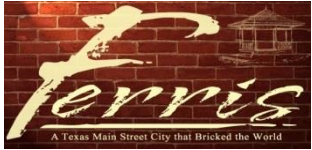


Historic Downtown Survey

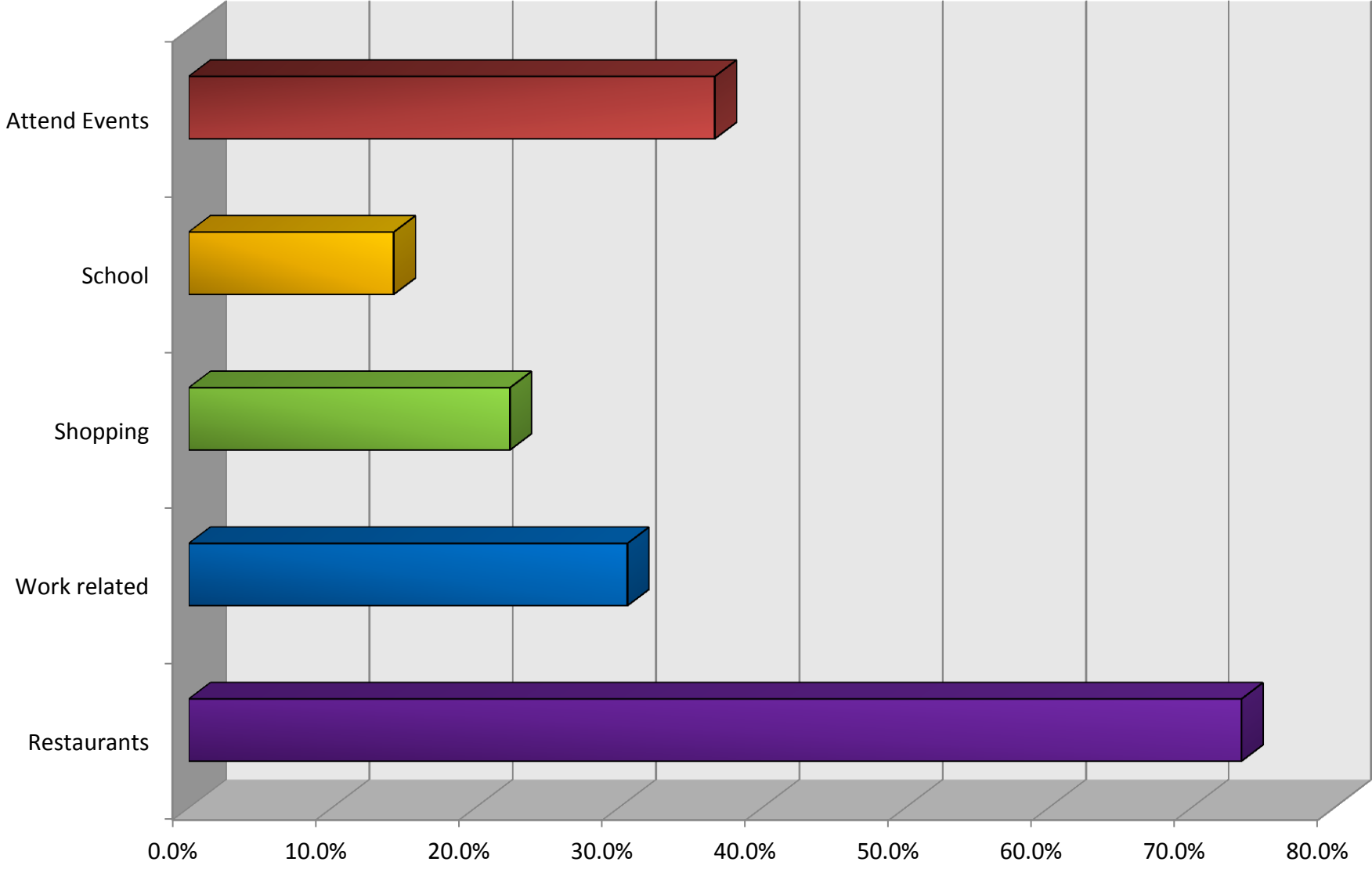
June 6 - July 5, 2013



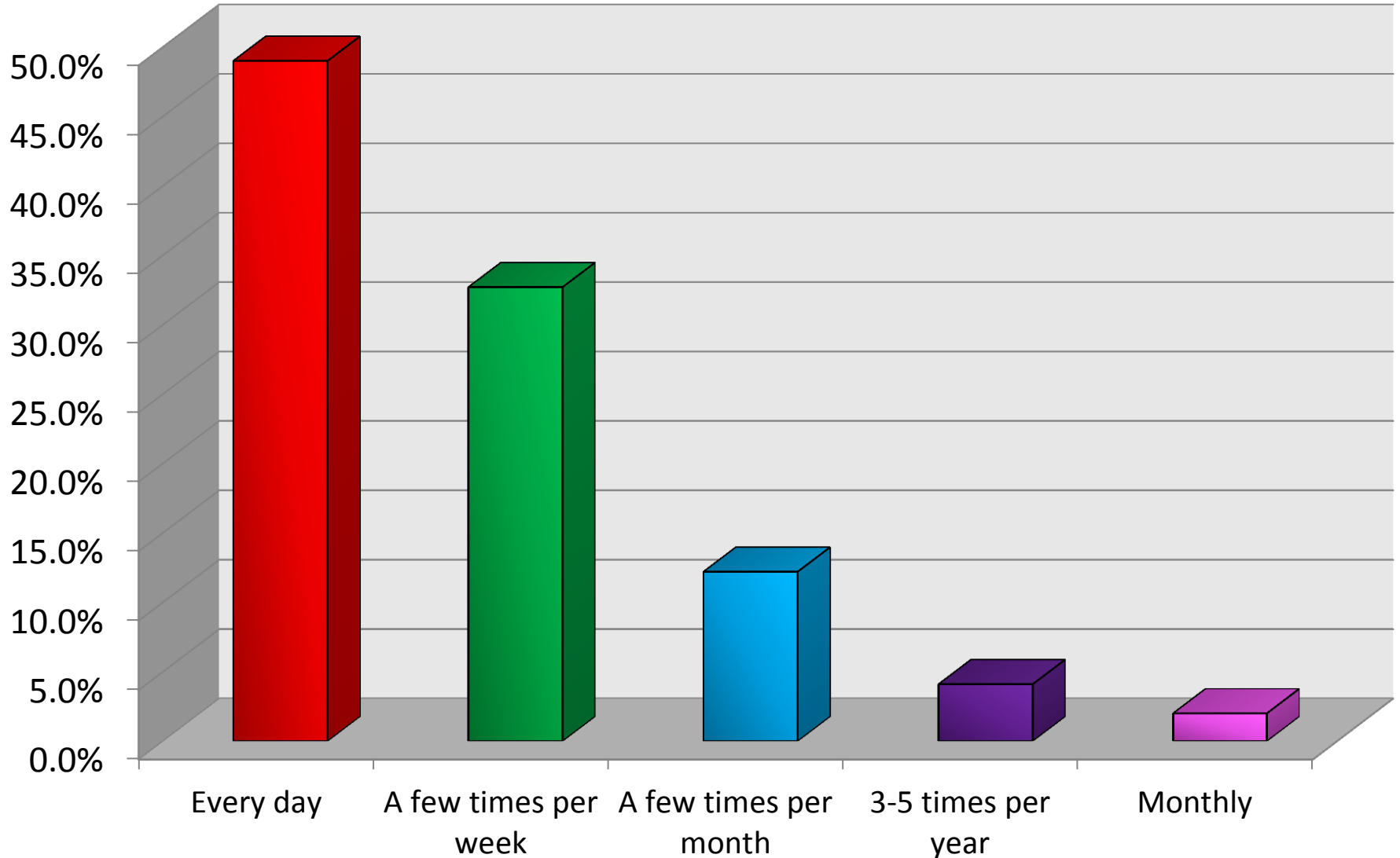
Results

- Most of the participants live or work in the Ferris zip code.
- About half of the respondents come downtown everyday.
- Participants want more restaurants and entertainment.
