

Appendix C.

Downtown Niles Consumer Survey
Questionnaire and Tabulations



**Downtown Niles Consumer Survey
For the Downtown Niles Market Study Project**

Total Sample: 399

Telephone: 203

Intercept: 196

April, 2005

1. What is the Zip Code of your permanent residence

Zip Code - Locale	Total		Intercept		Telephone	
49120 – Niles, MI	238	61.3%	140	74.1%	98	49.2%
49107 – Buchanan, MI	24	6.2%	13	6.9%	11	5.5%
49103 – Berrien Springs, MI	23	5.9%	8	4.2%	15	7.5%
49112 – Edwardsburg, MI	14	3.6%	3	1.6%	11	5.5%
49047 – Dowagiac, MI	12	3.1%	4	2.1%	8	4.0%
All Others (30 Unique)	77	19.8%	21	11.1%	56	28.1%
Total	388	100%	189	100%	199	100%

2. How many years have you lived in the Niles area?

Resident in Area	Total		Intercept		Telephone	
A. Less than 1 year	22	5.7%	12	6.2%	10	5.1%
B. 1 to 5 years	52	13.4%	23	11.9%	29	14.9%
C. 6 to 10 years	35	9.0%	13	16.7%	22	11.3%
D. 11 years or more	257	66.1%	127	65.5%	130	66.7%
E. Out of Area Visitor	23	5.9%	19	9.8%	4	2.1%
Total	389	100%	194	100%	195	100%

3. How often do you go to downtown Niles **to do errands and business** at a bank, office, or other service-related business?

Frequency – Errands	Total		Intercept		Telephone	
A. Daily	67	17.6%	49	26.5%	18	9.2%
B. 1 or 2 times a week	138	36.2%	70	37.8%	68	34.7%
C. Once or twice a month	84	22.0%	42	22.7%	42	21.4%
D. Once or twice a year	27	7.1%	9	4.9%	18	9.2%
E. Seldom or never	65	17.1%	15	8.1%	50	25.5%
Total	381	100%	185	100%	196	100%

4. How often do you go to downtown Niles for **eating, drinking and entertainment**?

Frequency – Eat, Drink & Entertain	Total		Intercept		Telephone	
A. Daily	11	2.9%	10	5.4%	1	0.5%
B. 1 or 2 times a week	81	21.5%	41	22.2%	40	20.9%
C. Once or twice a month	103	27.4%	64	34.6%	39	20.4%
D. Once or twice a year	59	15.7%	33	17.8%	26	13.6%
E. Seldom or never	122	32.4%	37	20.0%	85	44.5%
Total	376	100%	185	100%	191	100%

5. How often do you **shop** in downtown Niles?

Frequency – Shopping	Total		Intercept		Telephone	
A. Daily	14	3.7%	10	5.5%	4	2.0%
B. 1 or 2 times a week	60	15.8%	28	15.4%	32	16.2%
C. Once or twice a month	96	25.3%	57	31.3%	39	19.8%
D. Once or twice a year	50	13.2%	27	14.8%	23	11.7%
E. Seldom or never	159	42.0%	60	33.0%	99	50.3%
Total	379	100%	182	100%	197	100%

6. Do you do most of your shopping on weekdays or during the weekend?

Preferred Shopping Days	Total		Intercept		Telephone	
A. Weekdays (Mon. – Fri.)	136	36.6%	72	40.2%	64	33.2%
B. Weekend (Sat. & Sun.)	148	39.8%	61	34.1%	87	45.1%
C. No Preference	88	23.7%	46	25.7%	42	21.8%
Total	372	100%	179	100%	193	100%

7. Do you do most of your shopping during the morning, afternoon or evening?

Time Most Shopping Done	Total		Intercept		Telephone	
A. Morning	78	21.9%	30	17.2%	48	26.4%
B. Afternoon	125	35.1%	58	33.3%	67	36.8%
C. Evening	70	19.7%	39	22.4%	31	17.0%
D. No Preference	83	23.3%	47	27.0%	36	19.8%
Total	356	100%	174	100%	182	100%

8. What **specific type** of new business would you patronize in downtown Niles?

Summary of most frequent responses, categorized and shown based on frequency. Complete list of responses attached.

