not so good	43.2%	34.7%	30.4%	36.0%	22.2%	32.1%	26.3%	36.8%	36.9%	25.6%	41.1%	38.7%	30.3%	30.4%	34.7%	36.0%
	poor	27.0%	18.1%	20.6%	17.4%	22.2%	21.4%	21.1%	18.4%	19.4%	37.2%	15.1%	19.4%	18.2%	13.0%	21.3%	18.0%
	other, don't know	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.7%
	excellent/good	29.7%	47.2%	49.0%	45.3%	55.6%	46.4%	52.6%	44.7%	43.2%	37.2%	42.5%	51.1%	51.5%	56.5%	44.0%	45.3%
	not so good/poor	70.3%	52.8%	51.0%	53.5%	44.4%	53.6%	47.4%	55.3%	56.3%	62.8%	56.2%	58.1%	48.5%	43.5%	56.0%	54.0%
26. condition of sidewalks	excellent	5.4%	6.9%	2.9%	10.5%	11.1%	10.7%	0.0%	5.3%	6.3%	16.3%	2.7%	6.5%	6.1%	4.3%	8.0%	4.7%
	good	48.6%	54.2%	56.9%	47.7%	55.6%	46.4%	68.4%	55.3%	51.0%	44.2%	45.2%	59.7%	57.6%	52.2%	48.7%	56.0%
	not so good	32.4%	20.8%	20.6%	22.1%	33.3%	25.0%	10.5%	23.7%	22.3%	14.0%	28.8%	25.8%	15.2%	26.1%	24.0%	20.7%
	poor	10.8%	15.3%	14.7%	16.3%	0.0%	17.9%	15.8%	13.2%	15.5%	16.3%	20.5%	6.5%	21.2%	17.4%	16.7%	13.3%
	other, don't know	2.7%	2.8%	4.9%	3.5%	0.0%	0.0%	5.3%	2.6%	4.9%	9.3%	2.7%	1.6%	0.0%	0.0%	2.7%	5.3%
	excellent/good	54.1%	61.1%	59.8%	58.1%	66.7%	57.1%	68.4%	60.5%	57.3%	60.5%	47.9%	66.1%	63.6%	56.5%	56.7%	60.7%
	not so good/poor	43.2%	36.1%	35.3%	38.4%	33.3%	42.9%	26.3%	36.8%	37.9%	30.2%	49.3%	32.3%	36.4%	43.5%	40.7%	34.0%
27. How important would you say it is that downtown Hannibal work to retain its historic character?	very important	56.8%	62.5%	61.8%	69.8%	88.9%	60.7%	57.9%	68.4%	62.6%	62.8%	65.8%	66.1%	57.6%	73.9%	57.3%	70.0%
	somewhat important	35.1%	27.8%	27.5%	26.7%	11.1%	28.6%	31.6%	28.3%	29.1%	30.2%	24.7%	30.3%	21.7%	20.7%	30.7%	28.0%
	not very important	5.4%	5.8%	6.9%	0.0%	0.0%	7.1%	5.3%	5.3%	3.9%	2.3%	4.1%	3.2%	9.1%	4.3%	7.3%	1.3%
	not at all important	2.7%	2.8%	2.9%	3.5%	0.0%	3.6%	5.3%	0.0%	3.4%	4.7%	5.5%	1.6%	3.0%	0.0%	4.7%	1.3%
	other, don't know	0.0%	1.4%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	1.3%
	very/somewhat important	91.9%	90.3%	89.2%	96.5%	100.0%	89.3%	89.5%	94.7%	91.7%	93.0%	90.4%	93.5%	87.9%	95.7%	88.0%	96.0%
	not very/not at all important	8.1%	8.3%	9.8%	3.5%	0.0%	10.7%	10.5%	5.3%	7.3%	7.0%	9.6%	4.8%	12.1%	4.3%	12.0%	2.7%
28. lodging such as hotel, motel or bed and breakfast	top priority	18.9%	19.4%	33.3%	27.9%	22.2%	32.1%	10.5%	13.2%	29.6%	39.5%	26.0%	24.2%	21.2%	17.4%	24.7%	28.0%
	4	21.6%	25.0%	23.5%	24.4%	33.3%	25.0%	15.8%	34.2%	21.8%	16.3%	23.3%	33.9%	18.2%	21.7%	19.3%	28.0%
	3	27.0%	30.6%	23.5%	24.4%	11.1%	21.4%	26.3%	28.9%	26.2%	23.3%	23.3%	19.4%	34.8%	28.0%	23.3%	
	2	18.9%	13.9%	8.8%	15.1%	33.3%	14.3%	21.1%	15.8%	11.2%	9.3%	13.7%	16.1%	15.2%	13.0%	13.3%	
	very low priority	13.5%	11.1%	10.8%	7.0%	0.0%	7.1%	26.3%	7.9%	13.0%	11.6%	12.3%	6.5%	6.1%	13.0%	14.0%	7.3%
	other, don't know	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.4%	0.0%	0.0%	0.0%	0.7%	0.0%
	high priority (4-5)	40.5%	44.4%	56.9%	52.3%	55.6%	57.1%	26.3%	47.4%	51.5%	55.8%	49.3%	58.1%	39.4%	39.1%	44.0%	56.0%
low priority (1-2)	32.4%	25.0%	19.6%	22.1%	33.3%	21.4%	47.4%	23.7%	21.8%	20.9%	26.0%	22.6%	21.2%	26.1%	27.3%	20.7%	

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		55. Age				56. How long have you lived in the Hannibal area?					57. Income					58. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
29. casual dining	top priority	16.2%	20.8%	37.3%	27.9%	33.3%	35.7%	10.5%	15.8%	30.1%	37.2%	20.5%	29.0%	21.2%	30.4%	22.0%	33.3%
	4	40.5%	34.7%	22.5%	33.7%	22.2%	17.9%	15.8%	39.5%	32.5%	25.6%	38.4%	27.4%	48.5%	26.1%	32.7%	28.7%
	2	10.8%	6.9%	8.8%	7.0%	0.0%	3.6%	10.5%	10.5%	8.3%	14.0%	5.5%	8.1%	9.1%	4.3%	9.3%	6.7%
	3	27.0%	33.3%	23.5%	26.7%	44.4%	42.9%	42.1%	28.9%	23.8%	18.6%	27.4%	30.6%	21.2%	30.4%	28.7%	27.3%
	very low priority	5.4%	4.2%	7.8%	4.7%	0.0%	0.0%	21.1%	5.3%	4.7%	8.2%	4.8%	0.0%	0.0%	0.0%	7.3%	4.0%
	other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	high priority (4-5)	56.8%	55.6%	59.8%	61.6%	55.6%	53.6%	26.3%	55.3%	62.6%	62.8%	58.9%	56.5%	69.7%	56.5%	54.7%	62.0%
	low priority (1-2)	16.2%	11.1%	16.7%	11.6%	0.0%	3.6%	31.6%	15.8%	13.6%	18.6%	13.7%	12.9%	9.1%	13.0%	16.7%	10.7%
30. movie theater	top priority	24.3%	30.6%	24.5%	26.7%	22.2%	35.7%	15.8%	18.4%	28.6%	32.6%	24.7%	25.8%	33.3%	30.4%	21.3%	32.7%
	4	18.9%	25.0%	19.6%	19.8%	44.4%	28.6%	10.5%	21.1%	19.4%	16.3%	24.7%	25.8%	15.2%	17.4%	18.0%	23.3%
	2	27.0%	15.3%	18.6%	19.8%	11.1%	14.3%	21.1%	21.1%	19.4%	11.6%	23.3%	17.7%	18.2%	21.7%	24.0%	14.0%
	3	16.2%	15.3%	11.8%	14.0%	22.2%	10.7%	26.3%	18.4%	12.1%	16.3%	11.0%	12.9%	21.2%	21.7%	14.0%	14.0%
	very low priority	13.5%	13.9%	24.5%	17.4%	0.0%	10.7%	26.3%	21.1%	18.9%	20.9%	16.4%	17.7%	12.1%	8.7%	22.0%	14.7%
	other, don't know	0.0%	0.0%	1.0%	2.3%	0.0%	0.0%	0.0%	0.0%	1.5%	2.3%	0.0%	0.0%	0.0%	0.0%	0.7%	1.3%
	high priority (4-5)	43.2%	55.6%	44.1%	46.5%	66.7%	64.3%	26.3%	39.5%	48.1%	48.8%	49.3%	51.6%	48.5%	47.8%	39.3%	56.0%
	low priority (1-2)	29.7%	29.2%	36.3%	31.4%	22.2%	21.4%	52.6%	39.5%	31.1%	37.2%	27.4%	30.6%	33.3%	30.4%	36.0%	28.7%
31. restaurant with outdoor dining	top priority	27.0%	20.8%	32.4%	27.9%	33.3%	46.4%	15.8%	15.8%	27.7%	32.6%	26.0%	24.2%	36.4%	34.8%	26.0%	28.7%
	4	37.8%	43.1%	23.5%	16.3%	44.4%	25.0%	26.3%	26.2%	18.6%	31.5%	29.0%	36.4%	30.4%	30.0%	30.0%	23.3%
	2	24.3%	18.1%	19.6%	31.4%	11.1%	14.3%	26.3%	26.3%	25.2%	23.3%	23.3%	24.2%	21.2%	17.4%	18.7%	29.3%
	3	5.4%	9.7%	8.8%	10.5%	0.0%	7.1%	10.5%	10.5%	8.3%	11.6%	8.2%	11.3%	3.0%	8.7%	10.0%	8.0%
	very low priority	5.4%	8.3%	15.7%	11.6%	11.1%	7.1%	21.1%	7.9%	11.7%	14.0%	11.0%	11.3%	3.0%	8.7%	14.0%	8.7%
	other, don't know	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%
	high priority (4-5)	64.9%	63.9%	55.9%	44.2%	77.8%	71.4%	42.1%	50.0%	53.9%	51.2%	57.5%	53.2%	72.7%	65.2%	56.0%	54.0%
	low priority (1-2)	10.8%	18.1%	24.5%	22.1%	11.1%	14.3%	31.6%	23.7%	19.9%	25.6%	19.2%	22.6%	6.1%	17.4%	24.0%	16.7%
32. ice cream shop/soda fountain	top priority	10.8%	13.9%	21.6%	18.6%	11.1%	17.9%	5.3%	7.9%	20.4%	32.6%	19.2%	11.3%	15.2%	4.3%	11.3%	23.3%
	4	45.9%	23.6%	19.6%	16.3%	55.6%	39.3%	26.3%	18.4%	19.4%	14.0%	17.8%	37.1%	24.2%	34.8%	25.3%	20.0%
	2	13.5%	31.9%	26.5%	30.2%	0.0%	17.9%	36.8%	36.8%	26.7%	25.6%	28.8%	25.8%	30.3%	21.7%	28.7%	25.3%
	3	16.2%	16.7%	18.6%	18.6%	22.2%	17.9%	10.5%	21.1%	18.4%	16.3%	20.5%	12.9%	18.2%	17.4%	16.7%	20.0%
	very low priority	13.5%	13.9%	13.7%	16.3%	11.1%	7.1%	21.1%	15.8%	15.0%	11.6%	13.7%	12.9%	12.1%	21.7%	18.0%	11.3%
	other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	high priority (4-5)	56.8%	37.5%	41.2%	34.9%	66.7%	57.1%	31.6%	26.3%	39.8%	46.5%	37.0%	48.4%	39.4%	39.1%	36.7%	43.3%
	low priority (1-2)	29.7%	30.6%	32.4%	34.9%	33.3%	25.0%	31.6%	36.8%	33.5%	27.9%	34.2%	25.8%	30.3%	39.1%	34.7%	31.3%
33. upscale specialty shops	top priority	8.1%	13.9%	19.6%	17.4%	22.2%	25.0%	0.0%	2.6%	18.9%	30.2%	11.0%	14.5%	15.2%	13.0%	11.3%	21.3%
	4	21.6%	19.4%	22.5%	15.1%	33.3%	14.3%	21.1%	15.8%	19.9%	16.3%	17.8%	19.4%	18.2%	21.7%	19.3%	19.3%
	2	43.2%	33.3%	27.5%	30.2%	44.4%	39.3%	26.3%	42.1%	28.6%	16.3%	31.5%	32.3%	45.5%	47.8%	36.0%	27.3%
	3	16.2%	16.7%	14.7%	16.3%	0.0%	14.3%	31.6%	18.4%	14.6%	18.6%	17.8%	21.0%	18.2%	8.7%	15.3%	16.0%
	very low priority	10.8%	16.7%	13.7%	18.6%	0.0%	7.1%	21.1%	16.0%	16.0%	16.3%	20.5%	12.9%	3.0%	8.7%	16.0%	15.3%
	other, don't know	0.0%	0.0%	2.0%	2.3%	0.0%	0.0%	0.0%	0.0%	1.9%	2.3%	0.0%	0.0%	0.0%	0.0%	2.0%	0.7%
	high priority (4-5)	29.7%	33.3%	42.2%	32.6%	55.6%	39.3%	21.1%	18.4%	38.8%	46.5%	28.8%	33.9%	33.3%	34.8%	30.7%	40.7%
	low priority (1-2)	27.0%	33.3%	28.4%	34.9%	0.0%	21.4%	52.6%	39.5%	30.6%	34.9%	38.4%	33.9%	21.2%	17.4%	31.3%	31.3%
34. antique shops	top priority	10.8%	12.5%	20.6%	18.6%	11.1%	21.4%	5.3%	2.6%	19.9%	32.6%	16.4%	9.7%	9.1%	8.7%	12.0%	21.3%
	4	13.5%	19.4%	19.6%	10.5%	22.2%	14.3%	15.8%	14.6%	14.6%	9.3%	16.4%	19.4%	33.3%	13.0%	16.0%	16.7%
	2	37.8%	18.1%	16.7%	20.9%	22.2%	28.6%	31.6%	28.9%	21.1%	14.0%	24.7%	38.7%	24.2%	47.8%	29.3%	25.3%
	3	13.5%	33.3%	25.5%	31.4%	33.3%	21.4%	21.1%	28.9%	28.2%	14.0%	24.7%	38.7%	24.2%	47.8%	29.3%	25.3%
	very low priority	24.3%	16.7%	17.6%	17.4%	11.1%	14.3%	26.3%	13.2%	19.9%	18.6%	20.5%	21.0%	12.1%	8.7%	22.0%	15.3%
	other, don't know	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
	high priority (4-5)	24.3%	31.9%	40.2%	29.1%	33.3%	35.7%	21.1%	28.9%	34.5%	41.9%	32.9%	29.0%	42.4%	21.7%	28.0%	38.0%
	low priority (1-2)	62.2%	34.7%	34.3%	38.4%	33.3%	42.9%	57.9%	42.1%	36.9%	44.2%	42.5%	32.3%	33.3%	30.4%	42.0%	36.7%

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		55. Age				56. How long have you lived in the Hannibal area?					57. Income					58. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
35. art galleries and shops	top priority	16.2%	12.5%	16.7%	16.3%	11.1%	21.4%	5.3%	10.5%	16.5%	30.2%	11.0%	11.3%	21.2%	21.7%	13.3%	17.3%
	4	10.8%	11.1%	25.5%	22.1%	33.3%	10.7%	21.1%	18.4%	19.4%	11.6%	23.3%	19.4%	27.3%	8.7%	20.0%	18.0%
	3	37.8%	47.2%	31.4%	25.6%	22.2%	35.7%	47.4%	44.7%	31.6%	25.6%	31.5%	38.7%	27.3%	47.8%	34.7%	34.0%
	2	21.6%	18.1%	11.8%	22.1%	33.3%	28.6%	10.5%	21.1%	15.5%	16.3%	21.9%	17.7%	12.1%	8.7%	16.7%	18.7%
	very low priority	13.5%	11.1%	13.7%	14.0%	0.0%	3.6%	15.8%	5.3%	16.5%	16.3%	12.3%	12.9%	12.1%	13.0%	14.7%	12.0%
	other, don't know	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
high priority (4-5)	27.0%	23.6%	42.2%	38.4%	44.4%	32.1%	26.3%	28.9%	35.9%	41.9%	34.2%	30.6%	48.5%	30.4%	33.3%	35.3%	
low priority (1-2)	35.1%	29.2%	25.5%	36.0%	33.3%	32.1%	26.3%	26.3%	32.0%	32.6%	34.2%	30.6%	24.2%	21.7%	31.3%	30.7%	
36. micro-brewery	top priority	5.4%	13.9%	13.7%	3.5%	0.0%	21.4%	0.0%	5.3%	10.2%	9.3%	12.3%	8.1%	18.2%	4.3%	13.3%	6.0%
	4	13.5%	8.3%	6.9%	7.0%	0.0%	7.1%	5.3%	10.5%	8.3%	2.3%	9.6%	9.7%	9.1%	8.7%	12.0%	4.0%
	3	24.3%	15.3%	13.7%	10.5%	22.2%	21.4%	10.5%	18.4%	12.6%	11.6%	16.4%	17.7%	15.2%	21.7%	14.7%	14.0%
	2	21.6%	18.1%	11.8%	9.3%	22.2%	3.6%	10.5%	26.3%	12.6%	9.3%	9.6%	21.0%	12.3%	13.0%	14.0%	13.3%
	very low priority	32.4%	43.1%	52.9%	62.8%	44.4%	42.9%	73.7%	39.5%	52.9%	62.8%	49.3%	41.9%	42.4%	52.2%	44.0%	58.7%
	other, don't know	2.7%	1.4%	1.0%	7.0%	11.1%	3.6%	0.0%	0.0%	3.4%	4.7%	2.7%	1.6%	3.0%	0.0%	2.0%	4.0%
high priority (4-5)	18.9%	22.2%	20.6%	10.5%	0.0%	28.6%	5.3%	15.8%	18.4%	11.6%	21.9%	17.7%	27.3%	13.0%	25.3%	10.0%	
low priority (1-2)	54.1%	61.1%	64.7%	72.1%	66.7%	46.4%	84.2%	65.8%	65.5%	72.1%	58.9%	62.9%	54.5%	65.2%	58.0%	72.0%	
37. upscale dining	top priority	16.2%	13.9%	26.5%	17.4%	0.0%	32.1%	31.6%	2.6%	20.9%	23.3%	13.7%	16.1%	18.2%	30.4%	20.0%	19.3%
	4	35.1%	26.4%	29.4%	18.6%	55.6%	21.4%	15.8%	34.2%	24.8%	16.3%	26.0%	25.8%	36.4%	39.1%	24.7%	27.3%
	3	29.7%	31.9%	22.5%	37.2%	0.0%	32.1%	21.1%	34.2%	31.1%	20.9%	38.4%	32.3%	24.2%	21.7%	13.3%	28.7%
	2	16.2%	18.1%	9.8%	14.0%	33.3%	14.3%	10.5%	23.7%	11.2%	23.3%	16.4%	11.3%	21.2%	0.0%	31.3%	14.0%
