

## City Of Salem Development Survey

1a.) How often do you come to the downtown Salem area?

A. Once a day	87
B. Once a week	92
C. Two or three times a month	19
D. Less then once a month	5
E. Never	0

1b.) What is your reason for the visit? (circle all that apply)

A. Post office	65	E. Medical appointment	31
B. Banking	93	F. Eating out	35
C. School	15	G. Other (please specify) church	118
D. Shopping	74		

2.) How attractive do you believe downtown Salem is as a shopping and/ or entertainment destination?

A. Very attractive	0
B. Somewhat attractive	11
C. Neither attractive or unattractive	15
D. Somewhat unattractive	62
E. Very unattractive	115

3.) Where do you live?

A. Salem	62
B. Less than 2 miles from Salem	28
C. Greater than 2 but less than 5 miles from Salem	59
D. Greater than 5 but less than 10 miles from Salem	31
E. Greater then 10 miles from Salem	23

4.) Which business(es) would you like to see open in Salem within the next few years? (circle all the apply)

A. Restaurants	105
B. Entertainment Halls	52
C. Specialty stores -ex: Baskin Robins, Crispy Cream Donuts/ Factory outlets	116
D. Accommodations/ lodging	125
E. Fast food	177
F. Medical facilities - ex: dentist, doctors, veterinaries etc.	64
G. Other (please specify) _____	

5.) How often do you eat out?

A. Once a day	93
B. Once a week	68
C. Two or three times a month	35
D. Less then once a month	5
E. Never	2

6.) What is your most frequent means of transportation?

A. Car/ Truck/ SUV	155
B. City Bus	23
C. Walk/ Bike	17
D. Carpool	8
E. Other (please specify) _____	0

7.) How often do you personally use public transportation?

A. Once a day	13
B. Once a week	5
C. Two or three times a month	3
D. Less then once a month	2
E. Never	180

If used, how would you like to Salem s Public Transportation changed? (circle all that apply)

A. More frequent service	155
B. Cheaper service	127
C. Other (please specify) _____	

8.) Which community asset would you most like to see further developed? (circle all that apply)

- A. Rails to Trails 44
- B. Train Depot 68
- C. Playground/ parks 187
- D. Town pool 195
- E. Fort New Salem 76
- F. Upper Dog Run 119
- G. Other (please specify) \_\_\_\_\_

9.) Overall, how would you rate the City of Salem as a place to live?

- A. Excellent 14
- B. Good 72
- C. Average 86
- D. Poor 31
- E. No opinion 0

10.) How would you rate the overall quality of business services provided by the City of Salem?

- A. Excellent 6
- B. Good 38
- C. Average 107
- D. Poor 52
- E. No opinion 0

11.) What are the main reasons you shop outside of Salem? (circle all that apply)

- A. Price 96
- B. Selection 189
- C. Convenience 15
- D. Location 18
- E. Lack of local service 201

12.) Gender: Male 87 Female 116

13.) Highest educational level completed:

- A. Middle School 19
- B. High School 88
- C. Vocational or Technical beyond High School 25
- D. Some College 48
- E. College Degree 16
- F. Masters Degree or Beyond 7

14.) What's your age:

- |           |    |                 |    |
|-----------|----|-----------------|----|
| A. 10- 15 | 0  | B. 16- 18       | 0  |
| C. 19- 25 | 13 | D. 26-34        | 28 |
| E. 35- 40 | 42 | F. 41- 50       | 41 |
| G. 51- 54 | 36 | H. 55- 65       | 27 |
|           |    | I. 66 and above | 16 |

15.) Do you have children: YES 189 NO 14

If yes what age ranges: 0-1 ~~-13~~ 2-5 ~~-18~~ 6-10 ~~-21~~ 11-14 ~~-26~~ 15-18 ~~-29~~ above 18 ~~-18~~

16.) Income Level:

- A. Less than \$14,999 62
- B. \$15,000 - \$29,999 67
- C. \$30,000 - \$39,999 52
- D. \$40,000 - \$59,999 18
- E. \$60,000 and above 4

17.) How would you like to see Salem changed or other comments, concerns or ideas?  
(use other side if necessary)