



# Attitudes and Perceptions Survey

## Sample Questions

Adapt these questions to fit the context of your district and to reach the goals of your survey.

1. On a scale of 1 to 5, how safe do you feel walking around downtown during the day and at night?
2. What are the primary reasons for visiting downtown? (Select all that apply)
  - a) Shopping
  - b) Dining
  - c) Entertainment and events
  - d) Business/work
  - e) Other (please specify)
3. How would you rate the cleanliness and maintenance of downtown streets and public spaces? (1 = Poor, 5 = Excellent)
4. Which aspects of downtown do you find most appealing? (Select all that apply)
  - a) Architecture and aesthetics
  - b) Green spaces and parks
  - c) Cultural attractions
  - d) Public transportation accessibility
  - e) Other (please specify)
5. What improvements would you like to see in downtown infrastructure and amenities? (Open-ended)
6. How well does downtown meet your shopping and entertainment needs? (1 = Not at all, 5 = Extremely well)
7. Do you think there are enough dining options in downtown? If not, what type of cuisines or establishments would you like to see more of? (Open-ended)
8. How easy is it to find parking in downtown? (1 = Very difficult, 5 = Very easy)
9. Are there any safety concerns or issues in downtown that you think need attention? (Open-ended)
10. Overall, how satisfied are you with downtown as a place to live, work, or visit? (1 = Very dissatisfied, 5 = Very satisfied)
11. What types of businesses would you like to see downtown? (Open-ended)
12. Any other comments? (Open-ended)



Consider adding some basic demographic questions to the survey to give more context to the survey results and to understand how different groups perceive the district.

1. Age: What is your age group?
  - a) 18-24
  - b) 25-34
  - c) 35-44
  - d) 45-54
  - e) 55-64
  - f) 65+
2. Gender: How do you identify your gender?
  - a) Male
  - b) Female
  - c) Non-binary/Third gender
  - d) Prefer not to say
3. Residence: Do you live within the downtown area or nearby neighborhoods?
  - a) Yes, within downtown
  - b) Yes, in a nearby neighborhood
  - c) No, I live outside the downtown area
4. Employment status: What is your current employment status?
  - a) Employed full-time – within the downtown area
  - b) Employed part-time – within the downtown area
  - c) Employed full-time – outside the downtown area
  - d) Employed part-time – outside the downtown area
  - e) Unemployed and actively seeking work
  - f) Student
  - g) Retired
  - h) Full-time caretaker
  - i) Other (please specify)
5. Annual household income: Which income bracket best represents your annual household income?
  - a) Below \$25,000
  - b) \$25,000 - \$49,999
  - c) \$50,000 - \$74,999
  - d) \$75,000 - \$99,999
  - e) \$100,000 and above
  - f) Prefer not to say



6. What is your primary mode of transportation?
  - a) Walking
  - b) Biking
  - c) Public Transit
  - d) Car
  - e) Other
7. Do you identify as a person with a disability or other chronic condition that impacts your ability to navigate downtown?
  - a) Yes
  - b) No
  - c) Prefer not to say
8. Do you have children in your care under the age of 18? (Check all that apply)?
  - a) Under 1 year old
  - b) 1-2 years old
  - c) 3-5 years old
  - d) 6-8 years old
  - e) 9-11 years old
  - f) 12-14 years old
  - g) 15-17 years old
  - h) No children