

Needs and Perspectives of Consumers

A survey of Superior Primary Trade Area residents was conducted to gather insights, perspectives and input on the Superior BID. The study analyzed opportunities to improve downtown Superior as a place to live, work, and play and generated data to help businesses better understand consumer preferences.

Survey Overview

The consumer survey used for the Superior BID was created from several other consumer surveys used in other cities. The BID market analysis committee reviewed and modified the survey to better reflect local needs. This survey was further modified to work jointly with the Business Operators' Survey in an effort to compare the responses of business owners and consumers.

Types of Questions

The overall goals of the survey were to learn existing consumer needs, identify how to improve the BID and discover what type of retail and services were missing within the BID. Questions were grouped in the following categories:

- Where do you shop and why;
- What attracts you to a shopping/business area;
- How often and why do you come to the BID;
- Why do you not shop in the BID;
- Consumer preferences for new business;
- Vision for the future; and
- Communities the BID can learn from.

Survey Distribution and Response

The consumer survey was made available both online as well in hard copy form. To inform the community, the BID worked to advertise the online survey through the local newspaper, a bi-monthly television program, and the *Connection* newspaper which is published quarterly by the Chamber, the BID, and the Superior Development Association. Hardcopies were targeted to both senior citizens and local college students. Surveys were also emailed to key business owners that were in turn passed on to employees. Survey collection took place from the end of March 2008 to the end of May 2008

In total, 479 consumer surveys were collected. It is possible that the selective administration of the survey skewed the results, and that the survey sample is not representative of the entire Superior Primary Trade Area. However, the survey can still help identify important themes, preferences and concerns within the local community.

Survey Response

Where do you currently shop and why? (Q1)

In ranking existing retail centers, the survey gave six local options. When the rankings were averaged out, Miller Hill Mall and South Tower was found at the top of the list, and Downtown Superior was found at the bottom. The following list is in order of highest ranking to the lowest.

1. Miller Hill Mall
2. South Tower
3. Canal Park
4. Mariner Mall
5. Downtown Duluth
6. Downtown Superior

Respondents pointed to large department stores as the draw to Miller Hill Mall and one stop shopping centers such as Wal-Mart Supercenter and Kmart as the draw to shopping on South Tower.

In comparison, Superior's Mariner Mall was the subject of numerous complaints, finding itself not utilized as much as other shopping destinations. Respondents cited a lack of stores and poor selection as the main reasons why they did not shop at Mariner Mall.

Concerning the BID area, downtown Superior was consistently ranked on the lower end of the scale. Respondents said the area had little to offer in the way of pertinent retail. Also, there were numerous complaints about limited hours. Respondents felt that the only options available after 5 p.m. were bars. Several respondents voiced concerns about their perceived safety in the BID after dark due to a variety of drunken behaviors. Respondents also pointed to a lack of cleanliness as a barrier to shopping in the BID. Numerous write-in responses commented on a perceived lack of effort to keep the area clean, citing trash cluttering the sidewalks and vacant lots within the BID.

What attracts you to a shopping/business area? (Q2)

