



Downtown Monroe Business Survey

A survey of downtown Monroe business operators was conducted to gather insights, perspectives and input from the downtown Monroe business community. The following section provides a summary of the survey responses.

Survey Overview

The downtown Monroe business survey collected data from enterprises that operate in the Downtown Business District. The comprehensive survey was conducted in April 2007.

Types of Questions

The overall goal of the survey was to analyze opportunities to improve downtown Monroe as a place to operate a business and support business retention, expansion and recruitment efforts. Questions were grouped as follows:

- Background information on each business;
- Satisfaction with their downtown location;
- Business sales patterns, seasonality and events;
- Challenges of running a business in downtown Monroe; and
- Ways to improve downtown as a place to do business.



The survey was based in part on the standardized business operator's survey developed by the Wisconsin Main Street program. This survey was modified extensively by the study committee to reflect research questions specific to Monroe.

Survey Distribution and Response

The survey was conducted by the Monroe Main Street Program. Assistance in tabulation and analysis was provided by the University of Wisconsin-Extension, Center for Community and Economic Development, in cooperation with University of Wisconsin-Extension Green County.¹ In administering the survey, a total of 104 surveys were mailed to local businesses; 56 responses were returned. The final response rate was 54 percent.

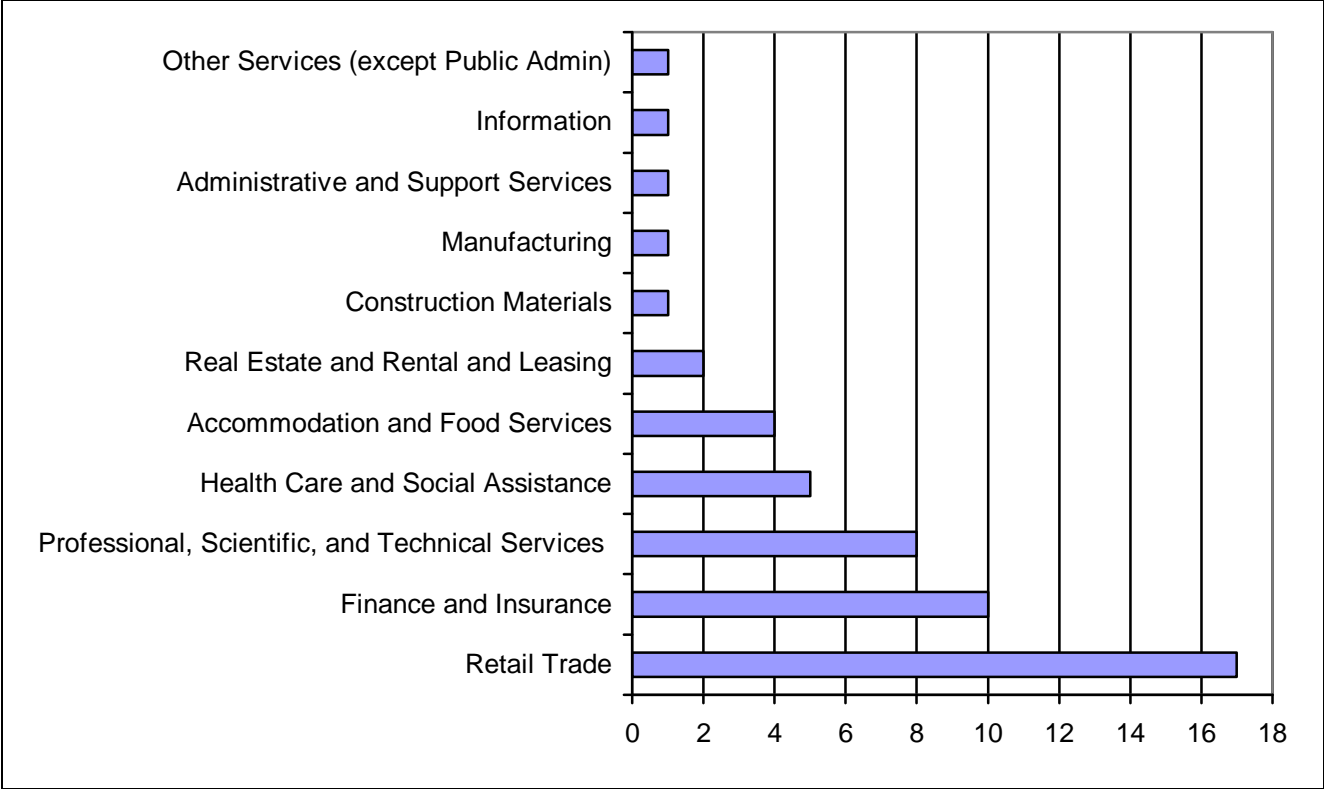
¹ This section was written by Erin Fifield, working with Bill Ryan at the University of Wisconsin-Extension Center for Community and Economic Development and Cara Carper of the University of Wisconsin-Extension Green County. Work was done in cooperation with the Wisconsin Main Street Program and Barb Nelson of Monroe Main Street.

Background Information on Respondents

Various questions were asked to better understand the general characteristics of the business operators responding to the survey. Questions and responses are as follows:

What is the business or professional activity code for your business? (NAICS) (Q.10)

Respondent Numbers by Business Type



A majority of businesses surveyed are in retail trade, specifically clothing and specialty/gift stores.

How long has your business been in operation? (Q.11)

More than 50 percent of businesses surveyed have been in operation for over 20 years. Roughly 25 percent of businesses have been in operation between 5 and 20 years. Only 5 percent of businesses surveyed have been operating for less than one year.

How long have you been the owner of your business? (Q.12)

Respondents have owned their business for the following number of years:

- Over 20 years (32%);
- 11-20 years (27%);
- 5-10 years (14%);
- 1-5 years (13%); and
- Under 1 year (9%).

Does your business own or lease the space in which it is located? (Q.13)

Only slightly more respondents own their property (52%) than lease (48%). Total square feet of businesses range from 550 to 51,000, with businesses averaging 5,000 total square feet.

What percentage of employees of your business live here in Monroe? (Q.17)

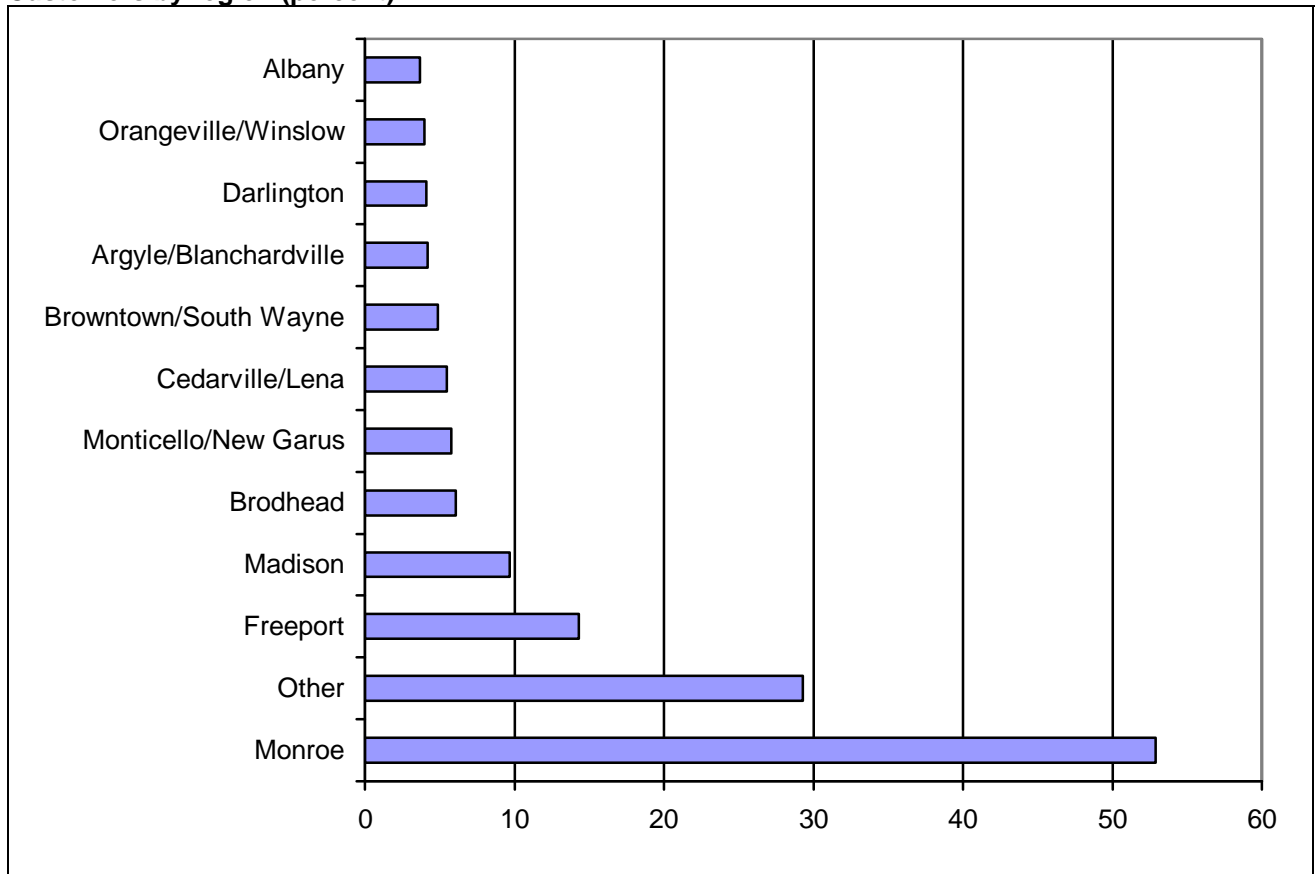
On average, about 60 percent of employees working in downtown Monroe also live in Monroe.

How many people, including owners, does your business employ in each of the following categories? (Q.18)

Nearly 70 percent of downtown Monroe employees are hired full-time year round. Remaining employees are mostly hired part-time, with seasonal employees representing only 2.5 percent of people hired.

Approximately what percentage of your customers come from each of the following zip codes? (Q.24)

Customers by region (percent)



Respondents of downtown businesses indicated that 53 percent of their customers come from Monroe, with 14 percent and 10 percent coming from Freeport and Madison, respectively. Within the “Other” category, those customers that were identified mostly came from Chicago and other cities in Illinois.

