

Skowhegan Trade Area Consumer Survey
conducted by Thomas College School of Business
for
Main Street Skowhegan
Spring 2007

Table of Contents

	<u>Page</u>
Introduction	2
Methodology and Limitations	3
List of Tables	4 - 5
Executive Summary	6 - 7
Data Tables	8 - 42
Conclusions	43
Appendix A	44

Introduction

This survey was designed by the Business Consulting Practicum students at Thomas College in coordination with Professor Pat Karush, Roger Poulin, Todd Ward, and Wes Pooler. The objective of this survey is to determine consumer's attitudes regarding a variety of attributes of downtown Skowhegan.

Methodology and Limitations

The following report represents the findings of a 2007 survey of the greater Skowhegan area. The surveyed towns include Anson, Athens, Canaan, Cornville, Bingham, Skowhegan, Solon, Norridgewock, Madison. The proportion of respondents which were drawn from each town is as follows: Skowhegan 50.3%, Anson 11.1%, Madison 8.89%, Canaan 8.61%, Norridgewock 6.4%, Cornville 5.5%, Solon 4.2%, Athens 3.56%, and Bingham 1.4%. The surveys were conducted over the phone during the months of February and March. In all, 534 households were called and 360 surveys were completed giving us a response rate of 67.4%. The surveys were edited, coded and entered into the statistical program Minitab.

Extensive cross-tabulations were performed on the data in order to develop a richer understanding of the findings. These cross-tabs are illuminating in numerous areas, but it is important to note that they are merely suggestive of the underlying factors, and the results should be treated with caution. The overall sample (360 respondents) is highly reliable; however, when the sample is broken down into smaller subsets, based on specific demographics, the number of respondents in some of those subsets does not represent a statistically reliable sample. For example, many of the towns in the sample do not contain enough respondents to utilize statistical tests to measure correlations. This is also true for higher income ranges and higher levels of educational attainment, since respondents in those categories are few in the greater Skowhegan area. Skowhegan residents are over-represented in the sample; it is important to bear that in mind when assessing the cross-tabulation results in some of the data tables.

List of Tables

Tables	Page
Table 1: Frequency of Visits	8
Table 2: Time of Day during Visit	9
Table 3: Later Store Hours	10
Table 4: Week vs. Weekend Visits	11
Table 5: Visiting Downtown to Eat	12
Table 6: Visiting Downtown to Shop	13
Table 7: Visiting Downtown Professional Offices	14
Table 8: Visiting Downtown for Personal Care	15
Table 9: Respondents like Visiting Skowhegan	16
Table 10: Respondents Don't Enjoy Shopping Downtown	17
Table 11: Noted Improvements	18
Table 12: Suggestions for Improving Appearance	19
Table 13: Purchases Away From Skowhegan	20
Table 14: More Stores Downtown	21
Table 15: More Men's Clothing Stores	22
Table 16: More Women's Clothing Stores	23
Table 17: More Children's Clothing Stores	24
Table 18: More Food and Drink Stores	25
Table 19: Skowhegan Downtown vs. Other Maine Downtowns	26
Table 20: Benefit From Additional Residential Development	27
Table 21: Moving to Downtown Skowhegan	28
Table 22: Shopping at Malls for Lower Prices	29
Table 23: Shopping at Malls for Larger Selection	30
Table 24: Shopping at Malls for Convenience	31
Table 25: Shopping at Malls for Atmosphere	32

Table 26: Cities Shopped In	33
Table 27: Downtown Skowhegan Rating	34
Table 28: Perceived Greatest Challenge	35
Table 29: Age Group	36
Table 30: Household Income	37
Table 31: Level of Education	38
Table 32: Town Worked In	39
Table 33: Rent or Own Home	40
Table 34: Town Called	41
Table 35: Gender	42

Executive Summary

The major findings of the report are as follows:

- Approximately 42% of respondents visit Skowhegan 3 times or more per week.
- Approximately 53% of respondents would like stores to be open later in the day. The majority of this group is under the age of 45.
- Approximately 31% of respondents stated that the rotary and traffic problems are main reasons as to why people don't enjoy visiting the downtown area.
- Major suggestions for improving the appearance of the downtown area include the addition of more stores, cleaning up the street, and giving the street a "facelift", including renovations, benches, and decorations.
- Approximately 63% of respondents purchase products away from Skowhegan; 78% would like to see more stores in the area.
- Slightly more than half of the respondents reported that downtown Skowhegan is worse than other Maine downtown areas.
- According to respondents between the ages of 18-25 the addition of more residential development would be a benefit to the downtown Skowhegan area.
- Approximately 55% of respondents between the ages of 26 and 35 would not consider moving downtown if there were apartments and condos. Approximately 29% of respondents between the age of 18 and 25 would consider moving downtown if there were apartments or condos.

