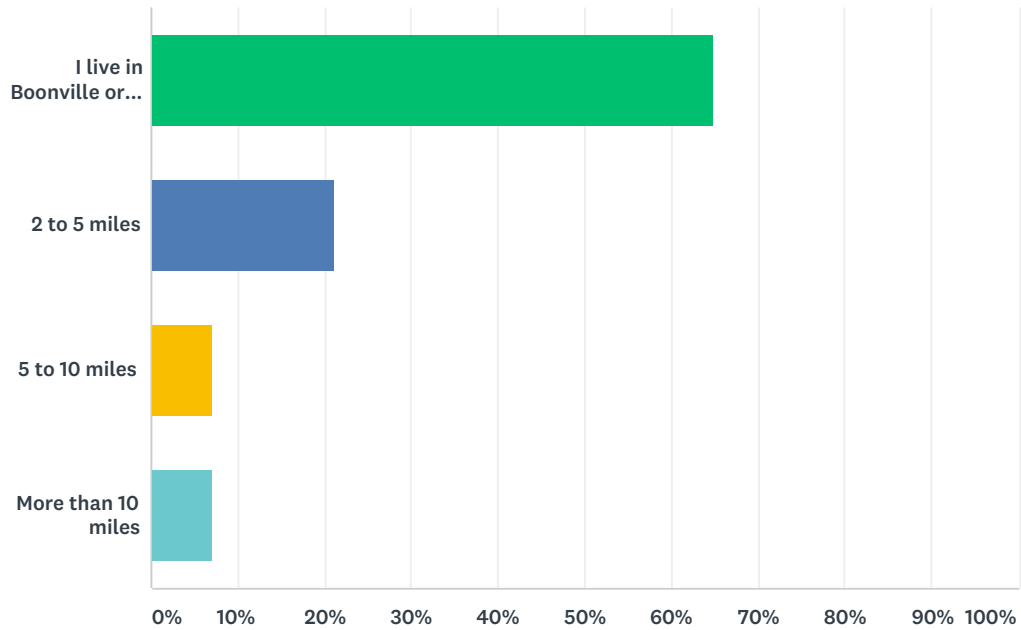


# Q1 How far is your residence located from Boonville?

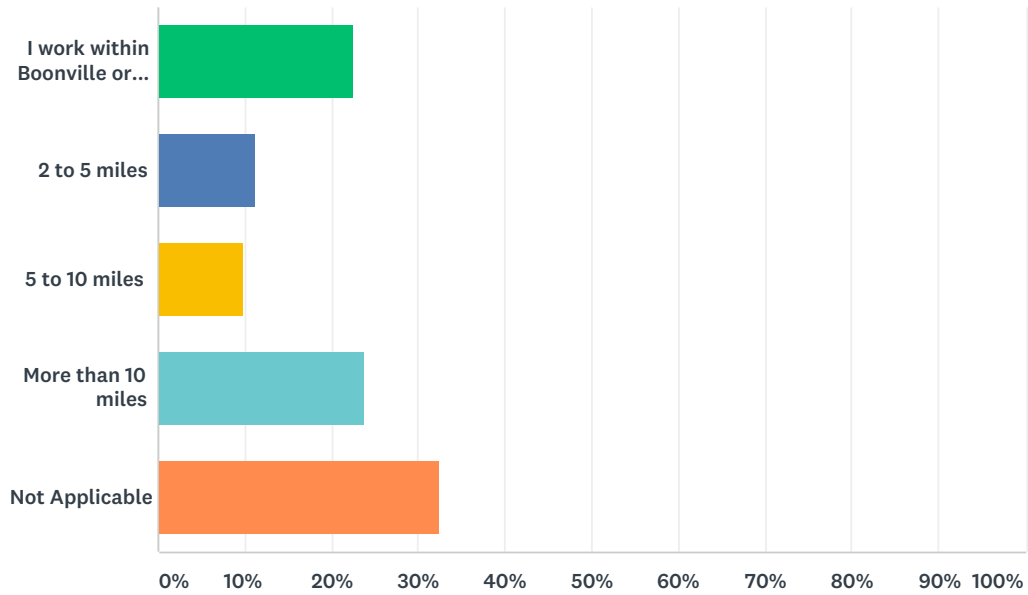
Answered: 71 Skipped: 0



ANSWER CHOICES	RESPONSES	
I live in Boonville or within 2 miles	64.79%	46
2 to 5 miles	21.13%	15
5 to 10 miles	7.04%	5
More than 10 miles	7.04%	5
TOTAL		71

## Q2 How far is your workplace located from Boonville?

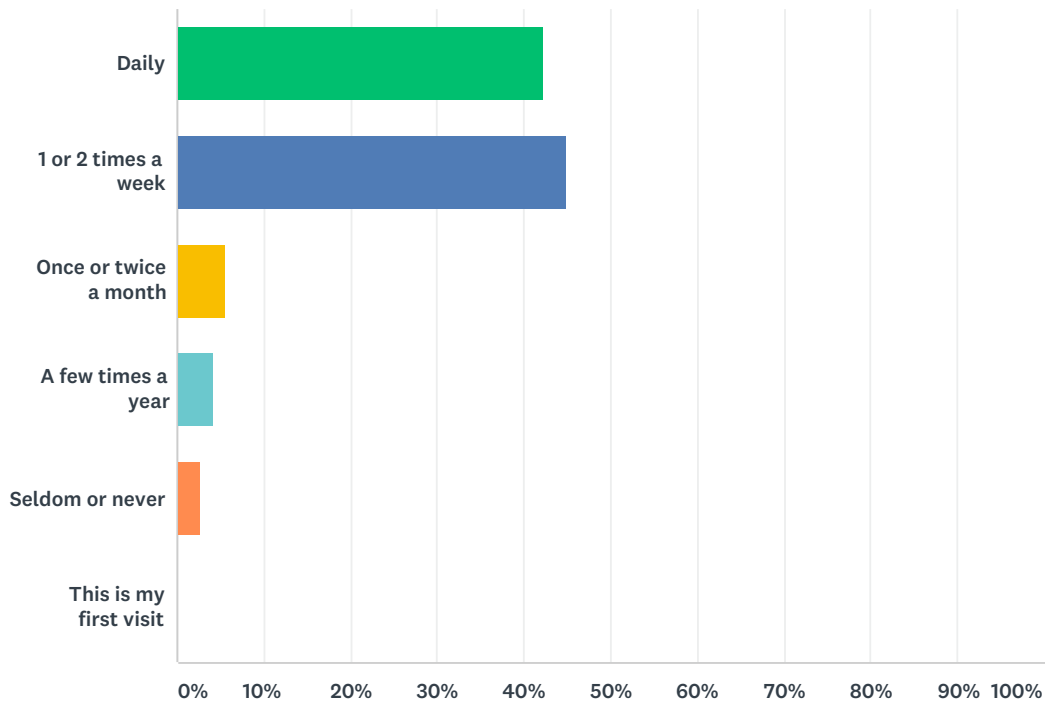
Answered: 71 Skipped: 0



ANSWER CHOICES	RESPONSES	
I work within Boonville or within 2 miles	22.54%	16
2 to 5 miles	11.27%	8
5 to 10 miles	9.86%	7
More than 10 miles	23.94%	17
Not Applicable	32.39%	23
<b>TOTAL</b>		<b>71</b>

### Q3 How often do you visit Boonville to do errands, to shop, or for eating and drinking?

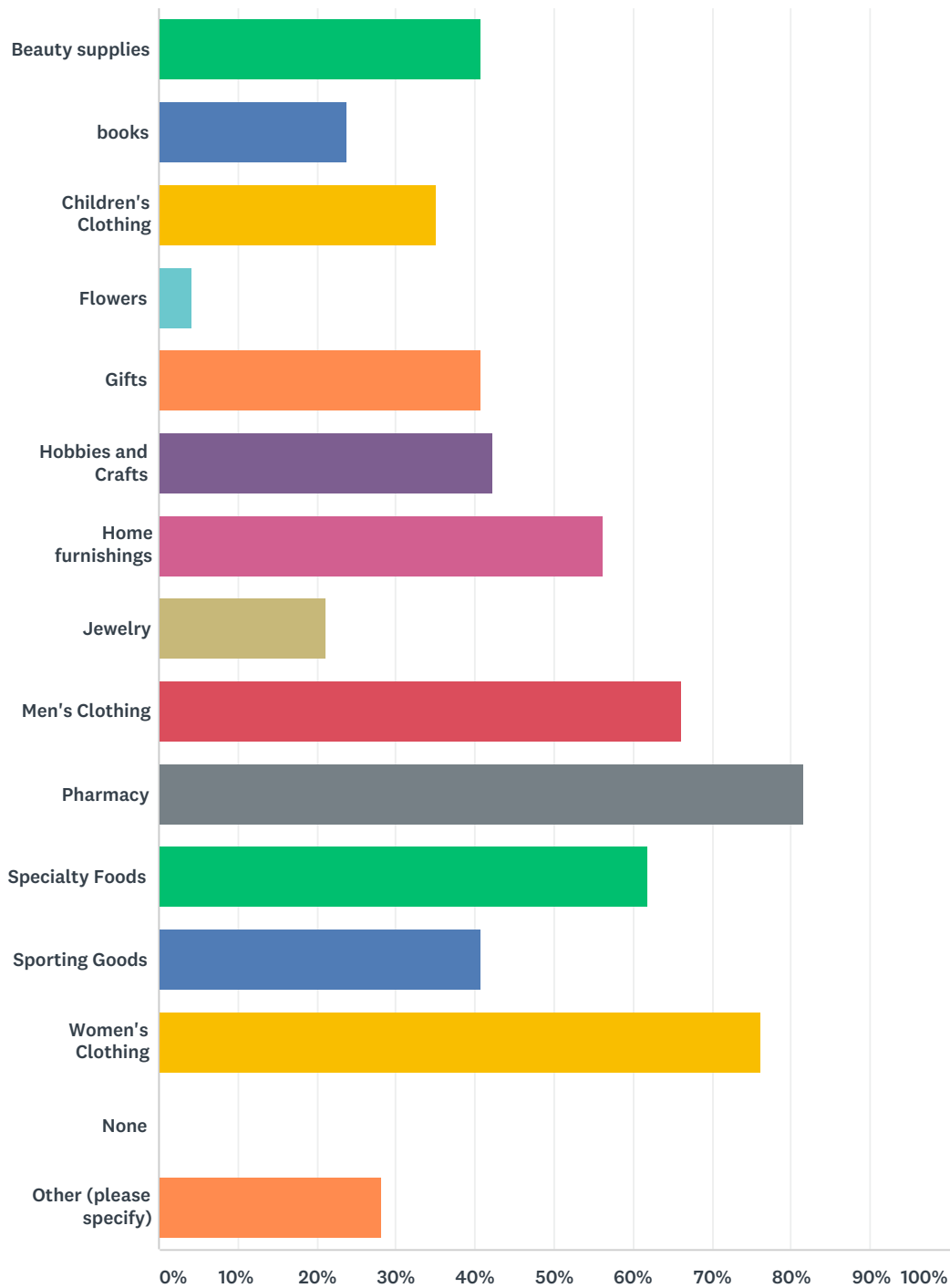
Answered: 71 Skipped: 0



ANSWER CHOICES	RESPONSES	
Daily	42.25%	30
1 or 2 times a week	45.07%	32
Once or twice a month	5.63%	4
A few times a year	4.23%	3
Seldom or never	2.82%	2
This is my first visit	0.00%	0
<b>TOTAL</b>		<b>71</b>

### Q4 What types of businesses do you most often leave Boonville for? (pick top 6)

Answered: 71 Skipped: 0

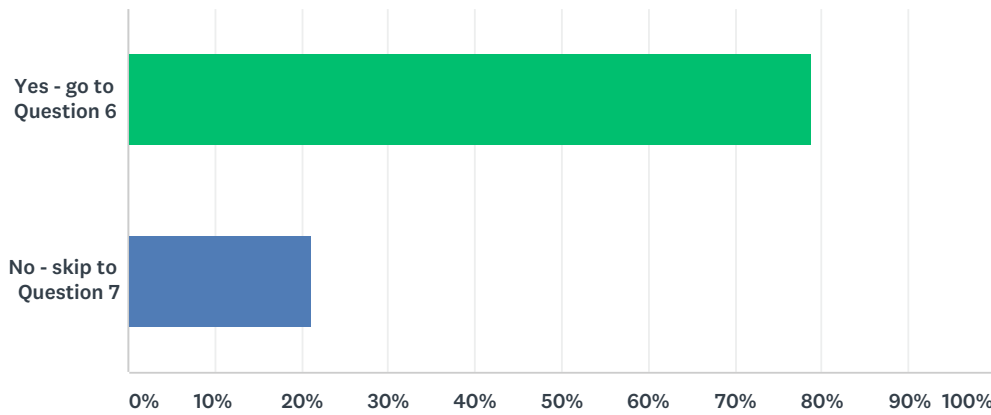


ANSWER CHOICES	RESPONSES
Beauty supplies	40.85% 29
books	23.94% 17

Children's Clothing	35.21%	25
Flowers	4.23%	3
Gifts	40.85%	29
Hobbies and Crafts	42.25%	30
Home furnishings	56.34%	40
Jewelry	21.13%	15
Men's Clothing	66.20%	47
Pharmacy	81.69%	58
Specialty Foods	61.97%	44
Sporting Goods	40.85%	29
Women's Clothing	76.06%	54
None	0.00%	0
Other (please specify)	28.17%	20
Total Respondents: 71		

### Q5 Is there a specific type of new business or attraction that might make you visit Boonville more often?

Answered: 71 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes - go to Question 6	78.87%	56
No - skip to Question 7	21.13%	15
TOTAL		71

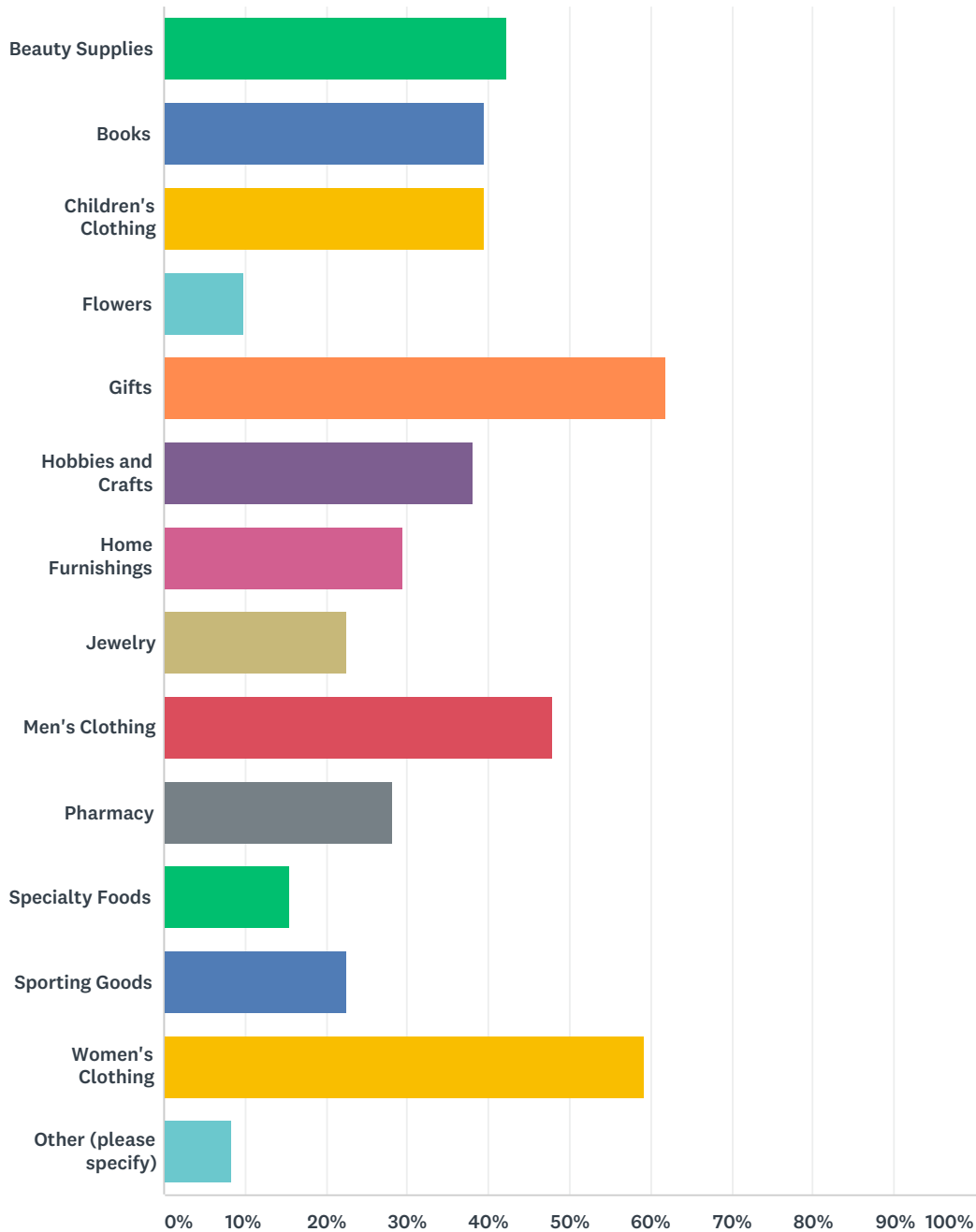
## Q6 Please list one or two specific types of businesses or attractions that might make you visit more often:

Answered: 62 Skipped: 9

ANSWER CHOICES	RESPONSES	
1	100.00%	62
2	82.26%	51
3	50.00%	31

### Q7 What type(s) of products have you purchased on the Internet with the last three months? (Select all that apply)

Answered: 71 Skipped: 0



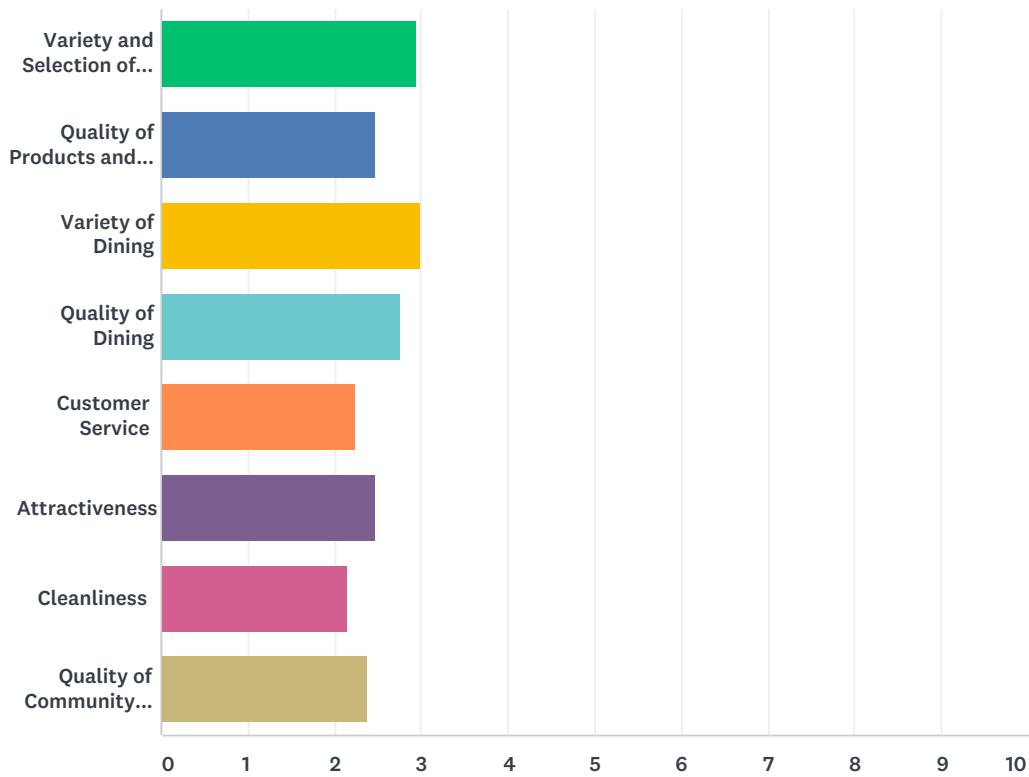
ANSWER CHOICES	RESPONSES
Beauty Supplies	42.25% 30
Books	39.44% 28
Children's Clothing	39.44% 28
Flowers	9.86% 7



Gifts	61.97%	44
Hobbies and Crafts	38.03%	27
Home Furnishings	29.58%	21
Jewelry	22.54%	16
Men's Clothing	47.89%	34
Pharmacy	28.17%	20
Specialty Foods	15.49%	11
Sporting Goods	22.54%	16
Women's Clothing	59.15%	42
Other (please specify)	8.45%	6
Total Respondents: 71		

# Q8 How does Boonville compare to other places you frequently shop and do business in terms of:

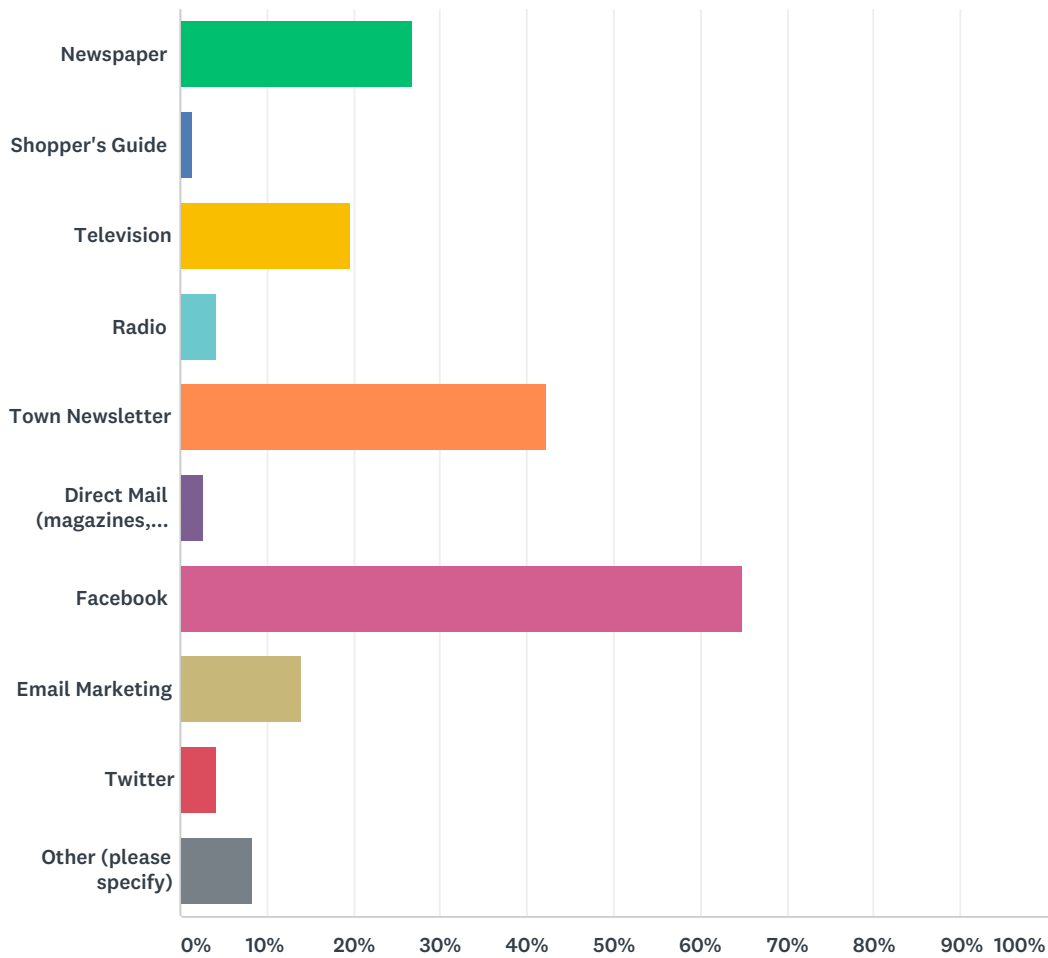
Answered: 71 Skipped: 0



	STRONGER	EQUAL	WEAKER	DON'T KNOW	TOTAL	WEIGHTED AVERAGE
Variety and Selection of Shopping	0.00% 0	4.23% 3	95.77% 68	0.00% 0	71	2.96
Quality of Products and Services	7.04% 5	39.44% 28	53.52% 38	0.00% 0	71	2.46
Variety of Dining	0.00% 0	2.82% 2	95.77% 68	1.41% 1	71	2.99
Quality of Dining	0.00% 0	24.29% 17	74.29% 52	1.43% 1	70	2.77
Customer Service	11.43% 8	60.00% 42	22.86% 16	5.71% 4	70	2.23
Attractiveness	5.71% 4	41.43% 29	52.86% 37	0.00% 0	70	2.47
Cleanliness	5.71% 4	72.86% 51	21.43% 15	0.00% 0	70	2.16
Quality of Community Events	14.08% 10	39.44% 28	39.44% 28	7.04% 5	71	2.39

### Q9 Of the following, which two (2) media sources do you most rely on for Boonville area news and information?

Answered: 71 Skipped: 0

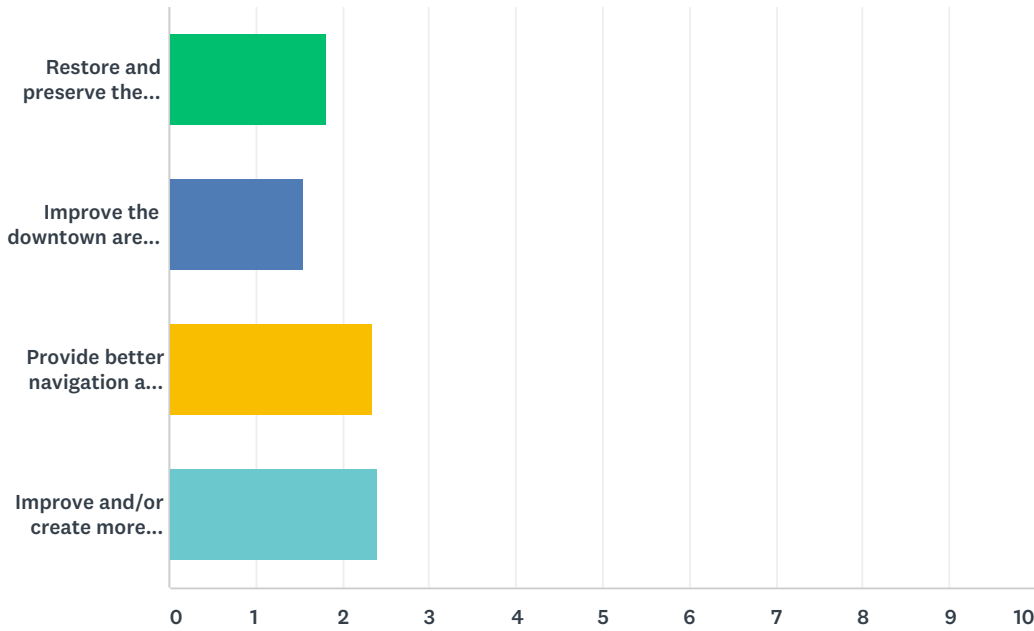


ANSWER CHOICES	RESPONSES	
Newspaper	26.76%	19
Shopper's Guide	1.41%	1
Television	19.72%	14
Radio	4.23%	3
Town Newsletter	42.25%	30
Direct Mail (magazines, Valpak, etc)	2.82%	2
Facebook	64.79%	46
Email Marketing	14.08%	10
Twitter	4.23%	3
Other (please specify)	8.45%	6

Total Respondents: 71

### Q10 Would you place a high, moderate or low priority on possible Boonville's enhancement efforts to:

Answered: 71 Skipped: 0



	HIGH	MODERATE	LOW	NO OPINION	TOTAL	WEIGHTED AVERAGE
Restore and preserve the downtown's historic character	42.25% 30	35.21% 25	21.13% 15	1.41% 1	71	1.82
Improve the downtown areas streets, sidewalks, lighting, green spaces, trails, etc	57.75% 41	30.99% 22	11.27% 8	0.00% 0	71	1.54
Provide better navigation and information on downtown businesses	12.68% 9	43.66% 31	39.44% 28	4.23% 3	71	2.35
Improve and/or create more housing in the downtown area	18.57% 13	27.14% 19	50.00% 35	4.29% 3	70	2.40

## Q11 What is the first thing that should be done to improve Boonville?

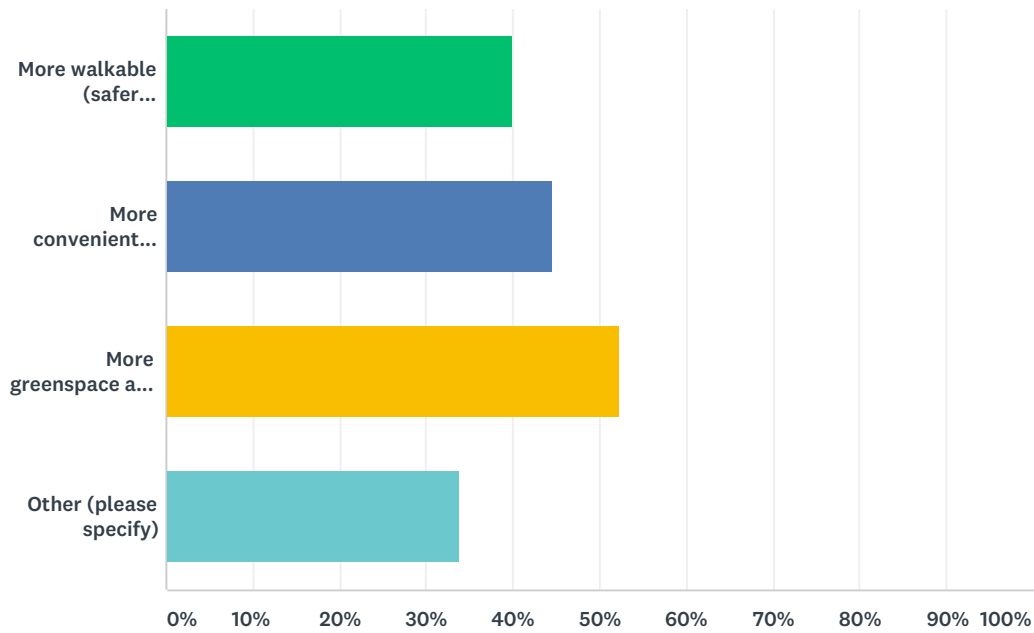
Answered: 61 Skipped: 10

**Q12 What is the one thing that you love most, or that you would never change, about Boonville?**

Answered: 61 Skipped: 10

### Q13 What would improve your shopping experience in Boonville (choose all that apply)

Answered: 65 Skipped: 6



ANSWER CHOICES	RESPONSES	
More walkable (safer crosswalks, sidewalks, etc)	40.00%	26
More convenient parking	44.62%	29
More greenspace and recreation	52.31%	34
Other (please specify)	33.85%	22
Total Respondents: 65		

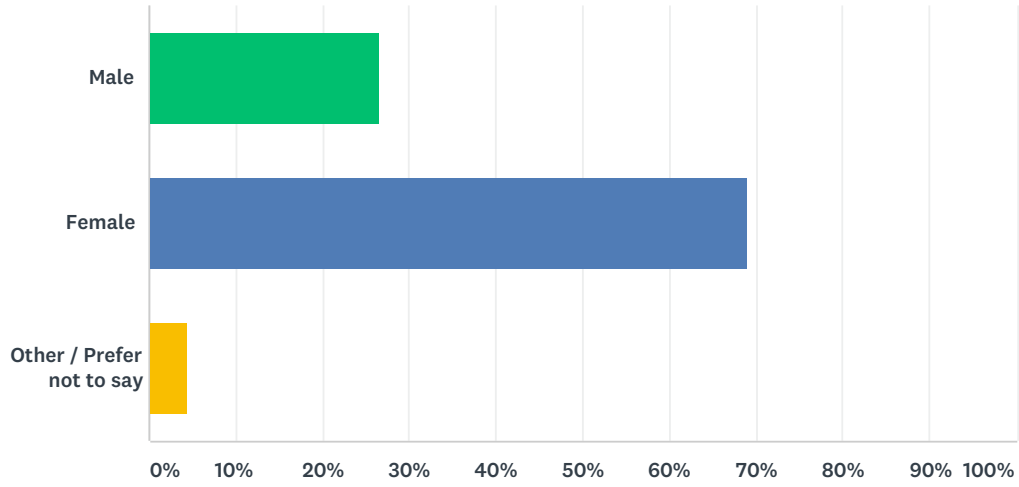


## Q14 What is the Zip Code of your primary residents? (enter 5-digit Zip Code)

Answered: 68 Skipped: 3

### Q15 What is your gender?

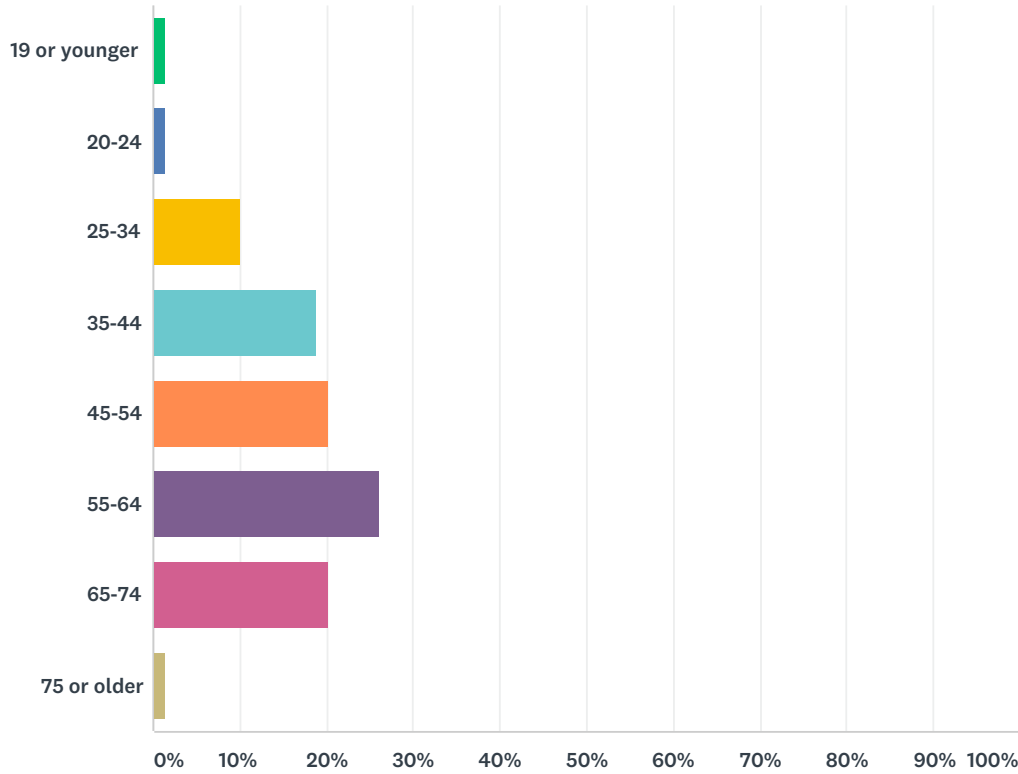
Answered: 68 Skipped: 3



ANSWER CHOICES	RESPONSES	
Male	26.47%	18
Female	69.12%	47
Other / Prefer not to say	4.41%	3
TOTAL		68

