



Prairie du Chien Consumer Survey

In order to better understand the conditions and concerns of consumers in Prairie du Chien, a 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 Prairie du Chien consumer survey collected data from consumers who work in the Prairie du Chien community.¹ The comprehensive survey was conducted in 2008

Types of Questions

The Prairie du Chien Consumer Survey explored consumer attitudes and behaviors related to retail and services with the focus on finding ways to improve the quality of life in Prairie du Chien. The following types of questions were asked:

- When, Where, and Why People Shop;
- What consumers want; and
- Consumer demographic and marketing data.



This survey was based on the standardized consumer survey developed by the Wisconsin Main Street program. It was modified by the local study committee to reflect research questions specific to Prairie du Chien.

¹ Prairie du Chien's Downtown District extends east to west along Blackhawk Avenue, from the Mississippi River to the bluffs, spanning an area that includes St. Feriole Island, the Historic Downtown, and Blackhawk Junction Mall. The district also includes businesses one block north and south of Blackhawk Avenue.

Survey Distribution and Response

In administering the survey, the committee chose the 12 largest regional employers and made the survey available in the employee break room. As an incentive, the committee entered respondents in a drawing for a \$100 gift certificate upon completing the survey. Of the 700 surveys sent out, the committee received 413 completed surveys. It is possible that the selective administration of the survey skewed the results, and that the survey sample is not representative of the entire Prairie du Chien consumer population. However, the survey can still help identify important themes, preferences and concerns within the population sampled.

The survey was conducted by the Prairie du Chien 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. Many of the conclusions were developed with the help of *Prairie du Chien Downtown Revitalization Inc.* in cooperation with the University of Wisconsin-Extension Crawford County.²



² This section was written by Jennifer Keeley Yonda, working with Bill Ryan at the University of Wisconsin-Extension Center for Community and Economic Development and Laura Brown of the University of Wisconsin-Extension, Crawford County. Work was done in cooperation with Judith Wall of Prairie du Chien Downtown Revitalization, Inc. and the Wisconsin Main Street Program.

When, Where, and Why People Shop

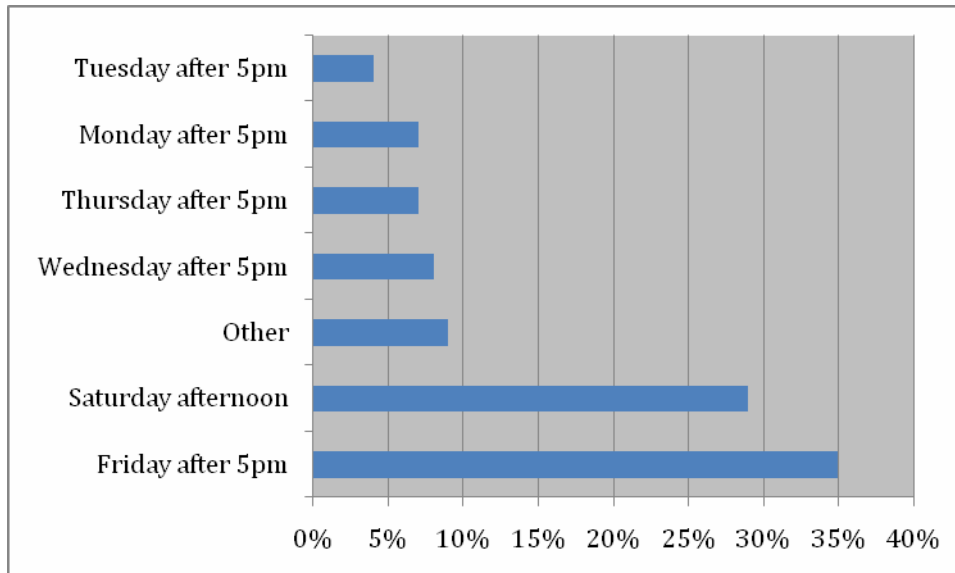
The first portion of the survey collected information on when, where, and why respondents shop. It explored how often, what hours, and for what reason respondents visit downtown Prairie du Chien, as well as reasons for not shopping downtown. These questions provide information for the business community in an effort to help capture local spending potential.

When do you typically shop for non-grocery items? (Q1)

Respondents identified two major times in which they do their non-grocery retail shopping: weekdays after 5 p.m. and weekends from 11 a.m. to 5 p.m. Survey data shows that the sampled consumers do very little shopping between Monday and Friday prior to 2 p.m. However, weekend shopping is likely to begin earlier, around 11 a.m.

During which of the following extended hours are you currently most likely to shop for non-grocery items? (Q2)

Most Desirable Extended Hours



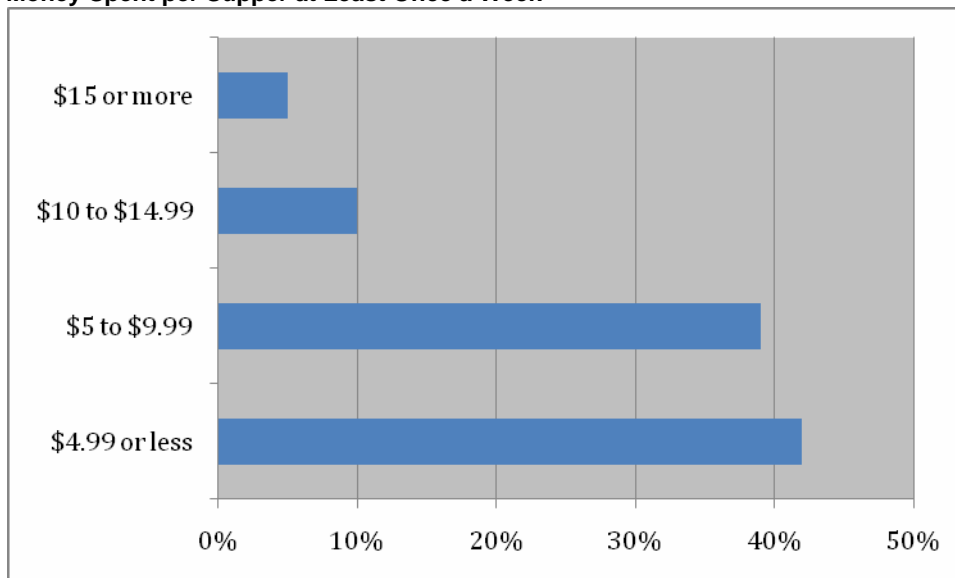
When asked about hours in which they would shop, should the stores extend their hours, respondents preferred Friday after 5 pm and Saturday afternoon. Comparably there was very little interest in extended hours during the week.

How often do you eat out? How often do you eat breakfast, lunch and dinner in Prairie du Chien? (Q3, Q4)

When going out for meals, 50 percent of respondents indicated they eat out for lunch at least once a week and 47 percent these people eat out in Prairie du Chien ; 52 percent eat out for dinner at least once a week with 43 percent of these meals in Prairie du Chien. Breakfast was shown to have less frequency as only 18 percent of respondents go out for breakfast at least once a week with 13 percent in Prairie du Chien; 24 percent indicated that they never go out for breakfast; and 36 percent indicated that they do so only every few months.

How often do you eat supper out where each meal costs \$4.99; \$5 to \$9.99; \$10 to \$14.99 or \$15 per person? (Q5)

Money Spent per Supper at Least Once a Week



The above chart displays how often people are willing to spend within four price categories for supper at least once a week. In determining how much people are willing to spend, most respondents showed a \$9.99 limit for supper.

What two restaurants or types of cuisine would you most like to see come to downtown Prairie du Chien? (Q6)

Respondents would like to see a variety of ethnic restaurants locate in Prairie du Chien, predominantly Mexican and Italian. There was also a lot of interest in a variety of fast food eateries.

