

PLYMOUTH AREA BUSINESS SURVEY

Mailed (10/12/10) 391
Returned 76
Response rate 19.4%

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

The Chamber's Economic Development Committee, in cooperation with the Sheboygan County UW-Extension Office, developed this survey. The results will serve as a valuable tool for the Chamber, as well as for the membership. The Sheboygan County UW-Extension Office compiled results.

BACKGROUND INFORMATION

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

- 3.8% Construction (3)
- 5.1% Manufacturing (4)
- 1.3% Communications/utilities (1)
- 11.6% Retail trade (9)
- 17.9% Finance, insurance, or real estate (14)
- 5.1% Business and repair services (4)
- 5.1% Restaurant/tavern (4)
- 2.6% Lodging (2)
- 3.8% Entertainment and recreation (3)
- 9.0% Professional health services (7)
- 11.6% Other professional and related services (9)
- 23.1% Other (specify) (18)
 - Video production
 - Radio Stations
 - Auto Dealership
 - Lawn Care
 - Public Library
 - Mat Rental Service & Carpet Cleaning
 - Church
 - Accounting
 - Consult, etc.
 - Golf course
 - Home delivered meals
 - Human Services
 - Religious
 - Salon
 - Religious Organization
 - Beauty Salon
 - Church
 - Assisted Living for Seniors
 - Child Care Center

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

- | | | |
|-----------------------------|------------------------|---------------------------|
| <u>3.9%</u> Less than 2 (3) | <u>11.8%</u> 11-15 (9) | <u>22.4%</u> 25-50 (17) |
| <u>15.8%</u> 2-5 (12) | <u>9.2%</u> 16-20 (7) | <u>14.5%</u> Over 50 (11) |
| <u>17.1%</u> 6-10 (13) | <u>5.3%</u> 21-25 (4) | |

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

- | | |
|---|---|
| <u>13.6%</u> Location (30) | <u>6.4%</u> Community image (14) |
| <u>3.6%</u> State highway access (8) | <u>6.4%</u> Community demographics (14) |
| <u>4.5%</u> Proximity to clients/suppliers (10) | <u>0.5%</u> Low property taxes (1) |
| <u>11.4%</u> Proximity to customers (25) | <u>10.5%</u> Close to personal residence (23) |
| <u>1.8%</u> Proximity to employees (4) | <u>9.5%</u> Overall quality of life (schools, recreation, low crime, etc.) (21) |
| <u>7.7%</u> Availability of building/property (17) | <u>8.2%</u> Family Ties (18) |
| <u>6.8%</u> Purchased an existing business (15) | |
| <u>6.4%</u> Need for the business in the community (14) | |
| <u>2.7%</u> Other (specify) (6) | |
- Family Business
 - Grew up in Plymouth
 - We are not physically located in Plymouth. Offer services through Sheboygan office.
 - Here for over 150 years
 - Agent was to retire and I was able to take over agency
 - Group of people from St. John’s Luth. Church wanted to form a type of Lutheran church they were more comfortable with

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	20.2% (34)	21.4% (36)	21.4% (36)	19.6% (33)	17.3% (29)
6-10	23.6% (13)	21.8% (12)	21.8% (12)	18.2% (10)	14.5% (8)
11-20	17.5% (7)	20.0% (8)	22.5% (9)	20.0% (8)	20.0% (8)
21-40	19.2% (5)	15.4% (4)	23.1% (6)	19.2% (5)	23.1% (6)
41-75	21.4% (3)	21.4% (3)	21.4% (3)	14.3% (2)	21.4% (3)
76-100	20.0% (1)	20.0% (1)	20.0% (1)	20.0% (1)	20.0% (1)
101-250	23.5% (4)	23.5% (4)	17.6% (3)	17.6% (3)	17.6% (3)
251-500	0.0% (0)	0.0% (0)	100.0% (1)	0.0% (0)	0.0% (0)
Over 500	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Didn’t exist	25.0% (1)	25.0% (1)	25.0% (1)	25.0% (1)	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	50.0% (34)	52.2% (36)	50.0% (36)	52.4% (33)	50.0% (29)
6-10	19.1% (13)	17.4% (12)	16.7% (12)	15.9% (10)	13.8% (8)
11-20	10.3% (7)	11.6% (8)	12.5% (9)	12.7% (8)	13.8% (8)
21-40	7.3% (5)	5.8% (4)	8.3% (6)	7.9% (5)	10.3% (6)
41-75	4.4% (3)	4.3% (3)	4.2% (3)	3.2% (2)	5.2% (3)
76-100	1.5% (1)	1.4% (1)	1.4% (1)	1.6% (1)	1.7% (1)
101-250	5.9% (4)	5.8% (4)	4.2% (3)	4.8% (3)	5.2% (3)
251-500	0.0% (0)	0.0% (0)	1.4% (1)	0.0% (0)	0.0% (0)
Over 500	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Didn’t exist	1.5% (1)	1.4% (1)	1.4% (1)	1.6% (1)	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?

- 80.3% Yes (Number ____) (61) 19.7% No (15)
- ?
 - 1 (12)
 - 2 (5)
 - 3 (7)
 - 4 (4)
 - 5 (7)
 - 6
 - 7 (2)
 - 8 (2)
 - 10
 - 12
 - 15
 - 20
 - 25 (2)
 - 27
 - 36
 - 40
 - 75
 - 120
 - 136
 - 300

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

- 18.9% Seasonal fluctuations (17)
- 11.1% Economic fluctuations (10)
- 50.0% Scheduling flexibility (45)
- 17.8% Students (16)
- 2.2% Other (specify) (2)
 - Regular positions
 - The chose to work p.t.

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

	Percent of Row Totals		
	Positive effect	Negative effect	No effect
Quality of life	71.2% (47)	0.0% (0)	28.8% (19)
Cost of living	59.1% (39)	9.1% (6)	31.8% (21)
Housing costs	43.1% (28)	9.2% (6)	47.7% (31)
Personal/property taxes	20.3% (13)	29.7% (19)	50.0% (32)
K-12 educational system	55.5% (35)	4.8% (3)	39.7% (25)
Area technical colleges	42.9% (27)	3.2% (2)	54.0% (34)
Area colleges and universities	36.5% (23)	1.6% (1)	61.9% (39)
Climate	12.9% (8)	16.1% (10)	71.0% (44)
Other (specify) _____	66.7% (2)	33.3% (1)	0.0% (0)
<ul style="list-style-type: none"> • Drugs, traffic • Organization • Work environment, location 			

Percent of Column Totals

	Positive effect	Negative effect	No effect
Quality of life	21.2% (47)	0.0% (0)	7.8% (19)
Cost of living	17.6% (39)	12.5% (6)	8.6% (21)
Housing costs	12.6% (28)	12.5% (6)	12.6% (31)
Personal/property taxes	5.9% (13)	39.6% (19)	13.1% (32)
K-12 educational system	15.8% (35)	6.2% (3)	10.2% (25)
Area technical colleges	12.2% (27)	4.2% (2)	13.9% (34)
Area colleges and universities	10.4% (23)	2.1% (1)	15.9% (39)
Climate	3.6% (8)	20.8% (10)	18.0% (44)
Other (specify)	0.9% (2)	2.1% (1)	0.0% (0)

GENERAL QUESTIONS

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

57.9 % Agree (44) 9.2% Disagree (7) 30.3% No opinion (23) 2.6% No response (2)

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

- City counsel & town board should consider working together on all projects if possible.
- Any that are currently duplicated – in an effort to cut operating costs.
- Where feasible
- Fire Dept which they already share.
- Emergency svc., road maint.
- Anything that is duplicated
- Fire & police should be regionalized – area school districts combined too many kingdoms. A business would never run that way.
- Not sure, but philosophically agree
- Sheriff, Planning
- School system
- Need more info to form a decision
- Some already are – like the library, police & fire departments
- Fire & Police (2)
- FD & Lawn care – lots of waste
- Any that would increase efficiency & cut spending
- Golf course was vandalized 3 times this year (share police protection?)
- Not sure – good idea where applicable & can reduce cost & improve services
- Utilities
- Busing
- All possible
- Any & all services that make sense to share
- Combine utilities office into City Hall office
- Maybe we could be the lead and have other munis use our services
- Police & Fire, Utilities

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

89.6% Positive image/impression (explain) (69)

