

# DOWNTOWN MIDLAND - Opinions and Preferences

## DESCRIPTION OF SURVEY AND CONSENT

Welcome to the DOWNTOWN MIDLAND survey!!

As a community member, you are invited to participate in this on-line survey as a way to share your opinions and preferences regarding the downtown Midland area.

This research is being conducted by Lisa Vincent, MBA student at Central Michigan University (Faculty Advisor: Dr. Holt Wilson, Marketing Department) in conjunction with the Downtown Development Authority in Midland, Michigan.

The purpose of this on-line survey is to collect information from the general population in the community as it relates to strengths and weaknesses of downtown Midland.

Your opinions and preferences are valuable sources of information. By answering the attached questions, you will help guide the planning of future downtown endeavors and will contribute to the continued vitality of our community.

This survey contains 23 questions, and you can expect that it will take approximately 10 - 15 minutes to complete.

All information collected in this survey will remain completely anonymous and confidential as e-mail addresses will be removed from participant responses.

Although you will not be compensated for your participation, once you have completed the survey you may opt to participate in a random drawing whereby one participant will be selected to receive a gift certificate to a downtown Midland establishment.

You are free to refuse to participate in this research project or to withdraw your consent and discontinue participation in the project at any time without penalty or loss of benefits to which you are otherwise entitled. Your participation will not affect your relationship with the institution(s) involved in this research project.

By returning the survey you are agreeing to the following:

"My return of this survey implies my consent to participate in this research. I understand that I can choose to withdraw my consent and discontinue participation at any time. I may also choose to print a second copy of this form to keep for my records."

If you are not satisfied with the manner in which this study is being conducted, you may report (anonymously if you so choose) any complaints to the Institutional Review Board by calling 989-774-6777, or addressing a letter to the Institutional Review Board, 251 Foust Hall, Central Michigan University, Mt. Pleasant, MI 48859.

# DOWNTOWN MIDLAND - Opinions and Preferences

Overall, how do you feel about DOWNTOWN MIDLAND?

1. Using a rating scale in which 1 represents EXTREMELY DISSATISFIED and 10 represents EXTREMELY SATISFIED, please indicate your overall satisfaction considering all the ways you utilize Downtown Midland:

	Extremely Dissatisfied (1)	2	3	4	5	6	7	8	9	Extremely Satisfied (10)
Choose One:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# DOWNTOWN MIDLAND - Opinions and Preferences

Next we would like to ask you some questions about when you prefer to visit DOWNTOWN MIDLAND:

2. How many days a week do you work in Downtown Midland?

	0 days	1 day	2 days	3 days	4 days	5 days	6 days	7 days
Choose One:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Aside from work, how often do you visit Downtown Midland?

	Never	1 - 10 days per month	11 - 20 days per month	More than 20 days per month
Choose One	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. How likely are you to shop at Downtown Midland venues?

	Very Unlikely	Unlikely	Neutral	Likely	Very Likely
Choose One:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. During what timeframe would you prefer to shop in Downtown Midland?

	Very Unlikely	Unlikely	Neutral	Likely	Very Likely
Weekdays 9:00 AM - 11:30 AM	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weekdays 11:31 AM - 1:30 PM	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weekdays 1:31 PM - 5:00 PM	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weekdays After 5:00 PM	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sat. / Sun. 9:00 AM - 11:30 AM	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sat. / Sun. 11:31 AM - 1:30 PM	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sat. / Sun. 1:31 PM - 5:00 PM	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sat. / Sun. After 5:00 PM	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. How likely are you to eat at Downtown Midland venues?

	Very Unlikely	Unlikely	Neutral	Likely	Very Likely
Choose One:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. During what timeframe would you prefer to eat in Downtown Midland?

	Very Unlikely	Unlikely	Neutral	Likely	Very Likely
Weekdays 9:00 AM - 11:30 AM	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weekdays 11:31 AM - 1:30 PM	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weekdays 1:31 PM - 5:00 PM	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weekdays After 5:00 PM	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sat. / Sun. 9:00 AM - 11:30 AM	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sat. / Sun. 11:31 AM - 1:30 PM	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sat. / Sun. 1:31 PM - 5:00 PM	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sat. / Sun. After 5:00 PM	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# DOWNTOWN MIDLAND - Opinions and Preferences

Now we would like to ask you about your participation in SPECIAL EVENTS in DOWNTOWN MIDLAND:

8. How likely are you to attend the following special events during the next twelve months?

	Very Unlikely	Unlikely	Neutral	Likely	Very Likely
Annual Sidewalk Sales	jn	jn	jn	jn	jn
Breakfast with Santa	jn	jn	jn	jn	jn
Chili-Salsa Cookoff	jn	jn	jn	jn	jn
Christmas Parade	jn	jn	jn	jn	jn
Cruise -n- Car Show	jn	jn	jn	jn	jn
Deals at the Diamond	jn	jn	jn	jn	jn
Farmers Market	jn	jn	jn	jn	jn
Great Lakes Pennant Race	jn	jn	jn	jn	jn
Holly Jolly Days	jn	jn	jn	jn	jn
Midland Highland Festival	jn	jn	jn	jn	jn
Pumpkin Festival	jn	jn	jn	jn	jn
River Days	jn	jn	jn	jn	jn
Santa House	jn	jn	jn	jn	jn

Other (please specify)

9. In general, when you do attend special events in Downtown Midland, how would you rate the following attributes?

	Very Unsatisfactory	Unsatisfactory	Neutral	Satisfactory	Very Satisfactory
Event Advertising	jn	jn	jn	jn	jn
Location of the Event	jn	jn	jn	jn	jn
Hours of the Event	jn	jn	jn	jn	jn
Activities Offered	jn	jn	jn	jn	jn
Parking Availability	jn	jn	jn	jn	jn
Cleanliness	jn	jn	jn	jn	jn
Friendliness of Event Workers	jn	jn	jn	jn	jn
Fees (if any)	jn	jn	jn	jn	jn

Other (please specify)

## DOWNTOWN MIDLAND - Opinions and Preferences

10. How likely are you to shop at Downtown Midland venues when you attend downtown special events?

	Very Unlikely	Unlikely	Neutral	Likely	Very Likely
Choose One:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. How likely are you to eat at Downtown Midland venues when you attend downtown special events?

	Very Unlikely	Unlikely	Neutral	Likely	Very Likely
Choose One:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# DOWNTOWN MIDLAND - Opinions and Preferences

Please tell us about the types of businesses you visit (would like to visit) in DOWNTOWN MIDLAND:

12. What types of businesses are you likely to visit when you are in Downtown Midland? (You may select multiple business types)

	Very Unlikely	Unlikely	Neutral	Likely	Very Likely
Flower Shop	jn	jn	jn	jn	jn
Barber or Salon	jn	jn	jn	jn	jn
Men's Clothing	jn	jn	jn	jn	jn
Jewelry Shop	jn	jn	jn	jn	jn
Dry Cleaning	jn	jn	jn	jn	jn
Women's Clothing	jn	jn	jn	jn	jn
Gift Shop	jn	jn	jn	jn	jn
Photography Shop	jn	jn	jn	jn	jn
Bar	jn	jn	jn	jn	jn
Professional Offices (Law, Financial Planning, Bank, etc.)	jn	jn	jn	jn	jn
Kitchen & Housewares	jn	jn	jn	jn	jn
Restaurant	jn	jn	jn	jn	jn

Other (please specify)

13. What types of businesses would likely attract you to Downtown Midland? (you may select multiple business types)

	Very Unlikely	Unlikely	Neutral	Likely	Very Likely
Children's Clothing	jn	jn	jn	jn	jn
Instructional Facility (cooking, art, photography, etc.)	jn	jn	jn	jn	jn
Smoothie & Juice Bar	jn	jn	jn	jn	jn
Golf / Tennis Boutique	jn	jn	jn	jn	jn
Maternity Boutique	jn	jn	jn	jn	jn
Pet Accessory Store	jn	jn	jn	jn	jn
Shoe Store	jn	jn	jn	jn	jn
Educational Toy Store	jn	jn	jn	jn	jn
Cigar Shoppe	jn	jn	jn	jn	jn
Antique Store	jn	jn	jn	jn	jn
Book Store	jn	jn	jn	jn	jn
Specialty Grocery Store (ethnic, deli, etc.)	jn	jn	jn	jn	jn

Other (please specify)

# DOWNTOWN MIDLAND - Opinions and Preferences

Next we would like your opinion on various aspects of the "DOWNTOWN EXPERIENCE":

14. Please select the category you feel best describes the following Downtown areas:

	Small & Intimate	Medium	Large & Diverse	Don't Know
Ann Arbor	jn	jn	jn	jn
Bay City	jn	jn	jn	jn
Chicago	jn	jn	jn	jn
Detroit	jn	jn	jn	jn
Frankenmuth	jn	jn	jn	jn
Grand Rapids	jn	jn	jn	jn
Holland	jn	jn	jn	jn
Lansing	jn	jn	jn	jn
Midland	jn	jn	jn	jn
Northville	jn	jn	jn	jn
Petoskey	jn	jn	jn	jn
Plymouth	jn	jn	jn	jn
Royal Oak	jn	jn	jn	jn
Traverse City	jn	jn	jn	jn

Other (please specify)

15. Which of the following is most attractive to you in terms of a "Downtown Experience"?

Small & Intimate

Medium

Large & Diverse

# DOWNTOWN MIDLAND - Opinions and Preferences

16. Please rate the following characteristics of a "Downtown Experience" based on how they appeal to you:

	Very Unappealing	Unappealing	Neutral	Appealing	Very Appealing
Locally Owned Businesses	jn	jn	jn	jn	jn
Franchised Stores	jn	jn	jn	jn	jn
Name Brand Stores	jn	jn	jn	jn	jn
Parking Structures	jn	jn	jn	jn	jn
Extensive Nightlife	jn	jn	jn	jn	jn
Ethnic Foods	jn	jn	jn	jn	jn
Major Events (like Ann Arbor Art Fair, Traverse City Cherry Festival)	jn	jn	jn	jn	jn
Flowers and Plantings	jn	jn	jn	jn	jn
Parking Available on the Street	jn	jn	jn	jn	jn
Limited Nightlife	jn	jn	jn	jn	jn
Homecooking	jn	jn	jn	jn	jn

Other (please specify)

# DOWNTOWN MIDLAND - Opinions and Preferences

Please tell us how you feel about some of the attributes of DOWNTOWN MIDLAND:

17. Please rate the following attributes as they apply to Downtown Midland:

	Very Unsatisfactory	Unsatisfactory	Neutral	Satisfactory	Very Satisfactory
Retail Selections	jn	jn	jn	jn	jn
General Ambiance	jn	jn	jn	jn	jn
Prices of Products Sold	jn	jn	jn	jn	jn
Restaurant Selections	jn	jn	jn	jn	jn
Business Hours of Retail Establishments	jn	jn	jn	jn	jn
Prices of Services Offered	jn	jn	jn	jn	jn
Friendliness of Employees at Restaurants	jn	jn	jn	jn	jn
Friendliness of Employees at Retail Establishments	jn	jn	jn	jn	jn
Safety	jn	jn	jn	jn	jn
Lighting	jn	jn	jn	jn	jn
Business Hours of Eating Establishments	jn	jn	jn	jn	jn
Cleanliness	jn	jn	jn	jn	jn
Parking	jn	jn	jn	jn	jn
Snow Removal	jn	jn	jn	jn	jn

Other (please specify)

18. Downtown Midland needs more:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Loft Apartments	jn	jn	jn	jn	jn
Condominiums	jn	jn	jn	jn	jn
Houses	jn	jn	jn	jn	jn
Traditional Apartments	jn	jn	jn	jn	jn

Other (please specify)

19. How useful do you find the Downtown Midland website?

	Not Useful	Somewhat Useful	Useful	Very Useful	Did Not Know it Existed
Choose One:	jn	jn	jn	jn	jn

# DOWNTOWN MIDLAND - Opinions and Preferences

Finally, we would like to ask you some basic demographic questions.

Please be assured your answers will be confidential and will be used for statistical analysis only.

20. Please provide the zip code where you live.

21. How long does it take you to drive to Downtown Midland from your home?

Less than 10 Minutes

10 - 20 Minutes

More than 20 Minutes

22. Are you a Male or Female?

Male

Female

23. What is your age range?

Under 20

21 - 30

31 - 40

41 - 50

51 - 60

61 - 70

Over 70

Prefer not to answer

24. Which of the following best describes your annual, pre-tax household income (from all sources)?

Under \$20,000

\$21,000 - \$50,000

\$51,000 - \$80,000

\$81,000 - \$110,000

\$111,000 - \$140,000

Over \$140,000

Prefer not to answer

# DOWNTOWN MIDLAND - Opinions and Preferences

## CLOSING REMARKS:

We would like to thank you for your participation in this survey! Your opinions and time are well appreciated.

As a token of our appreciation, please consider entering the DOWNTOWN SURVEY PARTICIPANT PRIZE DRAWING.

By sending your e-mail address to lvinnie0201@yahoo.com, you will be entered into a random drawing for a \$100.00 gift certificate, good at any Downtown Midland venue.

Your e-mail entry must be received by 12:00 PM on March 31, 2009. The winner will be notified by email by April 30, 2009

Thank you again for your participation!

25. Please feel free to add any additional comments:

