

**Downtown Bloomfield Consumer Survey
For the Downtown Bloomfield Market Study Project**

Tabulated Results

Total Sample: 489 Intercept: 285 Phone: 204

September 2005

1. What is the Zip Code of your permanent residence?

Zip Code	Total		Intercept		Phone	
45750	1	0.2%	1	0.4%	0	0.0%
50584	1	0.2%	0	0.0%	1	0.5%
52501	4	0.8%	4	1.4%	0	0.0%
52507	1	0.2%	0	0.0%	1	0.5%
52522	1	0.2%	0	0.0%	1	0.5%
52525	1	0.2%	1	0.4%	0	0.0%
52527	1	0.2%	0	0.0%	1	0.5%
52530	1	0.2%	1	0.4%	0	0.0%
52532	1	0.2%	1	0.4%	0	0.0%
52537	359	74.2%	213	75.3%	146	72.6%
52542	1	0.2%	1	0.4%	0	0.0%
52544	2	0.4%	2	0.7%	0	0.0%
52550	1	0.2%	0	0.0%	1	0.5%
52551	1	0.2%	1	0.4%	0	0.0%
52552	32	6.6%	13	4.6%	19	9.5%
52553	1	0.2%	1	0.4%	0	0.0%
52554	4	0.8%	3	1.1%	1	0.5%
52557	2	0.4%	0	0.0%	2	1.0%
52560	18	3.7%	6	2.1%	12	6.0%
52570	9	1.9%	8	2.8%	1	0.5%
52572	1	0.2%	1	0.4%	0	0.0%
52584	26	5.4%	11	3.9%	15	7.5%
52593	1	0.2%	1	0.4%	0	0.0%
52594	3	0.6%	3	1.1%	0	0.0%
52601	1	0.2%	1	0.4%	0	0.0%
63501	2	0.4%	2	0.7%	0	0.0%
63535	1	0.2%	1	0.4%	0	0.0%
63536	1	0.2%	1	0.4%	0	0.0%
63548	2	0.4%	2	0.7%	0	0.0%
63555	1	0.2%	1	0.4%	0	0.0%
63561	1	0.2%	1	0.4%	0	0.0%
63563	1	0.2%	1	0.4%	0	0.0%
66502	1	0.2%	1	0.4%	0	0.0%

1.1 Work Zip?

Work Zip Code	Total		Intercept		Phone	
52501	25	13.7%	14	15.4%	11	12.1%
52531	1	0.5%	1	1.1%	0	0.0%
52537	134	73.6%	61	67.0%	73	80.2%
52538	1	0.5%	1	1.1%	0	0.0%
52539	1	0.5%	1	1.1%	0	0.0%
52544	2	1.1%	2	2.2%	0	0.0%
52551	1	0.5%	1	1.1%	0	0.0%
52552	4	2.2%	4	4.4%	0	0.0%
52553	2	1.1%	1	1.1%	1	1.1%
52554	1	0.5%	1	1.1%	0	0.0%
52556	1	0.5%	0	0.0%	1	1.1%
52560	1	0.5%	1	1.1%	0	0.0%
52584	2	1.1%	1	1.1%	1	1.1%
52632	1	0.5%	0	0.0%	1	1.1%
63501	2	1.1%	2	2.2%	0	0.0%
63548	1	0.5%	0	0.0%	1	1.1%
63555	1	0.5%	0	0.0%	1	1.1%
66420	1	0.5%	0	0.0%	1	1.1%

2. How many years have you lived in Davis county?

Resident in Area	Total		Intercept		Phone	
A. Less than 1 year	8	1.6%	7	2.5%	1	0.5%
B. 1 to 5 years	48	9.9%	35	12.3%	13	6.5%
C. 6 to 10 years	32	6.6%	12	4.2%	20	10.0%
D. 11 years or more	369	76.1%	206	72.5%	163	81.1%
E. Out of Area Visitor	28	5.8%	24	8.5%	4	2.0%
Total	485	100.0%	284	100.0%	201	100.0%

3. How often do you go to Bloomfield **to do errands and business** at a bank, office, or other service-related business?

Frequency – Errands	Total		Intercept		Phone	
A. Daily	176	36.4%	126	44.2%	50	25.1%
B. 1 or 2 times a week	234	48.3%	131	46.0%	103	51.8%
C. Once or twice a month	59	12.2%	22	7.7%	37	18.6%
D. Once or twice a year	5	1.0%	2	0.7%	3	1.5%
E. Seldom or never	10	2.1%	4	1.4%	6	3.0%
Total	484	100.0%	285	100.0%	199	100.0%

4. How often do you frequent Bloomfield restaurants and eating & drinking establishments?

Frequency – Eat, Drink & Entertain	Total		Intercept		Phone	
A. Daily	49	10.1%	34	12.0%	15	7.5%
B. 1 or 2 times a week	192	39.6%	127	44.7%	65	32.3%
C. Once or twice a month	153	31.5%	89	31.3%	64	31.8%
D. Once or twice a year	39	8.0%	17	6.0%	22	10.9%
E. Seldom or never	52	10.7%	17	6.0%	35	17.4%
Total	485	100.0%	284	100.0%	201	100.0%