- The greatest perceived challenge that the downtown Skowhegan area faces is the traffic and rotary problems (44%).
- Parking convenience was rated poor by 51% of respondents. Traffic flow was rated poor by 69% of respondents.

Table 1: Frequency of Visits

Q1: How frequently do you visit downtown Skowhegan?

	Number Reporting	% Reporting
Less than once per week	96	26.74
Once or twice per week	115	32.03
Three or more times per week	148	41.23
N= 360	n= 359	100.00

Of the 360 surveys that were completed, 359 people answered how frequently they visit downtown Skowhegan. Approximately 41 % of the people said that they visited the downtown area three or more times a week; a little more than 32 % of the people stated that they visited the downtown area once or twice a week, and almost 27 % of the respondents reported visiting the downtown area less than once a week.

Cross-tabulation revealed the following:

- Age was not a significant determinant of frequency of visits.
- Annual income made no significant difference when cross tabulated.
- Not surprisingly, residents from Skowhegan reported a higher frequency of visitation then did respondents from other towns.
- Visitation did not vary in frequency based on gender or level of educational attainment.

Table 2: Time of Day during Visit

Q2: When you visit downtown Skowhegan, is it generally...?

	Number Reporting	% Reporting
Morning	44	12.26
Afternoon	77	21.45
Evening	45	12.53
No specific time	193	53.76
N=360	n=359	100.00

Slightly more than half of the respondents stated that there was no specific time that they visit downtown. More than 21 % of the sample said that they were more likely to visit the area during the afternoon; approximately 13 % of the respondents reported that the evening was the most likely time they would go to the downtown area, and around 12 % said they only go to the downtown area during the morning.

Cross-tabulation revealed the following:

- Those over the age of 56 are more likely to visit downtown Skowhegan in the mornings and afternoons; those under the age of 35 are more likely to visit in the evening. Overall, most respondents reported that they visit at “no specific time”.
- Education, gender, town of residence, and annual income has no impact on time of visit.

Table 3: Later Store Hours

Q3: Would you be more interested in shopping downtown Skowhegan if stores were open later in the evening?

	Number Reporting	% Reporting
Yes	189	52.65
No	170	47.35
N=360	n=359	100.00

Fifty three percent of the respondents said that they would be more interested in going to the downtown area if the stores were open later at night, while 47 % of the respondents said that they wouldn't be interested in shopping if the stores were open later.

Cross-tabulation revealed the following:

- Those under the age of 45 would be more likely to shop downtown if stores were open later.
- Those reporting income levels above 75K indicated a greater likelihood of shopping downtown, if stores were open later.
- Residence of Madison, Norridgewock, and Skowhegan, in comparison to residents of the other towns, reported an increased interest in shopping in the evening.
- No significant differences were noted based on education or gender.

Table 4: Week vs. Weekend Visits

Q4: Are you more likely to visit downtown...?

	Number Reporting	% Reporting
During weekdays	78	21.85
Weekends	78	21.85
No difference between weekends/days	201	56.30
N=360	n=357	100.00

The majority of respondents (56.3%) reported “no difference” in their likelihood of visiting downtown based on day of the week; the remainder of the sample was evenly split between weekdays and weekends.

Cross-tabulation revealed the following:

- Slightly more respondents over the age of 46 reported visiting downtown during weekdays in comparison to younger age groups. Those under the age of 35 reported higher weekend visitation.
- No significant differences were noted for gender, income or education.
- A higher percentage of residents in Anson, Athens, and Cornville, reported visiting downtown during the weekdays, compared to the majority of respondents from Canaan who reported visiting the downtown area on weekends.

Table 5: Visiting Downtown to Eat

Q5: When you visit the downtown area, do you go out to eat?

	Number Reporting	% Reporting
Go out to eat	218	65.07
N= 360	n=335	65.07

Approximately 65 % (218) of the 335 respondents who answered this question stated that when they visit the downtown area, they go out to eat.

Cross-tabulation revealed the following:

- A slightly higher proportion of those under the age of 45 reported going downtown to eat in comparison to those over the age of 46.
- Those who reported their educational level to be high school or some college were more likely to go out to eat downtown than other educational attainment groups.
- A higher proportion of those who reported their income to be below 75K indicated they eat out in comparison to those with higher income levels.
- A significantly higher number of Skowhegan residence reported eating downtown in comparison to the residents of the other towns.
- More females than males reported eating downtown.

Table 6: Visiting Downtown to Shop

Q5: When you visit the downtown area, do you shop?

	Number Reporting	% Reporting
Shop	256	76.42
N= 360	n=335	76.42

Approximately 76 % (256) of the respondents who answered this question stated that when they visit the downtown area, they shop.

Cross-tabulation revealed the following:

- A much higher number of Skowhegan residents shop downtown than residents of other towns.
- Those between the ages of 36-55 reported a higher shopping frequency than other age groups.
- A higher proportion of females reported downtown shopping.
- High school graduates and those with some college report shopping downtown with greater frequency than those in other educational attainment groups.
- Respondents who reported their income to be below 75K shop downtown more than those with higher income levels.

Table 7: Visiting Downtown Professional Offices

Q5: When you visit downtown area, do you visit professional offices?

	Number Reporting	% Reporting
Visit professional offices (Lawyers, insurance, realtors, etc.)	120	35.82
N=360	n=335	35.82

Approximately 35% (120) of the respondents who answered this question stated that when they visit the downtown area, they visit professional offices.

Cross tabulation revealed the following:

- Significantly more women (almost twice as many) than men reported visiting professional offices downtown.
- Those between the ages of 26-65 were more likely to visit professional offices.
- Skowhegan residences are far more likely to visit downtown professional offices than residence of other towns.
- Those with income levels below 75K are more likely to visit professional offices.
- No significant differences were noted based on educational attainment.

Table 8: Visiting Downtown Personal Care

Q5: When you visit downtown area, do you visit personal care and grooming establishments?

	Number Reporting	% Reporting
Visit personal care and grooming (Hairdressers, nail salons, gym)	98	29.25
N=360	n=335	29.25

Approximately 29 % (98) of the respondents who answered this question stated that when they visit the downtown area, they visit personal care and grooming establishments.

Cross-tabulation revealed the following:

- The respondents who reported their income to be between 55-75K were significantly more likely than other income levels to visit downtown for personal care, as were those who reported an educational attainment level below a bachelor’s degree.
- Almost three times as many women as men reported visiting downtown for professional care.
- Residence of Skowhegan reported with much higher frequency personal care visits.

The final category in Question 5 was titled “other”, which resulted in twenty-five responses. The majority of these 25 respondents reported they visited downtown because of work.

Table 9: Respondents like Visiting Skowhegan

Q6: What is the PRIMARY reason you like to shop/visit downtown?

	Number Reporting	% Reporting
Convenience	95	63.14
Shopping	63	18.00
Work	55	15.71
No Reason	27	7.71
Restaurants	23	6.57
Friendly Atmosphere	21	6.00
Other	126	36.00
N=360	n= 350	*

* = due to multiple responses the percentage totals to more than 100.

Ninety-five (63.14 %) of the respondents like downtown for “convenience”; 63 (18%) of respondents like down town for “the shopping”; 55 (15.71%) respondents work downtown and that is their reason for going; 27 (7.71%) had no reason for going downtown; 44 (12.57%) like downtown for “the friendly atmosphere and the restaurants”, and 126 (36%) of respondents said “other” which represented numerous different answers, none of which was statistically significant.

Cross-tabulations could not be calculated on this open-ended question.

Table 10: Respondents Don't Enjoy Shopping Downtown

Q7: Are there any reasons why you don't enjoy shopping/visiting downtown?

	Number Reporting	% Reporting
No reason	121	35.58
Rotary/Traffic	107	31.47
Lack of variety	32	9.41
Lack of parking	30	8.82
Drive through	26	7.64
Lack of safety	9	2.64
Other	38	11.17
N=360	n=340	*

* = due to multiple responses the percentage totals to more than 100

The majority of respondents reported they had no reason for not enjoying shopping or visiting downtown Skowhegan (36%). Approximately one-third of the respondents said they did not enjoy visiting due to the rotary and/or traffic.

Cross-tabulations could not be calculated on this open ended question.

Table 11: Noted Improvements

Q8: Have you noted any improvements in the past three years in the downtown Skowhegan area?

