TOWN OF FARMVILLE

MARKET ANALYSIS

FREQUENCY REPORT

JUNE 10, 2011

PREPARED BY:
LONGWOOD SMALL BUSINESS DEVELOPMENT CENTER

Acknowledgements

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Executive Summary

The following market analysis represents the beginning of an effort to understand how to facilitate business growth in the Farmville area, with a specific focus on downtown. The study team collected and analyzed 1217 consumer surveys, 385 intercept surveys, and 72 business owner surveys as part of this process. Additionally, the team collected secondary data on population and business trends in the area to verify and support the survey process. Details on these findings are enclosed.

In summary, the market analysis project highlighted the following items for consideration in the planning process:

- The trade area for the study was primarily local. There is opportunity to increase shopping traffic and business opportunities by coordinating consumer data collection efforts with other organizations. The result would be a consumer database and marketing plan for more far reaching trade areas.
- Consumers want variety in shopping and dining options downtown. Frequently they go out of town for variety. They also prefer shopping after 5 p.m. and go elsewhere to be able to do so.
- With the exception of variety, green space, hours, and parking, the overall environment downtown meets or exceeds the expectations of consumers.   Upon further study of questions regarding parking, most respondents indicated that they were able to park at most 1 block away from their destination, and most are able to secure parking on the street or in the municipal lots.
- Businesses were overall very positive in their assessment of their business growth over the last year and their expectation for the future.
- Many businesses are reluctant to open past 5 p.m.
- Many businesses believe that recruitment of similar businesses would be harmful to their business growth.
- A building inventory completed by Longwood University (Longwood) students is available and should be utilized to plan complementary clusters of businesses in the recruitment process.
- Marketing opportunities for Farmville and Downtown Farmville include cooperation with event planning at Longwood and Hampden-Sydney College (Hampden-Sydney) to capitalize on events and traffic that businesses find beneficial.
- Coordination with organizers of locally hosted events such as First Fridays and Heart of Virginia Festival, both very popular with consumers, would assist in making the events beneficial to businesses as well.
- Data collection from consumers (zip code, e-mail, etc.) is inconsistent among businesses. Planning and coordinating data collection would assist in marketing the area to consumers. An important component to business promotion is the usage of the web and social media.
- A majority of students indicate that downtown housing would be an attractive option to them.

The highlights above are intended to be used as a starting point in furthering the business development of the downtown area. It will be important to consider development as a team activity, and to include all key parties in the planning process. In addition, recommendations that follow in this study are discussion points only and should not limit discussion and consideration of other ideas. What has been presented in this document includes what is apparent given a short time period of data collection and analysis. There may be additional discussion points that arise from further review of the data and the following study. Additional discussion is encouraged and the Longwood Small Business Development Center (LSBDC) staff will assist in interpreting the necessary data.

Town of Farmville Market Analysis
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I. Background Information

On August 16, 2010, The Farmville Area Chamber of Commerce hosted a roundtable meeting of merchants and citizens who were interested in furthering business development in Farmville. The meeting was held in J. Ferguson Gallery on Main Street with a two-fold objective: to support local small businesses and to encourage discussion regarding the issues main street businesses are facing. Citizens and business owners alike expressed concern about empty storefronts, building upkeep, the effect of the economy on smaller businesses, the ability to attract business to the downtown area, and the need to more effectively capitalize on the student and faculty market at both Longwood University and Hampden-Sydney College. Discussion quickly evolved around the need for more focused development in downtown.

As a result of the roundtable, several citizens and business owners signed up to participate in a more formal committee to address the positive development of the downtown area. Now co-chaired by Dr. Charles Ross, Dean of Longwood University's College of Arts and Sciences and Jimmy Johnson, co-owner of the Sleeping Bee on Main Street, the group has evolved into an independent organization with 12 board members and four committees with participation by over 40 community members as well as student organizations.

Downtown Farmville, Inc., while not yet a member of the Virginia Main Street Program, has strived to follow the proven principles of the Main Street Program in terms of committee structure and operations. The four primary committees are Economic Restructuring, Promotion, Organization, and Design. A chairperson who is a board member of Downtown Farmville, Inc. leads each committee and recruits citizens and student teams to assist in committee objectives.

The Economic Restructuring Committee is responsible for helping downtown businesses expand and assisting in the recruitment of new ones. As part of this effort, it is extremely important to understand the market conditions of the area, the trade area for Farmville, the consumer base that currently patronizes the downtown area, and the retail sales potential for both new and existing businesses. A market analysis of the area would begin to provide this information.

The LSBDC worked with the Economic Restructuring Committee to design and conduct a market analysis of Farmville. In order to maximize resources committed to such an endeavor, the LSBDC developed the study in such a way as to provide information on Farmville in general as well as information necessary for specific downtown development. The information from the study will be available to planners, economic developers, tourism boards, etc. in addition to downtown Farmville and would help align efforts of all involved in furthering a cohesive plan of development. The market analysis is only the beginning of a process that will uncover opportunities for partnerships in the development of downtown as well as the Farmville area in general. Suggestions on immediate opportunities are included under Section IV – Significant Findings and Principles for Ongoing Development.

II. Study Objectives and Methodology

The Market Analysis process began with the design of survey instruments to collect information from consumers in Farmville. LSBDC staff and interns researched studies from other communities in the U.S. as well as those within Virginia and interviewed economic developers and others involved or interested in downtown development. The process resulted in development of three distinct survey instruments: an online consumer survey, a consumer intercept survey, and a business owner survey.

Consumer Survey

The consumer survey was placed online on the LSBDC website. The survey included questions on shopping habits, how often the respondent patronized downtown as opposed to other areas, why they shopped in certain areas, perceptions regarding their shopping experience, what would encourage them to visit downtown more often, their opinions regarding needed businesses, and demographics regarding income and household statistics. A copy is available in the appendix. LSBDC staff created an invitation card with the web address and description of the study, a statement of its importance, as well as an incentive for completion. Each person who completed a survey and provided their e-mail address was included in a random drawing for three $100 VISA gift cards. The invitation cards were printed at Longwood, and merchants throughout Farmville were encouraged to hand customers an invitation card and ask them to please help us to enhance their future experiences in Farmville. The survey was officially deployed and invitation cards in place with merchants on November 16, 2010 in time for the peak holiday shopping season. In addition to invitation cards handed out at businesses, the Town of Farmville included an invitation in each water/sewer bill that was mailed in February. The Farmville Herald ran articles about the study, and WFLO, Farmville's local radio station, ran informational announcements and interviews throughout the survey period.

The survey remained live with active promotion through April 25, 2011. One thousand two hundred seventeen (1217) surveys were completed and submitted. Those who did not have Internet access could request a paper copy of the survey. Those surveys were entered into the system by LSBDC staff and included in the analysis.

Intercept Survey

To further enhance collection and to engage shoppers and visitors in person, LSBDC staff developed a consumer intercept survey. The brief survey had several key questions relevant to the larger online survey for comparison purposes. Alpha Phi Omega, Longwood's service fraternity, volunteered time during four Saturdays to interview shoppers in several areas of Farmville. Students were trained and interviews were conducted in three locations on Main Street, along with locations at Belk and Kroger on South Main Street, and McDonalds, located at the beginning of the historic district. Students also conducted intercept surveys on Longwood's Brock Commons. Three hundred eighty five (385) intercept surveys were collected. A copy of the survey is included in the appendix and information from the intercepts is added to the analysis of the consumer surveys where relevant.

Business Owner Survey

Input from the business owners is essential in analyzing the health and marketability of an area as well as in planning for business growth. LSBDC staff and students visited and personally collected 72 surveys from retail, service, and restaurant business owners located on or nearby Main Street. Survey questions included demographic information on type and size of business as well as questions on sales patterns, business hours, target market, promotional activities, and perceptions on the business environment and the needs within their business. A copy of the survey is included in the appendix.

Secondary Research

Section III of this report includes additional secondary information regarding business and resident demographics to help support and clarify decisions and assumptions moving forward. Sixty-six percent (66%) of respondents to the consumer survey reside in either Farmville or Prince Edward County, representing a very local trade area. This percentage includes students who selected their residence as Farmville. Therefore, secondary data reports for comparison thus far include only Prince Edward and Farmville. As additional trade areas are defined, further reports are readily available through the LSBDC for analysis.

General Objectives

This Market Analysis report seeks to answer the following questions. Where answers are not clear, recommendations are made regarding additional steps to help find solutions.

- What is the trade area for Farmville?
- What are the perceptions of consumers who visit Farmville?
- What types of businesses should be recruited?
- What activities and events could assist in business development?
- What are effective means of promoting events in our market?
- Is there a market for downtown housing?

III. Secondary Information

The following reports include demographic and market information helpful in the comparison of survey responses to actual and estimated consumer activity in the market area. Sources of data include ESRI, Inc. and the Town of Farmville. ESRI data on retail expenditures is based on information collected by the Bureau of Labor Statistics through National Consumer Expenditure Surveys. Full reports are available in the appendices.

Prince Edward County

a. Business Summary – By NAICS Code and SIC Code
b. Household Budget Expenditures
c. Market Profile
d. Retail Goods and Services Expenditures
e. Retail Marketplace Profile

Farmville (23901 zip code)

a. Business Summary – By NAICS Code and SIC Code
b. Household Budget Expenditures
c. Market Profile
d. Retail Goods and Services Expenditures
e. Retail Marketplace Profile
f. Retail Sales and Dollar Volume – Last Five Years

Comparison of Secondary and Primary Sources – Initial Findings

Business Summary

ESRI reports that there are approximately 197 retail businesses (including restaurants) and 333 service businesses in the 23901 zip code area. ESRI sources InfoGroup as the provider of this information. The LSBDC surveyed 92 businesses and collected 72 completed surveys. Forty-one (41) or 57% of returned surveys were from retail or restaurant businesses, representing 20% of that population.

Income

It is notable that approximately 85% of both Prince Edward and Farmville households earn less than $75,000. Only 51.9% of respondents to the consumer survey earn less than $75,000. Therefore responses are skewed towards higher income demographics within the immediate trade area. This is partially attributable to the survey having been primarily online and to the educational attainment of the respondents.

Educational Attainment

Respondents to the consumer survey also have a higher level of education than the general population in the immediate trade area. Approximately forty percent (40.2%) of respondents to the survey have a graduate or professional degree, compared to 11% of the population in Prince Edward County. Twenty-eight percent (28.4%) of respondents have a bachelor's degree, compared to 13% in Prince Edward County.

Retail Marketplace Profile

ESRI Marketplace Profile Reports contain information estimated from an annual consumer expenditure survey. From this data, ESRI estimates retail “leakage,” or the amount of spending that happens outside of the designated trade area due to excess demand versus supply. For purposes of this initial report, the trade area is Farmville and Prince Edward County. Areas of potential leakage noted in ESRI’s report include:

- Food and beverage stores, including grocery stores and specialty food stores.
- Health and personal care stores
- Sporting goods
- Miscellaneous store retailers

Caution should be used in evaluating these reports, as regional consumer spending patterns have been generalized to the local population. Local knowledge of the market area and careful comparison to primary data collected as part of the local consumer survey will assist in determining special needs for different shopping areas, such as downtown.

Retail Sales and Dollar Volume

The Town of Farmville publishes retail sales data each year, and the enclosed table covers the previous five years of data. Retail sales grew by 2.42% from 2009 to 2010, which is the first year of positive growth since 2007. Areas of growth included grocery stores, retail automotive sales, other retail sales, and lodging. Areas of decline included restaurant sales.

IV. Significant Findings and Principles for Ongoing Development

Trade Area

The trade area is the geographic area from which an area attracts consumers. Developing knowledge of a community's trade area is important as marketing efforts are developed and targeted. It is also important in the process of targeting new businesses and giving them relevant information on their potential customer base. A community has multiple trade areas represented by different businesses and organizations. Farmville has many different organizations that draw customers from varying distances. For instance, Green Front Furniture may draw shoppers from other states, while High Bridge Rails to Trails may draw outdoor enthusiasts from across Virginia.

A majority of respondents to the online consumer survey (66.6%) indicated that they reside in Prince Edward or Farmville. Students also tended to answer the survey as Farmville residents (61.6%), which is consistent with census reporting. For purposes of analyzing this round of survey data, the recommended approach would be to consider the accompanying trade area as "local," encompassing Prince Edward County and Farmville.

There may be several reasons that visitors from outside the local area may have been unlikely to complete an online survey. Active involvement of merchants in promoting the survey and the incentives with the invitation card was essential to the consumer's follow-through in taking the survey. Data shows that only 13% of respondents referenced having received the invitation card. Consumers from out of town may also have misplaced the card or discarded it with empty shopping bags or paper. Based on the frequency of local response, we can also assume that the appeal of building a better business community resulted in more engagement from local patrons.

While invitation cards proved less effective at gaining visitor input, the intercept survey process did capture information from approximately 114 visitors from out of town. Relevant data from these shoppers is included in the analysis of the online consumer survey.

This study mostly represents the effect of local shopping habits, and it will be important for the community to continue to work towards defining the different market areas that Farmville serves. One recommendation is to seek out data sharing opportunities in regards to non-confidential data such as zip codes. Where possible, downtown Farmville and organizations within the town of Farmville and the County could collaborate on the development of permission based visitor information data collection. This should be part of an overall marketing plan for the Farmville area.

Consumer Perceptions

Consumers of all types shop less frequently downtown than they shop in other places in Farmville and elsewhere. They tend to go out of town for better selection and variety of products and they shop elsewhere in Farmville due to the availability of extended shopping hours. Students at Hampden-Sydney and Longwood indicated that the location of downtown is convenient and easily accessible, which will facilitate opportunities for growth in this target market.

Most consumers, whether visitors, students, or residents, indicated that a variety of dining options and entertainment, more variety of retail shops, and extended shopping hours would bring them to downtown Farmville more often. Many visitors to town, interviewed through the intercept survey process, indicated that more dining options would enhance the Main Street area and their shopping experience. Some top business choices suggested for shopping variety included an ice cream shop, a kitchen supply/gourmet foods shop, and a butcher shop.

The overall environment downtown meets or exceeds the expectations of consumers, with the exception of variety, shopping hours, parking, and green space. Upon further study of questions regarding parking, most respondents indicated that they were able to park at most 1 block away from their destination, and most are able to secure parking on the street or in the municipal lots.

Current Business Environment and Perceptions

The business environment in the downtown area appears optimistic. Approximately forty-seven percent (46.9%) of retailers surveyed say that their business has improved over the last year. This is consistent with the reported increase in retail sales in Farmville for 2010. Half of all businesses upgraded their mix of products and services over the last two years. Forty-one percent (41%) have changed or increased marketing efforts and 45% have attended seminars or training. Retail and restaurant businesses indicate that they plan to continue focusing on upgrading goods and services and modifying their marketing efforts. Sixty-one percent (61%) of all respondents plan to expand their operations in the coming year. Businesses remain interested in educational opportunities, with marketing and e-commerce being top choices for continuing education. In terms of infrastructure and facilities, business owners would most like to see development of river access, sports facilities, and downtown housing.

While businesses are generally positive about the environment and atmosphere downtown, there are some possible challenges. According to the consumer surveys, shoppers desire an opportunity to shop after 5 p.m. While 42% of respondents either already stay open past 5 or would be willing to, 24% of retailers who responded to the survey indicated that they would not be willing to stay open past 5 p.m. Further consideration and study of these results is recommended to arrive at a successful solution for both businesses and consumers.

A majority of businesses also indicated that addition of similar businesses to the area would impact them negatively. While variety in shops and restaurants is desired, addition of new businesses may appear at first to compete with existing businesses in some way. Careful planning and communication will help in recruiting and locating complementary businesses while encouraging more traffic and therefore, potential growth for all businesses. In terms of business opportunities, business owners indicated that they would like to see an ice cream shop, butcher, kitchen supply, or outdoor recreation business as their first choice(s) of potential recruits. These results are similar to those from the consumer survey.

Business Recruitment and Retention

The process of building business activity in downtown can be beneficial to existing businesses as well as new businesses. Existing businesses may see opportunities for expansion in the suggestions by consumers and are often more aptly positioned to successfully provide suggested products and services. It may be advisable to work first with existing businesses in the downtown area to provide support and identify opportunities for expansion. Where opportunities cannot be filled internally, new businesses may be recruited to fill the gaps.

Data from the recent building inventory conducted by Longwood students for the benefit of downtown should be combined with market data to identify ideal locations for new businesses. As part of the process, complementary clusters of businesses may be developed in certain areas of Main Street.

The process of business recruitment should be a team effort and should be complementary to the overall development plan for the town and the county. Planners, economic developers, real estate agents, and others should be included in communication and planning.

Marketing Opportunities for Farmville and Downtown

Forty-seven percent (47%) of all businesses surveyed and 37% of retailers felt that local events, such as Longwood or Hampden-Sydney functions do not increase sales volume for their businesses. However, written comments suggest that events that bring parents and visitors to downtown can help to grow their sales. There is opportunity to work with both higher education institutions to coordinate promotions and provide time for visitors to the institutions to explore the downtown area as well as other local attractions.

The Heart of Virginia Festival and First Fridays are very popular among residents as noted on the consumer survey, with most having attended at least one of these. Most businesses noted that events such as Heart of Virginia may actually harm their business rather than help it grow. There is opportunity for more coordination among businesses and the organizers of these events in order to make the event beneficial for businesses while giving local residents additional options to patronize local businesses. As First Fridays is an evening event, more coordination between business owners and organizers of the event may make it possible to build opportunities for businesses to benefit from the additional traffic downtown by coordinating extended hours.

When asked about collection of data from visitors, 50% of retailers indicated that they do collect data such as e-mails or zip codes. Sixty-three percent (63%) of service providers collect some form of data. However, 58% of all businesses surveyed are not willing to share the data. The development of a common, town-wide, permission based contact list would provide opportunity to market Farmville to a wider audience, taking into consideration all of the various trade areas that exist among merchants and tourism based organizations alike. This type of undertaking would require careful coordination of a collection process, but could result in the use of cooperative promotion activities and increased repeat traffic and sales volume. The potential for this type of promotion is reinforced by visitors who completed the intercept survey. Many indicated that they did not know as much as they would like about other shopping options or attractions within the town.

Sixty-five percent (65%) of all businesses believe that word of mouth is the best way to promote their business. Approximately twenty-nine percent (29.2%) believe that the web is the best method of promotion. Technology and social media provide opportunities to build upon the effectiveness of "word of mouth" techniques. As more coordinated marketing systems, such as contact lists, are developed for the area, social media tools such as Facebook and Twitter must be considered and used to help spread awareness of businesses and activities. Dedicated staffing and responsibility for this function is often the key to its success.

Downtown Housing

Over half of Longwood students and one third of Hampden-Sydney students who responded to the consumer survey indicated that they would consider living downtown if housing were available. However, most business owners responding to the business owner survey indicated that they would not be interested in developing housing on the second floor. While there is reluctance to develop second story housing among building owners, there seems to be an opportunity to study housing development where possible to encourage more foot traffic in the downtown area.

V. Primary Market Information – Frequency Analyses and Summaries

A. Online Consumer Survey
B. Consumer Intercept Survey
C. Business Survey

Primary Market Information – Frequency Analysis and Summary

Online Consumer Survey

Farmville Market Analysis Consumer Survey Results

Legend
#1 Response
#2 Response
#3 Response
#4 Response

Responses Received: 1217

What county/town do you reside in?

Response	Count	Percent
Amelia County	14	1.2%
Buckingham County	41	3.4%
Charlotte County	36	3.0%
Cumberland County	75	6.2%
Lunenburg County	16	1.3%
Nottoway County	23	1.9%
Prince Edward County	404	33.3%
Town of Farmville	404	33.3%
Other (please specify)	199	16.4%

Are you:

Response	Count	Percent
Longwood University Faculty/Staff	313	26.2%
Longwood University Student	448	37.5%
Hampden-Sydney Faculty/Staff	53	4.4%
Hampden-Sydney Student	31	2.6%
None of the above	350	29.3%

“None of the above” includes residents and general shoppers in the area.

How did you hear about this survey?

Response	Count	Percent
Business Owner	104	8.6%
Email	531	43.8%
Invitation Card	158	13.0%
Longwood University Representative	248	20.4%
Newspaper	40	3.3%
Radio	1	0.1%
Word of Mouth	32	2.6%
Other (please specify)	99	8.2%

How often, on average, do you shop at the following locations?

	More than once per week	Once a week	Twice a month	Once a month	Once every few months	Never
Downtown Farmville	9.5% (113)	13.7% (163)	16.6% (197)	18.1% (215)	33.1% (393)	9.0% (107)
Elsewhere in Farmville	40.0% (473)	31.4% (371)	12.9% (153)	6.9% (82)	5.6% (66)	3.2% (38)
Lynchburg	0.9% (10)	2.0% (23)	4.8% (55)	14.8% (170)	36.2% (415)	41.3% (474)
Richmond	3.9% (46)	5.1% (60)	13.4% (156)	19.6% (229)	41.3% (481)	16.6% (194)
Other, please specify in comments section below	7.2% (33)	5.7% (26)	9.8% (45)	11.1% (51)	22.0% (101)	44.2% (203)

Cross-tabulations revealed no significant difference when filtered by Longwood faculty/staff, Longwood student, Hampden-Sydney faculty/staff, Hampden-Sydney student, or none of the above. There was also no significant difference when filtered by household income. Findings in the consumer intercept survey were consistent with the above responses.

When you shop at the following locations, what are the main reasons why?

	Better Location	Better Parking	Better Hours	Better Service	Better Quality	Better Selection	Better Price	Other
Downtown Farmville	38.0% (463)	4.1% (50)	2.5% (31)	18.7% (227)	21.4% (261)	12.6% (153)	6.0% (73)	24.9% (303)
Elsewhere in Farmville	26.6% (324)	34.3% (417)	38.5% (469)	6.9% (84)	6.7% (82)	32.9% (401)	36.6% (445)	9.9% (120)
Lynchburg	5.9% (72)	7.9% (96)	13.8% (168)	4.6% (56)	12.0% (146)	42.7% (520)	13.4% (163)	13.6% (165)
Richmond	11.0% (134)	13.1% (160)	24.2% (294)	11.8% (143)	24.4% (297)	66.1% (805)	22.2% (270)	9.3% (113)
Other, please specify in comments section below	3.6% (44)	1.7% (21)	3.0% (37)	2.3% (28)	3.5% (43)	7.4% (90)	3.5% (42)	8.3% (101)

The answers to the question above reveals that location is an asset for downtown shopping, and that people shop downtown for other reasons not listed as specific responses. Forty-eight percent (48%) of Longwood student respondents and 51.3% of Hampden-Sydney student respondents favor location as a reason to shop downtown. It is meaningful to note that visitors completing the consumer intercept surveys indicate that they choose to shop in downtown Farmville primarily because of selection and quality of merchandise.

The most frequent response across all demographics for shopping elsewhere in Farmville was “better hours,” followed closely by “better price,” “parking,” and “selection.”

What is your preferred time and day to do most of your shopping for non-grocery items?

	Before 11 a.m.	11 a.m. to 2 p.m.	2 p.m. to 5 p.m.	After 5 p.m.
Sunday	8.6% (80)	26.0% (242)	55.8% (519)	9.6% (89)
Monday	5.3% (51)	17.2% (165)	23.2% (223)	54.3% (522)
Tuesday	6.3% (60)	14.9% (143)	24.8% (238)	54.1% (519)
Wednesday	5.4% (51)	16.3% (155)	23.1% (220)	55.2% (525)
Thursday	6.1% (59)	14.8% (142)	24.5% (236)	54.6% (525)
Friday	5.1% (51)	13.7% (136)	25.6% (255)	55.6% (553)
Saturday	11.5% (124)	33.1% (355)	39.8% (427)	15.6% (168)

Responses to this question were consistent across all demographics, and reiterate the importance of an option to shop after work or school for residents as well as college faculty/staff and students. The consumer intercept survey posed the question: "What would bring you downtown more often?" Top answers were "better store hours," "variety of dining," and "variety of other shops."