How often do you do the following: watch movies at a theater; rent movies to watch at home? (Q7)

Frequency of renting movies to watch at home:

- Twice a month or more: (39%)
- Once a month: (18%)
- Once every few months: (26%)
- Never: (20%)

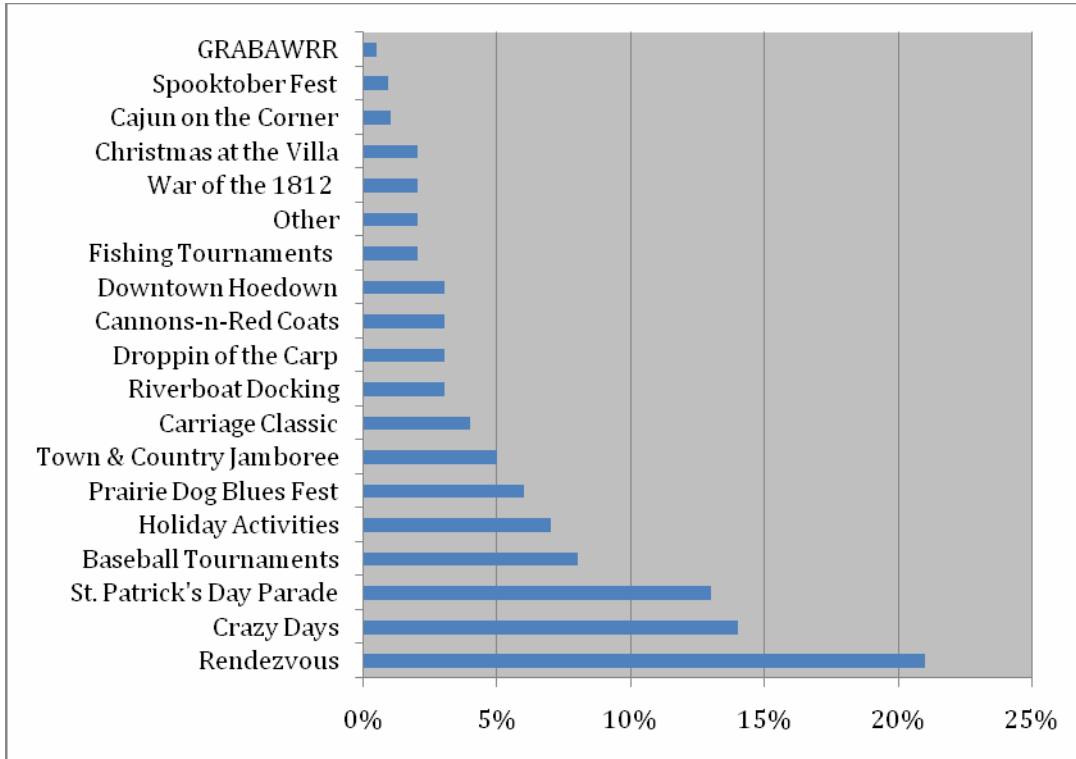
Frequency of watching movies at a theatre:

- Twice a month or more: (12%)
- Once a month: (12%)
- Once every few months: (55%)
- Never: (20%)

While just as many respondents watch movies at home versus at a theatre, overall people seem to rent movies to watch at home much more frequently.

Which of the following events did you attend in the last 12 months? (Q8)

Downtown Event Attendance



Respondents highlighted three events as ones they attend most frequently. They were: Rendezvous (21%), Crazy Days (14%) and St. Patrick's Day Parade (13%).

How often do you come to downtown Prairie du Chien for the following? (Q9)

Respondents reported that they often pass through downtown on their way to someplace else (68%) at least once a week, and often up to 5 times a week. Most commonly, people come to downtown Prairie du Chien for work (39%), non-grocery retail shopping (38%), eating out (28%) and personal care or professional services (11%).

What are the two biggest non-work reasons for you to stop downtown? (Q10)

With a little over 360 respondents to this question, there were a lot of different answers. The most common general responses people gave for stopping downtown included to shop, see friends and eat.

Many people also named specific businesses and attractions that draw them downtown. The most commonly mentioned businesses were:

- Sports World;
- the Island;
- Starks;
- Mulligan's;
- Simply;
- Pete's Hamburger Stand; and
- Hammans.

Where do you typically park when you drive to downtown Prairie du Chien for any reason but work? How far do you typically have to park from your non-work downtown destinations? (Q11, Q12)

Most respondents (79%) are able to find on street parking when in downtown Prairie du Chien. 19 percent are able to park in either a public or a private parking lot. 94 percent of the respondents are able to park within a block of their destination, when in downtown Prairie du Chien.

How far do you live from downtown Prairie du Chien? (Q13)

A majority of respondents (58%) live within 10 minutes of downtown Prairie du Chien.

Others live:

- Downtown: (5%)
- Under five minutes away: (32%)
- Within five to ten minutes away: (21%)
- Between eleven and fifteen minutes away: (11%)
- Between sixteen and twenty minutes away: (10%)
- Over twenty minutes away: (21%)

How far do you live from where you work? (Q14)

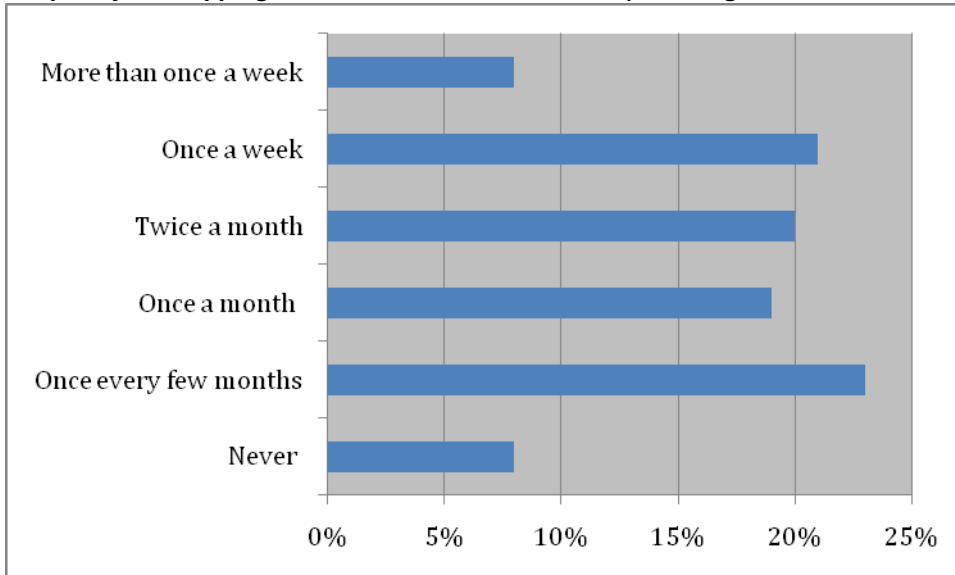
Almost half (47%) of the respondents work within ten minutes of where they live.

Others work:

- At home or are retired: (5%)
- Less than five minutes away: (27%)
- Within five to ten minutes away: (22%)
- Between eleven and fifteen minutes away: (12%)
- Between sixteen and twenty minutes away: (11%)
- Over twenty minutes away: (22%)

How often do you shop at the following locations/stores? (Q16)

Frequency of shopping in Downtown Prairie du Chien (including Blackhawk Junction)



The above chart indicates that 29 percent of respondents shop Downtown once or more per week. Through the survey, respondents were able to identify how often they shop on a regular basis. Given six choices, respondents pointed to Wal-Mart Supercenter as the place where they do most of their weekly shopping. The following is a list of how often respondents shop outside of Prairie du Chien:

- Wal-Mart Supercenter (70%);
- Riverside Square (29%);
- Downtown PDC (29%);
- La Crosse (4%);
- Dubuque (1.3%); and
- Madison (1.3%).

When you shop at the following locations/stores instead of downtown Prairie du Chien, what are the two main reasons why? (Q17)

Where else consumers shop and why

	Better Location	Better Parking	Better Hours	Better Service	Better Quality	Better Selection	Better Price	Other
Wal-Mart	13%	6%	39%	3%	3%	40%	48%	8%
Riverside	28%	16%	12%	13%	13%	32%	17%	16%
La Crosse	4%	1%	7%	3%	26%	73%	24%	11%
Dubuque	7%	3%	5%	3%	18%	64%	17%	21%
Madison	4%	2%	6%	2%	22%	69%	15%	20%

With fifty-eight percent of respondents indicating they live within ten minutes of downtown Prairie du Chien, it is important to understand why people are shopping elsewhere. Responses point to better selection as the most common reason they shop outside of downtown. Over 70 percent of consumers shop at the Wal-Mart Supercenter at least once a week for the following reasons:

- Better price (48%);
- Better selection (40%); and
- Better hours (39%).

