

Attachment A

Leimert Park/Crenshaw Corridor Proposed Property Based Improvement District Visitor Survey

Summary of Quantitative Research and
Cross Tabulation Tables

February 2013



FINAL RESULTS: Leimert Park/Crenshaw Corridor PBID Visitor Survey

SAMPLE SIZE = 378; MARGIN OF ERROR = 5.0% ^

INTERVIEW DATES: January 26 & January 29, 2013

Hello, my name is _____; I work for a public opinion research firm conducting a study of visitors to the Leimert Park/Crenshaw Corridor District. We would like to ask you some questions that will just take a couple of minutes.

A. Do you live within the Leimert Park/Crenshaw Corridor Property-Based Business Improvement District? Yes: 101 No: 277

B. Do you work within the Leimert Park/Crenshaw Corridor Property-Based Business Improvement District?

Yes: 89 No: 289

Now, I am going to read a list of activities. For each one I read, please tell me how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Leimert Park/Crenshaw Corridor District. Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...

1. Stroll or walk around OR simply wait to make a transit connection
2. Eat or drink at a restaurant, café, or bar
3. Shop
4. Attend a performance, live theater, live music
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner
6. Pay to park your car within the District
7. Attend a festival or special event

SUMMARY OF RESPONSES

Very Likely, Somewhat Likely, or Slightly Likely to engage in one or more of the non-strolling/transit connection activities	365
Not at All Likely to perform any of the non-strolling/transit connection activities	13
Total	378

Now, I am going to read a list of features. For each I read, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities. **(Note: 13 of the respondents stated that they were "not at all likely" to engage in any of the non-strolling/transit activities.)**

8. Safety, like extra security, bike patrols
9. Cleanliness, like sidewalk sweeping, extra trash pick-up, pressure washing and graffiti removal
10. Appearance, like plants, flowers and landscaping
11. New businesses and restaurants to fill empty storefronts
12. Good communication channels to inform me about the Leimert Park District and its offerings

SUMMARY OF RESPONSES

Very Important, Somewhat Important, or Just Slightly Important to one of more of the features	364
Not at All Important to all features	1
Total	365

^ The relationship between sample size, confidence level, and margin of error when data are given in terms of proportions is described by the following formula:

$$n = \left(\frac{Z_{\alpha} \sqrt{p(1-p)}}{C_p} \right)^2$$

where n is the sample size, Z_α is the standard normal value for confidence level α, C_p is the margin of error and p is the population proportion. The true population proportion is unknown. The standard way to handle this is to set the value of p to the proportion that would result in the largest sample size. This occurs when p=0.5. A 95% level of confidence was implemented in this study.

LIVE WITHIN THE LEIMERT PARK/CRENSHAW CORRIDOR PBID

	TOTAL	DATE		TIME			LOCATION			
		SAT 1-26	TUES 1-29	10AM - 1PM	1PM- 4PM	4PM- 7PM	CRNSW @ MLK	CRNSW STCKR	43rd CRNSW LMERT	CRNSW VRNON
BASE - TOTAL RESPONDENTS	378 100%	175 100%	203 100%	128 100%	133 100%	117 100%	123 100%	61 100%	75 100%	119 100%
YES	101 27%	42 24%	59 29%	38 30%	35 26%	28 24%	40 33%	22 36%	14 19%	25 21%
NO	277 73%	133 76%	144 71%	90 70%	98 74%	89 76%	83 67%	39 64%	61 81%	94 79%

WORK WITHIN THE LEIMERT PARK/CRENSHAW CORRIDOR PBID

	TOTAL	DATE		TIME			LOCATION			
		SAT 1-26	TUES 1-29	10AM - 1PM	1PM- 4PM	4PM- 7PM	CRNSW @ MLK	CRNSW STCKR	43rd CRNSW LMERT	CRNSW VRNON
BASE - TOTAL RESPONDENTS	378 100%	175 100%	203 100%	128 100%	133 100%	117 100%	123 100%	61 100%	75 100%	119 100%
YES	89 24%	46 26%	43 21%	30 23%	29 22%	30 26%	17 14%	14 23%	28 37%	30 25%
NO	289 76%	129 74%	160 79%	98 77%	104 78%	87 74%	106 86%	47 77%	47 63%	89 75%

Q1-Q13 BY TOTAL, DATE, AND TIME

	TOTAL	DATE		TIME			LOCATION			
		SAT 1-26	TUES 1-29	10AM - 1PM	1PM- 4PM	4PM- 7PM	CRNSW @ MLK	CRNSW STCKR	43rd CRNSW LMERT	CRNSW VRNON
BASE - TOTAL RESPONDENTS	378 100%	175 100%	203 100%	128 100%	133 100%	117 100%	123 100%	61 100%	75 100%	119 100%
Q1 - LIKELY TO: STROLL/WALK AROUND VERY LIKELY	255 67%	106 61%	149 73%	98 77%	87 65%	70 60%	91 74%	47 77%	43 57%	74 62%
SOMEWHAT LIKELY	61 16%	38 22%	23 11%	13 10%	21 16%	27 23%	16 13%	7 11%	13 17%	25 21%
SLIGHTLY LIKELY	44 12%	23 13%	21 10%	14 11%	15 11%	15 13%	10 8%	5 8%	16 21%	13 11%
NOT AT ALL LIKELY	18 5%	8 5%	10 5%	3 2%	10 8%	5 4%	6 5%	2 3%	3 4%	7 6%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT VERY LIKELY	192 51%	91 52%	101 50%	66 52%	65 49%	61 52%	71 58%	33 54%	33 44%	55 46%
SOMEWHAT LIKELY	97 26%	40 23%	57 28%	23 18%	41 31%	33 28%	25 20%	14 23%	23 31%	35 29%
SLIGHTLY LIKELY	54 14%	27 15%	27 13%	22 17%	17 13%	15 13%	16 13%	2 3%	14 19%	22 18%
NOT AT ALL LIKELY	35 9%	17 10%	18 9%	17 13%	10 8%	8 7%	11 9%	12 20%	5 7%	7 6%
Q3 - LIKELY TO: SHOP VERY LIKELY	209 55%	101 58%	108 53%	62 48%	80 60%	67 57%	88 72%	40 66%	28 37%	53 45%
SOMEWHAT LIKELY	67 18%	31 18%	36 18%	22 17%	26 20%	19 16%	16 13%	13 21%	13 17%	25 21%
SLIGHTLY LIKELY	51 13%	17 10%	34 17%	19 15%	16 12%	16 14%	11 9%	0 0%	16 21%	24 20%
NOT AT ALL LIKELY	51 13%	26 15%	25 12%	25 20%	11 8%	15 13%	8 7%	8 13%	18 24%	17 14%

Q4 - LIKELY TO: ATTEND PERFORM, LIVE THEATER, MUSIC										
VERY LIKELY	146	77	69	51	47	48	48	14	31	53
	39%	44%	34%	40%	35%	41%	39%	23%	41%	45%
SOMEWHAT LIKELY	88	34	54	27	32	29	20	15	19	34
	23%	19%	27%	21%	24%	25%	16%	25%	25%	29%
SLIGHTLY LIKELY	60	24	36	18	29	13	10	9	17	24
	16%	14%	18%	14%	22%	11%	8%	15%	23%	20%
NOT AT ALL LIKELY	84	40	44	32	25	27	45	23	8	8
	22%	23%	22%	25%	19%	23%	37%	38%	11%	7%
Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS										
VERY LIKELY	186	86	100	60	73	53	63	31	30	62
	49%	49%	49%	47%	55%	45%	51%	51%	40%	52%
SOMEWHAT LIKELY	69	31	38	28	18	23	19	9	20	21
	18%	18%	19%	22%	14%	20%	15%	15%	27%	18%
SLIGHTLY LIKELY	51	24	27	16	19	16	11	6	12	22
	13%	14%	13%	13%	14%	14%	9%	10%	16%	18%
NOT AT ALL LIKELY	72	34	38	24	23	25	30	15	13	14
	19%	19%	19%	19%	17%	21%	24%	25%	17%	12%
Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT										
VERY LIKELY	72	43	29	19	32	21	13	7	20	32
	19%	25%	14%	15%	24%	18%	11%	11%	27%	27%
SOMEWHAT LIKELY	17	9	8	9	3	5	6	0	6	5
	4%	5%	4%	7%	2%	4%	5%	0%	8%	4%
SLIGHTLY LIKELY	27	12	15	8	10	9	7	3	5	12
	7%	7%	7%	6%	8%	8%	6%	5%	7%	10%
NOT AT ALL LIKELY	262	111	151	92	88	82	97	51	44	70
	69%	63%	74%	72%	66%	70%	79%	84%	59%	59%
Q7 - LIKELY TO: ATTEND FESTIVAL/SPECIAL EVENT										
VERY LIKELY	174	87	87	64	60	50	56	30	34	54
	46%	50%	43%	50%	45%	43%	46%	49%	45%	45%
SOMEWHAT LIKELY	79	33	46	19	27	33	23	7	16	33
	21%	19%	23%	15%	20%	28%	19%	11%	21%	28%
SLIGHTLY LIKELY	58	26	32	19	26	13	10	3	20	25
	15%	15%	16%	15%	20%	11%	8%	5%	27%	21%
NOT AT ALL LIKELY	67	29	38	26	20	21	34	21	5	7
	18%	17%	19%	20%	15%	18%	28%	34%	7%	6%
Q8 - IMPORTANCE OF: SAFETY										
VERY IMPORTANT	300	135	165	102	107	91	101	53	56	90
	79%	77%	81%	80%	80%	78%	82%	87%	75%	76%
SOMEWHAT IMPORTANT	55	32	23	20	17	18	18	6	12	19
	15%	18%	11%	16%	13%	15%	15%	10%	16%	16%
JUST SLIGHTLY IMPORTANT	15	5	10	5	4	6	2	0	4	9
	4%	3%	5%	4%	3%	5%	2%	0%	5%	8%
NOT AT ALL IMPORTANT	8	3	5	1	5	2	2	2	3	1
	2%	2%	2%	1%	4%	2%	2%	3%	4%	1%
Q9 - IMPORTANCE OF: CLEANLINESS										
VERY IMPORTANT	313	139	174	105	116	92	107	54	58	94
	83%	79%	86%	82%	87%	79%	87%	89%	77%	79%
SOMEWHAT IMPORTANT	48	30	18	18	11	19	14	4	13	17
	13%	17%	9%	14%	8%	16%	11%	7%	17%	14%
JUST SLIGHTLY IMPORTANT	13	5	8	4	3	6	2	1	3	7
	3%	3%	4%	3%	2%	5%	2%	2%	4%	6%
NOT AT ALL IMPORTANT	4	1	3	1	3	0	0	2	1	1
	1%	1%	1%	1%	2%	0%	0%	3%	1%	1%

Q10 - IMPORTANCE OF: APPEARANCE										
VERY IMPORTANT	294	136	158	99	109	86	93	49	58	94
	78%	78%	78%	77%	82%	74%	76%	80%	77%	79%
SOMEWHAT IMPORTANT	57	27	30	22	14	21	20	8	12	17
	15%	15%	15%	17%	11%	18%	16%	13%	16%	14%
JUST SLIGHTLY IMPORTANT	20	10	10	6	6	8	8	1	4	7
	5%	6%	5%	5%	5%	7%	7%	2%	5%	6%
NOT AT ALL IMPORTANT	7	2	5	1	4	2	2	3	1	1
	2%	1%	2%	1%	3%	2%	2%	5%	1%	1%
Q11 - IMPORTANCE OF: NEW BUSINESSES/ RESTAURANTS										
VERY IMPORTANT	279	134	145	87	106	86	91	44	57	87
	74%	77%	71%	68%	80%	74%	74%	72%	76%	73%
SOMEWHAT IMPORTANT	70	26	44	31	15	24	24	15	10	21
	19%	15%	22%	24%	11%	21%	20%	25%	13%	18%
JUST SLIGHTLY IMPORTANT	23	12	11	8	10	5	6	1	6	10
	6%	7%	5%	6%	8%	4%	5%	2%	8%	8%
NOT AT ALL IMPORTANT	6	3	3	2	2	2	2	1	2	1
	2%	2%	1%	2%	2%	2%	2%	2%	3%	1%
Q12 - IMPORTANCE OF: GOOD COMMUNICATION CHANNELS										
VERY IMPORTANT	250	109	141	84	97	69	91	47	48	64
	66%	62%	69%	66%	73%	59%	74%	77%	64%	54%
SOMEWHAT IMPORTANT	74	39	35	23	18	33	21	9	12	32
	20%	22%	17%	18%	14%	28%	17%	15%	16%	27%
JUST SLIGHTLY IMPORTANT	42	22	20	16	15	11	9	4	11	18
	11%	13%	10%	13%	11%	9%	7%	7%	15%	15%
NOT AT ALL IMPORTANT	12	5	7	5	3	4	2	1	4	5
	3%	3%	3%	4%	2%	3%	2%	2%	5%	4%

Q.13 IMPORTANCE OF FEATURES IN DECIDING TO LIVE IN LEIMERT PARK/CRENSHAW CORRIDOR DISTRICT

	TOTAL	DATE		TIME			LOCATION			
		SAT 1-26	TUES 1-29	10AM - 1PM	1PM- 4PM	4PM- 7PM	CRNSW @ MLK	CRNSW STCKR	43rd CRNSW LMERT	CRNSW VRNON
BASE - LIVE IN LEIMERT PARK/CC DISTRICT	53	21	32	25	15	13	28	14	3	8
VERY IMPORTANT	52%	50%	54%	66%	43%	46%	70%	64%	21%	32%
SOMEWHAT IMPORTANT	15	8	7	5	6	4	6	4	4	1
	15%	19%	12%	13%	17%	14%	15%	18%	29%	4%
JUST SLIGHTLY IMPORTANT	13	5	8	2	7	4	3	2	3	5
	13%	12%	14%	5%	20%	14%	8%	9%	21%	20%
NOT AT ALL IMPORTANT	18	8	10	5	6	7	2	2	4	10
	18%	19%	17%	13%	17%	25%	5%	9%	29%	40%
DON'T KNOW/NO ANSWER	2	0	2	1	1	0	1	0	0	1
	2%	0%	3%	3%	3%	0%	3%	0%	0%	4%

Q1 STROLL OR WALK AROUND OR SIMPLY WAIT TO MAKE A TRANSIT CONNECTION

	TOTAL	QUESTION 1			
		VERY LIKELY	SMWHT LIKELY	SLGHTLY LIKELY	NOT AT ALL LIKELY
BASE - TOTAL RESPONDENTS	378 100%	255 100%	61 100%	44 100%	18 100%
Q1 - LIKELY TO: STROLL/WALK AROUND					
VERY LIKELY	255 67%	255 100%	0 0%	0 0%	0 0%
SOMEWHAT LIKELY	61 16%	0 0%	61 100%	0 0%	0 0%
SLIGHTLY LIKELY	44 12%	0 0%	0 0%	44 100%	0 0%
NOT AT ALL LIKELY	18 5%	0 0%	0 0%	0 0%	18 100%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT					
VERY LIKELY	192 51%	159 62%	21 34%	9 20%	3 17%
SOMEWHAT LIKELY	97 26%	45 18%	29 48%	14 32%	9 50%
SLIGHTLY LIKELY	54 14%	26 10%	7 11%	17 39%	4 22%
NOT AT ALL LIKELY	35 9%	25 10%	4 7%	4 9%	2 11%
Q3 - LIKELY TO: SHOP					
VERY LIKELY	209 55%	170 67%	22 36%	13 30%	4 22%
SOMEWHAT LIKELY	67 18%	33 13%	24 39%	7 16%	3 17%
SLIGHTLY LIKELY	51 13%	28 11%	6 10%	11 25%	6 33%
NOT AT ALL LIKELY	51 13%	24 9%	9 15%	13 30%	5 28%
Q4 - LIKELY TO: ATTEND A PERFORM., LIVE THEATER, MUSIC					
VERY LIKELY	146 39%	122 48%	15 25%	8 18%	1 6%
SOMEWHAT LIKELY	88 23%	46 18%	24 39%	14 32%	4 22%
SLIGHTLY LIKELY	60 16%	29 11%	14 23%	11 25%	6 33%
NOT AT ALL LIKELY	84 22%	58 23%	8 13%	11 25%	7 39%
Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS					
VERY LIKELY	186 49%	143 56%	16 26%	18 41%	9 50%
SOMEWHAT LIKELY	69 18%	45 18%	18 30%	5 11%	1 6%
SLIGHTLY LIKELY	51 13%	26 10%	14 23%	7 16%	4 22%
NOT AT ALL LIKELY	72 19%	41 16%	13 21%	14 32%	4 22%
Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT					
VERY LIKELY	72 19%	44 17%	12 20%	9 20%	7 39%
SOMEWHAT LIKELY	17 4%	11 4%	4 7%	1 2%	1 6%
SLIGHTLY LIKELY	27 7%	16 6%	8 13%	2 5%	1 6%
NOT AT ALL LIKELY	262 69%	184 47%	37 9%	32 8%	9 2%

Q7 - LIKELY TO: ATTEND A FESTIVAL/SPECIAL EVENT	69%	72%	61%	73%	50%
VERY LIKELY	174 46%	143 56%	20 33%	10 23%	1 6%
SOMEWHAT LIKELY	79 21%	40 16%	20 33%	13 30%	6 33%
SLIGHTLY LIKELY	58 15%	24 9%	12 20%	14 32%	8 44%
NOT AT ALL LIKELY	67 18%	48 19%	9 15%	7 16%	3 17%
Q8 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	300 79%	214 84%	45 74%	26 59%	15 83%
SOMEWHAT IMPORTANT	55 15%	27 11%	12 20%	13 30%	3 17%
JUST SLIGHTLY IMPORTANT	15 4%	7 3%	4 7%	4 9%	0 0%
NOT AT ALL IMPORTANT	8 2%	7 3%	0 0%	1 2%	0 0%
Q9 - IMPORTANCE OF: CLEANLINESS					
VERY IMPORTANT	313 83%	225 88%	45 74%	28 64%	15 83%
SOMEWHAT IMPORTANT	48 13%	22 9%	11 18%	12 27%	3 17%
JUST SLIGHTLY IMPORTANT	13 3%	5 2%	5 8%	3 7%	0 0%
NOT AT ALL IMPORTANT	4 1%	3 1%	0 0%	1 2%	0 0%
Q10 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	294 78%	209 82%	43 70%	27 61%	15 83%
SOMEWHAT IMPORTANT	57 15%	33 13%	10 16%	11 25%	3 17%
JUST SLIGHTLY IMPORTANT	20 5%	8 3%	7 11%	5 11%	0 0%
NOT AT ALL IMPORTANT	7 2%	5 2%	1 2%	1 2%	0 0%
Q11 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS					
VERY IMPORTANT	279 74%	198 78%	40 66%	27 61%	14 78%
SOMEWHAT IMPORTANT	70 19%	43 17%	14 23%	10 23%	3 17%
JUST SLIGHTLY IMPORTANT	23 6%	9 4%	7 11%	6 14%	1 6%
NOT AT ALL IMPORTANT	6 2%	5 2%	0 0%	1 2%	0 0%
Q12 - IMPORTANCE OF: GOOD COMMUNICATION					
VERY IMPORTANT	250 66%	189 74%	28 46%	22 50%	11 61%
SOMEWHAT IMPORTANT	74 20%	44 17%	18 30%	6 14%	6 33%
JUST SLIGHTLY IMPORTANT	42 11%	16 6%	15 25%	11 25%	0 0%
NOT AT ALL IMPORTANT	12 3%	6 2%	0 0%	5 11%	1 6%