Primary Shopping

	I shop in Farmville	I shop Elsewhere
Dining	77.4% (909)	22.6% (265)
Building Materials/Hardware	72.0% (782)	28.0% (304)
Giftwear	39.6% (430)	60.4% (656)
Home Accessories/Decor	43.7% (478)	56.3% (617)
Electronics/Appliances	40.2% (447)	59.8% (665)
Office Supplies	65.8% (727)	34.2% (378)
Banking	74.2% (866)	25.8% (301)
Floral	70.0% (713)	30.0% (305)
Bakery	72.7% (755)	27.3% (284)
Furniture	54.8% (563)	45.2% (464)
Women's Clothing	18.4% (187)	81.6% (830)
Men's Clothing	24.5% (243)	75.5% (749)
Children's Clothing	28.2% (229)	71.8% (583)
Auto Repair/Parts	67.6% (724)	32.4% (347)
Farm/Home Supplies	73.7% (702)	26.3% (250)
Sporting Goods	27.1% (247)	72.9% (664)
Groceries	84.7% (983)	15.3% (177)
Shoes	24.8% (262)	75.2% (795)
Jewelry	28.8% (270)	71.2% (666)
Automobile purchases	33.8% (324)	66.2% (634)
Pharmacy	78.1% (848)	21.9% (238)
Photography	54.2% (461)	45.8% (390)
Art Dealers	40.3% (287)	59.7% (425)
Entertainment/Cultural	41.8% (400)	58.2% (557)
Department/Discount Stores	40.9% (417)	59.1% (602)
Pet and Pet Supplies	49.6% (442)	50.4% (449)
Personal Care (Hair Salon, Nail Salon, etc.)	63.8% (677)	36.2% (384)
Professional Services (Legal, Accounting, Real Estate, Insurance, etc.)	57.3% (543)	42.7% (405)
Health (Doctor, Dental, etc.)	43.9% (475)	56.1% (606)
Fitness Facilities	82.2% (772)	17.8% (167)

I shop Elsewhere because of:

	Selection	Service	Quality	Price	Hours	I Shop Online and Catalogs
Dining	56.1% (221)	6.3% (25)	15.2% (60)	9.9% (39)	11.2% (44)	1.3% (5)
Building Materials/Hardware	50.6% (181)	10.1% (36)	5.3% (19)	14.2% (51)	13.7% (49)	6.1% (22)
Giftwear	57.3% (424)	1.9% (14)	4.2% (31)	4.9% (36)	4.6% (34)	27.2% (201)
Home Accessories/Decor	58.9% (409)	1.9% (13)	4.6% (32)	14.4% (100)	4.6% (32)	15.6% (108)
Electronics/Appliances	52.2% (388)	4.4% (33)	5.1% (38)	16.0% (119)	3.1% (23)	19.1% (142)
Office Supplies	45.7% (216)	7.2% (34)	2.7% (13)	22.4% (106)	7.6% (36)	14.4% (68)
Banking	24.7% (90)	40.3% (147)	7.4% (27)	1.6% (6)	15.9% (58)	10.1% (37)
Floral	32.7% (111)	18.6% (63)	10.3% (35)	8.3% (28)	7.4% (25)	22.7% (77)
Bakery	52.4% (177)	7.1% (24)	20.7% (70)	6.8% (23)	9.8% (33)	3.3% (11)
Furniture	49.9% (262)	4.4% (23)	7.0% (37)	25.5% (134)	4.4% (23)	8.8% (46)
Women's Clothing	66.5% (575)	0.7% (6)	6.2% (54)	4.9% (42)	1.8% (16)	19.9% (172)
Men's Clothing	65.8% (512)	1.0% (8)	8.4% (65)	5.4% (42)	1.9% (15)	17.5% (136)
Children's Clothing	67.2% (397)	0.8% (5)	6.3% (37)	5.4% (32)	2.5% (15)	17.8% (105)
Auto Repair/Parts	34.9% (137)	27.0% (106)	9.7% (38)	13.3% (52)	9.7% (38)	5.4% (21)
Farm/Home Supplies	58.5% (172)	8.5% (25)	5.8% (17)	10.2% (30)	8.5% (25)	8.5% (25)
Sporting Goods	71.4% (474)	1.8% (12)	5.1% (34)	4.2% (28)	2.3% (15)	15.2% (101)
Groceries	46.1% (131)	9.2% (26)	9.2% (26)	15.8% (45)	17.3% (49)	2.5% (7)
Shoes	68.3% (567)	1.0% (8)	5.2% (43)	5.7% (47)	2.0% (17)	17.8% (148)
Jewelry	64.0%	2.3%	8.5%	6.6%	1.8%	16.8%

	(438)	(16)	(58)	(45)	(12)	(115)
Automobile purchases	59.8% (377)	11.9% (75)	6.2% (39)	13.8% (87)	4.0% (25)	4.3% (27)
Pharmacy	31.6% (96)	19.4% (59)	6.9% (21)	13.2% (40)	18.8% (57)	10.2% (31)
Photography	46.7% (186)	8.3% (33)	8.8% (35)	8.5% (34)	6.8% (27)	20.9% (83)
Art Dealers	62.7% (255)	3.2% (13)	7.1% (29)	7.4% (30)	3.7% (15)	16.0% (65)
Entertainment/Cultural	77.5% (454)	2.4% (14)	6.7% (39)	3.1% (18)	4.4% (26)	6.0% (35)
Department/Discount Stores	73.2% (459)	2.2% (14)	4.5% (28)	7.8% (49)	4.8% (30)	7.5% (47)
Pet and Pet Supplies	69.3% (329)	4.6% (22)	5.5% (26)	6.3% (30)	4.0% (19)	10.3% (49)
Personal Care (Hair Salon, Nail Salon, etc.)	36.1% (152)	17.3% (73)	24.7% (104)	10.5% (44)	9.0% (38)	2.4% (10)
Professional Services (Legal, Accounting, Real Estate, Insurance, etc.)	43.7% (176)	20.1% (81)	16.4% (66)	6.5% (26)	7.9% (32)	5.5% (22)
Health (Doctor, Dental, etc.)	39.5% (236)	23.8% (142)	25.6% (153)	3.4% (20)	7.0% (42)	0.7% (4)
Fitness Facilities	41.9% (95)	7.9% (18)	12.3% (28)	12.3% (28)	22.0% (50)	3.5% (8)

There were no significant differences in location of shopping, or reasons given for location, when comparing the responses of faculty, students, and residents. The exception would be health services, where a majority of students indicated that they shop outside of Farmville for these services, whereas, most faculty, staff, and residents shop within Farmville. This would be expected as students may travel to their hometown provider for routine health care services. Comparison by household income yielded no significant differences.

If you shop elsewhere for any of the goods and services mentioned above, where do you primarily go?

Response	Count	Percent
Charlottesville	43	3.7%
Lynchburg	181	15.7%
Northern Virginia	72	6.2%
Richmond	656	56.9%
Other (please specify)	201	17.4%

When making purchases, what is most important to your decision?

	Selection	Convenience	Service	Quality	Price	Other
Clothing/Apparel/Accessories	52.5% (630)	5.2% (62)	0.3% (4)	16.9% (203)	24.4% (293)	0.6% (7)
Furniture/Appliance	24.9% (290)	6.6% (77)	3.7% (43)	31.7% (369)	31.2% (364)	1.9% (22)
Home Accessories/Decor	41.3% (474)	5.7% (65)	1.0% (12)	17.4% (200)	33.2% (382)	1.4% (16)
Giftwear	48.8% (564)	8.6% (99)	0.6% (7)	14.6% (169)	26.2% (303)	1.2% (14)
Groceries	21.0% (250)	25.3% (301)	1.0% (12)	13.4% (160)	38.8% (462)	0.5% (6)
Dining	25.1% (298)	17.0% (202)	12.6% (149)	26.1% (309)	18.5% (219)	0.8% (9)

Comparison by demographics shows that students are more concerned with price across all categories, causing price to be the second most important factor in all categories. Filtering by income level, as income increases, focus migrates from price to selection and quality.

How often do you eat out...

	5 or more times a week	2-4 times a week	Once a week	Once a month	Once every few months	Never
for breakfast?	1.6% (19)	5.4% (64)	15.2% (179)	19.1% (225)	27.5% (325)	31.2% (369)
for lunch?	4.7% (55)	22.8% (269)	32.1% (379)	22.6% (267)	13.6% (161)	4.2% (49)
for dinner?	1.9% (22)	26.7% (316)	38.2% (453)	23.7% (281)	8.5% (101)	1.0% (12)

The responses to this question did not vary significantly by type of respondent.

How often do you eat out where each meal costs (excluding alcohol):

	5 or more times a week	2 - 4 times a week	Once a week	Once a month	Once every few months	Never
$4.99 or less per person	4.0% (40)	20.2% (204)	27.7% (280)	17.8% (180)	12.4% (125)	18.1% (183)
$5 to $9.99 per person	3.9% (43)	24.3% (270)	36.7% (408)	20.3% (226)	11.2% (124)	3.7% (41)
$10 to $14.99 per person	0.3% (3)	8.7% (94)	25.7% (278)	34.3% (372)	23.6% (256)	7.4% (80)
$15 to $19.99 per person	0.2% (2)	2.4% (25)	11.4% (117)	25.4% (260)	34.4% (352)	26.0% (266)
$20 to $24.99 per person	0.0% (0)	0.7% (7)	3.7% (36)	14.2% (140)	36.0% (355)	45.4% (448)
$25 or more per person	0.0% (0)	0.5% (5)	1.9% (19)	8.1% (80)	33.0% (326)	56.5% (559)

Findings were consistent across all demographics. Approximately sixty percent (59.6%) of Longwood students and 41% of Hampden-Sydney students indicate that they never dine out where a meal is in the $20 to $24.99 cost range. At $25 or more per person, 70% of Longwood students and 50% of Hampden-Sydney students would not dine out. The frequency with which respondents dine out at all cost levels increases with household incomes.

Which of the following events did you attend in the last 12 months in Farmville? (Please select all that apply.)

Response	Count	Percent
Christmas Parade	257	21.1%
Downtown Christmas Open Houses	147	12.1%
Downtown Halloween Parade	107	8.8%
Farmville Christmas Show	91	7.5%
First Fridays	238	19.6%
Hampden-Sydney College event (including sporting events)	338	27.8%
Heart of Virginia Festival	487	40.0%
Holiday Extravaganza	74	6.1%
LCVA Event	233	19.1%
Longwood Block Party	468	38.5%
Longwood University event (including sporting events)	689	56.6%
Stars Under the Stars" - Downtown Movie Night	105	8.6%
Wine Festival	57	4.7%
None of the above	158	13.0%

Students at Longwood and Hampden-Sydney listed university events as the events they attended in the last 12 months. Approximately sixty-seven percent (66.7%) of Longwood students who responded indicated that they had attended the Longwood Block Party. Faculty and staff of each institution also listed university events as popular events. Residents and others listed the Heart of Virginia Festival, the Farmville Christmas Parade, and First Fridays respectively as top attended events.

Which THREE community assets would you most like to see developed/enhanced? (Please select only THREE responses.)

Response	Count	Percent
Bike path	337	27.7%
Downtown housing	340	27.9%
Expanded "green space"	261	21.4%
Guided/Historic Tours	222	18.2%
Playgrounds	265	21.8%
River access (Rafting, Kayaking, Canoeing)	583	47.9%
Skateboard park	45	3.7%
Sports facilities	276	22.7%
Walking trail	496	40.8%
Wilckes Lake	326	26.8%
Other (please specify)	136	11.2%

Students indicate that river access should be a top priority for development, followed closely by downtown housing. Top choices among faculty at both institutions were river access, walking trails, and bike paths. Residents and others listed walking trails, river access, and Wilckes Lake as areas for continued development.

Which of the following media do you read/listen to on a regular basis? (Please select all that apply.)

The Farmville Herald and WFLO are primary sources for residents and others, while students read their university papers, with the Farmville Herald as a third choice. Faculty and staff of both institutions read the Farmville Herald regularly and listen to WFLO, but also read the University papers.

Response	Count	Percent
Amelia Bulletin Monitor	39	3.2%
News and Daily Advance	27	2.2%
The Courier Record	42	3.5%
The Crewe Burkeville Journal	44	3.6%
The Daily Progress	29	2.4%
The Farmville Herald	626	51.4%
The Hampden-Sydney Tiger	91	7.5%
The Rotunda	459	37.7%
The Southside Messenger	103	8.5%
WFLO 95.7	406	33.4%
WMLU 91.3 (Longwood University Radio)	230	18.9%
WVHL 92.9	221	18.2%
WWHS 92.1 (Hampden-Sydney College Radio)	32	2.6%
WXJK 101.3	81	6.7%
Other (please specify)	229	18.8%

How important is patronizing business in Downtown Farmville to you?

Response	Count	Percent
Extremely Important	131	12.4%
Very Important	282	26.7%
Somewhat Important	345	32.7%
Important	126	11.9%
Not Very Important	138	13.1%
Not Important At All	33	3.1%

A majority of all demographics felt that patronizing business in downtown was at least important. Most responses across all demographics fell within the category of “Somewhat Important.”

How often, on average, do you come to Downtown Farmville for the following?

	More than once per week	Once a week	Twice a week	Once a month	Once every few months	Never
Retail Shopping	4.2% (50)	10.0% (119)	1.6% (19)	29.1% (348)	36.1% (431)	19.0% (227)
Eating Out	8.5% (102)	18.7% (224)	10.5% (126)	29.5% (354)	22.4% (268)	10.4% (125)
Entertainment	1.5% (17)	6.0% (70)	1.6% (19)	21.2% (248)	31.8% (372)	37.9% (444)
Personal Care (Hair Salon, Nail Salon, etc.)	0.5% (6)	2.2% (26)	0.8% (9)	21.7% (258)	24.2% (287)	50.6% (601)
Health (Doctor, Dental, etc.)	0.3% (3)	0.7% (8)	0.5% (6)	5.6% (66)	28.5% (335)	64.5% (759)
Professional Services (Legal, Accounting, Insurance, etc.)	0.5% (6)	0.9% (11)	0.3% (3)	3.0% (35)	23.2% (272)	72.1% (843)
Banking/Financial	6.6% (78)	18.9% (223)	4.8% (57)	23.8% (280)	12.1% (142)	33.7% (397)
Government Services (Town Hall, County Offices, Post Office)	4.2% (48)	5.7% (65)	3.0% (34)	16.8% (193)	28.9% (331)	41.5% (476)
Work	29.5% (331)	2.0% (23)	1.3% (15)	2.0% (22)	3.5% (39)	61.7% (693)
Passing through on your way somewhere else	41.4% (458)	13.7% (151)	9.0% (99)	12.7% (140)	12.3% (136)	11.0% (122)

These findings were consistent across all demographics.

Which of the following advertising methods bring you to Downtown Farmville to shop? (Please select all that apply.)

Response	Count	Percent
Banners	227	18.7%
Campus Bulletin Board	203	16.7%
Chamber Emails	44	3.6%
Discount Booklets	392	32.2%
FarmvilleNow.com	23	1.9%
Fliers	211	17.3%
Local Newspapers	437	35.9%
Radio Advertising	317	26.0%
The Rotunda	228	18.7%
Other (please specify)	159	13.1%

Students at both institutions indicate that discount booklets bring them downtown. Campus bulletin boards and the Rotunda are also listed as successful outlets. Faculty, staff, residents, and others list local newspapers and radio as top choices.

Which of the following factors positively encourage you to purchase goods and services in Downtown Farmville? (Please select all that apply.)

Response	Count	Percent
Church events	141	11.6%
Customer service	468	38.5%
Downtown activities/special events	421	34.6%
Entertainment	262	21.5%
Festivals	399	32.8%
Historic character of downtown	253	20.8%
Newspaper advertising	313	25.7%
Radio advertising	243	20.0%
Recommendation of friends	715	58.8%
Shop Local Campaigns	152	12.5%
Special promotions/discounts by individual stores	551	45.3%
Store loyalty	401	32.9%
Television/Cable advertising	66	5.4%
Window displays	385	31.6%
Other (please specify)	60	4.9%

Recommendation of friends was the top factor of influence across all demographics. Longwood students indicate special promotions as a second choice followed by window displays. Customer service and store loyalty are top choices among faculty, staff, residents, and others.

In general, how would you rate Downtown Farmville businesses in the following areas?

	Exceeds Expectations	Meet Expectations	Short of Expectations	No Opinion
Attractiveness	11.8% (140)	57.1% (680)	27.9% (332)	3.2% (38)
Cleanliness	16.0% (191)	71.0% (848)	9.3% (111)	3.8% (45)
Customer service	22.2% (264)	57.0% (678)	15.0% (179)	5.8% (69)
Friendliness	28.4% (339)	54.9% (654)	11.5% (137)	5.2% (62)
Knowledge of salespeople	15.8% (188)	62.0% (739)	10.9% (130)	11.3% (134)
Merchandise displays	13.7% (163)	60.9% (723)	19.1% (227)	6.2% (74)
Parking convenience	4.3% (51)	30.6% (365)	61.1% (728)	3.9% (47)
Price of goods/services	4.4% (52)	60.1% (713)	29.4% (349)	6.1% (73)
Quality of goods/services	10.4% (124)	70.2% (835)	13.2% (157)	6.2% (74)
Shopping hours	1.9% (22)	30.2% (357)	64.1% (759)	3.9% (46)
Store windows	10.5% (125)	61.0% (725)	22.2% (264)	6.2% (74)
Variety of goods/services	3.9% (46)	34.9% (412)	56.4% (665)	4.8% (57)

Findings were consistent among all demographics. Consumer intercept surveys reveal that 58.8% of those specific shoppers find store hours to meet or exceed expectations. Sixty-nine percent (69%) of shoppers interviewed on the street also find the variety of goods and services meeting or exceeding their expectations.

What TWO things most influence your decision to shop in a particular business in Downtown Farmville? (Please select only TWO responses.)

Students are looking for atmosphere and low price when considering businesses downtown. Faculty and staff consider the availability of specific goods and services, proximity to work, and quality. Residents and others also consider the availability of a specific good or service and atmosphere.

Response	Count	Percent
Atmosphere	418	34.3%
Customer-driven store hours	126	10.4%
High quality	314	25.8%
Low prices	344	28.3%
Loyalty to a business	222	18.2%
Outstanding service	265	21.8%
Proximity to work	215	17.7%
Searching for a specific good/service	473	38.9%
Wide variety	166	13.6%
Other (please specify)	53	4.4%

What TWO things most influence your decision to shop in a particular business in Farmville that is outside the downtown area? (Please select only TWO responses.)

Response	Count	Percent
Atmosphere	194	15.9%
Customer-driven store hours	281	23.1%
High quality	205	16.8%
Low prices	589	48.4%
Loyalty to a Business	111	9.1%
Outstanding service	177	14.5%
Proximity to work	137	11.3%
Searching for a specific good/service	404	33.2%
Wide variety	356	29.3%
Other (please specify)	50	4.1%

When shopping outside of the downtown area, students are typically looking for low prices and variety. Faculty and staff as well as residents are looking for low prices and specific goods and services.

The following businesses ARE NOT currently available in Downtown Farmville. Which FOUR businesses would you most likely patronize if they opened in Downtown Farmville within the next year. (Please select only 4 responses.)

#1 Response
#2 Response
#3 Response
#4 Response

Response	Count	Percent
Arts/Crafts Store	358	29.4%
Bike Shop	110	9.0%
Butcher	232	19.1%
Catering services	19	1.6%
Children's apparel/toys	113	9.3%
Consignment Store	233	19.1%
Cosmetics/Personal Care	165	13.6%
Entertainment	456	37.5%
Grocery Store	269	22.1%
Guided Historic Tours	101	8.3%
Hardware Store	64	5.3%
Hobby/Toy Store	137	11.3%
Ice Cream Parlor	631	51.8%
Kitchen Supply/Gourmet Foods	284	23.3%
Men's Apparel	150	12.3%
Outdoor Adventure/Recreation	254	20.9%
Pawn Shop	94	7.7%
Sewing/Alterations	102	8.4%
Sporting Goods	249	20.5%
Youth Entertainment	139	11.4%
Other (please specify)	190	15.6%

Ice cream parlor and kitchen supply/gourmet foods are the top two choices among faculty/staff as well as residents and others. Faculty and staff at both institutions listed a butcher shop as a third choice, followed closely by arts and crafts and entertainment. Students listed ice cream parlor and entertainment as top choices followed by arts and crafts.

If businesses in Downtown Farmville were to remain open in the evenings, would you be more likely to shop downtown?

Response	Count	Percent
Yes	695	58.9%
No	114	9.7%
Maybe	371	31.4%

This finding was consistent across all demographics.

Where do you typically park when you drive to Downtown Farmville for any reason but work?

Response	Count	Percent
On the street	538	45.6%
In a public parking lot	273	23.1%
I typically walk downtown	319	27.0%
Other (please specify)	50	4.2%

Faculty and staff from both institutions as well as residents and others tend to park on the street as a first choice or in a public parking lot. Longwood students walk downtown while Hampden-Sydney students tend to park in a public parking lot.

How far do you typically have to park from your non-work downtown destination?

Response	Count	Percent
Near entry	172	15.3%
1/2 block away	337	29.9%
1 block away	364	32.3%
2 blocks away	254	22.5%

In most all cases, those who park on the street or in a public lot are at most only 1 block away from their destination.

Would you consider living in Downtown Farmville if more housing were available above commercial space?

Response	Count	Percent
Yes	332	28.0%
No	614	51.9%
Maybe	238	20.1%

Over half of Longwood students (50.7%) who responded to this survey indicated that they would consider living downtown. Thirty percent (30%) of Hampden-Sydney student respondents indicated that they would consider living downtown.

If you moved downtown, what size housing unit would you require?

Response	Count	Percent
Studio/efficiency	31	6.1%
1 bedroom/1 bath	117	23.1%
2 bedroom/1 bath	111	21.9%
2 bedroom/2 bath	138	27.2%
3 bedroom/2 bath	65	12.8%
3 bedroom/3 bath	19	3.7%
4 bedroom or larger	26	5.1%

Mostly students responded in the affirmative to the downtown housing question. Responses above on needs ranged from 1 bedroom/ 1 bath to 2 bedroom/ 2 bath.

How often do you use the Farmville area bus system?

Response	Count	Percent
5 or more times a week	37	3.7%
2 - 4 times a week	37	3.7%
Once a week	38	3.8%
Once a month	47	4.6%
Once every few months	91	9.0%
Never	763	75.3%

The finding was consistent across all demographics.

How would you rate Downtown Farmville on the following items?

	Exceeds Expectations	Meets Expectations	Short of Expectations	No Opinion
Attractiveness	17.6% (205)	59.6% (696)	20.9% (244)	2.0% (23)
Building conditions	5.1% (60)	53.0% (620)	38.8% (454)	3.1% (36)
Cleanliness	14.2% (166)	72.6% (846)	9.9% (115)	3.3% (38)
Farmville Area Bus system	5.7% (66)	34.9% (407)	15.3% (178)	44.2% (516)
Green space	2.5% (29)	38.8% (451)	39.7% (461)	18.9% (220)
Parking convenience	3.5% (41)	34.7% (406)	57.8% (676)	3.9% (46)
Pedestrian friendly	11.0% (128)	66.2% (772)	19.6% (228)	3.3% (38)
Safety and security	11.8% (138)	69.9% (817)	13.4% (156)	4.9% (57)
Special events/festivals	13.6% (159)	54.9% (641)	18.2% (212)	13.4% (156)
Student Friendly	10.7% (125)	51.0% (593)	21.2% (247)	17.0% (198)
Traffic flow	4.8% (56)	59.9% (694)	30.6% (355)	4.7% (54)

Findings were consistent among all demographics. While parking convenience and green space rise to the top as concerns, other notable considerations include building conditions and traffic flow, as more than a third of respondents show concern with these items.

Overall, which of the following would best describe your opinion of Downtown Farmville as a place to shop?

Response	Count	Percent
Excellent	32	2.8%
Very Good	227	19.5%
Average	533	45.8%
Less than adequate	282	24.2%
Poor	74	6.4%
No opinion	15	1.3%

Findings were consistent across all demographics.

Which leisure activities do you or your household participate in? (Please select all that apply.)

#1 Response
#2 Response
#3 Response
#4 Response

Response	Count	Percent
Acting/Drama	132	10.8%
Attending Concerts/Shows	636	52.3%
ATVing	94	7.7%
Band/Choir	146	12.0%
Baseball/Softball	200	16.4%
Basketball	196	16.1%
Bicycling	306	25.1%
Boating/Jet Skiing	195	16.0%
Bowling	400	32.9%
Camping	340	27.9%
Canoeing/Kayaking	292	24.0%
Collecting	156	12.8%
Computer/Internet	718	59.0%
Cooking	775	63.7%
Crafts	470	38.6%
Dancing	287	23.6%
Fishing	365	30.0%
Gardening	437	35.9%
Golf	206	16.9%
Hiking	341	28.0%

Horseback Riding	146	12.0%
Hunting	240	19.7%
Ice Skating	136	11.2%
Listening to Music	843	69.3%
Motorcycling	71	5.8%
Painting/Drawing	251	20.6%
Photography	398	32.7%
Quilting/Sewing	158	13.0%
Raising Pets	579	47.6%
Reading for Pleasure	762	62.6%
Running	297	24.4%
Soccer	162	13.3%
Swimming	362	29.7%
Tennis	141	11.6%
Traveling	449	36.9%
Volleyball	104	8.5%
Woodworking	129	10.6%
Other (please specify)	72	5.9%

The findings to the above question are remarkably similar across all demographics.

What is your age range?

