



Lake Mills Consumer Survey

In order to better understand the conditions and concerns of consumers in Lake Mills, a consumer survey was undertaken to explore consumer characteristics, preferences, and ideas on how to improve the downtown area. The following section provides a summary of the survey responses.

Survey Overview

The Lake Mills Consumer Survey was conducted in 2007, in order to better explore consumer attitudes and behaviors related to retail and services with the focus on finding ways to improve the quality of life in Lake Mills. Many of the survey questions focus specifically on downtown Lake Mills.

In order to better understand the retail and service needs of people who live in Lake Mills, the following types of questions were asked:

- When, Where, and Why People Shop
- Consumer Preferences for Development
- Additional Issues and Ideas
- Respondent Information

The survey was conducted by the Lake Mills Main Street Program. Assistance in tabulation and analysis was provided by the University of Wisconsin-Extension, Center for Community & Economic Development under agreement with the Wisconsin Main Street Program.

Survey Distribution and Response

A total of 3,000 surveys were distributed to local consumers in the summer of 2007, by U.S. Mail. Recipients of the survey were invited to share their feedback using the hardcopy survey found in Appendix A of this section. All survey answers were kept confidential. A total of 545 surveys were returned. This represents an 18% response rate. As such, while this study is very helpful at pointing out specific consumer

preferences, it must be viewed as a “snapshot” of the citizens in Lake Mills, and not necessarily representative of the entire community.

Survey Results - When, Where, and Why They Shop

The first portion of the survey collected information on when, where, and why respondents shop. It explored how often, what hours, and for what reason respondents visit downtown Lake Mills, as well as reasons for not shopping downtown. These questions provide information that the business community can address, collectively and individually, to help capture local spending potential.

How often do you come to downtown Lake Mills for the following retail and/or services? (Question #1)

Almost half of the respondents come downtown once a week or more for non-grocery shopping, eating out, banking, the government/post office, or because they are just passing through. However, respondents are less likely to come downtown for health, personal care, or professional services.

	Once/wk or more	Once/month	Every few months	Never
Shopping (non-grocery)	47.3%	23.5%	18.4%	8.4%
Eating Out	46.2	30.8	18.4	3.7
Banking/Financial	54.0	18.2	7.2	19.5
Health	1.5	9.7	48.6	36.5
Personal Care	3.5	27.7	26.4	39.1
Professional Services	1.1	2.9	20.0	69.4
Government/Post Office	45.5	31.0	16.5	3.7
Passing Through	77.3	3.1	1.8	5.0

**The totals of each row do not equal 100% because not every respondent answered each question*

Indicate how often you shop the following locations: (Question #5)

In general, 65% of the respondents shop in downtown Lake Mills once per week. Many also shop in Lake Mills-outside of the downtown area once per week (32.7% of the respondents). The high intensity of downtown shopping is the reverse of shopping trends in many other similar size communities.

	Once/ week	Once/2 weeks	Once/ month	Every 6 months	Rarely
Downtown Lake Mills	64.7%	9.5%	11.2%	2.9%	8.8%
Lake Mills-Outside of Downtown	32.7	15.6	15.6	4.2	22.9
Watertown	20.2	22.4	30.1	8.6	14.9
Madison	18.4	21.8	25.1	12.7	15.8
Other surrounding areas	13.2	11.9	28.6	13.0	24.0
Internet/Catalog	5.1	8.4	23.3	18.4	37.1

**The totals of each row do not equal 100% because not every respondent answered each question*

Please indicate if you primarily shop in the Lake Mills area. If not, indicate why you shop elsewhere. (Question #7)

This question listed twenty-four types of retail stores. If the respondent does not shop in the Lake Mills area, the question goes a step farther and inquires whether it is selection, service, quality, price, hours, or online/catalog availability that prevents the respondent from shopping in the Lake Mills area.

Auto parts, grocery, and pharmacy are stores that retain the local clientele; more than 50% of the respondents shop in Lake Mills for these needs.

Many of the respondents leave Lake Mills in order to meet their needs for department/discount stores, furniture, home furnishing, appliance/electrical, building materials, lawn and garden supplies, women's clothing, and sporting goods. More than 50% of the respondents stated that they shopped elsewhere for better selection for these items.

