

RESULTS OF EMPLOYEE SURVEY	Responses							
	Downtown Madison		Hilltop Area		Hanover		Totals	
	Total Surveys:		Total Surveys:		Total Surveys:		Total Surveys:	
Question	337		1,730		252		2,319	
1 Please tell us where you live.								
Downtown Madison	56	17%	153	9%	26	10%	235	10%
Hilltop Area	113	34%	522	30%	28	11%	663	29%
Hanover	25	7%	226	13%	101	40%	352	15%
Rural Jefferson County	88	26%	577	33%	81	32%	746	32%
Indiana Outside of Jefferson County	31	9%	148	9%	10	4%	189	8%
Out of State	24	7%	101	6%	5	2%	130	6%
No Answer	0	0%	3	0%	1	0%	4	0%
Total Respondents	337	100%	1,730	100%	252	100%	2,319	100%
2 Where do you do most of your non-grocery shopping (i.e., apparel, home furnishings, sporting goods...)?								
Hilltop Area	174	52%	912	53%	125	50%	1,211	52%
Out-of-Town: Clarksville, IN	83	25%	445	26%	62	25%	590	25%
Out-of-Town: Louisville	64	19%	287	17%	49	19%	400	17%
Mail Order Catalogue	22	7%	64	4%	12	5%	98	4%
Out-of-Town: Columbus, IN	13	4%	72	4%	9	4%	94	4%
Other Shopping Center(s) (unspecified):	7	2%	61	4%	9	4%	77	3%
Downtown Madison	8	2%	58	3%	4	2%	70	3%
Out-of-Town: Florence, KY	10	3%	42	2%	1	0%	53	2%
Out-of-Town: Jeffersonville, IN	3	1%	41	2%	9	4%	53	2%
Out-of-Town: Indianapolis	6	2%	27	2%	7	3%	40	2%
Internet	6	2%	22	1%	11	4%	39	2%
Out-of-Town: Cincinnati	4	1%	31	2%	3	1%	38	2%
Total Respondents	337	~	1,730	~	252	~	2,319	~
3 What is the primary reason you go there to shop?								
Selection	191	57%	813	47%	137	54%	1,141	49%
Convenience	117	35%	667	39%	79	31%	863	37%
Price	98	29%	383	22%	68	27%	549	24%
Familiarity	37	11%	147	8%	30	12%	214	9%
Quality	32	9%	153	9%	27	11%	212	9%
Service	25	7%	74	4%	12	5%	111	5%
Loyalty	12	4%	34	2%	6	2%	52	2%
Other: Friendliness of staff	2	1%	1	0%	1	0%	4	0%
Other: Cleanliness/Attractiveness	0	0%	2	0%	0	0%	2	0%
Total Respondents	337	~	1,730	~	252	~	2,319	~

