

## Summary Report - Aug 21, 2013

Survey: Downtown Enid Consumer Survey

### 1. When do you usually go non-grocery shopping?

	Morning	Afternoon	Evening	Responses
Monday - Friday	20.7% 23	36.0% 40	43.2% 48	111
Saturday	23.0% 23	62.0% 62	15.0% 15	100
Sunday	7.1% 5	72.9% 51	20.0% 14	70

### 2. How often do you shop at the following locations for non-groceries?

	Daily 2-4 times per week	Once per week	Once per month	Few times per year	Never	Responses	
Downtown Enid	1.4% 2	2.7% 4	22.6% 33	28.8% 42	27.4% 40	17.1% 25	146
Sunset Plaza (where Ross is)	0.0% 0	10.7% 16	26.8% 40	37.6% 56	21.5% 32	3.4% 5	149
Willow Plaza (where Jumbo Foods is)	1.3% 2	8.0% 12	18.7% 28	18.7% 28	28.7% 43	24.7% 37	150
Heritage Hills (where Katy's Pantry is)	0.0% 0	1.4% 2	5.5% 8	19.2% 28	28.8% 42	45.2% 66	146
Oakwood Mall	0.0% 0	3.3% 5	12.0% 18	34.0% 51	42.0% 63	8.7% 13	150
Other	8.0% 8	18.0% 18	29.0% 29	20.0% 20	20.0% 20	5.0% 5	100

### 3. Why do you shop at these locations?

	Selection	Prices	Location	Parking	Customer Service	Atmosphere	I don't	Responses
Downtown Enid	22.8% 33	1.4% 2	17.9% 26	0.0% 0	8.3% 12	30.3% 44	19.3% 28	145
Sunset Plaza (where Ross is)	42.3% 66	29.5% 46	14.1% 22	5.8% 9	2.6% 4	0.0% 0	5.8% 9	156
Willow Plaza (where Jumbo Foods is)	37.8% 56	4.1% 6	21.6% 32	2.0% 3	4.7% 7	2.0% 3	27.7% 41	148
Heritage Hills (where Katy's Pantry is)	26.8% 38	2.8% 4	11.3% 16	0.7% 1	4.9% 7	3.5% 5	50.0% 71	142
Oakwood Mall	53.7% 79	6.8% 10	16.3% 24	4.1% 6	2.7% 4	2.0% 3	14.3% 21	147
Other	33.3% 29	29.9% 26	5.7% 5	3.4% 3	8.0% 7	0.0% 0	19.5% 17	87

### 4. How often do you dine out anywhere in Enid in these price ranges?

	Daily	Few times/week	Once/week	Once/month	Almost never	Responses
Less than \$5 per person	9.1% 11	33.9% 41	25.6% 31	9.9% 12	21.5% 26	121
\$5-10 per person	6.9% 10	25.7% 37	42.4% 61	20.1% 29	4.9% 7	144
\$10-15 per person	1.4% 5	14.1% 18	31.7% 41	40.1% 51	12.7% 17	142

\$10-15 per person	2	20	45	57	18	
\$15+ per person	0.7%	7.5%	11.2%	33.6%	47.0%	134
	1	10	15	45	63	

### 5. What restaurants would you like to see open in Enid?

Count	Response
1	Olive garden, chick fil a,
1	A better Italian restaurant, Red Lobster
1	A good steakhouse
1	An Olive Garden A Red Lobster Panera Bread
1	Anything seafood (with crabs and shrimp) or a good steak house
1	BJ Brehouse, Panera Bread, Olive Garden, NO MORE MEXICAN restaurants
1	BJ's Crab Town Olive Garden Ted's
1	Ben & Jerry's Steak House Cool Greens
1	Bend Rim Burgers Olive Garden
1	Carrabbas. Gourmet pizza and sushi bar
1	Charlestons Olive Garden
1	Charlestons, Olive Garden, Texas Roadhouse, Abuelos, TGI Friday, Chipotle(favorite)
1	Cheddars, Thai food
1	Cheesecake Factory, Panera Bread, Olive Garden, Cheddars
1	Chipotle Panera Bread McAlister's Deli Panda Express Red Robbin
1	Chipotle, Olive Garden, noodles and company, panera
1	Dairy Queen, true steak place
1	Good ones! No more subs/sandwich, Mexican, Chinese. Need a good steak place.
1	I would like to see a larger selection and a variety of restaurants and I don't care which.
1	Mcalesters deli, texas roadhouse, fazolis, red robin
1	Mediterranean
1	Mediterranean with good hummus and fatoush salads
1	More locally owned, non-chain
1	More popular cuisines like Thai & Indian.
1	N/A
1	No more fast food
1	Non chain restaurants with high quality, healthy and delicious food.
1	Not a cafe but we need a food coop
7	Olive Garden
1	Olive Garden A Bakery
1	Olive Garden Macaroni grill Panera Bread Greek House
1	Olive Garden Steak House Fazoli's Panera Bread
1	Olive Garden Texas Roadhouse Johnny carinos Pearls
1	Olive Garden Texas Roadhouse Red Lobster
1	Olive Garden Gingius Grill.
1	Olive Garden! Texas Roadhouse!
1	Olive Garden, Cracker Barrel, good steak
1	Olive Garden, Joe's Crabshack, Mongolian Grill, ANY type of Indian food please!
1	Olive Garden, Red Lobster
1	Olive Garden, Texas Roadhouse
1	Olive Garden, Texas Roadhouse , hooters

1	Olive Garden, Texas Roadhouse, Schlotzsky's
1	Olive Garden, a good steak house
1	Olive Garden, or more Italian
1	Olive Garden, panera bread, hideaway pizza.
1	Olive Garden/ Red Lobster/Texas Roadhouse/ perkins
1	Olive garden sea food restaurant
1	Olive garden and texas roadhouse
1	Olive garden red lobster more down home cooking
1	Olive garden, crabshack kind,jack n the box, sushi
1	Outback Red Lobster Ruby Tuesday
1	P.F. Chengs, Red Lobster or Outback
1	Panarabread, Hidaway Pizza, Texas Roadhouse. ANYTHING except another Mexican restaurant!!!
1	Panda King, Texas Roadhouse, Red Robin, Smashburger, Schlitzkys, Firehouse Subs
1	Panders Bread Chipotle Panda Express
1	Panders Bread, Texas Roadhouse, Olive Garden
1	Panera Bread
1	Panera Bread
1	Panera Bread
1	Panera Bread, Cheddar, Buccadio
1	Panera Bread, Sushi Go-Go
1	Panera bread Olive garden
1	Panera's Bread Emporium Olive Garden Red Lobster
1	Panera, Great Harvest, Qdoba
1	Qdoba, The Wedge (local pizza place in okc), Hideaway
1	Red Lobster 5 Guys Burger
1	Red Lobster Olive Garden
1	Red Lobster, Texas Roadhouse, Weinschnitzel
1	Red lobster
1	Red lobster or Joes Crab Shack, Olive Garden, and Texas Roadhouse
1	Red lobster, Texas roadhouse
1	Restaurants with eclectic selections and all house made. Also with healthy options.
1	Some kind of steakhouse
1	T.G.I.F Friday's, Zio's Italian Kitchen or Joe's Crab Shack
1	Ted's, Olive Garden ,Texas Roadhouse, Panera Bread
1	Texas Road House Olive Garden Chipotle Panera Bread
1	Texas Road House Pei Wei Olive Garden
1	Texas Roadhouse
1	Texas Roadhouse Panera Bread Charleston's Hideaway Pizza Olive Garden
1	Texas Roadhouse, Olive Garden
1	Texas Roadhouse, Outback Steakhouse, Olive Garden, Chipotle
1	Texas Roadhouse, PeiWei, Hideaway, Jack in the Box, Fuzzy's
1	Texas Roadhouse, seafood, not Mexican or Chinese. Something different than what we already have.
1	Thai, Indian, Skyline Chili
1	Thai, Mediterranean, green/organic, locally grown food
1	Thai, Vietnamese, Really good steak,
1	Vegetarian, German
1	Zios, olive garden, texas roadhouse, five guys burgers
1	a good family diner, no more chain restaurants (we have enough), original and locally owned

1	any ethnic other than mexican
1	chipotle
1	chipotle
1	fazzolis
1	good seafood restaurant
1	not more fast food
1	olive garden, red lobster, red robin
1	outback olive garden macaroni grill
1	panera bread popeyes
1	red lobster
1	red lobster steakhouse
1	red lobster, hidaway
1	red lobster, texas roadhouse, outback steakhouse, joes crabshack
1	some place that serves a vegetable plate
1	steak house
1	steakhouse
1	texas roadhouse
1	would love Zio's - the main problem with restaurants in Enid is the quality of the employees. Unfortunately there are not enough good people to fill these spots. I think that is the main reason Red Lobster went out. But hopefully things have changed.
1	A real cafe using fresh ingredients- not all fried. Thai food Sit down gourmet pizza Noodles resturant
1	Ted's Escondito, Santa Fe Cattle Company, Olive Garden, Red Lobster, Red Robin, Cheesecake Factory, Eskimo Joe's Annex Restaurant, Quidoba, Texas Road House
1	Something besides sandwich/burger shops, pizza, Mexican, Chinese. We have a lot of these. Enid needs more variety.
1	New style Schlotzskys, Texas Roadhouse, Panera Bread, Chipotle, in a dream world...Ted's Escondido
1	Louie's Bar & Grill Old School Bagel Charlestons Pei Wei Asian Diner Panera Bread Fuzzy's Taco Shop
1	a german restaurant seafood (not red lobster) a Johnny Carino's Olive Garden NO MORE MEXICAN please!!! maybe a really good steak house
1	any restaurant that makes their food fresh. Not from frozen or processed meet..ex: Napolis sauce is jar and pasta is frozen. Salad is bagged. If I go out to spend money...I want my moneys worth.
1	Any ethnic restaurant other than mexican. Something like a small Thai or Indian restaurant would be awesome! Also, a restaurant that serves great salads (no iceberg!) and soups (homemade only) with a couple of daily main dishes--all fresh, no processed. )
1	some kind of moderately priced buffet restraurant, to compete with golden corral. more breakfast places would be lovely.
1	Would like to see an authentic Thai or Vietnamese restaurant. Soul food would also be nice, as well as fresh seafood.
1	Something Mediterranean/Greek/Middle Eastern, Thai, Vietnamese, German...some other ethnicities other than Mexican and Chinese!
1	Texas Roadhouse, Logan's Roadhouse, Red Lobster, On the Border, Jalapeno Tree, Panera Bread, Pei Wei, Whataburger, Cracker Barrel, Olive Garden, Johnny Carino's, Freebird's World Burrito, Bullritos

