

<b>Q.1: What is the name of your favorite business currently located in Downtown Wayland?</b>		
<b>Response</b>	<b>Count</b>	<b>Percentage</b>
Wayland Hotel	45	23.1%
Daily Brews	23	11.8%
Harlequin Hair Fashions	16	8.2%
Vibrant Grains	15	7.7%
Freda's Fish Fry	11	5.6%
Wayland Floral	11	5.6%
Joe's Way	9	4.6%
Uccellos	9	4.6%
Plank Chiropractic	5	2.6%
Big Dipper	4	2.1%
Guisseppes	4	2.1%
McDuff's	4	2.1%
All Others	39	20.0%
<b>TOTAL</b>	<b>195</b>	<b>100.0%</b>

<b>Q.2: What is the name of the business currently located in Downtown Wayland that you visit most frequently?</b>		
<b>Response</b>	<b>Count</b>	<b>Percentage</b>
Wayland Hotel	50	25.6%
Daily Brews	19	9.7%
Dollar General	19	9.7%
Harlequin Hair Fashions	13	6.7%
Vibrant Grains	13	6.7%
Hardings	10	5.1%
Uccellos	7	3.6%
Big Dipper	6	3.1%
Bentley's	5	2.6%
Dr. House/House Family Chiropractic	4	2.1%
Freda's Fish Fry	4	2.1%
Guisseppes	4	2.1%
Joe's Way	4	2.1%
Wayland Floral	4	2.1%
All Others	33	16.9%
<b>TOTAL</b>	<b>195</b>	<b>100.0%</b>

**Q.3: Which of the following types of new or expanded businesses in Downtown Wayland would you be most likely to frequent?**

Response	Count	Percentage
Art, Craft & Hobby Store [ >> 3-A]	34	15.9%
Brew Pub [ >> 3-B]	72	33.6%
Sporting Goods Store [ >> 3-C]	16	7.5%
Upscale Restaurant [ >> 3-D]	46	21.5%
Wine & Specialty Food Shop [ >> 3-E]	26	12.1%
Other (please specify)*	20	9.3%
<b>TOTAL</b>	<b>214</b>	<b>100.0%</b>

*Other Responses Detail	Count
A store that sells quality gift items, similar to Hallmark. It is difficult to find nice quality gifts at a reasonable price.	1
Authentic Mexican	1
Bakery	1
butcher shop	1
Comic shop	1
distillery	1
Drug store	1
Family restaurant	1
Good breakfast	1
Good Breakfast other the Big Boy	1
Hallmark	1
Hallmark store	1
I like the idea of the wine and specialty food store, but feel you could expand on this concept and have many craft beers and artisan meats and cheeses	1
Pet store	2
Starbucks	1
Teen spot/ teen hangout	1
Unknown	1
Walgreens, Rite Aide, or CVS	1
Wendys	1

**3-A: Which of the following Art, Craft & Hobby Store product lines, services or features are most important or appealing to you? Select up to three (3)**

Response	Count	Percentage
Large assortment of general crafts and supplies	22	66.7%
Home decor items	12	36.4%
Paper goods and card stocks	10	30.3%
Craft/Hobby classes	10	30.3%
Games and party accessories	9	27.3%
Hobby and craft tools	9	27.3%
Children's educational & activity kits	6	18.2%
Complete line of artist supplies	5	15.2%
Yarn, patterns and other sewing and needlework supplies	5	15.2%
Picture frames and framing services	2	6.1%
Other (please specify)*	1	3.0%

\* Other Responses: All of the above.

**3-B: Which of the following Brew Pub product lines, services or features are most important or appealing to you?**  
*Select up to three (3)*

Response	Count	Percentage
Selection of pub food	49	69.0%
Brews its own beers	37	52.1%
Selection of unique craft beers	37	52.1%
Locally-owned establishment	36	50.7%
Beer sampling and tasting events	25	35.2%
Opportunity to meet and learn from the Brewmaster	4	5.6%
Other (please specify)*	3	4.2%

\* **Other Responses:** *Authenticity; Outdoor music events, sponsoring local sport clubs; some place to take vistors from out of town that dont cost to much.*

**3-C: Which of the following Sporting Goods Store product lines, services or features are most important or appealing to you?**  
*Select up to three (3)*

Response	Count	Percentage
Hunting & fishing gear and apparel	7	43.8%
Running apparel, footwear and accessories	7	43.8%
Team sports apparel and equipment	5	31.3%
Hiking apparel, footwear and accessories	5	31.3%
School sports apparel and equipment	4	25.0%
Boating equipment, supplies and accessories	4	25.0%
Golf equipment, apparel and accessories	4	25.0%
Bicycles and bicycling apparel and accessories	3	18.8%
Bicycle repair and maintenance services	3	18.8%
Physical fitness/training equipment, apparel and accessories	2	12.5%
Bowling equipment, apparel and accesories	1	6.3%
Disc golf equipment, apparel and accessories	1	6.3%
Other (please specify)*	1	6.3%
Skiing and snowboarding equipment, apparel and accessories	0	0.0%

\* **Other Responses:** *Roller skates.*

**3-D: Which of the following Upscale Restaurant product lines, services or features are most important or appealing to you?**  
*Select up to three (3)*

Response	Count	Percentage
Steak and seafood specialties	26	57.8%
Unique house specialties	24	53.3%
Alcoholic beverages available	17	37.8%
Unique ambience	17	37.8%
Regional dishes	8	17.8%
Pasta specialties	8	17.8%
Chicken and other poultry specialties	7	15.6%
Vegetarian and vegan specialties	4	8.9%
Other (please specify)*	4	8.9%
Specialty appetizers selection	3	6.7%

\* **Other Responses:** *Anything that is made fresh at the restaurant; family friendly; Local produce/farm to table options; Steak/burgers...roadhouse style.*

**3-E: Which of the following Wine & Specialty Food Shop product lines, services or features are most important or appealing to you? *Select up to three (3)***

Response	Count	Percentage
Unique prepared foods for eat-in or carry-out	14	56.0%
Large selection of fine wines	12	48.0%
Ingredients and supplies for gourmet cooking and entertaining	12	48.0%
Seasonal foods	9	36.0%
Finest cheese, charcuterie and gourmet products available	8	32.0%
Deli/Cafe setting for eat-in selections	8	32.0%
Gourmet kitchenware, gadgets and gifts	6	24.0%
Other (please specify)	2	8.0%
Catering services	1	4.0%
Bar accessories	0	0.0%

\* Other Responses: *good quality produce; Michigan based brands.*

**4: How likely would you be to frequent and do business with the following types of new or expanded businesses in Downtown Wayland?**

Response	Rating Avg.
Brew Pub	3.90
Upscale Restaurant	3.85
Art, Craft & Hobby Store	3.51
Wine & Specialty Food Shop	3.49
Sporting Goods Store	3.25

Weighted rating scale from 1 (Definitely Would Not) to 5 (Definitely Would); See TAB-4 for Detail

**TAB-4. How likely would you be to frequent and do business with the following types of new or expanded businesses in Downtown Wayland?**

Business Type – Count >> Rating*	1	2	3	4	5	Rating Average
Brew Pub	17	23	25	45	100	3.90
Wine & Specialty Food Shop	22	28	37	72	51	3.49
Art, Craft & Hobby Store	16	35	37	70	52	3.51
Sporting Goods Store	18	39	58	62	33	3.25
Upscale Restaurant	12	20	38	57	83	3.85

**\*Response – Weighted Rating Scale >> Converted**

Definitely would not	1
Probably would not	2
Might or might not	3
Probably would	4
Definitely would	5

**Survey Demographics\***

*\* See following page for breakdown by business type selected in Q3*

<b>Q.5: What is your gender?</b>		
<b>Response</b>	<b>Count</b>	<b>Percentage</b>
Female	159	76.8%
Male	48	23.2%
<b>TOTAL</b>	<b>207</b>	<b>100.0%</b>

