

August 19, 2011

Dear Corsicana Area Consumer:

This is an exciting time for downtown Corsicana. New businesses are opening. New residents are moving in. And, the Main Street Program is being revitalized with new leadership, organization and events. Corsicana Main Street envisions the downtown area as a prosperous, vital destination that has been achieved through historic revitalization. That's where we need your help.

The following pages provide an opportunity for you to tell us where you shop and why. It is an anonymous survey, so please feel free to be direct. We will have the survey results analyzed and use the information as the cornerstone of our marketing and business recruitment plans.

We appreciate your time and look forward to your responses. Key findings will be reported to the public as soon as they are available. If you have additional questions, feel free to call the Main Street office at 903-654-4851.

Thanks again.

Steve Dieterichs

Corsicana Main Street & Tourism Director

1. When do you typically shop for non-grocery items?

(● mark up to SEVEN times total for the week)

	Before 11:00 a.m.	11:00 a.m.- 2:00 p.m.	2:00 p.m.- 5:00 p.m.	After 5:00 p.m.
Monday	✓	🚲	☐	♥
Tuesday	📺	🚲	■	🚗
Wednesday	①	✈	✈	✈
Thursday	!	●	✈	🚗
Friday	🔄	✕	?	🚗
Saturday	📺	🚲	⌇	🚫
Sunday	⊖	🚫	☐	📺

2. During which of the following extended hours are you currently most likely to shop for non-grocery items?

(● mark ONE)

- ✓ Monday after 5:00 p.m.
- 🚲 Tuesday after 5:00 p.m.
- ☐ Wednesday after 5:00 p.m.
- ♥ Thursday after 5:00 p.m.
- 📺 Friday after 5:00 p.m.
- 🚗 Saturday
- Sunday afternoon

3. How often do you eat out...

(● mark ONE answer for each question)

	5 or more times a week	2-4 times a week	Once a week	Once a month	Once every few months	Never
...for breakfast?.....	✓	🚲	☐	♥	📺	🚗
...for lunch?.....	✓	🚲	☐	♥	📺	🚗
...for supper?.....	✓	🚲	☐	♥	📺	🚗

4. How often do you eat out...

(● mark ONE)

	5 or more times a week	2-4 times a week	Once a week	Once a month	Once every few months	Never
...during business travel (>60 miles from your office)?....	✓	🚲	☐	♥	📺	🚗

5. How often do you eat supper out where each meal costs...

(● mark ONE answer for each question)

	5 or more times a week	2-4 times a week	Once a week	Once a month	Once every few months	Never
...\$4.99 or less per person?.....	✓	🚲	☐	♥	📺	🚗
...from \$5 to \$9.99 per person?.....	✓	🚲	☐	♥	📺	🚗
...from \$10 to \$14.99 per person?.....	✓	🚲	☐	♥	📺	🚗
...\$15 or more per person?.....	✓	🚲	☐	♥	📺	🚗

6. What two restaurants or types of cuisine would you most like to see come to downtown Corsicana?

a. _____ b. _____

7. How often do you do the following?

(● mark ONE answer for each)

	More than once a week	Once a week	Twice a month	Once a month	Once every few months	Never
Watch movies at a theater.....	✓	🚲	☐	♥	📺	🚗
Rent movies to watch at home.....	✓	🚲	☐	♥	📺	🚗

8. Which of the following downtown events did you attend in the last 12 months? (● mark ALL that apply)

- ✓ Warehouse Theater production
- ☐ Big C Jamboree
- 🚗 Main Street sponsored event (Easter, Halloween, Christmas)
- 🚗 Church service
- 🚲 Palace Theatre production
- ♥ Two Doors Down Karaoke
- ☐ Derrick Days
- ① Farmers Market
- 📺 Remington concert
- ✈ Car Show
- ✈ Other _____

9. How often do you come to downtown Corsicana for the following? (● mark ONE answer for each)

	5 or more times a week	2-4 times a week	Once a week	Once a month	Once every few months	Never
Non-grocery retail shopping.....	✓	🚲	<input type="checkbox"/>	♥	📦	🚗
Eating out.....	✓	🚲	<input type="checkbox"/>	♥	📦	🚗
Personal care or professional services.....	✓	🚲	<input type="checkbox"/>	♥	📦	🚗
Work.....	✓	🚲	<input type="checkbox"/>	♥	📦	🚗
Passing through on your way to someplace else.....	✓	🚲	<input type="checkbox"/>	♥	📦	🚗

