Appendix H

Downtown Visitor Survey
Dover Downtown Traffic and Parking Study – Downtown Visitor Survey

Please circle all that apply - survey takes about 2 minutes

1. Why did you come to downtown Dover?
   
   Resident  Office Employee  Business Employee
   Shopper  Business Owner  Other __________

2. What time did you arrive downtown?
   
   Before 10 am 10 am-12 pm 12-4 pm After 4 pm

3. How long do you plan on staying downtown?
   
   0-1 hr 1-2 hrs 2-4 hrs 4-8 hrs >8 hrs

4. How many different destinations will you visit?
   
   1 2 3 4 5+

5. By what mode of travel did you arrive downtown?
   
   Drive  Walk  Bike  Other __________

6. By what route did you enter downtown?
   
   Dover Point Rd  Central Ave NB  Silver Street
   Washington St  Sixth Street  Central Ave SB
   Broadway  Portland Ave  Fourth Street

7. Length of trip (in miles) from your origin?
   
   0-5 5-10 10-15 15-20 20+

8. Do you have a parking permit? If yes, what type?
   
   No  Yes  Resident  Municipal  Employee

Please return this completed survey to the location where you obtained it, or else return it to any of the following locations:
Planning Department, First Floor, City Hall, 288 Central Avenue, Dover, NH 03820 – Attn: Bruce Woodruff
Greater Dover Chamber of Commerce, 299 Central Avenue, Dover, NH 03820 – Attn: Jack Story
Dover Main Streets, 301 Central Avenue, Dover NH 03820 – Attn: Debra Dineen (or Main Streets box in City Hall mailroom)
Question
1. Why Did you come to Downtown Dover?

Resident - 37%  Business Employee - 5%  Business Owner - 4%
Office Employee - 13%  Shopper - 34%  Other - 7%

2. What time did you arrive downtown?

Before 10am - 38%  12-4pm - 26%
10am-12pm - 21%  After 4pm - 15%

3. How long do you plan on staying downtown?

Office Employee

0-1 hr - 49%  2-4 hrs - 5%  >8 hrs - 16%
1-2 hrs - 22%  4-8 hrs - 9%

4. How many different destinations will you visit?

1 - 34%  3 - 21%  5+ - 5%
2 - 37%  4 - 3%

5. By what mode of travel did you arrive downtown?

Drive - 97%  Walk - 2%  Bike - 1%  Other - 0%

6. By what route did you enter downtown?

Dover Point Rd - 14%  Central Ave NB - 27%
Washington St - 9%  Sixth St - 9%
Broadway - 5%  Portland Ave - 7%
Silver St -12%  Central Ave SB - 16%
Fourth St - 2%  Locust - (1 of 349)

7. Length of trip (in miles) from your origin?

0-5 - 63%  5-10 - 16%  10-15 - 9%
15-20 - 6%  20+ - 6%

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8. Do you have a parking permit? If yes, what type?

No - 85%  Yes - 1%  Resident - 2%  Municipal - 4%  Employee - 9%

9. Did you circulate around the one-way loop to get to your destination? If yes, how many times?

Yes - 4%  1 - 30%  3 - 2%  5+ - 0%
No - 54%  2 - 10%  4 - 1%


10. Where did you park?

On-street (metered) - 17%
Off-street (public lot) - 18%
On-street (non-metered) - 53%
Off-street (private lot) - 12%

11. Are you aware of the parking validation program?

Yes - 35%
No - 64%
Used it this trip - 1%

12. How long (in minutes) did it take you to find parking?

0-5 - 82%
10-15 - 4%
20+ - 0%
5-10 - 12%
15-20 - 1%

13. Please rate the difficulty of finding a parking space

1 - 57%
2 - 16%
3 - 15%
4 - 5%
5 - 7%

14. Length of walk (in minutes) from parking to destination?

0-1 - 61%
5-9 - 6%
15+ - 0%
2-4 - 32%
10-14 - 1%

15. How many times have you visited downtown Dover?

1 - 6%
5 - 4%
More - 88%
2 - 1%
10 - 1%

16. Would you visit downtown Dover again?

Yes - 99%
No - 1%