

Waterville Main Street
2011 Waterville Main Street Development
Survey Results
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Introduction

Students in Business Consulting class designed this survey in coordination with Shannon Haines, Executive Director of Waterville Main Street Association, and Pat Karush, Associate Professor of Marketing. This is a conclusive study to collect information for the Waterville Main Street Association, to find out peoples' views of how they think Waterville Main Street could be developed and improved. The surveys were distributed to the employees of Thomas College, Colby College, Inland Hospital, and Maine General. The sample size consisted of 836 staff members. The survey was distributed and collected thorough Survey Monkey during the month of March, 2011.

Methodology and Limitations

The following represents the findings of a 2011 survey of Colby College, Inland Hospital, Maine General, and Thomas College employees. Surveys were distributed Monday, February 28, 2011 and the collection process ended April 4, 2011. The survey was entered into Survey Monkey that provided a link which was sent out through e-mail. 3,286 surveys were distributed through e-mail, Thomas College had 182 recipients, Colby College had 700, Inland Hospital had 725, and Maine General had 1,679 recipients. Out of those 3,286 surveys distributed; 25.4% or 836 surveys were completed. The response rate from each institution is as follows: Thomas College: 46%, Colby College: 8%, Inland Hospital: 33%, Maine General: 27%. One limitation was the disproportionate number of women to men that responded to this survey; 83% of the sample size is women.

The objective of this survey was to find out the thoughts, ideas, and opinions of local employees of Waterville, to better understand how they believe Waterville Main Street could be developed and improved, and also how they feel about the stores and the location as it is today.

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Executive Summary

The major findings of this report are as follows:

- More than half of those who participated in the survey were from Maine General (54.2%).
- Out of 836 responses, 655 people come either weekly or monthly (78.4%) to visit downtown.
- Nearly 73% of people that answered this survey said they come the least during the winter.
- The least favorable hours to visit Downtown Waterville are between the hours of 8:00am and 1:00pm.
- 54% said, “Yes,” they would visit stores if they were open later. However, 46% of responders said that the stores being open later wouldn’t change how often they go downtown.
- Out of the 836 responses, 637 or 78% answered that dining brings them to downtown Waterville. 63.6% or 520 people answered that shopping, either for apparel or gift items, brought them to spend time in downtown Waterville.
- 59% said they come downtown to attend Waterville Opera House productions
- The most popular answer for a potential business to be opened was a bakery, or a deli holding 54.1%.
- 67.7% indicated that they would rather shop downtown than at online stores and 62.4% would not be more inclined to shop through downtown businesses if shopping on their web-sites was available.
- The majority of the respondents, 66%, said that they do not prefer to shop at big box stores over downtown businesses.

TABLE 1: EMPLOYERS

1. Which of the following organizations is your employer?

Organization	Number Reported	Percent Reported
Thomas College	84	10.0%
Colby College	58	6.9%
Inland Hospital	241	28.8%
Maine General	453	54.3%
N= 836	n=836	100%

For this question we were simply asking respondents to indicate their place of employment.

Based on the information given, we can clearly see that slightly more than one-half of responders were elicited from Maine General; Colby College represents only 6.9% of the sample.

Overall the response rate to this survey was 25.4%; the percentage of responses from each employer is as follows:

- Maine General = 27%
- Inland Hospital = 33%
- Thomas College = 46%
- Colby College = 8%

TABLE 2: VISITING DOWNTOWN WATERVILLE

2. How often do you visit downtown Waterville?

	Number Reported	Percent Reported
Daily	68	8.1%
Weekly	334	40.0%
Monthly	321	38.4%
Yearly	88	10.5%
Never	25	3.0%
N= 836	n=836	100%

Out of 836 responses, 655 people visit either weekly or monthly (78.4%). The people who visited daily and yearly were nearly equal with daily visitors accounting for 8.1% of respondents and 10.5% of respondents visiting yearly. Only 25 people or 3% of survey respondents never come to downtown.

