



New Richmond Consumer Survey Report

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Executive Summary

In May 2008, the Survey Research Center mailed questionnaires to 1,116 randomly selected households in New Richmond's 54017 ZIP code. The SRC followed up with post cards and a second mailing to non-respondents. The overall response rate among the households was 38 percent (426 completed questionnaires). With this response rate, the data for the survey should be accurate to within plus or minus 4.7 percent. Further, non-response bias (concern that non-respondents hold consistently different views than those who completed the questionnaire) does not appear to be a concern with this survey. In general, the demographic profile of household survey respondents aligns with the 2000 Census with a few exceptions, which are noted in the report. In short, we expect the sample to accurately represent the opinions of the adult population of the New Richmond area.

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

Purchasing Patterns and Opinions

- A large majority said they shop in New Richmond at least once per week. By comparison, 20 percent shop weekly in Stillwater; 17 percent shop weekly in Hudson; and nine percent shop weekly in Woodbury.
- Fifty-five percent eat out in New Richmond at least weekly.
- Between two-thirds and four-fifths of area consumers shop in New Richmond for their pharmacy purchases (81%), groceries (73%), flowers (69%), auto parts/service (67%), and gifts/cards (67%). Between half and two-thirds of respondents said they purchase the following goods and services in New Richmond: optical goods, farm supplies, cosmetics, lawn/garden, casual dining, automobiles, pets/pet supplies and hardware. However, 17 of the 30 consumer goods and services listed in the survey question were more likely to be purchased out of New Richmond. Consumers said selection and price were more important factors than customer service, hours, or proximity to their workplaces when choosing to shop out of New Richmond. Given the downturn in the economy at the time of this survey, consumers may be placing increasing importance on price as a factor.
- Respondents listed Saturday afternoon (45%), Sunday afternoon (44%), and Saturday morning (39%) as their most frequent shopping times. The strongest preferences for additional store hours were Friday evening, Thursday evening, and longer daytime hours on Saturday. Two-thirds agreed or strongly agreed that independent businesses should stay open past 5 PM.
- More agreed that they like the look and feel of downtown than disagreed, but a third were neutral.
- A large majority agreed or strongly agreed that it is important to support locally-owned businesses.
- Forty-two percent agreed or strongly agreed that customer service in New Richmond is better than other places they shop. Forty percent were neutral.

Restaurants and Dining

- Over half of respondents said they eat out for dinner at least once per week, and more than four in ten eat out for lunch once per week or more. Fewer than one in five eat out for breakfast at least once per week.
- Over half of respondents said they eat at fast food restaurants at least weekly. Four in ten eat at a full-service casual restaurant at least weekly. Respondents eat at fine dining restaurants much less frequently than casual or fast food restaurants.
- Residents said they split the location of their full service casual dining and fast food/drive through visits between New Richmond and other communities. They are more likely to go out of town for fine dining.

Community Events & Leisure Activities

- Fun Fest was the most frequently attended community event (54%). The Park Art Fair, Farmer's Market, House to House Garage Sale, and High School sporting events were the next most frequently attended community events. The Christmas Parade, Asset Carnival, and Oktoberfest were the least frequently attended.
- Over half the respondents indicated they participate in gardening, reading, and traveling as leisure activities. Between 40 and 50 percent participate in fishing, listening to recorded music, cooking, and hunting.

Media Preferences

- New Richmond area residents overwhelmingly said they prefer to use newspapers for information about shopping and entertainment decisions rather than word of mouth, radio, or Internet sources. Among those who use newspapers for making decisions about shopping and entertainment, the St. Paul *Pioneer-Press* and the New Richmond *News* were the most popular.
- Commercial talk radio was the most popular radio format among area residents, but eight formats were closely clustered. Only nine percentage points separated the top rank from the eighth ranked format.

Place of Work

- Nearly seven in ten New Richmond area residents who are in the workforce said they commute to a workplace outside of New Richmond. Forty-four percent commute to Minnesota.

Survey Purpose

The purpose of this survey was to gather information about the purchasing patterns and opinions about retail goods and services among adult residents (“consumers”) in the New Richmond area. The study was sponsored by the New Richmond Area Chamber of Commerce and Visitors Bureau, which chose to work with the Survey Research Center (SRC) at the University of Wisconsin – River Falls to implement the survey.

Survey Methods

In May 2008, the Survey Research Center mailed questionnaires to 1,116 randomly selected households in New Richmond’s 54017 ZIP code. A cover letter asked the respondent to complete the survey and return it in a postage paid envelope to the SRC. After two weeks, the SRC mailed postcards to those from whom we had not received a completed questionnaire. A second questionnaire was sent to remaining non-respondents in June.

The SRC received a total of 426 completed questionnaires for a 38 percent response rate. Based on the 2007 estimated adult population in the 54017 ZIP code (11,616), the data in the consumer survey are expected to be accurate to within plus or minus 4.7 percent with 95 percent confidence.

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

In addition to the numeric data, respondents provided additional written comments, which were compiled by the SRC from the surveys. As appropriate, selected quotes will be used to illustrate these comments. **Appendix B to this report contains the complete compilation of comments.**

Appendix C contains a copy of the survey questionnaire with a quantitative summary of responses by question.

Profile of Respondents

Table 1 summarizes the demographic profile of respondents to the consumer survey. Where comparable data were available from the 2000 Census, they were included to indicate the degree to which the sample represents the underlying adult population in the New Richmond ZIP code.

Table 1. Demographic Profile of Respondents								
Gender	Count	Male	Female					
Sample	415	47%	53%					
Census (18+)	8,728	50%	50%					
Age 18+	Count	Under 25	25-44	45-54	55-64	65+		
Sample	416	1%	39%	26%	18%	16%		
Census	8,728	13%	43%	18%	10%	16%		
Household Size	Count	0	1	2	3	4	5+	
Number Adults	412	-	17%	71%	8%	4%	0%	
Number Children (<18)	403	56%	13%	23%	6%	2%	0%	
Length of Residence in New Richmond	Count	Less than 2 yrs	2 –5 yrs	5.1 – 10 yrs	10.1 – 20 yrs	Over 20 yrs		
Sample	424	4%	23%	17%	14%	42%		
Highest Level of Education	Count	Less than High School	High School Diploma	Some College/ Tech/ Trade School	2-yr. College/ Tech/ Trade School Degree	Bachelor's Degree	Grad. or Prof. Degree	
Sample	420	1%	14%	19%	23%	29%	14%	
Census	7,656	11%	40%	23%	9%	12%	5%	
Annual Household Income	Count	<\$25,000	\$25-\$34,999	\$35-\$49,999	\$50-\$74,999	\$75-\$99,999	\$100-\$149,999	>\$150,000
Sample	389	5%	7%	13%	29%	23%	19%	5%
Census ¹	4,563	21%	11%	21%	24%	13%	8%	2%
¹ 1999 data not inflation adjusted								
Census data from US Census Bureau American Factfinder: http://factfinder.census.gov/								

The sample had a smaller proportion of young adults between the ages 18 and 24 than the overall adult population. There were the same percentage of respondents in the 25 to 44 age group and the 65+ age group as in the Census data. The sample contained more respondents between the ages of 45 to 64 than would have been expected.

The sample had higher levels of formal education than the overall population. Two-thirds of the sample had at least a two-year college degree, compared to 26 percent of the adults in the 2000 census.

The length of residence data indicated that the New Richmond area has a mixture of long time residents and relative newcomers; more than four in ten have lived in New Richmond for at least twenty years. At the same time, the recent growth in New Richmond was reflected in the fact that more than a fourth of respondents have lived in New Richmond for five years or less.

Not surprisingly, given the higher than expected numbers of respondents with college degrees, household incomes among the sample were somewhat higher than would have been expected when compared to the 1999 income data as reported in the 2000 Census. However, Census income data is now nine years old and household incomes in the New Richmond area are probably higher today due to economic growth and inflation. Recent household income data are not available for smaller communities; thus, it is not possible to make a direct comparison between the data in the sample and current income levels. However, the median household income according to the 2000 census for the state of Wisconsin was \$43,791 but had risen by 34% to \$58,647 by 2005.¹

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

In short, because non-response bias does not appear to be an issue and because the demographic profile of the sample aligns reasonably well with data from the Census, the SRC feels the results summarized in this document accurately reflect the shopping preferences of New Richmond area consumers as of the spring of 2008.

Purchasing Patterns & Opinions

The first group of questions in the survey asked respondents a series of questions about their purchasing patterns and preferences. Respondents were asked how often they shopped in New Richmond (downtown and other shopping areas in New Richmond) as well as Stillwater, Hudson and Woodbury. The results are shown in Table 2. New Richmond was the primary shopping destination for area residents. Two-thirds of respondents said they shop at non-downtown locations in New Richmond at least weekly. They shop much less frequently in downtown New Richmond; one in four residents shop downtown weekly, and one in three said they rarely shop downtown. Significant proportions of New Richmond area residents reported that they shop in Stillwater, Hudson, and Woodbury, although to a lesser extent than in New Richmond. Thirty eight percent said they shop at least every two weeks in Stillwater, and 37 percent shop at least every two weeks in Hudson. About one in five said they shop in Woodbury at least every two weeks.

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

Table 2. Indicate how often you shop at the following:					
	Once per Week	Every 2 Weeks	Once a Month	Every 6 Months	Rarely
New Richmond-Other	66%	12%	13%	3%	6%
New Richmond-Downtown	25%	10%	20%	11%	33%
Stillwater	20%	18%	31%	13%	18%
Hudson	17%	20%	35%	12%	16%
Woodbury	9%	15%	30%	14%	32%

Differences among the various demographic groups were mostly related to the frequency of shopping in Woodbury.

- Respondents age 45 and older shopped less frequently in Woodbury.
- Single-adult households shopped less frequently in Woodbury.
- Households with children shopped more frequently in Woodbury.
- Respondents who have lived in New Richmond ten years or less were more likely to shop in Woodbury.
- Residents employed outside of New Richmond shopped more frequently in Woodbury.
- Households with annual income above \$50,000 shopped more frequently in Woodbury, Hudson, and Stillwater.

Respondents were given a list of seven typical consumer activities and were asked to indicate how frequently they did each activity in New Richmond. The results are shown in Table 3. Among the activities listed, shopping was the most frequent. Slightly more than half the respondents said they shop in New Richmond two to four times per week; seven percent said they shop in New Richmond five times per week. An additional 28 percent of area residents said they shop in New Richmond once per week. Thus, 88 percent said they shop in New Richmond at least once per week. The SRC compared this to the data in Table 1, in which 25 percent said they shopped in downtown once per week and 66 percent said they shopped in non-downtown locations once per week. In order to make this comparison we eliminated the duplicate responses of those who said they shop weekly in both places (downtown New Richmond and other New Richmond locations). The resulting calculation indicates that 73 percent said they shop weekly in either downtown or other business areas of New Richmond. This is somewhat less than the 88 percent who said they shop at least weekly in New Richmond as shown in Table 2.

When asked how frequently they eat out in New Richmond, over half said they eat out in New Richmond at least once per week. One in six said they eat out in New Richmond at least twice per week.

The SRC examined the factors that are associated with the frequency of shopping and eating out in New Richmond. Those residents who said that customer service is better on average in New Richmond reported they shop more frequently and eat out more frequently in New Richmond. More frequent shopping in New Richmond was also associated with the total number of community events a respondent said they attended, which may be measure of the level of their community involvement. Those who dine more frequently in New Richmond were also more likely to agree or strongly agree that it is important to shop locally. As we will see later in this

report, customer service is not a primary factor that induces residents to shop or dine outside of New Richmond (selection and price are stronger influences). On the other hand, this analysis indicates that a belief that customer service is better in New Richmond does draw residents to shop and dine in the city.

About half of residents reported that they visit a financial institution in New Richmond at least weekly, but more than one in four said they do so rarely.

Visits for personal care and health care in New Richmond were less frequent. The largest portions said they received personal care in New Richmond once per month (42%) or every few months (32%). The most common frequencies of obtaining health care in New Richmond were every few months (52%) or rarely (36%).

Area residents reported they infrequently sought live entertainment or utilized professional services in New Richmond. Three-fourths said they rarely attend live entertainment activities in New Richmond, and more than nine in ten said they rarely utilize professional services in the city.

Responses to this question were consistent among the various demographic groups.

