

CONSUMER SURVEY DOWNTOWN BUSINESS DISTRICT
Distributed by the Lillington Chamber of Commerce

Dear Customer:

The North Carolina Department of Commerce Main Street Program has been requested by the Town of Lillington to conduct a market study and your participation in the survey below is critical to the success of the study. This information will be used to identify the potential for future business growth for both new and existing businesses in Lillington. Your participation in this important survey and study is greatly appreciated. **Please complete by December 15th and return by fax to the Chamber at 910-514-9797 or by e-mail to: contact@lillingtonchamber.com.**

QUESTIONNAIRE

1. How often do you shop in the downtown area? **(CHECK CLOSEST RESPONSE)**
 - A. Every Day
 - B. At least once a week
 - C. At least once a month
 - D. Several times a year
 - E. Almost never
 - F. Other (write in) _____

2. What is the **MAIN** reason you visit the downtown business area? **(CHECK JUST ONE)**
 - A. Shopping
 - B. Banking
 - C. Work
 - D. Eating
 - E. Personal Business
 - F. Other (write in) _____

3. What **OTHER** things do you do downtown? **(CHECK ALL THAT APPLY)**
 - A. Shopping
 - B. Banking
 - C. Eating
 - D. Personal Business
 - E. Other (write in) _____

4. Where do you do most of your shopping? **(CHECK JUST ONE)**
 - A. Downtown
 - B. Local Shopping Center
 - C. Nearby Town (Name) _____
 - D. Other (write in) _____

5. Would you rate the following **GOOD FAIR POOR**
about downtown?

	GOOD	FAIR	POOR
A. Parking	_____	_____	_____
B. Friendliness of Salespeople	_____	_____	_____
C. Price of Merchandise	_____	_____	_____
D. Variety of goods	_____	_____	_____
E. Quality of Goods	_____	_____	_____
F. Attractiveness of area	_____	_____	_____
G. Attractiveness of buildings	_____	_____	_____
H. Business Hours	_____	_____	_____
I. Safety	_____	_____	_____

Please continue to page 2 for the remainder of the questions.

6. How important are the following to improving the downtown area?
- | | VERY | SOMEWHAT | NOT |
|---|-------|----------|-------|
| A. Historic Character | _____ | _____ | _____ |
| B. Cleanliness and maintenance | _____ | _____ | _____ |
| C. Focus on local customers | _____ | _____ | _____ |
| D. Patronize local businesses | _____ | _____ | _____ |
| E. Improve tourism | _____ | _____ | _____ |
| F. More special events/festivals | _____ | _____ | _____ |
| G. More jobs for locals | _____ | _____ | _____ |
| H. Customer Service | _____ | _____ | _____ |
| I. Public improvements, streets, sidewalks, landscaping | _____ | _____ | _____ |
| J. More advertising | _____ | _____ | _____ |
| K. Regular/convenient business hours | _____ | _____ | _____ |
| L. Safety | _____ | _____ | _____ |
7. What types of stores or services would you personally use if they were located in downtown?
(List all) _____

8. Do you live
- A. _____ in the Town
 - B. _____ Between 1 and 3 miles of town
 - C. _____ Between 3 and 5 miles of town
 - D. _____ Between 5 and 10 miles of town
 - E. _____ Other (write in) _____
9. What is your ZIP CODE? _____
10. How do you find out about local businesses, shopping, specials, promotions?
- A. _____ Local Newspaper
 - B. _____ Other newspaper (Name) _____
 - C. _____ TV (station name) _____
 - D. _____ Radio (station name) _____
 - E. _____ Direct Mail, flyers, etc.
 - F. _____ Word of mouth
 - G. _____ Other (write in) _____
10. Check whether person interviewed is _____ MALE _____ FEMALE
11. Check approximate age of person interviewed
- A. _____ Between 15 and 19 years of age
 - B. _____ Between 20 and 25 years of age
 - C. _____ Between 26-35 years of age
 - D. _____ Between 36-50 years of age
 - E. _____ Over 50

THANK YOU SO MUCH FOR YOUR TIME AND PARTICIPATION!