



NEW ULM RETAIL

CONSUMER SHOPPING SURVEY

New Ulm Retail Development Corporation
1 North Minnesota St., Box 384, New Ulm, MN 56073 ■ 507-233-4308 ■ nurdc@newulmtel.net

Analysis Prepared: September 2008

The 2008 New Ulm Retail Consumer Shopping Survey

New Ulm, like many other small communities in the Midwest, has concerns for the viability of its downtown, the shopping patterns of its residents and the residents of neighboring towns, and the drawing power of big box stores and neighboring metropolitan areas.

An additional consideration for New Ulm is the preservation of the historic downtown and a desire to attract new retail businesses and employers. Thus, the New Ulm Retail Development Corporation (NURDC), whose board(*) represents several collaborative entities designed, distributed, and analyzed a survey of residents in and around New Ulm. NURDC's board wanted a tool for recruitment and to further support existing retail. The purpose of the survey was to assist in improving the retail experience community-wide, and in creating a vibrant future for historic downtown.

The Survey and the Sample

The group modeled the questionnaire on one developed by the University of Wisconsin - Extension Service and the Wisconsin Main Street Program. The four-page survey was mailed in May 2008 with a return deadline of June 18. A stamped self-addressed envelope was included.

The reader should note that this survey focused on retail sales to persons living in New Ulm and near New Ulm. The survey did not address sales or types of merchandise that would be sold to visitors or tourists who visit New Ulm. Certainly, some of the persons in the communities outside of New Ulm do come here for events and activities and may purchase goods when they are here. But tour buses, Bavarian Blast visitors, weekend tourists from the Cities were not part of this survey nor were things they might purchase necessarily part of the listing of retail goods.

The sample to which this survey was mailed was a random selection of households listed in the NU-Telecom phone directory. The communities from which the selection was made included New Ulm, Essig, Searles, Courtland, Lafayette, Hanska, Sleepy Eye, Nicollet, Gibbon, Winthrop, Madelia, Gaylord, Fairfax, St. James, New Sweden, Klossner, and Springfield. Selecting a random sample

(The *NURDC Board of Directors includes representatives from the City of New Ulm, Chamber of Commerce, Convention Visitors Bureau, New Ulm Economic Development Corporation, and the New Ulm Business & Retail Association)

from telephone directory in this way would have allowed all residents within 21 miles of New Ulm to have had a chance to receive the survey, with one exception: Lake Crystal. In addition, two communities further than 21 miles, St. James and Springfield, also would have had a sample of their residents receiving a survey. A total of 2,037 surveys were mailed out; of this number, 27 surveys were returned as undeliverable. A total of 738 surveys were returned within the deadline.

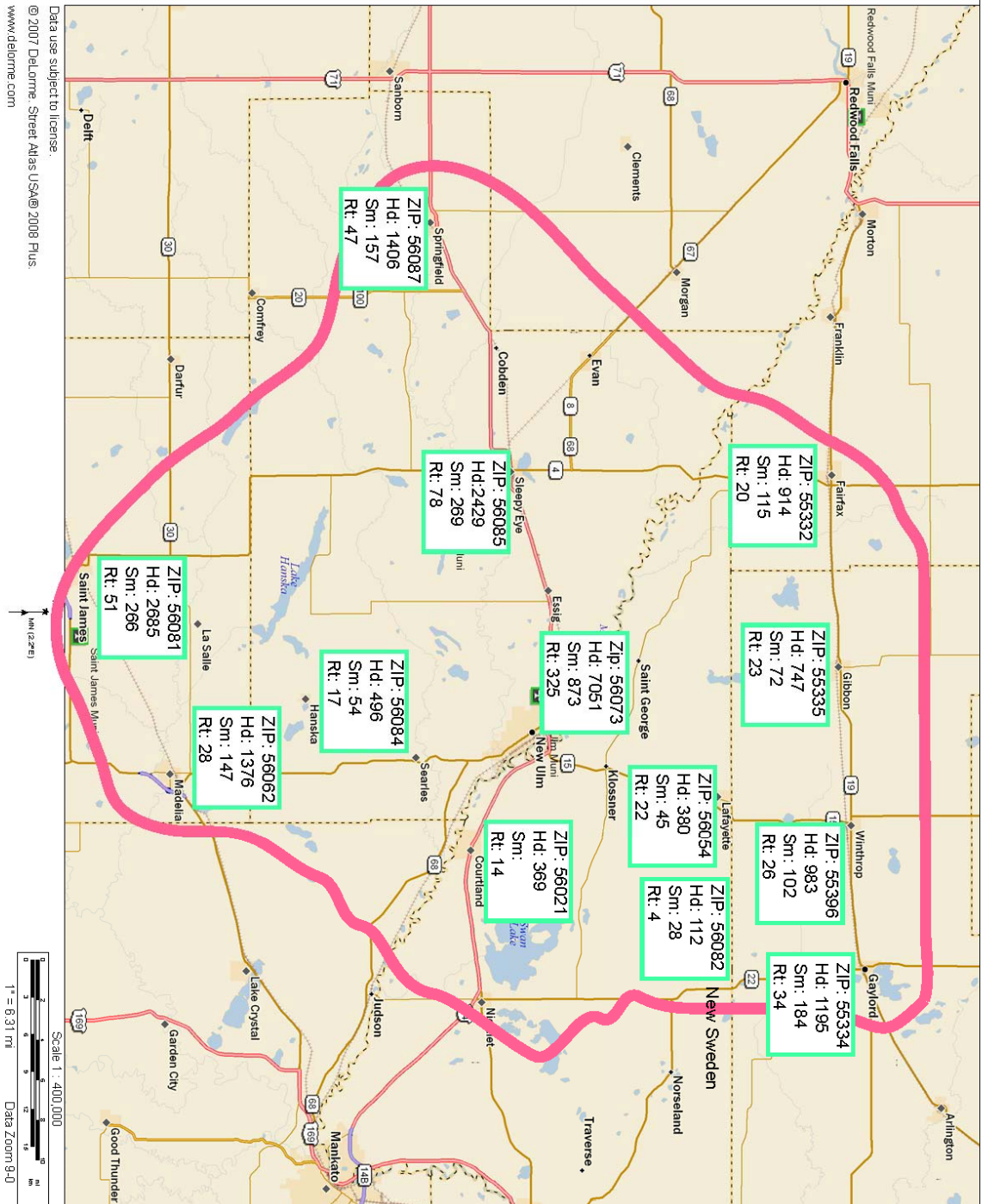
The returned surveys were identified by the zip code, which the respondent provided, rather than the name of the city. The accompanying map shows the cities selected from the telephone directory. The boxes on the map indicate the zip code, which is found in that city (and environs), the number of households, the sample size, and the number of returned surveys for that particular zip code. There were 11 returned surveys with zip codes that reside outside the area, but are included in the telephone exchange. These may include errors in writing the zip code or individuals who resided outside the area included in the telephone exchange.

When the responses were compiled and the zip codes tabulated and compared with the population listed for a particular zip code, the total number of households included in the population for this survey was around 20,000. Eleven percent of those households received a survey and 32% of those receiving the survey returned it.

There are potentially two biases that this survey may have. First, because the names were selected from a telephone directory, those persons who do not have a land-line telephone could not have been selected. The committee does not believe that these omitted residents constitute a significant percentage of the population. However, when we examined the returned surveys we noted that persons 65 and older were over-represented in the returns. We adjusted the data to compensate for that potential bias. The return rate (32%) is very good for a survey such as this and with the correction for disproportionate over-65 returns, the committee believes that the returns accurately reflect the attitudes and opinions of the entire population that was surveyed. Because, however, this was a sample of the 20,000 households, there is a margin of error in the results.

For this sample size the margin of error is about 4% or less, which means that the results we obtained should accurately predict the results we would obtain from the entire population plus or minus 4 percentage points on any given response. For example, the survey reflects that 7% of the sample of residents of Gibbon indicated that they shop for groceries in New Ulm once a week and 11% of the sample of respondents from Sleepy Eye say they shop in New Ulm for groceries once a week, there really is no difference in the shopping patterns of the residents of those two cities on this particular item in New Ulm. The lesson is that too much should not be made out of too little.

