

October 27, 2014

To The Reader:

A few weeks ago, The Southern Illinoisan and the Daily Egyptian approached us asking if there was some way to survey the attitudes of SIU alumni toward Carbondale. A growing number of citizens, local officials and forward thinking business people who are seeking ways to improve the attractiveness of the community to potential and current students and residents. A Downtown Advisory Committee has been formed by the city for just this purpose.

Here at the Institute, we have devoted efforts to examine what it will take for the community to attract and retain people from what has been dubbed the "creative class." These are the artists, information age workers, professionals and academics who have rejuvenated other communities and college towns. By making communities attractive to these people, more will want to live here, and businesses in need of their talents will follow.

What better group to ask about this issue in Carbondale than people who have spent at least a few years of their lives living here? Polling all alumni was impossible, but with some great help from Michelle Suarez and her staff at the Alumni Association we were able to complete an online survey of its members. There were 4,348 of 139,118 members who responded.

Dr. Charlie Leonard and Celia M. Howard Fellow Shiloh Dietz from the Institute prepared the survey and completed the tabulations and results. Their report is attached. I believe it will help those looking for answers to the question: "What must we do to make Carbondale a more attractive place to live?"

However, it is important to understand what this survey is and what it is not. It is not a randomized survey of all alums. It is an online survey of alumni and members of the Alumni Association.

Respondents self-selected themselves to participate. As a result, the results may be more positive for Carbondale than if there could be a way to randomly survey all alums.

After all, these members are people who graduated from SIU or felt motivated enough by the university to join an organization promoting it. People who lived in Carbondale and failed to graduate or who were unhappy and didn't join the alumni association might have less favorable opinions than those found here.

Even with those caveats the results might be useful to those seeking to shape a new Carbondale. I'd like to thank Dr. Leonard, Shiloh Dietz and the staff at the association for their help with this report.

David Yepsen

Director

Alumni Community Survey

Paul Simon Public Policy Institute

October 2014

What one word would you use to describe downtown Carbondale?



Note: A word cloud is created by finding the most common words within any given text. Words that occur the most are bigger in the cloud than words that do not occur as frequently. In the case of the word cloud above, “fun” occurred the most often and is thus the biggest.

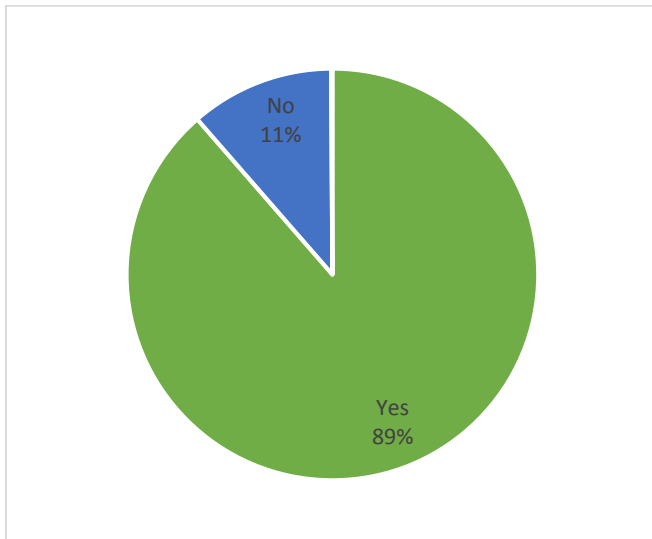
Return Visits to Carbondale

Most alumni have visited Carbondale since they graduated – 89%. However, this figure varies according to racial/ethnic identification - 78% of Hispanic/Latino(a) alums, 65% of Asian alums, and 76% of multiracial alums have visited since they graduated.

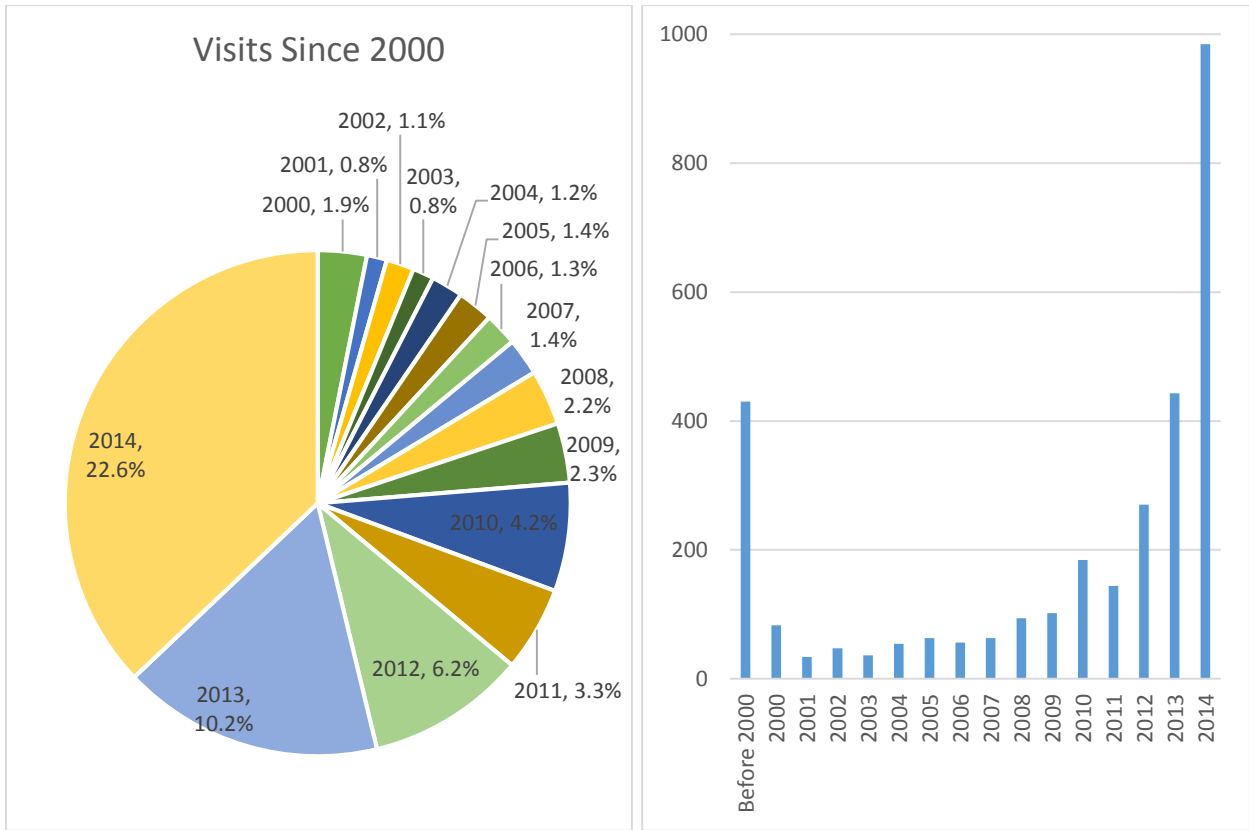
Among those who have visited Carbondale, 47% have visited in the past five years (2010-2014) and 61% have visited since 2000. Most alumni visit less than yearly (62%), and 38% visit yearly or more. Fifty percent of the sample visit Carbondale to see friends or family, while 35% visit Carbondale for sporting events or other SIU sponsored events. Among the 1119 respondents who said they visited for another reason, “campus,” “SIU,” and “reunion” were common words in their response.

Visiting alumni were more likely to rate local services as good or excellent than poor or fair. However, about 59% believed that shopping was poor or fair. Also, despite local concern about the condition of parking in Carbondale, 60% of visiting alums claimed that parking was excellent or good. Women tended to rate dining options better than men – 57% of female visitors rated dining as excellent or good compared to 50% of men.

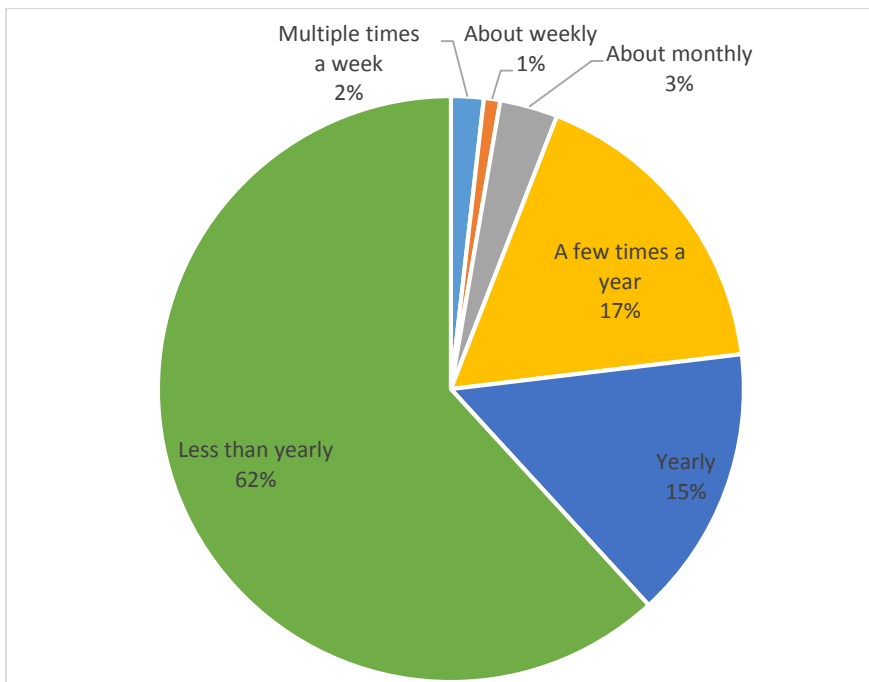
1. Have you visited Carbondale since you graduated?



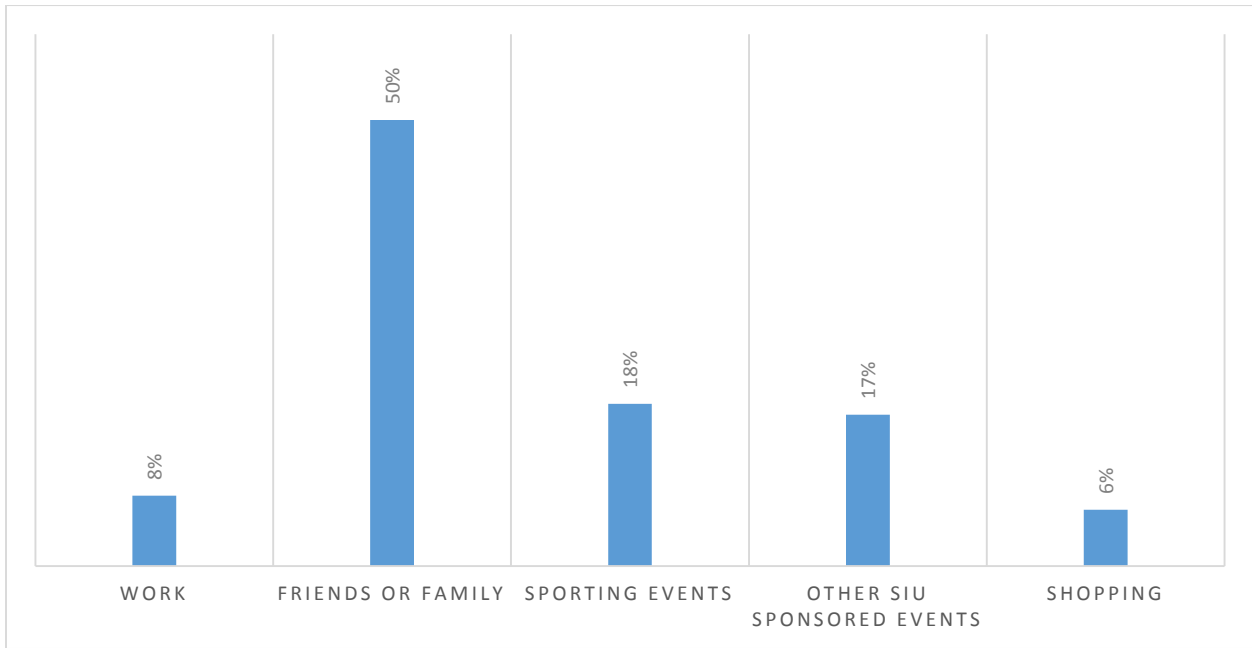
2. What year was your last visit? (e.g. 1998)



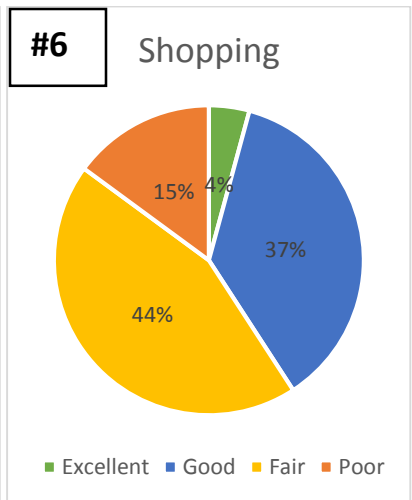
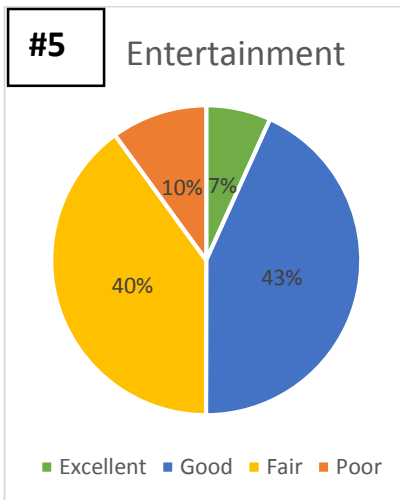
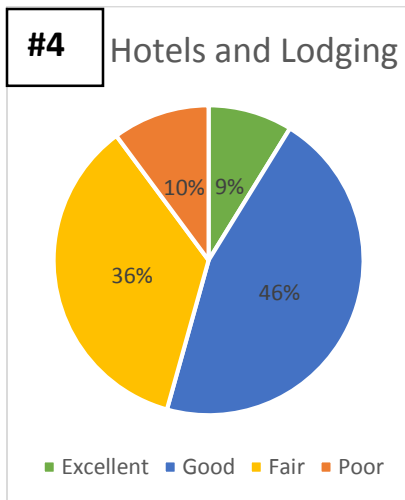
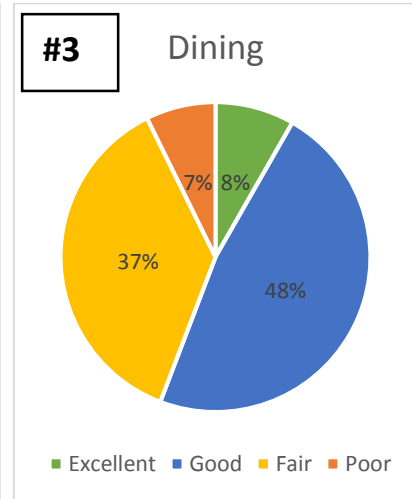
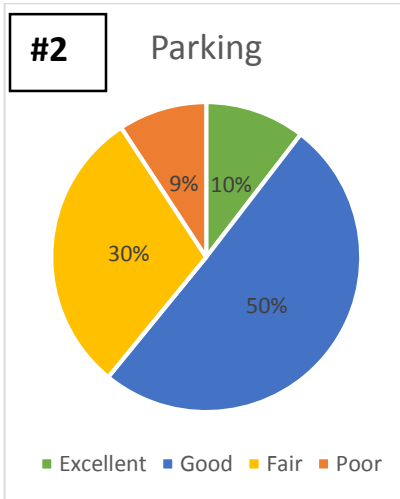
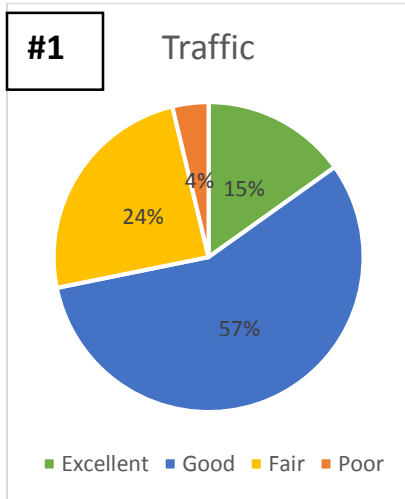
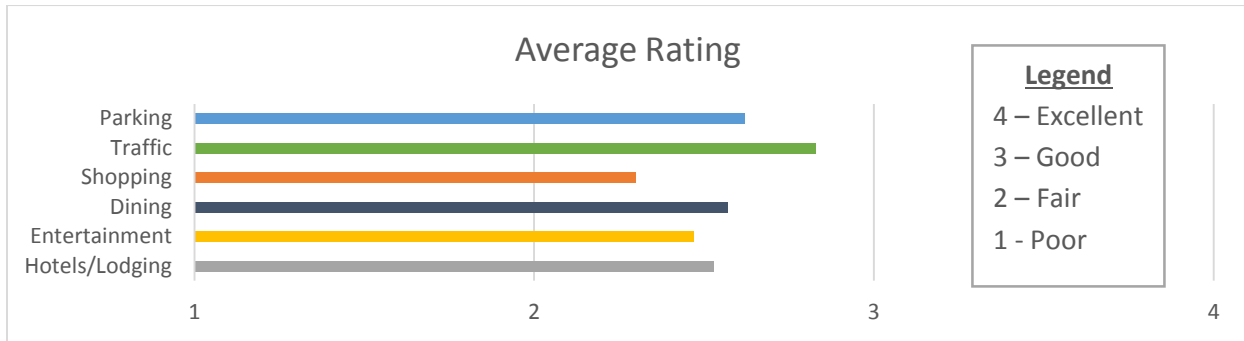
3. How often do you visit Carbondale?



4. What is your primary reason for visiting Carbondale?



5. When you last visited Carbondale, how would you rate the following services?



Carbondale Living

Most alumni that participated in this survey had never lived in Carbondale while not attending SIU (72%). However, it was more common for women to have spent some time in Carbondale while not a student at SIU (33% of women compared to 24% of men). Of the 28% who had lived in Carbondale at some time as a non-student, 48% had lived in the area for more than 5 years.

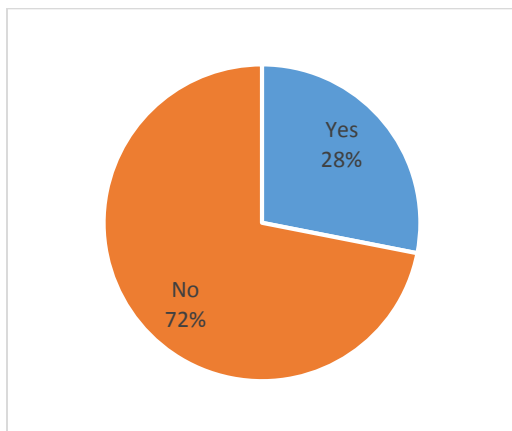
Alumni gave high ratings to Carbondale as a place to attend school. Eighty-one percent said that Carbondale was a desirable or highly desirable place to be a student. Interestingly, the most recent cohort (2011-2015) was more likely than any other group to believe Carbondale was a highly desirable place to attend school (37% compared to 29% on average).

