

VISITOR SURVEY REPORT

FINAL SURVEY FINDINGS AND RESULTS

CITY OF HANNIBAL, MISSOURI

February, 2008



D·R·E·A·M
I N I T I A T I V E

ACKNOWLEDGMENTS



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



PLANNING CONSULTANT



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SECTION I

EXECUTIVE SUMMARY

In the summer and early fall 2007, UNICOM-ARC coordinated with the City of Hannibal to conduct a visitor's survey in various locations throughout downtown using volunteers to conduct the surveys. Data was entered directly into tablet computers by volunteers. The purpose of the survey was to learn about perceptions of and priorities for the downtown area in collaboration with the DREAM Initiative.

One hundred and seventy-one (171) interviews were completed from various zip codes outside Hannibal. Residents living in the 63401 zip code were excluded from taking the survey.

A. Visiting Downtown Hannibal

Respondents were asked several questions about the visit to downtown during which they were surveyed. Because many of the surveys were completed during special events held in the downtown area, half of all respondents (51.3%) indicated that their main purpose for visiting downtown that day was to attend a special event. Close to one fourth (22.8%) were "visiting Mark Twain Boyhood Home and Museum," while 8.9% were "visiting family/friends."

Eight in ten (79.0%) respondents said that they had visited downtown Hannibal before, although most do not come downtown on a regular basis. A majority of respondents (52.5%) reported visiting downtown "once a year or less," while 37.9% come downtown "more than once a year but less than once a month."

B. Activities On This Visit To Downtown

When asked about eight different activities one might do on a visit to downtown Hannibal, majorities said that they had done or were planning to do four of these things:

- Shopping (75.8%)
- Dining (75.8%)
- Visiting area attractions (73.7%)
- Attending special event (62.4%)

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

- Parks/Outdoor recreation (33.1%)
- Nightlife/entertainment (18.5%)
- Conducting business (13.4%)

When asked to indicate the “top two reasons [they] most often visit downtown Hannibal,” significant percentages answered shopping (47.9%), special events (43.3%) and dining (36.7%) as one of their top two reasons for visiting downtown.

Close to two in five (38.2%) respondents indicated that they were staying overnight in Hannibal on this visit. Of this group, close to half (46.7%) responded that they were staying in a “hotel/motel/bed and breakfast in downtown Hannibal,” with one-fourth (25.0%) responding that they were staying with family. Fewer respondents reported staying overnight in a hotel, motel or bed and breakfast in Hannibal but not downtown (13.2%) or campground/RV park (15.0%).

One-third (35.0%) of respondents said they would spend less than \$50 on this visit to downtown, and an additional three in ten (29.9%) said they would spend between \$50 and \$100. Another one-third (29.3%) answered that they would spend more than \$100 on this visit.

Respondents were also asked whether “any children under the age of 18” came with them on this visit to downtown. One-fourth (25.6%) said that a child under the age of 18 had accompanied them on this visit downtown, which is not surprising in that 68.2% of respondents were over the age of fifty.

C. Using Downtown Hannibal

Respondents were asked about the ease and convenience of downtown Hannibal. More than four in five (82.2%) respondents said that it is “very” easy to find their way around downtown. Overall, more than nine in ten (94.3%) respondents said that it was “very” or “somewhat” easy to do so. Four in five (81.5%) respondents said that parking downtown is “very” or “somewhat” convenient, and a majority (57.0%) indicated that downtown business hours are “very” or “somewhat” convenient.

D. Additions And Improvements To Downtown Hannibal

When asked “what kinds of additional businesses” would make them more likely to visit downtown Hannibal, a plurality of respondents cited one item¹: more/better restaurants (35.9%). Significant percentages also gave four other answers:

- Clothing stores (26.2%)
- Art galleries/shops (22.3%)
- Movie theater (20.4%)
- Antique shops (19.2%)

Respondents were also asked “what kinds of recreation or entertainment opportunities would make [them] more likely to visit downtown Hannibal.” Interviewers recorded respondents’ first two responses to this question. Significant percentages cited five items:

¹ Respondents were allowed to provide up to two responses to this question.

- Theaters/movies/plays (38.3%)
- More restaurants (37.7%)
- Bands/live concerts/music (28.9%)
- Family events (26.9%)
- More special events (20.8%)

Finally, respondents were asked “what other physical improvements” they believed “would make downtown Hannibal more appealing.” Again, interviewers recorded respondents’ first two responses to this question. Significant percentages cited four items in this section:

- New/better sidewalks (44.0%)
- Benches/more green space (39.8%)
- Better maintained buildings (27.0%)
- Renovation of historic buildings (26.9%)

E. Respondent Profile

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

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SECTION II

OVERVIEW OF DATA

In the summer and early fall 2007, UNICOM-ARC coordinated with the City of Hannibal to conduct a visitor's survey in various locations throughout downtown using volunteers to conduct the surveys. Data was entered directly into tablet computers by volunteers. The purpose of the survey was to learn about perceptions of and priorities for the downtown area in collaboration with the DREAM Initiative.

One hundred and seventy-one (171) interviews were completed from various zip codes surrounding Hannibal. (Residents living in the 63401 zip code were excluded from taking the survey.) This overview provides overall results of questions asked in the survey, in the order in which they were asked.

		%
2. What is the main purpose of your visit to downtown Hannibal today?	Shopping	5.7%
	Visiting family/friends	8.9%
	Business	2.5%
	Special event	51.3%
	Government/post office	.0%
	Visiting Mark Twain Boyhood Home and Museum	22.8%
	Other	8.9%

		%
3. Are you staying overnight in Hannibal?	Yes	38.2%
	No	61.8%

		%
4. Where are you staying overnight in Hannibal?	Hotel/motel/bed and breakfast in downtown Hannibal	46.7%
	Hotel/motel/bed and breakfast in Hannibal area but not downtown	13.3%
	With family or friends	25.0%
	Campground/RV park	15.0%
	Other	0.0%

		%
5. Have you visited downtown Hannibal before today?	Yes	79.0%
	No	21.0%

		%
6. How often do you visit downtown Hannibal?	Once a year or less	52.5%
	More than once a year but less than once a month	37.9%
	One to five times per month	4.8%
	More than 5 times a month	4.0%
	Other	0.0%

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

	Yes	No	Other/don't know
	%	%	%
7. Visiting area attractions	73.7%	26.3%	.0%
8. Attending special event	62.4%	36.3%	1.3%
9. Shopping	75.8%	23.6%	.6%
10. Dining	75.8%	24.2%	.0%
11. Nightlife/entertainment	18.5%	80.9%	.6%
12. Parks/Outdoor recreation	33.1%	66.2%	.6%
13. Conducting business	13.4%	86.6%	.0%

		%
14. What are the top two reasons you most often visit downtown Hannibal? (%'s are those who chose response as first or second reason) Asked as an open-ended question.	Special event	43.3%
	Shopping	47.9%
	Dining	36.7%
	Nightlife/entertainment	5.6%
	Outdoor recreation	7.0%
	Visiting area attractions	.0%
	Conducting business	3.6%
	Government/Courthouse	.0%
	Other	55.7%

		%
15. How easy would you say it is to find your way around downtown Hannibal?	Very easy	82.2%
	Somewhat easy	12.1%
	Somewhat difficult	3.8%
	Very difficult	1.3%
	I don't know.	.6%

		%
16. How convenient would you say that parking is downtown?	Very convenient	53.5%
	Somewhat convenient	28.0%
	Somewhat inconvenient	8.3%
	Very inconvenient	6.4%
	I don't know.	3.8%

		%
17. How convenient would you say that hours of downtown businesses are?	Very convenient	36.3%
	Somewhat convenient	21.0%
	Somewhat inconvenient	12.7%
	Very inconvenient	7.0%
	I don't know.	22.9%

		%
18. What kinds of additional businesses do you think would make you more likely to visit downtown Hannibal? (%'s are those who chose response as first or second reason) Asked as an open-ended question.	More/better restaurants	35.9%
	Clothing stores	26.2%
	Greater variety of shops (in general)	16.0%
	Specialty/upscale shops	5.0%
	Antique shops	19.2%
	Ice cream shop	1.9%
	Pharmacy/drug store	5.3%
	Art galleries/shops	22.3%
	Bed and breakfasts/lodging	3.4%
	Movie theater	20.4%
	Grocery store	5.9%
	Major department store/anchor store	2.1%
Other	36.3%	

	%	
19. What kinds of recreation or entertainment opportunities would make you more likely to visit downtown Hannibal? (%'s are those who chose response as first or second reason) Asked as an open-ended question.	More special events	20.8%
	or Bands/live concerts/music	28.9%
	More restaurants	37.7%
	More bars	2.3%
	Theaters/movies/plays	38.3%
	Family events	26.9%
	Art Galleries/events	15.7%
	Parks and recreation/bike and/or walking trails	5.6%
	Other	24.2%

	%	
20. What other physical improvements do you think would make downtown Hannibal more appealing? (%'s are those who chose response as first or second reason) Asked as an open-ended question.	Renovation of historic buildings	26.9%
	Better maintained buildings	27.0%
	More/better lighting	5.1%
	Better signage	5.7%
	Cleaner/less trash	8.0%
	More/better parking	11.8%
	New/better sidewalks	44.0%
	Benches/more greenspace	39.8%
	Move utility wires underground	3.2%
Other	28.4%	

	%	
21. Excluding lodging, how much money are you likely to spend in downtown Hannibal during this visit?	less than \$50	35.0%
	\$50 - \$99	29.9%
	\$100 - \$199	17.8%
	\$200 or more	11.5%
	other/don't know	5.7%

	%	
22. In which of the following age groups are you?	18-34	16.6%
	35-49	14.0%
	50-64	47.8%
	65 or over	20.4%
	other, don't know, refused	1.3%

		%
23. Did any children under the age of 18 come with you downtown today?	Yes	25.6%
	No	74.4%
	other, don't know	.0%

		%
24. Please stop me when I get to the category that best describes your annual household income from 2006.	Under \$25,000	4.5%
	\$25,000 to \$49,999	26.1%
	\$50,000 to \$74,999	24.2%
	\$75,000 to \$99,999	15.3%
	\$100,000 plus other, don't know, refused	8.3%
		21.7%

25. Gender	Male	38.9%
	Female	61.1%

Zip Code		
14727	1	62712
1 21250	1	63011
1 33801	1	63033
1 35243	1	63050
1 45424	1	63051
1 47374	1	63072
1 47909	1	63089
1 52216	1	63104
1 52318	2	63121
2 52625	2	63126
2 52722	1	63138
1 53121	4	63366
1 53534	2	63376
1 60442	2	63379
2 60620	1	63389
2 60914	2	63437
2 61014	2	63440
1 61201	1	63448
1 61265	1	63454
1 61422	3	63456
1 61704	1	63459
7 61760	6	63461
1 61761	1	63463
1 61820	1	63775
1 62035	1	64019
1 62205	3	64024
2 62269	2	64060
2 62301	1	64086
11 62302	2	64466
2 62305	1	64507
2 62312	1	64567
1 62320	2	64734
5 62345	1	65032
2 62353	1	65039
1 62365	2	65043
1 62376	2	65109
1 62445	1	65202
1 62545	2	65203
1 62568	2	65270
2 62615	1	65631
1 62650	1	65806
3 62656	1	66366
1 62702	2	67530
1 62706	1	72212

SECTION III

RESPONSES TO OPEN ENDED QUESTIONS

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

Caves and riverboats.
Work.
History.
Vacation.
River.
Vacation.
Reunion.
Attractions.
To get away.
Family.
Car show Special event.
To get away.
Family.
Car show Special event.

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

Visiting area attractions.
History.
Visiting area attractions.
Visiting area attractions.
Visiting area attractions.
Visiting area attractions.
Family.
Visiting area attractions.
Visiting family.
Visiting area attractions.
Visiting area attractions.

Children's attractions.
Family.
Visiting area attractions.
Visiting area attractions.
Family/Shopping.
Visiting area attractions.
Visiting area attractions.
Family.
Riverfront.
Doctors.
Historic.
Family.
History.
Visiting area attractions.
Don't visit often.
Cave.
Visiting area attractions.
Visiting area attractions.
Visiting area attractions.
Visiting area attractions.
Its America's Hometown
Anniversary.
Anniversary.
Visiting area attractions.
Visiting family.
Visiting area attractions.
Visiting area attractions.
Children's attractions.
Family.
Visiting area attractions.
Visiting area attractions.
Family/Shopping.

Q19: What kinds of recreation or entertainment opportunities would make you more likely to visit downtown Hannibal?

Build a bear toys.
Shoe store, Clothing stores.
Camera store and Art galleries/shops.
Craft store.
Don't know.
Golf.
Like it as is.
Music.
As is Clothing stores.
Gambling boat.
Music store.

Big car show.
Craft stores.
Craft store.
Maps.
Sporting goods.
Doll shop.
Video game store.
Shoe store, Clothing stores.
Camera store and Art galleries/shops.
Craft store.
Don't know.
Golf.
Don't know.
Like it as it is.
Music.
As is Clothing stores.
Gambling boat.

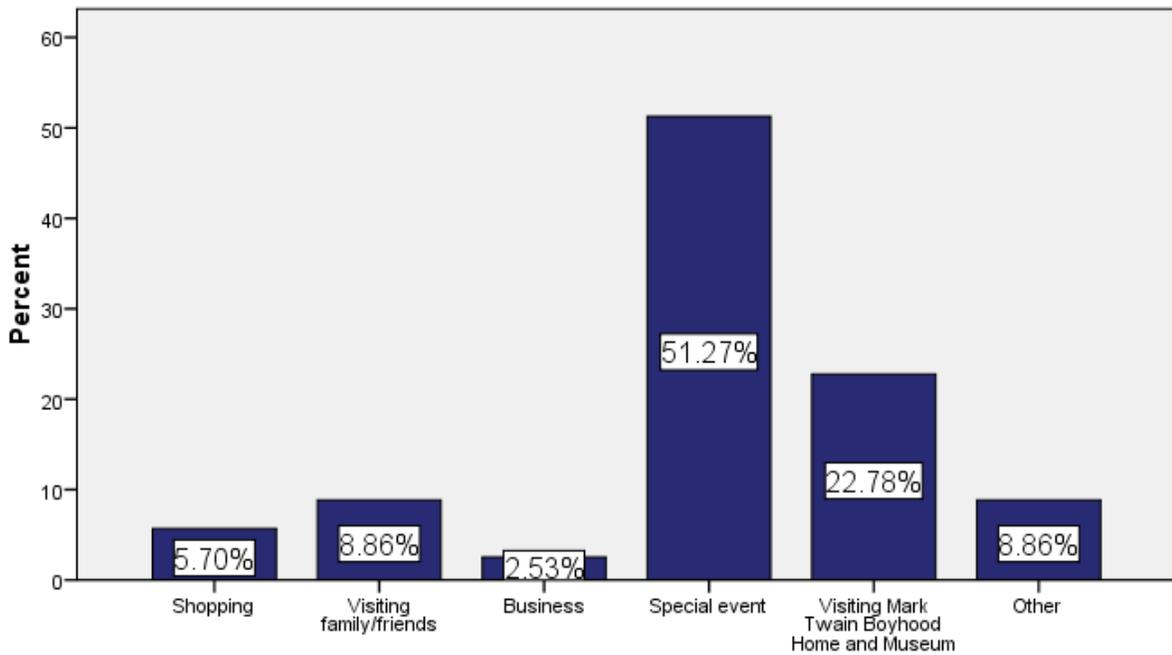
Q19: What kinds of recreation or entertainment opportunities would make you more likely to visit downtown Hannibal?

Circus.
Re-enactments.
Shooting range.
Boat rental and dance hall.
Gambling.
Gambling boat.
Antiques.
Water front attractions.
Fishing.
Fishing.
Sawyer park type entertainment.
Daytime activities.
Daytime activities.
Dinner theatre.
Shooting range.
Boat rental and dance hall.
Gambling.
Gambling boat.

