Appendix B

Detailed Crosstabulations
Consumer Telephone Survey

CONSUMER TELEPHONE SURVEY
DOWNTOWN SKOWHEGAN PROJECT

Market Decisions, Inc.
September, 1994

Table of Contents

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Table Q1 Page 1
Q1: In what town do you live?

Table Q2FIRST Page 3
Q2: In what retail center do you do the majority of your shopping for everyday items? (First mention, ranked:)

Table Q2ALL Page 5
Q2(all): In what retail center do you do the majority of your shopping for everyday items? (All mentions, ranked:)

Table Q3FIRST Page 7
Q3(First): Where do you do the majority of your shopping for electronic goods and small appliances? (First mention, ranked:)

Table Q3ALL Page 9
Q3(all): Where do you do the majority of your shopping for electronic goods and small appliances? (All mentions, ranked:)

Table Q4FIRST Page 11
Q4(first): Where do you do the majority of your shopping for items such as clothes and shoes? (First mention, ranked:)

Table Q4ALL Page 13
Q4(all): Where do you do the majority of your shopping for items such as clothes and shoes? (All mentions, ranked:)

Table Q5FIRST Page 15
Q5(first): Where do you do the majority of your shopping for items such as special gift and jewelry? (First mention, ranked:)

Table Q5ALL Page 17
Q5(all): Where do you do the majority of your shopping for items such as special gift and jewelry? (All mentions, ranked:)

Table Q6FIRST Page 19
Q6(first): Where do you do the majority of your shopping for items such as sporting goods, fishing and hunting supplies? (First mention, ranked:)

Table Q6ALL Page 21
Q6(all): Where do you do the majority of your shopping for items such as sporting goods, fishing and hunting supplies? (All mentions, ranked:)

Table Q7 Page 23
Q7: Have you bought anything at all in the Downtown Skowhegan area within the past year?
BASE: Based on those who did not mention Downtown Skowhegan in Q2-Q6

Table Q8 Page 24
Q8: What particular things would you expect to shop for in the Downtown Skowhegan area?

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Table Q9A
Q9a: How much of your shopping for HARDWARE AND PAINT AND WALLPAPER SUPPLIES do you do in Downtown Skowhegan? Page 27
BASE: Based on those who have shopped for HARDWARE in the past year

Table Q9B
Q9b: How much of your shopping for CLOTHING do you do in Downtown Skowhegan? Page 28
BASE: Based on those who have shopped for CLOTHING in the past year

Table Q9C
Q9C: How much of your shopping for SHOES do you do in Downtown Skowhegan? Page 29
BASE: Based on those who have shopped for SHOES in the past year

Table Q9D
Q9d: How much of your shopping for FURNITURE AND APPLIANCES do you do in Downtown Skowhegan? Page 30
BASE: Based on those who have shopped for FURNITURE AND APPLIANCES in the past year

Table Q9E
Q9e: How much of your shopping for CARPETING AND OTHER FLOOR COVERINGS do you do in Downtown Skowhegan? Page 31
BASE: Based on those who have shopped for CARPETING AND OTHER FLOOR COVERINGS in the past year

Table Q9F
Q9f: How much of your shopping for TV's RADIOS AND ELECTRONIC ITEMS do you do in Downtown Skowhegan? Page 32
BASE: Based on those who have shopped for ELECTRONIC ITEMS in the past year

Table Q9G
Q9g: How much of your shopping for RECORDS, TAPES AND CD's do you do in Downtown Skowhegan? Page 33
BASE: Based on those who have shopped for RECORDS, TAPES, AND CD's in the past year

Table Q9H
Q9h: How much of your shopping for BICYCLES AND OTHER SPORTING GOODS do you do in Downtown Skowhegan? Page 34
BASE: Based on those who have shopped for SPORTING GOODS in the past year

Table Q9I
Q9i: How much of your shopping for BOOKS do you do in Downtown Skowhegan? Page 35
BASE: Based on those who have shopped for BOOKS in the past year

Table Q9J
Q9j: How much of your shopping for HOUSEWARES AND COOKING EQUIPMENT do you do in Downtown Skowhegan? Page 36
BASE: Based on those who have shopped for HOUSEWARES AND COOKING EQUIPMENT in the past year

Table Q9K
Q9k: How much of your shopping for GOURMET OR SPECIALTY FOODS do you do in Downtown Skowhegan? Page 37
BASE: Based on those who have shopped for GOURMET OR SPECIALTY FOODS in the past year

Table Q9L Page 38
Q9l: How much of your shopping for TOYS AND GAMES do you do in Downtown Skowhegan?
BASE: Based on those who have shopped for TOYS AND GAMES in the past year

Table Q9M Page 39
Q9m: How much of your shopping for JEWELRY do you do in Downtown Skowhegan?
BASE: Based on those who have shopped for JEWELRY in the past year

Table Q9N Page 40
Q9n: How much of your shopping for FABRICS, CRAFTS AND HOBBY SUPPLIES do you do in Downtown Skowhegan?
BASE: Based on those who have shopped for FABRICS, CRAFTS AND HOBBY SUPPLIES in the past year

Table Q9O Page 41
Q9o: How much of your shopping for GIFTS AND OTHER SPECIALTY ITEMS do you do in Downtown Skowhegan?
BASE: Based on those who have shopped for GIFTS AND OTHER SPECIALTY ITEMS in the past year

Table Q10A Page 42
Q10a: How sure are you that you would find AN ARTICLE OF CLOTHING, A NICE DRESS OR SUIT, in Downtown Skowhegan?

Table Q10B Page 43
Q10b: How sure are you that you would find HARDWARE, TOOLS AND SUPPLIES in Downtown Skowhegan?

Table Q10C Page 44
Q10c: How sure are you that you would find A SPECIAL GIFT OR JEWELRY YOU'D WANT in Downtown Skowhegan?

Table Q10D Page 45
Q10d: How sure are you that you would find HOUSEHOLD ITEMS, APPLIANCES AND ELECTRONIC ITEMS YOU'D WANT in Downtown Skowhegan?

Table Q11 Page 46
Q11: Are there things that you can't buy in the local area that you have to shop for out of this area?

Table Q11A Page 47
Q11a: What are they?
BASE: Based on those who have to shop out of the area

Table Q12A Page 49
Q12a: During the past six months, how many times have you eaten in a restaurant FOR BREAKFAST OR LUNCH in Downtown Skowhegan?

Table Q12B Page 50
Q12b: During the past six months, how many times have you eaten in a restaurant IN THE EVENING OR FOR DINNER in Downtown Skowhegan?

Table Q13 Page 51
Q13: During the past six months, how much of your eating out a restaurants would you say you did in Downtown Skowhegan?

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Table Q14
Q14: When you need FINANCIAL AND LEGAL SERVICES, how often do you use those available in Downtown Skowhegan? Page 52

Table Q14A
Q14a: When you need PERSONAL SERVICES LIKE BEAUTY AND BARBER SHOPS AND CLEANERS, how often do you use those available in Downtown Skowhegan? Page 53

Table Q14B
Q14b: When you use one of these services, how often do you also do some shopping in Downtown Skowhegan on the same trip? Page 54

Table Q15A
Q15a: Do you tend to think of Downtown Skowhegan as ... Page 55

Table Q15B
Q15b: Do you tend to think of Downtown Skowhegan as ... Page 56

Table Q15C
Q15c: Do you tend to think of Downtown Skowhegan as ... Page 57

Table Q15D
Q15d: Do you tend to think of Downtown Skowhegan as ... Page 58

Table Q15E
Q15e: Do you tend to think of Downtown Skowhegan as ... Page 59

Table Q15F
Q15f: Do you tend to think of Downtown Skowhegan as ... Page 60

Table Q15G
Q15g: Do you tend to think of Downtown Skowhegan as ... Page 61

Table Q15H
Q15h: Do you tend to think of Downtown Skowhegan as ... Page 62

Table Q15I
Q15i: Do you tend to think of Downtown Skowhegan as ... Page 63

Table Q15J
Q15j: Do you tend to think of Downtown Skowhegan as ... Page 64

Table Q15K
Q15k: Do you tend to think of Downtown Skowhegan as a place where customers are mostly... Page 65

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Table Q16A — Page 66
Q16a: During the past year, have you ATTENDED THE SKOWHEGAN FAIR?

Table Q16B — Page 67
Q16b: During the past year, have you GONE TO A MOVIE IN DOWNTOWN SKOWHEGAN?

Table Q16C — Page 68
Q16c: During the past year, have you ATTENDED MOONLIGHT MADNESS?

Table Q16D — Page 69
Q16d: During the past year, have you BOUGHT THINGS AT THE FARMERS' MARKET IN DOWNTOWN SKOWHEGAN?

Table Q16E — Page 70
Q16e: During the past year, have you COME DOWNTOWN TO THE COUNTY COURT HOUSE OR TO THE COURTS?

Table Q17 — Page 71
Q17: What is the one thing that you LIKE BEST about Downtown Skowhegan?

Table Q18 — Page 72
Q18: When you have a choice of places where you can go, what keeps you from doing more of your shopping in Downtown Skowhegan?

Table Q19 — Page 73
Q19: If there could be one type of store or service added to the Downtown, what would you most like to see?

Table Q20 — Page 75
Q20: If Madison Ave. were made two ways so through traffic didn't have to use Water and Russell Streets, would you...

Table Q21 — Page 76
Q21: If you were to buy a special gift for a friend, how much would you expect to spend?

Table Q22 — Page 77
Q22: If you were to buy a shirt or blouse for yourself suitable for office attire, who much would you probably spend?

Table Q23 — Page 78
Q23: If you were to go out to a restaurant with a friend or spouse for dinner, how much would you expect to spend for the two of you?

Table Q24A — Page 79
Q24a: How convenient it is for you to shop EARLY MORNING, BEFORE WORK?

Table Q24B — Page 80
Q24b: How convenient it is for you to shop MID-LATE MORNING/LUNCHTIME?

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Table Q24C
Q24c: How convenient it is for you to shop MID-AFTERNOON? Page 81

Table Q24D
Q24d: How convenient it is for you to shop LATE AFTERNOON, AFTER SCHOOL/WORK? Page 82

Table Q24E
Q24e: How convenient it is for you to shop in the EVENING? Page 83

Table Q24F
Q24f: How convenient it is for you to shop on SATURDAY? Page 84

Table Q25
Q25: Do you work in Downtown Skowhegan? Page 85

Table Q26
Q26: What is your occupation? Page 86

Table Q27
Q27: For how many years have you lived in the area? Page 88

Table Q28A
Q28a: How many PEOPLE, including children live in your household? Page 89

Table Q28B
Q28b: How many ADULTS live in your household? Page 90

Table Q29
Q29: Which of the following age ranges includes you age? Page 91

Table Q30
Q30: What was the highest grade, or year, in school that you completed? Page 92

Table Q31
Q31: Was your total household income, before taxes, in 1993... Page 93

Table QGENDER
QGENDER: GENDER of respondent Page 94

Table QSOURCE
QSOURCE: Source of contact Page 95

Table QAREA
QAREA: Towns included in each of the four areas

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Q1: In what town do you live?

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF-> CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100 100%	37 100%	35 100%	15 100%	6 100%	7 100%	27 100%	40 100%	32 100%	21 100%	79 100%	55 100%	45 100%
NO ANSWER	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Skowhegan	37 37%	37 100%	- -	- -	- -	- -	11 41%	10 25%	15 47%	9 43%	28 35%	32 58%	5 11%
Madison	12 12%	- -	12 34%	- -	- -	- -	3 11%	4 10%	5 16%	1 5%	11 14%	5 9%	7 16%
Anson/North Anson	9 9%	- -	9 26%	- -	- -	- -	2 7%	4 10%	3 9%	- -	9 11%	1 2%	8 18%
Canaan	6 6%	- -	6 17%	- -	- -	- -	1 4%	4 10%	1 3%	3 14%	3 4%	3 5%	3 7%
Norridgewock	6 6%	- -	6 17%	- -	- -	- -	2 7%	3 8%	1 3%	1 5%	5 6%	2 4%	4 9%
Harmony	5 5%	- -	- -	5 33%	- -	- -	1 4%	2 5%	2 6%	- -	5 6%	1 2%	4 9%
Athens	4 4%	- -	- -	4 27%	- -	- -	2 7%	1 3%	1 3%	2 10%	2 3%	2 4%	2 4%
Embden	3 3%	- -	- -	3 20%	- -	- -	- -	3 8%	- -	1 5%	2 3%	- -	3 7%
Moscow	3 3%	- -	- -	- -	3 50%	- -	- -	1 3%	2 6%	1 5%	2 3%	1 2%	2 4%
Bingham	3 3%	- -	- -	- -	3 50%	- -	1 4%	2 5%	- -	- -	3 4%	- -	3 7%
Solon	3 3%	- -	- -	3 20%	- -	- -	1 4%	1 3%	1 3%	- -	3 4%	1 2%	2 4%

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	CONTACT Inter-cept	Random
Cornville	2	-	2	-	-	-	1	1	-	1	1	1	1
	2%	-	6%	-	-	-	4%	3%	-	5%	1%	2%	2%
Starks	1	-	-	-	-	1	-	1	-	-	1	-	1
	1%	-	-	-	-	14%	-	3%	-	-	1%	-	2%
~~North~~ New Portland	1	-	-	-	-	1	-	-	1	-	1	1	-
	1%	-	-	-	-	14%	-	-	3%	-	1%	2%	-
Waterville	1	-	-	-	-	1	1	-	-	1	-	1	-
	1%	-	-	-	-	14%	4%	-	-	5%	-	2%	-
Mercer	1	-	-	-	-	1	-	1	-	-	1	1	-
	1%	-	-	-	-	14%	-	3%	-	-	1%	2%	-
Jackman	1	-	-	-	-	1	-	1	-	-	1	1	-
	1%	-	-	-	-	14%	-	3%	-	-	1%	2%	-
Smithfield	1	-	-	-	-	1	1	-	-	-	1	1	-
	1%	-	-	-	-	14%	4%	-	-	-	1%	2%	-
Oakland	1	-	-	-	-	1	-	1	-	1	-	1	-
	1%	-	-	-	-	14%	-	3%	-	5%	-	2%	-

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Q2: In what retail center do you do the majority of your shopping for everyday items? (First mention, ranked:)

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF-> CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100 100%	37 100%	35 100%	15 100%	6 100%	7 100%	27 100%	40 100%	32 100%	21 100%	79 100%	55 100%	45 100%
NO ANSWER	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SKOWHEGAN, NET:	68 68%	36 97%	15 43%	10 67%	4 67%	3 43%	21 78%	23 58%	23 72%	14 67%	54 68%	46 84%	22 49%
KMart Plaza	31 31%	11 30%	8 23%	9 60%	1 17%	2 29%	9 33%	10 25%	11 34%	7 33%	24 30%	20 36%	11 24%
Downtown Skowhegan	20 20%	16 43%	1 3%	1 7%	1 17%	1 14%	8 30%	6 15%	6 19%	4 19%	16 20%	15 27%	5 11%
Other Skowhegan	10 10%	5 14%	4 11%	- -	1 17%	- -	2 7%	4 10%	4 13%	1 5%	9 11%	6 11%	4 9%
Skowhegan Village/ Ames	7 7%	4 11%	2 6%	- -	1 17%	- -	2 7%	3 8%	2 6%	2 10%	5 6%	5 9%	2 4%
OTHER AREAS, NET:	32 32%	1 3%	20 57%	5 33%	2 33%	4 57%	6 22%	17 43%	9 28%	7 33%	25 32%	9 16%	23 51%
Madison	15 15%	- -	13 37%	1 7%	- -	1 14%	2 7%	7 18%	6 19%	1 5%	14 18%	1 2%	14 31%
Other	6 6%	- -	1 3%	4 27%	- -	1 14%	1 4%	4 10%	1 3%	2 10%	4 5%	3 5%	3 7%
Waterville	4 4%	1 3%	1 3%	- -	- -	2 29%	2 7%	2 5%	- -	3 14%	1 1%	4 7%	- -
Other in-state	4 4%	- -	2 6%	- -	2 33%	- -	- -	3 8%	1 3%	- -	4 5%	- -	4 9%
Pittsfield	2 2%	- -	2 6%	- -	- -	- -	- -	1 3%	1 3%	1 5%	1 1%	1 2%	1 2%

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	CONTACT Inter-cept	Random
Norridgewock	1	-	1	-	-	-	1	-	-	-	1	-	1
	1%	-	3%	-	-	-	4%	-	-	-	1%	-	2%

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Q2(all): In what retail center do you do the majority of your shopping for everyday items? (All mentions, ranked:)

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100 100%	37 100%	35 100%	15 100%	6 100%	7 100%	27 100%	40 100%	32 100%	21 100%	79 100%	55 100%	45 100%
NO ANSWER	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SKOWHEGAN, NET:	86 86%	37 100%	24 69%	14 93%	6 100%	5 71%	26 96%	30 75%	29 91%	19 90%	67 85%	52 95%	34 76%
KMart Plaza	48 48%	18 49%	12 34%	12 80%	3 50%	3 43%	12 44%	16 40%	19 59%	10 48%	38 48%	29 53%	19 42%
Downtown Skowhegan	34 34%	21 57%	6 17%	4 27%	1 17%	2 29%	11 41%	13 33%	10 31%	9 43%	25 32%	26 47%	8 18%
Skowhegan Village/ Ames	28 28%	11 30%	11 31%	3 20%	3 50%	- -	6 22%	11 28%	10 31%	6 29%	22 28%	16 29%	12 27%
Other Skowhegan	27 27%	15 41%	7 20%	2 13%	2 33%	1 14%	12 44%	7 18%	8 25%	3 14%	24 30%	17 31%	10 22%
OTHER AREAS, NET:	41 41%	5 14%	20 57%	8 53%	3 50%	5 71%	9 33%	20 50%	12 38%	9 43%	32 41%	14 25%	27 60%
Madison	17 17%	- -	14 40%	2 13%	- -	1 14%	2 7%	8 20%	7 22%	2 10%	15 19%	1 2%	16 36%
Waterville	13 13%	5 14%	4 11%	1 7%	- -	3 43%	5 19%	5 13%	3 9%	4 19%	9 11%	10 18%	3 7%
Other	10 10%	- -	1 3%	6 40%	1 17%	2 29%	1 4%	8 20%	1 3%	4 19%	6 8%	4 7%	6 13%
Other in-state	4 4%	- -	2 6%	- -	2 33%	- -	- -	3 8%	1 3%	- -	4 5%	- -	4 9%
Pittsfield	2 2%	- -	2 6%	- -	- -	- -	- -	1 3%	1 3%	1 5%	1 1%	1 2%	1 2%

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF-> CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
Norridgewock	1	-	1	-	-	-	1	-	-	-	1	-	1
	1%	-	3%	-	-	-	4%	-	-	-	1%	-	2%
Catalogs/Mail Order	1	-	1	-	-	-	-	-	1	-	1	-	1
	1%	-	3%	-	-	-	-	-	3%	-	1%	-	2%
Farmington	1	-	-	-	-	1	-	1	-	-	1	-	1
	1%	-	-	-	-	14%	-	3%	-	-	1%	-	2%

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Q3(First): Where do you do the majority of your shopping for electronic goods and small appliances? (First mention, ranked:)

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100 100%	37 100%	35 100%	15 100%	6 100%	7 100%	27 100%	40 100%	32 100%	21 100%	79 100%	55 100%	45 100%
NO ANSWER	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SKOWHEGAN, NET:	50 50%	21 57%	15 43%	9 60%	4 67%	1 14%	14 52%	20 50%	15 47%	10 48%	40 51%	32 58%	18 40%
KMart Plaza	20 20%	8 22%	8 23%	3 20%	- -	1 14%	4 15%	11 28%	4 13%	4 19%	16 20%	10 18%	10 22%
Skowhegan Village/ Ames	14 14%	7 19%	2 6%	3 20%	2 33%	- -	6 22%	4 10%	4 13%	2 10%	12 15%	11 20%	3 7%
Downtown Skowhegan	12 12%	4 11%	4 11%	3 20%	1 17%	- -	2 7%	4 10%	6 19%	4 19%	8 10%	9 16%	3 7%
Other Skowhegan	4 4%	2 5%	1 3%	- -	1 17%	- -	2 7%	1 3%	1 3%	- -	4 5%	2 4%	2 4%
OTHER AREAS, NET:	40 40%	12 32%	16 46%	5 33%	2 33%	5 71%	9 33%	18 45%	13 41%	7 33%	33 42%	17 31%	23 51%
Waterville	19 19%	7 19%	6 17%	1 7%	1 17%	4 57%	5 19%	9 23%	5 16%	5 24%	14 18%	10 18%	9 20%
Madison	10 10%	2 5%	7 20%	1 7%	- -	- -	1 4%	5 13%	4 13%	- -	10 13%	3 5%	7 16%
Portland/Maine Mall	3 3%	2 5%	1 3%	- -	- -	- -	2 7%	1 3%	- -	1 5%	2 3%	2 4%	1 2%
Other in-state	2 2%	- -	- -	1 7%	1 17%	- -	- -	- -	2 6%	- -	2 3%	- -	2 4%

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	CONTACT Inter-cept	Random
Augusta	1	1	-	-	-	-	-	-	1	-	1	1	-
	1%	3%	-	-	-	-	-	-	3%	-	1%	2%	-
Farmington	1	-	-	-	-	1	-	1	-	-	1	-	1
	1%	-	-	-	-	14%	-	3%	-	-	1%	-	2%
Bangor/Bangor Mall	1	-	-	1	-	-	-	-	1	-	1	-	1
	1%	-	-	7%	-	-	-	-	3%	-	1%	-	2%
Catalogs/Mail Order	1	-	1	-	-	-	-	1	-	1	-	1	-
	1%	-	3%	-	-	-	-	3%	-	5%	-	2%	-
Other	2	-	1	1	-	-	1	1	-	-	2	-	2
	2%	-	3%	7%	-	-	4%	3%	-	-	3%	-	4%
Don't know	10	4	4	1	-	1	4	2	4	4	6	6	4
	10%	11%	11%	7%	-	14%	15%	5%	13%	19%	8%	11%	9%

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Q3(all): Where do you do the majority of your shopping for electronic goods and small appliances? (All mentions, ranked:)

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF-> CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100 100%	37 100%	35 100%	15 100%	6 100%	7 100%	27 100%	40 100%	32 100%	21 100%	79 100%	55 100%	45 100%
NO ANSWER	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SKOWHEGAN, NET:	61 61%	24 65%	19 54%	11 73%	5 83%	2 29%	14 52%	26 65%	20 63%	11 52%	50 63%	36 65%	25 56%
KMart Plaza	36 36%	15 41%	12 34%	6 40%	2 33%	1 14%	8 30%	16 40%	11 34%	7 33%	29 37%	20 36%	16 36%
Skowhegan Village/ Ames	29 29%	15 41%	6 17%	5 33%	2 33%	1 14%	10 37%	11 28%	7 22%	5 24%	24 30%	20 36%	9 20%
Downtown Skowhegan	17 17%	6 16%	7 20%	3 20%	1 17%	- -	2 7%	6 15%	9 28%	4 19%	13 16%	12 22%	5 11%
Other Skowhegan	6 6%	2 5%	1 3%	1 7%	2 33%	- -	3 11%	2 5%	1 3%	- -	6 8%	2 4%	4 9%
OTHER AREAS, NET:	55 55%	17 46%	20 57%	9 60%	3 50%	6 86%	12 44%	27 68%	16 50%	11 52%	44 56%	26 47%	29 64%
Waterville	31 31%	9 24%	11 31%	5 33%	1 17%	5 71%	7 26%	17 43%	7 22%	9 43%	22 28%	17 31%	14 31%
Madison	10 10%	2 5%	7 20%	1 7%	- -	- -	1 4%	5 13%	4 13%	- -	10 13%	3 5%	7 16%
Augusta	9 9%	5 14%	3 9%	- -	- -	1 14%	3 11%	4 10%	2 6%	3 14%	6 8%	6 11%	3 7%
Bangor/Bangor Mall	7 7%	2 5%	1 3%	3 20%	- -	1 14%	1 4%	4 10%	2 6%	1 5%	6 8%	3 5%	4 9%

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF-> CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
Portland/Maine Mall	4	3	1	-	-	-	3	1	-	1	3	3	1
	4%	8%	3%	-	-	-	11%	3%	-	5%	4%	5%	2%
Other in-state	3	-	-	1	2	-	-	1	2	-	3	-	3
	3%	-	-	7%	33%	-	-	3%	6%	-	4%	-	7%
Farmington	1	-	-	-	-	1	-	1	-	-	1	-	1
	1%	-	-	-	-	14%	-	3%	-	-	1%	-	2%
Catalogs/Mail Order	1	-	1	-	-	-	-	1	-	1	-	1	-
	1%	-	3%	-	-	-	-	3%	-	5%	-	2%	-
Other	2	-	1	1	-	-	1	1	-	-	2	-	2
	2%	-	3%	7%	-	-	4%	3%	-	-	3%	-	4%
Don't know	10	4	4	1	-	1	4	2	4	4	6	6	4
	10%	11%	11%	7%	-	14%	15%	5%	13%	19%	8%	11%	9%

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Q4(first): Where do you do the majority of your shopping for items such as clothes and shoes? (First mention, ranked:)

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF-> CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100 100%	37 100%	35 100%	15 100%	6 100%	7 100%	27 100%	40 100%	32 100%	21 100%	79 100%	55 100%	45 100%
NO ANSWER	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SKOWHEGAN, NET:	54 54%	22 59%	16 46%	10 67%	5 83%	1 14%	14 52%	20 50%	19 59%	11 52%	43 54%	30 55%	24 53%
KMart Plaza	26 26%	10 27%	10 29%	5 33%	1 17%	- -	5 19%	10 25%	10 31%	7 33%	19 24%	13 24%	13 29%
Skowhegan Village/ Ames	16 16%	5 14%	3 9%	4 27%	3 50%	1 14%	4 15%	6 15%	6 19%	2 10%	14 18%	8 15%	8 18%
Downtown Skowhegan	6 6%	4 11%	1 3%	- -	1 17%	- -	2 7%	3 8%	1 3%	- -	6 8%	4 7%	2 4%
Other Skowhegan	6 6%	3 8%	2 6%	1 7%	- -	- -	3 11%	1 3%	2 6%	2 10%	4 5%	5 9%	1 2%
OTHER AREAS, NET:	45 45%	15 41%	19 54%	4 27%	1 17%	6 86%	13 48%	20 50%	12 38%	9 43%	36 46%	25 45%	20 44%
Waterville	30 30%	10 27%	13 37%	3 20%	- -	4 57%	11 41%	12 30%	7 22%	7 33%	23 29%	18 33%	12 27%
Portland/Maine Mall	4 4%	2 5%	1 3%	- -	1 17%	- -	1 4%	2 5%	1 3%	- -	4 5%	2 4%	2 4%
Freeport	3 3%	2 5%	- -	1 7%	- -	- -	- -	3 8%	- -	2 10%	1 1%	2 4%	1 2%
Catalogs/Mail Order	3 3%	- -	2 6%	- -	- -	1 14%	- -	1 3%	2 6%	- -	3 4%	2 4%	1 2%

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
Augusta	2	1	1	-	-	-	-	1	1	-	2	1	1
	2%	3%	3%	-	-	-	-	3%	3%	-	3%	2%	2%
Madison	1	-	1	-	-	-	-	-	1	-	1	-	1
	1%	-	3%	-	-	-	-	-	3%	-	1%	-	2%
Bangor/Bangor Mall	1	-	1	-	-	-	1	-	-	-	1	-	1
	1%	-	3%	-	-	-	4%	-	-	-	1%	-	2%
Out-of-state	1	-	-	-	-	1	-	1	-	-	1	-	1
	1%	-	-	-	-	14%	-	3%	-	-	1%	-	2%
Don't know	1	-	-	1	-	-	-	-	1	1	-	-	1
	1%	-	-	7%	-	-	-	-	3%	5%	-	-	2%

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Q4(all): Where do you do the majority of your shopping for items such as clothes and shoes? (All mentions, ranked:)

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100 100%	37 100%	35 100%	15 100%	6 100%	7 100%	27 100%	40 100%	32 100%	21 100%	79 100%	55 100%	45 100%
NO ANSWER	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SKOWHEGAN, NET:	65 65%	27 73%	19 54%	11 73%	5 83%	3 43%	19 70%	25 63%	20 63%	16 76%	49 62%	38 69%	27 60%
KMart Plaza	42 42%	16 43%	13 37%	9 60%	3 50%	1 14%	12 44%	15 38%	14 44%	10 48%	32 41%	22 40%	20 44%
Skowhegan Village/ Ames	37 37%	13 35%	12 34%	6 40%	4 67%	2 29%	9 33%	15 38%	12 38%	7 33%	30 38%	19 35%	18 40%
Downtown Skowhegan	9 9%	4 11%	2 6%	2 13%	1 17%	- -	3 11%	5 13%	1 3%	1 5%	8 10%	5 9%	4 9%
Other Skowhegan	9 9%	5 14%	3 9%	1 7%	- -	- -	4 15%	3 8%	2 6%	3 14%	6 8%	7 13%	2 4%
OTHER AREAS, NET:	59 59%	20 54%	23 66%	7 47%	3 50%	6 86%	16 59%	24 60%	19 59%	12 57%	47 59%	32 58%	27 60%
Waterville	42 42%	14 38%	16 46%	5 33%	1 17%	6 86%	14 52%	14 35%	14 44%	8 38%	34 43%	24 44%	18 40%
Bangor/Bangor Mall	12 12%	4 11%	6 17%	2 13%	- -	- -	4 15%	2 5%	6 19%	1 5%	11 14%	6 11%	6 13%
Portland/Maine Mall	11 11%	5 14%	5 14%	- -	1 17%	- -	2 7%	8 20%	1 3%	1 5%	10 13%	5 9%	6 13%
Augusta	4 4%	1 3%	2 6%	- -	- -	1 14%	1 4%	2 5%	1 3%	1 5%	3 4%	3 5%	1 2%

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
Freeport	4	2	1	1	-	-	-	4	-	3	1	3	1
	4%	5%	3%	7%	-	-	-	10%	-	14%	1%	5%	2%
Other in-state	3	-	-	1	2	-	-	2	1	-	3	-	3
	3%	-	-	7%	33%	-	-	5%	3%	-	4%	-	7%
Out-of-state	3	1	1	-	-	1	1	2	-	-	3	1	2
	3%	3%	3%	-	-	14%	4%	5%	-	-	4%	2%	4%
Catalogs/Mail Order	3	-	2	-	-	1	-	1	2	-	3	2	1
	3%	-	6%	-	-	14%	-	3%	6%	-	4%	4%	2%
Farmington	2	-	1	1	-	-	-	2	-	-	2	-	2
	2%	-	3%	7%	-	-	-	5%	-	-	3%	-	4%
Madison	1	-	1	-	-	-	-	-	1	-	1	-	1
	1%	-	3%	-	-	-	-	-	3%	-	1%	-	2%
Other	1	1	-	-	-	-	1	-	-	1	-	1	-
	1%	3%	-	-	-	-	4%	-	-	5%	-	2%	-
Don't know	1	-	-	1	-	-	-	-	1	1	-	-	1
	1%	-	-	7%	-	-	-	-	3%	5%	-	-	2%

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Q5(first): Where do you do the majority of your shopping for items such as special gift and jewelry? (First mention, ranked:)

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF-> CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100 100%	37 100%	35 100%	15 100%	6 100%	7 100%	27 100%	40 100%	32 100%	21 100%	79 100%	55 100%	45 100%
NO ANSWER	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SKOWHEGAN, NET:	51 51%	22 59%	14 40%	7 47%	5 83%	3 43%	12 44%	19 48%	19 59%	10 48%	41 52%	34 62%	17 38%
Downtown Skowhegan	27 27%	14 38%	6 17%	4 27%	3 50%	- -	4 15%	13 33%	10 31%	6 29%	21 27%	21 38%	6 13%
Skowhegan Village/ Ames	11 11%	4 11%	2 6%	1 7%	1 17%	3 43%	3 11%	5 13%	3 9%	1 5%	10 13%	6 11%	5 11%
KMart Plaza	9 9%	2 5%	4 11%	2 13%	1 17%	- -	4 15%	1 3%	4 13%	2 10%	7 9%	5 9%	4 9%
Other Skowhegan	4 4%	2 5%	2 6%	- -	- -	- -	1 4%	- -	2 6%	1 5%	3 4%	2 4%	2 4%
OTHER AREAS, NET:	45 45%	14 38%	18 51%	8 53%	1 17%	4 57%	15 56%	19 48%	11 34%	10 48%	35 44%	20 36%	25 56%
Waterville	31 31%	12 32%	11 31%	5 33%	- -	3 43%	13 48%	10 25%	8 25%	6 29%	25 32%	15 27%	16 36%
Augusta	5 5%	- -	2 6%	2 13%	- -	1 14%	2 7%	3 8%	- -	2 10%	3 4%	1 2%	4 9%
Bangor/Bangor Mall	4 4%	1 3%	3 9%	- -	- -	- -	- -	2 5%	2 6%	1 5%	3 4%	3 5%	1 2%

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	CONTACT Inter-cept	Random
Portland/Maine Mall	1	1	-	-	-	-	-	1	-	1	-	1	-
	1%	3%	-	-	-	-	-	3%	-	5%	-	2%	-
Other in-state	1	-	-	-	1	-	-	1	-	-	1	-	1
	1%	-	-	-	17%	-	-	3%	-	-	1%	-	2%
Catalogs/Mail Order	1	-	1	-	-	-	-	-	1	-	1	-	1
	1%	-	3%	-	-	-	-	-	3%	-	1%	-	2%
Other	2	-	1	1	-	-	-	2	-	-	2	-	2
	2%	-	3%	7%	-	-	-	5%	-	-	3%	-	4%
Don't know	4	1	3	-	-	-	-	2	2	1	3	1	3
	4%	3%	9%	-	-	-	-	5%	6%	5%	4%	2%	7%

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Q5(all): Where do you do the majority of your shopping for items such as special gift and jewelry? (All mentions, ranked:)

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF-> CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100 100%	37 100%	35 100%	15 100%	6 100%	7 100%	27 100%	40 100%	32 100%	21 100%	79 100%	55 100%	45 100%
NO ANSWER	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SKOWHEGAN, NET:	63 63%	26 70%	17 49%	10 67%	5 83%	5 71%	16 59%	25 63%	21 66%	13 62%	50 63%	40 73%	23 51%
Downtown Skowhegan	36 36%	19 51%	7 20%	6 40%	3 50%	1 14%	7 26%	17 43%	12 38%	9 43%	27 34%	27 49%	9 20%
Skowhegan Village/ Ames	19 19%	7 19%	4 11%	3 20%	2 33%	3 43%	6 22%	6 15%	7 22%	4 19%	15 19%	12 22%	7 16%
KMart Plaza	18 18%	4 11%	7 20%	3 20%	3 50%	1 14%	7 26%	5 13%	5 16%	3 14%	15 19%	7 13%	11 24%
Other Skowhegan	7 7%	4 11%	2 6%	- -	1 17%	- -	2 7%	- -	4 13%	1 5%	6 8%	4 7%	3 7%
OTHER AREAS, NET:	63 63%	17 46%	26 74%	12 80%	2 33%	6 86%	16 59%	32 80%	15 47%	12 57%	51 65%	31 56%	32 71%
Waterville	43 43%	15 41%	18 51%	6 40%	- -	4 57%	14 52%	18 45%	11 34%	9 43%	34 43%	24 44%	19 42%
Bangor/Bangor Mall	10 10%	1 3%	5 14%	2 13%	1 17%	1 14%	2 7%	6 15%	2 6%	2 10%	8 10%	6 11%	4 9%
Augusta	8 8%	2 5%	2 6%	3 20%	- -	1 14%	3 11%	3 8%	2 6%	3 14%	5 6%	2 4%	6 13%
Catalogs/Mail Order	4 4%	- -	3 9%	1 7%	- -	- -	1 4%	2 5%	1 3%	- -	4 5%	1 2%	3 7%

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF-> CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
Portland/Maine Mall	2	2	-	-	-	-	-	1	1	1	1	2	-
	2%	5%	-	-	-	-	-	3%	3%	5%	1%	4%	-
Other in-state	2	-	-	1	1	-	-	1	1	-	2	-	2
	2%	-	-	7%	17%	-	-	3%	3%	-	3%	-	4%
Norridgewock	1	-	1	-	-	-	-	1	-	1	-	1	-
	1%	-	3%	-	-	-	-	3%	-	5%	-	2%	-
Freeport	1	1	-	-	-	-	-	1	-	1	-	1	-
	1%	3%	-	-	-	-	-	3%	-	5%	-	2%	-
Farmington	1	-	-	-	-	1	-	1	-	-	1	-	1
	1%	-	-	-	-	14%	-	3%	-	-	1%	-	2%
Pittsfield	1	1	-	-	-	-	-	1	-	-	1	-	1
	1%	3%	-	-	-	-	-	3%	-	-	1%	-	2%
Other	3	-	2	1	-	-	-	3	-	1	2	1	2
	3%	-	6%	7%	-	-	-	8%	-	5%	3%	2%	4%
Don't know	4	1	3	-	-	-	-	2	2	1	3	1	3
	4%	3%	9%	-	-	-	-	5%	6%	5%	4%	2%	7%

Q6(first): Where do you do the majority of your shopping for items such as sporting goods, fishing and hunting supplies? (First mention, ranked:)

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100 100%	37 100%	35 100%	15 100%	6 100%	7 100%	27 100%	40 100%	32 100%	21 100%	79 100%	55 100%	45 100%
NO ANSWER	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SKOWHEGAN, NET:	54 54%	21 57%	22 63%	7 47%	4 67%	- -	19 70%	23 58%	11 34%	11 52%	43 54%	31 56%	23 51%
KMart Plaza	27 27%	7 19%	12 34%	6 40%	2 33%	- -	8 30%	14 35%	4 13%	7 33%	20 25%	16 29%	11 24%
Skowhegan Village/ Ames	15 15%	7 19%	7 20%	- -	1 17%	- -	7 26%	5 13%	3 9%	1 5%	14 18%	8 15%	7 16%
Downtown Skowhegan	11 11%	7 19%	2 6%	1 7%	1 17%	- -	4 15%	3 8%	4 13%	3 14%	8 10%	6 11%	5 11%
Other Skowhegan	1 1%	- -	1 3%	- -	- -	- -	- -	1 3%	- -	- -	1 1%	1 2%	- -
OTHER AREAS, NET:	30 30%	7 19%	10 29%	6 40%	1 17%	6 86%	7 26%	15 38%	8 25%	7 33%	23 29%	14 25%	16 36%
Waterville	17 17%	5 14%	6 17%	1 7%	1 17%	4 57%	4 15%	7 18%	6 19%	5 24%	12 15%	10 18%	7 16%
Bangor/Bangor Mall	4 4%	- -	2 6%	2 13%	- -	- -	3 11%	1 3%	- -	- -	4 5%	1 2%	3 7%
Madison	2 2%	- -	1 3%	- -	- -	1 14%	- -	1 3%	1 3%	- -	2 3%	- -	2 4%

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
Augusta	2	1	-	1	-	-	-	2	-	-	2	-	2
	2%	3%	-	7%	-	-	-	5%	-	-	3%	-	4%
Catalogs/Mail Order	2	-	1	-	-	1	-	1	1	-	2	2	-
	2%	-	3%	-	-	14%	-	3%	3%	-	3%	4%	-
Portland/Maine Mall	1	-	-	1	-	-	-	1	-	-	1	-	1
	1%	-	-	7%	-	-	-	3%	-	-	1%	-	2%
Freeport	1	1	-	-	-	-	-	1	-	1	-	1	-
	1%	3%	-	-	-	-	-	3%	-	5%	-	2%	-
Other	1	-	-	1	-	-	-	1	-	1	-	-	1
	1%	-	-	7%	-	-	-	3%	-	5%	-	-	2%
Don't know	16	9	3	2	1	1	1	2	13	3	13	10	6
	16%	24%	9%	13%	17%	14%	4%	5%	41%	14%	16%	18%	13%

Q6(all): Where do you do the majority of your shopping for items such as sporting goods, fishing and hunting supplies? (All mentions, ranked:)

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100 100%	37 100%	35 100%	15 100%	6 100%	7 100%	27 100%	40 100%	32 100%	21 100%	79 100%	55 100%	45 100%
NO ANSWER	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SKOWHEGAN, NET:	62 62%	24 65%	23 66%	8 53%	5 83%	2 29%	20 74%	27 68%	14 44%	12 57%	50 63%	36 65%	26 58%
KMart Plaza	42 42%	13 35%	17 49%	7 47%	4 67%	1 14%	13 48%	21 53%	7 22%	10 48%	32 41%	24 44%	18 40%
Skowhegan Village/ Ames	35 35%	14 38%	12 34%	5 33%	3 50%	1 14%	13 48%	14 35%	8 25%	4 19%	31 39%	22 40%	13 29%
Downtown Skowhegan	13 13%	8 22%	3 9%	1 7%	1 17%	- -	4 15%	4 10%	5 16%	3 14%	10 13%	6 11%	7 16%
Other Skowhegan	5 5%	1 3%	4 11%	- -	- -	- -	2 7%	2 5%	1 3%	- -	5 6%	4 7%	1 2%
OTHER AREAS, NET:	45 45%	13 35%	16 46%	8 53%	2 33%	6 86%	11 41%	23 58%	11 34%	10 48%	35 44%	22 40%	23 51%
Waterville	25 25%	8 22%	9 26%	2 13%	2 33%	4 57%	9 33%	9 23%	7 22%	6 29%	19 24%	13 24%	12 27%
Bangor/Bangor Mall	6 6%	1 3%	3 9%	2 13%	- -	- -	3 11%	2 5%	1 3%	1 5%	5 6%	2 4%	4 9%
Madison	5 5%	1 3%	3 9%	- -	- -	1 14%	- -	4 10%	1 3%	1 5%	4 5%	3 5%	2 4%

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
Augusta	5	3	1	1	-	-	-	4	1	1	4	2	3
	5%	8%	3%	7%	-	-	-	10%	3%	5%	5%	4%	7%
Portland/Maine Mall	4	2	-	2	-	-	1	3	-	1	3	2	2
	4%	5%	-	13%	-	-	4%	8%	-	5%	4%	4%	4%
Catalogs/Mail Order	4	-	2	1	-	1	-	3	1	-	4	2	2
	4%	-	6%	7%	-	14%	-	8%	3%	-	5%	4%	4%
Farmington	2	-	1	-	-	1	-	2	-	-	2	-	2
	2%	-	3%	-	-	14%	-	5%	-	-	3%	-	4%
Freeport	1	1	-	-	-	-	-	1	-	1	-	1	-
	1%	3%	-	-	-	-	-	3%	-	5%	-	2%	-
Other	4	1	1	1	-	1	1	2	1	3	1	3	1
	4%	3%	3%	7%	-	14%	4%	5%	3%	14%	1%	5%	2%
Don't know	16	9	3	2	1	1	1	2	13	3	13	10	6
	16%	24%	9%	13%	17%	14%	4%	5%	41%	14%	16%	18%	13%

Q7: Have you bought anything at all in the Downtown Skowhegan area within the past year?
BASE: Based on those who did not mention Downtown Skowhegan in Q2-Q6

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF-> CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	37 100%	6 100%	20 100%	6 100%	1 100%	4 100%	10 100%	15 100%	11 100%	7 100%	30 100%	12 100%	25 100%
NO ANSWER	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Yes	30 81%	5 83%	17 85%	5 83%	- -	3 75%	9 90%	12 80%	8 73%	6 86%	24 80%	11 92%	19 76%
No	7 19%	1 17%	3 15%	1 17%	1 100%	1 25%	1 10%	3 20%	3 27%	1 14%	6 20%	1 8%	6 24%

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Q8: What particular things would you expect to shop for in the Downtown Skowhegan area?

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100	37	35	15	6	7	27	40	32	21	79	55	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Prescriptions/Drug store items	36	15	11	8	1	1	11	10	14	7	29	21	15
	36%	41%	31%	53%	17%	14%	41%	25%	44%	33%	37%	38%	33%
Tools/Hardware	25	10	7	4	1	3	3	11	10	11	14	19	6
	25%	27%	20%	27%	17%	43%	11%	28%	31%	52%	18%	35%	13%
Clothes	23	8	7	4	1	3	7	13	3	3	20	10	13
	23%	22%	20%	27%	17%	43%	26%	33%	9%	14%	25%	18%	29%
VCR tapes/ Movie rentals	16	7	5	2	1	1	11	3	2	4	12	12	4
	16%	19%	14%	13%	17%	14%	41%	8%	6%	19%	15%	22%	9%
Greeting cards	13	3	4	3	2	1	3	7	3	2	11	7	6
	13%	8%	11%	20%	33%	14%	11%	18%	9%	10%	14%	13%	13%
Crafts	11	2	3	3	1	2	3	5	3	1	10	5	6
	11%	5%	9%	20%	17%	29%	11%	13%	9%	5%	13%	9%	13%
Food/Groceries	11	6	3	2	-	-	4	4	3	2	9	5	6
	11%	16%	9%	13%	-	-	15%	10%	9%	10%	11%	9%	13%
Gifts	9	4	5	-	-	-	3	4	2	1	8	4	5
	9%	11%	14%	-	-	-	11%	10%	6%	5%	10%	7%	11%
Office supplies	9	5	3	1	-	-	4	4	1	3	6	6	3
	9%	14%	9%	7%	-	-	15%	10%	3%	14%	8%	11%	7%
Household items	8	4	2	1	-	1	2	3	2	2	6	5	3
	8%	11%	6%	7%	-	14%	7%	8%	6%	10%	8%	9%	7%
Everyday things	7	1	4	-	2	-	-	3	4	2	5	2	5
	7%	3%	11%	-	33%	-	-	8%	13%	10%	6%	4%	11%

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF-> CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
Jewelry	5	-	1	1	1	2	-	5	-	1	4	2	3
	5%	-	3%	7%	17%	29%	-	13%	-	5%	5%	4%	7%
Shoes	5	1	2	1	-	1	1	2	2	-	5	3	2
	5%	3%	6%	7%	-	14%	4%	5%	6%	-	6%	5%	4%
Health foods	5	1	3	1	-	-	-	2	3	-	5	2	3
	5%	3%	9%	7%	-	-	-	5%	9%	-	6%	4%	7%
School supplies	4	2	2	-	-	-	1	3	-	-	4	2	2
	4%	5%	6%	-	-	-	4%	8%	-	-	5%	4%	4%
Toys	4	4	-	-	-	-	3	1	-	-	4	3	1
	4%	11%	-	-	-	-	11%	3%	-	-	5%	5%	2%
Nothing/Don't shop there	3	-	3	-	-	-	1	1	1	1	2	1	2
	3%	-	9%	-	-	-	4%	3%	3%	5%	3%	2%	4%
Discount items	2	1	1	-	-	-	-	1	1	-	2	1	1
	2%	3%	3%	-	-	-	-	3%	3%	-	3%	2%	2%
Flowers	2	-	1	1	-	-	-	2	-	-	2	1	1
	2%	-	3%	7%	-	-	-	5%	-	-	3%	2%	2%
Sporting goods	2	1	1	-	-	-	2	-	-	1	1	-	2
	2%	3%	3%	-	-	-	7%	-	-	5%	1%	-	4%
Music	1	-	1	-	-	-	1	-	-	-	1	-	1
	1%	-	3%	-	-	-	4%	-	-	-	1%	-	2%
Banking	1	-	-	-	-	1	-	1	-	1	-	1	-
	1%	-	-	-	-	14%	-	3%	-	5%	-	2%	-
Beverages	1	1	-	-	-	-	1	-	-	-	1	1	-
	1%	3%	-	-	-	-	4%	-	-	-	1%	2%	-
Don't know	1	1	-	-	-	-	-	-	1	-	1	1	-
	1%	3%	-	-	-	-	-	-	3%	-	1%	2%	-

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Q9a: How much of your shopping for HARDWARE AND PAINT AND WALLPAPER SUPPLIES do you do in Downtown Skowhegan?
BASE: Based on those who have shopped for HARDWARE in the past year

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	70	25	23	13	4	5	17	32	20	17	53	41	29
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
All	22	11	5	4	1	1	7	9	5	9	13	15	7
	31%	44%	22%	31%	25%	20%	41%	28%	25%	53%	25%	37%	24%
More than half	11	5	3	2	1	-	3	5	3	2	9	6	5
	16%	20%	13%	15%	25%	-	18%	16%	15%	12%	17%	15%	17%
About half	6	-	2	2	-	2	1	4	1	2	4	4	2
	9%	-	9%	15%	-	40%	6%	13%	5%	12%	8%	10%	7%
Less than half	8	2	4	2	-	-	4	2	2	-	8	3	5
	11%	8%	17%	15%	-	-	24%	6%	10%	-	15%	7%	17%
Very little	12	5	4	2	1	-	1	5	6	3	9	7	5
	17%	20%	17%	15%	25%	-	6%	16%	30%	18%	17%	17%	17%
None	11	2	5	1	1	2	1	7	3	1	10	6	5
	16%	8%	22%	8%	25%	40%	6%	22%	15%	6%	19%	15%	17%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

Q9b: How much of your shopping for CLOTHING do you do in Downtown Skowhegan?
BASE: Based on those who have shopped for CLOTHING in the past year

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF-> CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	96 100%	36 100%	33 100%	15 100%	6 100%	6 100%	27 100%	40 100%	28 100%	21 100%	75 100%	54 100%	42 100%
NO ANSWER	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
All	7 7%	3 8%	1 3%	1 7%	2 33%	- -	1 4%	3 8%	2 7%	3 14%	4 5%	2 4%	5 12%
More than half	6 6%	3 8%	2 6%	1 7%	- -	- -	4 15%	1 3%	1 4%	- -	6 8%	2 4%	4 10%
About half	6 6%	4 11%	1 3%	1 7%	- -	- -	3 11%	3 8%	- -	1 5%	5 7%	5 9%	1 2%
Less than half	13 14%	4 11%	4 12%	3 20%	1 17%	1 17%	4 15%	6 15%	3 11%	3 14%	10 13%	8 15%	5 12%
Very little	25 26%	8 22%	10 30%	4 27%	2 33%	1 17%	7 26%	11 28%	7 25%	7 33%	18 24%	16 30%	9 21%
None	39 41%	14 39%	15 45%	5 33%	1 17%	4 67%	8 30%	16 40%	15 54%	7 33%	32 43%	21 39%	18 43%
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Q9C: How much of your shopping for SHOES do you do in Downtown Skowhegan?
BASE: Based on those who have shopped for SHOES in the past year

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	87 100%	32 100%	28 100%	14 100%	6 100%	7 100%	24 100%	39 100%	23 100%	20 100%	67 100%	50 100%	37 100%
NO ANSWER	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
All	12 14%	6 19%	1 4%	2 14%	2 33%	1 14%	3 13%	7 18%	1 4%	5 25%	7 10%	6 12%	6 16%
More than half	5 6%	2 6%	2 7%	1 7%	- -	- -	3 13%	2 5%	- -	- -	5 7%	1 2%	4 11%
About half	4 5%	1 3%	2 7%	1 7%	- -	- -	- -	3 8%	1 4%	1 5%	3 4%	2 4%	2 5%
Less than half	5 6%	2 6%	1 4%	1 7%	- -	1 14%	2 8%	2 5%	1 4%	3 15%	2 3%	5 10%	- -
Very little	10 11%	3 9%	2 7%	3 21%	2 33%	- -	4 17%	3 8%	3 13%	- -	10 15%	4 8%	6 16%
None	51 59%	18 56%	20 71%	6 43%	2 33%	5 71%	12 50%	22 56%	17 74%	11 55%	40 60%	32 64%	19 51%
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q9d: How much of your shopping for FURNITURE AND APPLIANCES do you do in Downtown Skowhegan?
BASE: Based on those who have shopped for FURNITURE AND APPLIANCES in the past year

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF-> CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	40 100%	15 100%	14 100%	5 100%	3 100%	3 100%	14 100%	19 100%	7 100%	8 100%	32 100%	25 100%	15 100%
NO ANSWER	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
All	8 20%	5 33%	2 14%	- -	1 33%	- -	4 29%	3 16%	1 14%	3 38%	5 16%	6 24%	2 13%
More than half	1 3%	- -	- -	- -	- -	1 33%	- -	1 5%	- -	- -	1 3%	1 4%	- -
About half	2 5%	1 7%	- -	1 20%	- -	- -	- -	1 5%	1 14%	1 13%	1 3%	1 4%	1 7%
Less than half	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Very little	3 8%	1 7%	1 7%	1 20%	- -	- -	2 14%	1 5%	- -	- -	3 9%	3 12%	- -
None	26 65%	8 53%	11 79%	3 60%	2 67%	2 67%	8 57%	13 68%	5 71%	4 50%	22 69%	14 56%	12 80%
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Q9e: How much of your shopping for CARPETING AND OTHER FLOOR COVERINGS do you do in Downtown Skowhegan?
BASE: Based on those who have shopped for CARPETING AND OTHER FLOOR COVERINGS in the past year

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF-> CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	30 100%	10 100%	10 100%	5 100%	2 100%	3 100%	5 100%	16 100%	9 100%	6 100%	24 100%	17 100%	13 100%
NO ANSWER	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
All	4 13%	1 10%	1 10%	1 20%	1 50%	- -	1 20%	3 19%	- -	1 17%	3 13%	1 6%	3 23%
More than half	1 3%	- -	- -	- -	- -	1 33%	- -	1 6%	- -	- -	1 4%	1 6%	- -
About half	2 7%	1 10%	1 10%	- -	- -	- -	- -	- -	2 22%	1 17%	1 4%	2 12%	- -
Less than half	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Very little	1 3%	1 10%	- -	- -	- -	- -	- -	- -	1 11%	- -	1 4%	1 6%	- -
None	22 73%	7 70%	8 80%	4 80%	1 50%	2 67%	4 80%	12 75%	6 67%	4 67%	18 75%	12 71%	10 77%
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Q9f: How much of your shopping for TV's RADIOS AND ELECTRONIC ITEMS do you do in Downtown Skowhegan?
BASE: Based on those who have shopped for ELECTRONIC ITEMS in the past year

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	39	15	12	5	5	2	15	21	3	10	29	20	19
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
All	8	5	2	-	1	-	4	4	-	2	6	5	3
	21%	33%	17%	-	20%	-	27%	19%	-	20%	21%	25%	16%
More than half	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
About half	2	1	1	-	-	-	1	1	-	-	2	2	-
	5%	7%	8%	-	-	-	7%	5%	-	-	7%	10%	-
Less than half	2	1	1	-	-	-	2	-	-	1	1	-	2
	5%	7%	8%	-	-	-	13%	-	-	10%	3%	-	11%
Very little	2	1	1	-	-	-	-	1	1	-	2	1	1
	5%	7%	8%	-	-	-	-	5%	33%	-	7%	5%	5%
None	25	7	7	5	4	2	8	15	2	7	18	12	13
	64%	47%	58%	100%	80%	100%	53%	71%	67%	70%	62%	60%	68%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Q9g: How much of your shopping for RECORDS, TAPES AND CD's do you do in Downtown Skowhegan?
BASE: Based on those who have shopped for RECORDS, TAPES, AND CD's in the past year

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	57	18	19	10	5	5	19	30	8	15	42	33	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
All	4	3	-	-	1	-	-	3	1	2	2	2	2
	7%	17%	-	-	20%	-	-	10%	13%	13%	5%	6%	8%
More than half	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
About half	3	2	1	-	-	-	2	1	-	1	2	3	-
	5%	11%	5%	-	-	-	11%	3%	-	7%	5%	9%	-
Less than half	4	2	-	2	-	-	1	2	1	1	3	1	3
	7%	11%	-	20%	-	-	5%	7%	13%	7%	7%	3%	13%
Very little	4	1	1	-	2	-	1	2	1	1	3	2	2
	7%	6%	5%	-	40%	-	5%	7%	13%	7%	7%	6%	8%
None	42	10	17	8	2	5	15	22	5	10	32	25	17
	74%	56%	89%	80%	40%	100%	79%	73%	63%	67%	76%	76%	71%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

Q9h: How much of your shopping for BICYCLES AND OTHER SPORTING GOODS do you do in Downtown Skowhegan?
BASE: Based on those who have shopped for SPORTING GOODS in the past year

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	38	10	16	7	2	3	19	19	-	7	31	18	20
	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
All	5	1	3	-	1	-	2	3	-	1	4	2	3
	13%	10%	19%	-	50%	-	11%	16%	-	14%	13%	11%	15%
More than half	3	1	2	-	-	-	2	1	-	1	2	-	3
	8%	10%	13%	-	-	-	11%	5%	-	14%	6%	-	15%
About half	2	1	-	1	-	-	2	-	-	-	2	1	1
	5%	10%	-	14%	-	-	11%	-	-	-	6%	6%	5%
Less than half	1	1	-	-	-	-	1	-	-	-	1	-	1
	3%	10%	-	-	-	-	5%	-	-	-	3%	-	5%
Very little	2	2	-	-	-	-	1	1	-	1	1	2	-
	5%	20%	-	-	-	-	5%	5%	-	14%	3%	11%	-
None	25	4	11	6	1	3	11	14	-	4	21	13	12
	66%	40%	69%	86%	50%	100%	58%	74%	-	57%	68%	72%	60%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

Q9i: How much of your shopping for BOOKS do you do in Downtown Skowhegan?
BASE: Based on those who have shopped for BOOKS in the past year

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	68	24	23	11	3	7	17	33	18	16	52	44	24
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
All	5	3	1	-	-	1	1	2	2	1	4	4	1
	7%	13%	4%	-	-	14%	6%	6%	11%	6%	8%	9%	4%
More than half	4	1	1	-	1	1	1	2	1	1	3	3	1
	6%	4%	4%	-	33%	14%	6%	6%	6%	6%	6%	7%	4%
About half	6	3	1	1	1	-	2	3	1	2	4	2	4
	9%	13%	4%	9%	33%	-	12%	9%	6%	13%	8%	5%	17%
Less than half	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Very little	9	5	2	1	-	1	4	3	2	-	9	7	2
	13%	21%	9%	9%	-	14%	24%	9%	11%	-	17%	16%	8%
None	44	12	18	9	1	4	9	23	12	12	32	28	16
	65%	50%	78%	82%	33%	57%	53%	70%	67%	75%	62%	64%	67%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

Q9j: How much of your shopping for HOUSEWARES AND COOKING EQUIPMENT do you do in Downtown Skowhegan?
BASE: Based on those who have shopped for HOUSEWARES AND COOKING EQUIPMENT in the past year

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	62	21	23	10	3	5	20	28	13	14	48	37	25
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
All	9	5	1	2	1	-	4	3	1	2	7	4	5
	15%	24%	4%	20%	33%	-	20%	11%	8%	14%	15%	11%	20%
More than half	3	2	-	-	-	1	-	2	1	1	2	3	-
	5%	10%	-	-	-	20%	-	7%	8%	7%	4%	8%	-
About half	6	-	5	1	-	-	1	4	1	2	4	1	5
	10%	-	22%	10%	-	-	5%	14%	8%	14%	8%	3%	20%
Less than half	2	1	1	-	-	-	1	1	-	1	1	1	1
	3%	5%	4%	-	-	-	5%	4%	-	7%	2%	3%	4%
Very little	6	4	-	1	-	1	2	2	2	1	5	5	1
	10%	19%	-	10%	-	20%	10%	7%	15%	7%	10%	14%	4%
None	36	9	16	6	2	3	12	16	8	7	29	23	13
	58%	43%	70%	60%	67%	60%	60%	57%	62%	50%	60%	62%	52%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

Q9k: How much of your shopping for GOURMET OR SPECIALTY FOODS do you do in Downtown Skowhegan?
BASE: Based on those who have shopped for GOURMET OR SPECIALTY FOODS in the past year

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	31	12	9	4	3	3	8	16	6	7	24	17	14
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
All	7	2	2	2	1	-	1	4	2	1	6	2	5
	23%	17%	22%	50%	33%	-	13%	25%	33%	14%	25%	12%	36%
More than half	1	-	-	1	-	-	-	1	-	-	1	-	1
	3%	-	-	25%	-	-	-	6%	-	-	4%	-	7%
About half	3	1	2	-	-	-	1	1	1	1	2	1	2
	10%	8%	22%	-	-	-	13%	6%	17%	14%	8%	6%	14%
Less than half	2	1	1	-	-	-	-	-	1	1	1	1	1
	6%	8%	11%	-	-	-	-	-	17%	14%	4%	6%	7%
Very little	4	1	2	1	-	-	2	2	-	-	4	3	1
	13%	8%	22%	25%	-	-	25%	13%	-	-	17%	18%	7%
None	14	7	2	-	2	3	4	8	2	4	10	10	4
	45%	58%	22%	-	67%	100%	50%	50%	33%	57%	42%	59%	29%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

Q9l: How much of your shopping for TOYS AND GAMES do you do in Downtown Skowhegan?
BASE: Based on those who have shopped for TOYS AND GAMES in the past year

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	CONTACT Inter-cept	Random
TOTAL	61 100%	23 100%	19 100%	9 100%	4 100%	6 100%	24 100%	28 100%	8 100%	13 100%	48 100%	32 100%	29 100%
NO ANSWER	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
All	7 11%	4 17%	1 5%	1 11%	1 25%	- -	3 13%	3 11%	- -	2 15%	5 10%	3 9%	4 14%
More than half	5 8%	2 9%	1 5%	- -	1 25%	1 17%	2 8%	3 11%	- -	- -	5 10%	1 3%	4 14%
About half	3 5%	2 9%	- -	- -	1 25%	- -	- -	2 7%	1 13%	1 8%	2 4%	1 3%	2 7%
Less than half	5 8%	2 9%	2 11%	1 11%	- -	- -	3 13%	2 7%	- -	1 8%	4 8%	3 9%	2 7%
Very little	11 18%	4 17%	5 26%	2 22%	- -	- -	6 25%	5 18%	- -	1 8%	10 21%	5 16%	6 21%
None	30 49%	9 39%	10 53%	5 56%	1 25%	5 83%	10 42%	13 46%	7 88%	8 62%	22 46%	19 59%	11 38%
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Q9m: How much of your shopping for JEWELRY do you do in Downtown Skowhegan?
BASE: Based on those who have shopped for JEWELRY in the past year

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	59	23	17	12	2	5	18	27	14	13	46	34	25
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
All	9	5	2	1	-	1	2	4	3	4	5	8	1
	15%	22%	12%	8%	-	20%	11%	15%	21%	31%	11%	24%	4%
More than half	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
About half	4	2	2	-	-	-	2	2	-	1	3	2	2
	7%	9%	12%	-	-	-	11%	7%	-	8%	7%	6%	8%
Less than half	5	3	1	1	-	-	3	1	1	1	4	4	1
	8%	13%	6%	8%	-	-	17%	4%	7%	8%	9%	12%	4%
Very little	4	2	-	2	-	-	1	2	1	2	2	2	2
	7%	9%	-	17%	-	-	6%	7%	7%	15%	4%	6%	8%
None	37	11	12	8	2	4	10	18	9	5	32	18	19
	63%	48%	71%	67%	100%	80%	56%	67%	64%	38%	70%	53%	76%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

Q9n: How much of your shopping for FABRICS, CRAFTS AND HOBBY SUPPLIES do you do in Downtown Skowhegan?
BASE: Based on those who have shopped for FABRICS, CRAFTS AND HOBBY SUPPLIES in the past year

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	50	13	19	9	4	5	16	20	14	8	42	25	25
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
All	6	4	-	1	1	-	2	4	-	2	4	4	2
	12%	31%	-	11%	25%	-	13%	20%	-	25%	10%	16%	8%
More than half	1	-	1	-	-	-	1	-	-	1	-	-	1
	2%	-	5%	-	-	-	6%	-	-	13%	-	-	4%
About half	4	-	2	2	-	-	2	1	1	-	4	1	3
	8%	-	11%	22%	-	-	13%	5%	7%	-	10%	4%	12%
Less than half	10	2	2	1	2	3	5	2	3	1	9	5	5
	20%	15%	11%	11%	50%	60%	31%	10%	21%	13%	21%	20%	20%
Very little	3	-	2	1	-	-	-	3	-	2	1	1	2
	6%	-	11%	11%	-	-	-	15%	-	25%	2%	4%	8%
None	26	7	12	4	1	2	6	10	10	2	24	14	12
	52%	54%	63%	44%	25%	40%	38%	50%	71%	25%	57%	56%	48%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

Q9o: How much of your shopping for GIFTS AND OTHER SPECIALTY ITEMS do you do in Downtown Skowhegan?
BASE: Based on those who have shopped for GIFTS AND OTHER SPECIALTY ITEMS in the past year

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	56	19	18	11	3	5	16	32	8	11	45	34	22
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
All	4	3	-	-	-	1	1	3	-	1	3	4	-
	7%	16%	-	-	-	20%	6%	9%	-	9%	7%	12%	-
More than half	4	1	2	1	-	-	1	2	1	-	4	1	3
	7%	5%	11%	9%	-	-	6%	6%	13%	-	9%	3%	14%
About half	12	4	5	3	-	-	2	8	2	-	12	5	7
	21%	21%	28%	27%	-	-	13%	25%	25%	-	27%	15%	32%
Less than half	5	1	2	1	1	-	2	3	-	3	2	3	2
	9%	5%	11%	9%	33%	-	13%	9%	-	27%	4%	9%	9%
Very little	11	3	4	1	1	2	6	4	1	3	8	9	2
	20%	16%	22%	9%	33%	40%	38%	13%	13%	27%	18%	26%	9%
None	20	7	5	5	1	2	4	12	4	4	16	12	8
	36%	37%	28%	45%	33%	40%	25%	38%	50%	36%	36%	35%	36%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Q10a: How sure are you that you would find AN ARTICLE OF CLOTHING, A NICE DRESS OR SUIT, in Downtown Skowhegan?

		<----------PLACE OF RESIDENCE----->						<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
													CONTACT	
		TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL		100	37	35	15	6	7	27	40	32	21	79	55	45
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER		-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely		8	2	2	1	2	1	2	2	4	1	7	4	4
	(4)	8%	5%	6%	7%	33%	14%	7%	5%	13%	5%	9%	7%	9%
Somewhat likely		13	4	5	3	-	1	4	6	3	1	12	6	7
	(3)	13%	11%	14%	20%	-	14%	15%	15%	9%	5%	15%	11%	16%
Not very likely		21	4	8	6	1	2	9	10	2	7	14	9	12
	(2)	21%	11%	23%	40%	17%	29%	33%	25%	6%	33%	18%	16%	27%
Not at all likely		57	27	19	5	3	3	12	21	23	12	45	36	21
	(1)	57%	73%	54%	33%	50%	43%	44%	53%	72%	57%	57%	65%	47%
Don't know		1	-	1	-	-	-	-	1	-	-	1	-	1
		1%	-	3%	-	-	-	-	3%	-	-	1%	-	2%
MEAN		1.72	1.49	1.71	2.00	2.17	2.00	1.85	1.72	1.63	1.57	1.76	1.60	1.86

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Q10b: How sure are you that you would find HARDWARE, TOOLS AND SUPPLIES in Downtown Skowhegan?

		<----------PLACE OF RESIDENCE----->						<--------AGE-------->			<---GENDER--->		<--SOURCE OF-> CONTACT	
		TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL		100	37	35	15	6	7	27	40	32	21	79	55	45
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER		-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely		70	30	22	11	4	3	18	25	26	14	56	41	29
	(4)	70%	81%	63%	73%	67%	43%	67%	63%	81%	67%	71%	75%	64%
Somewhat likely		13	3	6	2	-	2	3	9	1	4	9	6	7
	(3)	13%	8%	17%	13%	-	29%	11%	23%	3%	19%	11%	11%	16%
Not very likely		8	-	4	2	1	1	3	2	3	2	6	4	4
	(2)	8%	-	11%	13%	17%	14%	11%	5%	9%	10%	8%	7%	9%
Not at all likely		6	3	1	-	1	1	3	3	-	1	5	3	3
	(1)	6%	8%	3%	-	17%	14%	11%	8%	-	5%	6%	5%	7%
Don't know		3	1	2	-	-	-	-	1	2	-	3	1	2
		3%	3%	6%	-	-	-	-	3%	6%	-	4%	2%	4%
MEAN		3.52	3.67	3.48	3.60	3.17	3.00	3.33	3.44	3.77	3.48	3.53	3.57	3.44

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Q10c: How sure are you that you would find A SPECIAL GIFT OR JEWELRY YOU'D WANT in Downtown Skowhegan?

		<----------PLACE OF RESIDENCE----->						<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
													CONTACT	
		TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL		100	37	35	15	6	7	27	40	32	21	79	55	45
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER		-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely		39	17	10	7	3	2	11	17	11	6	33	25	14
	(4)	39%	46%	29%	47%	50%	29%	41%	43%	34%	29%	42%	45%	31%
Somewhat likely		24	8	10	3	1	2	6	8	9	10	14	11	13
	(3)	24%	22%	29%	20%	17%	29%	22%	20%	28%	48%	18%	20%	29%
Not very likely		23	8	9	3	1	2	7	7	9	3	20	13	10
	(2)	23%	22%	26%	20%	17%	29%	26%	18%	28%	14%	25%	24%	22%
Not at all likely		12	3	5	2	1	1	3	8	1	2	10	5	7
	(1)	12%	8%	14%	13%	17%	14%	11%	20%	3%	10%	13%	9%	16%
Don't know		2	1	1	-	-	-	-	-	2	-	2	1	1
		2%	3%	3%	-	-	-	-	-	6%	-	3%	2%	2%
MEAN		2.92	3.08	2.74	3.00	3.00	2.71	2.93	2.85	3.00	2.95	2.91	3.04	2.77

Q10d: How sure are you that you would find HOUSEHOLD ITEMS, APPLIANCES AND ELECTRONIC ITEMS YOU'D WANT in Downtown Skowhegan?

		<----------PLACE OF RESIDENCE----->						<--------AGE-------->			<---GENDER--->		<--SOURCE OF-> CONTACT	
		TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL		100	37	35	15	6	7	27	40	32	21	79	55	45
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER		-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-
Very likely		33	14	9	6	3	1	8	14	11	7	26	18	15
	(4)	33%	38%	26%	40%	50%	14%	30%	35%	34%	33%	33%	33%	33%
Somewhat likely		16	3	10	1	-	2	6	3	6	4	12	8	8
	(3)	16%	8%	29%	7%	-	29%	22%	8%	19%	19%	15%	15%	18%
Not very likely		18	4	7	6	1	-	3	8	7	5	13	8	10
	(2)	18%	11%	20%	40%	17%	-	11%	20%	22%	24%	16%	15%	22%
Not at all likely		32	15	9	2	2	4	10	15	7	5	27	20	12
	(1)	32%	41%	26%	13%	33%	57%	37%	38%	22%	24%	34%	36%	27%
Don't know		1	1	-	-	-	-	-	-	1	-	1	1	-
		1%	3%	-	-	-	-	-	-	3%	-	1%	2%	-
MEAN		2.51	2.44	2.54	2.73	2.67	2.00	2.44	2.40	2.68	2.62	2.47	2.44	2.58

Q11: Are there things that you can't buy in the local area that you have to shop for out of this area?

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100	37	35	15	6	7	27	40	32	21	79	55	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes	66	22	25	10	3	6	17	31	18	13	53	35	31
	66%	59%	71%	67%	50%	86%	63%	78%	56%	62%	67%	64%	69%
No	34	15	10	5	3	1	10	9	14	8	26	20	14
	34%	41%	29%	33%	50%	14%	37%	23%	44%	38%	33%	36%	31%

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Q11a: What are they?
BASE: Based on those who have to shop out of the area

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	66	22	25	10	3	6	17	31	18	13	53	35	31
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Clothes	31	10	10	5	2	4	9	12	10	5	26	18	13
	47%	45%	40%	50%	67%	67%	53%	39%	56%	38%	49%	51%	42%
Shoes	12	5	2	2	1	2	-	7	5	1	11	8	4
	18%	23%	8%	20%	33%	33%	-	23%	28%	8%	21%	23%	13%
Tools/Hardware	7	3	2	1	-	1	3	2	2	3	4	5	2
	11%	14%	8%	10%	-	17%	18%	6%	11%	23%	8%	14%	6%
Food/Groceries	7	2	3	1	-	1	2	1	4	-	7	3	4
	11%	9%	12%	10%	-	17%	12%	3%	22%	-	13%	9%	13%
Electronics	7	-	5	1	-	1	1	4	2	2	5	2	5
	11%	-	20%	10%	-	17%	6%	13%	11%	15%	9%	6%	16%
Everyday things	5	4	1	-	-	-	-	4	1	1	4	4	1
	8%	18%	4%	-	-	-	-	13%	6%	8%	8%	11%	3%
Discount items	5	2	2	1	-	-	2	3	-	1	4	2	3
	8%	9%	8%	10%	-	-	12%	10%	-	8%	8%	6%	10%
Music	4	1	3	-	-	-	-	4	-	1	3	3	1
	6%	5%	12%	-	-	-	-	13%	-	8%	6%	9%	3%
Cars	4	1	2	-	1	-	1	3	-	1	3	2	2
	6%	5%	8%	-	33%	-	6%	10%	-	8%	6%	6%	6%
Toys	4	2	1	-	-	1	4	-	-	2	2	3	1
	6%	9%	4%	-	-	17%	24%	-	-	15%	4%	9%	3%

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF-> CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
Sporting goods	4	-	2	1	-	1	-	4	-	2	2	2	2
	6%	-	8%	10%	-	17%	-	13%	-	15%	4%	6%	6%
Crafts	3	1	2	-	-	-	-	1	2	1	2	2	1
	5%	5%	8%	-	-	-	-	3%	11%	8%	4%	6%	3%
Gifts	3	2	1	-	-	-	-	3	-	-	3	2	1
	5%	9%	4%	-	-	-	-	10%	-	-	6%	6%	3%
Jewelry	2	-	1	-	-	1	1	1	-	-	2	2	-
	3%	-	4%	-	-	17%	6%	3%	-	-	4%	6%	-
Household items	2	-	-	-	-	2	-	1	1	-	2	1	1
	3%	-	-	-	-	33%	-	3%	6%	-	4%	3%	3%
Health foods	2	-	1	1	-	-	-	2	-	-	2	-	2
	3%	-	4%	10%	-	-	-	6%	-	-	4%	-	6%
Office supplies	1	-	1	-	-	-	-	1	-	-	1	1	-
	2%	-	4%	-	-	-	-	3%	-	-	2%	3%	-
Farming equipment	1	-	-	1	-	-	-	1	-	1	-	-	1
	2%	-	-	10%	-	-	-	3%	-	8%	-	-	3%
Greeting cards	1	1	-	-	-	-	-	1	-	-	1	1	-
	2%	5%	-	-	-	-	-	3%	-	-	2%	3%	-

Q12a: During the past six months, how many times have you eaten in a restaurant FOR BREAKFAST OR LUNCH in Downtown Skowhegan?

