

Opelika Main Street

Survey Research Final Report



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Executive Summary

Opelika Main Street is a nonprofit organization that began in 1987 whose mission is to revitalize and effectively market downtown Opelika. Because of its aggressive marketing approach, Opelika Main Street is constantly looking for ways to improve its services and expand its clientele. After studying its demographics, Opelika Main Street found that the majority of people visiting and shopping in the downtown Opelika area were mainly females. Recognizing the missed opportunity in the male category, a survey was conducted on men's shopping habits in the Opelika area. The goal was to learn why men were not shopping in the Opelika Main Street establishments and additionally, what stores or businesses would create a desire in men to visit downtown Opelika. This would allow for Opelika Main Street to strategically select new businesses that target men specifically.

To answer these questions, an online survey was created and distributed to the target audience, men living and shopping in the East Alabama area. The survey included questions regarding men's overall knowledge of Opelika Main Street, their experiences in the Opelika Main Street establishments, what stores they would like to see added to downtown Opelika as well as demographic questions. The survey was distributed via Opelika Main Street's email servers, sent out on Nov. 7, 2016 and ran for 20 days, closing on Nov. 27.

Through research of historical documents, analysis of similar companies and examining industry news, Opelika Main Street's possibilities and limitations are evident. "Marketing Your Main Street," a historical document, outlines a holistic Main Street strategy. This helps give insight to the ways Opelika Main Street can incorporate their male audience in the new stores they seek to add to the area. Also included is an analysis of The Main Street Program in West

Chester, Pa. which served as a vital tool to build off of and examine. This, as well as a look at Main Street programs across the United States, gives insight into what activities have been successful.

The analysis of survey responses found that a majority of men shopping at and visiting the downtown Opelika area were visiting local restaurants and bars. Also, when asked what type of establishment would attract them to do more shopping in the area, the respondents said they would like more restaurants and bars, with casual clothing stores and entertainment venues just behind. As a whole, the survey showed that if Opelika Main Street adds stores and venues targeted at men, they will be able to expand their clientele and complete their mission to develop the downtown Opelika area.

Research Specifics

Opelika Main Street is part of the nationally recognized Main Street program that aims to promote and revitalize the downtown Opelika area. Since the program began, downtown Opelika has increased marketing and attracted new businesses.

One of Opelika Main Street's recent goals is to add stores targeted at a male audience. With this survey, Opelika Main Street aims to answer what type of male store should be added to the downtown Opelika area. In addition to this key question, this research aims to give insight to the current shopping habits of men in the East Alabama area, answer why they are shopping where they are currently shopping, and what Opelika Main Street needs to be doing to increase the number of male shoppers in order to be more competitive in the current market.

The need for this information stems from Opelika Main Street's mission to promote the downtown Opelika area and increase business. Currently, the shops of downtown Opelika are missing a large portion of shoppers throughout East Alabama. In order to better serve both the businesses of downtown Opelika, as well as its citizens, Opelika Main Street needs to have a better understanding of the shopping habits of men in the area.

Literature Review

References:

Main sources referenced include Opelika Main Street's social media pages such as Facebook, Twitter, Instagram and YouTube as well as their website's home page. The home page of their website was used to understand more about the local program, and what was currently being done in Opelika. Also referenced is the national Main Street's page for background information on the program and publications regarding the current industry and research performed.

Historical Documents:

The national Main Street's publication, "Marketing Your Main Street" is a useful source for historical facts on Opelika Main Street. This publication was selected because it focuses on conveying a holistic image of the main street, which is a goal of Opelika Main Street. "You will also need to study the competition. The tenet, "know thy enemy," is particularly true in marketing. You must know your commercial district's position in relation to its competition. Analyze your competitor's goods, services, amenities, and market position" (Jackson and Nichols, 2001). To address this, survey participants were asked, "If you do not shop in downtown Opelika, where do you shop." Responses from this question allow Opelika Main Street to understand what other areas are offering male shoppers. "After you profile the major market groups, think about the following: what each group likes or dislikes about the commercial district; the type of advertising each group prefers; each group's leisure activities, personal aspirations, and other lifestyle characteristics" (Jackson and Nichols, 2001). This survey touches

each of these key points. The only area not covered was the preferred type of advertising. Opelika Main Street already has a strong image. However, it would be beneficial to revisit this image in order to include men's preferences.

Research by Similar Companies:

In West Chester, Pa., the Main Street Program decided to throw a "Men's Night Out" during Christmas time. This is a great example of other Main Street programs noticing and appealing to a male audience. "The event was designed to entice men to do their holiday shopping in downtown West Chester and to help them find just the right gift" (VanBelleghem, 2003). The event included concerts, plays, tours and a Santa Claus appearance. "The BID [Business Improvement District] asked participating merchants to distribute an 8 1/2-by-3-inch card to their female customers who filled out the cards with a "wish list" of desired store items. The card also offered "five good reasons" for men to shop: no crowds; free parking; one-stop shopping experience; personal shopping assistance; and free gift wrapping" (VanBelleghem, 2003). This would be a fantastic idea to entice East Alabama's male shoppers to shop in downtown Opelika for the holidays. It shows that downtown Opelika has something better to offer than other shopping areas.

In the national Main Street's, "50 Successful Retail and Business Promotions," they suggest the following ways to target men: "Newspaper ad-Christmas list, Encourages the woman- mom, sister, etc. to complete and give to the men in their lives, beverages and snacks, free gift wrapping, free shipping and activities for men, drawing for "guy" prizes." This strategy resembles what the Main Street program in Pennsylvania did. Although it is specifically for

Christmas time, some of these ideas, activities for men, drawing for “guy” prizes, could be successfully implemented throughout the year.

Research Questions:

The type of research questions developed for this study aimed to understand if men already shopped in downtown Opelika and if not, what would possibly entice them to take a visit. The survey began with a screener question, asking the participant’s gender in order to slim down responses to the male category. This was followed by asking about their leisure activities: if they shopped in downtown Opelika, and if they did how often. If they responded “no” to currently using shops in downtown Opelika, they were asked where they currently shopped and then directed them to the end of the survey. Those who answered yes to the above questions were asked about their current shopping habits: how often they shopped and if there were someone else who does the shopping. Afterward, respondents were asked what type of establishment they would like to see in downtown Opelika: restaurants/bars, clothing/retail, museum, entertainment or other. The next question then went into specific stores that they would rather have in downtown Opelika: sporting goods, clothing, shoe or other. In order to tap into the shopping habits of Opelika Main Street’s male customers, they were asked how much time they spend there, if downtown Opelika comes to mind when they want/need to shop, if they thought it was important to support local business and if they would shop more often if they knew downtown Opelika had a male-specific store. Opelika Main Street’s director, Pam Powers-Smith, wanted to know if people were aware of Opelika Main Street and their app so questions of their knowledge was also asked. The demographics section covered how long the participant had lived in East

Alabama, their age, ethnicity, marital status and base salary. Through these research questions, the survey aimed to better understand men's shopping habits regarding downtown Opelika.

Industry News:

Main Street Inc. produces a weekly journal about the progressions of different small towns in the Main Street program. On Nov. 10, the president and CEO of the Main Street Program, Patrice Frey, decided to speak on the recent election. She writes, "And while this election cycle has made clear the divisions that exist in this country, the work that you do through Main Street is now more important than ever" (Frey, 2016). She goes on to thank those who participate in the program, and emphasizes how important their work is in bringing communities together.

This past week, the journal announced that Pennsylvania will co-host the 2017 Main Street Now Conference in Pittsburg. This article is extremely beneficial because it goes into detail about the various steps taken to become a part of the Main Street program. Once a party takes interest in becoming a part of the program, they must submit information to the Department of Community and Economic Development. This information is provided to make sure that a city needs revitalization and that the party knows how to take on this responsibility.

Media Analysis

Introduction

Opelika Main Street is a program that focuses on revitalizing the downtown Opelika area and stems from the national Main Street America nonprofit program. The Main Street America is a nonprofit program that was created in 1977 by the National Trust for Historic Preservation. Its creation was driven by the concern of, “continuing threats to traditional commercial architecture in economically declining downtowns across America” (“The Main Street Project”). The purpose of the organization is to save America’s historic places. Their mission statement is, “The National Trust for Historic Preservation, a privately funded nonprofit organization, works to save America’s historic places. We are the cause that inspires Americans to save the places where history happened. The cause that connects us to our diverse pasts, weaving a multi-cultural nation together. The cause that transforms communities from places where we live into places that we love. As the leading voice for preservation, we are the cause for people saving places” (“About the National Trust”).

Beginning in 1987, Main Street America reached the Opelika area. The Opelika Main Street program consists of a full-time director and a 12-member board of directors. Opelika Main Street’s presence has enhanced the marketing of downtown Opelika. One of their popular programs is “On the Tracks.” This event celebrates the different shops of downtown Opelika. “On the Tracks” draws customers to the area and showcases all that downtown Opelika has to offer. Participants are greeted with live music and food vendors. They are encouraged to mingle and visit the local shops of Opelika. This program was created by Opelika Main Street’s director, Pam Powers-Smith, and Richard Patton. “Opelika Main Street provides many services including

business recruitment, financial incentive programs and a coordinated promotion program” (“About us”).

Methodology

Opelika Main Street is a growing community of businesses and activity serving the Auburn and Opelika area. Though located in downtown Opelika, Opelika Main Street works to effectively communicate with citizens in surrounding cities. Opelika Main Street’s communication tactics involve various media outlets. They provide an organization website, Facebook page, Twitter account and YouTube channel. Opelika Main Street also offers an opportunity for individuals to subscribe to email updates about upcoming events and activities hosted by any of the Opelika Main Street establishments. The wide array of Opelika Main Street communication channels allows them to reach audiences of all ages and demographics. Opelika Main Street does an exceptional job utilizing their website to give visitors a quick, yet thorough understanding of who they are and what opportunities they provide. The website provides background information on Opelika Main Street’s development as well as their accomplishments and accolades. This section also lists current Opelika Main Street board members and ways to get involved through membership and volunteering. Through an online directory, the website highlights all the businesses and their addresses within Opelika Main Street. A calendar allows easy navigation to see what events are taking place throughout the month. A link to programs and incentives discusses grants, tax credits and discounts available to Opelika Main Street members. To get a more in depth grasp of the area, the website provides links to other community organizations such as Auburn/Opelika Tourism Bureau and Opelika Chamber of Commerce. These websites include links to Opelika Main Street’s website. Also

found on the Opelika Main Street website, is an opportunity for individuals to give their name and email address to sign up to receive email updates about activities happening in downtown Opelika. Finally, a contact page is provided that details the director's information, the organization's information, and a downloadable membership application form.

