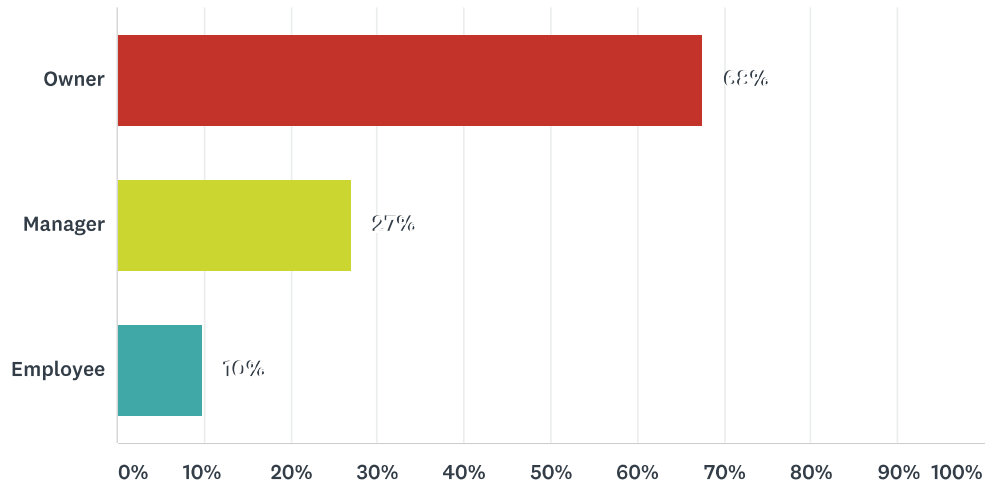


### Q4 What is your position with the business?

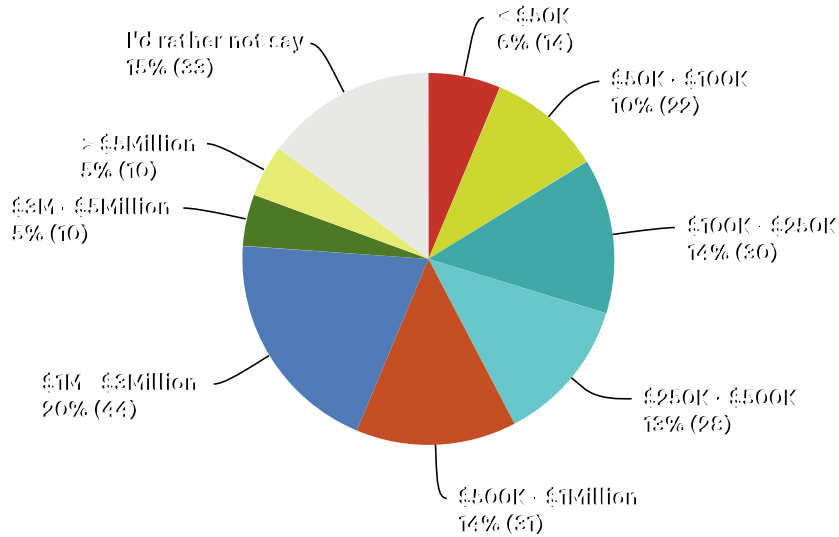
Answered: 222 Skipped: 0



ANSWER CHOICES	RESPONSES	
Owner	68%	150
Manager	27%	60
Employee	10%	22
Total Respondents: 222		

# Q8 Revenue This information will remain confidential and only used to provide a summary of all respondents.

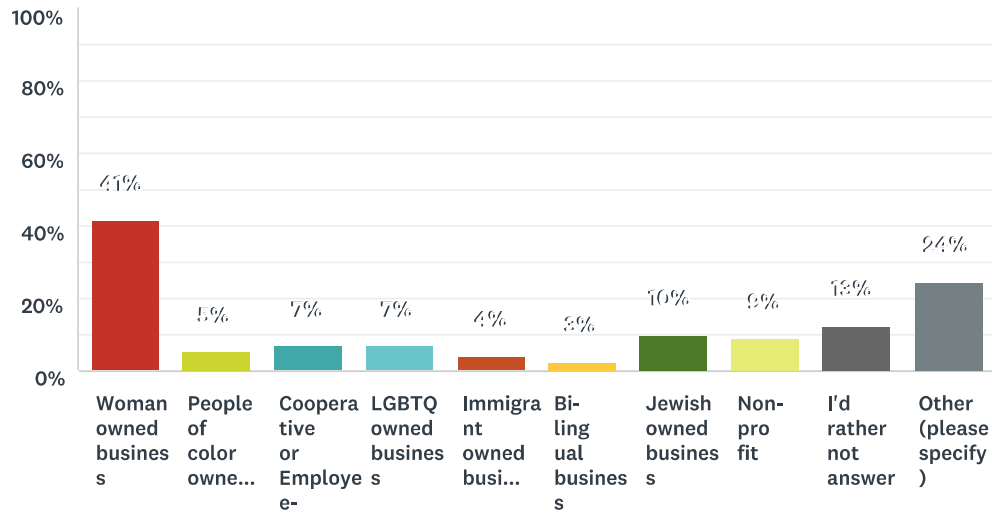
Answered: 222 Skipped: 0



ANSWER CHOICES	RESPONSES	
< \$50K	6%	14
\$50K - \$100K	10%	22
\$100K - \$250K	14%	30
\$250K - \$500K	13%	28
\$500K - \$1Million	14%	31
\$1M - \$3Million	20%	44
\$3M - \$5Million	5%	10
> \$5Million	5%	10
I'd rather not say	15%	33
<b>TOTAL</b>		<b>222</b>

### Q9 Please select all that apply

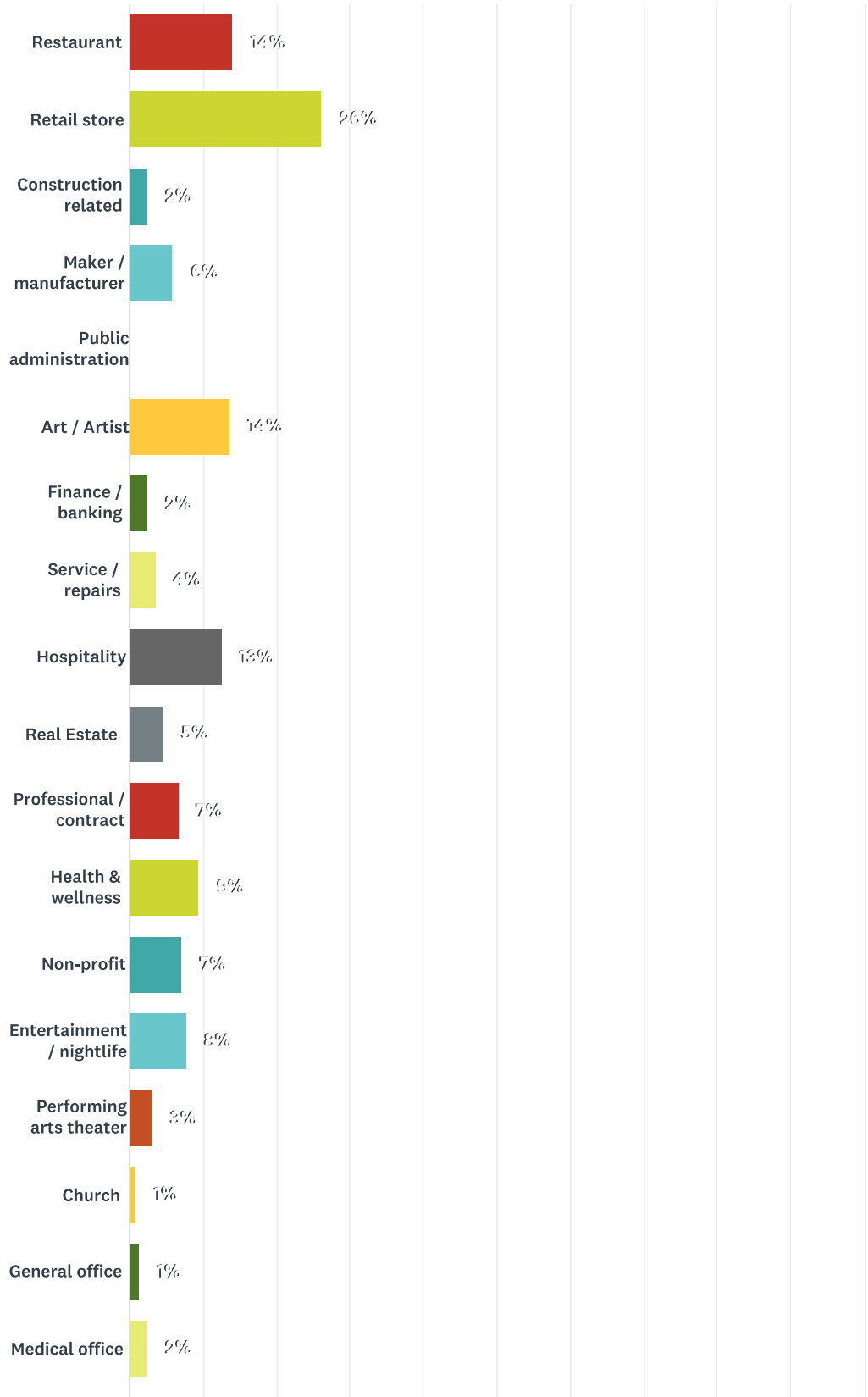
Answered: 222 Skipped: 0

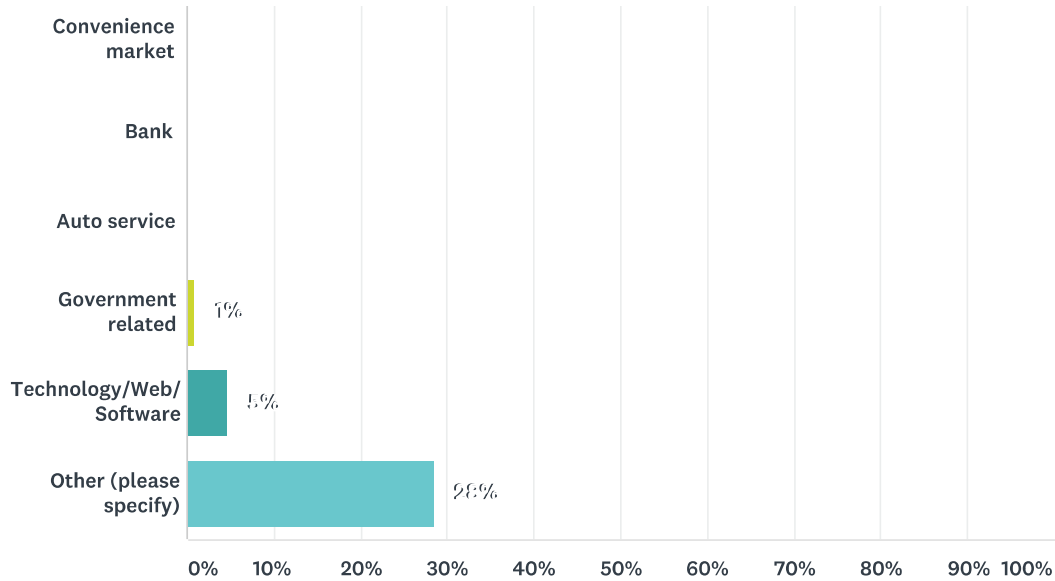


ANSWER CHOICES	RESPONSES	
Woman owned business	41%	92
People of color owned business	5%	12
Cooperative or Employee-owned business	7%	16
LGBTQ owned business	7%	16
Immigrant owned business	4%	9
Bi-lingual business	3%	6
Jewish owned business	10%	22
Non-profit	9%	20
I'd rather not answer	13%	28
Other (please specify)	24%	54
Total Respondents: 222		

# Q10 What is the nature of your business? Check more than one if appropriate.

Answered: 222 Skipped: 0



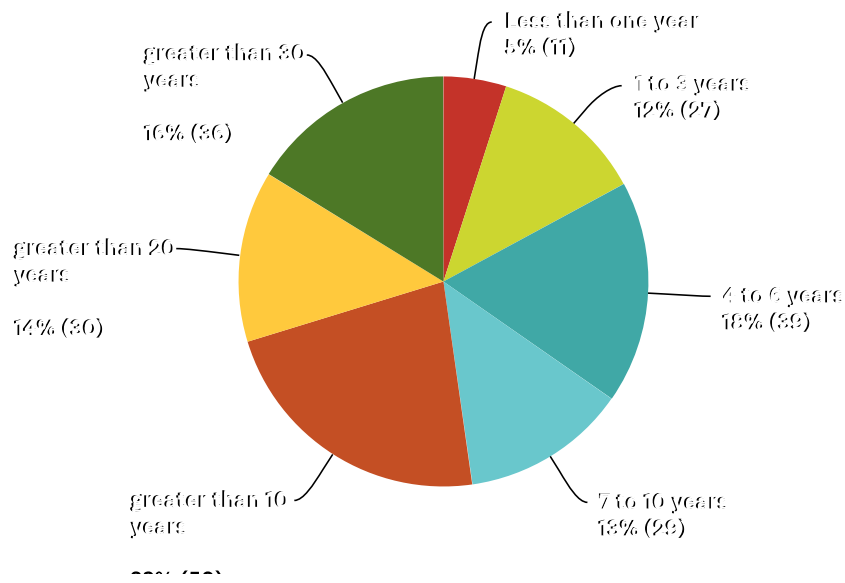


ANSWER CHOICES	RESPONSES	
Restaurant	14%	31
Retail store	26%	58
Construction related	2%	5
Maker / manufacturer	6%	13
Public administration	0%	0
Art / Artist	14%	30
Finance / banking	2%	5
Service / repairs	4%	8
Hospitality	13%	28
Real Estate	5%	10
Professional / contract	7%	15
Health & wellness	9%	21
Non-profit	7%	16
Entertainment / nightlife	8%	17
Performing arts theater	3%	7
Church	1%	2
General office	1%	3
Medical office	2%	5
Convenience market	0%	0
Bank	0%	0
Auto service	0%	0
Government related	1%	2

