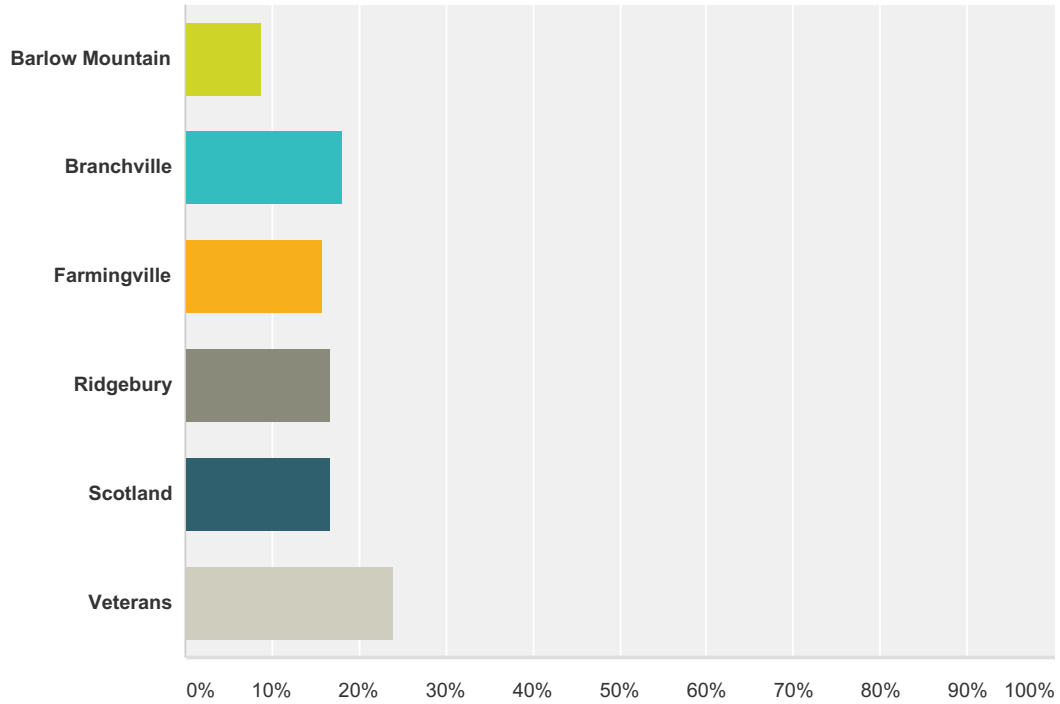


Q1 Which public elementary school serves your area? (helps us determine your area of town)

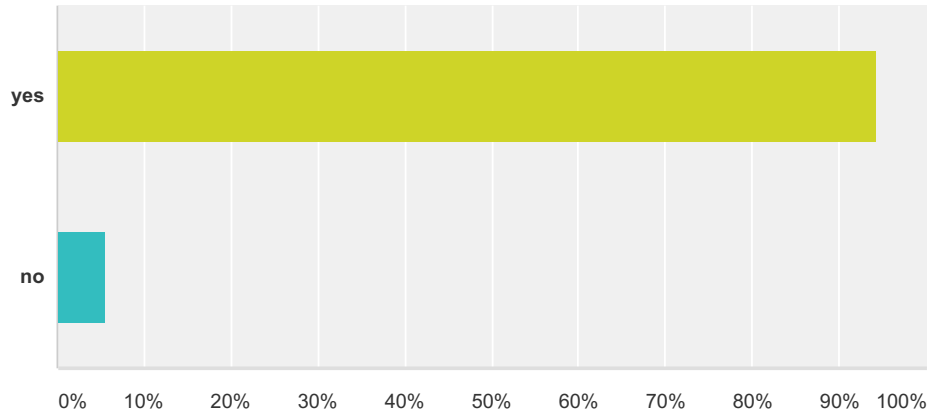
Answered: 138 Skipped: 4



Answer Choices	Responses
Barlow Mountain	8.70% 12
Branchville	18.12% 25
Farmingville	15.94% 22
Ridgebury	16.67% 23
Scotland	16.67% 23
Veterans	23.91% 33
Total	138

Q2 Do you regularly shop in Ridgefield?

Answered: 140 Skipped: 2



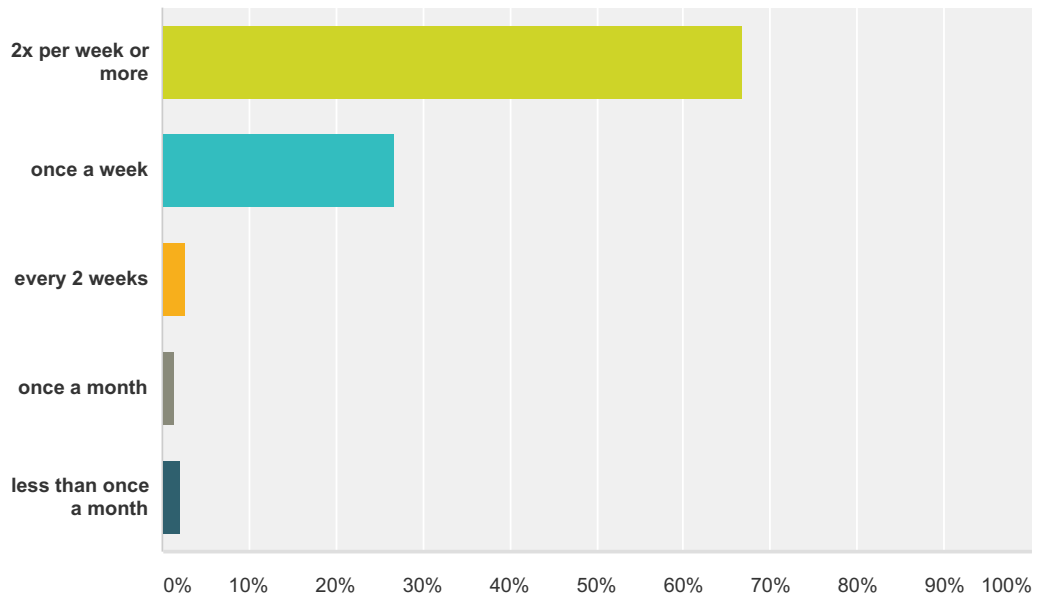
Answer Choices	Responses
yes	94.29% 132
no	5.71% 8
Total Respondents: 140	

Q3 If yes, what type of products and what type of business (grocery, hardware, clothes, etc.)

Answered: 135 Skipped: 7

Q4 How often do you shop in Ridgefield?

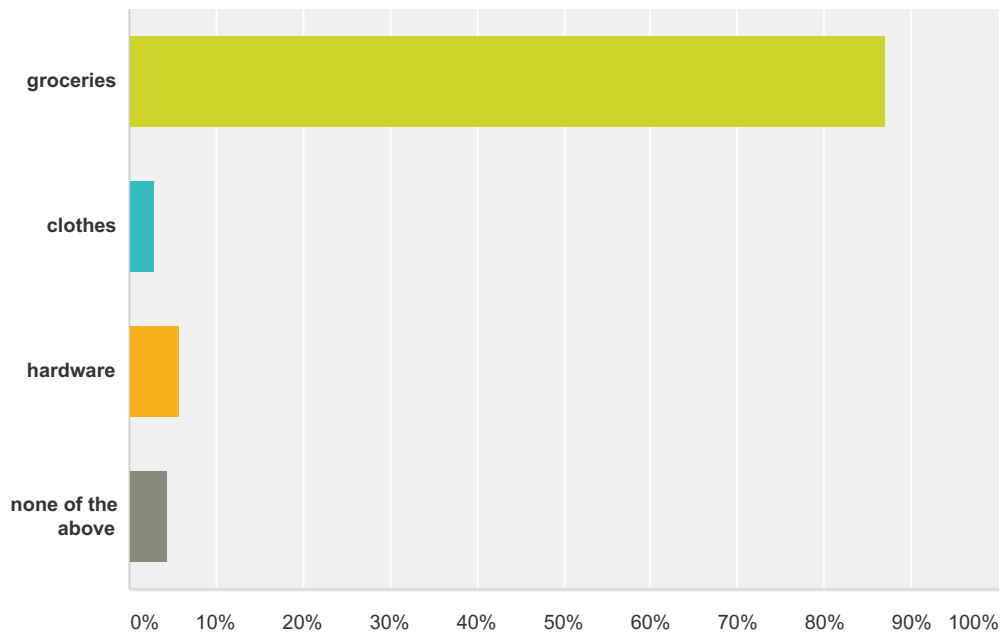
Answered: 142 Skipped: 0



Answer Choices	Responses
2x per week or more	66.90% 95
once a week	26.76% 38
every 2 weeks	2.82% 4
once a month	1.41% 2
less than once a month	2.11% 3
Total	142

Q5 What do you shop for most in Ridgefield?

Answered: 138 Skipped: 4



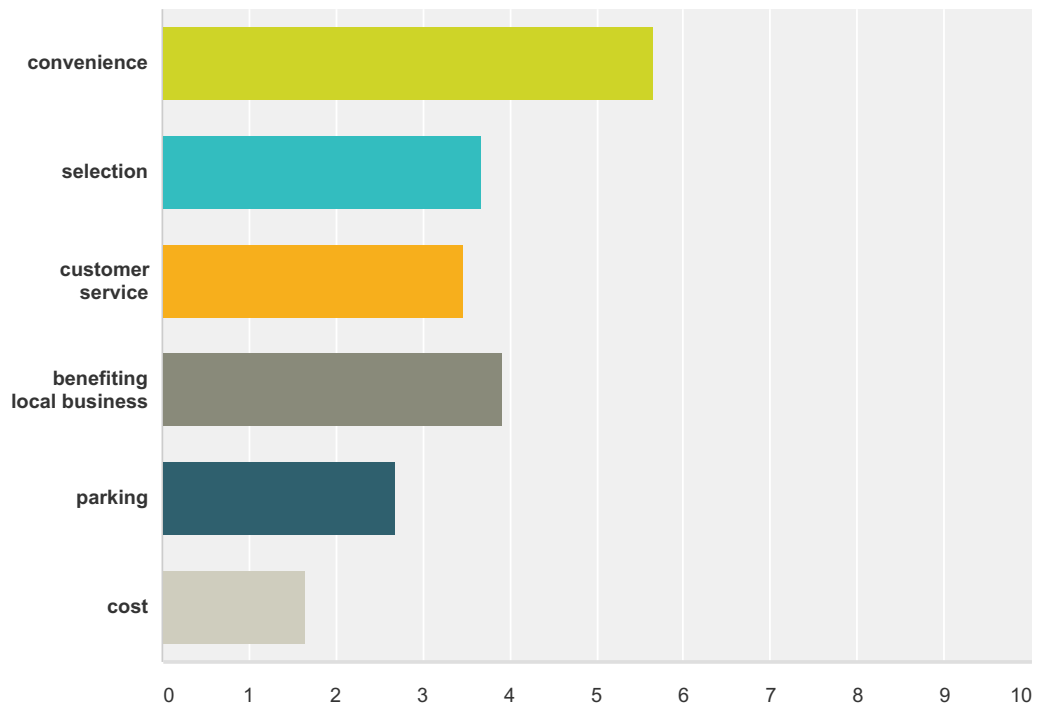
Answer Choices	Responses	Count
groceries	86.96%	120
clothes	2.90%	4
hardware	5.80%	8
none of the above	4.35%	6
Total		138

**Q6 Where do you shop for these items?
Please name businesses.**

Answered: 137 Skipped: 5

Q7 Why do you shop in Ridgefield for these items? Please rank the choices below.

Answered: 137 Skipped: 5



	1	2	3	4	5	6	Total	Average Ranking
convenience	79.56% 109	12.41% 17	3.65% 5	3.65% 5	0.00% 0	0.73% 1	137	5.66
selection	2.92% 4	28.47% 39	26.28% 36	24.82% 34	10.95% 15	6.57% 9	137	3.68
customer service	5.15% 7	11.03% 15	36.76% 50	27.94% 38	11.03% 15	8.09% 11	136	3.47
benefiting local business	11.11% 15	31.85% 43	17.04% 23	20.74% 28	16.30% 22	2.96% 4	135	3.92
parking	0.73% 1	11.68% 16	13.87% 19	16.79% 23	43.80% 60	13.14% 18	137	2.69
cost	0.73% 1	5.11% 7	2.92% 4	6.57% 9	18.25% 25	66.42% 91	137	1.64

Q8 What do you shop for semi-regularly in Ridgefield (i.e. every 1-2 months)?

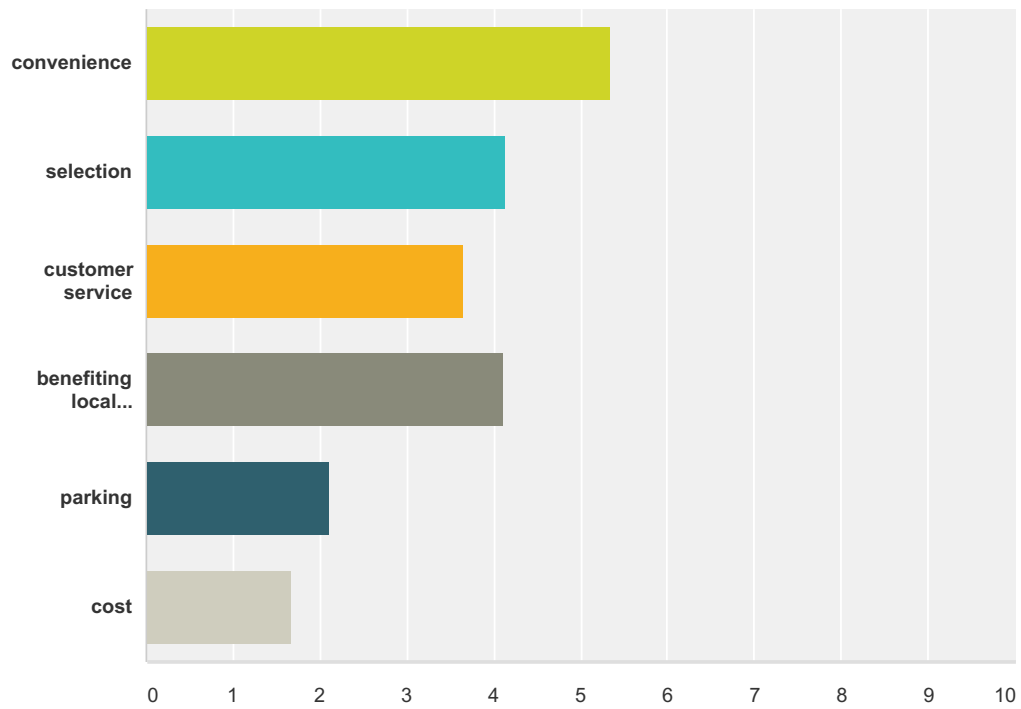
Answered: 124 Skipped: 18

**Q9 Where do you shop for these items?
Please name the businesses.**

Answered: 121 Skipped: 21

Q10 Why do you shop in Ridgefield for these items?

Answered: 116 Skipped: 26



	1	2	3	4	5	6	Total	Average Ranking
convenience	65.52% 76	12.93% 15	12.07% 14	8.62% 10	0.86% 1	0.00% 0	116	5.34
selection	8.62% 10	35.34% 41	28.45% 33	18.97% 22	5.17% 6	3.45% 4	116	4.13
customer service	2.59% 3	21.55% 25	34.48% 40	27.59% 32	6.90% 8	6.90% 8	116	3.65
benefiting local businesses	22.41% 26	23.28% 27	12.93% 15	31.03% 36	5.17% 6	5.17% 6	116	4.11
parking	0.00% 0	0.86% 1	6.03% 7	9.48% 11	70.69% 82	12.93% 15	116	2.11
cost	0.86% 1	6.03% 7	6.03% 7	4.31% 5	11.21% 13	71.55% 83	116	1.66

Q11 Excluding the shopping mentioned above, what else have you shopped for in Ridgefield in the last 12 months?

Answered: 110 Skipped: 32

Q12 If so, What is the location and how often have you gone there?

