

PLYMOUTH AREA BUSINESS SURVEY
 Prepared by
 Plymouth Chamber of Commerce Economic Development Committee
 In cooperation with
 Sheboygan County University of Wisconsin-Extension

Mailed 360
Returned 86
Response Rate 23.9%

*All Chamber members are encouraged to take **five minutes** to complete this very important business survey. The Chamber's Economic Development Committee, in cooperation with the Sheboygan County UW-Extension Office, developed this survey to obtain your input. The results will serve as a valuable tool for the Chamber, as well as for the membership. Your individual responses are **anonymous**. Results will be compiled by the Sheboygan County UW-Extension Office and shared with Chamber membership.*

Please complete and return the survey no later than March 20, 2006. If you have any questions please contact Lisa Hurley, Plymouth Chamber (920) 893-0079 or David Such, Sheboygan County UW-Extension Office at (920) 467-5740.

BACKGROUND INFORMATION

1. Which one of the following best describes your business or industry?

- 3.3% Construction (3)
- 6.5% Manufacturing (6)
- 2.1% Communications/utilities (2)
- 10.9% Retail trade (10)
- 17.4% Finance, insurance, or real estate (16)
- 7.6% Business and repair services (7)
- 8.7% Restaurant/tavern (8)
- 9.8% Lodging (9)
- 3.3% Entertainment and recreation (3)
- 4.3% Professional health services (4)
- 10.9% Other professional and related services (10)
- 15.2% Other (specify) (14)

2. How many years have you been in your current business in the Plymouth area?

- 14.0% Less than 2 (12)
- 12.8% 2-5 (11)
- 18.6% 6-10 (16)
- 11.6% 11-15 (10)
- 11.6% 16-20 (10)
- 5.8% 21-25 (5)
- 14.0% 25-50 (12)
- 10.4% Over 50 (9)
- 1.2% No response (1)

3. Why did you choose to locate your business in the Plymouth area? (check all that apply)

- 13.7% Location (32)
- 3.4% State highway access (8)
- 4.3% Proximity to clients/suppliers (10)
- 9.9% Proximity to customers (23)
- 2.1% Proximity to employees (5)
- 8.6% Availability of building/property (20)
- 8.6% Purchased an existing business (20)
- 13.3% Need for the business in the community (31)
- 1.3% Other (specify) (3)
- 5.2% Community image (12)
- 4.7% Community demographics (11)
- 0.0% Low property taxes (0)
- 8.6% Close to personal residence (20)
- 9.9% Overall quality of life (schools, recreation, low crime, etc.) (23)
- 6.4% Family Ties (15)

4. What is your approximate full-time employment (32 hours or more/week) for the following years? (check all that apply)

Percent of Row Totals

Number of Employees	3 years ago	1 year ago	Current	1 year ahead	3 years ahead
1-5	18.2% (34)	21.4% (40)	23.0% (43)	19.8% (37)	17.6% (33)
6-10	17.8% (8)	20.0% (9)	24.4% (11)	20.0% (9)	17.8% (8)
11-20	9.1% (2)	13.6% (3)	22.7% (5)	22.7% (5)	31.8% (7)
21-40	22.7% (5)	22.7% (5)	22.7% (5)	18.2% (4)	13.6% (3)
41-75	24.0% (6)	20.0% (5)	20.0% (5)	16.0% (4)	20.0% (5)
76-100	0.0% (0)	0.0% (0)	0.0% (0)	50.0% (1)	50.0% (1)
101-250	22.2% (2)	22.2% (2)	22.2% (2)	22.2% (2)	11.1% (1)
251-500	18.2% (2)	18.2% (2)	18.2% (2)	18.2% (2)	27.2% (3)
Over 500	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Didn't exist	40.0% (2)	40.0% (2)	20.0% (1)	0.0% (0)	0.0% (0)
Don't know	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)

Percent of Column Totals

Number of Employees	3 years ago	1 year ago	Current	1 year ahead	3 years ahead
1-5	55.7% (34)	58.8% (40)	58.1% (43)	57.8% (37)	54.1% (33)
6-10	13.1% (8)	13.2% (9)	14.9% (11)	14.1% (9)	13.1% (8)
11-20	3.3% (2)	4.4% (3)	6.8% (5)	7.8% (5)	11.5% (7)
21-40	8.2% (5)	7.4% (5)	6.8% (5)	6.3% (4)	4.9% (3)
41-75	9.8% (6)	7.4% (5)	6.8% (5)	6.3% (4)	8.2% (5)
76-100	0.0% (0)	0.0% (0)	0.0% (0)	1.6% (1)	1.6% (1)
101-250	3.3% (2)	2.9% (2)	2.6% (2)	3.1% (2)	1.6% (1)
251-500	3.3% (2)	2.9% (2)	2.6% (2)	3.1% (2)	4.9% (3)
Over 500	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Didn't exist	3.3% (2)	2.9% (2)	1.4% (1)	0.0% (0)	0.0% (0)
Don't know	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)

5. Do you employ any part-time employees?

73.3% Yes (63) (Number ____)

22.0% No (19)

4.7% No response (4)

If yes, are the number of part-time employees related to: (check all that apply)

31.7% Seasonal fluctuations (26)

3.7% Economic fluctuations (3)

41.5% Scheduling flexibility (34)

17.1% Students (14)

6.0% Other (specify) (5)

6. How do the following affect your recruiting of employees?

Percent of Row Totals

	Positive effect	Negative effect	No effect
Quality of life	77.6% (52)	0.0% (0)	22.4% (15)
Cost of living	58.5% (38)	15.4% (10)	26.1% (17)
Housing costs	43.1% (28)	21.5% (14)	35.4% (23)
Personal/property taxes	20.0% (12)	41.7% (25)	38.3% (23)
K-12 educational system	65.1% (41)	1.6% (1)	33.3% (21)
Area technical colleges	37.1% (23)	0.0% (0)	62.9% (39)
Area colleges and universities	34.4% (21)	0.0% (0)	65.6% (40)
Climate	16.4% (10)	24.6% (15)	59.0% (36)
Other (specify)	28.6% (2)	28.6% (2)	42.8% (3)

Percent of Column Totals

	Positive effect	Negative effect	No effect
Quality of life	22.9% (52)	0.0% (0)	6.9% (15)
Cost of living	16.7% (38)	14.9% (10)	7.8% (17)
Housing costs	12.3% (28)	20.9% (14)	10.6% (23)
Personal/property taxes	5.3% (12)	37.3% (25)	10.6% (23)
K-12 educational system	18.1% (41)	1.5% (1)	9.7% (21)
Area technical colleges	10.1% (23)	0.0% (0)	18.0% (39)
Area colleges and universities	9.3% (21)	0.0% (0)	18.4% (40)
Climate	4.4% (10)	22.4% (15)	16.6% (36)
Other (specify)	0.9% (2)	3.0% (2)	1.4% (3)

GENERAL QUESTIONS

7. Plymouth city government should work with other units of government for sharing services.

60.5% Agree (52)

5.8% Disagree (5)

31.4% No opinion (27)

2.3% No response (2)

If you agree, what specific services should be shared? _____

8. **What type of image/impression does Plymouth, as a community, project?**

- 87.4% Positive image/impression (explain) (76)
- 6.9% Negative image/impression (explain) (6)
- 2.3% Don't know (2)
- 3.4% No opinion (3)

9. **What type of image/impression does Plymouth's downtown project?**

- 57.1% Positive image/impression (explain) (52)
- 27.5% Negative image/impression (explain) (25)
- 11.0% Don't know (10)
- 4.4% No opinion (4)

10. **What is your overall opinion of Plymouth as a place in which to do business?**

- 27.9% Excellent (24)
- 55.8% Good (48)
- 13.9% Fair (12)
- 1.2% Poor (1)
- 0.0% No opinion (0)
- 1.2% No response (1)

11. **What one suggestion would you have to make Plymouth an even better place to do business?**

12. **Do you use Plymouth businesses for your business needs?**

- 64.0% Yes (55)
- 33.7% Sometimes (29)
- 0.0% No (0)
- 2.3% No response (2)

If no or sometimes, why? (check all that apply)

- 19.5% Price (8)
- 9.8% Quality (4)
- 17.1% Reputation (7)
- 14.6% Service (6)
- 39.0% Other (specify) (16)

13. **Please comment on any ideas which the Plymouth Chamber of Commerce can assist your business:**

*If you are a retail business or service provider, please complete questions 14 to 24.
If you are an industry or manufacturing type of business, please complete questions 25 to 30.*

RETAIL BUSINESS AND SERVICE QUESTIONS

14. **Please indicate the approximate percentages of your customers from Plymouth and the immediate area (five to six mile radius), from other communities in the region, and from tourists/customers from outside the region, for the following years:**

	2002	2005	2008
Percentage of customers from Plymouth area	5 – 3.5% (5)	0 – 0.6% (1)	5 – 3.9% (5)
	10 – 1.4% (2)	5 – 2.8% (5)	10 – 0.8% (1)
	15 – 0.7% (1)	7 – 0.6% (1)	25 – 0.8% (1)
	20 – 0.7% (1)	10 – 0.6% (1)	30 – 2.3% (3)
	25 – 1.4% (2)	20 – 1.7% (3)	35 – 0.8% (1)
	30 – 1.4% (2)	23 – 0.6% (1)	40 – 0.8% (1)
	40 – 1.4% (2)	25 – 2.2% (4)	50 – 7.0% (9)
	48 – 0.7% (1)	30 – 1.7% (3)	60 – 3.1% (4)
	50 – 5.6% (8)	35 – 0.6% (1)	70 – 3.1% (4)
	60 – 2.8% (4)	36 – 0.6% (1)	75 – 2.3% (3)
	70 – 2.1% (3)	40 – 0.6% (1)	80 – 3.9% (5)
	75 – 2.8% (4)	48 – 0.6% (1)	85 – 1.6% (2)
	76 – 0.7% (1)	50 – 6.7% (12)	90 – 1.6% (2)
	80 – 2.8% (4)	60 – 4.4% (8)	95 – 0.8% (1)
	85 – 2.8% (4)	65 – 0.6% (1)	? – 2.3% (3)

	90 – 2.1% (3) 95 – 0.7% (1) N/A – 1.4% (2)	69 – 0.6% (1) 70 – 1.7% (3) 75 – 1.7% (3) 80 – 2.8% (5) 85 – 3.3% (6) 90 – 1.1% (2) 95 – 0.6% (1)	
Subtotal	35.0%	36.7%	35.1%
Percentage of customers from other communities in region	5 – 2.8% (4) 10 – 3.5% (5) 12 – 0.7% (1) 14 – 1.4% (2) 15 – 1.4% (2) 19 – 0.7% (1) 20 – 4.2% (6) 23 – 1.4% (2) 25 – 2.1% (3) 30 – 3.5% (5) 35 – 1.4% (2) 40 – 2.8% (4) 48 – 1.4% (2) 50 – 2.1% (3) 52 – 0.7% (1) 58 – 0.7% (1) 60 – 1.4% (2) 70 – 0.7% (1) 75 – 0.7% (1) 95 – 1.4% (2) N/A – 1.4% (2)	5 – 2.8% (5) 10 – 1.7% (3) 12 – 0.6% (1) 14 – 0.6% (1) 15 – 2.2% (4) 19 – 0.6% (1) 20 – 5.6% (10) 23 – 1.1% (2) 25 – 1.1% (2) 30 – 2.2% (4) 35 – 0.6% (1) 39 – 0.6% (1) 40 – 4.4% (8) 43 – 0.6% (1) 45 – 0.6% (1) 48 – 1.1% (2) 50 – 2.8% (5) 60 – 0.6% (1) 64 – 0.6% (1) 65 – 0.6% (1) 70 – 0.6% (1) 75 – 1.7% (3) 77 – 0.6% (1) 93 – 0.6% (1) 95 – 1.1% (2)	5 – 3.1% (4) 7.5 – 0.8% (1) 10 – 2.3% (3) 12 – 0.8% (1) 14 – 0.8% (1) 15 – 1.6% (2) 19 – 0.8% (1) 20 – 4.7% (6) 23 – 1.6% (2) 25 – 1.6% (2) 30 – 1.6% (2) 40 – 3.1% (4) 48 – 0.8% (1) 50 – 3.9% (5) 55 – 0.8% (1) 60 – 1.6% (2) 63 – 0.8% (1) 70 – 0.8% (1) 93 – 0.8% (1) 95 – 1.6% (2) ? – 2.3% (3)
Subtotal	36.4%	35.6%	36.2%
Percentage of customers from outside region/tourists	0 – 5.6% (8) 1 – 2.1% (3) 2 – 3.5% (5) 3 – 0.7% (1) 4 – 0.7% (1) 5 – 3.5% (5) 10 – 4.2% (6) 15 – 0.7% (1) 20 – 1.4% (2) 30 – 1.4% (2) 50 – 0.7% (1) 55 – 0.7% (1) 60 – 0.7% (1) 90 – 1.4% (2) N/A – 1.4% (2)	0 – 5.6% (10) 1 – 2.8% (5) 2 – 2.2% (4) 3 – 0.6% (1) 4 – 0.6% (1) 5 – 4.4% (8) 10 – 5.0% (9) 15 – 1.1% (2) 20 – 1.1% (2) 30 – 0.6% (1) 40 – 1.1% (2) 50 – 2.2% (4) 90 – 1.1% (2) 95 – 0.6% (1)	0 – 5.5% (7) 1 – 1.6% (2) 2 – 3.9% (5) 2.5 – 0.8% (1) 3 – 0.8% (1) 5 – 3.9% (5) 10 – 2.3% (3) 15 – 0.8% (1) 20 – 3.1% (4) 30 – 0.8% (1) 40 – 0.8% (1) 70 – 0.8% (1) 90 – 1.6% (2) ? – 2.3% (3)
Subtotal	28.7%	29.0%	29.0%
Total	100%	100%	100%