An almost equal percentage of alumni reported that they got around Carbondale by car (42%) as on foot (39%). Fifty-three percent reported that they primarily walked or rode a bike. While few people used public transportation primarily, women respondents claimed to have used it more than men (2% to 1%). Women also reported that they walked more than men (41% compared to 38%) but rode bikes less (11% compared to 16%). The most recent cohort of alumni (2011-2015), reported traveling by car less than the average (37% compared to 42%), walking more than average (42% compared to 39%), and riding bikes more than average (16% compared to 14%).

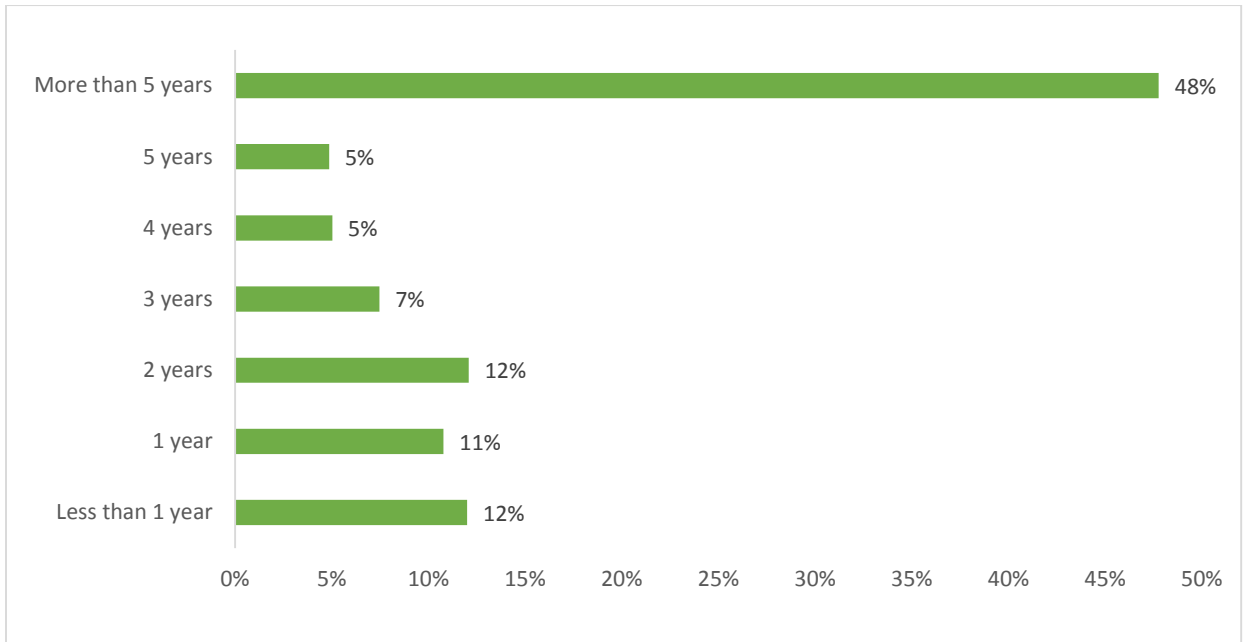
When deciding where to live, proximity to school and affordable housing have consistently been priorities for students. Crime rate and neighborhood have also been important factors in student decisions about where to live. Women considered crime rate in their decision of where to live more than men (85% compared to 71%). Women also placed more importance on neighborhood, proximity to work, and nearness to public transportation than men. In deciding where to live, men prioritized finding an area with a vibrant nightlife more than women (63% compared to 55%). Over time, it appears that the importance of on-campus housing and affordability have increased.

Overall, the alumni surveyed are proud of their alma mater. Eighty-five percent would recommend Carbondale as a place to go to school, 51% would recommend the city for a visit, 27% would recommend it as a place to live, and 9% would give no recommendation. Ninety-one percent of the alumni surveyed would encourage a young person to pursue a degree at SIU. The group that graduated between 1981 and 2000 was the most likely to encourage a young person to attend SIU (93%).

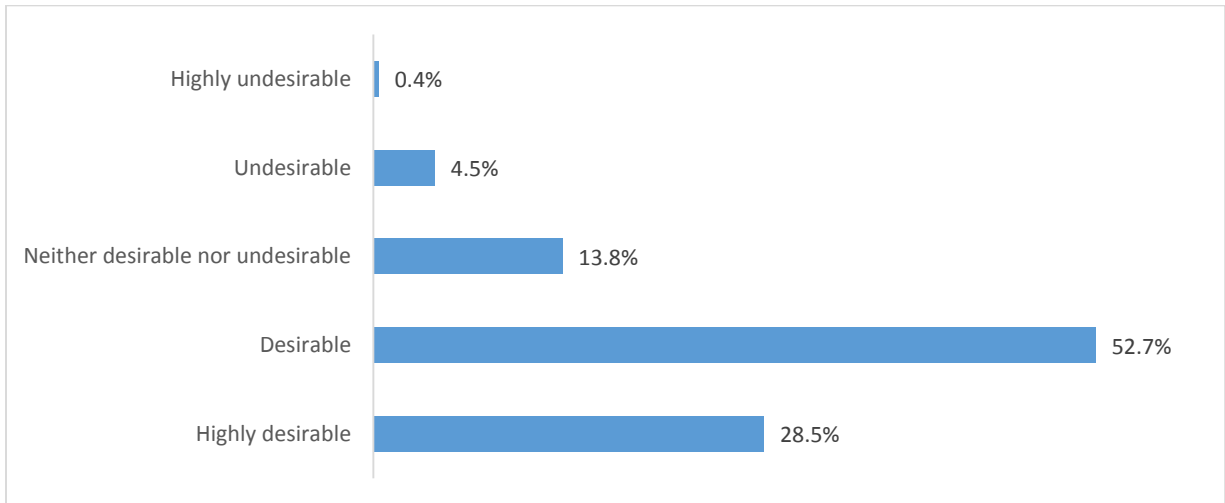
6. Have you ever lived in Carbondale while not attending SIU?



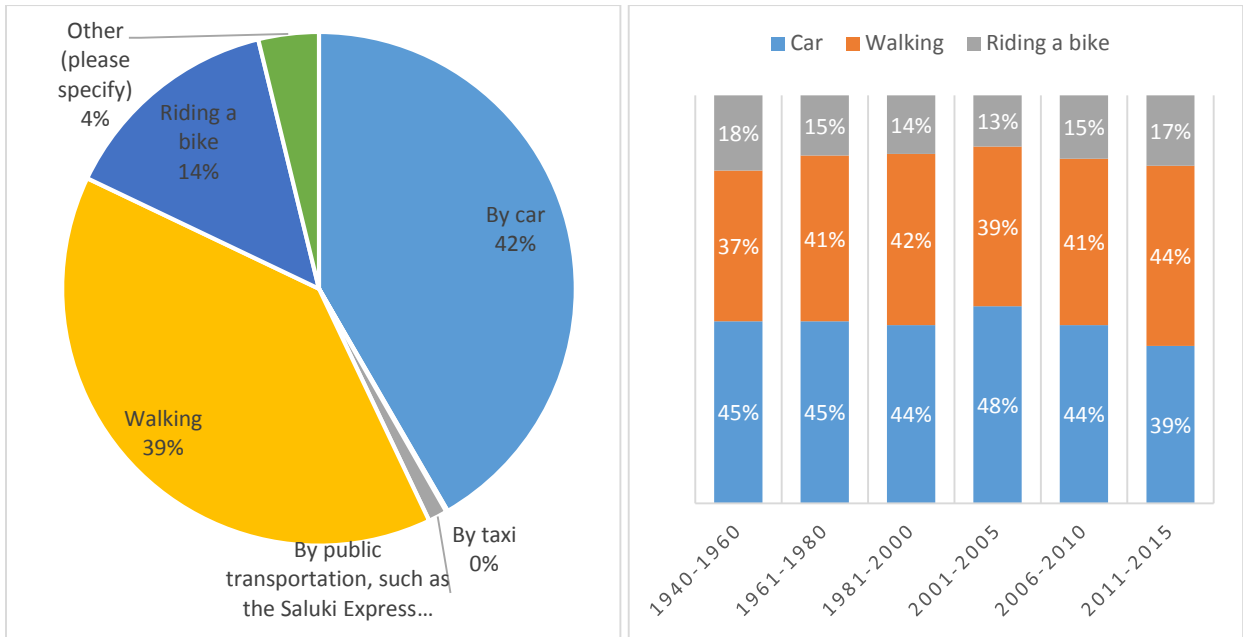
7. If you answered yes to the last question, roughly how long did you live in Carbondale?



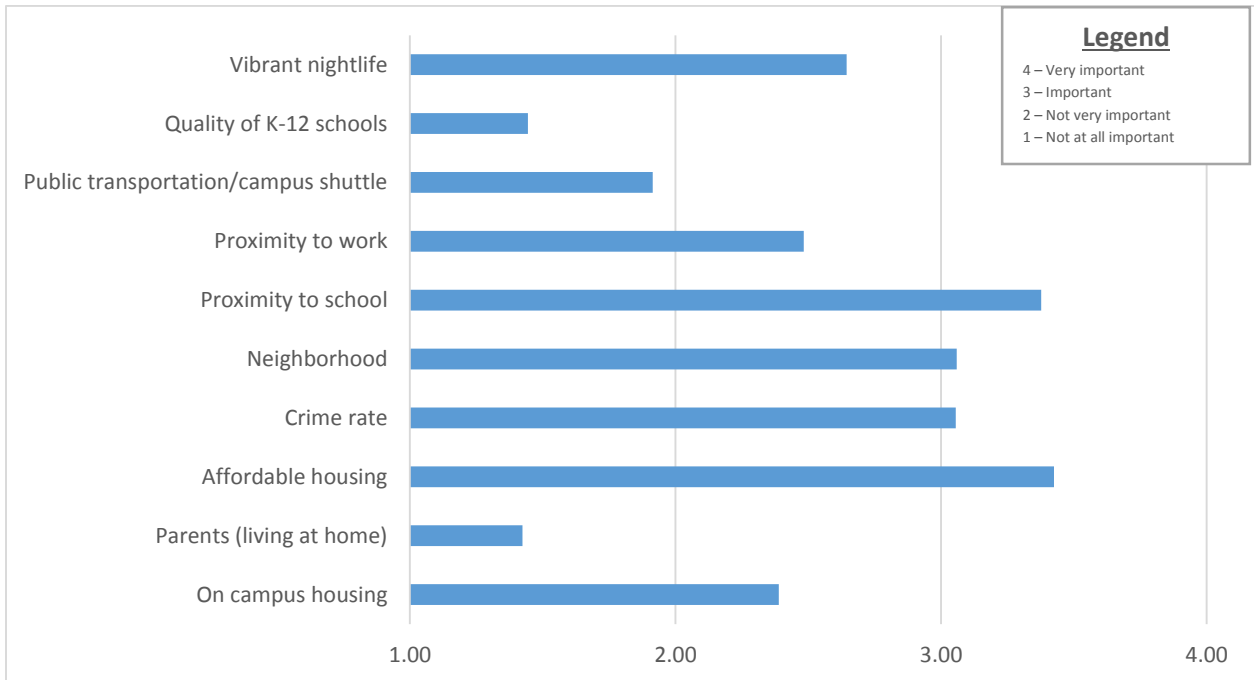
8. How would you rate Carbondale as a place to attend school?

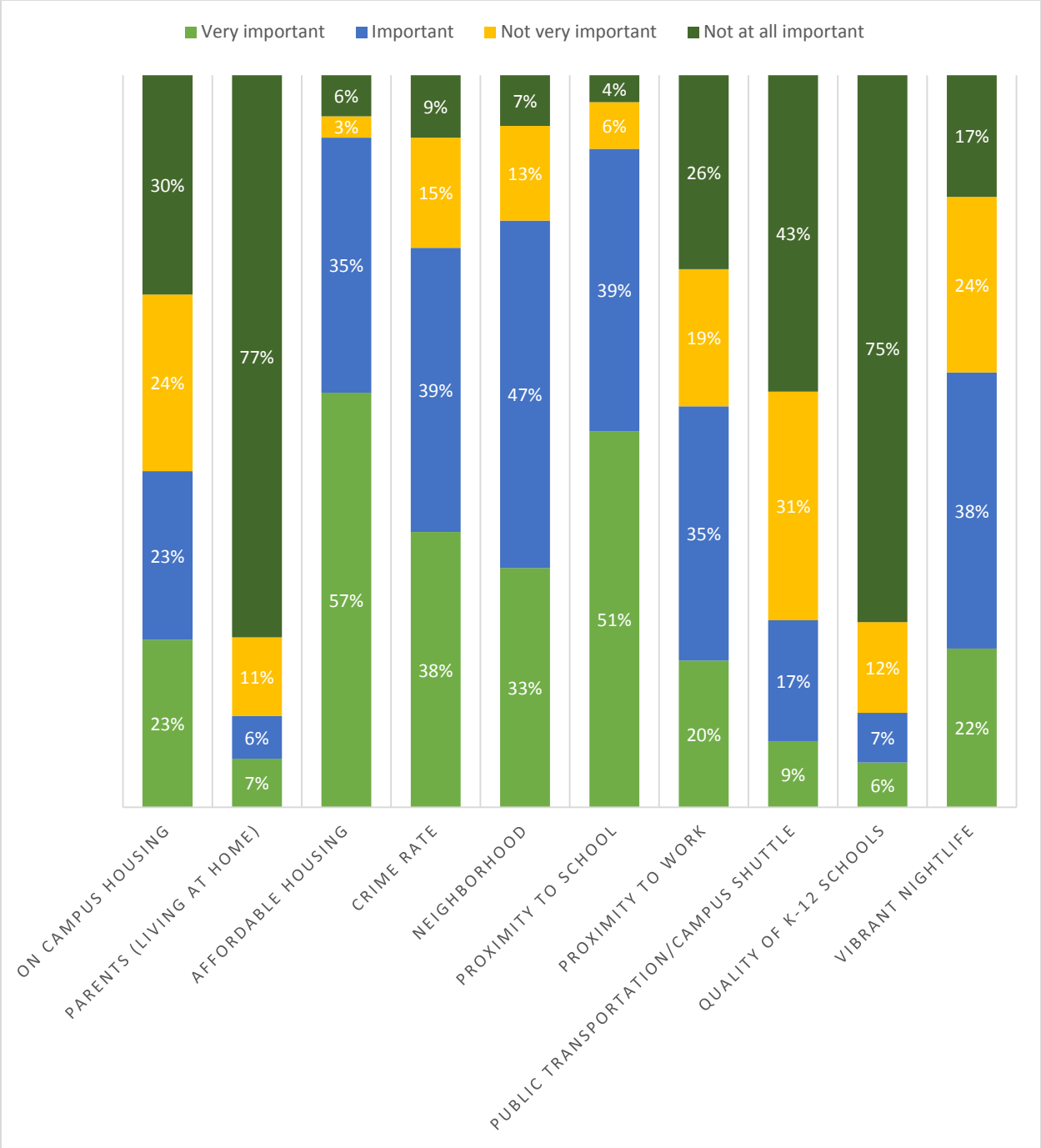


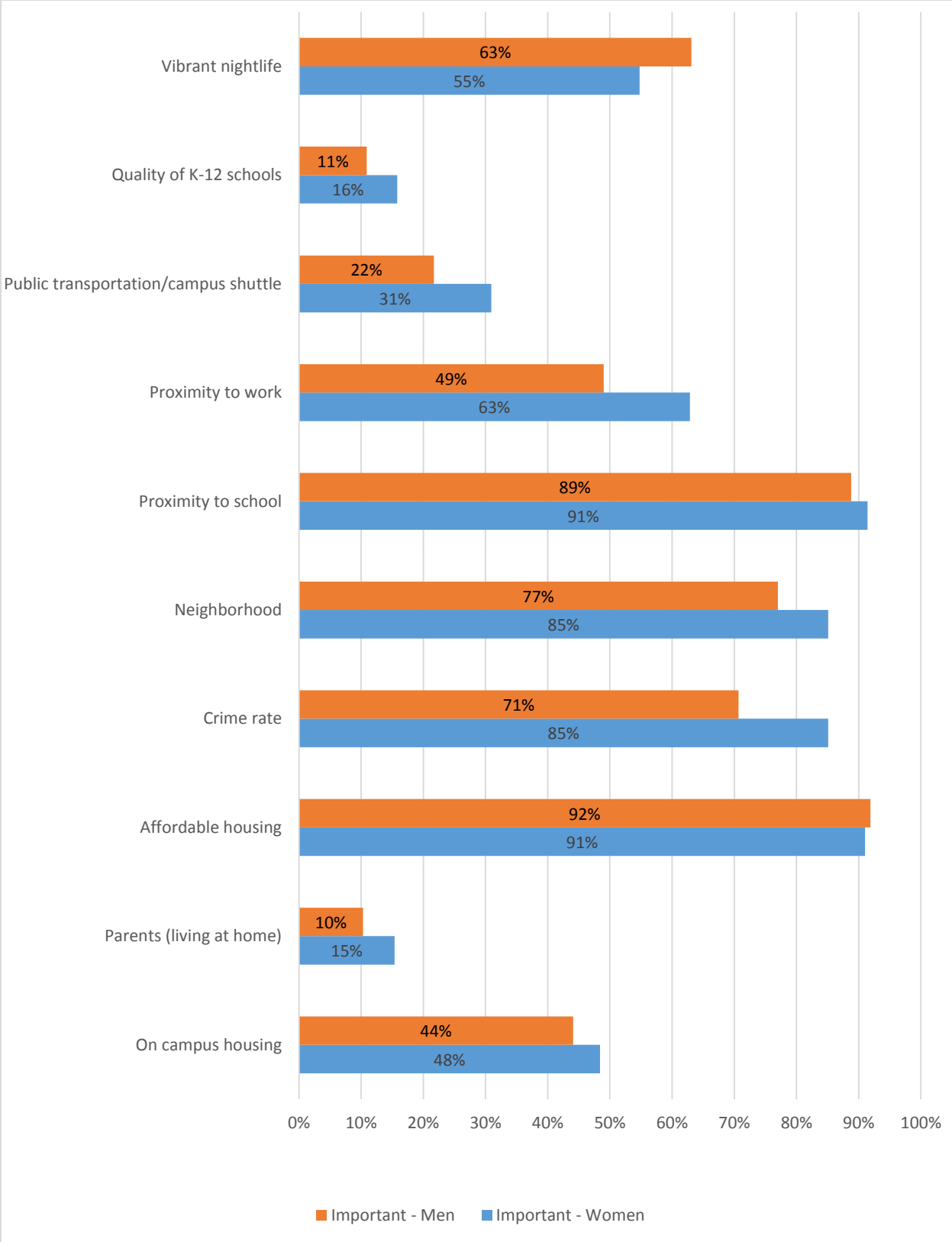
9. As a student at SIU, how did you get around most days?



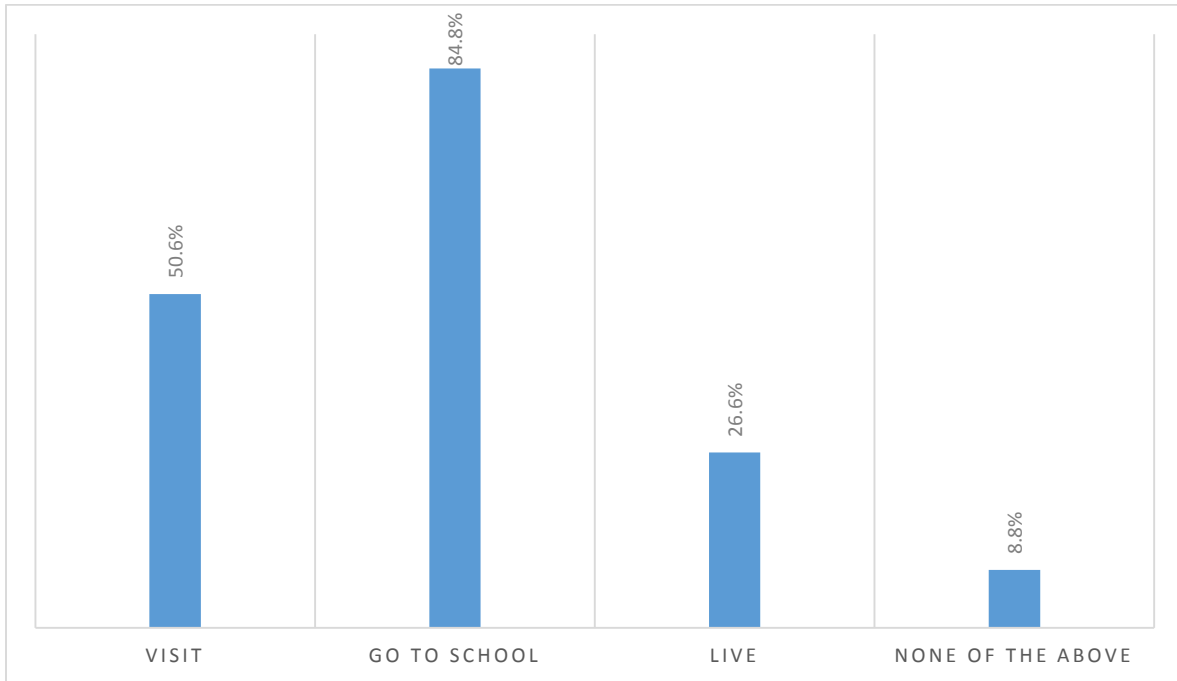
10. As a student at SIU, how important were the following items in your decision of where to live?



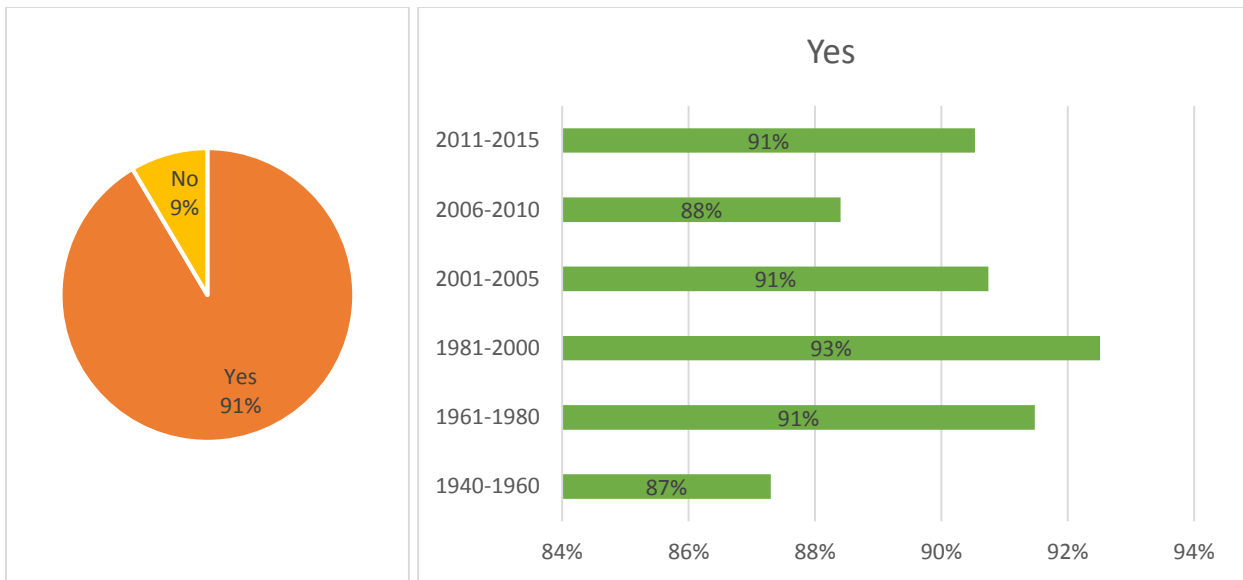




11. Would you recommend Carbondale to a friend or family member to...(select all that apply)



12. Would you encourage a young person to pursue a degree at SIU?

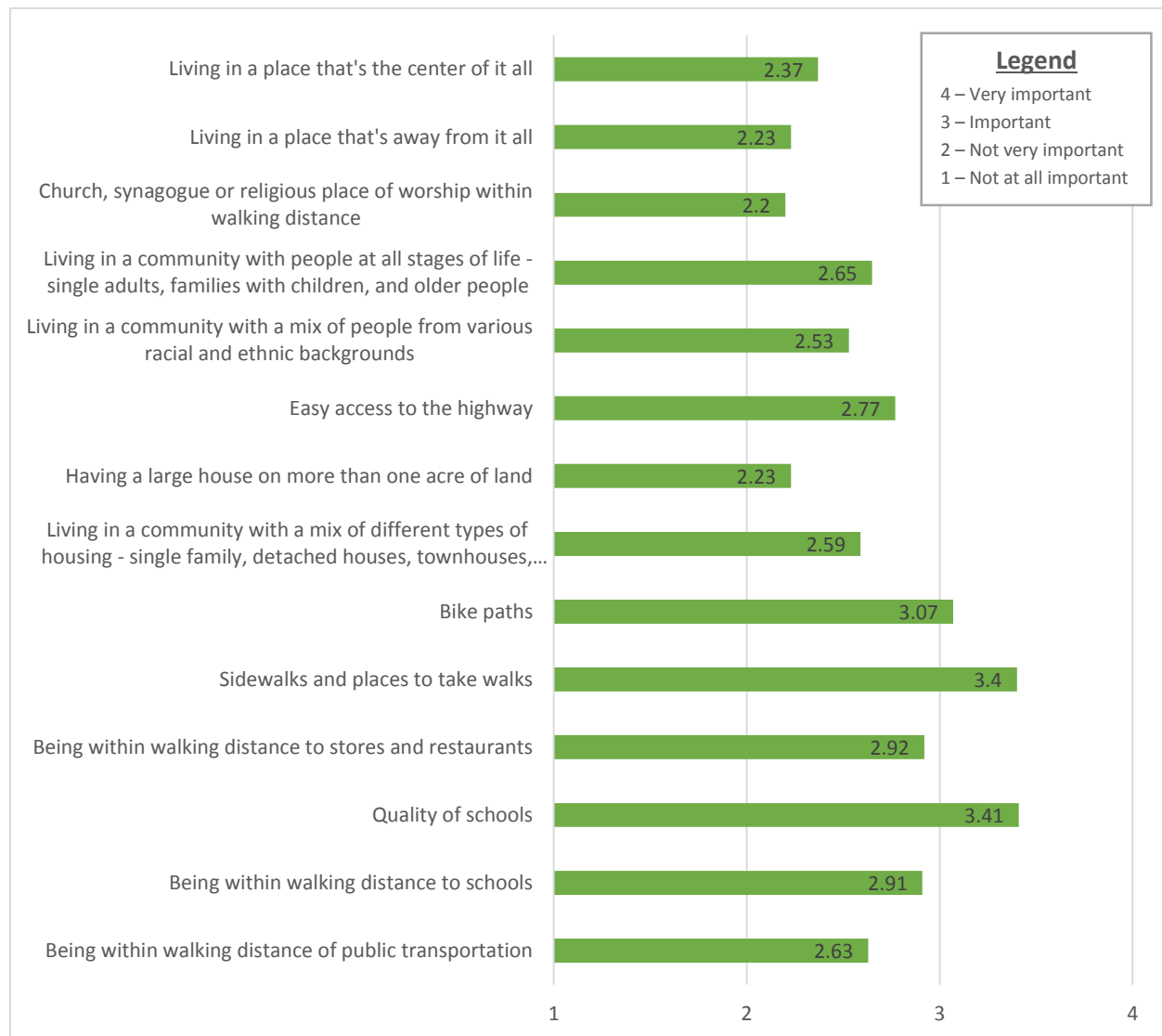


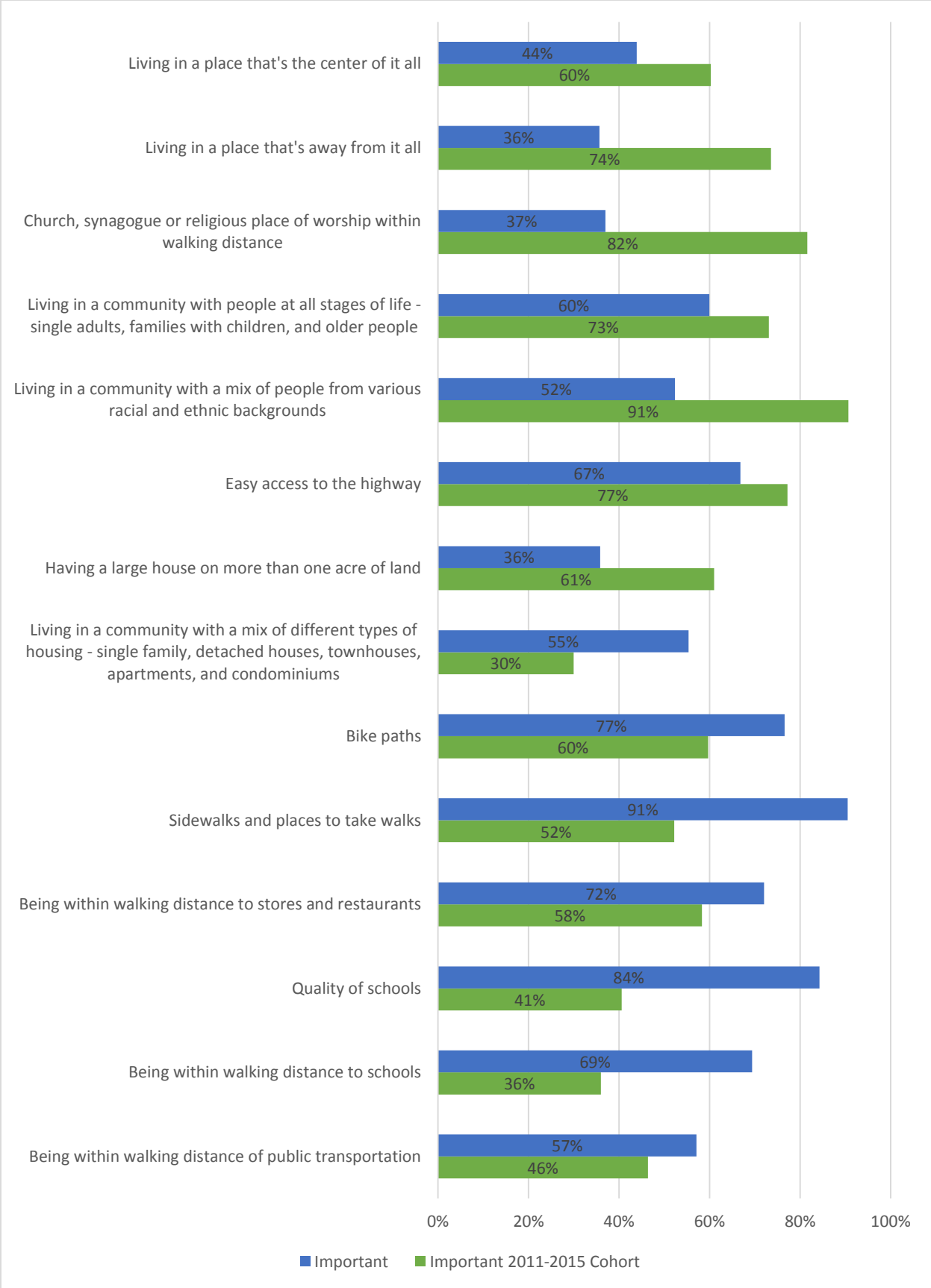
General Residence Preferences

In deciding where to live, the alumni tend to prioritize the quality of schools (19%), the presence of sidewalks and places to take walks (15%), and areas with bike paths (11%). Women tend to think it is very important to have sidewalks and places to take walks more than men (64% compared to 44%). From this survey data it would appear that more recent cohorts of alumni place less importance on ease of access to highway and having a large house on more than one acre of land. Recent alumni cohorts place more importance on living in a place that is the ‘center of it all’, having a religious place of worship within walking distance, living in a community with people at all stages of life with ethnic/racial diversity and a mix of housing types.

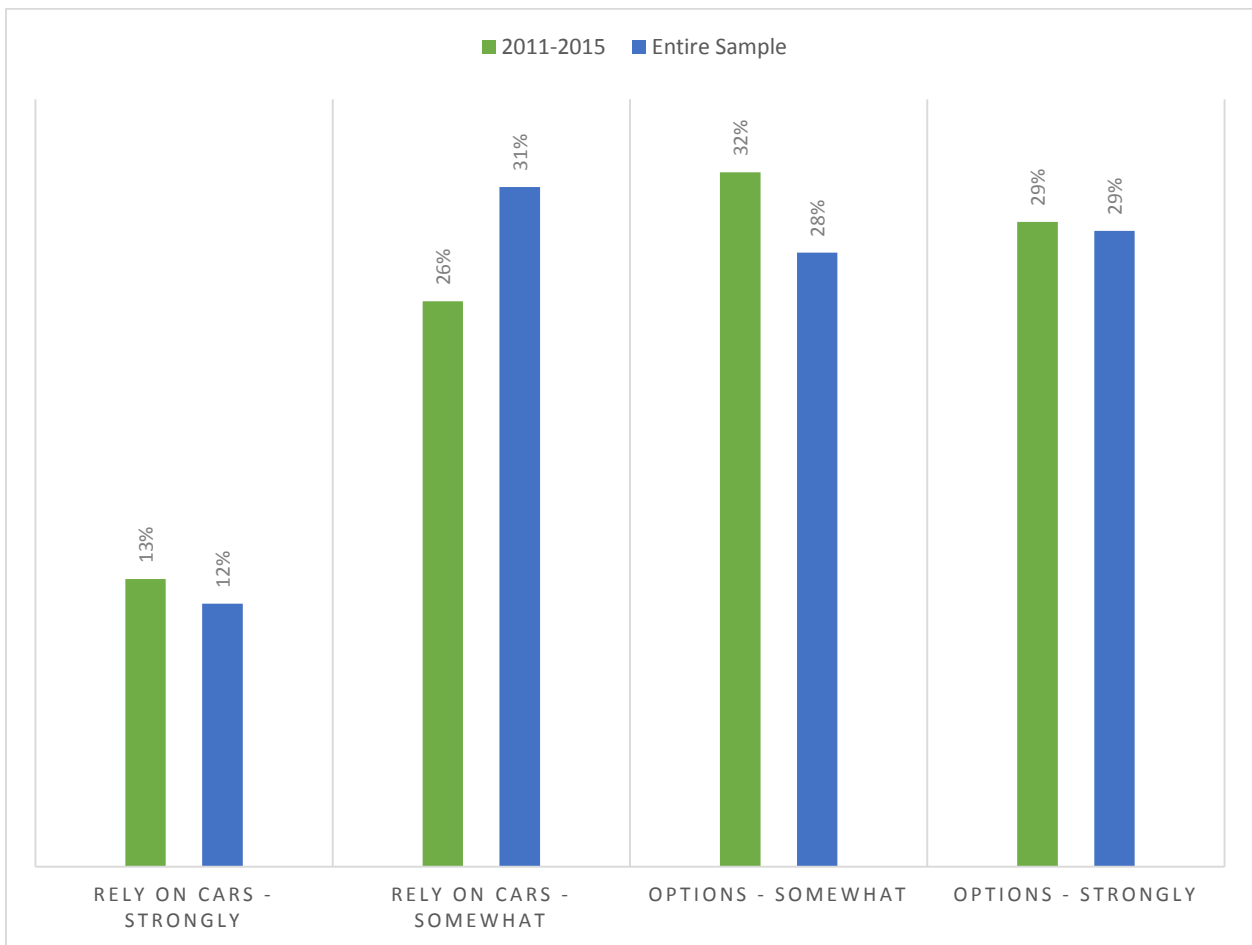
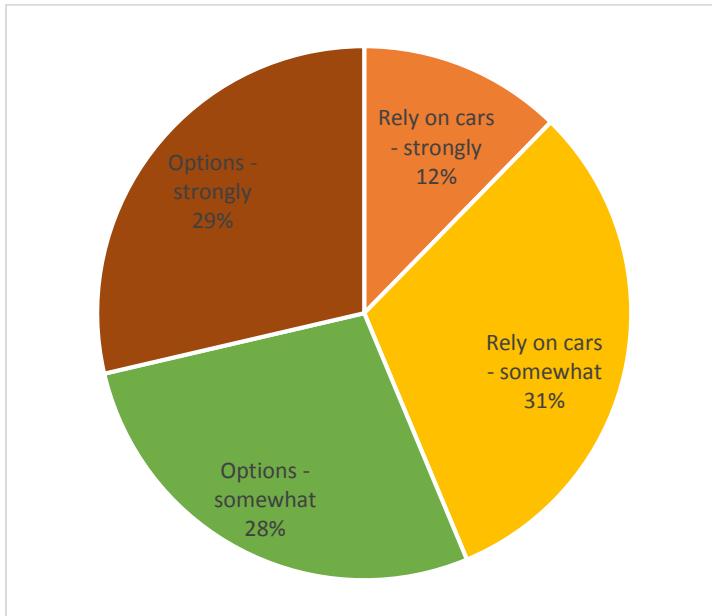
Regarding transportation, the data show that the desire to live in a place where people rely on cars has declined and the desire to live somewhere that has transportation options has increased. Sixty-one percent of the most recent cohort of graduates prefer living in a place with options.