	very low priority	2.7%	9.7%	11.8%	10.5%	11.1%	0.0%	21.1%	5.3%	11.2%	16.3%	5.5%	14.5%	0.0%	8.7%	10.0%	10.0%
	other, don't know	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.7%
high priority (4-5)	51.4%	40.3%	55.9%	36.0%	55.6%	53.6%	47.4%	36.8%	45.6%	39.5%	39.7%	41.9%	54.5%	69.6%	44.7%	46.7%	
low priority (1-2)	18.9%	27.8%	21.6%	24.4%	44.4%	14.3%	31.6%	28.9%	22.3%	39.5%	21.9%	25.8%	21.2%	8.7%	23.3%	24.0%	
38. clothing stores	top priority	13.5%	12.5%	28.4%	27.9%	0.0%	17.9%	21.1%	13.2%	26.2%	30.2%	17.8%	14.5%	15.2%	17.4%	13.3%	32.0%
	4	29.7%	26.4%	27.5%	23.3%	55.6%	25.0%	15.8%	42.1%	22.8%	25.6%	26.0%	32.3%	30.3%	26.1%	23.3%	28.7%
	3	29.7%	33.3%	23.5%	20.9%	11.1%	28.6%	26.3%	28.9%	25.7%	23.3%	21.9%	29.0%	45.5%	30.4%	30.7%	21.3%
	2	27.0%	16.7%	8.8%	8.1%	11.1%	21.4%	31.6%	7.9%	10.7%	7.0%	19.2%	17.7%	3.0%	13.0%	18.0%	7.3%
	very low priority	0.0%	11.1%	11.8%	17.4%	22.2%	7.1%	5.3%	7.9%	13.6%	14.0%	15.1%	6.5%	6.1%	13.0%	14.0%	10.0%
	other, don't know	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.7%
high priority (4-5)	43.2%	38.9%	55.9%	51.2%	55.6%	42.9%	36.8%	55.3%	49.0%	55.8%	43.8%	46.8%	45.5%	43.5%	36.7%	60.7%	
low priority (1-2)	27.0%	27.8%	20.6%	25.6%	33.3%	28.6%	36.8%	15.8%	24.3%	20.9%	34.2%	24.2%	9.1%	26.1%	32.0%	17.3%	
39. shoe stores	top priority	5.4%	11.1%	20.6%	22.1%	22.2%	14.3%	5.3%	13.2%	18.9%	18.6%	13.7%	12.9%	15.2%	8.7%	12.0%	22.0%
	4	13.5%	13.9%	14.7%	12.8%	22.2%	17.9%	10.5%	10.5%	13.6%	9.3%	11.0%	17.7%	12.1%	30.4%	9.3%	18.0%
	3	24.3%	34.7%	31.4%	24.4%	11.1%	17.9%	42.1%	26.3%	30.6%	27.9%	27.4%	30.6%	45.5%	21.7%	31.3%	26.7%
	2	37.8%	25.0%	10.8%	9.3%	22.2%	28.6%	21.1%	28.9%	13.1%	20.9%	16.4%	21.0%	15.2%	30.4%	19.3%	15.3%
	very low priority	18.9%	15.3%	21.6%	30.2%	22.2%	21.4%	21.1%	21.1%	22.8%	23.3%	31.5%	17.7%	12.1%	8.7%	26.7%	18.0%
	other, don't know	0.0%	0.0%	1.0%	1.2%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%
high priority (4-5)	18.9%	25.0%	35.3%	34.9%	44.4%	32.1%	15.8%	23.7%	32.5%	27.9%	24.7%	30.6%	27.3%	39.1%	21.3%	40.0%	
low priority (1-2)	56.8%	40.3%	32.4%	39.5%	44.4%	50.0%	42.1%	50.0%	35.9%	44.2%	47.9%	38.7%	27.3%	39.1%	46.0%	33.3%	
40. bars/nightclubs	top priority	10.8%	4.2%	10.8%	5.8%	0.0%	10.7%	5.3%	10.5%	7.3%	9.3%	12.3%	3.2%	9.1%	4.3%	11.3%	4.0%
	4	13.5%	8.3%	2.9%	5.8%	11.1%	17.9%	10.5%	5.3%	4.4%	9.3%	6.5%	6.3%	8.7%	6.7%	6.0%	
	3	21.6%	22.2%	20.6%	12.8%	11.1%	21.4%	10.5%	13.2%	20.4%	14.0%	20.5%	21.0%	33.3%	8.7%	19.3%	18.0%
	2	21.6%	29.2%	18.6%	18.6%	22.2%	21.4%	26.3%	27.3%	18.9%	11.6%	21.9%	27.4%	27.3%	26.1%	23.3%	20.0%
	very low priority	32.4%	34.7%	47.1%	52.3%	44.4%	28.6%	47.4%	34.2%	47.6%	51.2%	38.4%	40.3%	24.2%	52.2%	38.0%	50.0%
	other, don't know	0.0%	1.4%	0.0%	4.7%	11.1%	0.0%	0.0%	2.6%	0.0%	4.7%	1.4%	1.6%	0.0%	0.0%	1.3%	2.0%
high priority (4-5)	24.3%	12.5%	13.7%	11.6%	11.1%	28.6%	15.8%	15.8%	11.7%	18.6%	17.8%	9.7%	15.2%	13.0%	18.0%	10.0%	
low priority (1-2)	54.1%	63.9%	65.7%	70.9%	66.7%	50.0%	73.7%	68.4%	66.5%	62.8%	60.3%	67.7%	51.5%	78.3%	61.3%	70.0%	

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		55. Age				56. How long have you lived in the Hannibal area?					57. Income					58. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
41. grocery store	top priority	18.9%	20.8%	32.4%	31.4%	11.1%	21.4%	36.8%	15.8%	30.6%	41.9%	26.0%	24.2%	15.2%	17.4%	20.7%	34.7%
	4	21.6%	13.9%	22.5%	20.9%	22.2%	21.4%	10.5%	23.7%	19.4%	18.6%	15.1%	14.5%	39.4%	34.8%	13.3%	26.0%
	3	24.3%	20.8%	18.6%	16.3%	22.2%	17.9%	10.5%	23.7%	18.9%	16.3%	16.4%	24.2%	21.2%	8.7%	22.7%	15.3%
	2	10.8%	19.4%	5.9%	11.6%	22.2%	10.7%	21.1%	13.2%	10.2%	4.7%	17.8%	9.7%	18.2%	21.7%	10.7%	12.7%
	very low priority	24.3%	25.0%	20.6%	17.4%	22.2%	28.6%	21.1%	23.7%	19.9%	18.6%	23.3%	27.4%	6.1%	17.4%	31.3%	11.3%
	other, don't know	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%
	high priority (4-5)	40.5%	34.7%	54.9%	52.3%	33.3%	42.9%	47.4%	39.5%	50.0%	60.5%	41.1%	38.7%	54.5%	52.2%	34.0%	60.7%
	low priority (1-2)	35.1%	44.4%	26.5%	29.1%	44.4%	39.3%	42.1%	36.8%	30.1%	23.3%	41.1%	37.1%	24.2%	39.1%	42.0%	24.0%
		55. Age				56. How long have you lived in the Hannibal area?					57. Income					58. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
42. pharmacy or drug store	top priority	18.9%	19.4%	37.3%	32.6%	22.2%	28.6%	10.5%	23.7%	32.0%	39.5%	30.1%	24.2%	18.2%	21.7%	23.3%	34.7%
	4	16.2%	16.7%	16.7%	14.0%	22.2%	14.3%	15.8%	15.8%	15.5%	11.6%	15.1%	19.4%	27.3%	17.4%	14.7%	16.7%
	3	29.7%	27.8%	19.6%	18.6%	33.3%	17.9%	31.6%	31.6%	20.4%	20.9%	16.4%	21.0%	30.3%	26.1%	24.0%	21.3%
	2	18.9%	16.7%	8.8%	15.1%	22.2%	17.9%	21.1%	13.2%	12.6%	9.3%	16.4%	17.7%	9.3%	26.1%	17.3%	10.7%
	very low priority	16.2%	19.4%	17.6%	19.8%	0.0%	21.4%	21.1%	15.8%	19.4%	18.6%	21.9%	17.7%	15.2%	8.7%	20.7%	16.7%
	other, don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	high priority (4-5)	35.1%	36.1%	53.9%	46.5%	44.4%	42.9%	26.3%	39.5%	47.6%	51.2%	45.2%	43.5%	45.5%	39.1%	38.0%	51.3%
	low priority (1-2)	35.1%	36.1%	26.5%	34.9%	22.2%	39.3%	42.1%	28.9%	32.0%	27.9%	38.4%	35.5%	24.2%	34.8%	38.0%	27.3%
		55. Age				56. How long have you lived in the Hannibal area?					57. Income					58. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
43. Of the items listed above, what business would you most like to see in downtown Hannibal?	lodging such as a hotel, motel or bed and breakfast	2.7%	1.4%	1.0%	1.2%	0.0%	0.0%	5.3%	0.0%	1.5%	0.0%	1.4%	3.2%	0.0%	0.0%	1.3%	1.3%
	casual dining	8.1%	15.3%	13.7%	12.8%	11.1%	14.3%	21.1%	23.7%	10.2%	11.6%	15.1%	12.9%	15.2%	17.4%	13.3%	12.7%
	movie theater	24.3%	13.9%	8.8%	5.8%	11.1%	10.7%	21.1%	18.5%	10.7%	9.3%	11.3%	18.2%	18.2%	14.7%	12.0%	10.7%
	restaurant with outdoor dining	10.8%	13.9%	6.9%	2.3%	11.1%	14.3%	0.0%	10.5%	6.8%	4.7%	8.2%	8.1%	15.2%	17.4%	10.0%	5.3%
	ice cream shop/soda fountain	2.7%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	2.7%	0.0%	3.0%	0.0%	1.3%	0.7%
	upscale specialty shops	2.7%	2.8%	4.9%	0.0%	11.1%	3.6%	0.0%	0.0%	2.9%	2.3%	1.4%	4.8%	3.0%	4.3%	3.3%	2.0%
	antique shops	0.0%	2.8%	6.9%	3.5%	11.1%	0.0%	0.0%	0.0%	5.8%	9.3%	4.1%	8.1%	0.0%	0.0%	4.0%	4.7%
	art galleries and shops	5.4%	2.8%	1.0%	0.0%	0.0%	3.6%	5.3%	5.3%	0.5%	2.3%	2.7%	0.0%	0.0%	0.0%	2.7%	0.7%
	micro-brewery	0.0%	8.3%	0.0%	1.2%	0.0%	7.1%	0.0%	2.6%	1.9%	0.0%	3.2%	3.0%	0.0%	0.0%	4.0%	0.7%
	upscale dining	5.4%	5.6%	11.8%	9.3%	0.0%	14.3%	5.3%	5.3%	9.2%	4.7%	6.8%	9.7%	15.2%	17.4%	11.3%	6.0%
	clothing stores	10.8%	5.6%	12.7%	8.1%	11.1%	14.3%	5.3%	7.9%	9.7%	9.3%	8.2%	6.5%	3.0%	13.0%	5.3%	14.0%
	shoe stores	0.0%	4.2%	2.0%	9.3%	0.0%	3.6%	5.3%	0.0%	5.3%	7.0%	4.1%	3.2%	6.1%	0.0%	2.7%	6.0%
	bars/nightclubs	8.1%	2.8%	0.0%	1.2%	11.1%	3.6%	0.0%	5.3%	1.0%	2.3%	3.2%	0.0%	0.0%	0.0%	4.0%	0.0%
	grocery store	10.8%	8.3%	17.6%	20.9%	0.0%	0.0%	31.6%	10.5%	17.5%	23.3%	16.4%	11.3%	9.1%	4.3%	10.7%	20.0%
	pharmacy or drug store	2.7%	2.8%	5.9%	4.7%	0.0%	3.6%	0.0%	5.3%	4.9%	4.7%	2.7%	1.6%	9.1%	2.7%	2.7%	6.0%
	88	2.7%	5.6%	5.9%	9.3%	0.0%	3.6%	0.0%	7.9%	7.3%	4.7%	5.5%	8.1%	0.0%	0.0%	6.7%	6.0%
	98	2.7%	4.2%	1.0%	8.1%	22.2%	3.6%	0.0%	5.3%	3.4%	4.7%	4.1%	4.8%	0.0%	4.3%	4.7%	3.3%
other (specify)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
