

LETTERHEAD

NOTE: Highlighted sections need to be customized to local community

[enter today's date]

Dear City X Area Consumer:

This is an exciting time for the City X area. Many of you know that we became part of the Wisconsin Main Street Program in [enter year]. The mission for our Main Street Program is, "[enter mission]". That's where we need your help.

The following pages provide an opportunity for you to tell us where you shop and why. It is an anonymous survey, so please feel free to be direct. We will have the survey results analyzed and use the information as the cornerstone of our marketing plan.

We appreciate your time and look forward to your responses. Key findings will be reported to the public as soon as they are available. If you have additional questions, feel free to call the Main Street office at ###-####.

Thanks again.

Jane or John Doe

City X Main Street Manager

WHEN, WHERE AND WHY YOU SHOP

1. When do you typically shop for non-grocery items?

(● mark up to SEVEN times total for the week)

	Before 11:00 a.m.	11:00 a.m.- 2:00 p.m.	2:00 p.m.- 5:00 p.m.	After 5:00 p.m.
Monday	(A)	(B)	(C)	(D)
Tuesday	(E)	(F)	(G)	(H)
Wednesday	(I)	(J)	(K)	(L)
Thursday	(M)	(N)	(O)	(P)
Friday	(Q)	(R)	(S)	(T)
Saturday	(U)	(V)	(W)	(X)
Sunday	(Y)	(Z)	(1)	(2)

2. During which of the following extended hours are you currently most likely to shop for non-grocery items?

(● mark ONE)

- (A) Monday after 7:00 p.m.
- (B) Tuesday after 7:00 p.m.
- (C) Wednesday after 7:00 p.m.
- (D) Thursday after 7:00 p.m.
- (E) Friday after 7:00 p.m.
- (F) Sunday afternoon
- (G) Other _____

3. How often do you eat out...

(● mark ONE answer for each question)

	5 or more times a week	2-4 times a week	Once a week	Once a month	Once every few months	Never
...for breakfast?.....	(A)	(B)	(C)	(D)	(E)	(F)
...for lunch?.....	(A)	(B)	(C)	(D)	(E)	(F)
...for supper?.....	(A)	(B)	(C)	(D)	(E)	(F)

4. How often do you eat out...

(● mark ONE)

	5 or more times a week	2-4 times a week	Once a week	Once a month	Once every few months	Never
...during business travel (>60 miles from your office)?....	(A)	(B)	(C)	(D)	(E)	(F)

5. How often do you eat supper out where each meal costs...

(● mark ONE answer for each question)

	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?.....	(A)	(B)	(C)	(D)	(E)	(F)
...from \$5 to \$9.99 per person?.....	(A)	(B)	(C)	(D)	(E)	(F)
...from \$10 to \$14.99 per person?.....	(A)	(B)	(C)	(D)	(E)	(F)
...\$15 or more per person?.....	(A)	(B)	(C)	(D)	(E)	(F)

6. What two restaurants or types of cuisine would you most like to see come to downtown City X?

a. _____ b. _____

7. How often do you do the following?

(● mark ONE answer for each)

	More than once a week	Once a week	Twice a month	Once a month	Once every few months	Never
Watch movies at a theater.....	(A)	(B)	(C)	(D)	(E)	(F)
Rent movies from a store to watch at home.....	(A)	(B)	(C)	(D)	(E)	(F)

8. Which of the following events did you attend in the last 12 months? (● mark ALL that apply)

- (A) Event A
- (D) Event D
- (G) Event G
- (J) Event J
- (B) Event B
- (E) Event E
- (H) Event H
- (K) Event K
- (C) Event C
- (F) Event F
- (I) Event I
- (L) Other _____