Category/Subcategory	Count
<u>Eating & Drinking Places</u>	94
Restaurant – General	67
Coffee House/Shop	8
Ice Cream Shop	5
Drinking Places	5
Family Restaurant	4
All Others	10
<u>Clothing & Accessories</u>	81
Clothing – General	44
Women's	18
Shoes	13
All Others	6
<u>General Merchandise</u>	45
Department Stores	30
Discount	10
All Others	5
<u>Sporting Goods, Hobby, Book & Music</u>	39
Book, Periodical & Music	22
Hobby/Craft	11
Sporting Goods	6
<u>Grocery & Specialty Foods</u>	13
Miscellaneous/Specialty/Other:	
Hardware	7
Used Merchandise & Antiques	5
Gifts	5

9. Would you place a high, moderate or low **priority** on possible downtown revitalization efforts to:

9.1 Restore and preserve the downtown's historic character?	Total		Intercept		Telephone	
A. High	182	48.4%	80	43.7%	102	52.8%
B. Moderate	144	38.3%	80	43.7%	64	33.2%
C. Low	29	7.7%	18	9.8%	11	5.7%
D. No Opinion	21	5.6%	5	2.7%	16	8.3%
Total	376	100%	183	100%	193	100%

9.2 Stage additional festivals and special events in the downtown area?	Total		Intercept		Telephone	
A. High	193	50.9%	82	44.6%	111	56.9%
B. Moderate	132	34.8%	79	42.9%	53	27.2%
C. Low	28	7.4%	14	7.6%	14	7.2%
D. No Opinion	26	6.9%	9	4.9%	17	8.7%
Total	379	100%	184	100%	195	100%

9.3 Improve connections between the riverfront and the downtown?	Total		Intercept		Telephone	
A. High	164	43.5%	75	40.8%	89	46.1%
B. Moderate	139	36.9%	81	44.0%	58	30.1%
C. Low	38	10.1%	18	9.8%	20	10.4%
D. No Opinion	36	9.5%	10	5.4%	26	13.5%
Total	377	100%	184	100%	193	100%

9.4 Promote tourism and attract more visitors to the downtown?	Total		Intercept		Telephone	
A. High	206	54.6%	87	47.3%	119	61.7%
B. Moderate	121	32.1%	74	40.2%	47	24.4%
C. Low	31	8.2%	16	8.7%	15	7.8%
D. No Opinion	19	5.0%	7	3.8%	12	6.2%
Total	377	100%	184	100%	193	100%

9.5 Aggressively market the downtown to consumers?	Total		Intercept		Telephone	
A. High	208	55.6%	91	50.3%	117	60.6%
B. Moderate	117	31.3%	69	38.1%	48	24.9%
C. Low	23	6.1%	13	7.2%	10	5.2%
D. No Opinion	26	7.0%	8	4.4%	18	9.3%
Total	374	100%	181	100%	193	100%

10. Of the following, which **two (2)** media sources do you use most often to get **Niles area news and information about Niles events and businesses?**

Preferred Media Sources	Total		Intercept		Telephone	
A. Newspaper	237	59.4%	123	62.8%	114	56.2%
B. Shoppers Guide	43	10.8%	14	7.1%	29	14.3%
C. Television	164	41.1%	72	36.7%	92	45.3%
D. AM/FM Radio	97	24.3%	49	25.0%	48	23.6%
E. Yellow Pages	23	5.8%	12	6.1%	11	5.4%
F. Direct Mail	20	5.0%	14	7.1%	6	3.0%
G. Internet and Email	52	13.0%	30	15.3%	22	10.8%
H. Other	40	10.0%	22	11.2%	18	8.9%
I. None	12	3.0%	7	3.6%	5	2.5%
Total	688		343		345	

Data Note: Up to two (2) responses allowed. Percentages shown based on total survey sample. Percentages do not equal 100%

11. Have you purchased any products on the Internet within the last 12 months?

Internet Purchases within 12 Months	Total		Intercept		Telephone	
A. Yes	170	44.6%	96	52.2%	74	37.6%
B. No	211	55.4%	88	47.8%	123	62.4%
Total	381	100%	184	100%	197	100%

12. Compared to other places you frequently shop and do business, is downtown Niles stronger, weaker or equal in terms of:

12.1 Selection & Variety	Total		Intercept		Telephone	
A. Stronger	18	4.9%	8	4.6%	10	5.2%
B. Weaker	254	69.4%	144	82.8%	110	57.3%
C. Equal	47	12.8%	13	7.5%	34	17.7%
D. Don't Know	47	12.8%	9	5.2%	38	19.8%
Total	366	100%	174	100%	192	100%

12.2 Customer Service	Total		Intercept		Telephone	
A. Stronger	86	23.3%	41	23.2%	45	23.4%
B. Weaker	65	17.6%	41	23.3%	24	12.5%
C. Equal	138	37.4%	67	37.9%	71	37.0%
D. Don't Know	80	21.7%	28	15.8%	52	27.1%
Total	369	100%	177	100%	192	100%

12.3 Convenience	Total		Intercept		Telephone	
A. Stronger	130	35.6%	57	32.4%	73	38.6%
B. Weaker	97	26.6%	63	35.8%	34	18.0%
C. Equal	95	26.0%	46	26.1%	49	25.9%
D. Don't Know	43	11.8%	10	5.7%	33	17.5%
Total	365	100%	176	100%	189	100%

12.4 Prices & value	Total		Intercept		Telephone	
A. Stronger	47	12.8%	14	8.0%	33	17.4%
B. Weaker	112	30.6%	73	41.5%	39	20.5%
C. Equal	128	35.0%	59	33.5%	69	36.3%
D. Don't Know	79	21.6%	30	17.0%	49	25.8%
Total	366	100%	176	100%	190	100%

12.5 Parking convenience	Total		Intercept		Telephone	
A. Stronger	77	21.1%	31	17.6%	46	24.3%
B. Weaker	136	37.3%	75	42.6%	61	32.3%
C. Equal	111	30.4%	60	34.1%	51	27.0%
D. Don't Know	41	11.1%	10	5.7%	31	16.4%
Total	365	100%	176	100%	189	100%

12.6 Attractiveness	Total		Intercept		Telephone	
A. Stronger	155	43.4%	64	36.6%	91	50.0%
B. Weaker	63	17.6%	45	25.7%	18	9.9%
C. Equal	106	29.7%	56	32.0%	50	27.5%
D. Don't Know	33	9.2%	10	5.7%	23	12.6%
Total	357	100%	175	100%	182	100%

12.7 Cleanliness	Total		Intercept		Telephone	
A. Stronger	159	43.6%	56	31.8%	103	54.5%
B. Weaker	39	10.7%	27	15.3%	12	6.3%
C. Equal	134	36.7%	81	46.0%	53	28.0%
D. Don't Know	33	9.0%	12	6.8%	21	11.1%
Total	365	100%	176	100%	189	100%

13. What is the first thing that should be done to improve downtown Niles?

Summary of categorized subjects and topics shown. Complete list of responses included as attachment.