Table 3. How often do you do the following in New Richmond?						
	5 or More Times/Wk	2-4 Times/Wk	Once a Week	Once a Month	Every few Months	Rarely
Shop	7%	53%	28%	7%	1%	3%
Eat out	2%	15%	38%	24%	10%	12%
Visit a financial institution	1%	7%	41%	18%	7%	27%
Obtain personal care (e.g. Barber)	0%	0%	1%	42%	32%	25%
Visit a health care provider (e.g. Doctor, Dentist)	0%	0%	2%	9%	52%	36%
Enjoy live entertainment	0%	0%	1%	8%	14%	76%
Utilize professional services (e.g. Lawyer)	0%	0%	0%	1%	6%	93%

Respondents were given a list of 30 products and services and asked if they primarily purchase each in New Richmond, and if not, why they make their purchases elsewhere. As shown in Table 4, the items with the highest proportion of local purchasing were for pharmacies, grocery stores, florists, automotive parts/service, and gifts/cards. In particular, 81 percent of New Richmond consumers said they make their pharmacy purchases locally. Grocery stores were not far behind, with 73 percent. About two-thirds of respondents said they use local merchants for their purchases of flowers, automotive parts/service, and gifts/cards. In addition, at least half of respondents said they primarily shop in New Richmond for optical goods (57%), farm supplies (56%), cosmetics (56%), lawn/garden (55%), casual dining (55%), automobiles (53%), pets/pet supplies (53%), and hardware (52%).

Table 4. Indicate If You Primarily Shop In the New Richmond Area. If Not, Indicate Why You Shop Elsewhere.

	I <u>primarily</u> shop in New Richmond	I <u>primarily</u> shop ELSEWHERE in the region because of:					I <u>primarily</u> shop Online and Catalogs
		Selection	Service	Price	Hours	Proximity to Work Place	
Pharmacy	81%	2%	1%	5%	1%	8%	3%
Grocery	73%	12%	0%	10%	0%	5%	0%
Flowers	69%	12%	1%	9%	0%	5%	5%
Auto parts & service	67%	4%	8%	10%	1%	10%	0%
Gifts/Cards	67%	17%	0%	7%	1%	6%	1%
Optical goods	57%	13%	7%	16%	1%	5%	1%
Farm supplies	56%	18%	0%	20%	1%	5%	1%
Cosmetics	56%	22%	2%	11%	0%	3%	7%
Lawn and garden	55%	19%	0%	23%	1%	3%	0%
Dining – casual	55%	37%	2%	2%	1%	2%	N/A
Automobiles	53%	16%	4%	23%	0%	4%	1%
Pets & Pet supplies	53%	21%	1%	21%	0%	3%	1%
Hardware	52%	21%	1%	22%	1%	3%	0%
Large appliances	47%	17%	1%	31%	1%	2%	1%
Toys	47%	29%	0%	18%	0%	4%	2%
Small appliances	41%	26%	0%	27%	1%	4%	1%
Craft/Art supplies	40%	39%	0%	13%	0%	4%	3%
Office supplies	40%	29%	0%	20%	0%	7%	4%
Jewelry	30%	39%	2%	23%	1%	3%	3%
Electronics	22%	33%	0%	37%	0%	4%	3%
Recorded music	22%	39%	0%	13%	0%	2%	24%
Children’s clothing	18%	59%	0%	17%	0%	3%	2%
Live entertainment	18%	74%	1%	4%	0%	3%	N/A
Books	17%	54%	0%	10%	1%	3%	15%
Sporting goods	15%	59%	0%	21%	0%	3%	2%
Dining – fine	15%	72%	5%	5%	1%	2%	N/A
Men’s clothing	13%	61%	0%	17%	1%	3%	6%
Building materials	12%	27%	2%	52%	3%	5%	0%
Women's clothing	10%	66%	0%	15%	0%	3%	5%
Home furnishings	8%	52%	1%	33%	1%	4%	1%

However, these 13 categories for which a majority of purchases are made locally represent 43 percent of the total number of consumer items and services on the list. Thus, the majority of the 30 items on the list were more likely to be purchased out of town. Products and services for which less than 25 percent are purchased locally include electronics (22%), recorded music

(22%), children's clothing (18%), live entertainment (18%), books (17%), sporting goods (15%), fine dining (15%), men's clothing (13%), building materials (12%), women's clothing (10%), and home furnishings (8%).

New Richmond consumers said that selection and price were more important than service, hours, or proximity to work as factors motivating them to shop out of town. Selection was cited more frequently than price on 17 of the 30 items, while price was more important on 10 items. Price and selection were equally important for three items.

The items for which selection was a stronger factor often include those for which consumers' decision making is guided by preferences according to individual taste/style or particular brand names, e.g., clothing, jewelry, cosmetics, gifts, restaurants, toys, crafts/art supplies, and home furnishings. In contrast, the items for which price is a stronger factor tend to include generic consumer goods where selection is less important, e.g., building materials, large appliances, and automotive parts/service or relatively big ticket items (automobiles) for which, once a model preference is determined, price becomes the deciding factor in terms of where it will be purchased.

Among the 11 products and services for which less than 25 percent are purchased locally, selection was a more important factor than price for all but electronics and building materials. Since selection was the important motivator for several consumer items to be purchased out of town, New Richmond merchants may wish to examine the feasibility of expanding their product selection, especially for those items for which selection is an especially important factor for area consumers.

It is important to note that the lower ranking for price, quality, service, and hours does not mean that these factors are unimportant to the consumer. They still may be important, but not quite as important as selection in the decision-making process for New Richmond consumers.

Online shopping appears to have made inroads in the purchase of recorded music (24%) and books (15%)

Taken as a whole, the response pattern in this question can be seen as a glass half full or a glass half empty. The glass half empty view would focus on the substantial "leakage" of consumer spending to non-local retailers. In particular, there are a number of potentially "big ticket" items that are primarily purchased outside of New Richmond (large appliances, home furnishings, building materials, jewelry, electronics). The data in Table 2 suggests much of this purchasing leakage is going to businesses in Stillwater, Hudson, and Woodbury. This issue certainly is not unique to New Richmond; it is a challenge facing many communities within driving distance of places that offer a larger array of shopping opportunities.

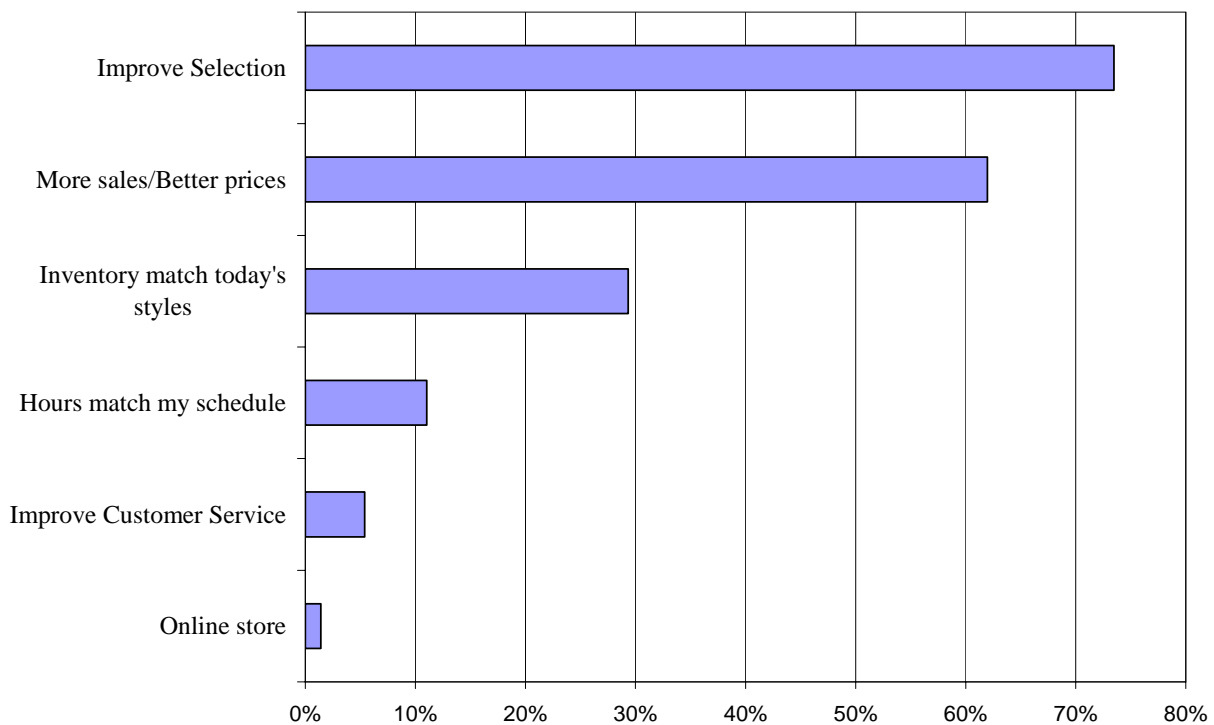
The glass half-full view would focus on the fact that the items that make up the bulk of the typical family budget and are purchased very regularly (e.g., groceries, pharmaceuticals, automobiles and automotive services) are mainly purchased in New Richmond. Further, many of the big ticket items noted in the glass half-empty scenario are goods that are purchased irregularly (e.g., most consumers would hope that their new washing machine will last for a decade or more).

- Respondents age 45 and above and those who've lived in New Richmond for at least 10 years were more likely to purchase large appliances and jewelry in New Richmond.
- Younger respondents (less than age 45) were more likely to purchase recorded music online.
- A higher percentage of households with children said they purchased their art/craft supplies in New Richmond.
- Residents who are employed in New Richmond said they were more likely to purchase the following items in New Richmond: appliances (large and small), electronics, pharmacy items, jewelry, flowers, and full service fine dining.
- A higher proportion of households with incomes below \$50,000 said they purchase their groceries and office supplies in New Richmond.

The relative importance of selection and price as primary motivating factors was confirmed in a separate question that asked respondents to choose the top two factors that would motivate them to shop in New Richmond. As shown in Figure 1, selection and more sales/better prices were dominating factors, chosen by 73 percent and 62 percent respectively. Other factors such as inventory that matches current styles, store hours, customer service, and the option of online shopping were significantly less important.

It is worth noting that this survey was conducted during a time of economic uncertainty with inflationary pressures on many consumer items, rising energy costs, declining stock market values, job layoffs, and increasing home foreclosures. Some of the price sensitivity in the responses may be reflecting concerns resulting from these larger economic factors at the time of the survey.

Figure 1. Motivation to Purchase in New Richmond



- Women were more likely to have included inventory that matches current styles and more sales/better prices in their top two choices.
- Respondents from households with less than \$50,000 annual income were more likely to have included more sales/better prices in their top two choices.
- A higher proportion of respondents from households with more than \$50,000 annual income included improved selection among their top two choices.

The SRC asked New Richmond consumers to identify the typical day of the week and the times of the day when they shop. The summary is shown in Table 5. Saturday and Sunday afternoons were in a virtual tie for the most popular times, with 45 percent and 44 percent respectively. Saturday morning was nearly as popular (39%).

Weekday afternoons and evenings were the next most common times, but were somewhat less popular than the most frequently cited times on Saturday or Sunday. Among the weekday afternoon and evening times, there were relatively minor variations regarding the particular days of the week and times of day, ranging between 26 percent (Monday afternoon) and 33 percent (Friday afternoon).

Weekday mornings and Saturday and Sunday evenings were the least popular times for shopping, ranging from 19 percent (Monday morning) to 10 percent (Sunday evening).

