

Downtown Niles, MI | 2022 Outdoor Hub Survey Results

Total Sample: **1,386** | Completion Rate: **73%** | Est. Average Time Spent: **10m: 47s**

Q.1: How important are the following features or attributes when considering possible locations for an outdoor hub?

Response	EI %	Avg. Weight
Close to eating and drinking places	28.5%	3.670
Close to public restrooms	24.6%	3.561
Located within the social district	17.4%	3.253
Convenient to parking	13.1%	3.128
Centrally located in downtown	15.0%	3.013
Close to Shopping	7.5%	2.588

EI % = Percentage of respondents ranking Extremely Important

Average Weight based on cumulative responses for frequency range | Maximum weight = 5

Average Weight Scale: 1 = Not Important | 2 = Somewhat Important | 3 = Important | 4 = Very Important | 5 = Extremely Important

Q.2: Would you prefer an outdoor hub located on a street, or in an off-street lot or open space?

Response	Count	Percentage
Located in an off-street lot or open space	763	55.7%
Located on a street	174	12.7%
No preference or unsure	412	30.1%
Neither	22	1.6%
TOTAL	1,371	100.0%

Q.3: Would you prefer an outdoor hub located in front of buildings, or behind or beside buildings?

Response	Count	Percentage
Located behind or beside buildings	381	28.0%
Located in front of buildings	275	20.2%
No preference or unsure	636	46.7%
Neither	70	5.1%
TOTAL	1,362	100.0%

Q.4: Would you prefer an outdoor hub located in a larger space capable of accommodating larger events and performances, or in a smaller space capable of hosting smaller events and performances?

Response	Count	Percentage
In a larger space capable of accommodating larger events and performances	548	40.8%
In a smaller space capable of hosting smaller events and performances	379	28.2%
No preference or unsure	376	28.0%
Neither	41	3.1%
TOTAL	1,344	100.0%

Q.5: Would you prefer an outdoor hub installation that is temporary, or that is permanent?		
Response	Count	Percentage
Permanent	861	64.3%
Temporary	149	11.1%
No preference or unsure	288	21.5%
Neither	42	3.1%
TOTAL	1,340	100.0%

Q.6: Would you prefer an outdoor hub that is open and programmed seasonally (Spring to Fall), or open and programmed year-round?		
Response	Count	Percentage
Open and programmed year-round	743	55.7%
Open and programmed seasonally (Spring to Fall)	424	31.8%
No preference or unsure	128	9.6%
Neither	38	2.9%
TOTAL	1,333	100.0%

Q.7: Would you prefer an outdoor hub restricted to downtown food and beverages, or open to food trucks and remotely located vendors?		
Response	Count	Percentage
Open to food trucks and remotely located vendors	1,047	78.9%
Restricted to downtown food and beverages	113	8.5%
No preference or unsure	132	9.9%
Neither	35	2.6%
TOTAL	1,327	100.0%

Q.8: Would you prefer an outdoor hub that is accommodating of pets, particularly dogs, or that is restricted to humans?		
Response	Count	Percentage
Accommodating of pets, particularly dogs	647	49.0%
Restricted to humans	390	29.5%
No preference or unsure	254	19.2%
Neither	29	2.2%
TOTAL	1,320	100.0%

Q.9: Which of the following activities would make you more likely to visit and spend time at a downtown outdoor hub?

Select up to five (5)

Response	Count	Percentage
Live programmed performances (e.g. musicians and bands, storytellers, comedians, magicians, etc.)	1,017	77.0%
Special food and drink events (e.g. guest chefs, wine tastings, etc.)	990	75.0%
Pop-up or temporary shops	730	55.3%
Adult activities (e.g. trivia events, DIY demonstrations, paint & sip events, etc.)	614	46.5%
Outdoor games (e.g. cornhole, giant checkers or Jenga, etc.)	558	42.3%
Kids activities (e.g. crafts, pavement chalk, storytelling, balloon art, etc.)	438	33.2%
Outdoor movies	417	31.6%
Buskers or street performers	336	25.5%
Fitness classes (e.g. yoga, Pilates, etc.)	154	11.7%
Club activities and classes (e.g. book or poetry club, songwriters group, painting or dance classes, etc.)	136	10.3%
Other (please specify) *	74	5.6%
None	15	1.1%
NUMBER OF RESPONDENTS	1,320	

Note: Up to five responses per respondent allowed. Percentages based on 1,320 respondents.

** See ATT-1 for detail of "Other" responses.*

Q.10: Please rank the following possible downtown outdoor hub treatments or features in order of importance, with 1 being of highest importance, 2 being of next highest importance, etc.?

Response	Top %	Total Score
Lighting for safety and security	41.5%	5,023
Shade or sun protection treatments	22.5%	4,509
Designated smoke-free area	23.6%	3,907
Wind screen fixtures or treatments	7.0%	3,451
Designated alcohol-free area	5.3%	2,220
TOTAL	100.0%	

Top % = Percentage of respondents ranking as being of highest importance

Total Score shows inverted sum for ranking scale ranging from 1 (highest importance) to 5 (lowest importance).

Q.11: Which of the following styles of seating would make you more likely to visit and spend time at a downtown outdoor hub? *Select up to two (2)*

Response	Count	Percentage
Movable tables and chairs	862	67.7%
Fixed table seating for up to 2, 4 or 6 persons	542	42.5%
Individual chair seating (e.g. rocking chairs, Adirondack chairs, etc.)	437	34.3%
Alternative seating (e.g. hammocks, swings, etc.)	141	11.1%
Communal table seating	104	8.2%
Other (please specify) *	30	2.4%
None	10	0.8%
NUMBER OF RESPONDENTS	1,274	

Note: Up to two responses per respondent allowed. Percentages based on 1,274 respondents.