Category/Subcategory	Count
Add/Recruit Business	125
Retail	70
General	36
Eating & Drinking	17
Entertainment	2
Appearances	36
Buildings	20
Maintenance & Cleanliness	6
General/Other	6
Streetscape Features	4
Streets & Traffic	19
Repairs – Streets, Walks, etc.	16
General/Other	3
Parking – All Topics	18
Marketing & Promotion	13
Events	8
Advertising	3
General/Other	2
Safety & Security	6
Access – Pedestrian & Riverfront	6
Redevelopment – All Topics	4
Other/Undefined	34

14. Would you consider living in new housing that might be developed in the downtown Niles area?

Housing Resident Potential	Total		Intercept		Telephone	
A. Yes	66	17.6%	31	17.1%	35	18.0%
B. No	233	62.1%	101	55.8%	132	68.0%
C. Maybe/Don't Know	76	20.3%	49	27.1%	27	13.9%
Total	375	100%	181	100%	194	100%

↖ ↗ 14.1 If yes, which of the following housing options would you consider?

Note: Multiple responses allowed. Percentages based on sample indicating “Yes” to Question No. 14.

Housing Options Considered	Total		Intercept		Telephone	
A. Upper-level rental apartment/loft	28	42.4%	13	41.9%	15	42.9%
B. Town house rental	29	43.9%	17	54.8%	12	34.3%
C. Town house purchase	23	34.8%	12	38.7%	11	31.4%
D. Condominium	24	36.4%	11	35.5%	13	37.1%
E. Live/work unit	18	27.3%	9	29.0%	9	25.7%
F. Other	12	18.2%	6	19.4%	6	17.1%

15. What is your gender?

Gender	Total		Intercept		Telephone	
A. Female	246	64.9%	119	65.0%	127	64.8%
B. Male	133	35.1%	64	35.0%	69	35.2%
Total	379	100%	183	100%	196	100%

16. What is your age?

Respondent Age	Total		Intercept		Telephone	
A. Less than 25	31	8.2%	16	8.7%	15	7.7%
B. 25 to 34 years	56	14.8%	31	16.9%	25	12.8%
C. 35 to 44 years	89	23.5%	47	25.7%	42	21.5%
D. 45 to 54 years	82	21.7%	37	20.2%	45	23.1%
E. 55 to 64 years	58	15.3%	27	14.8%	31	15.9%
F. 65 to 74 years	37	9.8%	20	10.9%	17	8.7%
G. 75 to 84 years	21	5.6%	5	2.7%	16	8.2%
H. 85+ years	4	1.1%	0	0.0%	4	2.1%
Total	378	100%	183	100%	195	100%

17. How many people live in your household?

Household Size	Total		Intercept		Telephone	
A. 1	51	13.5%	23	12.6%	28	14.4%
B. 2	144	38.1%	62	33.9%	82	42.1%
C. 3	75	19.8%	43	23.5%	32	16.4%
D. 4	58	15.3%	37	20.2%	21	10.8%
E. 5	32	8.5%	13	7.1%	19	9.7%
F. 6 or more	18	4.8%	5	2.7%	13	6.7%
Total	378	100%	183	100%	195	100%

18. What is your total gross annual household income?

Gross Annual Household Income	Total		Intercept		Telephone	
A. Less than \$15,000	38	11.5%	12	7.3%	26	15.7%
B. \$15,000 to \$24,999	50	15.2%	23	14.0%	27	16.3%
C. \$25,000 to \$34,999	37	11.2%	20	12.2%	17	10.2%
D. \$35,000 to \$49,999	64	19.4%	28	17.1%	36	21.7%
E. \$50,000 to \$74,999	78	23.6%	46	28.0%	32	19.3%
F. \$75,000 to \$99,999	29	8.8%	16	9.8%	13	7.8%
G. \$100,000 to \$149,999	22	6.7%	11	6.7%	11	6.6%
H. \$150,000 to \$199,999	5	1.5%	3	1.8%	2	1.2%
I. \$200,000 or greater	7	2.1%	5	3.0%	2	1.2%
Total	320	100%	160	100%	160	100%

Attachment No. 1

Raw Data Responses

Question No. 8: What **specific type** of new business would you patronize in downtown Niles?

Response	Count
7-11 on front street	1
a cd record shop	1
a good coffee shop, bookstore, music store	1
a good family restaurant	1
a kid friendly environment	1
a shoe store	1
a teenage place	1
activities for children	1
activity	1
an outdoor type business, ex: the riverwalk and enjoy it daily	1
another parmalee	1
another rawleys shoe store	1
antique	2
antique shopping, sit down ice cream shop,special dessert restaurant, kids skatrix	1
applebees, target	1
aquarium-pet store	1
balloon shop	1
bar	2
barnes & noble	1
barnes and noble books	1
bars	1
bigger & better bookstore, eco friendly clothing, eco friendly organic food coop	1
bigger sporting goods store	1
book store	1
book store, clothing store, craft store	1
book store, kohls like dept store	1
book store, used books, clothing store, shoe store	1
bookshop, coffee house, non smoking	1
bookstore	2
boutiques - clothing	1
boutiques, dept stores	1
breakfast restaurant, clothing store	1
breakfast/soup & sandwich place, plays more support of the arts	1
car was & detail shop	1
cheap consignment	1
cheaper grocery store, like aldis	1
chick fillet	1
childrens store	1
christian book store	1
classier than family dollar	1
clothes for big women	1
clothier mens	1
clothing	6
clothing - women	1
clothing & shoe stores	1
clothing & shoes	1
clothing or gl perry type(something higher class than family dollar) something besides antique store	1
clothing or restaurant	1
clothing place	1
clothing shop	1
clothing specialty	1
clothing store	1
clothing store/department store	1
clothing store/dollar store but with better stuff	1
clothing stores	1
clothing/restaurant	2
clothing/shopping centers	1
coffee shop	2
coffee shop, boutiques,clothing, bakery	1
coffee shop, espresso	1

Attachment No. 1 – Page 2

Raw Data Responses

Question No. 8: What **specific type** of new business would you patronize in downtown Niles?

Response	Count
coffee/donut shop	1
computer café	1
computer store, office	1
craft shop	1
craft store	1
custom imports parts store	1
decent clothing stores - used to have	1
department or pet	1
department store	5
department store - womens clothing	1
department store like parmalees	1
department stores	1
dept store - pennys	1
dept/clothing store	1
detailing cars (paint)	1
discount clothing, books, music, movies	1
discount store, furniture	1
don't	1
don't know	1
don't know - restaurant	1
dress store (clothing) dime store	1
dress/clothing ladies	1
dress/clothing shop	1
drop in child care	1
drug store	1
easy access coffee shop, bookstore, gift shops of eliz b quality	1
eating establishment	1
eating establishment, something out of the ordinary	1
eating places	1
fabric store	1
family entertainment	1
family restaurant	1
family restaurant, good decent	1
farming supplies and work shoes	1
festivals	1
five and ten cent store	1
florist, grocery, auto part	1
food store, home improvement	1
food, \$1-kmart	1
garden and plant/nursery	1
gas station	1
general store or hardware	1
gifts	1
good general store	1
good ladies shop	1
good mid range clothing store reasonable price	1
good restaurant	1
good restaurant, good art festival	1
good selection, scrapbook store, hobby store	1
grocery store, ice cream shop	1
grocery, dept store	1
h&r block	1
hacienda	1
hardings	1
hardware	2
hardware store	1
hardware store, eatery	1
hgiher end mens clothing	1
high perfor auto mart	1
hobby store	1
home accessories, gift shop	1

Attachment No. 1 – Page 3

Raw Data Responses

Question No. 8: What **specific type** of new business would you patronize in downtown Niles?