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4 What types of stores do you think are needed or are in short supply in Jefferson County and are ones that you would shop at?								
Women's Casual	202	60%	770	45%	151	60%	1,123	48%
Men's Casual	178	53%	812	47%	102	40%	1,092	47%
Groceries	140	42%	808	47%	99	39%	1,047	45%
Fresh Produce	104	31%	706	41%	96	38%	906	39%
Casual/Sport Shoes	108	32%	542	31%	88	35%	738	32%
Women's Business	147	44%	492	28%	86	34%	725	31%
Furniture	139	41%	509	29%	76	30%	724	31%
Toys/Hobbies	105	31%	504	29%	74	29%	683	29%
Sporting Goods	71	21%	548	32%	59	23%	678	29%
Appliances	96	28%	501	29%	64	25%	661	29%
Children's/Infants	92	27%	445	26%	75	30%	612	26%
Men's Business	117	35%	421	24%	68	27%	606	26%
Arts/Crafts supplies	114	34%	395	23%	74	29%	583	25%
Dress Shoes	101	30%	411	24%	67	27%	579	25%
Bakery	104	31%	379	22%	77	31%	560	24%
Pet Supplies	82	24%	401	23%	66	26%	549	24%
Garden Supplies/Hardware	73	22%	413	24%	53	21%	539	23%
Books	86	26%	366	21%	84	33%	536	23%
Electronics	71	21%	412	24%	49	19%	532	23%
Linens & Towels	60	18%	314	18%	59	23%	433	19%
Computers/Accessories	65	19%	316	18%	51	20%	432	19%
Music/CDs	53	16%	291	17%	63	25%	407	18%
Take-Out	34	10%	275	16%	63	25%	372	16%
Feed & Seed	34	10%	245	14%	30	12%	309	13%
Cameras &Supplies	47	14%	212	12%	36	14%	295	13%
Beauty Supplies	42	12%	211	12%	38	15%	291	13%
Pharmacy	45	13%	218	13%	25	10%	288	12%
Gifts & Cards	60	18%	175	10%	50	20%	285	12%
Farm Equipment	31	9%	226	13%	23	9%	280	12%
Jewelry	37	11%	177	10%	26	10%	240	10%
Glasses/Sunglasses	26	8%	163	9%	23	9%	212	9%
Auto Supplies	12	4%	132	8%	24	10%	168	7%
Luggage	26	8%	95	5%	13	5%	134	6%
Car Sales	12	4%	84	5%	13	5%	109	5%
Antiques	9	3%	48	3%	6	2%	63	3%
Total Respondents	337	~	1,730	~	252	~	2,319	~

RESULTS OF EMPLOYEE SURVEY	Responses							
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5 What types of services do you think are needed or are in short supply in Jefferson County and are ones that you would shop at?								
Restaurants	210	62%	953	55%	135	54%	1,298	56%
Concerts/Live Music	149	44%	675	39%	120	48%	944	41%
Tailor/Alteration	135	40%	523	30%	69	27%	727	31%
Appliance Repair	110	33%	531	31%	69	27%	710	31%
Live Theater	106	31%	492	28%	86	34%	684	29%
Nightclub/Bar	82	24%	489	28%	66	26%	637	27%
Computer Repair/Training	69	20%	342	20%	51	20%	462	20%
Day Care	73	22%	306	18%	41	16%	420	18%
Dry Cleaner/Laundry	59	18%	307	18%	49	19%	415	18%
Exercise Studio/Gym	61	18%	229	13%	40	16%	330	14%
Copy Center	40	12%	199	12%	46	18%	285	12%
Movie Theater	38	11%	176	10%	43	17%	257	11%
Pack & Mail	40	12%	174	10%	22	9%	236	10%
Gasoline/Auto Repair	31	9%	173	10%	25	10%	229	10%
Shoemaker	94	28%	60	3%	74	29%	228	10%
Video Rental	32	9%	128	7%	35	14%	195	8%
Hair/Beauty	21	6%	145	8%	26	10%	192	8%
Car Wash/Detailing	17	5%	141	8%	26	10%	184	8%
Banks/Financial Advisors	26	8%	110	6%	10	4%	146	6%
Insurance	17	5%	112	6%	14	6%	143	6%
Legal/Accounting	15	4%	107	6%	12	5%	134	6%
Total Respondents	337	~	1,730	~	252	~	2,319	~
6 In your opinion, what types of restaurants & eating places are needed in Jefferson County?								
Steakhouse	215	64%	957	55%	144	57%	1,316	57%
Seafood	179	53%	758	44%	114	45%	1,051	45%
Family	142	42%	774	45%	116	46%	1,032	45%
Fine Dining	145	43%	655	38%	104	41%	904	39%
Bar/Grille	114	34%	590	34%	86	34%	790	34%
Dinner Theater	97	29%	472	27%	79	31%	648	28%
Coffee House	67	20%	305	18%	69	27%	441	19%
Deli	63	19%	301	17%	70	28%	434	19%
Brew Pub	66	20%	287	17%	51	20%	404	17%
Cafeteria	62	18%	219	13%	30	12%	311	13%
Pizza/Italian	48	14%	208	12%	29	12%	285	12%

