

# A Market Analysis of Downtown Dahlonega, Georgia

*Prepared for:*

The City of Dahlonega  
Downtown Development Authority

*Prepared by:*

D. Keith Atkins, Jr.  
Applied Research Division  
Small Business Development Center  
The University of Georgia

August 2006

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Small Business Development Center  
The University of Georgia  
1180 E. Broad Street  
Athens, Georgia 30602-5412



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## Executive Summary

In an effort to determine attitudes, perceptions, and opinions of citizens regarding Downtown Dahlonega, Georgia, the City of Dahlonega Downtown Development Authority commissioned a market analysis survey. This market analysis study was conducted by the Applied Research Division of The University of Georgia's Small Business Development Center. This report, *Market Analysis of Downtown Dahlonega, Georgia*, presents the survey findings.

The primary foci of this market analysis survey were the opinions, preferences, and shopping tendencies of Lumpkin County residents as they pertain to Downtown Dahlonega. The survey also solicited advice from local residents regarding efforts to attract more visitors and shoppers to Downtown Dahlonega.

The following is a summary of responses and key findings from the Downtown Dahlonega market analysis:

- When asked if they had traveled outside of Downtown Dahlonega for shopping in the past year, nearly 90 percent (89.6%) of respondents indicated that they had. Almost 10 percent (9.8%) said that they had not traveled outside of Downtown Dahlonega for shopping during the past year.
- Asked to identify the towns they visit for shopping, respondents frequently cited Gainesville, Dawsonville, and Cumming.
- Over 30 percent of respondents (30.3%) said that they shop in towns other than Dahlonega about once a week, while nearly 23 percent (22.7%) indicated that they shop elsewhere several times a month. Over 18 percent of respondents (18.2%) said that they shop in other towns once per month.
- Over 93 percent of respondents (93.2%) said that good selection of stores and variety of goods was an important attribute when selecting a shopping location. Over 88 percent (88.4%) said that quality of merchandise was an important attribute, while 88.1 percent cited competitive prices. Friendly customer service was identified as an important attribute by 84.1% of respondents, and convenient parking was mentioned by 79 percent of study participants.
- Over 33 percent of respondents (33.1%) said that Saturday was the day on which most of their shopping was done, while 12.1 percent said that most of their shopping was done on Friday. Over 8 percent of respondents (8.1%) said they shopped on Wednesday.
- When asked to specify what time of day they shopped the most, nearly one-quarter of respondents (24.5%) said mid-afternoon. Over 18 percent (18.7%) indicated that they shopped most during late morning, while 14.1 percent said that they shopped most during the early morning hours.
- Over 43 percent of respondents (43.2%) indicated that they shopped in Downtown Dahlonega about once a week, while 13.1 percent said that they shopped in the downtown area once per month. Over 9 percent (9.3%) said that they shopped in Downtown Dahlonega several times a month. Nearly 12 percent of respondents (11.6%) indicated that they did not shop in Downtown Dahlonega.
  - Over 27 percent (27.3%) of those who said they did not shop in Downtown Dahlonega said there was nothing to attract them. Almost 16 percent (15.9%) indicated that a lack of variety of goods and services was the reason they did not shop in Downtown Dahlonega. Over 13 percent (13.6%) said they shopped at major retailers that are not available in the downtown area.

- When asked what types of businesses they preferred in Downtown Dahlonega, over 64 percent of respondents (64.4%) chose grocery store/gourmet food store, while nearly as many (63.6%) chose restaurants. Almost 60 percent of respondents (59.6%) chose clothing stores, and 56.6 percent selected both general merchandise stores and bakeries.
- When asked to indicate what type of restaurant they or they family prefer, over three-quarters of respondents (75.5%) said that they prefer a steakhouse. Over 70 percent (71.2%) indicated that they prefer seafood. Over 67 percent (67.9%) chose family style restaurant, while 61.1 percent said they prefer pizza or Italian restaurants. Over 56 percent (56.5%) prefer restaurants that offer southern cuisine.
- According to 65.4 percent of study participants, Downtown Dahlonega merchants can attract more shoppers by improving the variety within and among their stores, as well as the selection of goods they offer. Almost 65 percent (64.9%) of respondents recommended that merchants offer competitive prices in order to attract shoppers, while almost 63 percent (62.9%) said that downtown merchants should offer convenient store hours and days of operation. Over 60 percent (60.1%) suggested sales as a way to attract more shoppers.
- Asked to indicate their level of agreement with the statement, "If Downtown Dahlonega had a store with fine quality, regionally handcrafted artisan products, I would be likely to *visit* that store and *purchase* items there," over 65 percent of respondents (65.1%) said that they either agreed or strongly agreed. Over 22 percent (22.35) indicated that they either disagreed or strongly disagreed with the statement.
- When asked to indicate the means by which they discovered places to eat or shop, 53 percent of respondents said word-of-mouth, typically from family, friends, and co-workers. Nearly 35 percent (34.8%) indicated that they discover places to eat or shop by reading the newspaper (many cited the *Dahlonega Nugget* specifically), while 13.9 percent said they discover places by simply driving.

The findings in this report suggest that Downtown Dahlonega has a tremendous opportunity to increase its appeal among local consumers, a large portion of whom do not currently frequent downtown businesses. Respondents indicated that they would like to see more offerings for local residents, such as a grocery store, a greater variety of restaurants (particularly steakhouse and seafood restaurants), and clothing stores of various types. Residents indicated that merchants can attract more shoppers downtown by improving variety (of both stores and goods), pricing goods competitively, and by offering convenient hours.

Respondents also indicate throughout the survey that merchants may attract more shoppers simply by advertising more. There is a perception among the local population that Downtown Dahlonega is merely for tourists and that it has little to offer local residents. The downtown area has an opportunity to increase local interest in the downtown area by providing legitimate shopping alternatives for residents to visit downtown. Clearly, these alternatives would need to be advertised and marketed to Dahlonega citizens.

This report indicates what residents would prefer to see in their downtown. Stores offering groceries, restaurants, clothing stores, general merchandise stores, and bakeries are just a few business types mentioned by a majority of respondents. There is also a clear demand among local residents for two very specific types of restaurant: steakhouse and seafood. Providing a variety of business types, pricing goods competitively, and offering convenient store hours and days of operation may enhance the appeal of Downtown Dahlonega among local residents.

## Background

The City of Dahlonega, Georgia Downtown Development Authority, in order to better determine the shopping tendencies of local citizens, what types of businesses consumers desire, and how the community and its merchants might better attract them to the downtown area, commissioned a market analysis of Downtown Dahlonega. This analysis of the downtown market is an important step in economic development efforts, as it seeks to establish the behavior and preferences of local citizens, a key component of a thriving downtown.

*A Market Analysis Downtown Dahlonega, Georgia* shows the results of a telephone market survey. The study was conducted to determine the behavior, attitudes, and opinions of residents within Lumpkin County pertaining to goods and services offered in Downtown Dahlonega, and offers an analysis of those results.

The respondents' answers to the survey questions are detailed within the text of the report and are illustrated with tables and/or graphs. The analysis of survey responses is contained within the *Findings* section of the report. The questionnaire itself can be found in *Appendix A*. Conclusions deduced from the survey responses, as well as respondents' recommendations are detailed in the *Conclusions and Recommendations* section of the report. *Appendix B* contains all open-ended responses provided by respondents. *Appendix C* contains additional demographic data to be used by the City of Dahlonega and its merchants.

## Methodology

Between 12 and 18 July, 2006, a telephone survey of adult Georgians living in Lumpkin County, Georgia was conducted by the Survey Research Center (SRC), under contract from the Small Business Development Center of the University of Georgia. The survey was intended to assess the shopping needs of county residents. The purpose of the survey is to determine the needs and desires of Lumpkin County residents for the downtown Dahlonega area. Prior to the study, telephone interviewers attended two three-hour training sessions that covered survey methods, standard procedures of telephone interviewing, the purpose of the survey, an in-depth explanation of the survey instrument, and a practice session. In addition, at least one supervisor was present at all times during interviewing to provide quality control.

The first step in the process of conducting the Downtown Dahlonega Market Analysis Survey involved the development of the survey instrument. Survey Research Center staff, in consultation with the Small Business Development Center, developed a 19-item interview schedule designed to determine what residents believe to be the needs of their downtown area.

The design of the study called for conducting 400 interviews from randomly selected households in Lumpkin County. The procedures utilized were designed to ensure that all households in that region had a near equal chance of being selected for inclusion in the sample. This provision of equal opportunity of selection is a necessary requirement if a probability sample is to be obtained. Bias in response is also minimized, and inferences about the adult population in this region can safely be made from the results obtained in the survey.

Assuming the sampling procedures outlined above produce a random sample of adult residents, the estimated theoretical standard error associated with the sample estimates obtained ( $n=396$ ), when the population proportion ( $P$ ) is 50 percent (i.e., a "worse case scenario"), is .0251. In addition, the theoretical standard error decreases as the proportion ( $P$ ) approaches 0 or 100. Thus, if 85% of the sample provides a given response, the standard error is .0179. The standard errors are derived from the mathematical formula:

Square root of: 
$$\frac{P * Q}{N}$$

where: P = the proportion of the population exhibiting a characteristic (i.e., usually shop on Saturdays);  
 Q = (1-P), the proportion not exhibiting the characteristic;  
 n = size of the sample

Once obtained, the standard errors can be used to estimate the sampling margin of error of the estimates (i.e., the probable difference in results between interviewing the entire adult population of that region versus taking a scientific sample of that population), that extend 1.96 standard error units (i.e., the 95% confidence interval) around that value according to the following formula:

$$P \pm 1.96 * (\text{standard error})$$

Thus, with a random sample size of 396 and a population proportion of 50 percent, the 95% confidence interval for the estimate would be:

$$.50 \pm 1.96 * .0251 = .50 \pm .049 = 50\% \pm 4.9\% = 45.1\% \text{ to } 54.9\%$$

The formula sets a 95 percent confidence interval with a sampling error of +/- 5 percent, and is designed to ensure estimates produced are within known parameters of precision (sampling error) and accuracy (confidence interval). Based on this formula, the 396 cases collected are sufficient to achieve desired levels of precision and accuracy.

These methods produce a sample that is representative of the population under study. Sampling error is no greater than +/- 5% percent, with a 95 percent level of confidence. That is, if 50 percent of the sample gave a certain response to a question, we can be 95 percent certain that between 45.1 and 54.9 percent of the population as a whole would give that same response. This expected error decreases as the sample proportion approaches 0 or 100.

In addition to sample size, the quality of a sample is determined by cooperation rate; that is, the proportion of contacted members of the original sample who provide an interview. The Response Rate Table details the results of the telephone procedures. Here we see that the total cooperation rate for the study is 45.8 percent. That is, of the 862 eligible respondents contacted, 396 yielded complete interviews. Table 1 also shows the final disposition of each of the 4,156 numbers called in the study.

Once a respondent is located and cooperation obtained, standardized SRC quality-control procedures are set in place to ensure that high quality data are produced. For example, SRC supervisors are assigned to monitor interviewers in progress; thus approximately one-fifth to one-quarter of all interviews are monitored, and any interviewer errors are eliminated.

Table 1. Response Rate and Final Disposition of Telephone Procedures

	N	%
<b>Interview</b>		
Complete	396	97.1
Partial	12	2.9
<b>Total</b>	<b>408</b>	<b>100.0</b>
<b>Eligible, Non-Interview</b>		
First Refusal	331	23.6
Final Refusal	124	8.8
<b>Non-Contact</b>		
Respondent Never Available	2	0.2
Answering Machine, No Message	706	50.3
Answering Machine, Message	1	0.1
<b>Other</b>		
Physically/Mentally Unable	24	1.7
Language Unable	16	1.1
Misc. Unable	1	0.1
<b>Callbacks</b>		
Callback, Respondent Not Selected	185	13.2
Callback, Respondent Selected	14	0.9
<b>Total</b>	<b>1404</b>	<b>100.0</b>
<b>Unknown Eligibility, Non-Interview</b>		
Busy	87	9.0
No Answer	873	90.2
Answering Machine	2	0.2
Technical Problems	4	0.4
Unknown if Eligible	2	0.2
<b>Total</b>	<b>968</b>	<b>100.0</b>
<b>Not Eligible</b>		
Fax/Data Line	191	13.9
Non-Working Number	459	33.3
Disconnected Number	468	34.0
Mobile Phone	5	0.4
Call Forwarding	10	0.7
Business/Government/Other Organization	209	15.2
No Eligible Respondent	35	2.5
<b>Total</b>	<b>1377</b>	<b>100.0</b>
<b>Cooperation Rate*</b>		<b>45.8</b>

\*American Association for Public Opinion Research COOP3 = Interviews/(Interviews + Partials + Refusals)

## Findings

Study participants were first asked if they had traveled outside of Downtown Dahlonega for shopping in the past year. Table 2 shows that nearly 90 percent (89.6%) of respondents stated that they had shopped outside of Downtown Dahlonega in the past year, while less than 10 percent (9.8%) indicated that they had not. Figure 1 graphically depicts the respondents' responses.

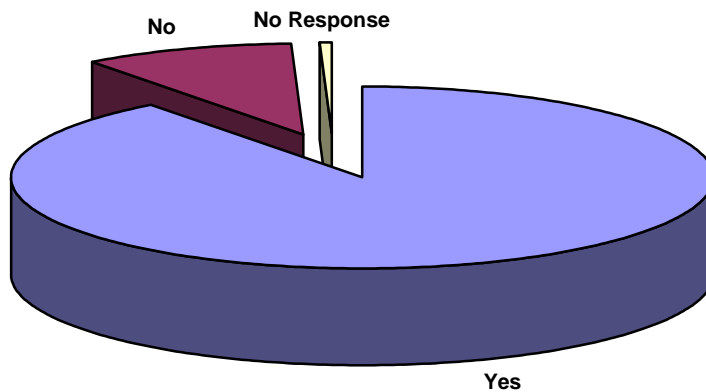
**Table 2. Shopped outside of Downtown Dahlonega in the past year for shopping**

Response	Frequency	Percent
Yes	355	89.6
No	39	9.8
No response	2	0.5
Total	396	100.0

Note: Totals may not equal 100% due to rounding

Source: *A Market Analysis of Downtown Dahlonega, Georgia*, The University of Georgia, Small Business Development Center, Applied Research Division, 2005. n = 396

**Figure 1. Shopped outside Downtown Dahlonega in the past year**



Source: *A Market Analysis of Downtown Dahlonega, Georgia*, The University of Georgia, Small Business Development Center, Applied Research Division, 2005. n = 396

Next, respondents were asked to indicate which towns they visit for shopping. Table 3 shows the ten most frequently cited towns or cities. Nearly 55 percent (54.8%) of respondents said they visited Gainesville for shopping, while over nearly 46 percent (45.7%) said that they shopped visited Dawsonville for shopping. Cumming was cited as a shopping destination by 32.3 percent of respondents. Nearly 16 percent (15.9%) indicated that they visit Alpharetta to shop, and 12.4 percent of participants said they visit Atlanta. A complete list of all towns and cities cited by respondents may be found in *Appendix B*.

**Table 3. Towns visited for shopping**

Town	Frequency	Percent
Gainesville	217	54.8
Dawsonville	181	45.7
Cumming	128	32.3
Alpharetta	63	15.9
Atlanta	49	12.4
Athens	9	2.3
Buford	9	2.3
Cleveland	9	2.3
Commerce	3	0.8
Duluth	3	0.8

Note: This question calls for multiple responses; therefore, percentages will not total to 100%

Source: *A Market Analysis of Downtown Dahlonega, Georgia*, The University of Georgia, Small Business Development Center, Applied Research Division, 2005. n = 396

Study participants were then asked how often they shopped in towns other than Dahlonega. Table 4 shows that less than 5 percent of respondents (4.8%) said they shopped in towns other than Dahlonega on a daily basis. Over 30 percent (30.3%) said they shopped in other towns about once a week, while nearly 23 percent (22.7%) said they shopped in other towns several times a month. Over 18 percent (18.2%) of respondents said they shopped in towns other than Dahlonega once a month, while 4 percent said they did so once every six months. Only 1.3 percent of study participants said they shopped in other towns once a year. "Other" responses to this question may be found in *Appendix B*.