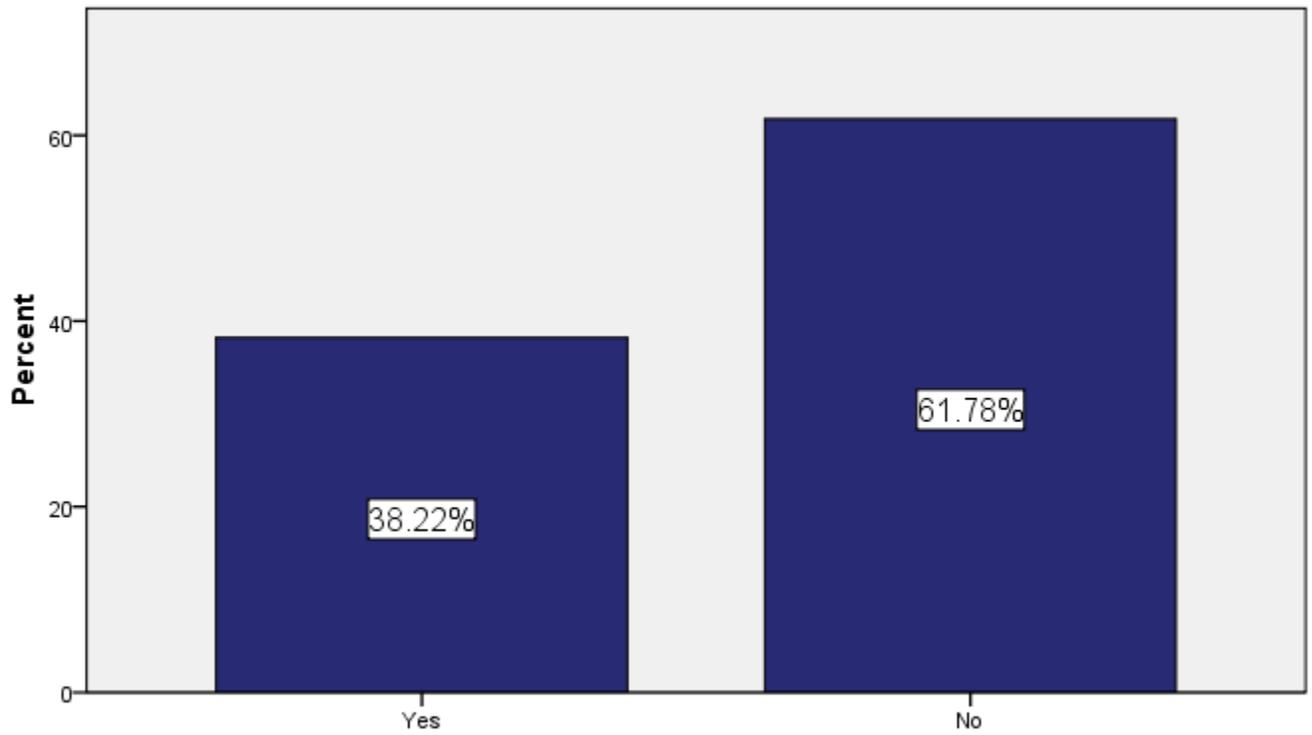
Q21: What other physical improvements do you think would make downtown Hannibal more appealing.

Renovation of historic buildings.
Good as is.
Actors/costumes.
Public restrooms.
Motorized chair for elders.
Public restrooms.
Shuttles busses for special events.
More bathroom facilities.
Better roads.
Stop signs.
Recycle bins.
Motorized chair for elders.
Public restrooms.
Shuttles busses for special events.

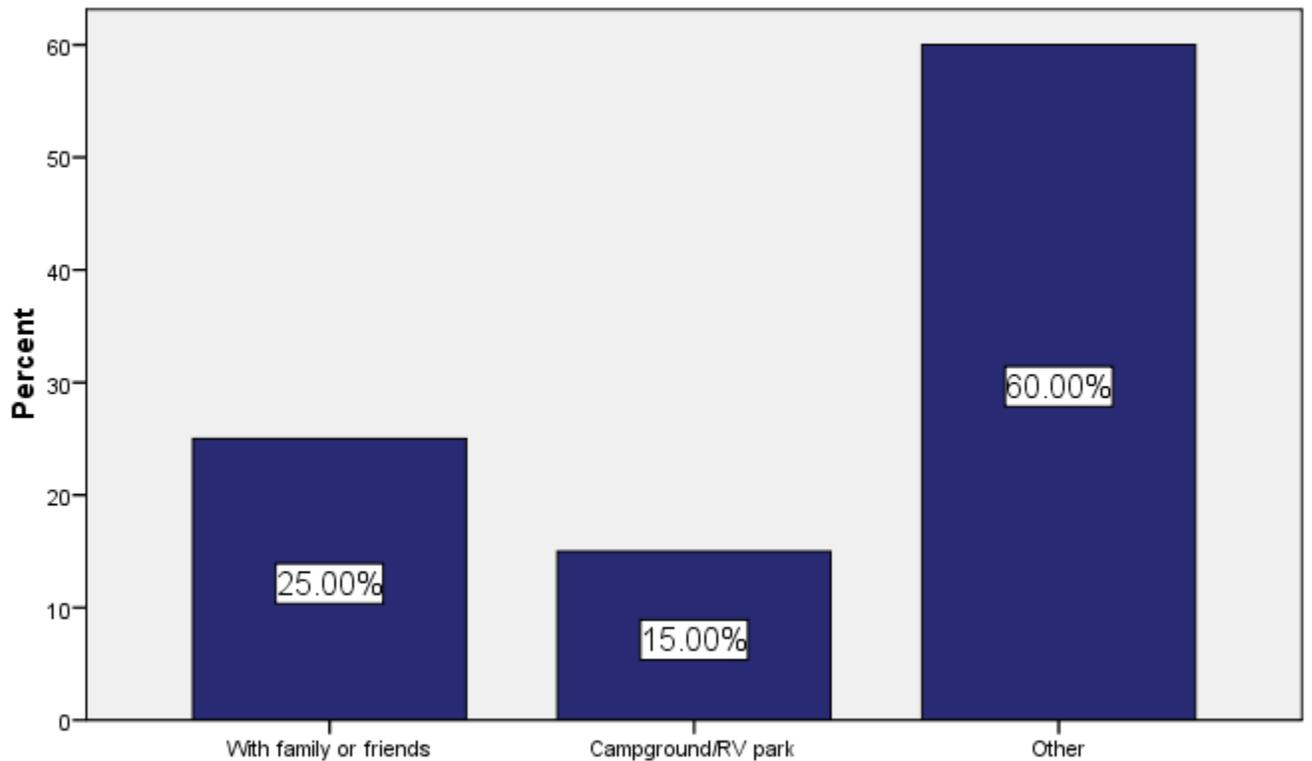
SECTION IV VISITOR BAR CHARTS



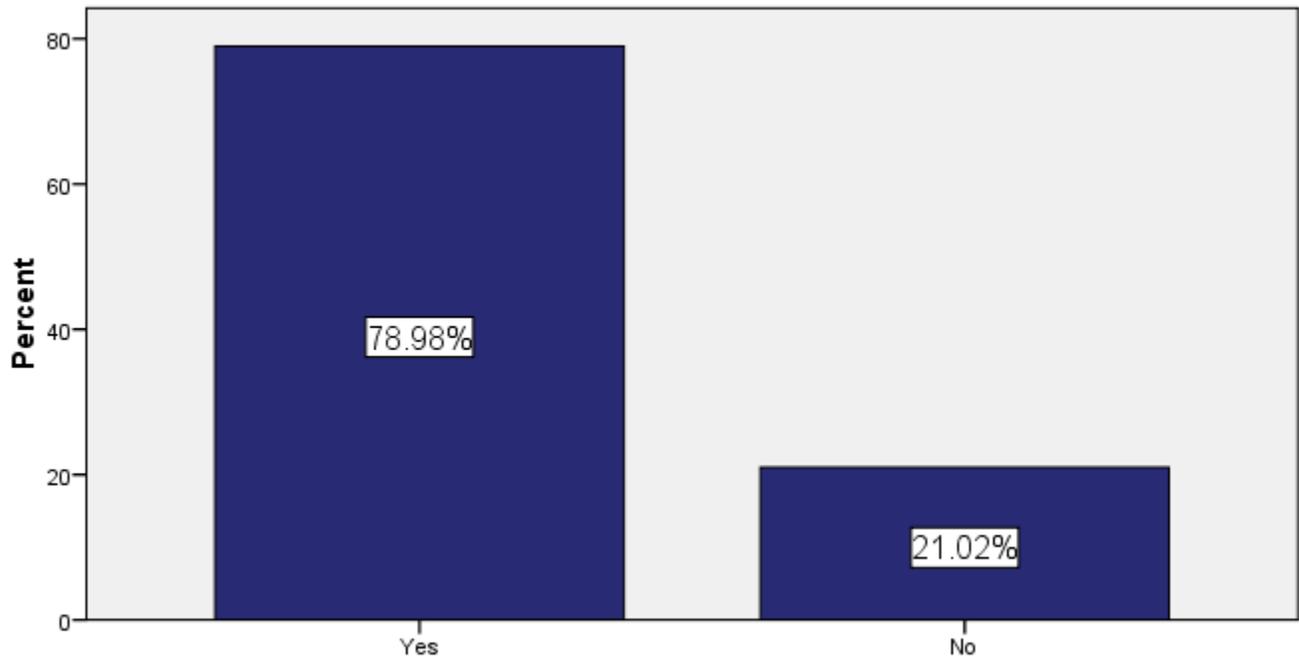
02. What is the main purpose of your visit to downtown Hannibal today?



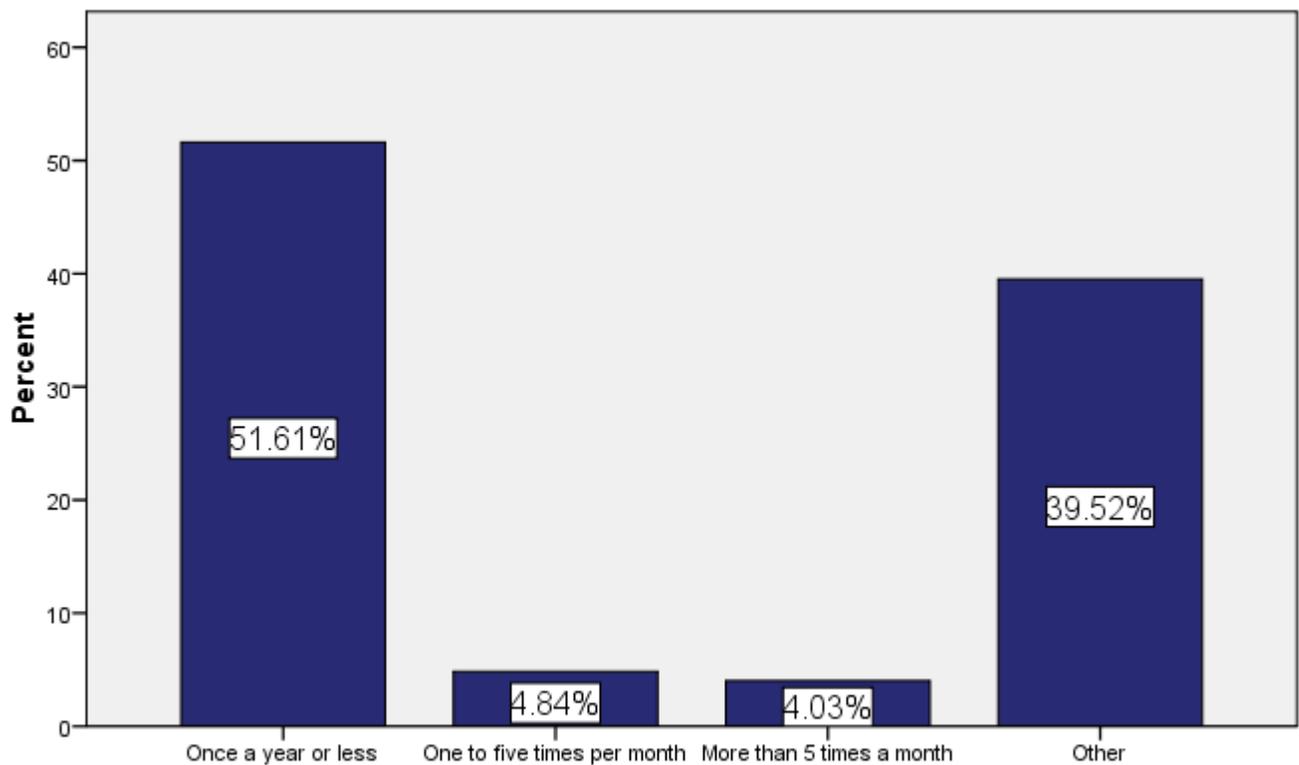
03. Are you staying overnight in Hannibal?



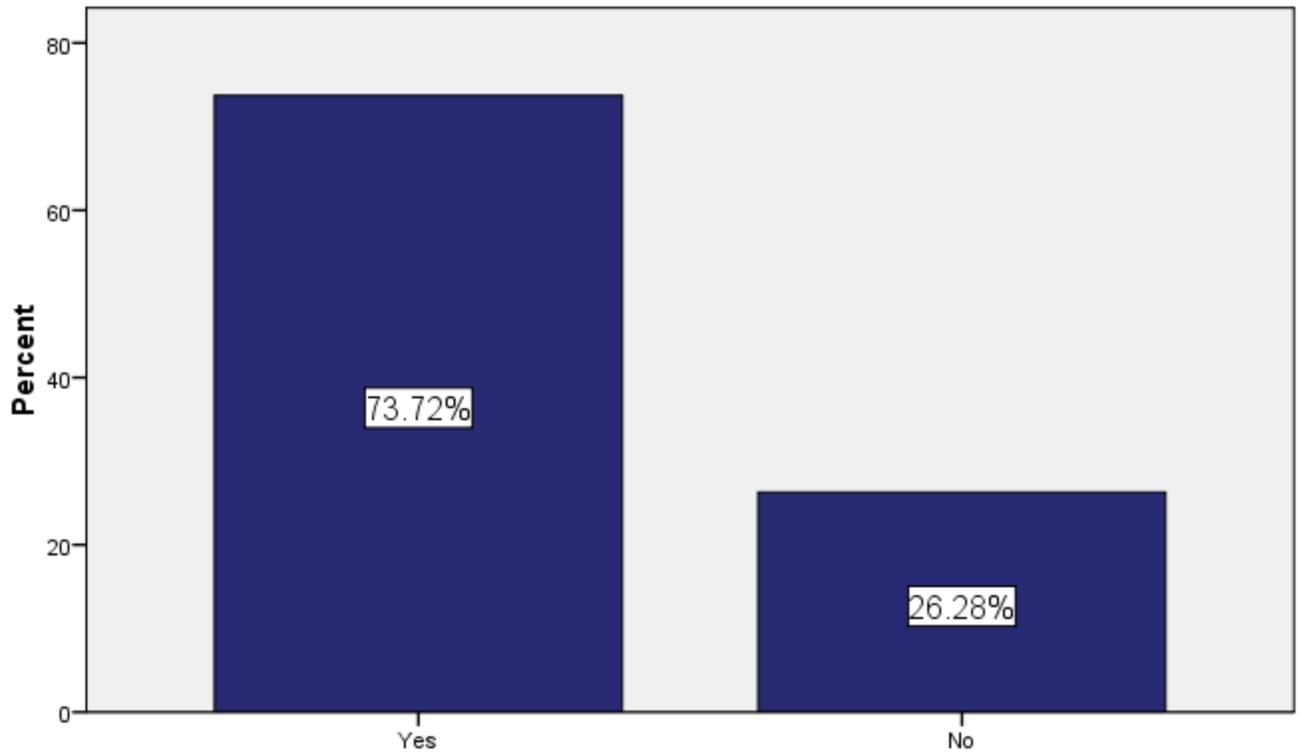
04. Where are you staying overnight in Hannibal?



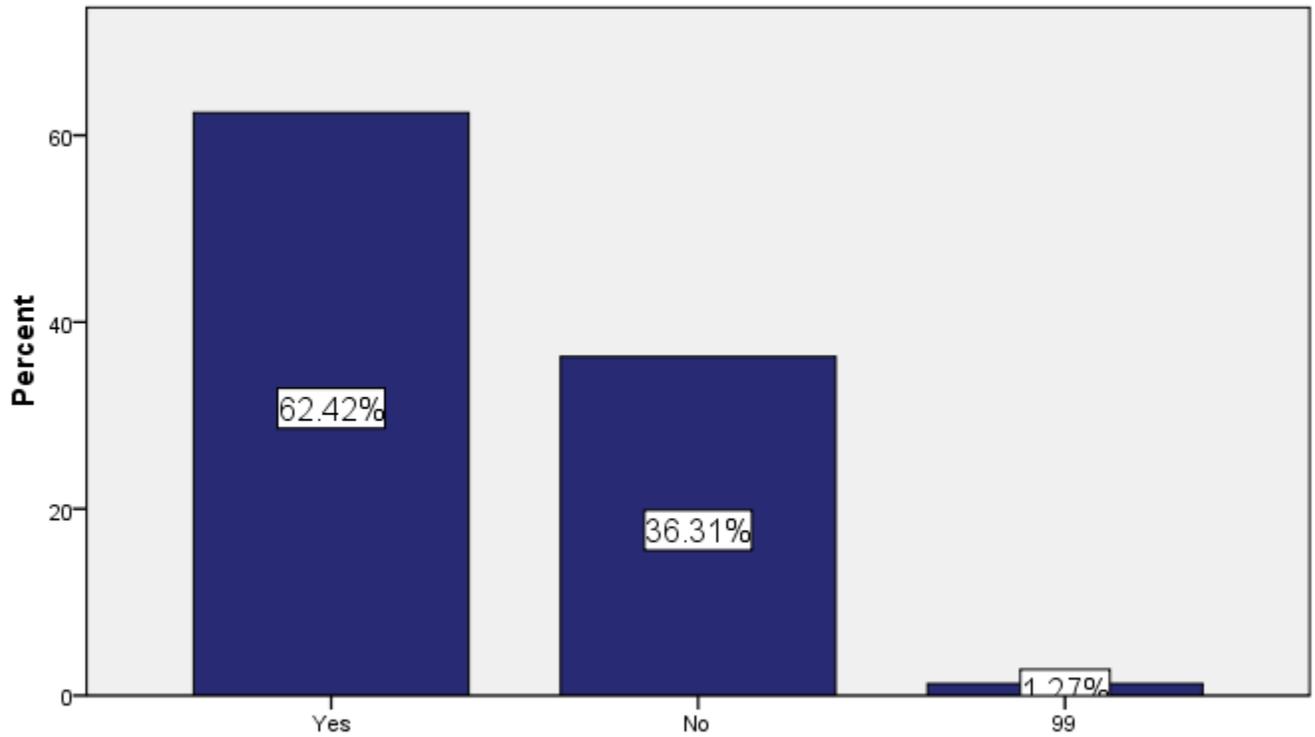
05. Have you visited downtown Hannibal before today?



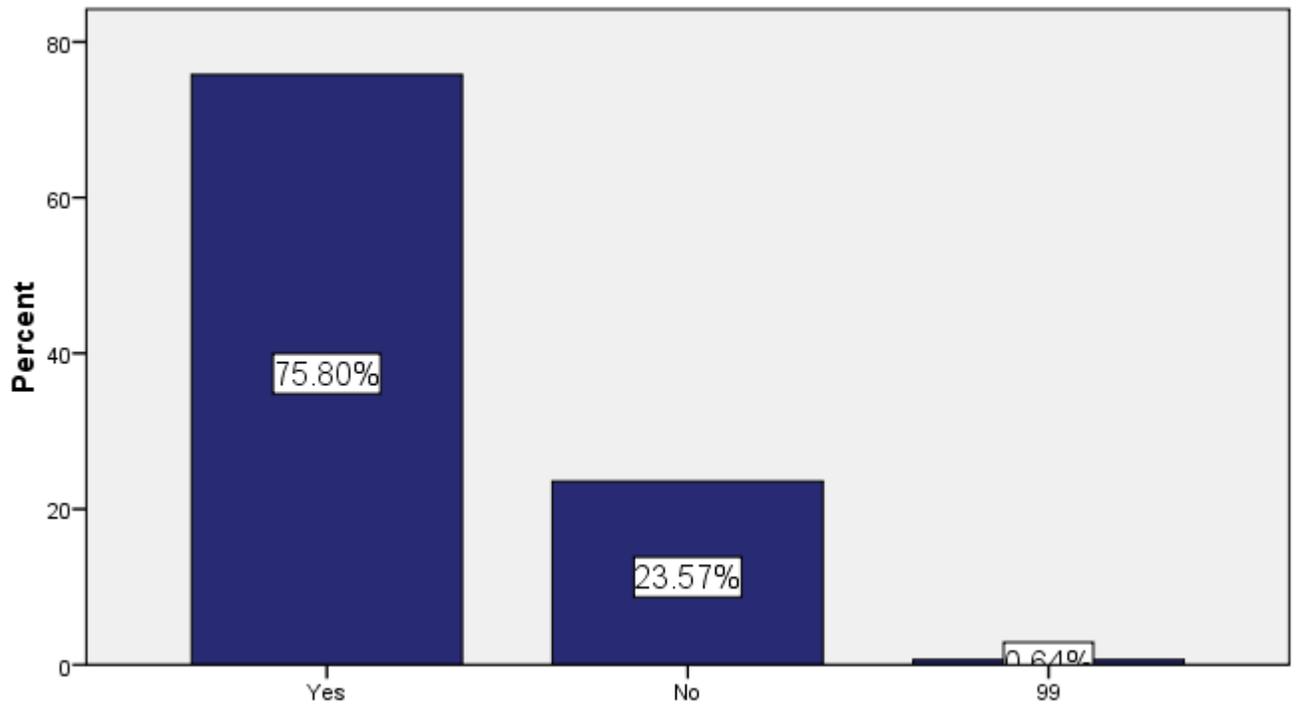
06. How often do you visit downtown Hannibal?



