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453 responses

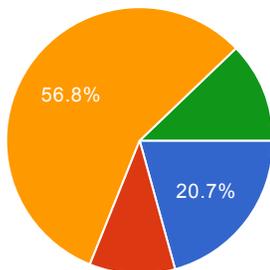
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# Summary

## Untitled Section

[Image]

### 1) Which of these aspects of a thriving Main Street is most important to you?



A beautiful streetscape with trees, flowers, benches and other amenities	92	20.7%
Well maintained streets and parking areas	46	10.4%
A mix of businesses that appeal to both residents and tourists	252	56.8%
Preserving Princeton's historic buildings and landmarks for future generations	54	12.2%

### 2) Do you believe that a vibrant and attractive Main Street is essential to Princeton's future? (Briefly answer why or why not)

- Yes
- Yes
- Yes.
- Yes as long as we have industry, a diversity of shopping for families and more restaurants for Princeton residents not just for tourists
- yes
- A clean, maintained business district.
- Yes, nobody will want to come visit or live in a run down town
- Yes! Like food, you shop with your eyes!
- This point has been made in hundreds of towns and cities across the country, and is supported by my personal experience as well as academic research.
- Absolutely - our Main Street shapes the atmosphere in Princeton.
- Yes, it is vital for the future growth of our city. A vibrant and attractive Main Street will not only draw visitors from out of the area but will also continue to hold the interest and support of the local residents.
- Absolutely. A thriving downtown is an attractive environment for both businesses and new residents. Creating an environment that is adventsgious for new business is very important for tax revenue and most importantly JOBS. Jobs bring families, families fill schools, schools build communities.
- It is certainly important. It is something that I view when I enter a new city.

Yes, Main Street has the most exposure to residents and tourists. Just like opening the door to your house, driving onto an inviting and picturesque Main Street can emulate the feeling of home. This feeling can engage the visitor and /or resident to take a part in our town and further invest in our future.

Yes. It is the core of our local economy.

Oh yea! What draws people to a downtown first is most likely shops or experiences they may hear or learn about, but what will keep them coming back and also make locals proud is by having a "vibrant and attractive" main st.

Yes, Main Street is a window to the business health and pride in our community. Main Street is an investment for the current business owners, an attraction to potential business investors and a source for value priced products and services for the shoppers.

Yes, it will encourage current residents to stay in the community and to even invite others to relocate here, and it will give a good impression to people considering moving to Princeton.

Yes, it gives the town character and will make it more memorable for those that visit. If visitors find the streetscape to be beautiful, they are more likely to revisit or recommend a trip to Princeton to their friends. I think the mix of store is important too, but I feel that Princeton has already accomplished that.

Yes, it will support the economy and increase the overall quality of living for residents.

A Main St that is busy with activity and clean, attractive store fronts sends a message of a progressive, dynamic City with active business and interested government leadership

Tourism is a way to bring outside dollars into our community. A vibrant and attractive Main Street will help bring these tourism dollars to Princeton. This can help Princeton have a more viable and positive future, so yes!

Yes. It is absolutely essential to the people who live here, visitors, and people who return. The street is both a symbol and actual attraction.

Yes. A busy and inviting scene encourages visitors to stay and spend money. it gives an overall sense of well-being. it encourages residents to feel comfortable in and proud of their town.

Of course, having an attractive time when people come in and for the residents to enjoy will help maintain a strong financial health for the future through tourism and tax dollars. It's important to keep the main streets historical value. Who wants to come in and see machine sheds up on main street in replace of a beautiful home or business front . We need to keep these area so regulated.

When areas are not maintained it says a lot about that community.

Of course. Princeton, unlike some other communities, is defined by its Main Street, because nearly all of the commerce is on this one street. In deciding where to live or conduct business, most people hopefully make analytical choices, but if the primary street in the town isn't vibrant & attractive, most people would also react negatively in a visceral way.

Yes, it is the first impression that visitors to the City see. The first impression is often the only chance you get.

Yes.....I think it helps set us apart from the rest and gives one a sense of pride in their community.

Yes, it's vital to distinguish ourselves from other communities competing for various revenues we hope to attract.

Yes. An attractive Main Street will help drive commerce for small businesses on main and bring in outside revenue from people coming into town from I-80 and the Amtrak stop.

It's beneficial tax revenue

It is difficult to lure businesses if the Main Street is not attractive but then sometimes it is kind of like what comes first. Both are important.

Yes, I do. I believe we should strive for all of question #1 though.

Yes I believe the more businesses we get on Main Street the more we can encourage people to shop small business. It will help draw attention to down town businesses.

yes main street is the heart of Princeton and could make a great impact on Princetons future both in recruiting new people/business and giving more incentives for past residents to return. A vibrant main street not only attracts people from out side to Princeton but also increases the quality of life for those living here.

Yes, because a buzzing main street improves city morale and keeps things exciting. If I drove through a town with dead storefronts, it would be depressing.

Yes, people take note of things like this. For an example, look at how quaint Galena, Lake Geneva, down town Waukesha is. These places draw people because of the uniqueness.

Yes, the town should be the best it can be.

Yes, I believe it attracts both visitors and potential residents

Yes but I also think that just as important are activities for families to do here to make them want to stay.

Yes! Many people who live here have lived in/visited other vibrant communities that often seem more appealing than Princeton. I think it is incredibly important for your home community to be just as lively as any other place one may visit. It can only motivate its current residents to want to stay long term and make this community their "forever place." This will also promote future generations to remain or move back home. Obviously it is an important aspect for tourism and growth which can further create opportunity for the town and its residents.

Yes. For future growth

Yes. Like moths to light, beauty and success are attractive to businesses, tourists, and customers.

Yes, outside of Main Street, Princeton has limited resources to bring people into the town. Additionally, people already in the town enjoy Main Street.

Yes. The downtown needs to have curb appeal

Yes. Both visitors and residents want an attractive Main Street. Galena is a good example of that.

Yes, because it increases quality of life for those who live here and increases the likelihood of others wanting to live here, or at least make a return trip(s).

Yes, it'll attract not only the local residents but welcoming to others visiting Princeton. It'll put a good perspective and view in outsiders of Princeton. It'll want people coming back.

Yes, so as to attract people from inside and outside of Princeton to interact more with the community.

yes this is our face to the world.

Yes. It creates a place where people want to live and shop.

I think Main Street is the heart of the community. If residents are proud of and engaged in the businesses and activities that take place on Main Street, they will be supportive of all other aspects of local community.

Yes!

Yes, of course it is. If it isn't inviting with shopping available... no one will come!

As the manufacturing industry has diminished significantly, both nationally and locally, Princeton's greatest hopes for prosperity lie in our ability to take advantage of the ever-growing, ever-aging population of one of our nations greatest cities and nearby attractions, Chicago. Creating a vibrant arts district and downtown will help attract those in Chicago with the ability to benefit this community, that being the retired or nearly-retired and of course, their affluent population, who can bring money to our town in both the long and short-tense form.

Yes because an attractive Main Street instills pride in the community and can potentially stimulate the towns economy.

Yes! It's very pleasing to the eye.

Yes, but sound infrastructure and functional schools are more important

Yes of course. Needs to be inviting and warm and welcome.

Yes people come to Princeton for it's businesses and to enjoy the historic beauty of main street

It is essential for tourism, and attracting future businesses and residents.

Yes, it is extremely important to have businesses that are useful for residents, but also attract folks from out of town. The look and appeal of the street, buildings and green spaces are also important as The look attracts people from outside of the area, and gives residents in Princeton a sense of pride in their community and the businesses that are here

If it's not attractive, why would people want to visit?

I think if the basics are there and we'll maintained then everything else falls in place.

Yes. It will enrich the lives of those living here as well as encourage visitors and those looking to relocate to come and stay.

Yes I believe it is. We need businesses that appeal to residents and also bring tourist here. But the beauty of main street is also important for that.

Yes nobody wants a town that looks bad

Yes, curb appeal draws the eye to the store fronts. It makes you want to stroll through the street and see what else the city has to offer.

Yes, we need to attract new residents and shoppers. A vibrant Main Street says vibrant community.

no, we need industries to compete with Peru!

Yes. I believe progress must be mixed with tradition. In my mind, Princeton has both!

Yes. more appealing = more tourists/ interest.

yes.

Only to a point, Princeton's future is not just going to depend on an attractive Main Street. We have an attractive Main Street but nothing else to draw in future residents or visitors. The restaurants are mediocre, there is little or nothing for youth unless they are in sports. You keep focusing on Geneva, Batavia, etc. but do you really go to those towns. Geneva has lost much of it's 3rd Street shopping, but they have tried to bring in replacements with restaurants, pubs, etc. Batavia has no shopping at all. Geneva has the park district water park, including water slides and zero entrance pools, which Princeton does not seem to want to embrace. Princeton's North end shopping district has enhanced the town's popularity and looks great. Unfortunately, we don't have a Starved Rock or a similar natural attraction to attract tourists so Princeton just becomes another small town. We do not stand out. I don't have the answer -- everything depends on money. But constantly focusing on 'vibrant and attractive Main Street' isn't going to work. THINK OUT OF THE BOX.

Yes.if not we will not go forward

Yes, because people always judge by looks.

Yes, its what attracts tourists.

Yes because it will attract people whether they are residents or tourists

It would be nice, but businesses are what bring people to Princeton & places for kids to safely hang out. No more bars or gambling places.

Yes . It's the heart of our city

No. Spend the money fixing our infrastructure.

Yes- First Fridays, Second Saturdays, street/music festivals, food trucks, improvement of sidewalks, bike paths and a indoor rec facility to host multi sport tournaments.

No. If we don't bring in factories and manufacturing we will not have jobs here for people to come and stay rather only to just come visit and leave.

Yes, an attractive Main Street is the focal point of the city and will attract or retain residents. What has been done thus far entices me to consider moving back to town.

No...A long line of pretty EMPTY buildings is not a future worth spending on.

Kinda but you need stuff for the folks to do by god .

Yes, but without thriving business there will not be the funds or reason. I believe it is a "chicken and egg" scenario... one leads to the other. It is a balancing act.

Yes. In order to attract people, the Main Street needs to appeal to them

Keep it attractive and well maintained will attract more businesses.

Yes. Too many towns this size have died out because of their failure to improve on their attractiveness to visitors

Yes. When Main Street is healthy, morale is boosted and people come to town to shop and to live here. When Main Street is run down and has many vacancies, morale is low and it's harder to attract businesses, tourists, and residents.

Yes it's very important. Main streets need to give visitors a good first impression.

yes

Yes to appeal to people drawing them in.

Vibrant and attractive are hard to define. A Main Street with many and varied businesses that is clean and attractive is a very important part of the mix that is Princeton's future. Downtown Disney not so much. Being known for open drinking is also unlikely to help Princeton's future.

No one wants to go to a dump. Even the vacant shops could use a fresh coat of paint.

I believe it has some importance, but there re a few other things that should be addressed first.

Yes. Noone wants to live in, move to, or visit a run down city.

Yes, but I feel we are well on that way already.

You seem to focus more on what the community looks like, than what there is to offer. Some of the buildings on main st need to be fixed properly or condemned. I've been past bldg's that are in poor shape and owners need to be held accountable for the upkeep.if property taxes weren't so high in this area, they would be able to fix them and people would be able to maintain their homes in this area.

100%! Our Main Street and its businesses are one of our greatest assets. They make Princeton who we are.

Not necessarily. It depends on the definition of "attractive". To me, an active Main Street means so much more.

Yes, to get people to shop, stay and spend money we need attractions for kids and adults that attracts their interests.

Yes. Run down and empty buildings are an embarrassment and will drive people away

Yes. It's a draw for the community

Not without attracting more retail businesses to encourage local people and tourists to visit downtown. Also, gaps of empty buildings need to be filled. Upper story living space would be great to attract residents to live downtown.

Yes, I feel as though Princetons charming downtown is on the right track and maintaining and expanding that encourages me to spend my money more locally.

Yes it brings more new people in to visit residents stay as well.

Yes it will attract more shoppers.

Yes, particularly if we are hoping to benefit from the tourism our great I-80 location and Amtrak access could potentially offer.

People arent going to want to hang out, relocate, visit and revisit a place that feels dreary and run down. North and south main need to be interesting accessible, friendly places.

Yes I feel it will keep bringing visitors and will be a reason for those looking to buy to want to buy here instead of somewhere else. Small quaint but thriving town

yes for people to congregate

yes. need to keep it a city worth living in and for attract others to visit.

Yes... Economic development begins and ends with Main Street.

Yes, it will help bring new people to our community.

Yes. Who would want to live in or visit the alternative? Businesses that show pride promote people to show pride in their community.

Yes! Our town needs to have a lot to offer so people come back!

Yes. Vacant storefronts and ignored landscaping are a blight. Measures should be taken to help businesses grow, on North and South Main Street. It seems when one end is thriving, the other one is hurting.

yes. People want enough activity where it makes life exciting and colorful, but not too much where it makes day-to-day life challenging. A vibrant Main Street in a small town nails this balance.

Yes, because it will draw in tourists and visitors.

Yes- it has to feel warm and welcoming and like it is useful for everyday Princeton-ers and visitors.

If it's well taken care of and appealing the people will like and come back

Absolutely! It attracts people and makes them want to be out in it!

Yes, the Main Street is like the smile on a towns face. If it is not smiling (vibrant and attractive) no one (tourists and residents alike) will want to approach.

Yes I wouldn't bring my friends to shop in a ratty down town area.

Make it more enjoyable for people

Yes, but not at the expense of things the residents need, like good streets and sewers.

Yes. It just is.

Absolutely. An attractive community will make locals and visitors talk positively O out town which will bring more visitors!!!

Yes. Appealing to the eye attracts more interest in the area.

Yes! We have the advantage of drawing people off the interstate. We have to give them a reason to stop for awhile

Yes! That's what visitors' initial reaction will be to our town - what it looks like and whether it appears attractive.

Overall yes, but all the pretty lights & sidewalks won't mean a thing if we have sewers/water drainage issues.

Yes. This will attract visitors to stay.

Yes. It's essential to the sense of community. Without it, Princeton is simply a bunch of homes built in close proximity to a Wal Mart.

I believe that filling store fronts, fixing curbs, sidewalks, and streets are usually the first noticeable findings when coming into town--at least that's what my guests have always said to me. The more businesses on Main, the more revenue to continue moving Princeton forward, without sinking money into unnecessary spending.

Yes to make people want to visit that do not or have not lived here

Yes. It's currently an eyesore.

Yes. It attracts others to our town events & businesses

It's not necessarily spending a lot of money but keeping up on what you have! Keeping it neat and clean is very attractive and doesn't cost a thing. We need jobs then you can streetscape with the money you bring in.

Yes, I wouldn't come to town if I didn't think it was safe/clean

Yes-Princeton Main Street has always been a beautiful stop that attracts travelers, tourists and most of all is a gathering place for residents and families.

Yes, aesthetics attracts tourists and also future residents. Main Street is one of the first things you see when you get off the Amtrak and it should be eye catching.

Yes. Illinois is bad enough and if princeton wasn't well maintained it would make moving that much easier.

yes, helps attract people to have a shopping and dining experience and want to come back and bring friends

Yes, if it looks like a dump who is going to stay long enough to check it out

Yes. Main Street's businesses provide incomes for many families in Princeton.

Yes, to attract visitors and for community (a pleasant place to be)

Yes if it looks unattractive people will not shop! Customers want clean and organized shopping in stores! Outside draws them in!

Yes. I look at Morris, IL as an example of a town that I enjoy visiting for its downtown shops.

Yes, we need something to keep the shopping in town and to draw in tourists

Absolutely. It speaks thousands about how the citizens feel about their community. Princetonians have always cared about the community and the great way they keep their homes and yards is one indication of this. They expect the business district to do the same. That doesn't mean just looks but a support for active businesses.

Yes people take pride & enjoyment when the city shows pride.

As long as there are businesses booming and upkeep on the buildings, it'll be fine

The trees didn't work the first time they were planted so why will a second try work?

Yes keep em coming back

If you want a vibrant and attractive Main St. Please start with the curbs and roads that have been let go for years and years now!

Yes! It's part of what makes our town special.

No, we need industries to compete with what Peru is doing!

Gives a welcoming first impression.

Yes, it will draw more business- local and tourism. With more to do on Main Street there will be more opportunities for growth and business.

Yes, because when your Main Street is attractive then it draws people in and they want to stay and shop.

Yes, Main Street needs to attract returning visitors year after year.

Yes. Hopefully it will attract new businesses to Princeton

Yes, but don't sacrifice the historic aspect either!

Yes I believe it is essential. Princeton has recently had several new businesses open. I feel that with new businesses and established businesses, Princeton can afford to maintain Main Street due to adequate tax revenue.

Princeton, unlike many other small communities has managed to hold on to a "downtown". This is a huge accomplishment.

It brings people to town

I think the beautiful environment will attract businesses to the area. I also feel it is important to maintain the historic buildings.

Main Street is the gateway to our Princeton. One of the many aspects that drew us here years ago was Main Street.....not just a highway that goes through your town to get somewhere else.

Yes. You don't want it turning into a "Slum" and looking run down.

Not till there are more store fronts filled, and curbs, sidewalks and streets fixed should we worry about trees and flowers.

no, bringing full time, family supporting jobs are

Yes First Impressions are important for visitors and local customers

Although first impressions are important, there are many other factors that will decide our future progress .

Vibrant businesses are KEY. Not having trees. People don't get up in the morning and say let's go to Princeton to look at their trees. They go because there is a product or service they need or want.

Yes I do, it will draw more people from within our own community to shop in our local businesses.

I think it would look more attractive to have more stores open in general and please no more salons!

It is key to attracting people. Both residents and tourist.

Yes! Appeals to residents and tourists!

Yes, it is vital to the residents and tourists alike.

Yes, we need visually updated attractions to maintain our community, and to make it an attraction to visit.

yes, to both bring people in and keep people here

Partially. Main street is NOT the only street in town. Many of the streets can't be driven on at posted speed limits because of their condition.

Yes. It will draw in more attention and people will be more attracted to visit and shop.

Yes. It will bring in more tourists.

Yes anything they can attract people to live and visit Princeton will help with economic growth

One of the necessities for Princeton's economy to thrive is Main Street becoming more of a tourist destination and empty buildings need to house more businesses to attract shoppers. However, the businesses have to stay open to be successful.

Yes I do, I also believe that it is important to maintain all of our city streets.

Yes, it attracts businesses as well as shoppers

Yes. Pleasant exterior is a reflection of the interior.

Yes. Main street for prospective residents is like curb appeal for home buyers. it's that first impression for our town, who we are and what we value.

First impressions

No

Absolutely you want to attract people here to shop.

Yes. Main street needs to look inviting. Outsiders need to share our uniqueness to bring in prosperity.

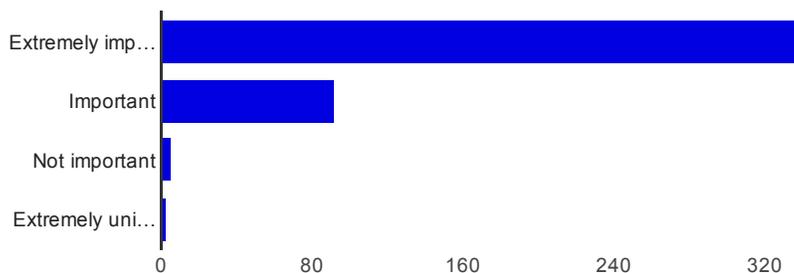
Yes, it will be a differentiating factor to attract young and active families to the area.

Yes. People are drawn to beauty, which can draw them into the businesses that reside there. having benches, flowers, trees, and other amenities will give the consumer a chance to walk Main Street, thus seeing all the businesses instead of driving by.

Do you really believe that Main Street is the only street that matters? So far out of touch...

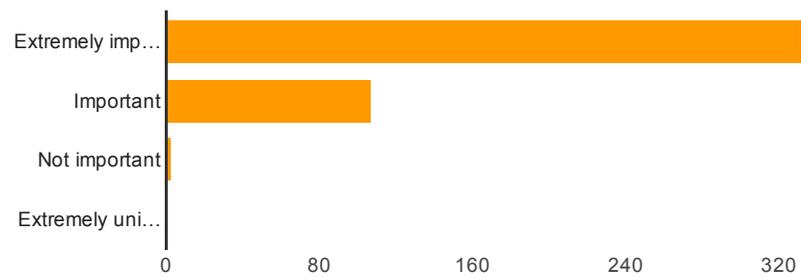
Yes! It will appeal to local residents and tourists.

**Retaining existing businesses along Main Street and helping them grow [3] Please rate the importance of each of these priorities for Princeton's Historic Main Street]**

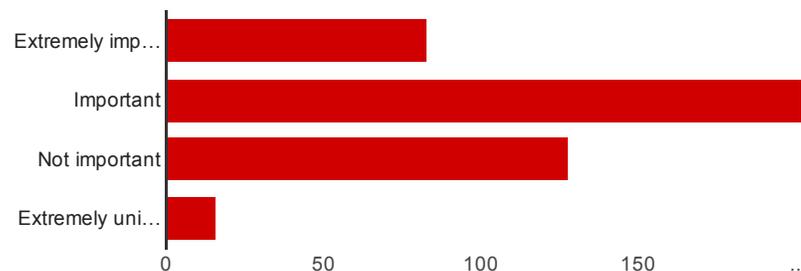


Extremely important	337	77.3%
Important	92	21.1%
Not important	5	1.1%
Extremely unimportant	2	0.5%

**Recruiting/attracting new businesses [3] Please rate the importance of each of these priorities for Princeton's Historic Main Street]**

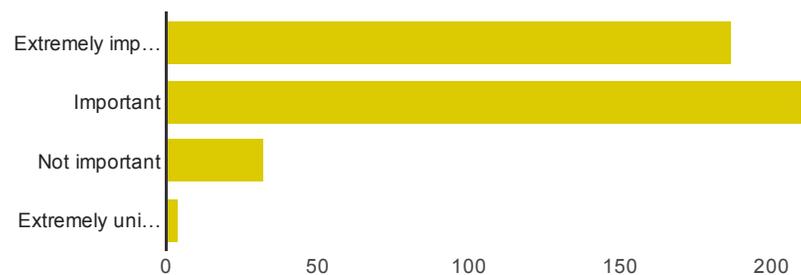


**and live/work spaces along Main Street [3] Please rate the importance of each of these priorities for Princeton's Historic Main Street]**



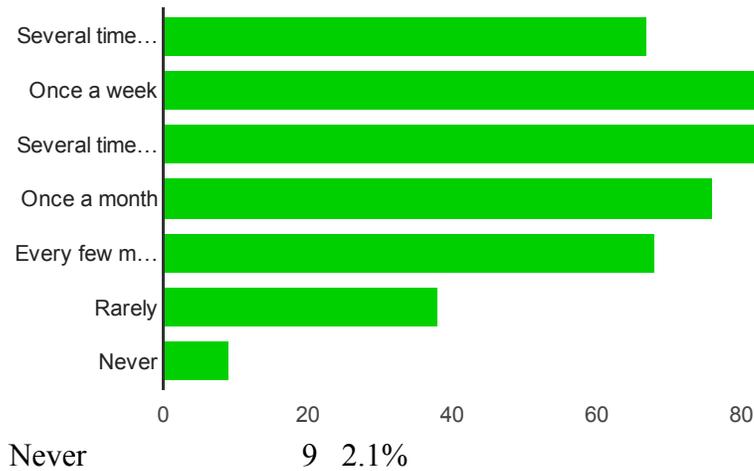
Extremely important	83	19.3%
Important	202	47.1%
Not important	128	29.8%
Extremely unimportant	16	3.7%

**Providing more entertainment and after-work activities on Main Street [3] Please rate the importance of each of these priorities for Princeton's Historic Main Street]**

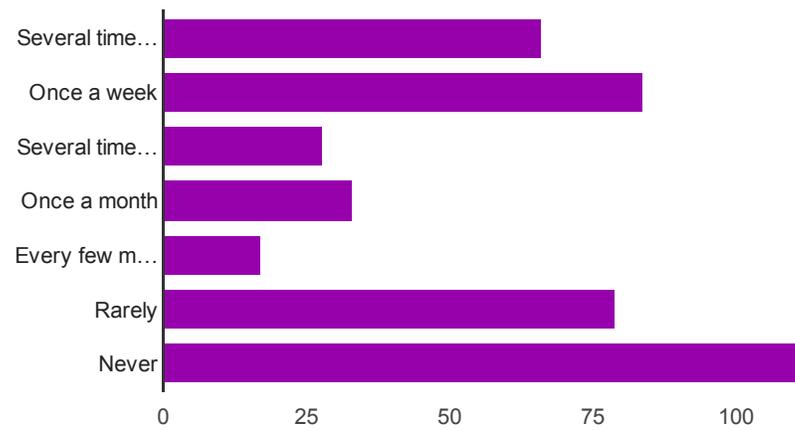


Extremely important	187	43.2%
Important	210	48.5%
Not important	32	7.4%
Extremely unimportant	4	0.9%

