

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.

Food Type	Percent
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.

Response	Percent
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.

Activity	Percent
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).

Table 1

UNIVERSITY OF WISCONSIN -- STOUT STAFF SURVEY; NOVEMBER 2010
WHAT ARE YOUR FAVORITE "EAT OUT" FOODS?

Food Type	Number	Percent
Mexican	287	58.9 %
Chinese	267	54.8
Pizza	251	51.5
Italian	229	47.0
Seafood	209	42.9
Hamburgers	177	36.3
Health Food	148	30.4
Steak	145	29.8
Chicken	131	26.9
Vietnamese	87	17.9
Ribs	77	15.8
Other	56	11.5
Indian	28	5.7
Thai	22	4.5
Sandwiches/Subs	6	1.2
Sushi	4	0.8
Fine Dining	4	0.8
Breakfast	4	0.8
Total Responses	487	100.0 %
No Response	16	
Total Respondents	503	

Source: McComb Group, Ltd.

Table 2

UNIVERSITY OF WISCONSIN -- STOUT STAFF SURVEY; NOVEMBER 2010
HOW OFTEN DO YOU EAT YOUR EVENING MEAL
IN DOWNTOWN MENOMONIE?

Frequency	Number	Percent
Once a week or more	46	9.3 %
2-3 Times a Month	86	17.4
Once a Month	78	15.8
2-3 Times a Semester	83	16.8
Once a Semester	84	17.0
Once a Year or Less	118	23.8
Total	495	100.0 %
No Response	8	
Total Respondents	503	

Source: McComb Group, Ltd.

Table 3

UNIVERSITY OF WISCONSIN -- STOUT STAFF SURVEY; NOVEMBER 2010
WHAT DO YOU USUALLY DO FOR LUNCH?

Frequency	Bring Lunch From Home		Go to UW-Stout Dining Operation or Food Cart		Go To Fast Food Place		Go To Coffee Shop		Go To Medium Priced Restaurant		Go To Expensive Restaurant		Don't Eat Lunch	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
4-5 Times a Week	228	48.8 %	18	4.4 %	6	1.5 %	10	2.5 %	7	1.7 %	-	- %	10	2.8 %
2 to 3 Times a Week	142	30.4	50	12.1	26	6.4	31	7.7	26	6.3	2	0.5	31	8.8
Once a Week	34	7.3	71	17.2	49	12.1	48	12.0	58	14.0	11	2.9	26	7.3
2 to 3 Times a Month	9	1.9	48	11.6	59	14.6	50	12.5	63	15.2	5	1.3	23	6.5
Once a Month	6	1.3	53	12.8	51	12.6	46	11.5	79	19.0	25	6.5	3	0.8
Seldom	30	6.4	98	23.7	121	29.9	114	28.4	111	26.7	117	30.6	65	18.4
Never	18	3.9	75	18.2	93	23.0	102	25.4	71	17.1	222	58.1	196	55.4
Total Responses	467	100.0 %	413	100.0 %	405	100.0 %	401	100.0 %	415	100.0 %	382	100.0 %	354	100.0 %
No Response	36		90		98		102		88		121		149	
Total Respondents	503		503		503		503		503		503		503	

Source: McComb Group, Ltd.

Table 4

UNIVERSITY OF WISCONSIN -- STOUT STAFF SURVEY; NOVEMBER 2010
HOW OFTEN DO YOU EAT AN EVENING MEAL AT THE FOLLOWING TYPES OF RESTAURANTS?

