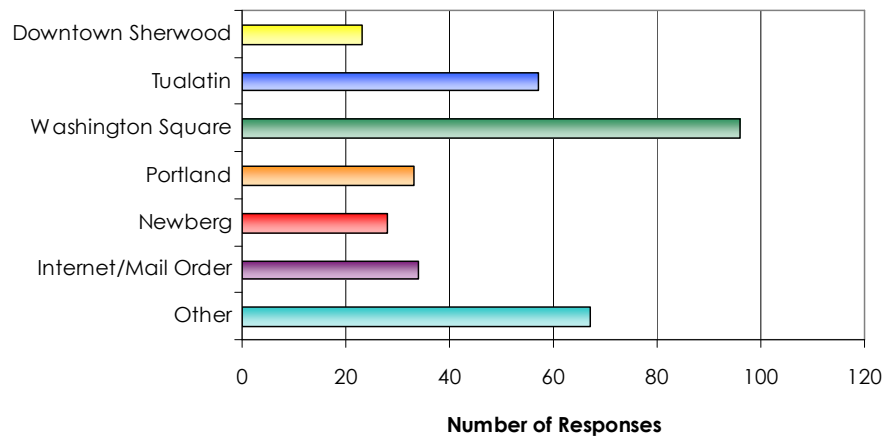


# Sherwood Shopper Survey

## Section 1: Shopping Habits

### 1. Where do you do most of your non-grocery shopping (e.g., apparel, home furnishings, sporting goods, etc.)? (186 respondents)

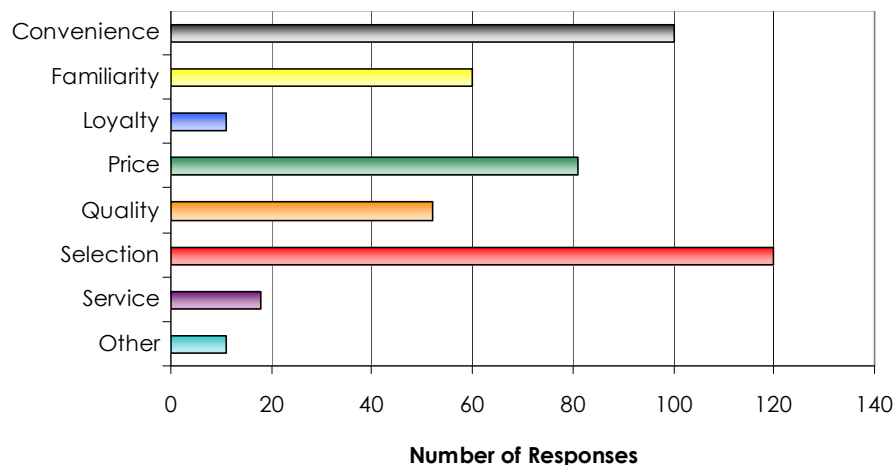
- ★ Over half of respondents (52%) do most of their shopping at Washington Square, followed by Tualatin (31%) and over the internet/through mail order catalogs (18%/34 respondents).
- ★ Twelve percent (12%) do most of their shopping in downtown Sherwood.
- ★ Of the 67 respondents who checked "other," popular responses include big box stores such as Target and Costco (25), Tigard (8), Wilsonville (5), Beaverton (5) and Bridgeport (5).



12.

### 2. What are the primary reasons for shopping where you do? (Please select your top 3 reasons). (188 respondents)

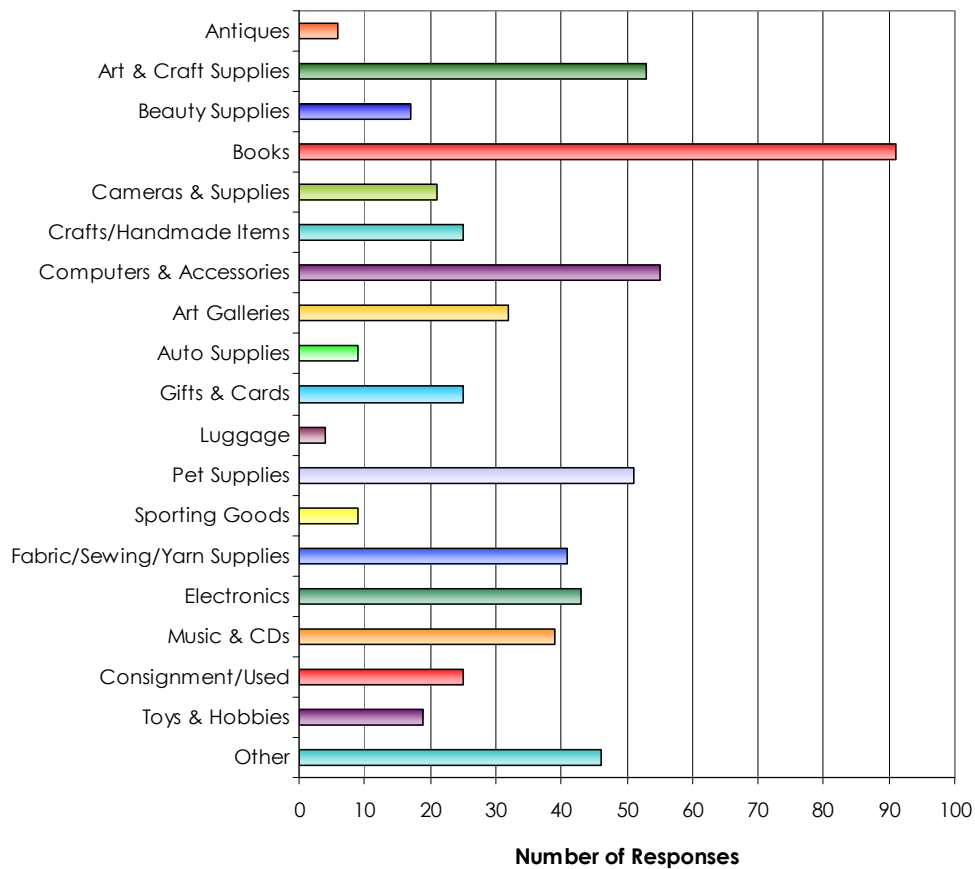
- ★ The most common reasons motivating shopping location are selection, selected by 64% of respondents, and convenience, selected by 53% of respondents.
- ★ Other popular factors behind shopping location include price (43%), familiarity (32%) and quality (28%).



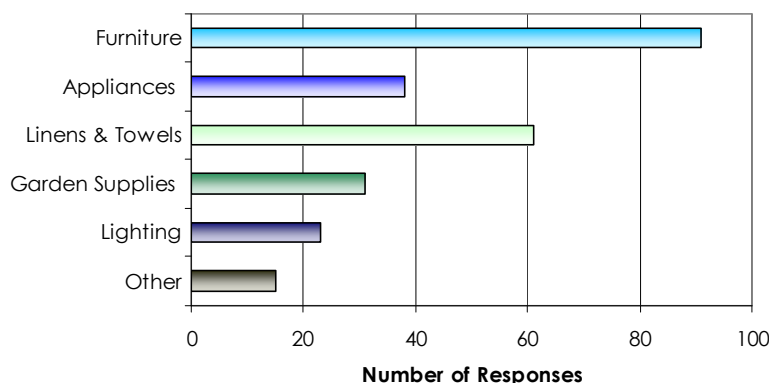
## Section 2: Shopping Needs in Sherwood

### 3. What types of SPECIALTY MERCHANDISE do you think we are missing or need more of in Sherwood? (Check all that apply.) (170 respondents)

- ★ Books the number one type of specialty merchandise selected by respondents as missing or lacking in Sherwood (54% of respondents).
- ★ Other top specialty merchandise shopping needs in Sherwood include computers & accessories (32%), arts & crafts supplies (31%), pet supplies (30%), electronics (25%), fabric/sewing/yarn supplies (24%) and music & CDs (23%).



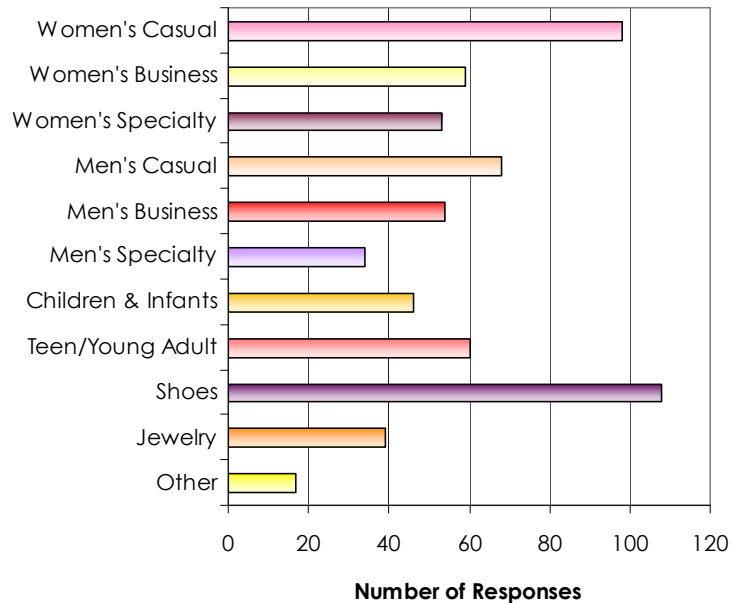
### 4. What kinds of HOUSEHOLD FURNISHINGS do you think we are missing or need more of in Sherwood? (Check all that apply.) (133 respondents)



- ★ Sixty-eight percent (68%) of respondents checked furniture as missing or lacking in Sherwood, followed by linens & towels (46%), appliances (29%) and lighting (17%).

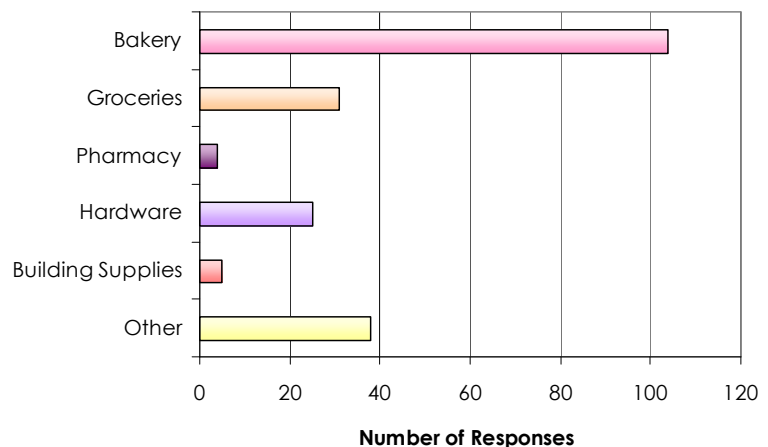
**5. What kind of APPAREL do you think we are missing or need more of in Sherwood? (Check all that apply.) (155 respondents)**

- ★ Shoes are the number one apparel item listed by respondents as missing or lacking in Sherwood (70%).
- ★ Other top responses include women's casual (63%), men's casual (44%), women's business (38%) and apparel for teens/young adults (39%).
- ★ Additionally, 35% of respondents selected men's business, 34% selected women's specialty and 30% selected children & infants apparel.



**6. What kinds of CONVENIENCE MERCHANDISE do you think we are missing or need more of in Sherwood? (Check all that apply.) (131 respondents)**

- ★ A bakery tops this list, with 79% of respondents selecting it bakeries as missing or lacking in Sherwood.
- ★ Almost a quarter of respondents identified groceries as missing/lacking and 14 respondents (11%) specified the need for a natural/organic food store in the "other" category.
- ★ Nineteen percent (19%) of respondents reported a need for hardware in Sherwood.



**7. Some of the above merchandise may be available locally. Please explain why you may not be buying these products in Sherwood if you are aware of them. (77 respondents)**

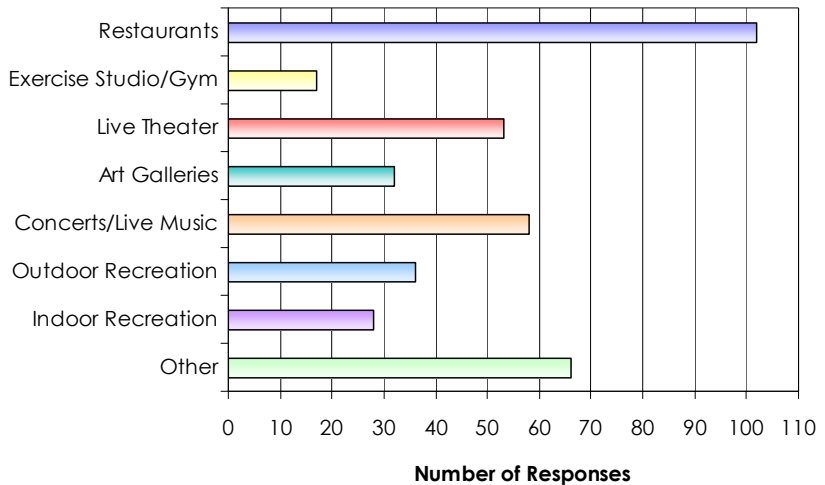
- ★ The reason most frequently cited for not shopping in Sherwood is a lack of selection (32 respondents) and the availability of quality items (16 respondents). Many respondents mentioned a desire for higher-quality items and greater selection than is available at Target.
- ★ High prices/lack of competitive pricing are the reason 12 respondents do not shop locally; 5 listed lack of service as reasons for not shopping in Sherwood.

- ★ Other responses included a lack of a critical mass of shops making it possible to get multiple types of items in one trip (3), a lack of knowledge of what is available (30) and inconvenient store hours (2).