Q2. EAT OR DRINK AT A RESTAURANT, CAFE OR BAR

	TOTAL	QUESTION 2			
		VERY LIKELY	SMWHT LIKELY	SLGHTLY LIKELY	NOT AT ALL LIKELY
BASE - TOTAL RESPONDENTS	378 100%	192 100%	97 100%	54 100%	35 100%
Q1 - LIKELY TO: STROLL/WALK AROUND					
VERY LIKELY	255 67%	159 83%	45 46%	26 48%	25 71%
SOMEWHAT LIKELY	61 16%	21 11%	29 30%	7 13%	4 11%
SLIGHTLY LIKELY	44 12%	9 5%	14 14%	17 31%	4 11%
NOT AT ALL LIKELY	18 5%	3 2%	9 9%	4 7%	2 6%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT					
VERY LIKELY	192 51%	192 100%	0 0%	0 0%	0 0%
SOMEWHAT LIKELY	97 26%	0 0%	97 100%	0 0%	0 0%
SLIGHTLY LIKELY	54 14%	0 0%	0 0%	54 100%	0 0%
NOT AT ALL LIKELY	35 9%	0 0%	0 0%	0 0%	35 100%
Q3 - LIKELY TO: SHOP					
VERY LIKELY	209 55%	163 85%	28 29%	9 17%	9 26%
SOMEWHAT LIKELY	67 18%	16 8%	41 42%	8 15%	2 6%
SLIGHTLY LIKELY	51 13%	7 4%	21 22%	21 39%	2 6%
NOT AT ALL LIKELY	51 13%	6 3%	7 7%	16 30%	22 63%
Q4 - LIKELY TO: ATTEND A PERFORM., LIVE THEATER, MUSIC					
VERY LIKELY	146 39%	122 64%	16 16%	6 11%	2 6%
SOMEWHAT LIKELY	88 23%	33 17%	41 42%	10 19%	4 11%
SLIGHTLY LIKELY	60 16%	10 5%	25 26%	23 43%	2 6%
NOT AT ALL LIKELY	84 22%	27 14%	15 15%	15 28%	27 77%
Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS					
VERY LIKELY	186 49%	139 72%	28 29%	8 15%	11 31%
SOMEWHAT LIKELY	69 18%	28 15%	34 35%	4 7%	3 9%
SLIGHTLY LIKELY	51 13%	9 5%	16 16%	25 46%	1 3%
NOT AT ALL LIKELY	72 19%	16 8%	19 20%	17 31%	20 57%
Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT					
VERY LIKELY	72 19%	56 29%	12 12%	4 7%	0 0%
SOMEWHAT LIKELY	17 4%	11 6%	5 5%	0 0%	1 3%
SLIGHTLY LIKELY	27 7%	15 8%	12 12%	0 0%	0 0%
NOT AT ALL LIKELY	262	110	68	50	34

	69%	57%	70%	93%	97%
Q7 - LIKELY TO: ATTEND A FESTIVAL/SPECIAL EVENT					
VERY LIKELY	174 46%	134 70%	27 28%	7 13%	6 17%
SOMEWHAT LIKELY	79 21%	28 15%	40 41%	9 17%	2 6%
SLIGHTLY LIKELY	58 15%	8 4%	19 20%	27 50%	4 11%
NOT AT ALL LIKELY	67 18%	22 11%	11 11%	11 20%	23 66%
Q8 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	300 79%	169 88%	76 78%	31 57%	24 69%
SOMEWHAT IMPORTANT	55 15%	18 9%	18 19%	14 26%	5 14%
JUST SLIGHTLY IMPORTANT	15 4%	0 0%	3 3%	9 17%	3 9%
NOT AT ALL IMPORTANT	8 2%	5 3%	0 0%	0 0%	3 9%
Q9 - IMPORTANCE OF: CLEANLINESS					
VERY IMPORTANT	313 83%	178 93%	74 76%	37 69%	24 69%
SOMEWHAT IMPORTANT	48 13%	12 6%	21 22%	10 19%	5 14%
JUST SLIGHTLY IMPORTANT	13 3%	1 1%	2 2%	7 13%	3 9%
NOT AT ALL IMPORTANT	4 1%	1 1%	0 0%	0 0%	3 9%
Q10 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	294 78%	166 86%	70 72%	33 61%	25 71%
SOMEWHAT IMPORTANT	57 15%	17 9%	23 24%	13 24%	4 11%
JUST SLIGHTLY IMPORTANT	20 5%	6 3%	4 4%	8 15%	2 6%
NOT AT ALL IMPORTANT	7 2%	3 2%	0 0%	0 0%	4 11%
Q11 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS					
VERY IMPORTANT	279 74%	166 86%	63 65%	28 52%	22 63%
SOMEWHAT IMPORTANT	70 19%	24 13%	26 27%	14 26%	6 17%
JUST SLIGHTLY IMPORTANT	23 6%	2 1%	8 8%	11 20%	2 6%
NOT AT ALL IMPORTANT	6 2%	0 0%	0 0%	1 2%	5 14%
Q12 - IMPORTANCE OF: GOOD COMMUNICATION					
VERY IMPORTANT	250 66%	152 79%	51 53%	26 48%	21 60%
SOMEWHAT IMPORTANT	74 20%	28 15%	31 32%	9 17%	6 17%
JUST SLIGHTLY IMPORTANT	42 11%	11 6%	13 13%	15 28%	3 9%
NOT AT ALL IMPORTANT	12 3%	1 1%	2 2%	4 7%	5 14%

Q3. SHOP

	TOTAL	QUESTION 3			
		VERY LIKELY	SMWHT LIKELY	SLGHTLY LIKELY	NOT AT ALL LIKELY
BASE - TOTAL RESPONDENTS	378 100%	209 100%	67 100%	51 100%	51 100%
Q1 - LIKELY TO: STROLL/WALK AROUND					
VERY LIKELY	255 67%	170 81%	33 49%	28 55%	24 47%
SOMEWHAT LIKELY	61 16%	22 11%	24 36%	6 12%	9 18%
SLIGHTLY LIKELY	44 12%	13 6%	7 10%	11 22%	13 25%
NOT AT ALL LIKELY	18 5%	4 2%	3 4%	6 12%	5 10%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT					
VERY LIKELY	192 51%	163 78%	16 24%	7 14%	6 12%
SOMEWHAT LIKELY	97 26%	28 13%	41 61%	21 41%	7 14%
SLIGHTLY LIKELY	54 14%	9 4%	8 12%	21 41%	16 31%
NOT AT ALL LIKELY	35 9%	9 4%	2 3%	2 4%	22 43%
Q3 - LIKELY TO: SHOP					
VERY LIKELY	209 55%	209 100%	0 0%	0 0%	0 0%
SOMEWHAT LIKELY	67 18%	0 0%	67 100%	0 0%	0 0%
SLIGHTLY LIKELY	51 13%	0 0%	0 0%	51 100%	0 0%
NOT AT ALL LIKELY	51 13%	0 0%	0 0%	0 0%	51 100%
Q4 - LIKELY TO: ATTEND A PERFORM., LIVE THEATER, MUSIC					
VERY LIKELY	146 39%	121 58%	14 21%	6 12%	5 10%
SOMEWHAT LIKELY	88 23%	35 17%	32 48%	14 27%	7 14%
SLIGHTLY LIKELY	60 16%	15 7%	12 18%	22 43%	11 22%
NOT AT ALL LIKELY	84 22%	38 18%	9 13%	9 18%	28 55%
Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS					
VERY LIKELY	186 49%	153 73%	16 24%	7 14%	10 20%
SOMEWHAT LIKELY	69 18%	23 11%	33 49%	10 20%	3 6%
SLIGHTLY LIKELY	51 13%	10 5%	11 16%	22 43%	8 16%
NOT AT ALL LIKELY	72 19%	23 11%	7 10%	12 24%	30 59%
Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT					
VERY LIKELY	72 19%	57 27%	8 12%	4 8%	3 6%
SOMEWHAT LIKELY	17 4%	10 5%	2 3%	4 8%	1 2%
SLIGHTLY LIKELY	27 7%	15 7%	8 12%	4 8%	0 0%
NOT AT ALL LIKELY	262	127	49	39	47

Q7 - LIKELY TO: ATTEND A FESTIVAL/SPECIAL EVENT	69%	61%	73%	76%	92%
VERY LIKELY	174 46%	140 67%	20 30%	6 12%	8 16%
SOMEWHAT LIKELY	79 21%	31 15%	27 40%	17 33%	4 8%
SLIGHTLY LIKELY	58 15%	9 4%	9 13%	22 43%	18 35%
NOT AT ALL LIKELY	67 18%	29 14%	11 16%	6 12%	21 41%
Q8 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	300 79%	185 89%	55 82%	27 53%	33 65%
SOMEWHAT IMPORTANT	55 15%	19 9%	10 15%	16 31%	10 20%
JUST SLIGHTLY IMPORTANT	15 4%	0 0%	2 3%	8 16%	5 10%
NOT AT ALL IMPORTANT	8 2%	5 2%	0 0%	0 0%	3 6%
Q9 - IMPORTANCE OF: CLEANLINESS					
VERY IMPORTANT	313 83%	194 93%	56 84%	29 57%	34 67%
SOMEWHAT IMPORTANT	48 13%	12 6%	10 15%	17 33%	9 18%
JUST SLIGHTLY IMPORTANT	13 3%	2 1%	1 1%	5 10%	5 10%
NOT AT ALL IMPORTANT	4 1%	1 0%	0 0%	0 0%	3 6%
Q10 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	294 78%	185 89%	52 78%	25 49%	32 63%
SOMEWHAT IMPORTANT	57 15%	15 7%	13 19%	19 37%	10 20%
JUST SLIGHTLY IMPORTANT	20 5%	5 2%	2 3%	7 14%	6 12%
NOT AT ALL IMPORTANT	7 2%	4 2%	0 0%	0 0%	3 6%
Q11 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS					
VERY IMPORTANT	279 74%	179 86%	49 73%	22 43%	29 57%
SOMEWHAT IMPORTANT	70 19%	27 13%	14 21%	19 37%	10 20%
JUST SLIGHTLY IMPORTANT	23 6%	2 1%	4 6%	9 18%	8 16%
NOT AT ALL IMPORTANT	6 2%	1 0%	0 0%	1 2%	4 8%
Q12 - IMPORTANCE OF: GOOD COMMUNICATION					
VERY IMPORTANT	250 66%	170 81%	39 58%	17 33%	24 47%
SOMEWHAT IMPORTANT	74 20%	28 13%	21 31%	17 33%	8 16%
JUST SLIGHTLY IMPORTANT	42 11%	10 5%	6 9%	14 27%	12 24%
NOT AT ALL IMPORTANT	12 3%	1 0%	1 1%	3 6%	7 14%

Q4. ATTEND A PERFORMANCE, LIVE THEATER, LIVE MUSIC EVENT

	TOTAL	QUESTION 4			
		VERY LIKELY	SMWHT LIKELY	SLIGHTLY LIKELY	NOT AT ALL LIKELY
BASE - TOTAL RESPONDENTS	378 100%	146 100%	88 100%	60 100%	84 100%
Q1 - LIKELY TO: STROLL/WALK AROUND					
VERY LIKELY	255 67%	122 84%	46 52%	29 48%	58 69%
SOMEWHAT LIKELY	61 16%	15 10%	24 27%	14 23%	8 10%
SLIGHTLY LIKELY	44 12%	8 5%	14 16%	11 18%	11 13%
NOT AT ALL LIKELY	18 5%	1 1%	4 5%	6 10%	7 8%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT					
VERY LIKELY	192 51%	122 84%	33 38%	10 17%	27 32%
SOMEWHAT LIKELY	97 26%	16 11%	41 47%	25 42%	15 18%
SLIGHTLY LIKELY	54 14%	6 4%	10 11%	23 38%	15 18%
NOT AT ALL LIKELY	35 9%	2 1%	4 5%	2 3%	27 32%
Q3 - LIKELY TO: SHOP					
VERY LIKELY	209 55%	121 83%	35 40%	15 25%	38 45%
SOMEWHAT LIKELY	67 18%	14 10%	32 36%	12 20%	9 11%
SLIGHTLY LIKELY	51 13%	6 4%	14 16%	22 37%	9 11%
NOT AT ALL LIKELY	51 13%	5 3%	7 8%	11 18%	28 33%
Q4 - LIKELY TO: ATTEND A PERFORM., LIVE THEATER, MUSIC					
VERY LIKELY	146 39%	146 100%	0 0%	0 0%	0 0%
SOMEWHAT LIKELY	88 23%	0 0%	88 100%	0 0%	0 0%
SLIGHTLY LIKELY	60 16%	0 0%	0 0%	60 100%	0 0%
NOT AT ALL LIKELY	84 22%	0 0%	0 0%	0 0%	84 100%
Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS					
VERY LIKELY	186 49%	110 75%	36 41%	12 20%	28 33%
SOMEWHAT LIKELY	69 18%	22 15%	31 35%	8 13%	8 10%
SLIGHTLY LIKELY	51 13%	7 5%	10 11%	24 40%	10 12%
NOT AT ALL LIKELY	72 19%	7 5%	11 13%	16 27%	38 45%
Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT					
VERY LIKELY	72 19%	47 32%	17 19%	5 8%	3 4%
SOMEWHAT LIKELY	17 4%	10 7%	5 6%	2 3%	0 0%
SLIGHTLY LIKELY	27 7%	14 10%	8 9%	3 5%	2 2%
NOT AT ALL LIKELY	262	75	58	50	79

Q7 - LIKELY TO: ATTEND A FESTIVAL/SPECIAL EVENT	69%	51%	66%	83%	94%
VERY LIKELY	174 46%	134 92%	19 22%	9 15%	12 14%
SOMEWHAT LIKELY	79 21%	7 5%	59 67%	5 8%	8 10%
SLIGHTLY LIKELY	58 15%	1 1%	3 3%	44 73%	10 12%
NOT AT ALL LIKELY	67 18%	4 3%	7 8%	2 3%	54 64%
Q8 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	300 79%	130 89%	72 82%	35 58%	63 75%
SOMEWHAT IMPORTANT	55 15%	12 8%	12 14%	18 30%	13 15%
JUST SLIGHTLY IMPORTANT	15 4%	1 1%	2 2%	7 12%	5 6%
NOT AT ALL IMPORTANT	8 2%	3 2%	2 2%	0 0%	3 4%
Q9 - IMPORTANCE OF: CLEANLINESS					
VERY IMPORTANT	313 83%	142 97%	72 82%	37 62%	62 74%
SOMEWHAT IMPORTANT	48 13%	3 2%	13 15%	18 30%	14 17%
JUST SLIGHTLY IMPORTANT	13 3%	1 1%	2 2%	5 8%	5 6%
NOT AT ALL IMPORTANT	4 1%	0 0%	1 1%	0 0%	3 4%
Q10 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	294 78%	137 94%	67 76%	34 57%	56 67%
SOMEWHAT IMPORTANT	57 15%	5 3%	16 18%	20 33%	16 19%
JUST SLIGHTLY IMPORTANT	20 5%	3 2%	4 5%	6 10%	7 8%
NOT AT ALL IMPORTANT	7 2%	1 1%	1 1%	0 0%	5 6%
Q11 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS					
VERY IMPORTANT	279 74%	135 92%	64 73%	30 50%	50 60%
SOMEWHAT IMPORTANT	70 19%	10 7%	19 22%	20 33%	21 25%
JUST SLIGHTLY IMPORTANT	23 6%	1 1%	5 6%	10 17%	7 8%
NOT AT ALL IMPORTANT	6 2%	0 0%	0 0%	0 0%	6 7%
Q12 - IMPORTANCE OF: GOOD COMMUNICATION					
VERY IMPORTANT	250 66%	123 84%	54 61%	27 45%	46 55%
SOMEWHAT IMPORTANT	74 20%	18 12%	24 27%	13 22%	19 23%
JUST SLIGHTLY IMPORTANT	42 11%	5 3%	8 9%	19 32%	10 12%
NOT AT ALL IMPORTANT	12 3%	0 0%	2 2%	1 2%	9 11%

Q5. CONDUCT PERSONAL BUSINESS LIKE A VISIT A BANK, BEAUTY SALON, TAILOR, DRY CLEANER

	TOTAL	QUESTION 5			
		VERY LIKELY	SMWHT LIKELY	SLGHTLY LIKELY	NOT AT ALL LIKELY
BASE - TOTAL RESPONDENTS	378 100%	186 100%	69 100%	51 100%	72 100%
Q1 - LIKELY TO: STROLL/WALK AROUND					
VERY LIKELY	255 67%	143 77%	45 65%	26 51%	41 57%
SOMEWHAT LIKELY	61 16%	16 9%	18 26%	14 27%	13 18%
SLIGHTLY LIKELY	44 12%	18 10%	5 7%	7 14%	14 19%
NOT AT ALL LIKELY	18 5%	9 5%	1 1%	4 8%	4 6%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT					
VERY LIKELY	192 51%	139 75%	28 41%	9 18%	16 22%
SOMEWHAT LIKELY	97 26%	28 15%	34 49%	16 31%	19 26%
SLIGHTLY LIKELY	54 14%	8 4%	4 6%	25 49%	17 24%
NOT AT ALL LIKELY	35 9%	11 6%	3 4%	1 2%	20 28%
Q3 - LIKELY TO: SHOP					
VERY LIKELY	209 55%	153 82%	23 33%	10 20%	23 32%
SOMEWHAT LIKELY	67 18%	16 9%	33 48%	11 22%	7 10%
SLIGHTLY LIKELY	51 13%	7 4%	10 14%	22 43%	12 17%
NOT AT ALL LIKELY	51 13%	10 5%	3 4%	8 16%	30 42%
Q4 - LIKELY TO: ATTEND A PERFORM., LIVE THEATER, MUSIC					
VERY LIKELY	146 39%	110 59%	22 32%	7 14%	7 10%
SOMEWHAT LIKELY	88 23%	36 19%	31 45%	10 20%	11 15%
SLIGHTLY LIKELY	60 16%	12 6%	8 12%	24 47%	16 22%
NOT AT ALL LIKELY	84 22%	28 15%	8 12%	10 20%	38 53%
Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS					
VERY LIKELY	186 49%	186 100%	0 0%	0 0%	0 0%
SOMEWHAT LIKELY	69 18%	0 0%	69 100%	0 0%	0 0%
SLIGHTLY LIKELY	51 13%	0 0%	0 0%	51 100%	0 0%
NOT AT ALL LIKELY	72 19%	0 0%	0 0%	0 0%	72 100%
Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT					
VERY LIKELY	72 19%	67 36%	4 6%	0 0%	1 1%
SOMEWHAT LIKELY	17 4%	8 4%	8 12%	1 2%	0 0%
SLIGHTLY LIKELY	27 7%	9 5%	13 19%	4 8%	1 1%
NOT AT ALL LIKELY	262	102	44	46	70