New Ulm 2008 Retail Survey Area

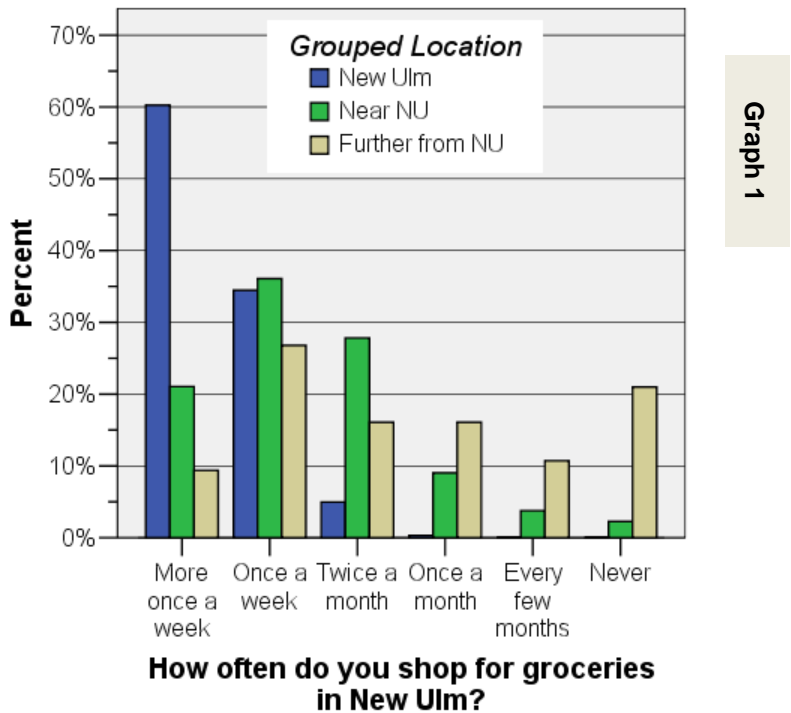


Analysis

The survey had four sections. The first section included items on how frequently a person shops in New Ulm, the kinds of stores in New Ulm that attract shoppers, and how often and why people shop in other communities. The second section focused on the downtown district, how often people shopped there and businesses they would patronize if those businesses were downtown. The third section asked how often the respondents ate out, the amount they typically spent when eating out, and the types of restaurants they would like to see in New Ulm. The final section gathered information about the respondents including age, income, gender, and number of people in their household. We used the data in this section to make comparisons in the answers to items in the first three sections.

As a way of making sense of peoples' choices, the respondents were grouped by family size with about half the respondents having only one or two persons in the household ("smaller families") and half the respondents having three or more persons ("bigger families") in a household. The respondents were also grouped by the locations where they lived: "New Ulm" (44%), "Near NU" (Sleepy Eye, Lafayette, Courtland, Searles: 18%), and "Further from NU" (Springfield, St. James, Madelia, Fairfax, Gibbon, Winthrop, Gaylord, New Sweden, and others: 38%). Age was grouped into "Working" (younger than 65: 64%) and "Retired" (over 65: 36%). Income was divided into "Low income" (less than \$25,000: 20%), "Middle" (\$25,000 - \$55,000: 32%), and "Upper": (greater than \$55,000: 48%). There were also some combinations of responses that are noted in the text.

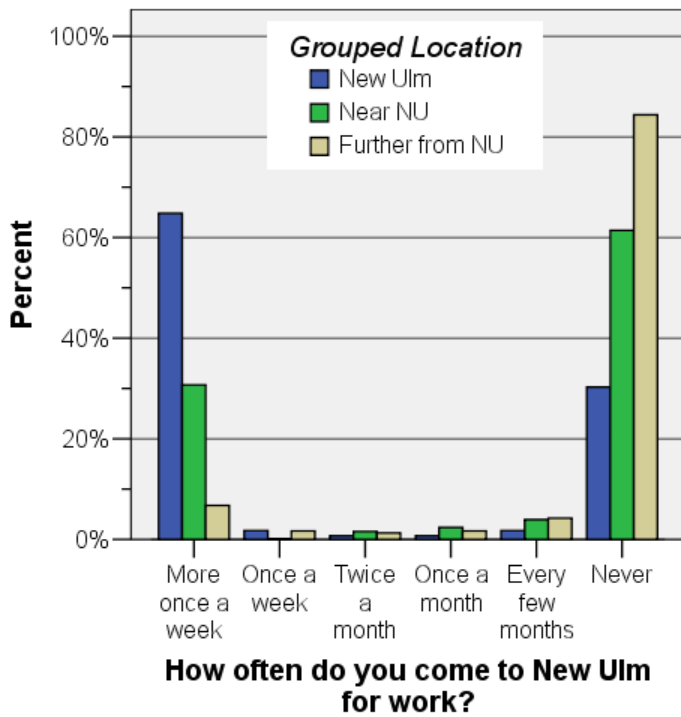
Shopping in New Ulm and Elsewhere



Frequency of shopping in New Ulm

The respondents in the first section of the survey were given six different situations and they were asked how often a particular situation brought them to New Ulm. The situations were grocery shopping, non-grocery retail shopping, eating out, personal care or professional services, work, and passing through on their way to someplace else. Naturally the frequency with which someone came to New Ulm depended on where they lived. Those respondents from New Ulm never actually “came” to New Ulm; they already lived here, which a number of them pointed out on the survey.

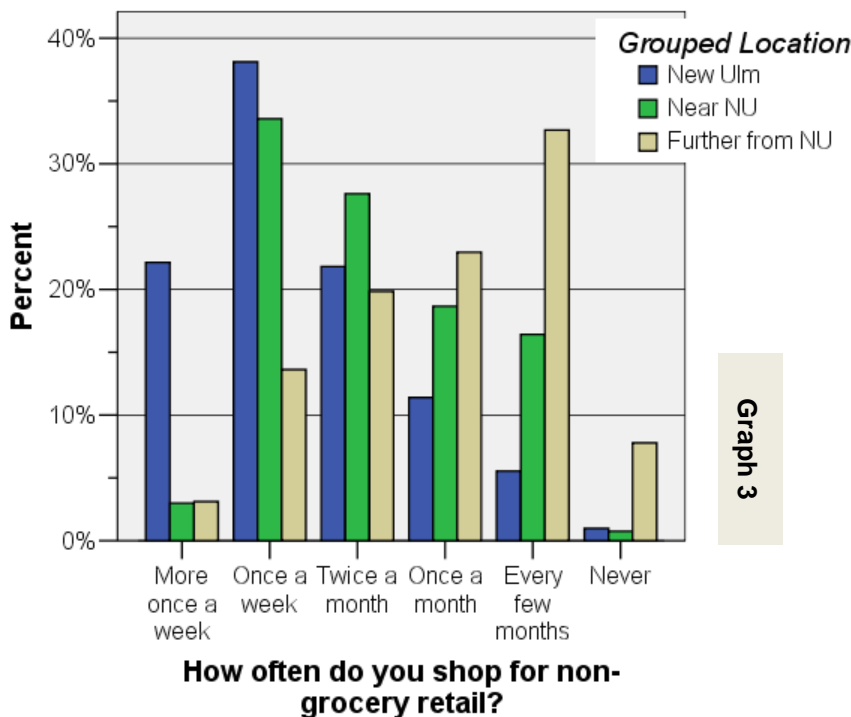
Work and grocery shopping were the most frequent reasons residents of New Ulm “came” to New Ulm. About six out of ten New Ulm residents did those activities more than once a week. The most frequent reason non-residents of New Ulm came to New Ulm was also grocery shopping with about a third of those who lived “near” New Ulm coming one or more times a week. Even with the more distant persons, about a fourth came to New Ulm once a week for groceries (See Graph 1.)



Graph 2

Two-thirds of the New Ulm residents “came” to New Ulm for work more than once a week. About one in three persons who lived near New Ulm came to New Ulm for work purposes more than once a week. This would not necessarily mean that they worked full-time in New Ulm,

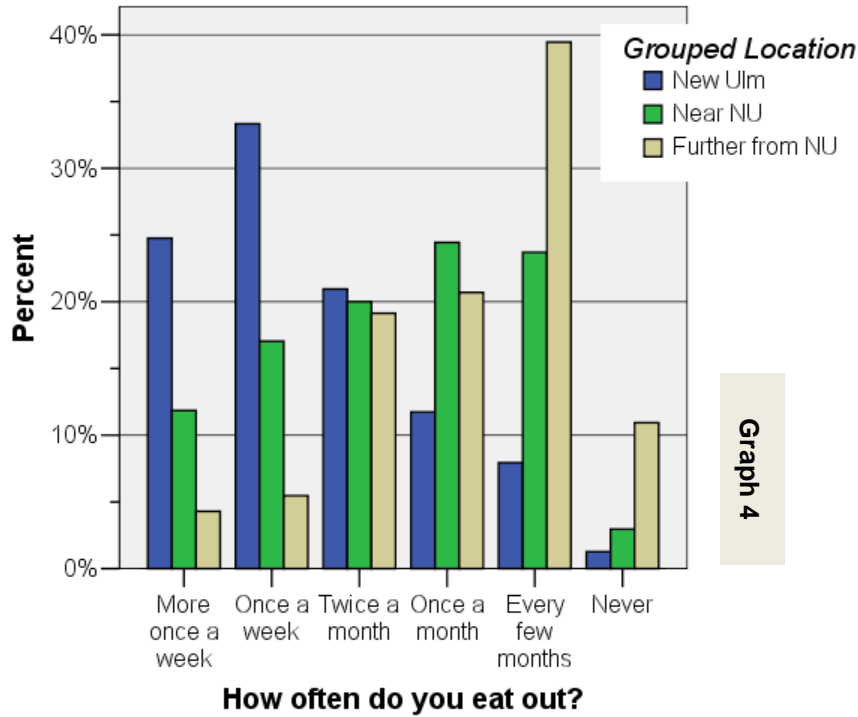
only that they came to New Ulm frequently for work. Only 7% of those who lived further from New Ulm came more than once a week for work purposes. (Graph 2)



Graph 3

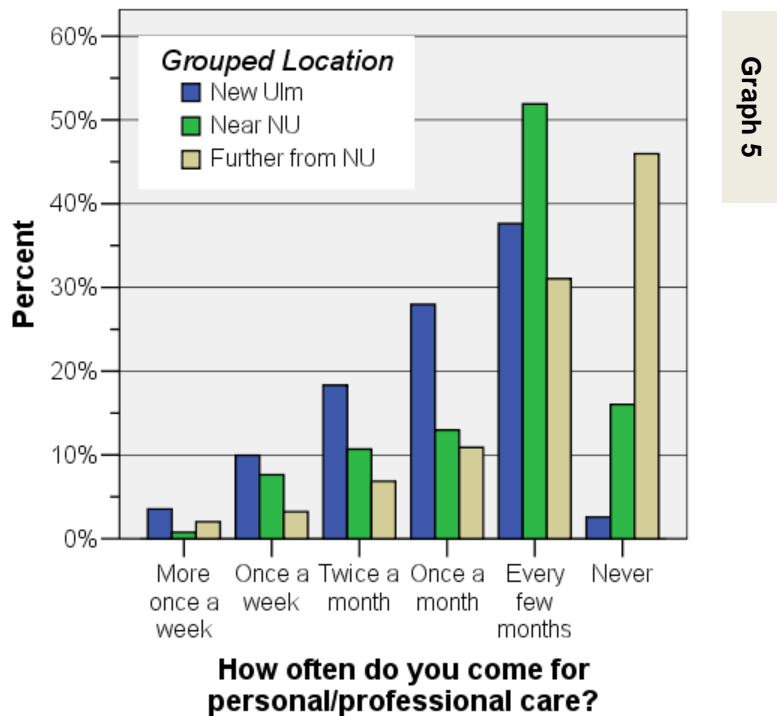
Better than a third of the New Ulm residents (38%) and a third (33%) of those who lived near New Ulm went non-grocery retail shopping once a week in New Ulm; a third of those who lived more distant came to New Ulm for non-grocery retail shopping every few months. It should be noted that of the six

reasons people came to New Ulm, non-grocery retail shopping had the fewest “never” respondents from any group. Persons will come, more or less frequently, to New Ulm for this kind of shopping. (Graph 3.)



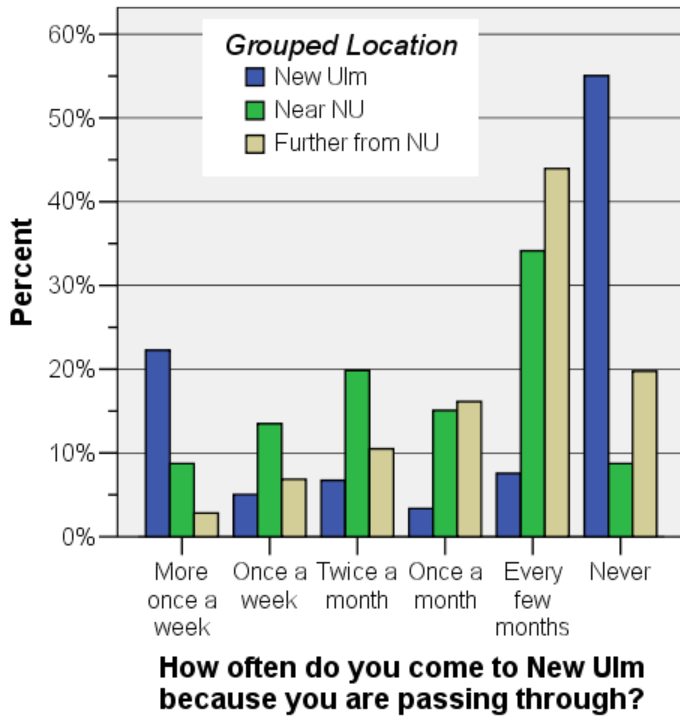
Half the residents of New Ulm eat out in New Ulm once a week or more, while most of those who lived outside New Ulm came to New Ulm to eat twice a month or less. (Graph 4.)

Personal services or professional services drew people to New Ulm less frequently; most, including the residents of New Ulm, sought professional or personal services every few months or less.



Over half of those persons who live further from New Ulm came sometime to New Ulm for personal or professional services. (Graph 5.)

Finally, there was the “just passing through to someplace else” option. A goodly number of New Ulm residents skipped this item or indicated “never” (a logical choice). For those who don’t live in New Ulm, 80% pass through at sometime. (Graph 6.)



The committee also compared the frequency with which our respondents came to New Ulm with their age, income, and family size. Persons over 65 tended to shop for groceries more frequently and shop for non-grocery items less frequently, but they did not differ in the frequency with which they ate out.

Obviously, they also came to New Ulm to work less frequently. Persons with middle and upper incomes tended to shop for groceries less frequently, but they shopped for non-grocery retail items more frequently, they ate out more frequently and they were more likely to come to New Ulm to work. Families with more than two persons also shopped more frequently for non-grocery retail items, they ate out more frequently, and they came to work more frequently in New Ulm. These differences, however, were quite small in all areas and they suggest that younger families, presumably working, with children, and with slightly larger incomes shop, work, and eat out in New Ulm a bit more than households with one or two older persons and smaller incomes.

Shopping locations

The persons in the sample were asked how frequently they shopped at various locations; three were New Ulm choices (downtown, northside, southside), seven were other cities (Mankato, Hutchinson, Minneapolis/St. Paul, St. Peter, Rochester, St. Cloud, Willmar), and how frequently they shopped on the Internet. The follow-up question to this set asked what drew them to those shopping places.

The northside and southside of New Ulm were the most frequent choice, edging out downtown from both New Ulm residents and persons who lived outside of New Ulm (Tables 1,2,3). Neither the southside nor the northside had any distinct advantage over the other.

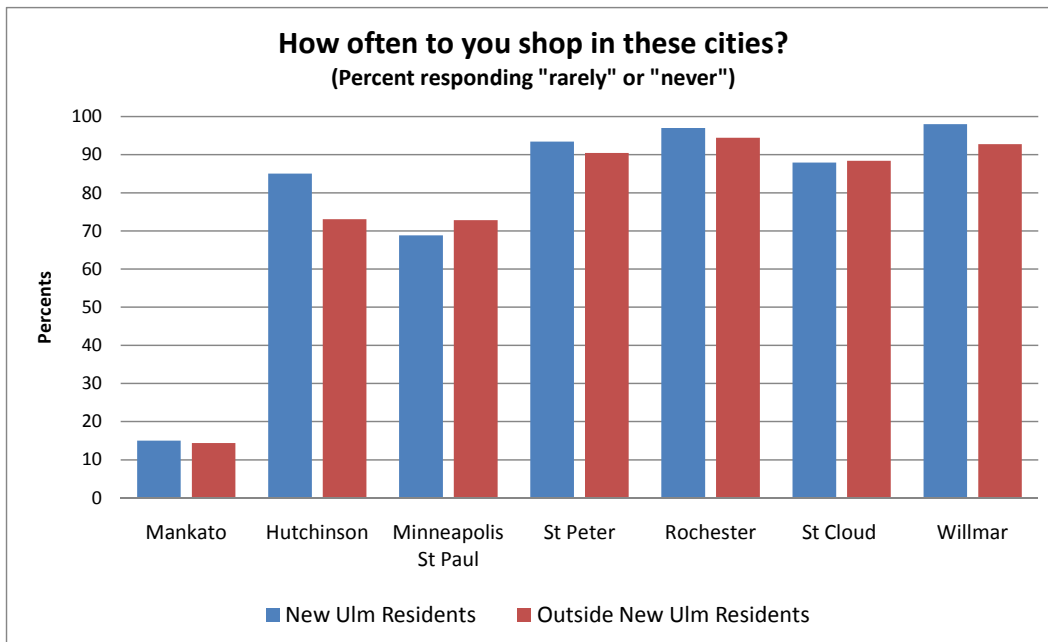
TABLE 1: How often do you shop downtown New Ulm (%)?		
	New Ulm residents	Outside New Ulm residents
Once per week	18.6	4.5
Every 2 weeks	23.1	7.5
Once a month	28.6	29.9
Every six months	10.4	23.9
Rarely	15.9	26.8
Never	3.5	7.5

TABLE 2: How often do you shop the northside (%)?		
	New Ulm residents	Outside New Ulm residents
Once per week	52.1	20.4
Every 2 weeks	21.4	20.4
Once a month	17.6	26.5
Every six months	2.6	12.5
Rarely	6.1	13.7
Never	0.2	6.4

TABLE 3: How often do you shop the southside (%)?		
	New Ulm residents	Outside New Ulm residents
Once per week	58.0	17.4
Every 2 weeks	20.8	18.1
Once a month	13.7	27.0
Every six months	2.2	18.6
Rarely	5.1	13.4
Never	0.2	5.5

- 41.7% of New Ulm residents and 12% of non-residents shop downtown either weekly or every two weeks;
- 73.5% of New Ulm residents shop the northside in the same above frequencies; while 40.8% on non-residents do the same;
- 78.8% of New Ulm residents and 35.5% of non-residents shop the southside in that same frequency range.

