

## Constant Contact Survey Results

1. Which one of the following best describes you? Select all that apply.

	Number of Response(s)	Response Ratio
BID Commercial or Mixed Use Property Owner	12	4.5%
BID Business Owner (and I own my property)	24	9.0%
BID Business Owner (and I lease my space)	22	8.2%
BID Resident (House)	16	6.0%
BID Resident (Condo/Townhouse)	6	2.2%
BID Resident (Rental)	5	1.8%
I work in the BID	104	39.0%
I visit the BID for arts and cultural events	149	56.0%
None of the above	11	4.1%
Other	48	18.0%
<b>Total</b>	<b>266</b>	<b>100%</b>

2. Which best describes your affiliation with the Downtown Mobile Alliance? Select all that apply.

	Number of Response(s)	Response Ratio
BID Property Owner	45	16.9%
Alliance Business Member	46	17.2%
Main Street Mobile Donor	17	6.3%
Employee of a BID Property Owner	30	11.2%
Employee of an Alliance Member	44	16.5%
None of the above	91	34.2%

Other	35	13.1%
<b>Total</b>	<b>266</b>	<b>100%</b>

### 3. What do you like most about Downtown Mobile?

248 Response(s)

- Restaurants and dining options (43)
- The Entertainment District and venues (42)
- Historic buildings and the architecture (41)
- The walkability (40)
- Landscaping, specifically the flowers (32)
- The parks and squares (29)
- The history (23)
- Vibrancy (22)
- Charm and character (21)
- The Arts and the Arts District (21)
- The many improvements (17)
- Building renovations and redevelopment (17)
- Family/Community feeling (15)
- Convenience (15)
- Local businesses (13)
- Growth (13)
- Cleanliness (12)
- Waterfront (11)
- Potential (11)
- Hotels (11)
- Activity (10)
- Diversity (10)
- Safety (8)
- Culture (7)
- Beauty (7)
- Museums (5)
- The Cruise Terminal (3)

Convenience to the Interstate (3)

Mardi Gras (2)

#### 4. What do you like the least about Downtown Mobile?

248 Response(s)

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Parking (66)

Vacant and unappealing buildings (41)

Lack of retail (32)

Panhandlers/Homeless (32)

Trash cans/smell (11)

Safety concerns (12)

No grocery store (11)

Sidewalks (10)

Lack of affordable housing (9)

Noise (9)

Lack of nighttime events (8)

Unclean/litter (7)

Crime and drug interactions (7)

Undesired change amongst property owners  
(6)

Cheap nightclubs/bars (6)

Lack of public transportation i.e. Moda! (6)

Lack of dining options(6)

Lack of residential services (6)

Lack of activity (4)

One way streets (4)

Unused waterfront (3)

Police/911 (3)

Block off streets during weekends (3)

Negative publicity (3)

15th Place/Labor Finders (3)

Slow change (3)

inactivity (3)

Inadequate taxi service (2)

Not enough of a skyline (2)  
Under 21 bars and clubs (2)  
Against plan for new 1-10 bridge (2)  
Club memberships (2)  
City council (2)  
Underdeveloped (2)  
New city hall (2)  
Type of people found here on weekends (2)  
Slow traffic signals (2)  
No kid friendly attractions (2)  
Empty lots (2)  
Dead area between Cathedral Sqare and  
Wintzell's (2)  
The heat (2)  
Feral Cats  
Governement Street  
Poor Directional signs  
Mardi Gras  
Poor street lighting  
Inconsistent retail hours  
Overall appearance  
No 30+ nightlife  
Sidesteets  
No sports areas  
Rush hours traffic near tunnels  
Tatoos  
BID fee is too expensive  
Dirty windows/store fronts  
Overhead utility lines  
Lack of greenspace  
Lack of non-smoking venues  
Speeding cars  
Coal dust in the air  
The cheap furniture stores  
Not eco-friendly/green

**5. How would you describe your most recent visit to Downtown Mobile?**

	<b>Number of Response(s)</b>	<b>Response Ratio</b>
Downtown Mobile exceeded my expectations!	92	34.5%
You have a lot of work to do.	39	14.6%
Neither	105	39.4%
No Responses	30	11.2%
<b>Total</b>	<b>266</b>	<b>100%</b>
155 Comment(s)		

