

## Northville DDA Survey - 2016

May I ask the primary purpose of your last visit to Downtown Northville?(Please select one answer)

Answer Options	Distribution List		Patron Survey	
	Response Percent	Response Count	Response Percent	Response Count
Dine	46.7%	384	32.0%	55
Shop	10.3%	85	8.7%	15
Work	7.1%	58	5.8%	10
Live	6.6%	54	4.7%	8
Library	5.6%	46	0.6%	1
Walk	5.2%	43	13.4%	23
Post Office	3.5%	29	0.0%	0
Entertainment/Theater	3.2%	26	15.1%	26
Bar	3.0%	25	2.9%	5
General Browsing	2.8%	23	11.6%	20
Business/Professional Services	2.8%	23	2.3%	4
Banking	1.6%	13	2.3%	4
Parks	1.6%	13	0.6%	1
Other (please specify)		83		8
<b>answered question</b>	<b>822</b>	<b>822</b>	<b>172</b>	<b>172</b>
<b>skipped question</b>	<b>57</b>	<b>57</b>	<b>17</b>	<b>17</b>

What do you like about Downtown Northville?(You may select multiple responses)

Answer Options	Distribution List		Patron Survey	
	Response Percent	Response County	Response Percent	Response County
Atmosphere	71.1%	615	76.2%	131
Clean	63.0%	545	48.8%	84
Convenient	57.3%	496	45.9%	79
Safety	56.8%	491	42.4%	73
Restaurant Variety	40.5%	350	35.5%	61
Events & Activities	32.0%	277	37.8%	65
Fun Place	24.0%	208	18.6%	32
Store Variety	19.7%	170	18.6%	32
Parking	17.8%	154	34.9%	60
Parks	10.9%	94	27.9%	48
Exciting	3.7%	32	15.1%	26
Other (please specify)		50		11
<b>answered question</b>	<b>865</b>	<b>865</b>	<b>172</b>	<b>172</b>
<b>skipped question</b>	<b>14</b>	<b>14</b>	<b>17</b>	<b>17</b>

**What, if anything, do you dislike about Downtown Northville?(You may select multiple responses)**

Answer Options	Distribution List		Patron Survey	
	Response Percent	Response Count	Response Percent	Response Count
Not Enough Stores	39.2%	328	32.4%	36
Store Variety	33.6%	281	20.7%	23
Store Hours	31.4%	263	36.0%	40
Not Enough Restaurants	30.2%	253	18.0%	20
Parking	24.3%	203	25.2%	28
Restaurant Variety	19.6%	164	12.6%	14
Vacancies	17.4%	146	7.2%	8
Traffic	10.8%	90	8.1%	9
City Government	3.6%	30	1.8%	2
Atmosphere	2.2%	18	4.5%	5
Too Many Restaurants	1.2%	10	0.0%	0
Dirty	0.7%	6	0.0%	0
Safety	0.5%	4	0.0%	0
Too Many Stores	0.1%	1	0.0%	0
Other (please specify)	101	101	27	27
<b>answered question</b>	<b>837</b>	<b>837</b>	<b>111</b>	<b>111</b>
<b>skipped question</b>	<b>42</b>	<b>42</b>	<b>78</b>	<b>78</b>

**What additional factors would increase your frequency of visits to the Downtown?(You may select multiple responses)**

Answer Options	Distribution List		Patron Survey	
	Response Percent	Response Count	Response Percent	Response Count
Increased variety of retail shops	61.1%	521	34.2%	54
Increased variety of restaurants	47.7%	407	27.2%	43
Extended store hours	38.3%	327	29.7%	47
Increased variety of bars / nightlife	31.4%	268	18.4%	29
More affordable retail / restaurants	31.1%	265	19.6%	31
Additional entertainment and events	27.0%	230	13.3%	21
Better parking options	22.7%	194	10.1%	16
Increased park / green spaces	17.6%	150	15.2%	24
Expanded transit options	3.8%	32	2.5%	4
Nothing, Downtown Northville is perfect!	3.8%	32	19.6%	31
Improved landscaping and design	3.3%	28	2.5%	4
Other (please specify)	69	69	19	19
<b>answered question</b>	<b>853</b>	<b>853</b>	<b>158</b>	<b>158</b>
<b>skipped question</b>	<b>26</b>	<b>26</b>	<b>31</b>	<b>31</b>

**When you visited last, how long did you stay in Downtown Northville?(Please select one answer)**

Answer Options	Distribution List		Patron Survey	
	Response Percent	Response Count	Response Percent	Response Count
2 hours	26.4%	230	24.7%	44
1 hour and 30 minutes	16.8%	146	15.2%	27
1 hour	16.4%	143	21.3%	38
30 minutes	11.6%	101	7.3%	13
2 hours and 30 minutes	9.8%	85	7.9%	14
3 hours	9.5%	83	9.6%	17
4 hours or more	7.7%	67	11.8%	21
3 hours and 30 minutes	1.7%	15	2.2%	4
<b>answered question</b>	<b>870</b>	<b>870</b>	<b>178</b>	<b>178</b>
<b>skipped question</b>	<b>9</b>	<b>9</b>	<b>11</b>	<b>11</b>

**Did you have any trouble parking?(Please select one answer)**

Answer Options	Distribution List		Patron Survey	
	Response Percent	Response Count	Response Percent	Response Count
No	74.9%	654	89.8%	158
Yes	25.1%	219	10.2%	18
<b>answered question</b>	<b>873</b>	<b>873</b>	<b>176</b>	<b>176</b>
<b>skipped question</b>	<b>6</b>	<b>6</b>	<b>13</b>	<b>13</b>

**Please tell me the category into which your age falls.**

Answer Options	Distribution List		Patron Survey	
	Response Percent	Response Count	Response Percent	Response Count
45 to 54	25.4%	221	12.4%	22
35 to 44	24.5%	213	18.1%	32
55 to 64	21.6%	188	20.3%	36
25 to 34	11.8%	103	19.2%	34
65 to 74	10.6%	92	7.9%	14
75+	2.8%	24	2.3%	4
20 or 21	0.8%	7	2.3%	4
22 to 24	0.6%	5	4.5%	8
17 to 19	0.3%	3	6.8%	12
15 or 16	0.1%	1	5.6%	10
[Not given]	1.5%	13	0.6%	1
<b>answered question</b>	<b>870</b>	<b>870</b>	<b>177</b>	<b>177</b>
<b>skipped question</b>	<b>9</b>	<b>9</b>	<b>12</b>	<b>12</b>