### Section 3: Services in Sherwood

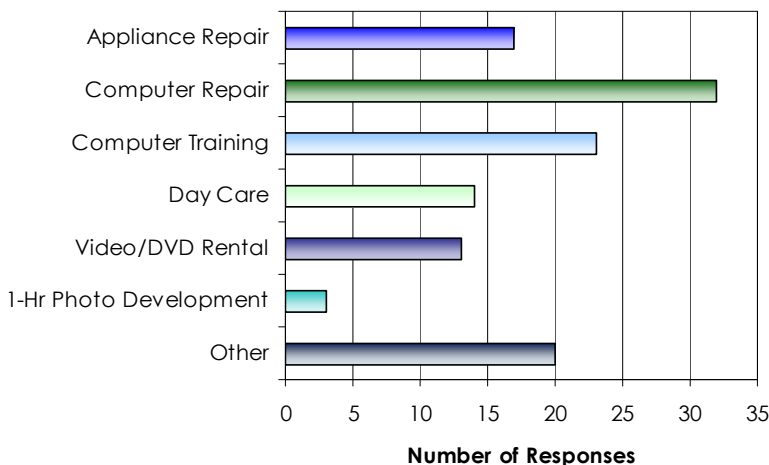
#### 8. What kinds of LEISURE/ENTERTAINMENT services do you think we are missing or need more of in Sherwood? (Check all that apply.) (156 respondents)

- ★ The most popular type of leisure/entertainment service need in Sherwood is restaurants (65% of respondents). Concerts/live music followed and was selected by 37% of respondents.
- ★ Twenty-one percent (21%) of respondents selected art galleries.
- ★ Forty-two percent (42%) of respondents selected "other." Top responses in this category were



bowling alleys (11 respondents), racquetball/tennis courts (10), outdoor trails for bikes and ATVs (8), an outdoor pool (5), softball fields and volleyball and basketball courts (6) and classes such as dance, cooking and art (4).

#### 9. What kinds of GENERAL SERVICES do you think we are missing or need more of in Sherwood? (Check all that apply.) (74 respondents)



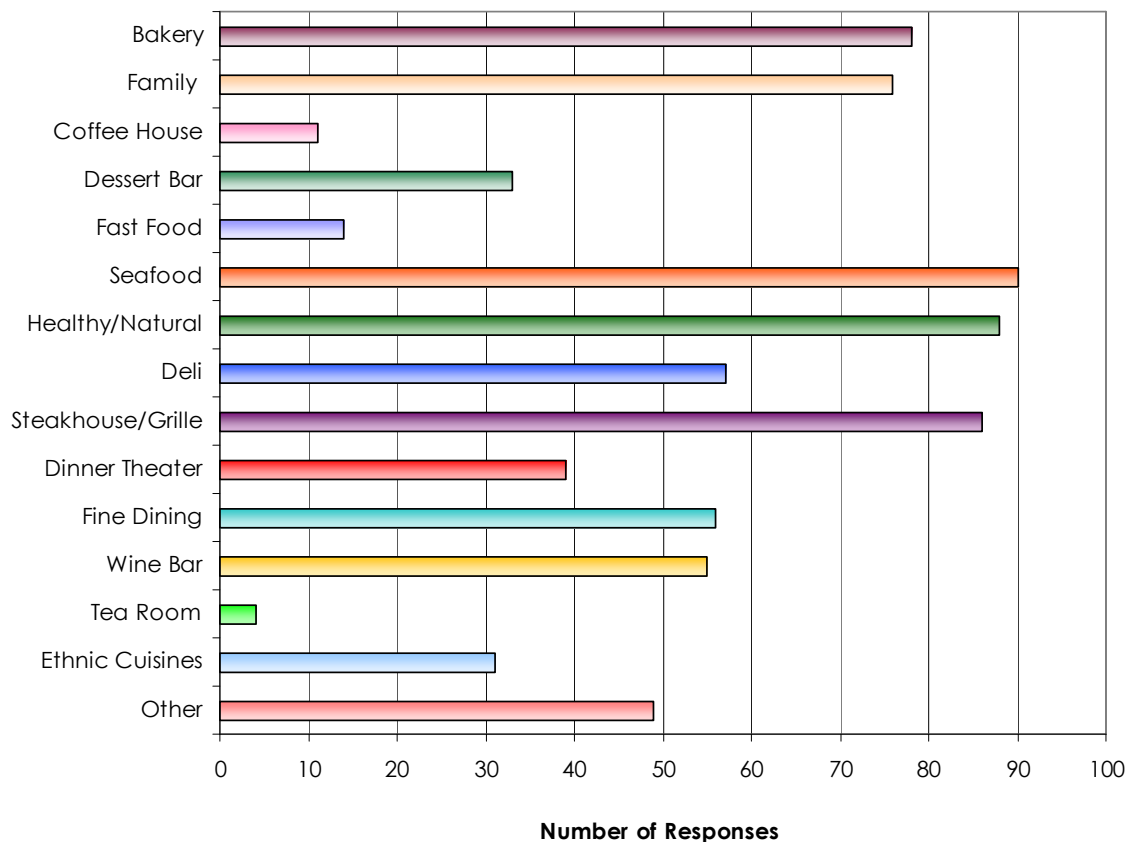
- ★ The most frequently selected type of general service is computer training (43%), followed by computer repair (31%) and appliance repair (23%).
- ★ Only three respondents selected photo development and none selected pack & mail services.

**10. What kinds of PERSONAL SERVICES do you think we are missing or need more of in Sherwood? (Check all that apply.) (66 respondents)**

- ★ Of the 66 respondents that answered this question, 21% (14 respondents) selected dry cleaning/laundry services and 20% (13 respondents) selected a day spa.
- ★ Five percent (4%/3 respondents) selected tailoring/alteration services.
- ★ Thirty percent of respondents (20) listed “other” services, including professional services such as CPAs, attorneys and physicians (3), a yoga/ballet studio (1), shoe repair (4), housekeeping services (1) and dog walking/sitting services (1).

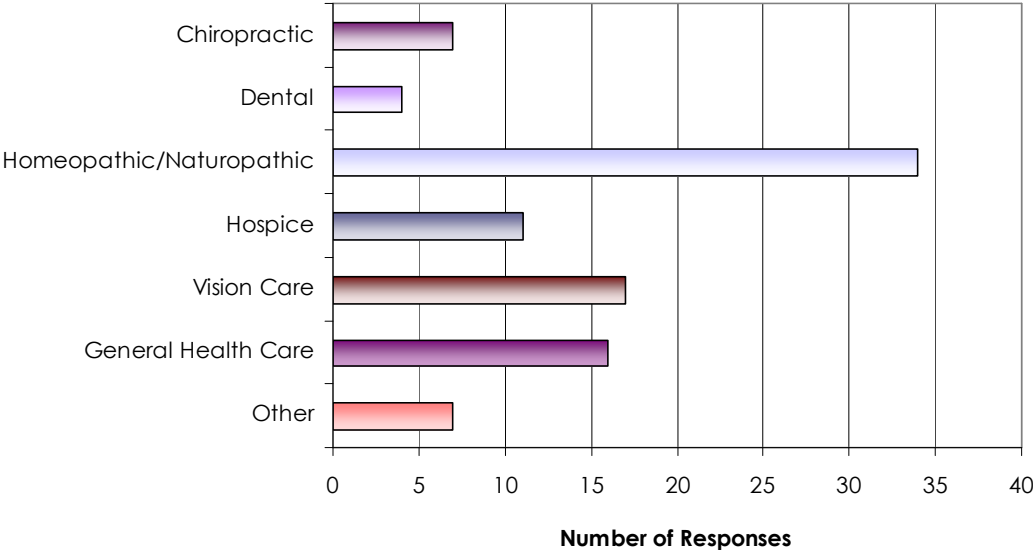
**11. In your opinion, what types of RESTAURANTS AND CUISINES do you think we are missing or need more of in Sherwood? (Check all that apply.) (165 respondents)**

- ★ The most popular restaurants and cuisines identified as lacking in Sherwood are seafood (55%), a steakhouse/grille (52%), a bakery (47%) and family restaurants (46%).
- ★ Other popular choices are a deli (35%), fine dining (34%) and a wine bar (33%).
- ★ Nineteen percent (19%) of respondents selected ethnic cuisines and specified a quality Italian restaurant (11 respondents), Thai (7), Indian (5) and Greek/Lebanese (5).



