



## 2015 Nederland Area Economic Development Survey

Welcome to the 2015 Nederland Economic Development Survey

**The Town of Nederland's Economic Development Task Force and the Nederland Downtown Development Authority are gathering input from Nederland area residents and visitors to determine preferences for improvements to Nederland's downtown and commercial areas. Your feedback is essential for guiding Nederland's economic future. Please take 15 minutes to complete the following survey. Questions may be answered in any order, and the survey may be saved and completed at a later time. For more information on economic development in Nederland, visit [www.nederlandco.org/economicdevelopment](http://www.nederlandco.org/economicdevelopment).**



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1. Approximately how often do you shop, eat or do business in Nederland?

2. Which of the following activities/businesses do you regularly visit in Nederland: (please check// that apply)

- Grocery Shopping
- Other Shopping
- Restaurants and/or bars
- Entertainment (live music, movies, etc.)
- Library
- Nederland schools and/or Child Care
- Personal business (i.e. hairdresser, bank, gym)
- Special events (music festivals, Frozen Dead Guy Days, etc.)
- Post Office
- Hardware store
- Town Hall business
- Outdoor recreation (i.e. skiing, hiking, biking, etc.)
- Other (please specify)

3. If you seldom visit Nederland businesses, is it because of: (please check// that apply)

- Lack of products/services
- Perception of high prices
- Limited parking
- Difficult to get around/find stuff
- Poor customer service
- Lack of interesting things to do
- Commute to work and shop elsewhere
- Generally unappealing environment
- Other (please specify)

4. Which of the following business destinations do you visit *at least* once a month? (please check *all* that apply)

- Downtown Boulder (Pearl Street Mall)
- Boulder for groceries, household goods
- Costco, Walmart, Target, other "Big Box"
- 29th Street Mall or other Mall
- Denver area
- Online shopping
- Other (please specify)

5. Which improvements would encourage you to visit/patronize Nederland area businesses more often?

	No-Won't encourage me to visit more	<b>May</b> encourage me to visit more	Yes-will encourage me to visit more
More/different restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unique, one-of-a-kind shops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More household staples	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More/better recreational activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enhanced physical environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Live entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Special events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More welcoming atmosphere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Better information on what exists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

6. Tell us more about what improvements would encourage you to visit Nederland more often

What type of restaurants would encourage you to visit more?

What kind of shops would encourage you to visit more?

What type of products would encourage you to visit more?

How could Nederland enhance its physical environment?

What type of live entertainment would encourage you to visit more?

What type of special events would encourage you to visit more?

How could Nederland be more inviting?

7. If you could add or change ONE thing to improve Nederland's commercial districts, what would it be?

8. Which of the following best describes where you live?

9. What strengths do you see in the Nederland community that support, or could support, a healthy local economy? (list in order of importance)

1.

2.

3.

4.

5.

10. Conversely, what aspects of the community stand in the way of a thriving local economy? (Again, attempt to rank them in terms of importance)

- 1.
- 2.
- 3.
- 4.
- 5.

11. What opportunities do you support for growing the Nederland-area economy?

12. What do you see that could threaten the health of the local economy?

13. What is your gender?

- Female
- Male
- Other

14. How long have you lived in the Nederland area?

15. How old are you?



## 2015 Nederland Area Economic Development Survey

You have completed the survey!

**Thank you for taking time to complete the 2015 Nederland Area Economic Development Survey. Your valued feedback will help to guide local decision making related to economic development now and into the future.**