**Business Community Survey**

**Short Version   
(5 questions)**

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**Implied Consent to Participate in Research**

Data collected from this confidential survey will be used to determine the impact of Sunday Streets events on local businesses. You have been invited to participate because you are an owner/manager of a business along a Sunday Streets route. You must be 18 years of age or older to participate. There are no risks or benefits to you in participating in this survey. Participation is voluntary. You may answer only the questions you feel comfortable answering, and you may stop at any time. If you do not wish to participate, simply return the blank survey, with no penalty to yourself. If you do participate, **completion and return of the survey indicates your consent to the above conditions.**

The survey should take approximately 5 minutes to complete. Any questions or concerns should be directed to the principal investigator, Susan Zieff, Ph.D. @ [susangz@sfsu.edu](mailto:susangz@sfsu.edu), Department of Kinesiology, San Francisco State University, 1600 Holloway, San Francisco, CA 94132-4161.

Merchant Experiences with Sunday Streets

|  |  |  |
| --- | --- | --- |
| 1. What type of business is this? | 0 | Restaurant/cafe |
|  | 1 | Grocery, liquor store |
|  | 2 | Gifts, small household items |
|  | 3 | Housewares (appliances, hardware) |
|  | 4 | Service (e.g. Laundromat, mortuary) |
|  | 5 | Clothing |
|  | 6 | Sporting goods |
|  | 7 | Specialty goods. Please describe: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
|  | 8 | Other. Please describe:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
|  |  |  |
| 2. How many people came into your store this past Sunday? Date: | 0 | 0-10 |
|  | 1 | 11-20 |
|  | 2 | 21-35 |
|  | 3 | 36 -50 |
|  | 4 | More than 50, number? |
|  |  |  |
| 3. How many people bought something? | 0 | 0-10 |
|  | 1 | 11-20 |
|  | 2 | 21-35 |
|  | 3 | 36-50 |
|  | 4 | More than 50, number? |
| 4. What was your total revenue for this past Sunday? | (date) | $ \_\_\_\_\_\_\_\_\_\_\_\_ |
|  |  |  |
| 5. How many employees worked this past Sunday? |  | Number: |

**Business Community Survey**

**Long Version (10 questions)**

|  |  |  |
| --- | --- | --- |
| **1. What type of business is this? Please circle.** |  |  |
| 0 – Restaurant | 4 | Service (e.g. Laundromat, mortuary) |
| 1—Grocery, liquor store | 5 | Clothing |
| 2 – Gifts, small household items | 6 | Sporting goods |
| 3 – Housewares (appliances, hardware) | 7 | Specialty goods. Describe: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
|  | 8 | Other. Please describe: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **2. How many people came into your store this past Sunday?** | 0 | 0-10 |
|  | 1 | 11-20 |
|  | 2 | 21-35 |
|  | 3 | 36 -50 |
|  | 4 | More than 50, please provide number |
| **3. How many people bought something?** | 0 | 0-10 |
|  | 1 | 11-20 |
|  | 2 | 21-35 |
|  | 3 | 36-50 |
|  | 4 | More than 50, please provide number |
| **4. What was your total revenue this past Sunday?** | (date) | $: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
|  |  |  |
| **5. How would you describe your business’s involvement with the Sunday Streets participants and event?** | 2 | Active involvement with the participants and the event (e.g. sidewalk sales). Please describe: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
|  | 1 | Occasional involvement (e.g. use Sunday Streets to promote my business). Please describe: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
|  | 0 | Limited or no involvement |
|  |  |  |
| **6. Did Sunday Streets have an impact on your business?** | 2 | Yes |
|  | 1 | No |
|  | 0 | I don’t know |
|  |  |  |
| **7. How would you rate the impact of Sunday Streets on your business?** | 2 | Increase in customer activity & sales |
|  | 1 | No Change |
|  | 0 | Decrease in customer activity & sales |
|  |  |  |
| **8. How many total employees work here?** |  | Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **9.How many employees typically work on Sunday?** |  | Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **10. How many employees worked during Sunday Streets?** |  | Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |