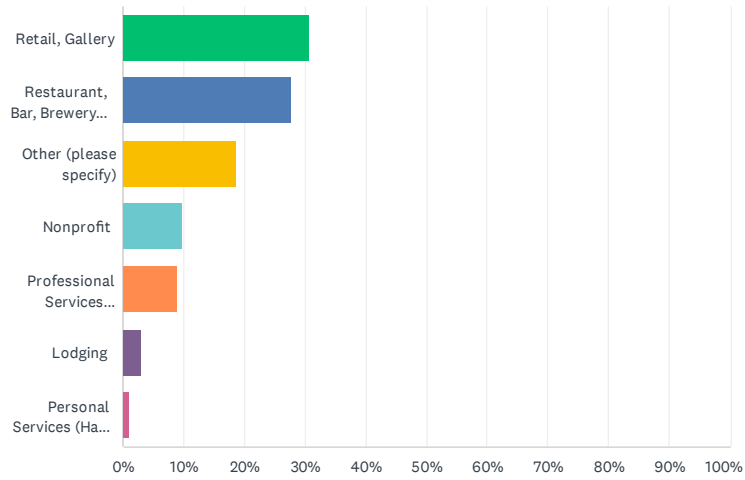


Q5 What best describes your business?

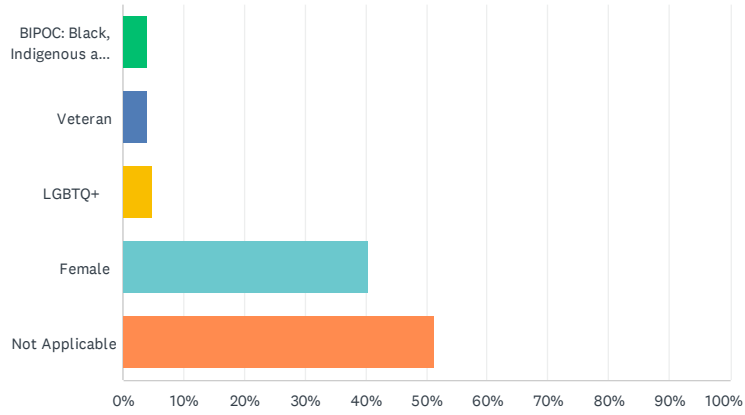
Answered: 101 Skipped: 0



ANSWER CHOICES	RESPONSES	
Retail, Gallery	30.69%	31
Restaurant, Bar, Brewery, Food/Beverage Service	27.72%	28
Other (please specify)	18.81%	19
Nonprofit	9.90%	10
Professional Services (accounting, legal, bank)	8.91%	9
Lodging	2.97%	3
Personal Services (Hair, Nail, Massage, Wellness)	0.99%	1
TOTAL		101

Q6 Is the business primarily owned by people who identify with any of the following groups?

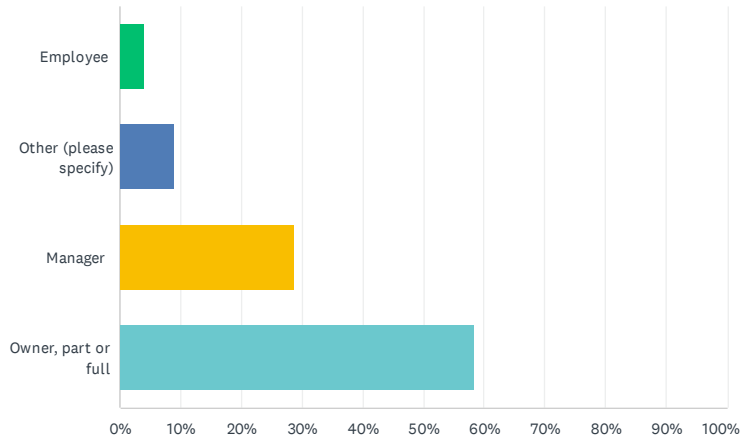
Answered: 101 Skipped: 0



ANSWER CHOICES	RESPONSES	
BIPOC: Black, Indigenous and People of Color	3.96%	4
Veteran	3.96%	4
LGBTQ+	4.95%	5
Female	40.59%	41
Not Applicable	51.49%	52
Total Respondents: 101		

Q7 What is your position in the business?