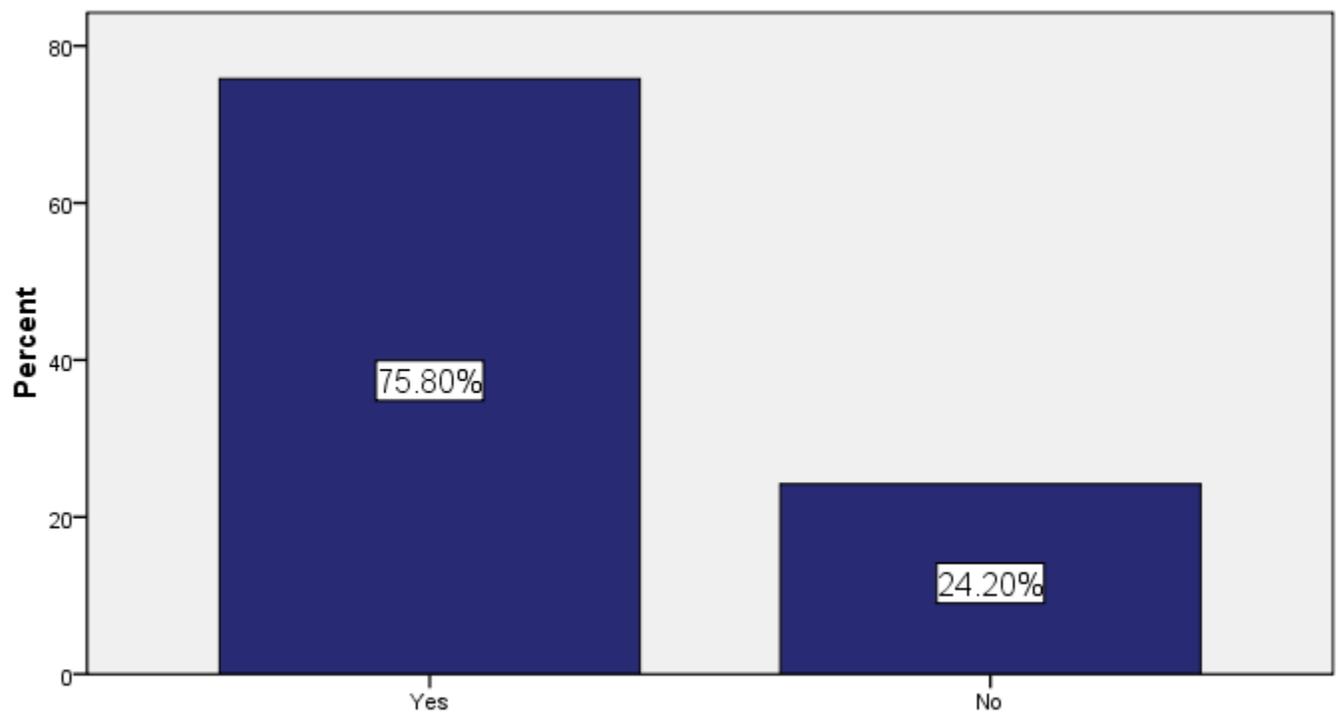
07. Visiting area attractions



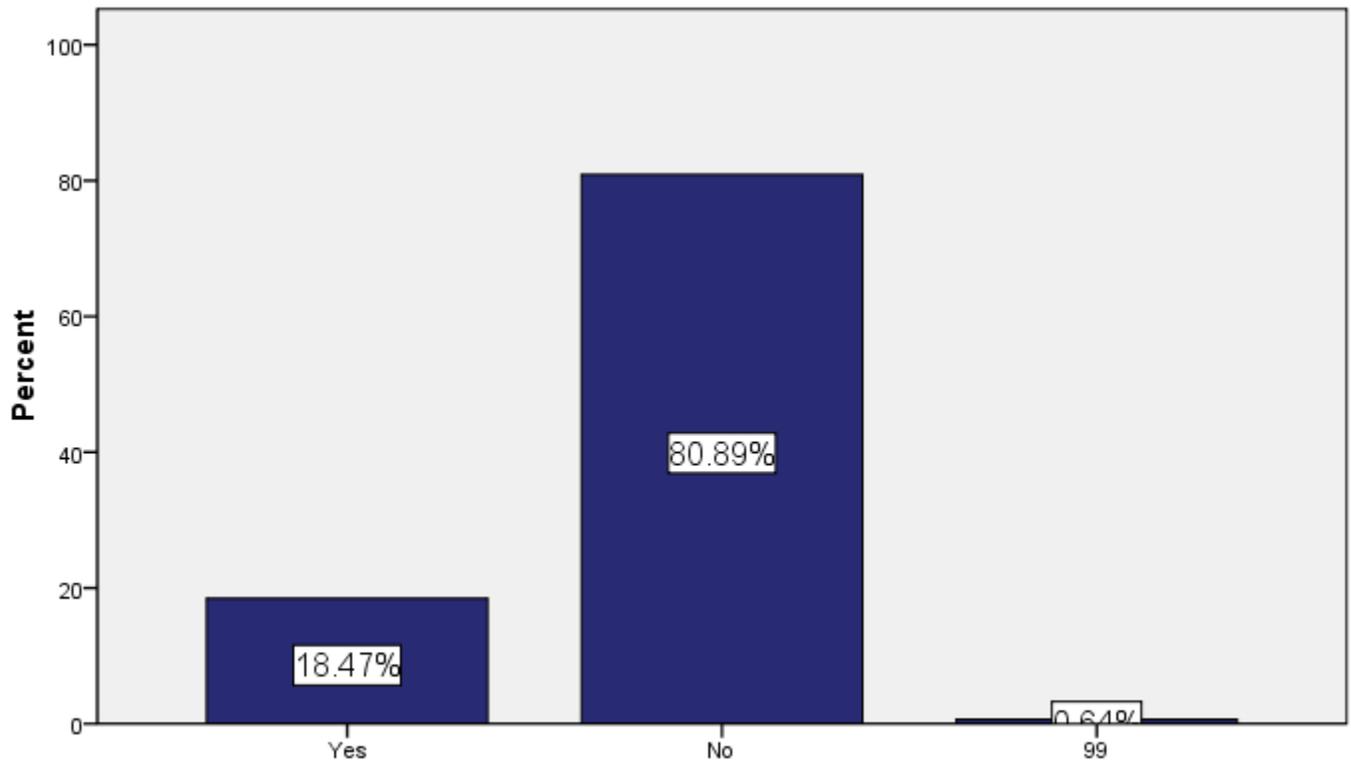
08. Attending special event



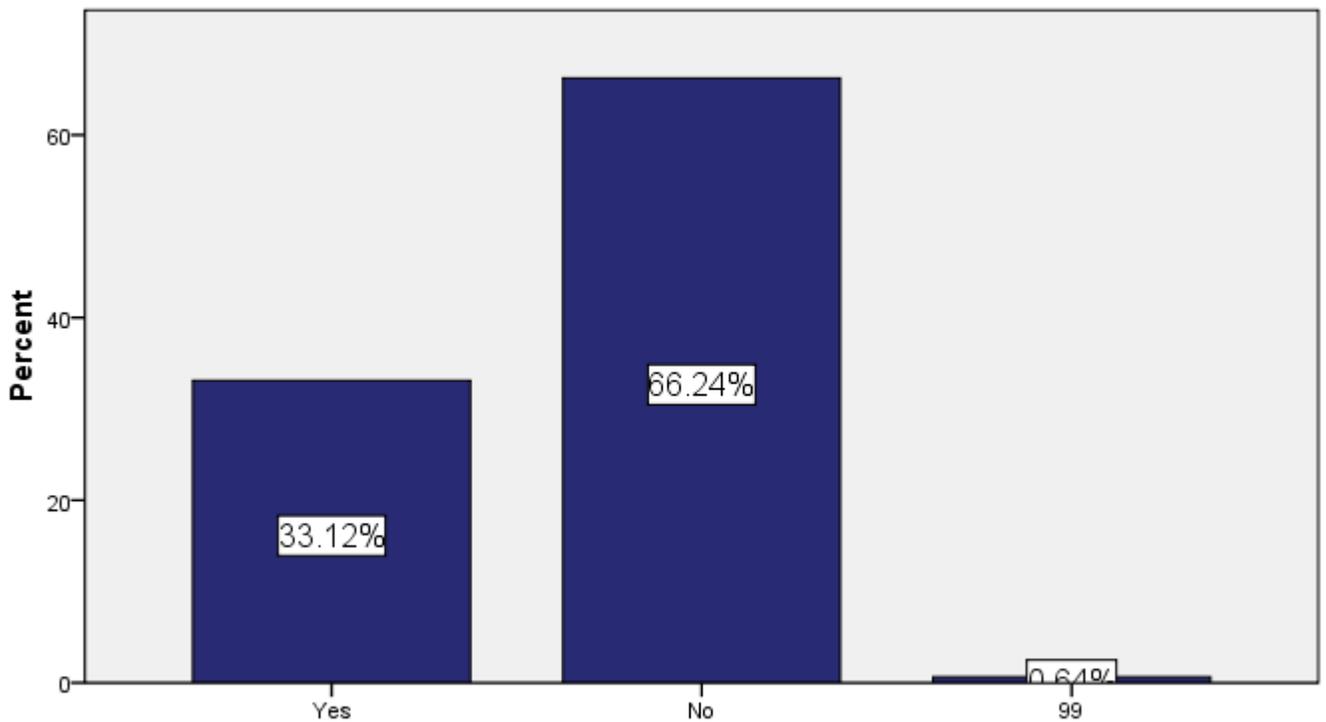
09. Shopping



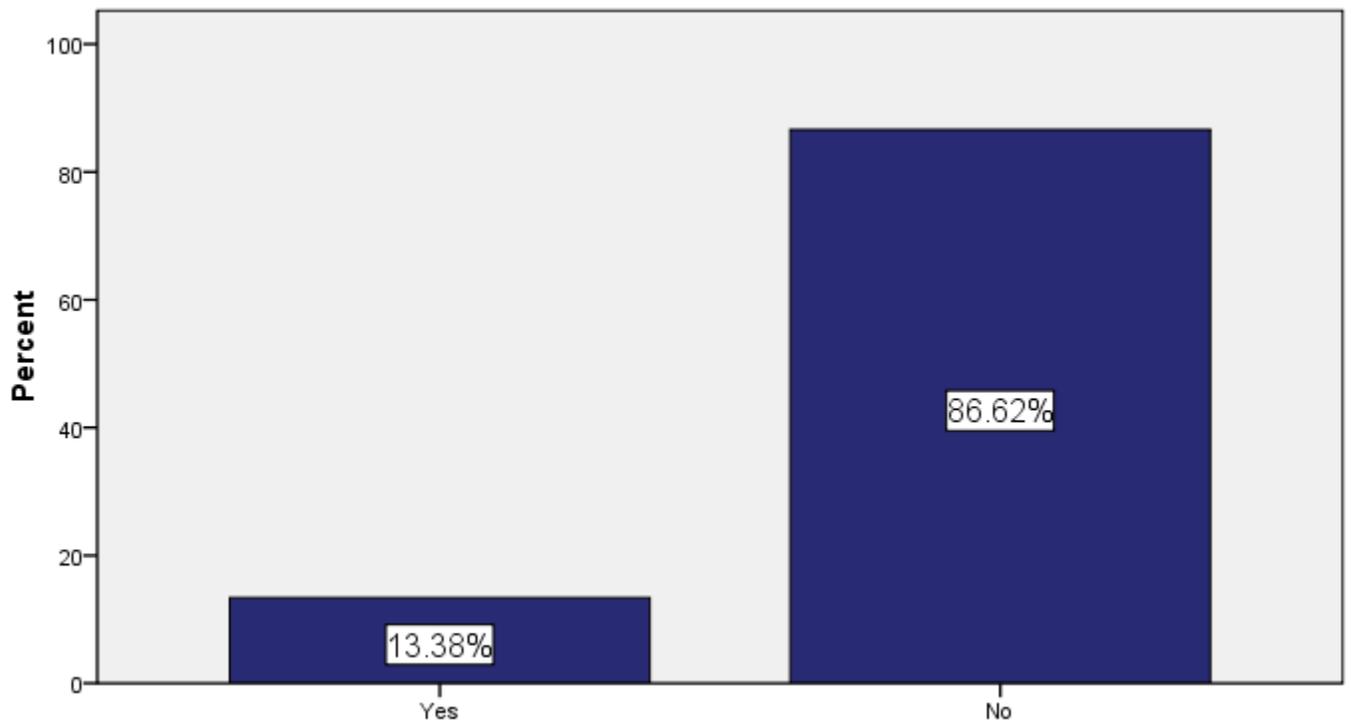
10. Dining



11. Nightlife/entertainment

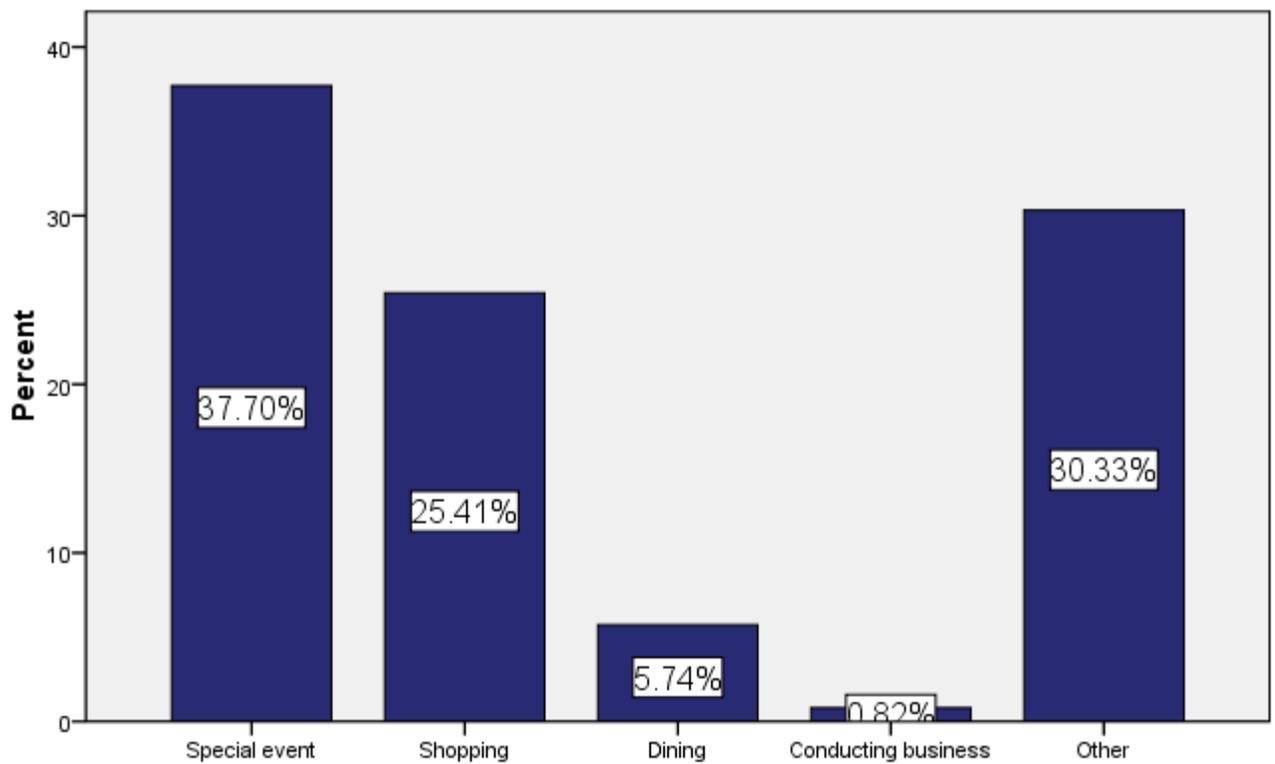


12. Parks/Outdoor recreation

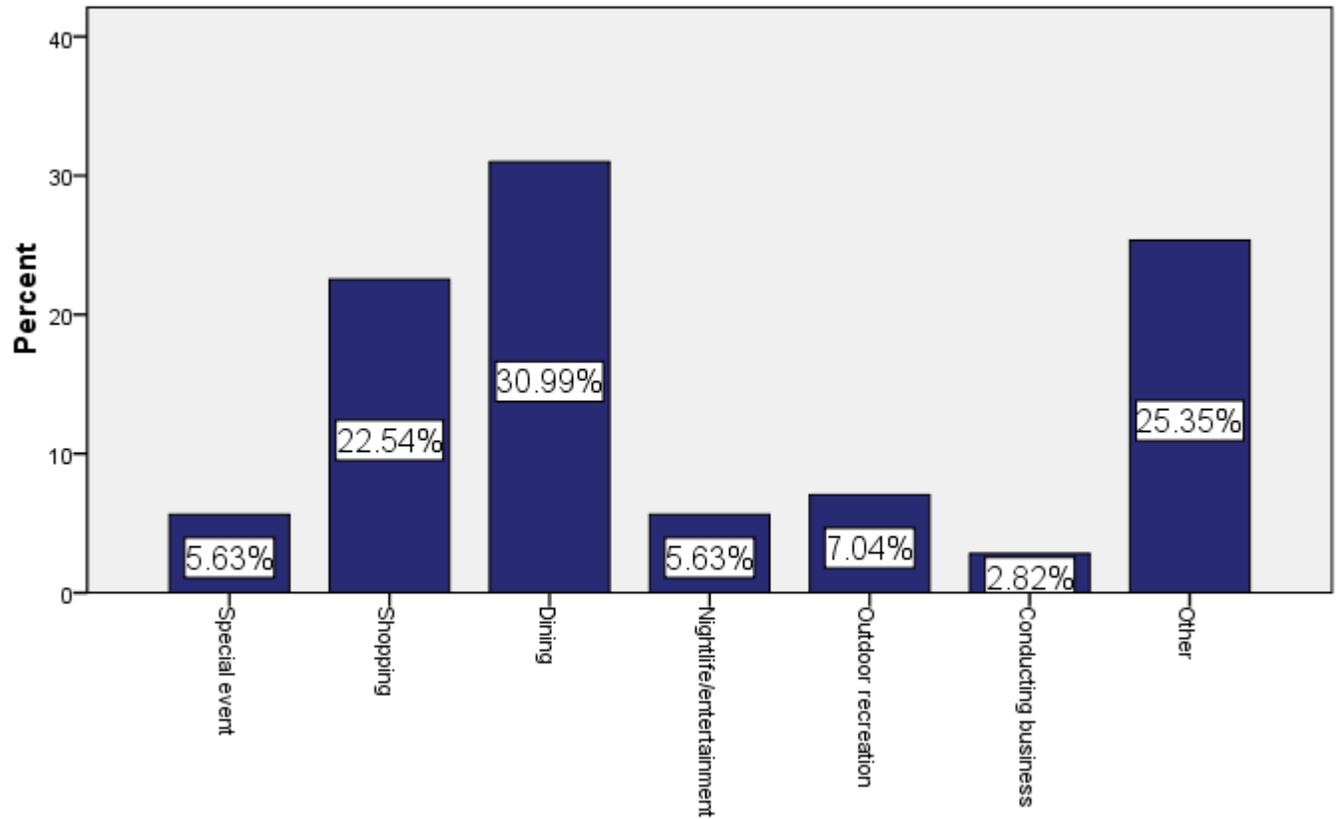


13. Conducting business

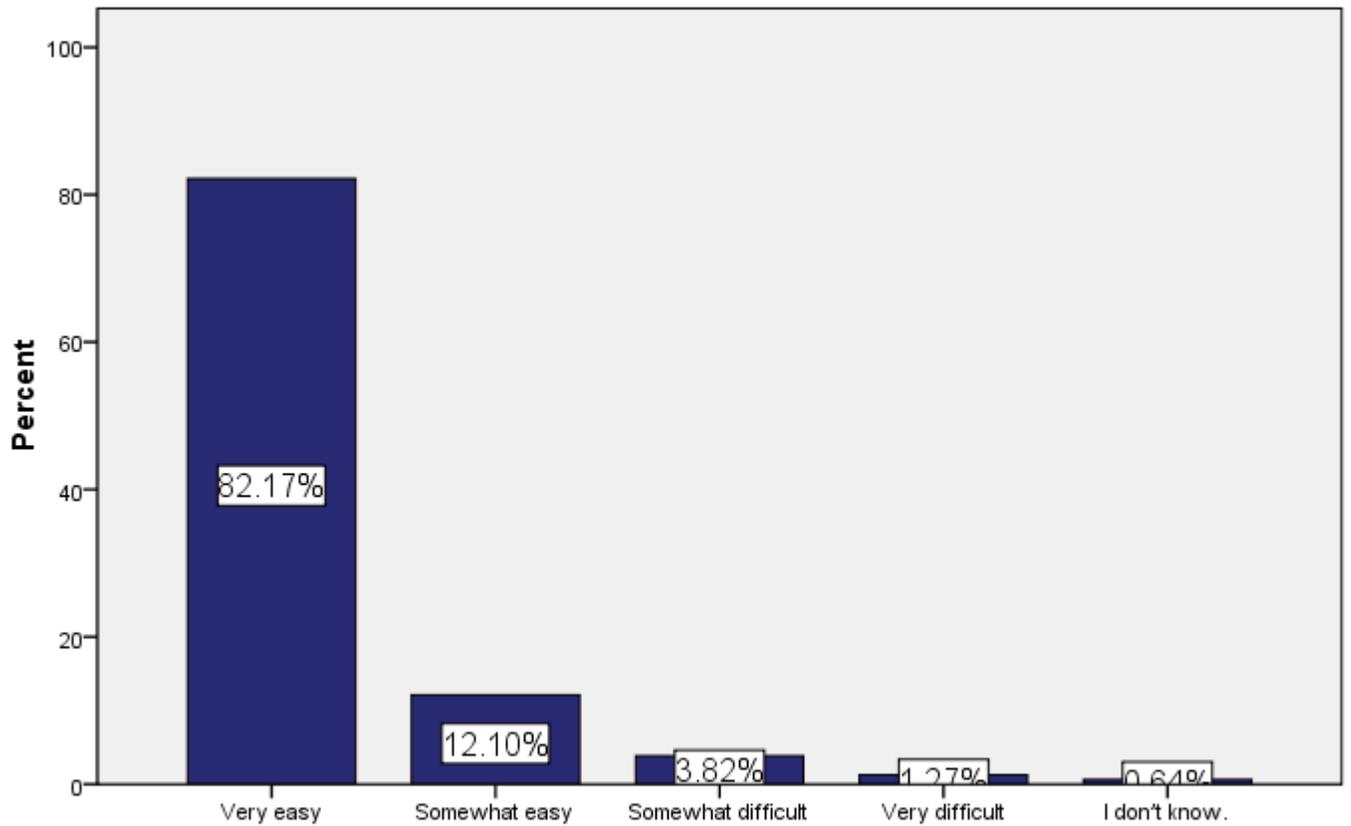
Frequencies



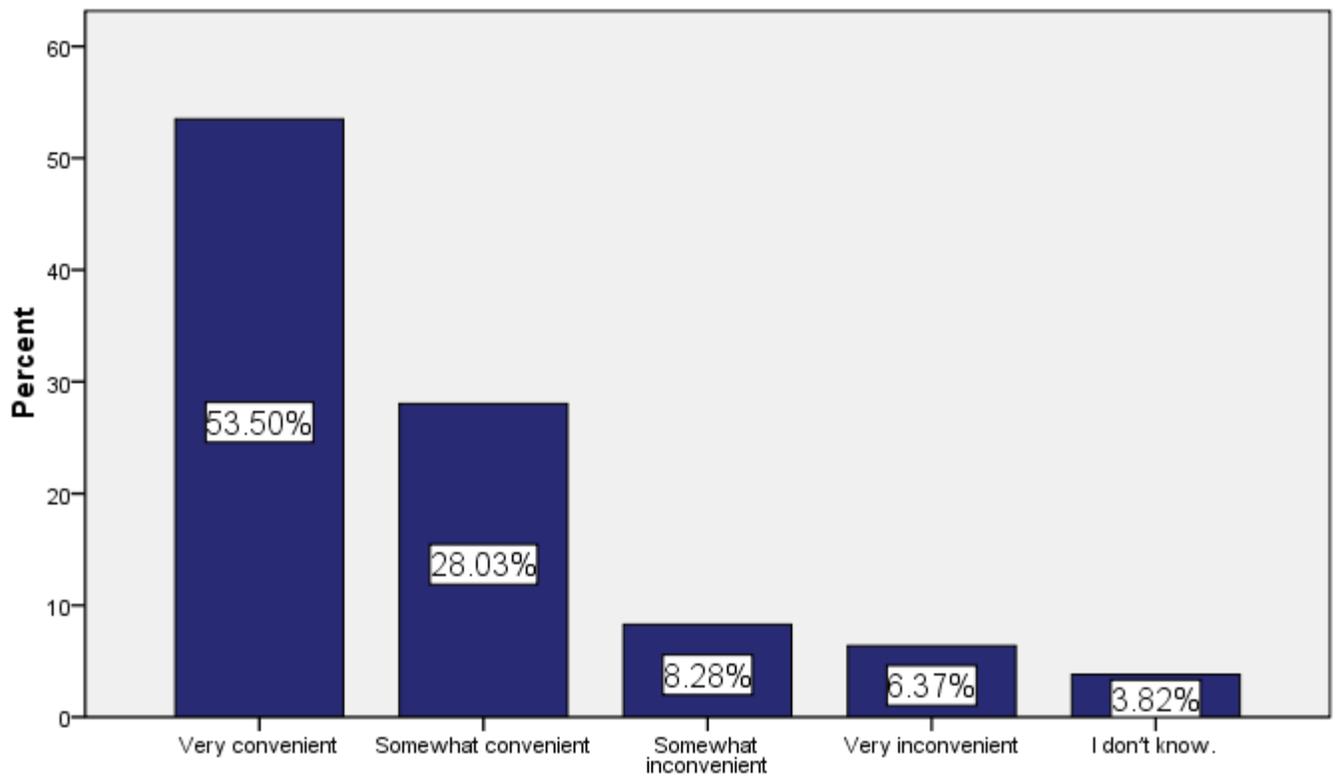
14a. What are the top two reasons you most often visit downtown Hannibal?



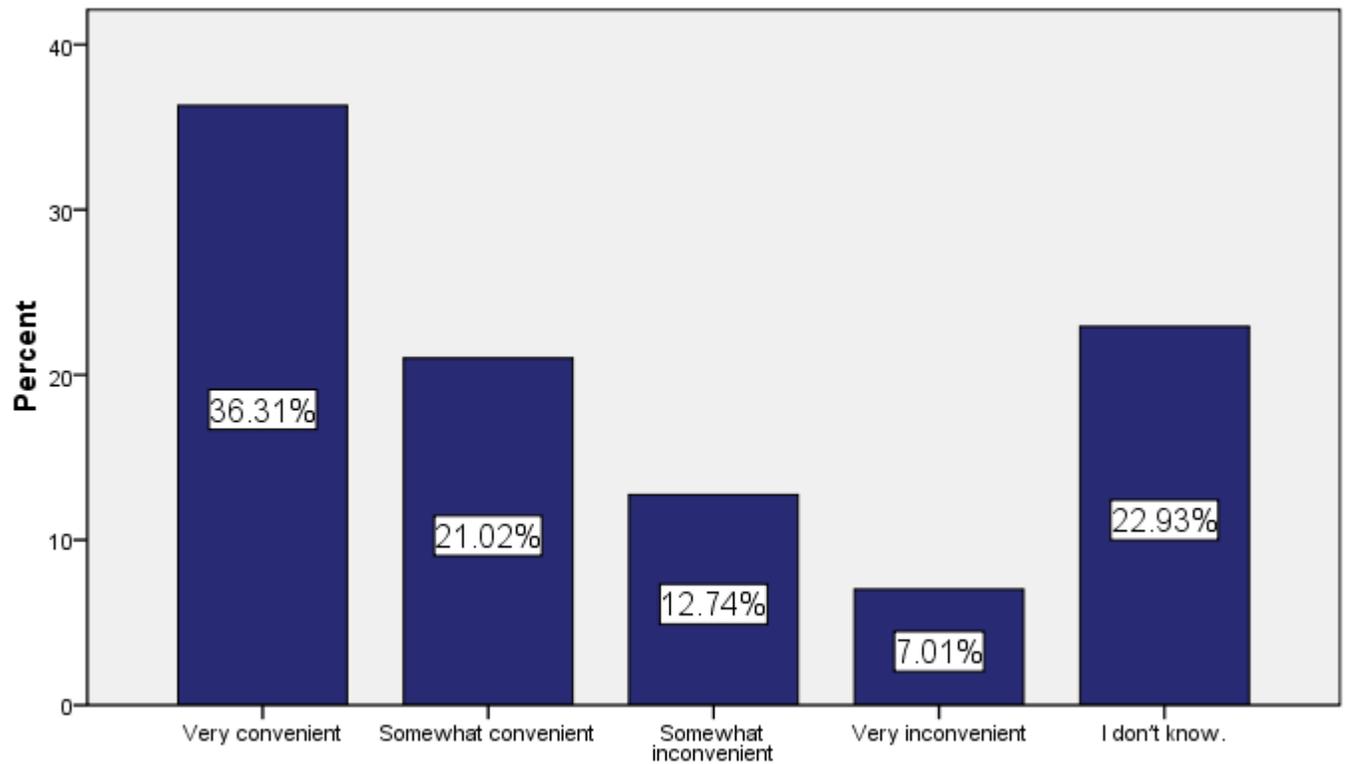
14b. What are the top two reasons you most often visit downtown Hannibal?



