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Intercept Survey

MainStreet

For survey taker's use:
Date_____
Time_____
No._____

We are conducting this survey to learn how downtown [Community] can serve you better in the future. Your answers will help us make some recommendations for how downtown [Community] can be improved. Thanks for taking a moment to help!

1. What is the purpose of the trip you're making downtown right now? [Circle number]
   1 Going to work
   2 Shopping
   3 Doing errands
   4 Eating in a restaurant
   5 Exercising
   6 Browsing
   7 Going home
   8 Other (_____)

2. How often do you come downtown for the following?

		Shopping	Doing errands	Visiting a prof. office	Eating out
1	3 or more times a week				
2	1 or 2 times a week				
3	3 or more times a month				
4	Once a month				
5	Less than once a month				
6	Never				

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3. Where does your <u>household</u> usually shop for the following (check only one place for each item)?

		Downtown [Community]	(include 2-3 others)	Never purchase this
1	Men's clothing			
2	Boys' clothing			
3	Women's clothing			
4	Girls' clothing			
5	Men's shoes			
6	Boys' shoes			
7	Women's shoes			
8	Girls' shoes			
9	Baby clothes/supplies			
10	Furniture			
11	Floor coverings			
12	Linens			
13	Dishes/utensils			
14	Small appliances			
15	Major appliances			
16	TVs, radios, stereos			
17	Gifts			
18	Groceries			
19	Prescription drugs			
20	Hardware			
21	Restaurants			
22	Banks			
23	Physicians			
24	Dentists			
25	Movies			

4. What types of businesses would you like to see MORE of in downtown [Community]?

5. When you think of downtown [Community], what businesses, buildings or landmarks first come to mind?

Past research has shown that people of different ages, sex and income levels view downtown differently. We want to see if this is true in downtown [Community]. This information is, of course, completely confidential.

6. Circle your sex:
    1   Male
    2   Female

7. Circle your age:
    1   Under 18
    2   18-24

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3   25-34
4   35-49
5   50-64
6   65 or over

8.   What is the total yearly income of your household? [Circle number]
1   Under $5,000
2     $5,000 - $10,000
3     $10,000 - $15,000
4     $15,000 - $20,000
5     $20,000 - $30,000
6     $30,000 - $40,000
7     $40,000 - $50,000
8     $50,000 or over

9.   How many people are in your household? [Circle number]
1   One
2   Two
3   Three
4   Four
5   Five
6   Six or more

10.   Which newspaper(s) do you regularly read? [Circle all that apply]
1   _____
2   _____
3   Other_____

11.   Which radio station(s) do you usually listen to? [Circle all that apply]
1   _____
2   _____
3   _____
4   _____
5   _____
6   _____
7   _____
8   Other_____

12.   How would you rate downtown [Community] for the following? [Circle your answer]

1	Attractiveness	Good	Fair	Poor	Don't know
2	Cleanliness	Good	Fair	Poor	Don't know
3	Parking convenience	Good	Fair	Poor	Don't know
4	Traffic flow	Good	Fair	Poor	Don't know
5	Shopping hours	Good	Fair	Poor	Don't know
6	Friendliness of salespeople	Good	Fair	Poor	Don't know
7	Safety	Good	Fair	Poor	Don't know
8	Variety of goods/services	Good	Fair	Poor	Don't know
9	Cost of goods/services	Good	Fair	Poor	Don't know
10	Quality of goods/services	Good	Fair	Poor	Don't know
11	Special events and festivals	Good	Fair	Poor	Don't know

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13. Where do you live?
    1   In downtown [Community]
    2   Elsewhere in [Community]
    3   Elsewhere in [Community's] County
    4   In _____ County
    5   In _____ County
    6   Other [_____]

14. Where do you work?
    1   In downtown [Community]
    2   Elsewhere in [Community]
    3   Elsewhere in [Community's] County
    4   In _____ County
    5   In _____ County
    6   Other [_____]

15. What is your occupation?

We would appreciate any comments or suggestions you may have on how to make downtown [Community] a more pleasant and exciting place.

Thank you for your help!

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