Test your knowledge - What brings people downtown and what keeps them away!

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Downtown Survey

- Nationwide on-line survey June 16-27, 2014
- 413 respondents: 153 MT and 260 outside of MT
- 371 from US, 21 from Canada, 10 from overseas
- 43 US states represented other than MT:
  (7% MN & FL; 6% WA & TX; 5% WI, IL & NY; 4% CA, IN, & MO)
- 69% of the visitor sample has been to at least one MT downtown area.
How to use your Clicker!

- I will present a question and enable polling.
- You will respond by “clicking” the appropriate button for your answer choice.
- A radio signal is sent immediately from each responding clicker to the receiver.
- The receiver stores the data.
- Graphic display results in a graph to the audience.
- Be sure to return your clicker as you leave the room. Any clicker not returned is registered as nonfunctioning and it will not work elsewhere.
Asked:

– Favorite downtown and why liked

– Downtown visits when traveling

– Downtown characteristics important to them

– Downtown characteristics that keep them away
How do You, Visitors, and Montanan’s answer these questions?
Q1: Do you visit downtown areas while traveling?

A= Yes
B= Sometimes
C= No
Do you visit downtown areas while traveling?

- Yes: 50% MT, 58% Visitor
- Sometimes: 48% MT, 40% Visitor
- No: 2% MT, 2% Visitor
When I travel...

Q2: I spend time (outside of my car) in downtown locations.

A = Never
B = Seldom
C = Sometimes
D = Many times
E = Almost always
Q2: I spend time (outside of my car) in downtown locations.
When I travel...

Q3: I eat at locally owned restaurants (non-franchise) in downtown locations.

A= Never
B= Seldom
C= Sometimes
D= Many times
E= Almost always
Q3: I eat at locally owned restaurants (non-franchise) in downtown locations.
When I travel...

Q3: I look for special events happening downtown.

A= Never
B= Seldom
C= Sometimes
D= Many times
E= Almost always
Q4: I look for special events happening downtown.
When I travel...

Q5: I shop in downtown areas.

A= Never
B= Seldom
C= Sometimes
D= Many times
E= Almost always
Q5: when I travel, I shop in downtown areas.
In your decision to spend more time in downtowns while traveling, how important is...

Q6: A downtown free of debris and litter?

A= Not at all important
B= Somewhat important
C= Important
D= Very important
Q6: Importance of A downtown free of debris and litter?

<table>
<thead>
<tr>
<th>Importance Level</th>
<th>MT</th>
<th>Visitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not at all imp.</td>
<td>0%</td>
<td>0%</td>
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<tr>
<td>Somewhat</td>
<td>7%</td>
<td>0%</td>
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<tr>
<td>Important</td>
<td>43%</td>
<td>50%</td>
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<tr>
<td>Very important</td>
<td>59%</td>
<td>59%</td>
</tr>
</tbody>
</table>
In your decision to spend more time in downtowns while traveling, how important are...

Q7: Historically preserved downtown buildings?

A= Not at all important
B= Somewhat important
C= Important
D= Very important
Q7: Importance of... Historically preserved downtown buildings?

<table>
<thead>
<tr>
<th>Importance Level</th>
<th>MT</th>
<th>Visitor</th>
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</thead>
<tbody>
<tr>
<td>Not at all imp.</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Somewhat</td>
<td>11%</td>
<td>12%</td>
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<tr>
<td>Important</td>
<td>41%</td>
<td>37%</td>
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<tr>
<td>Very Important</td>
<td>46%</td>
<td>49%</td>
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</table>
In your decision to spend more time in downtowns while traveling, how important are...

Q8: Pedestrian friendly downtowns?

A= Not at all important
B= Somewhat important
C= Important
D= Very important
Q8: Importance of Pedestrian friendly downtowns?

- Not at all imp.: 1%
- Somewhat: 14%
- Important: 47%
- Very Important: 45%

MT: 1% 14% 47% 45%
Visitor: 1% 14% 39% 38%
In your decision to spend more time in downtowns while traveling, how important is...

Q9: A “sense of community” (friendliness, openness)?

A= Not at all important
B= Somewhat important
C= Important
D= Very important
Q9: Importance of a “sense of community” (friendliness, openness)?

- Not at all imp.: 1% (MT), 2% (Visitor)
- Somewhat: 11% (MT), 15% (Visitor)
- Important: 57% (MT), 40% (Visitor)
- Very important: 32% (MT), 43% (Visitor)
While traveling, which of the following keeps you away from downtown areas?

Q10: Road congestion

A= Never
B= Seldom
C= Sometimes
D= Many times
E= Almost always
Q10: Road congestion keeps me away

- MT
- Visitor

- Never: 1% MT, 2% Visitor
- Seldom: 5% MT, 7% Visitor
- Sometimes: 34% MT, 30% Visitor
- Many times: 42% MT, 41% Visitor
- Almost always: 18% MT, 21% Visitor
While traveling, which of the following keeps you **AWAY** from downtown areas?:

**Q11: Downtowns without historic character**

A= Never
B= Seldom
C= Sometimes
D= Many times
E= Almost always
Q11: Downtowns without historic character keep me away