**Shopping (non-grocery) [4] How often do you visit Princeton's Historic Main Street for the following reasons? ]**

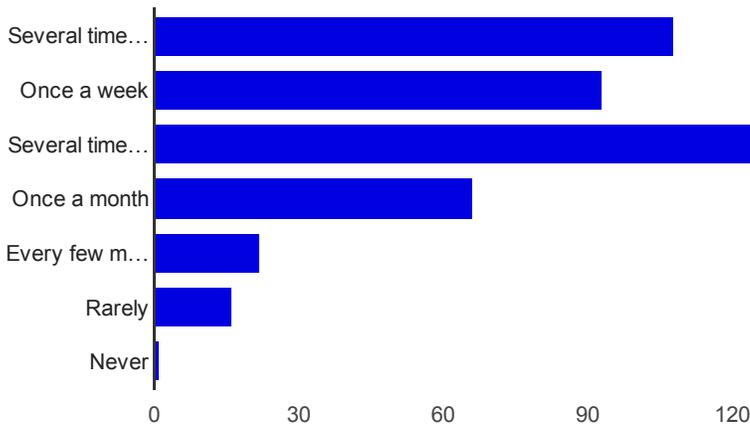


**Grocery Shopping [4] How often do you visit Princeton’s Historic Main Street for the following reasons? ]**

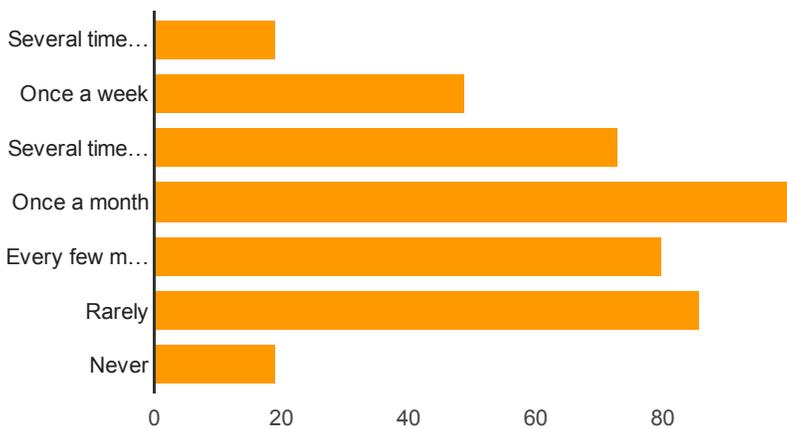


Several times a week	66	15.8%
Once a week	84	20.1%
Several times a month	28	6.7%
Once a month	33	7.9%
Every few months	17	4.1%
Rarely	79	18.9%
Never	111	26.6%

**Dining (including fast food) [4] How often do you visit Princeton’s Historic Main Street for the following reasons? ]**

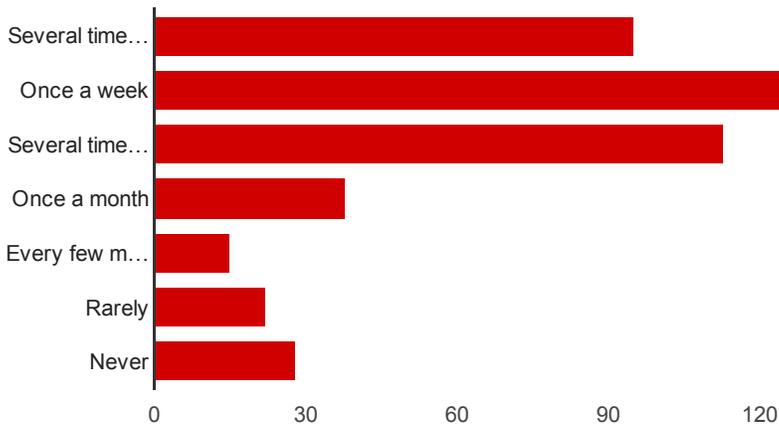


**Entertainment/Night Life [4] How often do you visit Princeton’s Historic Main Street for the following reasons? ]**

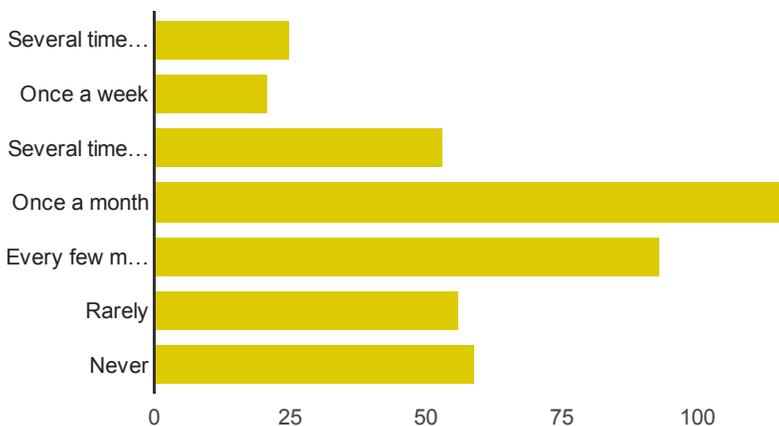


Several times a week	19	4.5%
Once a week	49	11.5%
Several times a month	73	17.1%
Once a month	100	23.5%
Every few months	80	18.8%
Rarely	86	20.2%
Never	19	4.5%

**Banking/Financial [4] How often do you visit Princeton’s Historic Main Street for the following reasons? ]**

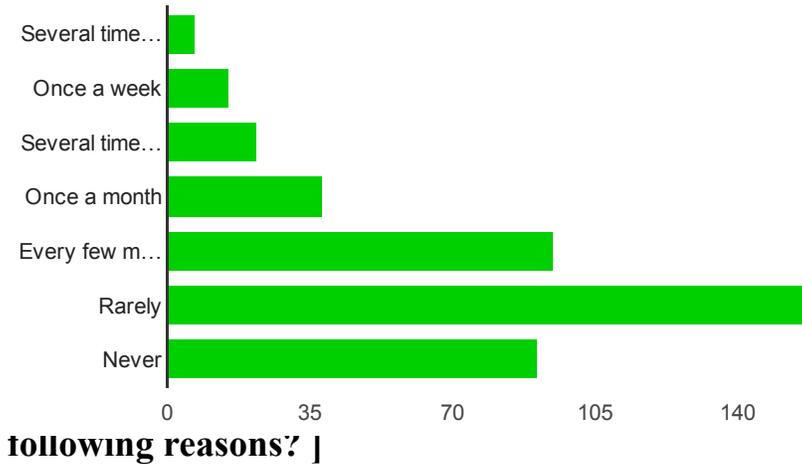


**Personal care (i.e. Salon, tanning, et.c) [4] How often do you visit Princeton’s Historic Main Street for the following reasons? ]**



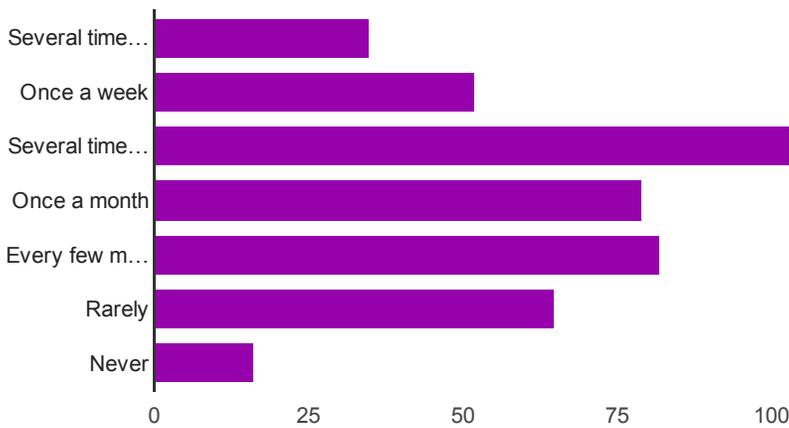
Several times a week	25	5.9%
Once a week	21	5%
Several times a month	53	12.5%
Once a month	117	27.6%
Every few months	93	21.9%
Rarely	56	13.2%
Never	59	13.9%

**Professional services (insurance, lawyer) [4] How often do you visit Princeton’s Historic Main Street for the following reasons? ]**



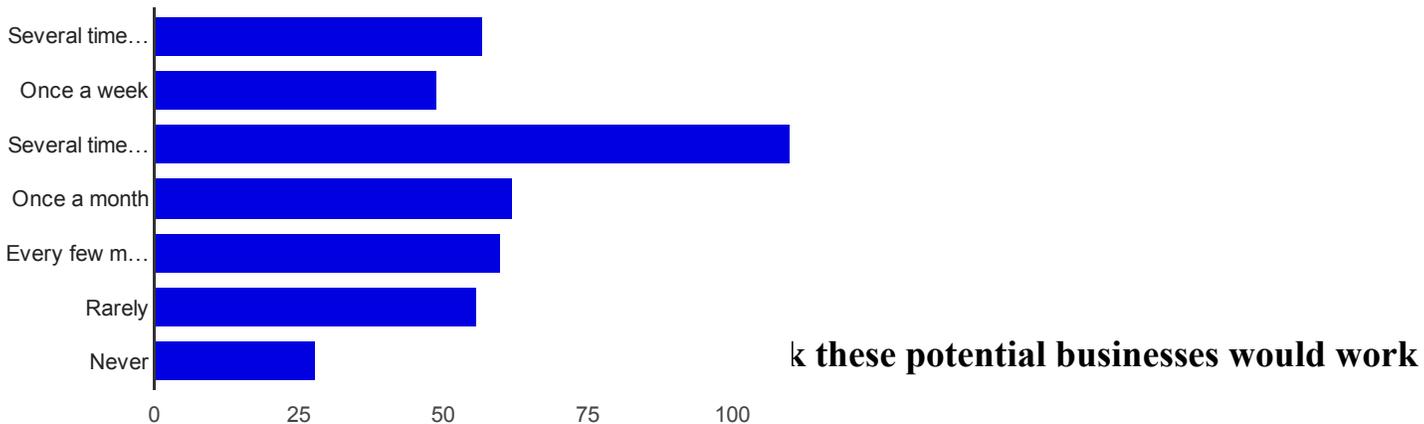
**Princeton's Historic Main Street for the**

**following reasons? ]**



Several times a week	35	8.1%
Once a week	52	12%
Several times a month	103	23.8%
Once a month	79	18.3%
Every few months	82	19%
Rarely	65	15%
Never	16	3.7%

**Window shopping [4] How often do you visit Princeton's Historic Main Street for the following reasons? ]**



Do you personally think these potential businesses would work on Princeton's historic Main Street?



yes 298 70.8%

no 123 29.2%

**Art Gallery [5] Do you personally think these potential businesses would work on Princeton's historic Main Street? ]**



yes 250 58.1%

no 180 41.9%

**Microbrewery or distillery [5] Do you personally think these potential businesses would work on Princeton's historic Main Street? ]**



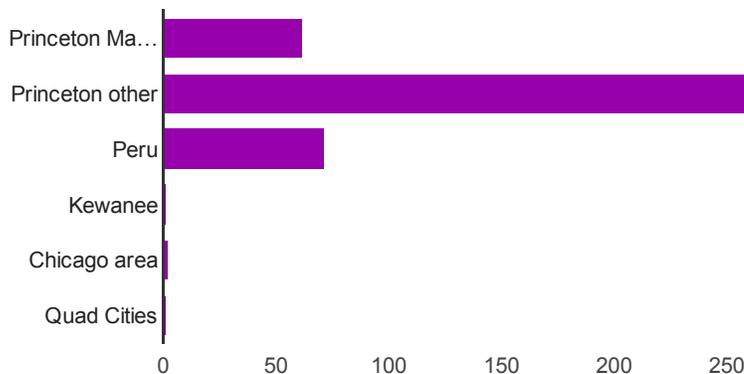
yes 352 79.8%

no 89 20.2%

**Local foods cooperative/indoor farmers market [5] Do you personally think these potential businesses would work on Princeton's historic Main Street? ]**

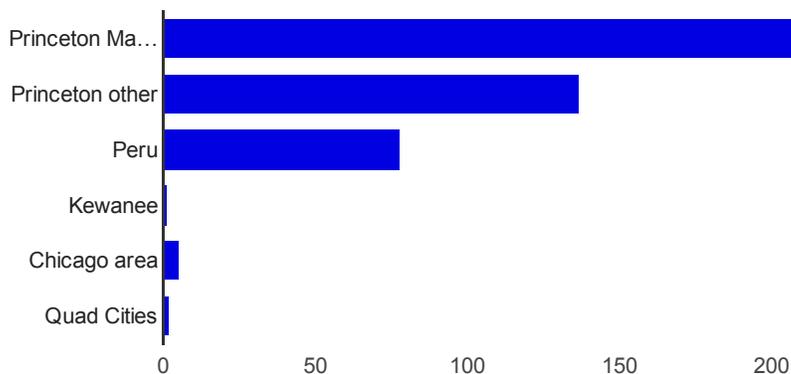


**Groceries [6] Where does your household USUALLY acquire these goods or services? ]**



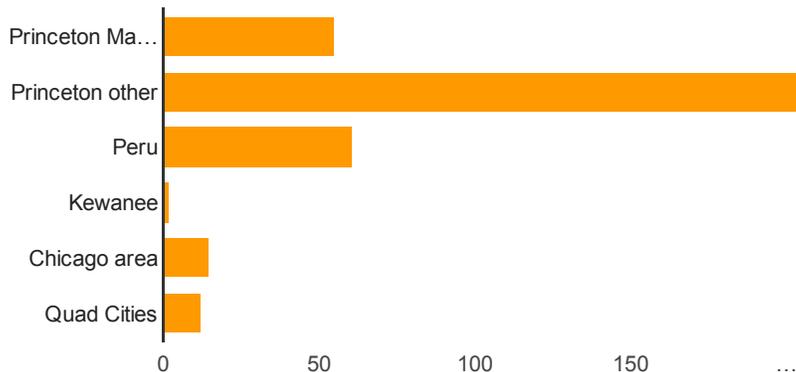
Princeton Main Street	62	14.8%
Princeton other	282	67.1%
Peru	72	17.1%
Kewanee	1	0.2%
Chicago area	2	0.5%
Quad Cities	1	0.2%

**Restaurant dining [6] Where does your household USUALLY acquire these goods or services? ]**



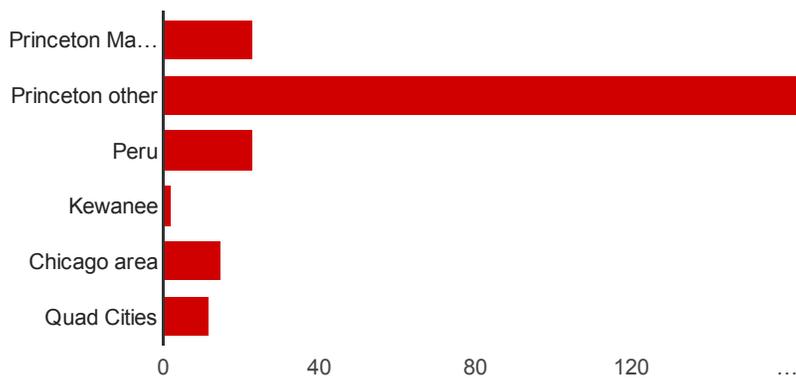
Princeton Main Street	209	48.4%
Princeton other	137	31.7%
Peru	78	18.1%
Kewanee	1	0.2%
Chicago area	5	1.2%
Quad Cities	2	0.5%

**Books/Magazines/Newspapers [6] Where does your household USUALLY acquire these goods or services? ]**



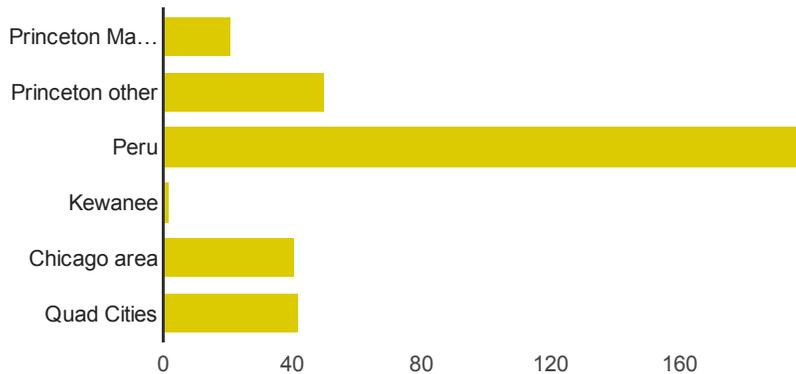
Princeton Main Street	55	15.8%
Princeton other	204	58.5%
Peru	61	17.5%
Kewanee	2	0.6%
Chicago area	15	4.3%
Quad Cities	12	3.4%

**Childrens activities/day care [6] Where does your household USUALLY acquire these goods or services? ]**

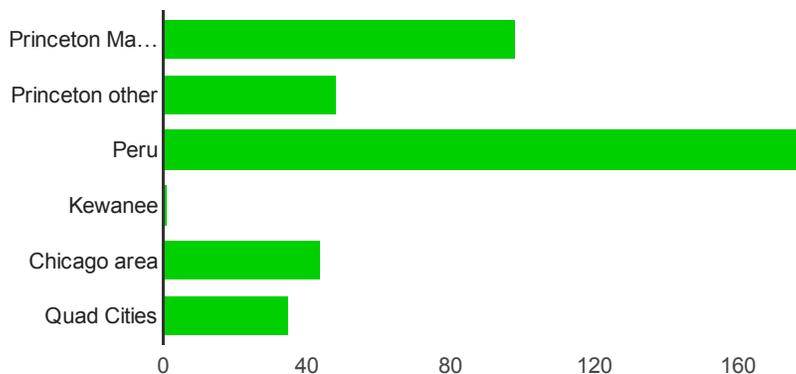


Princeton Main Street	23	9.7%
Princeton other	163	68.5%
Peru	23	9.7%
Kewanee	2	0.8%
Chicago area	15	6.3%
Quad Cities	12	5%

**Clothing Mens [6] Where does your household USUALLY acquire these goods or services? ]**

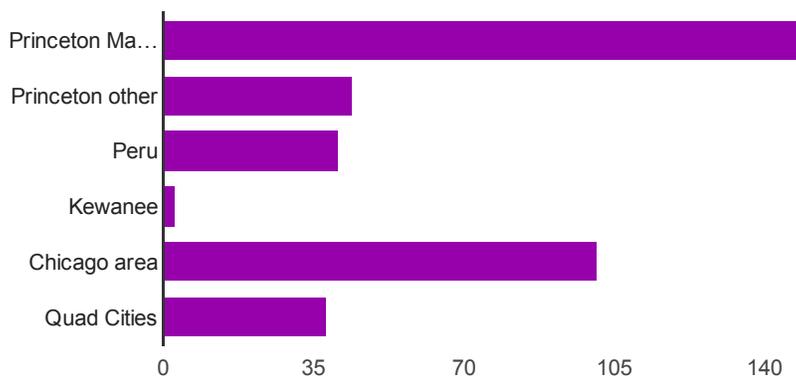


**Clothing Womens [6) Where does your household USUALLY acquire these goods or services? ]**



Princeton Main Street	98	24.3%
Princeton other	48	11.9%
Peru	177	43.9%
Kewanee	1	0.2%
Chicago area	44	10.9%
Quad Cities	35	8.7%

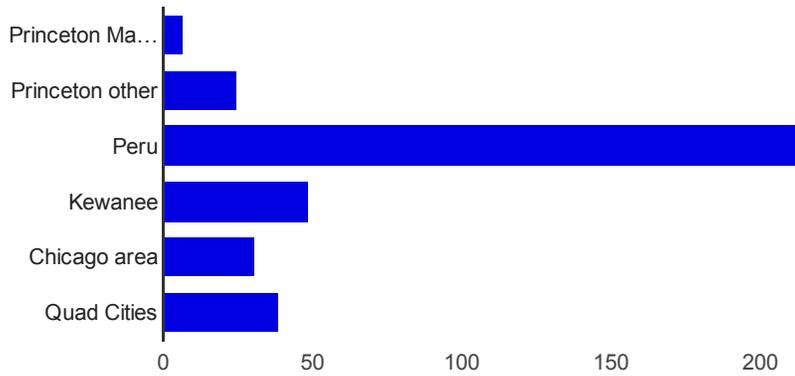
**Cultural events/performances [6) Where does your household USUALLY acquire these goods or services? ]**



Princeton Main Street	148	39.5%
Princeton other	44	11.7%

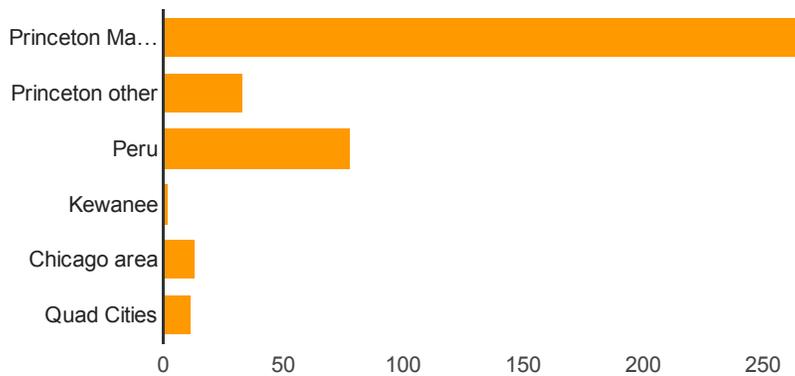
Peru	41	10.9%
Kewanee	3	0.8%
Chicago area	101	26.9%
Quad Cities	38	10.1%

**Furniture [6] Where does your household USUALLY acquire these goods or services? ]**



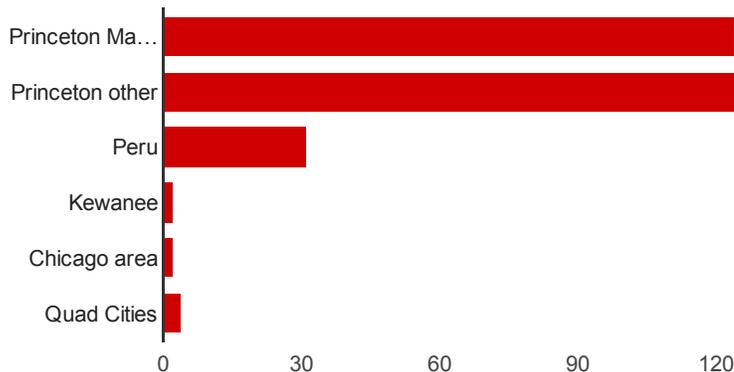
Princeton Main Street	7	1.9%
Princeton other	25	6.9%
Peru	213	58.5%
Kewanee	49	13.5%
Chicago area	31	8.5%
Quad Cities	39	10.7%

**Gift store [6] Where does your household USUALLY acquire these goods or services? ]**



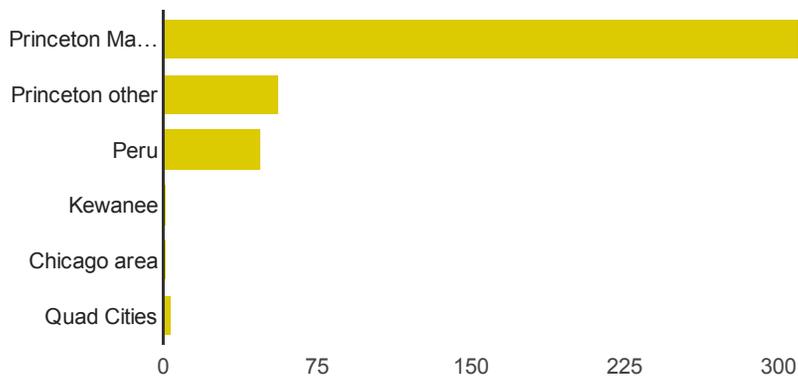
Princeton Main Street	265	65.8%
Princeton other	33	8.2%
Peru	78	19.4%
Kewanee	2	0.5%
Chicago area	13	3.2%
Quad Cities	12	3%