	Number Reporting	% Reporting
Yes	103	28.85
No	254	71.15
N=360	n=357	100.00

Slightly less than three-quarters of the respondents said they had not seen any improvements; almost 29 % of the people stated they had seen some improvement to the area.

There were 131 improvements noted by the respondents who stated that they have noticed improvements to Main Street. The majority of responses were as follows:

- Twenty-five respondents (19.08%) said they noticed the sidewalks.
- Twenty-five respondents (19.08%) also said it was cleaner and had a "facelift".
- Twenty-three respondents (17.55%) said they noticed the roadwork.
- Fifteen respondents (11.45%) said they noticed the construction.
- Twelve respondents (9.16%) said they noticed new stores.

Cross-tabulations were not calculated for this question.

Table 12: Suggestions for Improving Appearance

Q9. Specifically, what would you suggest to improve the Appearance of downtown Skowhegan?

	Number Reporting	% Reporting
More Stores	75	21.92
Facelift (renovations, benches, etc.)	53	15.49
Cleaning it up	48	14.03
Did not know	34	9.94
Nothing would improve appearance	26	7.60
Correcting traffic problem	24	7.01
Other	75	21.92
N=360	n=342	*

* = due to multiple responses the percentages total to more than 100.

Slightly more than one-third of the respondents said that “more stores” and a “facelift” would improve the appearance of downtown; another 14% said “cleaning up the area would improve the appearance”; 18% responded that they “don’t know” or that “nothing would improve the image of downtown” and 7% said “fixing the current traffic problem” would help downtown. Eighteen (4.9%) people chose not to answer this question.

Cross-tabulation was not calculated on this question.

Table 13: Purchases Away From Skowhegan

Q10: Are there any products/services that you have to travel away from Skowhegan to purchase?

	Number Reporting	% Reporting
Yes	225	62.85
No	133	37.15
N=360	n=358	100.00

Nearly 63% of the respondents stated that there are products and services that they have to travel away from Skowhegan to purchase; 37% stated that Skowhegan fits their purchasing needs.

Q10. Are there any products/services that you have to travel away from Skowhegan to purchase? Please explain.

There were 244 people who specified the products they purchase away from town. The most frequent responses were as follows:

- Sixty-seven (27.45%) people answered “yes” but did not specify why they need to leave.
 - Forty-six (18.85%) people answered that they left Skowhegan to purchase clothing.
 - Twenty (8.19%) people said they went to specialty stores outside of Skowhegan.
 - Seventeen (6.96%) left Skowhegan to find entertainment.
 - Thirteen (5.32%) people answered that they got everything out of downtown Skowhegan.
 - Ten (4.09%) people responded that they left Skowhegan to get food or go to restaurants.
- The remaining responses were numerous, and none were statistically significant.

Cross-tabulation revealed:

- Younger age groups, females, those who earn between 75-100K and residents of Anson, Bingham and Madison reported a higher frequency of travel away from Skowhegan to make purchases. Educational attainment levels had no impact on out-of-town purchasing patterns.

Table 14: More Stores Downtown

Q11: Do you think there should be more stores downtown?

	Number Reporting	% Reporting
Yes	275	77.68
No	79	22.32
N=360	n=354	100.00

Slightly over three quarters of the respondents stated that there should be more stores in the downtown area; approximately 22% stated that there is no need for more stores downtown.

Cross tabulation revealed:

- A higher proportion of those over the age of 66, and women, reported they would like to see more stores downtown.
- Reported interest in more stores increased with income levels.
- Canaan, Madison and Solon residents reported a higher level of interest in more stores, in comparison to other towns, including Skowhegan residents.
- Educational attainment had no impact on reported interest level.

Table 15: More Men's Clothing Stores

Q11: If yes to question 11, do you think there should be more men's clothing stores?

	Number Reporting	% Reporting
Men's Clothing	175	69.4
N=360	n=252	69.4

Approximately 69% (175) of the respondents who thought there should be more stores downtown would like to see more men's clothing stores.

Cross tabulation revealed:

- Those respondents between the ages of 36-45, with a high school diploma or some college indicated the largest degree of interest in men's clothing stores.
- Income ranges between 55-75K, and residents of Skowhegan reported more interest than other income groups and residents of the other towns.
- Women indicated interest in a men's clothing stores more frequently than did men.

Table 16: More Women's Clothing Stores

Q11: If yes to question 11, do you think there should be more women's clothing stores?

	Number Reporting	% Reporting
Women's Clothing	190	75.4
N=360	n=252	75.4

Approximately 75.4 % (190) of the respondents who thought there should be more stores downtown would like to see more women's clothing stores.

Cross-tabulation revealed:

- Significantly more women reported an interest in women's clothing stores than men.
- Age and education were not highly correlated with interest.
- Skowhegan residents and those with incomes below 75K reported more interest than residents of other towns and members of higher income groups.

Table 17: More Children's Clothing Stores

Q11: If yes to question 11, would you like to see more children's clothing stores?

	Number Reporting	% Reporting
Children's clothing	149	59.13
N=360	n=252	59.13

Approximately 59 % (149) of the respondents who thought there should be more stores downtown would like to see more children's clothing stores.

Cross-tabulation revealed:

- Significantly more women reported an interest in children's clothing stores.
- Those from lower income levels indicated more interest than those from higher income groups.
- Respondents who reported their age to be between 36-45 reported the highest level of interest; 26-35 year olds, and 46-55 years olds also had an elevated level of interest.
- Lower educational attainment groups and residents of Skowhegan were also more likely to report interest, compared to higher educational groups and residents of other towns.

Table 18: More Food and Drink Stores

Q11: If yes to question 11, would you like to see more food and drink stores?

	Number Reporting	% Reporting
Food and Drink	210	83.3
N=360	n=252	83.3

Approximately 83.3 % (210) of the respondents who thought there should be more stores downtown would like to see more food and drink stores.

Cross-tabulation revealed the following:

- A higher proportion of women, those between the ages of 36-45, and residents of Skowhegan were interested in more food and drink establishments.
- Income and education were not highly correlated with interest in more food and drink stores.

Table 19: Skowhegan Downtown vs. Other Maine Downtowns

Q12: How does Skowhegan’s downtown area compare with the downtowns in other Maine cities?

	Number Reporting	% Reporting
Skowhegan is worse	207	58.15
Skowhegan is about the same	122	34.27
Skowhegan is better	27	7.58
N=360	n=356	100.00

Over half of the respondents stated they felt that downtown Skowhegan is “worse” than other Maine downtowns; over 34% stated they felt that downtown Skowhegan is “about the same”. Only 7.58% stated that they feel the downtown Skowhegan area is “better”.

Cross-tabulation revealed:

- Those respondents under the age of 45, and residents of Skowhegan, rated Skowhegan “worse” in larger numbers than those in older age groups and residents of the other towns.
- More men than women gave the town a “worse” rating, and as education levels increased, the proportion of respondents who perceived the town as “worse” increased.
- Surprisingly, income did not impact this rating significantly.

Table 20: Benefit From Additional Residential Development

Q13: Would the downtown area benefit from the addition of more residential development, such as apartments and condos?

	Number Reporting	% Reporting
Yes	97	27.09
No	119	33.24
Not sure	142	39.66
N=360	n=358	100.00

Slightly more than a quarter of the respondents thought that the downtown area would benefit from more residential development, such as apartments and condos, whereas a third thought otherwise. Nearly 40% of the respondents were unsure as to whether the downtown would benefit at all.

Cross-tabulation revealed:

- Respondents with reported income below 35K, and those under the age of 25 indicated a higher level of interest in downtown residential development compared to other age and income groups.

- More woman than men reported the area would benefit from residential development, and more Madison residents, compared to other towns, were in favor of such development . Educational attainment did not impact respondent’s interest.

Table 21: Moving to Downtown Skowhegan

Q14: Would you consider moving to the downtown Skowhegan area if attractive apartments or condos were available to rent or buy?

	Number Reporting	% Reporting
Yes	35	10.09
No	211	60.81
Not sure	101	29.11
N=360	n=347	100.00

Ten percent of the respondents would consider moving to the downtown Skowhegan area if there were attractive apartments or condos available; 60% indicated they would not move, and 29% stated they were “not sure”.

Cross tabulation revealed:

- A significantly higher number of Skowhegan residents, in comparison to the other towns, indicated an interest in moving downtown if attractive options were available.
- Respondents between 18-25, and those who indicated their income was below 35K, would consider moving downtown.

- Those with some college, or a high school diploma, reported more interest; gender differences were not noted.

Table 22: Shop at Malls for Lower Prices

Q15: If you shop at malls and big box stores, are your reasons for lower prices?

	Number Reporting	% Reporting
Lower prices	244	71.13
N=360	n=343	71.13

Slightly less than three quarters of the respondents stated “lower prices” as a reason for shopping at malls or box stores.

Cross tabulation revealed:

- A much larger proportion of Skowhegan residents reported “lower prices” as the reason for shopping at malls/big box stores, in comparison to residents of other towns.
- More women than men reported this reason, and a higher proportion of those between the ages of 36-45.

- Respondents with a household income between 55-75K, indicated low prices were a consideration, in comparison to other income groups.
- Those with a high school diploma, or some college, cited low prices more frequently than other educational attainment groups.

Table 23: Shop at Malls for Larger Selection

Q15: If you shop at malls and big box stores, are your reasons a larger selection of products?

	Number Reporting	% Reporting
Larger Selection of Products	283	82.5
N=360	n=343	82.5

82% of respondents felt that a larger selection of products was a reason for shopping at malls and big box stores.

Cross-tabulation revealed:

- More respondents between 36-45 years of age, with a high school diploma or some college, reported that a larger selection was important than other age and educational attainment groups.
- Women were concerned with selection more frequently than men, as were those with incomes under 75K.
- A higher proportion of Skowhegan residents, compared to those from other towns, are motivated by a larger selection.

Table 24: Shop at Malls for Convenience

Q15: If you shop at malls and big box stores, are your reasons more stores in one convenient area?

	Number Reporting	% Reporting
More stores in one convenient area	179	52.2
N=360	n=343	52.2

Slightly more than half of the respondents stated convenience as a reason for shopping at malls and big box stores.

Cross tabulation revealed:

- Respondents below the age of 45, with incomes in the 55-75K range, reported the convenience of more stores to be important, as opposed to other age and income groups.
- Significantly more women than men were motivated by a larger store/product selection.

- Lower levels of educational attainment were correlated with increased store availability, and more residents of Skowhegan, in comparison to other towns, indicated this factor to be of importance.

Table 25: Shop at Malls for Atmosphere

Q15: If you shop at malls and big box stores, are your reasons the mall atmosphere?

	Number Reporting	% Reporting
Mall atmosphere	87	25.36
N=360	n=343	25.36

One-quarter of the respondents stated atmosphere is a reason for shopping at malls and big box stores.

Cross tabulation revealed:

- Skowhegan residents, and respondents with a reported household income under 75K, indicated mall atmosphere was important in larger numbers than residents of other towns, and other income groups.

- Women, respondents with less than a college degree, and those under the age of 45 reported this factor to be important, compared to men, those with a higher level of education, and older members of the sample.

This question had several choices, one of which was an “other” category. Numerous responses were given and none of the responses were statistically significant.

Table 26: Cities Shopped In

Q16: Do you shop in Waterville, Augusta, and/or Bangor?

Frequently= several times a month or more

Sometimes= once every few months

Rarely= twice a year or less

	% Reporting			
	Frequently	Sometimes	Rarely	Never
Waterville	48.88	38.55	11.45	1.12
Augusta	33.81	42.90	18.75	4.55
Bangor	19.14	28.86	38.86	13.14
N=360	Waterville n=358	Augusta n=352	Bangor n=350	

When asked the frequency of shopping in Waterville, Augusta, and or Bangor, approximately half responded they shopped Waterville frequently, 39% shopped frequently in Augusta, and 19% shopped frequently in Bangor. Of all three cities, Bangor was shopped less frequently than Augusta and Waterville.

Cross-tabulation of this question was not considered to be appropriate.

Table 27: Downtown Skowhegan Rating

Q17: How would you rate downtown Skowhegan for the following...?

	% Reporting			
	Good	Fair	Poor	Don't Know
Parking Convenience	17.42	29.78	51.12	1.69
Traffic Flow	7.58	23.60	68.54	0.28
Safety	21.85	42.30	31.37	4.48
Variety of Goods & Services	12.96	45.35	39.15	2.54

N=360

When ranking parking convenience, approximately 51% of respondents stated that parking convenience is “poor”. When ranking traffic flow, approximately 69% of respondents stated that traffic flow is “poor.” When ranking safety, approximately 42% of respondents stated that safety is “fair”. When ranking the variety of goods and services, approximately 45% of respondents stated that the variety of goods and services is “fair”. Out of all four categories, safety received the majority of “good” responses, variety of goods and services received the majority of “fair” responses, and traffic flow received the majority of “poor” responses. Less than 5% of people in each category “did not know”.

Table 28: Perceived Greatest Challenge

Q18. What do you perceive is the greatest problem/ challenge that downtown Skowhegan faces?

