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Alumni Community Survey

Paul Simon Institute

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October 2014

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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.

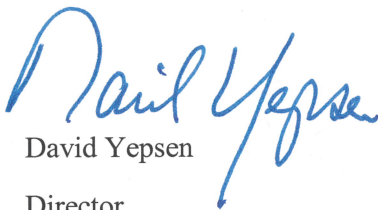
What better group to ask about this issue in Carbondale than people who have spent at least a few years of their lives living here? Polling all alumni was impossible, but with some great help from Michelle Suarez and her staff at the Alumni Association we were able to complete an online survey of its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

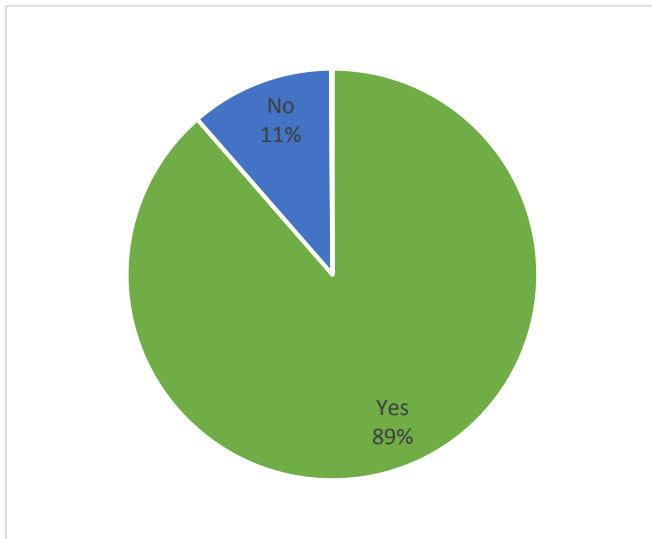
Return Visits to Carbondale

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.

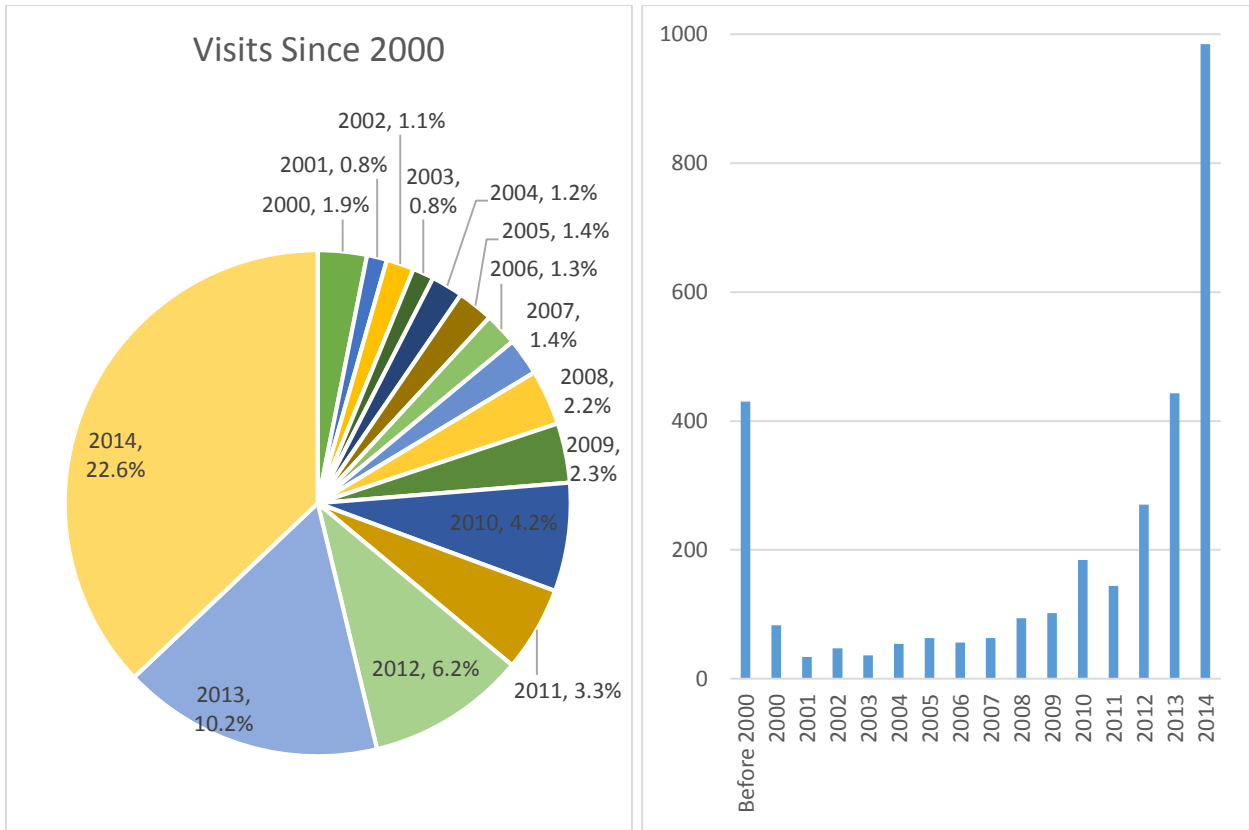
Among those who have visited Carbondale, 47% have visited in the past five years (2010-2014) and 61% have visited since 2000. Most alumni visit less than yearly (62%), and 38% visit yearly or more. Fifty percent of the sample visit Carbondale to see friends or family, while 35% visit Carbondale for sporting 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.

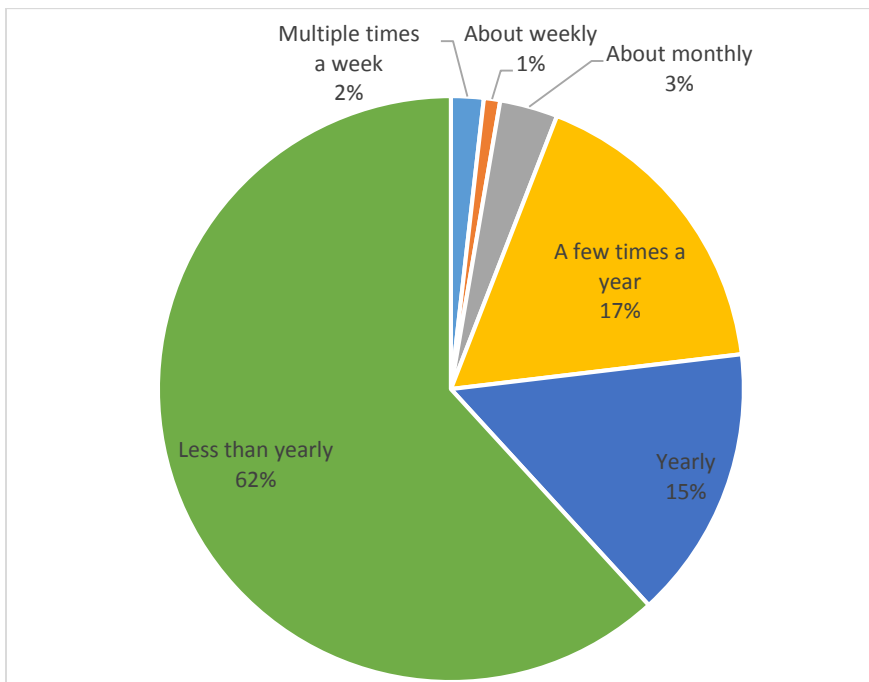
1. Have you visited Carbondale since you graduated?



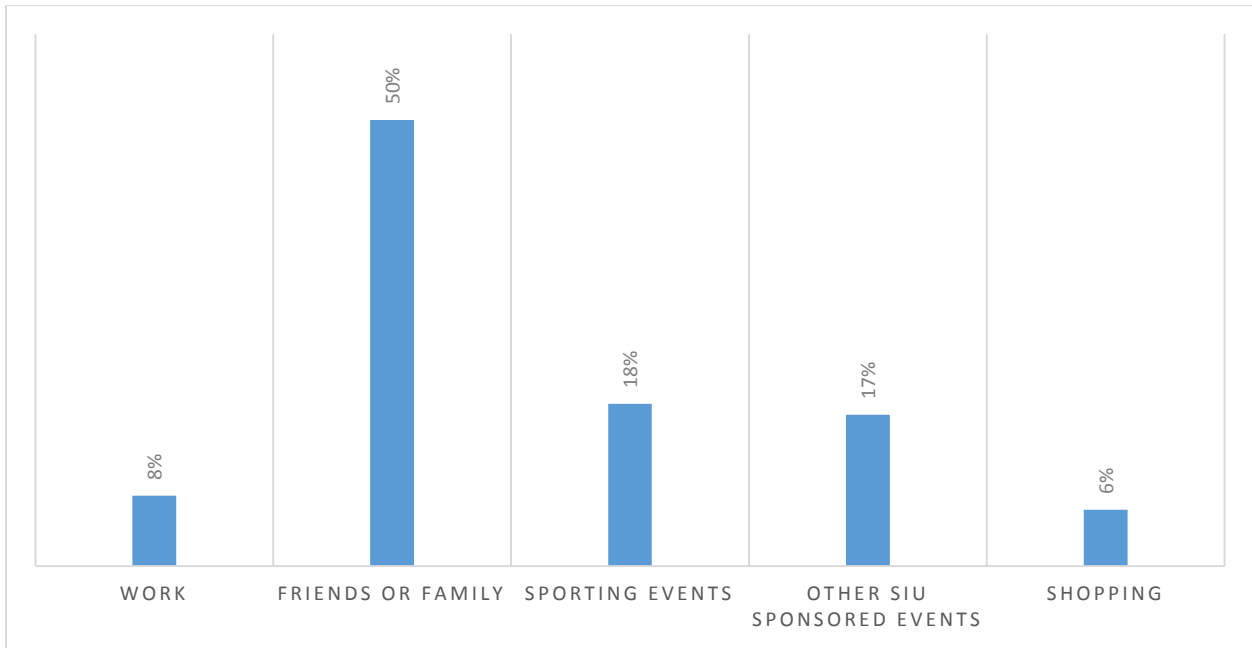
2. What year was your last visit? (e.g. 1998)



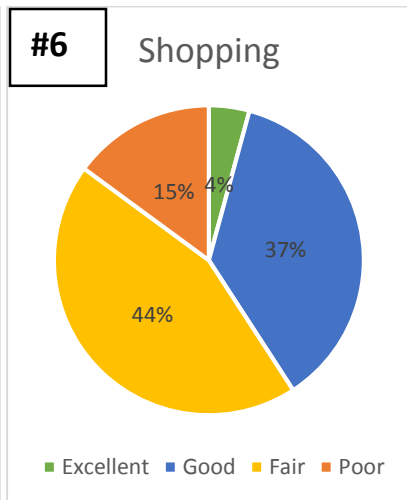
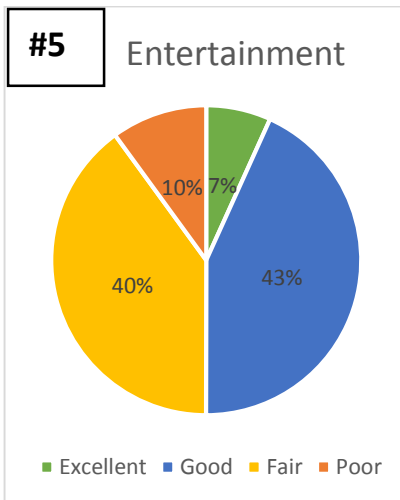
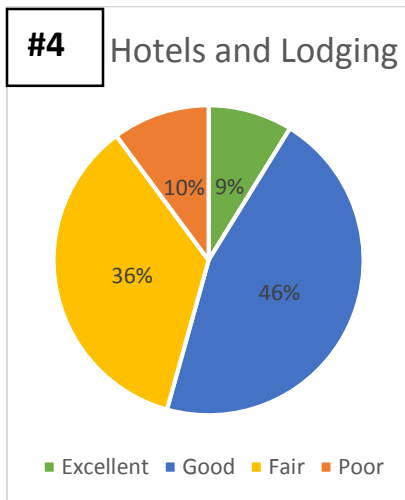
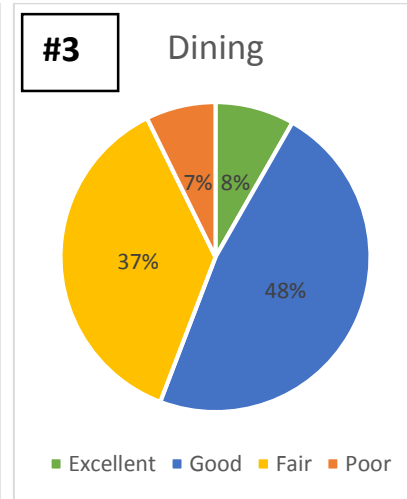
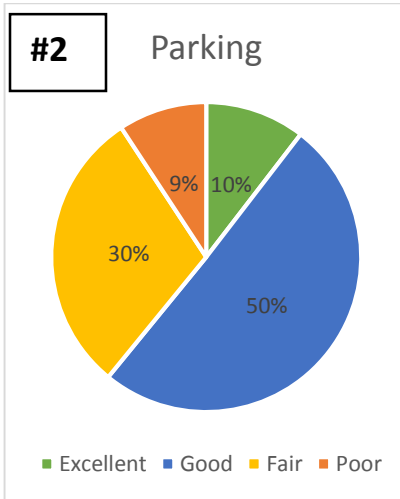
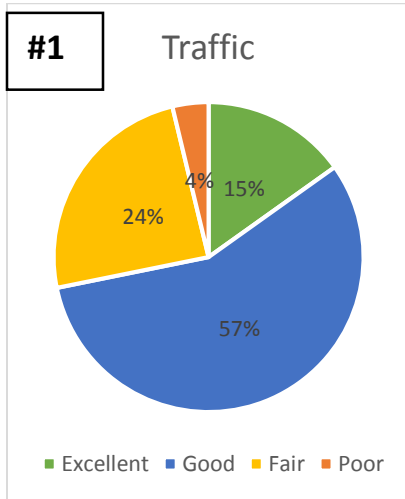
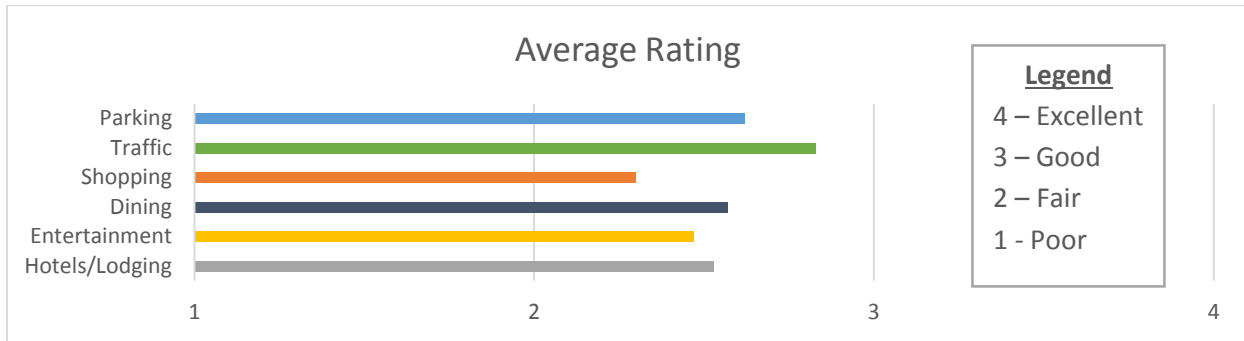
3. How often do you visit Carbondale?