Table 5. When do you typically shop on each of the following days?							
	Mon.	Tues.	Wed.	Thur.	Fri.	Sat.	Sun.
8 am – 12 pm	19%	19%	16%	15%	14%	39%	27%
12 pm - 6 pm	26%	30%	30%	32%	33%	45%	44%
After 6 pm	27%	28%	30%	31%	32%	12%	10%

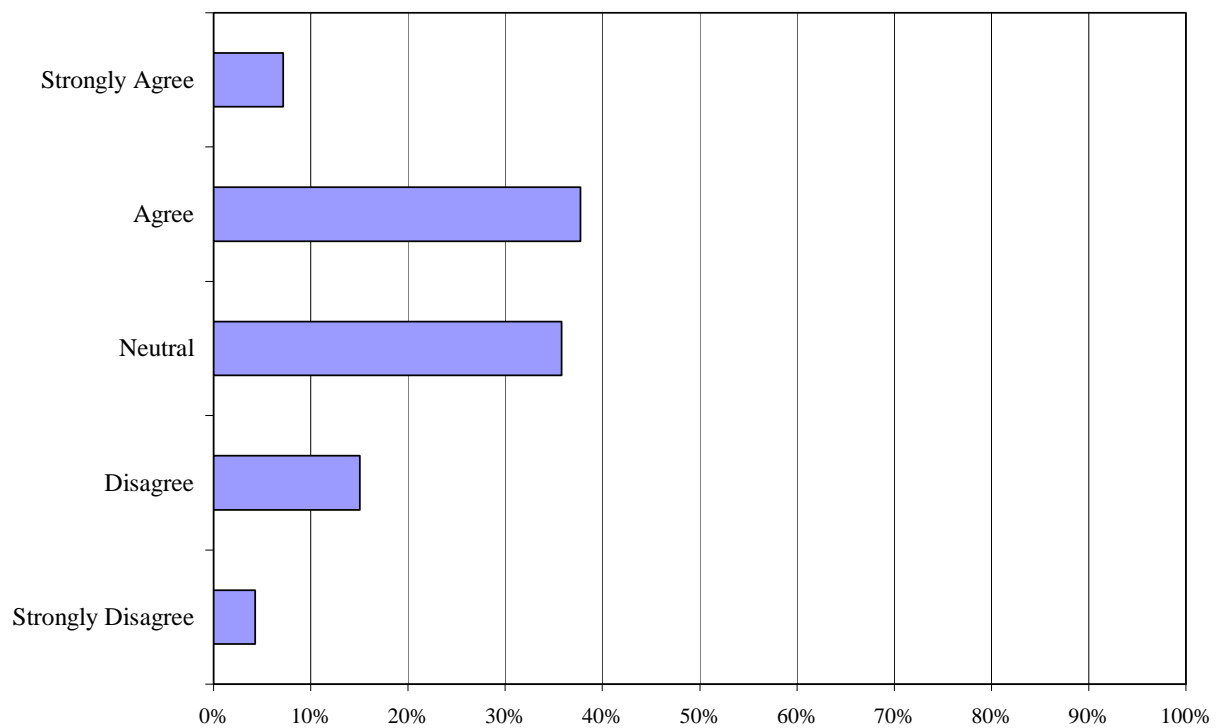
- Households with children were more likely to shop on Saturday afternoon, Sunday afternoon and weekday evenings.
- Respondents less than age 45 were more likely to shop on Saturday afternoon and weekday evenings.
- Respondents who have lived in the New Richmond area ten years or less were more likely to shop on Sunday morning, Saturday afternoon, and weekday evenings.
- Residents employed outside of New Richmond were more likely to shop on Saturday afternoon, Sunday afternoon, Tuesday evening, Wednesday evening, and Thursday evening.
- Households with over \$50,000 annual income were more likely to shop on Saturday afternoon and Sunday afternoon.

New Richmond area residents were asked to indicate their preference for extended store hours in the city. Table 6 indicates the strongest preference was for extended hours on Friday evening (47%). Thursday evening and longer Saturday daytime hours tied for second (42%). There was a moderate level of interest for evening hours Monday through Wednesday, ranging from 36 percent to 38 percent. Early morning hours on any day of the week had noticeably lower levels of interest, as did Sunday evening hours.

Table 6. Preferences for Extended Store Hours							
	Mon.	Tues.	Wed.	Thur.	Fri.	Sat.	Sun.
Early morning hours	14%	12%	10%	11%	12%	18%	13%
Evening hours	36%	37%	38%	42%	47%	28%	20%
Weekend days	-	-	-	-	-	42%	35%

- Respondents less than age 45 were more likely to favor evening hours on any day.
- Households with two adults were more likely to favor Saturday or Sunday evenings.
- Households with children had a stronger preference for weekday evenings, Monday through Thursday.
- Commuters were more likely to favor Tuesday evening.
- Households with income above \$50,000 were more likely to have chosen weekday evenings, Monday through Thursday.

Figure 2. I like the Look and Feel of Downtown New Richmond



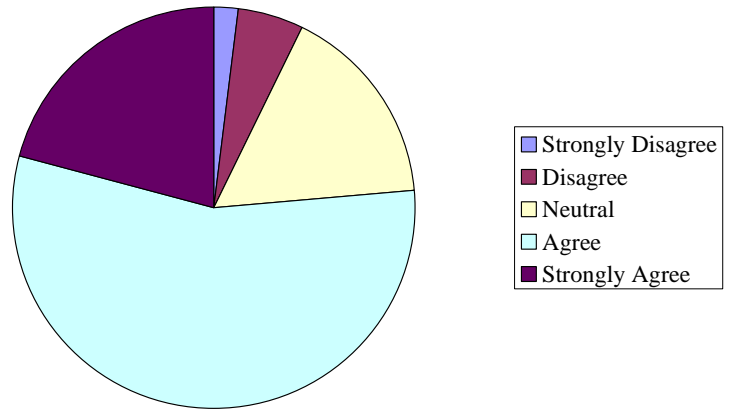
When asked if they like the look and feel of downtown New Richmond, more agreed (38%) or strongly agreed (7%) than disagreed (15%) or strongly disagreed (4%), but 36 percent were neutral (see Figure 2). There were no substantial differences of opinion among the various demographic groups.

As shown in Figure 3, a large majority of New Richmond area residents said they believe it is important to buy products and services locally. Twenty-one percent strongly agreed with this statement and 56 percent agreed. Fewer than one in ten said they disagreed (5%) or strongly disagreed (2%). The proportion of neutral responses (17%) was smaller than the previous question.

As reported earlier, a majority of many retail products and services are purchased outside of New Richmond (see Table 4) despite the opinion held by a majority of New Richmond area residents regarding the importance of making local purchases. Based on the data in Table 4 and Figure 1, the desire for more selection and lower prices appears to trump the importance of buying locally in many instances. The following comment is an expression of the mixed feelings regarding where to shop.

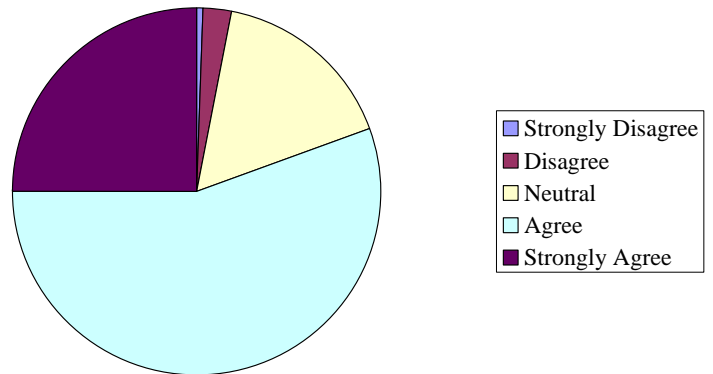
“I really like New Richmond, but I believe there is not enough variety or selection of brands that I regularly purchase.”

Figure 3. Important to Buy Locally



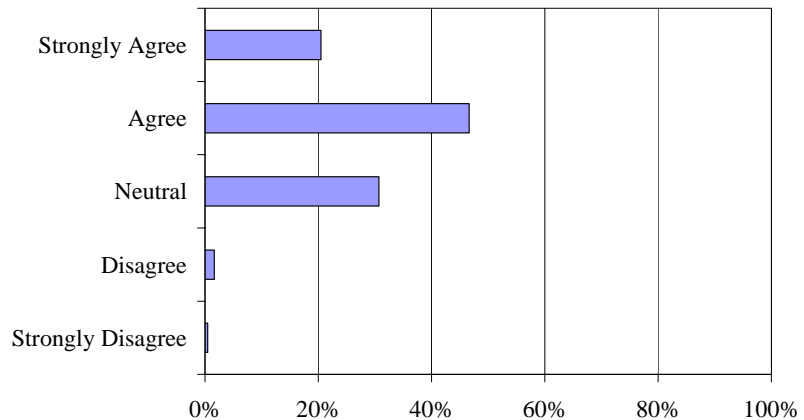
In proportions similar to the previous question, a large majority of respondents said they believe in supporting businesses owned by local people (see Figure 4). Twenty-five percent strongly agreed and 56 percent agreed. Three percent disagreed and none strongly disagreed. Sixteen percent were neutral. Opinions about supporting locally-owned businesses were similar across the demographic groups.

Figure 4. I Believe in Supporting Locally Owned Businesses



When asked if they agree that independent businesses should stay open past 5 PM, two-thirds of area residents agreed (47%) or strongly agreed (20%). There was little disagreement; only two percent said they disagreed and none strongly disagreed. However, a relatively large proportion (31%) of responses was neutral (see Figure 5). There were no

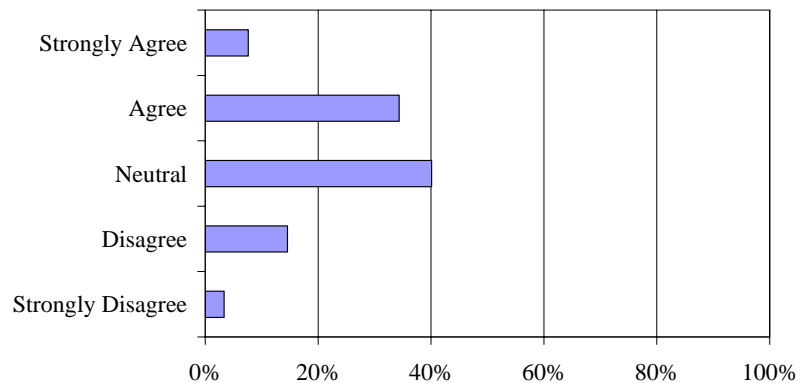
Figure 5. Independent Businesses Should Stay Open Past 5 P.M.



substantial differences in the response patterns among the various demographic groups. However, just because consumers say they'd like businesses to remain open for more hours, it doesn't necessarily follow that they will increase their shopping at those times.

When asked if average customer service in New Richmond is better than other places, as shown in Figure 6, the largest proportion of responses were in the neutral category (40%). Among the remaining 60 percent, more than twice as many agreed (8%) or strongly agreed (34%) that customer service is better in New Richmond than disagreed (15%) or strongly disagreed (3%). Again, there were no substantial differences among the various demographic groups.

Figure 6. Compared to Other Places I Shop, Customer Service in New Richmond Is, on Average, Better



Restaurants and Dining

The next three questions asked consumers about their patterns and opinions regarding eating meals away from home. The initial question asked how frequently the respondent eats out for each of the three daily meals. The results are shown in Table 7. New Richmond area residents are most likely to go out to eat for dinner. Over half the respondents said they eat out for dinner at least once per week. Another quarter of respondents go out for dinner once per month.

New Richmond residents also have lunch at a restaurant fairly frequently. More than 40 percent of residents said they eat lunch away from home at least weekly and another one in five said they eat lunch away from home once per month.

On the other hand, respondents were much less likely to say they eat breakfast away from home. The largest proportion of responses was in the “rarely” category (44%). Fewer than 20 percent said they go out for breakfast at least once per week.

Table 7. How often do you eat out?						
	5 or more times/week	2-4 times per week	Once a Week	Once a Month	Every few months	Rarely
Breakfast	2%	3%	14%	24%	14%	44%
Lunch	2%	15%	24%	22%	14%	22%
Dinner	1%	15%	38%	26%	10%	10%

- Women were more likely to go out for lunch.
- Respondents who have lived in the New Richmond area fewer than 10 years were more likely to go out for dinner.
- Residents who have a four year college or graduate degree are more likely to go out for dinner.

- A higher proportion of respondents from households with over \$50,000 annual income said they go out for dinner.

The second question in this group asked how often New Richmond area consumers eat at three types of restaurants: full-service fine dining, full-service casual, and fast food/drive through. As shown in Table 8, more than 40 percent of New Richmond residents said that they “rarely” go to a full service-fine dining restaurant (43%). One in four go out for fine dining every few months, while one in five eat at fine dining restaurants monthly.

The frequency of visits to casual full-service restaurants and fast food/drive through restaurants were noticeably higher than for fine dining. About 44 percent of residents said they visit casual full-service restaurants at least weekly, and 54 percent said they eat at fast food/drive through restaurants at least weekly. Although fast food/drive through restaurants had the highest overall frequency of use, respondents were more likely to have said they rarely visit a fast food restaurant (19%) than to rarely visit a casual full-service establishment (7%).

Table 8. How often do you eat at the following types of restaurants?						
	5 or more times/week	2-4 times per week	Once a Week	Once a Month	Every few months	Rarely
Full Service-Fine Dining	0%	2%	11%	19%	26%	43%
Full Service-Casual	1%	14%	30%	33%	15%	7%
Fast Food/Drive Thru	0%	16%	38%	19%	9%	19%

- Those younger than age 45 and those with children ate at fast food/drive through restaurants more frequently.
- Households with income above \$50,000 reported they eat more frequently at casual full service restaurants.

The last question on this topic asked respondents how frequently they dine in New Richmond at each of the three basic types of restaurants. The results are shown in Table 9.