10. What are the two biggest non-work reasons for you to stop downtown? (i.e. specific establishment, attraction or activity)

a. _____ b. _____

11. Where do you typically park when you drive to downtown Corsicana for any reason but work? (● mark ONE)

- ✓ On the street In a private parking lot
- 🚲 In a public parking lot Other

12. How far do you typically have to park from your non-work downtown destinations? (● mark ONE)

- ✓ Near entry 2 blocks away
- 🚲 ½ block away 3 blocks away
- 1 block away 4 blocks or more

13. How far do you live from downtown Corsicana? (● mark ONE)

- ✓ live downtown 11-15 minutes
- 🚲 under 5 minutes 16-20 minutes
- 5-10 minutes over 20 minutes

14. How far do you live from where you work? (● mark ONE)

- ✓ work at home/retired 11-15 minutes
- 🚲 under 5 minutes 16-20 minutes
- 5-10 minutes over 20 minutes

15. Where are you more likely to shop for non-grocery items? 🚗 Near where you work 🚲 Near where you live

16. How often do you shop at the following locations/stores? (● mark ONE answer for each)

	More than once a week	Once a week	Twice a month	Once a month	Once every few months	Never
Downtown Corsicana.....	✓	🚲	<input type="checkbox"/>	♥	📦	🚗
Corsicana Crossing.....	✓	🚲	<input type="checkbox"/>	♥	📦	🚗
College Park Mall.....	✓	🚲	<input type="checkbox"/>	♥	📦	🚗
Ennis.....	✓	🚲	<input type="checkbox"/>	♥	📦	🚗
Waxahachie.....	✓	🚲	<input type="checkbox"/>	♥	📦	🚗
Waco.....	✓	🚲	<input type="checkbox"/>	♥	📦	🚗
Dallas.....	✓	🚲	<input type="checkbox"/>	♥	📦	🚗
Walmart (Corsicana).....	✓	🚲	<input type="checkbox"/>	♥	📦	🚗
Home Depot (Corsicana).....	✓	🚲	<input type="checkbox"/>	♥	📦	🚗

17. When you shop at the following locations/stores instead of downtown Corsicana, what is the main reason why?
 (● mark one only for each location/store)

	Better Location	Better Parking	Better Hours	Better Service	Better Quality	Better Selection	Better Price	Other (Specify)
Corsicana Crossing.....	✓	🚲	<input type="checkbox"/>	♥	📦	🛒	■	🚗 _____
College Park Mall.....	✓	🚲	<input type="checkbox"/>	♥	📦	🛒	■	🚗 _____
Ennis.....	✓	🚲	<input type="checkbox"/>	♥	📦	🛒	■	🚗 _____
Waxahachie.....	✓	🚲	<input type="checkbox"/>	♥	📦	🛒	■	🚗 _____
Waco.....	✓	🚲	<input type="checkbox"/>	♥	📦	🛒	■	🚗 _____
Dallas.....	✓	🚲	<input type="checkbox"/>	♥	📦	🛒	■	🚗 _____
Walmart.....	✓	🚲	<input type="checkbox"/>	♥	📦	🛒	■	🚗 _____
Home Depot.....	✓	🚲	<input type="checkbox"/>	♥	📦	🛒	■	🚗 _____
Other.....	✓	🚲	<input type="checkbox"/>	♥	📦	🛒	■	🚗 _____

WHAT YOU WANT

18. The following businesses ARE NOT currently available in downtown Corsicana. Which four businesses would you most likely patronize if they opened in downtown Corsicana within the next year. (● mark up to FOUR)

