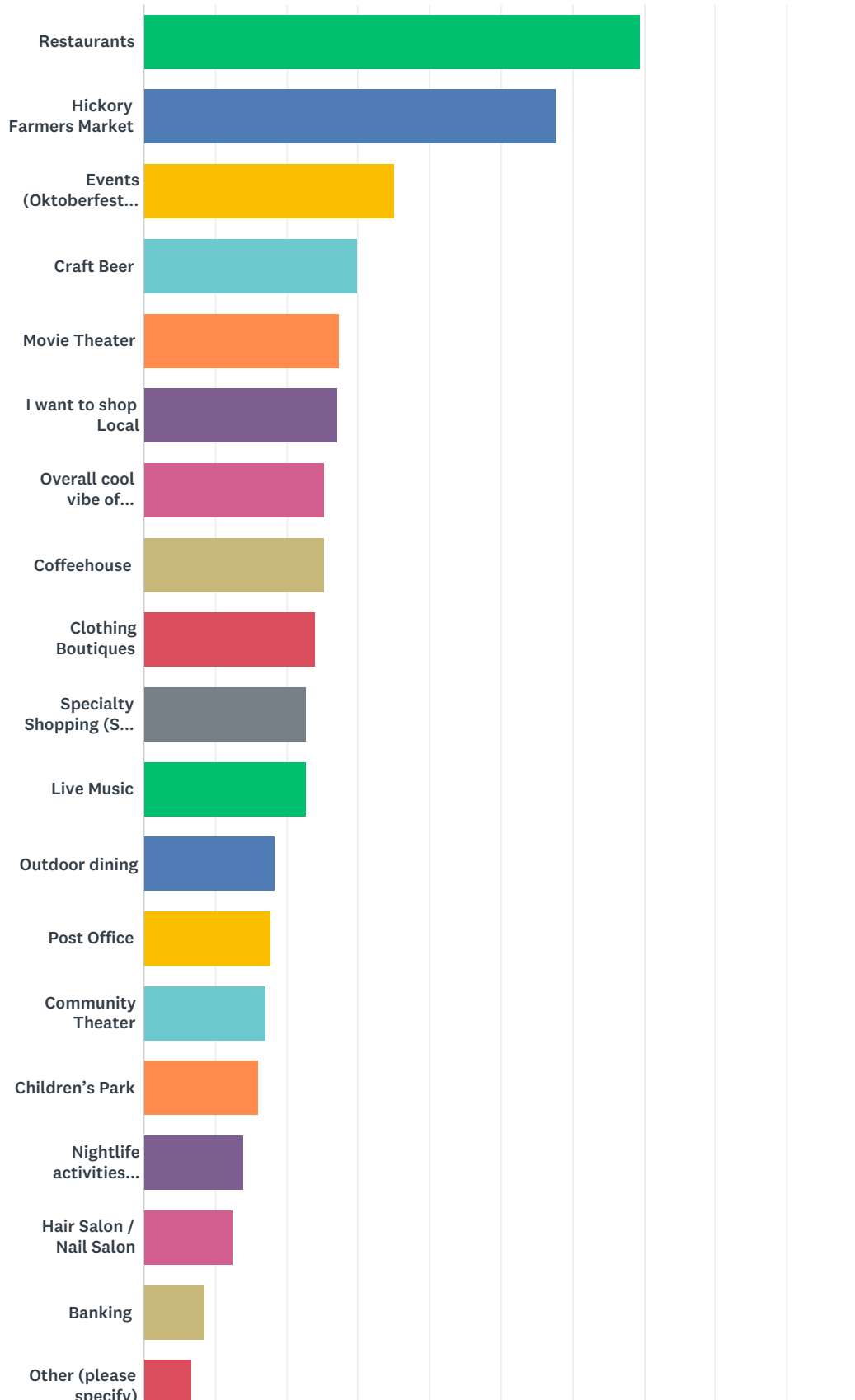
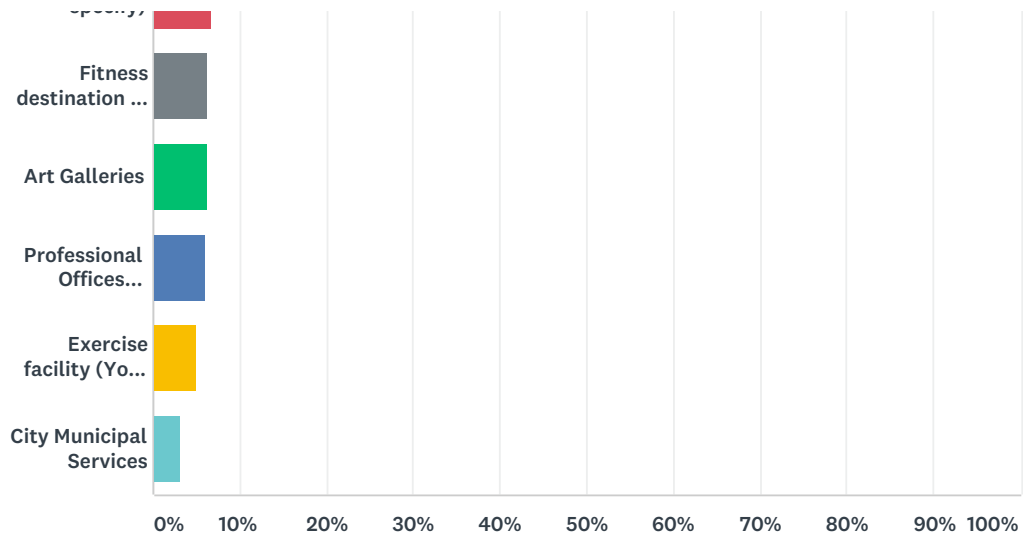