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.

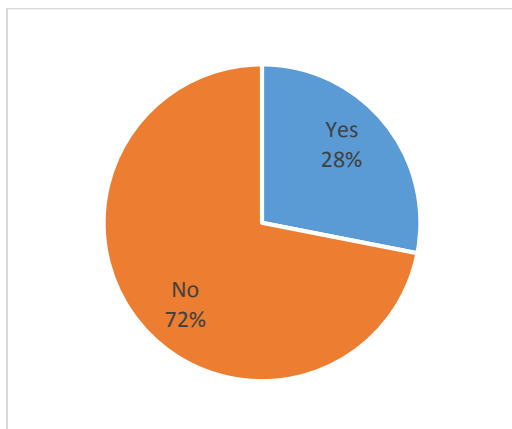
Alumni gave high ratings to Carbondale as a place to attend school. Eighty-one percent said that Carbondale was a desirable or highly desirable place to be a student. Interestingly, the most recent cohort (2011-2015) was more likely than any other group to believe Carbondale was a highly desirable place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

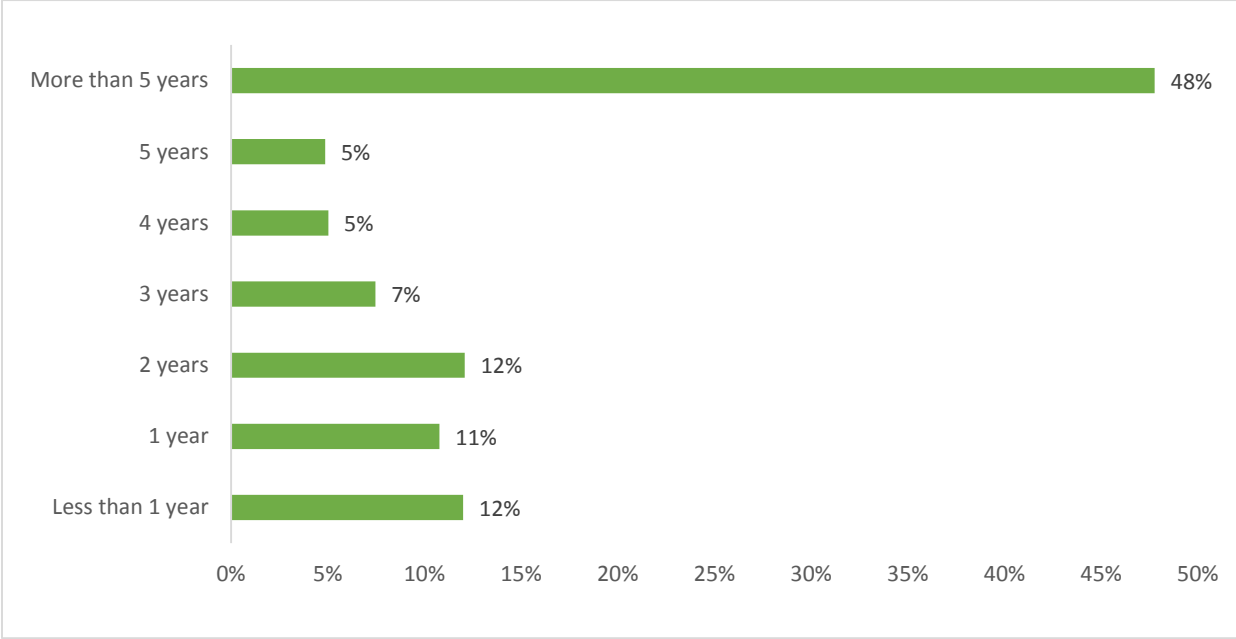
When deciding where to live, proximity to school and affordable housing have consistently been priorities for students. Crime rate and neighborhood have also been important factors in student decisions about where to live. Women considered crime rate in their decision of where to live more than men (85% 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%).

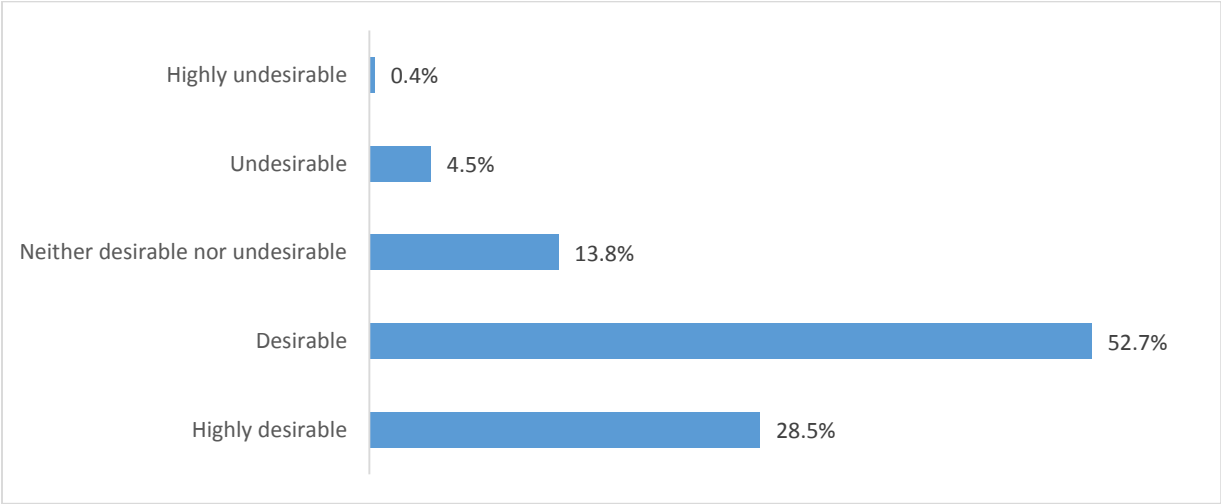
6. Have you ever lived in Carbondale while not attending SIU?



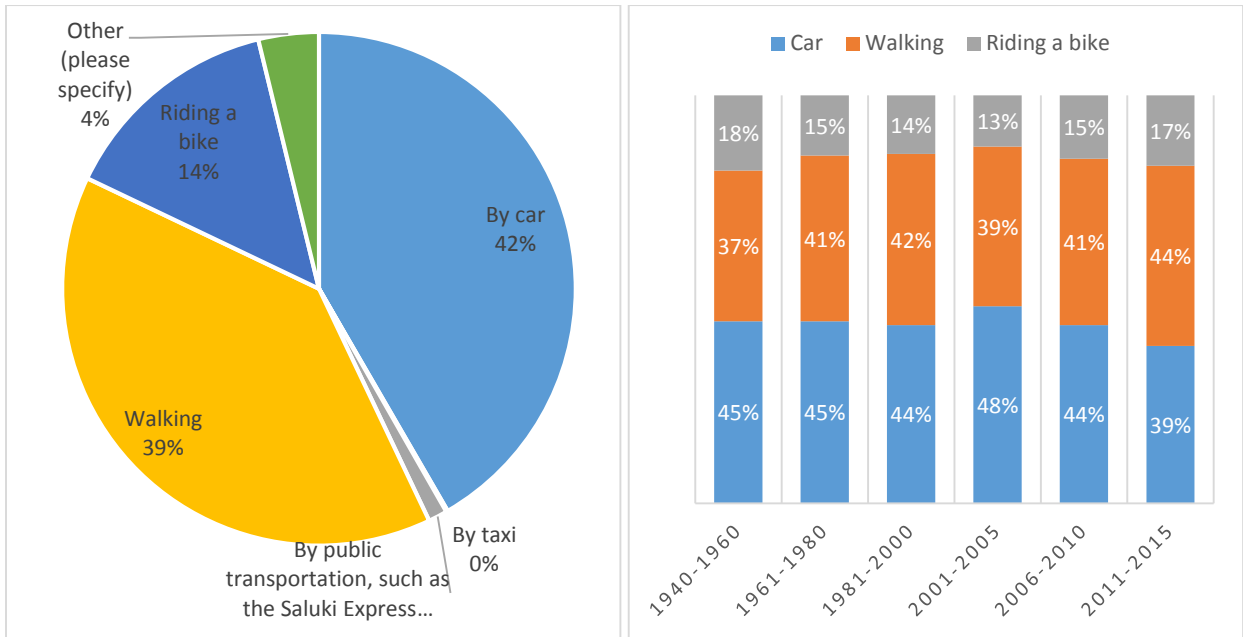
7. If you answered yes to the last question, roughly how long did you live in Carbondale?



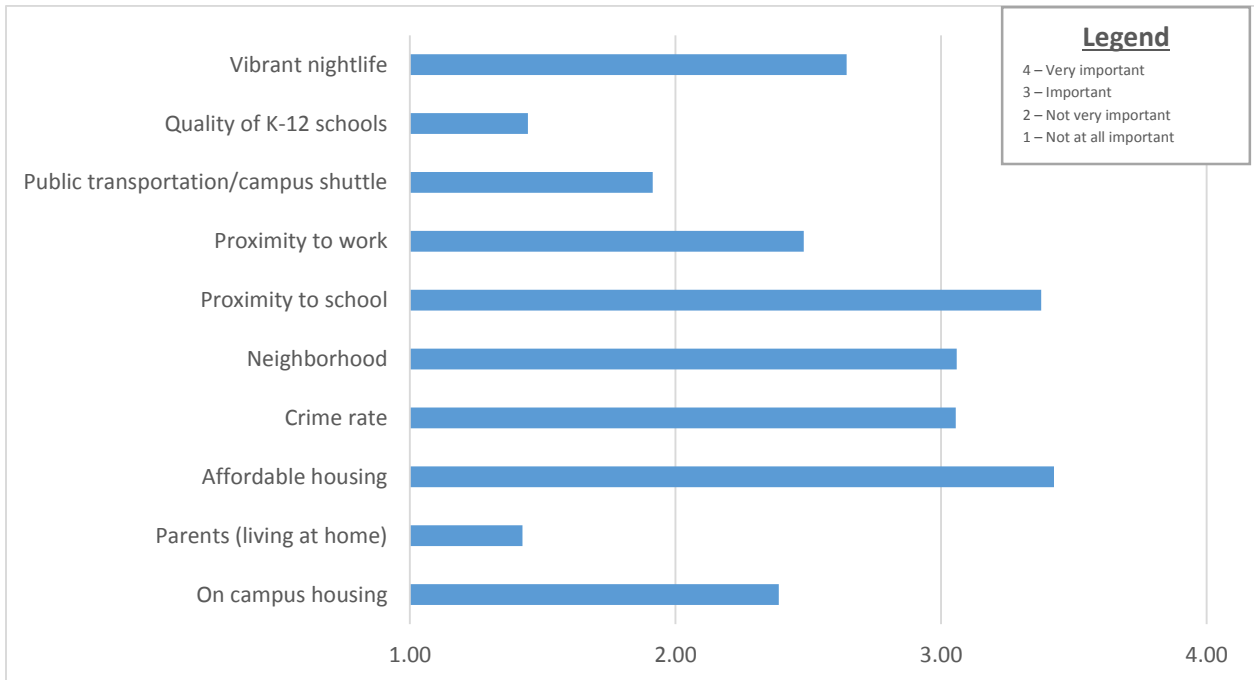
8. How would you rate Carbondale as a place to attend school?

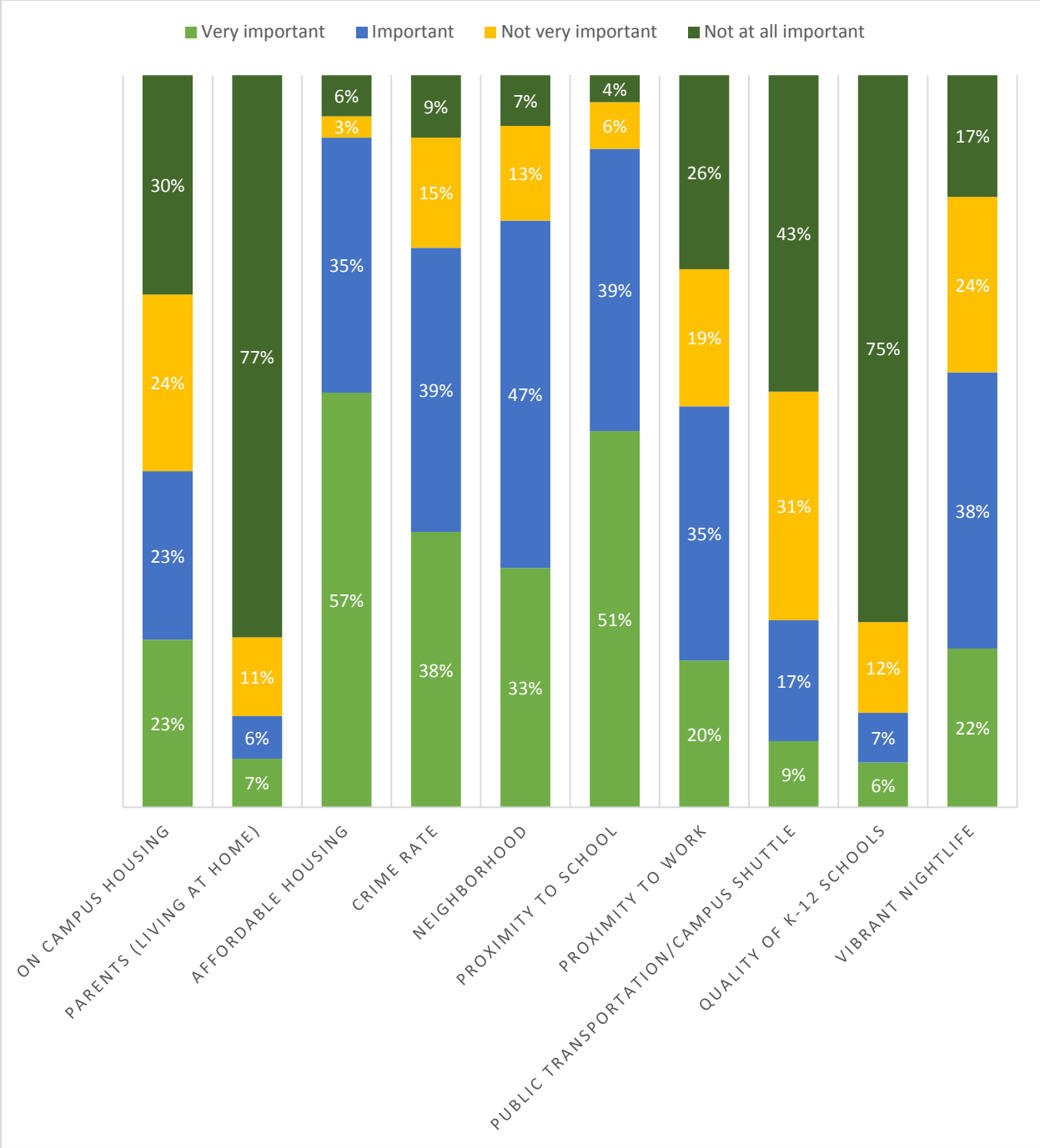


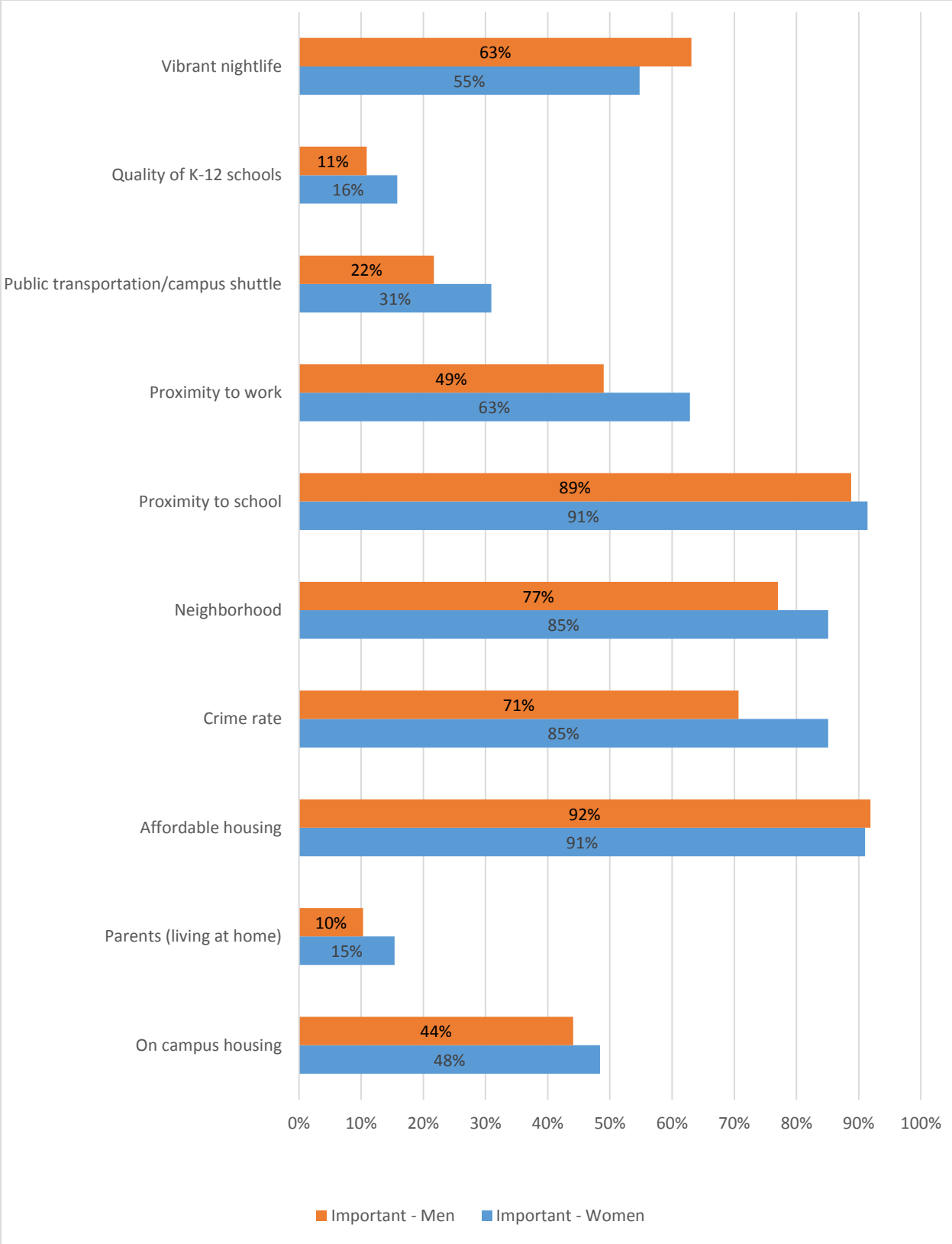
9. As a student at SIU, how did you get around most days?



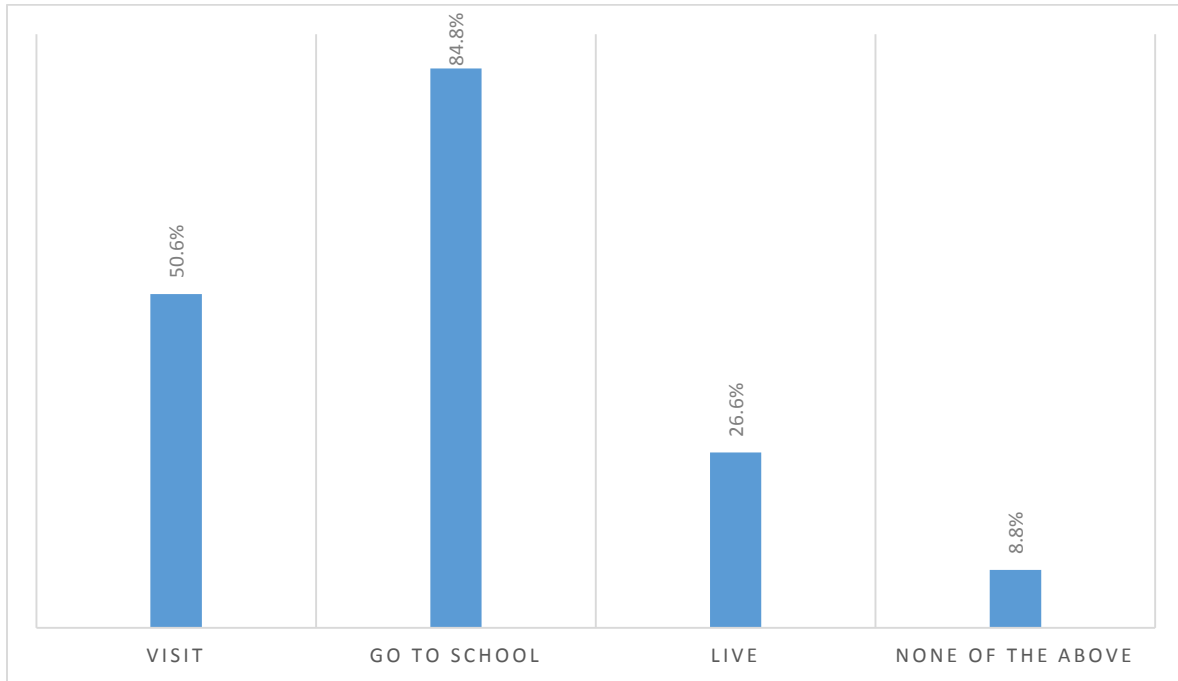
10. As a student at SIU, how important were the following items in your decision of where to live?



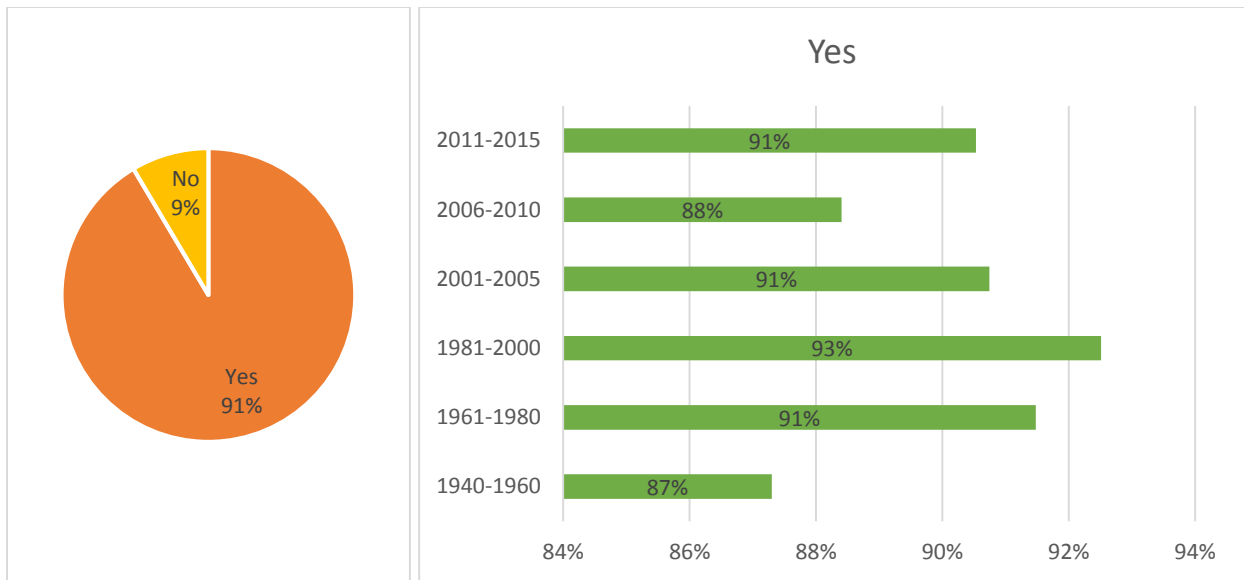




11. Would you recommend Carbondale to a friend or family member to...(select all that apply)



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

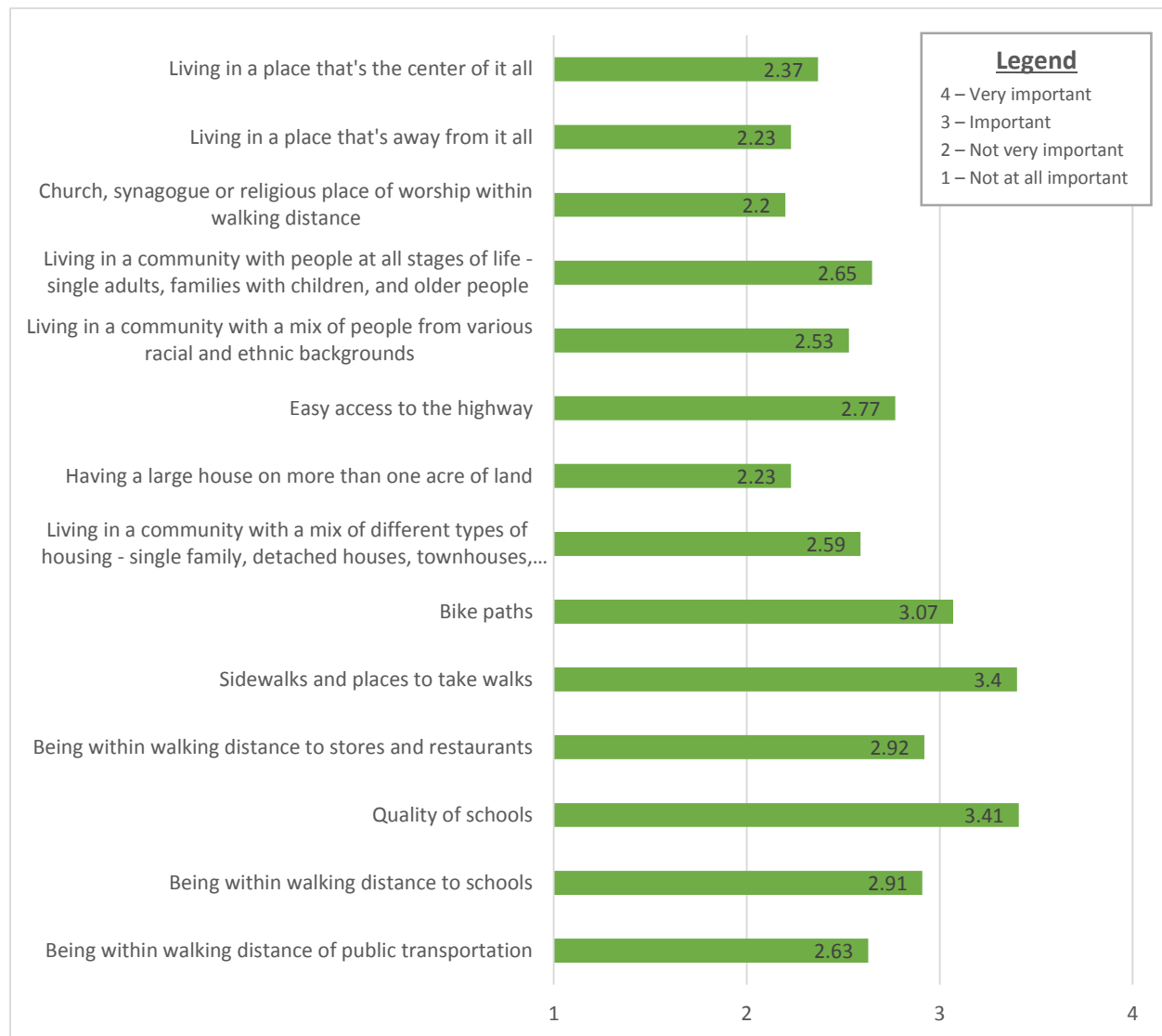


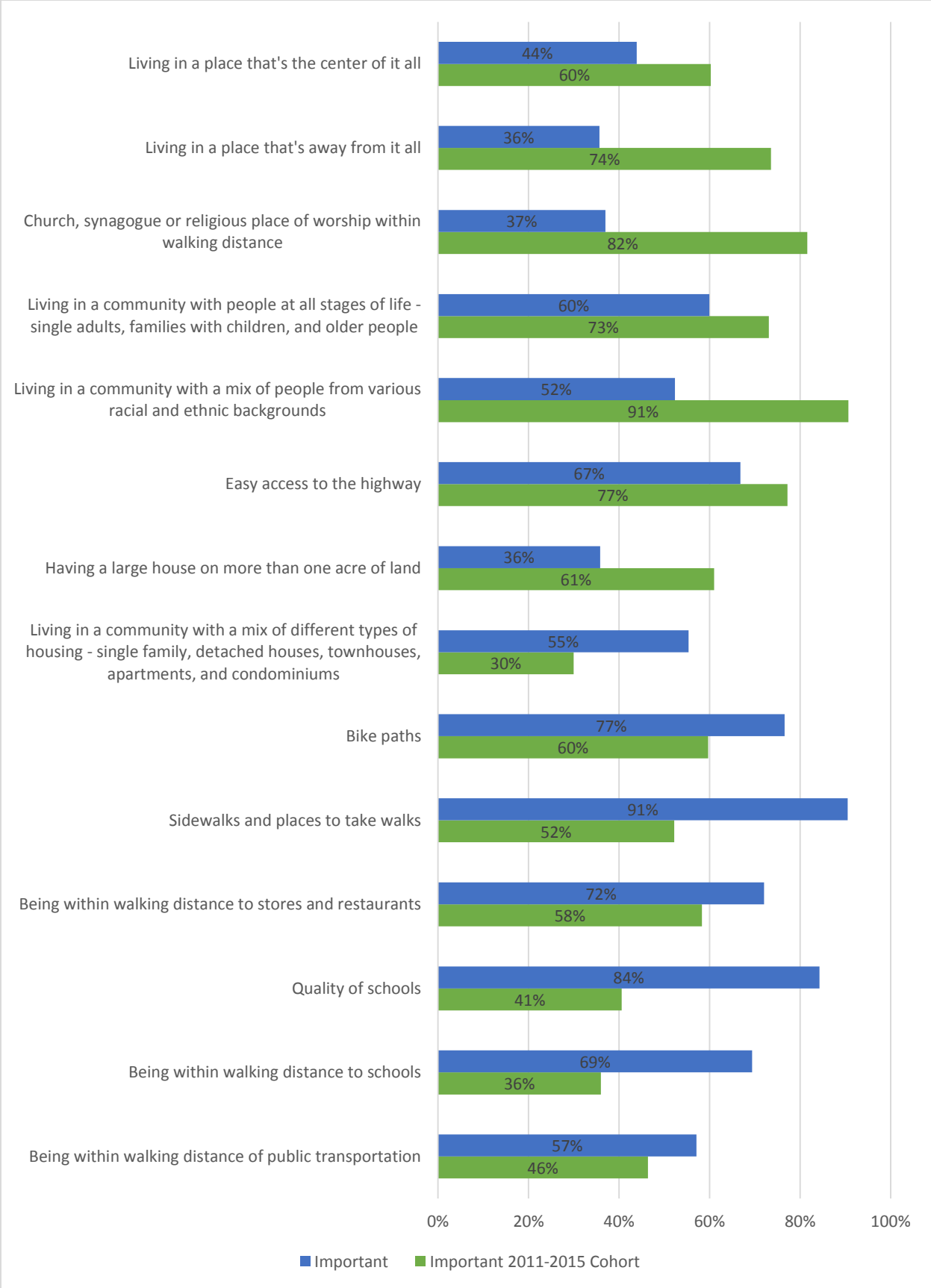
General Residence Preferences

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.

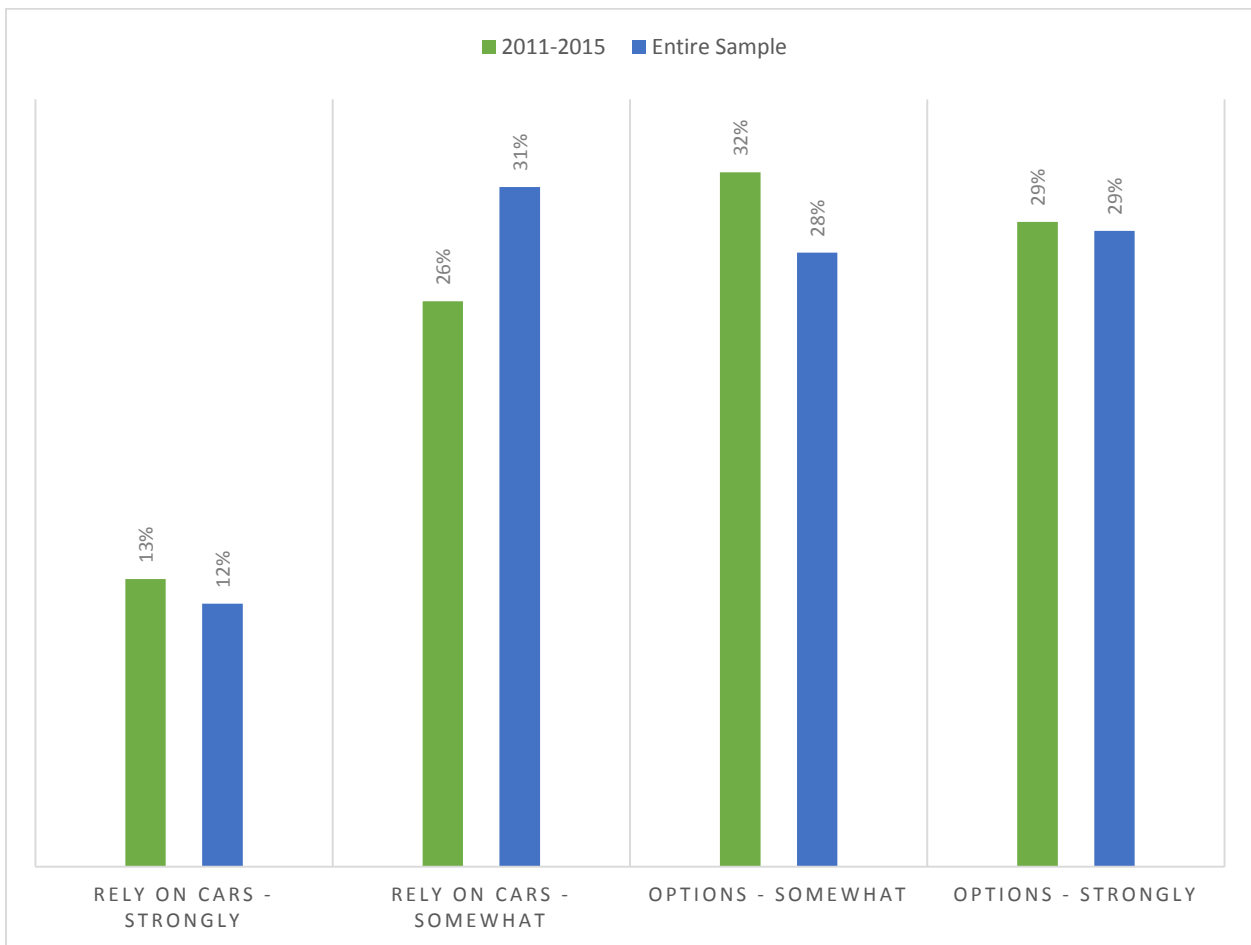
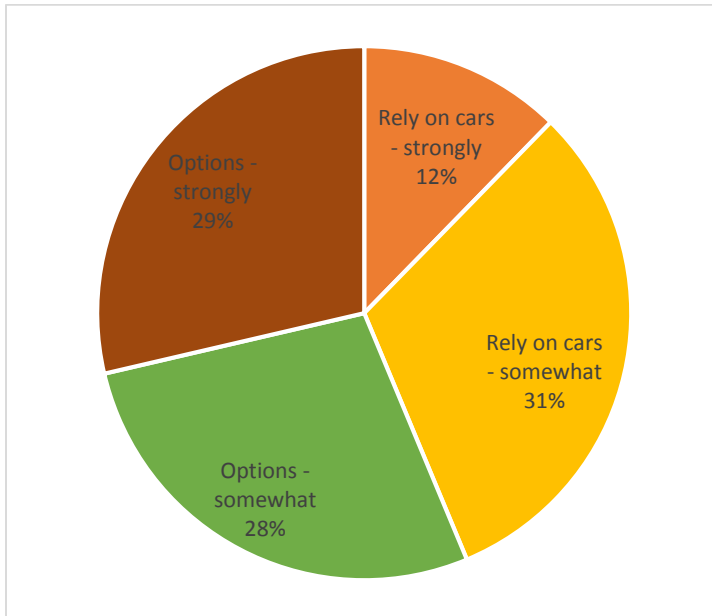
Regarding transportation, the data show that the desire to live in a place where people rely on cars has declined and the desire to live somewhere that has transportation options has increased. Sixty-one percent of the most recent cohort of graduates prefer living in a place with options.

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

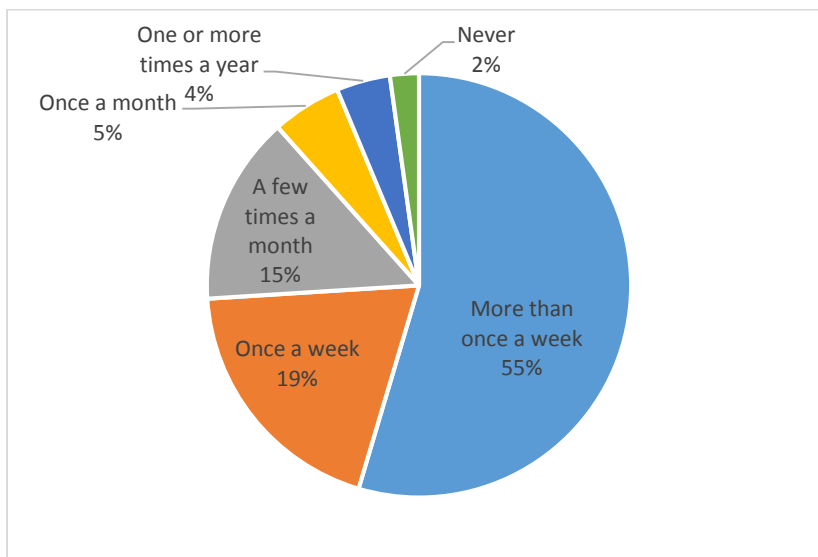
to live (55%), restaurants and nightlife (54%), post-graduation job prospects (81%), internship or assistantship opportunities (61%), and public transportation (63%).

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.