**12. What HEALTH SERVICES do you think we are missing or need more of in Sherwood? (Check all that apply.) (71 respondents)**

- ★ The top health service selected by respondents was homeopathic/naturopathic care (48% of respondents).
- ★ Other top choices include vision care (24%) and general health care (23%).



**13. Some of these services may be available locally. Please explain why you may or may not choose Sherwood providers, if you are aware of their services. (32 respondents)**

- ★ The number one reason for not using local service providers is a lack of quality and selection, especially in terms of dining options (7 respondents).
- ★ Five respondents explained not using local medical services due to health care plan/insurance restrictions and another three cited the poor reputations for local providers.

**14. What are the best times for you to shop during the week (Monday to Friday)? (168 respondents)**

- ★ Fifty-seven percent (57%) of respondents said after 5:00 p.m. is the best time for them to shop during the week.
- ★ Forty-three percent (43%) of respondents said 8:30 a.m. to 5:00 p.m. is the best time for them to shop during the week.

**15. What are the best times for you to shop on the weekend? (164 respondents)**

- ★ The most popular shopping time was Saturday morning, selected by 37% of respondents (61 respondents).
- ★ Another 36% (59 respondents) selected Saturday afternoon as the best time to shop on the weekend.
- ★ Nineteen percent (19%/31 respondents) selected Sunday afternoon.
- ★ Eight percent (8%/13 respondents) selected "other," of which 6 listed Sunday morning.

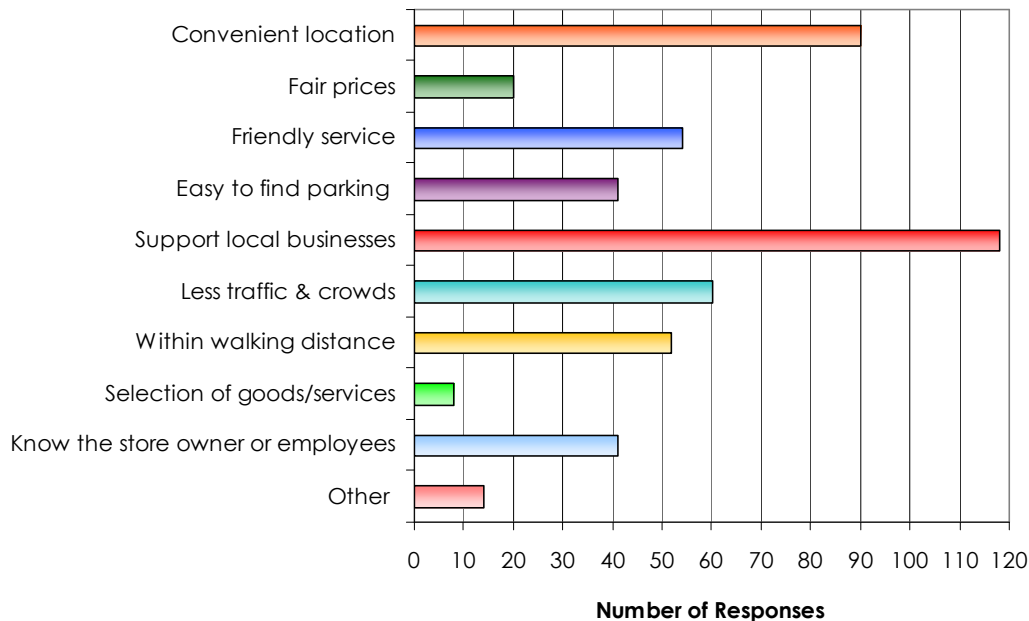
## Section 4: Shopping & Doing Business in Downtown Sherwood

### 16. What types of merchandise or services do you currently purchase downtown? (114 respondents)

- ★ The most popular item purchased in downtown Sherwood is coffee, listed by 44 respondents. Other popular types of merchandise include restaurants (31 respondents) groceries (22).
- ★ Other top responses include the library (14 respondents), donuts (14), flowers (13), the farmer's market (12), personal services such as hair salons and day spas (11) and general household goods (8).

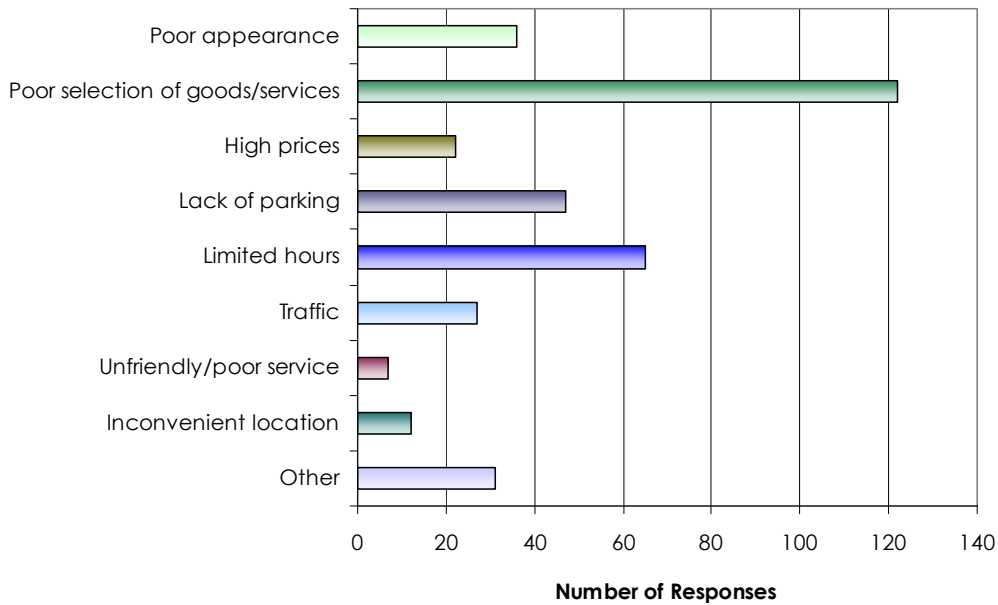
### 17. Currently, what are the major ADVANTAGES of shopping or doing personal errands in downtown? (Please check the top 3.) (158 respondents)

- ★ The biggest advantage to shopping or doing personal errands in downtown is supporting local businesses, which was selected by 75% of respondents.
- ★ Other top reasons include its convenient location (57% of respondents), less traffic & crowds (38%), friendly service (34%) and that is in within walking distance (33%).



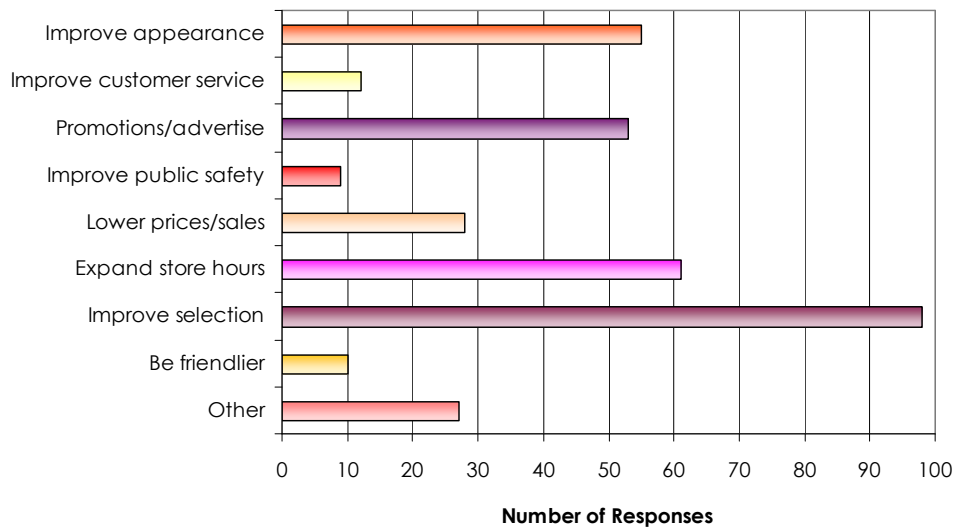
### 18. Currently, what are the major DISADVANTAGES of shopping or doing personal errands in downtown? (Please check the top 3.) (156 respondents)

- ★ Seventy-eight percent (78%) of respondents selected "poor selection of goods/services" as a major disadvantage to shopping or doing errands in downtown.
- ★ Other major disadvantages were limited hours (42%), lack of parking (30%), poor appearance (23%) and traffic (17%).



**19. What can downtown merchants do to improve their stores? (147 respondents)**

- ★ The number one way downtown merchants can improve their stores is by improving selection, which was checked by 67% of respondents.
- ★ Expanded store hours (42%), improved appearances (37%) and improved promotions and advertising (36%) were other top ways for downtown merchants to improve their stores.



**Section 5: General Information**

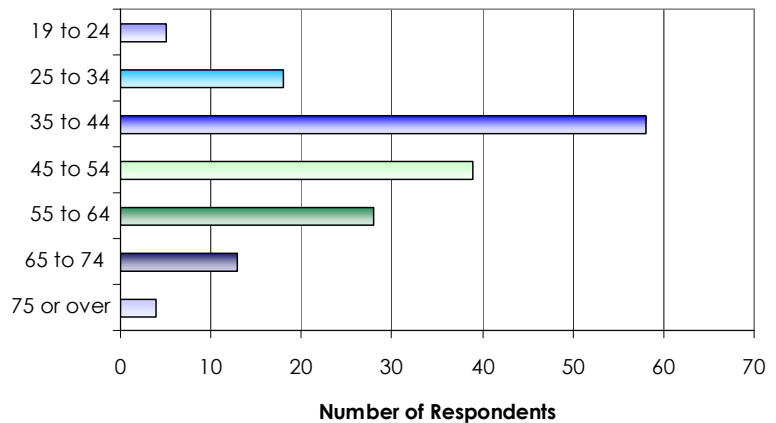
**20. What identity or image would you like to see downtown Sherwood develop for itself as a unique business, shopping and entertainment district? (110 respondents)**

- ★ “Strong community, family friendly for all ages, indoor and outdoor activities”

- ★ “Friendly, interactive neighborhood of assorted shops, interspersed with places to stop and have a glass of wine or get a bite to eat”
- ★ “A fun place to come hang out, walk around, see and be seen, lots to see and do – restaurants, ice cream, book shop, restaurants, interesting and practical shops”
- ★ “Keep the character of Old Town and enhance it with street trees and streetscaping”
- ★ “It should be terrific to look at, with a much higher standard of design and landscaping than Sherwood currently has”
- ★ “Art galleries, unique clothing and accessories, boutique shops. Place for local musical talent to be showcased. Wine bar/tasting room. Coffee house for community to gather”

**21. Please check your age. (165 respondents)**

- ★ The highest share of respondents (35%) are in the 35 to 44 year age category.
- ★ Twenty-four percent (24%) of respondents are in the 45 to 54 age category and 17% are in the 55 to 64 age category.



**22. Please tell us your home zip code? (161 respondents)**

- ★ Eighty-three percent (83%) of respondents live in the 97140 zip code.
- ★ Six respondents (4%) live in the 97062 zip code and another 4% live in the 97132 zip code.
- ★ Four respondents (3%) live in the 97224 zip code and 11 (7%) live in other zip codes.

**Please share any other comments below.**

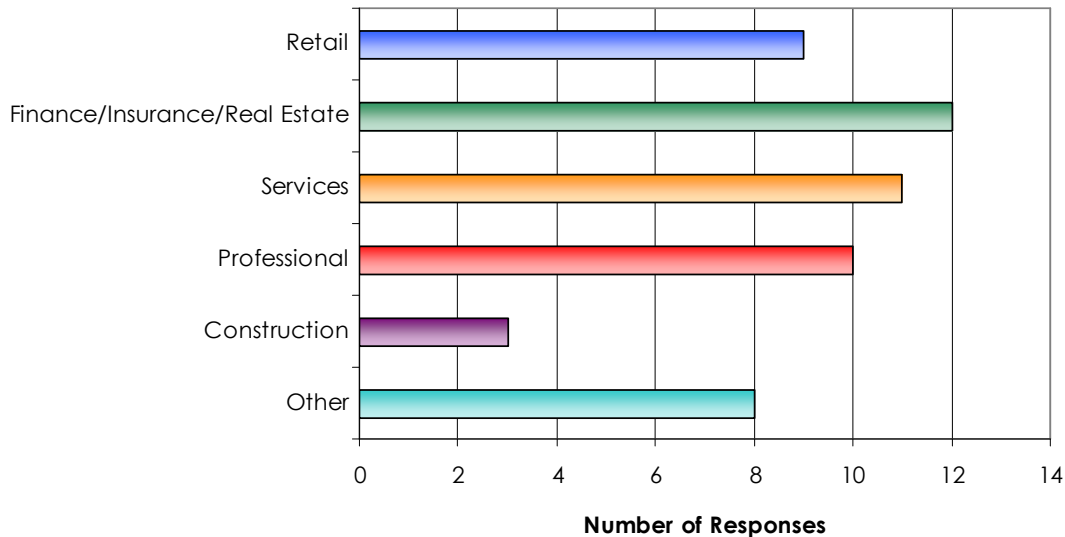
- ★ “I would like to see Sherwood leaders remember the seniors in our community”
- ★ “We love Sherwood and especially Old Town. We were excited to hear that it was being restored and pictured a ‘quaint’ town center like McMinnville or Willamette”
- ★ “Old Town needs to grow in a way that is both contemporary and traditional but it needs to be done in a ‘smart’ way with planning and realistic goals”
- ★ “Please support more restaurants in Sherwood. We would eat way more in Sherwood if there were more choices!”
- ★ “Downtown Sherwood has great events, however, it needs more variety of shops and restaurants”

# Sherwood Business Survey

## Section 1: Background Information and Operations

### 23. What is the nature of your business? (53 respondents)

- ★ The greatest number of business respondents are finance/insurance/real estate businesses (23%) followed by service establishments (21%).
- ★ Professional businesses (19%) and retail establishments (17%) followed.