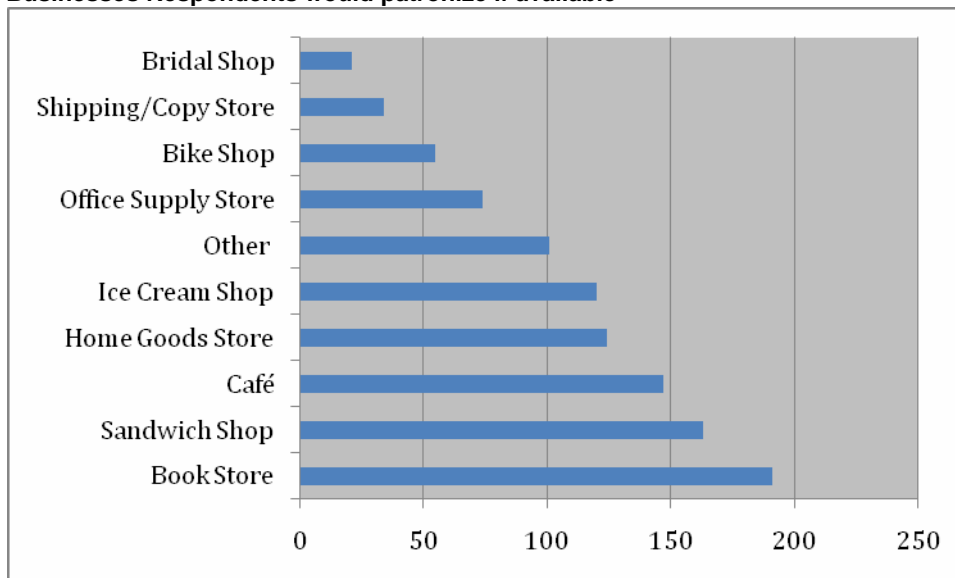


What consumers want

The second portion of the survey collected information on what type of new development respondents want to see in their community. These questions explored what kind of additions should be made to downtown Prairie du Chien in an effort to provide information to local businesses and capture the potential for the community.

The following businesses ARE NOT currently available in downtown Prairie du Chien. Which four businesses would you most likely patronize if they opened in downtown Prairie du Chien within the next yea? (Q18)

Businesses Respondents would patronize if available



Given eleven choices, respondents highlighted three types of businesses they desire for downtown Prairie du Chien. These are:

- Book store (191 selections);
- Sandwich shop (163 selections); and
- Café (147 selections).

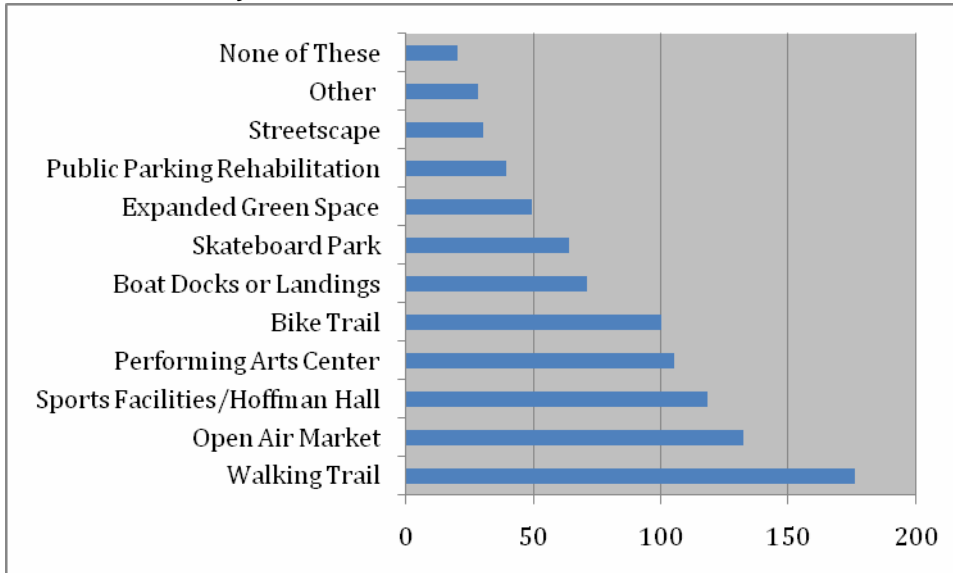
*Please note that each respondent was able to mark 4 types of businesses. 1,255 selections in all were made by 319 respondents.

Name two businesses you would most like to see come to downtown Prairie du Chien. (Q19)

When asked to write-in two businesses they would like to see, respondents went in several directions. The most reoccurring themes were a fast food chain, such as KFC and Taco Bell or a large department store, with Shopko at the top of the list, followed by Target and Kohls. The third area of interest was a home center similar to Menards or Home Depot.

Which three community assets would you most like to see developed? (Q20)

Preferred Community Assets



The survey offered a list of twelve choices. Of the options listed the following three were selected most often by respondents:

- Walking trail (176 selections);
- Open Air Market (132 selections); and
- Sports Complex (118 selections).

Some additional assets suggested include: a dog park, a YMCA, something for teens and young adults, a nice smoke free place with live music, a coffee shop with live music, organic market, children’s museum, and a skating rink.

*Please note that each respondent was able to mark 3 different assets. 932 selections in all were made by 310 respondents.

Have you ever lived downtown in any community? (Q21)

Most of the respondents (64%) from the population sampled have never lived downtown in any community before.

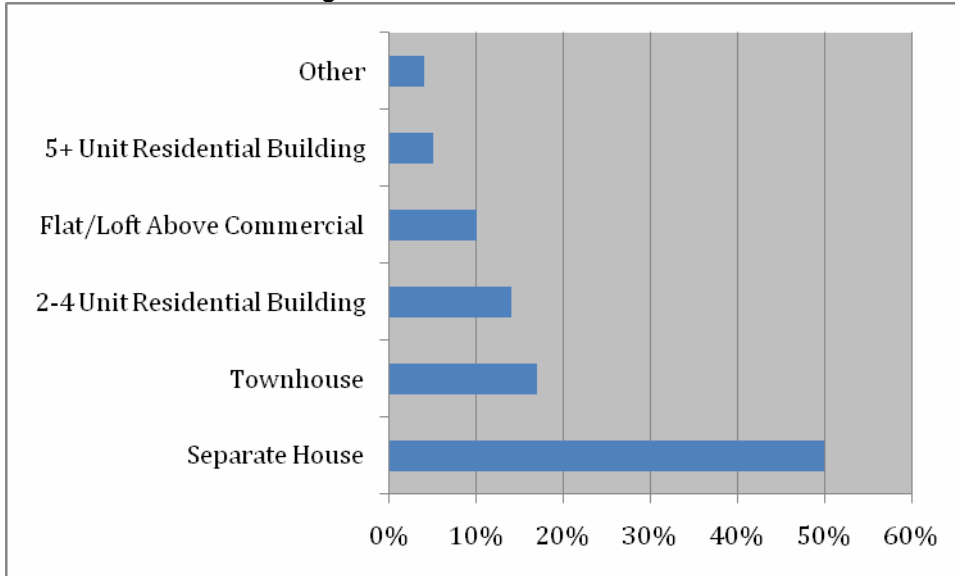
What is your opinion about living downtown in Prairie du Chien? (Q22)

Only a small percentage of those surveyed (2%) are interested in living downtown. Twenty percent of respondents would consider living downtown in Prairie du Chien, given the right circumstances. A majority of respondents (72%), however, are not considering living downtown in Prairie du Chien. Seven percent of respondents already live downtown.

What type of downtown housing would you prefer? (Q23)

This question only received a 40% response rate (166 people responded out of 413). The following chart presents the results of the 166 responses:

Preferred downtown housing



Of those who responded, half would prefer to live in a separate house. There were 5 write-ins for “other”, they were: two from none of the above, condo, apartment and anything I could afford.