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100	37	35	15	6	7	27	40	32	21	79	55	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
None	57	17	19	11	5	5	13	24	19	8	49	29	28
	57%	46%	54%	73%	83%	71%	48%	60%	59%	38%	62%	53%	62%
One to five times	20	9	8	2	-	1	4	10	6	6	14	10	10
	20%	24%	23%	13%	-	14%	15%	25%	19%	29%	18%	18%	22%
Six to ten times	11	5	6	-	-	-	4	4	3	5	6	9	2
	11%	14%	17%	-	-	-	15%	10%	9%	24%	8%	16%	4%
More than 10 times	12	6	2	2	1	1	6	2	4	2	10	7	5
	12%	16%	6%	13%	17%	14%	22%	5%	13%	10%	13%	13%	11%

Q12b: During the past six months, how many times have you eaten in a restaurant IN THE EVENING OR FOR DINNER in Downtown Skowhegan?

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100	37	35	15	6	7	27	40	32	21	79	55	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
None	53	14	23	8	4	4	11	23	19	8	45	29	24
	53%	38%	66%	53%	67%	57%	41%	58%	59%	38%	57%	53%	53%
One to five times	27	11	9	3	1	3	9	10	7	6	21	15	12
	27%	30%	26%	20%	17%	43%	33%	25%	22%	29%	27%	27%	27%
Six to ten times	8	5	2	-	1	-	2	4	2	4	4	5	3
	8%	14%	6%	-	17%	-	7%	10%	6%	19%	5%	9%	7%
More than 10 times	12	7	1	4	-	-	5	3	4	3	9	6	6
	12%	19%	3%	27%	-	-	19%	8%	13%	14%	11%	11%	13%

Q13: During the past six months, how much of your eating out a restaurants would you say you did in Downtown Skowhegan?

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100	37	35	15	6	7	27	40	32	21	79	55	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
All/Almost all	6	2	2	1	1	-	1	2	3	3	3	4	2
	6%	5%	6%	7%	17%	-	4%	5%	9%	14%	4%	7%	4%
More than half	10	4	2	2	-	2	4	5	1	2	8	5	5
	10%	11%	6%	13%	-	29%	15%	13%	3%	10%	10%	9%	11%
About half	14	8	3	3	-	-	7	2	5	5	9	8	6
	14%	22%	9%	20%	-	-	26%	5%	16%	24%	11%	15%	13%
Less than half	19	9	8	1	-	1	4	9	5	5	14	12	7
	19%	24%	23%	7%	-	14%	15%	23%	16%	24%	18%	22%	16%
Almost none/None	49	14	19	8	5	3	10	22	17	6	43	25	24
	49%	38%	54%	53%	83%	43%	37%	55%	53%	29%	54%	45%	53%
Don't know	2	-	1	-	-	1	1	-	1	-	2	1	1
	2%	-	3%	-	-	14%	4%	-	3%	-	3%	2%	2%

Q14: When you need FINANCIAL AND LEGAL SERVICES, how often do you use those available in Downtown Skowhegan?

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100	37	35	15	6	7	27	40	32	21	79	55	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Always	39	19	10	5	2	3	10	17	11	14	25	29	10
	39%	51%	29%	33%	33%	43%	37%	43%	34%	67%	32%	53%	22%
Often	14	6	4	2	2	-	3	7	4	2	12	9	5
	14%	16%	11%	13%	33%	-	11%	18%	13%	10%	15%	16%	11%
Sometimes	12	4	4	2	-	2	3	4	5	2	10	5	7
	12%	11%	11%	13%	-	29%	11%	10%	16%	10%	13%	9%	16%
Rarely	10	3	3	2	1	1	5	2	3	1	9	3	7
	10%	8%	9%	13%	17%	14%	19%	5%	9%	5%	11%	5%	16%
Never	25	5	14	4	1	1	6	10	9	2	23	9	16
	25%	14%	40%	27%	17%	14%	22%	25%	28%	10%	29%	16%	36%

Q14a: When you need PERSONAL SERVICES LIKE BEAUTY AND BARBER SHOPS AND CLEANERS, how often do you use those available in Downtown Skowhegan?

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	CONTACT Inter-cept	Random
TOTAL	100 100%	37 100%	35 100%	15 100%	6 100%	7 100%	27 100%	40 100%	32 100%	21 100%	79 100%	55 100%	45 100%
NO ANSWER	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Always	34 34%	19 51%	8 23%	3 20%	2 33%	2 29%	12 44%	13 33%	8 25%	11 52%	23 29%	22 40%	12 27%
Often	11 11%	6 16%	3 9%	1 7%	1 17%	- -	3 11%	5 13%	3 9%	2 10%	9 11%	8 15%	3 7%
Sometimes	13 13%	5 14%	5 14%	1 7%	1 17%	1 14%	5 19%	5 13%	3 9%	3 14%	10 13%	8 15%	5 11%
Rarely	5 5%	- -	3 9%	- -	1 17%	1 14%	2 7%	2 5%	1 3%	- -	5 6%	3 5%	2 4%
Never	37 37%	7 19%	16 46%	10 67%	1 17%	3 43%	5 19%	15 38%	17 53%	5 24%	32 41%	14 25%	23 51%

Q14b: When you use one of these services, how often do you also do some shopping in Downtown Skowhegan on the same trip?

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100	37	35	15	6	7	27	40	32	21	79	55	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Always	13	3	3	2	3	2	1	6	6	3	10	6	7
	13%	8%	9%	13%	50%	29%	4%	15%	19%	14%	13%	11%	16%
Often	19	8	6	3	1	1	9	8	2	4	15	13	6
	19%	22%	17%	20%	17%	14%	33%	20%	6%	19%	19%	24%	13%
Sometimes	25	9	7	5	2	2	7	10	8	6	19	13	12
	25%	24%	20%	33%	33%	29%	26%	25%	25%	29%	24%	24%	27%
Rarely	20	10	6	2	-	2	6	8	6	5	15	14	6
	20%	27%	17%	13%	-	29%	22%	20%	19%	24%	19%	25%	13%
Never	23	7	13	3	-	-	4	8	10	3	20	9	14
	23%	19%	37%	20%	-	-	15%	20%	31%	14%	25%	16%	31%

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Q15a: Do you tend to think of Downtown Skowhegan as ...

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100	37	35	15	6	7	27	40	32	21	79	55	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Easy to drive to	64	22	23	10	4	5	20	26	17	14	50	33	31
	64%	59%	66%	67%	67%	71%	74%	65%	53%	67%	63%	60%	69%
Hard to drive to	32	13	11	4	2	2	7	12	13	6	26	20	12
	32%	35%	31%	27%	33%	29%	26%	30%	41%	29%	33%	36%	27%
No opinion	4	2	1	1	-	-	-	2	2	1	3	2	2
	4%	5%	3%	7%	-	-	-	5%	6%	5%	4%	4%	4%

Q15b: Do you tend to think of Downtown Skowhegan as ...

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100 100%	37 100%	35 100%	15 100%	6 100%	7 100%	27 100%	40 100%	32 100%	21 100%	79 100%	55 100%	45 100%
NO ANSWER	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Having convenient parking	57 57%	19 51%	23 66%	8 53%	4 67%	3 43%	11 41%	24 60%	21 66%	13 62%	44 56%	32 58%	25 56%
Having inconvenient parking	40 40%	17 46%	10 29%	7 47%	2 33%	4 57%	15 56%	16 40%	9 28%	8 38%	32 41%	23 42%	17 38%
No opinion	3 3%	1 3%	2 6%	- -	- -	- -	1 4%	- -	2 6%	- -	3 4%	- -	3 7%

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Q15c: Do you tend to think of Downtown Skowhegan as ...

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100	37	35	15	6	7	27	40	32	21	79	55	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Clean	94	34	33	15	5	7	25	38	30	20	74	52	42
	94%	92%	94%	100%	83%	100%	93%	95%	94%	95%	94%	95%	93%
Dirty	4	2	1	-	1	-	2	1	1	1	3	2	2
	4%	5%	3%	-	17%	-	7%	3%	3%	5%	4%	4%	4%
No opinion	2	1	1	-	-	-	-	1	1	-	2	1	1
	2%	3%	3%	-	-	-	-	3%	3%	-	3%	2%	2%

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Q15d: Do you tend to think of Downtown Skowhegan as ...

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100	37	35	15	6	7	27	40	32	21	79	55	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Safe to visit	96	34	34	15	6	7	27	38	30	20	76	52	44
	96%	92%	97%	100%	100%	100%	100%	95%	94%	95%	96%	95%	98%
Unsafe to visit	4	3	1	-	-	-	-	2	2	1	3	3	1
	4%	8%	3%	-	-	-	-	5%	6%	5%	4%	5%	2%
No opinion	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Q15e: Do you tend to think of Downtown Skowhegan as ...

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF-> CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100 100%	37 100%	35 100%	15 100%	6 100%	7 100%	27 100%	40 100%	32 100%	21 100%	79 100%	55 100%	45 100%
NO ANSWER	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Pleasant	95 95%	34 92%	34 97%	14 93%	6 100%	7 100%	25 93%	38 95%	31 97%	21 100%	74 94%	52 95%	43 96%
Unpleasant	5 5%	3 8%	1 3%	1 7%	- -	- -	2 7%	2 5%	1 3%	- -	5 6%	3 5%	2 4%
No opinion	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q15f: Do you tend to think of Downtown Skowhegan as ...

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF-> CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100 100%	37 100%	35 100%	15 100%	6 100%	7 100%	27 100%	40 100%	32 100%	21 100%	79 100%	55 100%	45 100%
NO ANSWER	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
A place w/fashion-able merchandise	45 45%	16 43%	15 43%	8 53%	4 67%	2 29%	11 41%	21 53%	13 41%	10 48%	35 44%	24 44%	21 47%
A place w/dated merchandise	34 34%	14 38%	12 34%	4 27%	2 33%	2 29%	13 48%	13 33%	8 25%	5 24%	29 37%	21 38%	13 29%
No opinion	21 21%	7 19%	8 23%	3 20%	- -	3 43%	3 11%	6 15%	11 34%	6 29%	15 19%	10 18%	11 24%

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Q15g: Do you tend to think of Downtown Skowhegan as ...

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF-> CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100 100%	37 100%	35 100%	15 100%	6 100%	7 100%	27 100%	40 100%	32 100%	21 100%	79 100%	55 100%	45 100%
NO ANSWER	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Well kept	86 86%	32 86%	29 83%	14 93%	6 100%	5 71%	24 89%	31 78%	30 94%	13 62%	73 92%	44 80%	42 93%
Run down	9 9%	4 11%	2 6%	1 7%	- -	2 29%	1 4%	6 15%	2 6%	5 24%	4 5%	8 15%	1 2%
No opinion	5 5%	1 3%	4 11%	- -	- -	- -	2 7%	3 8%	- -	3 14%	2 3%	3 5%	2 4%

Q15h: Do you tend to think of Downtown Skowhegan as ...

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100	37	35	15	6	7	27	40	32	21	79	55	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
A fun area to visit	61	19	22	11	5	4	15	25	20	13	48	30	31
	61%	51%	63%	73%	83%	57%	56%	63%	63%	62%	61%	55%	69%
A dull area	34	15	11	4	1	3	11	14	9	7	27	22	12
	34%	41%	31%	27%	17%	43%	41%	35%	28%	33%	34%	40%	27%
No opinion	5	3	2	-	-	-	1	1	3	1	4	3	2
	5%	8%	6%	-	-	-	4%	3%	9%	5%	5%	5%	4%

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Q15i: Do you tend to think of Downtown Skowhegan as ...

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100	37	35	15	6	7	27	40	32	21	79	55	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Good quality merchandise	83	33	26	14	3	7	24	30	28	19	64	49	34
	83%	89%	74%	93%	50%	100%	89%	75%	88%	90%	81%	89%	76%
Poor quality merchandise	5	2	2	-	1	-	-	3	2	1	4	3	2
	5%	5%	6%	-	17%	-	-	8%	6%	5%	5%	5%	4%
No opinion	12	2	7	1	2	-	3	7	2	1	11	3	9
	12%	5%	20%	7%	33%	-	11%	18%	6%	5%	14%	5%	20%

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Q15j: Do you tend to think of Downtown Skowhegan as ...

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100	37	35	15	6	7	27	40	32	21	79	55	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Stores w/reasonably priced merchandise	78	31	28	10	4	5	18	29	30	16	62	46	32
	78%	84%	80%	67%	67%	71%	67%	73%	94%	76%	78%	84%	71%
Stores w/overpriced merchandise	17	6	4	3	2	2	7	8	2	3	14	8	9
	17%	16%	11%	20%	33%	29%	26%	20%	6%	14%	18%	15%	20%
No opinion	5	-	3	2	-	-	2	3	-	2	3	1	4
	5%	-	9%	13%	-	-	7%	8%	-	10%	4%	2%	9%

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Q15k: Do you tend to think of Downtown Skowhegan as a place where customers are mostly...

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF-> CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100 100%	37 100%	35 100%	15 100%	6 100%	7 100%	27 100%	40 100%	32 100%	21 100%	79 100%	55 100%	45 100%
NO ANSWER	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Middle income	72 72%	24 65%	26 74%	13 87%	4 67%	5 71%	22 81%	31 78%	18 56%	13 62%	59 75%	37 67%	35 78%
Lower income	18 18%	10 27%	5 14%	1 7%	1 17%	1 14%	5 19%	5 13%	8 25%	7 33%	11 14%	14 25%	4 9%
High income	3 3%	1 3%	- -	- -	1 17%	1 14%	- -	2 5%	1 3%	- -	3 4%	1 2%	2 4%
No opinion	7 7%	2 5%	4 11%	1 7%	- -	- -	- -	2 5%	5 16%	1 5%	6 8%	3 5%	4 9%

Q16a: During the past year, have you ATTENDED THE SKOWHEGAN FAIR?

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100	37	35	15	6	7	27	40	32	21	79	55	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes	58	26	14	10	5	3	21	22	15	13	45	36	22
	58%	70%	40%	67%	83%	43%	78%	55%	47%	62%	57%	65%	49%
No	42	11	21	5	1	4	6	18	17	8	34	19	23
	42%	30%	60%	33%	17%	57%	22%	45%	53%	38%	43%	35%	51%

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Q16b: During the past year, have you GONE TO A MOVIE IN DOWNTOWN SKOWHEGAN?

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100	37	35	15	6	7	27	40	32	21	79	55	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes	41	21	15	2	3	-	14	18	9	10	31	25	16
	41%	57%	43%	13%	50%	-	52%	45%	28%	48%	39%	45%	36%
No	59	16	20	13	3	7	13	22	23	11	48	30	29
	59%	43%	57%	87%	50%	100%	48%	55%	72%	52%	61%	55%	64%

Q16c: During the past year, have you ATTENDED MOONLIGHT MADNESS?

