

RESULTS OF BUSINESS OWNER/OPERATOR SURVEY	Responses							
	Downtown Madison		Hilltop Area		Hanover		Totals	
Question	Total Surveys:		Total Surveys:		Total Surveys:		Total Surveys:	
	58		101		37		196	
1 What is the nature of your business?								
Retail	32	55%	38	38%	9	24%	79	40%
Service	12	21%	17	17%	10	27%	39	20%
Professional	9	16%	8	8%	6	16%	23	12%
Restaurant	4	7%	10	10%	4	11%	18	9%
Manufacturing	0	0%	15	15%	1	3%	16	8%
Institutional (bank, gov't agency, church...)	0	0%	7	7%	5	14%	12	6%
Other: Hotel/Motel	0	0%	2	2%	0	0%	2	1%
Other: Wholesale Distributor	0	0%	2	2%	0	0%	2	1%
Farm Related	0	0%	0	0%	1	3%	1	1%
Other: Trucking & Excavating	1	2%	0	0%	0	0%	1	1%
Other: Movie Theater	0	0%	1	1%	0	0%	1	1%
Other: Construction	0	0%	1	1%	0	0%	1	1%
Other: Unspecified	0	0%	0	0%	1	3%	1	1%
Total Respondents	58	100%	101	100%	37	100%	196	100%
2 How long have you been operating this business?								
Less than 1 year	13	22%	6	6%	2	5%	21	11%
1-4 years	14	24%	20	20%	10	27%	44	22%
5-9 years	13	22%	14	14%	6	16%	33	17%
10 or more years	18	31%	60	59%	18	49%	96	49%
No Answer	0	0%	1	1%	1	3%	2	1%
Total Respondents	58	100%	101	100%	37	100%	196	100%
3 How many employees do you have?								
Full Time								
None - Just Themselves	7	12%	2	2%	7	19%	16	8%
1	11	19%	10	10%	6	16%	27	14%
2-5	31	53%	36	36%	11	30%	78	40%
6-10	4	7%	18	18%	4	11%	26	13%
11-20	0	0%	13	13%	2	5%	15	8%
21-40	0	0%	10	10%	1	3%	11	6%
41-50	0	0%	1	1%	0	0%	1	1%
51-100	0	0%	4	4%	1	3%	5	3%
Over 100	1	2%	4	4%	0	0%	5	3%
No Answer	4	7%	3	3%	5	14%	12	6%
Total Respondents	58	100%	101	100%	37	100%	196	100%

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Part Time								
None - Just Themselves	16	28%	2	2%	12	32%	30	15%
1	7	12%	10	10%	6	16%	23	12%
2-5	20	34%	25	25%	12	32%	57	29%
6-10	3	5%	10	10%	2	5%	15	8%
11-20	1	2%	9	9%	2	5%	12	6%
21-40	0	0%	4	4%	1	3%	5	3%
41-50	0	0%	1	1%	0	0%	1	1%
51-100	0	0%	2	2%	0	0%	2	1%
Over 100	0	0%	0	0%	0	0%	0	0%
No Answer	11	19%	38	38%	2	5%	51	26%
Total Respondents	58	100%	101	100%	37	100%	196	100%
4 During an average business day, how many customers visit your business?								
Less than 5	2	3%	6	6%	2	5%	10	5%
5-10	3	5%	8	8%	4	11%	15	8%
11-20	8	14%	9	9%	2	5%	19	10%
21-40	12	21%	11	11%	4	11%	27	14%
41-60	6	10%	12	12%	4	11%	22	11%
61-100	4	7%	9	9%	2	5%	15	8%
More than 100	11	19%	20	20%	8	22%	39	20%
No Answer	12	21%	26	26%	11	30%	49	25%
Total Respondents	58	100%	101	100%	37	100%	196	100%
5 On average, what is your busiest weekday?								
Monday	11	19%	26	26%	7	19%	44	22%
Tuesday	4	7%	3	3%	1	3%	8	4%
Wednesday	3	5%	5	5%	3	8%	11	6%
Thursday	1	2%	2	2%	5	14%	8	4%
Friday	8	14%	29	29%	15	41%	52	27%
Saturday	26	45%	21	21%	8	22%	55	28%
Sunday	0	0%	2	2%	4	11%	6	3%
No Answer	5	9%	13	13%	0	0%	18	9%
Total Respondents	58	~	101	~	37	~	196	~

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6 On average, what is your busiest time of day?								
Mornings	16	28%	26	26%	8	22%	50	26%
Lunchtime	4	7%	19	19%	6	16%	29	15%
Mid Afternoon	21	36%	15	15%	6	16%	42	21%
Late Afternoon	10	17%	15	15%	15	41%	40	20%
After 6 pm	1	2%	9	9%	1	3%	11	6%
No Answer	6	10%	17	17%	0	0%	23	12%
Total Respondents	58	100%	101	100%	36	97%	196	99%
7 Are you open on weekends?								
Yes	43	74%	66	65%	22	59%	131	67%
No	7	12%	18	18%	7	19%	32	16%
No Answer	8	14%	17	17%	8	22%	33	17%
Total Respondents	58	100%	101	100%	37	100%	196	100%
If so, are you open on:								
Saturday and Sunday	19	44%	31	47%	11	50%	61	47%
Saturday Only	24	56%	35	53%	11	50%	70	53%
Total Respondents	43	100%	66	100%	22	100%	131	100%
8 Are you open after 6 p.m. Monday-Friday?								
All Five Evenings	8	14%	3	3%	11	30%	22	11%
Only Some Evenings	11	19%	0	0%	2	5%	13	7%
None of the Evenings	32	55%	6	6%	15	41%	53	27%
No Answer	7	12%	92	91%	9	24%	108	55%
Total Respondents	58	100%	101	100%	37	100%	196	100%
9 Please estimate the percent of your customer base comprised of each group.								
Nearby Workers								
0-20%	21	36%	9	9%	3	8%	12	6%
21-40%	5	9%	3	3%	8	22%	35	18%
41-60%	3	5%	3	3%	1	3%	9	5%
61-80%	0	0%	1	1%	0	0%	2	1%
81-100%	1	2%	1	1%	0	0%	1	1%
No Answer	28	48%	84	83%	25	68%	137	70%
Total Respondents	58	100%	101	100%	37	100%	196	100%

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Local, Neighborhood Shoppers								
0-20%	24	41%	6	6%	6	16%	12	6%
21-40%	5	9%	2	2%	5	14%	21	11%
41-60%	1	2%	2	2%	0	0%	15	8%
61-80%	0	0%	1	1%	0	0%	5	3%
81-100%	0	0%	0	0%	0	0%	5	3%
No Answer	28	48%	90	89%	26	70%	138	70%
Total Respondents	58	100%	101	100%	37	100%	196	100%
Area Residents								
0-20%	14	24%	9	9%	0	0%	23	12%
21-40%	13	22%	8	8%	9	24%	30	15%
41-60%	4	7%	2	2%	4	11%	10	5%
61-80%	5	9%	5	5%	4	11%	14	7%
81-100%	9	16%	12	12%	9	24%	30	15%
No Answer	13	22%	65	64%	11	30%	89	45%
Total Respondents	58	100%	101	100%	37	100%	196	100%
Tourists/Visitors								
0-20%	11	19%	7	7%	5	14%	23	12%
21-40%	2	3%	1	1%	0	0%	3	2%
41-60%	12	21%	1	1%	1	3%	14	7%
61-80%	6	10%	1	1%	0	0%	7	4%
81-100%	0	0%	0	0%	0	0%	0	0%
No Answer	27	47%	91	90%	31	84%	149	76%
Total Respondents	58	100%	101	100%	37	100%	196	100%
Students								
0-20%	19	33%	6	6%	5	14%	30	15%
21-40%	1	2%	2	2%	8	22%	11	6%
41-60%	0	0%	0	0%	1	3%	1	1%
61-80%	0	0%	0	0%	0	0%	0	0%
81-100%	0	0%	0	0%	0	0%	0	0%
No Answer	38	66%	93	92%	23	62%	154	79%
Total Respondents	58	100%	101	100%	37	100%	196	100%

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Commercial								
0-20%	1	2%	0	0%	0	0%	1	1%
21-40%	0	0%	0	0%	1	3%	1	1%
41-60%	0	0%	0	0%	0	0%	0	0%
61-80%	0	0%	0	0%	0	0%	0	0%
81-100%	0	0%	0	0%	0	0%	0	0%
No Answer	57	98%	101	100%	36	97%	194	99%
Total Respondents	58	100%	101	100%	37	100%	196	100%
Other: Telephone Callers								
0-20%	0	0%	2	2%	0	0%	2	1%
21-40%	0	0%	0	0%	0	0%	0	0%
41-60%	0	0%	0	0%	0	0%	0	0%
61-80%	0	0%	0	0%	0	0%	0	0%
81-100%	0	0%	1	1%	0	0%	1	1%
No Answer	58	100%	98	97%	37	100%	193	98%
Total Respondents	58	100%	101	100%	37	100%	196	100%
10 Please check any of the following types of investments you have made in your business in the last year.								
New/expanded products, services, inventory	40	69%	56	55%	15	41%	111	57%
Physical improvements (e.g. renovation)	37	64%	51	50%	17	46%	105	54%
Systems improvements (computer, security)	19	33%	53	52%	14	38%	86	44%
New/expanded marketing/promotional activities	25	43%	44	44%	9	24%	78	40%
New/additional employees	20	34%	40	40%	10	27%	70	36%
Other: Capital investments	16	28%	28	28%	6	16%	50	26%
None	1	2%	9	9%	0	0%	10	5%
Other: Employee training	0	0%	1	1%	0	0%	1	1%
Total Respondents	58	~	101	~	37	~	196	~
11 If you have made investments in your business in the last year, please estimate the dollar value of your investment:								
Less than \$1,000	2	3%	2	2%	2	5%	6	3%
\$1,000-\$3,000	4	7%	4	4%	2	5%	10	5%
\$3,001-\$5,000	8	14%	2	2%	2	5%	12	6%
\$5,001-\$10,000	10	17%	1	1%	2	5%	13	7%

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11 (Con't)								
\$10,001-\$20,000	5	9%	6	6%	2	5%	13	7%
\$20,001-\$50,000	9	16%	14	14%	1	3%	24	12%
More than \$50,000	3	5%	26	26%	2	5%	31	16%
None	1	2%	9	9%		0%	10	5%
Total Respondents	58	~	101	~	37	~	196	~
12 How have your sales changed during the past year?								
Significant Growth	11	19%	11	11%	0	0%	22	11%
Modest Growth	22	38%	39	39%	11	30%	72	37%
No Change	2	3%	18	18%	11	30%	31	16%
Modest Decline	10	17%	23	23%	6	16%	39	20%
Significant Decline	2	3%	5	5%	3	8%	10	5%
N.A./New Business	8	14%	1	1%	3	8%	12	6%
No Answer	3	5%	4	4%	3	8%	10	5%
Total Respondents	58	100%	101	100%	37	100%	196	100%
13 What forms of promotion do you currently use to market your business?								
Word-of-mouth	52	90%	76	75%	28	76%	156	80%
Newspaper ads	40	69%	62	61%	15	41%	117	60%
Internet	24	41%	49	49%	8	22%	81	41%
Radio spots	26	45%	34	34%	9	24%	69	35%
Direct mailings	11	19%	43	43%	4	11%	58	30%
Outdoor ads/billboards	7	12%	32	32%	12	32%	51	26%
TV ads	0	0%	21	21%	6	16%	27	14%
Telemarketing	4	7%	7	7%	2	5%	13	7%
Other (unspecified)	0	0%	9	9%	2	5%	11	6%
Yellow Pages	0	0%	3	3%	2	5%	5	3%
Grocery carts	0	0%	3	3%	0	0%	3	2%
Trade magazine	0	0%	1	1%	0	0%	1	1%
Total Respondents	58	~	101	~	37	~	196	~

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14 Do you plan to expand or reduce your operations in the next year?								
Plan to expand operations in present location using or building more space	21	36%	12	12%	2	5%	35	18%
Plan to expand operations in present location without using or building more space	16	28%	22	22%	4	11%	42	21%
Plan to expand operations in new location	1	2%	5	5%	1	3%	7	4%
Plan to reduce operations in present location	2	3%	0	0%	1	3%	3	2%
Plan to reduce operations in new location	0	0%	0	0%	0	0%	0	0%
Plan to relocate at same level of operation	1	2%	1	1%	0	0%	2	1%
Plan to sell business	0	0%	0	0%	1	3%	1	1%
Do not plan to change	20	34%	53	52%	24	65%	97	49%
Total Respondents	58	~	101	~	37	~	196	~
15 Are there any aspects of your business for which you are interested in receiving technical assistance, in order to make improvements?								
None	8	14%	19	19%	12	32%	39	20%
Marketing	11	19%	3	3%	5	14%	19	10%
Finance	9	16%	6	6%	2	5%	17	9%
Business planning	5	9%	3	3%	3	8%	11	6%
Computer usage	6	10%	2	2%	2	5%	10	5%
Personnel	3	5%	0	0%	0	0%	3	2%
Property improvement	2	3%	0	0%	0	0%	2	1%
Promotions	1	2%	0	0%	0	0%	1	1%
Total Respondents	58	~	101	~	37	~	196	~
16 How satisfied are you with your present location?								
Very Satisfied	27	47%	61	60%	23	62%	111	57%
Satisfied	13	22%	37	37%	14	38%	64	33%
Not Very Satisfied	1	2%	3	3%	0	0%	4	2%
No Answer	17	29%	0	0%	0	0%	17	9%
Total Respondents	58	100%	101	100%	37	100%	196	100%

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17 What are the major advantages of your present location?								
Customers Are Familiar with Location	24	41%	70	69%	27	73%	121	62%
Visible Location	33	57%	62	61%	24	65%	119	61%
Proximity to Customers	36	62%	59	58%	14	38%	109	56%
Good Parking	14	24%	60	59%	8	22%	82	42%
Good Value for Space	27	47%	34	34%	6	16%	67	34%
Great Building/Space	22	38%	28	28%	6	16%	56	29%
Draw Customers from Nearby Businesses	15	26%	24	24%	10	27%	49	25%
Pedestrian Traffic	20	34%	13	13%	7	19%	40	20%
Labor Available	4	7%	8	8%	4	11%	16	8%
Other (Unspecified)	0	0%	1	1%	0	0%	1	1%
Total Respondents	58	~	101	~	37	~	196	~
18 What are the major disadvantages of your present location?								
Limited Parking	26	45%	10	10%	10	27%	46	23%
Limited Foot Traffic	7	12%	28	28%	4	11%	39	20%
Availability of Labor	3	5%	11	11%	1	3%	15	8%
Lack of Support Business/Services	5	9%	7	7%	2	5%	14	7%
Poor or limited access	0	0%	13	13%	0	0%	13	7%
Expensive Space	6	10%	5	5%	2	5%	13	7%
Far from Customers	0	0%	1	1%	9	24%	10	5%
Other (unspecified)	0	0%	3	3%	2	5%	5	3%
Other: No Public Restrooms	2	3%	0	0%	0	0%	2	1%
Total Respondents	58	~	101	~	37	~	196	~
19 What do you think is the primary reason people shop other areas?								
Variety of stores	29	50%	47	47%	14	38%	90	46%
Assortment of merchandise	18	31%	34	34%	11	30%	63	32%
Price	13	22%	26	26%	8	22%	47	24%
Convenience	20	34%	14	14%	12	32%	46	23%
Store hours	16	28%	16	16%	3	8%	35	18%
Service	3	5%	4	4%	4	11%	11	6%
Advertising	0	0%	4	4%	0	0%	4	2%
Family Restaurants	0	0%	3	3%	0	0%	3	2%
Parking	2	3%	0	0%	0	0%	2	1%
Shopping as Entertainment	1	2%	0	0%	0	0%	1	1%

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19 (Con't)								
Other (unspecified)	0	0%		0%	2	5%	2	1%
Total Respondents	58	~	101	~	37	~	196	~
20 In your opinion, what could local stores do to discourage people from shopping in other areas or other towns?								
Wider variety of goods	14	24%	22	22%	5	14%	41	21%
Better service	12	21%	17	17%	6	16%	35	18%
Expanded hours	13	22%	14	14%	3	8%	30	15%
Better-quality merchandise	6	10%	8	8%	6	16%	20	10%
Marketing	7	12%	6	6%	2	5%	15	8%
Lower prices	2	3%	5	5%	2	5%	9	5%
Competitive pricing	0	0%	7	7%	0	0%	7	4%
Improved image	2	3%	2	2%	2	5%	6	3%
Stay open according to posted hours	4	7%	0	0%	0	0%	4	2%
Promote what dollars spent at home do	0	0%	3	3%	0	0%	3	2%
More upscale stores	0	0%	3	3%	0	0%	3	2%
Better window displays	2	3%	0	0%	0	0%	2	1%
More community events	0	0%	2	2%	0	0%	2	1%
Owners should not park in front of business	1	2%	0	0%	0	0%	1	1%
Total Respondents	58	~	101	~	37	~	196	~
21 In your opinion, what types of retail businesses are needed in Jefferson County?								
Clothing	9	16%	17	17%	5	14%	31	16%
Restaurants	12	21%	10	10%	3	8%	25	13%
Mega store	7	12%	15	15%	2	5%	24	12%
Grocery	0	0%	14	14%	4	11%	18	9%
Shoe & leather repair	2	3%	2	2%	1	3%	5	3%
Bakery	5	9%	0	0%	0	0%	5	3%
Mall	0	0%	4	4%	0	0%	4	2%
Target	4	7%	0	0%	0	0%	4	2%
Pharmacy	1	2%	0	0%	0	0%	1	1%
River front ice cream store	1	2%	0	0%	0	0%	1	1%
Industrial supply	0	0%	0	0%	0	0%	0	0%
Boat & marine supply	0	0%	0	0%	0	0%	0	0%
Livestock auction	0	0%	0	0%	0	0%	0	0%

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21 (Con't)								
Graphic Art	0	0%	1	1%	0	0%	1	1%
Uniform Shop	0	0%	1	1%	0	0%	1	1%
Total Respondents	58	~	101	~	37	~	196	~
22 Are there products or services that your business presently purchases outside Jefferson County that you would purchase locally if available? If so, please name.								
Yes:								
Paper supply	0	0%	0	0%	2	5%	2	1%
Office furniture	2	3%	0	0%	0	0%	2	1%
Industrial medical service	0	0%	2	2%	0	0%	2	1%
Beauty supply	0	0%	0	0%	1	3%	1	1%
Farm produce	0	0%	1	1%	0	0%	1	1%
Uniforms	0	0%	1	1%	0	0%	1	1%
Real estate signs	0	0%	1	1%	0	0%	1	1%
Machine parts	0	0%	0	0%	0	0%	0	0%
Computers	0	0%	0	0%	0	0%	0	0%
No	12	21%	13	13%	11	30%	36	18%
Total Respondents	58	~	101	~	37	~	196	~
23 How would you rate your overall confidence in the economic future or vitality of Jefferson County as a place to do business?								
High	19	33%	22	22%	4	11%	45	23%
Moderate	25	43%	66	65%	21	57%	112	57%
Low	5	9%	3	3%	6	16%	14	7%
Don't Know	3	5%	10	10%	4	11%	17	9%
No Answer	6	10%	0	0%	2	5%	8	4%
Total Respondents	58	100%	101	100%	37	100%	196	100%

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24 What identity or image would you like to see Jefferson County develop for itself as a unique place to do business?								
Small-town business center	5	9%	16	16%	2	5%	23	12%
Tourist destination	12	21%	9	9%	2	5%	23	12%
Shopping destination	11	19%	2	2%	3	8%	16	8%
Town with everything to offer	9	16%	3	3%	3	8%	15	8%
Traditional, historic, small town	8	14%	4	4%	0	0%	12	6%
Friendly, caring, good place to raise family	9	16%	3	3%	0	0%	12	6%
Safe, clean place to live	0	0%	1	1%	2	5%	3	2%
Industrial center	1	2%	2	2%	0	0%	3	2%
River town	1	2%	0	0%	0	0%	1	1%
Historic county	0	0%	1	1%	0	0%	1	1%
Cultural/educational center	0	0%	0	0%	1	3%	1	1%
Inexpensive and affordable	0	0%	0	0%	0	0%	0	0%
Recreation center	0	0%	0	0%	0	0%	0	0%
No Answer	2	3%	60	59%	24	65%	86	44%
Total Respondents	58	100%	101	100%	37	100%	196	100%