**Table 4. How often shopping is done in towns other than Dahlonega**

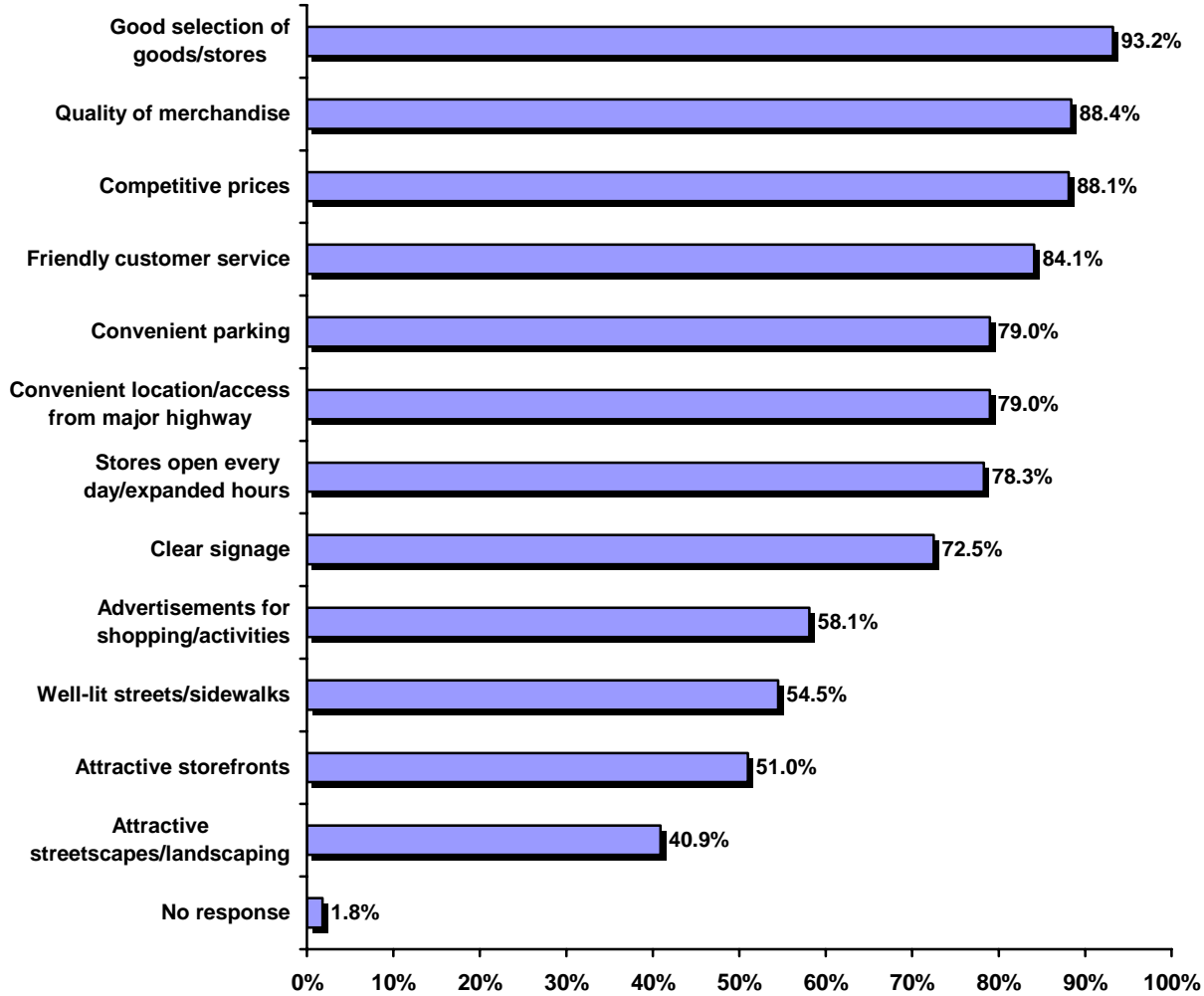
Response	Frequency	Percent
Daily	19	4.8
About once a week	120	30.3
Several times a month	90	22.7
Once per month	72	18.2
Once every six months	16	4.0
Once a year	5	1.3
Other	22	5.6
No response	52	13.1
<b>Total</b>	<b>396</b>	<b>100.0</b>

Note: Totals may not equal 100% due to rounding

Source: *A Market Analysis of Downtown Dahlonega, Georgia*, The University of Georgia, Small Business Development Center, Applied Research Division, 2005. n = 396

Next, respondents were asked to indicate which attributes they felt were important when selecting a shopping location. Figure 2 illustrates the percentage of participants who selected each attribute. Over 93 percent (93.2%) said that the selection of goods or stores was an important attribute when selecting shopping location. Over 88 percent of respondents (88.4%) indicated that the quality of merchandise being sold played an important role in selecting a shopping destination. Likewise, over 88 percent (88.1%) said that competitive prices were important when selecting a shopping location. Over 84 percent of study participants (84.1%) indicated that friendly customer service was an important attribute, while 79 percent cited convenient parking.

Figure 2. Important attributes when selecting a shopping location



Note: This question calls for multiple responses; therefore, percentages will not total to 100%

Source: *A Market Analysis of Downtown Dahlonega, Georgia*, The University of Georgia, Small Business Development Center, Applied Research Division, 2005. n = 396

Next, study participants were asked to indicate what day of the week they or their family members generally shopped the most. Table 5 shows that over one-third of respondents (33.1%) said Saturday was the day they shopped the most. Friday was selected as the day most shopping was done by 12.1 percent of respondents. Just over 8 percent of study participants (8.1%) performed most of their shopping on Wednesday. Monday was selected by nearly 7 percent of respondents (6.8%), while Thursday was the most popular shopping day for 5.8 percent. Only 3.8 percent of participants performed most of their shopping on Sunday, while even fewer respondents, 3.5 percent, said they did most of their shopping on Tuesday. Figure 3 graphically depicts the respondents' choices.

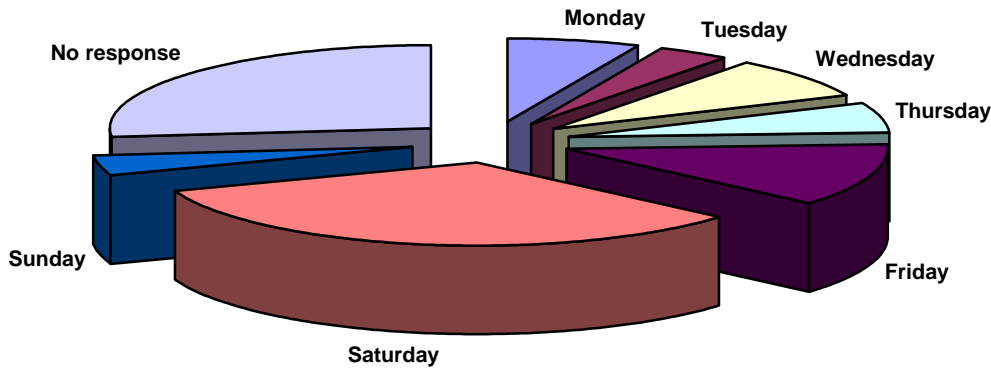
Table 5. Day on which most shopping done

Day	Frequency	Percent
Monday	27	6.8
Tuesday	14	3.5
Wednesday	32	8.1
Thursday	23	5.8
Friday	48	12.1
Saturday	131	33.1
Sunday	15	3.8
No response	106	26.8
Total	396	100.0

Note: Totals may not equal 100% due to rounding

Source: *A Market Analysis of Downtown Dahlonega, Georgia*, The University of Georgia, Small Business Development Center, Applied Research Division, 2005. n = 396

Figure 3. Day on which most shopping is done



Source: *A Market Analysis of Downtown Dahlonega, Georgia*, The University of Georgia, Small Business Development Center, Applied Research Division, 2005. n = 396

Study participants were also asked to specify what time of day they or members of their family typically shop the most. Table 6 illustrates that over 24 percent of respondents (24.5%) said they or their families shopped most during the mid-afternoon hours. Nearly 19 percent (18.7%) of respondents indicated that they shopped most in the late morning, while just over 14 percent (14.1%) said they did most of their shopping during the early morning hours. Over 12 percent (12.1%) of respondents performed most of their shopping during lunchtime, while 10.1 percent shopped the most during the late afternoon. Less than 9 percent (8.8%) performed most their shopping during the early evening hours. Figure 4 graphically depicts the various times of day chosen by respondents.

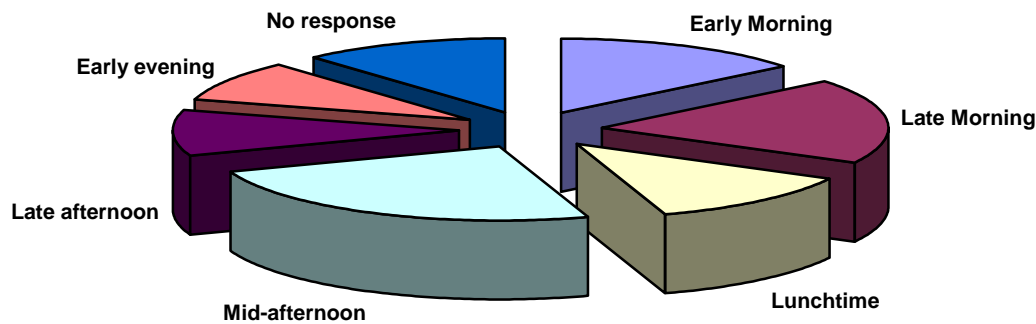
**Table 6. Time of day most shopping is done**

Time of Day	Frequency	Percent
Early morning (8:00am - 10:00am)	56	14.1
Late morning (10:00am - 11:30am)	74	18.7
Lunchtime (11:30am - 2:00pm)	48	12.1
Mid-afternoon (2:00pm - 4:00pm)	97	24.5
Late afternoon (4:00pm - 6:00pm)	40	10.1
Early evening (6:00pm and after)	35	8.8
No response	46	11.6
<b>Total</b>	<b>396</b>	<b>100.0</b>

Note: Totals may not equal 100% due to rounding

Source: *A Market Analysis of Downtown Dahlonega, Georgia*, The University of Georgia, Small Business Development Center, Applied Research Division, 2005. n = 396

**Figure 4. Time of day most shopping is done**



Source: *A Market Analysis of Downtown Dahlonega, Georgia*, The University of Georgia, Small Business Development Center, Applied Research Division, 2005. n = 396

Respondents were then asked how often they or family members shop in Downtown Dahlonega. As illustrated in Table 7, over 43 percent of respondents (43.2%) said that they shop in Downtown Dahlonega about once a week. Over 13 percent indicated that they shopped in Downtown Dahlonega once a month, while 9.3 percent said that they did so several times a month. Over 6 percent (6.3%) said that they shopped in Downtown Dahlonega once every six months, and 3.8 percent said that they did so only once a year. Over 11 percent of respondents (11.6%) said that they do not shop in Downtown Dahlonega.

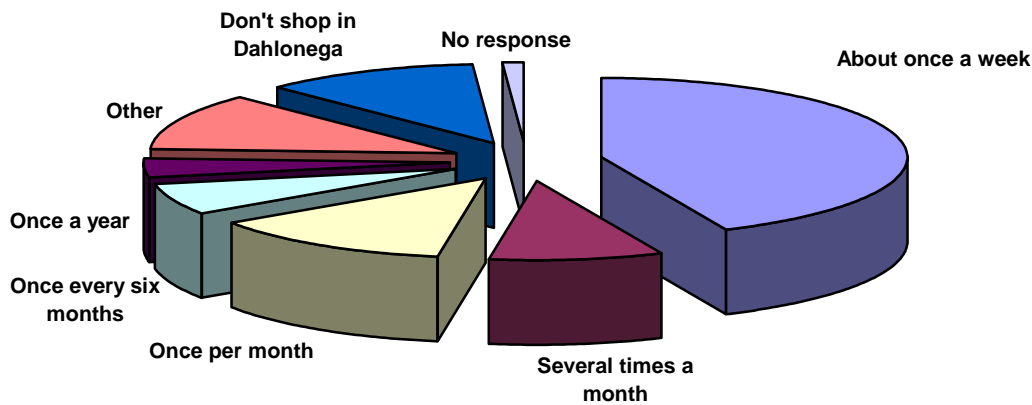
**Table 7. How often shopping is done in Downtown Dahlonega**

Response	Frequency	Percent
About once a week	171	43.2
Several times a month	37	9.3
Once per month	52	13.1
Once every six months	25	6.3
Once a year	15	3.8
Other	46	11.6
Don't shop in Dahlonega	46	11.6
No response	4	1.0
<b>Total</b>	<b>396</b>	<b>100.0</b>

Note: Totals may not equal 100% due to rounding

Source: *A Market Analysis of Downtown Dahlonega, Georgia*, The University of Georgia, Small Business Development Center, Applied Research Division, 2005. n = 396

**Figure 5. How often shopping is done in Downtown Dahlonega**



Source: *A Market Analysis of Downtown Dahlonega, Georgia*, The University of Georgia, Small Business Development Center, Applied Research Division, 2005. n = 396

Those respondents who indicated that they do not shop in Downtown Dahlonega were asked to choose a primary reason. Table 8 illustrates that over 27 percent of those who were asked this question (27.3%) said that there was nothing to attract them to Downtown Dahlonega, while 15.9 percent indicated that a lack of variety of goods or services was the primary reason they did not shop in Downtown Dahlonega. Over 13 percent (13.6%) said that they shop at major retailers, so they do not shop downtown.

**Table 8. Reasons for not shopping in Dahlonega**

Reason	Frequency	Percent
Nothing to attract me there	12	27.3
Been there before, no reason to come back	1	2.3
Lack of variety of goods/services	7	15.9
Lack of variety of restaurants	1	2.3
Parking not adequate	2	4.5
Lack of lighting at night	0	0.0
Traffic congestion	1	2.3
Appearance/disrepair/dirty	0	0.0
Shop at outlet stores	1	2.3
Shop at major retailers	6	13.6
Other	13	29.5
<b>Total</b>	<b>44</b>	<b>100.0</b>

Note: Totals may not equal 100% due to rounding

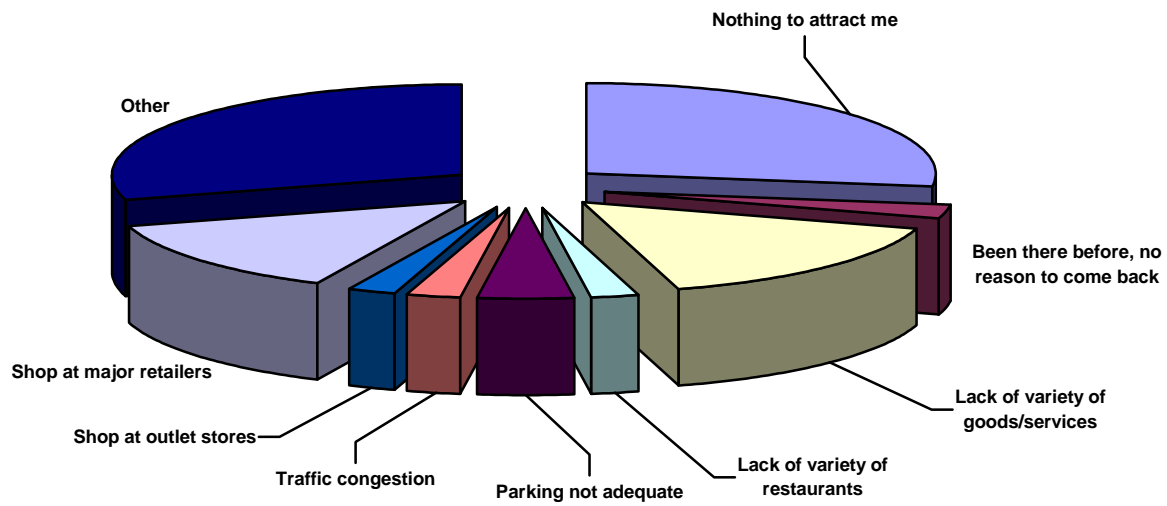
Source: *A Market Analysis of Downtown Dahlonega, Georgia*, The University of Georgia, Small Business Development Center, Applied Research Division, 2005. n = 44

Over 29 percent of this subset of respondents (29.5%) specified “other” reasons for not shopping in Downtown Dahlonega. These include the following:

- High prices
- Perception that Downtown Dahlonega is for tourists
- Lack of convenient hours
- Parking difficulties

A complete list of “other” responses may be found in *Appendix B*. Figure 6 graphically depicts the breakdown in responses among this group of respondents.

Figure 6. Reasons for not shopping in Dahlonega



Source: *A Market Analysis of Downtown Dahlonega, Georgia*, The University of Georgia, Small Business Development Center, Applied Research Division, 2005. n = 44

Next, respondents were provided a comprehensive list of business types and asked to identify all those that they would like to see in the area of Downtown Dahlonega. Table 9 illustrates the percentage of study participants who chose each of type of business. Of course, respondents provided some of their own responses; a complete list of these responses may be found in *Appendix B*.

**Table 9. Types of businesses preferred in Downtown Dahlonega**

<b>Business Type</b>	<b>Frequency</b>	<b>Percent</b>
Grocery store/gourmet food store	255	64.4
Restaurants	252	63.6
Men's/women's/children's clothing	236	59.6
General merchandise stores	224	56.6
Bakeries	224	56.6
New and used bookstores	219	55.3
Movie theatre	219	55.3
Shoe stores	216	54.5
Bowling alley	201	50.8
Lunch/sandwich cafes	186	47.0
Pet stores	173	43.7
Sports/hobby stores	171	43.2
Ice cream/dessert shops	169	42.7
Skating rink	167	42.2
Coffee shops	163	41.2
Toy stores	162	40.9
Gift shops	159	40.2
Medical/dental offices	158	39.9
Flower shops	156	39.4
Hair salon/barber shops	155	39.1
Science/nature stores	154	38.9
Health food stores	153	38.6
Cultural/historical gift shops	152	38.4
Gym/fitness centers	151	38.1
Local arts stores	141	35.6
Drug stores	141	35.6
Jewelry stores	140	35.4
Dry cleaners	139	35.1
Video tape rental stores	134	33.8
Professional offices	129	32.6
Veterinarian clinics	115	29.0
Building materials/garden center stores	112	28.3
Home appliance/furniture stores	110	27.8
Formal wear stores	105	26.5
Frame shops	103	26.0
Bridal shops	92	23.2
High-end antique stores	91	23.0
Day spas	86	21.7
No response	26	6.6
Other	21	5.3

Note: This question calls for multiple responses; therefore, percentages will not total to 100%

Source: *A Market Analysis of Downtown Dahlonega, Georgia*, The University of Georgia, Small Business Development Center, Applied Research Division, 2005. n = 396

Respondents were then asked to indicate what types of restaurants they or members of their family prefer. Table 10 shows that over three-quarters of respondents said that they preferred a steakhouse, while 71.2 percent said they preferred seafood restaurants. Nearly 68 percent of respondents (67.9%) said that they preferred family style restaurants. Over 61 percent (61.1%) said that they preferred pizza or Italian restaurants.

**Table 10. Preferred restaurants**

<b>Restaurant Type</b>	<b>Frequency</b>	<b>Percent</b>
Steakhouse	299	75.5
Seafood	282	71.2
Family style	269	67.9
Pizza/Italian	242	61.1
Southern cuisine	224	56.6
Deli/Sandwich shops	222	56.1
Fine dining	213	53.8
Ethnic	209	52.8
Bar/grill	207	52.3
Coffee house/dessert shops	166	41.9
Dinner theatres	153	38.6
Fast food	146	36.9
Other	9	2.3
No response	8	2.0

Note: This question calls for multiple responses; therefore, percentages will not total to 100%

Source: *A Market Analysis of Downtown Dahlonega, Georgia*, The University of Georgia, Small Business Development Center, Applied Research Division, 2005. n = 396

Next, survey participants were asked to identify specific things that Downtown Dahlonega merchants can do to attract more shoppers to their stores. Table 11 illustrates that over 65 percent of survey participants (65.4%) said that merchants could attract more shoppers if the variety of stores and selection was improved. Nearly 65 percent (64.9%) said that merchants could attract more shoppers if they offered competitive prices on their goods, while 62.9 percent suggested that merchants offer convenient store hours or days of operation. "Other" suggestions include the following:

- Extend store hours (stay open later)
- Provide more parking
- Provide more merchandise
- Increase variety/uniqueness of goods

A complete list of "other" responses may be found in *Appendix B*.