9. How often do you come to downtown City X for the following? (● mark ONE answer for each)

	5 or more times a week	2-4 times a week	Once a week	Once a month	Once every few months	Never
Non-grocery retail shopping.....	(A)	(B)	(C)	(D)	(E)	(F)
Eating out.....	(A)	(B)	(C)	(D)	(E)	(F)
Personal care or professional services.....	(A)	(B)	(C)	(D)	(E)	(F)
Work.....	(A)	(B)	(C)	(D)	(E)	(F)
Passing through on your way to someplace else.....	(A)	(B)	(C)	(D)	(E)	(F)

10. What are the two biggest non-work reasons for you to stop downtown? (i.e. specific establishment, attraction or activity)

a. _____ b. _____

- 11. Where do you typically park when you drive to downtown City X for any reason but work?** (● mark ONE)
- (A) On the street (C) In a private parking lot
 (B) In a public parking lot (D) Other _____

- 12. How far do you typically have to park from your non-work downtown destinations?** (● mark ONE)
- (A) Near entry (D) 2 blocks away
 (B) ½ block away (E) 3 blocks away
 (C) 1 block away (F) 4 blocks or more

- 13. How far do you live from downtown City X?** (● mark ONE)
- (A) live downtown (D) 11-15 minutes
 (B) under 5 minutes (E) 16-20 minutes
 (C) 5-10 minutes (F) over 20 minutes

- 14. How far do you live from where you work?** (● mark ONE)
- (A) work at home/retired (D) 11-15 minutes
 (B) under 5 minutes (E) 16-20 minutes
 (C) 5-10 minutes (F) over 20 minutes

- 15. Where are you more likely to shop for non-grocery items?** (A) Near where you work (B) Near where you live

16. How often do you shop at the following locations/stores? (● mark ONE answer for each)

	More than once a week	Once a week	Twice a month	Once a month	Once every few months	Never
Downtown City X.....	(A)	(B)	(C)	(D)	(E)	(F)
Commercial District A.....	(A)	(B)	(C)	(D)	(E)	(F)
Commercial District B.....	(A)	(B)	(C)	(D)	(E)	(F)
Community A.....	(A)	(B)	(C)	(D)	(E)	(F)
Community B.....	(A)	(B)	(C)	(D)	(E)	(F)
Store A.....	(A)	(B)	(C)	(D)	(E)	(F)
Store B.....	(A)	(B)	(C)	(D)	(E)	(F)

17. When you shop at the following locations/stores instead of downtown City X, what are the two main reasons why? (● mark up to TWO reasons for each)

	Better Location	Better Parking	Better Hours	Better Service	Better Quality	Better Selection	Better Price	Other (Specify)
Commercial District A.....	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H) _____
Commercial District B.....	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H) _____
Community A.....	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H) _____
Community B.....	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H) _____
Store A.....	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H) _____
Store B.....	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H) _____

WHAT YOU WANT

18. The following businesses ARE NOT currently available in downtown **City X**. Which four businesses would you most likely patronize if they opened in downtown **City X** within the next year. (● mark up to FOUR)

- (A) **Business A**
- (D) **Business D**
- (G) **Business G**
- (J) **Business J**
- (B) **Business B**
- (E) **Business E**
- (H) **Business H**
- (K) **Business K**
- (C) **Business C**
- (F) **Business F**
- (I) **Business I**
- (L) Other _____

19. Name two businesses you would most like to see come to downtown **City X**. (i.e. specific chain or franchise)

- a. _____ b. _____

20. Which three community assets would you most like to see developed? (● mark up to THREE)

- (A) **Example: walking trail**
- (D) **Example: sports facilities**
- (G) **Example: expanded public parking**
- (B) **Example: bike trail**
- (E) **Example: skateboard park**
- (H) **None of these**
- (C) **Example: boat docks or landings**
- (F) **Example: expanded "green space"**
- (I) Other _____

21. Have you ever lived downtown in any community?

- (A) Yes
- (B) No

22. What is your opinion about living downtown in **City X**? (● mark ONE)

- (A) I am not interested in living downtown in **City X**. (If so, skip to question 26)
- (B) I might consider living downtown in **City X** given the right circumstances.
- (C) I am interested in living downtown in **City X**.
- (D) I live downtown in **City X** now.

23. What type of downtown housing would you prefer? (● mark ONE)

- (A) Separate house
- (D) 5+ unit residential building
- (B) Townhouse
- (E) Flat/Loft above commercial
- (C) 2-4 unit residential building
- (F) Other _____

24. What housing arrangement would you choose? (● mark ONE)

- (A) Private ownership
- (C) Rental
- (B) Condominium
- (D) Assisted living

25. If you moved (or stayed) downtown, what size housing unit would you require? (● mark ONE)

- (A) Studio/Efficiency
- (C) 2 Bedroom/1 Bath
- (E) 3 Bedroom/2 Bath
- (G) 4 Bedroom or Larger
- (B) 1 Bedroom/1 Bath
- (D) 2 Bedroom/2 Bath
- (F) 3 Bedroom/3 Bath

26. Which of the following amenities are worth paying a higher mortgage or rent? (● mark ONE answer for each amenity)

	Definitely Yes	4	3	2	1	0	Definitely No	4	3	2	1	0
Historic renovated building.....	(4)	(3)	(2)	(1)	(0)	Lots of windows/natural light.....	(4)	(3)	(2)	(1)	(0)	
Newly constructed building.....	(4)	(3)	(2)	(1)	(0)	Hardwood floors.....	(4)	(3)	(2)	(1)	(0)	
Covered parking/garage.....	(4)	(3)	(2)	(1)	(0)	Top-quality carpeting.....	(4)	(3)	(2)	(1)	(0)	
Security system.....	(4)	(3)	(2)	(1)	(0)	Central air-conditioning.....	(4)	(3)	(2)	(1)	(0)	
Handicapped accessibility.....	(4)	(3)	(2)	(1)	(0)	Fireplace.....	(4)	(3)	(2)	(1)	(0)	
Well designed room layout.....	(4)	(3)	(2)	(1)	(0)	Premium appliances/fixtures.....	(4)	(3)	(2)	(1)	(0)	
Large rooms.....	(4)	(3)	(2)	(1)	(0)	Dishwasher.....	(4)	(3)	(2)	(1)	(0)	
Ample closet/storage space.....	(4)	(3)	(2)	(1)	(0)	First-floor/in-unit washer & dryer...	(4)	(3)	(2)	(1)	(0)	
High ceilings.....	(4)	(3)	(2)	(1)	(0)	Patio/porch/deck/balcony.....	(4)	(3)	(2)	(1)	(0)	
Ample insulation.....	(4)	(3)	(2)	(1)	(0)	Yard.....	(4)	(3)	(2)	(1)	(0)	
Soundproof walls.....	(4)	(3)	(2)	(1)	(0)	Other _____	(4)	(3)	(2)	(1)	(0)	

MARKET AND MARKETING DATA

27. What is your gender? (A) Male (B) Female

28. What is your age?

- (A) under 18 (C) 25-44 (E) 55-64
 (B) 18-24 (D) 45-54 (F) Over 64

29. By age, how many people live in your household?

(● mark ONE per age category)

	None	One	Two	Three	Four or more
<5 years	<input type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
5-9 years	<input type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
10-14 years	<input type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
15-17 years	<input type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4
18 & older	<input type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4

30. What is your home zip code? _____

31. What is your marital status? (● mark ONE)

- (A) No partner (single, divorced or widowed)
 (B) Unmarried partner
 (C) Married partner

32. What is the highest level of formal education you have completed? (● mark ONE)

- (A) Less than 9th grade (E) Associate degree
 (B) 9th to 12th grade, no diploma (F) Bachelor's degree
 (C) High school graduate (G) Graduate or professional degree
 (D) Some college, no degree

33. What is your current monthly rent or mortgage payment? (● mark ONE)

- (A) house is paid-off (C) \$200 - \$299 (E) \$500 - \$749 (G) \$1000 - \$1,499 (I) \$2,000 or more
 (B) \$1 - \$199 (D) \$300 - \$499 (F) \$750 - \$999 (H) \$1,500 - \$1,999

