

Appendix A

Detailed Crosstabulations Customer Intercept Survey

**DOWNTOWN SKOWHEGAN
CUSTOMER INTERCEPT SURVEY
MARKET DECISIONS, INC.**

September 9-10, 1994

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MARKET DECISIONS, INC SEPTEMBER 1994

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Page 1

Q1: In what town do you live?

	<--WORK IN--><--AGE-->							
	DOWNTOWN		<35		35-54		55+	
	TOTAL	Yes	No	Yrs	Yrs	Yrs	Yrs	Yrs
	139	39	100	40	56	43		
	100%	100%	100%	100%	100%	100%		
NO ANSWER	-	-	-	-	-	-		
MAINE (NET):	133	39	94	40	53	40		
	96%	100%	94%	100%	95%	93%		
Skowhegan	67	25	42	20	23	24		
	48%	64%	42%	50%	41%	56%		
Madison	10	2	8	2	5	3		
	7%	5%	8%	5%	9%	7%		
Norridgewock	9	1	8	2	5	2		
	6%	3%	8%	5%	9%	5%		
East Madison	6	1	5	1	1	4		
	4%	3%	5%	3%	2%	9%		
Cornville	6	1	5	2	4	-		
	4%	3%	5%	5%	7%	-		
Canaan	4	3	1	2	1	1		
	3%	8%	1%	5%	2%	2%		
Anson	4	1	3	1	3	-		
	3%	3%	3%	3%	5%	-		
Solon	3	2	1	-	2	1		
	2%	5%	1%	-	4%	2%		
Farmington	3	-	3	2	1	-		
	2%	-	3%	5%	2%	-		
North Anson	3	1	2	2	1	-		
	2%	3%	2%	5%	2%	-		

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<---WORK IN---><---AGE--->						
DOWNTOWN						
	TOTAL	Yes	No	<35 Yrs	35-54 Yrs	55+ Yrs
Jackman	2 1%	-	2 2%	1 3%	1 2%	-
Bingham	2 1%	-	2 2%	-	-	2 5%
Athens	2 1%	-	2 2%	1 3%	1 2%	-
Lewiston	1 1%	-	1 1%	-	-	1 2%
Clinton	1 1%	-	1 1%	-	1 2%	-
Calais	1 1%	-	1 1%	1 3%	-	-
Harmony	1 1%	-	1 1%	-	1 2%	-
Oakland	1 1%	1 3%	-	-	1 2%	-
Waterville	1 1%	-	1 1%	1 3%	-	-
Freedom	1 1%	-	1 1%	1 3%	-	-
Dennysville	1 1%	-	1 1%	-	1 2%	-
Mercer	1 1%	-	1 1%	-	1 2%	-
Smithfield	1 1%	1 3%	-	1 3%	-	-

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		<--WORK IN--><--AGE-->							
		DOWNTOWN		<35		35-54		55+	
		TOTAL	Yes	No	Yrs	Yrs	Yrs	Yrs	Yrs
Auburn		1	-	1	-	-	-	1	-
		1%	-	1%	-	-	-	2%	-
New Portland		1	-	1	-	-	-	1	-
		1%	-	1%	-	-	-	2%	-
OTHER STATES (NET):		5	-	5	-	-	3	2	-
		4%	-	5%	-	-	5%	5%	-
Florida		4	-	4	-	-	2	2	-
		3%	-	4%	-	-	4%	5%	-
New Jersey		1	-	1	-	-	1	-	-
		1%	-	1%	-	-	2%	-	-
OTHER COUNTRY (NET):		1	-	1	-	-	-	1	-
		1%	-	1%	-	-	-	2%	-
England		1	-	1	-	-	-	1	-
		1%	-	1%	-	-	-	2%	-

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Q3: Do you work in DOWNTOWN Skowhegan?