**Table 11. What merchants can do to attract more shoppers**

Response	Frequency	Percent
Improve variety of stores/selection	259	65.4
Offer competitive prices	257	64.9
Offer convenient store hours/days	249	62.9
Offer sales	238	60.1
Offer excellent customer service	218	55.1
Promote/advertise/market more	208	52.5
Improve storefront appearance	124	31.3
Other	25	6.3
No response	42	10.6

Note: This question calls for multiple responses; therefore, percentages will not total to 100%

Source: *A Market Analysis of Downtown Dahlonega, Georgia*, The University of Georgia, Small Business Development Center, Applied Research Division, 2005. n = 396

Next, study participants were asked to indicate their level of agreement with the following statement: "If Downtown Dahlonega had a store with fine quality, regionally handcrafted artisan products, I would be likely to visit that store and purchase items there. As shown in Table 12, over 65 percent of respondents (65.1%) said that they either agreed or strongly agreed with this statement. Over 22 percent (22.3%) indicated that they either disagreed or strongly disagreed with the statement, while 12.1 percent said they were neutral. Figure 7 graphically depicts the percentage of participants who chose each possible response.

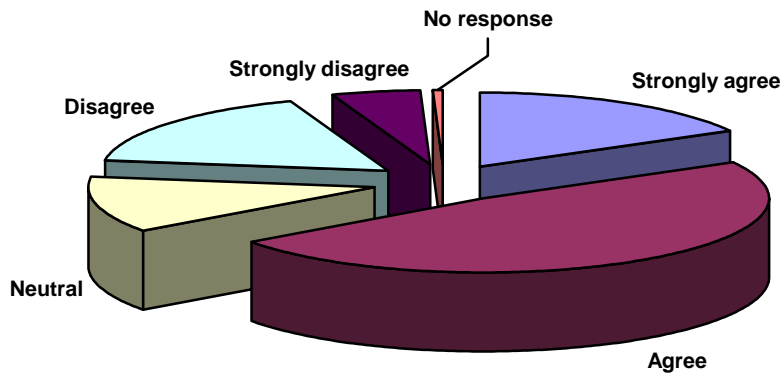
**Table 12. Likely to *visit* store with fine quality, regionally handcrafted products and *purchase* items**

Response	Frequency	Percent
Strongly agree	67	16.9
Agree	191	48.2
Neutral	48	12.1
Disagree	68	17.2
Strongly disagree	20	5.1
No response	2	0.5
<b>Total</b>	<b>396</b>	<b>100.0</b>

Note: Totals may not equal 100% due to rounding

Source: *A Market Analysis of Downtown Dahlonega, Georgia*, The University of Georgia, Small Business Development Center, Applied Research Division, 2005. n = 396

Figure 7. Likely to visit store with fine quality, regionally handcrafted products *and* purchase items



Source: *A Market Analysis of Downtown Dahlonega, Georgia*, The University of Georgia, Small Business Development Center, Applied Research Division, 2005. n = 396

Respondents were asked to indicate how they discover places to shop or eat. Well over half (53.%) said that they find out about such places by word-of-mouth, while nearly 35 percent (34.8%) cited the newspaper as their source for such information. Almost 14 percent of respondents (13.9%) said that they discover places by simply driving by the establishment. Specific examples of each response may be found in *Appendix B*.

Table 13. Means of discovering places to eat or shop

Response	Frequency	Percent
Drive by/driving	55	13.9
Newspaper	138	34.8
Word-of-mouth	210	53.0
Television	5	1.3
Radio	3	0.8
Magazine	3	0.8
Billboards	2	0.5
Internet	12	3.0
Other	42	10.6
No response	11	2.8
<b>Total</b>	<b>396</b>	<b>100.0</b>

Note: This question calls for multiple responses; therefore, percentages will not total to 100%

Source: *A Market Analysis of Downtown Dahlonega, Georgia*, The University of Georgia, Small Business Development Center, Applied Research Division, 2005. n = 396

Table 14 illustrates the age, gender, and gross annual household income for the survey participants. Table 15 provides respondent employment status.

**Table 14. Respondent demographics**

Characteristics	Frequency	Percent
<i>Respondent's Age</i>		
18 - 24	8	2.1
25 - 34	52	13.3
35 - 44	61	15.6
45 - 54	81	20.3
55 - 64	87	21.9
65 +	86	21.9
No Response	21	5.3
<b>Total</b>	<b>396</b>	<b>100.0</b>
<i>Respondent's Gender</i>		
Male	109	27.5
Female	285	72.0
No Response	2	0.5
<b>Total</b>	<b>396</b>	<b>100.0</b>
<i>Gross Annual Household Income</i>		
Less than \$15,000	18	4.5
\$15,000 - \$24,999	15	3.8
\$25,000 - \$34,999	25	6.3
\$35,000 - \$44,999	37	9.3
\$45,000 - \$54,999	38	9.6
\$55,000 - \$74,999	65	16.4
\$75,000 - \$99,999	50	12.6
\$100,000 +	42	10.6
No Response	106	26.8
<b>Total</b>	<b>396</b>	<b>100.0</b>

Note: Totals may not equal 100% due to rounding

Source: *A Market Analysis of Downtown Dahlonega, Georgia*, The University of Georgia, Small Business Development Center, Applied Research Division, 2005. n = 396

**Table 15. Respondent employment**

Job Description	Frequency	Percent
Retired	83	21.0
Student	2	0.5
Unemployed	35	8.8
Executive, managerial, professional	70	17.7
Technical	19	4.8
Administrative	29	7.3
Skilled craftsman/foreman/operative	19	4.8
Sales, administrative support, clerical	36	9.1
Transportation	3	0.8
Farmer	4	1.0
Service worker	19	4.8
Laborer	22	5.6
Something else	46	11.6
No response	9	2.3
<b>Total</b>	<b>396</b>	<b>100.0</b>

Note: Totals may not equal 100% due to rounding

Source: *A Market Analysis of Downtown Dahlonega, Georgia*, The University of Georgia, Small Business Development Center, Applied Research Division, 2005. n = 396

Study participants were then asked to indicate their workplace zip code in order to indicate other potential shopping locales for local consumers. When local citizens work outside of Dahlonega, they may well shop near their place of work, thus reducing the likelihood that they routinely shop in Dahlonega. The top five workplace zip codes cited by respondents may be found in Table 16. "Other" responses to this question (such as names of towns or counties) may be found in *Appendix B*.

**Table 16. Most cited workplace zip codes**

Zip Code	Frequency	Percent
30533	113	28.5
30501	17	4.3
30534	10	2.5
30597	8	2.0
30040	6	1.5

Source: *A Market Analysis of Downtown Dahlonega, Georgia*, The University of Georgia, Small Business Development Center, Applied Research Division, 2005. n = 396

## Conclusions and Recommendations

The market analysis commissioned by the City of Dahlonega Downtown Development Authority serves as an important first step in the process to grow and enhance Downtown Dahlonega. The findings within this report offer the City of Dahlonega valuable information regarding citizen utilization of the downtown area, resident shopping tendencies and behaviors, attitudes and preferences pertaining to types of businesses, and various ideas for improvement.

The final question of the survey sought advice from respondents regarding Downtown Dahlonega's efforts to attract more visitors and shoppers. Nearly 88 percent of respondents (87.9%) offered some form of advice to the City of Dahlonega regarding the downtown area. All advice offered by respondents may be found in *Appendix B*. The most common recommendations found among the responses include the following:

- More advertising
- Provide better variety of stores
- Offer more convenient hours (extended or later hours)
- Provide more parking, or better parking arrangements
- More competitive pricing on goods
- More restaurants, or greater variety of restaurants
- Establish a grocery store
- Improve quality of merchandise

The findings of this market analysis make clear that residents living in and near Dahlonega must consistently do their shopping in nearby areas—such as Gainesville, Dawsonville, or Cumming—due to the lack of shopping opportunities provided to them in Dahlonega. The majority of citizens indicated that they shop outside Dahlonega about once a week or several times a month. By offering the goods and services that residents currently find elsewhere, and doing so in a fashion that complements the historic nature of the area, Downtown Dahlonega has a tremendous opportunity to alter the shopping tendencies of residents.

By making parking available (or making the current availability of parking more widely known), encouraging diversity among downtown businesses, offering competitive prices, quality merchandise, and friendly customer service, Downtown Dahlonega can distinguish itself as an alternative shopping destination for residents, as well as for visitors. Merchants must also inform local residents about what their businesses, and what Downtown Dahlonega, has to offer through various methods of advertising and marketing strategies.

## Appendices

### Appendix A. Downtown Dahlonega, Georgia Market Analysis Study Questionnaire

#### Downtown Dahlonega Market Analysis Survey July 2006

Hi. This is [INTERVIEWER] calling from The University of Georgia in Athens. We are working with the City of Dahlonega to find out about residents' shopping needs and we'd like to ask a member of your household a few questions. Would you be willing to help us out for a few minutes this evening?

[INTERVIEWER: THE SURVEY SHOULD LAST ABOUT 5 - 7 MINUTES]

In order for the results of the survey to be representative of the state's population, I need to speak to the adult aged 24 or older in the household who last celebrated a birthday. Would that be you?

1. Yes [CONTINUE]
2. No [WHEN WOULD BE A GOOD TIME TO REACH THAT PERSON?]

[REINTRODUCE YOURSELF AND THE STUDY OR ARRANGE TIME FOR CALL-BACK AND GET THE RESPONDENT'S FIRST NAME]

Great! Before I start, I need to let you know that any information you provide for me will be kept strictly confidential and your participation is completely voluntary. You can skip any question you don't want to answer. No risk or discomfort is anticipated from participation in this study, and you will benefit by improved services offered by the City of Dahlonega. My supervisor may listen to part of the interview for quality control purposes. We will now begin with a few questions about shopping in general.

Q1. In the past year, have you traveled outside of downtown Dahlonega for your shopping?

1. Yes
2. No [SKIP TO Q4]
9. Ref/DK/NA [SKIP TO Q4]

Q2. What towns do you visit for shopping?

[INTERVIEWER NOTE: RECORD ALL RESPONSES]

1. Enter response \_\_\_\_\_
9. Ref/DK/NA

Q3. How often do you shop in towns other than Dahlonega?

1. Daily
2. About once a week
3. Several times a month
4. Once per month
5. Once every six months
6. Once a year
7. Other [SPECIFY: \_\_\_\_\_]
  
9. Ref/DK/NA

Q4. Of the following, which attributes do you feel are important when selecting a shopping location?

[INTERVIEWER NOTE: READ RESPONSES, CHOOSE ALL THAT APPLY]

[PROGRAMMER NOTE: YES/NO TOGGLE]

1. Competitive prices
2. Good selection of goods/stores
3. Friendly customer service
4. Convenient location/access from major highway
5. Well lit streets/sidewalks
6. Convenient parking
7. Attractive streetscapes/landscaping
8. Stores that stay open everyday/flexible/expanded store hours (convenient for shoppers)
9. Attractive storefronts
10. Clear signage directing to location
11. Advertisements of shopping and activities
12. Quality of merchandise
13. DK/NA/Ref
14. Exit

Q5. In general, what day of the week do you or your family members shop the most?

[INTERVIEWER AND PROGRAMMER NOTE: CHOOSE ONLY 1 RESPONSE]

1. Monday
2. Tuesday
3. Wednesday
4. Thursday
5. Friday
6. Saturday, or
7. Sunday
  
9. DK/NA/Ref

Q6. In general, what time of day do you or your family member typically shop the most?

1. Early Morning (8:00 a.m. - 10:00 a.m.)
2. Late morning (10:00 a.m. - 11:30 a.m.)
3. Lunchtime (11:30 a.m. - 2:00 p.m.)
4. Mid-afternoon (2:00 p.m. - 4:00 p.m.)
5. Late afternoon (4:00 p.m. - 6:00 p.m.)
6. Early evening (6:00 p.m. and after)
  
9. DK/NA/Ref

Q7. On average, how often do you or your family shop in downtown Dahlonega?

1. About once a week
2. Several times a month
3. Once per month
4. Once every six months
5. Once a year
6. Other [SPECIFY: \_\_\_\_\_]
7. Don't shop in Dahlonega [ANSWER Q8]
  
9. DK/NA/Ref

[PROGRAMMER NOTE: IF Q7 = 7, CONTINUE TO Q8. OTHERWISE, SKIP TO Q9]

Q8. Why not?

[INTERVIEWER NOTE: READ ONLY IF NECESSARY. CHOOSE ONLY ONE RESPONSE, CHOOSE PRE-CODED CATEGORY IF POSSIBLE.]

[INTERVIEWER NOTE: PLEASE DO NOT TYPE IN WAL-MART, K-MART, ETC IN OPEN-ENDS, CODE AS 10.]

1. Nothing to attract me there
2. Been there before no reason to come back
3. Lack of variety of goods/stores
4. Lack of variety of restaurants
5. Parking not adequate
6. Lack of lighting at night
7. Traffic congestion
8. Appearance/disrepair/dirty
9. Shop at outlet stores
10. Shop at major retailers (Wal-Mart, K-Mart, Target, Sam's Club, etc.)
11. Other: [SPECIFY: \_\_\_\_\_]
12. DK/NA/Ref

Q9. Of the following, what types of businesses would you like to see in an area such as downtown Dahlonega?

[INTERVIEWER NOTE: READ RESPONSES AND CHOOSE ALL THAT APPLY]

[PROGRAMMER NOTE: YES/NO TOGGLE]

1. General merchandise stores
2. Restaurants
3. Grocery store/gourmet food stores
4. Men's/women's/children's clothing
5. Shoe stores
6. Home appliance/furniture stores
7. Building materials/garden center stores
8. Coffee shops
9. New and used bookstores
10. Ice cream/dessert shops
11. Gift shops
12. Bakeries
13. Cultural/historical gift shops
14. Lunch/sandwich cafes
15. High-end antique stores
16. Day spas
17. Medical/dental offices
18. Professional offices (attorney, insurance offices)
19. Local arts stores
20. Frame shops
21. Jewelry stores
22. Hair salon/barber shops
23. Sports/hobby stores
24. Pet stores
25. Veterinarian clinics
26. Toy stores
27. Science/nature stores
28. Bridal shops
29. Formal wear stores
30. Health food stores
31. Gym/fitness centers
32. Movie theatre
33. Bowling alley
34. Skating rink
35. Dry cleaners
36. Drug stores
37. Flower shops
38. Video tape rental stores
39. Other [SPECIFY:  
\_\_\_\_\_ ]
40. Ref/DK/NA
41. Exit

Q10. Of the following, what types of restaurants do you or your family prefer?

[INTERVIEWER NOTE: READ RESPONSES AND CHOOSE ALL THAT APPLY]

[PROGRAMMER NOTE: YES/NO TOGGLE]

1. Family style restaurant
2. Seafood restaurant
3. Steakhouse restaurant
4. Fast food restaurants
5. Southern cuisine restaurants
6. Fine dining restaurants
7. Deli/Sandwich shops
8. Coffee house/dessert shops
9. Bar/grill restaurant
10. Dinner theaters
11. Ethnic restaurants
12. Pizza/Italian restaurants
13. Other [SPECIFY: \_\_\_\_\_]
14. DK/NA/REF
15. Exit

Q11. What can downtown Dahlonega merchants do to attract more shoppers to their stores?

[INTERVIEWER NOTE: READ RESPONSES AND CHOOSE IF ALL THAT APPLY.]

[PROGRAMMER NOTE: YES/NO TOGGLE]

1. Offer competitive prices
2. Offer sales
3. Improve variety of stores/selection
4. Promote/advertise/market more
5. Offer excellent customer service
6. Offer convenient store hours/days
7. Improve storefront appearance
8. Other [SPECIFY: \_\_\_\_\_]
9. DK/NA/REF
10. Exit

Q12. Please indicate whether or not you agree with the following statement:

If downtown Dahlonega had a store with fine quality, regionally handcrafted artisan products, I would be likely to visit that store and purchase items there.

[INTERVIEWER NOTE: IF ASKED FOR DEFINITION OF HANDCRAFTED ARTISAN PRODUCTS, STATE: POTTERY, GLASSWARE, JEWELRY, BASKETS, FURNITURE, QUILTS, FOOD ITEMS, AND TEXTILES HANDMADE BY ARTISTS.]

- 1. Strongly agree
- 2. Agree
- 3. Neutral
- 4. Disagree
- 5. Strongly disagree
  
- 8. Ref/DK/NA

Q13. In general, how do you find out about places to shop or eat?

[INTERVIEWER NOTE: CHOOSE ALL THAT APPLY AND SPECIFY FOR EACH ONE CHOSEN.]

[INTERVIEWER NOTE: IF RESPONDENT SAYS FRIENDS, CO-WORKERS, FAMILY, ETC. KEY AS CHOICE 13.3 WORD-OF-MOUTH not "Other" choice]

- 1 Drive by/driving [SPECIFY HIGHWAY: \_\_\_\_\_]
- 2 Newspaper [SPECIFY NAME: \_\_\_\_\_]
- 3 Word-of-mouth [SPECIFY WHO: \_\_\_\_\_]
- 4 Television [SPECIFY CHANNEL: \_\_\_\_\_]
- 5 Radio [SPECIFY STATION: \_\_\_\_\_]
- 6 Magazine [SPECIFY NAME: \_\_\_\_\_]
- 7 Billboards [SPECIFY LOCATION: \_\_\_\_\_]
- 8 Internet [SPECIFY WEBSITE OR SEARCH ENGINE: \_\_\_\_\_]
- 9 Other [SPECIFY: \_\_\_\_\_]
- 10 Ref/DK/NA
- 11 Exit

Q14. What is your age?

\_\_\_\_\_ years

99 - Ref/DK/NA

Q15. What was your total household income before taxes for last year? I don't need an exact figure, just an approximate category, so could you tell me if your total household income was...

1. Under \$14,999
2. \$15,000 - \$24,999
3. \$25,000 - \$34,999
4. \$35,000 - \$44,999 [ABOVE OR BELOW, START HERE]
5. \$45,000 - \$54,999
6. \$55,000 - \$74,999
7. \$75,000 - \$99,999
8. \$100,000 +
9. Ref/DK/NA

Q16. Would the type of job you have now (IF RETIRED: Would the type of job you had before you retired) be classified as...