Response	Count	Percent
Less than 18	3	0.4%
18 to 24	27	3.9%
25 to 34	147	21.0%
35 to 44	148	21.1%
45 to 54	173	24.7%
55 to 64	151	21.5%
65 and over	52	7.4%

What is your marital status?

Response	Count	Percent
Single	138	19.6%
Separated/Widowed/Divorced	73	10.4%
Married	494	70.1%

What is the highest level of formal education you have completed?

Response	Count	Percent
Less than 9th grade	0	0.0%
9th to 12 grade, no diploma	6	0.8%
High School graduate	49	6.8%
Some college, no degree	122	16.9%
Associate Degree	50	6.9%
Bachelor's Degree	205	28.4%
Graduate or Professional Degree	290	40.2%

How many people, including you, live in your household?

Response	Count	Percent
1 person	107	14.8%
2 persons	306	42.3%
3 persons	131	18.1%
4 persons	138	19.1%
5 persons	22	3.0%
6 or more persons	19	2.6%

What is your household's annual income?

Response	Count	Percent
Under $50,000	167	24.3%
$50,000 to $74,999	190	27.6%
$75,000 to $99,999	146	21.2%
$100,000 to $124,999	89	12.9%
$125,000 to $149,999	41	6.0%
$150,000 to $174,999	27	3.9%
$175,000 to $199,999	13	1.9%
Over $200,000	15	2.2%

Class Year:

Response	Count	Percent
First Year	90	19.9%
Sophomore	98	21.7%
Junior	133	29.4%
Senior	131	29.0%

I live:

Response	Count	Percent
On campus	285	61.0%
Off campus	182	39.0%

Do you have a job while at school?

Response	Count	Percent
Yes	177	37.4%
No	296	62.6%

If yes, does any portion of your paycheck go directly towards your tuition?

Response	Count	Percent
Yes	52	30.1%
No	121	69.9%

Do you have a car on campus?

Response	Count	Percent
Yes	290	63.5%
No	167	36.5%

What is your family's annual income (estimate if necessary)?

Response	Count	Percent
Under $50,000	94	21.3%
$50,000 to $74,999	108	24.4%
$75,000 to $99,999	86	19.5%
$100,000 to $124,999	65	14.7%
$125,000 to $149,999	31	7.0%
$150,000 to $174,999	20	4.5%
$175,000 to $199,999	10	2.3%
Over $200,000	28	6.3%

To what level do you agree with the following statements?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The Town of Farmville had a positive effect on my decision to attend college here.	14.2% (67)	30.4% (143)	35.2% (166)	13.8% (65)	6.4% (30)
I feel safe in the Town of Farmville.	14.0% (66)	40.1% (189)	30.1% (142)	13.2% (62)	2.5% (12)

Primary Market Information – Frequency Analysis and Summary

Consumer Intercept Survey

Farmville Market Analysis Intercept Survey Results

Responses Received: 385

What brings you to Farmville today?

Response	Count	Percent
Downtown Shopping	84	21.8%
Walmart	42	10.9%
Lowe's	16	4.2%
Other Retail Store	29	7.5%
Green Front	26	6.8%
Work	18	4.7%
Visit family/friends	37	9.6%
Restaurant	68	17.7%
Grocery Shopping	35	9.1%
High Bridge Trail	8	2.1%
Other (please specify)	141	36.6%

How many downtown destinations do you expect to visit today?

Response	Count	Percent
One	82	22.0%
Two	84	22.5%
Three	75	20.1%
Four or more	84	22.5%
None	48	12.9%

How often on average, do you shop:

	More than once per week	Once a week	Twice a month	Once a month	Once every few months	Never
Downtown Farmville	17.5% (61)	19.2% (67)	12.3% (43)	15.2% (53)	25.8% (90)	10.0% (35)
Elsewhere in Farmville	31.6% (96)	26.6% (81)	12.2% (37)	6.6% (20)	11.8% (36)	11.2% (34)

How would you rate downtown businesses on the following attributes?

	Exceeds Expectations	Meets Expectations	Short of Expectations	No Opinion
Customer Service	28.7% (104)	60.1% (218)	6.6% (24)	4.7% (17)
Friendliness	40.8% (150)	53.3% (196)	3.8% (14)	2.2% (8)
Product Selection	17.9% (65)	47.4% (172)	30.6% (111)	4.1% (15)
Competitive Pricing	15.7% (57)	49.2% (179)	26.9% (98)	8.2% (30)
Parking Convenience	14.3% (52)	39.0% (142)	41.2% (150)	5.5% (20)
Store Hours	16.2% (59)	42.6% (155)	36.8% (134)	4.4% (16)
Merchandise Displays	24.7% (89)	58.9% (212)	10.8% (39)	5.6% (20)
Knowledge of Salespeople	27.9% (100)	54.9% (197)	8.6% (31)	8.6% (31)
Price of goods/services	15.6% (56)	61.8% (222)	17.8% (64)	4.7% (17)
Quality of goods/services	23.6% (85)	63.6% (229)	8.1% (29)	4.7% (17)
Variety of goods/services	17.4% (63)	51.7% (187)	26.2% (95)	4.7% (17)

When you shop at the following locations, what are the main reasons why?

	Better Location	Better Parking	Better Hours	Better Service	Better Quality	Better Selection	Better Price	Other
Downtown Farmville	26.5% (102)	9.1% (35)	5.7% (22)	16.4% (63)	19.0% (73)	19.0% (73)	9.4% (36)	17.7% (68)
Elsewhere in Farmville	16.6% (64)	25.5% (98)	22.1% (85)	7.0% (27)	8.8% (34)	25.2% (97)	20.0% (77)	12.5% (48)
Outside of Farmville	17.7% (68)	17.1% (66)	22.3% (86)	11.4% (44)	16.6% (64)	35.1% (135)	21.8% (84)	14.8% (57)

If you shop outside of Farmville for goods and services, what town/city do you primarily visit?

Response	Count	Percent
Charlottesville	31	8.1%
Lynchburg	108	28.1%
Richmond	243	63.1%
Northern Virginia	38	9.9%
Other (please specify)	51	13.2%

Overall, which of the following would best describe your opinion of Downtown Farmville as a place to shop?

Response	Count	Percent
Excellent	54	14.5%
Very Good	107	28.8%
Average	143	38.4%
Less than adequate	46	12.4%
Poor	17	4.6%
No Opinion	5	1.3%

Gender:

Response	Count	Percent
Female	209	62.2%
Male	127	37.8%

Within which of the following ranges does your age fall?

Response	Count	Percent
Less than 18	9	2.6%
18 to 24	151	43.3%
25 to 34	29	8.3%
35 to 44	36	10.3%
45 to 54	55	15.8%
55 to 64	48	13.8%
65 and over	20	5.7%
Declined to answer	1	0.3%

Are you:

Response	Count	Percent
Student	132	38.6%
Resident	96	28.1%
Visitor	114	33.3%

If visitor, do you plan on returning to Farmville?

Response	Count	Percent
Yes	102	94.4%
No	6	5.6%

What is the highest level of formal education you have completed?

Response	Count	Percent
Less than 9th grade	4	1.4%
9th to 12th grade, no diploma	13	4.5%
High School graduate	45	15.4%
Some college, no degree	98	33.6%
Associate Degree	30	10.3%
Bachelor's Degree	54	18.5%
Graduate or Professional Degree	46	15.8%
Declined to answer	2	0.7%

How many people, including you, live in your household?

Response	Count	Percent
1 person	33	11.6%
2 persons	80	28.1%
3 persons	68	23.9%
4 persons	65	22.8%
5 persons	32	11.2%
6 or more persons	7	2.5%

Within which of the following ranges does your household income fall?

Response	Count	Percent
Under $50,000	76	28.0%
$50,000 to $74,999	46	17.0%
$75,000 to $99,999	42	15.5%
$100,000 to $124,999	26	9.6%
$125,000 to $149,999	19	7.0%
$150,000 to $174,999	10	3.7%
$175,000 to $199,999	6	2.2%
Over $200,000	9	3.3%
Declined to answer	37	13.7%

Class Year:

Response	Count	Percent
First Year	23	16.9%
Sophomore	28	20.6%
Junior	50	36.8%
Senior	35	25.7%

I live:

Response	Count	Percent
On campus	74	61.7%
Off campus	46	38.3%

Primary Market Information – Frequency Analysis and Summary

Business Survey

Farmville Market Analysis Business Survey Results

Legend
#1 Response
#2 Response
#3 Response
#4 Response

Responses Received: 72

Business Location:

Response	Count	Percent
Downtown	38	52.8%
South Main Street	10	13.9%
East Third Street	5	6.9%
West Third Street	10	13.9%
Other	8	11.1%
Unknown	1	1.4%

What is your primary type of business?

Response	Count	Percent
Retail	35	48.6%
Wholesale	2	2.8%
Services	11	15.3%
Insurance	4	5.6%
Religious	0	0.0%
Financial Services	2	2.8%
Professional	5	6.9%
Construction	3	4.2%
Restaurant	6	8.3%
Government/Civic	0	0.0%
Non-Profit	1	1.4%
Other (please specify)	3	4.2%

Do you own or rent your business location?

Response	Count	Percent
Own	45	62.5%
Rent	23	31.9%
Rent, want to purchase	4	5.6%

How long has your business existed in Farmville?

Response	Count	Percent
Less than one year	4	5.6%
1 to 4 years	7	9.7%
5 to 9 years	10	13.9%
10 to 15 years	5	6.9%
over 15 years	46	63.9%

Which best describes the number of full-time equivalent employees that work at your business (including yourself)?

Response	Count	Percent
1 to 3	25	34.7%
4 to 6	15	20.8%
7 to 9	9	12.5%
10 to 12	5	6.9%
13 or more	18	25.0%

Would you be willing to remain open in the evenings?

Response	Count	Percent
Yes	6	8.6%
No	25	35.7%
Maybe	16	22.9%
Already stay open after 5pm	23	32.9%

Of the restaurant respondents, 83% (5) either already stay open past 5 p.m. or would be willing to stay open. Forty-two percent (42%) or 14 retail respondents stay open past 5 p.m. or would definitely be willing to remain open. Twenty-four percent (24%) or eight retail respondents indicated that they would not be willing to remain open.

What evening would you prefer to be open? (Select ONE)

Response	Count	Percent
Monday	1	2.3%
Tuesday	1	2.3%
Wednesday	5	11.6%
Thursday	3	7.0%
Friday	9	20.9%
Saturday	3	7.0%
Sunday	0	0.0%
None	21	48.8%

In comparison with the previous question, 36% of retail owners indicated that they would not prefer to be open on any day after 5 p.m.

Over the last year, has the dollar volume of your business (select ONE):

Response	Count	Percent
Improved	24	34.8%
Stayed about the same	22	31.9%
Declined	23	33.3%

In comparison to overall percentages, 46.9% of retail respondents indicated that their business had improved. Only 33% of restaurant respondents indicated that their business had improved. Fifty percent (50%) of restaurants indicated that business had declined. Forty-five percent (45%) of service respondents indicated that their business had declined.

On average, which day of the week is your highest sales day? (Select ONE)

Response	Count	Percent
Monday	9	15.5%
Tuesday	3	5.2%
Wednesday	2	3.4%
Thursday	1	1.7%
Friday	17	29.3%
Saturday	26	44.8%
Sunday	0	0.0%

These findings were consistent among all types of businesses.

During an average week of the year, what are the busiest times for your business? (Mark up to FOUR times)

	Before 11am	11am - 2pm	2pm - 5pm	After 5pm
Monday	19.4% (14)	25.0% (18)	20.8% (15)	5.6% (4)
Tuesday	15.3% (11)	27.8% (20)	19.4% (14)	5.6% (4)
Wednesday	15.3% (11)	22.2% (16)	16.7% (12)	5.6% (4)
Thursday	11.1% (8)	23.6% (17)	16.7% (12)	5.6% (4)
Friday	15.3% (11)	34.7% (25)	40.3% (29)	6.9% (5)
Saturday	13.9% (10)	31.9% (23)	23.6% (17)	4.2% (3)
Sunday	1.4% (1)	8.3% (6)	4.2% (3)	1.4% (1)

Restaurant and retail businesses indicated that their busiest times were 11 a.m. to 2 p.m. each day of the week. Service businesses indicated 2 p.m. to 5 p.m. as their busiest times.

What are the three busiest and slowest months of the year for your business? (Mark THREE in each column)

	Busiest Months	Slowest Months
January	20.8% (15)	52.8% (38)
February	16.7% (12)	41.7% (30)
March	20.8% (15)	9.7% (7)
April	37.5% (27)	6.9% (5)
May	44.4% (32)	11.1% (8)
June	25.0% (18)	23.6% (17)
July	25.0% (18)	31.9% (23)
August	19.4% (14)	13.9% (10)
September	26.4% (19)	8.3% (6)
October	31.9% (23)	8.3% (6)
November	36.1% (26)	23.6% (17)
December	33.3% (24)	37.5% (27)

Restaurants are busiest in spring and fall months. Retail establishments, as expected, are busiest in November and December, followed by May.

How many customer transactions do you do per week during? (Mark ONE in each column)

	Busiest Months	Slowest Months
Less than 50	24.0% (6)	76.0% (19)
50-250	59.0% (23)	41.0% (16)
250-500	76.5% (13)	23.5% (4)
Over 500	85.0% (17)	15.0% (3)

How important are the following consumer segments to your business?
Gender:

	Very Important	Important	Not Important	Not Sure
Males	69.8% (44)	20.6% (13)	6.3% (4)	3.2% (2)
Females	75.8% (50)	13.6% (9)	6.1% (4)	4.5% (3)

These findings were consistent across all types of business.

Age:

	Very Important	Important	Not Important	Not Sure
Under 18	30.4% (17)	23.2% (13)	41.1% (23)	5.4% (3)
18-24	49.1% (28)	33.3% (19)	17.5% (10)	0.0% (0)
24-44	75.8% (47)	21.0% (13)	3.2% (2)	0.0% (0)
45-54	81.0% (51)	15.9% (10)	3.2% (2)	0.0% (0)
55-64	73.0% (46)	20.6% (13)	6.3% (4)	0.0% (0)
Over 64	60.0% (33)	25.5% (14)	12.7% (7)	1.8% (1)

Approximately forty-one percent (40.7%) (11) of retail respondents consider the 18 – 24 year old segment very important to their business. Most retailers consider age ranges from 24 – 64 as very important, with a concentration in the 45-54 age range.

Income:

	Very Important	Important	Not Important	Not Sure
Low	45.8% (27)	25.4% (15)	23.7% (14)	5.1% (3)
Medium	69.2% (45)	23.1% (15)	7.7% (5)	0.0% (0)
High	75.0% (48)	18.8% (12)	6.3% (4)	0.0% (0)

All business categories consider medium to high income consumers very important or important.

Segment:

	Very Important	Important	Not Important	Not Sure
Residents	86.4% (57)	7.6% (5)	6.1% (4)	0.0% (0)
Students	46.7% (28)	23.3% (14)	26.7% (16)	3.3% (2)
Tourists	38.3% (23)	21.7% (13)	36.7% (22)	3.3% (2)

Most all businesses consider residents as important or very important. Significant percentages of retail business respondents (32%) consider students and tourists as not important to their businesses. Further study should be done on the relationship between the type of business and the perceptions regarding students and tourists.

Where do the majority of your customers reside? (Please rank your top 3 responses, with 1 being your top response)

Rank Item	Rank	Points
Locally	1	185
Richmond	2	49
Other, please specify	3	39
Lynchburg	4	15
Out of State	5	11
Northern Virginia	6	9
Charlottesville	7	6
Tidewater	8	3

Do you collect data on your customers such as zip codes, email addresses, etc.?

Response	Count	Percent
Yes	36	54.5%
No	30	45.5%

Most restaurant respondents do not collect this type of data. Fifty percent (50%) of retail respondents collect data. Sixty-three percent (63%) of service respondents collect data.

If yes, would you be willing to share this information?

Response	Count	Percent
Yes	4	6.7%
No	35	58.3%
Not Applicable	21	35.0%

The reluctance to share the data is consistent across all business types. However, further investigation should be done to allow permissible collection of data as part of a coordinated marketing effort for downtown as well as for Farmville in general.

Of the following, what two factors do you believe are the most important reasons why your customers do business with you (select TWO)?

Response	Count	Percent
Affordable/appropriate prices	29	40.3%
Wide Variety	9	12.5%
Inviting atmosphere	7	9.7%
Customer service	42	58.3%
Quality of goods	34	47.2%
Store hours	2	2.8%
Loyalty	10	13.9%
Proximity to work	2	2.8%
Availability of products	9	12.5%
Personal Relationships	17	23.6%
Support the community	3	4.2%
Other (please specify)	7	9.7%

Restaurant respondents indicated that quality was the primary reason customers do business with them, followed by personal relationships. Retail respondents indicated that customer service was the primary reason followed by quality of goods.

What is the most successful way to promote your business to attract customers (select TWO)?

Response	**Count**	**Percent**
Newspapers ads	14	19.4%
Radio ads	20	27.8%
TV ads	3	4.2%
Campus Bulletin Board	1	1.4%
Window displays	12	16.7%
Word of mouth	47	65.3%
Sidewalk sales	0	0.0%
Discount Booklets	1	1.4%
Direct mail/Fliers	10	13.9%
Internet/Website	21	29.2%
Downtown events	3	4.2%
Email	4	5.6%
Other (please specify)	10	13.9%

Word of mouth was a consistent answer among all business types, with 54% of retail respondents choosing this option and 28.6% choosing internet/website.

Which of the following media sources do you use to advertise? (Please select all that apply)

Response	Count	Percent
Amelia Bulletin Monitor	2	2.8%
News and Daily Advance	1	1.4%
The Courier Record	6	8.3%
The Crewe Burkeville Journal	6	8.3%
The Daily Progress	2	2.8%
The Farmville Herald	49	68.1%
The Hampden-Sydney Tiger	1	1.4%
The Rotunda	1	1.4%
The Southside Messenger	11	15.3%
WFLO 95.7	39	54.2%
WMLU 91.3	0	0.0%
WVHL 92.9	25	34.7%
WWHS 92.1	0	0.0%
WXJK 101.3	5	6.9%
Other (please specify)	12	16.7%

The above selections were consistent among all business types.

What months do you conduct major in-store promotions (select ALL that apply)?

Response	Count	Percent
January	13	18.1%
February	16	22.2%
March	10	13.9%
April	12	16.7%
May	16	22.2%
June	14	19.4%
July	10	13.9%
August	10	13.9%
September	10	13.9%
October	11	15.3%
November	16	22.2%
December	21	29.2%
Not Applicable	3	4.2%

Restaurants focus their promotions in May, June, and July. Retail businesses conduct major promotions typically in November and December. Service businesses promote more heavily in December, followed by January, but are more consistent throughout the rest of the year.

Which local events (past or present) increase sales volume for your business, either during the event or in the days that follow?

Response	Count	Percent
Christmas Parade	3	4.2%
Downtown Christmas Open Houses	10	13.9%
Downtown Halloween Parade	1	1.4%
Farmville Christmas Show	4	5.6%
First Fridays	2	2.8%
Heart of Virginia Festival	8	11.1%
Wine Festival	2	2.8%
Holiday Extravaganza	3	4.2%
LCVA Event	5	6.9%
Longwood Block Party	4	5.6%
Longwood University Event	21	29.2%
Hampden Sydney Event	18	25.0%
"Stars Under the Stars"	1	1.4%
None of the above	34	47.2%
Other (please specify)	8	11.1%

Thirty-seven percent (37%) of retail respondents indicated that none of the listed events helped them to increase sales volume. However, 37.1% also indicated that Longwood events helped them to increase sales, and 31.4% indicated that Hampden-Sydney events helped to boost their business. Restaurants indicated that the Farmville Christmas Parade, the Heart of Virginia Festival, and Longwood events helped to increase their sales. Fifty-four percent (54%) of service respondents felt that the above events did not help them to increase their sales volume.

In the past two years, have you (select ALL that apply):

Response	Count	Percent
Upgraded your mix of goods and/or services	36	50.0%
Increased or changed your business hours	21	29.2%
Relocated your business	5	6.9%
Attended business seminars or training	33	45.8%
Computerized your record-keeping or inventory system	10	13.9%
Remodeled or expanded your business	25	34.7%
Increased or changed your marketing efforts	30	41.7%
Participated in joint marketing efforts	17	23.6%
Added employees	27	37.5%
Other (please specify)	4	5.6%

Sixty percent (60%) of retail respondents indicated that they had upgraded their mix of goods and services and 42.9% had remodeled or expanded their business. Thirty-seven percent (37.1%) of retail respondents had increased or changed marketing efforts. Eighty-three percent (83%) of restaurant respondents had upgraded their mix of goods and services. Approximately fifty-four percent (54.5%) of service businesses had added employees.

Do you plan any of the following in the next year (select ALL that apply)?

Response	Count	Percent
Upgrade your mix of goods and/or services	15	20.8%
Increase or change your business hours	8	11.1%
Relocate your business	2	2.8%
Attend business training or workshops	25	34.7%
Computerize your record-keeping and/or inventory system	6	8.3%
Remodel or expand your business	16	22.2%
Increase or change your marketing efforts	28	38.9%
Participate in joint marketing effort(s)	16	22.2%
Add employees	14	19.4%
Other (please specify)	8	11.1%

Retail and restaurant respondents continue to focus on increasing or changing marketing efforts and upgrading the mix of goods and services. Service business respondents indicate that they primarily plan to remodel and expand and attend business training.

Do the following traits help make your business more competitive?

	A Lot	A Little	Not at All
Your Location	71.2% (47)	22.7% (15)	6.1% (4)
Your Parking	38.8% (26)	35.8% (24)	25.4% (17)
Your Hours	50.9% (29)	35.1% (20)	14.0% (8)
Your Service	97.0% (65)	1.5% (1)	1.5% (1)
Your Brand Names	66.7% (38)	21.1% (12)	12.3% (7)
Your Quality	97.0% (65)	1.5% (1)	1.5% (1)
Your Selection	81.7% (49)	6.7% (4)	11.7% (7)
Your Price	66.2% (43)	27.7% (18)	6.2% (4)

These factors were consistent among all respondents.

How do you think a new business, similar to yours, would affect your business (select ONE)?

Response	Count	Percent
Very positively	2	2.9%
Somewhat positively	6	8.8%
Not at all	12	17.6%
Somewhat negatively	30	44.1%
Very Negatively	18	26.5%

Seventy-two percent (72%) of retail respondents, 83.3% of restaurant respondents, and 63% of service respondents indicated that a similar new business would affect them either somewhat or very negatively.

How strongly do you agree or disagree with the following statements?

	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
Local police protection is outstanding	33.8% (24)	45.1% (32)	18.3% (13)	1.4% (1)	1.4% (1)
I feel safe downtown, even at night	42.3% (30)	47.9% (34)	7.0% (5)	1.4% (1)	1.4% (1)
Local fire protection is outstanding	52.9% (37)	31.4% (22)	14.3% (10)	1.4% (1)	0.0% (0)
I try to buy products and services locally	80.0% (56)	17.1% (12)	2.9% (2)	0.0% (0)	0.0% (0)
I try to direct customers to other local businesses	83.3% (60)	16.7% (12)	0.0% (0)	0.0% (0)	0.0% (0)
The existing local business mix helps my business	43.7% (31)	31.0% (22)	21.1% (15)	2.8% (2)	1.4% (1)
My building facade draws customers into my business	32.4% (23)	22.5% (16)	38.0% (27)	4.2% (3)	2.8% (2)
Farmville has a positive image that attracts customers	29.2% (21)	43.1% (31)	16.7% (12)	9.7% (7)	1.4% (1)
Farmville is a clean, attractive town	51.4% (37)	40.3% (29)	4.2% (3)	4.2% (3)	0.0% (0)
Farmville is an excellent place to have a business	38.0% (27)	46.5% (33)	11.3% (8)	4.2% (3)	0.0% (0)

The above responses are consistent among all categories of business.

Please rate the degree to which you are experiencing the following business challenges?

	Major Challenge	Minor Challenge	No Challenge	Don't Know
Conflict with building owner or tenant	4.4% (3)	5.9% (4)	89.7% (61)	0.0% (0)
Difficulty recruiting or retaining employees	10.1% (7)	29.0% (20)	58.0% (40)	2.9% (2)
Expensive or unavailable products	10.3% (7)	33.8% (23)	51.5% (35)	4.4% (3)
Expensive employee wages or benefits	23.5% (16)	39.7% (27)	35.3% (24)	1.5% (1)
Expensive rent	11.9% (8)	17.9% (12)	65.7% (44)	4.5% (3)
Product delivery/loading challenges	4.3% (3)	21.7% (15)	69.6% (48)	4.3% (3)
Insufficient financing	11.8% (8)	27.9% (19)	58.8% (40)	1.5% (1)
Out-of-town competition	16.2% (11)	39.7% (27)	38.2% (26)	5.9% (4)
Poor building condition	1.5% (1)	24.6% (16)	73.8% (48)	0.0% (0)
Restrictive business regulations	10.3% (7)	17.6% (12)	69.1% (47)	2.9% (2)
Shoplifting or theft	4.5% (3)	19.4% (13)	71.6% (48)	4.5% (3)
Unskilled workers	11.6% (8)	26.1% (18)	59.4% (41)	2.9% (2)
Perceived safety	1.5% (1)	14.9% (10)	79.1% (53)	4.5% (3)
Other, please specify below	83.3% (5)	0.0% (0)	16.7% (1)	0.0% (0)

The above responses were similar across all types of respondents.

