

# SACO SPIRIT / Assessing Consumer Attitudes

Gender \_\_\_\_\_ Age \_\_\_\_\_

## 1. When do you typically shop?

Weekdays \_\_\_\_\_ Weekends \_\_\_\_\_ Daytime 9am - 5pm \_\_\_\_\_ After 5pm \_\_\_\_\_

## 2. Where do you do most of your non-grocery shopping?

\_\_\_\_\_ Downtown Saco / \_\_\_\_\_ Wal Mart Area / \_\_\_\_\_ Downtown Biddeford / \_\_\_\_\_ So Portland & Me. Mall

## 3. Do Promotional Coupons influence your buying decisions? \_\_\_\_\_ Yes \_\_\_\_\_ No

## 4. How often do you eat out for?

Breakfast \_\_\_\_\_ Number of Times Per Week

Lunch \_\_\_\_\_ Number of Times Per Week

Dinner \_\_\_\_\_ Number of Times Per Week

Late Night \_\_\_\_\_ Number of Times Per Week

## 5. Name two types of businesses you'd like to see in Downtown Saco.

\_\_\_\_\_ / \_\_\_\_\_

## 6. Do you come to Downtown Saco for?

\_\_\_\_\_ Shopping \_\_\_\_\_ P.O./Banking/City Hall \_\_\_\_\_ Eating Out/Entertainment

\_\_\_\_\_ Personal Care \_\_\_\_\_ Professional Service \_\_\_\_\_ Work  
(Hair, Nails, Dry Cleaning) (Realtor, Travel, Dr. Lawyer)

\_\_\_\_\_ Just here for Pumpkin Fest

## 7. Where do you typically park when you come to downtown Saco?

\_\_\_\_\_ On Street \_\_\_\_\_ Parking Lot \_\_\_\_\_ Take a Bus \_\_\_\_\_ Walk

## 8. What is your ZIP CODE? \_\_\_\_\_

(If Zip Code is 04072)

### a) How far away from Downtown Saco do you live?

\_\_\_\_\_ Live Downtown \_\_\_\_\_ Under 1 mile \_\_\_\_\_ 1-3 miles \_\_\_\_\_ Over 4 miles

## 9. What newspapers do you receive at home? \_\_\_\_\_ Courier \_\_\_\_\_ Journal \_\_\_\_\_ Portland Press

## 10. What Radio Station do you most often listen to? \_\_\_\_\_

## 11. Do you use the Internet or catalog sales for the following?

\_\_\_\_\_ Books & Music \_\_\_\_\_ Clothing \_\_\_\_\_ Home Furnishings

\_\_\_\_\_ Travel & Insurance \_\_\_\_\_ Gifts & Crafts \_\_\_\_\_ Flowers & Cards

