

DAI Downtown residential survey results as of March 4, 2011

Survey Response Rate – 4.35%

- For direct mail a “good” response rate is considered to be 1% - 2%, so this can be considered a **very good response** considering there was no monetary incentive offered.
- We reached 620 households within the downtown area.

Questions — yes/no

1. Do you support downtown redevelopment and a healthy, safe downtown area?
 - 88.89% said yes
 - 11.11% said no
2. Are you interested in becoming involved in the downtown redevelopment process?
 - 44.44% said yes
 - 40.74% said no
 - 14.81% did not answer
3. Do you support the building of a multi-purpose entertainment venue as part of downtown redevelopment?
 - 77.78% said yes
 - 14.81% said no
 - 7.41% did not answer
4. May we contact you to follow up on your comments?
 - 77.78% said yes
 - 7.41% said no
 - 14.81% did not answer

Additional feedback from the “write-in” portion of the survey.

18 of the 27 respondents (to date, perhaps more will come in) filled in information in the write in section. The statistics listed below are based on the 18-respondent sample size.

Question

What other developments or venues would you like to see included in the redevelopment of downtown?

- Shopping 33.33%
- Restaurants 22.22%
- Grocery Store 22.22%
- Movie Theater 22.22%

- Landscaping/Green Space 22.22%
- Art Museum 11.11%
- Ballpark 11.11%

5.55% of survey respondents requested the following

- Coffee House
- Department Stores
- Aquarium
- Trolley Cars
- Artisan Shops
- Children's Play Area
- Homeless Shelter
- Education for the needy
- Free Daycare for the needy
- Free transportation for the poor
- Redevelopment of Herring
- Downtown Events
- Bars
- Sports
- Convenience Store
- Convention Hotel
- Apartments
- Rodeo Arena