Frequency	Fast Food (Burger King, Subway, Dairy Queen, etc.)		Pizza Place		Family Restaurant (Menomonic Family Restaurant, Perkins, etc.)		Moderate Price Restaurant \$8-\$15 Entrees (Applebee's, Cancun, China Buffet, etc.)		Higher Price Restaurant \$15-\$30 Entrees (Zanzibar, etc.)	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Once a week or more	40	8.8 %	21	4.7 %	14	3.2 %	28	5.9 %	9	2.0 %
2-3 times a month	85	18.6	78	17.5	54	12.2	88	18.7	28	6.2
Once a month	74	16.2	107	24.0	86	19.5	115	24.4	59	13.0
2-3 Times a Semester	60	13.1	78	17.5	68	15.4	86	18.3	58	12.8
Once a semester	75	16.4	72	16.2	90	20.4	86	18.3	119	26.2
Once a year or less	123	26.9	89	20.0	130	29.4	68	14.4	181	39.9
Total	457	100.0 %	445	100.0 %	442	100.0 %	471	100.0 %	454	100.0 %
No Response	46		58		61		32		49	
Total Respondents	503		503		503		503		503	

Source: McComb Group, Ltd.

Table 5

UNIVERSITY OF WISCONSIN -- STOUT STAFF SURVEY; NOVEMBER 2010
HOW OFTEN DID YOU STAY IN MENOMONIE AFTER WORK
DURING THE PAST MONTH FOR ANY OF THE FOLLOWING PURPOSES?

Times Per Month	Shopping		Special Events		Eating		Entertainment		Personal Business		Business Meeting		Never		Other	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0	260	51.7 %	318	63.2 %	220	43.7 %	364	72.5 %	309	61.4 %	371	73.8 %	437	86.9 %	424	84.3 %
1	58	1.2	78	15.5	88	17.5	57	11.4	53	10.5	32	6.4	12	2.4	6	1.2
2	40	8.0	45	8.9	62	12.3	24	4.8	38	7.6	22	4.4			3	0.6
3	16	3.2	9	1.8	23	4.6	6	1.2	17	3.4	12	2.4			4	0.8
4	24	4.8	6	1.2	20	4.0	3	0.6	14	2.8	8	1.6			4	0.8
5	20	4.0	1	0.2	23	4.6	2	0.4	18	3.6	9	1.8	1	0.2	8	1.6
6	10	2.0	2	0.4	3	0.6			4	0.8	4	0.8				
7	2	0.4									2	0.4				
8	9	1.8	1	0.2	5	1.0	2	0.4	1	0.2	1	0.2			3	0.6
9									1	0.2						
10	13	2.6			8	1.6	1	0.2	2	0.4					1	0.2
11					2	0.4										
12	3	0.6			3	0.6			2	0.4					3	0.6
13	1	0.2														
14																
15	1	0.2			1	0.2	1	0.2	1	0.2					2	0.4
18													1	0.2		
20	2	0.4			2	0.4							1	0.2		
25	2	0.4			1	0.2							2	0.4		
30													6	1.2		
95													1	0.2	1	0.2
Blank	42	8.3	43	8.5	42	8.3	43	8.4	42	8.3	42	8.3	42	8.3	42	8.3
Total Respondents	503	100.0 %	503	100.0 %	503	100.0 %	503	100.0 %	503	100.0 %	503	100.0 %	503	100.0 %	503	100.0 %

Source: McComb Group, Ltd.

Table 6

UNIVERSITY OF WISCONSIN -- STOUT STAFF SURVEY: NOVEMBER 2010
OTHER THAN FOR WORK, HOW OFTEN DID YOU COME TO MENOMONIE OR THE STOUT CAMPUS EVENINGS,
WEEKENDS, OR YOUR DAYS OFF DURING THE PAST MONTH FOR ANY OF THESE PURPOSES?