Please describe the target market of your business? (Q.26)

With only 50 percent response rate of those surveyed, those who responded describe their typical customer as:

- Female (75%);
- 25-44 year olds (56%) and 45-54 year olds (32%); and
- Annual Household Income between \$35,000-50,000 (30%) and \$50,000-75,000 (30%).

Please list the six products and/or services that best differentiate your business from the competition. (Q.28)

Within the variety of responses, most indicated that their business has a competitive edge on the competition due to their customer service (namely the experience, knowledge and friendliness of staff) and their unique products/services.

What is the toughest competition for your business? (Q.29)

While businesses provided many different responses, it's noteworthy that many view chain stores and out of town businesses as their toughest competition.

To what degree do the following traits help make your business more competitive versus the competitors listed above? (Q.30)

Respondents felt that the following traits do *a lot* to give their business the competitive edge:

- Quality (85%);
- Service (81%);
- Selection (55%); and
- Name Brands (48%).

Of note, more than 20 percent of businesses felt that parking, location and hours offered no competitive advantage.

Relative to other businesses in your trade, what price point do you target? (Q.31)

The majority of respondents (78%) indicated that they target an average price range. No one responded as targeting low-end prices.

What three downtown businesses complement your business the most? (Q.32)

The following businesses were mentioned by respondents as complementing their business:

- Banks (in general) with 10 respondents;
- Baumgartners with 8;
- Das Baumhaus with 7; and
- Nancy's with 6.

Satisfaction with their Downtown Location and Future Plans

How strongly to you agree or disagree with the following statements? (Q.6)

How Business Operators Feel About the Monroe Downtown area

Statement Describing Downtown	Agree Strongly or Somewhat (%)
I feel safe downtown at all time	91
Local fire protection is outstanding	90
Local police protection is outstanding	82
Local waste management service is outstanding	77
Downtown Monroe is an excellent place to have a business	75
Housing for employees is readily available	61
Local municipal services are well worth the level of local	59
Childcare for employees and customers is readily available	44

The majority of businesses surveyed are satisfied with safety, local fire protection and municipal services downtown. Less than half of respondents agree that childcare is readily available.

How satisfied are you with the present location of your business? (Q.7)

The majority of respondents indicated they are either Satisfied or Very Satisfied (totaling 77%) with their current location. Only 6 percent of respondents indicated that they were unsatisfied.

Where do your customers typically park? (Q.15)

Customers typically park:

- On the street (68%)
- In a private lot (20%)

Nearly all (95%) customers are able to park within ½ block of the business.

Where do you and your employees typically park? (Q.16)

Employees typically park:

- On the street (30%)
- In a public parking lot (30%)
- In a private lot (22%)

Nearly all (78%) employees are able to park within 1 block of the business.

Do you have plans to expand or reduce operations for your business in the foreseeable future? (Q.8)

Most (61%) respondents report that they have no plans to expand or reduce operations in the foreseeable future. A significant 21 percent (12 businesses) report that they do plan to expand products/services or square footage downtown.

Are you, or the building owner, considering any building improvement projects? (Q.9)

Nearly an equal number of respondents are considering making improvements to their building (41%) as opposed to not (36%). One-fifth of respondents did not know.

Business Sales Patterns, Seasonality and Events

What are the hours of operation for your business? (Q.19)

During the week, on average, businesses open between 8-9am and close between 5-6pm. Fewer businesses are open on Sundays. While nearly 50 percent of respondents feel their businesses are open all hours they need to be, 20 percent feel they would be open more hours if they were sure of business volume.

During a typical week, what are the seven busiest times for your business? (Q.20)

Businesses indicated they are busiest at the following times:

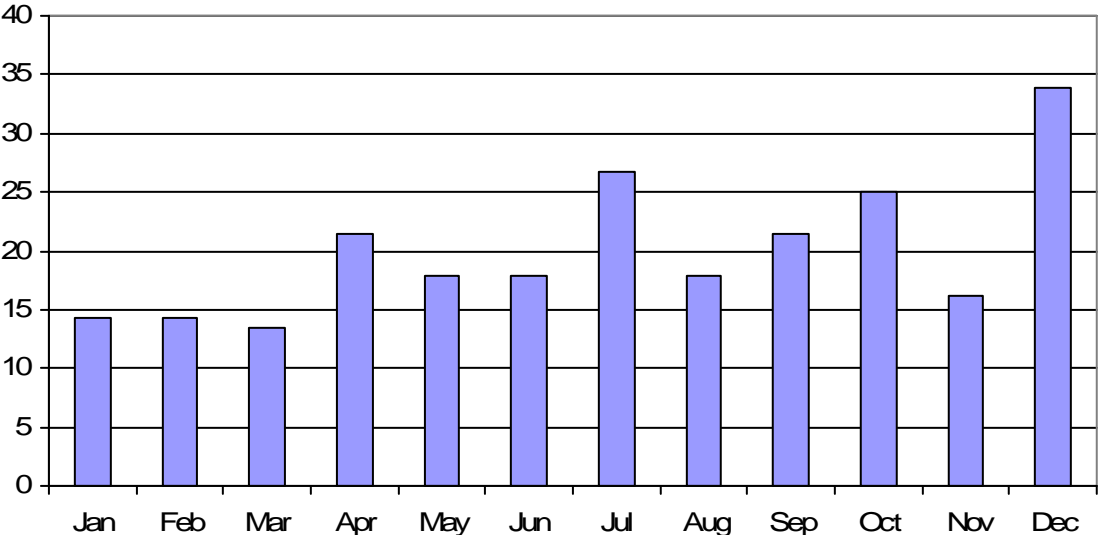
- Mondays before 11:00am (40%); and
- Fridays after 2:00pm (39%).