## 6. How often do you visit Downtown Enid?

	Daily	2-4 times per week	Once per week	Once per month	Few times per year	Never	Responses
<b>Shopping</b>	<b>3.4%</b> 5	<b>8.1%</b> 12	<b>19.5%</b> 29	<b>26.8%</b> 40	<b>27.5%</b> 41	<b>14.8%</b> 22	<b>149</b>
<b>Dining</b>	<b>3.8%</b> 6	<b>10.9%</b> 17	<b>21.2%</b> 33	<b>26.3%</b> 41	<b>28.8%</b> 45	<b>9.0%</b> 14	<b>156</b>
<b>Errands</b>	<b>9.3%</b> 14	<b>13.2%</b> 20	<b>19.9%</b> 30	<b>20.5%</b> 31	<b>15.2%</b> 23	<b>21.9%</b> 33	<b>151</b>
<b>Professional Services</b>	<b>6.7%</b>	<b>6.0%</b>	<b>8.0%</b>	<b>20.0%</b>	<b>28.7%</b>	<b>30.7%</b>	<b>150</b>

Professional Services	10	9	12	30	43	46	---
<b>Entertainment</b>	<b>2.0%</b> 3	<b>4.0%</b> 6	<b>13.2%</b> 20	<b>30.5%</b> 46	<b>33.1%</b> 50	<b>17.2%</b> 26	<b>151</b>
<b>Special Events</b>	<b>1.3%</b> 2	<b>3.9%</b> 6	<b>11.2%</b> 17	<b>28.9%</b> 44	<b>48.0%</b> 73	<b>6.6%</b> 10	<b>152</b>
<b>Work</b>	<b>27.0%</b> 40	<b>4.7%</b> 7	<b>4.1%</b> 6	<b>4.1%</b> 6	<b>4.7%</b> 7	<b>55.4%</b> 82	<b>148</b>

## 7. When do you usually go Downtown Enid?

	Morning	Afternoon	Evening	Responses
<b>Monday - Friday</b>	<b>32.9%</b> 46	<b>35.0%</b> 49	<b>32.1%</b> 45	<b>140</b>
<b>Saturday</b>	<b>15.4%</b> 16	<b>39.4%</b> 41	<b>45.2%</b> 47	<b>104</b>
<b>Sunday</b>	<b>16.4%</b> 9	<b>63.6%</b> 35	<b>20.0%</b> 11	<b>55</b>

## 8. When you think about downtown, which businesses, buildings, landmarks or activities come to mind?

Count	Response
1	library, first Fridays, furniture stores,
1	580 coffee house felt bird and first friday
1	Ball Park Garcia's
1	Ball Park Scare on the Square First Fridays
1	Bank,library,hairtiques,sidewalkcoffeebar,
1	Boutiques Antiques Small businesses Bed and breakfast Restaurants First Friday's
1	Broadway Tower
1	Broadway Tower, Felt Bird, Gaslight, Events Center
1	Brown-cummings funeral home churches and the square.
1	Callahan's Sidewalk Café Larry's Home Oxygen (due to the obnoxious sign that needs to go)
1	Callahan's On the Sidewalk First Friday Cafe Garcia
1	Callahan's, Felt Bird, Five80, Est 1977, Lola's, Broadway Exchange, Library
1	Callahan's, The Triangle Business Center, the library, the post office
2	Callahans
1	Callahans and Garcia's for food and music. Five80 for coffee and the events center!
1	Classic Club, courthouse lawn
1	Coffee shop, post office, Lola's, JWL, restaurant crawl.
1	Court House Post Office The Sidewalk Cafe Gaslight Theater Merrifields Attorney's offices
1	Courthouse, Cherokee Strip Convention Center
1	Courthouse, First Friday, Callahan's, Library
1	David Allen ballpark, studio 22, pearl junkie, world series, jets baseball
1	Dining, New Events Center,
1	Enid Lights Up the Plains
1	Event Center Broadway Tower Post Office Gaslight Theater
1	Felt Bird
1	Felt Bird, Pearl Junkie, T-Shirt Shop
1	First Friday Baseball games
1	First Friday Garcia's Boomerang Post Office
1	First Friday Library Courthouse

1	First Friday Pink Coconut Tanning Wymer Brownlee Five80 Coffee Soccer World
1	First Friday
1	First Friday, Diner, Gaslight,
1	First Friday, Felt Bird, Broadway Tower
1	First Friday, Library, Cupcakes, Speciality shops, Post office, courthouse
1	First Friday, On the Sidewalk, Panevino, the Nonprofit Center, The Felt Bird, Garfield Furniture
1	First friday, lola's, bike shop
1	Five80 Coffeeshouse Leonardo's Brash & Sassy Library Post Office Court House Lawn
1	Garcia's
1	Garfiel furniture, courthouse, post office
1	Garfield furniture The rock shop parades scare on the square Christmas activities
1	Gaslight Theater, Enid Symphony, Callahan's, On the Sidewalk, Felt Bird, Library.
1	Gaslight, ballpark, triangle insurance, hiland partners
1	I think more about retail.
1	Leonardo's, Park Avenue Thrift, Library
1	Library, 580, Panevino, Sidewalk, Napolis
1	Library, courthouse, stupid post office.
1	Library, post office
1	Lola's, Pearl Junky, Gift Box
1	Lolas, For You, The Boomerang, The theatre, brand name exchange.
1	More professional businesses or small local shops
1	Napolis, David Allen
1	Non profit center, library, First Friday, Cherokee Strip Parade
1	Non-Profit Center, PaneVino, Sidewalk, Gaslight
1	Non-Profit Center, Symphony, Gaslight
1	None
1	Octavio's, napolis, cafe Garcia, ballpark, scare on the square, first friday
1	Pane Vino and cafe on the sidewalk
1	PaneVino, Boomarang
1	Pearl Junkie/callahan's/panevino
1	Post Office and Enid Library
1	Post Office and avoiding all the pot holes in front of it. Callahan's
1	Post Office, Callahan's, Court House, Sidewalk Cafe
1	Post office, court house, Callahans, pane vino, boomerang, Dr. Kraft
1	Restaurants
1	Scheffes Courthouse post office parade
1	Simpsons, dining, shopping, motor cycle shop, love it
1	Soapweed and cactus, the bike shop,post office, panvino
1	Square on the square Lola's Post office Boomerang Napolies
1	The Bike Shop, Boomerang, Courthouse, Library, Post Office, Felt Bird, Convention Hall
1	The Post Office, the Courthouse, Callahans, The Gaslight, and Lola's boutique.
1	The square
1	Tri state Halloween Christmas
1	all the eating places, gaslight theatre
1	ball park
1	bass construction
1	bluejay barbershop
1	broadway tower bike shop library

1	broadway tower, non profit center, 580 coffeehouse, etc. etc.
1	broadway tower, young blood
1	court house, post office, bike shop, theater
1	courthouse lawn activities.
1	eating, boutiques, banking
1	felt bird wheat capitol running
1	five80 coffeehouse lola's boutique callahan's
1	five80 coffeehouse, leonardos, post office, library
1	garfield, panevino, sidewalk
1	library, conference center
1	library, gaslight, newspaper, scrapbook, courthouse
1	lola's, one page at a time, felt bird
1	muncy photography old timez rexell
1	shopping at For you Gaslight First Fridays, Enid lights up the plains
1	sometimes almost never because half the time we don't know about it until it's over.
1	the felt bird & wheat capitol running
1	the felt bird, post office, pearl junkie, 580 coffee, the bike shop
1	the library, lola's boutique, felt bird, event center
1	think you should make floors in post office into apartments
1	trains, library, broadway tower
1	tri state, garcias, library, five coffeehouse
1	wheat capitol Five80 Coffeehouse Felt Bird
1	Personally, I LOVE downtown. I think that you all have done an amazing job promoting it and bringing life back to the downtown area and I thank you.
1	Post Office, Continental Towers, First National, Broadway Tower, DAMB, Courthouse, Non-Profit Center, Event Center, Leonardos, Panevino, Turpin Tunes, Callahans, Octavios, Parades
1	First Friday, Cafe Garcia, statues/art, Simpsons, Event Center and Convention Hall, David Allen Memorial Ball Park.
1	Broadway Tower, Kress Building, Garfield Furniture, Esquire Theater building, Courthouse, Post Office, Library, Event Center/Convention Hall, Tri-State, Cherokee Strip Days
1	Movie Theaters Drug stores with soda fountains Lots of clothes stores, Anthonys, Newmans, etc Christmas shopping around the square with holiday music playing over a loud speaker.
1	Almost dead, no reason to be downtown. The event center is just lip stick on a dying pig, a total waste.
1	Sidewalk café, Panevino, Callahans, Downtown Threads, Post Office. Wish there were classier eating establishments.
1	Court house, Library, Post Office, Park Ave Thrift, Fire/Police Dept, City Hall, Event Center, Scare on the Square, First Friday, Garfield Furniture
1	locally owned small businesses with great customer service...our downtown area is full of these, with a couple of exceptions
1	bike shop, panevinos, ball park, Garcia's, sidewalk café...all of which I can't afford except Garcia's which we frequent several times a month.
1	I think TriState should be back on the square again. Rides and all!!! Growing up in Enid, as a child I thought it was so magical how one day the rides just showed up like out of no where and then by Sunday morning they were gone again and it was like nothing ever happened.
1	The continental tours, Panevino, the Felt Bird, Callahans, post office, courthouse, Scheffes, payday loans and law offices.
1	First Friday Turpin Tunes David Allen Memorial Ballpark Enid Event Center and Convention Hall Sidewalk Cafe Panevino Callahans Napolis 580 Coffee Shop East Maine Bridge Leonardos
1	Gaslight, Ballpark, Event Center, Farmers Market, Library, Courthouse, 580 Coffee, Studio22, Cafe Garcia, Bike Shop, Felt Bird and Callahan's
1	Workplace, Broadway Tower, Callahan's, Felt Bird, Laney's Cupcake, Five80 Coffee House, First Friday, Gaslight Theater, Retro Theater Events, Boomerang, Octavio's Tacoria

1	shopping the way it used to be and I hope it gets that busy again. All that is needed for me to shop downtown more is stores that I want to shop at.
1	Wheat capital running, 580, Lola, boomerang, Annapolis, David Allen, first Friday, just to name a few
1	Main Street Enid, Callahans, The Felt Bird :), ball park, Enid event center, courthouse lawn, gaslight theatre, gazebo, the lion fountain (does it have a name?!), breezeway, first friday, enid lights up the plains, this list can go on and on.

### 9. How would you rate downtown Enid in the following areas?

	Excellent	Good	Fair	Poor	Haven't Noticed	Responses
<b>Variety of goods and services</b>	<b>9.9%</b> 15	<b>37.1%</b> 56	<b>35.1%</b> 53	<b>12.6%</b> 19	<b>5.3%</b> 8	151
<b>Shopping hours</b>	<b>4.7%</b> 7	<b>26.7%</b> 40	<b>44.0%</b> 66	<b>16.0%</b> 24	<b>8.7%</b> 13	150
<b>Customer service</b>	<b>31.1%</b> 47	<b>41.1%</b> 62	<b>13.9%</b> 21	<b>3.3%</b> 5	<b>10.6%</b> 16	151
<b>Attractiveness of the area</b>	<b>28.9%</b> 43	<b>49.0%</b> 73	<b>16.1%</b> 24	<b>4.7%</b> 7	<b>1.3%</b> 2	149
<b>Cleanliness</b>	<b>30.5%</b> 46	<b>53.0%</b> 80	<b>12.6%</b> 19	<b>3.3%</b> 5	<b>0.7%</b> 1	151
<b>Parking availability</b>	<b>15.9%</b> 24	<b>31.1%</b> 47	<b>29.8%</b> 45	<b>21.2%</b> 32	<b>2.0%</b> 3	151
<b>Safety</b>	<b>34.7%</b> 52	<b>46.0%</b> 69	<b>10.0%</b> 15	<b>2.7%</b> 4	<b>6.7%</b> 10	150
<b>Special events</b>	<b>30.0%</b> 45	<b>45.3%</b> 68	<b>18.0%</b> 27	<b>3.3%</b> 5	<b>3.3%</b> 5	150
<b>Sidewalks</b>	<b>27.3%</b> 41	<b>50.0%</b> 75	<b>14.0%</b> 21	<b>6.7%</b> 10	<b>2.0%</b> 3	150
<b>Prices</b>	<b>9.3%</b> 14	<b>47.7%</b> 72	<b>26.5%</b> 40	<b>6.6%</b> 10	<b>9.9%</b> 15	151
<b>Sense of Community</b>	<b>42.7%</b> 64	<b>37.3%</b> 56	<b>14.0%</b> 21	<b>3.3%</b> 5	<b>2.7%</b> 4	150

### 10. Please provide any additional comments to help the Main Street Enid program.

Count	Response
1	beautification is needed, grassy area with benches
1	Better Pedestrian Crossing Better Parking More events like First Friday
1	Bring us Target!!
1	I have seen an increase and am excited at what's going on.
1	I like the vibe and the new event center has really made a big difference.
1	I love getting reminders email. I love the variety of events. I am glad for the new retro theatre
1	It is just great. I love Morning on Main Street. Kelly is doing great.
1	Love what you're doing.
1	My only complaint is the crazy birds and the mess they leave on the sidewalks!!
1	Na
1	Need a small Convenience store, more lunch places.
1	Not happy with voting situation, when people have no voice!
1	Please add more trees an other landscaping around the downtown area.
1	Redo the streets on the north and east side of the post office.
1	Repave the roads and redo Christmas lights.
1	Sidewalks need cleaned up from the birds.