34. What is your household's annual income? (● mark ONE)

- (A) under \$15,000 (C) \$25,000 - 34,999 (E) \$50,000 - \$74,999 (G) \$100,000 - \$149,999
 (B) \$15,000 - \$24,999 (D) \$35,000 - \$49,999 (F) \$75,000 - \$99,999 (H) over \$150,000

35. Which leisure activities does your household participate in? (● mark ALL that apply)

- | | | | |
|--|--|--|---|
| <input type="radio"/> (A) Acting/Drama | <input type="radio"/> (L) Computer & Internet | <input type="radio"/> (V) Horseback Riding | <input type="radio"/> (6) Running |
| <input type="radio"/> (B) Attending Concerts/Shows | <input type="radio"/> (M) Cooking | <input type="radio"/> (W) Ice Skating | <input type="radio"/> (7) Snowmobiling/ATVing |
| <input type="radio"/> (C) Band/Choir | <input type="radio"/> (N) Crafts | <input type="radio"/> (X) Hunting | <input type="radio"/> (8) Soccer |
| <input type="radio"/> (D) Baseball/Softball | <input type="radio"/> (O) Cross Country Skiing | <input type="radio"/> (Y) Listening To Music | <input type="radio"/> (9) Swimming |
| <input type="radio"/> (E) Basketball | <input type="radio"/> (P) Dancing | <input type="radio"/> (Z) Motorcycling | <input type="radio"/> (^) Tennis |
| <input type="radio"/> (F) Bicycling | <input type="radio"/> (Q) Downhill Skiing | <input type="radio"/> (1) Painting/Drawing | <input type="radio"/> (7) Traveling |
| <input type="radio"/> (G) Boating/Jet Skiing | <input type="radio"/> (R) Fishing | <input type="radio"/> (2) Photography | <input type="radio"/> (*) Volleyball |
| <input type="radio"/> (H) Bowling | <input type="radio"/> (S) Gardening | <input type="radio"/> (3) Quilting/Sewing | <input type="radio"/> (+) Woodworking |
| <input type="radio"/> (I) Camping | <input type="radio"/> (T) Golf | <input type="radio"/> (4) Raising Pets | <input type="radio"/> (-) Other _____ |
| <input type="radio"/> (J) Canoeing | <input type="radio"/> (U) Hiking | <input type="radio"/> (5) Reading for Pleasure | |
| <input type="radio"/> (K) Collecting _____ | | | |

36. What types of books and magazines does your household regularly read? (● mark ALL that apply)

- | | | | |
|---|--|--|---|
| <input type="radio"/> (A) Academic & Scholarly | <input type="radio"/> (H) Cooking, Food & Wine | <input type="radio"/> (O) Mystery & Thriller | <input type="radio"/> (V) Romance |
| <input type="radio"/> (B) Art, Design & Photography | <input type="radio"/> (I) Entertainment | <input type="radio"/> (P) News | <input type="radio"/> (W) Science Fiction & Fantasy |
| <input type="radio"/> (C) Biography & Autobiography | <input type="radio"/> (J) Fashion & Style | <input type="radio"/> (Q) Outdoor & Nature | <input type="radio"/> (X) Sports & Leisure |
| <input type="radio"/> (D) Business & Finance | <input type="radio"/> (K) Health, Mind & Body | <input type="radio"/> (R) Parenting & Family | <input type="radio"/> (Y) Teen |
| <input type="radio"/> (E) Children's | <input type="radio"/> (L) History | <input type="radio"/> (S) Professional & Technical | <input type="radio"/> (Z) Travel |
| <input type="radio"/> (F) Classic Novels & Poetry | <input type="radio"/> (M) Hobby & Games | <input type="radio"/> (T) Reference | <input type="radio"/> (1) Other _____ |
| <input type="radio"/> (G) Computer & Internet | <input type="radio"/> (N) Home & Garden | <input type="radio"/> (U) Religion & Spirituality | <input type="radio"/> (2) None |

