

# Non-Resident Property Owners and their Impact on Sawyer County Businesses 2007



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## **Acknowledgements**

This survey was initiated and funded by the Sawyer County Development Corporation and its board of directors.

Survey Design and Review Team: Scott Chapin, Jeff Homuth, Scott Allen, Bruce Miller, survey design assistance was provided by UW-Extension specialists: David Marcoullier, UW-Madison Department of Urban and Regional Planning, and Bill Ryan, UW-Extension Center for Community and Economic Development.

The survey was implemented by the UW-River Falls Survey Research Center (SRC). Participating in the survey development, mailing, and data compilation for the SRC were Denise Parks, Michelle Hadley, and James Janke.



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## **Executive Summary**

Talking to any local business person, one will hear that non-resident property owners play a significant role in the economy of Sawyer County. Members of the Sawyer County Development Corporation wondered whether our local business establishments were effectively capturing sales from non-resident owners, and what additional business opportunities might be supported by more effectively serving the non-resident population.

Non-resident property owners with more than \$80,000 in improvements who had a non-commercial address outside of Sawyer County were identified from the 2006 Sawyer County tax listings. A total of 1,774 such properties were listed. 1,265 surveys were mailed to this population and 631 surveys were returned. Based on the responses, some of the significant findings are:

The typical non-resident property owner responding to the survey is:

- male (67%)
- no children under 18 living in the household (71%)
- over 45 years old (82%)
- currently employed (63%)
- well educated with a bachelor's degree or higher education level (70%)
- above average in income with greater than \$100,000 in household income (70%)

The non-resident property owners and their households:

- purchase property in Sawyer County because of the natural beauty of the region; quiet, rural atmosphere; privacy; and recreational opportunities.
- collectively use their properties ranging from a low of 20,223 people\*days in March to a high of 97,588 in July based on the 1774 households.
- each spent approximately \$17,500 in Sawyer County accounting for a total, direct, expenditures of between \$29.8 million and \$32.5 million annually.

Overall perceptions of shopping in Sawyer County are:

- friendliness of sales people (76%), and attractiveness of the shopping area (74%), are better than average.
- competitiveness of prices, restroom availability, and sales promotions were areas with potential for improvement.
- The primary reasons that respondents purchased items outside of Sawyer County for local use were convenience and price.

## **Implications for the Study**

This study has several implications for Sawyer County Economic Development as well as for further research. It is hoped that local businesses can use the information contained in this report to better capture and understand the significant market for products and services to non-resident property owners. In addition, new business startups can be created based on the opportunities identified in the study. Perceived weaknesses in areas such as price and convenience can be addressed by local businesses. With respect to prices, local businesses need to determine if their prices are indeed higher than elsewhere in the region, including the Twin Cities. If they aren't, businesses need to mount an

informational campaign to counter this perception. If they are higher, businesses can either attempt to differentiate themselves on the basis of service or other factors valued by this population or reconsider their pricing strategy. In terms of convenience, because the non-resident housing owner population is very computer literate, businesses in Sawyer County should consider expanding their presence on the web.

The opportunities for additional research are varied. Further understanding of the patterns and preferences of the broader markets including permanent residents and tourists would complement the research on non-resident owners. In addition, more research can be done to identify specific methods and approaches to making products and services more convenient and cost-effective to non-resident owners. Finally, this data can provide a baseline for future research in changing markets and demographics of Sawyer County as they continue to change and evolve.

## **Introduction**

Although Sawyer County has long been a destination for tourists and those hoping to escape urban environments, the landscape has been steadily changing from a resort vacation economy to a second-home based economy. As many of the traditional census based datasets only measure the activities of permanent residents, information about the patterns and preferences of second home owners has been mostly anecdotal. The 2000 census shows that 48.5 percent of Sawyer County housing units are classified as “for seasonal, recreational, or occasional use”. This study attempts to find out more about these households by looking at the important factors leading to property purchase in Sawyer County, the intensity with which non-resident owners use their properties, and this population’s overall purchasing preferences. It is hoped that Sawyer County businesses can use the information contained in this report to increase their sales by better serving the emerging and growing needs of the second home customer.

## **Methodology and Limitations of the Study**

In February 2007, the Survey Research Center (SRC) at UW-River Falls sent questionnaires to a random sample of households who fit the following criteria:

- They owned property in Sawyer County
- They had made at least \$80,000 worth of improvements to their property
- Their mailing address was outside of Sawyer County
- The listed property owner was not a business

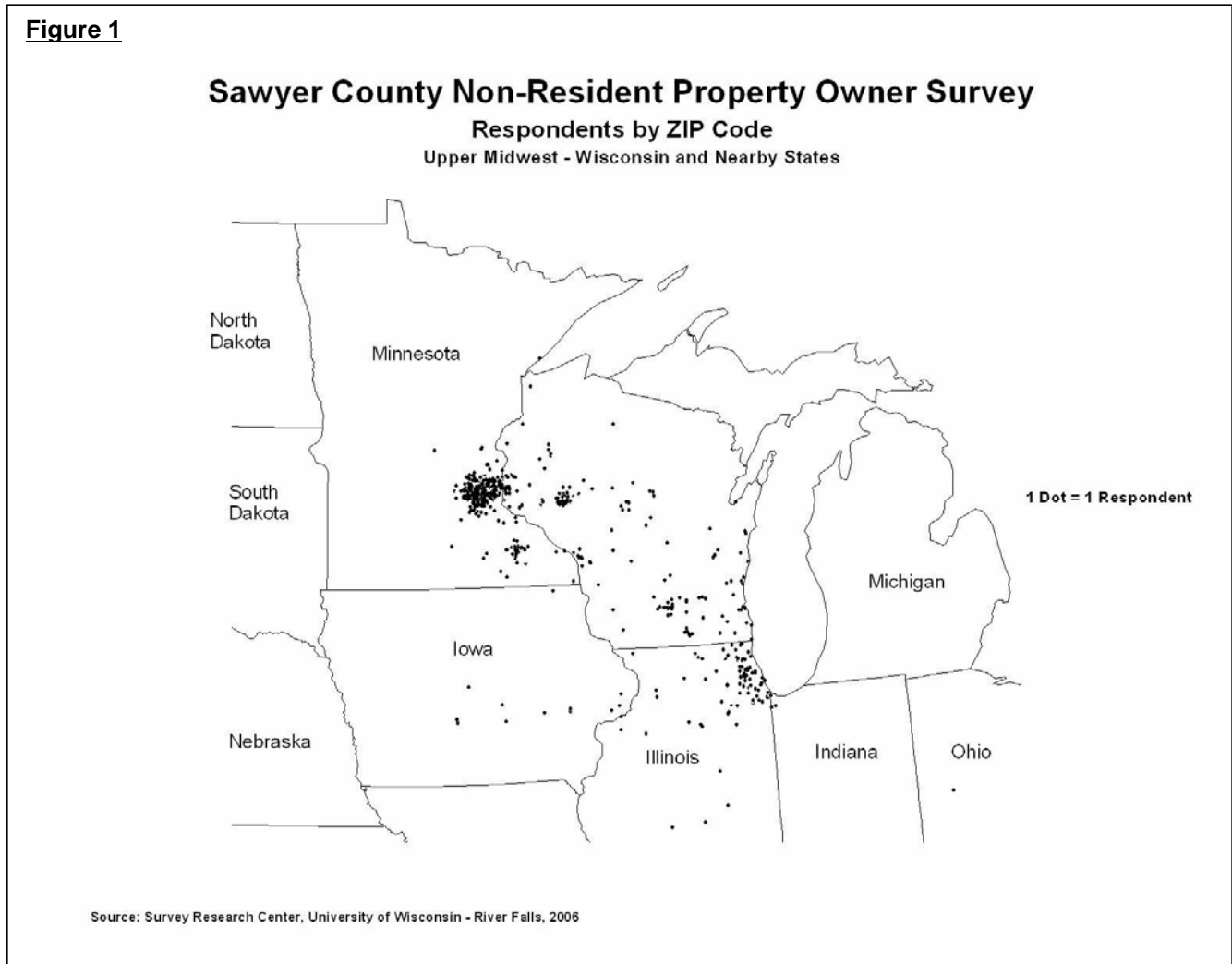
A total of 1,774 households in Sawyer County met this criteria and the SRC sent questionnaires to 1,265 of them. A survey cover letter asked the adult in the household who would have the most knowledge of the household’s purchasing patterns to complete the survey and return it in a postage paid envelope to the SRC at UW-River Falls. After two weeks, the SRC mailed postcards to those from whom they had not received a completed questionnaire. A second questionnaire was sent to remaining non-respondents in early March, 2007. The SRC received a total of 631 completed questionnaires for an astonishingly good 50 percent response rate. The estimates from these data are expected to be accurate to within plus or minus 3.13 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, the Survey Research Center (SRC) concludes that non-response bias is not a concern for this sample.

Since respondents were asked to estimate their property usage and expenditures, the responses are considered approximations by the owners and aren’t based on a verifiable source such as a tax return.

Respondents were primarily from the Midwest, with approximately 48% from Minnesota, 26% from Wisconsin, 15% from Illinois, 4% from Florida, and 2% from Iowa. The remaining 5% were from 17 different states including Arkansas, Arizona, Alabama, Ohio, Texas, Colorado, California, Washington, New York, Pennsylvania, South Carolina, Indiana, Montana, Missouri, Kansas, Utah, and

Nevada. Figure 1 shows the locations of the respondents from the Midwest region and highlights a concentration of owners in the Twin Cities metro area of Minnesota.



### Criteria for Making a Decision to Purchase Property in Sawyer County

Table 1 looks at the importance of various factors in one’s decision to purchase property in Sawyer County. Respondents were asked to rate the importance of various criteria on a scale ranging from “Very Important” to “Very Unimportant”.

Items in Table 1 are ranked based on the percentage of respondents selecting “Very Important” or “Important.” The natural beauty of region, its quiet, rural atmosphere, privacy, and nearby recreational activities had more than 80% of respondents rating those as important. Items with less than 50% responding “Very Important” or “Important” include public services, passing through the region on daytrips, and tourism brochures/promotions.

| <b>Table 1: Importance of various factors in making a decision to purchase property in Sawyer County?</b> | <b>N</b> | <b>Very Important</b> | <b>Important</b> | <b>Neutral</b> | <b>Un-important</b> | <b>Very Un-important</b> | <b>No Opinion</b> |
|---|----------|-----------------------|------------------|----------------|---------------------|--------------------------|-------------------|
| 1. natural beauty of region   | 608      | 66%                   | 32%              | 1%             | 0%                  | 0%                       | 0%                |
| 2. quiet, rural atmosphere  | 608      | 57%                   | 36%              | 4%             | 1%                  | 0%                       | 1%                |
| 3. privacy  | 603      | 51%                   | 38%              | 8%             | 2%                  | 0%                       | 1%                |
| 4. recreational activities  | 605      | 45%                   | 41%              | 8%             | 3%                  | 1%                       | 1%                |
| 5. spending time in the region on vacation  | 598      | 40%                   | 31%              | 12%            | 7%                  | 5%                       | 4%                |
| 6. cost of property in region   | 590      | 21%                   | 46%              | 23%            | 5%                  | 28%                      | 3%                |
| 7. proximity to primary residence   | 595      | 18%                   | 39%              | 18%            | 15%                 | 8%                       | 2%                |
| 8. family/friends   | 598      | 28%                   | 28%              | 20%            | 14%                 | 7%                       | 3%                |
| 9. public services (e.g. medical, education)  | 592      | 8%                    | 32%              | 33%            | 17%                 | 7%                       | 3%                |
| 10. passing through the region on daytrips  | 577      | 6%                    | 16%              | 19%            | 20%                 | 26%                      | 12%               |
| 11. tourism brochures/promotions  | 580      | 2%                    | 16%              | 28%            | 28%                 | 17%                      | 8%                |
| Other: (see comments) Recreation 25X, Aesthetics 21X, Other 19X, Inherited 9X, Family and Friends 4X      |          |                       |                  |                |                     |                          |                   |

When asked whether they intended to become permanent residents within the next 10 years, thirty percent of the respondents noted that they were planning to become permanent residents of the area while seventy percent indicated that they did not plan to become permanent area residents. Thirty percent of the non-resident property owners moving to Sawyer County could have significant impact on the economy by adding more than 500 households to the county with high income and education levels. For example, 24% of the households indicating that they plan to take up permanent residency in Sawyer County reported incomes in excess of \$200,000 per year, another 17% reported annual incomes of \$150,000 - \$199,999, and another 27% were in the \$100,000 to \$149,999 range. So, more than two-thirds of the 500 households expecting to move to Sawyer County have annual incomes in excess of \$100,000.