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<thead>
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<th>Frequency</th>
<th>MT</th>
<th>Visitor</th>
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<tbody>
<tr>
<td>Never</td>
<td>11%</td>
<td>4%</td>
</tr>
<tr>
<td>Seldom</td>
<td>22%</td>
<td>21%</td>
</tr>
<tr>
<td>Sometimes</td>
<td>35%</td>
<td>32%</td>
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<tr>
<td>Many times</td>
<td>28%</td>
<td>26%</td>
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<tr>
<td>Almost Always</td>
<td>13%</td>
<td>9%</td>
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</table>
While traveling, which of the following keeps you AWAY from downtown areas?:

Q12: Unmaintained buildings

A= Never  
B= Seldom  
C= Sometimes  
D= Many times  
E= Almost always
Q12: Unmaintained buildings keep me away

- Never: 3% (MT), 1% (Visitor)
- Seldom: 11% (MT), 10% (Visitor)
- Sometimes: 38% (MT), 30% (Visitor)
- Many times: 40% (MT), 15% (Visitor)
- Almost always: 19% (MT), 15% (Visitor)
While traveling, which of the following keeps you AWAY from downtown areas?:

Q13: Unsafe feeling

A = Never
B = Seldom
C = Sometimes
D = Many times
E = Almost always
Q13: Unsafe feeling keeps me away

- Never: 2% (MT), 1% (Visitor)
- Seldom: 6% (MT), 4% (Visitor)
- Sometimes: 21% (MT), 11% (Visitor)
- Many times: 22% (MT), 25% (Visitor)
- Almost always: 50% (MT), 59% (Visitor)
While traveling, which of the following keeps you **AWAY** from downtown areas?:

**Q14: Limited business hours**

A= Never  
B= Seldom  
C= Sometimes  
D= Many times  
E= Almost always
Q14: Limited business hours keeps me away
Q15: Which of the following is the #1 answer given by visitors when asked what is the top improvement needed by MT downtowns?

A= Kiosks/self-guide historic walks/signage
B= No improvements
C= Parking/Handicap parking/RV-trailer parking
D= Area character such as history/culture/pioneer spirit
E= Clean/trash cans available
Q15: Top Improvement seen by visitors

1. No improvement needed
2. Parking
4. Clean/trash cans available
5. Area character such as history/culture/pioneer spirit
Improvements Suggested by Visitors

Friendliness 4
SeatingOutdoors 4
LongerHoursLongerSeason 4
LocalStores 5
Flowers/plants 5
DiverseShopsFood 6
NoVacants/Restore/upkeep/... 7
Better traffic 7
Bike/ped/trails 7
Events/culture/preserveHistory 8
UniqueStores/moreShops 9
AreaCharcter(history/culture/... 12
Clean/cans available 13
Kiosks/selfGuidewalks/signage 14
Parking&Handicap&Trailer 18
No improvements 29
Q16: Which of the following is the #1 answer given by Montanans when asked what is the top improvement needed by MT downtowns?

A = Clean/trash cans available
B = No panhandling/transients
C = Parking
D = Kiosks/self-guide historic walks/signage
E = No vacant buildings/restore buildings/preserve
Q16: Top Improvement seen by residents

1. No vacant buildings/
   restore buildings/
   preserve
2. Parking
3. Clean/trash cans
   available
4. Kiosks/self-guide
   historic walks/signage
5. No panhandling/
   transients
Improvements Suggested by Residents

- No Vacants / Restore / Upkeep / Preserve
- Longer Hours / Longer Season
- Kiosks / Self Guide Walk / Signage
- Parking & Handicap & Trailers
- Flowers / Plants / Trees
- Affordabe Rent
- Bike / Ped / Trails
- Better Traffic
- Nopanhandle / Transient
- Affordable Rent
- Events / Culture / Preserve History

Suggested improvements ranked by residents.
Suggested Improvements: MT vs Visitors

- Affordable Business Rent: MT 0, Visitor 8
- No Panhandlers/Transients: MT 0, Visitor 12
- Friendliness: MT 3, Visitor 4
- Seating Outdoors: MT 3, Visitor 4
- Longer Hours/Longer Seasons: MT 4, Visitor 9
- Local Stores: MT 5, Visitor 9
- Flowers/plants: MT 5, Visitor 6
- Diverse Shops/Food: MT 5, Visitor 9
- No Vacants/Restore/upkeep: MT 7, Visitor 26
- Better traffic: MT 7, Visitor 9
- Bike/ped/trails: MT 7, Visitor 9
- Events/culture/preserve History: MT 8, Visitor 9
- Unique Stores/more Shops: MT 3, Visitor 9
- Area Character: MT 2, Visitor 12
- Clean/cans available: MT 13, Visitor 21
- Kiosks/self Guided walks/signage: MT 14, Visitor 18
- Parking&Handicap & Trailer: MT 18, Visitor 23
- No improvements: MT 9, Visitor 29
What are the characteristics of your favorite downtown (anywhere) that make you want to go back?

• “A downtown with unique locally owned shops. Restaurants serving food items found in that area and brew pubs selling craft beers. NO CHAIN STORES.”

• “Inviting atmosphere, buildings in good repair, clean, trees and flowers.”

• “Walkable, interesting shops and restaurants, lots of use by locals and visitors.”
And then there are others:

“DON'T GO DOWN TOWN ANYMORE THEN I HAVE TOO”

“HELL, I DON'T GO TO TOWN ANYMORE THEN I HAVE TO”
Thank you!

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