

Downtown Development Authority

Survey

1. Gender:
 - Male
 - Female

2. Age:
 - Under 18
 - 18 - 34
 - 35 - 49
 - 50 - 64
 - 65 & Older

3. When was the last time you visited downtown Bad Axe?
 - In the past week
 - In the past month
 - In the last 2 - 6 months
 - More than 6 months ago

4. How often do you visit downtown Bad Axe?
 - Once a day
 - Once a week
 - Once every other week
 - Once a month
 - Once every other month
 - Rarely
 - Never

5. Why have you visited downtown Bad Axe? Check all that apply:
 - Food/ Restaurants
 - Entertainment (Park Systems in Bad Axe, Theatre, Library)
 - Shopping
 - Free Events (Hatchet Festival, Parades, Music in the Park- Summer)
 - Personal Care or Professional Services
 - I have never been downtown

6. Which of the following can be improved in Downtown Bad Axe? Check all that apply:
 - Food/ Restaurants
 - Entertainment (Park Systems in Bad Axe, Theatre, Library)
 - Shopping
 - Free Events (Hatchet Festival, Parades, Music in the Park- Summer)
 - Personal Care or Professional Services
 - Aesthetics (planters, more garbage/ recycling bins, outdoor seating, etc)
 - Parking

Suggestions:

7. What things can be done to the downtown area that would encourage you to visit more often?

Check all that apply:

- Later Hours
- More Parking
- More Entertainment or Free Events
- Better Reminders of Events & Specials
- Other (Please make suggestions in the comments box)

Other (please specify):

8. How enjoyable do you perceive downtown Bad Axe compared to other downtowns?

Not Enjoyable
At All

Very Enjoyable

Comments:

9. How inviting do you perceive downtown Bad Axe compared to other downtowns?

Not Inviting
At All

Very Inviting

Other (please specify):

10. Do you feel that you are well informed about events, services and specials going on downtown Bad Axe?

- Yes
- No

Comments:

11. What forms of advertising would you like to see about downtown events and specials?

Check all that apply:

- Facebook Group
- E-Mail
- Downtown Kiosk
- Paper fliers
- Advertising in the local newspapers
- Other

Other (please specify):

12. Would you be interested in having a Downtown Events Listserv? To be more informed on the happenings in Bad Axe?

Yes

No

13. Name five (5) businesses you would most like to see come to downtown Bad Axe?

1.

2.

3.

4.

5.