	Number Reporting	% Reporting
Traffic/Rotary	165	47.41
Parking	30	8.62
Don't know	28	8.04
Lack of Stores	26	7.47
Appearance	17	4.88
Lack of Businesses and Jobs	16	4.5
No Response	12	3.44
Other	47	23.85
N=360	n=294	*

* = due to multiple responses the percentages total more than 100 but this is not significant

Almost half of the respondents that answered this question indicated that the traffic and the rotary are the biggest problems facing Skowhegan. Approximately 10% think it is the parking and the other 15% believe it is the lack of stores, the appearance, and the lack of jobs.

Table 29: Age Group

Q19: Into which age group do you fall?

	Number Reporting	% Reporting
18-25	65	18.26
26-35	66	18.54
36-45	88	24.72
46-55	72	20.22
56-65	40	11.24
66+	25	7.02
N=360	n=356	100.00

Nearly one-quarter of respondents fell into the 36-45 year old age category and those between the ages of 46-55 years made up the second largest group (20%). Respondents between 18-25 and 26-35 years of age constituted approximately 18% (each) of the sample. Those between the ages of 56-65 made up approximately 11%, and respondents aged 66 and older represented a very small minority (7%).

Table 30: Household Income

Q20: Which of the following best describes your household income this current year?

	Number Reporting	% Reporting
\$35,000 or less	85	26.73
\$35,001 to \$55,000	91	28.62
\$55,001 to \$75,000	104	32.70
\$75,001 to \$100,000	28	8.81
\$100,000 +	10	3.14
N=360	n=318	100.00

The majority of respondents (55%) reported making less than \$55,000 this year. Those who made \$55,001-\$75,000 this year make up nearly a third of respondents; approximately 12% make \$75,001 or more.

Table 31: Level of Education

Q21: What is the highest level of education you have completed?

	Number Reporting	% Reporting
Less than 12 th grade	15	4.25
High school graduate or equivalent	107	34.56
Some college, but no degree	100	28.33
Associates degree	63	17.85
Bachelor's degree	60	17.00
Master's degree	7	1.98
Doctoral or professional degree	1	0.28
N=360	n=353	100.00

Over one-third of respondents have received a high school diploma or equivalent, making this the largest group in the sample. Those who have had some college education but no degree make up approximately 28%.; those with an Associates degree, Bachelor's degree, or Master's

Degree collectively make up approximately 37%. Only one respondent has received a Doctoral or professional degree.

Table 32: Town Worked In

Q22: What town do you work in?

	Number Reporting	% Reporting
Skowhegan	126	35.03
Waterville	44	12.22
Retired	35	9.72
Madison	23	6.38
Don't work	20	5.55
Throughout Maine	16	4.44
Other	96	26.66
N=360	n=360	100.00

The majority of respondents work in the town of Skowhegan (35%). Waterville was reported by 44 people (12.22%), 35 people are retired (9.72%), Madison was reported by 23 people (5.55%), and 20 people are unemployed (5.55%). Sixteen respondents work throughout

Maine (4.44%). The “other” category represents numerous towns, none of which were statistically significant.

Table 33: Rent or Own Home

Q23: Do you rent or own your home?

	Number Reporting	% Reporting
Rent	112	32.09
Own	237	67.91
N=360	n=349	100.00

Approximately one-third of respondents rent their home and 68% own their home.

Table 34: Town Called

Q34: Town called?

	Number Reporting	% Reporting
Anson	40	11.1
Athens	13	3.56
Bingham	5	1.4
Canaan	31	8.61
Cornville	20	5.5
Madison	32	8.89
Norridgewock	23	6.4
Skowhegan	181	50.3
Solon	15	4.2
N= 360	n=360	100.00

The majority of the 360 people surveyed live in Skowhegan, representing approximately half of all respondents. Anson represented approximately 11% of all respondents. The remainder of the towns represented less than 10% (each) in the sample.

Table 35: Gender

Q35: Gender of participant?

	Number Reporting	% Reporting
Male	154	42.8
Female	206	57.2
N= 360	n=360	100.00

Of the 360 people surveyed approximately 43% are male and 58% are female.