New Richmond area residents said they are much more likely to go out of town when eating at a fine dining restaurant. When visiting a fine dining restaurant, fifteen percent said they eat in New Richmond more than half the time. More than three-fourths said they choose fine dining restaurants in New Richmond less than 25 percent of the time.

Residents said they split the location of their full service-casual dining and fast food/drive through visits between New Richmond and other communities. Slightly more than half of area residents said they choose a New Richmond restaurant for full service casual dining and fast food/drive through at least half the time.

Table 9. When you or your family go out for dinner how often do you dine in New Richmond at the following restaurant type?						
	Less than ¼ of time	Less than ½ of time	About ½ the time	More than ½ of time	More than ¾ of time	Always
Full Service-Fine Dining	77%	7%	8%	3%	2%	2%
Full Service-Casual	29%	16%	26%	12%	12%	4%
Fast Food/Drive Thru	33%	16%	19%	11%	18%	4%

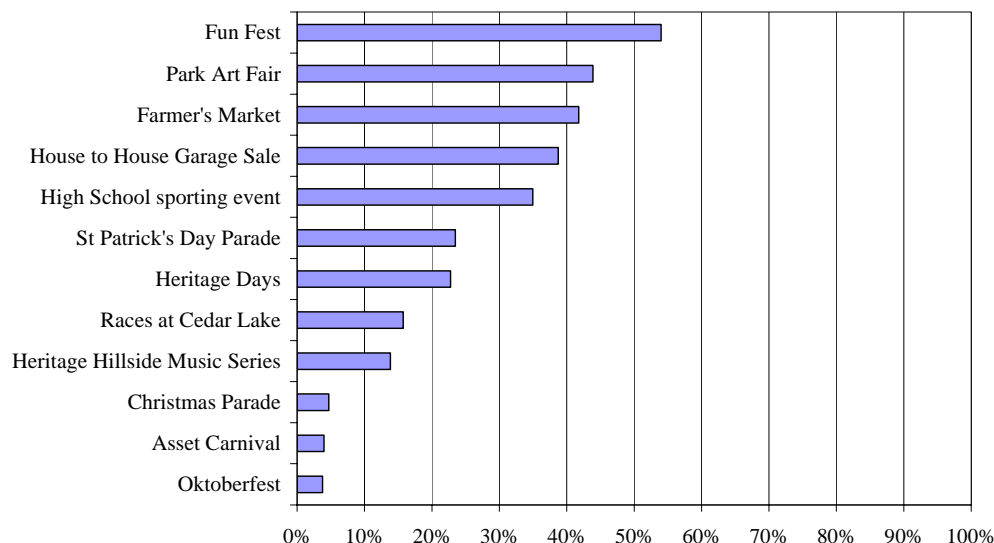
- Single adult households said they are more likely to choose a fine dining restaurant in New Richmond.
- Households with children said they eat at New Richmond fast food restaurants more frequently.
- Respondents who are employed in New Richmond said they more frequently choose a New Richmond restaurant for fine dining. Those who are employed outside of New Richmond were more likely to choose a casual restaurant that is located outside of New Richmond.

Community Events and Leisure Activities

Consumers were asked to identify which of the several community events they had attended during the past year. As shown in Figure 7, Fun Fest was the most popular community event on the list and was attended by 54 percent of respondents. Next there was a group of four events with attendance ranging between 44 and 35 percent. At the top of this group was the Park Art Fair, which was followed by the Farmer’s Market, House to House Garage Sale, and High School sporting events.

The St. Patrick’s Day Parade and Heritage Days each attracted 22 percent of area residents. Races at Cedar Lake Speedway and the Heritage Hillside Music series were attended by 16 percent and 14 percent respectively. Fewer than five percent of area residents said they attended the Christmas Parade, Asset Carnival, and Oktoberfest.

Figure 7. Community Events Attended in Past 12 Months



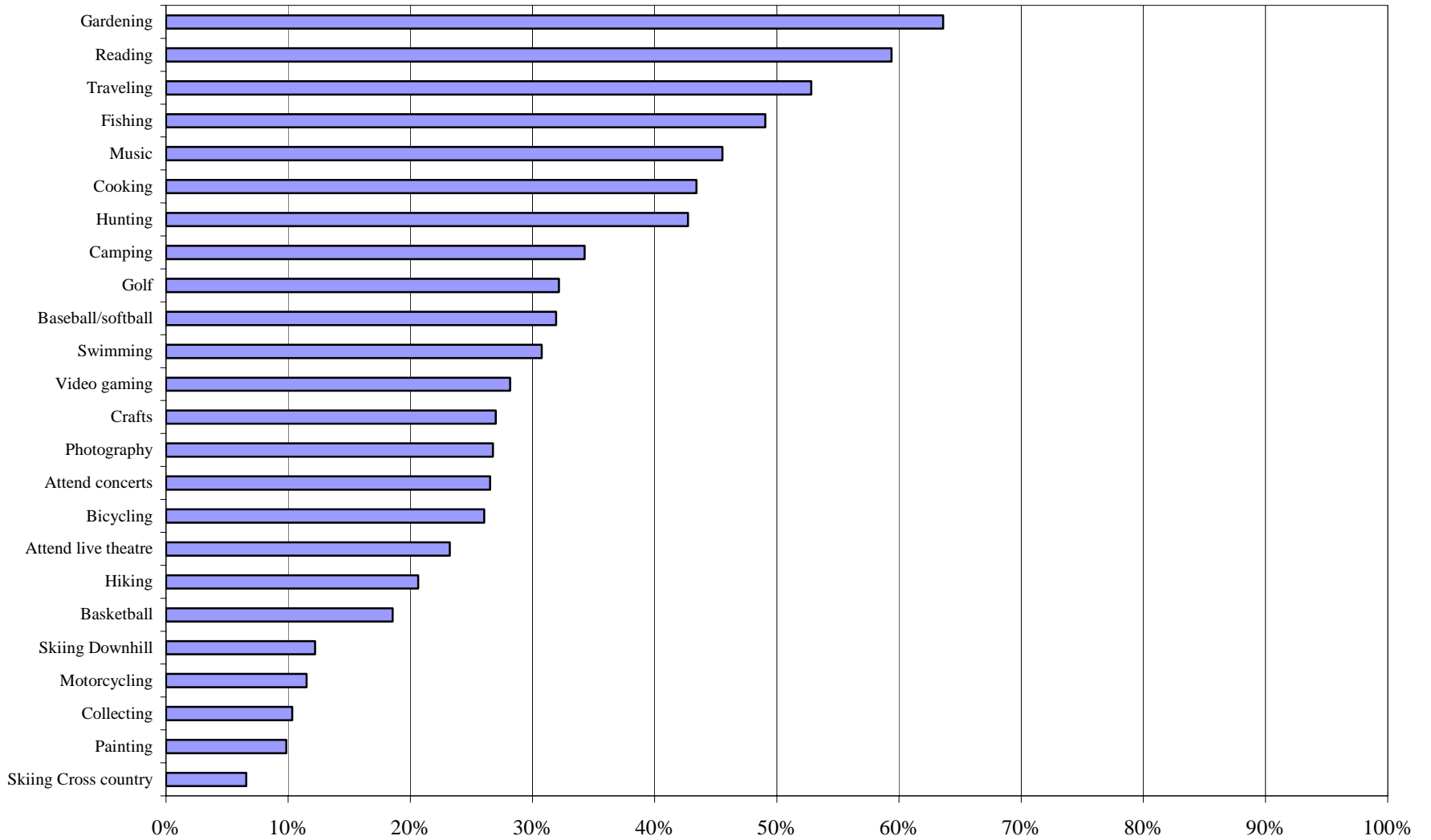
Respondents were next asked to indicate the types of leisure activities in which members of their household participate. The results are shown in Figure 8. Three leisure activities had over 50 percent of households participating. Gardening was at the top, with 62 percent. Other leisure activities with over 50 percent participation include reading (59%) and traveling (53%).

Between 40 and 50 percent of households said they participate in fishing, listening to recorded music, cooking, and hunting. Between 30 percent and 40 percent said they participate in swimming, baseball/softball, golf, and camping. Farther down the list with 19 to 30 percent participation were basketball, hiking, live theater, bicycling, concerts, photography, crafts, and video gaming.

Least popular leisure activities among New Richmond area residents were skiing (downhill and cross-country), motorcycling, collecting, and painting.

- Younger respondents (less than 45 years old) were more likely to have household members participate in baseball/softball, camping, golf, video gaming, swimming, and hunting.
- Single adult households were less likely to be gardeners.
- Households with children living at home had higher participation rates in basketball, video gaming, and swimming.
- Residents employed in New Richmond were more likely to participate in baseball/softball.
- Households with annual income above \$50,000 were more likely to have participants in golf, video gaming, and traveling.

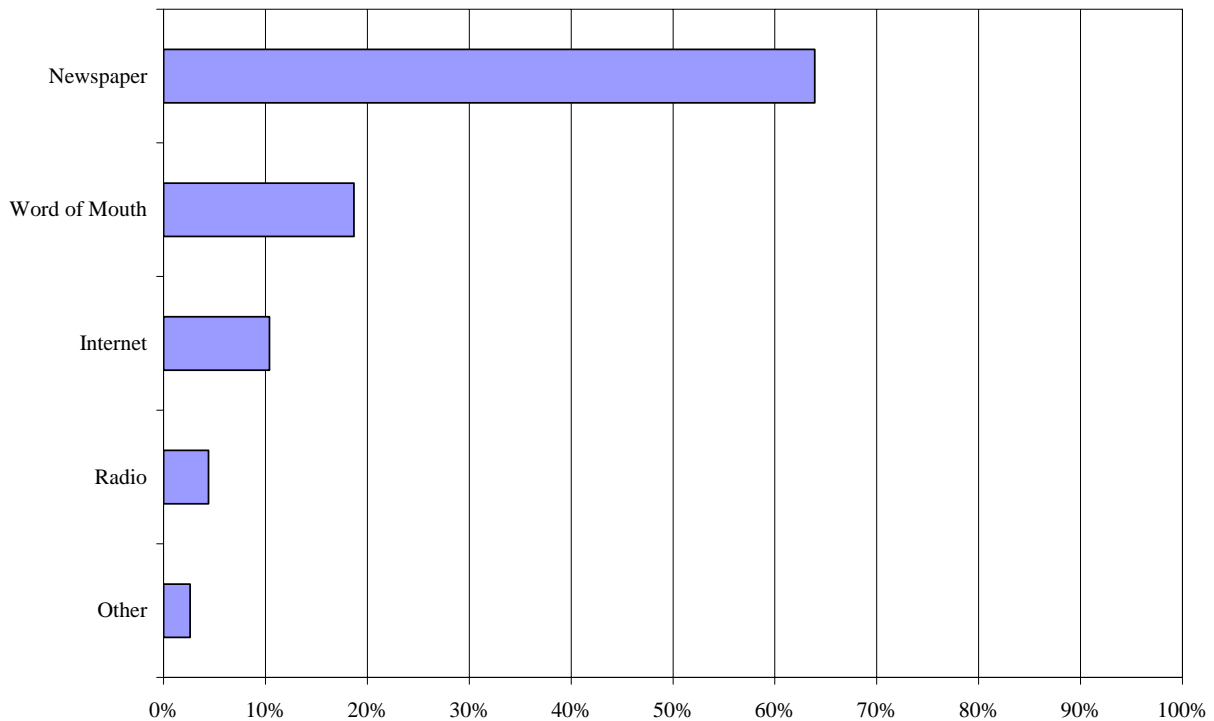
Figure 8. Leisure Activities



Media Preferences

When asked which advertising medium they most frequently use to make shopping and entertainment decisions, New Richmond area residents indicated a strong preference for newspapers, with nearly two-thirds preferring this medium. Word of mouth was a distant second (19%). Radio (5%) and Internet (10%) appeal to relatively few people as a source of shopping and entertainment information. (See Figure 9).

