



WELDON COOPER
CENTER FOR PUBLIC SERVICE

University of Virginia

October 1, 2002

The University of Virginia's Weldon Cooper Center for Public Service is evaluating the downtown business climate in Wise as it relates to the needs of the college population at The University of Virginia's College at Wise. As part of the project, the attached one-page survey is being distributed to college students, faculty, and staff, along with employees of select local businesses. The survey results will help local leaders determine how downtown Wise can better serve its citizens and the college community. Your answers are completely confidential and your participation is most appreciated.

UVa-Wise/Town of Wise Marketing Survey

1. Age

16-19	
20-29	
30-39	
40-49	
50+	

2. Sex

Male	
Female	

3. Annual Household Income

Up to \$15,000	
\$15,001 to \$25,000	
\$25,001 to \$40,000	
\$40,001 to \$60,000	
\$60,001 and above	

4. Occupational Status

Employed Full-Time	
Employed Part-Time	
Student	
Other	

5. Place of Residence

Town of Wise	
City of Norton	
Wise County	
Other (list zip code)	

6. Place of Employment

Town of Wise	
City of Norton	
Wise County	
Other (list zip code)	

7. How long have you lived in the area you checked above?

Less than a year	
2-5 years	
6-10 years	
10+ years	

8. Aside from FAST FOOD restaurants and grocery, department and convenience stores, please list the names or types of businesses you frequent in the Wise/Norton area. Alongside each business, please indicate how frequently you visit the establishment and how much you usually spend.

Business	Daily	Weekly	Monthly	Rarely	\$ Per Visit

9. What factors discourage you from shopping in downtown Wise? (check all that apply)

Poor selection of goods		inadequate parking	
Inconvenient hours of operation		Congested streets	
Pricing		Poor signage/window displays	
Appearance/cleanliness		Poor advertising	
Poor customer service		Poor lighting/security concerns	
No entertainment/restaurants		Other ()	

10. How often do you travel to the following areas for shopping, entertainment, etc.?

	Daily	Weekly	Monthly	Occasionally
Tri-Cities				
Knoxville				
Roanoke				
Other (please list)				

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11. If you travel to the above areas, please list the names or types of businesses you most often visit. Beside each, please indicate how much you would typically spend.

Business	\$ Per Visit

12. In order of preference, please indicate the types of businesses that you would like to see locate in the Wise area.

1)
2)
3)
4)
5)
6)
7)

13. If these types of new business were located in the area, how often would you patronize them and how much would you spend per visit?

Business	Frequency of visit	\$ Spent Per Visit

14. If a centralized parking area were established, would you walk through the downtown Wise area to patronize shopping, service, entertainment, and dining establishments?

Yes	
No	

15. Are good, quality apartments needed in the downtown Wise area?

Yes	
No	

16. Additional comments concerning business expansion in the Town of Wise:

Thank you for your input! Please complete and return to the address below, prior to **October 18, 2002**. (If you are on-campus, you may return via campus mail). Alternatively, simply drop it off where you received it.

UVA-Wise
Cooper Center for Public Service
1 College Avenue
Wise, VA 24293