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Shopper Survey

1. What types of specialty merchandise do you think are needed and would you patronize in downtown Augusta if they existed? (Please check all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Antiques | <input type="checkbox"/> Art & Craft Supplies |
| <input type="checkbox"/> Beauty Supplies | <input type="checkbox"/> Books |
| <input type="checkbox"/> Cameras & Supplies | <input type="checkbox"/> Crafts/Handmade Items |
| <input type="checkbox"/> Computers & Accessories | <input type="checkbox"/> Art Galleries |
| <input type="checkbox"/> Gifts & Cards | <input type="checkbox"/> Luggage |
| <input type="checkbox"/> Pet Supplies | <input type="checkbox"/> Sporting Goods |
| <input type="checkbox"/> Fabric/Sewing/Yarn Supplies | <input type="checkbox"/> Electronics |
| <input type="checkbox"/> Music & CDs | <input type="checkbox"/> Consignment/Used |
| <input type="checkbox"/> Toys & Hobbies | <input type="checkbox"/> Other (Please specify below) |

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2. What kinds of household furnishings are needed and would you patronize in downtown Augusta if they existed? (Please check all that apply)

- Furniture
- Appliances
- Linens & Towels
- Garden Supplies
- Lighting
- Other (Please specify below)

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3. What kinds of apparel stores are needed and would you patronize in downtown Augusta if they existed? (Please check all that apply)

- Women's Casual
- Women's Business
- Women's Specialty
- Men's Casual
- Men's Business
- Men's Specialty
- Children & Infants
- Teen/Young Adult
- Shoes
- Jewelry
- Other (Please specify below)

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4. What brings you to Augusta? (Please check all that apply)

- I live in Augusta
- I work in Augusta
- I go to school in Augusta
- I play in Augusta
- I shop in Augusta
- Tourism
- The Kennebec River Rail Trail
- The Kennebec River
- Other (Please specify below)

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5. Where do you do most of your non-grocery shopping (e.g., apparel, home furnishings, sporting goods, etc.)?

- Downtown Augusta
- Other location in Augusta
- Outside Augusta
- Internet and/or mail order
- Other

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6. What are the primary reasons for shopping where you do? (Please select your top three reasons)

- Convenience
- Familiarity
- Loyalty
- Price
- Quality
- Selection
- Service
- Other (please specify below)

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7. What kinds of leisure/entertainment services are needed and would you patronize in downtown Augusta if they existed? (Please check all that apply)

- Restaurants
- Exercise Studio/Gym
- Yoga/Pilates
- Live Theater
- Movie Theater
- Art Galleries
- Concerts/Live Music
- Outdoor Recreation
- Indoor Recreation
- Other (Please specify below)

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8. What kinds of general services are needed and would you patronize in downtown Augusta if they existed? (Please check all that apply)

- Appliance Repair
- Computer Repair
- Computer Training
- Day Care
- Pack & Mail/Copy Center
- DVD Rental
- 1-Hr Photo Development
- Other (Please specify below)

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9. What kinds of convenience merchandise do you think are needed and would you patronize in downtown Augusta if they existed? (Please check all that apply)

- Bakery
- Groceries
- Pharmacy
- Hardware
- Building Supplies
- Other (Please specify below)

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10. What kinds of personal services are needed and would you patronize in downtown Augusta if they existed? (Please check all that apply)

- Dry Cleaner/Laundry
- Green Dry Cleaner/Laundry
- Day Spa
- Hair Salon
- Nail Salon
- Other (Please specify below)

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11. In your opinion, what types of restaurants and eating places are needed in downtown Augusta and would you patronize if they existed?

- Bakery
- Coffee House
- Family Style
- Mexican
- Thai
- Italian
- Healthy/Natural
- Deli
- Indian
- Mediterranean
- Vietnamese
- Other (Please specify below)

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12. What health services do you think are needed and would you patronize in downtown Augusta if they existed? (Please check all that apply)

- Chiropractic
- Dental
- Homeopathic/Naturopathic
- Hospice
- Vision Care
- General Health Care
- Other (Please specify below)

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13. Some of these services may be available downtown. Please explain why you may not choose downtown providers, if you are aware of their services.

14. Currently, what are the major advantages of shopping or doing personal errands in downtown?

- Convenient location
- Attractive atmosphere
- Fair prices
- Friendly service
- Easy to find parking
- Support local businesses
- Less traffic & crowds
- Within walking distance
- Selection of goods/services
- Know the store employees
- Other (Please specify below)

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15. Currently, what are the major disadvantages of shopping or doing personal errands in downtown? (Please check all that apply)

- Poor appearance/atmosphere
- Poor selection of goods and services
- High prices
- Lack of parking
- Limited hours
- Traffic
- Unfriendly/poor service
- Inconvenient location
- Other (Please specify below)

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16. If you could change one thing about downtown Augusta, what would it be?

- More entertainment
- Better parking
- Make it a two-way street
- Other (please specify below)

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17. What are the best times for you to shop during the week (Monday - Friday)?

- Between 8AM and 5PM
- After 5PM

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18. What are the best times for you to shop on the weekend? (Please check all that apply)

- Saturday morning
- Saturday afternoon
- Saturday evening
- Sunday morning
- Sunday afternoon
- Sunday evening

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19. As downtown Augusta continues to change, if you could keep one thing the same, what would it be?

20. Please select your age

< Select >

21. Please select your gender

< Select >

22. Please tell us where you live

- Augusta**
- Chelsea**
- Hallowell**
- Randolph**
- Vassalboro**
- Winthrop**
- Belgrade**
- Gardiner**
- Manchester**
- Readfield**
- Winslow**
- Other (Please specify below)**

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23. Please share any other comments below

[< Finish Survey >](#)

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