

Caldwell Downtown Alliance Survey

Thank you for participating in the Downtown Caldwell Survey.

We appreciate your input and value your opinion. We'll use your response to assess the current state of the Downtown Caldwell business district and to make improvements. All your answers are confidential and help us to better serve the Downtown Caldwell community.

Please tell us about your relationship with the Downtown Caldwell area and its commercial corridor.

1. What makes you visit Downtown Caldwell?

- I live here
- I work here
- Visiting friends and family
- Shopping
- Other _____

2. If you live in Caldwell, how long have you been a resident?

- Less than 3 years
- 3 - 6 years
- 6 - 15 years
- More than 15 years

3. If you do not currently live in Downtown Caldwell, how do you usually get to Downtown Caldwell?

- Car
- Bus
- Train
- Walking
- Other

4. How frequently do you shop for goods and/or services in Downtown Caldwell?

- A few times a week (most of my shopping)
- Once a week
- Once a month
- Never

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**5. When shopping or dining in Downtown Caldwell, on which days do you visit?
(Please check all that apply)**

- _____ Mondays
- _____ Tuesdays
- _____ Wednesdays
- _____ Thursdays
- _____ Fridays
- _____ Saturdays
- _____ Sundays

6. If you don't do most of your shopping in Downtown Caldwell, what stores or neighborhoods do you do most of your shopping in?

Within 0-3 miles from Caldwell:

1. _____
2. _____
3. _____

Within 3-10 miles:

1. _____
2. _____
3. _____

More than 10 miles from Caldwell:

1. _____
2. _____
3. _____

Below, we will ask you to rate various aspects of Downtown Caldwell businesses, as well as the commercial corridor as a whole

7. How would you rate the INSIDE of Downtown Caldwell businesses on each of the following aspects?

Store Cleanliness	Poor	Average	Good	Excellent
Interior Lighting	Poor	Average	Good	Excellent
Product Presentation/Display	Poor	Average	Good	Excellent
Staff Friendliness/Customer Service	Poor	Average	Good	Excellent
Variety of Products/Services	Poor	Average	Good	Excellent
Quality of Products/Services	Poor	Average	Good	Excellent
Competitive Pricing	Poor	Average	Good	Excellent

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8. What are 3 things that you LIKE about businesses in Downtown Caldwell?

1. _____
2. _____
3. _____

9. What are 3 things that you DISLIKE about businesses in Downtown Caldwell?

1. _____
2. _____
3. _____

10. How would you rate Downtown Caldwell's COMMERCIAL CORRIDOR on each of the following aspects?

Street Cleanliness	Poor	Average	Good	Excellent
Street Lighting	Poor	Average	Good	Excellent
Store Front/Facades	Poor	Average	Good	Excellent
Window Displays	Poor	Average	Good	Excellent
Parking	Poor	Average	Good	Excellent
Safety (Daytime)	Poor	Average	Good	Excellent
Safety (Nighttime)	Poor	Average	Good	Excellent
Variety of stores	Poor	Average	Good	Excellent
Convenience of location	Poor	Average	Good	Excellent
Overall quality of shopping experience	Poor	Average	Good	Excellent

11. What are 3 things you LIKE about Downtown Caldwell's COMMERCIAL CORRIDOR?

1. _____
2. _____
3. _____

12. What are 3 things you DISLIKE about the Downtown Caldwell COMMERCIAL CORRIDOR (on Downtown Caldwell Street)?

1. _____
2. _____
3. _____

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Please tell us about your personal business and retail preferences, as well as what types of businesses you think the Downtown Caldwell Community could benefit from.

13. In what Downtown Caldwell store did you make your last purchase?

14. When shopping in Downtown Caldwell, what type of business do you purchase from most often? (Please select your TOP 3 CHOICES)

_____ Restaurant

_____ Grocery/Supermarket

_____ Beauty & Health

_____ Clothing

_____ Retail (Other)

_____ Convenience stores

_____ Bar/Lounge

_____ Medical/Dental

_____ Banking/Financial

_____ Other

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Please return this survey to:

**Caldwell Downtown Alliance
One Provost Square
Caldwell, NJ 07006**

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