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100	37	35	15	6	7	27	40	32	21	79	55	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes	37	26	7	3	1	-	14	11	12	8	29	26	11
	37%	70%	20%	20%	17%	-	52%	28%	38%	38%	37%	47%	24%
No	63	11	28	12	5	7	13	29	20	13	50	29	34
	63%	30%	80%	80%	83%	100%	48%	73%	63%	62%	63%	53%	76%

Q16d: During the past year, have you BOUGHT THINGS AT THE FARMERS' MARKET IN DOWNTOWN SKOWHEGAN?

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100	37	35	15	6	7	27	40	32	21	79	55	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes	17	10	6	1	-	-	4	6	6	7	10	12	5
	17%	27%	17%	7%	-	-	15%	15%	19%	33%	13%	22%	11%
No	83	27	29	14	6	7	23	34	26	14	69	43	40
	83%	73%	83%	93%	100%	100%	85%	85%	81%	67%	87%	78%	89%

Q16e: During the past year, have you COME DOWNTOWN TO THE COUNTY COURT HOUSE OR TO THE COURTS?

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100	37	35	15	6	7	27	40	32	21	79	55	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes	27	12	7	5	1	2	11	11	5	8	19	16	11
	27%	32%	20%	33%	17%	29%	41%	28%	16%	38%	24%	29%	24%
No	73	25	28	10	5	5	16	29	27	13	60	39	34
	73%	68%	80%	67%	83%	71%	59%	73%	84%	62%	76%	71%	76%

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Q17: What is the one thing that you LIKE BEST about Downtown Skowhegan?

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100	37	35	15	6	7	27	40	32	21	79	55	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Small-town atmosphere	24	10	7	4	2	1	7	8	9	6	18	14	10
	24%	27%	20%	27%	33%	14%	26%	20%	28%	29%	23%	25%	22%
Easily accessible	22	8	6	5	1	2	6	10	5	7	15	13	9
	22%	22%	17%	33%	17%	29%	22%	25%	16%	33%	19%	24%	20%
Personal touch of people	12	4	4	2	1	1	5	6	1	1	11	6	6
	12%	11%	11%	13%	17%	14%	19%	15%	3%	5%	14%	11%	13%
A particular store	12	6	4	1	-	1	3	6	3	2	10	7	5
	12%	16%	11%	7%	-	14%	11%	15%	9%	10%	13%	13%	11%
Good to walk thru	3	2	-	-	1	-	2	1	-	1	2	2	1
	3%	5%	-	-	17%	-	7%	3%	-	5%	3%	4%	2%
Likes the whole town in general	3	1	1	-	1	-	-	1	2	1	2	2	1
	3%	3%	3%	-	17%	-	-	3%	6%	5%	3%	4%	2%
Variety of stores	3	-	1	1	-	1	2	1	-	2	1	2	1
	3%	-	3%	7%	-	14%	7%	3%	-	10%	1%	4%	2%
Restaurants	2	-	2	-	-	-	1	-	1	-	2	1	1
	2%	-	6%	-	-	-	4%	-	3%	-	3%	2%	2%
Don't like anything about Downtown	5	3	2	-	-	-	-	2	3	-	5	3	2
	5%	8%	6%	-	-	-	-	5%	9%	-	6%	5%	4%
Don't know	14	3	8	2	-	1	1	5	8	1	13	5	9
	14%	8%	23%	13%	-	14%	4%	13%	25%	5%	16%	9%	20%

Q18: When you have a choice of places where you can go, what keeps you from doing more of your shopping in Downtown Skowhegan?

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF-> CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100 100%	37 100%	35 100%	15 100%	6 100%	7 100%	27 100%	40 100%	32 100%	21 100%	79 100%	55 100%	45 100%
NO ANSWER	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other places have a better variety	40 40%	16 43%	14 40%	4 27%	3 50%	3 43%	12 44%	14 35%	13 41%	8 38%	32 41%	24 44%	16 36%
Too far to travel	29 29%	9 24%	12 34%	6 40%	1 17%	1 14%	10 37%	13 33%	6 19%	6 29%	23 29%	15 27%	14 31%
Nothing to shop for there	7 7%	2 5%	4 11%	1 7%	- -	- -	1 4%	4 10%	2 6%	- -	7 9%	2 4%	5 11%
No specialty clothing stores	6 6%	4 11%	- -	- -	- -	2 29%	2 7%	1 3%	3 9%	2 10%	4 5%	6 11%	- -
High prices	5 5%	1 3%	3 9%	1 7%	- -	- -	2 7%	2 5%	1 3%	- -	5 6%	1 2%	4 9%
No grocery store	2 2%	1 3%	- -	- -	- -	1 14%	- -	- -	2 6%	1 5%	1 1%	2 4%	- -
Stores have limited hours	2 2%	- -	2 6%	- -	- -	- -	- -	2 5%	- -	1 5%	1 1%	1 2%	1 2%
No craft stores	1 1%	1 3%	- -	- -	- -	- -	- -	- -	1 3%	- -	1 1%	1 2%	- -
Too much distraction in Downtown	1 1%	1 3%	- -	- -	- -	- -	1 4%	- -	- -	- -	1 1%	1 2%	- -
Always shop in downtown	6 6%	4 11%	- -	2 13%	- -	- -	- -	3 8%	3 9%	2 10%	4 5%	4 7%	2 4%
Don't know	6 6%	- -	1 3%	1 7%	2 33%	2 29%	- -	3 8%	3 9%	2 10%	4 5%	3 5%	3 7%

Q19: If there could be one type of store or service added to the Downtown, what would you most like to see?

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	CONTACT Inter-cept	Random
TOTAL	100 100%	37 100%	35 100%	15 100%	6 100%	7 100%	27 100%	40 100%	32 100%	21 100%	79 100%	55 100%	45 100%
NO ANSWER	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
"Good" department store	30 30%	11 30%	10 29%	6 40%	1 17%	2 29%	8 30%	12 30%	10 31%	2 10%	28 35%	18 33%	12 27%
Grocery store	15 15%	11 30%	2 6%	1 7%	1 17%	- -	4 15%	2 5%	8 25%	2 10%	13 16%	8 15%	7 16%
Sit down restaurant	7 7%	- -	4 11%	1 7%	1 17%	1 14%	2 7%	5 13%	- -	- -	7 9%	1 2%	6 13%
Discount department store	6 6%	1 3%	3 9%	1 7%	- -	1 14%	2 7%	1 3%	3 9%	1 5%	5 6%	2 4%	4 9%
Wal-Mart	5 5%	1 3%	2 6%	1 7%	1 17%	- -	2 7%	1 3%	2 6%	2 10%	3 4%	1 2%	4 9%
Women's clothing store	5 5%	2 5%	2 6%	- -	1 17%	- -	2 7%	1 3%	2 6%	1 5%	4 5%	3 5%	2 4%
Five and dime store	3 3%	2 5%	1 3%	- -	- -	- -	- -	1 3%	2 6%	2 10%	1 1%	2 4%	1 2%
Craft store	3 3%	1 3%	1 3%	- -	- -	1 14%	- -	1 3%	2 6%	- -	3 4%	2 4%	1 2%
Music store	3 3%	- -	2 6%	1 7%	- -	- -	- -	3 8%	- -	2 10%	1 1%	2 4%	1 2%
Fast food restaurant	3 3%	2 5%	1 3%	- -	- -	- -	2 7%	1 3%	- -	2 10%	1 1%	3 5%	- -
Specialty shops	2 2%	2 5%	- -	- -	- -	- -	- -	2 5%	- -	- -	2 3%	1 2%	1 2%

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
Maternity clothing store	1 1%	- -	1 3%	- -	- -	- -	1 4%	- -	- -	- -	1 1%	- -	1 2%
Furniture store	1 1%	1 3%	- -	- -	- -	- -	- -	1 3%	- -	1 5%	- -	1 2%	- -
Variety of stores	1 1%	- -	- -	- -	- -	1 14%	- -	1 3%	- -	- -	1 1%	1 2%	- -
Childrens store	1 1%	- -	1 3%	- -	- -	- -	1 4%	- -	- -	- -	1 1%	1 2%	- -
Night club	1 1%	- -	1 3%	- -	- -	- -	1 4%	- -	- -	1 5%	- -	1 2%	- -
Sporting goods stores	1 1%	- -	- -	- -	- -	1 14%	- -	1 3%	- -	1 5%	- -	1 2%	- -
Book store	1 1%	- -	- -	- -	1 17%	- -	- -	1 3%	- -	- -	1 1%	- -	1 2%
Pharmacy	1 1%	- -	- -	1 7%	- -	- -	- -	- -	1 3%	- -	1 1%	- -	1 2%
Nothing/Like Downtown the way it is	3 3%	1 3%	- -	2 13%	- -	- -	- -	3 8%	- -	2 10%	1 1%	3 5%	- -
Don't know	7 7%	2 5%	4 11%	1 7%	- -	- -	2 7%	3 8%	2 6%	2 10%	5 6%	4 7%	3 7%

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Q20: If Madison Ave. were made two ways so thru traffic didn't have to use Water and Russell Streets, would you...

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF-> CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100 100%	37 100%	35 100%	15 100%	6 100%	7 100%	27 100%	40 100%	32 100%	21 100%	79 100%	55 100%	45 100%
NO ANSWER	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Continue to use Downtown the same	75 75%	26 70%	29 83%	10 67%	6 100%	4 57%	20 74%	30 75%	24 75%	16 76%	59 75%	39 71%	36 80%
Be More likely to use Downtown	19 19%	8 22%	5 14%	5 33%	- -	1 14%	4 15%	8 20%	7 22%	5 24%	14 18%	11 20%	8 18%
Be less likely to use Downtown	6 6%	3 8%	1 3%	- -	- -	2 29%	3 11%	2 5%	1 3%	- -	6 8%	5 9%	1 2%

Q21: If you were to buy a special gift for a friend, how much would you expect to spend?

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100	37	35	15	6	7	27	40	32	21	79	55	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Less than $15	7	2	3	1	-	1	-	2	5	2	5	4	3
	7%	5%	9%	7%	-	14%	-	5%	16%	10%	6%	7%	7%
Between $15-$20	24	5	13	4	-	2	8	10	6	-	24	11	13
	24%	14%	37%	27%	-	29%	30%	25%	19%	-	30%	20%	29%
Between $21-$25	26	9	7	6	2	2	8	9	9	2	24	12	14
	26%	24%	20%	40%	33%	29%	30%	23%	28%	10%	30%	22%	31%
Between $26-$30	12	8	1	1	2	-	4	4	4	3	9	9	3
	12%	22%	3%	7%	33%	-	15%	10%	13%	14%	11%	16%	7%
Between $31-$35	3	1	2	-	-	-	-	2	1	1	2	2	1
	3%	3%	6%	-	-	-	-	5%	3%	5%	3%	4%	2%
Between $36-$40	4	1	1	1	-	1	3	1	-	1	3	2	2
	4%	3%	3%	7%	-	14%	11%	3%	-	5%	4%	4%	4%
Between $41-$50	13	4	4	2	2	1	3	6	3	6	7	6	7
	13%	11%	11%	13%	33%	14%	11%	15%	9%	29%	9%	11%	16%
Between $51-$100	5	5	-	-	-	-	1	1	3	2	3	5	-
	5%	14%	-	-	-	-	4%	3%	9%	10%	4%	9%	-
More than $100	4	2	2	-	-	-	-	3	1	4	-	4	-
	4%	5%	6%	-	-	-	-	8%	3%	19%	-	7%	-
Don't know	2	-	2	-	-	-	-	2	-	-	2	-	2
	2%	-	6%	-	-	-	-	5%	-	-	3%	-	4%

Q22: If you were to buy a shirt or blouse for yourself suitable for office attire, who much would you probably spend?

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	CONTACT Inter-cept	Random
TOTAL	100 100%	37 100%	35 100%	15 100%	6 100%	7 100%	27 100%	40 100%	32 100%	21 100%	79 100%	55 100%	45 100%
NO ANSWER	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Less than $10	2 2%	2 5%	- -	- -	- -	- -	1 4%	- -	1 3%	- -	2 3%	2 4%	- -
Between $10-$15	21 21%	7 19%	9 26%	4 27%	1 17%	- -	5 19%	8 20%	7 22%	5 24%	16 20%	9 16%	12 27%
Between $16-20	26 26%	7 19%	12 34%	3 20%	1 17%	3 43%	8 30%	10 25%	8 25%	7 33%	19 24%	12 22%	14 31%
Between $21-$25	22 22%	5 14%	7 20%	5 33%	1 17%	4 57%	7 26%	11 28%	4 13%	5 24%	17 22%	17 31%	5 11%
Between $26-$30	11 11%	6 16%	1 3%	2 13%	2 33%	- -	1 4%	8 20%	2 6%	1 5%	10 13%	5 9%	6 13%
Between $31-$50	13 13%	9 24%	2 6%	1 7%	1 17%	- -	5 19%	2 5%	6 19%	2 10%	11 14%	9 16%	4 9%
More than $50	2 2%	1 3%	1 3%	- -	- -	- -	- -	1 3%	1 3%	1 5%	1 1%	1 2%	1 2%
Don't know	3 3%	- -	3 9%	- -	- -	- -	- -	- -	3 9%	- -	3 4%	- -	3 7%

Q23: If you were to go out to a restaurant with a friend or spouse for dinner, how much would you expect to spend for the two of you?

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF-> CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100 100%	37 100%	35 100%	15 100%	6 100%	7 100%	27 100%	40 100%	32 100%	21 100%	79 100%	55 100%	45 100%
NO ANSWER	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Less than $15	5 5%	4 11%	1 3%	- -	- -	- -	2 7%	- -	3 9%	1 5%	4 5%	4 7%	1 2%
Between $16-$20	12 12%	6 16%	5 14%	1 7%	- -	- -	3 11%	5 13%	4 13%	4 19%	8 10%	6 11%	6 13%
Between $21-$25	33 33%	10 27%	10 29%	8 53%	2 33%	3 43%	6 22%	15 38%	11 34%	8 38%	25 32%	17 31%	16 36%
Between $26-$35	27 27%	7 19%	12 34%	3 20%	2 33%	3 43%	10 37%	9 23%	8 25%	5 24%	22 28%	15 27%	12 27%
Between $36-$45	11 11%	5 14%	3 9%	2 13%	1 17%	- -	4 15%	5 13%	2 6%	1 5%	10 13%	7 13%	4 9%
More than $45	9 9%	4 11%	2 6%	1 7%	1 17%	1 14%	2 7%	6 15%	1 3%	2 10%	7 9%	5 9%	4 9%
Don't know	3 3%	1 3%	2 6%	- -	- -	- -	- -	- -	3 9%	- -	3 4%	1 2%	2 4%

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Q24a: How convenient it is for you to shop EARLY MORNING, BEFORE WORK?