	69%	55%	64%	90%	97%
Q7 - LIKELY TO: ATTEND A FESTIVAL/SPECIAL EVENT					
VERY LIKELY	174 46%	122 66%	28 41%	12 24%	12 17%
SOMEWHAT LIKELY	79 21%	33 18%	27 39%	7 14%	12 17%
SLIGHTLY LIKELY	58 15%	13 7%	7 10%	24 47%	14 19%
NOT AT ALL LIKELY	67 18%	18 10%	7 10%	8 16%	34 47%
Q8 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	300 79%	172 92%	56 81%	29 57%	43 60%
SOMEWHAT IMPORTANT	55 15%	8 4%	12 17%	13 25%	22 31%
JUST SLIGHTLY IMPORTANT	15 4%	1 1%	1 1%	8 16%	5 7%
NOT AT ALL IMPORTANT	8 2%	5 3%	0 0%	1 2%	2 3%
Q9 - IMPORTANCE OF: CLEANLINESS					
VERY IMPORTANT	313 83%	178 96%	56 81%	33 65%	46 64%
SOMEWHAT IMPORTANT	48 13%	6 3%	11 16%	11 22%	20 28%
JUST SLIGHTLY IMPORTANT	13 3%	1 1%	2 3%	6 12%	4 6%
NOT AT ALL IMPORTANT	4 1%	1 1%	0 0%	1 2%	2 3%
Q10 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	294 78%	172 92%	50 72%	31 61%	41 57%
SOMEWHAT IMPORTANT	57 15%	8 4%	15 22%	11 22%	23 32%
JUST SLIGHTLY IMPORTANT	20 5%	4 2%	2 3%	8 16%	6 8%
NOT AT ALL IMPORTANT	7 2%	2 1%	2 3%	1 2%	2 3%
Q11 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS					
VERY IMPORTANT	279 74%	164 88%	52 75%	23 45%	40 56%
SOMEWHAT IMPORTANT	70 19%	17 9%	13 19%	19 37%	21 29%
JUST SLIGHTLY IMPORTANT	23 6%	3 2%	4 6%	8 16%	8 11%
NOT AT ALL IMPORTANT	6 2%	2 1%	0 0%	1 2%	3 4%
Q12 - IMPORTANCE OF: GOOD COMMUNICATION					
VERY IMPORTANT	250 66%	152 82%	41 59%	19 37%	38 53%
SOMEWHAT IMPORTANT	74 20%	24 13%	20 29%	14 27%	16 22%
JUST SLIGHTLY IMPORTANT	42 11%	8 4%	7 10%	15 29%	12 17%
NOT AT ALL IMPORTANT	12 3%	2 1%	1 1%	3 6%	6 8%

Q6. PAY TO PARK YOUR CAR IN THE DISTRICT

	TOTAL	QUESTION 6			
		VERY LIKELY	SOMEWHAT LIKELY	SLIGHTLY LIKELY	NOT AT ALL LIKELY
BASE - TOTAL RESPONDENTS	378 100%	72 100%	17 100%	27 100%	262 100%
Q1 - LIKELY TO: STROLL/WALK AROUND					
VERY LIKELY	255 67%	44 61%	11 65%	16 59%	184 70%
SOMEWHAT LIKELY	61 16%	12 17%	4 24%	8 30%	37 14%
SLIGHTLY LIKELY	44 12%	9 13%	1 6%	2 7%	32 12%
NOT AT ALL LIKELY	18 5%	7 10%	1 6%	1 4%	9 3%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT					
VERY LIKELY	192 51%	56 78%	11 65%	15 56%	110 42%
SOMEWHAT LIKELY	97 26%	12 17%	5 29%	12 44%	68 26%
SLIGHTLY LIKELY	54 14%	4 6%	0 0%	0 0%	50 19%
NOT AT ALL LIKELY	35 9%	0 0%	1 6%	0 0%	34 13%
Q3 - LIKELY TO: SHOP					
VERY LIKELY	209 55%	57 79%	10 59%	15 56%	127 48%
SOMEWHAT LIKELY	67 18%	8 11%	2 12%	8 30%	49 19%
SLIGHTLY LIKELY	51 13%	4 6%	4 24%	4 15%	39 15%
NOT AT ALL LIKELY	51 13%	3 4%	1 6%	0 0%	47 18%
Q4 - LIKELY TO: ATTEND A PERFORM., LIVE THEATER, MUSIC					
VERY LIKELY	146 39%	47 65%	10 59%	14 52%	75 29%
SOMEWHAT LIKELY	88 23%	17 24%	5 29%	8 30%	58 22%
SLIGHTLY LIKELY	60 16%	5 7%	2 12%	3 11%	50 19%
NOT AT ALL LIKELY	84 22%	3 4%	0 0%	2 7%	79 30%
Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS					
VERY LIKELY	186 49%	67 93%	8 47%	9 33%	102 39%
SOMEWHAT LIKELY	69 18%	4 6%	8 47%	13 48%	44 17%
SLIGHTLY LIKELY	51 13%	0 0%	1 6%	4 15%	46 18%
NOT AT ALL LIKELY	72 19%	1 1%	0 0%	1 4%	70 27%
Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT					
VERY LIKELY	72 19%	72 100%	0 0%	0 0%	0 0%
SOMEWHAT LIKELY	17 4%	0 0%	17 100%	0 0%	0 0%
SLIGHTLY LIKELY	27 7%	0 0%	0 0%	27 100%	0 0%
NOT AT ALL LIKELY	262	0	0	0	262

Q7 - LIKELY TO: ATTEND A FESTIVAL/SPECIAL EVENT	69%	0%	0%	0%	100%
VERY LIKELY	174	47	11	16	100
	46%	65%	65%	59%	38%
SOMEWHAT LIKELY	79	17	4	9	49
	21%	24%	24%	33%	19%
SLIGHTLY LIKELY	58	5	2	2	49
	15%	7%	12%	7%	19%
NOT AT ALL LIKELY	67	3	0	0	64
	18%	4%	0%	0%	24%
Q8 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	300	66	16	25	193
	79%	92%	94%	93%	74%
SOMEWHAT IMPORTANT	55	6	1	2	46
	15%	8%	6%	7%	18%
JUST SLIGHTLY IMPORTANT	15	0	0	0	15
	4%	0%	0%	0%	6%
NOT AT ALL IMPORTANT	8	0	0	0	8
	2%	0%	0%	0%	3%
Q9 - IMPORTANCE OF: CLEANLINESS					
VERY IMPORTANT	313	68	16	23	206
	83%	94%	94%	85%	79%
SOMEWHAT IMPORTANT	48	4	1	4	39
	13%	6%	6%	15%	15%
JUST SLIGHTLY IMPORTANT	13	0	0	0	13
	3%	0%	0%	0%	5%
NOT AT ALL IMPORTANT	4	0	0	0	4
	1%	0%	0%	0%	2%
Q10 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	294	67	14	23	190
	78%	93%	82%	85%	73%
SOMEWHAT IMPORTANT	57	4	1	3	49
	15%	6%	6%	11%	19%
JUST SLIGHTLY IMPORTANT	20	1	2	1	16
	5%	1%	12%	4%	6%
NOT AT ALL IMPORTANT	7	0	0	0	7
	2%	0%	0%	0%	3%
Q11 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS					
VERY IMPORTANT	279	69	12	22	176
	74%	96%	71%	81%	67%
SOMEWHAT IMPORTANT	70	3	4	5	58
	19%	4%	24%	19%	22%
JUST SLIGHTLY IMPORTANT	23	0	1	0	22
	6%	0%	6%	0%	8%
NOT AT ALL IMPORTANT	6	0	0	0	6
	2%	0%	0%	0%	2%
Q12 - IMPORTANCE OF: GOOD COMMUNICATION					
VERY IMPORTANT	250	60	11	20	159
	66%	83%	65%	74%	61%
SOMEWHAT IMPORTANT	74	11	6	6	51
	20%	15%	35%	22%	19%
JUST SLIGHTLY IMPORTANT	42	1	0	1	40
	11%	1%	0%	4%	15%
NOT AT ALL IMPORTANT	12	0	0	0	12
	3%	0%	0%	0%	5%

Q7. ATTEND A FESTIVAL OR SPECIAL EVENT

	TOTAL	QUESTION 7			
		VERY LIKELY	SMWHT LIKELY	SLIGHTLY LIKELY	NOT AT ALL LIKELY
BASE - TOTAL RESPONDENTS	378 100%	174 100%	79 100%	58 100%	67 100%
Q1 - LIKELY TO: STROLL/WALK AROUND					
VERY LIKELY	255 67%	143 82%	40 51%	24 41%	48 72%
SOMEWHAT LIKELY	61 16%	20 11%	20 25%	12 21%	9 13%
SLIGHTLY LIKELY	44 12%	10 6%	13 16%	14 24%	7 10%
NOT AT ALL LIKELY	18 5%	1 1%	6 8%	8 14%	3 4%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT					
VERY LIKELY	192 51%	134 77%	28 35%	8 14%	22 33%
SOMEWHAT LIKELY	97 26%	27 16%	40 51%	19 33%	11 16%
SLIGHTLY LIKELY	54 14%	7 4%	9 11%	27 47%	11 16%
NOT AT ALL LIKELY	35 9%	6 3%	2 3%	4 7%	23 34%
Q3 - LIKELY TO: SHOP					
VERY LIKELY	209 55%	140 80%	31 39%	9 16%	29 43%
SOMEWHAT LIKELY	67 18%	20 11%	27 34%	9 16%	11 16%
SLIGHTLY LIKELY	51 13%	6 3%	17 22%	22 38%	6 9%
NOT AT ALL LIKELY	51 13%	8 5%	4 5%	18 31%	21 31%
Q4 - LIKELY TO: ATTEND A PERFORM., LIVE THEATER, MUSIC					
VERY LIKELY	146 39%	134 77%	7 9%	1 2%	4 6%
SOMEWHAT LIKELY	88 23%	19 11%	59 75%	3 5%	7 10%
SLIGHTLY LIKELY	60 16%	9 5%	5 6%	44 76%	2 3%
NOT AT ALL LIKELY	84 22%	12 7%	8 10%	10 17%	54 81%
Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS					
VERY LIKELY	186 49%	122 70%	33 42%	13 22%	18 27%
SOMEWHAT LIKELY	69 18%	28 16%	27 34%	7 12%	7 10%
SLIGHTLY LIKELY	51 13%	12 7%	7 9%	24 41%	8 12%
NOT AT ALL LIKELY	72 19%	12 7%	12 15%	14 24%	34 51%
Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT					
VERY LIKELY	72 19%	47 27%	17 22%	5 9%	3 4%
SOMEWHAT LIKELY	17 4%	11 6%	4 5%	2 3%	0 0%
SLIGHTLY LIKELY	27 7%	16 9%	9 11%	2 3%	0 0%
NOT AT ALL LIKELY	262	100	49	49	64

	69%	57%	62%	84%	96%
Q7 - LIKELY TO: ATTEND A FESTIVAL/SPECIAL EVENT					
VERY LIKELY	174 46%	174 100%	0 0%	0 0%	0 0%
SOMEWHAT LIKELY	79 21%	0 0%	79 100%	0 0%	0 0%
SLIGHTLY LIKELY	58 15%	0 0%	0 0%	58 100%	0 0%
NOT AT ALL LIKELY	67 18%	0 0%	0 0%	0 0%	67 100%
Q8 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	300 79%	154 89%	63 80%	36 62%	47 70%
SOMEWHAT IMPORTANT	55 15%	14 8%	13 16%	15 26%	13 19%
JUST SLIGHTLY IMPORTANT	15 4%	1 1%	3 4%	7 12%	4 6%
NOT AT ALL IMPORTANT	8 2%	5 3%	0 0%	0 0%	3 4%
Q9 - IMPORTANCE OF: CLEANLINESS					
VERY IMPORTANT	313 83%	165 95%	63 80%	36 62%	49 73%
SOMEWHAT IMPORTANT	48 13%	7 4%	14 18%	17 29%	10 15%
JUST SLIGHTLY IMPORTANT	13 3%	1 1%	2 3%	5 9%	5 7%
NOT AT ALL IMPORTANT	4 1%	1 1%	0 0%	0 0%	3 4%
Q10 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	294 78%	162 93%	56 71%	34 59%	42 63%
SOMEWHAT IMPORTANT	57 15%	7 4%	19 24%	18 31%	13 19%
JUST SLIGHTLY IMPORTANT	20 5%	3 2%	4 5%	6 10%	7 10%
NOT AT ALL IMPORTANT	7 2%	2 1%	0 0%	0 0%	5 7%
Q11 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS					
VERY IMPORTANT	279 74%	157 90%	52 66%	29 50%	41 61%
SOMEWHAT IMPORTANT	70 19%	15 9%	23 29%	18 31%	14 21%
JUST SLIGHTLY IMPORTANT	23 6%	2 1%	4 5%	11 19%	6 9%
NOT AT ALL IMPORTANT	6 2%	0 0%	0 0%	0 0%	6 9%
Q12 - IMPORTANCE OF: GOOD COMMUNICATION					
VERY IMPORTANT	250 66%	145 83%	40 51%	26 45%	39 58%
SOMEWHAT IMPORTANT	74 20%	22 13%	29 37%	12 21%	11 16%
JUST SLIGHTLY IMPORTANT	42 11%	6 3%	8 10%	17 29%	11 16%
NOT AT ALL IMPORTANT	12 3%	1 1%	2 3%	3 5%	6 9%

Q8. SAFETY, LIKE EXTRA SECURITY

	TOTAL	QUESTION 8			
		VERY LIKELY	SMWHT LIKELY	SLGHTLY LIKELY	NOT AT ALL LIKELY
BASE - TOTAL RESPONDENTS	378 100%	300 100%	55 100%	15 100%	8 100%
Q1 - LIKELY TO: STROLL/WALK AROUND					
VERY LIKELY	255 67%	214 71%	27 49%	7 47%	7 88%
SOMEWHAT LIKELY	61 16%	45 15%	12 22%	4 27%	0 0%
SLIGHTLY LIKELY	44 12%	26 9%	13 24%	4 27%	1 13%
NOT AT ALL LIKELY	18 5%	15 5%	3 5%	0 0%	0 0%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT					
VERY LIKELY	192 51%	169 56%	18 33%	0 0%	5 63%
SOMEWHAT LIKELY	97 26%	76 25%	18 33%	3 20%	0 0%
SLIGHTLY LIKELY	54 14%	31 10%	14 25%	9 60%	0 0%
NOT AT ALL LIKELY	35 9%	24 8%	5 9%	3 20%	3 38%
Q3 - LIKELY TO: SHOP					
VERY LIKELY	209 55%	185 62%	19 35%	0 0%	5 63%
SOMEWHAT LIKELY	67 18%	55 18%	10 18%	2 13%	0 0%
SLIGHTLY LIKELY	51 13%	27 9%	16 29%	8 53%	0 0%
NOT AT ALL LIKELY	51 13%	33 11%	10 18%	5 33%	3 38%
Q4 - LIKELY TO: ATTEND A PERFORM., LIVE THEATER, MUSIC					
VERY LIKELY	146 39%	130 43%	12 22%	1 7%	3 38%
SOMEWHAT LIKELY	88 23%	72 24%	12 22%	2 13%	2 25%
SLIGHTLY LIKELY	60 16%	35 12%	18 33%	7 47%	0 0%
NOT AT ALL LIKELY	84 22%	63 21%	13 24%	5 33%	3 38%
Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS					
VERY LIKELY	186 49%	172 57%	8 15%	1 7%	5 63%
SOMEWHAT LIKELY	69 18%	56 19%	12 22%	1 7%	0 0%
SLIGHTLY LIKELY	51 13%	29 10%	13 24%	8 53%	1 13%
NOT AT ALL LIKELY	72 19%	43 14%	22 40%	5 33%	2 25%
Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT					
VERY LIKELY	72 19%	66 22%	6 11%	0 0%	0 0%
SOMEWHAT LIKELY	17 4%	16 5%	1 2%	0 0%	0 0%
SLIGHTLY LIKELY	27 7%	25 8%	2 4%	0 0%	0 0%
NOT AT ALL LIKELY	262	193	46	15	8

Q7 - LIKELY TO: ATTEND A FESTIVAL/SPECIAL EVENT	69%	64%	84%	100%	100%
VERY LIKELY	174 46%	154 51%	14 25%	1 7%	5 63%
SOMEWHAT LIKELY	79 21%	63 21%	13 24%	3 20%	0 0%
SLIGHTLY LIKELY	58 15%	36 12%	15 27%	7 47%	0 0%
NOT AT ALL LIKELY	67 18%	47 16%	13 24%	4 27%	3 38%
Q8 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	300 79%	300 100%	0 0%	0 0%	0 0%
SOMEWHAT IMPORTANT	55 15%	0 0%	55 100%	0 0%	0 0%
JUST SLIGHTLY IMPORTANT	15 4%	0 0%	0 0%	15 100%	0 0%
NOT AT ALL IMPORTANT	8 2%	0 0%	0 0%	0 0%	8 100%
Q9 - IMPORTANCE OF: CLEANLINESS					
VERY IMPORTANT	313 83%	287 96%	20 36%	2 13%	4 50%
SOMEWHAT IMPORTANT	48 13%	13 4%	33 60%	2 13%	0 0%
JUST SLIGHTLY IMPORTANT	13 3%	0 0%	2 4%	11 73%	0 0%
NOT AT ALL IMPORTANT	4 1%	0 0%	0 0%	0 0%	4 50%
Q10 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	294 78%	272 91%	16 29%	2 13%	4 50%
SOMEWHAT IMPORTANT	57 15%	22 7%	33 60%	2 13%	0 0%
JUST SLIGHTLY IMPORTANT	20 5%	5 2%	4 7%	11 73%	0 0%
NOT AT ALL IMPORTANT	7 2%	1 0%	2 4%	0 0%	4 50%
Q11 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS					
VERY IMPORTANT	279 74%	257 86%	15 27%	2 13%	5 63%
SOMEWHAT IMPORTANT	70 19%	37 12%	32 58%	1 7%	0 0%
JUST SLIGHTLY IMPORTANT	23 6%	4 1%	8 15%	11 73%	0 0%
NOT AT ALL IMPORTANT	6 2%	2 1%	0 0%	1 7%	3 38%
Q12 - IMPORTANCE OF: GOOD COMMUNICATION					
VERY IMPORTANT	250 66%	230 77%	14 25%	1 7%	5 63%
SOMEWHAT IMPORTANT	74 20%	52 17%	22 40%	0 0%	0 0%
JUST SLIGHTLY IMPORTANT	42 11%	14 5%	15 27%	13 87%	0 0%
NOT AT ALL IMPORTANT	12 3%	4 1%	4 7%	1 7%	3 38%

Q9. CLEANLINESS, LIKE EXTRA TRASH PICK-UP, STEAM CLEANING AND GRAFFITI REMOVAL

	TOTAL	QUESTION 9			
		VERY LIKELY	SMWHT LIKELY	SLIGHTLY LIKELY	NOT AT ALL LIKELY
BASE - TOTAL RESPONDENTS	378 100%	313 100%	48 100%	13 100%	4 100%
Q1 - LIKELY TO: STROLL/WALK AROUND					
VERY LIKELY	255 67%	225 72%	22 46%	5 38%	3 75%
SOMEWHAT LIKELY	61 16%	45 14%	11 23%	5 38%	0 0%
SLIGHTLY LIKELY	44 12%	28 9%	12 25%	3 23%	1 25%
NOT AT ALL LIKELY	18 5%	15 5%	3 6%	0 0%	0 0%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT					
VERY LIKELY	192 51%	178 57%	12 25%	1 8%	1 25%
SOMEWHAT LIKELY	97 26%	74 24%	21 44%	2 15%	0 0%
SLIGHTLY LIKELY	54 14%	37 12%	10 21%	7 54%	0 0%
NOT AT ALL LIKELY	35 9%	24 8%	5 10%	3 23%	3 75%
Q3 - LIKELY TO: SHOP					
VERY LIKELY	209 55%	194 62%	12 25%	2 15%	1 25%
SOMEWHAT LIKELY	67 18%	56 18%	10 21%	1 8%	0 0%
SLIGHTLY LIKELY	51 13%	29 9%	17 35%	5 38%	0 0%
NOT AT ALL LIKELY	51 13%	34 11%	9 19%	5 38%	3 75%
Q4 - LIKELY TO: ATTEND A PERFORM., LIVE THEATER, MUSIC					
VERY LIKELY	146 39%	142 45%	3 6%	1 8%	0 0%
SOMEWHAT LIKELY	88 23%	72 23%	13 27%	2 15%	1 25%
SLIGHTLY LIKELY	60 16%	37 12%	18 38%	5 38%	0 0%
NOT AT ALL LIKELY	84 22%	62 20%	14 29%	5 38%	3 75%
Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS					
VERY LIKELY	186 49%	178 57%	6 13%	1 8%	1 25%
SOMEWHAT LIKELY	69 18%	56 18%	11 23%	2 15%	0 0%
SLIGHTLY LIKELY	51 13%	33 11%	11 23%	6 46%	1 25%
NOT AT ALL LIKELY	72 19%	46 15%	20 42%	4 31%	2 50%
Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT					
VERY LIKELY	72 19%	68 22%	4 8%	0 0%	0 0%
SOMEWHAT LIKELY	17 4%	16 5%	1 2%	0 0%	0 0%
SLIGHTLY LIKELY	27 7%	23 7%	4 8%	0 0%	0 0%
NOT AT ALL LIKELY	262	206	39	13	4