5. How often do you **purchase goods** in Bloomfield?

Frequency – Shopping	Total		Intercept		Phone	
A. Daily	96	19.8%	74	26.0%	22	10.9%
B. 1 or 2 times a week	288	59.3%	165	57.9%	123	61.2%
C. Once or twice a month	81	16.7%	37	13.0%	44	21.9%
D. Once or twice a year	11	2.3%	7	2.5%	4	2.0%
E. Seldom or never	10	2.1%	2	0.7%	8	4.0%
Total	486	100.0%	285	100.0%	201	100.0%

6. Within the past year, how many times have you attended the following types of events in Bloomfield?

Sporting Events	Total		Intercept		Phone	
A. 0	186	39.8%	119	44.1%	67	34.0%
B. 1 or 2	66	14.1%	41	15.2%	25	12.7%
C. 3 to 5	65	13.9%	34	12.6%	31	15.7%
D. 5 to 10	43	9.2%	19	7.0%	24	12.2%
E. 10 or more	107	22.9%	57	21.1%	50	25.4%
Total	467	100.0%	270	100.0%	197	100.0%

Art, music, and theater events	Total		Intercept		Phone	
A. 0	193	41.8%	126	46.7%	67	34.9%
B. 1 or 2	130	28.1%	67	24.8%	63	32.8%
C. 3 to 5	87	18.8%	46	17.0%	41	21.4%
D. 5 to 10	35	7.6%	18	6.7%	17	8.9%
E. 10 or more	17	3.7%	13	4.8%	4	2.1%
Total	462	100.0%	270	100.0%	192	100.0%

Festivals	Total		Intercept		Phone	
A. 0	137	28.9%	94	34.1%	43	21.7%
B. 1 or 2	194	40.9%	103	37.3%	91	46.0%
C. 3 to 5	108	22.8%	60	21.7%	48	24.2%
D. 5 to 10	30	6.3%	14	5.1%	16	8.1%
E. 10 or more	5	1.1%	5	1.8%	0	0.0%
Total	474	100.0%	276	100.0%	198	100.0%

7. How likely are you to also visit a Bloomfield restaurant or drinking establishment when in town attending the above?

Sporting events	Total		Intercept		Phone	
A. Highly Likely	132	29.8%	76	29.8%	56	29.8%
B. Somewhat Likely	134	30.2%	69	27.1%	65	34.6%
C. Not Likely	123	27.8%	73	28.6%	50	26.6%
D. N/A	54	12.2%	37	14.5%	17	9.0%
Total	443	100.0%	255	100.0%	188	100.0%

Art, music, and theater events	Total		Intercept		Phone	
A. Highly Likely	111	26.4%	71	29.6%	40	22.2%
B. Somewhat Likely	138	32.9%	67	27.9%	71	39.4%
C. Not Likely	124	29.5%	71	29.6%	53	29.4%
D. N/A	47	11.2%	31	12.9%	16	8.9%
Total	420	100.0%	240	100.0%	180	100.0%

Festivals	Total		Intercept		Phone	
A. Highly Likely	144	32.7%	89	34.9%	55	29.7%
B. Somewhat Likely	150	34.1%	71	27.8%	79	42.7%
C. Not Likely	105	23.9%	67	26.3%	38	20.5%
D. N/A	41	9.3%	28	11.0%	13	7.0%
Total	440	100.0%	255	100.0%	185	100.0%

8. What **specific type** of new businesses would you patronize in Bloomfield?

Summary of most frequent responses, categorized and shown based on frequency. Up to two responses per questionnaire allowed. Complete list of responses included as Attachment No. 1.

Category/Subcategory	Total	Intercept	Phone
General Merchandise Stores	58	29	29
Department Stores	16	7	9
Discount Stores	28	16	12
Other General Merchandise Stores	14	6	8
Miscellaneous Store Retailers	33	18	15
Gift, Novelty, and Souvenir	5	3	2
Used Merchandise (antiques)	9	5	4
Used Merchandise	5	5	0
Pet and Pet Supplies Stores	5	1	4
Art Dealers	3	1	2
Other Miscellaneous Store Retailers	6	1	5
Accommodation and Food Services	115	71	44
Accommodation	4	3	1
Full Service Restaurants	54	23	31
Fast Food	47	38	9
Limited Service Eating Places	6	3	3
Drinking Places	4	3	1
Motor Vehicles and Parts Dealers	1	0	1
Auto Service	1	0	1
Furniture and Home Furnishing Stores	1	0	1
Home Furnishings Stores	1	0	1
Electronics and Appliance Stores	1	1	0
Computer and Software Stores	1	1	0
Building Material and Garden Equipment and Supplies Dealers	10	10	0
Building Material and Supplies Dealers	4	3	1
Hardware Stores	4	4	0
Lawn and Garden Equipment and Supplies Stores	3	3	0
Food and Beverage Stores	110	61	49
Grocery Stores	106	60	46
Specialty Food Stores	4	1	3
Health and Personal Care Stores	2	1	1
Pharmacies and Drug Stores	2	1	1
Gasoline Stations	2	1	1
Gasoline Stations	2	1	1