		<----------PLACE OF RESIDENCE----->						<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
													CONTACT	
		TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL		100	37	35	15	6	7	27	40	32	21	79	55	45
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER		-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-
Very convenient		18	10	3	1	3	1	1	9	8	7	11	12	6
	(5)	18%	27%	9%	7%	50%	14%	4%	23%	25%	33%	14%	22%	13%
		5	3	1	1	-	-	1	2	2	-	5	2	3
	(4)	5%	8%	3%	7%	-	-	4%	5%	6%	-	6%	4%	7%
		12	4	6	2	-	-	3	3	5	2	10	5	7
	(3)	12%	11%	17%	13%	-	-	11%	8%	16%	10%	13%	9%	16%
		6	3	2	-	1	-	2	2	2	3	3	4	2
	(2)	6%	8%	6%	-	17%	-	7%	5%	6%	14%	4%	7%	4%
Very inconvenient		59	17	23	11	2	6	20	24	15	9	50	32	27
	(1)	59%	46%	66%	73%	33%	86%	74%	60%	47%	43%	63%	58%	60%
MEAN		2.17	2.62	1.83	1.73	3.17	1.57	1.56	2.25	2.56	2.67	2.04	2.24	2.09

Q24b: How convenient it is for you to shop MID-LATE MORNING/LUNCHTIME?

		<----------PLACE OF RESIDENCE----->						<--------AGE-------->			<---GENDER--->		<--SOURCE OF-> CONTACT	
		TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL		100	37	35	15	6	7	27	40	32	21	79	55	45
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER		-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-
Very convenient		20	5	6	3	4	2	6	7	7	5	15	11	9
	(5)	20%	14%	17%	20%	67%	29%	22%	18%	22%	24%	19%	20%	20%
		14	8	2	2	1	1	3	5	6	2	12	11	3
	(4)	14%	22%	6%	13%	17%	14%	11%	13%	19%	10%	15%	20%	7%
		24	12	9	3	-	-	7	8	8	9	15	14	10
	(3)	24%	32%	26%	20%	-	-	26%	20%	25%	43%	19%	25%	22%
		5	1	2	2	-	-	2	2	1	-	5	1	4
	(2)	5%	3%	6%	13%	-	-	7%	5%	3%	-	6%	2%	9%
Very inconvenient		37	11	16	5	1	4	9	18	10	5	32	18	19
	(1)	37%	30%	46%	33%	17%	57%	33%	45%	31%	24%	41%	33%	42%
MEAN		2.75	2.86	2.43	2.73	4.17	2.57	2.81	2.53	2.97	3.10	2.66	2.93	2.53

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Q24c: How convenient it is for you to shop MID-AFTERNOON?

		<----------PLACE OF RESIDENCE----->						<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
		TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	CONTACT Inter-cept	Random
TOTAL		100	37	35	15	6	7	27	40	32	21	79	55	45
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER		-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-
Very convenient		22	7	6	5	3	1	7	8	7	3	19	10	12
	(5)	22%	19%	17%	33%	50%	14%	26%	20%	22%	14%	24%	18%	27%
		15	6	4	2	1	2	2	4	9	1	14	9	6
	(4)	15%	16%	11%	13%	17%	29%	7%	10%	28%	5%	18%	16%	13%
		18	5	9	3	-	1	5	7	5	6	12	11	7
	(3)	18%	14%	26%	20%	-	14%	19%	18%	16%	29%	15%	20%	16%
		11	5	5	1	-	-	4	4	3	6	5	6	5
	(2)	11%	14%	14%	7%	-	-	15%	10%	9%	29%	6%	11%	11%
Very inconvenient		34	14	11	4	2	3	9	17	8	5	29	19	15
	(1)	34%	38%	31%	27%	33%	43%	33%	43%	25%	24%	37%	35%	33%
MEAN		2.80	2.65	2.69	3.20	3.50	2.71	2.78	2.55	3.13	2.57	2.86	2.73	2.89

Q24d: How convenient it is for you to shop LATE AFTERNOON, AFTER SCHOOL/WORK?

		<----------PLACE OF RESIDENCE----->						<--------AGE-------->			<---GENDER--->		<--SOURCE OF-> CONTACT	
		TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL		100	37	35	15	6	7	27	40	32	21	79	55	45
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER		-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-
Very convenient		44	15	15	8	4	2	14	21	9	9	35	26	18
	(5)	44%	41%	43%	53%	67%	29%	52%	53%	28%	43%	44%	47%	40%
		13	6	4	2	1	-	4	1	8	3	10	8	5
	(4)	13%	16%	11%	13%	17%	-	15%	3%	25%	14%	13%	15%	11%
		15	3	6	2	1	3	2	7	5	4	11	7	8
	(3)	15%	8%	17%	13%	17%	43%	7%	18%	16%	19%	14%	13%	18%
		6	2	1	1	-	2	2	2	2	1	5	4	2
	(2)	6%	5%	3%	7%	-	29%	7%	5%	6%	5%	6%	7%	4%
Very inconvenient		22	11	9	2	-	-	5	9	8	4	18	10	12
	(1)	22%	30%	26%	13%	-	-	19%	23%	25%	19%	23%	18%	27%
MEAN		3.51	3.32	3.43	3.87	4.50	3.29	3.74	3.58	3.25	3.57	3.49	3.65	3.33

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Q24e: How convenient it is for you to shop in the EVENING?

		<----------PLACE OF RESIDENCE----->						<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
													CONTACT	
		TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL		100	37	35	15	6	7	27	40	32	21	79	55	45
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER		-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-
Very convenient		42	17	11	7	4	3	15	18	9	6	36	23	19
	(5)	42%	46%	31%	47%	67%	43%	56%	45%	28%	29%	46%	42%	42%
		15	4	8	2	1	-	2	8	5	4	11	7	8
	(4)	15%	11%	23%	13%	17%	-	7%	20%	16%	19%	14%	13%	18%
		11	7	3	1	-	-	1	4	5	5	6	7	4
	(3)	11%	19%	9%	7%	-	-	4%	10%	16%	24%	8%	13%	9%
		11	1	6	2	-	2	3	3	5	3	8	7	4
	(2)	11%	3%	17%	13%	-	29%	11%	8%	16%	14%	10%	13%	9%
Very inconvenient		21	8	7	3	1	2	6	7	8	3	18	11	10
	(1)	21%	22%	20%	20%	17%	29%	22%	18%	25%	14%	23%	20%	22%
MEAN		3.46	3.57	3.29	3.53	4.17	3.00	3.63	3.67	3.06	3.33	3.49	3.44	3.49

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Q24f: How convenient it is for you to shop on SATURDAY?

		<----------PLACE OF RESIDENCE----->						<--------AGE-------->			<---GENDER--->		<--SOURCE OF-> CONTACT	
		TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL		100	37	35	15	6	7	27	40	32	21	79	55	45
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER		-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-
Very convenient		50	19	16	8	4	3	16	22	12	10	40	33	17
	(5)	50%	51%	46%	53%	67%	43%	59%	55%	38%	48%	51%	60%	38%
		17	7	7	3	-	-	7	8	2	4	13	6	11
	(4)	17%	19%	20%	20%	-	-	26%	20%	6%	19%	16%	11%	24%
		14	4	8	1	-	1	4	4	5	4	10	6	8
	(3)	14%	11%	23%	7%	-	14%	15%	10%	16%	19%	13%	11%	18%
		6	2	2	-	1	1	-	1	5	-	6	3	3
	(2)	6%	5%	6%	-	17%	14%	-	3%	16%	-	8%	5%	7%
Very inconvenient		13	5	2	3	1	2	-	5	8	3	10	7	6
	(1)	13%	14%	6%	20%	17%	29%	-	13%	25%	14%	13%	13%	13%
MEAN		3.85	3.89	3.94	3.87	3.83	3.14	4.44	4.03	3.16	3.86	3.85	4.00	3.67

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	CONTACT Inter-cept	Random
Student	2	1	-	1	-	-	1	1	-	-	2	1	1
	2%	3%	-	7%	-	-	4%	3%	-	-	3%	2%	2%
Homemaker	16	5	7	3	1	-	8	4	4	-	16	5	11
	16%	14%	20%	20%	17%	-	30%	10%	13%	-	20%	9%	24%

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Q27: For how many years have you lived in the area?

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
												CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
TOTAL	100	37	35	15	6	7	27	40	32	21	79	55	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
5 Years of Less	9	4	4	1	-	-	4	3	2	3	6	6	3
	9%	11%	11%	7%	-	-	15%	8%	6%	14%	8%	11%	7%
6 to 10 Years	12	6	2	2	-	2	8	2	2	3	9	7	5
	12%	16%	6%	13%	-	29%	30%	5%	6%	14%	11%	13%	11%
11 to 20 Years	28	10	9	6	2	1	5	15	8	5	23	15	13
	28%	27%	26%	40%	33%	14%	19%	38%	25%	24%	29%	27%	29%
21 to 30 Years	21	3	12	3	1	2	9	9	3	2	19	9	12
	21%	8%	34%	20%	17%	29%	33%	23%	9%	10%	24%	16%	27%
31 to 40 Years	16	7	5	3	-	1	1	8	7	4	12	10	6
	16%	19%	14%	20%	-	14%	4%	20%	22%	19%	15%	18%	13%
41 to 50 Years	5	1	1	-	2	1	-	2	3	1	4	2	3
	5%	3%	3%	-	33%	14%	-	5%	9%	5%	5%	4%	7%
More than 50 Years	9	6	2	-	1	-	-	1	7	3	6	6	3
	9%	16%	6%	-	17%	-	-	3%	22%	14%	8%	11%	7%

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

QSOURCE: Source of contact

	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
	<----------PLACE OF RESIDENCE----->						<--------AGE-------->			<---GENDER--->		<--SOURCE OF-> CONTACT	
TOTAL	100 100%	37 100%	35 100%	15 100%	6 100%	7 100%	27 100%	40 100%	32 100%	21 100%	79 100%	55 100%	45 100%
NO ANSWER	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Intercept	55 55%	32 86%	12 34%	4 27%	1 17%	6 86%	15 56%	21 53%	19 59%	16 76%	39 49%	55 100%	- -
Random Sample	45 45%	5 14%	23 66%	11 73%	5 83%	1 14%	12 44%	19 48%	13 41%	5 24%	40 51%	- -	45 100%

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

Q28a: How many PEOPLE, including children live in your household?

	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
	<----------PLACE OF RESIDENCE----->						<--------AGE-------->			<---GENDER--->		<--SOURCE OF-> CONTACT	
TOTAL	100 100%	37 100%	35 100%	15 100%	6 100%	7 100%	27 100%	40 100%	32 100%	21 100%	79 100%	55 100%	45 100%
NO ANSWER	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
One	17 17%	5 14%	7 20%	1 7%	2 33%	2 29%	2 7%	3 8%	12 [illegible]	4 [illegible]	13 [illegible]		
Two	31	13	[illegible]										

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

QAREA: Towns included in each of the four areas

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF->	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	CONTACT Inter-cept	Random
TOTAL	100	37	35	15	6	7	27	40	32	21	79	55	45
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
	37	37	-	-	-	-	11	10	15	9	28	32	5
AREA A (NET):	37%	100%	-	-	-	-	41%	25%	47%	43%	35%	58%	11%
Skowhegan	37	37	-	-	-	-	11	10	15	9	28	32	5
	37%	100%	-	-	-	-	41%	25%	47%	43%	35%	58%	11%
	35	-	35	-	-	-	9	16	10	6	29	12	23
AREA B (NET):	35%	-	100%	-	-	-	33%	40%	31%	29%	37%	22%	51%
Madison	12	-	12	-	-	-	3	4	5	1	11	5	7
	12%	-	34%	-	-	-	11%	10%	16%	5%	14%	9%	16%
Anson	9	-	9	-	-	-	2	4	3	-	9	1	8
	9%	-	26%	-	-	-	7%	10%	9%	-	11%	2%	18%
Canaan	6	-	6	-	-	-	1	4	1	3	3	3	3
	6%	-	17%	-	-	-	4%	10%	3%	14%	4%	5%	7%
Norridgewock	6	-	6	-	-	-	2	3	1	1	5	2	4
	6%	-	17%	-	-	-	7%	8%	3%	5%	6%	4%	9%
Cornville	2	-	2	-	-	-	1	1	-	1	1	1	1
	2%	-	6%	-	-	-	4%	3%	-	5%	1%	2%	2%
	15	-	-	15	-	-	4	7	4	3	12	4	11
AREA C (NET):	15%	-	-	100%	-	-	15%	18%	13%	14%	15%	7%	24%
Harmony	5	-	-	5	-	-	1	2	2	-	5	1	4
	5%	-	-	33%	-	-	4%	5%	6%	-	6%	2%	9%
Athens	4	-	-	4	-	-	2	1	1	2	2	2	2
	4%	-	-	27%	-	-	7%	3%	3%	10%	3%	4%	4%

DOWNTOWN SKOWHEGAN TELEPHONE SURVEY
MARKET DECISIONS, INC -- SEPTEMBER 1994

		<----------PLACE OF RESIDENCE----->					<--------AGE-------->			<---GENDER--->		<--SOURCE OF-> CONTACT	
	TOTAL	Area A	Area B	Area C	Area D	OTHER AREA	< 35 Yrs	35-54 Yrs	55+ Yrs	Male	Female	Inter-cept	Random
Embden	3	-	-	3	-	-	-	3	-	1	2	-	3
	3%	-	-	20%	-	-	-	8%	-	5%	3%	-	7%
Solon	3	-	-	3	-	-	1	1	1	-	3	1	2
	3%	-	-	20%	-	-	4%	3%	3%	-	4%	2%	4%
	6	-	-	-	6	-	1	3	2	1	5	1	5
AREA D (NET):	6%	-	-	-	100%	-	4%	8%	6%	5%	6%	2%	11%
Bingham	3	-	-	-	3	-	1	2	-	-	3	-	3
	3%	-	-	-	50%	-	4%	5%	-	-	4%	-	7%
Moscow	3	-	-	-	3	-	-	1	2	1	2	1	2
	3%	-	-	-	50%	-	-	3%	6%	5%	3%	2%	4%
	7	-	-	-	-	7	2	4	1	2	5	6	1
OTHER AREAS (NET):	7%	-	-	-	-	100%	7%	10%	3%	10%	6%	11%	2%
Starks	1	-	-	-	-	1	-	1	-	-	1	-	1
	1%	-	-	-	-	14%	-	3%	-	-	1%	-	2%
North New Portland	1	-	-	-	-	1	-	-	1	-	1	1	-
	1%	-	-	-	-	14%	-	-	3%	-	1%	2%	-
Waterville	1	-	-	-	-	1	1	-	-	1	-	1	-
	1%	-	-	-	-	14%	4%	-	-	5%	-	2%	-
Mercer	1	-	-	-	-	1	-	1	-	-	1	1	-
	1%	-	-	-	-	14%	-	3%	-	-	1%	2%	-
Jackman	1	-	-	-	-	1	-	1	-	-	1	1	-
	1%	-	-	-	-	14%	-	3%	-	-	1%	2%	-
Smithfield	1	-	-	-	-	1	1	-	-	-	1	1	-
	1%	-	-	-	-	14%	4%	-	-	-	1%	2%	-
Oakland	1	-	-	-	-	1	-	1	-	1	-	1	-
	1%	-	-	-	-	14%	-	3%	-	5%	-	2%	-