Q7 - LIKELY TO: ATTEND A FESTIVAL/SPECIAL EVENT	69%	66%	81%	100%	100%
VERY LIKELY	174 46%	165 53%	7 15%	1 8%	1 25%
SOMEWHAT LIKELY	79 21%	63 20%	14 29%	2 15%	0 0%
SLIGHTLY LIKELY	58 15%	36 12%	17 35%	5 38%	0 0%
NOT AT ALL LIKELY	67 18%	49 16%	10 21%	5 38%	3 75%
Q8 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	300 79%	287 92%	13 27%	0 0%	0 0%
SOMEWHAT IMPORTANT	55 15%	20 6%	33 69%	2 15%	0 0%
JUST SLIGHTLY IMPORTANT	15 4%	2 1%	2 4%	11 85%	0 0%
NOT AT ALL IMPORTANT	8 2%	4 1%	0 0%	0 0%	4 100%
Q9 - IMPORTANCE OF: CLEANLINESS					
VERY IMPORTANT	313 83%	313 100%	0 0%	0 0%	0 0%
SOMEWHAT IMPORTANT	48 13%	0 0%	48 100%	0 0%	0 0%
JUST SLIGHTLY IMPORTANT	13 3%	0 0%	0 0%	13 100%	0 0%
NOT AT ALL IMPORTANT	4 1%	0 0%	0 0%	0 0%	4 100%
Q10 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	294 78%	289 92%	5 10%	0 0%	0 0%
SOMEWHAT IMPORTANT	57 15%	18 6%	39 81%	0 0%	0 0%
JUST SLIGHTLY IMPORTANT	20 5%	5 2%	4 8%	11 85%	0 0%
NOT AT ALL IMPORTANT	7 2%	1 0%	0 0%	2 15%	4 100%
Q11 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS					
VERY IMPORTANT	279 74%	270 86%	7 15%	1 8%	1 25%
SOMEWHAT IMPORTANT	70 19%	37 12%	32 67%	1 8%	0 0%
JUST SLIGHTLY IMPORTANT	23 6%	6 2%	7 15%	10 77%	0 0%
NOT AT ALL IMPORTANT	6 2%	0 0%	2 4%	1 8%	3 75%
Q12 - IMPORTANCE OF: GOOD COMMUNICATION					
VERY IMPORTANT	250 66%	237 76%	11 23%	1 8%	1 25%
SOMEWHAT IMPORTANT	74 20%	54 17%	20 42%	0 0%	0 0%
JUST SLIGHTLY IMPORTANT	42 11%	19 6%	12 25%	11 85%	0 0%
NOT AT ALL IMPORTANT	12 3%	3 1%	5 10%	1 8%	3 75%

Q10. APPEARANCE, LIKE PLANTS, FLOWERS AND LANDSCAPING

	TOTAL	QUESTION 10			
		VERY LIKELY	SMWHT LIKELY	SLIGHTLY LIKELY	NOT AT ALL LIKELY
BASE - TOTAL RESPONDENTS	378 100%	294 100%	57 100%	20 100%	7 100%
Q1 - LIKELY TO: STROLL/WALK AROUND					
VERY LIKELY	255 67%	209 71%	33 58%	8 40%	5 71%
SOMEWHAT LIKELY	61 16%	43 15%	10 18%	7 35%	1 14%
SLIGHTLY LIKELY	44 12%	27 9%	11 19%	5 25%	1 14%
NOT AT ALL LIKELY	18 5%	15 5%	3 5%	0 0%	0 0%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT					
VERY LIKELY	192 51%	166 56%	17 30%	6 30%	3 43%
SOMEWHAT LIKELY	97 26%	70 24%	23 40%	4 20%	0 0%
SLIGHTLY LIKELY	54 14%	33 11%	13 23%	8 40%	0 0%
NOT AT ALL LIKELY	35 9%	25 9%	4 7%	2 10%	4 57%
Q3 - LIKELY TO: SHOP					
VERY LIKELY	209 55%	185 63%	15 26%	5 25%	4 57%
SOMEWHAT LIKELY	67 18%	52 18%	13 23%	2 10%	0 0%
SLIGHTLY LIKELY	51 13%	25 9%	19 33%	7 35%	0 0%
NOT AT ALL LIKELY	51 13%	32 11%	10 18%	6 30%	3 43%
Q4 - LIKELY TO: ATTEND A PERFORM., LIVE THEATER, MUSIC					
VERY LIKELY	146 39%	137 47%	5 9%	3 15%	1 14%
SOMEWHAT LIKELY	88 23%	67 23%	16 28%	4 20%	1 14%
SLIGHTLY LIKELY	60 16%	34 12%	20 35%	6 30%	0 0%
NOT AT ALL LIKELY	84 22%	56 19%	16 28%	7 35%	5 71%
Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS					
VERY LIKELY	186 49%	172 59%	8 14%	4 20%	2 29%
SOMEWHAT LIKELY	69 18%	50 17%	15 26%	2 10%	2 29%
SLIGHTLY LIKELY	51 13%	31 11%	11 19%	8 40%	1 14%
NOT AT ALL LIKELY	72 19%	41 14%	23 40%	6 30%	2 29%
Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT					
VERY LIKELY	72 19%	67 23%	4 7%	1 5%	0 0%
SOMEWHAT LIKELY	17 4%	14 5%	1 2%	2 10%	0 0%
SLIGHTLY LIKELY	27 7%	23 8%	3 5%	1 5%	0 0%
NOT AT ALL LIKELY	262 69%	190 50%	49 14%	16 5%	7 2%

Q7 - LIKELY TO: ATTEND A FESTIVAL/SPECIAL EVENT	69%	65%	86%	80%	100%
VERY LIKELY	174 46%	162 55%	7 12%	3 15%	2 29%
SOMEWHAT LIKELY	79 21%	56 19%	19 33%	4 20%	0 0%
SLIGHTLY LIKELY	58 15%	34 12%	18 32%	6 30%	0 0%
NOT AT ALL LIKELY	67 18%	42 14%	13 23%	7 35%	5 71%
Q8 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	300 79%	272 93%	22 39%	5 25%	1 14%
SOMEWHAT IMPORTANT	55 15%	16 5%	33 58%	4 20%	2 29%
JUST SLIGHTLY IMPORTANT	15 4%	2 1%	2 4%	11 55%	0 0%
NOT AT ALL IMPORTANT	8 2%	4 1%	0 0%	0 0%	4 57%
Q9 - IMPORTANCE OF: CLEANLINESS					
VERY IMPORTANT	313 83%	289 98%	18 32%	5 25%	1 14%
SOMEWHAT IMPORTANT	48 13%	5 2%	39 68%	4 20%	0 0%
JUST SLIGHTLY IMPORTANT	13 3%	0 0%	0 0%	11 55%	2 29%
NOT AT ALL IMPORTANT	4 1%	0 0%	0 0%	0 0%	4 57%
Q10 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	294 78%	294 100%	0 0%	0 0%	0 0%
SOMEWHAT IMPORTANT	57 15%	0 0%	57 100%	0 0%	0 0%
JUST SLIGHTLY IMPORTANT	20 5%	0 0%	0 0%	20 100%	0 0%
NOT AT ALL IMPORTANT	7 2%	0 0%	0 0%	0 0%	7 100%
Q11 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS					
VERY IMPORTANT	279 74%	261 89%	11 19%	4 20%	3 43%
SOMEWHAT IMPORTANT	70 19%	29 10%	36 63%	4 20%	1 14%
JUST SLIGHTLY IMPORTANT	23 6%	3 1%	9 16%	11 55%	0 0%
NOT AT ALL IMPORTANT	6 2%	1 0%	1 2%	1 5%	3 43%
Q12 - IMPORTANCE OF: GOOD COMMUNICATION					
VERY IMPORTANT	250 66%	231 79%	12 21%	4 20%	3 43%
SOMEWHAT IMPORTANT	74 20%	46 16%	27 47%	1 5%	0 0%
JUST SLIGHTLY IMPORTANT	42 11%	14 5%	13 23%	14 70%	1 14%
NOT AT ALL IMPORTANT	12 3%	3 1%	5 9%	1 5%	3 43%

Q11. NEW BUSINESSES AND RESTAURANTS TO FILL EMPTY STOREFRONTS

	TOTAL	QUESTION 11			
		VERY LIKELY	SMWHT LIKELY	SLIGHTLY LIKELY	NOT AT ALL LIKELY
BASE - TOTAL RESPONDENTS	378 100%	279 100%	70 100%	23 100%	6 100%
Q1 - LIKELY TO: STROLL/WALK AROUND					
VERY LIKELY	255 67%	198 71%	43 61%	9 39%	5 83%
SOMEWHAT LIKELY	61 16%	40 14%	14 20%	7 30%	0 0%
SLIGHTLY LIKELY	44 12%	27 10%	10 14%	6 26%	1 17%
NOT AT ALL LIKELY	18 5%	14 5%	3 4%	1 4%	0 0%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT					
VERY LIKELY	192 51%	166 59%	24 34%	2 9%	0 0%
SOMEWHAT LIKELY	97 26%	63 23%	26 37%	8 35%	0 0%
SLIGHTLY LIKELY	54 14%	28 10%	14 20%	11 48%	1 17%
NOT AT ALL LIKELY	35 9%	22 8%	6 9%	2 9%	5 83%
Q3 - LIKELY TO: SHOP					
VERY LIKELY	209 55%	179 64%	27 39%	2 9%	1 17%
SOMEWHAT LIKELY	67 18%	49 18%	14 20%	4 17%	0 0%
SLIGHTLY LIKELY	51 13%	22 8%	19 27%	9 39%	1 17%
NOT AT ALL LIKELY	51 13%	29 10%	10 14%	8 35%	4 67%
Q4 - LIKELY TO: ATTEND A PERFORM., LIVE THEATER, MUSIC					
VERY LIKELY	146 39%	135 48%	10 14%	1 4%	0 0%
SOMEWHAT LIKELY	88 23%	64 23%	19 27%	5 22%	0 0%
SLIGHTLY LIKELY	60 16%	30 11%	20 29%	10 43%	0 0%
NOT AT ALL LIKELY	84 22%	50 18%	21 30%	7 30%	6 100%
Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS					
VERY LIKELY	186 49%	164 59%	17 24%	3 13%	2 33%
SOMEWHAT LIKELY	69 18%	52 19%	13 19%	4 17%	0 0%
SLIGHTLY LIKELY	51 13%	23 8%	19 27%	8 35%	1 17%
NOT AT ALL LIKELY	72 19%	40 14%	21 30%	8 35%	3 50%
Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT					
VERY LIKELY	72 19%	69 25%	3 4%	0 0%	0 0%
SOMEWHAT LIKELY	17 4%	12 4%	4 6%	1 4%	0 0%
SLIGHTLY LIKELY	27 7%	22 8%	5 7%	0 0%	0 0%
NOT AT ALL LIKELY	262	176	58	22	6

Q7 - LIKELY TO: ATTEND A FESTIVAL/SPECIAL EVENT	69%	63%	83%	96%	100%
VERY LIKELY	174 46%	157 56%	15 21%	2 9%	0 0%
SOMEWHAT LIKELY	79 21%	52 19%	23 33%	4 17%	0 0%
SLIGHTLY LIKELY	58 15%	29 10%	18 26%	11 48%	0 0%
NOT AT ALL LIKELY	67 18%	41 15%	14 20%	6 26%	6 100%
Q8 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	300 79%	257 92%	37 53%	4 17%	2 33%
SOMEWHAT IMPORTANT	55 15%	15 5%	32 46%	8 35%	0 0%
JUST SLIGHTLY IMPORTANT	15 4%	2 1%	1 1%	11 48%	1 17%
NOT AT ALL IMPORTANT	8 2%	5 2%	0 0%	0 0%	3 50%
Q9 - IMPORTANCE OF: CLEANLINESS					
VERY IMPORTANT	313 83%	270 97%	37 53%	6 26%	0 0%
SOMEWHAT IMPORTANT	48 13%	7 3%	32 46%	7 30%	2 33%
JUST SLIGHTLY IMPORTANT	13 3%	1 0%	1 1%	10 43%	1 17%
NOT AT ALL IMPORTANT	4 1%	1 0%	0 0%	0 0%	3 50%
Q10 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	294 78%	261 94%	29 41%	3 13%	1 17%
SOMEWHAT IMPORTANT	57 15%	11 4%	36 51%	9 39%	1 17%
JUST SLIGHTLY IMPORTANT	20 5%	4 1%	4 6%	11 48%	1 17%
NOT AT ALL IMPORTANT	7 2%	3 1%	1 1%	0 0%	3 50%
Q11 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS					
VERY IMPORTANT	279 74%	279 100%	0 0%	0 0%	0 0%
SOMEWHAT IMPORTANT	70 19%	0 0%	70 100%	0 0%	0 0%
JUST SLIGHTLY IMPORTANT	23 6%	0 0%	0 0%	23 100%	0 0%
NOT AT ALL IMPORTANT	6 2%	0 0%	0 0%	0 0%	6 100%
Q12 - IMPORTANCE OF: GOOD COMMUNICATION					
VERY IMPORTANT	250 66%	231 83%	15 21%	3 13%	1 17%
SOMEWHAT IMPORTANT	74 20%	34 12%	40 57%	0 0%	0 0%
JUST SLIGHTLY IMPORTANT	42 11%	12 4%	12 17%	18 78%	0 0%
NOT AT ALL IMPORTANT	12 3%	2 1%	3 4%	2 9%	5 83%

Q12. GOOD COMMUNICATION CHANNELS TO INFORM ME ABOUT THE LEIMERT PARK AND CRENSHAW CORRIDOR DISTRICT AND ITS OFFERINGS

	TOTAL	QUESTION 12			
		VERY LIKELY	SMWHT LIKELY	SLGHTLY LIKELY	NOT AT ALL LIKELY
BASE - TOTAL RESPONDENTS	378 100%	250 100%	74 100%	42 100%	12 100%
Q1 - LIKELY TO: STROLL/WALK AROUND					
VERY LIKELY	255 67%	189 76%	44 59%	16 38%	6 50%
SOMEWHAT LIKELY	61 16%	28 11%	18 24%	15 36%	0 0%
SLIGHTLY LIKELY	44 12%	22 9%	6 8%	11 26%	5 42%
NOT AT ALL LIKELY	18 5%	11 4%	6 8%	0 0%	1 8%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT					
VERY LIKELY	192 51%	152 61%	28 38%	11 26%	1 8%
SOMEWHAT LIKELY	97 26%	51 20%	31 42%	13 31%	2 17%
SLIGHTLY LIKELY	54 14%	26 10%	9 12%	15 36%	4 33%
NOT AT ALL LIKELY	35 9%	21 8%	6 8%	3 7%	5 42%
Q3 - LIKELY TO: SHOP					
VERY LIKELY	209 55%	170 68%	28 38%	10 24%	1 8%
SOMEWHAT LIKELY	67 18%	39 16%	21 28%	6 14%	1 8%
SLIGHTLY LIKELY	51 13%	17 7%	17 23%	14 33%	3 25%
NOT AT ALL LIKELY	51 13%	24 10%	8 11%	12 29%	7 58%
Q4 - LIKELY TO: ATTEND A PERFORM., LIVE THEATER, MUSIC					
VERY LIKELY	146 39%	123 49%	18 24%	5 12%	0 0%
SOMEWHAT LIKELY	88 23%	54 22%	24 32%	8 19%	2 17%
SLIGHTLY LIKELY	60 16%	27 11%	13 18%	19 45%	1 8%
NOT AT ALL LIKELY	84 22%	46 18%	19 26%	10 24%	9 75%
Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS					
VERY LIKELY	186 49%	152 61%	24 32%	8 19%	2 17%
SOMEWHAT LIKELY	69 18%	41 16%	20 27%	7 17%	1 8%
SLIGHTLY LIKELY	51 13%	19 8%	14 19%	15 36%	3 25%
NOT AT ALL LIKELY	72 19%	38 15%	16 22%	12 29%	6 50%
Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT					
VERY LIKELY	72 19%	60 24%	11 15%	1 2%	0 0%
SOMEWHAT LIKELY	17 4%	11 4%	6 8%	0 0%	0 0%
SLIGHTLY LIKELY	27 7%	20 8%	6 8%	1 2%	0 0%

NOT AT ALL LIKELY	262 69%	159 64%	51 69%	40 95%	12 100%
Q7 - LIKELY TO: ATTEND A FESTIVAL/SPECIAL EVENT					
VERY LIKELY	174 46%	145 58%	22 30%	6 14%	1 8%
SOMEWHAT LIKELY	79 21%	40 16%	29 39%	8 19%	2 17%
SLIGHTLY LIKELY	58 15%	26 10%	12 16%	17 40%	3 25%
NOT AT ALL LIKELY	67 18%	39 16%	11 15%	11 26%	6 50%
Q8 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	300 79%	230 92%	52 70%	14 33%	4 33%
SOMEWHAT IMPORTANT	55 15%	14 6%	22 30%	15 36%	4 33%
JUST SLIGHTLY IMPORTANT	15 4%	1 0%	0 0%	13 31%	1 8%
NOT AT ALL IMPORTANT	8 2%	5 2%	0 0%	0 0%	3 25%
Q9 - IMPORTANCE OF: CLEANLINESS					
VERY IMPORTANT	313 83%	237 95%	54 73%	19 45%	3 25%
SOMEWHAT IMPORTANT	48 13%	11 4%	20 27%	12 29%	5 42%
JUST SLIGHTLY IMPORTANT	13 3%	1 0%	0 0%	11 26%	1 8%
NOT AT ALL IMPORTANT	4 1%	1 0%	0 0%	0 0%	3 25%
Q10 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	294 78%	231 92%	46 62%	14 33%	3 25%
SOMEWHAT IMPORTANT	57 15%	12 5%	27 36%	13 31%	5 42%
JUST SLIGHTLY IMPORTANT	20 5%	4 2%	1 1%	14 33%	1 8%
NOT AT ALL IMPORTANT	7 2%	3 1%	0 0%	1 2%	3 25%
Q11 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS					
VERY IMPORTANT	279 74%	231 92%	34 46%	12 29%	2 17%
SOMEWHAT IMPORTANT	70 19%	15 6%	40 54%	12 29%	3 25%
JUST SLIGHTLY IMPORTANT	23 6%	3 1%	0 0%	18 43%	2 17%
NOT AT ALL IMPORTANT	6 2%	1 0%	0 0%	0 0%	5 42%
Q12 - IMPORTANCE OF: GOOD COMMUNICATION					
VERY IMPORTANT	250 66%	250 100%	0 0%	0 0%	0 0%
SOMEWHAT IMPORTANT	74 20%	0 0%	74 100%	0 0%	0 0%
JUST SLIGHTLY IMPORTANT	42 11%	0 0%	0 0%	42 100%	0 0%
NOT AT ALL IMPORTANT	12 3%	0 0%	0 0%	0 0%	12 100%

Attachment A

Leimert Park/Crenshaw Corridor Proposed Property Based Improvement District Visitor Survey

Summary of Quantitative Research and
Cross Tabulation Tables

February 2013



FINAL RESULTS: Leimert Park/Crenshaw Corridor PBID Visitor Survey

SAMPLE SIZE = 378; MARGIN OF ERROR = 5.0% ^

INTERVIEW DATES: January 26 & January 29, 2013

Hello, my name is _____; I work for a public opinion research firm conducting a study of visitors to the Leimert Park/Crenshaw Corridor District. We would like to ask you some questions that will just take a couple of minutes.