- People, including long time residents & new people like it here.
- Very clean & friendly
- Nice town – good schools

- A nice friendly community
- Downtown, Kettle Moraine
- Open to newcomers, clean, safe, smart
- Friendly community
- Growing
- Nice people, clean, attractive setting
- Clean, good 1st impressions
- Quaint, clean, size
- Friendly, welcoming
- Downtown impression is positive
- Feed back from out of town guests
- Great positive attitudes – no excuses
- Small town, safe
- Clean community
- Good place to live & work
- “Nice place” is often what I hear
- Growth
- Hard working people – relaxed, laid back attitudes/not so rushed
- Family orientated
- Great schools, safe place to live
- So far – losing identity
- Very pro-business, pro-education, pro-quality of life – i.e. – skill hill, golf course, senior center
- Caring small town, individual attention
- Family friendly with no gangs
- Busy down town – River walk – good food – parks
- Keep up the great work downtown
- Growth
- Friendly, clean, active
- Warm and open, civic minded
- Progressive, clean, good services
- Good quality of life
- Good people
- Friendly atmosphere
- Local hometown feel
- Good schools, churches, stores, clinics
- People look at your downtown first. Historical look needs to be maintained in downtown area, there is a hodge podge of colors – big need to promote the “heart of the town” which is downtown place more emphasis on this area – most people feel this is a clean, safe place with good schools.
- Good, honest, motivated people
- Quaint, small town
- Small, close-knit

2.6% Negative image/impression (explain) (2)

- Poor police work, nonexistent police sleeping in cemetery etc., drug traffic
- No golf youth or student program @ a Plymouth golf course

5.2% Don't know (4)

2.6% No opinion (2)

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

63.2% Positive image/impression (explain) (48)

- Very cool and historic looking
- Clean well maintained
- Although it's positive, it could be much more vibrant
- The older buildings have appeal
- Quaint, clean, size
- In work projects
- Progressive
- But understand Plymouth will never be Cedarburg – need business that are open 5-6 days/week
- Mostly full storefronts, variety
- Nice shops, restaurants
- Downtown Plymouth is a great place
- Feed back from out of town guests
- Older businesses being renovated
- “Friendly”, “welcoming” words used
- Historic preservation
- Quaint – “old’ time”
- Nice buildings, clean
- We are willing to invest in ourselves
- Food, arts, entertainment, specialty shops
- Clean historic interesting
- Awesome!!
- Clean
- Positive, but need constant vigil to ensure possible degradation through vacancy, rundown condition, etc.
- Friendly/inviting
- Good variety of shops for small town
- Very few empty store fronts
- Beautiful buildings & energy
- Need benches, fix utility fountain, clean up Mill Pond, promote river walkway
- Improving all the time

21.0% Negative image/impression (explain) (16)

- Not a lot of business/more empty buildings right now
- Need more business downtown
- Poor housing conditions – empty storefronts
- Some storefronts need an uplift
- Too many storefronts downtown
- Few (mainstay) businesses – all older buildings not being utilized as originally intended
- Buildings need refacing, restoring. Kudos to Gunther & Advanced Eye Care
- Nothing downtown
- Not a lot of retail business after 5:00 pm
- Scum on pond
- Too many empty storefronts
- Streets unsafe, speeding, lack of police presence
- Too many empty buildings or buildings under renovation for years
- Not enough downtown; seems to be improving the last few years
- Fair need curb appeal & stronger business image

10.5% Don't know (8)

3.9% No opinion (3)
1.3% No response (1)

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

28.2% Excellent (22)
• Great business climate
60.3% Good (47)
11.5% Fair (9)
0.0% Poor (0)
0.0% No opinion (0)

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

- Not sure
- Clean up downtown housing areas – have more cooperation in city government (the addition of Brian Yerges should help)
- Keep cost low/especially taxes!!
- Respect our historic gifts but the center piece of our marketing should focus on growing business.
- Cut taxes (not just city, but all levels of govt.)
- Keep positive attitude (attitude is 100% of the results)
- Do a major “buy local” campaign
- My employees need to travel outside Plymouth for evening entertainment
- Better web site
- Encourage to “buy local”. One huge example: there have been many out of town (even out of county and state!) contractors working in Plymouth. Meanwhile a great local contractor went out of business. Shame on us!!
- To have the city counsel work with the businesses not fight us with more rules and regulations
- Bring in more businesses
- Lower taxes
- I loved the “positively Plymouth” campaign – and heard great comments on it. Should be repeated on an even greater scale.
- Lower rents
- Nothing comes to mind at the moment
- Department stores or clothing stores
- Lower taxes – state income and property
- Lower taxes
- More retail options
- 2 more nicer places to eat at lunch
- Reduce taxes to promote industrial development
- Help & listen to business owners to bring more businesses to Plymouth
- More business to business opportunities like a business after 5 concept
- Lower business property taxes
- Remind others that we are in this together. I always look at local businesses first. I will support & refer local first.
- Help reduce regulations – also can tie area image to history which can benefit area businesses
- Promote entrepreneurial businesses
- More interaction between businesses to help each other prosper
- More tourism and promotion
- Clothing & house wares
- Continue supporting our downtown – we do not need more growth in the Wal-Mart area for more big chain/box type we need to maintain our charm

- Keep the small community feel. Keep strong school system.
- Movie Theater (second run); pm entertainment opposition for kids & adults, better shopping variety

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

- As much as possible
- Most of the time

65.8% Yes (52)

34.2% Sometimes (27)

0.0% No (0)

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

19.0% Price (8)

14.3% Quality (6)

7.1% Reputation (3)

11.9% Service (5)

47.6% Other (specify) (20)

- Services not offered
- Many of our suppliers are out of town, businesses not in Plymouth
- No current business to match needs
- Availability – same things can't be had locally
- Availability of a particular service
- Availability were missing some products/service in the retail mix – clothing, shoes, office supplies
- Availability
- Convenience
- Corp. relationships
- Some items we can't get here in town
- They don't offer all services
- We have a Sheb. & Plymouth location
- Can't get here
- Availability
- Availability of specialty items
- Can't always get what I need
- Not available locally
- Volume supplier of food/medical supplies
- More variety in bigger cities (malls, etc.)
- Can not get services because of specialized need

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

- Make us aware of any business inquires that are interested in the area.
- Encourage more business location downtown.
- Keep up the good job. Service and promotion of Plymouth.
- Create business incubator in downtown area (medical plaza?)
- Newsletter, business open house, ribbon cutting, all chamber meetings – all very positive. Keep up the good work. It is appreciated.
- 1. Provide help for small business loans. 2. Provide leadership for a “shop local” program. 3. Plan more ways for service, mfg & retail businesses to learn about each other's needs locally.
- There doing the best they can with what they have.
- I think the two ladies – Deb & Lisa – are excellent – keep up the good work
- Encourage to buy local”. One huge example: there have been many out of town even out of county and state!) Contractors working in Plymouth. Meanwhile a great local contractor went out of business. Shame on us!! Libby's House, Road America, Plymouth Schools, Kwik Trip, Prevea/St Nicks, Walmart, 20/20 Vision, Sun Graphics, Advanced Eye Care, Marshalls,

Gottsacker, Sartori, Millers, Johnsonville, Walgreens, and more, have recently done major projects with out-of-town contractors. Some are from out of state! And many of these business owners/leaders are on the Plymouth Chamber of Commerce!?!? Board of directors. . . Explain that. Do as I say, not as I do? Shame on you.

- Am satisfied w/Chamber.
- Carpet cleaning needs/leads
- None
- Chamber is good
- Increase tourism thru more community entertainment events
- Remember the little guys.
- Business/luncheon meeting/run golf packages, hotel deals to new tourist who stay here. Also I feel that with the way the economy is that low cost manufacturing housing is the housing of future. Especially around Elkhart/Crystal Lake area. This will help my business, school system that do not have enough kids to have a football team like Elkhart Lake. This also will help the tax base as well as numerous other businesses. Maybe try & get a manufactured housing builder in our area? To create jobs. Thanks
- Keep up the great work – hopefully we will get more referrals soon
- Control Govt. spending. Defer/cancel projects such as new business (Utility Co.) and road expansions (Hwy 23)
- They have been doing a great job already. Proud to be associated with the Chamber.
- You’re doing a great job
- Overall promotion – public - website

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:

- As Libby’s & Arbor View grow our clientele grows.