(INTERVIEWER NOTE: READ LIST. IF "SELF-EMPLOYED" PROBE TO DETERMINE WHAT CATEGORY BEST FITS)

1. Retired [SKIP TO Q18]
  2. Student [SKIP TO Q18]
  3. Unemployed [SKIP TO Q18]
  4. Executive, managerial, professional,
  5. Technical,
  6. Administrative,
  7. Skilled craftsman/craftsperson, foreman, operative,
  8. Sales, administrative support, clerical,
  9. Transportation,
  10. Farmer,
  11. Service worker,
  12. Laborer, or
  13. Something else? [SPECIFY: \_\_\_\_\_]
88. UNCERTAIN/DON'T KNOW [SKIP TO Q18]
99. REFUSED [SKIP TO Q18]

Q17. And what is your workplace zip code? [City/county is acceptable]

\_\_\_\_\_

99999 - Ref/DK/NA

[RANGE: 00000 - 99999]

Q18. If you could give one piece of advice to help downtown Dahlonega with efforts to attract more visitors and shoppers to downtown Dahlonega, what would that be?

1. Enter Response \_\_\_\_\_

9. Ref/DK/NA

That's all the questions I have for you this evening. Thank you very much for your time.

## Appendix B. Downtown Dahlonega Market Analysis Study Open-Ended Responses

Downtown Dahlonega Market Analysis Survey  
July 2006  
Open-ended Responses

“Other” Responses to Question 2:

*What towns do you visit for shopping?*

- DULUTH, ALPHARETTA
- GAINESVILLE, CUMMING, ALPHARETTA, DAWSONVILLE
- ATLANTA USUALLY
- HELEN, ATLANTA, MIAMI
- DAWSONVILLE, ATLANTA, CUMMING
- GAINESVILLE
- GAINESVILLE, ALPHARETTA, DAWSONVILLE
- DAWSONVILLE OR ALPHARETTA
- VISIT DAWSONVILLE, GAINESVILLE, ROSWELL, AND CUMMING
- GAINESVILLE
- USUALLY I GO TO CUMMING OR GAINESVILLE
- GAINESVILLE, CUMMING
- GAINESVILLE
- DAWSON, ALPHARETTA, ATLANTA
- I’VE BEEN TO BUFORD , DAWSONVILLE, ALPHARETTA, BASICALLY MORE METRO AREAS FOR CLOTHES
- JOHNSONVILLE; AND ROSWELL
- DAWSONVILLE AND GAINESVILLE
- GAINESVILLE
- GAINESVILLE AND CUMMINGS AND ALPHARETTA
- ATLANTA
- GAINESVILLE OR ATLANTA
- DAWSON, CUMMING
- DAWSONVILLE OR GAINESVILLE OR CUMMING
- DAWSONVILLE
- GAINESVILLE AND DAWSONVILLE AND CUMMING
- GAINESVILLE, MOSTLY. THERE ARE ALSO SHOPPING CENTERS DOWN 400 I ALSO GO TO.
- I DON’T KNOW WHAT TOWNS THEY ARE MALL OF GEORGIA
- ATLANTA

**“Other” Responses to Question 2 (continued):**

- CUMMING, GAINESVILLE, DAWSONVILLE
- CUMMING
- GAINESVILLE, 400, CUMMINGS
- GAINESVILLE, CUMMING, ALPHARETTA
- ROSWELL, ALPHARETTA, BUCKHEAD, DAWSONVILLE
- DAWSONVILLE, CUMMING, GAINESVILLE, AND CLEVELAND
- GAINESVILLE
- CUMMING AND ALPHARETTA
- MOSTLY ATLANTA AND SOMETIMES I GO TO CUMMING.
- ATHENS, GAINESVILLE, COMMERCE, WHITE COUNTY, EVERYWHERE BUT DAHLONEGA
- FLOWERY BRANCH, GAINESVILLE
- GAINESVILLE
- ATLANTA
- ATLANTA, WHITE COUNTY, DAWSON COUNTY
- DALTON, GAINESVILLE, CUMMING, EVERYWHERE
- GAINESVILLE AND DAWSONVILLE
- ATLANTA, GAINESVILLE, DAWSONVILLE
- CLEVELAND, GAINESVILLE, DAWSONVILLE
- CUMMING OR DAWSONVILLE
- GAINESVILLE, DAWSONVILLE
- DAWSONVILLE, ATLANTA
- GAINESVILLE
- DAWSONVILLE AND CUMMING
- DAWSONVILLE FOR THE OUTLET MALL
- DAWSONVILLE AND GAINESVILLE
- GAINESVILLE
- ALPHARETTA, AND ATLANTA, AND DAWSONVILLE TO NORTH GA OUTLET
- WHITE COUNTY; GAINESVILLE
- GAINESVILLE AND DAWSONVILLE
- DAWSONVILLE, ALPHARETTA
- DAWSONVILLE
- GAINESVILLE, CUMMING, DAWSONVILLE, LAWRENCEVILLE
- MOSTLY I SHOP AT THE MALL IN DAWSONVILLE OR AT GAINESVILLE
- CUMMING
- GAINESVILLE, ALPHARETTA

“Other” Responses to Question 2 (continued):

- GAINESVILLE, CUMMING, DAWSONVILLE
- RAYMOND COUNTY
- CUMMING, ATLANTA, GAINESVILLE
- ALPHARETTA, GAINESVILLE, ROSWELL
- DAWSONVILLE, GAINESVILLE
- CUMMING OR DAWSONVILLE
- PINK MALL IN DAWSONVILLE
- MALL OF GA
- DAWSONVILLE, GAINESVILLE, CUMMING
- GAINESVILLE ATLANTA ATHENS DAWSONVILLE COMMERCE BUFORD
- DAWSONVILLE
- I GET CIGARETTES IN FORSYTH COUNTY BECAUSE THEY'RE CHEAPER
- DAWSONVILLE OR GAINESVILLE
- MURPHY, NC
- CUMMING, GAINESVILLE
- GAINESVILLE
- GAINESVILLE DAWSONVILLE CUMMING
- GAINESVILLE OR CUMMING
- GAINESVILLE, CUMMING, AND TOCCOA
- DAWSONVILLE
- NORTH POINT MALL
- GAINESVILLE, ALPHARETTA
- DAWSONVILLE
- GAINESVILLE AND CUMMING AND ALPHARETTA; DAWSONVILLE
- GAINESVILLE, DAWSONVILLE, CUMMING
- DAWSONVILLE
- DAWSONVILLE, CUMMINGS, GAINESVILLE
- BUFORD
- ALPHARETTA, MARIETTA, SANDY SPRINGS
- CUMMING, ALPHARETTA
- DAWSONVILLE; CUMMING
- ALPHARETTA, CUMMING, DAWSONVILLE
- DIFFERENT PLACES
- CUMMING, DAWSONVILLE
- GAINESVILLE; BUFORD

“Other” Responses to Question 2 (continued):

- DAWSONVILLE, GAINESVILLE
- GAINESVILLE, BLAIRSVILLE
- I SHOP ON THE INTERNET MOSTLY
- GAINESVILLE
- DAWSONVILLE
- GAINESVILLE, CUMMING
- DAWSONVILLE
- ATLANTA, ROSWELL, ALPHARETTA
- CUMMING OR GAINESVILLE
- CUMMING AND ATLANTA
- GAINESVILLE, DAWSONVILLE, CUMMING
- DAWSONVILLE, CUMMING, ALPHARETTA, ROSWELL
- DAWSONVILLE
- ATLANTA, NORTH POINT, ALL THROUGH OUT THE NORTH SIDE OF ATLANTA, AND THE SHOPS AT 400
- GAINESVILLE
- GAINESVILLE
- GAINESVILLE, FORSYTH COUNTY, ALPHARETTA
- MOSTLY GAINESVILLE, BUT ALSO DAWSONVILLE
- DAWSONVILLE, CUMMING, GAINESVILLE
- ATLANTA AND GAINESVILLE, AND DAWSONVILLE
- GAINESVILLE, MARIETTA
- GAINESVILLE, DAWSONVILLE
- HALL AND DAWSONVILLE, CUMMING, CLEVELAND
- DAWSONVILLE, CUMMING
- GAINESVILLE; CORNELIA; DAWSONVILLE
- GWINNETT, DULUTH AND BUFORD
- GAINESVILLE
- GAINESVILLE, ALPHARETTA, CUMMING, BUFORD
- CUMMINGS, ALPHARETTA
- GAINESVILLE, DAWSONVILLE
- DAWSONVILLE, ALPHARETTA, ROSWELL
- GAINESVILLE, CUMMING
- GAINESVILLE
- GAINESVILLE, DAWSONVILLE

**“Other” Responses to Question 2 (continued):**

- GAINESVILLE, DAWSONVILLE, CUMMING
- DAWSON, CUMMING, NORTH POINT
- BUFORD, SUGAR HILL
- DAWSONVILLE
- GAINESVILLE, CUMMING
- GAINESVILLE, CUMMING
- DAWSONVILLE
- DAWSONVILLE, CUMMING, ALPHARETTA, ROSWELL
- CUMMING, DAWSONVILLE
- DAWSONVILLE
- DAWSONVILLE, ATLANTA
- GAINESVILLE, DAWSONVILLE, CUMMING
- DAWSONVILLE, GAINESVILLE
- DAWSONVILLE, HALL COUNTY
- DAWSONVILLE
- GAINESVILLE OR CUMMING
- GAINESVILLE, DAWSON COUNTY
- CUMMING, GAINESVILLE
- GAINESVILLE AND CUMMING AND DAWSONVILLE
- ALPHARETTA, GWINNETT
- DAWSONVILLE, GAINESVILLE, FORSYTH
- DAWSONVILLE, GAINESVILLE, AND CUMMING
- GAINESVILLE
- DAWSONVILLE, CUMMING
- GAINESVILLE, ATLANTA, CUMMING, ALPHARETTA, DAWSONVILLE
- DAWSONVILLE AND CUMMING
- ALL SURROUNDING TOWNS
- GAINESVILLE; ATLANTA; ALPHARETTA; SANDY SPRINGS
- CUMMINGS
- GAINESVILLE
- DAWSONVILLE, CUMMING, ALPHARETTA, GAINESVILLE, ROSWELL
- GAINESVILLE
- DAWSONVILLE, CUMMINGS
- GAINESVILLE
- CUMMING

“Other” Responses to Question 2 (continued):

- GAINESVILLE AND DAWSONVILLE
- CUMMING
- DAWSONVILLE, GAINESVILLE
- DAWSONVILLE
- GAINESVILLE AND DAWSONVILLE
- DAWSONVILLE
- CLEVELAND, GAINESVILLE, DAWSONVILLE
- DAWSONVILLE OR CUMMING
- GAINESVILLE
- GAINESVILLE, ROSWELL, CHAMBLEE
- DAWSONVILLE
- ATLANTA, NEW YORK CITY, CLEVELAND, OHIO
- CUMMING AND GAINESVILLE
- GAINESVILLE
- CLEVELAND
- GAINESVILLE, DAWSONVILLE
- DAWSONVILLE, GAINESVILLE
- GAINESVILLE, DAWSONVILLE
- GAINESVILLE, DAWSONVILLE
- CRAWFORD, ATHENS, GAINESVILLE, CUMMING, ATLANTA.
- GAINESVILLE, DAWSONVILLE, CUMMING, SOMETIMES A LITTLE FARTHER TOWARDS ATLANTA SO MAYBE AROUND ALPHARETTA BUT NOT TOO OFTEN
- GAINESVILLE AND THE MALL DOWN 400
- I GO TO DAWSONVILLE, AND CUMMING, AND EVEN ATLANTA
- DAWSONVILLE AND MALL OF GEORGIA
- DAWSONVILLE
- ROSWELL
- DAWSONVILLE AND GAINESVILLE
- GAINESVILLE, CUMMING, AND ALPHARETTA
- DAWSONVILLE, CUMMING, AND GAINESVILLE
- ALPHARETTA
- DAWSONVILLE
- GAINESVILLE
- GAINESVILLE AND DAWSONVILLE
- DAWSONVILLE, GAINESVILLE, CUMMING, AND ATLANTA

“Other” Responses to Question 2 (continued):

- DAWSONVILLE
- DAWSONVILLE AND ALPHARETTA
- GAINESVILLE
- DAWSONVILLE
- GAINESVILLE
- GAINESVILLE, DAWSONVILLE
- ALPHARETTA, GAINESVILLE, BUFORD
- DAWSONVILLE
- GAINESVILLE, SUMMING, ALPHARETTA
- DAWSONVILLE; CUMMING; MALL IN ROSWELL
- GAINESVILLE
- GAINESVILLE
- GAINESVILLE AND DAWSONVILLE
- CUMMING AND ATLANTA
- DAWSONVILLE
- DAWSONVILLE, GAINESVILLE
- GAINESVILLE, CLEVELAND, DAWSONVILLE
- DAWSONVILLE
- GAINESVILLE, DAWSONVILLE
- GAINESVILLE, DAWSONVILLE
- DAWSONVILLE AND GAINESVILLE
- GAINESVILLE
- ALPHARETTA, GAINESVILLE, AND LAWRENCEVILLE
- ALPHARETTA, ATLANTA, GAINESVILLE
- CUMMINGS AND DULUTH
- CUMMINGS, GAINESVILLE, DAWSONVILLE
- GAINESVILLE, CUMMING, AND DAWSONVILLE
- CUMMING
- ATHENS, GAINESVILLE ALPHARETTA
- CUMMING, DAWSONVILLE, ATLANTA
- CUMMING, DAWSONVILLE, ALPHARETTA
- GAINESVILLE
- DAWSONVILLE
- ATLANTA, GAINESVILLE, CUMMING, ALPHARETTA
- GAINESVILLE AND ATLANTA

**“Other” Responses to Question 2 (continued):**

- THE PERIMETER AREA AND COSCO, NORTH POINT MALL
- GAINESVILLE, DAWSONVILLE
- GAINESVILLE AND DAWSONVILLE
- DAWSONVILLE, CUMMING, ALPHARETTA, GAINESVILLE
- GAINESVILLE
- GAINESVILLE
- GAINESVILLE
- GAINESVILLE AND CUMMING
- NEARBY HALL COUNTY, GAINESVILLE
- DAWSONVILLE, GAINESVILLE
- GAINESVILLE, DAWSONVILLE CUMMING
- BUFORD AND ALPHARETTA
- DAWSONVILLE AND CUMMING AND GAINESVILLE
- CUMMINGS
- GAINESVILLE, CUMMING
- GAINESVILLE DAWSONVILLE
- YOU NAME IT... CUMMING, JAMESVILLE, I’VE BEEN TO ATHENS
- GAINESVILLE, CUMMING
- ATLANTA, SAVANNAH, AND OUT OF STATE AREAS
- GAINESVILLE
- DAWSONVILLE, CUMMING, ALPHARETTA, AND GAINESVILLE
- ATLANTA AND GAINESVILLE
- ALPHARETTA, CUMMING
- COMMERCE
- GAINESVILLE, CUMMING, DAWSONVILLE, ATHENS
- ALPHARETTA, ROSWELL, ATLANTA, GAINESVILLE, DAWSONVILLE
- CUMMING AND DAWSONVILLE
- DAWSONVILLE, ALPHARETTA, DECATUR, ATLANTA, CUMMING
- DAWSONVILLE, GAINESVILLE, CUMMING, ALPHARETTA
- DAWSONVILLE
- CHARLOTTE
- DAWSONVILLE AND CUMMING
- GAINESVILLE, DAWSONVILLE
- CUMMING, ALPHARETTA, GAINESVILLE, DAWSONVILLE
- DAWSONVILLE, GAINESVILLE, ATHENS

**“Other” Responses to Question 2 (continued):**

- DAWSONVILLE, CUMMING, AND GAINESVILLE
- GAINESVILLE AND CUMMING MAINLY
- DAWSONVILLE, ATLANTA
- GAINESVILLE
- DAWSONVILLE
- GAINESVILLE, CUMMING, DAWSONVILLE
- CUMMING, DAWSONVILLE, AND GAINESVILLE, SOMETIMES ATLANTA
- FORSYTH, DAWSONVILLE
- CUMMINGS, GAINESVILLE
- ATLANTA
- I GO TO GAINESVILLE OCCASIONALLY
- CUMMING
- GAINESVILLE, DAWSONVILLE, CUMMING
- GAINESVILLE CUMMING ALPHARETTA
- CUMMING AND DAWSONVILLE
- DAWSONVILLE, CUMMING
- DAWSONVILLE, AND GAINESVILLE
- ALPHARETTA
- DAWSONVILLE, ROSWELL, ATLANTA, GAINESVILLE
- GAINESVILLE; CUMMING
- GAINESVILLE, BUFORD, MALL OF GA
- GAINESVILLE AND DAWSONVILLE AND CUMMING
- DAWSONVILLE, ALPHARETTA, AND NORCROSS
- GAINESVILLE, CUMMING
- CUMMING, GAINESVILLE, ATLANTA
- DAWSONVILLE
- CUMMING AND DAWSONVILLE
- FAYETTEVILLE
- CUMMING, GAINESVILLE, DAWSONVILLE
- DAWSONVILLE, GAINESVILLE
- GAINESVILLE AND CUMMING
- DAWSONVILLE AND CUMMING
- GAINESVILLE
- GAINESVILLE, THE OUTLET MALLS
- GAINESVILLE, DAWSONVILLE, ALPHARETTA

**“Other” Responses to Question 2 (continued):**

- DAWSONVILLE AND CUMMING
- CUMMING, ALPHARETTA, GAINESVILLE
- GAINESVILLE, DAWSONVILLE, NORTH POINT, ATLANTA
- GAINESVILLE, DAWSONVILLE, CUMMING
- DAWSONVILLE, ATLANTA
- ATLANTA, GAINESVILLE
- DAWSONVILLE, OR GAINESVILLE
- DAWSONVILLE GAINESVILLE CORNELIA CUMMING CLARKSVILLE
- ATHENS, DOUGLASVILLE, ALPHARETTA
- GAINESVILLE, FORSYTH, ATLANTA
- ALPHARETTA, NORTH POINT, ANOTHER SHOPPING CENTER IN SUWANEE
- ALPHARETTA, DAWSONVILLE, ROSWELL
- DAWSONVILLE, GAINESVILLE
- CUMMING AND ATHENS
- GAINESVILLE, ALPHARETTA
- GAINESVILLE AND CLEVELAND
- GAINESVILLE
- GAINESVILLE AND WHEREVER THE MALL OF GEORGIA IS, DAWSONVILLE
- ALPHARETTA AND GAINESVILLE AND DAWSONVILLE
- ALPHARETTA, CUMMING
- DAWSONVILLE AND GAINESVILLE
- GAINESVILLE
- GAINESVILLE AND DAWSONVILLE
- DAWSONVILLE AND GAINESVILLE AND ATLANTA, ALPHARETTA
- I GO DOWN TO DAWSONVILLE SOMETIMES, SOMETIMES I GO TO ATLANTA AND SOMETIMES I GO TO GAINESVILLE
- DAWSONVILLE, ATLANTA, GAINESVILLE
- DAWSONVILLE, GAINESVILLE
- GAINESVILLE; MALLS IN ALPHARETTA
- GAINESVILLE, DAWSONVILLE
- GAINESVILLE
- GAINESVILLE AND DAWSONVILLE
- GAINESVILLE
- CUMMING, GAINESVILLE
- CUMMING, GAINESVILLE