**6. Referring to the map above, which statement best describes your perception of the cleanliness of the Business Improvement District?**

	<b>Number of Response(s)</b>	<b>Response Ratio</b>
The BID is cleaner than it was 4 years ago	238	89.4%
The BID is the same as it was 4 years ago	12	4.5%
The BID is dirtier than it was 4 years ago	0	0.0%
No opinion	10	3.7%
No Responses	6	2.2%
<b>Total</b>	<b>266</b>	<b>100%</b>
71 Comment(s)		

**7. Which statement best describes how comfortable you are in the Business Improvement District? Select all that apply.**

	Number of Response(s)	Response Ratio
I am more comfortable in the District during the day (7 a.m. to 7 p.m.) than I	157	59.0%
I am more comfortable in the District at night (7 p.m. to 7 a.m.) than I was 4	137	51.5%
I am less comfortable in the District during the day (7 a.m. to 7 p.m.) than I	0	0.0%
I am less comfortable in the District at night (7 p.m. to 7 a.m.) than I was 4	10	3.7%
My comfort level in the District during the day has not changed	67	25.1%
My comfort level in the District at night has not changed	57	21.4%
No opinion	11	4.1%
<b>Total</b>	266	100%
55 Comment(s)		

### 8. In order of importance, what are the three most important issues facing Downtown Mobile?

238 Response(s)

- Parking (62)
- Retail (56)
- Economic growth (46)
- Property restoration and appearance (36)
- Residential growth (38)
- Public Relations/Perception (33)
- Safety (32)
- No grocery store (25)
- Homelessness (24)
- Vacant buildings and empty lots (16)
- Lack of events (16)
- Noise (14)
- Uncleanliness (13)
- Affordable housing (13)
- Crime (12)
- Residential services (11)
- Taffic (9)

- Bar crowds (9)
- Unused waterfront access (8)
- More restaurants (8)
- No I-10 bridge project (8)
- Transportation (8)
- Family oriented places (7)
- Preservation of character (6)
- Sidewalks (6)
- Parks (5)
- Inactivity (5)
- Signage (4)
- Lack of police presence (3)
- Support for bars/entertainment (3)
- Unsafe pedestrian crossing (2)
- Restoration of Barton Academy (2)
- Inadequate school system (2)
- Lack of funding (2)
- The empty area between Cathedral Square and Wintzell's
- Disengaged property owners
- Crowds during Mardi Gras
- Block off Dauphin Street on weekends
- Inadequate taxi service
- Coal dust in the air
- More hotels
- No sports complexes

**9. What are the reasons that you frequent Downtown Mobile? Select all that apply.**

	Number of Response(s)	Response Ratio
Arts/Culture	226	84.9%
Dining/Food	224	84.2%

Financial Services	66	24.8%
Fitness	40	15.0%
Health/Beauty	15	5.6%
Hotel/Lodging	38	14.2%
Nightlife/Bars	119	44.7%
Shopping	28	10.5%
Special Events	196	73.6%
I do business in Downtown Mobile	99	37.2%
I work in Downtown Mobile	145	54.5%
I live in Downtown Mobile	36	13.5%
I worship in Downtown Mobile	48	18.0%
Other	19	7.1%
<b>Total</b>	<b>266</b>	<b>100%</b>

#### 10. What pharmacy do you use most often?

	Number of Response(s)	Response Ratio
CVS	94	35.3%
RiteAid	28	10.5%
Walgreens	85	31.9%
Target	14	5.2%
Wal-Mart	15	5.6%
On-line retailer	2	<1%
Other	23	8.6%
No Responses	5	1.8%
<b>Total</b>	<b>266</b>	<b>100%</b>



### 11. Which grocery store do you use most often?

	Number of Response(s)	Response Ratio
Save-A-Lot	5	1.8%
Winn Dixie	73	27.4%
Food World	27	10.1%
Bruno's	42	15.7%
Publix	10	3.7%
Greer's	3	1.1%
Sam's Club	4	1.5%
Wal-Mart	47	17.6%
Target	7	2.6%
The Fresh Market	35	13.1%
Other	10	3.7%
No Responses	3	1.1%
<b>Total</b>	<b>266</b>	<b>100%</b>