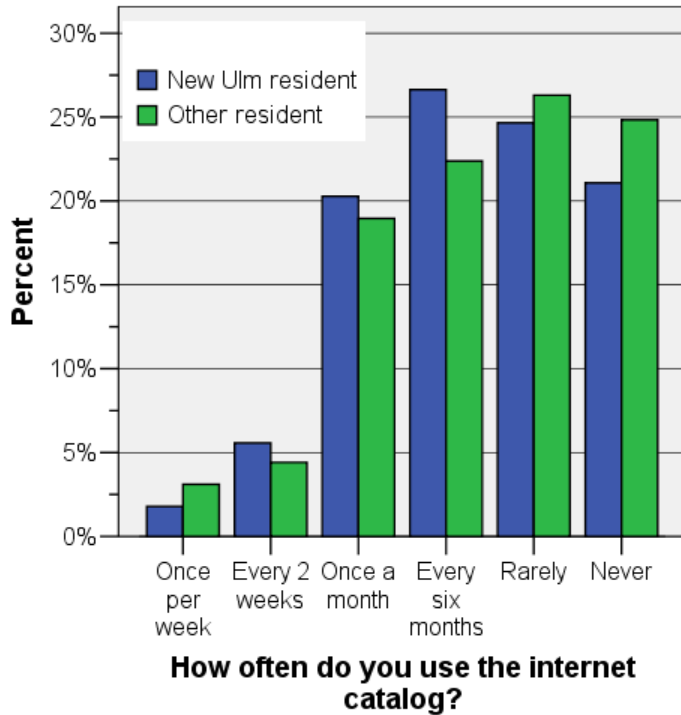
Of the cities listed as places to shop, Mankato, not surprisingly, was the most likely choice. Over half the residents of New Ulm (68%) and non-residents of New Ulm (58%) said they shopped in Mankato once a month or more frequently. The percentage shopping at the other listed cities was significantly less, with no particular city, except perhaps Minneapolis/St. Paul, being more favored for shopping than the others. Graph 7 shows the percentage of persons who indicated that they never or rarely shopped at the indicated cities.



Graph 7

The Internet, however, beat out every city except Mankato in frequency of shopping. Over 75% of the residents of New Ulm use the Internet for some of their shopping and non-residents use the

Internet just about as frequently. (Graph 8).



Graph 8

Reasons for shopping

Nearly all (81%) of those who returned the survey completed the section where they were to write in a reason for shopping at each of these cities (or on the internet). Not all gave a reason for shopping at a particular city, likely

because they did not shop at that city. The answers varied greatly; some frequently repeated and some were truly unique (“I shop in New Ulm every time Target has diet Pepsi on sale”).

In New Ulm, for the 600 persons who gave a reason for shopping here, the largest single reason had some variation of “convenience,” including “live here,” “close,” “local,” “home,” or “easy to get to.” Over one-third gave this type of answer (219 responses). Although it is likely that many who gave this answer lived in New Ulm, some of the respondents indicated that they came from outside New Ulm and they wanted to shop here because it was a short drive or it was closer than some other city. Some said they shopped in New Ulm for groceries or other specific things such as clothing, hardware, or they came to eat out. Many listed specific stores that attracted them to New Ulm, including CashWise, Hy-Vee, Herbergers, Wal-Mart, K-Mart, Target, Runnings, or Walgreens. Of the answers written in, the top two named stores that draw shoppers to New Ulm were Wal-Mart (91 mentions) and Target (81 mentions). A few gave general reasons such as low prices, they saw an ad, or they liked the friendly clerks. Some just liked New Ulm—friendly people, beautiful city, quaint, less traffic. Some came because they sought professional services such as doctors. And

some identified that it was important to stay local, support their hometown, and support local merchants (35 responses). Relevant in the respondents written responses as well was that New Ulm offered charm and friendliness/service (22 responses) with statements such as, “A beautiful town, we feel comfortable here.” Others noted choice/product quality (25 responses) and lower prices (16 responses).

Nearly the same number of persons gave reasons why they shop in Mankato; selection of merchandise (97 responses) or variety (49), more ... (43), or varieties of stores were the most common answers. River Hills Mall was mentioned 70 times, as was Menards (80), and Kohl’s (40). Other stores included Hobby-Lobby, ShopKo, Michaels, Best Buy, SAMS, Barnes & Noble, Gordmans, Sears, JC Penney, and some specific restaurants.

Hutchinson, Rochester, St. Cloud, St. Peter, and Willmar drew far fewer shoppers from out survey area and reasons for shopping in those cities; a total of 550 reasons for shopping were given for all five cities. Selection, choice, or variety did not come up very frequently. Some stores such as Menards, Wal-Mart, and Food Coop (St. Peter), were mentioned. A number of persons noted they were “passing through” when they shopped at these towns. Some noted professional services (such as doctors in Rochester) as the reason they shopped in a particular town.

Some 250 persons gave reasons for shopping in Minneapolis/St. Paul. Thirty persons gave the malls, particularly The Mall of America, as the reason they went to the Cities. An equal number, however, said they went to the Cities to visit family members, which may have included shopping. The most common general reason for shopping in the Cities was the greater variety, selection, or choice in the goods available and in the prices that were charged.

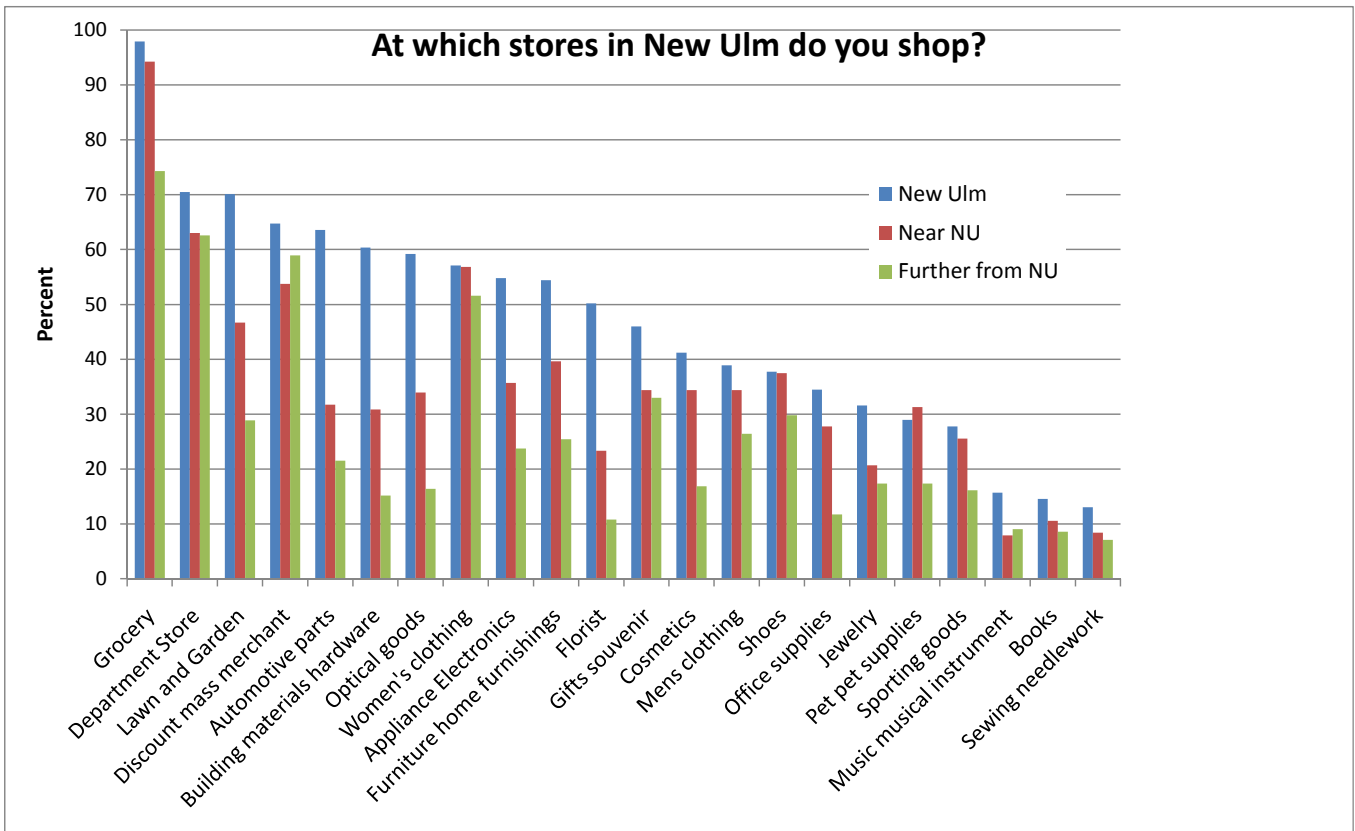
About 300 persons gave reasons for shopping on the Internet. “Convenience” in some form (easy, handy, ease of use) was the single most common reason (110 responses). Selection was also given frequently as a reason for shopping on line. Price was a common reason (45 responses together with “cheaper”). There were a few other reasons such as an inability to get to a store, products which were not available in stores, the convenience of home delivery, and the savings in time and travel.