Times Per Month	Shopping		Eating		Entertainment		Special Events		Personal Business		Never		Other	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0	280	55.7	241	47.9	352	70.0	361	71.8	338	67.2	433	86.1	426	84.7
1	40	8.0	51	10.1	49	9.7	54	10.7	29	5.8	15	3.0	5	1.0
2	39	7.8	66	13.1	33	6.6	31	6.2	34	6.8			6	1.2
3	19	3.8	23	4.6	10	2.0	5	1.0	18	3.6	1	0.2	2	0.4
4	22	4.4	26	5.2	4	0.8	4	0.8	16	3.2			5	1.0
5	17	3.4	24	4.8	8	1.6	2	0.4	15	3.0			6	1.2
6	9	1.8	10	2.0	1	0.2	2	0.4	4	0.8			1	0.2
7	1	0.2												
8	7	1.4	4	0.8			1	0.2					3	0.6
10	18	3.6	11	2.2	2	0.4	1	0.2	5	1.0			1	0.2
12	2	0.4							1	0.2			1	0.2
13	1	0.2												
15	4	0.8	1	0.2										
20	1	0.2	1	0.2	1	0.2					4	0.8		
30			1	0.2							7	1.4	3	0.6
90											1	0.2		
Blank			44	8.7	43	8.5	42	8.3	43	8.5	42	8.3	44	8.7
Total Respondents	503	100.0	503	100.0	503	100.0	503	100.0	503	100.0	503	100.0	503	100.0

Source: McComb Group, Ltd.

Table 7

UNIVERSITY OF WISCONSIN -- STOUT STAFF SURVEY; NOVEMBER 2010
 WHAT TYPES OF MERCHANDISE (OR LARGER SELECTION)
 WOULD YOU LIKE TO SEE IN DOWNTOWN MENOMONIE?

Response	Number	Percent
Clothing	27	10.0 %
Shoes	13	4.8
Gifts	11	4.1
Grocery	11	4.1
Discount Store	9	3.3
Men's Clothing	9	3.3
Women's Clothing	9	3.3
Books	8	3.0
More/Better Restaurants	7	2.6
Sporting Goods	7	2.6
Hardware	6	2.2
Bakery/Bagels	5	1.9
Coffee	5	1.9
Drug Store	5	1.9
Health Food	5	1.9
Hobby	5	1.9
Artsy	4	1.5
Craft Store	4	1.5
Department Stores	4	1.5
Electronics	4	1.5
Like La Dee Dah	4	1.5
Other	60	22.3
Total Responses	269	
No Response	234	
Total Respondents	503	

Source: McComb Group, Ltd.

Table 8

UNIVERSITY OF WISCONSIN -- STOUT STAFF SURVEY; NOVEMBER 2010
 HOW FREQUENTLY DO YOU GO TO A MOVIE?

Frequency	On Campus		Off Campus	
	Number	Percent	Number	Percent
Once a week or more	1	0.4 %	10	2.2 %
2-3 times a month	2	0.7	28	6.1
Once a month	6	2.2	78	17.1
Once a semester	27	10.0	211	46.2
Never	233	86.6	130	28.4
Total Responses	269	100.0 %	457	100.0 %
No Response	234		46	
Total Respondents	503		503	

Source: McComb Group, Ltd.

Table 9

UNIVERSITY OF WISCONSIN -- STOUT STAFF SURVEY; NOVEMBER 2010
WHAT DO YOU LIKE BEST ABOUT DOWNTOWN MENOMONIE?

Response	Number	Percent
Small Town/Cozy Feel	21	6.1 %
Close/Walking Distance	16	4.6
Assessable	8	2.3
Post Office	7	2.0
Coffee Shops	6	1.7
Local Businesses	6	1.7
Mable Tainter	6	1.7
The Lake	6	1.7
Historic	5	1.4
Small Unique Shops	5	1.4
Acoustic	4	1.2
Concentrated Retail	4	1.2
Friendly Businesses	4	1.2
Holiday Decorations	4	1.2
Legacy	4	1.2
Log Jam	4	1.2
Old/Beautiful Buildings	4	1.2
Pizza Places	4	1.2
Variety of Restaurants	4	1.2
Zanzibar	4	1.2
Other	50	14.4
Total Responses	347	
No Response	156	
Total Respondents	503	

Source: McComb Group, Ltd.

Table 10

UNIVERSITY OF WISCONSIN -- STOUT STAFF SURVEY; NOVEMBER 2010
WHAT DO YOU LIKE LEAST ABOUT DOWNTOWN MENOMONIE?

Response	Number	Percent
Parking	25.0	6.8 %
Variety of Retail	21.0	5.7
Appearance	14.0	3.8
Empty Buildings	10.0	2.7
Clean Up	9.0	2.5
Too Many Bars	8.0	2.2
Variety of Restaurants	8.0	2.2
Bar Night Dirty Sidewalks	7.0	1.9
Junky Retail	7.0	1.9
Parking Meters	7.0	1.9
Traffic Flow	6.0	1.6
Walkability	5.0	1.4
Other	43.0	11.7
Total Responses	366.0	
No Response	137.0	
Total Respondents	503.0	

Source: McComb Group, Ltd.

Table 11

UNIVERSITY OF WISCONSIN -- STOUT STAFF SURVEY; NOVEMBER 2010
WHAT IMPROVEMENTS WOULD YOU LIKE TO SEE
IN DOWNTOWN MENOMONIE?

Response	Number	Percent
Renovate Building Exteriors	20	6.3 %
More Parking	16	5.0
Cleaner	10	3.2
More Retail	10	3.2
Variety of Retail	8	2.5
Better/Cleaner Sidewalks	6	1.9
Bike Lane	6	1.9
Better Traffic Flow	5	1.6
Better Appearance	4	1.3
Better Restaurants	4	1.3
Community Space	4	1.3
Fewer Bars	4	1.3
More Restaurants	4	1.3
Walkability	4	1.3
Other	121	38.2
Total Responses	317	
No Response	186	
Total Respondents	503	

Source: McComb Group, Ltd.

Table 12

UNIVERSITY OF WISCONSIN -- STOUT STAFF SURVEY; NOVEMBER 2010
WHAT ACTIVITIES OR INTERESTS DO YOU MOST ENJOY?

Activity	Number	Percent
Dining at restaurants	304	67.0 %
Reading books	290	63.9
Attending concerts, dance, theatre or art shows	289	63.7
Traveling	287	63.2
Listening to music	278	61.2
Outdoor activities (camping, hiking, hunting, fishing)	251	55.3
Watching television	203	44.7
Attending movies at theatres	196	43.2
Using a home computer	175	38.5
Internet	168	37.0
Bicycling	159	35.0
Participating in exercise and dance programs	155	34.1
Attending sports events (football, baseball, basketball, etc...)	153	33.7
Sewing or other handwork	107	23.6
Going boating or sailing	99	21.8
Taking classes	76	16.7
Painting, sketching, other artistic projects	73	16.1
Playing Golf	66	14.5
Going dancing	53	11.7
Scrapbooking	50	11.0
Other	42	9.3
Playing tennis	36	7.9
Playing racquetball or handball	30	6.6
Cooking/Baking	5	1.1
Gardening	5	1.1
Total Responses	454	
No Response	49	
Total Respondents	503	

Source: McComb Group, Ltd.

Table 13

UNIVERSITY OF WISCONSIN -- STOUT STAFF SURVEY; NOVEMBER 2010
HOW DO YOU NORMALLY GET TO WORK?

Response	Number	Percent
Drive own car	374	82.6 %
Ride as passenger	6	1.3
Carpool	20	4.4
Vanpool	-	
Bus	-	
Bicycle	11	2.4
Walk	36	7.9
Other (please specify)		
Drive Motorcycle/Scooter	3	0.7
I Drive or Bike	2	0.4
Live on Campus	1	0.2
Total Responses	453	100.0 %
No Response	50	
Total Respondents	503	

Source: McComb Group, Ltd.

Table 14

UNIVERSITY OF WISCONSIN -- STOUT STAFF SURVEY; NOVEMBER 2010
AGE

Age	Number	Percent
<19	-	- %
20-24	10	2.4
25-34	61	14.8
35-44	83	20.1
45-54	130	31.6
55-64	113	27.4
65-74	6	1.5
75-84	-	-
85+	-	-
50+	5	1.2
NA	1	0.2
Old	1	0.2
Over 21	1	0.2
Young	1	0.2
Total Responses	412	100.0 %
No Response	91	
Total Respondents	503	

Source: McComb Group, Ltd.