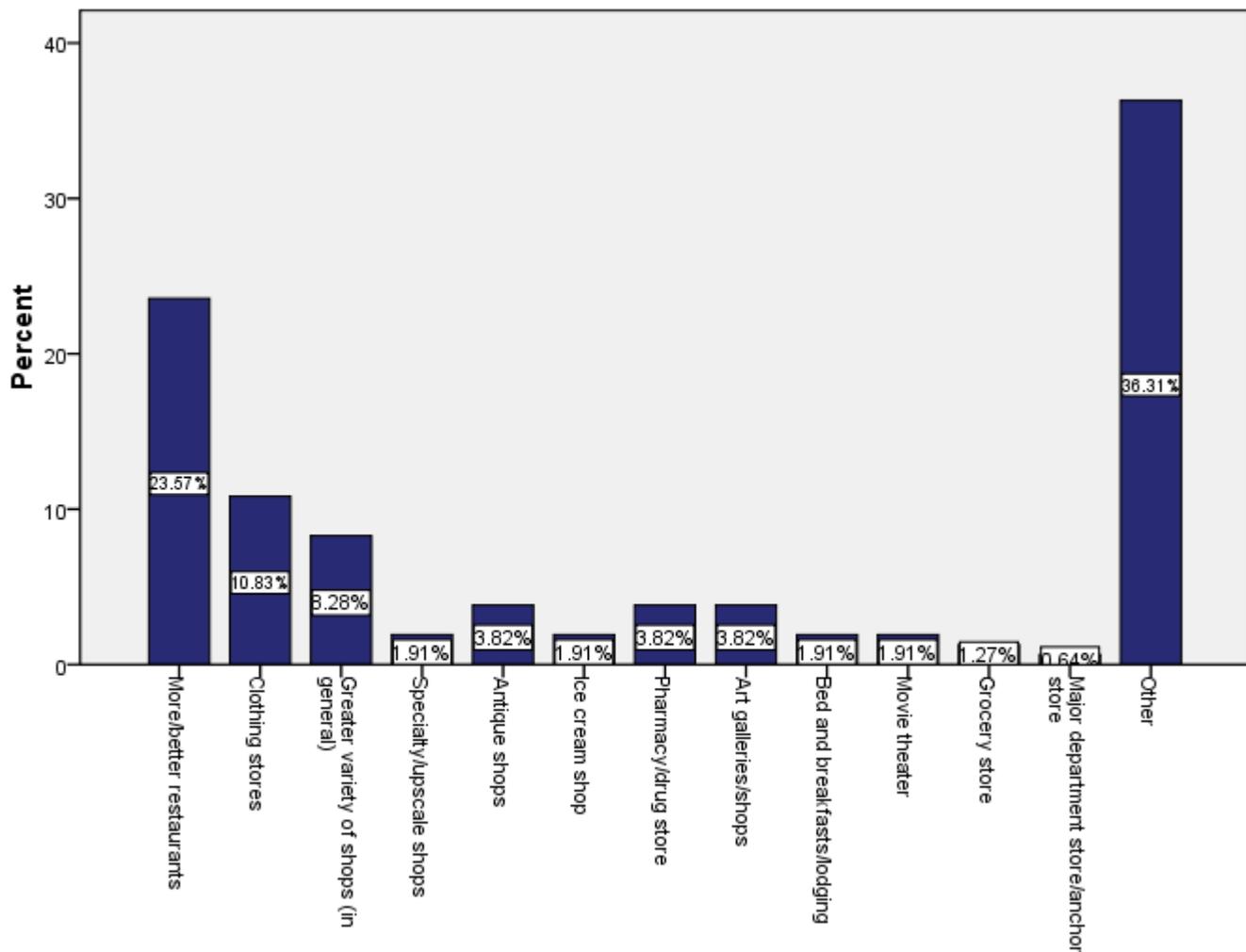
15. How easy would you say it is to find your way around downtown Hannibal?



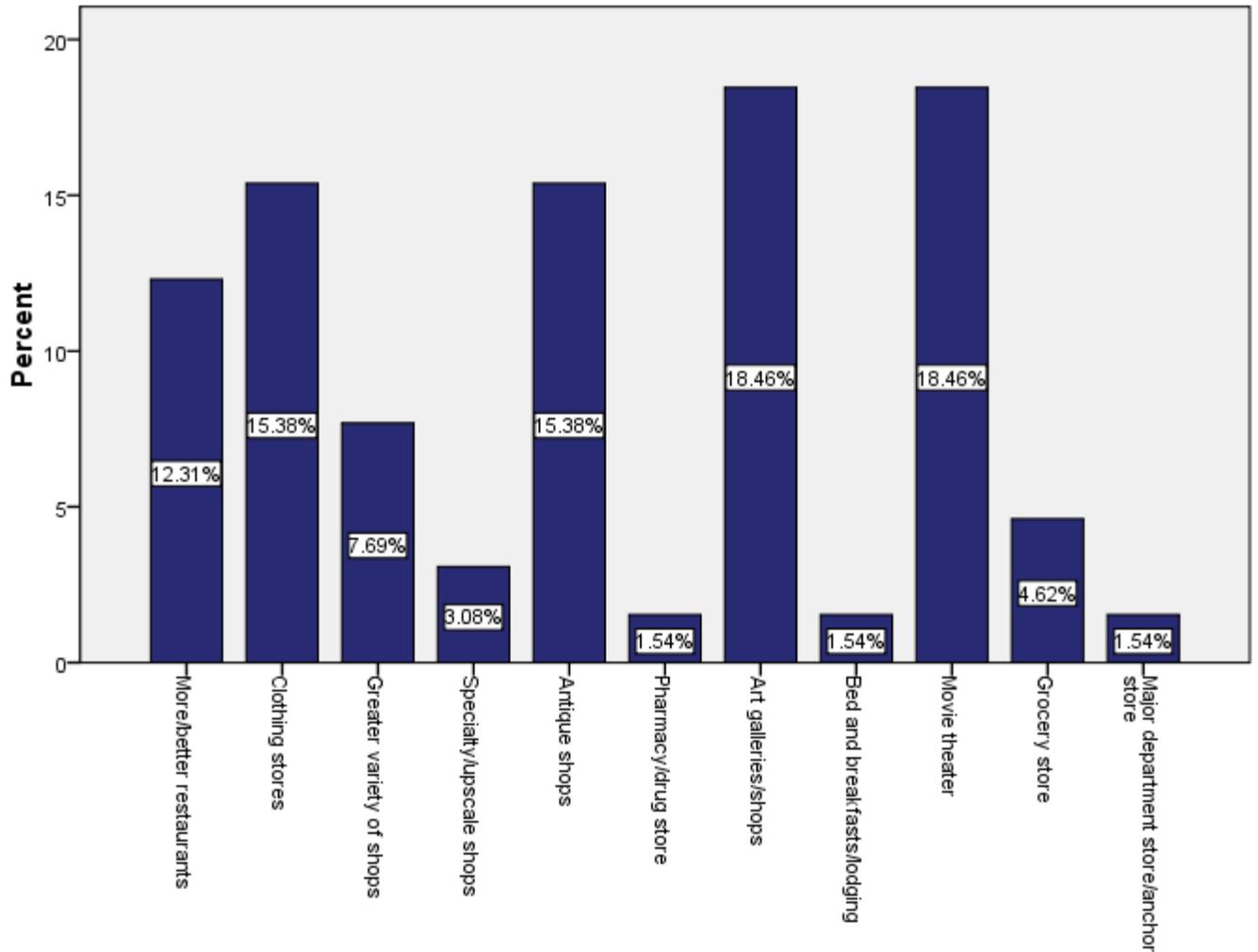
16. How convenient would you say that parking is downtown?



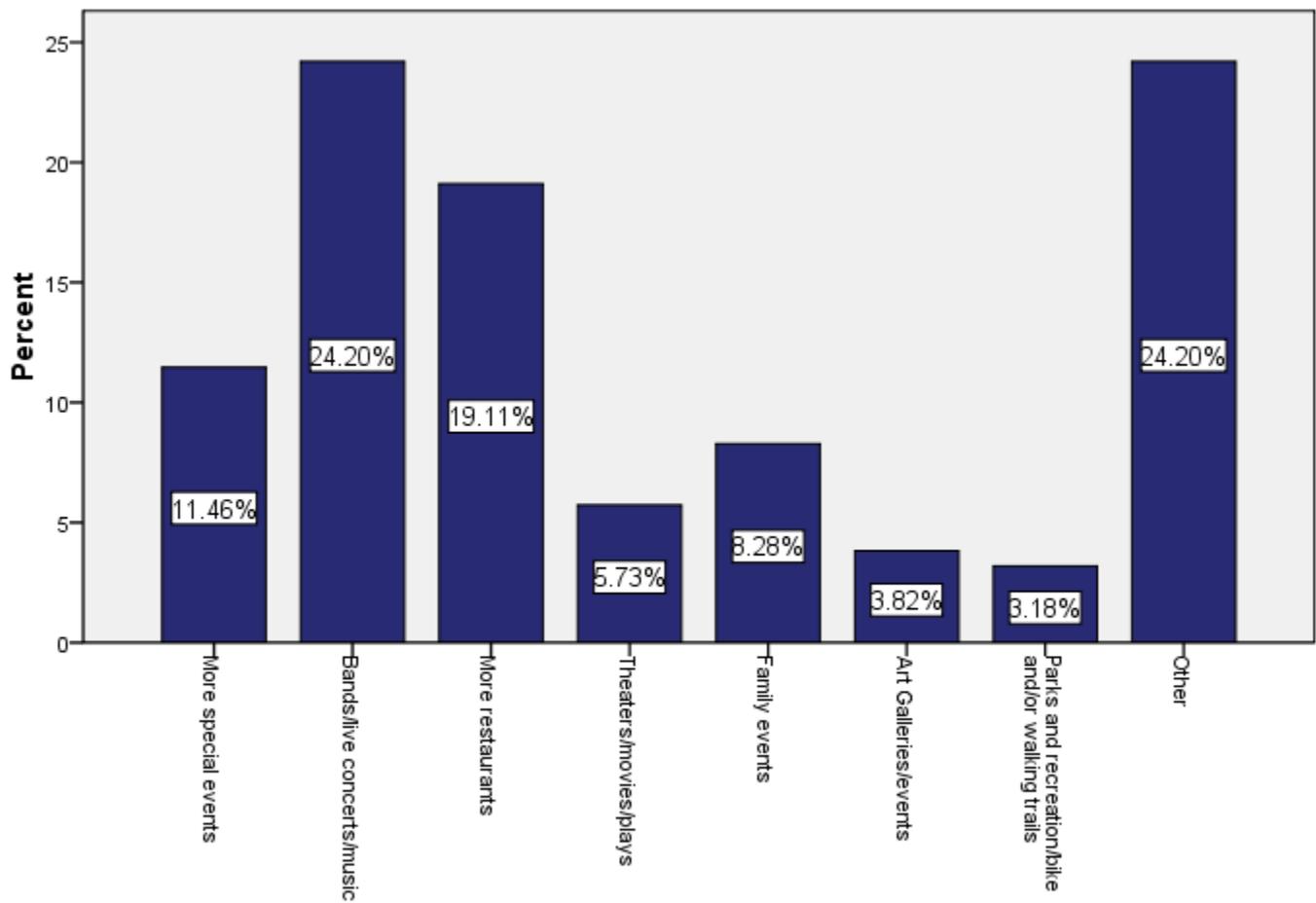
17. How convenient would you say that hours of downtown businesses are?



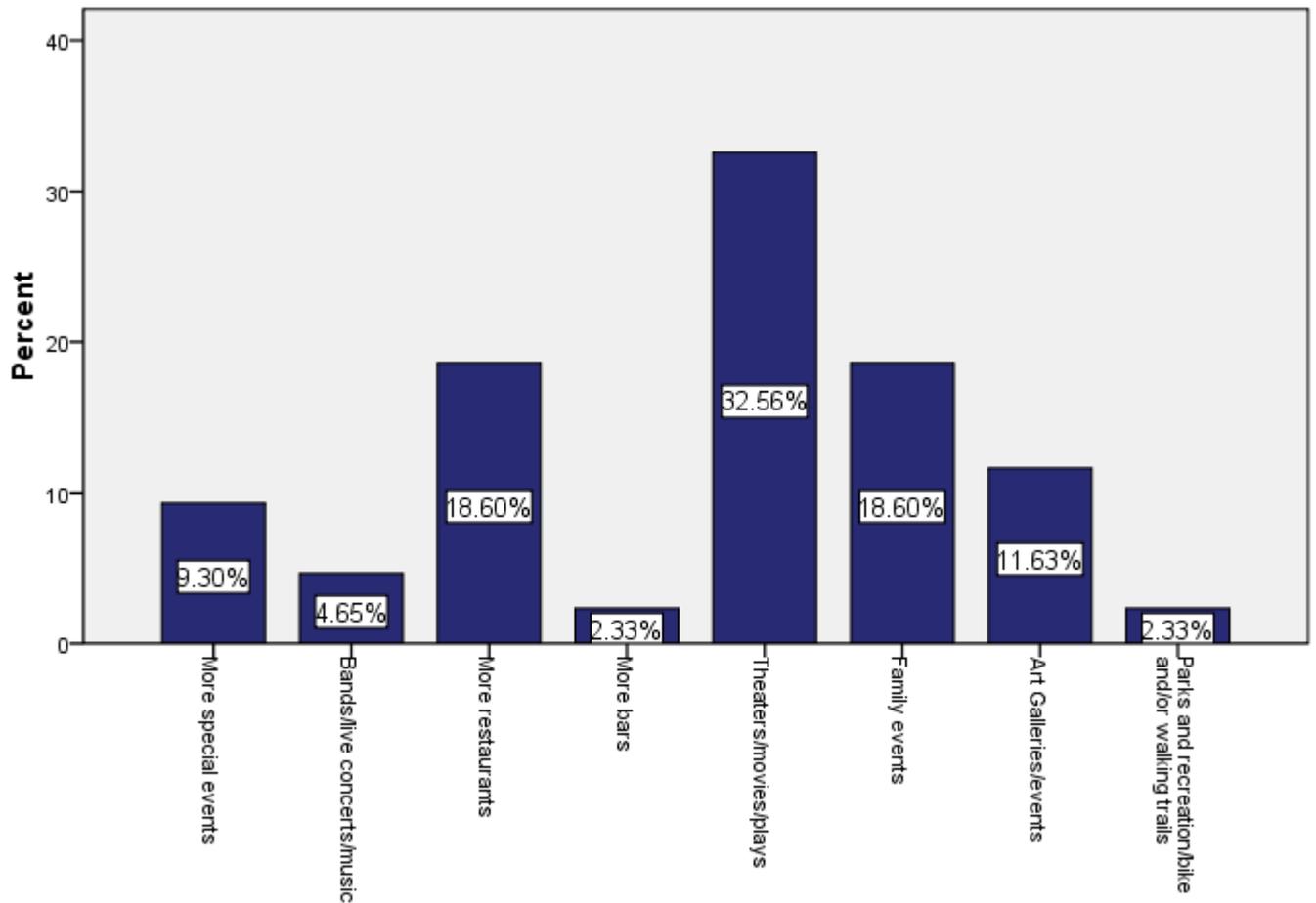
18a. What kinds of additional businesses do you think would make you more likely to ...



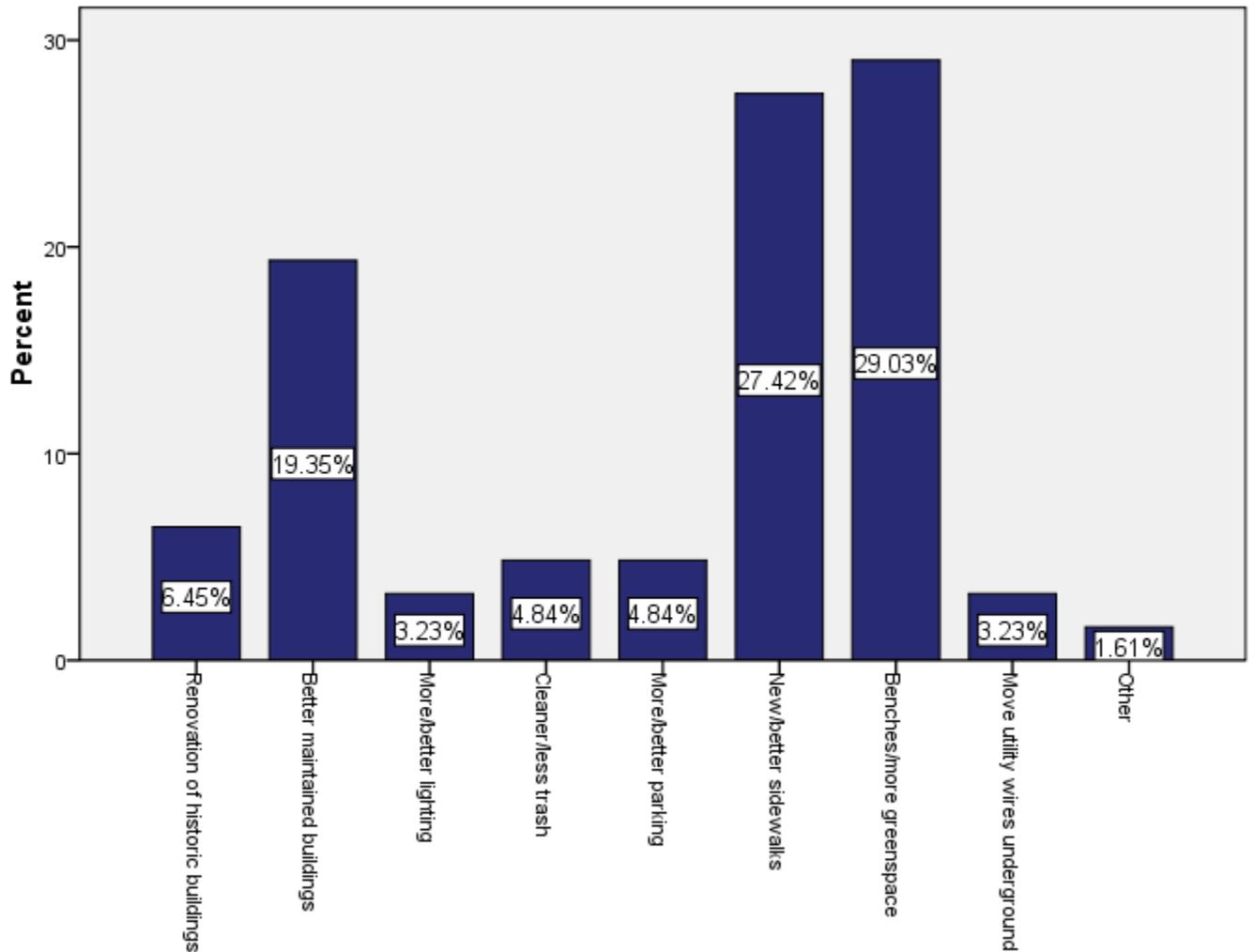
18b. What kinds of additional businesses do you think would make you more likely to...



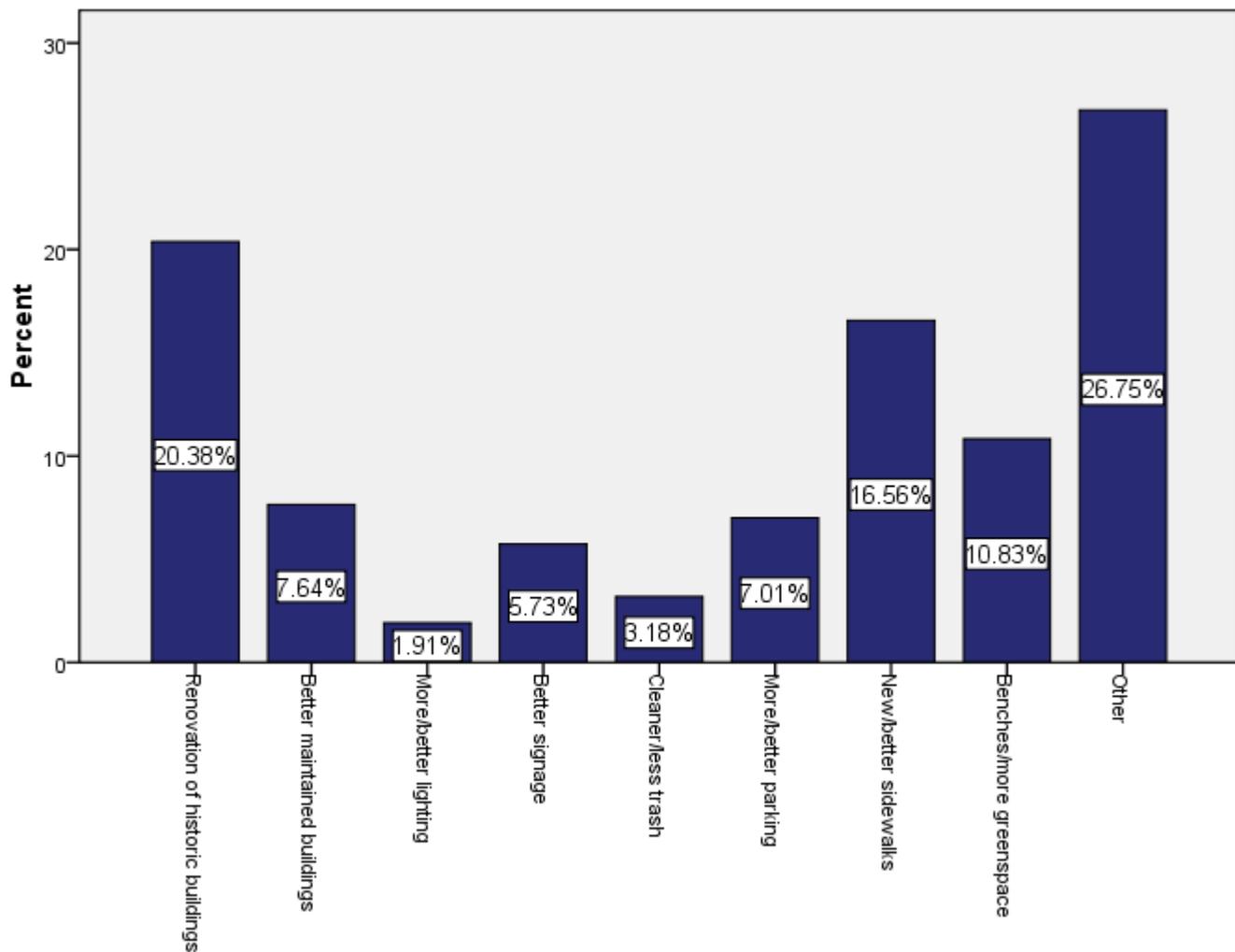
19a. What kinds of recreation or entertainment opportunities would make you more lik...



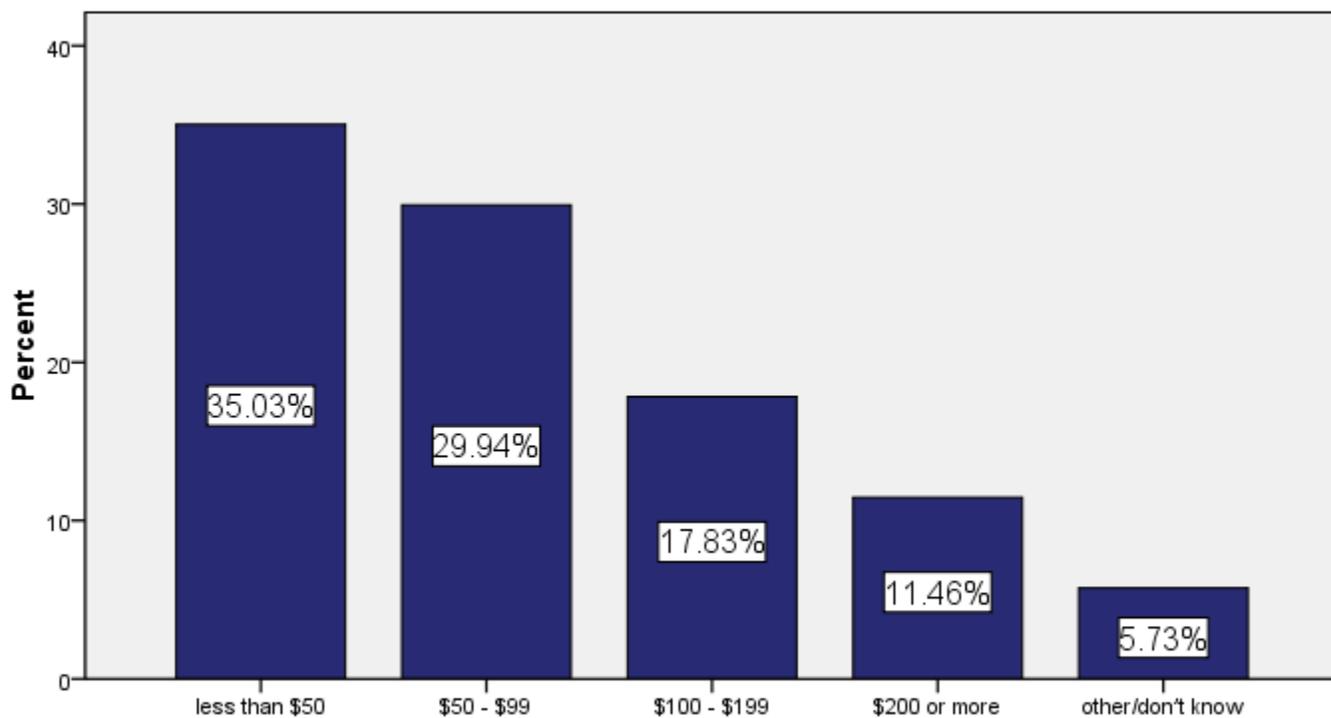
19b. What kinds of recreation or entertainment opportunities would make you more ...



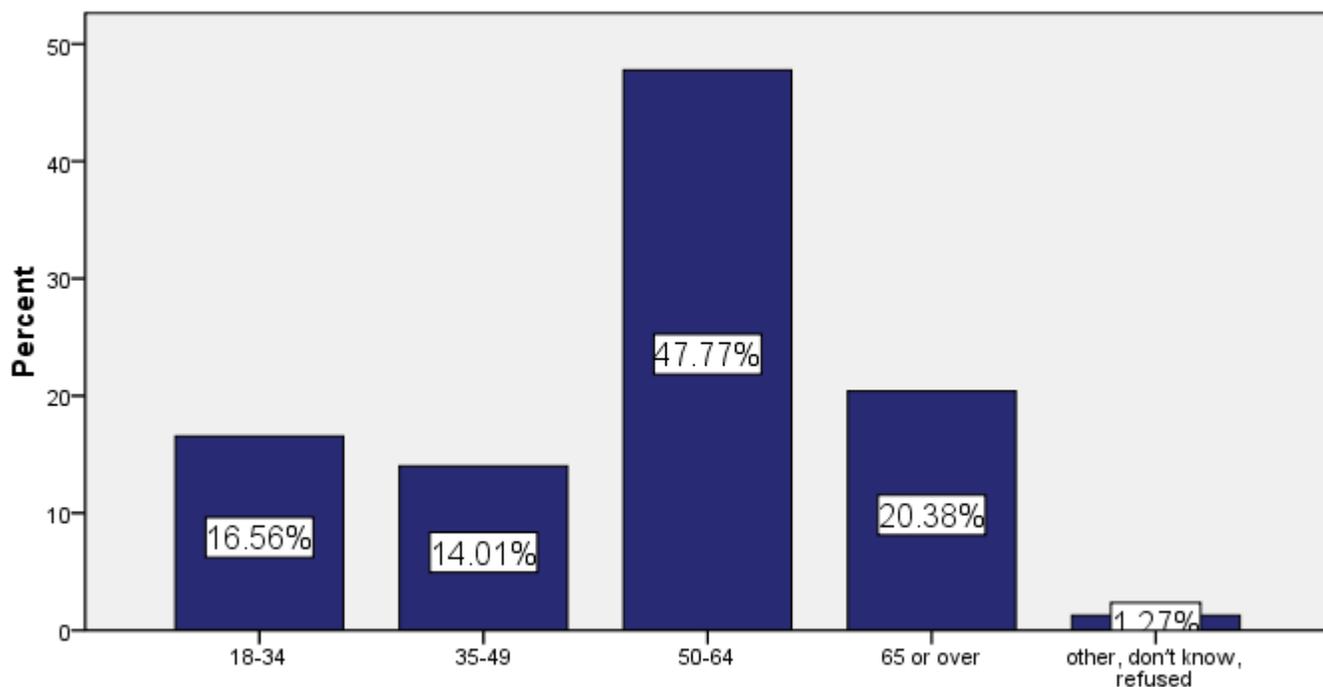
20b. What other physical improvements do you think would make downtown Hanniba...



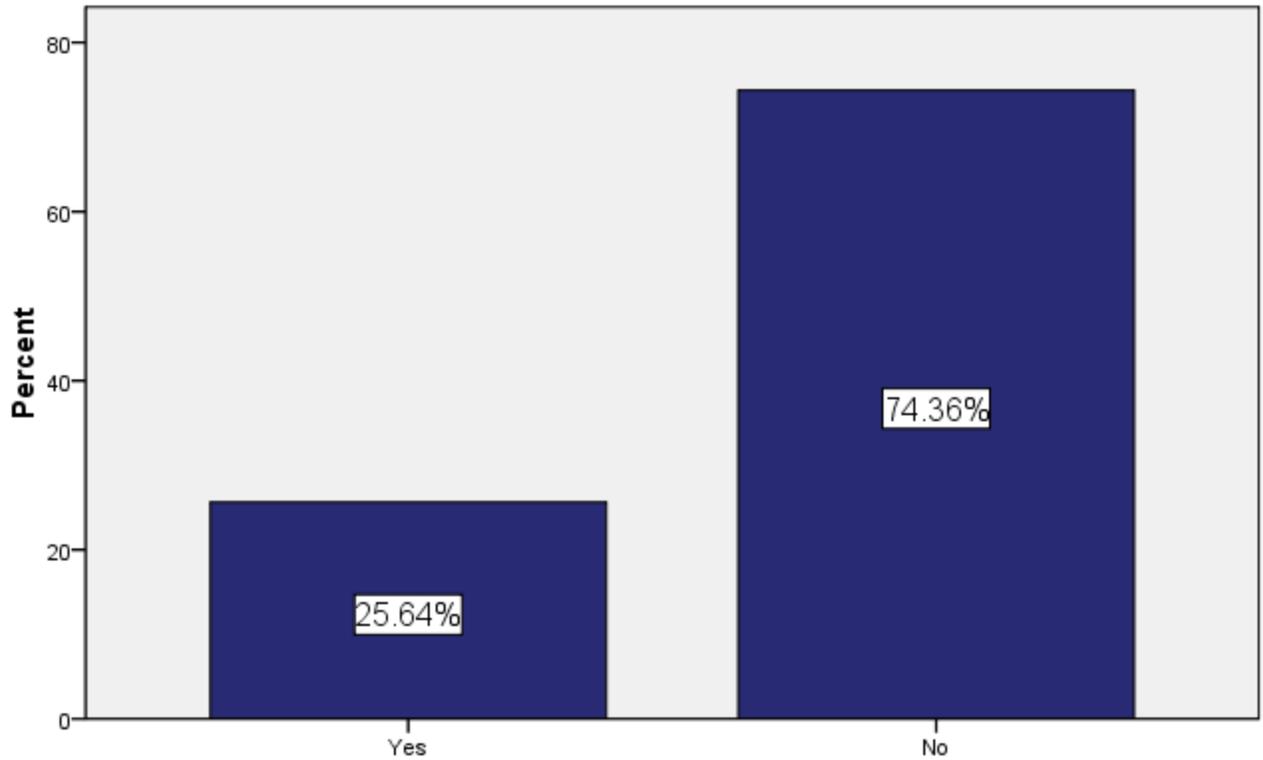
20a. What other physical improvements do you think would make downtown Hanniba...



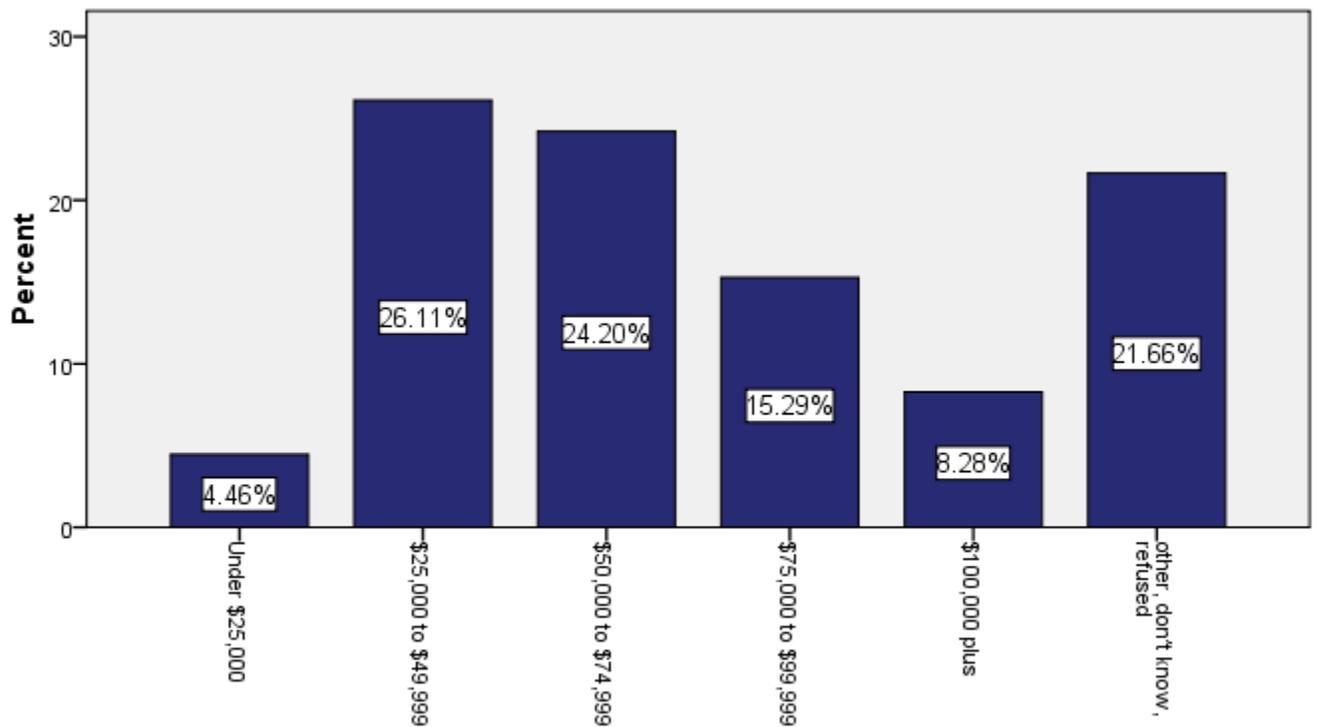
21. Excluding lodging, how much money are you likely to spend in downtown Hannibal during this visit?



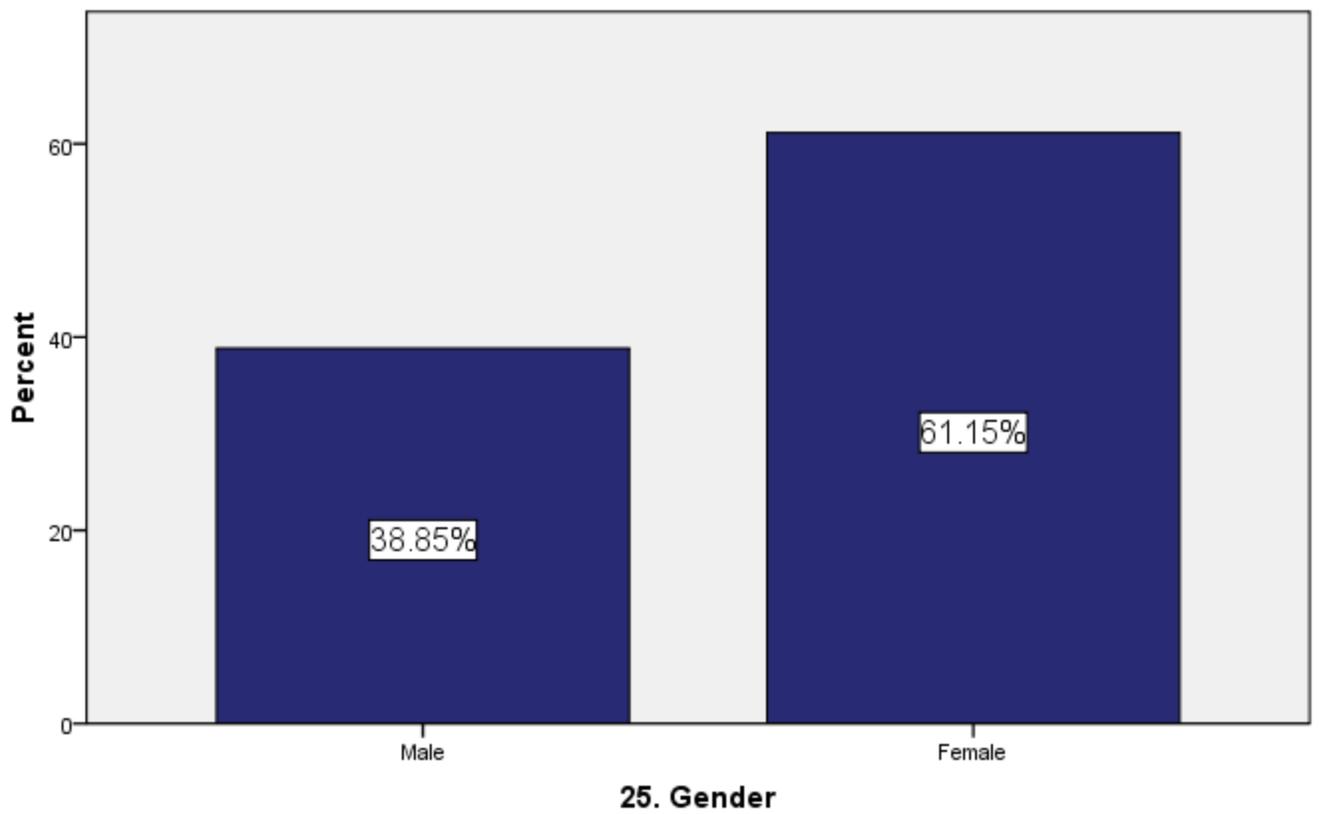
22. Age Category



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



24. Income category



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SECTION V

QUESTIONNAIRE

1. What is your zipcode? (RECORD EXACT ZIPCODE) If respondent answers "63401," terminate interview.
2. What is the main purpose of your visit to downtown Hannibal today? DO NOT READ CHOICES. (IF RESPONDENT MENTIONS ATTRACTION NOT IN DOWNTOWN [MARK TWAIN, ETC], ASK "WHAT IS THE MAIN REASON YOUR ARE *DOWNTOWN* RIGHT NOW?")
 - 1) Shopping
 - 2) Visiting family/friends
 - 3) Business
 - 4) Special event
 - 5) Government/post office
 - 6) Visiting Mark Twain Boyhood Home and Museum
 - 7) 9) Other (Specify) _____
3. Are you staying overnight in Hannibal?
 - 1) Yes
 - 2) No (SKIP to QUESTION 5)
4. Where are you staying overnight in Hannibal?
 - 1) Hotel/motel/bed and breakfast in downtown Hannibal
 - 2) Hotel/motel/bed and breakfast in Hannibal area but not downtown
 - 3) With family or friends
 - 4) Campground/RV park
 - 9) Other (specify) _____
5. Have you visited downtown Hannibal before today?
 - 1) Yes
 - 2) No (SKIP to QUESTION 7)
6. How often do you visit downtown Hannibal?
 - 1) Once a year or less
 - 2) More than once a year but less than once a month
 - 3) One to five times per month
 - 4) More than 5 times a month
 - 9) Other (specify) _____

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

Code responses as:

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

7. Visiting area attractions

8. Attending special event

9. Shopping

10. Dining

11. Nightlife/entertainment

12. Parks/Outdoor recreation

13. Conducting business

14. (IF NO TO QUESTION 5, DO NOT ASK) What are the top two reasons you most often visit downtown Hannibal? (DO NOT READ CHOICES. RECORD ONE OR TWO RESPONSES, AS APPROPRIATE)

- 1) Special event
- 2) Shopping
- 3) Dining
- 4) Nightlife/entertainment
- 5) Outdoor recreation
- 6) Visiting area attractions
- 7) Conducting business
- 8) Government/Courthouse
- 9) Other (specify)_____

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

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

16. How convenient would you say that parking is downtown?
- 1) Very convenient
 - 2) Somewhat convenient
 - 3) Somewhat inconvenient
 - 4) Very inconvenient
 - 9) I don't know.
17. How convenient would you say that hours of downtown businesses are?
- 1) Very convenient
 - 2) Somewhat convenient
 - 3) Somewhat inconvenient
 - 4) Very inconvenient
 - 9) I don't know.
18. What kinds of additional businesses do you think would make you more likely to visit downtown Hannibal? (DO NOT READ CHOICES. RECORD ONE OR TWO RESPONSES, AS APPROPRIATE. IF RESPONDENT GIVES ONE ANSWER, PROBE "IS THERE ANOTHER KIND OF BUSINESS YOU WOULD LIKE TO SEE DOWNTOWN?")
- 1) More/better restaurants
 - 2) Clothing stores
 - 3) Greater variety of shops (in general)
 - 4) Specialty/upscale shops (IF RESPONDENT GIVES SPECIFIC TYPE OF STORE, RECORD AS OTHER AND SPECIFY RESPONSE)
 - 5) Antique shops
 - 6) Ice cream shop
 - 7) Pharmacy/drug store
 - 8) Art galleries/shops
 - 9) Bed and breakfasts/lodging
 - 10) Movie theater
 - 11) Grocery store
 - 12) Major department store/anchor store
 - 13) Other (specify)_____
19. What kinds of recreation or entertainment opportunities would make you more likely to visit downtown Hannibal? (DO NOT READ CHOICES. RECORD ONE OR TWO RESPONSES, AS APPROPRIATE.)
- 1) More special events
 - 2) Bands/live concerts/music
 - 3) More restaurants
 - 4) More bars
 - 5) Theaters/movies/plays
 - 6) Family events
 - 7) Art Galleries/events
 - 8) Parks and recreation/bike and/or walking trails
 - 9) Other (specify)_____

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

- 1) Renovation of historic buildings
- 2) Better maintained buildings
- 3) More/better lighting
- 4) Better signage
- 5) Cleaner/less trash
- 6) More/better parking
- 7) New/better sidewalks
- 8) Benches/more greenspace
- 9) Move utility wires underground
- 10) Other (specify)_____

21. Excluding lodging, how much money are you likely to spend in downtown Hannibal during this visit?

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

22. 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

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

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

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

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

25. Gender (DON'T ASK, JUST RECORD)

- 1) Male
- 2) Female

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

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SECTION VI

CROSS TABULATION

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

Hannibal, Missouri

		Age group				Child < 18 in DT		Income Level					Gender	
		18-34	35-49	50-64	65 +	Yes	No	<\$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
2. What is the main purpose of your visit to downtown Hannibal today?	Shopping	0.0%	4.5%	10.7%	0.0%	5.0%	6.0%	0.0%	0.0%	13.2%	0.0%	0.0%	4.9%	6.3%
	Visiting family/friends	26.9%	0.0%	5.3%	6.3%	5.0%	8.6%	28.6%	14.6%	0.0%	0.0%	0.0%	11.5%	6.3%
	Business	3.8%	0.0%	4.0%	0.0%	2.5%	2.6%	0.0%	4.9%	2.6%	4.2%	0.0%	1.6%	3.1%
	Special event	34.6%	40.9%	49.3%	81.3%	42.5%	55.2%	42.9%	56.1%	50.0%	41.7%	69.2%	44.3%	56.3%
	Government/post office	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Visiting Mark Twain Boyhood Home and Museum	19.2%	40.9%	21.3%	12.5%	30.0%	20.7%	28.6%	12.2%	21.1%	41.7%	30.8%	26.2%	20.8%
	Other	15.4%	13.6%	9.3%	0.0%	15.0%	6.9%	0.0%	12.2%	13.2%	12.5%	0.0%	11.5%	7.3%

		Age group				Child < 18 in DT		Income Level					Gender	
		18-34	35-49	50-64	65 +	Yes	No	<\$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
3. Are you staying overnight in Hannibal?	Yes	50.0%	27.3%	41.3%	28.1%	35.0%	39.7%	42.9%	51.2%	47.4%	12.5%	46.2%	39.3%	37.5%
	No	50.0%	72.7%	58.7%	71.9%	65.0%	60.3%	57.1%	48.8%	52.6%	87.5%	53.8%	60.7%	62.5%

		Age group				Child < 18 in DT		Income Level					Gender	
		18-34	35-49	50-64	65 +	Yes	No	<\$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
4. Where are you staying overnight in Hannibal?	Hotel/motel/bed and breakfast in downtown Hannibal	46.2%	33.3%	54.8%	22.2%	35.7%	50.0%	33.3%	61.9%	61.1%	0.0%	33.3%	33.3%	55.6%
	Hotel/motel/bed and breakfast in Hannibal area but not downtown	23.1%	33.3%	3.2%	22.2%	14.3%	13.0%	0.0%	0.0%	16.7%	33.3%	0.0%	25.0%	5.6%
	With family or friends	30.8%	0.0%	25.8%	33.3%	35.7%	21.7%	66.7%	23.8%	11.1%	0.0%	33.3%	25.0%	25.0%
	Campground/RV park	0.0%	33.3%	16.1%	22.2%	14.3%	15.2%	0.0%	14.3%	11.1%	66.7%	33.3%	16.7%	13.9%
	Other	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%

		Age group				Child < 18 in DT		Income Level					Gender	
		18-34	35-49	50-64	65 +	Yes	No	<\$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
5. Have you visited downtown Hannibal before today?	Yes	65.4%	68.2%	84.0%	90.6%	62.5%	84.5%	71.4%	90.2%	81.6%	62.5%	69.2%	75.4%	81.3%
	No	34.6%	31.8%	16.0%	9.4%	37.5%	15.5%	28.6%	9.8%	18.4%	37.5%	30.8%	24.6%	18.8%

		Age group				Child < 18 in DT		Income Level					Gender	
		18-34	35-49	50-64	65 +	Yes	No	<\$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
6. How often do you visit downtown Hannibal?	Once a year or less	35.3%	66.7%	54.0%	51.7%	60.0%	50.0%	60.0%	45.9%	45.2%	73.3%	44.4%	56.5%	50.0%
	More than once a year but less than once a month	41.2%	33.3%	39.7%	34.5%	36.0%	38.8%	20.0%	40.5%	38.7%	26.7%	55.6%	32.6%	41.0%
	One to five times per month	5.9%	0.0%	4.8%	6.9%	0.0%	6.1%	20.0%	5.4%	9.7%	0.0%	0.0%	4.3%	5.1%
	More than 5 times a month	17.6%	0.0%	1.6%	3.4%	4.0%	4.1%	0.0%	8.1%	3.2%	0.0%	0.0%	6.5%	2.6%
	Other	0.0%	0.0%	0.0%	3.4%	0.0%	1.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%

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

Hannibal, Missouri

		Age group				Child < 18 in DT		Income Level					Gender	
		18-34	35-49	50-64	65 +	Yes	No	<\$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
7. Visiting area attractions	Yes	88.5%	86.4%	74.3%	50.0%	92.5%	67.8%	100.0%	65.0%	73.7%	87.5%	84.6%	78.7%	70.5%
	No	11.5%	13.6%	25.7%	50.0%	7.5%	32.2%	0.0%	35.0%	26.3%	12.5%	15.4%	21.3%	29.5%
8. Attending special event	Yes	65.4%	50.0%	61.3%	75.0%	60.0%	62.9%	57.1%	75.6%	52.6%	41.7%	69.2%	59.0%	64.6%
	No	34.6%	45.5%	37.3%	25.0%	37.5%	36.2%	42.9%	24.4%	44.7%	58.3%	23.1%	41.0%	33.3%
	99	0.0%	4.5%	1.3%	0.0%	2.5%	0.9%	0.0%	0.0%	2.6%	0.0%	7.7%	0.0%	2.1%
9. Shopping	Yes	76.9%	68.2%	84.0%	62.5%	85.0%	72.4%	14.3%	73.2%	78.9%	83.3%	92.3%	75.4%	76.0%
	No	23.1%	31.8%	16.0%	37.5%	12.5%	27.6%	85.7%	26.8%	21.1%	12.5%	7.7%	23.0%	24.0%
	99	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	1.6%	0.0%
10. Dining	Yes	76.9%	63.6%	74.7%	84.4%	77.5%	75.0%	85.7%	78.0%	73.7%	66.7%	69.2%	75.4%	76.0%
	No	23.1%	36.4%	25.3%	15.6%	22.5%	25.0%	14.3%	22.0%	26.3%	33.3%	30.8%	24.6%	24.0%
11. Nightlife/entertainment	Yes	26.9%	4.5%	20.0%	18.8%	15.0%	19.8%	42.9%	12.2%	23.7%	16.7%	23.1%	21.3%	16.7%
	No	69.2%	95.5%	80.0%	81.3%	82.5%	80.2%	57.1%	87.8%	76.3%	79.2%	76.9%	77.0%	83.3%
	99	3.8%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	4.2%	0.0%	1.6%	0.0%	0.0%
12. Parks/Outdoor recreation	Yes	26.9%	54.5%	36.0%	15.6%	37.5%	31.0%	57.1%	31.7%	39.5%	29.2%	46.2%	32.8%	33.3%
	No	73.1%	40.9%	64.0%	84.4%	62.5%	68.1%	42.9%	68.3%	60.5%	66.7%	53.8%	67.2%	65.6%
	99	0.0%	4.5%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	4.2%	0.0%	0.0%	1.0%	1.0%
13. Conducting business	Yes	7.7%	4.5%	17.3%	15.6%	12.5%	13.8%	0.0%	14.6%	15.8%	12.5%	23.1%	13.1%	13.5%
	No	92.3%	95.5%	82.7%	84.4%	87.5%	86.2%	100.0%	85.4%	84.2%	87.5%	76.9%	86.9%	86.5%

		Age group				Child < 18 in DT		Income Level					Gender	
		18-34	35-49	50-64	65 +	Yes	No	<\$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
14. What are the top two reasons you most often visit downtown Hannibal?	Special event	29.4%	40.0%	41.3%	33.3%	48.0%	35.4%	80.0%	40.0%	25.8%	33.3%	22.2%	43.5%	34.2%
	Shopping	5.9%	20.0%	28.6%	33.3%	8.0%	30.2%	0.0%	22.9%	29.0%	26.7%	44.4%	21.7%	27.6%
	Dining	17.6%	0.0%	3.2%	7.4%	4.0%	6.3%	0.0%	14.3%	3.2%	0.0%	0.0%	10.9%	2.6%
	Nightlife/entertainment	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%
	Outdoor recreation	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%
	Visiting area attractions	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%
	Conducting business	5.9%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	1.3%
	Government/Courthouse	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	41.2%	40.0%	27.0%	25.9%	40.0%	27.1%	20.0%	22.9%	41.9%	33.3%	33.3%	23.9%	34.2%

		Age group				Child < 18 in DT		Income Level					Gender	
		18-34	35-49	50-64	65 +	Yes	No	<\$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
Second response	Special event	18.2%	0.0%	5.3%	0.0%	0.0%	5.3%	0.0%	5.0%	0.0%	0.0%	14.3%	0.0%	8.2%
	Shopping	45.5%	0.0%	23.7%	13.3%	46.2%	17.5%	0.0%	15.0%	27.8%	33.3%	0.0%	18.2%	24.5%
	Dining	9.1%	57.1%	36.8%	20.0%	30.8%	31.6%	0.0%	45.0%	16.7%	44.4%	28.6%	50.0%	22.4%
	Nightlife/entertainment	0.0%	0.0%	2.6%	20.0%	0.0%	7.0%	50.0%	0.0%	5.6%	0.0%	0.0%	9.1%	4.1%
	Outdoor recreation	18.2%	28.6%	2.6%	0.0%	15.4%	5.3%	50.0%	5.0%	11.1%	11.1%	0.0%	4.5%	8.2%
	Visiting area attractions	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%
	Conducting business	0.0%	0.0%	5.3%	0.0%	0.0%	3.5%	0.0%	0.0%	11.1%	0.0%	0.0%	0.0%	4.1%
	Government/Courthouse	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	9.1%	14.3%	23.7%	46.7%	7.7%	29.8%	0.0%	30.0%	27.8%	11.1%	57.1%	18.2%	28.6%

		Age group				Child < 18 in DT		Income Level					Gender	
		18-34	35-49	50-64	65 +	Yes	No	<\$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
15. How easy would you say it is to find your way around downtown Hannibal?	Very easy	76.9%	68.2%	90.7%	78.1%	75.0%	85.3%	100.0%	87.8%	76.3%	75.0%	100.0%	88.5%	78.1%
	Somewhat easy	19.2%	18.2%	6.7%	12.5%	15.0%	10.3%	0.0%	9.8%	15.8%	16.7%	0.0%	9.8%	13.5%
	Somewhat difficult	3.8%	4.5%	2.7%	6.3%	5.0%	3.4%	0.0%	2.4%	7.9%	0.0%	0.0%	1.6%	5.2%
	Very difficult	0.0%	9.1%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	8.3%	0.0%	0.0%	2.1%
	I don't know.	0.0%	0.0%	0.0%	3.1%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%