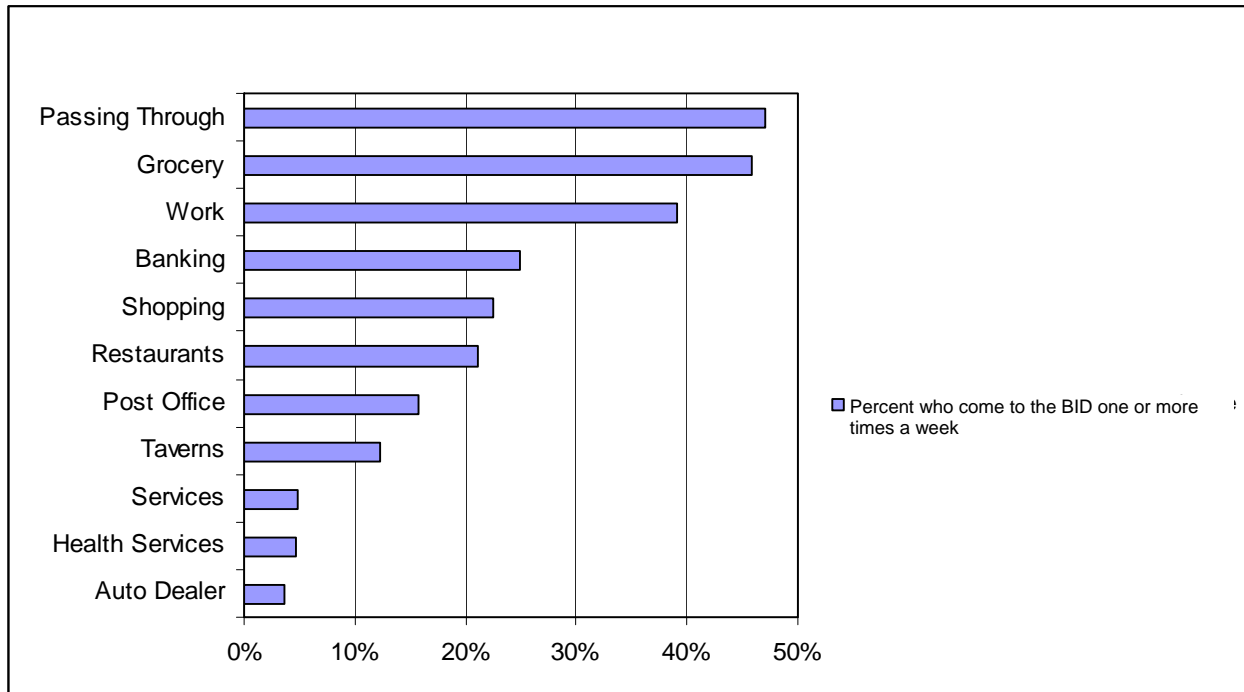
When able to identify characteristics that are important to the consumer, respondents strongly agreed that the following four items influence their decision of where to shop:

- Variety (59%);
- Quality of products (55%);
- Convenient parking (50%); and
- Good weekend hours (48%).

How often and why do you come to the BID? (Q3, Q4)

Respondents were asked to identify how often they came to the BID for specific services. The list consisted of twelve choices. Of the twelve, three items were most frequently identified by consumers as drawing them on a weekly basis: passing through, grocery shopping, and going to work.

Chart 6.1 Do You Come to the BID More Than One Time per Week



Items of opportunity as identified by this question are shopping, restaurants, and banking. All three are key categories that could have a consistent draw, helping to bring consumers to the BID on a regularly basis. This point was also highlighted in the write in portion of the survey, as clothing retail, new restaurants, and banking were frequently identified as much needed additions to the BID.



Why do you not shop in the BID? (Q5)

The survey sought to understand why consumers shop outside the BID. Responses are as follows:

Table 6.1 Why Consumers Shop Outside the Superior BID

	Shop out of the BID	Selection	Service	Quality	Price	Hours
Clothing	71%	45%	3%	8%	13%	2%
Electronics	48%	32%	3%	4%	8%	1%
Crafts	46%	32%	3%	5%	5%	1%
Furniture	44%	24%	3%	8%	9%	1%
Gifts	39%	20%	3%	7%	7%	1%
Grocery	38%	14%	3%	8%	11%	2%
Automotive Dealer	36%	14%	9%	3%	9%	1%
Sporting Goods	34%	20%	2%	5%	7%	1%
Optical	34%	12%	7%	4%	9%	3%
Specialty Food	33%	16%	4%	4%	6%	3%
Pharmacy	30%	9%	7%	4%	8%	3%
Automotive Parts	28%	8%	9%	2%	6%	2%
Personal Care	28%	13%	5%	4%	5%	2%
Spirits/Wine	25%	11%	3%	3%	8%	0%
Musical Instruments	24%	13%	2%	4%	5%	1%
Art Dealer	23%	13%	3%	4%	2%	2%
Building Materials	15%	4%	4%	6%	1%	1%

It is important to note that almost all categories had significant “out-shopping” of respondents (at least 20%). Of the seventeen options, respondents identified six major areas where they shop outside of the BID. These areas are:

- Clothing (71%);
- Electronics (48%);
- Crafts (46%);
- Furniture (44%);
- Gifts (39%); and
- Grocery (38%).

For each of these categories, selection was the driving force in desiring to shop outside of the BID. The next closest indicator was price, but this was not nearly as significant as selection. Selection can also be interpreted as availability of certain types of stores or products.