		<--WORK IN--><--AGE-->					
		DOWNTOWN		<35		35-54	
		TOTAL		Yes		Yrs	
		No		Yrs		Yrs	
TOTAL		139	39	100	40	56	43
		100%	100%	100%	100%	100%	100%
NO ANSWER		-	-	-	-	-	-
No		100	-	100	28	40	32
		72%	-	100%	70%	71%	74%
Yes		39	39	-	12	16	11
		28%	100%	-	30%	29%	26%

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Q3a: Where is your place of work?
 BASE: Based on those came from work in Downtown Skowhegan

	<--WORK IN--><--AGE-->							
	DOWNTOWN							
	TOTAL		<35 Yrs		35-54 Yrs		55+ Yrs	
	Yes	No	Yes	No	Yes	No	Yes	No
TOTAL	12 100%	12 100%	-	-	3 100%	5 100%	4 100%	-
NO ANSWER	-	-	-	-	-	-	-	-
Dexter Shoe	2 17%	2 17%	-	-	1 33%	1 20%	-	-
Trendsetters Hair Salon	1 8%	1 8%	-	-	1 33%	-	-	-
Central Maine Printing	1 8%	1 8%	-	-	-	1 20%	-	-
The Blueberry Cupboard	1 8%	1 8%	-	-	-	1 20%	-	-
Electrolux	1 8%	1 8%	-	-	-	1 20%	-	-
Mac's Taxi Service	1 8%	1 8%	-	-	1 33%	-	-	-
Solon Manufacturing	1 8%	1 8%	-	-	-	1 20%	-	-
Wright Mills	1 8%	1 8%	-	-	-	-	1 25%	-

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		<--WORK IN--><--AGE-->							
		DOWNTOWN		<35		35-54		55+	
		TOTAL	Yes	No	Yrs	Yrs	Yrs	Yrs	Yrs
Holt Hart Skin Care		1	1	-	-	-	-	1	-
		8%	8%	-	-	-	-	25%	-
Chamber of Commerce		1	1	-	-	-	-	1	-
		8%	8%	-	-	-	-	25%	-
Town Hall		1	1	-	-	-	-	1	-
		8%	8%	-	-	-	-	25%	-

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Q4: Where are you coming from?

	<--WORK IN--><--AGE-->							
	DOWNTOWN		<35		35-54		55+	
	TOTAL	Yes	No	Yrs	Yrs	Yrs	Yrs	Yrs
TOTAL	139	39	100	40	56	43		
	100%	100%	100%	100%	100%	100%		
NO ANSWER	-	-	-	-	-	-	-	-
Shopping/errands in Downtown	80	18	62	24	29	27		
	58%	46%	62%	60%	52%	63%		
From home	28	5	23	7	13	8		
	20%	13%	23%	18%	23%	19%		
From work	19	12	7	6	7	6		
	14%	31%	7%	15%	13%	14%		
Shopping/errands not Downtown	8	3	5	2	5	1		
	6%	8%	5%	5%	9%	2%		
Visiting friends/ family	1	1	-	-	-	1		
	1%	3%	-	-	-	2%		
Motor class within Downtown	1	-	1	-	1	-		
	1%	-	1%	-	2%	-		
Just browsing	1	-	1	-	1	-		
	1%	-	1%	-	2%	-		
School	1	-	1	1	-	-		
	1%	-	1%	3%	-	-		

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Q4a: Where are you coming from specifically?
BASE: Based on those who came from shopping or errands in Downtown

<--WORK IN--><--AGE-->
DOWNTOWN

	TOTAL		Yes		No	<35		35-54		55+	
			Yrs		Yrs	Yrs		Yrs		Yrs	
TOTAL	80	18	62	24	27						
	100%	100%	100%	100%	100%						
NO ANSWER	-	-	-	-	-						
Woolworth	18	3	15	3	5	10					
	23%	17%	24%	13%	17%	37%					
Skowhegan Credit Union	12	4	8	7	4	1					
	15%	22%	13%	29%	14%	4%					
Variety Drug	6	1	5	-	1	5					
	8%	6%	8%	-	3%	19%					
The Blueberry Cupboard	6	2	4	2	1	3					
	8%	11%	6%	8%	3%	11%					
Paper Clip	4	3	1	1	2	1					
	5%	17%	2%	4%	7%	4%					
Betty-Mae's Video	4	1	3	2	2	-					
	5%	6%	5%	8%	7%	-					
Spice of Life	3	-	3	-	3	-					
	4%	-	5%	-	10%	-					
Aubochon Hardware	3	1	2	1	1	1					
	4%	6%	3%	4%	3%	4%					
Eagles Club	2	1	1	1	-	1					
	3%	6%	2%	4%	-	4%					
Dave's Movie Center	2	-	2	1	1	-					
	3%	-	3%	4%	3%	-					

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	<---WORK IN--><---AGE-->					
	DOWNTOWN					
	TOTAL	Yes	No	<35 Yrs	35-54 Yrs	55+ Yrs
Staples	2 3%	-	2 3%	2 8%	-	-
Karen's Closet	2 3%	-	2 3%	-	2 7%	-
J.R. Sports	2 3%	-	2 3%	-	2 7%	-
The Gift/Craft Shop	2 3%	-	2 3%	1 4%	1 3%	-
Key Bank	2 3%	-	2 3%	-	-	2 7%
Old Mill Pub	1 1%	-	1 2%	-	1 3%	-
Bloomfields	1 1%	-	1 2%	1 4%	-	-
Trendsetters Hair Salon	1 1%	-	1 2%	-	-	1 4%
Gagnon's Jewelry	1 1%	-	1 2%	-	-	1 4%
Fourtier-Talbot Law Office	1 1%	1 6%	-	-	1 3%	-
The Thrift Shop	1 1%	-	1 2%	1 4%	-	-
Kyes Insurance	1 1%	-	1 2%	-	-	1 4%

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	--WORK IN--		DOWNTOWN		--AGE-->			
		Yes	No		<35 Yrs	35-54 Yrs	55+ Yrs	
Strictly Kids	1	-	1	-	1	-	1	-
	1%	-	2%	-	-	3%	-	-
Butler's Cleaners	1	-	1	-	1	-	1	-
	1%	-	2%	-	-	3%	-	-
Cross Hardware	1	1	-	1	-	1	-	-
	1%	6%	-	4%	-	-	-	-

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Q5: Where are you going next?

	<--WORK IN--><--AGE-->									
	DOWNTOWN									
	TOTAL	Yes	No	<35 Yrs	35-54 Yrs	55+ Yrs				
TOTAL	139 100%	39 100%	100 100%	40 100%	56 100%	43 100%				
NO ANSWER	-	-	-	-	-	-				
Store, office, or restaurant Downtown	61 44%	14 36%	47 47%	20 50%	21 38%	20 47%				
Home	37 27%	10 26%	27 27%	10 25%	15 27%	12 28%				
Another place not Downtown	12 9%	3 8%	9 9%	2 5%	6 11%	4 9%				
Another place Downtown	11 8%	1 3%	10 10%	2 5%	6 11%	3 7%				
Work	10 7%	10 26%	-	4 10%	4 7%	2 5%				
Other	8 6%	1 3%	7 7%	2 5%	4 7%	2 5%				

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Q6: Was your trip to Downtown today a planned trip or did you stop here on impulse as you were passing through?

<---WORK IN---><-----AGE----->
DOWNTOWN

	TOTAL		Yes		No	<35 Yrs		35-54 Yrs		55+ Yrs	
TOTAL	139	39	100%	100%	100%	40	100%	56	100%	43	100%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-
Planned trip	114	36	92%	78%	78%	32	80%	49	88%	33	77%
Impulse	25	3	18%	8%	22%	8	20%	7	13%	10	23%

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Q7: Do you ever stop in Downtown on impulse without planning to stop?
BASE: Based on those who did not stop at Downtown on impulse

		<---WORK IN---><-----AGE----->					
		DOWNTOWN					
		<35		35-54		55+	
		Yrs		Yrs		Yrs	
		Yes	No	Yes	No	Yes	No
		-----	-----	-----	-----	-----	-----
TOTAL		114	36	78	32	49	33
		100%	100%	100%	100%	100%	100%
NO ANSWER		-	-	-	-	-	-
Frequently		15	4	11	7	4	4
		13%	11%	14%	22%	8%	12%
Sometimes		64	23	41	20	28	16
		56%	64%	53%	63%	57%	48%
Never		35	9	26	5	17	13
		31%	25%	33%	16%	35%	39%

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Q8: For what reasons do you routinely visit Downtown? (Circle as many as apply)

	<--WORK IN--><--AGE-->									
	DOWNTOWN									
	TOTAL	Yes	No	<35 Yrs	35-54 Yrs	55+ Yrs				
TOTAL	139 100%	39 100%	100 100%	40 100%	56 100%	43 100%				
NO ANSWER	-	-	-	-	-	-				
For shopping	111 80%	35 90%	76 76%	30 75%	45 80%	36 84%				
For banks	89 64%	31 79%	58 58%	27 68%	31 55%	31 72%				
For special events	87 63%	30 77%	57 57%	34 85%	34 61%	19 44%				
For Post Office business	78 56%	27 69%	51 51%	22 55%	28 50%	28 65%				
For personal svcs	72 52%	20 51%	52 52%	27 68%	28 50%	17 40%				
For eating out/bars	67 48%	22 56%	45 45%	20 50%	28 50%	19 44%				
For City Hall business	44 32%	18 46%	26 26%	8 20%	18 32%	18 42%				
For legal services	31 22%	9 23%	22 22%	4 10%	18 32%	9 21%				
Work in neighborhood	29 21%	25 64%	4 4%	9 23%	13 23%	7 16%				
Visit friends/ family	3 2%	1 3%	2 2%	2 5%	1 2%	-				
First time-Doesn't routinely visit	11 8%	-	11 11%	2 5%	4 7%	5 12%				

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Q9: When do you usually visit Downtown?

		<---WORK IN---><---AGE----->							
		DOWNTOWN		<35		35-54		55+	
		TOTAL		Yes		No		Yrs	
TOTAL		139	39	100	40	56	43		
		100%	100%	100%	100%	100%	100%		
NO ANSWER		-	-	-	-	-	-		
Both		84	28	56	33	28	23		
		60%	72%	56%	83%	50%	53%		
During the week		24	9	15	2	12	10		
		17%	23%	15%	5%	21%	23%		
On the weekend		20	2	18	3	12	5		
		14%	5%	18%	8%	21%	12%		
First time/R doesn't routinely visit		11	-	11	2	4	5		
		8%	-	11%	5%	7%	12%		

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Q9a: What time of day do you usually visit Downtown? (Circle all that apply)
BASE: Based on those who visit Downtown during the week

		<--WORK IN--><--AGE-->					
		DOWNTOWN					
		TOTAL		<35		35-54	
		Yes	No	Yrs	Yrs	Yrs	Yrs
TOTAL		108	37	71	35	40	33
		100%	100%	100%	100%	100%	100%
NO ANSWER		-	-	-	-	-	-
Throughout the workday		53	23	30	22	16	15
		49%	62%	42%	63%	40%	45%
In the afternoon		35	14	21	11	16	8
		32%	38%	30%	31%	40%	24%
After work/evening		26	9	17	8	12	6
		24%	24%	24%	23%	30%	18%
During the morning		26	8	18	7	8	11
		24%	22%	25%	20%	20%	33%
At lunch time		12	5	7	4	4	4
		11%	14%	10%	11%	10%	12%

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Q10: How did you get here today?

	<--WORK IN--><--AGE-->							
	DOWNTOWN							
	TOTAL	Yes	No	<35 Yrs	35-54 Yrs	55+ Yrs		
TOTAL	139 100%	39 100%	100 100%	40 100%	56 100%	43 100%		
NO ANSWER	-	-	-	-	-	-		
Car	110 79%	29 74%	81 81%	30 75%	46 82%	34 79%		
Walked	25 18%	9 23%	16 16%	10 25%	9 16%	6 14%		
Cab	2 1%	1 3%	1 1%	-	-	2 5%		
Bicycle	1 1%	-	1 1%	-	1 2%	-		
Bus	1 1%	-	1 1%	-	-	1 2%		

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Q10a: Where did you park your car?
BASE: Based on those who came by car

		<---WORK IN---><-----AGE----->											
		DOWNTOWN											
		TOTAL		Yes		No		<35 Yrs		35-54 Yrs		55+ Yrs	
TOTAL		110	29	81	30	46	34						
		100%	100%	100%	100%	100%	100%						
NO ANSWER		-	-	-	-	-	-						
On the street		70	13	57	17	32	21						
		64%	45%	70%	57%	70%	62%						
In a parking lot		35	16	19	11	13	11						
		32%	55%	23%	37%	28%	32%						
Was dropped off		5	-	5	2	1	2						
		5%	-	6%	7%	2%	6%						

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q10b: Did you have a problem finding a parking space?

BASE: Based on those who came by car

BASE: Based on those who weren't dropped off

		<---WORK IN---><---AGE----->					
		DOWNTOWN					
				<35		35-54	
				Yrs		Yrs	
				Yrs		Yrs	
				Yrs		Yrs	
				Yrs		Yrs	
				Yrs		Yrs	
				Yrs		Yrs	
				Yrs		Yrs	
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				Yrs		Yrs	
				Yrs		Yrs	
				Yrs		Yrs	
				Yrs			

DOWNTOWN SKOWHEGAN INTERCEPT SURVEY
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Q11: If you could do one thing to improve Downtown Skowhegan, what would it be? (First mention, ranked:)

	<--WORK IN--><--AGE-->					
	DOWNTOWN					
	TOTAL	Yes	No	<35 Yrs	35-54 Yrs	55+ Yrs
TOTAL	139 100%	39 100%	100 100%	40 100%	56 100%	43 100%
NO ANSWER	-	-	-	-	-	-
ROUTE RELATED (NET):	61 44%	22 56%	39 39%	19 48%	23 41%	19 44%
More convenient parking/parking Lot	17 12%	7 18%	10 10%	7 18%	7 13%	3 7%
Build bridge coming from Madison Ave.	14 10%	7 18%	7 7%	4 10%	4 7%	6 14%
Improve/change the rotary	13 9%	1 3%	12 12%	3 8%	6 11%	4 9%
Re-route traffic	10 7%	4 10%	6 6%	4 10%	2 4%	4 9%
Find another route for trucks	5 4%	2 5%	3 3%	1 3%	3 5%	1 2%
Make Madison Ave. two-way	1 1%	-	1 1%	-	1 2%	-
Move Route 2	1 1%	1 3%	-	-	-	1 2%

DOWNTOWN SKONHEGAN INTERCEPT SURVEY
MARKET DECISIONS, INC SEPTEMBER 1994

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	<---WORK IN--->---AGE----->									
	DOWNTOWN		<35		35-54		55+			
	TOTAL	Yes	No	Yrs	Yrs	Yrs	Yrs	Yrs		
BUSINESS RELATED (NET):	24	6	18	6	10	8				
	17%	15%	18%	15%	18%	19%				
Need more dept. stores/mall	14	3	11	5	4	5				
	10%	8%	11%	13%	7%	12%				
Bring more business back to downtown	3	1	2	-	2	1				
	2%	3%	2%	-	4%	2%				
Longer business hours	3	-	3	1	2	-				
	2%	-	3%	3%	4%	-				
More restaurants	2	1	1	-	2	-				
	1%	3%	1%	-	4%	-				
Need a grocery store	2	1	1	-	-	2				
	1%	3%	1%	-	-	5%				
APPEARANCE OF DOWNTOWN (NET):	6	1	5	1	2	3				
	4%	3%	5%	3%	4%	7%				
Make store fronts more attractive	5	1	4	1	2	2				
	4%	3%	4%	3%	4%	5%				
Clean up streets/ Sweep the streets	1	-	1	-	-	1				
	1%	-	1%	-	-	2%				
Repave Water Street	1	-	1	1	-	-				
	1%	-	1%	3%	-	-				

DOWNTOWN SKOWHEGAN INTERCEPT SURVEY
MARKET DECISIONS, INC SEPTEMBER 1994

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	<---WORK IN-----AGE----->					
	DOWNTOWN					
	TOTAL	Yes	No	<35 Yrs	35-54 Yrs	55+ Yrs
OTHER RESPONSES	21	5	16	5	11	5
(NET):	15%	13%	16%	13%	20%	12%
More noticeable crosswalks	5	1	4	1	3	1
	4%	3%	4%	3%	5%	2%
More traffic control	4	2	2	1	1	2
	3%	5%	2%	3%	2%	5%
Put up more street lights	3	-	3	1	2	-
	2%	-	3%	3%	4%	-
More public access bathrooms	3	-	3	-	1	2
	2%	-	3%	-	2%	5%
Need a place for teens to hang-out	2	-	2	1	1	-
	1%	-	2%	3%	2%	-
Put in a soda machine	1	1	-	-	1	-
	1%	3%	-	-	2%	-
Need a city bus line	1	1	-	-	1	-
	1%	3%	-	-	2%	-
Less Crosswalks	1	-	1	-	1	-
	1%	-	1%	-	2%	-
Liven up the town	1	-	1	1	-	-
	1%	-	1%	3%	-	-
Nothing needs to be done/it's fine	14	-	14	4	8	2
	10%	-	14%	10%	14%	5%
Irrelevant Comment	1	-	1	-	-	1
	1%	-	1%	-	-	2%
Don't know	11	5	6	4	2	5
	8%	13%	6%	10%	4%	12%

