

Downtown Murphy Fall 2020 Consumer Survey Summary



Introduction

In October 2020 the Town of Murphy conducted a survey of consumers visiting Downtown Murphy retailers and restaurants. This survey was administered as a part of the Downtown Associate Community (DAC) program. The DAC program is coordinated by the North Carolina Main Street Program (NC Department of Commerce). After 3 years Downtown Murphy will have the opportunity to be designated as a Main Street Community. This is a

prestigious national designation that will open up further opportunities for the Town of Murphy and businesses.

The survey was administered as an online survey through Google Forms. A copy of the survey is included in Appendix A. Downtown Murphy retailers were asked to let their customers know about the survey. These retailers were given a flyer and business-card-size cards with instructions on how customers could fill out the survey. The flyer could be displayed in the business and the cards could be distributed to customers. Through this effort 100 people filled out the survey. In order to increase the number of respondents, the survey was subsequently promoted through social media outlets in Murphy. Through these efforts an additional 165 people completed the survey. Therefore, the survey received 265 total responses. In the following section each of the questions are highlighted with summarized answers. The goal of the survey was to collect demographics on visitors to downtown businesses. Another goal was to gather information on “likes” and “dislikes” of different aspects of the downtown area, as well as ask open-ended questions about the future of Downtown Murphy.

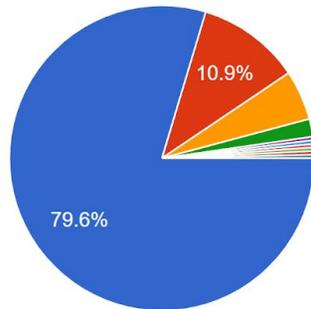
Results

Residency

The overwhelming number of respondents (79.6%) are full-time residents of the Murphy area. This is followed by 10.9% of respondents indicating that they are part-time residents of the area.

Which of the following best describes you?

265 responses



- I am a full-time resident of the area
- I am a part-time resident of the area
- I am on vacation in the area
- I am taking a day-trip to the area
- work in murphy
- born and raised in the area. Just rece...
- Have a cabin go a lot on weekends
- I grew up in murphy, moved away. Mo...

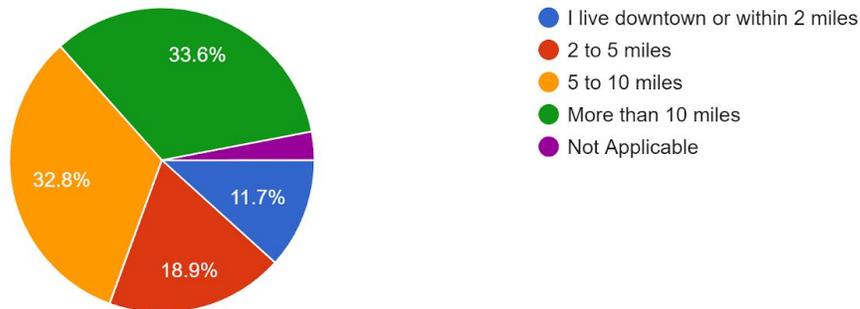
▲ 1/2 ▼

Distance of Residence from Downtown

When respondents were asked how far their residence is from Downtown Murphy, the largest percentage indicated that they live more than 10 miles from the Downtown area (33.6%). Cherokee County is a geographically-large county with businesses centered within the city limits of Murphy. Therefore, this result is not surprising. Another 32.8% live 5 to 10 miles from Downtown Murphy. The remainder of respondents either live in downtown or live within 5 miles of Downtown.

How far is your residence from Downtown Murphy?

