

Q1 May I ask the primary purpose of your last visit to Downtown Northville?(Please select one answer)

Answered: 822 Skipped: 57

Answer Choices	Responses	
Shop	10.34%	85
Dine	46.72%	384
Entertainment/Theater	3.16%	26
General Browsing	2.80%	23
Bar	3.04%	25
Work	7.06%	58
Live	6.57%	54
Business/Professional Services	2.80%	23
Walk	5.23%	43
Library	5.60%	46
Post Office	3.53%	29
Banking	1.58%	13
Parks	1.58%	13
Total		822

Q2 What do you like about Downtown Northville?(You may select multiple responses)

Answered: 865 Skipped: 14

Answer Choices	Responses	
Convenient	57.34%	496
Atmosphere	71.10%	615
Store Variety	10.87%	94
Parking	24.05%	208
Safety	56.76%	491
Clean	63.01%	545
Restaurant Variety	32.02%	277
Fun Place	17.80%	154
Exciting	3.70%	32
Parks	19.65%	170
Events & Activities	40.46%	350
Everything!	19.42%	168
Total Respondents: 865		

Q3 What, if anything, do you dislike about Downtown Northville?(You may select multiple responses)

Answered: 837 Skipped: 42

Answer Choices	Responses	
Store Variety	33.57%	281
Not Enough Stores	39.19%	328
Too Many Stores	0.12%	1
Vacancies	17.44%	146
Store Hours	31.42%	263
Restaurant Variety	19.59%	164
Not Enough Restaurants	30.23%	253
Too Many Restaurants	1.19%	10
Parking	24.25%	203
Atmosphere	2.15%	18
Safety	0.48%	4
Dirty	0.72%	6
Traffic	10.75%	90
City Government	3.58%	30
Nothing, Downtown Northville is perfect!	8.72%	73
Total Respondents: 837		

Q4 When you visited last, how long did you stay in Downtown Northville?(Please select one answer)

Answered: 870 Skipped: 9

Answer Choices	Responses	
30 minutes	11.61%	101
1 hour	16.44%	143
1 hour and 30 minutes	16.78%	146
2 hours	26.44%	230
2 hours and 30 minutes	9.77%	85
3 hours	9.54%	83
3 hours and 30 minutes	1.72%	15
4 hours or more	7.70%	67
Total		870

Q5 How often do you come to Downtown Northville?(Please select one answer)

Answered: 809 Skipped: 70

Answer Choices	Responses	
Once per week	14.46%	117
1-2 times per week	27.44%	222
3-4 times per week	32.14%	260
Once per month	9.27%	75
1-2 times per month	10.88%	88
3-4 times per month	5.81%	47
Total		809

**Q6 Did you have any trouble parking?
(Please select one answer)**

Answered: 873 Skipped: 6

Answer Choices	Responses	
Yes	25.09%	219
No	74.91%	654
Total	873	

**Q7 What additional factors would increase your frequency of visits to the Downtown?
(You may select multiple responses)**

Answered: 853 Skipped: 26

Answer Choices	Responses	
More affordable retail / restaurants	31.07%	265
Increased variety of retail shops	61.08%	521
Increased variety of restaurants	47.71%	407
Increased variety of bars / nightlife	31.42%	268
Improved landscaping and design	3.28%	28
Extended store hours	38.34%	327
Expanded transit options	3.75%	32
Additional entertainment and events	26.96%	230
Better parking options	22.74%	194
Increased park / green spaces	17.58%	150
Nothing, Downtown Northville is perfect!	3.75%	32
Total Respondents: 853		

Q8 Please tell me the category into which your age falls. (Must be at least 15)

Answered: 870 Skipped: 9

Answer Choices	Responses	
15 or 16	0.11%	1
17 to 19	0.34%	3
20 or 21	0.80%	7
22 to 24	0.57%	5
25 to 34	11.84%	103
35 to 44	24.48%	213
45 to 54	25.40%	221
55 to 64	21.61%	188
65 to 74	10.57%	92
75+	2.76%	24
[Not given]	1.49%	13
Total		870

**Q9 May I please have your home zip code?
(Please select one answer)**

Answered: 776 Skipped: 103

Answer Choices	Responses	
48167	54.38%	422
48168	36.98%	287
48375	3.61%	28
48374	3.87%	30
48335	0.00%	0
48152	1.16%	9
Total		776