13. In deciding where to live, indicate how important each of the following would be to you.





14. Do you prefer living in a place where most people rely on cars to get around or in a place where most people have transportation options so they do not need to rely on cars?



Carbondale Downtown

More than half of the SIU alumni surveyed visited downtown more than once a week – 55% of the sample overall. However, men spent time downtown more often than women. Fifty-nine percent of the men said that they spent time downtown more than once a week, compared to 49% of the women. Correspondingly, 15% of the women spent time downtown once a month or less, compared to 9% of the men. These data suggest that spending time downtown has consistently been a popular way to spend free time (and money), there were no significant differences between alumni cohorts.

When asked whether they thought there should be more, less, or was the right amount of various amenities, a large percentage (76%) believed Carbondale needs more ‘small, local businesses.’ Respondents were also likely to believe there should be more shops or restaurants within walking distance (74%), more places to walk or exercise for fun (66%), more locally grown produce (66%), more places to bike (63%), and more new stores and offices being built (60%). More women than men believed that there should be more locally grown produce, museums, local businesses, housing for people with moderate incomes, housing for people with low incomes, places to walk and exercise for fun, public transportation within walking distance, and sidewalks. The percentage of men that thought there should be new houses and apartments being built surpassed that of women. The most recent alumni cohort (2011-2015) expressed a below average desire for more museums, housing for people with high incomes, and places to walk or exercise for fun. However, this cohort had an above average desire for more public transportation within walking distance.

Respondents were then asked to give a priority ranking between one and five to the items in the above question. On average the first priority was local business development (30%), followed by more shops or restaurants (25%), more new stores and offices (7%), more moderate income housing (6%), and more or improved sidewalks (4%). Overall, 70% of the respondents believed that more local businesses should be among the top five priorities for Carbondale’s master plan and 70% believed that more shops or restaurants should be prioritized in the plan. The next highest priorities were parks and playgrounds and places to walk or exercise for fun. Forty percent of the sample believed that parks and playgrounds should be among the top 5 priorities and 40% believed that places to walk or exercise for fun should be in the top five. Next was new stores and offices (39%), followed by sidewalks (34%), and locally grown produce (33%). Women were more likely to think that sidewalks, places to walk and exercise for fun, and public transportation should be the top priority. Men were more likely than women to believe that more shops and restaurants should be the first priority. There were no significant differences between cohorts.

Regarding arts and leisure, the largest proportion of respondents believed there should be more street fairs and markets (79%). Next, 73% believed that there should be more live entertainment such as music and comedy. Full-service restaurants had the third highest proportion of respondents believing there should be more (72%). Full-service restaurants were followed by plays or performance art (69%). A large proportion of respondents also believed there should be more outdoor recreational opportunities (67%) and family entertainment (67%). Women were more likely than men to believe there should be more food carts, more plays or performance art, more shopping, and more family entertainment. Men were more likely than women to believe more bars and spectator sports would improve Carbondale. There were no significant differences between cohorts.

Respondents believed Carbondale was accessible over inaccessible, ordinary over quirky, inexpensive over expensive, friendly over unfriendly, dull over vibrant, and old-fashioned over hip. More respondents rated opportunities for entrepreneurs in Carbondale as fair or poor (68%) over excellent or good. Over half of the participants also believed the following services are fair or poor: affordable places

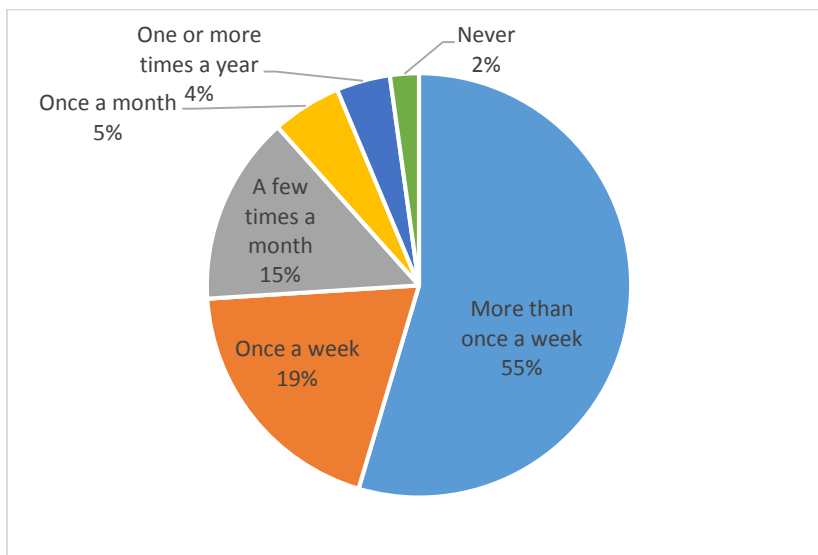
to live (55%), restaurants and nightlife (54%), post-graduation job prospects (81%), internship or assistantship opportunities (61%), and public transportation (63%).

Regarding transportation, 76% of the participants rated the ease of getting around on foot as good or excellent. More than half also rated traffic as good or excellent (52%). The worst ratings went to a convenient and reliable public transportation, opportunities to live and work without relying on a car, a wide range of transportation options, bicycle lanes and trails, and parking (listed from worst to less bad). These transportation results suggest that public transportation, bike trails, walking paths, and other innovations that might make it possible to live without a car should be prioritized.

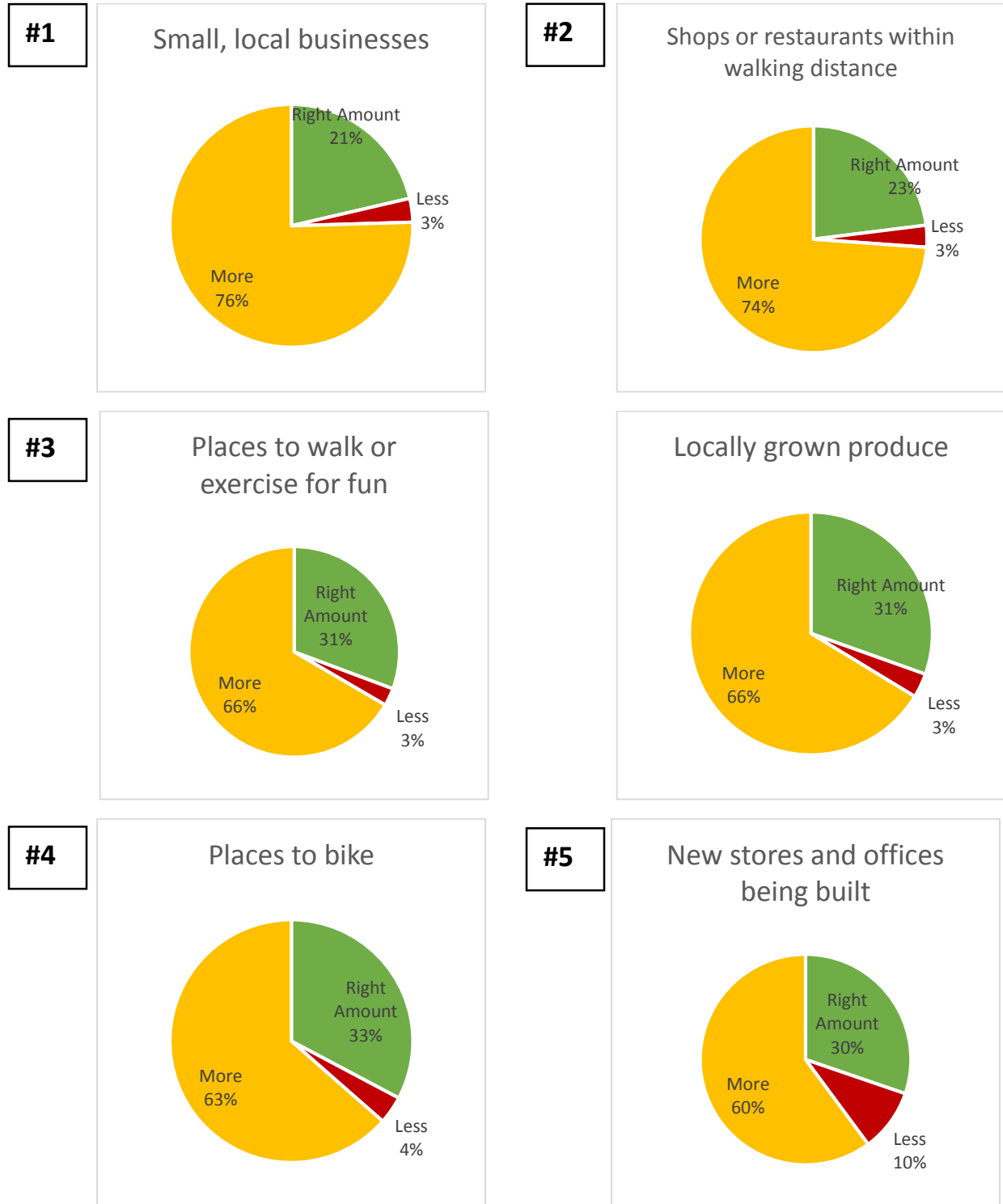
On average, respondents tended to believe that Southern Illinois and SIU campus were beautiful. Eighty-nine percent of respondents rated SIU campus as beautiful and 92% rated Southern Illinois as beautiful. Sadly, only 11% rated downtown Carbondale as beautiful, suggesting that there is room for aesthetic improvement.

Lastly, the most common suggestion of a town for Carbondale to emulate was Madison, Wisconsin followed by Champaign, IL and Bloomington, IN. Other commonly suggested towns were Urbana, Normal, Boulder, Ann Arbor, Columbia, Oxford, and Evanston.

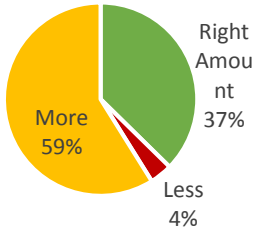
15. As a student in Carbondale, how often did you spend free time in the downtown area?



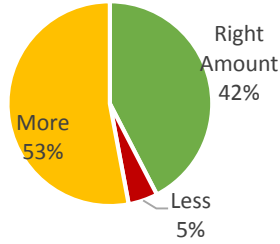
16. Do you think there should be more, less or there is the right amount of each of the following in Carbondale? (Data are ranked according to the percentage that thought there should be more, from greatest to smallest for the top five).



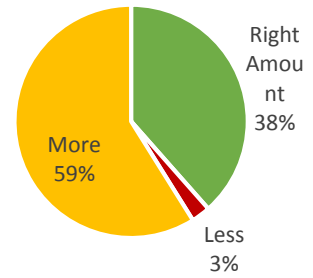
Parks and playgrounds



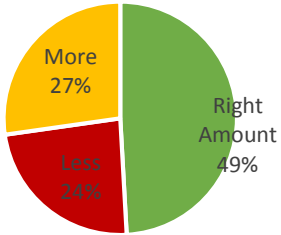
Public transportation within walking distance



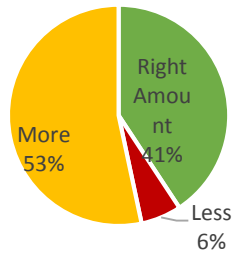
Sidewalks



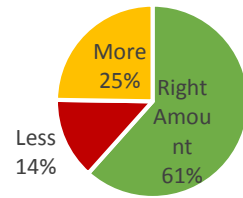
Housing for people with low incomes



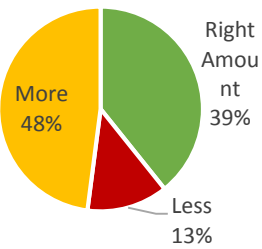
Housing for people with moderate incomes



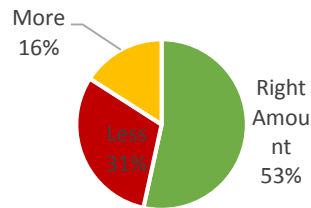
Housing for people with high incomes



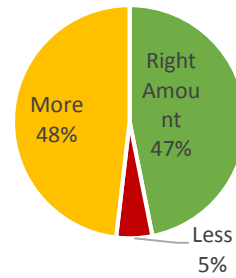
New houses and apartments being built



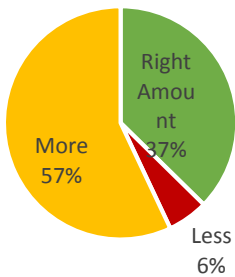
Large discount or warehouse stores such as Wal-Mart

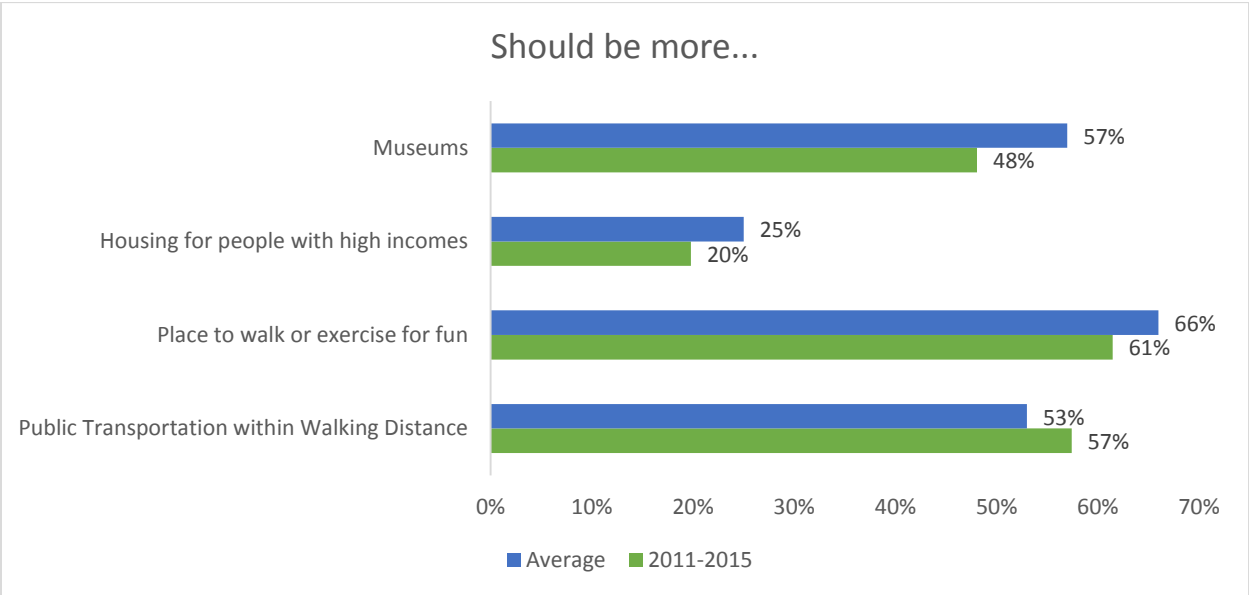
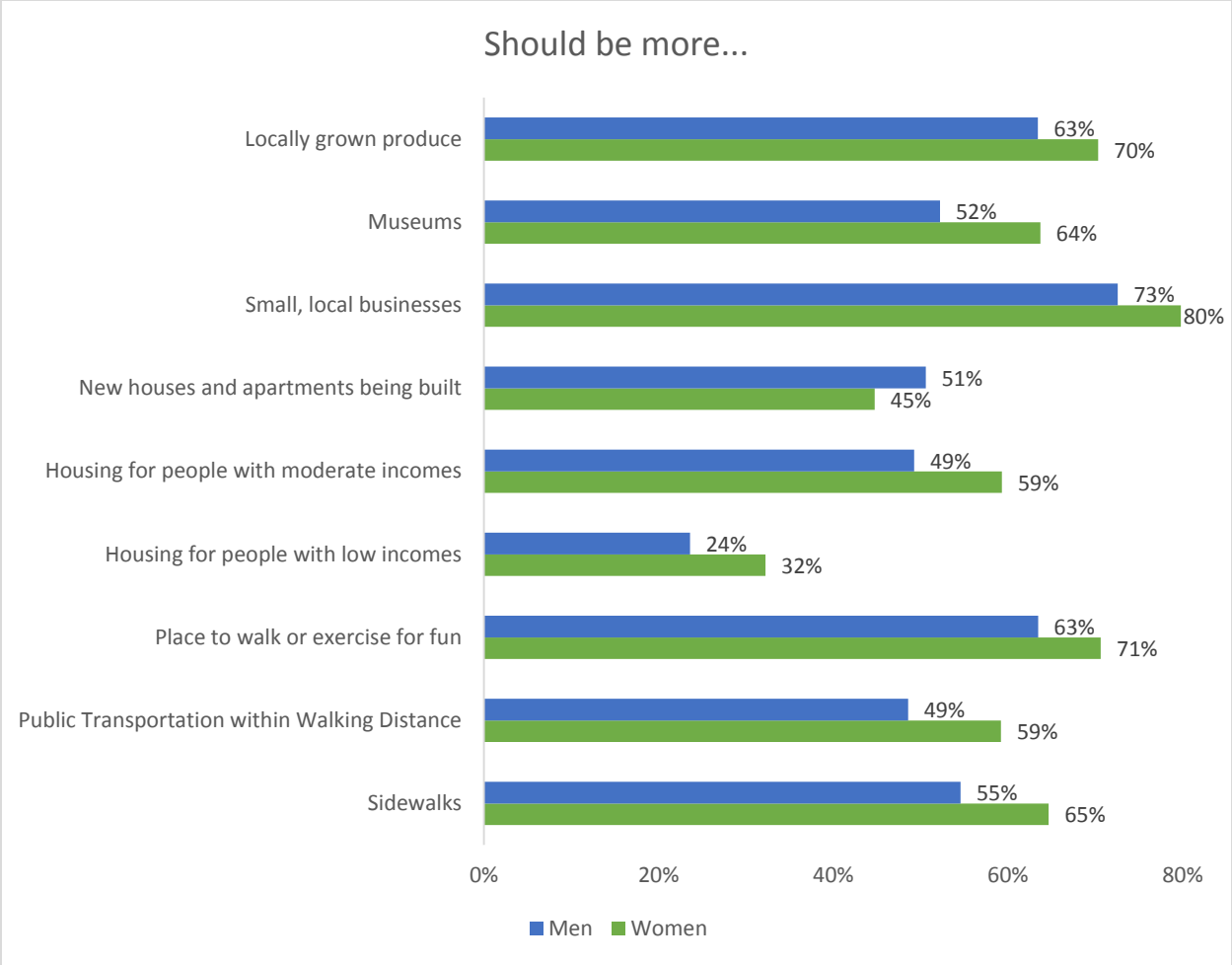


Historical sites



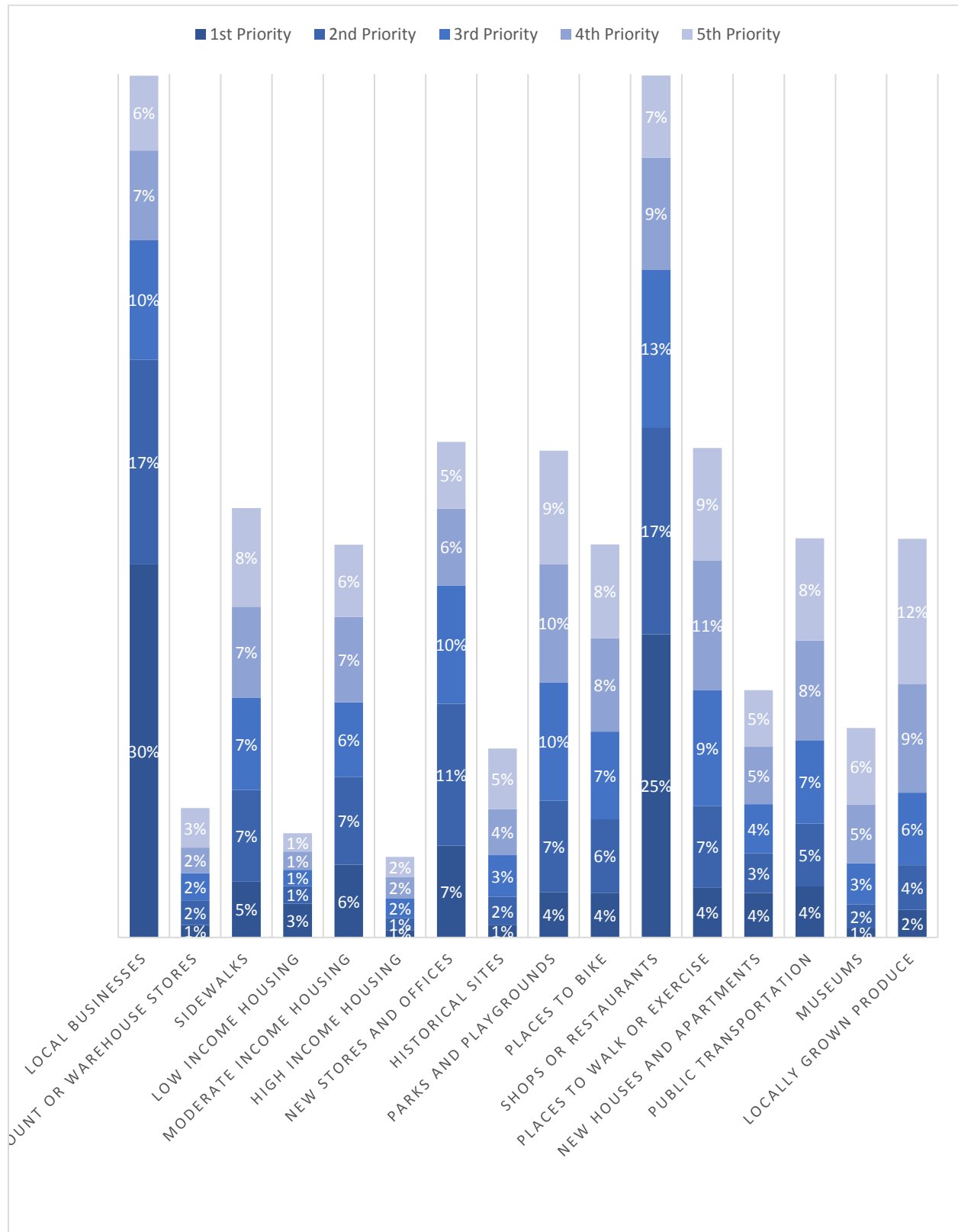
Museums



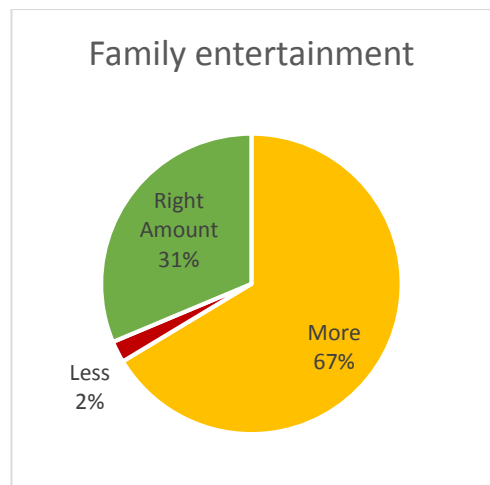
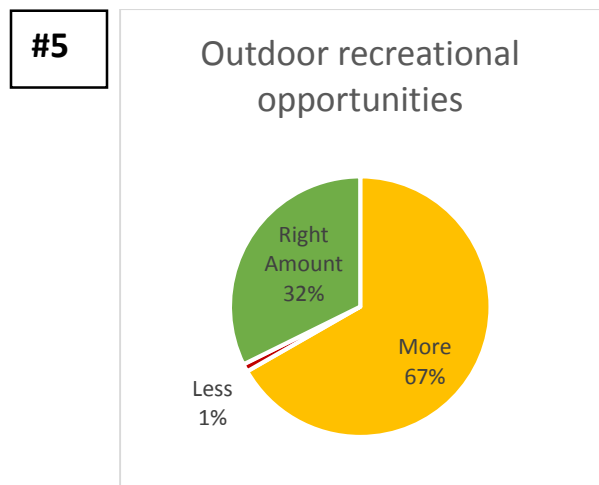
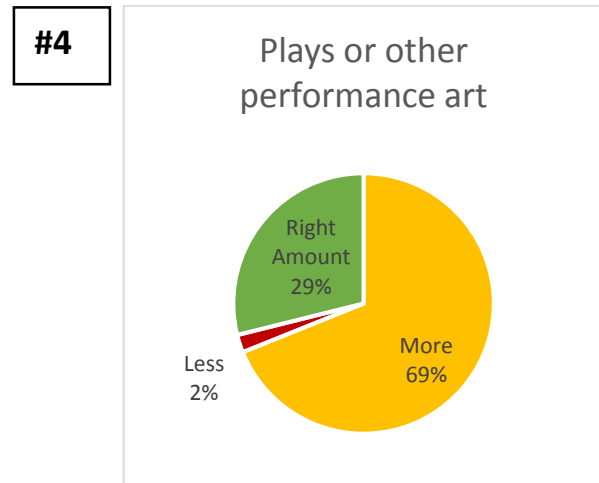
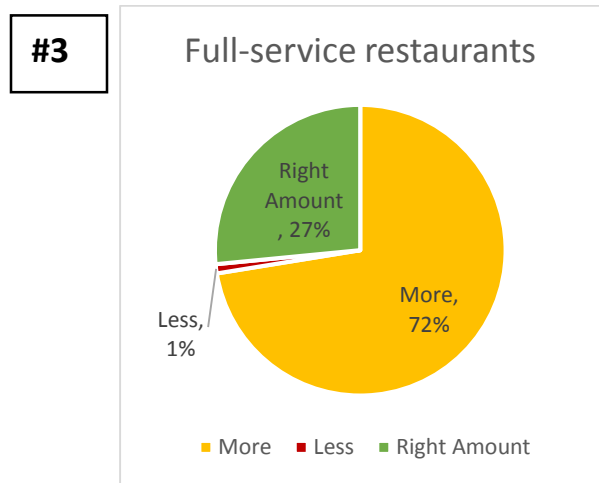
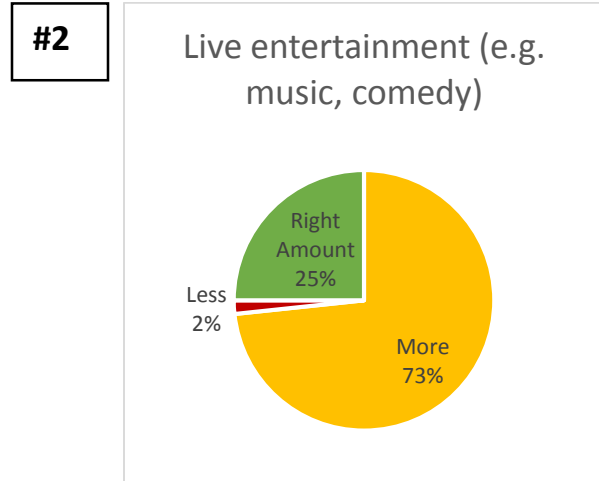
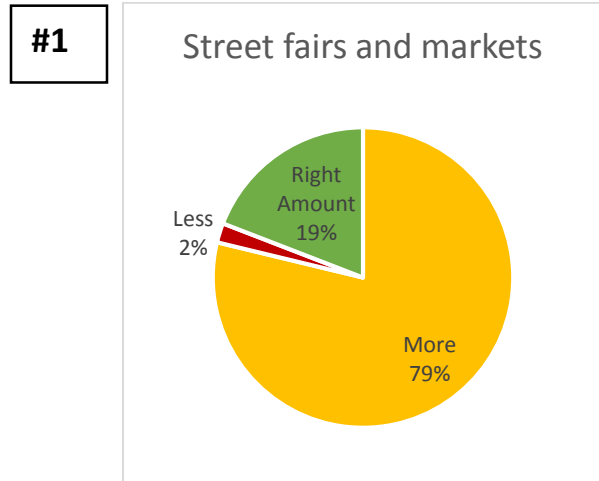


Note: I only included items with more than a 5% gap or more on the gender chart and those with at least 5% difference for the cohort chart.

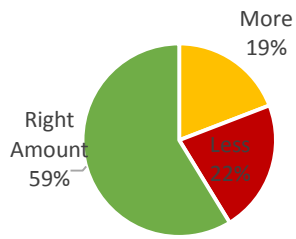
17. Of the items in the previous question that you there should be more of, which 5 should be prioritized in Carbondale's Downtown Master Plan?



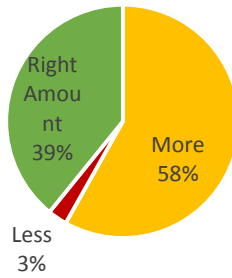
18. In terms of arts and leisure, do you think there should be more, less, or there is the right amount of the following in Carbondale?



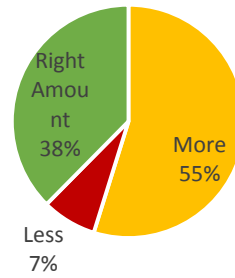
Fast food or delivery



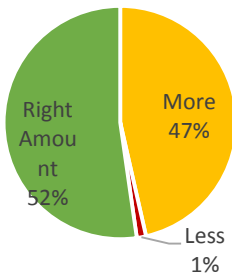
Late night dining



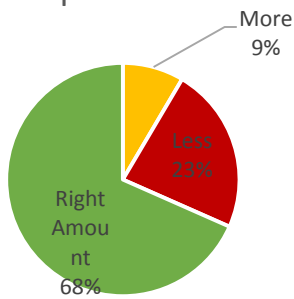
Food carts



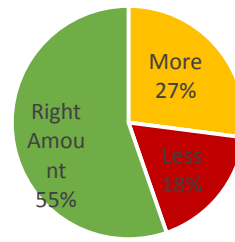
Grocery stores



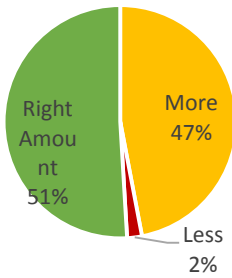
Liquor stores



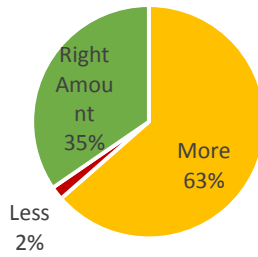
Bars



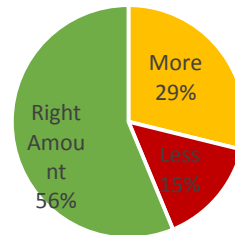
Movie theaters



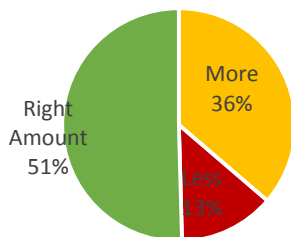
Shopping



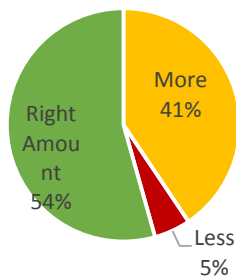
Dance clubs

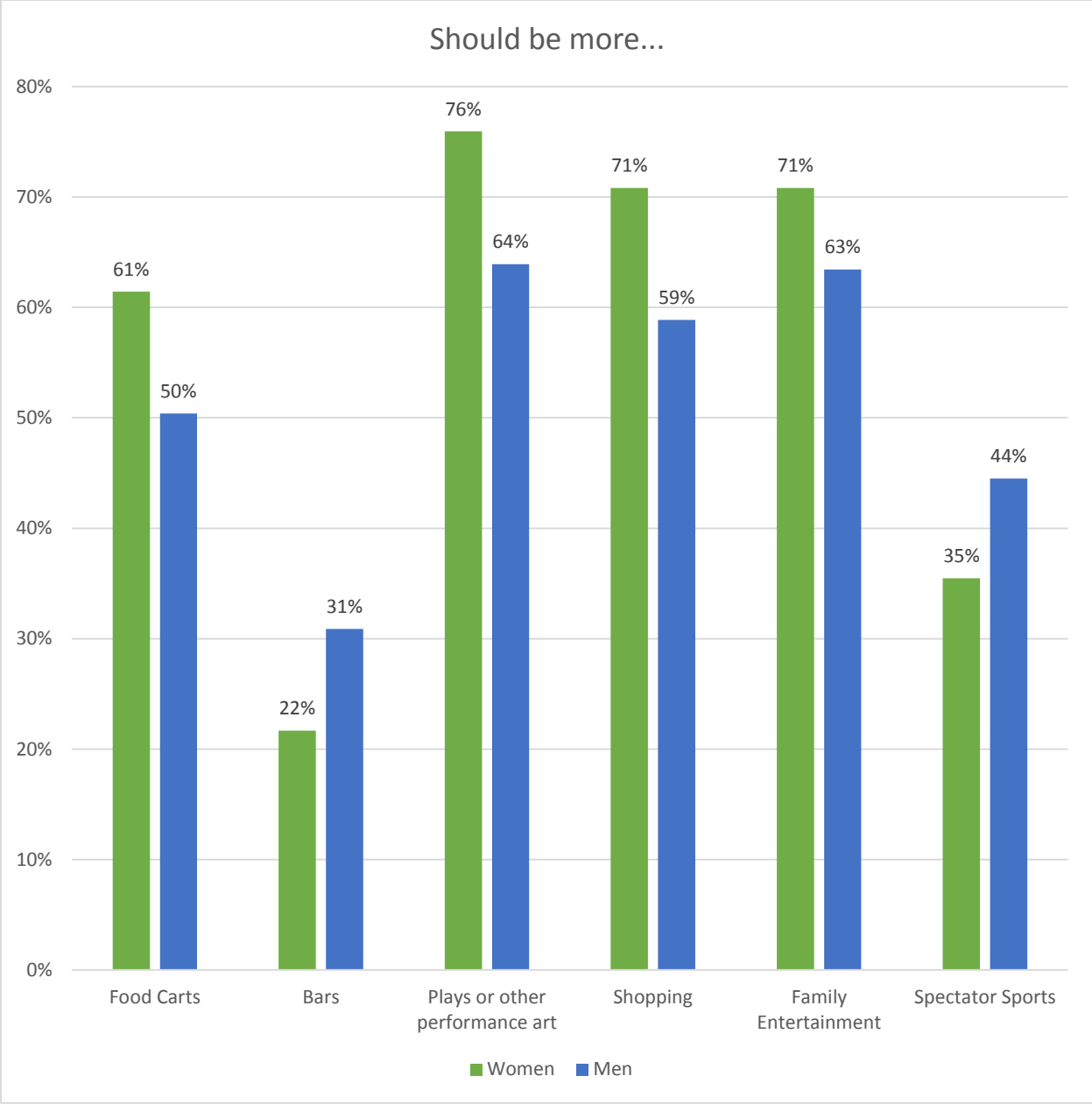


All ages clubs

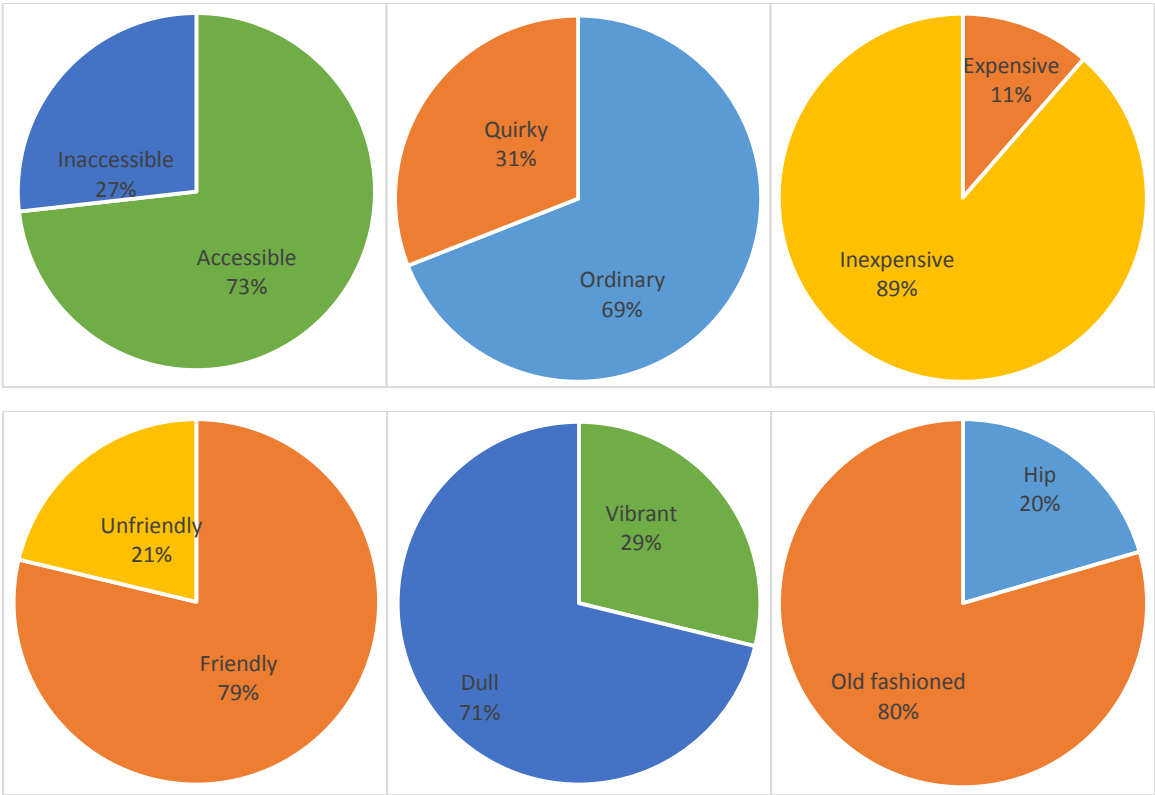


Spectator sports

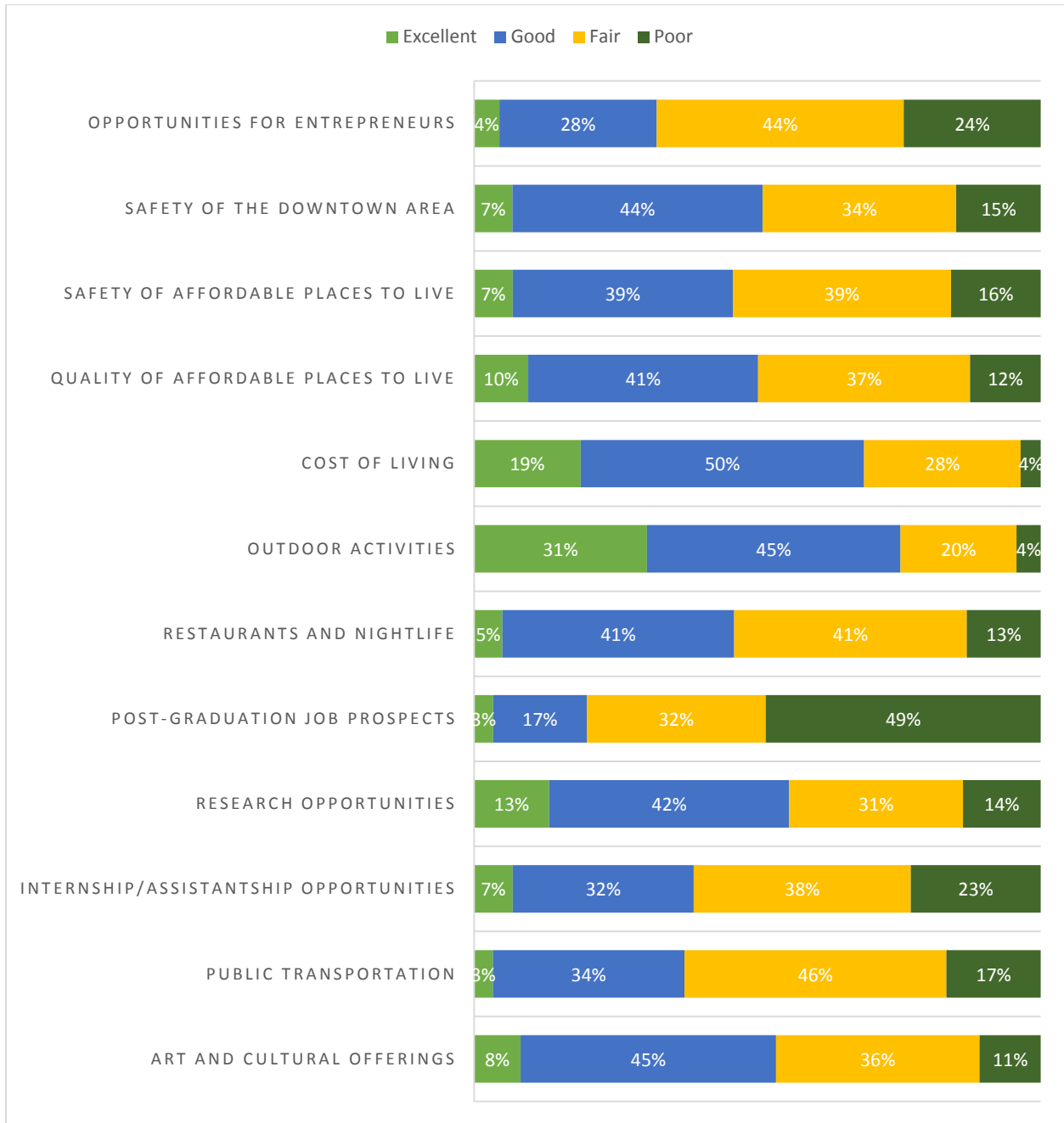




19. Which of the following would you use to describe downtown Carbondale?

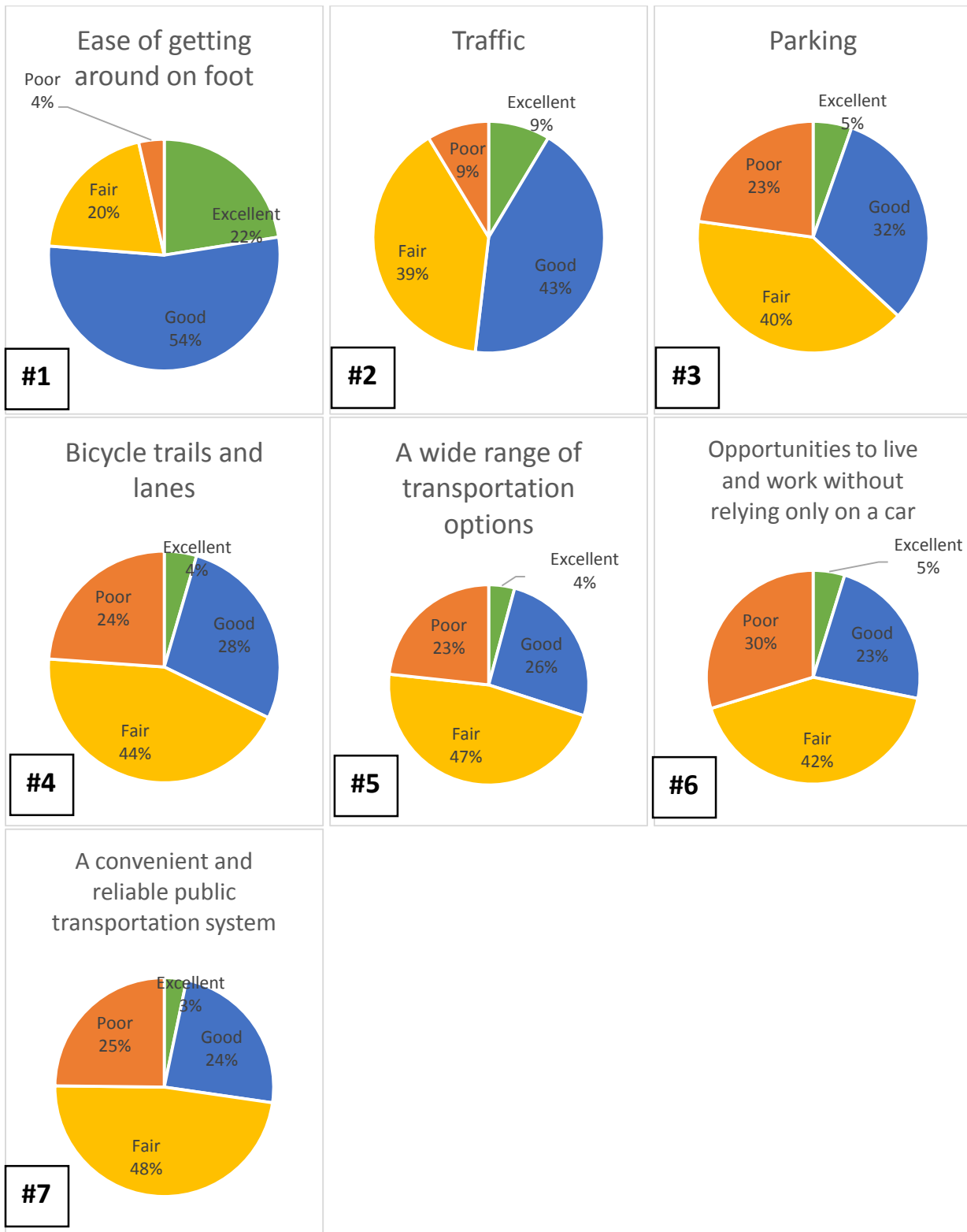


20. How would you rate the quality of the following aspects of the Carbondale area?

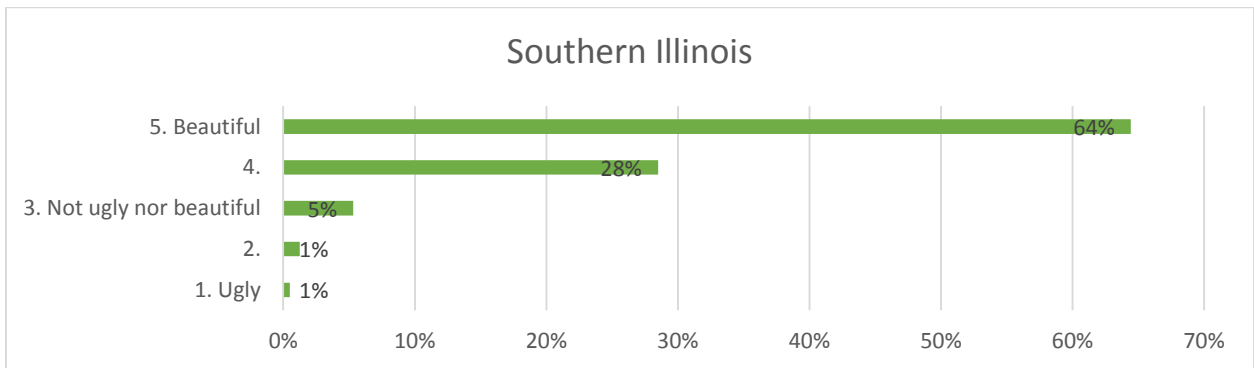
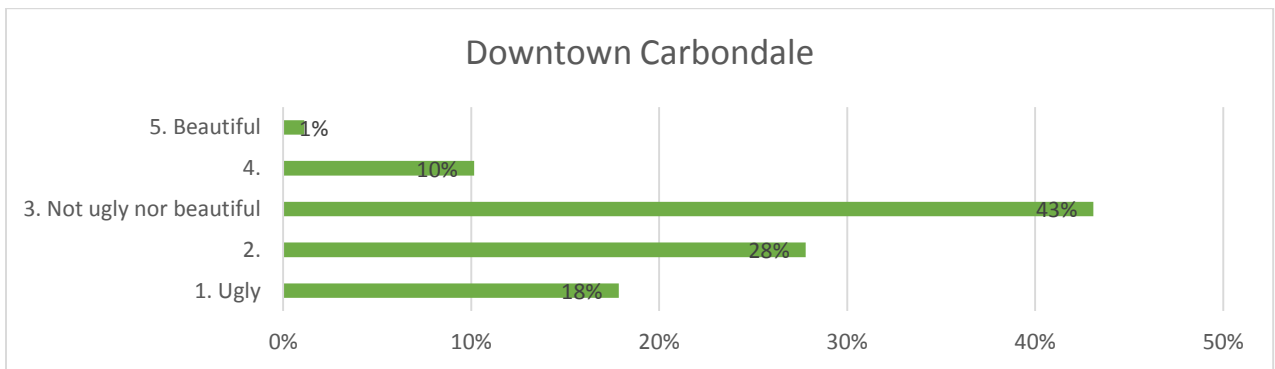
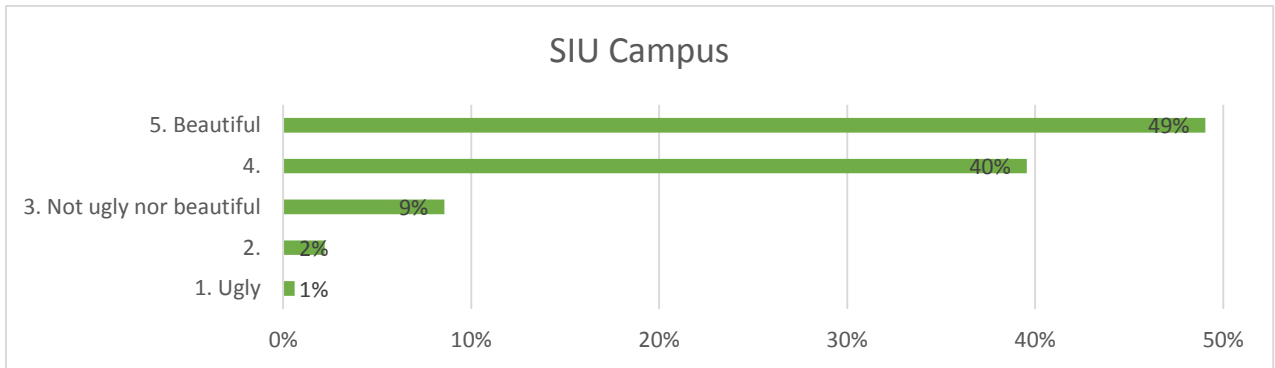
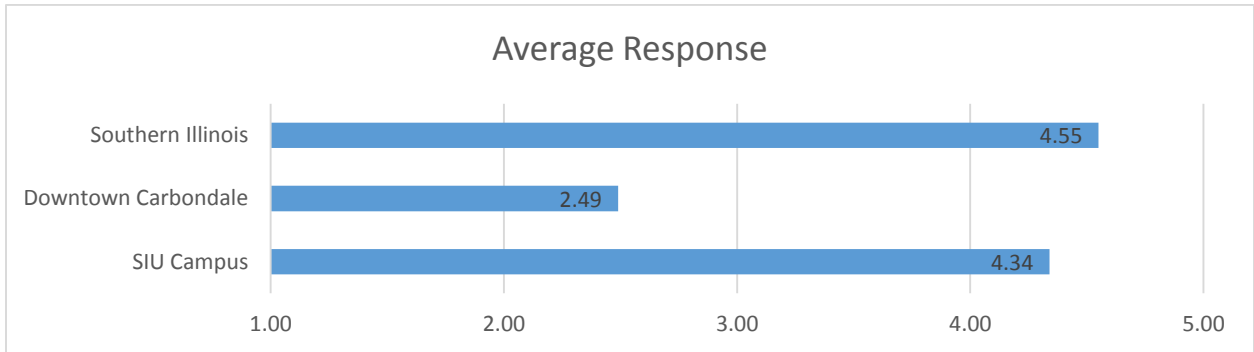


21. How would you rate downtown Carbondale on the following?

Rating of services from most to least “excellent” and “good.”



22. How would you rate the following areas on a scale of 1 to 5, where 1 is ugly and 5 is beautiful?

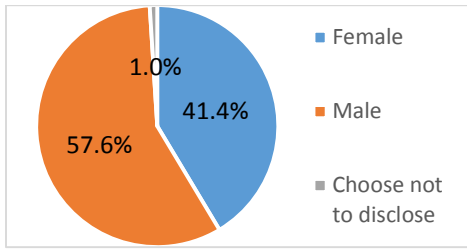


23. Name another college town that you think would provide a good example for Carbondale's Downtown Master Plan?

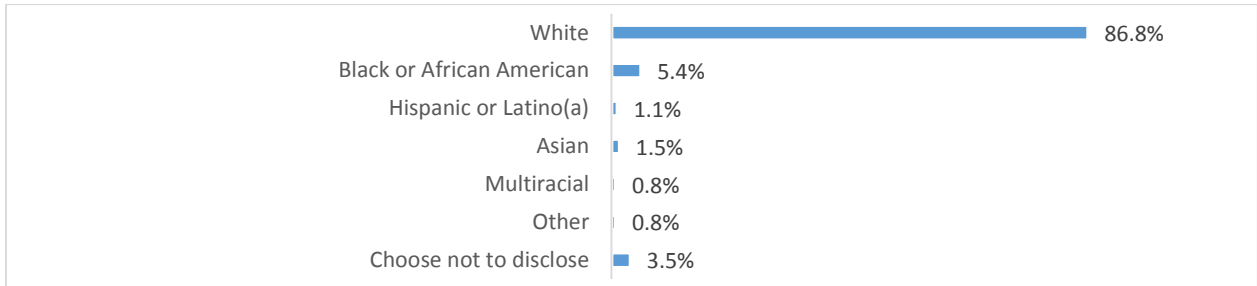


Appendix I: Demographic Information

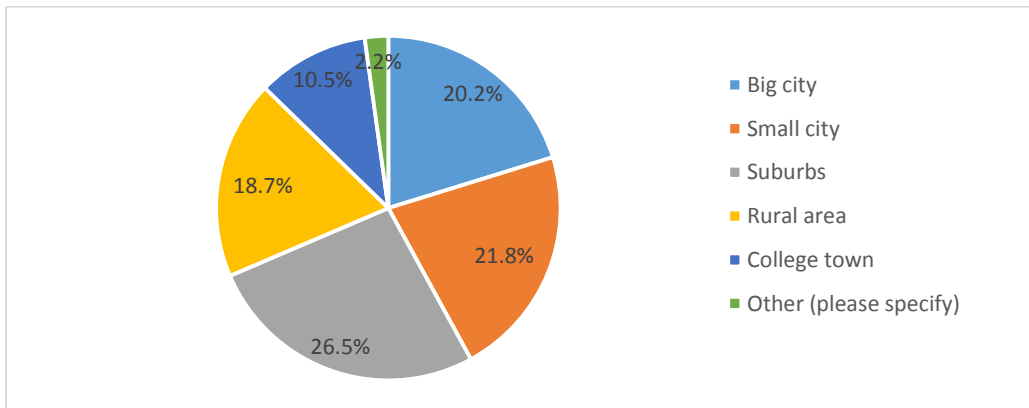
1. What is your gender?



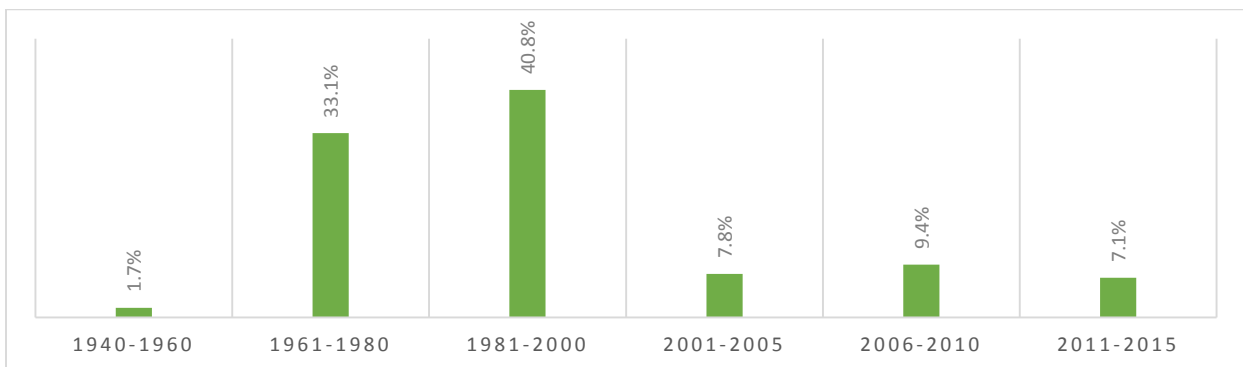
2. How would you describe your race/ethnicity?