		55. Age				56. How long have you lived in the Hannibal area?					57. Income					58. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
44. adding green space	top priority	13.5%	13.9%	23.5%	19.8%	22.2%	14.3%	5.3%	21.1%	19.9%	23.3%	19.2%	16.1%	15.2%	8.7%	18.7%	18.7%
	4	24.3%	23.6%	18.6%	11.6%	11.1%	14.3%	26.3%	13.2%	19.4%	18.6%	21.9%	24.2%	15.2%	17.4%	21.3%	15.3%
	3	32.4%	29.2%	36.3%	39.5%	33.3%	53.6%	26.3%	42.1%	32.5%	32.6%	26.0%	33.9%	51.5%	56.5%	31.3%	39.3%
	2	18.9%	22.2%	9.8%	7.0%	22.2%	14.3%	26.3%	15.8%	11.2%	4.7%	21.9%	12.9%	12.1%	8.7%	14.7%	12.0%
	very low priority	8.1%	4.2%	10.8%	12.8%	0.0%	3.6%	10.5%	7.9%	10.7%	14.0%	8.2%	9.7%	3.0%	4.3%	10.7%	8.0%
	other, don't know	2.7%	6.9%	1.0%	9.3%	11.1%	0.0%	5.3%	0.0%	6.3%	7.0%	2.7%	3.2%	3.0%	4.3%	3.3%	6.7%
	high priority (4-5)	37.8%	37.5%	42.2%	31.4%	33.3%	28.6%	31.6%	34.2%	39.3%	41.9%	40.3%	30.3%	26.1%	40.0%	34.0%	34.0%
	low priority (1-2)	27.0%	26.4%	20.6%	19.8%	22.2%	17.9%	36.8%	23.7%	21.8%	18.6%	30.1%	22.6%	15.2%	13.0%	25.3%	20.0%
		55. Age				56. How long have you lived in the Hannibal area?					57. Income					58. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
45. improving lighting	top priority	21.6%	13.9%	21.6%	23.3%	33.3%	14.3%	10.5%	21.1%	20.9%	25.6%	27.4%	11.3%	12.1%	8.7%	16.0%	24.0%
	4	35.1%	34.7%	23.5%	23.3%	22.2%	32.1%	26.3%	37.1%	25.2%	20.9%	32.9%	37.1%	27.3%	34.8%	26.7%	28.0%
	3	18.9%	36.1%	29.4%	22.1%	0.0%	32.1%	31.6%	28.9%	27.7%	25.6%	19.2%	37.1%	27.3%	39.1%	31.3%	24.0%
	2	16.2%	5.6%	10.8%	14.0%	33.3%	10.7%	21.1%	10.5%	10.2%	18.6%	11.0%	4.8%	21.2%	13.0%	10.0%	13.3%
	very low priority	5.4%	6.9%	12.7%	12.8%	0.0%	10.7%	10.5%	0.0%	12.6%	9.3%	6.8%	8.1%	6.1%	4.3%	14.0%	6.7%
	other, don't know	2.7%	2.8%	2.0%	4.7%	11.1%	0.0%	0.0%	2.6%	3.4%	0.0%	2.7%	1.6%	6.1%	2.0%	2.0%	4.0%
	high priority (4-5)	56.8%	48.6%	45.1%	46.5%	55.6%	46.4%	36.8%	57.9%	46.1%	46.5%	60.3%	48.4%	39.4%	43.5%	42.7%	52.0%
	low priority (1-2)	21.6%	12.5%	23.5%	26.7%	33.3%	21.4%	31.6%	10.5%	22.8%	27.9%	17.8%	12.9%	27.3%	17.4%	24.0%	20.0%

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		55. Age				56. How long have you lived in the Hannibal area?					57. Income					58. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
46. moving utilities underground	top priority	13.5%	13.9%	34.3%	30.2%	33.3%	28.6%	26.3%	10.5%	27.7%	34.9%	23.3%	16.1%	24.2%	34.8%	26.0%	25.3%
	4	18.9%	15.3%	11.8%	9.3%	11.1%	10.7%	5.3%	23.7%	11.7%	4.7%	15.1%	12.9%	15.2%	26.1%	14.0%	11.3%
	3	40.5%	31.9%	20.6%	19.8%	55.6%	35.7%	26.3%	31.6%	21.8%	25.6%	24.7%	32.3%	27.3%	21.7%	20.7%	30.7%
	2	8.1%	22.2%	14.7%	12.8%	0.0%	10.7%	10.5%	26.3%	15.0%	7.0%	19.2%	22.6%	21.2%	8.7%	18.0%	12.7%
	very low priority	16.2%	13.9%	16.7%	18.6%	0.0%	14.3%	31.6%	7.9%	17.5%	20.9%	13.7%	16.1%	9.1%	8.7%	19.3%	13.3%
	other, don't know	2.7%	2.8%	2.0%	9.3%	0.0%	0.0%	0.0%	0.0%	6.3%	7.0%	4.1%	0.0%	3.0%	0.0%	2.0%	6.7%
	high priority (4-5)	32.4%	29.2%	46.1%	39.5%	44.4%	39.3%	31.6%	34.2%	39.5%	38.4%	39.5%	29.0%	39.4%	60.9%	40.0%	36.7%
low priority (1-2)	24.3%	36.1%	31.4%	31.4%	0.0%	25.0%	42.1%	34.2%	32.5%	27.9%	32.9%	38.7%	30.3%	17.4%	37.3%	26.0%	
47. adding new parking spaces or lots	top priority	32.4%	25.0%	36.3%	23.3%	22.2%	35.7%	10.5%	23.7%	31.1%	30.2%	35.6%	33.9%	24.2%	17.4%	27.3%	30.7%
	4	27.0%	22.2%	18.6%	17.4%	33.3%	21.4%	21.1%	36.8%	16.0%	14.0%	21.9%	19.4%	27.3%	13.0%	18.7%	21.3%
	3	18.9%	30.6%	18.6%	30.2%	11.1%	25.0%	21.1%	31.6%	25.2%	11.6%	23.3%	27.4%	27.3%	39.1%	24.0%	26.7%
	2	16.2%	15.3%	10.8%	14.0%	22.2%	10.7%	31.6%	5.3%	13.6%	23.3%	13.7%	9.7%	18.2%	17.4%	16.0%	11.3%
	very low priority	5.4%	6.9%	14.7%	15.1%	11.1%	7.1%	15.8%	2.6%	13.6%	20.9%	5.5%	8.1%	3.0%	13.0%	13.3%	10.0%