What housing arrangement would you choose? (Q24)

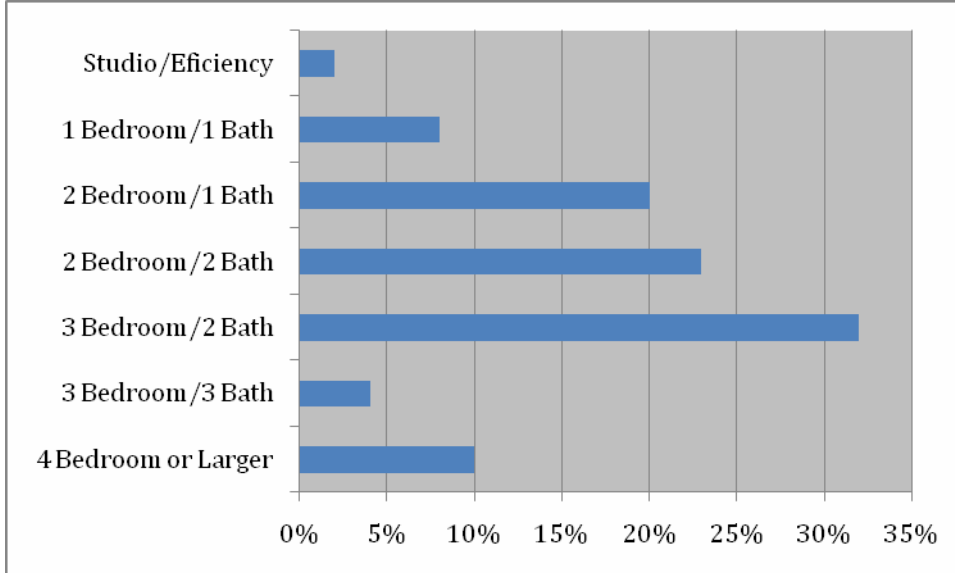
This question only received a 38% response rate (159 people responded out of 413). The following chart presents the results of the 159 responses:

- Private ownership (52%);
- Rental (34%);
- Condominium (13%); and
- Assisted living (1%).

If you moved (or stayed) downtown, what size housing unit would you require? (Q25)

This question only received a 40% response rate (167 people responded out of 413). The following chart presents the results of the 167 responses:

Size of housing respondents would require

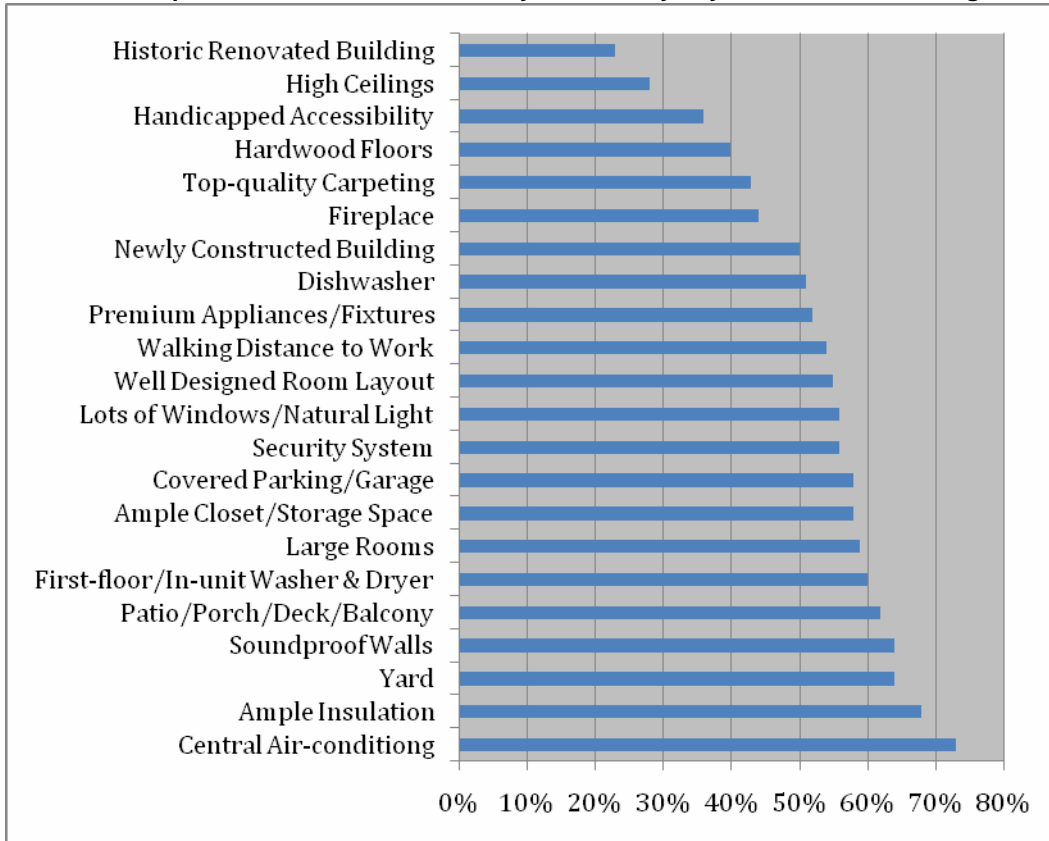


Out of the respondents who answered, the majority needed a 2 to 3 bedroom housing unit, with 1 to 2 bathrooms.



Which of the following amenities are worth paying a higher mortgage or rent? (Q26)

Percent of Respondents Who Would Definitely or Probably Pay More for the following Amenities



There are many amenities that respondents feel are worth having, even if it means raising their rents or mortgages. At least 50 percent of respondents would pay more for the majority of options listed above.

Consumer demographic and marketing data

The third section of the survey collected information on the respondents themselves. Details include demographic information, lifestyle data and recreational activities.

What is your home zip code? (Q30)

Zip codes listed by 5 or more respondents include:

Home Town	Number of Respondents
Prairie du Chien, WI	232
Wauzeka, WI	20
Mc Gregor, IA	19
Monona, IA	16
Eastman, WI	14
Harpers Ferry, IA	7
Marquett, IA	6
Bagley, WI	5
Bloomington, WI	5

What is your gender, age, marital status, the highest level of formal education you have completed, current monthly rent or mortgage payment, and annual income? (Q27, 28, 31, 32, 33, 34)