A. Do you live within the Leimert Park/Crenshaw Corridor Property-Based Business Improvement District? Yes: 101 No: 277

B. Do you work within the Leimert Park/Crenshaw Corridor Property-Based Business Improvement District?
Yes: 89 No: 289

Now, I am going to read a list of activities. For each one I read, please tell me how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Leimert Park/Crenshaw Corridor District. Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...

1. Stroll or walk around OR simply wait to make a transit connection
2. Eat or drink at a restaurant, café, or bar
3. Shop
4. Attend a performance, live theater, live music
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner
6. Pay to park your car within the District
7. Attend a festival or special event

SUMMARY OF RESPONSES

Very Likely, Somewhat Likely, or Slightly Likely to engage in one or more of the non-strolling/transit connection activities	365
Not at All Likely to perform any of the non-strolling/transit connection activities	13
Total	378

Now, I am going to read a list of features. For each I read, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities. **(Note: 13 of the respondents stated that they were "not at all likely" to engage in any of the non-strolling/transit activities.)**

8. Safety, like extra security, bike patrols
9. Cleanliness, like sidewalk sweeping, extra trash pick-up, pressure washing and graffiti removal
10. Appearance, like plants, flowers and landscaping
11. New businesses and restaurants to fill empty storefronts
12. Good communication channels to inform me about the Leimert Park District and its offerings

SUMMARY OF RESPONSES

Very Important, Somewhat Important, or Just Slightly Important to one of more of the features	364
Not at All Important to all features	1
Total	365

^ The relationship between sample size, confidence level, and margin of error when data are given in terms of proportions is described by the following formula:

$$n = \left(\frac{Z_{\alpha} \sqrt{p(1-p)}}{C_p} \right)^2$$

where n is the sample size, Z_α is the standard normal value for confidence level α, C_p is the margin of error and p is the population proportion. The true population proportion is unknown. The standard way to handle this is to set the value of p to the proportion that would result in the largest sample size. This occurs when p=0.5. A 95% level of confidence was implemented in this study.

LIVE WITHIN THE LEIMERT PARK/CRENSHAW CORRIDOR PBID

	TOTAL	DATE		TIME			LOCATION			
		SAT 1-26	TUES 1-29	10AM - 1PM	1PM- 4PM	4PM- 7PM	CRNSW @ MLK	CRNSW STCKR	43rd CRNSW LMERT	CRNSW VRNON
BASE - TOTAL RESPONDENTS	378	175	203	128	133	117	123	61	75	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
YES	101	42	59	38	35	28	40	22	14	25
	27%	24%	29%	30%	26%	24%	33%	36%	19%	21%
NO	277	133	144	90	98	89	83	39	61	94
	73%	76%	71%	70%	74%	76%	67%	64%	81%	79%

WORK WITHIN THE LEIMERT PARK/CRENSHAW CORRIDOR PBID

	TOTAL	DATE		TIME			LOCATION			
		SAT 1-26	TUES 1-29	10AM - 1PM	1PM- 4PM	4PM- 7PM	CRNSW @ MLK	CRNSW STCKR	43rd CRNSW LMERT	CRNSW VRNON
BASE - TOTAL RESPONDENTS	378	175	203	128	133	117	123	61	75	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
YES	89	46	43	30	29	30	17	14	28	30
	24%	26%	21%	23%	22%	26%	14%	23%	37%	25%
NO	289	129	160	98	104	87	106	47	47	89
	76%	74%	79%	77%	78%	74%	86%	77%	63%	75%

Q1-Q13 BY TOTAL, DATE, AND TIME

	TOTAL	DATE		TIME			LOCATION			
		SAT 1-26	TUES 1-29	10AM - 1PM	1PM- 4PM	4PM- 7PM	CRNSW @ MLK	CRNSW STCKR	43rd CRNSW LMERT	CRNSW VRNON
BASE - TOTAL RESPONDENTS	378	175	203	128	133	117	123	61	75	119
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q1 - LIKELY TO: STROLL/WALK AROUND VERY LIKELY	255	106	149	98	87	70	91	47	43	74
	67%	61%	73%	77%	65%	60%	74%	77%	57%	62%
SOMEWHAT LIKELY	61	38	23	13	21	27	16	7	13	25
	16%	22%	11%	10%	16%	23%	13%	11%	17%	21%
SLIGHTLY LIKELY	44	23	21	14	15	15	10	5	16	13
	12%	13%	10%	11%	11%	13%	8%	8%	21%	11%
NOT AT ALL LIKELY	18	8	10	3	10	5	6	2	3	7
	5%	5%	5%	2%	8%	4%	5%	3%	4%	6%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT VERY LIKELY	192	91	101	66	65	61	71	33	33	55
	51%	52%	50%	52%	49%	52%	58%	54%	44%	46%
SOMEWHAT LIKELY	97	40	57	23	41	33	25	14	23	35
	26%	23%	28%	18%	31%	28%	20%	23%	31%	29%
SLIGHTLY LIKELY	54	27	27	22	17	15	16	2	14	22
	14%	15%	13%	17%	13%	13%	13%	3%	19%	18%
NOT AT ALL LIKELY	35	17	18	17	10	8	11	12	5	7
	9%	10%	9%	13%	8%	7%	9%	20%	7%	6%
Q3 - LIKELY TO: SHOP VERY LIKELY	209	101	108	62	80	67	88	40	28	53
	55%	58%	53%	48%	60%	57%	72%	66%	37%	45%
SOMEWHAT LIKELY	67	31	36	22	26	19	16	13	13	25
	18%	18%	18%	17%	20%	16%	13%	21%	17%	21%
SLIGHTLY LIKELY	51	17	34	19	16	16	11	0	16	24
	13%	10%	17%	15%	12%	14%	9%	0%	21%	20%
NOT AT ALL LIKELY	51	26	25	25	11	15	8	8	18	17
	13%	15%	12%	20%	8%	13%	7%	13%	24%	14%

Q4 - LIKELY TO: ATTEND PERFORM, LIVE THEATER, MUSIC										
VERY LIKELY	146	77	69	51	47	48	48	14	31	53
	39%	44%	34%	40%	35%	41%	39%	23%	41%	45%
SOMEWHAT LIKELY	88	34	54	27	32	29	20	15	19	34
	23%	19%	27%	21%	24%	25%	16%	25%	25%	29%
SLIGHTLY LIKELY	60	24	36	18	29	13	10	9	17	24
	16%	14%	18%	14%	22%	11%	8%	15%	23%	20%
NOT AT ALL LIKELY	84	40	44	32	25	27	45	23	8	8
	22%	23%	22%	25%	19%	23%	37%	38%	11%	7%
Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS										
VERY LIKELY	186	86	100	60	73	53	63	31	30	62
	49%	49%	49%	47%	55%	45%	51%	51%	40%	52%
SOMEWHAT LIKELY	69	31	38	28	18	23	19	9	20	21
	18%	18%	19%	22%	14%	20%	15%	15%	27%	18%
SLIGHTLY LIKELY	51	24	27	16	19	16	11	6	12	22
	13%	14%	13%	13%	14%	14%	9%	10%	16%	18%
NOT AT ALL LIKELY	72	34	38	24	23	25	30	15	13	14
	19%	19%	19%	19%	17%	21%	24%	25%	17%	12%
Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT										
VERY LIKELY	72	43	29	19	32	21	13	7	20	32
	19%	25%	14%	15%	24%	18%	11%	11%	27%	27%
SOMEWHAT LIKELY	17	9	8	9	3	5	6	0	6	5
	4%	5%	4%	7%	2%	4%	5%	0%	8%	4%
SLIGHTLY LIKELY	27	12	15	8	10	9	7	3	5	12
	7%	7%	7%	6%	8%	8%	6%	5%	7%	10%
NOT AT ALL LIKELY	262	111	151	92	88	82	97	51	44	70
	69%	63%	74%	72%	66%	70%	79%	84%	59%	59%
Q7 - LIKELY TO: ATTEND FESTIVAL/SPECIAL EVENT										
VERY LIKELY	174	87	87	64	60	50	56	30	34	54
	46%	50%	43%	50%	45%	43%	46%	49%	45%	45%
SOMEWHAT LIKELY	79	33	46	19	27	33	23	7	16	33
	21%	19%	23%	15%	20%	28%	19%	11%	21%	28%
SLIGHTLY LIKELY	58	26	32	19	26	13	10	3	20	25
	15%	15%	16%	15%	20%	11%	8%	5%	27%	21%
NOT AT ALL LIKELY	67	29	38	26	20	21	34	21	5	7
	18%	17%	19%	20%	15%	18%	28%	34%	7%	6%
Q8 - IMPORTANCE OF: SAFETY										
VERY IMPORTANT	300	135	165	102	107	91	101	53	56	90
	79%	77%	81%	80%	80%	78%	82%	87%	75%	76%
SOMEWHAT IMPORTANT	55	32	23	20	17	18	18	6	12	19
	15%	18%	11%	16%	13%	15%	15%	10%	16%	16%
JUST SLIGHTLY IMPORTANT	15	5	10	5	4	6	2	0	4	9
	4%	3%	5%	4%	3%	5%	2%	0%	5%	8%
NOT AT ALL IMPORTANT	8	3	5	1	5	2	2	2	3	1
	2%	2%	2%	1%	4%	2%	2%	3%	4%	1%
Q9 - IMPORTANCE OF: CLEANLINESS										
VERY IMPORTANT	313	139	174	105	116	92	107	54	58	94
	83%	79%	86%	82%	87%	79%	87%	89%	77%	79%
SOMEWHAT IMPORTANT	48	30	18	18	11	19	14	4	13	17
	13%	17%	9%	14%	8%	16%	11%	7%	17%	14%
JUST SLIGHTLY IMPORTANT	13	5	8	4	3	6	2	1	3	7
	3%	3%	4%	3%	2%	5%	2%	2%	4%	6%
NOT AT ALL IMPORTANT	4	1	3	1	3	0	0	2	1	1
	1%	1%	1%	1%	2%	0%	0%	3%	1%	1%

Q10 - IMPORTANCE OF: APPEARANCE										
VERY IMPORTANT	294	136	158	99	109	86	93	49	58	94
	78%	78%	78%	77%	82%	74%	76%	80%	77%	79%
SOMEWHAT IMPORTANT	57	27	30	22	14	21	20	8	12	17
	15%	15%	15%	17%	11%	18%	16%	13%	16%	14%
JUST SLIGHTLY IMPORTANT	20	10	10	6	6	8	8	1	4	7
	5%	6%	5%	5%	5%	7%	7%	2%	5%	6%
NOT AT ALL IMPORTANT	7	2	5	1	4	2	2	3	1	1
	2%	1%	2%	1%	3%	2%	2%	5%	1%	1%
Q11 - IMPORTANCE OF: NEW BUSINESSES/ RESTAURANTS										
VERY IMPORTANT	279	134	145	87	106	86	91	44	57	87
	74%	77%	71%	68%	80%	74%	74%	72%	76%	73%
SOMEWHAT IMPORTANT	70	26	44	31	15	24	24	15	10	21
	19%	15%	22%	24%	11%	21%	20%	25%	13%	18%
JUST SLIGHTLY IMPORTANT	23	12	11	8	10	5	6	1	6	10
	6%	7%	5%	6%	8%	4%	5%	2%	8%	8%
NOT AT ALL IMPORTANT	6	3	3	2	2	2	2	1	2	1
	2%	2%	1%	2%	2%	2%	2%	2%	3%	1%
Q12 - IMPORTANCE OF: GOOD COMMUNICATION CHANNELS										
VERY IMPORTANT	250	109	141	84	97	69	91	47	48	64
	66%	62%	69%	66%	73%	59%	74%	77%	64%	54%
SOMEWHAT IMPORTANT	74	39	35	23	18	33	21	9	12	32
	20%	22%	17%	18%	14%	28%	17%	15%	16%	27%
JUST SLIGHTLY IMPORTANT	42	22	20	16	15	11	9	4	11	18
	11%	13%	10%	13%	11%	9%	7%	7%	15%	15%
NOT AT ALL IMPORTANT	12	5	7	5	3	4	2	1	4	5
	3%	3%	3%	4%	2%	3%	2%	2%	5%	4%

Q.13 IMPORTANCE OF FEATURES IN DECIDING TO LIVE IN LEIMERT PARK/CRENSHAW CORRIDOR DISTRICT

	TOTAL	DATE		TIME			LOCATION			
		SAT 1-26	TUES 1-29	10AM - 1PM	1PM- 4PM	4PM- 7PM	CRNSW @ MLK	CRNSW STCKR	43rd CRNSW LMERT	CRNSW VRNON
BASE - LIVE IN LEIMERT PARK/CC DISTRICT	53	21	32	25	15	13	28	14	3	8
VERY IMPORTANT	52%	50%	54%	66%	43%	46%	70%	64%	21%	32%
SOMEWHAT IMPORTANT	15	8	7	5	6	4	6	4	4	1
	15%	19%	12%	13%	17%	14%	15%	18%	29%	4%
JUST SLIGHTLY IMPORTANT	13	5	8	2	7	4	3	2	3	5
	13%	12%	14%	5%	20%	14%	8%	9%	21%	20%
NOT AT ALL IMPORTANT	18	8	10	5	6	7	2	2	4	10
	18%	19%	17%	13%	17%	25%	5%	9%	29%	40%
DON'T KNOW/NO ANSWER	2	0	2	1	1	0	1	0	0	1
	2%	0%	3%	3%	3%	0%	3%	0%	0%	4%

Q1 STROLL OR WALK AROUND OR SIMPLY WAIT TO MAKE A TRANSIT CONNECTION

	TOTAL	QUESTION 1			
		VERY LIKELY	SMWHT LIKELY	SLIGHTLY LIKELY	NOT AT ALL LIKELY
BASE - TOTAL RESPONDENTS	378 100%	255 100%	61 100%	44 100%	18 100%
Q1 - LIKELY TO: STROLL/WALK AROUND					
VERY LIKELY	255 67%	255 100%	0 0%	0 0%	0 0%
SOMEWHAT LIKELY	61 16%	0 0%	61 100%	0 0%	0 0%
SLIGHTLY LIKELY	44 12%	0 0%	0 0%	44 100%	0 0%
NOT AT ALL LIKELY	18 5%	0 0%	0 0%	0 0%	18 100%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT					
VERY LIKELY	192 51%	159 62%	21 34%	9 20%	3 17%
SOMEWHAT LIKELY	97 26%	45 18%	29 48%	14 32%	9 50%
SLIGHTLY LIKELY	54 14%	26 10%	7 11%	17 39%	4 22%
NOT AT ALL LIKELY	35 9%	25 10%	4 7%	4 9%	2 11%
Q3 - LIKELY TO: SHOP					
VERY LIKELY	209 55%	170 67%	22 36%	13 30%	4 22%
SOMEWHAT LIKELY	67 18%	33 13%	24 39%	7 16%	3 17%
SLIGHTLY LIKELY	51 13%	28 11%	6 10%	11 25%	6 33%
NOT AT ALL LIKELY	51 13%	24 9%	9 15%	13 30%	5 28%
Q4 - LIKELY TO: ATTEND A PERFORM., LIVE THEATER, MUSIC					
VERY LIKELY	146 39%	122 48%	15 25%	8 18%	1 6%
SOMEWHAT LIKELY	88 23%	46 18%	24 39%	14 32%	4 22%
SLIGHTLY LIKELY	60 16%	29 11%	14 23%	11 25%	6 33%
NOT AT ALL LIKELY	84 22%	58 23%	8 13%	11 25%	7 39%
Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS					
VERY LIKELY	186 49%	143 56%	16 26%	18 41%	9 50%
SOMEWHAT LIKELY	69 18%	45 18%	18 30%	5 11%	1 6%
SLIGHTLY LIKELY	51 13%	26 10%	14 23%	7 16%	4 22%
NOT AT ALL LIKELY	72 19%	41 16%	13 21%	14 32%	4 22%
Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT					
VERY LIKELY	72 19%	44 17%	12 20%	9 20%	7 39%
SOMEWHAT LIKELY	17 4%	11 4%	4 7%	1 2%	1 6%
SLIGHTLY LIKELY	27 7%	16 6%	8 13%	2 5%	1 6%
NOT AT ALL LIKELY	262	184	37	32	9

Q7 - LIKELY TO: ATTEND A FESTIVAL/SPECIAL EVENT	69%	72%	61%	73%	50%
VERY LIKELY	174 46%	143 56%	20 33%	10 23%	1 6%
SOMEWHAT LIKELY	79 21%	40 16%	20 33%	13 30%	6 33%
SLIGHTLY LIKELY	58 15%	24 9%	12 20%	14 32%	8 44%
NOT AT ALL LIKELY	67 18%	48 19%	9 15%	7 16%	3 17%
Q8 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	300 79%	214 84%	45 74%	26 59%	15 83%
SOMEWHAT IMPORTANT	55 15%	27 11%	12 20%	13 30%	3 17%
JUST SLIGHTLY IMPORTANT	15 4%	7 3%	4 7%	4 9%	0 0%
NOT AT ALL IMPORTANT	8 2%	7 3%	0 0%	1 2%	0 0%
Q9 - IMPORTANCE OF: CLEANLINESS					
VERY IMPORTANT	313 83%	225 88%	45 74%	28 64%	15 83%
SOMEWHAT IMPORTANT	48 13%	22 9%	11 18%	12 27%	3 17%
JUST SLIGHTLY IMPORTANT	13 3%	5 2%	5 8%	3 7%	0 0%
NOT AT ALL IMPORTANT	4 1%	3 1%	0 0%	1 2%	0 0%
Q10 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	294 78%	209 82%	43 70%	27 61%	15 83%
SOMEWHAT IMPORTANT	57 15%	33 13%	10 16%	11 25%	3 17%
JUST SLIGHTLY IMPORTANT	20 5%	8 3%	7 11%	5 11%	0 0%
NOT AT ALL IMPORTANT	7 2%	5 2%	1 2%	1 2%	0 0%
Q11 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS					
VERY IMPORTANT	279 74%	198 78%	40 66%	27 61%	14 78%
SOMEWHAT IMPORTANT	70 19%	43 17%	14 23%	10 23%	3 17%
JUST SLIGHTLY IMPORTANT	23 6%	9 4%	7 11%	6 14%	1 6%
NOT AT ALL IMPORTANT	6 2%	5 2%	0 0%	1 2%	0 0%
Q12 - IMPORTANCE OF: GOOD COMMUNICATION					
VERY IMPORTANT	250 66%	189 74%	28 46%	22 50%	11 61%
SOMEWHAT IMPORTANT	74 20%	44 17%	18 30%	6 14%	6 33%
JUST SLIGHTLY IMPORTANT	42 11%	16 6%	15 25%	11 25%	0 0%
NOT AT ALL IMPORTANT	12 3%	6 2%	0 0%	5 11%	1 6%