Table 15

UNIVERSITY OF WISCONSIN -- STOUT STAFF SURVEY; NOVEMBER 2010
TO WHICH OCCUPATIONAL GROUP DOES YOUR PRESENT JOB BELONG?

Response	Number	Percent
Adjunct Faculty/Instructional Academic Staff	171	38.2 %
Classified Staff/Project Employee	112	25.0
Faculty	83	18.5
Limited Term Employee	52	11.6
Professional Academic Staff	30	6.7
Total Responses	448	100.0 %
No Response	55	
Total Respondents	503	

Source: McComb Group, Ltd.

Table 16

UNIVERSITY OF WISCONSIN -- STOUT STAFF SURVEY; NOVEMBER 2010
IF MARRIED, WHAT IS YOUR SPOUSE'S OR PARTNER'S OCCUPATION?

Response	Number	Percent
Professional	148	34.5 %
Other	66	15.4
Manager/Administrative	35	8.2
Technical/Craftsman	31	7.2
Other	29	6.8
Doesn't work	29	6.8
Semi-skilled or unskilled labor	25	5.8
Retired	19	4.4
Sales	16	3.7
Clerical	9	2.1
Teacher	7	1.6
Farmer	6	1.4
Self Employed	5	1.2
Student	4	0.9
Total Responses	429	100.0 %
No Response	74	
Total Respondents	503	

Source: McComb Group, Ltd.

Table 17

UNIVERSITY OF WISCONSIN -- STOUT STAFF SURVEY; NOVEMBER 2010
GENDER

Gender	Number	Percent
Male	153	33.9 %
Female	137	30.4
Other	161	35.7
Total Responses	451	100.0 %
No Response	52	
Total Respondents	503	

Source: McComb Group, Ltd.

Table 18

UNIVERSITY OF WISCONSIN -- STOUT STAFF SURVEY; NOVEMBER 2010
MARITAL STATUS (MARRIED OR PARTNERED)

Response	Number	Percent
Yes	351	78.9 %
No	94	21.1
Total Responses	445	100.0 %
No Response	58	
Total Respondents	503	

Source: McComb Group, Ltd.

Table 19

UNIVERSITY OF WISCONSIN -- STOUT STAFF SURVEY; NOVEMBER 2010
WHAT IS THE COMBINED YEARLY INCOME (BEFORE TAXES)
OF ALL MEMBERS OF YOUR HOUSEHOLD?

Income Range	Number	Percent
Under \$10,000	3	0.7 %
\$10,000 - \$14,999	2	0.5
\$15,000 - \$19,999	-	-
\$20,000 - \$24,999	8	1.9
\$25,000 - \$34,999	31	7.2
\$35,000-\$39,999	18	4.2
\$40,000 - \$49,999	39	9.1
\$50,000 - \$74,999	130	30.4
\$75,000 or more	197	46.0
Total Responses	428	100.0 %
No Response	75	
Total Respondents	503	

Source: McComb Group, Ltd.

Table 20

UNIVERSITY OF WISCONSIN -- STOUT STAFF SURVEY; NOVEMBER 2010
WHAT IS YOUR HOME ZIP CODE?