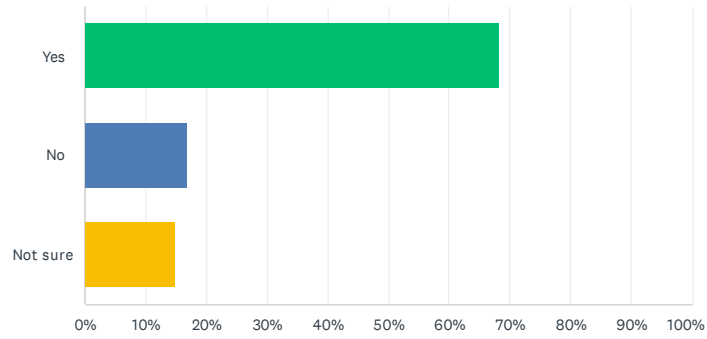
Answered: 101 Skipped: 0



ANSWER CHOICES	RESPONSES	
Employee	3.96%	4
Other (please specify)	8.91%	9
Manager	28.71%	29
Owner, part or full	58.42%	59
TOTAL		101

Q9 Are you a member of the Asheville Downtown Association?

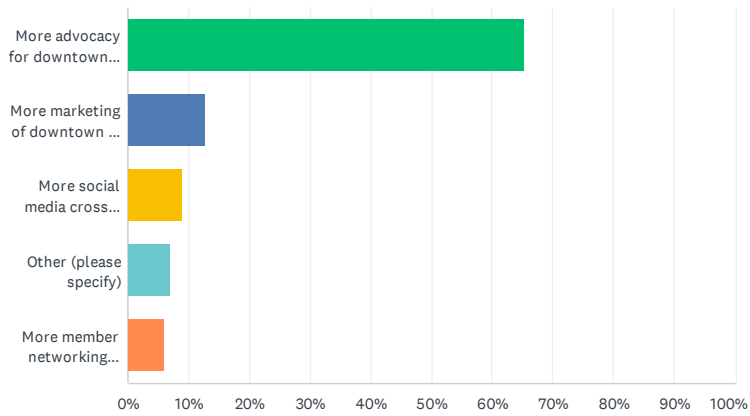
Answered: 101 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	68.32%	69
No	16.83%	17
Not sure	14.85%	15
TOTAL		101

Q10 What Asheville Downtown Association membership benefits would you like to see enhanced?

