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?

<table>
<thead>
<tr>
<th>No.</th>
<th>Shopping</th>
<th>Doing errands</th>
<th>Visiting a prof. office</th>
<th>Eating out</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>3 or more times a week</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>1 or 2 times a week</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>3 or more times a month</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Once a month</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Less than once a month</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Never</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

National Trust for Historic Preservation
3. Where does your household usually shop for the following (check only one place for each item)?

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

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
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
    2. Cleanliness
    3. Parking convenience
    4. Traffic flow
    5. Shopping hours
    6. Friendliness of salespeople
    7. Safety
    8. Variety of goods/services
    9. Cost of goods/services
    10. Quality of goods/services
    11. Special events and festivals

   Good  Fair  Poor  Don't know
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!