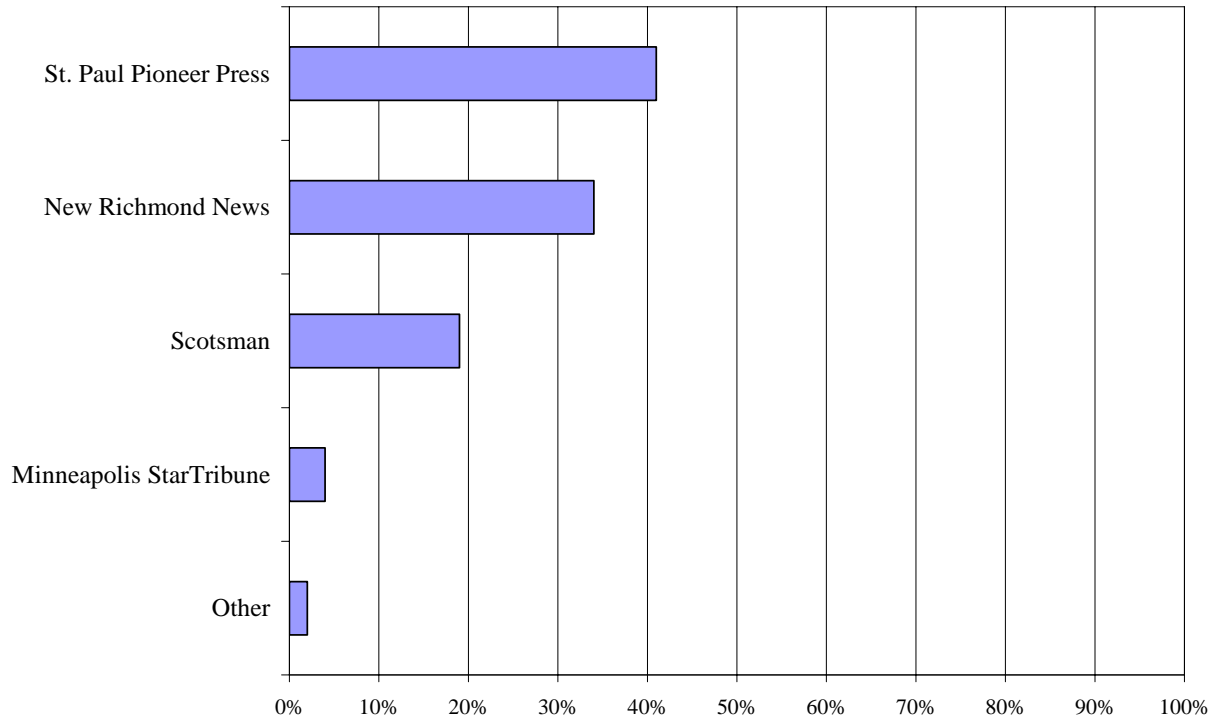
Figure 9. Preferred Advertising Medium



- Newspapers were preferred more strongly by residents who are age 45 and older.
- A higher percentage of respondents less than 45 years of age preferred word of mouth or the Internet.
- Residents with children living at home were more likely to rely on word of mouth.

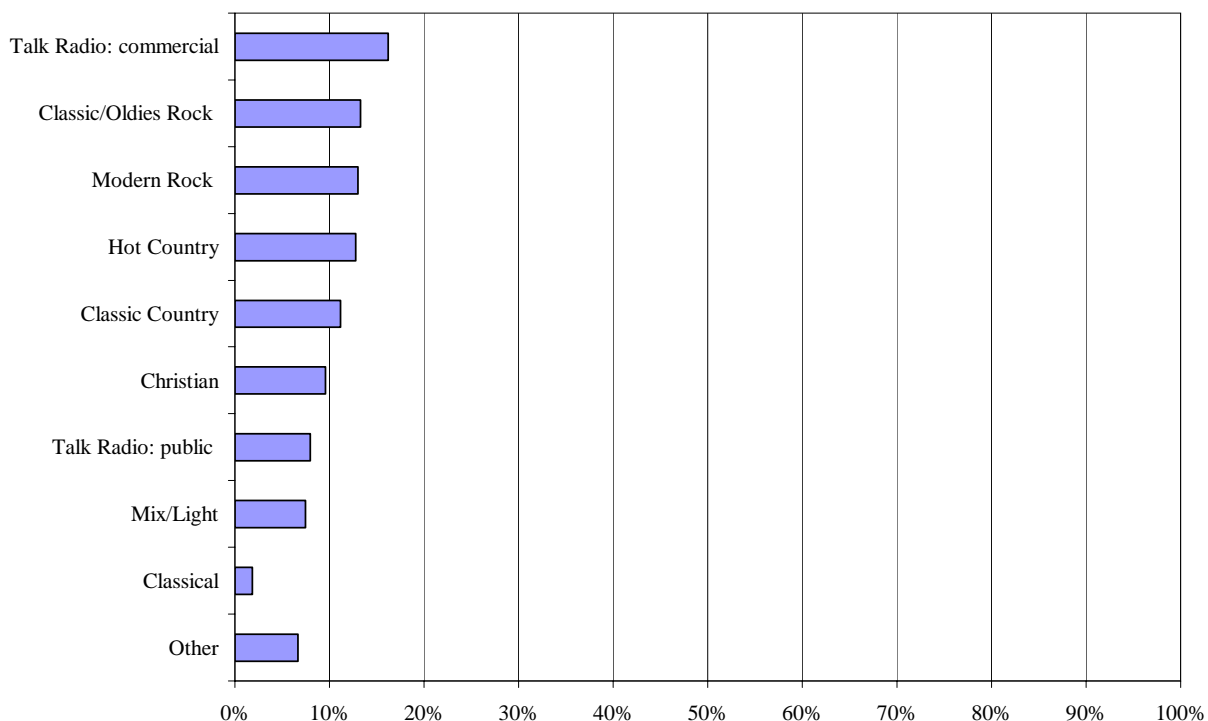
Among residents who use newspapers as a source of information for shopping and entertainment decisions, the St. Paul *Pioneer-Press* and the New Richmond *News* were the most popular, with four in ten choosing the *Pioneer-Press* and one in three preferring the *News*. The *Scotsman* was the choice for about 20 percent. Less than four percent chose the *StarTribune*. (See Figure 10).

Figure 10. Preferred Newspaper For Shopping & Entertainment Info



The survey asked consumers to identify the type of format used by their favorite radio station. As shown in Figure 11, New Richmond consumers are very diverse in their choice of a preferred format. The top eight formats were separated by a total of nine percentage points. The most frequently chosen format was commercial talk radio (16%). There was a three-way tie for second place with classic rock/oldies, modern rock, and hot country receiving 13 percent each. Classic country was close behind at 11 percent, followed by Christian (9%), public talk radio (8%), and mix/light (7%).

Figure 11. Favorite Radio Format



- Men were more likely to have said they listen to commercial talk radio and classic/oldies rock.
- Women were more likely to have said they listen to modern rock, hot country, light/mix, and classic country.
- Those employed outside of New Richmond were more likely to prefer commercial talk radio, while area residents employed in New Richmond had a higher preference for light/mix and classic country formats.

Place of Work

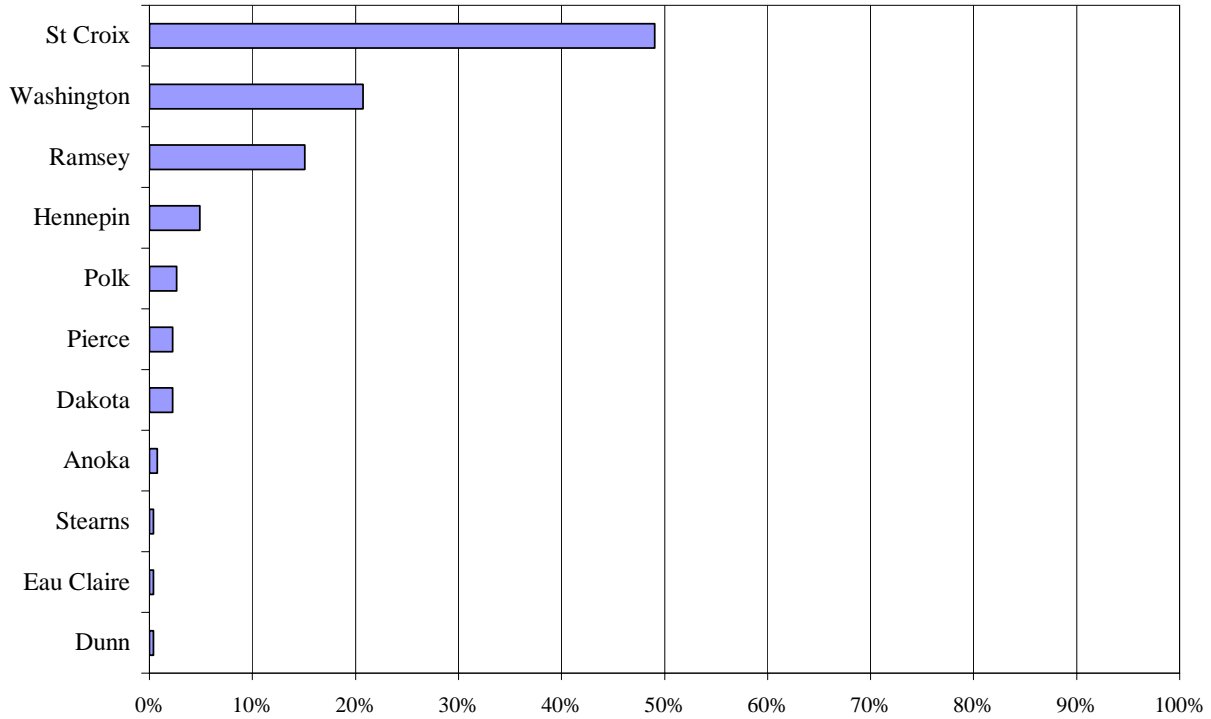
Respondents were asked for the name of the city where they worked. Only 31 percent of respondents said they work in New Richmond. Of the 69 percent who are employed outside of New Richmond, the most common places of employment are Stillwater (10%), St. Paul (10%), and Hudson (9%). For the complete listing, see Appendix B.

To simplify the analysis, the SRC categorized the places of work by county. Figure 12 shows the distribution of places of work by county. Overall, nearly half of respondents work in St. Croix County.

About one in five said they work in Washington County (primarily Stillwater and Bayport). Fifteen percent commute to locations in Ramsey County, and another five percent commute to places in Hennepin County. Dakota and Anoka Counties account for 2 percent and 1 percent

respectively. The total for all Minnesota locations is 44 percent. The adjacent Wisconsin counties of Polk and Pierce attract relatively few commuters, with three and two percent respectively.

Figure 12. Place of Work by County



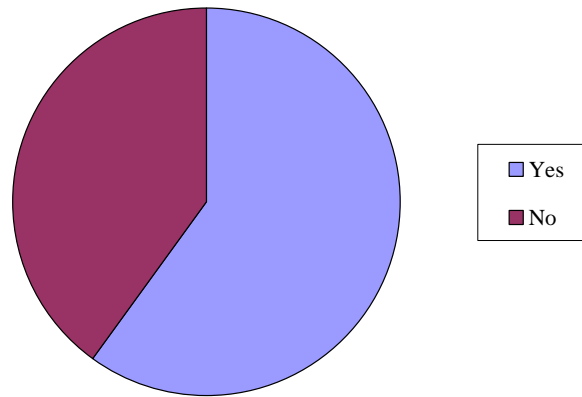
- Residents who have lived in the area over 10 years were more likely to be employed in St. Croix County.
- Those who have lived in the New Richmond area for 10 years or less were more likely to be employed in Ramsey County.

Respondents indicated the most frequently used commuting route is westbound State Highway 64, which is used by 37 percent of commuters. Southbound State Highway 65 is used by 27 percent, and County Highway A is used by 20 percent.

Electronic Newsletter

As shown in Figure 13, over half of New Richmond area consumers expressed an interest in subscribing to an electronic newsletter that would contain coupons and information about sales and promotions from New Richmond retailers and service providers.

Figure 13. Interest in Electronic Newsletter with Coupons and Sales



- Younger respondents (under age 45) were more likely to express an interest in the electronic newsletter. As noted earlier, respondents age 45 and above were more likely to prefer newspapers over the Internet as their source of shopping and entertainment information (see Figure 9). Taken together, these results may suggest that an effective marketing strategy would combine newspaper advertising for customers age 45 and older and email advertising for younger consumers.

Additional Comments

In an open-ended question, residents were asked to provide additional comments to help improve retail and services in New Richmond. 162 respondents (38%) wrote comments that were categorized into various topics. Some respondents provided comments that fell into more than one category; these comments were split into their appropriate categories. As a result the SRC identified a total of 181 ideas as shown in Table 10. For the complete list see Appendix B.

By far the largest proportion of comments pertained to additional types, brands, and variety in the retail/service mix within New Richmond. Within this category the most frequently listed types of additional or expanded businesses included restaurants, building supplies/home improvement stores, discount department stores, clothing stores, and grocery stores. Selection and prices had the second highest number of comments, followed by hours of operation, customer service, and parking. Typical of comments received are the following:

Category	Count	Percent
Additional Business Types – Brands – Variety	91	50%
Selection and Prices	28	15%
Hours of Operation	18	10%
Customer Service	10	6%
Parking	4	2%
Miscellaneous	30	17%
Total	181	100%

“More brand name restaurants Perkins, Applebee’s, Old Country Buffet, etc.”

“It would be nice to have a better home improvement place to be able to purchase items locally instead of driving out of town to get it.”

“New Richmond has no clothing stores other than WalMart and they have a very poor selection.”

“We need a Target or Kohl’s.”

“Need a good grocery store- replace County Market”

“I would love to do more shopping in New Richmond, however selection and hours of operation would need to improve for me to do that.”

“I work in the Twin Cities. I leave my house around 6 am and get here around 5 pm. Many businesses aren't open beyond this point.”

Conclusions

The SRC sees 8 key observations from the data in the New Richmond area consumer survey:

1. New Richmond is the primary shopping location for area residents. A large majority said they shop in New Richmond at least once per week. By comparison, 20 percent shop weekly in Stillwater; 17 percent shop weekly in Hudson; and nine percent shop weekly in Woodbury.
2. New Richmond area residents are most likely to use local businesses for their purchases of pharmacy items, groceries, flowers, auto parts/service, and gifts/cards.
3. Many types of consumer items and services are purchased outside of New Richmond, resulting in leakage from the local economy. Selection and price were the most frequently mentioned reasons for out-of-town purchases. Stillwater and Hudson are the primary non-local competition.
4. Weekends were the preferred shopping times among area shoppers. At the same time, two-thirds of area consumers would like independent businesses to be open past 5 P.M.
5. Area consumers are more likely to eat their noon and evening meals at a restaurant than to eat out for breakfast. They are more likely to go out of town for fine dining and to split the location of their full service casual dining and fast food/drive through visits between New Richmond and other communities.
6. Fun Fest was the most popular community event, drawing over half the respondents.
7. Gardening, reading, and traveling were the most popular leisure activities among New Richmond area residents.
8. Newspapers were the preferred source of information about shopping and entertainment, and over half expressed an interest in subscribing to an electronic newsletter with shopping coupons and sales information.

Appendix A – Non-Response Bias Tests

Any survey has to be concerned with “non-response bias.” Non-response bias refers to a situation in which people who don’t return a questionnaire have opinions that are systematically different from the opinions of those who return their surveys. For example, suppose non-respondents said that independent shops should not stay open past 5 pm and that respondents said independent stores should be open past 5 pm (Question 5d). In this case, non-response bias would exist and the raw results would overstate the overall frequency with which New Richmond consumers desire to have independent stores be open past 5 pm.

The standard way to test for non-response bias is to compare the responses of those who return the first mailing of a questionnaire to those who return the second mailing. Those who return the second questionnaire are, in effect, a sample of non-respondents (to the first mailing), and we assume they are representative of that group. In the consumer survey, 373 people responded to the first mailing and 53 responded to the second mailing. We found 18 variables with statistically significant differences between the mean responses of these two groups of respondents out of 148 tested.

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

Table A1 – Consumer Survey: Statistically Significant Differences Between Responses of First and Second Mailings			
Variable	Mean First Mailing	Mean Second Mailing	Statistical Significance
Q1 Tuesday 12 p.m. – 6 p.m.	.32	.17	.024
Q1 Wednesday 12 p.m. – 6 p.m.	.32	.17	.024
Q1 Thursday 12 p.m. – 6 p.m.	.34	.13	.002
Q1 Saturday 12 p.m. – 6 p.m.	.47	.32	.046
Q1 Friday after 6 p.m.	.30	.43	.050
Q1 Saturday after 6 p.m.	.11	.23	.013
Q2a Shop	2.49	2.84	.018
Q2f Personal care	4.78	5.04	.035
Q4a New Richmond – downtown	3.12	3.60	.042
Q6f Building materials	3.17	3.63	.036
Q8c Dinner	3.53	3.90	.033
Q11 Farmers market	.45	.23	.002
Q11 High School sporting event	.33	.47	.047
Q12 Attend live theater	.25	.11	.028
Q12 Reading	.61	.45	.025
Q12 Hunting	.40	.64	.001
Q13 Advertising medium	2.48	2.77	.046
Q25 Highest level of education	4.14	3.62	.007

Appendix B –New Richmond Consumer Comments

Q13 What advertising medium do you most rely on to make entertainment and shopping decisions? ‘Other’ responses (8 Comments)

- All of the above (2x)
- None (2x)
- TV (2x)
- Flyers
- Ignore advertisements

Q14 What type of radio station do you listen to most? ‘Other’ responses (24 Comments)

- KQRS (2x)
- 80's & 90's
- 92.5 & 97.1
- Adult Alternative
- Alternative 97.1
- Blue Grass
- Blues
- Christian
- Computer Talk radio
- Country
- Everything
- Hard Rock
- Local News WIXK
- Local WIXK
- Old time Polka & Waltz
- Oldies
- Radio-Baseball
- Satellite XM
- Top 40
- Top Ten KDWB
- WCCO
- WIXK
- XM

Q15 What newspaper do you most often use to make entertainment and shopping decisions? ‘Other’ responses (6 Comments)

- City pages
- Depends
- Flyers
- Hudson Star Observer
- Tri County Shopper
- Yellow Shopper

Q17 Please provide any additional comments to help us improve retail and services in New Richmond. (181 comments from 162 respondents)

- **Additional Business Types – Brands – Variety (91 comments)**
 - A better clothing store. A better Shoe Store-Work in bigger sizes.

- A Walgreens would be a great addition to the area. Cafe type restaurant with inexpensive daily specials would be good also.
- Add larger retail-Target, add fashion trend shops-Marshalls, Famous Footwear.
- Allow businesses to build stores in New Richmond. The city should quit running them away.
-Another clothing store besides WalMart.
- Because new Richmond does not have any clothing or shoe stores, we are forced to shop elsewhere for such items.
- Better grocery store-More options.
- Bring in other stores besides WalMart like Target, Cub, Kohl's, Rainbow.
- Bring us Target and a book store- an upscale gift store would be nice (like Patina or Bibelot). Otherwise- we love it here!
- Close WalMart and re-open County Market.
- Clothing is surely needed here!
- Definitely need more retail/building supply stores.
- Ever since County Market closed we shop in Stillwater. A full service pharmacy would be nice.
- Get a Menards or Home Depot.
- Get Back to Basics.
- Get rid of WalMart. Improve grocery.
- Get some clothing stores for women & men other than WalMart. As of now, WalMart is all there is for clothing.
- Get some- Town offers nothing much. Emulate Hudson, Stillwater.
- Have better shopping downtown like a clothing store.
- Home Depot, Cub or Rainbow Foods, Target, Mexican Restaurant.
- I believe we need a nice seafood place.
- I like shopping in New Richmond but sometimes it's more convenient near work. N.R. needs a Menards or Tractor Supply or something along that line.
- I need some things that are not available in N.R. Most of the times I go to the cities. Lately I skipped N.R. and went to cities directly-saves a wasted trip locally.
- I really like New Richmond, but I believe there is not enough variety or selection of brands that I regularly purchase. I also work in Woodbury and my kids have activities in Hudson so we spend much of our time outside of New Richmond.
- I really miss County Market as a grocery choice.
-I would like to see a bagel shop and a Perkins/Chiles/Applebee's in/around town. I'm pleased to see more specialty shops like Dena's downtown. It will bring more people in town vs. the plethora of legal/bank/financial/insurance that are downtown and not a retail/shopping atmosphere.
-I would like to see the following businesses in New Richmond: Target, Menard's, KFC and Pizza Hut.
- A Target store would be great!
- In 1971, when we moved to this area, there were 3 wonderful clothing stores and a shoe store. Now there is WalMart, what a disgust. Shop in New Richmond, where! We need some good quality clothing & shoe stores. How about Kohl's, Herberger's, T.J. Maxx.
- It was sad to see Country Market go out of business. It is also sad that WalMart is the best place to shop. Best is not saying much. I never buy clothes in New Richmond.
- It would be nice to have a better home improvement place to be able to purchase items locally instead of driving out of town to get it.
-It would be nice to have a Kowalski's type grocery store, Target, Home Depot/Lowes, etc.
- It would be nice to have a Target in town.
- It would be really nice to have some sort of clothing options in N.R. like Kohl's, Penney's, etc. Most of the time I leave N.R. is to shop for clothes. Then once I'm in Hudson, Stillwater it just goes on to other merchandise. I do believe to support local businesses like Farm & Home, Larson Hardware.
- It would have been nice to have Walgreens drug store. I feel that N.R. is falling behind in the good things. Our school has medal windows. They're interested in making Econo Foods bigger for a liquor store. Get retail downtown. Give us a reason to stay in town. There are no clothing stores, no office supply. We need another grocery store, pharmacy, shoe store, building supply.

- Let the town evolve! Give new businesses and restaurants incentives to come and stay in New Richmond! Instead of doing whatever it takes to prevent change, do whatever it takes to encourage it. Help dining come to NR-Applebee's, TGIF, etc.
- Lower taxes to attract more competition and variety.
- Lumber Yard with good prices that's open on the weekends.
- Menards, Shopko.
- Menards. Applebee's.
- Mid-priced dept. store (Kohl's & Target) would be great additions to the beautiful city!
- More & better dining choices. We don't care for the ones we have. We eat out in Hudson or Stillwater because we don't like the current choices in New Richmond.
- More Brand name stores, Target, Kohl's Best Buy, Barnes and Noble etc. More brand name restaurants Perkins, Applebee's, Old Country Buffet, etc.
- More clothing stores other than WalMart.
- More restaurants (Italian, Mexican). Chains like Chipotle, Famous Dave's. Also Super Target & Cub Foods.
- More stores and business to shop: Kohls, JC Penny, Home Depot, Menards, Fleet Farm, Lane Bryant, Fashion Bug, Target or Super Target, Cub Foods. More restaurants/fast food: Buffalo Wild Wings, Chipotle, Ruby Tuesday, Olive Garden. Later edition of St. Paul Pioneer Press Paper (especially Sunday). Early editions always missing updated Sports scores, etc.
- Need a bigger, better local grocery store. County Market was great for meats, fruits, veggies. I think that the best selection is at WalMart! I refuse to buy groceries there.
- Need a County Market or Cub. Need Expanded Hardware-Home Depot, Menards, etc. Need Perkins, Applebee's etc.
- Need a good clothing store.
- Need a good grocery store- replace County Market.
- Need a Target, Panera Bread, Applebee's, Caribou Coffee.
- Need men & women clothing stores.
- Need more restaurant choices such as Chinese, Italian, etc. Applebee's. More shopping choices: Target, Menards, Lowes, Fleet Farm, etc.
- Need repair shops.
- Need to attract more commercial opportunities besides/beyond WalMart.
- New Richmond could use a shoe store.
- New Richmond could use a wide selection of grocery stores, restaurants and other more upscale establishments. I would shop for groceries there if they had more than Econo Foods and WalMart. Bring County Market back!
- New Richmond has no clothing stores other than WalMart and they have a very poor selection.
- New Richmond lacks a top-notch restaurant such as the Lake Elmo Inn. Most of the restaurants in N.R. are sub-par, in fact lousy.
-New Richmond needs a better variety of restaurants & clothing stores. The only landscaping place was run out of town, so we go to Lake Country.
- New Richmond needs more clothing stores-better quality than WalMart-we have nothing!!
- New Richmond needs more grocery stores for more variety and more clothing stores for men and women clothing. Having WalMart here does not mean we shouldn't have more brand name stores. We also need more restaurants to choose from.
- No Tractor Supply, Fleet Farm, or Menards. Town needs these.
- Organic food & health store.
- Our kids are young, so when they get into school we look forward to participating in more New Richmond activities. If the stores were similar to what Stillwater has to offer, we would shop in N.R. all the time.
- Please bring more stores to New Richmond especially national brand stores and another grocery store.
- Since New Richmond allowed WalMart in and lost the small town feel, bring in some competition like Target.
- Some things are just not available in town. Would like to see some restaurant chains.