1	The First Friday event seems to be catching on.
1	Your doing great keep it up. Loving my town
1	continue to add as we are now
1	keep growing downtown and grow enid!
1	parking is terrible when you try to crowd so many activities/businesses down there.
1	plenty to do! keep pushing downtown!
1	to me, when I think of downtown,I think expensive
1	we need better ways to get across the streets
1	While I appreciate trying to help downtown, I would also like to see more done on the west side of town. Where I live (by Atwoods) there aren't many playgrounds or things to take my young children to.
1	It would be nice if the individual businesses would take care of the few green areas in front of their building. Love first Fridays with music offered and drinks. If we have to feeding parking meters all the time (especially at night or wkends) or feel like our car will be towed away, going dwntwn will come to a screeching halt.
1	Why are all the parking spots on the south side of the court house reserved for county people. They have a large parking lot one block north of the courthouse at Maple and Grand
1	First friday has made it possible for me to "meet" the business' in downtown. More activities like that one may be able revive downtown.
1	I feel like there is a strong 30's and under crowd that would like more places to eat that are clean and have pride in their establishments. Enid as a whole doesn't seem to have places that the owners have a lot of pride in and keep up a high standard in their establishments.
1	We NEED better restaurants with more variety! Please!! :) Also, the teens need more safe and fun places to go. Maybe a real arcade or Dave and Buster's would be good for teens and adults.
1	Please relax liquor laws and serve on Sundays. We would have better restaurants and would open the possibilities of more events downtown if we would climb out of the dark ages and serve liquor on Sunday.
1	Would love more shopping, and restaurants. I would like to see more shops open on events like First Friday. It seems only some placed support this event.
1	would like to see a movie theater downtown. Would like to see more advertising on things downtown....shops and places to eat. Would like to see more businesses involved in First Friday. I remember when Downtown was open late on Thursdays and we did lots of shopping then. But there are too many speciality stores down town now. That is why I shop mainly in Sunset Plaza...you have a book and music store, a few clothing stores and Hobby Lobby. If we could get a Micheal's store downtown and maybe a Half Price books and a Sprouts market....all of these would bring business into the square instead of out west by the dreaded Wal Mart.
1	love Main Street and everything it represents! keep up the great work. I would love to buy a place downtown.
1	When we moved to Enid we were surprised by the sad level of customer service mostly at restaurants. (in general-compared to OKC area) That's a management issue for the businesses. I don't think there is a big enough employee pool. for the lower wage bracket. LANDSCAPING!!!! Maybe a community water fountain/play feature to draw in families. The library's changes have moved the homeless crowd away from the kids areas, which is nice. My small hometown had a more cohesive city holiday/parade/carnival tradition. Tri state isn't what it once was....there is a need for an event to bring all of Enid together annually. Maybe 4th of July since we have Vance and expend money for fireworks would be a good time. Something with community kids games that isn't for raising money...purpose would be to build Enid personal identification and show off what our community has to offer.
1	Hours of the merchants should improve. Restaurants need to adapt to the events of the event center even if it's not a normal night for them to be open. Specific example, Cafe Garcia to be closed the night of the Gary Allen concert was short-sighted on their part. Especially since they're in a city-owned building. Sunday hours in general would be nice for the retailers and restaurants if downtown wants to be considered a weekend destination.
1	We like the First Friday events and walking downtown. We only wish there were more eating establishments around the square where one could sit and have a drink and converse.
1	I would like to see more restaurants and retail downtown and in the immediate surrounding areas. I would also love to see a large movie theater complex where Stuart Nissan is now.
1	Main Street Enid has done a phenomenal job with revitalizing the downtown area and encouraging business owners to invest in their buildings. I would love to see more businesses remove the facades in order to restore the historic buildings to their former glory.
1	Would love to see more restaurants downtown and consistent business hours. Seems all the cute little shops are closed on certain days and all have different hours.

1	The signage needs regulating. As mentioned previously, the Larry's Home Oxygen sign is great example. This distracts from the quaint and nostalgic feel that the downtown area is starting to feel.
1	We feel like the proverbial" red-headed step children" although we live in Enid city limits. We live on East Market and the road has literally knocked my car out of alignment. We have an 80 acre property within view of the highway, the airport and the Koch plant, yet have awful roads, no city water and no city sewer. Really leaves a sense that we are unimportant because we live on the "wrong side of town".
1	The main thing that deters us from going downtown is usually family events happen during my kids naptime or when they are already in bed so that keeps us away. Not too keen on the parking. Wouldn't mind walking but there isn't a safe way to cross van buren from our house. I think a park close to downtown for the kids would be fantastic too! When we are shopping the kids get antsy so it would be nice to have somewhere to take them to give them a break :)
1	I know it has become dull and I understand why the city doesn't like to keep hearing it but smooth, pot hole free streets do make a difference. You can buy some cool things in down town Enid but not much in the way of economy items and simple purchases such as socks. I would like to see a good candy shop, even an expensive one
1	When I think of Downtown Enid, I think of small home-owned businesses. I wouldnt necessarily shop at any of these places, other than window shop, because of the prices. I would love to be able to afford to shop there because the goods available are usually custom and probably better made than commercially sold items. However, the prices are horrible for the middle class citizen, or what's considered middle class in Enid.
1	Can't think of anything at the moment. Love everything going on. Maybe a foodtruck convention
1	For #9 I said cleanliness is fair because there is a lot of trash that gets caught in the breezeway and in the corner nodes. And fair for safety because a lot of drivers tend to forget that people are crossing the crosswalk and don't wait.
1	We need to remember our mean income in Enid when planning events, enticing restaurants etc. Enid is made up of more than doctors, lawyers and high paid do-gooders!
1	I think Enid is working hard to make it an outstanding city. Lots of new buildings, new business, events, and city workers who care.
1	There needs to more of a variety of AFFORDABLE shopping in order for the majority of Enid people to shop there. I can't afford to spend \$90 on a t shirt for me or \$40 for an infant outfit at BHip kids...Not everyone can afford to spend \$500 on a kids bike that will be outgrown in 2 years. Enid is not a wealthy town. Yes there are the Enid Elite but will they be able to spend enough to keep the downtown viable. Need to have more for the low-middle income.
1	What is downtown is good but we need more of what's there. If a person goes to shop for clothing, he/she spends an hour and has seen it all.
1	would love to see tri-state expand. Know it would probably never be like it was, but could be better
1	Its getting better each week, keep it coming. Adding residential and grocery components to downtown will ensure continued presence of a community here.
1	Access needed for bicycle traffic. People on bicycles stop and shop more often than motor traffic. They are less concerned about parking. And more concerned about safety and ease of access.

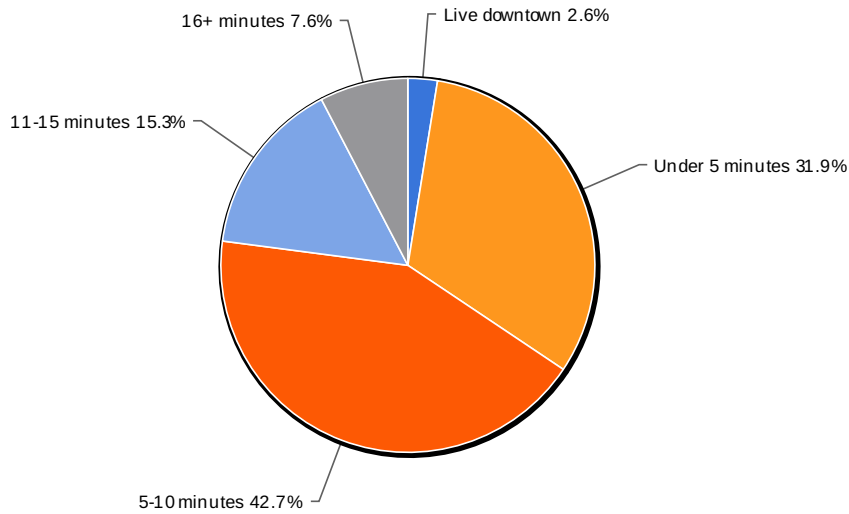
## 11. Where do you find out what is going on in the Enid community?

	Always	Usually	Sometimes	Rarely	Never	Responses
<b>Paper Newspaper</b>	17.0% 24	17.7% 25	24.1% 34	12.8% 18	28.4% 40	141
<b>Online Newspaper</b>	15.4% 21	17.6% 24	29.4% 40	16.2% 22	21.3% 29	136
<b>Radio</b>	9.0% 12	9.0% 12	27.1% 36	20.3% 27	34.6% 46	133
<b>Facebook</b>	59.5% 91	25.5% 39	9.8% 15	2.0% 3	3.3% 5	153
<b>Other Social Media</b>	14.0% 17	13.2% 16	20.7% 25	14.0% 17	38.0% 46	121
<b>E-mail Updates</b>	16.8% 22	13.7% 18	18.3% 24	11.5% 15	39.7% 52	131
<b>Word of Mouth</b>	22.4% 33	23.1% 34	42.2% 62	6.8% 10	5.4% 8	147

## 12. What is your opinion about living downtown Enid?

	Not interested	Might consider it	I am interested	I live downtown now	Responses
<b>Interest Level</b>	<b>47.4%</b> 74	<b>30.1%</b> 47	<b>20.5%</b> 32	<b>1.9%</b> 3	<b>156</b>

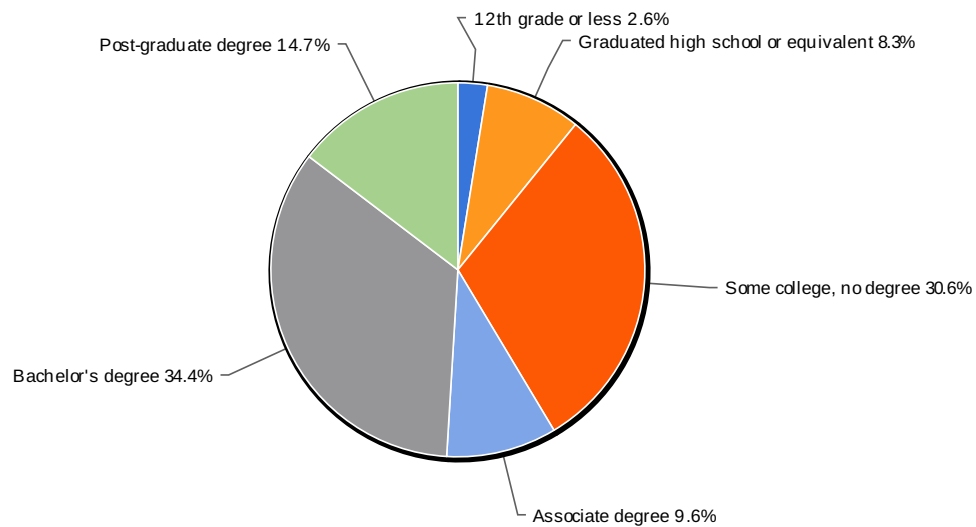
## 13. How far do you live from downtown Enid?