	2002	2005	2008
Percentage of customers from Plymouth area	5 - 2.7% (3)	5 - 2.9% (3)	5 - 0.7% (1)
	10 - 1.8% (2)	10 - 2.0% (2)	10 - 3.0% (4)
	15 - 0.9% (1)	15 - 1.0% (1)	15 - 1.5% (2)
	20 - 2.7% (3)	20 - 2.0% (2)	20 - 2.2% (3)
	30 - 1.8% (2)	30 - 2.0% (2)	30 - 1.5% (2)
	35 - 0.9% (1)	40 - 1.0% (1)	35 - 0.7% (1)
	40 - 2.7% (3)	50 - 2.9% (3)	50 - 3.0% (4)
	50 - 3.7% (4)	55 - 1.0% (1)	55 - 1.5% (2)
	59 - 0.9% (1)	59 - 1.0% (1)	60 - 5.2% (7)
	60 - 2.7% (3)	60 - 3.9% (4)	65 - 0.7% (1)
	75 - 0.9% (1)	70 - 1.0% (1)	70 - 1.5% (2)
	80 - 6.4% (7)	75 - 1.0% (1)	75 - 0.7% (1)
	83 - 0.9% (1)	77 - 1.0% (1)	80 - 7.5% (10)
	85 - 2.7% (3)	80 - 5.9% (6)	85 - 3.7% (5)
	90 - 1.8% (2)	85 - 2.9% (3)	90 - 2.2% (3)
	93 - 0.9% (1)	87 - 1.0% (1)	95 - 2.2% (3)
	95 - 2.7% (3)	90 - 2.0% (2)	99 - 0.7% (1)
	99 - 0.9% (1)	95 - 2.9% (3)	100 - 0.7% (1)

	100 - 0.9% (1)	99 - 1.0% (1) 100 - 1.0% (1)	
Subtotal	38.9%	39.4%	39.2%
Percentage of customers from other communities in region	1 - 0.9% (1) 2.5 - 0.9% (1) 4 - 0.9% (1) 5 - 2.7% (3) 9 - 0.9% (1) 10 - 4.6% (5) 15 - 2.7% (3) 19 - 0.9% (1) 20 - 7.3% (8) 25 - 1.8% (2) 30 - 2.7% (3) 40 - 1.8% (2) 50 - 2.7% (3) 60 - 0.9% (1) 65 - 0.9% (1) 70 - 0.9% (1) 80 - 0.9% (1) 90 - 1.8% (2) 95 - 0.9% (1)	1 - 1.0% (1) 2.5 - 1.0% (1) 4 - 1.0% (1) 5 - 2.0% (2) 8 - 1.0% (1) 9 - 1.0% (1) 10 - 4.9% (5) 15 - 2.0% (2) 19 - 1.0% (1) 20 - 7.8% (8) 25 - 2.0% (2) 30 - 3.9% (4) 40 - 2.0% (2) 45 - 1.0% (1) 50 - 2.0% (2) 70 - 2.0% (2) 85 - 1.0% (1) 90 - 2.0% (2)	1 - 0.7% (1) 2.5 - 0.7% (1) 4 - 0.7% (1) 5 - 1.5% (2) 10 - 7.5% (10) 13 - 0.7% (1) 15 - 3.0% (4) 19 - 0.7% (1) 20 - 8.2% (11) 25 - 1.5% (2) 30 - 3.0% (4) 35 - 0.7% (1) 40 - 3.0% (4) 45 - 0.7% (1) 50 - 1.5% (2) 65 - 0.7% (1) 70 - 1.5% (2) 85 - 1.5% (2) 90 - 0.7% (1)
Subtotal	37.1%	38.6%	38.5%
Percentage of customers from outside region/tourists	1 - 4.6% (5) 2 - 1.8% (2) 2.5 - 0.9% (1) 5 - 1.8% (2) 10 - 2.7% (3) 15 - 1.8% (2) 20 - 1.8% (2) 30 - 1.8% (2) 40 - 0.9% (1) 55 - 0.9% (1) 60 - 1.8% (2) 70 - 0.9% (1) 85 - 0.9% (1)	1 - 4.9% (5) 2.5 - 1.0% (1) 3 - 1.0% (1) 5 - 2.9% (3) 10 - 2.9% (3) 15 - 1.0% (1) 20 - 2.0% (2) 25 - 1.0% (1) 30 - 1.0% (1) 55 - 1.0% (1) 60 - 1.0% (1) 70 - 1.0% (1) 80 - 1.0% (1) 85 - 1.0% (1)	1 - 2.2% (3) 2 - 0.7% (1) 2.5 - 0.7% (1) 5 - 4.5% (6) 10 - 2.2% (3) 15 - 1.5% (2) 20 - 3.7% (5) 30 - 0.7% (1) 50 - 1.5% (2) 55 - 0.7% (1) 60 - 0.7% (1) 75 - 0.7% (1) 80 - 0.7% (1) 90 - 0.7% (1)
Subtotal	22.6%	22.7%	21.2%
	100%	100%	100%