8. What **specific type** of new businesses would you patronize in Bloomfield?

Category/Subcategory	Total	Intercept	Phone
Clothing and Clothing Accessory Stores	194	78	116
Clothing Stores	115	39	76
Men's Clothing Stores	7	3	4
Women's Clothing Stores	23	16	7
Children's and Infants' Clothing Stores	2	0	2
Family Clothing Stores	0	0	0
Jewelry Stores	1	0	1
Shoe Stores	44	19	25
Teen Clothing	2	1	1
Sporting Goods, Hobby, Book, and Music Stores	47	21	26
Sporting Goods Stores	12	7	5
Hobby, Toy, and Game Stores	1	1	0
Sewing, Needlework, and Piece Goods Stores	29	11	18
Book Store	3	1	2
Prerecorded Tape, Compact Disk, and Record Stores	2	1	1
Other	18	0	0
Any store	7	7	0
Housing	2	1	1
Farmers Market	1	1	0
Community Center	4	3	1
Cleaners	4	4	0
Industry/Manufacturing	9	5	4
Don't know	5	0	5
Rest Stop	1	0	1
Entertainment	11	8	3

9. Would you place a high, moderate or low **priority** on possible Bloomfield revitalization efforts to:

9.1 Restore and preserve the downtown's historic character?	Total		Intercept		Phone	
A. High	232	47.7%	130	46.1%	102	50.0%
B. Moderate	181	37.2%	112	39.7%	69	33.8%
C. Low	40	8.2%	21	7.4%	19	9.3%
D. No Opinion	33	6.8%	19	6.7%	14	6.9%
Total	486	100.0%	282	100.0%	204	100.0%

9.2 Expand business and recruit new businesses to the Bloomfield area?	Total		Intercept		Phone	
A. High	349	72.9%	206	73.6%	143	71.9%
B. Moderate	104	21.7%	58	20.7%	46	23.1%
C. Low	17	3.5%	10	3.6%	7	3.5%
D. No Opinion	9	1.9%	6	2.1%	3	1.5%
Total	479	100.0%	280	100.0%	199	100.0%

9. Would you place a high, moderate or low **priority** on possible Bloomfield revitalization efforts to:

9.3 Promote tourism and attract more visitors to the Bloomfield area?	Total		Intercept		Phone	
A. High	286	59.6%	166	59.7%	120	59.4%
B. Moderate	144	30.0%	84	30.2%	60	29.7%
C. Low	31	6.5%	16	5.8%	15	7.4%
D. No Opinion	19	4.0%	12	4.3%	7	3.5%
Total	480	100.0%	278	100.0%	202	100.0%

9.4 Create more housing in the Bloomfield area?	Total		Intercept		Phone	
A. High	174	36.2%	99	35.4%	75	37.3%
B. Moderate	204	42.4%	115	41.1%	89	44.3%
C. Low	55	11.4%	28	10.0%	27	13.4%
D. No Opinion	48	10.0%	38	13.6%	10	5.0%
Total	481	100.0%	280	100.0%	201	100.0%

9.5 Aggressively market Bloomfield to consumers?	Total		Intercept		Phone	
A. High	232	49.2%	132	48.2%	100	50.5%
B. Moderate	178	37.7%	109	39.8%	69	34.8%
C. Low	31	6.6%	10	3.6%	21	10.6%
D. No Opinion	31	6.6%	23	8.4%	8	4.0%
Total	472	100.0%	274	100.0%	198	100.0%

9.6 Aggressively market Bloomfield to investors and entrepreneurs?	Total		Intercept		Phone	
A. High	261	54.5%	156	56.3%	105	52.0%
B. Moderate	142	29.6%	74	26.7%	68	33.7%
C. Low	36	7.5%	21	7.6%	15	7.4%
D. No Opinion	40	8.4%	26	9.4%	14	6.9%
Total	479	100.0%	277	100.0%	202	100.0%

9.7 Add public art and other pedestrian amenities to the Bloomfield streetscape?	Total		Intercept		Phone	
A. High	136	28.4%	79	28.2%	57	28.6%
B. Moderate	190	39.7%	104	37.1%	86	43.2%
C. Low	100	20.9%	59	21.1%	41	20.6%
D. No Opinion	53	11.1%	38	13.6%	15	7.5%
Total	479	100.0%	280	100.0%	199	100.0%

9.8 Stage additional festivals and special events in the downtown area?	Total		Intercept		Phone	
A. High	164	34.2%	96	34.4%	68	33.8%
B. Moderate	231	48.1%	131	47.0%	100	49.8%
C. Low	45	9.4%	28	10.0%	17	8.5%
D. No Opinion	40	8.3%	24	8.6%	16	8.0%
Total	480	100.0%	279	100.0%	201	100.0%

10. Of the following, which two (2) media sources do you use most often to get **Bloomfield area news and information about Bloomfield events and businesses?**

Preferred Media Sources	Total		Intercept		Phone	
A. Newspaper	374	76.5%	209	73.6%	165	80.9%
B. Shoppers	214	43.8%	134	47.2%	80	39.2%
C. Ch. 10 Cable News	132	27.0%	65	22.9%	67	32.8%
D. Television	125	25.6%	71	25.0%	54	26.5%
E. AM/FM Radio	70	14.3%	47	16.5%	23	11.3%
F. Yellow Pages	11	2.2%	7	2.5%	4	2.0%
G. Direct Mail	11	2.2%	7	2.5%	4	2.0%
H. Internet and Email	23	4.7%	19	6.7%	4	2.0%
I. Other	18	3.7%	9	3.2%	9	4.4%
Total	978		568		410	

