#### **LETTERHEAD**

NOTE: Highlighted sections need to be customized to local community

[enter today's date]

#### Dear City X Area Consumer:

This is an exciting time for the City X area. Many of you know that we became part of the Wisconsin Main Street Program in [enter year]. The mission for our Main Street Program is, "[enter mission]". That's where we need your help.

The following pages provide an opportunity for you to tell us where you shop and why. It is an anonymous survey, so please feel free to be direct. We will have the survey results analyzed and use the information as the cornerstone of our marketing plan.

We appreciate your time and look forward to your responses. Key findings will be reported to the public as soon as they are available. If you have additional questions, feel free to call the Main Street office at ###-####.

Thanks again.

Jane or John Doe
City X Main Street Manager

# Page 1 WHEN, WHERE AND WHY YOU SHOP

Inset your logo h	nere > WISCONSIN MAIN STREET

1. When do you  (● mark up		op for non-groones total for the v				h	ours are yo	of the following of the	t likely to
	Before 11:00 a.m.	11:00 a.m 2:00 p.m.	2:00 p.m 5:00 p.m.	After 5:00 p	o.m.		hop for non ● mark ONE	-grocery items? )	
Monday Tuesday Wednesday Thursday Friday Saturday Sunday						T   V   T   F   S	hursday afte riday after 7 Sunday afterr	7:00 p.m. fter 7:00 p.m. er 7:00 p.m. :00 p.m.	
3. How often d				r more	2-4 time		Once	Once every	Never
for breakfast?	?			es a week	a week	a weel	a month	few months	Never
4. How often d (● mark O	NÉ)		time	r more es a week	2-4 time a week	es Once a weel	Once a month	Once every few months	Never
5. How often d	o you eat sup		each meal co		2-4 time	es Once	Once	Open every	
	ine answer for	each question)		r more es a week	a week	a weel		Once every few months	Never
	.99 per person 14.99 per pers	? on?							
6. What two res	staurants or ty	pes of cuisine	would you n	nost like to	see come	to downtov	vn <mark>City X</mark> ?		
a				b					
7. How often d (● mark O	<b>o you do the f</b> NE answer for			re than ce a week	Once a week	Twice a mon	Once a th month	Once every few months	Never
Watch movies a Rent movies fro									
8. Which of the Event A Event B Event C	e following eve	ents did you at Event Event	D E	st 12 montl	hs? (● ma Event G Event H Event I	i I	apply)	Event J Event K Other	

Page 2					Inset yo	our logo here >	WISCONSIN MAIN STREET
	ome to downtown <mark>City X</mark> (● mark ONE answer for each)	5 or more times a week	2-4 times a week	Once a week	Once a month	Once every few months	Never
Non-grocery retail shopp	ping	🗆					
Eating out		🗆					
	sional services						
Passing through on your	way to someplace else	🗆					
10. What are the two bi	iggest non-work reasons for yo	ou to stop downto	own? (i.e. sp	ecific estab	lishment, at	traction or activi	ty)
a		b					
	cally park when you drive to or any reason but work?	13	. <b>How far do</b> (● mark Ol	•	om downto	own <mark>City X</mark> ?	
		<b>✓</b>	live downto	own	•	11-15 minutes	3
On the street	In a private parkir	ng lot	under 5 mii	nutes	Ĩ	16-20 minutes	8
In a public parking I	ot Other		5-10 minute	es		over 20 minut	es
		14	. How far do	vou live fi	om where	vou work?	
	ically have to park from your		(● mark Ol		, ,	you monk!	
non-work downtow	vn destinations? (● mark ONE)		work at ho	me/retired	Г	11-15 minute	S
Near entry	2 blocks away		under 5 mi		F	16-20 minute	S
☐ ½ block away	3 blocks away		5-10 minute	es	Ē	over 20 minu	tes
☐ 1 block away	4 blocks or more		•		_	_	
15. Where are you more	e likely to shop for non-grocer	y items? N	ear where yo	u work	Near whe	ere you live	
16. How often do you s locations/stores? (	shop at the following (● mark ONE answer for each)	More than once a week	Once a week	Twice a month	Once a month	Once every few months	Never
Downtown City X							
Community B							
17. When you shop at the following locations/stores instead of downtown City X, what are the two main reasons why?  (● mark up to TWO reasons for each)							
, ,	Better Better Better	Better Bette	er Better	Bett	er		
	Location Parking Hours	Service Qual	ity Selecti	on Pric	e Other	(Specify)	
Commercial District A							
Commercial District B							
Community A				Ē		-	
Community B				Ē			
Store A		<u> </u>	i				_

#### WHAT YOU WANT

18. The following businesses ARE NOT currently available in downtown City X. Which four businesses would you most likely patronize if they opened in downtown City X within the next year. (● mark up to FOUR)							
Business A	Business D	Bus Bus	<mark>iness G</mark>	Business J			
Business B	Business E	Bus	iness H	Business K			
Business C	Business F	Bus	iness I	Other			
19. Name two businesses you wo			<mark>ity X</mark> . (i.e. specific cha	,			
20. Which three community asset	ts would you most like	to see developed?	(● mark up to THREE				
Example: walking trail Example: bike trail Example: boat docks or landing	Examp	le: sports facilities le: skateboard park le: expanded "green	□ No	cample: expanded public parking one of these her			
21. Have you ever lived downtow in any community?  Yes No	I am not into	erested in living dow	ng downtown in <mark>City</mark> ntown in <mark>City X</mark> . (If so, n in <mark>City X</mark> given the rig n in <mark>City X</mark> .	skip to question 26)			
23. What type of downtown house  Separate house Townhouse 2-4 unit residential building	5+ unit reside	`	24. What housing choose? (● m  ☐ Private owners ☐ Condominium	·			
25. If you moved (or stayed) down	ntown, what size housi	ng unit would you i	require? (  mark ONE	Ξ)			
Studio/Efficiency [ 1 Bedroom/1 Bath	2 Bedroom/1 Bath 2 Bedroom/2 Bath	=	room/2 Bath room/3 Bath	4 Bedroom or Larger			
26. Which of the following amenit	ties are worth paying a	higher mortgage o	r rent? (● mark ONE	answer for each amenity)			
	Definitely Defini Yes	No	Sandania da sabarra I Balad	Definitely Perinitely Yes No			
Historic renovated building  Newly constructed building  Covered parking/garage  Security system  Handicapped accessibility  Well designed room layout  Large rooms  Ample closet/storage space  High ceilings		Hardwoo Top-qual Central a Fireplace Premium Dishwasi First-floo	indows/natural light				

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#### MARKET AND MARKETING DATA

