



Downtown Saint Paul Commercial & Retail Survey ---Results---

Capitol River Council distributed 182 surveys to downtown businesses in July of 2004. 45 businesses responded to the survey, a 25 percent response rate. The results of these responses are below.

Type of Business	Total	% of Total
Restaurant/Bar	12	27%
Grocery/Convenience	4	9%
Specialty Store	4	9%
Gallery	3	7%
Jewelry	3	7%
Salon Spa	3	7%
Fast Food	2	4%
Fitness Center	2	4%
Photo Services	2	4%
Business Services	1	2%
Coffee/Tea	1	2%
Furniture/Home Décor	1	2%
Shoe Repair	1	2%

Business Hours

Open After 6pm:	10	22%
Open Saturday:	19	42%
Open Sunday:	9	20%

1. How long have you been located in your current space?

Less than a year	5	11%
1-2 years	2	4%
2-5 years	8	18%
5-10 years	7	16%
10-20 years	10	22%
More than 20 years	13	29%

3. Is your business doing better than it was?

One year ago?

Yes	16	36%
No	22	49%

Five years ago?

Yes	14	31%
No	19	42%

4. Do you feel that your business will be better off in the next year?

Yes	21	47%
No	14	31%
Not Sure	7	16%

5. Who do you see as your primary customer?

Downtown Workers	21	47%
Specific Demographic Group	12	27%
Downtown Residents	9	20%
Everyone	5	11%
Event Goers	1	2%
No Response	6	13%

6. What types of retail do you think are needed in downtown?

Office Supply Store	28	62%
Movie Theater	24	53%
Unique Clothing Store	24	53%
Bookstore	24	53%
Grocery Store -open evenings	22	49%
Liquor Store	20	44%
Bakery	18	40%
Hardware Store	10	22%
Art Supply Store	8	18%
Butcher	8	18%
Furniture Store	7	16%

8. What investments in downtown do you feel will strengthen your business?

More Retail	17	38%
Parking	11	24%
Housing	8	18%
More Office Businesses	7	16%
Entertainment	4	9%
Marketing	3	7%

9. What factors would strengthen your business? (please rank according to importance)

1	skyway level foot traffic
2	proximity to occupied office/retail space
3	street level foot traffic
4	proximity to workers
5	proximity to housing
6	being part of a vital commercial node
7	proximity to a transit stop

10. Which two factors would have the most direct impact on improving customer traffic?

More Parking	14	31%
More Occupied Office Space	9	20%
More Retail	8	18%
Marketing	8	18%
Fill Vacant Office & Retail Space	6	13%
More Housing	4	9%
Entertainment	4	9%
Businesses Open Later	4	9%
Better Traffic	2	4%
Decrease Crime	2	4%

11. What are the challenges of being located downtown?

Increasing customer traffic	16	36%
Parking	12	27%
Crime	3	7%
Vacancies	3	7%