### **Property Use and Household Spending in Sawyer County**

Discussions among area businesses clearly point to summer as the busy time in Sawyer County. This study provides additional evidence that lakes and recreation areas are far more heavily used in the months of July and August. But, it was unknown how often and by how many people the recreational units were used. Table 2 shows the average number of days and the average party size using the non-resident unit each month and the total number of “people days” (= number of days residence was used times the number of people using it) it was occupied.

County sales tax receipts are consistent with the study’s conclusion that the months of July and August have the highest occupancy rates for seasonal home owners. Those months are followed by June, September and May. Months of lowest occupancy include March followed by February and January.

Cumulatively, non-resident properties are occupied, on average, slightly more than 100 days per year according to these data.

| <b>Table 2: Occupancy and use of property by month</b> | <b>N</b> | <b>Average days used</b> | <b>Average size of party</b> | <b>N</b> | <b>Average number of people days</b> |
|--|----------|--------------------------|------------------------------|----------|--------------------------------------|
| a. January   | 551      | 4.6                      | 2.8                          | 527      | 13.0                                 |
| b. February  | 546      | 4.4                      | 2.8                          | 521      | 12.3                                 |
| c. March   | 539      | 4.4                      | 2.6                          | 510      | 11.4                                 |
| d. April   | 537      | 5.3                      | 2.4                          | 510      | 12.9                                 |
| e. May   | 558      | 9.4                      | 2.8                          | 543      | 26.3                                 |
| f. June  | 572      | 13.2                     | 2.8                          | 554      | 37.3                                 |
| g. July  | 567      | 15.9                     | 3.5                          | 562      | 55.0                                 |
| h. August  | 569      | 14.4                     | 3.2                          | 554      | 45.6                                 |
| i. September   | 570      | 10.5                     | 2.6                          | 558      | 26.9                                 |
| j. October   | 569      | 7.8                      | 2.5                          | 549      | 19.5                                 |
| k. November  | 551      | 5.3                      | 2.7                          | 527      | 14.5                                 |
| l. December  | 559      | 4.9                      | 3.4                          | 536      | 16.6                                 |

Taking the typical non-resident property use determined by people days and considering the 1,774 properties identified in our survey population, **non-resident property use in Sawyer County would range from 20,223 people days in March to 97,588 people days for the month of July.** On a daily basis this accounts for a low of 652 people per day in March to a high of 3,148 per day in July. Averages, however, can be misleading as local observations indicate larger spikes in property use surrounding weekends and holidays.

Table 3 shows the average household spending and the respondents’ estimate of the percentage spent in Sawyer County. The highest percentage of non-resident dollars captured within the county are in motorized sports, and fishing/hunting with more than 60% spent locally. Excluding other basic consumption because of the low number of responses, the percentage of local expenditures range from a low of 29% (gas, auto service) to a high of 68% (motorized sports). Additionally, the highest average dollar values are spent for construction/remodeling and banking/insurance/real estate. It is also important to note that not all respondents spent money in all categories. Dollars were spent by all respondents on basic consumption items such as groceries, restaurants, and gas, while not all respondents had spending on other activities such as non-motorized or motorized sports, or construction/remodeling.

As noted above, Sawyer County non-resident property owners, on average, occupy their property about 100 days per year, or 27% of the year. Table 3 indicates that Sawyer County businesses are capturing

a proportion of non-residential property owners spending that is comparable to the portion of the year spent in this area. In some cases Sawyer County retailers are capturing in excess of 50% of annual spending in a category.

| <b>Table 3: Annual household spending and percent spent in Sawyer County</b>   | <b>N</b> | <b>Percent reporting spending greater than 0</b> | <b>Average annual household spending</b> | <b>N</b> | <b>Percent spent in Sawyer County</b> | <b>Average Dollars Captured within Sawyer County</b> |
|--|----------|--|--|----------|---------------------------------------|--|
| <b>Basic Consumption Items</b>   |          |  |  |          |                                       |  |
| a. groceries/liquor  | 452      | 100%   | 5,714                                    | 487      | 31%                                   | 1,794  |
| b. restaurants/taverns   | 443      | 100%   | 3,175                                    | 478      | 39%                                   | 1,248  |
| c. gas, auto service   | 435      | 100%   | 3,428                                    | 473      | 29%                                   | 1,010  |
| d. other (see comments) Other 18X, Recreation/entertainment 9X, Large item purchase/storage 6X, Medical 2X, Furnishings 2X     | 28       | 89%  | 3,059                                    | 44       | 28%                                   | 1,656  |
| <b>Recreation Equipment</b>  |          |  |  |          |                                       |  |
| e. non-motorized sports (e.g. skiing, biking, canoeing)  | 322      | 66%  | 606                                      | 349      | 36%                                   | 218  |
| f. motorized sports (e.g. snowmobile, ATV, motorcycle, boating)  | 397      | 88%  | 2,018                                    | 426      | 68%                                   | 1,370  |
| g. fishing, hunting  | 394      | 88%  | 1,008                                    | 422      | 62%                                   | 624  |
| h. other recreation equipment (see comments) Golf 57X, Other 11X   | 206      | 88%  | 1,316                                    | 224      | 44%                                   | 578  |
| <b>Needs for your Home</b>   |          |  |  |          |                                       |  |
| i. building supplies (hardware, plumbing, heating/air conditioning)  | 401      | 98%  | 3,554                                    | 439      | 49%                                   | 1,749  |
| j. general home maintenance (lawn, septic, repair)   | 408      | 98%  | 1,997                                    | 443      | 50%                                   | 991  |
| k. construction/remodeling   | 317      | 80%  | 11,655                                   | 348      | 46%                                   | 5,350  |
| l. household goods (furniture, appliances)   | 371      | 89%  | 3,137                                    | 394      | 41%                                   | 1,276  |
| m. other retail (gifts, souvenirs, clothing)   | 369      | 96%  | 2,334                                    | 402      | 36%                                   | 845  |
| n. banking, insurance, real estate   | 319      | 84%  | 10,372                                   | 357      | 31%                                   | 3,196  |
| o. other products or services (see comments) Other 19X, Snow plowing 4X, Taxes 4X, Utilities 3X, Alarm 2X, All of the above 2X | 43       | 86%  | 2,763                                    | 65       | 37%                                   | 1,024  |

Combining expenditures in all the categories in Table 3 we estimate that the average non-resident property owner spends \$17,571 per year in Sawyer County. Based on this average local spending, a non-resident property owner population of 1,774 and a confidence interval of 4.27%, **we estimate that total annual spending in Sawyer County by this population is between \$29.8 million and \$32.5 million.**

## Shopping in Sawyer County

In order to determine strategies for best serving this portion of the Sawyer County market, it is important to understand why non-resident property owners **do not** purchase certain items in the local area. Table 4 lists the reasons a respondent didn't purchase an item in Sawyer County. With respect to the average rating, 27% selected convenience as a reason, 24% selected price, 17% selected availability and only 5% noted quality as the reason for not buying items locally for local use.

| <b>Table 4: Reasons for not buying items in Sawyer County for local use.</b> | <b>Average N *</b> | <b>Price</b> | <b>Quality</b> | <b>Convenience</b> | <b>Availability</b> | <b>Not Applicable</b> |
|--|--------------------|--------------|----------------|--------------------|---------------------|-----------------------|
| <b>Basic Consumption Items</b>   |                    |              |                |                    |                     |                       |
| a. groceries/liquor  | 488                | 33%          | 9%             | 49%                | 17%                 | 26%                   |
| b. gas, auto service   | 484                | 38%          | 3%             | 38%                | 9%                  | 27%                   |
| c. other basic (see comments)  |                    |              |                |                    |                     |                       |
| <b>Recreation Equipment</b>  |                    |              |                |                    |                     |                       |
| d. non-motorized sports equipment (e.g. skiing, biking, canoeing)            | 457                | 24%          | 4%             | 24%                | 16%                 | 49%                   |
| e. motorized sports equipment (e.g. snowmobile, ATV, motorcycle, boating)    | 454                | 29%          | 3%             | 24%                | 20%                 | 42%                   |
| f. fishing and hunting gear  | 460                | 29%          | 7%             | 36%                | 27%                 | 29%                   |
| g. other recreation equipment (e.g. golf) (see comments)                     |                    |              |                |                    |                     |                       |
| <b>Needs for your Home</b>   |                    |              |                |                    |                     |                       |
| h. building supplies (hardware, plumbing, heating/air conditioning, etc.)    | 442                | 39%          | 5%             | 29%                | 25%                 | 33%                   |
| i. general home maintenance (lawn, septic, repair, etc.)                     | 402                | 17%          | 4%             | 20%                | 15%                 | 53%                   |
| j. construction/remodeling   | 413                | 26%          | 6%             | 18%                | 17%                 | 50%                   |
| k. household goods (furniture, appliances, etc.)                             | 437                | 31%          | 11%            | 25%                | 28%                 | 32%                   |
| l. other retail (gifts, souvenirs, clothing, etc.)                           | 412                | 18%          | 7%             | 25%                | 20%                 | 45%                   |
| m. banking, insurance, real estate   | 453                | 11%          | 5%             | 39%                | 11%                 | 45%                   |
| n. other products or services (see comments)                                 |                    |              |                |                    |                     |                       |

\* Average N = average number of respondents for Price, Quality, Convenience and Availability

In certain sectors where convenience is frequently cited (e.g. groceries/liquor, gas/auto service, and fishing/hunting gear) some of the respondent comments provide some individual household's rationale:

- *“It's easier to bring some food items from home. We come for the time in the woods and on the lake not for the time in the grocery stores.”*
- *“In fairness to Sawyer County, at home we live .5 miles from Gander Mountain and 2 miles from Menards. When visiting Winter it is not our desire to travel to Hayward to purchase building supplies or sporting goods.”*

- *“Location of Sawyer County recreation home is 26 miles from Hayward. To shop in Hayward is a long distance to travel and the opposite direction from our permanent residence in Green Bay.....”*

These quotes suggest that “convenience” is more a function of distance from Sawyer County shopping venues than anything to do with shopping hours, ease of parking, or other factors that are under the control of shop owners.

Prices are a bigger issue for certain categories of goods, particularly groceries, gas, building supplies, and household goods. Some written comments that illustrate this point are:

- *“Gas prices increase 25 cents per gal in 150 miles”*
- *“Hardware stores very high priced”*
- *“The prices of groceries, homestead taxes, fuel, and lumber are so high, my husband is considering moving back to Minnesota for our retirement”*

Respondents were also asked to identify the types of businesses they would like to see locate in the area. A complete list of responses to this question is included in Appendix B. Table 5 provides a summary by the number of times a category was mentioned. It is interesting to note that the second item, hardware and building supplies, had the highest percentage of respondents in Table 4 saying that they feel prices for these goods in Sawyer County are a bit high. Higher area prices in various sectors may be perception or reality, further research may be necessary to identify and document those concerns.

| <b>Table 5: Ranking of businesses that respondents would like to see in Sawyer County by number of mentions. N=681</b> |      |
|--|------|
| 1. Restaurants   | 140X |
| 2. Hardware/Building Supplies  | 124X |
| 3. Clothing/Shoes  | 65X  |
| 4. Outdoor Recreation  | 57X  |
| 5. Department Stores   | 38X  |
| 6. Groceries/Food  | 36X  |
| 7. Business and Personal Services  | 33X  |
| 8. Other   | 31X  |
| 9. Miscellaneous Retail/Specialty  | 29X  |
| 10. Health and Wellness  | 25X  |
| 11. Home Décor and Furnishings   | 25X  |
| 12. Automotive   | 20X  |
| 13. Recreation   | 16X  |
| 14. Agricultural Store   | 17X  |
| 15. Telecommunications/Technology  | 15X  |
| 16. Arts and Crafts  | 11X  |

Respondents were asked in which community they did most of their shopping while in Sawyer County. Eighty-seven percent selected Hayward, 6% selected Winter, 6% selected other (Birchwood 25X, Rice

Lake 19X, Other 8X, Spooner 3X, Washburn County 2X, Bruce 2X), 1% selected Stone Lake. The following three tables reflect respondent’s observations about those communities.

| <b>Table 6: Ranking of Sawyer County Shopping Features based on combined percentage rating of Excellent and Good</b> | <b>N</b> | <b>Excellent</b> | <b>Good</b> | <b>Average</b> | <b>Poor</b> | <b>Very Poor</b> | <b>No Opinion</b> |
|--|----------|------------------|-------------|----------------|-------------|------------------|-------------------|
| 1. friendliness of sales people  | 605      | 26%              | 50%         | 19%            | 3%          | 1%               | 1%                |
| 2. attractiveness  | 606      | 20%              | 54%         | 21%            | 3%          | 0%               | 1%                |
| 3. quality of eating places  | 605      | 15%              | 45%         | 28%            | 8%          | 1%               | 2%                |
| 4. convenience of shopping hours   | 604      | 9%               | 50%         | 30%            | 8%          | 1%               | 2%                |
| 5. snow removal/street cleaning  | 593      | 10%              | 47%         | 23%            | 1%          | 1%               | 18%               |
| 6. number of convenient parking spaces   | 607      | 10%              | 43%         | 31%            | 12%         | 2%               | 2%                |
| 7. flow of traffic (ease of getting around)  | 605      | 7%               | 43%         | 35%            | 11%         | 2%               | 2%                |
| 8. business signs  | 597      | 6%               | 44%         | 36%            | 2%          | 1%               | 11%               |
| 9. overall variety of products   | 587      | 5%               | 39%         | 41%            | 10%         | 2%               | 4%                |
| 10. competitiveness of prices  | 603      | 3%               | 29%         | 49%            | 14%         | 3%               | 2%                |
| 11. availability of restrooms  | 601      | 5%               | 27%         | 37%            | 18%         | 4%               | 9%                |
| 12. number of sales and promotions   | 596      | 2%               | 23%         | 44%            | 11%         | 1%               | 19%               |
| other: see comment section   | 26       | 27%              | 4%          | 12%            | 23%         | 19%              | 15%               |

As detailed in Table 6, more than 76% of respondents rated the friendliness of sales people as excellent or good. Rounding out the top three ranked items are attractiveness and quality of eating places. In addition to these items, more than 50% rated convenience of shopping hours, snow removal/street cleaning, and number of convenient parking spaces as good or excellent. At the lower end of the rankings are competitiveness of prices, availability of restrooms, and number of sales and promotions. These areas show local business opportunities for improvement.

