

10. Over the last two years, how has your business changed?
- a. Improved dramatically
 - b. Improved somewhat
 - c. Stayed about the same
 - d. Decreased somewhat
 - e. Decreased dramatically
 - f. Not in business here two years ago

11. How would you describe the majority customers, in terms of:

- i. Sex:
 1. Male
 2. Female

- ii. Age:
 1. Under 18
 2. 18-24
 3. 25-34
 4. 35-49
 5. 50-65
 6. 65 and over

- iii. Annual Household Income:
 1. Under \$5,000
 2. \$5,000-\$10,000
 3. \$10,000-\$15,000
 4. \$15,000-\$20,000
 5. \$20,000-\$30,000
 6. \$30,000-\$40,000
 7. \$40,000-\$50,000
 8. \$50,000 or over

12. What percentage of your advertising budget do you invest in each of the following media?

1. Newspaper: _____ %
2. Radio: _____ %
3. Television _____ %
4. Direct Mail _____ %
5. Billboards _____ %
6. Other: _____ % (specify _____)

13. From which newspaper(s) do you regularly purchase advertising?

1. _____
2. _____
3. _____
4. _____

14. From which radio station(s) do you regularly purchase advertising?

1. _____
2. _____
3. _____
4. _____

15. In what months do you usually hold sales promotions?

16. How many people work at your business (including yourself)?

Full Time _____ Part Time _____

17. Do you own or rent property to provide employee parking?

1. No
2. Yes (How many spaces? _____)

18. Do you own or rent customer parking?

1. No
2. Yes (How many spaces? _____)

19. How would you rate Uptown Greenwood for the following? (circle answer)

1. Attractiveness	Good	Fair	Poor	Don't Know
2. Cleanliness	Good	Fair	Poor	Don't Know
3. Parking Convenience	Good	Fair	Poor	Don't Know
4. Traffic Flow	Good	Fair	Poor	Don't Know
5. Shopping Hours	Good	Fair	Poor	Don't Know
6. Friendliness of salespeople	Good	Fair	Poor	Don't Know
7. Safety	Good	Fair	Poor	Don't Know
8. Variety of goods/services	Good	Fair	Poor	Don't Know
9. Cost of goods/services	Good	Fair	Poor	Don't Know
10. Quality of goods/services	Good	Fair	Poor	Don't Know
11. Special events and festivals	Good	Fair	Poor	Don't Know

20. Would you be interested in serving on the Board of Directors for the Uptown Greenwood Development Corporation? Yes No

If so, please list an address where we can send you information:

We would appreciate any comments or suggestions you may have on how to make Uptown Greenwood a more pleasant and exciting place.

Thank you for your help! ☺

Fax to: 864.942.8470

Mail to: P.O. Box 202, Greenwood, SC 29648