Sun Prairie Business Improvement District
Consumer and Business & Property Owner Surveys
Combined Report

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Executive Summary

In June 2007, the Survey Research Center mailed questionnaires to 1,512 randomly selected households in Sun Prairie's 53590 ZIP code. At the same time, a separate survey was mailed to 75 downtown businesses and property owners within the downtown Business Improvement District boundaries. The SRC followed up with post cards and a second mailing to non-respondents. The overall response rate among the households was 45 percent (673 completed questionnaires). With this response rate, the data for the consumer survey should be accurate to within plus or minus 3.7 percent. The overall response rate among the businesses and property owners was 57 percent (43 completed questionnaires). The responses for the business survey should be accurate to within plus or minus 9.8 percent. Further, non-response bias (concern that non-respondents hold consistently different views than those who completed the questionnaire) does not appear to be a problem with either of these surveys. In general, the demographic profile of household survey respondents aligns with the 2000 Census with a few exceptions which are noted in the report. In short, we expect the sample to accurately represent the opinions of the population of Sun Prairie.

The following are key observations from the results of the consumer survey:

1. **Sun Prairie area residents are much more likely to be in downtown because they are "Passing Through" rather than visiting downtown for a specific purpose**. Forty-six percent said they pass through downtown at least twice per week. Fifty-two percent said they "rarely" shop in downtown, while 69 percent said they shop at least weekly in other areas of Sun Prairie.

2. **Weekends are the preferred shopping times among area shoppers.** When asked to list their typical shopping times for non-grocery items, respondents listed Saturday morning (42%), Saturday afternoon (44%), and Sunday afternoon (38%) as the most common times. In many cases, downtown stores are not open during these preferred shopping times.

3. **Over 70 percent agreed that independent businesses should stay open past 5 PM.** A significant percentage of consumers favored extended downtown business hours during the day on Saturdays (45%) and Sundays (34%), as well as Friday evenings (43%).

4. **Large majorities of consumers shop in Sun Prairie for their pharmacy (85%), grocery (78%), and floral (73%) purchases.** Smaller majorities purchase automotive parts, pets and pet supplies, and cosmetics in Sun Prairie. However, almost three-fourths of the 23 consumer items listed in the survey question were likely to be purchased out of town. **Consumers said selection was the biggest factor for making purchases in other communities.**

5. **Two thirds of residents go out to dinner at least once per week**, and 58 percent eat lunch away from home at least once per week

6. **A third of respondents said they would like to see a bakery downtown,** and 28 percent favored a downtown meat/butcher shop. A third listed a brew pub as their most preferred type of new restaurant in downtown.

7. **The Corn Festival was the most frequently attended downtown event in the past year**, and was attended by slightly more than half the respondents. The Farmer's Market drew 47 percent to downtown in the preceding 12 months.

8. **Fifty-seven percent of the respondents agreed that they like the look and feel of downtown**, another 29 percent were neutral, and 15 percent disagreed. When asked an open-ended question to describe what is unique about downtown, nearly 350 respondents provided comments. Cannery Square was listed frequently in very positive terms. Most consumers commented positively on the overall downtown revitalization effort and stated that the physical appearance of the downtown has been significantly enhanced, creating a positive ambiance characterized by the terms "small town atmosphere," "quaint," and "welcoming."

The following are the key observations from the results of the business and property owners survey:

1. **Fifty-seven percent of the business respondents agreed that downtown is an excellent place for their business**, while 30 percent had a neutral opinion, and 14 percent disagreed. Thirty-seven percent said that insufficient parking is a major challenge. Fifty-one percent disagreed that downtown foot traffic is adequate, and 44 percent disagreed that downtown pedestrian crossings are safe.

2. **Seventy percent said they are satisfied (46%) or very satisfied (24%) with their present location**, and 20 percent plan to expand in downtown. Seventeen percent are planning improvements to their building.

3. **Eighty-five percent reported their customers typically park within a block of their location.** About half the customers park on the street.

4. **Eighty-five percent oppose uniform hours**, but there is some uncertainty about the adequacy of their own hours. Half said they are open all the hours they need to be, but another quarter of the businesses said they would be open more if the extra hours were justified by increased sales.

5. **About a third said that the Halloween Spooktacular increased foot traffic in their businesses, followed by the Cannery Square Block Party (26%), and the Corn Festival (21%)**. But, sales volume doesn't always keep up with foot traffic. For most events there is a negative gap between the percentage who reported an increase in foot traffic and those who reported an increase in sales volume. A significant percentage of businesses said downtown events increased neither foot traffic (26%) nor sales volume (33%).

6. **Two-thirds said the primary target audience for their business is female. Fifty percent said their target audience has household incomes between $50,000 and $74,999, and 59 percent said they primarily target customers in the 25 to 44 age group.** Respondents indicated that the average proportion of their advertising budget spent on newspaper advertising is 29 percent. The highest proportion (52%) was in the "Other" category, which included various niche marketing techniques, such as store newsletters, rather than mass media.

7. **Downtown businesses reported that the majority (55%) of their customers are local residents (53590 ZIP code).** Sixteen percent are from Madison and nine percent from DeForest/Windsor. Another 18 percent are from other communities, mostly in south central Wisconsin.

8. **Thirty-eight percent said their primary competition is from other parts of Sun Prairie (38%), and another quarter said the East Towne Mall area of Madison.** Downtown businesses said their product quality (77%) and customer service (72%) helped their competitive advantage "a lot."

9. **Forty percent said they would like to see a downtown grocery store**, followed by gift shops (36%) and Housewares/Gourmet (31%).

Survey Purpose

This study had two primary purposes. The first purpose was to gather information about the shopping patterns and preferences among adult residents ("consumers") in the Sun Prairie area, particularly in regard to the downtown business district. The second purpose was to gather information from Sun Prairie downtown business and property owners regarding downtown issues. The study was sponsored by the Sun Prairie Downtown Business Improvement District (BID), which chose to work with the Survey Research Center (SRC) at the University of Wisconsin – River Falls.

Survey Methods

In June 2007, the Survey Research Center mailed questionnaires to 1,512 randomly selected households in Sun Prairie's 53590 ZIP code. At the same time a separate survey was mailed to downtown businesses and property owners within the BID boundaries. A cover letter asked the respondent to complete the survey and return it in a postage paid envelope to the SRC. After two weeks, the SRC mailed postcards to those from whom we had not received a completed questionnaire. A second questionnaire was sent to remaining non-respondents in July.

The SRC received a total of 673 completed questionnaires from consumers for a 45 percent response rate. Based on the 2006 estimated adult population in the 53590 ZIP code (22,582), the data in the consumer survey are expected to be accurate to within plus or minus 3.7 percent with 95 percent confidence.

The SRC received 43 completed surveys from the 75 downtown business and property owners on the mailing list provided by the BID. This represents a 57 percent response rate. The data in the business survey are expected to be accurate to within plus or minus 9.8 percent with 95 percent confidence.

Any survey has to be concerned with "non-response bias." Non-response bias refers to a situation in which people who don't return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. **Based upon a standard statistical analysis that is described in Appendix A, the Survey Research Center concludes that non-response bias is not a concern for the consumer survey and the business and property owners survey.**

In addition to the numeric responses, respondents provided additional written comments which were compiled by the SRC from the surveys. **Appendix B to this report contains the complete compilation of comments from the consumer survey, and Appendix C contains the compiled comments from the business survey.**

Appendix D contains a copy of the consumer survey questionnaire with a quantitative summary of responses by question, and Appendix E contains the quantitative summary of the business survey.

Profile of Respondents – Consumer Survey

Table 1 summarizes the demographic profile of respondents to the consumer survey. Where comparable data was available from the 2000 Census, they were included to indicate the degree to which the sample represents the underlying adult population in the Sun Prairie ZIP code. The areas in which there are discrepancies between the sample and the Census are with respect to age, highest level of education, and income.

The sample aligns well with the gender distribution of the population in the Sun Prairie area. The survey respondents were 48 percent male and 52 percent female, while the population is 49 percent male and 51 percent female.

Table 1. Demographic Profile of Respondents — Consumer Survey

Gender	**Count**	**Male**	**Female**				
Sample	646	48%	52%				
Census (18+)	18,626	49%	51%				
Age 18+	**Count**	**Under 25**	**25-44**	**45-54**	**55-64**	**65+**	
Sample	628	1%	43%	21%	25%	10%	
Census	18,626	11%	47%	20%	10%	12%	
Household Size	**Count**	**0**	**1**	**2**	**3**	**4**	**5+**
Number Adults	640	-	15%	72%	9%	4%	1%
Number Children (<18)	640	54%	16%	21%	8%	1%	0%
Highest Level of Education	**Count**	**Less than High School**	**High School Diploma**	**Some College/ Tech/ Trade School**	**2-yr. College/ Tech/ Trade School Degree**	**Bachelor's Degree**	**Grad or Prof Degree**
Sample	635	1%	17%	16%	14%	30%	22%
Census	16,476	9%	24%	23%	12%	25%	8%
Annual Household Income	**Count**	**<$15,000**	**$15-$24,999**	**$25-$49,999**	**$50-$74,999**	**$75-$99,999**	**$100,000+**
Sample	610	0%	2%	14%	24%	25%	35%
Census[1]	9,806	6%	9%	29%	27%	17%	12%
[1] 1999 data not inflation adjusted							
Census data from US Census Bureau American Factfinder: http://factfinder.census.gov/							

The closely matched the Census data in all but two age categories; there are substantially fewer young adults (18 – 24) and more in the 55 – 64 category than would have been expected.

The sample had significantly more people with graduate or professional degrees than would be expected. While the Census reported that eight percent of the adult population has graduate or professional degrees, the sample contained 22 percent of respondents with this level of formal education.

Not surprisingly, given the higher than expected numbers of respondents with college degrees, household incomes among the sample were somewhat higher than would have been expected when compared to the 1999 income data as reported in the 2000 Census. However, Census income data is now eight years old and household incomes in the Sun Prairie area are probably higher today due to economic growth and inflation. Recent household income data are not available for smaller communities. Thus, it is not possible to make a direct comparison between the data in the sample and current income levels. However, the median household income according to the 2000 census for the state of Wisconsin was $43,791 but had risen by 34% to $58,647 by 2005.[1] The 2005 value aligns well with the survey sample.

There are a substantial number of variables for which the differences between these various demographic groups are "statistically significant." Upon close examination, however, the magnitudes of the differences on these questions are relatively small and do not change the overall pattern of the responses to any of the questions. Only a few of the differences between groups were large enough to have a minor effect on a particular question. These differences will be described in the various sections of the report.

In short, because non-response bias does not appear to be an issue and because the demographic profile of the sample aligns reasonably well with data from the Census, the SRC feels the results summarized in this document accurately reflect the shopping preferences of Sun Prairie consumers as of the summer of 2007.

[1] Median Household Income 2005 Inflation-Adjusted Dollars) Data Set: 2005 American Community Survey. US Census http://factfinder.census.gov

Consumer Survey

Frequency and Purposes for Downtown Trips

The survey initially assessed how often consumers come to downtown Sun Prairie and for what purposes. Respondents were given several reasons that one might come to downtown and then were asked to choose how frequently they were in downtown for each. As shown in Table 2, the most frequent reason for being in downtown was not to actually visit downtown as a destination. Rather, Sun Prairie area residents are much more likely to be in downtown because they are "Passing Through." No more than 19 percent of the area residents said that they made at least one trip per week to stop in downtown for any specific purpose. The most frequently cited reasons for visiting downtown at least weekly were "Banking/Financial" (19%), "Eating Out" (18%), and "Shopping, Non-grocery" (15%).

With the exception of the "Passing Through" category, the highest proportion of consumers said they are "rarely" in downtown for any of the purposes listed in the question. The percentages of "Rarely" responses ranged from 34 percent ("Eating Out") to 89 percent for "Professional Services."

If there is a "silver lining" for the BID in the responses to this question, it is that nearly half (46%) of the area residents said they are in downtown at least twice per week as they pass through, and another 23 percent pass through downtown once each week. Even if they are not currently stopping to visit downtown, these drivers may represent an opportunity for increased business activity if they can become motivated to stop as they pass through downtown.

Table 2. How often do you come to downtown Sun Prairie for the following?

	5 or More Times/Wk	2-4 Times/Wk	Once a Week	Once a Month	Every few Months	Rarely
Passing Through	25%	21%	23%	15%	7%	8%
Government/Other	5%	3%	4%	6%	28%	**54%**
Eating Out	1%	5%	12%	24%	24%	**34%**
Shopping, Non-grocery	0%	5%	10%	19%	20%	**47%**
Prof. Services (e.g. Lawyer)	0%	0%	0%	1%	9%	**89%**
Health (e.g. Doctor, Dentist)	0%	0%	1%	8%	14%	**76%**
Banking/Financial	0%	4%	15%	10%	7%	**63%**
Personal Care (e.g. Barber)	0%	0%	1%	15%	12%	**72%**

When Do Sun Prairie Area Residents Shop?

The SRC asked Sun Prairie consumers to identify the day of the week and the times of the day when they most frequently shop for products other than groceries. The summary is shown in Table 3. Saturday morning (42%), Saturday afternoon (44%), and Sunday afternoon (38%) stood out as the most popular times. Weekday evenings were the next most common times, although they were significantly less popular than the most frequently cited times on Saturday or Sunday. Friday evening was slightly favored over the other weekday evenings. As we will see when the merchant responses are summarized (see page 28), Sun Prairie consumers' preferred shopping times do not align very well with the hours downtown stores are open.

Table 3. When Do You Typically Shop for Non-Grocery Items?							
	Mon.	Tues.	Wed.	Thur.	Fri.	Sat.	Sun.
8 AM - Noon	14%	14%	15%	14%	14%	**42%**	23%
Noon - 6 PM	19%	20%	22%	21%	22%	**44%**	**38%**
After 6 PM	25%	26%	27%	27%	**30%**	18%	11%

Extended Store Hours in Downtown

Question 3 asked respondents to indicate when they would shop in downtown if store hours were extended. Table 4 indicates the strongest preference was for extended hours during the day on Saturday (45%), which coincides with the time frame in which consumers do much of their shopping (see Table 3). Friday evening came in a close second (43%). There was a moderate level of interest for evening hours Monday through Thursday and for extended daytime hours on Sunday, with about a third of the consumers saying they would shop downtown at those times. Early morning hours on weekdays and on Sunday had particularly low levels of interest.

Table 4. Preferences for Extended Store Hours in Downtown							
	Mon.	Tues.	Wed.	Thur.	Fri.	Sat.	Sun.
Early morning hours	11%	8%	8%	8%	9%	18%	10%
Evening hours	32%	31%	33%	36%	**43%**	23%	16%
Weekend days						**45%**	**34%**

Retail Shopping Locations and Purchase Decisions

The next three questions asked consumers where they shop and what factors are important in their purchase decisions. Four common consumer items were listed, along with five factors that are major considerations in the decision-making process. Consumers were asked to indicate the most important factor for each of the four items. As shown in Table 5, the primary factor varied among the four items. For both clothing and gifts, Sun Prairie consumers indicated a desire for selection over other factors, with price and quality coming in second and third. In contrast, quality was the most important factor when shopping for furniture and appliances; price, however, was a close second, indicating that consumers are particularly value-conscious when shopping for these higher priced items. Price was the driving factor for grocery purchases.

Table 5. What is the Most Important When Purchasing the Following Items?						
	Selection	Convenience	Service	Quality	Price	Other
Clothing	**46%**	10%	4%	36%	40%	3%
Furniture/Appliances	29%	4%	15%	**44%**	38%	3%
Gifts	**52%**	16%	5%	25%	28%	3%
Groceries	36%	32%	11%	27%	**48%**	2%

The middle question in this group asked how often consumers shopped at various local and regional locations or used the Internet or mail order. Sun Prairie shoppers do much of their shopping in Sun Prairie, but not much in the downtown business district. While 69 percent said they shop weekly in areas of Sun Prairie other than downtown, 52 percent said that they “rarely” shop in downtown. This latter response is consistent with a very similar question reported in Table 2, in which 47 percent said they rarely shop in downtown for non-grocery items. The East

Towne Mall area attracts significant numbers of Sun Prairie residents. Fifty-seven percent shop in the East Towne area at least every two weeks. Sun Prairie residents do not make frequent shopping trips to the west side of Madison or to Middleton. About one in five shop there once a month, and half said they "rarely" shop there. Internet and mail order shopping has made some inroads among Sun Prairie shoppers. About a third of the respondents said they shop online or purchase items from a catalog at least once per month. (See Table 6.)

The SRC analyzed the factors that draw frequent shoppers (those reporting that they shop at least once every two weeks) to other shopping areas in Sun Prairie and the East Towne Mall area. The results were consistent with other results in the report; specifically selection is what draws them to these non-downtown destinations.

Table 6. How Often Do You Shop at the Following?

	Once Per Week	Every 2 Weeks	Once a Month	Every 6 Months	Rarely
Sun Prairie - Downtown	9%	4%	18%	17%	**52%**
Sun Prairie - Outside Downtown	**69%**	13%	11%	3%	4%
East Towne Mall Area	29%	28%	28%	9%	5%
Middleton/West Madison	3%	5%	20%	22%	51%
Internet or Mail Order Catalog	4%	7%	23%	29%	38%

Interestingly, households with an annual income of $50,000 or more reported they are more likely to make weekly shopping trips to the East Towne area or Middleton/West Madison when compared to households with less than $50,000 annual income.

For the last question in this group, consumers where given a more comprehensive list of 23 items and asked if they primarily shop for each in Sun Prairie, and if not, why they shop elsewhere.

As shown in Table 7, pharmacies, grocery stores, and florists have strong loyalty among local consumers. In particular, 85 percent of Sun Prairie consumers primarily use local pharmacies. Grocery stores and florists are not far behind, with 78 percent and 73 percent respectively. In addition, at least half of respondents said they primarily shop in Sun Prairie for automotive parts (61%) and pets/pet supplies (52%) and cosmetics (51%). However, these six categories represent only a quarter of the total number of consumer items on the list. Thus there were 17 items for which a majority of Sun Prairie shoppers usually make their purchases out of town. Of those remaining 17 items, there were 11 that were purchased locally by no more than 20 percent of the Sun Prairie consumers.

Sun Prairie consumers said that selection was a more important factor than price in motivating them to shop elsewhere. With the single exception of groceries, the most frequently chosen reason for choosing to shop elsewhere was selection. Since selection was the important motivator for several consumer items to be purchased out of town, Sun Prairie merchants may wish to examine the feasibility of expanding their product selection in their particular stores, especially for those items for which selection is an especially important factor for area consumers. It is important to note that the lower percentage saying they shop elsewhere because of price, quality, service, and hours does not mean that these factors are unimportant to the consumer. They may still be quite important, but not quite as important as selection to the majority of Sun Prairie consumers as they decide where they will shop for these items.

Taken as a whole, the response pattern in this question indicates that there is substantial "leakage" of consumer spending to non-local retailers. The data in Table 6 suggests much of this purchasing leakage is going to businesses in the nearby East Towne area of Madison. This issue certainly is not unique to Sun Prairie; it is a challenge facing all smaller communities within a metropolitan area whose residents often take advantage of the large array of nearby retail businesses in the region.

Table 7. Indicate If You Primarily Shop In the Sun Prairie Area. If Not, Indicate Why You Shop Elsewhere.