265 responses

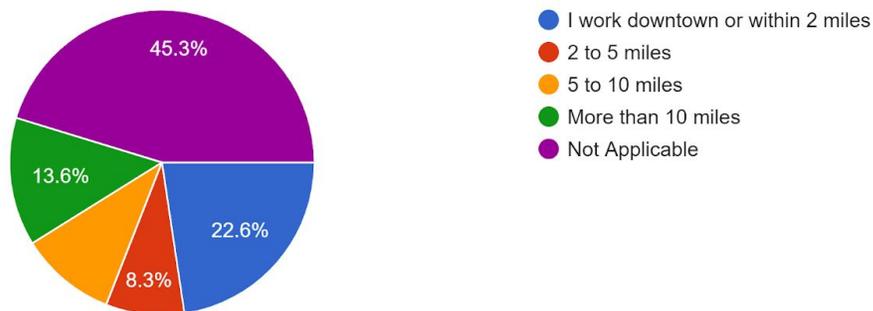


Distance of Workplace from Downtown

In asking respondents how far their workplace is from Downtown, it is interesting to note that the largest percentage indicated that this question is “not applicable” (45.3%). This may indicate that these respondents do not have a workplace and are retired. This assumption coincides with the growing number of retirees in Murphy and the Greater Cherokee County area. This is a trend that is expected to continue in the area. The second largest percentage indicated that their workplace is downtown or within 2 miles (22.6%).

How far is your workplace from Downtown?

265 responses

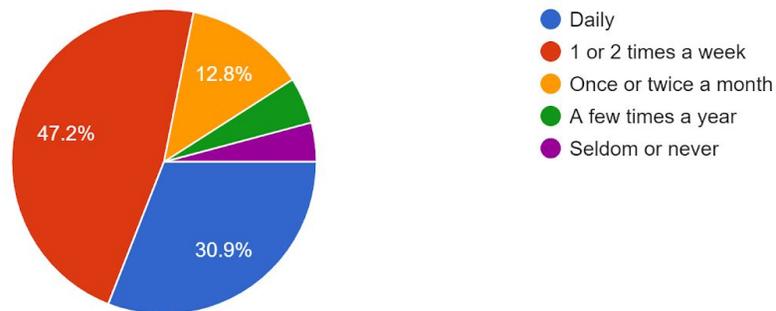


How often do you Visit Downtown Murphy?

In asking respondents how often they visit Downtown Murphy, the most common response was “1 or 2 times per week” (47.2%) followed by the response “daily” (30.9%). This indicates that the majority of respondents visit Downtown Murphy on a regular weekly or more basis.

How often do you visit Downtown Murphy to do errands, shop, eat, drink, or play?

265 responses

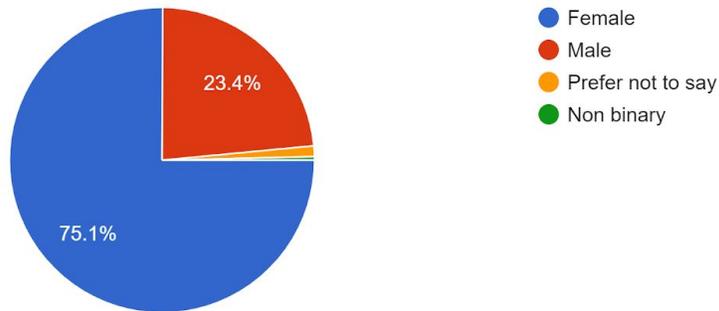


Gender

The overwhelming majority of respondents indicated their gender as “female” (75.1%). It is not clear if this indicates that the majority of visitors to Downtown Murphy are female or if the majority of people who took the time to fill out the survey are female.

What is your gender?

265 responses

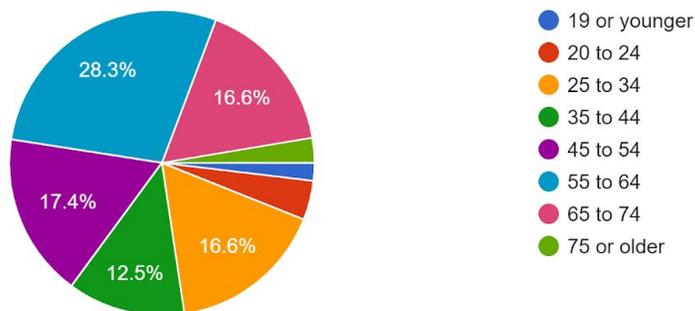


Age

As shown by the chart below, the largest percentage of respondents indicated that their age is between 55 and 64. Looking further at the age group breakdowns, 47.5% of respondents indicated that their age is 55 and older. This combination of age groups reinforces the assumption that a majority of visitors to downtown Murphy are older and many are retirees.

Which category below includes your age?

265 responses

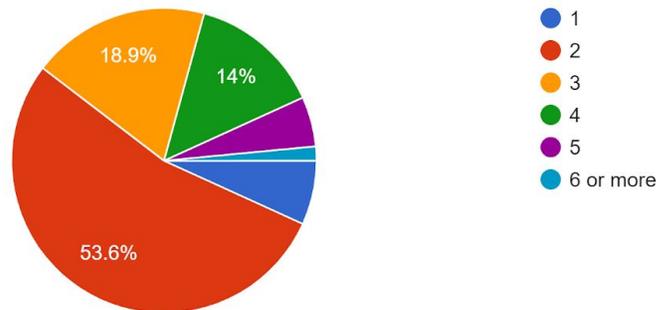


Size of Household

The largest percentage of respondents indicated that they live in a household of 2 people. Again, this result fits with the assumption that many visitors to Downtown Murphy are retirees.

How many people, including yourself, currently live in your household?

265 responses

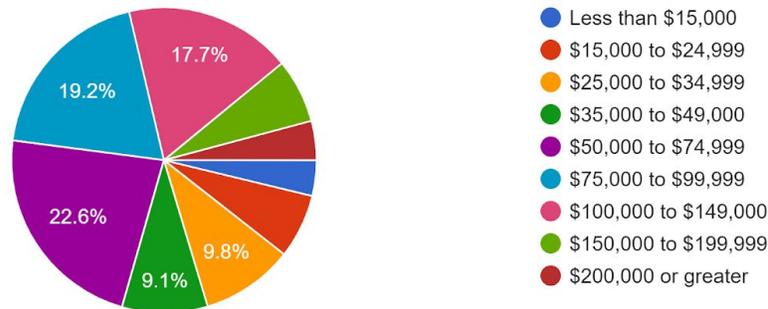


Household Income

As indicated in the chart below, the largest percentage of respondents listed their annual household income between \$50,000 and \$74,999 per year. By combining categories it is interesting to note that 47.9% of respondents have an annual household income of \$75,000 or greater. By combining these two categories, 70.5% of respondents have an annual household income of \$50,000 or greater. This compares to 40% of Cherokee County residents with an annual household income of \$50,000. This comparison could indicate that visitors to Downtown Murphy have a higher average household income than the Cherokee County residents at large.

Which category below includes your estimated total gross annual household income?

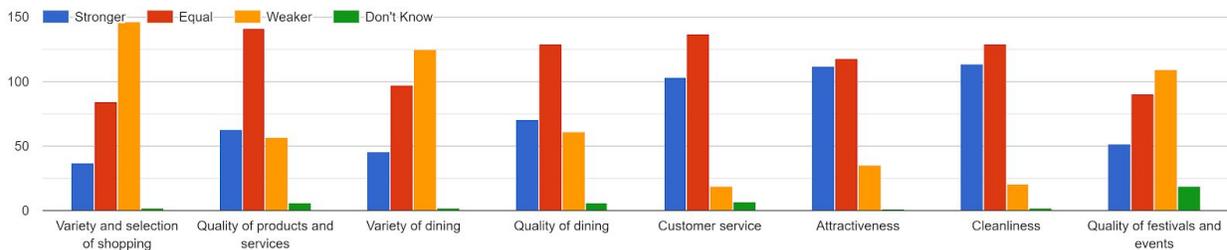
265 responses



Downtown Murphy Compared to Other Towns

One question on the survey asked respondents to compare Downtown Murphy to other places where they frequently shop or do business. They were asked whether Downtown Murphy was “stronger”, “equal”, or “weaker” than these other places. The characteristics of Downtown Murphy that were indicated the most as either “strong” or “equal” in comparison to other towns were “cleanliness”, “attractiveness”, “customer service”, “quality of products and service”, and “quality of dining”. The characteristics that were identified as “weaker” than other communities included “variety and selection of shopping”, “variety of dining”, and “quality of festivals and events”.

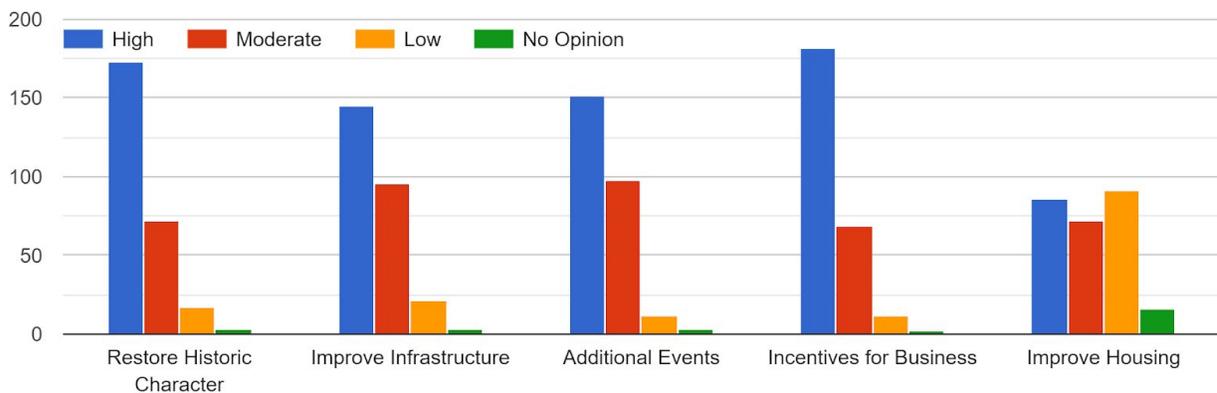
How does Downtown Murphy compare to other places you frequently shop and do business?



Priority of Enhancements to Downtown Murphy

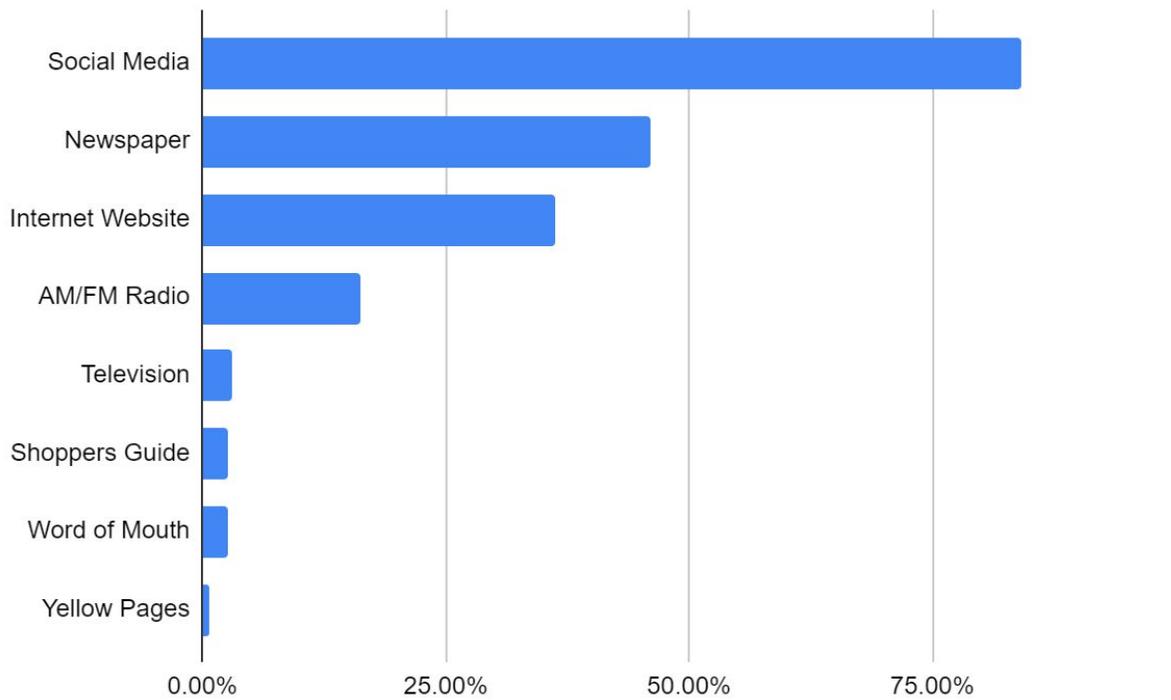
Another question in the survey asked respondents to place a high, moderate, or low priority on possible Downtown Murphy enhancements. The enhancement that received the highest support among respondents was “incentives for businesses”. The possible enhancement with the second highest support was “restore historic character”. The majority of respondents also placed a high priority on “improve infrastructure” and “additional events”. The only enhancement that did not receive a high support was “improve housing”. This potentially indicates that compared to other priorities housing is not a high priority of respondents.

Would you place a high, moderate or low priority on the following possible Downtown Murphy enhancements?



Sources of Downtown Information

In this question respondents were asked to list 2 sources of information that they use to learn information about Downtown Murphy. The overwhelming majority (84.2%) indicated that they source information through “social media” (Facebook, Instagram, Twitter, etc.). The second most common response was the “newspaper” at 46%. Rounding out the top three, 36.2% of respondents indicated that they source information from “internet websites”.



What would make you visit Downtown Murphy more often?

In this open-ended question respondents were asked what one or two types of businesses or attractions might make them visit Downtown Murphy more often. Many different types of businesses were indicated by respondents. The most common are listed below with the number of respondents indicating this response in parentheses.

- More clothing stores (18)
- Things for kids to do (10)
- Rails to Trails (10)
- Outdoor/Outfitter Store (8)
- Brewpub/Microbrewery (7)
- Bakery (7)
- Bike Shop (Rental/Sales) (6)

- Outdoor Music (5)
- General Store (4)
- Breakfast Restaurant (4)
- Wine Bar (4)

First Thing That Should Be Done To Improve Downtown Murphy

This question is another open-ended question asking respondents to indicate the one thing that should be done to improve Downtown Murphy. The most common responses are listed below with the number of people in parentheses following the response. It is interesting to note that the top two responses address traffic flow/safety and parking.

- Provide More/Improve Parking (45)
- Improve Flow of Traffic/Safety (26)
- Restore/Improve Storefronts (17)
- More Festivals/Events (17)
- Rails to Trails (17)
- More Variety of Businesses (17)
- Increase Outdoor Dining/Seating (9)
- Fill Empty Buildings (8)
- Better/More Restaurants (7)
- Cleaner Streets (6)
- Downtown Housing (6)

What Should Never Change About Downtown Murphy?

This final open-ended question asked respondents what should never change in Downtown Murphy. Again, the most common responses are listed below with the number of respondents in parentheses. It is evident that respondents like the overall look of downtown murphy including the flowers/landscaping, historic buildings, and greenspace. The majority of respondents also appreciate the small-town charm and quaintness of Downtown Murphy.