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6 (Con't)								
Bakery	61	18%	191	11%	41	16%	293	13%
Mexican	40	12%	214	12%	39	15%	293	13%
Other Ethnic	19	6%	64	4%	24	10%	107	5%
Fast Food	12	4%	39	2%	10	4%	61	3%
Other: Buffet	2	1%	83	5%	4	2%	89	4%
Tearoom	11	3%	50	3%	17	7%	78	3%
Chinese	6	2%	26	2%	11	4%	43	2%
Other: Gourmet	0	0%	4	0%	0	0%	4	0%
Total Respondents	337	~	1,730	~	252	~	2,319	~
7 On average, how many times a week do you eat out for lunch?								
1	42	12%	293	17%	46	18%	381	16%
2	66	20%	338	20%	44	17%	448	19%
3	59	18%	299	17%	43	17%	401	17%
4	43	13%	210	12%	26	10%	279	12%
5	73	22%	257	15%	45	18%	375	16%
6	7	2%	47	3%	8	3%	62	3%
7	5	1%	32	2%	11	4%	48	2%
No Answer	42	12%	254	15%	29	12%	325	14%
Total Respondents	337	100%	1,730	100%	252	100%	2,319	100%
On average, how much do you spend for a lunch when you eat out?								
Less than \$5.00	86	26%	419	24%	62	25%	567	24%
\$5.00-\$7.50	187	55%	793	46%	133	53%	1,113	48%
\$7.51-\$10.00	26	8%	150	9%	34	13%	210	9%
\$10.01-\$15.00	5	1%	48	3%	3	1%	56	2%
More than \$15.00	1	0%	51	3%	7	3%	59	3%
No Answer	32	9%	269	16%	13	5%	314	14%
Total Respondents	337	100%	1,730	100%	252	100%	2,319	100%

RESULTS OF EMPLOYEE SURVEY	Responses							
	Downtown Madison		Hilltop Area		Hanover		Totals	
8 When you eat out for lunch, where do you go (e.g., downtown Madison, Hilltop area...)?								
Hilltop	202	60%	1,174	68%	117	46%	1,493	64%
Downtown	126	37%	272	16%	59	23%	457	20%
Hanover	5	1%	115	7%	75	30%	195	8%
No Answer	3	1%	165	10%		0%	168	7%
Scottsburg	0	0%	4	0%	1	0%	5	0%
Carrollton	1	0%	0	0%	0	0%	1	0%
Total Respondents	337	100%	1,730	100%	252	100%	2,319	100%
9 During your average workweek, how often do you do the following activities during your lunch hour?								
Shop								
Everyday	10	3%	20	1%	5	2%	35	2%
1-2 Times/Week	60	18%	246	14%	47	19%	353	15%
1-2 Times/Month	91	27%	254	15%	52	21%	397	17%
Never	108	32%	883	51%	93	37%	1,084	47%
No Answer	68	20%	327	19%	55	22%	450	19%
Total Respondents	337	100%	1,730	100%	252	100%	2,319	100%
Eat								
Everyday	171	51%	826	48%	138	55%	1,135	49%
1-2 Times/Week	86	26%	351	20%	56	22%	493	21%
1-2 Times/Month	15	4%	102	6%	11	4%	128	6%
Never	26	8%	263	15%	22	9%	311	13%
No Answer	39	12%	188	11%	25	10%	252	11%
Total Respondents	337	100%	1,730	100%	252	100%	2,319	100%
Bank								
Everyday	5	1%	29	2%	8	3%	42	2%
1-2 Times/Week	95	28%	390	23%	64	25%	549	24%
1-2 Times/Month	87	26%	355	21%	54	21%	496	21%
Never	89	26%	694	40%	76	30%	859	37%
No Answer	61	18%	262	15%	50	20%	373	16%
Total Respondents	337	100%	1,730	100%	252	100%	2,319	100%