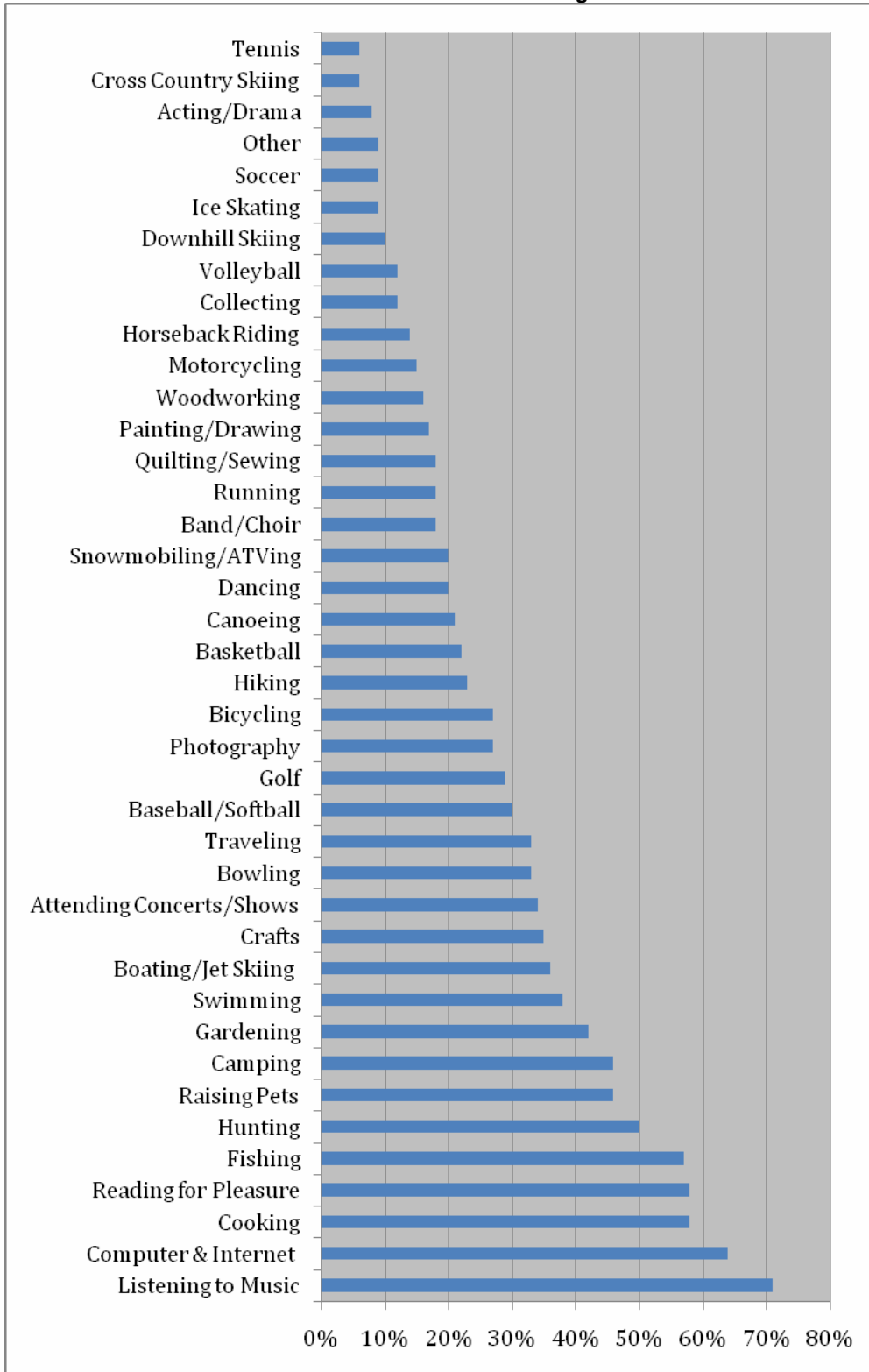
Table 2. Respondent Demographics

Gender	Male	Female					
	27%	72%					
Age	Under 18	18-24	25-44	45-54	55-64	65+	
	21%	11%	29%	24%	13%	3%	
Education	Less than 9th Grade	9th-12th, no diploma	High School	Some College	Associate Degree	Bachelor's Degree	Graduate or Professional
	2%	21%	29%	20%	11%	10%	8%
Income	Less than \$15,000	\$15,000-\$24,999	\$25,000-\$34,999	\$35-49,999	\$50,000-74,999	\$75,000-99,999	\$100,000+
	7%	13%	13%	19%	27%	12%	9%
Mortgage	House is paid-off	\$1-299	\$300-499	\$500-749	\$750-999	\$10000+	
	21%	10%	26%	25%	10%	8%	
Marriage	Other	Unmarried Partner	Married Partner				
	36%	15%	50%				

To get a better understanding of who filled out the surveys, questions about age, gender, education and income level, mortgage/rent rates and marital status were asked. Most of the respondents were women (72%), while there was a fairly wide age distribution. Most of the sample base did not go to, or finish, college and 67 percent of the respondents make under \$75,000 a year. Respondents' rent or mortgage payments are between \$300 to \$749 a month and half of them are married. Respondents may not be representative of all those who shop or potentially shop in downtown Prairie du Chien.

Which leisure activities does your household participate in? (Q35)

Percent of consumer households involved in the following leisure activities.



The most common leisure activities among the respondents' households were:

- Listening to Music (71%);
- Computer & Internet (64%);
- Cooking (58%);
- Reading for Pleasure (58%);
- Fishing (57%);
- Hunting (50%);

What types of books and magazines does your household regularly read? (Q36)

To better understand consumer behavior, the survey asked questions about reading habits. Respondents highlighted several types of books and magazines out of a list of twenty-seven options. The top ten are as follows:

- Cooking/Food/Wine (38%);
- Home & Garden (37%);
- Outdoor & Nature (34%);
- Entertainment (31%);
- Health/Mind/Body (29%);
- News (29%);
- Sports & Leisure (28%);
- Fashion & Style (28%);
- Mystery & Thriller (27%); and
- Romance (23%).

What radio stations do you listen to most? What local or network television stations do you watch most? What publication do you read most? (Q37)

Listening, watching and reading habits can inform business owners on effective media outlets in which to advertise. When asked what radio stations they listen to, respondents largely identified four stations. These were:

- WQPC 94.3 (59%);
- Other (33%);
- KCTN 100.1 (36%); and
- KDTH 92.9 (21%).

The survey then asked the respondent to identify their preferences of local publications. Given twelve options, respondents pointed to the following two publications:

- Courier Press (74%); and
- Shopping News (44%).

In examining local viewing habits, the survey asked for respondents to highlight what local channels they view. Four channels got a response rate of 20 percent or more:

- WKBT- Channel 8 (49%);
- WXOW – Channel 19 – ABC (24%);
- Other (24%); and
- WLAX – FOX (20%).

How strongly do you agree or disagree with the following statements? (Q39)

Percent of respondents who somewhat or strongly agree with the following statements

I feel safe in downtown PdC, even at night	61%
I always try to buy products and services locally	57%
Downtown PdC salespeople are friendly and helpful	56%
I would rather fix something myself than hire it done	52%
I like the look and feel of downtown PdC	51%
I am more likely to save money than spend money	47%
I like to buy the latest fashions	44%
There is plenty of convenient parking in downtown PdC	35%
I like to bring out of town guests downtown	35%
There are a lot of products and services in downtown PdC	31%
I will attend The Colgate County Showdown	30%
Downtown PdC businesses sell at a fair price	29%
I am happy with PdC's recreational facilities	28%
I recommend shopping in downtown PdC	27%
I am happy with PdC's recreational programs	26%
Downtown PdC businesses are open when I want to shop	26%
Downtown PdC businesses sell products/services I want	25%
I am happy with PdC's entertainment options	22%
I am happy with PdC's cultural opportunities	21%
I would rather make something than buy it	17%
Good, affordable housing is plentiful in PdC	14%

Many of the above statements are echoes of previous questions gathered in a more succinct statement. Some new findings include that most people feel safe in downtown Prairie du Chien, even at night; people try to buy local and they like the look and feel of downtown Prairie du Chien.

Please provide any additional comments to help the Prairie du Chien Main Street Program.

There were 77 additional comments. Below are some themes that were repeated up:

- Downtown PdC needs more options, variety and entertainment;
- Need more places for singles and teens to hang out that are not centered around drinking in a bar;
- Mortgages and property taxes are too high;
- A desire to see the movie theater brought back to downtown;
- Extend store hours;
- Bring concert programming that appeals to different people;
- Calls for a YMCA;
- Keep the welcome / visitors center open; and
- Plow the roads better (including the middle of the roads and side roads).

Below are exact statements that seem useful or that are echoed by other respondent's comments.

- "Centralized information resources for downtown events"
- "We need to bring stores downtown that...accurately reflect the people and incomes of the community. I shop at Wal-Mart because I have to, not because I want to."
- "Too many non-shopping businesses downtown"
- "Downtown would be better if it added unique shopping and restaurants plus more green areas"
- "PDC property taxes are the main reason why people don't live there"
- "Create a performing arts center, enhance cultural events by adding an art fair. Improve eyesores"
- "PDC needs more decent affordable housing"
- "I feel the downtown turned into a ghost town after the Movie Theater left"
- "I love PDC's natural setting"
- "For PDC to stay important we need to focus on drawing young people and stop focusing on older generations. Young people need a place to go where they don't have to drink"

Conclusions

The following is a summary of some of the key findings from the Consumer Survey. It is important to note that the population of this survey may not represent all consumers of downtown Prairie du Chien. The survey was conducted with employees of the 12 largest employers of Prairie du Chien and thus may not reflect all consumers.

Respondents of the survey tended to be women, make less than \$75,000 a year, and have a mortgage or rent between \$300 and \$749 a month. Most respondents have never lived downtown, nor would they consider moving downtown. In the comments section, they noted that mortgages are too high and only 14 percent thought that there was plentiful, good, affordable housing in downtown Prairie du Chien. Though 58 percent of the respondents live within ten minutes of downtown, most respondents pass through downtown Prairie du Chien of their way someplace else. When they do stop downtown, they do so to shop, see family and friends and to eat. Additional findings include:

- Respondents preferred to shop weekdays (especially Friday) after 5 pm and Saturday afternoons.
- Almost 80 percent of customers park on the street after driving downtown; 94 percent are able to park within a block of their destination. However, only 35 percent of respondents somewhat or strongly agreed that there was plenty of convenient parking in downtown Prairie du Chien.
- Besides fast food restaurants (such as KFC and Taco Bell), chain stores and big box stores (including department stores, Target, Kohl's, Menards and Home Depot), respondents wanted more ethnically diverse restaurants and a sub or sandwich shops, a bagel shop, brew pub, ice cream store, and a family restaurant. When asked this question with a choice of 10 options, respondents wanted to see a book store, then a sandwich shop and a café.
- Only 29 percent of respondents somewhat or strongly agree with the statement that they recommend shopping in downtown Prairie du Chien. Most residents do their weekly shopping at Wal-Mart: twenty-nine percent of respondents shop in downtown Prairie du Chien once a week or more, whereas 70 percent of the respondent shop at Wal-Mart once a week or more.
 - With the above information, it is interesting to note that 57 percent of respondents said that they always try to buy products and services locally.
- The perceived advantages Wal-Mart has over stores in downtown Prairie du Chien include better hours, better selection and better prices. Only 26 percent of respondents felt that downtown Prairie du Chien businesses were open when they wanted to shop; only 25 percent felt that businesses sell products and services they want.
- Several respondents indicated that they felt like they had limited extra spending money, though over half of them go out to eat at least once a week and enjoy shopping. It appears respondents are interested in getting as much value for their money as possible, showing a \$10 per person spending limit for dinner, and gravitating to fast food chains and big box stores.