	other, don't know	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	1.6%	0.0%	0.0%	0.7%	0.0%
	high priority (4-5)	59.5%	47.2%	54.9%	40.7%	55.6%	57.1%	31.6%	60.5%	47.1%	44.2%	57.5%	53.2%	51.5%	30.4%	46.0%	52.0%
low priority (1-2)	21.6%	22.2%	25.5%	29.1%	33.3%	17.9%	47.4%	7.9%	27.2%	44.2%	19.2%	17.7%	21.2%	30.4%	29.3%	21.3%	
48. stricter code enforcement	top priority	16.2%	13.9%	38.2%	36.0%	33.3%	14.3%	31.6%	23.7%	31.6%	27.9%	30.1%	22.6%	33.3%	39.1%	29.3%	28.7%
	4	29.7%	22.2%	15.7%	10.5%	22.2%	10.5%	17.9%	10.5%	14.6%	18.6%	11.0%	25.8%	18.2%	26.1%	16.0%	20.0%
	3	27.0%	19.4%	21.6%	22.1%	11.1%	32.1%	21.1%	15.8%	22.8%	20.9%	27.4%	25.8%	9.1%	13.0%	20.0%	24.7%
	2	13.5%	19.4%	7.8%	12.8%	33.3%	14.3%	21.1%	10.5%	11.2%	7.0%	17.8%	12.9%	21.2%	17.4%	14.7%	10.7%
	very low priority	10.8%	15.3%	14.7%	10.5%	0.0%	14.3%	15.8%	7.9%	14.1%	23.3%	11.0%	9.7%	9.1%	4.3%	15.3%	10.7%
	other, don't know	2.7%	6.9%	2.0%	8.1%	0.0%	7.1%	0.0%	2.6%	5.8%	2.3%	2.7%	3.2%	9.1%	0.0%	4.7%	5.3%
	high priority (4-5)	45.9%	38.9%	53.9%	46.5%	55.6%	32.1%	42.1%	63.2%	46.1%	46.5%	41.1%	48.4%	51.5%	65.2%	45.3%	48.7%
low priority (1-2)	24.3%	34.7%	22.5%	23.3%	33.3%	28.6%	36.8%	18.4%	25.2%	30.2%	28.8%	22.6%	30.3%	21.7%	30.0%	21.3%	
49. developing second-story residential space	top priority	10.8%	6.9%	26.5%	16.3%	11.1%	0.0%	5.3%	21.1%	19.4%	23.3%	12.3%	12.9%	15.2%	21.7%	12.7%	20.7%
	4	35.1%	25.0%	21.6%	14.0%	33.3%	32.1%	10.5%	34.2%	18.4%	23.3%	17.8%	25.8%	39.4%	13.0%	20.0%	23.3%
	3	27.0%	31.9%	23.5%	25.6%	22.2%	32.1%	26.3%	21.1%	26.7%	14.0%	32.9%	29.0%	21.2%	30.4%	30.0%	22.7%
	2	16.2%	20.8%	13.7%	20.9%	22.2%	21.4%	26.3%	15.8%	18.0%	14.0%	28.8%	14.5%	12.1%	26.1%	19.3%	18.0%
	very low priority	10.8%	13.9%	14.7%	16.3%	0.0%	7.1%	31.6%	5.3%	16.0%	20.9%	6.8%	17.7%	12.1%	8.7%	16.7%	12.0%
	other, don't know	0.0%	1.4%	0.0%	7.0%	11.1%	7.1%	0.0%	2.6%	1.5%	4.7%	1.4%	0.0%	0.0%	0.0%	1.3%	3.3%
	high priority (4-5)	45.9%	31.9%	48.0%	30.2%	44.4%	32.1%	15.8%	55.3%	37.9%	46.5%	30.1%	38.7%	54.5%	34.8%	32.7%	44.0%
low priority (1-2)	27.0%	34.7%	28.4%	37.2%	22.2%	28.6%	57.9%	21.1%	34.0%	34.9%	35.6%	32.3%	24.2%	34.8%	36.0%	30.0%	
50. making the area more pedestrian-friendly	top priority	37.8%	26.4%	42.2%	24.4%	44.4%	21.4%	42.1%	31.6%	32.5%	41.9%	37.0%	27.4%	39.4%	30.4%	32.7%	32.0%
	4	32.4%	30.6%	19.6%	24.4%	33.3%	14.3%	21.1%	23.7%	26.7%	14.0%	26.0%	33.9%	21.2%	30.4%	22.7%	27.3%
	3	21.6%	25.0%	21.6%	31.4%	22.2%	50.0%	21.1%	23.7%	23.3%	25.6%	23.3%	29.0%	15.2%	30.4%	26.7%	24.7%
	2	8.1%	15.3%	5.9%	11.6%	0.0%	7.1%	15.8%	15.8%	9.7%	9.3%	12.3%	4.8%	18.2%	4.3%	11.3%	9.3%
	very low priority	0.0%	2.8%	10.8%	5.8%	0.0%	7.1%	0.0%	5.3%	6.8%	9.3%	1.4%	4.8%	6.1%	4.3%	6.0%	6.0%
	other, don't know	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.7%
	high priority (4-5)	70.3%	56.9%	61.8%	48.8%	77.8%	35.7%	63.2%	55.3%	59.2%	55.8%	60.0%	61.3%	60.6%	60.9%	55.3%	59.3%
low priority (1-2)	8.1%	18.1%	16.7%	17.4%	0.0%	14.3%	15.8%	21.1%	16.5%	18.6%	13.7%	9.7%	24.2%	8.7%	17.3%	15.3%	
51. improving signage to help people find their way around	top priority	10.8%	11.1%	18.6%	14.0%	33.3%	25.0%	0.0%	18.4%	13.1%	27.9%	11.0%	14.5%	9.1%	8.7%	14.7%	14.7%
	4	21.6%	26.4%	15.7%	11.6%	22.2%	14.3%	15.8%	23.7%	17.0%	4.7%	27.4%	12.1%	26.1%	22.7%	12.7%	
	3	43.2%	33.3%	35.3%	40.7%	33.3%	39.3%	36.8%	44.7%	35.4%	37.2%	37.0%	43.5%	42.4%	30.4%	32.7%	41.3%
	2	10.8%	20.8%	14.7%	15.1%	11.1%	10.7%	36.8%	10.5%	16.5%	14.0%	12.3%	17.7%	27.3%	14.0%	14.0%	18.7%
	very low priority	13.5%	8.3%	14.7%	17.4%	0.0%	10.7%	10.5%	2.6%	17.0%	16.3%	11.0%	4.8%	9.1%	13.0%	15.3%	12.0%