Q2. EAT OR DRINK AT A RESTAURANT, CAFE OR BAR

	TOTAL	QUESTION 2			
		VERY LIKELY	SMWHT LIKELY	SLGHTLY LIKELY	NOT AT ALL LIKELY
BASE - TOTAL RESPONDENTS	378 100%	192 100%	97 100%	54 100%	35 100%
Q1 - LIKELY TO: STROLL/WALK AROUND					
VERY LIKELY	255 67%	159 83%	45 46%	26 48%	25 71%
SOMEWHAT LIKELY	61 16%	21 11%	29 30%	7 13%	4 11%
SLIGHTLY LIKELY	44 12%	9 5%	14 14%	17 31%	4 11%
NOT AT ALL LIKELY	18 5%	3 2%	9 9%	4 7%	2 6%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT					
VERY LIKELY	192 51%	192 100%	0 0%	0 0%	0 0%
SOMEWHAT LIKELY	97 26%	0 0%	97 100%	0 0%	0 0%
SLIGHTLY LIKELY	54 14%	0 0%	0 0%	54 100%	0 0%
NOT AT ALL LIKELY	35 9%	0 0%	0 0%	0 0%	35 100%
Q3 - LIKELY TO: SHOP					
VERY LIKELY	209 55%	163 85%	28 29%	9 17%	9 26%
SOMEWHAT LIKELY	67 18%	16 8%	41 42%	8 15%	2 6%
SLIGHTLY LIKELY	51 13%	7 4%	21 22%	21 39%	2 6%
NOT AT ALL LIKELY	51 13%	6 3%	7 7%	16 30%	22 63%
Q4 - LIKELY TO: ATTEND A PERFORM., LIVE THEATER, MUSIC					
VERY LIKELY	146 39%	122 64%	16 16%	6 11%	2 6%
SOMEWHAT LIKELY	88 23%	33 17%	41 42%	10 19%	4 11%
SLIGHTLY LIKELY	60 16%	10 5%	25 26%	23 43%	2 6%
NOT AT ALL LIKELY	84 22%	27 14%	15 15%	15 28%	27 77%
Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS					
VERY LIKELY	186 49%	139 72%	28 29%	8 15%	11 31%
SOMEWHAT LIKELY	69 18%	28 15%	34 35%	4 7%	3 9%
SLIGHTLY LIKELY	51 13%	9 5%	16 16%	25 46%	1 3%
NOT AT ALL LIKELY	72 19%	16 8%	19 20%	17 31%	20 57%
Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT					
VERY LIKELY	72 19%	56 29%	12 12%	4 7%	0 0%
SOMEWHAT LIKELY	17 4%	11 6%	5 5%	0 0%	1 3%
SLIGHTLY LIKELY	27 7%	15 8%	12 12%	0 0%	0 0%
NOT AT ALL LIKELY	262	110	68	50	34

	69%	57%	70%	93%	97%
Q7 - LIKELY TO: ATTEND A FESTIVAL/SPECIAL EVENT					
VERY LIKELY	174 46%	134 70%	27 28%	7 13%	6 17%
SOMEWHAT LIKELY	79 21%	28 15%	40 41%	9 17%	2 6%
SLIGHTLY LIKELY	58 15%	8 4%	19 20%	27 50%	4 11%
NOT AT ALL LIKELY	67 18%	22 11%	11 11%	11 20%	23 66%
Q8 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	300 79%	169 88%	76 78%	31 57%	24 69%
SOMEWHAT IMPORTANT	55 15%	18 9%	18 19%	14 26%	5 14%
JUST SLIGHTLY IMPORTANT	15 4%	0 0%	3 3%	9 17%	3 9%
NOT AT ALL IMPORTANT	8 2%	5 3%	0 0%	0 0%	3 9%
Q9 - IMPORTANCE OF: CLEANLINESS					
VERY IMPORTANT	313 83%	178 93%	74 76%	37 69%	24 69%
SOMEWHAT IMPORTANT	48 13%	12 6%	21 22%	10 19%	5 14%
JUST SLIGHTLY IMPORTANT	13 3%	1 1%	2 2%	7 13%	3 9%
NOT AT ALL IMPORTANT	4 1%	1 1%	0 0%	0 0%	3 9%
Q10 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	294 78%	166 86%	70 72%	33 61%	25 71%
SOMEWHAT IMPORTANT	57 15%	17 9%	23 24%	13 24%	4 11%
JUST SLIGHTLY IMPORTANT	20 5%	6 3%	4 4%	8 15%	2 6%
NOT AT ALL IMPORTANT	7 2%	3 2%	0 0%	0 0%	4 11%
Q11 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS					
VERY IMPORTANT	279 74%	166 86%	63 65%	28 52%	22 63%
SOMEWHAT IMPORTANT	70 19%	24 13%	26 27%	14 26%	6 17%
JUST SLIGHTLY IMPORTANT	23 6%	2 1%	8 8%	11 20%	2 6%
NOT AT ALL IMPORTANT	6 2%	0 0%	0 0%	1 2%	5 14%
Q12 - IMPORTANCE OF: GOOD COMMUNICATION					
VERY IMPORTANT	250 66%	152 79%	51 53%	26 48%	21 60%
SOMEWHAT IMPORTANT	74 20%	28 15%	31 32%	9 17%	6 17%
JUST SLIGHTLY IMPORTANT	42 11%	11 6%	13 13%	15 28%	3 9%
NOT AT ALL IMPORTANT	12 3%	1 1%	2 2%	4 7%	5 14%

Q3. SHOP

	TOTAL	QUESTION 3			
		VERY LIKELY	SMWHT LIKELY	SLGHTLY LIKELY	NOT AT ALL LIKELY
BASE - TOTAL RESPONDENTS	378 100%	209 100%	67 100%	51 100%	51 100%
Q1 - LIKELY TO: STROLL/WALK AROUND					
VERY LIKELY	255 67%	170 81%	33 49%	28 55%	24 47%
SOMEWHAT LIKELY	61 16%	22 11%	24 36%	6 12%	9 18%
SLIGHTLY LIKELY	44 12%	13 6%	7 10%	11 22%	13 25%
NOT AT ALL LIKELY	18 5%	4 2%	3 4%	6 12%	5 10%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT					
VERY LIKELY	192 51%	163 78%	16 24%	7 14%	6 12%
SOMEWHAT LIKELY	97 26%	28 13%	41 61%	21 41%	7 14%
SLIGHTLY LIKELY	54 14%	9 4%	8 12%	21 41%	16 31%
NOT AT ALL LIKELY	35 9%	9 4%	2 3%	2 4%	22 43%
Q3 - LIKELY TO: SHOP					
VERY LIKELY	209 55%	209 100%	0 0%	0 0%	0 0%
SOMEWHAT LIKELY	67 18%	0 0%	67 100%	0 0%	0 0%
SLIGHTLY LIKELY	51 13%	0 0%	0 0%	51 100%	0 0%
NOT AT ALL LIKELY	51 13%	0 0%	0 0%	0 0%	51 100%
Q4 - LIKELY TO: ATTEND A PERFORM., LIVE THEATER, MUSIC					
VERY LIKELY	146 39%	121 58%	14 21%	6 12%	5 10%
SOMEWHAT LIKELY	88 23%	35 17%	32 48%	14 27%	7 14%
SLIGHTLY LIKELY	60 16%	15 7%	12 18%	22 43%	11 22%
NOT AT ALL LIKELY	84 22%	38 18%	9 13%	9 18%	28 55%
Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS					
VERY LIKELY	186 49%	153 73%	16 24%	7 14%	10 20%
SOMEWHAT LIKELY	69 18%	23 11%	33 49%	10 20%	3 6%
SLIGHTLY LIKELY	51 13%	10 5%	11 16%	22 43%	8 16%
NOT AT ALL LIKELY	72 19%	23 11%	7 10%	12 24%	30 59%
Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT					
VERY LIKELY	72 19%	57 27%	8 12%	4 8%	3 6%
SOMEWHAT LIKELY	17 4%	10 5%	2 3%	4 8%	1 2%
SLIGHTLY LIKELY	27 7%	15 7%	8 12%	4 8%	0 0%
NOT AT ALL LIKELY	262	127	49	39	47

Q7 - LIKELY TO: ATTEND A FESTIVAL/SPECIAL EVENT	69%	61%	73%	76%	92%
VERY LIKELY	174 46%	140 67%	20 30%	6 12%	8 16%
SOMEWHAT LIKELY	79 21%	31 15%	27 40%	17 33%	4 8%
SLIGHTLY LIKELY	58 15%	9 4%	9 13%	22 43%	18 35%
NOT AT ALL LIKELY	67 18%	29 14%	11 16%	6 12%	21 41%
Q8 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	300 79%	185 89%	55 82%	27 53%	33 65%
SOMEWHAT IMPORTANT	55 15%	19 9%	10 15%	16 31%	10 20%
JUST SLIGHTLY IMPORTANT	15 4%	0 0%	2 3%	8 16%	5 10%
NOT AT ALL IMPORTANT	8 2%	5 2%	0 0%	0 0%	3 6%
Q9 - IMPORTANCE OF: CLEANLINESS					
VERY IMPORTANT	313 83%	194 93%	56 84%	29 57%	34 67%
SOMEWHAT IMPORTANT	48 13%	12 6%	10 15%	17 33%	9 18%
JUST SLIGHTLY IMPORTANT	13 3%	2 1%	1 1%	5 10%	5 10%
NOT AT ALL IMPORTANT	4 1%	1 0%	0 0%	0 0%	3 6%
Q10 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	294 78%	185 89%	52 78%	25 49%	32 63%
SOMEWHAT IMPORTANT	57 15%	15 7%	13 19%	19 37%	10 20%
JUST SLIGHTLY IMPORTANT	20 5%	5 2%	2 3%	7 14%	6 12%
NOT AT ALL IMPORTANT	7 2%	4 2%	0 0%	0 0%	3 6%
Q11 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS					
VERY IMPORTANT	279 74%	179 86%	49 73%	22 43%	29 57%
SOMEWHAT IMPORTANT	70 19%	27 13%	14 21%	19 37%	10 20%
JUST SLIGHTLY IMPORTANT	23 6%	2 1%	4 6%	9 18%	8 16%
NOT AT ALL IMPORTANT	6 2%	1 0%	0 0%	1 2%	4 8%
Q12 - IMPORTANCE OF: GOOD COMMUNICATION					
VERY IMPORTANT	250 66%	170 81%	39 58%	17 33%	24 47%
SOMEWHAT IMPORTANT	74 20%	28 13%	21 31%	17 33%	8 16%
JUST SLIGHTLY IMPORTANT	42 11%	10 5%	6 9%	14 27%	12 24%
NOT AT ALL IMPORTANT	12 3%	1 0%	1 1%	3 6%	7 14%

Q4. ATTEND A PERFORMANCE, LIVE THEATER, LIVE MUSIC EVENT

	TOTAL	QUESTION 4			
		VERY LIKELY	SMWHT LIKELY	SLGHTLY LIKELY	NOT AT ALL LIKELY
BASE - TOTAL RESPONDENTS	378 100%	146 100%	88 100%	60 100%	84 100%
Q1 - LIKELY TO: STROLL/WALK AROUND					
VERY LIKELY	255 67%	122 84%	46 52%	29 48%	58 69%
SOMEWHAT LIKELY	61 16%	15 10%	24 27%	14 23%	8 10%
SLIGHTLY LIKELY	44 12%	8 5%	14 16%	11 18%	11 13%
NOT AT ALL LIKELY	18 5%	1 1%	4 5%	6 10%	7 8%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT					
VERY LIKELY	192 51%	122 84%	33 38%	10 17%	27 32%
SOMEWHAT LIKELY	97 26%	16 11%	41 47%	25 42%	15 18%
SLIGHTLY LIKELY	54 14%	6 4%	10 11%	23 38%	15 18%
NOT AT ALL LIKELY	35 9%	2 1%	4 5%	2 3%	27 32%
Q3 - LIKELY TO: SHOP					
VERY LIKELY	209 55%	121 83%	35 40%	15 25%	38 45%
SOMEWHAT LIKELY	67 18%	14 10%	32 36%	12 20%	9 11%
SLIGHTLY LIKELY	51 13%	6 4%	14 16%	22 37%	9 11%
NOT AT ALL LIKELY	51 13%	5 3%	7 8%	11 18%	28 33%
Q4 - LIKELY TO: ATTEND A PERFORM., LIVE THEATER, MUSIC					
VERY LIKELY	146 39%	146 100%	0 0%	0 0%	0 0%
SOMEWHAT LIKELY	88 23%	0 0%	88 100%	0 0%	0 0%
SLIGHTLY LIKELY	60 16%	0 0%	0 0%	60 100%	0 0%
NOT AT ALL LIKELY	84 22%	0 0%	0 0%	0 0%	84 100%
Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS					
VERY LIKELY	186 49%	110 75%	36 41%	12 20%	28 33%
SOMEWHAT LIKELY	69 18%	22 15%	31 35%	8 13%	8 10%
SLIGHTLY LIKELY	51 13%	7 5%	10 11%	24 40%	10 12%
NOT AT ALL LIKELY	72 19%	7 5%	11 13%	16 27%	38 45%
Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT					
VERY LIKELY	72 19%	47 32%	17 19%	5 8%	3 4%
SOMEWHAT LIKELY	17 4%	10 7%	5 6%	2 3%	0 0%
SLIGHTLY LIKELY	27 7%	14 10%	8 9%	3 5%	2 2%
NOT AT ALL LIKELY	262	75	58	50	79

Q7 - LIKELY TO: ATTEND A FESTIVAL/SPECIAL EVENT	69%	51%	66%	83%	94%
VERY LIKELY	174 46%	134 92%	19 22%	9 15%	12 14%
SOMEWHAT LIKELY	79 21%	7 5%	59 67%	5 8%	8 10%
SLIGHTLY LIKELY	58 15%	1 1%	3 3%	44 73%	10 12%
NOT AT ALL LIKELY	67 18%	4 3%	7 8%	2 3%	54 64%
Q8 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	300 79%	130 89%	72 82%	35 58%	63 75%
SOMEWHAT IMPORTANT	55 15%	12 8%	12 14%	18 30%	13 15%
JUST SLIGHTLY IMPORTANT	15 4%	1 1%	2 2%	7 12%	5 6%
NOT AT ALL IMPORTANT	8 2%	3 2%	2 2%	0 0%	3 4%
Q9 - IMPORTANCE OF: CLEANLINESS					
VERY IMPORTANT	313 83%	142 97%	72 82%	37 62%	62 74%
SOMEWHAT IMPORTANT	48 13%	3 2%	13 15%	18 30%	14 17%
JUST SLIGHTLY IMPORTANT	13 3%	1 1%	2 2%	5 8%	5 6%
NOT AT ALL IMPORTANT	4 1%	0 0%	1 1%	0 0%	3 4%
Q10 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	294 78%	137 94%	67 76%	34 57%	56 67%
SOMEWHAT IMPORTANT	57 15%	5 3%	16 18%	20 33%	16 19%
JUST SLIGHTLY IMPORTANT	20 5%	3 2%	4 5%	6 10%	7 8%
NOT AT ALL IMPORTANT	7 2%	1 1%	1 1%	0 0%	5 6%
Q11 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS					
VERY IMPORTANT	279 74%	135 92%	64 73%	30 50%	50 60%
SOMEWHAT IMPORTANT	70 19%	10 7%	19 22%	20 33%	21 25%
JUST SLIGHTLY IMPORTANT	23 6%	1 1%	5 6%	10 17%	7 8%
NOT AT ALL IMPORTANT	6 2%	0 0%	0 0%	0 0%	6 7%
Q12 - IMPORTANCE OF: GOOD COMMUNICATION					
VERY IMPORTANT	250 66%	123 84%	54 61%	27 45%	46 55%
SOMEWHAT IMPORTANT	74 20%	18 12%	24 27%	13 22%	19 23%
JUST SLIGHTLY IMPORTANT	42 11%	5 3%	8 9%	19 32%	10 12%
NOT AT ALL IMPORTANT	12 3%	0 0%	2 2%	1 2%	9 11%

Q5. CONDUCT PERSONAL BUSINESS LIKE A VISIT A BANK, BEAUTY SALON, TAILOR, DRY CLEANER

	TOTAL	QUESTION 5			
		VERY LIKELY	SMWHT LIKELY	SLIGHTLY LIKELY	NOT AT ALL LIKELY
BASE - TOTAL RESPONDENTS	378 100%	186 100%	69 100%	51 100%	72 100%
Q1 - LIKELY TO: STROLL/WALK AROUND					
VERY LIKELY	255 67%	143 77%	45 65%	26 51%	41 57%
SOMEWHAT LIKELY	61 16%	16 9%	18 26%	14 27%	13 18%
SLIGHTLY LIKELY	44 12%	18 10%	5 7%	7 14%	14 19%
NOT AT ALL LIKELY	18 5%	9 5%	1 1%	4 8%	4 6%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT					
VERY LIKELY	192 51%	139 75%	28 41%	9 18%	16 22%
SOMEWHAT LIKELY	97 26%	28 15%	34 49%	16 31%	19 26%
SLIGHTLY LIKELY	54 14%	8 4%	4 6%	25 49%	17 24%
NOT AT ALL LIKELY	35 9%	11 6%	3 4%	1 2%	20 28%
Q3 - LIKELY TO: SHOP					
VERY LIKELY	209 55%	153 82%	23 33%	10 20%	23 32%
SOMEWHAT LIKELY	67 18%	16 9%	33 48%	11 22%	7 10%
SLIGHTLY LIKELY	51 13%	7 4%	10 14%	22 43%	12 17%
NOT AT ALL LIKELY	51 13%	10 5%	3 4%	8 16%	30 42%
Q4 - LIKELY TO: ATTEND A PERFORM., LIVE THEATER, MUSIC					
VERY LIKELY	146 39%	110 59%	22 32%	7 14%	7 10%
SOMEWHAT LIKELY	88 23%	36 19%	31 45%	10 20%	11 15%
SLIGHTLY LIKELY	60 16%	12 6%	8 12%	24 47%	16 22%
NOT AT ALL LIKELY	84 22%	28 15%	8 12%	10 20%	38 53%
Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS					
VERY LIKELY	186 49%	186 100%	0 0%	0 0%	0 0%
SOMEWHAT LIKELY	69 18%	0 0%	69 100%	0 0%	0 0%
SLIGHTLY LIKELY	51 13%	0 0%	0 0%	51 100%	0 0%
NOT AT ALL LIKELY	72 19%	0 0%	0 0%	0 0%	72 100%
Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT					
VERY LIKELY	72 19%	67 36%	4 6%	0 0%	1 1%
SOMEWHAT LIKELY	17 4%	8 4%	8 12%	1 2%	0 0%
SLIGHTLY LIKELY	27 7%	9 5%	13 19%	4 8%	1 1%
NOT AT ALL LIKELY	262	102	44	46	70

Q7 - LIKELY TO: ATTEND A FESTIVAL/SPECIAL EVENT	69%	55%	64%	90%	97%
VERY LIKELY	174 46%	122 66%	28 41%	12 24%	12 17%
SOMEWHAT LIKELY	79 21%	33 18%	27 39%	7 14%	12 17%
SLIGHTLY LIKELY	58 15%	13 7%	7 10%	24 47%	14 19%
NOT AT ALL LIKELY	67 18%	18 10%	7 10%	8 16%	34 47%
Q8 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	300 79%	172 92%	56 81%	29 57%	43 60%
SOMEWHAT IMPORTANT	55 15%	8 4%	12 17%	13 25%	22 31%
JUST SLIGHTLY IMPORTANT	15 4%	1 1%	1 1%	8 16%	5 7%
NOT AT ALL IMPORTANT	8 2%	5 3%	0 0%	1 2%	2 3%
Q9 - IMPORTANCE OF: CLEANLINESS					
VERY IMPORTANT	313 83%	178 96%	56 81%	33 65%	46 64%
SOMEWHAT IMPORTANT	48 13%	6 3%	11 16%	11 22%	20 28%
JUST SLIGHTLY IMPORTANT	13 3%	1 1%	2 3%	6 12%	4 6%
NOT AT ALL IMPORTANT	4 1%	1 1%	0 0%	1 2%	2 3%
Q10 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	294 78%	172 92%	50 72%	31 61%	41 57%
SOMEWHAT IMPORTANT	57 15%	8 4%	15 22%	11 22%	23 32%
JUST SLIGHTLY IMPORTANT	20 5%	4 2%	2 3%	8 16%	6 8%
NOT AT ALL IMPORTANT	7 2%	2 1%	2 3%	1 2%	2 3%
Q11 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS					
VERY IMPORTANT	279 74%	164 88%	52 75%	23 45%	40 56%
SOMEWHAT IMPORTANT	70 19%	17 9%	13 19%	19 37%	21 29%
JUST SLIGHTLY IMPORTANT	23 6%	3 2%	4 6%	8 16%	8 11%
NOT AT ALL IMPORTANT	6 2%	2 1%	0 0%	1 2%	3 4%
Q12 - IMPORTANCE OF: GOOD COMMUNICATION					
VERY IMPORTANT	250 66%	152 82%	41 59%	19 37%	38 53%
SOMEWHAT IMPORTANT	74 20%	24 13%	20 29%	14 27%	16 22%
JUST SLIGHTLY IMPORTANT	42 11%	8 4%	7 10%	15 29%	12 17%
NOT AT ALL IMPORTANT	12 3%	2 1%	1 1%	3 6%	6 8%