* **Other Responses:** Anchored picnic tables; Anything the city can provide; Bring back the fire pits; if trap house is so about the town how come they never hosted a fitness class at the node?; Bring your own seating; BYOC; Church pews; Do not want a HUB; If it is required to answer that why do you have a nine box. No to the node!; Last question' smoke free number 1 choice rest who cares, some shade areas too; Less Eddy St., more Howard park; Like the node had before; mix of B, D and E; No hub; No node at all; None (7); Office chairs; Round cement picnic tables similar to the ones at the used auto center at the corner of 9th and main would be perfect. I would prefer it look more like a courtyard, plants and a few umbrellas; Same place and seating as last year f*** trap house!!!; Space to bring your own seating along with B seating; Sturdy chairs for larger people, and please, please, please put a few taller chairs (not bar stools) for people who are handicap or have leg/knee problems so it is accessible to all; Waste of money for this; We already have areas that could be upgraded without alcohol and smoking; Why not find the location and let that set the seating?; You couldn't get me to go.

Q.12: If an on-street location were considered for a Niles downtown outdoor hub, which of the following layout options would you prefer?

Response	Count	Percentage
Full closure removing all vehicular traffic from a portion of a street	809	64.2%
Partial closure maintaining at least one lane of vehicular traffic on the street	191	15.2%
No preference or unsure	106	8.4%
None	154	12.2%
TOTAL	1,260	100.0%

Q.13: Which of the following surface options would you prefer?

Response	Count	Percentage
Hard and even surface (fully accessible to all users)	756	60.5%
Soft and/or uneven surface (some components may not be accessible to all users)	241	19.3%
No preference or unsure	222	17.8%
None	30	2.4%
TOTAL	1,249	100.0%

Q.14: Please rank the six categories based on your funding priorities, with 1 being of highest priority, 2 being the next highest priority, etc.

Response	Highest %	Total Score
Screens or umbrellas for shade	49.1%	6,129
Lighting features	29.4%	5,900
Landscaping or planters	4.8%	3,735
Décor, including seasonal décor	3.4%	3,672
Fencing or railings	7.1%	3,398
Surface treatments	6.2%	2,555
TOTAL	100.0%	

Highest % = Percentage of respondents ranking as being of highest priority

Total Score shows inverted sum for priority ranking scale ranging from 1 (highest priority) to 6 (lowest priority).

Q.15: Which of the following types of winter amenities or activities would make you more likely to visit and spend time at an outdoor hub during the cold weather season? *Select up to three (3)*

Response	Count	Percentage
Fire pits	819	67.7%
Patio heaters or other heating devices	714	59.1%
Winter Vendors or Concessions (e.g. hot chocolate, ciders, s'mores, etc.)	464	38.4%
Igloos or similar enclosures	380	31.4%
Wind screen treatments	280	23.2%
Winter and holiday-themed events	278	23.0%
Winter games and activities	187	15.5%
Winter/Holidays decor	118	9.8%
Pergolas or similar covers	100	8.3%
Other (please specify) *	30	2.5%
None	20	1.7%
NUMBER OF RESPONDENTS	1,209	

Note: Up to three responses per respondent allowed. Percentages based on 1,209 respondents.

* **Other Responses:** All the above; Closed in the winter; Do not care as long as it is not closing a portion of a street in front of long term businesses; Do not want a hub; I have no desire to utilize such a space in winter; Ice Rink; mix, of A,B,C,E (not plastic) and I; No node (2); No winter node; Nobody wants to be outside in the winter in the Midwest; None (8); none it should be seasonal closed in winter; Nothing; Other; Permanent ice skating/broom hockey rink; Santa; Should be closed in winter; Strip club be better; The previous question number order,adjusts puts numbers in order, not working; Tire fires; Trap house not being baby bitches about the node and calling gym members asking why they are drinking at the node and not working out, they are bullies and not good neighbors; We already have areas that could be upgraded without alcohol or smoking.

Survey Demographics

Q.16: Where do you live?		
Response	Count	Percentage
I live in the Niles city limits.	614	51.6%
I do not live in the city limits, but I live within 20 miles of Niles.	549	46.1%
I live more than 20 miles from Niles.	27	2.3%
TOTAL	1,190	100.0%

Q.17: Do you work or own a business in Downtown Niles?		
Response	Count	Percentage
Yes	229	19.3%
No	960	80.7%
TOTAL	1,189	100.0%

Q.18: What is your gender?		
Response	Count	Percentage
Female	864	72.7%
Male	312	26.2%
Prefer to self-describe	13	1.1%
TOTAL	1,189	100.0%

Q.19: Which category includes your age?		
Response	Count	Percentage
19 or younger	10	0.8%
20 to 24	30	2.5%
25 to 34	192	16.2%
35 to 44	270	22.7%
45 to 54	266	22.4%
55 to 64	223	18.8%
65 to 74	161	13.6%
75 or older	36	3.0%
TOTAL	1,188	100.0%

Something to add?

Q.30: We covered a lot of ground, but if you have something to add, enter your ideas or comments in the box appearing below. Otherwise, click "Next."		
Number Commenting *		282

* See Attachment 2 for detail of responses.