

3. Could you use information on or assistance with the following topics? (● mark ONE answer for each item)

	Definitely	Probably	Unsure	Probably Not	Definitely Not
Business Planning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financial Management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inventory Management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing/Branding/Advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employee Hiring/Training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer Service/Hospitality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building Improvements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Window displays/Interior Store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-Commerce/Web Design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying/Selling a Business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If your business is NOT downtown, go to question 6

4. What are the two biggest reasons people stop downtown? (i.e. specific establishment, attraction or activity)

a. _____ b. _____

5. How useful to your downtown business are (could be) the following services? (● mark ONE answer for each item)

	Very Useful	Useful	Useless	Don't Know
Group business training (i.e. workshops, speakers)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cooperative advertising coordination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing of Main Street district as shopping destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Façade grants (if guidelines met)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Downtown public improvement projects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Downtown business directories, brochures, maps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Web site or Internet resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retail event coordination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Special event coordination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Which technical or financial assistance programs* have you used for your business? (● mark ONE for each item)

*Information on these programs is available at http://www.nvda.net/pdf/doing_biznis.pdf

	Used in Past Year	Will Use in Next Year	Don't Know About	Won't Use
Service Corps of Retired Executives (SCORE) Tech Assistance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Small Business Development Center (SBDC) Tech Assistance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Micro Business Development Program of VT Comm Action	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vermont Economic Development Authority Financing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Small Business Administration (SBA) Financing Programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rehabilitation Investment Tax Credit Program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vermont Community Development Program (VCDP) Grants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regional/Local Revolving Loan Funds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
USDA Rural Development Loans and Guarantees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Who do you see as your major competition (local or out of town)? _____

8. What three businesses complement your business the most? (specify up to THREE businesses)

- a. _____
- b. _____
- c. _____

9. How satisfied are you with the present location of your business? (● mark ONE)

- Very Satisfied
- Satisfied
- Neutral
- Unsatisfied
- Very Unsatisfied
- Plan to Move

Why? _____

10. Do you have plans to expand or reduce operations of your business in the next year? (● mark ONE)

- I plan to expand products/services or square footage downtown.
- I plan to expand products/services or square footage at a location outside the downtown.
- I plan to reduce products/services or square footage downtown.
- I don't have any plans for changes.

11. If financial assistance were available, would you consider building improvements such as façade work or new signage?

- Yes
- No
- Don't Know

12. How many years has your business: (● mark ONE in each column)

	Been in Operation?	Been at Current Location?	Been Under Current Ownership?
Under 1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1-5	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6-10	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11-20	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Over 20	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Does your business own or lease the space in which it is located?

- Own
- Lease
- Lease, want to purchase

14. How many square feet are devoted to your business? _____ sq. ft. Total Space

15. Where do your CUSTOMERS typically park? (● mark ONE)

- On the street
- In a public parking lot
- In a private parking lot

How far do CUSTOMERS typically have to park from your business? (● mark ONE)

- Near entry
- ½ block away
- 1 block away
- 2 blocks away
- 3 blocks away

If you own a parking lot, how many parking spaces are available for CUSTOMERS (not employees)? _____

16. Where do you and your EMPLOYEES typically park? (● mark ONE)

- On the street
- In a public parking lot
- In a private parking lot

How far do you and your EMPLOYEES typically have to park from your business? (● mark ONE)

- Near entry
- ½ block away
- 1 block away
- 2 blocks away
- 3 blocks away

If you own a parking lot, how many parking spaces are available for EMPLOYEES (not customers)? _____

17. What % of your EMPLOYEES live in Newport? _____%

How many people including owners:

are full-time year-round (32 or more Hrs/Wk) _____

are part-time year-round (less than 32 Hrs/Wk) _____

are seasonal employees _____

18. What are the three busiest and slowest months of the year for this business? (● mark THREE in each column)

	Busiest Months		Slowest Months	
	Open	Close	Open	Close
January	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
February	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
March	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
April	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
May	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
June	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
July	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
August	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
September	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
October	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
November	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
December	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. What are the hours of operation of your business?

	Busiest Months		Slowest Months	
	Open	Close	Open	Close
Monday				
Tuesday				
Wednesday				
Thursday				
Friday				
Saturday				
Sunday				

20. How many customer transactions do you do per week during (● mark ONE in each column)

	Busiest Months	Slowest Months
none, all business via phone or Web	<input type="radio"/>	<input type="radio"/>
less than 50	<input type="radio"/>	<input type="radio"/>
50-250	<input type="radio"/>	<input type="radio"/>
250-500	<input type="radio"/>	<input type="radio"/>
Over 500	<input type="radio"/>	<input type="radio"/>

21. If additional chain stores were to open in the area, how would you adapt? _____

22. During an average week of the year, what are the busiest times for your business? (● mark up to FOUR times)

	Before 11:00am	11:00am -2:00pm	2:00pm- 5:00pm	After 5:00pm
Monday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuesday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wednesday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Thursday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Saturday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sunday	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

23. Which local events (past or present) increase sales volume for your business, either during the event or in the days that follow? (● list up to five)

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____

24. How important are the following consumer segments to your business? (● mark ONE on each row)

	Very Important	Important	Not Important	Not Sure
<u>Gender:</u>				
Males	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Females	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Age:</u>				
under 18	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18-24	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
25-44	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
45-54	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
55-64	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Over 64	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Income:</u>				
Low	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Medium	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Segment:</u>				
Residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2 nd Homes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Canadians	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. Do the following traits help make your business more competitive? (● mark ONE answer for each item)

	A Lot	A Little	Not at All
Your Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your Parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your Hours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your Brand Names	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your Selection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

26. What additional businesses would you most like to see downtown? (● mark up to FOUR in each column)

- | Retail Businesses | Service Businesses |
|--|---|
| <input type="radio"/> Appliance, TV, Elec. | <input type="radio"/> Accounting/Tax |
| <input type="radio"/> Art Dealers | <input type="radio"/> Bank |
| <input type="radio"/> Bakery | <input type="radio"/> Bar/Grill |
| <input type="radio"/> Beer/Wine/Liquor | <input type="radio"/> Barber/Beauty Salons |
| <input type="radio"/> Book and News | <input type="radio"/> Child Day Care |
| <input type="radio"/> Building Materials | <input type="radio"/> Chiropractor |
| <input type="radio"/> Butcher/Meat Shop | <input type="radio"/> Coffee Shop |
| <input type="radio"/> Children's Clothing | <input type="radio"/> Coin-op Laundry |
| <input type="radio"/> Computer/Software | <input type="radio"/> Dentist |
| <input type="radio"/> Convenience Store | <input type="radio"/> Dry Cleaners |
| <input type="radio"/> Cosmetics, Beauty | <input type="radio"/> Fast Food Restaurant |
| <input type="radio"/> Family Clothing | <input type="radio"/> Fitness Center |
| <input type="radio"/> Florists | <input type="radio"/> Formal Wear/Costume |
| <input type="radio"/> Furniture | <input type="radio"/> Full Serv Restaurant |
| <input type="radio"/> General Merch (Dept) | <input type="radio"/> General Rental Center |
| <input type="radio"/> Gift and Souvenir | <input type="radio"/> Insurance |
| <input type="radio"/> Grocery | <input type="radio"/> Investments |
| <input type="radio"/> Health/Personal Care | <input type="radio"/> Lawyer |
| <input type="radio"/> Hobby/Toy/Game | <input type="radio"/> Mail/Copy Services |
| <input type="radio"/> Home Furnishings | <input type="radio"/> Movie Rental |
| <input type="radio"/> Jewelry | <input type="radio"/> Movie Theaters |
| <input type="radio"/> Men's Clothing | <input type="radio"/> Nail Salons |
| <input type="radio"/> Musical Instruments | <input type="radio"/> Night Club |
| <input type="radio"/> Office Supplies | <input type="radio"/> Optometrist |
| <input type="radio"/> Pet and Supplies | <input type="radio"/> Personal Care (Diet) |
| <input type="radio"/> Pharmacies and Drug | <input type="radio"/> Pet Care/Grooming |
| <input type="radio"/> Sewing, Needlework | <input type="radio"/> Photographic Services |
| <input type="radio"/> Shoe Store | <input type="radio"/> Physician |
| <input type="radio"/> Sporting Goods | <input type="radio"/> Tailor |
| <input type="radio"/> Tape, CD, & Record | <input type="radio"/> Veterinary Services |
| <input type="radio"/> Women's Clothing | <input type="radio"/> Other _____ |
| <input type="radio"/> Other _____ | |

27. Name up to three businesses you would like to see come to downtown Newport (i.e. specific name or chain).

- a. _____
 b. _____
 c. _____

28. Which downtown buildings could be more productively used to create more economic activity for the district?

- a. location: _____
 b. The space could be better used for: _____

29. What types of housing would you like to see added downtown? (● mark ALL that apply)

- Senior units
- Condo Units
- Loft/Studio units
- Rental apartments
- Single family homes
- Other _____

30. What community recreational assets could support your business if further developed? (● mark ALL that apply)

- Lake/Waterfront
- Boating
- Bike Trail Expansion
- Hiking/Mountains
- Skiing
- Snowmobiling
- Parks
- Other _____

31. What additional types of lodging accommodations are needed in Newport? (● mark ALL that apply)

- Bed and breakfast or small inn
- Commercial chain hotel
- Waterfront resort

32. What additional consumer information should we collect in this study to help your business?

(For more space, please attach separate sheet of paper)

*Thank you for participating in this survey. Please return completed questionnaire by February 1, 2007 to:
 Bill McMaster, University of Vermont-Extension, 338 Highland Avenue # 3, Newport, Vermont 05855-4896*