

UNIVERSITY OF WISCONSIN – STOUT

STAFF SURVEY FREQUENCY DISTRIBUTIONS

**Prepared for
University of Wisconsin-Stout**

November 2010

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**Prepared by
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INTRODUCTION

Electronic surveys were conducted with the staff of the University of Wisconsin-Stout (UW-Stout) via the college intranet system. Survey respondents were asked about their dining preferences and frequency, entertainment preferences, activities and interests, shopping habits, expenditures, and retail needs. There were 503 total respondents out of the 1,349 UW-Stout staff (37.2 percent). Responses to the survey questions are contained in this report.

Summary of Findings

Staff survey responses were analyzed to estimate the frequency of selected activities contained in the survey. McComb Group, Ltd. made numerous assumptions based on their past experience to compile these estimates, which should be considered as order of magnitude relationships rather than absolute numbers. These estimates demonstrate that UW-Stout staff represents an important market for downtown businesses.

Survey responses for questions dealing with activity frequency were analyzed separately for staff members that live in Menomonie and those that live elsewhere because their habits were different. At the time the survey was conducted, it was assumed that UW-Stout had 1,349 staff members with 672 living in Menomonie and 677 living elsewhere.

The most frequently mentioned favorite eat out foods of UW-Stout staff are listed below. These choices are identical to those of the UW-Stout students.

<u>Food Type</u>	<u>Percent</u>
Mexican	58.9 %
Chinese	54.8
Pizza	51.5
Italian	47.0
Seafood	42.9
Hamburgers	36.3
Health Food	30.4
Steak	29.8
Chicken	26.9
Vietnamese	17.9
Ribs	15.8

Survey responses on dining frequency indicate that UW-Stout staff overwhelmingly chooses to bring lunch from home, as shown in Table i.

Weekly frequency averages slightly above three times per week. Eating lunch at a campus food service ranks second in frequency with 0.91 times per week for Menomonie residents and 0.80 times per week for staff members that live elsewhere. Based on indicated weekly frequency, UW-Stout staff members represent over 4,100 weekly off campus lunches.

Staff members that live in Menomonie eat an evening meal in downtown slightly more frequently than those that live elsewhere. Distribution of evening meals by restaurant type is fairly consistent between staff members that live in Menomonie and those that live elsewhere.

Table i
 UW-STOUT STAFF
 WEEKLY FREQUENCY OF SELECTED ACTIVITIES

Activity	Live in Menomonie		Live Elsewhere		Total
	Per Capita	Total	Per Capita	Total	
Usually Do For Lunch					
Bring Lunch From Home	3.10	2,084	3.05	2,065	4,149
Eat at a Campus Food Service	0.91	609	0.80	544	1,153
Fast Food	0.45	303	0.51	346	649
Coffee Shop	0.53	359	0.57	383	742
Medium Price Restaurant	0.51	342	0.55	373	715
Expensive Restaurant	0.09	64	0.11	76	140
Don't Eat Lunch	0.48	321	0.49	330	651
Subtotal	6.07	4,082	6.08	4,117	8,199
Eat Evening Meal In Downtown	0.44	298	0.37	248	546
Eat Evening Meat at					
Fast Food	0.37	251	0.37	247	498
Pizza Place	0.35	238	0.32	217	455
Family Restaurant	0.26	174	0.24	162	336
Moderate Price Restaurant	0.40	267	0.35	238	505
Expensive Restaurant	0.16	109	0.15	103	212
Subtotal	1.54	1,039	1.43	967	2,006

Source: McComb Group, Ltd.

A significant portion of UW-Stout staff stay in Menomonie after work for a variety of reasons as shown below.

Activity	Percent of Staff	
	Live in Menomonie	Live Elsewhere
Shopping	44.3 %	43.5 %
Dining	57.5	52.2
Entertainment	23.1	20.9
Special Events	35.3	30.7
Personal Business	34.4	32.8
Business Meeting	19.9	19.6
Other	8.1	8.0

Source: McComb Group, Ltd.

The portion of UW-Stout staff that stays in Menomonie after work represents a significant number of times, as shown in Table ii. The per capita frequency is based on total employees. The total represents the estimated number of times that staff members stay in Menomonie after work on a monthly basis for selected activities. Staff members living in Menomonie have a slightly higher frequency than non-residents, but not by much. Shopping and dining are the most frequent activities. Overall, UW-Stout staff members stay in Menomonie after work about 9,000 times per month.

Table ii

UW-STOUT STAFF
MONTHLY FREQUENCY OF STAYING IN MENOMONIE AFTER WORK

Activity	Live in Menomonie		Live Elsewhere		Total
	Per Capita	Total	Per Capita	Total	
Shopping	1.89	1,271	1.75	1,184	2,455
Dining	1.90	1,280	1.63	1,099	2,379
Entertainment	0.48	322	0.41	279	601
Special Events	0.62	417	0.53	356	773
Personal Business	0.99	666	0.95	644	1,310
Business Meeting	0.57	380	0.51	345	725
Other	0.52	347	0.57	388	735
Total	6.97	4,683	6.35	4,295	8,978

Source: McComb Group, Ltd.

A significant portion of UW-Stout staff return to Menomonie or the UW-Stout campus on evenings, weekends, or days off for a variety of reasons as shown below.

Activity	Percent of Staff	
	Live in Menomonie	Live Elsewhere
Shopping	46.2 %	39.1 %
Dining	56.4	47.5
Entertainment	27.3	23.3
Special Events	27.6	21.5
Personal Business	32.1	26.5
Other	7.3	7.2

Source: McComb Group, Ltd.

UW-Stout staff members return to Menomonie or UW-Stout campus on evenings, weekends, and days off for a variety of reasons, as shown in Table iii. As would be expected, Menomonie residents have a higher frequency than staff members that live elsewhere. Shopping and dining are the most frequent activities. Staff members that live outside Menomonie account for about 3,700 visits compared to about 4,900 visits for staff members that live in Menomonie. These activities result in about 8,600 monthly visits by UW-Stout staff.

Table iii

UW-STOUT STAFF
MONTHLY FREQUENCY OF RETURNING TO MENOMONIE OR UW-STOUT CAMPUS
EVENINGS, WEEKENDS, AND DAYS OFF

Activity	Live in Menomonie		Live Elsewhere		Total
	Per Capita	Total	Per Capita	Total	
Shopping	2.22	1,490	1.65	1,114	2,604
Dining	2.16	1,453	1.61	1,088	2,541
Entertainment	0.71	480	0.53	360	840
Special Events	0.53	359	0.40	272	631
Personal Business	1.13	757	0.82	557	1,314
Other	0.53	356	0.47	316	672
Total	7.28	4,895	5.48	3,707	8,602

Source: McComb Group, Ltd.

While not all UW-Stout members stay in Menomonie after work or return in the evening, on weekends, or days off, the number that do represent about 17,600 times on a monthly basis.

The top 20 responses to the question: “What types of merchandise (or larger selection) would you like to see in Downtown Menomonie?” are listed below.

Response	Percent
Clothing	10.0 %
Shoes	4.8
Gifts	4.1
Grocery	4.1
Discount Store	3.3
Men's Clothing	3.3
Women's Clothing	3.3
Books	3.0
More/Better Restaurants	2.6
Sporting Goods	2.6
Hardware	2.2
Bakery/Bagels	1.9
Coffee	1.9
Drug Store	1.9
Health Food	1.9
Hobby	1.9
Artsy	1.5
Craft Store	1.5
Department Stores	1.5
Electronics	1.5

The most frequent responses to the question: “What do you like best about Downtown Menomonie?” are listed below.

Response	Percent
Small Town/Cozy Feel	6.1 %
Close/Walking Distance	4.6
Assessable	2.3
Post Office	2.0
Coffee Shops	1.7
Local Businesses	1.7
Mable Tainter	1.7
The Lake	1.7
Historic	1.4
Small Unique Shops	1.4

The top 12 responses to what UW-Stout staff respondents like least about Downtown Menomonie are listed below.

Response	Percent
Parking	6.8 %
Variety of Retail	5.7
Appearance	3.8
Empty Buildings	2.7
Clean Up	2.5
Too Many Bars	2.2
Variety of Restaurants	2.2
Bar Night Dirty Sidewalks	1.9
Junky Retail	1.9
Parking Meters	1.9
Traffic Flow	1.6
Walkability	1.4

The most frequently mentioned improvements that UW-Stout staff respondents would like to see in Downtown Menomonie are listed below.

<u>Response</u>	<u>Percent</u>
Renovate Building Exteriors	6.3 %
More Parking	5.0
Cleaner	3.2
More Retail	3.2
Variety of Retail	2.5
Better/Cleaner Sidewalks	1.9
Bike Lane	1.9
Better Traffic Flow	1.6
Better Appearance	1.3
Better Restaurants	1.3
Community Space	1.3
Fewer Bars	1.3
More Restaurants	1.3
Walkability	1.3

When asked: “Which activities or interests do you most enjoy?” UW-Stout staff responded with the following list, which has a very high response for each item.

<u>Activity</u>	<u>Percent</u>
Dining at restaurants	67.0 %
Reading books	63.9
Attending concerts, dance, theatre or art shows	63.7
Traveling	63.2
Listening to music	61.2
Outdoor activities (camping, hiking, hunting, fishing)	55.3
Watching television	44.7
Attending movies at theatres	43.2
Using a home computer	38.5
Internet	37.0
Bicycling	35.0
Participating in exercise and dance programs	34.1
Attending sports events (football, baseball, basketball, etc...)	33.7
Sewing or other handwork	23.6
Going boating or sailing	21.8
Taking classes	16.7
Painting, sketching, other artistic projects	16.1
Playing Golf	14.5
Going dancing	11.7
Scrapbooking	11.0

Most UW-Stout staff normally gets to work by driving their own car (82.6 percent) and 5.7 percent ride as a passenger or carpool. Walkers represent 7.9 percent of respondents and bike riders were 2.4 percent.

Survey respondents indicated that the UW-Stout staff consists of males (33.9 percent), females (30.4 percent), and other (35.7 percent).