Technology/Web/Software	5%	10
Other (please specify)	28%	63
Total Respondents: 222		

# Q11 How many years has this business operated in downtown?

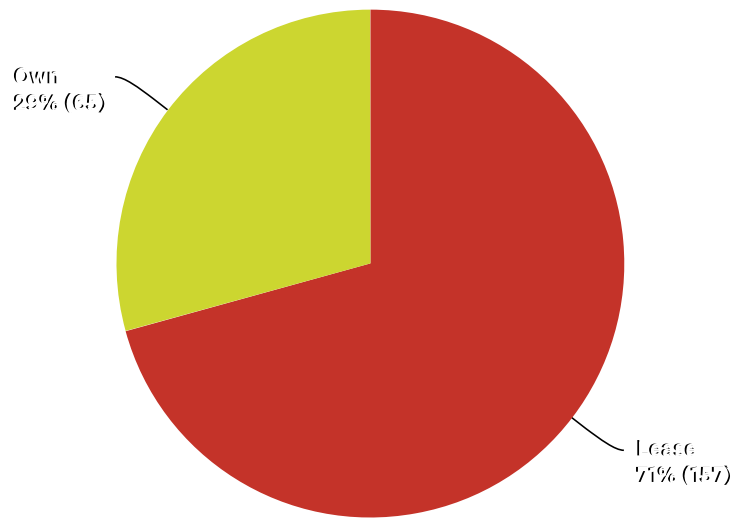
Answered: 222 Skipped: 0



ANSWER CHOICES	RESPONSES	
Less than one year	5%	11
1 to 3 years	12%	27
4 to 6 years	18%	39
7 to 10 years	13%	29
greater than 10 years	23%	50
greater than 20 years	14%	30
greater than 30 years	16%	36
<b>TOTAL</b>		<b>222</b>

### Q12 Do your business rent or own your space?

Answered: 222 Skipped: 0

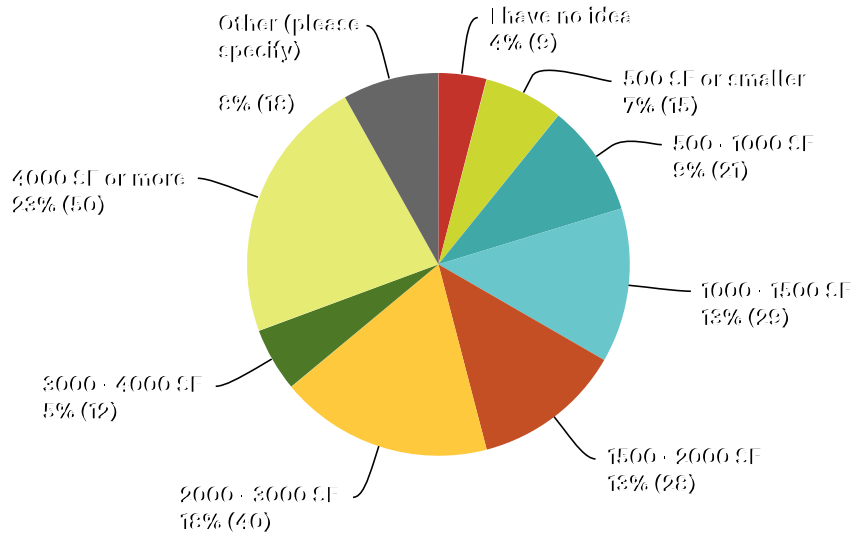


ANSWER CHOICES	RESPONSES	
Lease	71%	157
Own	29%	65
TOTAL		222



### Q14 How big is your store/office/business in square feet (SF)? \*multiply the length by the width to get SF

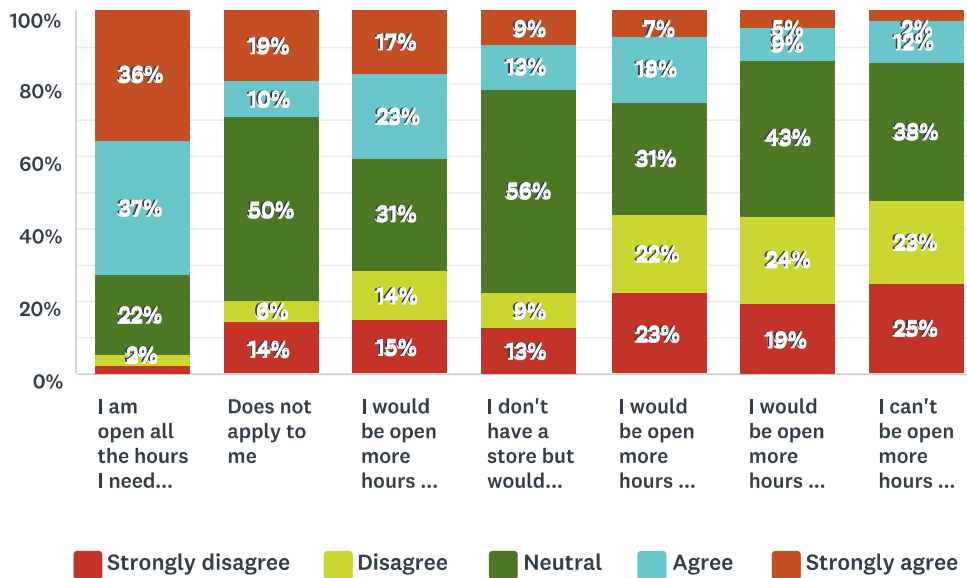
Answered: 222 Skipped: 0



ANSWER CHOICES	RESPONSES	
I have no idea	4%	9
500 SF or smaller	7%	15
500 - 1000 SF	9%	21
1000 - 1500 SF	13%	29
1500 - 2000 SF	13%	28
2000 - 3000 SF	18%	40
3000 - 4000 SF	5%	12
4000 SF or more	23%	50
Other (please specify)	8%	18
<b>TOTAL</b>		<b>222</b>

### Q15 What are your thoughts on store hours?

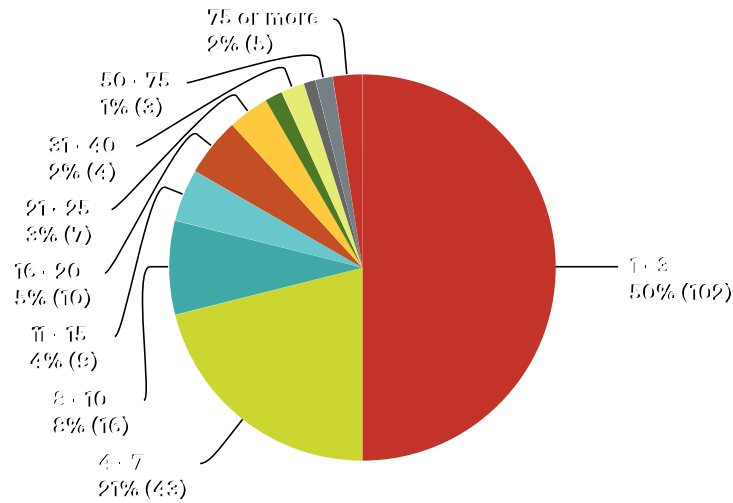
Answered: 222 Skipped: 0



	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
I am open all the hours I need to be	2% 5	3% 7	22% 49	37% 82	36% 79	222	4.00
Does not apply to me	14% 32	6% 14	50% 112	10% 22	19% 42	222	3.13
I would be open more hours if I were sure of increased sales	15% 33	14% 30	31% 69	23% 52	17% 38	222	3.14
I don't have a store but would like it if shops were open more hours	13% 29	9% 21	56% 124	13% 28	9% 20	222	2.95
I would be open more hours but I would need more staff	23% 50	22% 48	31% 68	18% 41	7% 15	222	2.65
I would be open more hours if everyone else was	19% 43	24% 54	43% 95	9% 20	5% 10	222	2.55
I can't be open more hours for personal reasons	25% 55	23% 52	38% 84	12% 26	2% 5	222	2.43

# Q16 How many full time employees do you have?

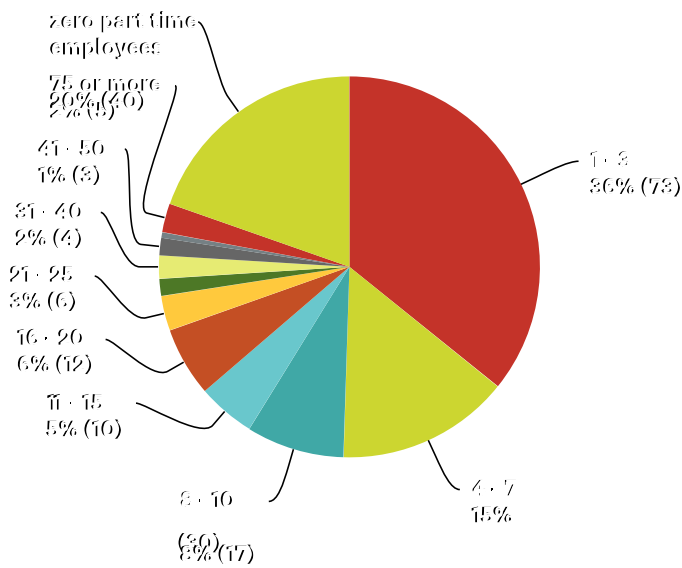
Answered: 204 Skipped: 18



ANSWER CHOICES	RESPONSES	
1 - 3	50%	102
4 - 7	21%	43
8 - 10	8%	16
11 - 15	4%	9
16 - 20	5%	10
21 - 25	3%	7
26 - 30	1%	3
31 - 40	2%	4
41 - 50	1%	2
50 - 75	1%	3
75 or more	2%	5
<b>TOTAL</b>		<b>204</b>

# Q17 How many part time employees do you have?

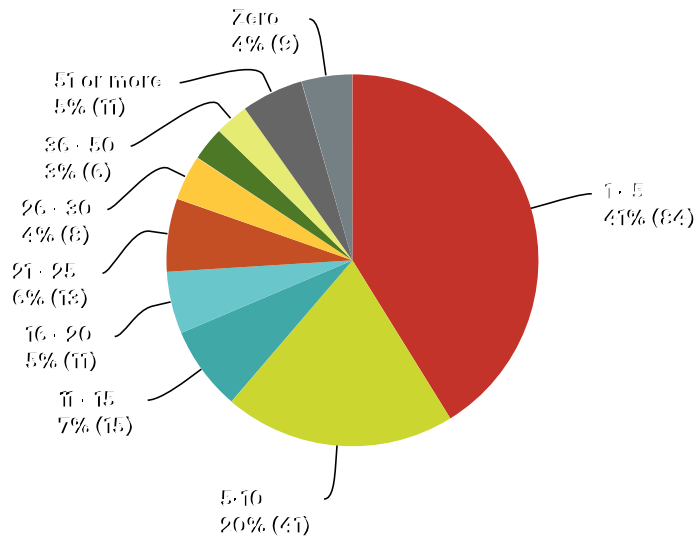
Answered: 204 Skipped: 18



ANSWER CHOICES	RESPONSES	
1 - 3	36%	73
4 - 7	15%	30
8 - 10	8%	17
11 - 15	5%	10
16 - 20	6%	12
21 - 25	3%	6
26 - 30	1%	3
31 - 40	2%	4
41 - 50	1%	3
50 - 75	0%	1
75 or more	2%	5
zero part time employees	20%	40
<b>TOTAL</b>		<b>204</b>

# Q18 How many employees drive to work and need parking?

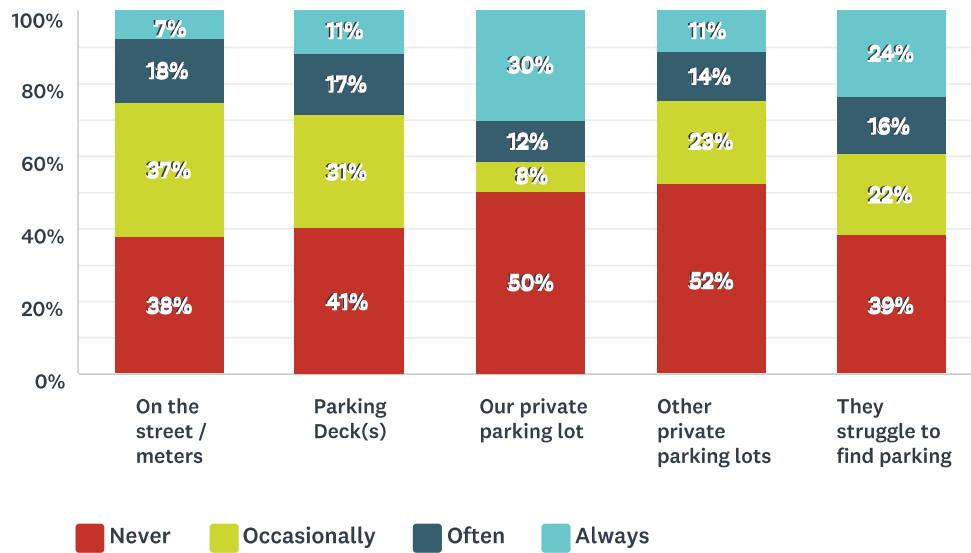
Answered: 204 Skipped: 18



ANSWER CHOICES	RESPONSES	
1 - 5	41%	84
5-10	20%	41
11 - 15	7%	15
16 - 20	5%	11
21 - 25	6%	13
26 - 30	4%	8
31 - 35	3%	6
36 - 50	3%	6
51 or more	5%	11
Zero	4%	9
<b>TOTAL</b>		<b>204</b>