## 13. How far do you live from downtown Enid?

Value	Count	Percent %	Statistics	
Live downtown	4	2.6%	Total Responses	157
Under 5 minutes	50	31.9%	Sum	791.0
5-10 minutes	67	42.7%	Avg.	7.7
11-15 minutes	24	15.3%	StdDev	3.9
16+ minutes	12	7.6%	Max	16.0

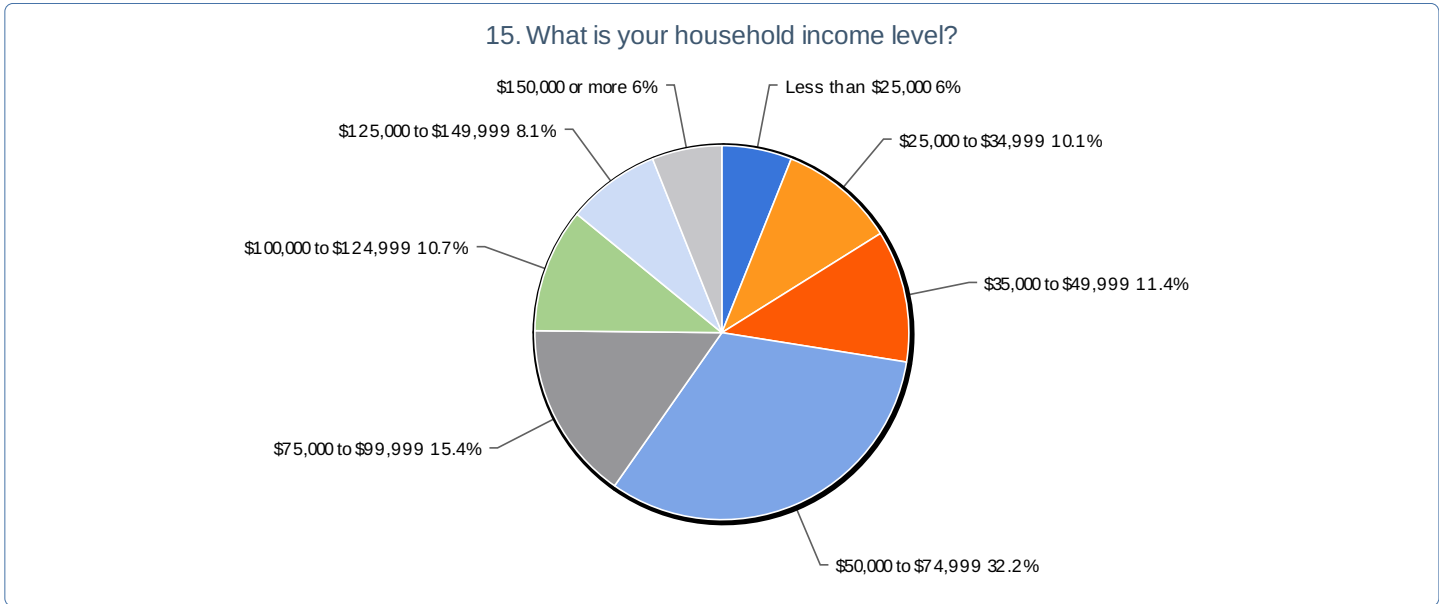
## 14. What is the highest level of education you've completed?



## 14. What is the highest level of education you've completed?

Value	Count	Percent %
12th grade or less	4	2.6%
Graduated high school or equivalent	13	8.3%
Some college, no degree	48	30.6%
Associate degree	15	9.6%
Bachelor's degree	54	34.4%
Post-graduate degree	23	14.7%

Statistics	
Total Responses	157
Sum	48.0
Avg.	12.0
Max	12.0

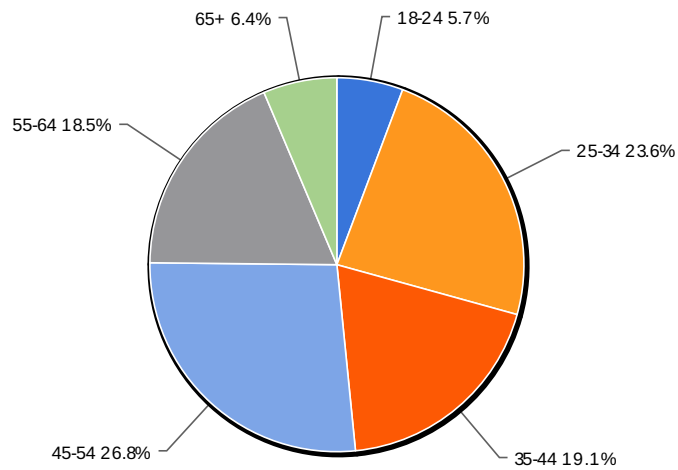


**15. What is your household income level?**

Value	Count	Percent %
Less than \$25,000	9	6.0%
\$25,000 to \$34,999	15	10.1%
\$35,000 to \$49,999	17	11.4%
\$50,000 to \$74,999	48	32.2%
\$75,000 to \$99,999	23	15.4%
\$100,000 to \$124,999	16	10.7%
\$125,000 to \$149,999	12	8.1%
\$150,000 or more	9	6.0%

Statistics	
Total Responses	149

### 16. What is your age range?



### 16. What is your age range?

Value	Count	Percent %
under 18	0	0.0%
18-24	9	5.7%
25-34	37	23.6%
35-44	30	19.1%
45-54	42	26.8%
55-64	29	18.5%
65+	10	6.4%

Statistics	
Total Responses	157
Sum	6,272.0
Avg.	39.9
StdDev	13.2
Max	65.0

### 17. What is your Zip Code?

Count	Response
44	73701
1	73702
95	73703
1	73705
1	73729
1	73730
1	73735
1	73737
1	73749
1	73753
3	73754
1	73766
1	73773
1	73858
1	74640