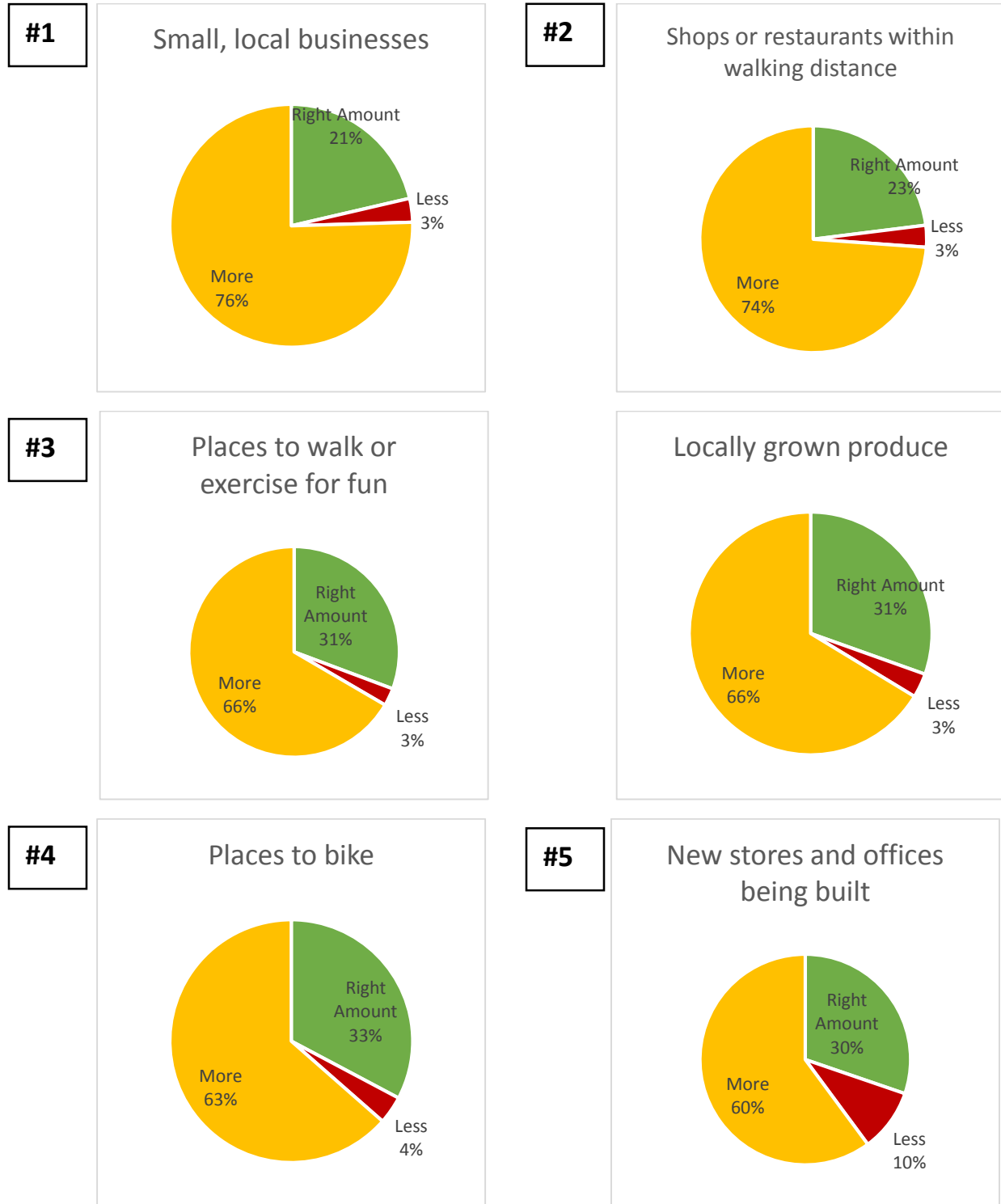
On average, respondents tended to believe that Southern Illinois and SIU campus were beautiful. Eighty-nine percent of respondents rated SIU campus as beautiful and 92% rated Southern Illinois as beautiful. Sadly, only 11% rated downtown Carbondale as beautiful, suggesting that there is room for aesthetic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

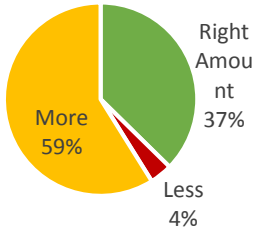
15. As a student in Carbondale, how often did you spend free time in the downtown area?



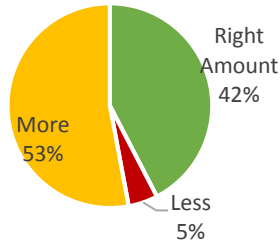
16. Do you think there should be more, less or there is the right amount of each of the following in Carbondale? (Data are ranked according to the percentage that thought there should be more, from greatest to smallest for the top five).



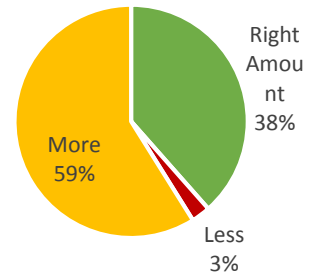
Parks and playgrounds



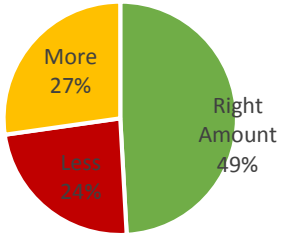
Public transportation within walking distance



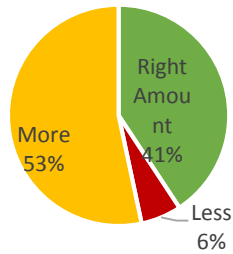
Sidewalks



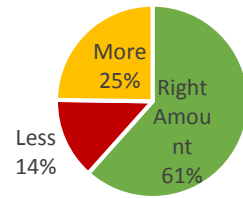
Housing for people with low incomes



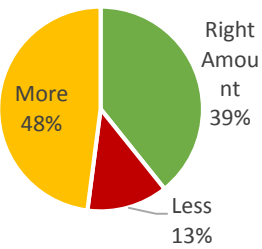
Housing for people with moderate incomes



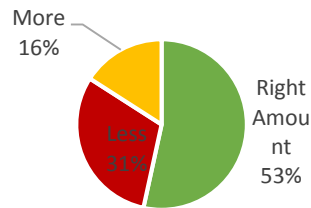
Housing for people with high incomes



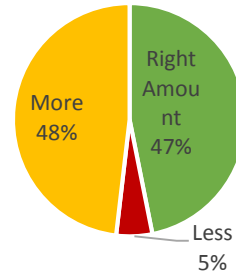
New houses and apartments being built



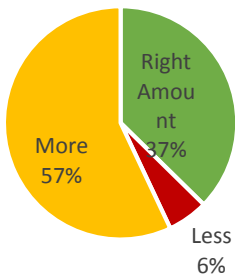
Large discount or warehouse stores such as Wal-Mart

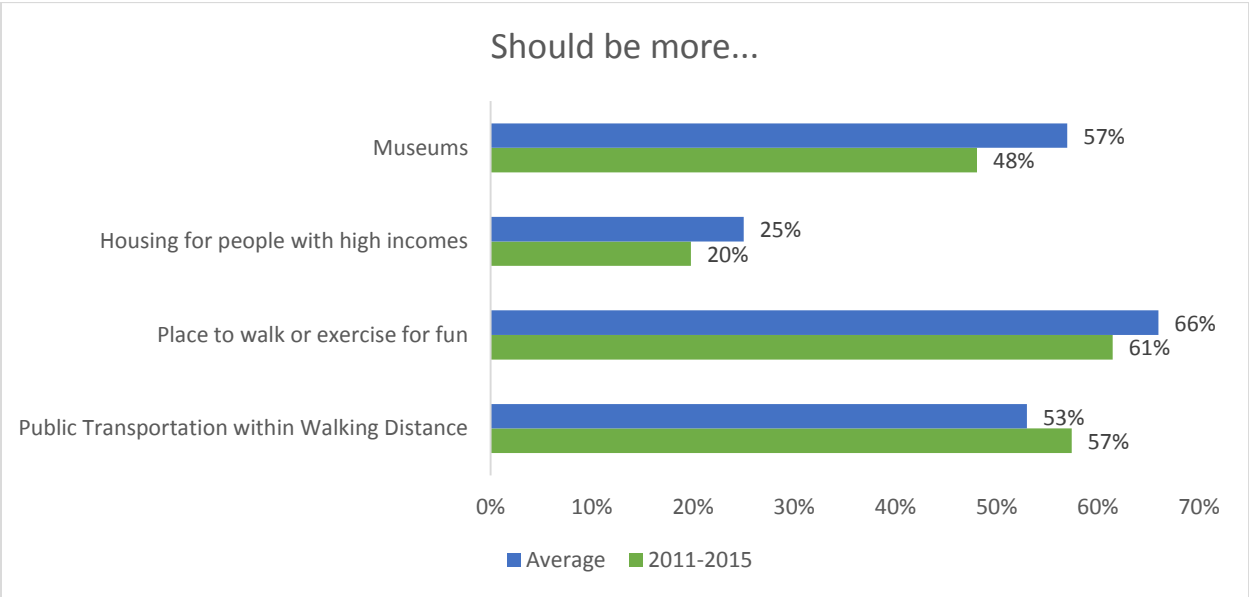
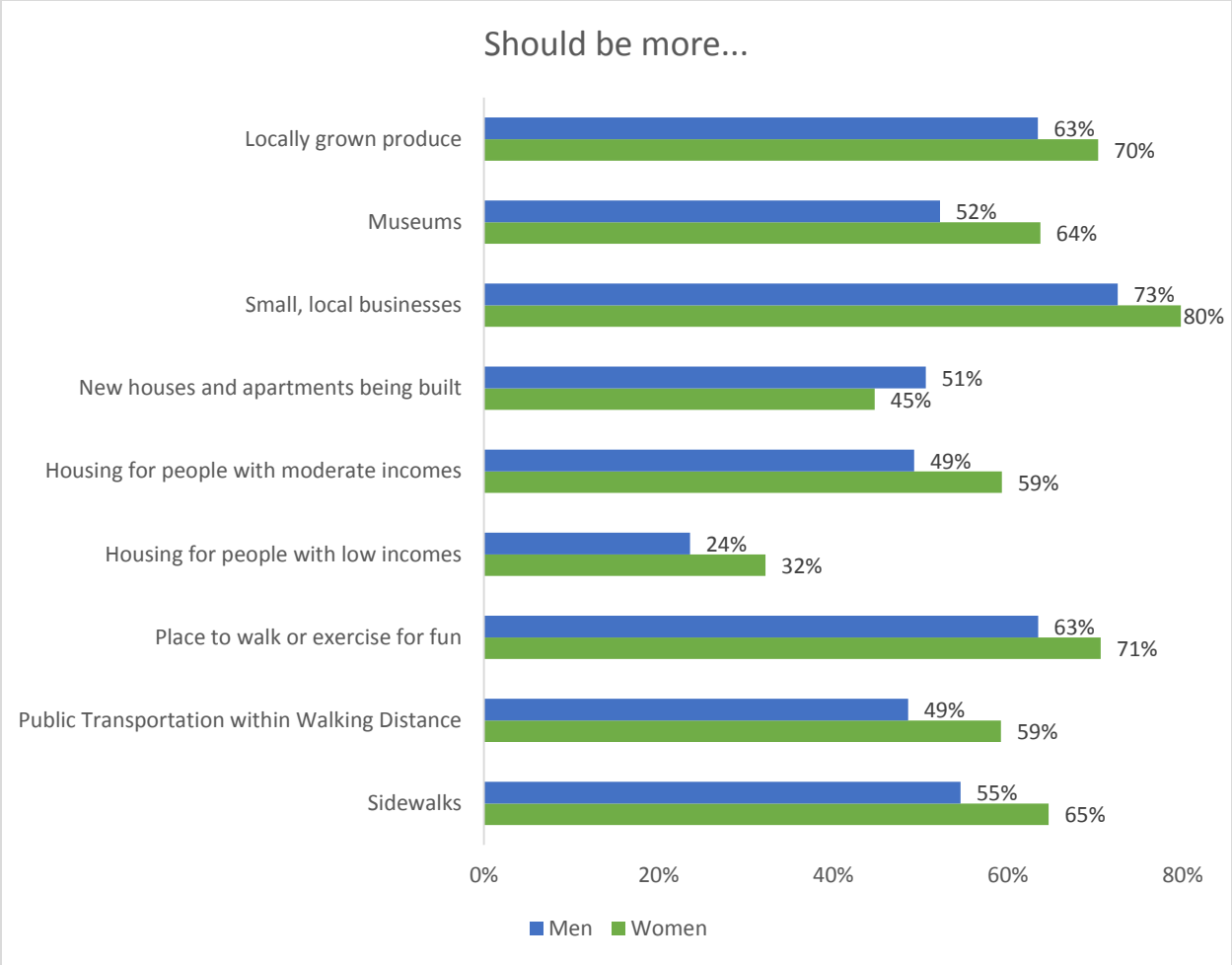