The reader should be aware that these reasons for shopping in cities other than New Ulm or on the Internet were reasons from the entire sample, not just from New Ulm residents. The persons who gave these shopping reasons were likely comparing the variety, prices, convenience of shopping in their home towns, such as Fairfax, Gibbon, Hanska, Madelia, New Ulm, etc. with what was available in Mankato, Rochester, the Cities, etc. or on line. Given that, the shoppers in this sample

wanted to shop where there was a good selection of merchandise, they wanted their shopping experience to be convenient, and for many in both New Ulm and neighboring towns, they wanted it local.

Stores shopped

The final question in this section asked the respondents to indicate at which type of store in New Ulm they shopped. The choices were the usual stores found in a community and our respondents' answers gave an indication of their shopping habits.



Graph 9

Graph 9 shows a pattern of shopping of the three groups who are located either in New Ulm, near New Ulm, or more distant from New Ulm. The New Ulm residents shop in decreasing frequency from grocery shopping to shopping for sewing and needlework. This pattern of decline probably shows the frequency with which the residents need those items. Music/musical instruments are needed less frequently than shoes; flowers are called for more than office supplies. But people who drive to New Ulm to shop follow a slightly different pattern. Groceries and department stores still dominate the shopping pattern for New Ulm residents and non-residents. But then the pattern changes. Discount/mass merchant shopping, women's clothing, gifts and

souvenirs, shoes, and men's clothing bring the non-residents to New Ulm in almost the same frequency as the New Ulm residents shop here. It appears that, for example, residents of Fairfax, Madelia, Hanska, Lafayette, or other outlying towns in our survey area can't find some merchandise in their local community and they come to New Ulm to purchase it. Automotive parts, on the other hand, seemingly can be found nearer to their community (or less expensive somewhere else) so they are less likely to shop for those things in New Ulm.

What shoppers look for

The last question in the section about shopping in New Ulm or outside New Ulm, presented our respondents with a grid showing 22 items for which they might be shopping (e.g., appliances/electronics, gifts/souvenirs, optical goods). After each item, they were given seven reasons that would affect where they shopped for that item. The characteristics were location (where the item was available), selection, service, quality, price, hours (of operation of the store), and online/catalogs. The respondent was to mark which of these characteristics was important in the choice of where they shopped. The 22 x 7 grid was impressive (and perhaps intimidating). To understand the results, the reader should be aware of two things.

First, although the question asked which of the seven characteristics would cause a shopper to go *outside* New Ulm, it could also indicate whether a person would shop *in* New Ulm for that item if that particular characteristic were there. Thus if service were a concern, a shopper would buy the item in New Ulm if he or she were satisfied with the service or he or she would shop outside New Ulm if some other location provided better service. The question really asked, "What is important to you when you buy ... ?" Second, when a person did not indicate that a characteristic was important (by leaving the circle unmarked), it would not necessarily indicate that this characteristic was unimportant in the purchase of that item. Some items on the list may never have or very infrequently been purchased by a shopper. Perhaps they had never shopped for a musical instrument, and in that case, none of the characteristics is relevant in where that person would shop. Thus some items on the list had many characteristics chosen by many persons; some items had few characteristics chosen by few persons.

The reader should keep these two explanations in mind when examining Table 4 and Graph 10. The items on both the table and the graph are arranged in order of the number of persons who choose one or more characteristics from most to least. "Women's clothing" had the most choices

and the most persons making those choices. “Music/musical instruments” had the fewest choices and the fewest people choosing a characteristic.

<i>Item</i>	<i>Location</i>	<i>Selection</i>	<i>Service</i>	<i>Quality</i>	<i>Price</i>	<i>Hours</i>	<i>Online</i>
Women's clothing	14.4	52.2	4.7	15.5	28.4	8.6	7.1
Building materials/hardware	16.3	33.6	6.0	7.5	37.1	12	0.5
Appliance/electronics	11.7	35.9	8.7	8.5	29.6	7.9	2.9
Shoes	12.2	45.2	3.8	12.1	21.2	4.8	3.7
Department Store	13.4	40.1	3.4	11.7	21.0	10.6	2.8
Men's clothing	11.1	44.6	2.5	12.1	20.6	6.4	4.1
Furniture/home furnishings	10.5	30.0	6.3	9.9	18.0	4.7	0.8
Sporting goods	6.6	28.0	3.3	8.6	14.6	5.4	2.0
Books	5.3	30.8	2.3	1.5	7.6	4.3	11.7
Lawn and Garden	12.7	21.4	3.5	6.5	14.4	4.1	0.9
Discount/mass merchandise	12.0	19.3	1.8	3.7	18.6	6.7	0.4
Grocery	20.7	12.3	2.0	4.4	17.4	4.7	0.2
Automotive parts	18.8	6.8	6.5	2.5	6.6	2.4	0.5
Office supplies	6.5	16.1	2.1	1.9	10.4	2.4	3.1
Optical goods	12.5	7.1	5.8	2.8	9.1	2.7	1.0
Sewing/Needlework	6.6	16.6	2.8	3.5	6.2	1.8	2.4
Pets/pet supplies	7.4	11.7	2.0	2.9	8.5	2.1	1.0
Gifts/Souvenir	7.7	14.9	0.6	2.3	5.0	1.9	2.7
Jewelry	5.0	12.5	2.2	3.9	7.6	1.2	2.6
Florist	15.5	6.1	1.8	2.8	2.8	0.6	0.8
Cosmetics	5.2	9.4	1.5	2.6	5.6	1.5	4.6
Music/musical instruments	3.5	6.5	1.9	1.3	3.0	1.1	2.2

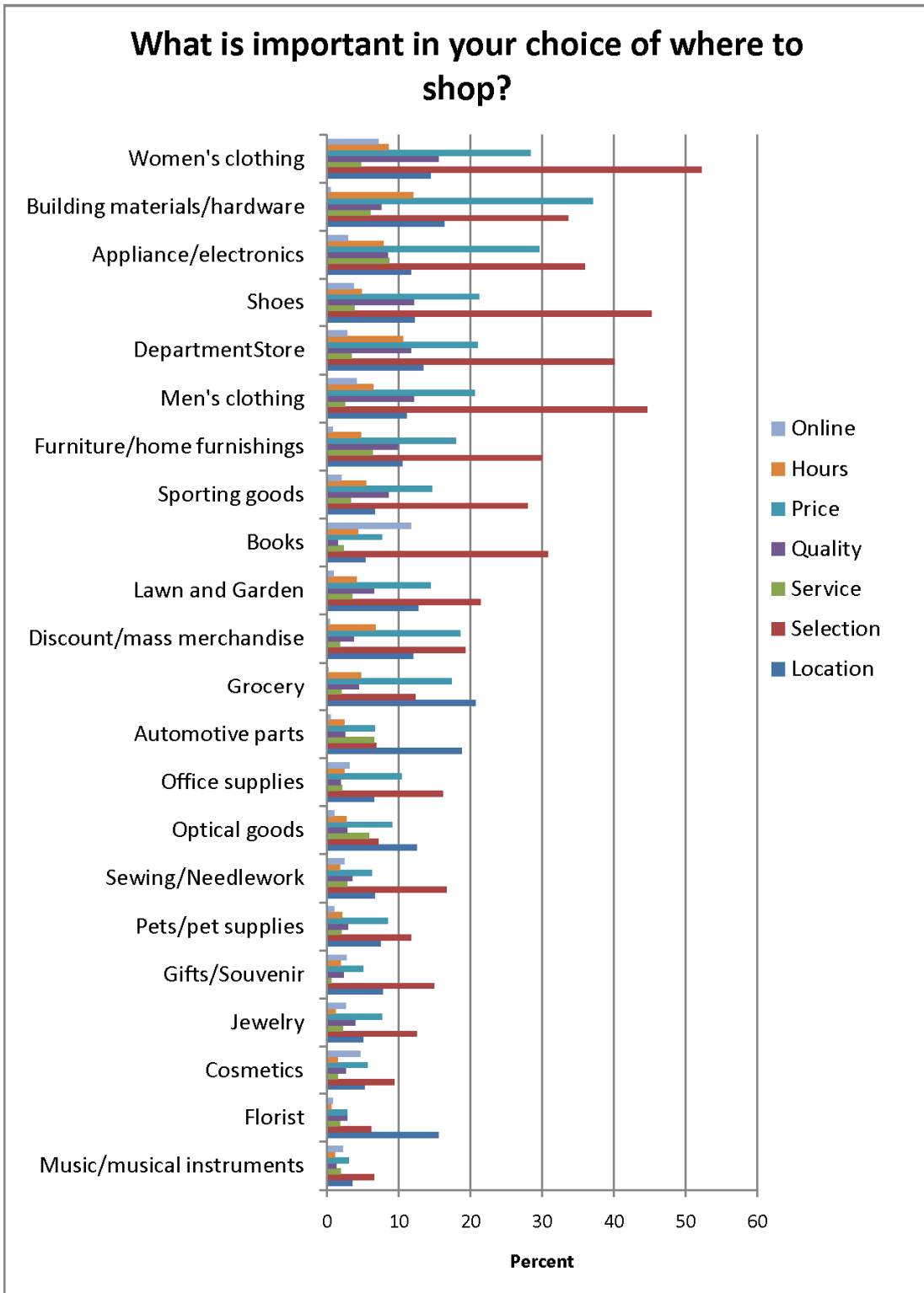
Overall, “selection” was the most frequently chosen characteristic which determines where a person shops. Other characteristics, in order of decreasing frequency, were price, location, quality, services, hours of operation, and online/catalog availability.