DOWNTOWN SKOWHEGAN INTERCEPT SURVEY
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q11a: If you could do one thing to improve Downtown Skowhegan, what would it be? (All mentions, ranked:)
BASE: Based on those who mentioned more than one response

<--WORK IN--><--AGE-->

	DOWNTOWN				<35				35-54				55+			
	TOTAL		Yes	No	Yrs	No	Yrs	Yrs	Yrs	No	Yrs	Yrs	Yrs	No	Yrs	Yrs
TOTAL	139	39	100%	100%	40	100%	100%	100%	56	100%	100%	100%	43	100%	100%	100%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ROUTE RELATED	67	23	44%	44%	19	25	23	53%	45%	25	53%	53%	23	53%	53%	53%
(NET):	18	7	11%	11%	4	5	9	13%	10%	9%	21%	21%	9	21%	21%	21%
Build bridge coming from Madison Ave.	17	7	10%	10%	7	13%	7	12%	13%	7	13%	13%	3	7%	7%	7%
More convenient parking/Parking lot	13	1	3%	12%	3	6	4	9%	11%	6	9%	9%	4	9%	9%	9%
Improve/change the rotary	12	5	7%	7%	4	3	5	9%	5%	3	5%	5%	5	12%	12%	12%
Re-route traffic	6	3	8%	3%	1	4	1	4%	7%	4	7%	7%	1	2%	2%	2%
Find another route for trucks	2	-	-	2%	1	1	-	1%	2%	1	2%	2%	-	-	-	-
Make Madison Ave. two-way	1	1	3%	-	-	-	-	1%	-	-	-	-	1	2%	2%	2%
Move Route 2	1	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-
Remove bldg corner of Russell & Water	1	-	-	1%	-	1	1	1%	-	1	1	1	-	-	-	-

DOWNTOWN SKOWHEGAN INTERCEPT SURVEY
MARKET DECISIONS, INC SEPTEMBER 1994

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<--WORK IN--><--AGE-->											
DOWNTOWN											
		TOTAL		Yes	No	<35		35-54		55+	
				Yrs	Yrs	Yrs	Yrs	Yrs	Yrs	Yrs	Yrs
BUSINESS RELATED (NET):		25	7	18	18	6	11	8			
		18%	18%	18%	15%	20%	19%				
	Need more dept. stores/mall	14	3	11	11%	5	4	5			
		10%	8%	11%	13%	7%	12%				
More restaurants		5	3	2	2%	-	4	1			
		4%	8%	2%	-	7%	2%				
	Longer business hours	3	-	3	3%	1	2	-			
		2%	-	3%	3%	4%	-				
Bring more business back to downtown		3	1	2	2%	-	2	1			
		2%	3%	2%	-	4%	2%				
	Need a grocery store	2	1	1	1%	-	-	2			
		1%	3%	1%	-	-	5%				
APPEARANCE OF DOWNTOWN (NET):		9	2	7	7%	3	3	3			
		6%	5%	7%	8%	5%	7%				
	Make store fronts more attractive	7	1	6	6%	1	3	3			
		5%	3%	6%	3%	5%	7%				
Clean up streets/ Sweep the streets		2	1	1	1%	1	-	1			
		1%	3%	1%	3%	-	-	2%			
	Repave Water Street	1	-	1	1%	1	-	-			
		1%	-	1%	3%	-	-				
OTHER RESPONSES (NET):		26	7	19	19%	8	13	5			
		19%	18%	19%	20%	23%	12%				
	Put up more street lights	7	2	5	5%	3	4	-			
		5%	5%	5%	8%	7%	-				
More traffic control		6	3	3	3%	2	2	2			
		4%	8%	3%	5%	4%	5%				
	More noticeable crosswalks	5	1	4	4%	1	3	1			
		4%	3%	4%	3%	5%	2%				