RESULTS OF EMPLOYEE SURVEY	Responses							
	Downtown Madison		Hilltop Area		Hanover		Totals	
Run Errands								
Everyday	23	7%	80	5%	21	8%	124	5%
1-2 Times/Week	80	24%	411	24%	73	29%	564	24%
1-2 Times/Month	65	19%	330	19%	59	23%	454	20%
Never	56	17%	644	37%	56	22%	756	33%
No Answer	113	34%	265	15%	43	17%	421	18%
Total Respondents	337	100%	1,730	100%	252	100%	2,319	100%
10 Currently, what are the major advantages of shopping or doing business in Jefferson County?								
Convenient Location	246	73%	1,228	71%	194	77%	1,668	72%
Support Local Businesses	173	51%	726	42%	123	49%	1,022	44%
Less Traffic/Crowds	155	46%	620	36%	110	44%	885	38%
Easy to Find Parking	68	20%	334	19%	69	27%	471	20%
Friendly Service	80	24%	305	18%	57	23%	442	19%
Fair Prices	57	17%	286	17%	45	18%	388	17%
Know the Store Employees	69	20%	246	14%	48	19%	363	16%
Within Walking Distance	61	18%	99	6%	26	10%	186	8%
Good Selection of Goods/Services	23	7%	132	8%	22	9%	177	8%
Other: Can get things quickly	0	0%	9	1%	0	0%	9	0%
Other: Overall atmosphere	0	0%	1	0%	0	0%	1	0%
Total Respondents	337	~	1,730	~	252	~	2,319	~
11 Currently, what are the major disadvantages of shopping or doing business in Jefferson County?								
Poor Selection of Goods/Services	215	64%	1,043	60%	150	60%	1,408	61%
Limited Hours	181	54%	740	43%	112	44%	1,033	45%
Lack of Restaurants	135	40%	680	39%	92	37%	907	39%
Lack of Entertainment	125	37%	652	38%	103	41%	880	38%
High Prices	126	37%	656	38%	91	36%	873	38%
Unfriendly/Poor Service	69	20%	378	22%	66	26%	513	22%
Lack of Parking	79	23%	309	18%	42	17%	430	19%
Traffic	35	10%	179	10%	31	12%	245	11%
Inconvenient Location	28	8%	140	8%	20	8%	188	8%
Poor Appearance	25	7%	136	8%	26	10%	187	8%
Other: Things out of stock	1	0%	11	1%	1	0%	13	1%
Other: Overall atmosphere	0	0%	8	0%	0	0%	8	0%
Other: Stores far apart	0	0%	4	0%	0	0%	4	0%
Total Respondents	337	~	1,730	~	252	~	2,319	~

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12 What can local merchants do to improve their stores?								
Improve Selection	230	68%	1,073	62%	156	62%	1,459	63%
Expand Store Hours	174	52%	716	41%	108	43%	998	43%
Friendlier	73	22%	442	26%	63	25%	578	25%
Promotions/Advertise	70	21%	358	21%	62	25%	490	21%
Improve Appearance	58	17%	325	19%	49	19%	432	19%
Other: Get competent staff	0	0%	25	1%	3	1%	28	1%
Total Respondents	337	~	1,730	~	252	~	2,319	~
13 Indicate how important each of the following is to you in making purchases by checking the appropriate number.								
Convenience								
1	9	3%	42	2%	10	4%	61	3%
2	9	3%	35	2%	4	2%	48	2%
3	12	4%	82	5%	7	3%	101	4%
4	38	11%	192	11%	40	16%	270	12%
5	55	16%	315	18%	46	18%	416	18%
6	60	18%	273	16%	50	20%	383	17%
7	141	42%	700	40%	62	25%	903	39%
No Answer	13	4%	91	5%	33	13%	137	6%
Total Respondents	337	100%	1,730	100%	252	75%	2,319	100%
Ease of Use								
1	10	3%	41	2%	10	4%	61	3%
2	6	2%	44	3%	3	1%	53	2%
3	17	5%	79	5%	11	4%	107	5%
4	50	15%	258	15%	43	17%	351	15%
5	71	21%	367	21%	47	19%	485	21%
6	56	17%	300	17%	52	21%	408	18%
7	103	31%	494	29%	68	27%	665	29%
No Answer	24	7%	147	8%	18	7%	189	8%
Total Respondents	337	100%	1,730	100%	252	75%	2,319	100%

