

Downtown Foley, Alabama

2022 Envision Downtown Foley Survey Results

April 2022



Total Respondents	Completion Rate	Average Time Spent
932	83%	10m:02s

Q.1: Where do you live?

Response	Count	Percentage
I am a full-time Foley city resident	584	62.7%
I am a part-time or seasonal Foley city resident	19	2.0%
I am a full-time Foley area resident, living within 20 miles of the city	288	30.9%
I am a part-time or seasonal Foley area resident, living within 20 miles of the city	7	0.8%
I live more than 20 miles from Foley	34	3.6%
TOTAL	932	100.0%

Q.2: Do you work in Downtown Foley?

Response	Count	Percentage
Yes	197	21.2%
No	734	78.8%
TOTAL	931	100.0%

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

Response	Count	Percentage
Yes	46	4.9%
No	884	95.1%
TOTAL	930	100.0%



Q.4: What is the name of the business or place located in Downtown Foley that you visit most often?

Notes: If you work or own a business in Downtown Foley, please do not enter your workplace or business. Please enter just one downtown business or place you visit most often.

Response	Count	Percentage
Drowsy Poet	87	11.2%
Stacey's Old Tyme Soda Fountain	65	8.4%
Heritage Park/Park	52	6.7%
Mama Bear's Bakery	36	4.6%
Portabella's	26	3.3%
Yabbas	22	2.8%
Copper Kettle	21	2.7%
Gypsy Queen Java	20	2.6%
City Complex (City Hall/Library)	19	2.4%
Mamma Mia Pizzeria	19	2.4%
Foley Coffee Shop	17	2.2%
Post Office	17	2.2%
Book Exchange	12	1.5%
Local and Company	12	1.5%
Soul Bowlz	11	1.4%
Alabama Credit Union	10	1.3%
Bungalows	10	1.3%
Publix	9	1.2%
Covert Comics	8	1.0%
Depot/Train Museum	8	1.0%
Desmond's	8	1.0%
Our Coffee	8	1.0%
Tangled Up Salon	8	1.0%
Multiple/Assorted	39	5.0%
Other/Undefined *	218	24.7%
None/Null	16	2.1%
TOTAL	778	100.0%

* Note: Includes others polling less than one percent.

Q.5: Which of the following best describes recent trends in Downtown Foley?

Response	Count	Percentage
Improving or making progress	443	44.3%
Steady or holding its own	440	44.0%
Declining or losing ground	118	11.8%
TOTAL	884	100.0%

Visual Preferences

Understanding the nature and scale of "place" is important to an exploration of development and redevelopment possibilities in Downtown Foley. Next, we'll show you each of four images appearing above on a single screen. For each image, simply use the slider to indicate your level of agreement with the statement, "The look and feel would be right for Downtown Foley in terms of style, size, and scale."

Q.6 "The look and feel would be right for Downtown Foley in terms of style, size, and scale."

Note: Score range from -5 (Strongly Disagree) to +5 (Strongly Agree)



Rank:	1
Average Score:	2.39
Total Score:	1,947



Rank:	2
Average Score:	1.87
Total Score:	819



Rank:	3
Average Score:	0.10
Total Score:	75



Rank:	4
Average Score:	-0.25
Total Score:	(195)

Top Prospects | Eating and Drinking Establishments

Q.7: Which one of the following types of new or expanded eating and drinking places would you be most likely to patronize in Downtown Foley?

Response	Count	Percentage
Asian Restaurant (Rank: 6)	68	8.0%
<i>Options include cuisines ranging from Chinese, to Japanese, Korean, Thai, Vietnamese, and Indian. Different models could feature healthy menu selections, table service, pick-up and delivery services, and outdoor seating.</i>		
Breakfast/Brunch Restaurant (2)	181	21.4%
<i>Traditional breakfast favorites might be complemented by egg scrambles, omelets, 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>		
Brewpub (1)	207	24.5%
<i>Brewpub concepts could include brewery components for onsite brewing and sales on and off the premises. The restaurant component might offer a selection of state and regional craft beers, microbrews, and wines for pairing with pub-style or steakhouse-style selections, appetizers, and other beverage options.</i>		
Dog Bar (5)	76	9.0%
<i>An indoor/outdoor beer and coffee bar with an off-leash green area for dogs could serve up light fare for humans and tail-wagging treats for their best friends, with possibilities to host pet birthday parties, a dog bathing area, and retail pet accessories.</i>		
Family Fun Restaurant (4)	123	14.5%
<i>A casual, family-friendly dining experience. Special features might include locally sourced menu items, daily specials, fun games and activities for youth such as a climbing wall, arcade games, electronic darts, or space for birthday parties and other small events, and other family-friendly amenities such as a small children's play area or an outdoor area for dining or games like cornhole, bocce ball and giant Jenga.</i>		
Full-Service Restaurant (3)	140	16.5%
<i>A sit-down dining experience to expand or add to the options already available in the downtown area. This could include a restaurant offering a casual family-oriented atmosphere or a more upscale setting. Menu selections might include local favorites or ethnic specialties.</i>		
Other*	51	6.0%
TOTAL RESPONDENTS	846	100.0%
<i>* See ATT-1 for detail of "Other" responses.</i>		

Tabs 8A – 8F: Which of the following [eating and drinking establishment type selected] menu options, services or features are most important or appealing to you? Select up to three (3)

8-A: Asian Restaurant menu options, services, or features preferences.		Rank: 6
Response	Count	Percentage
Thai cuisine	37	56.1%
Japanese cuisine	24	36.4%
In-house dining and table service	21	31.8%
Chinese cuisine	19	28.8%
Outdoor seating and table service	17	25.8%
Vietnamese cuisine	15	22.7%
Indian cuisine	14	21.2%
Take-out and curbside pick-up services	13	19.7%
Alcoholic beverages	11	16.7%
Korean cuisine	11	16.7%
Healthy menu selections	10	15.2%
Delivery services	2	3.0%
Other (please specify)	0	0.0%
66 Answered Question		

8-B: Breakfast/Brunch Restaurant menu options, services, or features preferences.		Rank: 2
Response	Count	Percentage
Griddle selections (e.g. pancakes, waffles, French toast)	85	47.5%
Omelets and frittatas	68	38.0%
Egg scrambles and skilletts	61	34.1%
Fresh-made sandwiches, clubs, and melts	54	30.2%
Outdoor seating	54	30.2%
Alcoholic beverages (e.g. Bloody Mary, mimosa, etc.)	47	26.3%
Pastries, bagels, muffins, and croissants	44	24.6%
Fresh fruit and yogurts	26	14.5%
Fresh-made salads	21	11.7%
Wraps and pressed sandwiches	21	11.7%
Healthy menu options (e.g. vegan, gluten free)	19	10.6%
Homemade soups	14	7.8%
Other (please specify) *	5	2.8%
179 Answered Question		

* **Other Responses:** Biscuits and gravy; Coffee drinks; Eggs Benedict; Keto options (actual keto not "dirty keto" some of us are on it for more than weight loss); Organic.

Tabs 8A – 8F: Which of the following [eating and drinking establishment type selected] menu options, services or features are most important or appealing to you? Select up to three (3)

8-C: Brewpub menu options, services, or features preferences.		Rank: 1
Response	Count	Percentage
Brews its own beers for on- and off-premises sales	95	45.7%
Pub-style food options	90	43.3%
Live entertainment on specific nights	89	42.8%
Outdoor seating	68	32.7%
Beer sampling and tasting events	57	27.4%
Selection of state and regional craft beers and microbrews	57	27.4%
Cocktails and mixed drinks	42	20.2%
Appetizers menu and specials	38	18.3%
Open for lunch	29	13.9%
Ties to local history	21	10.1%
Made-to-order gourmet pizzas	16	7.7%
Selection of state and regional wines	5	2.4%
Other (please specify) *	7	3.4%
208 Answered Question		
* Other Responses: Dog friendly. Make this the dog bar; Food trucks; Hosts local events that brings the community together; No country music or smoking; Non-smoking, as all bars should be; Open later in the day and night; Provide nightlife for the professional millennial that isn't a biker bar.		

8-D: Dog Bar menu options, services, or features preferences.		Rank: 5
Response	Count	Percentage
Fenced green space	41	54.7%
Coffeehouse selections	32	42.7%
Beer and wine selections	28	37.3%
Pub-style food	28	37.3%
Full bar	22	29.3%
Green space attendant for monitoring dogs and clean-up	17	22.7%
Sandwiches	11	14.7%
Pet birthday parties	10	13.3%
Pet supplies and gifts	10	13.3%
Dog bathing area	7	9.3%
K9 training classes	3	4.0%
Salads	3	4.0%
Other (please specify) *	2	2.7%
75 Answered Question		
* Other Response: Light music; Patio with music.		