- Only 21 percent of the respondents said they were happy with Prairie du Chien's cultural opportunities. No specific festival seemed to draw the respondents to the downtown, with the highest participation rate being Rendezvous at 21 percent.
- Only 22 percent of respondents were happy with downtown Prairie du Chien's entertainment options. In the comments section, respondents noted that downtown PdC needs more options, variety and entertainment as well as more places for singles and teens to hang out that is not centered around drinking.
- The development of walking trails, an open air market and a sports complex ranked highest on respondents list of community assets they would like to see in downtown Prairie du Chien. Only 26 percent of respondents are happy with Prairie du Chien's recreational programs.
- The most common leisure activities include listening to music, computer and internet activity, cooking, reading for pleasure, fishing and hunting. These are areas that people might be more willing to spend money on both planned and impulse purchases.
- Regarding media preferences, 59 percent of the respondents listen to WQPC, 74 percent read the Courier Press, 44 percent read the Shopping News, and 49 percent watch WKBT-Channel 8.

WHEN, WHERE AND WHY YOU SHOP

1. When do you typically shop for non-grocery items?

(● mark up to SEVEN times total for the week)

	Before 11:00 a.m.	11:00 a.m.- 2:00 p.m.	2:00 p.m.- 5:00 p.m.	After 5:00 p.m.
Monday	(A)	(B)	(C)	(D)
Tuesday	(E)	(F)	(G)	(H)
Wednesday	(I)	(J)	(K)	(L)
Thursday	(M)	(N)	(O)	(P)
Friday	(Q)	(R)	(S)	(T)
Saturday	(U)	(V)	(W)	(X)
Sunday	(Y)	(Z)	(1)	(2)

2. During which of the following extended hours are you currently most likely to shop for non-grocery items?

(● mark ONE)

- (A) Monday after 5:00 p.m.
- (B) Tuesday after 5:00 p.m.
- (C) Wednesday after 5:00 p.m.
- (D) Thursday after 5:00 p.m.
- (E) Friday after 5:00 p.m.
- (F) Sunday afternoon
- (G) Other _____

3. How often do you eat out...

(● mark ONE answer for each question)

	5 or more times a week	2-4 times a week	Once a week	Once a month	Once every few months	Never
...for breakfast?	(A)	(B)	(C)	(D)	(E)	(F)
...for lunch?	(A)	(B)	(C)	(D)	(E)	(F)
...for supper?	(A)	(B)	(C)	(D)	(E)	(F)

4. How often do you eat out in Prairie du Chien for

(● mark ONE)

	5 or more times a week	2-4 times a week	Once a week	Once a month	Once every few months	Never
...for breakfast?	(A)	(B)	(C)	(D)	(E)	(F)
...for lunch?	(A)	(B)	(C)	(D)	(E)	(F)
...for dinner?	(A)	(B)	(C)	(D)	(E)	(F)

5. How often do you eat supper out where each meal costs...

(● mark ONE answer for each question)

	5 or more times a week	2-4 times a week	Once a week	Once a month	Once every few months	Never
...\$4.99 or less per person?	(A)	(B)	(C)	(D)	(E)	(F)
...from \$5 to \$9.99 per person?	(A)	(B)	(C)	(D)	(E)	(F)
...from \$10 to \$14.99 per person?	(A)	(B)	(C)	(D)	(E)	(F)
...\$15 or more per person?	(A)	(B)	(C)	(D)	(E)	(F)

6. What two restaurants or types of cuisine would you most like to see come to downtown Prairie du Chien?

a. _____ b. _____

7. How often do you do the following?

(● mark ONE answer for each)

	More than once a week	Once a week	Twice a month	Once a month	Once every few months	Never
Watch movies at a theater.	(A)	(B)	(C)	(D)	(E)	(F)
Rent movies to watch at home.	(A)	(B)	(C)	(D)	(E)	(F)

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

- | | | | |
|---|--|--|---|
| <input type="radio"/> (A) Cajun on the Corner | <input type="radio"/> (F) Rendezvous | <input type="radio"/> (K) Carriage Classic | <input type="radio"/> (K) Fishing Tournaments |
| <input type="radio"/> (B) Holiday Activities | <input type="radio"/> (G) Town & Country Jamboree | <input type="radio"/> (K) Christmas at the Villa | <input type="radio"/> (K) GRABAWRR |
| <input type="radio"/> (C) Downtown Hoedown | <input type="radio"/> (G) Droppin of the Carp | <input type="radio"/> (K) War of 1812 | <input type="radio"/> (K) Riverboat Docking |
| <input type="radio"/> (D) Crazy Days | <input type="radio"/> (I) St. Patrick's Day Parade | <input type="radio"/> (K) Cannons – n – Redcoats | <input type="radio"/> (L) Other _____ |
| <input type="radio"/> (E) Spooktober Fest | <input type="radio"/> (J) Prairie Dog Blues Fest | <input type="radio"/> (K) Baseball Tournaments | |

9. How often do you come to downtown Prairie du Chien for the following? (● mark ONE answer for each)

	5 or more times a week	2-4 times a week	Once a week	Once a month	Once every few months	Never
Non-grocery retail shopping.....	<input type="radio"/> (A)	<input type="radio"/> (B)	<input type="radio"/> (C)	<input type="radio"/> (D)	<input type="radio"/> (E)	<input type="radio"/> (F)
Eating out.....	<input type="radio"/> (A)	<input type="radio"/> (B)	<input type="radio"/> (C)	<input type="radio"/> (D)	<input type="radio"/> (E)	<input type="radio"/> (F)
Personal care or professional services.....	<input type="radio"/> (A)	<input type="radio"/> (B)	<input type="radio"/> (C)	<input type="radio"/> (D)	<input type="radio"/> (E)	<input type="radio"/> (F)
Work.....	<input type="radio"/> (A)	<input type="radio"/> (B)	<input type="radio"/> (C)	<input type="radio"/> (D)	<input type="radio"/> (E)	<input type="radio"/> (F)
Passing through on your way to someplace else.....	<input type="radio"/> (A)	<input type="radio"/> (B)	<input type="radio"/> (C)	<input type="radio"/> (D)	<input type="radio"/> (E)	<input type="radio"/> (F)

10. What are the two biggest non-work reasons for you to stop downtown? (i.e. specific establishment, attraction or activity)

a. _____ b. _____

11. Where do you typically park when you drive to downtown Prairie du Chien for any reason but work? (● mark ONE)

- | | |
|---|--|
| <input type="radio"/> (A) On the street | <input type="radio"/> (C) In a private parking lot |
| <input type="radio"/> (B) In a public parking lot | <input type="radio"/> (D) Other _____ |

12. How far do you typically have to park from your non-work downtown destinations? (● mark ONE)

- | | |
|--|--|
| <input type="radio"/> (A) Near entry | <input type="radio"/> (D) 2 blocks away |
| <input type="radio"/> (B) ½ block away | <input type="radio"/> (E) 3 blocks away |
| <input type="radio"/> (C) 1 block away | <input type="radio"/> (F) 4 blocks or more |

13. How far do you live from downtown Prairie du Chien? (● mark ONE)

- | | |
|---|---|
| <input type="radio"/> (A) live downtown | <input type="radio"/> (D) 11-15 minutes |
| <input type="radio"/> (B) under 5 minutes | <input type="radio"/> (E) 16-20 minutes |
| <input type="radio"/> (C) 5-10 minutes | <input type="radio"/> (F) over 20 minutes |