	Primarily in Sun Prairie	Primarily Shop ELSEWHERE Because Of:					Primarily Online and Catalogs
		Selection	Service	Quality	Price	Hours	
Pharmacy	**85%**	2%	5%	0%	3%	3%	1%
Grocery	**78%**	7%	0%	1%	13%	0%	0%
Florists	**73%**	10%	2%	2%	8%	1%	4%
Automotive Parts	61%	12%	12%	1%	10%	2%	1%
Pet and Pet Supplies	52%	30%	1%	1%	14%	2%	1%
Cosmetics	51%	27%	2%	5%	7%	0%	8%
Lawn and Garden	44%	32%	1%	2%	19%	2%	0%
Optical Goods	42%	26%	7%	2%	16%	4%	2%
Health Food/Other	40%	38%	0%	4%	14%	1%	3%
Dept/Discount Store	34%	44%	0%	5%	13%	2%	1%
Sewing/Needlework	30%	51%	2%	1%	14%	2%	1%
Jewelry	19%	51%	2%	6%	17%	0%	4%
Gifts/Souvenirs	18%	62%	0%	2%	11%	3%	4%
Office Supplies	15%	58%	1%	1%	22%	2%	1%
Building Materials	11%	48%	2%	2%	32%	5%	0%
Patio Furniture	9%	62%	0%	4%	22%	1%	1%
Disc and Record Stores	9%	62%	0%	1%	15%	2%	11%
Art Stores	8%	68%	1%	4%	14%	2%	3%
Appliances/Electronics	8%	57%	2%	6%	24%	1%	1%
Sporting Goods	8%	73%	1%	3%	14%	1%	1%
Books	7%	69%	0%	0%	14%	1%	8%
Women's Clothing	4%	74%	0%	6%	11%	0%	5%
Home Furnishings	3%	70%	1%	9%	16%	0%	1%

The SRC examined the shopping patterns of a key consumer groups, women, age 25-44, with household incomes of at least $50,000. This group was more likely to shop in Sun Prairie for gifts, groceries, and health food than the average shopper. In most other categories in Table 7, they were more likely to make their purchases outside of Sun Prairie.

Restaurant Meals

In addition to asking about retail shopping, the SRC asked Sun Prairie consumers how often they eat out for each meal and what types of restaurants they frequent.

Table 8. How Often Do You Eat Out?						
	5 or more times/week	2-4 times per week	Once a Week	Once a Month	Every Few Months	Rarely
Breakfast	0%	5%	19%	20%	20%	37%
Lunch	6%	19%	31%	20%	11%	14%
Dinner	1%	23%	44%	17%	9%	5%

Respondents reported that they eat out more often for their noon and evening meals than for breakfast. About a quarter of residents go out for dinner at least twice per week. A similar proportion (24%) eats out for lunch at least twice per week. The largest proportion (37%) said that they rarely go out for breakfast, and another 20 percent do so only every few months.

Over half of the respondents said that they eat at least weekly at a full service casual restaurant (55%) or at a fast food/drive through restaurant (58%). Those going to a fast food/drive through restaurant, however, were more likely to do so multiple times per week; twenty-three percent visit a fast food/drive through at least twice per week compared to 16 percent for full service/casual restaurants. As one might expect, consumers reported that they eat at fine dining establishments much less frequently than at casual full service or fast food/drive through restaurants. Only about 15 percent said they eat at fine dining restaurants at least once a week. Almost two thirds do so every few months (32%) or rarely (33%).

Table 9. How Often Do You Eat Out At the Following Types of Restaurants?						
	5 or more times/week	2-4 times per week	Once a Week	Once a Month	Every Few Months	Rarely
Full Service-Fine Dining	0%	2%	13%	20%	32%	33%
Full Service-Casual	1%	15%	39%	27%	13%	4%
Fast Food/Drive Through	2%	21%	35%	18%	7%	16%

Residents over age 55 indicated they eat at fast food/drive through restaurants a bit less frequently than those under age 55. Those over age 55 are more likely to go to a fast food restaurant once per month, while those under age 55 are more likely to go once per week. In terms of differences in household income, those with over $50,000 annual income reported that they are more likely to eat at full service casual restaurants once per week, and those with household incomes less than $50,000 were more likely to have said once per month.

What Store Types Do Consumers Want in Downtown Sun Prairie?

In order to assess potential business opportunities for downtown Sun Prairie, residents were asked to identify the types of retail stores and restaurants they would like to see downtown. Respondents were asked to indicate the three types of retail stores that they would patronize from a list of 27 choices. As detailed in Chart 1, a downtown bakery topped the list with 33 percent choosing it in their top three. A meat/butcher shop came in second at 28 percent. Six store types were closely grouped with percentages in a narrow range from 17 to 20 percent: women’s clothing, family clothing, groceries, books, kitchen/home, and shoes.

Chart 2 presents the results from a similar question regarding consumer preferences for downtown restaurants. The top choice was a brew pub, which received almost a third of the votes. Second place went to a steakhouse (27%), followed closely by Mexican cuisine (24%). No other restaurant type received more than 20 percent of the votes.

Chart 1. Which Three Businesses Would You Patronize if Opened In Downtown Sun Prairie?

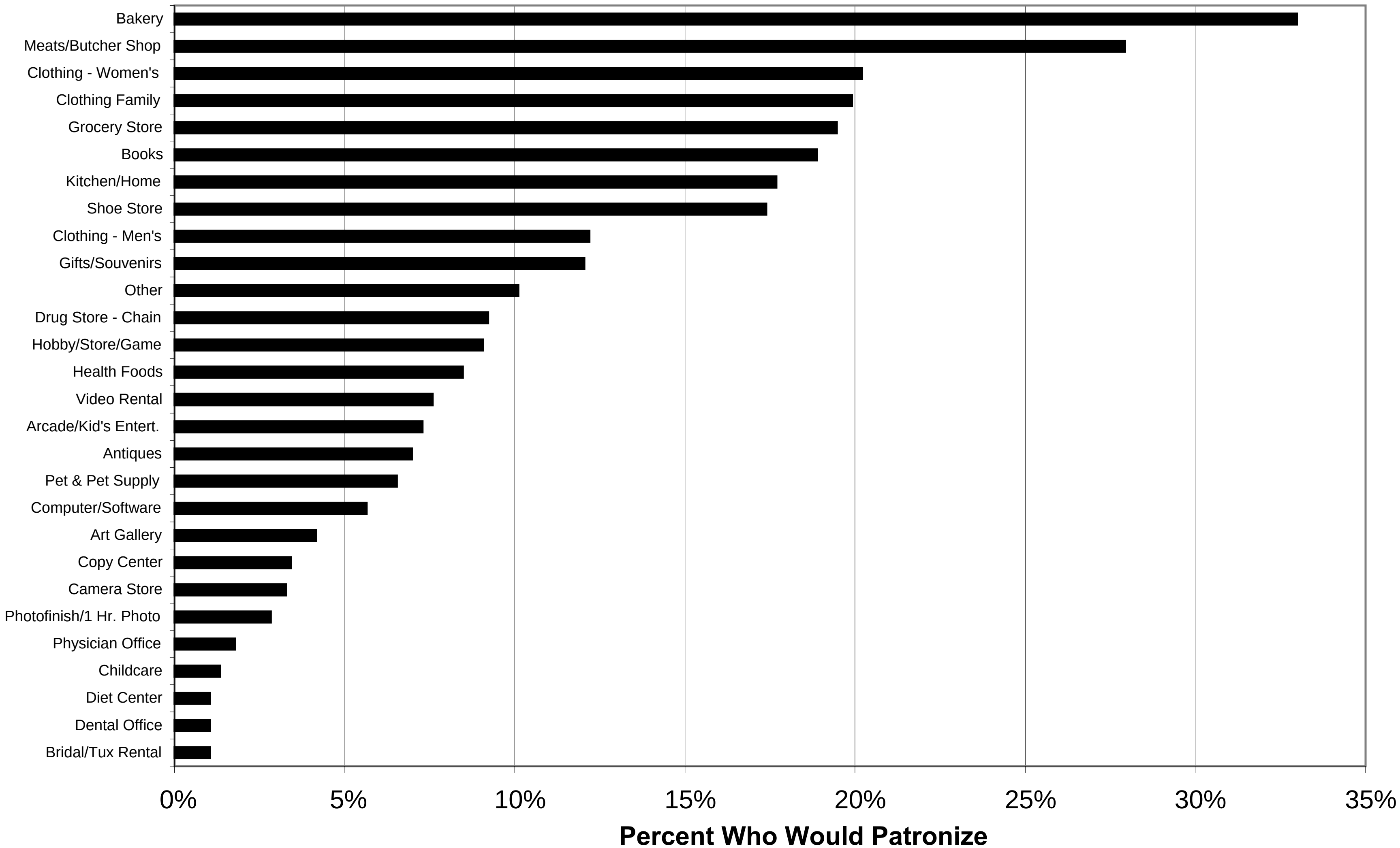
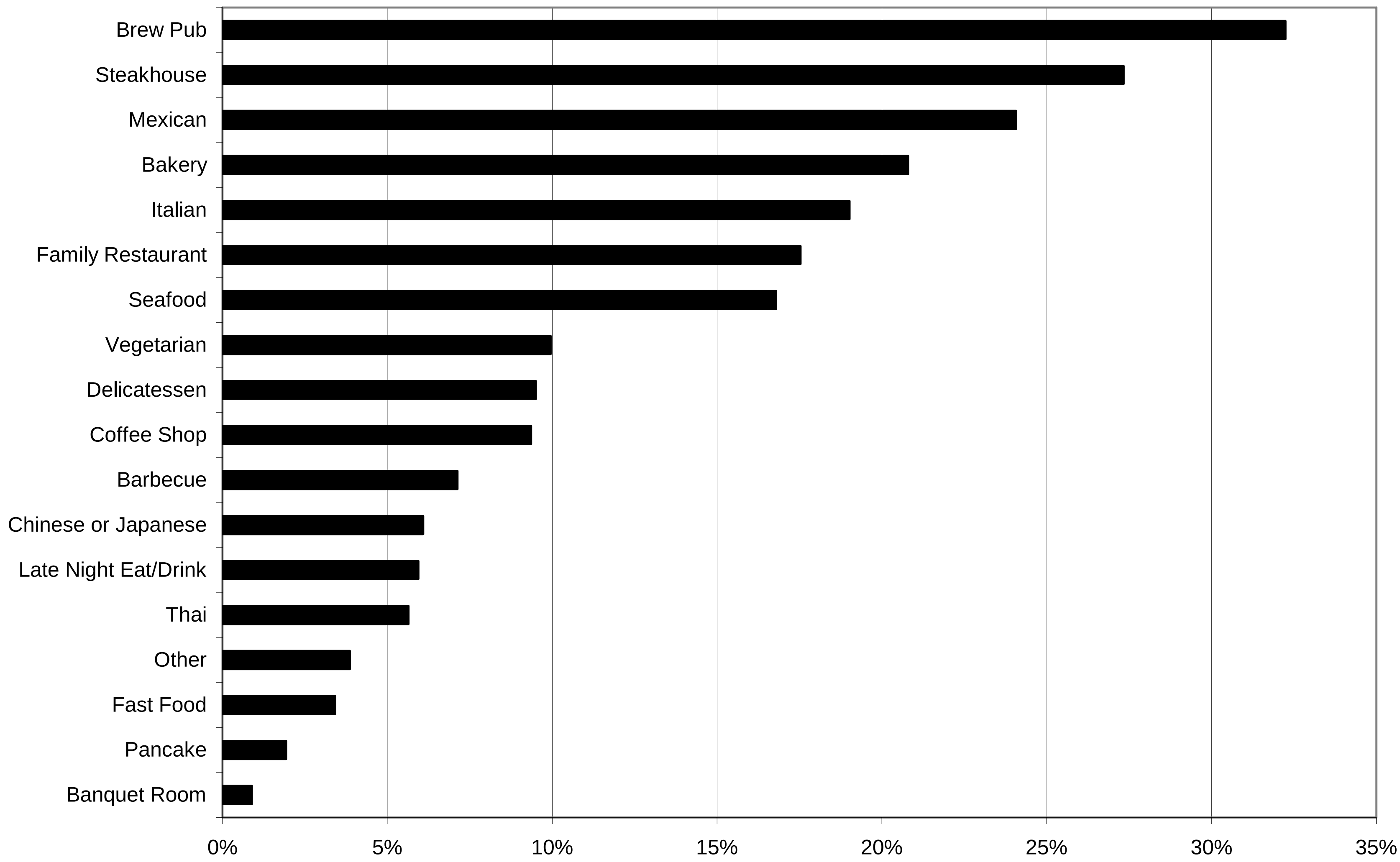


Chart 2. What Types of Restaurants Would You Like to See in Downtown Sun Prairie



Shopping Issues and Topics

The SRC asked respondents to indicate their level of agreement with four specific questions about shopping issues and topics. The results are presented in Table 10.

Sun Prairie residents said that they are more likely than not "to try to buy products and services locally." Nearly half agree or strongly agree that they always try to buy products and services locally, but substantially fewer strongly agreed (11%) than agreed (38%). Although only 14 percent disagreed or strongly disagreed, a sizeable proportion (37%) is neutral.

Over half of the consumers agreed they like the look and feel of downtown Sun Prairie. As was true in the previous question, fewer people said they strongly agreed (9%) than agreed (48%), and relatively few respondents said they disagreed or strongly disagreed (15%). But this support was partially muted by the 29 percent who were neutral.

Sun Prairie residents are somewhat neutral (44%) than in agreement in their preference for independent stores compared to chains. As was true for the preceding questions, the "good news" for the BID members is that less than one in five respondents disagreed or strongly disagreed with this statement.

The relatively large proportion of neutral responses to the previous three questions suggests that many Sun Prairie residents do not have firmly held opinions about those topics and that their opinions may be more open to change. This may present an opportunity for the BID to take actions to favorably influence the significant proportion of their potential customers who are "on the fence."

The last question in this group asked consumers whether independent stores should remain open past 5 PM. A solid majority agreed (49%) or strongly agreed (22%). The answers to this question are consistent with the responses to an earlier question about extended hours (see Table 4).

Table 10. Level of Agreement - Shopping Issues/Topics

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I always try to buy products and services locally.	11%	38%	37%	12%	2%
I like the look and feel of downtown Sun Prairie.	9%	48%	29%	12%	3%
I prefer independent stores over chains.	13%	25%	44%	15%	3%
Independent businesses should stay open past 5 PM.	22%	49%	27%	2%	0%

Consumer Activities

Consumers were asked to identify which of the several downtown events they had attended during the past year. The Corn Festival and the Farmer's Market were the clear favorites. Over half the respondents (53%) had been to the Corn Festival, and nearly half (47%) had been to the Farmer's Market.   As shown in Chart 3, the Flags of Freedom Parade was in third place, but was 20 percentage points behind the Farmer' Market. Six of the 12 events had attendance ratings under 10 percent.

Respondents were asked to indicate the types of leisure activities in which members of their household participate. The results are shown in Chart 4, where four activities are grouped close together at the top of the list. Gardening was at the top, chosen by 38 percent of the consumers, followed closely by computer/internet 36 percent, reading 36 percent, and cooking 35 percent. Only two other activities were chosen by more than 30 percent of the households, traveling (32%) and golf (30%). At the other end of the spectrum, less than ten percent of Sun Prairie households participate in motorcycling, dance, tennis, acting/drama, collecting, painting/drawing, downhill skiing, or cross-country skiing.

Chart 3. Community Events Attended in Last 12 Months

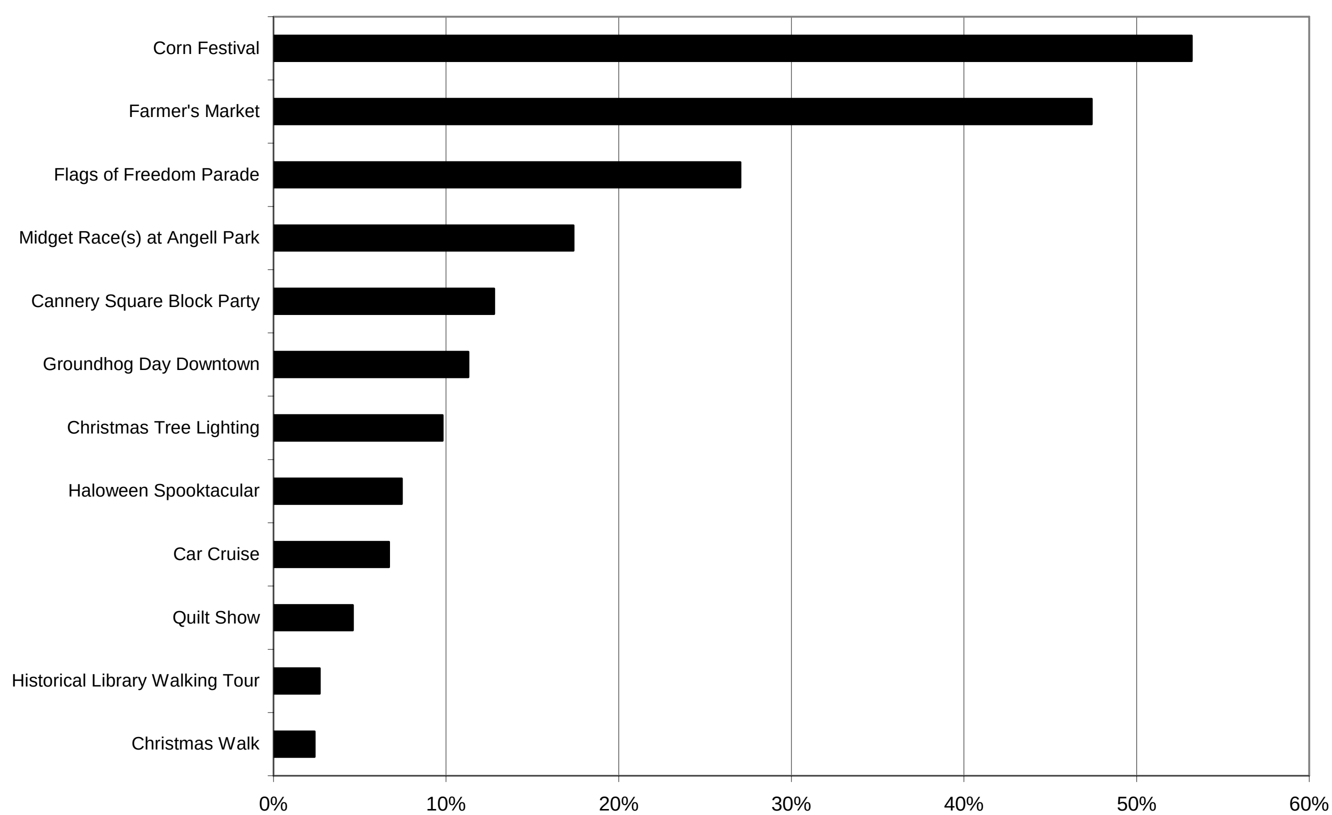
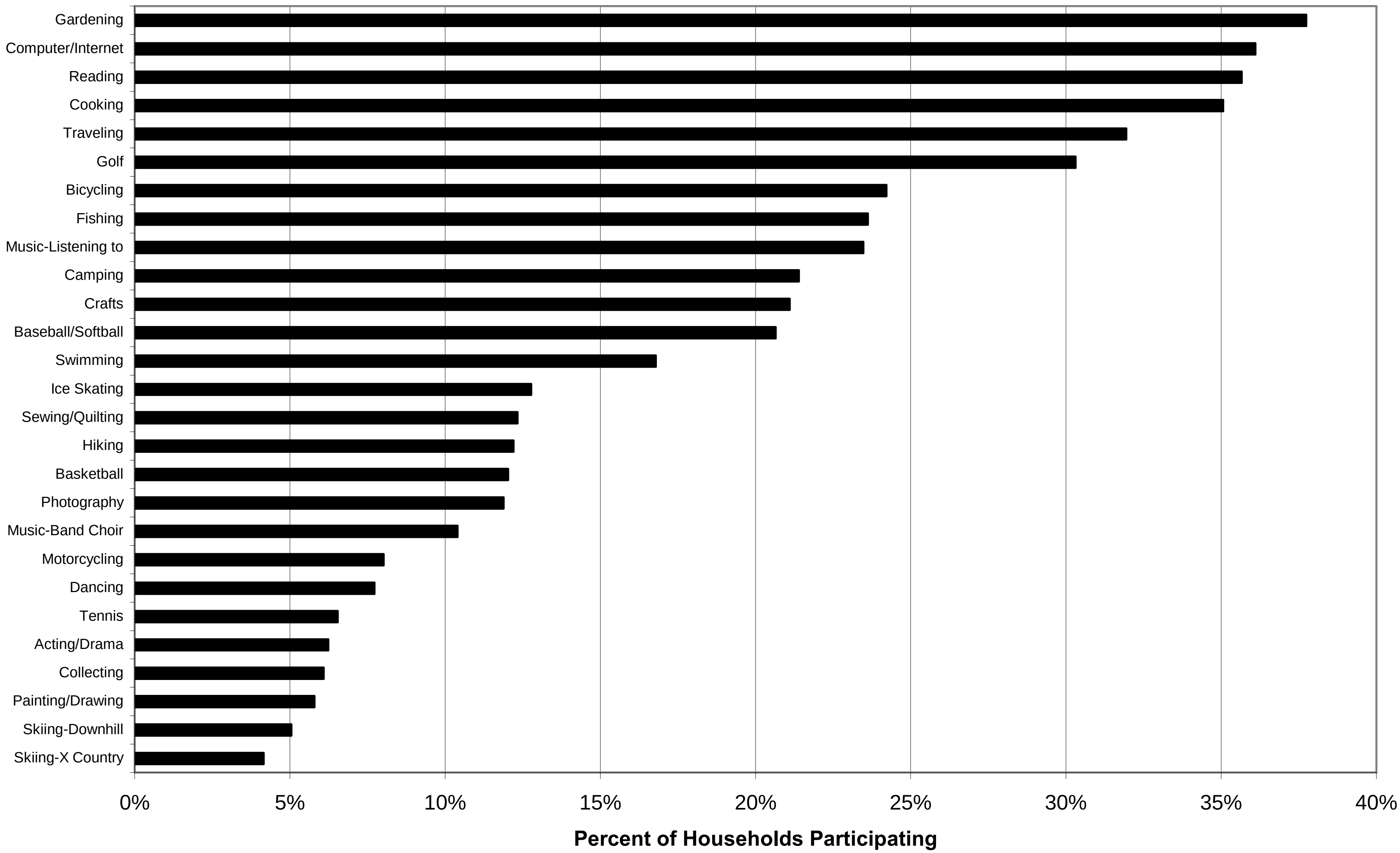