**“Other” Responses to Question 2 (continued):**

- GAINESVILLE AND DAWSONVILLE
- CUMMING AND GAINESVILLE
- DAWSONVILLE AND GAINESVILLE
- GAINESVILLE AND DAWSONVILLE AND ATLANTA
- DAWSONVILLE, ALPHARETTA
- GAINESVILLE
- GAINESVILLE AND DAWSONVILLE
- CLEVELAND, DAWSONVILLE AND GAINESVILLE
- CUMMING, GAINESVILLE
- USUALLY CUMMING
- GAINESVILLE, CUMMING, ALPHARETTA
- DAWSONVILLE, CUMMING, ALPHARETTA
- GAINESVILLE
- DAWSONVILLE, GAINESVILLE, CORNELIA
- CUMMING, GAINESVILLE
- GAINESVILLE, DAWSONVILLE
- ATLANTA, NORTH POINT, MALL OF GA
- ATHENS, GAINESVILLE, DAWSONVILLE
- GAINESVILLE, DAWSONVILLE, ALPHARETTA
- GAINESVILLE, DAWSONVILLE, CUMMING
- GAINESVILLE
- COMMERCE

**“Other” Responses to Question 3:**

***How often do you shop in towns other than Dahlonega?***

- ABOUT TWICE A MONTH
- NOT VERY OFTEN
- ONCE OR TWICE A WEEK PROBABLY
- ONCE EVERY 2 OR 3 YEARS
- ONCE EVERY FOUR YEARS
- TWO TIMES A MONTH
- TWICE PER WK
- COUPLE OF TIMES TO THREE TIMES A WEEK

“Other” Responses to Question 3 (continued):

- EVERY TWO MONTHS
- ONCE EVERY 2 WEEKS
- SEVERAL TIMES A WEEK
- SEVERAL TIMES A WEEK
- THREE TIMES A WEEK
- ONCE EVERY 2 MONTHS
- THREE OR FOUR TIMES A WEEK
- SEVERAL TIMES A WEEK
- FOUR TIMES A WEEK
- SEVERAL TIMES A WEEK
- OCCASIONALLY
- EVERY TWO MONTHS
- THE ONLY TIME I EVER GO TO DAHLONEGA IS FOR WAL-MART
- TWICE A WEEK
- 3 TIMES A WEEK
- TWICE A MONTH

“Other” Responses to Question 5:

*In general, what day of the week do you or your family members shop the most?*

- SHOPPING FOR CLOTHES OR WHATEVER OTHER THAN GROCERIES IT WOULD PROBABLY BE SATURDAY, GROCERY SHOPPING HOWEVER I THINK WE MOSTLY DO THAT ON TUESDAYS
- IT JUST DEPENDS ON WHAT DAY THAT I'M OUT.
- ALWAYS ON A WEEKDAY NO WEEKENDS
- WEEKDAYS ONLY
- IT VARIES, WE ARE RETIRED

“Other” Responses to Question 6:

*In general, what time of day do you or your family members typically shop the most?*

- BEFORE 8 AM

**"Other" Responses to Question 7:**

*On average, how often do you or your family shop in Downtown Dahlonega?*

- TWICE A YEAR
- COUPLE OF TIMES A WEEK PROBABLY
- ONCE OR TWICE A WEEK
- 3 TIMES A WEEK
- AT LEAST TWICE A WEEK
- TWICE A WEEK
- PROBABLY TWICE A WEEK
- FOUR TIMES A WEEK
- PROBABLY EVERY THREE TO FOUR DAYS
- THREE OR FOUR TIMES A WEEK
- ONCE EVERY THREE MONTHS
- THREE OR FOUR TIMES A YEAR
- SEVERAL TIMES A WEEK
- MOST EVERY DAY
- DAILY
- SEVERAL TIMES A WEEK
- SEVERAL TIMES A WEEK
- EVERYDAY. IT'S THE ONLY PLACE I GO.
- FOR GENERAL SHOPPING, YOU CAN'T GET THAT ON THE SQUARE.
- FIVE TIMES A WEEK
- THREE TIMES A WEEK
- VIRTUALLY EVERYDAY
- WE GO TO THE WAL-MART, BUT WE NEVER ACTUALLY GO INTO THE SQUARE
- NEVER
- NEVER
- COUPLE TIMES A WEEK
- AT LEAST TWICE A WEEK
- AT LEAST TWO OR THREE TIMES A WEEK
- WE MIGHT GO TO WAL-MART OR A GROCERY STORE, BUT WE DON'T GO TO THE DOWNTOWN PART
- THREE OR FOUR TIMES A WEEK
- MORE THAN ONCE A WK
- SEVERAL TIMES A WK
- TWO OR THREE TIMES A WEEK

**“Other” Responses to Question 7 (continued):**

- TWICE A WEEK
- I GO TO WAL-MART ONCE A DAY
- TWICE A WEEK
- THREE TIMES A WEEK
- SEVERAL TIMES A WK
- SEVERAL TIMES A WEEK
- 3 TIMES A WEEK
- WE EAT OUT ABOUT TWICE A WEEK IN DOWNTOWN DAHLONEGA
- THREE TIMES A WEEK
- TWICE A WEEK
- PRACTICALLY EVERYDAY
- SEVERAL TIMES A WEEK
- EVERY COUPLE OF MONTHS OR SO
- SEVERAL TIMES A WEEK

**“Other” Responses to Question 8:**

***Why not (shop in Dahlonega)?***

- PRICES ARE TOO HIGH AND PARKING
- WHEN THEY MADE IT HISTORICAL, VERY TOURISTY, NO BUSINESS FOR TOWNSPEOPLE
- CAN'T GET AROUND VERY WELL
- HIGH PRICES
- FOR TOURISTS
- HUSBAND IN WHEELCHAIR. I CANT LEAVE MY HUSBAND
- NOT OPEN
- ONLY WAL-MART, BAD QUALITY OF FOOD
- MOSTLY TOURIST STUFF
- JUST FOR TOURISTS
- OWNS A BUSINESS ON THE SQUARE
- I'VE ONLY LIVED IN DAHLONEGA FOR 2 MONTHS AND HAVEN'T BEEN DOWN THERE YET
- THEY AREN'T OPEN AT CONVENIENT HOURS

“Other” Responses to Question 9:

*Of the following, what types of businesses would you like to see in an area such as Downtown Dahlonega?*

- I WANT THE DOWNTOWN AREA TO STAY THE SAME. I WANT DOWNTOWN DAHLONEGA TO KEEP ITS SMALL TOWN AMBIANCE. ADD THE STORES TO THE OUTER AREAS.
- SOMETHING TO HELP PAY TAXES
- PUBLIX
- STARBUCKS
- TARGET
- TARGET, I NEVER SHOP AT WAL-MART
- COMPUTER SHOP
- PUBLIX
- NOTHING, UNLESS IT’S A MOM AND POP THING
- OUTDOOR EQUIPMENT: CANOES; KAYAKS; BOATING; HIKING ETC.
- NOTHING NEW; DOWNTOWN SHOULD STAY THE WAY IT IS
- MARK NO TO EVERYONE BECAUSE I MOVED TO DAHLONEGA TO GET AWAY FROM BUSINESSES
- COMPUTER REPAIR
- NEED FAMILY DINING PLACES. NEED MORE COMPETITION.
- BREAKFAST AND BAGEL SHOPS
- NO WAL-MART
- I DON'T WANT TO SEE NOTHING NEW
- BANK OF AMERICA
- PACKAGE STORES
- MINI GOLF COURSES, THINGS FOR CHILDREN
- WHOLE FOODS
- ELECTRONICS STORE
- I LIKE TO GO SOMEWHERE ELSE TO FIND MY STUFF, I LIKE IT JUST THE WAY IT IS.
- BANK OF AMERICA
- MORE SHOPPING MALLS
- I DON'T WANT TO SEE IT GROW ANYMORE

“Other” Responses to Question 10:

*Of the following, what types of restaurants do you or your family prefer?*

- CARABBAS
- THAI
- MEXICAN
- BREAKFAST AND BAGEL SHOPS
- BUFFET
- ALL
- CALIFORNIA CUISINE
- 80S BAR
- I PREFER INDIVIDUALLY OWNED HIGH-END HIGH-CLASS RESTAURANTS

“Other” Responses to Question 11:

*What can Downtown Dahlonega merchants do to attract more shoppers to their stores?*

- GENERAL CLOTHING STORES
- CATER TO THE LOCALS
- ANY ADVERTISEMENT NOT ON A BILLBOARD
- OPEN LATER
- I THINK EVERYTHING IS GOOD
- THEY SHOULD MAKE THE SQUARE MORE ACCESSIBLE TO PEOPLE WHO WANT TO SHOP
- MORE MERCHANDISE
- STAY OPEN LATER DURING THE SUMMER WHEN WE HAVE VISITORS HERE, THEY CLOSE WAY TOO EARLY, AND WHENEVER THERE ARE EVENTS AT THE HOLLY, THEY SHOULD TRY TO ADVERTISE TO TRY TO GET ADVANTAGE OF SOME OF THOSE VISITORS THAT SEE PERFORMERS AT THE HOLLY
- PROVIDE MORE PARKING
- EXTEND STORE HOURS. I VISITED TOWN AT 5:30 TODAY TO GET AN ICE CREAM AND THEY WERE BOTH CLOSED. THAT'S INCONVENIENT FOR WORKING PEOPLE.
- GOOD PARKING DOWNTOWN
- DO NOT BUY FROM THE SAME DISTRIBUTORS
- MORE FOR THE LOCALS
- CATER TO PEOPLE THAT LIVE HERE MORE THAN TOURISTS
- IMPROVE TOWN
- GET MORE THINGS TO SELL
- THEY PROBABLY OUGHT TO FOCUS ON CATERING TO MOTORCYCLISTS, MAKE IT A MOTORCYCLE DRIVE, TATTOO PARLORS ETC...

“Other” Responses to Question 11 (continued):

- MORE PARKING
- CONSISTENT STORE HOURS
- GET RID OF THE HISTORICAL COMMITTEE
- DON'T CHANGE ANYTHING
- BETTER PARKING
- I REALLY WANT TO SEE A GOOD DRY CLEANER
- THERE IS NOTHING REALLY THAT INTERESTS ME, IT'S ALL JUNK
- MORE PUBLIC PARKING

“Other” Responses to Question 13:

*In general, how do you find out about places to shop or eat?*

1 Drive by/driving [SPECIFY HIGHWAY: \_\_\_\_\_]

- 19
- 400
- 400 AND 60 GOING TO GAINESVILLE
- 60 & 400
- 60, HWY 9, & 52
- AROUND THE SQUARE
- AROUND THE SQUARE
- AROUND TOWN
- DAHLONEGA'S SO SMALL YOU JUST DRIVE THROUGH AND SEE EVERYTHING
- DRIVE AROUND THE SQUARE
- DRIVE BY PLACES
- HIGHWAY 100
- HIGHWAY 9
- HWY 400
- HWY 400
- HWY 400
- HWY 400
- HWY 400
- HWY 60
- HWY 60
- HWY 60 AND HWY 53
- HWY 60 OR 52

“Other” Responses to Question 13 (continued):

- HWY 90 AND HWY 400
- I JUST TAKE ROADS AND SEE WHERE IT GOES
- I TEND TO THINK OF THE MALL WHICH IS THE LARGEST IN THE AREA, SO ANYTHING ON 400 WOULD BE THE MOST ACCESSIBLE
- I'M ALL OVER THE PLACE
- JUST GOING
- JUST MAIN ONES IN DAHLONEGA
- LIVED THERE WHOLE LIFE, KNOW
- MAIN HWY
- MAIN ST
- MAIN STREET
- MAIN STREET, HWY 60
- MAIN STREET
- NONE
- OFF 60 AND 52
- ON 60
- ON THE SQUARE
- ON THE SQUARE
- SQUARE
- THE SQUARE
- THE SQUARE
- THE TOWN ISN'T THAT BIG, YOU JUST DRIVE RIGHT THROUGH IT, I'VE LIVED HERE FOR 50 YEARS
- THE WAL-MART RD
- WALK AROUND AND LOOK
- WALKING AROUND

2 Newspaper [SPECIFY NAME: \_\_\_\_\_]

- AJC
- DAHLONEGA NUGGET
- DAHLONEGA NUGGET
- DAHLONEGA NUGGET
- DAHLONEGA NUGGET
- DAHLONEGA NUGGET
- DAHLONEGA NUGGET

**“Other” Responses to Question 13 (continued):**

- DAHLONEGA NUGGET
- DAHLONEGA NUGGET
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- DAHLONEGA NUGGET
- DAHLONEGA NUGGET
- DAHLONEGA NUGGET
- DAHLONEGA PAPER
- DAHLONEGA
- DAILY TIMES
- DAHLONEGA NUGGET
- GAINESVILLE PAPER
- GAINESVILLE TIMES
- GAINESVILLE TIMES AND DAHLONEGA NUGGET
- GAINESVILLE TIMES AND DAHLONEGA NUGGET
- GAINESVILLE TIMES OR DAWSON COUNTY ADVERTISER
- GAINESVILLE TIMES, DAHLONEGA NUGGET
- GAINESVILLE TIMES
- GAINESVILLE TIMES; AJC
- I FORGET THE NAME, SOME KIND OF GUIDE
- JOURNAL CONSTITUTION
- JOURNAL, GAINESVILLE, THE NUGGET
- NUGGET
- NUGGET
- NUGGET

**“Other” Responses to Question 13 (continued):**

- NUGGET
- NUGGET
- NUGGET
- NUGGET
- NUGGET
- NUGGET
- NUGGET
- NUGGET, AJC
- NUGGET, GAINESVILLE TIMES
- NUGGET, GAINESVILLE TIMES
- NUGGET; GAINESVILLE TIMES
- SUNDAY PAPER
- THE NUGGET
- THE AJC OR GAINESVILLE TIMES
- THE ATLANTA CONSTITUTION AND THE DAHL. NUGGET
- THE ATLANTA-JOURNAL CONSTITUTION OR DAHLONEGA NUGGET
- THE DAHLONEGA NUGGET
- THE DAHLONEGA NUGGET, THE DAILY TIMES IN GAINESVILLE
- THE DAHLONEGA NUGGET
- THE DAHLONEGA NUGGET
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- THE DAHLONEGA NUGGET
- THE DAHLONEGA NUGGET
- THE DAHLONEGA NUGGET, AJC
- THE DAHLONEGA NUGGET, OR THE DAWSONVILLE PAPER



**“Other” Responses to Question 13 (continued):**

- THE NUGGET
- THE NUGGET
- THE NUGGET
- THE NUGGET
- THE NUGGET
- THE NUGGET
- THE NUGGET AND THE AJC
- THE NUGGET, AJC
- THE NUGGET, DAILY TIMES, AJC
- THE NUGGET, GAINESVILLE TIMES
- THE NUGGET, PAMPHLETS
- THE NUGGET
- THE NUGGET
- THE NUGGET
- THE NUGGET
- THE TIMES
- THE TIMES, THE NUGGET . THE ATL JOURNAL
- TIMES AND THE NUGGET
- TIMES, AJC
- TIMES, AJC
- TIMES, NUGGET, AJC
- WEEKEND NEWSPAPER

**3 Word-of-mouth [SPECIFY WHO: \_\_\_\_\_]**

- ALL KINDS OF RELATIONS
- ANYBODY THAT RECOMMENDS SOMETHING
- ASKING NEIGHBORS
- BUDDY
- CHURCH MEMBERS, FRIENDS
- COUNTRY CLUB
- COWORKERS
- COWORKERS
- COWORKERS
- CO-WORKERS
- CO-WORKERS







**“Other” Responses to Question 13 (continued):**

- FRIENDS AND FAMILY
- FRIENDS AND ASSOCIATES
- FRIENDS AND CO WORKERS
- FRIENDS AND COLLEAGUES
- FRIENDS AND COWORKERS
- FRIENDS AND COWORKERS
- FRIENDS AND COWORKERS
- FRIENDS AND CO-WORKERS
- FRIENDS AND CO-WORKERS
- FRIENDS AND CO-WORKERS
- FRIENDS AND FAMILY
- FRIENDS AND FAMILY
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- FRIENDS AND FAMILY
- FRIENDS AND NEIGHBORS
- FRIENDS AND NEIGHBORS
- FRIENDS AND NEIGHBORS
- FRIENDS AND RELATIVES
- FRIENDS AND RELATIVES
- FRIENDS AND RELATIVES
- FRIENDS FAMILY
- FRIENDS FAMILY
- FRIENDS OR FAMILY, COMMUNITY
- FRIENDS, COLLEAGUES
- FRIENDS, COWORKERS

“Other” Responses to Question 13 (continued):

- FRIENDS, CO-WORKERS
- FRIENDS, CO-WORKERS, FAMILY
- FRIENDS, COWORKERS, FAMILY MEMBERS
- FRIENDS, FAMILY
- FRIENDS, FAMILY
- FRIENDS, FAMILY
- FRIENDS, FAMILY
- FRIENDS, FAMILY
- FRIENDS, FAMILY, CO-WORKERS
- FRIENDS, FAMILY, CO-WORKERS
- FRIENDS, NEIGHBORS
- FRIENDS, NEIGHBORS, SOMETIMES CO-WORKERS
- FRIENDS, RELATIVES
- FRIENDS, RELATIVES, COWORKERS
- FRIENDS, RELATIVES, CO-WORKERS
- FRIENDS. COWORKERS
- FRIENDS; PATIENTS
- FROM FRIEND
- FROM OTHER MILITARY WIVES AROUND HERE
- JUST FROM SOMEBODY WHO LIVES HERE
- JUST PEOPLE WE MEET
- KINFOLK AND NEIGHBORS
- LOCALS, NEIGHBORS
- MEMBERS OF COMMUNITY
- MOMMA AND DADDY
- MY HUSBAND AND I TRAVEL AND WE ASK QUESTIONS WHEREVER WE GO SO THAT WE KNOW, WE ALSO LOOK AT THE ADS IN THE PAPER TO BECOME MORE FAMILIAR WITH WHAT IS HERE, AND I'D SAY IN THE SIX TO SEVEN WEEKS THAT WE'VE LIVED HERE, WE'VE REALLY DONE A LOT OF STUFF BECAUSE WE ASK AROUND
- MY SISTER HELPS ME FIND IT
- MY WIFE
- MY WIFE
- NEIGHBORS
- NEIGHBORS
- NEIGHBORS