### Q19 Where do employees park? Select all that apply.

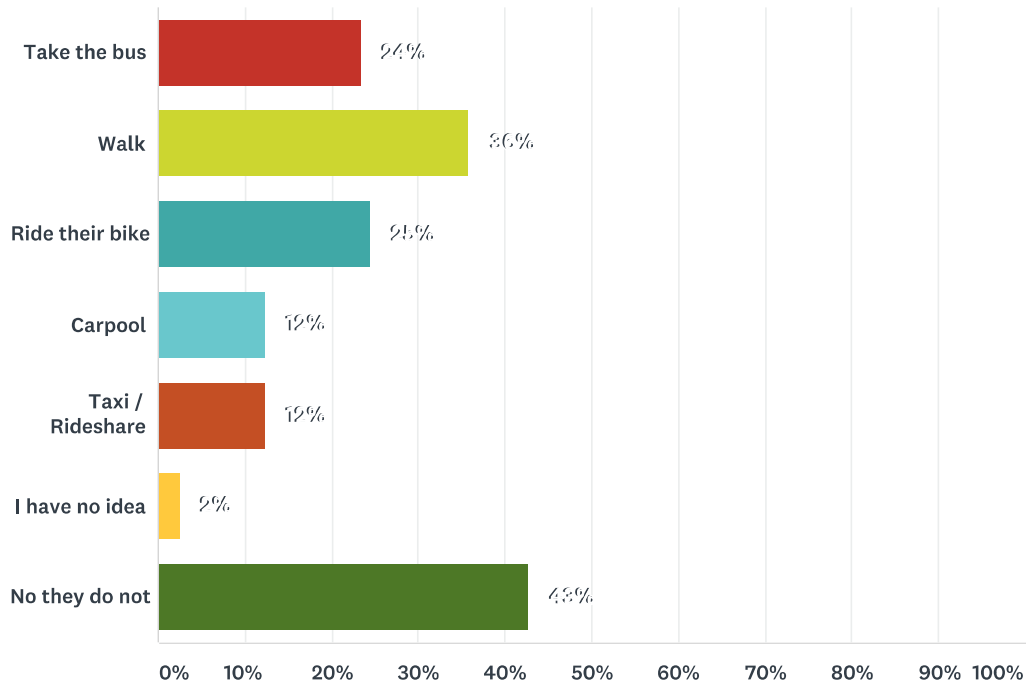
Answered: 204 Skipped: 18



	NEVER	OCCASIONALLY	OFTEN	ALWAYS	TOTAL
On the street / meters	38% 78	37% 75	18% 36	7% 15	204
Parking Deck(s)	41% 83	31% 63	17% 35	11% 23	204
Our private parking lot	50% 103	8% 16	12% 24	30% 61	204
Other private parking lots	52% 107	23% 47	14% 28	11% 22	204
They struggle to find parking	39% 79	22% 45	16% 32	24% 48	204

### Q20 Does your staff arrive other ways than cars? (pick all that apply)

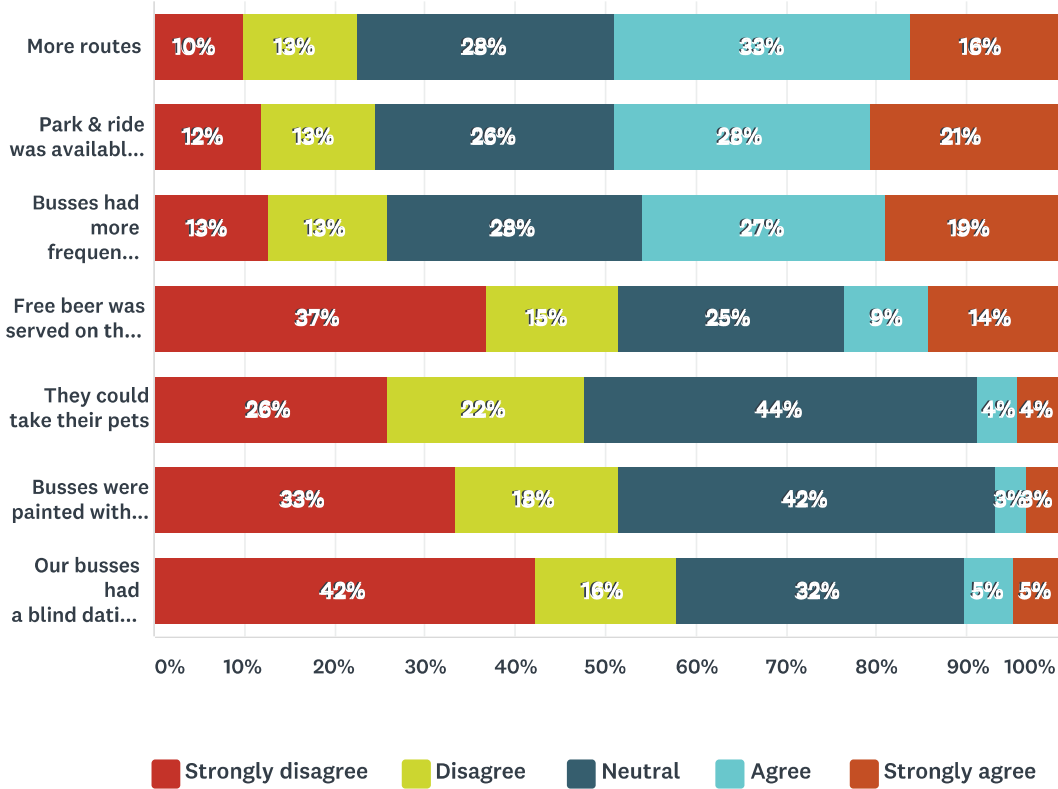
Answered: 204 Skipped: 18



ANSWER CHOICES	RESPONSES	
Take the bus	24%	48
Walk	36%	73
Ride their bike	25%	50
Carpool	12%	25
Taxi / Rideshare	12%	25
I have no idea	2%	5
No they do not	43%	87
Total Respondents: 204		

# Q21 Would more employees take public transportation to work if

Answered: 204 Skipped: 18

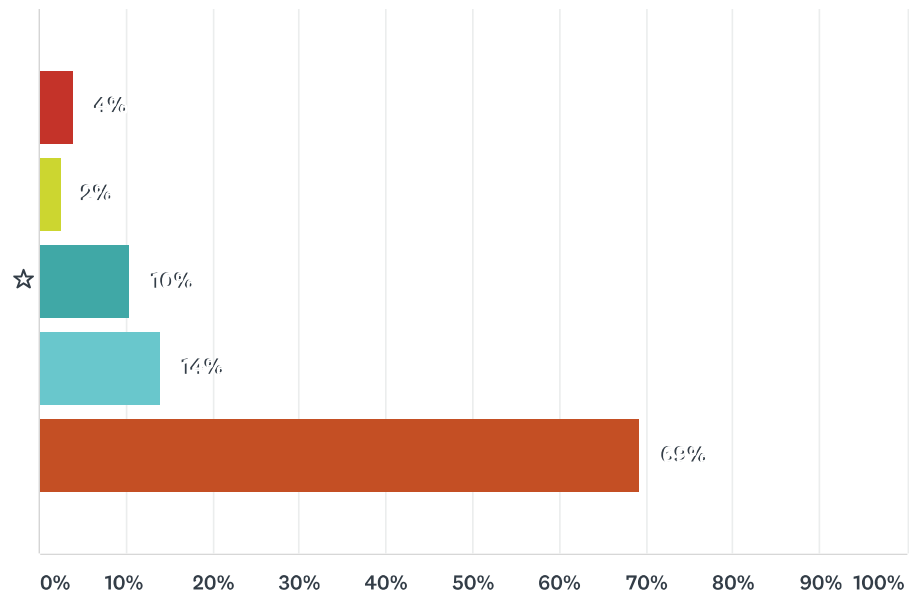


	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
More routes	10% 20	13% 26	28% 58	33% 67	16% 33	204	3.33
Park & ride was available (free / low cost parking in periphery lots with shuttle service)	12% 24	13% 26	26% 54	28% 58	21% 42	204	3.33
Busses had more frequent service	13% 26	13% 27	28% 57	27% 55	19% 39	204	3.26
Free beer was served on the bus	37% 75	15% 30	25% 51	9% 19	14% 29	204	2.50
They could take their pets	26% 53	22% 44	44% 89	4% 9	4% 9	204	2.40
Busses were painted with cool murals	33% 68	18% 37	42% 85	3% 7	3% 7	204	2.25
Our busses had a blind dating service	42% 86	16% 32	32% 65	5% 11	5% 10	204	2.15



### Q22 Would you like downtown to have a high frequency downtown shuttle that runs every 15 minutes? (five stars = Big Yes)

Answered: 201 Skipped: 21

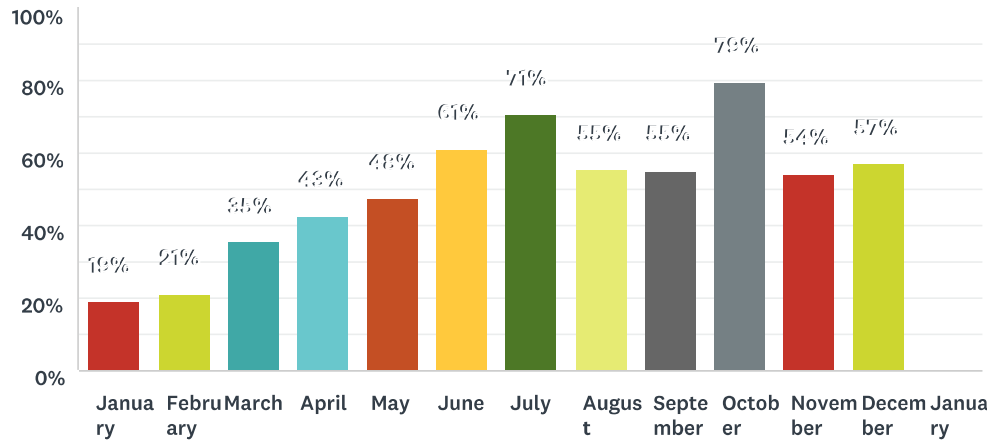


■ 1   
 ■ 2   
 ■ 3   
 ■ 4   
 ■ 5

	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	4% 8	2% 5	10% 21	14% 28	69% 139	201	4.42

## Q23 What are the busiest months of the year for your business? Check all that apply.

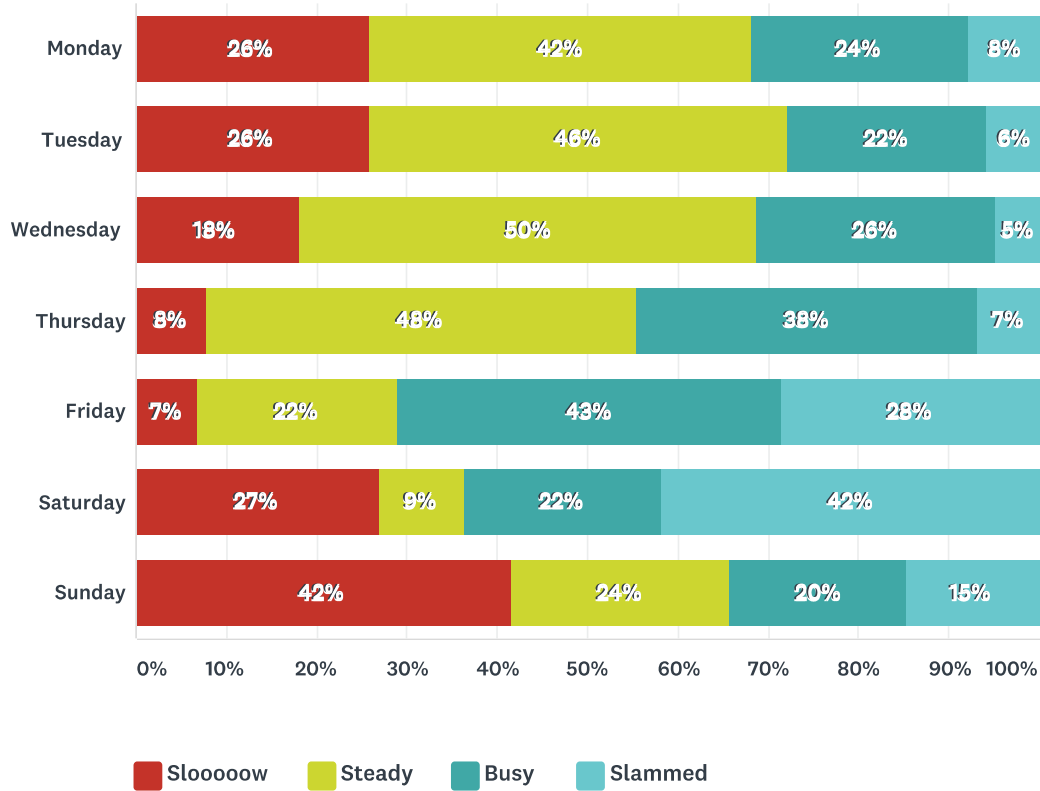
Answered: 204 Skipped: 18



ANSWER CHOICES	RESPONSES	
January	19%	39
February	21%	43
March	35%	72
April	43%	87
May	48%	97
June	61%	124
July	71%	144
August	55%	113
September	55%	112
October	79%	162
November	54%	110
December	57%	116
January	0%	0
Total Respondents: 204		