Conclusion and Recommendations

In conclusion:

- Skowhegan has the potential to add residential developments with apartments and condos to benefit younger age groups; however, older age groups do not prefer to move to downtown Skowhegan.
- The greatest perceived challenge that respondents feel Skowhegan faces is the traffic and rotary problems. In addition, people felt parking was inconvenient.
- The survey has revealed that respondents perceived downtown Skowhegan area as being worse than other Maine downtowns.
- It was also revealed that respondents would like to see more stores in downtown Skowhegan. This may also contribute to the fact that many respondents shop outside Skowhegan to purchase products.

- Respondents provided suggestions to improve the appearance of Skowhegan. These included various elements like benches, lighting, park areas, etc.
- Younger age groups also stated that they would like to see stores open later; where as older groups did not wish to see stores open later. In addition, younger groups tended to visit downtown during the evening and weekends, where older people tended to visit downtown during mornings, afternoons, and weekdays.

Appendix A

MARKET SURVEY
DOWNTOWN SKOWHEGAN

Hello, my name is _____. I am calling from the Thomas College Consulting Group. We are doing a brief survey for the Skowhegan Main Street program. This information will form the bases for decision which may improve your enjoyment of Skowhegan. May I please speak with someone in the household over the age of 18?.....(If the person answering the phone is not over 18, wait for someone to come to the phone who is.)

1. How frequently do you visit downtown Skowhegan? (READ LIST)

- less than once per week
- once or twice per week
- three or more times per week

2. When you visit downtown Skowhegan, is it generally in: (READ LIST)

- the morning
- the afternoon
- the evening
- no specific time

3. Would you be more interested in shopping downtown Skowhegan if stores were open later in the evening?

- Yes
- No

4. Are you more likely to visit downtown: (READ LIST)

- during weekdays

Weekends

no difference between weekdays or weekends

5. When you visit the downtown area, do you: (READ LIST, CHECK ALL THAT APPLY)

go out to eat

shop

visit professional offices (lawyers, insurance, realtors, etc.)

visit personal care and grooming establishments (hairdressers, nail salons, gym)

other (please explain) _____

6. What is the PRIMARY reason you like to shop/visit downtown?

7. Are there any reasons why you don't enjoy visiting/shopping downtown?

8. Have you noted any improvements in the past three years in the downtown Skowhegan area?

Yes (please specify) _____

No

9. Specifically, what would you suggest to improve the APPEARANCE of downtown Skowhegan?

10. Are there any products/services that you have to travel away from Skowhegan to purchase?

Yes (please explain) _____

No

11. Do you think there should be more stores downtown?

Yes (If Yes, ask if they would like to see stores from the following list)

No

Men's clothing

Women's Clothing

Children's Clothing

Food / Drink

Other

12. How does Skowhegan's downtown area compare with the downtowns in other Maine cities? (READ LIST)

Skowhegan is worse

Skowhegan is about the same

Skowhegan is better

13. Would the downtown area benefit from the addition of more residential development, such as apartments and condos?

Yes No Not sure

14. Would you consider moving to the downtown Skowhegan area if attractive apartments or condos were available to rent or buy?

Yes

No

Not sure

15. If you shop at malls and big box stores, what are your reasons?

lower prices

larger selection of products

more stores in one convenient area

mall atmosphere

other _____

16. Do you shop in: (Check All that Apply)

Waterville Frequently Sometimes Rarely Never

Augusta Frequently Sometimes Rarely Never

Bangor Frequently Sometimes Rarely Never

Frequently=several times a month or more

Sometimes=once every few months

Rarely= twice a year or less

17. How would you rate downtown Skowhegan for the following:

Parking Convenience Good Fair Poor Don't Know

Traffic Flow Good Fair Poor Don't Know

Safety Good Fair Poor Don't Know

Variety of Goods & Service Good Fair Poor Don't Know

18. What do you perceive is the greatest problem/challenge that downtown Skowhegan faces?

19. Into which age group do you fall?

----- 18-25

----- 26-35

----- 36-45

----- 46-55

----- 56-65

----- 66+

20. Which of the following best describes your household income this current year?

----- \$35,000 or less

----- \$35,001 to \$55,000

----- \$55,001 to \$75,000

----- \$75,001 to \$100,000

----- \$ 100,000 +

21. What is the highest level of education you have completed?

----- Less than 12th grade

----- High school graduate or equivalent

----- Some college, but no degree

----- Associates degree

---- Bachelor's degree

---- Master's degree

---- Doctoral or professional degree

22. What town do you work in? _____

23. Do you rent or own your home?

___ Rent

___ Own

THANK THE RESPONDENT FOR THEIR TIME.

Town Called: _____

Gender of participant: M F