Data Note: Up to two (2) responses allowed. Percentages shown based on total survey sample. Percentages do not equal 100%

11. Have you purchased any products on the internet within the past 12 months?

Internet purchases	Total		Intercept		Phone	
A. Yes	317	68.0%	193	71.0%	124	63.9%
B. No	149	32.0%	79	29.0%	70	36.1%
Total	466	100.0%	272	100.0%	194	100.0%

12. Compared to other business districts you frequently visit, is Bloomfield stronger, weaker or equal in terms of:

12.1 Attractiveness	Total		Intercept		Phone	
A. Stronger	166	34.6%	98	34.9%	68	34.2%
B. Weaker	107	22.3%	63	22.4%	44	22.1%
C. Equal	191	39.8%	109	38.8%	82	41.2%
D. Don't Know	16	3.3%	11	3.9%	5	2.5%
Total	480	100.0%	281	100.0%	199	100.0%

12.2 Cleanliness	Total		Intercept		Phone	
A. Stronger	248	51.0%	151	53.4%	97	47.8%
B. Weaker	32	6.6%	19	6.7%	13	6.4%
C. Equal	194	39.9%	104	36.7%	90	44.3%
D. Don't Know	12	2.5%	9	3.1%	3	1.5%
Total	486	100.0%	283	100.0%	203	100.0%

12.3 Entertainment	Total		Intercept		Phone	
A. Stronger	57	11.9%	35	12.50%	22	11.1%
B. Weaker	237	49.5%	133	47.50%	104	52.3%
C. Equal	129	26.9%	73	26.07%	56	28.1%
D. Don't Know	56	11.7%	39	13.93%	17	8.5%
Total	479	100.0%	280	100.0%	199	100.0%

12.4 Festivals and Events	Total		Intercept		Phone	
A. Stronger	98	20.8%	58	21.1%	40	20.4%
B. Weaker	122	25.9%	64	23.3%	58	29.6%
C. Equal	196	41.6%	116	42.2%	80	40.8%
D. Don't Know	55	11.7%	37	13.4%	18	9.2%
Total	471	100.0%	275	100.0%	196	100.0%

12. Compared to other business districts you frequently visit is Bloomfield stronger, weaker or equal in terms of:

12.5 Customer Service	Total		Intercept		Phone	
A. Stronger	189	40.2%	108	38.7%	81	42.4%
B. Weaker	65	13.8%	41	14.7%	24	12.6%
C. Equal	194	41.3%	113	40.5%	81	42.4%
D. Don't Know	22	4.7%	17	6.1%	5	2.6%
Total	470	100.0%	279	100.0%	191	100.0%

12.6 Business Hours	Total		Intercept		Phone	
A. Stronger	83	17.4%	47	16.9%	36	18.1%
B. Weaker	187	39.2%	102	36.7%	85	42.7%
C. Equal	189	39.6%	116	41.7%	73	36.7%
D. Don't Know	18	3.8%	13	4.7%	5	2.5%
Total	477	100.0%	278	100.0%	199	100.0%

12.7 Prices and Value	Total		Intercept		Phone	
A. Stronger	68	14.7%	40	14.7%	28	14.6%
B. Weaker	206	44.4%	116	42.6%	90	46.9%
C. Equal	174	37.5%	105	38.6%	69	35.9%
D. Don't Know	16	3.4%	11	4.0%	5	2.6%
Total	464	100.0%	272	100.0%	192	100.0%

12.8 Convenience and Parking	Total		Intercept		Phone	
A. Stronger	187	39.5%	109	39.6%	78	39.2%
B. Weaker	68	14.3%	41	14.9%	27	13.6%
C. Equal	206	43.5%	114	41.5%	92	46.2%
D. Don't Know	13	2.7%	11	4.0%	2	1.0%
Total	474	100.0%	275	100.0%	199	100.0%

12.9 Selection and Variety	Total		Intercept		Phone	
A. Stronger	39	8.1%	24	8.6%	15	7.5%
B. Weaker	327	68.3%	184	66.2%	143	71.1%
C. Equal	92	19.2%	51	18.3%	41	20.4%
D. Don't Know	21	4.4%	19	6.8%	2	1.0%
Total	479	100.0%	278	100.0%	201	100.0%

12.10 Safety	Total		Intercept		Phone	
A. Stronger	268	56.2%	151	53.9%	117	59.4%
B. Weaker	18	3.8%	10	3.6%	8	4.1%
C. Equal	171	35.8%	106	37.9%	65	33.0%
D. Don't Know	20	4.2%	13	4.6%	7	3.6%
Total	477	100.0%	280	100.0%	197	100.0%

13. What is the first thing that should be done to improve Bloomfield?

Summary of most frequent, categorized responses shown below. Complete list of responses included as Attachment No. 2.

Response	Total	Intercept	Phone
Rebuild/Restore Buildings	26	10	16
Add stores/businesses	96	42	54
Add housing	4	3	1
Improve streets/sidewalks	48	33	15
Improve selection and variety	10	9	1
Better values	1	1	0
Bike trails	1	1	0
More employment opportunities	25	17	8
Business hours	7	3	4
Change attitudes	15	11	4
Youth activity	9	5	4
Cleanliness/maintenance	13	9	4
Fill vacancies	2	2	0
Streetscape improvements	5	2	3
Gateway improvements	1	1	0
Improve security/enforce laws	5	3	2
Don't know	13	3	10
Increase industry	12	5	7
Lower/competitive prices	4	3	1
Leadership changes	5	2	3
No comment/opinion	3	2	1
Marketing	1	0	1
More doctors	1	0	1
Entertainment	2	0	2
Satisfied	9	3	6
Other	2	2	0

14. Would you consider living in new housing that might be developed in the Bloomfield area?

Housing Resident Potential	Total		Intercept		Phone	
A. Yes	78	16.0%	43	15.1%	35	17.3%
B. No	269	55.2%	169	59.3%	100	49.5%
C. Maybe/Don't Know	140	28.7%	73	25.6%	67	33.2%
Total	487	100.0%	285	100.0%	202	100.0%



14.1 If yes, which of the following housing options would you consider? (Check all that apply.)

Housing Options Considered	Total		Intercept		Phone	
A. Upper-floor rental apart./loft	16	20.5%	9	20.9%	7	20.0%
B. Town house/Condo rental	26	33.3%	10	23.3%	16	45.7%
C. Town house/Condo purchase	44	56.4%	18	41.9%	26	74.3%
D. Apartments	44	56.4%	23	53.5%	21	60.0%
E. Other	33	42.3%	19	44.2%	14	40.0%
Total	163		79		84	

Note: Multiple responses allowed. Percentages based on sample indicating "Yes" to Question No. 14.

15. What is your gender?

Gender	Total		Intercept		Phone	
A. Female	327	66.9%	198	69.5%	129	63.2%
B. Male	162	33.1%	87	30.5%	75	36.8%
Total	489	100.0%	285	100.0%	204	100.0%

16. What is your age?

Respondent Age	Total		Intercept		Phone	
A. Less than 25	40	8.2%	23	8.2%	17	8.3%
B. 25 to 34 years	52	10.7%	27	9.6%	25	12.3%
C. 35 to 44 years	73	15.0%	45	16.0%	28	13.7%
D. 45 to 54 years	111	22.8%	59	20.9%	52	25.5%
E. 55 to 64 years	99	20.4%	57	20.2%	42	20.6%
F. 65 to 74 years	57	11.7%	39	13.8%	18	8.8%
G. 75 to 84 years	37	7.6%	19	6.7%	18	8.8%
H. 85+ years	17	3.5%	13	4.6%	4	2.0%
Total	486	100.0%	282	100.0%	204	100.0%

17. How many people live in your household?

Household Size	Total		Intercept		Phone	
A. 1	94	19.4%	55	19.4%	39	19.3%
B. 2	200	41.2%	122	43.1%	78	38.6%
C. 3	73	15.1%	39	13.8%	34	16.8%
D. 4	62	12.8%	37	13.1%	25	12.4%
E. 5	31	6.4%	18	6.4%	13	6.4%
F. 6 or more	25	5.2%	12	4.2%	13	6.4%
Total	485	100.0%	283	100.0%	202	100.0%

18. What is your total gross annual household income?

Gross Annual Household Income	Total		Intercept		Phone	
A. Less than \$15,000	60	12.7%	33	12.1%	27	13.4%
B. \$15,000 to \$24,999	72	15.2%	39	14.3%	33	16.4%
C. \$25,000 to \$34,999	82	17.3%	48	17.6%	34	16.9%
D. \$35,000 to \$49,999	115	24.3%	74	27.1%	41	20.4%
E. \$50,000 to \$74,999	83	17.5%	44	16.1%	39	19.4%
F. \$75,000 to \$99,999	37	7.8%	24	8.8%	13	6.5%
G. \$100,000 to \$149,999	21	4.4%	9	3.3%	12	6.0%
H. \$150,000 to \$199,999	2	0.4%	1	0.4%	1	0.5%
I. \$200,000 or greater	2	0.4%	1	0.4%	1	0.5%
Total	474	100.0%	273	100.0%	201	100.0%

Attachment No. 1

Raw Data Responses

No. 8 What **specific type** of new businesses would you patronize in downtown Bloomfield

Response	Count
24 hour food	1
2nd grocery	1
4 wheeler shop, nude bar	1
a	1
a fast food restaurant, taco bell, kentucky fried, hardees	1
ag-related	1
aldi store	1
aldies	1
aldis	1
aldis food store	1
another family restaurant	1
another groc store	1
another grocery	1
another grocery store	9
another grocery-clothing store	1
another restaurant	1
antique	1
antique mall	2
antique malls	1
antique shops, fine restaurant	1
antique store	1
antiques	1
anything locally owned	1
apparel stores	1
apartment complex	1
art gallery	1
art walk-music	1
art/office supplies	1
bakery	3
bath & kitchen	1
better bars	1
better clothing store	1
bigger farmers market	1
bigger grocery store	1
book store	3
bow and/or gun shop	1
bulk food	1
bulk food-like dutchmans	1
burger king	1
casual clothing store	1
chain store	1
cheaper super market	1
childs shoe	1
chinese restaurant	1
civic center for kids	1
cleaners	1
clothes	3
clothes/shoes	1
clothing	47