DOWNTOWN SKOWHEGAN INTERCEPT SURVEY
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	<--WORK IN--><--AGE-->							
	DOWNTOWN							
	TOTAL	Yes	No		<35 Yrs	35-54 Yrs	55+ Yrs	
More public access bathrooms	3 2%	-	3 3%	-	1 2%	1 2%	2 5%	
Need a place for teens to hang-out	3 2%	-	3 3%	2 5%	1 2%	-	-	
Put in a soda machine	1 1%	1 3%	-	-	-	1 2%	-	
Need a city bus line	1 1%	1 3%	-	-	-	1 2%	-	
Less Crosswalks	1 1%	-	1 1%	-	-	1 2%	-	
Liven up the town	1 1%	-	1 1%	1 3%	-	-	-	
Nothing needs to be done/It's fine	14 10%	-	14 14%	4 10%	8 14%	2 5%	-	
Irrelevant Comment	1 1%	-	1 1%	-	-	-	1 2%	
Don't know	11 8%	5 13%	6 6%	4 10%	2 4%	5 12%	-	

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<--WORK IN--><-----AGE----->

	DOWNTOWN					
	TOTAL	Yes	No	<35 Yrs	35-54 Yrs	55+ Yrs
TOTAL	139 100%	39 100%	100 100%	40 100%	56 100%	43 100%
NO ANSWER	-	-	-	-	-	-
Continue the same as now	85 61%	23 59%	62 62%	29 73%	35 63%	21 49%
More likely to use Downtown	41 29%	10 26%	31 31%	8 20%	15 27%	18 42%
Less likely to use Downtown	11 8%	6 15%	5 5%	3 8%	6 11%	2 5%
Don't know	2 1%	-	2 2%	-	-	2 5%

DOWNTOWN SKOWHEGAN INTERCEPT SURVEY
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Q13: Please estimate the total amount of money you will spend in Downtown today.
BASE: Based on those who came from a store or restaurant, are at a store or restaurant or are going to a store or restaurant in Downtown

<--WORK IN--><-----AGE----->

DOWNTOWN

<35 35-54 55+

TOTAL Yes No Yrs Yrs Yrs

TOTAL 107 26 81 33 39 35
100% 100% 100% 100% 100% 100%

NO ANSWER

Less than \$5

27 6 21 7 12 8
25% 23% 26% 21% 31% 23%

Between \$5 & \$10

26 8 18 7 9 10
24% 31% 22% 21% 23% 29%

Between \$10 & \$20

15 4 11 6 4 5
14% 15% 14% 18% 10% 14%

Between \$20 & \$50

27 6 21 6 13 8
25% 23% 26% 18% 33% 23%

Between \$50 & \$100

7 1 6 5 2 2
7% 4% 7% 15% - 6%

More than \$100

5 1 4 2 1 2
5% 4% 5% 6% 3% 6%

DOWNTOWN SKOMHEGAN INTERCEPT SURVEY
MARKET DECISIONS, INC SEPTEMBER 1994

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Q14: In which range does you age fall?

	<---WORK IN---><---AGE----->					
	DOWNTOWN					
	TOTAL		<35 Yrs		35-54 Yrs	
	Yes	No	Yes	No	Yes	No
TOTAL	139	39	100	40	56	43
	100%	100%	100%	100%	100%	100%
NO ANSWER	-	-	-	-	-	-
Under 25 years	16	3	13	16	-	-
	12%	8%	13%	40%	-	-
25-34 years	24	9	15	24	-	-
	17%	23%	15%	60%	-	-
35-44 years	35	9	26	-	35	-
	25%	23%	26%	-	63%	-
45-54 years	21	7	14	-	21	-
	15%	18%	14%	-	38%	-
55-64 years	20	5	15	-	-	20
	14%	13%	15%	-	-	47%
65-74 years	21	6	15	-	-	21
	15%	15%	15%	-	-	49%
75 years or older	2	-	2	-	-	2
	1%	-	2%	-	-	5%

DOWNTOWN SKOWHEGAN INTERCEPT SURVEY
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Q15: In which range was your total household income for 1993?

