

MAIN STREET GREENVILLE



2014 Resident Survey Results

Conducted from June - September of 2014 | 232 Responses

Main Street Greenville promotes historic preservation and economic development, resulting in a cultural downtown district that attracts and retains businesses and entrepreneurs, making downtown a desirable destination.

Main Street Greenville appreciates the feedback collected from this survey. The information provided gives us an idea of what YOU would like to see downtown Greenville.

Main Street Greenville does not have any control over who opens a business or what type of business they open, but having this information will help the organization work towards the mission of revitalizing the downtown Greenville district.

What type of information did we collect from this survey?

- What draws people to a shopping district?
- What types of businesses would residents like to see open downtown Greenville?
- What items are people buying out of town or online that could be offered in an existing store located downtown Greenville?
- What items are people buying out of town or online that could encourage an entrepreneur to open a business that would offer those items?

What do we plan to do with this information?

- Share this information with our existing downtown businesses, educate them about what residents are looking for.
- Use this information when trying to recruit new businesses to our downtown district.

If you have any questions about this survey, please contact our office:

Main Street Greenville | 421 S. Broadway Greenville, OH 45331 | 937-548-4998 |

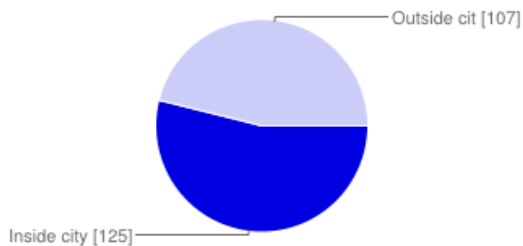
agarrett@mainstreetgreenville.org | www.mainstreetgreenville.org



Please list the ZIP code where you live:

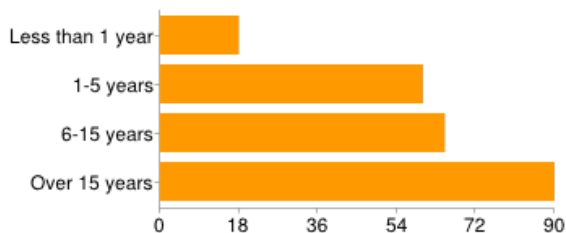
Greenville	45331	198
Arcanum	45304	9
Ansonia	45303	5
Bradford	45308	4
Versailles	45380	3
Union City	45390	3
Rosburg	45362	2
Troy	45373	2
New Madison	45346	2
W. Manchester	45382	1
Hollansburg	45332	1
Hamilton	45011	1
Gettysburg	45328	1

If you are from Greenville, do you live inside the city limits or outside the city limits?



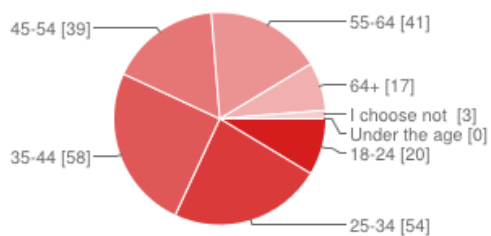
Inside City Limits	125	54%
Outside City Limits	107	46%

About how long have you lived at your current location?



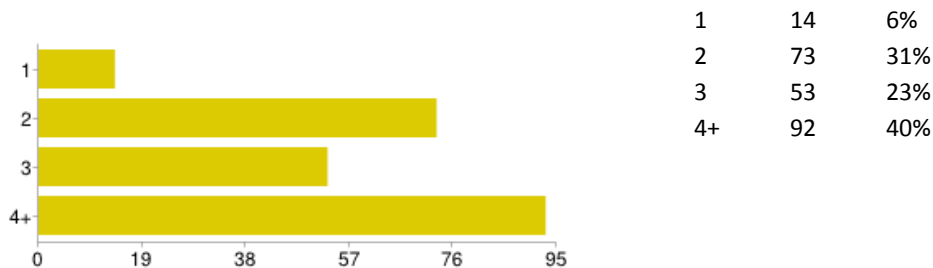
Less than 1 year	18	8%
1-5 years	60	26%
6-15 years	65	28%
Over 15 years	90	39%

What is your age?

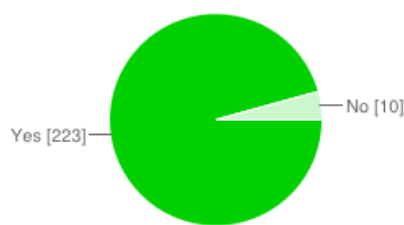


Under the age of 18	0	0%
18-24	20	9%
25-34	54	23%
35-44	58	25%
45-54	39	17%
55-64	41	18%
64+	17	7%
I choose not to say	3	1%

Number of people living in your household?



Do you do most of your shopping (for groceries/goods/services) in Greenville?

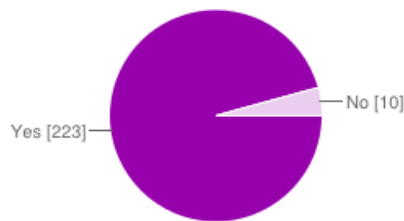


Yes	222	96%
No	10	4%

If no, which town/city do you shop instead?

Troy	3
Dayton	3
Online	2
Richmond, IN	2
Piqua	2
Arcanum	1
Union City	1
Tipp City	1
Cincinnati	1
Liberty Twp	1
Huber Heights	1

Is “buying local” important to you?



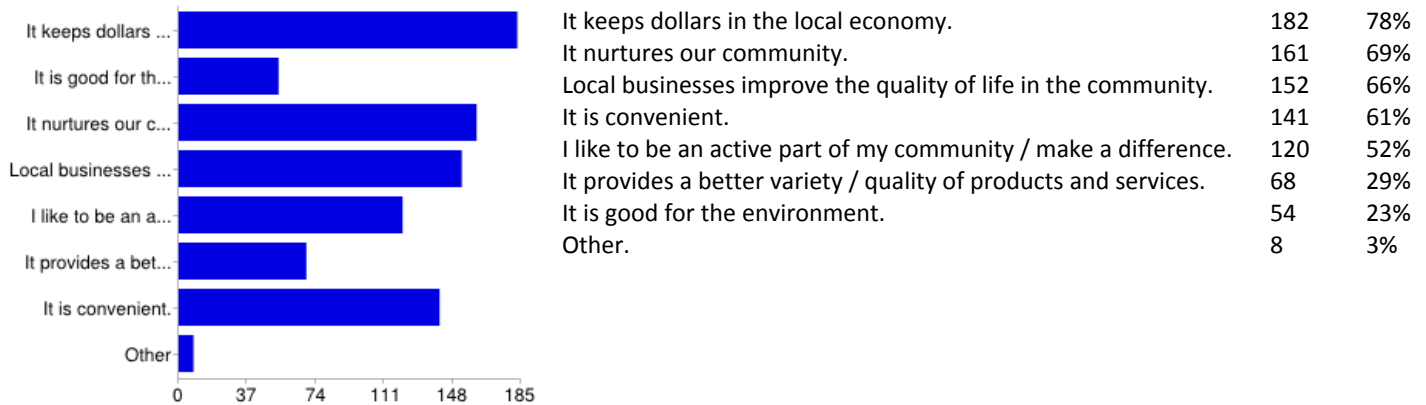
Yes	222	96%
No	10	4%

If buying local is not important to you, why?

- It is, but I go out of town for a lot because it is cheaper or we don't have it here.
- It is too expensive and you get a better variety at chain stores.
- I try to when possible, but with having a large family, I have to shop where prices are lowest and “staying local” is generally not the most affordable.
- It would be, but local is limited on most things I buy.
- Yes, but price matters.

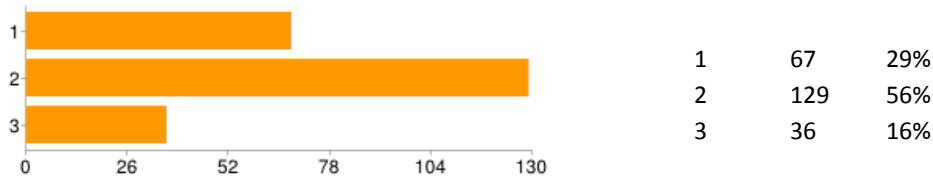
- I buy where I can get the most for my money.
- Cost comparison.
- There is not a ton of quality here, typically.
- I buy groceries here, I get better deals and more to choose from out of the area and the hours are better.
- I do it for convenience, not for the philosophy.
- Better prices elsewhere.
- Selection.

If yes, which of the following reasons motivate you to shop local? (check all that apply to you)

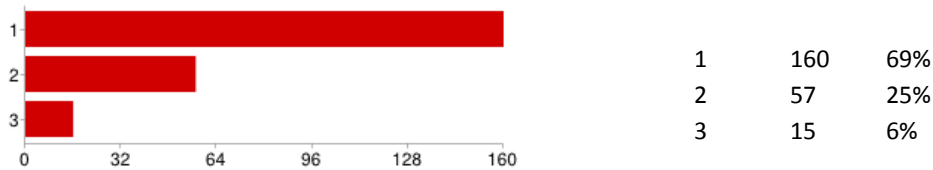


Please rank these commercial districts in order of your shopping preference, with 1 as your first choice and 3 as your last choice.

