

# Sample Business Survey

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## *1998 Business/Merchant Survey: Elmhurst City Center*

City Center is conducting a business survey as one component of the Main Street market Analysis Study. Your answers will help us make recommendations for how Elmhurst can be improved for the overall community. This questionnaire will take approximately 10 minutes to complete. Please return the survey to the City Center office, 2 City Center, but July 24,1998. Thank you in advance for your help!

Name (optional) \_\_\_\_\_  
Business \_\_\_\_\_  
Address \_\_\_\_\_  
Telephone \_\_\_\_\_  
Date \_\_\_\_\_

**Please circle the number next to your answer and be sure to complete each question**

**A) Are you the owner, manager or main decision make of your business?**

1. Yes
2. No

**B) What type of retail business do you have?**

1. Retail (category – shoes, etc.) \_\_\_\_\_)
2. Service (category – hair salon, etc.) \_\_\_\_\_)
3. Restaurant/tavern
4. Professional (category – doctor, etc.) \_\_\_\_\_)
5. Other \_\_\_\_\_

**C) Do you own your building or lease space?**

1. Own
2. Rent

**D) Approximately how large (in square feet) is your space? \_\_\_\_\_**

**E) What level are you located on?**

1. Street level
2. 2<sup>nd</sup> floor
3. 3<sup>rd</sup> floor

**F) How long have you been in business at this or a previous location?**

1. 1-3 years
2. 3-5 years
3. 5-10 years
4. over 10 years

**G) What are your business hours?**

- |              |          |          |
|--------------|----------|----------|
| 1. Sunday    | _____ am | _____ pm |
| 2. Monday    | _____ am | _____ pm |
| 3. Tuesday   | _____ am | _____ pm |
| 4. Wednesday | _____ am | _____ pm |
| 5. Thursday  | _____ am | _____ pm |
| 6. Friday    | _____ am | _____ pm |
| 7. Saturday  | _____ am | _____ pm |

**H) For each day of the week, at what time is the largest amount of your business conducted (please check all that apply?)**

	Sun.	Mon.	Tues.	Wed.	Thu.	Fri.	Sat.
1. Before 10:00 am	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. 10:00am – Noon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Noon – 2:00pm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. 2:00 – 4:00pm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. 4:00 – 6:00pm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. After 6:00pm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Not Open	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**I) Over the last two years, how has your business changed?**

1. Improved dramatically
2. Improved somewhat
3. Stayed about the same
4. Decreased somewhat
5. Decreased dramatically
6. Didn't have business in Elmhurst 2 years ago.

**J) How do most of your customers do business with you?**

1. In person
2. Phone
3. Mail
4. Internet
5. Other \_\_\_\_\_

**K) What percentage of your advertising budget do you invest in each of the following media? (note: percentages should add up to 100%)**

1. Newspaper \_\_\_\_\_ %
2. Radio \_\_\_\_\_ %
3. Cable TV \_\_\_\_\_ %
4. Television \_\_\_\_\_ %
5. Direct mail \_\_\_\_\_ %
6. Phone book \_\_\_\_\_ %
7. Internet \_\_\_\_\_ %
8. Billboard \_\_\_\_\_ %
9. Other \_\_\_\_\_ %

**L) How many customers do you serve a day? \_\_\_\_\_**

**M) In what months do you usually hold sales promotions? (circle all that apply)**

- |             |              |
|-------------|--------------|
| 1. January  | 7. July      |
| 2. February | 8. August    |
| 3. March    | 9. September |
| 4. April    | 10. October  |
| 5. May      | 11. November |
| 6. June     | 12. December |

**N) How many people work at your business, including yourself?**

1. Full-time \_\_\_\_\_
2. Part-time \_\_\_\_\_

**O) Looking toward the next 2 years, what do you project the number of employees at your business will be?**

1. Improved dramatically
2. Improved somewhat
3. Stayed about the same
4. Decreased somewhat
5. Decreased dramatically
6. Didn't have business in Elmhurst 2 years ago.

**P) Do you own or rent property to provide employee parking?**

1. Yes. How many spaces \_\_\_\_\_
2. No

**Q) Do you own or rent property to provide customer parking?**

1. Yes. How many spaces \_\_\_\_\_
2. No

**R) Have you made any capital improvements in your business in the past three years?**

1. Yes. Amount invested: Exterior \_\_\_\_\_ Interior \_\_\_\_\_
2. No

**S) Is your business considering expansions or improvements within the next two years?**

1. Yes. Describe \_\_\_\_\_
2. No

**T) Is your business considering moving outside Elmhurst in the next two years?**

1. Yes. What area are you considering moving to? \_\_\_\_\_  
What is the most important factor in your decision to relocate? \_\_\_\_\_

2. No

**U) Please rate Elmhurst for a variety of perceptions as a place to do business. Using a scale of 1-7 with 1 being poor and 7 being excellent, how would you rate downtown Elmhurst?**

	Poor						Excellent
Attractiveness	1	2	3	4	5	6	7
Cleanliness	1	2	3	4	5	6	7
Parking Convenience	1	2	3	4	5	6	7
Traffic flow	1	2	3	4	5	6	7
Shopping hours	1	2	3	4	5	6	7
Friendly sales people	1	2	3	4	5	6	7
Variety of goods & services	1	2	3	4	5	6	7
Quality of goods & services	1	2	3	4	5	6	7
Cost of goods & services	1	2	3	4	5	6	7
Variety of restaurants	1	2	3	4	5	6	7
Quality of restaurants	1	2	3	4	5	6	7
Safety	1	2	3	4	5	6	7
Promotions/special events	1	2	3	4	5	6	7

**V) What are the positive reasons why your business chooses to be located in downtown Elmhurst?** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

W) What are the negative aspects of doing business in downtown Elmhurst? \_\_\_\_\_

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X) To motivate people to shop in Elmhurst, what do you think needs to be done? \_\_\_\_\_

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### Customer Profile

*\*please give appropriate percentage for the following questions*

A) What is the sex of your primary customer?

1. Male \_\_\_\_\_ %
2. Female \_\_\_\_\_ %

B) What is the age of your primary customer?

1. 18 & under \_\_\_\_\_ %
2. 19-24 \_\_\_\_\_ %
3. 25-34 \_\_\_\_\_ %
4. 35-44 \_\_\_\_\_ %
5. 45-54 \_\_\_\_\_ %
6. 55-64 \_\_\_\_\_ %
7. 65 & older \_\_\_\_\_ %

C) Where does your primary customer live?

1. Elmhurst \_\_\_\_\_ %
2. Lombard \_\_\_\_\_ %
3. Berkley \_\_\_\_\_ %
4. Bensenville \_\_\_\_\_ %
5. Wooddale \_\_\_\_\_ %
6. Oakbrook Terrace \_\_\_\_\_ %
7. Villa Park \_\_\_\_\_ %
8. Other \_\_\_\_\_ %