



Downtown Foley | Foley, AL

2026 Envision Survey Results

Total Sample: 856 | Completion Rate: 75%

Q.1: Which of the following best describes you?

Response	Count	Percentage
I am a full-time Foley resident living within the Foley city limits	553	64.6%
I am a part-time or seasonal Foley resident living within the Foley city limits	18	2.1%
I am a full-time area resident living outside the Foley city limits, but within 20 miles of Foley	248	29.0%
I am a part-time or seasonal area resident living outside the city limits, but within 20 miles of Foley	11	1.3%
I live more than 20 miles from Foley	26	3.0%
TOTAL	856	100.0%

Q.2: Do you work in Downtown Foley?

Response	Count	Percentage
Yes	198	23.2%
No	656	76.8%
TOTAL	854	100.0%

Q.3: Do you own a business in Downtown Foley?

Response	Count	Percentage
Yes (--> Go to Q.4)	54	6.3%
No (--> Jump to Q.11)	798	93.7%
TOTAL	852	100.0%

Q.4 - Q.10 | Business Owner Responses

Q.4: Which one of the following best describes your primary business type?

Response	Count	Percentage
Retail	12	21.1%
Restaurants, Bars and Other Eating and Drinking Places	10	17.5%
Professional Services (e.g. legal, engineering, marketing)	8	14.0%
Real Estate	8	14.0%
Arts and Culture	4	7.0%
Banking, Financial and Insurance Services	3	5.3%
Health Care	3	5.3%
Personal Services (e.g. hair salons, nail salons, fitness studios)	3	5.3%
Manufacturing and Industrial	1	1.8%
Civic and Religious Organizations	0	0.0%
Distribution	0	0.0%
Other*	5	8.8%
TOTAL	57	100.0%

* Other Responses: Carpentry; Crafts at home; Media/marketing; Medical massage therapy office; Other.

Q.5: How long has your business been operating in Downtown Foley?

Response	Count	Percentage
Less than 1 year	11	19.6%
1 to 4 years	14	25.0%
5 to 9 years	10	17.9%
10 to 20 years	10	17.9%
21 years or longer	11	19.6%
TOTAL	56	100.0%

Q.6: Do you own or lease the property your business occupies?

Response	Count	Percentage
Own	20	35.7%
Lease	36	64.3%
TOTAL	56	100.0%

Q.7: In which of the following ways do you plan to change or modify your business within the next year or two?*Select all that apply*

Response	Count	Percentage
Increase number of employees	21	39.6%
Increase marketing and/or advertising	20	37.7%
Expand your business or building	19	35.8%
Complete building improvements	11	20.8%
Relocate your business within the downtown	7	13.2%
Adjust business model or change type of business	3	5.7%
Close your business	1	1.9%
Downsize your business or operations	1	1.9%
Move your business out of the downtown	1	1.9%
Sell your business	1	1.9%
Other	0	0.0%
No changes planned	13	24.5%
Percentages based on number responding. Multiple selections allowed # Respondents:	53	--

Q.8: Of the following, which pose the greatest challenge to sustaining or growing your business?*Select up to three*

Response	Count	Percentage
Growing my customer base	16	34.8%
Finding a larger space to expand my business	10	21.7%
Hiring and/or retaining quality employees	10	21.7%
Complying with City licensing and regulatory requirements	9	19.6%
Accessing capital for business improvements or expansion	8	17.4%
Adjusting my business model, or "pivoting"	4	8.7%
Increasing return on marketing and advertising	4	8.7%
Working through supply chain or vendor issues	4	8.7%
Complying with county, state, and/or federal regulations	3	6.5%
Creating or improving a social media presence	3	6.5%
Creating or updating a marketing plan	3	6.5%
Setting up an ecommerce (online sales) system	2	4.3%
Creating, improving, or maintaining a website	1	2.2%
Finding a smaller space to downsize my business	0	0.0%
Other*	8	17.4%
None	4	8.7%
Percentages based on number responding. Up to three selections allowed. # Respondents:	46	--

* Other Responses: Customer parking; Finding customers new customer with higher income; Getting enough people downtown, specifically locals; Historical requirements and rules need to be changed and updated; Historical society for every thing that needs to be changed or added to make my business better; Many of the above; Parking; Traveling through and within Foley.

Q.9: Which of the following business assistance topics are of most interest to you?*Select all that apply*

Response	Count	Percentage
Artificial Intelligence (AI) Basics for Small Businesses	11	25.6%
Financing Options for Business Improvements or Expansion	10	23.3%
Website, SEO and Geolocation Marketing	10	23.3%
Basic Bookkeeping and Accounting Skills for Small Businesses	9	20.9%
Basic Marketing Skills (e.g. advertising, social media)	7	16.3%
Ecommerce (Selling Online) for Small Businesses	6	14.0%
Social Media for Small Businesses	6	14.0%
Business Succession Planning	5	11.6%
Human Resources Practices for Small Businesses	3	7.0%
Other*	3	7.0%
None	9	20.9%
<i>Percentages based on number responding. Multiple selections allowed. # Respondents:</i>	43	--

* Other Responses: Many of these; Providing reliable internet and phone services; Sales training.

Q.10: Which of the following types of technical assistance and incentives, if available, would you be most likely to use?*Select all that apply*

Response	Count	Percentage
Grants or low interest loans for business expansion	19	46.3%
Low interest building or building improvement loans	14	34.1%
Façade improvement grants	12	29.3%
Free or low cost building improvement design services	11	26.8%
One-on-one business counseling or coaching	7	17.1%
Help on basic business start-up and operations topics	2	4.9%
Help to create a succession plan or to sell your business	2	4.9%
Help to market your building or space, or to find a co-tenant	2	4.9%
Other	0	0.0%
None	12	29.3%
<i>Percentages based on number responding. Multiple selections allowed. # Respondents:</i>	41	--

Q.11 >> | All Survey Respondents

Q.11: What is the name of the one business or place located in Downtown Foley that you visit most often?

Preface: For the following question, please identify just one (1) Downtown Foley business or place you visit most often. If you work or own a business in the Downtown district, please identify an Downtown district business or place you visit most often but that is not your workplace or business.

Response	Count	Percentage
Cheeseburger Randy's	97	13.1%
Drowsy Poet	59	8.0%
Heritage Park / Park	50	6.7%
Gypsy Queen Java	47	6.3%
Stacey's Olde Tyme Soda Fountain	32	4.3%
Feast and Company	31	4.2%
Hotel Magnolia / Restaurant	22	3.0%
Portabella's	22	3.0%
Coastlands Coffee	16	2.2%
Cooper Twins Consignment	16	2.2%
Copper Kettle	15	2.0%
Mamma Mia Pizzeria	15	2.0%
Action Game & Movie	13	1.8%
Foley Public Library	13	1.8%
Manning Jewelry	13	1.8%
Yabba's Wacky Snack Shop	13	1.8%
Post Office	12	1.6%
Book Exchange	11	1.5%
Scuttlebutt Pub	11	1.5%
Foley Brunch and Supper Club / Coffee Shop	10	1.3%
Dorothy June Booksellers	9	1.2%
Alabama Credit Union	8	1.1%
Scallywags	8	1.1%
Other/Undefined	189	25.5%
None/Null	9	1.2%
TOTAL	741	100.0%

Q.12: Which of the following best describes recent trends in Downtown Foley?

Response	Count	Percentage
Improving or making progress	488	63.7%
Steady or holding its own	199	26.0%
Declining or losing ground	79	10.3%
TOTAL	766	100.0%

Q.13: Which one of the following types of expanded or new eating and drinking place offerings in Downtown Foley would you be most likely to frequent at least once each month?

Response	Count	Percentage
Food Hall (--> Go to Q.14-A)	172	23.0%
<i>Food hall concepts could envision a curated dining destination featuring multiple local, independent chef-driven vendors and emerging food concepts under one roof with shared seating. Unlike traditional mall food courts, a food hall concept for Downtown Foley might prioritize unique, artisanal, high-quality, made-to-order culinary experiences, along with a central bar and event programming featuring local artists and acts.</i>		
Speakeasy/Tapas House (--> Go to Q.14-B)	146	19.5%
<i>A speakeasy themed drinking establishment and tapas house could feature a menu of shareable plates, a variety of wines, and other beverage offerings (e.g. microbrews, ciders, cocktails). Special amenities and activities could include a tasting room, outdoor patio, live music and events, and other fun and complementary activities.</i>		
Farm to Table Restaurant (--> Go to Q.14-C)	139	18.6%
<i>A menu highlighting fresh and locally sourced foods and ingredients, offered in a setting ranging from farmhouse-casual to something slightly more upscale, could feature farm fresh breakfast specialties, locally sourced meat and fish entrees, seasonal produce selections, organic or local favorite menu options, specialty desserts, and a selection of beverages from state and regional breweries, wineries, and distilleries.</i>		
Breakfast/Brunch Restaurant (--> Go to Q.14-D)	100	13.4%
<i>Traditional breakfast favorites might be complemented by egg scrambles, omelets, frittatas and skilletts, croissants, fresh fruits and yogurts, and other morning favorites, along with lunchtime selections featuring fresh-made sandwiches using fresh breads, wraps and pressed sandwiches, soups, salads and other favorites.</i>		
Bakery (--> Go to Q.14-E)	70	9.4%
<i>Baked goods and sweet treats to enjoy while visiting and at home could include cookies and cupcakes, homemade chocolates and fudges, cakes and pies, donuts and pastries, artisanal breads, fruit-based treats, in-house crafted hard candies and taffies, hand-dipped ice cream cones and creations, and other frozen treats. Other special features could include a confectionery-style display kitchen, made-to-order cake and pie options, and outdoor patio seating.</i>		
Upscale Restaurant (--> Go to Q.14-F)	58	7.8%
<i>A fine dining experience offering unique hors d'oeuvres, house specialties or regional dishes, entrees and side items, chef's specials, a full-service bar with an extensive beer/wine list, top shelf liqueurs and cocktails, tempting desserts, and a possible rooftop seating option. The restaurant's ambiance would help to make it a destination for locals as well as regional residents and visitors.</i>		
Other	63	8.4%
TOTAL RESPONDENTS	748	100.0%

Note 1: See Attachment 1 for additional detail for "Other" responses.

Note 2: See Attachment 2 for demographic profile by Q.13 selection.

Q.14-A through Q.14-F: Which of the following [Eating and Drinking Place] menu items, services or features are most important or appealing to you? Select up to three (3)

Q.14-A: Food Hall

Response	Count	Percentage
Asian cuisine (e.g. Japanese, Chinese, Korean, Thai)	66	38.4%
Outdoor seating options	65	37.8%
Live entertainment on specific days and nights	62	36.0%
Mediterranean cuisine	43	25.0%
Farm to Table cuisine	41	23.8%
Periodic In-hall events (e.g. trivia, board games, crafts, etc.)	39	22.7%
Southern specialties cuisine	38	22.1%
European cuisine (e.g. German, Irish, French)	33	19.2%
Full-service bar	33	19.2%
American favorites cuisine	27	15.7%
Middle Eastern/Falafel cuisine	24	14.0%
Desserts and sweet treat vendors	23	13.4%
Other*	4	2.3%
Ranked #1 of 6 Up to three responses allowed	Number of respondents:	172 --

* Other Responses: Cuban cuisine; Frozen juice bar; Healthy choices for a healthier Foley; Indonesian.

Q.14-B: Speakeasy/Tapas House

Response	Count	Percentage
Live music and events (e.g. trivia, board games) on specific nights	87	60.0%
Happy Hour specials and ambience	80	55.2%
Outdoor patio seating	72	49.7%
Local/Regional microbrews, ciders, and other beverages	38	26.2%
Small plates to share	36	24.8%
Traditional and specialty cocktails	29	20.0%
Speakeasy theme	22	15.2%
Specialty food and beverage pairings	12	8.3%
Tasting events	10	6.9%
Wine selections	10	6.9%
International cuisine specials	9	6.2%
Private room for small parties and special occasions	3	2.1%
Other*	3	2.1%
Ranked #2 of 6 Up to three responses allowed	Number of respondents:	145 --

* Other Responses: Food and or play area for kids; Fresh/local food choices - no bar food; Karaoke rooms like ones in Japan where private.

Q.14-C: Farm to Table Restaurant

Response	Count	Percentage
Locally sourced foods and ingredients	96	68.6%
Seasonal produce selections	54	38.6%
Outdoor seating	42	30.0%
Small in-house food market featuring locally sourced foods	41	29.3%
Meat and fish entrees	36	25.7%
Organic, vegan, and other healthy menu options	36	25.7%
Beverages from area breweries, wineries, and distilleries	22	15.7%
Take-out and curbside delivery service options	22	15.7%
Specialty desserts	13	9.3%
Breakfast served all day	11	7.9%
Breakfast specialties	10	7.1%
Small farm-themed children's play area	5	3.6%
Other*	3	2.1%
Ranked #3 of 6 Up to three responses allowed		Number of respondents:
		140

* Other Responses: Bbq; Gluten free dedicated items; Gluten free menu.

Q.14-D: Breakfast/Brunch Restaurant

Response	Count	Percentage
Egg scrambles and skilletts	48	47.1%
Griddle selections (e.g. pancakes, waffles, French toast)	37	36.3%
Omelets and frittatas	35	34.3%
Fresh-made sandwiches, clubs, and melts	29	28.4%
Pastries, bagels, muffins, and croissants	25	24.5%
Outdoor seating	24	23.5%
Alcoholic beverages (e.g. Bloody Mary, mimosa, etc.)	18	17.6%
Homemade soups	15	14.7%
Wraps and pressed sandwiches	15	14.7%
Healthy menu options (e.g. vegan, gluten free)	11	10.8%
Fresh fruit and yogurts	7	6.9%
Fresh-made salads	7	6.9%
Other*	6	5.9%
Ranked #4 of 6 Up to three responses allowed		Number of respondents:
		102

* Other Responses: Bacon; Crab cake Benedict; Kolaches; Meat and hash browns; Pet friendly; Traditional American breakfasts.

Q.14-E: Bakery

Response	Count	Percentage
Baked sweets (e.g. cupcakes, cookies, brownies, cakes)	38	55.1%
Artisanal breads, rolls, bagels, muffins and croissants	33	47.8%
Homemade cakes, cheesecakes and pies	26	37.7%
Donuts, pastries and danishes	24	34.8%
Made-to-order cakes and pies	15	21.7%
Fruit-based treats (e.g. caramel apples, dipped strawberries)	11	15.9%
Homemade chocolates, fudge, truffles, clusters, etc.	11	15.9%
Outdoor patio seating	9	13.0%
Hand-dipped ice cream cones, shakes, malts, sundaes, etc.	6	8.7%
Confectionery-style display kitchen	3	4.3%
In-house crafted hard candies, taffy, caramel corn, etc.	3	4.3%
Other frozen treat options (e.g. sorbet, gelato, Italian ice)	1	1.4%
Other*	5	7.2%
Ranked #5 of 6 Up to three responses allowed	69	--

* Other Responses: All of the above; Croissants, in house quiches; Dog TreatsPup; Doughnuts; Sour dough or daily white bread.

Q.14-F: Upscale Restaurant

Response	Count	Percentage
Multi-course meals (steak, seafood, chops, pasta, etc.)	27	49.1%
Full bar with extensive beer/wine list, top shelf liquor and cocktails	22	40.0%
Live music on specific nights	20	36.4%
Rooftop seating	17	30.9%
Intimate seating	14	25.5%
Stylish, upscale atmosphere (e.g. linens, flowers, artwork)	14	25.5%
Specialty hors d'oeuvres and small plate selections	13	23.6%
Nightly chef's specials	9	16.4%
Regional dishes, entrees and side items	7	12.7%
Special diet options (e.g. vegetarian, vegan, gluten-free)	4	7.3%
Special occasion packages (e.g. birthday, anniversary)	3	5.5%
Specialty desserts and after-dinner liqueurs and cocktails	1	1.8%
Other*	3	5.5%
Ranked #6 of 6 Up to three responses allowed	55	--

* Other Responses: À la carte menu (2); We need a nice date night place.

Q.15: Looking again at the original list of choices, how often would you be likely to visit each type of eating and drinking establishment?

Response [Q.13 Rank]	Freq Score	1x+ /mo
Breakfast/Brunch Restaurant [4]	3.33	51.5%
Farm to Table Restaurant [3]	3.23	46.0%
Bakery [5]	3.14	44.9%
Food Hall [1]	3.04	44.2%
Speakeasy/Tapas House [2]	2.74	35.3%
Upscale Restaurant [6]	2.42	18.6%
Freq Score Frequency score scale: 1 = Seldom or never; 2 = Once or twice per year; 3 = Once every two or three months; 4 = Once or twice per month; 5 = Three or more times per month		
1x+ /mo: Percentage indicating likely to visit at least once per month		

Q.16: Which one of the following types of expanded or new retail establishments in Downtown Foley would you be most likely to frequent at least once each month?