- | | | | |
|--|--------------------------------------|--|----------------------|
| ✓ Specialty Grocer | 📦 Tobacconist/Humidor | 📍 Indian/Thai Restaurant | 🛒 Fair trade imports |
| 🚲 Winery | 🏭 Chocolatier/Confectionary | 🐟 Seafood/Steakhouse | 👁 Bakery |
| <input type="checkbox"/> Men's Apparel | ■ Indoor playground/kids party venue | 🌿 Greek/Mediterranean/Spanish Restaurant | ✦ Other _____ |
| ♥ Health Foods/Pharmacy | 🚗 Pet Supplies | 🔪 Kitchenwares | |

19. Name two businesses you would most like to see come to downtown Corsicana. (i.e. specific chain or franchise)

a. _____ b. _____

20. Which three community assets would you most like to see developed downtown? (● mark up to THREE)

- | | | |
|--|--------------------------|---------------------------|
| ✓ Walking trail | ♥ Sports facilities | ■ Expanded public parking |
| 🚲 Community commercial kitchen | 📦 Museum complex | 🚗 None of these |
| <input type="checkbox"/> Weekend open-air market | 🚗 Expanded "green space" | 📍 Other _____ |

21. Have you ever lived downtown in any community?

- 🚗 Yes
 🚲 No

22. What is your opinion about living downtown in Corsicana? (● mark ONE)

- ✓ I am not interested in living downtown in Corsicana. (If so, skip to question 26)
 🚲 I might consider living downtown in Corsicana given the right circumstances.
 I am interested in living downtown in Corsicana.
 ♥ I live downtown in Corsicana now.

23. What type of downtown housing would you prefer? (● mark ONE)

- | | |
|--|--------------------------------|
| ✓ Separate house | ♥ 5+ unit residential building |
| 🚲 Townhouse | 📦 Flat/Loft above commercial |
| <input type="checkbox"/> 2-4 unit residential building | 🚗 Other _____ |

24. What housing arrangement would you choose? (● mark ONE)

- | | |
|---------------------|---------------------------------|
| ✓ Private ownership | <input type="checkbox"/> Rental |
| 🚲 Condominium | ♥ Assisted living |

25. If you moved (or stayed) downtown, what size housing unit would you require? (● mark ONE)

- Studio/Efficiency
 2 Bedroom/1 Bath
 3 Bedroom/2 Bath
 4 Bedroom or Larger
 1 Bedroom/1 Bath
 2 Bedroom/2 Bath
 3 Bedroom/3 Bath

26. Which of the following amenities are worth paying a higher mortgage or rent? (● mark ONE answer for each amenity)

	Definitely Yes	Definitely No		Definitely Yes	Definitely No
Historic renovated building.....	▶ ◀ <input checked="" type="checkbox"/> <input type="checkbox"/>	▶ ◀ <input type="checkbox"/> <input type="checkbox"/>	Soundproof walls.....	▶ ◀ <input checked="" type="checkbox"/> <input type="checkbox"/>	▶ ◀ <input type="checkbox"/> <input type="checkbox"/>
Newly constructed building.....	▶ ◀ <input checked="" type="checkbox"/> <input type="checkbox"/>	▶ ◀ <input type="checkbox"/> <input type="checkbox"/>	Hardwood floors.....	▶ ◀ <input checked="" type="checkbox"/> <input type="checkbox"/>	▶ ◀ <input type="checkbox"/> <input type="checkbox"/>
Covered parking/garage.....	▶ ◀ <input checked="" type="checkbox"/> <input type="checkbox"/>	▶ ◀ <input type="checkbox"/> <input type="checkbox"/>	Top-quality carpeting.....	▶ ◀ <input checked="" type="checkbox"/> <input type="checkbox"/>	▶ ◀ <input type="checkbox"/> <input type="checkbox"/>
Security system.....	▶ ◀ <input checked="" type="checkbox"/> <input type="checkbox"/>	▶ ◀ <input type="checkbox"/> <input type="checkbox"/>	Central air-conditioning.....	▶ ◀ <input checked="" type="checkbox"/> <input type="checkbox"/>	▶ ◀ <input type="checkbox"/> <input type="checkbox"/>
Handicapped accessibility.....	▶ ◀ <input checked="" type="checkbox"/> <input type="checkbox"/>	▶ ◀ <input type="checkbox"/> <input type="checkbox"/>	Fireplace.....	▶ ◀ <input checked="" type="checkbox"/> <input type="checkbox"/>	▶ ◀ <input type="checkbox"/> <input type="checkbox"/>
Well designed room layout.....	▶ ◀ <input checked="" type="checkbox"/> <input type="checkbox"/>	▶ ◀ <input type="checkbox"/> <input type="checkbox"/>	Premium appliances/fixtures.....	▶ ◀ <input checked="" type="checkbox"/> <input type="checkbox"/>	▶ ◀ <input type="checkbox"/> <input type="checkbox"/>
Large rooms.....	▶ ◀ <input checked="" type="checkbox"/> <input type="checkbox"/>	▶ ◀ <input type="checkbox"/> <input type="checkbox"/>	Dishwasher.....	▶ ◀ <input checked="" type="checkbox"/> <input type="checkbox"/>	▶ ◀ <input type="checkbox"/> <input type="checkbox"/>
Ample closet/storage space.....	▶ ◀ <input checked="" type="checkbox"/> <input type="checkbox"/>	▶ ◀ <input type="checkbox"/> <input type="checkbox"/>	First-floor/in-unit washer & dryer...	▶ ◀ <input checked="" type="checkbox"/> <input type="checkbox"/>	▶ ◀ <input type="checkbox"/> <input type="checkbox"/>
High ceilings.....	▶ ◀ <input checked="" type="checkbox"/> <input type="checkbox"/>	▶ ◀ <input type="checkbox"/> <input type="checkbox"/>	Patio/porch/deck/balcony.....	▶ ◀ <input checked="" type="checkbox"/> <input type="checkbox"/>	▶ ◀ <input type="checkbox"/> <input type="checkbox"/>
Ample insulation.....	▶ ◀ <input checked="" type="checkbox"/> <input type="checkbox"/>	▶ ◀ <input type="checkbox"/> <input type="checkbox"/>	Yard.....	▶ ◀ <input checked="" type="checkbox"/> <input type="checkbox"/>	▶ ◀ <input type="checkbox"/> <input type="checkbox"/>
			Other.....	▶ ◀ <input checked="" type="checkbox"/> <input type="checkbox"/>	▶ ◀ <input type="checkbox"/> <input type="checkbox"/>

MARKET AND MARKETING DATA

27. What is your gender? Male Female

28. What is your age?

- under 18
 25-44
 55-64
 18-24
 45-54
 Over 64

29. By age, how many people live in your household? (● mark ONE per age category)

	None	One	Two	Three	Four or more
<5 years	▶ ◀ <input type="checkbox"/>	▶ ◀ <input checked="" type="checkbox"/>	▶ ◀ <input type="checkbox"/>	▶ ◀ <input type="checkbox"/>	▶ ◀ <input type="checkbox"/>
5-9 years	▶ ◀ <input type="checkbox"/>	▶ ◀ <input type="checkbox"/>	▶ ◀ <input checked="" type="checkbox"/>	▶ ◀ <input type="checkbox"/>	▶ ◀ <input type="checkbox"/>
10-14 years	▶ ◀ <input type="checkbox"/>	▶ ◀ <input type="checkbox"/>	▶ ◀ <input checked="" type="checkbox"/>	▶ ◀ <input type="checkbox"/>	▶ ◀ <input type="checkbox"/>
15-17 years	▶ ◀ <input type="checkbox"/>	▶ ◀ <input type="checkbox"/>	▶ ◀ <input checked="" type="checkbox"/>	▶ ◀ <input type="checkbox"/>	▶ ◀ <input type="checkbox"/>
18 & older	▶ ◀ <input type="checkbox"/>	▶ ◀ <input type="checkbox"/>	▶ ◀ <input checked="" type="checkbox"/>	▶ ◀ <input type="checkbox"/>	▶ ◀ <input type="checkbox"/>

30. What is your home zip code? _____

31. What is your marital status? (● mark ONE)

- No partner (single, divorced or widowed)
 Unmarried partner
 Married partner

32. What is the highest level of formal education you have completed? (● mark ONE)

- Less than 9th grade
 Associate degree
 9th to 12th grade, no diploma
 Bachelor's degree
 High school graduate
 Graduate or professional degree
 Some college, no degree