15. Within the last three years, did sales of your business's good and/or services:

62.8% Increase (49)

10.3% Decrease (8)

26.9% Remain about the same (21)

0.0% Not sure what they did (0)

16. What factor (s) do you consider impacted your sales within the last three years? (check all that apply)

39.8% The overall economic climate (41)
26.2% Improved business management/marketing, etc. (27)
17.5% Increased competition (18)
16.5% Other (specify) (17)

17. Do you have competition from other businesses in the Plymouth area?

2.4% None (2) 13.4% Not very much (11) 47.6% Some (39) 36.6% A lot (30) 0.0% Don't know (0)

18. If you do have competition in the Plymouth area, how long has this business been in competition with you?

25.6% Less than 5 years (21)
29.3% 5-10 years (24)
25.6% 10-25 years (21)
19.5% More than 25 years (16)

19. Do surrounding areas compete for your customers?

3.7% Not at all (3) 15.0% Not very much (12) 46.2% Some (37) 35.0% A lot (28)

If so, which communities compete for your customers? (check all that apply)

33.1% Sheboygan (59) 21.9% Sheboygan Falls (39) 12.4% Other (specify) (22)
16.3% Fond du Lac (29) 16.3% Elkhart Lake (29)

20. What is the main reason your customers buy from you? (check only one)

26.1% Quality (40) 9.2% Convenience (14) 28.1% Service (43)
6.5% Selection (10) 12.4% Price (19) 11.8% Loyalty (18)
5.9% Other (specify) (9)

21. What is the main reason other customers patronize your competition? (check only one)

7.1% Quality (7) 13.1% Convenience (13) 6.1% Service (6)
7.1% Selection (7) 37.4% Price (37) 15.1% Loyalty (15)
14.1% Other (specify) (14)

22. If your business has competition, have you made, or are you planning to make any of the following:

24.7% Add new product lines or services (38)
24.7% Increase advertising (38)
9.8% Make changes to the business exterior (15)
10.4% Make changes to the business interior (16)
9.1% Add employees (14)
1.9% Reduce personnel (3)
5.8% Add space (9)
5.2% Relocate within the Plymouth area (8)
1.3% Relocate outside the Plymouth area (2)
1.9% Sell the business (3)
5.2% Other (specify) (8)

23. Do you favor more commercial/retail development in the Plymouth area?

80.5% Yes (62) 7.8% No (6) 11.7% No opinion (9)

If yes, where? (check all that apply)

33.0% Downtown (37)
26.8% Eastern Avenue (30)
30.4% Around Wal-Mart and west to Highway 67 (34)
9.8% Other (specify) (11)

24. What type of impact will the expansion of Highways 23 and 57 to four lanes have upon your business?

- 50.6% Positive impact (39)
- 3.9% Negative impact (3)
- 45.5% No impact (35)
- Please comment _____

If you are an industry or manufacturing type of business, please complete questions 25 to 30

INDUSTRIAL/MANUFACTURING QUESTIONS

25. What do you consider to be the one most important factor negatively impacting your company's present financial condition?

- 32.1% Market condition/economy (9)
- 14.3% Labor costs (4)
- 3.6% Material costs (1)
- 10.7% State corporate income taxes (3)
- 0.0% Interest rates (0)
- 3.6% Local property taxes (1)
- 17.9% Energy costs (5)
- 7.1% Labor supply (2)
- 0.0% Transportation (0)
- 10.7% Other (specify) (3)

26. Which one of the following factors has the greatest negative impact on the current/future development of your product?