Chart 4. Leisure Activities

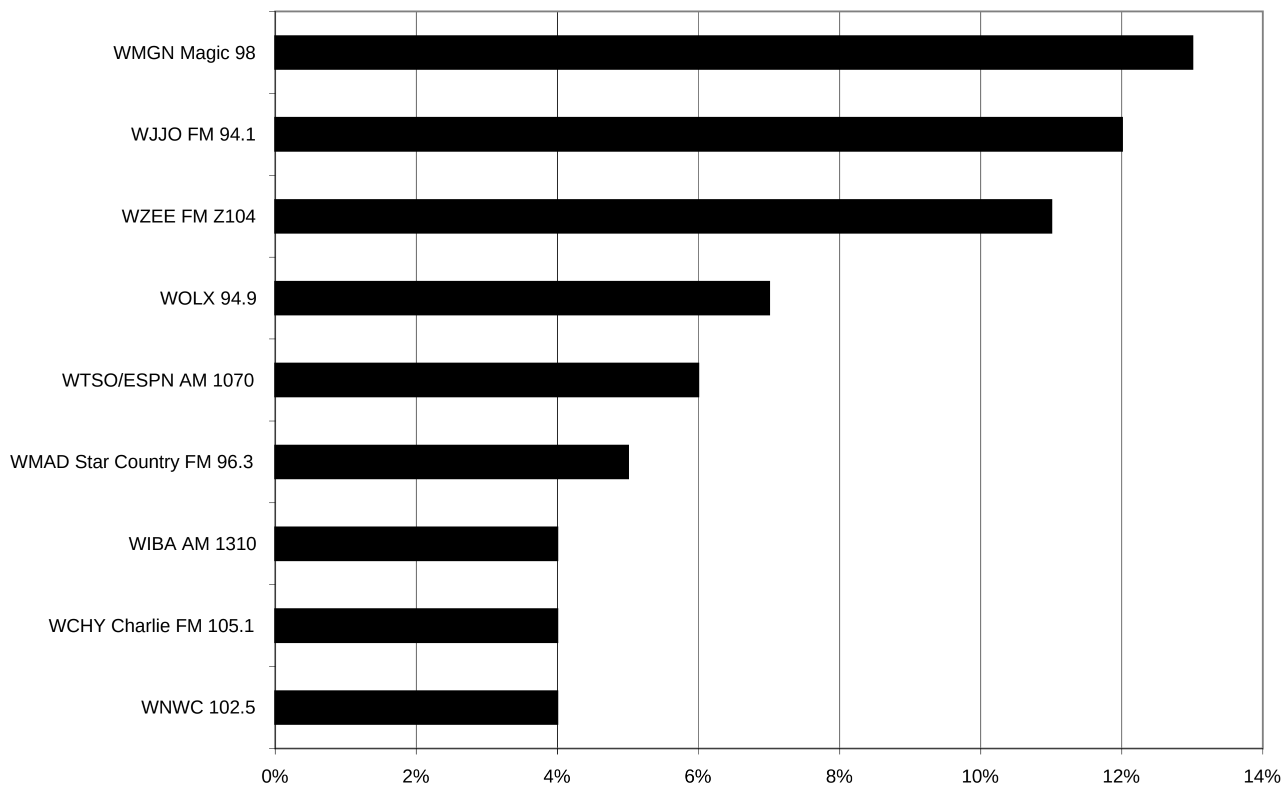


Media Choices

The survey asked consumers to identify their most listened to radio station and the area/local publication they read the most.

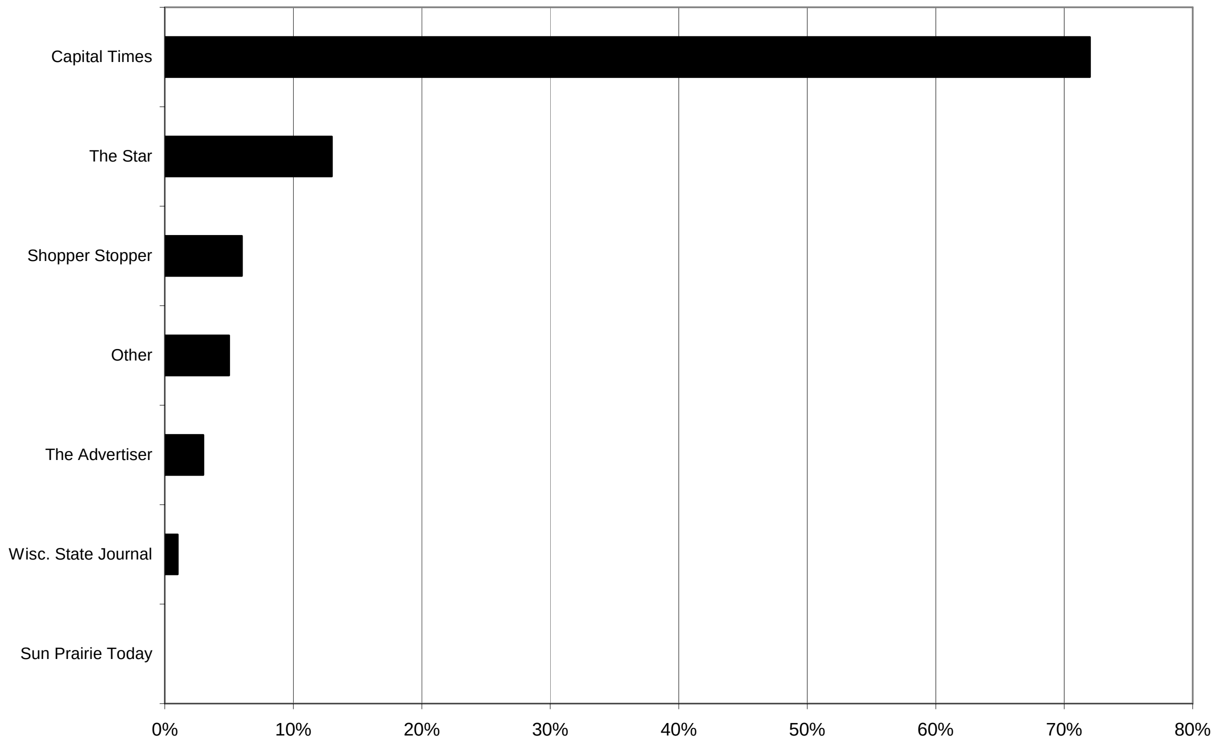
Sun Prairie consumers are very diverse in their choice of a favorite radio station. The top rated station, “Magic 98” received only 13 percent of the responses, with WJJO and Z104 close behind with 12 percent and 11 percent respectively. Another indication of the diversity of the favorite radio stations among Sun Prairie adults was that nearly half the respondents chose a station not on the list of seven provided in the questionnaire. Instead they chose the “other” category and wrote a station not on the list. In fact, the fourth rated station, WOLX (7%) was one of the “other” entries. (See Chart 5).

Chart 5. Most Listened to Radio Station - Top 9



In contrast to the wide variety of favorite radio stations among Sun Prairie consumers, the responses to the most read publication was dominated by a single newspaper. As shown in Chart 6 the *Capital Times* received 72% of the responses. The *Star* was a distant second at 13%. It is important to note that the respondents may regularly read multiple publications and that this question identifies the single publication most frequently read among the respondents.

Chart 6. Most Read Publication



Commuting Route

By more than two-to-one the most frequent commuting route by Sun Prairie workers is Highway 151 (46%). Highway 19 is used by 20 percent. Various other routes were listed by an additional 18 percent.

Downtown's Uniqueness

Consumers were asked to write their responses to the question, "What is unique about downtown Sun Prairie?" Nearly 350 written responses to this question were transcribed from the returned surveys. The Survey Research Center created categories based on the observed topics of the responses. The complete list is in Appendix B. The following summarizes a few of the highlights and themes that run throughout the responses.

In general, the comments were very positive. Only a very small proportion of the unique features identified by area residents were described negatively.

The Cannery Square was one of the most frequently mentioned items. This project seems to have struck a very positive chord with the Sun Prairie populace. The following quotes are typical of the type of feeling frequently expressed by respondents. "Cannery Square is awesome." "I love the new Cannery Square area."

Most consumers also commented positively on the overall downtown revitalization effort and stated that the physical appearance of the downtown has been significantly enhanced. Many specific comments reflected favorably about the mix of historic and new buildings. The physical attractiveness translated into a feeling of positive ambiance that was cited by many respondents. The most frequently used phrase (17 times) was “small town” and the specific word “quaint” was used a dozen times. Other words of praise about the downtown include “hometown feeling,” “warm,” and “welcoming” to describe this positive ambiance. The addition of attractive downtown condos was also cited as a positive development in several comments.

In addition, the comments reflected that area residents like the fact that the downtown stores are small, independent, and have uniqueness to them.

Comparison Communities

Consumers were asked to list the name of a community that has a vibrant and attractive downtown. Although they created a list of 325 communities, just three communities comprised 36 percent of the answers. At the top was Cambridge, which was listed by 15 percent of the consumers. Consumers also frequently mentioned Stoughton (11%) and Middleton (10%). The complete list is in Appendix B.

Additional Comments to Improve Downtown

The final open ended question provided the opportunity for respondents to offer suggestions for ways to improve downtown Sun Prairie. The respondents provided 224 comments, which are listed in Appendix B. Fifty-one percent of the comments were directly related to businesses in downtown, and the vast majority of the comments were positive suggestions about desired types of businesses. This group of suggestions contained a mixture of specific desired businesses (“Need bookstore, bakery, butcher shop, shoe store, small movie theater, good restaurants/bars, and entertainment”) and suggestions that were more general and strategic (“Keep it as close to a small town feel as possible”). The most frequently mentioned undesirable types of businesses were tattoo parlors and bars/taverns.

The remaining 49 percent of the suggestions were divided among several topics, including parking concerns, traffic and street issues, store hours, and building maintenance/upkeep concerns.

Conclusions – Consumer Survey

The SRC sees 7 key observations from the data in the consumer survey:

1. Area residents shop infrequently in downtown Sun Prairie, even though many pass through downtown often. Conversely, they frequently shop in other parts of Sun Prairie. The challenge downtown merchants face is giving these motorists a reason to stop downtown.

2. Sun Prairie residents are particularly loyal to local businesses for their pharmacy, grocery, and floral purchases.

3. Many types of consumer items are purchased outside of Sun Prairie, mostly for what they see as the larger selection that is available in other places. The East Towne area is the major out-of-town competitor for Sun Prairie businesses.

4. Local consumers do much of their shopping during Saturday morning, Saturday afternoon, or Sunday afternoon. Many area residents support extended downtown business hours past 5 PM on weekdays as well as additional daytime hours on Saturday and Sunday.

5. A downtown bakery and a downtown meat/butcher shop are the most preferred new downtown stores. The favorite type of new restaurant is a brew pub.

6. The Corn Festival and the Farmer's Market are the most frequently attended downtown events among area residents.

7. Area residents generally commented favorably on the recent downtown improvement efforts. Many give high marks to Cannery Square and the quaint, small town ambiance of downtown Sun Prairie.

Business and Property Owner Survey

Downtown Business Challenges and Issues

The initial question sought to identify the degree to which the respondent was experiencing certain business challenges. The responses to that list are presented in Table 11. It is clear from these responses that the downtown business community saw parking as the most significant challenge facing their businesses. Thirty-seven percent rated parking as the major challenge category, which was nearly double the percentage for any other item on the list. However, area residents may not have the same level of concern about downtown parking as the business owners. As noted previously (see page 18), consumers did not mention parking frequently (only 19 of 224 total comments) when asked for suggestions regarding ways to improve downtown. Parking is a common concern for many cities, so much so that the Main Street Program of the National Trust for Historic Preservation has published the *Parking Handbook for Small Communities* and has numerous articles on downtown parking topics in its newsletter, *Main Street News*.

On the positive side, no other item on the list had more than 19 percent deeming it major challenge, and the highest percentages for these remaining items were in the minor challenge or no challenge categories. The combined percentages for minor challenge and no challenge exceeded 80 percent on nine of the thirteen items on the list. In summary, the overall pattern of responses to this question suggests the downtown business community sees current business conditions as surprisingly good. Many common business challenges, such as employee issues, restrictive regulations, and competition, were rated as a minor challenge or not a challenge.

Table 11. Indicate the degree to which you are experiencing the following business challenges.

	Count	Major Challenge	Minor Challenge	No Challenge	No Opinion
Insufficient parking	35	**37%**	40%	20%	3%
Expensive employee benefits	31	19%	29%	35%	16%
Poor building condition	34	15%	21%	62%	3%
Expensive rent	37	14%	32%	32%	22%
Out-of-town competition	34	12%	44%	35%	9%
Expensive employee wages	34	9%	24%	50%	18%
Difficulty recruiting/retaining employees	35	9%	37%	43%	11%
Insufficient financing	35	6%	14%	54%	26%
Restrictive business regulations	33	3%	45%	45%	6%
In-town competition	34	3%	38%	53%	6%
Conflict with building owner or tenant	35	0%	17%	77%	6%
Expensive or unavailable utilities	35	0%	40%	51%	9%
Shoplifting or theft	35	0%	26%	57%	17%

Respondents were next asked to identify their level of agreement with 19 statements pertaining to various downtown issues and management topics. Table 12 presents the answers to these questions in descending order based on the percentage in the strongly agree column. Highlights of these responses include the following:

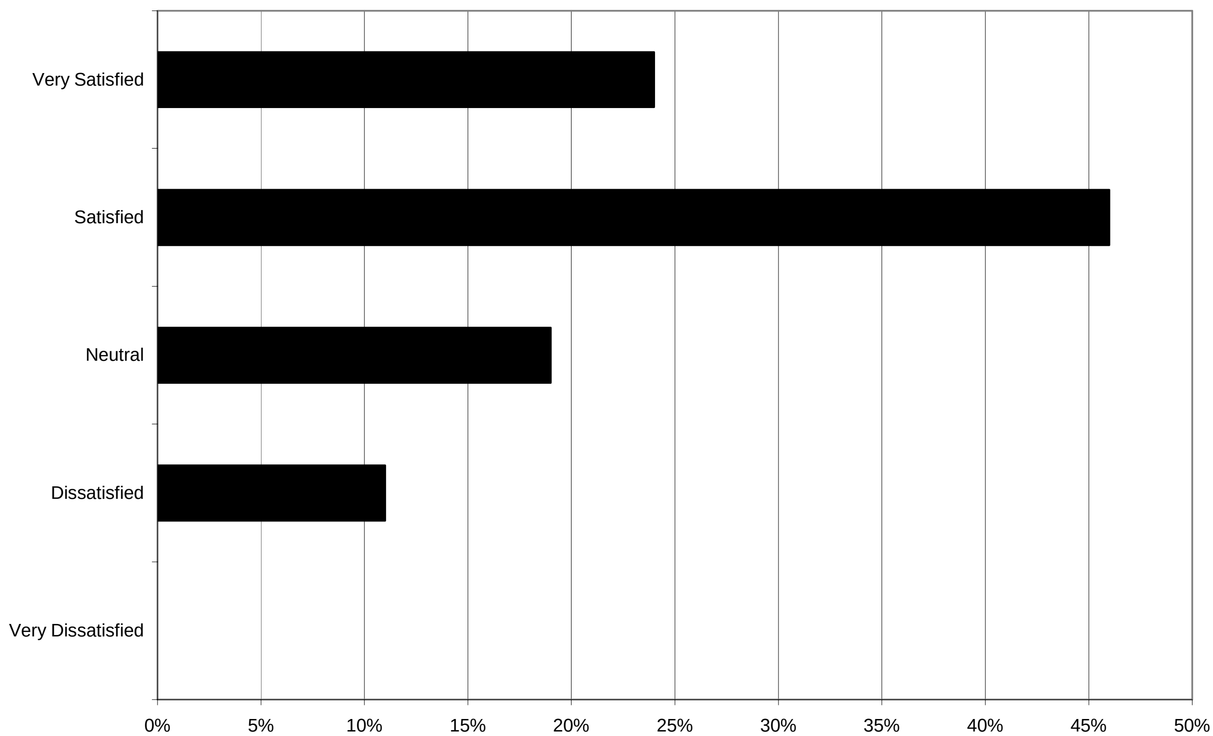
- Large majorities (over 74%) agreed or strongly agreed they seek ways to cooperate with complementary businesses in downtown, they direct customers to other downtown businesses, and they try to buy products and services locally.
- Business owners gave high marks to their employees for their customer service; nearly four of five said they agreed or strongly agreed that their employees give “outstanding” customer service.
- Over 70 percent agreed or strongly agreed that their business is open when their customers want to shop. Given the responses in the consumer survey (see Table 10), there may be a mismatch on this issue between Sun Prairie consumers and many downtown business owners.
- Over three-fourths agreed or strongly agreed that police and fire protection is outstanding and that they feel safe in downtown, even at night. Respondents were not as positive in their opinion about the quality of their waste management service; over four in ten said that it is outstanding, but nearly a third was neutral.
- The downtown business community is somewhat lukewarm regarding how well they like the downtown as a place to do business. Although 57 percent agreed or strongly agreed that downtown Sun Prairie is an excellent place to have a business, almost a third was neutral. Similarly, while half said they agreed or strongly agreed that the look and feel of downtown helps their business, 29 percent were neutral. Slightly over half said the existing mix of downtown businesses helps their business, but again a noticeable proportion was neutral (26%).
- One particular problem area appears to be a concern: 52 percent of the respondents that foot traffic in downtown is not adequate.
- Another topic of concern is pedestrian crosswalk safety, about which 44 percent said they disagreed or strongly disagreed that the downtown crosswalks are safe, and less than half (43%) said the downtown crosswalks are adequate. These pedestrian safety issues are in addition to the previously identified concern about parking as shown in Table 11.
- The effectiveness of their advertising and their displays is another set of topics about which the respondents were lukewarm. Less than half (45%) said they were satisfied with their advertising, and other 28 percent were in the neutral category. Exactly half said they were satisfied with the effectiveness of their window/store displays, but nearly as many (44%) were neutral.
- The downtown business community had split opinions about the value they receive in public services for the local taxes they pay. About the same proportions said the local services were well worth the taxes (32%) as those who disagreed (32%), while 37 percent were neutral.