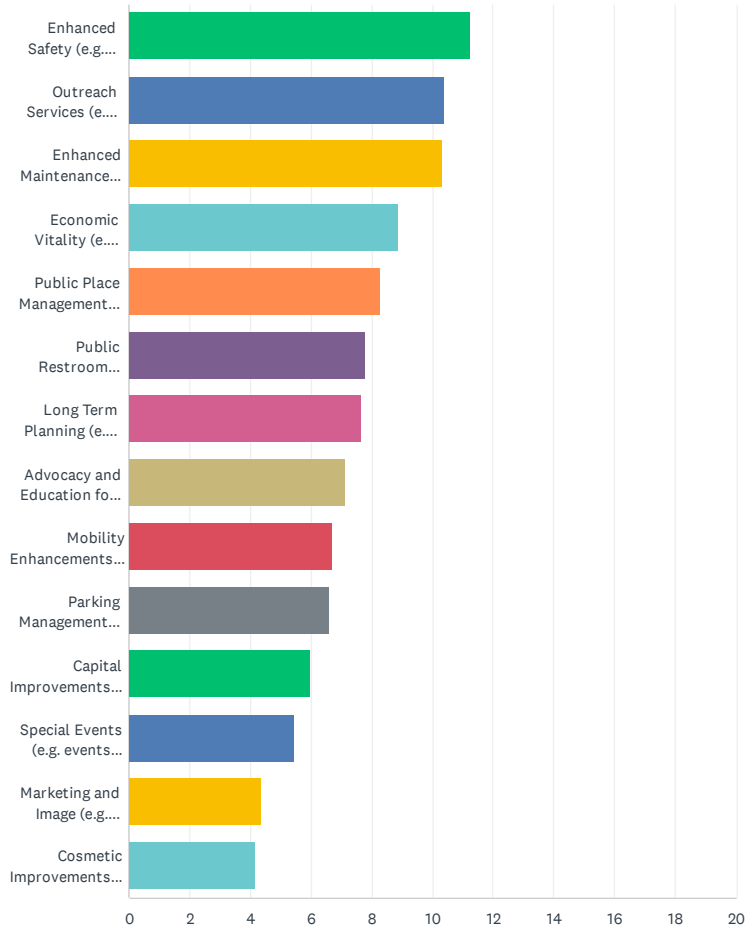
Answered: 101 Skipped: 0



ANSWER CHOICES	RESPONSES	
More advocacy for downtown business needs	65.35%	66
More marketing of downtown and member businesses	12.87%	13
More social media cross promotion of members	8.91%	9
Other (please specify)	6.93%	7
More member networking events	5.94%	6
TOTAL		101

Q13 Please rank the following services for Downtown Asheville with your top answer being the most important

Answered: 101 Skipped: 0



Asheville Downtown Association 2022 Survey

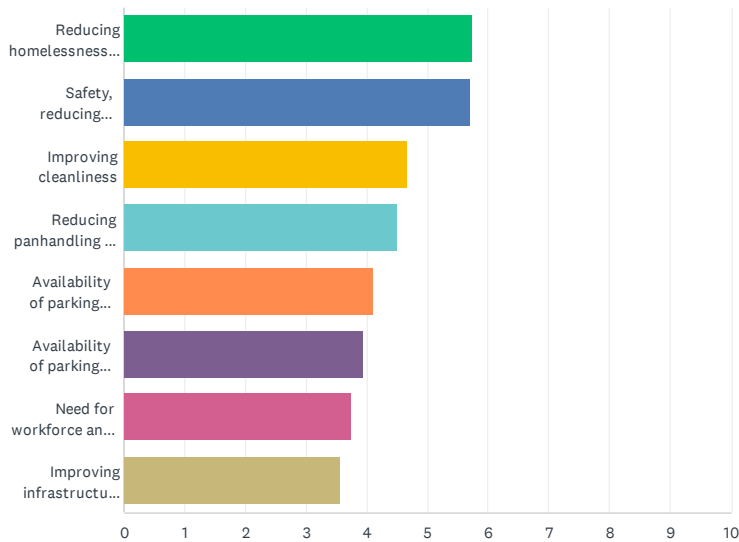
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Enhanced Safety (e.g. address disruptive behaviors, engagement with people who use downtown)	22.77% 23	24.75% 25	11.88% 12	13.86% 14	3.96% 4	6.93% 7	5.94% 6	1.98% 2	2.97% 3	0.00% 0	0.99% 1	0.00% 0	0.99% 1	2.
Outreach Services (e.g. additional support for populations experiencing homelessness and those with mental health or addiction issues)	29.70% 30	16.83% 17	6.93% 7	8.91% 9	5.94% 6	5.94% 6	5.94% 6	2.97% 3	1.98% 2	0.99% 1	0.99% 1	3.96% 4	1.98% 2	6.
Enhanced Maintenance (e.g. sidewalk pressure washing, increased trash pickup, maintain landscaped areas)	9.90% 10	16.83% 17	20.79% 21	12.87% 13	10.89% 11	5.94% 6	2.97% 3	5.94% 6	4.95% 5	0.00% 0	1.98% 2	2.97% 3	2.97% 3	0.
Economic Vitality (e.g. support local businesses; incentivize new businesses)	9.90% 10	7.92% 8	7.92% 8	8.91% 9	12.87% 13	8.91% 9	10.89% 11	10.89% 11	2.97% 3	4.95% 5	3.96% 4	3.96% 4	2.97% 3	2.
Public Place Management (e.g. enhanced maintenance and activation of public spaces, make spaces more inviting)	0.00% 0	1.98% 2	8.91% 9	14.85% 15	13.86% 14	6.93% 7	12.87% 13	17.82% 18	9.90% 10	4.95% 5	1.98% 2	0.00% 0	4.95% 5	0.
Public Restroom Facilities (permanent 24/7 access in downtown)	10.89% 11	4.95% 5	9.90% 10	8.91% 9	3.96% 4	11.88% 12	5.94% 6	4.95% 5	1.98% 2	3.96% 4	11.88% 12	5.94% 6	6.93% 7	7.
Long Term Planning (e.g. big picture ideas and vision for downtown)	0.99% 1	2.97% 3	7.92% 8	4.95% 5	14.85% 15	13.86% 14	9.90% 10	3.96% 4	14.85% 15	10.89% 11	5.94% 6	3.96% 4	1.98% 2	2.
Advocacy and Education for issues impacting downtown (e.g. need for affordable housing, diversity in development, improved services)	3.96% 4	7.92% 8	6.93% 7	2.97% 3	10.89% 11	2.97% 3	8.91% 9	5.94% 6	9.90% 10	9.90% 10	7.92% 8	8.91% 9	7.92% 8	4.
Mobility Enhancements (e.g. bike parking and lanes; employee transit incentives; other strategies to encourage alternatives to	1.98% 2	2.97% 3	5.94% 6	6.93% 7	4.95% 5	9.90% 10	8.91% 9	7.92% 8	10.89% 11	7.92% 8	10.89% 11	5.94% 6	9.90% 10	4.