### 12. What other services or retail options would you like to see in Downtown Mobile?

220 Response(s)

Grocery store (67)

Dry Cleaner/Laundry service (23)

Women's clothing (20)

Flower shop (9)

Drug store (18)

Department Store (13)

Clothing store (13)

Gift shop (13)

Whole Foods (10)  
Deli (7)  
Antiques (7)  
Boutique (7)  
A fresh market (7)  
The Fresh Market (6)  
Nail salon (6)  
Coffee houses (6)  
Men's clothing (6)  
Hardware store (6)  
Book store / magazine store (5)  
Specialty food store (5)  
Shoe store (5)  
Movie Theater (4)  
Make-up/beauty store/Sephora (5)  
Pet store (4)  
Stationary (4)  
Fresh fruit & vegetable stand (4)  
The Gap (4)  
Restaurants (4)  
Car wash (3)  
Old fashioned drugstore & soda fountain (3)  
Home furnishings (3)  
Macy's (3)  
Health food/organic store (3)  
Bakery (3)  
Outdoors shop (2)  
Wine shop (2)  
Gas station (2)  
Furniture store (2)  
Car shop (2)  
Gym (2)  
Childrens clothing (2)  
Dollar store (2)  
Electronics store (2)  
Record/music store (2)  
Nordstrom's (2)

Sacks 5th Ave. (2)  
Ann Taylor (2)  
Trader Joes (2)  
Downtown mall (2)  
J.Crew (2)  
Vintage clothing (3)  
Moon Pie store (2)  
Gourmet and Wine Food stores (2)  
High end art galleries (2)  
Jewelry Store (2)  
Convenience Store (2)  
Arcade (2)  
Target  
Outlet mall  
Barnes and Noble  
Bebo's  
Not a Wal-Mart  
TJ Maxx  
Catholic Book Store  
Chess/Cigar shop  
Brown Eyed Girl  
Toy store  
Fast food  
Walgreen's  
Chiropractor  
Nike store  
Bloomingdale's  
Jos.A.Bank  
Street vendor  
Polo  
Banana Republic  
Old Navy  
Anthropologie  
Alabama Outdoors  
Vet  
Family friendly establishments  
Costume jewelry

Athletic wear  
Panera Bread  
Marshall's  
Steinmart  
Bowling Alley  
Thrift Store  
Wal-Mart  
Monogramming shop  
World Market  
Plus size womens clothing  
AT&T Cell phone store  
Bridal Registry  
Office Supplies  
No major drug store  
IKEA  
Tuxedo Shop  
Barney's  
Fry's Electronics  
Wendy's  
Publix  
Shoe Station  
Starbucks  
Liquor/wine store  
Upscale lounge/wine/piano bar  
Jimmy Lowe's  
Mobile Souvenir Shop  
T-shirt shop  
Shoe shine stand  
Tailor  
Amusement Park  
Costco  
Upscale lounge/wine/piano bar  
Jimmy Lowe's  
Mobile Souvenir Shop  
T-shirt shop  
Shoe shine stand  
Tailor

Amusement Park  
Costco

### 13. What dining options would you like to see in Downtown Mobile that do not exist currently?

199 Response(s)

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Chinese (15)  
Italian (13)  
Mexican (10)  
Seafood (10)  
Ethnic (10)  
Healthy/Organic/Vegitarian (10)  
True deli (7)  
Steakhouse (7)  
Indian (7)  
BBQ (6)  
Sunday dining options (6)  
Outdoor dining (6)  
Breakfast (5)  
French (5)  
Better dining hours (5)  
P.F.Changs (5)  
Greek (5)  
Fine dining (4)  
Salad & fresh veggies (4)  
Waffle House (3)  
Cuban (3)  
Middle Eastern (3)  
Chick-Fil-A (2)  
Fast food (3)  
Hamburgers (3)  
A diner (3)  
Cajun/Creole (3)