27. What is your gender?	30. What is your home zip code?					
28. What is your age?	31. What is you marital status? (● mark ONE)					
☐ under 18 ☐ 25-44 ☐ 55-64 ☐ 18-24 ☐ 45-54 ☐ Over 64 ☐ 29. By age, how many people live in your household?	<ul><li>☐ No partner (single, divorced or widowed)</li><li>☐ Unmarried partner</li><li>☐ Married partner</li></ul>					
(● mark ONE per age category)  None One Two Three Four or more	32. What is the highest level of formal education you have completed? (● mark ONE)					
<5 years	Less than 9th grade  9th to 12th grade, no diploma  High school graduate  Some college, no degree  professional degree					
33. What is your current monthly rent or mortgage payment? (	● mark ONE)					
	- \$749					
34. What is your household's annual income? (● mark ONE)						
☐ under \$15,000       ☐ \$25,000 − 34,999         ☐ \$15,000 − \$24,999       ☐ \$35,000 − \$49,999	<ul><li>☐ \$50,000 - \$74,999</li><li>☐ \$100,000 - \$149,999</li><li>☐ \$75,000 - \$99,999</li><li>☐ over \$150,000</li></ul>					
35. Which leisure activities does your household participate in	? (● mark ALL that apply)					
Acting/Drama	☐ Horseback Riding       ☐ Running         ☐ Ice Skating       ☐ Snowmobiling/ATVing         ☐ Hunting       ☐ Soccer         ☐ Listening To Music       ☐ Swimming         ☐ Motorcycling       ☐ Tennis         ☐ Painting/Drawing       ☐ Traveling         ☐ Photography       ☐ Volleyball         ☐ Quilting/Sewing       ☐ Woodworking         ☐ Raising Pets       ☐ Other         ☐ Reading for Pleasure					
36. What types of books and magazines does your household	regularly read? (● mark ALL that apply)					
Academic & Scholarly  Art, Design & Photography  Biography & Autobiography  Business & Finance  Children's  Classic Novels & Poetry  Classic Novels & Poetry  Cooking, Food & Wine  Entertainment  Fashion & Style  Health, Mind & Body  History  Hobby & Games	☐ Home & Garden       ☐ Reference         ☐ Mystery & Thriller       ☐ Religion & Spirituality         ☐ News       ☐ Romance         ☐ Outdoor & Nature       ☐ Science Fiction & Fantasy         ☐ Parenting & Family       ☐ Sports & Leisure         ☐ Professional & Technical       ☐ Travel					
Computer & Internet	Other					

37. What radio stations do you liste	en to most? (● mark up to	TWO)				
CALL LETTERS, dial number CALL LETTERS, dial number CALL LETTERS, dial number	CALL LETTE	ERS, dial nun ERS, dial nun ERS, dial nun	nber		LETTERS, dial I	
What local or network televisio	n stations do you watch n	nost? (● ma	rk up to TWO)			
CALL LETTERS,	CALL LETTERS, dial number	dial	CALL LETTER number	<mark>RS,</mark>	Other	
CALL LETTERS, dial number	CALL LETTERS, dial number		CALL LETTER number	RS,	☐ None	
What publications do you	read most? (● mark up to	TWO)				
Periodical A Periodical B	Periodical C Periodical D		Periodical Periodical		Oth	
38. If you are not already a busines (If you would like business startu			in starting you	r own busin	ess?	
☐ Not interested ☐ Interested en	nough to learn more S	Starting to pla	n a business [	Ready to	start a business	3
39. How strongly do you agree or d	isagree with the following	statements	? (• mark ONE	answer for e	ach)	
		Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
I like to buy the latest fashions.		🗆				
I would rather make something than b	<mark>ouy it.</mark>					
I would rather fix something myself the						
I am more likely to save money than s						
I always try to buy products and service			$\overline{\Box}$	$\overline{\Box}$	$\overline{\Box}$	$\overline{\Box}$
I like the look and feel of downtown C			$\Box$	$\Box$		$\Box$
Downtown City X salespeople are frie	<del></del>		$\Box$	H	Ä	Ħ
I feel safe in downtown City X, even a				$\Box$	Ä	$\Box$
There are a lot of products and service			H	H	H	H
There is plenty of convenient parking		🗀	ä		ä	
Downtown City X businesses are ope		🗀			H	
Downtown City X businesses sell prod						
Downtown City X businesses sell at a						
Llike to bring out of town guests down						
I recommend shopping in downtown			H		H	
The Main Street Program is doing a g						
Good, affordable housing is plentiful in						
I am happy with City X's recreation far						
I am happy with City X's recreation pr	-					
I am happy with City X's entertainmen		⊔ □				

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Please provide any additional comments to help the City X Main Street Program:

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NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

### **BUSINESS REPLY MAIL**

FIRST -CLASS MAIL PERMIT NO. #### CITY, STATE
POSTAGE WILL BE PAID BY ADDRESSEE

ATTN MAIN STREET MANAGER
MAIN STREET PROGRAM
ADDRESS
CITY, STATE ZIP