

Preference for Shopping Location

1. For each item and service indicated below, please check the business district where you generally purchase the item or service. Choose only one business district. Also, indicate the most important reason you generally purchase there. Check only one reason.

<u>Business District</u>			<u>Reason</u>		
a. District 1	c. District 3	e. District 5	1. Selection	4. Price	7. Store Hours
b. District 2	d. District	f. Other _____	2. Parking	5. Quality	8. Atmosphere
			3. Quick service	6. Location	

Most of my purchases	District _____	Reason _____
Groceries	District _____	Reason _____
Drugs and toiletries	District _____	Reason _____
Clothing	District _____	Reason _____
Hardware	District _____	Reason _____
Appliances	District _____	Reason _____
Furniture	District _____	Reason _____
Automobiles	District _____	Reason _____
Meals away from home	District _____	Reason _____
Entertainment	District _____	Reason _____
Auto repair	District _____	Reason _____
Banking	District _____	Reason _____
Dry cleaning	District _____	Reason _____
Insurance	District _____	Reason _____
Medical services	District _____	Reason _____
Dental services	District _____	Reason _____
Other services	District _____	Reason _____

Characteristics of a Positive Shopping Experience

1. Disregarding where you shop most often, compare the following downtown business districts by checking the district that is the best in each category.

	<u>District 1 Downtown</u>	<u>District 2 Downtown</u>	<u>District 3 Downtown</u>
Parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety of stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Merchandise selection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Merchandise quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shopping atmosphere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helpful, knowledgeable, friendly personnel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Store hours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convenience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Little traffic congestion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Pick the best mall and shopping center in each category. Check one mall and one shopping center.

	<u>Mall 1</u>	<u>Mall 2</u>	<u>Shopping Center 1</u>	<u>Shopping Center 2</u>
Parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety of stores	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Merchandise selection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Merchandise quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shopping atmosphere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helpful, knowledgeable, friendly personnel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Store hours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Convenience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Little traffic congestion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Shopping Event Specifics

1. Circle the day, time, and duration of your most typical shopping trip.

a. Day of the week:

Monday Tuesday Wednesday Thursday Friday Saturday Sunday

b. Time of day:

AM: 1 2 3 4 5 6 7 8 9 10 11 Noon

PM: 1 2 3 4 5 6 7 8 9 10 11 Midnight

c. Duration of trip:

I hour 2 hours 3 hours 4 hours 5 hours 6 hours 7 hours 8 hours 9 hours 10 hours

2. Which of the following best describes where you shop most often (check one)?

- a. Downtown
- b. Shopping center
- c. Mall
- d. A single store not located with other stores
- e. Other (please specify) _____

Suggestions for Improving the Shopping Experience

1. Considering only the business district where you shop the most often, check five (5) changes that are necessary for merchants to get even more of your business.

- a. Improved parking
- b. More variety of stores
- c. Better quality of merchandise
- d. Better atmosphere
- e. A greater feeling of safety
- f. More places to eat

- g. More special events
- h. More competitive pricing
- i. Better selection of merchandise
- j. Better customer service
- k. Evening store hours
- l. Less traffic congestion
- m. More advertising
- n. Other (please specify) _____

2. Please indicate if the following statement is true.

Even if all the changes I indicated in the above question were made, I probably wouldn't shop more in COMMUNITY.

- a. True
- b. False

3. Please review the choices listed below. What five (5) potential businesses would you most likely use if they were to open near your home?

- | | | |
|---|--|---|
| 01 <input type="checkbox"/> Antiques | 12 <input type="checkbox"/> Discount | 23 <input type="checkbox"/> Hardware |
| 02 <input type="checkbox"/> Appliances | 13 <input type="checkbox"/> Drugs | 24 <input type="checkbox"/> Health club |
| 03 <input type="checkbox"/> Art Galleries | 14 <input type="checkbox"/> Electronics | 25 <input type="checkbox"/> Hobby shop |
| 04 <input type="checkbox"/> Arts/Crafts | 15 <input type="checkbox"/> Entertainment | 26 <input type="checkbox"/> Live theater |
| 05 <input type="checkbox"/> Bakery | 16 <input type="checkbox"/> Fast Food | 27 <input type="checkbox"/> Movie theater |
| 06 <input type="checkbox"/> Bookstore | 17 <input type="checkbox"/> Financial services | 28 <input type="checkbox"/> Music store |
| 07 <input type="checkbox"/> Butcher | 18 <input type="checkbox"/> Fish market | 29 <input type="checkbox"/> Professional services |
| 08 <input type="checkbox"/> Cameras | 19 <input type="checkbox"/> Furniture | 30 <input type="checkbox"/> Records |
| 09 <input type="checkbox"/> Clothing | 20 <input type="checkbox"/> Garden Center | 31 <input type="checkbox"/> Restaurants |
| 10 <input type="checkbox"/> Delicatessen | 21 <input type="checkbox"/> Gifts/knickknacks | 32 <input type="checkbox"/> Shoes |
| 11 <input type="checkbox"/> Department | 22 <input type="checkbox"/> Grocery | 33 <input type="checkbox"/> Sports equipment |

4. In which of the following business districts would you most likely patronize the new businesses indicated in the previous question?

- a. Downtown
- b. Shopping center
- c. Mall
- d. Other (please specify) _____

Advertising/Marketing

1. What three (3) advertising techniques used by local merchants do you notice the most?

- a. Newspaper
- b. Radio
- c. Direct mail
- d. TV
- e. Window displays
- f. Billboards
- g. Other (please specify) _____

2. To what extent do the following advertising media influence your shopping decisions?

	<u>A lot</u>	<u>Some</u>	<u>Little or none</u>
Local weekly “shoppers”	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local newspapers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Large city newspapers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Circulars or flyers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Large city radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Billboards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yellow pages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>