### 24. Is your business located in downtown Sherwood? (52 respondents)

- ★ Twenty-seven percent (27%/14 businesses) of respondents are located downtown Sherwood and 73% (38 businesses) are not located in downtown.

### 25. Name up to 3 advantages or strengths you associate with doing business in Sherwood. (49 respondents)

- ★ The biggest advantage or strength to doing business in Sherwood identified by respondents is its strong community, its people and its small town feel (listed by 34 respondents).
- ★ Other advantages are Sherwood's customer base and demographics (17 respondents), its proximity to their home (17 respondents) and the Chamber of Commerce and sense of support for local businesses (16 respondents).
- ★ A desire to support the local economy (9 respondents), parking availability and lack of traffic congestion (8 respondents) and general convenience (6 respondents) were also identified.

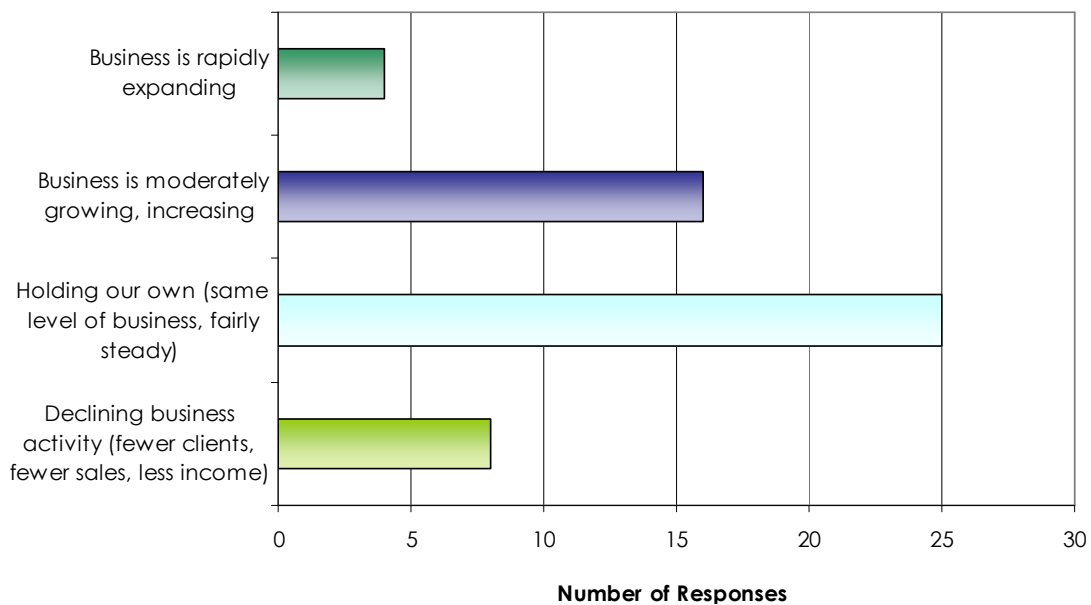
### 26. Please share any disadvantages (if any) to doing business in Sherwood? (39 respondents)

- ★ Of the 39 respondents, 12 identified traffic and street patterns as a disadvantage to doing business in Sherwood.

- ★ Eleven (11) respondents listed a lack of retailers, quality restaurants and services as a disadvantage.
- ★ Other disadvantages reported were a difficulty attracting both Sherwood residents and out of town shoppers (9 respondents), high development and business start-up costs (8 respondents) and parking (6 respondents).

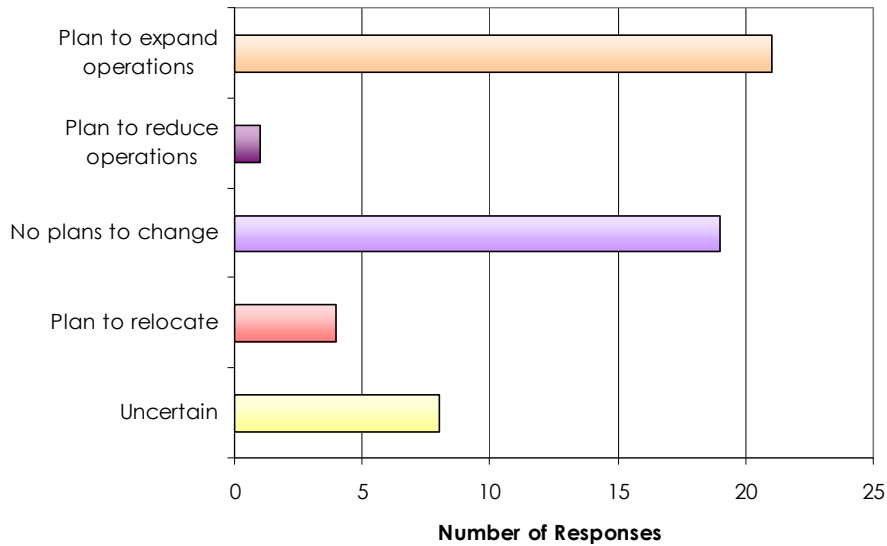
**27. How would you characterize your current business activity level (i.e., last 12 months of operation)? (53 respondents)**

- ★ Almost half of respondent businesses identified their business activity level as “fairly steady/holding our own” (47%/25 respondents).
- ★ Thirty percent (30%/16 respondents) grew moderately over the last year and 15% (8 respondents) saw a decline in business activity.