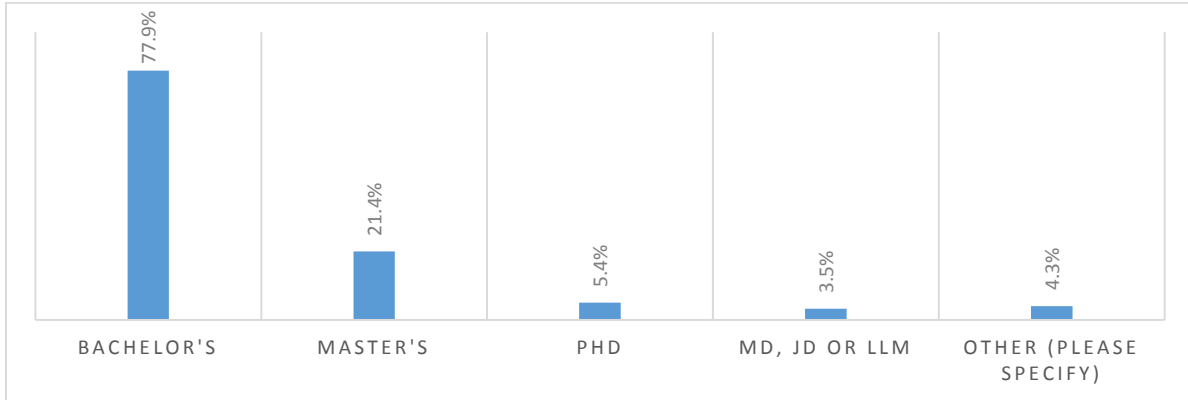
3. How would you describe the area that you live now?



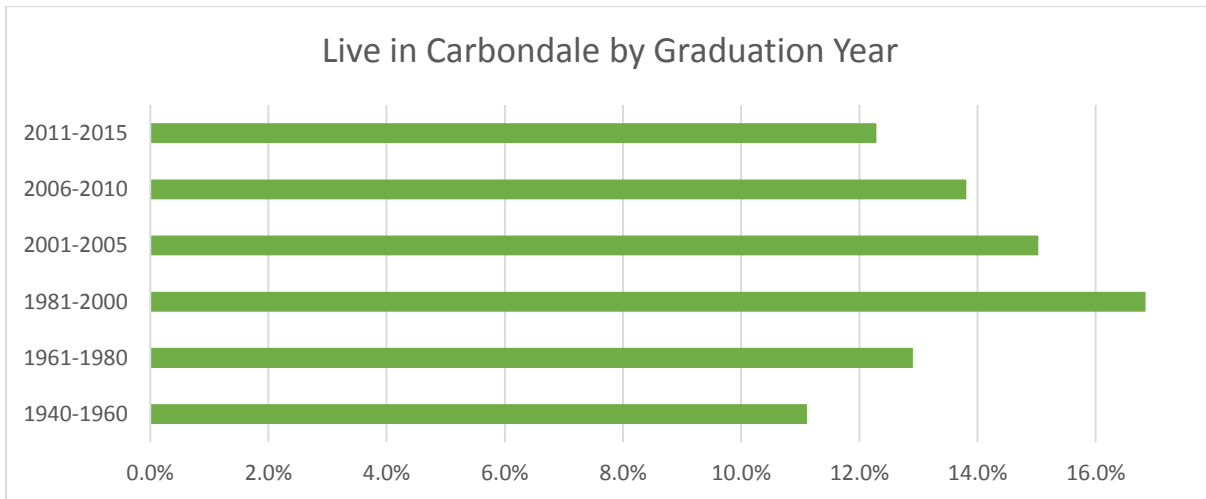
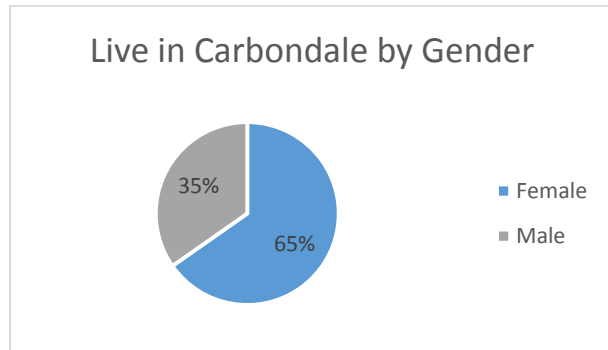
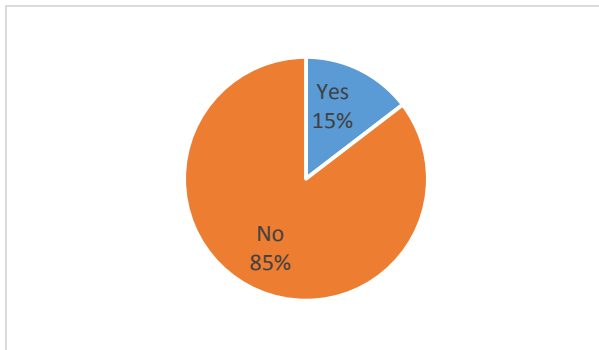
4. What year did you graduate from SIU? (If you have multiple degrees from SIU, put the year your most recent graduation)



5. What degree(s) did you graduate from SIU Carbondale with? (If you are a current student, check the box of the degree that you are pursuing)



6. Do you currently live in the Carbondale area?



Note: More women live in Carbondale currently than men – 20% of the women who answered the question live in Carbondale and 10.6% of the men who were surveyed live in Carbondale. Also, those that graduated between 1981 and 2000 are slightly more likely to live in Carbondale. About 17% of the 1981-2000 cohort live in Carbondale compared to 14.6% on average.

Appendix II: Frequency Tables

| 1. What is your gender? | | |
|--------------------------------|-------------------------|-----------------------|
| Answer Options | Response Percent | Response Count |
| Female | 41.4% | 1786 |
| Male | 57.6% | 2482 |
| Choose not to disclose | 1.0% | 44 |
| Other (please specify) | | 7 |
| <i>answered question</i> | | 4312 |
| <i>skipped question</i> | | 36 |

| 2. How would you describe your race/ethnicity? | | |
|---|-------------------------|-----------------------|
| Answer Options | Response Percent | Response Count |
| White | 86.8% | 3694 |
| Black or African American | 5.4% | 229 |
| Hispanic or Latino(a) | 1.1% | 48 |
| Asian | 1.5% | 62 |
| Multiracial | 0.8% | 36 |
| Other | 0.8% | 36 |
| Choose not to disclose | 3.5% | 151 |
| <i>answered question</i> | | 4256 |
| <i>skipped question</i> | | 92 |

| 3. How would you describe the area you live now? | | |
|---|-------------------------|-----------------------|
| Answer Options | Response Percent | Response Count |
| Big city | 20.2% | 870 |
| Small city | 21.8% | 937 |
| Suburbs | 26.5% | 1140 |
| Rural area | 18.7% | 805 |
| College town | 10.5% | 452 |
| Other (please specify) | 2.2% | 95 |
| <i>answered question</i> | | 4299 |
| <i>skipped question</i> | | 49 |

| 4. In what ZIP code is your current home located? (enter 5-digit ZIP code; for example, 00544 or 94305) | |
|--|-----------------------|
| Answer Options | Response Count |
| | 4200 |
| <i>answered question</i> | 4200 |
| <i>skipped question</i> | 148 |

5. What year did you graduate from SIU? (If you have multiple degrees from SIU, put the year of your most recent graduation).

| Answer Options | Response Percent | Response Count |
|--------------------------|------------------|----------------|
| Not a student/alumnus | 1.4% | 63 |
| Currently a student | 1.1% | 48 |
| Year of graduation | 97.4% | 4236 |
| <i>answered question</i> | | 4347 |
| <i>skipped question</i> | | 1 |

6. What degree(s) did you graduate from SIU Carbondale with? (If you are a current student, check the box of the degree you are pursuing).

| Answer Options | Response Percent | Response Count |
|--------------------------|------------------|----------------|
| Bachelor's | 77.9% | 3319 |
| Master's | 21.4% | 913 |
| PhD | 5.4% | 230 |
| MD, JD or LLM | 3.5% | 147 |
| Other (please specify) | 4.3% | 184 |
| <i>answered question</i> | | 4260 |
| <i>skipped question</i> | | 88 |

7. Do you currently live in the Carbondale area?

| Answer Options | Response Percent | Response Count |
|--------------------------|------------------|----------------|
| Yes | 14.6% | 624 |
| No | 85.4% | 3645 |
| Other (please specify) | | 160 |
| <i>answered question</i> | | 4269 |
| <i>skipped question</i> | | 79 |

8. Have you visited Carbondale since you graduated?

| Answer Options | Response Percent | Response Count |
|--------------------------|------------------|----------------|
| Yes | 88.6% | 3231 |
| No | 11.3% | 411 |
| N/A | 0.1% | 5 |
| <i>answered question</i> | | 3647 |
| <i>skipped question</i> | | 701 |

| 9. What year was your last visit? (e.g. 1998) | |
|---|----------------|
| Answer Options | Response Count |
| | 3111 |
| <i>answered question</i> | 3111 |
| <i>skipped question</i> | 1237 |

| 10. How often do you visit Carbondale? | | |
|--|--------------------------|----------------|
| Answer Options | Response Percent | Response Count |
| Multiple times a week | 1.8% | 57 |
| About weekly | 0.9% | 29 |
| About monthly | 3.2% | 99 |
| A few times a year | 17.2% | 534 |
| Yearly | 15.1% | 470 |
| Less than yearly | 61.8% | 1922 |
| | <i>answered question</i> | 3111 |
| | <i>skipped question</i> | 1237 |

| 11. What is your primary reason for visiting Carbondale? | | |
|--|--------------------------|----------------|
| Answer Options | Response Percent | Response Count |
| Work | 7.3% | 227 |
| Friends or family | 46.1% | 1436 |
| Sporting events | 16.8% | 522 |
| Other SIU sponsored events | 15.6% | 487 |
| Shopping | 5.8% | 181 |
| Other (please specify) | 35.9% | 1119 |
| | <i>answered question</i> | 3115 |
| | <i>skipped question</i> | 1233 |

| 12. When you last visited Carbondale, how would you rate the following services? | | | | | | | |
|--|-----------|------|------|------|-----|--------------------------|----------------|
| Answer Options | Excellent | Good | Fair | Poor | N/A | Rating Average | Response Count |
| Hotels/Lodging | 196 | 1014 | 791 | 226 | 897 | 2.47 | 3124 |
| Entertainment | 164 | 1049 | 969 | 243 | 685 | 2.53 | 3110 |
| Dining | 243 | 1396 | 1084 | 214 | 187 | 2.43 | 3124 |
| Shopping | 104 | 901 | 1089 | 367 | 643 | 2.70 | 3104 |
| Traffic | 455 | 1703 | 734 | 113 | 122 | 2.17 | 3127 |
| Parking | 306 | 1479 | 875 | 271 | 199 | 2.38 | 3130 |
| | | | | | | <i>answered question</i> | 3147 |
| | | | | | | <i>skipped question</i> | 1201 |

13. Have you ever lived in Carbondale while not attending SIU?

| Answer Options | Response Percent | Response Count |
|--------------------------|------------------|----------------|
| Yes | 27.8% | 1157 |
| No | 71.2% | 2963 |
| Other (please specify) | 1.0% | 40 |
| <i>answered question</i> | | 4160 |
| <i>skipped question</i> | | 188 |

14. If you answered yes to the last question, roughly how long did you live in Carbondale?

| Answer Options | Response Percent | Response Count |
|--------------------------|------------------|----------------|
| Less than 1 year | 5.5% | 148 |
| 1 year | 4.9% | 133 |
| 2 years | 5.5% | 149 |
| 3 years | 3.4% | 92 |
| 4 years | 2.3% | 62 |
| 5 years | 2.2% | 60 |
| More than 5 years | 21.7% | 589 |
| N/A | 54.6% | 1482 |
| <i>answered question</i> | | 2715 |
| <i>skipped question</i> | | 1633 |

15. How would you rate Carbondale as a place to attend school?

| Answer Options | Response Percent | Response Count |
|-----------------------------------|------------------|----------------|
| Highly desirable | 28.5% | 1169 |
| Desirable | 52.7% | 2162 |
| Neither desirable nor undesirable | 13.8% | 565 |
| Undesirable | 4.5% | 186 |
| Highly undesirable | 0.4% | 17 |
| <i>answered question</i> | | 4099 |

16. As a student in Carbondale, how often did you spend free time in the downtown area?

| Answer Options | Response Percent | Response Count |
|--------------------------|------------------|----------------|
| More than once a week | 54.6% | 2223 |
| Once a week | 19.4% | 788 |
| A few times a month | 14.4% | 587 |
| Once a month | 5.3% | 216 |
| One or more times a year | 4.1% | 168 |
| Never | 2.2% | 89 |
| <i>answered question</i> | | 4071 |
| <i>skipped question</i> | | 277 |

17. As a student at SIU, how did you get around most days?

| Answer Options | Response Percent | Response Count |
|--|------------------|----------------|
| By car | 41.6% | 1706 |
| By taxi | 0.1% | 6 |
| By public transportation, such as the Saluki Express | 1.2% | 51 |
| Walking | 39.1% | 1604 |
| Riding a bike | 14.1% | 578 |
| Other (please specify) | 3.8% | 156 |
| <i>answered question</i> | | 4101 |
| <i>skipped question</i> | | 247 |

18. As a student at SIU, how important were the following items in your decision of where to live?

| Answer Options | Very important | Important | Not very important | Not at all important | Rating Average | Response Count |
|--------------------------------------|----------------|-----------|--------------------|----------------------|--------------------------|----------------|
| On campus housing | 916 | 922 | 966 | 1199 | 2.61 | 4003 |
| Parents (living at home) | 254 | 223 | 411 | 2935 | 3.58 | 3823 |
| Affordable housing | 2274 | 1399 | 117 | 225 | 1.57 | 4015 |
| Crime rate | 1498 | 1547 | 600 | 339 | 1.94 | 3984 |
| Neighborhood | 1302 | 1891 | 514 | 276 | 1.94 | 3983 |
| Proximity to school | 2079 | 1559 | 257 | 149 | 1.62 | 4044 |
| Proximity to work | 784 | 1360 | 733 | 1037 | 2.52 | 3914 |
| Public transportation/campus shuttle | 356 | 651 | 1230 | 1702 | 3.09 | 3939 |
| Quality of K-12 schools | 240 | 265 | 484 | 2920 | 3.56 | 3909 |
| Vibrant nightlife | 860 | 1496 | 952 | 658 | 2.36 | 3966 |
| | | | | | <i>answered question</i> | 4107 |
| | | | | | <i>skipped question</i> | 241 |

19. What one word would you use to describe downtown Carbondale?

| Answer Options | Response Count |
|--------------------------|----------------|
| | 3835 |
| <i>answered question</i> | 3835 |
| <i>skipped question</i> | 513 |

20. Would you recommend Carbondale to a friend or family member to...(select all that apply)

| Answer Options | Response Percent | Response Count |
|--------------------------|------------------|----------------|
| Visit | 50.6% | 2092 |
| Go to school | 84.8% | 3506 |
| Live | 26.6% | 1101 |
| None of the above | 8.8% | 363 |
| <i>answered question</i> | | 4135 |
| <i>skipped question</i> | | 213 |

21. Would you encourage a young person to pursue a degree at SIU?

| Answer Options | Response Percent | Response Count |
|---------------------------|------------------|----------------|
| Yes | 85.4% | 3527 |
| No | 8.0% | 329 |
| Don't know/not applicable | 6.7% | 276 |
| <i>answered question</i> | | 4132 |
| <i>skipped question</i> | | 216 |

22. In deciding where to live, indicate how important each of the following would be to you.

| Answer Options | Very important | Somewhat important | Not very important | Not at all important | Rating Average | Response Count |
|---|----------------|--------------------|--------------------|----------------------|----------------|----------------|
| Being within walking distance of public transportation | 930 | 1354 | 1010 | 704 | 2.37 | 3998 |
| Being within walking distance to schools | 1404 | 1370 | 674 | 550 | 2.09 | 3998 |
| Quality of schools | 2657 | 701 | 236 | 389 | 1.59 | 3983 |
| Being within walking distance to stores and restaurants | 1067 | 1812 | 865 | 253 | 2.08 | 3997 |
| Sidewalks and places to take walks | 2100 | 1529 | 268 | 111 | 1.60 | 4008 |
| Bike paths | 1499 | 1552 | 627 | 306 | 1.93 | 3984 |
| Living in a community with a mix of different types of housing - single family, detached houses, townhouses, apartments, and condominiums | 704 | 1507 | 1244 | 540 | 2.41 | 3995 |
| Having a large house on more than one acre of land | 489 | 940 | 1575 | 986 | 2.77 | 3990 |
| Easy access to the highway | 712 | 1931 | 1015 | 296 | 2.23 | 3954 |
| Living in a community with a mix of people from various racial and ethnic backgrounds | 679 | 1407 | 1260 | 640 | 2.47 | 3986 |

| | | | | | | |
|---|-----|------|------|------|------|-------------|
| Living in a community with people at all stages of life - single adults, families with children, and older people | 698 | 1695 | 1101 | 497 | 2.35 | 3991 |
| Church, synagogue or religious place of worship within walking distance | 405 | 1066 | 1420 | 1086 | 2.80 | 3977 |
| Living in a place that's away from it all | 366 | 1051 | 1679 | 875 | 2.77 | 3971 |
| Living in a place that's the center of it all | 354 | 1397 | 1618 | 618 | 2.63 | 3987 |
| <i>answered question</i> | | | | | | 4035 |
| <i>skipped question</i> | | | | | | 313 |

23. Do you think there should be more, less or there is the right amount of each of the following in Carbondale?

| Answer Options | More | Less | Right amount | N/A | Rating Average | Response Count |
|---|-------------|-------------|---------------------|------------|-----------------------|-----------------------|
| Shops or restaurants within walking distance | 2541 | 107 | 792 | 308 | 1.49 | 3748 |
| Sidewalks | 2020 | 90 | 1320 | 296 | 1.80 | 3726 |
| Public transportation within walking distance | 1651 | 145 | 1322 | 602 | 1.89 | 3720 |
| Parks and playgrounds | 1966 | 126 | 1247 | 403 | 1.78 | 3742 |
| Places to walk or exercise for fun | 2310 | 94 | 1065 | 275 | 1.64 | 3744 |
| Places to bike | 2075 | 121 | 1070 | 460 | 1.69 | 3726 |
| Housing for people with low incomes | 821 | 712 | 1480 | 704 | 2.22 | 3717 |
| Housing for people with moderate incomes | 1700 | 189 | 1298 | 529 | 1.87 | 3716 |
| Housing for people with high incomes | 688 | 379 | 1712 | 924 | 2.37 | 3703 |
| New stores and offices being built | 1934 | 310 | 973 | 489 | 1.70 | 3706 |
| New houses and apartments being built | 1512 | 404 | 1238 | 569 | 1.91 | 3723 |
| Large discount or warehouse stores such as Wal-Mart | 542 | 1043 | 1818 | 341 | 2.37 | 3744 |
| Small, local businesses | 2624 | 110 | 743 | 257 | 1.46 | 3734 |
| Historical sites | 1495 | 155 | 1455 | 607 | 1.99 | 3712 |
| Museums | 1731 | 171 | 1134 | 676 | 1.80 | 3712 |
| Locally grown produce | 2152 | 105 | 988 | 487 | 1.64 | 3732 |
| <i>answered question</i> | | | | | | 3799 |
| <i>skipped question</i> | | | | | | 549 |