Response	Count	Percentage
Specialty Foods & Wines Market (--> Go to Q.17-A) <i>Fresh, prime cuts of beef, pork, poultry, and other meats are the main attractions, while other options could include select lines of prepared foods, delicatessen items, produce, charcuterie, and a selection of wines and spirits for the perfect pairing</i>	262	37.4%
Kitchen, Home & Garden Store (--> Go to Q.17-B) <i>Different concepts and options could feature a variety of fresh, organic and locally sourced food choices, ethnic and International food items and specialties, artisan products such as breads, fruit, meats and cheeses, bulk foods, bakery, deli, wine & spirits, and floral selections, and online ordering, delivery and pick-up options.</i>	128	18.3%
Men's & Women's Clothing Store (--> Go to Q.17-C) <i>Different concepts could feature a wide variety of clothing and accessories for different ages and with styles ranging from casual to dress, like infant and children's wear, fashions for teens and young adults, more traditional men's and women's styles, and specialty boutiques.</i>	119	17.0%
Gift and Souvenir Shop (--> Go to Q.17-D) <i>Possibilities for this fun-filled establishment and its offerings include new and used books, classic, contemporary and educational toys, games and gifts; unique card and board games; computer and video games and accessories; and in-store gaming and events.</i>	67	9.6%
Hardware Store and Mercantile (--> Go to Q.17-E) <i>Offerings could include recreational sports equipment and gear for disc golf, baseball, soccer, running, hiking, volleyball, cross-country skiing, and snowshoeing, bicycle sales and repair services, boating, canoeing, kayaking, fishing, hunting, and camping gear, fitness equipment and gear, or school or team sports apparel, footwear and equipment.</i>	46	6.6%
Pet Care and Supply Store (--> Go to Q.17-F) <i>Pet store or boutique concepts options could offer a variety specialty foods, supplements, health care supplies, gifts, and enclosures, daycare, boarding, training, walking and in-home sitting services, and in-store education, adoption and vaccination events.</i>	37	5.3%
Other	42	6.0%
TOTAL RESPONDENTS	701	100.0%

Note 1: See Attachment 3 for additional detail for "Other" responses.

Note 2: See Attachment 4 for demographic profile by Q.16 selection.

Q.17-A through Q.17-F: Which of the following [Retail Establishment] product lines, services or features are most important or appealing to you? Select up to three (3)

Q.17-A: Specialty Foods & Wines Market

Response	Count	Percentage
Locally sourced meats, seafood, produce and seasonal foods	109	42.2%
Deli/Café-style prepared foods for eat-in or carry-out	85	32.9%
Butcher counter with specialized and cut-to-order meats	82	31.8%
Fresh artisanal baked goods (e.g. breads, pastries, desserts)	74	28.7%
Artisanal cheeses and charcuterie	70	27.1%
Cooking classes and demonstrations	63	24.4%
International and gourmet foods and ingredients	62	24.0%
Wine tasting and food sampling events	61	23.6%
Beverages from area wineries, breweries, and distilleries	55	21.3%
Premium and organic food and snack items	36	14.0%
Large selection of fine, craft, and imported wines	31	12.0%
Online ordering, pick-up, and delivery options	20	7.8%
Other*	1	0.4%
Ranked #1 of 6 Up to three responses allowed	Number of respondents:	258 --

* Other Responses: Olive oil and balsamic vinegar variety.

Q.17-B: Kitchen, Home & Garden Store

Response	Count	Percentage
DIY home decorating, repurposing, and gardening classes	59	46.8%
In-store cooking classes and demonstrations	50	39.7%
Vintage and repurposed indoor/outdoor furnishings and décor	42	33.3%
Home entertaining and housewarming gifts and supplies	36	28.6%
Gourmet kitchenware, gadgets, and gifts	35	27.8%
Sustainable houseware (e.g. towels, tablecloths, linens, dishware)	32	25.4%
Specialty cooking mixes, spices and oils	28	22.2%
Home gardening kits, tools and supplies	27	21.4%
Organic seeds and starter kits	18	14.3%
Artisanal home and patio furnishings and décor	16	12.7%
Raised-bed planting kits	15	11.9%
Specialty wines, and bar and wine accessories	5	4.0%
Other	0	0.0%
Ranked #2 of 6 Up to three responses allowed	Number of respondents:	126 --

Q.17-C: Men's & Women's Clothing Store

Response	Count	Percentage
Women's casual (e.g. jeans, knit dresses, leggings, sweaters)	84	70.6%
Men's casual (e.g. denim, khakis, button-downs, polos)	45	37.8%
Women's accessories (e.g. handbags, scarves, belts, jewelry)	39	32.8%
Women's dress and business (e.g. dresses, blazers, blouses)	37	31.1%
Men's and women's athleisure wear and accessories	23	19.3%
Men's and women's beachwear and accessories	22	18.5%
Young women's fashions	22	18.5%
In-house tailoring and alterations	14	11.8%
Men's and women's outerwear (e.g. coats, jackets, vests, gloves)	8	6.7%
Men's clothing accessories (e.g. belts, hats, fragrances, jewelry)	8	6.7%
Men's dress and business (e.g. suits, blazers, slacks)	8	6.7%
Young men's fashions	6	5.0%
Other*	1	0.8%
<i>Ranked #3 of 6 Up to three responses allowed</i>	<i>Number of respondents:</i>	
	119	--

* Other Responses: Casual yet trendy older women's clothing.

Q.17-D: Gift and Souvenir Shop

Response	Count	Percentage
Made in Foley and Alabama items	38	58.5%
Plants and food items from local growers and makers	30	46.2%
Local and Gulf Coast themed home and holiday décor	24	36.9%
T-Shirts and other novelty apparel	23	35.4%
In-store events, classes, and demonstrations	21	32.3%
Make-it/Take-it and DIY gift kits and gift baskets	16	24.6%
Locally themed children's art and creativity kits	9	13.8%
Postcards, greeting cards and stationery	9	13.8%
Maps and information for area visitors	7	10.8%
Online ordering, pick-up and local delivery services	3	4.6%
Fairmont insignia apparel and novelties	2	3.1%
Native stone crafts	1	1.5%
Other	0	0.0%
<i>Ranked #4 of 6 Up to three responses allowed</i>	<i>Number of respondents:</i>	
	65	--

Q.17-E: Hardware Store and Mercantile

Response	Count	Percentage
Lawn, garden and outdoor living products	23	52.3%
Vintage and local artisan home, garden, and holidays decor	16	36.4%
Housewares (e.g. utensils, home textiles, small appliances)	11	25.0%
Vintage items (e.g. toys, t-shirts, bulk candies, music albums)	10	22.7%
Plumbing and electrical supplies	9	20.5%
Work/Outdoor clothing, gear, and accessories	9	20.5%
Art, craft and hobby kits and supplies	7	15.9%
Gifts, greeting cards, and novelty items	7	15.9%
Hand and power tools	7	15.9%
In-store events, classes and demonstrations	5	11.4%
Specialty door, window and cabinetry hardware (handles, pulls)	4	9.1%
Custom mix/match paint and painting supplies	2	4.5%
Other	0	0.0%
<i>Ranked #5 of 6 Up to three responses allowed</i>	<i>Number of respondents:</i>	
	44	--

Q.17-F: Pet Care and Supply Store

Response	Count	Percentage
Pet toys, puzzle feeders, gifts, and novelties	12	32.4%
Specialty, natural and organic pet foods and treats	11	29.7%
Special diet foods and nutritional supplements	11	29.7%
Collars, leashes, beds, costumes and clothing	10	27.0%
Pet health care supplies and over-the-counter treatments	10	27.0%
Knowledgeable staff offering advice on pet nutrition and behavior	8	21.6%
In-store education, adoption and vaccination events	7	18.9%
Professional in-store grooming services	6	16.2%
DIY pet bathing and grooming stations	6	16.2%
Pet enclosures, hutches, kennels, and habitats	3	8.1%
Pet grooming products and tools	3	8.1%
K9 behavioral training and classes	3	8.1%
Other*	2	5.4%
<i>Ranked #6 of 6 Up to three responses allowed</i>	<i>Number of respondents:</i>	
	37	--

* **Other Responses:** Play area for dogs; Significant aquarium section.

Q.18: Looking again at the original list of choices, how often would you be likely to visit each type of retail establishment?

Response [Q.16 Rank]	Freq Score	1x+ /mo
Specialty Foods & Wines Market [1]	3.11	42.9%
Kitchen, Home & Garden Store [2]	3.04	36.6%
Hardware Store and Mercantile [5]	2.69	28.2%
Men's & Women's Clothing Store [3]	2.70	28.2%
Pet Care and Supply Store [6]	2.29	19.6%
Gift and Souvenir Shop [4]	2.17	14.3%

Freq Score | Frequency score scale: 1 = Seldom or never; 2 = Once or twice per year; 3 = Once every two or three months; 4 = Once or twice per month; 5 = Three or more times per month

1x+ /mo: Percentage indicating likely to visit at least once per month

Q.19: Which of the following potential Downtown Foley amusements, venues, and activities are you most likely to visit or participate in?

