

RESULTS OF RESIDENT SURVEY	Responses											
	Downtown Madison		Hilltop Area		Hanover		Rural Jefferson County		Other		Total	
	Total Surveys:		Total Surveys:		Total Surveys:		Total Surveys:		Total Surveys:		Total Surveys:	
Question	128		173		109		237		66		713	
1 Please tell us where you live.												
Rural Jefferson County	0	0%	0	0%	0	0%	237	100%	0	0%	237	33%
Hilltop Area	0	0%	173	100%	0	0%	0	0%	0	0%	173	24%
Downtown Madison	128	100%	0	0%	0	0%	0	0%	0	0%	128	18%
Hanover	0	0%	0	0%	109	100%	0	0%	0	0%	109	15%
Indiana Outside of Jefferson County	0	0%	0	0%	0	0%	0	0%	56	85%	56	8%
Out of State	0	0%	0	0%	0	0%	0	0%	10	15%	10	1%
Total Respondents	128	100%	173	100%	109	100%	237	100%	66	100%	713	100%
2 Where do you do most of your grocery shopping?												
Wal-Mart	32	25%	90	52%	62	57%	101	43%	19	29%	304	43%
Kroger	40	31%	54	31%	24	22%	85	36%	14	21%	217	30%
JayC	59	46%	6	3%	1	1%	10	4%	5	8%	81	11%
Aldi	2	2%	9	5%	4	4%	16	7%	1	2%	32	4%
Other (unspecified)	0	0%	5	3%	0	0%	2	1%	24	36%	31	4%
Pride (Hanover)	0	0%	0	0%	11	10%	4	2%	0	0%	15	2%
Johnson's (Hanover)	1	1%	0	0%	12	11%	0	0%	0	0%	13	2%
Star	9	7%	0	0%	2	2%	1	0%	0	0%	12	2%
Other: Carrollton, KY Wal-Mart	0	0%	0	0%	0	0%	0	0%	10	15%	10	1%
Convenience stores - Hilltop	0	0%	5	3%	1	1%	2	1%	0	0%	8	1%
Other: Scottsburg, IN	0	0%	0	0%	0	0%	8	3%	0	0%	8	1%
Convenience stores - Downtown	0	0%	0	0%	0	0%	4	2%	0	0%	4	1%
Convenience stores - Hanover	0	0%	0	0%	1	1%	0	0%	0	0%	1	0%
Meier (Jeffersonville)	0	0%	0	0%	0	0%	0	0%	1	2%	1	0%
Total Respondents	128	~	173	~	109	~	237	~	66	~	713	~
3 Where do you do most of your non-grocery shopping (i.e., apparel, home furnishings, sporting goods...)?												
Hilltop Area	45	35%	98	57%	80	73%	141	59%	13	20%	377	53%
Out-of-Town: Clarksville, IN	19	15%	29	17%	16	15%	45	19%	8	12%	117	16%
Other Shopping Center(s) unspec.	11	9%	11	6%	1	1%	17	7%	35	53%	75	11%
Downtown Madison	35	27%	6	3%	5	5%	10	4%	3	5%	59	8%
Mail Order Catalogue	8	6%	8	5%	8	7%	21	9%	0	0%	45	6%
Out-of-Town: Columbus, IN	4	3%	3	2%	4	4%	6	3%	4	6%	21	3%
Internet	2	2%	5	3%	4	4%	7	3%	0	0%	18	3%
Out-of-Town: Cincinnati	2	2%	4	2%	2	2%	6	3%	1	2%	15	2%

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3 (Con't)												
Out-of-Town: Florence, KY	1	1%	3	2%	2	2%	0	0%	9	14%	15	2%
Out-of-Town: Indianapolis	1	1%	4	2%	10	9%	1	0%	0	0%	16	2%
Out-of-Town: Jeffersonville, IN	3	2%	3	2%	1	1%	2	1%	0	0%	9	1%
Out-of-Town: Louisville	20	16%	30	17%	7	6%	18	8%	3	5%	78	11%
Total Respondents	128	100%	173	100%	109	100%	237	100%	66	100%	713	100%
4 What is the primary reason you go there to shop?												
Selection	55	43%	90	52%	42	39%	107	45%	28	42%	322	45%
Convenience	47	37%	57	33%	45	41%	96	41%	27	41%	272	38%
Price	24	19%	33	19%	18	17%	97	41%	16	24%	188	26%
Quality	11	9%	17	10%	10	9%	29	12%	8	12%	75	11%
Familiarity	10	8%	13	8%	16	15%	20	8%	13	20%	72	10%
Service	12	9%	13	8%	4	4%	26	11%	4	6%	59	8%
Loyalty	16	13%	4	2%	3	3%	5	2%	1	2%	29	4%
Other: Friendliness of staff	3	2%	0	0%	1	1%	1	0%	1	2%	6	1%
Other: Cleanliness/Attractiveness	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Total Respondents	128	~	173	~	109	~	237	~	66	~	713	~
5 What types of stores do you think are needed or are in short supply in Jefferson County and are ones that you would shop at?												
Women's Casual	64	50%	100	58%	56	51%	116	49%	33	50%	369	52%
Men's Casual	50	39%	93	54%	43	39%	93	39%	16	24%	295	41%
Casual/Sport Shoes	33	26%	61	35%	51	47%	96	41%	22	33%	263	37%
Furniture	37	29%	47	27%	25	23%	80	34%	15	23%	204	29%
Dress Shoes	34	27%	51	29%	43	39%	60	25%	16	24%	204	29%
Women's Business	38	30%	65	38%	35	32%	50	21%	11	17%	199	28%
Arts/Crafts supplies	31	24%	39	23%	21	19%	83	35%	16	24%	190	27%
Appliances	22	17%	43	25%	17	16%	80	34%	12	18%	174	24%
Books	35	27%	44	25%	33	30%	49	21%	13	20%	174	24%
Men's Business	35	27%	50	29%	26	24%	53	22%	6	9%	170	24%
Linens & Towels	37	29%	39	23%	26	24%	50	21%	14	21%	166	23%
Garden Supplies/Hardware	25	20%	28	16%	22	20%	68	29%	12	18%	155	22%
Children's/Infants	19	15%	30	17%	16	15%	61	26%	21	32%	147	21%
Beauty Supplies	12	9%	28	16%	21	19%	28	12%	12	18%	101	14%
Cameras &Supplies	27	21%	24	14%	15	14%	26	11%	3	5%	95	13%
Jewelry	5	4%	20	12%	9	8%	25	11%	10	15%	69	10%
Antiques	1	1%	3	2%	2	2%	8	3%	4	6%	18	3%

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5 (Con't)												
Groceries	31	24%	63	36%	35	32%	95	40%	21	32%	245	34%
Fresh Produce	48	38%	44	25%	48	44%	70	30%	20	30%	230	32%
Bakery	69	54%	38	22%	41	38%	56	24%	15	23%	219	31%
Toys/Hobbies	30	23%	25	14%	25	23%	63	27%	15	23%	158	22%
Music/CDs	30	23%	29	17%	30	28%	34	14%	15	23%	138	19%
Computers/Accessories	24	19%	33	19%	24	22%	44	19%	12	18%	137	19%
Electronics	30	23%	32	18%	19	17%	44	19%	9	14%	134	19%
Sporting Goods	24	19%	27	16%	15	14%	54	23%	7	11%	127	18%
Pharmacy	24	19%	21	12%	17	16%	50	21%	14	21%	126	18%
Pet Supplies	23	18%	26	15%	15	14%	48	20%	13	20%	125	18%
Take-Out	19	15%	13	8%	24	22%	25	11%	13	20%	94	13%
Farm Equipment	5	4%	12	7%	5	5%	59	25%	6	9%	87	12%
Gifts & Cards	11	9%	11	6%	17	16%	36	15%	8	12%	83	12%
Feed & Seed	4	3%	12	7%	5	5%	52	22%	10	15%	83	12%
Glasses/Sunglasses	13	10%	16	9%	7	6%	18	8%	4	6%	58	8%
Auto Supplies	6	5%	9	5%	4	4%	25	11%	7	11%	51	7%
Luggage	13	10%	5	3%	1	1%	9	4%	2	3%	30	4%
Car Sales	3	2%	5	3%	3	3%	11	5%	3	5%	25	4%
Total Respondents	128	~	173	~	109	~	237	~	66	~	713	~
6 What types of services do you think are needed or are in short supply in Jefferson County and are ones that you would shop at?												