What specific stores draw you to the other communities? (Question #6)

When asked what specific stores draw them to other communities, respondents were most likely to travel to Watertown to shop at Walmart, Shopko, and Pick n Save. Respondents were most likely to travel to Madison to shop at the mall (both East Towne and West Towne), Woodman's Grocery Store, and Target. When asked where else they shop, respondents were most likely to travel to the Johnson Creek Outlet stores.

When making purchases, what is most important to your decision? (Question #4)

- Clothing: selection and quality
- Furniture/appliances: quality and price
- Gifts: selection and quality
- Groceries: price and convenience

When do you typically shop for non-grocery items on each of the following days? (Question #2)

The most popular times for respondents to shop for non-grocery items are on Saturday (36.7% between 12pm and 6pm, and 33.4% between 8am and 12pm). In general, many respondents chose not to answer this question (depending on which part of the question, 38-91% were missing). In addition, because of the way the question was set-up, answers were tabulated depending on the time of the day, not the day of the week.

If downtown store hours were extended, which period would appeal to you most? (Question #3)

If downtown store hours were extended, Friday and Saturday evening hours, as well as Saturday daytime hours would be most appealing to respondents. There was a very low response rate to this question (67-91% of the respondents chose not to answer one or more parts of the question). However, many of the respondents commented elsewhere in the survey, that they desired longer shopping hours in downtown Lake Mills.

How often do you eat out, and how often do you eat at the following types of restaurants? (Questions #10 and 11)

Dinner is the most common meal in which respondents dine out, with more than 38% eating dinner out once a week or more. Approximately 39% of the total respondents ate at a full service, casual dining establishment once week; and 29% ate at a fast food restaurant once a week.

	2-4X/Week	Once a week	Once a month	Every few months	Never
Full-service Fine Dining	3.9%	12.8%	23.3%	36.3%	10.3%
Full-service Casual Dining	14.7	39.1	26.2	11.2	1.8
Fast Food/Drive Thru	11.6	28.8	19.5	17.6	12.8

	2-4X/Week	Once a week	Once a month	Every few months	Never
Breakfast	5.5%	18.9%	17.4%	29.7%	18.2%
Lunch	12.1	25.0	27.5	19.8	5.1
Dinner	22.0	38.4	21.1	12.1	2.0

Survey Results - Consumer Preferences for Development

Information gathered from selected questions of the survey focused on what kind of stores and services respondents would like to see locate in downtown Lake Mills.

Which **three** businesses would you patronize if opened downtown? (Question 8)

Businesses that the respondents would patronize if opened in Lake Mills include:

- Bakery (52.3%)
- Meats/butcher (43.8%)
- Books (38.2%)
- Clothing-Family (37.4%)
- Gallery (33.6%)

Name two businesses you would like to see come to downtown Lake Mills? (Question 9)

When asked specifically what businesses they would like to see come to downtown Lake Mills, respondents wanted a bakery, a bookstore (many specific chains were named) and a grocery store (many specific chains were named.)

What types of restaurants would you like to see in downtown Lake Mills? (Question 12)

Restaurants and types of cuisine that participants would most like to see come to downtown Lake Mills include (in order of popularity):

- Bakery (37.3%)
- Delicatessen (19.5%)
- Steakhouse (17.1%)
- Seafood (16.7%)

Survey Results - Additional Issues and Ideas

Respondent attitudes about Lake Mills and their consumer preferences are as follows:

- 47% agree that they like the look and feel of downtown Lake Mills
- 37% agree that they try to always buy products and services locally
- 36% are neutral on whether they prefer independent stores over chains
- 40% agree that independent businesses should stay open past 5pm
- 45% are neutral on whether more programs for youths should be offered
- 39% are neutral on whether adult classes should be offered; however 37% agree that adult classes ought to be offered
- 40% agree that adult recreation programs should be offered.

What is unique about Lake Mills? (Question #18)

In general, respondents felt that the lake, the park, and the small-town feel of Lake Mills made it unique.

Name another small community that you feel has a vibrant and attractive downtown? (Question #19)

Over 30% of respondents said that they feel Cambridge has a vibrant and attractive downtown. This might be a good community to examine as a part of a facilitated community visit and as a comparison community to learn from.

When asked for any additional comments, there were several reoccurring themes.

- The most frequent comment was that vacant store fronts downtown needed to be filled with unique stores that capitalize on the small town charm of Lake Mills.
- Another prevalent comment was that there needs to be a greater selection of stores, as well as more selection within the existing stores.
- As a commuter community, many people feel that stores ought to stay open later, or at minimum clearly post their business hours.
- Another reoccurring comment was that it is imperative for Lake Mills to continue to remain a small town, retaining its character.



Survey Results – Respondent Information

The survey also asks for information on who are the respondents to the survey. Details include demographic information, lifestyle data and recreational activities.

Respondent demographics:

- **Gender:** 70.6% were female; 29.4% were male
- **Age:** Over 65 years old (28.8%); 45-64 years old (42.6%); and 25-44 (26.5%); and a mere 2.1% of respondents were 18-24.
- **Education:** 32.6% of the respondents have a 4-Year College degree, while 24.0% have a high school level of education.
- **Income:** 59.8% have an annual household income of \$50,000 to \$149,000 per year
- **Job:** 30% of respondents currently have a professional job; 26% are retired.
- **Location:** 87% of the respondents live in the 53551 zip code.
- **Family:** Over 45% of the respondents had two people living in their household.

The demographics of the survey respondents are different from the demographic make-up of the Lake Mills trade area, and the state of Wisconsin in general. The following table displays the demographic make-up of the respondents compared to the population of the Lake Mills trade area to the population of the state of Wisconsin. In general, the respondents to this survey tend to represent the female, older, well-educated population of Lake Mills.

	Survey Respondents	Lake Mills Trade Area	State of Wisconsin
Gender - Male	29.4%	49.3%	49.5%
Gender - Female	70.6%	50.7%	50.5%
Age			
under 24	2.1%	33.9%	34.3%
25-44	26.5%	25.6%	26.5%
45-64	42.6%	27.5%	26.1%
65 and over	28.8%	13.2%	13.0%
Education			
Grade 11 or less	1.8%	11.5%	15.0%
High School Graduate	24.0%	33.5%	34.6%
Associate/Tech Degree	15.8%	7.7%	7.5%
Bachelor's Degree	32.6%	20.0%	15.3%
Master's or higher	25.8%	5.7%	7.2%
Household Income			
less than \$15,000	5.3%	6.3%	9.5%
\$15,000-24,999	6.3%	10.7%	10.2%
\$25,000-34,999	7.9%	7.9%	10.5%
\$35,000-49,999	11.1%	17.3%	16.1%
\$50,000-74,999	20.3%	27.1%	22.4%
\$75,000-99,999	21.6%	12.6%	14.2%
\$100,000-149,999	17.9%	14.6%	11.7%
\$150,000-199,999	3.9%	1.7%	2.8%
\$200,000+	5.8%	1.9%	2.6%

In which leisure activities does your household participate? (Question #14)

Respondents were asked to mark the top three activities their household participates in. However, because many people marked more than three activities, all answers were tabulated. The most common leisure activities among the respondents' households were:

- Reading (46%)
- Gardening (40%)
- Bicycling (31%)
- Computer/Internet (31%)
- Music-Listening to (30%)
- Traveling (30%)
- Boating/Jet Skiing (27%)

What radio station do you listen to most and what publication do you read most? (Questions #15 and 16)

Most of the respondent read the Lake Mills Leader (42%); and listened to radio stations other than ones listed. Wisconsin Public Radio was the most listened to radio station. These media venues should be the focus of advertising, in order to reach the Lake Mills community. (Question #15 and 16)

Which of the following events did you attend in the last twelve months? (Question #13)

The most popular events among respondents were the Farmer's Market (76% attended) and Town & Country Days (68% attended).

- Farmer's Market 76.9%
- Town & Country Days 68.6%
- Fall Festival 48.3%
- Arts Festival 43.1%
- Classic Christmas Weekend 25.9%
- City Band Concerts 24.8%
- Relay for Life 23.5%
- Beach Bash 18.1%
- Easter Parade 9.5%
- Witches Night Out 8.8%
- Painted Ladies Annual Fling 8.3%

Conclusions

Based on the responses to the surveys, a number of conclusions can be drawn.