Response	Count
home décor	1
homeless shelter is missing	1
household items	1
hunting & fishing store	1
ice cream shop	1
ice cream store	2
indoor mall	1
kohls	1
ladies clothing or dime store	1
lady's dress shop	1
ladys shop, restaurant	1
landscaping companies, kids amusement (recreation) facilities, clothing stores, book stores	1
large department store	1
large retailer	1
lumber yard	1
lunch, festivals	1
mall, krogers	1
meijers	1
meijers, restaurant upscale	1
midrange clothing	1
more clothing options (designer boutiques)	1
more clothing stores	1
more entertainment	1
more restaurants	2
more specific retail-shoes, clothing (new)	1
more womens clothing stores, applebees or fridays	1
motorcycle dealership	1
music store	1
music store-listening	1
need retail	1
new discount retailer or competitive hardware	1
new front café	1
new restaurant	1
nice chain restaurant	1
nice dress shop	1
nice restaurant	1
nice women's clothing store	1
night club	1
no answer	1
no idea - malls are better, downtown not competitive as walmart	1
no opinion	1
no preference	1
no way to get	1
non profit community development	1
non smoking restaurant	1
none	1
not a duplication, not a franchise, we have enough on grape rd	1
not sure	1
not sure-maybe a good restaurant	1
notions shop, small appliance	1
one big outdoors store like lunkers on the river	1
open	1
penney's	1
penneys dept store	1
pennys, craft	1
pennys-department store	1
photo store	1
porno shop	1
quaint boutiquey art type stores	1
ready to wear, gen merchandise, gift shops, crafts	1
recreation center	1

Attachment No. 1 – Page 4

Raw Data Responses

Question No. 8: What **specific type** of new business would you patronize in downtown Niles?

Response	Count
recreational activities	1
restaurant	14
restaurant - retail grocery store	1
restaurant or grocery	1
restaurant with bars	1
restaurant, clothing	1
restaurant, clothing store	1
restaurant, dress shop	1
restaurant, family or dress shop, department store	1
restaurant, hacienda or applebees	1
restaurant, household goods	1
restaurant-applebees, steak house, red lobster	1
restaurant-mens clothing -shoer	1
restaurants	9
restaurants, ethnic or computer café	1
restaurants/gift shop	1
restuarants/shopping	1
retail sales, restaurants	1
retaurant-sports bar/hacienda	1
riverfront café	1
rubber stamp store	1
salon	1
seed store	1
sewing center	1
sewing shop	1
shoe and clothing store	1
shoe or clothing stores	1
shoe store or health and wellness store (vitamins)	1
shoe store, sporting shops, penny of course, childrens clothing that's affordable	1
shoes and jeans	1
shopping	1
some kind of entertainment	1
something for kids	1
something kids activity art school	1
something that would create jobs, benefit other, generating opportunity	1
soul food restaurant	1
soup/shop	1
specialty food-similar to hestons or brewsters, clothing store	1
specialty shops	1
specialty video for christian homes	1
sporting good, bait or tackle, more shops	1
sporting goods store, fishing store by river	1
sports cards	1
store	1
sushi bar	1
target	1
target or mall	1
teen center	1
teen clothing	1
theater or some sort of stage shows	1
theatre	1
theatre (old ready)	1
too far away-wont go	1
up to date clothing, after school for kids	1
used book store	1
video/cd record store	1
walmart, kmart, sears, penny	1
women's apparel, hardware	1
womens clothing store	1
womens clothing, pet store	1
would like to see computer graphics business (photography)	1

Attachment No. 2

Raw Data Responses

Question No. 13: What is the first thing that should be done to improve downtown Niles?