# Q1 Please select the TOP 5 reasons you choose to visit downtown

Answered: 1,640 Skipped: 0



## 2018 Visitor Survey



ANSWER CHOICES	RESPONSES	
Restaurants	69.39%	1,138
Hickory Farmers Market	57.74%	947
Events (Oktoberfest, Art Crawl, Holiday Parade, etc.)	35.12%	576
Craft Beer	29.88%	490
Movie Theater	27.38%	449
I want to shop Local	27.20%	446
Overall cool vibe of downtown- easy to walk and “shop”	25.37%	416
Coffeehouse	25.24%	414
Clothing Boutiques	24.02%	394
Specialty Shopping (Such as Jewelry, Toys, Music, Soap, Olive Oil, Crafts, etc.)	22.87%	375
Live Music	22.80%	374
Outdoor dining	18.35%	301
Post Office	17.80%	292
Community Theater	17.20%	282
Children’s Park	16.04%	263
Nightlife activities (Bars, Nightclubs)	14.09%	231
Hair Salon / Nail Salon	12.56%	206
Banking	8.66%	142
Other (please specify)	6.65%	109
Fitness destination (I like to walk / run downtown)	6.34%	104
Art Galleries	6.22%	102
Professional Offices (attorneys, CPAs, banking, etc.)	6.16%	101
Exercise facility (Yoga, Gym)	5.12%	84

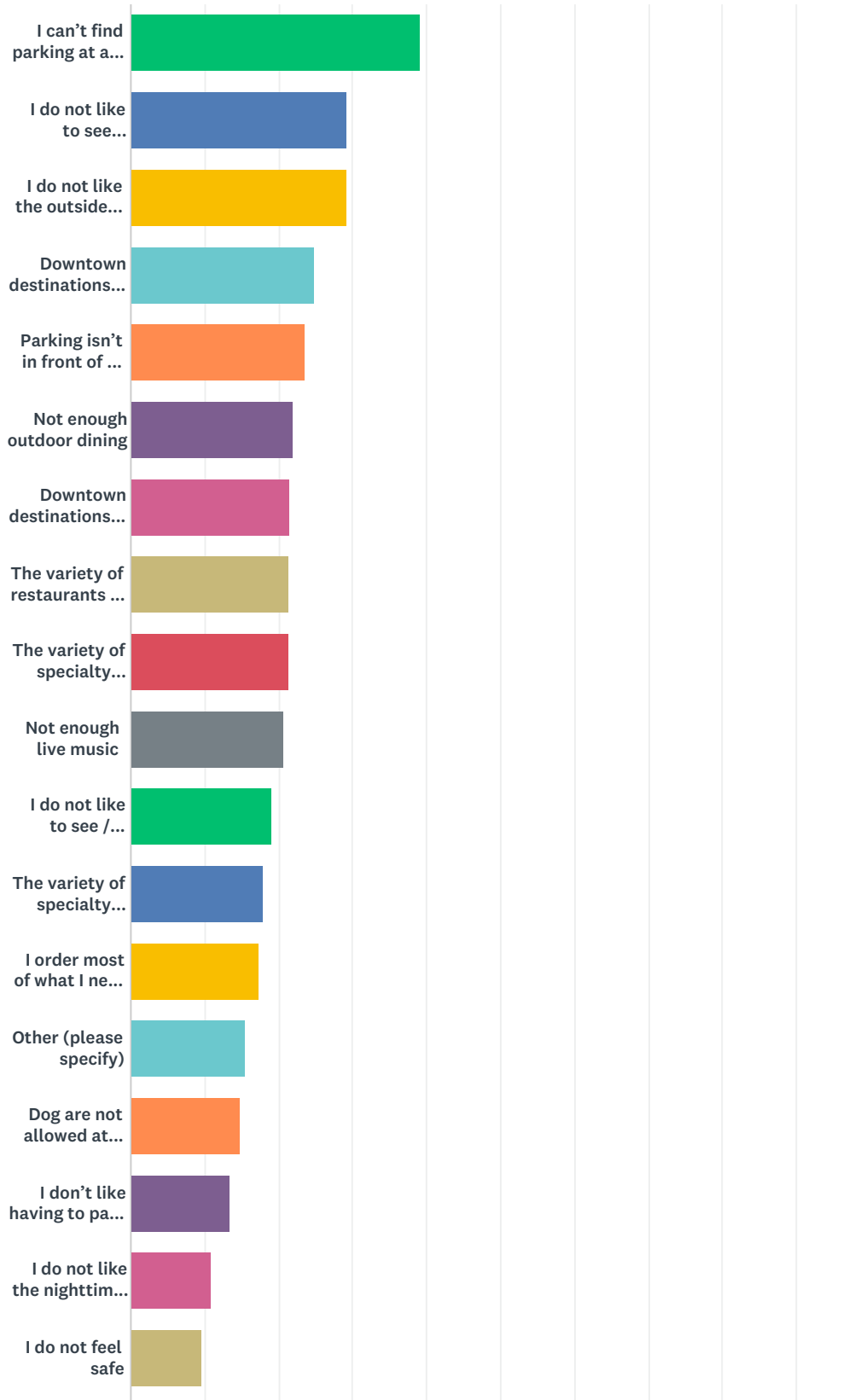
## 2018 Visitor Survey

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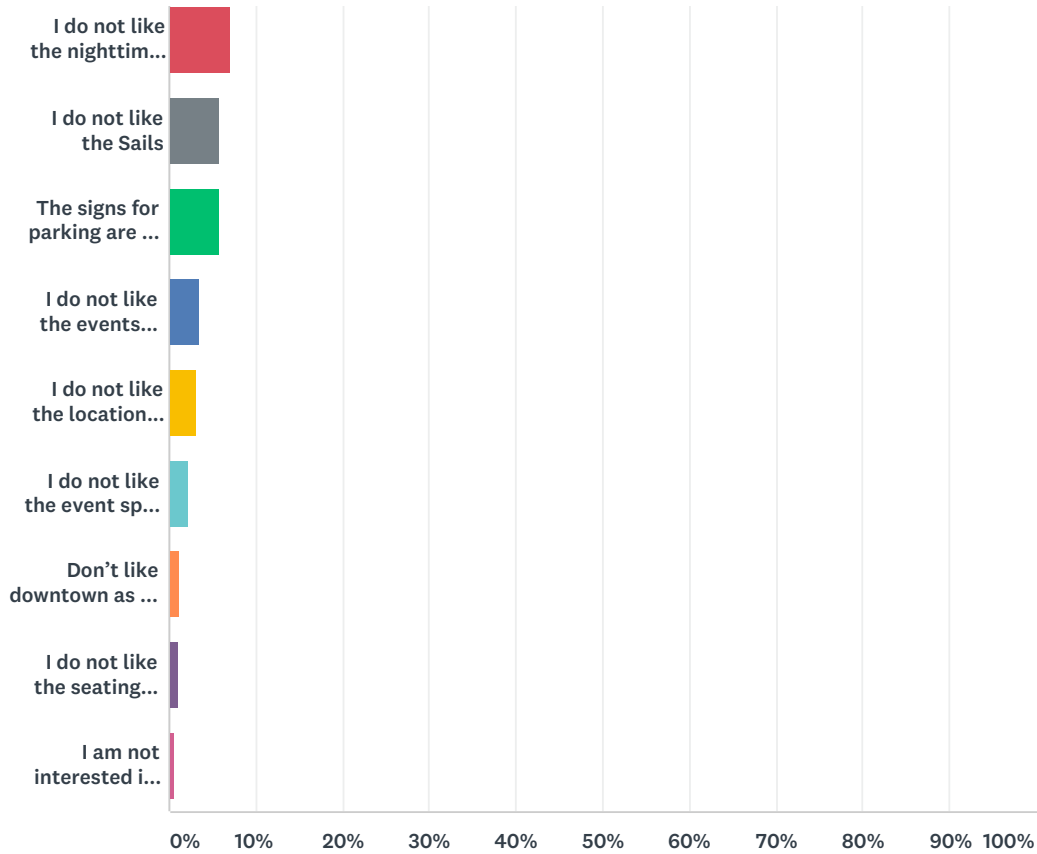
City Municipal Services	3.17%	52
Total Respondents: 1,640		

## Q2 Please select the TOP 5 reasons you may choose NOT to shop downtown?

Answered: 1,640 Skipped: 0



## 2018 Visitor Survey



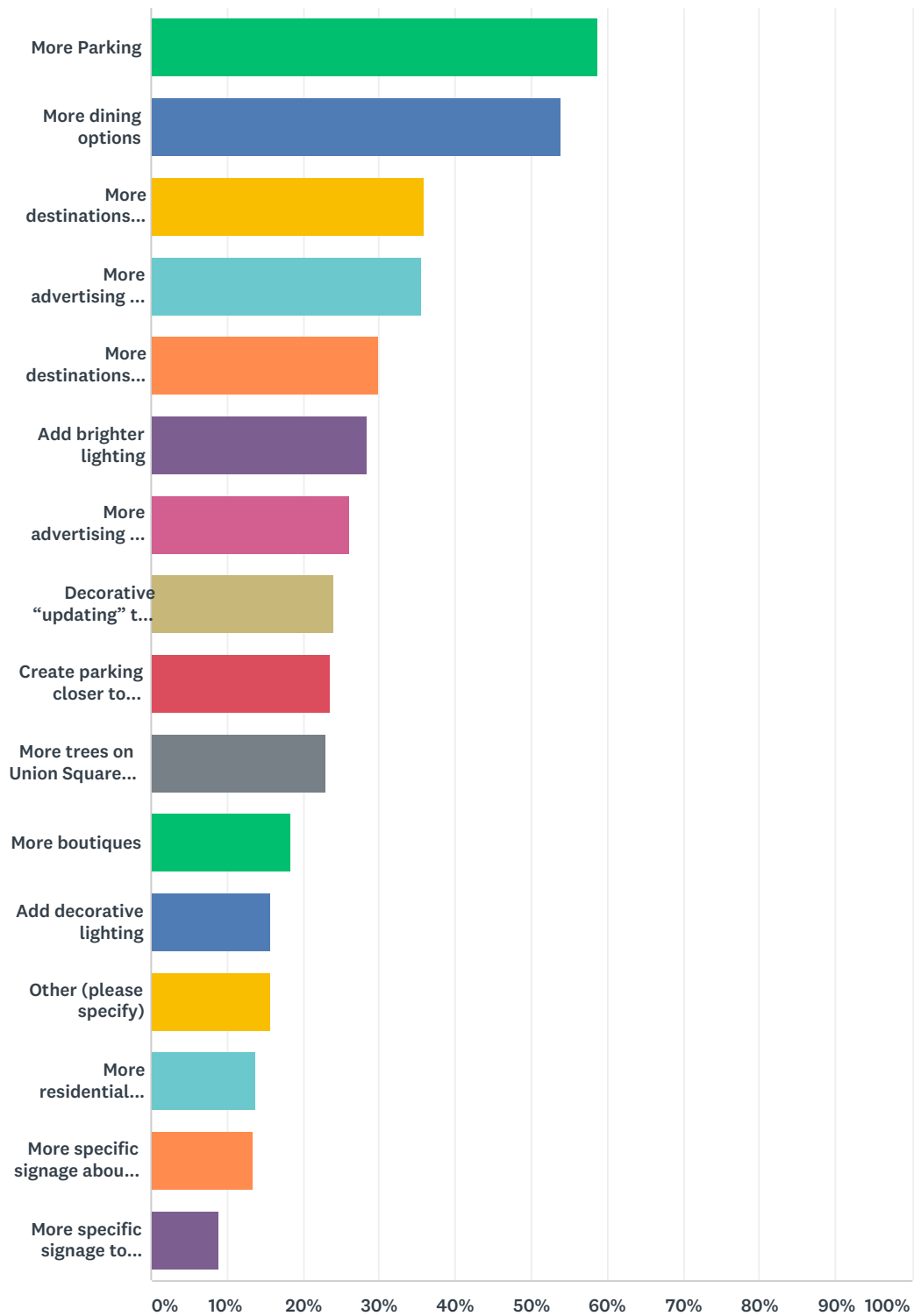
ANSWER CHOICES	RESPONSES	
I can't find parking at all (not enough spaces)	39.02%	640
I do not like to see /encounter panhandling	29.27%	480
I do not like the outside bathroom options	29.21%	479
Downtown destinations are not open on Sundays	24.88%	408
Parking isn't in front of my destination	23.54%	386
Not enough outdoor dining	21.95%	360
Downtown destinations are not open late enough	21.65%	355
The variety of restaurants is not what I like / need	21.34%	350
The variety of specialty clothing boutiques is not what I like / need	21.34%	350
Not enough live music	20.61%	338
I do not like to see / encounter homeless people	19.02%	312
The variety of specialty shopping is not what I like / need	17.93%	294
I order most of what I need online	17.38%	285
Other (please specify)	15.43%	253
Dog are not allowed at events	14.76%	242
I don't like having to park and walk to my destination	13.48%	221
I do not like the nighttime lighting in areas other than Union Square	10.91%	179

## 2018 Visitor Survey

I do not feel safe	9.57%	157
I do not like the nighttime lighting on Union Square	7.13%	117
I do not like the Sails	5.85%	96
The signs for parking are not clear	5.85%	96
I do not like the events offered downtown.	3.48%	57
I do not like the location of the Children's park	3.17%	52
I do not like the event space on Union Square	2.26%	37
Don't like downtown as an event space	1.16%	19
I do not like the seating options on Union Square	0.98%	16
I am not interested in shopping local	0.55%	9
Total Respondents: 1,640		

### Q3 Please select the TOP 5 things you would like to see improved about our Downtown:

Answered: 1,640 Skipped: 0



ANSWER CHOICES

RESPONSES

## 2018 Visitor Survey

More Parking	58.84%	965
More dining options	54.02%	886
More destinations open on Sundays	36.04%	591
More advertising of events happening in downtown	35.61%	584
More destinations open later hours	29.82%	489
Add brighter lighting	28.54%	468
More advertising of what is available downtown	26.16%	429
Decorative “updating” to include planters, trash cans, benches, painting, etc.	24.09%	395
Create parking closer to destinations	23.66%	388
More trees on Union Square for shade during events	22.99%	377
More boutiques	18.35%	301
Add decorative lighting	15.73%	258
Other (please specify)	15.73%	258
More residential options	13.90%	228
More specific signage about where I should park and how long I can park	13.35%	219
More specific signage to direct me to various locations (retail, movies, dining, etc.)	9.02%	148
Total Respondents: 1,640		



Q4 If you would like more information or for us to follow up with you regarding your responses, please provide your name and email address.  
(Optional)

Answered: 508 Skipped: 1,132

ANSWER CHOICES	RESPONSES	
Name	96.46%	490
Email Address	75.00%	381