<b>Q.6: Which category below includes your age?</b>		
<b>Response</b>	<b>Count</b>	<b>Percentage</b>
19 or younger	4	1.9%
20 to 24	5	2.4%
25 to 34	55	26.6%
35 to 44	60	29.0%
45 to 54	55	26.6%
55 to 64	15	7.2%
65 to 74	11	5.3%
75 or older	2	1.0%
<b>TOTAL</b>	<b>207</b>	<b>100.0%</b>

<b>Q.7: Which category below includes your estimated total gross annual household income? (For all earners in the household, before taxes and deductions)</b>		
<b>Response</b>	<b>Count</b>	<b>Percentage</b>
Less than \$15,000	6	2.9%
\$15,000 to \$24,999	7	3.4%
\$25,000 to \$34,999	11	5.3%
\$35,000 to \$49,999	29	14.0%
\$50,000 to \$74,999	51	24.6%
\$75,000 to \$99,999	38	18.4%
\$100,000 to \$149,999	48	23.2%
\$150,000 to \$199,999	11	5.3%
\$200,000 and greater	6	2.9%
<b>TOTAL</b>	<b>207</b>	<b>100.0%</b>

Business Type	Column	Sample
Art, Craft & Hobby Store	A	34
Brew Pub	B	72
Sporting Goods Store	C	16
Upscale Restaurant	D	46
Wine & Specialty Food Shop	E	26

Q.5: What is your gender?						
Response	Overall	A	B	C	D	E
Female	76.8%	90.3%	67.1%	62.5%	77.8%	92.0%
Male	23.2%	9.7%	32.9%	37.5%	22.2%	8.0%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Q.6: Which category below includes your age?						
Response	Overall	A	B	C	D	E
19 or younger	1.9%	0.0%	0.0%	0.0%	4.4%	0.0%
20 to 24	2.4%	0.0%	5.7%	0.0%	0.0%	0.0%
25 to 34	26.6%	16.1%	38.6%	18.8%	28.9%	16.0%
35 to 44	29.0%	29.0%	24.3%	31.3%	26.7%	40.0%
45 to 54	26.6%	29.0%	24.3%	37.5%	24.4%	36.0%
55 to 64	7.2%	9.7%	5.7%	12.5%	6.7%	8.0%
65 to 74	5.3%	12.9%	1.4%	0.0%	6.7%	0.0%
75 or older	1.0%	3.2%	0.0%	0.0%	2.2%	0.0%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Q.7: Which category below includes your estimated total gross annual household income? (For all earners in the household, before taxes and deductions)						
Response	Overall	A	B	C	D	E
Less than \$15,000	2.9%	9.7%	1.4%	0.0%	2.2%	0.0%
\$15,000 to \$24,999	3.4%	6.5%	2.9%	6.3%	0.0%	4.0%
\$25,000 to \$34,999	5.3%	9.7%	4.3%	6.3%	6.7%	0.0%
\$35,000 to \$49,999	14.0%	22.6%	10.0%	18.8%	6.7%	16.0%
\$50,000 to \$74,999	24.6%	16.1%	25.7%	62.5%	15.6%	28.0%
\$75,000 to \$99,999	18.4%	16.1%	25.7%	0.0%	13.3%	12.0%
\$100,000 to \$149,999	23.2%	12.9%	25.7%	0.0%	37.8%	28.0%
\$150,000 to \$199,999	5.3%	0.0%	2.9%	6.3%	11.1%	12.0%
\$200,000 and greater	2.9%	6.5%	1.4%	0.0%	6.7%	0.0%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**Exhibit Number 1**