- Thanks for the survey! Keep downtown vibrant! Bring in more restaurants-Culvers, Chipotle, Starbucks. Build around WalMart. What is slowing progress? We (N.R.) have a great location to other goods/services to our surrounding communities!
- There is no place to buy good quality clothing, shoes, etc.
- This town desperately needs a Menards or Home Depot.
- Training, professionally licensed, etc., is not high in N.R. There once was nice "let me do it for you" people, but today, one must be up on codes, new procedures, and products. That is why we have to go outside N.R. for services.
- WalMart has reduced retail choices by driving other businesses out (County Market, Pamida) and no other retail stores have come in. This WalMart doesn't have good variety. Also, New Richmond needs a larger stock of available building supplies for individuals.
- We are very disappointed in the retail market in New Richmond. We were thrilled when we heard that Walgreens were coming here and much disappointed when that fell through. Now we have to drive to River Falls for medication. Then the rumor was going around just this year that a major grocery store wanted to build a store here, a venture that was desperately needed. Do not know why this was blocked. It is a sad thing when one company can control an entire community. We would very much prefer to shop entirely in New Richmond if products, services, and prices were comparable to other cities.
- We do not shop at WalMart and therefore purchase many items from Target in Hudson or Stillwater.
-We need a box type department store-Kohl's, Sears, JC Penny's. Something more than WalMart.
- We need a good mens/womens clothing stores & also a good shoe store such as Payless.
- We need a Menards, Home Depot, or Lowes.
- We need a Target or Kohl's.
- We need a Target store and a Perkins restaurant. They both would bring a lot of business and jobs to NR. I am not a fan of WalMart so I do all of my shopping in Hudson. Plus on Sunday after church it would be nice to go to a family-friendly breakfast restaurant like Perkins.
- We need more choice to eat. Casual family dining is not what we want to eat all the time. The service and quality are not always up to our standards. Even if we could have a few better choices for casual would be great. Applebee's, Outback, Chiles.
- We need more retail. Downtown is nothing but professional.
- We need more stores and restaurants! Would love a Target and Applebee's!
- We need more stores besides WalMart. More variety at grocery store. Would love to shop in N.R. Need more choice in clothing.
- We need more variety. People wish there was a Target, Cub Foods, a bookstore and more choices than WalMart.
- We were very sad that WalMart put Pamida & County Market out of business. We were hoping County Market would come back.
- We would like to see more modern clothing stores like Kohl's, etc. Also a chain restaurant like Olive Garden would be nice.
- While I agree that it is important to support local businesses, there is just not a large enough variety of types of businesses to allow me to do that. I rarely have reason to visit downtown and I wish that were not so. I remember when my family never had need to shop elsewhere.
- Would like to see a Menards, Fleet Farm, or Home Depot.
- Would like to see Coop-Health food store re-open in N.R. which would carry more fresh/local/organic produce and possibly have a deli/restaurant area within that serves vegetarian/vegan options as well as meat options. Also wish current restaurants were more vegetarian/vegan friendly.
-You need a mall in New Richmond like Tamarack Village in Woodbury, MN with anchor stores like Cub Foods and Menards, Target, Sam's Club, Walgreens, Kohl's, & JC Penny's.
- **Selection and Prices (28 comments)**
 - A gas station that sells gas at the same prices as Hudson does.
 - Better selection and prices. We need to stick to a budget and it can be difficult to do that using downtown stores.
 -Better selections
 - Clothing retailers are difficult to participate in due to WI taxes vs. MN taxes.

- Customer Service is an issue with some area businesses-and the reason I do not shop there. Mainly selection.
 - Gas prices are higher all the time in NR, than other places I travel (Northern Wisc & Minn). Bottom line is lowest cost with the best customer service and best selection (Wally World doesn't count).
 - I also prefer other WalMart stores to the one in New Richmond because they are not stocked as well. The others have a larger selection of items not offered at the N.R. WalMart.
 - I like breakfast at Perkins because of its price/value.
 - I like Target and clothes shopping in Woodbury. I shop where the price is right. More so with the price increase of gas & grocery.
 - I like the downtown shops, however they are generally specialty stores with a smaller selection of goods than many shops in Woodbury or Stillwater, and usually better prices.
 - I like to support local business but only if they are competitive. I do my grocery shopping at WalMart because they are the cheapest in N.R. and they have the best selection.
 - I will pay more for Quality and/or American made.
 - I would love to do more shopping in New Richmond, however selection and hours of operation would need to improve for me to do that.....
 - Lower prices & better inventory. How about competing w/other towns instead of being higher priced.
 -more selection, better prices!!
 -N.R. needs more variety for casual dining restaurants (example: Culver's, Perkins, Pizza Hut, Applebee's). Something that carries a variety of foods-not just burgers. Also we need competition for WalMart for lowering prices (example: Target, Menards, Fleet Farm). WalMart can be cheap, but not here. Someone who will carry lumber, flowers, household items, clothes. I do not see any problems with our grocery/pharmacy variety. Don't waste energy on another grocery store.
 - Need better selection of men's clothing.
 - Need strong competition for WalMart-that would help out for selection & better prices
 - Price, selection, availability. If I can get things at Hudson for 1/4 the cost, I'll make a list and go there every 2-3 weeks. The savings pay for the gas and I'm rewarded with more choices, better inventory, more stores to choose from. Get a Fleet Farm, Menards, Target, Red Lobster, etc.
 -provide better prices. Property taxes need to go down. People can't buy in town if prices stay high.
 - Restaurant that don't require a arm and legs for a good meal.
 - Retailers have to understand that their competitors are in Hudson and Stillwater. 2. If a retailer overprices a product, I'll go elsewhere even if it costs me more to travel there. It is the principle of not liking to be overcharged.
 - Selection & choice are important, then price and service because then you can weigh the benefits of staying in town where there is no selection. This forces most to shop out of town.
 - The last two years now, Target beats WalMart in New Richmond by a lot, which makes it worth driving to Stillwater to buy. New Richmond needs a Target where the old County Market used to be.
 -The selection of merchandise is limited & styles also. Since they call us part of "metro" we should have prices closer to "metro" prices.
 - WalMart is overcharging people in New Richmond, when prices are lower in Oak Park Heights, WalMart and Woodbury.
 - With the economy the way it is, people shop where they can get the most for their buck.
 - With the rising cost of travel, price becomes less of a motivator than selection and when you can purchase.
- **Hours of Operation (18 comments)**
 - Be open past 5pm on a regular basis.
 - Extended weekend hours would be great. With 2 working adults in the home, the weekends are when we can get things accomplished provided services are open.
 - For many people working out of town, extending hours would be very helpful. Often times stores are closed by 5pm or 6pm and therefore I am deferred from using any shops downtown.
 -have regularly scheduled evening hours.
 - I work at a Car Dealership in Stillwater-Leave at 6am home by 5pm. I have an hour lunch so I shop there. If I shop in New Richmond it is at WalMart, usually Saturdays because of prices.

- I work in the Twin Cities. I leave my house around 6am and get here around 5pm. Many businesses aren't open beyond this point.
 - Later Hours! Until WalMart opened, we couldn't get a tire fixed after 2pm on a Saturday afternoon. We need a bridge between MN & WI at Stillwater.
 - Later hours. More variety. Better prices.
 - Longer hours.
 - Need extended hours after 6pm. Stores need to stay open later.
 - New Richmond is quickly becoming a "bedroom community." Apparently WalMart is the only business in this town that has figured that out. To get people to do their shopping & business here, downtown needs to be available to them and it's not happening.
 - Open after 5pm-need to be open til 8pm or 9pm every evening.
 - Price is important after store hours, selection and quality. It doesn't matter how good the price is if the store is closed. Usually they don't have what you need or it is junk.
 - Some services are very limited on weekends (esp. Sunday)-hair/beauty salon.
 - The local shops in downtown do not have long enough hours for the community parent (adult).
 - We have purchased many items in Hudson, Stillwater, & Woodbury on weekends. because stores have terrible weekend hours in small towns.
 - Weekend hours are terrible in New Richmond. We recently called to check prices on tires. One place is closed on Sat/Sun. Hard for working families.
 - Work in St. Paul-Most businesses closed in evening in N.R. Have acquired habit of shopping in Twin Cities.
- **Customer Service (10 comments)**
 - Business owners and their employees seem to have forgotten how to treat customers. They have an attitude like we owe them. Their complaints about N.R. citizens shopping out of town is because N.R. doesn't even have a clothing store and since I am driving out of town for those necessities, I would rather do all my shopping in a near by city which has a wide selection, cheaper prices, better customer service, cheaper gas, and no tax on clothing.
 - Dining-more selection/variety needed and here-its customer service. Many dining outings are out of necessity rather choice, ex-while shopping.
 -friendly customer service.
 -3. Friendly, knowledgeable service goes a long way in getting me to visit a store again. 4. Unfriendly or apathetic service or overpriced products or services will lose me as a customer forever.
 - Hire career service people to work with customers. Walmart, Target Club, Econo Foods and all of the discount box stores and super centers use nothing but part time lower skilled people. Spend more on your hired help. Get good ones and keep them! \$4 per gallon, who would go anywhere else?
 - Local retailers need to appreciate customers that do choose to shop locally. Customer service (attitude) towards people is cold in the places I shop.
 - Not all businesses have poor customer service. Cashiers in Econo Foods are not trained in customer service. I think it's the retailers that need help in customer service. Most service oriented businesses are good. Let's make N.R. friendly not snobby!
 - Please could you get much better customer service.
 - Sales. Service + Smiles.
 - The businesses don't seem to appreciate your business. They treat you like -"where else can you go?", like you have to shop in New Richmond.
 - **Parking (4 comments)**
 - Downtown parking from Willow River Bridge to South 6th Street is not very desirable. I only see businesses in real need. Four lanes of traffic and on street parking is an accident waiting to happen.
 - Have Curve Center employees park at lot on 2nd St. so citizens would have better parking for city business needs.
 - Improve downtown parking.
 - Improved downtown parking (off street). Enforce parking time limits to allow for customers.

- **Miscellaneous (30 comments)**

- Businesses are not located in aesthetically attractive buildings-"low end" strip malls that do not offer interesting shopping options such as Hudson possesses We have a seasonal residence in the New Richmond area.
-Businesses or store fronts are not very attractive. Some attractive, some neat, and some pretty sad.
- Continue to recruit high paying blue collar jobs.
- Downtown sucks.....
- Expanded library hours/discard the old books.
- Get rid of the skanky bars downtown. I was harassed by a bar guy once when I was @ the coffee shop. Make environments family friendly-No smoking, appropriate art (no nudes, etc.), continue with supporting the arts.(Try not to exclude singles on a regular basis).
- I am so frustrated in the time it takes to get from one end of town to the other. Stop lights are poorly timed and too many stop lights cause delays in travel time from one end of town to the other. New Richmond needs to realize that there is only one North/South road that travels through New Richmond. Other options would increase travel through the city.
- I like Econo Foods, WalMart, Miss-Pamida. I like Bernard's service, Dr.'s & Dentist, and jewelry stores. I like to shop local first & always have!
- I work for Shopko in River Falls, WI.
- I would only like to receive quality coupons. If I received less quality coupons, I would most likely unsubscribe to the newsletter.
- It would be great to have van service/bus service to the airport/cities.
- Love them or hate them, dry box stores are a reality. If WalMart was not here, several of my answers for "where do I shop primarily" would have been different. These stores improve selection and often offer lower prices.
- Lower property taxes.
- Move the Fun Fest back downtown!
- N.R. has always been a clique community since I was in high school, 40 years ago, and it hasn't changed much. Not just my opinion either.
- New Richmond made a poor decision allowing a Super WalMart in at this time. It appears the town is clearing away everything charming. Look at the difference between Hudson & Stillwater. Stillwater is cool. Hudson isn't but could have been.
- People walking dogs should stay off private property. They should have to carry a "poop bag". If not, they should be fined.
-Personal ego is the controlling factor with NR businesses & the local school board!
- Question #6 could have included meat & liquor as categories.
-Tax payer money going for airport. Money is the big thing here.
- The biggest mistake was to cheapen New Richmond and drive local business out by allowing WalMart in town.
- The city is making the same mistakes as the rest. Trying to lure big corporate franchises by offering financial incentives that are short sighted and wasteful. I moved here for the unique dining and shopping, not because I want it to be like every other suburb. Lets keep it local.
-There is no/very little reason to spend time in NR on weekends - no entertainment and for such a growing community I'd like to suggest fresh ideas from a "new and improved city council." Get the old ideas tossed out. We need a BIG change. There's no reason to stay here if things don't change and downtown doesn't grow. I think there is a lot of opportunity.
- There is nothing for teens to do. No community pool, miniature golf, go-carts, etc. The YMCA is all there is and its expensive. Dance and gymnastics are only for little ones.
- Throw out the old blood making decisions for us. No more Good Ol' Boys Club. Real competition in the market, no tying hands. If you want this town to grow, quit giving the money to the same people.
- Unfortunately, to make New Richmond more convenient it will lose its small town feel and that is really the most attractive part of New Richmond. So I am willing to drive away sometimes so that New Richmond won't grow too big. Would love to buy everything here but afraid it would become too fast like Hudson did. That is where I was raised. Glad I am here now.
- WalMart destroyed downtown New Richmond.
- WalMart ruined downtown New Richmond- as it has in other communities

- We've lost the small stores of main street-and that's what progress is. Big outlets have crowded out small operations- don't think this survey will help anything!
- Your survey did not have a N/A choice- many times I should have put no/none. So I feel this survey is going to have incorrect info.