Table 12. How Strongly Do You Agree or Disagree With the Following Statements?						
	Count	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I seek ways to cooperate with complementary downtown businesses	35	34%	51%	11%	3%	0%
I always direct customers to other downtown businesses	35	31%	54%	11%	3%	0%
Employees of my business show great customer service	36	31%	58%	11%	0%	0%
I always try to buy products and services locally	34	24%	50%	21%	6%	0%
Downtown Sun Prairie is an excellent place to have a business	37	16%	41%	30%	14%	0%
Local fire protection is outstanding	35	14%	60%	26%	0%	0%
My business is open when customers want to shop	34	12%	59%	21%	9%	0%
My building façade draws customers to my business	34	12%	41%	35%	12%	0%
Local waste management service is outstanding	35	11%	31%	31%	23%	3%
The look and feel of downtown helps my business	34	9%	41%	29%	18%	3%
Local police protection is outstanding	35	9%	71%	20%	0%	0%
The existing downtown business mix helps my business	35	9%	43%	26%	20%	3%
I am satisfied with the effectiveness of my window/store displays	36	8%	42%	44%	6%	0%
I feel safe downtown, even at night	35	6%	71%	17%	6%	0%
Local municipal services are well worth the level of local taxation	35	6%	26%	37%	26%	6%
Pedestrian crossings are adequate in the downtown area	35	3%	40%	23%	23%	11%
I am satisfied with the effectiveness of my advertising	36	3%	42%	28%	25%	3%
Pedestrian crossings are safe downtown	34	0%	38%	18%	**35%**	**9%**
Foot (shopper) traffic is adequate downtown	35	0%	26%	23%	**46%**	**6%**

Business Location and Planned Changes

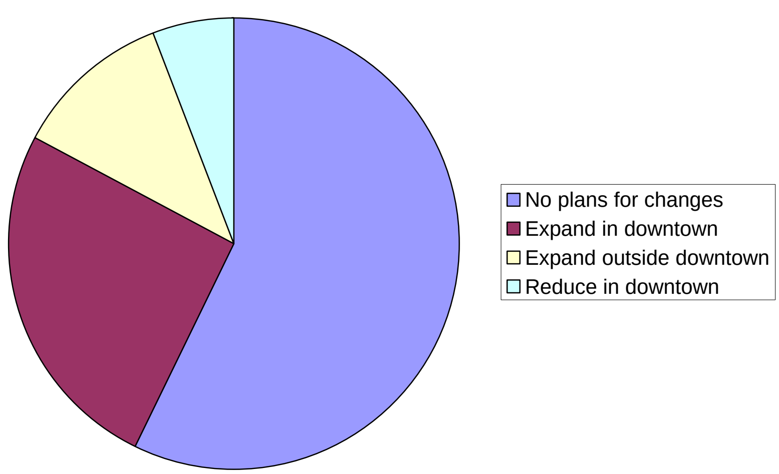
Respondents were asked for their opinions about the location of their businesses, as well as any plans they have to move the business or to make changes at their current locations. As shown in Chart 7, they indicated they were generally quite satisfied with their current locations, and very few were dissatisfied.

Chart 7. Satisfaction with Current Business Location



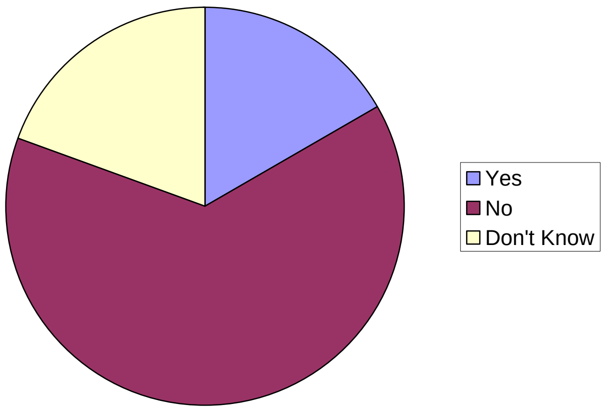
The overall level of satisfaction was evident in the response pattern to questions about their future plans. Twenty-one percent of respondents said they plan to expand their downtown business operation (Chart 8). Only 10 percent said they plan to expand their business, but to do so outside of downtown, and only a very small proportion plan to reduce their downtown business. The remaining 48 percent saw their downtown business remaining the same size.

Chart 8. Business Expansion Plans



As shown in Chart 9, over 60 percent is not planning improvements.

Chart 9. Building Improvements Planned?



The sample has slightly fewer downtown property owners than would be expected. Although property owners are 29 percent of the mailing list, they comprise 12 percent of the respondents.

Business owners were asked how long her/his business had been in operation and how long she/he had owned it. In terms of the length of time the business has existed, the largest proportions were either fairly new or were long-standing downtown establishments. About a third had been in operation between one and five years, while another third had been in existence over 20 years.

As one might expect, the length of ownership by the business owners is typically somewhat less than the age of their business, reflecting the acquisition of existing businesses by the current ownership. Fifty-seven percent had owned their downtown business between one and ten years, while only 18 percent had owned the business over 20 years.

Most downtown business owners reported that they lease their business space (71%). None of the lessees indicated they wanted to purchase space rather than lease.

Lastly, the respondents were asked to indicate the floor area of their businesses and the amount of area in residential space (if applicable). In terms of area devoted to business activity, 25 respondents provided data, which is summarized in Table 13. Most of the business operations are less than 2,000 square feet, with two-thirds falling between 501 square feet and 2000 square feet.

Table 13. Business Area in Square Feet

0 – 500	501 - 1000	1001 - 1500	1501 - 2000	2001 – 2500	2501 - 3000	3001+
12%	24%	24%	20%	8%	0%	12%

Only five respondents reported having residential space in downtown. Four of the five respondents reported their total downtown residential space ranges between 1,200 and 2,000 square feet, while one was substantially larger than any of the other four (45,000 square feet).

Downtown Parking

Respondents were asked a series of questions about the parking patterns of their customers, their employees, and themselves. The survey asked where each group typically parks, i.e., on the street, in a private lot, in a public lot, or other. The results are shown in Table 14.

Table 14. Typical Parking Location

	Street	Public lot	Private lot	Other
Customers	50%	17%	33%	0%
Business Owners	16%	19%	61%	3%
Employees	19%	30%	52%	0%

Customers are much more likely to park on the street than in a public or private lot according to the business owners. They reported half of their customers park on the street; another third park in private lots, and 17 percent park in public lots. In contrast, the business owners themselves are much more likely to park in a private lot. Sixty-one percent said they park in a private parking lot, while 19 percent park in a public lot, and 16 percent park on the street. Business owners reported that the biggest proportion (52%) of their employees also parked in private lots but not to the same degree as the owners use private lots (61%). Employees use public lots (30%) more than either customers or business owners, and fewer than one in five park on the street.

An additional question asked the respondents to indicate how far the same three groups park from the respondent's place of business. These results are shown in Table 15. The pattern is the same for each of the three groups. The majority of each group (ranging from 59% to 77%) typically parks no more than a half-block from the respondent's business, and the remaining proportion is very likely to be parking less than one block away. However, a smaller proportion of customers park very near (half-block or less) the place of business (59%) than either owners (77%) or employees (63%). Do these numbers suggest that owners and employees are occupying some prime spaces closest to the place of business, which requires some customers to park farther away? SRC lacks data to know the answer to this question, but we raise the question because it has been identified as an issue of concern in many smaller communities and is a topic in the *Parking Handbook for Small Communities* (see page 20).

Table 15. Typical Distance from Parking Location to Place of Business

	½ block or less	More than ½ block but less than 1 block	1 block but less than 2 blocks	2 or more blocks away
Customers	59%	26%	15%	0%
Business Owners	77%	13%	10%	0%
Employees	63%	23%	13%	0%

In an earlier question in the survey, 37 percent of the downtown business owners rated "insufficient parking" as a major challenge. Since 85 percent of the downtown business owners reported their customers typically park within a block of their business and none typically park two or more blocks away, the concern about "insufficient parking" is unclear and merits additional exploration.

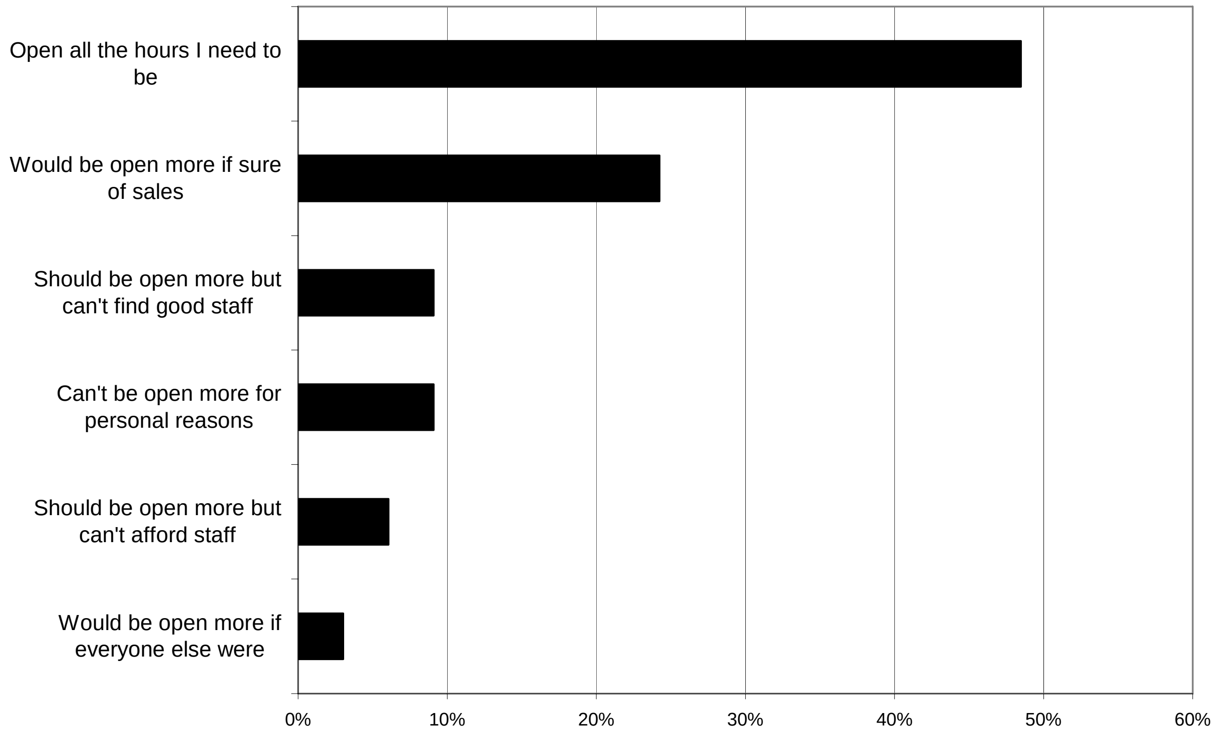
Those respondents who have private lots were asked how many spaces they have available for their customers and for their employees. Fourteen respondents said they had private parking for customers, with a range from 2 to 30 spaces. Most tended to be small parking lots; fifty-nine percent had five or fewer spaces, and 29 percent had between 6 and 10 spaces. Fourteen respondents indicated they have private parking lot spaces for their employees. Although there was extensive overlap between those who reported they have private spaces for customers and those who listed private spaces for employees, the two groups are not identical. The number of employee spaces ranged from 1 to 40, but, like the private spaces for customers, most tended to be small; fifty-nine percent had five or fewer spaces, and 29 percent had between 6 and 10 spaces.

Business Hours

Business owners were asked two questions about store hours. In the first question, it is clear that uniform store hours do not appeal to downtown Sun Prairie business owners. Eighty-five percent were opposed to uniform hours, while only 15 percent were supportive.

As shown in Chart 10 about half (48%) of the respondents said they are open all the hours they need to be. However, a sizable proportion of the downtown business owners are not so confident about the adequacy of their store hours. Almost a quarter would be open more hours if they were sure of sales. Another 12 percent would like to be open, but either they cannot afford the staff (6%) or cannot find good staff (6%). Only 12 percent said personal reasons keep them from being open more hours. A mere three percent said they would be open more if everyone else were to be open too, which is consistent with the opposition to uniform store hours expressed in the previous question.

Chart 10. Opinions About Business Hours



An additional open-ended question asked respondents to list their specific business hours by time of opening and time of closing according to each day of the week. The SRC summarized the opening and closing times in three hour increments for each day. The resulting data summary is shown in Tables 16a and 16b. There were three businesses that indicated they were open 24 hours per day, and their responses are not included in the tables. In addition, the response from one respondent was ambiguous and is not included in the tables.

Downtown Sun Prairie businesses reported a variety of business hours for both opening and closing times. A small proportion of downtown businesses reported they open before 6 AM. On Monday through Saturday, nearly all of the remaining businesses start their business hours between 6 AM and Noon. On Monday through Friday roughly equal numbers of businesses open their doors between 6 AM and 9 AM as those who open between 9 AM and Noon. On Saturday mornings some businesses open slightly later, resulting in a higher percentage in the 9 AM to Noon category (52%). For those downtown businesses open on Sundays, 20 percent of the respondents wrote they did not have consistent hours on Sunday; their responses were classified as “Other.”

On Monday through Friday the highest proportion of downtown businesses reported they close between 3 PM and 5 PM, although a few more are open on Wednesday or Thursday after 5 PM. Some businesses (36%) close in mid-afternoon on Saturday rather than the hours they close on weekdays.

An interesting point is to compare the preferred shopping times reported by consumers to the business hours reported by downtown businesses. As shown in Table 3, area residents reported they do most of their shopping on Saturday (both morning and afternoon) and Sunday afternoon. Relatively few of the downtown businesses are open on Sunday, and some close in the early afternoon on Saturday. Given this partial disconnect between the times consumers said they shop and the hours of some downtown businesses, some downtown businesses may not be open when some potential customers do their shopping. This is further supported by the consumers' responses in Table 4 in which over 40 percent indicated an interest in extended daytime shopping hours on Saturday and extended evening hours on Friday.

Table 16a. Business Hours –Opening Time excluding those open 24 hours a day

	Sunday	Monday	Tuesday	Weds.	Thursday	Friday	Saturday
Midnight – 3 AM	0%	0%	0%	0%	0%	0%	0%
3 AM – 6 AM	0%	4%	7%	3%	7%	10%	4%
6 AM – 9 AM	20%	48%	41%	43%	44%	41%	32%
9 AM – Noon	50%	43%	48%	47%	44%	45%	52%
Noon – 3 PM	0%	4%	3%	3%	4%	3%	0%
3 PM – 6 PM	10%	0%	0%	0%	0%	0%	0%
6 PM – 9 PM	0%	0%	0%	0%	0%	0%	0%
9 – Midnight	0%	0%	0%	0%	0%	0%	0%
Other	20%	0%	0%	0%	0%	0%	12%

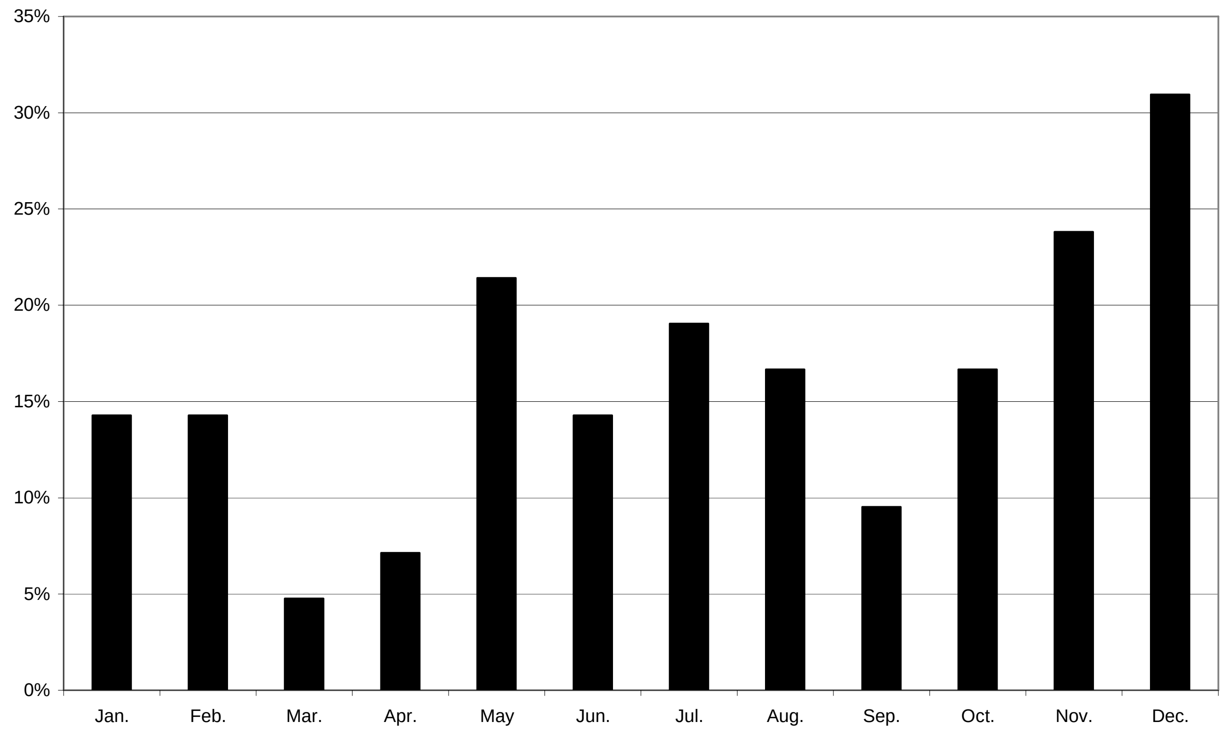
Table 16b. Business Hours –Closing Time excluding those open 24 hours a day

	Sunday	Monday	Tuesday	Weds.	Thursday	Friday	Saturday
Midnight – 3 AM	0%	0%	0%	0%	0%	0%	0%
3 AM – 6 AM	0%	0%	0%	0%	0%	0%	0%
6 AM – 9 AM	0%	0%	0%	0%	0%	0%	0%
9 AM – Noon	0%	0%	0%	0%	0%	0%	0%
Noon – 3 PM	13%	0%	0%	0%	0%	0%	36%
3 PM – 6 PM	63%	74%	67%	66%	63%	76%	36%
6 PM – 9 PM	25%	26%	30%	34%	37%	21%	23%
9 – Midnight	0%	0%	0%	0%	0%	3%	0%
Other	0%	0%	0%	0%	0%	0%	5%

Monthly Business Variations

When asked to identify their three busiest months, the downtown business owners listed December, November, and May, as shown in Chart 11. The slowest times indicated were the late winter and early spring months of March and April.

Chart 11. Three Busiest Months for Downtown Businesses



Impact of Downtown Events

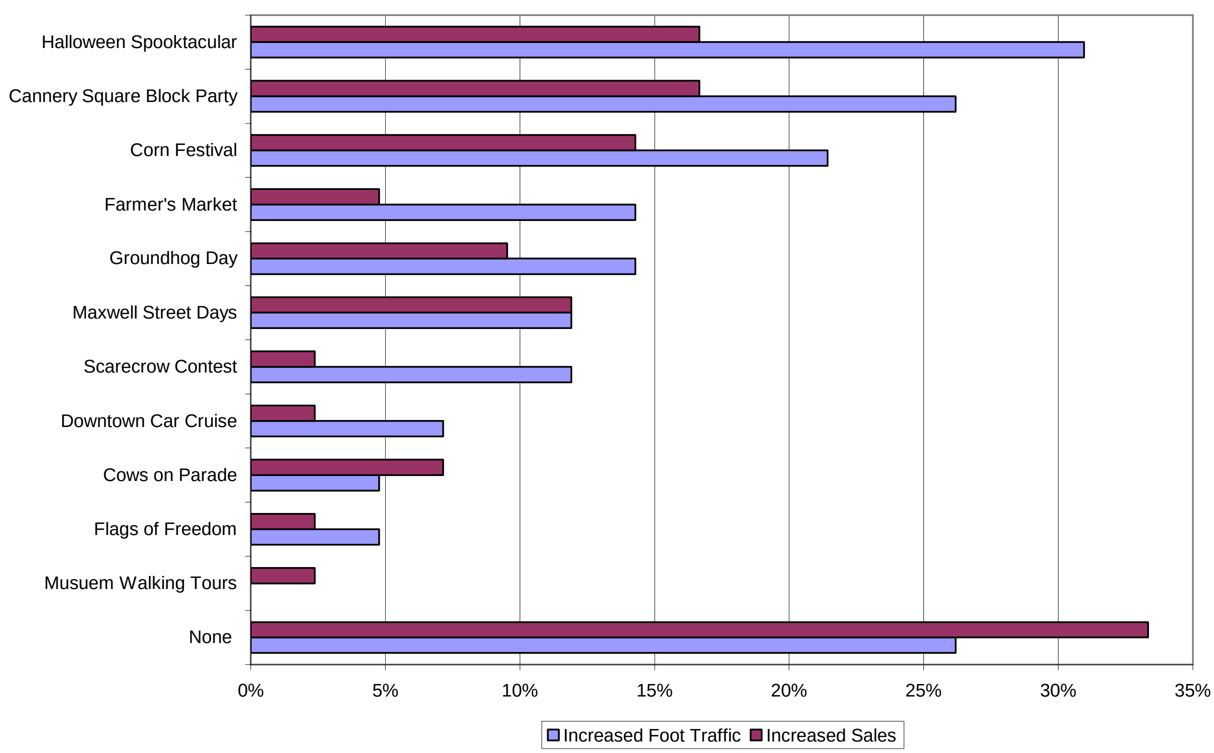
The impact of downtown events on foot traffic and sales is shown in Chart 12. Downtown business owners were given a list of 11 downtown events and asked which events increased foot traffic and which increased sales volume. In terms of increased foot traffic, the top-rated event was the Halloween Spooktacular (31%), followed by the Cannery Square Block Party (26%) and the Corn Festival (21%). Ten to 15 percent of the businesses said the Farmer's Market, Groundhog Day, Maxwell Street Days, and the Scarecrow Contest increased foot traffic. The Downtown Car Cruise, Cows on Parade, Flags of Freedom, and Museum Walking Tours were identified by less than 10 percent as an event that increased foot traffic. Of particular importance, however, is the fact that a quarter of businesses said none of the events increased foot traffic in their businesses.