- Sixty percent (60%) would like to see a downtown park; only 25% want more parking.
- Fourth of July is the most desired new event.
- Attendance at most events would increase if beer and wine sales were permitted.
- Survey Notes:
 - There were forty-nine survey participants, evenly split between web-based and physical surveys. Web surveys were taken for two weeks in June 2013. Margin of error +/- 7pts.
 - Physical surveys were taken during lunch and breakfast at restaurants downtown. This may skew responses concerning restaurants.

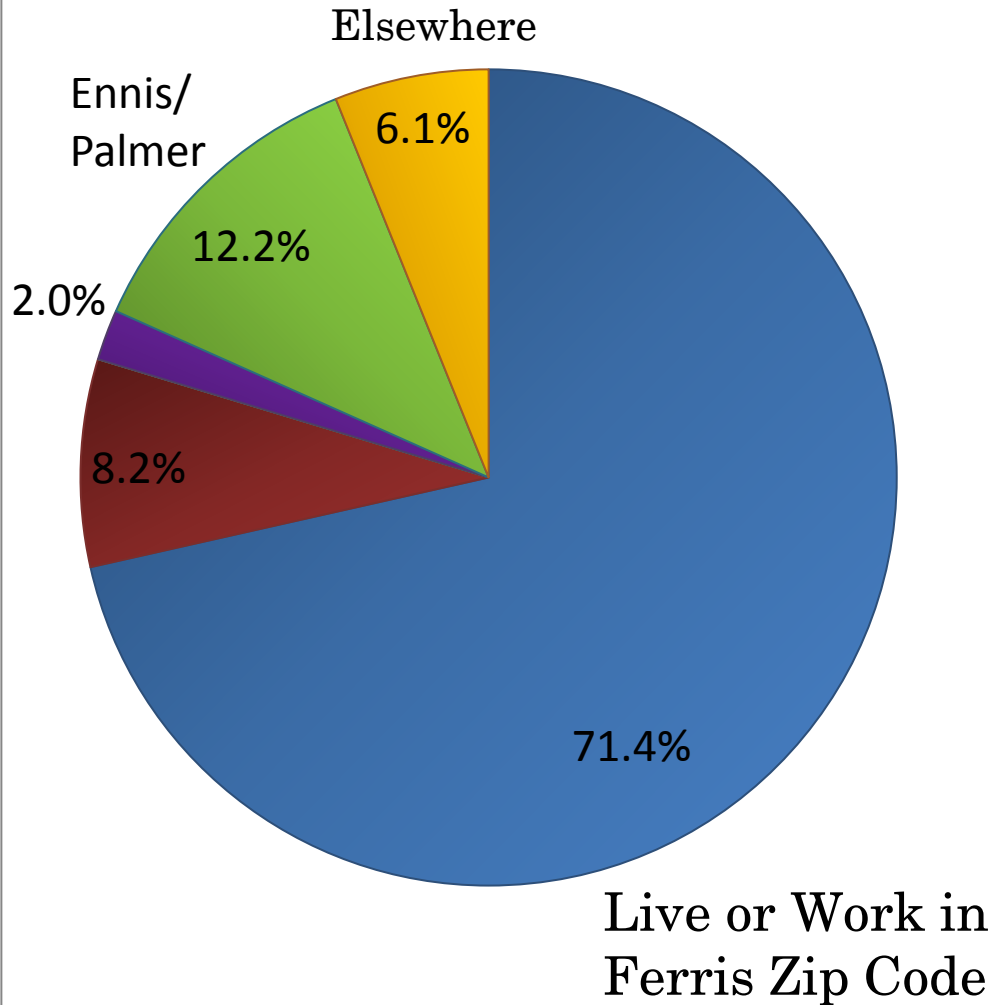
Most people come to Historic Downtown Ferris for the restaurants.



About half those surveyed come to Historic Downtown Ferris every day.