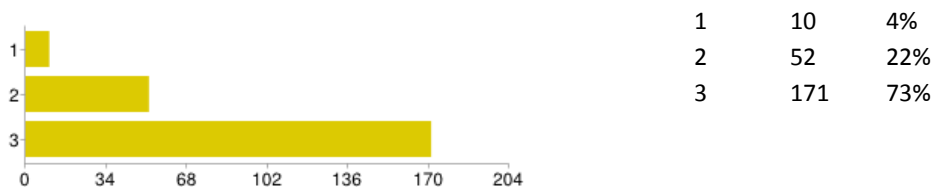
Downtown Greenville



Wagner Avenue



Southtown



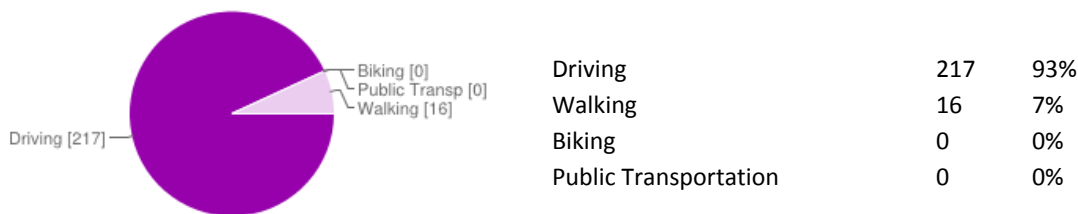
Please explain why you ranked them in this order (summary of comments):

Variety	91
Convenient	41
Look & Feel	40
Quality	20
Hours	8
Walking Distance	4
Price	3
Parking	3
Places to Eat	2

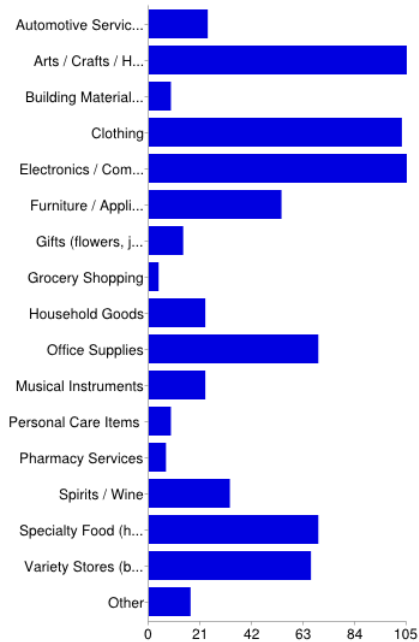
What attracts you to a shopping / business district? (check all that apply to you)



What mode of transportation do you most frequently use when shopping in Greenville?



If you do NOT shop in Greenville for the following goods / services, check all that apply to you.



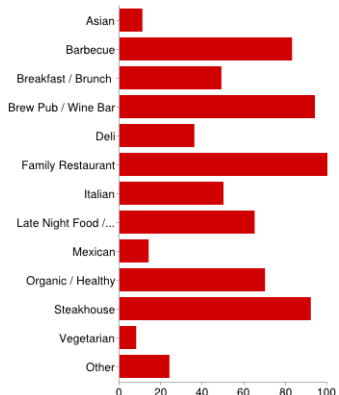
Arts / Crafts / Hobbies	105	45%
Electronics / Computers	105	45%
Clothing	103	44%
Office Supplies	69	30%
Specialty Food (healthy, organic, natural, etc.)	69	30%
Variety Stores (books, antiques, etc.)	66	28%
Furniture / Appliances	54	23%
Spirits / Wine	33	14%
Automotive Services / Parts	24	10%
Household Goods	23	10%
Musical Instruments	23	10%
Other	17	7%
Gifts (flowers, jewelry, other gift items)	14	6%
Building Materials / Hardware	9	4%
Personal Care Items	9	4%
Pharmacy Services	7	3%
Grocery Shopping	4	2%

From the list below, please check the 3 businesses you would MOST like to see come to downtown Greenville.



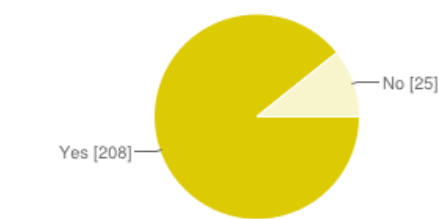
Book Store	105	45%
Grocery / General Store	93	40%
Women's Clothing Store	76	33%
Antique Store / Antique Mall	68	29%
Other	66	28%
Men's Clothing Store	63	27%
Children's Boutique / Toy Store	54	23%
Pet Specialty Shop	51	22%
Home Decor Shop	49	21%
Gift Shop	33	14%

From the list below, please check the 3 types of restaurants you would MOST like to see come to downtown Greenville.



Family Restaurant	100	43%
Brew Pub / Wine Bar	94	40%
Steakhouse	92	39%
Barbecue	83	36%
Organic / Healthy	70	30%
Late Night Food / Drinks	65	28%
Italian	50	21%
Breakfast / Brunch	49	21%
Deli	36	15%
Other	24	10%
Mexican	14	6%
Asian	11	5%
Vegetarian	8	3%

Do you shop online?



Yes	208	89%
No	25	11%

If you shop online, what types of items do you purchase online most often?

Clothing	68
Books	44
Misc	27
Home Goods	22
Electronics	22
Entertainment (movies, music, etc.)	21
Gifts	11
Toys	11
Food (gourmet, organic, baking supplies)	10
Sporting Goods	8
Arts / Craft Supplies	8
Office Supplies	7
Baby Items	6
Auto Supplies	3
Pet / Animal Supplies	3
Tobacco	2
Cleaning Supplies	1
Health Items	1
Make-Up	1
Photos	1