Tabs 8A – 8F: Which of the following [eating and drinking establishment type selected] menu options, services or features are most important or appealing to you? Select up to three (3)

8-E: Family Fun Restaurant menu options, services, or features preferences.		Rank: 4
Response	Count	Percentage
Outdoor games (e.g. cornhole, bocce ball, giant Jenga)	71	58.2%
Full-service restaurant	53	43.4%
Live entertainment on specific nights	44	36.1%
Arcade games	40	32.8%
Alcoholic beverages	36	29.5%
Pub-style food	32	26.2%
Periodic in-house events (e.g. trivia, board games, etc.)	28	23.0%
Salads	16	13.1%
Climbing wall	12	9.8%
Court games (e.g. basketball, volleyball, badminton, pickle ball)	9	7.4%
Karaoke	8	6.6%
Table tennis	3	2.5%
Other (please specify) *	3	2.5%
122 Answered Question		
* Other Responses: Bingo; Kid friendly food with adult friendly options. Moderately priced; Open mike.		

8-F: Full-Service Restaurant menu options, services, or features preferences.		Rank: 3
Response	Count	Percentage
Steakhouse specialties	63	45.0%
Casual, family-friendly atmosphere	62	44.3%
Italian cuisine	43	30.7%
Classic American/Diner cuisine	42	30.0%
Outdoor seating and service	40	28.6%
Alcoholic beverages available	35	25.0%
Upscale adult-focused atmosphere	31	22.1%
Buffet/Salad Bar	24	17.1%
Asian cuisine	18	12.9%
Mediterranean cuisine	18	12.9%
Mexican cuisine	12	8.6%
Vegetarian and vegan specialties	3	2.1%
Other (please specify) *	4	2.9%
140 Answered Question		
* Other Responses: A place that accommodates celiac disease, dairy sensitivity, and other allergies or sensitivities; Creole New Orleans style; I'd like to see some of the chains - Cheesecake Factory, Olive Garden, Copelands, fago chao; We need a steakhouse we have enough mexican and Chinese.		

Q.9: Looking again at the original list of choices, please tell us how likely you would be to patronize each of the following types of expanded or new Downtown Foley eating and drinking establishments on a consistent basis?

Response	Q7 Rank	Rating Avg.*
1. Full-Service Restaurant	3	4.31
2. Breakfast/Brunch Restaurant	2	4.19
3. Family Fun Restaurant	4	3.72
4. Brewpub	1	3.68
5. Asian Restaurant	6	3.60
6. Dog Bar	5	2.82

* Weighted rating scale from 1 (Definitely Would Not) to 5 (Definitely Would); See TAB-9 for Detail

TAB-9. Looking again at the original list of choices, please tell us how likely you would be to patronize the following types of expanded or new Downtown Foley eating and drinking establishments on a consistent basis?

Business Type – Count >> Rating*	1	2	3	4	5	Rating Average**
1. Full-Service Restaurant	1.1%	2.3%	13.0%	31.7%	51.9%	4.31
2. Breakfast/Brunch Restaurant	2.3%	4.3%	14.8%	28.8%	49.8%	4.19
3. Family Fun Restaurant	6.3%	11.5%	19.4%	29.8%	33.1%	3.72
4. Brewpub	9.4%	12.0%	19.4%	20.0%	39.2%	3.68
5. Asian Restaurant	7.9%	11.8%	21.4%	29.7%	29.1%	3.60
6. Dog Bar	25.5%	19.9%	20.5%	15.4%	18.7%	2.82

**** Response – Weighted Rating Scale >>**

Converted

Definitely would not	1
Probably would not	2
Might or might not	3
Probably would	4
Definitely would	5

Top Prospects | Retail Establishments

Q.10: Which one of the following types of new or expanded retail establishments would you be most likely to patronize in Downtown Foley?

Response	Count	Percentage
Kitchen, Home Décor & Gifts Store (Rank: 4)	109	13.4%
<i>Concepts include possibilities for gourmet kitchenware, gadgets and gifts; dishes and utensils; spices, cooking mixes and oils; home furnishings and décor, including vintage and repurposed lines; DIY home décor classes and supplies; a demo kitchen for cooking classes and demonstrations; Made in Foley or Alabama home and gift items; greeting cards, gifts and home party supplies; or a wines section and wine-tasting events.</i>		
Outdoor Recreation, Rentals, Sports & Fitness Store (5)	58	7.1%
<i>Concepts might incorporate a variety of equipment and accessories to enjoy the great outdoors and nearby attractions including canoes, kayaks and bikes for sale or rent; hiking, hunting and fishing equipment and supplies; disc golf equipment; skates and skateboarding equipment and accessories; organized biking and kayaking events and excursions; and bicycle repair services.</i>		
Pet Boutique (6)	22	2.7%
<i>Pet boutique concepts could offer specialty foods, supplements, supplies, gifts, and accessories along with premium pet care services, including daycare, boarding, training, grooming, walking, and in-home sitting services.</i>		
Specialty Foods/Groceries Market (1)	340	41.8%
<i>Different concepts and options, possibly offered in a co-op model, might include a variety of fresh, organic, and locally sourced food choices; artisan products such as breads, fruit, meats, and cheeses; bakery, deli, wine & spirits and floral departments; staples like milk and eggs; and online ordering, delivery and pick up options.</i>		
Vintage Market (2)	131	16.1%
<i>This could be the ultimate destination for DIY enthusiasts and treasure hunters with offerings ranging from home & garden décor, to up-cycled and repurposed furniture, to vintage books, music, toys and apparel, to the most "unusual" items. In-house appraisal services, how-to demos, workshops, classes and refinishing and repair services could also be part of the mix.</i>		
Women's Clothing and Accessories Store (3)	118	14.5%
<i>Women's clothing and accessories options could include clothing, fashions ranging from casual to dress or business attire, plus-size fashions, maternity wear, bridals and formal wear and activewear, lingerie, along with various lines of dress and casual shoes, lingerie, fashion accessories, handbags, cosmetics, fragrances and in-house alterations.</i>		
Other*	36	4.4%
TOTAL RESPONDENTS	801	--
<i>Up to three responses per respondent allowed. Percentages based on total number of respondents.</i>		
<i>* See ATT-2 for detail of "Other" responses.</i>		

Tabs 11A – 11F: Which of the following [retail establishment type selected] product lines, services or features are most important or appealing to you? Select up to three (3)

11-A: Kitchen, Home Décor & Gifts product lines, services, or features preferences.		Rank: 4
Response	Count	Percentage
Made in Foley or Alabama home and gift items	58	54.2%
Gourmet kitchenware, gadgets, and gifts	43	40.2%
Home furnishings and décor	43	40.2%
Wine tasting events	31	29.0%
Demo kitchen, classes, and demonstrations	30	28.0%
Vintage and repurposed home furnishings and décor	21	19.6%
Spices, cooking mixes, and oils	20	18.7%
DIY home décor classes and supplies	18	16.8%
Towels, tablecloths, linens, and aprons	16	15.0%
Wines and wine accessories	15	14.0%
Dishes and utensils	12	11.2%
Greeting cards and home party supplies	4	3.7%
Other (please specify) *	3	2.8%
107 Answered Question		
* Other Responses: Apartments; Local! similar to what Magnolia Springs Pharmacy does a little bit of everything boutique; Variety craft store that includes classes.		

11-B: Outdoor Recreation, Rentals, Sports & Fitness Store products, services, or features preferences.		Rank: 5
Response	Count	Percentage
Bicycle rentals	21	36.2%
Hunting and fishing gear and apparel	18	31.0%
Group bicycling rides and events	14	24.1%
Hiking apparel, footwear, and accessories	14	24.1%
Bicycle repair and maintenance services	13	22.4%
Canoe and kayak rentals	13	22.4%
Group kayaking classes and excursions	13	22.4%
Skates, skateboards, and longboards	13	22.4%
Canoe and kayak sales	10	17.2%
Disc golf equipment accessories	10	17.2%
Bicycle sales	9	15.5%
Bicycling apparel and accessories	3	5.2%
Other (please specify) *	2	3.4%
58 Answered Question		
* Other Responses: All of the above; Softball and baseball gear.		