Response	Count
a few more restaurants	1
about good business	1
access to the river	1
add business	1
advertising	1
advertising/getting the word out	1
alleys clean up	1
already have done so much restoration	1
appearance	1
attract better variety of shops	1
attract major retailer	1
better parking	1
better restaurants and shops	1
better restaurants to eat, a chain rest, hacienda, etc	1
better variety	1
bigger variety of retail	1
books, coffee shop	1
bring a decent sit down restaurant	1
bring ice sculpture back, restaurants	1
bring in a meijer, she likes flowers great idea	1
bring in more businesses - too many empty spaces	1
bring in more businesses (especially clothing)	1
bring in new business	1
bring in new businesses	1
bring in smaller specialty shop like dowagiac	1
bring in variety of businesses	1
bring more variety of business	1
bring practical business	1
bringing in more business	1
build shopping complex across from old theater with a welcome to nils design	1
business revitalization	1
businesses	1
casino	1
change the new street lights to hps ltg	1
choice of well done shops	1
clean downtown buildings up	1
clean it up/more stores	1
clean up all the old buildings	1
clean up crack neighborhood	1
clean up litter - fix streets	1
cleaner trash	1
cleaners	1
clock	1
consistency of awnings and storefronts and signage	1
continue with restoration projects	1
continue working in downtown	1
convenience for disabled citizens-automatic opening of doors, especially in banks and restaurants	1
create employment that give people living wage	1
department store, sears or penny or ls ayres variety store	1
department stores, variety store, indoor concerts	1
dime store, cab service	1
don't know	4
don't know keep on doin	1
don't know	1
eating establishments, marquee for movie theater	1
encourage more shops, general gift shops	1
establishment for younger crowd, clubs, etc	1

Attachment No. 2 – Page 2

Raw Data Responses

Question No. 13: What is the first thing that should be done to improve downtown Niles?

Response	Count
family restaurant	1
fewer empty shops	1
fill all stores, I know it is not downtown but do something with eastgate tearing it down would be great	1
fill empty stores	1
fill empty storefronts	1
fill in the empty stores	1
fill vacant store fronts-more variety	1
finish a project - buildings & streetscape, getting better	1
finish building refurbishments	1
finish current projects	1
finish restorations	1
finish restoring storefronts	1
finish restoring the buildings	1
finish started repairs, bring in chain restaurants	1
finish store fronts	1
finish up all construction and announce the end as complete	1
fix all pot holes	1
fix pot holes	1
fix road	1
fix roads	1
fix up south side of daily star building	1
food/wine	1
for all of sw michigan - we need to clean up our state	1
gas station	1
get a sports card store	1
get better retail stores on main street	1
get bigger chain stores	1
get businesses other than antique shops	1
get cool things downtown - things in other cities places for people to do or go, sell more variety	1
get more businesses or restaurants	2
get more retail stores	1
get quality retailers, variety	1
get rid of planters, etc that block sidewalk, fear of slippery bricks	1
get rid of ugly riverfront square plaza so we can see the beautiful river again	1
get rid of vandals (ice sculptures and brick planters)	1
get some shops besides antiques	1
get stores in the low & med class people can afford not antique shops affordable stores	1
get vacant buildings filled with new businesses	1
getting either restaurants or specialty shops	1
good question	1
have a non smoking non alcohol casual dining restaurant	1
have el amigo pepe repaint their building to "normal" colors and remove the inappropriate painting of the man and woman having sex	1
have more shops open and available	1
have stores	1
have well known shop like jc pennys or tj max	1
I don't know, maybe something like the south bend chocolate factory	1
improve front st. n to city limits in front of county bldg	1
improve parking	1
improve retail quality	1
improved parking	1
keep restoring buildings - facades are important	1
keep trucks away, more open stores	1
keep up work on housing and law enforcement	1
lighting parking	1
like it now	1
like river and park	1
looks are everything/better fishing locations	1

Attachment No. 2 – Page 3

Raw Data Responses

Question No. 13: What is the first thing that should be done to improve downtown Niles?