14. How far do you live from where you work? (● mark ONE)

- | | |
|--|---|
| <input type="radio"/> (A) work at home/retired | <input type="radio"/> (D) 11-15 minutes |
| <input type="radio"/> (B) under 5 minutes | <input type="radio"/> (E) 16-20 minutes |
| <input type="radio"/> (C) 5-10 minutes | <input type="radio"/> (F) over 20 minutes |

15. Where are you more likely to shop for non-grocery items? (A) Near where you work (B) Near where you live

16. How often do you shop at the following locations/stores? (● mark ONE answer for each)

	More than once a week	Once a week	Twice a month	Once a month	Once every few months	Never
Downtown PdC (Including Blackhawk Junction).....	<input type="radio"/> (A)	<input type="radio"/> (B)	<input type="radio"/> (C)	<input type="radio"/> (D)	<input type="radio"/> (E)	<input type="radio"/> (F)
Riverside Square.....	<input type="radio"/> (A)	<input type="radio"/> (B)	<input type="radio"/> (C)	<input type="radio"/> (D)	<input type="radio"/> (E)	<input type="radio"/> (F)
Walmart Supercenter.....	<input type="radio"/> (A)	<input type="radio"/> (B)	<input type="radio"/> (C)	<input type="radio"/> (D)	<input type="radio"/> (E)	<input type="radio"/> (F)
La Crosse.....	<input type="radio"/> (A)	<input type="radio"/> (B)	<input type="radio"/> (C)	<input type="radio"/> (D)	<input type="radio"/> (E)	<input type="radio"/> (F)
Dubuque.....	<input type="radio"/> (A)	<input type="radio"/> (B)	<input type="radio"/> (C)	<input type="radio"/> (D)	<input type="radio"/> (E)	<input type="radio"/> (F)
Madison.....	<input type="radio"/> (A)	<input type="radio"/> (B)	<input type="radio"/> (C)	<input type="radio"/> (D)	<input type="radio"/> (E)	<input type="radio"/> (F)

17. When you shop at the following locations/stores instead of downtown Prairie du Chien, what are the two main reasons why?

(● mark up to TWO reasons for each)

	Better Location	Better Parking	Better Hours	Better Service	Better Quality	Better Selection	Better Price	Other (Specify)
Riverside Square.....	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H) _____
Walmart Supercenter.....	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H) _____
La Crosse.....	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H) _____
Dubuque.....	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H) _____
Madison.....	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H) _____

WHAT YOU WANT

18. The following businesses ARE NOT currently available in downtown Prairie du Chien. Which four businesses would you most likely patronize if they opened in downtown Prairie du Chien within the next year. (● mark up to FOUR)

- | | | | |
|-------------------------|-------------------------|-----------------|----------------------|
| (A) Book Store | (D) Shipping/Copy Store | (G) Bakery | (J) Home Goods Store |
| (B) Bike Shop | (E) Sandwich Shop | (H) Bridal Shop | (K) Other _____ |
| (C) Office Supply Store | (F) Ice Cream Shop | (I) Cafe | (L) Other _____ |

19. Name two businesses you would most like to see come to downtown Prairie du Chien. (i.e. specific chain or franchise)

a. _____ b. _____

20. Which three community assets would you most like to see developed? (● mark up to THREE)

- | | | |
|------------------------------------|-----------------------------------|--|
| (A) Walking trail | (F) Expanded "green space" | (G) Open Air Market (produce/fish/music) |
| (B) Bike trail | (G) Public parking rehabilitation | (H) None of these |
| (C) Boat docks or landings | (G) Performing Arts Center | (I) Other _____ |
| (D) Sports facilities/Hoffman Hall | (G) Streetscape | |
| (E) Skateboard park | | |

21. Have you ever lived downtown in any community?

- (A) Yes
- (B) No

22. What is your opinion about living downtown in Prairie du Chien? (● mark ONE)

- (A) I am not interested in living downtown in Prairie du Chien. (If so, skip to question 26)
- (B) I might consider living downtown in Prairie du Chien given the right circumstances.
- (C) I am interested in living downtown in Prairie du Chien.
- (D) I live downtown in Prairie du Chien now.

23. What type of downtown housing would you prefer? (● mark ONE)

- | | |
|-----------------------------------|----------------------------------|
| (A) Separate house | (D) 5+ unit residential building |
| (B) Townhouse | (E) Flat/Loft above commercial |
| (C) 2-4 unit residential building | (F) Other _____ |

24. What housing arrangement would you choose? (● mark ONE)

- | | |
|-----------------------|---------------------|
| (A) Private ownership | (C) Rental |
| (B) Condominium | (D) Assisted living |

25. If you moved (or stayed) downtown, what size housing unit would you require? (● mark ONE)

- | | | | |
|-----------------------|----------------------|----------------------|-------------------------|
| (A) Studio/Efficiency | (C) 2 Bedroom/1 Bath | (E) 3 Bedroom/2 Bath | (G) 4 Bedroom or Larger |
| (B) 1 Bedroom/1 Bath | (D) 2 Bedroom/2 Bath | (F) 3 Bedroom/3 Bath | |

26. Which of the following amenities are worth paying a higher mortgage or rent? (● mark ONE answer for each amenity)

	Definitely Yes					Definitely No				
Historic renovated building.....	④	③	②	①	①	④	③	②	①	①
Newly constructed building.....	④	③	②	①	①	④	③	②	①	①
Covered parking/garage.....	④	③	②	①	①	④	③	②	①	①
Security system.....	④	③	②	①	①	④	③	②	①	①
Handicapped accessibility.....	④	③	②	①	①	④	③	②	①	①
Well designed room layout.....	④	③	②	①	①	④	③	②	①	①
Large rooms.....	④	③	②	①	①	④	③	②	①	①
Ample closet/storage space.....	④	③	②	①	①	④	③	②	①	①
High ceilings.....	④	③	②	①	①	④	③	②	①	①
Ample insulation.....	④	③	②	①	①	④	③	②	①	①
Soundproof walls.....	④	③	②	①	①	④	③	②	①	①
Lots of windows/natural light.....	④	③	②	①	①	④	③	②	①	①
Hardwood floors.....	④	③	②	①	①	④	③	②	①	①
Top-quality carpeting.....	④	③	②	①	①	④	③	②	①	①
Central air-conditioning.....	④	③	②	①	①	④	③	②	①	①
Fireplace.....	④	③	②	①	①	④	③	②	①	①
Premium appliances/fixtures.....	④	③	②	①	①	④	③	②	①	①
Dishwasher.....	④	③	②	①	①	④	③	②	①	①
First-floor/in-unit washer & dryer..	④	③	②	①	①	④	③	②	①	①
Patio/porch/deck/balcony.....	④	③	②	①	①	④	③	②	①	①
Yard.....	④	③	②	①	①	④	③	②	①	①
Other.....	④	③	②	①	①	④	③	②	①	①
Walking distance to work	④	③	②	①	①	④	③	②	①	①

MARKET AND MARKETING DATA

27. What is your gender? (A) Male (B) Female

28. What is your age?

- (A) under 18 (C) 25-44 (E) 55-64
 (B) 18-24 (D) 45-54 (F) Over 64

29. By age, how many people live in your household?
 (● mark ONE per age category)

	None	One	Two	Three	Four or more
<5 years	①	②	③	④	⑤
5-9 years	①	②	③	④	⑤
10-14 years	①	②	③	④	⑤
15-17 years	①	②	③	④	⑤
18 & older	①	②	③	④	⑤

30. What is your home zip code? _____
 How long have you lived at that zip code? _____

31. What is your marital status? (● mark ONE)

- (A) No partner (single, divorced or widowed)
 (B) Unmarried partner
 (C) Married partner

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

- (A) Less than 9th grade (E) Associate degree
 (B) 9th to 12th grade, no diploma (F) Bachelor's degree
 (C) High school graduate (G) Graduate or professional degree
 (D) Some college, no degree

33. What is your current monthly rent or mortgage payment? (● mark ONE)

- (A) house is paid-off (C) \$200 - \$299 (E) \$500 - \$749 (G) \$1000 - \$1,499 (I) \$2,000 or more
 (B) \$1 - \$199 (D) \$300 - \$499 (F) \$750 - \$999 (H) \$1,500 - \$1,999

34. What is your household's annual income? (● mark ONE)

- (A) under \$15,000 (C) \$25,000 - 34,999 (E) \$50,000 - \$74,999 (G) \$100,000 - \$149,999
 (B) \$15,000 - \$24,999 (D) \$35,000 - \$49,999 (F) \$75,000 - \$99,999 (H) over \$150,000

35. Which leisure activities does your household participate in? (● mark ALL that apply)

- | | | | |
|--|--|--|---|
| <input type="radio"/> (A) Acting/Drama | <input type="radio"/> (L) Computer & Internet | <input type="radio"/> (V) Horseback Riding | <input type="radio"/> (6) Running |
| <input type="radio"/> (B) Attending Concerts/Shows | <input type="radio"/> (M) Cooking | <input type="radio"/> (W) Ice Skating | <input type="radio"/> (7) Snowmobiling/ATVing |
| <input type="radio"/> (C) Band/Choir | <input type="radio"/> (N) Crafts | <input type="radio"/> (X) Hunting | <input type="radio"/> (8) Soccer |
| <input type="radio"/> (D) Baseball/Softball | <input type="radio"/> (O) Cross Country Skiing | <input type="radio"/> (Y) Listening To Music | <input type="radio"/> (9) Swimming |
| <input type="radio"/> (E) Basketball | <input type="radio"/> (P) Dancing | <input type="radio"/> (Z) Motorcycling | <input type="radio"/> (A) Tennis |
| <input type="radio"/> (F) Bicycling | <input type="radio"/> (Q) Downhill Skiing | <input type="radio"/> (1) Painting/Drawing | <input type="radio"/> (7) Traveling |
| <input type="radio"/> (G) Boating/Jet Skiing | <input type="radio"/> (R) Fishing | <input type="radio"/> (2) Photography | <input type="radio"/> (A) Volleyball |
| <input type="radio"/> (H) Bowling | <input type="radio"/> (S) Gardening | <input type="radio"/> (3) Quilting/Sewing | <input type="radio"/> (A) Woodworking |
| <input type="radio"/> (I) Camping | <input type="radio"/> (T) Golf | <input type="radio"/> (4) Raising Pets | <input type="radio"/> (O) Other _____ |
| <input type="radio"/> (J) Canoeing | <input type="radio"/> (U) Hiking | <input type="radio"/> (5) Reading for Pleasure | |
| <input type="radio"/> (K) Collecting _____ | | | |

36. What types of books and magazines does your household regularly read? (● mark ALL that apply)

- | | | | |
|---|--|--|---|
| <input type="radio"/> (A) Academic & Scholarly | <input type="radio"/> (H) Cooking, Food & Wine | <input type="radio"/> (O) Mystery & Thriller | <input type="radio"/> (V) Romance |
| <input type="radio"/> (B) Art, Design & Photography | <input type="radio"/> (I) Entertainment | <input type="radio"/> (P) News | <input type="radio"/> (W) Science Fiction & Fantasy |
| <input type="radio"/> (C) Biography & Autobiography | <input type="radio"/> (J) Fashion & Style | <input type="radio"/> (Q) Outdoor & Nature | <input type="radio"/> (X) Sports & Leisure |
| <input type="radio"/> (D) Business & Finance | <input type="radio"/> (K) Health, Mind & Body | <input type="radio"/> (R) Parenting & Family | <input type="radio"/> (Y) Teen |
| <input type="radio"/> (E) Children's | <input type="radio"/> (L) History | <input type="radio"/> (S) Professional & Technical | <input type="radio"/> (Z) Travel |
| <input type="radio"/> (F) Classic Novels & Poetry | <input type="radio"/> (M) Hobby & Games | <input type="radio"/> (T) Reference | <input type="radio"/> (1) Other _____ |
| <input type="radio"/> (G) Computer & Internet | <input type="radio"/> (N) Home & Garden | <input type="radio"/> (U) Religion & Spirituality | <input type="radio"/> (2) None |

37. What radio stations do you listen to most? (● mark up to TWO)

- | | | |
|---------------------------------------|---------------------------------------|--|
| <input type="radio"/> (A) WQPC, 94.3 | <input type="radio"/> (D) KPVL, 89.1 | <input type="radio"/> (G) KNEI, (Waukon) |
| <input type="radio"/> (B) KCTN, 100.1 | <input type="radio"/> (E) WPVL, 107.1 | <input type="radio"/> (H) Other _____ |
| <input type="radio"/> (C) KDTH, 92.9 | <input type="radio"/> (F) WGLR, 97.7 | <input type="radio"/> (I) None |

What local or network television stations do you watch most? (● mark up to TWO)

- | | | |
|--|--|---------------------------------------|
| <input type="radio"/> (A) WKBT – Channel 8
CBS | <input type="radio"/> (B) WXOW – Channel
19 - ABC | <input type="radio"/> (F) W67CH – NBC |
| <input type="radio"/> (A) Mediacom local
access | <input type="radio"/> (B) <input type="radio"/> (C) WLAX - Fox | <input type="radio"/> (G) Other _____ |
| | <input type="radio"/> (D) WHLA – PBS | <input type="radio"/> (H) None |

What publications do you read most? (● mark up to TWO)

- | | | | |
|---|--|--|--|
| <input type="radio"/> (A) Courier Press | <input type="radio"/> (D) Clayton County
Register | Independent | <input type="radio"/> (F) The Tapestry |
| <input type="radio"/> (A) Shopping News | <input type="radio"/> (D) Fennimore Times | <input type="radio"/> (F) North Iowa Times | <input type="radio"/> (G) Other _____ |
| <input type="radio"/> (C) Boscobel Dial | <input type="radio"/> (E) Crawford County | <input type="radio"/> (F) The Outlook | <input type="radio"/> (H) None |
| | | <input type="radio"/> (F) Postville Herald | |

38. What is your level of interest in starting your own business?

(If you would like business startup assistance please call 608-326-7374)

- (A) Not interested
 (B) Interested enough to learn more
 (C) Starting to plan a business
 (D) Ready to start a business
 (E) Current Business Owner
 (F) Current business owner interested in starting another business

39. How strongly do you agree or disagree with the following statements? (● mark ONE answer for each)

	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
I like to buy the latest fashions.....	(A)	(B)	(C)	(D)	(E)
I would rather make something than buy it.....	(A)	(B)	(C)	(D)	(E)
I would rather fix something myself than hire it done.....	(A)	(B)	(C)	(D)	(E)
I am more likely to save money than spend money.....	(A)	(B)	(C)	(D)	(E)
I always try to buy products and services locally.....	(A)	(B)	(C)	(D)	(E)
I like the look and feel of downtown Prairie du Chien.....	(A)	(B)	(C)	(D)	(E)
Downtown Prairie du Chien salespeople are friendly and helpful.....	(A)	(B)	(C)	(D)	(E)
I feel safe in downtown Prairie du Chien, even at night.....	(A)	(B)	(C)	(D)	(E)
There are a lot of products and services in downtown PdC.....	(A)	(B)	(C)	(D)	(E)
There is plenty of convenient parking in downtown PdC.....	(A)	(B)	(C)	(D)	(E)
Downtown PdC businesses are open when I want to shop.....	(A)	(B)	(C)	(D)	(E)
Downtown PdC businesses sell products/services I want.....	(A)	(B)	(C)	(D)	(E)
Downtown Prairie du Chien businesses sell at a fair price.....	(A)	(B)	(C)	(D)	(E)
I like to bring out of town guests downtown.....	(A)	(B)	(C)	(D)	(E)
I recommend shopping in downtown Prairie du Chien.....	(A)	(B)	(C)	(D)	(E)
I will attend The Colgate Country Showdown.....	(A)	(B)	(C)	(D)	(E)
Good, affordable housing is plentiful in Prairie du Chien.....	(A)	(B)	(C)	(D)	(E)
I am happy with Prairie du Chien's recreation facilities.....	(A)	(B)	(C)	(D)	(E)
I am happy with Prairie du Chien's recreation programs.....	(A)	(B)	(C)	(D)	(E)
I am happy with Prairie du Chien's entertainment options.....	(A)	(B)	(C)	(D)	(E)
I am happy with Prairie du Chien's cultural opportunities.....	(A)	(B)	(C)	(D)	(E)

Please provide any additional comments to help the Prairie du Chien Main Street Program:

OFFICE USE ONLY		
0	0	0
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5
6	6	6
7	7	7
8	8	8
9	9	9