

# BDI Sample Survey

Thank you for taking the time to complete this survey by the City of Sample. Your feedback is important to help the City, Sample Business Association, property owners and potential tenants understand how to better serve the needs of nearby residents and other customers. This survey should only take about 10 minutes of your time. Your answers will be completely anonymous and any contact information that you elect to provide will not be shared with any entity. By filling out our survey you will be entered into a drawing for a \$10 gift card

## 1. In an average month, how many times do you eat out in these commercial areas?

	Daily	A few times per week	Weekly	3 or fewer times	Never
Downtown Sample	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
competitive area 1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
competitive area 2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
competitive area 3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
competitive area 4	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
competitive area 5	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

## 2. In an average month, how many times do you make a purchase in these commercial areas?

	Daily	A few times per week	Weekly	3 or fewer times	Never
Downtown Sample	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
competitive area 1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
competitive area 2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
competitive area 3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
competitive area 4	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
competitive area 5	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

## 3. When visiting Downtown Sample, how often do you:

	Daily	A few times each week	Weekly	Monthly	A few times each year	Never
Quickly enter a store, make a purchase, and end your shopping trip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit multiple businesses with a plan to purchase specific items as quickly as possible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leisurely shop and dine for less than 2 hours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leisurely shop and dine for more than 2 hours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit downtown with guests from another community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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## 4. How would the addition of these stores affect the amount that you spend in Downtown Sample?

	I would spend a lot more	I would spend a little more	No change	I do not know
Art Gallery	jn	jn	jn	jn
Art/Craft Supplies	jn	jn	jn	jn
Auto Service	jn	jn	jn	jn
Children's Apparel	jn	jn	jn	jn
Fine Jewelry	jn	jn	jn	jn
Fine Wine & Spirits	jn	jn	jn	jn
Florist	jn	jn	jn	jn
Furniture	jn	jn	jn	jn
Gardening Supplies	jn	jn	jn	jn
Greeting Cards	jn	jn	jn	jn
Grocer	jn	jn	jn	jn
Hardware	jn	jn	jn	jn
Home Accessories	jn	jn	jn	jn
Make-up/Cosmetics	jn	jn	jn	jn
Men's Apparel	jn	jn	jn	jn
Pet Supplies	jn	jn	jn	jn
Pharmacy/Drug Store	jn	jn	jn	jn
Shoes	jn	jn	jn	jn
Sporting Goods	jn	jn	jn	jn
Women's Apparel	jn	jn	jn	jn

Other (please specify)

## 5. In the last month, what have you purchased elsewhere that you wish you could have bought in Downtown Sample?

1.
2.
3.

## 6. Please provide the name of the store where you made that purchase.

1.
2.
3.

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## 7. In an average week, how much would you estimate that your household spends on meals away from home (full-service restaurants, take-out, drive-thru, etc.)?

- Less than \$25
- \$25 to \$49.99
- \$50 to \$74.99
- \$75 to \$99.99
- \$100 to \$199.99
- Over \$200

## 8. How would the addition of these restaurants affect the amount you spend in Downtown Sample?

	I would spend a lot more	I would spend a little more	No change	I do not know
White table cloth restaurant (Leisurely dining, gourmet food, prices matching full service level)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Casual dining (Family oriented menu with full service)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bar or Club (Limited food options with a focus on entertainment or sports)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Counter service restaurant (Order at counter and employee brings food to the table or for carryout)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quick service restaurant (Order and receive food at counter, drive thru service)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 9. In the past month, what Non-Downtown Sample restaurants did you patronize that you believe would be good additions to Downtown Sample?

1.
2.
3.

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## 10. Rate your overall satisfaction with these factors as they apply to Downtown Sample:

	Excellent	Above Average	Average	Below Average	Awful	I Don't Know
Attractiveness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bicycle access	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness of streets and sidewalks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Farmers Market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
General safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Merchandise displays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking convenience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pedestrian safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of goods available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Special events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Store hours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traffic flow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety of goods available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 11. When is it convenient for you to shop? (Mark all that apply)

- Daytime (10AM - 5PM)
- Early Evening (5PM - 7PM)
- Late Evening (After 7PM)
- Saturday
- Sunday

## 12. How long have you lived in Sample?

- I do not live in Sample
- Less than 1 year
- 1 to 5 years
- 5 to 10 years
- 10 or more years

## 13. What is your zip code?

**14. If you are employed, how frequently do you work from home rather than from your office?**

- Never
- Less than 20% of my work week
- Between 20% and 50% of my work week
- Over 50% of my work week
- I have a home based business

**15. Choose the answer that best describes your household.**

- I live alone
- We are the type of two person family commonly called "Empty Nester"
- We are a double income family without children
- We are a household composed of two or more adults
- We are a family with pre-school or school aged children living in the home
- Other

**16. Please choose the category that best describes how you usually travel to Downtown Sample to shop and dine.**

- I walk
- I bicycle
- I take public transit
- I drive in 5 minutes or less
- I drive but it takes more than 5-minutes

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## 17. Please choose the category that matches your age.

- Under 20
- 20 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75 or older

We know that your time is valuable, and we appreciate the efforts that you made to complete this survey.

## 18. Any Comments?

## 19. If you would like to learn the results of this survey and occasionally be asked to provide additional comments on shopping and dining in Downtown Sample, please provide this information

Name:

Email Address:

Phone Number: