

Q4...When friends and family visit you, where do you take them while they're visiting? (The "must see" or "must do" activities – other than staying home - 305 Respondents		
Downtown, square, memorial, bathrooms or specific businesses downtown	193	63%
Dining, restaurants, eating	120	39%
Parks or Lakes	67	22%
Dairy Museum/Heritage Park Museum	59	19%
Events, celebrations, parades, farmers market	42	14%
Nothing, nowhere, somewhere else	44	14%
Shopping, shops, antiques, specific stores	33	11%

Q5...Where do YOU go to hang out on weekends or during evening hours (other than at home)? Another town? If so, where? Or to a certain place? - 283 Respondents		
Sulphur Springs	127	45%
Dining/out to eat	100	35%
Downtown	92	33%
Rockwall	71	25%
Dallas	47	17%
Movies/entertainment/arts	43	15%
Other nearby cities	39	14%
Shopping (locally)	27	11%

Q6...What are Sulphur Springs three greatest assets? Please list them in order. Don't include "people" – we know the people are a great asset. - 291 Respondents		
Downtown, square, memorial, etc.	169	58%
Parks	64	22%
Events, festivals, activities	57	20%
Churches/schools/medical	76	26%
Geography (proximity to lakes, Dallas, I-30, etc.	45	15%
Small town vibe	40	14%
Restaurants	39	13%
Museums and arts	26	9%
Civic center	25	9%

Q7...What do you think the three biggest challenges, or negatives are about Sulphur Springs? Don't include "local politics" or "the people". - 291 Respondents		
Poor infrastructure/streets/utilities, etc.	101	35%
Lack of entertainment/activity choices	98	34%
Lack of dining choices	76	26%
Lack of shopping choices	57	20%
Poverty/lack of jobs	41	14%
Schools/hospital/medical	17	6%

Q8...What could or should be done in Sulphur Springs to get people to spend more time and money here? - 292 Respondents		
More/better shopping	123	42%
More/better events, entertainment, attractions	104	36%
More/better restaurants	99	34%
More/better "family oriented" activities/restaurants/activities	42	14%
Better marketing/planning/awareness campaigns/billboard	31	11%
Continue progress already in motion (downtown, events, etc.)	23	8%
More/better arts community	8	3%
Bed and breakfasts	5	2%
More jobs/industry	5	2%

Q9...What do you think Sulphur Springs should be known for that will set it apart from every other community in the North Texas region? - 262 Respondents		
Values, religion, quality of life, small town charm	77	29%
Downtown/veterans memorial	56	21%
Glass restrooms (for better or worse)	40	15%
Food/dining	23	9%
Entertainment/arts	23	9%
Festivals	20	8%
Schools/hospital	12	5%
Shopping	10	4%