Historical sites



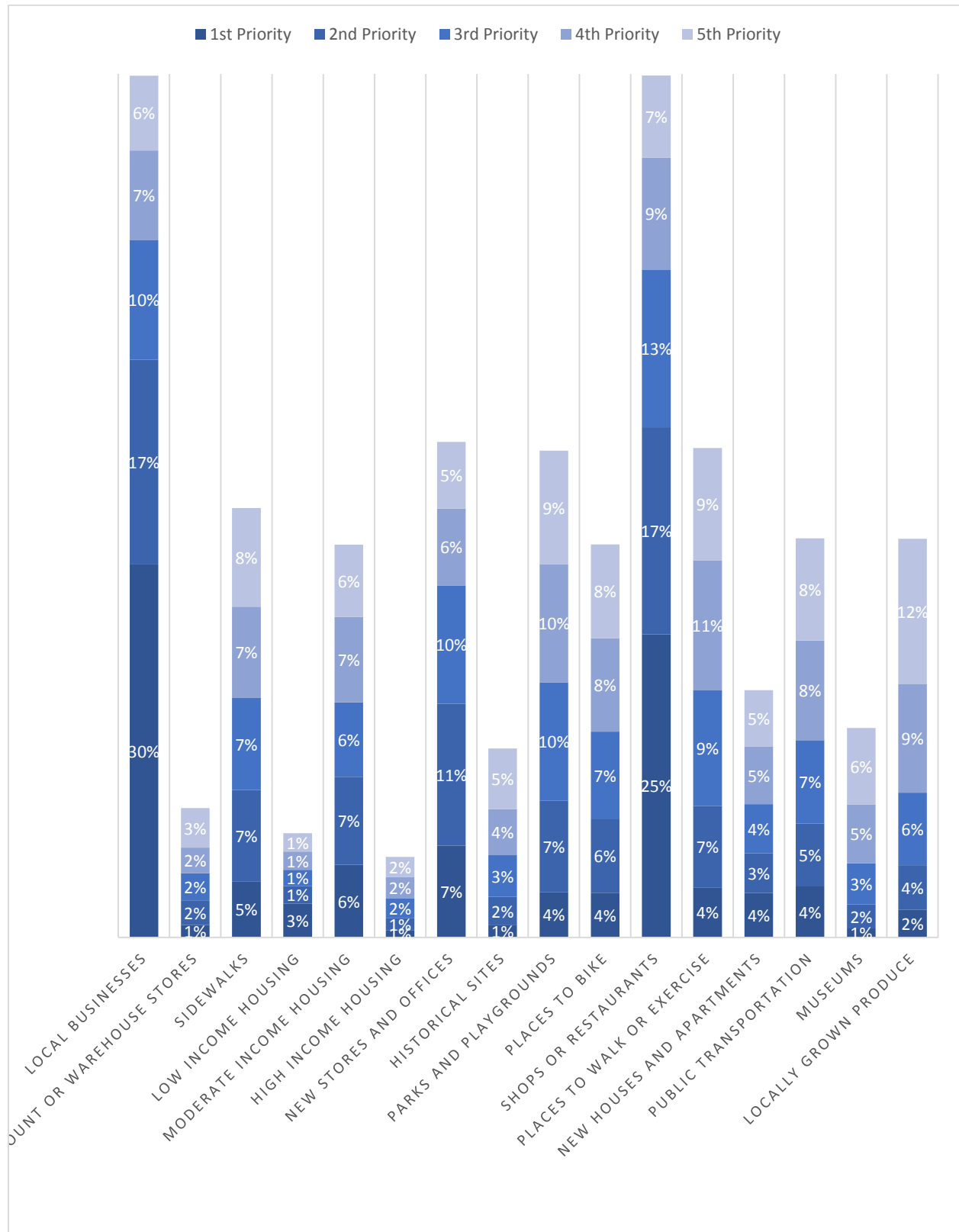
Museums



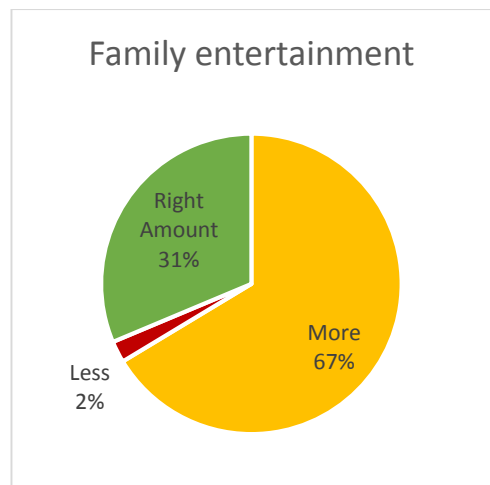
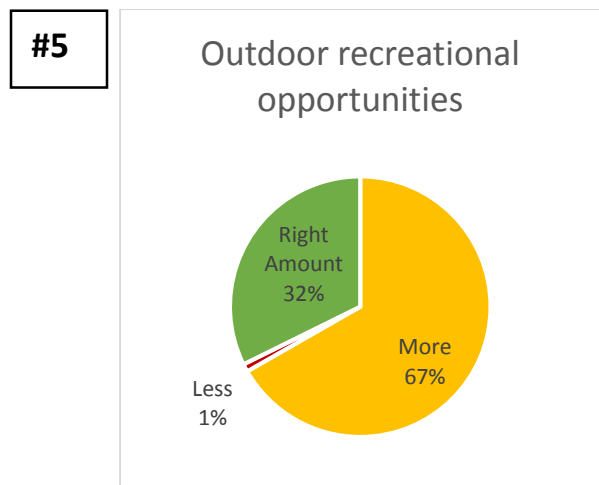
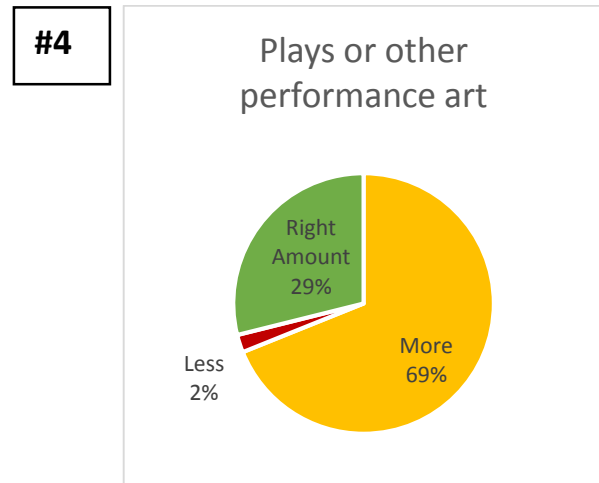
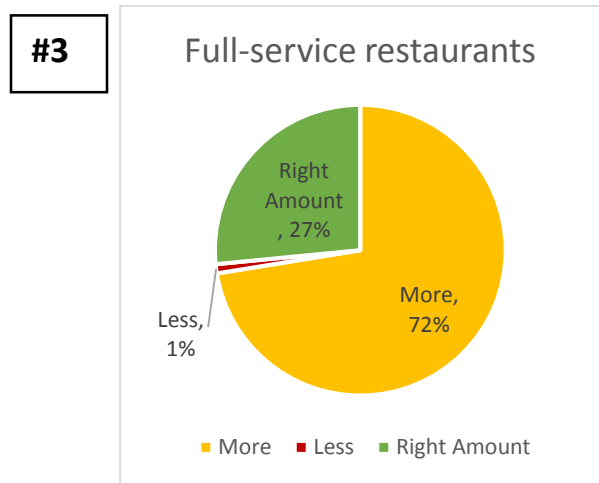
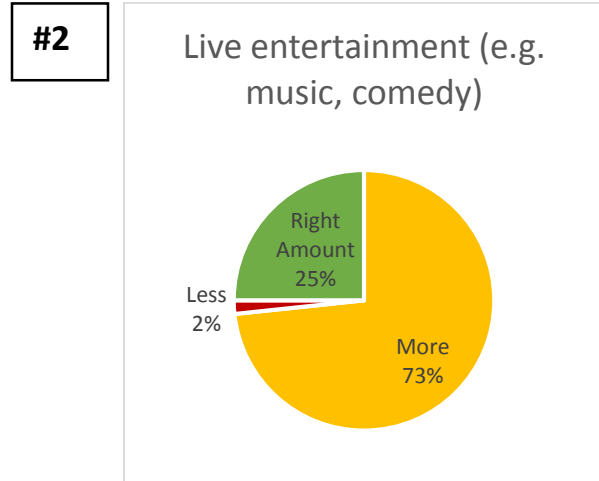
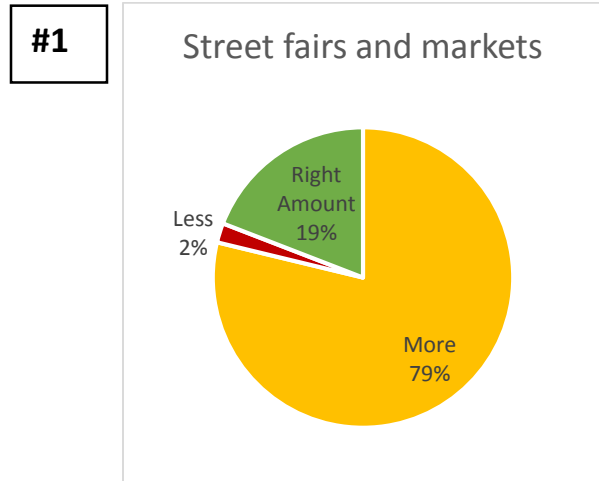


Note: I only included items with more than a 5% gap or more on the gender chart and those with at least 5% difference for the cohort chart.

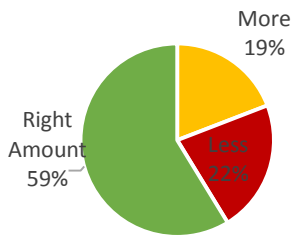
17. Of the items in the previous question that you there should be more of, which 5 should be prioritized in Carbondale’s Downtown Master Plan?



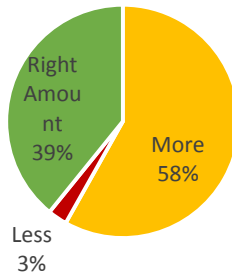
18. In terms of arts and leisure, do you think there should be more, less, or there is the right amount of the following in Carbondale?