Of the items in the previous question that you think there should be more of, which 5 should be prioritized in Carbondale's Downtown Master Plan?

| Answer Options | Local businesses | Large discount or warehouse stores | Sidewalks | Low income housing | Moderate income housing | High income housing | New stores and offices | Historical sites | Parks and playgrounds | Places to bike | Shops or restaurants | Places to walk or exercise | New houses and apartments | Public transportation | Museums | Locally grown produce | N/A | Response Count |
|----------------|------------------|------------------------------------|-----------|--------------------|-------------------------|---------------------|------------------------|------------------|-----------------------|----------------|----------------------|----------------------------|---------------------------|-----------------------|---------|-----------------------|-----|----------------|
| 1st | 1085 | 36 | 163 | 98 | 211 | 21 | 267 | 35 | 132 | 130 | 882 | 145 | 129 | 148 | 26 | 80 | 41 | 3629 |
| 2nd | 588 | 71 | 262 | 50 | 253 | 35 | 407 | 82 | 263 | 211 | 594 | 234 | 114 | 181 | 69 | 128 | 32 | 3574 |
| 3rd | 336 | 76 | 259 | 46 | 209 | 54 | 333 | 117 | 332 | 246 | 444 | 325 | 138 | 234 | 116 | 204 | 43 | 3512 |
| 4th | 245 | 70 | 249 | 50 | 233 | 59 | 210 | 126 | 322 | 255 | 305 | 355 | 157 | 272 | 160 | 297 | 59 | 3424 |
| 5th | 195 | 103 | 258 | 48 | 189 | 53 | 174 | 158 | 297 | 245 | 215 | 294 | 148 | 267 | 200 | 379 | 127 | 3350 |

25. In terms of arts and leisure, do you think there should be more, less, or there is the right amount of the following in Carbondale?

| Answer Options | More | Less | Right amount | N/A | Rating Average | Response Count |
|---|------|------|--------------|-----|----------------|----------------|
| Full-service restaurants | 2476 | 35 | 907 | 206 | 1.54 | 3624 |
| Fast food or delivery | 645 | 745 | 1979 | 236 | 2.40 | 3605 |
| Late night dining | 1911 | 88 | 1287 | 319 | 1.81 | 3605 |
| Food carts | 1597 | 221 | 1095 | 643 | 1.83 | 3556 |
| Grocery stores | 1561 | 43 | 1757 | 238 | 2.06 | 3599 |
| Liquor stores | 279 | 760 | 2247 | 310 | 2.60 | 3596 |
| Bars | 893 | 583 | 1826 | 279 | 2.28 | 3581 |
| Plays or other performance art | 2285 | 73 | 958 | 285 | 1.60 | 3601 |
| Movie theaters | 1576 | 69 | 1708 | 253 | 2.04 | 3606 |
| Shopping | 2149 | 63 | 1169 | 215 | 1.71 | 3596 |
| Outdoor recreational opportunities | 2268 | 33 | 1098 | 200 | 1.66 | 3599 |
| Family entertainment | 2117 | 74 | 999 | 393 | 1.65 | 3583 |
| Live entertainment (e.g. music, comedy) | 2449 | 56 | 835 | 252 | 1.52 | 3592 |
| Dance clubs | 874 | 452 | 1704 | 535 | 2.27 | 3565 |
| All ages clubs | 1002 | 367 | 1393 | 785 | 2.14 | 3547 |
| Spectator sports | 1295 | 161 | 1735 | 378 | 2.14 | 3569 |
| Street fairs and markets | 2631 | 70 | 639 | 247 | 1.40 | 3587 |
| <i>answered question</i> | | | | | | 3648 |
| <i>skipped question</i> | | | | | | 700 |

26. Which of the following would you use to describe downtown Carbondale?

Accessible or Inaccessible

| Answer Options | Accessible | Inaccessible | Response Count |
|----------------------------|-------------------|---------------------|-----------------------|
| Choose one from each pair: | 2195 | 803 | 2998 |

Ordinary or Quirky

| Answer Options | Ordinary | Quirky | Response Count |
|----------------------------|-----------------|---------------|-----------------------|
| Choose one from each pair: | 2055 | 922 | 2977 |

Expensive or Inexpensive

| Answer Options | Expensive | Inexpensive | Response Count |
|----------------------------|------------------|--------------------|-----------------------|
| Choose one from each pair: | 330 | 2561 | 2891 |

Unfriendly or Friendly

| Answer Options | Friendly | Unfriendly | Response Count |
|----------------------------|-----------------|-------------------|-----------------------|
| Choose one from each pair: | 2305 | 623 | 2928 |

Vibrant or Dull

| Answer Options | Vibrant | Dull | Response Count |
|----------------------------|----------------|-------------|-----------------------|
| Choose one from each pair: | 870 | 2150 | 3020 |

Hip or Old Fashioned

| Answer Options | Hip | Old fashioned | Response Count |
|----------------------------|------------|----------------------|-----------------------|
| Choose one from each pair: | 610 | 2367 | 2977 |

| | | | Question Totals |
|--------------------------|--|--|------------------------|
| | | | |
| <i>answered question</i> | | | 3121 |
| <i>skipped question</i> | | | 1227 |

27. How would you rate the quality of the following aspects of the Carbondale area?

| Answer Options | Excellent | Good | Fair | Poor | N/A | Rating Average | Response Count |
|--|-----------|------|------|------|------|----------------|----------------|
| Art and cultural offerings | 265 | 1451 | 1157 | 348 | 267 | 2.49 | 3488 |
| Public transportation | 94 | 958 | 1311 | 472 | 642 | 2.76 | 3477 |
| Internship/assistantship opportunities | 166 | 777 | 931 | 558 | 1030 | 2.77 | 3462 |
| Research opportunities | 342 | 1091 | 790 | 354 | 887 | 2.45 | 3464 |
| Post-graduation job prospects | 96 | 469 | 897 | 1378 | 616 | 3.25 | 3456 |
| Restaurants and nightlife | 165 | 1346 | 1352 | 430 | 191 | 2.62 | 3484 |
| Outdoor activities | 1010 | 1480 | 677 | 142 | 170 | 1.99 | 3479 |
| Cost of living | 609 | 1620 | 894 | 115 | 250 | 2.16 | 3488 |
| Quality of affordable places to live | 300 | 1270 | 1170 | 391 | 341 | 2.53 | 3472 |
| Safety of affordable places to live | 213 | 1208 | 1199 | 493 | 357 | 2.63 | 3470 |
| Safety of the downtown area | 216 | 1406 | 1087 | 475 | 296 | 2.57 | 3480 |
| Opportunities for entrepreneurs | 122 | 760 | 1192 | 662 | 717 | 2.88 | 3453 |
| <i>answered question</i> | | | | | | | 3512 |
| <i>skipped question</i> | | | | | | | 836 |

28. Do you prefer living in a place where most people rely on cars to get around or in a place where most people have transportation options so they do not need to rely on cars?

| Answer Options | Response Percent | Response Count |
|--------------------------|------------------|----------------|
| Rely on cars - strongly | 12.0% | 383 |
| Rely on cars - somewhat | 30.7% | 977 |
| Options - somewhat | 27.0% | 860 |
| Options - strongly | 28.0% | 891 |
| Don't know | 2.4% | 75 |
| <i>answered question</i> | | 3186 |
| <i>skipped question</i> | | 1162 |

29. How would you rate downtown Carbondale on the following?

| Answer Options | Excellent | Good | Fair | Poor | N/A | Rating Average | Response Count |
|--|-----------|------|------|------|-----|----------------|----------------|
| Ease of getting around on foot | 766 | 1829 | 687 | 121 | 123 | 2.05 | 3526 |
| A wide range of transportation options | 127 | 783 | 1419 | 707 | 458 | 2.89 | 3494 |
| Bicycle trails and lanes | 135 | 829 | 1313 | 715 | 494 | 2.87 | 3486 |
| A convenient and reliable public transportation system | 90 | 660 | 1316 | 682 | 725 | 2.94 | 3473 |
| Opportunities to live and work without relying only on a car | 147 | 719 | 1293 | 913 | 417 | 2.97 | 3489 |
| Traffic | 284 | 1427 | 1302 | 286 | 208 | 2.48 | 3507 |
| Parking | 177 | 1034 | 1323 | 749 | 209 | 2.81 | 3492 |
| <i>answered question</i> | | | | | | | 3535 |
| <i>skipped question</i> | | | | | | | 813 |

30. How would you rate the following areas on a scale of 1 to 5, where 1 is ugly and 5 is beautiful.

| Answer Options | 1. Ugly | 2. | 3. Not ugly nor beautiful | 4. | 5. Beautiful | Rating Average | Response Count |
|--------------------------|---------|-----|---------------------------|------|--------------|----------------|----------------|
| SIU Campus | 22 | 80 | 310 | 1431 | 1775 | 4.34 | 3618 |
| Downtown Carbondale | 640 | 997 | 1546 | 364 | 40 | 2.49 | 3587 |
| Southern Illinois | 18 | 45 | 191 | 1024 | 2316 | 4.55 | 3594 |
| <i>answered question</i> | | | | | | | 3627 |
| <i>skipped question</i> | | | | | | | 721 |

31. Name another college town that you particularly like and that you think would provide a good example for Carbondale's Downtown Master Plan.

| Answer Options | Response Count |
|--------------------------|----------------|
| | 2530 |
| <i>answered question</i> | |
| 2530 | |
| <i>skipped question</i> | |
| 1818 | |

Appendix III: Unsolicited Comments

I took the time to complete the online survey related to the Master Plan for downtown Carbondale. Frankly, the kinds of questions you are asking are not really pertinent to what you really need to do. The answers seem obvious. Over the past two decades SIU has really dropped the ball. So many other private and public universities have engaged in development partnerships with local communities to revitalize their communities. Where has SIU been this past 20 years? The only benefit of the existing downtown is that it is easy to drive through given the multiple lanes on one way streets. All the commercial development has migrated out onto Route 13. Why didn't the local chamber and SIU work more aggressively to get one of the motel chains to locate in closer proximity to SIU? There is so much vacant land that is underutilized adjoining the campus. Is really is about planning and the effective use of resources. Clearly, the leadership at SIU has not invested the time and energy to make the core of Carbondale a more vital place. As someone who worked in higher education at an urban public university for over 25 years, I know how important it is to invest in the local area. The quality of restaurants, businesses and streetscape in downtown Carbondale should be a major embarrassment to the campus and local political leadership. My fear is that you are already past the tipping point. I am not sure your modest efforts can really revitalize this key resource for the university.

Just one concern-- regarding the Carbondale Survey I just completed. There was no mention in any of the sections about accessibility for those with mobility issues. When I was attending SIU I did not have mobility issues; however I am now on disability and walk with crutches. I lived in Kellogg Hall, Neely Hall and Saluki Arms and most of those places were fairly accessible - that was the SIU Campus - not Carbondale in general. Thank you for listening!

I truly love SIU and Carbondale. I wish the institutional leadership understood years ago how important it was for the university to take active role in the downtown. It has so much potential due to the low real estate values and the amount of vacant property. The university and city should have a joint development program to attract small businesses and entrepreneurs including tax abatements, low cost loans, and attractive real estate prices. The university could use part of its unrestricted endowment to help leverage development. The first thing I would do if I was King of Carbondale would be to remove the one way streets that are deterrents to develop in the core of downtown. All they do is make traffic move faster through the downtown. You need leaders who understand that this has to a priority for the future of the university and City.

Take a look what we accomplished at the University of Cincinnati over the past 20 years. We have transformed a commuter institution with large surface parking lots into a vibrant, active walkable campus with all the modern amenities students and faculty are looking for in a modern university. I was involved in most of the Main Street development during my tenure at UC. As a recent retiree from UC and alumnus of SIU, perhaps my limited experience could be helpful to your advisory committee.

I am a graduate of SIU in Interior Design and hold a Design license in Illinois. If you would like for me to draw a concept, would be happy to do so.

I have received a survey regarding perceptions of Carbondale and responses to future plans for the city. In my opinion, although the survey is well-meaning, for graduates of my era (1963), it is not only meaningless, answering the questions could influence the results in a less than helpful manner. I left Carbondale in 1963 and have not been back (although I'm considering passing through on my way to Belleville next month). When I left, there were chickens running free next to the railroad tracks across

from the former IC station. A letter home described a huge hole in the ground near Bailey Hall that some said was to be a lake. An African American friend from Chicago could not go to the movies with me nor could he eat in many of Carbondale's restaurants. I vividly recall a Carbondale native *suggesting* that those of us from the northern part of the state return and stay there. In other words, I'm hardly in a position to comment on today's Carbondale. I trust it has progressed (I certainly hope so), but I really don't know.

I lived in Carbondale for 40 years, but I now live in Asheville, NC. A few days ago I received a request to fill out a survey for ideas for downtown Carbondale. I'm not interested in filling out a survey, but I do have many observations and ideas about Carbondale's downtown. As I said my name is (*removed*), I started with a shop, now gone, at 715 S. Illinois, I built all the buildings @ Blue Sky Vineyards, I served 18+ years on the Giant City 130 School Board from 1991-2009, and 4 as a Carbondale Township Trustee. Carbondale is my home, it's easy for me to picture the activity on Illinois Avenue when I moved there in 1972. That activity is now gone, the activity is in Marion. I would be happy to spend the time putting ideas in writing if there is someone to listen.

I'm an SIU alum and gladly participated in the downtown master plan survey and have some brief feedback. My feelings about the downtown area, Carbondale as a whole, and Southern Illinois vary GREATLY. And with human nature, my views as an 18-year old student are much different than what they are today. In some of the questions, I wasn't sure which area was being addressed, particularly, the downtown area versus all of Carbondale. Just a heads up that this may skew the results, depending the respondent's interpretation of the area being addressed. I am of the minority of fellow alums who make an effort to visit Carbondale at least once per year. My visits take place around the aviation career fair (held in October) and we find enjoyment these days by visiting areas that I wouldn't even thought of as a student (nature areas, wineries, etc.) It's sad to see the continuing decline of the downtown area over the past couple decades. I hope this study results in a successful transition to restoring the areas which desperately need attention and reverses the negative reputation the city has acquired. The heart of a community is its downtown area... the master plan definitely has its work cut out. Please feel free to contact me directly if I can be of any further assistance.

I'm an SIUC alum and just finished completing your survey sent by the SIU Alumni Association. Thank you for the opportunity to share my input. I noticed there wasn't a place to share input or suggestions so I thought I'd offer mine via email. Although I haven't visited the beautiful Carbondale area in several years due to family caregiving responsibilities I do intend to do so often beginning next year as I now have greater flexibility. I'm definitely looking forward to it, especially a Boobies sub!

My two suggestions are:

- 1) a First Watch restaurant specializing in breakfast, brunch, and lunch menu;
- 2) a small Tuskegee Airmen museum highlighting southern Illinois native and World War II fighter pilot William Harold Walker and his wife Viola Crum Walker.

Carbondale has always lacked a top notch place for morning/early day dining. I served as an officer of one of the alumni affinity groups for ten years which included several trips a year to Carbondale. One of the things that Was clearly needed was a place for breakfast or late morning dining that wasn't a fast food place or student centric greasy spoon. As much as I liked Mary Lou's as a student and enjoyed an occasional visit, I really, really wanted a nice place to eat a good meal and, often times, conduct meeting discussions. First Watch was my go to restaurant in the Kansas City area when I worked there for sensitive discussions with staff, non-work related volunteer meetings, customer and client quality sessions, and catch up chats with friends. The service and food was consistently good, the variety took care of everyone's needs, and the seating and wait staff could easily accommodate quick bites or leisurely conversations.

Mr. Walker graduated from Attucks High School in 1933, earned his first degree from SIU in 1937, then returned to earn a Master's degree in 1948. He served as an educator and administrator in the area for many years preparing students to succeed in the world beyond high school. One of the students whose life he touched was our own Bill Norwood. There may well be other individuals from southern Illinois who also trained at Tuskegee Institute that served in capacities such as crew members, medical personnel, signal corps, engineers, etc. that could be identified, documented, and included as well. Such as a museum would no doubt be of interest to tourists visiting in the area, offer a learning opportunity for local K-12 students, and serve to illustrate the area's outstanding legacy in aviation. In addition to being of interest to post secondary students in the SIU aviation technology program, historians and those involved in African American studies would find a unique avenue for discovery.

Thanks again for this fine opportunity. I've encouraged several young people to pursue their education at SIU and they have found it to be the same hidden gem that I did. The task of striking a balance between the nurturing local environment that has served so many well for years and boldly embracing new ways to sustain the city and surrounding areas for future generations is not an easy one. I wish you all the best as you move forward developing a master plan.

I'm sorry, but I thought the survey was poorly done. It should have offered open ended questions. I think it was a huge mistake that the city of Carbondale didn't invest more in the downtown near the school and instead focused on the area by the mall. Potential students and their parents get a bad impression of the area because of the way the strip looks. Invest more in the current restaurants and bars and try to bring in more like a SI winery store and tasting room, BIG Muddy craft brewing or and craft bar/restaurant, and sports bar/restaurant. Improve the sidewalks and streets and help successful restaurants like Quatros. Open up a tourism store highlighting the beauty of SI. Hopefully, you can pass these ideas onto the right person.

Clean up downtown and make it safe along with the campus. Holy cow! Rethinking sending our son there next year. Too dangerous!

The City and the school need to get a handle on crime. The school has to be a safe place in order to increase attendance and retain students. If they commit a serious crime, they should be expelled.

Sorry tried to do the survey but due to security reasons. It has been blocked. You should survey the students that are going to SIU now because of foot traffic. Putting big stores, malls, or the website shop will kill the down town area. You need the current student to tell you what stores they will need to shop at for supplies or stuff to do not school related.

Preserve Downtown as much as possible. Towns like Carbondale need their historical connections. As a writer, and alumni, I see development trump history daily. Once gone, forever gone.

I did respond to the e-mail, however I felt there was lacking an area to put in ideas other than those listed. I could have missed it but a Hotel with a small convention center in the middle of the strip would be an awesome way to have visitors and meetings closer to campus. Otherwise everyone is off campus @ the Mall to meet. A location on the Northern end of the Island would not interfere with campus traffic. I think of cities like Bloomington IN. or Iowa City, IA. Downtown is a deterrent to SIU. Let's promote updating Downtown.