**Gym/health club/yoga studio [6] Where does your household USUALLY acquire these goods or services? ]**



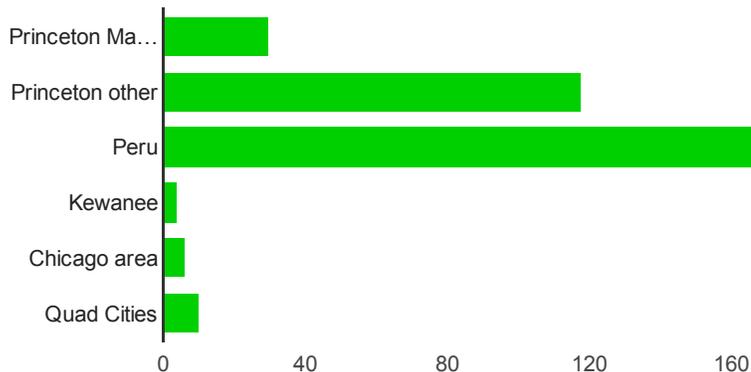
Princeton Main Street	124	41.2%
Princeton other	138	45.8%
Peru	31	10.3%
Kewanee	2	0.7%
Chicago area	2	0.7%
Quad Cities	4	1.3%

**Hardware [6] Where does your household USUALLY acquire these goods or services? ]**

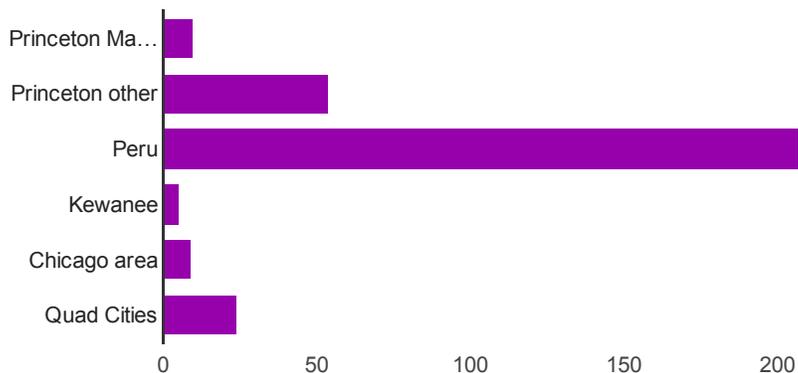


Princeton Main Street	310	73.8%
Princeton other	56	13.3%
Peru	48	11.4%
Kewanee	1	0.2%
Chicago area	1	0.2%
Quad Cities	4	1%

**Office products [6] Where does your household USUALLY acquire these goods or services? ]**

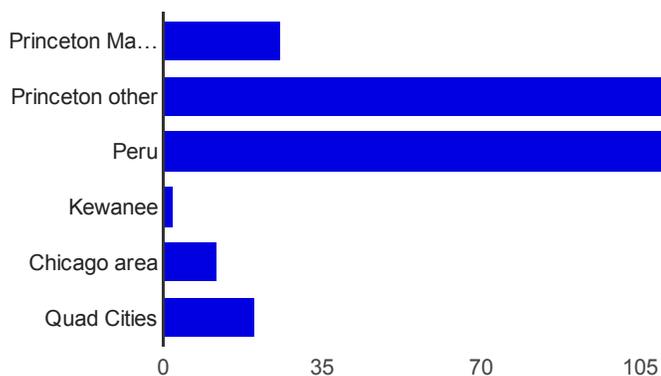


**Sporting equipment [6] Where does your household USUALLY acquire these goods or services? ]**



Princeton Main Street	10	3.2%
Princeton other	54	17.5%
Peru	207	67%
Kewanee	5	1.6%
Chicago area	9	2.9%
Quad Cities	24	7.8%

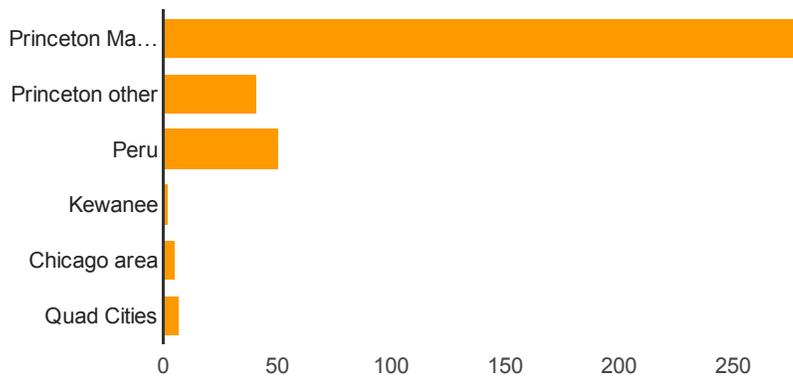
**Toys [6] Where does your household USUALLY acquire these goods or services? ]**



Princeton Main Street	26	8.3%
Princeton other	112	35.9%
Peru	140	44.9%
Kewanee	2	0.6%

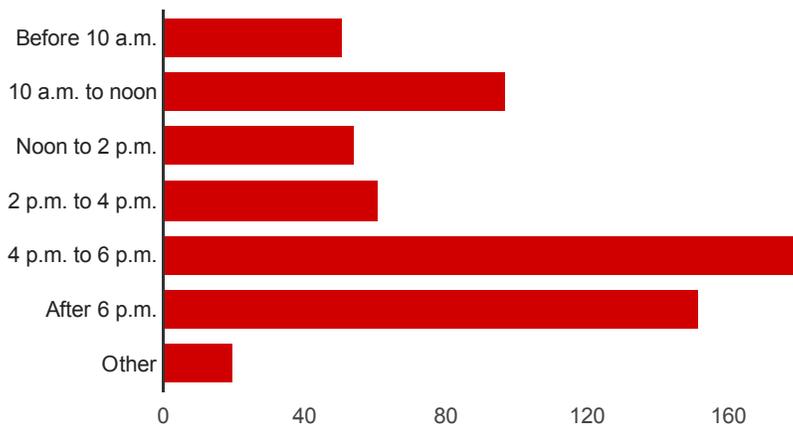
Chicago area	12	3.8%
Quad Cities	20	6.4%

**Movies [6] Where does your household USUALLY acquire these goods or services? ]**



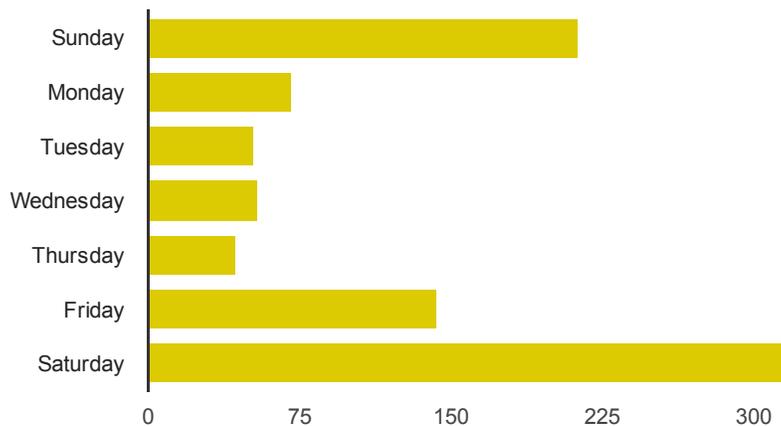
Princeton Main Street	279	72.5%
Princeton other	41	10.6%
Peru	51	13.2%
Kewanee	2	0.5%
Chicago area	5	1.3%
Quad Cities	7	1.8%

**7) What hours are most convenient for you to shop?**



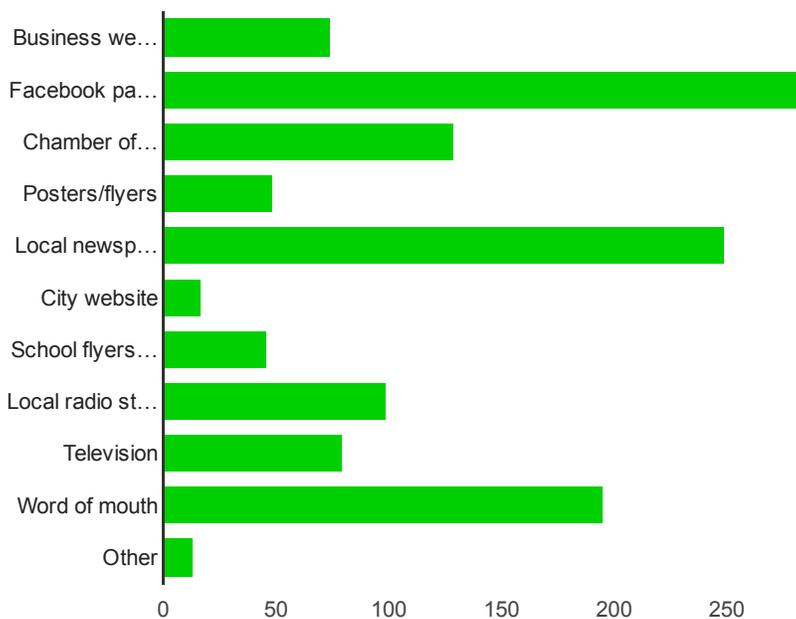
Before 10 a.m.	51	11.5%
10 a.m. to noon	97	21.9%
Noon to 2 p.m.	54	12.2%
2 p.m. to 4 p.m.	61	13.8%
4 p.m. to 6 p.m.	180	40.7%
After 6 p.m.	152	34.4%
Other	20	4.5%

**8) What days are most convenient for your to shop? (Pick two)**



Monday	71	16.1%
Tuesday	52	11.8%
Wednesday	54	12.2%
Thursday	43	9.7%
Friday	143	32.4%
Saturday	315	71.3%

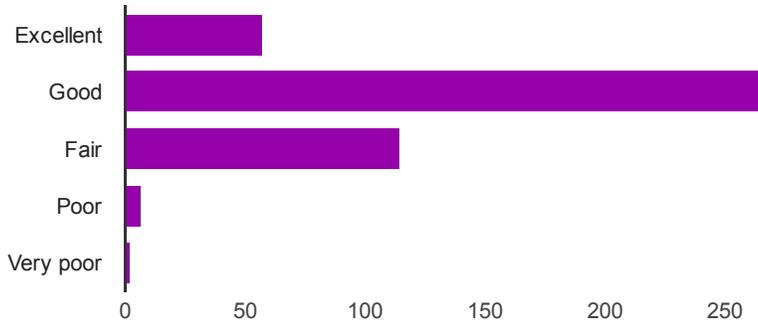
### 9) How do you receive most of your local news and advertisements?



Business websites	74	16.5%
Facebook pages	282	62.9%
Chamber of Commerce website/facebook page	129	28.8%
Posters/flyers	49	10.9%
Local newspaper	249	55.6%
City website	17	3.8%
School flyers, emails, newsletters	46	10.3%
Local radio stations	99	22.1%

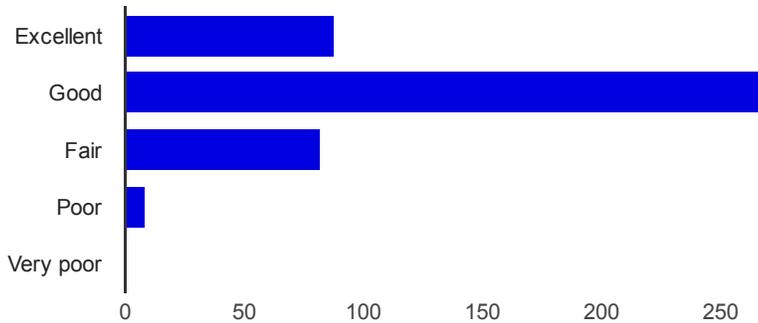
Television	80	17.9%
Word of mouth	195	43.5%
Other	13	2.9%

**Attractiveness [10] Please rate Princeton's Historic Main Street]**



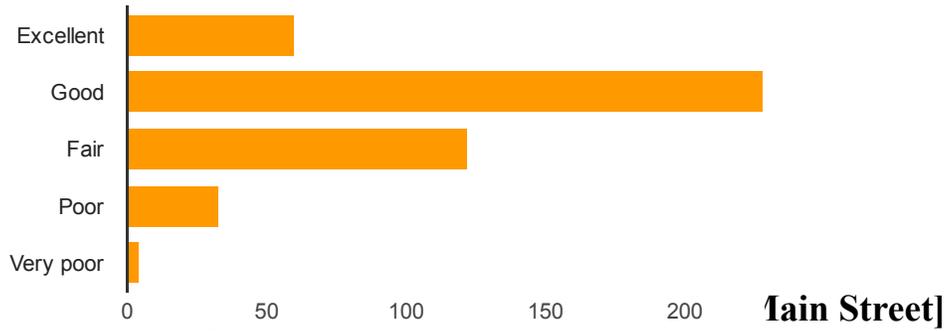
Excellent	57	12.8%
Good	265	59.4%
Fair	115	25.8%
Poor	7	1.6%
Very poor	2	0.4%

