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For PDF of release, full report or cross tabulations, visit www.siena.edu/sri/schenectady08

**Schenectady County Residents Frequent Downtown
County Residents Proud of Revitalization
Citizens enjoy Arts and Entertainment Opportunities; Ask for more info**

Loudonville, NY – Over 79% of Schenectady County residents have visited Downtown Schenectady over the last year. Those county residents attend arts events (75.8%), entertainment venues (67.7%), conduct business (44.8%) and go shopping (38.2%) according to a new survey sponsored by the Schenectady Metroplex Development Authority and conducted by the Siena College Research Institute released today.

Nearly 90% of Schenectady residents have heard about development in downtown (87.2%) and about downtown as an “Arts and Entertainment District (83.4%). Residents overwhelmingly (82% to 10%) have an improved opinion of Downtown as compared to several years ago. Seventy percent of residents say they are excited about all the new developments in the downtown area and 75% agree that “Downtown Schenectady has really come back to life in the last few years.”

Commitment to downtown and an appreciation of its revitalization is also strong. Eighty-four percent agree that Schenectady County needs an active and appealing Downtown in order to be a first class place to live. And 80% believe that a revitalized downtown will help everyone in the county. Seventy-Two percent are convinced that Downtown will continue to be revitalized over the next five years.

Among those residents that visit the downtown area, 80% are satisfied with Cultural Events, restaurants and amenities like lighting and signage. Although a majority of visitors are satisfied, the amenities most in need of attention in the opinion of visitors are in order more restrooms, police presence, parking, and access to information. Of the 21% of county residents that do not tend to go downtown, 77% say that they obtain the goods and services available downtown from another location but 49% said they simply do not think about going downtown and 42% said that they do not know what is available downtown.

The SRI survey of Use and Perception of Downtown Schenectady was conducted in January 2008 by random telephone calls to 625 Schenectady residents over the age of 18. All overall data reported has a margin of error of ± 3.9 points. For more information or comments, please call Dr. Don Levy, Director Siena College Research Institute, at 518-783-2901. Survey cross-tabulations, the final report and a pdf of the release can be found at www.siena.edu/sri/schenectady08