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

- 42.9% Increase (30)
- 30.0% Decrease (21)
- 27.1% Remain about the same (19)
- 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)

- 50.5% The overall economic climate (46)

20.9% Improved business management/marketing, etc. (19)

15.4% Increased competition (14)

13.2% Other (specify) (12)

- Other factors – such as the death rate
- The quality of our product has increased
- Online sales
- Improved recognition of brand & reputation
- Larger inventory, greater market area
- Internet sales
- Our reputation
- Lack of local spending
- Great employees
- Need for services, local reputation
- Changes in the industry has helped

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

11.4% None (8) 12.9% Not very much (9) 42.9% Some (30) 31.4% A lot (22) 1.4% Don't know (1)

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

14.5% Less than 5 years (9)

24.2% 5-10 years (15)

38.7% 10-25 years (24)

22.6% More than 25 years (14)

19. Do surrounding areas compete for your customers?

0.0% Not at all (0) 19.4% Not very much (13) 43.3% Some (29) 37.3% A lot (25)

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

32.9% Sheboygan (49)

20.8% Sheboygan Falls (31)

15.4% Fond du Lac (23)

16.8% Elkhart Lake (25)

14.1% Other (specify) (21)

- Appleton
- Chilton (2)
- Green Bay (2)
- Howards Grove
- Internet
- Kenosha
- Kiel (3)
- Kohler (2)
- Madison
- Manitowoc (3)
- Milwaukee (4)
- New Holstein (2)
- Online
- Oostburg (2)
- Port Washington
- Random Lake
- Wis

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

- | | | |
|---------------------------------|------------------------------|---------------------------|
| <u>26.4%</u> Quality (32) | <u>9.1%</u> Convenience (11) | <u>27.3%</u> Service (33) |
| <u>7.4%</u> Selection (9) | <u>11.6%</u> Price (14) | <u>14.0%</u> Loyalty (17) |
| <u>4.1%</u> Other (specify) (5) | | |
- Can't list just 1
 - Integrity and honesty
 - Our integrity & honesty (reputation)
 - Project history
 - Reputation

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

- | | | |
|----------------------------------|-------------------------------|--------------------------|
| <u>10.0%</u> Quality (8) | <u>18.8%</u> Convenience (15) | <u>6.3%</u> Service (5) |
| <u>7.5%</u> Selection (6) | <u>37.5%</u> Price (30) | <u>10.0%</u> Loyalty (8) |
| <u>10.0%</u> Other (specify) (8) | | |
- Can't list just 1
 - Around a long time
 - Larger market
 - Perception of lower price elsewhere
 - Use to the name of other companies ie VNA
 - The bargains are always somewhere else!!!
 - Not sure – don't know any better
 - Location (closer city)

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

- 27.9% Add new product lines or services (29)
 - 26.0% Increase advertising (27)
 - 10.6% Make changes to the business exterior (11)
 - 10.6% Make changes to the business interior (11)
 - 10.6% Add employees (11)
 - 1.0% Reduce personnel (1)
 - 4.8% Add space (5)
 - 1.9% Relocate within the Plymouth area (2)
 - 1.0% Relocate outside the Plymouth area (1)
 - 1.9% Sell the business (2)
 - 3.8% Other (specify) (4)
- Increase marketing
 - Run promotions
 - Not sure yet
 - Continue our marketing efforts
 - Growth to other communities

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

- | | | |
|-----------------------|--------------------|-----------------------------|
| <u>85.1%</u> Yes (57) | <u>1.5%</u> No (1) | <u>13.4%</u> No opinion (9) |
|-----------------------|--------------------|-----------------------------|

If yes, where? (check all that apply)

- 40.5% Downtown (45)
 - 24.3% Eastern Avenue (27)
 - 26.1% Around Wal-Mart and west to Highway 67 (29)
 - 9.0% Other (specify) (10)
- Anywhere, location not important for our business
 - Use any existing space available currently empty before granting permits to build

- All 3 would be great!
- We need to keep an open mind
- West side (Sargento area) train track corridor
- New industrial park
- Wherever it wants to go
- East of 57
- Where appropriate
- Whatever would support better clothing & house wares merchandise

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

40.0% Positive impact (26)

7.7% Negative impact (5)

52.3% No impact (34)

Please comment

- We have a lot of business from outside the area – the commute should be easier
- More auto traffic
- We are not retail/tourism/traffic oriented
- If they close off the entrance to the highways or exits that would be a negative impact
- We are located off Hwy 57
- It makes traffic patterns easier for consumers
- Unsure – always good & bad
- Unsure of impact
- You need to protect identity of city, quality not quantity
- Probably not much – when it brings more employment – economic growth
- Do not favor Hwy 23 spend right now. Need to prioritize & control Govt. spending
- Won't affect access to our home
- Uncertain

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?

50.0% Market condition/economy (19)

5.3% Labor costs (2)

2.6% Material costs (1)

10.5% State corporate income taxes (4)

5.3% Interest rates (2)

10.5% Local property taxes (4)

2.6% Energy costs (1)

5.3% Labor supply (2)

2.6% Transportation (1)

5.3% Other (specify) (2)

- Overall operating costs
- Decreasing reimbursement rates

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

Percent of Column Totals

	Yes	No
Expand plant facilities	12.2% (6)	16.0% (13)
Relocate	8.2% (4)	17.3% (14)
Add employees	22.4% (11)	11.1% (9)
Reduce employees	0.0% (0)	19.8% (16)
Add production lines	12.2% (6)	16.0% (13)
Modernize production technology	22.4% (11)	9.9% (8)
Make other capital improvements	22.4% (11)	9.9% (8)

30. 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 • City Council needs to be more open-minded	33.3% (11)	33.3% (11)	3.0% (1)	12.1% (4)	18.2% (6)
Individual city departments	28.1% (9)	31.3% (10)	21.9% (7)	3.1% (1)	15.6% (5)
Plymouth Chamber of Commerce	64.7% (22)	17.6% (6)	2.9% (1)	2.9% (1)	11.8% (4)

Percent of Column Totals

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	No contact
Plymouth City Hall	26.2% (11)	40.7% (11)	11.1% (1)	66.7% (4)	40.0% (6)
Individual city departments	21.4% (9)	37.0% (10)	77.8% (7)	16.7% (1)	33.4% (5)
Plymouth Chamber of Commerce	52.4% (22)	22.2% (6)	11.1% (1)	16.7% (1)	26.7% (4)

31. 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 • Go with the market.	29.4% (15)	51.0% (26)	15.7% (8)	3.9% (2)	0.0% (0)
Local economic development efforts	14.0% (7)	60.0% (30)	12.0% (6)	6.0% (3)	8.0% (4)
Local government in this community	20.0% (10)	52.0% (26)	20.0% (10)	4.0% (2)	4.0% (2)
City of Plymouth as a place to do business	42.3% (22)	57.7% (30)	0.0% (0)	0.0% (0)	0.0% (0)

Percent of Column Totals

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	No opinion
Your business' outlook for next year	27.8% (15)	23.2% (26)	33.3% (8)	28.6% (2)	0.0% (0)
Local economic development efforts	13.0% (7)	26.8% (30)	25.0% (6)	42.9% (3)	66.7% (4)
Local government in this community	18.5% (10)	23.2% (26)	41.7% (10)	28.6% (2)	33.3% (2)
City of Plymouth as a place to do business	40.7% (22)	26.8% (30)	0.0% (0)	0.0% (0)	0.0% (0)