Could you use information on or assistance with the following topics?

	Definitely	Probably	Unsure	Probably Not	Definitely Not
Business Planning	4.7% (3)	34.4% (22)	14.1% (9)	42.2% (27)	4.7% (3)
Financial Management	3.1% (2)	38.5% (25)	10.8% (7)	41.5% (27)	6.2% (4)
Leadership Training	4.7% (3)	34.4% (22)	14.1% (9)	39.1% (25)	7.8% (5)
Inventory Management	3.2% (2)	17.5% (11)	9.5% (6)	60.3% (38)	9.5% (6)
Marketing/Branding/Advertising	10.9% (7)	43.8% (28)	7.8% (5)	32.8% (21)	4.7% (3)
Employee Hiring/Training	4.6% (3)	32.3% (21)	12.3% (8)	43.1% (28)	7.7% (5)
Customer Service/Hospitality	4.8% (3)	22.2% (14)	12.7% (8)	44.4% (28)	15.9% (10)
Building Improvements	6.3% (4)	22.2% (14)	7.9% (5)	50.8% (32)	12.7% (8)
Window displays/Interior Store	3.1% (2)	14.1% (9)	7.8% (5)	59.4% (38)	15.6% (10)
Internet Service	9.4% (6)	25.0% (16)	12.5% (8)	45.3% (29)	7.8% (5)
E-Commerce/Web Design	16.7% (11)	34.8% (23)	9.1% (6)	28.8% (19)	10.6% (7)
Buying/Selling a Business	11.1% (7)	17.5% (11)	6.3% (4)	39.7% (25)	25.4% (16)
Other, please specify below	0.0% (0)	0.0% (0)	20.0% (1)	60.0% (3)	20.0% (1)

The responses are consistent across all business types, with the "probable" need for marketing/branding/advertising being the most frequent response.

How useful to your business are (could be) the following services?

	Very Useful	Useful	Useless	Don't Know
Group business training (i.e. workshops, speakers)	11.5% (7)	57.4% (35)	23.0% (14)	8.2% (5)
Cooperative advertising coordination	23.8% (15)	44.4% (28)	19.0% (12)	12.7% (8)
Marketing of Main Street district as shopping destination	26.2% (17)	32.3% (21)	24.6% (16)	16.9% (11)
Facade grants	24.2% (15)	40.3% (25)	19.4% (12)	16.1% (10)
Downtown public improvement projects	29.7% (19)	42.2% (27)	14.1% (9)	14.1% (9)
Downtown business directories, brochures, maps	27.7% (18)	50.8% (33)	13.8% (9)	7.7% (5)
Web site or Internet resources	33.8% (22)	56.9% (37)	1.5% (1)	7.7% (5)
Retail event coordination	22.2% (14)	34.9% (22)	30.2% (19)	12.7% (8)
Special event coordination	23.8% (15)	34.9% (22)	28.6% (18)	12.7% (8)
Other, please specify below	50.0% (1)	0.0% (0)	50.0% (1)	0.0% (0)

Responses are consistent across all business types.

How satisfied are you with the present location of your business?

Response	Count	Percent
Very Satisfied	42	58.3%
Satisfied	17	23.6%
Neutral	8	11.1%
Unsatisfied	4	5.6%
Very Unsatisfied	1	1.4%
Plan to Move	0	0.0%

Do you have plans to expand or reduce operations of your business in the next year?

Response	Count	Percent
Expand	32	61.5%
Reduce	3	5.8%
None of the above	17	32.7%

Do you provide parking for your customers?

Response	Count	Percent
Yes	50	69.4%
No	22	30.6%

Do you have plans to provide additional parking?

Response	Count	Percent
Yes	3	4.5%
No	63	95.5%

Do you believe that your building requires any of the following exterior improvements to attract customers (select ALL that apply)

Response	Count	Percent
Remove exterior materials	6	8.3%
1st floor windows	4	5.6%
2nd floor windows	3	4.2%
Cornice repair	4	5.6%
Exterior lighting	8	11.1%
Awning(s)	10	13.9%
Sign(s)	10	13.9%
Front entryway	9	12.5%
Rear entryway	4	5.6%
Exterior painting	13	18.1%
Landscaping/plantings	15	20.8%
Masonry/tuck pointing	5	6.9%
Not Applicable	7	9.7%
Other (please specify)	7	9.7%

If you own your own building, would you consider developing second-floor housing for moderate-income tenants?

Response	Count	Percent
Yes	3	4.4%
No	27	39.7%
Maybe	0	0.0%
Already have	4	5.9%
Not Applicable	34	50.0%

Would you be interested in participating in an incentive program for business improvement (low interest loans, matching grants, etc.)?

Response	Count	Percent
Yes	33	48.5%
No	16	23.5%
Not Applicable	19	27.9%

Findings are consistent across all business types.

If you were to make exterior improvements to your building, what would be the cost range you could consider?

Response	Count	Percent
Less than $1,000	2	3.1%
$1,001 to $5,000	17	26.2%
$5,001 to $10,000	9	13.8%
More than $10,000	14	21.5%
Not Applicable	23	35.4%

Would you be interested in securing a loan or grant to help with the costs of improving your building or business?

Response	Count	Percent
Yes	15	22.1%
No	15	22.1%
Maybe	20	29.4%
Already have	2	2.9%
Not Applicable	16	23.5%

Findings are consistent across all business types.

Which THREE community assets would you most like to see developed/enhanced? (Please select only THREE responses)

Response	Count	Percent
Bike path	20	27.8%
Downtown housing	23	31.9%
Expanded "green space"	18	25.0%
Guided/Historic Tours	8	11.1%
Playgrounds	18	25.0%
River access (Rafting, Kayaking, Canoeing)	29	40.3%
Skateboard park	1	1.4%
Sports facilities	22	30.6%
Walking trail	19	26.4%
Wilckes Lake	12	16.7%
Other (please specify)	12	16.7%

Responses were very similar to the consumer survey, with River Access being the most frequent response.

The following businesses are currently NOT available in Downtown Farmville. What additional businesses would you most like to see downtown?

Response	Count	Percent
Arts/Crafts Store	9	12.5%
Bike Shop	19	26.4%
Butcher	25	34.7%
Catering services	3	4.2%
Children's apparel/toys	12	16.7%
Cosmetics/Personal Care	9	12.5%
Entertainment	18	25.0%
Grocery Store	18	25.0%
Guided Historic Tours	9	12.5%
Hardware Store	13	18.1%
Hobby/Toy Store	10	13.9%
Ice Cream Parlor	38	52.8%
Kitchen Supply/Gourmet Foods	20	27.8%
Outdoor Adventure/Recreation	20	27.8%
Pawn Shop	8	11.1%
Sewing/Alteration	7	9.7%
Sporting Goods	16	22.2%
Youth Entertainment	11	15.3%
Other (please specify)	15	20.8%

The responses above were very similar to the consumer survey. An ice cream parlor and an outdoor adventure/recreation business were the most frequent responses among retail operations.

What kind of improvements would you like to see in Downtown Farmville?

Response	Count	Percent
Street lights	11	15.3%
Road improvements	8	11.1%
Town maintenance	3	4.2%
Building maintenance	26	36.1%
Sidewalk maintenance	8	11.1%
Parks	16	22.2%
Parking	43	59.7%
Underground Utilities	10	13.9%
Pedestrian crossings	5	6.9%
Other (please specify)	7	9.7%

Findings were consistent among all business types.

Type of Assistance Received (Please check all that apply)

	Counseling	Workshops	Research	Printed Material	Networking	No Assistance Received
Local Chamber of Commerce	1.4% (1)	2.8% (2)	1.4% (1)	8.3% (6)	18.1% (13)	41.7% (30)
Longwood SBDC	9.7% (7)	8.3% (6)	11.1% (8)	4.2% (3)	6.9% (5)	38.9% (28)
Small Business Administration	2.8% (2)	1.4% (1)	2.8% (2)	0.0% (0)	1.4% (1)	47.2% (34)
Virginia DBA	1.4% (1)	0.0% (0)	0.0% (0)	0.0% (0)	1.4% (1)	54.2% (39)
SCORE	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	48.6% (35)
Federal Government	1.4% (1)	0.0% (0)	0.0% (0)	1.4% (1)	0.0% (0)	51.4% (37)
Industry/Trade Assoc.	2.8% (2)	8.3% (6)	4.2% (3)	6.9% (5)	8.3% (6)	43.1% (31)
CPA's	20.8% (15)	1.4% (1)	1.4% (1)	5.6% (4)	1.4% (1)	30.6% (22)
Private Consultants	9.7% (7)	0.0% (0)	1.4% (1)	1.4% (1)	1.4% (1)	44.4% (32)
Other	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	8.3% (6)

Were you pleased with the services you received?

	Yes	No	N/A
Local Chamber of Commerce	69.6% (16)	13.0% (3)	17.4% (4)
Longwood SBDC	71.4% (15)	4.8% (1)	23.8% (5)
Small Business Administration	20.0% (2)	0.0% (0)	80.0% (8)
Virginia DBA	0.0% (0)	0.0% (0)	100.0% (10)
SCORE	0.0% (0)	0.0% (0)	100.0% (10)
Federal Government	0.0% (0)	0.0% (0)	100.0% (10)
Industry/Trade Assoc.	43.8% (7)	0.0% (0)	56.3% (9)
CPA's	77.3% (17)	0.0% (0)	22.7% (5)
Private Consultants	38.5% (5)	0.0% (0)	61.5% (8)
Other	0.0% (0)	0.0% (0)	100.0% (1)

Would your business benefit from FREE personalized, one-on-one business consulting?

Response	Count	Percent
Yes	29	51.8%
No	27	48.2%

From what sources do you find out about business workshops, services, special events, etc.?

Response	Count	Percent
Computer (Websites, Facebook, Email, etc.)	28	38.9%
Fliers	15	20.8%
Newspaper	33	45.8%
Radio	20	27.8%
Word of Mouth	42	58.3%
Other (please specify)	5	6.9%

Would you or your employees be likely to attend a FREE local small group session about specific business issues?

Response	Count	Percent
Yes	49	76.6%
No	15	23.4%

If yes, which is the most convenient time to have the session?

Response	Count	Percent
Weekday Morning	14	29.8%
Weekday Afternoon	9	19.1%
Weekday Evening	16	34.0%
Weekend	0	0.0%
No Preference	8	17.0%

Would you like to join the Longwood Small Business Development Center (SBDC) mailing list?

Response	Count	Percent
Yes	39	69.6%
No	17	30.4%

VI. Appendices

a. **ESRI Data and Market Profiles**
   i. **Prince Edward County**
      1. Business Summary – By NAICS Code and SIC Code
      2. Household Budget Expenditures
      3. Market Profile
      4. Retail Goods and Services Expenditures
      5. Retail Marketplace Profile
   ii. **Farmville**
      1. Business Summary – By NAICS Code and SIC Code
      2. Household Budget Expenditures
      3. Market Profile
      4. Retail Goods and Services Expenditures
      5. Retail Marketplace Profile
      6. Retail Sales and Dollar Volume – Last Five Years
b. **Consumer Survey Instrument**
c. **Intercept Survey Instrument**
d. **Business Owner Survey Instrument**
e. **Promotional Efforts (Under Separate Cover)**

ESRI Data and Market Profiles

Prince Edward County

Business Summary – By NAICS Code and SIC Code

Business Summary by SIC Codes

Prince Edward County, VA
Prince Edward County, VA (51147)
Geography: County

Total Businesses:	945
Total Employees:	8,908
Total Residential Population:	22,096
Employee/Residential Population Ratio:	0.4

	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	31	3.3%	49	0.6%
Construction	75	7.9%	276	3.1%
Manufacturing	17	1.8%	128	1.4%
Transportation	30	3.2%	70	0.8%
Communication	6	0.6%	32	0.4%
Utility	3	0.3%	20	0.2%
Wholesale Trade	32	3.4%	216	2.4%
Retail Trade Summary	209	22.1%	2,241	25.2%
Home Improvement	18	1.9%	78	0.9%
General Merchandise Stores	8	0.8%	520	5.8%
Food Stores	29	3.1%	212	2.4%
Auto Dealers, Gas Stations, Auto Aftermarket	33	3.5%	288	3.2%
Apparel & Accessory Stores	11	1.2%	49	0.6%
Furniture & Home Furnishings	17	1.8%	128	1.4%
Eating & Drinking Places	52	5.5%	845	9.5%
Miscellaneous Retail	41	4.3%	121	1.4%
Finance, Insurance, Real Estate Summary	89	9.4%	336	3.8%
Banks, Savings & Lending Institutions	24	2.5%	106	1.2%
Securities Brokers	4	0.4%	11	0.1%
Insurance Carriers & Agents	27	2.9%	102	1.1%
Real Estate, Holding, Other Investment Offices	34	3.6%	117	1.3%
Services Summary	372	39.4%	4,602	51.7%
Hotels & Lodging	6	0.6%	63	0.7%
Automotive Services	26	2.8%	79	0.9%
Motion Pictures & Amusements	21	2.2%	84	0.9%
Health Services	57	6.0%	1,776	19.9%
Legal Services	11	1.2%	33	0.4%
Education Institutions & Libraries	20	2.1%	1,567	17.6%
Other Services	231	24.4%	1,000	11.2%
Government	73	7.7%	937	10.5%
Other	8	0.8%	1	0.0%
Totals	945	100.0%	8,908	100.0%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

Business Summary by NAICS Codes

Prince Edward County, VA
Prince Edward County, VA (51147)
Geography: County

Total Businesses:	945
Total Employees:	8,908
Total Residential Population:	22,096
Employee/Residential Population Ratio:	0.4

	Businesses		Employees	
	Number	**Percent**	**Number**	**Percent**
Agriculture, Forestry, Fishing & Hunting	8	0.8%	12	0.1%
Mining	1	0.1%	0	0.0%
Utilities	1	0.1%	7	0.1%
Construction	81	8.6%	329	3.7%
Manufacturing	18	1.9%	113	1.3%
Wholesale Trade	31	3.3%	210	2.4%
Retail Trade	151	16.0%	1,389	15.6%
Motor Vehicle & Parts Dealers	23	2.4%	248	2.8%
Furniture & Home Furnishings Stores	7	0.7%	92	1.0%
Electronics & Appliance Stores	6	0.6%	22	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	12	1.3%	52	0.6%
Food & Beverage Stores	21	2.2%	205	2.3%
Health & Personal Care Stores	10	1.1%	35	0.4%
Gasoline Stations	10	1.1%	40	0.4%
Clothing & Clothing Accessories Stores	12	1.3%	51	0.6%
Sport Goods, Hobby, Book, & Music Stores	8	0.8%	26	0.3%
General Merchandise Stores	8	0.8%	520	5.8%
Miscellaneous Store Retailers	31	3.3%	97	1.1%
Nonstore Retailers	3	0.3%	1	0.0%
Transportation & Warehousing	20	2.1%	51	0.6%
Information	22	2.3%	108	1.2%
Finance & Insurance	55	5.8%	219	2.5%
Central Bank/Credit Intermediation & Related Activities	24	2.5%	106	1.2%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	4	0.4%	11	0.1%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	27	2.9%	102	1.1%
Real Estate, Rental & Leasing	44	4.7%	134	1.5%
Professional, Scientific & Tech Services	59	6.2%	380	4.3%
Legal Services	12	1.3%	34	0.4%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation Services	35	3.7%	56	0.6%
Educational Services	19	2.0%	1,521	17.1%
Health Care & Social Assistance	86	9.1%	2,028	22.8%
Arts, Entertainment & Recreation	20	2.1%	96	1.1%
Accommodation & Food Services	58	6.1%	908	10.2%
Accommodation	6	0.6%	63	0.7%
Food Services & Drinking Places	52	5.5%	845	9.5%
Other Services (except Public Administration)	153	16.2%	391	4.4%
Automotive Repair & Maintenance	19	2.0%	67	0.8%
Public Administration	74	7.8%	949	10.7%
Unclassified Establishments	9	1.0%	7	0.1%
Total	945	100.0%	8,908	100.0%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

ESRI Data and Market Profiles

Prince Edward County

Household Budget Expenditures

Household Budget Expenditures

Prince Edward County, VA
Prince Edward County, VA (51147)
Geography: County

Demographic Summary	**2010**	**2015**
Population	22,096	22,686
Households	7,328	7,611
Families	4,624	4,764
Median Age	33.3	34.8
Median Household Income	$39,207	$44,442

	Spending Potential Index	**Average Amount Spent**	**Total**	**Percent**
Total Expenditures	68	$45,738.65	$335,172,817	100.0%
Food	71	$5,476.39	$40,130,993	12.0%
Food at Home	73	$3,272.52	$23,980,994	7.2%
Food Away from Home	68	$2,203.88	$16,150,000	4.8%
Alcoholic Beverages	63	$360.08	$2,638,664	0.8%
Housing	64	$13,037.00	$95,535,167	28.5%
Shelter	61	$9,585.96	$70,245,939	21.0%
Utilities, Fuel and Public Services	76	$3,451.04	$25,289,227	7.5%
Household Operations	66	$1,040.95	$7,628,051	2.3%
Housekeeping Supplies	75	$526.75	$3,860,016	1.2%
Household Furnishings and Equipment	60	$1,239.04	$9,079,721	2.7%
Apparel and Services	46	$1,103.01	$8,082,871	2.4%
Transportation	75	$7,495.12	$54,924,254	16.4%
Travel	63	$1,190.95	$8,727,274	2.6%
Health Care	82	$3,062.86	$22,444,646	6.7%
Entertainment and Recreation	73	$2,341.65	$17,159,627	5.1%
Personal Care Products & Services	68	$476.77	$3,493,744	1.0%
Education	60	$734.23	$5,380,425	1.6%
Smoking Products	88	$377.07	$2,763,136	0.8%
Miscellaneous[1]	72	$837.69	$6,138,618	1.8%
Support Payments/Cash Contributions/Gifts in Kind	71	$1,739.53	$12,747,292	3.8%
Life/Other Insurance	77	$320.30	$2,347,187	0.7%
Pensions and Social Security	67	$4,379.25	$32,091,131	9.6%

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

[1] **Miscellaneous** includes lotteries, pari-mutuel losses, legal fees, funeral expenses, safe deposit box rentals, checking account/banking service charges, cemetery lots/vaults/maintenance fees, accounting fees, miscellaneous personal services/advertising/fines, finance charges excluding mortgage & vehicle, occupational expenses, expenses for other properties, credit card membership fees, and shopping club membership fees.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

ESRI Data and Market Profiles

Prince Edward County

Market Profile

Market Profile

Prince Edward County, VA
Prince Edward County, VA (51147)
Geography: County

2000 Total Population	19,720
2000 Group Quarters	3,753
2010 Total Population	22,096
2015 Total Population	22,686
2010 - 2015 Annual Rate	0.53%

2000 Households	6,561
2000 Average Household Size	2.43
2010 Households	7,328
2010 Average Household Size	2.39
2015 Households	7,611
2015 Average Household Size	2.38
2010 - 2015 Annual Rate	0.76%
2000 Families	4,272
2000 Average Family Size	2.99
2010 Families	4,624
2010 Average Family Size	2.98
2015 Families	4,764
2015 Average Family Size	2.98
2010 - 2015 Annual Rate	0.6%

2000 Housing Units	7,527
Owner Occupied Housing Units	59.6%
Renter Occupied Housing Units	27.5%
Vacant Housing Units	12.8%
2010 Housing Units	8,732
Owner Occupied Housing Units	56.6%
Renter Occupied Housing Units	27.4%
Vacant Housing Units	16.1%
2015 Housing Units	9,195
Owner Occupied Housing Units	55.7%
Renter Occupied Housing Units	27.1%
Vacant Housing Units	17.2%

Median Household Income	
2000	$31,467
2010	$39,207
2015	$44,442
Median Home Value	
2000	$87,667
2010	$144,053
2015	$177,154
Per Capita Income	
2000	$14,510
2010	$19,425
2015	$22,435
Median Age	
2000	31.4
2010	33.3
2015	34.8

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

Prince Edward County, VA
Prince Edward County, VA (51147)
Geography: County

2000 Households by Income	
Household Income Base	6,564
< $15,000	24.1%
$15,000 - $24,999	18.4%
$25,000 - $34,999	12.4%
$35,000 - $49,999	18.7%
$50,000 - $74,999	15.4%
$75,000 - $99,999	5.3%
$100,000 - $149,999	3.5%
$150,000 - $199,999	1.4%
$200,000+	0.9%
Average Household Income	$41,286
2010 Households by Income	
Household Income Base	7,328
< $15,000	17.9%
$15,000 - $24,999	14.8%
$25,000 - $34,999	12.3%
$35,000 - $49,999	14.7%
$50,000 - $74,999	25.4%
$75,000 - $99,999	8.0%
$100,000 - $149,999	4.9%
$150,000 - $199,999	1.2%
$200,000+	0.9%
Average Household Income	$47,704
2015 Households by Income	
Household Income Base	7,611
< $15,000	14.9%
$15,000 - $24,999	12.2%
$25,000 - $34,999	10.8%
$35,000 - $49,999	16.8%
$50,000 - $74,999	24.7%
$75,000 - $99,999	9.0%
$100,000 - $149,999	8.1%
$150,000 - $199,999	2.0%
$200,000+	1.5%
Average Household Income	$54,975
2000 Owner Occupied HUs by Value	
Total	4,495
<$50,000	24.4%
$50,000 - 99,999	35.7%
$100,000 - 149,999	20.4%
$150,000 - 199,999	10.3%
$200,000 - $299,999	6.2%
$300,000 - 499,999	2.4%
$500,000 - 999,999	0.0%
$1,000,000+	0.6%
Average Home Value	$108,078
2000 Specified Renter Occupied HUs by Contract Rent	
Total	1,860
With Cash Rent	84.7%
No Cash Rent	15.3%
Median Rent	$358
Average Rent	$354

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

Market Profile

Prince Edward County, VA
Prince Edward County, VA (51147)
Geography: County

2000 Population by Age	
Total	19,720
Age 0 - 4	5.0%
Age 5 - 9	5.6%
Age 10 - 14	6.1%
Age 15 - 19	13.2%
Age 20 - 24	13.8%
Age 25 - 34	10.1%
Age 35 - 44	12.4%
Age 45 - 54	11.5%
Age 55 - 64	8.1%
Age 65 - 74	6.9%
Age 75 - 84	5.0%
Age 85+	2.3%
Age 18+	79.8%
2010 Population by Age	
Total	22,096
Age 0 - 4	4.6%
Age 5 - 9	4.7%
Age 10 - 14	4.9%
Age 15 - 19	13.6%
Age 20 - 24	14.1%
Age 25 - 34	9.7%
Age 35 - 44	10.0%
Age 45 - 54	12.2%
Age 55 - 64	11.4%
Age 65 - 74	7.0%
Age 75 - 84	4.9%
Age 85+	2.8%
Age 18+	82.3%
2015 Population by Age	
Total	22,686
Age 0 - 4	4.6%
Age 5 - 9	4.6%
Age 10 - 14	4.9%
Age 15 - 19	13.1%
Age 20 - 24	13.7%
Age 25 - 34	9.3%
Age 35 - 44	9.8%
Age 45 - 54	11.2%
Age 55 - 64	12.6%
Age 65 - 74	8.6%
Age 75 - 84	4.9%
Age 85+	2.8%
Age 18+	82.6%
2000 Population by Sex	
Males	48.9%
Females	51.1%
2010 Population by Sex	
Males	49.2%
Females	50.8%
2015 Population by Sex	
Males	49.3%
Females	50.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

Prince Edward County, VA
Prince Edward County, VA (51147)
Geography: County

2000 Population by Race/Ethnicity	
Total	19,720
White Alone	62.2%
Black Alone	35.8%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.6%
Some Other Race Alone	0.2%
Two or More Races	1.0%
Hispanic Origin	0.9%
Diversity Index	49.5

2010 Population by Race/Ethnicity	
Total	22,096
White Alone	60.7%
Black Alone	36.4%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	1.0%
Some Other Race Alone	0.3%
Two or More Races	1.4%
Hispanic Origin	1.6%
Diversity Index	51.5

2015 Population by Race/Ethnicity	
Total	22,686
White Alone	60.1%
Black Alone	36.6%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	1.1%
Some Other Race Alone	0.3%
Two or More Races	1.7%
Hispanic Origin	1.9%
Diversity Index	52.4

2000 Population 3+ by School Enrollment	
Total	19,174
Enrolled in Nursery/Preschool	1.3%
Enrolled in Kindergarten	0.8%
Enrolled in Grade 1-8	10.5%
Enrolled in Grade 9-12	5.0%
Enrolled in College	19.3%
Enrolled in Grad/Prof School	0.9%
Not Enrolled in School	62.2%

2010 Population 25+ by Educational Attainment	
Total	12,820
Less than 9th Grade	8.3%
9th - 12th Grade, No Diploma	13.7%
High School Graduate	30.3%
Some College, No Degree	17.9%
Associate Degree	5.9%
Bachelor's Degree	13.0%
Graduate/Professional Degree	11.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

Prince Edward County, VA
Prince Edward County, VA (51147)
Geography: County

2010 Population 15+ by Marital Status	
Total	18,942
Never Married	35.4%
Married	48.9%
Widowed	7.8%
Divorced	7.9%

2000 Population 16+ by Employment Status	
Total	16,218
In Labor Force	54.7%
Civilian Employed	47.3%
Civilian Unemployed	7.2%
In Armed Forces	0.1%
Not in Labor Force	45.3%

2010 Civilian Population 16+ in Labor Force	
Civilian Employed	88.3%
Civilian Unemployed	11.7%

2015 Civilian Population 16+ in Labor Force	
Civilian Employed	91.1%
Civilian Unemployed	8.9%

2000 Females 16+ by Employment Status and Age of Children	
Total	8,325
Own Children < 6 Only	4.4%
Employed/in Armed Forces	2.7%
Unemployed	0.1%
Not in Labor Force	1.6%
Own Children < 6 and 6-17 Only	4.8%
Employed/in Armed Forces	3.6%
Unemployed	0.4%
Not in Labor Force	0.8%
Own Children 6-17 Only	14.4%
Employed/in Armed Forces	11.0%
Unemployed	0.9%
Not in Labor Force	2.5%
No Own Children < 18	76.4%
Employed/in Armed Forces	28.6%
Unemployed	3.5%
Not in Labor Force	44.3%

2010 Employed Population 16+ by Industry	
Total	9,109
Agriculture/Mining	3.6%
Construction	6.8%
Manufacturing	7.0%
Wholesale Trade	1.4%
Retail Trade	10.6%
Transportation/Utilities	2.9%
Information	1.5%
Finance/Insurance/Real Estate	2.3%
Services	55.4%
Public Administration	8.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

2010 Employed Population 16+ by Occupation

Total	9,109
White Collar	57.4%
Management/Business/Financial	11.0%
Professional	24.2%
Sales	9.3%
Administrative Support	12.8%
Services	21.9%
Blue Collar	20.7%
Farming/Forestry/Fishing	1.9%
Construction/Extraction	5.4%
Installation/Maintenance/Repair	2.0%
Production	5.6%
Transportation/Material Moving	5.8%

2000 Workers 16+ by Means of Transportation to Work

Total	7,466
Drove Alone - Car, Truck, or Van	69.5%
Carpooled - Car, Truck, or Van	16.4%
Public Transportation	1.3%
Walked	8.7%
Other Means	1.0%
Worked at Home	3.0%

2000 Workers 16+ by Travel Time to Work

Total	7,466
Did Not Work at Home	97.0%
Less than 5 minutes	7.1%
5 to 9 minutes	14.2%
10 to 19 minutes	34.4%
20 to 24 minutes	11.5%
25 to 34 minutes	9.2%
35 to 44 minutes	4.4%
45 to 59 minutes	5.5%
60 to 89 minutes	5.7%
90 or more minutes	5.0%
Worked at Home	3.0%
Average Travel Time to Work (in min)	25.1

2000 Households by Vehicles Available

Total	6,561
None	10.3%
1	34.4%
2	35.6%
3	15.3%
4	3.2%
5+	1.2%
Average Number of Vehicles Available	1.7

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

Prince Edward County, VA
Prince Edward County, VA (51147)
Geography: County

2000 Households by Type

Total	6,561
Family Households	65.1%
Married-couple Family	46.5%
With Related Children	20.7%
Other Family (No Spouse)	18.6%
With Related Children	12.4%
Nonfamily Households	34.9%
Householder Living Alone	28.9%
Householder Not Living Alone	6.0%
Households with Related Children	33.2%
Households with Persons 65+	29.1%

2000 Households by Size

Total	6,561
1 Person Household	28.9%
2 Person Household	33.4%
3 Person Household	16.8%
4 Person Household	12.5%
5 Person Household	5.3%
6 Person Household	1.8%
7+ Person Household	1.2%

2000 Households by Year Householder Moved In

Total	6,561
Moved in 1999 to March 2000	18.9%
Moved in 1995 to 1998	24.5%
Moved in 1990 to 1994	15.0%
Moved in 1980 to 1989	15.5%
Moved in 1970 to 1979	13.6%
Moved in 1969 or Earlier	12.5%
Median Year Householder Moved In	1993

2000 Housing Units by Units in Structure

Total	7,527
1, Detached	65.7%
1, Attached	1.8%
2	2.5%
3 or 4	3.7%
5 to 9	1.4%
10 to 19	2.0%
20+	0.7%
Mobile Home	21.6%
Other	0.5%

2000 Housing Units by Year Structure Built

Total	7,527
1999 to March 2000	3.6%
1995 to 1998	9.6%
1990 to 1994	9.9%
1980 to 1989	13.8%
1970 to 1979	21.0%
1969 or Earlier	42.3%
Median Year Structure Built	1974

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

Prince Edward County, VA
Prince Edward County, VA (51147)
Geography: County

Top 3 Tapestry Segments

1.	Rooted Rural
2.	Midlife Junction
3.	Retirement Communities

2010 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total $	$8,082,871
Average Spent	$1,103.01
Spending Potential Index	46
Computers & Accessories: Total $	$1,066,492
Average Spent	$145.54
Spending Potential Index	66
Education: Total $	$5,380,425
Average Spent	$734.23
Spending Potential Index	60
Entertainment/Recreation: Total $	$17,159,627
Average Spent	$2,341.65
Spending Potential Index	73
Food at Home: Total $	$23,980,994
Average Spent	$3,272.52
Spending Potential Index	73
Food Away from Home: Total $	$16,150,000
Average Spent	$2,203.88
Spending Potential Index	68
Health Care: Total $	$22,444,646
Average Spent	$3,062.86
Spending Potential Index	82
HH Furnishings & Equipment: Total $	$9,079,721
Average Spent	$1,239.04
Spending Potential Index	60
Investments: Total $	$9,551,997
Average Spent	$1,303.49
Spending Potential Index	75
Retail Goods: Total $	$128,893,651
Average Spent	$17,589.20
Spending Potential Index	71
Shelter: Total $	$70,245,939
Average Spent	$9,585.96
Spending Potential Index	61
TV/Video/Audio: Total $	$6,472,249
Average Spent	$883.22
Spending Potential Index	71
Travel: Total $	$8,727,274
Average Spent	$1,190.95
Spending Potential Index	63
Vehicle Maintenance & Repairs: Total $	$4,970,608
Average Spent	$678.30
Spending Potential Index	72

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

ESRI Data and Market Profiles

Prince Edward County

Retail Goods and Services Expenditures

Retail Goods and Services Expenditures

Prince Edward County, VA
Prince Edward County, VA (51147)
Geography: County

Top Tapestry Segments:		**Demographic Summary**	**2010**	**2015**
Rooted Rural	43.4%	Population	22,096	22,686
Midlife Junction	36.6%	Households	7,328	7,611
Retirement Communities	7.8%	Families	4,624	4,764
Simple Living	7.0%	Median Age	33.3	34.8
Rural Bypasses	5.1%	Median Household Income	$39,207	$44,442

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	46	$1,103.01	$8,082,871
Men's	43	$198.71	$1,456,139
Women's	41	$336.23	$2,463,861
Children's	52	$206.66	$1,514,375
Footwear	34	$141.55	$1,037,313
Watches & Jewelry	65	$125.51	$919,709
Apparel Products and Services[1]	101	$94.36	$691,474
Computer			
Computers and Hardware for Home Use	66	$127.12	$931,571
Software and Accessories for Home Use	65	$18.41	$134,921
Entertainment & Recreation	73	$2,341.65	$17,159,627
Fees and Admissions	57	$351.32	$2,574,444
Membership Fees for Clubs[2]	57	$92.95	$681,159
Fees for Participant Sports, excl. Trips	61	$65.44	$479,523
Admission to Movie/Theatre/Opera/Ballet	59	$89.20	$653,623
Admission to Sporting Events, excl. Trips	60	$35.57	$260,636
Fees for Recreational Lessons	50	$67.78	$496,702
Dating Services	49	$0.38	$2,801
TV/Video/Audio	71	$883.22	$6,472,249
Community Antenna or Cable TV	77	$553.25	$4,054,222
Televisions	63	$122.24	$895,776
VCRs, Video Cameras, and DVD Players	68	$13.76	$100,861
Video Cassettes and DVDs	70	$37.01	$271,198
Video and Computer Game Hardware and Software	61	$34.30	$251,354
Satellite Dishes	78	$0.98	$7,166
Rental of Video Cassettes and DVDs	67	$27.73	$203,202
Streaming/Downloaded Video	49	$0.69	$5,091
Audio[3]	60	$88.49	$648,459
Rental and Repair of TV/Radio/Audio	63	$4.77	$34,920
Pets	95	$410.92	$3,011,242
Toys and Games[4]	72	$104.60	$766,507
Recreational Vehicles and Fees[5]	90	$290.60	$2,129,483
Sports/Recreation/Exercise Equipment[6]	60	$108.44	$794,631
Photo Equipment and Supplies[7]	67	$69.49	$509,227
Reading[8]	70	$108.59	$795,744
Catered Affairs[9]	59	$14.48	$106,100
Food	71	$5,476.39	$40,130,993
Food at Home	73	$3,272.52	$23,980,994
Bakery and Cereal Products	74	$443.64	$3,250,963
Meat, Poultry, Fish, and Eggs	72	$749.64	$5,493,385
Dairy Products	75	$374.56	$2,744,811
Fruit and Vegetables	70	$551.21	$4,039,261
Snacks and Other Food at Home[10]	74	$1,153.46	$8,452,577
Food Away from Home	68	$2,203.88	$16,150,000
Alcoholic Beverages	63	$360.08	$2,638,664
Nonalcoholic Beverages at Home	74	$322.67	$2,364,512

Retail Goods and Services Expenditures

Prince Edward County, VA
Prince Edward County, VA (51147)
Geography: County

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	75	$1,303.49	$9,551,997
Vehicle Loans	80	$3,945.37	$28,911,638
Health			
Nonprescription Drugs	87	$89.39	$655,076
Prescription Drugs	92	$459.93	$3,370,373
Eyeglasses and Contact Lenses	72	$55.46	$406,395
Home			
Mortgage Payment and Basics[11]	61	$5,741.68	$42,075,065
Maintenance and Remodeling Services	61	$1,213.84	$8,895,029
Maintenance and Remodeling Materials[12]	78	$291.76	$2,138,038
Utilities, Fuel, and Public Services	76	$3,451.04	$25,289,227
Household Furnishings and Equipment			
Household Textiles[13]	69	$92.05	$674,516
Furniture	65	$390.04	$2,858,236
Floor Coverings	63	$47.30	$346,625
Major Appliances[14]	78	$237.52	$1,740,526
Housewares[15]	61	$52.84	$387,193
Small Appliances	75	$24.51	$179,612
Luggage	63	$5.85	$42,886
Telephones and Accessories	47	$19.90	$145,848
Household Operations			
Child Care	59	$271.47	$1,989,323
Lawn and Garden[16]	75	$315.39	$2,311,213
Moving/Storage/Freight Express	68	$41.51	$304,170
Housekeeping Supplies[17]	75	$526.75	$3,860,016
Insurance			
Owners and Renters Insurance	79	$364.92	$2,674,099
Vehicle Insurance	73	$846.76	$6,205,032
Life/Other Insurance	77	$320.30	$2,347,187
Health Insurance	83	$1,594.96	$11,687,857
Personal Care Products[18]	71	$282.24	$2,068,267
School Books and Supplies[19]	69	$73.56	$539,075
Smoking Products	88	$377.07	$2,763,136
Transportation			
Vehicle Purchases (Net Outlay)[20]	75	$3,302.21	$24,198,594
Gasoline and Motor Oil	79	$2,273.61	$16,660,985
Vehicle Maintenance and Repairs	72	$678.30	$4,970,608
Travel			
Airline Fares	54	$247.84	$1,816,153
Lodging on Trips	63	$275.74	$2,020,655
Auto/Truck/Van Rental on Trips	51	$18.97	$139,012
Food and Drink on Trips	66	$288.22	$2,112,049

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Prince Edward County, VA
Prince Edward County, VA (51147)
Geography: County

[1]**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

[2]**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

[3]**Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

[4]**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

[5]**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

[6]**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

[7]**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

[8]**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

[9]**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.

[10]**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

[11]**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

[12]**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

[13]**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

[14]**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

[15]**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

[16]**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

[17]**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

[18]**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

[19]**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

[20]**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

ESRI Data and Market Profiles

Prince Edward County

Retail Marketplace Profile

Retail MarketPlace Profile

Prince Edward County, VA
Prince Edward County, VA (51147)
Geography: County

Summary Demographics	
2010 Population	22,096
2010 Households	7,328
2010 Median Disposable Income	$32,321
2010 Per Capita Income	$19,425

Industry Summary	**Demand (Retail Potential)**	**Supply (Retail Sales)**	**Retail Gap**	**Leakage/Surplus Factor**	**Number of Businesses**
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	$139,931,842	$231,929,378	$-91,997,536	-24.7	203
Total Retail Trade (NAICS 44-45)	$120,845,511	$181,840,332	$-60,994,821	-20.2	149
Total Food & Drink (NAICS 722)	$19,086,331	$50,089,046	$-31,002,715	-44.8	54

Industry Group	**Demand (Retail Potential)**	**Supply (Retail Sales)**	**Retail Gap**	**Leakage/Surplus Factor**	**Number of Businesses**
Motor Vehicle & Parts Dealers (NAICS 441)	$29,269,773	$56,771,148	$-27,501,375	-32.0	23
Automobile Dealers (NAICS 4411)	$25,830,482	$53,188,204	$-27,357,722	-34.6	14
Other Motor Vehicle Dealers (NAICS 4412)	$1,563,791	$325,898	$1,237,893	65.5	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	$1,875,500	$3,257,046	$-1,381,546	-26.9	8
Furniture & Home Furnishings Stores (NAICS 442)	$4,015,104	$10,844,437	$-6,829,333	-46.0	9
Furniture Stores (NAICS 4421)	$3,775,362	$10,473,210	$-6,697,848	-47.0	7
Home Furnishings Stores (NAICS 4422)	$239,742	$371,227	$-131,485	-21.5	2
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	$2,269,538	$2,139,376	$130,162	3.0	8
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	$5,152,471	$8,448,036	$-3,295,565	-24.2	12
Building Material and Supplies Dealers (NAICS 4441)	$4,666,814	$7,809,625	$-3,142,811	-25.2	6
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	$485,657	$638,411	$-152,754	-13.6	6
Food & Beverage Stores (NAICS 445)	$21,428,463	$17,952,402	$3,476,061	8.8	14
Grocery Stores (NAICS 4451)	$21,279,297	$17,873,720	$3,405,577	8.7	12
Specialty Food Stores (NAICS 4452)	$134,844	$78,682	$56,162	26.3	2
Beer, Wine, and Liquor Stores (NAICS 4453)	$14,322	$0	$14,322	100.0	0
Health & Personal Care Stores (NAICS 446/NAICS 4461)	$4,062,777	$2,642,257	$1,420,520	21.2	10
Gasoline Stations (NAICS 447/4471)	$24,733,970	$38,092,664	$-13,358,694	-21.3	15
Clothing and Clothing Accessories Stores (NAICS 448)	$2,401,891	$2,997,046	$-595,155	-11.0	13
Clothing Stores (NAICS 4481)	$1,923,113	$2,631,480	$-708,367	-15.6	10
Shoe Stores (NAICS 4482)	$298,158	$264,457	$33,701	6.0	2
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	$180,620	$101,109	$79,511	28.2	1
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	$1,193,124	$738,388	$454,736	23.5	6
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	$536,352	$395,501	$140,851	15.1	5
Book, Periodical, and Music Stores (NAICS 4512)	$656,772	$342,887	$313,885	31.4	1

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

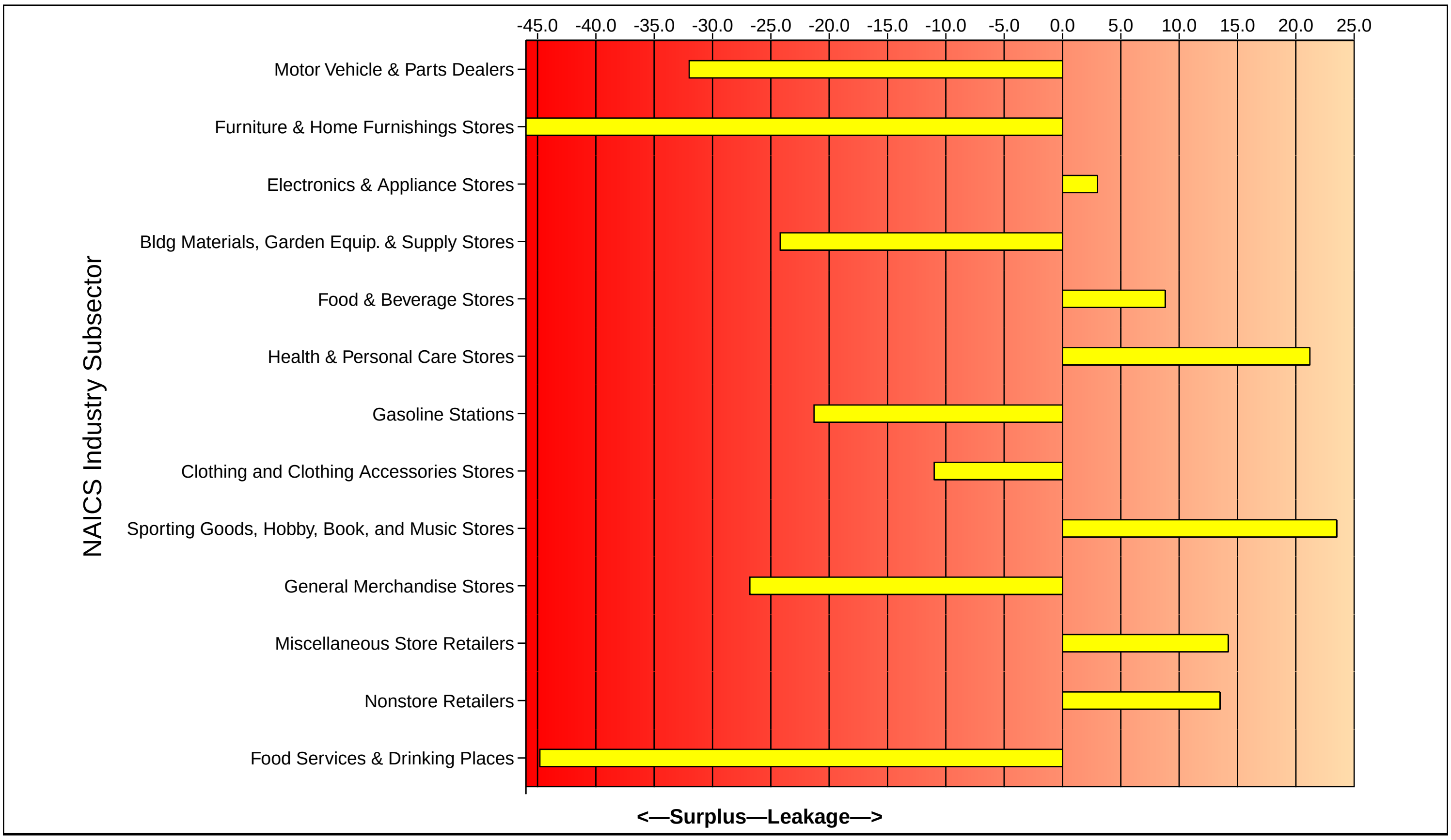
Sources: Esri and Infogroup

Retail MarketPlace Profile

Prince Edward County, VA
Prince Edward County, VA (51147)
Geography: County

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	$21,821,710	$37,824,519	$-16,002,809	-26.8	7
Department Stores Excluding Leased Depts.(NAICS 4521)	$15,375,721	$26,519,670	$-11,143,949	-26.6	3
Other General Merchandise Stores (NAICS 4529)	$6,445,989	$11,304,849	$-4,858,860	-27.4	4
Miscellaneous Store Retailers (NAICS 453)	$3,296,482	$2,475,446	$821,036	14.2	29
Florists (NAICS 4531)	$323,408	$490,954	$-167,546	-20.6	3
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	$717,616	$497,929	$219,687	18.1	4
Used Merchandise Stores (NAICS 4533)	$171,909	$233,764	$-61,855	-15.2	8
Other Miscellaneous Store Retailers (NAICS 4539)	$2,083,549	$1,252,799	$830,750	24.9	14
Nonstore Retailers (NAICS 454)	$1,200,208	$914,613	$285,595	13.5	3
Electronic Shopping and Mail-Order Houses (NAICS 4541)	$3,976	$0	$3,976	100.0	0
Vending Machine Operators (NAICS 4542)	$72,268	$78,333	$-6,065	-4.0	1
Direct Selling Establishments (NAICS 4543)	$1,123,964	$836,280	$287,684	14.7	2
Food Services & Drinking Places (NAICS 722)	$19,086,331	$50,089,046	$-31,002,715	-44.8	54
Full-Service Restaurants (NAICS 7221)	$7,752,443	$20,321,245	$-12,568,802	-44.8	26
Limited-Service Eating Places (NAICS 7222)	$10,979,242	$28,834,148	$-17,854,906	-44.8	24
Special Food Services (NAICS 7223)	$98,160	$338,191	$-240,031	-55.0	1
Drinking Places - Alcoholic Beverages (NAICS 7224)	$256,486	$595,462	$-338,976	-39.8	3

Leakage/Surplus Factor by Industry Subsector

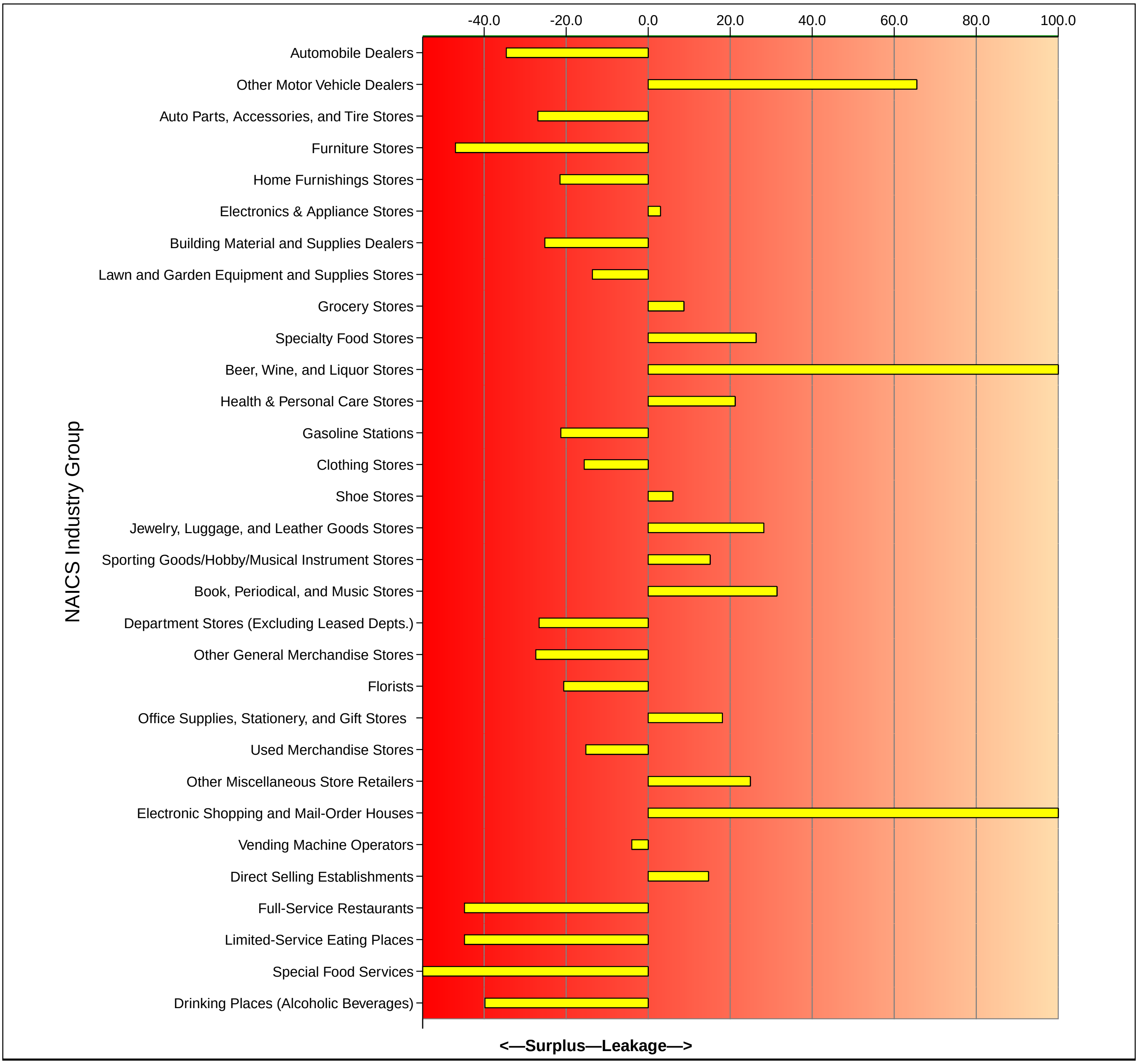


Sources: Esri and Infogroup

Retail MarketPlace Profile

Prince Edward County, VA
Prince Edward County, VA (51147)
Geography: County

Leakage/Surplus Factor by Industry Group



Sources: Esri and Infogroup

ESRI Data and Market Profiles

Farmville

Business Summary – By NAICS Code and SIC Code

Business Summary by SIC Codes

23901 (FARMVILLE)
23901 (Farmville, VA)
Geography: ZIP Code

Total Businesses:	879
Total Employees:	7,805
Total Residential Population:	17,658
Employee/Residential Population Ratio:	0.44

	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	28	3.2%	53	0.7%
Construction	79	9.0%	286	3.7%
Manufacturing	16	1.8%	120	1.5%
Transportation	25	2.8%	42	0.5%
Communication	9	1.0%	54	0.7%
Utility	2	0.2%	8	0.1%
Wholesale Trade	33	3.8%	234	3.0%
Retail Trade Summary	197	22.4%	2,143	27.5%
Home Improvement	18	2.0%	86	1.1%
General Merchandise Stores	8	0.9%	520	6.7%
Food Stores	23	2.6%	188	2.4%
Auto Dealers, Gas Stations, Auto Aftermarket	32	3.6%	290	3.7%
Apparel & Accessory Stores	11	1.3%	49	0.6%
Furniture & Home Furnishings	18	2.0%	137	1.8%
Eating & Drinking Places	50	5.7%	760	9.7%
Miscellaneous Retail	37	4.2%	113	1.4%
Finance, Insurance, Real Estate Summary	85	9.7%	336	4.3%
Banks, Savings & Lending Institutions	24	2.7%	106	1.4%
Securities Brokers	4	0.5%	11	0.1%
Insurance Carriers & Agents	23	2.6%	100	1.3%
Real Estate, Holding, Other Investment Offices	34	3.9%	119	1.5%
Services Summary	333	37.9%	3,684	47.2%
Hotels & Lodging	6	0.7%	63	0.8%
Automotive Services	25	2.8%	85	1.1%
Motion Pictures & Amusements	19	2.2%	67	0.9%
Health Services	56	6.4%	1,784	22.9%
Legal Services	11	1.3%	33	0.4%
Education Institutions & Libraries	15	1.7%	655	8.4%
Other Services	201	22.9%	997	12.8%
Government	64	7.3%	844	10.8%
Other	8	0.9%	1	0.0%
Totals	879	100.0%	7,805	100.0%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

Business Summary by NAICS Codes

23901 (FARMVILLE)
23901 (Farmville, VA)
Geography: ZIP Code

Total Businesses:	879
Total Employees:	7,805
Total Residential Population:	17,658
Employee/Residential Population Ratio:	0.44

	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	12	1.4%	35	0.4%
Mining	2	0.2%	0	0.0%
Utilities	1	0.1%	7	0.1%
Construction	83	9.4%	338	4.3%
Manufacturing	19	2.2%	107	1.4%
Wholesale Trade	32	3.6%	228	2.9%
Retail Trade	140	15.9%	1,374	17.6%
Motor Vehicle & Parts Dealers	23	2.6%	255	3.3%
Furniture & Home Furnishings Stores	5	0.6%	89	1.1%
Electronics & Appliance Stores	8	0.9%	32	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	12	1.4%	60	0.8%
Food & Beverage Stores	15	1.7%	181	2.3%
Health & Personal Care Stores	10	1.1%	35	0.4%
Gasoline Stations	9	1.0%	35	0.4%
Clothing & Clothing Accessories Stores	12	1.4%	51	0.7%
Sport Goods, Hobby, Book, & Music Stores	8	0.9%	26	0.3%
General Merchandise Stores	8	0.9%	520	6.7%
Miscellaneous Store Retailers	28	3.2%	89	1.1%
Nonstore Retailers	2	0.2%	1	0.0%
Transportation & Warehousing	14	1.6%	22	0.3%
Information	21	2.4%	89	1.1%
Finance & Insurance	51	5.8%	217	2.8%
Central Bank/Credit Intermediation & Related Activities	24	2.7%	106	1.4%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	4	0.5%	11	0.1%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	23	2.6%	100	1.3%
Real Estate, Rental & Leasing	45	5.1%	137	1.8%
Professional, Scientific & Tech Services	56	6.4%	397	5.1%
Legal Services	12	1.4%	34	0.4%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation Services	28	3.2%	55	0.7%
Educational Services	16	1.8%	650	8.3%
Health Care & Social Assistance	80	9.1%	2,002	25.7%
Arts, Entertainment & Recreation	18	2.0%	79	1.0%
Accommodation & Food Services	56	6.4%	823	10.5%
Accommodation	6	0.7%	63	0.8%
Food Services & Drinking Places	50	5.7%	760	9.7%
Other Services (except Public Administration)	131	14.9%	382	4.9%
Automotive Repair & Maintenance	18	2.0%	73	0.9%
Public Administration	65	7.4%	856	11.0%
Unclassified Establishments	9	1.0%	7	0.1%
Total	879	100.0%	7,805	100.0%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

ESRI Data and Market Profiles

Farmville

Household Budget Expenditures

Household Budget Expenditures

23901 (FARMVILLE)
23901 (Farmville, VA)
Geography: ZIP Code

Demographic Summary	**2010**	**2015**
Population	17,658	18,161
Households	5,658	5,897
Families	3,477	3,596
Median Age	31.8	33.0
Median Household Income	$36,802	$42,603

	Spending Potential Index	**Average Amount Spent**	**Total**	**Percent**
Total Expenditures	66	$44,470.83	$251,615,970	100.0%
Food	69	$5,308.66	$30,036,416	11.9%
Food at Home	71	$3,161.77	$17,889,287	7.1%
Food Away from Home	67	$2,146.89	$12,147,128	4.8%
Alcoholic Beverages	63	$357.48	$2,022,614	0.8%
Housing	63	$12,837.58	$72,635,053	28.9%
Shelter	60	$9,511.34	$53,815,167	21.4%
Utilities, Fuel and Public Services	73	$3,326.24	$18,819,888	7.5%
Household Operations	64	$1,011.47	$5,722,875	2.3%
Housekeeping Supplies	72	$507.10	$2,869,167	1.1%
Household Furnishings and Equipment	58	$1,201.20	$6,796,373	2.7%
Apparel and Services	45	$1,080.35	$6,112,616	2.4%
Transportation	72	$7,191.25	$40,688,109	16.2%
Travel	62	$1,167.05	$6,603,181	2.6%
Health Care	79	$2,932.63	$16,592,820	6.6%
Entertainment and Recreation	70	$2,256.59	$12,767,796	5.1%
Personal Care Products & Services	67	$465.98	$2,636,510	1.0%
Education	60	$737.73	$4,174,085	1.7%
Smoking Products	84	$358.32	$2,027,362	0.8%
Miscellaneous[1]	69	$807.11	$4,566,621	1.8%
Support Payments/Cash Contributions/Gifts in Kind	70	$1,696.65	$9,599,653	3.8%
Life/Other Insurance	74	$306.88	$1,736,331	0.7%
Pensions and Social Security	64	$4,246.80	$24,028,392	9.5%

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

[1] **Miscellaneous** includes lotteries, pari-mutuel losses, legal fees, funeral expenses, safe deposit box rentals, checking account/banking service charges, cemetery lots/vaults/maintenance fees, accounting fees, miscellaneous personal services/advertising/fines, finance charges excluding mortgage & vehicle, occupational expenses, expenses for other properties, credit card membership fees, and shopping club membership fees.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

ESRI Data and Market Profiles

Farmville

Market Profile

Market Profile

23901 (FARMVILLE)
23901 (Farmville, VA)
Geography: ZIP Code

2000 Total Population	15,715
2000 Group Quarters	3,534
2010 Total Population	17,658
2015 Total Population	18,161
2010 - 2015 Annual Rate	0.56%

2000 Households	5,079
2000 Average Household Size	2.4
2010 Households	5,658
2010 Average Household Size	2.36
2015 Households	5,897
2015 Average Household Size	2.35
2010 - 2015 Annual Rate	0.83%
2000 Families	3,218
2000 Average Family Size	2.98
2010 Families	3,477
2010 Average Family Size	2.97
2015 Families	3,596
2015 Average Family Size	2.97
2010 - 2015 Annual Rate	0.68%

2000 Housing Units	5,709
Owner Occupied Housing Units	58.1%
Renter Occupied Housing Units	30.5%
Vacant Housing Units	11.4%
2010 Housing Units	6,627
Owner Occupied Housing Units	55.2%
Renter Occupied Housing Units	30.2%
Vacant Housing Units	14.6%
2015 Housing Units	7,010
Owner Occupied Housing Units	54.4%
Renter Occupied Housing Units	29.7%
Vacant Housing Units	15.9%

Median Household Income	
2000	$29,959
2010	$36,802
2015	$42,603
Median Home Value	
2000	$85,319
2010	$141,226
2015	$179,201
Per Capita Income	
2000	$14,455
2010	$19,101
2015	$22,072
Median Age	
2000	30.2
2010	31.8
2015	33.0

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

23901 (FARMVILLE)
23901 (Farmville, VA)
Geography: ZIP Code

2000 Households by Income	
Household Income Base	5,107
< $15,000	26.0%
$15,000 - $24,999	17.1%
$25,000 - $34,999	13.6%
$35,000 - $49,999	15.9%
$50,000 - $74,999	16.7%
$75,000 - $99,999	4.9%
$100,000 - $149,999	3.7%
$150,000 - $199,999	1.2%
$200,000+	0.9%
Average Household Income	$40,876
2010 Households by Income	
Household Income Base	5,658
< $15,000	20.0%
$15,000 - $24,999	13.3%
$25,000 - $34,999	14.8%
$35,000 - $49,999	13.1%
$50,000 - $74,999	24.4%
$75,000 - $99,999	8.1%
$100,000 - $149,999	4.5%
$150,000 - $199,999	1.2%
$200,000+	0.8%
Average Household Income	$46,375
2015 Households by Income	
Household Income Base	5,897
< $15,000	16.6%
$15,000 - $24,999	10.9%
$25,000 - $34,999	13.2%
$35,000 - $49,999	14.8%
$50,000 - $74,999	24.5%
$75,000 - $99,999	9.1%
$100,000 - $149,999	7.4%
$150,000 - $199,999	2.1%
$200,000+	1.3%
Average Household Income	$53,536
2000 Owner Occupied HUs by Value	
Total	3,406
<$50,000	20.1%
$50,000 - 99,999	40.9%
$100,000 - 149,999	19.6%
$150,000 - 199,999	11.9%
$200,000 - $299,999	5.2%
$300,000 - 499,999	1.7%
$500,000 - 999,999	0.0%
$1,000,000+	0.6%
Average Home Value	$107,524
2000 Specified Renter Occupied HUs by Contract Rent	
Total	1,570
With Cash Rent	87.6%
No Cash Rent	12.4%
Median Rent	$372
Average Rent	$357

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

23901 (FARMVILLE)
23901 (Farmville, VA)
Geography: ZIP Code

2000 Population by Age	
Total	15,713
Age 0 - 4	4.7%
Age 5 - 9	5.1%
Age 10 - 14	5.5%
Age 15 - 19	14.1%
Age 20 - 24	15.2%
Age 25 - 34	10.0%
Age 35 - 44	11.8%
Age 45 - 54	10.8%
Age 55 - 64	8.1%
Age 65 - 74	6.9%
Age 75 - 84	5.2%
Age 85+	2.4%
Age 18+	81.4%
2010 Population by Age	
Total	17,658
Age 0 - 4	4.4%
Age 5 - 9	4.4%
Age 10 - 14	4.6%
Age 15 - 19	14.8%
Age 20 - 24	15.6%
Age 25 - 34	9.2%
Age 35 - 44	9.7%
Age 45 - 54	11.6%
Age 55 - 64	10.7%
Age 65 - 74	7.0%
Age 75 - 84	5.1%
Age 85+	2.9%
Age 18+	83.4%
2015 Population by Age	
Total	18,161
Age 0 - 4	4.3%
Age 5 - 9	4.3%
Age 10 - 14	4.6%
Age 15 - 19	14.3%
Age 20 - 24	15.2%
Age 25 - 34	8.9%
Age 35 - 44	9.7%
Age 45 - 54	10.5%
Age 55 - 64	11.9%
Age 65 - 74	8.3%
Age 75 - 84	5.1%
Age 85+	2.9%
Age 18+	83.6%
2000 Population by Sex	
Males	48.1%
Females	51.9%
2010 Population by Sex	
Males	48.6%
Females	51.4%
2015 Population by Sex	
Males	48.7%
Females	51.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

23901 (FARMVILLE)
23901 (Farmville, VA)
Geography: ZIP Code

2000 Population by Race/Ethnicity	
Total	15,716
White Alone	66.8%
Black Alone	30.8%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.9%
Some Other Race Alone	0.4%
Two or More Races	1.0%
Hispanic Origin	1.1%
Diversity Index	47.0
2010 Population by Race/Ethnicity	
Total	17,658
White Alone	65.7%
Black Alone	31.1%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	1.2%
Some Other Race Alone	0.5%
Two or More Races	1.4%
Hispanic Origin	1.7%
Diversity Index	49.0
2015 Population by Race/Ethnicity	
Total	18,161
White Alone	65.1%
Black Alone	31.3%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	1.4%
Some Other Race Alone	0.5%
Two or More Races	1.6%
Hispanic Origin	2.0%
Diversity Index	49.9
2000 Population 3+ by School Enrollment	
Total	15,334
Enrolled in Nursery/Preschool	0.9%
Enrolled in Kindergarten	0.7%
Enrolled in Grade 1-8	9.7%
Enrolled in Grade 9-12	4.7%
Enrolled in College	21.9%
Enrolled in Grad/Prof School	1.1%
Not Enrolled in School	60.9%
2010 Population 25+ by Educational Attainment	
Total	9,926
Less than 9th Grade	7.3%
9th - 12th Grade, No Diploma	13.7%
High School Graduate	31.6%
Some College, No Degree	17.9%
Associate Degree	4.8%
Bachelor's Degree	13.0%
Graduate/Professional Degree	11.7%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

23901 (FARMVILLE)
23901 (Farmville, VA)
Geography: ZIP Code

2010 Population 15+ by Marital Status

Total	15,289
Never Married	36.6%
Married	47.3%
Widowed	8.1%
Divorced	8.0%

2000 Population 16+ by Employment Status

Total	13,175
In Labor Force	53.1%
Civilian Employed	45.8%
Civilian Unemployed	7.3%
In Armed Forces	0.0%
Not in Labor Force	46.9%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	89.2%
Civilian Unemployed	10.8%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	91.8%
Civilian Unemployed	8.2%

2000 Females 16+ by Employment Status and Age of Children

Total	6,799
Own Children < 6 Only	4.1%
Employed/in Armed Forces	2.6%
Unemployed	0.3%
Not in Labor Force	1.3%
Own Children < 6 and 6-17 Only	3.9%
Employed/in Armed Forces	3.1%
Unemployed	0.1%
Not in Labor Force	0.7%
Own Children 6-17 Only	14.4%
Employed/in Armed Forces	10.9%
Unemployed	0.6%
Not in Labor Force	2.9%
No Own Children < 18	77.6%
Employed/in Armed Forces	27.0%
Unemployed	3.7%
Not in Labor Force	46.9%

2010 Employed Population 16+ by Industry

Total	6,997
Agriculture/Mining	3.8%
Construction	8.8%
Manufacturing	5.5%
Wholesale Trade	1.3%
Retail Trade	10.3%
Transportation/Utilities	2.2%
Information	1.8%
Finance/Insurance/Real Estate	2.4%
Services	54.6%
Public Administration	9.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

2010 Employed Population 16+ by Occupation

Total	6,997
White Collar	57.8%
Management/Business/Financial	11.2%
Professional	24.2%
Sales	8.1%
Administrative Support	14.2%
Services	21.3%
Blue Collar	21.0%
Farming/Forestry/Fishing	1.9%
Construction/Extraction	7.0%
Installation/Maintenance/Repair	1.8%
Production	4.3%
Transportation/Material Moving	6.1%

2000 Workers 16+ by Means of Transportation to Work

Total	5,858
Drove Alone - Car, Truck, or Van	68.4%
Carpooled - Car, Truck, or Van	16.0%
Public Transportation	1.0%
Walked	10.8%
Other Means	1.1%
Worked at Home	2.7%

2000 Workers 16+ by Travel Time to Work

Total	5,858
Did Not Work at Home	97.3%
Less than 5 minutes	8.1%
5 to 9 minutes	17.3%
10 to 19 minutes	34.8%
20 to 24 minutes	9.6%
25 to 34 minutes	8.7%
35 to 44 minutes	3.3%
45 to 59 minutes	5.1%
60 to 89 minutes	4.1%
90 or more minutes	6.3%
Worked at Home	2.7%
Average Travel Time to Work (in min)	24.9

2000 Households by Vehicles Available

Total	5,118
None	10.5%
1	36.5%
2	33.7%
3	14.3%
4	3.8%
5+	1.3%
Average Number of Vehicles Available	1.7

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

23901 (FARMVILLE)
23901 (Farmville, VA)
Geography: ZIP Code

2000 Households by Type	
Total	5,079
Family Households	63.4%
Married-couple Family	45.5%
With Related Children	19.3%
Other Family (No Spouse)	17.9%
With Related Children	11.6%
Nonfamily Households	36.6%
Householder Living Alone	30.2%
Householder Not Living Alone	6.4%
Households with Related Children	30.9%
Households with Persons 65+	30.0%

2000 Households by Size	
Total	5,079
1 Person Household	30.2%
2 Person Household	33.8%
3 Person Household	16.9%
4 Person Household	11.5%
5 Person Household	4.8%
6 Person Household	1.6%
7+ Person Household	1.1%

2000 Households by Year Householder Moved In	
Total	5,120
Moved in 1999 to March 2000	17.6%
Moved in 1995 to 1998	25.0%
Moved in 1990 to 1994	16.5%
Moved in 1980 to 1989	14.8%
Moved in 1970 to 1979	13.5%
Moved in 1969 or Earlier	12.6%
Median Year Householder Moved In	1993

2000 Housing Units by Units in Structure	
Total	5,785
1, Detached	69.7%
1, Attached	1.8%
2	3.6%
3 or 4	4.4%
5 to 9	2.1%
10 to 19	1.8%
20+	1.1%
Mobile Home	14.9%
Other	0.5%

2000 Housing Units by Year Structure Built	
Total	5,760
1999 to March 2000	2.4%
1995 to 1998	8.3%
1990 to 1994	9.2%
1980 to 1989	13.7%
1970 to 1979	20.4%
1969 or Earlier	46.0%
Median Year Structure Built	1972

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

23901 (FARMVILLE)
23901 (Farmville, VA)
Geography: ZIP Code

Top 3 Tapestry Segments

1.	Midlife Junction
2.	Rooted Rural
3.	Retirement Communities

2010 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total $	$6,112,616
Average Spent	$1,080.35
Spending Potential Index	45
Computers & Accessories: Total $	$806,179
Average Spent	$142.48
Spending Potential Index	65
Education: Total $	$4,174,085
Average Spent	$737.73
Spending Potential Index	60
Entertainment/Recreation: Total $	$12,767,796
Average Spent	$2,256.59
Spending Potential Index	70
Food at Home: Total $	$17,889,287
Average Spent	$3,161.77
Spending Potential Index	71
Food Away from Home: Total $	$12,147,128
Average Spent	$2,146.89
Spending Potential Index	67
Health Care: Total $	$16,592,820
Average Spent	$2,932.63
Spending Potential Index	79
HH Furnishings & Equipment: Total $	$6,796,373
Average Spent	$1,201.20
Spending Potential Index	58
Investments: Total $	$7,073,791
Average Spent	$1,250.23
Spending Potential Index	72
Retail Goods: Total $	$95,687,141
Average Spent	$16,911.83
Spending Potential Index	68
Shelter: Total $	$53,815,167
Average Spent	$9,511.34
Spending Potential Index	60
TV/Video/Audio: Total $	$4,854,095
Average Spent	$857.92
Spending Potential Index	69
Travel: Total $	$6,603,181
Average Spent	$1,167.05
Spending Potential Index	62
Vehicle Maintenance & Repairs: Total $	$3,709,409
Average Spent	$655.60
Spending Potential Index	70

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

ESRI Data and Market Profiles

Farmville

Retail Goods and Services Expenditures

Retail Goods and Services Expenditures

23901 (FARMVILLE)
23901 (Farmville, VA)
Geography: ZIP Code

Top Tapestry Segments:		Demographic Summary	2010	2015
Midlife Junction	43.8%	Population	17,658	18,161
Rooted Rural	30.3%	Households	5,658	5,897
Retirement Communities	10.1%	Families	3,477	3,596
Simple Living	9.1%	Median Age	31.8	33.0
Rural Bypasses	6.8%	Median Household Income	$36,802	$42,603

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	45	$1,080.35	$6,112,616
Men's	42	$194.43	$1,100,108
Women's	40	$330.93	$1,872,406
Children's	50	$199.42	$1,128,329
Footwear	33	$137.60	$778,555
Watches & Jewelry	63	$122.99	$695,891
Apparel Products and Services[1]	101	$94.97	$537,329
Computer			
Computers and Hardware for Home Use	65	$124.43	$704,016
Software and Accessories for Home Use	63	$18.06	$102,163
Entertainment & Recreation	70	$2,256.59	$12,767,796
Fees and Admissions	57	$350.75	$1,984,527
Membership Fees for Clubs[2]	57	$93.40	$528,454
Fees for Participant Sports, excl. Trips	61	$64.79	$366,596
Admission to Movie/Theatre/Opera/Ballet	59	$88.76	$502,179
Admission to Sporting Events, excl. Trips	59	$35.25	$199,471
Fees for Recreational Lessons	50	$68.15	$385,597
Dating Services	51	$0.39	$2,230
TV/Video/Audio	69	$857.92	$4,854,095
Community Antenna or Cable TV	74	$534.40	$3,023,640
Televisions	62	$120.21	$680,122
VCRs, Video Cameras, and DVD Players	66	$13.37	$75,650
Video Cassettes and DVDs	68	$35.92	$203,236
Video and Computer Game Hardware and Software	61	$33.93	$191,971
Satellite Dishes	73	$0.92	$5,224
Rental of Video Cassettes and DVDs	66	$27.09	$153,248
Streaming/Downloaded Video	51	$0.71	$4,040
Audio[3]	59	$86.68	$490,429
Rental and Repair of TV/Radio/Audio	62	$4.69	$26,535
Pets	91	$391.06	$2,212,624
Toys and Games[4]	69	$100.77	$570,164
Recreational Vehicles and Fees[5]	82	$265.00	$1,499,371
Sports/Recreation/Exercise Equipment[6]	57	$102.87	$582,057
Photo Equipment and Supplies[7]	65	$67.44	$381,552
Reading[8]	69	$106.25	$601,167
Catered Affairs[9]	59	$14.53	$82,238
Food	69	$5,308.66	$30,036,416
Food at Home	71	$3,161.77	$17,889,287
Bakery and Cereal Products	72	$427.92	$2,421,192
Meat, Poultry, Fish, and Eggs	70	$725.61	$4,105,482
Dairy Products	72	$360.14	$2,037,683
Fruit and Vegetables	68	$535.65	$3,030,730
Snacks and Other Food at Home[10]	71	$1,112.44	$6,294,198
Food Away from Home	67	$2,146.89	$12,147,128
Alcoholic Beverages	63	$357.48	$2,022,614
Nonalcoholic Beverages at Home	71	$311.33	$1,761,514

Retail Goods and Services Expenditures

23901 (FARMVILLE)
23901 (Farmville, VA)
Geography: ZIP Code

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	72	$1,250.23	$7,073,791
Vehicle Loans	76	$3,727.20	$21,088,504
Health			
Nonprescription Drugs	82	$84.42	$477,624
Prescription Drugs	87	$435.08	$2,461,691
Eyeglasses and Contact Lenses	70	$53.67	$303,691
Home			
Mortgage Payment and Basics[11]	60	$5,601.99	$31,696,046
Maintenance and Remodeling Services	60	$1,195.58	$6,764,596
Maintenance and Remodeling Materials[12]	74	$273.47	$1,547,281
Utilities, Fuel, and Public Services	73	$3,326.24	$18,819,888
Household Furnishings and Equipment			
Household Textiles[13]	67	$89.20	$504,672
Furniture	63	$380.75	$2,154,266
Floor Coverings	63	$47.03	$266,116
Major Appliances[14]	74	$225.52	$1,276,007
Housewares[15]	59	$51.20	$289,683
Small Appliances	72	$23.67	$133,926
Luggage	62	$5.70	$32,272
Telephones and Accessories	45	$19.38	$109,632
Household Operations			
Child Care	58	$265.99	$1,504,992
Lawn and Garden[16]	72	$301.42	$1,705,417
Moving/Storage/Freight Express	66	$40.08	$226,774
Housekeeping Supplies[17]	72	$507.10	$2,869,167
Insurance			
Owners and Renters Insurance	75	$347.54	$1,966,359
Vehicle Insurance	70	$818.41	$4,630,584
Life/Other Insurance	74	$306.88	$1,736,331
Health Insurance	79	$1,531.25	$8,663,797
Personal Care Products[18]	69	$273.80	$1,549,134
School Books and Supplies[19]	69	$73.15	$413,905
Smoking Products	84	$358.32	$2,027,362
Transportation			
Vehicle Purchases (Net Outlay)[20]	72	$3,156.39	$17,858,873
Gasoline and Motor Oil	76	$2,166.94	$12,260,530
Vehicle Maintenance and Repairs	70	$655.60	$3,709,409
Travel			
Airline Fares	54	$249.55	$1,411,948
Lodging on Trips	62	$269.51	$1,524,901
Auto/Truck/Van Rental on Trips	52	$19.22	$108,766
Food and Drink on Trips	64	$280.09	$1,584,769

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

23901 (FARMVILLE)
23901 (Farmville, VA)
Geography: ZIP Code

[1]**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

[2]**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

[3]**Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

[4]**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

[5]**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

[6]**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

[7]**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

[8]**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

[9]**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.

