



Retail Survey Results

Presented by

Development Services Division



Introduction

The Development Services Department has carried out a retail survey to better understand the retail needs of the local community. The survey went online in August 2009 and there were approximately 1000 completed surveys returned. The department understands that it is not a scientific survey but it does give a good indication of general opinions.

Page 3 lists the questions that were asked and the following pages show a summary of the results.

Which Shops or Restaurants Would You Like to See in Columbia County?

1. What are your favorite shops in Columbia County? Please list up to 3 choices.	<ul style="list-style-type: none"> • • •
2. Which specific shops would you like to see in Columbia County?	<ul style="list-style-type: none"> • • •
3. Do you travel out of Columbia County for your shopping needs? Check one.	<input type="radio"/> Yes <input type="radio"/> No
4. If you answered Yes to Question #3, where do you travel for shopping? Check all that apply.	<input type="radio"/> Atlanta <input type="radio"/> Augusta <input type="radio"/> Columbia, SC <input type="radio"/> Commerce, GA <input type="radio"/> Hilton Head, SC <input type="radio"/> Myrtle Beach, SC <input type="radio"/> Outlet malls <input type="radio"/> Other _____
5. What percentage of your annual shopping budget is being spent outside of Columbia County? Check one.	<input type="radio"/> Less than 25% <input type="radio"/> 25% - 50% <input type="radio"/> 50% - 75% <input type="radio"/> More than 75%
6. What percentage of your retail shopping do you do online?	<input type="radio"/> Less than 25% <input type="radio"/> 25% - 50% <input type="radio"/> 50% - 75% <input type="radio"/> More than 75%
7. If there were more retail shops in Columbia County, would you do <u>less</u> online shopping? Check one.	<input type="radio"/> Yes <input type="radio"/> No
8. What are your favorite restaurants in Columbia County? Please list up to 3 choices.	<ul style="list-style-type: none"> • • •
9. Which specific restaurants would you like to see in Columbia County?	<ul style="list-style-type: none"> • • •
10. What is your annual household income? Please check one.	<input type="radio"/> Less than \$50,000 <input type="radio"/> \$50,000 to \$100,000 <input type="radio"/> \$100,000 to \$200,000 <input type="radio"/> More than \$200,000
Please list any additional comments:	
Optional: Name and phone number	

Question #1 What are your favorite shops in Columbia County?

Rank	Shop Name	Percent of Votes
1	Target	18%
2	Kohl's Department Store	15%
3	Wal-Mart	14%
4	Marshalls	7%
5	Academy Sports & Outdoors	6%
6	Lowe's	5%
7	Ross Dress for Less	4%
8	Publix	2%
8	Home Depot	2%
8	What-ever A Unique Boutique	2%
8	Kroger	2%
12	Earth Fare	1%
12	Kid To Kid	1%
12	Ace Hardware - Cullpepper	1%
12	None	1%
12	Learning Express Toys	1%
12	High Cotton	1%
12	The Gift Loft	1%
12	Justice	1%
12	Office Max and others	1%

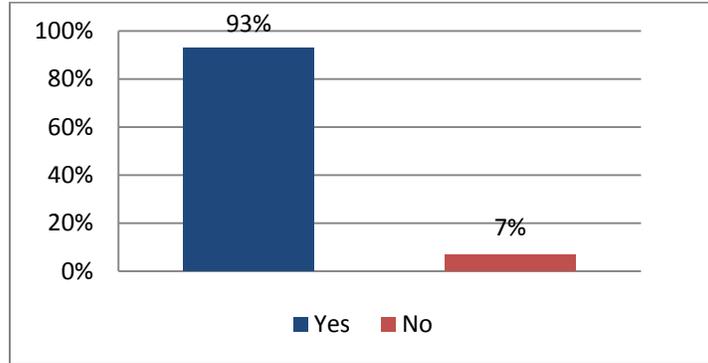
Tabulated by Development Services Division

Question #2 Which specific shops would you like to see in Columbia County?

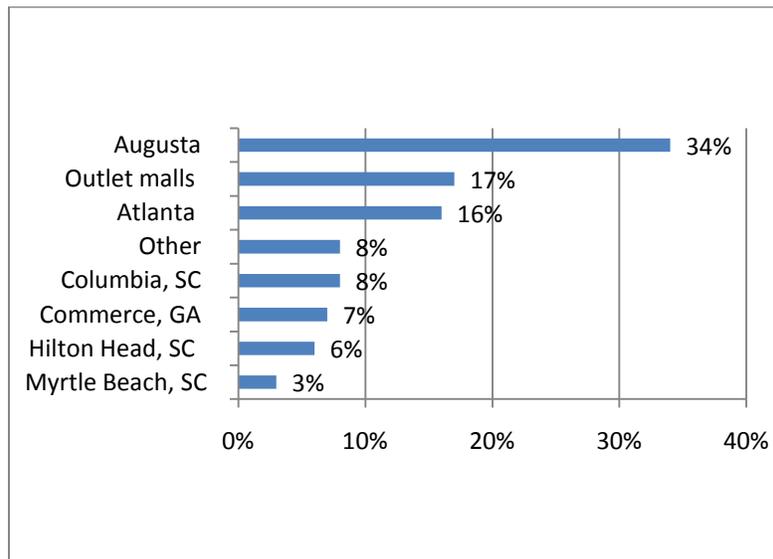
Rank	Shop Name	Percent of Votes
1	Book Store (various)	9%
2	Hobby Lobby	6%
3	Costco Wholesale Club	5%
4	Bass Pro Shop	3%
5	T J Maxx	3%
6	Belk's	3%
7	Outlet Mall	3%
8	Best Buy	2%
8	Michael's Arts & Crafts	2%
8	Trader Joe's	2%
8	Home Goods	2%
8	Macy's	2%
8	Old Navy	2%
8	Bed Bath & Beyond	2%
8	Dillard's	2%
8	Fresh Market	2%
8	Pottery Barn	2%
18	Stein Mart	1%
18	J C Penney	1%
18	Sam's and others	1%