**Q.1 What is the name of your favorite business currently located in Downtown Wayland?**

***Categorized Results***

<b>Code</b>	<b>Business Name</b>	<b>Total Count</b>	<b>Total Percent</b>
10	>> Awesome Chocolates	1	0.5%
12	>> Baugh's	1	0.5%
14	>> Bentley's	1	0.5%
16	>> Big Dipper	4	2.1%
18	>> Biggby	1	0.5%
20	>> Cindi's	2	1.0%
22	>> Dahlia City Dogs	1	0.5%
24	>> Daily Brews	23	11.8%
26	>> Dollar General	3	1.5%
28	>> Dr. House/House Family Chiropractic	2	1.0%
30	>> Dr. Michael DeWeerd Dentistry	1	0.5%
32	>> Family Dollar	2	1.0%
34	>> Flea Market	3	1.5%
36	>> Freda's Fish Fry	11	5.6%
38	>> Guiseppes	4	2.1%
40	>> Hair Cut Hut	1	0.5%
42	>> Hardings	2	1.0%
44	>> Harlequin Hair Fashions	16	8.2%
46	>> Henika Library	3	1.5%
48	>> Jayda Gale Distillery	1	0.5%
50	>> Jimmy Johns	1	0.5%
52	>> Joe's Way	9	4.6%
54	>> McDonald's	1	0.5%
56	>> McDuff's	4	2.1%
58	>> Mine & Yours	2	1.0%
60	>> Plank Chiropractic	5	2.6%
62	>> Reno Agency	1	0.5%
64	>> Sky Nails	1	0.5%
66	>> Speedway	1	0.5%
68	>> Uccellos	9	4.6%
70	>> Vibrant Grains	15	7.7%
72	>> Wayland Chrysler	2	1.0%
74	>> Wayland Discount	1	0.5%
76	>> Wayland Floral	11	5.6%
78	>> Wayland Hotel	45	23.1%
80	>> Yours and Mine	1	0.5%
99	>> Other/Undefined/None/Null	3	1.5%
	<b>Total</b>	<b>195</b>	<b>100.0%</b>

Exhibit Number 2

**Q.2 What is the name of the business currently located in Downtown Wayland that you visit most frequently?**  
**Categorized Results**

Code	Business Name	Total Count	Total Percent
10	>> Awesome Chocolates	1	0.5%
12	>> Baugh's	0	0.0%
14	>> Bentley's	5	2.6%
16	>> Big Dipper	6	3.1%
18	>> Biggby	1	0.5%
20	>> Cindi's	1	0.5%
22	>> Dahlia City Dogs	0	0.0%
24	>> Daily Brews	19	9.7%
26	>> Dollar General	19	9.7%
28	>> Dr. House/House Family Chiropractic	4	2.1%
30	>> Dr. Michael DeWeerd Dentistry	0	0.0%
32	>> Family Dollar	1	0.5%
34	>> Flea Market	0	0.0%
36	>> Freda's Fish Fry	4	2.1%
38	>> Guiseppes	4	2.1%
40	>> Hair Cut Hut	3	1.5%
42	>> Hardings	10	5.1%
44	>> Harlequin Hair Fashions	13	6.7%
46	>> Henika Library	2	1.0%
48	>> Jayda Gale Distillery	0	0.0%
50	>> Jimmy Johns	0	0.0%
52	>> Joe's Way	4	2.1%
54	>> McDonald's	1	0.5%
56	>> McDuff's	3	1.5%
58	>> Mine & Yours	3	1.5%
60	>> Plank Chiropractic	3	1.5%
62	>> Reno Agency	0	0.0%
64	>> Sky Nails	0	0.0%
66	>> Speedway	1	0.5%
68	>> Uccellos	7	3.6%
70	>> Vibrant Grains	13	6.7%
72	>> Wayland Chrysler	2	1.0%
74	>> Wayland Discount	0	0.0%
76	>> Wayland Floral	4	2.1%
78	>> Wayland Hotel	50	25.6%
80	>> Yours and Mine	0	0.0%
99	>> Other/Undefined/None/Null	11	5.6%
	<b>Total</b>	<b>195</b>	<b>100.0%</b>