

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

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UNIVERSITY OF MONTANA



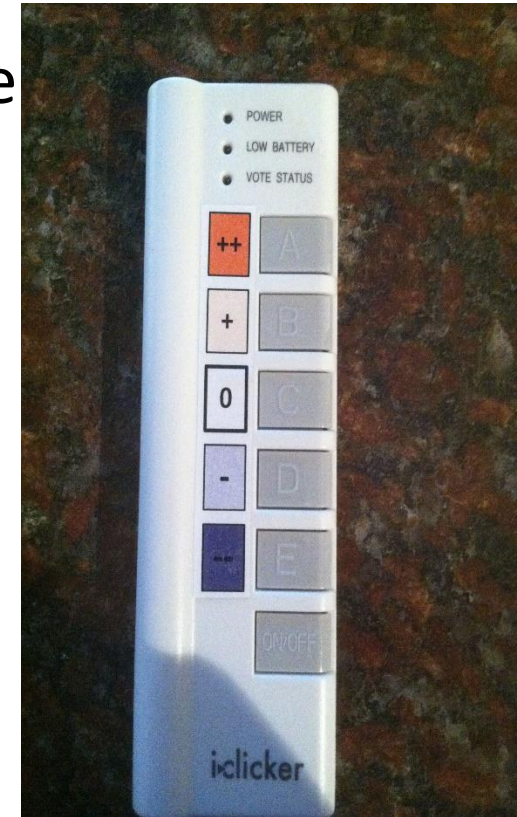
Downtown Survey

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



How to use your Clicker!

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





Asked:

- Favorite downtown and why liked**
- Downtown visits when traveling**
- Downtown characteristics important to them**
- Downtown characteristics that keep them away**

How do You, Visitors, and Montanan's answer these questions?

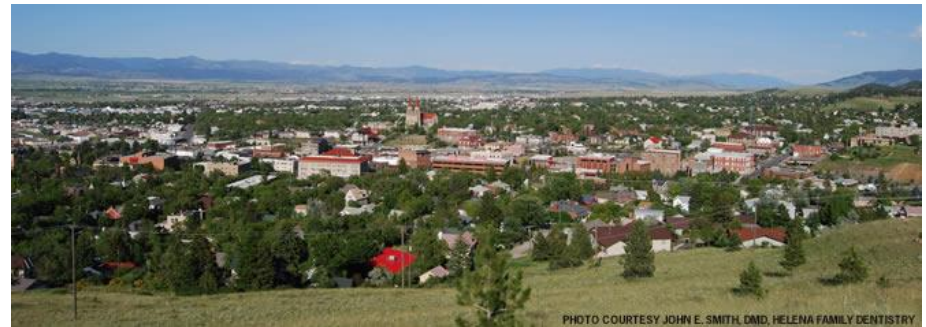


PHOTO COURTESY JOHN E. SMITH, DMD, HELENA FAMILY DENTISTRY

A panoramic view of the Seattle skyline, featuring the Space Needle on the left and Mount Rainier in the background under a clear blue sky. The foreground shows dark green trees.

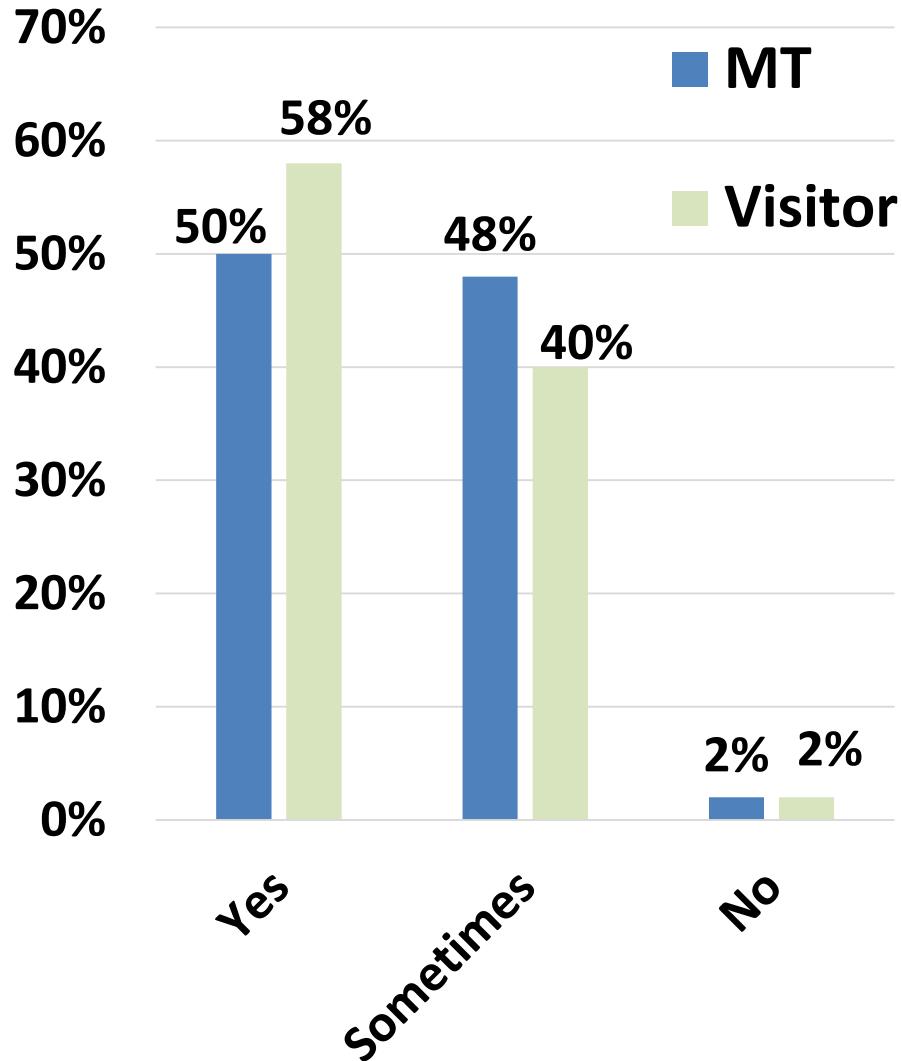
**Q1: Do you visit downtown
areas while traveling?**

A= Yes

B= Sometimes

C= No

Do you visit downtown areas while traveling?



When I travel...

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

A= Never

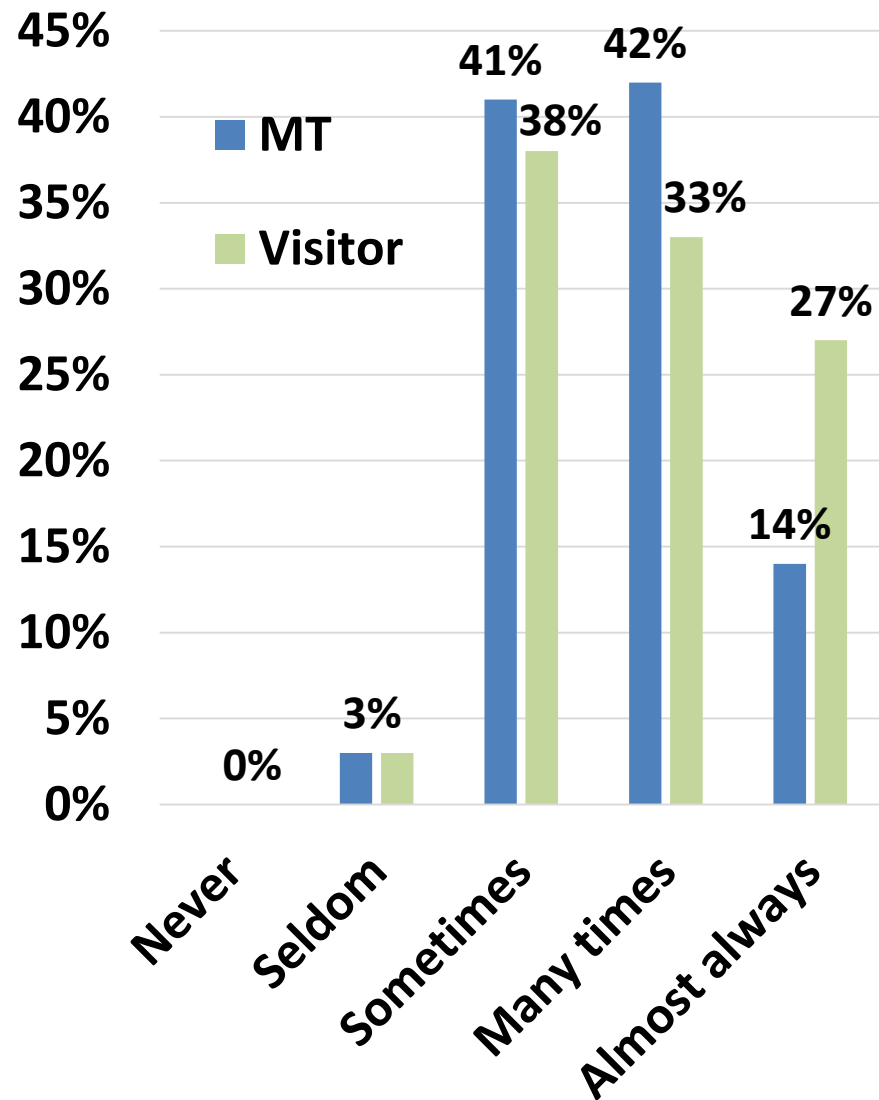
B= Seldom

C= Sometimes

D= Many times

E= Almost always

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



When I travel...

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

A= Never

B= Seldom

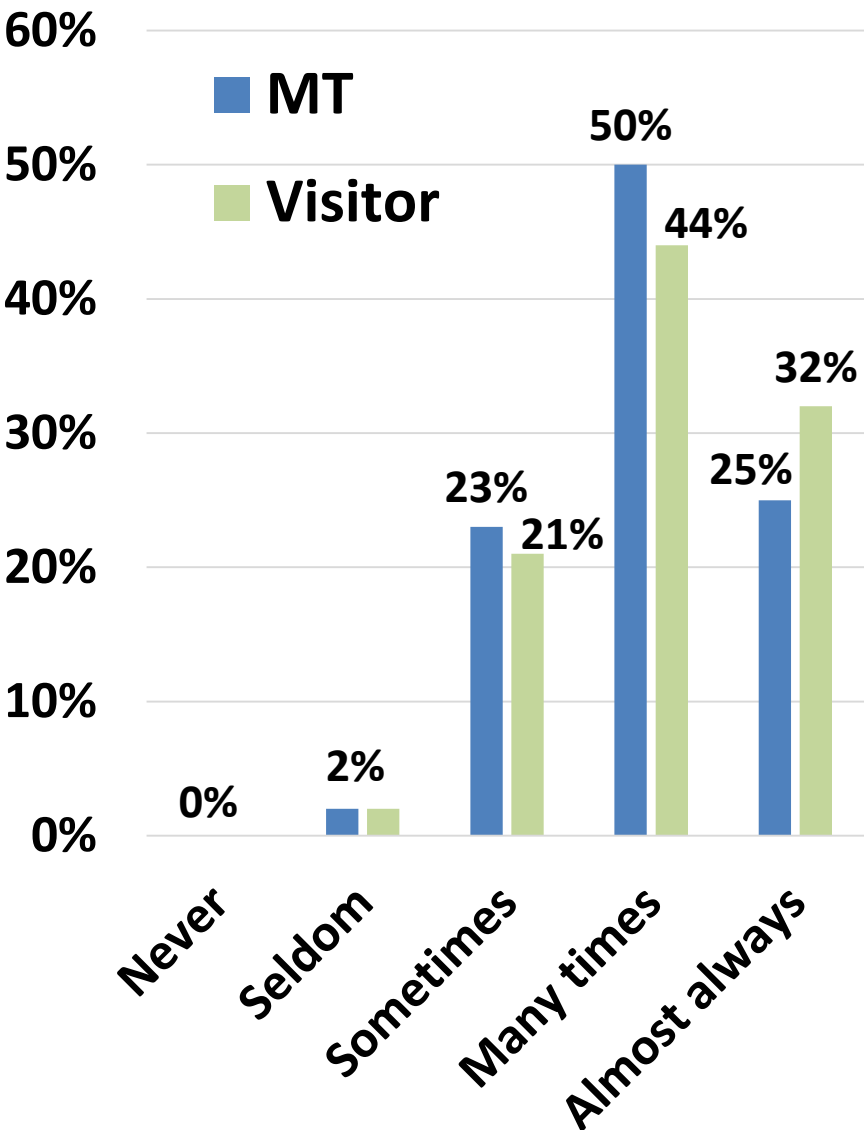
C= Sometimes

D= Many times

E= Almost always



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



When I travel...

Q3: I look for special events happening downtown.

A= Never

B= Seldom

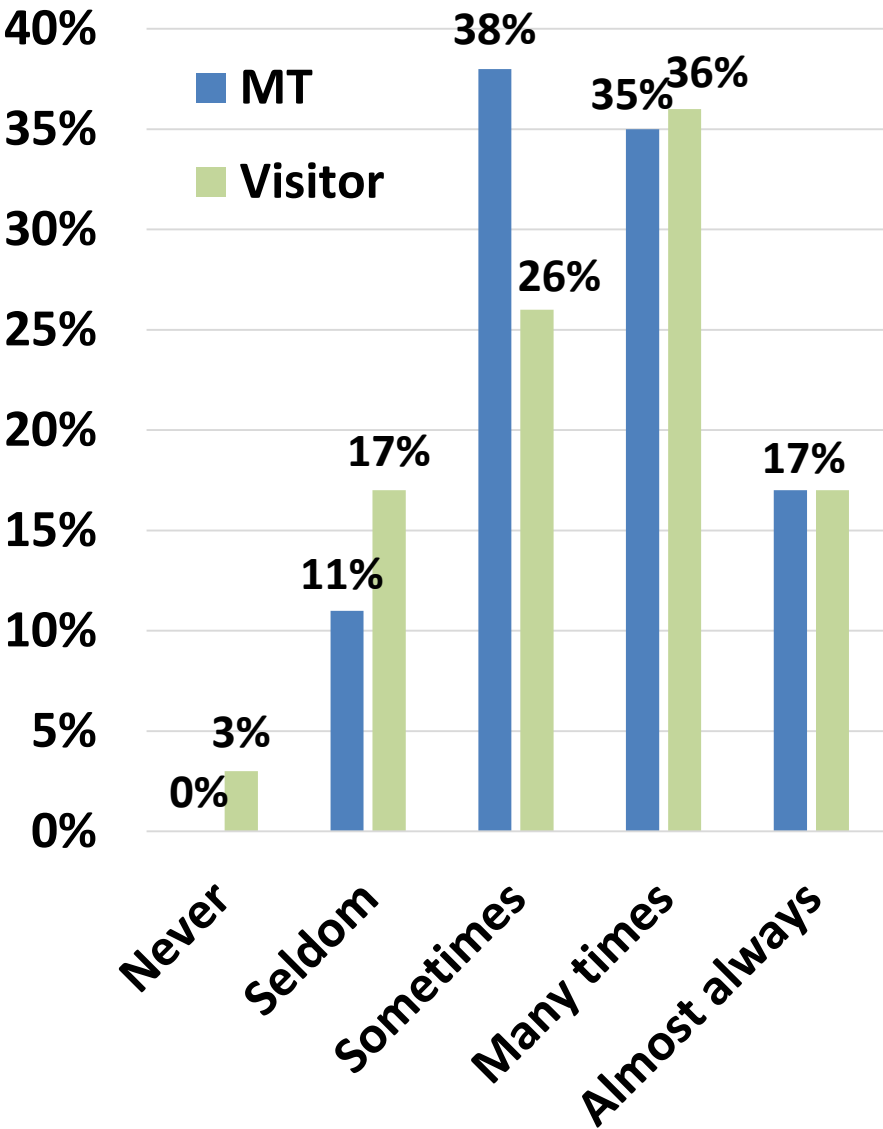
C= Sometimes

D= Many times

E= Almost always



Q4: I look for special events happening downtown.



When I travel...

Q5: I shop in downtown areas.

A= Never

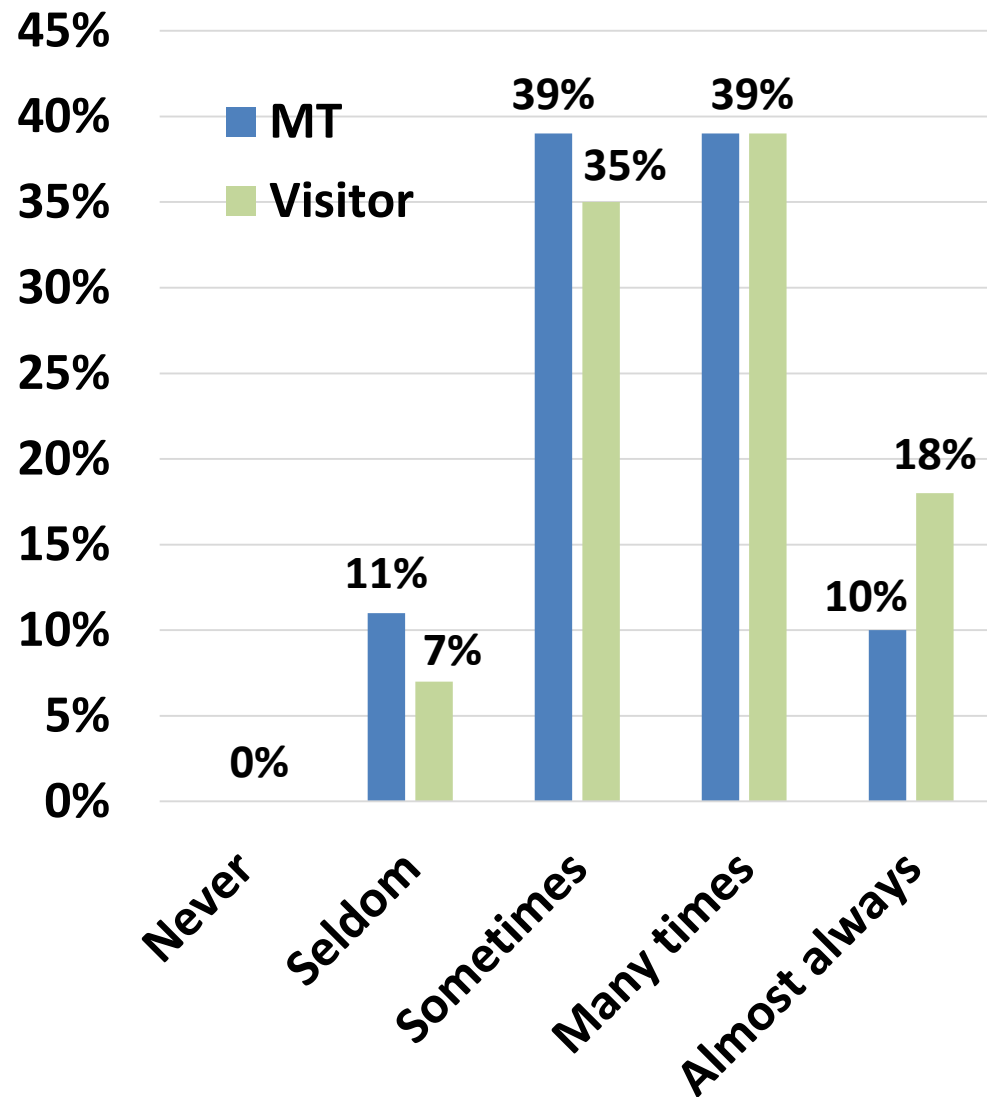
B= Seldom

C= Sometimes

D= Many times

E= Almost always

Q5: when I travel, I shop in downtown areas.



In your decision to spend more time in downtowns while traveling, how important is...

Q6: A downtown free of debris and litter?

A= Not at all important

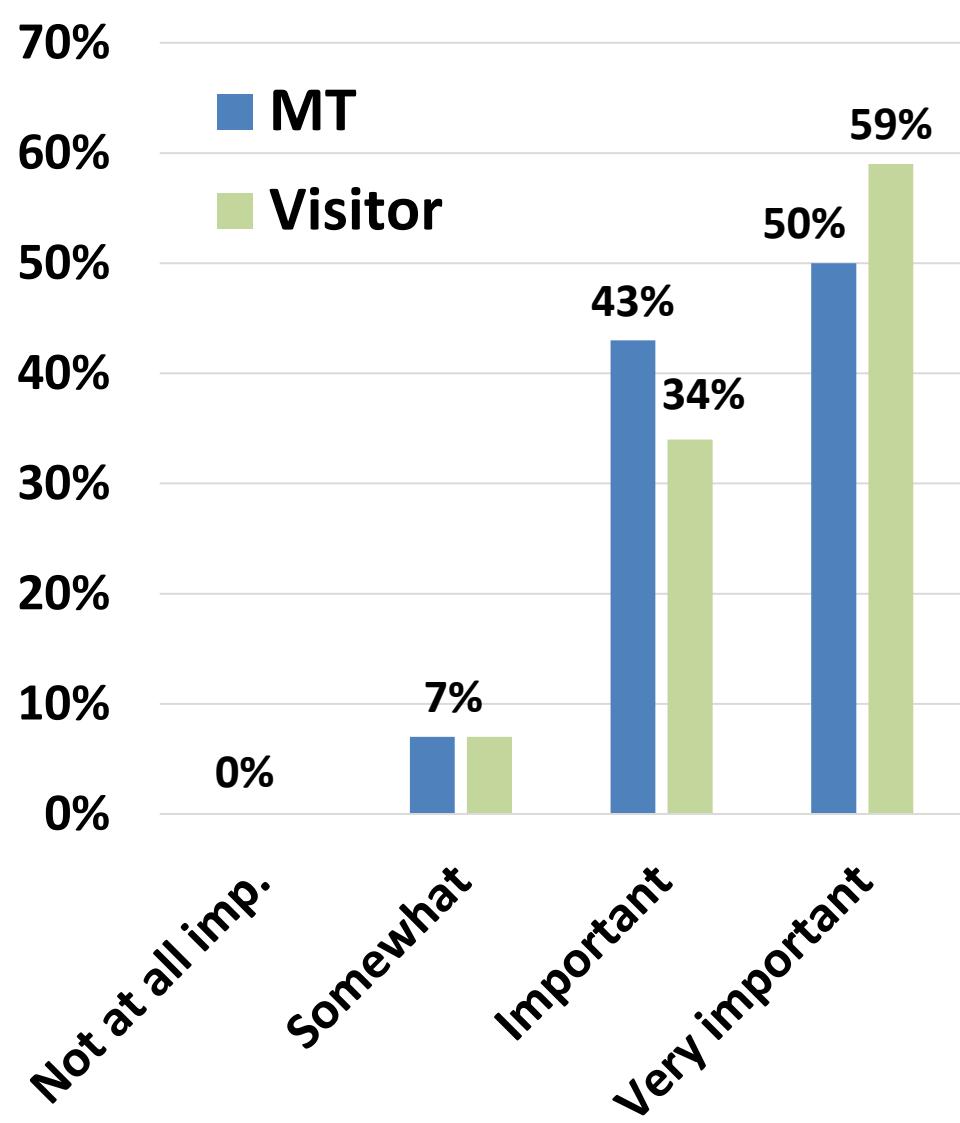
B= Somewhat important

C= Important

D= Very important



Q6: Importance of...A downtown free of debris and litter?



