

## Text Analysis of Open-Ended Responses to Identify Common Words and Phrases

7. Which store(s) and type(s) of retail business(es) would you most like to see in downtown San Mateo? (open-ended) [Download](#)

	Response Count
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Showing 25 Most Important Words and Phrases

Apple Books Bookstore Boutiques Clothing  
Stores Crate Barrel Dollar DSW Galleries Gap Gifts  
H&M High Quality Mateo Place Restaurants Restaurants  
Retail Shop Size Specialty Foods Sporting Target Upscale  
Urban Outfitters Women's Clothing

answered question	115
skipped question	62

8. What is the biggest reason to shop in downtown San Mateo? (open-ended) [Download](#)

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Showing 24 Most Important Words and Phrases

Atmosphere Close to Home Close to Work  
Convenience Convience Food Live Local Economy  
Location Money Nearby Nice Environment Places Proximity  
Reason Restaurants Selections Shopping Stores  
Street Support Local Businesses Talbots Town  
Walk Walkable

answered question	150
skipped question	27

9. What is the biggest obstacle to shop in downtown San Mateo? (open-ended)

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Showing 23 Most Important Words and Phrases

Anchor Business Choices Clothing Stores Expensive  
Good Stores Hard Interesting Kind of Stores Live Lunch  
Malls Mix Options Parking Reasonable Prices  
Restaurants Retail Selection Shops Street  
Traffic Types of Stores Variety

answered question

151

skipped question

26

10. What one way could downtown San Mateo improve as a retail shopping destination? (open-ended)

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Showing 25 Most Important Words and Phrases

Anchor Stores Appeal Attract Big Box Bigger  
Boutiques Brand Stores Business Chains  
Clothing Stores Green Space Interesting Stores Mall  
Parking Plan Problem Question Restaurants Restaurants  
Retail Selection Shops Storefronts Traffic Variety  
Women's Clothing

answered question

133

skipped question

44

11. Please list any additional comments or ideas you would like to share about retail shopping in downtown San Mateo. (open-ended)

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Showing 15 Most Important Words and Phrases

Burlingame **Downtown** Events Friendly Hotel  
Improvements **Mateo** Parking Restaurants Seating  
**Shops** Sidewalks **Stores** Street Think Variety

answered question

62

skipped question

115