Select up to three

Response	Count	Percentage
Live music venue	385	57.6%
Make-it/Take-it classes and demos	233	34.9%
Outdoor games (e.g. cornhole, giant checkers or jenga)	104	15.6%
Art gallery	101	15.1%
Putt-Putt / Mini-golf	71	10.6%
Arcade	67	10.0%
Walking tours	65	9.7%
Karaoke	38	5.7%
Bowling	33	4.9%
Axe throwing	30	4.5%
Group bike rides	22	3.3%
Other*	48	7.2%
None	27	4.0%

Percentages based on number responding. Up to 2 selections allowed. | # Respondents:

668

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* **Other Responses:** Adult arcade; Bars; Big band dances; Brewery (2); Community theater; Cooking class; Cooking/Baking Classes; Craft mall; Dance classes (for adults); Dinner theater; Exercise class ex spinning Pilates yoga; Food Truck Court; High end craft cocktails and tapss; Hybrid Cosm Immersive Concept; Indoor kid park; Library events; Mahjong; Marketplace, and not expensive; More green space, rose garden in disrepair; More restaurants. Not fast food; More singo; Movie theater; Outdoor bistro type restaurant with "lounge music"; Outdoor food court or food truck court; Performing Arts Theatre; Pilates studio; Places that couples could attend together, activities; Pottery making; Rage room; Roller Rink; Roller Skating; Roller skating rink (2); Rooftop patio bar; Skating rink; Something that is unique none of these options; Speakeasy or various aesthetic, low line jazzy bar; Specialty grocery store, like Trader Joe's; Splash pad; Splash Park; Street fair market; Theater; Trips to a beach; Yoga or swimming; Yoga, kids educational or art events.

Q.20: Are you interested in living in an existing or newly constructed apartment, loft, condominium, live-work, townhome, row home or small “micro” home located in or within a short walk of Downtown Foley?

Response	Count	Percentage
Yes	104	15.6%
No -- (Jump to Q27)	451	67.8%
I already live in or within a short walk of Downtown Foley -- (Jump to Q28)	110	16.5%
TOTAL	665	100.0%

Notes: Adjusted percentage expressing interest and not already living in or within a short walk of Downtown Foley equals nineteen percent (19%). See Attachment 5 for demographic profile by Q.20 selection.

Q.21: Would you be more likely to buy or to rent housing in Downtown Foley?

Response	Count	Percentage
Buy -- (Go to Q22 - Q23)	63	59.4%
Rent -- (Jump to Q24 - Q25)	43	40.6%
TOTAL	106	100.0%

>> From Q21 - More likely to buy
Q.22: Which style of Downtown Foley area housing would you be most likely to buy?

Response	Count	Percentage
Upper Level Open Concept Loft	12	19.7%
2 Bedroom Apartment-style Condominium	11	18.0%
Small "Micro" Home (typically 400 to 800 sq. feet)	9	14.8%
3 Bedroom Townhome or Rowhome	8	13.1%
2 Bedroom Townhome or Rowhome	7	11.5%
Live-Work Unit (e.g. live above workspace)	7	11.5%
3 Bedroom Apartment-style Condominium	2	3.3%
1 Bedroom Apartment-style Condominium	1	1.6%
1 Bedroom Townhome or Rowhome	0	0.0%
Studio Apartment-style Condominium	0	0.0%
Other*	4	6.6%
TOTAL	61	100.0%

* Other Responses: 2 bedroom cottages/55+ with pool; Modern private home; Na; Open to all.

Q.23: In which price range would you be most likely to buy your choice of Downtown Foley area housing?

Response	Count	Percentage
Less than \$200,000	17	27.9%
\$200,000 to \$299,999	29	47.5%
\$300,000 to \$399,999	10	16.4%
\$400,000 to \$499,999	4	6.6%
\$500,000 to \$599,999	1	1.6%
\$600,000 or more	0	0.0%
Total	61	100.0%

>> Jump to Q28 on completion.

>> From Q21 - More likely to rent

Q.24: Which style of Downtown Foley area housing would you be most likely to look for or consider?

Response	Count	Percentage
Small "Micro" Home (typically 400 to 800 sq. feet)	10	23.3%
2 Bedroom Apartment	8	18.6%
3 Bedroom Townhome or Rowhome	8	18.6%
1 Bedroom Apartment	6	14.0%
Upper Level Open Concept Loft	5	11.6%
2 Bedroom Townhome or Rowhome	3	7.0%
Live-Work Unit (e.g. live above workspace)	2	4.7%
3 Bedroom Apartment	1	2.3%
1 Bedroom Townhome or Rowhome	0	0.0%
Studio Apartment	0	0.0%
Other	0	0.0%
TOTAL	43	100.0%

Q.25: What is the monthly rent amount you would be willing to pay for your choice of Downtown area housing?

Response	Count	Percentage
Less than \$1,000	11	25.6%
\$1,000 to \$1,199	8	18.6%
\$1,200 to \$1,399	12	27.9%
\$1,400 to \$1,599	7	16.3%
\$1,600 to \$1,799	1	2.3%
\$1,800 to \$1,999	4	9.3%
\$2,000 or more	0	0.0%
Total	43	100.0%

>> Jump to Q28 on completion.

>> From Q20 -- Not interested in living in Downtown Foley area

Q.26: You indicated you're not interested in living in the Downtown Foley area. Why?*Select the one response that most closely describes your primary reason why.*

Response	Count	Percentage
I like my current living situation and have no desire to move	300	66.5%
I prefer a single-family detached home	44	9.8%
I prefer to have my own yard or outdoor space	37	8.2%
I prefer a more suburban or rural setting	25	5.5%
I need more space for family/children	16	3.5%
The area does not feel safe	9	2.0%
The area does not match my lifestyle	8	1.8%
I need a garage or private off-street parking	5	1.1%
I need more space for possessions	4	0.9%
I prefer a place closer to my work, schools, etc.	3	0.7%
Total	451	100.0%

>> Jump to Q28 on completion.

>> From Q20 -- I already live in or within a short walk of Downtown Foley

Q.27: How likely are you to recommend Downtown Foley to friends and family as a good place to live?

Response	Count	Percentage
Very likely	67	60.9%
Somewhat likely	25	22.7%
Neither likely nor unlikely	12	10.9%
Somewhat unlikely	4	3.6%
Very unlikely	2	1.8%
TOTAL	110	100.0%

All survey respondents

Q.28: Which of the following features or enhancements would most contribute to making Downtown Foley a more appealing place to visit, work and live?**Select up to two**

Response	Count	Percentage
More or wider selection of eating and drinking places	47	43.1%
More outdoor dining and lounging areas	37	33.9%
More or wider selection of retail establishments	28	25.7%
Better walking environment (e.g. crosswalks, lighting)	26	23.9%
Better bicycling environment (e.g. bike lanes, bike racks)	14	12.8%
Improved public transit service	13	11.9%
More arts & cultural activities or facilities	12	11.0%
More outdoor recreational spaces and activities	12	11.0%
More pet friendly establishments	11	10.1%
More people living downtown	2	1.8%
Other*	6	5.5%
Percentages based on number responding. Up to 2 selections allowed. # Respondents:	109	--

* Other Responses: All of the above; Clean it up; Culture diversity; Safer environment: better lighting, more police presence, cameras; Some traffic control, higher expectations for property upkeep; Stop building and bringing more people to an already over crowded town.

Q.29: To what extent do you agree or disagree with the following statements about Downtown Foley?

Response	Avg. Weight
I like the historic buildings, character, and vibe in Downtown Foley.	4.46
Downtown Foley is a good place to invest.	4.12
Downtown Foley presents a positive image to visitors.	4.05
Outdoor recreation is an important part of downtown.	3.86
I think of Downtown Foley as an area destination.	3.36

Average Weight based on cumulative responses for frequency range.

Scale: 1 = Strongly Disagree | 2 = Somewhat Disagree | 3 = Neither Agree nor Disagree | 4 = Somewhat Agree | 5 = Strongly Agree

Q.30: On a scale from 1 (Low Priority) to 5 (High Priority), please indicate the level of priority you would place on each of the following new or ongoing Downtown Foley enhancement efforts.

Response	Avg. Weight
Develop or redevelop underutilized buildings and sites	4.44
Attract new retail and food establishments to expand options	4.34
Improve streets, sidewalks, lighting, parks, trails, etc.	4.32
Restore and preserve the downtown's historic character	4.24
Support existing businesses and help them expand	4.13
Create new housing options in the downtown area	2.45

Average Weight based on cumulative responses for frequency range. Scale: 1 = Low | 5 = High

Survey Demographics**Q.31: What is your sex?**

Response	Count	Percentage
Male	140	21.5%
Female	507	77.9%
Prefer to self-describe	4	0.6%
TOTAL	651	100.0%

* Self-described: Me; N/A (2); Non-Binary.

Q.32: What is your age?

Response	Count	Percentage
14 or younger	1	0.2%
15 to 19	1	0.2%
20 to 24	13	2.0%
25 to 34	88	13.5%
35 to 44	103	15.8%
45 to 54	125	19.2%
55 to 64	174	26.7%
65 to 74	109	16.7%
75 or older	37	5.7%
TOTAL	651	100.0%

Q.33: How many people, including yourself, currently live in your household?

Response	Count	Percentage
1	84	13.0%
2	333	51.5%
3	110	17.0%
4	77	11.9%
5	32	4.9%
6 or more	11	1.7%
TOTAL	647	100.0%

Q.34: What is your annual household income? (For all earners in the household, before taxes and deductions)

Response	Count	Percentage
Less than \$25,000	13	2.0%
\$25,000 to \$34,999	26	4.0%
\$35,000 to \$49,999	41	6.3%
\$50,000 to \$74,999	105	16.2%
\$75,000 to \$99,999	132	20.4%
\$100,000 to \$149,999	161	24.9%
\$150,000 to \$199,999	84	13.0%
\$200,000 and greater	85	13.1%
TOTAL	647	100.0%

Q.35: Which of the following existing or potential Downtown Foley business, development, and investment opportunities are of interest to you?*Select all that apply*

Response	Count	Percent
Having access to a coworking space for freelancers, remote workers, and small offices	63	9.8%
Acquiring property in Downtown Foley	43	6.7%
Opening a new business in Downtown Foley	40	6.2%
Expanding my existing business already located in Downtown Foley	33	5.1%
Developing or redeveloping my existing Downtown Foley building or property	16	2.5%
Moving my existing business to Downtown Foley	13	2.0%
Selling my Downtown Foley business or property	6	0.9%
None of these	502	77.8%
<i>Percentages based on number responding. Multiple selections allowed. # Respondents:</i>	645	--

Notes: Total count of respondents expressing interest in one or more opportunities equals 143 (22.2%). Contact information collected for 37 respondents expressing interest provided to Foley Main Street under separate cover.

Q13: Which one of the following types of expanded or new eating and drinking place offerings in Downtown Foley would you be most likely to frequent at least once each month? -- "Other" Responses (Verbatim)

Q13 "Other" Responses (Verbatim)	Q14 Top Feature #1	Q14 Top Feature #2	Q14 Top Feature #3
A "regular" restaurant with healthy, affordable options	Healthy, fresh, local seafood	Fun & classy ambiance	Variety of healthier, affordable entrees
A deli like Newk's, McAlister's ect	Great deli sandwiches		
A place to purchase natural remedies and farm fresh produce	Live music	Bar	Open regular bar hours
All of the above	Anything within walking distance of my home		
All of these are needed to create a downtown	Fast casual breakfast	Asian or Indian	gastro pub
Art house movie theater in the old gift horse	Independent or foreign films	"Dollar theater" concept	Anything that isn't food
Art Supply Store, we used to have one.	Deli		
Bakery	BB ribs	Italian food	Bakery
Bakery, restrants	Baked goods	Something than burgers and seafood	Alcohol
Blue plate	Bone in pork chops	Home style cooking	Economical
Breakfast/Brunch/Farm to table with outdoor dining.	Breakfast/Brunch	Farm to Table	Outdoor dining
Brew Pub	Craft Beer	Pub food	Steaks
Brewery	Have a restaurant next to it that delivers	Outdoor space for kids and pets	Live music
Brewery	Craft Beer/Brewery with food	Wine bar/Wine retail with food	Live music in above listed places
Brewery taproom			
Buffet			
Buffet style Restaurant	Lasagna	Deep Dish Pizza	Ice Cream
Buffet with fresh vegetables and different meats	Home cooked Vegetables	Different types of meats	Buffet style
Cheeseburger Randy's	Walking path	Bike path	Healthy options
Chili's & Outback	Food specials	Events	Local discounts
Clothing store, like M & F's, etc. Not consignment.	Nice lunch establishment.	Health food Restaurant	Pub.
Country Buffet options.	Fried green tomatoes	All you can eat country buffet	Down home country style cooking
Deli	Parking	Deli counter	Fresh made to order deli sandwiches
Deli	Subs	Deli Wraps	
Deli, like the old Sweetie Pies	Sandwich	Salads	Desserts
Different ethnic cuisines	Ethic food like Vietnamese or indian	Adult arcade	Speak easy
Dunkin donuts	Avocado toast	Coffee varity	Donuts
family dining	affordable pricing		
Family friendly with outdoor seating	Fresh fruit	Hamburgers	Salads
Farmer's Market.	Fresh, local produce	Hand made crafts	Local meat
German restaurant			
Golden Corral mixture of different cuisine in one setting	American Homestyle	Lunch buffet menu,Salad Bar & Soup	Signature sirloin steaks
Good Chonese restaurant that are NOT buffet	Nice sit down	Authentic food	
Good deli like Newk's, McAllister or Jason's	Good deli type sandwiches	Good soups	Good variety of choices
Good steakhouse with NO seafood.	Fresh cut steaks	Great service	Nothing fast food or prefrozen.
interesting shopping, such as art or hobby			
Italian cuisine	Philly cheese	Lasagna	Seafood palermo
Live music	Healthy	Variety	Live music
Meditation center			
Mediterranean ie Tazikis.healthy food	Clean meal options	Options with grilled chicken, fish and beef	Great atmosphere and service
Miss a good bbq resturant	BBQ	Some NICER options - and open late	No MORE seafood resturants.
Mom and pop stores	Small business restaurants	small business general store	small business retail stores
More options for children	Waterpad	Street vendor location	Learning Center / Activity for children
More vegan food and places to hangout.			
None too many pepole	None	None	None
Not Sure	Coffee	Breakfast Items	Foot Long Chili Dogs
Outdoor bars with live music	Seafood	Sushi	Cocktails
Pho Resturant or Indian	Pho soup	Asian drinks	Thai basil dishes

Q13: Which one of the following types of expanded or new eating and drinking place offerings in Downtown Foley would you be most likely to frequent at least once each month? -- "Other" Responses (Verbatim)

Q13 "Other" Responses (Verbatim)	Q14 Top Feature #1	Q14 Top Feature #2	Q14 Top Feature #3
Puerto Rican /Cuban music, salsa dancing venue	Coffee roaster	Salsa dancing in park	
Restaurant meat plus 3 lunches	Elderly friendly easy access and price	Meatloaf, chicken, fish, veggie sides, desserts	Similar to Spuds in Fairhope, lunches 12.00
Restaurant with live music outside seating	more hours	live music	kids activities
Save and restore the old hotel building			
Seafood restaurant with bar and happy hour	Seafood	Burgers	Cocktails
Taproom or brewery that isn't Smokey inside	Craft beer	Pub food	Tacos
Too many food places already.	No	More	Food
Traditional American comfort food	Country fried steak	French dip	Country sides
Upscale Ale house - like the future Blessed Kettle.			
Upscale Alehouse Brewery like the future Blessed Kettle.	Locally brewed craft beer	Hand crafted hamburgers	Bourbon Bar
Upscale cocktail lounge	Craft cocktails	Swanky ambiance	Live music
variety fast food chains like dunkin	new orleans beignets	strawberry tea	avocado toast
We don't need anymore restaurants downtown	None	None	None
We need a true deli!!	DELI	Deli	Deli
women's boutique shopping	Clothes	Gifts	Home decor

ATT-2: Survey Demographics Breakdown for Eating & Drinking Establishments Selected in Q13

Business Type	Column	Rank	Count	Percent
Food Hall	FdHall	1	172	23.0%
Speakeasy/Tapas House	Spkeasy	2	146	19.5%
Farm to Table Restaurant	Farm	3	139	18.6%
Breakfast/Brunch Restaurant	Brkfast	4	100	13.4%
Bakery	Bakery	5	70	9.4%
Upscale Restaurant	Upscale	6	58	7.8%

Q.1: Which of the following best describes you?

Response	Overall	FdHall	Spkeasy	Farm	Brkfast	Bakery	Upscale
Full-time Foley city resident	64.6%	68.0%	65.1%	59.0%	58.0%	71.4%	69.0%
Part-time or seasonal Foley city resident	2.1%	1.7%	2.1%	3.6%	4.0%	1.4%	0.0%
Full-time area resident (within 20 miles of city)	29.0%	26.2%	28.1%	34.5%	35.0%	20.0%	29.3%
Part-time area resident (within 20 miles of city)	1.3%	1.2%	1.4%	0.0%	1.0%	4.3%	0.0%
Lives more than 20 miles from Foley	3.0%	2.9%	3.4%	2.9%	2.0%	2.9%	1.7%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q.2: Do you work in Downtown Foley?

Response	Overall	FdHall	Spkeasy	Farm	Brkfast	Bakery	Upscale
Yes	23.2%	21.5%	20.5%	20.1%	30.0%	21.4%	25.9%
No	76.8%	78.5%	79.5%	79.9%	70.0%	78.6%	74.1%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q.3: Do you own a business in Downtown Foley?

Response	Overall	FdHall	Spkeasy	Farm	Brkfast	Bakery	Upscale
Yes	6.3%	2.9%	8.2%	4.3%	5.0%	1.4%	8.6%
No	93.7%	97.1%	91.8%	95.7%	95.0%	98.6%	91.4%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q.31: What is your sex?

Response	Overall	FdHall	Spkeasy	Farm	Brkfast	Bakery	Upscale
Male	21.5%	19.9%	23.4%	18.0%	29.2%	11.7%	25.0%
Female	77.9%	79.5%	76.6%	80.3%	70.8%	86.7%	75.0%
Prefer to self-describe	0.6%	0.6%	0.0%	1.6%	0.0%	1.7%	0.0%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

ATT-2: Survey Demographics Breakdown for Eating & Drinking Establishments Selected in Q13

Business Type	Column	Rank	Count	Percent
Food Hall	FdHall	1	172	23.0%
Speakeasy/Tapas House	Spkeasy	2	146	19.5%
Farm to Table Restaurant	Farm	3	139	18.6%
Breakfast/Brunch Restaurant	Brkfast	4	100	13.4%
Bakery	Bakery	5	70	9.4%
Upscale Restaurant	Upscale	6	58	7.8%

Q.32: What is your age?

Response	Overall	FdHall	Spkeasy	Farm	Brkfast	Bakery	Upscale
14 or younger	0.2%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
15 to 19	0.2%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%
20 to 24	2.0%	1.9%	1.6%	4.1%	2.2%	0.0%	0.0%
25 to 34	13.5%	16.0%	18.8%	9.8%	19.1%	8.3%	10.4%
35 to 44	15.8%	17.9%	18.0%	14.8%	13.5%	10.0%	12.5%
45 to 54	19.2%	19.2%	21.9%	16.4%	19.1%	20.0%	16.7%
55 to 64	26.7%	25.0%	23.4%	30.3%	24.7%	35.0%	22.9%
65 to 74	16.7%	16.0%	14.8%	19.7%	12.4%	15.0%	27.1%
75 or older	5.7%	3.2%	1.6%	4.9%	9.0%	10.0%	10.4%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q.33: How many people, including yourself, currently live in your household?

Response	Overall	FdHall	Spkeasy	Farm	Brkfast	Bakery	Upscale
1	13.0%	11.1%	15.0%	13.1%	15.7%	11.7%	6.3%
2	51.5%	50.3%	51.2%	50.8%	49.4%	56.7%	62.5%
3	17.0%	15.0%	14.2%	20.5%	14.6%	20.0%	16.7%
4	11.9%	17.0%	12.6%	6.6%	10.1%	10.0%	12.5%
5	4.9%	5.2%	4.7%	8.2%	7.9%	1.7%	0.0%
6 or more	1.7%	1.3%	2.4%	0.8%	2.2%	0.0%	2.1%
Multiple ethnicities or other	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q.34: What is your annual household income? (For all earners in the household, before taxes and deductions)

Response	Overall	FdHall	Spkeasy	Farm	Brkfast	Bakery	Upscale
Less than \$25,000	2.0%	0.0%	0.8%	1.6%	1.1%	10.0%	2.1%
\$25,000 to \$34,999	4.0%	2.0%	4.7%	7.4%	2.2%	6.7%	2.1%
\$35,000 to \$49,999	6.3%	5.2%	5.5%	6.6%	6.7%	10.0%	6.3%
\$50,000 to \$74,999	16.2%	17.6%	16.5%	13.9%	19.1%	18.3%	6.3%
\$75,000 to \$99,999	20.4%	19.6%	13.4%	18.9%	24.7%	26.7%	20.8%
\$100,000 to \$149,999	24.9%	25.5%	27.6%	25.4%	27.0%	16.7%	22.9%
\$150,000 to \$199,999	13.0%	13.1%	15.0%	15.6%	12.4%	5.0%	12.5%
\$200,000 and greater	13.1%	17.0%	16.5%	10.7%	6.7%	6.7%	27.1%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q16: Which one of the following types of expanded or new retail establishments in Downtown Foley would you be most likely to frequent at least once each month? -- "Other" Responses (Verbatim)

Q16 "Other" Responses (Verbatim)	Q17 Top Feature #1	Q17 Top Feature #2	Q17 Top Feature #3
A kid cafe for toddlers to play inside!	Enclosed play space for sensory inclusion	Cold food	Coffee and soda
All of the above	Gift shop/Hallmark store	A place for teens to go, juice bar/dance club	
Antique store with different suppliers	Good antique store		
Art supplies	Deli		
Arts, music	Music Store	Clothing	Gaming
Barnes & Noble	Books and gifts	Sit down coffee shop	
Bars, some nice bars would be amazing	Love music	Finger foods	Drinks
Breakfast Buffet/ Lunch Buffett	Outdoor seating	Breakfast/ lunch buffet	Locally sourced food
British food market	British foods	British trinkets	British frozen foods
Convenience store that stocks basic necessities	Dairy Products	Basic Food staples	
Costco or Sam's club	Better prices	Bulk buys	Better products
Craft Supply and fabric store	Unique assortment of craft supplies	Fabric by bolts	Craft or sewing classes
Creative Arts gallery	Instructional art classes	Art related events	Art gallery openings
Deli	N/a	N/a	N/a
Gift shop but not souvenirs etc	Gifts	Specialty flavored oils & vinegars	Cheese & deli meats
Grocery (something with plenty of Organic options)	Whole Foods Market	Cava	Moes Southwest Grill
Grocery or neighborhood market	Produce	Meat market	Bakery
Healthfood and vitamins	Boutiques	Vitamins	Organic skincare
Home decor	Wall art	Home decor	Indoor plants
I think boutique or also yoga/ Pilates studio	Yoga studio or Pilates .	Boutique.	..wine bar
IKEA store, kohi's Macy's	Women's clothing	Furniture	
live events or a farm market.	Prayer service	Local grown food	Drum circle
More young adult night life places.	Live music/live games	Affordable events.	Open past 8 pm..
Movie house / dinner	Movie	Food or drin	Parking
Movie theater	Families entertainment	At Home a store offering furniture and other decor	A Closer Grocery Market
N/a	N/a		
Olive oil or different oils for cooking and wine	Oils for cooking or serving	Taste testing areas	Wine tastings
Open airMarket var/vendorseatandgoodsshopon side	variety foods	variety goods	an open area to eat and shop variety
Rouse's grocery	Rouses grocery	Gifts for home	Women's clothing and accessories
Shops that people can afford	salad bar	Family	Splash pad
Similar to a Mast General Store	Specialty items	Clothing	Shoes
Small local grocery store	Spa/bathhouse	Gym	Local small grocery store
Tabletop Gaming store			
Thrift/vintage clothing boutique	Mens clothing	Women's clothing/jewelry	High quality vintage records (music)
Toy store	Something like Barns and Noble	Reading areas	Educational toys
Trader Joe's, please!!!	Trader Joe's, please!	Whole Foods	Super chick
Trader Joes			
Trader Joes	Specialty foods		
Trader JoesTotalWine	Sams	Trader Joes	Total Wine
Upscale 2nd hand/consignment shop,	Clothing & Accessories	Furniture	Decor
We need some of all of the above.	Antique store	Department type store	Gifts and women's boutiques
You have too many	None	None	None

ATT-4: Survey Demographics Breakdown for Retail Establishments Selected in Q16

Business Type	Column	Rank	Count	Percent
Specialty Foods & Wines Market	SpFoods	1	262	37.4%
Kitchen, Home & Garden Stor	Kitchen	2	128	18.3%
Men's & Women's Clothing Store	Clothing	3	119	17.0%
Gift and Souvenir Shop	Gifts	4	67	9.6%
Hardware Store and Mercantile	Hardware	5	46	6.6%
Pet Care and Supply Store	Pets	6	37	5.3%

Q.1: Which of the following best describes you?

Response	Overall	SpFoods	Kitchen	Clothing	Gifts	Hardware	Pets
Full-time Foley city resident	64.6%	64.9%	62.5%	66.4%	62.7%	56.5%	70.3%
Part-time or seasonal Foley city resident	2.1%	1.5%	2.3%	3.4%	4.5%	0.0%	2.7%
Full-time area resident (within 20 miles of city)	29.0%	28.2%	34.4%	26.1%	23.9%	41.3%	24.3%
Part-time area resident (within 20 miles of city)	1.3%	1.9%	0.8%	0.8%	4.5%	0.0%	0.0%
Lives more than 20 miles from Foley	3.0%	3.4%	0.0%	3.4%	4.5%	2.2%	2.7%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q.2: Do you work in Downtown Foley?

Response	Overall	SpFoods	Kitchen	Clothing	Gifts	Hardware	Pets
Yes	23.2%	23.3%	18.0%	25.2%	16.4%	39.1%	21.6%
No	76.8%	76.7%	82.0%	74.8%	83.6%	60.9%	78.4%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q.3: Do you own a business in Downtown Foley?

Response	Overall	SpFoods	Kitchen	Clothing	Gifts	Hardware	Pets
Yes	6.3%	6.1%	3.1%	1.7%	0.0%	13.0%	5.4%
No	93.7%	93.9%	96.9%	98.3%	100.0%	87.0%	94.6%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q.31: What is your sex?

Response	Overall	SpFoods	Kitchen	Clothing	Gifts	Hardware	Pets
Male	21.5%	26.3%	17.1%	16.1%	11.7%	39.0%	18.8%
Female	77.9%	73.3%	82.1%	83.0%	86.7%	61.0%	81.3%
Prefer to self-describe	0.6%	0.4%	0.9%	0.9%	1.7%	0.0%	0.0%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

ATT-4: Survey Demographics Breakdown for Retail Establishments Selected in Q16

Business Type	Column	Rank	Count	Percent
Specialty Foods & Wines Market	SpFoods	1	262	37.4%
Kitchen, Home & Garden Stor	Kitchen	2	128	18.3%
Men's & Women's Clothing Store	Clothing	3	119	17.0%
Gift and Souvenir Shop	Gifts	4	67	9.6%
Hardware Store and Mercantile	Hardware	5	46	6.6%
Pet Care and Supply Store	Pets	6	37	5.3%

Q.32: What is your age?

Response	Overall	SpFoods	Kitchen	Clothing	Gifts	Hardware	Pets
14 or younger	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%
15 to 19	0.2%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%
20 to 24	2.0%	2.0%	1.7%	3.6%	0.0%	2.4%	3.1%
25 to 34	13.5%	13.5%	10.3%	11.6%	20.0%	12.2%	21.9%
35 to 44	15.8%	14.3%	12.8%	11.6%	18.3%	22.0%	21.9%
45 to 54	19.2%	21.9%	17.1%	21.4%	16.7%	14.6%	15.6%
55 to 64	26.7%	27.5%	28.2%	24.1%	23.3%	34.1%	28.1%
65 to 74	16.7%	15.5%	23.9%	17.9%	16.7%	7.3%	6.3%
75 or older	5.7%	5.2%	5.1%	9.8%	5.0%	7.3%	0.0%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q.33: How many people, including yourself, currently live in your household?

Response	Overall	SpFoods	Kitchen	Clothing	Gifts	Hardware	Pets
1	13.0%	14.3%	14.5%	10.9%	5.1%	12.5%	18.8%
2	51.5%	54.2%	52.1%	50.0%	52.5%	45.0%	53.1%
3	17.0%	12.4%	23.1%	18.2%	11.9%	22.5%	18.8%
4	11.9%	12.0%	6.0%	11.8%	23.7%	15.0%	3.1%
5	4.9%	5.2%	4.3%	6.4%	5.1%	2.5%	6.3%
6 or more	1.7%	2.0%	0.0%	2.7%	1.7%	2.5%	0.0%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q.34: What is your annual household income? (For all earners in the household, before taxes and deductions)

Response	Overall	SpFoods	Kitchen	Clothing	Gifts	Hardware	Pets
Less than \$25,000	2.0%	0.8%	3.4%	0.9%	0.0%	2.5%	9.4%
\$25,000 to \$34,999	4.0%	4.0%	5.1%	4.5%	3.4%	5.0%	3.1%
\$35,000 to \$49,999	6.3%	5.2%	8.5%	4.5%	6.8%	5.0%	12.5%
\$50,000 to \$74,999	16.2%	15.1%	14.5%	12.7%	25.4%	17.5%	31.3%
\$75,000 to \$99,999	20.4%	23.1%	17.1%	20.0%	20.3%	12.5%	6.3%
\$100,000 to \$149,999	24.9%	21.1%	29.1%	32.7%	22.0%	30.0%	15.6%
\$150,000 to \$199,999	13.0%	15.9%	11.1%	12.7%	10.2%	15.0%	9.4%
\$200,000 and greater	13.1%	14.7%	11.1%	11.8%	11.9%	12.5%	12.5%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

ATT-5-1: Prospective Buyer Demographics by Preferred Housing Style

Buyers Preferred Housing Styles	Column	Rank	Count	Percent
Upper Level Open Concept Loft	Loft	1	12	19.7%
2 Bedroom Apartment-style Condominium	2B-Condo	2	11	18.0%
Small "Micro" Home (typically 400 to 800 sq. feet)	Micro	3	9	14.8%
3 Bedroom Townhome or Rowhome	3B-Town	4	8	13.1%
2 Bedroom Townhome or Rowhome	2B-Town	5	7	11.5%
Live-Work Unit (e.g. live above workspace)	LiveWork	6	7	11.5%

Q.1: Which of the following best describes you?

Response	Overall	Loft	2B-Condo	Micro	3B-Town	2B-Town	LiveWork
Full-time Foley city resident	64.6%	66.7%	54.5%	77.8%	50.0%	71.4%	85.7%
Part-time or seasonal Foley city resident	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Full-time area resident (within 20 miles of city)	29.0%	25.0%	45.5%	11.1%	37.5%	14.3%	14.3%
Part-time area resident (within 20 miles of city)	1.3%	0.0%	0.0%	0.0%	0.0%	14.3%	0.0%
Lives more than 20 miles from Foley	3.0%	8.3%	0.0%	11.1%	12.5%	0.0%	0.0%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q.2: Do you work in Downtown Foley?

Response	Overall	Loft	2B-Condo	Micro	3B-Town	2B-Town	LiveWork
Yes	23.2%	41.7%	9.1%	33.3%	37.5%	14.3%	42.9%
No	76.8%	58.3%	90.9%	66.7%	62.5%	85.7%	57.1%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q.3: Do you own a business in Downtown Foley

Response	Overall	Loft	2B-Condo	Micro	3B-Town	2B-Town	LiveWork
Yes	6.3%	41.7%	9.1%	11.1%	0.0%	0.0%	42.9%
No	93.7%	58.3%	90.9%	88.9%	100.0%	100.0%	57.1%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q.23: In which price range would you be most likely to buy your choice of Downtown Foley area housing?

Response	Overall	Loft	2B-Condo	Micro	3B-Town	2B-Town	LiveWork
Less than \$200,000	27.9%	33.3%	18.2%	55.6%	12.5%	14.3%	0.0%
\$200,000 to \$299,999	47.5%	58.3%	54.5%	33.3%	37.5%	85.7%	57.1%
\$300,000 to \$399,999	16.4%	0.0%	18.2%	11.1%	37.5%	0.0%	28.6%
\$400,000 to \$499,999	6.6%	0.0%	9.1%	0.0%	12.5%	0.0%	14.3%
\$500,000 to \$599,999	1.6%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q.31: What is your sex?

Response	Overall	Loft	2B-Condo	Micro	3B-Town	2B-Town	LiveWork
Male	21.5%	41.7%	27.3%	22.2%	0.0%	0.0%	50.0%
Female	77.9%	58.3%	72.7%	77.8%	100.0%	100.0%	50.0%
Prefer to self-describe	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

ATT-5-1: Prospective Buyer Demographics by Preferred Housing Style

Buyers Preferred Housing Styles	Column	Rank	Count	Percent
Upper Level Open Concept Loft	Loft	1	12	19.7%
2 Bedroom Apartment-style Condominium	2B-Condo	2	11	18.0%
Small "Micro" Home (typically 400 to 800 sq. feet)	Micro	3	9	14.8%
3 Bedroom Townhome or Rowhome	3B-Town	4	8	13.1%
2 Bedroom Townhome or Rowhome	2B-Town	5	7	11.5%
Live-Work Unit (e.g. live above workspace)	LiveWork	6	7	11.5%

Q.32: What is your age?

Response	Overall	Loft	2B-Condo	Micro	3B-Town	2B-Town	LiveWork
14 or younger	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
15 to 19	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
20 to 24	2.0%	0.0%	0.0%	11.1%	0.0%	0.0%	0.0%
25 to 34	13.5%	0.0%	0.0%	0.0%	12.5%	0.0%	16.7%
35 to 44	15.8%	41.7%	9.1%	22.2%	0.0%	14.3%	33.3%
45 to 54	19.2%	8.3%	18.2%	22.2%	25.0%	28.6%	16.7%
55 to 64	26.7%	25.0%	54.5%	22.2%	37.5%	28.6%	33.3%
65 to 74	16.7%	25.0%	18.2%	11.1%	25.0%	28.6%	0.0%
75 or older	5.7%	0.0%	0.0%	11.1%	0.0%	0.0%	0.0%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q.33: How many people, including yourself, currently live in your household?