Q6. PAY TO PARK YOUR CAR IN THE DISTRICT

	TOTAL	QUESTION 6			
		VERY LIKELY	SMWHT LIKELY	SLIGHTLY LIKELY	NOT AT ALL LIKELY
BASE - TOTAL RESPONDENTS	378 100%	72 100%	17 100%	27 100%	262 100%
Q1 - LIKELY TO: STROLL/WALK AROUND					
VERY LIKELY	255 67%	44 61%	11 65%	16 59%	184 70%
SOMEWHAT LIKELY	61 16%	12 17%	4 24%	8 30%	37 14%
SLIGHTLY LIKELY	44 12%	9 13%	1 6%	2 7%	32 12%
NOT AT ALL LIKELY	18 5%	7 10%	1 6%	1 4%	9 3%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT					
VERY LIKELY	192 51%	56 78%	11 65%	15 56%	110 42%
SOMEWHAT LIKELY	97 26%	12 17%	5 29%	12 44%	68 26%
SLIGHTLY LIKELY	54 14%	4 6%	0 0%	0 0%	50 19%
NOT AT ALL LIKELY	35 9%	0 0%	1 6%	0 0%	34 13%
Q3 - LIKELY TO: SHOP					
VERY LIKELY	209 55%	57 79%	10 59%	15 56%	127 48%
SOMEWHAT LIKELY	67 18%	8 11%	2 12%	8 30%	49 19%
SLIGHTLY LIKELY	51 13%	4 6%	4 24%	4 15%	39 15%
NOT AT ALL LIKELY	51 13%	3 4%	1 6%	0 0%	47 18%
Q4 - LIKELY TO: ATTEND A PERFORM., LIVE THEATER, MUSIC					
VERY LIKELY	146 39%	47 65%	10 59%	14 52%	75 29%
SOMEWHAT LIKELY	88 23%	17 24%	5 29%	8 30%	58 22%
SLIGHTLY LIKELY	60 16%	5 7%	2 12%	3 11%	50 19%
NOT AT ALL LIKELY	84 22%	3 4%	0 0%	2 7%	79 30%
Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS					
VERY LIKELY	186 49%	67 93%	8 47%	9 33%	102 39%
SOMEWHAT LIKELY	69 18%	4 6%	8 47%	13 48%	44 17%
SLIGHTLY LIKELY	51 13%	0 0%	1 6%	4 15%	46 18%
NOT AT ALL LIKELY	72 19%	1 1%	0 0%	1 4%	70 27%
Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT					
VERY LIKELY	72 19%	72 100%	0 0%	0 0%	0 0%
SOMEWHAT LIKELY	17 4%	0 0%	17 100%	0 0%	0 0%
SLIGHTLY LIKELY	27 7%	0 0%	0 0%	27 100%	0 0%
NOT AT ALL LIKELY	262	0	0	0	262

Q7 - LIKELY TO: ATTEND A FESTIVAL/SPECIAL EVENT	69%	0%	0%	0%	100%
VERY LIKELY	174	47	11	16	100
	46%	65%	65%	59%	38%
SOMEWHAT LIKELY	79	17	4	9	49
	21%	24%	24%	33%	19%
SLIGHTLY LIKELY	58	5	2	2	49
	15%	7%	12%	7%	19%
NOT AT ALL LIKELY	67	3	0	0	64
	18%	4%	0%	0%	24%
Q8 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	300	66	16	25	193
	79%	92%	94%	93%	74%
SOMEWHAT IMPORTANT	55	6	1	2	46
	15%	8%	6%	7%	18%
JUST SLIGHTLY IMPORTANT	15	0	0	0	15
	4%	0%	0%	0%	6%
NOT AT ALL IMPORTANT	8	0	0	0	8
	2%	0%	0%	0%	3%
Q9 - IMPORTANCE OF: CLEANLINESS					
VERY IMPORTANT	313	68	16	23	206
	83%	94%	94%	85%	79%
SOMEWHAT IMPORTANT	48	4	1	4	39
	13%	6%	6%	15%	15%
JUST SLIGHTLY IMPORTANT	13	0	0	0	13
	3%	0%	0%	0%	5%
NOT AT ALL IMPORTANT	4	0	0	0	4
	1%	0%	0%	0%	2%
Q10 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	294	67	14	23	190
	78%	93%	82%	85%	73%
SOMEWHAT IMPORTANT	57	4	1	3	49
	15%	6%	6%	11%	19%
JUST SLIGHTLY IMPORTANT	20	1	2	1	16
	5%	1%	12%	4%	6%
NOT AT ALL IMPORTANT	7	0	0	0	7
	2%	0%	0%	0%	3%
Q11 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS					
VERY IMPORTANT	279	69	12	22	176
	74%	96%	71%	81%	67%
SOMEWHAT IMPORTANT	70	3	4	5	58
	19%	4%	24%	19%	22%
JUST SLIGHTLY IMPORTANT	23	0	1	0	22
	6%	0%	6%	0%	8%
NOT AT ALL IMPORTANT	6	0	0	0	6
	2%	0%	0%	0%	2%
Q12 - IMPORTANCE OF: GOOD COMMUNICATION					
VERY IMPORTANT	250	60	11	20	159
	66%	83%	65%	74%	61%
SOMEWHAT IMPORTANT	74	11	6	6	51
	20%	15%	35%	22%	19%
JUST SLIGHTLY IMPORTANT	42	1	0	1	40
	11%	1%	0%	4%	15%
NOT AT ALL IMPORTANT	12	0	0	0	12
	3%	0%	0%	0%	5%

Q7. ATTEND A FESTIVAL OR SPECIAL EVENT

	TOTAL	QUESTION 7			
		VERY LIKELY	SOMEWHAT LIKELY	SLIGHTLY LIKELY	NOT AT ALL LIKELY
BASE - TOTAL RESPONDENTS	378	174	79	58	67
	100%	100%	100%	100%	100%
Q1 - LIKELY TO: STROLL/WALK AROUND					
VERY LIKELY	255	143	40	24	48
	67%	82%	51%	41%	72%
SOMEWHAT LIKELY	61	20	20	12	9
	16%	11%	25%	21%	13%
SLIGHTLY LIKELY	44	10	13	14	7
	12%	6%	16%	24%	10%
NOT AT ALL LIKELY	18	1	6	8	3
	5%	1%	8%	14%	4%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT					
VERY LIKELY	192	134	28	8	22
	51%	77%	35%	14%	33%
SOMEWHAT LIKELY	97	27	40	19	11
	26%	16%	51%	33%	16%
SLIGHTLY LIKELY	54	7	9	27	11
	14%	4%	11%	47%	16%
NOT AT ALL LIKELY	35	6	2	4	23
	9%	3%	3%	7%	34%
Q3 - LIKELY TO: SHOP					
VERY LIKELY	209	140	31	9	29
	55%	80%	39%	16%	43%
SOMEWHAT LIKELY	67	20	27	9	11
	18%	11%	34%	16%	16%
SLIGHTLY LIKELY	51	6	17	22	6
	13%	3%	22%	38%	9%
NOT AT ALL LIKELY	51	8	4	18	21
	13%	5%	5%	31%	31%
Q4 - LIKELY TO: ATTEND A PERFORM., LIVE THEATER, MUSIC					
VERY LIKELY	146	134	7	1	4
	39%	77%	9%	2%	6%
SOMEWHAT LIKELY	88	19	59	3	7
	23%	11%	75%	5%	10%
SLIGHTLY LIKELY	60	9	5	44	2
	16%	5%	6%	76%	3%
NOT AT ALL LIKELY	84	12	8	10	54
	22%	7%	10%	17%	81%
Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS					
VERY LIKELY	186	122	33	13	18
	49%	70%	42%	22%	27%
SOMEWHAT LIKELY	69	28	27	7	7
	18%	16%	34%	12%	10%
SLIGHTLY LIKELY	51	12	7	24	8
	13%	7%	9%	41%	12%
NOT AT ALL LIKELY	72	12	12	14	34
	19%	7%	15%	24%	51%
Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT					
VERY LIKELY	72	47	17	5	3
	19%	27%	22%	9%	4%
SOMEWHAT LIKELY	17	11	4	2	0
	4%	6%	5%	3%	0%
SLIGHTLY LIKELY	27	16	9	2	0
	7%	9%	11%	3%	0%
NOT AT ALL LIKELY	262	100	49	49	64

Q7 - LIKELY TO: ATTEND A FESTIVAL/SPECIAL EVENT	69%	57%	62%	84%	96%
VERY LIKELY	174 46%	174 100%	0 0%	0 0%	0 0%
SOMEWHAT LIKELY	79 21%	0 0%	79 100%	0 0%	0 0%
SLIGHTLY LIKELY	58 15%	0 0%	0 0%	58 100%	0 0%
NOT AT ALL LIKELY	67 18%	0 0%	0 0%	0 0%	67 100%
Q8 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	300 79%	154 89%	63 80%	36 62%	47 70%
SOMEWHAT IMPORTANT	55 15%	14 8%	13 16%	15 26%	13 19%
JUST SLIGHTLY IMPORTANT	15 4%	1 1%	3 4%	7 12%	4 6%
NOT AT ALL IMPORTANT	8 2%	5 3%	0 0%	0 0%	3 4%
Q9 - IMPORTANCE OF: CLEANLINESS					
VERY IMPORTANT	313 83%	165 95%	63 80%	36 62%	49 73%
SOMEWHAT IMPORTANT	48 13%	7 4%	14 18%	17 29%	10 15%
JUST SLIGHTLY IMPORTANT	13 3%	1 1%	2 3%	5 9%	5 7%
NOT AT ALL IMPORTANT	4 1%	1 1%	0 0%	0 0%	3 4%
Q10 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	294 78%	162 93%	56 71%	34 59%	42 63%
SOMEWHAT IMPORTANT	57 15%	7 4%	19 24%	18 31%	13 19%
JUST SLIGHTLY IMPORTANT	20 5%	3 2%	4 5%	6 10%	7 10%
NOT AT ALL IMPORTANT	7 2%	2 1%	0 0%	0 0%	5 7%
Q11 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS					
VERY IMPORTANT	279 74%	157 90%	52 66%	29 50%	41 61%
SOMEWHAT IMPORTANT	70 19%	15 9%	23 29%	18 31%	14 21%
JUST SLIGHTLY IMPORTANT	23 6%	2 1%	4 5%	11 19%	6 9%
NOT AT ALL IMPORTANT	6 2%	0 0%	0 0%	0 0%	6 9%
Q12 - IMPORTANCE OF: GOOD COMMUNICATION					
VERY IMPORTANT	250 66%	145 83%	40 51%	26 45%	39 58%
SOMEWHAT IMPORTANT	74 20%	22 13%	29 37%	12 21%	11 16%
JUST SLIGHTLY IMPORTANT	42 11%	6 3%	8 10%	17 29%	11 16%
NOT AT ALL IMPORTANT	12 3%	1 1%	2 3%	3 5%	6 9%

Q8. SAFETY, LIKE EXTRA SECURITY

	TOTAL	QUESTION 8			
		VERY LIKELY	SMWHT LIKELY	SLGHTLY LIKELY	NOT AT ALL LIKELY
BASE - TOTAL RESPONDENTS	378 100%	300 100%	55 100%	15 100%	8 100%
Q1 - LIKELY TO: STROLL/WALK AROUND					
VERY LIKELY	255 67%	214 71%	27 49%	7 47%	7 88%
SOMEWHAT LIKELY	61 16%	45 15%	12 22%	4 27%	0 0%
SLIGHTLY LIKELY	44 12%	26 9%	13 24%	4 27%	1 13%
NOT AT ALL LIKELY	18 5%	15 5%	3 5%	0 0%	0 0%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT					
VERY LIKELY	192 51%	169 56%	18 33%	0 0%	5 63%
SOMEWHAT LIKELY	97 26%	76 25%	18 33%	3 20%	0 0%
SLIGHTLY LIKELY	54 14%	31 10%	14 25%	9 60%	0 0%
NOT AT ALL LIKELY	35 9%	24 8%	5 9%	3 20%	3 38%
Q3 - LIKELY TO: SHOP					
VERY LIKELY	209 55%	185 62%	19 35%	0 0%	5 63%
SOMEWHAT LIKELY	67 18%	55 18%	10 18%	2 13%	0 0%
SLIGHTLY LIKELY	51 13%	27 9%	16 29%	8 53%	0 0%
NOT AT ALL LIKELY	51 13%	33 11%	10 18%	5 33%	3 38%
Q4 - LIKELY TO: ATTEND A PERFORM., LIVE THEATER, MUSIC					
VERY LIKELY	146 39%	130 43%	12 22%	1 7%	3 38%
SOMEWHAT LIKELY	88 23%	72 24%	12 22%	2 13%	2 25%
SLIGHTLY LIKELY	60 16%	35 12%	18 33%	7 47%	0 0%
NOT AT ALL LIKELY	84 22%	63 21%	13 24%	5 33%	3 38%
Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS					
VERY LIKELY	186 49%	172 57%	8 15%	1 7%	5 63%
SOMEWHAT LIKELY	69 18%	56 19%	12 22%	1 7%	0 0%
SLIGHTLY LIKELY	51 13%	29 10%	13 24%	8 53%	1 13%
NOT AT ALL LIKELY	72 19%	43 14%	22 40%	5 33%	2 25%
Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT					
VERY LIKELY	72 19%	66 22%	6 11%	0 0%	0 0%
SOMEWHAT LIKELY	17 4%	16 5%	1 2%	0 0%	0 0%
SLIGHTLY LIKELY	27 7%	25 8%	2 4%	0 0%	0 0%
NOT AT ALL LIKELY	262	193	46	15	8

Q7 - LIKELY TO: ATTEND A FESTIVAL/SPECIAL EVENT	69%	64%	84%	100%	100%
VERY LIKELY	174 46%	154 51%	14 25%	1 7%	5 63%
SOMEWHAT LIKELY	79 21%	63 21%	13 24%	3 20%	0 0%
SLIGHTLY LIKELY	58 15%	36 12%	15 27%	7 47%	0 0%
NOT AT ALL LIKELY	67 18%	47 16%	13 24%	4 27%	3 38%
Q8 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	300 79%	300 100%	0 0%	0 0%	0 0%
SOMEWHAT IMPORTANT	55 15%	0 0%	55 100%	0 0%	0 0%
JUST SLIGHTLY IMPORTANT	15 4%	0 0%	0 0%	15 100%	0 0%
NOT AT ALL IMPORTANT	8 2%	0 0%	0 0%	0 0%	8 100%
Q9 - IMPORTANCE OF: CLEANLINESS					
VERY IMPORTANT	313 83%	287 96%	20 36%	2 13%	4 50%
SOMEWHAT IMPORTANT	48 13%	13 4%	33 60%	2 13%	0 0%
JUST SLIGHTLY IMPORTANT	13 3%	0 0%	2 4%	11 73%	0 0%
NOT AT ALL IMPORTANT	4 1%	0 0%	0 0%	0 0%	4 50%
Q10 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	294 78%	272 91%	16 29%	2 13%	4 50%
SOMEWHAT IMPORTANT	57 15%	22 7%	33 60%	2 13%	0 0%
JUST SLIGHTLY IMPORTANT	20 5%	5 2%	4 7%	11 73%	0 0%
NOT AT ALL IMPORTANT	7 2%	1 0%	2 4%	0 0%	4 50%
Q11 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS					
VERY IMPORTANT	279 74%	257 86%	15 27%	2 13%	5 63%
SOMEWHAT IMPORTANT	70 19%	37 12%	32 58%	1 7%	0 0%
JUST SLIGHTLY IMPORTANT	23 6%	4 1%	8 15%	11 73%	0 0%
NOT AT ALL IMPORTANT	6 2%	2 1%	0 0%	1 7%	3 38%
Q12 - IMPORTANCE OF: GOOD COMMUNICATION					
VERY IMPORTANT	250 66%	230 77%	14 25%	1 7%	5 63%
SOMEWHAT IMPORTANT	74 20%	52 17%	22 40%	0 0%	0 0%
JUST SLIGHTLY IMPORTANT	42 11%	14 5%	15 27%	13 87%	0 0%
NOT AT ALL IMPORTANT	12 3%	4 1%	4 7%	1 7%	3 38%

Q9. CLEANLINESS, LIKE EXTRA TRASH PICK-UP, STEAM CLEANING AND GRAFFITI REMOVAL

	TOTAL	QUESTION 9			
		VERY LIKELY	SMWHT LIKELY	SLIGHTLY LIKELY	NOT AT ALL LIKELY
BASE - TOTAL RESPONDENTS	378 100%	313 100%	48 100%	13 100%	4 100%
Q1 - LIKELY TO: STROLL/WALK AROUND					
VERY LIKELY	255 67%	225 72%	22 46%	5 38%	3 75%
SOMEWHAT LIKELY	61 16%	45 14%	11 23%	5 38%	0 0%
SLIGHTLY LIKELY	44 12%	28 9%	12 25%	3 23%	1 25%
NOT AT ALL LIKELY	18 5%	15 5%	3 6%	0 0%	0 0%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT					
VERY LIKELY	192 51%	178 57%	12 25%	1 8%	1 25%
SOMEWHAT LIKELY	97 26%	74 24%	21 44%	2 15%	0 0%
SLIGHTLY LIKELY	54 14%	37 12%	10 21%	7 54%	0 0%
NOT AT ALL LIKELY	35 9%	24 8%	5 10%	3 23%	3 75%
Q3 - LIKELY TO: SHOP					
VERY LIKELY	209 55%	194 62%	12 25%	2 15%	1 25%
SOMEWHAT LIKELY	67 18%	56 18%	10 21%	1 8%	0 0%
SLIGHTLY LIKELY	51 13%	29 9%	17 35%	5 38%	0 0%
NOT AT ALL LIKELY	51 13%	34 11%	9 19%	5 38%	3 75%
Q4 - LIKELY TO: ATTEND A PERFORM., LIVE THEATER, MUSIC					
VERY LIKELY	146 39%	142 45%	3 6%	1 8%	0 0%
SOMEWHAT LIKELY	88 23%	72 23%	13 27%	2 15%	1 25%
SLIGHTLY LIKELY	60 16%	37 12%	18 38%	5 38%	0 0%
NOT AT ALL LIKELY	84 22%	62 20%	14 29%	5 38%	3 75%
Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS					
VERY LIKELY	186 49%	178 57%	6 13%	1 8%	1 25%
SOMEWHAT LIKELY	69 18%	56 18%	11 23%	2 15%	0 0%
SLIGHTLY LIKELY	51 13%	33 11%	11 23%	6 46%	1 25%
NOT AT ALL LIKELY	72 19%	46 15%	20 42%	4 31%	2 50%
Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT					
VERY LIKELY	72 19%	68 22%	4 8%	0 0%	0 0%
SOMEWHAT LIKELY	17 4%	16 5%	1 2%	0 0%	0 0%
SLIGHTLY LIKELY	27 7%	23 7%	4 8%	0 0%	0 0%
NOT AT ALL LIKELY	262	206	39	13	4