## Q24 What are your busiest days of the week?

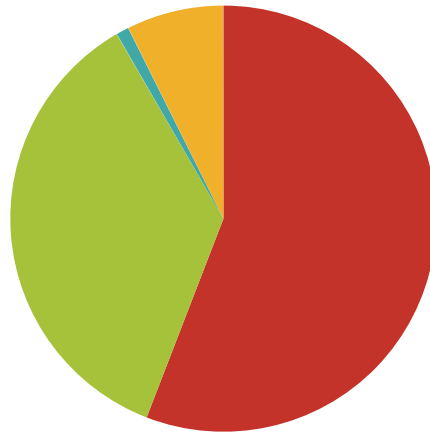
Answered: 204 Skipped: 18



	SLOOOOOW	STEADY	BUSY	SLAMMED	TOTAL	WEIGHTED AVERAGE
Monday	26% 53	42% 86	24% 49	8% 16	204	2.14
Tuesday	26% 53	46% 94	22% 45	6% 12	204	2.08
Wednesday	18% 37	50% 103	26% 54	5% 10	204	2.18
Thursday	8% 16	48% 97	38% 77	7% 14	204	2.44
Friday	7% 14	22% 45	43% 87	28% 58	204	2.93
Saturday	27% 55	9% 19	22% 45	42% 85	204	2.78
Sunday	42% 85	24% 49	20% 40	15% 30	204	2.07

## Q25 How many employees live in downtown?

Answered: 204 Skipped: 18

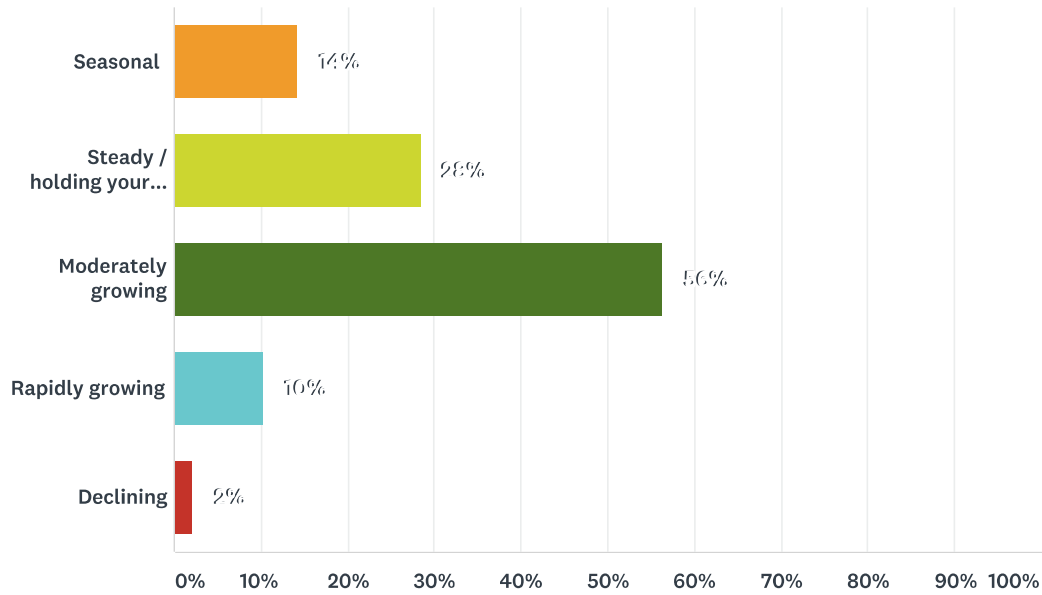


■ None
 ■ Some
 ■ Many
 ■ I don't know or this doesn't apply to my business

ANSWER CHOICES	RESPONSES	
None	56%	114
Some	36%	73
Many	1%	2
I don't know or this doesn't apply to my business	7%	15
<b>TOTAL</b>		<b>204</b>

## Q26 How would you characterize your business' activity level?

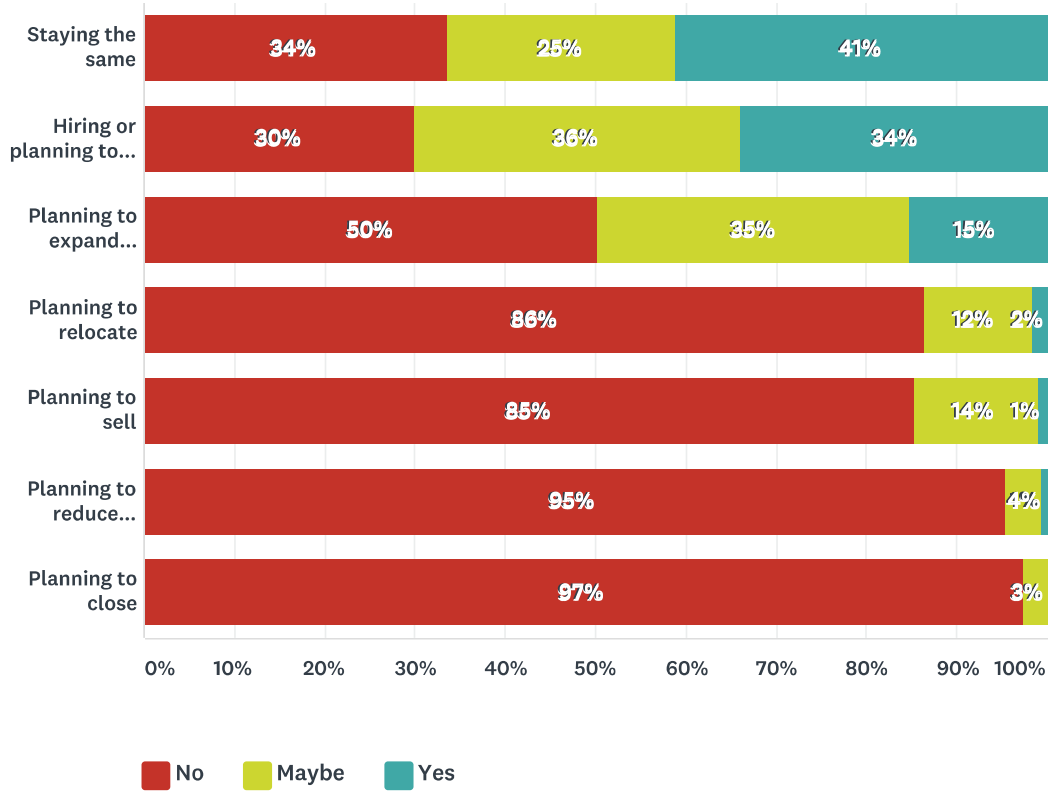
Answered: 197 Skipped: 25



ANSWER CHOICES	RESPONSES	
Seasonal	14%	28
Steady / holding your own	28%	56
Moderately growing	56%	111
Rapidly growing	10%	20
Declining	2%	4
Total Respondents: 197		

## Q27 Which description best characterizes your plans for the next 18 months?

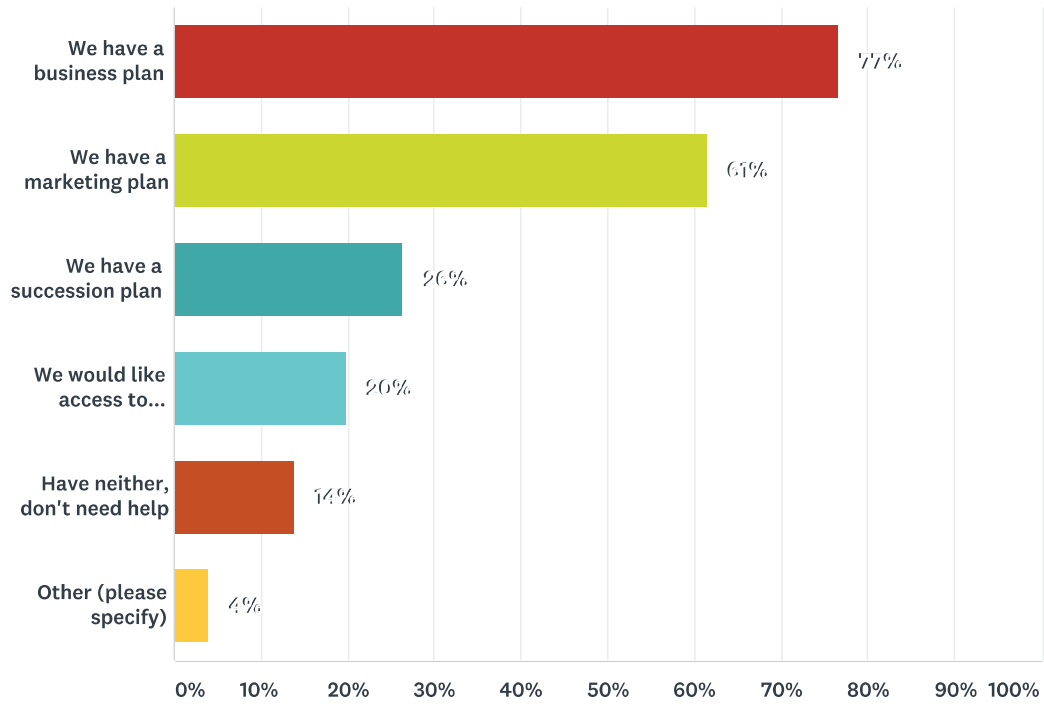
Answered: 197 Skipped: 25



	NO	MAYBE	YES	TOTAL
Staying the same	34% 66	25% 50	41% 81	197
Hiring or planning to hire soon	30% 59	36% 71	34% 67	197
Planning to expand operations or hours	50% 99	35% 68	15% 30	197
Planning to relocate	86% 170	12% 24	2% 3	197
Planning to sell	85% 168	14% 27	1% 2	197
Planning to reduce operations or hours	95% 188	4% 8	1% 1	197
Planning to close	97% 192	3% 5	0% 0	197

### Q28 Please check all that apply

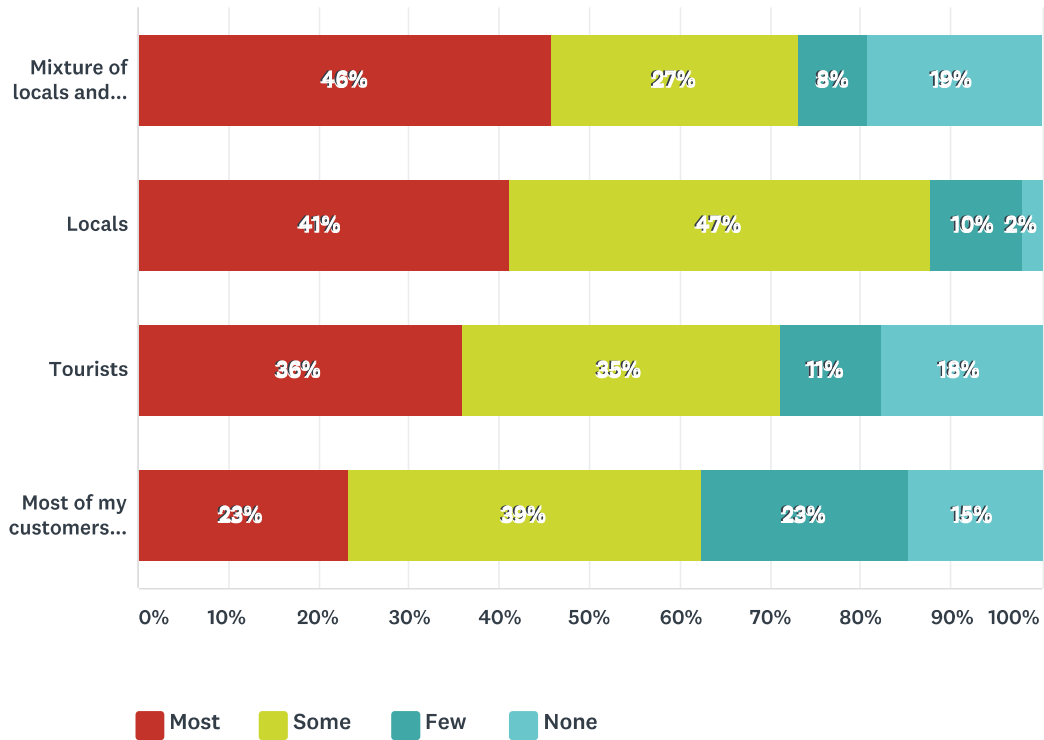
Answered: 197 Skipped: 25



ANSWER CHOICES	RESPONSES	
We have a business plan	77%	151
We have a marketing plan	61%	121
We have a succession plan	26%	52
We would like access to planning tools and aids	20%	39
Have neither, don't need help	14%	27
Other (please specify)	4%	8
Total Respondents: 197		