Business owners' responses indicate increased foot traffic does not necessarily translate into increased sales volume. As shown in Chart 12, eight of the 12 events have a negative gap between the percentage of business owners who said the event increased foot traffic and those who said it increased sales. For example, as noted, above 31 percent of respondents said the Halloween Spooktacular increased foot traffic, but only 17 percent reported it generated increased sales volume at their businesses. This pattern is repeated in the responses for all the remaining events except Maxwell Street Days, Cows on Parade, and Museum Walking Tours. These latter three were chosen more frequently as generating more sales volume than foot traffic. But since these are relatively lightly attended events, the more favorable ratio of foot traffic to increased sales volume is muted by the overall lower numbers of potential consumers attending these particular events.

As was true for the impact of events on foot traffic, a substantial proportion of the business owners said that none of the events increased their sales volumes. In fact even more said that no event increased their sales volumes (33%) than indicated none of the events increased their foot traffic (26%).

A similar question was asked on the consumer survey. Area residents were asked to indicate which downtown events they had attended in the past 12 months. In comparing the responses from area residents to the responses from the business owners, there is a noticeable mismatch between some of the events most frequently attended by area residents (see Chart 3) and the events that generated the most foot traffic and sales in downtown businesses. For example 31 percent of business respondents said the Halloween Spooktacular generated increased foot traffic, but it was not among the top events that consumers said they had attended. The Corn Festival and Farmer's market were the top ranked events among the area residents, but were ranked third and fourth respectively by the business community as sources of increased foot traffic and sales.

Chart 12. Impact of Downtown Events



Customer Base, Target Market, and Competition

Business owners were asked to indicate the percentage of their customers from Sun Prairie, Madison, DeForest/Windsor, or “other” ZIP codes. The results are shown in Table 17. As expected, the highest proportion of customers is from the immediate Sun Prairie area (averaging 55%). Even though Sun Prairie area residents are the majority, there is a significant proportion (45%) of customers from out-of-town who come to downtown Sun Prairie to do business. Although the largest percentage of these is from Madison (16%), an even larger percentage (18%) is from various communities in the “Other” category, which is an indication that downtown Sun Prairie is drawing customers from throughout the region.

Table 17. What percentages of your customers come from the following ZIP codes?

Percentages	Sun Prairie 53590	Deforest/Windsor 53532	Madison (various)	Other
0-20%	17%	92%	73%	70%
21-40%	10%	8%	15%	10%
41-60%	24%	0%	12%	5%
61-80%	31%	0%	0%	5%
81-100%	17%	0%	0%	10%
Average (Mean)	55%	9%	16%	18%

Business owners indicated that the demographic profile of the target customers for downtown businesses tends to be female, 25 to 44, and of middle income. (See Table 18). Two-thirds of the businesses said their target customer was female. Sixty-nine percent of the target age group is between ages 25 and 44 with an additional 21 percent in the 45 to 64 age group. In terms of household income, downtown businesses’ target customers are in the middle of the spectrum rather than at either end. Half the downtown businesses said their primary target audience is households with incomes between $50,000 and $74,999, and an additional 25 percent indicated their primary customer has a household income between $35,000 and $49,999. Only 18 percent target those with incomes over $75,000. This profile of the target market for downtown customers is significantly different than the profile of the overall population of the Sun Prairie area (see Table 1). This likely indicates that the downtown business owners have identified specific demographic niches for their products and services.

Table 18. Please indicate the primary target audience of your business based on the following characteristics.								
Gender	Male	Female	**Age**	Under 18	18–24	25–44	45–64	65+
	33%	67%		5%	0%	69%	21%	5%

Annual Household Income					
Less than $15,000	0%	$15,000 – $24,999	4%	$25,000 – $34,999	4%
$35,000 – $49,999	22%	$50,000 – $74,999	52%	$75,000 – $99,999	9%
$100,000 – $149,999	9%	$150,000 and over	0%		

Business Advertising Preferences

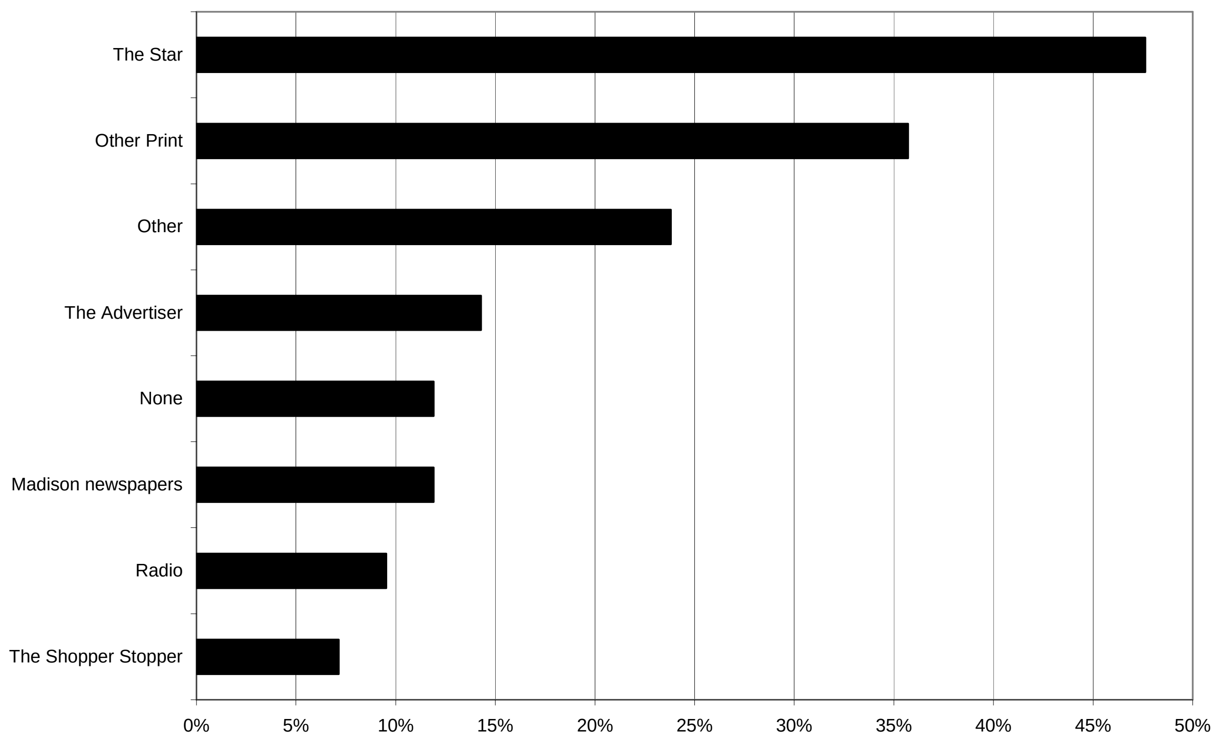
Downtown businesses were asked for basic information about their advertising purchases. Table 19 details the distribution of their advertising budgets for each media type. Businesses reported they generally allocate relatively small percentages of their advertising budgets to radio, television, or sponsorships of teams and local service organizations; at least 70 percent of respondents said they spend 20 percent or less on any of those three methods, and the average is seven percent. Newspaper advertising is a somewhat more popular advertising medium, averaging 29 percent of budgets, but nevertheless, 44 percent reported they spend only 20 percent or less of their budget on newspaper ads. The “Other” category was more prevalent than any of the media choices listed in the questionnaire, averaging 52 percent of annual advertising budgets. The prevalence of “Other” items indicates that businesses are likely choosing advertising outlets more narrowly focused on their target audience than other media choices listed, which is confirmed in the answers provided in the next question in the survey which asked about specific choices among advertising media.

Table 19. What percentage of the annual advertising budget for your business is spent with each of the following media?

Percentages	Newspapers	Radio	Television	Local Service Orgs. or Team Sponsorships	Other
0-20%	44%	71%	78%	80%	18%
21-40%	11%	0%	11%	10%	12%
41-60%	17%	29%	0%	0%	6%
61-80%	6%	0%	11%	0%	6%
81-100%	22%	0%	0%	10%	59%
Mean (“average”) of annual total advertising budget	29%	4%	4%	7%	52%

Chart 13 shows more detail about the advertising media choices among downtown businesses. *The Star* is the single most frequently used advertising medium; slightly less than half the businesses, however, reported it is included in their advertising budget. As shown earlier in Chart 6, 12 percent of area consumers reported that *The Star* was their most frequently read publication; in comparison, 72 percent of consumers said they most frequently read the *Capital Times*. The two "Other" categories were ranked second and third behind *The Star*. On the previous page, the items written in the "Other" category indicate businesses often are choosing advertising outlets more narrowly targeted toward their customer base. Frequently mentioned media include store newsletters and specialty publications related to the type of merchandise or service in their businesses (See Appendix C).

Chart 13. Media included in annual advertising budgets for downtown businesses



Business Competition and Competitive Advantages

The Survey Research Center asked downtown business owners the location of their primary competition. The responses in Table 20 show downtown businesses said most of their competition is found elsewhere in Sun Prairie (38%) or in the East Towne Mall area (25%). Given the proximity of the East Towne Mall area, this latter percentage is not surprising.

Table 20. What is the primary competition for your business?

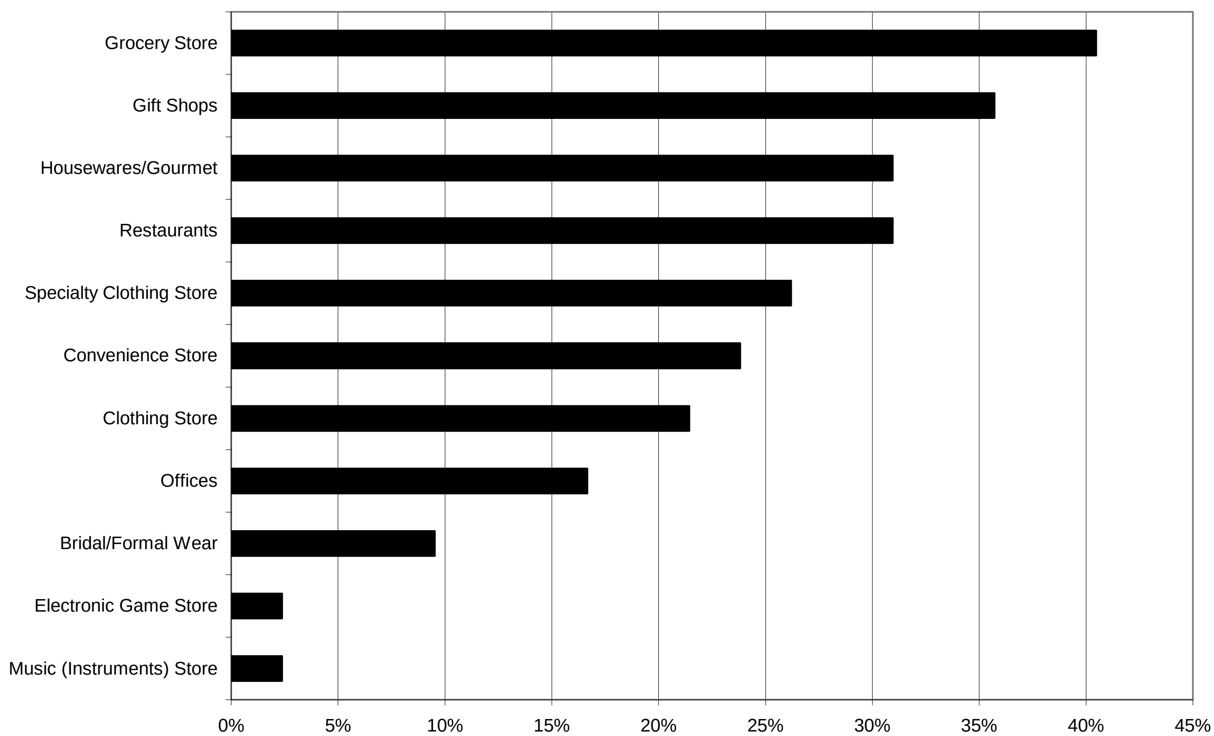
East Towne Mall area	Sun Prairie Downtown	Sun Prairie outside of downtown	Middleton/ West Side	Other
25%	8%	38%	17%	13%

The survey next asked business owners to identify what they see as the competitive advantages of their businesses. As shown in Table 21, strong majorities said their competitive advantage was helped "A Lot" by their product quality (77%) and customer service (72%). In addition, a majority (62%) indicated product selection is a major contributor to their competitive advantage. Since consumers reported selection to be the primary reason they choose to shop outside of Sun Prairie (see Table 7), product selection may not be as significant to their competitive advantage as Sun Prairie business owners believe. On the other hand, most downtown merchants do not see price, location, parking, and hours as major contributors to their competitive advantage.

Table 21. To what degree do the following traits help make <u>your</u> business more competitive than your primary competitors?

	A Lot	A Little	Not at All
Product Quality	**77%**	13%	10%
Customer Service	**72%**	22%	6%
Product Selection	62%	24%	14%
Price	43%	33%	23%
Location	21%	61%	18%
Parking	21%	43%	36%
Hours	11%	50%	39%

Chart 14. Preferred New Downtown Businesses



Respondents were asked to identify which additional types of businesses they would like in downtown from the perspective of benefiting their own business. The largest proportion favored a downtown grocery store (40%) as shown in Chart 14. As noted earlier, 19 percent of consumers said a grocery store was among the top three downtown businesses they favored (see

Chart 1). Two types of specialty shops, gifts and housewares/gourmet, were identified by 36 percent and 31 percent of the businesses respectively. Given the earlier SRC analysis of the current shopping patterns of a key demographic group (younger, more affluent, females), see page 9, these store types are very sensible choices. Restaurants were also favored by 31 percent. A musical instruments store, electronic game store, and bridal/formal wear store received relatively few votes.

Awareness of the Business Improvement District

Members of the downtown business community were asked if they have a good understanding of the projects and services offered through the Sun Prairie Business Improvement District. A majority (70 percent) said they did, but 30 percent indicated they did not. Although 70 percent is a large majority, the 30 percent without a good understanding of the BID is a substantial portion of the downtown business community. This group likely represents an opportunity for the BID leadership to initiate efforts to inform and involve more business and property owners in the efforts to enhance downtown Sun Prairie.

Information or Assistance Needs

The last section of the survey asked businesses about their level of interest in various types of business assistance for themselves or their employees. The results are displayed in Table 22. The percentage that chose the "Definitely" response was generally quite low, ranging from zero to no more than 13 percent. However, there were substantially more responses in the "Probably" category for six of the topics: Internet/E-Commerce, Business Market Analysis, Advertising/Marketing, Business Planning, and Customer Service/Hospitality, and Financial Management. Although less than 50 percent, there is a significant interest in these topics, which warrants further exploration for ways to meet these needs.

Table 22. Could you or your employees use information or assistance with any of the following topics?

	Definitely	Probably	Unsure	Probably Not	Definitely Not
Internet or E-Commerce	**9%**	**34%**	9%	38%	9%
Business Market Analysis	**9%**	**31%**	19%	31%	9%
Advertising or Marketing	**13%**	**26%**	23%	29%	10%
Business Planning	**9%**	**22%**	9%	53%	6%
Customer Service or Hospitality	**0%**	**29%**	3%	58%	10%
Financial Management	**6%**	**23%**	6%	52%	13%
Transfer of Ownership or Selling a Business	3%	13%	9%	41%	34%
Employee Hiring or Training	3%	13%	19%	56%	9%
Building Improvements	6%	6%	13%	61%	13%

Conclusions – Business and property owners survey

The SRC sees 9 key conclusions from the data in the business survey:

1. Members of the downtown business community are more positive than not about downtown as a place to do business. The most frequent concerns about doing business in downtown are insufficient parking, lack of adequate foot traffic, and pedestrian safety.

2. Most downtown businesses are satisfied with their present location and are not planning any changes.

3. Downtown businesses oppose uniform hours, but there is some uncertainty about their own hours.

4. The Halloween Spooktacular, Cannery Square Block Party, and the Corn Festival produce the most foot traffic in stores. Sales volume doesn't always keep up with foot traffic. A significant percentage of businesses said downtown events do not increase foot traffic or sales volume in their stores.

5. The primary target audience of downtown businesses is oriented toward female customers, households with incomes in the $50,000 to $74,999 range, and those in the 24 to 44 age group. Downtown businesses appear to be using various niche marketing techniques to reach their target audience rather than relying primarily on traditional mass media.

6. Downtown businesses rely heavily on a local customer base, but also draw significant numbers of customers from other communities.

7. The primary competition for downtown businesses is from other parts of Sun Prairie and the East Towne Mall area of Madison.

8. Downtown businesses see their product quality and customer service as their primary competitive advantages.

9. Four new businesses the existing business community would most like to see in downtown are a grocery store, gifts or housewares/gourmet stores, and restaurants.

Appendix A – Non-Response Bias Tests

Any survey has to be concerned with "non-response bias." Non-response bias refers to a situation in which people who don't return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. For example, suppose non-respondents in the consumer survey shopped much more frequently in Sun Prairie's downtown than those who returned their questionnaire (Question 5a). In this case, non-response bias would exist and the raw results would overstate the overall frequency with which Sun Prairie consumers shop in the city's downtown business district.

The standard way to test for non-response bias is to compare the responses of those who return the first mailing of a questionnaire to those who return the second mailing. Those who return the second questionnaire are, in effect, a sample of non-respondents (to the first mailing), and we assume they are representative of that group. In the consumer survey, 485 people responded to the first mailing and 188 responded to the second mailing. We found 24 variables with statistically significant differences between the mean responses of these two groups of respondents out of 201 tested.

The magnitude differences of opinions between the first and second mailing are relatively small, as shown in Table A1, which leads **the Survey Research Center to conclude that non-response bias was not a significant concern in the sample of the consumer survey.**

In the business and property owner survey, the SRC received 34 responses to the first mailing and only eight responses to the second mailing. We found eight variables with statistically significant differences between the mean responses of these two groups of respondents out of 187 tested. (Table A2).

Due to the very small number of responses in several questions on the business survey, it is difficult to attach meaning to the differences, even when the magnitude appears to be great. For example in question 20, in the first mailing there were six respondents who reported they advertise via sponsorships of teams or organizations. Most indicated a small percentage of their advertising budgets are spent on such sponsorships. In the second mailing there was only one respondent who uses sponsorships as an advertising method, and this respondent said the entire advertising budget of this business is spent on sponsorships. Thus, there is a large magnitude of difference between the responses to first and second mailings for this question, but it is not possible to conclude that the difference is meaningful. Table A2 contains a few other questions with relatively large magnitudes of differences between the response to the first and second mailings. But it is not possible to make generalizations about these differences due to the small numbers involved, which leads **the Survey Research Center to conclude that non-response bias is not a concern in the business and property owner survey**.