Tabs 11A – 11F: Which of the following [retail establishment type selected] product lines, services or features are most important or appealing to you? Select up to three (3)

11-C: Pet Boutique product lines, services, or features preferences.		Rank: 6
Response	Count	Percentage
Small pet specialty foods and treats	7	31.8%
Small pet natural and organic foods and treats	3	13.6%
Nutritional supplements	1	4.5%
Enclosures, hutches, kennels, and habitats	1	4.5%
Clothing, collars, leashes, and other accessories	13	59.1%
Pet toys	5	22.7%
Pet cleaning supplies and accessories	1	4.5%
K9 behavioral training and classes	3	13.6%
Daycare services	2	9.1%
Overnight boarding services	5	22.7%
Walking and in-home sitting services	5	22.7%
Self-grooming and pet bathing stations	10	45.5%
Professional in-house grooming services	5	22.7%
Other (please specify)	0	0.0%
22 Answered Question		

11-D: Specialty Foods/Groceries Market product lines, services, or features preferences.		Rank: 1
Response	Count	Percentage
Locally sourced produce, meats, and eggs	174	51.5%
Deli Items – Fresh-made sandwiches, salads & desserts	162	47.9%
Artisan foods (e.g. breads, fruit, meats, cheeses, etc.)	113	33.4%
Deli Items – Meats, cheeses, and breads	96	28.4%
Prepared foods (ex: rotisserie chicken, salads, etc.)	94	27.8%
Bakery	85	25.1%
Ethnic/specialty grocery items	82	24.3%
Beer, wine, and spirits	52	15.4%
Co-op ownership structure	39	11.5%
Grocer & Convenience Items – Staples (e.g. milk, eggs, etc.)	33	9.8%
Grocer & Convenience Items – Fresh-cut flowers	19	5.6%
Delivery service to downtown offices and businesses	15	4.4%
Other (please specify) *	7	2.1%
338 Answered Question		

* **Other Responses:** Allergy friendly foods; Christmas shopping; Health food; Healthy prepared foods; Organic; Organic focus of food; Vegetarian.

Tabs 11A – 11F: Which of the following [retail establishment type selected] product lines, services or features are most important or appealing to you? Select up to three (3)

11-E: Vintage Market product lines, services, or features preferences.		Rank: 2
Response	Count	Percentage
Home & Garden décor	70	54.3%
Up-cycled/Custom furniture and decor	52	40.3%
Artwork	43	33.3%
Holiday décor and gifts	40	31.0%
How-to demos, workshops, and classes	39	30.2%
Vintage apparel	30	23.3%
Vintage books and music	29	22.5%
Refinishing and repair services	21	16.3%
Old farm tools	14	10.9%
Toys and games	11	8.5%
Pre-packaged nostalgic food and candy	10	7.8%
Appraisal services	9	7.0%
Other (please specify) *	3	2.3%
129 Answered Question		
* Other Responses: Antiqued; Coffee roasting; Craft kits quilting.		

11-F: Women's Clothing and Accessories Store product lines, services, or features preferences.		Rank: 3
Response	Count	Percentage
Women's casual wear	91	77.8%
Women's dress and casual shoes	48	41.0%
Women's upscale dress and professional attire	38	32.5%
Fashion accessories (e.g. scarves, belts, handbags, etc.)	35	29.9%
Women's athletic/activewear	33	28.2%
Young women's and teens fashions	22	18.8%
Women's plus-size fashions	20	17.1%
Cosmetics and fragrances	13	11.1%
Lingerie and undergarments	7	6.0%
In-house alterations	5	4.3%
Maternity wear	2	1.7%
Women's bridal and formal	2	1.7%
Other (please specify) *	3	2.6%
117 Answered Question		
* Other Responses: Boutiques with unique items like in Fondren, MS or Laurel, MS, ocean springs, ms; Petite; Shoe repair.		

Q.12: Looking again at the original list of choices, please tell us how likely you would be to patronize the following types of expanded or new Downtown Foley retail establishments on a consistent basis?

Response	Q13 Rank	Rating Avg.*
1. Specialty Foods/Groceries Market	1	4.26
2. Vintage Market	2	3.87
3. Kitchen, Home Décor & Gifts Store	4	3.71
4. Women's Clothing and Accessories Store	3	3.44
5. Outdoor Recreation, Rentals, Sports & Fitness Store	5	3.24
6. Pet Boutique	6	2.80

* Weighted rating scale from 1 (Definitely Would Not) to 5 (Definitely Would); See TAB-12 for Detail

TAB-12. Looking again at the original list of choices, please tell us how likely you would be to patronize the following types of expanded or new Downtown Foley retail establishments on a consistent basis?

Business Type – Count >> Rating*	1	2	3	4	5	Rating Average**
1. Specialty Foods/Groceries Market	2.1%	3.9%	11.3%	31.5%	51.2%	4.26
2. Vintage Market	3.5%	7.3%	21.0%	34.6%	33.5%	3.87
3. Kitchen, Home Décor & Gifts Store	3.5%	11.1%	25.1%	31.9%	28.4%	3.71
4. Women's Clothing and Accessories	10.7%	15.0%	20.9%	26.4%	27.0%	3.44
5. Outdoor Rec, Rentals, Sports & Fitness	7.5%	19.7%	30.2%	27.0%	15.7%	3.24
6. Pet Boutique	22.7%	20.3%	23.8%	20.3%	12.9%	2.80

**** Response – Weighted Rating Scale >>**

Converted

Definitely would not	1
Probably would not	2
Might or might not	3
Probably would	4
Definitely would	5

Downtown Housing Interests

Q.13: Would you be interested in living in Downtown Foley if suitable housing was available?

Response	Count	Percentage
Yes, as soon as I can find a place that is suitable for me. [> Q14]	71	8.9%
Yes, within the next five years. [> Q14]	64	8.0%
Yes, in five years or more. [> Q14]	27	3.4%
Maybe. [> Q14]	187	23.4%
No, not at all. [> Q21]	378	47.3%
I already live in Downtown Foley [> Q22]	72	9.0%
TOTAL	799	100.0%

From Q13 >> Yes or Maybe

Q.14: You indicated you would or might be interested in living in downtown. Would you be more likely to buy or to rent housing in Downtown Foley?

Response	Count	Percentage
Buy with a mortgage [> Q15 - Q16]	166	45.9%
Buy without a mortgage (cash purchase) [> Q17 - Q18]	53	14.6%
Rent [> Q19 - Q20]	62	17.1%
Not sure [> Q19 - Q20]	81	22.4%
TOTAL	362	100.0%

From Q14 >> Buy with a Mortgage

Q.15: Which of the following styles of housing in Downtown Foley would you be most likely to look for or consider? Select up to two.

Response	Count	Percentage
Studio Condominium	3	1.9%
1 Bedroom Condominium	4	2.5%
2 Bedroom Condominium	46	28.6%
1 Bedroom Townhome	5	3.1%
2 Bedroom Townhome	36	22.4%
3+ Bedroom Townhome	77	47.8%
Loft with open floor plan	52	32.3%
Other (please specify) *	6	3.7%
TOTAL	362	100.0%

Note: Up to two responses per respondent allowed. Percentages based on 161 respondents.

* **Other Responses:** House (2); I adore the older homes in downtown Foley; Patio homes; Single family home (2).

From Q14 >> Buy with a Mortgage

Q.16: What is the amount of the monthly mortgage payment you would be able and willing to pay for your choice of housing in Downtown Foley?

Response	Count	Percentage
Less than \$800	6	3.8%
\$800 to \$899	16	10.0%
\$900 to \$999	22	13.8%
\$1,000 to \$1,099	29	18.1%
\$1,100 to \$1,199	17	10.6%
\$1,200 to \$1,299	30	18.8%
\$1,300 to \$1,399	17	10.6%
\$1,400 to \$1,499	9	5.6%
\$1,500 or more	14	8.8%
Less than \$800	6	3.8%
TOTAL	160	100.0%

From Q14 >> Buy without a Mortgage (Cash Purchase)

Q.17: Which of the following styles of housing in Downtown Foley would you be most likely to look for or consider? Select up to two.

Response	Count	Percentage
Studio Condominium	1	1.9%
1 Bedroom Condominium	1	1.9%
2 Bedroom Condominium	19	36.5%
1 Bedroom Townhome	2	3.8%
2 Bedroom Townhome	14	26.9%
3+ Bedroom Townhome	16	30.8%
Loft with open floor plan	20	38.5%
Other (please specify) *	1	1.9%
Studio Condominium	1	1.9%

Note: Up to two responses per respondent allowed. Percentages based on 52 respondents.

* Other Responses: First floor only.

From Q14 >> Buy without a Mortgage (Cash Purchase)

Q.18: In which of the following price ranges would you be most likely to purchase your choice of housing in Downtown Foley?

Response	Count	Percentage
Less than \$100,000	3	5.8%
\$100,000 to \$149,999	2	3.8%
\$150,000 to \$199,999	11	21.2%
\$200,000 to \$249,999	14	26.9%
\$250,000 to \$299,999	7	13.5%
\$300,000 to \$349,999	8	15.4%
\$350,000 to \$399,999	3	5.8%
\$400,000 to \$449,999	3	5.8%
\$450,000 to \$499,999	1	1.9%
\$500,000 or more	-	0.0%
TOTAL	52	100.0%

From Q14 >> Rent or Not Sure

Q.19: Which of the following styles of housing in Downtown Foley would you be most likely to look for or consider? Select up to two.