**Cleanliness [10] Please rate Princeton's Historic Main Street]**



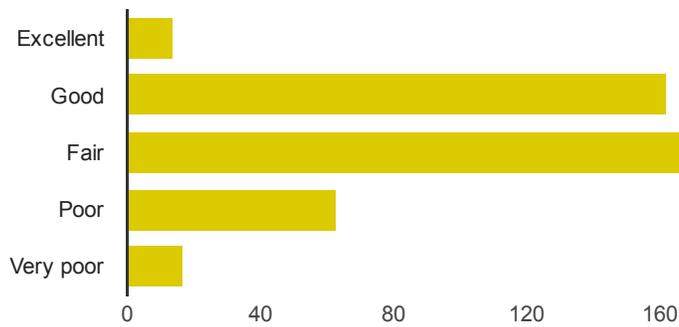
Excellent	88	19.8%
Good	267	60%
Fair	82	18.4%
Poor	8	1.8%
Very poor	0	0%

**Parking convenience [10] Please rate Princeton's Historic Main Street]**



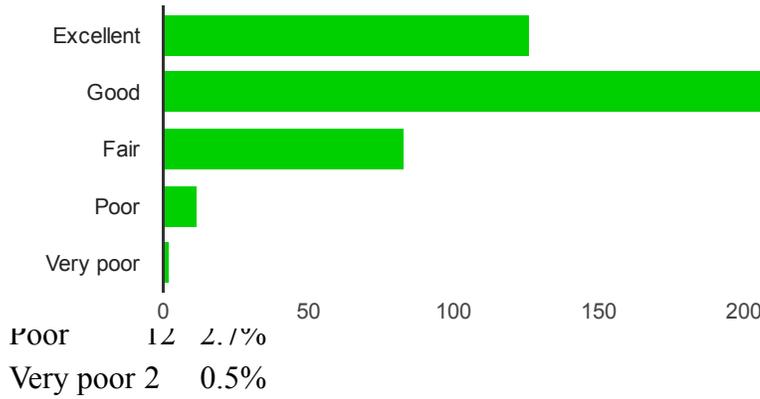
Excellent	50	11.3%
Good	240	54.2%
Fair	113	25.5%
Poor	25	5.6%
Very poor	15	3.4%

**Shopping hours [10] Please rate Princeton's Historic Main Street]**

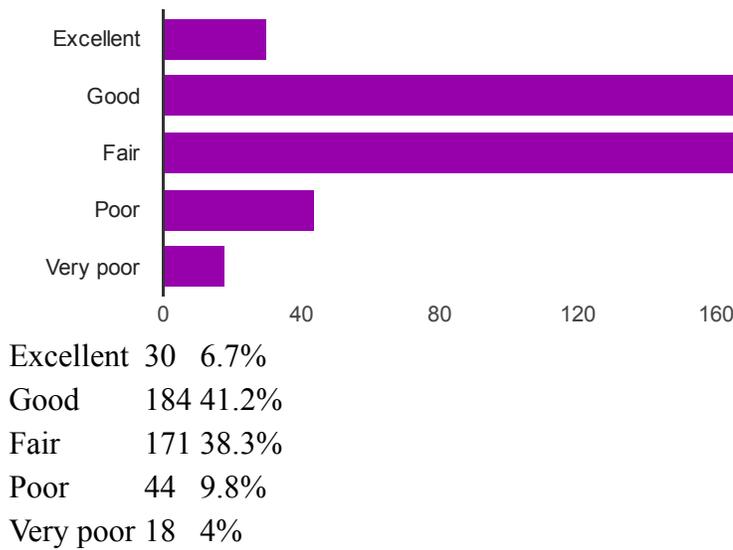


Excellent	14	3.1%
Good	162	36.2%
Fair	191	42.7%
Poor	63	14.1%
Very poor	17	3.8%

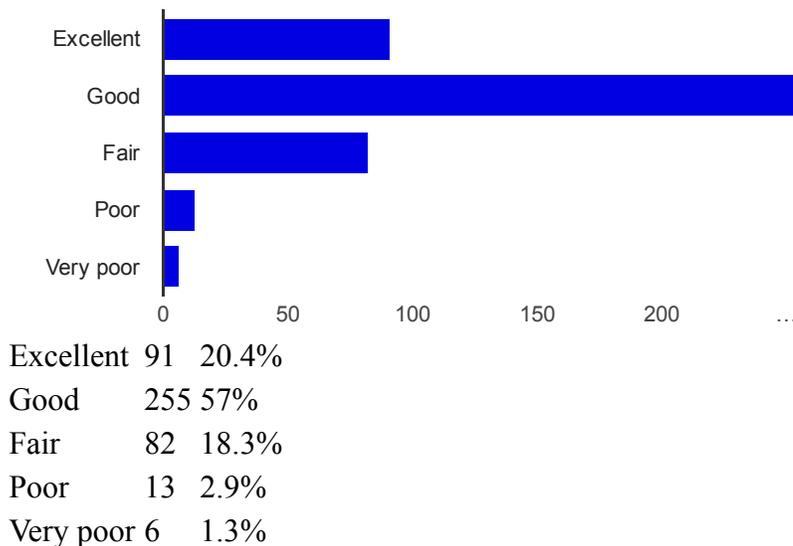
**Friendly sales staff [10] Please rate Princeton's Historic Main Street]**



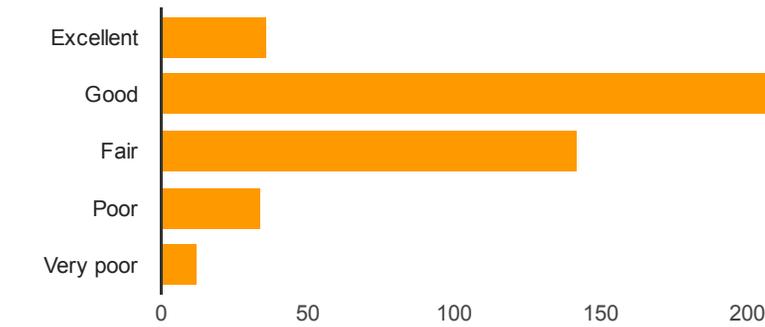
**Variety of goods and services [10] Please rate Princeton's Historic Main Street]**



**Quality of goods and services [10] Please rate Princeton's Historic Main Street]**

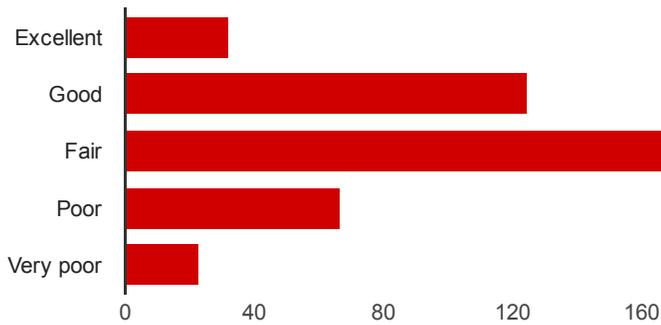


**Cost of goods and services [10] Please rate Princeton's Historic Main Street]**



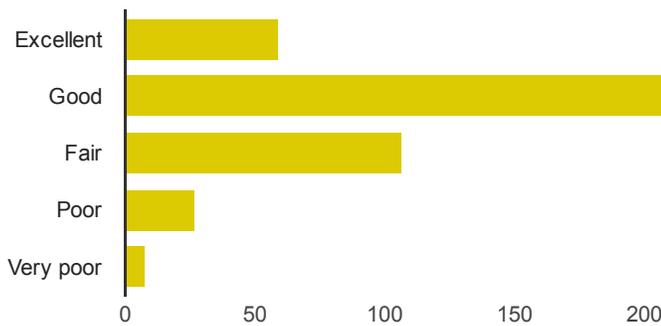
Excellent 36 8.2%  
 Good 217 49.2%  
 Fair 142 32.2%  
 Poor 34 7.7%  
 Very poor 12 2.7%

**Variety of restaurants [10) Please rate Princeton's Historic Main Street]**



Excellent 32 7.2%  
 Good 125 28.2%  
 Fair 197 44.4%  
 Poor 67 15.1%  
 Very poor 23 5.2%

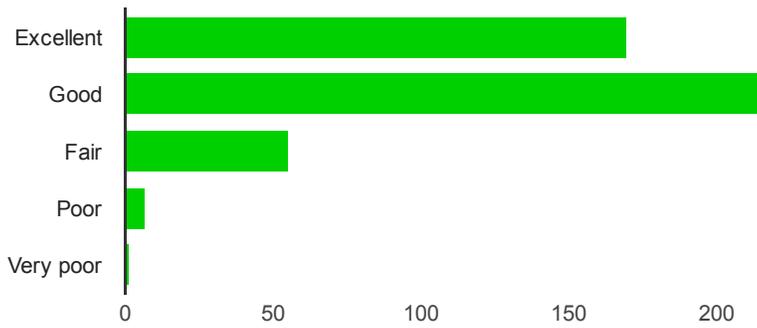
**Quality of restaurants [10) Please rate Princeton's Historic Main Street]**



Excellent 59 13.2%  
 Good 245 54.9%  
 Fair 107 24%  
 Poor 27 6.1%

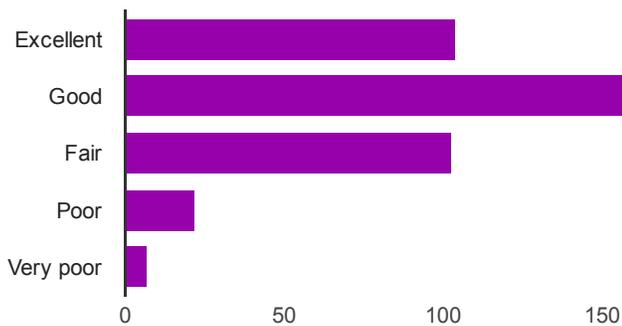
Very poor 8 1.8%

**Safety [10] Please rate Princeton's Historic Main Street]**



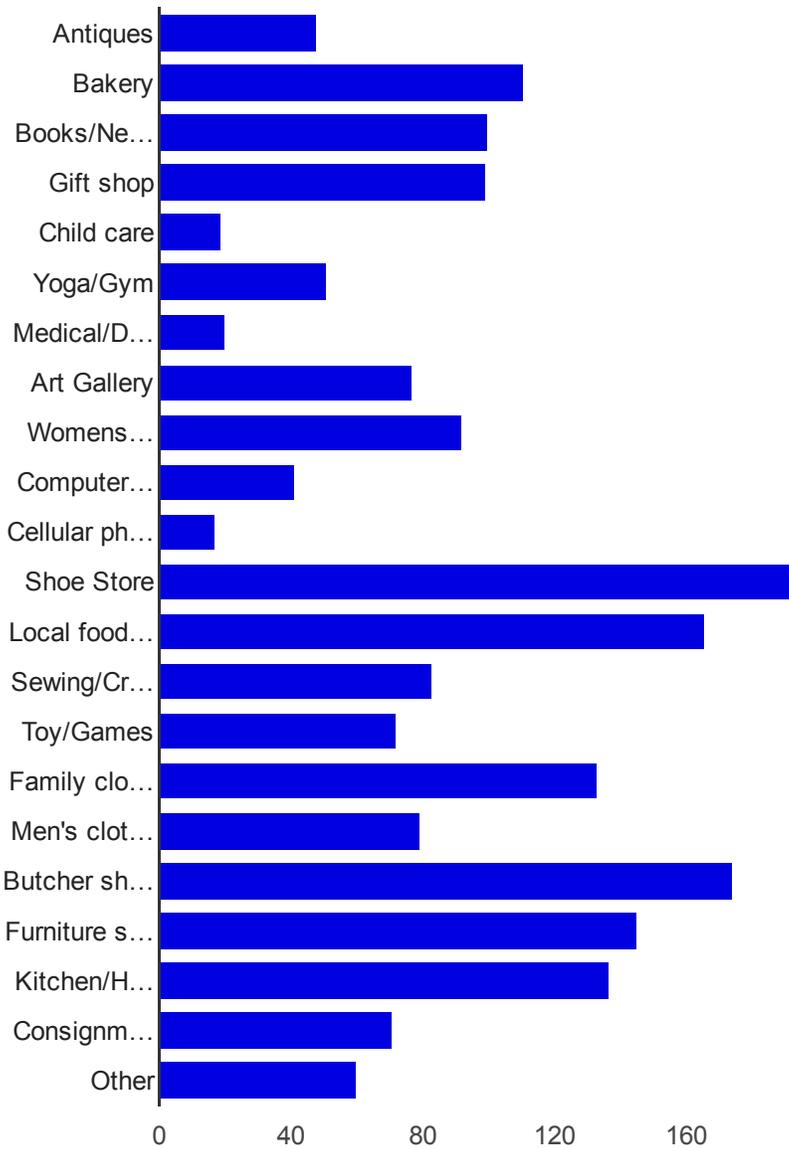
Excellent 170 37.9%  
 Good 215 48%  
 Fair 55 12.3%  
 Poor 7 1.6%  
 Very poor 1 0.2%

