

## 2010 Hawthorne Shopper Survey

The Hawthorne Economic Development Committee & Hawthorne Chamber of Commerce are conducting a shopper preference survey to determine the type of new retail businesses you would like to see in Hawthorne. The results of the survey will be used to help recruit new businesses by identifying your preferences to prospective business owners.

Please take a few minutes to complete the survey questions. You may also download this survey at <http://www.hawthornenj.org/economic.cfm> and e-mail the completed survey to [hawthorne.edc@gmail.com](mailto:hawthorne.edc@gmail.com). The survey results will be published on [www.hawthornenj.org](http://www.hawthornenj.org) several weeks after the survey ends on October 2, 2010.

**What type of new business would you like to come to Hawthorne? Select your top 5 preferences assigning 5 points for your highest preference through 1 point for your lowest preference.**

Business	Points	Business	Points
Children's apparel		Bakery	
Women's apparel		Specialty food store	
Men's apparel		Meat market	
Jewelry		Supermarket	
Housewares; household items		Pharmacy, personal care	
Hardware store		Pet store	
Small appliances		Book, magazine, greeting card store	
Major appliances		Musical, musical instrument store	
Electronics		Variety; 5&10	
Computer hardware/software		Sporting goods	
Toy store		Fitness center	
Sports center (indoor batting cage, indoor driving range)			
Restaurant (specify type):			
Discount or Specialty store (specify type):			
Other business you would like in Hawthorne:			

**What factors would increase your likelihood to patronize businesses in Hawthorne? Select your top 3 preferences assigning 3 points for your highest preference and 1 point for your lowest.**

Factor	Points
Convenient parking	
Evening hours	
Appearance, cleanliness	
Quality of service, personal relationship	
Perception of safety, security	
Discounts for seniors, organizations	
Other (specify):	

**If you have any comments or suggestions please include them here:**

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**What gender are you?  Female  Male**

**What age group are you in?  under 21  21 to 40  41 to 60  over 60**

Thank you for participating in the survey. Please return the survey to your canvasser or mail to:

**Hawthorne Economic Development Committee  
445 Lafayette Avenue  
Hawthorne, NJ 07506**