Response	Count	Percentage
Studio Apartment	17	12.7%
Loft with open floor plan	38	28.4%
Live-Work Unit	9	6.7%
1 Bedroom Apartment	14	10.4%
Senior housing	24	17.9%
2 Bedroom Apartment	28	20.9%
1 Bedroom Townhome	5	3.7%
2 Bedroom Townhome	39	29.1%
1 Bedroom Condo	4	3.0%
2 Bedroom Condo	30	22.4%
Other (please specify) *	6	4.5%

Note: Up to two responses per respondent allowed. Percentages based on 134 respondents.

* Other Responses: 3 bedroom (3); 3 bedroom townhome; 3 br home; House.

From Q14 >> Buy without a Mortgage (Cash Purchase)

Q.20: What is monthly amount you would be able and willing to pay for your choice of housing in Downtown Foley?

Response	Count	Percentage
Less than \$800	23	17.6%
\$800 to \$899	24	18.3%
\$900 to \$999	18	13.7%
\$1,000 to \$1,099	23	17.6%
\$1,100 to \$1,199	11	8.4%
\$1,200 to \$1,299	10	7.6%
\$1,300 to \$1,399	5	3.8%
\$1,400 to \$1,499	6	4.6%
\$1,500 or more	11	8.4%
TOTAL	131	100.0%

From Q13 >> No, not at all interested in living downtown

Q.21: You indicated you are not at all interested in living in Downtown Foley. Why? Select all that apply.

Response	Count	Percentage
I like my current living situation and have no plans to move	260	68.8%
I prefer a single-family detached home	134	35.4%
I need more space for family/children	79	20.9%
I need a garage or private off-street parking	65	17.2%
I need more space for possessions	44	11.6%
The area does not match my lifestyle	36	9.5%
The area does not feel safe	10	2.6%
Other (please specify) *	32	8.5%

Note: Up to two responses per respondent allowed. Percentages based on 378 respondents.

*** Other Responses:** Already live in Foley city limits; Already live on the water; Baldwin Co. is expensive; I imagine any new housing in downtown would be even more expensive; Enough damn building already; Foley needs to stop growing. Where does all of the sewage go? The traffic sucks!; I hate the traffic caused by the light at 98 & 59; I live at the beach; I live up the road close to; I prefer living on the south end of Foley closer to the beach and most restaurants and shops; If I didn't live in Orange Beach, I'd move further south; It doesn't have walking attractions for a downtown living district; Large animals; Live in Elberta on 5 acres; Live in Glen Lakes love the Golf Course; Military family, we will be moving soon; Need a yard for Dogs; Not affordable: Nothing is there, not walkable; Own our time on acreage, close to town but peaceful; Prefer to live in rural surroundings; School system; There is enough housing in Foley, keep downtown business oriented; Too much road noise; Too much traffic; Too much traffic and noise; Too much traffic at my age but younger would probably like it; Traffic (3); Traffic is dangerous; We live at our business on 59 in summerdale; Work in Mobile.

From Q13 >> I already live in Downtown Foley

Q.22: How likely are you to recommend Downtown Foley to friends and family as a good place to live?

Response	Count	Percentage
Very likely	47	65.3%
Somewhat likely	9	12.5%
Neither likely nor unlikely	9	12.5%
Somewhat unlikely	4	5.6%
Very unlikely	2	2.8%
Don't know	1	1.4%
TOTAL	72	100.0%

Downtown Features and Priorities

Q.23: Of the following, which three features or enhancements would most contribute to making Downtown Foley a more appealing place to visit, work and live? (Select up to three).

Response	Count	Percentage
More or wider selection of eating and drinking places	547	69.8%
More outdoor dining and lounging areas	476	60.7%
More or wider selection of retail establishments	309	39.4%
Better walking environment (e.g. crosswalks, lighting)	293	37.4%
More arts & culture activities and/or facilities	197	25.1%
More outdoor recreational spaces and activities	150	19.1%
Better bicycling environment (e.g. bike lanes, bike racks)	82	10.5%
Improved public transit service	77	9.8%
More people living downtown	63	8.0%
Other (please specify)*	53	6.8%

Note: Up to three responses per respondent allowed. Percentages based on 784 respondents.

*** Other Responses:** A playground or splash pad; All of the above; Beautify the buildings. They look old and dirty; Better parking (2); Better parking and shops with updated exteriors and easily visible signage; Better parking options; Cleaner less trash, sidewalk enhancements; Dog friendly environment; Don't make people walk more, keep the parking; Don't think downtown needs too much. Don't want it changed too much; Fix mold problems in current buildings; Foley has outgrown it's infrastructure please address this before building downtown; General improvement and maintenance of the existing buildings by current owners; Improved traffic; Less congestion; Less growth and catering to tourists; Less traffic: Less traffic congestion; Live Music venues; Local art sales; More bridge crossings, some that connect with second floor businesses; More family friendly events; More live music venues; More night and weekend hours is more appealing to those that work until 5 pm; More non drinking activities; More parking (5); More restaurants downtown (NOT south Foley by Walmart, need more office space also; Nightlife; Not allow the middle school kids to destroy everything on Friday afternoons; Not just better walking but we need to go off of 59. Lets build up Alston, Pine, Myrtle, and Orange; Open later at night; Park concerts! Local musicians, orchestra, recitals; Parking (2); Parking areas; Places older people can sit while shopping; Really don't see the need to change much. If it's not broken don't fix it; Reduce noise / truck traffic; Relocate downtown off 59. Otherwise injuries and fatalities will increase with more foot traffic; Repairing and remodeling of run down and neglected buildings; Safe environment, nearby medical facilities, grocery, and pharmacy; Separation from busy highway; Sidewalks and lighting..safer for our neighbors; Skating paths; Solutions to keep traffic moving at better rate; Steak and shake; We need places for children and teen kids to go and have activities that involve them.

Q.24: 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.		4.25
Downtown Foley is a good place to invest.		4.06
Downtown Foley presents a positive image to visitors.		3.71
Outdoor recreation is an important part of downtown.		3.65
I think of Downtown Foley as an area destination.		3.03

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.25: 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
Redevelop underutilized buildings and sites		4.63
Attract new eating and drinking places to expand options		4.61
Improve streets, sidewalks, lighting, parks, trails, etc.		4.26
Develop vacant sites		4.25
Attract new retail businesses to expand shopping options		4.21
Restore and preserve downtown's historic character		4.14
Support existing businesses and help them expand		4.08
Expand housing options in the downtown area		3.09

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

Survey Demographics

Q.26: What is your gender?		
Response	Count	Percentage
Female	584	75.1%
Male	193	24.8%
Prefer to self-describe	1	0.1%
TOTAL	778	100.0%

Q.27: Which category includes your age?		
Response	Count	Percentage
19 or younger	4	0.5%
20 to 24	24	3.1%
25 to 34	110	14.1%
35 to 44	175	22.5%
45 to 54	165	21.2%
55 to 64	171	22.0%
65 to 74	105	13.5%
75 or older	24	3.1%
TOTAL	778	100.0%

Q.28: How many people, including yourself, currently live in your household?		
Response	Count	Percentage
1	79	10.2%
2	326	41.9%
3	145	18.6%
4	151	19.4%
5	58	7.5%
6 or more	19	2.4%
TOTAL	778	100.0%

Q.29: Which category below includes your estimated total gross annual household income? (For all earners in the household, before taxes and deductions)

Response	Count	Percentage
Less than \$15,000	8	1.0%
\$15,000 to \$24,999	23	3.0%
\$25,000 to \$34,999	36	4.6%
\$35,000 to \$49,999	71	9.2%
\$50,000 to \$74,999	175	22.6%
\$75,000 to \$99,999	162	20.9%
\$100,000 to \$149,999	174	22.5%
\$150,000 to \$199,999	77	9.9%
\$200,000 and greater	49	6.3%
TOTAL	775	100.0%

Are You a Prospect?

Q.30: Are you interested in moving your business to, or opening a new business in, Downtown Foley?

Response	Count	Percentage
Yes, I am interested in expanding my existing business already located in Downtown Foley.	25	3.3%
Yes, I am interested in moving my business to Downtown Foley.	18	2.4%
Yes, I am interested in opening a new business in Downtown Foley	52	6.8%
No	668	87.5%
TOTAL	763	100.0%

Contact information collected for 27 prospects; information provided under separate cover.

ATTACHMENT 1: Envision Downtown Foley | 2022 Survey Results

ATT-1: "Other" Eating, Drinking and Entertainment Responses

Q7: Which one of the following types of new or expanded eating and drinking places would you be most likely to patronize in Downtown Foley? -- "Other" Responses

Q8: Please list up to three specific menu selections, services or features that would be most important or appealing to you for the "Other" type of eating or drinking establishment you identified in your previous response. -- List up to three (3)

Q7 "Other" Responses (Verbatim)	Q8 Feature #1	Q8 Feature #2	Q8 Feature #3
1950's/1960's restaurant	Non alcohol	A restaurant with low, mid and senior income in mind. There is plenty of expensive places in the downtown area.	
A nice lunch restaurant	A bakery open on weekends	A brewery would be great	A jazz club/restaurant
A place that serves different food choices. Such as dairy free, gluten free, all that stuff. I have dairy allergy and can't eat out like I want to bc there is no place to eat	Dairy free option	Decent priced	Delivery options
All of the above	Brewpub	Sportsbar	Upscale dining
All of the above			
All of the above all the time	Staying open past 8 pm	Excellent food	Unique ambiance
All would be great	Carousel in the park	Walking paths	Family friendly atmosphere
Any of these would be good	Hallmark shop	Independent book shop	Landscaped sitting area
Anything north side			
Anything that would serve lunch downtown or to the north side of town, such as a Panera, the old Sweetie Pies, McAllister's, or anything that serves lunch. If you work on the north side of town then you are very limited on food choices and something downtown would be great. Bring back Sweetie Pie's!	quick lunch	healthy lunch	soups, salads, sandwiches (Panera type place)
Bar			
Bar with live music	Live Bands	Full Bar	Large outdoor space
Breakfast/ brunch and brewery	Places like top golf	All inclusive entertainment establishment	Better restaurants
Brewery	Brew Pub	Retail stores	restaurant
Cake shop	Beautiful cakes and pastries	A healthy menu	Local sourced products

ATTACHMENT 1: Envision Downtown Foley | 2022 Survey Results

ATT-1: "Other" Eating, Drinking and Entertainment Responses (Page 2)

Q7: Which one of the following types of new or expanded eating and drinking places would you be most likely to patronize in Downtown Foley? -- "Other" Responses

Q8: Please list up to three specific menu selections, services or features that would be most important or appealing to you for the "Other" type of eating or drinking establishment you identified in your previous response. -- List up to three (3)

Q7 "Other" Responses (Verbatim)	Q8 Feature #1	Q8 Feature #2	Q8 Feature #3
Diner, with homemade specials, nothing like a chain.	I really like the diner idea. not sandwiches so much as soup, salad, pot roast, meatloaf, maybe a meat and 3 type place	I love the dog restaurant idea, I just couldn't choose 2 on the question	Soup and salad place, good for lunch, or even grab on the way home. Maybe casseroles ready to cook.
Family friendly karaoke grill	Family friendly not a bar	Karaoke	Smoke free
Farm-to-Table Restaurant serving real, whole food choices.	Freshly cooked vegetables		
Fine dining with outdoor seating	Outdoor seating	Live music	
Food trucks	Food trucks would bring people downtown		
Full service deli with grab and go as well, and perhaps butcher	Brew Pub idea	Family Fun	Dog bar
Full service that's not expensive but also is quiet, and doesn't cultivate kids running around	Variety	Affordable	Comfortable
Indoor-Outdoor happy hour spot	Good wine	Live music	Creative food/ appetizers
International Market	Gas light district by the park downtown	Places that stay open longer than 6pm	Food, drink and music
Italian Restaurant	Italian restaurant	Brew Pub & restaurant	Outdoor sidewalk dining
Loft apartments	loft apartment	walking nightlife	coffee house
Lunch	Fresh	Unique casual	Affordable
Martini bar	Indoor and outdoor seating		
Meat and two	Veggies and meat		
Moroccan or Middle East cuisine	Authentic cuisine	Authentic / interesting decor	
Need more places to eat downtown.	Breakfast	Family food	And of course, everyone loves Mexican
Night life bars and outdoor seating	Covered outdoor seating	Casual bar	Mixologist
No more chain restaurants!! Get mom and pop, custom/authentic foods	Gastro pubs	Mom and pop eats	Farm to table

ATTACHMENT 1: Envision Downtown Foley | 2022 Survey Results

ATT-1: "Other" Eating, Drinking and Entertainment Responses (Page 3)

Q7: Which one of the following types of new or expanded eating and drinking places would you be most likely to patronize in Downtown Foley? -- "Other" Responses

Q8: Please list up to three specific menu selections, services or features that would be most important or appealing to you for the "Other" type of eating or drinking establishment you identified in your previous response. -- List up to three (3)

Q7 "Other" Responses (Verbatim)	Q8 Feature #1	Q8 Feature #2	Q8 Feature #3
None of the above	Leave Foley alone.	Foley no longer has the down home feel.	To much traffic already.
Noodle bar	Various Asian noodle dishes done well	Craft beer	Chill aesthetic
Oriental food products....California bakery, steamed Pork buns	Foods made in the city of San Fransico... As in China town.... Chop Suey etc.	Japanese tea garden	Skate rink
Oriental food stock....Real, California freshly made steamed pork buns.....			
Outdoor eating - carabas or panera	Carabas	Panera bread	PF chang
Pho!	Pho	Pho	Pho
Quit building, infrastructure is too weak			
Restaurant with a menu focusing on healthy foods. Shying away from fried foods. Locally sourced ingredients supporting farmers, ect.	Healthy	Local	Fresh
Salads like Newks	Salads	Soups	Sandwiches
Sanwich/sub shop	Delli		
Something like the food truck dining downtown Pensacola	Late night coffee shop	Vegan or vegetarian cafe	Tropical Café
Soup and sandwich restaurant	Soup	Salad	Sandwich
Sports bar	Pizza	Burgers	
Steak house	Steak	Salad bar	Reasonable price
Steak restaurant	Steak	Bar	Appetizers
Tex-Mex style restaurant			
Vegan Restaurant including drive thru pick up	Vegan and vegetarian	Drive thru window	Use of local food sources
Wine bar, roof top bar/restaurant, farm to table restaurant	Wine tasting	Quality food menu	Live music

ATTACHMENT 2: Envision Downtown Foley | 2022 Survey Results

ATT-2: "Other" Retail Responses

Q10: Which one of the following types of new or expanded retail establishments would you be most likely to patronize in Downtown Foley? -- "Other" Responses

Q11: Please list up to three specific product lines, services or features that would be most important or appealing to you for the "Other" type of retail establishments you identified in your previous response. -- List up to three (3)

Q10 "Other" Responses (Verbatim)	Q11 Feature #1	Q11 Feature #2	Q11 Feature #3
??	NA	NA	NA
A more reasonable priced antique mall that would be clean.	Auction house		
Art Gallery	Local Art	Specialty Home furnishings, Linens	Unique Home Accessories
Bar	Bar		
Bicycle shop	Bike repairs	Bike accessories products	Bike accommodations for disabled
Book store			
Brewery	Beer	Food	Cocktails
Country bar	Music	Dance hall	Music venue
Everyone loves to browse most any shops and browsing leads to buying. All shops have different items that you never know what you may find.	Someplace for kids to go, arcade, dance with karaoke, need something for kids.	Place that you could buy wood furniture like swings, wood chairs, benches. Homemade products	Like a Subway or deli.
Farmers market			
Fast casual, healthy food			
Fitnesses classes	Pilates classes	Pilates classes	Yoga classes
Food	Food	Alcohol	Nightlife
Health food store			
I love both the vintage & specialty food market idea equally.	Up cycled style furniture and classes on how to make an item into something else,	Love the idea of cooking classes and wine tastings at a specialty bakery.	Would love if there could be a swap style market in the square once a month, which would also drive people to downtown.
Ice cream shop	Good Italian eating	See above	See above
Local art gallery	Paintings or ceramics from local artists	Easy access for walkable/bikeable pedestrians	Yard/lawn/landscape items from local artists
Men clothing & accessories	Outdoor clothing	Accessories	Shoes
Mens clothing casual, business and dress	Mens shoes dress and casual	Mens accessories	

ATTACHMENT 2: Envision Downtown Foley | 2022 Survey Results

ATT-2: "Other" Retail Responses (Page 2)

Q10: Which one of the following types of new or expanded retail establishments would you be most likely to patronize in Downtown Foley? -- "Other" Responses

Q11: Please list up to three specific product lines, services or features that would be most important or appealing to you for the "Other" type of retail establishments you identified in your previous response. -- List up to three (3)

Q10 "Other" Responses (Verbatim)	Q11 Feature #1	Q11 Feature #2	Q11 Feature #3
More variety in fresh food breads baked goods fresh produce quality	Area for chess, chess tables	Dancing, club, classy....	Ping pong tables free for public
Motorcycle Clothing and Apparel	Clothing	Parts	Motorcycle accessories
Motorcycle shop			
New bookstore-not the run down one that is there now	Coffee shop	Hang out place for classes and crafts	New books
None			
None of the above	None. We have Tanger outlet	None	None
None of these hold my interest, need something exciting	Entertainment	Unique	Useful
None to many now	N/a	N/a	N/a
Not too sure, but I'm a guy and none of those sound appealing	a 6 day a week small farmers market	a cigar bar like the one in GS	bar with open air music area/ something like Seville Qtr in Pcola
Package Store with a wide variety of craft beer, wine, etc.	National and regional craft beer selection	National and regional wine selection	Draft beer to fill a crowler or growler with.
Quilt shop	Fabric selection	Classes	Patterns
Special gifts			
Toy store			
Trader Joe's would be a great addition to Foley.	Wine selection	Produce selection	Butcher/meat shop

ATTACHMENT 3: Envision Downtown Foley | 2022 Survey Results

ATT-3: Survey Demographics by Eating and Drinking Establishment Selected in Q7

Business Type	Column	Q7 Rank	Count	Percent
Asian Restaurant	Asian	6	68	8.0%
Breakfast/Brunch Restaurant	Breakfast	2	181	21.4%
Brewpub	Brewpub	1	207	24.5%
Dog Bar	Dog Bar	5	76	9.0%
Family Fun Restaurant	Family	4	123	14.5%
Full-Service Restaurant	FullServe	3	140	16.5%

Q.1: Where do you live?

Response	Overall	Asian	Breakfast	Brewpub	Dog Bar	Family	FullServe
Full-time Foley city resident	62.7%	55.9%	66.3%	59.4%	72.4%	65.0%	58.6%
Part-time or seasonal Foley city resident	2.0%	4.4%	2.2%	2.4%	0.0%	0.8%	2.9%
Full-time resident living within 20 miles	30.9%	36.8%	28.7%	34.3%	25.0%	31.7%	35.7%
Part-time or seasonal resident < 20 miles	0.8%	0.0%	0.6%	0.5%	1.3%	1.6%	0.7%
More than 20 miles from Foley	3.6%	2.9%	2.2%	3.4%	1.3%	0.8%	2.1%
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	Asian	Breakfast	Brewpub	Dog Bar	Family	FullServe
Yes	21.2%	16.2%	23.8%	18.4%	23.7%	17.9%	28.6%
No	78.8%	83.8%	76.2%	81.6%	76.3%	82.1%	71.4%
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	Asian	Breakfast	Brewpub	Dog Bar	Family	FullServe
Yes	4.9%	2.9%	3.9%	3.4%	7.9%	3.3%	7.9%
No	95.1%	97.1%	96.1%	96.6%	92.1%	96.7%	92.1%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q.26: What is your gender?

Response	Overall	Asian	Breakfast	Brewpub	Dog Bar	Family	FullServe
Female	75.1%	74.6%	76.4%	63.5%	87.3%	81.6%	75.8%
Male	24.8%	25.4%	23.0%	36.5%	12.7%	18.4%	24.2%
Prefer to self-describe	0.1%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

ATTACHMENT 3: Envision Downtown Foley | 2022 Survey Results

ATT-3: Survey Demographics by Eating and Drinking Establishment Selected in Q7 (Page 2)

Q.27: Which category includes your age?							
Response	Overall	Asian	Breakfast	Brewpub	Dog Bar	Family	FullServe
19 or younger	0.5%	0.0%	1.8%	0.0%	1.4%	0.0%	0.0%
20 to 24	3.1%	3.4%	3.0%	3.6%	9.9%	2.6%	0.0%
25 to 34	14.1%	10.2%	15.2%	19.3%	16.9%	16.7%	5.3%
35 to 44	22.5%	16.9%	17.6%	22.9%	23.9%	37.7%	17.4%
45 to 54	21.2%	15.3%	20.0%	26.0%	18.3%	18.4%	23.5%
55 to 64	22.0%	30.5%	22.4%	20.8%	19.7%	14.0%	26.5%
65 to 74	13.5%	20.3%	15.8%	6.8%	9.9%	7.9%	20.5%
75 or older	3.1%	3.4%	4.2%	0.5%	0.0%	2.6%	6.8%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q.28: How many people, including yourself, currently live in your household?							
Response	Overall	Asian	Breakfast	Brewpub	Dog Bar	Family	FullServe
1	10.2%	18.6%	9.7%	7.8%	12.7%	7.9%	11.4%
2	41.9%	40.7%	41.8%	42.2%	45.1%	21.1%	57.6%
3	18.6%	18.6%	20.0%	21.4%	21.1%	14.9%	15.9%
4	19.4%	15.3%	17.6%	20.8%	16.9%	33.3%	10.6%
5	7.5%	6.8%	7.3%	3.6%	4.2%	18.4%	4.5%
6 or more	2.4%	0.0%	3.6%	4.2%	0.0%	4.4%	0.0%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q.29: What is your annual household income? (For all earners in the household, before taxes and deductions)							
Response	Overall	Asian	Breakfast	Brewpub	Dog Bar	Family	FullServe
Less than \$15,000	1.0%	1.7%	1.8%	0.0%	2.8%	0.0%	0.8%
\$15,000 to \$24,999	3.0%	5.1%	2.4%	3.1%	1.4%	3.5%	3.1%
\$25,000 to \$34,999	4.6%	8.5%	4.3%	2.1%	11.3%	6.1%	2.3%
\$35,000 to \$49,999	9.2%	5.1%	7.9%	6.8%	11.3%	10.5%	12.2%
\$50,000 to \$74,999	22.6%	16.9%	28.7%	14.7%	19.7%	26.3%	24.4%
\$75,000 to \$99,999	20.9%	28.8%	18.9%	22.0%	19.7%	25.4%	18.3%
\$100,000 to \$149,999	22.5%	28.8%	17.7%	30.9%	16.9%	17.5%	20.6%
\$150,000 to \$199,999	9.9%	3.4%	13.4%	13.6%	5.6%	7.0%	9.9%
\$200,000 and greater	6.3%	1.7%	4.9%	6.8%	11.3%	3.5%	8.4%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

ATTACHMENT 4: Envision Downtown Foley | 2022 Survey Results

ATT-4: Survey Demographics by Retail Establishment Selected in Q10

Business Type	Column	Q10 Rank	Count	Percent
Kitchen, Home Décor & Gifts Store	Kitchen	4	109	13.4%
Outdoor Recreation, Rentals, Sports & Fitness Store	Outdoors	5	58	7.1%
Pet Boutique	Pets	6	22	2.7%
Specialty Foods/Groceries Market	SpFoods	1	340	41.8%
Vintage Market	Vintage	2	131	16.1%
Women's Clothing and Accessories Store	Women's	3	118	14.5%

Q.1: Where do you live?

Response	Overall	Kitchen	Outdoors	Pets	SpFoods	Vintage	Women's
Full-time Foley city resident	62.7%	59.6%	65.5%	68.2%	63.8%	56.5%	67.8%
Part-time or seasonal Foley city resident	2.0%	1.8%	0.0%	0.0%	2.9%	2.3%	0.0%
Full-time resident living within 20 miles	30.9%	33.0%	32.8%	31.8%	31.8%	34.4%	29.7%
Part-time or seasonal resident < 20 miles	0.8%	0.9%	0.0%	0.0%	0.3%	2.3%	0.0%
More than 20 miles from Foley	3.6%	4.6%	1.7%	0.0%	1.2%	4.6%	2.5%
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	Kitchen	Outdoors	Pets	SpFoods	Vintage	Women's
Yes	21.2%	28.4%	24.1%	22.7%	18.8%	21.4%	22.0%
No	78.8%	71.6%	75.9%	77.3%	81.2%	78.6%	78.0%
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	Kitchen	Outdoors	Pets	SpFoods	Vintage	Women's
Yes	4.9%	3.7%	6.9%	4.5%	5.0%	3.8%	3.4%
No	95.1%	96.3%	93.1%	95.5%	95.0%	96.2%	96.6%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q.26: What is your gender?

Response	Overall	Kitchen	Outdoors	Pets	SpFoods	Vintage	Women's
Female	75.1%	81.0%	47.4%	90.5%	71.3%	75.4%	97.2%
Male	24.8%	19.0%	52.6%	9.5%	28.7%	23.8%	2.8%
Prefer to self-describe	0.1%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

ATTACHMENT 4: Envision Downtown Foley | 2022 Survey Results

ATT-4: Survey Demographics by Retail Establishment Selected in Q10 (Page 2)

Q.27: Which category includes your age?							
Response	Overall	Kitchen	Outdoors	Pets	SpFoods	Vintage	Women's
19 or younger	0.5%	0.0%	0.0%	0.0%	0.3%	0.8%	1.8%
20 to 24	3.1%	1.0%	0.0%	4.8%	3.3%	2.5%	6.4%
25 to 34	14.1%	14.3%	26.3%	14.3%	13.9%	11.5%	8.3%
35 to 44	22.5%	19.0%	26.3%	23.8%	26.0%	19.7%	17.4%
45 to 54	21.2%	19.0%	26.3%	23.8%	23.9%	15.6%	22.0%
55 to 64	22.0%	25.7%	14.0%	19.0%	18.1%	30.3%	24.8%
65 to 74	13.5%	17.1%	3.5%	14.3%	12.1%	13.9%	16.5%
75 or older	3.1%	3.8%	3.5%	0.0%	2.4%	5.7%	2.8%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q.28: How many people, including yourself, currently live in your household?							
Response	Overall	Kitchen	Outdoors	Pets	SpFoods	Vintage	Women's
1	10.2%	9.5%	7.0%	19.0%	9.1%	13.9%	8.3%
2	41.9%	49.5%	26.3%	57.1%	38.7%	41.8%	46.8%
3	18.6%	17.1%	15.8%	19.0%	22.1%	18.0%	13.8%
4	19.4%	15.2%	38.6%	0.0%	20.8%	17.2%	17.4%
5	7.5%	6.7%	10.5%	4.8%	6.0%	7.4%	11.0%
6 or more	2.4%	1.9%	1.8%	0.0%	3.3%	1.6%	2.8%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q.29: What is your annual household income? (For all earners in the household, before taxes and deductions)							
Response	Overall	Kitchen	Outdoors	Pets	SpFoods	Vintage	Women's
Less than \$15,000	1.0%	1.9%	0.0%	0.0%	1.2%	1.7%	0.0%
\$15,000 to \$24,999	3.0%	1.0%	1.8%	14.3%	3.3%	3.3%	0.9%
\$25,000 to \$34,999	4.6%	5.7%	3.6%	9.5%	4.2%	5.8%	3.7%
\$35,000 to \$49,999	9.2%	5.7%	12.5%	14.3%	7.0%	14.0%	10.1%
\$50,000 to \$74,999	22.6%	21.9%	17.9%	33.3%	22.4%	25.6%	21.1%
\$75,000 to \$99,999	20.9%	22.9%	17.9%	9.5%	21.8%	23.1%	16.5%
\$100,000 to \$149,999	22.5%	22.9%	25.0%	9.5%	24.2%	19.8%	20.2%
\$150,000 to \$199,999	9.9%	8.6%	16.1%	4.8%	10.3%	5.0%	14.7%
\$200,000 and greater	6.3%	9.5%	5.4%	4.8%	5.5%	1.7%	12.8%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

ATTACHMENT 5: Envision Downtown Foley | 2022 Survey Results

ATT-5: Potential Downtown Housing Market Profile

Q.13: Would you be interested in living in Downtown Foley if suitable housing was available?								
Q13: Interest	Y Now		Y < 5 years		Y 5+ years		Maybe	
Response	#	Pct	#	Pct	#	Pct	#	Pct
Yes, as soon as I can find a place suitable for me.	71	100.0%	0	0.0%	0	0.0%	0	0.0%
Yes, within the next five years.	0	0.0%	64	100.0%	0	0.0%	0	0.0%
Yes, in five years or more.	0	0.0%	0	0.0%	27	100.0%	0	0.0%
Maybe	0	0.0%	0	0.0%	0	0.0%	187	100.0%
TOTAL	71	100.0%	64	100.0%	27	100.0%	187	100.0%

From Q13 >> Yes or Maybe

Q.14: You indicated you would or might be interested in living in downtown. Would you be more likely to buy or to rent housing in Downtown Foley?								
Q.14: Buy or Rent	Y Now		Y < 5 years		Y 5+ years		Maybe	
Response	#	Pct	#	Pct	#	Pct	#	Pct
Buy with a mortgage [> Q15]	35	49.3%	31	48.4%	15	57.7%	81	43.3%
Buy without a mortgage (cash purchase) [> Q17]	7	9.9%	9	14.1%	3	11.5%	33	17.6%
Rent [> Q19]	21	29.6%	13	20.3%	6	23.1%	22	11.8%
Not sure [> Q19]	8	11.3%	11	17.2%	2	7.7%	51	27.3%
TOTAL	71	100.0%	64	100.0%	26	100.0%	187	100.0%

ATTACHMENT 5: Envision Downtown Foley | 2022 Survey Results

ATT-5: Potential Downtown Housing Market Profile (Page 2)

From Q14 >> Buy with a Mortgage

Q.15: Which of the following styles of housing in Downtown Foley would you be most likely to look for or consider? Select up to two.

Q.15: Buy with Mortgage - Housing Styles	Y Now		Y < 5 years		Y 5+ years		Maybe	
Response	#	Pct	#	Pct	#	Pct	#	Pct
Studio Condominium	2	5.7%	1	3.2%	0	0.0%	0	0.0%
1 Bedroom Condominium	3	8.6%	1	3.2%	0	0.0%	0	0.0%
2 Bedroom Condominium	5	14.3%	14	45.2%	4	26.7%	23	28.8%
1 Bedroom Townhome	2	5.7%	1	3.2%	1	6.7%	1	1.3%
2 Bedroom Townhome	11	31.4%	7	22.6%	4	26.7%	14	17.5%
3+ Bedroom Townhome	16	45.7%	15	48.4%	5	33.3%	41	51.3%
Loft with open floor plan	11	31.4%	11	35.5%	9	60.0%	21	26.3%
Other	0	0.0%	1	3.2%	1	6.7%	4	5.0%
Number of Respondents	35	--	31	--	15	--	80	--

Q.16: What is the amount of the monthly mortgage payment you would be able and willing to pay for your choice of housing in Downtown Foley?

Q.16: Buy with Mortgage - Monthly Mortgage Amount	Y Now		Y < 5 years		Y 5+ years		Maybe	
Response	#	Pct	#	Pct	#	Pct	#	Pct
Less than \$800	0	0.0%	0	0.0%	0	0.0%	6	7.6%
\$800 to \$899	7	20.0%	2	6.5%	0	0.0%	7	8.9%
\$900 to \$999	3	8.6%	4	12.9%	3	20.0%	12	15.2%
\$1,000 to \$1,099	8	22.9%	4	12.9%	2	13.3%	15	19.0%
\$1,100 to \$1,199	2	5.7%	6	19.4%	1	6.7%	8	10.1%
\$1,200 to \$1,299	5	14.3%	6	19.4%	4	26.7%	15	19.0%
\$1,300 to \$1,399	3	8.6%	2	6.5%	3	20.0%	9	11.4%
\$1,400 to \$1,499	5	14.3%	1	3.2%	1	6.7%	2	2.5%
\$1,500 or more	2	5.7%	6	19.4%	1	6.7%	5	6.3%
TOTAL	35	100.0%	31	48.4%	15	100.0%	79	100.0%

ATTACHMENT 5: Envision Downtown Foley | 2022 Survey Results

ATT-5: Potential Downtown Housing Market Profile (Page 3)

From Q14 >> Buy without a Mortgage (Cash Purchase)

Q.17: Which of the following styles of housing in Downtown Foley would you be most likely to look for or consider? Select up to two.

Q.17: Buy w/o Mortgage - Housing Styles	Y Now		Y < 5 years		Y 5+ years		Maybe	
Response	#	Pct	#	Pct	#	Pct	#	Pct
Studio Condominium	0	0.0%	0	0.0%	1	33.3%	0	0.0%
1 Bedroom Condominium	0	0.0%	1	11.1%	0	0.0%	0	0.0%
2 Bedroom Condominium	2	28.6%	3	33.3%	2	66.7%	12	36.4%
1 Bedroom Townhome	0	0.0%	1	11.1%	0	0.0%	1	3.0%
2 Bedroom Townhome	3	42.9%	3	33.3%	1	33.3%	7	21.2%
3+ Bedroom Townhome	2	28.6%	3	33.3%	0	0.0%	11	33.3%
Loft with open floor plan	3	42.9%	4	44.4%	2	66.7%	11	33.3%
Other (please specify) *	0	0.0%	0	0.0%	0	0.0%	1	3.0%
Number of Respondents	7	--	9	--	3	--	33	--

Q.18: In which of the following price ranges would you be most likely to purchase your choice of housing in Downtown Foley?

Q.18: Buy w/o Mortgage - Price Range	Y Now		Y < 5 years		Y 5+ years		Maybe	
Response	#	Pct	#	Pct	#	Pct	#	Pct
Less than \$100,000	0	0.0%	0	0.0%	1	33.3%	2	6.1%
\$100,000 to \$149,999	1	14.3%	1	11.1%	0	0.0%	0	0.0%
\$150,000 to \$199,999	0	0.0%	5	55.6%	0	0.0%	6	18.2%
\$200,000 to \$249,999	3	42.9%	1	11.1%	1	33.3%	9	27.3%
\$250,000 to \$299,999	1	14.3%	1	11.1%	0	0.0%	5	15.2%
\$300,000 to \$349,999	2	28.6%	0	0.0%	0	0.0%	6	18.2%
\$350,000 to \$399,999	0	0.0%	1	11.1%	0	0.0%	2	6.1%
\$400,000 to \$449,999	0	0.0%	0	0.0%	0	0.0%	3	9.1%
\$450,000 to \$499,999	0	0.0%	0	0.0%	1	33.3%	0	0.0%
\$500,000 or more	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TOTAL	7	100.0%	9	100.0%	3	100.0%	33	100.0%

ATTACHMENT 5: Envision Downtown Foley | 2022 Survey Results

ATT-5: Potential Downtown Housing Market Profile (Page 4)

From Q14 >> Rent or Not Sure

Q.19: Which of the following styles of housing in Downtown Foley would you be most likely to look for or consider? Select up to two.

Q.19: Rent + Not Sure - Housing Styles	Y Now		Y < 5 years		Y 5+ years		Maybe	
Response	#	Pct	#	Pct	#	Pct	#	Pct
Studio Apartment	7	25.0%	3	13.0%	1	12.5%	6	8.3%
Loft with open floor plan	7	25.0%	8	34.8%	1	12.5%	22	30.6%
Live-Work Unit	3	10.7%	0	0.0%	2	25.0%	4	5.6%
1 Bedroom Apartment	3	10.7%	7	30.4%	1	12.5%	3	4.2%
Senior housing	3	10.7%	5	21.7%	1	12.5%	15	20.8%
2 Bedroom Apartment	7	25.0%	6	26.1%	1	12.5%	14	19.4%
1 Bedroom Townhome	1	3.6%	2	8.7%	0	0.0%	1	1.4%
2 Bedroom Townhome	8	28.6%	5	21.7%	4	50.0%	21	29.2%
1 Bedroom Condo	2	7.1%	1	4.3%	0	0.0%	1	1.4%
2 Bedroom Condo	3	10.7%	4	17.4%	2	25.0%	20	27.8%
Other (please specify) *	4	14.3%	0	0.0%	0	0.0%	2	2.8%
Number of Respondents	28	--	23	--	8	--	72	--

Q.20: What is monthly amount you would be able and willing to pay for your choice of housing in Downtown Foley?

Q.20: Rent + Not Sure - Monthly Housing Amount	Y Now		Y < 5 years		Y 5+ years		Maybe	
Response	#	Pct	#	Pct	#	Pct	#	Pct
Less than \$800	1	3.6%	2	8.7%	4	50.0%	15	21.1%
\$800 to \$899	10	35.7%	5	21.7%	0	0.0%	9	12.7%
\$900 to \$999	6	21.4%	2	8.7%	0	0.0%	10	14.1%
\$1,000 to \$1,099	6	21.4%	5	21.7%	1	12.5%	11	15.5%
\$1,100 to \$1,199	1	3.6%	4	17.4%	0	0.0%	6	8.5%
\$1,200 to \$1,299	1	3.6%	1	4.3%	0	0.0%	8	11.3%
\$1,300 to \$1,399	1	3.6%	1	4.3%	0	0.0%	3	4.2%
\$1,400 to \$1,499	1	3.6%	2	8.7%	0	0.0%	3	4.2%
\$1,500 or more	1	3.6%	1	4.3%	3	37.5%	6	8.5%
TOTAL	28	100.0%	23	100.0%	8	100.0%	71	100.0%

ATTACHMENT 5: Envision Downtown Foley | 2022 Survey Results

ATT-5: Potential Downtown Housing Market Profile (Page 5)

Q.1: Where do you live?								
Q.1: Residency	Y Now		Y < 5 years		Y 5+ years		Maybe	
Response	#	Pct	#	Pct	#	Pct	#	Pct
Full-time Foley city resident	50	70.4%	38	59.4%	14	51.9%	118	63.1%
Part-time or seasonal Foley city resident	3	4.2%	2	3.1%	0	0.0%	3	1.6%
Full-time resident living within 20 miles of Foley	17	23.9%	21	32.8%	12	44.4%	61	32.6%
Part-time or seasonal resident living within 20 miles	0	0.0%	1	1.6%	0	0.0%	1	0.5%
Live more than 20 miles from Foley	1	1.4%	2	3.1%	1	3.7%	4	2.1%
TOTAL	71	100.0%	64	100.0%	27	100.0%	187	100.0%

Q.2: Do you work in Downtown Foley?								
Q.2: Work Downtown?	Y Now		Y < 5 years		Y 5+ years		Maybe	
Response	#	Pct	#	Pct	#	Pct	#	Pct
Yes	17	23.9%	21	32.8%	6	22.2%	30	16.0%
No	54	76.1%	43	67.2%	21	77.8%	157	84.0%
TOTAL	71	100.0%	64	100.0%	27	100.0%	187	100.0%

Q.3: Do you own a business in Downtown Foley?								
Q.3: Downtown Business Owner?	Y Now		Y < 5 years		Y 5+ years		Maybe	
Response	#	Pct	#	Pct	#	Pct	#	Pct
Yes	3	4.2%	3	4.7%	2	7.4%	7	3.7%
No	68	95.8%	61	95.3%	25	92.6%	180	96.3%
TOTAL	71	100.0%	64	100.0%	27	100.0%	187	100.0%

Q.26: What is your gender								
Q.26: Gender	Y Now		Y < 5 years		Y 5+ years		Maybe	
Response	#	Pct	#	Pct	#	Pct	#	Pct
Female	52	75.4%	50	79.4%	19	73.1%	127	70.6%
Male	17	24.6%	13	20.6%	7	26.9%	53	29.4%
Prefer to self-describe	0	0.0%	0	0.0%	0	0.0%	0	0.0%
TOTAL	69	97.2%	63	100.0%	26	100.0%	180	100.0%

ATTACHMENT 5: Envision Downtown Foley | 2022 Survey Results

ATT-5: Potential Downtown Housing Market Profile (Page 6)

Q.27: Which category includes your age?								
Q.27: Age	Y Now		Y < 5 years		Y 5+ years		Maybe	
Response	#	Pct	#	Pct	#	Pct	#	Pct
19 or younger	0	0.0%	1	1.6%	1	3.8%	1	0.6%
20 to 24	8	11.6%	4	6.3%	2	7.7%	5	2.8%
25 to 34	16	23.2%	12	19.0%	7	26.9%	29	16.1%
35 to 44	18	26.1%	11	17.5%	3	11.5%	39	21.7%
45 to 54	14	20.3%	12	19.0%	4	15.4%	35	19.4%
55 to 64	7	10.1%	13	20.6%	6	23.1%	50	27.8%
65 to 74	6	8.7%	9	14.3%	3	11.5%	19	10.6%
75 or older	0	0.0%	1	1.6%	0	0.0%	2	1.1%
TOTAL	69	100.0%	63	100.0%	26	100.0%	180	100.0%

Q.28: How many people, including yourself, currently live in your household?								
Q.28: Household Size	Y Now		Y < 5 years		Y 5+ years		Maybe	
Response	#	Pct	#	Pct	#	Pct	#	Pct
1	9	13.0%	8	12.7%	2	7.7%	24	13.3%
2	27	39.1%	25	39.7%	8	30.8%	68	37.8%
3	10	14.5%	13	20.6%	6	23.1%	36	20.0%
4	17	24.6%	12	19.0%	6	23.1%	36	20.0%
5	4	5.8%	2	3.2%	1	3.8%	13	7.2%
6 or more	2	2.9%	3	4.8%	3	11.5%	3	1.7%
TOTAL	69	100.0%	63	100.0%	26	100.0%	180	100.0%

Q.29: Which category below includes your estimated total gross annual household income? (For all earners in the household, before taxes and deductions)								
Q.29: Household Income	Y Now		Y < 5 years		Y 5+ years		Maybe	
Response	#	Pct	#	Pct	#	Pct	#	Pct
Less than \$15,000	1	1.4%	0	0.0%	0	0.0%	1	0.6%
\$15,000 to \$24,999	3	4.3%	0	0.0%	0	0.0%	9	5.1%
\$25,000 to \$34,999	8	11.6%	4	6.3%	2	7.7%	10	5.6%
\$35,000 to \$49,999	10	14.5%	8	12.7%	3	11.5%	14	7.9%
\$50,000 to \$74,999	16	23.2%	13	20.6%	5	19.2%	39	21.9%
\$75,000 to \$99,999	12	17.4%	15	23.8%	3	11.5%	38	21.3%
\$100,000 to \$149,999	12	17.4%	12	19.0%	9	34.6%	35	19.7%
\$150,000 to \$199,999	5	7.2%	6	9.5%	3	11.5%	20	11.2%
\$200,000 and greater	2	2.9%	5	7.9%	1	3.8%	12	6.7%
TOTAL	69	100.0%	63	100.0%	26	100.0%	178	100.0%