	other, don't know	0.0%	0.0%	1.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.7%
	high priority (4-5)	32.4%	37.5%	34.3%	25.6%	55.6%	39.3%	15.8%	42.1%	30.1%	32.6%	38.4%	33.9%	21.2%	34.8%	37.3%	27.3%
low priority (1-2)	24.3%	29.2%	29.4%	32.6%	11.1%	21.4%	47.4%	13.2%	33.5%	30.2%	23.3%	22.6%	36.4%	34.8%	29.3%	30.7%	

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		55. Age				56. How long have you lived in the Hannibal area?					57. Income					58. Gender	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
52. Improving building facades	top priority	27.0%	22.2%	34.3%	27.9%	44.4%	32.1%	15.8%	21.1%	29.6%	25.6%	32.9%	22.6%	27.3%	30.4%	28.0%	28.7%
	4	37.8%	30.6%	31.4%	17.4%	22.2%	25.0%	36.8%	52.6%	22.8%	25.6%	33.9%	36.4%	30.4%	30.7%	30.7%	24.7%
	3	27.0%	34.7%	21.6%	30.2%	22.2%	28.6%	26.3%	21.1%	30.1%	23.3%	30.1%	30.6%	24.2%	39.1%	27.3%	29.3%
	2	5.4%	6.9%	6.9%	12.8%	0.0%	7.1%	15.8%	5.3%	9.2%	7.0%	9.6%	8.1%	9.1%	0.0%	8.0%	9.3%
	very low priority	2.7%	5.6%	4.9%	7.0%	11.1%	7.1%	5.3%	0.0%	5.8%	11.6%	4.1%	4.8%	3.0%	0.0%	6.0%	4.7%
	other, don't know	0.0%	0.0%	1.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	7.0%	1.4%	0.0%	0.0%	0.0%	0.0%	3.3%
	high priority (4-5)	64.9%	52.8%	65.7%	45.3%	66.7%	57.1%	52.6%	73.7%	52.4%	51.2%	54.8%	56.5%	63.6%	60.9%	58.7%	53.3%
low priority (1-2)	8.1%	12.5%	11.8%	19.8%	11.1%	14.3%	21.1%	5.3%	15.0%	18.6%	13.7%	12.9%	12.1%	0.0%	14.0%	14.0%	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
54. What would you say is your primary source of information about downtown Hannibal?	local newspaper	18.9%	27.8%	43.1%	36.0%	44.4%	39.3%	31.6%	28.9%	35.4%	30.2%	37.0%	35.5%	36.4%	39.1%	27.3%	42.7%
	television	8.1%	4.2%	3.9%	5.8%	0.0%	3.6%	5.3%	2.6%	5.8%	9.3%	4.1%	6.5%	0.0%	0.0%	4.0%	6.0%
	radio	2.7%	1.4%	1.0%	3.5%	0.0%	0.0%	5.3%	0.0%	2.4%	0.0%	5.5%	1.6%	0.0%	0.0%	2.0%	2.0%
	Chamber of Commerce website	0.0%	2.8%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	2.3%	0.0%	3.2%	0.0%	0.0%	2.7%	0.0%
	word of mouth	16.2%	11.1%	9.8%	10.5%	0.0%	10.7%	0.0%	10.5%	12.6%	4.7%	11.0%	9.7%	9.1%	17.4%	12.7%	9.3%
	none	2.7%	4.2%	1.0%	4.7%	0.0%	3.6%	0.0%	5.3%	2.9%	2.3%	2.7%	3.2%	0.0%	4.3%	3.3%	2.7%
	other (specify)	48.6%	45.8%	35.3%	34.9%	55.6%	42.9%	52.6%	47.4%	35.0%	41.9%	34.2%	38.7%	54.5%	39.1%	44.7%	33.3%
other, don't know	2.7%	2.8%	3.9%	4.7%	0.0%	0.0%	5.3%	5.3%	3.9%	9.3%	5.5%	1.6%	0.0%	0.0%	3.3%	4.0%	
		18-34	35-49	50-64	65 or over	0-2 years	3-5 years	6-10 years	11-20 years	more than 20 years	under \$25,000	\$25-\$49,999	\$50-\$74,999	\$75-99,999	\$100,000 or more	male	female
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
54b. And what is your second most likely source of information?	local newspaper	48.6%	29.9%	23.7%	25.6%	22.2%	18.5%	22.2%	35.3%	29.7%	23.7%	23.9%	42.4%	27.3%	36.4%	32.9%	24.3%
	television	11.4%	14.9%	23.7%	21.8%	0.0%	14.8%	16.7%	8.8%	23.4%	15.8%	20.9%	27.1%	9.1%	18.2%	14.3%	25.0%
	radio	8.6%	7.5%	12.4%	5.1%	22.2%	0.0%	16.7%	11.8%	7.8%	13.2%	9.0%	5.1%	15.2%	9.1%	7.1%	10.0%
	Chamber of Commerce website	0.0%	1.5%	3.1%	1.3%	0.0%	3.7%	0.0%	2.9%	1.6%	0.0%	1.5%	1.7%	3.0%	4.5%	1.4%	2.1%
	word of mouth	11.4%	31.3%	21.6%	17.9%	33.3%	37.0%	38.9%	29.4%	16.7%	26.3%	19.4%	13.6%	33.3%	18.2%	25.0%	19.3%
	none	5.7%	1.5%	5.2%	3.8%	11.1%	3.7%	0.0%	5.9%	3.6%	5.3%	6.0%	1.7%	0.0%	4.5%	5.0%	2.9%
	other (specify)	11.4%	13.4%	7.2%	15.4%	11.1%	22.2%	5.6%	5.9%	11.5%	7.9%	19.4%	6.8%	9.1%	9.1%	11.4%	11.4%
other, don't know	2.9%	0.0%	3.1%	9.0%	0.0%	0.0%	0.0%	0.0%	5.7%	7.9%	0.0%	1.7%	3.0%	0.0%	2.9%	5.0%	

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