Restaurants	56	44%	84	49%	59	54%	92	39%	30	45%	321	45%
Concerts/Live Music	50	39%	67	39%	54	50%	94	40%	28	42%	293	41%
Appliance Repair	36	39%	50	29%	38	35%	75	32%	9	14%	222	31%
Shoemaker	58	45%	39	23%	32	29%	78	33%	6	9%	213	30%
Tailor/Alteration	54	42%	43	25%	35	32%	66	28%	12	18%	210	29%
Live Theater	45	35%	46	27%	44	40%	49	21%	15	23%	199	28%
Nightclub/Bar	25	20%	37	21%	28	26%	30	13%	18	27%	138	19%
Dry Cleaner/Laundry	23	18%	25	14%	26	24%	36	15%	10	15%	120	17%
Copy Center	31	24%	28	16%	18	17%	32	14%	10	15%	119	17%
Exercise Studio/Gym	14	11%	33	19%	18	17%	27	11%	14	21%	106	15%
Movie Theater	11	9%	25	14%	28	26%	14	6%	10	15%	88	12%
Pack & Mail	19	15%	19	11%	13	12%	28	12%	4	6%	83	12%
Hair/Beauty	8	6%	15	9%	20	18%	15	6%	15	23%	73	10%
Insurance	7	5%	5	3%	10	9%	23	10%	5	8%	50	7%
Legal/Accounting	8	6%	7	4%	7	6%	15	6%	2	3%	39	5%
Banks/Financial Advisors	6	5%	4	2%	6	6%	15	6%	7	11%	38	5%

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6 (Con't)												
Computer Repair/Training	11	9%	31	18%	12	11%	34	14%	13	20%	90	13%
Day Care	34	27%	43	25%	22	20%	42	18%	9	14%	127	18%
Gasoline/Auto Repair	8	6%	11	6%	11	10%	44	19%	8	12%	108	15%
Video Rental	16	13%	10	6%	16	15%	15	6%	6	9%	55	8%
Car Wash/Detailing	8	6%	13	8%	11	10%	12	5%	8	12%	78	11%
Total Respondents	128	~	173	~	109	~	237	~	66	~	713	~
7 In your opinion, what types of restaurants & eating places are needed in Jefferson County?												
Steakhouse	43	34%	95	55%	35	32%	107	45%	31	47%	311	44%
Family	36	28%	60	35%	42	39%	105	44%	29	44%	272	38%
Fine Dining	42	33%	70	40%	29	27%	83	35%	24	36%	248	35%
Seafood	23	18%	78	45%	32	29%	87	37%	25	38%	245	34%
Dinner Theater	41	32%	45	26%	39	36%	58	24%	14	21%	197	28%
Deli	34	27%	42	24%	25	23%	45	19%	14	21%	160	22%
Coffee House	45	35%	44	25%	30	28%	33	14%	7	11%	159	22%
Bar/Grille	22	17%	51	29%	27	25%	38	16%	16	24%	154	22%
Bakery	43	34%	17	10%	22	20%	26	11%	8	12%	116	16%
Cafeteria	25	20%	25	14%	17	16%	35	15%	12	18%	114	16%
Mexican	16	13%	27	16%	15	14%	33	14%	12	18%	103	14%
Pizza/Italian	15	12%	27	16%	13	12%	31	13%	9	14%	95	13%
Brew Pub	31	24%	17	10%	13	12%	15	6%	0	0%	76	11%
Tearoom	15	12%	13	8%	8	7%	9	4%	1	2%	46	6%
Other Ethnic	16	13%	7	4%	12	11%	7	3%	0	0%	42	6%
Fast Food	4	3%	5	3%	1	1%	21	9%	4	6%	35	5%
Chinese	6	5%	4	2%	7	6%	5	2%	3	5%	25	4%
Other: Buffet	0	0%	2	1%	0	0%	0	0%	0	0%	2	0%
Other: Vegetarian	0	0%	0	0%	1	1%	1	0%	0	0%	2	0%
Total Respondents	128	~	173	~	109	~	237	~	66	~	713	~
8 Currently, what are the major advantages of shopping or doing business in Jefferson County?												
Convenient Location	86	67%	121	70%	69	63%	136	57%	29	44%	441	62%
Less Traffic/Crowds	59	46%	78	45%	38	35%	80	34%	21	32%	276	39%
Friendly Service	45	35%	28	16%	28	26%	44	19%	10	15%	155	22%
Fair Prices	23	18%	31	18%	22	20%	41	17%	14	21%	131	18%
Within Walking Distance	74	58%	12	7%	6	6%	6	3%	5	8%	103	14%

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8 (Con't)												
Support Local Businesses	59	46%	56	32%	41	38%	95	40%	11	17%	262	37%
Easy to Find Parking	21	16%	42	24%	21	19%	50	21%	11	17%	145	20%
Know the Store Employees	34	27%	30	17%	21	19%	42	18%	3	5%	130	18%
Good Selection of Goods/Services	5	4%	16	9%	7	6%	25	11%	11	17%	64	9%
Other: Can get things quickly	1	1%	0	0%	0	0%	1	0%	0	0%	2	0%
Total Respondents	128	~	173	~	109	~	237	~	66	~	713	~
9 Currently, what are the major disadvantages of shopping or doing business in Jefferson County?												
Poor Selection of Goods/Services	70	55%	94	54%	56	51%	103	43%	26	39%	349	49%
Limited Hours	64	50%	72	42%	45	41%	69	29%	17	26%	267	37%
Lack of Entertainment	38	30%	70	40%	46	42%	69	29%	20	30%	243	34%
High Prices	26	20%	54	31%	41	38%	96	41%	20	30%	237	33%
Lack of Restaurants	33	26%	59	34%	46	42%	78	33%	18	27%	234	33%
Unfriendly/Poor Service	14	11%	31	18%	16	15%	61	26%	13	20%	135	19%
Lack of Parking	36	28%	20	12%	17	16%	35	15%	9	14%	117	16%
Poor Appearance	12	9%	18	10%	12	11%	17	7%	3	5%	62	9%
Inconvenient Location	8	6%	7	4%	9	8%	21	9%	7	11%	52	7%
Traffic	6	5%	8	5%	5	5%	15	6%	8	12%	42	6%
Other: Things out of stock	2	2%	1	1%	0	0%	4	2%	1	2%	8	1%
Other: Stores far apart	0	0%	1	1%	0	0%	0	0%	0	0%	1	0%
Other: Overall atmosphere	0	0%	1	1%	0	0%	0	0%	0	0%	1	0%
Total Respondents	128	~	173	~	109	~	237	~	66	~	713	~
10 What can local merchants do to improve their stores?												
Improve Selection	75	59%	100	58%	58	53%	113	48%	27	41%	373	52%
Expand Store Hours	67	52%	80	46%	50	46%	74	31%	15	23%	286	40%
Friendlier	20	16%	44	25%	46	42%	74	31%	17	26%	201	28%
Promotions/Advertise	27	21%	31	18%	20	18%	51	22%	14	21%	143	20%
Improve Appearance	21	16%	34	20%	21	19%	36	15%	9	14%	121	17%
Other: Get competent staff	3	2%	4	2%	0	0%	4	2%	0	0%	11	2%
Total Respondents	128	~	173	~	109	~	237	~	66	~	713	~

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11 Indicate how important each of the following is to you in making purchases by checking the appropriate number.												