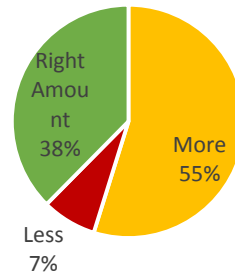
Fast food or delivery



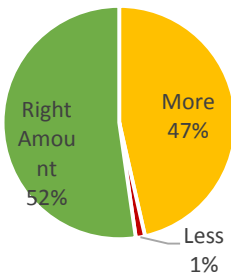
Late night dining



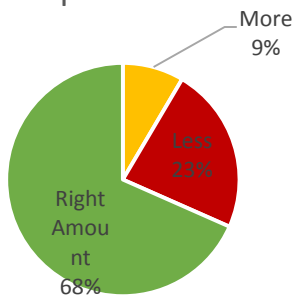
Food carts



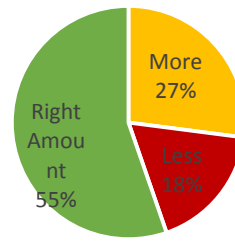
Grocery stores



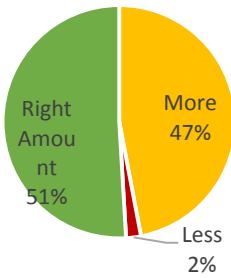
Liquor stores



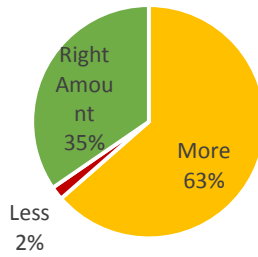
Bars



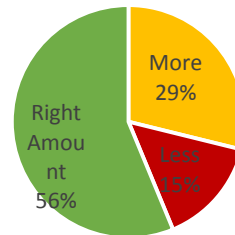
Movie theaters



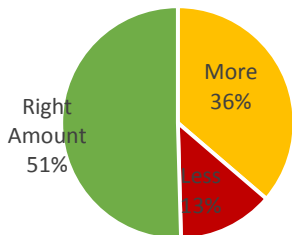
Shopping



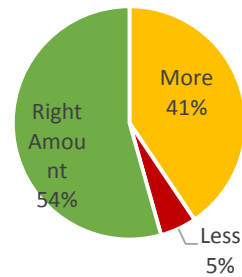
Dance clubs

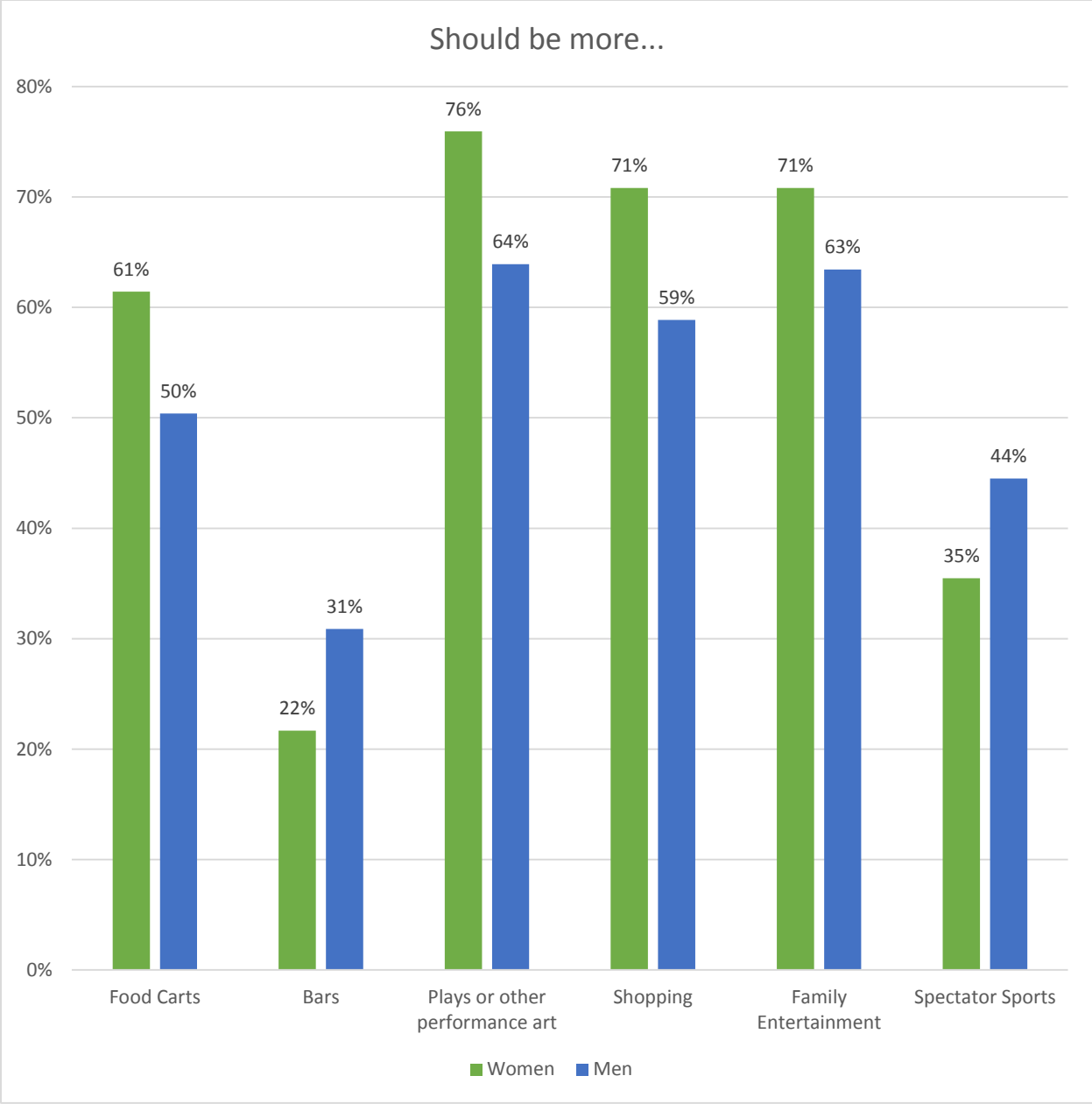


All ages clubs

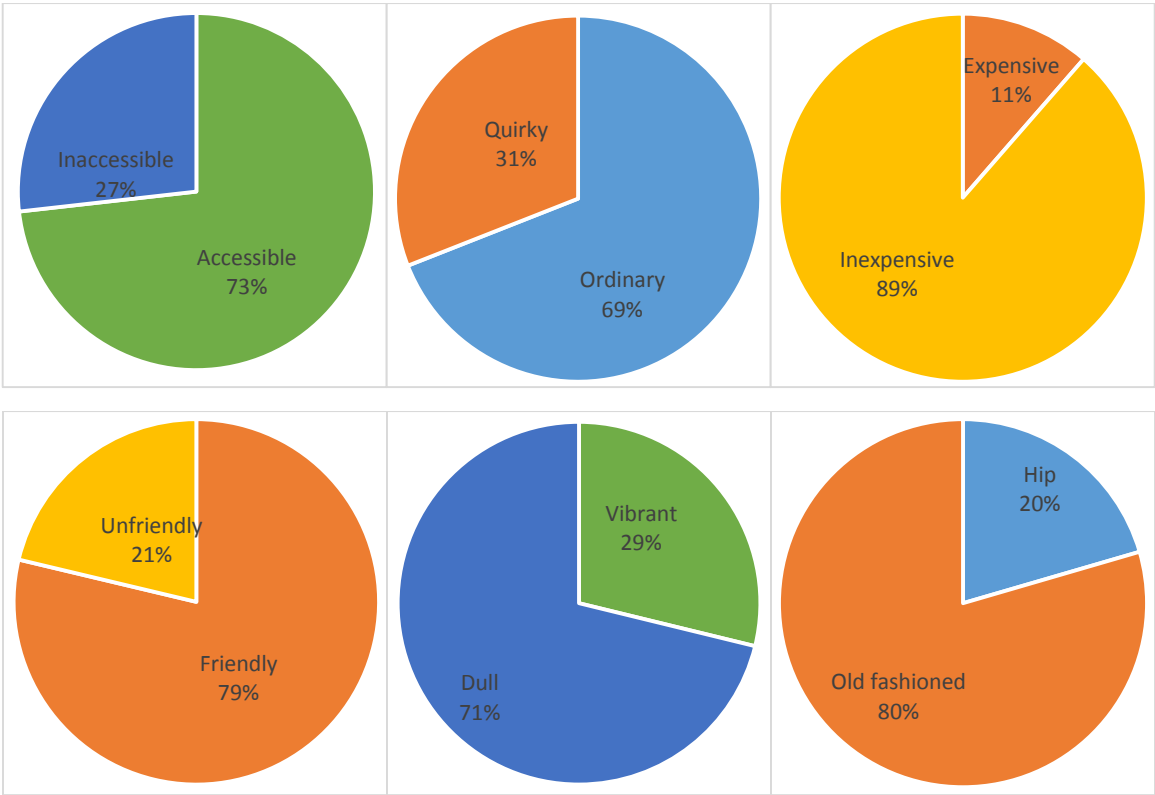


Spectator sports

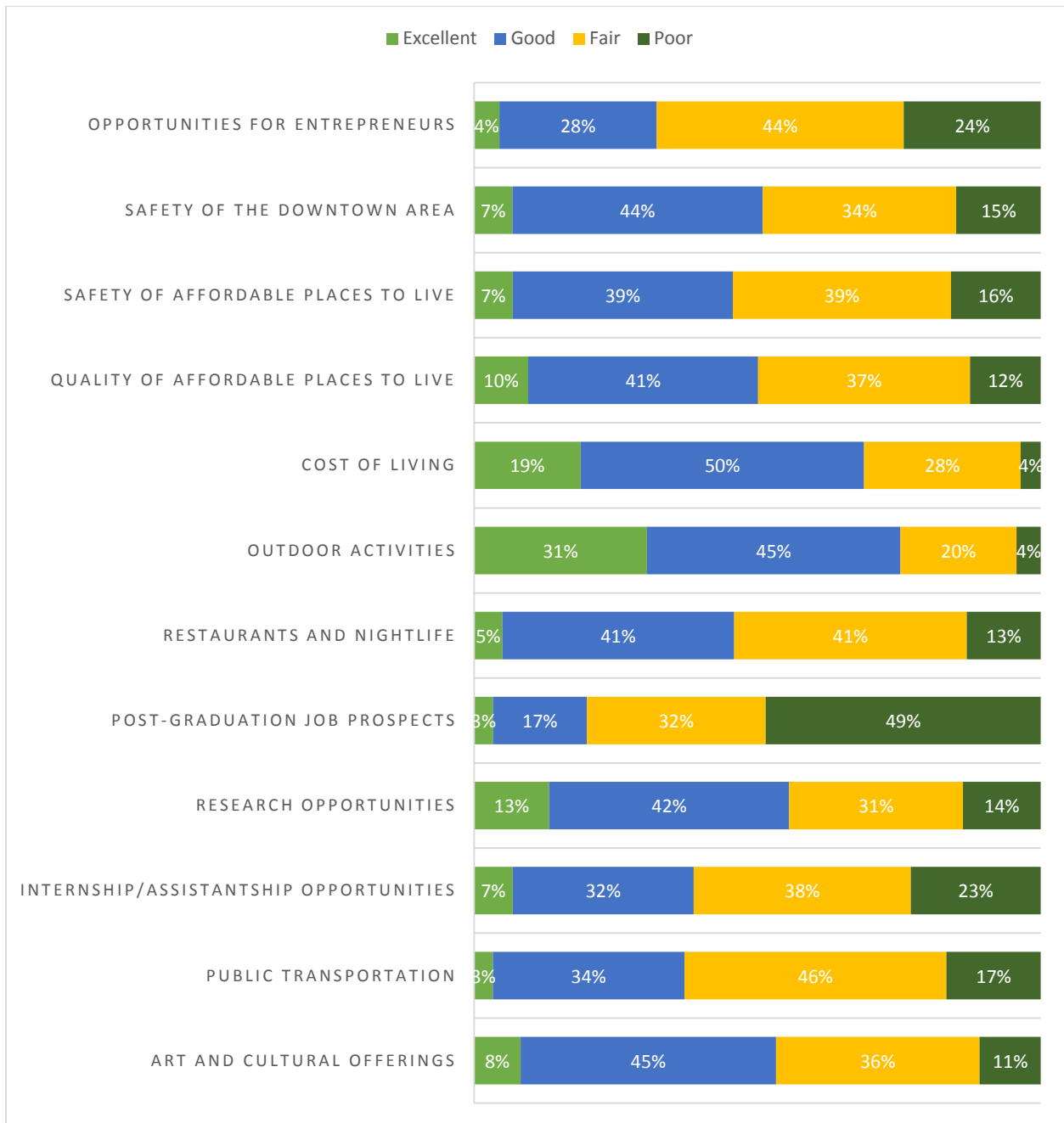




19. Which of the following would you use to describe downtown Carbondale?

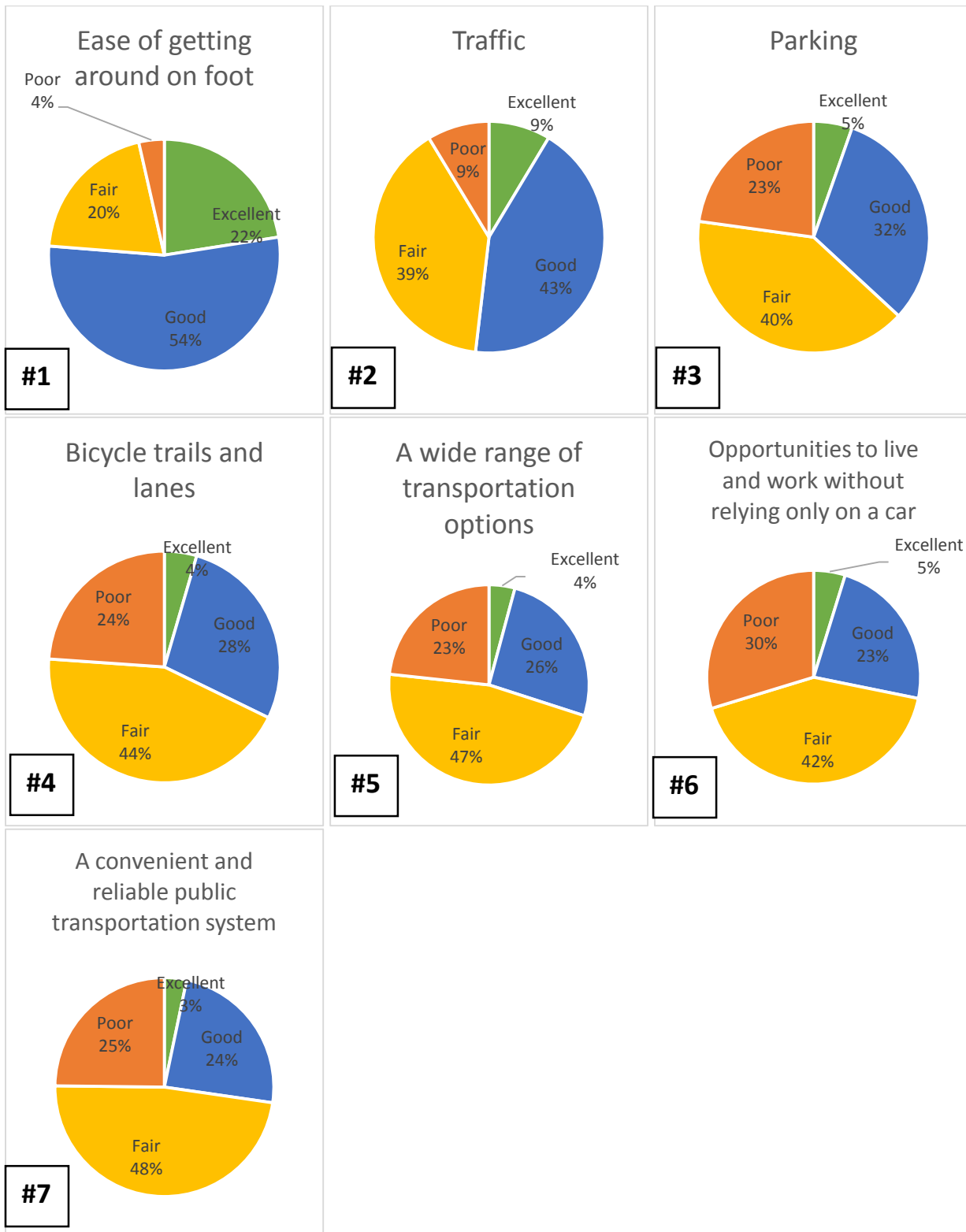


20. How would you rate the quality of the following aspects of the Carbondale area?

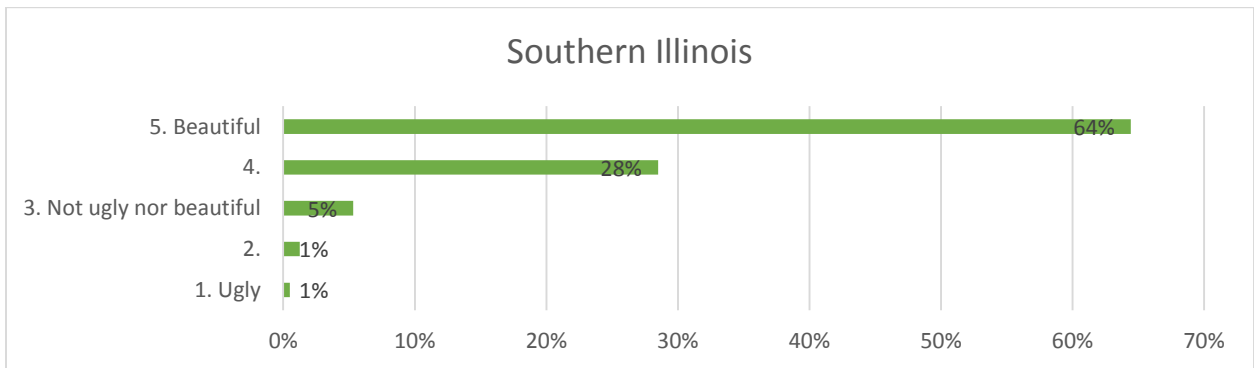
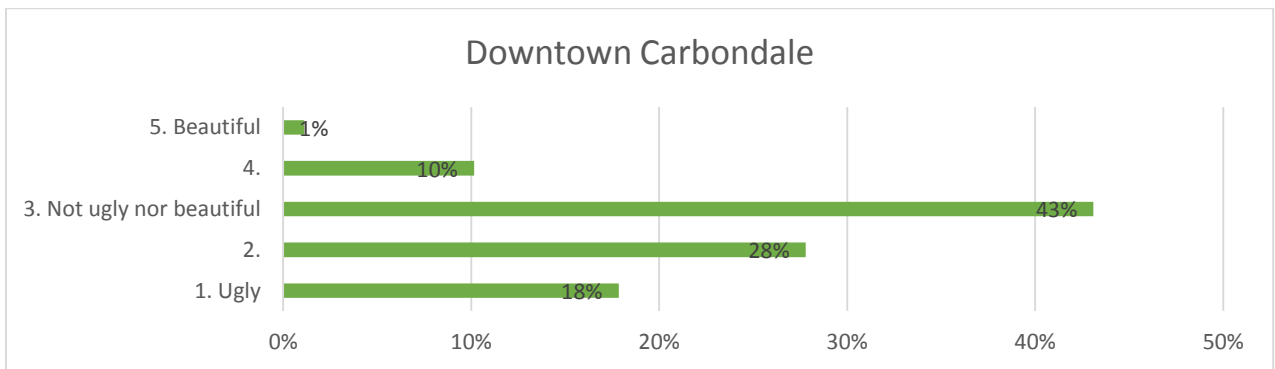
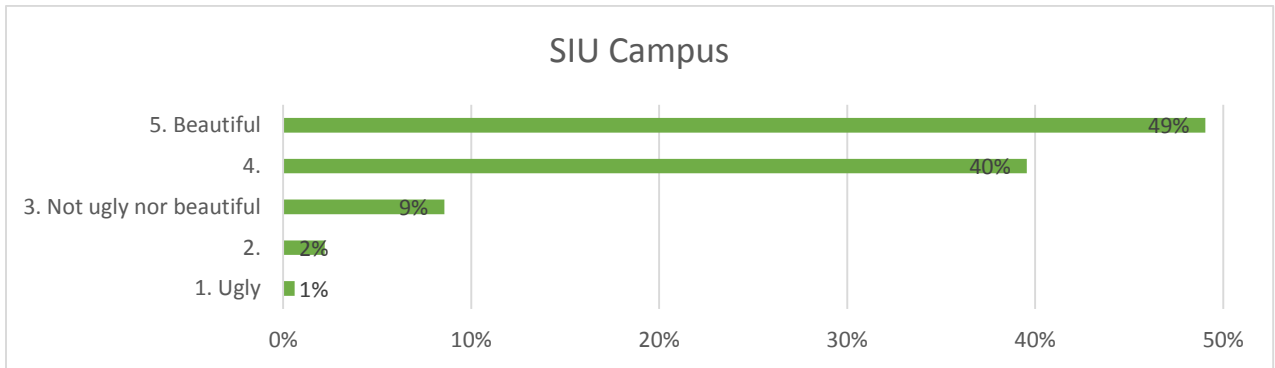
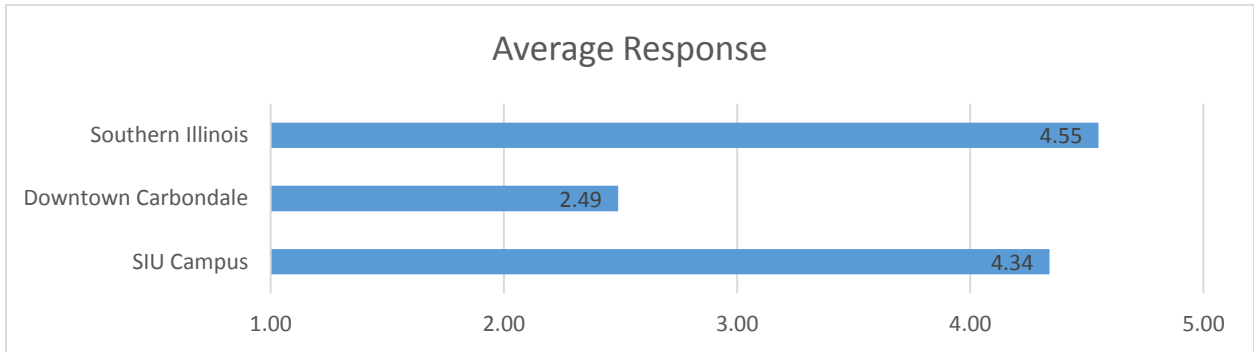


21. How would you rate downtown Carbondale on the following?