- Downtown Lake Mills still serves as an important business center in the community. Two-thirds of respondents shop downtown once or more per week. However, many of their retail needs are served at large-format stores by surrounding communities.
- Many respondents desire longer shopping hours in the downtown area. This might be a function of the number of commuters who live in the community.
- Many respondents mentioned the lake, the park, and the small town feel of Lake Mills as aspects that make it a desirable community. These attributes provide ideas for branding the downtown business district. Some respondents took this a step further and mentioned that perhaps Lake Mills should sell paraphernalia promoting the community.
- A number of business categories were identified as highly desirable by consumers in this survey. There was strong preference for locating a bakery and a deli/butcher shop in downtown Lake Mills. Other desired businesses include unique stores that sell books, family clothing, groceries and a gallery. These businesses are likely to be compatible with the small town charm of Lake Mills.
- Many respondents mentioned large “big box” stores as preferred business recruitment targets for downtown Lake Mills; and much of the money leaking out of Lake Mills to surrounding areas is spent in this type of store. This may not be a feasible option for Lake Mills, as these “formula stores’ have specific site selection criteria that typically do not work in small downtowns.
- In order to enhance the charm of Lake Mills, and make the downtown more engaging, several respondents mentioned the installation of bike racks and additional outside seating both at restaurants and public areas.
- In addition to filling vacant storefronts, several respondents requested façade improvement and uniform signage.



Appendix A – Survey Instrument



Dear Neighbor:

This is an exciting time for the Lake Mills area. Many of you know that we became part of the Wisconsin Main Street Program last June. The Economic Restructuring Committee is currently working on a market analysis for our downtown and we would like your input.

The enclosed survey allows you to tell us about your shopping behaviors and describe the types of businesses you might support if they were available in town. Your anonymous answers will be the cornerstone of a marketing plan designed to help expand existing and attract new businesses to Lake Mills. Please take a few minutes to carefully complete the survey and return it to the Main Street Office. When completing the survey you should use a **No. 2 pencil or black pen**.

- **Why should I fill out this survey?** To help us develop a plan to revitalize our downtown based on your shopping, service and dining needs.
- **Do I have to fill in all the questions?** The more information you provide the more accurate and useful our analysis will be. All information is confidential.
- **How do I return my survey?** Please mail it or drop it off at The Main Street Office located at 200 Water Street, Lake Mills, WI 53551.
- **What is the deadline?** Please mail the survey by August 15, 2007.

This project is a cooperative research effort the University of Wisconsin-Extension and the Lake Mills Main Street Program. We appreciate your time and look forward to your responses. Key findings will be available on our website at www.lakemillsmainstreet.org. If you have additional questions, feel free to call me at 920-648-2344.

Thank You.

Lisa Maurer

Lisa Maurer
Executive Director

Enclosure

Downtown Lake Mills Survey



Like this: ● Not like this: ☹ ☹ ☹

1. How often do you come to downtown Lake Mills for the following? Mark (●) ONE answer for each.

	5 or More Times/Wk	2-4 Times/Wk	Once a Week	Once a Month	Every Few Months	Never
Shopping, Non-Grocery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eating Out	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Banking/Financial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health (i.e. Doctor, Dentist)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal Care (i.e. Barber)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prof. Services (i.e. Lawyer)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Govn't/Post Office/Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Passing Through	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. When do you typically shop for non-grocery items on each of the following days? Mark (●) all that apply.

	Mon.	Tue.	Wed.	Thr.	Fri.	Sat.	Sun.
8 a.m. - 12 p.m.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12 p.m. - 6 p.m.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After 6 p.m.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. If downtown store hours were extended, which period would appeal to you most? Mark (●) ONE.

	Mon.	Tue.	Wed.	Thr.	Fri.	Sat.	Sun.
Early morning hours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Evening hours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weekend days	-	-	-	-	-	<input type="radio"/>	<input type="radio"/>

4. When making purchases, what is most important to your decision? Mark (●) ONE reason for each.

	Selection	Convenience	Service	Quality	Price	Other
Clothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
Furniture/Appliances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
Gifts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____
Groceries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	_____

5. Indicate how often you shop the following? Mark (●) ONE for each business location.

	Once per Week	Every 2 Weeks	Once a Month	Every 6 Months	Rarely
Lake Mills-Downtown Area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lake Mills-Outside of Downtown	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Watertown	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Madison	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other surrounding area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet or Mail Order Catalog	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

OFFICE USE ONLY

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. What specific store(s) draw you to the other communities?

Watertown _____
 Madison _____
 Other Area _____

7. If you shop in the following types of stores, please indicate if you primarily shop in the Lake Mills area. If not, indicate why you shop elsewhere. Mark (●) ONE reason for each store type.

	I shop in Lake Mills	I shop ELSEWHERE because of					I shop Online and Catalogs
		Selection	Service	Quality	Price	Hours	
Department/Discount Store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Automotive Parts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Furniture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Home Furnishings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Appliance/Electronics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building Materials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lawn and Garden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grocery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pharmacy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cosmetics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Optical Goods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health Food/Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Women's Clothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jewelry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sporting Goods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sewing/Needlework	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Musical Instrument	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Books	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disc and Record Stores	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Florists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Office Supplies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gifts/Souvenir	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pet and Pet Supplies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Art Dealers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Which THREE businesses would you patronize if opened in downtown Lake Mills? Mark (●) up to THREE.

- | | | | |
|---|---|--------------------------------------|---|
| <input type="radio"/> Antiques | <input type="radio"/> Clothing-Family | <input type="radio"/> Gallery | <input type="radio"/> Meats/Butcher Shop |
| <input type="radio"/> Bakery | <input type="radio"/> Clothing-Men's | <input type="radio"/> Gift/Souvenirs | <input type="radio"/> Photofinish/1Hr Photo |
| <input type="radio"/> Books | <input type="radio"/> Clothing-Vintage | <input type="radio"/> Health Foods | <input type="radio"/> Sewing/Needlework |
| <input type="radio"/> Bridal/Tux Rental | <input type="radio"/> Clothing-Women's | <input type="radio"/> Hobby/Toy/Game | <input type="radio"/> Shoe Store |
| <input type="radio"/> Camera Store | <input type="radio"/> Computer/Software | <input type="radio"/> Kitchen/Home | <input type="radio"/> Other _____ |

9. Name two businesses you would like to see come to downtown Lake Mills (i.e specific name or chain):

10. How often do you eat out? Mark (●) ONE answer for each meal.

	5 or more times/week	2-4 times per week	Once a week	Once a Month	Every few months	Never
Breakfast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lunch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dinner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. How often do you eat at the following types of restaurants? Mark (●) ONE answer for each dining option.

	5 or more times/week	2-4 times per week	Once a week	Once a Month	Every few months	Never
Full Service-Fine Dining	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Full Service-Casual	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fast Food/DriveThru	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. What two types of restaurants you would like to see in downtown Lake Mills: Mark (●) TWO categories.

- | | | | |
|---|---|----------------------------------|--|
| <input type="radio"/> Bakery | <input type="radio"/> Coffee Shop | <input type="radio"/> Mexican | <input type="radio"/> Vegetarian |
| <input type="radio"/> Banquet Room | <input type="radio"/> Delicatessen | <input type="radio"/> Pancake | <input type="radio"/> Late Night Eat/Drink |
| <input type="radio"/> Barbecue | <input type="radio"/> Family Restaurant | <input type="radio"/> Seafood | <input type="radio"/> Other _____ |
| <input type="radio"/> Brew Pub | <input type="radio"/> Fast Food | <input type="radio"/> Steakhouse | |
| <input type="radio"/> Chinese or Japanese | <input type="radio"/> Italian | <input type="radio"/> Thai | |

13. Which of the following events did you attend in the last 12 months? Mark (●) ALL that apply.

- | | | |
|---|---|---|
| <input type="radio"/> Town and Country Days | <input type="radio"/> Easter Parade | <input type="radio"/> Farmer's Markets |
| <input type="radio"/> City Band Concerts | <input type="radio"/> Arts Festival | <input type="radio"/> Beach Bash |
| <input type="radio"/> Fall Festival | <input type="radio"/> Witches Night Out | <input type="radio"/> Painted Ladies Annual Fling |
| <input type="radio"/> Relay For Life | <input type="radio"/> Classic Christmas Weekend | <input type="radio"/> Other _____ |

14. In which leisure activities does your household participate? Mark (●) top THREE.

- | | | | |
|--|---|--|--|
| <input type="radio"/> Acting/Drama | <input type="radio"/> Computer/Internet | <input type="radio"/> Hunting | <input type="radio"/> Sewing/Quilting |
| <input type="radio"/> Baseball/Softball | <input type="radio"/> Cooking | <input type="radio"/> Ice Skating | <input type="radio"/> Skiing-X Country |
| <input type="radio"/> Basketball | <input type="radio"/> Crafts | <input type="radio"/> Motorcycling | <input type="radio"/> Skiing-Downhill |
| <input type="radio"/> Bicycling | <input type="radio"/> Dancing | <input type="radio"/> Music-Listening to | <input type="radio"/> Snowmobiling/ATV |
| <input type="radio"/> Boating/Jet Skiing | <input type="radio"/> Fishing | <input type="radio"/> Music-Band/Choir | <input type="radio"/> Swimming |
| <input type="radio"/> Bowling | <input type="radio"/> Gardening | <input type="radio"/> Painting/Drawing | <input type="radio"/> Tennis |
| <input type="radio"/> Camping | <input type="radio"/> Golf | <input type="radio"/> Photography | <input type="radio"/> Traveling |
| <input type="radio"/> Canoeing/Kayaking | <input type="radio"/> Hiking | <input type="radio"/> Reading | <input type="radio"/> Woodworking |
| <input type="radio"/> Collecting _____ | <input type="radio"/> Horseback Riding | <input type="radio"/> Running | |

15. What radio station do you listen to most? Mark (●) ONE.

- | | | | |
|--|------------------------------------|--|-----------------------------------|
| <input type="radio"/> 1670 AM Talk Radio | <input type="radio"/> Magic 98.1 | <input type="radio"/> 105.1 The Buzz | <input type="radio"/> 106.9 Mix |
| <input type="radio"/> Z104 FM | <input type="radio"/> Q106 Country | <input type="radio"/> WIBA 101.5 Classic | <input type="radio"/> Other _____ |

16. What publication do you read most? Mark (●) ONE.

- | | | | |
|---|--|---------------------------------------|--|
| <input type="radio"/> LM Leader | <input type="radio"/> Jefferson Advertiser | <input type="radio"/> Jefferson Union | <input type="radio"/> WI State Journal |
| <input type="radio"/> Milwaukee Journal | <input type="radio"/> Watertown Daily | <input type="radio"/> Other _____ | <input type="radio"/> Other _____ |

17. How strongly do you agree/disagree with the following statements? Mark (●) ONE for EACH.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I always try to buy products and services locally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like the look and feel of downtown Lake Mills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer independent stores over chains	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Independent businesses should stay open past 5 p.m.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More programs for youth should be offered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adult/Senior classes should be offered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adult/Senior recreation programs should be offered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. What is unique about Lake Mills? _____

19. Name another small community that you feel has a vibrant and attractive downtown.

20. Please provide any additional comments to help us improve downtown Lake Mills:

Please Tell Us a Little About Yourself.

What is your home zip code? _____ How many live in your household? _____

What is your age? 18 or under 18-24 25-44 45-64 65 and over | Gender? Male Female
 |

Indicate the primary commuting route you take in Lake Mills between home and work? Mark (●) ONE.

Interstate 94 Hwy B Hwy A Hwy 89 Other _____

What is the highest level of formal education you have completed? Mark (●) ONE.

Grade 11 or less Associate/Tech Degree Graduate School
 High School 4 Year College Post Graduate School

How would you describe your current job? Mark (●) ONE.

Mgn'l/Financial Services Production Looking For Work
 Professional Farm/Forestry/Fishing Transportation Student
 Sales Construction Stay-at-home
 Admin. Support Installation/Maint. Retired

What is your household's annual income (Optional)? Mark (●)

under \$15,000 \$35,000 - \$49,999 \$100,000 - \$149,999
 \$15,000 - \$24,999 \$50,000 - \$74,999 \$150,000 - \$199,999
 \$25,000 - \$34,999 \$75,000 - \$99,999 over \$200,000

*Thank you for participating in this survey. Please return this completed questionnaire by August 15, 2007 to:
 Lake Mills Main Street Program, 200 Water Street, Lake Mills, WI 53551*