



Brand Development and Marketing  
336 North Main St. Milford, MI 48381 T: 248.214.4491 F: 248.714.9917 newmoonvisions.net

**Let's Play 20 Questions: Fenton-style!**

1. Which of the following best describes you?

- I work in Fenton
- I live in Fenton
- I live in the Fenton area
- I am a Fenton property owner
- I am a business owner in Fenton
- I am a student
- I am a visitor/tourist
- Other \_\_\_\_\_

2. What is your zip code?

\_\_\_\_\_

3. How often do you come to Fenton?

- 3-5 times per week
- 3-5 times per month
- 3-5 times per year
- Almost never

4. Think about your favorite Fenton experiences. What three adjectives immediately come to mind?

\_\_\_\_\_

5. What are the top 3 unique characteristics of Fenton?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6. If you were going to describe Fenton's "personality" what words come to mind? (Shy, outgoing, reserved, vivacious, classy, down-to-earth, friendly, etc., etc.)

\_\_\_\_\_  
\_\_\_\_\_

7. What is Fenton's greatest asset?

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8. What have you heard people say about Fenton who have never been here before?

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9. What are the biggest challenges Fenton currently faces (aside from the economy which is affecting so many communities)?

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10. What is the one thing Fenton is famous or well-known for?

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11. How would you describe the atmosphere or emotional feelings that you experience living in, working in or visiting Fenton?

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12. Imagine a stranger walks up to you and says he is considering moving his family to Fenton and he asks you what he should know about Fenton as a community. What would you tell him?

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13. What are your major considerations in selecting Fenton to visit?

(Check as many as apply)

Outdoor Recreational Opportunities (Please specify) \_\_\_\_\_

Historical Sites

Shopping Facilities

Dining Options

Special Events

Arts/Cultural Opportunities

Scenic Beauty

Business, Convention or Relatives/Friends

Other (Please specify) \_\_\_\_\_

14. What, in your opinion, are the best things about Fenton that attract visitors?

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15. Is there anything about Fenton that prevents more people from moving to or visiting the area?

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16. What, if anything, would you say keeps you from shopping in Fenton more often?

- Parking limitations
- Access
- Not enough selection
- Too crowded
- Limited hours of business
- Never have what I'm looking for
- Nothing keeps me from visiting
- Other \_\_\_\_\_

17. If you could change or add one thing to positively affect the future of Fenton over the next ten to twenty years, what would it be?

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18. What happens in other places that you wish happened here in Fenton?

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19. What suggestions or ideas do you have for making Fenton a place for you to visit more frequently?

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20. How do you keep up to date with what's happening in Fenton

	Never	Rarely	Sometimes	Always
Local Newspaper	_____	_____	_____	_____
Television	_____	_____	_____	_____
Radio	_____	_____	_____	_____
Community Websites	_____	_____	_____	_____
Facebook	_____	_____	_____	_____
Word-of-mouth	_____	_____	_____	_____
Other _____				

21. Which TV stations, radio stations, websites, etc. do you rely on most for information?

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22. We will be conducting a handful of face-to-face interviews based on the results of these surveys. If you are interested in being contacted for an interview, please provide your name and email address.

Name \_\_\_\_\_

Email Address \_\_\_\_\_