Convenience												
1	3	2%	5	3%	1	1%	9	4%	3	5%	21	3%
2	1	1%	6	3%	4	4%	4	2%	1	2%	16	2%
3	7	5%	13	8%	5	5%	13	5%	4	6%	42	6%
4	8	6%	18	10%	10	9%	27	11%	7	11%	70	10%
5	17	13%	19	11%	12	11%	30	13%	11	17%	89	12%
6	24	19%	25	14%	30	28%	29	12%	12	18%	120	17%
7	60	47%	87	50%	37	34%	113	48%	28	42%	325	46%
No Answer	8	6%	0	0%	10	9%	12	5%	0	0%	30	4%
Total Respondents	128	100%	173	100%	109	100%	237	100%	66	100%	713	100%
Ease of Use												
1	3	2%	8	5%	4	4%	8	3%	2	3%	25	4%
2	3	2%	8	5%	6	6%	7	3%	1	2%	25	4%
3	6	5%	14	8%	4	4%	17	7%	3	5%	44	6%
4	11	9%	22	13%	15	14%	29	12%	11	17%	88	12%
5	17	13%	28	16%	14	13%	32	14%	12	18%	103	14%
6	30	23%	25	14%	25	23%	40	17%	15	23%	135	19%
7	47	37%	68	39%	25	23%	91	38%	22	33%	253	35%
No Answer	11	9%	0	0%	16	15%	13	5%	0	0%	40	6%
Total Respondents	128	100%	173	100%	109	100%	237	100%	66	100%	713	100%
Safety/security												
1	2	2%	7	4%	0	0%	11	5%	3	5%	23	3%
2	8	6%	10	6%	5	5%	7	3%	1	2%	31	4%
3	8	6%	12	7%	10	9%	14	6%	3	5%	47	7%
4	14	11%	19	11%	14	13%	32	14%	8	12%	87	12%
5	14	11%	18	10%	12	11%	29	12%	13	20%	86	12%
6	17	13%	37	21%	16	15%	32	14%	11	17%	113	16%
7	54	42%	70	40%	32	29%	97	41%	27	41%	280	39%
No Answer	11	9%	0	0%	20	18%	15	6%	0	0%	46	6%
Total Respondents	128	100%	173	100%	109	100%	237	100%	66	100%	713	100%

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Low Price												
1	1	1%	3	2%	1	1%	10	4%	2	3%	17	2%
2	6	5%	3	2%	1	1%	3	1%	1	2%	14	2%
3	5	4%	5	3%	7	6%	9	4%	3	5%	29	4%
4	13	10%	17	10%	10	9%	18	8%	6	9%	64	9%
5	14	11%	23	13%	15	14%	18	8%	8	12%	78	11%
6	18	14%	24	14%	24	22%	36	15%	12	18%	114	16%
7	57	45%	89	51%	36	33%	128	54%	34	52%	344	48%
No Answer	14	11%	9	5%	15	14%	15	6%	0	0%	53	7%
Total Respondents	128	100%	173	100%	109	100%	237	100%	66	100%	713	100%
Speed of Delivery												
1	0	0%	4	2%	1	1%	12	5%	4	6%	21	3%
2	4	3%	3	2%	7	6%	7	3%	1	2%	22	3%
3	10	8%	11	6%	7	6%	10	4%	4	6%	42	6%
4	15	12%	24	14%	17	16%	13	5%	14	21%	83	12%
5	18	14%	19	11%	14	13%	27	11%	7	11%	85	12%
6	22	17%	28	16%	17	16%	34	14%	10	15%	111	16%
7	46	36%	83	48%	25	23%	38	16%	26	39%	218	31%
No Answer	13	10%	1	1%	21	19%	96	41%	0	0%	131	18%
Total Respondents	128	100%	173	100%	109	100%	237	100%	66	100%	713	100%
Product Selection/Variety												
1	0	0%	5	3%	0	0%	2	1%	2	3%	9	1%
2	1	1%	5	3%	0	0%	5	2%	2	3%	13	2%
3	1	1%	2	1%	3	3%	1	0%	2	3%	9	1%
4	4	3%	6	3%	10	9%	16	7%	5	8%	41	6%
5	10	8%	21	12%	6	6%	17	7%	7	11%	61	9%
6	22	17%	29	17%	29	27%	49	21%	15	23%	144	20%
7	77	60%	105	61%	44	40%	122	51%	33	50%	381	53%
No Answer	13	10%	0	0%	17	16%	25	11%	0	0%	55	8%
Total Respondents	128	100%	173	100%	109	100%	237	100%	66	100%	713	100%

RESULTS OF RESIDENT SURVEY	Responses											
	Downtown Madison		Hilltop Area		Hanover		Rural Jefferson County		Other		Total	
Customer Service												
1	0	0%	5	3%	2	2%	2	1%	2	3%	11	2%
2	1	1%	3	2%	2	2%	4	2%	1	2%	11	2%
3	1	1%	1	1%	4	4%	3	1%	2	3%	11	2%
4	4	3%	9	5%	10	9%	9	4%	4	6%	36	5%
5	12	9%	12	7%	14	13%	23	10%	6	9%	67	9%
6	24	19%	39	23%	19	17%	38	16%	15	23%	135	19%
7	78	61%	104	60%	40	37%	141	59%	36	55%	399	56%
No Answer	8	6%	0	0%	18	17%	17	7%	0	0%	43	6%
Total Respondents	128	100%	173	100%	109	100%	237	100%	66	100%	713	100%
12 As Jefferson County continues to grow and change, if you could keep one thing the same about the county, what would it be?												
No Answer	48	38%	69	40%	46	42%	71	30%	49	74%	283	40%
Small town atmosphere	20	16%	29	17%	28	26%	43	18%	4	6%	124	17%
Historic community, preservation, etc.	26	20%	31	18%	12	11%	34	14%	3	5%	106	15%
Friendliness	13	10%	25	14%	14	13%	22	9%	4	6%	78	11%
Rural beauty	5	4%	9	5%	2	2%	25	11%	2	3%	43	6%
Madison Riverfront	9	7%	2	1%	1	1%	11	5%	3	5%	26	4%
Absence of sprawl	2	2%	4	2%	2	2%	17	7%	0	0%	25	4%
County as small community	1	1%	4	2%	4	4%	13	5%	1	2%	23	3%
Madison Main Street	4	3%	0	0%	0	0%	1	0%	0	0%	5	1%
Total Respondents	128	100%	173	100%	109	100%	237	100%	66	100%	713	100%
13 If you could change one thing about the county, what would it be?												
Alternatives to Wal-Mart, e.g. Target	6	5%	21	12%	16	15%	15	6%	1	2%	59	8%
More activities, especially for youth	12	9%	20	12%	5	5%	17	7%	0	0%	54	8%
Better roads/maintenance	7	5%	6	3%	4	4%	29	12%	3	5%	49	7%
More groceries, esp. west side of Madison/Hilltop	0	0%	15	9%	14	13%	17	7%	0	0%	46	6%
More large stores/shopping centers	5	4%	14	8%	9	8%	13	5%	2	3%	43	6%
More quality sit-down restaurants	1	1%	18	10%	5	5%	9	4%	0	0%	33	5%
Better jobs/benefits	1	1%	4	2%	5	5%	16	7%	0	0%	26	4%
More industries	7	5%	4	2%	1	1%	5	2%	0	0%	17	2%
Extended business hours	6	5%	3	2%	4	4%	0	0%	0	0%	13	2%
Fewer antique shops	1	1%	3	2%	1	1%	2	1%	1	2%	8	1%
Better access to Interstate highways	0	0%	3	2%	1	1%	4	2%	0	0%	8	1%
More public rest rooms	3	2%	0	0%	1	1%	2	1%	0	0%	6	1%
Better water, sewer, phone service, etc.	0	0%	0	0%	0	0%	1	0%	0	0%	1	0%

RESULTS OF RESIDENT SURVEY	Responses											
	Downtown Madison		Hilltop Area		Hanover		Rural Jefferson County		Other		Total	
13 (Con't)												
No Answer	78	61%	61	35%	43	39%	103	43%	59	89%	344	48%
New or additional bridge to Kentucky	1	1%	1	1%	0	0%	4	2%	0	0%	6	1%
Total Respondents	128	100%	173	100%	109	100%	237	100%	66	100%	713	100%
14 What identity or image would you like to see Jefferson County develop for itself as a unique business center?												
No Answer	57	45%	79	46%	61	56%	143	60%	62	94%	402	56%
Small-town business center	8	6%	14	8%	11	10%	25	11%	1	2%	59	8%
Friendly, caring, good place to raise family	6	5%	20	12%	9	8%	19	8%	0	0%	54	8%
Traditional, historic, small town	19	15%	13	8%	7	6%	12	5%	1	2%	52	7%
Town with everything to offer	8	6%	12	7%	4	4%	3	1%	0	0%	27	4%
Safe, clean place to live	7	5%	9	5%	4	4%	5	2%	0	0%	25	4%
Cultural/educational center	4	3%	3	2%	4	4%	7	3%	0	0%	18	3%
Industrial center	1	1%	5	3%	4	4%	7	3%	0	0%	17	2%
Recreation center	3	2%	4	2%	0	0%	8	3%	0	0%	15	2%
Historic county	0	0%	5	3%	2	2%	4	2%	1	2%	12	2%
River town	7	5%	2	1%	2	2%	0	0%	0	0%	11	2%
Tourist destination	5	4%	1	1%	1	1%	4	2%	0	0%	11	2%
Shopping destination	3	2%	6	3%	0	0%	0	0%	0	0%	9	1%
Inexpensive and affordable	0	0%	0	0%	0	0%	0	0%	1	2%	1	0%
Total Respondents	128	100%	173	100%	109	100%	237	100%	66	100%	713	100%