



**Town of Athol
Downtown Vitality Committee
Downtown Athol Customer Survey**

The Downtown Vitality Committee is undertaking a market analysis to assist in determining market conditions and what types of businesses can be supported in Downtown Athol. Your anonymous answers will greatly assist this market analysis and is part of an effort to help expand existing, and attract new, businesses to Downtown Athol. Please take a few minutes to carefully complete the survey and return to location as noted at the end.

1. For what purposes do you visit the Downtown? (Check all that apply)

<input type="checkbox"/> Shopping	<input type="checkbox"/> Dining	<input type="checkbox"/> Work	<input type="checkbox"/> Services
<input type="checkbox"/> Event	<input type="checkbox"/> Healthcare	<input type="checkbox"/> Never Utilize Downtown	<input type="checkbox"/> Other:

2. What business(es) do you patronize in other areas that you would like to see in Downtown Athol?

Business Name: _____ Business Type: _____ Business Location: _____

3. How often do you use the services and businesses in Downtown Athol? (Check only one)

<input type="checkbox"/> Every Day	<input type="checkbox"/> 3-5 times per week	<input type="checkbox"/> About once a week
<input type="checkbox"/> 2-3 times per month	<input type="checkbox"/> About once a month	<input type="checkbox"/> Rarely/Never

4. How do you most frequently get to the Downtown?

<input type="checkbox"/> Walk	<input type="checkbox"/> Bike	<input type="checkbox"/> Drive	<input type="checkbox"/> Bus	<input type="checkbox"/> Ride with someone
-------------------------------	-------------------------------	--------------------------------	------------------------------	--

5. Please rate how well Downtown Athol's services and product mix currently meet your needs.

Service/Product	Rate how well existing business meets your need			Do you think there should be new or more of this in Downtown Athol?	
	Good	Fair	Poor	Yes	No
Groceries					
Healthcare					
Travel Services					
Barber/Hairdresser					
Bookstore					
Clothing					
Shoe Shop / Shoe Repair					
Pub/Tavern					
Restaurant (take out)					
Restaurant (sit down)					
Coffee Shop					
Dry Cleaner/Laundromat					
Flower Shop					
Hardware					
Craft Shop					
Art Gallery					
Gift Shop					
Jewelry					
Bank					
Frame Shop					
Professional Services (e.g. Attorney, Accountant)					
Other: _____					

6. Approximately how many times per month do you eat the following meals in a restaurant in general?

___ Breakfast ___ Lunch ___ Dinner

6(b). What percentage of your dining out is at a restaurant within the Downtown? _____ %

7. What keep you from shopping in the Downtown?

___ Selection ___ Quality ___ Price ___ Parking ___ Safety ___ Lack of Accessibility ___ Other

8. Please give us your opinion on the following characteristics of Downtown Athol:

Characteristic	Rate this characteristic in the Downtown			Do you think there should be new or more of this in Downtown Athol?		
	Good	Fair	Poor	Very Important	Somewhat Important	Not Very Important
Access to parking						
Ability to find what you want						
Handicapped accessibility of businesses						
Friendliness of service						
Price of goods and services						
Quality of goods and services						
Attractiveness of storefronts						
Safety						
Business hours						
Other: _____						

9. Do you work in Downtown Athol?

Yes No

10. What is your Gender?

Male Female

11. What is your age range?

___ 15-19	___ 20-24	___ 25-34	___ 35-44	___ 45-54
___ 55-59	___ 60-64	___ 65-74	___ 75-84	___ 85+

11(b). What year were you born? _____

12. What is your household income? (Information is anonymous)

___ Less than \$10,000	___ \$10,000-\$14,999	___ \$15,000-\$24,999	___ \$25,000-\$34,999	___ \$35,000-\$49,999
___ \$50,000-\$74,999	___ \$75,000-\$99,999	___ \$100,000-\$149,999	___ \$150,000 or more	

13. What would you change in Downtown Athol?

- Change:
- Keep:
- Eliminate:

**Please return the completed survey by January 31, 2017 to:
Eric R. Smith, Director of Planning and Community Development (in person or submit to Town Hall Drop Box)
584 Main Street, Athol, MA 01331**

The Athol Downtown Vitality Committee would like to thank you for your participation in this survey. Please stay tuned for scheduling of upcoming public meetings where additional public input will be welcomed. For more information, please visit the Downtown Vitality Committee's website at: <http://www.athol-ma.gov/downtown-vitality-committee>.

A number of Downtown Athol businesses will offer promotions/store discounts if you complete this survey in their store while shopping Downtown. Please inquire with your local Downtown business!