[10]**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

[11]**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

[12]**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

[13]**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

[14]**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

[15]**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

[16]**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

[17]**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

[18]**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

[19]**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

[20]**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

ESRI Data and Market Profiles

Farmville

Retail Marketplace Profile

Retail MarketPlace Profile

23901 (FARMVILLE)
23901 (Farmville, VA)
Geography: ZIP Code

Summary Demographics	
2010 Population	17,658
2010 Households	5,658
2010 Median Disposable Income	$30,706
2010 Per Capita Income	$19,101

Industry Summary	**Demand (Retail Potential)**	**Supply (Retail Sales)**	**Retail Gap**	**Leakage/Surplus Factor**	**Number of Businesses**
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	$104,234,388	$220,424,668	$-116,190,280	-35.8	192
Total Retail Trade (NAICS 44-45)	$95,336,547	$171,961,822	$-76,625,275	-28.7	138
Total Food & Drink (NAICS 722)	$8,897,841	$48,462,846	$-39,565,005	-69.0	54

Industry Group	**Demand (Retail Potential)**	**Supply (Retail Sales)**	**Retail Gap**	**Leakage/Surplus Factor**	**Number of Businesses**
Motor Vehicle & Parts Dealers (NAICS 441)	$21,822,455	$55,537,579	$-33,715,124	-43.6	23
Automobile Dealers (NAICS 4411)	$17,420,166	$51,844,201	$-34,424,035	-49.7	14
Other Motor Vehicle Dealers (NAICS 4412)	$2,213,780	$736,187	$1,477,593	50.1	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	$2,188,509	$2,957,191	$-768,682	-14.9	8
Furniture & Home Furnishings Stores (NAICS 442)	$2,034,225	$10,309,618	$-8,275,393	-67.0	7
Furniture Stores (NAICS 4421)	$1,950,828	$10,062,133	$-8,111,305	-67.5	6
Home Furnishings Stores (NAICS 4422)	$83,397	$247,485	$-164,088	-49.6	1
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	$3,760,248	$2,183,169	$1,577,079	26.5	9
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	$4,366,597	$5,861,537	$-1,494,940	-14.6	12
Building Material and Supplies Dealers (NAICS 4441)	$4,148,391	$5,394,955	$-1,246,564	-13.1	7
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	$218,206	$466,582	$-248,376	-36.3	5
Food & Beverage Stores (NAICS 445)	$14,242,378	$17,262,656	$-3,020,278	-9.6	11
Grocery Stores (NAICS 4451)	$13,793,727	$17,223,315	$-3,429,588	-11.1	10
Specialty Food Stores (NAICS 4452)	$443,772	$39,341	$404,431	83.7	1
Beer, Wine, and Liquor Stores (NAICS 4453)	$4,879	$0	$4,879	100.0	0
Health & Personal Care Stores (NAICS 446/NAICS 4461)	$4,732,616	$2,544,665	$2,187,951	30.1	10
Gasoline Stations (NAICS 447/4471)	$25,332,356	$35,066,906	$-9,734,550	-16.1	13
Clothing and Clothing Accessories Stores (NAICS 448)	$1,326,273	$2,766,551	$-1,440,278	-35.2	12
Clothing Stores (NAICS 4481)	$1,254,525	$2,414,041	$-1,159,516	-31.6	9
Shoe Stores (NAICS 4482)	$70,396	$255,012	$-184,616	-56.7	2
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	$1,352	$97,498	$-96,146	-97.3	1
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	$598,785	$720,845	$-122,060	-9.2	6
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	$597,400	$390,204	$207,196	21.0	5
Book, Periodical, and Music Stores (NAICS 4512)	$1,385	$330,641	$-329,256	-99.2	1

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

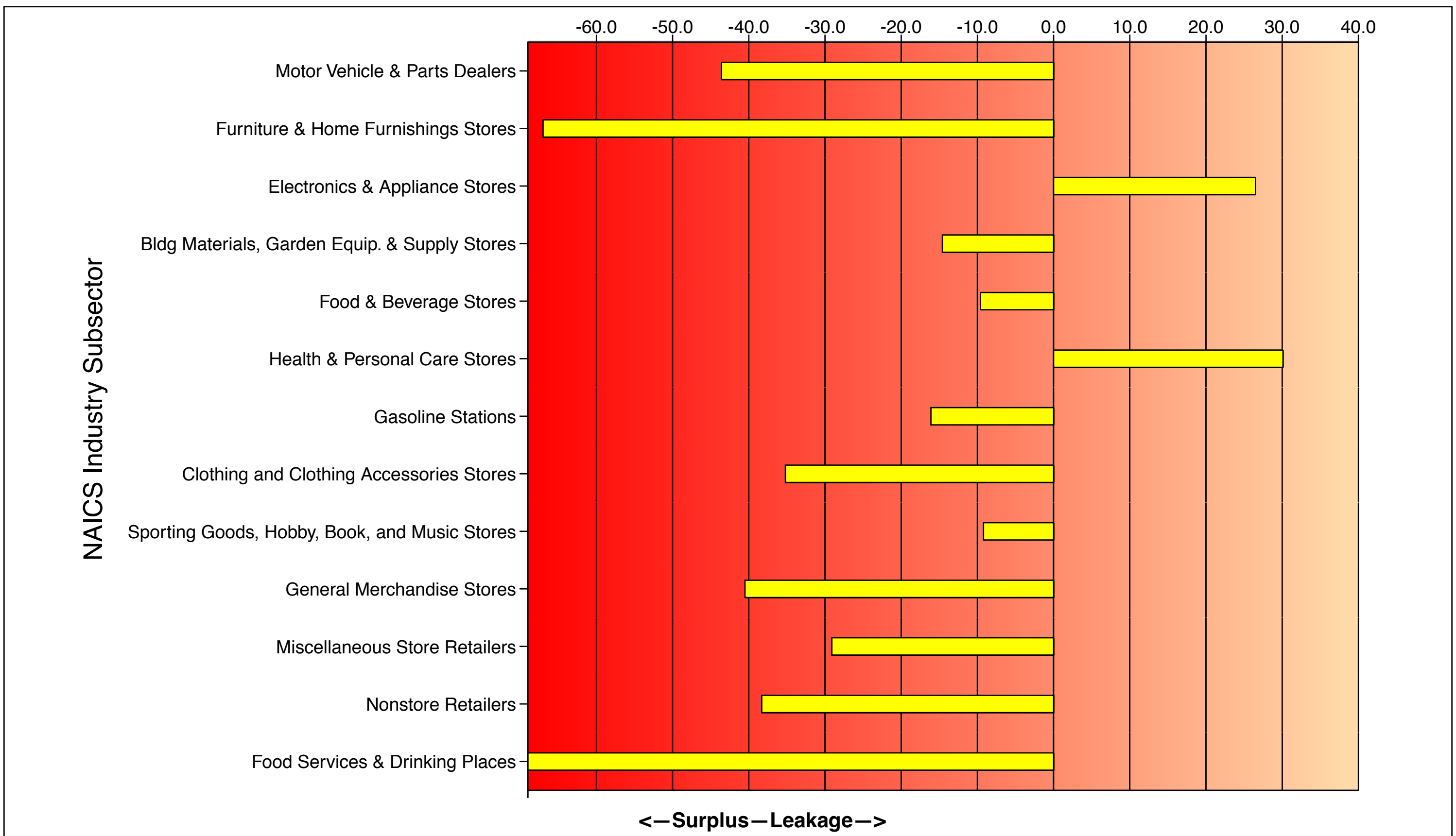
Sources: Esri and Infogroup

Retail MarketPlace Profile

23901 (FARMVILLE)
23901 (Farmville, VA)
Geography: ZIP Code

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	$15,479,981	$36,548,658	$-21,068,677	-40.5	7
Department Stores Excluding Leased Depts.(NAICS 4521)	$3,301,623	$25,607,179	$-22,305,556	-77.2	3
Other General Merchandise Stores (NAICS 4529)	$12,178,358	$10,941,479	$1,236,879	5.3	4
Miscellaneous Store Retailers (NAICS 453)	$1,236,733	$2,253,985	$-1,017,252	-29.1	26
Florists (NAICS 4531)	$332,608	$489,360	$-156,752	-19.1	3
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	$10,009	$405,456	$-395,447	-95.2	3
Used Merchandise Stores (NAICS 4533)	$415,607	$220,355	$195,252	30.7	8
Other Miscellaneous Store Retailers (NAICS 4539)	$478,509	$1,138,814	$-660,305	-40.8	12
Nonstore Retailers (NAICS 454)	$403,900	$905,653	$-501,753	-38.3	2
Electronic Shopping and Mail-Order Houses (NAICS 4541)	$23,261	$0	$23,261	100.0	0
Vending Machine Operators (NAICS 4542)	$246,228	$78,333	$167,895	51.7	1
Direct Selling Establishments (NAICS 4543)	$134,411	$827,320	$-692,909	-72.0	1
Food Services & Drinking Places (NAICS 722)	$8,897,841	$48,462,846	$-39,565,005	-69.0	54
Full-Service Restaurants (NAICS 7221)	$7,530,409	$19,711,507	$-12,181,098	-44.7	27
Limited-Service Eating Places (NAICS 7222)	$1,354,039	$28,161,548	$-26,807,509	-90.8	24
Special Food Services (NAICS 7223)	$10,374	$0	$10,374	100.0	0
Drinking Places - Alcoholic Beverages (NAICS 7224)	$3,019	$589,791	$-586,772	-99.0	3

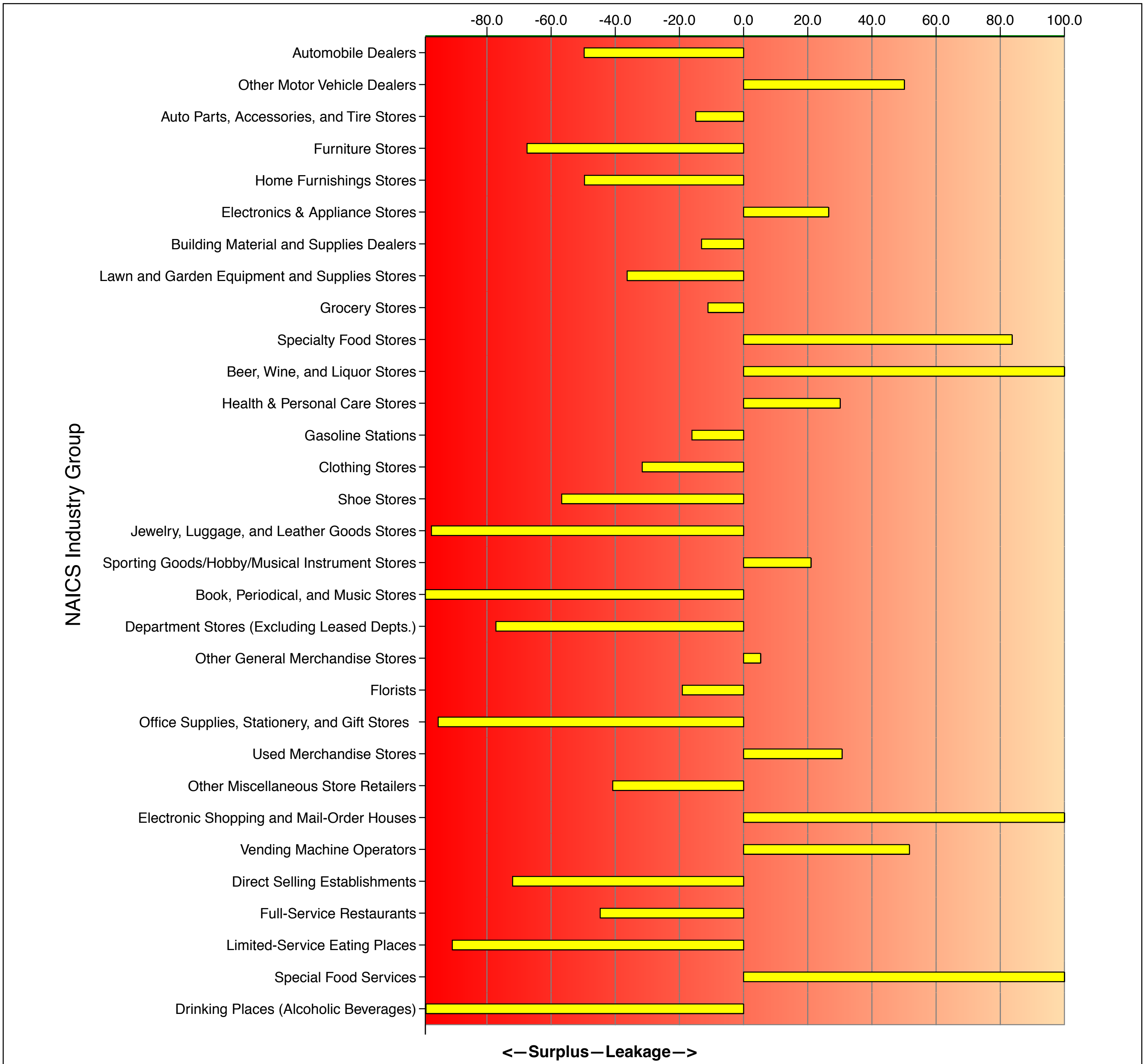
Leakage/Surplus Factor by Industry Subsector



Retail MarketPlace Profile

23901 (FARMVILLE)
23901 (Farmville, VA)
Geography: ZIP Code

Leakage/Surplus Factor by Industry Group



ESRI Data and Market Profiles

Farmville

Retail Sales and Dollar Volume – Last Five Years

RETAIL SALES & DOLLAR VOLUME - LAST FIVE YEARS

Retail Food	**2006**	**2007**	**2008**	**2009**	**2010**
Grocery Stores	52,692,037.00	56,118,710.00	60,079,886.00	62,069,326.00	62,657,787.00
Restaurants	33,282,247.00	35,177,818.00	36,851,622.00	38,587,289.00	37,295,893.00
Retail Automotive Sales (Includes car sales & service station)	83,373,744.00	84,718,154.00	73,252,446.00	58,271,368.00	64,920,027.00
Other Retail Sales (Less food & automotive)	204,160,328.00	210,791,164.00	191,006,101.00	175,717,077.00	177,877,510.00
TOTAL RETAIL SALES	**373,508,356.00**	**386,805,846.00**	**361,190,055.00**	**334,645,060.00**	**342,751,217.00**
% Increase	**7.73%**	**3.56%**	**-6.63%**	**-7.35%**	**2.42%**
Contractors	50,604,586.00	50,281,164.00	67,187,394.00	45,057,428.00	39,920,027.00
Wholesale Merchants	25,346,281.00	27,384,209.00	25,582,263.00	23,816,607.00	28,851,760.00
Professional Service (Doctors, Attorneys, Dentists, Surveyors, Accountants, etc.)	28,530,797.00	31,833,922.00	32,626,100.00	28,326,558.00	30,700,274.00
Hotels/Motels		4,559,831.00	4,278,609.00	3,990,114.00	4,183,761.00
All Other Business	50,837,600.00	50,037,343.00	50,721,159.00	60,409,541.00	106,714,180.00
TOTAL DOLLAR VOLUME	**528,827,620.00**	**550,902,315.00**	**541,585,580.00**	**496,245,308.00**	**553,121,219.00**
% Increase	**8.59%**	**4.18%**	**-1.69%**	**-8.37%**	**11.46%**
Total License Taxes	1,217,795.56	1,277,303.56	1,250,963.75	1,167,745.24	1,250,387.39
Mobile Home Taxes	2,200.00	1,600.00	2,275.00	2,475.00	2,275.00
TOTAL REVENUE	**1,219,995.56**	**1,278,903.56**	**1,253,238.75**	**1,170,220.24**	**1,252,662.39**
% Increase	**7.63%**	**4.83%**	**-2.00%**	**-6.62%**	**7.05%**

Consumer Survey Instrument

Town of Farmville Consumer Survey

The Longwood University Small Business Development Center is conducting an independent, confidential survey of shoppers, residents, business owners, and students. This survey will only take 15 minutes of your time and will result in a market analysis of Farmville's shopping areas, including downtown. The project will provide information necessary to attract and expand businesses in our area! Tell us about the businesses you visit and the ideas you have for new businesses in Farmville, and you will be entered into a drawing for a $100 VISA gift card! Please help us by completing and returning your survey in the enclosed postage-paid envelope.

1) What is your home / permanent zip code? ________________________

2) What is your work zip code? __________________________

3) What county / town do you reside in?

____ Amelia County ____ Cumberland County ____ Prince Edward County
____ Buckingham County ____ Lunenburg County ____ Town of Farmville
____ Charlotte County ____ Nottoway County ____ Other, please specify _______________

4) Are you:

____ Longwood University Faculty/Staff ____ Longwood University Student ____ None of the above
____ Hampden-Sydney Faculty/Staff ____ Hampden-Sydney Student

5) How did you hear about this survey?

____ Business Owner ____ Email ____ Invitation Card ____ Longwood University Representative
____ Newspaper ____ Radio ____ Word of Mouth ____ Other, please specify ______________

6) If you received an invitation card, which business did you receive it from? _________________________

7) How often, on average, do you shop at the following locations?

	More than once per week	Once a week	Twice a month	Once a month	Once every few months	Never
Downtown Farmville						
Elsewhere in Farmville						
Lynchburg						
Richmond						
Other, please specify: _________________						

8) When you shop at the following locations, what are the main reasons why?

	Better Location	Better Parking	Better Hours	Better Service	Better Quality	Better Selection	Better Price	Other
Downtown Farmville								
Elsewhere in Farmville								
Lynchburg								
Richmond								
Other, please specify: ______________								

CONTINUE ON BACK

9) What is your preferred time and day to do most of your shopping for non-grocery items?

	Before 11 a.m.	11 a.m. to 2 p.m.	2 p.m. to 5 p.m.	After 5 p.m.
Sunday				
Monday				
Tuesday				
Wednesday				
Thursday				
Friday				
Saturday				

10) If you purchase the following goods and services, please indicate if you primarily purchase them in the Farmville area. If not, indicate why you shop elsewhere? (Please select ONE reason for each business type.)

	Primary Shopping		I shop Elsewhere because of:					
	I shop in Farmville	I shop Elsewhere	Selection	Service	Quality	Price	Hours	I Shop Online and Catalogs
Dining								
Building Materials/Hardware								
Giftwear								
Home Accessories/Decor								
Electronics/Appliances								
Office Supplies								
Banking								
Floral								
Bakery								
Furniture								
Women's Clothing								
Men's Clothing								
Children's Clothing								
Auto Repair/Parts								
Farm/Home Supplies								
Sporting Goods								
Groceries								
Shoes								
Jewelry								
Automobile purchases								
Pharmacy								
Photography								
Art Dealers								
Entertainment/Cultural								
Department/Discount Stores								
Pet and Pet Supplies								
Personal Care (Hair Salon, Nail Salon, etc.)								
Professional Services (Legal, Accounting, Real Estate, Insurance, etc.)								
Health (Doctor, Dental, etc.)								
Fitness Facilities								

11) If you shop elsewhere for any of the goods and services mentioned above, where do you primarily go?

____ Charlottesville ____ Lynchburg ____ Richmond ____Northern Virginia
____ Other, please specify____

12) When making purchases, what is most important to your decision?

	Selection	Convenience	Service	Quality	Price	Other
Clothing/Apparel/Accessories						
Furniture/Appliance						
Home Accessories/Decor						
Giftwear						
Groceries						
Dining						

13) How often do you eat out...

	5 or more times a week	2-4 times a week	Once a week	Once a month	Once every few months	Never
for breakfast?						
for lunch?						
for dinner?						

14) How often do you eat out where each meal costs (excluding alcohol):

	5 or more times a week	2 - 4 times a week	Once a week	Once a month	Once every few months	Never
$4.99 or less per person						
$5 to $9.99 per person						
$10 to $14.99 per person						
$15 to $19.99 per person						
$20 to $24.99 per person						
$25 or more per person						

15) Which of the following events did you attend in the last 12 months in Farmville? (Please select all that apply.)

____ Christmas Parade
____ Downtown Christmas Open Houses
____ Downtown Halloween Parade
____ Farmville Christmas Show
____ First Fridays
____ Heart of Virginia Festival
____ Wine Festival
____ Holiday Extravaganza
____ LCVA Event
____ Longwood Block Party
____ Longwood University event (including sporting events)
____ Hampden-Sydney College event (including sporting events)
____ “Stars Under the Stars" - Downtown Movie night
____ None of the above

16) Which THREE community assets would you most like to see developed/enhanced? (Please select only THREE responses.

____ Bike path
____ Downtown housing
____ Expanded "green space"
____ Guided/Historic Tours
____Playgrounds
____River access (Rafting, Kayaking, Canoeing)
____Skateboard park
____Sports facilities
____ Walking trail
____ Wilckes Lake
____ Other, please specify
____

CONTINUE ON BACK

17) Which of the following media do you read/listen to on a regular basis? (Please select all that apply.)

___ Amelia Bulletin Monitor
___ News and Daily Advance
___ The Courier Record
___ The Crewe Burkeville Journal
___ The Daily Progress
___ The Farmville Herald
___ The Hampden-Sydney Tiger
___ The Rotunda
___ The Southside Messenger
___WFLO 95.7
___WMLU 91.3 (Longwood University Radio)
___ WVHL 92.9
___ WWHS 92.1 (Hampden-Sydney College Radio)
___ WXJK 101.3
___ Other, please specify ____________________

Shopping in Downtown Farmville

The following questions refer to your spending patterns in Downtown Farmville. Questions about Downtown Farmville refer to businesses that fall within the following general area, including side streets.

Main Street - Green Front Furniture to McDonald's
Third Street - Farmville Train Station to Farmville Post Office

18) How important is patronizing business in Downtown Farmville to you?

____ Extremely Important
____ Very Important
____ Somewhat Important
____ Important
____ Not Very Important
____ Not Important At All

19) How often, on average, do you come to Downtown Farmville for the following?

	More than once per week	Once a week	Twice a week	Once a month	Once every few months	Never
Retail Shopping						
Eating Out						
Entertainment						
Personal Care (Hair Salon, Nail Salon, etc.)						
Health (Doctor, Dental, etc.)						
Professional Services (Legal, Accounting, Insurance, etc.)						
Banking/Financial						
Government Services (Town Hall, County Offices, Post Office)						
Work						
Passing through on your way somewhere else						

20) Which of the following advertising methods bring you to Downtown Farmville to shop? (Please select all that apply.)