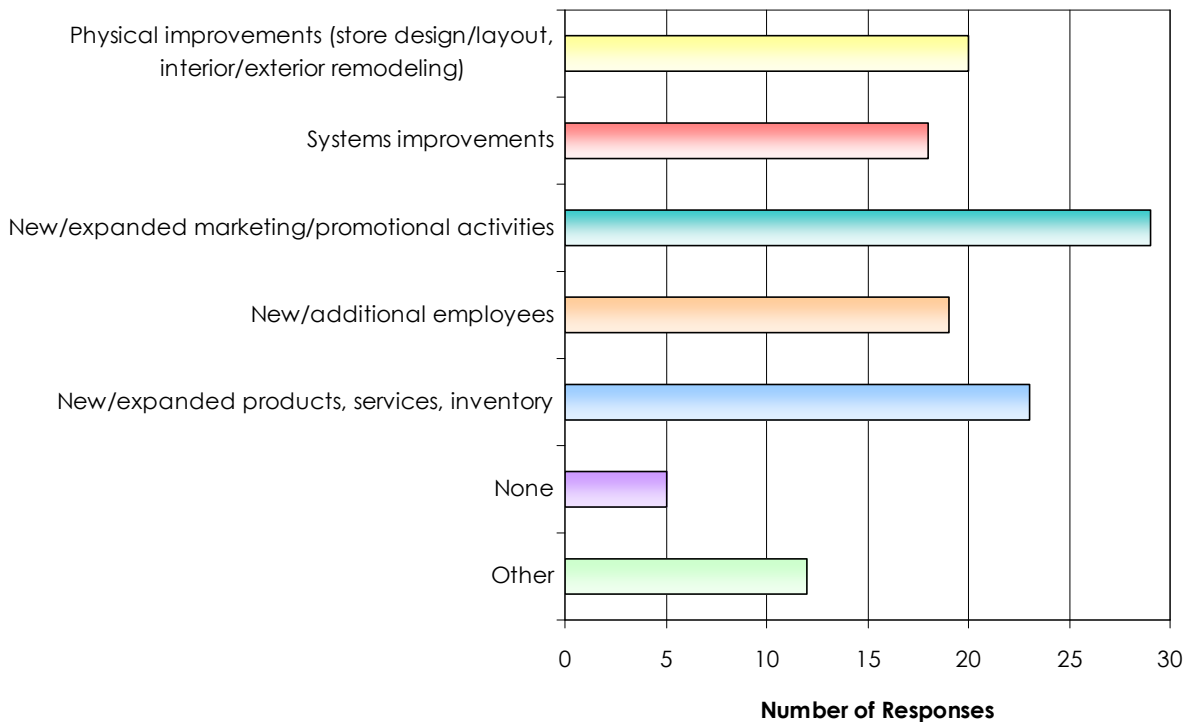
**28. Which description below best characterizes your plans to expand or reduce your operations in the next one to two years? (53 respondents)**

- ★ The largest share of respondents plan to expand operations over the next one to two years (40%/21 respondents).
- ★ Thirty-six percent (36%/19 respondents) have no plans for expansion or reduction and 15% (8) are uncertain about future plans.
- ★ Four respondents (8%) have plans to relocate their businesses.



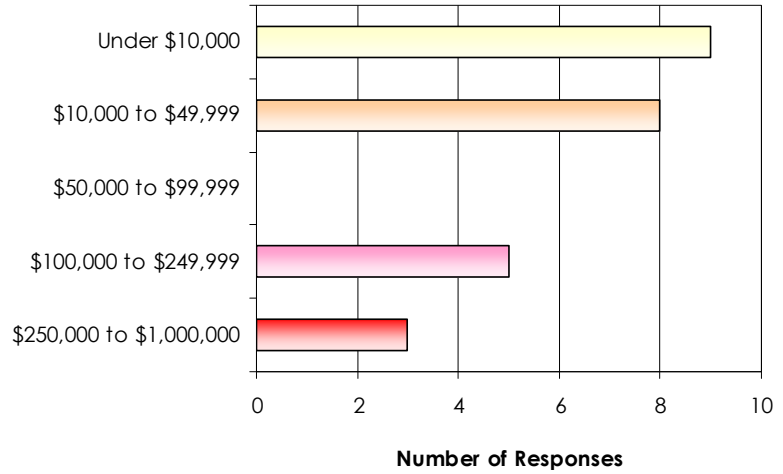
**29. Please check any type of investment or improvement you have made in your business in the last two years. (52 respondents)**

- ★ Over half of respondent businesses (56%/29 respondents) have expanded marketing/promotional activities in the last two years.
- ★ Other popular investments/improvements made in the last two years include: new/expanded products, services or inventory (44%), physical improvements (39%), new/additional employees (37%) and systems improvements (35%).



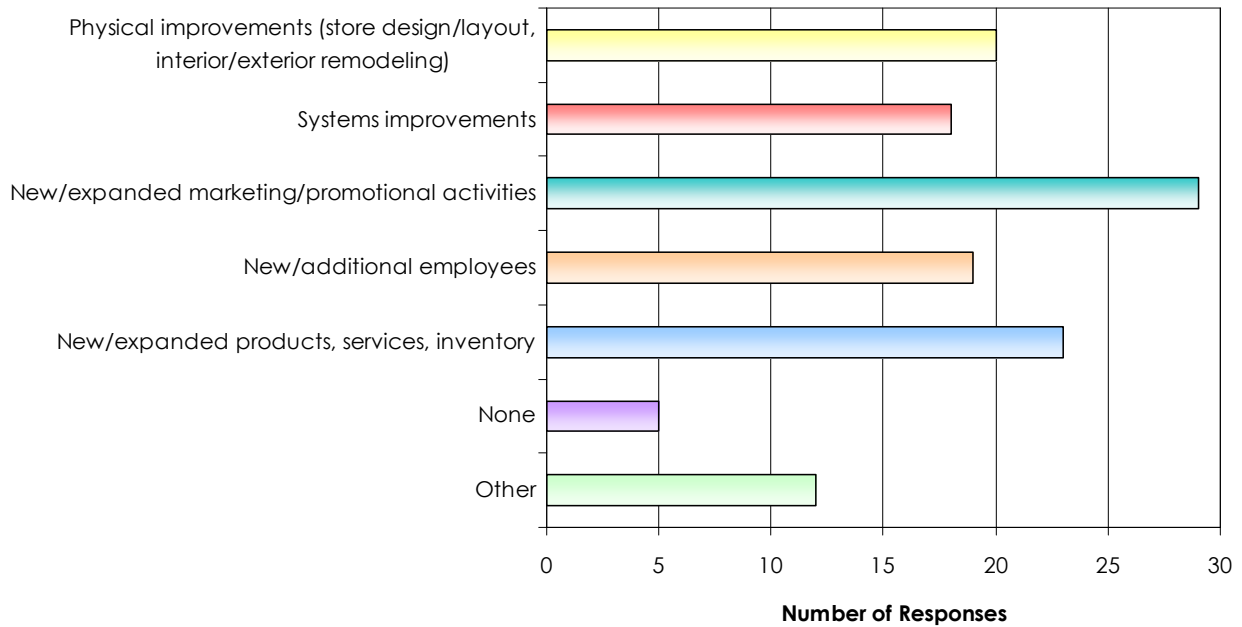
**30. Please provide the total estimated dollar value for the investments/improvements checked in Question 7. (25 respondents)**

- ★ Of the 25 respondents, 9 made improvements valued under \$10,000 and 8 made improvements valued from \$10,000 to \$49,999.
- ★ Five respondents made improvements valued from \$100,000 to \$249,999 and 3 made improvements valued from \$250,000 to \$1,000,000.



**31. Please check any type of investment or improvement you plan on making in the next one to two years. (51 respondents)**

- ★ Over half of respondents (51%/26 businesses) plan to expand marketing and promotional activities.
- ★ Fifteen respondents (29%) plan to expand products, services or inventory and 29% plan to add employees.
- ★ Twenty-eight percent (28%) plan systems improvements and physical improvements.