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Safety/security								
1	13	4%	69	4%	16	6%	98	4%
2	11	3%	59	3%	6	2%	76	3%
3	21	6%	115	7%	17	7%	153	7%
4	43	13%	190	11%	30	12%	263	11%
5	45	13%	266	15%	38	15%	349	15%
6	51	15%	243	14%	38	15%	332	14%
7	139	41%	647	37%	91	36%	877	38%
No Answer	14	4%	141	8%	16	6%	171	7%
Total Respondents	337	100%	1,730	100%	252	75%	2,319	100%
Low Price								
1	6	2%	32	2%	4	2%	42	2%
2	5	1%	26	2%	3	1%	34	1%
3	17	5%	54	3%	12	5%	83	4%
4	54	16%	150	9%	39	15%	243	10%
5	47	14%	209	12%	35	14%	291	13%
6	56	17%	294	17%	28	11%	378	16%
7	144	43%	840	49%	107	42%	1,091	47%
No Answer	8	2%	125	7%	24	10%	157	7%
Total Respondents	337	100%	1,730	100%	252	75%	2,319	100%
Speed of Delivery								
1	12	4%	34	2%	8	3%	54	2%
2	9	3%	30	2%	3	1%	42	2%
3	17	5%	62	4%	12	5%	91	4%
4	38	11%	191	11%	40	16%	269	12%
5	53	16%	249	14%	58	23%	360	16%
6	66	20%	312	18%	52	21%	430	19%
7	105	31%	530	31%	68	27%	703	30%
No Answer	37	11%	322	19%	11	4%	370	16%
Total Respondents	337	100%	1,730	100%	252	75%	2,319	100%

RESULTS OF EMPLOYEE SURVEY	Responses							
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Product Selection/Variety								
1	5	1%	39	2%	8	3%	52	2%
2	3	1%	10	1%	2	1%	15	1%
3	4	1%	21	1%	4	2%	29	1%
4	15	4%	65	4%	7	3%	87	4%
5	20	6%	164	9%	28	11%	212	9%
6	78	23%	337	19%	49	19%	464	20%
7	197	58%	972	56%	147	58%	1,316	57%
No Answer	15	4%	122	7%	7	3%	144	6%
Total Respondents	337	100%	1,730	100%	252	75%	2,319	100%
Customer Service								
1	8	2%	29	2%	5	2%	42	2%
2	3	1%	14	1%	2	1%	19	1%
3	3	1%	21	1%	4	2%	28	1%
4	12	4%	103	6%	13	5%	128	6%
5	25	7%	171	10%	33	13%	229	10%
6	73	22%	303	18%	55	22%	431	19%
7	205	61%	977	56%	135	54%	1,317	57%
No Answer	8	2%	112	6%	5	2%	125	5%
Total Respondents	337	100%	1,730	100%	252	75%	2,319	100%
14 As Jefferson County continues to grow and change, if you could keep one thing the same about the county, what would it be?								
Small town atmosphere	76	23%	282	16%	56	22%	414	18%
Friendliness	53	16%	191	11%	37	15%	281	12%
Historic community, preservation, etc.	48	14%	189	11%	39	15%	276	12%
Rural beauty	25	7%	105	6%	16	6%	146	6%
Absence of sprawl	19	6%	57	3%	15	6%	91	4%
County as small community	11	3%	55	3%	9	4%	75	3%
Madison Riverfront	11	3%	51	3%	5	2%	67	3%
Madison Main Street	13	4%	31	2%	13	5%	57	2%
Other or No Answer	81	24%	769	44%	62	25%	912	39%
Total Respondents	337	~	1,730	~	252	~	2,319	~