Small Town Charm/Quaintness (50)

Flowers/Landscaping (45)

Historic Buildings (40)

Greenspace: Riverwalk, Konehete Park, Pocket Parks (17)

Friendliness (13)

Unique/Local Businesses (10)

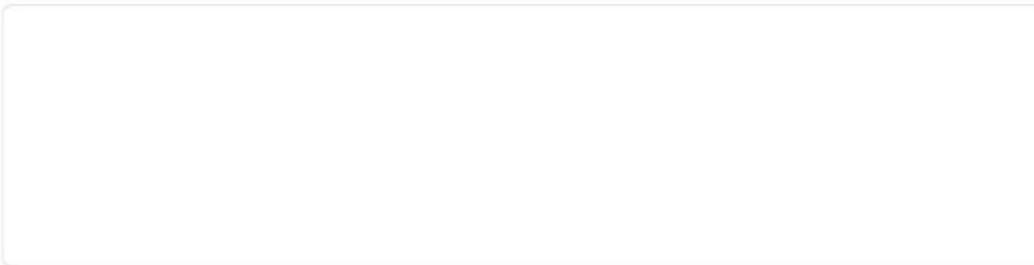
Appendix
Survey Instrument



Downtown Murphy Consumer Survey Fall 20



Questions Responses 265



Downtown Murphy Consumer Survey Fall 2020

Downtown Murphy recently began participating in the NC Main Street and Rural Planning Center's Downtown Associate Community (DAC) program. This survey will help the Murphy DAC coordinators understand consumer demographics and preferences for the Downtown area. Downtown Murphy is hoping to become a Main Street Designated Community in the next 3 years. Your input will help us attain this status which will provide more opportunities for our Downtown. All responses are confidential, and we will share the outcome of the survey in the coming months.

Which of the following best describes you? *

- I am a full-time resident of the area
- I am a part-time resident of the area
- I am on vacation in the area
- I am taking a day-trip to the area
- Other...

How far is your residence from Downtown Murphy? *

- I live downtown or within 2 miles
- 2 to 5 miles



- More than 10 miles
- Not Applicable

How far is your workplace from Downtown? *

- I work downtown or within 2 miles
- 2 to 5 miles
- 5 to 10 miles
- More than 10 miles
- Not Applicable

How often do you visit Downtown Murphy to do errands, shop, eat, drink, or play? *

- Daily
- 1 or 2 times a week
- Once or twice a month
- A few times a year
- Seldom or never

Please list one or two types of businesses or attractions that might make you visit Downtown Murphy more often:

Short answer text

How does Downtown Murphy compare to other places you frequently shop and do business? *

Rich text editor toolbar with icons for adding content, undo, redo, insert link, insert video, and list creation.

Variety and selection ...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of products a...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety of dining	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of dining	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attractiveness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of festivals an...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Of the following, which 2 media sources do you most rely on for Murphy area news and information? *

- Newspaper
- Shoppers Guide
- Television
- AM/FM Radio
- Yellow Pages
- Direct Mail (Magazines, etc.)
- Internet Website(s)
- Email Marketing
- Social Media
- Option 10
- Other...

Form navigation icons: Add, Copy, Undo, Redo, Print, Play, and a menu icon.

How would you place a high, moderate or low priority on the following possible Downtown Murphy enhancements? *

	High	Moderate	Low	No Opinion
Restore Historic Char...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improve Infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Additional Events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Incentives for Busine...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improve Housing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What is the first thing that should be done to improve Downtown Murphy?

Short answer text

What is the one thing that you love the most, or should never change, about Downtown Murphy?

Short answer text

What is the Zip Code of your primary residence? *

Short answer text

What is your gender? *

- Female
- Male
- Prefer not to say

Which category below includes your age? *

- 19 or younger
- 20 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75 or older

How many people, including yourself, currently live in your household? *

- 1
- 2
- 3
- 4
- 5
- 6 or more

Which category below includes your estimated total gross annual household income? *

- Less than \$15,000
- \$15,000 to \$24,999