Comparing responses by locality (Hayward, Winter, Other-non-Sawyer County) we find a number of interesting results.

- Other non-Sawyer County Communities, compared to other regional shopping areas, are seen as significantly less convenient for groceries and as having significantly higher prices for building materials, but are seen as significantly more convenient for gas.
- Hayward is rated as significantly more attractive, having higher quality eating places, and significantly worse traffic.
- Winter is seen as having significantly less competitive prices, having friendlier sales people, better parking but lower overall variety of products.

| <b>Table 7: Ranking by percentage of Excellent or Good responses - How one feels shopping in the (Sawyer County) community compares to other cities or shopping malls where respondents regularly shop?</b> | <b>N</b> | <b>Excellent</b> | <b>Good</b> | <b>Average</b> | <b>Poor</b> | <b>Very Poor</b> | <b>No Opinion</b> |
|---|----------|------------------|-------------|----------------|-------------|------------------|-------------------|
| 1. personal or friendly service   | 606      | 20%              | 50%         | 25%            | 2%          | 1%               | 2%                |
| 2. convenience of parking   | 607      | 10%              | 38%         | 35%            | 12%         | 2%               | 2%                |
| 3. quality of goods sold  | 603      | 5%               | 39%         | 47%            | 7%          | 0%               | 2%                |
| 4. convenience of shopping hours  | 603      | 5%               | 38%         | 36%            | 16%         | 2%               | 2%                |
| 5. variety of goods sold  | 606      | 3%               | 26%         | 39%            | 27%         | 3%               | 1%                |
| 6. cost of goods sold   | 604      | 2%               | 19%         | 50%            | 24%         | 4%               | 2%                |

Table 7 highlights the comparison between Sawyer County shopping areas and the shopping near the respondent’s permanent residence. Personal or friendly service rates the highest with 70% rating it Excellent or Good. Convenience of parking, and quality of goods sold were also rated positively by a substantially higher percentage of respondents than rated them negatively. It is significant to note that variety of goods sold and cost of goods sold contained slightly more responses of Poor or Very Poor than Excellent or Good. Again the data suggests that prices are a significant concern of non-resident property owners.

| <b>Table 8: Ranking of potential improvements by combined percentage of respondents selecting Very Important or Important.</b> | <b>N</b> | <b>Very Important</b> | <b>Important</b> | <b>Neutral</b> | <b>Un-important</b> | <b>Very Un-important</b> | <b>No Opinion</b> |
|--|----------|-----------------------|------------------|----------------|---------------------|--------------------------|-------------------|
| 1. parking availability  | 596      | 12%                   | 55%              | 24%            | 5%                  | 1%                       | 4%                |
| 2. consistent and published business hours   | 593      | 14%                   | 51%              | 24%            | 7%                  | 1%                       | 4%                |
| 3. public restrooms available  | 596      | 12%                   | 44%              | 28%            | 10%                 | 1%                       | 5%                |
| 4. businesses open on Sunday   | 597      | 12%                   | 40%              | 29%            | 13%                 | 3%                       | 4%                |
| 5. special events (sidewalk sales, dollar days, etc.)  | 585      | 8%                    | 31%              | 38%            | 15%                 | 3%                       | 5%                |
| 6. businesses open at night  | 596      | 6%                    | 31%              | 35%            | 20%                 | 3%                       | 5%                |
| other: see comment section   | 32       | 53%                   | 9%               | 13%            | 3%                  | 0%                       | 22%               |

While Table 8 shows parking availability and consistent and published business hours as the most important improvements, respondents also did not perceive these elements as being highly negative in Table 6 or Table 7. It probably comes as no surprise that parking in Hayward is rated significantly more important than in other communities in the northland. While there is often much local discussion regarding evening or Sunday hours, evening hours did not seem to be a significant issue with non-resident property owners. It is important to remember, however, that tourists and locals also play major economic roles in Sawyer County and may have different shopping preferences.

| <b>Table 9: Level of importance of various media in getting information about the goods and services in Sawyer county:</b> | <b>High</b> | <b>Moderate</b> | <b>Low</b> | <b>None</b> |
|--|-------------|-----------------|------------|-------------|
| <b>Radio</b>   |             |                 |            |             |
| a. WRLS  | 16%         | 23%             | 26%        | 35%         |
| b. WHSM  | 12%         | 22%             | 29%        | 38%         |
| c. WOJB  | 13%         | 19%             | 28%        | 39%         |
| d. Other (see comment section)   | 29%         | 10%             | 14%        | 47%         |
| <b>Newspapers</b>  |             |                 |            |             |
| e. Sawyer County Record  | 37%         | 28%             | 14%        | 20%         |
| f. Sawyer County Gazette   | 10%         | 19%             | 26%        | 45%         |
| g. Other (see comment section)   | 25%         | 15%             | 11%        | 49%         |
| h. Advertisers   | 15%         | 35%             | 21%        | 30%         |
| <b>Other</b>   |             |                 |            |             |
| i. internet  | 21%         | 25%             | 24%        | 30%         |
| j. billboards  | 7%          | 29%             | 39%        | 25%         |
| k. yellow pages  | 28%         | 42%             | 18%        | 12%         |
| l. word of mouth/personal referrals  | 56%         | 32%             | 6%         | 6%          |
| m. sale flyers   | 14%         | 35%             | 30%        | 21%         |
| n. Other (see comment section)   | 32%         | 14%             | 14%        | 41%         |

Table 9 illustrates the sources non-resident respondents use to get their information about local services. Eighty-eight percent rated word of mouth/personal referrals as high or moderate. This was followed by yellow pages (70%), Sawyer County Record (65%), advertisers (50%), sale flyers (49%), and internet (46%).

The fact that word of mouth is, by far, the most heavily relied upon source of information is an important finding for Sawyer County. We noted earlier that sales staff in Sawyer County are seen as offering significantly more friendly and personal service than non-resident property owners experience in their hometowns (Tables 6 & 7). Such service is likely to translate into positive word of mouth references for these businesses. It also suggests that business owners invest in customer service training for their sales staff and establish a culture of friendly and quality service.

The sources of information preferred by people differ depending upon their level of household income. In particular, the internet increases in importance as a source of information about Sawyer County as household incomes increase. Yellow-pages are significantly more important for both lower and higher income families.

## Respondent Information and Demographics

| Table 10: Respondent Demographics                    |  |      |   |      |                                       |              |
|--|--|------|---|------|---------------------------------------|--------------|
| <b>Number of children (under 18) in household:</b>   | 71% 0  | 9% 1 | 12% 2                                     | 6% 3 | 1% 4                                  | 1% 5 or more |
| <b>Gender:</b>                                       | 67% Male                                     |      | 33% Female                                |      |                                       |              |
| <b>Age range:</b>                                    | 1% 18-25                                     |      | 1% 26-35                                  |      | 16% 36-45                             |              |
|  | 30% 46-55                                    |      | 34% 56-65                                 |      | 15% 66-75                             |              |
|  | 3% 75+                                       |      |   |      |                                       |              |
| <b>Employment status:</b>                            | 63% Employed                                 |      | 1% Unemployed                             |      | 31% Retired                           |              |
|  | 3% Homemaker                                 |      | 2% Other _____ see comment section _____  |      |                                       |              |
| <b>Place of employment located in Sawyer County:</b> | 2% Yes                                       |      | 97% No                                    |      |                                       |              |
| <b>Occupation:</b>                                   | 28% Manager/administrator                    |      | 12% Service (e.g. education)              |      | 34% Professional (e.g. law)           |              |
|  | 7% Technical (e.g. engineering)              |      | 19% Other _____ see comment section _____ |      |                                       |              |
| <b>Level of education:</b>                           | 0% Less than high school                     |      | 9% High school diploma                    |      | 14% Some college/tech/trade schooling |              |
|  | 8% Two year college/tech/trade school degree |      | 33% Bachelor's degree                     |      | 37% Graduate or professional degree   |              |
| <b>Approximate annual household income:</b>          | 6% Less than \$50,000                        |      | 13% \$50,000-\$74,999                     |      | 11% \$75,000-\$99,999                 |              |
|  | 22% \$100,000-\$149,999                      |      | 15% \$150,000-\$199,999                   |      | 33% More than \$200,000               |              |

## References:

Berard, D., D. Hinman. 1998. *Hayward Consumer Shopping Survey*: UW-Superior, University of Wisconsin-Extension

Preissing, J., D.W. Marcouiller, G. Green, S. Deller, and N.R. Sumathi. 1996. *Recreational Homeowners and Regional Development: A Comparison of Two Northern Wisconsin Counties*. Madison, WI: Center for Community Economic Development, University of Wisconsin-Extension.

*Wisconsin Main Street Survey*, UW-Extension Center for Community Development, Wisconsin Main Street Program.

## Appendix A - Survey

### Appendix A – Survey Instrument

This survey is intended for non-resident, non commercial property owners in Sawyer County. If you have a Sawyer County home that is not your permanent residence, please complete the questionnaire. If you have a commercial property, please check the following box and return the uncompleted survey in the enclosed, postage-paid envelope so you are not bothered by follow-up correspondence.

This is a commercial property and, therefore, this survey is not applicable to me.

#### ABOUT YOUR HOME:

| 1. How important were the following in your decision to purchase property in Sawyer County? | Very Important           | Important                | Neutral                  | Un-important             | Very Un-important        | No Opinion               |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a. passing through the region on daytrips   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. spending time in the region on vacation  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. tourism brochures/promotions   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. cost of property in region   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. family/friends   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. natural beauty of region   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| g. quiet, rural atmosphere  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| h. privacy  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| i. proximity to primary residence   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| j. recreational activities  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| k. public services (e.g. medical, education)  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| l. other: specify _____   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

|  |                              |                             |
|--|------------------------------|-----------------------------|
| 2. Do you plan to become a permanent resident of Sawyer County in the next 10 years? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|--|------------------------------|-----------------------------|

#### YOUR IMPACT ON THE LOCAL ECONOMY:

| 3. Please estimate ..... | The total number of days each month that your residence in Sawyer County was occupied during the past year | <u>The total number of “people days” your residence in Sawyer County was used over the past year (e.g. if 4 people stayed over a 2-day week-end = 4 people times 2 days = 8 people days)</u> |
|--------------------------|--|--|
| a. January               | _____/days   | Total People days_____.  |
| b. February              | _____/days   | Total People days_____.  |
| c. March                 | _____/days   | Total People days_____.  |
| d. April                 | _____/days   | Total People days_____.  |
| e. May                   | _____/days   | Total People days_____.  |
| f. June                  | _____/days   | Total People days_____.  |
| g. July                  | _____/days   | Total People days_____.  |
| h. August                | _____/days   | Total People days_____.  |
| i. September             | _____/days   | Total People days_____.  |

Appendix A - Survey

|             |            |                         |
|-------------|------------|-------------------------|
| j. October  | _____/days | Total People days_____. |
| k. November | _____/days | Total People days_____. |
| l. December | _____/days | Total People days_____. |

**YOUR IMPACT ON THE LOCAL ECONOMY (cont):**

| 4. Please estimate your annual household spending and % spent in Sawyer County for the following: | Your <u>annual household spending</u> | The approximate percentage of this spent in Sawyer County |
|---|---------------------------------------|---|
| <b>Basic Consumption Items</b>  |                                       |   |
| a. groceries/liquor   | \$_____/yr.                           | ___ %   |
| b. restaurants/taverns  | \$_____/yr.                           | ___ %   |
| c. gas, auto service  | \$_____/yr.                           | ___ %   |
| d. other (specify _____)  | \$_____/yr.                           | ___ %   |
| <b>Recreation Equipment</b>   |                                       |   |
| e. non-motorized sports (e.g. skiing, biking, canoeing)   | \$_____/yr.                           | ___ %   |
| f. motorized sports (e.g. snowmobile, ATV, motorcycle, boating)                                   | \$_____/yr.                           | ___ %   |
| g. fishing, hunting   | \$_____/yr.                           | ___ %   |
| h. other recreation equipment (e.g. golf) (specify _____)   | \$_____/yr.                           | ___ %   |
| <b>Needs for your Home</b>  |                                       |   |
| i. building supplies (hardware, plumbing, heating/air conditioning)                               | \$_____/yr.                           | ___ %   |
| j. general home maintenance (lawn, septic, repair)  | \$_____/yr.                           | ___ %   |
| k. construction/remodeling  | \$_____/yr.                           | ___ %   |
| l. household goods (furniture, appliances)  | \$_____/yr.                           | ___ %   |
| m. other retail (gifts, souvenirs, clothing)  | \$_____/yr.                           | ___ %   |
| n. banking, insurance, real estate  | \$_____/yr.                           | ___ %   |
| o. other products or services (specify _____)   | \$_____/yr.                           | ___ %   |

| 5. <u>If you purchase these items outside Sawyer County for use in Sawyer County</u> , please check the box(es) which best describes why you do not buy these items locally. | Reason for purchasing outside Sawyer Co. (Choose all that apply) |                          |                                     |                          |                          |
|--|--|--------------------------|-------------------------------------|--------------------------|--------------------------|
|  | Price  | Quality                  | Convenience                         | Availability             | Not Applicable           |
| <b>EXAMPLE: groceries/liquor</b>   | <input checked="" type="checkbox"/>                              | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |



Appendix A - Survey

|   |                          |                          |                          |                          |                          |                          |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| g. availability of restrooms                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| h. number of sales and promotions           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| i. flow of traffic (ease of getting around) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| j. snow removal/street cleaning             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| k. business signs                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| l. overall variety of products              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| m. other: specify _____                     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**COMPARE SAWYER SHOPPING TO SHOPPING NEAR YOUR PERMANENT RESIDENCE**

| <b>9. How do you feel shopping in the local (Sawyer County) community selected in Question 7 compares to other cities or shopping malls where you regularly shop?</b> | <b>Excellent</b>         | <b>Good</b>              | <b>Average</b>           | <b>Poor</b>              | <b>Very Poor</b>         | <b>No Opinion</b>        |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a. variety of goods sold  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. quality of goods sold  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. cost of goods sold   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. convenience of parking   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. personal or friendly service   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. convenience of shopping hours  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**HOW TO IMPROVE SAWYER SHOPPING**

| <b>10. With respect to the local (Sawyer Co.) community selected in Question 7, how important would the following possible improvements be in terms of encouraging you to shop there more frequently?</b> | <b>Very Important</b>    | <b>Important</b>         | <b>Neutral</b>           | <b>Un-important</b>      | <b>Very Un-important</b> | <b>No Opinion</b>        |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a. businesses open at night   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. businesses open on Sunday  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. consistent and published business hours  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. public restrooms available   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. parking availability   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. special events (sidewalk sales, dollar days, etc.)   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| g. other: specify _____   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

| <b>11. With respect to getting information about goods/services in Sawyer County, how important are the following:</b> | <b>High</b>              | <b>Moderate</b>          | <b>Low</b>               | <b>None</b>              |
|--|--------------------------|--------------------------|--------------------------|--------------------------|
| <b>Radio</b>   |                          |                          |                          |                          |
| a. WRLS  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. WHSM  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. WOJB  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. Other ( _____ )   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Appendix A - Survey

| <b>Newspapers</b>                   |                          |                          |                          |                          |
|-------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| e. Sawyer County Record             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. Sawyer County Gazette            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| g. Other ( _____ )                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| h. Advertisers                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <b>Other</b>                        |                          |                          |                          |                          |
| i. internet                         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| j. billboards                       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| k. yellow pages                     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| l. word of mouth/personal referrals | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| m. sale flyers                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| n. Other ( _____ )                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**12. Do you have any additional comments regarding shopping in Sawyer County or other questions asked in this survey?**

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**DEMOGRAPHIC INFORMATION Please tell us some things about you: Choose only one answer per question.**

|   |  |                            |   |                            |  |                                    |
|---|--|----------------------------|---|----------------------------|--|------------------------------------|
| <b>13. Number of children (under 18) in household:</b>                        | <input type="checkbox"/> 0   | <input type="checkbox"/> 1 | <input type="checkbox"/> 2                        | <input type="checkbox"/> 3 | <input type="checkbox"/> 4                                 | <input type="checkbox"/> 5 or more |
| <b>14. Gender:</b>  | <input type="checkbox"/> Male                                      |                            | <input type="checkbox"/> Female                   |                            |  |                                    |
| <b>15. What is your age range?</b>  | <input type="checkbox"/> 18-25                                     |                            | <input type="checkbox"/> 26-35                    |                            | <input type="checkbox"/> 36-45                             |                                    |
|   | <input type="checkbox"/> 46-55                                     |                            | <input type="checkbox"/> 56-65                    |                            | <input type="checkbox"/> 66-75                             |                                    |
|   | <input type="checkbox"/> 75+                                       |                            |   |                            |  |                                    |
| <b>16. Employment status:</b>   | <input type="checkbox"/> Employed                                  |                            | <input type="checkbox"/> Unemployed               |                            | <input type="checkbox"/> Retired                           |                                    |
|   | <input type="checkbox"/> Homemaker                                 |                            | <input type="checkbox"/> Other _____              |                            |  |                                    |
| <b>17. If employed, is your place of employment located in Sawyer County?</b> | <input type="checkbox"/> Yes                                       |                            | <input type="checkbox"/> No                       |                            |  |                                    |
| <b>18. If employed, what is your occupation?</b>                              | <input type="checkbox"/> Manager/administrator                     |                            | <input type="checkbox"/> Service (e.g. education) |                            | <input type="checkbox"/> Professional (e.g. law)           |                                    |
|   | <input type="checkbox"/> Technical (e.g. engineering)              |                            | <input type="checkbox"/> Other _____              |                            |  |                                    |
| <b>19. What is your highest level of education?</b>                           | <input type="checkbox"/> Less than high school                     |                            | <input type="checkbox"/> High school diploma      |                            | <input type="checkbox"/> Some college/tech/trade schooling |                                    |
|   | <input type="checkbox"/> Two year college/tech/trade school degree |                            | <input type="checkbox"/> Bachelor's degree        |                            | <input type="checkbox"/> Graduate or professional degree   |                                    |
| <b>20. What is your approximate annual household income?</b>                  | <input type="checkbox"/> Less than \$50,000                        |                            | <input type="checkbox"/> \$50,000-\$74,999        |                            | <input type="checkbox"/> \$75,000-\$99,999                 |                                    |
|   | <input type="checkbox"/> \$100,000-\$149,999                       |                            | <input type="checkbox"/> \$150,000-\$199,999      |                            | <input type="checkbox"/> More than \$200,000               |                                    |

**Thanks For Completing The Survey!**

Please return your survey by February 28, 2007 to:  
 Survey Research Center, 124 RDI Building  
 University of Wisconsin – River Falls  
 410 S. Third St.  
 River Falls, WI 54022-5001

## Appendix B- Comments

### Appendix (B) - Sawyer County Non – Resident Study Comments

1,565 comments were received

**Table 1: How important were the following in your decision to purchase property in Sawyer County?**  
*'Other' Responses – 78 total responses*

**Aesthetics (21 responses)**

- Beautiful Lakes (2x)
- Clean
- Clean Lakes
- Countries ability to maintain the quality of the environment.
- Getting away from power lines.
- Lack of Development
- Lake Depth
- Lake Property
- Not highly commercialized
- Not Overdeveloped
- Public Land in Area (National Forest)
- Quality of Lake (2x)
- Quiet Lake (3x)
- Restricting Small Lots
- Round Lake Water Quality in Hayward
- Weather
- Wildlife and Nature

**Family and Friends (4 responses)**

- Bought Grandparents Home
- Family/Friends
- Fond Boyhood Memories
- Lake Quality and Friends

**Inherited (9 responses)**

- Bought From Parents
- Family owned property since 1940s. (2x)
- Hometown
- Inherited Property (2x)
- Property in Family 100 Years
- Property in Family for 60 Years

**Recreation (25 responses)**

- ATV Trails
- Cross Country Skiing, Outdoor activities
- Festivals etc. in Community
- Fishing (6x)
- Fishing Lake
- Fishing Quality (2x)
- Hunting
- Hunting Land
- Lakes and ATV Trails (2x)
- Multiple Restaurants Nearby
- Purchased parents retirement home – Fishing and hunting area for over 50 years.
- Restaurant (2x)
- Restaurants, Shopping
- Silent Sports
- Snowmobiling
- Trail System
- Trout Fishing
- Used to be a good place to fish. (2x)

- Walleye

**Other (19 responses)**

- 10 mph speed limit on Lost Land Lake – no water skiing and no motor trolling.
- Churches (2x)
- Ease of travel from the Twin Cities.
- Future Value (2x)
- Good Roads
- Hayward Airport
- High Construction Standards
- Investment (2x)
- Investment Potential
- Last Chance of Life
- Liked Hayward
- Low Tax
- Property Tax Relief
- Shopping
- Work in Area
- Working in County

**Table 3: Please estimate your annual household spending and % spent in Sawyer County for the Following: Basic Consumption Items**

*'Other' Responses – 37 total responses*

**Table 3 (3d)**

**Furnishings (2 responses)**

- Antiques, Furnishings
- Hardware Store

**Large Item Purchase/Storage (6 responses)**

- Automobiles – Purchase
- Boat and Dock Service
- Boat Storage – Labor
- For past 20 years have bought our camper here locally.
- Hayward Airport Car Rentals / Enterprise Car Rental – Rice Lake
- Landscaping Supplies, Hardware

**Medical (2 responses)**

- Doctor Visits
- Pharmacy/Medical

**Recreation/Entertainment (9 responses)**

- Entertainment
- Fuel for Heating – Elec.
- Fuel/Propane
- LP Fuel
- Movies, Shopping
- Propane Gas (2x)
- Restaurants
- Tackle, Bait, etc.

**Other (18 responses)**

- All of our household spending for our residence is spent in Sawyer Co.
- Bird Seed
- Casino
- Christian Fellowship Church

## Appendix B- Comments

- Clothing
- Electricity
- Good guess we spend 5 months in Florida.
- Household
- Household Expenses
- I don't keep track of this stuff. \$10,000 per year in Sawyer Co.
- Internet
- Personal Services (Hair, Manicure, etc.)
- Property Taxes
- Real Estate Taxes
- Services
- Telephone
- This question required too much time to complete.
- Unknown, I don't add it up.