33. What is your current monthly rent or mortgage payment? (● mark ONE)

- house is paid-off
 \$200 - \$299
 \$500 - \$749
 \$1000 - \$1,499
 \$2,000 or more
 \$1 - \$199
 \$300 - \$499
 \$750 - \$999
 \$1,500 - \$1,999

34. What is your household's annual income? (● mark ONE)

- under \$15,000
 \$25,000 - \$34,999
 \$50,000 - \$74,999
 \$100,000 - \$149,999
 \$15,000 - \$24,999
 \$35,000 - \$49,999
 \$75,000 - \$99,999
 over \$150,000

35. Which leisure activities does your household participate in? (● mark ALL that apply)

- | | | | |
|--|---|---|---|
| <input checked="" type="checkbox"/> Acting/Drama | <input type="checkbox"/> Computer & Internet | <input type="checkbox"/> Ice Skating | <input type="checkbox"/> Soccer |
| <input type="checkbox"/> Attending Concerts/Shows | <input type="checkbox"/> Cooking | <input type="checkbox"/> Hunting | <input type="checkbox"/> Swimming |
| <input type="checkbox"/> Band/Choir | <input checked="" type="checkbox"/> Crafts | <input type="checkbox"/> Listening To Music | <input type="checkbox"/> Tennis |
| <input checked="" type="checkbox"/> Baseball/Softball | <input type="checkbox"/> Cross Country Skiing | <input checked="" type="checkbox"/> Motorcycling | <input type="checkbox"/> Traveling |
| <input checked="" type="checkbox"/> Basketball | <input type="checkbox"/> Dancing | <input type="checkbox"/> Painting/Drawing | <input checked="" type="checkbox"/> Volleyball |
| <input type="checkbox"/> Bicycling | <input type="checkbox"/> Downhill Skiing | <input checked="" type="checkbox"/> Photography | <input checked="" type="checkbox"/> Woodworking |
| <input checked="" type="checkbox"/> Boating/Jet Skiing | <input checked="" type="checkbox"/> Fishing | <input type="checkbox"/> Quilting/Sewing | <input type="checkbox"/> Other _____ |
| <input checked="" type="checkbox"/> Bowling | <input type="checkbox"/> Gardening | <input type="checkbox"/> Raising Pets | |
| <input type="checkbox"/> Camping | <input type="checkbox"/> Golf | <input type="checkbox"/> Reading for Pleasure | |
| <input type="checkbox"/> Canoeing | <input checked="" type="checkbox"/> Hiking | <input type="checkbox"/> Running | |
| <input checked="" type="checkbox"/> Collecting _____ | <input type="checkbox"/> Horseback Riding | <input checked="" type="checkbox"/> Snowmobiling/ATVing | |

36. What types of books and magazines does your household regularly read? (● mark ALL that apply)

- | | | | |
|--|---|---|--|
| <input checked="" type="checkbox"/> Academic & Scholarly | <input type="checkbox"/> Entertainment | <input type="checkbox"/> Outdoor & Nature | <input type="checkbox"/> Teen |
| <input type="checkbox"/> Art, Design & Photography | <input type="checkbox"/> Fashion & Style | <input checked="" type="checkbox"/> Parenting & Family | <input checked="" type="checkbox"/> Travel |
| <input type="checkbox"/> Biography & Autobiography | <input checked="" type="checkbox"/> Health, Mind & Body | <input type="checkbox"/> Professional & Technical | <input type="checkbox"/> Other _____ |
| <input checked="" type="checkbox"/> Business & Finance | <input type="checkbox"/> History | <input type="checkbox"/> Reference | |
| <input checked="" type="checkbox"/> Children's | <input type="checkbox"/> Hobby & Games | <input checked="" type="checkbox"/> Religion & Spirituality | <input type="checkbox"/> None |
| <input type="checkbox"/> Classic Novels & Poetry | <input checked="" type="checkbox"/> Home & Garden | <input type="checkbox"/> Romance | |
| <input checked="" type="checkbox"/> Computer & Internet | <input type="checkbox"/> Mystery & Thriller | <input type="checkbox"/> Science Fiction & Fantasy | |
| <input checked="" type="checkbox"/> Cooking, Food & Wine | <input type="checkbox"/> News | <input type="checkbox"/> Sports & Leisure | |

