**Hello, my name is _____.  I'm a student at Cabrini College.
Would you be willing to answer a few short questions about your visit to the Courthouse area  today?  Your answers will be confidential and used only for research purposes.**


1.  Which best describes why you are visiting the Courthouse today?

       O  Employed at the Courthouse
       O  Jury Duty
       O  Courthouse services
       O  Other, please describe:_____


*If respondent works at courthouse ask Question #2.  Otherwise skip to Question 5.*


2.  How many times in the past two weeks have you bought lunch in Norristown, in the Courthouse neighborhood?

       O  zero
       O  1 time
       O  2-3 times
       O  4-5 times
       O  More than 5 times


*If respondent bought lunch zero times, skip to Question 4*

3.  If you've bought lunch recently, what was the name of the restaurant?
      _____


4.  How many times in the past two weeks have you left Norristown to buy lunch?

       O  zero
       O  1 time
       O  2-3 times
       O  4-5 times
       O  More than 5 times


*If respondent is Employed At Courthouse, skip to Question #11*

5.  How many times have you visited Norristown in the past 3 months?
       O  zero
       O  1 time
       O  2-3 times
       O  4-5 times
       O  More than 5 times


6.  Which best describes the purpose of your last visit?

       O  shopping
       O  dining
       O  courthouse business
       O  other (specify)_____

7. Do you plan to buy (or did you buy) lunch somewhere in Norristown today?

       O  Yes
       O  No                    ***If no, skip to Question 9***

8.      If yes, at what restaurant? _____

9. If you had extra time after your visit to the Courthouse, how likely would you be to walk around town to eat?

       O  Very likely
       O  Somewhat likely
       O  Somewhat unlikely
       O  Very unlikely

10. If you had extra time after jury duty, how likely would you be to walk around town to shop?

       O  Very likely
       O  Somewhat likely
       O  Somewhat unlikely

***All respondents should be asked the following***

11. If Norristown could attract any of the following restaurant franchises to the main street area, which would be your top three choices?  Please tell me your 1st, 2nd and 3rd favorite restaurant on the list.

| 1st | 2nd | 3rd | |
|---|---|---|---|
| O | O | O | Chili's |
| O | O | O | Pizza Hut |
| O | O | O | McDonalds |
| O | O | O | Wawa |
| O | O | O | Friendly's |
| O | O | O | Taco Bell |
| O | O | O | Denny's |
| O | O | O | Red Lobster |
| O | O | O | Macaroni Grill |
| O | O | O | Chipotle Mexican Grill |

12.  If Norristown could attract **any** of the following types of stores, which would be your top three choices?  Please tell me your 1st, 2nd and 3rd most preferred store.

| 1st | 2nd | 3rd | |
|---|---|---|---|
| O | O | O | Dry cleaner |
| O | O | O | Convenience store |
| O | O | O | Clothing store |
| O | O | O | Barber/personal care |
| O | O | O | Coffee shop |
| O | O | O | Bar |
| O | O | O | Grocery store |

13. Are there any other types of stores that you would like to see in this area?

_____

For questions 14-19 please select the answer that best represents how you feel about the statement.

14. "Norristown is convenient."

- O Strongly disagree
- O Disagree
- O Neutral
- O Agree
- O Strongly Agree

15. "It's easy to get around in Norristown."

- O Strongly disagree
- O Disagree
- O Neutral
- O Agree
- O Strongly Agree

16. "Norristown has stores and services that meet my needs."

- O Strongly disagree
- O Disagree
- O Neutral
- O Agree
- O Strongly Agree

17. "The main street area is an inviting place to walk around."

- O Strongly disagree
- O Disagree
- O Neutral
- O Agree
- O Strongly Agree

18. "I feel safe in Norristown."

- O Strongly disagree
- O Disagree
- O Neutral
- O Agree
- O Strongly Agree

19. "I like the sense of diversity I get in Norristown."

- O Strongly disagree
- O Disagree
- O Neutral
- O Agree
- O Strongly Agree

20. What is the zip code of your home? _____
21. Which best describes your age range?:

        O 18-24
        O 25-34
        O 35-44
        O 45-54
        O 55-64
        O 65-74
        O 75+

22. What is your ethnicity?

        O White
        O Hispanic
        O African American
        O Asian
        O Other, please specify:_____

23. Which best describes your occupation?

        O Homemaker
        O Professional/technical
        O Upper management/executive
        O Middle management
        O Sales/marketing
        O Clerical or service worker
        O Tradesman/machine operator
        O Laborer
        O Retired
        O Student
        O Unemployed

# Thank you for participating!

Respondent Gender:
        O Male
        O Female

Date:_____
Time:_____
Interviewer ID #: _____