**Table 3 (3h)**

*Please estimate your annual household spending and % spent in Sawyer County for the Following: Recreation Equipment 'Other' Responses (68 responses)*

- Bait Fishing License
- Camping
- EST. \$5000 per year in Sawyer Co.
- Golf (57x)
- Golf Weekend
- Golf, Fishing Equipment
- Landscaping
- Maintenance Dock and Boat Lift
- Scuba
- Swim Gear
- Tennis
- Trapping

**Table 3 (3O)**

*Please estimate your annual household spending and % spent in Sawyer County for the Following: Needs for your Home 'Other' Responses (34 responses)*

- Alarm (2x)
- All of the Above (2x)
- Art Fairs, etc.
- Aviation Fuel-Hayward Airport
- Beauty Shop
- Don't have this information
- EST. \$5000 per year in Sawyer County
- Gas and Electric
- Hayward Real Estate Taxes
- Landscaping/Snow Removal
- Maintenance Services
- Mortgage
- Outdoor Theme Knickknacks
- Propane, Phone, Electric
- Property Taxes
- Rental
- Repairs
- Retail
- Snow Plowing (4x)
- Taxes (4x)
- Total under 5% or \$10,000

- TV, Telephone
- Utilities (3x)
- Yard Electricity

**Table 4: If you purchase these items outside Sawyer County for use in Sawyer County, please check the box(es) which best describes why you do not buy these items locally: Basic Consumption Items**

**'Other' Responses (40 responses)**

**Table 4: (4C)**

- ATV and Snowmobile Repairs
- Bait and Tackle
- Building Materials – Lumber yards are all closed most of the weekends.
- Building Materials (5x)
- Bulk Items – Sam's Club
- Clothes (2x)
- Clothes, Shoes, Car
- Furnishing
- Furniture, Autos, Boats
- Gifts
- Groceries are expensive and beer is cheap. Gas is expensive during the tourist season.
- Hardware
- Higher Quality
- Household Goods, Construction
- Hunting, Fishing equipment, Home Maintenance Supplies, Tools
- I purchase these items in Birchwood and Rice Lake
- Landscaping Bissher, Flowen, Tree
- Large Purchases
- Lowe's, Home Depot (2x)
- Menard's
- Menard's in Rice Lake
- Pharmacy/Large Quantity Foods
- Poor hours on weekends in salons. Cheaper and better quality at our primary residency area.
- Recreation Equipment (2x)
- Repair Construction Materials
- Restaurants (4x)
- Sizes like Costco
- Some Furniture
- Toiletries
- We buy locally when we are here (2x)
- We do not normally bring food or staple items from our MN home.

**Table 4: (4G)**

*If you purchase these items outside Sawyer County for use in Sawyer County, please check the box(es) which best describes why you do not buy these items locally: Recreation Equipment*

**'Other' Responses (18 responses)**

- Clubs
- Electric Lawn Mower
- Golf (14x)
- Golf Supplies! Equipment

## Appendix B- Comments

- Tennis Equipment

**Table 4 (4N)**

*If you purchase these items outside Sawyer County for use in Sawyer County, please check the box(es) which best describes why you do not buy these items locally: Needs for your Home*  
**'Other' Responses (4 responses)**

- Just don't need to that's all.
- Restaurant
- Tools
- We purchase washer and dryer in Hayward and some construction materials, dirt, rocks, mulch.

**Table 5**

*Please list 3 types of businesses you'd like to see added/expanded in Sawyer County.*  
**'Other' Responses – 681 total responses**

Hardware/Building Supplies 124X

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• Additional Lumberyard like Menards</li> <li>• big box hardware</li> <li>• Blding supplies</li> <li>• building materials</li> <li>• building supplies</li> <li>• building supplies</li> <li>• building supplies</li> <li>• building supplies</li> <li>• building supplies</li> <li>• building supplies (home depot)</li> <li>• building supplies that stay open on the weekend</li> <li>• Building supplies with goods in stock! (like Menard's or Home Depot)</li> <li>• Building supply</li> <li>• building supply</li> <li>• Building Supply (Menard's)</li> <li>• Building Supply store</li> <li>• building supply: Menards</li> <li>• Discount building supply house</li> <li>• Discount lumber</li> <li>• Hardware</li> <li>• Hardware</li> <li>• Hardware</li> <li>• Hardware – big box (Menards)</li> <li>• Hardware – big box (Menards)</li> <li>• Hardware store</li> <li>• Hardware superstore (menards, lowes)</li> <li>• Hardware/Lumber</li> <li>• Home center (menards, home depot)</li> <li>• Home Deopt</li> <li>• Home Depot</li> <li>• Home Depot</li> <li>• Home Depot</li> <li>• Home Depot</li> </ul> | <ul style="list-style-type: none"> <li>• Home Depot</li> <li>• home depot</li> <li>• home depot</li> <li>• Home Depot</li> <li>• home depot</li> <li>• Home Depot</li> <li>• Home Depot</li> <li>• home depot</li> <li>• home depot</li> <li>• Home Depot</li> <li>• home depot</li> <li>• Home Depot</li> <li>• home depot</li> <li>• Home Depot</li> <li>• home depot</li> <li>• Home Depot</li> <li>• Home depot</li> <li>• home depot</li> <li>• Home Depot or Menards</li> <li>• home Depot/ Menards</li> <li>• home depot/ menards</li> <li>• Home Development Center</li> <li>• home improvement</li> <li>• Home Improvement</li> <li>• home improvement</li> <li>• Home Improvement</li> <li>• home improvement</li> <li>• Home Improvement</li> <li>• Home Improvement</li> <li>• Home Improvement</li> <li>• Home Improvement</li> <li>• home improvement</li> <li>• home improvement center</li> <li>• Home Main/Construction</li> <li>• Home Remodeling</li> <li>• Home Repair general</li> <li>• home supply store</li> <li>• homecenter</li> <li>• Large Hardware market</li> <li>• Lowes</li> <li>• Lowes</li> <li>• Lowe's</li> <li>• Lowe's</li> <li>• Lowe's</li> <li>• Lowe's</li> <li>• Lowe's or Home Depot</li> <li>• Lowe's or Home Depot</li> <li>• lowes, home depot</li> <li>• Lowe's/Home Depot</li> <li>• Lowe's/Menards</li> <li>• lumber and home repair</li> <li>• menard/home depot</li> <li>• Menards</li> <li>• Menards</li> <li>• Menards</li> </ul> |
|---|---|



## Appendix B- Comments

- Sporting goods other than fishing
- Trout fishing supply
- winter family recreation

### Recreation 16X

- community center
- Dance Hall
- Dance Hall
- Dancing
- Entertainment
- Indoor water park
- Indoor Water Park
- Indoor water park
- indoor waterpark
- libraries (good progress)
- live music
- summer camps for kids
- summer tourist sites
- water park
- water park for winter enjoyment
- water parks etc., youth recreation

### Restuarants 140X

- (City of Hayward) Steakhouse or nightclub downtown
- Applebee's
- applebees, olive garden, etc
- auntie annie pretzels
- bagel shop
- Bars
- better food at Loon Café
- better quality restaurants
- Better restaurants
- Brichwood Restaurants
- Brichwood Restaurants
- café
- casual restaurant
- coffee shop / internet café
- coffee/specialty
- culvers, rocky's pizza
- Dairy queen
- delis
- Dining
- dinner boat
- Dinner theater
- Drive Thru Fast Food
- eating establishments
- Eating options
- Ethnic restaurants
- ethnic restaurants not chains
- ethnic restaurants

- family rest.
- family restaurants
- Family restaurants
- family restaurants
- family restaurant
- fast food
- fast food noodles, taco bell panera
- fast food rest
- fine dining
- food not crafts
- food restaurants
- good chinese restaurant
- Good Dining
- good restaurants
- good waterfront restaurant
- good waterfront restaurant with boat access
- Gourmet restaurants
- gourmet restaurants
- Hayward Airport Restaurant
- High Quality Gourmet non-smoking resturants
- high quality restaurants
- higher quality dining
- higher quality dining
- Italian Restauant
- italian restaurant
- lakeside restaurants
- Local Restaurants
- mexican food
- Mexican restaurant
- Mexican restaurant
- mid class dining
- midrange restaurants
- More restaurants
- More Restaurants
- more restaurants
- nice restaurant
- Nice restaurants
- non-chain diners
- non-smoking bars or restaurants
- non-smoking sports bar
- olive garden
- popeye's chicken
- quality dining
- quality eating places
- Quality Restaurants
- Quality restaurants
- quality restaurants
- quality restaurants
- Restaurant



## Appendix B- Comments

- liquor stores
- meat/ butcher
- Northern Lakes Grocery Co-op
- Small town grocery
- Supermarket
- vegetarian and vegan options for groceries

### Clothing/Shoes 65X

- better selections of clothing
- Childrens clothing
- clothes
- Clothing
- clothing
- clothing
- clothing
- clothing
- clothing
- clothing
- clothing
- Clothing
- clothing
- Clothing
- clothing
- Clothing
- clothing
- clothing (mid priced)
- Clothing (upscale)
- Clothing Retail
- clothing store
- clothing store
- Clothing Store
- Clothing store
- clothing store
- clothing store for men
- clothing stores
- clothing stores
- clothing stores
- clothing stores
- Clothing Stores
- clothing/accessories
- Clothing/Shoes
- clothing-general
- decent clothing stores
- discount clothing other than wal-mart
- General clothing store
- General clothing store
- good clothing/department stores
- High quality clothing/shoes (not walmart)
- mens clothing

- mens clothing
- Men's clothing
- men's/women's clothing
- personal items (clothing)
- quality clothing
- quality clothing shops
- quality clothing stores
- retail clothing stores
- seasoned clothing store
- shoe store
- shoe store
- Shoe Store
- Shoe Store
- Shoe store
- shoe stores
- shoe stores - another discount store - target
- Shoes
- Shoes/clothing appeal
- upscale clothing
- used clothing
- Women Clothing
- Women's clothing
- Women's clothing and shoes
- women's clothing stores

### Health and Wellness 25X

- Acute Care Clinic - Not just ER!
- Athletic work out centers
- better fitness center
- dental clinic
- dentist
- dermatologist
- fitness center
- gyms
- health club
- Health club
- home care nursing
- Medical
- medical
- medical
- medical clinic, please keep town small
- Medical Services
- pharmacy
- pharmacy/ medicine
- swimming pool for year-round training
- Walgreens
- walgreens
- Walgreens
- walgreens
- Walgreens

## Appendix B- Comments

- Walgreens

### Home Décor and Furnishings 25X

- Appliance
- appliance store
- Appliances
- Appliances
- appliance store
- better furniture store
- electronics
- Electronics
- electronics store
- electronics/stereo
- furniture
- furniture and appliance
- Home appliances/electronics
- Home Décor/Furniture
- home furnishings
- home furnishings
- home furnishings
- home furnishings
- Home Store
- home stores
- local, unique furniture
- reasonable money furniture store
- Sale of appliances
- Up north furniture
- used furniture

### Automotive 20X

- Auto body/boat repair
- Auto repair
- auto repair
- Auto repair
- Auto Retail
- Car Rental
- Gas
- gas on lake
- Gas outside of Hayward proper
- gas station
- gasoline
- Good LP Gas
- Good Repair for Motors - car, lawnmowers, etc.
- Import cars
- More car repair and businesses
- quick oil change
- Small town gas
- Super America
- Super America
- toyota/honda dealership

### Agricultural Store 17X

- discount (fleet farm)
- Farm & Fleet
- farm and fleet
- Farm and fleet
- farm and fleet
- farm and fleet
- Fleet Farm
- Fleet farm
- Fleet farm
- Fleet Farm
- Fleet Farm
- Fleet Farm
- Fleet Farm
- fleet farm
- Mill's Fleet and Farm
- Mills Fleet Farm
- landscaping supply

### Arts and Crafts 11X

- Art
- arts and crafts
- craft shops
- Craft Supply
- expanded options for crafts and fabric
- fabric store
- Fabric Store
- fabric stores
- Quilt Shop
- regional art
- Yarn Shop

### Telecommunication/Technology 15X

- better cell phone services
- better internet access throughout county
- cable
- Call Coverage
- Cell phone distributor
- Cell phone distributor
- Computer sales/repair
- computer store
- High speed internet
- High Speed Internet
- internet provider
- more cell phone access
- more security computers
- telecommunication
- wireless hubs

## Appendix B- Comments

### Department Stores 38X

- bigger Walmart
- department store
- department store
- Department store
- department store (target)
- department stores
- dept. store (target)
- family department store
- get rid of Walmart
- Herbergers Dept Store
- JC Penney
- JCPenny
- Kohls
- Kohl's
- Pamida
- Quality Department store (ex. Target)
- sears
- Shopko/Target
- target
- target
- Target
- target
- target
- target
- Target
- Target
- target
- target
- Target
- Target
- Target!!
- big retail
- costco
- discount retail
- discount store
- discount store similar to Walmart but better quality clothing , home goods
- Outlet Stores
- Outlet Stores
- Sam's Club

### Home and Business Services 33X

- additional property management companies to handle rentals of vacation homes.
- Airline service
- Airport/ILS/air Service
- Appliance repair
- Banking-Wells Fargo
- barber
- Certified repair services

- Christmas tree, cut your own.
- construction service
- Dayspas - Expensive
- dock maintance/removal
- dry cleaners
- equipment & tool rental
- equipment rental
- good, reliable contractors
- gutter cleaning
- high quality spa
- Insurance
- landscape
- lawn service
- maintenance companies
- Marine Repair
- online banking, ease of transfers
- plumbers
- plumbing
- Plumbing Services
- Propane Services
- Quality Craftsman
- salons - weekend services
- Septic Pumping
- Shuttle Service?
- storage
- window washing better cleaning

### Miscellaneous Retail 29X

- Bakery
- bakery
- bakery - there is only one, so is very expensive
- bakery/baked goods
- need a baker's
- book/music retail
- Bookstore
- Bookstore/news
- Consignment stores
- dollar store
- dvd rentals
- green house
- Greenhouse
- Marine
- Marine Supplies
- quality depot store
- Quality gift stores like in Minoqua
- Retail
- retail
- retail
- retail
- Retail - video rental

## Appendix B- Comments

- solar eng. Store
- spa-hot tub
- special shops
- Speciality shops
- Unique Shops
- variety

### Others 31X

- A court with a different judge
- already enough
- An effective judicial system
- at this time we are pleased with businesses offered.
- can't think of anything that is missing
- cultural events
- Family reunion sized lakeside lodges (10-12 bdrooms)
- get rid of casino
- Go to sawyer county to get away from businesses
- I know growth is good but I remember when there were only 2 stop lights in town. I like the small town atmosphere.
- Large manufacturing facilities
- law enforcement
- Less development
- Light Manufacture
- Light manufacture
- Log- home
- Lower prices
- manufacturing
- Meyer
- No chains
- None
- none
- Nothing that would make it financially okay as is!
- Secondary educational facilities
- Smoke Free
- stay small and personally owned
- store has expanded in summer months
- theater
- Too many now.
- Value added forest products

**Table 6**

***When at your Sawyer County home, in which local community, do you do most of your shopping?***

***'Other' Responses (59 responses)***

- Birchwood (25x)
- Bruce, WI (2x)
- Cable

- Hayward
- Ladysmith
- Minneapolis, MN
- Our location is on the Southern edge of Sawyer Co.
- Phillips mostly
- Rice Lake (19x)
- Seeley
- Spooner, WI (3x)
- Stone Lake
- Washburn Co, (2x)

**Table 8**

***With respect to the local (Sawyer County) community selected in Question 7, please rate its shopping district with respect to the following:***

***'Other' Responses (21 responses)***

- Barber
- Building Supplies
- Christmas Decorations
- Consistency of Days Open
- Convenience
- Cost Too High
- Could use a moderate department style store (Kohl's) not Wal-Mart. There is a good mix of specialty stores.
- Fine work at high school, priceless.
- Hospital in Winter
- Main Street Appearance
- Music Downtown, Adds to Ambiance, Quaint
- Need more clothing specialty stores. (high end)
- Need More Shopping
- One Stop Shopping
- People
- Quality of Available Fresh Produce (2x)
- Street signage and better boat launch signs are needed. Please mark dead end streets, not all are now marked.
- Unique offerings like antler creations, other gifts, and decorating stores.
- Visually, less asphalt and more green.

**Question 10g**

***With respect to the local (Sawyer CO.) community selected in Question 7, how important would the following possible improvements be in terms of encouraging you to shop there more frequently?***

***'Other' Responses (25 responses)***

- Add Spring and Winter Fest
- Available/Quality
- Better Quality Products
- Better Restaurants
- Clean
- Clothing Stores
- Competitive prices

## Appendix B- Comments

- Expand Summer Hours Including Evening
- Festivals
- Flea Market
- Friendliness of Sales Person
- Full Day Saturday Hours
- Lower Cost of Food
- More Cutesy Shops Needed
- More Gas Taxes, More Variety in Restaurants
- More Selection, Better Variety
- Price Competitiveness
- Pricing
- Quality of the Good and Stores
- Relative made a considerable trip to take kids to Hayward's fudge shop (off season) only to find it closed. C- Above is very important.
- Too many people
- Variety
- Variety of Businesses (2x)
- We like shopping in Hayward.

**Table 9**

*With respect to getting information about goods/services in Sawyer County, how important are the following: Radio 'Other' Responses (30 responses)*

**Table 9 (9d)**

- 910 am
- 936mo
- 97.7 (2x)
- Brule Public Radio
- GMO (4x)
- King Country (2x)
- Market Paper
- Moose City 106.7 (2x)
- National and Wisconsin Public Radio (3x)
- PBR
- Spooner Country Radio Station?
- Station 101.1
- Visitor Guides
- Weather
- WGMO – 95 (4x)
- WJBL
- WJMC
- WLDY
- WPR Brule

**Table 9 (9g)**

*With respect to getting information about goods/services in Sawyer County, how important are the following: Newspapers*

*'Other' Responses (37 responses)*

- 4 Seasons Paper (9x)
- Chip Flowage Newsletter
- Early Bird (3x)
- Glidden Newspaper
- Local Free (2x)
- Quiet Lake Associated Newsletters
- Shopper (2x)

- Small booklet that comes out monthly about the area.
- The Visitor (12x)
- Tourist Brochures
- Trail Blazer, Other Real Estate
- Tri-County Shopper
- Winter Paper
- Yellow Paper

**Table 9 (9n)**

*With respect to getting information about goods/services in Sawyer County, how important are the following: Other 'Other' Responses (28 responses)*

- Action and Free Pick up Catalogs.
- Brochures
- Businesses need to be open in evening hours through out the year.
- Concerned growth in area may tax out future retirees or retirees already there. All for growth as long as costs aren't dumped on residents, but developers/contractors instead.
- Coupons
- Dining Guide
- Drive by Stores
- Event Sponsorship
- Grocery Bulletin Boards
- Internet Web
- Quiet Lake Association E-Mails
- Real Estate Brochures
- Remove old billboards of businesses that are closed. Perhaps have a deposit when obtaining a sign permit that would be forfeited if sign not removed.
- Restaurant Menus
- Seldom Shop in Sawyer County
- Signs in Windows/Racks
- Television Advertising (2x)
- The Visitor (5x)
- Tourist Info – Amazed there wasn't a much better restaurant guide at tourist info center in Hayward. One thing everyone does is eat.
- Trade Groups
- Travel Info Centers with Brochures
- We started coming to Sawyer County about 1953, when hospital was started on North side of Indian Lake and wife's older sister started here as a RN.
- While convenience is always a consideration during vacation time, we love the small town, non-commercialized atmosphere of Winter. That's why we chose it!

### **Other Additional Comments**

*Do you have any additional comments regarding shopping in Sawyer County or other questions asked in this survey?*

*'Other' Responses – 309 total comments*

## Appendix B- Comments

### Atmosphere (56 responses)

- A consistent Northwood's image in architecture and ambience is an expectation. A disappointment when absent.
- A great place to be.
- Better sales people (most HATE summer residents and tourists, but will take their money and spit in their face at the same time).
- Cleanliness and crime are concerns
- Cute downtown/love the band on Saturday.
- Enjoy main street in Hayward. We are not looking for Hayward to become a Brainerd type of resort area.
- Everything seems to be liquor oriented, but then again, it is WI.
- Expand on the common theme (log buildings) for downtown businesses.
- Fun to walk on Main Street, coffee, and ice cream shop at the top of the list
- Get rid of all the billboards – they are an eye sore in a beautiful area.
- Hayward cops are rude!
- Hayward could be a quaint city, but is currently nothing but a tourist trap catering to drive through or weekly visitors. There is no cultural centers or activities.
- Hayward is very attractive. We like the ambience. People are friendly.
- Help! Make us proud of Hayward, not embarrassed to take friends to town. Thanks.
- Highway billboards are a disgrace. They face an otherwise attractive landscape. SHAME!
- I come to Hayward to escape the craziness of a metropolitan area. I enjoy the peace and quiet and beauty of the Hayward area.
- I come up to the area for peace and quiet. Keep the noise level down.
- I do appreciate Hayward and its small town atmosphere.
- I feel that all Sawyer county does anymore is have festivals and try to attract tourists. The reason I bought here 12 years ago are disappearing.
- I hope Hayward doesn't get too modern.
- I like the small town feel and friendly people.
- I like the small town feeling.
- I love Hayward – can't wait till summer!
- I prefer that Sawyer County stays quiet and private, that is the major attraction.
- I want quiet wilderness and no light pollution.
- I would like to add a brief note to the survey. We are very pleased with the businesses in the community of Hayward, WI. We are impressed with the kindness and friendliness of employees. We have felt on numerous occasions that they have gone out of the way to be of help. The employees are really to be commended as well as the store owners who employ them.
- Its natural beauty and ruralness are the things that attracted us to the area. We have a 30 year history of visiting the area.
- Keep unique appeal that currently exists!
- Lived in country six years – couldn't find people to work for us. I did personal care work with handicapped people and got a lot of dirty looks from business people who didn't want us there. A time when a woman in charge of C of C looked at us as though we were bugs. Didn't bother to greet us.
- Locals consider part time residents as intruders, sock it to them attitude.
- Managers also are not friendly like us out-of-towners don't count.
- More facelift for downtown Hayward with log siding.
- New Hayward's development leaves lots to be desired. It should be Northwood's. Pine tree landscaping, etc.
- On Main Street decks on stilts look makeshift and trashy. Don't overdo the log theme. It'll date itself and limit creative design. More pine trees entering and leaving Hayward (hwy 63). Hwy 36 has a large billboards (no restriction on size), no trees, unusual speed limits and gives the appearance of "just any town to drive through to get to where you're going." It detracts from the natural beauty of the region. The signs I store front windows about getting a free ride to jail if one shoplifts are uninviting, silly.
- Overall, I think it is good.
- People there are very nice – IGA.
- Please keep the small town atmosphere.
- Quiet, recreational opportunities and beautiful up north scenery is worth the trade off.
- Really like the small town atmosphere and rustic environment, and I strongly believe in supporting the small business establishments.
- Sales personal are paid low wages and generally not friendly.
- Seasonal residents are often denigrated. This sends a very negative message and conveys the message that non-residents are a captive clientele.
- The area could be promoted as an "end destination" for golf, fishing, gambling, etc. in Minn. – St. Paul area.
- The crime rate, the court system is obscene. It's embarrassing. I don't feel

## Appendix B- Comments

safe to walk or bike on many of the roads and don't like my family out at night. I feel at high risk for being robbed a lot of the time.

- The over all beauty of Sawyer Community is natural. Please don't try to change it. Hayward is big enough, if we want big, we will move to Chicago.
- The signs of business as you come into Hayward look tacky. And do the business and community a disservice.
- There is getting to be too much expansion in Hayward.
- Way too many signs, large and obnoxious. Should have better sign ordinance.
- We came to the area because of the natural beauty. There is too much asphalt and not enough plantings, trees, etc. Therefore, it is not appealing to drive on Hwy 63.
- We came to the area because of the natural beauty. There is too much asphalt and not enough plantings, trees, etc. Therefore, it is not appealing to drive on Hwy 63.
- We come for weekends with guests, the weather does not always cooperate.
- We go up to the cabin for peace and quiet. Winter, WI does a nice job.
- We like the smaller town laid back feel of Hayward. We would hate to see it fall prey to the glitzy, fun of the mill trend that seems to be taking away the spirit and character of other popular vacation areas. Do not become too commercial and generic. Keep the variety and charm the beauty.
- We love the quaintness and nostalgic appeal of Hayward, so please don't make it big city or commercialized.
- We think Wal-Mart's and their kind are hurting the overall atmosphere and quality of Hayward.
- Would like to keep the feel of an up-north community without acting too commercialized.
- Yes, Sawyer County record, we discontinued due to their very liberal bias attitude.

### **Business – Negative Comments (33 responses)**

- Dislike Wal-Mart, it caused traffic problems, road costs, etc.
- Do very little shopping
- Don't let the big chains move in.
- Don't like the "chain" stores showing up all over.
- Don't mainstream retail to match major metro areas, keep unique appeal that currently exists!
- Don't want large chains, we like the small town atmosphere
- Fewer t-shirt shops. (2x)

- Get rid of casinos, get rid of Wal-Mart, stay small and personally owned.
- Get rid of Wal-Mart!
- Hayward needs good shopping other than Wal-Mart. Downtown is a dying area and t-shirt shops and a lot of junk. Often difficult to find repair items.
- I don't think we need any more stores.
- I want Hayward of 1965 – I don't give a damn about "shopping." Let's stop buying crap to dump in our landfills and focus on why we came here – TO RELAX!
- I would not like to see any additional stores or restaurants in town.
- Keep out big box stores! More specialty shops.
- Less development
- Local restaurants have average food at best and do not appear clean.
- No decent clothing stores or shoe stores for those of use who live there 6 months or more. T-shirt stores and Wal-Mart dominate the town.
- Not enough competition on services (nobody works on fishing or hunting days) too independent!
- Not shopping.
- Nothing on Shopping.
- Possibly less of the "up North" merchandise, so as not to exclude out of town shoppers.
- There are enough t-shirt and trinket shops.
- To preserve integrity of a shopping community you must keep Wal-Mart out.
- Wal-Mart was not necessary and it takes away from the environment and beauty.
- We do not appreciate the Wal-Mart, etc that have been added to Hayward.
- We do not appreciate the Wal-Mart, etc that have been added to Hayward.
- We do not eat out much since the restaurants do not provide non-smoking places. Most only pay lip service to use it, a corner with 1 or 2 tables next to the smokers. We rarely eat out anymore as we did when we first Hayward area. Main St. in Hayward should be a walking mall during the summer months, hwy 63 to post office. The current situation is ridiculous so we don't go there during the summer.
- We do not want anymore chain stores, restaurants.
- We don't come up to shop! Sorry!
- We never shop at Wal-Mart, never will. It's tragic it was allowed into Hayward.
- Winter shopping and eating out can be tricky on weekends.
- You should avoid having too many cabin furniture stores.

### **Business – Out of Town Shopper (17 responses)**

## Appendix B- Comments

- #5 it's easier to bring some food items from home. We come for the time in the woods and on the lake not for time in the grocery stores.
- Big items such as furniture, boat, etc. we buy in Sawyer city because of convenience of transportation.
- Do most of my shopping in Phillips because it is closest to my home.
- I buy as much as possible away from Wisconsin
- I don't go to Sawyer county to shop, but find what I need in terms of basics (food, liquor, etc)
- I live in St. Paul and my cabin is in extreme SW Sawyer County. Any shopping I do is usually in Washburn or Barron County.
- I often travel to Menards in River Lake
- I travel 100 miles round trip to these stores in Rice Lake throughout the year. I would prefer to spend my money in Sawyer County/Hayward area.
- I'm not moving "up north" for the shopping!
- In fairness to Sawyer count at home we live 0.5 miles from Gander Mountain and 2 miles from Menard's. When visiting winter it is not our desire to travel to Hayward to purchase building supplies or sporting goods.
- Its almost the same distance to Rice Lake as Hayward and family in Rice Lake so that dictates much of our shopping.
- Just like we don't usually mind traveling to go shopping for the more generic stores (like Starbucks, Kohl's, JC Penny's, etc)
- Living in Birchwood, Sawyer co. Most shopping in Rice Lake
- Location of Sawyer county recreation home is 26 miles from Hayward. To shop in Hayward is a long distance to travel and the opposite direction from out permanent residence in Green Bay. We live half of our time in Sawyer County and half in Brown County. It is much easier to shop and prices are much more reasonable in Green Bay, Brown County.
- Quality does not have to be expensive. Wal-Mart hurt the community badly.
- Unless we know ahead of time, we will buy it in Eau Claire or Rice Lake.
- We try to do as much shopping as possible in Stone Lake. We've just learned the grocery store is closing. This will be great loss to us and to the community.
- A better grocery store in Stone Lake is needed desperately. They continue to have expired products on shelf! Disgusting, not clean at all!!! What a poor sight for tourists to see!!!
- All I want is a good hardware store.
- As a non-resident in Sawyer city, we don't spend lots of money shopping. We are enjoying the lake, but we do use the grocery store, hardware store for projects, and specialty stores such as bait shops.
- Biggest need is for quality dining establishments for lunch and dinner.
- Businesses come and go. It's hard to make a living there. We spend money in Hayward whenever we need something.
- Food is becoming very good. Several excellent breakfast areas.
- For an area this size, we think shopping opportunities are very good.
- For the size of Hayward, market place has a great store with much variety of unusual foods.
- Hayward generally has everything that we need or want. Friends or guests go there for the toiletry stuff.
- I also want to commend the businesses for supporting the Hayward, WI hospital which is a gem.
- I am happy with shopping opportunities in Sawyer County. There may be shortcomings but I consider the lack of stores to meet my every need a plus. I come to Hayward because it is NOT a suburban shopping center. If it became that, I would stay here.
- I love going to Hayward to shop. The Angry Minnow Brew Pub was a great addition to the area.
- I think a farmer's market would be a great addition on Friday and Saturday am if economically viable.
- If it wasn't for Wal-Mart in Hayward there would be very little competition, lack of basic product availability and price gouging. We do a lot of shopping at Wal-Mart for basic everyday items. Its 24 hours daily store hours are a plus in a town that basically shuts down around 5:00 or 6:00pm.
- If possible, it would be nice to have better quality clothing stores. Outdoor Ventures is very nice.
- It would be very important to not lose anymore hardware stores or locally owned restaurants!
- Like variety – lots of small shops great – like customer service at Pamida and Marketplace – the coop is ok (not the quality of Marketplace).
- Love Hayward marketplace and foods.

### Business – Positive Comments (55 responses)

- #11 when I'm in Hayward, I buy my groceries at the co-op. I buy my gas there to get back home, I eat out. For me Hayward is fine the way it is.

## Appendix B- Comments

- More artsy places and galleries would be great.
- More local art, smoke free restaurants
- More variety, more clothing
- More variety, more clothing, possibly less of the “up north” merchandise, so as not to exclude out of town shoppers.
- Most local shop owners are individuals who cannot afford to carry large inventories or make big price cuts to “sale” items.
- Need more and better quality eating establishments.
- Shopping for essentials is very good
- Shopping has always been a pleasant experience.
- Shopping in Hayward 1) I have time available that I don’t have at home. 2) have always single handedly helped the economy when I was there. 3) Great variety of shops. I started coming to Hayward in 1962, vacationed yearly, finally bought my place in 1984. Don’t plan on leaving.
- Shopping is more fun (or seems to be) when you have festivals. Like muskyfest and fall festival.
- Thank you Wal-Mart for coming to Hayward.
- The kitchen store, Truly Delicious, is a wonderful addition, friendly staff, helpful and unusual inventory.
- The shopping experience should be consistent with the reason non-residents come to Hayward, unique, product/service offerings; good price value, balanced needs with entertainment, and done in “first rate” way. There is much to learn from cities like Wayzata and Excelsior and Brainerd, MN and Minocqua, WI. Thanks for asking.
- The Winter Co-op has an amazing variety considering the size of the store and the size of the community, and fair prices.
- There is no where to buy items found in dept stores wedding and baby gifts. Better shoes and clothing (not Wal-Mart) personal beauty aids, etc. a Yonkers, Carsons, type would be nice.
- Upscale adult clothing stores.
- Very pleased with marketplace. We were pleasantly surprised to find such a complete, quality grocery store in Hayward. Also, enjoy shopping at the pavilion.
- We appreciate the balanced mix of mainstream retail with local “Northwood’s” retail. Our guests have fun shopping stores that appeal to a wide variety of ages and interests.
- We appreciate the balanced mix of mainstream retail with local “Northwood’s” retail. Our guests have fun shopping stores that appeal to a wide variety of ages and interests. Don’t mainstream retail to match major metro areas.
- We are very involved in the “Main Street” program in our community and own 4 buildings (9 businesses) devoted to retail shops/services. From experience, more upscale retail shops are needed in Hayward. Cost competitive. Also, fine dining, people who visit Hayward are used to, and want it.
- We are willing to put up with lower availability of hours and goods to keep the local stores.
- We buy most groceries in Hayward
- We buy our meats at the meal palace and cook mostly while in Hayward.
- We do a good deal of shopping in Sawyer County (Hayward in particular but with regular dining at “area” restaurants)
- We don’t come to the area to shop, but to get away from development, noise, and clutter.
- We find most everything in Hayward. Do you feel a discount lumber company would help? (Menard’s, Home Depot, Lowe’s)
- We have great shops in Sawyer Co. Wish they would stay more unique and have more fun events within the retail realm (not festivals on the street) theme nights. Come see what you’re missing out on. Bring people in for evening shopping, then out to dinner.
- We have too many discount stores and not enough upscale stores. There are enough tourists to support these upscale stores!
- We like the smaller town shopping.
- We need a Home Depot.
- We need more national chains. Wal-Mart was a great addition. A Home Depot or Menard’s would be a huge improvement.
- We shop in Hayward. The furniture selections are limited and lower quality. The downtown variety stores are good for visitors who come one week a year and get old fast for frequent visitors.
- We try to purchase all our basic needs in Hayward. We did extensive property improvement and used local contractors. We eat in restaurants, shop, and purchase supplies almost each day.
- We used the hospital and were very impressed. Re: shopping, etc. We’d like to see a larger expanded Art in the Park and other such festivals. It keeps people in Hayward.

## Appendix B- Comments

- We usually do grocery shopping in Hayward.
- When we need something for our cabin in Hayward we usually buy it in Hayward.

### **Business – Prices (25 responses)**

- But stores like Farm and Fleet and Menard's offer a wide range of products at competitive prices.
- Gas prices increase 25 cents per gal in 150 miles!
- Grocery stores are way overpriced. Grocery quality is average or just below average.
- Hardware stores very high priced.
- Hayward prices are high. Even at Wal-Mart often \$1 cheaper per item in Minneapolis.
- I always feel like I've been gouged due to a lack of competition.
- I plan my gas purchases so I don't have to buy in Winter. Prices are always high.
- I would love to do more shopping (grocery) in winter but the IGA is so high priced and not very good selection.
- I would purchase fishing supplies and buy a fishing license if I didn't have to pay for a non-resident license.
- If you do find items, they are often times expensive.
- It's pleasant and convenient, but gas is always higher.
- Lower prices on building materials and home supplies.
- More "sale items" on the rack in June, July, August. Punch card system (for example: spend \$100 get a free box of fudge)
- Need to price more competitively with the Twin Cities.
- Other than Wal-Mart in Hayward – prices too high.
- Parking spaces and prices make them non-competitive during summer months.
- Prices are much higher than back home
- Prices too high, meat not very good in taste/variety.
- Sawyer county needs one or two large discount stores.
- Slumberland has an excellent selection, but pricey.
- The prices of groceries, homestead taxes, fuel, and lumber are so high, my husband is considering moving back to Minnesota for our retirement.
- There are some gaps for moderately priced items. For instance we realized we needed an adult pair of snow pants this winter. None at the discount stores and only a \$100 pair downtown.
- We understand the difficulty in operating restaurants in a resort environment/season

visitors but it is probably the biggest amenity that we are lacking. We eat at home all the time because we get good food there! But we would like to eat out more!

- We'd like to shop at a local establishment, but end up doing most of it at Wal-Mart because of price and one stop shopping.
- Winter Co-op, cost of food, too high price.

### **Business – Store Hours/Availability (39 responses)**

- A good example is boat repair. Majority of lake owners are from out of town and most marine type stores close at 2 or 3 on Saturday and are closed on Sunday. Tough to figure that strategy out.
- A pharmacy close would be great.
- Additional clothing stores other than the Northwood's type and other than Wal-Mart such as Kohl's or JC Penny.
- As non-residents, we believe in patronizing local business as much as possible. Convenience, timing often play a role in what we bring vs. what we buy locally. If Stone Lake had more to offer, we would buy more locally.
- Availability of groceries and gasoline is worse than very poor.
- Better restaurants needed at location for playing bridge.
- Clothing stores.
- Consistent hours.
- Could use a larger medical facility (2x)
- Definitely need Toyota/ Honda dealership nearby. Many homeowners have these vehicles and closest place is Twin Cities or Duluth.
- Downtown store hours should be open later at night during the summer months.
- During the summer when we are at the cabin we really need a Target. Also surprised there isn't a good cabin store like Dahl's in Spooner.
- Hard to understand why Main Street businesses and shops and more are closed on Sunday.
- Have stores open into the evening
- Hayward could use a Denny's restaurant
- High end foods are not available
- More clothing/shoe store variety needed. Only choices are Wal-Mart and Pamida.
- More hours for hardware and lumber.
- Need somewhere to buy building supplies on Sundays. (2x)
- Needs a Menard's or Home Depot.
- Needs more upscale dept store like Kohl's or Target. Also a large home repair store like Menard's. Some upscale nightclubs and restaurants like Applebee's or Champs. Also widespread cable TV and high speed internet in rural areas.