Another way of looking at this data set is to examine Table 4 by column. Thus location is important when purchasing groceries, automotive parts, flowers, and women’s clothing. But selection counts when buying women’s clothing, shoes, shopping in a department store, and men’s clothing. Price is important for buying building materials, appliances, and women’s clothing. Of all the characteristics, service appears to be the least important concern in purchasing an item on the list.

From TABLE 4: Top six by location:	
Item	Location
Grocery	20.7
Automotive Parts	18.8
Building Materials	16.3
Florist	15.5
Department Store	13.4
Optical Goods	12.5

From TABLE 4: Top six by selection:	
Item	Selection
Women's Clothing	52.5
Shoes	45.2
Men's Clothing	44.6
Department Store	40.1
Appliances/Electronics	35.9
Building Materials	33.6

From TABLE 4: Top six by price:	
Item	Selection
Building Materials	37.1
Appliances/Electronics	29.6
Women's Clothing	28.4
Shoes	21.2
Department Store	21.0
Men's Clothing	20.6



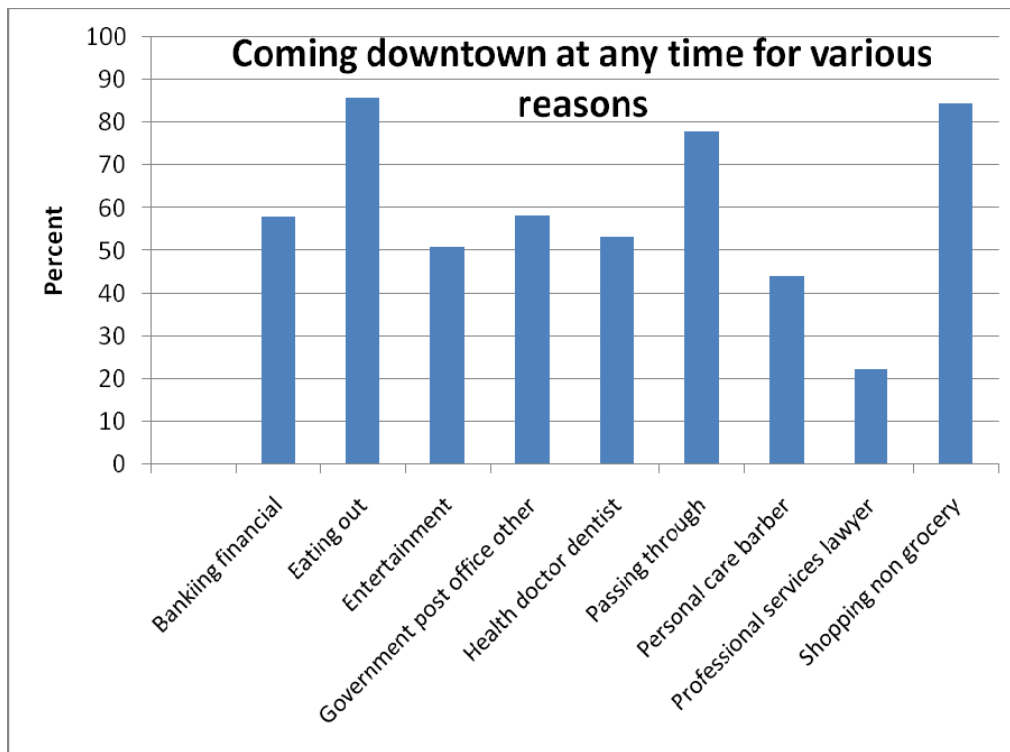
Graph 10

Downtown New Ulm

Frequency of shopping

We asked our sample group of people several questions relating to their shopping patterns in downtown New Ulm. The “downtown” was defined as the area between the Glockenspiel and the Heritage Tree and between German Street and Broadway, an area four blocks long and two blocks wide.

The most likely reason people came downtown was to eat at a restaurant, to shop for non-grocery items, or they were just “passing through.” Few people sought professional services downtown. (See Graph 11.) This same pattern held when the results were grouped by where people lived—in New Ulm or outside New Ulm. If the person lived outside New Ulm, he or she tended to come downtown less frequently, but the relative proportion of reasons for coming downtown remained the same.



Graph 11

The results of this chart are similar to the data shown for downtown shopping in Table 1. The northside and southside of New Ulm tend to draw more shoppers than does the downtown area.

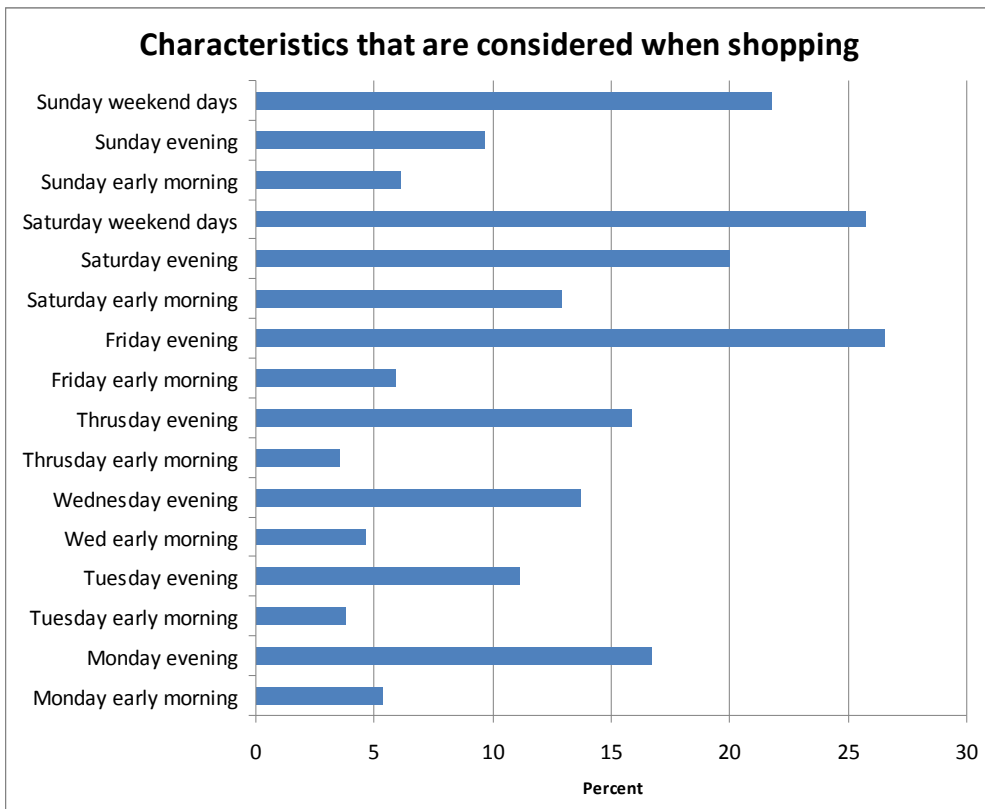
Extended Shopping Hours

TABLE 5: If shopping hours were extended, which times would you prefer?

When	# Responding	# Preferred	% Preferring
Saturday days	556	180	24.46%
Friday evenings	558	178	24.18%
Sundays	590	146	19.84%
Saturday evenings	602	134	18.21%
Monday evenings	623	113	15.35%
Thursday evenings	631	105	14.27%

Hours of shopping

The next set of items on the survey suggested some store extension hours and the respondents were asked to indicate whether any of these extensions would appeal to them and induce them to shop downtown. The results were not encouraging. The only hour-extensions that appealed to some of the respondents, about one-fifth- to one-fourth, were Friday evening, or Saturday/Sunday weekend days (See table 5). Given the low ranking of “hours” in the characteristics that considered when shopping (See Graph 12), such results were not surprising.



Graph 12

Businesses in downtown

Another inducement for shoppers to come to the downtown area might be the availability of stores at which they could shop. The persons completing the survey were asked which stores they would patronize if these stores were downtown. (The reader will note that some of these stores are currently located in the downtown district.) The list contained 33 suggested store types. The clear winner was a women's clothing store with nearly half the respondents choosing that store. The stores, which might attract patrons, with 20% or more indicating these are their choices, were a men's clothing store, shoe stores for men and women, a family clothing store, a hobby and art supplies store, and a sewing fabrics store (Table 6).