No. 8 What **specific type** of new businesses would you patronize in downtown Bloomfield

clothing - shoes	1
clothing (womens)	1
clothing for large ladies	1
clothing for teens	1
clothing me	1
clothing or new grocery	1
clothing or shoe store	1
clothing sale	1
clothing shoe	1
clothing shop	1
clothing store	44
clothing store - ladies	1
clothing store for men and women	1
clothing store for teens	1
clothing store-mod price	1
clothing stores	3
clothing/shoe store	1
clothing/shoes	2
clothing-factory	1
competitive clothing stores	1
competitive grocery	1
cracker barrel	1
craft shop	1
craft store	3
crafting store	1
dairy queen	1
department	2
department store	8
department stores	1
departmetn store	1
dept store	1
dept stores	1
different department store	1
dimestore (5&20)	1
discount store	3
discount stores	1
dollar general	1
dollar tree	2
don't	1
don't know	4
dress shop	2
dress shop(clothing)	1
drive in rest	1
drive thru fast food	1
drive-thru restaurant	1
drug store (walgreen type store)	1
dry cleaners	2
dry cleaning	1
dry goods store	1
eating	2
eating establishment	2
employment agency	1
entertainment	1

No. 8 What **specific type** of new businesses would you patronize in downtown Bloomfield

fabric & crafts	1
fabric grocery	1
fabric shop	3
fabric store	6
fabric store or craft center	1
factories	2
factories (jobs)	1
factory	1
family \$ store	1
farm store	2
farm supplies	1
fast food	16
fast food drive thru	2
fast food mcdonalds	1
fast food res	1
fast food restaurant	6
fast food restaurants	1
fast food restaurant-Sunday night shoppers	1
fast food stand	1
fast foods	1
festivals	1
food market	1
food store	2
food-grocery	1
franchise fast food	1
frisby golf/gun range	1
fruit market	1
garden center	1
gas	1
gas station	1
general low cost fabric store	1
gift shop	2
gift store-liens & specialty items	1
gifts	1
go cart track	1
good clothing store	1
good clothing, material, thread, craft items	1
good fabric store	1
good family restaurant	1
good lumberyard	1
good old donut shop	1
good restaurant	3
good restaurant (mcdonalds)	1
goodwill type	1
groceries	1
grocery	26
grocery hyvee, fareway	1
grocery stoer	1
grocery store	45
grocery store - shoe store	1
grocery store (fareway)	1
grocery store with different variety	1
grocery stores	2

No. 8 What **specific type** of new businesses would you patronize in downtown Bloomfield

hamb joint	1
hardees	1
hardware	4
hardware uptown	1
high quality restaurant	1
hobbys/crafts	1
hotel	1
hotel with pool	1
hotel/motel	1
housing	1
hyvee	1
ice cream shop	3
imp dealer (machinery	1
improve highway 63	1
industry	2
it is hard to compete with stores like walmart target kmart	1
italian restaurant	1
jeans	1
jewelry	1
jobs	1
keiths	1
kfc	2
kids clothing store	1
kids store	1
ladies clothing	1
ladies clothing store	1
ladies dress shop	1
ladies ready to wear	1
larger dollar general	1
larger variety store	1
like a ps notions	1
like walmart	1
lowes	1
lumber yard	3
mans clothing	1
maufacturing	1
mcdonald	1
mcdonalds	5
mcdonald's	2
meat packing plant	1
menards	2
mens clothing	3
mens clothing store	2
mid price clothing	1
mini mall	1
moderate type clothing store	1
more ethnic shops/restaurants	1
more fast food restaurants	1
more jobs	1
more restaurants	1
more shops	1
more specialty shops	1
motel	1

No. 8 What **specific type** of new businesses would you patronize in downtown Bloomfield

music store	1
name brand restaurant	1
natural food store	1
new grocery sale	1
new grocery store	1
new jobs	2
new restarants/ice cream places	1
new restaurant	1
nice restaurant	1
night-dance-rock music	1
no ideas	1
non alcohol youth facility to be with friends, hang out, play pool, listen to music, dance, etc	1
not sure	1
office supplies	1
o'reily	1
organic foods	1
o'rileys	1
outlet store	1
paintball	1
pamida	1
party store	1
party supply store	1
pet grooming	1
pet store	4
pets	1
pharmacy	1
pool hall	1
pool hall/arcade/café for youth	1
quick lube	1
quilt shop	2
reasonable clothing store	1
record store	1
restaurant	19
restaurant (fast food)	1
restaurant (good)	1
restaurant fast food	1
restaurant like Ryans in Des Moines	1
restaurant open Sunday	1
restaurant/grocery store	1
restaurants	15
retail	3
retail stores	1
roller skating rink	1
scrapbooking/craft	1
second grocery store	1
sewing store	1
shoe	2
shoe or clothing store	1
shoe store	21
shoe store grocery store	1
shoe store-other clothing	1
shoe stores	2

No. 8 What **specific type** of new businesses would you patronize in downtown Bloomfield

Shoes	11
shopping center/strip mall	1
shopping facilities	1
shops	1
some kind of shoe store	1
something for kids, after school events at nutcher center	1
specialty shops	1
specialty store	1
sporting good store	1
sporting goods	3
sporting goods store	2
sporting store	1
sports apparel	1
sports bar, restaurant	1
sports bar/nice restaurant	1
sports store	1
store with sewing supplies	1
stores	1
stores selling dept store goods	1
strip mall	1
taco bell	1
tai or chinese restaurant	1
tall mans store	1
target	1
tea room	3
theater	1
thrift store	2
toy store/hobby store	1
unsure	1
us cellular	1
used furniture	1
used furniture store	1
variety	5
variety of restaurants	1
variety store	4
variety store walmart	1
video arcade	1
walmart	12
womens and mens clothing	1
womens apparel seniors	1
womens clothes	1
yard goods shop	1
yard goods/fabrics	1
yardage	1
ymca	1

Attachment No. 2

Raw Data Responses

No. 13 What is the first thing that should be done to improve Bloomfield?

Response	Count
4 lane 63 highway from ottumwa	1
4 lane highway 63	1
add a fabric store I sew	1
add businesses	1
add more businesses	2
adding stores	1
additional housing of all types	1
allow the town to grow-get rid of old ideas	1
already fine for me	1
another grocery store	2
attitude adjustment/get priorities straight	1
attract industry	1
attract more business	1
attract more industry	1
attract new business	1
attract new industry,better wages	1
attracting more business and jobs	1
be proactive when highway goes through	1
beautification and interesting	1
better hardware store	1
better paved roads and sidewalks	1
better shopping choices	1
better shops & eatery & grocery	1
better values	1
big grocery store	1
bike trail to mcgowen & lake fisher	1
bring in another grocery store to break momopoly	1
bring in factory for employment	1
bring in good business	1
bring in more business	1
bring in more businesses	1
bring in more jobs, utilize our industrial park areas for creation of jobs via new factories	1
bring in new business	1
bring in new restaurant	1
bring more business to bloomfield	1
bring more industry	1
bring more stores in so we don't have to go to Ottumwa	1
bring new business	1
bring new business/employees	1
build up downtown area	1
building improvement	1
building painted to some	1
buildings and streets	1
business	1
business & jobs	1
business hours	1
business men foresee competition	1

No. 13 What is the first thing that should be done to improve Bloomfield?

businesses brought in	1
cant think of anything right now	1
cater more to young people	1
change attitudes	1
change the attitude of most residents sot hey will support local businesses	1
clean up decimated bldg site on north corner	1
clean up downtown (papers, etc, sweep) & second advertise in other areas-des moines,ia city	1
clean up old buildings	1
clean up run down buildings - a little paint makes a big improvement on look	1
clean up square and entrance into town	1
clean up storefronts and slums	1
clean up the square	1
club	2
continue square buildings imprvement	1
coordinate/expand business hours	1
county roads	1
create jobs	1
create more jobs	1
curbs & streets, improve the face of our community	1
cut taxes be more competitive with ottawa	1
discount store	1
diversify-more than one age group	1
don't know	7
don't know everyone friendly	1
don't really know	1
downtown cleanup/sidewalks	1
drive-thru restaurant	1
drug free	1
economic development person, new business & industry	1
electric power plant	1
enforce throw grass clippings in street get rid of old cars	1
establish more shopping opportunities	1
expand	1
factories or businesses to provide jobs	1
factorys	1
fast food	1
fast food business	1
fill all stores on square	1
financial resources higher paying more jobs health care business	1
fine right now	1
finish roads	1
finish the street project	1
fix 63 to 4 lane to ottumwa	1
fix broken buildings	1
fix buildings	1
fix buildings on square	1
fix hgihways into town	1
fix sidewalks around the square	1
fix streets	2

No. 13 What is the first thing that should be done to improve Bloomfield?

fix the 4 lane and other roads into town	1
fix the side roads	1
fix the sidewalks	1
fix the street	1
fix the streets	3
fix up old building	1
fixing up buildings on square	1
flowers-paint-cleaning	1
focus on the amish	1
friendliness to people outside	1
gateways into town/welcome signs	1
get city council and dcdc on same page	1
get dave back and give raise	1
get more businesses	3
get more businesses, more competition-lower prices	1
get more innovative people on the council and boards around the community	1
get more people involved	1
get more people to volunteer for activities	1
get new city council for less bickering and quicker action	1
get retail business	1
get some cops that can handel situations without force, ones that will try to tak out a situation instead of using unecessary force	1
get stores	1
get street fixed	1
good streets	1
greater selection and variety of businesses	1
grocery	1
grocery store	3
grocery store too high, goes to ottumwa	1
have a strong local govt that's progressive and strong development and org and strong financial support from lenders	1
have more businesses on the square	1
hgihway	1
highway 63 4 lane NOW	1
highway improvements - more businesses	1
housing	1
hwy 63 repairs	1
I believe the first ting that should be improved is the activities for the youth of Bloomfield	1
I don't know	1
improve communications between existing groups	1
improve connecting roads	1
improve diversity in products stores sell	1
improve existing structures on square	1
improve streets	1
improve streets and education and 2 more policemen	1
improve the look of the buildings on the square	1
improve the square buildings	1
improvement of streets and more housing options	1
increase industry - bring young people to industry	1
increase jobs & wages	1