**Promotions and special events [10] Please rate Princeton's Historic Main Street]**



Excellent 104 23.9%  
 Good 200 45.9%  
 Fair 103 23.6%  
 Poor 22 5%  
 Very poor 7 1.6%

**11) What additional businesses would you most like to see on Princeton's Historic Main Street?**



Womens Clothing Boutique	92	21.2%
Computer store	41	9.5%
Cellular phone store	17	3.9%
Shoe Store	193	44.6%
Local foods/health food	166	38.3%
Sewing/Crafts	83	19.2%
Toy/Games	72	16.6%
Family clothing	133	30.7%
Men's clothing	79	18.2%
Butcher shop	174	40.2%
Furniture store	145	33.5%
Kitchen/Home	137	31.6%

Consignment store	71	16.4%
Other	60	13.9%

## 12) Name two businesses you would like to see come to Princeton (type of business or specific chain)

Aldi  
 Aldi's. restaurants  
 Olive Garden, Aldi  
 Splash pad  
 Aldis  
 Starbucks  
 Joann Fabrics  
 Furniture and home decor stores, affordable kids clothing, splash pad  
 Target Big Lots  
 No more banks or loan offices  
 Mens clothing store and children activities  
 A Family Clothing Store like the old Spurgeon's. A restaurant like Applebee's or Olive Garden  
 Cabela's and Outback  
 Brew Pub/Restaurant, Bike Service  
 Target HyVee Starbucks  
 Book store & local foods/goods cooperative  
 Furniture, Fine Dining  
 Applebees or a type of grill/pub or any type of restaurant with entertainment for kids like a Chuck E. Cheese.  
 Aldi and microbrewery  
 BICYCLE SHOP, VINTAGE CLOTHING STORE  
 art gallery, independent book store  
 Higher end restaurants  
 Quality hotel and lumber yard that's open on sundays  
 bike shop & purveyor of craft beer on tap  
 Craft / Home Decor ( like Hobby Lobby ) Book Store / Magazine / Coffee shop /Gifts  
 Chipotle/restaurant. Bike shop  
 Music shops, chipotle or any grab and go type of cafe/restaurant  
 Buffalo Wild Wings, hyvee  
 Two more restaurants and wine store  
 Furniture and home accessories troon golf  
 Aldi, Farm & Fleet  
 Aldi's, Chic filet  
 Starbucks & Moes Southwest Grill  
 La Gondola (owners are in Kewanee), and Panera Bread  
 Jimmy John's, Delicatessen  
 Brewery, Bed and Breakfast  
 Bounce house place, chain restaurant  
 Brewery/Restaurant, Asian Restaurant other than Chinese  
 Bakery Home Accessories Furniture  
 Interesting tea room, quality boutique hotel, bistro  
 Nicer restaurant. Furniture. Shoe  
 Winery, Department Store  
 South End grocery store and office supply  
 Fine dining micro brewery  
 Thai restaurant and food trucks  
 Aldi Home Goods  
 Art Supply and Maker's Space

Aldi and hardies

Starbucks. Lowes

Aside from what I've noted in #11, I don't have anything specific. My shopping needs tend to be on the esoteric side and probably wouldn't support a full-time storefront business (I do a lot of my shopping online). However, the businesses I do support are the ones that offer a sense of community beyond the actual goods or services-- restaurants that know me as a regular (and where I have conversations and exchanges with the staff), places that fully engage in a lifestyle, like Austen-Parker, or go beyond with activities and events as Green River Books did when it was here. Also, at this stage in my life (mid-50s), I'm not acquiring "stuff" (actually need to deaccession "stuff"!), so I'm looking for experiences/quality consumables more than I'm looking for merchandise.

Panera Bread, Cracker Barrell

Panera- type restaurant

department store.... home improvement store

ALDI, Sherman's

Brewery/Resteraunt

Old navy quality chain restaurant

Starbucks / Dunkin Donuts

Grocery or butcher shop or deli

sporting goods, furniture

Microbrew, bikeshop/outdoor sporting

Chipotle, affordable children's clothing and shoes

Family entertainment businesses.

More art galleries.

Aldi and factories!

Dunham's Sports and ALDI

something for teens to do example: skating rink, arcade. Gordmons

Cracker barrel

Outback steakhouse, hobbytown usa

Food related store and another restaraunt

Microbrewery and hot dog place

Another KFC ineith a long John silvers or aw root beer with long John silvers maybe a checkers

Coffee shop/bakery, frozen yogurt

Arthur's Garden Deli. Cracker Barrel

Long John Silvers/ Taco Bell

Hot Dog joint. Vienna dogs. Chicago style

Costco. Taco Bell

Businesses that bring in jobs. I'm not talking two or three positions I'm talking hundreds of positions.

Better restaurant....olive garden, five guys, golden coral, cracker barrel

A bakery like the old Snow White Bakery & a brewery

Walgreens

Buffalo Wild Wings , applebees

Applebee's Buffalo Wild Wings

Aldis and Amazon

Roller skating & red robin

Chilis Restaurant or similar sports bar chain like TGIFridays

Trader Joe's

Micro brewery , Walgreens

Coffee shop and art gallery

Restaurant like Olive Garden with good wine/drink selection, microbrewery

Maurices Breedloves

Outdoor sporting goods, and a car hop burger joint like we had.

Hyvee, Aldi

Aldi, Costco

Chipolte Home Goods

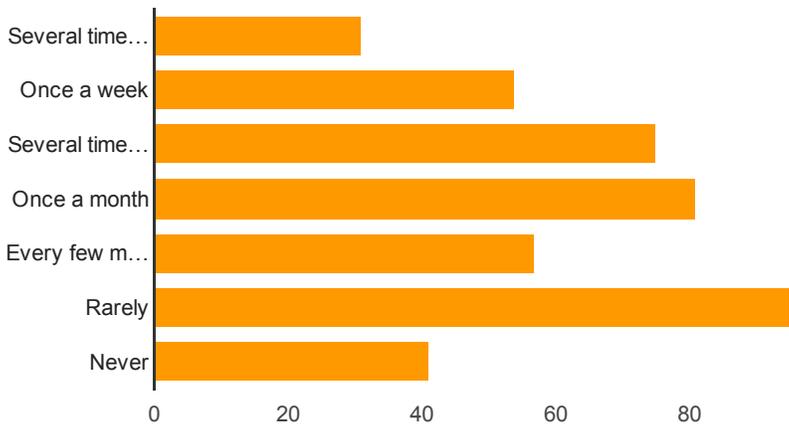
Shopping outlets chain, something that would draw people here from other communities. Texas Roadhouse.

Trader Joe's, second story condos or hotel  
 Music/entertainment  
 Trader Joes and Pilates/Yoga studio for kids and adults  
 Walgreens, Chain restaurants  
 Microbrewery and grocery on southeast side  
 Locally owned boutique specialty stores- Gifts, women's clothing, BBQ store with sauces and seasonings, candy and gift basket shop.  
 children's gift shop, ice cream/candy parlor  
 Bookstore, Fabric & craft store like Joann's  
 Walgreens & Applebee type restaurant  
 Good Italian restaurant like Verucchi's or Garzanelli's ; Portillos or GOOD Italian Beef chain  
 Olive Garden & Arbys  
 Local foods market (ie Bushel and Peck beloit, wi), laser tag  
 Old Navy and a restaurant like Chili's, Portillos,  
 german restaurant, used bookstore  
 mini golf/batting cages type business, just another restaurant not pizza/Chinese  
 Taco Bell Gordmans Jersey Mikes  
 Micro-brewery, coffee shop  
 Portillos, Fazolis,  
 Aldis. Barnes and noble/bookstore  
 Dollar tree, Taco Bell  
 Home Decor  
 1. A Starbucks or something like it that sells national newspapers. Driving to Peru for those is a pain. 2. A gas station on the south end of town. Residents and through-drivers over there are out of luck while drivers around the interstate have more gas stations than they know what to do with.  
 Trader Joe's, sprouts or comparable; and organic cafe with vegetable-centric, fresh entrees  
 Starbucks and  
 Brewery, trader joe's  
 Sport goods. Restaurant  
 Grocery store other than Walmart!  
 Chicos and Barnes & Noble  
 bookstore, crafts  
 Starbucks  
 Grocery/convenience store in south east part of town.  
 Gordman's or Dollar Tree Children's Museum  
 Aldi's. Bike store.  
 Kohls. Target. Consignment.  
 Hot dog place, Portillo  
 Home Depot  
 Panera, Trader Joe's  
 Something not fast food or pizza! Italian food, La Gondolas, olive garden, sonic, checkers  
 Health food store, children's museum  
 Microbrewery/restaurant, Save a Lot or Aldi  
 Taco Bell & Arcade (like 2nd Story)  
 Seafood  
 Portillo's Camping/hiking/outdoors  
 Furniture Store, Small Grocery/butcher/Deli, I think the older generation misses Ben Franklin too, so maybe a small general store. Sorry--that's three.  
 Jimmy Johns and At&t  
 Costco and CVS  
 Portillos Walgreens or CVS  
 Good restaurant and something for kids  
 24 hour child care services  
 All day child daycare, Noodles & Company

restaurants: PF Chang or Season's 52 but I know we are too small : Nordstrom's outlet store or other men and woman's quality outlet store  
ALDI grocery Italian restaurant  
Glik's, Einstein's Bagels  
Frozen yogurt and panara bread  
Aldis, Save-a-lot  
Trader Joe's. Chipotle or Spring Greens  
Cosco aldi  
Cracker Barrel. Farm and fleet  
Dollar tree and Costco and aldil  
Cheap Grocery (like Aldi or SaveALot), Taco Bell, Microbrewery  
Trader Joes/Aldi's and a indoor climbing gym  
Sewing and Knitting. BookStore  
Taco bell (bring back) and a jumpolene place for kids  
Gift store and more restaurants  
Arthur's deli and jimmy johns  
Taco Bell. Jimmy Johns  
industrial, men& womens clothing and apparell  
Top notch restaurant Department store  
Clothing, Grocery  
Children's activity store and microbrewery  
Walgreens  
Hyvee or Kroger  
Menards and/or more hardware stores  
Sporting Goods with reasonable prices. Groceries with below gas station prices.  
Golden Corral, candy store  
Hy Vee , Chilies Restaurant  
More big name fast food businesses  
Chipolte Mexican Grill, Panera Bread  
Small grocery store/butcher shop, starbucks  
aldi and sporting good store  
Long John Silver, chucky cheese  
Taco Bell, Dress Barn  
Starbucks, Hyvee  
a small hobbies and craft store, a book store  
Jimmy Johns & Brewery  
Panera  
HyVee, Carmikr Cinemas  
Applebees & winery  
Gourmet foods. How about Hooter's? Laugh... it would generate a lot of income  
Taco Bell and a brewery  
Target, Aldis  
Large health foods store, Aldi  
Furniture Store, Long John Silvers/KFC  
Arthur's Garden Deli, Book Store  
Affordable clothing store with Maternity. Restaurant (fast, not "fast food", like Jimmy Johns or Chipolte.  
Cracker barrel, Portillos  
Olive Garden, Texas Road House etc  
Aldi's  
Walgreens and TJ Maxx stores  
Taco Bell/KFC combo and bring back a craft store. Yarns and needles art and office supplies all together  
Brewery and Food Coop  
Save-A-Lot - Aldi - Recreation business (skating rink, indoor paintball)  
Steak and Shake and a pet shop.