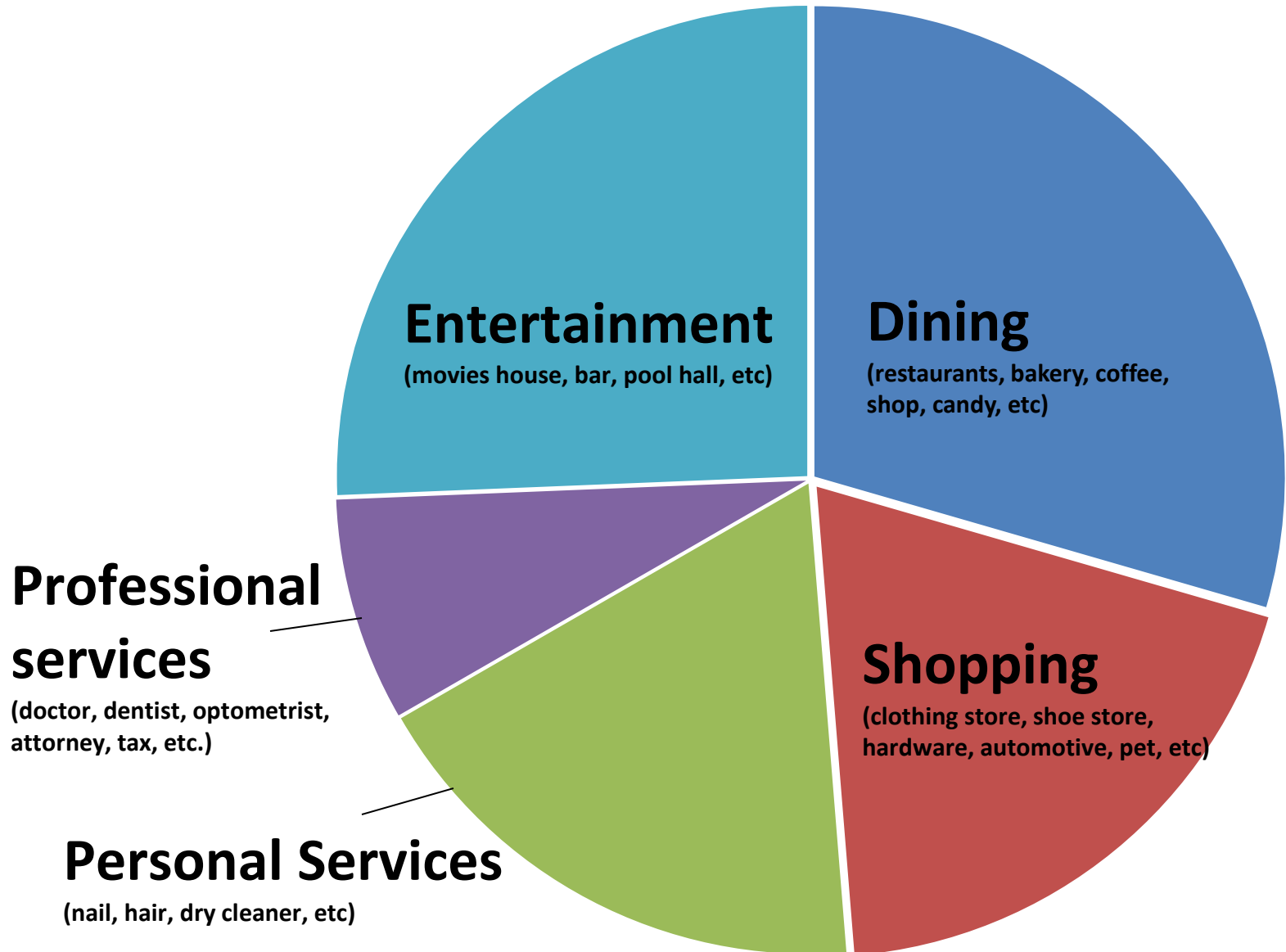


Most survey respondents live or work in the Ferris Zip Code.