Most businesses responded as having a steady pattern of customers throughout the day Tuesday –Thursday. While only 13 businesses report being open on Sundays, 70 percent of those businesses rank Sunday as one of their busiest days for business.

50 percent of businesses indicated they are busy on Saturdays (before 2pm) while only 25 percent of businesses indicated they are busy on Sundays (all day), while

What are the three busiest months of the year for this business? (Q.21)

Busiest Months (by percent)



Note: as this question asks for the three busiest months, it does not accurately reflect the exact distribution of sales from month to month.

The busiest months of the year for Monroe businesses, as reported, are April, July, September, October and December.

How many customers/clients visit your business per week during the summer months of May to October, and during the winter months of November to April? (Q.22)

During the summer months:

- Over 250 customers/clients (28%)
- 50-250 customers/clients (41%)
- Less than 50 (27%)

During the winter months:

- Over 250 customers/clients (26%)
- 50-250 customers/clients (36%)
- Less than 50 (23%)

Which of the following events increased foot traffic or sales volume for your business, either during the event or in the next few days or weeks? (Q.23)

Respondents benefited from the following events:

- Cheese Days (37%);
- Balloon Rallies (27%); and
- Maxwell St. Days/Family-A-Fair (25%).

Of note, 43 percent of respondents indicated that their business did not benefit from any local event.

Challenges of Running a Business in Monroe

Please rate the degree to which you are experiencing the following business challenges? (Q.1)

Respondents indicated they were experiencing major and minor challenges with the following:

- Out-of-town competition (63%)
- In-town competition (50%)
- Expensive or unavailable utilities (39%)
- Difficulty recruiting or retaining employees (39%)
- Expensive employee wages or benefits (34%)
- Insufficient parking (32%)

Of the challenges listed above, out-of-town competition is seen as the only *major* challenge. Of note, nearly 90 percent of respondents felt that the following did not pose a challenge to their business: conflict with building owner or tenant, language barriers, or vandalism.

Ways to Improve Downtown as a Place to do Business

What are the two biggest non-work reasons people stop downtown? (Q.33)

While answers were open-ended, most respondents felt that two of the biggest reasons people stop downtown were to go to restaurants and to shop.

With your business in mind, what four businesses from the following list would you most likely to see available downtown? (Q.34)

Respondents indicated they would like to see the following businesses available downtown:

- High End Restaurant (54%);
- Men's Clothing (45%); and
- Hotel/Conference Center (43%).

Only 5 percent of respondents indicated they would most like to have a day care available.

With your business in mind, what four community assets would you most like to see developed? (Q. 35)

Respondents indicated they would like to see the following four community assets:

- Walking/Bike Trail (38%);
- Wireless Internet (28%);
- Expanded Public Parking (22%); and
- Expanded Green Space (22%).

How strongly to you agree or disagree with the following statements? (Q.6)

Respondents agree that the following helps their business:

- Existing downtown mix of businesses (70%);
- Advertising (66%);
- The look and feel of downtown (62%);
- Window and store displays (39%); and
- The building façade (35%).

What percentage of the annual advertising budget of your business is spent with each of the following media? (Q.25)

Overwhelming, most businesses use newspapers and radio to advertise their business, spending nearly 60-80 percent of their annual advertising budget. Less than a fifth of businesses surveyed use magazines, television, window displays and/or billboards. Even then, less than 20 percent of their annual advertising budget is directed toward this media.

Of note: A few downtown businesses (10%) spend either *half* or *all* of their annual advertising budget on the Yellow Pages.

Which radio stations, local or network television stations, and publications are included in the annual advertising budget for your business? (Q.27)

- WEKZ-FM, 93.7 (48%);
- WEKZ-AM, 1260 (29%);
- The Monroe Times (52%);
- Green County Visitor's Guide (23%); and
- The Shopping News (20%).

Of note, 54 percent of those surveyed do not spend money advertising on local or network television stations. However, the 18 percent of businesses that advertise on TV do so on HGTV, SOAP, FOOD and WISC.

Could you or your employees use information on or assistance with the following topics? (Q.2)

Percent of respondents indicating that they could definitely or probably use information with the following topics:

Definitely or Probably use Information (by percent)



Of note, 20 percent of businesses indicated that they could *definitely* use assistance with "Business planning" and with "Advertising or marketing." A few businesses (2-13%) were unsure if they could assistance at all.

How useful to your business are these existing Main Street Program products and services? (Q.3)

The majority of respondents (64%) indicated that information sharing and downtown business directories, brochures, maps would be most useful to their business. At least 30 percent of the businesses surveyed felt every Main Street Program service would be useful. In decreasing order, businesses were interested in the following:

- Information sharing (i.e. newsletters, flyers, business fact sheets) (64%);
- Downtown business directories, brochures, maps (63%);
- Special event coordination (increasing foot traffic) (50%);
- Cooperative advertising coordination (43%);
- Advertising or marketing of Main Street district as shopping destination (41%);
- Retail event coordination (ringing the cash registers) (32%);
- Free design assistance (30%); and
- Free business assistance (30%).