Response	Count
looks dead - to make it more alive	1
loves it as it is	1
make building look pretty	1
make businesses more inviting - curb appeal	1
make it look fuller - fill buildings	1
make things for kids to attend	1
mall area for shops and restaurants	1
more activity	1
more attractions	1
more attractive physically	1
more business	1
more business - shopping/cloth	1
more business-entertainment	1
more businesses	3
more businesses other than antique shops	1
more clothing and furniture stores	1
more clothing stores with variety	1
more cultural events	1
more diverse shopping stuff you cant get anywhere else to draw outside people, Diamond Lake MI	1
more entertainment	1
more evening hours for merchants	1
more family oriented activities	1
more family oriented stores	1
more interesting shops (dowagiac)	1
more paiting and eastgate shopping center, do something please more things for children	1
more park	1
more park.	1
more parking	3
more restaurants	1
more retail stores	1
more retailers	1
more shopper friendly	2
more shopping	1
more shopping and entertainment	1
more shops	1
more shops better parkin	1
more shops restaurants riverfront better menu	1
more specialty shops I.e. baker, shoe repair, etc	1
more sporting goods - river connection	1
more stores	3
more stores to walk around and shop for day - clothing, etc	1
more stores, better parking	1
more stores/variety	1
more unique boutiques and trendy places to eat	1
more variety in stores	1
more variety more stores	1
more variety of stores	3
more young adult attractions (more shows for younger generation or ampitheatre)	1
must have variety in smaller area - convenience is thing	1
need a good store with quality	1
need more business	1
need to clean parking lots	1
need to get a variety of stores, furniture	1
needs more variety, serious address crime	1
new business	1
new stores	2
newer stores	1
nice restaurant with smoking	1

Attachment No. 2 – Page 4

Raw Data Responses

Question No. 13: What is the first thing that should be done to improve downtown Niles?

Response	Count
nicer storefronts	1
no idea	1
no opinion	2
not much already, most stores are occupied, new sidewalks done WWII monument	1
nothing wrong with it	1
offer more leisure, personal options	1
ok as is lots of improvements already made	1
ok as it is - lots of improvements already made	1
open	1
open a couple diffenet businesses-kilwins with reasonable prices, outdoor eating area, safety for women alone at night-doesn't feel safe at night, would like improvement	1
open more bars and restaurants	1
open more shops	1
parking	6
parking is stillbad-more nice restaurants	1
parking lots improved	1
parking need more	1
pauls toggery-type mens clothing	1
people	1
places for kids to have fun	1
plow snow so that no snow is in middle of road	1
pot hole	1
programs to attract unique and exciting new stores	1
promote new businesses	1
put left turn lane back on 2nd street	1
put something in to draw customers	1
put the clock back up	1
quality stores	1
reconstruct ft st joseph, bring tourists from other areas	1
redo all downtown	1
redo turning & parkng, sidewalks too crowded now,	1
remove huge ugly flower boxes	1
repair the streets	1
restaurant	1
restaurants, minority owned businesses of different ethnicity	1
restore buildings, finish work	1
retail stores so we don't have to go to another area (walmart)	1
return remaining stores to their original look	1
revitalize the rundown area (between lake and oak streets)	1
road repair	1
roads	2
roads - potholes	1
roads and buildings	1
roads or building fronts	1
run down historic homes	1
security	1
sell more things	1
send out info	1
shopping centers, meijers	1
shops and restaurants, also festivals	1
some new businesses	1
something else during concerts, concession, ice sculpture good-more events like that	1
stores selling products	1
stores that people go out of town for	1
street, main street needs repaved and lined	1
streets	1
take advantage of the river	1
take out mr c's	1

Attachment No. 2 – Page 5

Raw Data Responses

Question No. 13: What is the first thing that should be done to improve downtown Niles?

Response	Count
take the guy with the cart of cans away	1
technical schools, bookstores, nightly reading, kids activities	1
the shops downtown	1
this is only second time here	1
trees & flowers	1
try to bring in new businesses - give tax incentives or something to attract	1
up attractiveness	1
use of second floor office space	1
use storefronts that are empty for attractive tasteful displays lit up at night	1
variety of business, music store, clothing store	1
variety of shops, flowers, specialty, daily use	1
variety of stores	1
variety of stores, like when growing up	1
very lovely town	1
wheel chair access	1