Asheville Downtown Association 2022 Survey

driving, bike share)														
Parking Management (e.g. signage and pricing to efficiently use parking resources, improve circulation through downtown)	2.97% 3	7.92% 8	3.96% 4	4.95% 5	6.93% 7	4.95% 5	7.92% 8	7.92% 8	5.94% 6	8.91% 9	6.93% 7	16.83% 17	10.89% 11	2.
Capital Improvements (e.g. street and sidewalk improvements; public art; street furniture)	1.98% 2	1.98% 2	2.97% 3	3.96% 4	4.95% 5	5.94% 6	4.95% 5	5.94% 6	11.88% 12	20.79% 21	17.82% 18	6.93% 7	3.96% 4	5.
Special Events (e.g. events that appeal to area residents; family-friendly events to bring people downtown)	3.96% 4	0.99% 1	0.00% 0	1.98% 2	2.97% 3	6.93% 7	4.95% 5	14.85% 15	8.91% 9	9.90% 10	11.88% 12	12.87% 13	9.90% 10	9.
Marketing and Image (e.g. proactively share positive information; improve perceptions of downtown)	0.00% 0	0.99% 1	3.96% 4	2.97% 3	1.98% 2	3.96% 4	2.97% 3	5.94% 6	4.95% 5	9.90% 10	7.92% 8	15.84% 16	23.76% 24	14.
Cosmetic Improvements (e.g. murals; decorative lighting; plantings)	0.99% 1	0.99% 1	1.98% 2	2.97% 3	0.99% 1	4.95% 5	6.93% 7	2.97% 3	7.92% 8	6.93% 7	8.91% 9	11.88% 12	10.89% 11	30.

Q14 Please rank the following issues as they impact your business with the top answer being your most serious concern.

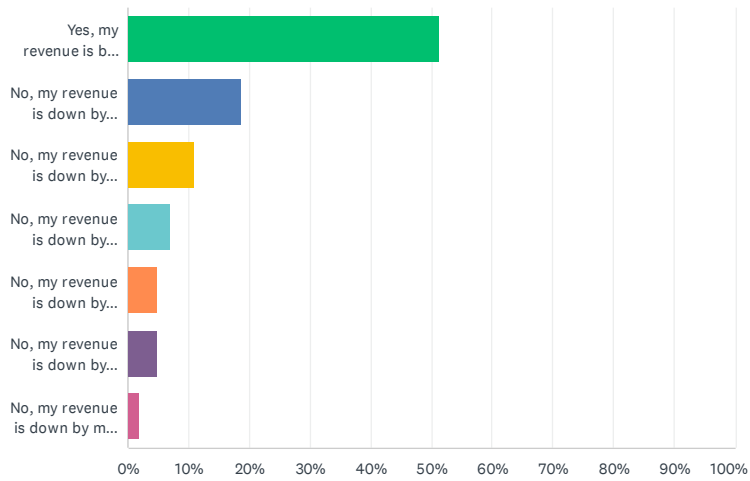
Answered: 101 Skipped: 0



	1	2	3	4	5	6	7	8	TOTAL	SCORE
Reducing homelessness, providing more access to resources/outreach	24.75% 25	21.78% 22	12.87% 13	15.84% 16	6.93% 7	6.93% 7	6.93% 7	3.96% 4	101	5.73
Safety, reducing criminal activity	24.75% 25	15.84% 16	17.82% 18	15.84% 16	10.89% 11	5.94% 6	5.94% 6	2.97% 3	101	5.71
Improving cleanliness	4.95% 5	9.90% 10	19.80% 20	19.80% 20	20.79% 21	13.86% 14	4.95% 5	5.94% 6	101	4.67
Reducing panhandling and loitering	8.91% 9	17.82% 18	13.86% 14	10.89% 11	6.93% 7	15.84% 16	14.85% 15	10.89% 11	101	4.50
Availability of parking options for employees	10.89% 11	6.93% 7	14.85% 15	8.91% 9	12.87% 13	13.86% 14	17.82% 18	13.86% 14	101	4.12
Availability of parking options for customers	6.93% 7	12.87% 13	9.90% 10	9.90% 10	11.88% 12	12.87% 13	17.82% 18	17.82% 18	101	3.94
Need for workforce and affordable housing options in downtown	11.88% 12	10.89% 11	6.93% 7	9.90% 10	8.91% 9	6.93% 7	12.87% 13	31.68% 32	101	3.76
Improving infrastructure (streets, sidewalks, crosswalks, lighting)	6.93% 7	3.96% 4	3.96% 4	8.91% 9	20.79% 21	23.76% 24	18.81% 19	12.87% 13	101	3.56

Q15 Has your 2021 annual revenue recovered since the onset of the Covid-19 pandemic?

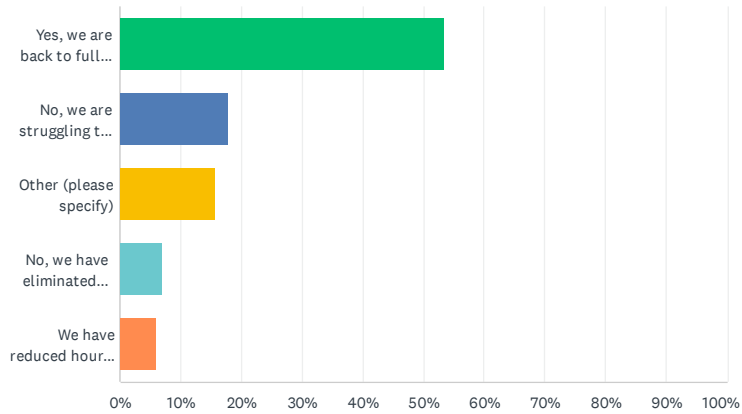
Answered: 101 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes, my revenue is back to or exceeding pre-pandemic level	51.49%	52
No, my revenue is down by 1-10%	18.81%	19
No, my revenue is down by 11-20%	10.89%	11
No, my revenue is down by 21-30%	6.93%	7
No, my revenue is down by 31-40%	4.95%	5
No, my revenue is down by 41-50%	4.95%	5
No, my revenue is down by more than 50%	1.98%	2
TOTAL		101

Q16 Has your business rehired for positions lost during the pandemic?

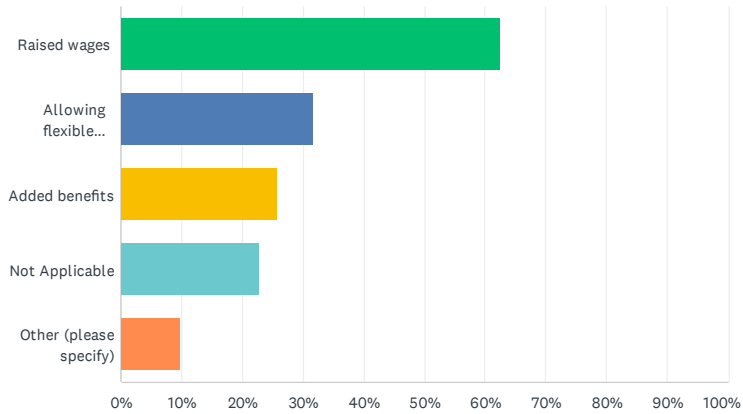
Answered: 101 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes, we are back to fully staffed	53.47%	54
No, we are struggling to fill open positions	17.82%	18
Other (please specify)	15.84%	16
No, we have eliminated positions and do not plan to fill in the foreseeable future	6.93%	7
We have reduced hours for staffing reasons	5.94%	6
TOTAL		101

Q17 What steps have you taken to return to normal staffing levels?