Table A1 – Consumer Survey: Statistically Significant Differences Between Responses of First and Second Mailings			
Variable	Mean First Mailing	Mean Second Mailing	Statistical Significance
Q1a. Shopping, non-grocery	4.86	5.09	.038
Q1f. Professional Services	5.84	5.95	.002
Q1g. Government/Other	4.92	5.60	.000
Q1h. Passing Through	2.74	3.01	.043
Q4b. Furniture/Appliances – Service	.16	.10	.036
Q4b. Furniture/Appliances – Quality	.41	.53	.006
Q5e. Internet or Mail Order Catalog	3.84	4.05	.029
Q6g. Lawn and Garden	2.51	2.16	.019
Q6l. Health Food/Other	2.17	2.55	.023
Q6v. Pets and Pet Supplies	1.89	2.41	.001
Q7. Video Rental Store	.09	.04	.043
Q9b. Full Service Casual Restaurant	3.42	3.66	.008
Q10. Coffee Shop	.12	.03	.000
Q10. Delicatessen	.11	.06	.044
Q10. Vegetarian Restaurant	.12	.04	.002
Q11. Groundhog Day	.13	.06	.005
Q12. Acting/Drama	.08	.02	.006
Q12. Crafts	.23	.15	.025
Q12. Ice Skating	.15	.07	.005
Q12. Band/Choir	.12	.06	.034
Q14. Most read publication	2.23	2.49	.037
Q19. Gender	1.56	1.43	.003
Q23. Commuting Route	2.76	3.01	.027
Q24. Highest Level of Education	4.26	3.81	.000

Table A2 – Business Survey: Statistically Significant Differences Between Responses of First and Second Mailings			
Variable	Mean First Mailing	Mean Second Mailing	Statistical Significance
Q1j. Out of Town Competition	2.73	2.25	.032
Q13. Monday Business Hours	6.02	4.20	.012
Q13. Wednesday Business Hours	3.32	4.00	.003
Q19. Customers from Sun Prairie	52.9	78.0	.027
Q20. Advertising Budget – Service Orgs. & Teams	1.11	5.00	.000
Q22b. Target audience – Age	3.35	2.00	.017
Q24. Hours	2.48	1.71	.006

Appendix B - Sun Prairie Consumer Comments

Question 7: Which three businesses would you patronize if opened in downtown Sun Prairie? (51 'Other' Responses)

- Restaurant (4x)
- Sporting Goods (4x)
- Scrapbook/stamp store (3x)
- Woodman's (3x)
- Department/Discount store. (2x)
- None (2x)
- Restaurant/Brew Pub (2x)
- Bait shop
- Bar/restaurant
- Brennan's
- Candy Store
- Children's Museum
- Costco
- Craft
- Deli
- Eating out
- Educational Toy Store
- Famous Footwear
- Farm & Fleet
- Fishing Tackle
- Food Coop
- Garden Center
- Grocery Chain
- Hunting/Fishing
- Independent movie theater (1-2 screens)
- Mexican Restaurant
- No more subs or pizza
- Office Supply-Staples
- Payless
- Recycles like Goodwill
- Resale Star
- Seafood Shop
- Second Hand Kids Clothes
- Specialty Grocery
- Super Suppers
- Target
- Trek Store (bikes)
- Wal-Mart Super center

Question 10: What two types of restaurants would you like to see in downtown Sun Prairie? (13 'Other' Responses)

- None (4x)
- American Legion

- Bob Evans
- Healthy, yet delicious.
- Indian
- Noodle's and Company
- Not a diner
- Sports Bar
- We have most of these listed
- White castle (fast food)

Question 12: In which leisure activities does your household participate? (8 'Other' Responses)

- Antiques (2x)
- Bobbleheads
- Coins
- HO trains
- Sheep
- Sports cards
- Trains

Question 13: What radio station do you listen to most? (260 'Other' Responses)

- 94.9 WOLX (40x)
- 96.3 Star Country (29x)
- Q 106 FM (28x)
- 102.5 FM (25x)
- 105.1 Charlie FM (23x)
- 105.5 FM (22x)
- 88.7 WPR/NPR (22x)
- 93.1 The Lake (14x)
- 92.1 FM (10x)
- 107.3 WSJY (6x)
- 99.9 WJVL (3x)
- 1190 am (2x)
- 1550 TUX (2x)
- Air America 92.1 (2x)
- AM 1190 (2x)
- Oldies' channel (2x)
- Sirius Satellite Radio (2x)
- WGN 720am (2x)
- WHA 97 (2x)
- 102.9
- 105
- 88.1
- 88.9 FM
- 95.9
- 96.1
- 970
- 98.1
- 98.3

- 99.1 WMYX
- AM 620 WTMJ
- Any
- Christian Station
- FM 100.5
- FM 106
- Non-commercial
- none
- WJWD
- WSCR 670
- WTMJ AM 620
- WTOY
- XM

Question 14: What publication do you read most? (18 'Other' Responses)

- Isthmus (3x)
- Wall Street Journal (3x)
- New York Times (2x)
- Online News (2x)
- None (2x)
- AARP
- Door County Advocate
- Internet News
- JS online
- Newsweek
- The Wisconsin Farmer

Question 16: What is unique about downtown Sun Prairie?

Architecture and Revitalization (73 responses)

- Architecture (3x)
- Mix of old and new. (2x)
- The beautiful old buildings. (2x)
- The overall look (2x)
- Effort to continue to improve.
- Flower pots helped.
- Great facelift, inviting to walk around-would like to see ice cream shop! Small size. Everything in walking distance.
- I like how it is being built up, but yet there is a feeling of oldness to it.
- I like the improvements they have made.
- I like the new vitalization in the downtown area.
- I love that SP has kept the old buildings and has not tried to make everything new and generic.
- I prefer the old-time brick look over East Towne Mall.
- Improving
- It could be a nice looking Main Street with improvements.
- It has a lot of charm; I like the new development, mixed in with the older stuff.
- It has been developed nicely.

- It has been improved-the square, fountains.
- It has really expanded and looks great.
- It is a destination place.
- It is constantly improving.
- It is just very clean and classy looking.
- It was the old town look
- It's beginning to be revitalized.
- It’s getting better.
- It's new look.
- Its newness gives it a nice appearance.
- Look of older buildings brings charm to downtown.
- Mix of old and new buildings and Cannery Square area.
- New buildings
- New growth
- Nicely redeveloped. Looks good.
- Old buildings-small rural town feeling.
- Old buildings
- Older buildings (if restored) - compact and walkable (if it has a variety of shopping).
- Old established downtown area now mixes with new section.
- Older mix of buildings and new.
- Revitalization.
- Some architecture
- Still small-easy to navigate, being revitalized.
- The appearance and shop selection is improving.
- The city has done an excellent job of replacing the old rundown buildings with new vibrant looking ones.
- The commitment to modernize and improve.
- The current redevelopment.
- The look and decorations- flowers, lights.
- The look and feel of Cannery Square. SP had quainter and interesting shops in the past. I hope to see that type of thing return.
- The look-quaintness.
- The mix of old and new (from Herreman's to Cannery Square) and the opportunity for open niches to be filled (food and art).
- The new housing blends in nicely, maintaining the aesthetics of downtown.
- The new look with all of the recent changes.
- The new square and fountain.
- The newer buildings and homes/condos blend in well with the old architecture.
- The old facades of the buildings.
- The old town look.
- The older buildings.
- The Reconstruction.
- The town seems to by trying to improve it. They have not let it rundown completely. It is getting new business.
- The updates
- The whole physical look-love the 'square/park,' city hall and buildings in general.
- They tore down the old town feel to make it new - not always better.
- Updated look.

- We like the downtown renovation.
- Condos on Main St.
- It seems nice right downtown but deteriorates rapidly leaving on Main St. West.
- Park
- Pleasant looking-real nice and clean.
- Somewhat ornate
- The community based living with shops around.
- They have kept the downtown area somewhat the way it was-like the decorations during the season.

Ambiance (54 responses)

- Small town feel. (14x)
- It has an old-fashioned feel. (4x)
- Friendly (3x)
- Quaint (3x)
- Gives you the small town feel, very neighbor friendly, feeling.
- Good feeling small town
- Has the feel of a small town.
- Hometown feeling
- Homey feel-new development is great-small town feel.
- It is very warm and comfortable, well laid out
- It still has a small town feel despite its growth.
- Its beauty (but it needs to have lots of family friendly stores).
- It's cute and quaint
- Old small town feel. Unfortunately, there's not enough 'unique' in our downtown.
- Old town feel/layout.
- Quaint and stylish look and feel.
- Quaint historical feel with modern updates is really appealing cost and selection/quality important.
- Quaintness
- Small family town atmosphere
- Small, quaint feel
- Small town atmosphere.
- Small town feel with ethnic stores.
- That there is actually a ‘downtown’ character.
- The new look and feel.
- The 'old fashioned' downtown feel-kept up with amenities.
- The warm and friendly feel of the area and stores.
- The welcoming feeling, especially around and near Cannery Square.
- Very clean, I love the quaint feel of it.
- Lay out
- Mostly nice people.
- Small town image-City Hall, Bank of Sun Prairie, Cannery Park, and new continental map buildings are all good.
- Small town uniqueness.
- Smaller town with big city convenience (great parks too!).
- Trying very hard to compete with Madison which is a 'mistake.' Losing small town atmosphere

<u>Areas of Attraction</u> (53 responses)

- Cannery Square area (26x)
- Angell Park (6x)
- Cannery Square fountain area.
- Cannery Square (if more events and shopping)
- Cannery Square is beautiful. Would like fun shops around there-art shops, book store, more places to eat. Not boring things like insurance companies or realtors. Things that people like are fun and would frequent.
- Central seating area and benches and fountains.
- Cannery Square is awesome!
- I have a fountain.
- I like the Cannery Square area-look and feel.
- I like the new Cannery Square with the fountain.
- I love the Cannery Square area.
- I love the new Cannery Square area.
- Love Cannery Square stores.
- Market Square
- Midget Racing
- New square with fountain and cow
- Nice downtown square.
- Nice park area across from Police Dept.
- The Cannery Square/Coffee Shop etc.
- The fountain and park.
- Typical small town area, but I like the new square area by market street diner.
- Unique square, a few coffee shops and restaurants like Market Street Diner.
- Cannery Square has improved downtown a lot.

<u>Area Businesses</u> (49 responses)

- Craft stores (3x)
- Cozy shops (2x)
- A good variety of stores.
- Antique shops.
- A variety of privately-owned local business-housed in quaint buildings.
- All the new businesses.
- Boutique shops
- Bar fights and tattoo parlors.
- Coffee shop and square are great additions. Where is the Farmer's Market?
- Cute with accessible shops.
- Farmer's Market
- Great shops and a variety of restaurants.
- I can't think of another community that so prominently degrades its image by having a tattoo parlor where it desires family-friendly businesses to locate.
- I do like the new little stores.
- I go to Beans N' Cream coffee house everyday. They seem to be bringing many people downtown.
- I like the new coffee shop and green space with benches and the fountain.
- I like the stores.
- Independent small business

- It has a lot of quilting shops.
- It has a unique collection of stores with parking available.
- It still exists and has businesses that are in-business.
- Library, restaurants, farmers market, shopping for gifts.
- Library.
- Library and the bell tower.
- Local restaurants, nice housing mixed in with businesses.
- Lots of different types of shops.
- Lots of Taverns.
- New businesses.
- Non-franchise restaurants and retail businesses.
- Numerous craft and antique stores.
- Percentage of antique and craft stores-which doesn't appeal to me at all.
- Quaint Shops
- Quilting stores
- Some stores/bars/restaurants/midget races.
- Seems like it has a high percentage of taverns for its size.
- Shops-variety
- Small City with unique, 'down-home' businesses.
- Small shops
- Small shops with lots of parking.
- Small shops, farmer's market, trees
- Small stores and shops (privately owned).
- The addition of new shops/eateries/festivals/farmer's market.
- The quilt stores!
- The stores
- Unique businesses
- Only quilt stores seem to be able to stay in business.

<u>Nothing/Don’t Know</u> (42 responses)

- Nothing (9x)
- None (2x)
- (We) I am not drawn to downtown SP.
- Can't say-don't go there-nothing of interest.
- Don't know
- Don't know-never go.
- Downtown is not a destination. Cannery Square is ok, but once you've seen it, why visit again??
- It’s a dressed up area that doesn't really provide anything.
- It's not particularly unique.
- It Sucks
- Its old, that doesn't mean it’s good or unique.
- No idea.
- No opinion
- Not much
- Not much anymore. I love the specialty shops and Cannery Square Coffee Shop. Need more with later hours.
- Not much really.

- Not much. Looks like every other small Wisconsin town.
- Not much-Cannery Square maybe
- Not much-not sure what the city is trying to do-no retail/food stores.
- Not much-too many antique stores.
- Not too large.
- Not very unique.
- Nothing much, that is the problem.
- Nothing really unique-just pleasant and quaint.
- Nothing that I can think of.
- Nothing yet
- Nothing!
- Nothing! Perhaps the new store downtown where one may acquire a TATTOO! YEAH! Just what we all want.
- Nothing, I grew up here and to me, having a small diner and a factory on Main St. was unique, not a bunch of fancy buildings.
- Nothing, it is just a yuppie park with no draw for anyone I know.
- Nothing-like a lot of small towns.
- Too much spending for nothing!!
- Unfortunately, I'm hard pressed to think of anything positively unique about it.

Historical Significance (15 responses)

- Historical buildings (2x)
- A manufacturing/industrial history w/ the Cannery.
- Cannery history
- Historical charm and the new buildings blend in.
- Historical landmarks
- Historical- refurbishing.
- Historical sights.
- Historical significance of the Cannery.
- History and historical buildings
- It has a unique history and historical buildings, Cannery Square, Farmers Market.
- The historical feel that was maintained during the revision.
- The old cannery-gives it the 'rich history and deep roots' feeling. Also the Angell Park area.
- There is a mix of old preserved historical marks and new.
- Water tower and historical museum-Cross House.

Transportation/Traffic (11 responses)

- A lot of traffic, especially at rush hour.
- Easy parking
- Free parking
- It becomes congested too easily.
- Major highway going right through town.
- Needs transportation to Madison-trolley or RR.
- No parking meters.
- Parking
- We have train tracks that could link us to Madison.
- Easy access. Growth opportunity for local businesses.
- Easy to get around.

Location **(7 responses)**
- Location (2x)
- Close to Madison.
- Distance to Madison.
- Far enough from Madison to develop its own downtown.
- Its country with big city just down the road.
- It's close to Madison, but not a part of Madison.

Retail, lack of **(6 responses)**
- It's lack of Retail.
- Lack of restaurants.
- Just needs more retail; restaurants
- The lack of more dining and shopping choices given our city's population
- You have this nice new developed Square/Cannery-but not cool shops. Coffee? Hair care? Why not ask some nice chains to come in like in Westside/Middleton? Gunary did.
- No groceries, no hardware, no liqueur store, no clothing or shoes, no more American Legion.

Artwork **(5 responses)**
- Cows – tribute to Georgia O'Keefe(3x)
- Big wooden rat.
- Jimmy, the groundhog.

Potential **(5 responses)**
- Potential (3x)
- Much potential, but too dead.
- Potential to grow and accommodate all types of businesses.

City Government **(2 responses)**
- Hostile city government and high property taxes. However the mayor is still a good guy, but not the rest.
- Nazi Control

Miscellaneous **(15 responses)**
- All of it
- Clean and like flower pots
- Colonial Club ~ Senior Activity Center
- Community gatherings.
- Compact area.
- Everything
- Expensive
- Groundhog Day
- High prices
- Main Drag/convenient, clean/needs more attractions ready to attract to other businesses.
- Needs to have lower rents for more viable family-used businesses (not bars or tattoo parlors).
- Nice shops-fountain/police station.
- People starting to live there again.
- The noise in Sun Prairie is overwhelming sometimes. Fire and police sirens up and down Main St. all the time. Loud industry noise from Publishing Co., car races on Sunday, Pool

noise, baseball noise, traffic noise. For me, nothing really. The little shops are expensive, the street has no parking, its traffic is too busy if you're looking for small old town quiet.
- There's hardly anyone there.

Question 17: Name another small city that you feel has a vibrant and attractive downtown. (327 responses)

- Cambridge, WI (50x)
- Stoughton, WI (36x)
- Middleton, WI (34x)
- Cedarburg, WI (19x)
- Galena, IL (12x)
- Baraboo, WI (9x)
- Mt. Horeb, WI (9x)
- Portage (9x)
- Watertown, WI (9x)
- Lake Geneva, WI (7x)
- Monroe, WI (6x)
- Delafield, WI (5x)
- Fort Atkinson, WI (5x)
- La Crosse, WI (5x)
- Appleton, WI (4x)
- Hayward (4x)
- Lodi, WI (4x)
- New Glarus, WI (4x)
- Waunakee (4x)
- Beaver Dam, WI (3x)
- Lake Mills, WI (3x)
- Marshall (3x)
- Oconomowoc (3x)
- Verona (3x)
- Wisconsin Dells (3x)
- Bayfield, WI (2x)
- Columbus (2x)
- Delavan, WI (2x)
- DePere, WI (2x)
- Eagle River, WI (2x)
- Frankenmuth, MI (2x)
- Minoqua (2x)
- Madison (2x)
- Reedsburg (2x)
- Nashville, IN (2x)
- Sauk City (2x)
- Stillwater, MN (2x)
- Wauwatosa (2x)
- West Bend (2x)
- Annapolis, MO
- Arlington Heights, IL
- Berkley

- Boulder Junction
- Castle Rock, CO
- Chelsea, MI
- Chippewa Falls
- Clarkston, MI,
- Cottage Grove, WI
- Cross Plains
- Darien
- Deerfield
- DeForest
- Don't Know
- Flagstaff, AZ
- Grafton, WI
- Greendale (?)
- Greenville, SC
- Hudson
- Julian, CA
- Kloster, Switzerland
- Kohler
- Littleton, NH
- Long Grove, IL
- Lone Rock
- Lanesboro, MN
- Manitowish Waters
- McGregor, IA
- Mineral Point
- Nashville, IL
- Neenah, WI
- New Lisbon
- None
- Norwich, NY
- Plainfield, IN
- Prescott, AZ
- Richland Center
- Ripon
- Rush Creek, WI
- Sauk Prairie
- Sautry, there is strip mall there that has much better parking and room available for more stores.
- Sayner
- Several
- Sheboygan, WI
- Shullsburg
- Spooner, WI
- Spring Green
- St. Charles, IL
- Sturgeon Bay
- Sun Prairie is not a small city. It is a rapidly growing metro area.

- Towns in Door County
- Waupun
- Wild Rose
- Wisconsin Rapids

Question 18: Provide any additional comments to help us improve downtown Sun Prairie. (224 responses)

Desired Businesses – 97 total responses

Grocery Store (10 responses)

- A grocery store is needed. (2x)
- A grocery store would be great for east siders. (2x)
- Downtown needs a grocery store, drugstore and up scale renters. Not the renters we are attracting now.
- Get Woodman's here!
- Grocery store on this end of town.
- I haven't a clue why we can't have a Woodman's in Sun Prairie downtown or elsewhere.
- Many downtown businesses don't last long enough to establish clientele; downtown grocery with late hours would attract people who would rather walk than drive (as they must if going to Sentry or Pick and Save).
- We live on the east side-A deli with take-out dinners and a small grocery would be well used downtown.

Restaurants (24 responses)

- More restaurants! (3x)
- Need restaurants. (3x)
- A good place to eat that's reasonable and homemade.
- A type of restaurant where you could hold a nice rehearsal dinner (not a bowling alley).
- Advertise, Apple Bees-Hudson’s or similar
- Build a larger casual dining restaurant (TGIF, Chili's)
- Brew Pub restaurants
- Better restaurants
- I would like to see one more upscale family type restaurant.
- I would love more restaurants downtown. How about some outdoor seating.
- More family dining.
- Need bars that serve burgers/sandwiches, get a beer and burger-quiet-not loud music. Need bars with fish fries.
- Need more upscale bar/rest for Boomers-Live music-too many tavern type establishments.
- Sun Prairie needs more good food (that isn't a greasy burger and fries).
- Sun Prairie needs restaurants and activity hang outs.
- There isn't really anywhere to shop or eat except a couple of places. Needs more variety/ethnicity.
- Needs fine dining and/or upscale restaurants.
- We need some nice upscale dining-even chains. Patio Pleasures personnel and service are great!
- We need unique stores and restaurants with atmosphere and food good enough and unique enough to keep me from driving to Madison. Non-smoking bars!!