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?

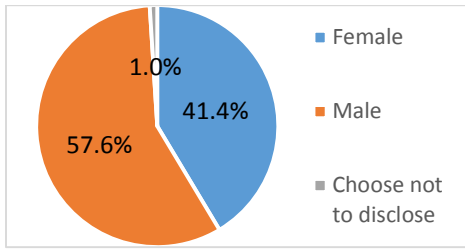


23. Name another college town that you think would provide a good example for Carbondale's Downtown Master Plan?

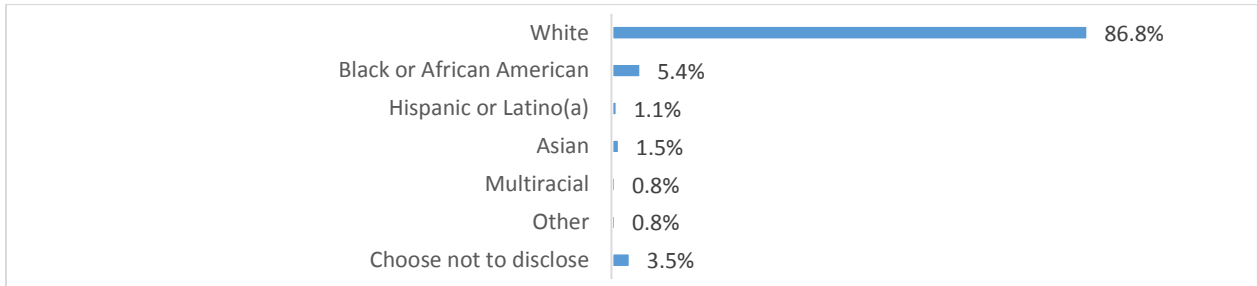


Appendix I: Demographic Information

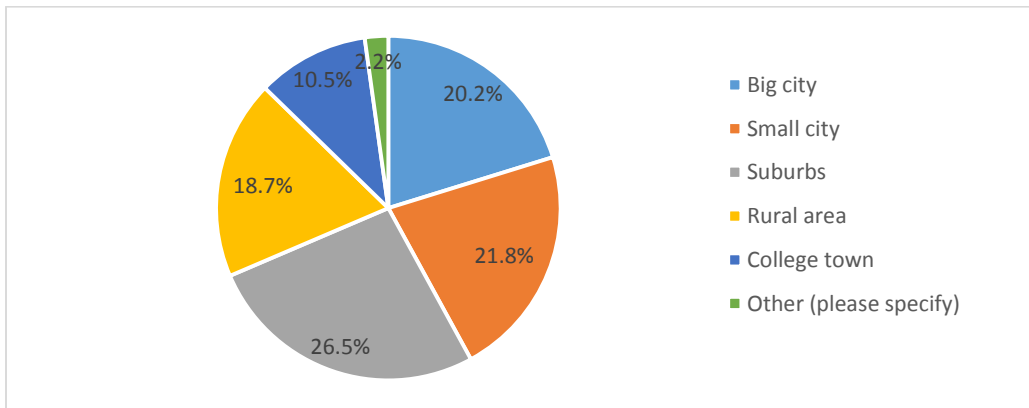
1. What is your gender?



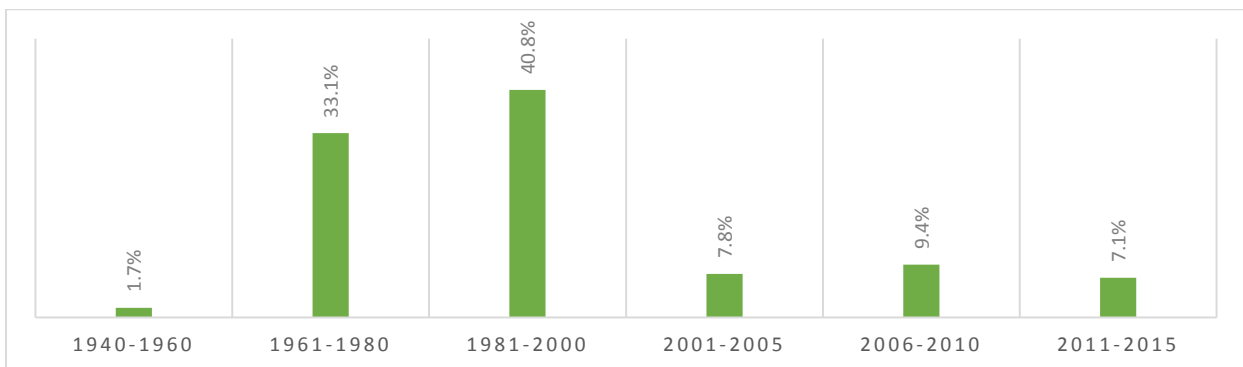
2. How would you describe your race/ethnicity?



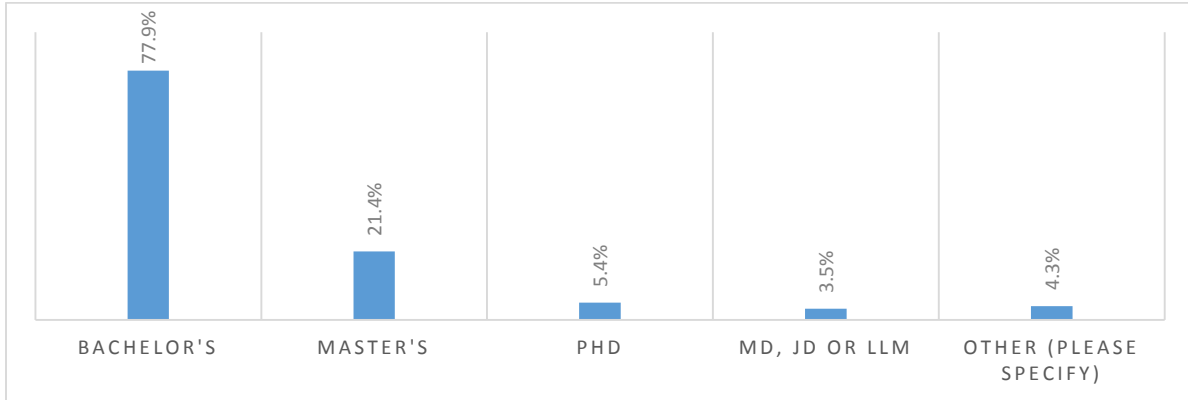
3. How would you describe the area that you live now?



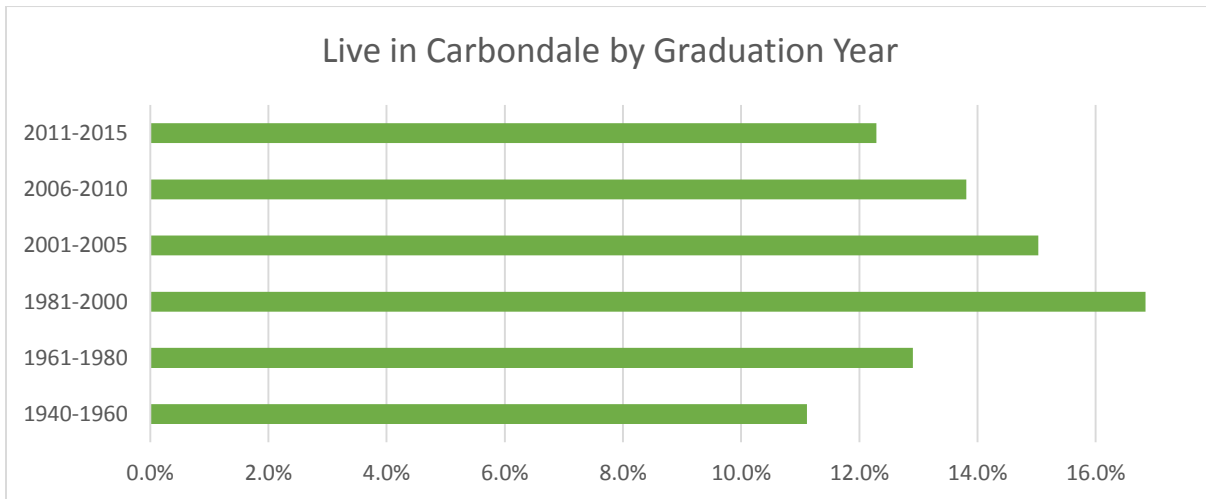
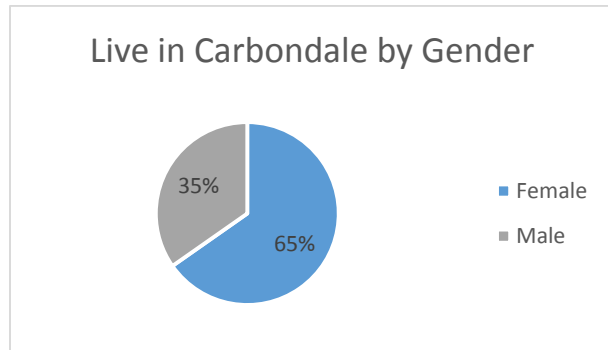
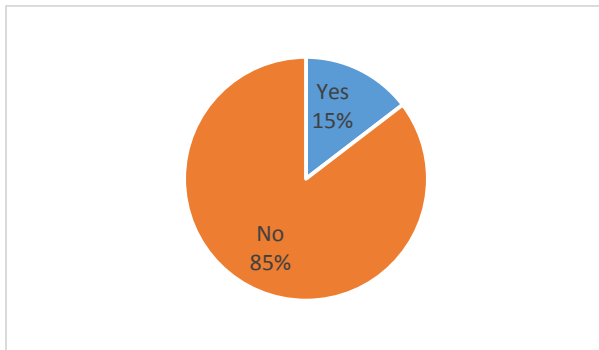
4. What year did you graduate from SIU? (If you have multiple degrees from SIU, put the year your most recent graduation)



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
answered question						4035
skipped question						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
answered question						3799
skipped question						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.