**“Other” Responses to Question 13 (continued):**

- NEIGHBORS
- NEIGHBORS
- NEIGHBORS
- NEIGHBORS
- NEIGHBORS AND FRIENDS
- NEIGHBORS AND FRIENDS
- NEIGHBORS, FRIENDS, CO-WORKERS
- NEIGHBORS; FAMILY
- OTHER PEOPLE WHO LIVE AROUND HERE, NEIGHBORS, FRIENDS
- PEOPLE AROUND TOWN
- PEOPLE I WORK WITH, STUDENTS
- PEOPLE I'M ACQUAINTED WITH
- PEOPLE THAT'S EATEN THERE BEFORE
- PEOPLE WE GO TO CHURCH WITH, SCHOOL WITH, THINGS LIKE THAT
- PEOPLE WE KNOW, PEOPLE AT CHURCH AND NEIGHBORHOOD
- PEOPLE WHO ARE VISITING, AND FRIENDS THAT GO OUT A LOT
- SOMEBODY TELLS ME ABOUT IT USUALLY
- USUALLY COLLEGE STUDENTS, I USED TO GO TO SCHOOL THERE

4      **Television**                      [SPECIFY CHANNEL: \_\_\_\_\_]

- CBS, NBC
- FOX5
- N/A
- N/A
- NBC

5      **Radio**                              [SPECIFY STATION: \_\_\_\_\_]

- ATHENS 106.1
- GOLD 104.3

"Other" Responses to Question 13 (continued):

6 Magazine [SPECIFY NAME: \_\_\_\_\_]

- MAGAZINE IN NUGGET
- NONE IN PARTICULAR
- THE LITTLE BOOK

7 Billboards [SPECIFY LOCATION: \_\_\_\_\_]

- DOWNTOWN AND MAIL FLYERS

8 Internet [SPECIFY WEBSITE OR SEARCH ENGINE: \_\_\_\_\_]

- ANY NEWS WEBSITE
- DAHLONEGA.ORG, NORTH GA COLLEGE STATE UNIVERSITY LISTSERV FOR STAFF MEMBERS
- GOOGLE
- GOOGLE
- GOOGLE
- GOOGLE
- GOOGLE
- GOOGLE
- GOOGLE SEARCH
- GOOGLE.COM
- INTERNET RADIO STATION MOUNTAIN MIX.COM
- IT VARIES; MSN YELLOW PAGES
- JUST GOOGLE

9 Other [SPECIFY: \_\_\_\_\_]

- BORN HERE, LIVED HERE ALL MY LIFE
- COMMON KNOWLEDGE FOR THE DAHLONEGA AREA
- COURTHOUSE HAS INFORMATION
- EXPERIENCE, TRIAL AND ERROR
- EXPLORE AND WANDERING, WAY WE'VE ALWAYS BEEN. WALK OR DRIVE AROUND; WALK INTO THE RESTAURANT AND STORES AND FIND ONE, MAN THEN IT GOES BACK TO THE OLD JOKE OF TELL A WOMEN, AND THEN YOU TELL EVERYBODY

**“Other” Responses to Question 13 (continued):**

- FIND IT WHILE WERE OUT AND ABOUT/ SHOPPING
- FLYERS
- FLYERS
- FROM THE COMMUNITY
- I KNOW ABOUT THEM
- I KNOW ALL THE PLACES TO SHOP OR EAT IN DAHLONEGA
- I KNOW THE AREA
- I LIVE HERE IN THE TOWN SO I KNOW WHERE EVERYTHING IS
- I SHOP FOR NECESSITY, SO I GO WHERE I NEED TO GO
- I WALK DOWNTOWN, I WALK ONE BLOCK AND YOU SEE EVERYTHING WE GOT
- IN THE YELLOW PAGES
- IT'S NOT HARD, THEY'RE RIGHT OUT IN PLAIN VIEW
- JUST BY WALKING AROUND
- JUST FROM BEING IN DAHLONEGA, MOVING AROUND, DAHLONEGA'S A SMALL TOWN
- JUST WALK THE SQUARE AND GO IN
- LIVED HERE A LONG TIME
- LIVED IN GAINESVILLE
- LOCAL ADVERTISING
- MAIL FLYERS
- MATTER OF GETTING OUT AND WALKING AROUND
- PAMPHLET IN THE MAIL
- PAMPHLETS
- PEOPLE DRIVE ME THERE BECAUSE IM DISABLED
- PHONE BOOK
- PHONE BOOK
- PHONE BOOK, YELLOW PAGES
- REFERRALS FROM PEOPLE OPENING BUSINESSES
- SALE FLYERS
- SMALL TOWN, ALL VISUAL
- THE WELCOME CENTER IS MY USUAL WAY.
- TRY IT OUT
- WALKING AROUND
- WANDERING AROUND AND GOING, HEY, I HAVEN'T SEEN THAT BEFORE!
- WE KNOW WHAT'S THERE

**“Other” Responses to Question 13 (continued):**

- WELL I'VE LIVED HERE FOR ALONG TIME SO I KIND OF KNOW WHAT THEY ARE IT'S KIND OF A SMALL TOWN, I KNOW WHERE EVERYTHING IS, IT'S NOT THAT BIG
- YELLOW PAGES

**“Other” Responses to Question 16:**

*Would the type of job you have now (if retired: would the type of job you had before you retired) be classified as...*

- HOMEMAKER
- AUTHOR
- HOMEMAKER
- MILITARY
- SELF EMPLOYED
- PRIEST
- FOOD SERVICE
- NURSE
- TEACHER
- STAY AT HOME MOTHER
- HOMEMAKER
- WORK IN SCHOOL DISTRICT
- CHICKEN PLANT
- SCHOOL TEACHER
- TEACHER
- EDUCATOR
- MOM DOES EVERYTHING
- DISABLED
- DEAN OF COLLEGE
- ARMY
- GOVT: POSTAL SERVICE
- MILITARY
- MOTHER
- TEACHER
- MOTHER
- HEALTHCARE
- SELF-EMPLOYED
- EDUCATOR

**“Other” Responses to Question 16 (continued):**

- MUSICIAN, SELF EMPLOYED
- EDUCATION
- TEACHER
- CAREGIVER
- I DRIVE A DUMP TRUCK
- SELF EMPLOYED
- DISABLED
- MOTHER
- SELF-EMPLOYED
- MOTHER
- MOM
- MILITARY
- HOUSEWIFE
- REGISTERED NURSE
- SELF EMPLOYED
- MOTHER WHO HOME SCHOOLS, MANAGES HUSBANDS BUSINESS
- AUTO MECHANIC
- SELF EMPLOYED
- HOUSEWIFE

**“Other” Responses to Question 17:**

*And what is your workplace zip code? (city/county is acceptable)*

- I WORK IN ROSWELL
- GAINESVILLE, GA
- CUMMING, GA
- NORCROSS
- JACKSON COUNTY
- BUFORD, GWINNETT
- CUMMING
- LOUISIANA
- DULUTH
- TOCCOA
- ATELL IN LULA COUNTY
- GAINESVILLE

**“Other” Responses to Question 17 (continued):**

- WINDER, BARROW COUNTY
- ATLANTA
- HALL COUNTY
- ALPHARETTA

**“Other” Responses to Question 18:**

*If you could give one piece of advice to help Downtown Dahlonega with efforts to attract more visitors and shoppers, what would that be?*

- MORE GOOD STORES AND FAMILY RESTAURANTS
- I HAVE NO IDEA
- MORE ADVERTISING
- TOWN ACTIVITIES
- I THINK DAHLONEGA IS UNIQUE AND SHOULD STICK WITH THAT AND KEEP BIG CHAINS OUT
- MORE DIVERSITY, YOU DON'T NEED MORE ARTS AND ANTIQUES WHICH IS WHAT IT IS NOW
- EXTENDED HOURS
- I WANT THE DOWNTOWN AREA TO STAY THE SAME. I WANT DOWNTOWN DAHLONEGA TO KEEP ITS SMALL TOWN AMBIANCE. ADD THE STORES TO THE OUTER AREAS.
- CATER TO THE LOCALS MORE
- MAYBE OFFER A LITTLE BETTER PARKING, THAT'S THE ONLY DOWNFALL THEY'VE GOT, BUT I DON'T WANT NO BIG PARKING LOT EITHER
- THEY KEEP THE CITY BEAUTIFUL AND THERE ARE A LOT OF LOOSE DOGS AND CATS SMELLING IT UP, SO JUST KEEP IT CLEAN
- RENOVATE, GET OUT OF TRADITION, ATTRACT YOUNGER PEOPLE, DIVERSITY, ATTRACT DIFFERENT COLORS AND AGES
- THEY NEED MORE GROCERY STORES, WE HAVE TWO THAT'S IT AND I WOULD LIKE A PUBLIX PERSONALLY
- PROBABLY OFFER MORE VARIETY OF TYPE OF STORES TO ATTRACT PEOPLE TO DAHLONEGA (HISTORICAL OR ANTIQUE STORES). MORE PARKING TOO. MORE ADVERTISING TOO.
- PLEASE DON'T DESTROY IT LIKE YOU DID CUMMING
- STAY OPEN LATER, OFFER MORE QUALITY
- MORE RESTAURANTS TO CHOOSE FROM
- ADVERTISE A LITTLE MORE AND KEEP LATER HOURS. THEY CLOSE TOO EARLY
- MORE ADVERTISING

“Other” Responses to Question 18 (continued):

- PROBLEM OF GROWTH; NO ROOM; BETTER HOURS SO SHOPS STAY OPEN AND NOT OPEN FOR STANDARD HOURS OF THE DAY AND WEEK
- I THINK THEY COULD BE REALLY FRIENDLY AND OFFER SMALL TOWN ATTITUDE
- ADVERTISEMENT I GUESS
- DIVERSIFY; TOO MANY STORES SELLING THE SAME THING. BUT THEY DO A GOOD JOB DOING IT. PLANT MORE TREES! IT WOULD MAKE IT LOOK EVEN NICER. PEOPLE FEEL THAT IT'S ALIVE WHEN THEY SEE TREES.
- I WOULD UST SAY ADVERTISE THE AREA
- KEEP IMPROVING THEIR SERVICES AND NEED PARKING
- PROBABLY BETTER VARIETY OF STORES, THEY ALL PRETTY MUCH DO THE SAME THING
- THERE IS ALREADY ENOUGH TOURIST STORES. BRING IN MORE STORES FOR LOCALS LIKE BOOKSTORES.
- MAYBE ADVERTISE SOME MORE, KEEP SHOPS OPEN LATER THAN THEY DO, THEY AREN'T OPEN LONG ENOUGH, TOO MANY VISITORS AND CLOSE TOO EARLY
- MORE VARIETY
- GEAR THEMSELVES MORE TO LOCALS INSTEAD OF TOURISTS;
- IF THEY OFFERED MORE MAINSTREAM PRODUCTS AND NOT JUST TOURIST STUFF
- THEY NEED TO HAVE MORE PARKING
- MAKE IT MORE ACCESSIBLE TO PEOPLE WANTING TO SHOP THERE. THE SQUARE IS A NIGHT MARE IF YOU ACTUALLY WANT TO PARK THERE, THERE IS NO PARKING
- MORE UPSCALE EVENTS BECAUSE OF THE QUALITY OF MERCHANDISE THEY HAVE
- MORE PARKING AND ITS JUST REALLY SMALL, THERE'S NOT A WHOLE LOT THERE TO KEEP YOU THERE, MORE VARIETY WOULD BE NICE
- CATER MORE TO THE LOCAL PEOPLE
- FRANKLY THEY DO VERY WELL
- BE MORE KID ORIENTED
- I REALLY DON'T KNOW, MORE ADVERTISEMENT
- PROBABLY MORE LIKE A FAMILY CLOTHING THING NOT LIKE A TARGET OR PARISIAN, MORE FAMILY CLOTHING BECAUSE THAT'S WHAT WE TRAVEL OUT OF COUNTY FOR. EVERYTHING ELSE IS RIGHT HERE.
- PROBABLY MORE PARKING
- MORE VARIETY OF STORES AND CATERING TO THE PUBLIC; CITY COUNCIL MEMBERS HAVE BEEN TOO HESITANT ABOUT BUILDING AND DEVELOPMENT
- I WOULD SAY EASE OF ENTRY AND EXIT AND I WOULD SAY CUSTOMER SERVICE, FRIENDLY ATMOSPHERE AND SERVICE AND MORE ACCOMMODATING HOURS

**“Other” Responses to Question 18 (continued):**

- BE BUSINESS FRIENDLY
- LIKE TO HAVE A KROGER OR PUBLIX UP HERE, WE LIKE ALL SHOPS HERE, BUT IT WOULD BE NICE IF WE HAD A DECENT GROCERY STORE, AND AN UP TO DATE SUPER-WAL-MART
- I WOULD THINK MORE VARIETY OF SHOPS BECAUSE TO ME IT SEEMS VERY LIMITED
- STAY OPEN LATER
- GET THE TOURISTS OUT OF THE MAIN PART OF TOWN, BIGGEST REASON NO ONE SHOPS DOWNTOWN
- BE AVAILABLE FOR MORNING SHOPPERS (EARLIER HOURS 9 OR 10); COMMUNICATION WITH PUBLIC WHEN CLOSING; BE SURE THAT MERCHANDISE IS UNIQUE AND NOT READILY AVAILABLE IN OTHER AREAS; DISCOUNTS TO LOCALS BC IT IS TOURISTS PRICES; MAKE PEOPLE WANT TO LIVE HERE AND SHOP HERE
- GREAT PRICES AND QUALITY MERCHANDISE
- I THINK DAHLONEGA IS MOSTLY A TOURIST TOWN. BE MORE COMPETITIVE. MOST PEOPLE GO TO GAINESVILLE FOR THEIR SHOPPING. ALSO LOWER PRICES.
- OPEN UP MORE PLACES LIKE RUBY TUESDAY, STEAKHOUSES...NOT THE BED AND BREAKFAST STUFF THAT THEY DO NOW...MORE CHAINS. MORE RESTAURANTS AND BARS. GET ANOTHER GROCERY STORE BESIDES WAL-MART AND IGA.
- I ASK A LOT OF YOUNG PEOPLE UP HERE. THEY REALLY NEED THINGS FOR THE YOUNG FOLKS, BUT THEY NEED SOME ENTERTAINMENT THINGS FOR THE YOUNG PEOPLE.
- MORE ADVERTISING THEIR LOCATION, AND WHAT THEY HAVE
- STAY OPEN LATER WHEN THE WEATHER'S NICE
- STAY OPEN AT NIGHT AND MAKE STORES THAT YOU CAN WALK IN AND OUT. MAKE IT FUN.
- HAVE A BETTER WELCOME CENTER, PUBLISH/GIVE MORE ATTENTION TO THE INTERNET
- STAY OPEN LONGER, BUT THAT'S NOT WHY THEY'RE HERE. THEY ARE A SMALL TOURIST COMMUNITY, CAME HERE TO RELAX AND THEY'RE NOT GOING TO WANT TO STAY OPEN LONGER - THEY WANT TO RELAX
- I THINK OPEN LATER BECAUSE THEY CLOSE TOO EARLY FOR WORKING PEOPLE BECAUSE THEY CLOSE AT 3 OR 4. WE DON'T EVEN HAVE A RED LOBSTER OR A LONGHORN OR ANYTHING LIKE THAT; BECAUSE PEOPLE DON'T WANT CHAINS HERE. THE WORLD'S LARGEST WAL-MART IS OPENING IN DAWSONVILLE AND THAT WILL HURT DAHLONEGA
- MORE RESTAURANTS
- IT WOULD BE TO PROVIDE THE TOURISTS THAT COME HERE AND THE PEOPLE WHO ACTUALLY LIVE HERE WITH SOMETHING TO ACTUALLY DO OTHER THAN WALK AROUND TO THE GIFT SHOPS. LIKE MAYBE A MOVIE THEATRE WITH AN UP TO DATE MOVIE

**“Other” Responses to Question 18 (continued):**

- KEEP THE QUIANT NATURE AND OLD TOWN FEEL OF THE NATURE; NOT LET TOO MANY CHAINS COME IN AND CROWD THE PLACE
- OFFER MORE COMPETITION, ADVERTISEMENT
- GET RID OF THE ONES THEY'VE GOT. GET RID OF ALL OF THIS TAIWAN STUFF THEY SELL IN THESE STORES AND GET AMERICAN AND HANDCRAFTED THINGS.
- EXTENDED HOURS
- PROVIDE MORE PARKING PROBABLY
- STOP PROGRESS. THE CHAIN STORES ARE STARTING TO TAKE OVER THE QUIANTNESS.
- I GUESS LOWER THE GAS PRICES, THAT MIGHT ATTRACT MORE PEOPLE.
- LIKE TO SEE MORE NURSERIES AND GARDEN CENTERS
- MORE UPSCALE ARTISTIC STUFF, HANDCRAFTED
- THE PARKING SITUATION DOWN THERE IS TERRIBLE. THERE IS A HUGE PROBLEM TRYING TO LOCATE PLACES BECAUSE THE SIGNS ARE SO SMALL. BUILDINGS ARE SPREAD OUT, BUT THE SIGNS ARE SO SMALL THAT YOU CAN'T FIND WHAT YOU ARE LOOKING FOR. THINGS ARE ALWAYS LISTED AS BEING BEHIND THE SQUARE AREA, BUT WHERE IS THAT.
- ADVERTISING IN ATLANTA, MORE EVENING HOURS
- I DON'T HAVE AN ANSWER TO THAT
- MAYBE ON THE WEEKENDS IF THEY EXTENDED THE HOURS A LITTLE BIT LATER
- MORE RETAIL OUTLETS BESIDES WAL-MART, SOMETHING LIKE TARGET WOULD DRAW MORE PEOPLE. AND BETTER RESTAURANTS, AS FAR AS RED LOBSTER AND OLIVE GARDEN, WOULD BRING IN MORE BUSINESS
- THAT I REALLY WOULDN'T KNOW
- BETTER PRICES ON A LOT OF THEIR STUFF
- I DON'T KNOW EXACTLY WHAT TO SAY ABOUT THAT
- MORE ROOM
- GETTING SOME KNOWN SIT DOWN PLACES TO EAT, LIKE RYAN'S AND STUFF.
- MORE INDUSTRY, MORE JOBS
- IMPROVE THE QUALITY OF THEIR MERCHANDISE
- EXTEND THEIR HOURS
- STUFF FOR CHILDREN
- ADVERTISING, IF THEY SENT OUT NEWSLETTERS TO PEOPLE OR HAD A WEBSITE TELLING WHAT THE TOWN HAD TO OFFER, IT WOULD BRING PEOPLE IN
- BETTER TRAFFIC FLOW
- DON'T CHANGE
- REMAIN RURAL