Opelika Main Street is staying up-to-date with consumers through the use of social media outlets like Facebook, Twitter and YouTube. Facebook is their most frequently used social media site, with posts every 2-3 days, depending on the events coming up. With over 5,700 "likes" and a rating of 4.8 out of five, Opelika Main Street's presence on Facebook has been quite effective. Their Twitter account, @DowntownOpelika, had been active, posting almost daily with upcoming events and openings. However, it has slowed down considerably with their last tweet being posted on June 3. YouTube is not a primary communication tactic used by Opelika Main Street. They have posted eight total videos; the latest being posted one year ago and receiving six views. Videos include information about downtown Opelika and upcoming events in the area. "What's Your Story?" is the headline used for a series of videos showcasing the unique stories of individuals in the Opelika area. Opelika Main Street currently does not have an active Instagram or Pinterest account.

Opelika Main Street mainly uses digital forms of communication with their public. This is the best way to reach their target audience. They rely heavily on their website, app, Facebook page, and email list. They do not regularly use traditional forms of communication, but they do invest in the following: bi-weekly e-newsletter, newspaper ads in Auburn-Opelika News and Opelika Observer, miscellaneous advertisements in regional publications, radio commercials for events, television commercials during Christmas and posters. They don't solely rely on traditional media because of the expensive costs. Opelika Main Street utilizes the free forms of communication

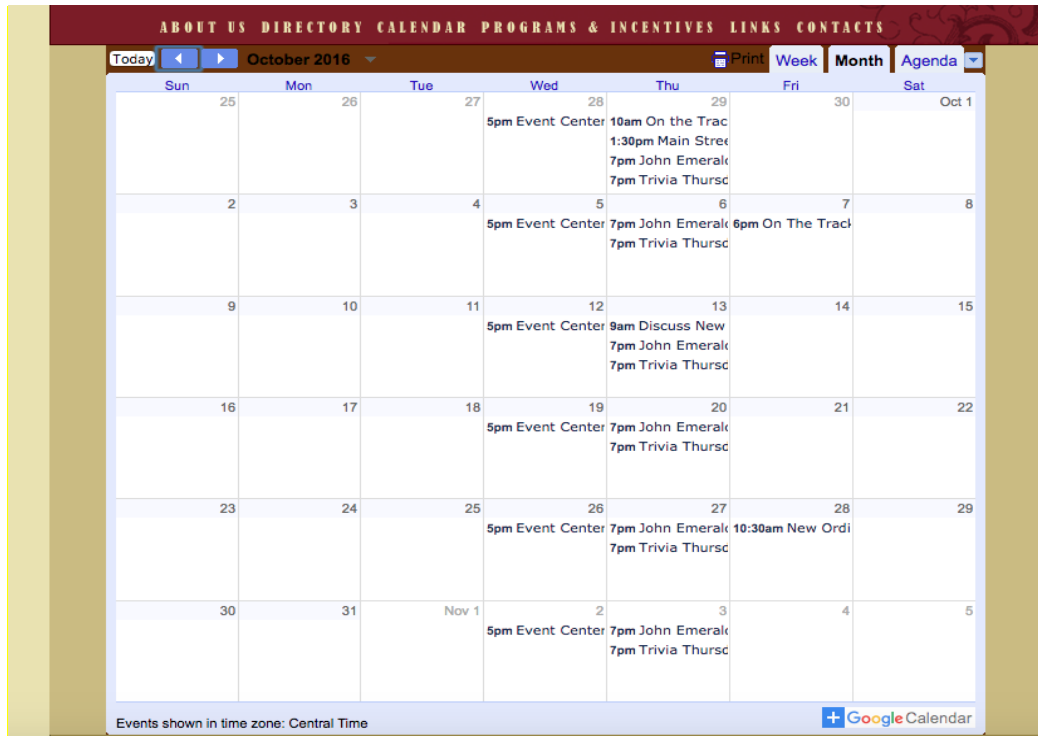
they have with their audience which is through social media and digital forms of communication.

Opelika Main Street Website:

- **Oct. 10:** The main page of the website includes a sign up to join the e-mail list. It provides a link to a calendar of events, a printable map of Opelika Main Street, a virtual tour of historic downtown and their Facebook page. The bottom includes the links to upcoming events. There are some pictures that can be viewed of the street as well on the main page along with a header with an aerial street view. The logo at the top of the page has a railroad car with Opelika Main Street under it followed by Opelika, Alabama under that. Above the page header are links to About Us, Directory, Calendar, Programs & Incentives, Links and Contacts. Some of the fonts are different on the main page or do not correlate in color scheme. There is also a lot of blank space that could be utilized better on the page with the gallery pictures. The director has admitted to their website not being updated and needing to be redesigned.



- **Oct. 23:** The website remains the same. The main page still has some upcoming events on the main page that have already passed including September 2 On the Town and AU Pep Rally and October 7 On the Tracks.



Opelika Main Street Facebook page

- It is the best form of communication because it is updated daily.
- **October 10:** The profile picture for the Facebook page is more modern and visually pleasing than that of their website. The page says they are a nonprofit organization in Opelika, Alabama and has a rating of 4.8 stars out of 5. There is also a link with the address, phone number and their website on a side bar. If you scroll down you can see reminders from previous days of upcoming events. This particular day there is a picture of zombies with the remainder of the Zombie Beer Run event to take place Oct. 15 at 9 a.m. at the Red Clay Brewing Company.

Opelika Main Street shared an event.
October 10 · 🌐

You brave enough? Red Clay Brewing Company



ZOMBIE BEER RUN
OCTOBER 15, 2016 AT 9:00 AM

OCT 15 **Zombie Beer Run**
Sat 9 AM · Opelika
417 people interested · 78 people going

★ Interested

Like · Comment · Share

4

Like · Comment

LIKED BY THIS PAGE

- S & S Termite and Pes... Like
- Irish Bred Pub Opelika... Like
- O Town Ice Cream Like

English (US) · Español · Português (Brasil) · Français (France) · Deutsch +

Privacy · Terms · Advertising · Ad Choices · Cookies · More -

Facebook © 2016

- **October 23:** The Facebook page looks the same however, with more updates from previous days and the upcoming events are up to date. There is a post today which states: “If you are interested in bringing a guest car to our [Cruise-In at the Tracks](#) on Saturday, Oct. 29th then please email your name and car to info@opelikamainstreet.org! Thank you!”

Opelika Main Street
October 23 · 🌐

If you are interested in bringing a guest car to our [Cruise-In at the Tracks](#) on Saturday, Oct. 29th then please email your name and car to info@opelikamainstreet.org! Thank you!

Like · Comment · Share

1

SWOT Analysis

Strengths

1. Opelika Main Street has a strong leadership role in the downtown Opelika area due to its key relationships and effective marketing.
2. According to director Pam Power-Smith, they effectively bring together the stores of downtown Opelika so that they work together and promote each other. This is shown in events such as On the Tracks, that brings people to all the stores, or the cohesive marketing materials used by both Main Street and the individual stores.
3. Businesses also pay to be members of the Main Street program so the businesses understand the vital role Opelika Main Street plays in the success of downtown Opelika and are more willing to comply with Opelika Main Street.
4. Another key relationship is the national Main Street Program. Opelika Main Street is part of the national Main Street program aiming to help organization, economic restructuring, design and promotion of local downtowns throughout the country. (“The Main Street Project”) Having a national backing is a vital component to Opelika Main Street’s success. This provides them with resources and contacts with other cities.
5. Their strong relationships with other cities and organizations throughout the state and nation also are strengths because it helps with coordination and planning of events and promotions.
6. They also has cohesive marketing materials over multiple areas. They have newsletters and emails that go out to residents in the area regularly and also have a large social media following with over 5,700 likes on Facebook. They do a good job of getting the word to people in the area and are a go-to middle man for the town and the downtown businesses.

Weaknesses

1. Opelika Main Street struggles the most with fundraising and recruiting volunteers. According to director Pam Power-Smith, they are, “always limping along,” when it comes to fundraising. However, Opelika Main Street is a nonprofit and relies heavily on donations in order to effectively serve the downtown Opelika area. Also, volunteers are crucial in the success of most of their events.
2. In terms of clothing stores, they tend to appeal to a more female audience which isolates half of the surrounding population.
3. Their website is outdated and difficult to navigate.
4. They don't emphasize their national affiliation on their website or media channels.
5. While their Facebook presence is strong, their tendency to have multiple pages for all the events makes it hard to keep up with.

Opportunities

1. Opelika Main Street has the opportunity to add new stores as a way to attract new clientele.
2. They should add stores that tailor to men, families and college aged citizens to attract a wider audience.
3. While Opelika Main Street tends to steer away from appealing to college kids, tapping into the resource of nearly 25,000 students would be a huge boost to business. Whether this be through more affordable restaurant options for college students or male clothing store, appealing to a wider audience will boost their business.
4. They also has the chance to gain more support by partnering with downtown Auburn as a way to support each other's local businesses.

Threats

1. The biggest threat to Opelika Main Street is surrounding shopping centers.
2. Downtown Auburn is a competitor with their similar boutiques and small town appeal, however the biggest threat to downtown Opelika is Tiger Town. This quick, one-stop location offers shoppers both boutiques and convenience stores. Unless downtown Opelika continues to grow, these other large shopping centers will threaten to take away their customers.
3. Other threats are city ordinances that can threaten to limit their events that they hold to promote the local businesses.

Recommendations

Opelika Main Street is trying to communicate the services and product of local businesses in downtown Opelika in cohesive, consistent manner. Their website does not lay out a clear mission or purpose. It communicates what the program provides, but we believe they should make their purpose more defined. Their Facebook page does a good job reaching their target audience, but it is the only channel that does so in a timely and effective way. They are overlooking the benefits of Instagram. Their Twitter is not being updated regularly. They stopped tweeting on June 3. We recommend that they should delete their Twitter if they cannot be consistent. If they keep their Twitter, we recommend linking their Facebook page with it so every time they post on Facebook it goes to Twitter as well. They have a large range when it comes to their target audience, but we believe they are reaching part of this audience effectively over Facebook. If they wanted to reach the remainder of the audience (the younger demographic), they would need to focus more on Twitter and Instagram.

Example Instagram Post



Photo used on Facebook

Caption Photo #1:

“It is a perfect day to get outside and walk the streets of Downtown

Opelika! #Opelika

#OpelikaMainStreet”

Photo used on Facebook

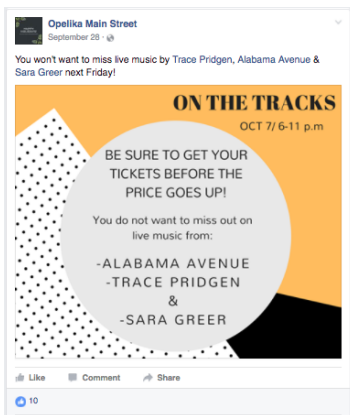
Caption Photo #2:

“Thank you to our amazing food sponsors for making “On the Tracks” such a huge success! We couldn’t have done it without your generous donations! We can’t wait for #OnTheTracks2017”

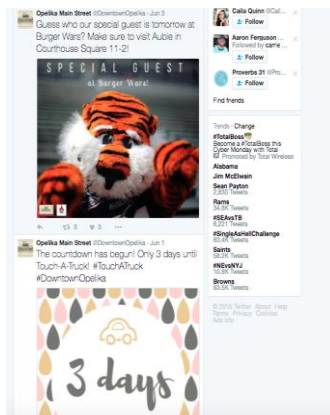
There is information excluded on some channels versus others. There is not a consistent amount of information on each channel. Some channels are receiving more attention than others. For the amount of followers they have, there is low engagement when it comes to responses to posts. One of their recent posts only has one like. We think that Opelika Main Street should update their website so it will have a more modern look and feel. A company’s web presence is the first thing most potential consumers see. It is vital to stay up-to-date with their website. Another recommendation we have is to have a blurb about the national Main Street program. It would be

nice to have some context provided around the organization. We would recommend to have an event tailored to college students. On the Tracks is a great event, but it is limited to people over 21. There are a lot of college students under 21 that would enjoy events like this. Differentiating themselves from other shopping centers in the Opelika/Auburn area will be crucial for Downtown Opelika’s success. We recommend that they try to tap into the male market. There aren’t a lot of options for men in Downtown Opelika, which misses a huge portion of consumers. As mentioned, their inconsistencies across social media outlets and their website continue in their graphics. Graphics posted on Facebook are not included or promoted on any other communication channels. For example, events such as “On the Tracks” were posted about and marketed thoroughly on Facebook. However, the same events were not mentioned graphically or textually on other social media outlets such as Twitter.

Facebook post:



Twitter feed:



The tone is correct on their most active channel, Facebook. It is informative, promotional and inviting to visitors of all ages. Opelika Main Street's mission is not clearly defined on any of their communication channels. Therefore, it is difficult to determine if the message is being showcased effectively within their online presence.

Method

Research began with a meeting with Pam Powers-Smith, director of Opelika Main Street, who presented her current desire to expand downtown Opelika's target audience. From there a survey was drafted and approved by Powers-Smith with questions centered on the shopping habits of men in the East Alabama area. The survey began with a screener question that allowed only men to continue on to the rest of the survey. Also included were scale questions regarding their shopping experience as well as open ended questions allowing for respondents to give detailed answers. The survey ended with demographic questions in order to get a deeper knowledge of the target audience.

Once approved, the survey was imputed into Qualtrics and administered through Opelika Main Street's email servers. In addition to this, the survey was sent to members of the local community who fit the description of the target audience. Survey Research professor, Terri Knight, also posted the survey's link to her Facebook in order to potentially reach more in the local area. It ran from Monday, Nov. 7 through Sunday, Nov. 27, 2016 and received 118 responses.

Of the 118 responses, 68 were male, allowing for the responses to be generalized, reflect the target audience and ensure validity of the survey answers. There was also consistency in responses to what men chose to visit in the downtown Opelika area which allowed for reliability in responses.

Results

The survey began with questions about the respondent's general shopping habits. Of the 118 respondents, 57.63 percent were male, 38.14 percent were female and 4.24 percent did not wish to answer. The results showed that 90.79 percent of men had shopped in downtown Opelika, and the majority of males agreed that they did their shopping in Opelika. Only 6.45 percent respondents strongly disagreed that they did most of their shopping in downtown Opelika. Of the people who did not shop in downtown Opelika, online shopping is where they tended to shop most. Online shopping was the open-ended response for 16 respondents with Tiger Town coming in second with eight responses. Other respondents chose Auburn, Columbus, the Auburn Mall, Birmingham, Lowes, Atlanta, Montgomery, Dicks Sporting Goods and Target. When asked how often men shopped, they chose monthly and yearly equally at 38.46 percent. There were 51.56 percent of men who responded that other people did their shopping for them. Twenty-five of those respondents said their wife did their shopping, while 48.44 percent of men that responded said they did their own shopping. Visiting restaurants and bars was the main reason men come to shop in downtown Opelika with an 87.69 percent response from participants. If there were a store they could choose to have added to downtown Opelika, 62.50 percent of respondents said they would want a restaurant or bar to be added. Although a high number, 54.69 percent of respondents wanted a casual clothing store, and 48.44 percent of respondents wanted an entertainment option. On average, 61.54 percent of respondents spent one to two hours in downtown Opelika when shopping and visiting. When asked if the respondents thought of downtown Opelika when they shopped, 25.40 percent of respondents agreed. When asked if supporting local businesses was important, 41.27 percent respondents strongly agreed. If

there were a male clothing store, 30.16 percent of respondents said they agreed, or somewhat agreed, that they would shop there more frequently.

Participants were then questioned about their knowledge of Opelika Main Street as a whole. When it came to being aware of Opelika Main Street, 90.63 percent of respondents said they were knowledgeable. The main choice for bringing awareness was social media, the choice for 43.86 percent of respondents, and word of mouth trailed behind with 35.09 percent of respondents. Of the respondents, 78.95 percent of respondents weren't aware of the Opelika Main Street phone application.

At the end of the survey participants were asked demographic questions. The majority of respondents were Caucasian, married males. There was a wide range of responses regarding how long respondents had lived in the area, and the majority of respondents made above \$50,000 per year.

Discussion/Recommendations

Through the responses given in the online survey, it is evident that Opelika Main Street should add a restaurant or sports bar catered to men because this was the most desired addition to downtown Opelika. When choosing which restaurant or sports bar to add, Opelika Main Street should keep in mind the respondents' desire to support local businesses. Therefore, it would be ideal to choose a restaurant or sports bar that is not a franchise. There is also a high amount of respondents that were interested in a casual clothing store for men. Therefore, Opelika Main Street should choose a store that caters to men. The store can also cater to women because more than half of the respondents said their wives did their shopping for them. Because Opelika Main Street's website created the least respondent awareness, they should improve the website and make it more available through social media and advertising.

As far as improvements for future surveys, researchers should send the survey out to the target audience again to see if the responses resembled each other in order to improve reliability. Also, if conducted again, the survey should be more specific with the casual clothing options that respondents could choose from in order to see what brand preferences they had.

Appendices

Opelika Main Street Survey

Introduction: Opelika Main Street is part of the nationally recognized Main Street program that aims to promote and revitalize the downtown Opelika area. Since the program began, downtown Opelika has increased marketing and attracted new businesses. One of Opelika Main Street's goals is to add stores targeted at a male audience. With this survey, the PRCM 4400 Survey Research class hopes to answer what type of male store should be added to the downtown Opelika area.

1. What is your gender? If male or prefer not to say, please continue below. If female, this concludes the survey. Thank you for your time.
- a. Male
 - b. Female
 - c. I'd prefer not to say.

Section I: The following questions will ask you about your leisure activities and your experience in Opelika Main Street establishments.

2. Have you shopped in Opelika before? (Screener Question)
- a. Yes
 - b. No

If yes: I do most of my shopping in Opelika.

Strongly disagree	Disagree	Uncertain	Agree	Strongly Agree
1	2	3	4	5

If no:

Where do you go to shop?

If no, skip to demographic information.

3. How often do you shop for clothes?
 - a. Weekly
 - b. Monthly
 - c. Yearly
 - d. I don't shop for my clothes
 - e. If other, please specify: _____

4. Is there anyone else in your family who does your shopping for you?
 - a. Yes. If so, who? _____
 - b. No

5. Which type of establishment are you most likely to visit while on Opelika Main Street?
 - a. Restaurants/Bars
 - b. Casual Clothing
 - c. Formal Clothing
 - d. Museum
 - e. Entertainment
 - f. If other, please specify: _____

6. If you could choose a store for men to be in Opelika which would you prefer? Click all that apply.
 - a. Restaurants/Bars
 - b. Casual Clothing Stores
 - c. Formal Clothing Stores
 - d. Museum
 - e. Entertainment
 - f. If other, please specify: _____

7. On average, how much time per visit do you spend in downtown Opelika?
 - a. Under 30 minutes
 - b. 30 minutes-1 hour
 - c. 1-2 hours
 - d. 2-3 hours
 - e. Over 3 hours

Section II: Circle the response that best represents how you feel about men's stores in the downtown Opelika area.

8. I consider the downtown Opelika area when choosing where to shop.

Strongly disagree	Disagree	Uncertain	Agree	Strongly Agree
1	2	3	4	5

9. I think it is important to support local businesses by shopping in the downtown Opelika area.

Strongly disagree	Disagree	Uncertain	Agree	Strongly Agree
1	2	3	4	5

10. I would be more likely to visit the downtown Opelika area if there was a male clothing store.

Strongly disagree	Disagree	Uncertain	Agree	Strongly Agree
1	2	3	4	5

Section III: The following questions are related to your knowledge of Opelika Main Street.

11. Are you aware of Opelika Main Street? (Screener Question) If no, skip to demographic information. If yes, continue.

- a. Yes
- b. No

12. How are you made aware of the opportunities on Opelika Main Street?

- a. Word of mouth
- b. Radio
- c. Advertisements/Billboards
- d. Social Media
- e. Website

13. Are you aware of Opelika Main Street's phone app?
- a. Yes
 - b. No

Section IV: The following are demographic questions.

14. How long have you lived in the Opelika Area?
- a. 0-10 years
 - b. 11-20 years
 - c. 21-30 years
 - d. 31+ years
 - e. All of my life
 - f. I don't live in the Opelika area

15. What is your age? (in years)
- a. Under 18
 - b. 18-29
 - c. 30-49
 - d. 50-64
 - e. Over 65

16. What is your ethnicity?
- a. Caucasian
 - b. Hispanic or Latino
 - c. Black or African American
 - d. Native American
 - e. Asian
 - f. Other

17. What is your current marital status?
- a. Single, never married
 - b. Married
 - c. Divorced
 - d. Separated
 - e. Other

18. What is your household income?
- a. Under \$25,000
 - b. \$25,000 - \$34,999
 - c. \$35,000 - \$49,999

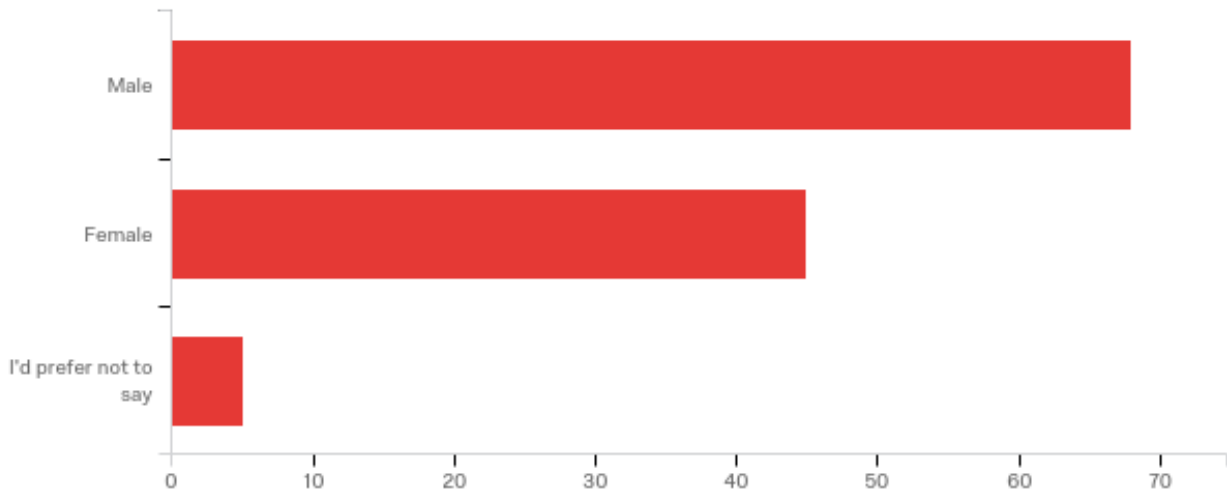
- d. \$50,000 - \$74,999
- e. \$75,000 - \$99,999
- f. \$100,000 - \$149,999
- g. \$150,000 or more

Thank you for completing our survey. It is Opelika Main Street’s mission to support the stores of Downtown Opelika and its citizens. Your answers will give us better insight into what male-focused store should be added to the Downtown Opelika area.

Qualtrics Survey Report

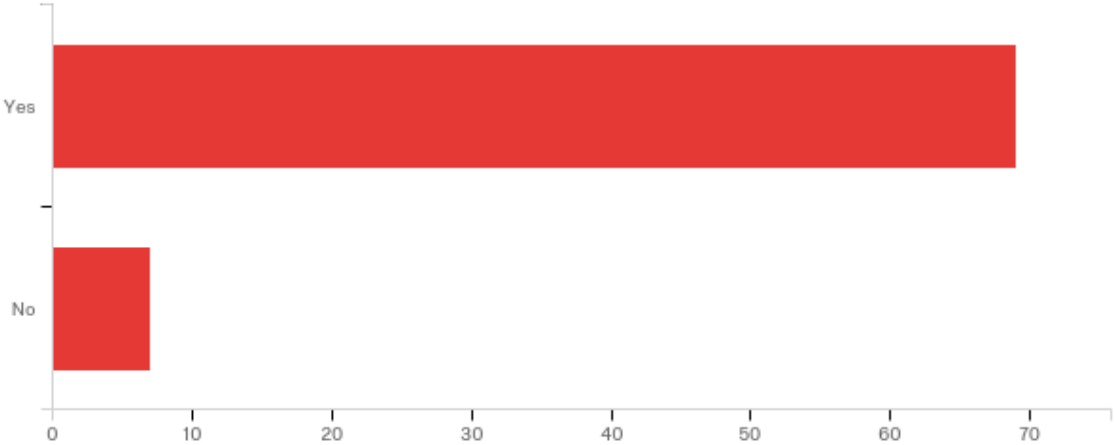
November 27th 2016

Q1 - What is your gender?



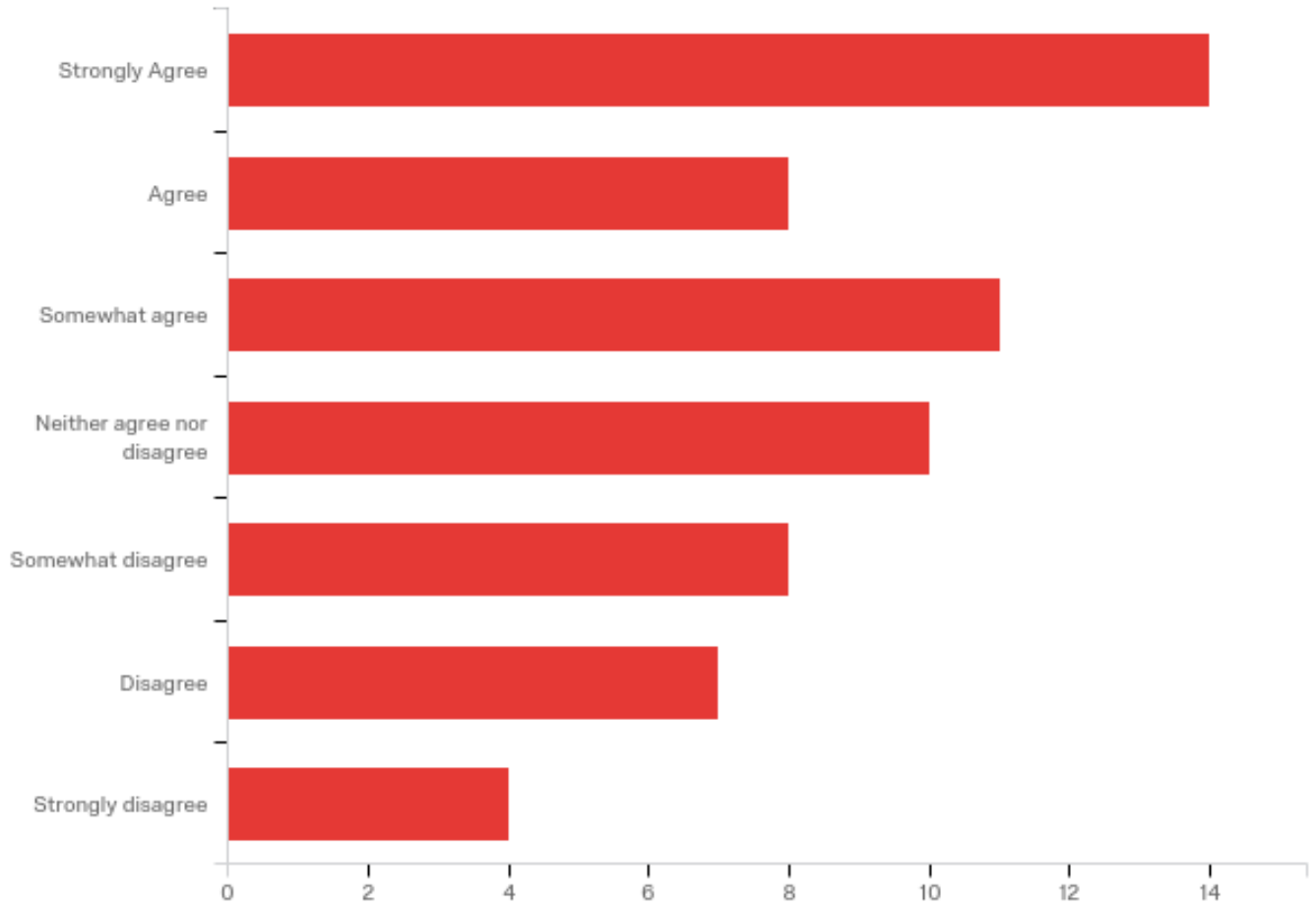
#	Answer	%	Count
1	Male	57.63%	68
2	Female	38.14%	45
3	I'd prefer not to say	4.24%	5
	Total	100%	118

Q3 - Have you shopped in Opelika before?



#	Answer	%	Count
1	Yes	90.79%	69
2	No	9.21%	7
	Total	100%	76

Q4 - If yes: I do most of my shopping in Opelika



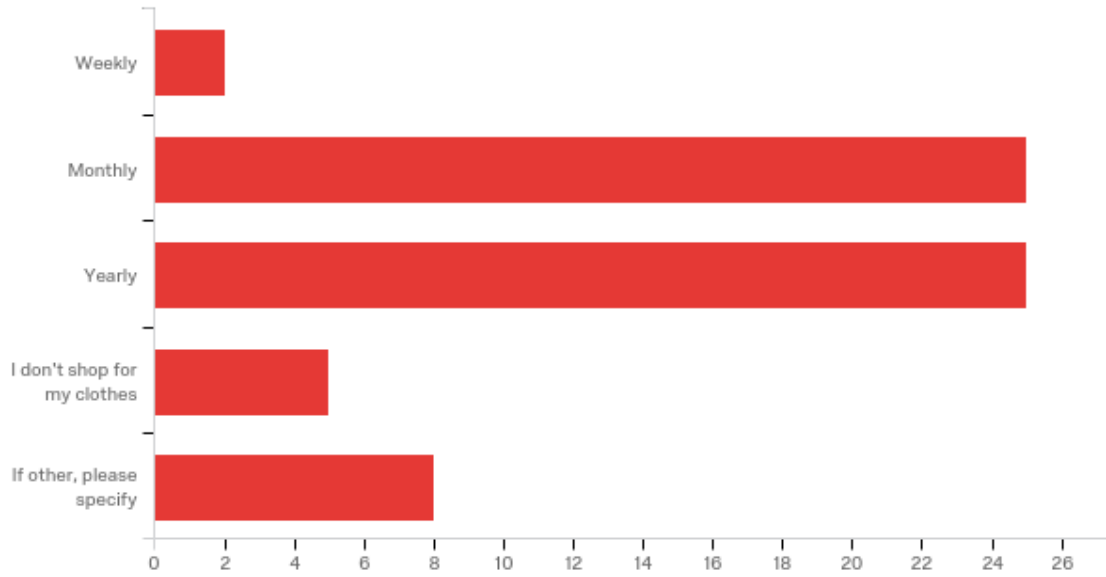
#	Answer	%	Count
1	Strongly Agree	22.58%	14
2	Agree	12.90%	8
3	Somewhat agree	17.74%	11
4	Neither agree nor disagree	16.13%	10
5	Somewhat disagree	12.90%	8
6	Disagree	11.29%	7
7	Strongly disagree	6.45%	4
	Total	100%	62

Q5 - If no: Where do you go to shop?

If no: Where do you go to shop?

Auburn, online	Online
Tiger town	Mall, Birmingham
Tiger Town	Auburn
Columbus	Auburn: Mall. Destin: outlets
Online	Amazon.com
Online	online
Tigertown/Online	Amazon or Tigertown
Dicks	Mall & online
Auburn	Fort Benning
TigerTown area mainly: Target, TJMaxx, Academy, Walmart	many places including online
online	Amazon
Columbus, Ga.	tiger town or online
Tiger Town	lowes's
Internet	Tiger Town
Online	Atlanta, columbus, montgomery
Online	

Q6 - How often do you shop for clothes?



#	Answer	%	Count
1	Weekly	3.08%	2
2	Monthly	38.46%	25
3	Yearly	38.46%	25
4	I don't shop for my clothes	7.69%	5
5	If other, please specify	12.31%	8
	Total	100%	65

If other, please specify

If other, please specify

Semi-Annually

it depends

When I need something

Bi annually

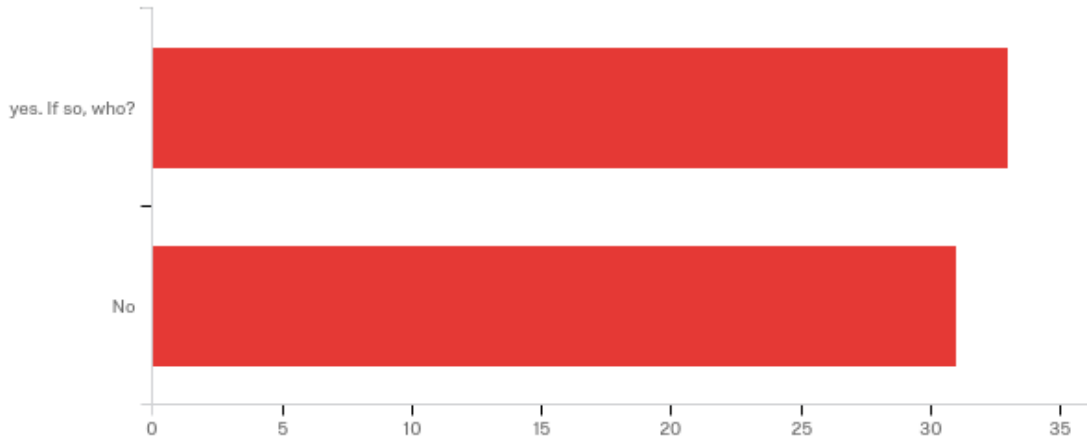
Quarterly

As needed... I'm a guy, we wear clothes til they can't be worn any longer

As needed, few times a year

Every couple months

Q7 - Is there anyone else in your family who does your shopping for you?

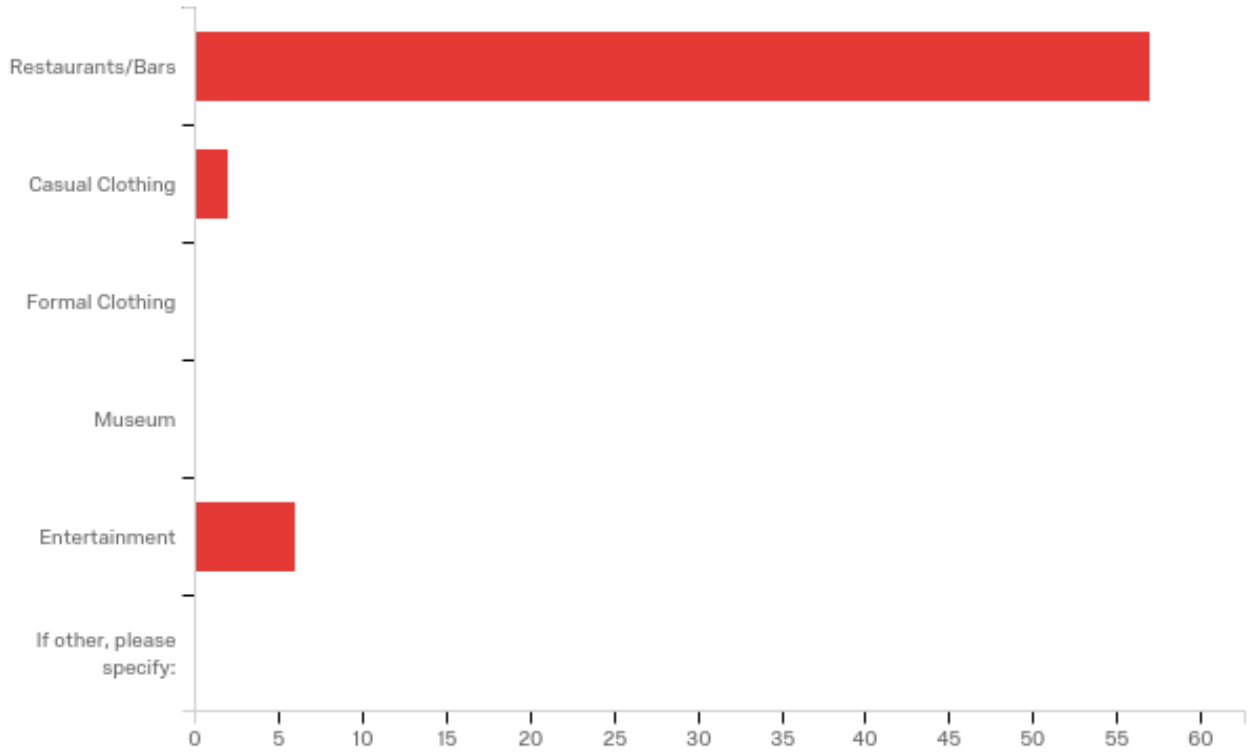


#	Answer	%	Count
1	yes. If so, who?	51.56%	33
2	No	48.44%	31
	Total	100%	64

yes. If so, who?

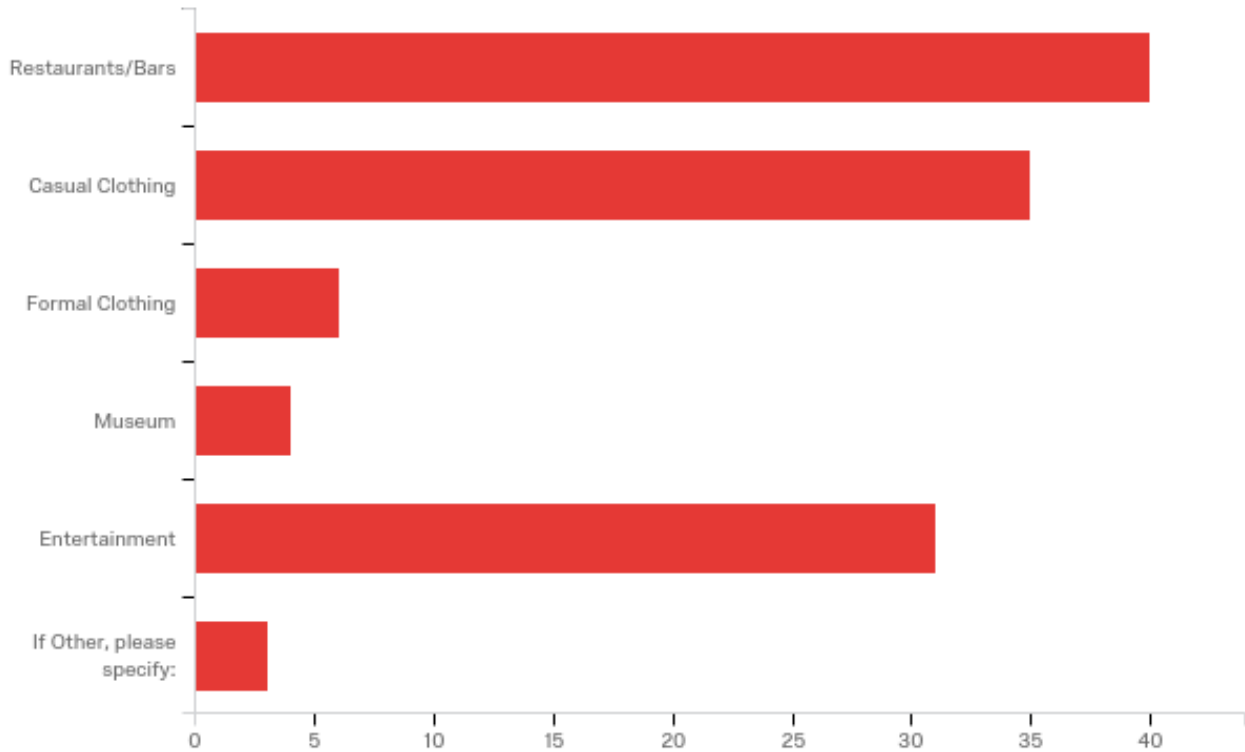
Wife	Wife	Husband
gfriend, mom sometimes	Wife	wife
Wife	Wife	wife
Mom	Wife	Wife
Wife	Wife	wife
Wife	Spouse	My wife
girlfriend	wife	wife
my wife	Wife	wife
wife	Wife	wife
Wife	Wife	
Wife	Girlfriend and Mom	

Q8 - Which type of establishment are you most likely to visit while in downtown Opelika?



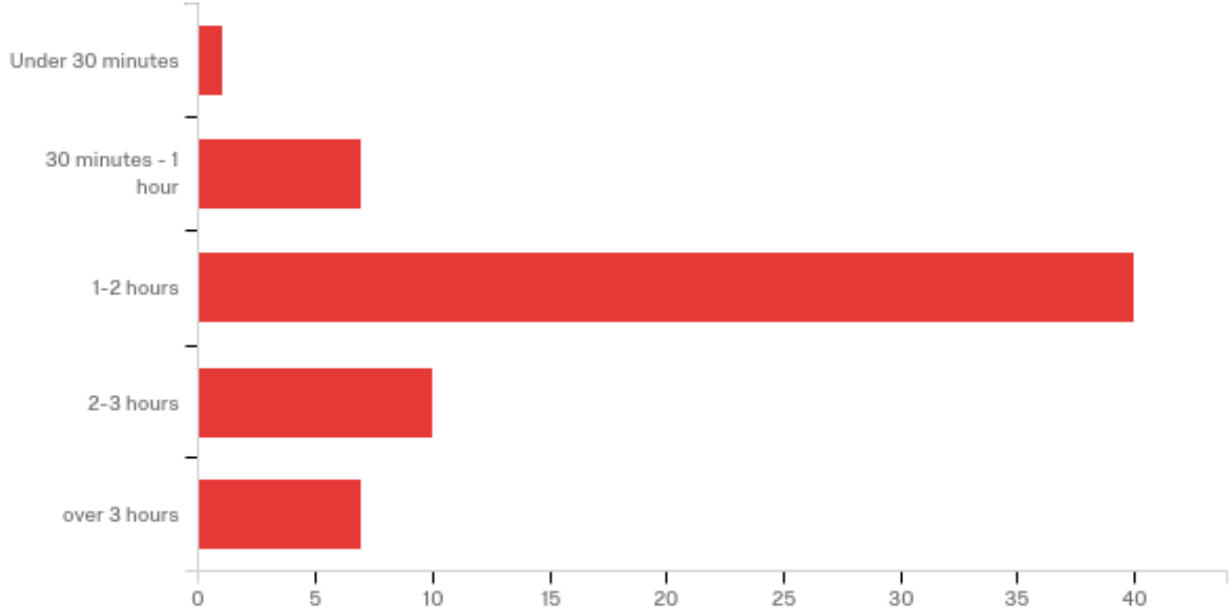
#	Answer	%	Count
1	Restaurants/Bars	87.69%	57
2	Casual Clothing	3.08%	2
3	Formal Clothing	0.00%	0
4	Museum	0.00%	0
5	Entertainment	9.23%	6
6	If other, please specify:	0.00%	0
	Total	100%	65

Q9 - If you could choose a store for men to be in Opelika which would you prefer? Click all that apply.



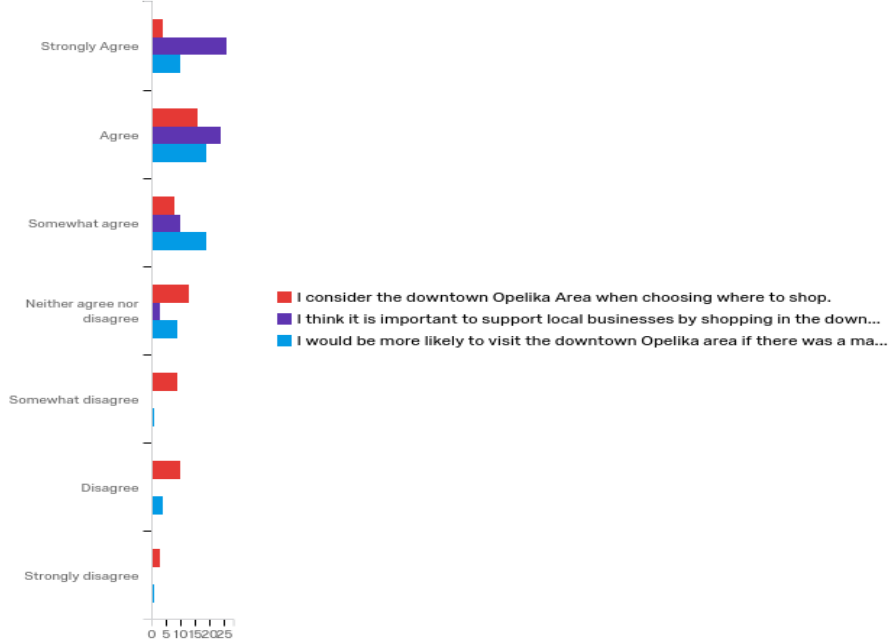
#	Answer	%	Count
1	Restaurants/Bars	62.50%	40
2	Casual Clothing	54.69%	35
3	Formal Clothing	9.38%	6
4	Museum	6.25%	4
5	Entertainment	48.44%	31
6	If Other, please specify:	4.69%	3
	Total	100%	64

Q10 - On average, how much time per visit do you spend in downtown Opelika?



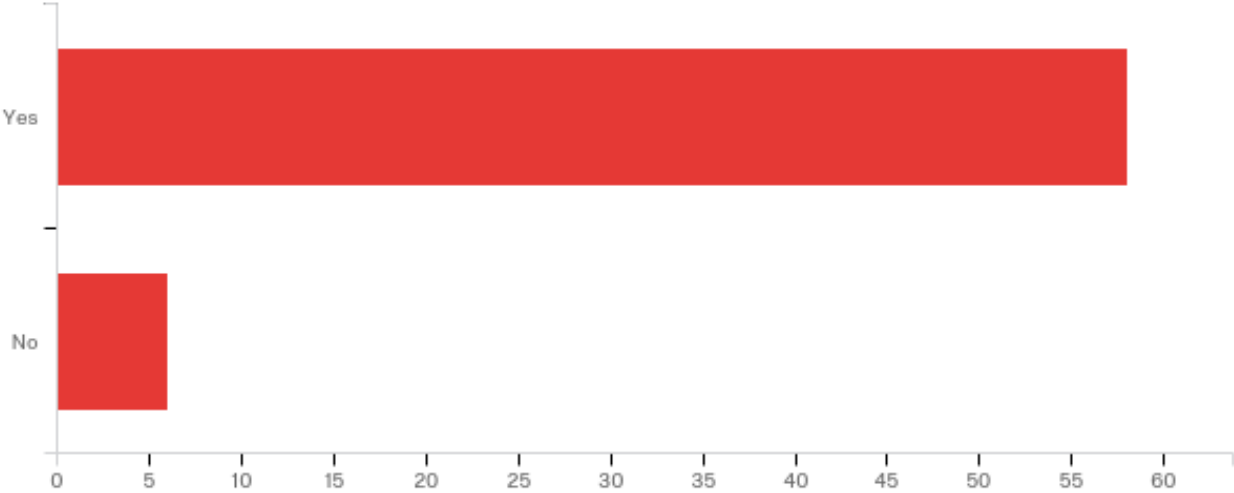
#	Answer	%	Count
1	Under 30 minutes	1.54%	1
2	30 minutes - 1 hour	10.77%	7
3	1-2 hours	61.54%	40
4	2-3 hours	15.38%	10
5	over 3 hours	10.77%	7
	Total	100%	65

Q11 - Select the response that best represents how you feel about men's stores in the downtown Opelika area.



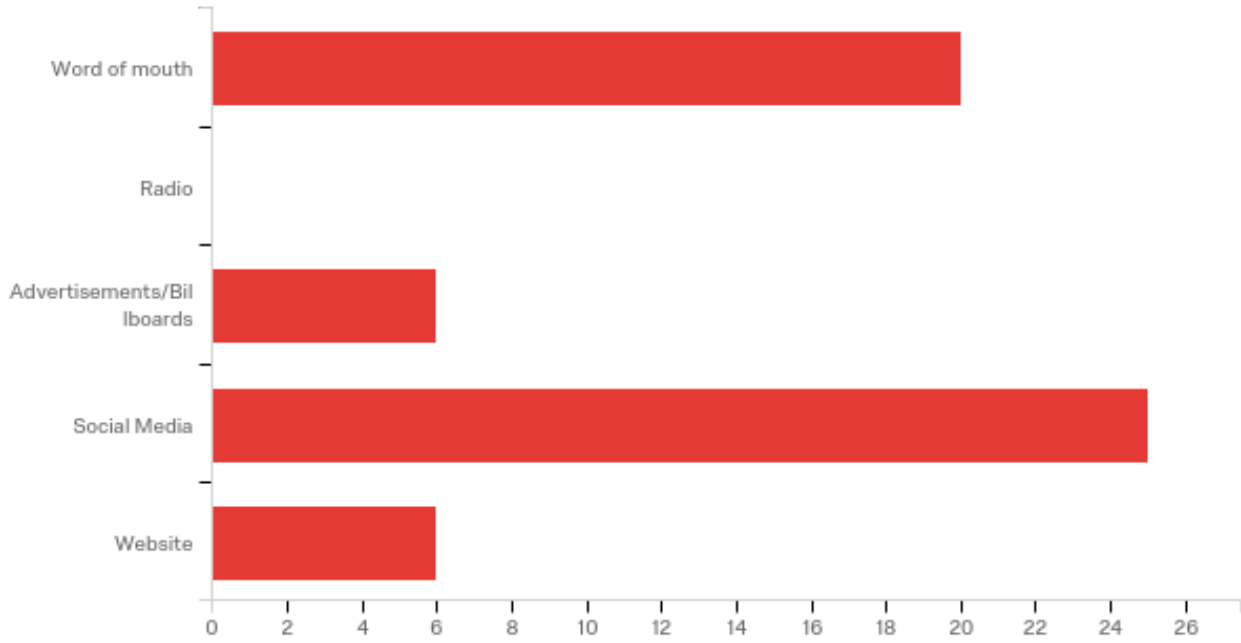
Question	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Some what disagree	Disagree	Strongly disagree	Total
I consider the downtown Opelika Area when choosing where to shop.	6.35% 4	25.40% 16	12.70% 8	20.63% 13	14.29% 9	15.87% 10	4.76% 3	63
I think it is important to support local businesses by shopping in the downtown Opelika area.	41.27% 26	38.10% 24	15.87% 10	4.76% 3	0.00% 0	0.00% 0	0.00% 0	63
I would be more likely to visit the downtown Opelika area if there was a male clothing store.	15.87% 10	30.16% 19	30.16% 19	14.29% 9	1.59% 1	6.35% 4	1.59% 1	63

Q12 - Are you aware of Opelika Main Street?



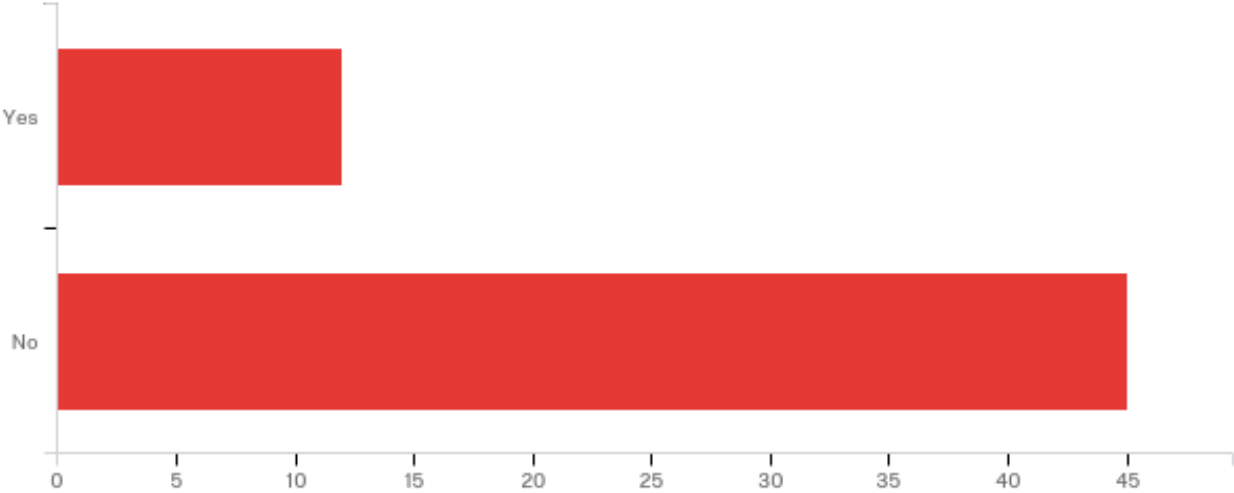
#	Answer	%	Count
1	Yes	90.63%	58
2	No	9.38%	6
	Total	100%	64

Q13 - How are you made aware of the opportunities on Opelika Main Street?



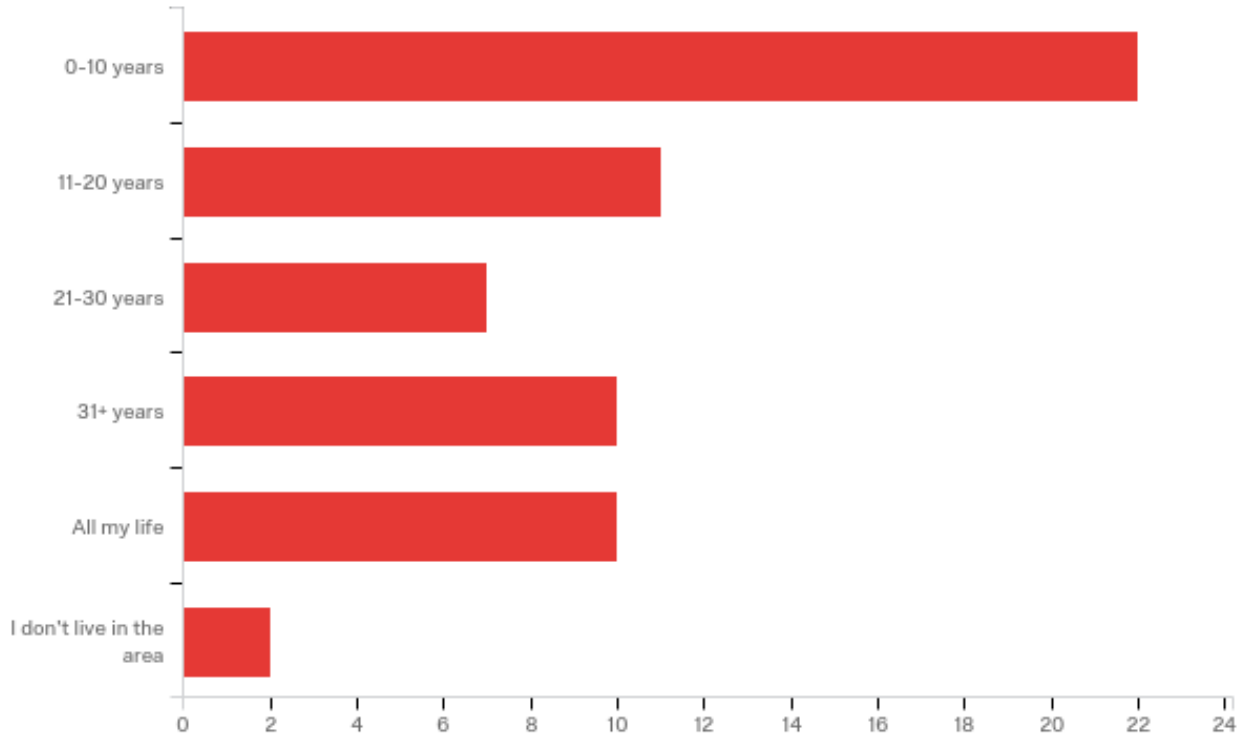
#	Answer	%	Count
1	Word of mouth	35.09%	20
2	Radio	0.00%	0
3	Advertisements/Billboards	10.53%	6
4	Social Media	43.86%	25
5	Website	10.53%	6
	Total	100%	57

Q14 - Are you aware of Opelika Main Street's phone app?



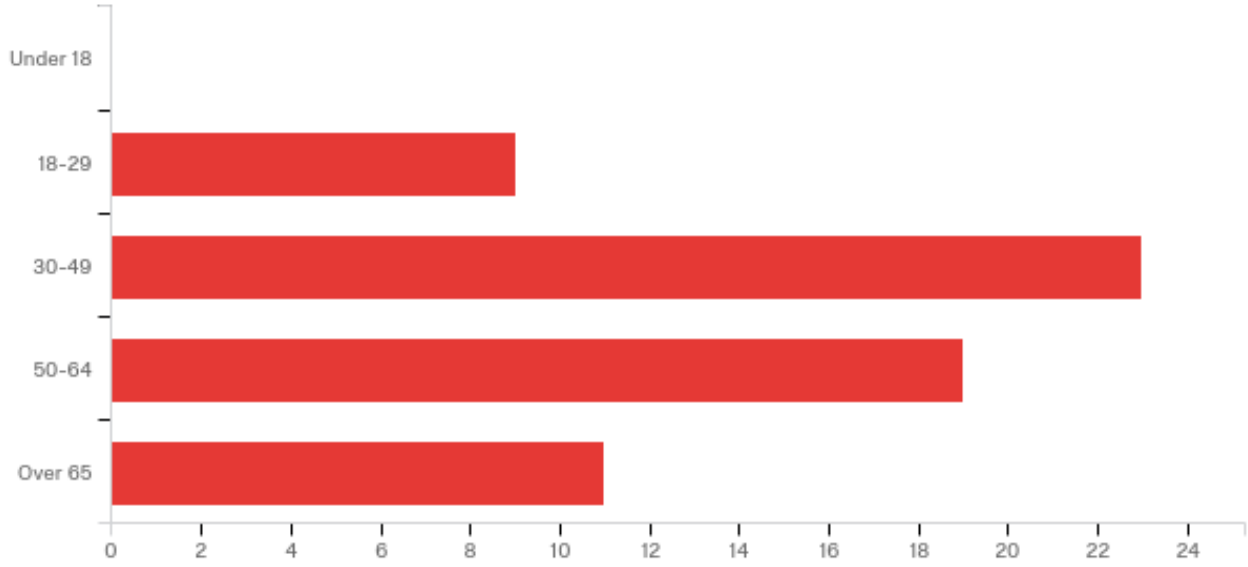
#	Answer	%	Count
1	Yes	21.05%	12
2	No	78.95%	45
	Total	100%	57

Q15 - How long have you lived in the East Alabama area?



