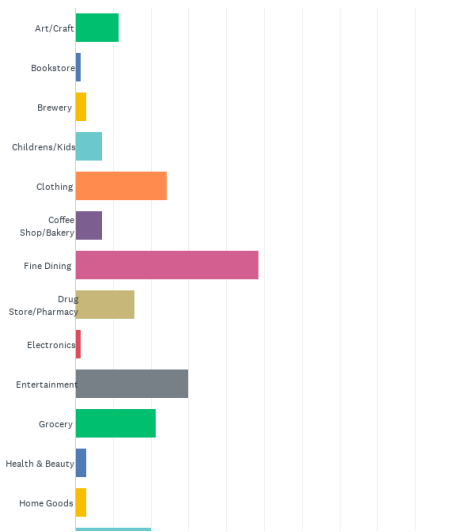


Columbia Downtown District Insights - What businesses would you like to see?

Q5 What 3 business types would you like to see within the downtown/district that are not currently present?

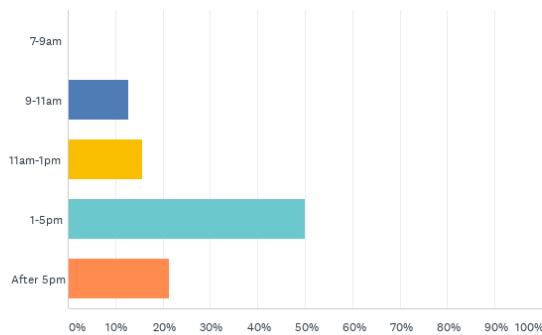


Ranked in order of number of responses:

1. Fine Dining (49%)
2. Shoe Stores (35%)
3. Entertainment (30%)
4. Pub/Restaurant (28%)
5. Clothing (25%)
6. Grocery (21%)
7. Jewelry (20%)
8. Drug Store/Pharmacy (15%)
9. Art/Craft (14%)
10. Coffee Shop/Bakery (5%)

When do you shop?

Q6 What time of the day do you most typically do your shopping (not just downtown)?



Survey respondents reported doing most of their shopping between 1-5 p.m. (50%). This could be a shift of retail hours to concentrate on these hours for merchant store hours.

In Columbia, Saturday is by far the day residents like to shop. The chart shows over 38% most frequently shop on Saturday.

Next steps --- Downtown Columbia offers opportunities. What would you like to see happen?

Columbia Mount Pleasant is working to keep the historic downtown alive and needs your help. Invest, shop, dine, volunteer, preserve, fix-up, clean-up, be engaged and be supportive!

Q7 What day of the week do you most frequently shop (not just in downtown)?

