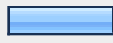








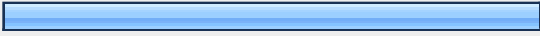
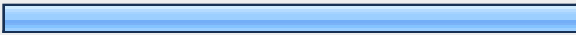
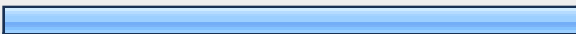
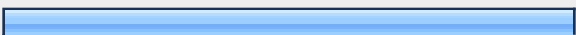
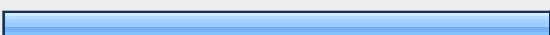
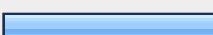



Downtown Employee Survey 2010

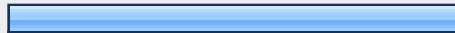
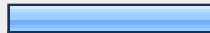
1. What is your city/town of residence			Response Percent	Response Count
Waterville			27.8%	106
Winslow			15.7%	60
Oakland			7.1%	27
Fairfield			6.8%	26
Albion			2.6%	10
Benton			5.2%	20
Belgrade			1.6%	6
China			3.7%	14
Clinton			1.6%	6
Norridgewock			1.0%	4
Sidney			2.1%	8
Smithfield			0.3%	1
Solon			0.3%	1
Unity			1.0%	4
Vassalboro			2.9%	11
Other (please specify)			20.2%	77
			answered question	381
			skipped question	3



2. How long have you worked in Downtown Waterville?			
		Response Percent	Response Count
<1 year		13.5%	51
1-2 years		12.2%	46
2-4 years		13.8%	52
5-9 years		23.5%	89
10+ years		37.0%	140
		<i>answered question</i>	378
		<i>skipped question</i>	6

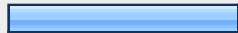
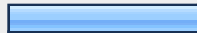
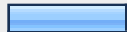






3. What is your age?			
		Response Percent	Response Count
Under 25		7.6%	29
25-34		21.6%	82
35-44		20.5%	78
45-54		23.9%	91
55-64		22.4%	85
65+		3.9%	15
		<i>answered question</i>	380
		<i>skipped question</i>	4

4. What days of the week do you regularly work? (Please check all that apply)				
			Response Percent	Response Count
M		82.7%	315	
Tu		88.5%	337	
W		88.5%	337	
Th		87.9%	335	
F		84.3%	321	
Sa		32.3%	123	
Su		13.9%	53	
			answered question	381
			skipped question	3

5. What is your typical shift?										
	8am	9am	10am	11am	12pm	1pm	2pm	3pm	4pm	5pm
Start time	61.3% (231)	19.4% (73)	6.4% (24)	1.1% (4)	1.3% (5)	1.3% (5)	0.3% (1)	3.4% (13)	1.1% (4)	0.8% (3)
End time	0.3% (1)	0.3% (1)	0.0% (0)	0.5% (2)	0.5% (2)	1.1% (4)	2.4% (9)	5.0% (19)	22.0% (83)	39.7% (150)

6. Do you park Downtown on the days/evenings that you work?			
		Response Percent	Response Count
Yes		68.8%	254
No		31.2%	115
		<i>answered question</i>	369
		<i>skipped question</i>	15

7. If yes, do you park in the "Star" parking spots which are designated for lon-term employee parking?			
		Response Percent	Response Count
Yes		49.5%	135
No		50.5%	138
		<i>answered question</i>	273
		<i>skipped question</i>	111




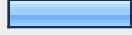


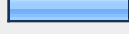













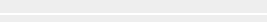
8. How many times a week do you purchase meals Downtown?			Response Percent	Response Count
0			35.2%	132
1			28.8%	108
2			17.9%	67
3			9.3%	35
4			3.7%	14
5			3.5%	13
6			1.1%	4
7			0.3%	1
>7			0.3%	1
			<i>answered question</i>	375
			<i>skipped question</i>	9

9. How do you usually eat the following meals							
	Fast food	Take out	Sit down meal	Packed meal	Eat at home	Response Count	
Breakfast	5.5% (20)	6.0% (22)	3.8% (14)	20.3% (74)	72.1% (263)	365	
Lunch	6.1% (23)	23.9% (90)	14.9% (56)	56.1% (211)	19.9% (75)	376	
						<i>answered question</i>	383
						<i>skipped question</i>	1

10. Please tell us where you currently buy the following products (check all that apply)						
	Malls	Downtown	Online	Other	n/a	Response Count
Clothing	54.2% (207)	25.9% (99)	29.8% (114)	36.4% (139)	1.3% (5)	382
Housewares	40.1% (150)	21.7% (81)	15.2% (57)	44.7% (167)	7.0% (26)	374
Jewelry	15.7% (59)	49.6% (186)	9.1% (34)	18.4% (69)	25.1% (94)	375
Books	23.9% (90)	28.4% (107)	26.8% (101)	31.3% (118)	15.4% (58)	377
Art/Craft Supplies	19.0% (71)	30.0% (112)	6.2% (23)	25.2% (94)	35.7% (133)	373
Office Supplies	20.5% (77)	28.5% (107)	12.8% (48)	30.9% (116)	21.8% (82)	376
Groceries	24.7% (95)	28.9% (111)	1.0% (4)	54.9% (211)	2.1% (8)	384
	<i>answered question</i>					384
	<i>skipped question</i>					0

11. Please rank your satisfaction with the product and services available to you in Downtown Waterville on a scale of 1 to 5, with 5 being very satisfied and 1 being very unsatisfied.							
	Very unsatisfied	Unsatisfied	Neutral	Satisfied	Very satisfied	Rating Average	Response Count
Satisfaction level	2.2% (8)	8.4% (31)	39.3% (145)	41.5% (153)	8.7% (32)	3.46	369
	<i>answered question</i>						369
	<i>skipped question</i>						15


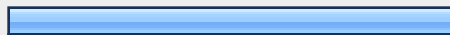
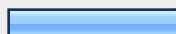
12. Please list any types of goods, services or businesses not currently in Downtown Waterville that you would like to see here.

		Response Percent	Response Count
Health Foods		2.7%	6
Children's Clothing		11.2%	25
Convenience Store		9.8%	22
Women's Clothing		18.8%	42
Sandwich shop		9.8%	22
Movie Store		1.3%	3
Drug Store		18.3%	41
Housewares		2.2%	5
Electronics		1.3%	3
Children's play place		0.4%	1
24-hour diner		0.9%	2
Fitness facility		2.7%	6
Reny's		5.4%	12
Antique stores		1.3%	3
Parking Garage		2.7%	6
Florist		0.4%	1
Movie theater		1.3%	3
Hotel		1.3%	3
Hardware		2.2%	5
Shoe store		4.5%	10
Craft stores		1.8%	4
Pet store		3.1%	7
Grocery store		39.7%	89

Bakery		3.1%	7
Men's clothing		22.8%	51
Department Store		6.7%	15
General Store		3.6%	8
Book Store		6.3%	14
Music Store		1.8%	4
Sporting Goods		2.2%	5
Restaurant		12.1%	27
Other (please specify)		17.4%	39
answered question			224
skipped question			160

13. In general, how important is local sustainability to your buying decisions?						
	Very important	Somewhat important	Not important	Don't Know	Rating Average	Response Count
Importance	37.9% (132)	51.1% (178)	5.5% (19)	5.5% (19)	2.34	348
answered question						348
skipped question						36

14. Which social media tools do you use?			
		Response Percent	Response Count
Facebook		86.0%	209
MySpace		17.7%	43
Twitter		7.0%	17
Other (please specify)		16.5%	40
answered question			243
skipped question			141

15. Would you be interested in becoming a Waterville Main Street volunteer?				
			Response Percent	Response Count
Yes			6.5%	23
No			68.0%	240
Maybe			25.5%	90
			<i>answered question</i>	353
			<i>skipped question</i>	31

16. Email address				
			Response Count	
			242	
			<i>answered question</i>	242
			<i>skipped question</i>	142