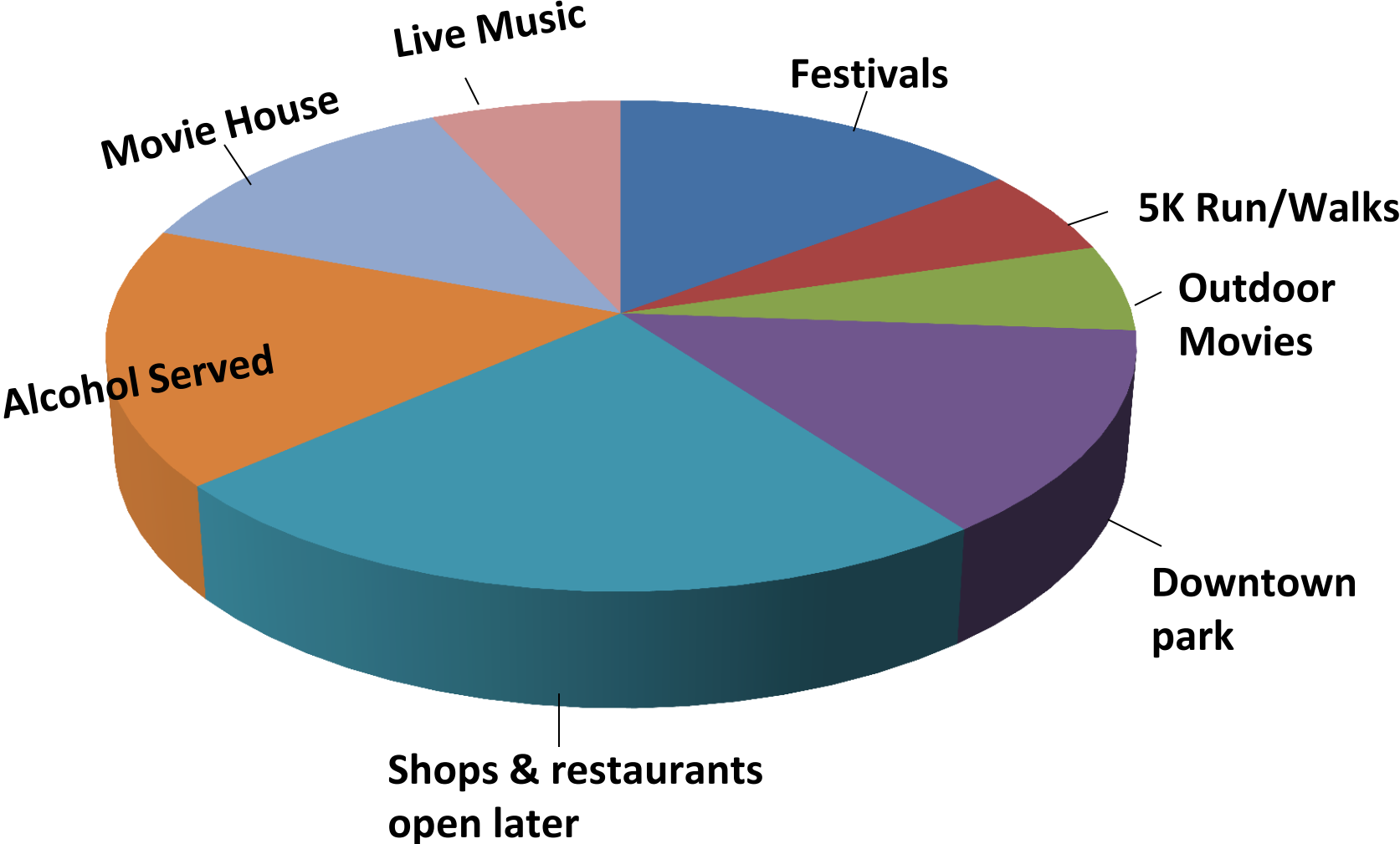


- I live or work in the Ferris Zip Code (75125)
- I live or work in Red Oak or Bristol
- I live or work in Ennis or Palmer
- I live or work in elsewhere in Ellis County
- I live or work in Wilmer, Hutchins, Lancaster, Seagoville, or Desoto
- None of the above