City/State	Number	Percent
Wisconsin		
Menomonie, WI	221	67.8 %
Eau Claire, WI	25	7.7
Colfax, WI	16	4.9
Elk Mound, WI	13	4.0
Chippewa Falls, WI	6	1.8
Boyceville, WI	4	1.2
Durand, WI	4	1.2
Knapp, WI	4	1.2
Elmwood, WI	3	0.9
Glenwood City, WI	3	0.9
Arkansaw, WI	2	0.6
Chetek, WI	2	0.6
Mondovi, WI	2	0.6
Troy, WI	2	0.6
Wheeler, WI	2	0.6
Cadott, WI	1	0.3
Downing, WI	1	0.3
Eleva, WI	1	0.3
Jim Falls, WI	1	0.3
Maiden Rock, WI	1	0.3
Spring Valley, WI	1	0.3
Wilson, WI	1	0.3
Woodville, WI	1	0.3
Subtotal	317	97.2 %
Minnesota		
St. Paul, MN	5	1.5 %
Minneapolis, MN	3	0.9
Afton, MN	1	0.3
Subtotal	9	2.8 %
Total Responses	326	97.2 %
No Response	177	
Total Respondents	503	

Source: McComb Group, Ltd.

UW-STOUT STAFF SURVEY

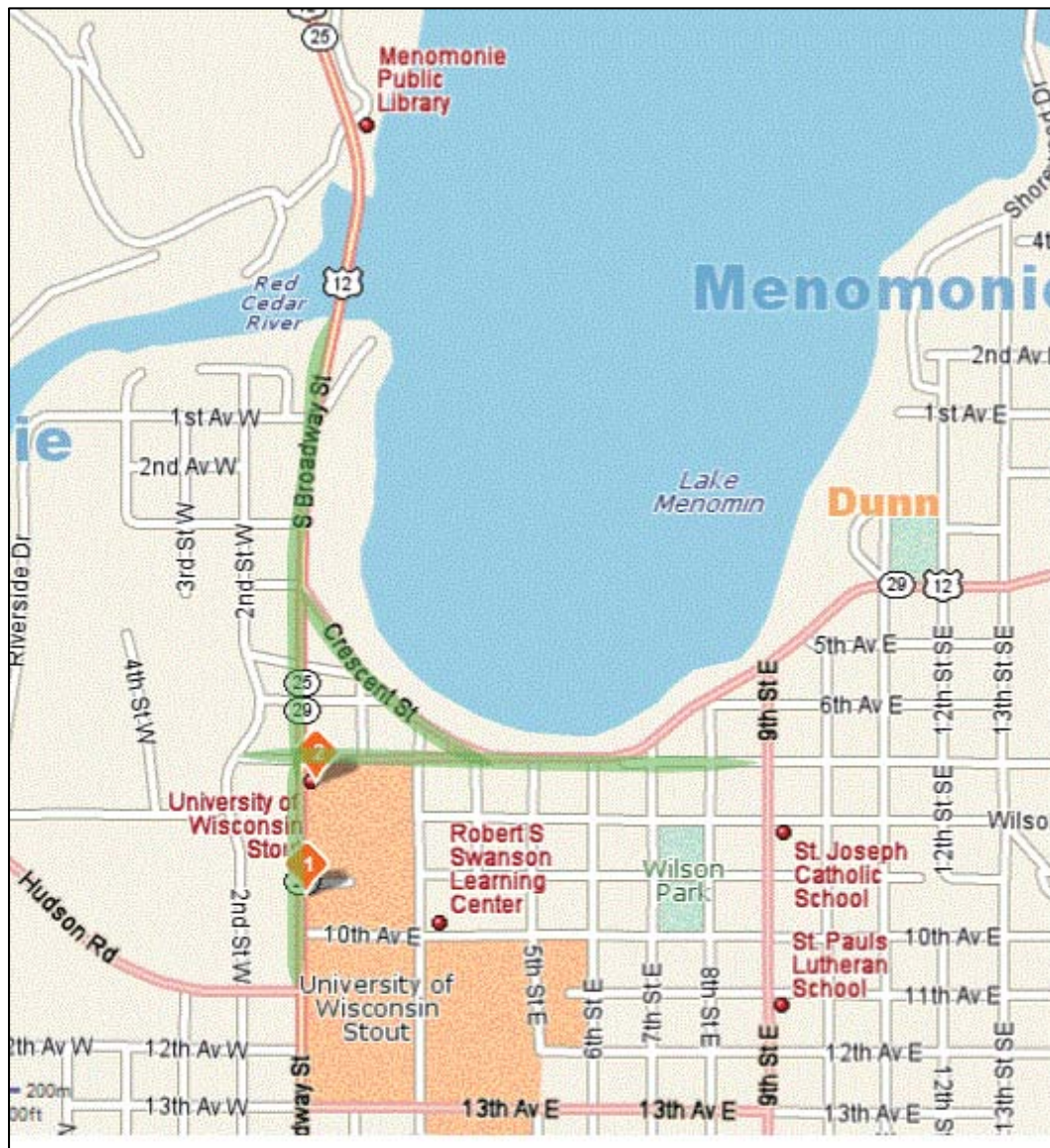
Your ideas and suggestions are needed as part of a study aimed at increasing the number and type of retail shops and entertainment opportunities in downtown Menomonee. The objective is to expand the shopping, dining and entertainment options. This study has been commissioned by UW-Stout for use in evaluating downtown revitalization options.