Answered: 101 Skipped: 0

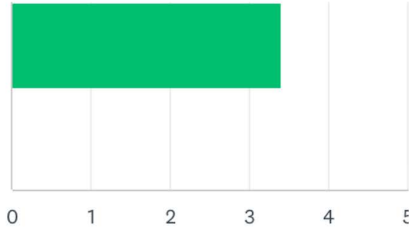


ANSWER CHOICES	RESPONSES
Raised wages	62.38% 63
Allowing flexible schedules or work from home	31.68% 32
Added benefits	25.74% 26
Not Applicable	22.77% 23
Other (please specify)	9.90% 10
Total Respondents: 101	

Q19 Rate how safe you feel in Downtown during the daytime?

Answered: 101 Skipped: 0

Rate how safe you feel downtown during the day.

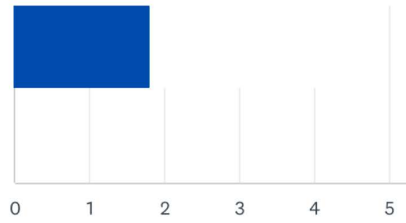


ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	3	345	101
Total Respondents: 101			

Q20 Rate how safe you feel in Downtown during the nighttime?

Answered: 101 Skipped: 0

Rate how safe you feel downtown during the night.

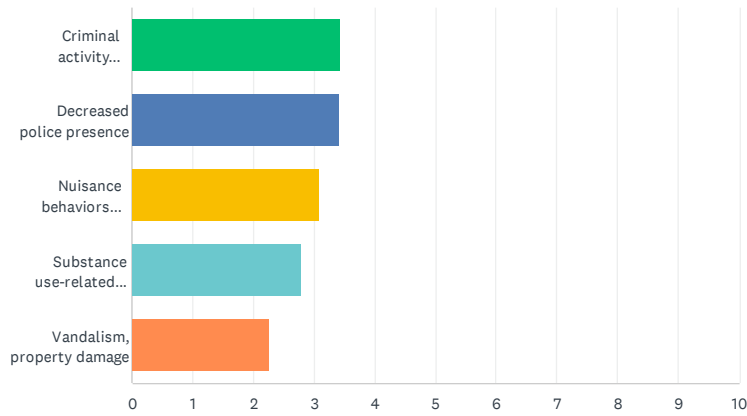


ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	2	192	101
Total Respondents: 101			

Asheville Downtown Association 2022 Survey

Q22 Please rank the following safety issues with the top answer your most serious concern.

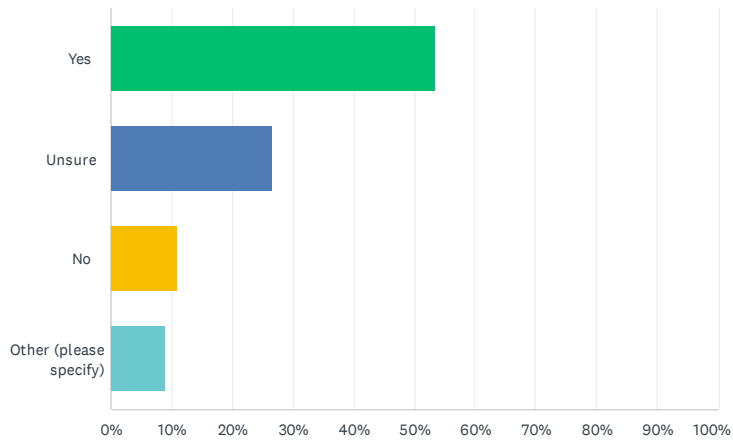
Answered: 101 Skipped: 0



	1	2	3	4	5	TOTAL	SCORE
Criminal activity (assaults, violence against others, theft)	26.73% 27	27.72% 28	17.82% 18	17.82% 18	9.90% 10	101	3.44
Decreased police presence	40.59% 41	14.85% 15	10.89% 11	11.88% 12	21.78% 22	101	3.41
Nuisance behaviors (panhandling, littering, public urination)	17.82% 18	20.79% 21	25.74% 26	24.75% 25	10.89% 11	101	3.10
Substance use-related activity	11.88% 12	22.77% 23	22.77% 23	17.82% 18	24.75% 25	101	2.79
Vandalism, property damage	2.97% 3	13.86% 14	22.77% 23	27.72% 28	32.67% 33	101	2.27