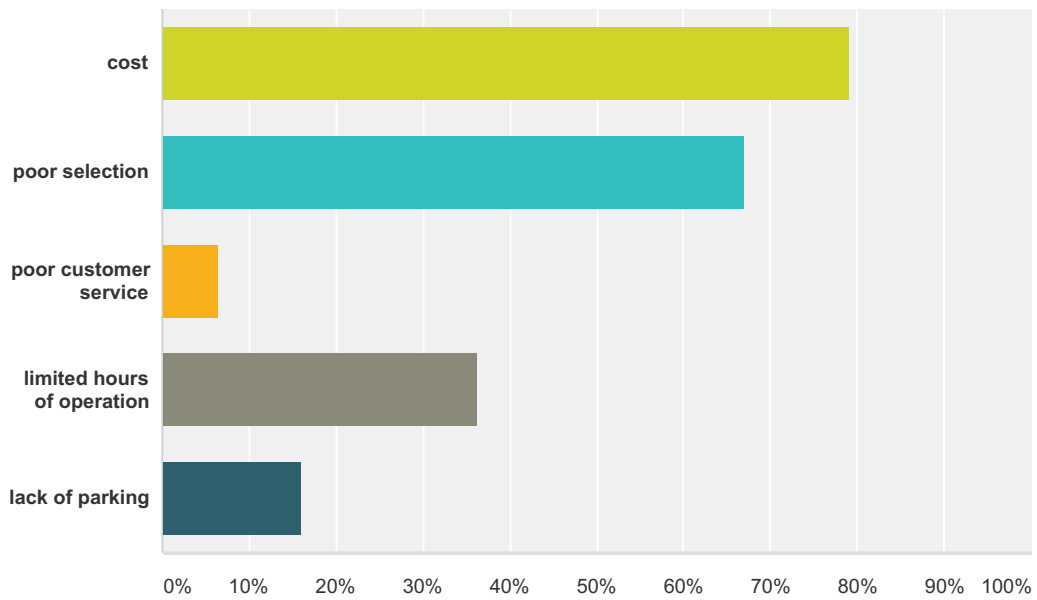
Answered: 94 Skipped: 48

Q13 What are the top 3 reasons keeping you from shopping in Ridgefield more often?

Answered: 117 Skipped: 25

Q14 Please select items that hold you back from shopping more in Ridgefield.

Answered: 124 Skipped: 18



Answer Choices	Responses
cost	79.03% 98
poor selection	66.94% 83
poor customer service	6.45% 8
limited hours of operation	36.29% 45
lack of parking	16.13% 20
Total Respondents: 124	

Q15 Which stores you do not shop at and why do you not shop there?

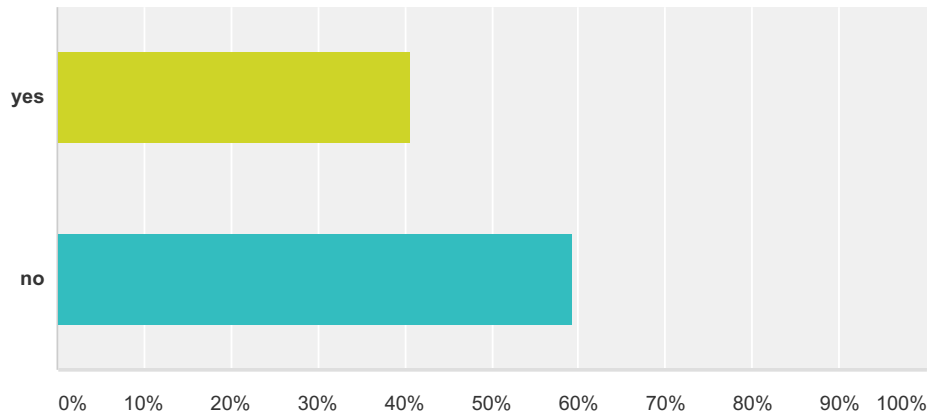
Answered: 90 Skipped: 52

Q16 What are the barriers that prevent you from going to other locations in Ridgefield for shopping instead of shopping out of town?

Answered: 91 Skipped: 51

Q17 Do you think Ridgefield has a parking problem, i.e, not enough spots?

Answered: 128 Skipped: 14



Answer Choices	Responses	
yes	40.63%	52
no	59.38%	76
Total		128

Q18 What would you like to shop for in Ridgefield that you are not currently?

Answered: 117 Skipped: 25

Q19 Why do you not currently shop in Ridgefield for this/these items?

Answered: 112 Skipped: 30

Q20 What types of products would you like to see Ridgefield offer?

Answered: 86 Skipped: 56

Q21 What do you feel Ridgefield could do to make you more interested in shopping in Ridgefield?

Answered: 96 Skipped: 46

Q22 Any other ideas on how to improve shopping in Ridgefield?

Answered: 83 Skipped: 59