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**Downtown Revitalization and Economic Assistance for Missouri
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Hannibal, Missouri

		Age group				Child < 18 in DT		Income Level					Gender	
		18-34	35-49	50-64	65 +	Yes	No	<\$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
16. How convenient would you say that parking is downtown?	Very convenient	50.0%	40.9%	60.0%	50.0%	40.0%	58.6%	57.1%	63.4%	52.6%	45.8%	61.5%	41.0%	61.5%
	Somewhat convenient	30.8%	22.7%	28.0%	31.3%	32.5%	26.7%	14.3%	14.6%	28.9%	41.7%	15.4%	27.9%	28.1%
	Somewhat inconvenient	7.7%	13.6%	5.3%	12.5%	10.0%	6.9%	28.6%	12.2%	5.3%	0.0%	0.0%	16.4%	3.1%
	Very inconvenient	11.5%	22.7%	2.7%	0.0%	15.0%	3.4%	0.0%	7.3%	13.2%	4.2%	7.7%	9.8%	4.2%
	I don't know.	0.0%	0.0%	4.0%	6.3%	0.0%	4.3%	0.0%	2.4%	0.0%	8.3%	15.4%	4.9%	3.1%

		Age group				Child < 18 in DT		Income Level					Gender	
		18-34	35-49	50-64	65 +	Yes	No	<\$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
17. How convenient would you say that hours of downtown businesses are?	Very convenient	26.9%	18.2%	41.3%	40.6%	30.0%	38.8%	14.3%	39.0%	42.1%	41.7%	23.1%	29.5%	40.6%
	Somewhat convenient	7.7%	36.4%	22.7%	18.8%	30.0%	17.2%	14.3%	17.1%	34.2%	16.7%	7.7%	21.3%	20.8%
	Somewhat inconvenient	26.9%	18.2%	8.0%	9.4%	7.5%	14.7%	42.9%	17.1%	10.5%	4.2%	7.7%	13.1%	12.5%
	Very inconvenient	15.4%	4.5%	8.0%	0.0%	7.5%	6.9%	0.0%	7.3%	2.6%	4.2%	23.1%	4.9%	8.3%
	I don't know.	23.1%	22.7%	20.0%	31.3%	25.0%	22.4%	28.6%	19.5%	10.5%	33.3%	38.5%	31.1%	17.7%

		Age group				Child < 18 in DT		Income Level					Gender	
		18-34	35-49	50-64	65 +	Yes	No	<\$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
18. What kinds of additional businesses do you think would make you more likely to visit downtown Hannibal?	More/better restaurants	15.4%	40.9%	22.7%	18.8%	27.5%	21.6%	28.6%	14.6%	23.7%	29.2%	30.8%	21.3%	25.0%
	Clothing stores	3.8%	0.0%	16.0%	12.5%	2.5%	13.8%	0.0%	9.8%	13.2%	0.0%	15.4%	8.2%	12.5%
	Greater variety of shops (in general)	7.7%	4.5%	9.3%	9.4%	0.0%	11.2%	0.0%	14.6%	2.6%	4.2%	23.1%	3.3%	11.5%
	Specialty/upscale shops	3.8%	0.0%	2.7%	0.0%	2.5%	1.7%	0.0%	0.0%	0.0%	0.0%	15.4%	1.6%	2.1%
	Antique shops	3.8%	0.0%	6.7%	0.0%	0.0%	5.2%	0.0%	2.4%	13.2%	0.0%	0.0%	1.6%	5.2%
	Ice cream shop	3.8%	0.0%	1.3%	0.0%	2.5%	1.7%	0.0%	0.0%	0.0%	8.3%	0.0%	1.6%	2.1%
	Pharmacy/drug store	3.8%	0.0%	5.3%	3.1%	0.0%	5.2%	28.6%	4.9%	5.3%	0.0%	0.0%	3.3%	4.2%
	Art galleries/shops	0.0%	4.5%	6.7%	0.0%	0.0%	5.2%	0.0%	4.9%	5.3%	0.0%	15.4%	4.9%	3.1%
	Bed and breakfasts/lodging	0.0%	9.1%	1.3%	0.0%	5.0%	0.9%	0.0%	4.9%	2.6%	0.0%	0.0%	3.3%	1.0%
	Movie theater	0.0%	9.1%	1.3%	0.0%	2.5%	1.7%	0.0%	0.0%	2.6%	8.3%	0.0%	3.3%	1.0%
	Grocery store	0.0%	4.5%	1.3%	0.0%	2.5%	0.9%	0.0%	0.0%	2.6%	4.2%	0.0%	0.0%	2.1%
	Major department store/anchor store	3.8%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	1.6%	0.0%
	Other	53.8%	27.3%	25.3%	56.3%	52.5%	31.0%	42.9%	43.9%	26.3%	45.8%	0.0%	45.9%	30.2%

		Age group				Child < 18 in DT		Income Level					Gender	
		18-34	35-49	50-64	65 +	Yes	No	<\$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
Second response	More/better restaurants	0.0%	30.0%	12.1%	7.7%	13.3%	12.2%	0.0%	15.8%	13.3%	33.3%	0.0%	21.1%	8.7%
	Clothing stores	0.0%	10.0%	18.2%	23.1%	6.7%	16.3%	0.0%	21.1%	6.7%	0.0%	9.1%	0.0%	21.7%
	Greater variety of shops	0.0%	20.0%	9.1%	0.0%	20.0%	4.1%	0.0%	0.0%	13.3%	0.0%	18.2%	10.5%	6.5%
	Specialty/upscale shops	12.5%	0.0%	3.0%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	16.7%	9.1%	0.0%	4.3%
	Antique shops	0.0%	10.0%	9.1%	46.2%	6.7%	18.4%	0.0%	26.3%	0.0%	16.7%	27.3%	5.3%	19.6%
	Ice cream shop	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%
	Pharmacy/drug store	12.5%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	5.3%	0.0%
	Art galleries/shops	12.5%	0.0%	33.3%	0.0%	13.3%	20.4%	0.0%	5.3%	40.0%	16.7%	18.2%	10.5%	21.7%
	Bed and breakfasts/lodging	0.0%	0.0%	0.0%	7.7%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%
	Movie theater	50.0%	30.0%	6.1%	15.4%	26.7%	16.3%	50.0%	26.3%	6.7%	16.7%	18.2%	42.1%	8.7%
	Grocery store	12.5%	0.0%	6.1%	0.0%	0.0%	6.1%	50.0%	0.0%	13.3%	0.0%	0.0%	0.0%	6.5%
	Major department store/anchor store	0.0%	0.0%	3.0%	0.0%	0.0%	2.0%	0.0%	5.3%	0.0%	0.0%	0.0%	5.3%	0.0%
	Other	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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**Downtown Revitalization and Economic Assistance for Missouri
Visitor Survey Report
Final Survey Findings and Results**

Hannibal, Missouri

		Age group				Child < 18 in DT		Income Level					Gender	
		18-34	35-49	50-64	65 +	Yes	No	<\$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
19. What kinds of recreation or entertainment opportunities would make you more likely to visit downtown Hannibal?	More special events	7.7%	13.6%	16.0%	3.1%	2.5%	14.7%	28.6%	2.4%	2.6%	12.5%	30.8%	9.8%	12.5%
	Bands/live concerts/music	30.8%	13.6%	24.0%	28.1%	7.5%	29.3%	57.1%	26.8%	15.8%	16.7%	23.1%	23.0%	25.0%
	More restaurants	15.4%	4.5%	18.7%	31.3%	7.5%	23.3%	0.0%	22.0%	12.5%	15.4%	9.8%	9.8%	25.0%
	More bars	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%
	Theaters/movies/plays	0.0%	9.1%	5.3%	6.3%	10.0%	4.3%	0.0%	0.0%	13.2%	4.2%	0.0%	4.9%	6.3%
	Family events	7.7%	27.3%	5.3%	3.1%	25.0%	2.6%	0.0%	0.0%	10.5%	20.8%	0.0%	3.3%	11.5%
	Art Galleries/events	0.0%	0.0%	8.0%	0.0%	2.5%	4.3%	0.0%	4.9%	7.9%	0.0%	7.7%	4.9%	3.1%
	Parks and recreation/bike and/or walking trails	3.8%	4.5%	4.0%	0.0%	5.0%	2.6%	0.0%	2.4%	2.6%	0.0%	15.4%	3.3%	3.1%
	Other	34.6%	27.3%	18.7%	28.1%	40.0%	19.0%	14.3%	41.5%	18.4%	33.3%	7.7%	41.0%	13.5%

		Age group				Child < 18 in DT		Income Level					Gender	
		18-34	35-49	50-64	65 +	Yes	No	<\$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
Second response	More special events	18.2%	0.0%	9.1%	0.0%	0.0%	10.8%	0.0%	25.0%	21.4%	0.0%	0.0%	9.1%	9.4%
	Bands/live concerts/music	9.1%	0.0%	4.5%	0.0%	0.0%	5.4%	33.3%	0.0%	0.0%	0.0%	16.7%	0.0%	6.3%
	More restaurants	9.1%	50.0%	22.7%	0.0%	40.0%	16.2%	0.0%	25.0%	14.3%	50.0%	0.0%	9.1%	21.9%
	More bars	9.1%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	16.7%	0.0%	3.1%
	Theaters/movies/plays	27.3%	0.0%	27.3%	83.3%	20.0%	35.1%	66.7%	50.0%	35.7%	25.0%	33.3%	54.5%	25.0%
	Family events	9.1%	50.0%	22.7%	0.0%	20.0%	16.2%	0.0%	0.0%	14.3%	0.0%	0.0%	27.3%	15.6%
	Art Galleries/events	18.2%	0.0%	13.6%	0.0%	0.0%	13.5%	0.0%	0.0%	14.3%	25.0%	33.3%	0.0%	15.6%
	Parks and recreation/bike and/or walking trails	0.0%	0.0%	0.0%	16.7%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%
	Other	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%

		Age group				Child < 18 in DT		Income Level					Gender	
		18-34	35-49	50-64	65 +	Yes	No	<\$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
20. What other physical improvements do you think would make downtown Hannibal more appealing?	Renovation of historic buildings	19.2%	9.1%	26.7%	12.5%	15.0%	21.6%	0.0%	12.2%	21.1%	16.7%	46.2%	18.0%	21.9%
	Better maintained buildings	7.7%	0.0%	8.0%	12.5%	5.0%	8.6%	14.3%	14.6%	2.6%	0.0%	0.0%	11.5%	5.2%
	More/better lighting	0.0%	0.0%	2.7%	3.1%	0.0%	2.6%	14.3%	4.9%	0.0%	0.0%	0.0%	0.0%	3.1%
	Better signage	15.4%	13.6%	2.7%	0.0%	7.5%	5.2%	0.0%	2.4%	10.5%	4.2%	7.7%	6.6%	5.2%
	Cleaner/less trash	3.8%	13.6%	1.3%	0.0%	5.0%	2.6%	0.0%	7.3%	5.3%	0.0%	0.0%	4.9%	2.1%
	More/better parking	3.8%	4.5%	8.0%	9.4%	0.0%	9.5%	0.0%	7.3%	5.3%	4.2%	7.7%	4.9%	8.3%
	New/better sidewalks	11.5%	4.5%	24.0%	12.5%	17.5%	16.4%	0.0%	17.1%	18.4%	20.8%	23.1%	14.8%	17.7%
	Benches/more greenspace	19.2%	22.7%	8.0%	0.0%	17.5%	8.6%	42.9%	2.4%	15.8%	16.7%	15.4%	16.4%	7.3%
	Move utility wires underground	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	19.2%	31.8%	18.7%	50.0%	32.5%	25.0%	28.6%	31.7%	21.1%	37.5%	0.0%	23.0%	29.2%

		Age group				Child < 18 in DT		Income Level					Gender	
		18-34	35-49	50-64	65 +	Yes	No	<\$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
Second response	Renovation of historic buildings	12.5%	0.0%	6.3%	0.0%	0.0%	8.2%	33.3%	0.0%	10.5%	11.1%	0.0%	0.0%	9.1%
	Better maintained buildings	12.5%	12.5%	28.1%	0.0%	16.7%	18.4%	0.0%	21.4%	5.3%	22.2%	42.9%	16.7%	20.5%
	More/better lighting	6.3%	12.5%	0.0%	0.0%	8.3%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%
	Better signage	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%
	Cleaner/less trash	0.0%	0.0%	9.4%	0.0%	8.3%	4.1%	0.0%	0.0%	10.5%	11.1%	0.0%	5.6%	4.5%
	More/better parking	6.3%	25.0%	0.0%	0.0%	16.7%	2.0%	0.0%	21.4%	0.0%	0.0%	0.0%	16.7%	0.0%
	New/better sidewalks	31.3%	12.5%	25.0%	50.0%	25.0%	28.6%	33.3%	28.6%	31.6%	33.3%	14.3%	33.3%	25.0%
	Benches/more greenspace	31.3%	25.0%	25.0%	50.0%	16.7%	32.7%	33.3%	28.6%	42.1%	11.1%	28.6%	11.1%	36.4%
	Move utility wires underground	0.0%	0.0%	6.3%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	14.3%	5.6%	2.3%
	Other	0.0%	12.5%	0.0%	0.0%	8.3%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	0.0%	2.3%

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		Age group				Child < 18 in DT		Income Level					Gender	
		18-34	35-49	50-64	65 +	Yes	No	<\$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
21. Excluding lodging, how much money are you likely to spend in downtown Hannibal during this visit?	less than \$50	34.6%	27.3%	26.7%	62.5%	15.0%	42.2%	57.1%	36.6%	15.8%	41.7%	30.8%	27.9%	39.6%
	\$50 - \$99	30.8%	31.8%	34.7%	15.6%	37.5%	27.6%	14.3%	24.4%	44.7%	25.0%	15.4%	29.5%	30.2%
	\$100 - \$199	23.1%	9.1%	20.0%	12.5%	20.0%	16.4%	28.6%	19.5%	15.8%	16.7%	23.1%	23.0%	14.6%
	\$200 or more	11.5%	13.6%	13.3%	6.3%	12.5%	11.2%	0.0%	14.6%	23.7%	4.2%	15.4%	9.8%	12.5%
	other/don't know	0.0%	18.2%	5.3%	3.1%	15.0%	2.6%	0.0%	4.9%	0.0%	12.5%	15.4%	9.8%	3.1%

		Age group				Child < 18 in DT		Income Level					Gender	
		18-34	35-49	50-64	65 +	Yes	No	<\$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
Age group	18-34	100.0%	0.0%	0.0%	0.0%	21.1%	15.5%	42.9%	17.5%	21.1%	17.4%	7.7%	22.0%	13.5%
	35-49	0.0%	100.0%	0.0%	0.0%	34.2%	7.8%	28.6%	7.5%	13.2%	30.4%	7.7%	18.6%	11.5%
	50-64	0.0%	0.0%	100.0%	0.0%	34.2%	52.8%	0.0%	45.0%	57.9%	43.5%	76.9%	40.7%	53.1%
	65 +	0.0%	0.0%	0.0%	100.0%	10.5%	24.1%	28.6%	30.0%	7.9%	8.7%	7.7%	18.6%	21.9%

		Age group				Child < 18 in DT		Income Level					Gender	
		18-34	35-49	50-64	65 +	Yes	No	<\$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
Child < 18 in DT	Yes	30.8%	59.1%	17.6%	12.5%	100.0%	0.0%	0.0%	17.1%	28.9%	45.8%	7.7%	37.7%	17.9%
	No	69.2%	40.9%	82.4%	87.5%	0.0%	100.0%	100.0%	82.9%	71.1%	54.2%	92.3%	62.3%	82.1%

		Age group				Child < 18 in DT		Income Level					Gender	
		18-34	35-49	50-64	65 +	Yes	No	<\$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
Income Level	<\$25,000	13.0%	11.1%	0.0%	10.0%	0.0%	7.5%	100.0%	0.0%	0.0%	0.0%	0.0%	3.8%	7.1%
	\$25 - \$49,999	30.4%	16.7%	30.0%	60.0%	23.3%	36.6%	0.0%	100.0%	0.0%	0.0%	0.0%	41.5%	27.1%
	\$50 - \$74,999	34.8%	27.8%	36.7%	15.0%	36.7%	29.0%	0.0%	0.0%	100.0%	0.0%	0.0%	20.8%	38.6%
	\$75 - \$99,999	17.4%	38.9%	16.7%	10.0%	36.7%	14.0%	0.0%	0.0%	0.0%	100.0%	0.0%	24.5%	15.7%
	\$100,000 +	4.3%	5.6%	16.7%	5.0%	3.3%	12.9%	0.0%	0.0%	0.0%	0.0%	100.0%	9.4%	11.4%

		Age group				Child < 18 in DT		Income Level					Gender	
		18-34	35-49	50-64	65 +	Yes	No	<\$25,000	\$25 - \$49,999	\$50 - \$74,999	\$75 - \$99,999	\$100,000 +	Male	Female
		%	%	%	%	%	%	%	%	%	%	%	%	%
Gender	Male	50.0%	50.0%	32.0%	34.4%	57.5%	32.8%	28.6%	53.7%	28.9%	54.2%	38.5%	100.0%	0.0%
	Female	50.0%	50.0%	68.0%	65.6%	42.5%	67.2%	71.4%	46.3%	71.1%	45.8%	61.5%	0.0%	100.0%

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