Family dining (3)  
Coffee (2)  
Upscale like NoJa (2)  
Food court (2)  
Vietnamese (2)  
Little Kitchen (2)  
Ruby Tuesday (2)  
Take out only (2)  
Ethiopian (2)  
TGIFriday's (2)  
Bodegas (2)  
Trendy eateries (2)  
Japanese (2)  
Roly Poly (2)  
Osman's  
Zoe's Kitchen  
Healthy fast food  
Applebees  
Smith & Wollensky  
Firehouse Subs  
Pita Pit  
Felafel  
House of Bread  
Casual  
Wine shop  
Lebanese  
Highland Grill  
Hot + Hot Fish Club  
Downtown club (i.e. Bienville)  
Cereal Bar  
Pizza by the slice  
Tapas  
Tex-Mex  
Taco Bell  
Chipotle  
Red Robin  
Bonefish

Cafeteria  
 J.Alexander's  
 Houston's  
 Flemings  
 Jimmy John's  
 Olive Garden  
 Wine Loft  
 Sports bar  
 Moe's  
 Camille's  
 Brio  
 Malaysian  
 Au Bon Pain  
 Pappadeauz Seafood Kitchen  
 Mosquite Charlies  
 Justin's  
 Cheesecake Factory  
 Foosackly's  
 Sweet Tomatoes  
 Atlanta Bread Co.  
 Panera Bread  
 Wendy's  
 Ruths Chris  
 Dew Drop Inn  
 Street vendors

**14. Please rate the importance of the following Downtown Mobile Alliance programmatic areas:**

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	<b>A great program</b>	<b>A pretty good program</b>	<b>Don't waste your time</b>	<b>Who knows?</b>
Flower Plantings	205 78%	53 20%	1 0%	3 1%
Litter Collection and reporting of maintenance	210	47	1	0

issues	81%	18%	0%	0%
Marketing and Communications (including newsletters)	139 55%	104 41%	3 1%	9 4%
Motorist Aid/BID Hotline (251-327-SAFE)	122 48%	77 30%	21 8%	36 14%
Streetscapes and Public Improvement	188 72%	64 25%	1 0%	8 3%
Economic Development and Research	143 56%	83 32%	8 3%	22 9%
Removal of spills, accidents, animal waste	150 58%	88 34%	4 2%	16 6%
Advocacy for BID area concerns	139 54%	84 33%	6 2%	28 11%
Crew of Regents Hospitality Team	117 46%	82 32%	15 6%	43 17%
53 Comment(s)				

**15. If you have contacted the Downtown Mobile Alliance office directly (via email, mail or phone), have you been satisfied with the response to your concerns or requests?**

	Number of Response(s)	Response Ratio
Yes (please specify)	139	52.2%
No (please specify)	19	7.1%
No Responses	108	40.6%
<b>Total</b>	<b>266</b>	<b>100%</b>
97 Comment(s)		



**16. Generally speaking, what is your opinion of the job that the Downtown Mobile Alliance is doing?**

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	<b>Terrific</b>	<b>Adequate</b>	<b>Insufficient</b>	<b>Horrible</b>	<b>I have no opinion</b>
	190	61	4	0	9
	72%	23%	2%	0%	3%

48 Comment(s)

**17. Are you familiar with the Downtown BID's Crewe of Regents program, which provides BID-uniformed officers who patrol the district 7 days a week responding to emergencies, addressing quality of life concerns and acting as neighborhood ambassadors?**

	<b>Number of Response(s)</b>	<b>Response Ratio</b>
Yes	169	63.5%
No	91	34.2%
No Responses	6	2.2%
<b>Total</b>	<b>266</b>	<b>100%</b>

52 Comment(s)

**18. Are you familiar with the Downtown BID's Crewe of Stewards program, which provides sidewalk sweeping, graffiti removal, planting, and other street level services in Downtown Mobile 7 days per week?**

	<b>Number of Response(s)</b>	<b>Response Ratio</b>
Yes	192	72.1%

No	71	26.6%
No Responses	3	1.1%
<b>Total</b>	266	100%
56 Comment(s)		

**19. How would you rate the impact of the programs on the District?**

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Downtown is better than ever	Downtown is getting better	Downtown has a way to go	Get me out of here	I don't have an opinion
	91	153	9	0	9
	35%	58%	3%	0%	3%

24 Comment(s)

**20. Are there any areas of the BID that you feel have litter, standing water, graffiti or other sanitation related issues?**

	Number of Response(s)	Response Ratio
No	140	52.6%
Yes (please specify)	67	25.1%
No Responses	59	22.1%
<b>Total</b>	266	100%

84 Comment(s)

## 21. If any, what quality of life or hospitality issues should the Regents Program be addressing?

79 Response(s)

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Homeless/Panhandlers (9)

Friendliness of both Regents and Stewards-  
interact more (6)

Noise (4)

Parking (3)

Publicize the program (3)

More evening activities (3)

Safety (2)

Low cost apartments (2)

Loitering

Alert when sidewalks are dangerous to walk  
on and get them fixed

Cleanliness INSIDE the bars, restaurants,  
shops, etc.

Underage drinking

Go to areas where beggars are

Sidewalks

Safety on side streets

Bike paths and walking trails

Garbage cans

Christmas decorations need to be organized

Destruction of private buildings by homeless

Flooded streets

Perception of Downtown

Repaving streets/parking lots

Incorporate waterfront

Public garbage cans which get emptied on a  
regular basis

Expand area of coverage

Public restrooms  
 Patrol 15 Place  
 Information kiosk  
 Make uniforms more noticeable

Send them to destination training at the CVB  
 I don't know about them  
 Street banners needed  
 Maintain deserted buildings  
 Repaving of streets in downtown  
 Help to mix nightlife with the residents  
 Vandalism  
 Wear shorts during the summer

**22. Please rate the importance of the following potential District improvement projects:**

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	<b>This matters to me a lot</b>	<b>This is worth doing</b>	<b>Who cares?</b>	<b>I have no idea</b>
Awning and balcony enhancement	78 31%	154 61%	14 6%	8 3%
Custom paving/pedestrian crosswalk improvements	106 41%	126 49%	16 6%	8 3%
Historic signage, wayfinding and street signs	138 54%	110 43%	5 2%	2 1%
Bienville Square improvements and event planning	150 58%	102 40%	4 2%	2 1%
Parking lot improvement guidelines	159 62%	83 32%	7 3%	8 3%
Street lights (beyond Dauphin St.)	144 57%	94 37%	9 4%	7 3%
Banners promoting Downtown	76 30%	119 48%	40 16%	15 6%
Trees, tree pit plantings	145	106	5	4

Trees, tree pit plantings	56%	41%	2%	2%
Flower baskets	140	99	12	3
	55%	39%	5%	1%
Design guidelines throughout all of Downtown	131	98	12	14
	51%	38%	5%	5%
44 Comment(s)				

23. We periodically receive complaints about the following items. What are the 4 most important items on the list below? Please select only 4.

	Number of Response(s)	Response Ratio
Business garbage containers on the sidewalk	157	59.0%
Caulking and grout failures in sidewalks	51	19.1%
Noise from motorcycles, cars, buses, etc.	33	12.4%
Noise from activities in parks	1	<1%
Noise from bars and live music halls	41	15.4%
Condition of private parking lots	138	51.8%
Condition of buildings	175	65.7%
Street lights not working	85	31.9%
Broken or deteriorating sidewalks	179	67.2%
Lack of handicap ramps	31	11.6%
Inadequate moda! service	65	24.4%
<b>Total</b>	<b>266</b>	<b>100%</b>

24. With which of the Downtown Mobile Alliance's marketing and communications efforts are you familiar? Select all the apply.

	Number of Response(s)	Response Ratio
Website (downtownmobile.org)	211	79.3%
Dauphin Street Self-Guided Walking Tour	127	47.7%
Living Downtown: The Tour	129	48.4%
Main Street Mobile Awards	125	46.9%
Custom Trash Receptacles	72	27.0%
"Limited Time Only" (Retail Recruitment Publication)	11	4.1%
"LoDa Dining and Shopping Guide"	186	69.9%
"Downtown Details" (Electronic Monthly Newsletter)	143	53.7%
"Downtown Alliance News" (Printed Newsletter)	165	62.0%
Breakfast Briefings	130	48.8%
Mayor's Breakfast	138	51.8%
"Major Investment Report"	32	12.0%
Annual Meeting	89	33.4%
Other	5	1.8%
<b>Total</b>	<b>266</b>	<b>100%</b>