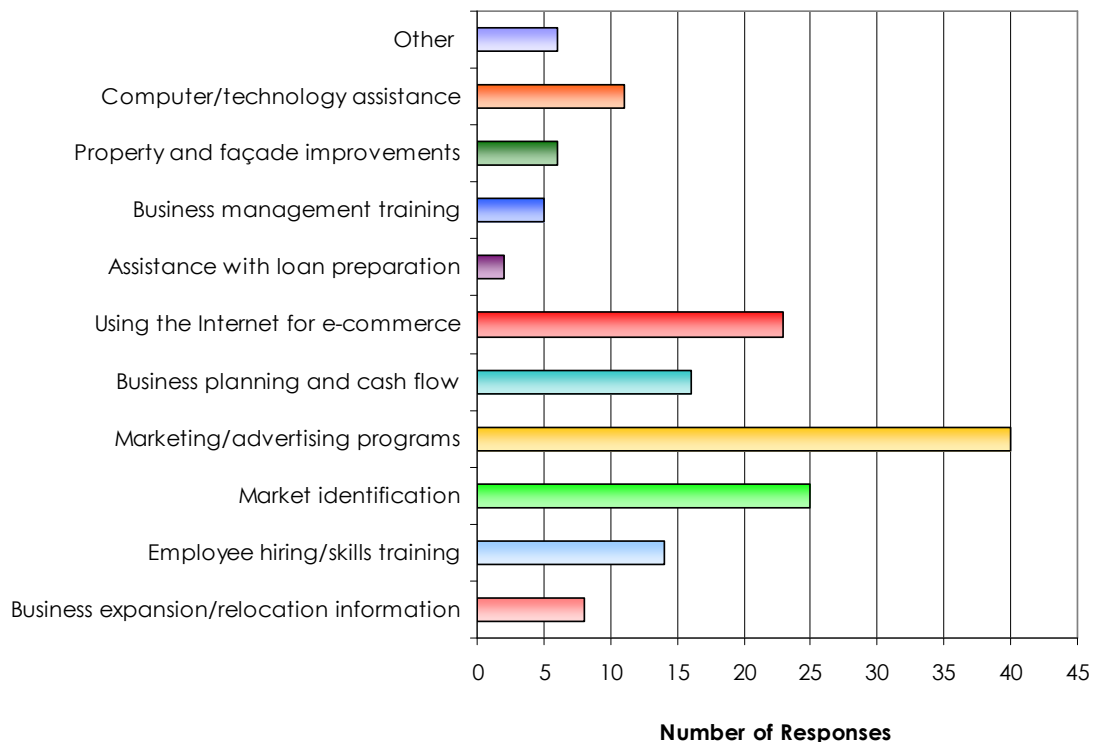


**32. What are the top issues or obstacles facing your business today? (List up to 3.) (46 respondents)**

- ★ The top issue facing businesses is the weakening economy and high gas prices, listed by 23 of the 46 respondents.
- ★ Other obstacles listed were difficulty reaching target markets and high advertising costs (10 respondents), high rents or land costs (7 respondents) and difficulty finding employees (4 respondents).

**33. To keep your business healthy and competitive, which of the following types of information or assistance are important to your company's growth? (Please check all that apply.) (50 respondents)**

- ★ The most popular response was information/assistance with marketing/advertising programs, identified by 80% of respondents (40).
- ★ Other popular responses included market identification (50%/25 respondents), using the Internet for e-commerce (46%/23 respondents), business planning and cash flow (32%/16 respondents) and employees hiring/skills training (28%/14 respondents).



**34. Are you interested in participating in a cooperative business marketing effort to attract customers to downtown Sherwood or to encourage residents to shop locally? (51 respondents)**

- ★ Forty-one percent (41%) of respondents are interested in participating in a cooperative marketing effort to attract customers and 59% are not.

## Section 2: The Future of Downtown Sherwood & Business in Sherwood

### 35. What identity or image would you like to see downtown Sherwood develop for itself as a unique shopping district attractive to residents and visitors alike? (33 responses)

- ★ "A classy, cool small town"
- ★ "Fun atmosphere –restaurants and shopping available to walkers and bikers"
- ★ "Keep the small town charm of Old Town but bring in modern conveniences"
- ★ "Better variety of shops, goods and services"
- ★ "A place for families to spend an afternoon – take a music lesson, get an ice cream cone, paint pottery, visit the library. Take advantage of the park space near the museum for weekly summer functions. We need an increase in 'fun' specialty shops. If we could get more retail businesses and fewer offices, more people would come to town and spend some time."

### 36. What types of businesses would you like to see downtown Sherwood attract or grow to improve its business mix? (36 respondents)

- ★ Top responses included a wine bar/microbrewery, quality but reasonably-priced restaurants and specialty retailers (each selected by 8 respondents).
- ★ Respondents emphasized the importance of keeping businesses independent and locally owned and limiting the number of antique stores in downtown.
- ★ Other suggestions included an office supply store (3), professional offices (5), apparel (4), a theater/cultural center (3) and a music/bookstore (3).

### 37. Are there products or services that your business currently purchases out of town that you would purchase in town if they were available? (40 respondents)

- ★ Half of the respondents (20 businesses) reported that there are products or services they would purchase in town if they were available and half (20 businesses) reported that there are not.

### 38. If you answered yes, please name them and explain your responses. (20 responses)

- ★ The top response was office supplies and services (i.e., copying, packing, shipping) (13 respondents).
- ★ Other responses included restaurants (4), gourmet food (4), apparel (3), photo printing, film developing and camera supplies (1), furniture (1) and craft supplies (1).

### 39. In your opinion, what could local businesses do to attract more local residents who are currently shopping in other areas? (33 responses)

- ★ Improving marketing/promotions to target consumer markets was the tactic most frequently listed by respondents to attract more local resident shoppers (9 respondents). Respondents suggested cooperative marketing tactics (8) and community/cultural events (5) as strategies for reaching local residents and informing them of downtown's offerings.
- ★ Respondents also identified the need to provide a wider variety of retailers and restaurants which are both high quality and affordable (10).

- ★ Other suggestions included parking improvements (4), façade/physical improvements (3) and longer business hours (3).

**40. What could local businesses do to attract more visitors and other shoppers who live out of the area? (33 responses)**

- ★ Responses most frequently centered around improved advertising and promotion of the downtown (13). Respondents emphasized the need to identify what is unique about Sherwood and then to develop a marketing plan to get the word out to nearby communities. Regular and special events were suggested, including cultural activities and an indoor Saturday market.
- ★ Other responses included improved design for buildings façades (3 respondents) and improved signage and navigation downtown (2).

**Please share any other comments below.**

- ★ "Please keep Sherwood's small town feel even though we are growing so large – it is one of our greatest assets."
- ★ "I love Old Town and nothing would make me happier than to see it bustling with people every weekend. We have this 'crown jewel' in the middle of our town that has more potential than any other urban downtown streetscape, with so many different directions that we can go! Let's make it happen!"
- ★ "As Sherwood and especially Old Town get promoted in the future, they City needs to...bring assets to town that create activity. We need to re-brand Sherwood as a destination of activities that offer something for everyone. Get the visitors from out of town who come to spend dollars in Sherwood."