37. What radio stations do you listen to most? (● mark up to TWO)

- | | | |
|--|---|--------------------------------------|
| <input checked="" type="checkbox"/> KAND 1340 AM | <input type="checkbox"/> WBAP 820 FM | <input type="checkbox"/> None |
| <input type="checkbox"/> KRVF 106.9 FM The Ranch | <input type="checkbox"/> KSCS 96.3 FM | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> KLIF 570 AM | <input type="checkbox"/> Lonestar 92.5 FM | |
| <input checked="" type="checkbox"/> KSKY 660 AM | <input type="checkbox"/> JACK 100.3 FM | |

What local or network television stations do you watch most? (● mark up to TWO)

- | | | |
|--|---|--|
| <input checked="" type="checkbox"/> WFAA Ch. 8 | <input checked="" type="checkbox"/> KTVT Ch. 11 | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> KXAS Ch. 5 | <input type="checkbox"/> KERA Ch. 13 | <input checked="" type="checkbox"/> None |
| <input type="checkbox"/> Fox 4 | <input type="checkbox"/> KTXA Ch. 21 | |

What publications do you read most? (● mark up to TWO)

- | | | | |
|---|---|--|--|
| <input checked="" type="checkbox"/> Corsicana Daily Sun | <input type="checkbox"/> Corsicana NOW | <input type="checkbox"/> Dallas Morning News | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Navarro County Times | <input checked="" type="checkbox"/> Explore | <input type="checkbox"/> Waco Tribune | <input checked="" type="checkbox"/> None |

38. If you are not already a business owner, what is your level of interest in starting your own business?

(If you would like business startup assistance please call 903-875-7667)

- Not interested Interested enough to learn more Starting to plan a business Ready to start a business

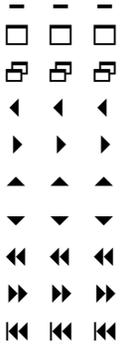
39. How strongly do you agree or disagree with the following statements? (● mark ONE answer for each)

	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
I like to buy the latest fashions.....	<input type="radio"/>				
I would rather make something than buy it.....	<input type="radio"/>				
I would rather fix something myself than hire it done.....	<input type="radio"/>				
I am more likely to save money than spend money.....	<input type="radio"/>				
I always try to buy products and services locally.....	<input type="radio"/>				
I like the look and feel of downtown Corsicana.....	<input type="radio"/>				
Downtown Corsicana salespeople are friendly and helpful.....	<input type="radio"/>				
I feel safe in downtown Corsicana, even at night.....	<input type="radio"/>				
There are a lot of products and services in downtown Corsicana....	<input type="radio"/>				
There is plenty of convenient parking in downtown Corsicana.....	<input type="radio"/>				
Downtown Corsicana businesses are open when I want to shop.....	<input type="radio"/>				
Downtown Corsicana businesses sell products/services I want.....	<input type="radio"/>				
Downtown Corsicana businesses sell at a fair price.....	<input type="radio"/>				
I like to bring out of town guests downtown.....	<input type="radio"/>				
I recommend shopping in downtown Corsicana.....	<input type="radio"/>				
The Main Street Program is doing a good job.....	<input type="radio"/>				
Good, affordable housing is plentiful in Corsicana.....	<input type="radio"/>				
I am happy with Corsicana's recreation facilities.....	<input type="radio"/>				
I am happy with Corsicana's recreation programs.....	<input type="radio"/>				
I am happy with Corsicana's entertainment options.....	<input type="radio"/>				
I am happy with Corsicana's cultural opportunities.....	<input type="radio"/>				



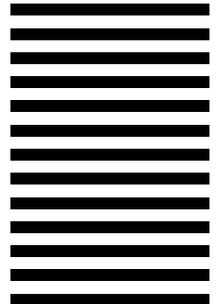
Please provide any additional comments to help the Corsicana Main Street Program:

OFFICE USE ONLY



Fold here

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. #### CITY, STATE
POSTAGE WILL BE PAID BY ADDRESSEE

ATTN MAIN STREET MANAGER
MAIN STREET PROGRAM
301 S. Beaton St.
Corsicana, TX 75110