	<--WORK IN--><--AGE-->				DOWNTOWN							
	TOTAL		Yes		No		<35 Yrs		35-54 Yrs		55+ Yrs	
TOTAL	139	39	100	40	56	43						
	100%	100%	100%	100%	100%	100%						
NO ANSWER	-	-	-	-	-	-						
Less than \$15,000	34	7	27	18	8	8						
	24%	18%	27%	45%	14%	19%						
\$15,000 to \$25,000	29	12	17	5	11	13						
	21%	31%	17%	13%	20%	30%						
\$25,000 to \$35,000	29	8	21	8	11	10						
	21%	21%	21%	20%	20%	23%						
\$35,000 to \$50,000	15	5	10	5	9	1						
	11%	13%	10%	13%	16%	2%						
\$50,000 to \$75,000	9	1	8	1	5	3						
	6%	3%	8%	3%	9%	7%						
\$75,000 or more	7	2	5	1	3	3						
	5%	5%	5%	3%	5%	7%						
REFUSED	12	3	9	2	6	4						
	9%	8%	9%	5%	11%	9%						
DON'T KNOW	4	1	3	-	3	1						
	3%	3%	3%	-	5%	2%						

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QGENDER: Gender of respondent

	<--WORK IN--><--AGE-->				DOWNTOWN			
	TOTAL		Yes		No		<35	
			Yrs				Yrs	
							35-54	
							Yrs	
							55+	
							Yrs	
TOTAL	139	39	100	40	56	43		
	100%	100%	100%	100%	100%	100%		
NO ANSWER	-	-	-	-	-	-		
Female	85	21	64	25	37	23		
	61%	54%	64%	63%	66%	53%		
Male	54	18	36	15	19	20		
	39%	46%	36%	38%	34%	47%		

DOWNTOWN SKOWHEGAN INTERCEPT SURVEY
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QDATE: Date of interview

	<---WORK IN---><---AGE----->			
	DOWNTOWN			
	TOTAL		<35 Yrs	
	Yes	No	35-54 Yrs	55+ Yrs
TOTAL	139 100%	39 100%	100 100%	40 100%
NO ANSWER	-	-	-	-
September 9	82 59%	28 72%	54 54%	26 65%
September 10	57 41%	11 28%	46 46%	14 35%
			56 100%	43 100%
			26 54%	17 40%

DOWNTOWN SKOWHEGAN INTERCEPT SURVEY
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QTIME: Time of interview

<---WORK IN---><---AGE----->
DOWNTOWN

	TOTAL		Yes		No		<35 Yrs		35-54 Yrs		55+ Yrs	

TOTAL	139	39	100	40	56	43
	100%	100%	100%	100%	100%	100%

NO ANSWER

DATE: 9/9/94 (FRI)

Between 9:30am-12

30	12	18	3	14	13
22%	31%	18%	8%	25%	30%

Between 12-2pm

21	6	15	7	8	6
15%	15%	15%	18%	14%	14%

Between 2pm-4pm

9	3	6	3	3	3
6%	8%	6%	8%	5%	7%

Between 4pm-6:30pm

22	7	15	13	5	4
16%	18%	15%	33%	9%	9%

DATE: 9/10/94 (SAT)

Between 9:30am-12

29	7	22	8	13	8
21%	18%	22%	20%	23%	19%

Between 12-2pm

24	4	20	6	12	6
17%	10%	20%	15%	21%	14%

Between 2pm-4pm

4	-	4	-	1	3
3%	-	4%	-	2%	7%

DOWNTOWN SKOMHEGAN INTERCEPT SURVEY
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QLOCATION: Location interview took place

	<--WORK IN--><--AGE-->							
	DOWNTOWN							
	TOTAL	Yes	No	Yrs	<35	35-54	55+	
		Yes	No	Yrs	Yrs	Yrs	Yrs	
TOTAL	139	39	100	40	56	43		
	100%	100%	100%	100%	100%	100%	100%	
NO ANSWER	-	-	-	-	-	-	-	
Area 1	35	8	27	6	14	15		
	25%	21%	27%	15%	25%	35%		
Area 2	35	11	24	7	18	10		
	25%	28%	24%	18%	32%	23%		
Area 3	39	9	30	21	12	6		
	28%	23%	30%	53%	21%	14%		
Area 4	30	11	19	6	12	12		
	22%	28%	19%	15%	21%	28%		