- Would like more restaurants-Mexican (Q'Doba), Quizno’s, etc.

Multiple Businesses/Other (65 responses)

- Add a kid’s candy store.
- Add a Super Wal-Mart or Sam's Club.
- A larger variety of shops.
- Appeal to more than older women (i.e., sewing, antiques, etc.)
- As above, more restaurants, fun shops, gift shops, kids shops, definitely a book store, a good wine shop.
- As improving, be sure to keep the small shops and trees. Need more variety of stores to compete with East side of Madison.
- Bakery
- Because the downtown is not convenient to the interstates where it is easily seen, some type of unique shopping/product theme is necessary. A good example was Cambridge's Pottery.
- Bigger variety of stores.
- Bookstore was missing from your list.
- Bringing in businesses that will lower property tax.
- Businesses which offer affordable selections
- Children's book store
- Clothing and shoe stores
- Clothing stores and grocery store, another nightclub.
- Cluster businesses-more retail.
- Fill up the vacant stores in downtown area.
- Get some better shops, bars, restaurants. Clean up the whole city, it’s old.
- Higher quality/high end bars (like Paul’s Club in Madison).
- Ice cream Shoppe/bakery/gift Shoppe
- Include more activities for families.
- Increase natural products (whole foods, Brennan's, expand farmer's market).
- It needs more shops and restaurants that are appealing to a wider range of people-not just quilters or Greek food eaters.
- It would be nice to have a nice gift shop that isn't 'country' but is more main stream.
- I think downtown needs a variety of stores with a range of prices and convenient parking.
- I would like to see enough variety that families would enjoy downtown Sun Prairies together.
- Live music, multiplex movie theatre would draw more people downtown.
- Make downtown a destination that attracts people from outside SP too.
- More destination restaurants, less sewing and knickknack shops.
- More advertising of what's downtown.
- More shops like bakery, deli, and Starbucks.
- More stores needed to draw
- More culture, evening entertainment
- More little shops like Simply Irresistible would be great. A chain bookstore (B&N).
- More places to frequent in the evenings-dining, dancing, classes.
- More selection of stores (unique).
- Need bigger variety of quaint interesting shops and affordable family restaurant.
- Need bookstore, bakery, butcher shop, shoe store, small movie theater, good restaurants/bars, and entertainment.

- Need businesses that make me want to shop downtown
- Need more businesses to attract people (shopping and food).
- Need more family-friendly businesses, less 'tacky' stores.
- Need nice shops/restaurants.
- Need non-smoking good food areas.
- New stores-clothing, restaurants.
- Our town lacks a ladies/men's clothing store! Such as found in the communities of Portage, Cambridge, and Monroe.
- Provide alternatives to Wal-Mart-I refuse to shop there.
- Small businesses that are clean, well organized (stores) and appealing to enter.
- Small shops in multi-story warehouse setting offers buyer a chance to explore and to keep coming back.
- Smoke-free businesses would be a plus.
- Stores besides 'gift or nick knacks'
- Support local businesses to help bring families downtown-keep restaurant and shopping dollars in Sun Prairie rather than at East Towne.
- Theater
- Theatre with dining.
- The public library is a great asset
- They need to put some stores on the east side of town
- Variety of stores and businesses.
- We desperately need retail-clothing, shoes, etc. It is disgusting to be 'stuck' with Wal-Mart as the only option.
- We need a bakery, chocolate shop, more specialty stores, shops that you would find many, many years ago.
- We need a Costco. We need more development on the east side.
- We need a Wal-Mart Super center at the current Wal-Mart location.
- Wider variety of craft shops like A Day in the County
- Would like to see Goodwill or St. Vincent’s reopen in Sun Prairie.
- Would love a cheese shop featuring local WI cheeses.
- Would like to see more downtown SP be more complete with more gift shops and higher-end dining.
- Would love a bakery/pastry shop.

Undesired Businesses (15 responses)

- Less bars/taverns (4x)
- Don't become commercialized or big city-like.
- Get rid of businesses such as the tattoo parlor. More crafty stores. More shopping, less-non shopping (insurance etc).
- Get rid of sewing and antique shops, antique mall. More chain stores for easy recognition.
- Get rid of the bars that continue to cause problems.
- Less Apartments
- Less bars, more retail-the building facades are really a mish-mash and ugly.
- Less 'crafty' stores, more variety-forget downtown, focus on West Side.
- Keep away tattoo shops.
- There are a few downtown businesses that are intimidating to walk by (young people with tattoos that sit outside on sidewalk) (lower income areas).
- There are too many strange, little shops, quilting/sewing places, etc.

- We will commute to Madison for non-smoking businesses and restaurants.

Parking (18 responses)

- Better parking (3x)
- Parking (3x)
- Easier parking.
- Improve parking.
- Parking always an issue.
- Parking is getting to be a problem.
- Parking!! Too many condo's, no parking (public).
- Parking (off Main St.)
- No parking
- More parking (if possible). It is hard to find a place to park at night and on weekends (when we have little ones).
- More parking areas are needed.
- More parking closer to stores.
- More parking.
- The parking is not available on Main St.; there are no many places to park. I always feel I'm going to get hit by traffic coming behind me. You can't cross the street easily. It's not an easy, relaxed area on Main St., the old part anyway.

Transportation (17 responses)

- Bike lanes everywhere-bike racks for public use. (2x)
- Improvements to Main Street would help with traffic flow. Having residential improvements continue will also help to revitalize downtown.
- Address traffic flow
- Connect West Main St. all the way to Wyndam Hills
- Detour Route 19
- Extend Main Street from HWC to Wyndam Hills
- Get rid of the semis and big trucks.
- Improve traffic flow
- I said in 1979 that Hwy 19 should be diverted to North side of town and hooked up to Industrial Park! Now look at the fine mess we have! 9 traffic lights on Hwy 19 alone.
- More stop lights, public outdoor seating (not a Cannery Square)
- My concern is entering the City, West Main. Cars coming to Main St. Coming off the ramp 151-Merging is awful to enter travel down Main or turn towards Wal-Mart.
- Need to link Rainer Road area to downtown (force meaningful development between). Stop sprawl in SP and make downtown a destination.
- Repave Main St! Fix the potholes out to Hwy 151.
- Too much traffic thru downtown-discourages foot traffic/bikes.
- Traffic light patterns in all of Sun Prairie help keep me out of town.
- Widen Main Street

Hours (12 responses)

- Better hours (2x)
- Coordinate Hours of operation- don't know what is open when.
- I live a couple of blocks from downtown and I like some of the stores downtown. I wish they were open till 6:30 pm at times.
- If stores stayed open past 5 pm those of use who work until 5 could shop there.

- Keep businesses open longer, esp. Sunday's.
- Most people work till 5:00. Good luck shopping after work!
- Need all stores to be open consistent hours.
- Open on Sundays
- Realize, please, that most residents of Sun Prairie work elsewhere, so if you want my money, extend your hours. It's not a cow town anymore.
- Restaurants and shops need to be open later.
- The businesses need to extend their hours.

<u>Maintenance and Upkeep</u> (9 responses)

- Better care of parks and school physical grounds.
- Bury power lines.
- Clean up the Bird Street to Columbus Street area. It needs improvement.
- Clean-up old buildings
- Improve the old city hall corner, tax incentive to any biz that could serve as an anchor! Depending on the survey results if a Brew Pub, Steakhouse etc. will bring the most people downtown. Give them a break to locate there.
- Improve looks of building- too 'hodge-podge'. Many buildings are ugly.
- Renovate buildings to original state to bring a historical feel or do something to bring consistency.
- Store fronts need washing/sprucing up to take advantage of vintage look.
- Stores on Main St. could use more curb appeal-it's sometimes hard to tell a store even when you are at the front door.

<u>Miscellaneous</u> (54 responses)

- More selection needed! (2x)
- Convince the Bank of Sun Prairie to forgive its loan to the American Legion, allowing the post to re-establish its presence downtown.
- Don't ignore racial and/or interracial problems.
- Don't like people hanging out in front of the tattoo parlor all the time.
- Eliminate Billboards on Main Street, Hwy 19, Hwy N
- Get rid of the rat (*Jimmy the Groundhog)*.
- Get store owners unified, supporting each other.
- Give people a reason to choose downtown Sun Prairies for shopping and dining instead of going to Madison. Sell us on convenience.
- Greenville Chamber of Commerce advertises a 'Good Night Moon' book theme. There are hidden mice statues to find through the downtown area which makes the quest result in discovering downtown as you search. Close to where they are located are at Chamber of Commerce site.
- I don't know-too new-not comfortable.
- I feel the older exterior look has more appeal than converting everything to a modern look!
- I like that you are trying to improve this. Get rid of all of the apts./debteds[?]/low income transient issues-I don't like gangs of kids/young adults and adults hanging around on corners/parks.
- I like the feel of the Eastside area-West is too big box feeling.
- I like to look/feel of downtown Sun Prairie-however, I rarely shop there since it is just as convenient for me to go to the east side of Madison (I live between Sun Prairies and Cottage Grove) I go into Sun Prairie daily for daycare, however I work on the east side of Madison so I do many of my errands there.

- I love Greenway station in Middleton-do much of my shopping there.
- I will shop in stores located on 'C'-Copps, Walgreens, future mall by 151 because of location. I also shop East Towne as I work downtown Madison and will stop after work.
- I'm glad to see the Cannery Square area-very nice place to go to-the restaurant will be nice too.
- If I want to buy clothes or shoes, crafts or most other thing it's at Walgreen or Wal-Mart-otherwise I have to run to Madison. I also shop liquidators and Dollar General.
- In hindsight the city should have provided for more green space for community activities in downtown.
- It will be a trail for 'old timers' in Sun Prairie.
- It's kept very clean and enjoyable-keep up the good work.
- It's more convenient for us to go to Madison.
- Keep a small town feel to the businesses, friendly.
- Keep construction (road) to a minimum so all SP business has a chance to compete. Ext. road projects push people to Madison and cripple local retailers.
- Keep it as close to a small town feel as possible.
- Keep it family (toddler) friendly.
- Keep the history, put kids first, and keep the chain stores in the west.
- Need to put mufflers on the midget cars so Sunday nights aren't ruined by the noise!
- New traffic lights make it a pain to drive from West Side into downtown.
- Nobody cares about downtown.
- Once a month in summer, close off Main St. to allow park around.
- No beer gardens at special events such as Cannery Square June 16, 2007.
- Personally, I think SP had more flare 10 years ago when it had several quaint quilting/crafting shops downtown. Now it's a weird mix-many different shops with a little of this/that and not a lot of anything. Selection and prices are not competitive.
- Race to Madison.
- Rent the condos you built before building other ones.
- Start Over
- Stop aggressive annexations of farmland and lower property taxes.
- Stop building apartments.
- Stop building subsidized house! It will ruin all this hard work and drive out small businesses!
- Stores need to advertise, offer specials and stay open past 5:00 pm!
- Stoughton's downtown is much better than SP.
- Streets are too narrow/buildings are two old and small.
- There are too many empty stores, fill them up-maybe rent is too high.
- Too high on property taxes.
- Too "hodge podge".
- Too late: ripping down the old buildings. "Though" cost effective, took away the old charm. Krupp does not know how to transition a downtown.
- Too much mixed architecture, the new looks nice but it doesn't mix with the old well.
- Unfortunately, downtown is in the opposite direction from where I routinely go. The Westside development interests me more.
- Updating existing historic buildings with insulation, etc. to keep businesses.
- We live in rural SP and are not informed about the items in question #11.
- We love the cows. If independently owned stores can't survived, then have chains. You need lots of attractive quilt shops etc!! (interesting)

- We'd really like to see the classic car club(s) meet downtown (esp. on a Friday evening) and park the cars along Main St. so people can walk down the street and see the cars and also patronize businesses.
- You need to 'draw' to appeal to broad spectrum of people.

Question 23: Indicate the primary commuting route you take in Sun Prairie between home and work. (80 'Other' Responses)

- Retired (15x)
- HWY C (10x)
- Bird Street (9x)
- St Albert Drive (4x)
- Work from home (4x)
- Hoepker Rd (3x)
- Thompson Rd (3x)
- 51 (2x)
- American Parkway (2x)
- Rattman Road (2x)
- TT (2x)
- 151
- 30
- Back country roads
- Bailey (2x)
- Broadway
- Columbus Street
- County Roads
- Don't work
- East Washington
- Grand Ave
- HWY 151 in Winter, HWY 19 in Summer
- Hwy 19
- Hwy N
- Linnerud Drive
- Main Street
- Portage Road
- Reiner
- Residential Streets
- South Bird
- Stay at home
- County Rd T
- Thomas Street
- Windsor

Appendix C - Sun Prairie Business & Property Owner Comments

Question 1: Please rate the degree to which you are experiencing the following business challenges. (3 'Other' responses)

- Telemarketers
- Very High Confiscatory Property Taxes
- Waste bins behind building - city took so much space we don't have room for waste bins.

Question 3b: Please describe why you chose your particular response to 3a. (27 responses)

- A building closer to midtown would be slightly better.
- Been here long term
- Can always be better
- Corner Business w/ Windows Good Appeal
- Do not get as much foot traffic as previous address. Cannot see facade from street-we are kind of hidden.
- Downtown generates a good number of customers, but the buildings are old and need several repairs.
- Downtown is growing/expanding
- I don't feel we get good foot traffic. I'm considering moving to the West Side Dev. or somewhere else.
- I feel safe and comfortable at my location now
- I like the older downtown setting instead of mall space. Customers are traveling 3 hrs and are looking for what we offer NOT coupon sales, or what they can buy at the chain stores.
- I would like Direct Parking in front of my business.
- It's close to home and I enjoy working downtown within walking distance to other services and eateries.
- Local government unit
- Location
- More emphasis has been directed to the West Side Development.
- My business could thrive anywhere because it is so specialized. Any dissatisfaction is the result of the tyrannical attitude of the city taxing authority, and their unprecedented 80% tax increase on my building in 2005.
- own building, not business
- Parking and signage to direct parking are inadequate! Not enough garbage cans downtown, snow removal sucks!
- People like to rent in downtown, quilt shop and gift shops are unique.
- People on the out skirts don't need to come downtown and don't.
- Same location for 30 years. Customers know where it is and rent is acceptable for the moment. Further rent increase equals business closing.
- The size, structure, and 'coziness' of buildings are what we envisioned for our business.
- The street is not well known. I am the only business that has this street as an address.
- Too small of space, too high rent, little parking poor signs.
- We could use more space, which is not currently available in our present location.
- We have a large private parking, easy to find our location, and there are not any steps for handicapped.
- Within walking distance of other businesses, good visibility

Question 5b: If yes, please describe. (8 responses)

- Ceilings
- Facade Improvement
- I just purchased a major building-improvement in the past year. Now, as tenants leave, I am finishing and refurbishing apts. inside.
- I would like to improve my layout-but don't own and with considering a move- don't want to invest in it.
- Improving our back facade and possibly creating a back entrance for customers.
- Just constructed and opened a retirement and assisted living center attached to our home and will remodel further in near future.
- Level floor- box out wall to add mirrors
- Painting

Question 6b: If you know the date your business was established, please list here. (22 responses)

- 1935
- 1975
- 1977
- July 1979
- May 9, 1982
- April 1984
- August 1986
- Sept. 1989
- January 1999
- November 1999
- January 2001
- October 2002
- August 2003
- November 2003
- March 2004
- October 2004
- November 2005
- November 2005
- January 2006
- February 2006
- May 2006
- August 2006
- September 9, 2006
- December 2006

Question 10a: Where do your customers typically park? (1 'Other' response)

- Wherever they can. Many lost parking in front of store when stop light was put in. Many people have told me there are few places to park. They don't see a spot close by so they leave. This has cost me business.

Question 11a: Where do you typically park? (2 'Other' responses)

- Reserved
- Walk

Question 17: Which of the following events increased foot traffic in your business, either during the event or in the days or weeks before or after? (5 'Other' responses)

- Block Party
- Have regular clientele without events
- No Effect-NSB Home
- Straw Beam Fest
- We Participate

Question 18: Which of the following events increased sales volume in your business, either during the event or in the days or weeks before or after? (2 'Other' responses)

- Christmas
- We sponsor our own events

Question 21: Which media/publications are included in the annual advertising budget for the business? (29 'Other' responses)

- Television (3x)
- Yellow Pages (3x)
- Brava (2x)
- Store Newsletter (2x)
- Antique Shop Directors
- BIO paper
- Country Register
- Dane County Kids
- Fliers
- Grocery Receipts
- Guild Magazines
- Knitting Guild newsletter
- Milwaukee Sentinel
- National Advertisers
- National magazines
- None
- Phone books
- Publications
- Quilt Guilds
- Religious
- Rhythm Section
- Self Flyers
- Trade publications

Question 21: Which media/publications are included in the annual advertising budget for the business? (4 'Other' radio responses)

- 93.1 FM-The Lake
- 96.3
- 98.1
- 1310 AM

Question 23: What is the primary competition for your business? (12 'Other' responses)

- None (4x)
- Madison (2x)
- Similar companies (2x)
- Capital Newspapers
- larger firms
- Other yarn and Cross Stitch Stores
- Quilt Shops

Question 24: To what degree do the following traits help make your business more competitive versus those listed in Question 23? (1 'Other' response)

- Service

Question 25: With your business in mind, what businesses from the following list would you most like to see downtown? (7 'Other' responses)

- Pharmacy (2x)
- Antique Stores
- Dance studio
- Specialty Stores
- Target
- We have a good mix

Appendix D: Quantitative Summary of Responses by Question – Consumers

Sun Prairie Downtown Survey

1. How often do you come to downtown Sun Prairie for the following?

	5 or More Times/Wk	2-4 Times/Wk	Once a Week	Once a Month	Every Few Months	Rarely
a. Shopping, Non-Grocery	0%	5%	10%	19%	20%	47%
b. Eating Out	1%	5%	12%	24%	24%	34%
c. Banking/Financial	0%	4%	15%	10%	7%	63%
d. Health (e.g. Doctor, Dentist)	0%	0%	1%	8%	14%	76%
e. Personal Care (e.g. Barber)	0%	0%	1%	15%	12%	72%
f. Prof. Services (e.g. Lawyer)	0%	0%	0%	1%	9%	89%
g. Government/Other	5%	3%	4%	6%	28%	54%
h. Passing Through	25%	21%	23%	15%	7%	8%

2. When do you typically shop for non-grocery items on each of the following days?

	Mon.	Tue.	Wed.	Thur.	Fri.	Sat.	Sun.
a. 8 a.m. - 12 p.m.	14%	14%	15%	14%	14%	42%	23%
b. 12 p.m. - 6 p.m.	19%	20%	22%	21%	22%	44%	38%
c. After 6 p.m.	25%	26%	27%	27%	30%	18%	11%

3. If downtown store hours were extended, which periods would appeal to you most?

	Mon.	Tue.	Wed.	Thur.	Fri.	Sat.	Sun.
a. Early morning hours	11%	8%	8%	8%	9%	18%	10%
b. Evening hours	32%	31%	33%	36%	43%	23%	16%
c. Weekend days	-	-	-	-	-	45%	34%

4. When making purchases at the following types of stores, what is most important to your decision?

	Selection	Convenience	Service	Quality	Price	Other: See Comments Section
a. Clothing	46%	10%	4%	36%	40%	3%
b. Furniture/Appliances	29%	4%	15%	44%	38%	3%
c. Gifts	52%	16%	5%	25%	28%	3%
d. Groceries	36%	32%	11%	27%	48%	2%

5. Indicate how often you shop at the following?

	Once per Week	Every 2 Weeks	Once a Month	Every 6 Months	Rarely
a. Sun Prairie-Downtown Area	9%	4%	18%	17%	52%
b. Sun Prairie-Outside of Downtown	69%	13%	11%	3%	4%
c. East Towne Mall Area	30%	28%	28%	9%	5%
d. Middleton/West Madison	3%	5%	20%	22%	51%
e. Internet or Mail Order Catalog	4%	7%	23%	29%	38%

6. If you shop in the following types of stores, please indicate if you primarily shop in the Sun Prairie area. If not, indicate why you shop elsewhere. (● Mark ONLY one for each store type)							
	I primarily shop in Sun Prairie	I primarily shop ELSEWHERE in the region because of: ● Mark ONLY one					I primarily shop Online and Catalogs
		Selection	Service	Quality	Price	Hours	
a. Dept/Discount Store	34%	44%	0%	5%	13%	2%	1%
b. Automotive Parts	61%	12%	12%	1%	10%	2%	1%
c. Patio Furniture	9%	62%	0%	4%	22%	1%	1%
d. Home Furnishings	3%	70%	1%	9%	16%	0%	1%
e. Appliance/Electronics	8%	57%	2%	6%	24%	1%	1%
f. Building Materials	11%	48%	2%	2%	32%	5%	0%
g. Lawn and Garden	44%	32%	1%	2%	19%	2%	0%
h. Grocery	78%	7%	0%	1%	13%	0%	0%
i. Pharmacy	85%	2%	5%	0%	3%	3%	1%
j. Cosmetics	51%	27%	2%	5%	7%	0%	8%
k. Optical Goods	42%	26%	7%	2%	16%	4%	2%
l. Health Food/Other	40%	38%	0%	4%	14%	1%	3%
m. Women's Clothing	4%	74%	0%	6%	11%	0%	5%
n. Jewelry	19%	51%	2%	6%	17%	0%	4%
o. Sporting Goods	8%	73%	1%	3%	14%	1%	1%
p. Sewing/Needlework	30%	51%	2%	1%	14%	2%	1%
q. Books	7%	69%	0%	0%	14%	1%	8%
r. Disc and Record Stores	9%	62%	0%	1%	15%	2%	11%
s. Florists	73%	10%	2%	2%	8%	1%	4%
t. Office Supplies	15%	58%	1%	1%	22%	2%	1%
u. Gifts/Souvenir	18%	62%	0%	2%	11%	3%	4%
v. Pet and Pet Supplies	52%	30%	1%	1%	14%	2%	1%
w. Art Stores	8%	68%	1%	4%	14%	2%	3%

7. Which THREE businesses would you patronize if opened in downtown Sun Prairie?							
Antiques	7%	Clothing-Family	20%	Drug Store-Chain	9%	Meats/Butcher Shop	28%
Arcade/Kid's Entert.	7%	Clothing-Men's	12%	Art Gallery	4%	Pet and Pet Supply	7%
Bakery	33%	Clothing-Women's	20%	Gift/Souvenirs	12%	Photofinish/1Hr Photo	3%
Books	19%	Video Rental Store	8%	Health Foods	8%	Physician Office	2%
Bridal/Tux Rental	1%	Computer/Software	6%	Hobby/Toy/Game	9%	Grocery Store	19%
Camera Store	3%	Dental Office	1%	Kitchen/Home	18%	Shoe Store	17%
Child Care	1%	Diet Center	1%	Copy Center	3%	Other: See Comments	10%

8. How often do you eat out?						
	5 or more times/week	2-4 times per week	Once a Week	Once a Month	Every few months	Rarely
a. Breakfast	0%	5%	19%	20%	20%	37%
b. Lunch	6%	20%	31%	20%	11%	14%
c. Dinner	1%	23%	44%	17%	9%	5%

9. How often do you eat at the following types of restaurants?						
	5 or more times/week	2-4 times per week	Once a Week	Once a Month	Every few months	Rarely
a. Full Service-Fine Dining	0%	2%	13%	20%	32%	33%
b. Full Service-Casual	1%	15%	39%	27%	13%	4%
c. Fast Food/Drive Thru	2%	21%	35%	18%	7%	16%

10. What types of restaurants you would like to see in downtown Sun Prairie:							
Bakery	21%	Coffee Shop	9%	Mexican	24%	Vegetarian	10%
Banquet Room	1%	Delicatessen	10%	Pancake	2%	Late Night Eat/Drink	6%
Barbecue	7%	Family Restaurant	18%	Seafood	17%	Other: See Comments Section	4%
Brew Pub	32%	Fast Food	3%	Steakhouse	27%		
Chinese or Japanese	6%	Italian	19%	Thai	6%		

11. Which of the following events did you attend in the last 12 months?					
Cannery Square Block Party	13%	Christmas Tree Lighting	10%	Groundhog Day Downtown	11%
Farmer's Market	47%	Christmas Walk	2%	Car Cruise	7%
Midget Race(s) at Angell Park	17%	Flags of Freedom Parade	27%	Historical Library Walking Tour	3%
Corn Festival	53%	Halloween Spooktacular	7%	Quilt Show	5%

12. In which leisure activities does your household participate?							
Acting/Drama	6%	Cooking	35%	Ice Skating	13%	Sewing/Quilting	12%
Baseball/Softball	21%	Crafts	21%	Motorcycling	8%	Skiing-X Country	4%
Basketball	12%	Dancing	8%	Music-Listening to	23%	Skiing-Downhill	5%
Bicycling	24%	Fishing	24%	Music-Band/Choir	10%	Swimming	17%
Camping	21%	Gardening	38%	Painting/Drawing	6%	Tennis	7%
Collecting: See Comments Section	6%	Golf	30%	Photography	12%	Traveling	32%
Computer/Internet	36%	Hiking	12%	Reading	36%		

13. What radio station do you listen to most?							
Z104	11%	WJJO 94.1	12%	WIBA AM 1310	4%	WIBA FM 101.5	1%
Magic 98	13%	WTDY AM 1670	3%	WTSO/ESPN	6%	Other: See Comments Section	49%

14. What publication do you read most?							
The Star	13%	Capital Times	71%	Shopper Stopper	6%	Other: See Comments Section	5%
Wisc. State Journal	1%	The Advertiser	3%	Sun Prairie Today	0%		

15. How strongly do you agree/disagree with the following statements?					
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a. I always try to buy products and services locally	11%	38%	37%	12%	2%
b. I like the look and feel of downtown Sun Prairie	9%	48%	29%	12%	3%
c. I prefer independent stores over chains	13%	25%	44%	15%	3%
d. Independent businesses should stay open past 5 p.m.	22%	49%	27%	2%	0%

16. What is unique about downtown Sun Prairie? **See Comments Section**

17. Name another small city that you feel has a vibrant and attractive downtown. **See Comments Section**

18. Please provide any additional comments to help us improve downtown Sun Prairie:
See Comments Section

Demographics. Please tell us a bit about yourself.

19. Gender:	Male	Female	**20. Age:**	under 18	18–24	25–44	45–54	55–64	65+
	48%	52%		0%	0%	43%	21%	25%	10%

21. How many adults age 18+ live in your household?	1	2	3	4	5	6+
	15%	72%	9%	4%	1%	0%

22. How many children (under 18) live in your household	0	1	2	3	4	5+
	54%	16%	21%	8%	1%	1%

23. Indicate the primary commuting route you take in Sun Prairie between home and work?

Main Street	Hwy 151	Hwy 19	Hwy N	Other: See comments Section
8%	46%	20%	8%	18%

24. What is the highest level of formal education you have completed?

Less than High School 1%	High School Diploma 14%	Some college/tech/trade school 17%
2-year college/tech/trade school degree 30%	Bachelor's degree 16%	Graduate or Professional degree 22%

25. What is your household's annual income?

under $15,000	0%	$35,000 - $49,999	2%	$100,000 - $149,999	5%
$15,000 - $24,999	9%	$50,000 - $74,999	24%	$150,000 - $199,999	25%
$25,000 - $34,999	27%	$75,000 - $99,999	6%	over $200,000	2%

Thanks for completing the survey!

Please return the completed survey in the postage-paid envelope provided by July 27, 2007 to:
Survey Research Center
124 Regional Development Institute
University of Wisconsin – River Falls
410 S. 3rd St.
River Falls, WI 54022-9989

Appendix E: Quantitative Summary of Responses by Question – Business and Property Owners

Sun Prairie Business Improvement District Survey

1. Please rate the degree to which you are experiencing the following business challenges.				
	Major Challenge	Minor Challenge	No Challenge	No Opinion
a. Conflict with building owner or tenant	0%	17%	77%	6%
b. Difficulty recruiting /retaining employees	9%	37%	43%	11%
c. Expensive or unavailable utilities	0%	40%	51%	9%
d. Expensive employee wages	9%	24%	50%	18%
e. Expensive employee benefits	19%	29%	35%	16%
f. Expensive rent	14%	32%	32%	22%
g. Insufficient financing	6%	14%	54%	26%
h. Insufficient parking	37%	40%	20%	3%
i. In-town competition	3%	38%	53%	6%
j. Out-of-town competition	12%	44%	35%	9%
k. Poor building condition	15%	21%	62%	3%
l. Restrictive business regulations	3%	45%	45%	6%
m. Shoplifting or theft	0%	26%	57%	17%
n. Other ___________________________	33%	0%	11%	56%

2. How strongly do you agree or disagree with the following statements?					
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a. Local police protection is outstanding.	9%	71%	20%	0%	0%
b. I feel safe downtown, even at night.	6%	71%	17%	6%	0%
c. Local fire protection is outstanding.	14%	60%	26%	0%	0%
d. Local waste management service is outstanding.	11%	31%	31%	23%	3%
e. Local municipal services are well worth the level of local	6%	26%	37%	26%	6%
f. I always try to buy products and services locally.	24%	50%	21%	6%	0%
g. I always direct customers to other downtown businesses.	31%	54%	11%	3%	0%
h. I seek ways to cooperate with complementary downtown	34%	51%	11%	3%	0%
i. The existing downtown business mix helps my business.	9%	43%	26%	20%	3%
j. The look and feel of downtown helps my business.	9%	41%	29%	18%	3%
k. My building façade draws customers into my business.	12%	41%	35%	12%	0%
l. I am satisfied with the effectiveness of my window/store	8%	42%	44%	6%	0%
m. I am satisfied with the effectiveness of my advertising .	3%	42%	28%	25%	3%
n. My business is open when customers want to shop.	12%	59%	21%	9%	0%
o. Employees of my business show great customer service.	31%	58%	11%	0%	0%
p. Foot (shopper) traffic is adequate downtown.	0%	26%	23%	46%	6%
q. Pedestrian crossings are safe downtown.	0%	38%	18%	35%	9%
r. Pedestrian crossings are adequate in the downtown area.	3%	40%	23%	23%	11%
s. Downtown Sun Prairie is an excellent place to have a business.	16%	41%	30%	14%	0%

3a. How satisfied are you with the present location of your business?				
Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
24%	46%	19%	11%	0%

3b. Please describe why you chose your particular response to 3a.

See Comments Section

3c. Are you a:	Downtown Business Owner	Downtown Property Owner
	88%	12%

4. Do you have plans to expand or reduce your business in the foreseeable future? (● Mark all that apply)	
I plan to expand products/services or square footage downtown.	21%
I plan to expand products/services or square footage in a location outside of the downtown business district.	10%
I plan to reduce products/services or square footage downtown.	5%
I don't have any plans for changes.	48%

5a. Are you considering any building improvement projects?	Yes	No	Don't know
	17%	64%	19%

5b. If yes, please describe:

See Comments Section

6a. How long has your business been in operation?	Under 1 yr.	1 to 5 yrs.	6 to 10 yrs.	11 to 20 yrs.	Over 20 yrs.
	9%	32%	15%	9%	35%

6b. If you know the date your business was established, please list it here (MM/YY): See Comments Section

7. How long have you been the owner of your business?	Under 1 yr.	1 to 5 yrs.	6 to 10 yrs.	11 to 20 yrs.	Over 20 yrs.
	9%	27%	30%	15%	18%

8. Does your business own or lease the space in which it is located?	Own	Lease	Lease, want to purchase
	29%	71%	0%

9. For your business, how many square feet are devoted to the following? (Estimate if not known)			
Square Feet	**Business Area**	**Residential Area**	**Total Area**
0-500	12%	55%	7%
501-1000	24%	9%	29%
1001-1500	24%	18%	21%
1501-2000	20%	9%	7%
2001-2500	8%	0%	7%
2501-3000	0%	0%	7%
3001+	12%	9%	21%

10a. Where do your customers typically park?	Street	Public Parking Lot	Private Parking Lot	Other (specify)
	50%	17%	33%	4%

10b. How far do your __customers__ typically park from your business?	½ block or less	More than ½ block but less than 1 block	1 block but less than 2 blocks	2 or more blocks away
	59%	26%	15%	0%

10c. If you own a parking lot, how many spaces do you have available for __customers__ (not employees)?			
0-5	59%	6-10	29%
11-15	0%	16-20	0%
21-25	6%	26-30	6%
31+	0%		

11a. Where do you typically park?	Street	Public Parking Lot	Private Parking Lot	Other (specify)
	16%	19%	61%	3%

11b. How far do you typically have to park from your business?	½ block or less	More than ½ block but less than 1 block	1 block but less than 2 blocks	2 or more blocks away
	77%	13%	10%	0%

12a. Where do most of your employees park?	Street	Public Parking Lot	Private Parking Lot	Other (specify)
	19%	30%	52%	0%

12b. On average how far do your employees park from your business?	½ block or less	More than ½ block but less than 1 block	1 block but less than 2 blocks	2 or more blocks away
	63%	23%	13%	0%

12c. If you own a parking lot, how many spaces do you have available for __employees__ (not customers)?			
0-5	59%	6-10	29%
11-15	6%	16-20	0%
21-25	0%	26-30	0%
31+	6%		

13. Business Hours –__Opening__ Time, excluding those open 24 hours a day

	Sunday	Monday	Tuesday	Weds.	Thursday	Friday	Saturday
Midnight – 3 AM	0%	0%	0%	0%	0%	0%	0%
3 AM – 6 AM	0%	4%	7%	3%	7%	10%	4%
6 AM – 9 AM	20%	48%	41%	43%	44%	41%	32%
9 AM – Noon	50%	43%	48%	47%	44%	45%	52%
Noon – 3 PM	0%	4%	3%	3%	4%	3%	0%
3 PM – 6 PM	10%	0%	0%	0%	0%	0%	0%
6 PM – 9 PM	0%	0%	0%	0%	0%	0%	0%
9 – Midnight	0%	0%	0%	0%	0%	0%	0%
Other	20%	0%	0%	0%	0%	0%	12%

13. Business Hours – Closing Time, excluding those open 24 hours a day							
	Sunday	Monday	Tuesday	Weds.	Thursday	Friday	Saturday
Midnight – 3 AM	0%	0%	0%	0%	0%	0%	0%
3 AM – 6 AM	0%	0%	0%	0%	0%	0%	0%
6 AM – 9 AM	0%	0%	0%	0%	0%	0%	0%
9 AM – Noon	0%	0%	0%	0%	0%	0%	0%
Noon – 3 PM	13%	0%	0%	0%	0%	0%	36%
3 PM – 6 PM	63%	74%	67%	66%	63%	76%	36%
6 PM – 9 PM	25%	26%	30%	34%	37%	21%	23%
9 – Midnight	0%	0%	0%	0%	0%	3%	0%
Other	0%	0%	0%	0%	0%	0%	5%

14. Are you interested in uniform downtown store hours?	Yes	No
	15%	85%

15. What are your thoughts about store hours? (● Mark one)			
I am open all the hours that I need to be	48%	I should be open more hours, but can't find good staff	9%
I can't be open more hours for personal reasons	9%	I would be open more hours if I were sure of sales	24%
I should be open more hours but can't afford the staff	6%	I would be open more hours if everyone else were	3%

16. What are the busiest months of the year for your business?							
January	14%	February	14%	March	5%	April	7%
May	21%	June	14%	July	19%	August	17%
September	10%	October	17%	November	24%	December	31%

17. Which of the following events increased foot traffic in your business, either during the event or in the days or weeks before or after?						
Groundhog Day	14%	Corn Festival	21%	Museum Walking Tours	0%	Other, (specify):See Comments Section 7%
Flags of Freedom	5%	Scarecrow Contest	12%	Maxwell Street Days	12%	
Downtown Car Cruise	7%	Cows on Parade	5%	Cannery Square Block Party	26%	
Farmer's Market	14%	Halloween Spooktacular	31%	None	26%	

18. Which of the following events increased sales volume in your business, either during the event or in the days or weeks before or after?						
Groundhog Day	10%	Corn Festival	14%	Museum Walking Tours	2%	Other, (specify): See Comments Section 7%
Flags of Freedom	2%	Scarecrow Contest	2%	Maxwell Street Days	12%	
Downtown Car Cruise	2%	Cows on Parade	7%	Cannery Square Block Party	17%	
Farmer's Market	5%	Halloween Spooktacular	17%	None	33%	

19. Approximately what percentage of your customers come from the following ZIP codes?				
Percentages	Sun Prairie 53590	Deforest/Windsor 53532	Madison	Other
0-20%	17%	92%	73%	70%
21-40%	10%	8%	15%	10%
41-60%	24%	0%	12%	5%
61-80%	31%	0%	0%	5%
81-100%	17%	0%	0%	10%
Average (Mean)	55%	9%	16%	18%

20. What percentage of the annual advertising budget for your business is spent with each of the following media?					
Percentages	Newspapers	Radio	Television	Local Service Orgs. or Team Sponsorships	Other
0-20%	44%	71%	78%	80%	18%
21-40%	11%	0%	11%	10%	12%
41-60%	17%	29%	0%	0%	6%
61-80%	6%	0%	11%	0%	6%
81-100%	22%	0%	0%	10%	59%
Average of annual total advertising budget	29%	4%	4%	7%	52%

21. Which media/publications are included in the annual advertising budget for your business?				
The Star	48%	Madison newspapers	12%	Radio (list stations most often used) See Comment Section 10%
The Advertiser	14%	The Shopper Stopper	7%	
Other	36%	None	12%	
Other	24%			

Please indicate the <u>primary target audience</u> of your business based on the following characteristics.								
22a. Gender:	Male	Female	**22b. Age:**	under 18	18–24	25–44	45–64	65+
	33%	67%		5%	0%	69%	21%	5%

22c. Annual Household Income:						
	Less than $15,000	0%	$15,000 – $24,999	4%	$25,000 – $34,999	4%
	$35,000 – $49,999	22%	$50,000 – $74,999	52%	$75,000 – $99,999	9%
	$100,000 – $149,999	9%	$150,000 and over	0%		

23. What is the primary competition for your business? (● mark 1)				
East Towne Mall area 25%	Sun Prairie downtown area 8%	Sun Prairie outside of downtown 38%	Middleton/West Side 17%	Other, (specify) 13%

24. To what degree do the following traits help make your business more competitive versus those listed in Question 23?							
Your business's	A Lot	A Little	Not At All	**Your business's**	A Lot	A Little	Not At All
Location	21%	61%	18%	Product Quality	77%	13%	10%
Parking	21%	43%	39%	Product Selection	62%	24%	14%
Hours	11%	50%	39%	Price	43%	33%	23%
Customer Service	72%	22%	6%	Other ____________	50%	0%	50%

25. With your business in mind, what businesses from the following list would you most like to see downtown (● mark 4)			
Grocery Store 40%	Convenience Store 24%	Clothing Store 21%	Gift Shops 36%
Restaurants 31%	Bridal/Formal Wear 10%	Specialty Clothing 26%	Housewares/Gourmet 31%
Music (Instruments) Store 2%	Offices 17%	Electronic Game Store 2%	Other: See Comments Section_______________12%

26. Do you feel you have a good understanding of the projects and services the Sun Prairie Business Improvement District offers to downtown Businesses?	Yes	No
	70%	30%

27. Could you or your employees use information or assistance with any of the following topics?					
	Definitely	Probably	Unsure	Probably Not	Definitely Not
Business planning	9%	22%	9%	53%	6%
Financial management	6%	23%	6%	52%	13%
Advertising or marketing	13%	26%	23%	29%	10%
Employee hiring or training	3%	13%	19%	56%	9%
Customer Service or Hospitality	0%	29%	3%	58%	10%
Building Improvements	6%	6%	13%	61%	13%
Business Market Analysis	9%	31%	19%	31%	9%
Internet or E-Commerce	9%	34%	9%	38%	9%
Transfer of ownership or selling a business	3%	13%	9%	41%	34%

If you would like more information about the Sun Prairie Business Improvement District please contact John Weishar at (608) 837-5213.

Thanks for completing the survey!

Please return the completed survey in the postage-paid envelope provided by July 31, 2007 to:
Survey Research Center
124 Regional Development Institute
University of Wisconsin – River Falls
410 S. 3rd St.
River Falls, WI 54022-9989