____ Banners
____ Campus Bulletin Board
____ Chamber Emails
____ Discount Booklets
____ FarmvilleNow.com
____ Fliers
____ Local Newspapers
____ Radio Advertising
____ The Rotunda
____ Other, please specify ____

21) Which of the following factors positively encourage you to purchase goods and services in Downtown Farmville? (Please select all that apply.)

____ Church events
____ Customer service
____ Downtown activities/special events
____ Entertainment
____ Festivals
____ Historic character of downtown
____ Newspaper advertising
____ Radio advertising
____ Recommendation of friends
____ Shop Local Campaigns
____ Special promotions/discounts by individual stores
____ Store loyalty
____ Television/Cable advertising
____ Window displays
____ Other, please specify ____

22) In general, how would you rate Downtown Farmville businesses in the following areas?

	Exceeds Expectations	Meet Expectations	Short of Expectations	No Opinion
Attractiveness				
Cleanliness				
Customer service				
Friendliness				
Knowledge of salespeople				
Merchandise displays				
Parking convenience				
Price of goods/services				
Quality of goods/services				
Shopping hours				
Store windows				
Variety of goods/services				

23) What are your favorite businesses in Downtown Farmville and why? (Please list only TWO.)

1. ____
2. ____

24) What TWO things most influence your decision to shop in a particular business in Downtown Farmville? (Please select only TWO responses.)

____ Atmosphere
____ Customer-driven store hours
____ High quality
____ Low prices
____ Loyalty to a business
____ Outstanding service
____ Proximity to work
____ Searching for a specific good/service
____ Wide variety
____ Other, please specify ______________________

25) What are your favorite businesses in Farmville that are outside the Downtown area and why? (Please list only TWO.)

1. ____
2. ____

26) What TWO things most influence your decision to shop in a particular business in Farmville that is outside the downtown area? (Please select only TWO responses.)

____ Atmosphere
____ Customer-driven store hours
____ High quality
____ Low prices
____ Loyalty to a Business
____ Outstanding service
____ Proximity to work
____ Searching for a specific good/service
____ Wide variety
____ Other, please specify ______________________

CONTINUE ON BACK

27) The following businesses ARE NOT currently available in Downtown Farmville. Which FOUR businesses would you most likely patronize if they opened in Downtown Farmville within the next year. (Please select only 4 responses.)

____ Arts/Crafts Store
____ Bike Shop
____ Butcher
____ Catering services
____ Children's apparel/toys
____ Consignment Store
____ Cosmetics/Personal Care
____ Entertainment
____ Grocery Store
____ Guided Historic Tours
____ Hardware Store
____ Hobby/Toy Store
____ Ice Cream Parlor
____ Kitchen Supply/Gourmet Foods
____ Men's Apparel
____ Outdoor Adventure/Recreation
____ Pawn Shop
____ Sewing/Alterations
____ Sporting Goods
____ Youth Entertainment
____ Other, please specify ________________________________

28) What TWO types of businesses would you most like to see come to Downtown Farmville:

1. ____
2. ____

29) What TWO types of businesses would you most like to see come to Farmville (not specifically Downtown)?

1. ____
2. ____

30) What TWO restaurants or types of cuisine would you most like to see come to Downtown Farmville?

1. ____
2. ____

31) What TWO restaurants or types of cuisine would you most like to see come to Farmville (not specifically Downtown Farmville)?

1. ____
2. ____

32) If businesses in Downtown Farmville were to remain open in the evenings, would you be more likely to shop downtown?

____ Yes ____ No ____ Maybe

33) Where do you typically park when you drive to Downtown Farmville for any reason but work?

____ On the street
____ I typically walk downtown
____ In a public parking lot
____ Other, please specify ________________________________

34) How far do you typically have to park from your non-work downtown destination?

____ Near entry ____ 1/2 block away ____ 1 block away ____ 2 blocks away

35) Would you consider living in Downtown Farmville if more housing were available above commercial space?

____ Yes ____ No ____ Maybe

36) If you moved downtown, what size housing unit would you require?

____ Studio/efficiency
____ 1 bedroom/1 bath
____ 2 bedroom/1 bath
____ 2 bedroom/2 bath
____ 3 bedroom/2 bath
____ 3 bedroom/3 bath
____ 4 bedroom or larger

37) How often do you use the Farmville area bus system?

____ 5 or more times a week ____ Once a week ____ Once every few months
____ 2 - 4 times a week ____ Once a month ____ Never

38) How would you rate Downtown Farmville on the following items?

	Exceeds Expectations	Meets Expectations	Short of Expectations	No Opinion
Attractiveness				
Building conditions				
Cleanliness				
Farmville Area Bus system				
Green space				
Parking convenience				
Pedestrian friendly				
Safety and security				
Special events/festivals				
Student Friendly				
Traffic flow				

39) Overall, which of the following would best describe your opinion of Downtown Farmville as a place to shop?

____ Excellent ____ Average ____ Poor
____ Very Good ____ Less than adequate ____ No opinion

40) Do you have any suggestions for the Downtown Farmville Revitalization organization?

____
____
____

41) Which leisure activities do you or your household participate in? (Please select all that apply.)

____ Acting/Drama
____ Attending Concerts/Shows
____ ATVing
____ Band/Choir
____ Baseball/Softball
____ Basketball
____ Bicycling
____ Boating/Jet Skiing
____ Bowling
____ Camping
____ Canoeing/Kayaking
____ Collecting
____ Computer/Internet
____ Cooking
____ Crafts
____ Dancing
____ Fishing
____ Gardening
____ Golf
____ Hiking
____ Horseback Riding
____ Hunting
____ Ice Skating
____ Listening to Music
____ Motorcycling
____ Other, please specify ______________________________
____ Painting/Drawing
____ Photography
____ Quilting/Sewing
____ Raising Pets
____ Reading for Pleasure
____ Running
____ Soccer
____ Swimming
____ Tennis
____ Traveling
____ Volleyball
____ Woodworking

CONTINUE ON BACK

Demographics:

(Longwood University & Hampden-Sydney Students – Please proceed to Question 47.)

42) What is your age range?

____ Less than 18 ____ 18 to 24 ____ 25 to 34 ____ 35 to 44 ____ 45 to 54
____ 55 to 64 ____ 65 and over

43) What is your marital status? ____ Single ____ Separated/Widowed/Divorced ____ Married

44) What is the highest level of formal education you have completed?

____ Less than 9th grade ____ Associate Degree
____ 9th to 12 grade, no diploma ____ Bachelor's Degree
____ High School graduate ____ Graduate or Professional Degree
____ Some college, no degree

45) How many people, including you, live in your household?

____ 1 person ____ 2 persons ____ 3 persons ____ 4 persons ____ 5 persons
____ 6 or more persons

46) What is your household's annual income?

____ Under $50,000 ____ $100,000 to $124,999 ____ $175,000 to $199,999
____ $50,000 to $74,999 ____ $125,000 to $149,999 ____ Over $200,000
____ $75,000 to $99,999 ____ $150,000 to $174,999

Please proceed to Question 54.

Demographics: Longwood University & Hampden-Sydney College Students ONLY:

47) Class Year: ____ First Year ____ Sophomore ____ Junior ____ Senior

48) I live: ____ On campus ____ Off campus

49) Do you have a job while at school? ____ Yes ____ No

50) If yes, does any portion of your paycheck go directly towards your tuition? ____ Yes ____ No

51) Do you have a car on campus? ____ Yes ____ No

52) What is your family's annual income (estimate if necessary)?

____ Under $50,000 ____ $100,000 to $124,999 ____ $175,000 to $199,999
____ $50,000 to $74,999 ____ $125,000 to $149,999 ____ Over $200,000
____ $75,000 to $99,999 ____ $150,000 to $174,999

53) To what level do you agree with the following statements?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The Town of Farmville had a positive effect on my decision to attend college here.					
I feel safe in the Town of Farmville.					

54) Please provide your contact information below, to be eligible to win one of several $100 VISA gift cards that will be given away. (Please answer this survey only once, duplicate surveys will be discarded and you will not be eligible for the drawing.) This contact information will only be used to contact you in the event that you win a gift card. This survey is completely confidential.

Name: ________________________________
Email: ________________________________
Phone Number: ________________________________

Thank you for participating in this survey.

Intercept Survey Instrument

Interviewer: ______________________________
Interview Location: ______________________
Date: __________________

Farmville Marketing Analysis
Intercept Survey

1. What brings you to Farmville today?

____ Downtown shopping ____ Other retail store ____ Visit family/friends ____ High Bridge Trail
____ Walmart ____ Green Front ____ Restaurant
____ Lowe's ____ Work ____ Grocery Shopping
____ Other ____

2. Including yourself, how many people are in your group? _______________

3. How many downtown destinations do you expect to visit today?

____ One ____ Two ____ Three ____ Four or more ____ None

4. How often, on average, do you shop:

	More than once per week	Once a week	Twice a month	Once a month	Once every few months	Never
Downtown Farmville						
Elsewhere in Farmville						

5. How would you rate downtown businesses on the following attributes? (Check box that applies)

	Exceeds Expectations	Meets Expectations	Short of Expectations	No Opinion
Customer Service				
Friendliness				
Product Selection				
Competitive Pricing				
Parking Convenience				
Store Hours				
Merchandise Displays				
Knowledge of Salespeople				
Price of goods/services				
Quality of goods/services				
Variety of goods/services				

6. When you shop at the following locations, what are the main reasons why?

	Better Location	Better Parking	Better Hours	Better Service	Better Quality	Better Selection	Better Price	Other
Downtown Farmville								
Elsewhere in Farmville								
Outside of Farmville								

7. If you shop outside of Farmville for goods and services, what town/city do you primarily visit?

____ Charlottesville ____ Lynchburg ____ Richmond ____ Northern Virginia
____ Other ____

8. What type of businesses would you like to see come to Farmville? ______________________________________
____

9. Overall, which of the following would best describe your opinion of Downtown Farmville as a place to shop?

____ Excellent ____ Average ____ Poor
____ Very Good ____ Less than adequate ____ No opinion

10. What would bring you downtown more often? ____
____

11. What would make Farmville a "destination" location for you? ______________________________________
____
____

Demographics:

12. **What is your home zip code?** ____________________
13. **Gender:** ____ Female ____ Male

14. **Within which of the following ranges does your age fall?**
____ Less than 18 ____ 25 to 34 ____ 45 to 54 ____ 65 and over
____18 to 24 ____ 35 to 44 ____ 55 to 64 ____ Declined to answer

15. **Are you:** ____ Student ____ Resident of Farmville/Prince Edward County ____ Visitor
If visitor, how did you hear about Farmville or what brought you to Farmville?
____
If visitor, do you plan on returning to Farmville? _____ Yes ____ No, Why? ____________________

Resident or Visitor:

16. **What is the highest level of formal education you have completed?**
____ Less than 9th grade ____ Some college, no degree ____ Graduate or Professional Degree
____ 9th to 12th grade, no diploma ____ Associate Degree ____ Declined to answer
____ High School graduate ____ Bachelor's Degree

17. **How many people, including you, live in your household?**
____ 1 person ____ 2 persons ____ 3 persons ____ 4 persons ____ 5 persons ____ 6 or more persons

18. **Within which of the following ranges does your household income fall?**
____ Under $50,000 ____ $100,000 to $124,999 ____ $175,000 to $199,999
____ $50,000 to $74,999 ____ $125,000 to $149,999 ____ Over $200,000
____ $75,000 to $99,999 ____ $150,000 to $174,999 ____ Declined to answer

Student:

19. **Class Year:** ____ First Year ____ Sophomore ____ Junior ____ Senior
20. **I live:** ____ On campus ____ Off campus

Additional Comments: ____
____
____
____
____

Business Owner Survey Instrument

Town of Farmville Business Survey

1. What is your primary type of business?
   ____ Retail ____ Religious ____ Restaurant
   ____ Wholesale ____ Financial Services ____ Government/Civic
   ____ Services ____ Professional ____ Non-Profit
   ____ Insurance ____ Construction ____ Other, please specify ____________________

2. Do you own or rent your business location? ____ Own ____ Rent ____ Rent, want to purchase

3. How long has your business existed in Farmville.
   ____ Less than one year ____ 5 to 9 years ____ over 15 years
   ____ 1 to 4 years ____ 10 to 15 years

4. Which best describes the number of full-time equivalent employees that work at your business (including yourself)?
   ____ 1 to 3 ____ 4 to 6 ____ 7 to 9 ____ 10 to 12 ____ 13 or more

5. Would you be willing to remain open in the evenings?
   ____ Yes ____ No ____ Maybe ____ Already stay open after 5pm

6. What evening would you prefer to be open? (Select ONE)
   ____ Monday ____ Wednesday ____ Friday ____ Sunday
   ____ Tuesday ____ Thursday ____ Saturday ____None

7. Over the last year, has the dollar volume of your business (select ONE):
   ____ Improved ____ Stayed about the same ____ Declined
   By what percentage: __________%

8. On average, which day of the week is your highest sales day? (Select ONE)
   ____ Monday ____ Wednesday ____ Friday ____ Sunday
   ____ Tuesday ____ Thursday ____ Saturday

9. During an average week of the year, what are the busiest times for your business? (Mark up to FOUR times)

	Before 11am	11am – 2 pm	2pm - 5pm	After 5pm
Monday				
Tuesday				
Wednesday				
Thursday				
Friday				
Saturday				
Sunday				

Please Continue Survey on the Back

10. What are the three busiest and slowest months of the year for your business? (Mark THREE in each column)

	Busiest Months	Slowest Months
January		
February		
March		
April		
May		
June		
July		
August		
September		
October		
November		
December		

11. How many customer transactions do you do per week during: (Mark ONE in each column)

	Busiest Months	Slowest Months
Less than 50		
50-250		
250-500		
Over 500		

12. How important are the following consumer segments to your business?

	Very Important	Important	Not Important	Not Sure
Gender:				
Males				
Females				
Age:				
Under 18				
18-24				
24-44				
45-54				
55-64				
Over 64				
Income:				
Low				
Medium				
High				
Segment:				
Residents				
Students				
Tourists				

13. Where do the majority of your customers reside? (Please rank your top 3 responses, with 1 being your top response)
____ Locally ____ Lynchburg ____ Northern Virginia ____ Out of state
____ Richmond ____ Charlottesville ____ Tidewater
____ Other, please specify ____

14. Do you collect data on your customers such as zip codes, email addresses, etc.?
____ Yes ____ No
If yes, would you be willing to share this information? ____ Yes ____ No

15. Of the following, what two factors do you believe are the most important reasons why your customers do business with you (select TWO)?
____ Affordable/appropriate prices ____ Quality of goods ____ Availability of products
____ Wide variety ____ Store hours ____ Personal Relationships
____ Inviting atmosphere ____ Loyalty ____ Support the community
____ Customer service ____ Proximity to work
____ Other, please specify ____

16. What is the most successful way to promote your business to attract customers (select TWO)?
____ Newspaper ads ____ Window displays ____ Direct mail/Fliers
____ Radio ads ____ Word of mouth ____ Internet/Website
____ TV ads ____ Sidewalk sales ____ Downtown events
____ Campus Bulletin Board ____ Discount Booklets ____ Email
____ Other, please specify ____

17. Which of the following media sources do you use to advertise? (Please select all that apply)
____ Amelia Bulletin Monitor ____ The Farmville Herald ____ WMLU 91.3
____ News and Daily Advance ____ The Hampden-Sydney Tiger ____ WVHL 92.9
____ The Courier Record ____ The Rotunda ____ WWHS 92.1
____ The Crewe Burkeville Journal ____ The Southside Messenger ____ WXJK 101.3
____ The Daily Progress ____ WFLO 95.7
____ Other, please specify ________________________________

18. What months do you conduct major in-store promotions (select ALL that apply)?
____ January ____ April ____ July ____ October
____ February ____ May ____ August ____ November
____ March ____ June ____ September ____ December

Please Continue Survey on the Back

19. Which local events (past or present) increase sales volume for your business, either during the event or in the days that follow?

____ Christmas Parade
____ Downtown Christmas Open Houses
____ Downtown Halloween Parade
____ Farmville Christmas Show
____ First Fridays
____ Heart of Virginia Festival
____ Wine Festival
____ Holiday Extravaganza
____ LCVA Event
____ Longwood Block Party
____ Longwood University event_______________________
____ Hampden-Sydney event _________________________
____ "Stars Under the Stars" – Downtown Movie Night
____ None of the above
____ Other, please specify ____

20. In the past two years, have you (select ALL that apply)?

____ Upgraded your mix of goods and/or services
____ Increased or changed your business hours
____ Relocated your business
____ Attended business seminars or training
____ Remodeled or expanded your business
____ Increased or changed your marketing efforts
____ Participated in joint marketing efforts
____ Added employees
____ Computerized your record-keeping or inventory system
____ Other, please specify ____

21. Do you plan any of the following in the next year (select ALL that apply)?

____ Upgrade your mix of goods and/or services
____ Increase or change your business hours
____ Relocate your business
____ Attend business training or workshops
____ Remodel or expand your business
____ Increase or change your marketing efforts
____ Participate in joint marketing effort(s)
____ Add employees
____ Computerize your record-keeping and/or inventory system
____ Other, please specify ____

22. Do the following traits help make your business more competitive?

	A Lot	A Little	Not at All
Your Location			
Your Parking			
Your Hours			
Your Service			
Your Brand Names			
Your Quality			
Your Selection			
Your Price			

23. Who do you see as your major competition (local or out of town)? ___________________________________

24. What three businesses complement your business the most?

1. ____
2. ____
3. ____

25. How do you think a new business, similar to yours, would affect your business (select ONE)?
____ Very positively ____ Not at all ____ Very Negatively
____ Somewhat positively ____ Somewhat negatively

26. How strongly do you agree or disagree with the following statements?

	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
Local police protection is outstanding					
I feel safe downtown, even at night					
Local fire protection is outstanding					
I try to buy products and services locally					
I try to direct customers to other local businesses					
The existing local business mix helps my business					
My building façade draws customers into my business					
Farmville has a positive image that attracts customers					
Farmville is a clean, attractive town					
Farmville is an excellent place to have a business					

Comments: ____
____

27. Please rate the degree to which you are experiencing the following business challenges?

	Major Challenge	Minor Challenge	No Challenge	Don't Know
Conflict with building owner or tenant				
Difficulty recruiting or retaining employees				
Expensive or unavailable products				
Expensive employee wages or benefits				
Expensive rent				
Product delivery/loading challenges				
Insufficient financing				
Out-of-town competition				
Poor building condition				
Restrictive business regulations				
Shoplifting or theft				
Unskilled workers				
Perceived safety				
Other, please specify ______________________________				

Comments: ____

Please Continue Survey on the Back

28. Could you use information on or assistance with the following topics?

	Definitely	Probably	Unsure	Probably Not	Definitely Not
Business Planning					
Financial Management					
Leadership Training					
Inventory Management					
Marketing/Branding/Advertising					
Employee Hiring/Training					
Customer Service/Hospitality					
Building Improvements					
Window displays/Interior Store					
Internet Service					
E-Commerce/Web Design					
Buying/Selling a Business					
Other, please specify ____________________					

29. How useful to your business are (could be) the following services?

	Very Useful	Useful	Useless	Don't Know
Group business training (i.e. workshops, speakers)				
Cooperative advertising coordination				
Marketing of Main Street district as shopping destination				
Façade grants				
Downtown public improvement projects				
Downtown business directories, brochures, maps				
Web site or Internet resources				
Retail event coordination				
Special event coordination				
Other, please specify ______________________________				

30. How satisfied are you with the present location of your business?
____ Very Satisfied ____ Neutral ____ Very Unsatisfied
____ Satisfied ____ Unsatisfied ____ Plan to Move
Why? ____

31. Do you have plans to expand or reduce operations of your business in the next year?
____ Expand ____ Reduce

32. Do you provide parking for your customers? ____ Yes ____ No
Do you have plans to provide additional parking? ____ Yes ____ No
Other Comments/Ideas: ____

33. Do you believe that your building requires any of the following exterior improvements to attract customers (select ALL that apply)

____ Remove exterior materials ____ Exterior lighting ____ Rear entryway
____ 1st floor windows ____ Awning(s) ____ Exterior painting
____ 2nd floor windows ____ Sign(s) ____ Landscaping/plantings
____ Cornice repair ____ Front entryway ____ Masonry/tuck pointing
____ Other, please specify ____

34. If you own your own building, would you consider developing second-floor housing for moderate-income tenants? ____ Yes ____ No ____ Maybe ____ Already have ____ Not Applicable

35. Would you be interested in participating in an incentive program for business improvement (low interest loans, matching grants, etc.)? ____ Yes ____ No ____ Not Applicable

36. If you were to make exterior improvements to your building, what would be the cost range you could consider?

____ Less than $1,000 ____ $1,001 to $5,000 ____ $5,001 to $10,000 ____ More than $10,000
____ Not Applicable

37. Would you be interested in securing a loan or grant to help with the costs of improving your building or business? ____ Yes ____ No ____ Maybe ____ Already have ____ Not Applicable

38. What do you think makes shopping in Downtown Farmville unique?________________________________

____
____

39. What are the two biggest reasons people shop in Downtown Farmville? (i.e. specific establishment, attraction or activity)

1. ____ 2. ____

40. What do you believe are the most marketable assets of Downtown Farmville?

____
____
____

41. Which THREE community assets would you most like to see developed/enhanced? (Please select only THREE responses.)

____ Bike path ____ Playgrounds ____ Walking trail
____ Downtown housing ____ River access (Rafting, Kayaking, Canoeing) ____ Wilckes Lake
____ Expanded "green space" ____ Skateboard park ____ Other, please specify
____ Guided/Historic Tours ____ Sports facilities ________________________

Please Continue Survey on the Back

42. The following businesses are currently NOT available in Downtown Farmville. What additional businesses would you most like to see downtown?

____ Arts/Crafts Store	____ Entertainment	____ Kitchen Supply/Gourmet Foods
____ Bike Shop	____ Grocery Store	____ Outdoor Adventure/Recreation
____ Butcher	____ Guided Historic Tours	____ Pawn Shop
____ Catering services	____ Hardware Store	____ Sewing/Alteration
____ Children's apparel/toys	____ Hobby/Toy Store	____ Sporting Goods
____ Cosmetics/Personal Care	____ Ice Cream Parlor	____ Youth Entertainment

____ Other, please specify ____________________________________

43. What TWO types of businesses would you most like to see come to Downtown Farmville:
    1. ____
    2. ____

44. What TWO types of businesses would you most like to see come to Farmville (not specifically Downtown)?
    1. ____
    2. ____

45. What kind of improvements would you like to see in Downtown Farmville?

____ Street lights	____ Building maintenance	____ Parking
____ Road improvements	____ Sidewalk maintenance	____ Underground Utilities
____ Town maintenance	____ Parks	____ Pedestrian crossings

____ Other, please specify ____

46. Which downtown buildings could be more productively used to create more economic activity for the area?
    Location: ____
    The space could be better used for: ____

47. What would make Farmville a "Destination"?
    ____
    ____
    ____

48. Do you have any suggestions for the Downtown Farmville Revitalization organization?
    ____
    ____
    ____

49. What type of business assistance have you received from the following organizations and were you pleased with the services you received? If you would like to include further explanation, please use the comment box below.

	Type of Assistance Received (Please check all that apply)						Were you pleased with the services you received?		
	Counseling	Workshops	Research	Printed Material	Networking	No Assistance Received	Yes	No	N/A
Local Chamber of Commerce									
Longwood SBDC									
Small Business Administration									
Virginia Department of Business Assistance									
SCORE									
Federal Government									
Industry / Trade Assoc.									
CPA's									
Private Consultants									
Other ____________									

Comments: ____

____

____

50. What additional business information/research/assistance is needed to support your business growth?

____

____

51. Would your business benefit from **FREE** personalized, one-on-one business consulting? _____ Yes _____ No

52. Please list your top three concerns as topics for workshop sessions:

1. ____
2. ____
3. ____

Please Continue Survey on the Back

53. From what sources do you find out about business workshops, services, special events, etc.?
____ Computer (Websites, Facebook, Email, etc.)
____ Fliers
____ Newspaper
____ Radio
____ Word of Mouth
____ Other (please specify) ____________________

54. Would you or your employees be likely to attend a **FREE** local small group session about specific business issues? ____ Yes ____ No

55. If yes, which is the most convenient time to have the session?
____ Weekday Morning
____ Weekday Afternoon
____ Weekday Evening
____ Weekend
____ No Preference

56. Would you like to join the Longwood Small Business Development Center (SBDC) mailing list?
____ Yes ____ No

57. Please complete your contact information below if you would like to be included in the Longwood SBDC mailing list:
Business Name: ____
Mailing Address: ____
Telephone Number: ____
Fax Number: ____
Email: ____
Website: ____
Name of Respondent: ____
Title: ____