



## Constant Contact Survey Results

**Survey Name:** Retail/Restaurant Survey Report

**Response Status:** Partial & Completed

**Filter:** None

Jul 01, 2010 3:16:30 PM

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**TextBlock:**

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Where do you do most of your non-grocery shopping (ie, apparel, home furnishings, sporting goods, etc.)?

Answer	0%	100%	Number of Response(s)	Response Ratio
Downtown Columbia			44	14.1 %
Other locations in Columbia			187	59.9 %
Outside Columbia			21	6.7 %
Internet/mail order			46	14.7 %
Other			9	2.8 %
No Response(s)			5	1.6 %
<b>Totals</b>			<b>312</b>	<b>100%</b>

What are the primary reasons for shopping where you do? (Please select your top three reasons.)

Answer	0%	100%	Number of Response(s)	Response Ratio
Convenience			189	61.5 %
Familiarity			102	33.2 %
Loyalty			31	10.0 %
Price			157	51.1 %
Quality			73	23.7 %
Selection			155	50.4 %
Service			23	7.4 %
Other			23	7.4 %
<b>Totals</b>			<b>307</b>	<b>100%</b>

What types of specialty merchandise do we need more of in The District and which would you patronize? (Check all that apply.)

Answer	0%	100%	Number of Response(s)	Response Ratio
Antiques			61	20.8 %
Art & Craft Supplies			93	31.8 %
Beauty Supplies			33	11.3 %
Books			127	43.4 %
Cameras & Supplies			16	5.4 %
Crafts/Handmade Items			65	22.2 %
Computers & Accessories			36	12.3 %
Art Galleries			40	13.6 %
Gifts & Cards			82	28.0 %
Luggage			7	2.3 %
Pets/Pet Supplies			65	22.2 %
Gardening Supplies			47	16.0 %
Sporting Goods			42	14.3 %
Fabric/Sewing/Yarn Supplies			75	25.6 %
Electronics			46	15.7 %
Music & CDs			63	21.5 %
Cooking & Kitchen			166	56.8 %
Toys & Hobbies			90	30.8 %
Sunglasses/Eyeglasses			30	10.2 %
Other			45	15.4 %
<b>Totals</b>			<b>292</b>	<b>100%</b>



What types of household furnishings do we need more of in The District and which would you patronize?  
(Check all that apply.)

Answer	0%	100%	Number of Response(s)	Response Ratio
Furniture			91	32.9 %
Appliances			24	8.6 %
Linens & Towels			145	52.5 %
Garden Supplies & Decor			74	26.8 %
Lighting			52	18.8 %
Hardware			69	25.0 %
Posters/Artwork			80	28.9 %
Accessories & Decor			149	53.9 %
Kitchen & Tabletop			150	54.3 %
Other			10	3.6 %
<b>Totals</b>			<b>276</b>	<b>100%</b>







What types of apparel stores do we need more of in The District and which would you patronize? (Check all that apply.)

Answer	0%	100%	Number of Response(s)	Response Ratio
Women's Casual			148	53.2 %
Women's Business			88	31.6 %
Women's Specialty			58	20.8 %
Men's Casual			85	30.5 %
Men's Business			34	12.2 %
Men's Specialty			38	13.6 %
Children & Infants			67	24.1 %
Teen/Young Adult			41	14.7 %
Outdoor/Gym Wear			60	21.5 %
Shoes			104	37.4 %
Jewelry			52	18.7 %
Accessories			79	28.4 %
Vintage/Used			63	22.6 %
Plus-Sizes			41	14.7 %
Other			12	4.3 %
<b>Totals</b>			<b>278</b>	<b>100%</b>

What types of convenience merchandise do we need more of in The District and which would you patronize? (Check all that apply.)

Answer	0%	100%	Number of Response(s)	Response Ratio
Bakery			130	47.6 %
Building/Home Improvement			30	10.9 %
Groceries			154	56.4 %
Gardening Supplies			33	12.0 %
Hardware			47	17.2 %
Pharmacy			80	29.3 %
Farmer's Market			178	65.2 %
Ready Made Meals			75	27.4 %
Other			11	4.0 %
<b>Totals</b>			<b>273</b>	<b>100%</b>

What kind of personal services do we need more of in The District and which would you patronize? (Check all that apply.)

Answer	0%	100%	Number of Response(s)	Response Ratio
Day Spa			76	33.4 %
Hair/Nail Salons			52	22.9 %
Dry Cleaner/Laundry			71	31.2 %
Tailoring/Alterations			92	40.5 %
Health/Healing			92	40.5 %
Other			8	3.5 %
<b>Totals</b>			<b>227</b>	<b>100%</b>

What kind of leisure/entertainment services do we need more of in The District and which would you patronize? (Check all that apply.)

Answer	0%	100%	Number of Response(s)	Response Ratio
Art Galleries			58	22.2 %
Concerts/Live Music			113	43.2 %
Exercise Studio/Gym			46	17.6 %
Live Theater			100	38.3 %
Movie Theater			130	49.8 %
Yoga/Pilates			49	18.7 %
Outdoor Recreation (please specify in "other")			16	6.1 %
Indoor Recreation (please specify in "other")			12	4.5 %
Restaurants			86	32.9 %
Children's Recreation			57	21.8 %
Other			24	9.1 %
<b>Totals</b>			<b>261</b>	<b>100%</b>







What type of restaurants and cuisines do we need more of in The District and which would you patronize?  
 (Check all that apply.)

Answer	0%	100%	Number of Response(s)	Response Ratio
Bakery			101	36.8 %
Family			91	33.2 %
Coffee Shop			29	10.5 %
Dessert Bar			66	24.0 %
Fast Food			34	12.4 %
Brew Pub			52	18.9 %
Seafood			102	37.2 %
Healthy/Natural			114	41.6 %
Deli			68	24.8 %
Pizza/Italian			48	17.5 %
Steakhouse/Grill			54	19.7 %
Fine Dining			46	16.7 %
Dinner Theater			103	37.5 %
Wine Bar			66	24.0 %
Tea Room			55	20.0 %
Sunday Brunch			89	32.4 %
Ready Made Meals			57	20.8 %
Ethnic Cuisines (please specify in "other")			53	19.3 %
Other			58	21.1 %
<b>Totals</b>			<b>274</b>	<b>100%</b>




Some of these offerings may already be available in The District. Please explain why you may not be choosing to frequent these businesses.

186 Response(s)

Please check your age.

Answer	0%	100%	Number of Response(s)	Response Ratio
18-24			40	12.8 %
25-34			77	24.6 %
35-49			90	28.8 %
50-64			68	21.7 %
65+			6	1.9 %
No Response(s)			31	9.9 %
<b>Totals</b>			<b>312</b>	<b>100%</b>






Please check your gender.

Answer	0%	100%	Number of Response(s)	Response Ratio
Female			229	73.3 %
Male			52	16.6 %
No Response(s)			31	9.9 %
<b>Totals</b>			<b>312</b>	<b>100%</b>

What is your home zip code?

281 Response(s)

What is your annual household income?

Answer	0%	100%	Number of Response(s)	Response Ratio
Less than \$25,000			36	13.3 %
\$25,000 - \$34,999			46	17.1 %
\$35,000 - \$49,999			33	12.2 %
\$50,000 - \$74,999			66	24.5 %
More than \$75,000			89	33.0 %
<b>Totals</b>			<b>269</b>	<b>100%</b>

Where do you get most of your dining and shopping information? (Check your top three)

Answer	0%	100%	Number of Response(s)	Response Ratio
Newspapers			121	43.2 %
Magazines			61	21.7 %
Radio			79	28.2 %
TV			53	18.9 %
Internet/Social media			165	58.9 %
Word of mouth			201	71.7 %
Other			19	6.7 %
<b>Totals</b>			<b>280</b>	<b>100%</b>

How often do you visit The District?

Answer	0%	100%	Number of Response(s)	Response Ratio
Once a week or more			176	62.6 %
Once a month			84	29.8 %
Four times a year			21	7.4 %
Once a year			2	<1 %
Never			0	0.0 %
<b>Totals</b>			<b>281</b>	<b>100%</b>

I own an iPod.

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			157	50.3 %
No			123	39.4 %
No Response(s)			32	10.2 %
<b>Totals</b>			<b>312</b>	<b>100%</b>

Thank you so much for your help.

265 Response(s)