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15 If you could change one thing about the county, what would it be?								
Alternatives to Wal-Mart, e.g. Target	50	15%	220	13%	32	13%	302	13%
More activities, especially for youth	31	9%	166	10%	23	9%	220	9%
More groceries, esp. west side of Madison/Hilltop	13	4%	114	7%	7	3%	134	6%
More quality sit-down restaurants	22	7%	75	4%	29	12%	126	5%
More large stores/shopping centers	14	4%	90	5%	16	6%	120	5%
Better roads/maintenance	16	5%	84	5%	17	7%	117	5%
Better jobs/benefits	22	7%	67	4%	10	4%	99	4%
More industries	12	4%	54	3%	8	3%	74	3%
Better access to Interstate highways	13	4%	38	2%	6	2%	57	2%
Extended business hours	5	1%	22	1%	6	2%	33	1%
More public rest rooms	3	1%	26	2%	1	0%	30	1%
New or additional bridge to Kentucky	2	1%	22	1%	1	0%	25	1%
Better water, sewer, phone service, etc.	1	0%	10	1%	0	0%	11	0%
Fewer antique shops	0	0%	0	0%	0	0%	0	0%
Other or No Answer	133	39%	742	43%	96	38%	971	42%
Total Respondents	337	~	1,730	~	252	~	2,319	~
16 What identity or image would you like to see Jefferson County develop for itself as a unique business center?								
Small-town business center	38	11%	149	9%	19	8%	206	9%
Traditional, historic, small town	42	12%	133	8%	28	11%	203	9%
Friendly, caring, good place to raise family	14	4%	153	9%	31	12%	198	9%
Town with everything to offer	25	7%	77	4%	15	6%	117	5%
Safe, clean place to live	10	3%	56	3%	17	7%	83	4%
Industrial center	12	4%	45	3%	6	2%	63	3%
Tourist destination	14	4%	37	2%	4	2%	55	2%
Cultural/educational center	2	1%	30	2%	8	3%	40	2%
Shopping destination	5	1%	24	1%	0	0%	29	1%
Historic county	5	1%	18	1%	2	1%	25	1%
Recreation center	2	1%	17	1%	5	2%	24	1%
River town	2	1%	12	1%	0	0%	14	1%
Inexpensive and affordable	2	1%	7	0%	0	0%	9	0%
No Answer	164	49%	972	56%	117	46%	1,253	54%
Total Respondents	337	100%	1,730	100%	252	100%	2,319	100%

RESULTS OF EMPLOYEE SURVEY	Responses							
	Downtown Madison		Hilltop Area		Hanover		Totals	
17 Please check the category that best describes your occupation.								
Skilled Labor	62	18%	530	31%	26	10%	618	27%
Professional	106	31%	334	19%	81	32%	521	22%
Clerical/Secretarial	57	17%	150	9%	30	12%	237	10%
Service	31	9%	133	8%	44	17%	208	9%
Other or No Answer	0	0%	155	9%	12	5%	167	7%
Executive/Managerial	40	12%	100	6%	18	7%	158	7%
Sales/Marketing	11	3%	105	6%	20	8%	136	6%
Technical	16	5%	111	6%	6	2%	133	6%
Unskilled Labor	14	4%	90	5%	6	2%	110	5%
Homemaker	0	0%	15	1%	6	2%	21	1%
Retired	0	0%	7	0%	3	1%	10	0%
Total Respondents	337	100%	1,730	100%	252	100%	2,319	100%

Note: "Shoemaker" was excluded from a large share of employee surveys distributed to Hilltop workers and therefore does not reflect the actual desire for this type of service.