

Appendix D.

Downtown Niles Business Survey  
Questionnaire and Tabulations



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

## Tabulated Results

Total Sample Size = 89 Questionnaires

**April 2005**

1. What is your **primary** business type?

<u>85 Responses</u>	<u>Count</u>	<u>Pct.</u>
A. Retail	22	25.9%
B. Service	21	24.7%
C. Professional/Office	19	22.4%
D. Financial/Banking	6	7.1%
E. Food & Beverage	10	11.8%
F. Non-profit	2	2.4%
G. Other	5	5.9%

2. Do you own or rent your business location?

<u>85 Responses</u>	<u>Count</u>	<u>Pct.</u>
A. Own	40	47.1%
B. Rent	45	52.9%

3. How long has your business existed in downtown Niles?

<u>89 Responses</u>	<u>Count</u>	<u>Pct.</u>
A. Less than 1 year	11	12.4%
B. 1-4 years	18	20.2%
C. 5-9 years	17	19.1%
D. 10-20 years	18	20.2%
E. 20+ years	25	28.1%

4. Which one of the following best describes your **primary** customer base?

<u>79 Responses</u>	<u>Count</u>	<u>Pct</u>
A. Niles Area Residents	72	91.1%
B. Visitors and Tourists	7	8.9%

5. Which one of the following best describes the **main reason** for customers to do business with you?

<u>68 Responses</u>	<u>Count</u>	<u>Pct</u>
A. Selection & variety	12	17.6%
B. Customer service	11	16.2%
C. Convenience	4	5.9%
D. Price of goods & services	13	19.1%
E. Reputation	20	29.4%
F. Other	8	11.8%

6. Of the following media and direct marketing resources, which **two (2)** are most effective for your business?

**Note: Up to two responses allowed; Counts and Percentages indicate number of affirmative respondents and are based on total survey sample of 89**

Sample = 89	Count	Pct
A. Newspaper	23	25.8%
B. Shoppers Guide	5	5.6%
C. Television	4	4.5%
D. AM/FM Radio	13	14.6%
E. Yellow Pages	26	29.2%
F. Direct Mail	19	21.3%
G. Internet and Email	12	13.5%
H. Other	29	32.6%
- Word of Mouth/Referrals (17)		
- Others (12)		
I. None	9	10.1%

7. Does your business have an Internet website?

88 Responses	Count	Pct
A. Yes	47	53.4%
B. No	41	46.6%

8. Would you consider participating in a downtown Niles cooperative advertising or marketing program?

86 Responses	Count	Pct
A. Yes	24	27.9%
B. No	16	18.6%
C. Don't Know	46	53.5%

9. What type of new businesses, located near you, would help your business generate more revenue? **(Please be specific)**

Data Note: Up to three responses allowed. Most frequent responses for specific business types shown on a cumulative basis. Complete list of responses included as attachment.

Category/Subcategory	Category Count
1. Clothing & Clothing Accessories	23
Clothing – General	7
Women's	7
Shoes	6
Other	3
2. Professional/Office	21
Pro/Office – General	7
Medical	6
Legal/Accounting	5
Other	3
3. Food Services and Drinking Places	20
Restaurant	13
Fast Food	4
Other	3

10. Which of the following best describes the potential for your business to expand within the next 1 or 2 years?

<u>87 Responses</u>	<u>Count</u>	<u>Pct</u>
A. High likelihood	33	37.9%
B. Some likelihood	31	35.6%
C. Low likelihood	13	14.9%
D. No likelihood	10	11.5%

11. In the next year or two, do you plan to change or modify your business in any of the following ways? (Please check all that apply.)

**Note: Multiple responses allowed; Counts and Percentages indicate number of affirmative respondents and are based on total survey sample of 89**

<u>Sample = 89</u>	<u>Count</u>	<u>Pct</u>
A. Expand your business	39	43.8%
B. Down-size your business	2	2.2%
C. Expand hours of operation	16	18.0%
D. Decrease hours of operation	4	4.5%
E. Increase marketing	32	36.0%
F. Decrease marketing	1	1.1%
G. Expand store inventory	18	20.2%
H. Decrease store inventory	1	1.1%
I. Increase number of employees	39	43.8%
J. Decrease number of employees	3	3.4%
K. Start and/or complete building improvements	26	29.2%
L. Relocate your business in the downtown	3	3.4%
M. Move your business out of the downtown	6	6.7%
N. Sell your business	3	3.4%
O. Close your business	1	1.1%
P. Other	5	5.6%

12. Would you be inclined to use any of the following business programs and incentives? (Check all that apply)

**Note: Multiple responses allowed; Counts and Percentages indicate number of affirmative respondents and are based on total survey sample of 89**

<u>Sample = 89</u>	<u>Count</u>	<u>Pct</u>
A. Business management consultations	6	6.7%
B. Business marketing consultations	15	16.9%
C. Business assistance seminars	10	11.2%
D. E-Commerce Website Assistance	8	9.0%
E. Low-interest line of credit/payment	14	15.7%
F. Low-interest building improvement loans	19	21.3%
G. Free/low-cost building improvement design service	12	13.5%
H. Assistance to sell your building and/or business	2	2.2%
I. Other	3	3.4%

13. What is your annual rent per square foot expense? ( $[\text{Monthly Rent} \times 12] \div \text{Square Feet Occupied}$ )