**“Other” Responses to Question 18 (continued):**

- STAY OPEN LATER
- HAVE MORE CONSISTENT HOURS DURING THE WEEK
- MORE HANDICAPPED PARKING
- A GROCERY STORE, LOWER PRICES ON GAS
- ADVERTISE IN A TRAVEL MAGAZINE
- I THINK THEY DO A PRETTY GOOD JOB AS IT IS. NOTHING PARTICULAR THAT I WOULD THINK OF
- IT WOULD BE THE HOURS OPENED. THEY OPEN TOO LATE. THEY SHOULD OPEN EARLIER AND CLOSE LATER. AND WE NEED SOME TYPE OF BUFFET STEAKHOUSE OR SOMETHING.
- BETTER HOURS; OPEN ON WEDNESDAY
- EXTENDED HOURS
- BE OPEN LATER, OR AT LEAST SOME NIGHTS, HAVE A LATER NIGHT
- MORE BILLBOARDS FOR SURE
- MORE CHOICES AND BETTER MARKET
- DAHLONEGA ONLY CATERS TO TOURISTS, THEY NEED MORE THINGS TO ATTRACT THE PEOPLE THAT LIVE HERE, LIKE GROCERY STORES OR RESTAURANTS THAT AREN'T SO EXPENSIVE
- MORE PARKING AND BETTER STREET SIGNS
- MORE STUFF FOR KIDS TO DO
- GOT TO GET A LITTLE LOOSER ON RESTRICTIONS
- I WOULD IMPROVE THE QUALITY OF THE EATING ESTABLISHMENTS AND THE QUALITY OF THE STORES.
- ADVERTISEMENT
- BETTER SELECTION OF SHOPPING PLACES, MORE ACTIVITIES FOR THE YOUTH
- NEED BETTER PARKING, LIQUOR BY THE DRINK
- I LIKE IT BEING A SMALL TOWN I DON'T WANT MORE PEOPLE
- LOWER PRICES
- WE DON'T HAVE ENOUGH THINGS TO ATTRACT CHILDREN AND FAMILIES. THERE'S TOO MANY STORES WHERE THEY CAN'T TOUCH THINGS IN. SHOPS NEED TO BE MORE FAMILY ORIENTED. THERE'S NOT ENOUGH PARKING.
- HAVE MORE VARIETY
- ALLOW MORE PARKING ACCESS AND SIGNS AND A LITTLE MORE VARIETY IN RESTAURANT CHOICES
- MORE ADVERTISEMENT
- PARKING SPACE FOR DOWNTOWN
- STAY TRUE TO WHO THEY ARE AND KEEP BEING FRIENDLY
- ADVERTISE A LITTLE MORE

“Other” Responses to Question 18 (continued):

- I DON'T KNOW WHAT THEY WOULD DO WITH MORE VISITORS, THERE IS NO PARKING! I'M NOT ANTI EXPANSION OR BUSINESS, BUT I HONESTLY DON'T SEE HOW YOU COULD EXPAND ANY MORE.
- TO HAVE COMMON STORE HOURS WHERE STORES ARE OPEN IN THE EVENING. YOU NEVER KNOW WHEN THEY'RE OPEN NOW.
- HAVE MORE STORES LIKE TARGET/WAL-MART.
- KEEP IT QUANT
- DO MORE FESTIVALS.
- I THINK THEY'VE GOT ENOUGH PEOPLE DOWN THERE, I WOULDN'T WANT MORE VISITORS DOWNTOWN.
- LOOK AT THE EVERYDAY PEOPLE NOT JUST THE RICH PEOPLE
- SPRUCE UP THE BUILDINGS.
- THEY NEED TO HAVE MORE REASONABLE PRICES.
- HAVE SOMETHING FOR THE MEN. EVERYTHING IS GEARED TOWARD WOMEN.
- GET RID OF SOME OF THE KNICK KNACK SHOPS, LIKE THE JUNK SOUVENIR SHOPS.
- HAVE GREAT CUSTOMER SERVICE
- STAY OPEN LATER, MORE FLEXIBLE TIMES
- THEY NEED A BIGGER SELECTION OF THINGS TO SELL.
- DON'T TAKE AWAY THINGS THAT PEOPLE COME TO SEE. THERE ARE STRUCTURES THAT WERE THERE BEFORE THE GOLD RUSH, AND THEY'RE DESTROYING THEM FOR PARKING LOTS.
- DIVERSIFY THE MERCHANDISE
- TO GROW AND GET MORE AND BETTER RESTAURANTS
- GET A GOOD GROCERY STORE
- TAKE BETTER CARE OF THE LOCAL PEOPLE INSTEAD THE TOURISTS.
- MORE ENTERTAINMENT, FOR WHEN PEOPLE COME TO TOWN. A FEW THINGS LIKE THAT
- I DON'T WANT ANYONE HERE.
- THEY DO PRETTY WELL.
- MORE AND A BETTER VARIETY OF RESTAURANTS
- I CAN'T ANSWER THAT
- NEED MORE NEW PLACES. THERE'S NOT A LOT TO DO FOR THE YOUNG PEOPLE.
- MORE OF A VARIETY OF GOODS SOLD.
- WE NEED GROCERY STORES. I'M TIRED OF WAL-MART. FOR GOOD PRODUCE AND MEATS, I HAVE TO TRAVEL OUTSIDE OF DAHLONEGA. WHAT'S HAPPENING IN DAWSONVILLE IS WHAT NEEDS TO BE HAPPENING HERE.
- WE NEED A LARGE CONVENTION CENTER/DINING HALL THAT HOLDS ABOUT 200 PEOPLE, AND A DENNY'S, CRACKER BARREL, AND PANERA BREAD

**“Other” Responses to Question 18 (continued):**

- BETTER RESTAURANTS.
- CATER MORE TO THE PEOPLE THAT LIVE HERE RATHER THAN THE TOURISTS.
- I AM HAPPY IN DAHLONEGA BECAUSE GREW UP HERE
- I THINK WE ATTRACT ENOUGH VISITORS
- I WOULD SUGGEST THAT THE RESTAURANTS STOP CHECKING IDS FOR PEOPLE THAT ARE OBVIOUSLY OVER 21
- BE CHILD FRIENDLY
- CULTURAL STUFF
- THEIR BUSINESSES ARE POINTED TOWARD TOURISTS AND NOT TOWARD RESIDENTS OF LUMPKIN COUNTY
- DIFFERENT SHOPPING PLACES
- OPEN UP WITH ADS AND MORE SHOPPING PLACES....INSTEAD OF JUST FOR THE GOLD RUSH.
- MAKE SURE THEIR HELP IS FRIENDLY
- MAKE IT EASIER FOR LOCAL RESTAURANTS TO GET A LIQUOR LICENSE
- COMPETITIVE PRICES WOULD BE BETTER.
- MORE ADS
- THEY DO A FINE JOB ATTRACTING TOURISTS; THEY NEED MORE PARKING FOR THE SQUARE
- RE-ROUTE TRAFFIC. IT'S VERY HARD TO GET AROUND AND BETTER PARKING PLACES
- ADS AND LOOK FRIENDLY, CREATE AN ATMOSPHERE THAT IS MORE ACTIVE
- LOWER PRICES
- JUST STAY AS YOU ARE AND DON'T SELL OUT.
- MORE CONVENIENT HOURS
- I CAN'T THINK OF ANYTHING BECAUSE WE HAVE A LOT OF VISITORS.
- COMPARABLE PRICES
- HAVE SOME ORIGINAL COUNTRY STORES UP THERE AND HAVE MORE PEOPLE COME UP FOR THE DAY FOR FESTIVALS AND STUFF LIKE THAT.
- WORK ON PLACES TO PARK.
- IN THE SQUARE, I THINK THEY SHOULD ELIMINATE PARKING. I HAVE NO OBJECTION TO THE MOTORCYCLES, THEY ARE JUST SO LOUD AND NOISY ALL THE TIME OR THE CARS OR VANS, BUT I REALLY THINK IF THEY LEFT THE SQUARE AS A PEDESTRIAN AREA, IT'S VERY PRETTY, PEOPLE COULD LEISURELY CROSS THE STREET.
- I THINK THEY NEED MORE RESTAURANTS AND BETTER VARIETY OF STORES
- SECURITY
- SHOPS ARE VERY REPETITIVE, EVERYTHING IS THE SAME, ONLY HAVE STUFF YOU CAN BUY ANYWHERE ELSE

“Other” Responses to Question 18 (continued):

- GOOD STEAKHOUSE WOULD BE GOOD
- TO KEEP IT CLEANER
- OFFER A VARIETY OF STORES AND BETTER PRICES
- HAVE A CAR FREE, PEDESTRIAN-ONLY ZONE LIKE IN EUROPE
- MORE VARIETY AND BETTER PRICES
- MAINTAIN THE HISTORIC CHARACTER
- I THINK FAMILY ENTERTAINMENT WOULD BE HELPFUL
- I THINK THE FLOW OF TRAFFIC ALWAYS SEEMS AMPLE. THEY DO GOOD BUSINESS
- I GUESS JUST ADD INTERESTS
- A GIFT SHOP WOULD BE NICE, NOTHING IN PARTICULAR
- RESTAURANTS!!
- APPEAL TO THE LOCALS, IMPROVE THE VARIETY OF MERCHANDISE OFFERED
- THEY NEED TO LOWER PRICES AND THEY NEED TO GET SOMETHING ELSE IN THERE BESIDES THINGS FOR THE TOURISTS, PERSONALLY, I'D LIKE TO SEE SOMETHING FOR THE TEENAGERS
- I DON'T REALLY KNOW, THERE ALWAYS BE SOMETHING SUCH AS A TOUR GOING THROUGH WITH THE GOLD RUSH DAYS FESTIVAL
- APPEAL TO THE MOTORCYCLE CROWD, START A MOTORCYCLE FESTIVAL
- STORE HOURS, THE STORES LOSE BUSINESS BECAUSE THEY CLOSE DOWN EARLY
- THEY JUST NEED TO ADVERTISE.
- I THINK DIVERSIFY
- QUALITY OF STORES, MORE GOOD QUALITY EATING PLACES.
- CONTINUE TO OFFER QUALITY, MORE UPSCALE SHOPS
- ADHERING TO STORE HOURS
- I DON'T REALLY HAVE ANY, I MEAN I'VE LIVED HERE ALL MY LIFE AND I'VE SEEN EVERYTHING THERE IS AS FAR AS THE SHOPS AND STUFF, IT'S MORE OF A TOURIST STUFF
- DOWNTOWN IS JUST A TOURIST PLACE AND NOT FOR LOCALS REALLY
- COME AND SEE EVERYTHING, JUST NOT ON GOLD DAY
- KEEP IT QUANT AND BACK IN THE PAST LIKE IT USED TO BE
- BETTER HOURS AND MORE VARIETY
- MORE VARIETY, HARD TO FIND A RESTAURANT
- TO IMPROVE THE DIFFERENT STORES, GET MORE DIFFERENT STORES AROUND HERE, GET SOME COMPETITION GOING
- CLEAN UP THE OLD CRAP AND BRING IN SOME NEW STORES WITH HIGHER END PRODUCTS
- ADVERTISEMENT
- BE A LITTLE BIT KINDER TO THE PEOPLE, THERE IS AN ELEMENT OF SNOBBISHNESS

**“Other” Responses to Question 18 (continued):**

- THEY DO A PRETTY GOOD JOB, IT WOULD BE GOOD IF THE ARCHITECTURE WOULD BE KEPT CONSISTENT OF A SMALL TOWN ENVIRONMENT
- MORE RESTAURANTS
- HIGHER QUALITY CLOTHING STORES
- I DON'T HAVE A CLUE I DON'T SHOP THERE MUCH
- RIGHT NOW IT IS TOO FOCUSED ON TOURIST BUSINESS
- I THINK THEY NEED MORE GROCERY STORES AND SUPERMARKETS
- HAVE DIFFERENT STORES THERE
- GET RID OF THE HISTORICAL COMMITTEE AND GET THE CHAMBER OF COMMERCE TO PUSH THE STRENGTHS OF DAHLONEGA
- KEEP IT SIMPLE, DON'T TRY TO GROW, STAY SMALL AND OLD TOWN
- THEY NEED TO LET SOME CHAIN RESTAURANTS IN
- MORE VARIETY OF MERCHANDISE
- MORE PARKING
- PROBABLY MORE COMPETITIVE PRICING
- OPEN ON WEEKENDS AND LONGER HOURS
- GAS PRICES. I'VE SEEN AS MUCH AS A 30% DIFFERENCE BETWEEN HERE AND GAINESVILLE. THERE IS NO EXCUSE FOR IT
- I LIKE IT HOW IT IS
- I LIKE IT THE WAY IT IS, BUT MAYBE ADVERTISE MORE ON TV
- KEEP IT CLEAN AND BEAUTIFUL, ALWAYS HAVE PRETTY FLOWERS
- KEEP UP THE FESTIVALS. SPECIALIZE IN THE TOURIST BROCHURES AND ETC FOR ADS
- BETTER TRAFFIC CONTROL
- I THINK THEY DO A GOOD JOB, BUT I WOULD HAVE MORE FESTIVALS AND EVENING STROLLS
- I WOULD SAY PROBABLY REACH OUT A LITTLE BIT MORE TO THE PATRONS BECAUSE THE ATMOSPHERES ARE USUALLY COLD.
- MONDAY TUESDAY NIGHT THE RESTAURANTS ARE CLOSED AND WHEN THEY ARE CLOSED THERE AREN'T LOTS OF PEOPLE DOWN THERE, I'D SAY HAVE A CONSISTENCY IN HOURS
- GET A WEBSITE. AND GET MORE ADS.
- BRING MORE LOCALS IN, DOWNTOWN ATTRACTS ONLY TOURISTS, THERE IS NOTHING WE NEED THERE
- BE REASONABLE ON THEIR PRICES
- SPORTING GOODS STORE AND BOOKSTORE
- I WOULD SAY THEY NEED TO GET MORE VARIETY AND DIFFERENT SHOPS LIKE THE CLOTHING AND BOOK SHOPS AND SHOE STORES AND DO AWAY WITH A LOT OF THE SAME OLD SAME OLD

**“Other” Responses to Question 18 (continued):**

- TO PROVIDE THINGS FOR LOCALS THAT ARE JUST NOT FOR TOURIST
- MAKE IT LOOK INVITING.
- HAVE A MAKE OVER AND SPRUCE IT UP A LITTLE
- THEY DON'T NEED ANY HELP
- MAKE IT MORE HANDICAPPED ACCESSIBLE, THE CURBS ARE UNEVEN AND SIDEWALKS ARE BUMPY
- STAY OPEN LATER!! THEY ROLL UP THE SIDEWALKS AT 5 O'CLOCK, AND EVERYONE IS TAKING THEIR STROLLS AND EVERYTHING IS CLOSED. ITS LUDICROUS. LIKE IF I WANTED TO GO DOWNTOWN, ITS ONLY 8 O'CLOCK IN THE EVENING AND EVERYTHING IS LOCKED UP.
- BRING IN SOME MORE BUSINESS, LIKE CHINESE TAKEOUT, DELIVERY. I'D LIKE TO SEE MORE ADVERTISEMENT. I'D LIKE TO SEE COMPETITIVE PRICING, THAT WOULD DEFINITELY BRING MORE ATTRACTION.
- RETAIN IT'S IDENTITY AND DON'T BECOME MORE COMMERCIAL
- MORE RESTAURANTS, ADVERTISEMENTS
- OFFER MORE REASONABLE PRICES
- HAVE A WIDER SELECTION OF MERCHANDISE
- GET A MALL
- I DON'T KNOW
- LONGER STORE HOURS
- BETTER PARKING I GUESS
- BETTER PARKING FOR ALL THE TOURISTS
- CONVENIENT HOURS
- I GET DISCOURAGED WHEN I GO THERE BECAUSE I UNDERSTAND HOW THEY WANT THE HISTORICAL LOOK, BECAUSE SOMEONE IS GOING TO FIND WAY TO EXPAND, AND SOME RESTAURANT IS HIDDEN AWAY. THAT'S NOT GOING TO ATTRACT MANY PEOPLE. PERHAPS USING ALL THE HISTORICAL AREA WITH A LITTLE MORE RENOVATION. PLACES DON'T LOOK RIGHT TOGETHER
- DEPARTMENT STORES; THEATRE; KID'S PLACES
- I GUESS THE ONLY THING I CAN THINK OF IS HOURS. I WOULD LIKE MORE NIGHT TIME ACTIVITIES. I DON'T WANT THEM TO CLOSE SO EARLY.
- PUT SOMETHING FOR THE KIDS
- OFFER MORE PARKING
- DON'T CHANGE
- WE HAVE A LOT OF VISITORS AND I THINK WE DO A REALLY GOOD JOB OF THAT, MORE OF WHAT THEY DO
- LONGER STORE HOURS