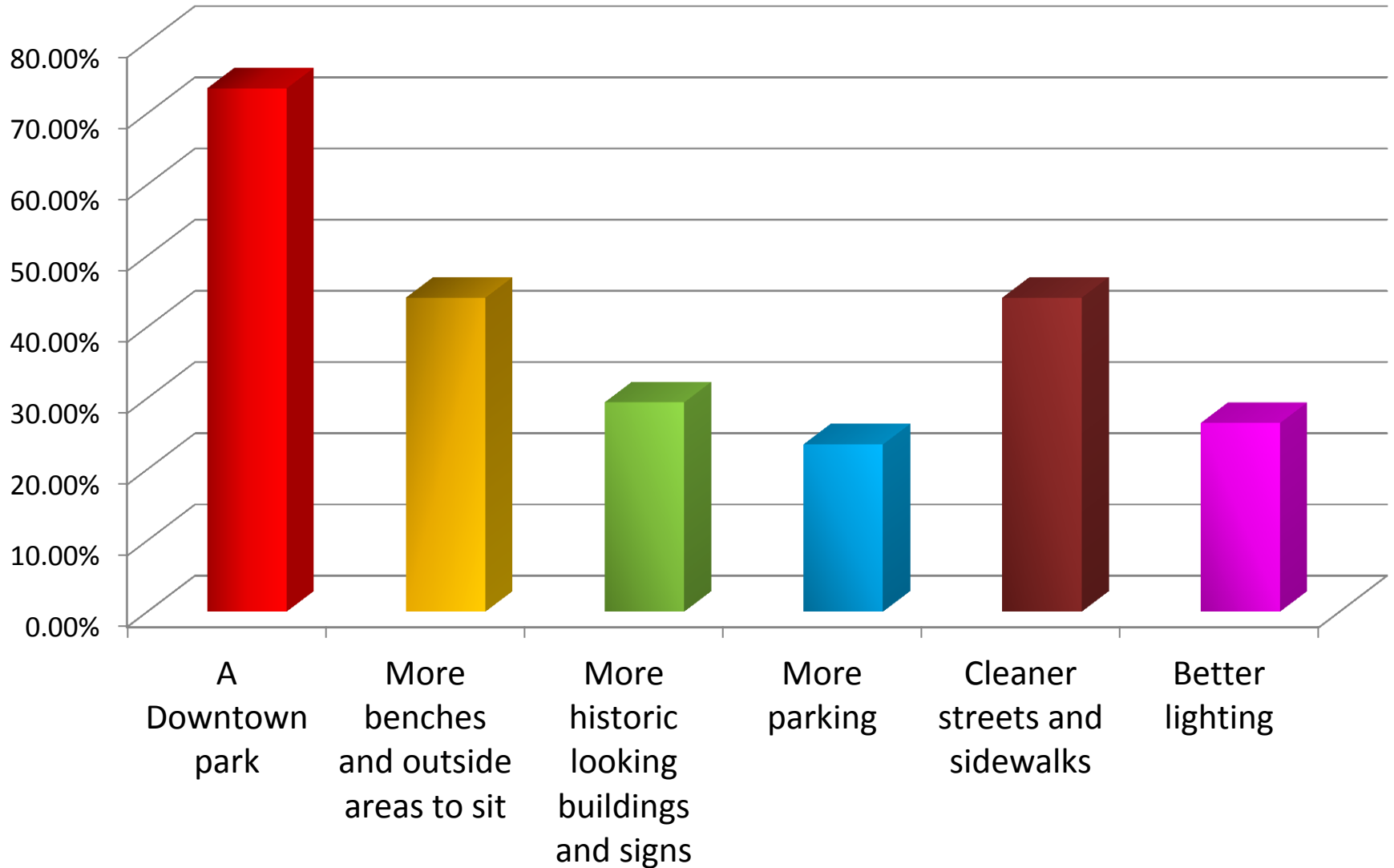
Ferris-area residents want more businesses like