In your decision to spend more time in downtowns while traveling, how important are...

Q7: Historically preserved downtown buildings?

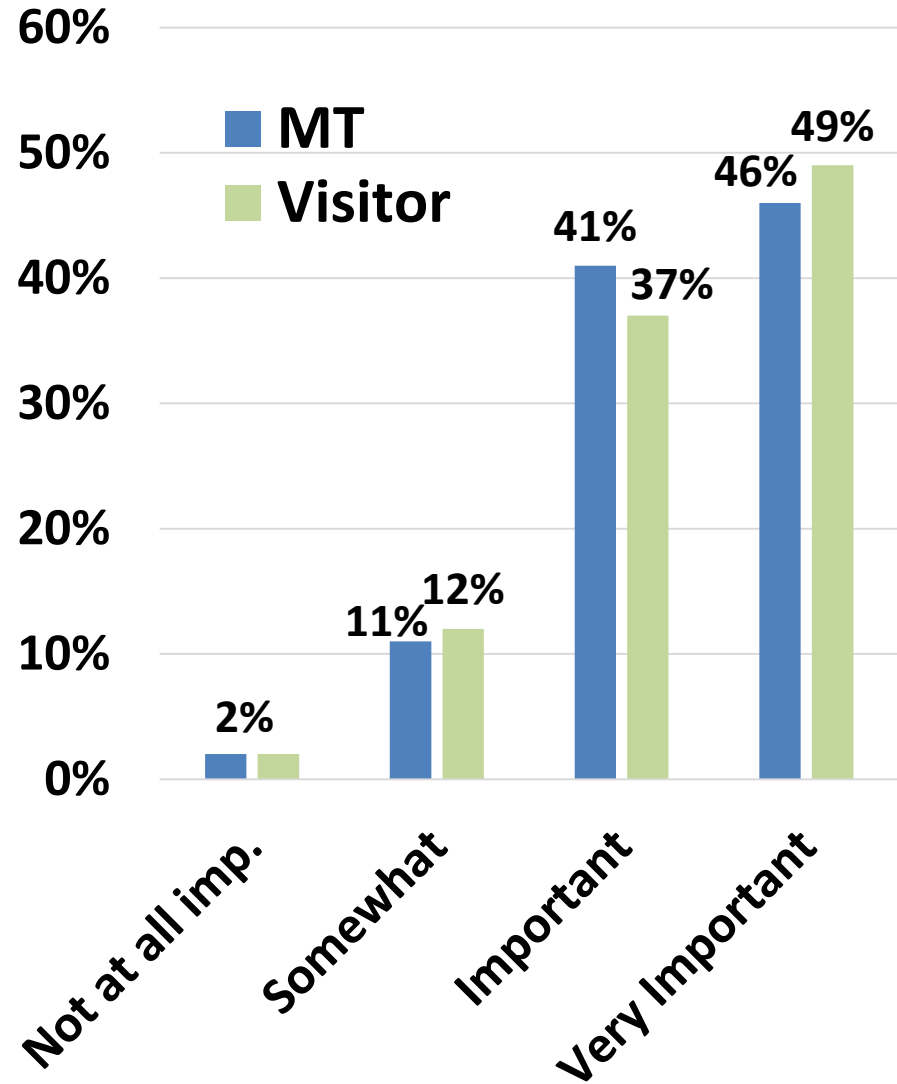
A= Not at all important

B= Somewhat important

C= Important

D= Very important

Q7: Importance of...Historically preserved downtown buildings?



In your decision to spend more time in downtowns while traveling, how important are...

Q8: Pedestrian friendly downtowns?

A= Not at all important

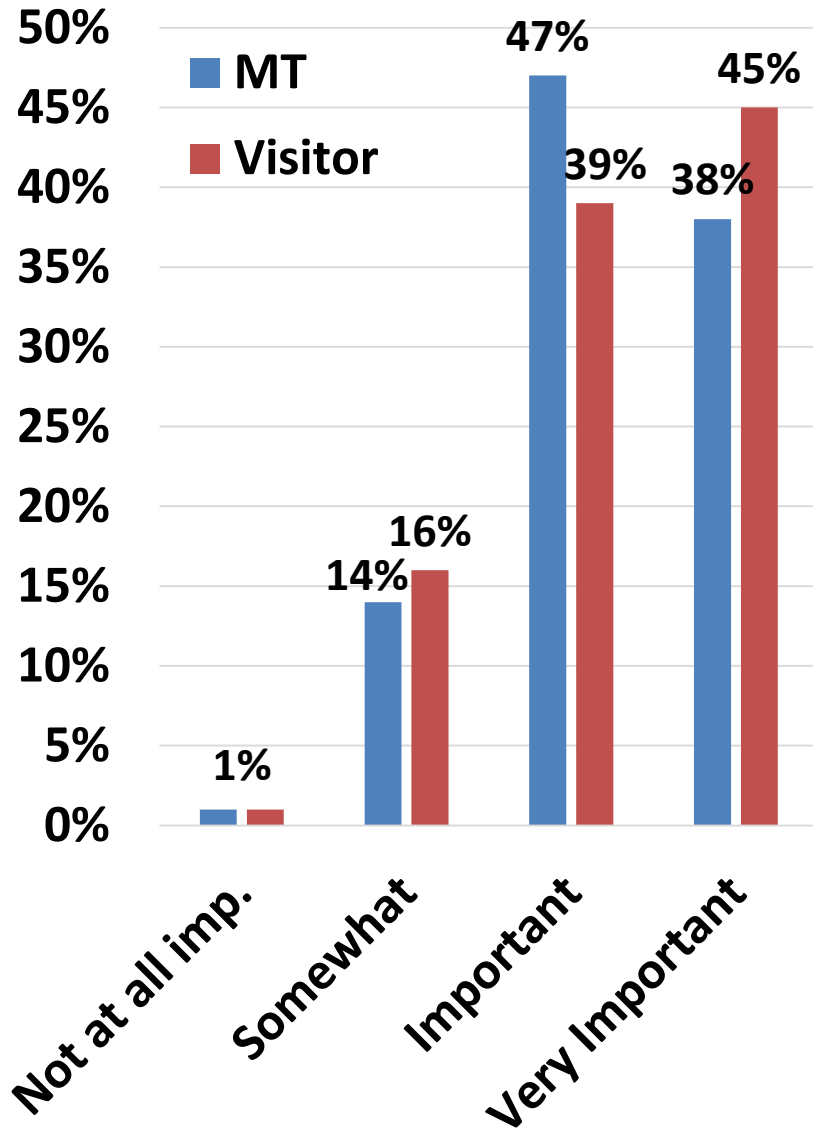
B= Somewhat important

C= Important

D= Very important



Q8: Importance of...Pedestrian friendly downtowns?