### Q16 Which category below includes your age?

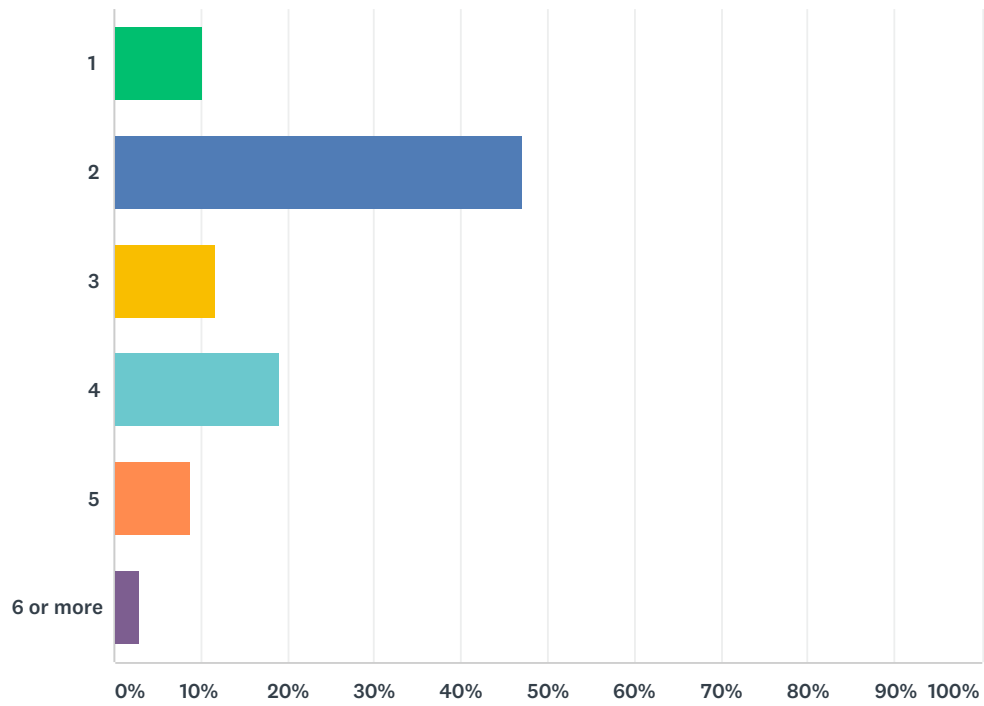
Answered: 69 Skipped: 2



ANSWER CHOICES	RESPONSES
19 or younger	1.45% 1
20-24	1.45% 1
25-34	10.14% 7
35-44	18.84% 13
45-54	20.29% 14
55-64	26.09% 18
65-74	20.29% 14
75 or older	1.45% 1
<b>TOTAL</b>	<b>69</b>

### Q17 How many people, including yourself, currently live in your household?

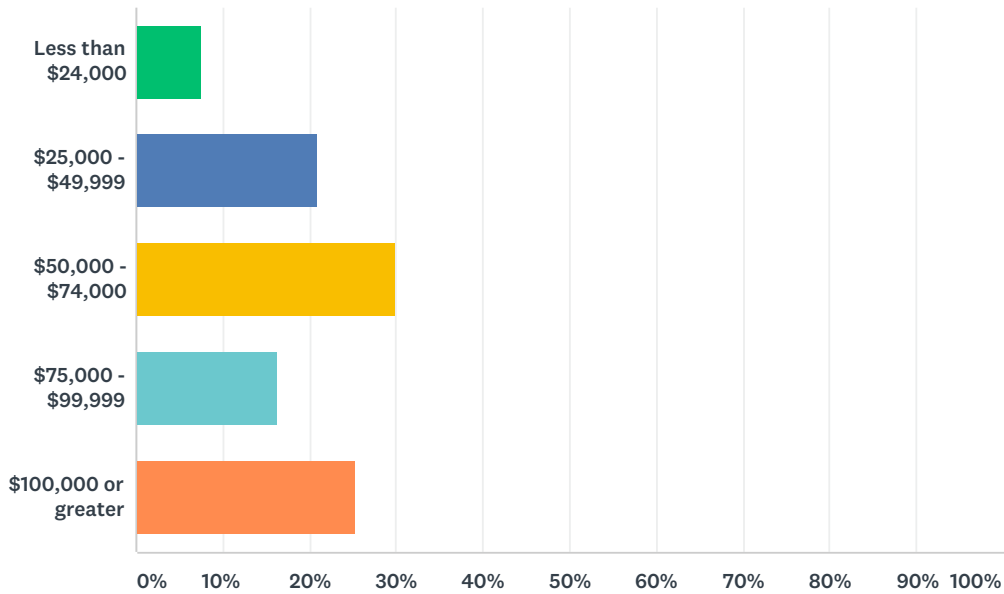
Answered: 68 Skipped: 3



ANSWER CHOICES	RESPONSES	
1	10.29%	7
2	47.06%	32
3	11.76%	8
4	19.12%	13
5	8.82%	6
6 or more	2.94%	2
TOTAL		68

### Q18 Which category below includes your estimated total gross annual household income? (For all earners in the household, before taxes and deductions)

Answered: 67 Skipped: 4



ANSWER CHOICES	RESPONSES	
Less than \$24,000	7.46%	5
\$25,000 - \$49,999	20.90%	14
\$50,000 - \$74,000	29.85%	20
\$75,000 - \$99,999	16.42%	11
\$100,000 or greater	25.37%	17
<b>TOTAL</b>		<b>67</b>

**Q19 Thank you for your time!! Leave any other comments below!**

Answered: 18 Skipped: 53