How useful would these proposed Main Street Program products and services be to your business? (Q.4)

Overwhelming, businesses indicated that downtown public improvement projects would be useful to their business. Support for other projects are as follows:

- Downtown public improvement projects (77%);
- Analysis & reporting of downtown market information (68%);
- Grants (52%); and
- Low interest Loans (41%).

Which other business incentives or assistance have you used or plan to use for your business? (Q.5)

This question included:

- Historic Preservation Tax Credits;
- Free assistance from COMMERCE Area Development Managers (ADM); and
- Free assistance from Small Business Development Center (SBDC).

Most businesses surveyed don't know if they will use any of the above business incentives or assistance. While only a couple businesses indicated they would use a given service, 50 percent indicated they *won't use* the Historic Preservation Tax Credit.

Conclusions

The following is a summary of some of the findings from the Business survey.

- Thirty-three businesses of those surveyed (59%) in downtown Monroe have been in operation for over 10 years. However, 12 businesses have been in operation for less than 5 years. The most common business surveyed was in retail trade, specifically clothing and specialty/gift stores.
- The majority (75%) of respondents agree that “Downtown Monroe is an excellent place to have a business.” Overall, respondents indicated a high level of satisfaction with municipal services, safety and fire protection in the downtown Monroe area. This might be important to communicate to prospective businesses.
- Responding businesses report that the majority of their employees are full-time employees (70%) and live in Monroe (60%).
- Businesses also report that the majority of their customers live in Monroe (53%) with 25 percent of customers coming from Freeport and Madison. Nearly 30 percent of customers of businesses in downtown Monroe are actually from Chicago and Illinois.
- Customers typically are able to park within one-half block of their business, either on the street or in a private parking lot. Nearly all employees are able to park within 1 block of their business. Businesses, however, feel that parking is a problem and would like to see parking improvements. It might be helpful to communicate the former to businesses.
- Half of the respondents feel their business is open all the hours they need to be; nearly 20 percent of businesses surveyed said they would be open more hours if they could be sure of business volume.
- The busiest months of the year for businesses in downtown Monroe are December, July and October. The winter months of January, February, and March are, on average, seen as the least busy. Respondents report that Monday mornings and Friday afternoons are their busiest times during the week.
- Nearly a third of businesses indicated they benefit from local events in Monroe, specifically Cheese Days, Balloon Rallies, and the Maxwell St. Days/Family-A-Fair. However, 43 percent of respondents felt they did not benefit from any local event.
- Nearly all business operators (78%) target an average price range. No business surveyed indicated they target low-end prices. With only a 50 percent response rate, businesses describe their typical customer as female, age 25-56, with a household income between \$35,000 and 75,000.
- Most businesses use newspapers and radio to advertise their business, spending nearly 60-80 percent of their annual advertising budget.
- Major challenges to business operators come from chain stores and out-of-town competition. Minor challenges include in-town competition, expensive or unavailable

utilities, difficulty recruiting or retaining employees, and expensive employee wages or benefits.

- Businesses felt they best differentiate from their competition due to their quality of products and their customer service (namely experience, knowledge, and friendliness of staff).
- Most respondents do not have plans to expand or reduce operations for their business. Twelve businesses, however, do plan on expanding service or square footage. Just as many owners plan to make improvements to their building as opposed to not.
- Businesses are interested in assistance with business market analysis, advertising and e-commerce. Current Main Street Programs of interest were information sharing and downtown business directories. Respondents also indicated that downtown public improvement projects would be helpful to their business.
- Respondents indicated they would like to see the following developed downtown: high end restaurants, men's clothing store, hotel/conference center, walking/bike trails and wireless internet.

Appendix – Business Survey

CONTACT INFORMATION

Business Name _____
 (All future references to "your business" will refer exclusively to the business listed above.)

Business Owner(s) _____ **Contact:** _____

Business Physical Address _____

Business Mailing Address _____

Business Phone #1 _____ **Business Phone #2** _____ **FAX** _____

Email _____ **Web Site** _____

NEEDS AND OPPORTUNITIES ASSESSMENT

1. Please rate the degree to which you are experiencing the following business challenges? (● mark ONE answer for each item)

	Major Challenge (-3)	Minor Challenge (-2)	Don't Know (-1)	No Challenge (0)
Conflict with building owner or tenant.....	(A)	(B)	(C)	(D)
Difficulty recruiting or retaining employees....	(A)	(B)	(C)	(D)
Expensive or unavailable products.....	(A)	(B)	(C)	(D)
Expensive or unavailable utilities.....	(A)	(B)	(C)	(D)
Expensive employee wages or benefits.....	(A)	(B)	(C)	(D)
Expensive rent.....	(A)	(B)	(C)	(D)
Expensive shipping or transportation.....	(A)	(B)	(C)	(D)
Insufficient financing.....	(A)	(B)	(C)	(D)
Insufficient parking.....	(A)	(B)	(C)	(D)
In-town competition.....	(A)	(B)	(C)	(D)
Out-of-town competition.....	(A)	(B)	(C)	(D)
Language barriers.....	(A)	(B)	(C)	(D)
Poor building condition.....	(A)	(B)	(C)	(D)
Restrictive business regulations.....	(A)	(B)	(C)	(D)
Shoplifting or theft.....	(A)	(B)	(C)	(D)
Unskilled workers.....	(A)	(B)	(C)	(D)
Vandalism.....	(A)	(B)	(C)	(D)
Other.....	(A)	(B)	(C)	(D)

2. Could you or your employees use information on or assistance with the following topics? (● mark ONE answer for each item)

	Definitely (2)	Probably (1)	Unsure (0)	Probably Not (-1)	Definitely Not (-2)
Business planning.....	(A)	(B)	(C)	(D)	(E)
Financial management.....	(A)	(B)	(C)	(D)	(E)
Inventory management.....	(A)	(B)	(C)	(D)	(E)
Advertising or marketing.....	(A)	(B)	(C)	(D)	(E)
Employee hiring or training.....	(A)	(B)	(C)	(D)	(E)
Customer service or hospitality.....	(A)	(B)	(C)	(D)	(E)
Building improvements.....	(A)	(B)	(C)	(D)	(E)
Window displays or interior store design.....	(A)	(B)	(C)	(D)	(E)
Business market analysis.....	(A)	(B)	(C)	(D)	(E)
Internet or E-Commerce.....	(A)	(B)	(C)	(D)	(E)
Transfer of ownership or selling a business...	(A)	(B)	(C)	(D)	(E)
Other.....	(A)	(B)	(C)	(D)	(E)

3. How useful to your business are these existing Main Street Program products and services? (● mark ONE answer for each item)

	Very Useful (3)	Useful (1)	Don't Know (-1)	Useless (-3)
Free design assistance.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C	<input type="radio"/> D
Free business assistance.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C	<input type="radio"/> D
Cooperative advertising coordination.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C	<input type="radio"/> D
Advertising or marketing of Main Street district as shopping destination.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C	<input type="radio"/> D
Information sharing (i.e. newsletters, flyers, business fact sheets).....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C	<input type="radio"/> D
Downtown business directories, brochures, maps.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C	<input type="radio"/> D
Retail event coordination (ringing the cash registers – or list examples).....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C	<input type="radio"/> D
Special event coordination (increasing foot traffic – or list examples).....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C	<input type="radio"/> D

4. How useful would these proposed Main Street Program products and services be to your business?

(● mark ONE answer for each item)

	Very Useful (3)	Useful (1)	Don't Know (-1)	Useless (-3)
Low interest loans.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C	<input type="radio"/> D
Grants.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C	<input type="radio"/> D
Downtown public improvement projects.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C	<input type="radio"/> D
Analysis & reporting of downtown market information.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C	<input type="radio"/> D

5. Which other business incentives or assistance have you used or plan to use for your business?

(● mark ONE answer for each item)

	Have Used (3)	Will Use (1)	Don't Know (-1)	Won't Use (-3)
Historic Preservation Tax Credits.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C	<input type="radio"/> D
Free assistance from COMMERCE Area Development Managers (ADM).....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C	<input type="radio"/> D
Free assistance from Small Business Development Center (SBDC).....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C	<input type="radio"/> D
Other program(s).....				

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

	Strongly Agree (2)	Somewhat Agree (1)	Neutral (0)	Somewhat Disagree (-1)	Strongly Disagree (-2)
Local police protection is outstanding.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C	<input type="radio"/> D	<input type="radio"/> E
I feel safe downtown, even at night.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C	<input type="radio"/> D	<input type="radio"/> E
Local fire protection is outstanding.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C	<input type="radio"/> D	<input type="radio"/> E
Local waste management service is outstanding.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C	<input type="radio"/> D	<input type="radio"/> E
Local municipal services are well worth the level of local taxation.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C	<input type="radio"/> D	<input type="radio"/> E
I always try to buy products and services locally.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C	<input type="radio"/> D	<input type="radio"/> E
I always direct customers to other downtown businesses.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C	<input type="radio"/> D	<input type="radio"/> E
I seek ways to cooperate with complementary downtown businesses.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C	<input type="radio"/> D	<input type="radio"/> E
The existing downtown business mix helps my business.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C	<input type="radio"/> D	<input type="radio"/> E
The look and feel of downtown helps my business.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C	<input type="radio"/> D	<input type="radio"/> E
My building façade draws customers into my business.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C	<input type="radio"/> D	<input type="radio"/> E
My window and store displays help my business.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C	<input type="radio"/> D	<input type="radio"/> E
My advertising helps my business.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C	<input type="radio"/> D	<input type="radio"/> E
My business is open when customers want to shop.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C	<input type="radio"/> D	<input type="radio"/> E
Employees of my business show great customer service.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C	<input type="radio"/> D	<input type="radio"/> E
Housing for employees is readily available.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C	<input type="radio"/> D	<input type="radio"/> E

- Childcare for employees and customers is readily available..... (A) (B) (C) (D) (E)
- Downtown Monroe is an excellent place to have a business..... (A) (B) (C) (D) (E)

7. How satisfied are you with the present location of your business? (● mark ONE)

- (A) Very Satisfied (B) Satisfied (C) Neutral (D) Unsatisfied (E) Very Unsatisfied (F) Plan to Move

Why? _____

8. Do you have plans to expand or reduce operations for your business in the foreseeable future? (● mark ONE)

- (A) I plan to expand products/services or square footage downtown.
- (B) I plan to expand products/services or square footage at a location outside the downtown.
- (C) I plan to reduce products/services or square footage downtown.
- (D) I don't have any plans for changes.

9. Are you, or the building owner, considering any building improvement projects? (A) Yes (B) No (C) Don't Know

BUSINESS AND WORKFORCE DATA

10. What is the business or professional activity code for your business? (NAICS)

(Use the key provided or enter the business code from your federal tax return.) _____

11. How long has your business been in operation? (● mark ONE, include time at this & any previous locations)

- (A) under 1 year (B) 1-5 years (C) 6-10 years (D) 11-20 years (E) over 20 years

If you know the date your business was established, please list it here (MM / YY) _____

12. How long have you been the owner of your business? (● mark ONE)

- (A) under 1 year (B) 1-5 years (C) 6-10 years (D) 11-20 years (E) over 20 years

13. Does your business own or lease the space in which it is located? (A) Own (B) Lease (C) Lease, want to purchase

14. For your business, how many square feet are devoted to the following?

(The total should add up to the total square footage of the business)

- a. _____ sq. ft. Sales Space
- b. _____ sq. ft. Production Space
- c. _____ sq. ft. Office Space
- d. _____ sq. ft. Storage Space
- e. _____ sq. ft. Unused Space
- f. _____ sq. ft. Total Space

15. Where do your customers typically park? (● mark ONE)

- (A) On the street (C) In a private parking lot
- (B) In a public parking lot (D) Other _____

_____ If you own a parking lot, how many parking spaces are available for customers (not employees)?

How far do customers typically have to park from your business? (● mark ONE)

- (A) Near entry (D) 2 blocks away
- (B) ½ block away (E) 3 blocks away
- (C) 1 block away (F) 4 blocks or more

16. Where do you and your employees typically park? (● mark ONE)

- (A) On the street
- (B) In a public parking lot
- (C) In a private parking lot
- (D) Other _____

- (A) Near entry
- (B) 1/2 block away
- (C) 1 block away

- Monroe Main Street 
- (D) 2 blocks away
 - (E) 3 blocks away
 - (F) 4 blocks or more

How far do you and your employees typically have to park from your business? (● mark ONE)

____ If you own a parking lot, how many parking spaces are available for employees (not customers)?

17. What percentage of employees of your business live here in Monroe? _____ %

18. How many people, including owners, does your business employ in each of the following categories? (Full-time = 32 or more hours/week)

Full-time year-round _____ Part-time year-round _____ Seasonal _____

MARKET AND MARKETING DATA

19. What are the hours of operation for your business?

- Monday from _____ to _____
- Tuesday from _____ to _____
- Wednesday from _____ to _____
- Thursday from _____ to _____
- Friday from _____ to _____
- Saturday from _____ to _____
- Sunday from _____ to _____

What are your thoughts on store hours?

- (A) I am open all the hours I need to be
- (B) I can't be open more hours for personal reasons
- (C) I should be open more hours, but can't afford the staff
- (D) I should be open more hours, but can't find good staff
- (E) I would be open more hours if I were sure of sales
- (F) I would be open more hours if everyone else were

20. During a typical week, what are the seven busiest times for your business? (● 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)

21. What are the three busiest months of the year for this business? (● mark up to THREE)

- (A) January
- (B) February
- (C) March
- (D) April
- (E) May
- (F) June
- (G) July
- (H) August
- (I) September
- (J) October
- (K) November
- (L) December

22. How many customers/clients visit your business per week during the summer months of May to October? (● mark ONE)

- (A) none, all business via phone, Internet, etc.
- (B) less than 50
- (C) 50-250
- (D) 250-500
- (E) Over 500

How many customers/clients visit your business per week during the winter months of November to April? (● mark ONE)

- (A) none, all business via phone, Internet, etc.
- (B) less than 50
- (C) 50-250
- (D) 250-500
- (E) Over 500

23. Which of the following events increased foot traffic or sales volume for your business, either during the event or in the next few days or weeks? (● mark ALL that apply)

- (A) Cheese Days
- (B) Balloon Rallies
- (C) Fire School
- (D) Maxwell St. Days/Family-A-Fair
- (E) Chili Cook-off/Oktoberfest
- (F) Holiday Parade
- (G) Green County Fair
- (H) Berghoff & Blues
- (I) Home Show
- (J) City Wide Garage Sales
- (K) Other _____
- (L) None

24. Approximately what percentage of your customers come from each of the following zip codes?

- (Total should = 100%)
- a. ____% Monroe 53566
 - b. ____% Freeport 61032
 - c. ____% Brodhead 53520
 - d. ____% Browntown 53522/South Wayne 53587
 - e. ____% Monticello 53570/New Glarus 53574
 - f. ____% Madison
 - g. ____% Albany 53502
 - h. ____% Argyle 53504/Blanchardville 53516
 - i. ____% Darlington 53530
 - j. ____% Orangeville/Winslow
 - k. ____% Cedarville/Lena
 - l. ____% Other _____(specify)
- 100 %