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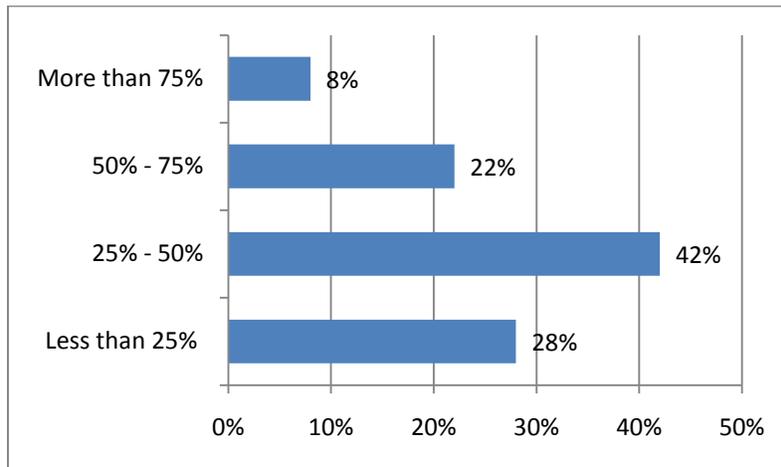
Question # 3 Do you travel out of Columbia County for your shopping needs?



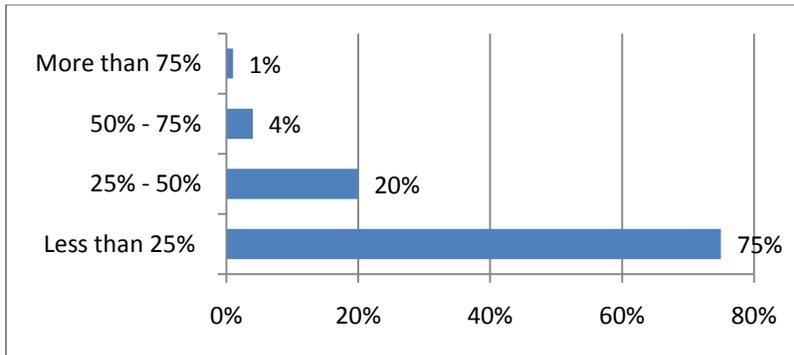
Question #4 If you answered Yes to Question 3, where do you travel for shopping?



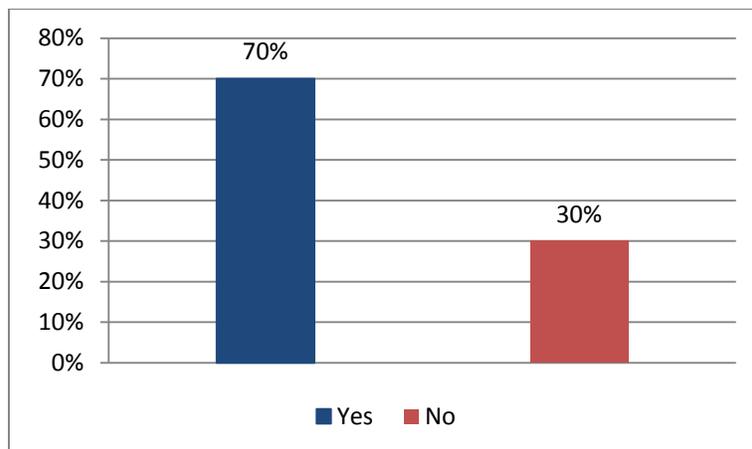
Question #5 What percentage of your annual shopping budget is being spent outside of Columbia County?



Question #6 What percentage of your retail shopping do you do online?



Question #7 If there were more retail shops in Columbia County, would you do less online shopping?



Question #8 What are your favorite restaurants in Columbia County?

Rank	Restaurant Name	Percent of Votes
1	Cracker Barrel	7%
2	Fatz Café	5%
2	Applebee's	5%
2	Rhinehart's Oyster Bar	5%
5	Monterey's Mexican	4%
5	Chili's	4%
5	Ruby Tuesday	4%
5	Poblano's Mexican Grill	4%
9	Mellow Mushroom	3%
9	Shane's Rib Shack	3%
9	Goolsby's Restaurant	3%
9	Garlic Clove	3%
9	French Market Grill West	3%
9	Stonecrest Southern Steakhouse	3%
15	Pizza Joint	2%
15	Chick-Fil-A	2%
15	Takosushi	2%
15	Zaxby's	2%
15	Red Robin Gourmet Burgers	2%
15	Panera Bread and others	2%

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Question #9 Which specific restaurants would you like to see in Columbia County?

Rank	Restaurant Name	Percent of Votes
1	Olive Garden	8%
2	Cheesecake Factory	7%
3	Outback Steakhouse	6%
4	Red Lobster	5%
5	Steak & Shake	3%
5	Bone Fish	3%
7	Carrabba's Italian Grill	2%
7	Logan's Road House	2%
7	Long Horn's Steak House	2%
7	Captain D's	2%
7	Five Guys Burgers and Fries	2%
7	T- Bonz Steak House	2%
13	Macaroni Grill	1%
13	Fuddruckers	1%
13	Dave & Busters	1%
13	Sea Food - not specific	1%
13	Maggianno's	1%
13	T. G. I. Friday's	1%
13	Chipotle Restaurant	1%
13	Joe's Crab Shack and others	1%

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Question #10 What is your annual household income?