Response	Overall	Loft	2B-Condo	Micro	3B-Town	2B-Town	LiveWork
1	13.0%	8.3%	9.1%	11.1%	25.0%	14.3%	0.0%
2	51.5%	50.0%	72.7%	55.6%	37.5%	28.6%	50.0%
3	17.0%	8.3%	18.2%	22.2%	37.5%	42.9%	33.3%
4	11.9%	16.7%	0.0%	11.1%	0.0%	0.0%	16.7%
5	4.9%	8.3%	0.0%	0.0%	0.0%	14.3%	0.0%
6 or more	1.7%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q.34: What is your annual household income? (For all earners in the household, before taxes and deductions)

Response	Overall	Loft	2B-Condo	Micro	3B-Town	2B-Town	LiveWork
Less than \$25,000	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
\$25,000 to \$34,999	4.0%	8.3%	0.0%	22.2%	0.0%	0.0%	0.0%
\$35,000 to \$49,999	6.3%	0.0%	0.0%	11.1%	12.5%	0.0%	0.0%
\$50,000 to \$74,999	16.2%	8.3%	9.1%	0.0%	0.0%	0.0%	0.0%
\$75,000 to \$99,999	20.4%	25.0%	45.5%	33.3%	50.0%	14.3%	0.0%
\$100,000 to \$149,999	24.9%	16.7%	27.3%	22.2%	25.0%	42.9%	33.3%
\$150,000 to \$199,999	13.0%	8.3%	9.1%	11.1%	0.0%	28.6%	16.7%
\$200,000 and greater	13.1%	33.3%	9.1%	0.0%	12.5%	14.3%	50.0%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

ATT-5-2: Prospective Renter Demographics by Preferred Housing Style

Buyers Preferred Housing Styles	Column	Rank	Count	Percent
Small "Micro" Home (typically 400 to 800 sq. feet)	Micro	Micro	10	23.3%
2 Bedroom Apartment	2B-Apt	2B-Apt	8	18.6%
3 Bedroom Townhome or Rowhome	3B-Town	3B-Town	8	18.6%
1 Bedroom Apartment	1B-Apt	1B-Apt	6	14.0%
Upper Level Open Concept Loft	Loft	Loft	5	11.6%
2 Bedroom Townhome or Rowhome	2B-Town	2B-Town	3	7.0%

Q.1: Which of the following best describes you?

Response	Overall	Micro	2B-Apt	3B-Town	1B-Apt	Loft	2B-Town
Full-time Foley city resident	64.6%	70.0%	75.0%	62.5%	50.0%	40.0%	66.7%
Part-time or seasonal Foley city resident	2.1%	10.0%	0.0%	0.0%	16.7%	0.0%	0.0%
Full-time area resident (within 20 miles of city)	29.0%	20.0%	0.0%	37.5%	16.7%	60.0%	33.3%
Part-time area resident (within 20 miles of city)	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lives more than 20 miles from Foley	3.0%	0.0%	25.0%	0.0%	16.7%	0.0%	0.0%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q.2: Do you work in Downtown Foley?

Response	Overall	Micro	2B-Apt	3B-Town	1B-Apt	Loft	2B-Town
Yes	23.2%	30.0%	25.0%	25.0%	16.7%	80.0%	0.0%
No	76.8%	70.0%	75.0%	75.0%	83.3%	20.0%	100.0%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q.3: Do you own a business in Downtown Foley?

Response	Overall	Micro	2B-Apt	3B-Town	1B-Apt	Loft	2B-Town
Yes	6.3%	0.0%	0.0%	12.5%	0.0%	20.0%	0.0%
No	93.7%	100.0%	100.0%	87.5%	100.0%	80.0%	100.0%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q.23: In which price range would you be most likely to buy your choice of Downtown Foley area housing?

Response	Overall	Micro	2B-Apt	3B-Town	1B-Apt	Loft	2B-Town
Less than \$1,000	25.6%	30.0%	37.5%	12.5%	50.0%	20.0%	0.0%
\$1,000 to \$1,199	18.6%	0.0%	25.0%	12.5%	0.0%	40.0%	33.3%
\$1,200 to \$1,399	27.9%	40.0%	25.0%	12.5%	50.0%	20.0%	33.3%
\$1,400 to \$1,599	16.3%	20.0%	12.5%	12.5%	0.0%	20.0%	33.3%
\$1,600 to \$1,799	2.3%	0.0%	0.0%	12.5%	0.0%	0.0%	0.0%
\$1,800 to \$1,999	9.3%	10.0%	0.0%	37.5%	0.0%	0.0%	0.0%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

ATT-5-2: Prospective Renter Demographics by Preferred Housing Style

Buyers Preferred Housing Styles	Column	Rank	Count	Percent
Small "Micro" Home (typically 400 to 800 sq. feet)	Micro	Micro	10	23.3%
2 Bedroom Apartment	2B-Apt	2B-Apt	8	18.6%
3 Bedroom Townhome or Rowhome	3B-Town	3B-Town	8	18.6%
1 Bedroom Apartment	1B-Apt	1B-Apt	6	14.0%
Upper Level Open Concept Loft	Loft	Loft	5	11.6%
2 Bedroom Townhome or Rowhome	2B-Town	2B-Town	3	7.0%

Q.31: What is your sex?

Response	Overall	Micro	2B-Apt	3B-Town	1B-Apt	Loft	2B-Town
Male	21.5%	20.0%	37.5%	37.5%	20.0%	0.0%	33.3%
Female	77.9%	80.0%	62.5%	62.5%	80.0%	100.0%	66.7%
Prefer to self-describe	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q.32: What is your age?

Response	Overall	Micro	2B-Apt	3B-Town	1B-Apt	Loft	2B-Town
14 or younger	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
15 to 19	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
20 to 24	2.0%	0.0%	0.0%	25.0%	0.0%	0.0%	0.0%
25 to 34	13.5%	30.0%	50.0%	12.5%	40.0%	20.0%	66.7%
35 to 44	15.8%	0.0%	0.0%	50.0%	0.0%	20.0%	0.0%
45 to 54	19.2%	40.0%	0.0%	0.0%	20.0%	20.0%	0.0%
55 to 64	26.7%	20.0%	12.5%	12.5%	0.0%	40.0%	0.0%
65 to 74	16.7%	10.0%	37.5%	0.0%	20.0%	0.0%	0.0%
75 or older	5.7%	0.0%	0.0%	0.0%	20.0%	0.0%	33.3%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q.33: How many people, including yourself, currently live in your household?

Response	Overall	Micro	2B-Apt	3B-Town	1B-Apt	Loft	2B-Town
1	13.0%	50.0%	25.0%	0.0%	40.0%	0.0%	33.3%
2	51.5%	40.0%	37.5%	25.0%	60.0%	60.0%	33.3%
3	17.0%	0.0%	37.5%	25.0%	0.0%	20.0%	33.3%
4	11.9%	10.0%	0.0%	25.0%	0.0%	0.0%	0.0%
5	4.9%	0.0%	0.0%	12.5%	0.0%	0.0%	0.0%
6 or more	1.7%	0.0%	0.0%	12.5%	0.0%	20.0%	0.0%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

ATT-5-2: Prospective Renter Demographics by Preferred Housing Style

Buyers Preferred Housing Styles	Column	Rank	Count	Percent
Small "Micro" Home (typically 400 to 800 sq. feet)	Micro	Micro	10	23.3%
2 Bedroom Apartment	2B-Apt	2B-Apt	8	18.6%
3 Bedroom Townhome or Rowhome	3B-Town	3B-Town	8	18.6%
1 Bedroom Apartment	1B-Apt	1B-Apt	6	14.0%
Upper Level Open Concept Loft	Loft	Loft	5	11.6%
2 Bedroom Townhome or Rowhome	2B-Town	2B-Town	3	7.0%

Q.34: What is your annual household income? (For all earners in the household, before taxes and deductions)

Response	Overall	Micro	2B-Apt	3B-Town	1B-Apt	Loft	2B-Town
Less than \$25,000	2.0%	10.0%	0.0%	12.5%	0.0%	0.0%	0.0%
\$25,000 to \$34,999	4.0%	20.0%	12.5%	12.5%	40.0%	0.0%	0.0%
\$35,000 to \$49,999	6.3%	0.0%	12.5%	0.0%	0.0%	0.0%	0.0%
\$50,000 to \$74,999	16.2%	30.0%	25.0%	0.0%	40.0%	0.0%	66.7%
\$75,000 to \$99,999	20.4%	30.0%	25.0%	12.5%	20.0%	0.0%	0.0%
\$100,000 to \$149,999	24.9%	0.0%	12.5%	12.5%	0.0%	60.0%	33.3%
\$150,000 to \$199,999	13.0%	0.0%	12.5%	25.0%	0.0%	20.0%	0.0%
\$200,000 and greater	13.1%	10.0%	0.0%	25.0%	0.0%	20.0%	0.0%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%