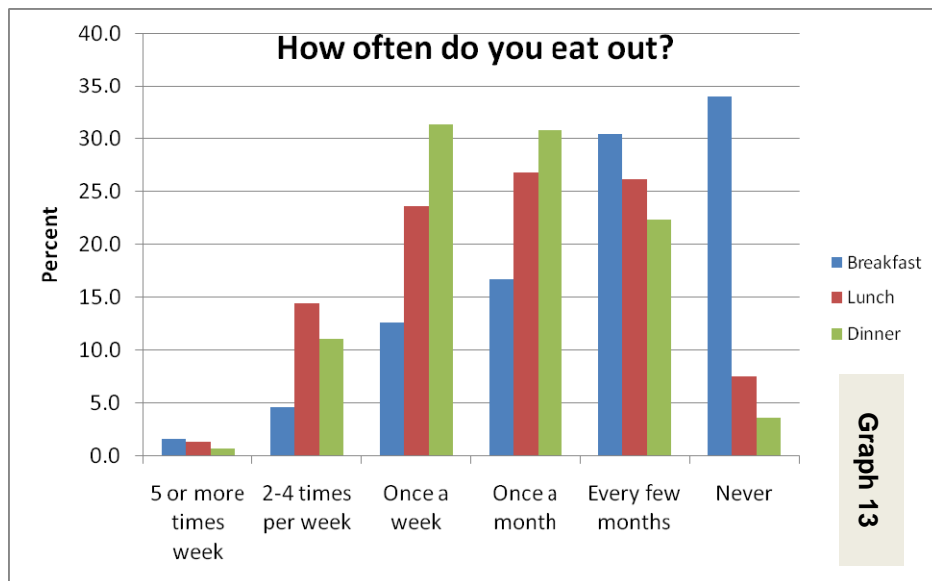
Clothing women	48.0
Clothing men	40.3
Shoe store women	38.8
Shoe store men	37.5
Clothing family	35.6
Hobby art supplies	22.7
Sewing fabrics	20.4
Kitchen home	18.9
Food market deli	18.0
Meats butcher shop	17.9
Books	17.3
Pet and pet supply	14.5
Bakery	13.5
Clothing -consignment	13.1
Gift souvenirs	12.5
Health foods	10.4
Youth entertainment	10.2
Antiques	9.9
Toys games	8.7
Photofinish one hour	7.2
Drug store chair	6.8
Gallery	5.4
Clothing vintage	4.4
Mailbox copy center	3.7
Diet Center	3.5
Child care	1.0

Finally, for this section, the persons completing the survey were asked to list two businesses they would like to see downtown. Over 500 suggestions were given. Most of these suggestions

repeated the choices the respondents were given in the previous question about which stores they would patronize if the business were downtown. Nearly 100 suggestions, for example, were clothing stores—men, women, and family. Some specific stores were listed such as JC Penney, Target, Kohl, and Old Navy. Shoe stores for men and women were another frequent write-in. Other suggestions included restaurants (Red Lobster, for example) and fabric and hobby stores.

Eating and Entertainment

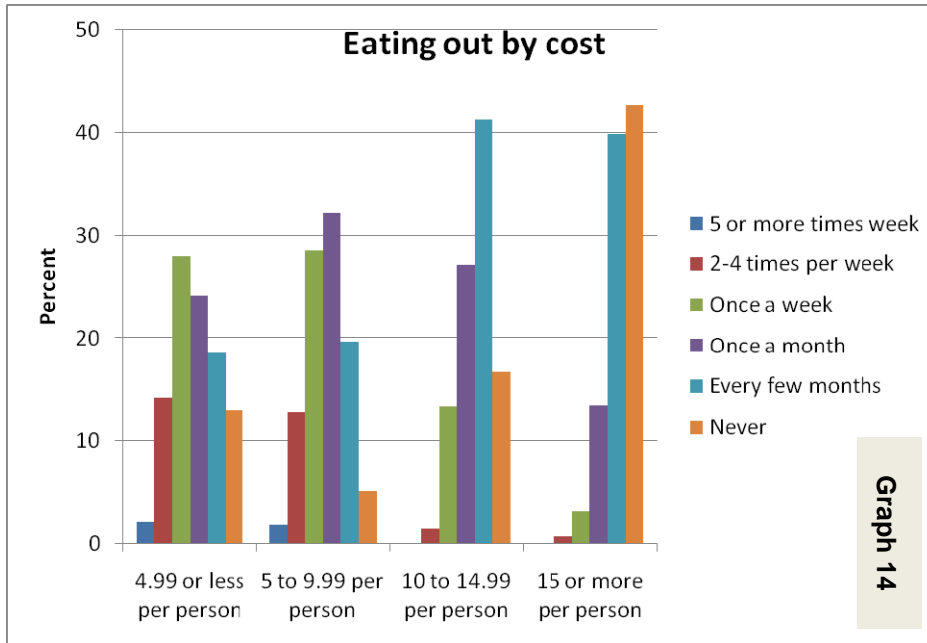
Residents of New Ulm and those from surrounding areas do eat out in New Ulm and the



survey committee wanted to know if there were patterns or particular choices people had. We asked three questions: how often, at what cost, and what new restaurants the respondents would suggest.

Frequency of eating out

The least likely meal that people ate out was breakfast. When the data were separated by age, however, persons over 65 ate out for breakfast more frequently than persons under 65. Dinner was the most common eating experience with one-third of the respondents indicating that they ate out once a week and one-third indicating they ate out once a month. (Graph 13)



Graph 14

Cost considerations

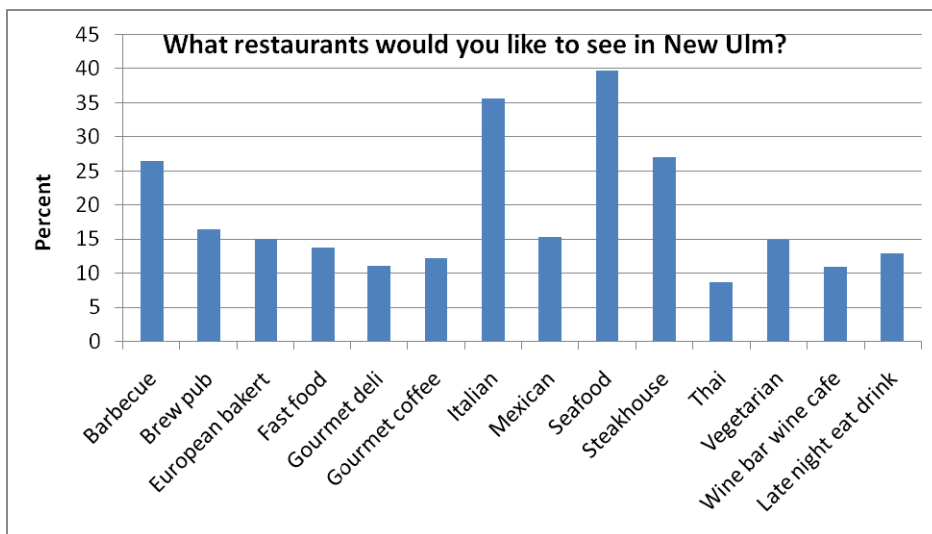
The price the people appear most willing to pay when they ate out was between \$5.00 and \$9.99.

More than that and our sample indicated that they ate out less frequently. Age was not a particularly

strong factor in the effect of price on eating out but older persons (over 65) tended to eat out less frequently when the price of a meal went above \$10.00. (Graph 14)

Types of restaurants

The final question asked our respondents what types of restaurants they would like to see in New Ulm. Seafood, Italian, steakhouse, and barbeque led the list (Graph15). When age was entered as a factor, brew pubs, fast food, Italian, steakhouse, and late night eating and drinking establishments were more popular with the younger respondents. The other types of restaurant received similar ratings for all ages.



Graph 15

Conclusions

There are a number of positive indications in this survey. Although the concerns of the residents and organizations such as the New Ulm Retail Development Corporation regarding the viability of New Ulm serving as a regional shopping center are real, there is evidence from the survey that the residents of New Ulm shop here and persons who live outside New Ulm come to New Ulm to shop. Non-grocery retail, for example, will bring people from 20 miles away to shop in New Ulm with some regularity.

What people are looking for and what determines where they look and shop may be familiar. They want a good selection at a convenient location. Price and quality appeared to be less important, although certainly not unimportant. The pace of life, even in southern Minnesota, may be such that requires quick shopping which needs selection and convenience.

New Ulm has particular goods for which non-residents will come here and shop with the same frequency as residents of New Ulm. These include department stores, discount/mass merchandise stores, women's clothing, shoes, pets and pet supplies, and sporting goods.

There continues to be a sense on the part of shoppers, both residents of New Ulm and residents of communities near New Ulm that "going local" is a good choice.. Many of the residents of New Ulm do shop in Mankato, but vast crowds of New Ulm residents do not drive to other larger metropolitan areas to do their shopping. If you exclude Mankato, which has a particular relationship to New Ulm for shopping and working, New Ulm residents do "shop local." Also, in the smaller communities around New Ulm, shopping in New Ulm is, for many, "going local."