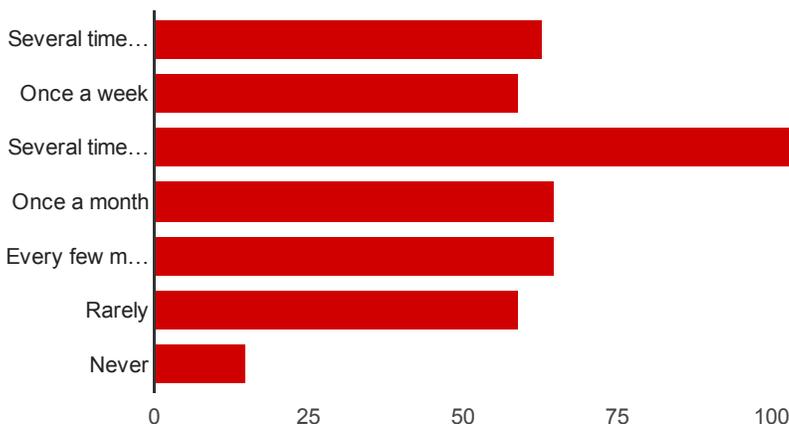
Massage parlor. Another Casey's  
 Old Navy, TJ Max  
 Chipotle and Dunkin' Donuts

**Breakfast [13] How often do you eat out in Princeton's Historic Main Street? (Please check one answer for each meal) ]**



Several times a week	31	7.1%
Once a week	54	12.4%
Several times a month	75	17.3%
Once a month	81	18.7%
Every few months	57	13.1%
Rarely	95	21.9%
Never	41	9.4%

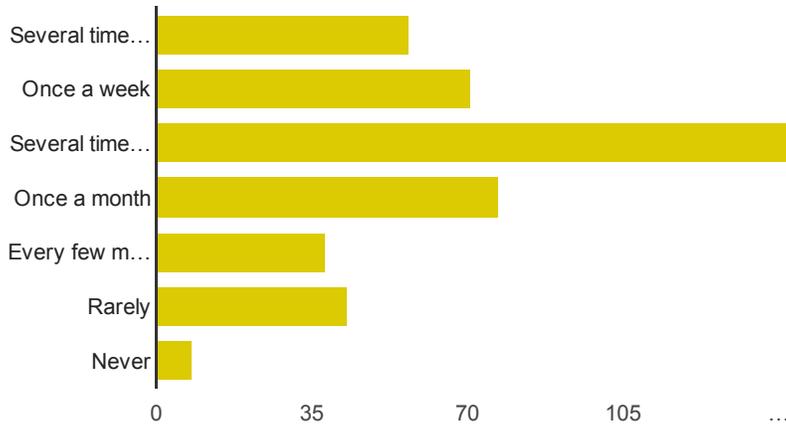
**Lunch [13] How often do you eat out in Princeton's Historic Main Street? (Please check one answer for each meal) ]**



Several times a week	63	14.7%
Once a week	59	13.8%
Several times a month	103	24%
Once a month	65	15.2%
Every few months	65	15.2%

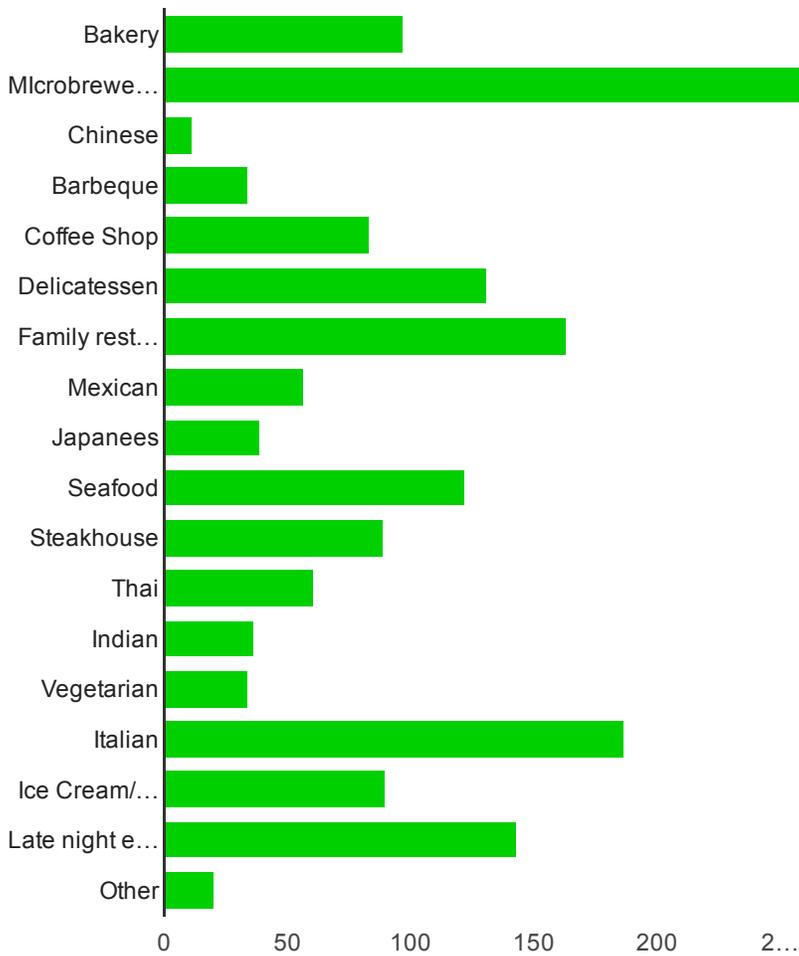
Rarely	59	13.8%
Never	15	3.5%

**Dinner [13] How often do you eat out in Princeton's Historic Main Street? (Please check one answer for each meal) ]**



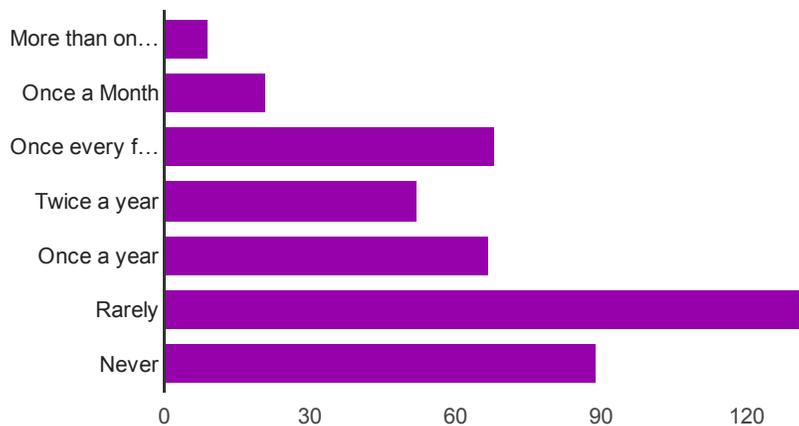
Several times a week	57	13%
Once a week	71	16.2%
Several times a month	143	32.7%
Once a month	77	17.6%
Every few months	38	8.7%
Rarely	43	9.8%
Never	8	1.8%

**14) What types of restaurants would you like to see more of on Princeton's Historic Main Street**



Other 20 4.5%

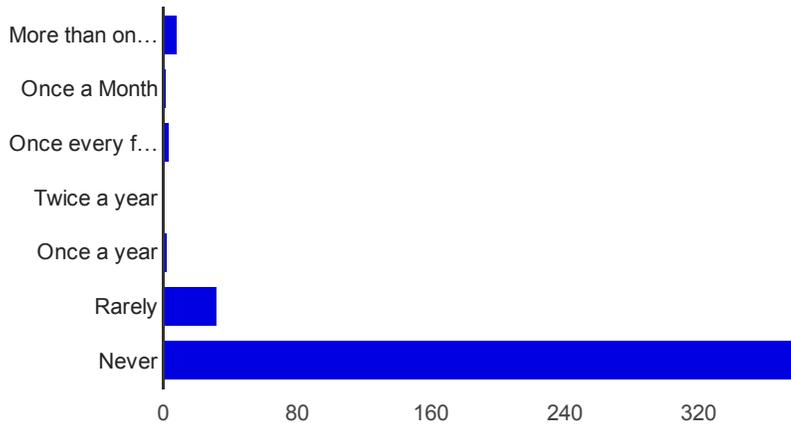
**Take Amtrak to/from Princeton [15] How often do you...**



More than once a month 9 2.1%  
 Once a Month 21 4.8%  
 Once every few months 68 15.6%

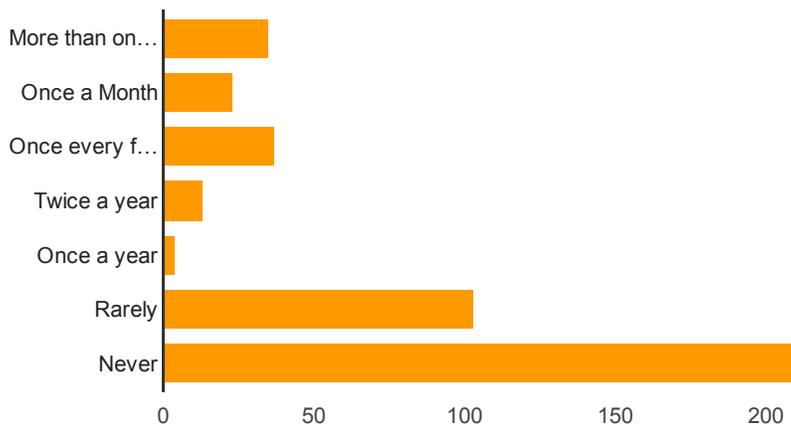
Twice a year	52	11.9%
Once a year	67	15.3%
Rarely	131	30%
Never	89	20.4%

**Ride the BPART bus? [15] How often do you...**



More than once a month	8	1.9%
Once a Month	1	0.2%
Once every few months	4	0.9%
Twice a year	0	0%
Once a year	2	0.5%
Rarely	32	7.5%
Never	380	89%

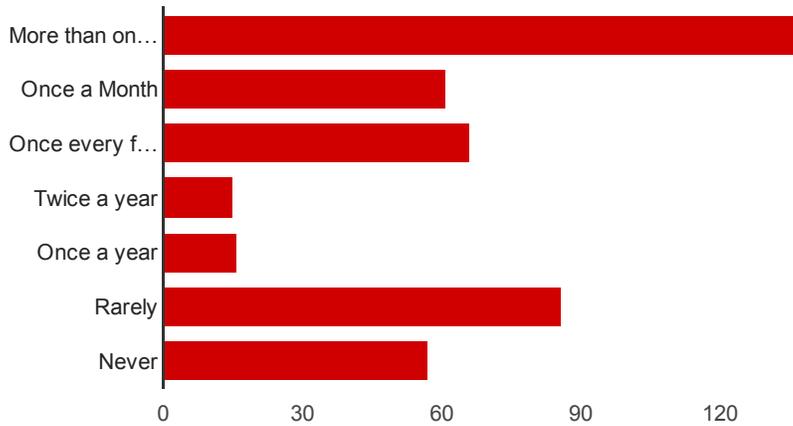
**Bicycle along Main Street [15] How often do you...**



More than once a month	35	8.2%
Once a Month	23	5.4%
Once every few months	37	8.7%
Twice a year	13	3.1%
Once a year	4	0.9%
Rarely	103	24.2%
Never	200	47.6%

Never 211 49.5%

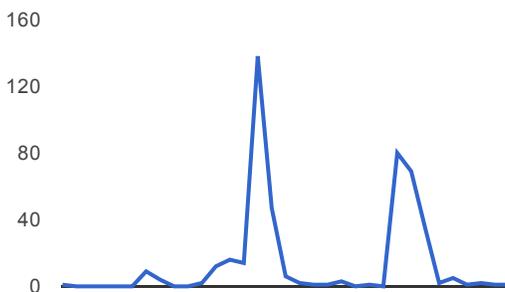
### Walk to or from Main Street (for dining, shopping, entertainment) [15] How often do you...]



More than once a month	137	31.3%
Once a Month	61	13.9%
Once every few months	66	15.1%
Twice a year	15	3.4%
Once a year	16	3.7%
Rarely	86	19.6%
Never	57	13%

## Thank You!

### Number of daily responses



Date	Count
October 6, 2016	9
October 7, 2016	4
October 10, 2016	2
October 11, 2016	12
October 12, 2016	16
October 13, 2016	14
October 14, 2016	138
October 15, 2016	47

<b>Date</b>	<b>Count</b>
October 16, 2016	6
October 17, 2016	2
October 18, 2016	1
October 20, 2016	3
October 22, 2016	1
October 24, 2016	80
October 25, 2016	69
October 26, 2016	35
October 27, 2016	2
October 28, 2016	5
October 30, 2016	2
November 1, 2016	1