### Q29 Who are your customers? Check all that apply.

Answered: 197 Skipped: 25

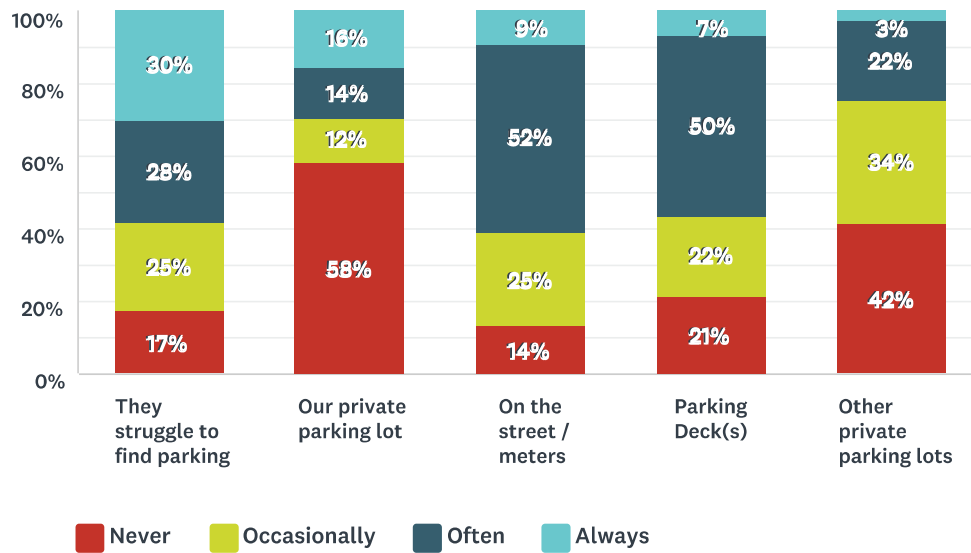


	MOST	SOME	FEW	NONE	TOTAL
Mixture of locals and tourists	46% 90	27% 54	8% 15	19% 38	197
Locals	41% 81	47% 92	10% 20	2% 4	197
Tourists	36% 71	35% 69	11% 22	18% 35	197
Most of my customers /clients are out of town	23% 46	39% 77	23% 45	15% 29	197



### Q30 Where do your customers park? Select all that apply.

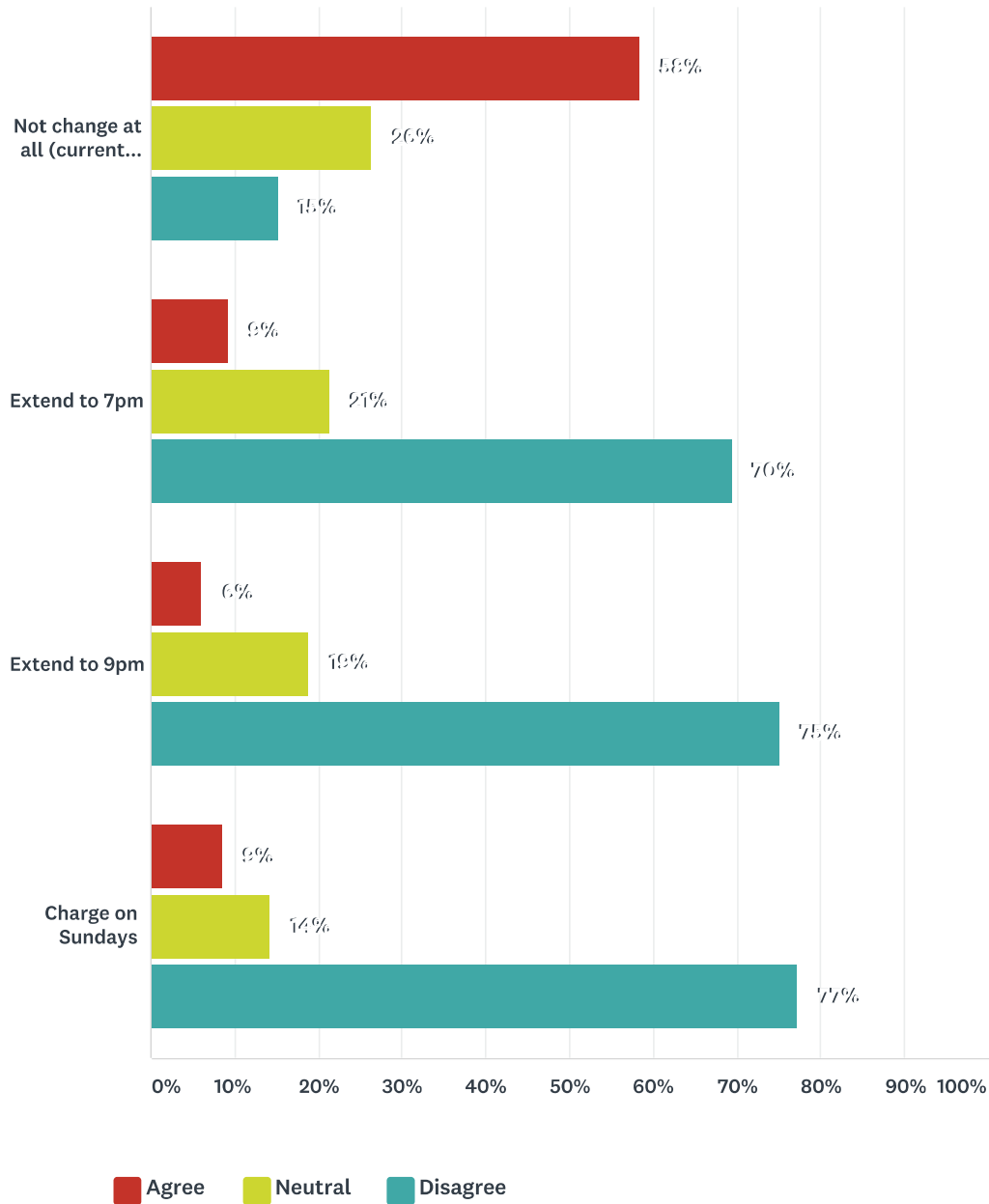
Answered: 197 Skipped: 25



	NEVER	OCCASIONALLY	OFTEN	ALWAYS	TOTAL
They struggle to find parking	17% 34	25% 49	28% 55	30% 59	197
Our private parking lot	58% 115	12% 24	14% 27	16% 31	197
On the street / meters	14% 27	25% 50	52% 102	9% 18	197
Parking Deck(s)	21% 42	22% 44	50% 98	7% 13	197
Other private parking lots	42% 82	34% 67	22% 43	3% 5	197

### Q31 Parking meter fee hours should....

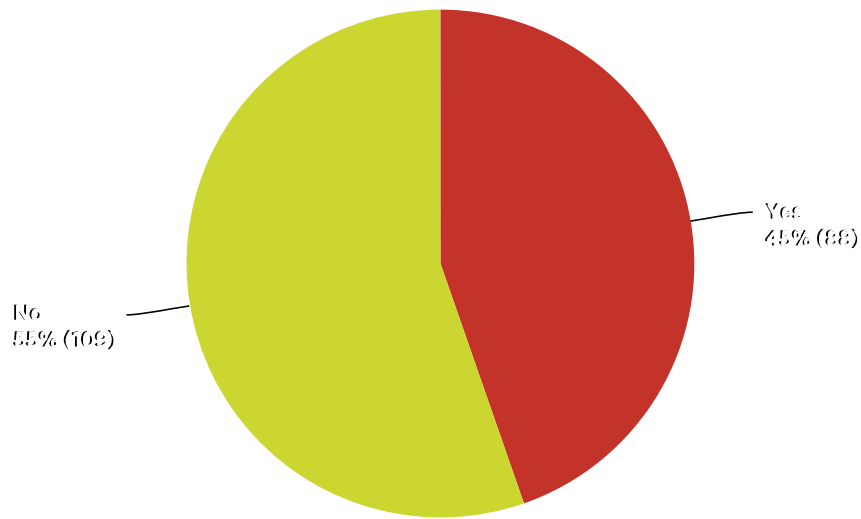
Answered: 197 Skipped: 25



	AGREE	NEUTRAL	DISAGREE	TOTAL
Not change at all (currently Monday -Saturday 8am-6pm)	58% 115	26% 52	15% 30	197
Extend to 7pm	9% 18	21% 42	70% 137	197
Extend to 9pm	6% 12	19% 37	75% 148	197
Charge on Sundays	9% 17	14% 28	77% 152	197

### Q32 Do you have trouble with loading zones?

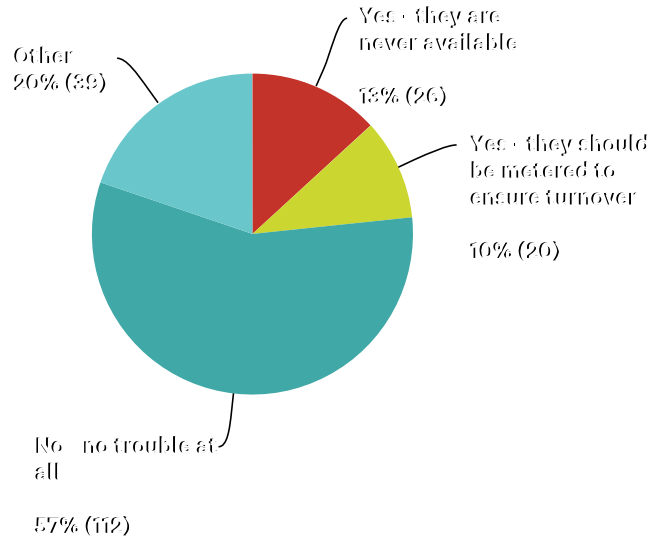
Answered: 197 Skipped: 25



ANSWER CHOICES	RESPONSES	
Yes	45%	88
No	55%	109
TOTAL		197

### Q33 Do workers or customers have trouble with ADA/Handicap Access spaces?

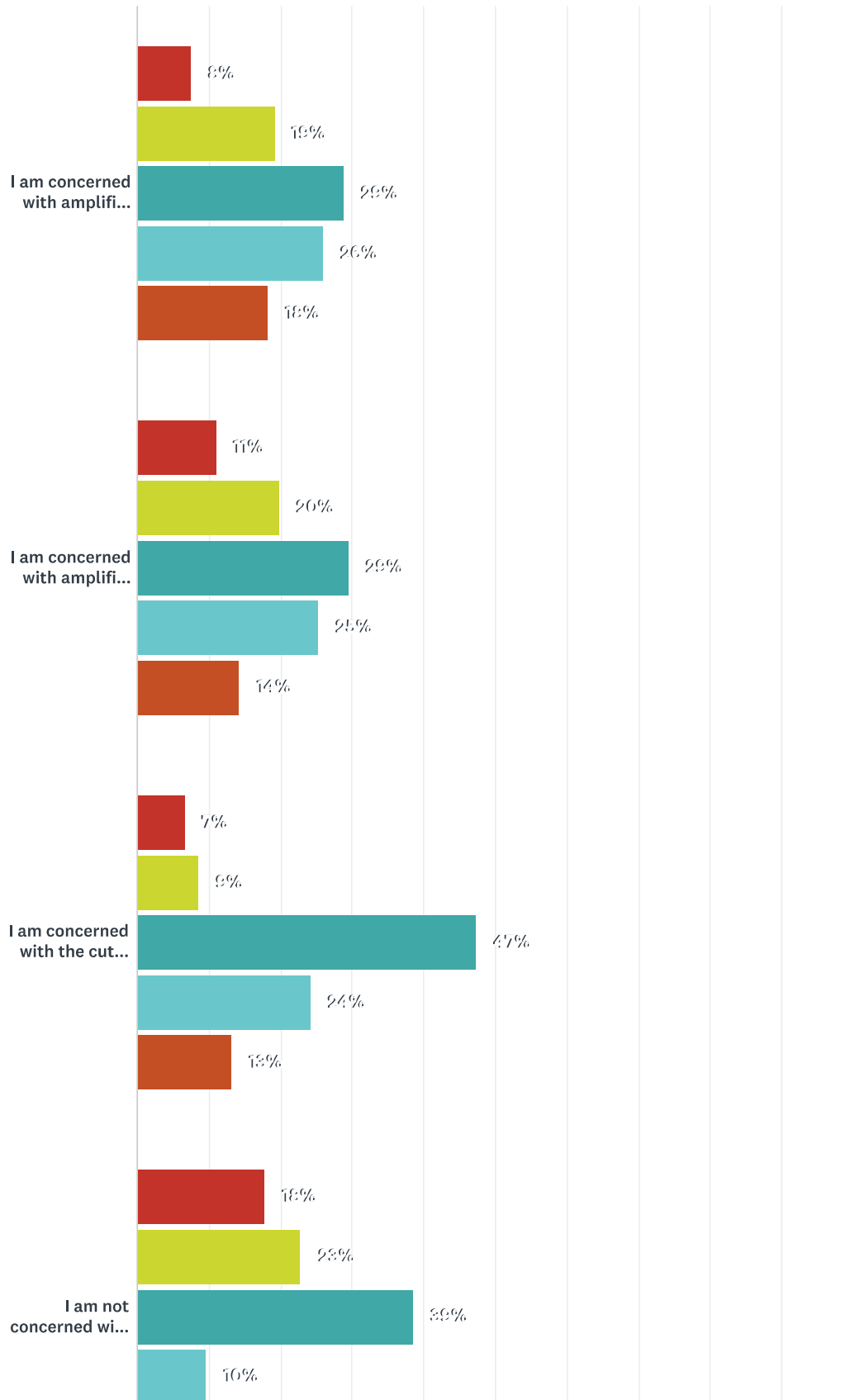
Answered: 197 Skipped: 25

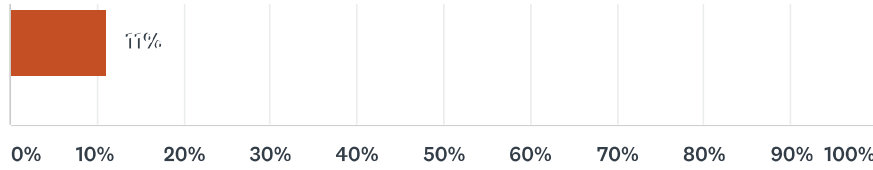


ANSWER CHOICES	RESPONSES	
Yes - they are never available	13%	26
Yes - they should be metered to ensure turnover	10%	20
No - no trouble at all	57%	112
Other	20%	39
<b>TOTAL</b>		<b>197</b>