Dear Neighbor:

New Ulm has experienced changes in the recent past. A number of businesses have closed, some new businesses have opened and regional competition has intensified. But with change comes opportunity. We need your help in planning a vibrant future for historic downtown New Ulm and our overall retail community experience.

The enclosed survey allows you to tell us about your shopping behaviors and describe the types of businesses you might support if they were available in town. Your anonymous answers will become part of a marketing plan designed to help expand existing and attract new businesses to New Ulm. Please take a few minutes to carefully complete the survey and return it in the envelope provided. When completing the survey you should use a **No. 2 pencil or black pen**.

- **Why should I fill out this survey?** To help develop a plan to improve our downtown and overall retail shopping area based on your shopping, service and dining needs.
- **Do I have to fill in all the questions?** The more information you provide, the more accurate and useful our analysis will be. All information is confidential.
- **How do I return my survey?** Please mail it in the return envelope provided. No additional postage is required.
- **What is the deadline?** Please return the survey by June 1, 2008.

This project is a cooperative research effort sponsored by the New Ulm Retail Development Corporation, the New Ulm Economic Development Corporation, the Heritage Preservation Commission, the Chamber of Commerce, the New Ulm Retail & Business Association, and the Convention and Visitors Bureau. We appreciate your time and look forward to your responses. Key findings will be reported to the public as soon as they are available via local media. If you have additional questions, feel free to call Barbara at 507-233-4308.

Thank You!

Barbara Stirling

New Ulm Retail Development Corporation

Brian Tohal

New Ulm Economic Development Corporation

Anne Makepeace

Heritage Preservation Commission

Like this: ● Not like this: ✓ ✗ /

1. How often are you in New Ulm for the following? Mark (●) ONE answer for each.

	More than once a week	Once a week	Twice a month	Once a Month	Every few months	Never
Grocery shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non-grocery retail shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eating out	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal care or professional services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Passing through on your way to someplace else	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Indicate how often you shop the following locations? Mark (●) ONE for each location.

	Once per Week	Every 2 Weeks	Once a Month	Every 6 Months	Rarely	Never
New Ulm-Downtown Area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New Ulm-Northside Retailers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New Ulm-Southside Retailers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mankato	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hutchinson	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Minneapolis/St. Paul	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
St. Peter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rochester	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
St. Cloud	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Willmar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet or Mail Order Catalog	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. If shopping in the following communities, what draws you there?

New Ulm _____

Mankato _____

Hutchinson _____

Minneapolis/St. Paul _____

Rochester _____

St. Cloud _____

St. Peter _____

Willmar _____

Internet or Mail Order Catalog _____

4. Please indicate if you shop in New Ulm in the following types of stores. Mark (●) ONE for each location.

- | | | | |
|---|--|--|---|
| <input type="radio"/> Appliance/Electronics | <input type="radio"/> Discount/Mass Merchant | <input type="radio"/> Lawn and Garden | <input type="radio"/> Pet/Pet Supplies |
| <input type="radio"/> Automotive Parts | <input type="radio"/> Florist | <input type="radio"/> Men's Clothing | <input type="radio"/> Sewing/Needlework |
| <input type="radio"/> Books | <input type="radio"/> Furniture/Home Furnishings | <input type="radio"/> Music/Musical Instrument | <input type="radio"/> Shoes |
| <input type="radio"/> Building Materials/
Hardware | <input type="radio"/> Gifts/Souvenir | <input type="radio"/> Office Supplies | <input type="radio"/> Sporting Goods |
| <input type="radio"/> Cosmetics | <input type="radio"/> Grocery | <input type="radio"/> Optical Goods | <input type="radio"/> Women's Clothing |
| <input type="radio"/> Department Store | <input type="radio"/> Jewelry | | |

5. If you shop outside of New Ulm, indicate why you shop elsewhere. Mark (●) ONE reason for each store type.

	I shop ELSEWHERE because of:						I shop Online and Catalogs
	Location	Selection	Service	Quality	Price	Hours	
Appliance/Electronics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Automotive Parts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Books	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building Materials/Hardware	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cosmetics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Department Store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discount/Mass Merchant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Florists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Furniture/Home Furnishings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gifts/Souvenir	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grocery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jewelry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lawn and Garden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Men's Clothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Music/Musical Instrument	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Office Supplies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Optical Goods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pet/Pet Supplies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sewing/Needlework	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shoes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sporting Goods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Women's Clothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

DOWNTOWN: How is "Downtown" defined: the area between the Glockenspiel and the Heritage Tree, between German and Broadway.

6. How often do you come to DOWNTOWN New Ulm for the following? Mark (●) ONE answer for each.

	5 or More Times/Wk	2-4 Times/Wk	Once a Week	Once a Month	Every Few Months	Never
Banking/Financial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eating Out	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Govn't/Post Office/Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health (i.e. Doctor, Dentist)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Passing Through	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal Care (i.e. Barber)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prof. Services (i.e. Lawyer)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping, Non-Grocery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. If DOWNTOWN store hours were extended, which period would appeal to you most? Mark (●) ONE.

	Mon.	Tue.	Wed.	Thr.	Fri.	Sat.	Sun.
Early morning hours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Evening hours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weekend days	-	-	-	-	-	<input type="radio"/>	<input type="radio"/>

8. Which THREE businesses would you patronize, or like to see more of, if located in DOWNTOWN New Ulm? Mark (●)THREE.

- | | | | |
|--|--|---|--|
| <input type="radio"/> Antiques | <input type="radio"/> Clothing-Women's | <input type="radio"/> Health Foods | <input type="radio"/> Photofinish/1Hr Photo |
| <input type="radio"/> Bakery | <input type="radio"/> Clothing-Vintage | <input type="radio"/> Hobby/Art Supplies | <input type="radio"/> Sewing/Fabrics |
| <input type="radio"/> Books | <input type="radio"/> Diet Center | <input type="radio"/> Toys/Games | <input type="radio"/> Shoe Store-Men's |
| <input type="radio"/> Child Care | <input type="radio"/> Drug Store Chain | <input type="radio"/> Kitchen/Home | <input type="radio"/> Shoe Store-Women's |
| <input type="radio"/> Clothing-Family | <input type="radio"/> Food Market/Deli | <input type="radio"/> Mailbox/Copy Center | <input type="radio"/> Youth Entertainment Facility |
| <input type="radio"/> Clothing-Consignment | <input type="radio"/> Gallery | <input type="radio"/> Meats/Butcher Shop | <input type="radio"/> Other _____ |
| <input type="radio"/> Clothing-Men's | <input type="radio"/> Gift/Souvenirs | <input type="radio"/> Pet and Pet Supply | <input type="radio"/> Other _____ |

9. Name two businesses that you would like to see come to DOWNTOWN New Ulm (i.e. specific name or type):

EATING & ENTERTAINMENT

10. How often do you eat out? Mark (●) ONE answer for each meal.

	5 or more times/week	2-4 times per week	Once a week	Once a Month	Every few months	Never
Breakfast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lunch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dinner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. How often do you eat out where each meal costs... Mark (●) ONE answer for each question.

	5 or more times/week	2-4 times per week	Once a week	Once a Month	Every few months	Never
...\$4.99 or less per person.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...from \$5 to \$9.99 per person.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...from \$10 to \$14.99 per person.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...\$15 or more per person?.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. What two types of restaurants you would like to see in New Ulm: Mark (●) TWO categories.

- | | | | |
|---------------------------------------|--|----------------------------------|--|
| <input type="radio"/> Barbecue | <input type="radio"/> Gourmet Delicatessen | <input type="radio"/> Seafood | <input type="radio"/> Wine Bar/Wine Cafe |
| <input type="radio"/> Brew Pub | <input type="radio"/> Gourmet Coffee Shop | <input type="radio"/> Steakhouse | <input type="radio"/> Late Night Eat/Drink |
| <input type="radio"/> European Bakery | <input type="radio"/> Italian | <input type="radio"/> Thai | <input type="radio"/> Other _____ |
| <input type="radio"/> Fast Food | <input type="radio"/> Mexican | <input type="radio"/> Vegetarian | <input type="radio"/> Other _____ |

Please Tell Us a Little About Yourself.

What is your home zip code? _____ How many live in your household? _____

What is your age? 18 or under 18-24 25-44 45-64 65 and over | Gender? Male Female
 |

What is your household's annual income (Optional)? Mark (●)

- | | |
|---|---|
| <input type="radio"/> Less than \$14,999 | <input type="radio"/> \$40,000 - \$54,999 |
| <input type="radio"/> \$15,000 - \$24,999 | <input type="radio"/> \$55,000 - \$69,999 |
| <input type="radio"/> \$25,000 - \$39,999 | <input type="radio"/> \$70,000 or above |

Thank you for participating in this survey. Please return this completed questionnaire in the enclosed postage-paid envelope by May 15, 2008 to:

***Market Survey
New Ulm Retail Development Corporation
1 North Minnesota, Box 384
New Ulm, MN 56073***

This survey is a cooperative effort sponsored by the New Ulm Retail Development Corporation, the Economic Development Corporation, and the Heritage Preservation Commission. Survey questions are based on information provided by the University of Wisconsin-Extension.