



Jewelry	14% of 116	28% of 116	58% of 116	43% of 124	57% of 124
Shoe Shop	3% of 99	4% of 99	93% of 99	49% of 131	51% of 131
Video Rentals	46% of 150	36% of 150	18% of 150	20% of 139	80% of 139
Bank	68% of 182	25% of 182	8% of 182	44% of 151	56% of 151
Other: _____	—	—	—	—	—

More questions on reverse

6. Approximately how many times per month do you eat the following meals in a restaurant in general?

\_\_\_ Breakfast                      \_\_\_ Lunch                      \_\_\_ Dinner

6(B). What percentage of your dining out is at a restaurant within the Village Center? \_\_\_\_\_%

7. What most keeps you from shopping in the Village Center?

\_\_\_ Selection    \_\_\_ Quality            \_\_\_ Price            \_\_\_ Parking            \_\_\_ Safety            \_\_\_ Other

\_\_\_\_\_

8. Please give us your opinion on the following characteristics of the Village Center.

Characteristic	Rate this characteristic in the Village Center			How important is that characteristic to you when deciding where to shop?		
	Good	Fair	Poor	Very Important	Somewhat important	Not very important
Access to parking	44% of 221	42% of 221	13% of 221	51% of 182	42% of 182	7% of 182
Ability to find what you want	19% of 216	51% of 216	30% of 216	82% of 173	16% of 173	2% of 173
Friendliness of service	80% of 218	17% of 218	3% of 218	79% of 175	19% of 175	1% of 175
Price of Goods & Services	18% of 216	68% of 216	14% of 216	75% of 176	24% of 176	1% of 176
Quality of Goods & Services	48% of 216	45% of 216	7% of 216	86% of 176	14% of 176	0% of 176
Attractiveness of storefronts	31% of 211	52% of 211	17% of 211	34% of 173	51% of 173	14% of 173
Cleanliness of Village Center	60% of 223	36% of 223	4% of 223	73% of 175	26% of 175	1% of 175
Safety	74% of 213	21% of 213	5% of 213	78% of 175	19% of 175	3% of 175
Business Hours	48% of 213	41% of 213	11% of 213	65% of 172	33% of 172	3% of 172
Other _____	—	—	—	—	—	—

9. Do you work in the Village Center?    \_\_\_ Yes                      \_\_\_ No

10. What is your Gender?                      \_\_\_ Male                      \_\_\_ Female

11. What is your age range?

\_\_\_ 15-19                      \_\_\_ 20-24                      \_\_\_ 25-34                      \_\_\_ 35-44                      \_\_\_ 45-54  
 \_\_\_ 55-59                      \_\_\_ 60-64                      \_\_\_ 65-74                      \_\_\_ 75-84                      \_\_\_ 85+

12. What is your household income? (Information is anonymous)

\_\_\_ Less than \$10,000                      \_\_\_ \$10,000-\$14,999                      \_\_\_ \$15,000-\$24,999                      \_\_\_ \$25,000-\$34,999                      \_\_\_ \$35,000-\$49,999  
 \_\_\_ \$50,000-\$74,999                      \_\_\_ \$75,000-\$99,999                      \_\_\_ \$100,00-\$149,999                      \_\_\_ \$150,000 or more

**13. What would you change in the Village Center District?**

Change:

Keep:

Eliminate:

**Please return the completed survey by August 3, 2008 to:  
Eric R. Smith, Town Planner, at the Ashburnham Town Hall Drop-in Box:  
32 Main Street, Ashburnham, MA 01430**

The Ashburnham Village Center Zoning District Study Committee would like to thank you for your participation in this survey. Please stay tuned for the scheduling of Public Meetings where public input will be welcome before any zoning amendments are presented to Town Meeting Voters. For more information, please visit the Committee's Web Site at: [http://www.ashburnham-ma.gov/Pages/AshburnhamMA\\_BComm/VillageZoning](http://www.ashburnham-ma.gov/Pages/AshburnhamMA_BComm/VillageZoning).