

# DOWNTOWN RETAIL SURVEY



DR1 For this business, approximately how many square feet are devoted to the following? (must be a number)

Sales Space.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	sq. ft.
Office Space .....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	sq. ft.
Production Space .....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	sq. ft.
Storage Space .....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	sq. ft.
Unused Space .....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	sq. ft.

DR2 Using the scale provided, please rate the condition of your downtown for each factor.

NR = No response    1 = Needs Improving    2 = Fair    3 = Good    4 = Excellent

	NR	1	2	3	4
Street Furniture (lights, benches, waste containers) .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public amenities (parks, fountains, washrooms) .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Plantings, trees, flower boxes .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sidewalks, pedestrian environment .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Number of parking spots / facilities .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parking .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Highway signage .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Way finding / tourism directional signage .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Street banners .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessibility for people with disabilities .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exterior appearance of facades .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Graffiti and litter .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Window displays .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

DR3 What are the two busiest days of the week for this business? (select two)

<input type="checkbox"/> Monday	<input type="checkbox"/> Wednesday	<input type="checkbox"/> Friday	<input type="checkbox"/> Sunday
<input type="checkbox"/> Tuesday	<input type="checkbox"/> Thursday	<input type="checkbox"/> Saturday	

DR4 What are the *three* busiest months of the year for this business? (select up to three months)

- |                                   |                                |                                    |                                   |
|-----------------------------------|--------------------------------|------------------------------------|-----------------------------------|
| <input type="checkbox"/> January  | <input type="checkbox"/> April | <input type="checkbox"/> July      | <input type="checkbox"/> October  |
| <input type="checkbox"/> February | <input type="checkbox"/> May   | <input type="checkbox"/> August    | <input type="checkbox"/> November |
| <input type="checkbox"/> March    | <input type="checkbox"/> June  | <input type="checkbox"/> September | <input type="checkbox"/> December |

DR5 What are your thoughts on store hours? (select all that apply)

- I am open all the hours I need to be
- I can't be open more hours for personal reasons
- I should be open more hours, but can't afford the staff
- I would be open more hours if I were sure of sales
- I would be open more hours if everyone else were

DR6a Do community events / festivals increase sales in your business?

- Yes  No (Go to question DR6b)

If yes, please specify which events

1.
2.
3.

DR6b If no, why not? (select all that apply)

- |  |  |
|--|--|
| <input type="checkbox"/> Event-goers don't purchase enough | <input type="checkbox"/> Not enough events |
| <input type="checkbox"/> Street closures                   | <input type="checkbox"/> Other             |
| <input type="checkbox"/> Location                          |  |

If other, please specify:

**Customers & Clients**

DR7 Please indicate the percentage of customers / clients activity that are: **(Should total 100%)**

Foot traffic .....	<input type="text"/>	<input type="text"/>	<input type="text"/>	%
Telephone based .....	<input type="text"/>	<input type="text"/>	<input type="text"/>	%
Internet based .....	<input type="text"/>	<input type="text"/>	<input type="text"/>	%
Other .....	<input type="text"/>	<input type="text"/>	<input type="text"/>	%

If other, please specify:

DR8a How many customers / clients visit your business *each day* during the summer months between May and October? **(number of customers)**

<input type="checkbox"/> Less than 50	<input type="checkbox"/> 101 - 200	<input type="checkbox"/> Over 500
<input type="checkbox"/> 50 - 100	<input type="checkbox"/> 201 - 500	<input type="checkbox"/> None, all business via telephone / internet

DR8b How many customers / clients visit your business during the winter months between November and April? **(number of customers)**

<input type="checkbox"/> Less than 50	<input type="checkbox"/> 101 - 200	<input type="checkbox"/> Over 500
<input type="checkbox"/> 50 - 100	<input type="checkbox"/> 201 - 500	<input type="checkbox"/> None, all business via telephone / internet

DR9 Do you have specific target markets?

Yes  No **(Go to question DR11a)**

DR10 Please describe your business' target market regarding: **(select all that apply)**

a) Gender:

Male  Female  No distinction

b) Age:

Under 18  18 - 24  25 - 44  45 - 64  Over 64

c) Household Income

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Under \$25,000      | <input type="checkbox"/> \$50,000 - \$75,000  | <input type="checkbox"/> \$100,000 - \$150,000 |
| <input type="checkbox"/> \$25,000 - \$50,000 | <input type="checkbox"/> \$75,000 - \$100,000 | <input type="checkbox"/> Over \$150,000        |

DR11a Do you track where your customers / clients are from?

- Yes  No (Go to question DR12)

b) What communities (including province and / or state) do your customers come from?

Community A: .....	
Community B: .....	
Community C: .....	
Community D: .....	
Community E: .....	

c) What % of your customers come from each community: (Should total 100%)

Community A: .....				%
Community B: .....				%
Community C: .....				%
Community D: .....				%
Community E: .....				%
Other communities: .....				%

***Business Mix***

DR12 Please list three products and / or services that separate your business from your competition.

1.....	
2.....	
3.....	

DR13 Relative to other businesses in your trade area, what price point do you target?  
 Low-end                       Average                       High-end                       All price points

DR14 What three existing downtown businesses / services complement this business the most?  
(specify by name)

1.....   
2.....   
3.....

DR15 With this business in mind, what three additional businesses / services would you most like to see available downtown? (specify by name)

1.....   
2.....   
3.....

**Advertising**

DR16a Does your business advertise?  
 Yes                       No (go to question DR17)

DR16b What methods do you use to promote your business? (select all that apply)

- |  |   |
|--|---|
| <input type="checkbox"/> Print (e.g. flyers, newspaper, magazines) | <input type="checkbox"/> Word of mouth and networking   |
| <input type="checkbox"/> Website                                   | <input type="checkbox"/> Trade shows or business events |
| <input type="checkbox"/> Television / radio                        | <input type="checkbox"/> Travel review website          |
| <input type="checkbox"/> Social Media (e.g. Facebook, Twitter)     | <input type="checkbox"/> Email / e-newsletters          |
| <input type="checkbox"/> Co-op advertising campaigns               | <input type="checkbox"/> Other                          |

If other, please specify:

DR17 Do you know if your community offers any financial assistance programs to its businesses?  
 Yes                       No                       Don't know

DR18 How strongly do you agree or disagree with the following statements?

	1 = Strongly disagree	2 = Somewhat disagree	3 = Somewhat agree	4 = Strongly agree		
			1	2	3	4
I always try to buy products and services locally.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I always direct customers to other downtown businesses .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The existing downtown business mix helps this business .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There is plenty of convenient parking downtown .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Downtown is an excellent place to have a business .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are plenty of good workers available here .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would support a new retail promotions event .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The look and feel of downtown helps this business .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My building facade draws customers into this business .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My window and store displays help this business .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Downtown advertising campaigns benefit my business .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employees of this business show great customer service .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel safe downtown, even at night .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

DR19 What are the two main reasons people visit downtown? (e.g. specific establishment, attraction or activity)

1.....

2.....

DR20 What three community assets would you most like to see developed in the downtown? (e.g. farmers market, expand public parking)

1.....

2.....

3.....

***Thank you for your participation in the  
Huron County Business Retention & Expansion Project***