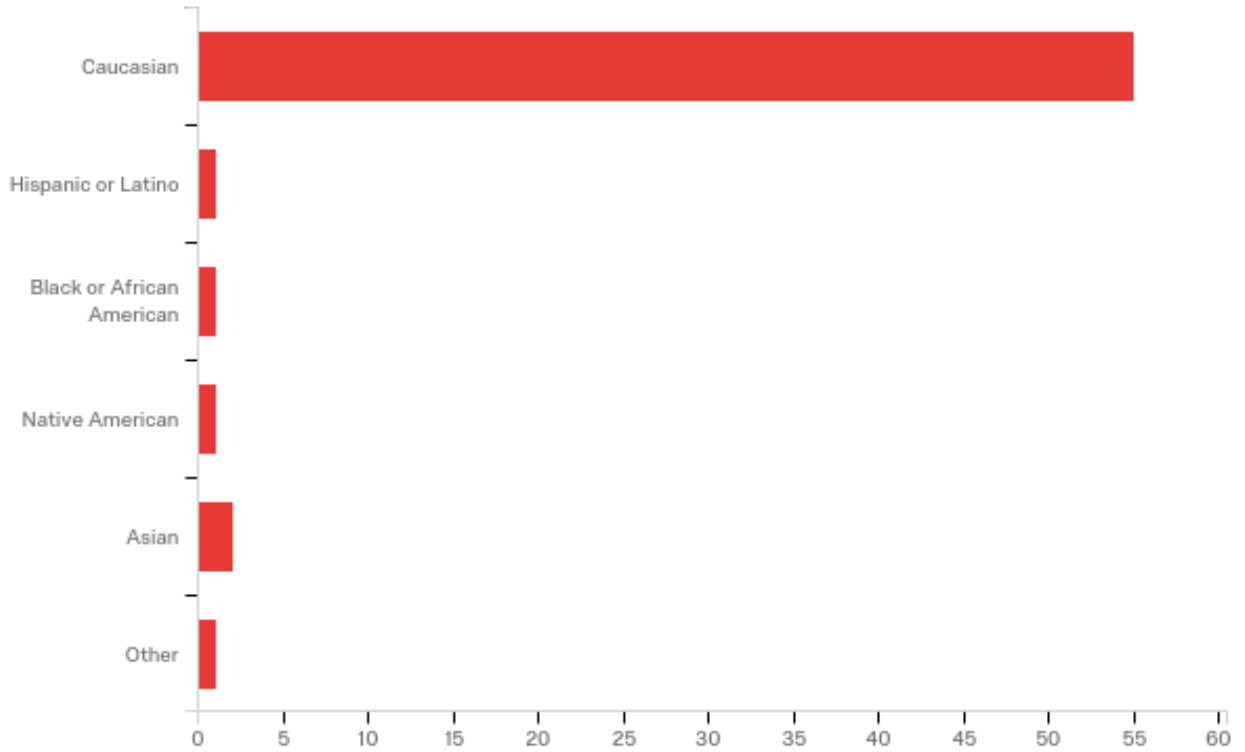
#	Answer	%	Count
1	0-10 years	35.48%	22
2	11-20 years	17.74%	11
3	21-30 years	11.29%	7
4	31+ years	16.13%	10
5	All my life	16.13%	10
6	I don't live in the area	3.23%	2
	Total	100%	62

Q16 - What's your age? (in years)



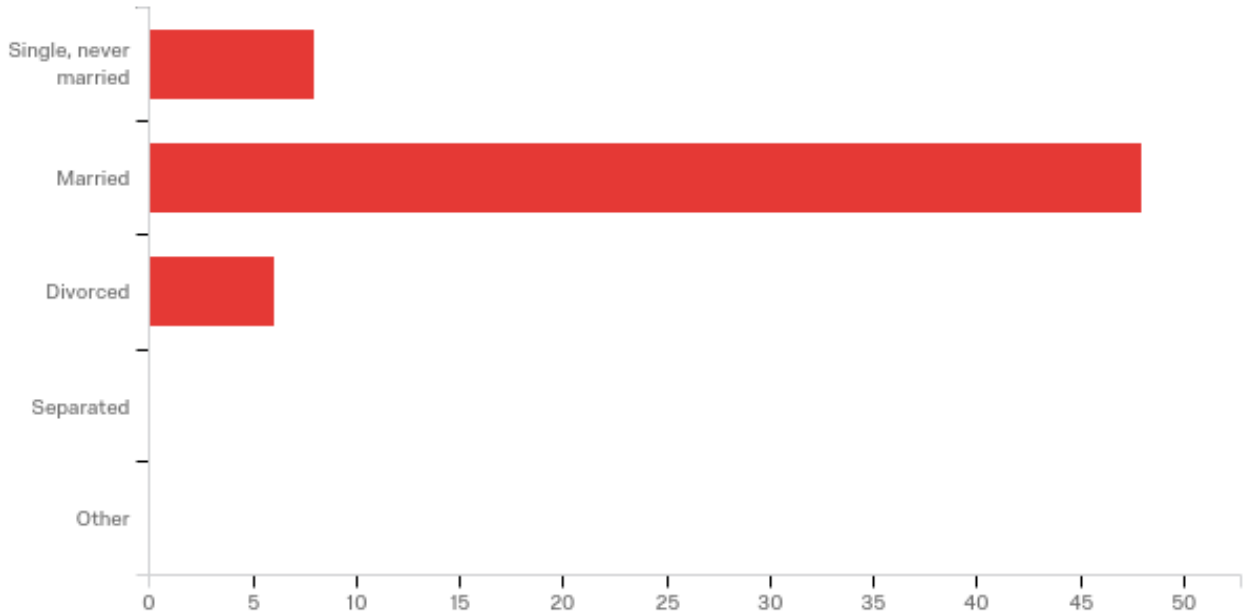
#	Answer	%	Count
1	Under 18	0.00%	0
2	18-29	14.52%	9
3	30-49	37.10%	23
4	50-64	30.65%	19
5	Over 65	17.74%	11
	Total	100%	62

Q17 - What is your ethnicity?



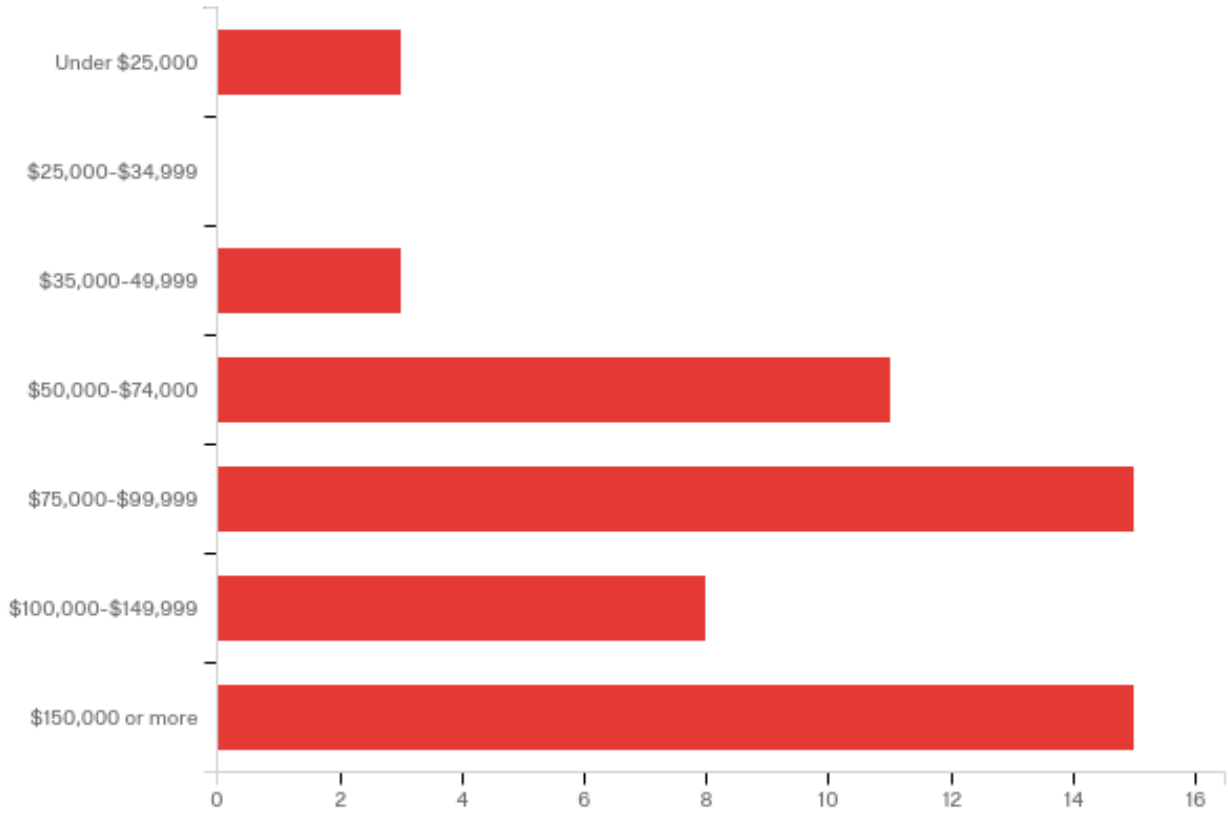
#	Answer	%	Count
1	Caucasian	90.16%	55
2	Hispanic or Latino	1.64%	1
3	Black or African American	1.64%	1
4	Native American	1.64%	1
5	Asian	3.28%	2
6	Other	1.64%	1
	Total	100%	61

Q18 - What is your current marital status?



#	Answer	%	Count
1	Single, never married	12.90%	8
2	Married	77.42%	48
3	Divorced	9.68%	6
4	Separated	0.00%	0
5	Other	0.00%	0
	Total	100%	62

Q19 - What is your household income?



#	Answer	%	Count
1	Under \$25,000	5.45%	3
2	\$25,000-\$34,999	0.00%	0
3	\$35,000-49,999	5.45%	3
4	\$50,000-\$74,000	20.00%	11
5	\$75,000-\$99,999	27.27%	15
6	\$100,000-\$149,999	14.55%	8
7	\$150,000 or more	27.27%	15
	Total	100%	55

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