## Appendix B- Comments

- Our needs are more than met at Hayward, but cellular coverage is and has been poor. This needs improvement drastically.
- People would shop at night if more stores were open – in the summer.
- Radio needs to work after sundown. The only news on the radio goes down with the sun! Need more CABLE company choices, when someone local says they'll be right out to see you, make it snappy not slow like a turtle.
- Reasonable high-speed Internet, so I can do work at cabin...would spend more time if it were the case.
- Restaurant hours/days open are scattered (seasonal impact) great fish fry's.
- Restaurants open during winter and consistent hours! Difficult near Birchwood area.
- Stone Lake needs a few more shops to make it worth the stop. It needs a better restaurant to draw people into town, not another hamburger place.
- The local lumber yards seem to have little interest in catering to weekend do-it-yourselfers.
- The only real lack seems to be no good quality clothing stores. The closest is Outdoor Ventures, but they only have limited lines. A person would have to go to Eau Claire for this, which is important for year round residence.
- There are businesses such as boat repair, building supplies, recreation equipment, rental and sales that are not open on Sat. afternoons or Sunday obviously they do not care about those of us only there on weekends.
- There isn't much selection for clothes. We need a variety of prices and types.
- We are do-it-yourself home repair/improvement. Lumber yards only open limited hours.
- We are only able to come to Sawyer County on weekends like a lot of people. Many times we find stores closed on Saturday or Sunday or closing early on Sat. and Sun. I have seen a lot of business lost as tourists are frustrated with closed stores.
- We are willing to put up with lower availability of hours and goods to keep the local stores.
- Would love to have larger stores in the area, but lack of population forbids it.
- You do not have any affordable (moderately priced) dining establishments. They jump from fast food/bar to fine dining. Very little in between.

### Government/Taxes (21 responses)

- Also, do not desire re tax to drive us away to Florida!

- Current board is weak therefore townships/towns do their own polices.
- I am a MN resident and we get no break for all we do for WI. No lottery credit, no cheaper hunt/fish license, high property taxes. We were planning to retire at the cabin but are now considering alternatives due to the increase in taxes with no change in services for us.
- I should not be charged "non-resident" fees for hunting and fishing when we pay property taxes and don't use your schools.
- I should not be charged "non-resident" fees for hunting and fishing when we pay property taxes and don't use your schools.
- If I own property I should be able to purchase resident fishing/hunting licenses.
- Keep your real estate taxes down!!! I pay more in Sawyer County than I do on my primary residence which has a value 5 times my Sawyer County home. I use far less services (no school use) and spend a high proportion of my discretionary income in Sawyer County.
- No governmental agency is afraid to tax the non-resident owner who probably owns much of the lake shore property. Taxes are way too high for the benefits that I receive.
- Please do something about the exorbitant property tax rate on cabins. The taxes are much higher than in Minnesota for cabin/seasonal property.
- Property taxes for non-residents should be less. Lake property owners spend plenty of money in the county.
- Property taxes too high. Fisk lie too high we paid more tax than locals, plus fishing license, DNR is driving 4-wheeler to snowmobile out of area with all their friends.
- Recommendation: Sawyer County board needs to embrace all recreation! Then every other township and agency needs to fall in line and embrace it too! Town, DNR, forest service, townships, conservation, WIDOT. Everyone needs to go in the same direction. Presently everyone does their own thing.
- Seasonal residents should receive special consideration and not treated as tourists (property tax payer-taxation with representation – hunting/fishing licenses, etc.)
- Spider Lake township real estate taxes are foolish. They are living in a fantasy land. "I'm here, now no one else comes."
- Taxes within reason, prices over all.
- The DNR should improve trout fishing.
- The fees for hunting and fishing etc are way too high for out of state homeowners.

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- The state of Wisconsin, and specifically the DNR, should consider a license fee structure that does not penalize property owners as greatly as it currently does.
- When you ask questions about our home and our impact on local economy, you do not address or make mention to property taxes. In 2007 we will contribute \$5,500 in property taxes towards funding the infrastructure of Sawyer County. So, please do not over-look the thousands of dollars that non-residents such as ourselves pump into Sawyer County's economy every year in property taxes to fund streets, roads, schools, emergency services, maintenance services, etc. that draw both tourists and those seeking to purchase property to the Hayward area. If in compiling your survey, you only look at the dollars we spend shopping locally, you may see our impact on the local community as minimal, when in fact our contribution is a key contributor to the economic survival of the Hayward area. We travel to our lake home to relax and enjoy nature, so our desire to spend time shopping is minimal. In short when you have few days at the lake, you spend them at the lake.
- Wisconsin spends so much money on DNR, yet the boat ramps are sub-standard (the ones on the small lakes are virtually non-existent).
- You need to focus on the people who live there and what their needs are, but don't tax us out of state or non-residents to pay for it. I can't vote on issues but I'm expected to pay mightily for them. Don't make your problems my problems. At some point the straw that breaks the camel's back will come into play.

### Recreation (9 responses)

- As an aside, we come for the peace of the Northwoods and could care less for the jet skiing and high power boats that seems to be taking over other lakes. We like the quiet lakes theme of our lakes. Members of our family and friends don't mind traveling to other lakes to go tubing, jet skiing, etc.
- ATV's can't even get into/out of Hayward.
- Business owners suffer badly without snowmobile revenue (2006-2007) yet the current board treats snowmobiling like a nuisance.
- Fun parks i.e. Water park perhaps (take on Wisconsin Dells)
- I am concerned with the motorized sports – esp. ATV's – that seem to be more pervasive in Sawyer County. You can't please everyone. Continued growth of

ATV's will cause silent sports enthusiasts to leave eventually.

- Lost Land Lake is one of the only three lakes in the entire state of WI (given its size) with a 10mph speed limit, no water skiing or motor trolling. We come to the lake to escape the noise and the traffic. We treasure the wildlife and abhor the congested party life! Please don't consider changing the law or clearing forestland for campgrounds.
- More modern bike trails and safe road bike zones.
- Recreation (snowmobilers) drives the economy, business restaurant owners will tell you that they get 30% of their annual revenue from Jan, Feb, March snowmobiling. Yet local townships plow snowmobiles to travel on. The townships of Spirls Lake, Lennoof, and Round Lake are all guilty as is the forest service who plows after March 1. Can't anyone wait until March 15?
- There is too much emphasis on the annual Breaketnees ski race. It's operated by volunteers and paid for by sponsors but the race generates very little revenue. (sure some for a week or so) many businesses joke about the skiers coming to eat free pasta and bring their own tea bags for hot water. They change clothes in their car then leave.

### Survey Related (24 responses)

- #4 I am either uncomfortable answering some of these questions or they don't apply.
- #4 no idea, plus I don't have time to figure this out and get this to you on time.
- #8 I'm sorry I haven't filled in more answers but I hate questionnaires. They are so generic and don't really reflect on what is important to me.
- All of the responses are based on the 6 months from July 1-Dec 30. Property was purchased on June 30.
- Checking taxes limits responses, although it makes it easier for tabulators. I'd like more room for comments. I've added here and there.
- I hate surveys.
- I'll answer this absurd questionnaire AFTER you fix the water level in Round Lake. Had I known of the weakness of Sawyer County, I would have not built a \$1 million lake home here!
- No
- Not a good survey form.
- Over 1000 all year round by wife and son, by me whenever I can
- Q3, Didn't buy the house until half way through the year.

## Appendix B- Comments

- Q4-6, Too hard to do, just fine as is.
- Q4l,j,k, \$240,000 over last 2 years – 100%.
- Question #4 is ridiculous! Who in the heck knows? Hours and hours to figure this out!
- Section 4 is impossible to calculate. We spend approximately \$15,000 per year in Hayward, WI.
- Since we just recently purchased our cabin and have been remodeling, we can't have opinions about these questions.
- The items listed in question 4 are fine. They have gotten better over the last 9 years.
- This information is at our cottage. We have no record of this in LaCrosse.
- This survey is far too detailed. It asks for much more information than we're willing to divulge.
- Unimportant to us as we are retired, in our 80s, and questioning health. Looking to sell.
- We are retired and have been in the area about 15 years. This survey is a little too detailed and personally I don't understand how full time residents can afford to live in the area with the taxes, etc.
- We spend about 50-60% on household spending
- Why isn't the spouse part of this survey? Why isn't marital status part of this survey? Exp: married or single.
- Would be nice to have a general overview of the responses noted in the papers.

### Town Issues – Environment (4 responses)

- More evergreens should be seen.
- Need to stop allowing invasion of natural environment by power lines, pipeline and other utilities. It is winning the peace and quiet of our lake areas.
- Please protect the natural environment!!
- Regain green spaces, don't let packing rule the look and abe of the first to design next to the road. Ex: Wal-Mart put it behind the ????

### Town Issues – Roads (6 responses)

- I don't know the street's name, but by McDonald's and KFC there is a (highway) outlet street to Hwy 27. Making left turns onto Hwy27 south is impossible.
- I would definitely improve the parking lot of the Visitors Center (and the building itself). The sign welcoming visitors to Hayward on the corner of the parking lot could be larger.
- The parking downtown is not good.
- The parking lot, as it is now, is not a welcoming venue. When visitors come to the Visitors Center and the parking lot

adjacent to it, they should say "wow" this community really is nice and welcoming.

- There is very poor parking on special weekends like Lumberjack or 4<sup>th</sup> of July. Very poor traffic flow also.
- To have roads black topped instead of increasing our police force.

### Other Comments (20 responses)

- A day will come when we will no longer be around and we hope to pass our lake home on to our children for their enjoyment and the enjoyment of their children. How I pray that the Hayward and Lost Land Lake we know and love, will be the same tomorrow as it is today... for their sake.
- But I would love to see a Y in Hayward offering classes in physical activities as well as classes in knitting, especially for senior citizens.
- Home was residence for 5 years. Remarriage and move to another state. Home now is rental property.
- I am very upset that public radio has curtailed its music – replaced it with more talk- which is repeated 3-4 times. I stopped donating to them because of it.
- I have a summer cottage and use it as a summer cottage only and not a primary home. 1 person, 1 cottage. Seasonal (summer only)
- I try whenever possible to support the businesses in the area.
- It is also heartening to see the business community coming together to help support community events. I know that many businesses make a financial commitment to community causes. It is deeply appreciated. I think donations to community causes represent some of the best public relations that any business can have. We try to support these businesses.
- It is difficult to evaluate Sawyer County in isolation from surrounding communities and counties. Eg. Cable in Bayfield County. Note: we split our time between two residences one of which is in Sawyer County. One adult child lives at the Sawyer County residence and works in Hayward.
- It would be good to significantly raise the profile of the county here in the Twin Cities. Like a better Brainerd of lakes alternative.
- It would be helpful to have trash disposal available Saturday and Sunday from April to at least October 1<sup>st</sup>.
- Need more jobs that pay good.
- Note: I noticed that there is no reference to the LCO Casino. FYI, we go there twice a

## Appendix B- Comments

month just for fun, and spend \$100 limit. They have a very very good buffet at a very very reasonable price. And we see a lot of people we know from the lakes. A floating casino could be a good venture, or an upscale floating restaurant.

- One central web-site, and advertise it with billboards, etc, would be beneficial.
- One day God willing we look forward to retiring to our lake home and becoming Hayward residents, just as many from Illinois and Minnesota have done before us. Please consider in compiling your survey that many non-residents such as ourselves are investing for the future. While we currently only spend a few days a year at the lake and in the town now, we hope to spend many days at the lake and in the town, down the road!
- Our family history of vacationing in the Hayward area goes back 50 years.
- Our home is in Winter.
- Our home is maintained by local people
- Second location closer to Rusk County.
- The home in Winter was purchased for my parents, whom live there presently. My father has passed on, but mom still lives there. You could send this to her. Perhaps she could answer the questionnaire.
- We purchased our lake home on Lost Land Lake February 24, 2006 and it is almost 500 miles from our permanent residence in Illinois. While we could have purchased a vacation home much closer to our permanent residence for a lot less money, we chose Hayward and Lost Land Lake for the many reasons.

**Table 10**

***Employment Status:***

***'Other' Responses (12 responses)***

- Business Owner
- Part Time (2x)
- Self Employed (6x)
- Self-Employed and Dangerous!
- Semi – Retired
- Semi Retired Part Time

***If employed, what is your occupation?***

***'Other' Responses – 72 total responses***

**Agriculture (3 responses)**

- Farm (2x)
- Agriculture

**Business (35 responses)**

- Business
- Business Owner (8x)
- Executive
- Executive Public Company

- Marketing/Internet
- Owner – Biotech/Pharmaceutical
- Owner, International Manufacturer
- Receptionist
- Rental Owner
- Restaurant Owner
- Sales (10x)
- Secretarial
- Self-Employed (4x)
- Shop Owner/Retail
- Store Owner
- VP

**Construction (5 responses)**

- Builder and Developer
- Carpenter
- Home Builder
- Painter
- Self-Employed – Construction

**Financial (10 responses)**

- Accountant
- Bank President/CEO
- Banker
- Clerical
- Financial Advisor
- Investment Banker
- Investment Sales
- Mtg Banker
- Self-Employment Accounting
- Tax Preparer

**Other (19 responses)**

- Artist
- Chiropractic Office
- Consultant (2x)
- Firefighter
- Golf Course Supt.
- Interior Designer
- IT
- Jewelry Design
- Manufacturing
- NSG
- Occupational Therapist (2x)
- Physician
- Professional Education
- Retired (2x)
- Steel Worker
- Teacher