



# Downtown Salem Shopper Survey

Help make Downtown Salem even better than it is now! Complete this shopper survey and let us know what you want to see and do more of in Downtown Salem.

## 1. Who are you? Check all that apply:

- Downtown business owner / operator
- Live downtown
- Live outside Salem
- Downtown property owner
- Live in Salem outside the downtown area
- Work outside Salem
- Work downtown
- Work in Salem outside the downtown area

## 2. Where do you do most of your shopping (non-grocery)?

- Downtown Salem
- Woodburn Company Stores
- Downtown Portland
- Lancaster Mall
- Bridgeport Village
- Other \_\_\_\_\_
- Keizer Station
- Washington Square Mall

## 3. Why do you do most of your shopping there?

- Convenience
- Hours of operation
- Restaurant options
- Customer Service
- Parking / traffic
- Selection
- Entertainment options
- Price
- Support local businesses
- Familiarity
- Quality
- Other \_\_\_\_\_

## 4. What types of businesses do you think are missing or you wish there were more of?

- Accessories
- Women's clothing
- Groceries
- Restaurants
- Antiques
- Men's clothing
- Gym
- Shoes
- Art & Craft
- Children & infant clothing
- Hardware
- Sporting Goods
- Art Galleries
- Teen clothing
- Jewelry
- Theater
- Bakery
- Coffee shops
- Music equipment
- Toys & Hobbies
- Books
- Consignment
- Music CDs
- Video rental
- Daycare
- Fabric
- Pet stores
- Other \_\_\_\_\_
- Gifts
- Furniture
- Pharmacy
- Home Decor
- Garden supplies
- Printing

## 5. What types of restaurants are missing?

- American
- Cantonese
- French
- Micro Brew and Wine
- Asian
- Chinese
- Greek
- Pizza
- Bar & Grill
- Diners
- Indian
- Sandwich Shops
- Barbecue
- East Indian
- Italian
- Seafood
- Breakfast & Brunch
- Espresso / Coffee Shops
- Japanese
- Steak
- Buffets
- Family
- Korean
- Sushi Bars
- Burger
- Fast Food
- Lunch
- Thai
- Cajun & Creole
- Fine Dining
- Mexican
- Vegetarian Restaurants
- Other \_\_\_\_\_

– OVER –

**6. What types of entertainment are missing?**

- Art Events
- Comedy Clubs
- Dance Clubs
- Farmers Market
- Festivals
- Holiday Events
- Live Music / Concerts
- Live Theater
- Movie Theater
- Runs / Races
- Other \_\_\_\_\_

**7. During the past year, which activities have you attended in Downtown Salem?**

- Art Galleries/Museums
- Elsinore Theatre/Repertory Theatre
- Festival of Lights
- Film Festival
- First Wednesdays
- Hoopla
- Mayor's Invitational Artist's Series
- Mix and Mash
- Summer in the City
- Tree Lighting Ceremony
- Women's Show
- Other \_\_\_\_\_

**8. What are the best times for you to shop?**

|                    | 8 am - 10 am          | 10 am - 12 pm         | 12 pm - 2 pm          | 2 pm - 4 pm           | 4 pm - 6 pm           | 6 pm - 8 pm           | 8 pm - 10 pm          |
|--------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Monday thru Friday | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Saturday           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Sunday             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**9. Where do you go to get information about dining, shopping, and entertainment for Downtown Salem?**

- Statesman Journal
- Salem-News.com
- Capital Press
- Salem Monthly
- Travel Salem [www.travelsalem.com](http://www.travelsalem.com)
- Go Downtown Salem website [www.godowntownsalem.com](http://www.godowntownsalem.com)
- Salem Oregon Visitor Center [www.salemvisitorcenter.com](http://www.salemvisitorcenter.com)
- Radio
- Other \_\_\_\_\_

**10. Please check your age.**

- 18 to 20
- 21 to 25
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75 or over

**11. What is your home zip code?**

- 97301
- 97302
- 97303
- 97304
- 97305
- 97306
- 97317
- Other \_\_\_\_\_

**Return survey to:**  
 Suzi Bicknell  
 Executive Director  
 Go Downtown Salem!  
 189 Liberty St. NE, Suite 200A  
 Salem, Oregon 97301

**Take the survey on-line at:**  
[www.godowntownsalem.com](http://www.godowntownsalem.com)

For questions, call: 503-480-1111