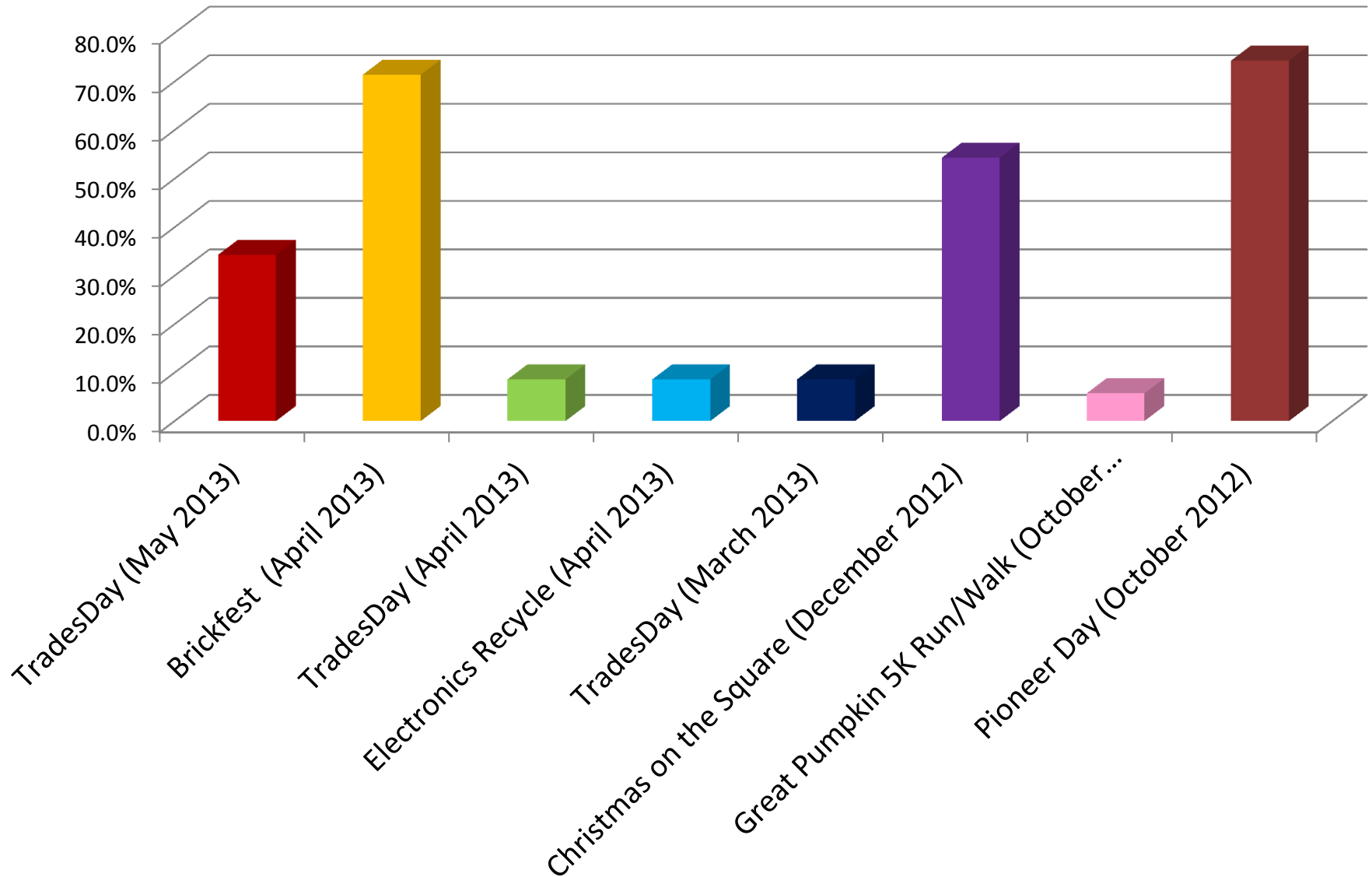
Ferris-area residents want more things to do, like



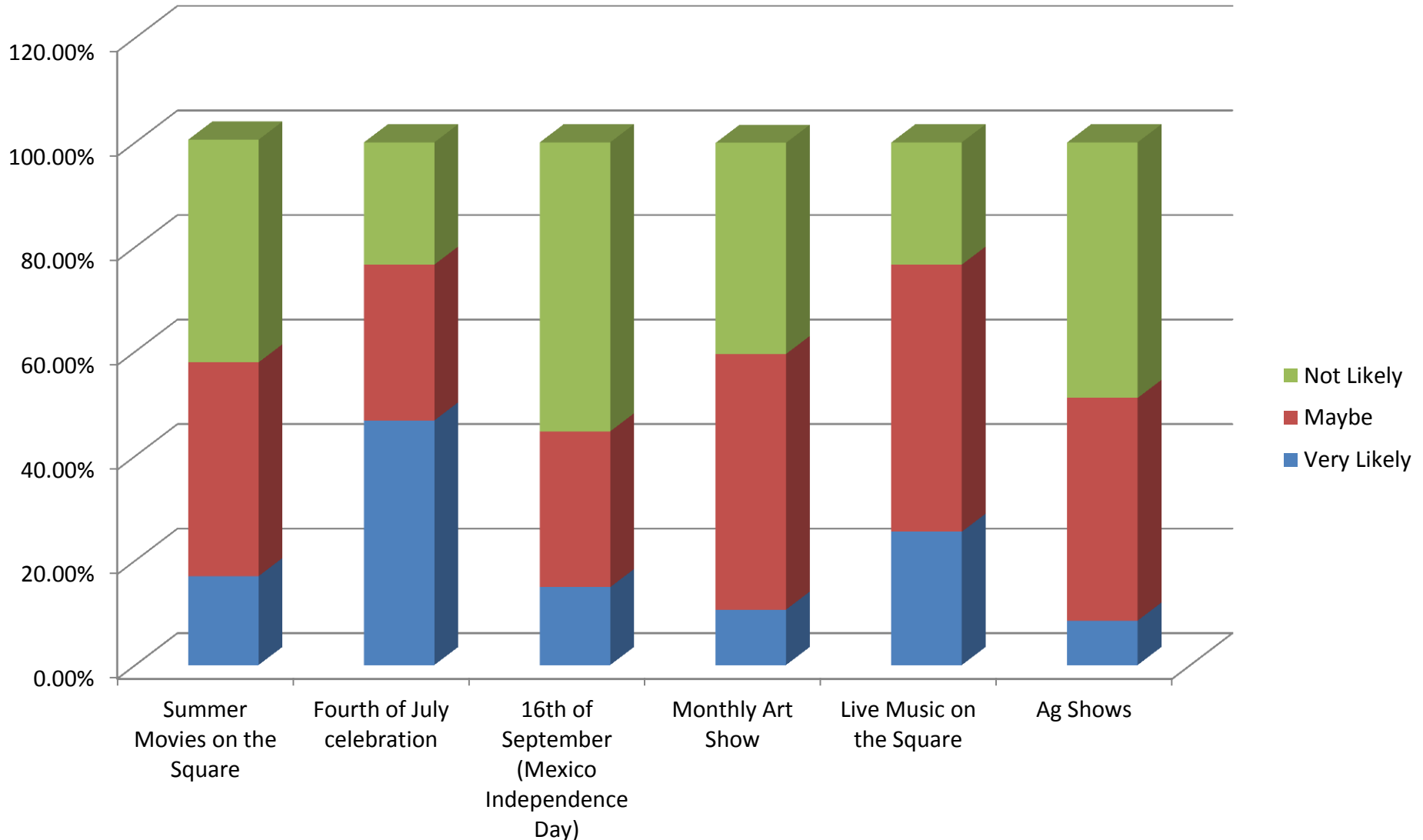
Ferris-area residents wants more comfortable surroundings downtown, like



Which downtown events did you attend in the past 12 months?



Some kinds of new events would draw more visitors, others would not.



Attendance at most events would increase if beer and wine sales were permitted.