37. What radio stations do you listen to most? (● mark up to TWO)

- (A) CALL LETTERS, dial number
- (B) CALL LETTERS, dial number
- (C) CALL LETTERS, dial number
- (D) CALL LETTERS, dial number
- (E) CALL LETTERS, dial number
- (F) CALL LETTERS, dial number
- (G) CALL LETTERS, dial number
- (H) Other _____
- (I) None

What local or network television stations do you watch most? (● mark up to TWO)

- (A) CALL LETTERS, dial number
- (B) CALL LETTERS, dial number
- (C) CALL LETTERS, dial number
- (D) CALL LETTERS, dial number
- (E) CALL LETTERS, dial number
- (F) CALL LETTERS, dial number
- (G) Other _____
- (H) None

What publications do you read most? (● mark up to TWO)

- (A) Periodical A
- (B) Periodical B
- (C) Periodical C
- (D) Periodical D
- (E) Periodical E
- (F) Periodical F
- (G) Other _____
- (H) None

38. If you are not already a business owner, what is your level of interest in starting your own business?

(If you would like business startup assistance please call ###-####)

- (A) Not interested
- (B) Interested enough to learn more
- (C) Starting to plan a business
- (D) Ready to start a business

39. How strongly do you agree or disagree with the following statements? (● mark ONE answer for each)

	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
I like to buy the latest fashions.....	(A)	(B)	(C)	(D)	(E)
I would rather make something than buy it.....	(A)	(B)	(C)	(D)	(E)
I would rather fix something myself than hire it done.....	(A)	(B)	(C)	(D)	(E)
I am more likely to save money than spend money.....	(A)	(B)	(C)	(D)	(E)
I always try to buy products and services locally.....	(A)	(B)	(C)	(D)	(E)
I like the look and feel of downtown City X.....	(A)	(B)	(C)	(D)	(E)
Downtown City X salespeople are friendly and helpful.....	(A)	(B)	(C)	(D)	(E)
I feel safe in downtown City X, even at night.....	(A)	(B)	(C)	(D)	(E)
There are a lot of products and services in downtown City X.....	(A)	(B)	(C)	(D)	(E)
There is plenty of convenient parking in downtown City X.....	(A)	(B)	(C)	(D)	(E)
Downtown City X businesses are open when I want to shop.....	(A)	(B)	(C)	(D)	(E)
Downtown City X businesses sell products/services I want.....	(A)	(B)	(C)	(D)	(E)
Downtown City X businesses sell at a fair price.....	(A)	(B)	(C)	(D)	(E)
I like to bring out of town guests downtown.....	(A)	(B)	(C)	(D)	(E)
I recommend shopping in downtown City X.....	(A)	(B)	(C)	(D)	(E)
I will attend New Event X.....	(A)	(B)	(C)	(D)	(E)
The Main Street Program is doing a good job.....	(A)	(B)	(C)	(D)	(E)
Good, affordable housing is plentiful in City X.....	(A)	(B)	(C)	(D)	(E)
I am happy with City X's recreation facilities.....	(A)	(B)	(C)	(D)	(E)
I am happy with City X's recreation programs.....	(A)	(B)	(C)	(D)	(E)
I am happy with City X's entertainment options.....	(A)	(B)	(C)	(D)	(E)
I am happy with City X's cultural opportunities.....	(A)	(B)	(C)	(D)	(E)

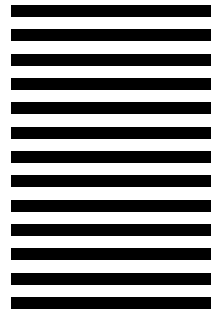
Please provide any additional comments to help the **City X** Main Street Program:

OFFICE USE ONLY

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1	1	1
2	2	2
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8	8	8
9	9	9

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