**“Other” Responses to Question 18 (continued):**

- MORE CONVENIENT PARKING
- MORE STORES
- VARIETY OF STORES, NAME BRAND MAJOR STORES
- STAY OPEN LATER IN THE AFTERNOONS
- OFFER MORE PARKING
- THINGS NEED TO BE MARKED BETTER. IT'S VERY CONFUSING; I SPEND HALF MY TIME AT WORK GIVING DIRECTIONS.
- I THINK THEY HAVE BEEN A HISTORICAL THING AND ITS GOOD IN ONE WAY BUT IT HAS KEPT OTHER BUSINESS FROM COMING IN. I THINK THEY ARE TOO PICKY ABOUT BUSINESSES THAT COME IN. THEY ARE BIASED ABOUT PEOPLE THEY WANT IN. THEY SPEND TOO MUCH MONEY DOING STUPID THINGS AND WASTING TAX MONEY
- STAY OPEN LATER EVEN ON WEEKENDS, AND HAVING MORE STORE VARIETIES
- BE MORE FOR LOCAL PEOPLE AND INSTEAD OF TOURISTS
- BE MORE PEOPLE FRIENDLY, ESPECIALLY DISABLED AND HANDICAPPED, MORE ACCESSIBILITY.
- MORE VARIETY IN THE STORES
- THEY COULD ADD SOME OTHER THINGS ON THE OUTSKIRTS OF THE DOWNTOWN
- NICER PEOPLE IN THE STORES, MORE CONSIDERATE, MORE IN TUNE WITH LOCAL CULTURE RATHER THAN MOVE-INS AND TRANSPLANTS
- BETTER STORE HOURS!
- MORE ADVERTISEMENT
- EXTENDED STORE HOURS
- I THINK THEY'RE DOING A FINE JOB
- THEY NEED MORE FAIRS, CARNIES AND A BUNCH OF MIDGETS JUMPING AROUND IN THE SUMMER FOR THE KIDS
- I JUST THINK MORE VERSATILITY
- LOWER PRICES!
- COME DOWN ON THEIR GAS,
- I WOULD SAY TO HAVE MORE UPSCALE STORES, AND I THINK ONE OR TWO FINE DINING RESTAURANTS, THERE'S NO REAL FINE DINING IN DAHLONEGA AND NO REAL UPSCALE STORE (MEANING HIGH-END ANTIQUE STORES, BOUTIQUES, ETC.)
- HAVE MORE SHOPS AND NOT AS MUCH ANTIQUE
- TO HAVE MORE VARIETY OF STORES AND LONGER HOURS
- BUILD MORE THINGS TO ATTRACT PEOPLE OTHER THAN TOURISTS, THE SHOPS DOWNTOWN ARE JUST NOT PRACTICAL.
- TO OFFER MORE RESTAURANTS

**“Other” Responses to Question 18 (continued):**

- ADD MORE RESTAURANTS AND MORE ENTERTAINMENT
- THEY DO SUCH A GOOD JOB, BUT PROBABLY BE MORE COMPETITIVE WITH PRICES
- DO SOMETHING ABOUT THE TRAFFIC
- THE STREETS NEEDS TO BE IMPROVED, THEY ARE NARROW, THEY NEED MORE LIGHTS, WE HAVE A CERTAIN TIME OF DAY WHEN CHILDREN ARE GOING TO SCHOOL AND WORK AND THE TRAFFIC IS A PROBLEM SOME TIMES.
- CAREFUL PLANNING, CODE ENFORCEMENT
- I GUESS JUST HAVE MORE VARIETY AND LET EVERYONE KNOW WHAT YOU HAVE, MORE POPULAR ITEMS
- PROBABLY ESPECIALLY FOR THE SHOPS, BE OPEN LATER AND MORE THINGS TO DO IN THE EVENING, LIKE CONCERTS OR SOME KIND OF ENTERTAINMENT. MORE ACTIVITIES IN THE EVENING, STAY OPEN LATER!!
- MAKE SURE YOU HAVE MORE PARKING
- SEND ADS OUT IN THE MAIL
- I DON'T WANT TO, I LIKE IT THE WAY IT IS!!!
- REDUCE TAXES, PROVIDE FOR MORE COMPANIES TO MOVE IN
- MORE PARKING SPACES
- BETTER PARKING, CHEAPER RESTAURANTS, MORE ENTERTAINMENT
- BE MORE FRIENDLY TO THE LOCAL PEOPLE
- WE ONLY HAVE WAL-MART, PROBABLY OFFER MORE SALES OR SOMETHING LIKE THAT
- RETHINK YOUR OPENING HOURS
- CLEAN UP THE METH PROBLEM AND EXPAND MORE
- THEY NEED TO HAVE MORE VARIETY OF STORES AND MORE ATTRACTIONS, A BIGGER MOVIE THEATER, MORE AND BIGGER STORES, THE OTHER COUNTIES THEY HAVE BETTER SHOPPING CENTERS AND BIGGER MOVIE THEATRES AND A BETTER VARIETY OF STORES
- EXPAND, ADVERTISE MORE
- MORE WIDESPREAD ADVERTISING AND LOWER PRICES/SPECIALS, IF THEY WANTED TO ATTRACT LOCALS
- THEY NEED TO GET OFF THE BIG SIGN LAW. THESE PLACES AREN'T ALLOWED BIG SIGNS AROUND HERE. PEOPLE WON'T COME IN HERE LIKE STEAK N ALE OR RED LOBSTER BECAUSE THEY CAN'T HAVE BIG SIGNS. THEY NEED TO GET OVER THAT.
- ADVERTISE
- I GUESS GET STORES WITH SUBSTANCE AND NOT JUNK
- MAKE DOWNTOWN MORE PRACTICAL FOR RESIDENTS, NOT JUST FOR TOURISTS

**“Other” Responses to Question 18 (continued):**

- I DON'T REALLY HAVE ANY ADVICE, WE MOVED INTO THE AREA BECAUSE WE LIKED IT SO MUCH AND WE GOT WHAT WE LIKE
- MORE ADVERTISING
- IT LOOKS TO ME LIKE THEY'RE DOING ENOUGH.
- I DON'T KNOW IT'S PRETTY CROWDED UP THERE ON THE WEEKENDS
- LOWER PRICES
- MORE PUBLIC PARKING
- WE NEED MORE GROCERY STORES. KEEP THE STORES OPEN LATER
- IT GEARS TOWARD RESTAURANTS AND THEY LACK IN SERVICE AND THEY NEED BETTER SERVICE
- I DON'T THINK THEY COULD DO A BETTER JOB
- NICE BOOKSTORE, NOT SO MANY TOURIST STORES, MORE THAT THE WHOLE COMMUNITY CAN USE
- MARKET THEMSELVES
- MORE COMPETITIVE PRICES
- I WOULD JUST SAY KEEP THE SMALL TOWN QUAINNESS ON THE SQUARE
- HAVE MORE SIDEWALK SALES, PEOPLE WOULD BE MORE INCLINED TO SEARCH AROUND
- HAVE A GOOD PLACE FOR CLOTHING
- MORE VARIETY
- MORE SHOPS
- ATTRACT MORE OF THE COMMUNITY AND NOT JUST TOURISTS
- THEY NEED TO PROVIDE MORE FUN THINGS TO DO INSTEAD OF STUFFY; STRAITLACED THINGS. IT'D BE MORE FUN IF THEY WOULD LIGHTEN UP
- MAKE IT MORE ACCESSIBLE TO THE REGULAR PEOPLE WHO LIVE IN DAHLONEGA, BECAUSE IT'S NOT WHAT WE NEED
- PUT A GROCERY STORE AT THE END OF 400
- I THINK THEY SHOULD ADD A CHRISTIAN BOOKSTORE OR MAYBE A DRESS SHOP...ONE THAT ISN'T A CHAIN WHERE YOU CAN BUY STUFF YOU DON'T SEE EVERYWHERE.
- REMEMBER THE LOCALS
- VARIETY
- EMPHASIZE THE LOCAL HERITAGE
- EXTENDED HOURS
- GO BACK TO YEARS AGO WHEN THEY HAD GROUPS OF PEOPLE JAM ON THE SQUARE
- SPECIALTY SHOPS WITH GOOD QUALITY MERCHANDISE NOT FOUND ELSEWHERE
- WE DO NOT NEED ANY MORE VISITORS

**“Other” Responses to Question 18 (continued):**

- THEY NEED TO DO SOMETHING FOR THE YOUNG PEOPLE, THEY DON'T HAVE ANYTHING TO DO AT ALL, NEED BOWLING ALLEY, THEATRES, SKATING RINK, SOMETHING TO GIVE THE TEENS SOMETHING TO DO INSTEAD OF HANGING AROUND IN THE STREETS
- IF THEY CONTINUE TO PUT THEIR NAME OUT THERE AND PEOPLE CONTINUE TO COME, ADVERTISE AND GET THE WORD OUT.
- ATTRACT THE CREATIVE CLASS THROUGH MORE MUSIC, ART, AND COFFEE SHOP TYPE OF THINGS...SOMETHING SIMILAR TO ATHENS
- HAVE MORE UNIQUE THINGS TO THE COUNTY AND LESS JUNK FROM CHINA
- MORE VARIETY OF STORES
- MAYBE OUTSIDE ADVERTISING DONE IN MAGAZINES ,NEWSPAPERS OR SOMETHING, THAT WOULD BE THE ONLY THING I WOULD KNOW, I GUESS YOU COULD DO TELEVISION, BUT I GUESS JUST THE NORMAL THINGS THAT YOU CAN DO
- NICE RESTAURANT

## Appendix C. Demographic Detail Summary Report



Geography Selection: Lumpkin County (Georgia)

### Demographic Detail Summary Report

#### Population Demographics

	1990 Census		2000 Census		2005 Estimate		2010 Projection		Percent Change	
	Population	%	Population	%	Population	%	Population	%	1990 to 2000	2005 to 2010
Total Population	14,557		20,986		24,917		28,639		44.20%	14.90%
Population Density (Pop/Sq Mi)	51.2		73.8		87.6		100.7		44.20%	14.90%
Total Households	4,971		7,526		8,629		9,652		51.40%	11.90%
<b>Population by Gender:</b>										
Male	7,213	49.60%	10,301	49.10%	12,263	49.20%	14,128	49.30%	42.80%	15.20%
Female	7,344	50.50%	10,699	51.00%	12,654	50.80%	14,511	50.70%	45.70%	14.70%

#### Population by Race/Ethnicity

	1990 Census		2000 Census		2005 Estimate		2010 Projection		Percent Change	
	Population	%	Population	%	Population	%	Population	%	1990 to 2000	2005 to 2010
White	13,987	96.10%	19,732	94.00%	23,278	93.40%	26,585	92.80%	41.10%	14.20%
Black	238	1.60%	306	1.50%	510	2.00%	744	2.60%	28.60%	45.90%
American Indian or Alaska Native	237	1.60%	203	1.00%	239	1.00%	270	0.90%	-14.30%	13.00%
Asian	45	0.30%	95	0.50%	129	0.50%	172	0.60%	111.10%	33.30%
Some Other Race	51	0.40%	328	1.60%	378	1.50%	504	1.80%	543.10%	33.30%
Two or More Races			321	1.50%	383	1.50%	364	1.30%		-5.00%
<b>Hispanic Ethnicity</b>										
Hispanic Ethnicity	213	1.50%	726	3.50%	1,008	4.00%	1,277	4.50%	240.80%	26.70%
Not Hispanic or Latino	14,345	98.50%	20,260	96.50%	23,909	96.00%	27,362	95.50%	41.20%	14.40%

Population by Age

	1990 Census		2000 Census		2005 Estimate		2010 Projection		Percent Change	
	Count	%	Count	%	Count	%	Count	%	1990 to 2000	2005 to 2010
0 to 4	992	6.80%	1,343	6.40%	1,587	6.40%	1,921	6.70%	35.40%	21.00%
5 to 14	1,983	13.60%	2,870	13.70%	3,135	12.60%	3,443	12.00%	44.70%	9.80%
15 to 19	1,453	10.00%	2,009	9.60%	2,003	8.00%	1,780	6.20%	38.30%	-11.10%
20 to 24	1,507	10.40%	2,123	10.10%	2,469	9.90%	2,224	7.80%	40.90%	-9.90%
25 to 34	2,496	17.10%	2,845	13.60%	4,041	16.20%	5,190	18.10%	14.00%	28.40%
35 to 44	1,979	13.60%	3,239	15.40%	3,512	14.10%	3,916	13.70%	63.70%	11.50%
45 to 54	1,487	10.20%	2,620	12.50%	3,140	12.60%	3,812	13.30%	76.20%	21.40%
55 to 64	1,188	8.20%	1,911	9.10%	2,412	9.70%	2,947	10.30%	60.90%	22.20%
65 to 74	854	5.90%	1,187	5.70%	1,521	6.10%	2,011	7.00%	39.00%	32.20%
75 to 84	455	3.10%	613	2.90%	792	3.20%	1,044	3.60%	34.70%	31.80%
85+	166	1.10%	240	1.10%	297	1.20%	336	1.20%	44.60%	13.10%
<b>Median Age:</b>										
Total Population	30.2		32.6		32.8		34.5			

Households by Income

	1990 Census		2000 Census		2005 Estimate		2010 Projection		Percent Change	
	Count	%	Count	%	Count	%	Count	%	1990 to 2000	2005 to 2010
\$0 - \$15,000	1,393	28.00%	1,355	18.00%	1,468	17.00%	1,538	15.90%	-2.70%	4.80%
\$15,000 - \$24,999	959	19.30%	1,052	14.00%	1,120	13.00%	1,113	11.50%	9.70%	-0.60%
\$25,000 - \$34,999	906	18.20%	981	13.00%	1,042	12.10%	1,176	12.20%	8.30%	12.90%
\$35,000 - \$49,999	872	17.50%	1,247	16.60%	1,410	16.30%	1,337	13.90%	43.00%	-5.20%
\$50,000 - \$74,999	625	12.60%	1,739	23.10%	1,851	21.50%	1,923	19.90%	387.10%	3.90%
\$75,000 - \$99,999	150	3.00%	558	7.40%	830	9.60%	1,171	12.10%	272.00%	41.10%
\$100,000 - \$149,999	52	1.00%	445	5.90%	652	7.60%	930	9.60%	755.80%	42.60%
\$150,000 +	21	0.40%	147	2.00%	256	3.00%	464	4.80%	600.00%	81.30%
<b>Average Hhld Income</b>	\$30,036		\$48,275		\$53,811		\$59,151		60.70% 9.90%	
<b>Median Hhld Income</b>	\$26,065		\$39,215		\$42,164		\$46,954		50.50% 11.40%	
<b>Per Capita Income</b>	\$10,558		\$17,312		\$19,732		\$21,142		64.00% 7.10%	

**Employment and Business**

	1990 Census		2000 Census		2005 Estimate		2010 Projection		Percent Change	
									1990 to 2000	2005 to 2010
Age 16 + Population	11,394		16,499		20,085		23,249		44.80%	15.80%
In Labor Force	7,345	64.50%	10,794	65.40%	12,885	64.20%	14,845	63.90%	47.00%	15.20%
Employed	6,834	93.00%	10,140	94.00%	12,216	94.80%	14,053	94.70%	48.40%	15.00%
Unemployed	315	4.30%	427	4.00%	385	3.00%	452	3.00%	35.60%	17.40%
In Armed Forces	195	1.70%	222	2.10%	284	1.40%	340	1.50%	13.80%	19.70%
Not In Labor Force	4,049	35.50%	5,705	34.60%	6,916	34.40%	8,064	34.70%	40.90%	16.60%
Number of Employees (Daytime Pop)					6,871					
Number of Establishments					949					
Emp in Blue Collar Occupations			4,984	49.10%						
Emp in White Collar Occupations			5,160	50.90%						

**Housing Units**

	1990 Census		2000 Census		2005 Estimate		2010 Projection		Percent Change	
									1990 to 2000	2005 to 2010
Total Housing Units	5,723		8,252		9,808		10,993		44.20%	12.10%
Owner Occupied	3,780	66.00%	5,444	66.00%	6,203	63.20%	6,895	62.70%	44.00%	11.20%
Renter Occupied	1,191	20.80%	2,082	25.20%	2,426	24.70%	2,757	25.10%	74.80%	13.60%
Vacant	752	13.10%	725	8.80%	1,179	12.00%	1,341	12.20%	-3.60%	13.70%

**Vehicles Available**

	1990 Census		2000 Census		2005 Estimate		2010 Projection		Percent Change	
									1990 to 2000	2005 to 2010
Average Vehicles Per Household	2		1.9		2.1		2.5		-7.90%	14.70%
0 Vehicles Available	340	6.60%	320	4.30%	317	3.70%	307	3.20%	-5.90%	-3.20%
1 Vehicle Available	1,255	24.20%	2,087	27.70%	2,325	26.90%	2,576	26.70%	66.30%	10.80%
2+ Vehicles Available	3,586	69.20%	5,121	68.00%	5,987	69.40%	6,769	70.10%	42.80%	13.10%

**Marital Status**

	1990 Census		2000 Census		2005 Estimate		2010 Projection		Percent Change	
									1990 to 2000	2005 to 2010
Age 15+ Population	11,585		16,787		20,187		23,260		44.90%	15.20%
Married, Spouse Present	6,780	58.50%	9,086	54.10%	10,952	54.30%	12,333	53.00%	34.00%	12.60%
Married, Spouse Absent	172	1.50%	495	3.00%	637	3.20%	900	3.90%	187.80%	41.30%
Divorced	931	8.00%	1,515	9.00%	1,873	9.30%	2,293	9.90%	62.70%	22.40%
Widowed	719	6.20%	1,038	6.20%	1,246	6.20%	1,425	6.10%	44.40%	14.40%
Never Married	2,982	25.70%	4,647	27.70%	5,462	27.10%	6,272	27.00%	55.80%	14.80%

**Educational Attainment**

	1990 Census		2000 Census		2005 Estimate		2010 Projection		Percent Change	
									1990 to 2000	2005 to 2010
Age 25+ Population	8,625		12,654		15,715		19,256		46.70%	-4.60%
Grade K - 8	1,757	20.40%	1,324	10.50%	1,499	9.50%	1,547	8.00%	-24.60%	3.20%
Grade 9 - 12	1,685	19.50%	2,137	16.90%	2,419	15.40%	2,650	13.80%	26.80%	9.50%
High School Graduate	2,631	30.50%	3,841	30.40%	5,200	33.10%	6,822	35.40%	46.00%	31.20%
Some College, No Degree	1,249	14.50%	2,378	18.80%	2,862	18.20%	3,428	17.80%	90.40%	19.80%
Associates Degree	343	4.00%	651	5.10%	878	5.60%	1,144	5.90%	89.80%	30.30%
Bachelor's Degree	646	7.50%	1,326	10.50%	1,702	10.80%	2,189	11.40%	105.30%	28.60%
Graduate Degree	314	3.60%	909	7.20%	1,155	7.40%	1,476	7.70%	189.50%	27.80%
No Schooling Completed			88	0.70%						

Current year data is for the year 2005, 5 year projected data is for the year 2010.

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