**25. How would you rate the Downtown Mobile Alliance's marketing and communication efforts?**

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	Significant	Acceptable	Weak	Lacking greatly	I don't have an opinion
	122	105	23	2	10
	47%	40%	9%	1%	4%

25 Comment(s)

**26. If you have ever participated in the Alliance's Living Downtown: The Tour, how would you describe your experience?**

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	<b>I had a great time</b>	<b>I won't be back</b>	<b>I have not taken the tour</b>
	72	0	165
	30%	0%	70%

31 Comment(s)

**27. How did you find out about the Living Tour? Select all that apply.**

	<b>Number of Response(s)</b>	<b>Response Ratio</b>
"Downtown Details" (electronic newsletter)	73	27.4%
Downtown Mobile Alliance website	35	13.1%
"Press-Register"	43	16.1%
"Lagniappe"	48	18.0%
Flyer/Brochure	29	10.9%
Radio	5	1.8%
Other	39	14.6%
<b>Total</b>	<b>266</b>	<b>100%</b>

**28. So that the Downtown Mobile Alliance may plan for future programs and events, what subjects would you like to know more about? Limit to 4.**

	Number of Response(s)	Response Ratio
Health and Wellbeing/Fitness	50	18.7%
Health Insurance/Benefits	7	2.6%
Finance	10	3.7%
Real Estate and Neighborhood Development	142	53.3%
Doing Business in Downtown Mobile	100	37.5%
Marketing	46	17.2%
Business Development	97	36.4%
Arts and Culture	162	60.9%
Green Development	134	50.3%
Customer Service	36	13.5%
Economic and Development Trends	109	40.9%
Other	4	1.5%
<b>Total</b>	<b>266</b>	<b>100%</b>

**29. How often do you visit the Downtown Mobile Alliance's website ([www.downtownmobile.org](http://www.downtownmobile.org))?**

	Number of Response(s)	Response Ratio
Daily	2	<1%
Weekly	45	16.9%
Monthly	128	48.1%
Yearly	36	13.5%
I have never visited downtownmobile.org	42	15.7%
No Responses	13	4.8%
<b>Total</b>	<b>266</b>	<b>100%</b>



30. For what purpose do you/did you visit the Downtown Mobile Alliance's website? Select all that apply.

	Number of Response(s)	Response Ratio
Information about the Downtown Mobile Alliance	88	33.0%
Information about local government	17	6.3%
Information about news and events	134	50.3%
Information about Downtown Mobile	118	44.3%
Information about local businesses and services	65	24.4%
Information about Real Estate	52	19.5%
Other	8	3.0%
<b>Total</b>	<b>266</b>	<b>100%</b>

31. If you have a copy of the LoDa Shopping and Dining Guide, where did you obtain it?

	Number of Response(s)	Response Ratio
A Regent	3	1.1%
Downtown business	98	36.8%
Called or e-mailed the Alliance	5	1.8%
Mobile Visitor's Bureau	15	5.6%
Downloaded it from the Downtown Mobile Alliance website	8	3.0%
I do not have a copy of the "LoDa Shopping and Dining Guide"	69	25.9%
Other	21	7.8%
<b>Total</b>	<b>266</b>	<b>100%</b>

**32. Which section or sections of the Downtown Details e-newsletter do you find most useful/interesting? Select all that apply.**

	Number of Response(s)	Response Ratio
Development Buzz	138	51.8%
Retail Happenings	104	39.0%
Upcoming Events	149	56.0%
Other	8	3.0%
<b>Total</b>	<b>266</b>	<b>100%</b>

**33. On what subjects would you like to receive more specific or targeted newsletters or announcements? Select all that apply.**

	Number of Response(s)	Response Ratio
Shopping	99	37.2%
Food/Dining	135	50.7%
History	106	39.8%
Events	171	64.2%
Offers	49	18.4%
Emergency Information	34	12.7%
I do not wish to receive specific or targeted newsletters or announcements	19	7.1%
Other	11	4.1%
<b>Total</b>	<b>266</b>	<b>100%</b>