- 38.5% Market condition/economy (10)
- 7.7% Domestic competition (2)
- 7.7% Foreign imports (2)
- 3.8% Insufficient space (1)
- 3.8% Regulatory constraints (1)
- 7.7% Interest rates (2)
- 23.1% Energy costs (6)
- 0.0% Material shortages (0)
- 3.8% Antiquated machinery/technology (1)
- 0.0% Transportation problems (0)
- 3.8% Other (specify) (1)

27. In the past three years have you:

Percent of Row Totals

	Yes	No
Expanded your facility in this community	52.2% (12)	47.8% (11)
Expanded elsewhere	38.1% (8)	61.9% (13)
Increased employment	72.0% (18)	28.0% (7)
Decreased employment	11.1% (2)	88.9% (16)
Added production	69.6% (16)	30.4% (7)
Modernized production	66.7% (14)	33.3% (7)
Made other capital improvements	71.4% (15)	28.6% (6)

Percent of Column Totals

	Yes	No
Expanded your facility in this community	14.1% (12)	16.4% (11)
Expanded elsewhere	9.4% (8)	19.4% (13)
Increased employment	21.2% (18)	10.4% (7)
Decreased employment	2.4% (2)	23.9% (16)
Added production	18.8% (16)	10.4% (7)
Modernized production	16.5% (14)	10.4% (7)
Made other capital improvements	17.6% (15)	9.0% (6)

28. *Within the next three years, do you plan to:*

Percent of Row Totals		
	Yes	No
Expand plant facilities	42.1% (8)	57.9% (11)
Relocate	20.0% (3)	80.0% (12)
Add employees	78.3% (18)	21.7% (5)
Reduce employees	0.0% (0)	100.0% (15)
Add production lines	33.3% (5)	66.7% (10)
Modernize production technology	63.2% (12)	36.8% (7)
Make other capital improvements	85.0% (17)	15.0% (3)

Percent of Column Totals		
	Yes	No
Expand plant facilities	12.7% (8)	17.5% (11)
Relocate	4.8% (3)	19.0% (12)
Add employees	28.6% (18)	7.9% (5)
Reduce employees	0.0% (0)	23.8% (15)
Add production lines	7.9% (5)	15.9% (10)
Modernize production technology	19.0% (12)	11.1% (7)
Make other capital improvements	27.0% (17)	4.8% (3)

29. *Please note if you had contact with any of the following organizations over the past year, and your level of satisfaction with those organizations:*

Percent of Row Totals					
	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	No contact
Plymouth City Hall	29.2% (7)	33.3% (8)	8.3% (2)	4.2% (1)	25.0% (6)
Individual city departments	30.7% (8)	38.5% (10)	7.7% (2)	7.7% (2)	15.4% (4)
Plymouth Chamber of Commerce	59.3% (19)	28.1% (9)	0.0% (0)	6.3% (2)	6.3% (2)

Percent of Column Totals					
	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	No contact
Plymouth City Hall	20.6% (7)	29.6% (8)	50.0% (2)	20.0% (1)	50.0% (6)
Individual city departments	23.5% (8)	37.0% (10)	50.0% (2)	40.0% (2)	33.3% (4)
Plymouth Chamber of Commerce	55.9% (19)	33.3% (9)	0.0% (0)	40.0% (2)	16.7% (2)

30. *Overall, what is your level of satisfaction with the following items:*

Percent of Row Totals					
	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	No opinion
Your business' outlook for next year	35.2% (13)	45.9% (17)	13.5% (5)	2.7% (1)	2.7% (1)
Local economic development efforts	17.6% (6)	50.0% (17)	23.5% (8)	2.9% (1)	6.0% (2)
Local government in this community	12.5% (4)	46.9% (15)	18.7% (6)	9.4% (3)	12.5% (4)
City of Plymouth as a place to do business	32.4% (11)	47.1% (16)	14.7% (5)	2.9% (1)	2.9% (1)

Percent of Column Totals					
	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	No opinion
Your business' outlook for next year	38.2% (13)	26.2% (17)	20.8% (5)	16.7% (1)	12.5% (1)
Local economic development efforts	17.6% (6)	26.2% (17)	33.3% (8)	16.7% (1)	25.0% (2)
Local government in this community	11.8% (4)	23.1% (15)	25.0% (6)	50.0% (3)	50.0% (4)
City of Plymouth as a place to do business	32.4% (11)	24.6% (16)	20.8% (5)	16.7% (1)	12.5% (1)