Downtown Menomonee has been identified in the green shaded area on the map below. Main Street from 2nd Street W to 9th Street E, Broadway from the bridge south to Hwy 29 W, and the area along Crescent Street.

Knowledge of your shopping, dining and entertainment habits and attitudes regarding downtown Menomonee is important to the success of the study. Responses to this questionnaire will provide valuable information regarding the potential for new shopping, dining, and entertainment opportunities in downtown Menomonee.

This survey will take about 6 minutes to complete. Your answers to these questions will be combined with others to form a database and will not be disclosed in any way in which you could be identified.

Thank you. Your cooperation in completing this survey is greatly appreciated!



What are your favorite "eat out" foods? (Please check all that apply)

- | | | |
|-------------------------------------|----------------------------------|---|
| <input type="checkbox"/> Chinese | <input type="checkbox"/> Mexican | <input type="checkbox"/> Health Food |
| <input type="checkbox"/> Italian | <input type="checkbox"/> Pizza | <input type="checkbox"/> Steak |
| <input type="checkbox"/> Seafood | <input type="checkbox"/> Chicken | <input type="checkbox"/> Vietnamese |
| <input type="checkbox"/> Hamburgers | <input type="checkbox"/> Ribs | <input type="checkbox"/> Other (please specify) |

What do you usually do for lunch?

	4 to 5 times a week	2 to 3 times a week	Once a week	2 to 3 times a month	Once a month	Seldom	Never
Bring lunch from home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Go to UW-Stout Dining Operation or Food Cart	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Go to fast food place	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Go to coffee shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Go to medium priced restaurant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Go to expensive restaurant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Don't eat lunch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How often do you eat your evening meal in downtown Menomonie?

- | | |
|---|--|
| <input type="radio"/> Once a week or more | <input type="radio"/> 2-3 Times a Semester |
| <input type="radio"/> 2-3 Times a Month | <input type="radio"/> Once a Semester |
| <input type="radio"/> Once a Month | <input type="radio"/> Once a Year or Less |

How often do you eat an evening meal at the following types of restaurants?

	Once a Week or More	2-3 Times a Month	Once a Month	2-3 Times a Semester	Once a semester	Once a Year or Less
Fast Food (Burger King, Subway, Dairy Queen, etc...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pizza Place	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family Restaurant (Menomonie Family Restaurant, Perkins, etc...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Moderate Price Restaurant \$8- \$15 Entrees (Applebee's, Cancun, China Buffet, etc...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Higher Price Restaurant \$15-\$30 Entrees (Zanzibar, etc...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How frequently do you go to a movie?

	On Campus	Off Campus
Once a week or more	<input type="checkbox"/>	<input type="checkbox"/>
2-3 times a month	<input type="checkbox"/>	<input type="checkbox"/>
Once a month	<input type="checkbox"/>	<input type="checkbox"/>
Once a semester	<input type="checkbox"/>	<input type="checkbox"/>
Never	<input type="checkbox"/>	<input type="checkbox"/>

What types of merchandise (or larger selection) would you like to see in downtown Menomonie?

How often did you stay in Menomonie after work during the past month for any of the following purposes?
(Enter a number before each purpose)

- ☐ Shopping
- ☐ Special Events
- ☐ Eating
- ☐ Entertainment
- ☐ Personal Business
- ☐ Business Meeting
- ☐ Never
- ☐ Other (please specify)

Other than for work, how often did you come to Menomonie or the UW-Stout campus evenings, weekends, or your days off during the past month for any of these purposes? (Enter a number before each purpose)

- ☐ Shopping
- ☐ Eating
- ☐ Entertainment
- ☐ Special Events
- ☐ Personal Business
- ☐ Never
- ☐ Other (please specify)

What do you like best about downtown Menomonie?

What do you like least about downtown Menomonie?

How do you normally get to work? (Check only one)

- ☐ Drive own car
- ☐ Ride as passenger
- ☐ Carpool
- ☐ Vanpool
- ☐ Bus
- ☐ Bicycle
- ☐ Walk
- ☐ Other (please specify)

What activities or interests do you most enjoy? (Check all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Attending concerts, dance, theatre or art shows | <input type="checkbox"/> Outdoor activities (camping, hiking, hunting, fishing) |
| <input type="checkbox"/> Attending movies at theatres | <input type="checkbox"/> Traveling |
| <input type="checkbox"/> Going dancing | <input type="checkbox"/> Listening to music |
| <input type="checkbox"/> Reading books | <input type="checkbox"/> Using a home computer |
| <input type="checkbox"/> Watching television | <input type="checkbox"/> Internet |
| <input type="checkbox"/> Dining at restaurants | <input type="checkbox"/> Bicycling |
| <input type="checkbox"/> Participating in exercise and dance programs (running, aerobics, weightlifting, pilates, etc...) | <input type="checkbox"/> Sewing or other handwork |
| <input type="checkbox"/> Playing tennis | <input type="checkbox"/> Scrapbooking |
| <input type="checkbox"/> Playing racquetball or handball | <input type="checkbox"/> Taking classes |
| <input type="checkbox"/> Playing Golf | <input type="checkbox"/> Painting, sketching, other artistic projects |
| <input type="checkbox"/> Going boating or sailing | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> Attending sports events (football, baseball, basketball, etc...) | |

Age:

Sex:

- ☐ Male
- ☐ Female
- ☐ Other (please specify)

Married or partnered?

- ☐ Yes
- ☐ No

If married or partnered, what is your spouse's or partner's occupation?

- | | | |
|---|---|--|
| <input type="checkbox"/> Professional | <input type="checkbox"/> Manager/Administrative | <input type="checkbox"/> Semi-skilled or unskilled labor |
| <input type="checkbox"/> Sales | <input type="checkbox"/> Technical/Craftsman | <input type="checkbox"/> Doesn't work |
| <input type="checkbox"/> Other (please specify) | <input type="checkbox"/> Clerical | |

To which occupational group does your present job belong?

- ☐ Adjunct Faculty/Instructional Academic Staff
- ☐ Classified Staff/Project Employee
- ☐ Faculty
- ☐ Limited Term Employee
- ☐ Professional Academic Staff

What is the combined yearly income (before taxes) of all members of your household?

- | | | |
|---|---|---|
| <input type="radio"/> Under \$10,000 | <input type="radio"/> \$10,000 - \$14,999 | <input type="radio"/> \$15,000 - \$19,999 |
| <input type="radio"/> \$20,000 - \$24,999 | <input type="radio"/> \$25,000 - \$34,999 | <input type="radio"/> \$35,000-\$39,999 |
| <input type="radio"/> \$40,000 - \$49,999 | <input type="radio"/> \$50,000 - \$74,999 | <input type="radio"/> \$75,000 or more |

What is your home zip code?

We thank you for your time spent taking this survey.
Your response has been recorded.