TABLE 3: SEASON'S LEAST LIKELY TO VISIT DOWNTOWN

3. In which season are you LEAST LIKELY to visit downtown Waterville?

	Number Reported	Percent Reported
Spring	58	6.9%
Summer	134	16.0%
Fall	37	4.5%
Winter	607	72.6%
N= 836	n=836	100%

Nearly 73% of respondents said they are least likely to visit during winter. The data indicates that spring and Fall are the busiest seasons for the vendors of Downtown Waterville.

TABLE 4: TIME OF DAY MOST LIKELY TO VISIT DOWNTOWN

4. At what time of day are you MOST LIKELY to visit downtown Waterville?

	Number Reported	Percent Reported
Morning (8am-12pm)	111	13.3%
Noon (lunch hour)	112	13.4%
Afternoon (1pm-5pm)	338	40.4%
Evening (5pm and after)	275	32.9%
N= 836	n=836	100%

Based on the survey results we can safely assume that the least favorable hours to visit downtown Waterville are between the hours of 8:00am and 1:00pm. Respondents to this survey clearly favored hours after 1:00pm (approximately 73.3%). The majority of those surveyed indicated to the hours between 1:00pm and 5:00pm.

TABLE 5: MORE VISITATION WITH LATER STORE HOURS

5. Would you visit downtown Waterville more if stores were open later in the evening?

	Number Reported	Percent Reported
Yes	454	54.3%
No	382	45.7%
N= 836	n=836	100%

Just over half of people that responded to the survey (454 people or about 54%) said, “Yes,” they would visit stores more if they were open later.

TABLE 6: PRODUCTS PURCHASED DOWNTOWN

6. When you think about downtown Waterville stores, what type of products might you go there to purchase?

836 people responded to this question. Totals are over 100% due to multiple responses. The main responses of this question include:

- 318 (38%) of respondents said they go to downtown Waterville stores to purchase gift items and specialty items.
- 299 (35.8%) respondents said they go to downtown Waterville for dining and entertainment.
- 278 (33.3%) said they shop downtown for art and craft supplies, and craft items for home décor.
- 268 (32.1%) go to the stores in downtown Waterville for shopping, mainly for shoes, and women's clothing.
- 129 (15.4%) of respondents stated that they shop downtown for jewelry. The majority of them indicated they go to Day's Jewelers.
- 123 (14.7%) go to downtown Waterville for organic local produce. They are attending the Farmer's Market, and also going to Barrel's.
- 69 (8.3%) said they go to downtown Waterville for coffee, chocolates, and baked goods.
- 53 (6.3%) said they only go downtown for professional services such as, doctor appointments, financial services, and also for professional hair care.
- 51 (6.1%) of the people said they go to downtown Waterville for books, from Children's Book Cellar, and also the library.

- 29 (3.5%) indicated that this question was “not applicable.” Since 88 respondents indicated they never go to downtown, a large proportion of those individuals more than likely answered with this question. There were also answers stating that people do not shop downtown because of traffic, the statue in the concourse is ugly, and the parking is horrible.
- 87 (10.4%) of answers were in an “other” category. The most common answers in the other category consisted of:
 - Goodwill or the Dollar Store
 - Sporting Goods
 - Pet Supplies
 - Hardware Store
 - Four people stated that they would like to see a Reny’s added to downtown Waterville

TABLE 7: ATTRACTIONS BRINGING PEOPLE DOWNTOWN

7. What brings you to downtown Waterville? (Check THREE that apply most to you)

	Number Reported	Percent Reported
Dining	637	78.0%
Shopping (apparel or gift items)	520	63.6%
Visiting professional offices (doctors, lawyers, accountants, etc.)	129	15.8%
Banking	218	26.7%
Spas	39	4.8%
Groceries	159	19.5%
Entertainment	239	29.3%
Socializing	156	19.1%
Library	59	7.2%
N= 836	n=817	*

*Totals are more than 100% due to multiple responses

Out of the 836 responses, 637 or 78% answered that dining brings them to downtown Waterville. 63.6% or 520 people answered that shopping, either for apparel or gift items, brought them to spend time in downtown Waterville; 239 or 29.3% of people stated that entertainment brings them to downtown Waterville. This includes productions at the Waterville Opera House, to live bands at local bar and pubs. 19.5% or 159 people go downtown for groceries, this includes Barrel's, the Farmer's Market, and Joseph's Market; only 39 or 4.8% of people said they go to spas in Waterville. 19 people skipped this question.

This question had an “other” category, the responses are as follows:

Ninety-eight people answered the “other” question in regard to what types of things brings them to downtown Waterville. Sixty-three (77.8%) of the responses were repeats from the answers shown in the above chart. Every option from above was included in the “repeat” category.

Sixteen people, (19.8%) said they are looking for “specific items” when they go to downtown.

Five people (12.3%) said they go to downtown Waterville to work. Two people each (2.5%) said they go downtown to exercise or to sightsee.

TABLE 8: DOWNTOWN EVENTS ATTENDED

8. What Downtown events do you attend? (Check ALL that apply)

	Number Reported	Percent Reported
Downtown Waterville Farmer's Market	439	55.2%
Taste of Greater Waterville	383	48.2%
PechaKucha Nights	20	2.5%
Waterville Opera House Productions	469	59.0%
Live Music	187	23.5%
Maine International Film Festival	133	16.7%
Harvest Fest	81	10.2%
Waterville Intown Arts Fest	173	21.8%
The Hill 'n the Ville Music Festival	42	5.3%
Seize the Mic Karaoke Contest	18	2.3%
Barrels Annual Dinner by the River	22	2.8%
Maine Open Juried Art Show	59	7.4%
Parade of Lights	211	26.5%
Kringleville	174	21.9%
N= 836	n=795	*

*Totals to more than 100% due to multiple responses

Out of a total of 836 responses, 795 people answered this question in regard to what events brings people to downtown Waterville. (Forty-one respondents skipped this question.) 59% (469) people said that they attend Waterville Opera House productions; 55.2% (439) people stated that they attend the Downtown Waterville Farmer's Market. 48.2% (383) said they go to the Taste of Greater Waterville event every summer; 23.5% (187) of the responses said they go to downtown Waterville just to listen to the live music.

This question had an "other" category in regards to what types of events that people attend in Waterville.

Eighty-six people responded to the "other" answer. Out of those 86 people, 43 (50%) of them stated that they do not attend any events in downtown Waterville. Ten (11.6%) said they attend holiday events downtown, this included 4th of July events, and Memorial Day Parade. Ten answers (11.6%) were repeat answers from above. These repeats included Waterville Opera House productions, Farmer's Market, and live music. Eight people (9.3%) said they weren't aware of the events offered in downtown Waterville. Some additional comments include: going to the Barber Show, the Taste of Home Cooking Show, and Beer Fest. Only three (3.5%) said they enjoy outside dining.

TABLE 9: SHOPPING DOWNTOWN

9. A. When you attend Downtown events, do you also: Shop Downtown

	Number Reported	Percent Reported
Frequently	89	11.1%
Sometimes	408	50.9%
Rarely	210	26.2%
Never	95	11.8%
N= 836	n=802	100%

More than half of respondents indicated that they “sometimes” will shop downtown during events. Nearly equal numbers of respondents either never shop while they attend events, or frequently shop during events (between 11% and 12%). The second most popular answer for this question was, “rarely.” That answer counted for about 26%.

TABLE 10: DINING DOWNTOWN

B. When you attend Downtown events, do you also: Dine Downtown

	Number Reported	Percent Reported
Frequently	195	24.2%
Sometimes	396	49.1%
Rarely	134	16.7%
Never	81	10.0%
N= 836	n=806	100%

Approximately 1/4 or 24% of respondents said they frequently dine before, during or after an event. Nearly 50% of respondents said “sometimes” they do dine downtown. Only 10%, or 81 people, said they never eat while attending an event.

TABLE 11: POTENTIAL BUSINESSES

10. Choose THREE of the following potential businesses you would like to see open in downtown Waterville? (Check THREE)

	Number Reported	Percent Reported
Bakery/Deli	439	54.1%
Bookstore	210	25.9%
Brew Pub	158	19.5%
Clothingza Store (Women's)	264	32.5%
Clothing Store (Men's)	94	11.6%
Clothing Store (Children's)	75	9.2%
Convenience Store	29	3.6%
Department/General Merchandise Store	310	38.2%
Furniture Store	41	5.0%
Grocery Store	118	14.5%
Indian Restaurant	184	22.7%
Kitchenware Store	172	21.2%
Music/Video Store	60	7.4%
Pharmacy	33	4.1%
Toy Store	78	9.6%
N=836	n=812	*

*Totals to more than 100% due to multiple responses.

Out of the 836 responses for the survey, this question received 812 responses; twenty-four people skipped this question. The most popular answer for a potential business to be opened

was a bakery, or a deli, with 439 (54.1%) of the responses. The next most popular response was a department store or a general merchandise store with 38.2% of the answers (310 responses); 32.5% (264) of the respondents would like to see another women's clothing store opened in downtown Waterville. 22.7% or 184 respondents would like to see a new Indian Restaurant opened on Main Street; only 3.6% (29) people said that they would like to see a convenience store opened.

This question had an "other" response; the 105 responses were as follows:

38 or 34.2% were repeated answers from the categories shown in the above chart. All of the categories were included in the repeats. 15.3% or 17 people would like to see a Sporting Goods store opened in downtown Waterville; 15.3% of the answers also stated that people would like to see new restaurants downtown. These restaurants included a less expensive Italian restaurant, Olive Garden, another Thai restaurant, and even a Smokey Bones. 7.2% or eight people would love to see a Reny's added to downtown Waterville Stores; 5.4% of the answers said that people would love to see a place for children and family fun, including a Chuck-e-cheese, an arcade, and even an indoor event center including mini golf, arcade games, and go-carting.

TABLE 12: WHY DOWNTOWN ISN'T BEING VISITED

11. If you are not visiting downtown Waterville, why not? (Check ALL that apply)

	Number Reported	Percent Reported
Prices	118	14.1%
Customer Service	18	2.2%
Parking	242	28.9%
Selection of Stores	406	48.6%
Selection of Products	185	22.1%
Quality	32	3.8%
Convenience	210	25.1%
Does not Apply	252	30.1%
N= 836	n=836	*

*Totals to more than 100% due to multiple responses

Out of the 836 people surveyed, 406 respondents said that the selection of stores was the reason they did not visit downtown. Approximately 30 % of the respondents answered “Does Not Apply,” indicating that they are in fact visiting downtown. 242 respondents cited parking as the reason that they did not visit downtown. Roughly 25% of respondents said that convenience was the reason which they were not visiting downtown.

This question had an “other” category. The 100 responses are as follows:

100 respondents answered “other” for this question. 27 respondents indicated that they do not visit downtown because they live out of the area; 24 respondents said that the Concourse parking and street parking were a reason why they did not visit downtown. Also, 7 respondents said that

traffic was why they don't go downtown. Business hours of downtown businesses were cited by 16 respondents; 9 people said that the store selection was a reason they did not visit downtown. There were 27 other responses with more unique answers, the most notable of which being that people did not like the overall feel and appearance of downtown.

TABLE 13: PREFERECE OF ONLINE SHOPPING OVER DOWNTOWN

12. Do you prefer to shop online over shopping at downtown businesses?

	Number Reported	Percent Reported
Yes	270	32.3%
No	566	67.7%
N= 836	n=836	100%

Out of the 836 respondents, a majority (approximately 68%) indicated that they would rather shop downtown than at online stores. From this we can conclude that most people prefer to do their shopping in person, so they can see and touch the product.

There was also an “if yes” sub-question which read, “If yes, why do you choose online shopping over downtown Waterville businesses? (OTHER THAN PRICE).”

The following is a summary of these 214 responses:

Selection of product and/or store was the largest reason why respondents shop online, totaling roughly 46 percent of the answers. Convenience was the next highest reason for shopping online with 90 responses. 17 respondents cited parking as a reason why shopping online is preferable to downtown. Price and Business Hours were given by 10 respondents each. Even though we urged people to exclude price from their answers, it still showed up often. There were 33 other responses to this question which ranged in answers from gas prices to time constraints and to product quality.

TABLE 14: INCLINATION TO SHOP DOWNTOWN WITH ONLINE SHOPPING

13. If online shopping was available from local downtown Waterville businesses, would you be more inclined to shop from those Web sites?

	Number Reported	Percent Reported
Yes	314	37.6%
No	522	62.4%
N= 836	n=836	100%

Much like the previous question, over 62% of people that replied to this survey said they would not be more inclined to shop through downtown businesses if they had online shopping available through websites. Approximately 38% of responders said they would prefer to shop from downtown businesses through their websites.

TABLE 15: SHOPPING AT BOX STORES OVER DOWNTOWN BUSINESSES

14. Do you prefer to shop at big box stores such as Wal-Mart over shopping at downtown businesses?

	Number Reported	Percent Reported
Yes	283	33.9%
No	553	66.1%
N= 836	n=806	100%

The majority of respondents, approximately 66 percent, do not prefer to shop at big box stores over downtown businesses. This is on par with the responses that we saw in question number twelve, pertaining to shopping online vs. downtown. It seems that people are generally in favor of supporting downtown businesses over the larger stores.

There was also an “if yes” sub-question which read, “If yes, why do you choose shopping at big box stores over downtown Waterville businesses? (OTHER THAN PRICE)”

The following is a summary of these 270 responses:

98 respondents (38%) cited the convenience of big box stores as the reason why they shop at these stores over downtown businesses. Product selection and/or variety were the second largest category with 79 respondents. Again, even though we urged respondents not to cite price as their answer, nearly 19 percent of the respondents indicated that price was the reason that they shop at big box stores over downtown businesses. 24 respondents said that parking at downtown businesses was the reason why they choose big box stores; 17 people indicated that they never shop at big box stores. There were 13 other responses to this question. The most notable responses of these 13 were, hours of downtown businesses and traffic.

TABLE 16: SHOPPING IN PORTLAND

15. How often do you shop in the following areas: (Check ALL that apply)
 Frequently= several times a month or more, Sometimes= once every few months,
 Rarely= twice a year or less

A. Portland

	Number Reported	Percent Reported
Frequently	66	8.1%
Sometimes	354	43.3%
Rarely	342	41.8%
Never	56	6.8%
N=836	n=818	100%

Of the 836 respondents, 818 people do shop in Portland (approximately 98 %.) Of those people, 43% shop there sometimes, while another 42% shop there rarely.

TABLE 17: SHOPPING IN FREEPORT

B. Freeport

	Number Reported	Percent Reported
Frequently	68	8.4%
Sometimes	378	46.5%
Rarely	314	38.6%
Never	53	6.5%
N=836	n=813	100%

Of the 836 total respondents, 813 or 97% said they also shop in Freeport. Again, most people, (46%) said they shop in Freeport sometimes, 37% said they shop there rarely while 8% go frequently, and about 7% never go.

TABLE 18: SHOPPING IN BANGOR

C. Bangor

	Number Reported	Percent Reported
Frequently	67	8.4%
Sometimes	272	34.0%
Rarely	329	41.1%
Never	132	16.5%
N=836	n=800	100%

Compared to the other two cities previously looked at (Portland and Freeport) Bangor seems much less appealing to people. 800 people responded to this question and of those 16.5% or 132 people said they never go to Bangor. The most common answer was that people rarely shop in Bangor, 41% or 329 people. 272 people or 24% sometimes shop, while only 67 or 8% frequently shop in Bangor.

TABLE 19: SHOPPING IN AUGUSTA

D. Augusta

	Number Reported	Percent Reported
Frequently	420	50.8%
Sometimes	340	41.2%
Rarely	53	6.4%
Never	13	1.6%
N=836	n=826	100%

Augusta was the biggest competitor overall for Waterville. 51% or 420 people frequently shop in Augusta; 340 or 41% sometimes shop in Augusta while only 53 or 6% of people rarely shop in Augusta.

TABLE 20: ONLINE SHOPPING

E. Online

	Number Reported	Percent Reported
Frequently	252	32.2%
Sometimes	282	36.0%
Rarely	185	23.6%
Never	64	8.2%
N=836	n=783	100%

Approximately 719 people or 86% of responders shop online. Of those, 282 people (or 36%) shop online sometimes; 32% frequently shop online while 24% said it's a rare occasion.

TABLE 21: GENDER

16. What is your sex?

	Number Reported	Percent Reported
Male	147	17.6%
Female	689	82.4%
N= 836	n=806	100%

Of the survey responses that we collected, 83% of them, or 689 people are females. Men accounted for 147 survey results or 18%.

TABLE 22: AGE

17. Choose which age group applies to you.

	Number Reported	Percent Reported
18-25	22	2.6%
26-35	117	14.0%
36-45	205	24.5%
46-55	294	35.2%
56-65	183	21.9%
66 and older	15	1.8%
N= 836	n=836	100%

The majority of people that answered our survey ranged in age from 36-55. That age group was nearly 60% of our survey's total respondents; 56-65 was the next largest age group accounting for 183 people, or 22%.

TABLE 23: INCOME

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

	Number Reported	Percent Reported
\$35,000 or less	105	12.6%
\$35,001 to \$55,000	142	17.0%
\$55,001 to \$75,000	179	21.4%
\$75,001 to \$100,000	170	20.3%
\$100,001 to \$200,000	120	14.4%
\$200,001 and over	21	2.5%
Prefer not to answer	99	11.8%
N= 836	n=737	100%

737 respondents answered this question. Of those, 17% of respondents say that annually, their household makes between \$35,000 and \$55,000; approximately 20% indicated between \$75,000 and \$100,000 and the majority of the survey respondents answered that they make between \$55,000 and \$75,000, (approximately 21%). Slightly more than 14% of people reported a household income between \$100,000 and \$200,000; while the least common answer to this question was 21 individuals making over \$200,000 (approximately 3%).

TABLE 24: EDUCATION

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

	Number Reported	Percent Reported
12th grade or less	14	1.7%
High school graduate or equivalent	81	9.7%
Some college, but no degree	179	21.4%
Associate's degree	215	25.7%
Bachelor's degree	155	18.5%
Master's degree	131	15.7%
Doctoral or professional degree	61	7.3%
N= 836	n=836	100%

The majority of people that answered this survey (about 26%) said their highest level of education was an associate's degree. 179 respondents (or 21%) said they had completed some college but had yet to receive any degree. 16% reported attaining a master's degree, while 14 people, or about 2%, said they completed their education to grade 12 or less.

TABLE 25: DISTANCE OF HOME FROM WATERVILLE

20. How far from downtown Waterville do you live?

	Number Reported	Percent Reported
Less than 5 miles	298	35.6%
6-15 miles	284	34.0%
16-30 miles	177	21.2%
31-50 miles	57	6.8%
51 miles or more	20	2.4%
N= 836	n=836	100%

Approximately 36%, or 298 people, live within 5 miles of downtown Waterville. Another 284 people, or 34%, live between 6-15 miles away. In total, about 91% of responders to this survey said they live within 30 miles of downtown Waterville. Only about 9%, or 77 people, live beyond a distance of 30 miles.

TABLE 26: YEARS LIVED IN MAINE

21. How many years have you lived in the Waterville area or mid-Maine region?

	Number Reported	Percent Reported
0-5	104	12.4%
6-10	99	11.8%
11-15	56	6.7%
16-20	65	7.8%
21 or more	512	61.2%
N= 836	n=836	100%

Clearly the majority of people that responded to this survey (61%) said they have lived in Maine for 21 years or more. The second most common answer (12%) indicated they have been here 5 years or less. The remaining individuals were nearly evenly mixed: 12% have been in Maine for 6-10 years, 7% have been in Maine for 11-15 years, and the remaining 8% have been in Maine for 16-20 years.

TABLE 27: INTEREST IN NEWS LETTER

22. Would you be interested in receiving the monthly What's Up in Downtown e-newsletter to stay up to date on downtown events and sales?

	Number Reported	Percent Reported
Yes	390	46.7%
No	446	53.3%
N= 836	n=836	100%

We do not know whether the respondents that said they do not want e-newsletters currently receive them, don't go to downtown, or do frequent downtown on a regular basis. What we suspect from this question is that there were 390 people, or 47% of survey responders that didn't get the e-newsletters before and were interested in knowing what's happening downtown.

Appendix A

The following survey was created by Thomas College students for Waterville Main Street to gather information and feedback from the largest employers in the greater Waterville area. Survey results will provide valuable information about consumer preferences and opinions that will help influence and improve downtown Waterville. To thank you for your input, a printable coupon for a variety of downtown Waterville businesses will be available upon completion; you will also be entered into a drawing for a \$50 gift certificate to Joseph's Market. We anticipate that it will take you no more than 5 minutes to complete this survey. Thank you in advance for your participation.

1. Which of the following organizations is your employer?
 Thomas College
 Colby College
 Inland Hospital
 Maine General

2. How often do you visit downtown Waterville? (**Check one**)
 Daily
 Weekly
 Monthly
 Yearly
 Never

3. In which season are you **least likely** to visit downtown Waterville? (**Check one**)
 Spring
 Summer
 Fall
 Winter

4. At what time of day are you **most likely** to visit downtown Waterville? (**Check one**)
 Morning (8am-12pm)
 Noon (lunch hour)
 Afternoon (1pm-5pm)
 Evening (5pm and after)

5. Would you visit downtown Waterville more if stores were open later in the evening?
 Yes
 No

6. When you think about downtown Waterville stores, what types of products might you go there to purchase?

7. What brings you to downtown Waterville? (**Check three that apply most to you**)

- Dining
 Shopping (apparel or gift items)
 Visiting professional offices (doctors, dentists, lawyers, accountants, etc.)
 Banking
 Spas
 Groceries
 Entertainment
 Socializing
 Library
 Other (please explain) _____

8. What Downtown events do you attend? (**Check all that apply**)

- Downtown Waterville Farmer's Market
 Taste of Greater Waterville
 PechaKucha Nights
 Waterville Opera House productions
 Live music
 Maine International Film Festival
 Harvest Fest
 Waterville Intown Arts Fest
 The Hill 'n the Ville Music Festival
 Seize the Mic Karaoke Contest
 Barrels Annual Dinner by the River
 Maine Open Juried Art Show
 Parade of Lights
 Kringleville
 Other (please explain) _____

9. When you attend Downtown events, do you also:

- a. Shop downtown: Frequently Sometimes Rarely Never
 b. Dine downtown: Frequently Sometimes Rarely Never

10. Choose **three** of the following potential businesses you would like to see open in downtown Waterville? (**Check three**)

- | | |
|---|---|
| <input type="checkbox"/> Bakery/Deli | <input type="checkbox"/> Bookstore |
| <input type="checkbox"/> Brew Pub | <input type="checkbox"/> Clothing Store (Women's) |
| <input type="checkbox"/> Clothing Store (Men's) | <input type="checkbox"/> Clothing Store (Children's) |
| <input type="checkbox"/> Convenience Store | <input type="checkbox"/> Department/General Merchandise Store |
| <input type="checkbox"/> Furniture Store | <input type="checkbox"/> Grocery Store |
| <input type="checkbox"/> Indian Restaurant | <input type="checkbox"/> Kitchenware Store |
| <input type="checkbox"/> Music/Video Store | <input type="checkbox"/> Pharmacy |
| <input type="checkbox"/> Toy Store | <input type="checkbox"/> Other (please explain) |
-

11. If you are not visiting downtown Waterville, why not? (**Check all that apply**)

- Prices
- Customer Service
- Parking
- Selection of stores
- Selection of products
- Quality
- Convenience
- Other (please explain) _____

12. Do you prefer to shop online over shopping at downtown businesses?

- Yes
- No

If yes, why do you choose online shopping over downtown Waterville businesses?
(**Other than price**)

13. If online shopping was available from local downtown Waterville businesses, would you be more inclined to shop from those Web sites?

- Yes
- No

14. Do you prefer to shop at big box stores such as Wal-Mart over shopping at downtown businesses?

- Yes
- No

If yes, why do you choose shopping at big box stores over downtown Waterville

businesses? (**Other than price**)

15. How often do you shop in the following areas: (**Check all that apply**)

Frequently=several times a month or more

Sometimes=once every few months

Rarely= twice a year or less

Portland	<input type="checkbox"/>	Frequently	<input type="checkbox"/>	Sometimes	<input type="checkbox"/>	Rarely	<input type="checkbox"/>	Never
Freeport	<input type="checkbox"/>	Frequently	<input type="checkbox"/>	Sometimes	<input type="checkbox"/>	Rarely	<input type="checkbox"/>	Never
Bangor	<input type="checkbox"/>	Frequently	<input type="checkbox"/>	Sometimes	<input type="checkbox"/>	Rarely	<input type="checkbox"/>	Never
Augusta	<input type="checkbox"/>	Frequently	<input type="checkbox"/>	Sometimes	<input type="checkbox"/>	Rarely	<input type="checkbox"/>	Never
Online	<input type="checkbox"/>	Frequently	<input type="checkbox"/>	Sometimes	<input type="checkbox"/>	Rarely	<input type="checkbox"/>	Never

16. What is your sex?

Male

Female

17. Choose which age group applies to you.

18-25

26-35

36-45

46-55

56-65

66 and older

18. 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

\$100,001 to \$200,000

\$200,001 and over

Prefer not to answer

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

12th grade or less

High school graduate or equivalent

Some college, but no degree

- Associate's degree
- Bachelor's degree
- Master's degree
- Doctoral or professional degree

20. How far from downtown Waterville do you live?

- Less than 5 miles
- 6-15 miles
- 16-30 miles
- 31-50 miles
- 51 miles or more

21. How many years have you lived in the Waterville area or mid-Maine region?

- 0-5
- 6-10
- 11-15
- 16-20
- 21 or more

22. Would you be interested in receiving the monthly *What's Up in Downtown* e-newsletter to stay up to date on downtown events and sales?

- Yes (Please enter your email address: _____)
- No

Thank you for completing this survey, your input is greatly appreciated. Please click on the link below to access a printable coupon redeemable at participating Downtown businesses. All participants will also be entered into a drawing for a \$50 gift certificate to Joseph's Market!

www.watervillemainstreet.org/surveycoupon.pdf