**In your decision to spend more time in
downtowns while traveling, how important
is...**

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

A= Not at all important

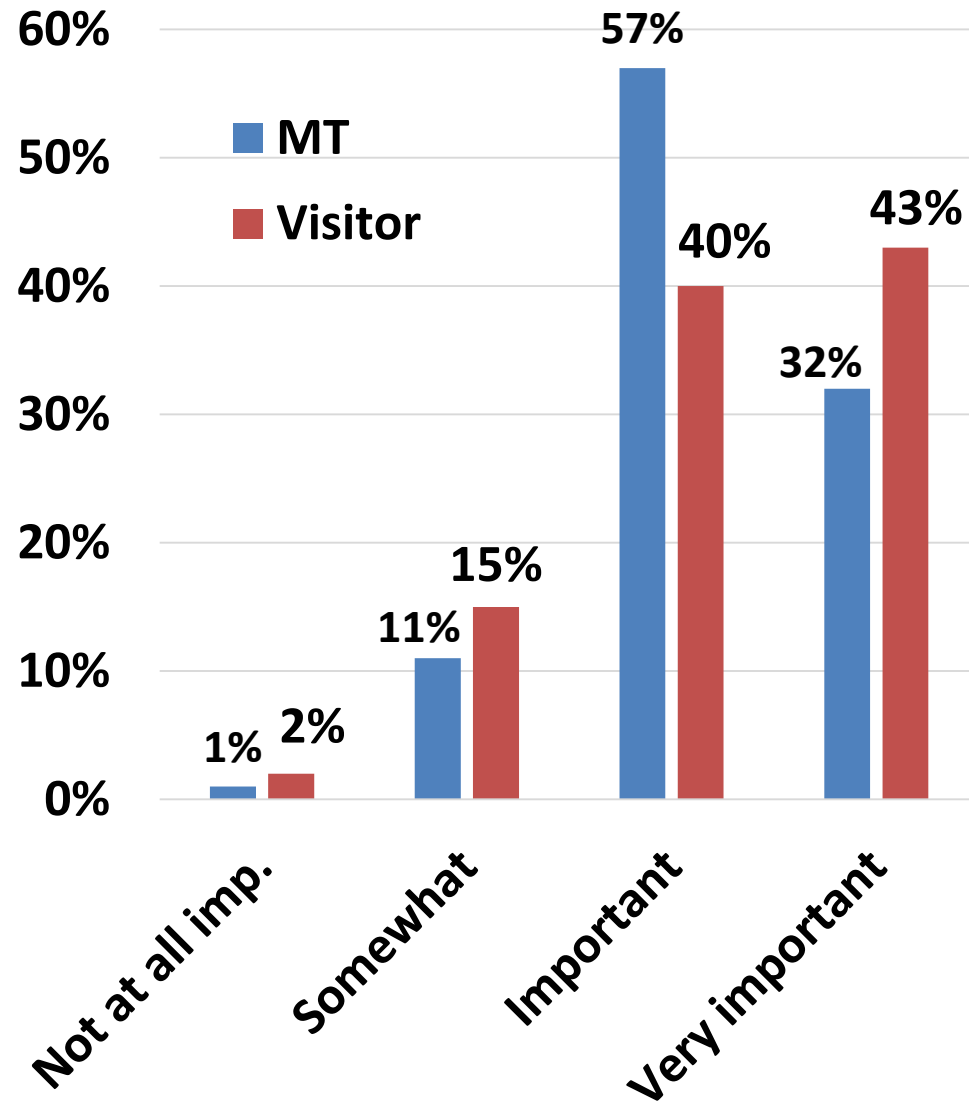
B= Somewhat important

C= Important

D= Very important



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



While traveling, which of the following keeps you AWAY from downtown areas?

Q10: Road congestion

A= Never

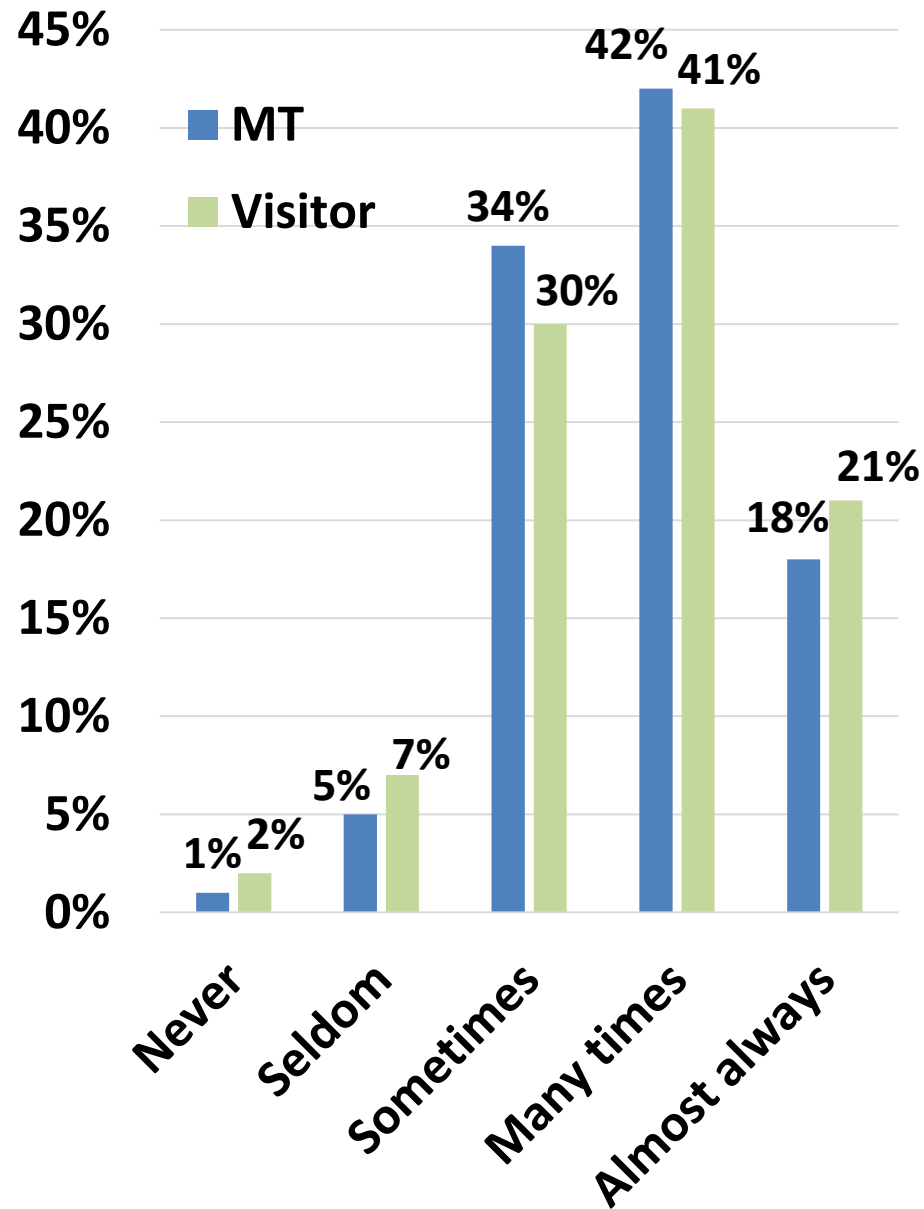
B= Seldom

C= Sometimes

D= Many times

E= Almost always

Q10: Road congestion keeps me away



While traveling, which of the following keeps you AWAY from downtown areas?:

Q11: Downtowns without historic character

A= Never

B= Seldom

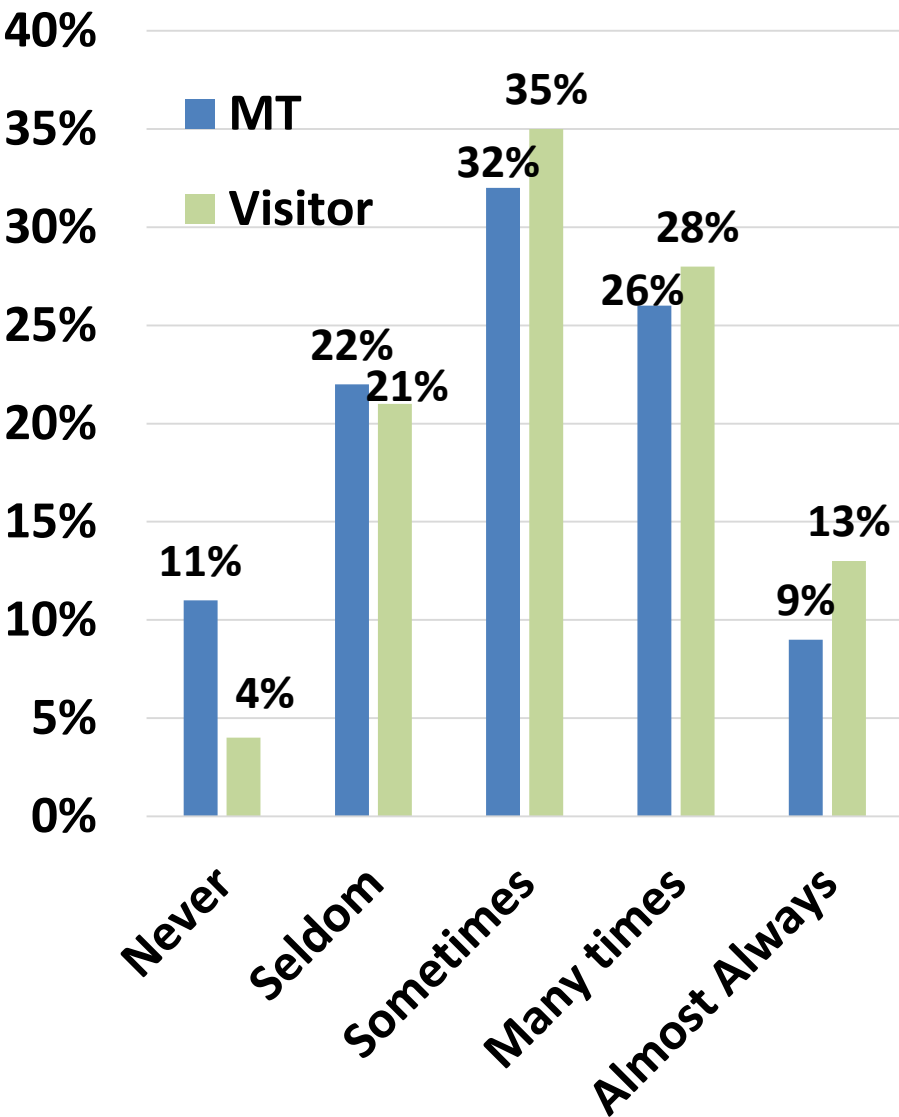
C= Sometimes

D= Many times

E= Almost always



Q11: Downtowns without historic character keep me away



**While traveling, which of the following keeps you
AWAY from downtown areas?:**

Q12: Unmaintained buildings

A= Never

B= Seldom

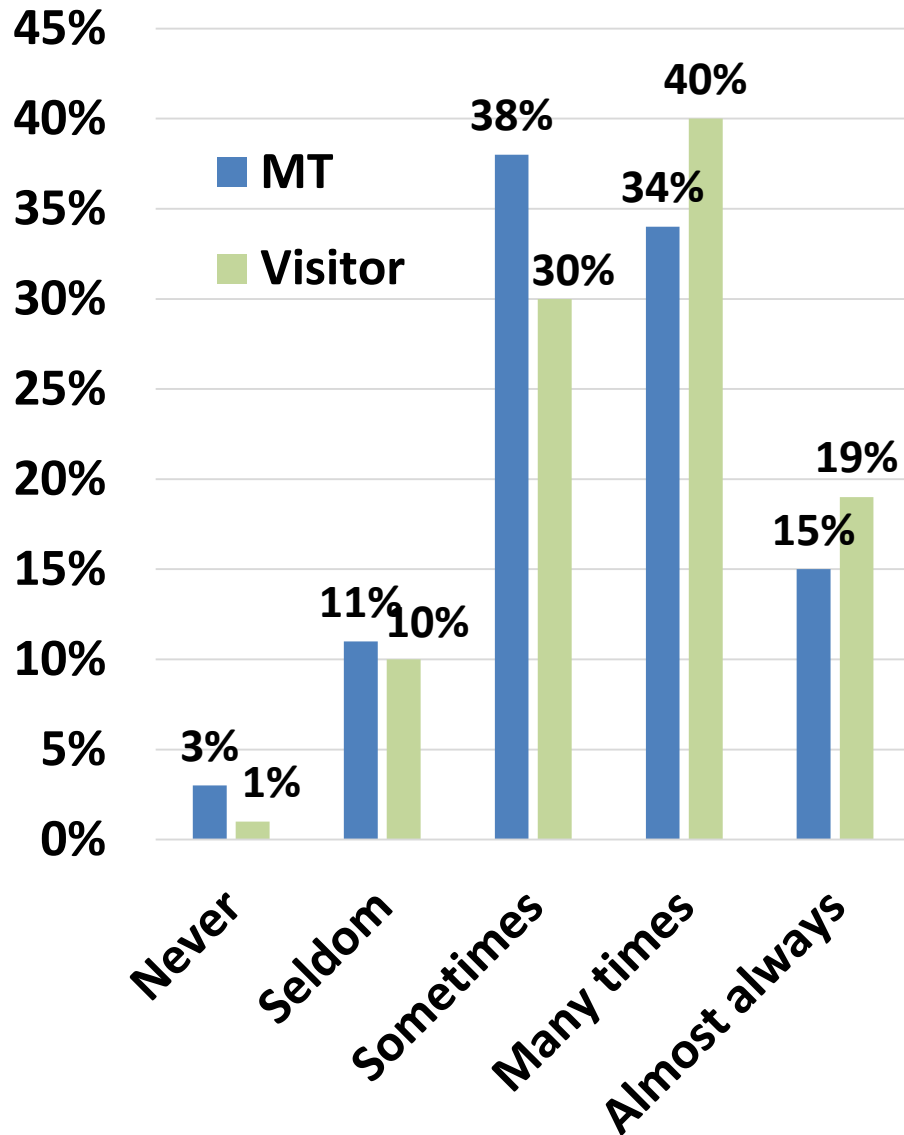
C= Sometimes

D= Many times

E= Almost always



Q12: Unmaintained buildings keep me away



**While traveling, which of the following keeps you
AWAY from downtown areas?:**

Q13: Unsafe feeling

A= Never

B= Seldom

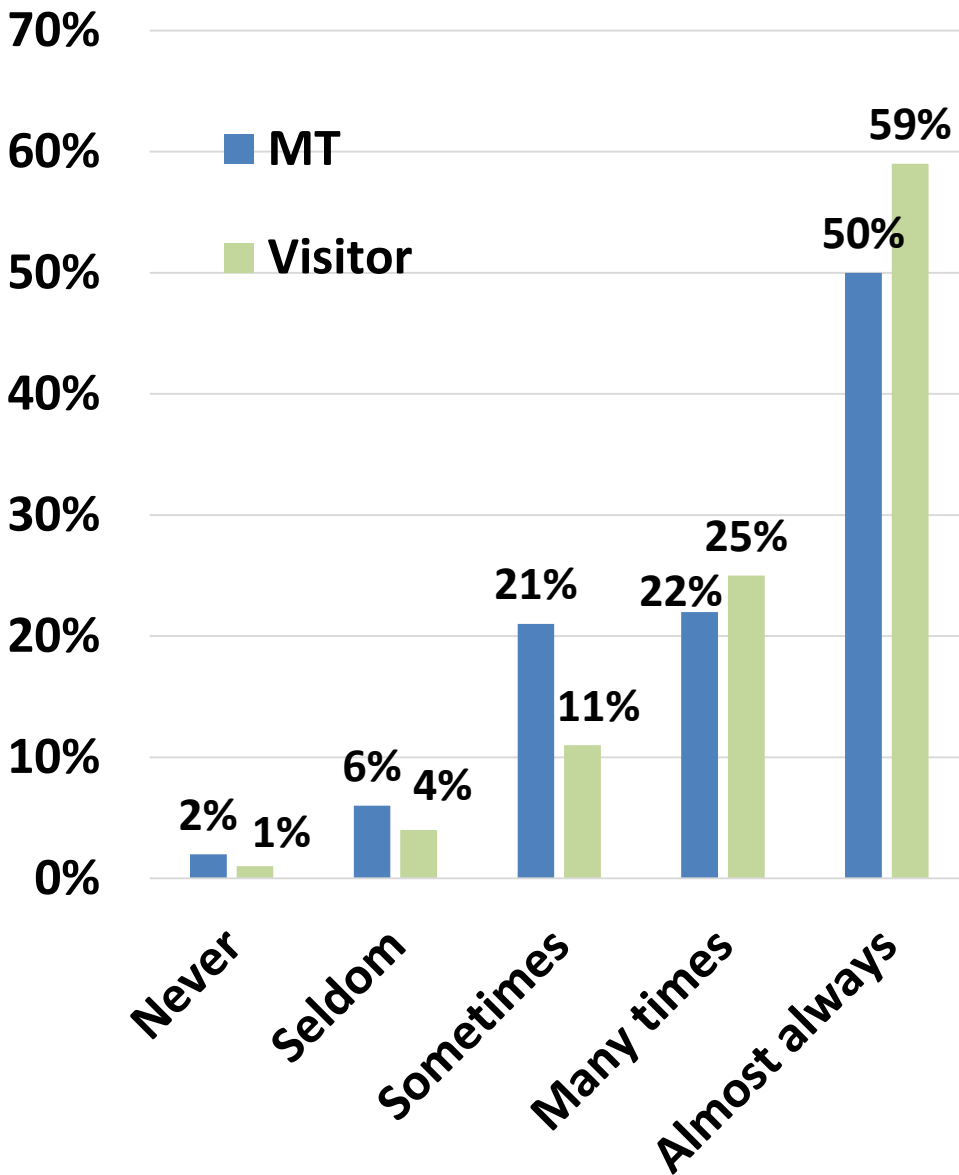
C= Sometimes

D= Many times

E= Almost always



Q13: Unsafe feeling keeps me away



While traveling, which of the following keeps you AWAY from downtown areas?:

Q14: Limited business hours

A= Never

B= Seldom

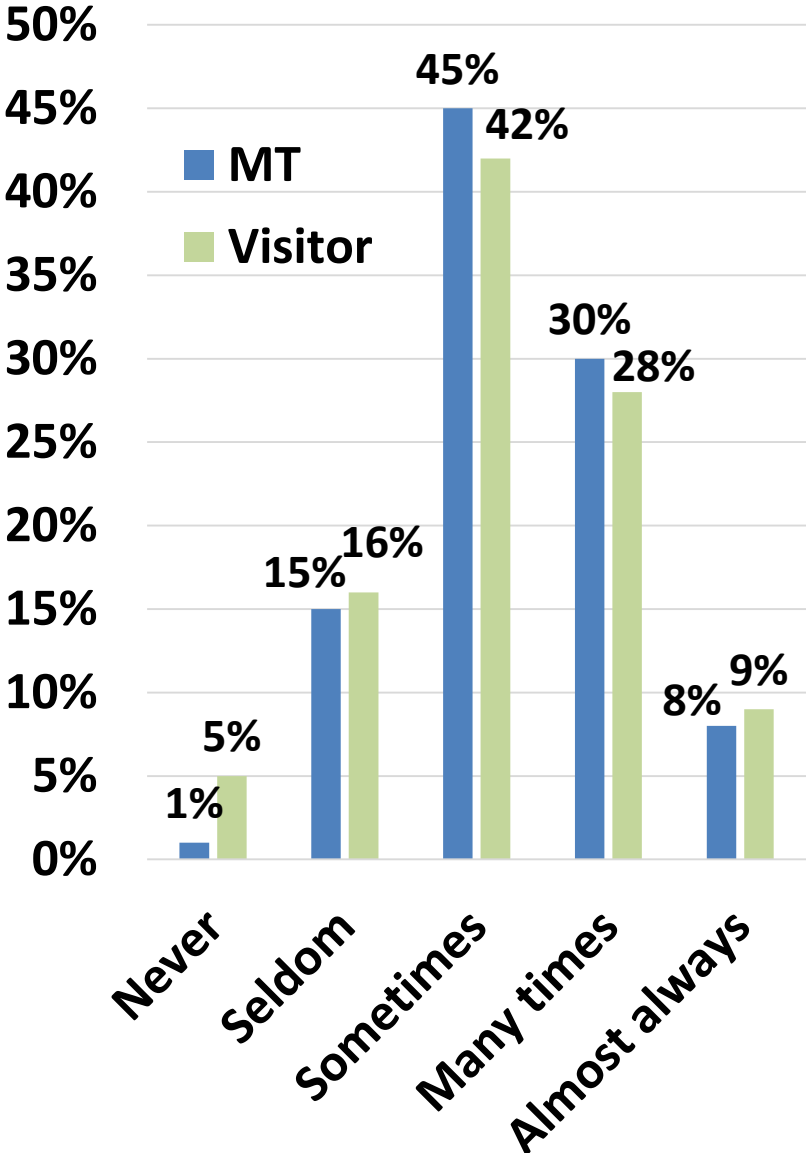
C= Sometimes

D= Many times

E= Almost always



Q14: Limited business hours keeps me away



Q15: Which of the following is the #1 answer given by visitors when asked what is the top improvement needed by MT downtowns?

A= Kiosks/self-guide historic walks/signage

B= No improvements

C= Parking/Handicap parking/RV-trailer parking

**D= Area character such as history/culture/
pioneer spirit**

E= Clean/trash cans available

Q15: Top Improvement seen by visitors

1. No improvement needed
2. Parking
3. Kiosks/self-guide
historic walks/signage
4. Clean/trash cans
available
5. Area character such
as history/culture/
pioneer spirit

Improvements Suggested by Visitors



Q16: Which of the following is the #1 answer given by Montanans when asked what is the top improvement needed by MT downtowns?