No. 13 What is the first thing that should be done to improve Bloomfield?

industry	1
industry or other employment	1
jobs	1
just keep repairing and doing what they are doing	1
keep it bloomfield	1
keep it small	1
keep law and order	1
keep pursuing to get more employment factories stores	1
keep small town, draw people on Friday nites	1
keep the parks clean	1
leader working together for the benefit of the town	1
less taxes and less sports	1
like it the way it is-neat, friendly, small	1
longer hours	1
low income business day old bread store wold like to see town open one evening	1
low rent housing	1
lower prices in grocery store and others	1
lower utilities to new businesses	1
make it more accesible bring in more farm stores	1
make prices more comparable to other towns	1
make ramps of sidewalk for wheel chairs	1
man-business not hog confinement	1
market the area	1
more busines on square-large scale; clean up square-small scale (quality motors is a mess)	1
more business	5
more business in town	2
more business on the square	1
more business to compete with existing businesses and prices	1
more business, lower business rent in their location	1
more businesses	9
more businesses and industry	1
more businesses for shopping	1
more businesses in town	1
more businesses on the square	1
more businesses, industry	1
more competitive pricig for groceries, etc	1
more diverse businesses	1
more doctors. New road to ottowa. Create more small business	1
more downtown business	1
more employment	1
more employment opportunities	1
more entertainment	1
more factories & businesses	1
more factories	1
more farm expos-events related to farming	1
more food stores	1
more grocery store	1
more grocery store more choice	1
more grocery stores, better service in restaurants	1
more industry	3

No. 13 What is the first thing that should be done to improve Bloomfield?

more industry and job oportunities	1
more industry to create jobs	1
more industry to keep young people here	1
more jobs	6
more jobs and more activities	1
more jobs with higher pay scale	1
more jobs, restore square	1
more local news and less sports	1
more movies	1
more new business	1
more options for kids (HS Age) to do on weekends	1
more people need to bend over and pick up broken glass etc	1
more retail businesses	1
more retail on the square	1
more selection and clean up	1
more shopping	1
more shopping places	1
more shopping selection	1
more shops	2
more stores	1
more stores - esp grocery store for competition	1
more stores and industry	1
more stuff for kids to do	1
more variety	1
more variety stores on the square	1
more welcoming to newcomers friendly	1
most business for jobs	1
need clothing store	1
need more industry	1
need variety of stores	1
new business	2
new business and new factories	1
new business, longer hours	1
new businesses	4
new businesses to provide more jobs	1
new council	1
new grocery store	1
no comment	1
no opinion	1
not a clue	1
not friendly when you're in town	1
not local support	1
not sure	1
nothing comes to mind	1
open later	1
open lines of communication between the powers that be	1
opportunitites for new industries, businesses	1
painting building	1
park new equipment of the park	1
parking lot improved	1

No. 13 What is the first thing that should be done to improve Bloomfield?

pave the roads now!	1
pave the streets that are always tore p	1
plant trees and dress up the square	1
prioritize list of needed areas of improvement	1
promote as quality for families	1
property improvement	1
provide safety to buildings	1
raise spirits and attitude	1
rebuild & restore east side of square	1
rec center-more accessible	1
recruit outlet retail businesses	1
remove junk cars	1
repair condemned buildings	1
repair defunct buildings	1
restoration	1
restore the square	1
revitalize the square	1
road repair	1
roads maintain - signs	1
roadways and sidewalks covered in car parking	1
roof over the pool	1
sidewalk repair, upgrade eyesore buildings, lots, homes, etc	1
sidewalks need to be improved	1
sidewalks, visual appeal	1
solve the problem of the empty lot on the square	1
something for kids to do in summertime	1
spruce up the square	1
stores that want to open earlier, close later	1
street maintenance	1
street repair	1
streets	6
streets & sidewalks, clean up old houses	1
streets done	1
streets, drive-in restaurants	1
streetscape	1
streetscape!!!	1
stricter curfew for kids & teens	1
suitable houseing, stores for seniors	1
Sunday openings of some businesses	1
tear down buildings	1
tear down crumbling buildings	1
the streets	1
things for younger kids to enjoy	1
things like factory	1
to improve the drug situation	1
to lower prices	1
truck bypass	1
try to attract and develop new business to help population grow	1
try to get more and larger variety of stores	1
unknown	1

No. 13 What is the first thing that should be done to improve Bloomfield?

visual - corners - replaced	1
we hope to be open to new ideas - don't get stuck in "this is the way we've always done it"	1
we need more jobs	1
we need to bring in both businesses to the square and industries	1
welcome signs	1
whats necessary to keep it small and quiet	1
work on old building	1
work to encourage new businesses to come here - show good Christian values are important to davis county residents	1
worry about the residents of this community that work, live, spend here instead of trying to kiss the butts of people they want to try to attract	1