<u>64 Responses</u>	<u>Count</u>	<u>Pct</u>
A. Less than \$3 per square foot	9	14.1%
B. \$3 to \$6 per square foot	11	17.2%
C. \$6 to \$8 per square foot	9	14.1%
D. \$8 to \$10 per square foot	5	7.8%
E. \$10 to \$12 per square foot	2	3.1%
F. \$12 to \$15 per square foot	0	0.0%
G. \$15 + per square foot	0	0.0%
H. Not Applicable	28	43.8%

14. Does the rent amount indicated in Question No. 13 include most or all utilities?

<u>64 Responses</u>	<u>Count</u>	<u>Pct</u>
A. Yes	10	15.6%
B. No	31	48.4%
C. Not Applicable	23	35.9%

15. What is your annual sales volume per square foot? ( $\text{Gross Annual Sales/Revenues} \div \text{Square Feet Occupied}$ )

<u>59 Responses</u>	<u>Count</u>	<u>Pct</u>
A. Less than \$25 per square foot	8	13.6%
B. \$25 to \$50 per square foot	5	8.5%
C. \$50 to \$75 per square foot	4	6.8%
D. \$75 to \$100 per square foot	2	3.4%
E. \$100 to \$125 per square foot	1	1.7%
F. \$125 to \$150 per square foot	3	5.1%
G. \$150 + per square foot	11	18.6%
H. Not Applicable	25	42.4%

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

16.1 Restore and preserve the downtown's historic character?

83 Responses	Count	Pct
A. High	41	49.4%
B. Moderate	29	34.9%
C. Low	8	9.6%
D. No Opinion	5	6.0%

16.2 Stage additional festivals and special events in the downtown area?

82 Responses	Count	Pct
A. High	42	51.2%
B. Moderate	26	31.7%
C. Low	11	13.4%
D. No Opinion	3	3.7%

16.3 Improve connections between the riverfront and the downtown?

84 Responses	Count	Pct
A. High	41	48.8%
B. Moderate	30	35.7%
C. Low	9	10.7%
D. No Opinion	4	4.8%

16.4 Promote tourism and attract more visitors to the downtown?

85 Responses	Count	Pct
A. High	45	52.9%
B. Moderate	27	31.8%
C. Low	10	11.8%
D. No Opinion	3	3.5%

16.5 Aggressively market the downtown to consumers?

85 Responses	Count	Pct
A. High	52	61.2%
B. Moderate	25	29.4%
C. Low	6	7.1%
D. No Opinion	2	2.4%

16.6 Aggressively market the downtown to investors and entrepreneurs?

84 Responses	Count	Pct
A. High	51	60.7%
B. Moderate	23	27.4%
C. Low	7	8.3%
D. No Opinion	3	3.6%

## Attachment No. 1

### Raw Data Responses

Question No. 9: What type of new businesses, located near you, would help your business generate more revenue?

Response	Count
"good" dining	1
aaron's rent to own	1
all, any that brings new business	1
antiques	1
any	1
any business that would help with exposure	1
any professional service provider	1
any that brings people	1
anything	1
anything retail - new or used	1
anything that brought in more people to the area	1
art classes	1
art gallery	1
art supply	1
attorney	1
attorneys	1
bakery	1
bakery	1
bakery	3
bookstore	1
bookstore	1
burger king	1
car lot	1
civic arts theater	1
clothing	1
clothing	1
clothing retail	1
clothing store	1
clothing store	1
clothing store (womens)	1
clothing/apparel store	1
clothing/dept store type retail	1
cpa	1
cpa accounting	1
crafts	1
design/graphics studio	1
doctors office	1
dollar store	1
dress shop	1
family independence agency	1
food	2
food service	1
four color printer	1
full service restaurant	1
general dentist	1
gift shop	1
gift store	1
good restaurants	1
health care	1
health professionals	1
hi income residence	1
hospital	1
ice cream parlor-old fashioned	1
industrial	1
jamba juice/other health drink store	1
ladies apparel	1
ladies clothing	1

## Attachment No. 1 – Page 2

Raw Data Responses

Question No. 9: What type of new businesses, located near you, would help your business generate more revenue?

Response	Count
lady clothing	1
McD	1
medical services	1
men clothing	1
mens clothing	1
mens related retail-sporting goods/bait & tackle	1
moderate to upscale clothing store	1
more parking	1
more parking	1
music store	1
n/a non profit housing agency	1
new restaurants-applebees	1
newstand	1
nice restaurant	1
nice restaurant or café	1
nice retail - high end boutique	1
niche shopping	1
none	1
office buildings	1
offices	1
other entertainment	1
play house/theater	1
profession business	1
professional firms (lawyers, accountants, realtors)	1
professionals(law/accounting)	1
quiznos sandwich shop	1
ready theater	1
realtors office	1
restaurant	3
restaurant	1
restaurant family	1
restaurant, tgi fridays, chilis, etc, national chain	1
restaurant-bar with live music	1
restaurants	2
retail	1
retail business	1
retail shopping (department store)	1
retail stores	2
retail that drives foot traffic	1
schools	1
second hand resale shop	1
sewing	1
shoe shop	1
shoe store	1
shoe store	1
shoes	1
shoes	1
small retail mall	1
something modern/interesting	1
specialty shops	1
taco bell	1
title company	1
trendy jewelry,clothing,shoes, ladies shop	1
upscale gift & home décor	1
video production house	1
vintage clothing	1
womens clothing	1