Q7 - LIKELY TO: ATTEND A FESTIVAL/SPECIAL EVENT	69%	66%	81%	100%	100%
VERY LIKELY	174 46%	165 53%	7 15%	1 8%	1 25%
SOMEWHAT LIKELY	79 21%	63 20%	14 29%	2 15%	0 0%
SLIGHTLY LIKELY	58 15%	36 12%	17 35%	5 38%	0 0%
NOT AT ALL LIKELY	67 18%	49 16%	10 21%	5 38%	3 75%
Q8 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	300 79%	287 92%	13 27%	0 0%	0 0%
SOMEWHAT IMPORTANT	55 15%	20 6%	33 69%	2 15%	0 0%
JUST SLIGHTLY IMPORTANT	15 4%	2 1%	2 4%	11 85%	0 0%
NOT AT ALL IMPORTANT	8 2%	4 1%	0 0%	0 0%	4 100%
Q9 - IMPORTANCE OF: CLEANLINESS					
VERY IMPORTANT	313 83%	313 100%	0 0%	0 0%	0 0%
SOMEWHAT IMPORTANT	48 13%	0 0%	48 100%	0 0%	0 0%
JUST SLIGHTLY IMPORTANT	13 3%	0 0%	0 0%	13 100%	0 0%
NOT AT ALL IMPORTANT	4 1%	0 0%	0 0%	0 0%	4 100%
Q10 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	294 78%	289 92%	5 10%	0 0%	0 0%
SOMEWHAT IMPORTANT	57 15%	18 6%	39 81%	0 0%	0 0%
JUST SLIGHTLY IMPORTANT	20 5%	5 2%	4 8%	11 85%	0 0%
NOT AT ALL IMPORTANT	7 2%	1 0%	0 0%	2 15%	4 100%
Q11 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS					
VERY IMPORTANT	279 74%	270 86%	7 15%	1 8%	1 25%
SOMEWHAT IMPORTANT	70 19%	37 12%	32 67%	1 8%	0 0%
JUST SLIGHTLY IMPORTANT	23 6%	6 2%	7 15%	10 77%	0 0%
NOT AT ALL IMPORTANT	6 2%	0 0%	2 4%	1 8%	3 75%
Q12 - IMPORTANCE OF: GOOD COMMUNICATION					
VERY IMPORTANT	250 66%	237 76%	11 23%	1 8%	1 25%
SOMEWHAT IMPORTANT	74 20%	54 17%	20 42%	0 0%	0 0%
JUST SLIGHTLY IMPORTANT	42 11%	19 6%	12 25%	11 85%	0 0%
NOT AT ALL IMPORTANT	12 3%	3 1%	5 10%	1 8%	3 75%

Q10. APPEARANCE, LIKE PLANTS, FLOWERS AND LANDSCAPING

	TOTAL	QUESTION 10			
		VERY LIKELY	SMWHT LIKELY	SLGHTLY LIKELY	NOT AT ALL LIKELY
BASE - TOTAL RESPONDENTS	378	294	57	20	7
	100%	100%	100%	100%	100%
Q1 - LIKELY TO: STROLL/WALK AROUND					
VERY LIKELY	255	209	33	8	5
	67%	71%	58%	40%	71%
SOMEWHAT LIKELY	61	43	10	7	1
	16%	15%	18%	35%	14%
SLIGHTLY LIKELY	44	27	11	5	1
	12%	9%	19%	25%	14%
NOT AT ALL LIKELY	18	15	3	0	0
	5%	5%	5%	0%	0%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT					
VERY LIKELY	192	166	17	6	3
	51%	56%	30%	30%	43%
SOMEWHAT LIKELY	97	70	23	4	0
	26%	24%	40%	20%	0%
SLIGHTLY LIKELY	54	33	13	8	0
	14%	11%	23%	40%	0%
NOT AT ALL LIKELY	35	25	4	2	4
	9%	9%	7%	10%	57%
Q3 - LIKELY TO: SHOP					
VERY LIKELY	209	185	15	5	4
	55%	63%	26%	25%	57%
SOMEWHAT LIKELY	67	52	13	2	0
	18%	18%	23%	10%	0%
SLIGHTLY LIKELY	51	25	19	7	0
	13%	9%	33%	35%	0%
NOT AT ALL LIKELY	51	32	10	6	3
	13%	11%	18%	30%	43%
Q4 - LIKELY TO: ATTEND A PERFORM., LIVE THEATER, MUSIC					
VERY LIKELY	146	137	5	3	1
	39%	47%	9%	15%	14%
SOMEWHAT LIKELY	88	67	16	4	1
	23%	23%	28%	20%	14%
SLIGHTLY LIKELY	60	34	20	6	0
	16%	12%	35%	30%	0%
NOT AT ALL LIKELY	84	56	16	7	5
	22%	19%	28%	35%	71%
Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS					
VERY LIKELY	186	172	8	4	2
	49%	59%	14%	20%	29%
SOMEWHAT LIKELY	69	50	15	2	2
	18%	17%	26%	10%	29%
SLIGHTLY LIKELY	51	31	11	8	1
	13%	11%	19%	40%	14%
NOT AT ALL LIKELY	72	41	23	6	2
	19%	14%	40%	30%	29%
Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT					
VERY LIKELY	72	67	4	1	0
	19%	23%	7%	5%	0%
SOMEWHAT LIKELY	17	14	1	2	0
	4%	5%	2%	10%	0%
SLIGHTLY LIKELY	27	23	3	1	0
	7%	8%	5%	5%	0%
NOT AT ALL LIKELY	262	190	49	16	7

Q7 - LIKELY TO: ATTEND A FESTIVAL/SPECIAL EVENT	69%	65%	86%	80%	100%
VERY LIKELY	174 46%	162 55%	7 12%	3 15%	2 29%
SOMEWHAT LIKELY	79 21%	56 19%	19 33%	4 20%	0 0%
SLIGHTLY LIKELY	58 15%	34 12%	18 32%	6 30%	0 0%
NOT AT ALL LIKELY	67 18%	42 14%	13 23%	7 35%	5 71%
Q8 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	300 79%	272 93%	22 39%	5 25%	1 14%
SOMEWHAT IMPORTANT	55 15%	16 5%	33 58%	4 20%	2 29%
JUST SLIGHTLY IMPORTANT	15 4%	2 1%	2 4%	11 55%	0 0%
NOT AT ALL IMPORTANT	8 2%	4 1%	0 0%	0 0%	4 57%
Q9 - IMPORTANCE OF: CLEANLINESS					
VERY IMPORTANT	313 83%	289 98%	18 32%	5 25%	1 14%
SOMEWHAT IMPORTANT	48 13%	5 2%	39 68%	4 20%	0 0%
JUST SLIGHTLY IMPORTANT	13 3%	0 0%	0 0%	11 55%	2 29%
NOT AT ALL IMPORTANT	4 1%	0 0%	0 0%	0 0%	4 57%
Q10 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	294 78%	294 100%	0 0%	0 0%	0 0%
SOMEWHAT IMPORTANT	57 15%	0 0%	57 100%	0 0%	0 0%
JUST SLIGHTLY IMPORTANT	20 5%	0 0%	0 0%	20 100%	0 0%
NOT AT ALL IMPORTANT	7 2%	0 0%	0 0%	0 0%	7 100%
Q11 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS					
VERY IMPORTANT	279 74%	261 89%	11 19%	4 20%	3 43%
SOMEWHAT IMPORTANT	70 19%	29 10%	36 63%	4 20%	1 14%
JUST SLIGHTLY IMPORTANT	23 6%	3 1%	9 16%	11 55%	0 0%
NOT AT ALL IMPORTANT	6 2%	1 0%	1 2%	1 5%	3 43%
Q12 - IMPORTANCE OF: GOOD COMMUNICATION					
VERY IMPORTANT	250 66%	231 79%	12 21%	4 20%	3 43%
SOMEWHAT IMPORTANT	74 20%	46 16%	27 47%	1 5%	0 0%
JUST SLIGHTLY IMPORTANT	42 11%	14 5%	13 23%	14 70%	1 14%
NOT AT ALL IMPORTANT	12 3%	3 1%	5 9%	1 5%	3 43%

Q11. NEW BUSINESSES AND RESTAURANTS TO FILL EMPTY STOREFRONTS

	TOTAL	QUESTION 11			
		VERY LIKELY	SMWHT LIKELY	SLGHTLY LIKELY	NOT AT ALL LIKELY
BASE - TOTAL RESPONDENTS	378 100%	279 100%	70 100%	23 100%	6 100%
Q1 - LIKELY TO: STROLL/WALK AROUND					
VERY LIKELY	255 67%	198 71%	43 61%	9 39%	5 83%
SOMEWHAT LIKELY	61 16%	40 14%	14 20%	7 30%	0 0%
SLIGHTLY LIKELY	44 12%	27 10%	10 14%	6 26%	1 17%
NOT AT ALL LIKELY	18 5%	14 5%	3 4%	1 4%	0 0%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT					
VERY LIKELY	192 51%	166 59%	24 34%	2 9%	0 0%
SOMEWHAT LIKELY	97 26%	63 23%	26 37%	8 35%	0 0%
SLIGHTLY LIKELY	54 14%	28 10%	14 20%	11 48%	1 17%
NOT AT ALL LIKELY	35 9%	22 8%	6 9%	2 9%	5 83%
Q3 - LIKELY TO: SHOP					
VERY LIKELY	209 55%	179 64%	27 39%	2 9%	1 17%
SOMEWHAT LIKELY	67 18%	49 18%	14 20%	4 17%	0 0%
SLIGHTLY LIKELY	51 13%	22 8%	19 27%	9 39%	1 17%
NOT AT ALL LIKELY	51 13%	29 10%	10 14%	8 35%	4 67%
Q4 - LIKELY TO: ATTEND A PERFORM., LIVE THEATER, MUSIC					
VERY LIKELY	146 39%	135 48%	10 14%	1 4%	0 0%
SOMEWHAT LIKELY	88 23%	64 23%	19 27%	5 22%	0 0%
SLIGHTLY LIKELY	60 16%	30 11%	20 29%	10 43%	0 0%
NOT AT ALL LIKELY	84 22%	50 18%	21 30%	7 30%	6 100%
Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS					
VERY LIKELY	186 49%	164 59%	17 24%	3 13%	2 33%
SOMEWHAT LIKELY	69 18%	52 19%	13 19%	4 17%	0 0%
SLIGHTLY LIKELY	51 13%	23 8%	19 27%	8 35%	1 17%
NOT AT ALL LIKELY	72 19%	40 14%	21 30%	8 35%	3 50%
Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT					
VERY LIKELY	72 19%	69 25%	3 4%	0 0%	0 0%
SOMEWHAT LIKELY	17 4%	12 4%	4 6%	1 4%	0 0%
SLIGHTLY LIKELY	27 7%	22 8%	5 7%	0 0%	0 0%
NOT AT ALL LIKELY	262	176	58	22	6

Q7 - LIKELY TO: ATTEND A FESTIVAL/SPECIAL EVENT	69%	63%	83%	96%	100%
VERY LIKELY	174 46%	157 56%	15 21%	2 9%	0 0%
SOMEWHAT LIKELY	79 21%	52 19%	23 33%	4 17%	0 0%
SLIGHTLY LIKELY	58 15%	29 10%	18 26%	11 48%	0 0%
NOT AT ALL LIKELY	67 18%	41 15%	14 20%	6 26%	6 100%
Q8 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	300 79%	257 92%	37 53%	4 17%	2 33%
SOMEWHAT IMPORTANT	55 15%	15 5%	32 46%	8 35%	0 0%
JUST SLIGHTLY IMPORTANT	15 4%	2 1%	1 1%	11 48%	1 17%
NOT AT ALL IMPORTANT	8 2%	5 2%	0 0%	0 0%	3 50%
Q9 - IMPORTANCE OF: CLEANLINESS					
VERY IMPORTANT	313 83%	270 97%	37 53%	6 26%	0 0%
SOMEWHAT IMPORTANT	48 13%	7 3%	32 46%	7 30%	2 33%
JUST SLIGHTLY IMPORTANT	13 3%	1 0%	1 1%	10 43%	1 17%
NOT AT ALL IMPORTANT	4 1%	1 0%	0 0%	0 0%	3 50%
Q10 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	294 78%	261 94%	29 41%	3 13%	1 17%
SOMEWHAT IMPORTANT	57 15%	11 4%	36 51%	9 39%	1 17%
JUST SLIGHTLY IMPORTANT	20 5%	4 1%	4 6%	11 48%	1 17%
NOT AT ALL IMPORTANT	7 2%	3 1%	1 1%	0 0%	3 50%
Q11 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS					
VERY IMPORTANT	279 74%	279 100%	0 0%	0 0%	0 0%
SOMEWHAT IMPORTANT	70 19%	0 0%	70 100%	0 0%	0 0%
JUST SLIGHTLY IMPORTANT	23 6%	0 0%	0 0%	23 100%	0 0%
NOT AT ALL IMPORTANT	6 2%	0 0%	0 0%	0 0%	6 100%
Q12 - IMPORTANCE OF: GOOD COMMUNICATION					
VERY IMPORTANT	250 66%	231 83%	15 21%	3 13%	1 17%
SOMEWHAT IMPORTANT	74 20%	34 12%	40 57%	0 0%	0 0%
JUST SLIGHTLY IMPORTANT	42 11%	12 4%	12 17%	18 78%	0 0%
NOT AT ALL IMPORTANT	12 3%	2 1%	3 4%	2 9%	5 83%

Q12. GOOD COMMUNICATION CHANNELS TO INFORM ME ABOUT THE LEIMERT PARK AND CRENSHAW CORRIDOR DISTRICT AND ITS OFFERINGS

	TOTAL	QUESTION 12			
		VERY LIKELY	SMWHT LIKELY	SLIGHTLY LIKELY	NOT AT ALL LIKELY
BASE - TOTAL RESPONDENTS	378 100%	250 100%	74 100%	42 100%	12 100%
Q1 - LIKELY TO: STROLL/WALK AROUND					
VERY LIKELY	255 67%	189 76%	44 59%	16 38%	6 50%
SOMEWHAT LIKELY	61 16%	28 11%	18 24%	15 36%	0 0%
SLIGHTLY LIKELY	44 12%	22 9%	6 8%	11 26%	5 42%
NOT AT ALL LIKELY	18 5%	11 4%	6 8%	0 0%	1 8%
Q2 - LIKELY TO: EAT/DRINK AT RESTAURANT					
VERY LIKELY	192 51%	152 61%	28 38%	11 26%	1 8%
SOMEWHAT LIKELY	97 26%	51 20%	31 42%	13 31%	2 17%
SLIGHTLY LIKELY	54 14%	26 10%	9 12%	15 36%	4 33%
NOT AT ALL LIKELY	35 9%	21 8%	6 8%	3 7%	5 42%
Q3 - LIKELY TO: SHOP					
VERY LIKELY	209 55%	170 68%	28 38%	10 24%	1 8%
SOMEWHAT LIKELY	67 18%	39 16%	21 28%	6 14%	1 8%
SLIGHTLY LIKELY	51 13%	17 7%	17 23%	14 33%	3 25%
NOT AT ALL LIKELY	51 13%	24 10%	8 11%	12 29%	7 58%
Q4 - LIKELY TO: ATTEND A PERFORM., LIVE THEATER, MUSIC					
VERY LIKELY	146 39%	123 49%	18 24%	5 12%	0 0%
SOMEWHAT LIKELY	88 23%	54 22%	24 32%	8 19%	2 17%
SLIGHTLY LIKELY	60 16%	27 11%	13 18%	19 45%	1 8%
NOT AT ALL LIKELY	84 22%	46 18%	19 26%	10 24%	9 75%
Q5 - LIKELY TO: CONDUCT PERSONAL BUSINESS					
VERY LIKELY	186 49%	152 61%	24 32%	8 19%	2 17%
SOMEWHAT LIKELY	69 18%	41 16%	20 27%	7 17%	1 8%
SLIGHTLY LIKELY	51 13%	19 8%	14 19%	15 36%	3 25%
NOT AT ALL LIKELY	72 19%	38 15%	16 22%	12 29%	6 50%
Q6 - LIKELY TO: PAY TO PARK CAR IN DISTRICT					
VERY LIKELY	72 19%	60 24%	11 15%	1 2%	0 0%
SOMEWHAT LIKELY	17 4%	11 4%	6 8%	0 0%	0 0%
SLIGHTLY LIKELY	27 7%	20 8%	6 8%	1 2%	0 0%

NOT AT ALL LIKELY	262 69%	159 64%	51 69%	40 95%	12 100%
Q7 - LIKELY TO: ATTEND A FESTIVAL/SPECIAL EVENT					
VERY LIKELY	174 46%	145 58%	22 30%	6 14%	1 8%
SOMEWHAT LIKELY	79 21%	40 16%	29 39%	8 19%	2 17%
SLIGHTLY LIKELY	58 15%	26 10%	12 16%	17 40%	3 25%
NOT AT ALL LIKELY	67 18%	39 16%	11 15%	11 26%	6 50%
Q8 - IMPORTANCE OF: SAFETY					
VERY IMPORTANT	300 79%	230 92%	52 70%	14 33%	4 33%
SOMEWHAT IMPORTANT	55 15%	14 6%	22 30%	15 36%	4 33%
JUST SLIGHTLY IMPORTANT	15 4%	1 0%	0 0%	13 31%	1 8%
NOT AT ALL IMPORTANT	8 2%	5 2%	0 0%	0 0%	3 25%
Q9 - IMPORTANCE OF: CLEANLINESS					
VERY IMPORTANT	313 83%	237 95%	54 73%	19 45%	3 25%
SOMEWHAT IMPORTANT	48 13%	11 4%	20 27%	12 29%	5 42%
JUST SLIGHTLY IMPORTANT	13 3%	1 0%	0 0%	11 26%	1 8%
NOT AT ALL IMPORTANT	4 1%	1 0%	0 0%	0 0%	3 25%
Q10 - IMPORTANCE OF: APPEARANCE					
VERY IMPORTANT	294 78%	231 92%	46 62%	14 33%	3 25%
SOMEWHAT IMPORTANT	57 15%	12 5%	27 36%	13 31%	5 42%
JUST SLIGHTLY IMPORTANT	20 5%	4 2%	1 1%	14 33%	1 8%
NOT AT ALL IMPORTANT	7 2%	3 1%	0 0%	1 2%	3 25%
Q11 - IMPORTANCE OF: NEW BUSINESSES/RESTAURANTS					
VERY IMPORTANT	279 74%	231 92%	34 46%	12 29%	2 17%
SOMEWHAT IMPORTANT	70 19%	15 6%	40 54%	12 29%	3 25%
JUST SLIGHTLY IMPORTANT	23 6%	3 1%	0 0%	18 43%	2 17%
NOT AT ALL IMPORTANT	6 2%	1 0%	0 0%	0 0%	5 42%
Q12 - IMPORTANCE OF: GOOD COMMUNICATION					
VERY IMPORTANT	250 66%	250 100%	0 0%	0 0%	0 0%
SOMEWHAT IMPORTANT	74 20%	0 0%	74 100%	0 0%	0 0%
JUST SLIGHTLY IMPORTANT	42 11%	0 0%	0 0%	42 100%	0 0%
NOT AT ALL IMPORTANT	12 3%	0 0%	0 0%	0 0%	12 100%