A= Clean/trash cans available

B= No panhandling/transients

C= Parking

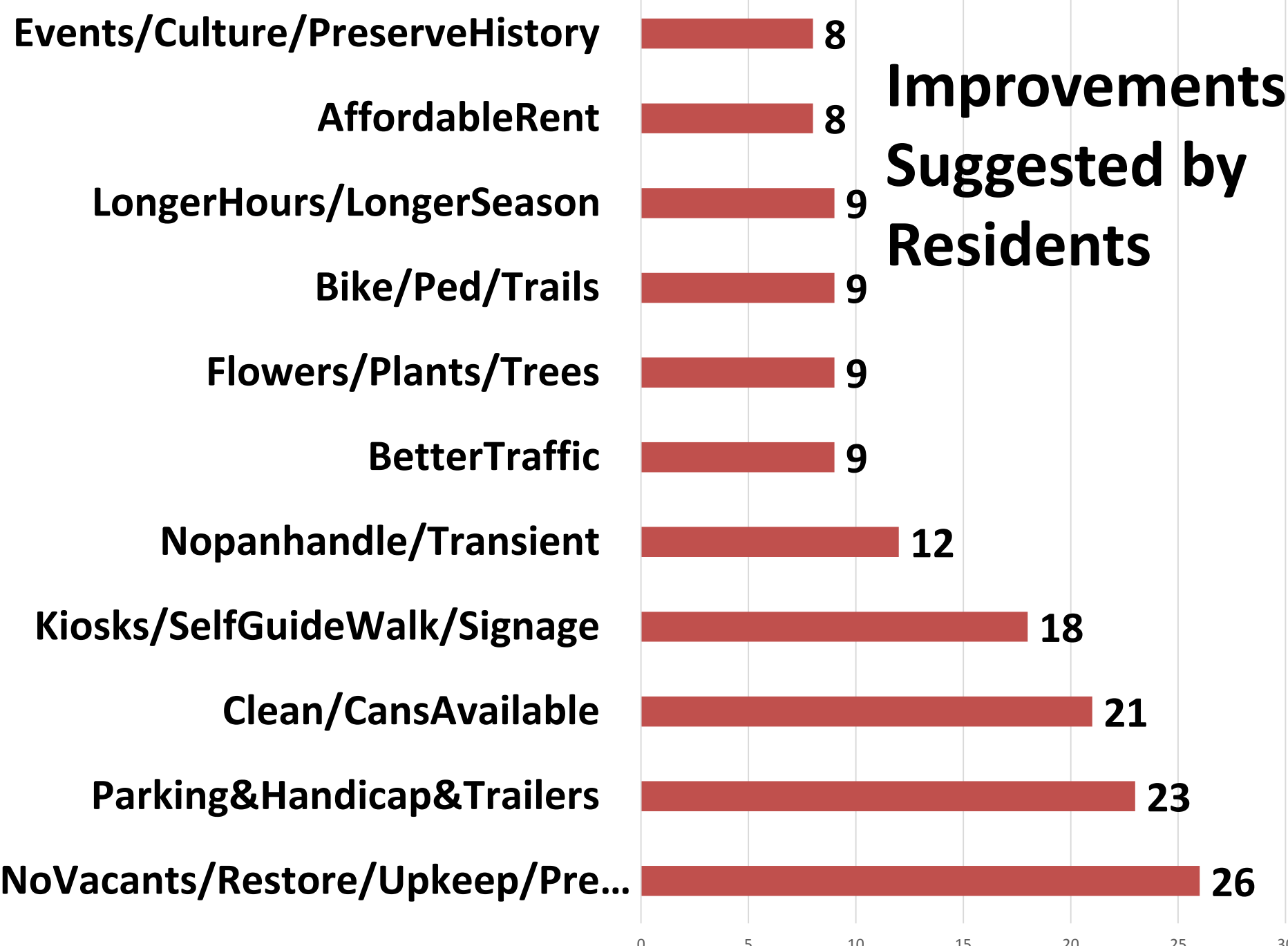
D= Kiosks/self-guide historic walks/signage

**E= No vacant buildings/restore buildings/
preserve**

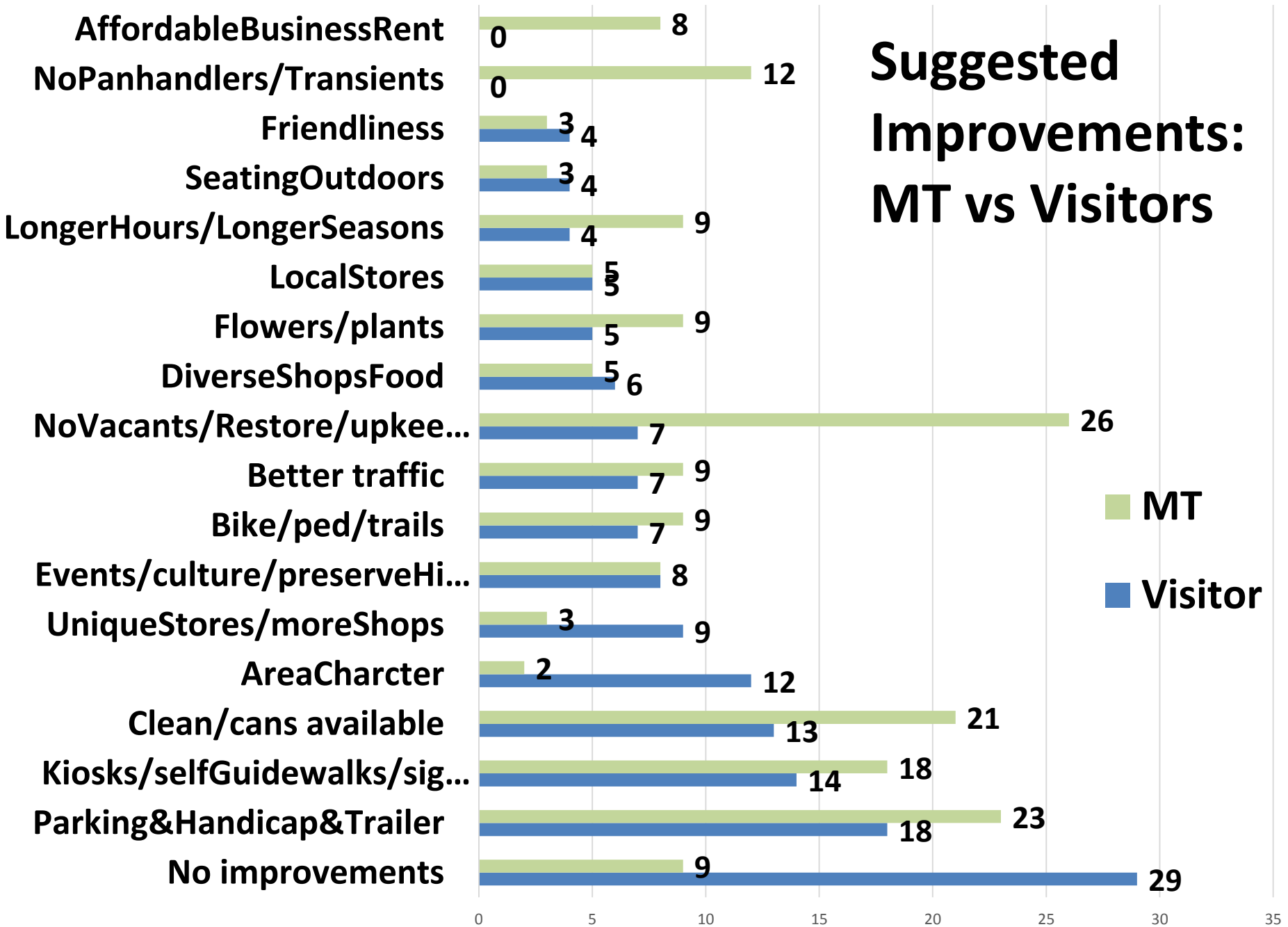
Q16: Top Improvement seen by residents

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

Improvements Suggested by Residents



Suggested Improvements: MT vs Visitors



What are the characteristics of your favorite downtown (anywhere) that make you want to go back?

- “A downtown with unique locally owned shops. Restaurants serving food items found in that area and brew pubs selling craft beers. NO CHAIN STORES.”
- “Inviting atmosphere, buildings in good repair, clean, trees and flowers.”
- “Walkable, interesting shops and restaurants, lots of use by locals and visitors.”



And then there are others:

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

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



Thank you!



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