Q25 Do you support an emergency shelter (high-access or low-barrier shelter) for the Asheville area? [Read more about an emergency shelter here.](#)

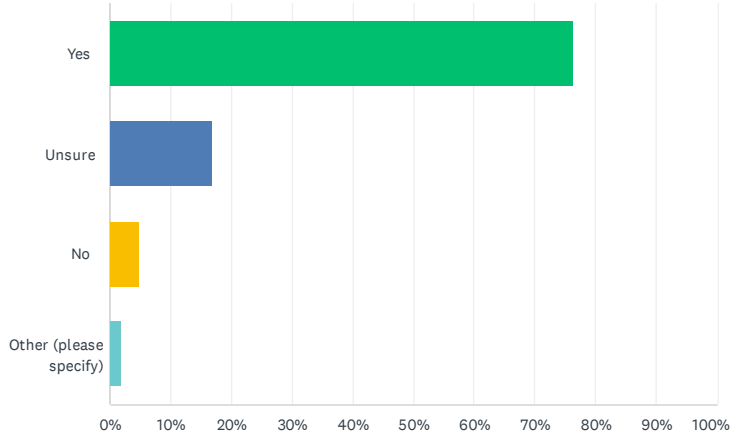
Answered: 101 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	53.47%	54
Unsure	26.73%	27
No	10.89%	11
Other (please specify)	8.91%	9
TOTAL		101

Q26 Do you support an alternative approach to addressing non-violent issues related to homelessness? For example: an expansion of Buncombe County’s Community Paramedicine program that partners peer support, medical professionals and social services to respond to concerns.

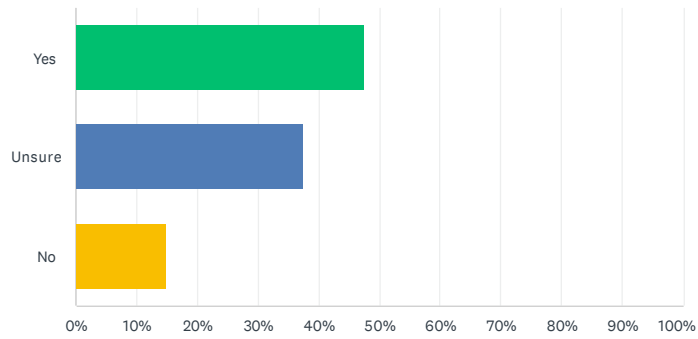
Answered: 101 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	76.24%	77
Unsure	16.83%	17
No	4.95%	5
Other (please specify)	1.98%	2
TOTAL		101

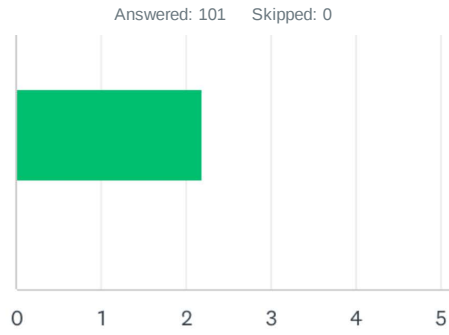
Q27 Would you be willing to hire someone who is currently or formerly homeless if they're participating in a program where they (and you) receive staff support to make that successful?

Answered: 101 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	47.52%	48
Unsure	37.62%	38
No	14.85%	15
TOTAL		101

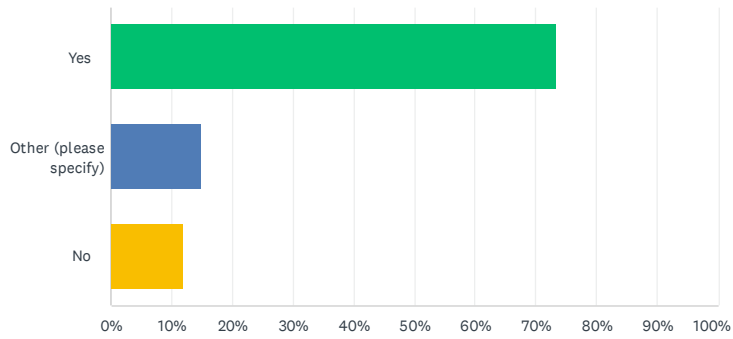
Q29 How would you rate cleanliness in downtown today?



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	2	221	101
Total Respondents: 101			

Q31 Do you support having permanent restroom facilities available for 24/7 access downtown?

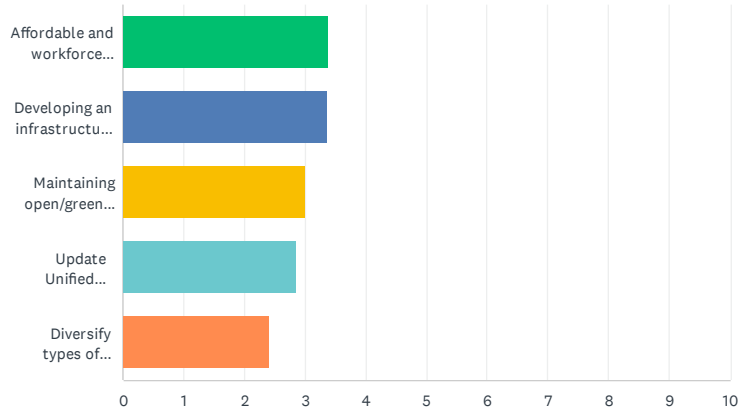
Answered: 101 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	73.27%	74
Other (please specify)	14.85%	15
No	11.88%	12
TOTAL		101

Q32 Rank the following development-related issues with the top answer being your top priority.

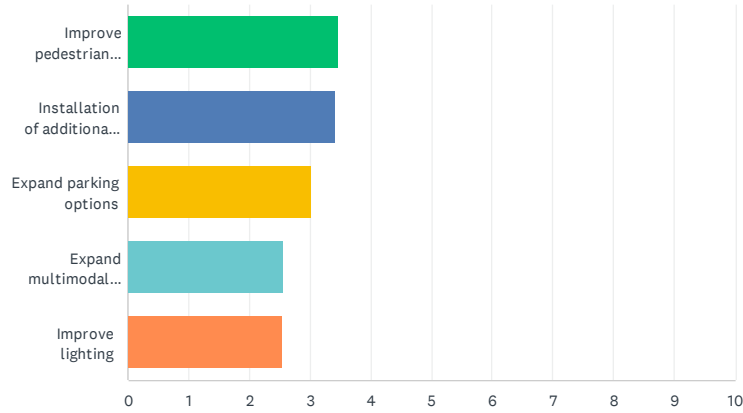
Answered: 101 Skipped: 0



	1	2	3	4	5	TOTAL	SCORE
Affordable and workforce housing options	38.61% 39	17.82% 18	9.90% 10	9.90% 10	23.76% 24	101	3.38
Developing an infrastructure plan to keep pace with development	23.76% 24	25.74% 26	24.75% 25	13.86% 14	11.88% 12	101	3.36
Maintaining open/green space in downtown	15.84% 16	19.80% 20	25.74% 26	25.74% 26	12.87% 13	101	3.00
Update Unified Development Ordinance to ensure new development matches downtown's unique character	14.85% 15	18.81% 19	23.76% 24	22.77% 23	19.80% 20	101	2.86
Diversify types of development to ensure a mix of uses	6.93% 7	17.82% 18	15.84% 16	27.72% 28	31.68% 32	101	2.41

Q33 Rank the following infrastructure-related issues with the top answer being your top priority.

Answered: 101 Skipped: 0



	1	2	3	4	5	TOTAL	SCORE
Improve pedestrian safety and experience	29.70% 30	18.81% 19	26.73% 27	17.82% 18	6.93% 7	101	3.47
Installation of additional public restroom facilities	36.63% 37	16.83% 17	15.84% 16	11.88% 12	18.81% 19	101	3.41
Expand parking options	16.83% 17	28.71% 29	13.86% 14	21.78% 22	18.81% 19	101	3.03
Expand multimodal transportation options	8.91% 9	17.82% 18	21.78% 22	22.77% 23	28.71% 29	101	2.55
Improve lighting	7.92% 8	17.82% 18	21.78% 22	25.74% 26	26.73% 27	101	2.54