- Clothing Selection (45%) Price (13%);
- Electronics Selection (32%) Price (8%);
- Crafts Selection (32%) Price (5%);
- Furniture Selection (24%) Price (9%);
- Gifts Selection (20%) Price (7%);
- Grocery Selection (14%) Price (11%).

Consumer Preferences for New Business (Q6, Q7)

When identifying what new businesses should be brought into the BID, respondents overwhelmingly pointed to two categories: restaurants and clothing stores. In identifying what type of restaurants, respondents picked four specific types as listed below and in Chart 6.3.

- Bakery (19%)
- Family restaurant (19%)
- Coffee Shop (18%)
- Seafood (16%)

The idea of a new coffee shop with consistent extended hours was repeatedly mentioned. This idea was often in conjunction with a bakery, lending the idea for a cafe style restaurant with late-night hours. The idea of a family restaurant was also explored in more detail in the write-in section. When identifying family restaurants as a need, respondents often pointed to familiar chain restaurants as examples of what they want to see in the Superior BID. Some reoccurring examples were Applebees, TGI Fridays, and Chili's.

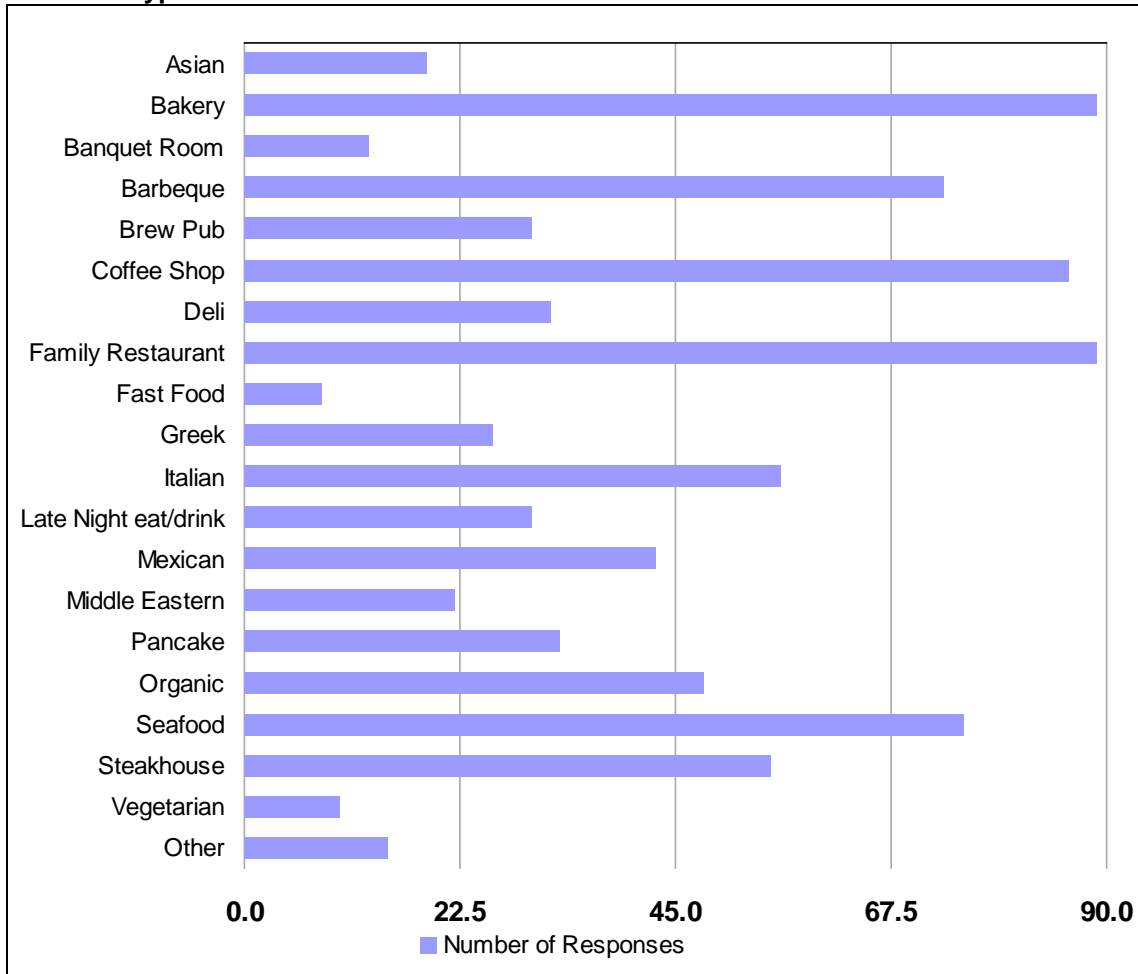
The second new business preference identified was clothing retail. This ranged from specific department stores (JC Penney and Kohl's) to general responses like women's clothing or family clothing. A request for clothing retail was often in conjunction with the comment of wanting to shop downtown, but feeling like they did not have the option to do so.

Several respondents expressed regret over shopping at Wal-Mart, but felt that was their "only option." Respondents appear to have a strong sense of loyalty to downtown Superior, but are currently unable to exercise this feeling.

Sample Community Write-In Comments

- "Superior needs to get rid of the bars in the North End. I have lived here all my life and this has never been a nice area. We should focus on our historical buildings-get rid of the tacky store fronts and colors and awful signage..."
- "Expand the business district to include the far north end of Tower Ave. and the waterfront along 53/35..."
- "This town needs a serious face lift! It is so ugly to even drive through- from houses to businesses. It needs a fresh, clean new look with greenery and landscaping..."
- "Personally, I think that the large number of bars in the BID work against the goals you've outlined here. There are not the kinds of businesses that are likely to create lively street traffic during daylight hours..."

Chart 6.3 Types of Restaurants You Would Like to See



Vision for the Future (Q8)

When asked to evaluate six scenarios for the future of the Superior BID, respondents frequently identified three scenarios as “very appealing”:

- “The BID is an attractive place to call home with new apartments, condos, and townhouses that appeal to a wide variety of residents from students to retirees” (60%);
- “The BID is the center of employment with the addition of new office employers and businesses that serve daytime population” (59%);
- “The BID is a meeting place and the center of community activities with a mix of coffee shops, brew pubs, cultural and recreation shops” (45%)

The vision of the BID as a center for employment was found in numerous write-in responses as well. Many respondents believe a large part of the BID’s revitalization is dependent on creating well paying, sustainable jobs.

A vision for the BID to be a residential center ties into a need for improved housing stock, specifically for senior citizens and college students.

The vision for the BID as a center for community activity speaks directly to the issue of identity. In working towards this vision, the BID would become a destination center. It is important to note that although it received a high level of appeal, it is not as appealing as the idea of the BID being a center for employment.

Through the same set of questions, two scenarios emerged as appearing less appealing to respondents. These were:

- “The BID is a destination retail center attracting people from a distance with a mix of retailers that focus on a specific niche like home furnishings” (25%); and
- “The BID is a niche place where thrift stores, used merchandise, and neighborhood convenience retail stores are within walking distance” (19%).

Communities the BID can learn from (Q9)

To better understand what direction the Superior BID should head, the survey asked respondents to identify comparable communities. These identified communities can be used as case studies for exploring possible growth and development in Superior. When asked to identify similar communities to Superior that the BID might learn from, three communities were repeatedly mentioned:

- Rice Lake, Wisconsin;
- Eau Claire, Wisconsin; and
- Hayward, Wisconsin

Respondent Profile (Q10)

The demographic profile of respondents is presented below.

Table 6.2 Demographic Profile of Respondents- Consumer Survey

Gender	Male	Female		
Count – 345	38%	62%		
Age	Under 25	25-44	45-64	65+
Count – 421	23%	27%	36%	14%
Profession	Professional	Retired	Student	Misc.
Count – 412	29%	13%	24%	34%
Income	Less than \$15,000	\$15,000-\$49,999	\$50,000-\$99,999	\$100,000+
Count – 383	21%	29%	33%	18%

* Percentages of reporting respondents

There are two important items to note about survey respondents when compared demographic data in the Superior's primary trade area:

- In comparison to the Superior Primary Trade Area, the survey was unable to capture an accurate sampling of male respondents. This suggests that the male perspective may be under represented in the survey results.
- Comparing the respondents' income information to the primary trade area, those responding to the survey were generally from higher earning brackets. As a result, opinions and perspectives may not accurately reflect the views of all income brackets.

The survey was able to capture a comparable age distribution compared to the Superior Primary Trade Area.

Conclusions

- Most respondents indicated that they did most of their shopping at either Miller Hill Mall or South Tower and not in downtown Superior.
- The BID struggles from a poor reputation and image within the community. A constant theme throughout the survey was the need for the area to be cleaned up. Comments on vacant lots, dirty storefronts, and too many bars were made throughout the surveys. The issue of too many bars was also a safety concern, as respondents wrote that they felt unsafe in the BID after dark.
- The variety and quality of products, convenient parking and good weekend hours were identified as the top reasons that a shopping or business area is considered attractive.
- The top three reasons respondents continually came to the BID were passing through, grocery shopping and going to work. Forty-seven percent of respondents who come to the BID weekly are passing through. This offers a large opportunity for the BID to capture new consumers.
- Items of “out-shopping” included clothing, electronics, crafts, furniture, gifts and grocery. The driving force behind “out-shopping” was selection, followed by price.
- Respondents identified restaurants, clothing stores, bookstores and craft stores as potential new businesses in the BID. New restaurants included bakeries, family restaurants, coffee shops and seafood. Desired clothing stores ranged from JC Penney and Kohl’s to women’s and family clothing.
- Many respondents indicated a desire to shop in downtown Superior, but felt that they currently do not have the option to do so.
- Many respondents saw the waterfront as an under utilized resource. The consensus was that capitalizing on the waterfront could be a key component in establishing a new identity for the Superior BID.
- The most appealing vision for the future of the BID was, “the BID as an attractive place to call home with new apartments, condos and townhouses that appeal to a wide variety of residents from students to retirees” (60%). The second most appealing vision for the BID was, “the BID is the center of employment with the addition of new office employers and businesses that serve daytime populations” (59%).
- Respondents felt that Rice Lake, WI, Eau Claire, WI and Hayward, WI stood out as comparable cities that could be case studies for vibrant growth and development.

Appendix 6 – Consumer Survey



Superior Business Improvement District

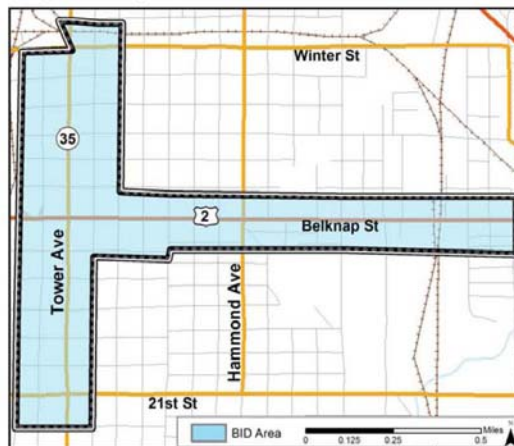
Dear Neighbor:

The Superior Business Improvement District (BID) is asking for your input in planning a vibrant future not only for the BID but for our Community as a whole.

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 the BID. Your participation will be the cornerstone of a marketing plan designed to help expand existing, and attract new, businesses to Superior.

- **Why should I fill out this survey?** To help us determine a plan to revitalize the BID 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 is “the BID” defined:** The map to the right illustrates the BID boundaries.
- **How do I return my survey?** Please return it electronically, or you may download and print a copy from <http://www.superiorbid.com>, and mail it to:
The Superior BID
1401 Tower Ave. Ste 302
Superior, WI 54880
- **What is the deadline?** Please return the survey by March 31, 2008.

Map: The Superior BID



If you have additional questions, feel free to call Kaye Tenerelli at (715) 394-3557.

This project is a cooperative research effort sponsored by the Superior BID and the UW-Extension. We appreciate your time and look forward to your responses. Key findings will be reported to the public as soon as they are available via local media and the Superior BID website <http://www.superiorbid.com/>

Thank You.



Consumer Survey



1. Please rank these business areas in order of your shopping preference, with 1 as your first choice and 6 as your last choice.

Downtown Superior Miller Hill Mall South Tower
 Mariner Mall Downtown Duluth Canal Park
 Other: _____

2. What of the following attracts you to a shopping/business area? Mark (●) ONE for EACH.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
A variety of products and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of products and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The look and feel of a business area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friendly customer service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Independent stores over chains	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping after 5pm on weekdays	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping on weekends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenient parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety (personal, pedestrian and transportation)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. How often do you come to the Superior BID for the following? Mark (●) ALL that apply.

	One or more times / Week	One to Two times / Month	Occasionally or Rarely	Never
Work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grocery Shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping, Non-Grocery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restaurants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taverns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Post Office/Library/Gov't	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Banking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Services (Hair, insurances, accountant, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Automobile dealers	<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"/>
Other _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. If any, what specific store(s) draw you to the following shopping areas?

Downtown Superior _____
 Mariner Mall _____
 South Tower _____
 Miller Hill Mall _____
 Downtown Duluth _____
 Canal Park _____
 Other _____

Consumer Survey



5. If you do not shop in the Superior BID for the following goods, indicate why you shop elsewhere. (leave blank if you do not purchase) Mark (●) ONE reason for each store type.

	Selection	Service	Quality	Price	Hours
Automotive Dealer	<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"/>
Art dealers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building Materials/Hardware	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Crafts / Hobbies/Sewing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Electronics /Computer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Furniture / Appliance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gifts (including florists, jeweler, etc.)	<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"/>
Optical goods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Musical instruments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal Care (Spa Products / Cosmetics)	<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"/>
Specialty food (health, natural, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spirits & Wine	<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"/>

6. Name five types of businesses you would like to see come to the Superior BID. (Name a specific store type, i.e. coffee shop, family clothing store, bakery, etc.):

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

7. What two types of restaurants you would most like to see in the Superior BID: Mark (●) TWO categories.

- | | | | |
|------------------------------------|---|--|---|
| <input type="radio"/> Asian | <input type="radio"/> Coffee Shop | <input type="radio"/> Italian | <input type="radio"/> Organic / Healthy |
| <input type="radio"/> Bakery | <input type="radio"/> Delicatessen | <input type="radio"/> Late Night Eat/Drink | <input type="radio"/> Seafood |
| <input type="radio"/> Banquet Room | <input type="radio"/> Family Restaurant | <input type="radio"/> Mexican | <input type="radio"/> Steakhouse |
| <input type="radio"/> Barbecue | <input type="radio"/> Fast Food | <input type="radio"/> Middle Eastern | <input type="radio"/> Vegetarian |
| <input type="radio"/> Brew Pub | <input type="radio"/> Greek | <input type="radio"/> Pancake | <input type="radio"/> Other _____ |

8. Name a community similar to Superior that you feel has a vibrant and attractive downtown we can learn from: _____

Consumer Survey



9. Imagine the Superior BID in ten years. How appealing are these future scenarios?

The BID is...	Very Appealing	Okay	Not Appealing	Don't Know
The center of employment with the addition of new office employers and businesses that serve the daytime population.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An attractive place to call home with new apartments, condos and townhouses that appeal to a wide variety of residents from students to retirees.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An aesthetic blend of green space, natural elements, pedestrian-level amenities with an historic flavor.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A meeting place and the center of community activities with a mix of coffee shops, brew pubs, cultural and recreation spaces.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A niche place where thrift stores, used merchandise, and neighborhood convenience retail stores are within walking distance.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A destination retail center attracting people from a distance with a mix of retailers that focus on a specific niche like home furnishings.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please share any alternative scenarios you may have: _____

10. Please provide any additional comments to help us improve the Superior BID:

Please Tell Us a Little About Yourself.

What is your home zip code: _____ Work zip code: _____ Number living in your household: _____

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

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

- | | | | |
|--------------------------------------|---|--------------------------------------|--|
| <input type="radio"/> Mgmt/Financial | <input type="radio"/> Services | <input type="radio"/> Production | <input type="radio"/> Looking For Work |
| <input type="radio"/> Professional | <input type="radio"/> Farm/Forestry/Fishing | <input type="radio"/> Transportation | <input type="radio"/> College Student |
| <input type="radio"/> Sales | <input type="radio"/> Construction | <input type="radio"/> Stay-at-home | Name of college: _____ |
| <input type="radio"/> Admin. Support | <input type="radio"/> Installation/Maint. | <input type="radio"/> Retired | _____ |