25. What percentage of the annual advertising budget for your business is spent with each of the following media?

- (Total should = 100%)
- a. ____% Newspapers
 - b. ____% Magazines
 - c. ____% Radio
 - d. ____% Television
 - e. ____% Direct Mail/Catalogs
 - f. ____% Window Displays
 - g. ____% Billboards
 - h. ____% Internet
 - i. ____% Local Service Organizations
 - j. ____% Other _____(specify)
- 100 %

26. Please describe the target market of your business. (● mark ONE for each category)

- Gender** A Male B Female
- Age** A under 18 B 18-24 C 25-44 D 45-54 E 55-64 F Over 64
- Annual household income**
- | | | |
|---|---|---|
| <input type="radio"/> A under \$15,000 | <input type="radio"/> D \$35,000 - \$49,999 | <input type="radio"/> G \$100,000 - \$149,999 |
| <input type="radio"/> B \$15,000 - \$24,999 | <input type="radio"/> E \$50,000 - \$74,999 | <input type="radio"/> H over \$150,000 |
| <input type="radio"/> C \$25,000 - 34,999 | <input type="radio"/> F \$75,000 - \$99,999 | |

27. Which radio stations are included in the annual advertising budget for your business? (● mark ALL that apply)

- | | | |
|--|--|--|
| <input type="checkbox"/> A WEKZ-AM, 1260 | <input type="checkbox"/> D WFPS, 92.1 | <input type="checkbox"/> H Other _____ |
| <input type="checkbox"/> A WEKZ-FM, 93.7 | <input type="checkbox"/> E WSJY, 107.3 | <input type="checkbox"/> I Other _____ |
| <input type="checkbox"/> B WQLF, 102.1 | <input type="checkbox"/> F WIBA, 101.5 | <input type="checkbox"/> J Other _____ |
| <input type="checkbox"/> C WFRL, 1570 | <input type="checkbox"/> G WMMM, 105.5 | <input type="checkbox"/> L None |

Which local or network television stations are included in the annual advertising budget for your business? (● mark ALL that apply)

- | | | |
|---------------------------------|---------------------------------|--|
| <input type="checkbox"/> A HGTV | <input type="checkbox"/> D FOOD | <input type="checkbox"/> G Other _____ |
| <input type="checkbox"/> B TWC | <input type="checkbox"/> E ESPN | <input type="checkbox"/> H Other _____ |
| <input type="checkbox"/> C SOAP | <input type="checkbox"/> F CNN | <input type="checkbox"/> I None |

Which publications are included in the annual advertising budget for your business? (● mark ALL that apply)

- | | | | |
|---|--|---|--|
| <input type="checkbox"/> A Hidden Valleys | <input type="checkbox"/> C The Source | <input type="checkbox"/> F The Journal Std. | <input type="checkbox"/> I Other _____ |
| <input type="checkbox"/> B Green County Visitor's Guide | <input type="checkbox"/> D The Monroe Times | <input type="checkbox"/> G MCCI Bulletin | <input type="checkbox"/> J Other _____ |
| | <input type="checkbox"/> E The Shopping News | <input type="checkbox"/> H Other _____ | <input type="checkbox"/> L None |

28. Please list the six products and/or services that best differentiate your business from the competition.

_____	_____	_____
_____	_____	_____



29. What is the toughest competition for your business? (specify up to THREE competitors by name)

a. _____ b. _____ c. _____

30. To what degree do the following traits help make your business more competitive versus the competitors listed above?

(● mark ONE answer for each item)

	A Lot	A Little	Not At All
Your Location.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C
Your Parking.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C
Your Hours.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C
Your Service.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C
Your Name Brands.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C
Your Quality.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C
Your Selection.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C
Your Price.....	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C

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

31. Relative to other businesses in your trade, what price point do you target? (● mark ONE)

A low-end B average C high-end

32. What three downtown businesses complement your business the most? (specify up to THREE businesses by name)

a. _____ b. _____ c. _____

33. What are the two biggest non-work reasons people stop downtown? (i.e. specific establishment, attraction or activity)

a. _____ b. _____

34. With your business in mind, what four businesses from the following list would you most like to see available downtown? (● mark up to FOUR)

- | | | |
|---|--|---|
| <input type="radio"/> A Men's Clothing | <input type="radio"/> E Hardware Store | <input type="radio"/> I Music Store |
| <input type="radio"/> B High End Restaurant | <input type="radio"/> F Art Gallery/Studio | <input type="radio"/> J Department Store |
| <input type="radio"/> C Hotel/Conference Center | <input type="radio"/> G Bike Shop | <input type="radio"/> K Theater/Playhouse |
| <input type="radio"/> D Grocery Store | <input type="radio"/> H Day Care | <input type="radio"/> L Other _____ |

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

a. _____ b. _____

35. With your business in mind, what four community assets would you most like to see developed? (● mark up to FOUR)

- | | | |
|--|--|---|
| <input type="radio"/> A Wireless Internet | <input type="radio"/> D Day Care facility | <input type="radio"/> G Expanded public parking |
| <input type="radio"/> B Walking/Bike Trail | <input type="radio"/> E Outdoor Theatre | <input type="radio"/> H None of these |
| <input type="radio"/> C Health club/Sport facility | <input type="radio"/> F Expanded "green space" | <input type="radio"/> I Other _____ |

36. How long did it take you to complete this survey? _____