### Q34 Do you have issues with the noise ordinance?

Answered: 197 Skipped: 25



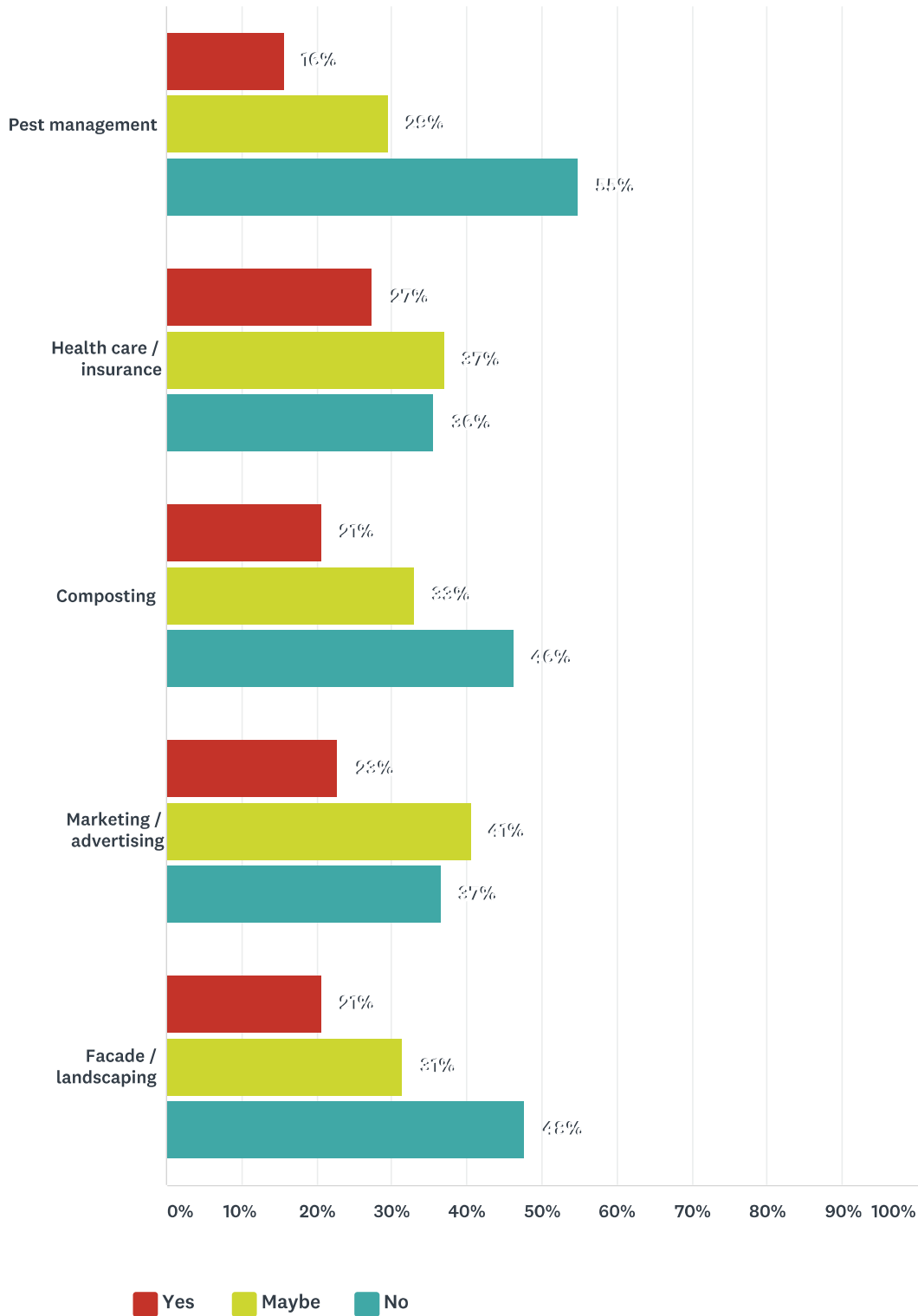


■ Strongly Agree  
 ■ Agree  
 ■ Neutral  
 ■ Disagree  
 ■ Strongly Disagree

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
I am concerned with amplified music or noise from establishments	8% 15	19% 38	29% 57	26% 51	18% 36	197	3.28
I am concerned with amplified music or noise from moving vehicles	11% 22	20% 39	29% 58	25% 50	14% 28	197	3.12
I am concerned with the cut off time	7% 13	9% 17	47% 93	24% 48	13% 26	197	3.29
I am not concerned with any of those	18% 35	23% 45	39% 76	10% 19	11% 22	197	2.74

### Q35 Are you interested in participating in a collaborative business efforts?

Answered: 197 Skipped: 25



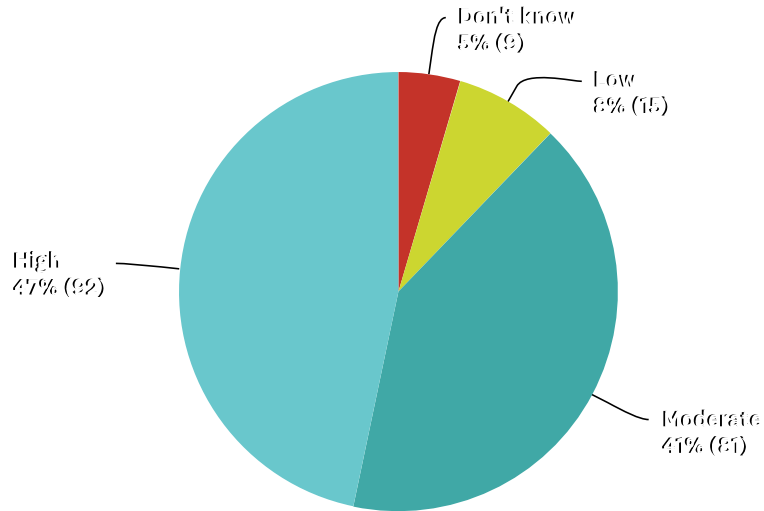
	YES	MAYBE	NO	TOTAL
Pest management	16% 31	29% 58	55% 108	197

Health care / insurance	27% 54	37% 73	36% 70	197
Composting	21% 41	33% 65	46% 91	197
Marketing / advertising	23% 45	41% 80	37% 72	197
Facade / landscaping	21% 41	31% 62	48% 94	197



### Q36 How would you rate your overall confidence in the economic future and vitality of downtown?

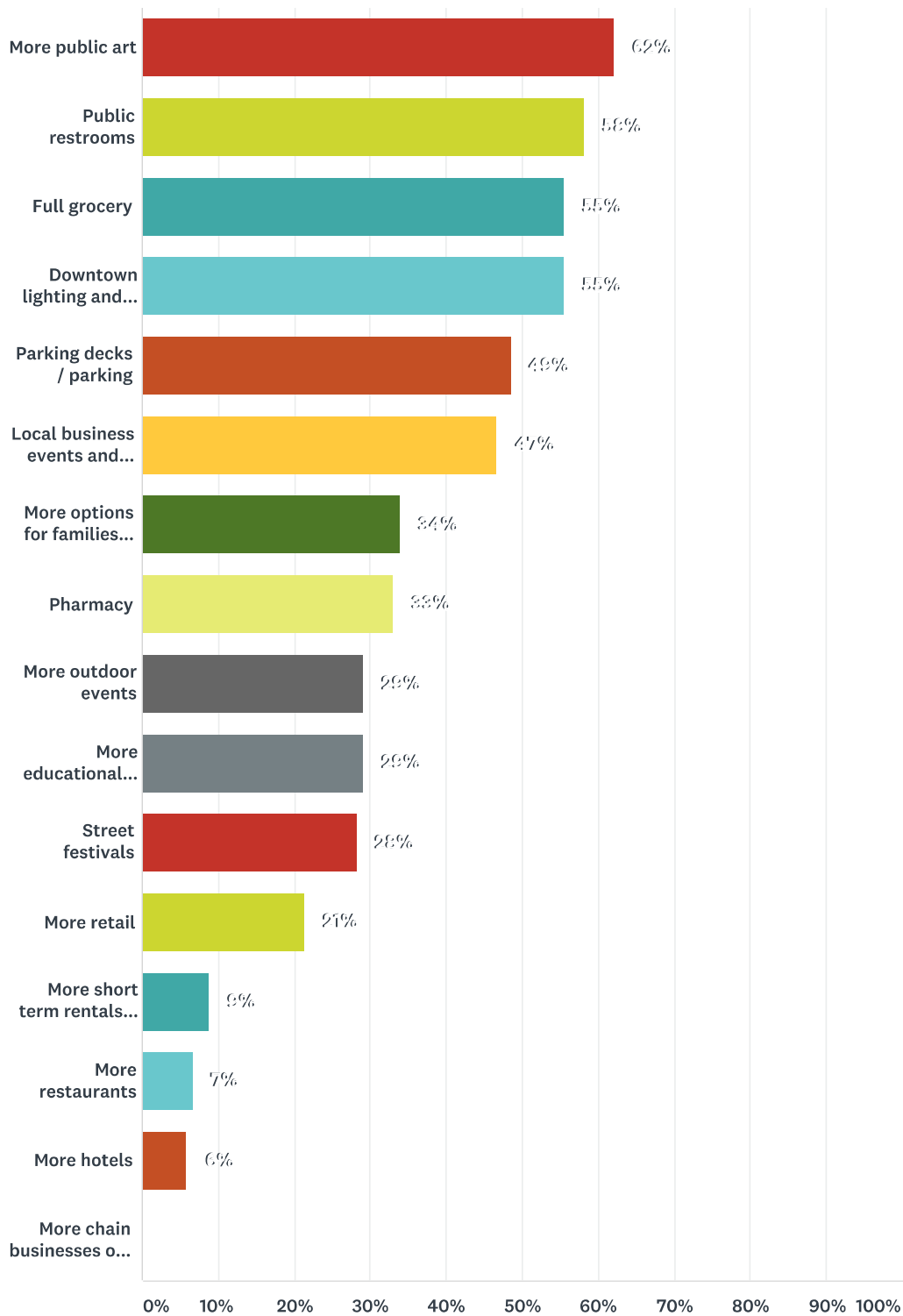
Answered: 197 Skipped: 25



ANSWER CHOICES	RESPONSES	
Don't know	5%	9
Low	8%	15
Moderate	41%	81
High	47%	92
TOTAL		197

### Q37 What kind of businesses (products and services) would you like to see MORE OF downtown? Check all that apply.

Answered: 103 Skipped: 119



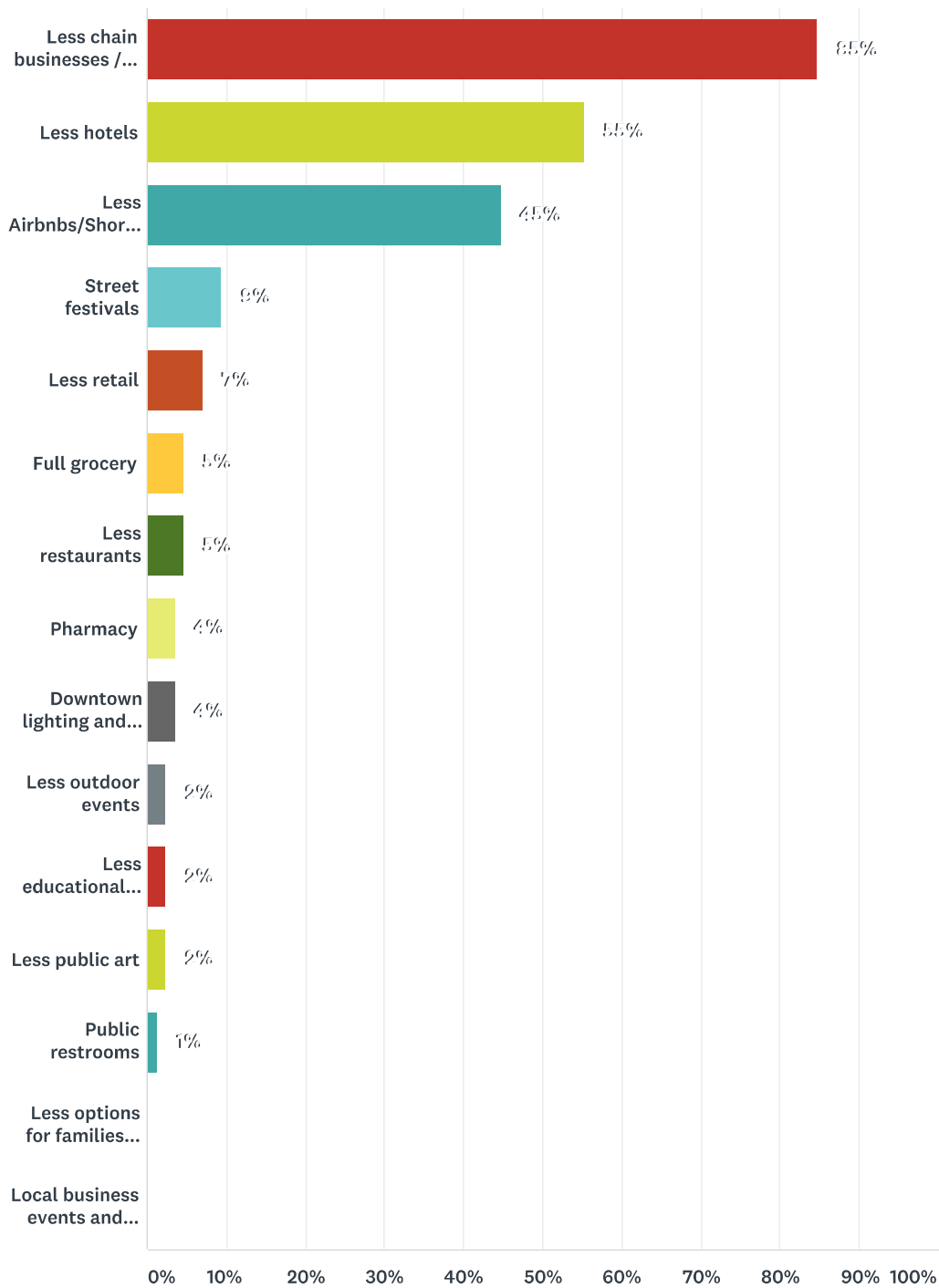
ANSWER CHOICES

RESPONSES

More public art	62%	64
Public restrooms	58%	60
Full grocery	55%	57
Downtown lighting and decor	55%	57
Parking decks / parking	49%	50
Local business events and events	47%	48
More options for families and children	34%	35
Pharmacy	33%	34
More outdoor events	29%	30
More educational locations (i.e. AMOS)	29%	30
Street festivals	28%	29
More retail	21%	22
More short term rentals / airbnbs	9%	9
More restaurants	7%	7
More hotels	6%	6
More chain businesses or formula stores	0%	0
Total Respondents: 103		

### Q38 What kind of businesses (products and services) would you like to see LESS OF downtown? Check all that apply.

Answered: 85 Skipped: 137

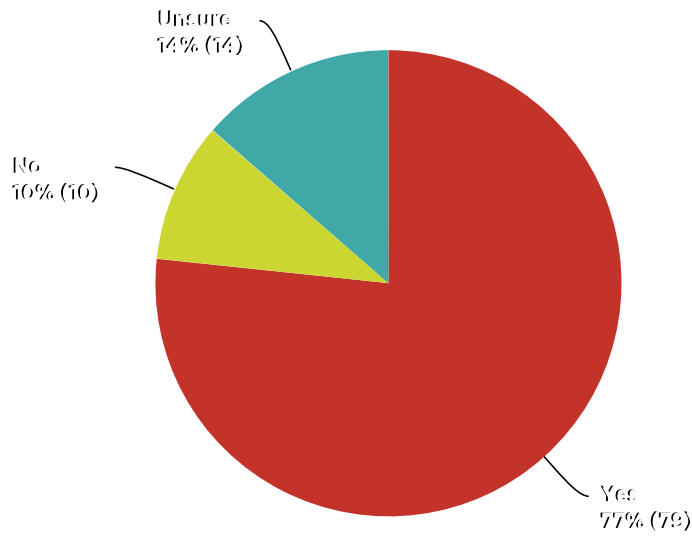


ANSWER CHOICES	RESPONSES	
Less chain businesses / formula stores	85%	72
Less hotels	55%	47

Less Airbnbs/Short term rentals	45%	38
Street festivals	9%	8
Less retail	7%	6
Full grocery	5%	4
Less restaurants	5%	4
Pharmacy	4%	3
Downtown lighting and decor	4%	3
Less outdoor events	2%	2
Less educational locations (i.e. AMOS)	2%	2
Less public art	2%	2
Public restrooms	1%	1
Less options for families and children	0%	0
Local business events and local events	0%	0
Total Respondents: 85		

### Q39 Would you like to see more housing options for locals in downtown?

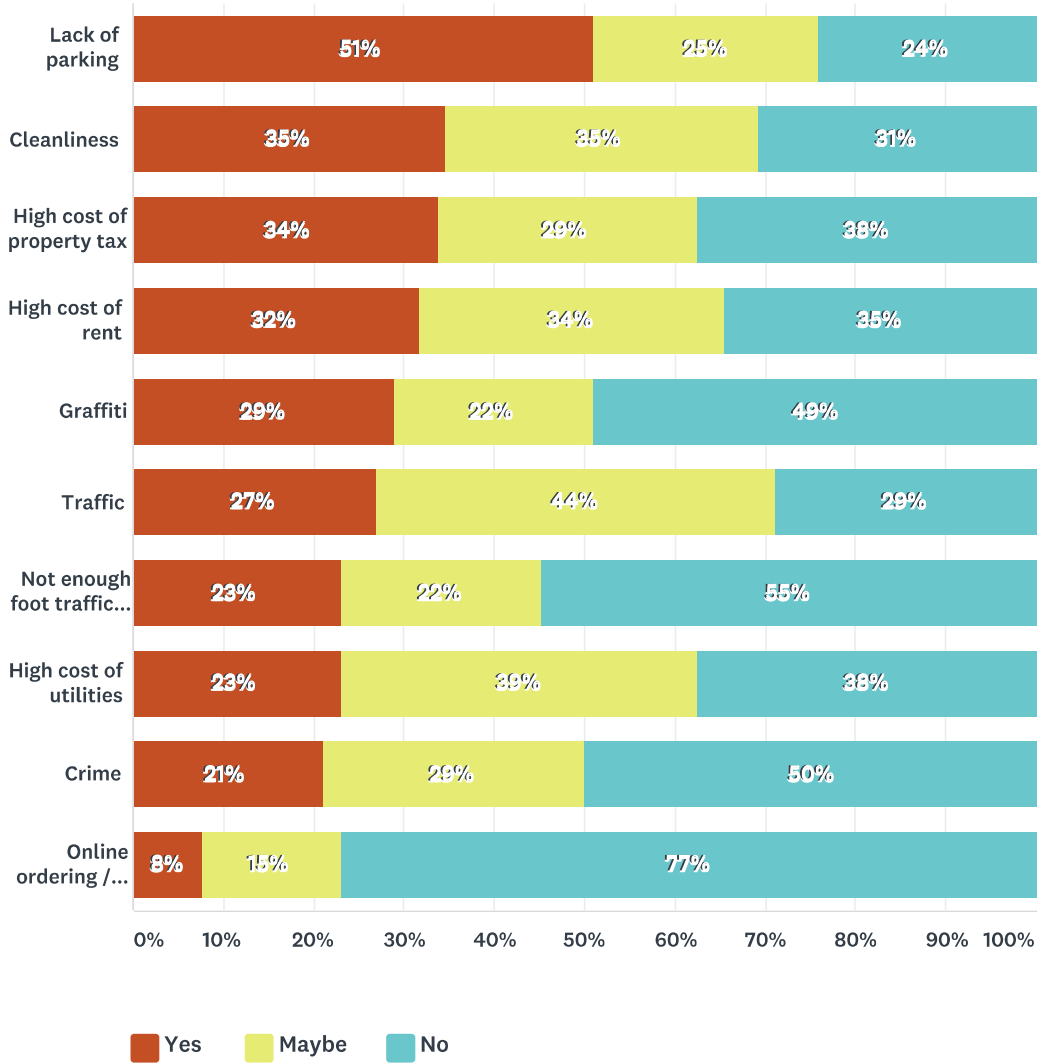
Answered: 103 Skipped: 119



ANSWER CHOICES	RESPONSES	
Yes	77%	79
No	10%	10
Unsure	14%	14
TOTAL		103

## Q42 What issues negatively affect your business?

Answered: 104 Skipped: 118



	YES	MAYBE	NO	TOTAL	WEIGHTED AVERAGE
Lack of parking	51% 53	25% 26	24% 25	104	1.73
Cleanliness	35% 36	35% 36	31% 32	104	1.96
High cost of property tax	34% 35	29% 30	38% 39	104	2.04
High cost of rent	32% 33	34% 35	35% 36	104	2.03
Graffiti	29% 30	22% 23	49% 51	104	2.20
Traffic	27% 28	44% 46	29% 30	104	2.02
Not enough foot traffic/ customers	23% 24	22% 23	55% 57	104	2.32

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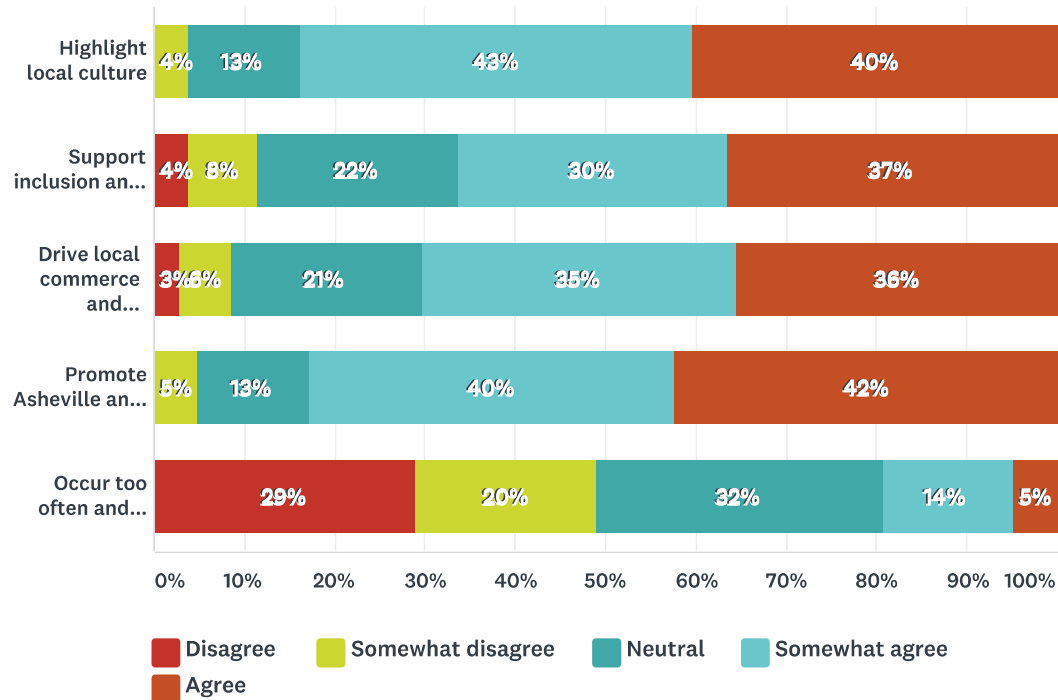
High cost of utilities	23% 24	39% 41	38% 39	104	2.14
Crime	21% 22	29% 30	50% 52	104	2.29
Online ordering / showrooming (people using your store to compare with prices online)	8% 8	15% 16	77% 80	104	2.69

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### Q43 How do you feel about Asheville's outdoor festivals and special events in downtown?

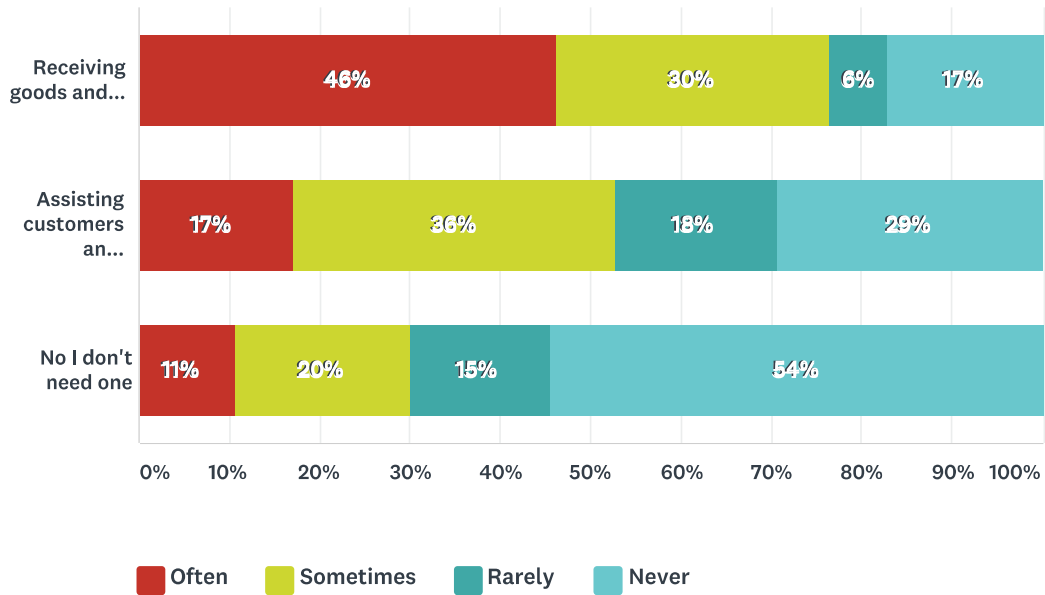
Answered: 104 Skipped: 118



	DISAGREE	SOMEWHAT DISAGREE	NEUTRAL	SOMEWHAT AGREE	AGREE	TOTAL	WEIGHTED AVERAGE
Highlight local culture	0% 0	4% 4	13% 13	43% 45	40% 42	104	4.20
Support inclusion and help attract a diverse audience	4% 4	8% 8	22% 23	30% 31	37% 38	104	3.88
Drive local commerce and spending	3% 3	6% 6	21% 22	35% 36	36% 37	104	3.94
Promote Asheville and draw tourists to downtown	0% 0	5% 5	13% 13	40% 42	42% 44	104	4.20
Occur too often and should be limited to fewer days / weekends a year	29% 30	20% 21	32% 33	14% 15	5% 5	104	2.46

