

Resident Survey Supplement

INSTRUCTIONS:

1. Please read each question carefully. Some questions require you to choose only one answer but others allow for two or more answers. **IMPORTANT!** If you mark more answers than allowed, none of your answers to that question will be counted.
2. Please use a #2 pencil or a black pen. We are having answers tallied using computer software.
3. Please completely fill in marks like this: ● NOT like this ○ or ⊗
4. If you make a mistake, draw an X through the incorrect answer like this ⊗ and then fill in your new answer like this: ●
5. Please do not add additional folds to the survey and avoid any stray marks that may interfere with scanning.

WHY DID WE ASK THAT QUESTION?

WHEN, WHERE AND WHY YOU SHOP

Downtown businesses thinking about expanding their hours want to know what times are best.

1. Downtown businesses want to be open when most residents typically shop.
2. Downtown businesses thinking about expanding their hours want to know what times are best.
3. Downtown restaurants planning their seating and menus want to know how often residents eat out and for which meals.
4. Downtown restaurants planning their seating also want to know if residents are eating out nearby.
5. Downtown restaurants balancing meal quality and price want to know what the local price point is for meals.
6. We want to know what restaurants or types of cuisine might be good to recruit.
7. We want to know the potential for having (or keeping) a theater downtown.
8. We want to learn more about the residents who do and do not attend our downtown events.
9. We want to know what brings local residents downtown and how often because we want to bring them downtown more often.
10. We want to know as much as possible about what brings local residents downtown because we want to bring them downtown as much as possible.
11. We want to make sure that parking is convenient so residents shop downtown.
12. We really want to make sure that parking is convenient so residents shop downtown.
13. How far residents live from downtown may influence how often they come downtown.
14. How far residents commute to work may influence how often you come downtown.
15. We want to know the impact of commuting on where you shop.
16. Downtown businesses want to know their competition so they can work to keep local business.
17. Downtown businesses want to know what residents think their competitors do better so they can work to earn local business.

Downtown businesses want to know their competition so they can work to keep local business.

We want to know what businesses might be good to recruit.

WHAT YOU WANT

18. We want know if residents are interested in businesses on our wish list.
19. We want to know what businesses might be good to recruit.
20. We want to know what other development projects residents support so we can begin planning future projects.
21. We want to know how many residents have experience living downtown because they may be more likely to live downtown again.
22. We want to know how many residents are interested in living downtown so we know if we need to plan more downtown housing.
23. If we plan more downtown housing, we will want to know the type of downtown housing residents prefer.
24. If we plan more downtown housing, we will also want to know the housing ownership arrangement residents prefer.
25. Housing developers will want to know the preferred size of housing.
26. Housing developers will also want to know the demand for housing features.

MARKET AND MARKETING DATA

We want to make sure that our survey sample is representative of the local population.

27. to 34. We want to know whether the residents who take our survey are representative of the local community.
35. Knowing local residents' leisure activities will help us recruit business that support those activities and will help us plan recreational facilities.
36. Knowing local residents' reading habits will give us some ideas about what products downtown businesses might want to carry.
37. We want to know where local residents get their information so that we know where to post announcements and where to advertise.
38. We want to help local residents start downtown's next great businesses.
39. We want to know more about what residents think about downtown and the community so we can make both better.

ANSWERS TO FREQUENTLY ASKED QUESTIONS:

- ✓ **Why should I fill out this survey?** Whether you are a longtime resident, or are recently moved to the area, you have shopping and service needs. We want to revitalize our downtown with your needs in mind.
- ✓ **Do I have to fill in all the questions?** The more information you provide, the more accurate and useful our analysis will be. All information you provide is valuable.
- ✓ **What do I do with my survey once it's completed?** Please keep this cover letter for your records. Put page 1 to 8 in order, then fold in half and tape shut with the "BUSINESS REPLY MAIL" showing. Bring the completed survey to one of the following places: Main Street Office, Business A, Business B or it may be mailed to the Main Street Office.
- ✓ **What is the deadline?** [enter date]

SPECIAL NOTE:

This survey is based on a standardized survey developed by the Wisconsin Main Street Program that will allow us to compare consumer attitudes and preferences in our community with other communities across the United States.