Q23 In what city do you work (or nearest city if located outside of a city)? 267 responses

- New Richmond (83x)
- Stillwater (27x)
- St. Paul (27x)
- Hudson (23x)
- Bayport (13x)
- Somerset (12x)
- Woodbury (9x)
- Minneapolis (8x)
- Maplewood (5x)
- Roberts (5x)
- Roseville (4x)
- River Falls (4x)
- Amery (3x)
- Baldwin (2x)
- Bloomington (2x)
- Eden Prairie (2x)
- Ellsworth (2x)
- Hammond (2x)
- Lake Elmo (2x)
- Mendota Heights (2x)
- New Brighton (2x)
- Oak Park Heights (2x)
- Osceola (2x)
- South St. Paul (2x)
- St. Croix Falls (2x)
- Blaine
- Burkhardt
- Cold Spring
- Cottage Grove
- Deer Park
- Eagan
- Eau Claire
- Fridley
- Hastings
- Menomonie
- Minnetonka
- Oakdale
- Vadnais Heights
- White Bear Lake
- Woodville
- Not specified
 - Twin Cities (3x)
 - All over St. Croix, Polk, & Burnett County
 - Minnesota varied

**Q24 Indicate the primary commuting route when you first start to GO to work. 'Other' responses
(34 Comments)**

- North 65 (4x)
- East on Hwy 64 (3x)
- County Rd E (2x)
- County Rd I (2x)
- Retired (2x)
- 120th St.
- 120th to 94
- County GG
- County Rd CC
- County Rd G
- County Rd H
- County Rd H to T
- County Rd I & 94W
- County Rd. C/CC
- Drive north into N.R. on Hwy 65 South
- From home
- "G" & "T"
- I & I-94
- I94
- North on 46
- Rural New Richmond
- South 63
- South to hwy 12
- Walk to work
- West on County Rd E
- Work at home

Appendix C: Quantitative Summary of Responses by Question

New Richmond Consumer Survey

1. When do you typically shop on each of the following days? (• Mark all that apply)

	Mon.	Tue.	Wed.	Thur.	Fri.	Sat.	Sun.
a. 8 a.m. - 12 p.m.	19%	19%	16%	15%	14%	39%	27%
b. 12 p.m. - 6 p.m.	26%	30%	30%	32%	33%	45%	44%
c. After 6 p.m.	27%	28%	30%	31%	32%	12%	10%

2. How often do you do the following in New Richmond?

	5 or More Times/Wk	2-4 Times/Wk	Once a Week	Once a Month	Every Few Months	Rarely
a. Shop	7%	53%	28%	7%	1%	3%
b. Eat out	2%	15%	38%	24%	10%	12%
c. Enjoy live entertainment	0%	0%	1%	8%	14%	76%
d. Visit a financial institution	1%	7%	41%	18%	7%	27%
e. Visit a health care provider (e.g. Doctor, Dentist)	0%	0%	2%	9%	52%	36%
f. Obtain personal care (e.g. Barber)	0%	0%	1%	42%	32%	25%
g. Utilize professional services (e.g. Lawyer)	0%	0%	0%	1%	6%	93%

3. If New Richmond store hours were extended, which period would appeal to you most? (• Mark one for each)

	Mon.	Tue.	Wed.	Thur.	Fri.	Sat.	Sun.
a. Early morning hours	14%	12%	10%	11%	12%	18%	13%
b. Evening hours	36%	37%	38%	42%	47%	28%	20%
c. Weekend days	-	-	-	-	-	42%	35%

4. Indicate how often you shop at the following:

	Once per Week	Every 2 Weeks	Once a Month	Every 6 Months	Rarely
a. New Richmond-Downtown	25%	10%	20%	11%	33%
b. New Richmond-Other	66%	12%	13%	3%	6%
c. Woodbury	9%	15%	30%	14%	32%
d. Hudson	17%	20%	35%	12%	16%
e. Stillwater	20%	18%	31%	13%	18%

5. How strongly do you agree/disagree with the following statements?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a. I like the look and feel of downtown New Richmond	7%	38%	36%	15%	4%
b. It is important to buy products and services locally	21%	56%	17%	5%	2%
c. I believe in supporting businesses owned by local people	25%	56%	16%	3%	0%
d. Independent businesses should stay open past 5 p.m.	20%	47%	31%	2%	0%
e. Compared to other places I shop, customer service in New Richmond is, on average, better	8%	34%	40%	15%	3%

6. If you shop for the following merchandise or service, please indicate if you primarily shop in New Richmond. If not, indicate why you shop elsewhere. (● Mark ONLY one for each store type. If you do not purchase a particular item on the list, please leave the row blank.)

	I <u>primarily</u> shop in New Richmond	I <u>primarily</u> shop ELSEWHERE in the region because of: ● Mark ONLY one					Proximity to Work Place	I <u>primarily</u> shop Online and Catalogs
		Selection	Service	Price	Hours			
a. Automobiles	53%	16%	4%	23%	0%	4%	1%	
b. Auto parts & service	67%	4%	8%	10%	1%	10%	0%	
c. Home furnishings	8%	52%	1%	33%	1%	4%	1%	
d. Small appliances	41%	26%	0%	27%	1%	4%	1%	
e. Large appliances	47%	17%	1%	31%	1%	2%	1%	
f. Building materials	12%	27%	2%	52%	3%	5%	0%	
g. Electronics	22%	33%	0%	37%	0%	4%	3%	
h. Lawn and garden	55%	19%	0%	23%	1%	3%	0%	
i. Hardware	52%	21%	1%	22%	1%	3%	0%	
j. Grocery	73%	12%	0%	10%	0%	5%	0%	
k. Farm supplies	56%	18%	0%	20%	1%	5%	1%	
l. Pharmacy	81%	2%	1%	5%	1%	8%	3%	
m. Cosmetics	56%	22%	2%	11%	0%	3%	7%	
n. Optical goods	57%	13%	7%	16%	1%	5%	1%	
o. Men's clothing	13%	61%	0%	17%	1%	3%	6%	
p. Women's clothing	10%	66%	0%	15%	0%	3%	5%	
q. Children's clothing	18%	59%	0%	17%	0%	3%	2%	
r. Toys	47%	29%	0%	18%	0%	4%	2%	
s. Craft/Art supplies	40%	39%	0%	13%	0%	4%	3%	
t. Jewelry	30%	39%	2%	23%	1%	3%	3%	
u. Sporting goods	15%	59%	0%	21%	0%	3%	2%	
v. Books	17%	54%	0%	10%	1%	3%	15%	
w. Recorded music	22%	39%	0%	13%	0%	2%	24%	
x. Flowers	69%	12%	1%	9%	0%	5%	5%	
y. Office supplies	40%	29%	0%	20%	0%	7%	4%	
z. Gifts/Cards	67%	17%	0%	7%	1%	6%	1%	
aa. Pets & Pet supplies	53%	21%	1%	21%	0%	3%	1%	
bb. Dining - casual	55%	37%	2%	2%	1%	2%	N/A	
cc. Dining - fine	15%	72%	5%	5%	1%	2%	N/A	
dd. Live entertainment	18%	74%	1%	4%	0%	3%	N/A	

7. Generally speaking, for those items in question 6 you purchase outside of New Richmond, please choose the two items that would MOST motivate you to start purchasing them in New Richmond (● Mark two)

62% More sales/Better prices	5% Improve customer service
1% Have an online store	73% Improve selection
11% Have hours that better match my schedule	29% Have inventory better match today's styles and preferences

8. How often do you eat out?

	5 or more times/week	2-4 times per week	Once a Week	Once a Month	Every few months	Rarely
a. Breakfast	2%	3%	14%	24%	14%	44%
b. Lunch	2%	15%	24%	22%	14%	22%
c. Dinner	1%	15%	38%	26%	10%	10%

9. How often do you eat at the following types of restaurants?

	5 or more times/week	2-4 times per week	Once a Week	Once a Month	Every few months	Rarely
a. Full Service-Fine Dining	0%	2%	11%	19%	26%	43%
b. Full Service-Casual	1%	14%	30%	33%	15%	7%
c. Fast Food/DriveThru	0%	16%	38%	19%	9%	19%

10. When you or your family go out for dinner how often do you dine in New Richmond at the following restaurant type?

	Less than ¼ of time	Less than ½ of time	About ½ the time	More than ½ of time	More than ¾ of time	Always
a. Full Service-Fine Dining	77%	7%	8%	3%	2%	2%
b. Full Service-Casual	29%	16%	26%	12%	12%	4%
c. Fast Food/Drive Thru	33%	16%	19%	11%	18%	4%

11. Which of the following New Richmond events did you attend in the last 12 months? (● Mark all that apply)

39% House to house garage sale	16% Races at Cedar Lake Speedway	54% Fun Fest
42% Farmer's market	44% Park Art Fair	4% Asset Carnival
23% Heritage Days	14% Heritage Hillside Music Series	4% NR Oktoberfest
5% NR Christmas Parade	35% High School sporting event	23% St. Patrick's Day Parade

12. In which leisure activities does your household participate? (● Mark all that apply)

23% Attend Live Theater	10% Collecting _____	59% Reading	21% Hiking
27% Attend Concerts	43% Cooking	12% Motorcycling	7% Skiing-Cross Country
32% Baseball/Softball	27% Crafts	46% Music-Listen to recorded	12% Skiing-Downhill
19% Basketball	49% Fishing	28% Video Gaming	31% Swimming
26% Bicycling	64% Gardening	10% Painting/Drawing	43% Hunting
34% Camping	32% Golf	27% Photography	53% Traveling

13. What advertising medium do you most rely on to make entertainment and shopping decisions? (● mark one)

Radio	Newspaper	Internet	Word of mouth	Other	See Appendix B
4%	64%	10%	19%		3%

14. What type of radio station do you listen to most? (● mark one)

16% Talk Radio: commercial	8% Talk Radio: public	13% Hot Country	11% Classic Country
13% Modern Rock	13% Classic/Oldies Rock	7% Mix/Light	10% Christian
2% Classical	7% Other	See Appendix B	

15. What newspaper do you most often use to make entertainment and shopping decisions? (● mark one)

29% New Richmond News	36% St. Paul Pioneer Press	2% Other	See Appendix B
4% Mpls. Star Tribune	16% The Scotsman	13%	Don't use newspapers for shopping/entertainment

16. If offered, would you subscribe to an email newsletter which would deliver electronic coupons and make you aware of other sales and promotions from New Richmond retailers?

60% Yes 40% No

17. Please provide any additional comments to help us improve retail and services in New Richmond:

See Appendix B

Demographics. Please tell us a bit about yourself.

18. Gender:	Male 47%	Female 53%	19. Age:	18-24 1%	25-44 39%	45-54 26%	55-64 18%	65+ 16%
20. How many adults age 18+ live in your household?	1 17%	2 71%	3 8%	4 4%	5 0%	6+ 0%		
21. How many children (under 18) live in your household	0 56%	1 13%	2 23%	3 6%	4 2%	5+ 0%		
22. How long have you lived in New Richmond?	Less than 2 yrs 4%	2-5 yrs 23%	5.1 - 10 yrs 17%	10.1 - 20 yrs 14%	Over 20 yrs 42%			
23. In what city do you work (or nearest city if located outside of a city)? If not applicable, go to Question 25.	See Appendix B							

24. Indicate the primary commuting route when you first start to GO to work:

Work in New Richmond 30%	West on Hwy 64 26%	South on Hwy 65 19%	County Rd A 14%	Other 12%	See Appendix B
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25. What is the highest level of formal education you have completed?

1% Less than High School	19% High School Diploma	29% Some college/tech/trade school
14% 2-year college/tech/trade school degree	23% Bachelor's degree	14% Graduate or Professional degree

26. What is your household's annual income?

2% under \$15,000	13% \$35,000 - \$49,999	19% \$100,000 - \$149,999
3% \$15,000 - \$24,999	29% \$50,000 - \$74,999	4% \$150,000 - \$199,999
7% \$25,000 - \$34,999	23% \$75,000 - \$99,999	1% \$200,000 or more

Please return the completed survey in the postage-paid envelope provided by June 27, 2008 to:

Survey Research Center
124 Regional Development Institute
University of Wisconsin – River Falls
410 S. 3rd St.
River Falls, WI 54022-9989