## Q45 Does your business need / use a loading zone?

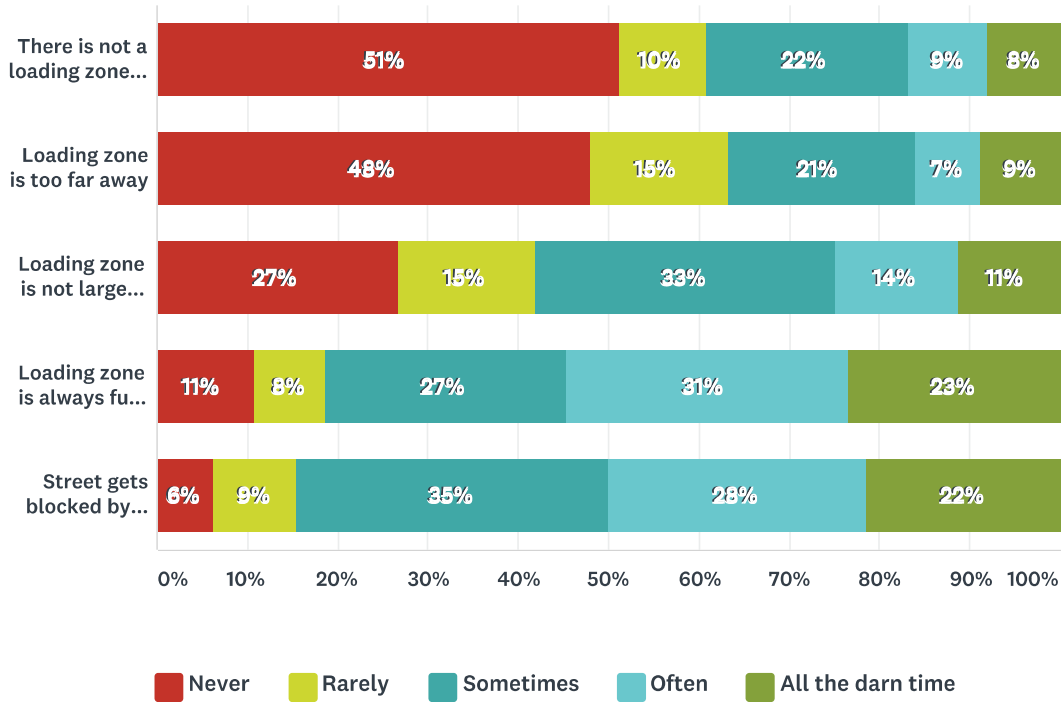
Answered: 141 Skipped: 81



	OFTEN	SOMETIMES	RARELY	NEVER	TOTAL
Receiving goods and shipments	46% 65	30% 43	6% 9	17% 24	141
Assisting customers and tenants	17% 24	36% 50	18% 25	29% 41	140
No I don't need one	11% 13	20% 24	15% 19	54% 67	123

### Q46 Please share your experience:

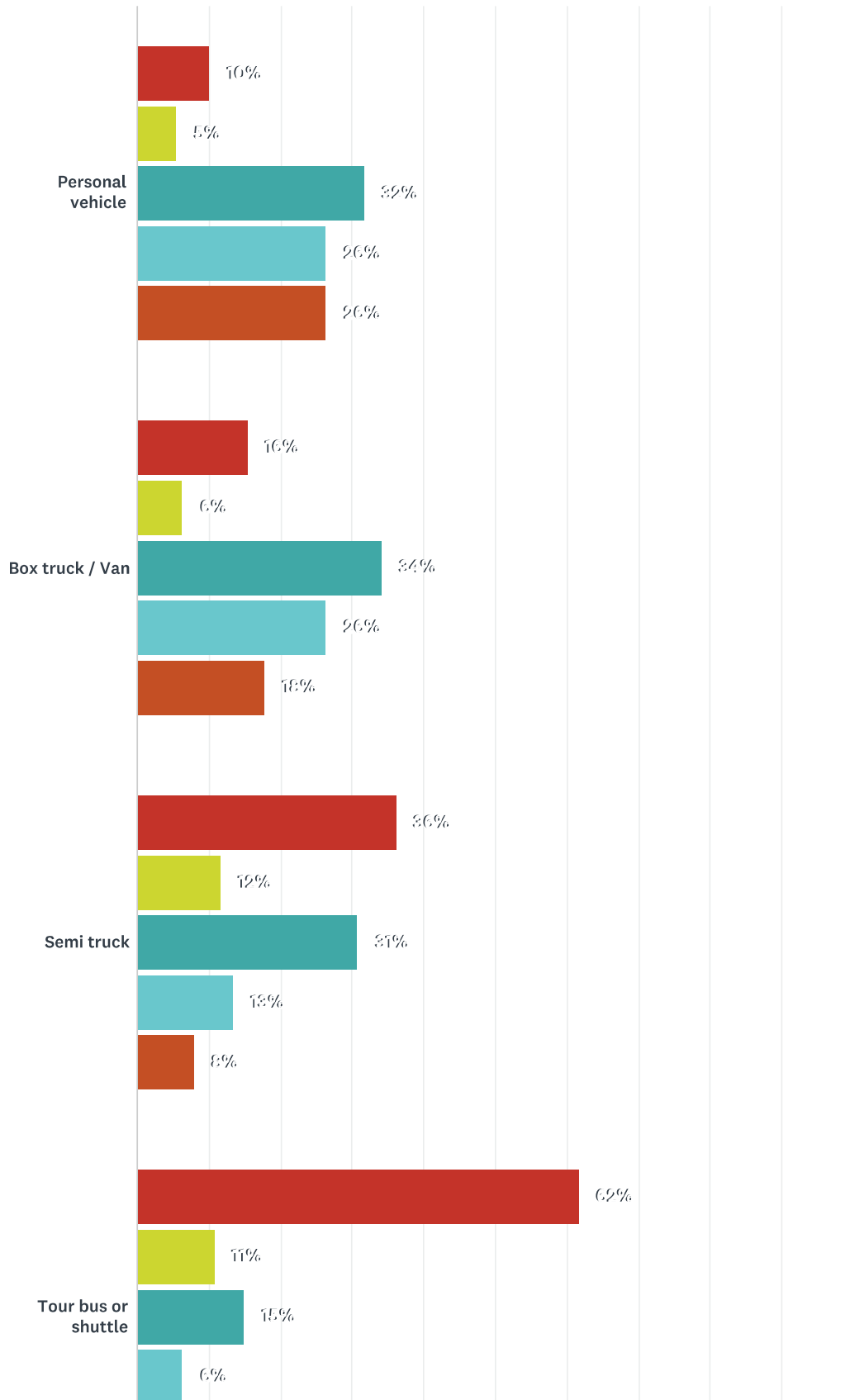
Answered: 131 Skipped: 91

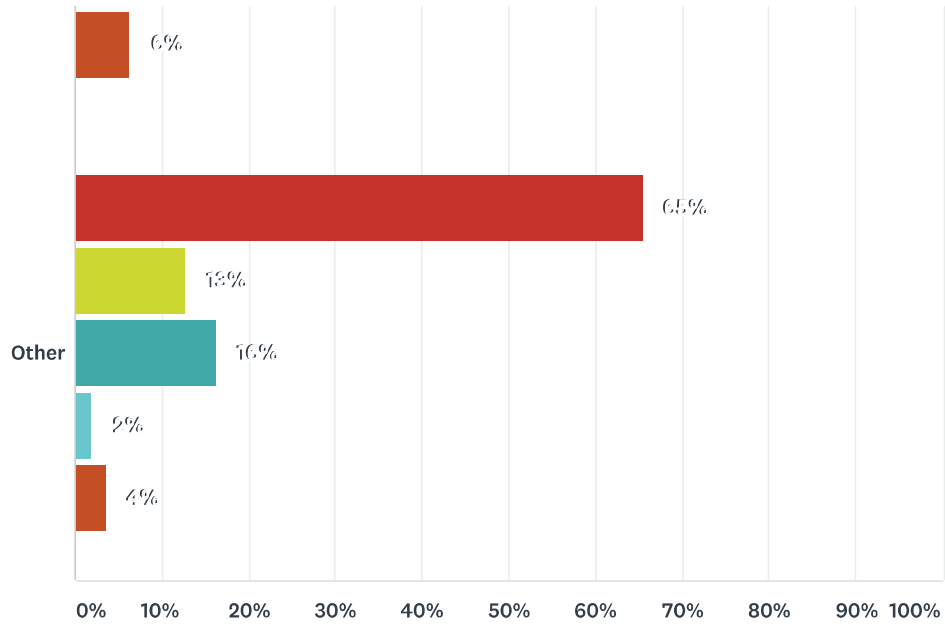


	NEVER	RARELY	SOMETIMES	OFTEN	ALL THE DARN TIME	TOTAL
There is not a loading zone that I know of	51% 64	10% 12	22% 28	9% 11	8% 10	125
Loading zone is too far away	48% 60	15% 19	21% 26	7% 9	9% 11	125
Loading zone is not large enough	27% 33	15% 19	33% 41	14% 17	11% 14	124
Loading zone is always full when I need it	11% 14	8% 10	27% 34	31% 40	23% 30	128
Street gets blocked by trucks	6% 8	9% 12	35% 45	28% 37	22% 28	130

# Q47 What size vehicle needs accommodated?

Answered: 131 Skipped: 91



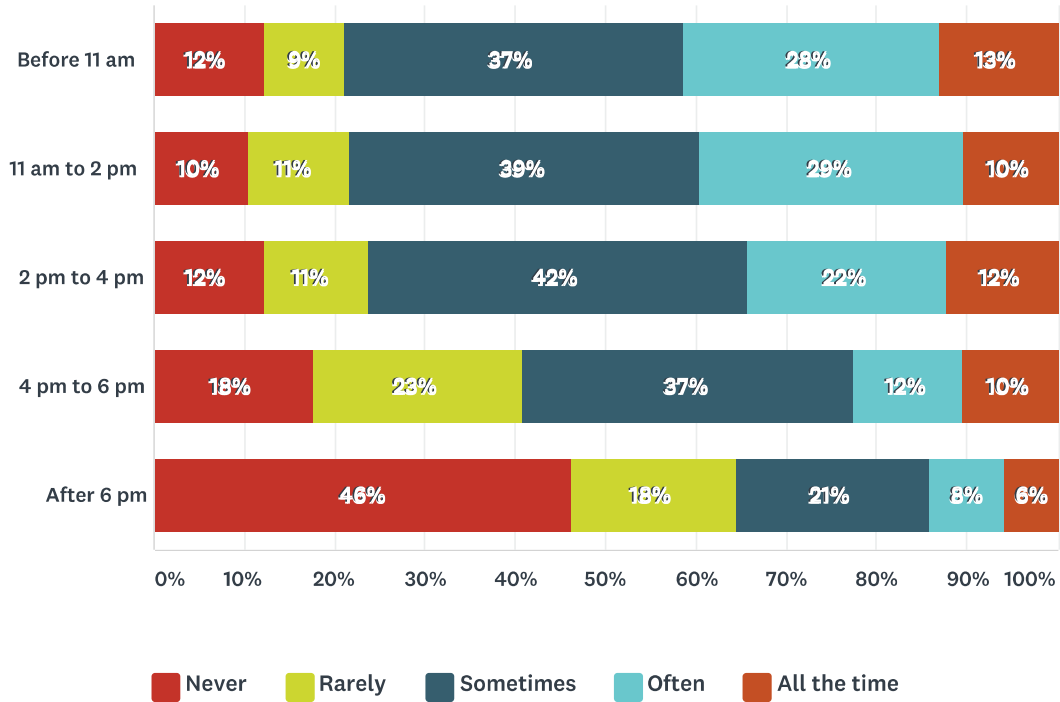


■ Never   
 ■ Rarely   
 ■ Sometimes   
 ■ Often   
 ■ All the time

	NEVER	RARELY	SOMETIMES	OFTEN	ALL THE TIME	TOTAL
Personal vehicle	10% 13	5% 7	32% 41	26% 34	26% 34	129
Box truck / Van	16% 20	6% 8	34% 44	26% 34	18% 23	129
Semi truck	36% 46	12% 15	31% 39	13% 17	8% 10	127
Tour bus or shuttle	62% 79	11% 14	15% 19	6% 8	6% 8	128
Other	65% 72	13% 14	16% 18	2% 2	4% 4	110

## Q48 What time of day do you need loading?

Answered: 127 Skipped: 95



	NEVER	RARELY	SOMETIMES	OFTEN	ALL THE TIME	TOTAL	WEIGHTED AVERAGE
Before 11 am	12% 15	9% 11	37% 46	28% 35	13% 16	123	3.21
11 am to 2 pm	10% 13	11% 14	39% 48	29% 36	10% 13	124	3.18
2 pm to 4 pm	12% 15	11% 14	42% 51	22% 27	12% 15	122	3.11
4 pm to 6 pm	18% 22	23% 29	37% 46	12% 15	10% 13	125	2.74
After 6 pm	46% 56	18% 22	21% 26	8% 10	6% 7	121	2.09